



Dairy Market News Branch

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Advertised Prices for Dairy Products at Major Retail Supermarket Outlets ending during the period of 05/20/2016 to 05/26/2016

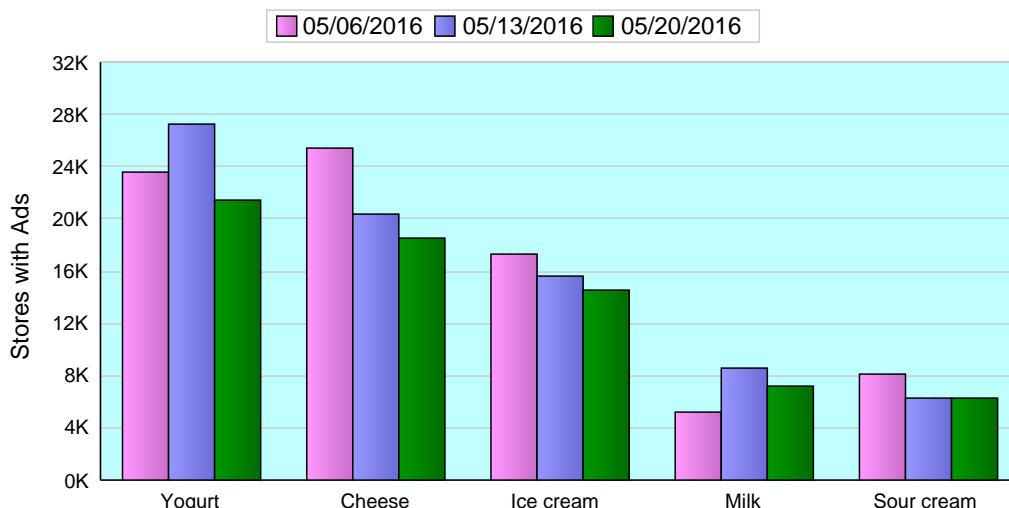
This week, the total volume of conventional dairy ads decreased 9%, and organic dairy ads decreased 50%. For conventional dairy advertisements, ice cream in 48-64 ounce containers has the largest volume of ads followed by Greek yogurt in 4-6 ounce containers. Ads for 1 pound packages of butter decreased 44%, with a weighted average price of \$3.29, up \$.54 from last week. The weighted average price for 1 pound packages of organic butter is \$5.66, down \$.22 from a week ago. Organic sour cream in 16 ounce containers has the largest percentage increase among reported dairy items, an increase of 367%.

The average price for conventional yogurt in 4-6 ounce packages is \$.50, down \$.25 from last week. The average price of 4-6 ounce conventional Greek yogurt is \$.95, up \$.03 from a week ago. Conventional yogurt ad numbers are down 23% from last week, while organic yogurt ads are up 43%. The average price for organic Greek yogurt in 4-6 ounce packages is \$1.50.

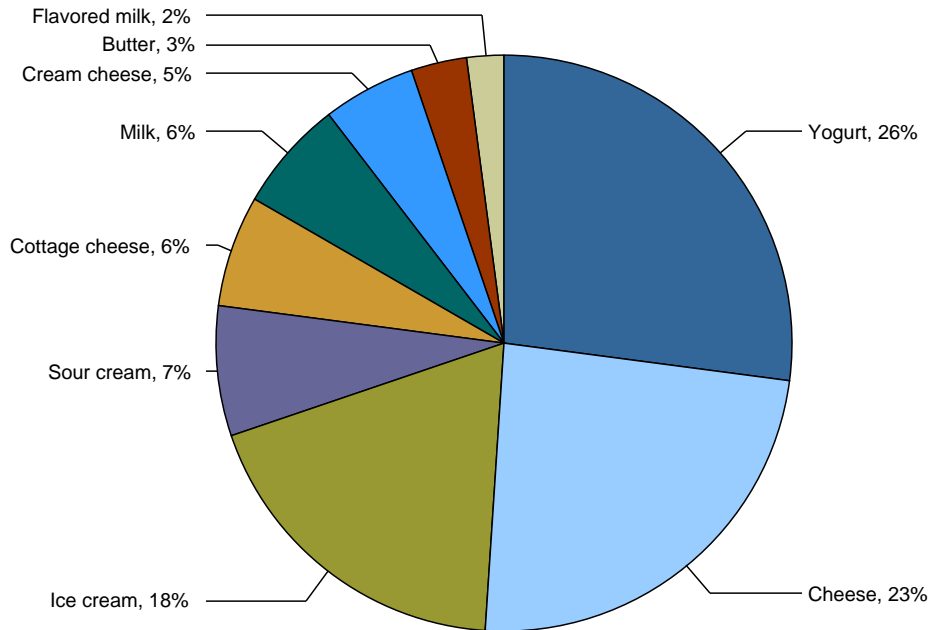
The U.S. advertised price for 8 ounce conventional cheese blocks averaged \$2.32, up \$.20 from last week; 8 ounce shred cheese averaged \$2.23, up \$.05 from last week. Ad volume for conventional two pound blocks increased 36% with a weighted average price of \$5.42. The U.S. advertised price for 8 ounce organic cheese blocks averaged \$3.49, down \$.50 from last week.

The price spread between organic and conventional half gallon milk is \$2.58. The price spread is the difference between national weighted average prices for organic, \$3.78, and conventional, \$1.20. Conventional milk ad numbers increased 112% from last week while organic milk ad numbers decreased 58%.

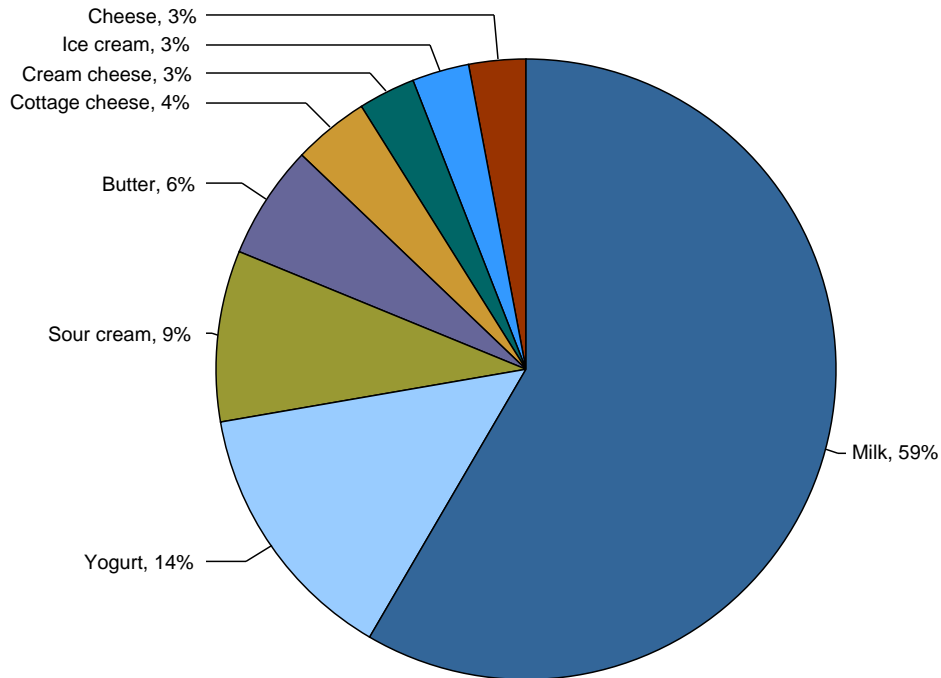
Top 5 Commodities Featured



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 #	2099	3.29	3743	2.75	2802	2.77
Cheese	Natural Varieties	8 oz block	7584	2.32	7643	2.12	8015	2.30
Cheese	Natural Varieties	1 # block	1380	3.71	1585	4.15	913	3.77
Cheese	Natural Varieties	2 # block	958	5.42	703	6.05	249	6.73
Cheese	Natural Varieties	8 oz shred	6617	2.23	9422	2.18	10993	2.39
Cheese	Natural Varieties	1 # shred	1946	3.28	718	3.51	516	3.57
Cottage cheese		16 oz	4983	1.67	4832	1.96	2113	2.23
Cream cheese		8 oz	4294	2.15	4606	1.80	6106	2.14
Flavored milk	All fat tests	half gallon	538	2.14	670	2.22	435	2.35
Flavored milk	All fat tests	gallon	1013	2.84	393	2.26		
Ice cream		48-64oz	14457	3.12	15657	3.03	15876	2.85
Milk	All fat tests	half gallon	290	1.20	321	2.39	1005	1.64
Milk	All fat tests	gallon	4215	2.34	1807	2.27	3239	2.73
Sour cream		16 oz	5923	1.53	6142	1.54	10547	1.76
Yogurt	Greek	4-6 oz	12105	.95	16916	.92	9269	.99
Yogurt	Greek	32 oz	908	4.61	2539	4.36	509	4.66
Yogurt	Yogurt	4-6 oz	6870	.50	5636	.75	5602	.50
Yogurt	Yogurt	32 oz	927	2.33	1777	2.54	504	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 #	2.69-4.49	1147	3.63	2.99	110	2.99	2.50	417	2.50
Cheese	Natural Varieties	8 oz block	1.50-3.00	3061	2.26	1.67-2.50	1958	2.26	1.88-2.50	1104	2.13
Cheese	Natural Varieties	1 # block	3.99	207	3.99	3.50-3.99	949	3.61	3.48	107	3.48
Cheese	Natural Varieties	2 # block							5.99	106	5.99
Cheese	Natural Varieties	8 oz shred	1.50-3.00	2902	2.31	1.67-2.50	601	2.00	1.88-2.50	1120	2.24
Cheese	Natural Varieties	1 # shred	3.99	167	3.99	3.50	735	3.50	2.00-3.48	875	2.85
Cottage cheese		16 oz	1.50-2.50	2052	1.78	1.00-2.00	1220	1.69	1.25-2.00	665	1.55
Cream cheese		8 oz	1.50-2.69	1985	2.35	1.50-2.29	971	1.99	1.99	213	1.99
Flavored milk	All fat tests	half gallon	1.99-2.00	229	1.99						
Flavored milk	All fat tests	gallon				3.99-4.99	362	4.22			
Ice cream		48-64oz	1.99-3.99	5264	2.89	2.29-3.99	1986	2.92	1.99-5.99	1902	3.09
Milk	All fat tests	half gallon							1.25	69	1.25
Milk	All fat tests	gallon	1.99-2.99	893	2.43	1.99-3.99	1371	2.56	1.69-1.79	235	1.73
Sour cream		16 oz	0.88-2.00	2641	1.54	1.25-2.00	484	1.42	1.25-2.00	1070	1.53
Yogurt	Greek	4-6 oz	0.49-1.25	4792	.95	0.88-1.00	2665	.98	0.70-1.00	1550	.86
Yogurt	Greek	32 oz	3.99-4.78	206	4.22	3.00	214	3.00			
Yogurt	Yogurt	4-6 oz	0.40-0.50	1654	.47	0.40-1.67	1881	.56	0.29-0.59	1497	.48

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	1.99-2.77	553	2.37	3.50	64	3.50			

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 #	2.99-3.50	180	3.32	1.50-3.98	169	3.07	2.99	69	2.99
Cheese	Natural Varieties	8 oz block	1.88-3.99	567	2.37	2.00-2.69	575	2.48	1.88-5.49	240	3.46
Cheese	Natural Varieties	1 # block	3.50	55	3.50	4.99	62	4.99			
Cheese	Natural Varieties	2 # block	4.99-5.99	351	5.59	4.99-5.99	210	5.42	5.00	289	5.00
Cheese	Natural Varieties	8 oz shred	1.88-2.59	1187	2.12	1.99-2.50	619	2.19	1.88-3.00	130	2.41
Cheese	Natural Varieties	1 # shred	3.50-3.99	169	3.83						
Cottage cheese		16 oz	1.00-2.58	337	1.50	1.00-1.25	204	1.14	1.50-2.00	460	1.61
Cream cheese		8 oz	1.39-2.50	323	1.98	1.49-2.00	694	1.87	2.50	69	2.50
Flavored milk	All fat tests	half gallon	1.99	62	1.99	2.29	244	2.29			
Flavored milk	All fat tests	gallon	1.89-1.99	342	1.97	1.89-2.29	298	2.13			
Ice cream		48-64oz	2.00-3.99	1592	2.95	2.29-6.49	2954	3.67	2.49-4.49	587	3.06
Milk	All fat tests	half gallon	0.99-1.28	152	1.13				1.25	66	1.25
Milk	All fat tests	gallon	1.89-3.29	609	2.47	1.85-2.29	732	2.09	1.79-1.99	358	1.95
Sour cream		16 oz	1.25-1.98	483	1.50	1.00-1.89	764	1.55	1.50-2.00	460	1.61
Yogurt	Greek	4-6 oz	0.69-1.00	753	.93	0.79-1.00	1145	.94	0.77-1.00	1063	.98
Yogurt	Greek	32 oz				4.99-5.99	488	5.49			
Yogurt	Yogurt	4-6 oz	0.40-0.79	443	.52	0.39-0.50	1174	.49	0.49-0.50	190	.50
Yogurt	Yogurt	32 oz				1.77	246	1.77	2.89	61	2.89

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 #	4.79	1	4.79	4.89	6	4.89
Cheese	Natural Varieties	8 oz block	3.00-3.50	36	3.41	2.00-3.99	43	3.82
Cheese	Natural Varieties	2 # block	5.99	2	5.99			
Cheese	Natural Varieties	8 oz shred	3.00-3.50	55	3.44	2.00	3	2.00
Cottage cheese		16 oz	1.79	21	1.79	2.79	24	2.79
Cream cheese		8 oz	2.29	6	2.29	2.27-2.50	33	2.46
Flavored milk	All fat tests	half gallon				3.79	3	3.79
Flavored milk	All fat tests	gallon	3.49	11	3.49			
Ice cream		48-64oz	2.50-4.99	21	3.78	3.75-7.99	151	5.45
Milk	All fat tests	half gallon				2.79	3	2.79
Milk	All fat tests	gallon	3.49	11	3.49	4.97	6	4.97
Sour cream		16 oz	1.79	21	1.79			
Yogurt	Greek	4-6 oz	1.00-1.50	43	1.27	1.25-1.66	94	1.39
Yogurt	Yogurt	4-6 oz				0.60-0.63	31	.60
Yogurt	Yogurt	32 oz				2.50	3	2.50

Wtd Avg - Simple weighted average



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 #	257	5.66	656	5.88		
Cheese	Natural Varieties	8 oz block	114	3.49	246	3.99	770	3.99
Cheese	Natural Varieties	8 oz shred					770	3.99
Cottage cheese		16 oz	166	3.25				
Cream cheese		8 oz	137	2.69				
Flavored milk	All fat tests	half gallon			1083	4.89		
Ice cream		48-64oz	137	5.99			66	5.49
Milk	All fat tests	half gallon	2025	3.78	4700	4.00	1368	3.50
Milk	All fat tests	gallon	532	4.05	1575	5.30	1186	5.78
Milk	All fat tests	8 oz UHT	114	1.00	147	1.08	1068	1.06
Sour cream		16 oz	392	2.02	84	2.99		
Yogurt	Greek	4-6 oz	167	1.50	72	1.00	1761	1.31
Yogurt	Greek	32 oz			244	3.50	214	3.79
Yogurt	Yogurt	4-6 oz					69	1.25
Yogurt	Yogurt	32 oz	455	2.95	120	1.79		

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 #	6.49	59	6.49	5.99	84	5.99			
Cottage cheese		16 oz	3.99	84	3.99						
Cream cheese		8 oz	2.69	137	2.69						
Milk	All fat tests	half gallon	3.99-4.99	430	4.44	3.98-4.19	409	4.09	2.99	595	2.99
Milk	All fat tests	gallon							4.29	343	4.29
Yogurt	Yogurt	32 oz	3.00-3.50	239	3.35	2.50	214	2.50			



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 block	3.49	114	3.49						
Cottage cheese		16 oz	2.50	82	2.50						
Ice cream		48-64oz				5.99	137	5.99			
Milk	All fat tests	half gallon	3.49	196	3.49	3.00-4.29	288	3.78	3.29	66	3.29
Milk	All fat tests	gallon	3.99	117	3.99	2.99	72	2.99			
Milk	All fat tests	8 oz UHT	1.00	114	1.00						
Sour cream		16 oz	1.99	82	1.99				1.99	289	1.99
Yogurt	Greek	4-6 oz				1.50	167	1.50			

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
Milk	All fat tests	half gallon				4.79-7.99	41	7.52
Sour cream		16 oz	2.49	21	2.49			
Yogurt	Yogurt	32 oz	3.29	2	3.29			

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