



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 29

Issued Weekly

Friday, July 22, 2016

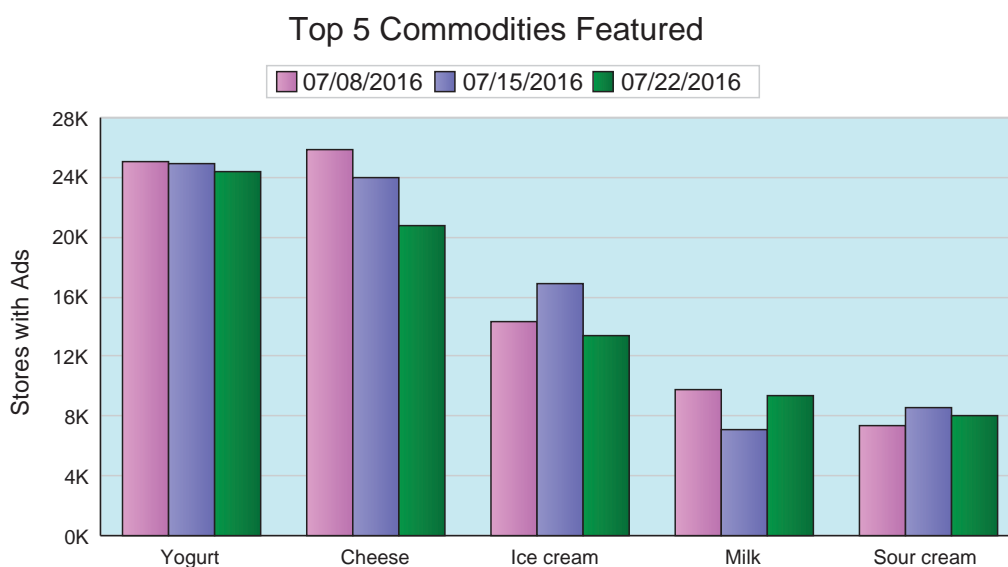
Advertised Prices for Dairy Products at Major Retail Supermarket Outlets ending during the period of 07/22/2016 to 07/28/2016

Total conventional dairy ad numbers decreased 5%, and organic dairy ad numbers decreased 37%. Conventional Greek yogurt in 4 to 6 ounce containers became the top dairy item advertised, followed by the seasonal favorites: ice cream in 48 to 64 ounce containers, 16 ounce containers of sour cream, and 8 ounce packs of shred cheese.

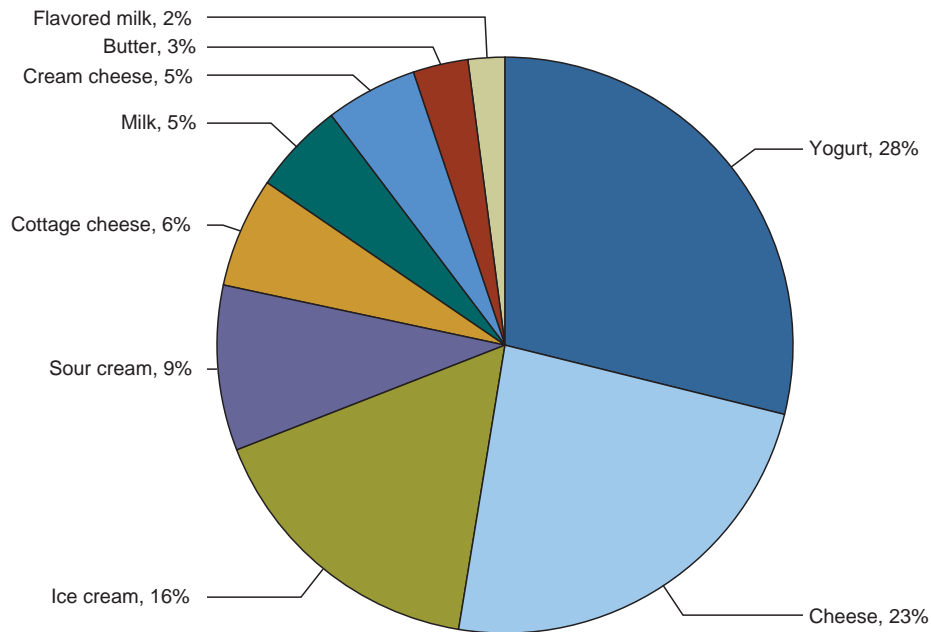
The price spread between organic and conventional half gallon milk is \$2.49. Last week the spread was \$2.05. The price spread is the difference between the national weighted average price for organic, \$3.90, and conventional, \$1.41. Both conventional and organic milk ad numbers increased this week, conventional milk number of ads increased 44% and organic milk ads went up 20%.

The U.S. advertised price for 8 ounce conventional cheese blocks averaged \$2.13, down 6 cents from last week; 8 ounce shred cheese averaged \$2.26, up 7 cents from last week. Ads for 8 ounce organic shred cheese average \$3.82, down 17 cents compared to the previous week. The number of conventional cheese ads decreased by 16%, while organic cheese ads increased 189% this week.

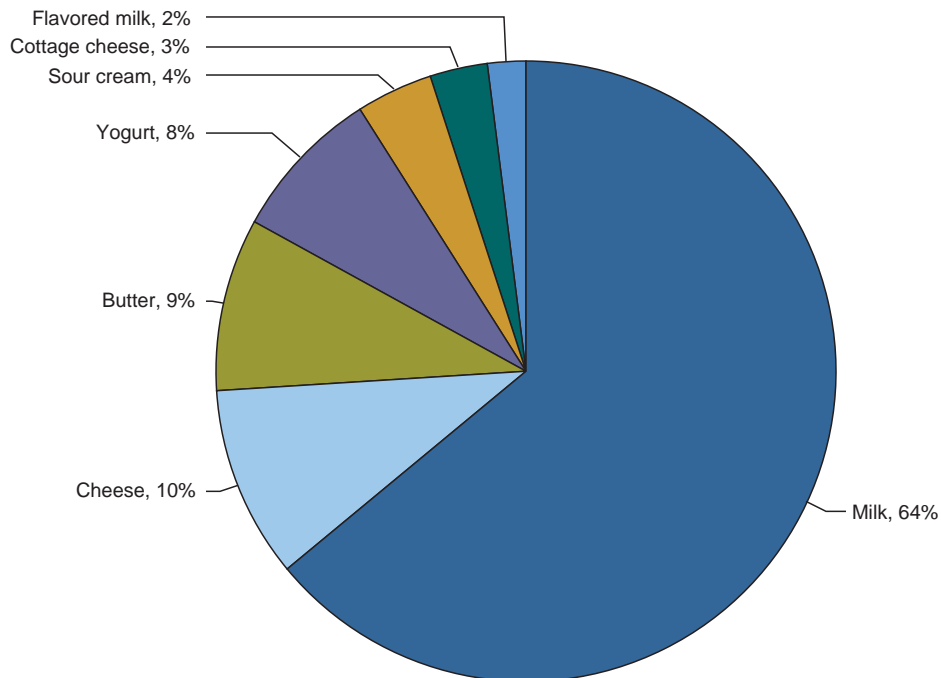
The national weighted average price for conventional 1 pound butter is \$3.07, and organic 1 pound butter is \$4.99. When compared to the previous week, the volume of ad numbers for conventional butter fell 46%, while organic butter ad numbers declined by 20%.



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 # | 2585 | 3.07 | 4826 | 3.05 | 2497 | 3.29 |
| Cheese | Natural Varieties | 8 oz block | 5961 | 2.13 | 8576 | 2.19 | 6892 | 2.27 |
| Cheese | Natural Varieties | 1 # block | 3216 | 3.48 | 2218 | 5.24 | 2061 | 3.17 |
| Cheese | Natural Varieties | 2 # block | 395 | 6.32 | 657 | 7.14 | 939 | 6.02 |
| Cheese | Natural Varieties | 8 oz shred | 7479 | 2.26 | 9935 | 2.19 | 7340 | 2.43 |
| Cheese | Natural Varieties | 1 # shred | 2896 | 3.59 | 2334 | 3.88 | 1798 | 3.07 |
| Cottage cheese | | 16 oz | 4790 | 1.74 | 4764 | 1.98 | 2169 | 2.01 |
| Cream cheese | | 8 oz | 4298 | 1.95 | 3351 | 1.89 | 3727 | 1.67 |
| Flavored milk | All fat tests | half gallon | 1169 | 2.32 | 1168 | 2.31 | 799 | 2.46 |
| Flavored milk | All fat tests | gallon | 595 | 2.76 | 512 | 3.24 | 565 | 2.86 |
| Ice cream | | 48-64oz | 13390 | 2.78 | 15828 | 3.11 | 12031 | 2.89 |
| Milk | All fat tests | half gallon | 939 | 1.41 | 482 | 2.04 | 515 | 1.80 |
| Milk | All fat tests | gallon | 3445 | 2.41 | 2555 | 2.72 | 4641 | 2.49 |
| Sour cream | | 16 oz | 7734 | 1.72 | 6880 | 1.79 | 4379 | 1.51 |
| Yogurt | Greek | 4-6 oz | 13778 | .94 | 11441 | .93 | 12366 | .95 |
| Yogurt | Greek | 32 oz | 2068 | 4.64 | 2561 | 4.77 | 1405 | 4.19 |
| Yogurt | Yogurt | 4-6 oz | 7066 | .47 | 7600 | .52 | 8845 | .47 |
| Yogurt | Yogurt | 32 oz | 882 | 2.49 | 904 | 2.37 | 1207 | 2.14 |

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 | 1429 | 3.33 | | | | | | |
| Cheese | Natural Varieties | 8 oz block | 1.49-3.00 | 2581 | 2.00 | 1.67-2.00 | 1116 | 1.98 | 2.00-3.99 | 697 | 2.54 |
| Cheese | Natural Varieties | 1 # block | 2.99-5.99 | 661 | 3.84 | 2.99-3.48 | 405 | 3.23 | 2.99-3.99 | 823 | 3.14 |
| Cheese | Natural Varieties | 8 oz shred | 1.50-3.50 | 2453 | 2.28 | 1.67-2.50 | 2283 | 2.25 | 2.00-2.99 | 528 | 2.28 |
| Cheese | Natural Varieties | 1 # shred | 2.99-3.99 | 353 | 3.37 | 2.99-5.00 | 806 | 4.24 | 2.99-3.99 | 733 | 3.24 |
| Cottage cheese | | 16 oz | 1.50-2.50 | 1148 | 2.01 | 1.25-2.00 | 1521 | 1.48 | 1.50-1.99 | 453 | 1.69 |
| Cream cheese | | 8 oz | 1.50-2.50 | 1382 | 1.83 | 2.00 | 1064 | 2.00 | 1.33-2.49 | 393 | 1.69 |
| Flavored milk | All fat tests | half gallon | 1.99-3.19 | 471 | 2.76 | 1.99 | 64 | 1.99 | 0.87-1.99 | 270 | 1.37 |
| Flavored milk | All fat tests | gallon | 3.99 | 84 | 3.99 | 3.99 | 84 | 3.99 | | | |
| Ice cream | | 48-64oz | 1.99-3.99 | 2334 | 2.89 | 1.25-4.99 | 4074 | 2.84 | 1.99-4.50 | 3442 | 2.71 |
| Milk | All fat tests | half gallon | 1.99-3.49 | 198 | 2.47 | 0.99-1.00 | 237 | 1.00 | 1.00-1.59 | 360 | 1.21 |
| Milk | All fat tests | gallon | 1.79 | 161 | 1.79 | 2.50-3.99 | 1167 | 2.61 | 1.79-1.99 | 347 | 1.93 |
| Sour cream | | 16 oz | 1.48-2.00 | 1894 | 1.81 | 1.25-2.00 | 2840 | 1.70 | 1.25-1.89 | 776 | 1.45 |
| Yogurt | Greek | 4-6 oz | 0.75-1.09 | 3550 | .95 | 0.79-1.00 | 4204 | .91 | 0.88-1.00 | 1231 | .98 |
| Yogurt | Greek | 32 oz | 3.99-5.49 | 738 | 5.04 | 5.49 | 61 | 5.49 | | | |
| Yogurt | Yogurt | 4-6 oz | 0.44-0.60 | 972 | .52 | 0.39-0.50 | 2345 | .50 | 0.50 | 927 | .50 |
| Yogurt | Yogurt | 32 oz | 1.99-2.69 | 288 | 2.26 | 2.00 | 195 | 2.00 | 3.00 | 69 | 3.00 |

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 # | 3.00-3.50 | 236 | 3.25 | 0.88-2.99 | 465 | 1.88 | 2.99-3.59 | 455 | 3.39 |
| Cheese | Natural Varieties | 8 oz block | 1.00-2.50 | 524 | 1.82 | 1.77-2.99 | 654 | 2.50 | 1.25-3.00 | 304 | 2.33 |
| Cheese | Natural Varieties | 1 # block | 2.99 | 210 | 2.99 | 2.77-4.99 | 982 | 3.73 | 2.99-3.99 | 135 | 3.50 |
| Cheese | Natural Varieties | 2 # block | | | | 4.99 | 114 | 4.99 | 5.00-7.99 | 279 | 6.87 |
| Cheese | Natural Varieties | 8 oz shred | 1.00-2.99 | 1451 | 2.18 | 1.99-2.99 | 537 | 2.32 | 1.25-3.00 | 174 | 2.31 |
| Cheese | Natural Varieties | 1 # shred | 2.99-5.00 | 133 | 3.82 | 2.77-3.98 | 736 | 3.31 | 2.99-3.99 | 135 | 3.50 |
| Cottage cheese | | 16 oz | 1.25-2.49 | 274 | 2.04 | 1.00-1.89 | 802 | 1.40 | 0.99-2.50 | 568 | 2.20 |
| Cream cheese | | 8 oz | 1.50-2.99 | 611 | 2.03 | 1.67-1.77 | 309 | 1.69 | 1.99-2.50 | 488 | 2.38 |
| Flavored milk | All fat tests | half gallon | 2.50 | 118 | 2.50 | 2.50 | 246 | 2.50 | | | |
| Flavored milk | All fat tests | gallon | 1.99 | 121 | 1.99 | 1.99-3.99 | 306 | 2.40 | | | |
| Ice cream | | 48-64oz | 1.89-3.99 | 1021 | 2.73 | 1.88-3.99 | 2247 | 2.60 | 2.50-3.99 | 127 | 3.22 |
| Milk | All fat tests | half gallon | 0.99 | 78 | .99 | | | | 1.25 | 66 | 1.25 |
| Milk | All fat tests | gallon | 1.99-3.79 | 515 | 2.94 | 1.85-2.99 | 1255 | 2.23 | | | |
| Sour cream | | 16 oz | 1.25-2.00 | 336 | 1.76 | 1.00-1.99 | 1146 | 1.65 | 0.99-2.39 | 673 | 1.80 |
| Yogurt | Greek | 4-6 oz | 0.69-1.00 | 1497 | .90 | 0.78-1.00 | 1954 | .95 | 0.88-1.00 | 1276 | .96 |
| Yogurt | Greek | 32 oz | 4.99 | 276 | 4.99 | 4.49-4.99 | 538 | 4.76 | 3.50 | 455 | 3.50 |
| Yogurt | Yogurt | 4-6 oz | 0.25-0.50 | 476 | .35 | 0.25-0.50 | 1657 | .39 | 0.30-0.89 | 583 | .47 |
| Yogurt | Yogurt | 32 oz | | | | 2.50-3.50 | 313 | 2.86 | | | |

| 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 |
| Cheese | Natural Varieties | 8 oz block | | | | 2.49-3.25 | 85 | 2.94 |
| Cheese | Natural Varieties | 2 # block | 4.99 | 2 | 4.99 | | | |
| Cheese | Natural Varieties | 8 oz shred | 3.00 | 2 | 3.00 | 2.49-3.00 | 51 | 2.73 |
| Cottage cheese | | 16 oz | | | | 2.49 | 24 | 2.49 |
| Cream cheese | | 8 oz | 1.69-2.99 | 27 | 2.70 | 2.00 | 24 | 2.00 |
| Ice cream | | 48-64oz | 3.98-3.99 | 9 | 3.99 | 3.49-4.49 | 136 | 3.89 |
| Sour cream | | 16 oz | 1.50-3.50 | 45 | 2.80 | 2.50 | 24 | 2.50 |
| Yogurt | Greek | 4-6 oz | 0.99-1.50 | 59 | 1.06 | 1.07-1.25 | 7 | 1.17 |
| Yogurt | Yogurt | 4-6 oz | 1.00 | 28 | 1.00 | 0.49-0.60 | 78 | .53 |
| Yogurt | Yogurt | 32 oz | 2.50-2.69 | 8 | 2.64 | 2.50-3.97 | 9 | 3.48 |

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 # | 675 | 4.99 | 846 | 4.82 | 335 | 5.93 |
| Cheese | Natural Varieties | 8 oz block | 246 | 4.99 | | | 162 | 3.99 |
| Cheese | Natural Varieties | 1 # block | 27 | 5.99 | | | | |
| Cheese | Natural Varieties | 8 oz shred | 498 | 3.82 | 267 | 3.99 | 84 | 3.99 |
| Cottage cheese | | 16 oz | 246 | 3.99 | 1947 | 3.54 | 121 | 2.99 |
| Flavored milk | All fat tests | half gallon | 161 | 4.79 | | | | |
| Ice cream | | 48-64oz | | | 1083 | 3.50 | | |
| Milk | All fat tests | half gallon | 4095 | 3.90 | 3135 | 4.09 | 1883 | 3.43 |
| Milk | All fat tests | gallon | 763 | 6.20 | 965 | 5.65 | 628 | 5.26 |
| Milk | All fat tests | 8 oz UHT | 69 | 1.00 | | | 156 | .99 |
| Sour cream | | 16 oz | 326 | 2.34 | 1649 | 3.32 | 121 | 1.99 |
| Yogurt | Greek | 4-6 oz | 314 | 1.32 | 2029 | 1.06 | 573 | 1.19 |
| Yogurt | Greek | 32 oz | 315 | 6.59 | | | | |
| Yogurt | Yogurt | 4-6 oz | | | 300 | 1.30 | | |
| 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 | | | | | | |
| Cheese | Natural Varieties | 8 oz shred | 3.50-3.69 | 231 | 3.62 | | | | | | |
| Cottage cheese | | 16 oz | 3.99 | 84 | 3.99 | | | | | | |
| Flavored milk | All fat tests | half gallon | 4.79 | 161 | 4.79 | | | | | | |
| Milk | All fat tests | half gallon | 3.49-4.99 | 808 | 3.98 | 2.99-4.49 | 1477 | 4.09 | 2.99-4.79 | 786 | 3.52 |
| Milk | All fat tests | gallon | 4.99 | 84 | 4.99 | | | | | | |
| Sour cream | | 16 oz | 1.99-2.99 | 221 | 2.37 | | | | | | |
| Yogurt | Greek | 4-6 oz | 1.25-1.39 | 314 | 1.32 | | | | | | |

| 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 # | 3.88-4.99 | 276 | 4.34 | 5.99 | 246 | 5.99 | 3.99 | 69 | 3.99 |
| Cheese | Natural Varieties | 8 oz block | | | | 4.99 | 246 | 4.99 | | | |
| Cheese | Natural Varieties | 8 oz shred | 3.99 | 162 | 3.99 | | | | 3.99 | 105 | 3.99 |
| Cottage cheese | | 16 oz | 3.99 | 162 | 3.99 | | | | | | |
| Milk | All fat tests | half gallon | 2.99 | 78 | 2.99 | 2.99-4.49 | 634 | 3.85 | 2.99-3.99 | 240 | 3.43 |
| Milk | All fat tests | gallon | 5.99 | 82 | 5.99 | 5.99-6.99 | 492 | 6.49 | 5.99 | 105 | 5.99 |
| Milk | All fat tests | 8 oz UHT | | | | | | | 1.00 | 69 | 1.00 |

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 |
| Sour cream | | 16 oz | | | | | | | 2.29 | 105 | 2.29 |
| Yogurt | Greek | 32 oz | | | | 6.29-6.99 | 315 | 6.59 | | | |

| 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 |
| Cheese | Natural Varieties | 1 # block | | | | 5.99 | 27 | 5.99 |
| Milk | All fat tests | half gallon | 2.99 | 11 | 2.99 | 4.99-7.69 | 61 | 6.49 |

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 |