



## Dairy Market News Branch

Agricultural  
Marketing  
Service

# 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 06/10/2016 to 06/16/2016

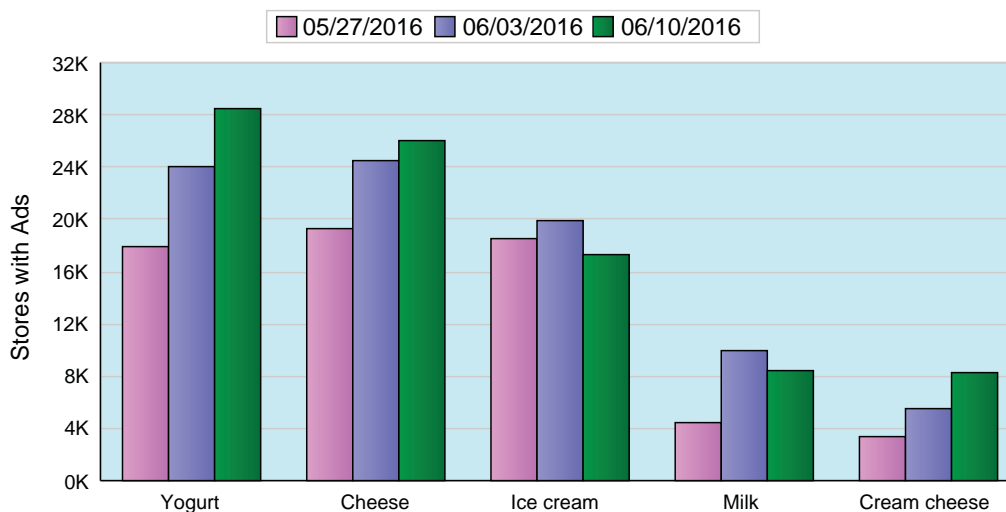
June is dairy month. The popularity of cheesecake during summer may relate to the 48% increase in 8 oz. cream cheese ads this week. The U.S. weighted average advertised price, \$1.93, is up \$.14 from last week. Ads appeared in all regions in addition to Alaska and Hawaii. Although ad numbers for 48-64 oz. ice cream decreased 13% this week, the average price, \$3.07, is up \$.08.

The U.S. advertised price for 8 ounce conventional cheese blocks averaged \$2.23, down \$.03 from last week; 8 ounce shred cheese averaged \$2.39, up \$.16 from last week. The U.S. advertised price for 8 ounce organic cheese blocks averaged \$4.66, up \$.13 from last week.

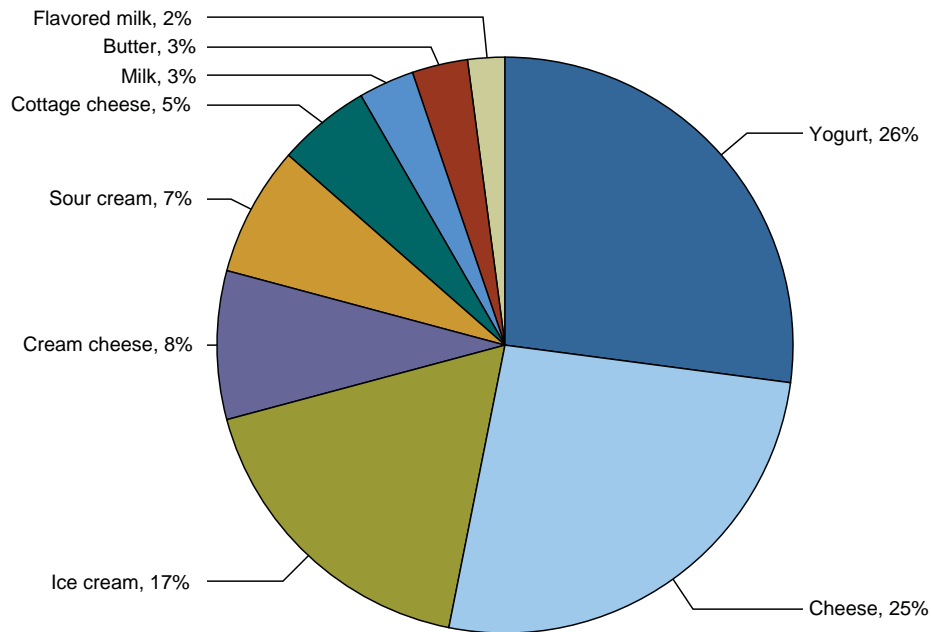
The average price for conventional yogurt in 4-6 ounce packages is \$.53, up \$.06 from last week. The average price of 4-6 ounce conventional Greek yogurt is \$.96, up \$.01 from a week ago. Conventional yogurt ad numbers are up 17% from last week, while organic yogurt ads are up 29%. The average price for organic Greek yogurt in 4-6 ounce packages is \$1.15.

The price spread between organic and conventional half gallon milk is \$1.94. The price spread is the difference between national weighted average prices for organic, \$3.91, and conventional, \$1.97. Conventional milk ad numbers decreased 24% from last week while organic milk ad numbers decreased 7%.

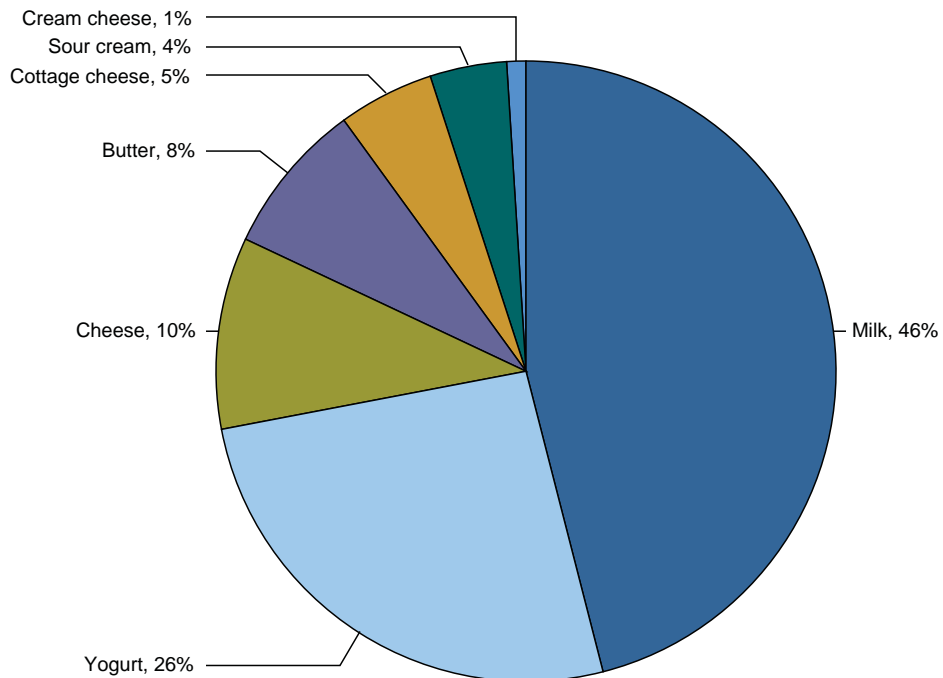
Top 5 Commodities Featured



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 #	2824	3.33	6341	3.28	4712	3.31
Cheese	Natural Varieties	8 oz block	8605	2.23	6842	2.26	9107	2.25
Cheese	Natural Varieties	1 # block	1845	3.36	3496	3.48	1082	3.46
Cheese	Natural Varieties	2 # block	682	5.90	1160	4.87	1060	6.47
Cheese	Natural Varieties	8 oz shred	11555	2.39	8283	2.23	11408	2.58
Cheese	Natural Varieties	1 # shred	2201	3.17	3353	3.48	1998	3.09
Cottage cheese		16 oz	5054	2.11	4340	1.79	2823	2.32
Cream cheese		8 oz	8187	1.93	5534	1.79	3979	1.83
Flavored milk	All fat tests	half gallon	796	2.29	499	2.74	1708	2.62
Flavored milk	All fat tests	gallon	996	3.20	609	3.27	607	2.77
Ice cream		48-64oz	17240	3.07	19927	2.99	11222	3.01
Milk	All fat tests	half gallon	963	1.97	611	1.27	1128	2.82
Milk	All fat tests	gallon	2451	2.32	3855	2.44	2597	2.63
Sour cream		16 oz	6456	1.80	7187	1.67	5256	1.72
Yogurt	Greek	4-6 oz	13237	.96	12622	.95	11760	.99
Yogurt	Greek	32 oz	2439	4.43	2434	4.04	3652	4.25
Yogurt	Yogurt	4-6 oz	8679	.53	6117	.47	7872	.49
Yogurt	Yogurt	32 oz	1180	2.38	705	1.86	2457	2.37

## 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	1058	3.38	2.99-3.00	278	3.00	2.50	69	2.50
Cheese	Natural Varieties	8 oz block	1.24-3.50	2748	2.14	1.67-3.99	2263	2.29	1.79-2.99	1550	2.11
Cheese	Natural Varieties	1 # block	3.69-3.99	356	3.80				2.79-3.33	417	3.07
Cheese	Natural Varieties	2 # block	3.99	147	3.99						
Cheese	Natural Varieties	8 oz shred	1.50-3.49	3683	2.38	1.67-3.79	3767	2.61	1.79-2.99	1544	2.11
Cheese	Natural Varieties	1 # shred	3.99	100	3.99	2.99	210	2.99	2.99-3.99	613	3.25
Cottage cheese		16 oz	1.50-3.00	1858	2.38	2.00	1504	2.00	1.50-2.00	250	1.77
Cream cheese		8 oz	0.99-2.99	2711	2.00	1.49-2.50	2345	2.17	1.29-1.99	1008	1.58
Flavored milk	All fat tests	half gallon	2.49	62	2.49	1.99-2.99	148	2.56	1.29	119	1.29
Flavored milk	All fat tests	gallon	3.99	167	3.99						
Ice cream		48-64oz	1.99-4.00	3772	2.81	1.98-5.49	5298	3.27	2.29-3.99	4527	3.00
Milk	All fat tests	half gallon	2.00	100	2.00				1.00-2.99	712	1.62
Milk	All fat tests	gallon	1.99-3.79	269	3.13				1.69-2.49	375	1.96
Sour cream		16 oz	1.50-2.00	2428	1.74	1.49-2.00	1444	1.95	1.50-2.00	521	1.80
Yogurt	Greek	4-6 oz	0.80-1.00	2690	.98	0.75-1.25	3031	.97	0.77-1.25	2403	.98
Yogurt	Greek	32 oz	3.79-4.99	1152	4.55	3.50-4.99	275	3.83	3.99	116	3.99
Yogurt	Yogurt	4-6 oz	0.35-1.25	2799	.56	0.40-0.60	1613	.42	0.33-0.60	1299	.48

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	412	2.50	2.00	195	2.00			

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 #	2.49-3.99	432	3.08	2.99-3.99	813	3.48	2.99-3.99	138	3.49
Cheese	Natural Varieties	8 oz block	1.66-2.50	630	2.20	1.99-2.50	674	2.21	1.67-3.49	647	2.57
Cheese	Natural Varieties	1 # block	2.99-3.99	333	3.33	1.88-3.99	514	3.09	3.49-3.99	204	3.83
Cheese	Natural Varieties	2 # block	5.99	121	5.99	5.99-6.99	343	6.66	5.99	69	5.99
Cheese	Natural Varieties	8 oz shred	1.50-3.49	1118	2.38	1.99-2.50	924	2.19	1.67-2.50	424	1.85
Cheese	Natural Varieties	1 # shred	2.99-3.99	451	3.38	1.88-3.49	692	2.80	3.49-3.99	135	3.75
Cottage cheese		16 oz	2.00	55	2.00	1.00-2.50	695	2.09	1.50-2.50	662	1.75
Cream cheese		8 oz	0.99-2.50	594	1.71	1.49-1.99	1235	1.74	1.50-2.50	204	2.01
Flavored milk	All fat tests	half gallon	2.50	118	2.50	2.50	246	2.50	2.00	69	2.00
Flavored milk	All fat tests	gallon	1.99-3.29	195	2.48	3.99	345	3.99	2.29	289	2.29
Ice cream		48-64oz	2.69-3.99	1261	3.05	1.88-4.99	1311	3.26	2.49-3.50	840	2.82
Milk	All fat tests	half gallon	4.99	82	4.99				2.00	69	2.00
Milk	All fat tests	gallon	1.66-3.49	572	2.28	1.85-2.99	874	2.28	1.79-2.29	358	2.19
Sour cream		16 oz	1.50-1.79	456	1.60	1.00-2.50	991	1.91	1.50-1.88	532	1.57
Yogurt	Greek	4-6 oz	0.77-1.00	1286	.89	0.69-1.00	3041	.93	0.79-1.00	678	.95
Yogurt	Greek	32 oz				3.49-5.29	896	4.52			
Yogurt	Yogurt	4-6 oz	0.40-0.50	424	.44	0.39-1.25	1749	.56	0.30-2.00	711	.68
Yogurt	Yogurt	32 oz	2.50	118	2.50	1.77-3.49	251	2.71	2.00	190	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 #	3.50	2	3.50	4.99	34	4.99
Cheese	Natural Varieties	8 oz block	2.00-3.50	55	2.95	3.25-3.50	38	3.28
Cheese	Natural Varieties	1 # block	3.99	21	3.99			
Cheese	Natural Varieties	2 # block	7.99	2	7.99			
Cheese	Natural Varieties	8 oz shred	2.00-3.50	57	2.92	3.25-3.50	38	3.28
Cottage cheese		16 oz	1.98	3	1.98	2.50	27	2.50
Cream cheese		8 oz	1.98-2.69	5	2.26	1.66-2.00	85	1.89
Flavored milk	All fat tests	half gallon				2.50	34	2.50
Ice cream		48-64oz	2.97-4.50	69	3.70	2.97-5.49	162	4.23
Milk	All fat tests	gallon				4.97	3	4.97
Sour cream		16 oz	1.79-2.00	26	1.83	1.99-2.00	58	1.99
Yogurt	Greek	4-6 oz	0.99-1.50	71	1.29	0.99-1.33	37	1.30
Yogurt	Yogurt	4-6 oz	0.60-1.33	33	1.22	0.50-0.79	51	.65
Yogurt	Yogurt	32 oz	2.69	11	2.69	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 #	869	5.75	597	6.37	132	4.02
Cheese	Natural Varieties	8 oz block	612	4.66	672	4.53	490	3.91
Cheese	Natural Varieties	8 oz shred	524	4.03	533	4.14	391	3.86
Cheese	Natural Varieties	1 # shred			114	5.00		
Cottage cheese		16 oz	593	3.55	426	2.86		
Cream cheese		8 oz	72	2.50				
Milk	All fat tests	half gallon	2696	3.91	4288	4.03	2079	4.18
Milk	All fat tests	gallon	1461	5.65	456	6.14	375	4.19
Milk	All fat tests	8 oz UHT	918	.98	688	1.01	1001	1.00
Sour cream		16 oz	490	2.90	246	3.49		
Yogurt	Greek	4-6 oz	2037	1.15	2194	1.25	74	1.41
Yogurt	Greek	32 oz	161	5.99			63	5.49
Yogurt	Yogurt	4-6 oz	493	1.25			893	1.06
Yogurt	Yogurt	32 oz	133	4.13				

## 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 #	5.00	84	5.00						
Cheese	Natural Varieties	8 oz block	5.99	59	5.99						
Cheese	Natural Varieties	8 oz shred	3.99	84	3.99						
Cottage cheese		16 oz	3.99	72	3.99	3.00	214	3.00			
Cream cheese		8 oz	2.50	72	2.50						
Milk	All fat tests	half gallon	4.49-4.99	617	4.54	2.99-3.99	191	3.52	2.99-4.79	551	3.48
Milk	All fat tests	gallon	4.39	135	4.39				4.99-5.00	412	5.00
Milk	All fat tests	8 oz UHT				1.00	120	1.00	1.00	137	1.00
Yogurt	Greek	4-6 oz	0.83-1.25	861	1.17	1.00	210	1.00	1.00	348	1.00
Yogurt	Greek	32 oz	5.99	161	5.99						
Yogurt	Yogurt	4-6 oz	1.25	253	1.25						
Yogurt	Yogurt	32 oz	3.99	72	3.99						

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	118	4.99	3.99-6.99	606	6.02	5.59	61	5.59
Cheese	Natural Varieties	8 oz block				3.99-4.99	492	4.49	4.79	61	4.79
Cheese	Natural Varieties	8 oz shred	4.99	80	4.99	3.49-3.99	360	3.83			
Cottage cheese		16 oz				3.49	246	3.49	5.19	61	5.19
Milk	All fat tests	half gallon	2.99-4.99	505	3.62	2.99-4.69	760	4.01	3.89	69	3.89
Milk	All fat tests	gallon	4.99-5.49	239	5.24	4.99-6.99	606	6.61	4.99	69	4.99
Milk	All fat tests	8 oz UHT	1.00	141	1.00	1.00	451	1.00	0.68	69	.68
Sour cream		16 oz	1.99	114	1.99	3.49	246	3.49	1.67-3.59	130	2.57
Yogurt	Greek	4-6 oz	1.00	78	1.00	1.00-1.50	540	1.31			
Yogurt	Yogurt	4-6 oz				1.25	174	1.25	1.25	66	1.25
Yogurt	Yogurt	32 oz							4.29	61	4.29

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				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