



Dairy Market News Branch

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Advertised Prices for Dairy Products at Major Retail Supermarket Outlets ending during the period of 05/06/2016 to 05/12/2016

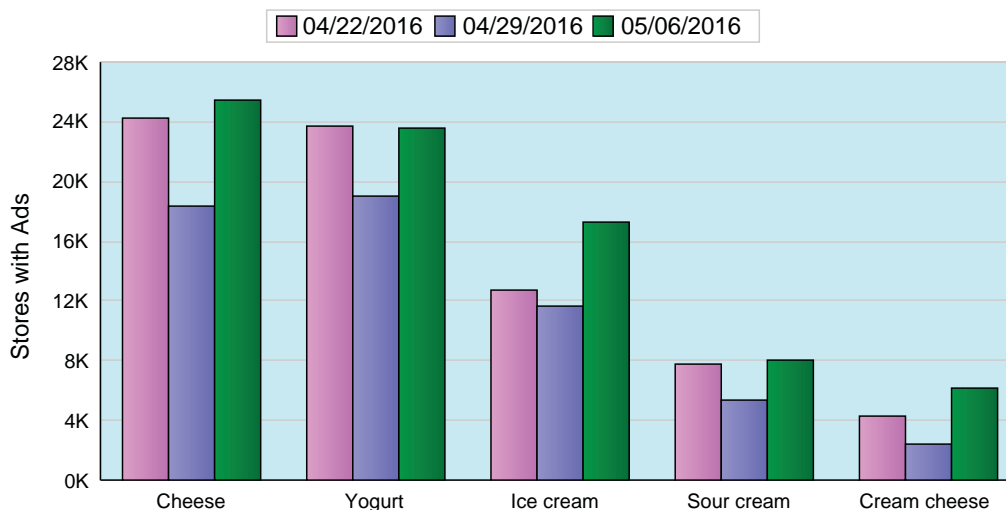
The total volume of conventional dairy ads increased 40%, and organic dairy ads increased 11% this week. For conventional dairy advertisements, ice cream in 48-64 ounce containers, Greek yogurt in 4-6 ounce containers and 8 ounce packs of shred cheese had the largest volume of ads. Ads for 1 pound packages of butter increased 57%, with a weighted average price of \$2.91, down \$.12 from last week. The weighted average price for 1 pound packages of organic butter was \$5.24, up \$.73 from a week ago. Regular organic yogurt in 4 to 6 ounce containers had the largest percentage increase among reported dairy items, an increase of 760%.

The average price for conventional yogurt in 4-6 ounce packages is \$.47, down \$.05 from last week. The average price of 4-6 ounce conventional Greek yogurt is \$.93, down \$.03 from last week. Conventional yogurt ad numbers are up 21% from last week, and organic yogurt ads are up 64%. The average price for organic yogurt in 4-6 ounce packages is \$1.01.

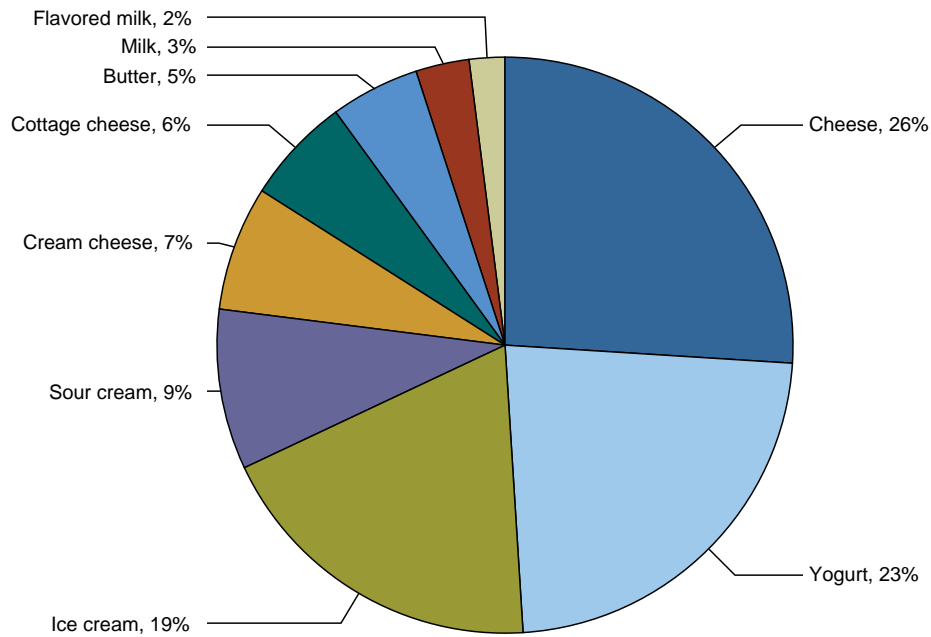
The U.S. advertised price for 8 ounce conventional cheese blocks averaged \$2.11, down \$.21 from last week; 8 ounce shred cheese averaged \$2.24, down \$.20 from last week. Conventional two pound blocks saw a 130% increase in ads this week with a weighted average price of \$5.95. The U.S. advertised price for 8 ounce organic cheese blocks averaged \$3.92, while 8 ounce shred cheese averaged \$3.93.

The price spread between organic and conventional half gallon milk is \$2.40. The price spread is the difference between national weighted average prices for organic, \$3.92, and conventional, \$1.52. Conventional milk ad numbers increased 48% from last week while organic milk ad numbers decreased 36%.

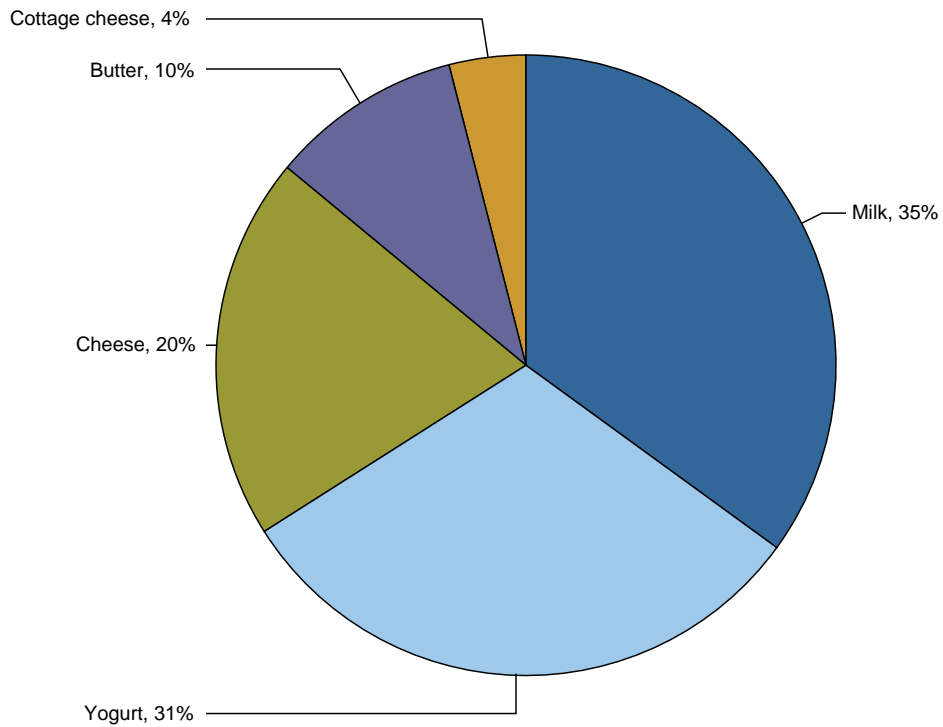
Top 5 Commodities Featured



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 #	4365	2.91	2777	3.03	4329	3.09
Cheese	Natural Varieties	8 oz block	8016	2.11	6982	2.32	10720	2.39
Cheese	Natural Varieties	1 # block	2644	3.06	1361	3.12	1003	3.58
Cheese	Natural Varieties	2 # block	855	5.95	371	5.11	1444	5.98
Cheese	Natural Varieties	8 oz shred	10451	2.24	8315	2.44	9211	2.39
Cheese	Natural Varieties	1 # shred	2121	2.86	1298	2.80	1331	3.42
Cottage cheese		16 oz	5211	1.91	4515	2.03	2540	1.90
Cream cheese		8 oz	6193	1.96	2418	1.79	2598	1.91
Flavored milk	All fat tests	half gallon	1038	2.11	479	1.45	543	2.42
Flavored milk	All fat tests	gallon	466	3.10	405	2.71	273	3.67
Ice cream		48-64oz	17311	2.97	11639	3.11	16053	2.91
Milk	All fat tests	half gallon	599	1.52	464	1.60	526	2.33
Milk	All fat tests	gallon	2270	2.29	1479	2.12	2502	2.62
Sour cream		16 oz	8066	1.75	4980	1.71	6284	1.82
Yogurt	Greek	4-6 oz	14551	.93	10954	.96	11484	.97
Yogurt	Greek	32 oz	910	4.29	606	3.82	1517	4.02
Yogurt	Yogurt	4-6 oz	5416	.47	5710	.52	7474	.52
Yogurt	Yogurt	32 oz	640	2.57	467	2.45	675	2.44

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 #	2.49-3.99	2131	3.12	1.78-3.00	701	2.53	2.49-3.00	437	2.82
Cheese	Natural Varieties	8 oz block	1.69-3.50	3127	2.15	1.67-3.99	1456	2.19	0.99-2.79	1063	1.87
Cheese	Natural Varieties	1 # block	2.99-3.99	380	3.35	2.49	394	2.49	2.49	595	2.49
Cheese	Natural Varieties	2 # block	6.99	84	6.99						
Cheese	Natural Varieties	8 oz shred	1.99-3.50	3089	2.38	1.67-3.89	2047	2.33	0.99-2.50	1637	2.00
Cheese	Natural Varieties	1 # shred	2.99	108	2.99	2.49	304	2.49	2.49	595	2.49
Cottage cheese		16 oz	1.50-2.79	2313	1.97	1.50-2.50	1341	1.59	1.49-1.99	306	1.63
Cream cheese		8 oz	1.50-2.50	1592	1.92	1.49-2.00	1469	1.79	1.49-2.22	538	1.91
Flavored milk	All fat tests	half gallon	2.00-3.49	368	2.82	1.99	64	1.99	0.78-2.00	606	1.69
Flavored milk	All fat tests	gallon	3.99	62	3.99	3.97	214	3.97	1.79	110	1.79
Ice cream		48-64oz	1.88-3.99	5387	2.72	1.99-5.50	2656	2.85	1.99-3.50	2824	2.70
Milk	All fat tests	half gallon	1.25-2.00	199	1.77	1.00-1.99	268	1.31	0.88	98	.88
Milk	All fat tests	gallon	2.50	167	2.50	1.99-3.99	372	2.96	1.69-2.50	492	1.88
Sour cream		16 oz	1.49-2.00	3335	1.63	1.49-2.19	1407	1.65	1.29-1.50	987	1.45
Yogurt	Greek	4-6 oz	0.66-1.00	6394	.90	0.79-1.00	2598	.98	0.78-1.00	1763	.93
Yogurt	Greek	32 oz	3.99	281	3.99						
Yogurt	Yogurt	4-6 oz	0.35-0.60	1610	.47	0.40-0.50	455	.48	0.39-0.59	1357	.47

Wtd Avg - Simple weighted average



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	2.99	62	2.99	2.18	195	2.18			

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 #	2.49-2.99	428	2.65				1.79-3.49	647	2.86
Cheese	Natural Varieties	8 oz block	0.99-2.99	1013	2.02	1.67-3.99	1023	2.52	0.99	289	.99
Cheese	Natural Varieties	1 # block	2.49-4.49	543	2.91	2.49-3.99	605	3.69	3.49-4.99	127	4.21
Cheese	Natural Varieties	2 # block	5.00-6.99	198	6.19	4.99-6.99	406	5.56	5.00-5.99	135	5.48
Cheese	Natural Varieties	8 oz shred	0.99-3.49	1547	2.08	1.67-2.99	1447	2.37	1.49-3.00	639	1.86
Cheese	Natural Varieties	1 # shred	2.49	429	2.49	2.49-3.99	498	3.36	3.49-4.49	187	4.14
Cottage cheese		16 oz	2.69	178	2.69	1.25-2.69	1073	2.15			
Cream cheese		8 oz	1.25-3.00	1151	2.00	1.49-2.99	1051	2.14	1.99-2.49	355	2.08
Flavored milk	All fat tests	gallon	1.89	80	1.89						
Ice cream		48-64oz	1.97-5.00	2803	3.39	2.49-4.99	2927	3.25	2.49-4.99	546	3.39
Milk	All fat tests	gallon	1.89-3.89	281	2.37	1.85-2.49	872	2.18	1.79	69	1.79
Sour cream		16 oz	1.79-2.49	493	2.14	1.25-2.50	1672	2.07	1.67	61	1.67
Yogurt	Greek	4-6 oz	0.79-1.00	1164	.93	0.79-1.00	2359	.94	1.00	196	1.00
Yogurt	Greek	32 oz				2.99-5.99	629	4.43			
Yogurt	Yogurt	4-6 oz	0.32-0.50	720	.43	0.39-0.69	1120	.47	0.50	69	.50
Yogurt	Yogurt	32 oz	2.50	99	2.50	2.99	200	2.99	2.00	61	2.00

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 #	3.99	21	3.99			
Cheese	Natural Varieties	8 oz block	2.50-3.00	8	2.63	3.00-3.25	37	3.23
Cheese	Natural Varieties	2 # block	5.99-6.98	5	6.58	8.99	27	8.99
Cheese	Natural Varieties	8 oz shred	2.50-3.00	8	2.63	3.00-3.25	37	3.23
Cream cheese		8 oz				2.50	37	2.50
Ice cream		48-64oz	3.98-4.50	46	4.09	3.50-7.97	122	4.58
Milk	All fat tests	half gallon				3.49	34	3.49
Milk	All fat tests	gallon	2.98-3.49	14	3.38	4.97	3	4.97
Sour cream		16 oz	1.88-2.00	26	1.90	1.99-2.99	85	2.53
Yogurt	Greek	4-6 oz	0.99-1.60	36	1.47	1.00-1.29	41	1.02
Yogurt	Yogurt	4-6 oz	0.60	21	.60	0.50-0.80	64	.70
Yogurt	Yogurt	32 oz	2.99-3.00	23	2.99			

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 #	672	5.24	140	4.51	180	6.29
Cheese	Natural Varieties	8 oz block	852	3.92			1239	3.99
Cheese	Natural Varieties	8 oz shred	471	3.93			114	3.99
Cottage cheese		16 oz	264	3.31	534	3.22		
Milk	All fat tests	half gallon	2091	3.92	3278	3.80	677	3.54
Milk	All fat tests	gallon	246	6.99	351	5.34	1706	6.26
Milk	All fat tests	8 oz UHT					1128	1.00
Sour cream		16 oz			417	2.72		
Yogurt	Greek	4-6 oz	712	1.25	523	1.22		
Yogurt	Greek	32 oz	127	1.79				
Yogurt	Yogurt	4-6 oz	1144	1.01	133	1.23	183	1.00
Yogurt	Yogurt	32 oz	57	2.99	588	2.49	243	2.69

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 #							4.49	180	4.49
Cottage cheese		16 oz	3.99	84	3.99				2.99	180	2.99
Milk	All fat tests	half gallon	3.79-4.99	623	4.13				2.99-4.79	604	3.69
Yogurt	Greek	4-6 oz	1.25	651	1.25	1.25	61	1.25			
Yogurt	Greek	32 oz							1.79	127	1.79
Yogurt	Yogurt	4-6 oz				1.00	1083	1.00			
Yogurt	Yogurt	32 oz							2.99	57	2.99

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	5.99	246	5.99	4.99	121	4.99
Cheese	Natural Varieties	8 oz block	3.49-3.99	317	3.81	3.99	246	3.99	3.99	289	3.99
Cheese	Natural Varieties	8 oz shred	3.99	121	3.99				3.50-3.99	350	3.90
Milk	All fat tests	half gallon	2.99-3.49	192	3.29	3.79-4.99	537	4.37	2.99	121	2.99
Milk	All fat tests	gallon				6.99	246	6.99			
Yogurt	Yogurt	4-6 oz							1.25	61	1.25

Wtd Avg - Simple weighted average



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 #	5.99	11	5.99			
Milk	All fat tests	half gallon	3.29	11	3.29	5.97	3	5.97

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