



Dairy Market News Branch

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Advertised Prices for Dairy Products at Major Retail Supermarket Outlets ending during the period of 07/01/2016 to 07/07/2016

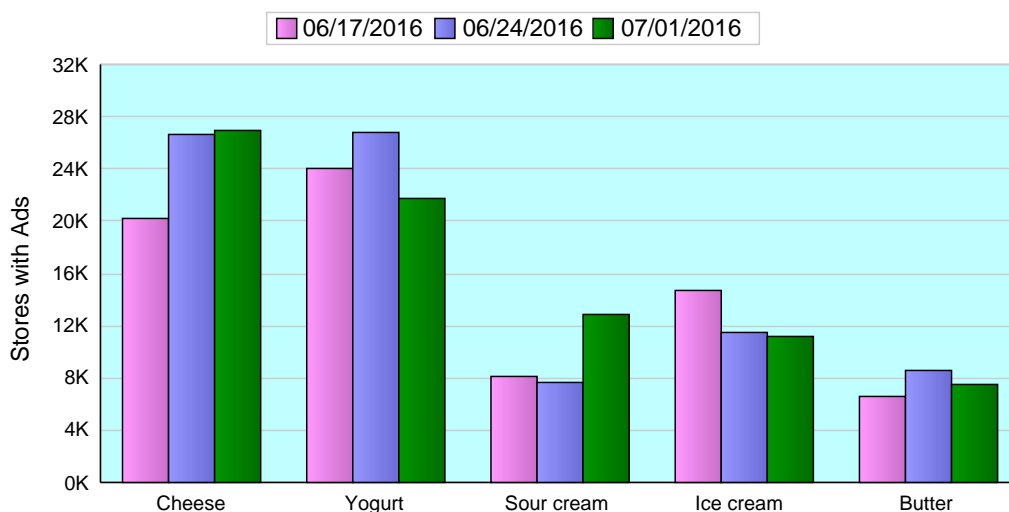
Total conventional dairy ad numbers increased 6%, but organic dairy ad numbers fell 73%. Regionally, the Northeast reported the biggest percentage change in organic dairy ad numbers, falling 80%. Dairy ad numbers for conventional cream based products adjusted much higher this week. Ads for 8 ounce cream cheese rose 86%, and 16 ounce sour cream climbed 81%, while posting the second largest increase in ad volume, 12,734, for retail surveyed dairy products.

The U.S. advertised price for 8 ounce conventional cheese blocks averaged \$2.23, down 2 cents from last week; 8 ounce shred cheese averaged \$2.16, down 8 cents from last week. Ads for 8 ounce organic shred cheese average \$3.99, up 19 cents compared to the previous week.

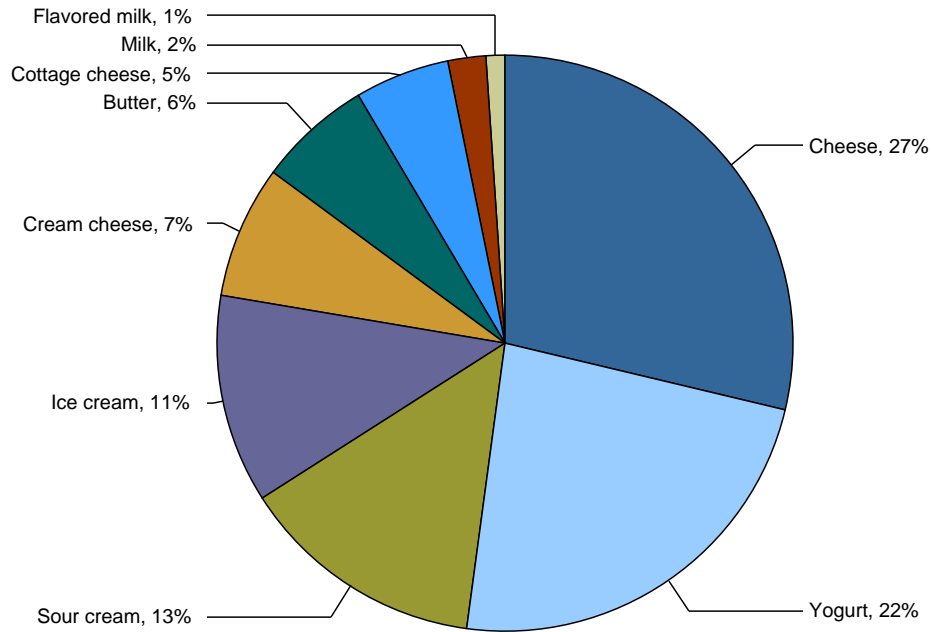
The price spread between organic and conventional half gallon milk is \$2.15. Last week the spread was \$1.18. The price spread is the difference between the national weighted average price for organic, \$4.49, and conventional, \$2.34. Both conventional and organic milk ad numbers saw significant declines this current survey period, 59% and 68% respectively.

The price spread between organic and conventional butter is \$2.04. The price spread is the difference between national weighted average prices for organic, \$5.42, and conventional, \$3.38. When compared to the previous week, the volume of ad numbers for conventional butter rose 9%, but organic ads numbers declined by 56%.

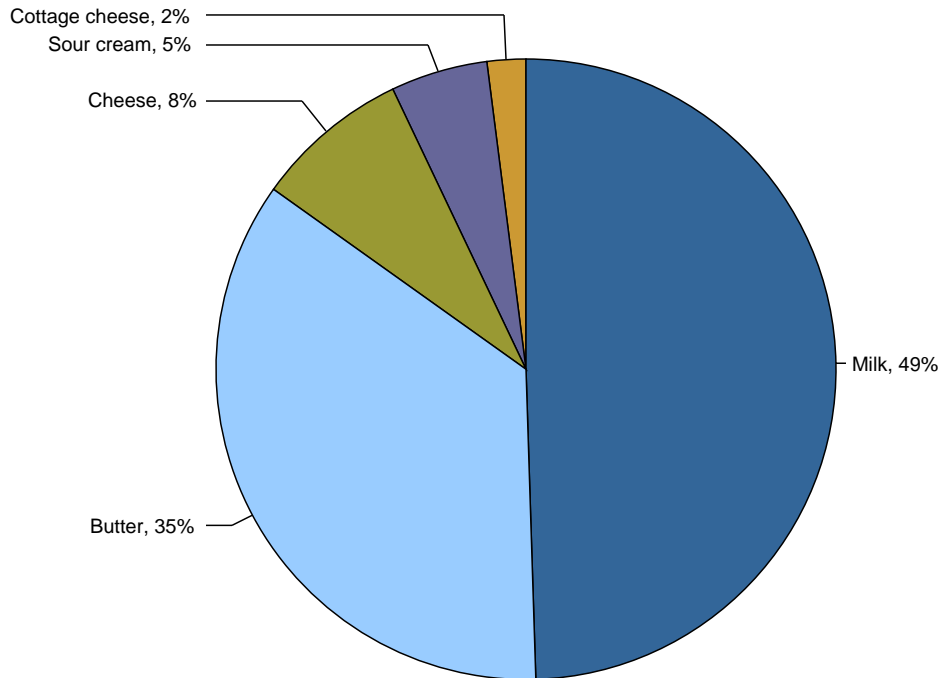
Top 5 Commodities Featured



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 #	6339	3.38	5802	3.02	5409	3.04
Cheese	Natural Varieties	8 oz block	10309	2.23	8654	2.25	8680	2.45
Cheese	Natural Varieties	1 # block	3043	4.33	3479	5.17	2003	3.48
Cheese	Natural Varieties	2 # block	1079	6.22	1133	6.28	434	7.69
Cheese	Natural Varieties	8 oz shred	10366	2.16	9994	2.24	10469	2.45
Cheese	Natural Varieties	1 # shred	1876	3.12	1977	3.54	2301	3.26
Cottage cheese		16 oz	5371	1.79	3954	1.94	2730	1.88
Cream cheese		8 oz	7092	1.78	3816	1.76	4920	1.93
Flavored milk	All fat tests	half gallon	635	3.00	1165	2.57	482	2.01
Flavored milk	All fat tests	gallon	570	3.68	645	2.88		
Ice cream		48-64oz	11228	2.95	11530	2.99	20547	3.03
Milk	All fat tests	half gallon	675	2.34	971	2.80	386	1.83
Milk	All fat tests	gallon	1726	2.28	4955	2.20	1481	2.09
Sour cream		16 oz	12734	1.72	7029	1.67	9811	1.67
Yogurt	Greek	4-6 oz	13025	.94	12049	.95	9906	.96
Yogurt	Greek	32 oz	1201	4.56	1901	4.36	1203	3.83
Yogurt	Yogurt	4-6 oz	6731	.56	9990	.53	4139	.49
Yogurt	Yogurt	32 oz	744	3.12	618	3.16	1361	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 #	2.49-4.00	2035	3.43	3.00-3.99	1951	3.51	1.50-3.00	797	2.70
Cheese	Natural Varieties	8 oz block	1.66-6.00	3293	2.46	1.67-3.19	3634	2.16	0.99-2.79	1446	1.95
Cheese	Natural Varieties	1 # block	2.97-7.99	1986	4.76	2.99	210	2.99	2.99-3.99	163	3.32
Cheese	Natural Varieties	8 oz shred	1.66-3.49	3188	2.27	1.67-2.50	3452	2.13	1.29-2.79	1206	1.83
Cheese	Natural Varieties	1 # shred	2.99-3.99	358	3.37	2.99	210	2.99	2.99	497	2.99
Cottage cheese		16 oz	1.79-2.99	982	2.25	0.99-2.00	1620	1.87	0.99-2.00	911	1.28
Cream cheese		8 oz	1.39-3.00	3040	1.82	1.50-2.00	705	1.61	0.99-2.49	1207	1.66
Flavored milk	All fat tests	half gallon	2.99-3.49	284	3.25						
Flavored milk	All fat tests	gallon				3.99	214	3.99			
Ice cream		48-64oz	1.99-3.99	2243	2.87	1.99-5.99	3533	2.85	1.99-4.50	1172	2.87
Milk	All fat tests	half gallon	3.00-3.99	339	3.53						
Milk	All fat tests	gallon	2.50	167	2.50	3.99	214	3.99	1.49-2.00	817	1.63
Sour cream		16 oz	1.49-2.50	3219	1.81	0.99-2.00	3093	1.81	0.99-2.00	2294	1.48
Yogurt	Greek	4-6 oz	0.50-1.09	3311	.95	0.75-1.00	3924	.92	0.80-1.00	1529	.97
Yogurt	Greek	32 oz	4.24-4.88	206	4.42	3.69	87	3.69	3.99	180	3.99
Yogurt	Yogurt	4-6 oz	0.33-6.00	1918	.72	0.50	1197	.50	0.39-1.00	1837	.52
Yogurt	Yogurt	32 oz	1.99-5.99	423	3.46				2.50-3.00	188	2.82

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 #	2.49-3.00	217	2.62	2.49-3.99	808	3.57	2.99-3.99	409	3.62
Cheese	Natural Varieties	8 oz block	1.66-3.00	856	2.18	1.99-2.50	834	2.19	1.00-2.99	207	2.16
Cheese	Natural Varieties	1 # block	2.99-6.49	255	4.55	2.77-3.99	360	3.09	3.99	69	3.99
Cheese	Natural Varieties	2 # block	5.99	82	5.99	5.99-6.99	628	6.17	4.99-6.99	337	5.99
Cheese	Natural Varieties	8 oz shred	1.66-2.99	1126	2.16	1.99-3.00	845	2.30	1.00-2.99	508	2.28
Cheese	Natural Varieties	1 # shred	2.99	141	2.99	2.77-3.99	601	3.04	3.99	69	3.99
Cottage cheese		16 oz	1.50-2.50	587	1.86	1.00-1.79	802	1.46	1.50-2.50	409	1.94
Cream cheese		8 oz	1.50-2.49	651	1.87	1.49-2.48	1307	1.81	1.99	105	1.99
Flavored milk	All fat tests	half gallon				2.50	246	2.50	3.49	105	3.49
Flavored milk	All fat tests	gallon				2.99-3.99	356	3.49			
Ice cream		48-64oz	1.99-4.88	934	3.32	1.88-3.99	2917	2.92	2.99-3.00	193	2.99
Milk	All fat tests	half gallon	0.99-1.79	336	1.14						
Milk	All fat tests	gallon	2.50	99	2.50	1.89-2.99	360	2.64	1.95	69	1.95
Sour cream		16 oz	1.50-2.00	1383	1.76	0.99-1.99	2164	1.66	1.50-2.00	475	1.80
Yogurt	Greek	4-6 oz	0.88-1.00	1170	.95	0.85-1.00	2205	.93	0.75-1.00	802	.96
Yogurt	Greek	32 oz	4.99	162	4.99	4.99-5.29	356	5.14	3.00-5.49	210	4.25
Yogurt	Yogurt	4-6 oz	0.39-0.44	234	.41	0.40-0.50	1205	.46	0.39-0.50	340	.47
Yogurt	Yogurt	32 oz							2.50	130	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 #	3.00-4.50	57	4.30	3.00-4.99	65	4.50
Cheese	Natural Varieties	8 oz block	3.00	1	3.00	2.33-2.50	38	2.48
Cheese	Natural Varieties	2 # block	6.98-10.48	32	10.11			
Cheese	Natural Varieties	8 oz shred	2.79-3.00	3	2.86	2.33-2.50	38	2.48
Cottage cheese		16 oz	2.50	2	2.50	2.50-3.00	58	2.79
Cream cheese		8 oz	2.00-3.50	53	2.86	1.50	24	1.50
Ice cream		48-64oz	3.00-7.99	69	5.41	2.75-4.97	167	3.78
Sour cream		16 oz	1.98-3.50	55	2.77	1.99-2.00	51	1.99
Yogurt	Greek	4-6 oz	1.00	23	1.00	0.88-0.99	61	.93
Yogurt	Yogurt	32 oz				2.50	3	2.50

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

Wtd Avg - Simple weighted average



Butter		1 #	1225	5.42	2766	5.51		
Cheese	Natural Varieties	8 oz block			551	4.65		
Cheese	Natural Varieties	8 oz shred	194	3.99	874	3.80	114	3.29
Cheese	Natural Varieties	1 # shred	82	3.99				
Cottage cheese		16 oz	84	3.99	330	3.62		
Flavored milk	All fat tests	half gallon			161	4.99		
Ice cream		48-64oz					1281	3.89
Milk	All fat tests	half gallon	1200	4.49	4007	3.98	222	4.46
Milk	All fat tests	gallon	435	6.36	1073	6.06	137	6.98
Milk	All fat tests	8 oz UHT	69	.75	315	.95		
Sour cream		16 oz	189	2.60	640	2.71		
Yogurt	Greek	4-6 oz			1634	1.35	1022	1.01
Yogurt	Greek	32 oz			419	3.64	63	5.49
Yogurt	Yogurt	4-6 oz			120	1.32		
Yogurt	Yogurt	32 oz					2	4.49

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						
Cottage cheese		16 oz	3.99	84	3.99						
Milk	All fat tests	half gallon	2.50-5.69	190	4.48				4.78-4.79	261	4.78
Milk	All fat tests	gallon	5.00	84	5.00						
Sour cream		16 oz	2.99	84	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 #	3.99-6.49	438	4.91	5.99	424	5.99	5.00-5.79	279	5.48
Cheese	Natural Varieties	8 oz shred	3.99	194	3.99						
Cheese	Natural Varieties	1 # shred	3.99	82	3.99						
Milk	All fat tests	half gallon				3.00-4.69	538	4.24	3.89-4.29	174	4.13
Milk	All fat tests	gallon				6.99	246	6.99	5.99	105	5.99
Milk	All fat tests	8 oz UHT							0.75	69	.75
Sour cream		16 oz							2.29	105	2.29



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				5.97-7.99	37	7.83

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