



Dairy Market News Branch

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Advertised Prices for Dairy Products at Major Retail Supermarket Outlets ending during the period of 06/17/2016 to 06/23/2016

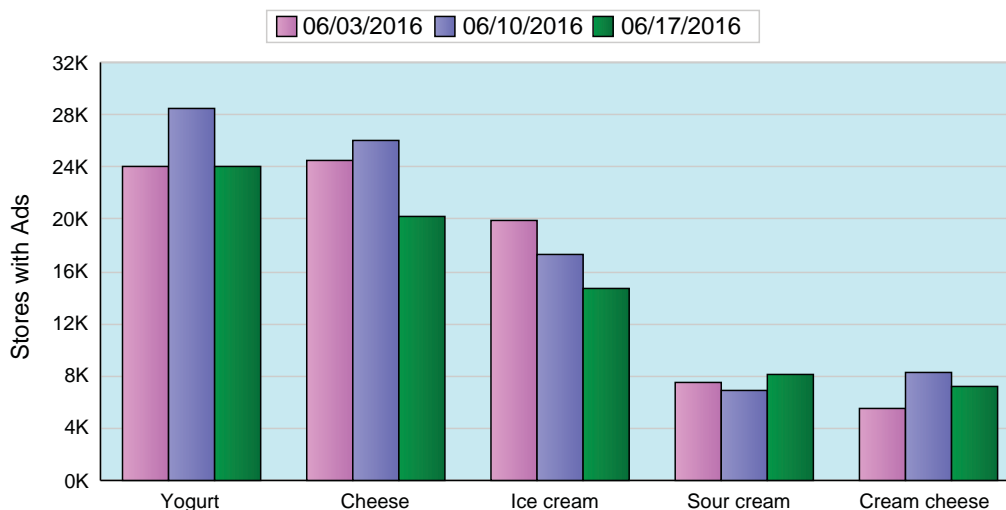
Total U.S. butter ad numbers nearly doubled this week. The weighted average advertised price, \$3.16, is down \$.17 from last week. Ad numbers for 48-64 oz. ice cream decreased 15% this week, while the average price, \$3.19, is up \$.12. Overall conventional ad numbers decreased 12% from last week.

The average price for conventional yogurt in 4-6 ounce packages is \$.47, down \$.06 from last week. The average price of 4-6 ounce conventional Greek yogurt is \$.98, up \$.02 from a week ago. Conventional yogurt ad numbers are down 11% from last week, while organic yogurt ads are down 54%. The average price for organic Greek yogurt in 4-6 ounce packages is \$1.19, up \$.04 from last week.

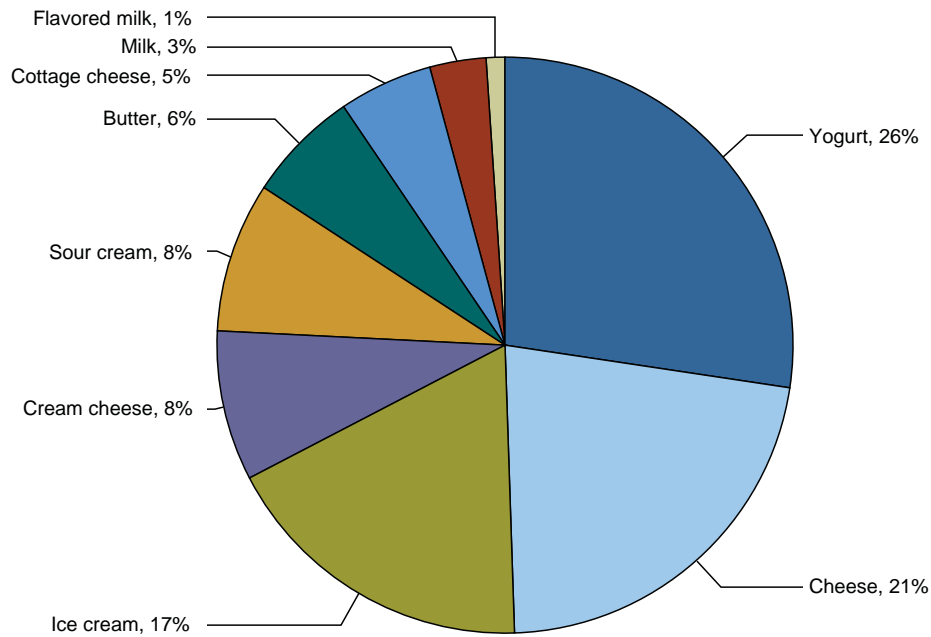
The U.S. advertised price for 8 ounce conventional cheese blocks averaged \$2.16, down \$.07 from last week; 8 ounce shred cheese averaged \$2.31, down \$.08 from last week. For 8 ounce organic cheese blocks, the U.S. advertised price averaged \$4.65, down \$.01 from last week. Conventional cheese ad numbers are down 26% from last week, while organic cheese ads are up 56%.

Organic and conventional half gallon milk have a price spread of \$2.38. The price spread is the difference between national weighted average prices for organic, \$4.20, and conventional, \$1.82. Conventional milk ad numbers decreased 32% from last week while organic milk ad numbers decreased 14%. Nevertheless, total conventional milk ad numbers are slightly over one half of total organic milk ad numbers.

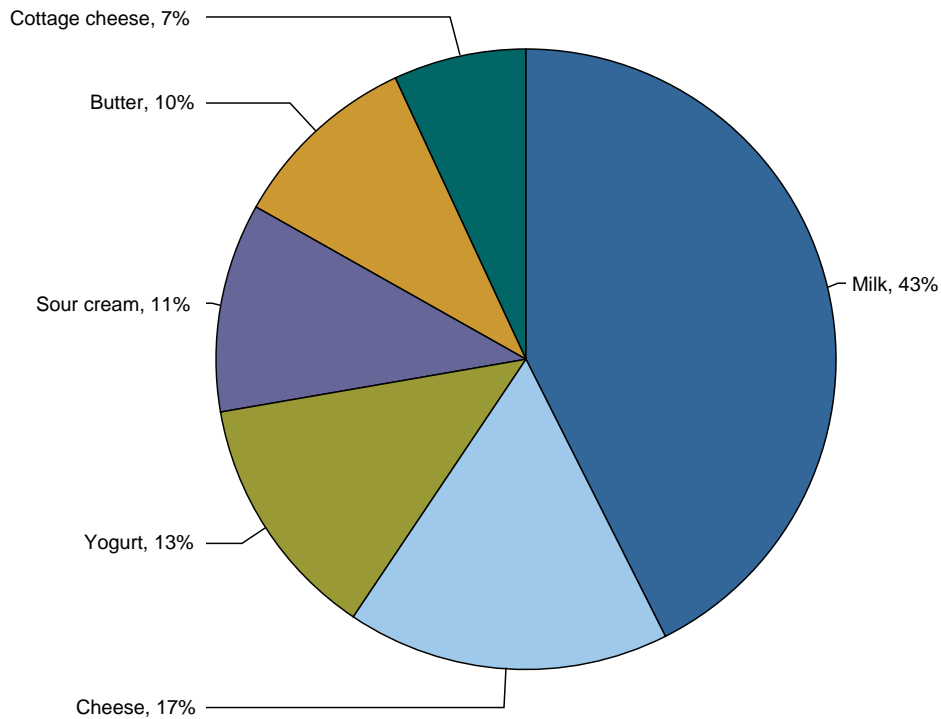
Top 5 Commodities Featured



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 #	5602	3.16	2824	3.33	4811	3.11
Cheese	Natural Varieties	8 oz block	4922	2.16	8605	2.23	8423	2.23
Cheese	Natural Varieties	1 # block	1828	4.74	1845	3.36	2292	5.17
Cheese	Natural Varieties	2 # block	690	6.99	682	5.90	446	5.48
Cheese	Natural Varieties	8 oz shred	10451	2.31	11555	2.39	9573	2.37
Cheese	Natural Varieties	1 # shred	570	3.40	2201	3.17	3468	4.31
Cottage cheese		16 oz	4750	2.04	5054	2.11	3186	1.94
Cream cheese		8 oz	7133	2.01	8187	1.93	5710	1.84
Flavored milk	All fat tests	half gallon	211	1.84	796	2.29	688	1.94
Flavored milk	All fat tests	gallon	892	3.64	996	3.20	202	4.59
Ice cream		48-64oz	14714	3.19	17240	3.07	16222	2.77
Milk	All fat tests	half gallon	275	1.82	963	1.97	1039	2.12
Milk	All fat tests	gallon	2042	2.51	2451	2.32	3272	2.52
Sour cream		16 oz	6991	1.69	6456	1.80	5546	1.69
Yogurt	Greek	4-6 oz	13786	.98	13237	.96	11796	.99
Yogurt	Greek	32 oz	2271	4.33	2439	4.43	3350	4.29
Yogurt	Yogurt	4-6 oz	5244	.47	8679	.53	7684	.52
Yogurt	Yogurt	32 oz	1475	2.24	1180	2.38	1458	2.77

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 #	2.47-3.99	1672	3.24	2.50-3.00	490	2.76	1.88-2.99	849	2.68
Cheese	Natural Varieties	8 oz block	1.49-2.50	1520	2.13	1.67-3.00	631	2.54	1.66-2.75	741	2.30
Cheese	Natural Varieties	1 # block	3.99	108	3.99	3.48-5.49	1278	5.18	3.33	127	3.33
Cheese	Natural Varieties	8 oz shred	1.49-2.99	2746	2.33	1.67-3.00	3313	2.44	1.88-2.75	804	2.37
Cheese	Natural Varieties	1 # shred	2.99-3.99	302	3.54						
Cottage cheese		16 oz	1.49-2.99	1313	2.25	1.00-2.00	1122	1.89	1.00-1.69	328	1.17
Cream cheese		8 oz	1.49-2.69	1586	2.11	1.00-2.50	2519	2.09	1.25-2.35	1277	1.94
Flavored milk	All fat tests	half gallon							1.69	106	1.69
Flavored milk	All fat tests	gallon	3.79	167	3.79				2.00-3.88	279	2.87
Ice cream		48-64oz	1.99-4.00	4265	2.79	1.99-5.00	5262	3.49	1.88-4.50	1187	3.00
Milk	All fat tests	half gallon	1.49-2.99	198	1.97						
Milk	All fat tests	gallon	2.50-3.99	192	3.34				1.49-2.49	599	1.90
Sour cream		16 oz	1.19-2.00	1614	1.59	1.00-2.00	1983	1.64	0.99-1.69	503	1.20
Yogurt	Greek	4-6 oz	0.75-1.25	3356	1.00	0.75-1.00	3293	.98	0.88-1.25	2127	1.05
Yogurt	Greek	32 oz	2.49-5.99	177	3.66	4.99	214	4.99	3.00-5.49	393	4.14
Yogurt	Yogurt	4-6 oz	0.40-0.60	1804	.47	0.44-0.50	1036	.49	0.39-0.59	875	.46
Yogurt	Yogurt	32 oz	1.99-2.99	285	2.40	1.99-2.49	274	2.11	1.99-2.00	176	2.00

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 #	1.99-2.77	287	2.41	2.49-4.29	1942	3.48	2.50-3.99	348	3.34
Cheese	Natural Varieties	8 oz block	1.49-2.00	814	1.94	1.77-2.50	986	1.97	1.99-2.50	135	2.25
Cheese	Natural Varieties	1 # block	4.49	114	4.49				2.99-3.99	190	3.35
Cheese	Natural Varieties	2 # block	6.99	162	6.99	6.99-7.98	307	7.34	5.99-6.99	210	6.49
Cheese	Natural Varieties	8 oz shred	1.88-2.99	1535	2.30	1.77-2.50	1524	2.06	1.99-2.49	463	2.11
Cheese	Natural Varieties	1 # shred	2.99	78	2.99				2.99-3.99	190	3.35
Cottage cheese		16 oz	1.50-2.49	342	1.78	1.00-3.19	1070	2.32	1.50-2.00	514	1.90
Cream cheese		8 oz	1.29-1.67	423	1.48	1.25-2.99	1049	2.06	1.00-2.50	256	1.53
Flavored milk	All fat tests	half gallon							2.00	105	2.00
Flavored milk	All fat tests	gallon				3.99	422	3.99			
Ice cream		48-64oz	2.49-5.99	1002	3.49	2.48-4.99	2404	3.12	2.88-3.50	416	3.04
Milk	All fat tests	half gallon	1.38	74	1.38						
Milk	All fat tests	gallon	1.99-4.69	515	3.21	1.89-2.49	228	2.19	1.79-2.79	463	2.14
Sour cream		16 oz	1.00-1.89	721	1.47	1.00-3.19	1626	2.00	1.50-2.00	478	1.82
Yogurt	Greek	4-6 oz	0.77-1.00	927	.93	0.69-1.00	2983	.93	0.88-1.00	980	.96
Yogurt	Greek	32 oz				2.99-5.29	1277	4.50	3.00-3.99	210	3.50
Yogurt	Yogurt	4-6 oz	0.39-0.50	540	.46	0.44-0.50	885	.46	0.30	69	.30
Yogurt	Yogurt	32 oz	1.99	141	1.99	1.77-3.50	461	2.38	2.00-2.50	138	2.25

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 #	3.50-4.99	8	4.62	4.59	6	4.59
Cheese	Natural Varieties	8 oz block	2.50-4.50	34	4.15	1.69-3.00	61	2.21
Cheese	Natural Varieties	1 # block	3.49	11	3.49			
Cheese	Natural Varieties	2 # block	4.88-7.99	11	6.87			
Cheese	Natural Varieties	8 oz shred	2.00-2.50	8	2.38	1.69-2.50	58	2.16
Cottage cheese		16 oz	1.98	3	1.98	2.50-2.79	58	2.62
Cream cheese		8 oz	2.69-2.99	23	2.96			
Flavored milk	All fat tests	gallon				5.49	24	5.49
Ice cream		48-64oz	2.98-4.50	32	3.61	2.75-7.99	146	4.72
Milk	All fat tests	half gallon				2.89	3	2.89
Milk	All fat tests	gallon	3.49	11	3.49	4.99	34	4.99
Sour cream		16 oz	2.00-3.98	39	3.49	1.99	27	1.99
Yogurt	Greek	4-6 oz	1.00-1.28	32	1.24	0.99-1.50	88	1.27
Yogurt	Yogurt	4-6 oz	0.60	29	.60	0.50-0.60	6	.55

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 #	1016	5.50	869	5.75	27	7.99
Cheese	Natural Varieties	8 oz block	551	4.65	612	4.66		
Cheese	Natural Varieties	8 oz shred	1144	3.89	524	4.03		
Cheese	Natural Varieties	1 # shred	80	3.99				
Cottage cheese		16 oz	667	3.49	593	3.55		
Cream cheese		8 oz			72	2.50		
Milk	All fat tests	half gallon	3445	4.20	2696	3.91	1062	3.93
Milk	All fat tests	gallon	795	6.47	1461	5.65	547	5.91
Milk	All fat tests	8 oz UHT	147	.85	918	.98	158	1.00
Sour cream		16 oz	1080	3.37	490	2.90		
Yogurt	Greek	4-6 oz	667	1.19	2037	1.15	579	1.10
Yogurt	Greek	32 oz			161	5.99	90	5.79
Yogurt	Yogurt	4-6 oz	59	.99	493	1.25	237	1.55
Yogurt	Yogurt	32 oz	294	3.60	133	4.13	213	3.00

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 #	4.49-5.00	143	4.79						
Cheese	Natural Varieties	8 oz block	5.99	59	5.99						
Cheese	Natural Varieties	8 oz shred				3.98	195	3.98			
Cottage cheese		16 oz				3.49	90	3.49			
Milk	All fat tests	half gallon	3.49-4.99	1314	4.31	3.50-4.49	275	3.72	2.99-4.79	551	4.19
Milk	All fat tests	gallon	5.99	84	5.99						
Sour cream		16 oz				3.49	90	3.49	3.49	137	3.49
Yogurt	Greek	4-6 oz	1.00	84	1.00				1.00	127	1.00
Yogurt	Yogurt	4-6 oz	0.99	59	.99						
Yogurt	Yogurt	32 oz	3.99	59	3.99						

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 #	3.99	276	3.99	5.99-6.99	492	6.49	5.79	105	5.79
Cheese	Natural Varieties	8 oz block				3.99-4.99	492	4.49			

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
Cheese	Natural Varieties	8 oz shred	2.99-4.99	634	3.81	3.99	246	3.99	3.99	69	3.99
Cheese	Natural Varieties	1 # shred	3.99	80	3.99						
Cottage cheese		16 oz				3.49	577	3.49			
Milk	All fat tests	half gallon	2.99-4.99	312	4.03	2.99-4.69	653	4.26	3.49-4.29	295	3.87
Milk	All fat tests	gallon				5.00-6.99	606	6.62	5.99	105	5.99
Milk	All fat tests	8 oz UHT	1.00	78	1.00				0.68	69	.68
Sour cream		16 oz	3.49	141	3.49	3.49	577	3.49	1.67-3.49	135	2.56
Yogurt	Greek	4-6 oz	1.00	78	1.00	1.50	246	1.50	1.00	121	1.00
Yogurt	Yogurt	32 oz	3.50	121	3.50	3.50	114	3.50			

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	3.79	11	3.79	6.99	34	6.99
Yogurt	Greek	4-6 oz	1.25	11	1.25			

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