



Dairy Market News Branch

Agricultural
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National Retail Report-Dairy

Websites: <http://www.marketnews.usda.gov/mnp/da-home> and <http://www.ams.usda.gov/mnreports/dybretail.pdf>

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Advertised Prices for Dairy Products at Major Retail Supermarket Outlets ending during the period of 04/22/2016 to 04/28/2016

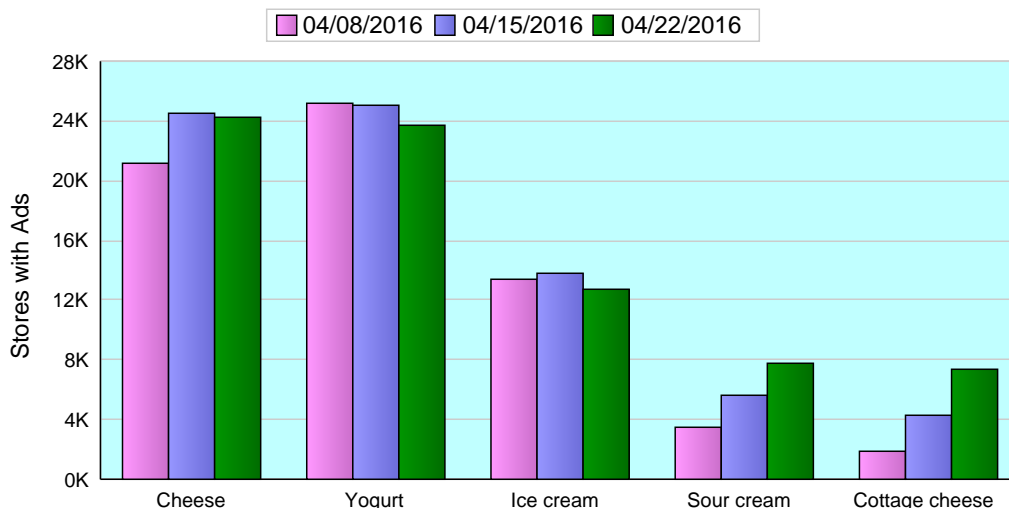
This week total conventional dairy ad numbers decreased 2%, but organic dairy ad numbers increased 92%. Conventional and organic 32 ounce containers of yogurt had substantial rises in ad numbers registering at over a 200% increase for both products. However, 48-64 oz. containers of conventional ice cream and 4-6 oz. containers of conventional Greek yogurt were the most heavily advertised times in the dairy case. One pound packages of conventional butter had a 28% increase in ad numbers and a \$.32 increase in price this week.

The average price for conventional yogurt in 4-6 ounce packages is \$.55, up \$.02 from last week. The average price of 4-6 ounce conventional Greek yogurt is \$.95, up \$.03 from last week. Conventional yogurt ad numbers are down 16% from last week. The average price for organic yogurt in 4-6 ounce packages is \$1.05. Organic yogurt ads are up 222% from last week.

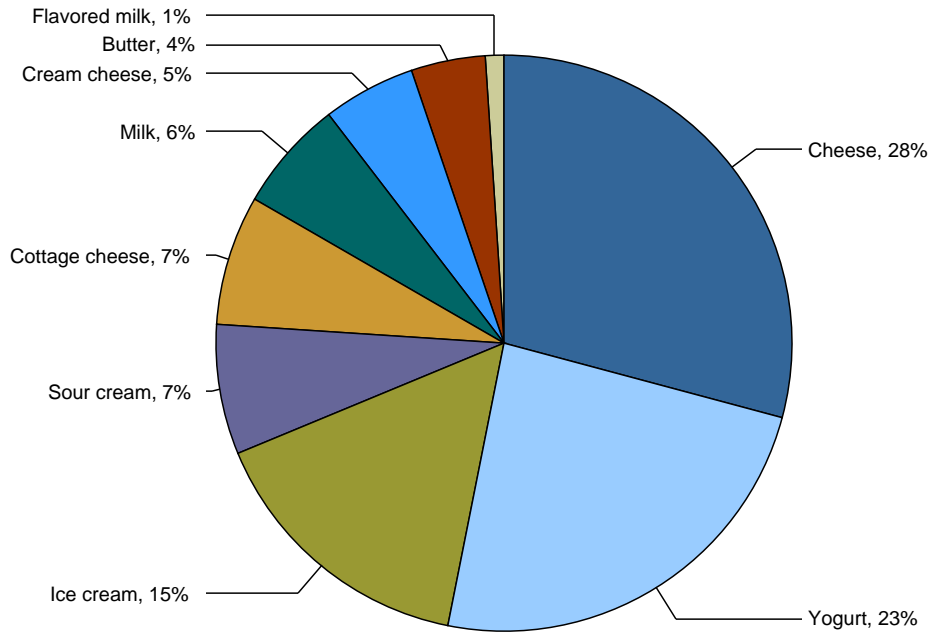
The U.S. advertised price for 8 ounce conventional cheese blocks averaged \$2.32, down \$.01 from last week; 8 ounce shred cheese averaged \$2.37, down \$.13 from last week. Ads for 8 ounce organic shred cheese averaged \$3.49 and 8 ounce organic cheese blocks averaged \$3.29. Organic one pound shred cheese was advertised at an average price of \$7.49.

The price spread between organic and conventional half gallon milk is \$2.66. The price spread is the difference between national weighted average prices for organic, \$4.13, and conventional, \$1.47. Conventional milk ad numbers increased 34% from last week while organic milk ad numbers decreased 26%.

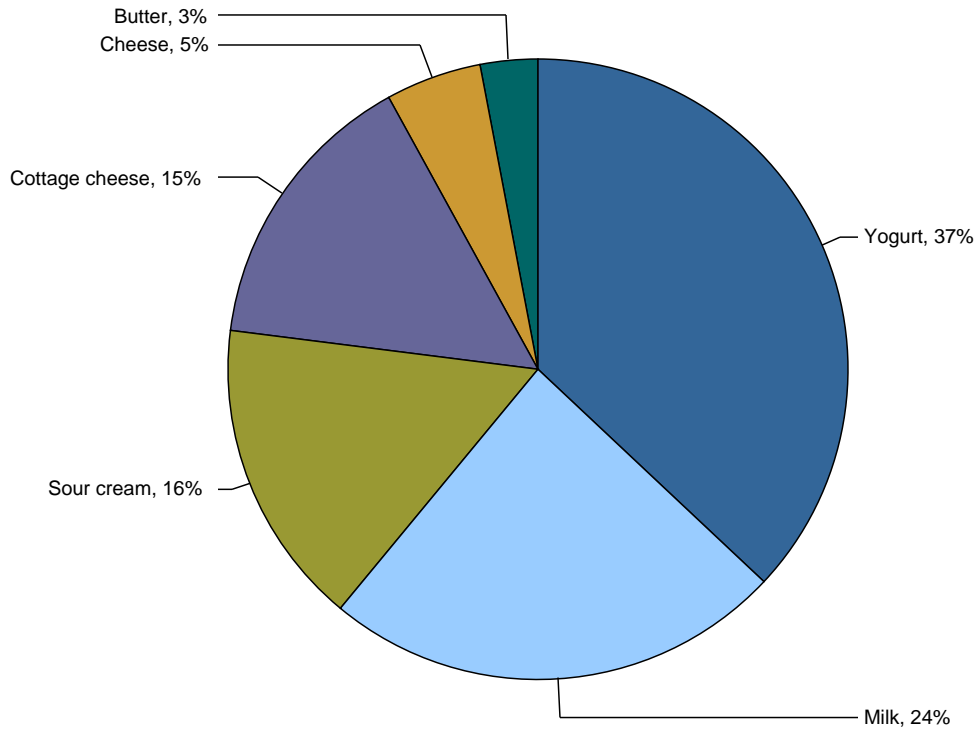
Top 5 Commodities Featured



Percentage of Total Conventional Ads by Commodity



Percentage of Total Organic Ads by Commodity



NATIONAL -- CONVENTIONAL DAIRY PRODUCTS

Commodity	Type	Pack Size	THIS PERIOD		LAST WEEK		LAST YEAR	
			Stores With Ads	Wtd Avg Price	Stores With Ads	Wtd Avg Price	Stores With Ads	Wtd Avg Price
Butter		1 #	3105	3.31	2420	2.99	4553	2.86
Cheese	Natural Varieties	8 oz block	9053	2.32	9972	2.33	6975	2.38
Cheese	Natural Varieties	1 # block	1148	4.14	2074	3.64	4008	4.51
Cheese	Natural Varieties	2 # block	421	6.16	649	5.82	380	7.04
Cheese	Natural Varieties	8 oz shred	12449	2.37	9518	2.50	10043	2.54
Cheese	Natural Varieties	1 # shred	678	4.27	2275	3.59	3448	4.01
Cottage cheese		16 oz	5955	1.89	4004	1.90	3776	2.10
Cream cheese		8 oz	4267	1.89	4152	1.93	4232	1.80
Flavored milk	All fat tests	half gallon	276	2.39	442	2.73	732	2.39
Flavored milk	All fat tests	gallon	739	2.97	1695	2.63	308	3.20
Ice cream		48-64oz	12774	3.32	13795	3.04	14410	3.21
Milk	All fat tests	half gallon	848	1.47	510	1.31	1467	1.87
Milk	All fat tests	gallon	4016	2.35	3114	2.41	4545	2.91
Sour cream		16 oz	6138	1.55	5453	1.64	3734	1.69
Yogurt	Greek	4-6 oz	13506	.95	13131	.92	13310	.99
Yogurt	Greek	32 oz	551	4.86	3823	4.77	2261	4.20
Yogurt	Yogurt	4-6 oz	4635	.55	6559	.53	7461	.46
Yogurt	Yogurt	32 oz	1402	2.70	433	2.98	848	2.46

REGIONAL -- CONVENTIONAL DAIRY PRODUCTS

Commodity	Type	Pack Size	NORTHEAST U.S.			SOUTHEAST U.S.			MIDWEST U.S.		
			Price Range	Stores with Ads	Wtd Avg Price	Price Range	Stores with Ads	Wtd Avg Price	Price Range	Stores with Ads	Wtd Avg Price
Butter		1 #	2.49-4.49	1158	3.34	3.50-3.99	1064	3.96	2.50	122	2.50
Cheese	Natural Varieties	8 oz block	1.50-3.48	2502	2.30	1.67-3.00	2779	2.63	1.25-2.50	1434	2.25
Cheese	Natural Varieties	1 # block	2.99	108	2.99	5.99	84	5.99	2.99-3.99	348	3.35
Cheese	Natural Varieties	2 # block							5.99-6.49	122	6.21
Cheese	Natural Varieties	8 oz shred	1.50-3.00	3381	2.37	1.67-3.50	4324	2.58	1.25-3.29	1855	2.33
Cheese	Natural Varieties	1 # shred				5.99	84	5.99	2.99-3.99	348	3.35
Cottage cheese		16 oz	1.50-3.49	1813	2.38	1.00-2.50	1610	1.51	1.25-2.00	713	1.65
Cream cheese		8 oz	1.49-2.50	1041	1.82	1.50-2.00	1361	1.97	0.79-2.29	802	1.68
Flavored milk	All fat tests	half gallon	1.99	62	1.99	2.50	214	2.50			
Flavored milk	All fat tests	gallon	3.99	167	3.99				2.79	213	2.79
Ice cream		48-64oz	1.88-3.99	3062	2.76	2.00-5.00	4328	3.68	1.88-4.99	1921	3.33
Milk	All fat tests	half gallon	1.00-1.99	432	1.62				0.88-1.00	358	.96
Milk	All fat tests	gallon	1.99	327	1.99	2.00-2.50	2055	2.45	1.69-2.79	340	2.38
Sour cream		16 oz	1.49-2.19	1826	1.77	1.00-1.66	1405	1.38	1.00-1.79	670	1.40
Yogurt	Greek	4-6 oz	0.75-1.00	3460	.94	0.89-1.25	3636	.97	0.50-1.00	1781	.89
Yogurt	Greek	32 oz	3.79-5.00	307	4.75						
Yogurt	Yogurt	4-6 oz	0.40-1.67	1647	.64	0.40-0.50	1588	.47	0.33	106	.33

Wtd Avg - Simple weighted average



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Commodity	Type	Pack Size	NORTHEAST U.S.			SOUTHEAST U.S.			MIDWEST U.S.		
			Price Range	Stores with Ads	Wtd Avg Price	Price Range	Stores with Ads	Wtd Avg Price	Price Range	Stores with Ads	Wtd Avg Price
Yogurt	Yogurt	32 oz	2.50-2.59	315	2.54	2.49	64	2.49	3.33	213	3.33

Commodity	Type	Pack Size	SOUTH CENTRAL U.S.			SOUTHWEST U.S.			NORTHWEST U.S.		
			Price Range	Stores with Ads	Wtd Avg Price	Price Range	Stores with Ads	Wtd Avg Price	Price Range	Stores with Ads	Wtd Avg Price
Butter		1 #	1.99	210	1.99	1.50-2.50	292	2.29	2.50-3.49	251	3.10
Cheese	Natural Varieties	8 oz block	1.79-2.50	752	2.03	1.59-2.50	1112	1.99	1.67-3.00	460	2.02
Cheese	Natural Varieties	1 # block	2.50-5.99	228	4.25	3.98-4.99	353	4.68			
Cheese	Natural Varieties	2 # block				6.99	167	6.99	4.99	121	4.99
Cheese	Natural Varieties	8 oz shred	1.67-2.50	1071	2.06	1.59-3.00	1145	2.08	1.67-3.00	659	2.15
Cheese	Natural Varieties	1 # shred				4.99	246	4.99			
Cottage cheese		16 oz	1.00-1.50	472	1.20	1.25-2.50	1175	2.05	1.00-2.50	138	1.75
Cream cheese		8 oz	1.39-1.50	178	1.46	1.66-2.29	739	1.98	3.00	138	3.00
Flavored milk	All fat tests	gallon	3.59	60	3.59	1.89-1.99	230	1.94	3.99	69	3.99
Ice cream		48-64oz	1.66-5.50	977	3.42	1.99-4.99	1833	3.20	3.00-3.50	485	3.37
Milk	All fat tests	gallon	1.97-3.29	244	2.94	1.89-2.29	660	2.13	1.79-1.99	358	1.95
Sour cream		16 oz	1.00-1.50	658	1.13	1.00-2.50	1039	1.68	1.50-2.50	463	1.65
Yogurt	Greek	4-6 oz	0.75-1.00	1171	.94	0.88-1.00	1703	.95	0.88-1.00	1683	.98
Yogurt	Greek	32 oz				4.99	244	4.99			
Yogurt	Yogurt	4-6 oz	0.33-0.50	399	.39	0.40-0.88	542	.60	0.50-0.62	350	.60
Yogurt	Yogurt	32 oz				2.00-3.99	500	2.66	2.50	289	2.50

Commodity	Type	Pack Size	ALASKA U.S.			HAWAII U.S.		
			Price Range	Stores with Ads	Wtd Avg Price	Price Range	Stores with Ads	Wtd Avg Price
Butter		1 #	3.00-3.98	8	3.37			
Cheese	Natural Varieties	8 oz block	2.50	5	2.50	3.00	9	3.00
Cheese	Natural Varieties	1 # block				4.99	27	4.99
Cheese	Natural Varieties	2 # block	5.99	11	5.99			
Cheese	Natural Varieties	8 oz shred	2.50	5	2.50	3.00	9	3.00
Cottage cheese		16 oz				3.49	34	3.49
Cream cheese		8 oz	1.79	5	1.79	2.50	3	2.50
Ice cream		48-64oz	4.00-4.98	33	4.09	2.79-5.79	135	4.32
Milk	All fat tests	half gallon				3.39-3.79	58	3.56
Milk	All fat tests	gallon	2.99-3.49	32	3.16			
Sour cream		16 oz	1.79-1.99	26	1.83	2.00-2.50	51	2.26
Yogurt	Greek	4-6 oz	1.25	42	1.25	1.00-1.25	30	1.23
Yogurt	Yogurt	4-6 oz				1.00	3	1.00
Yogurt	Yogurt	32 oz	3.00	21	3.00			



NATIONAL -- ORGANIC DAIRY PRODUCTS

Commodity	Type	Pack Size	THIS PERIOD		LAST WEEK		LAST YEAR	
			Stores With Ads	Wtd Avg Price	Stores With Ads	Wtd Avg Price	Stores With Ads	Wtd Avg Price
Butter		1 #	267	4.99	161	4.99		
Cheese	Natural Varieties	8 oz block	180	3.29			1218	3.98
Cheese	Natural Varieties	8 oz shred	114	3.49			911	4.00
Cheese	Natural Varieties	1 # shred	244	7.49				
Cottage cheese		16 oz	1465	3.16	328	3.00		
Flavored milk	All fat tests	half gallon			195	4.28		
Ice cream		48-64oz					121	5.49
Milk	All fat tests	half gallon	1342	4.13	2388	4.05	968	3.75
Milk	All fat tests	gallon	487	5.44	280	4.97	1334	6.21
Milk	All fat tests	8 oz UHT	559	1.00	543	1.00	225	1.00
Sour cream		16 oz	1587	3.07	114	1.99		
Yogurt	Greek	4-6 oz	940	1.15	656	1.25	835	1.21
Yogurt	Greek	32 oz	453	6.29				
Yogurt	Yogurt	4-6 oz	769	1.05			59	1.99
Yogurt	Yogurt	32 oz	1500	2.76	482	2.49	189	2.50

REGIONAL -- ORGANIC DAIRY PRODUCTS

Commodity	Type	Pack Size	NORTHEAST U.S.			SOUTHEAST U.S.			MIDWEST U.S.		
			Price Range	Stores with Ads	Wtd Avg Price	Price Range	Stores with Ads	Wtd Avg Price	Price Range	Stores with Ads	Wtd Avg Price
Butter		1 #				4.99	84	4.99	4.99	69	4.99
Cheese	Natural Varieties	8 oz block							3.29	180	3.29
Cottage cheese		16 oz				2.99-3.50	589	3.16	2.99	110	2.99
Milk	All fat tests	half gallon	3.49-4.99	825	4.15	4.28	195	4.28	2.99-4.79	208	3.69
Milk	All fat tests	gallon	5.69	304	5.69						
Milk	All fat tests	8 oz UHT				1.00	379	1.00	1.00	180	1.00
Sour cream		16 oz				2.99	394	2.99	2.99	247	2.99
Yogurt	Greek	4-6 oz	1.00-1.25	766	1.13						
Yogurt	Greek	32 oz	5.99	72	5.99						
Yogurt	Yogurt	4-6 oz	0.99-1.25	769	1.05						
Yogurt	Yogurt	32 oz	2.49-3.99	548	3.23	2.49	227	2.49	2.49-2.50	725	2.49

Wtd Avg - Simple weighted average



Commodity	Type	Pack Size	SOUTH CENTRAL U.S.			SOUTHWEST U.S.			NORTHWEST U.S.		
			Price Range	Stores with Ads	Wtd Avg Price	Price Range	Stores with Ads	Wtd Avg Price	Price Range	Stores with Ads	Wtd Avg Price
Butter		1 #	4.99	114	4.99						
Cheese	Natural Varieties	8 oz shred	3.49	114	3.49						
Cheese	Natural Varieties	1 # shred				7.49	244	7.49			
Cottage cheese		16 oz	2.99	429	2.99	2.99	210	2.99	2.99-5.49	127	4.19
Milk	All fat tests	half gallon				4.49	114	4.49			
Milk	All fat tests	gallon	4.99	51	4.99				4.99	121	4.99
Sour cream		16 oz	2.99	429	2.99	2.99-3.49	451	3.26	2.99	66	2.99
Yogurt	Greek	4-6 oz				1.25	174	1.25			
Yogurt	Greek	32 oz				5.99-6.99	381	6.35			

Commodity	Type	Pack Size	ALASKA U.S.			HAWAII U.S.		
			Price Range	Stores with Ads	Wtd Avg Price	Price Range	Stores with Ads	Wtd Avg Price
Milk	All fat tests	gallon	5.49	11	5.49			

REGIONAL DEFINITIONS

As used in this report, regions include the following states:

NORTHEAST U.S.	Connecticut, Delaware, Massachusetts, Maryland, Maine, New Hampshire, New jersey, New York, Pennsylvania, Rhode Island and Vermont
SOUTHEAST U.S.	Alabama, Florida, Georgia, Mississippi, North Carolina, South Carolina, Tennessee, Virginia and West Virginia
MIDWEST U.S.	Iowa, Illinois, Indiana, Kentucky, Michigan, Minnesota, North Dakota, Nebraska, Ohio, South Dakota and Wisconsin
SOUTH CENTRAL U.S.	Arkansas, Colorado, Kansas, Louisiana, Missouri, New Mexico, Oklahoma, and Texas
SOUTHWEST U.S.	Arizona, California, Nevada and Utah
NORTHWEST U.S.	Idaho, Montana, Oregon, Washington, and Wyoming
ALASKA	Alaska
HAWAII	Hawaii
NATIONAL	Continental United States