



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>

Volume 83- Number 28

Issued Weekly

Friday, July 15, 2016

Advertised Prices for Dairy Products at Major Retail Supermarket Outlets ending during the period of 07/15/2016 to 07/21/2016

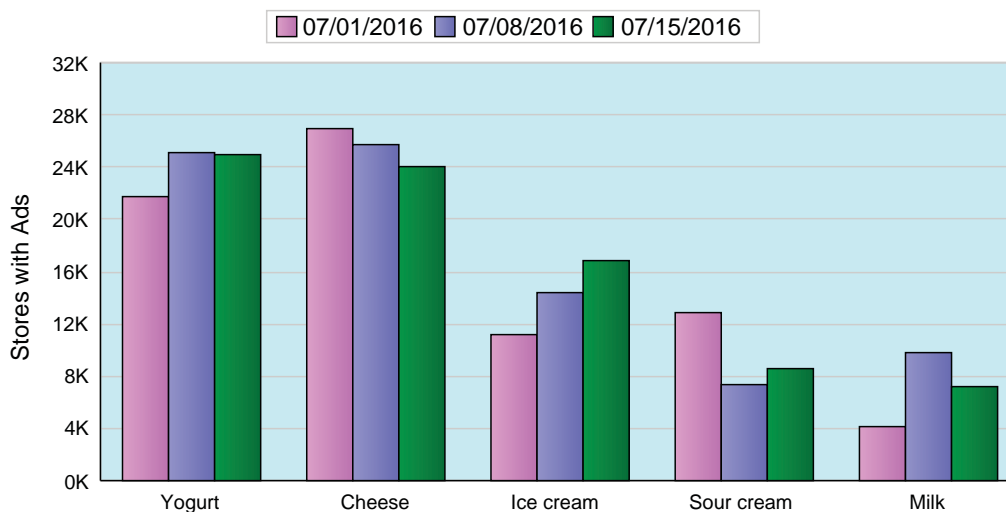
Total conventional dairy ad numbers decreased 2%, while organic dairy ad numbers increased 52%. Conventional cream cheese in 8 oz. containers ad numbers dropped 29%, with an average price of \$1.89. Conventional half gallon flavored milk ad numbers rose 151% this week, with an average price of \$2.31. Conventional yogurt in 32 oz. containers, with an average price of \$2.37, saw ad numbers grow by 157%.

The U.S. advertised price for 8 ounce conventional cheese blocks averaged \$2.19, down 14 cents from last week; 8 ounce shred cheese averaged \$2.19, down 11 cents from last week. Ads for 8 ounce organic shred cheese average \$3.99, up 29 cents compared to the previous week.

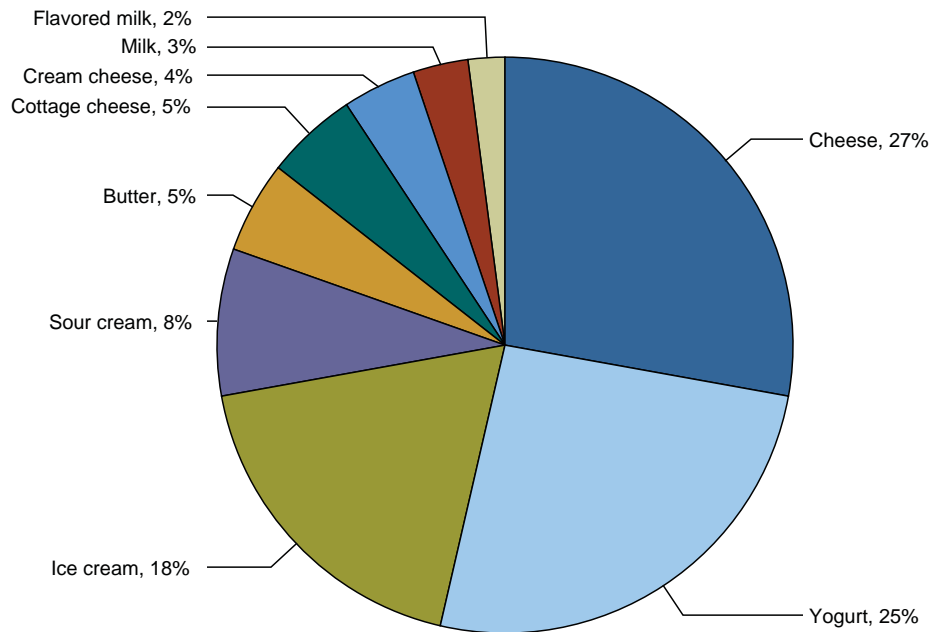
The price spread between organic and conventional half gallon milk is \$2.05. Last week the spread was \$1.57. The price spread is the difference between the national weighted average price for organic, \$4.09, and conventional, \$2.04. Both conventional and organic milk ad numbers took a dip this current survey period, conventional milk number of ads dropped 38% and organic milk ads dropped 14%.

The price spread between organic and conventional butter is \$1.77. The price spread is the difference between national weighted average prices for organic, \$4.82, and conventional, \$3.05. When compared to the previous week, the volume of ad numbers for conventional butter rose 10%, while organic ad numbers declined by 9%.

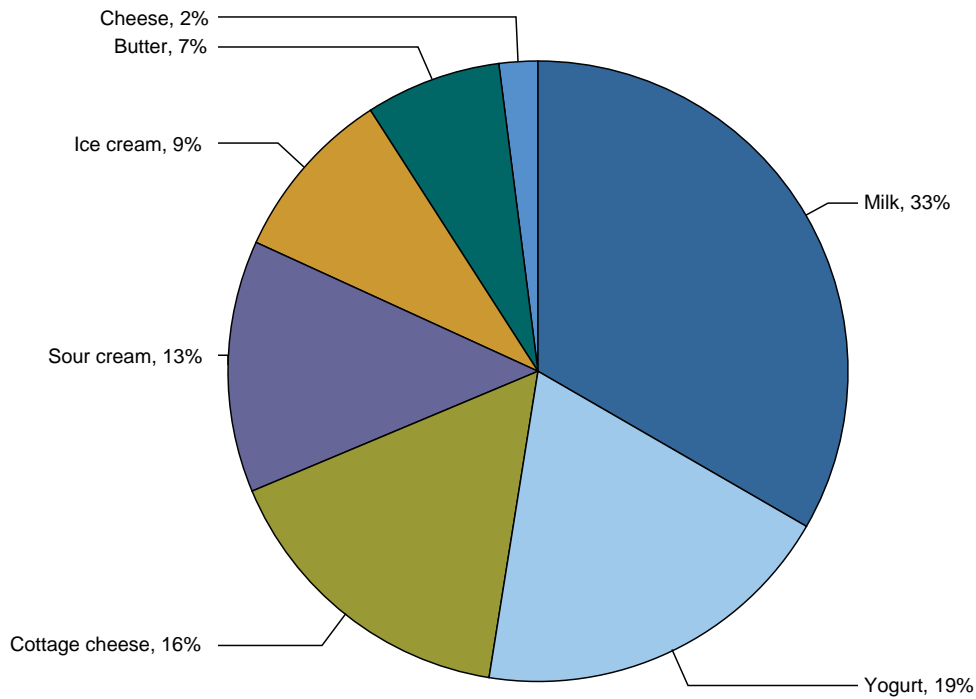
Top 5 Commodities Featured



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 #	4826	3.05	4375	3.19	3167	3.26
Cheese	Natural Varieties	8 oz block	8576	2.19	7608	2.33	11636	2.36
Cheese	Natural Varieties	1 # block	2218	5.24	3403	4.88	2570	4.41
Cheese	Natural Varieties	2 # block	657	7.14	1566	5.97	563	5.50
Cheese	Natural Varieties	8 oz shred	9935	2.19	9787	2.30	11240	2.29
Cheese	Natural Varieties	1 # shred	2334	3.88	2964	4.14	1806	4.86
Cottage cheese		16 oz	4764	1.98	5041	2.07	3741	2.08
Cream cheese		8 oz	3351	1.89	2606	1.77	3822	1.67
Flavored milk	All fat tests	half gallon	1168	2.31	466	2.26	560	2.10
Flavored milk	All fat tests	gallon	512	3.24	662	2.82	461	2.29
Ice cream		48-64oz	15828	3.11	13263	2.92	13492	2.84
Milk	All fat tests	half gallon	482	2.04	1549	2.02	1124	2.82
Milk	All fat tests	gallon	2555	2.72	3383	2.32	4786	2.98
Sour cream		16 oz	6880	1.79	7185	1.81	3865	1.74
Yogurt	Greek	4-6 oz	11441	.93	13843	.96	13459	.96
Yogurt	Greek	32 oz	2561	4.77	3661	3.96	1012	4.83
Yogurt	Yogurt	4-6 oz	7600	.52	6945	.52	8798	.48
Yogurt	Yogurt	32 oz	904	2.37	352	2.17	842	2.36

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	839	3.31	2.50-3.75	1427	3.28	2.50	595	2.50
Cheese	Natural Varieties	8 oz block	1.50-3.50	2281	2.22	1.67-2.50	3021	2.31	1.25-3.50	810	2.14
Cheese	Natural Varieties	1 # block	3.99-5.99	1360	5.59	2.99	64	2.99	3.99-5.99	557	4.80
Cheese	Natural Varieties	2 # block	6.99	84	6.99				5.44	69	5.44
Cheese	Natural Varieties	8 oz shred	1.88-2.99	1896	2.28	1.67-2.50	3559	2.31	1.25-3.00	752	1.90
Cheese	Natural Varieties	1 # shred	2.99-4.22	642	3.69				3.00-4.00	570	3.63
Cottage cheese		16 oz	1.50-2.69	1061	2.09	1.50-2.50	1564	1.70	1.50-1.99	222	1.73
Cream cheese		8 oz	1.50-2.29	1393	1.72	2.00-2.50	850	2.03	0.99-2.00	223	1.52
Flavored milk	All fat tests	half gallon	1.99	328	1.99	3.00	214	3.00	1.50-2.50	380	2.08
Flavored milk	All fat tests	gallon	2.99	62	2.99	3.99	214	3.99	2.50	53	2.50
Ice cream		48-64oz	1.80-3.79	3950	2.85	1.99-5.00	4034	3.14	1.88-4.22	3861	3.33
Milk	All fat tests	half gallon	2.50	72	2.50						
Milk	All fat tests	gallon	3.69	137	3.69	1.99-3.99	334	3.27	1.99-2.50	805	2.25
Sour cream		16 oz	1.48-2.00	1762	1.64	1.50	1737	1.50	1.50-2.00	628	1.66
Yogurt	Greek	4-6 oz	0.50-1.00	2684	.96	0.80-1.00	2738	.91	0.79-1.00	1314	.94
Yogurt	Greek	32 oz	3.99-5.49	1114	4.99	5.49	61	5.49			
Yogurt	Yogurt	4-6 oz	0.25-0.99	1708	.49	0.40-0.50	1601	.46	0.40-1.00	1742	.54

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	1.99-2.50	314	2.23				2.00	119	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 #	2.50-3.75	702	2.65	1.99-3.49	571	2.86	2.99-3.50	681	3.30
Cheese	Natural Varieties	8 oz block	1.50-2.50	495	2.12	1.25-2.99	1672	2.00	1.25-2.99	259	2.01
Cheese	Natural Varieties	1 # block				3.99	63	3.99	3.99-5.99	174	5.20
Cheese	Natural Varieties	2 # block				7.99	167	7.99	5.99-7.99	337	7.11
Cheese	Natural Varieties	8 oz shred	1.50-2.99	1758	2.28	1.25-2.99	1543	1.93	1.25-2.29	427	1.89
Cheese	Natural Varieties	1 # shred	2.99-4.22	1053	4.13				3.99	69	3.99
Cottage cheese		16 oz	1.50-2.99	294	2.21	1.00-3.49	1091	2.16	0.99-2.50	532	2.15
Cream cheese		8 oz	1.99-2.99	331	2.48	1.67-1.88	424	1.76	1.99-2.50	130	2.23
Flavored milk	All fat tests	half gallon				2.50	246	2.50			
Flavored milk	All fat tests	gallon	1.99	121	1.99	3.99	62	3.99			
Ice cream		48-64oz	2.49-5.50	2000	3.27	2.27-3.99	1697	2.91	2.50-4.99	259	3.38
Milk	All fat tests	half gallon	1.99-2.29	333	2.06				1.25	66	1.25
Milk	All fat tests	gallon	2.99-3.29	368	3.10	1.89-3.99	701	2.78	1.99-2.39	210	2.19
Sour cream		16 oz	1.50-2.99	430	1.94	1.00-3.49	1441	2.32	0.99-2.39	855	1.83
Yogurt	Greek	4-6 oz	0.79-1.00	1134	.90	0.79-1.00	2265	.94	0.88-1.00	1306	.93
Yogurt	Greek	32 oz	4.99-5.49	324	5.24	4.49-4.99	668	4.81	3.50-3.99	394	3.63
Yogurt	Yogurt	4-6 oz	0.30-0.50	577	.44	0.39-0.50	1169	.45	0.40-1.33	803	.77
Yogurt	Yogurt	32 oz							2.49-2.99	471	2.56

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 #	3.49	11	3.49			
Cheese	Natural Varieties	8 oz block	3.50	11	3.50	2.50	27	2.50
Ice cream		48-64oz				4.50	27	4.50
Milk	All fat tests	half gallon	3.29	11	3.29			
Sour cream		16 oz				1.99	27	1.99

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 #	846	4.82	926	5.21	230	5.00
Cheese	Natural Varieties	8 oz block					162	3.99
Cheese	Natural Varieties	8 oz shred	267	3.99	468	3.70	276	3.79
Cottage cheese		16 oz	1947	3.54	378	3.31		
Ice cream		48-64oz	1083	3.50	1083	3.50		
Milk	All fat tests	half gallon	3135	4.09	3566	3.59	1280	4.00
Milk	All fat tests	gallon	965	5.65	496	6.38	203	6.33
Milk	All fat tests	8 oz UHT			729	1.00	53	1.00
Sour cream		16 oz	1649	3.32	219	2.39	121	1.99
Yogurt	Greek	4-6 oz	2029	1.06	120	1.25	323	1.19
Yogurt	Yogurt	4-6 oz	300	1.30	118	3.69	143	.93
Yogurt	Yogurt	32 oz	59	2.99				

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				4.99	213	4.99
Cottage cheese		16 oz	3.99	84	3.99	3.49	394	3.49	2.99-3.99	595	3.47
Ice cream		48-64oz				3.50	1083	3.50			
Milk	All fat tests	half gallon	3.99-4.99	232	4.52	3.98-3.99	1411	3.99	4.79	81	4.79
Milk	All fat tests	gallon	5.49-5.99	192	5.71	4.49	87	4.49	3.99	53	3.99
Sour cream		16 oz	2.99	84	2.99	3.49	394	3.49	2.99-3.49	595	3.34
Yogurt	Greek	4-6 oz	1.25	304	1.25	1.00-1.25	469	1.10	1.00	595	1.00
Yogurt	Yogurt	4-6 oz				1.00	120	1.00	1.50	180	1.50
Yogurt	Yogurt	32 oz	2.99	59	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 #	3.49-3.88	303	3.70	5.99	246	5.99			
Cheese	Natural Varieties	8 oz shred	3.99	162	3.99				3.99	105	3.99
Cottage cheese		16 oz	3.39-3.99	513	3.61	3.49	361	3.49			
Milk	All fat tests	half gallon	4.49	141	4.49	3.99-4.49	909	4.26	2.99-3.99	361	3.45
Milk	All fat tests	gallon	2.99-5.99	177	4.67	6.99	246	6.99	5.49-5.99	210	5.74
Sour cream		16 oz	3.39-3.49	351	3.43	3.49	120	3.49	2.29	105	2.29
Yogurt	Greek	4-6 oz	1.00	210	1.00	1.00	451	1.00			



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

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