



Dairy Market News Branch

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Advertised Prices for Dairy Products at Major Retail Supermarket Outlets ending during the period of 06/24/2016 to 06/30/2016

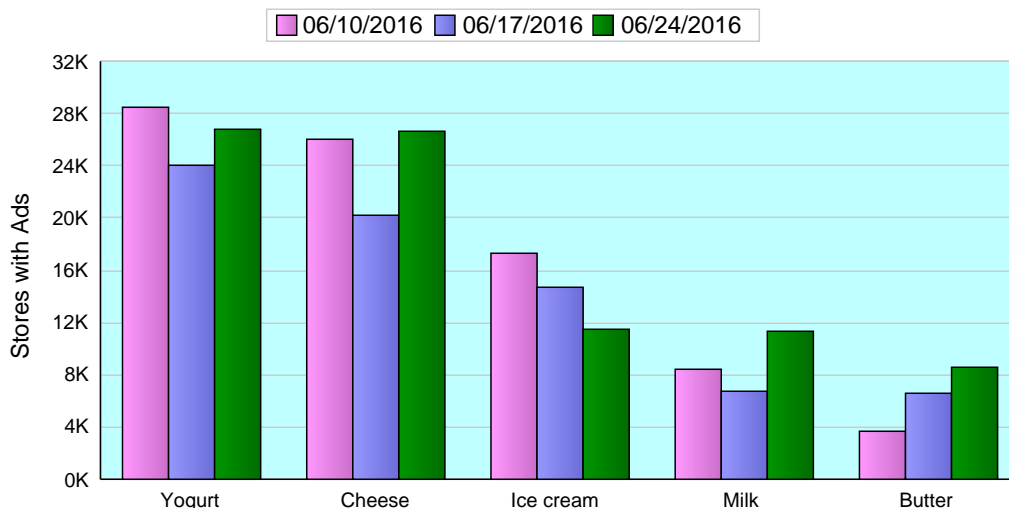
This week, total conventional dairy ad numbers increased 7% and organic dairy ad numbers increased 30%. Regionally, the Southeast reported the largest change in organic dairy ad numbers, 312%, as organic prices on average rose 87 cents. Conventional half gallon flavored milk had a substantial rise in ad numbers, registering 452% compared to the previous week. Heavily advertised items in the dairy case continue to be 48-64 oz. containers of conventional ice cream and 4-6 oz. containers of conventional Greek yogurt. Organic butter in the 1 pound packaging showed a 172% rise in ad numbers and a \$.01 increase in price this week.

The average price for conventional yogurt in 4-6 ounce packages is \$.53, up 6 cents from last week. The average price of 4-6 ounce conventional Greek yogurt is \$.95, down 3 cents from last week. Conventional yogurt ad numbers are up 8% from last week. The average price for organic yogurt in 4-6 ounce packages is \$1.32, up 33 cents from last week. Organic yogurt ads are up 66% from last week.

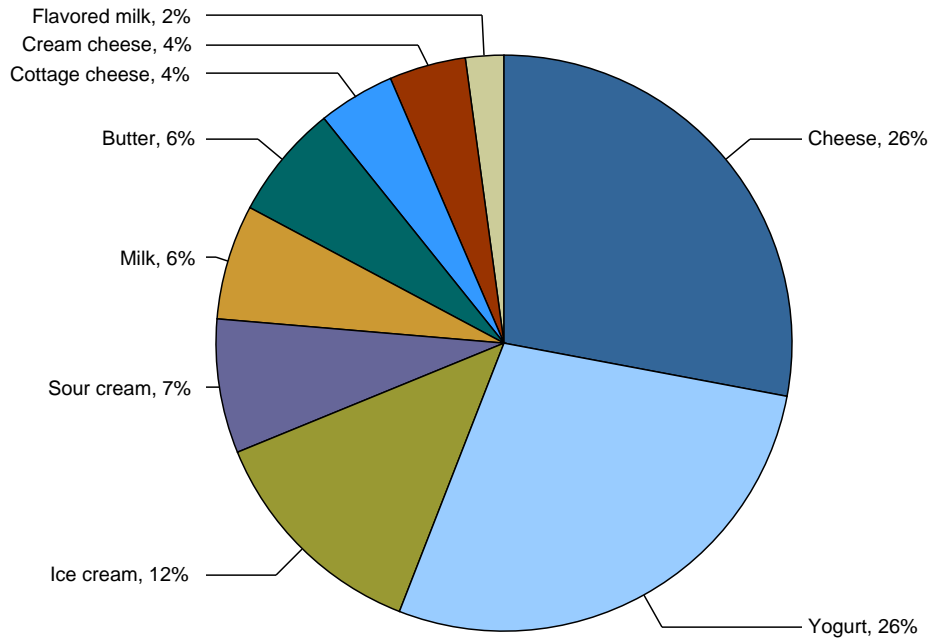
The U.S. advertised price for 8 ounce conventional cheese blocks averaged \$2.25, up 9 cents from last week; 8 ounce shred cheese averaged \$2.24, down 7 cents from last week. Ads for 8 ounce organic shred cheese average \$3.80, down 9 cents from last week; 8 ounce organic cheese blocks averaged \$4.65, unchanged from last week.

The price spread between organic and conventional half gallon milk is \$1.18, the lowest this year. The price spread is the difference between national weighted average prices for organic, \$3.98, and conventional, \$2.80. Conventional milk ad numbers increased 156% from last week while organic milk ad numbers increased 23%.

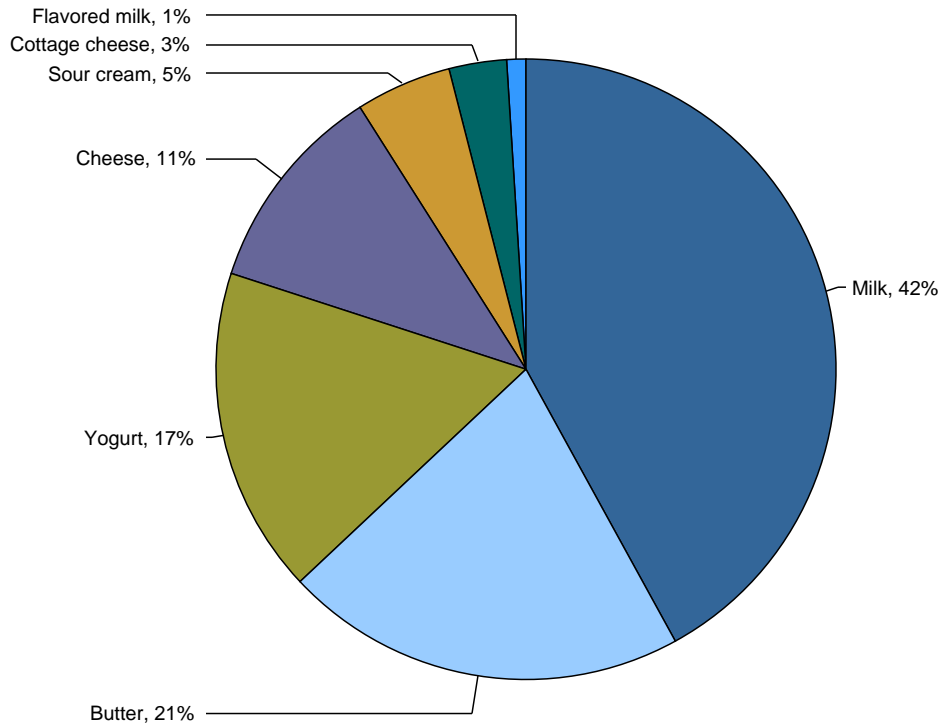
Top 5 Commodities Featured



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 #	5802	3.02	5602	3.16	6461	3.42
Cheese	Natural Varieties	8 oz block	8654	2.25	4922	2.16	7508	2.17
Cheese	Natural Varieties	1 # block	3479	5.17	1828	4.74	1855	3.63
Cheese	Natural Varieties	2 # block	1133	6.28	690	6.99	997	7.52
Cheese	Natural Varieties	8 oz shred	9994	2.24	10451	2.31	8212	2.28
Cheese	Natural Varieties	1 # shred	1977	3.54	570	3.40	2578	3.26
Cottage cheese		16 oz	3954	1.94	4750	2.04	2415	1.82
Cream cheese		8 oz	3816	1.76	7133	2.01	6357	1.82
Flavored milk	All fat tests	half gallon	1165	2.57	211	1.84	610	2.39
Flavored milk	All fat tests	gallon	645	2.88	892	3.64	423	2.88
Ice cream		48-64oz	11530	2.99	14714	3.19	14567	2.87
Milk	All fat tests	half gallon	971	2.80	275	1.82	1001	2.28
Milk	All fat tests	gallon	4955	2.20	2042	2.51	2856	2.38
Sour cream		16 oz	7029	1.67	6991	1.69	9184	1.72
Yogurt	Greek	4-6 oz	12049	.95	13786	.98	11775	.97
Yogurt	Greek	32 oz	1901	4.36	2271	4.33	2110	3.98
Yogurt	Yogurt	4-6 oz	9990	.53	5244	.47	7986	.49
Yogurt	Yogurt	32 oz	618	3.16	1475	2.24	1084	2.54

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 #	2.00-5.00	1450	3.03	3.00-3.50	1365	3.47	2.50-3.39	298	2.87
Cheese	Natural Varieties	8 oz block	1.88-3.00	3105	2.20	1.88-3.29	2894	2.50	1.29-2.00	926	1.80
Cheese	Natural Varieties	1 # block	2.99-7.99	1791	5.91	3.49	210	3.49	3.49-4.99	548	4.07
Cheese	Natural Varieties	2 # block	5.99	108	5.99						
Cheese	Natural Varieties	8 oz shred	1.67-2.77	2267	2.05	1.88-3.00	3144	2.46	1.49-2.50	1212	1.87
Cheese	Natural Varieties	1 # shred	1.99-3.99	284	2.95	3.49	210	3.49	3.49	335	3.49
Cottage cheese		16 oz	1.50-2.50	1173	1.98	1.50	1002	1.50	1.49	106	1.49
Cream cheese		8 oz	0.99-1.99	879	1.60	1.50	171	1.50	0.99-1.50	434	1.25
Flavored milk	All fat tests	half gallon	1.99	223	1.99	2.50-3.49	145	3.07	1.00-2.00	298	1.75
Flavored milk	All fat tests	gallon	3.99	108	3.99				2.00	119	2.00
Ice cream		48-64oz	2.29-3.99	2107	2.97	1.99-6.49	3266	3.46	1.49-3.99	3140	2.53
Milk	All fat tests	half gallon	2.00-3.99	651	2.78				2.00	81	2.00
Milk	All fat tests	gallon	1.79-3.99	858	2.52	2.29-3.99	1546	2.55	1.49-2.50	1305	1.71
Sour cream		16 oz	1.48-2.00	2468	1.70	1.25-1.50	1536	1.46	1.50-2.00	468	1.69
Yogurt	Greek	4-6 oz	0.88-1.39	2977	.99	0.75-1.00	2390	.98	0.67-1.25	1042	.91
Yogurt	Greek	32 oz	3.49-3.99	580	3.85				3.99	106	3.99
Yogurt	Yogurt	4-6 oz	0.44-1.39	2979	.60	0.40-0.60	2265	.54	0.39-0.50	1321	.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	2.50-5.99	197	4.93				1.99	57	1.99

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 #	2.50-3.99	362	3.08	1.50-3.48	1128	2.52	0.79-4.50	1158	2.91
Cheese	Natural Varieties	8 oz block	1.39-2.99	822	2.13	1.67-2.50	605	2.08	1.88-2.99	259	2.34
Cheese	Natural Varieties	1 # block	6.49	114	6.49	3.49-5.99	681	4.68	3.49-3.99	135	3.75
Cheese	Natural Varieties	2 # block	5.99-6.99	365	6.43	5.99-6.99	345	6.47	4.99-6.99	315	5.99
Cheese	Natural Varieties	8 oz shred	1.39-2.99	1552	2.24	1.67-2.99	1274	2.33	1.88-2.99	499	2.27
Cheese	Natural Varieties	1 # shred	2.99-3.79	262	3.42	3.49-4.99	531	4.55	2.49-3.49	355	2.68
Cottage cheese		16 oz	1.00-3.49	619	2.17	1.25-2.50	309	2.25	1.99-2.50	742	2.22
Cream cheese		8 oz	1.25-2.50	994	1.84	1.49-1.99	846	1.89	1.67-2.49	463	2.23
Flavored milk	All fat tests	half gallon							2.00-3.49	499	3.18
Flavored milk	All fat tests	gallon	1.99-2.00	240	1.99	3.99	178	3.99			
Ice cream		48-64oz	1.48-5.00	986	3.17	1.99-3.99	1616	2.73	2.50-3.99	253	3.34
Milk	All fat tests	half gallon	1.69-3.50	178	2.89						
Milk	All fat tests	gallon	1.99	262	1.99	1.85-2.19	828	2.04	1.79-1.95	138	1.87
Sour cream		16 oz	1.00-3.49	1008	1.78	1.25-1.99	1031	1.71	1.50-2.00	483	1.80
Yogurt	Greek	4-6 oz	0.77-1.00	1893	.91	0.79-1.00	2432	.93	0.75-1.00	1306	.95
Yogurt	Greek	32 oz	4.99	54	4.99	4.99-5.29	662	5.07	3.50-5.49	499	4.02
Yogurt	Yogurt	4-6 oz	0.39-0.50	659	.45	0.38-0.60	1895	.48	0.39-0.50	761	.48
Yogurt	Yogurt	32 oz	1.99-2.50	295	2.37				2.50	69	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 #	3.50-5.50	38	5.14	4.29	3	4.29
Cheese	Natural Varieties	8 oz block	1.99-2.00	16	1.99	2.49	27	2.49
Cheese	Natural Varieties	8 oz shred	1.98-2.00	19	1.99	2.49	27	2.49
Cottage cheese		16 oz	2.50	3	2.50			
Cream cheese		8 oz	1.69	5	1.69	1.50	24	1.50
Ice cream		48-64oz	3.79-4.99	29	4.31	2.75-4.99	133	3.90
Milk	All fat tests	half gallon				2.99-4.99	61	3.88
Milk	All fat tests	gallon	3.49	11	3.49	4.97-5.19	7	5.10
Sour cream		16 oz	1.99-2.50	8	2.18	2.99	27	2.99
Yogurt	Greek	4-6 oz	1.00	2	1.00	1.19-1.20	7	1.20
Yogurt	Yogurt	4-6 oz	0.50-1.25	49	.93	0.70-0.79	61	.74

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 #	2766	5.51	1016	5.50	84	5.49
Cheese	Natural Varieties	8 oz block	551	4.65	551	4.65	59	5.99
Cheese	Natural Varieties	8 oz shred	874	3.80	1144	3.89		
Cheese	Natural Varieties	1 # shred			80	3.99		
Cottage cheese		16 oz	330	3.62	667	3.49		
Flavored milk	All fat tests	half gallon	161	4.99				
Ice cream		48-64oz					59	4.49
Milk	All fat tests	half gallon	4007	3.98	3445	4.20	1058	3.61
Milk	All fat tests	gallon	1073	6.06	795	6.47	367	5.56
Milk	All fat tests	8 oz UHT	315	.95	147	.85	267	1.00
Sour cream		16 oz	640	2.71	1080	3.37		
Yogurt	Greek	4-6 oz	1634	1.35	667	1.19	301	1.28
Yogurt	Greek	32 oz	419	3.64			63	5.49
Yogurt	Yogurt	4-6 oz	120	1.32	59	.99	106	.96
Yogurt	Yogurt	32 oz			294	3.60	2	4.29

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 #	4.99-5.00	251	4.99	5.49	1083	5.49			
Cheese	Natural Varieties	8 oz block	5.99	59	5.99						
Cottage cheese		16 oz	3.99	84	3.99						
Flavored milk	All fat tests	half gallon	4.99	161	4.99						
Milk	All fat tests	half gallon	3.79-4.99	634	4.55	2.50-4.59	1531	4.09	2.99-4.79	468	3.30
Milk	All fat tests	gallon	5.69	304	5.69						
Sour cream		16 oz	2.99	84	2.99						
Yogurt	Greek	4-6 oz	0.69-1.39	978	1.29	1.39	61	1.39			
Yogurt	Greek	32 oz							3.50	57	3.50
Yogurt	Yogurt	4-6 oz	1.25	59	1.25						



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 #	3.99-6.49	552	4.72	5.99-6.99	670	6.36	5.49-5.79	210	5.64
Cheese	Natural Varieties	8 oz block				3.99-4.99	492	4.49			
Cheese	Natural Varieties	8 oz shred	2.99-3.99	559	3.70	3.99	246	3.99	3.99	69	3.99
Cottage cheese		16 oz				3.49	246	3.49			
Milk	All fat tests	half gallon	2.99-4.49	373	3.77	2.99-4.69	629	4.05	2.99-4.29	361	3.54
Milk	All fat tests	gallon	2.99-6.49	172	4.09	6.99	492	6.99	5.99	105	5.99
Milk	All fat tests	8 oz UHT				1.00	246	1.00	0.75	69	.75
Sour cream		16 oz				3.49	246	3.49	1.99	289	1.99
Yogurt	Greek	4-6 oz				1.50	490	1.50	1.25	105	1.25
Yogurt	Greek	32 oz	2.99	118	2.99	3.99	244	3.99			
Yogurt	Yogurt	4-6 oz							1.39	61	1.39

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	2.99	11	2.99			
Sour cream		16 oz	2.49	21	2.49			

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