



Dairy Market News Branch

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Websites: <http://www.marketnews.usda.gov/mnp/da-home> and <http://www.ams.usda.gov/mnreports/dybretail.pdf>

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Advertised Prices for Dairy Products at Major Retail Supermarket Outlets ending during the period of 07/29/2016 to 08/04/2016

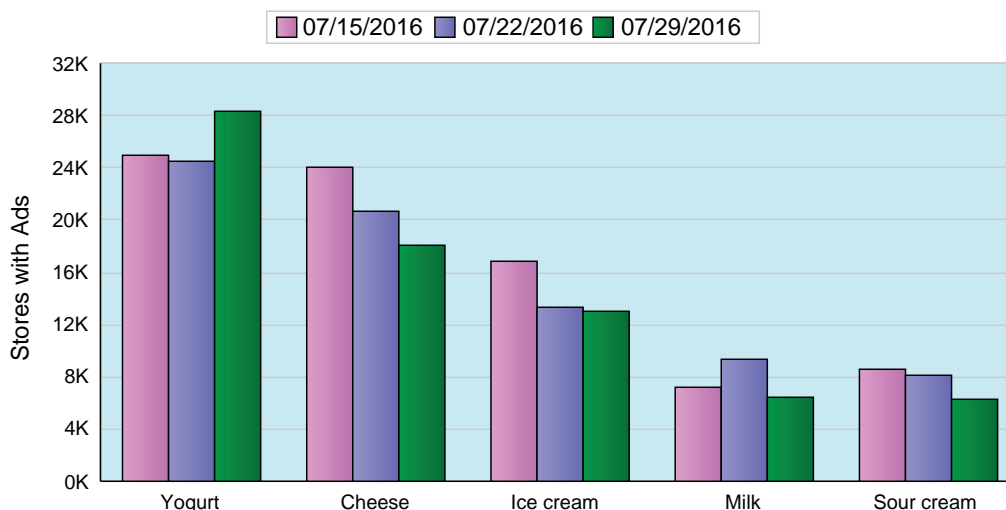
Conventional Greek yogurt in 4 to 6 ounce containers is the single most advertised dairy item, having a U.S. weighted average advertised price of 93 cents, down from 94 cents last week. Ice cream in 48 to 64 ounce containers is the second most advertised with a price of \$3.02, up from \$2.78. Total conventional dairy ad numbers decreased 7%, while organic dairy ad numbers increased 2%.

The price spread between organic and conventional half gallon milk is \$1.45. Last week the spread was \$2.49. The price spread is the difference between the national weighted average price for organic, \$3.72, and conventional, \$2.27. Both total conventional and organic milk ad numbers decreased this week, conventional milk ad numbers decreased 30% and organic milk ads decreased 32%.

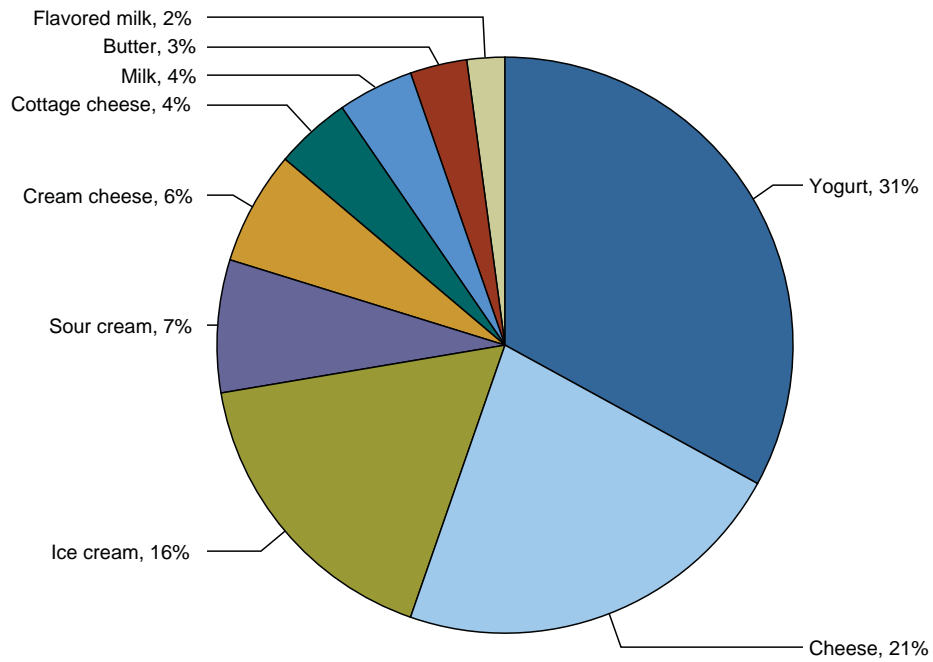
The national weighted average price for conventional 1 pound butter is \$3.21, while organic 1 pound butter is \$4.36, an organic premium of \$1.15. When compared to the previous week, the volume of ad numbers for conventional butter increased 2%, while organic butter ad numbers declined by 57%.

The U.S. advertised price for 8 ounce conventional cheese blocks averaged \$2.05, down 8 cents from last week; 8 ounce shred cheese averaged \$2.22, down 4 cents from last week. Ads for 8 ounce organic shred cheese average \$3.68, an organic premium of \$1.46. The number of conventional cheese ads decreased 13%, while organic cheese ads increased 5% this week.

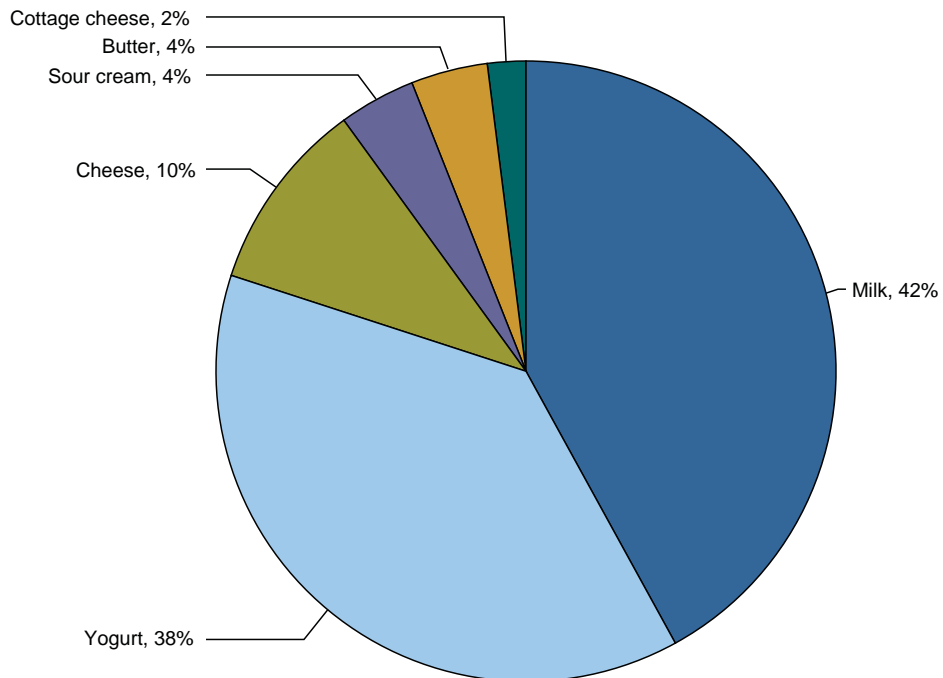
Top 5 Commodities Featured



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 #	2648	3.21	2585	3.07	4473	3.36
Cheese	Natural Varieties	8 oz block	5834	2.05	5961	2.13	5744	2.22
Cheese	Natural Varieties	1 # block	383	4.10	3216	3.48	2114	3.39
Cheese	Natural Varieties	2 # block	761	6.59	395	6.32	263	7.46
Cheese	Natural Varieties	8 oz shred	10264	2.22	7479	2.26	7444	2.21
Cheese	Natural Varieties	1 # shred	69	3.99	2896	3.59	1352	3.27
Cottage cheese		16 oz	3193	1.80	4790	1.74	2660	2.38
Cream cheese		8 oz	4805	1.88	4298	1.95	5038	1.98
Flavored milk	All fat tests	half gallon	1475	2.30	1169	2.32	456	1.91
Flavored milk	All fat tests	gallon	380	3.43	595	2.76	826	2.74
Ice cream		48-64oz	13053	3.02	13390	2.78	12595	2.83
Milk	All fat tests	half gallon	907	2.27	939	1.41	678	2.18
Milk	All fat tests	gallon	2153	2.66	3445	2.41	1920	2.36
Sour cream		16 oz	6006	1.67	7734	1.72	5038	1.59
Yogurt	Greek	4-6 oz	14665	.93	13778	.94	11334	1.00
Yogurt	Greek	32 oz	3183	4.35	2068	4.64	1277	4.62
Yogurt	Yogurt	4-6 oz	6513	.46	7066	.47	8705	.51
Yogurt	Yogurt	32 oz	1005	2.51	882	2.49	3775	2.09

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 #	2.98-3.99	1538	3.43	3.00-3.18	256	3.14	1.99-2.50	175	2.19
Cheese	Natural Varieties	8 oz block	1.25-3.00	2233	2.07	2.00-3.00	1667	2.14	1.49-2.50	572	1.84
Cheese	Natural Varieties	8 oz shred	1.00-3.00	2341	2.32	1.99-2.50	3348	2.32	1.49-2.00	633	1.92
Cottage cheese		16 oz	1.00-2.50	851	1.98	1.50-1.68	1197	1.53	2.50	57	2.50
Cream cheese		8 oz	1.25-2.49	1393	1.79	2.00	1002	2.00	1.00-1.99	342	1.56
Flavored milk	All fat tests	half gallon	1.99-3.49	1170	2.41	2.50	61	2.50	1.49-2.00	244	1.70
Flavored milk	All fat tests	gallon				3.99	214	3.99			
Ice cream		48-64oz	1.99-4.49	4119	2.96	1.99-3.99	3216	2.96	1.99-4.99	1711	3.00
Milk	All fat tests	half gallon	2.50	137	2.50				1.66-2.00	138	1.86
Milk	All fat tests	gallon	1.99-2.79	492	2.57	2.75-4.97	276	4.47	1.49-2.79	649	2.05
Sour cream		16 oz	1.00-2.49	1947	1.78	1.38-1.77	1606	1.54	1.29-1.69	699	1.49
Yogurt	Greek	4-6 oz	0.69-1.50	3369	.99	0.70-1.00	4125	.91	0.70-1.00	2047	.90
Yogurt	Greek	32 oz	3.99-5.99	415	4.82	3.99	210	3.99	3.99-4.49	666	4.16
Yogurt	Yogurt	4-6 oz	0.25-0.50	1399	.45	0.40-0.50	1998	.49	0.50-0.59	422	.54
Yogurt	Yogurt	32 oz	2.50	147	2.50	2.50	84	2.50			



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 #	0.88-2.99	298	2.01	3.99	246	3.99	2.99	105	2.99
Cheese	Natural Varieties	8 oz block	1.00-2.00	489	1.43	1.99-2.99	461	2.35	1.00-3.00	364	2.28
Cheese	Natural Varieties	1 # block	3.99	74	3.99	3.88-4.99	240	4.17	3.99	69	3.99
Cheese	Natural Varieties	2 # block				5.99-7.99	446	6.79	4.99-7.99	279	6.12
Cheese	Natural Varieties	8 oz shred	1.00-2.99	1959	2.06	1.49-3.50	1573	2.17	1.00-3.00	364	2.28
Cheese	Natural Varieties	1 # shred							3.99	69	3.99
Cottage cheese		16 oz	2.50	121	2.50	1.00-2.50	828	1.79	2.00	105	2.00
Cream cheese		8 oz	1.49-2.99	356	1.99	1.00-2.50	1006	1.91	1.50-2.50	601	1.81
Flavored milk	All fat tests	gallon	1.99	121	1.99						
Ice cream		48-64oz	1.99-4.49	477	2.91	1.99-4.50	3149	3.01	3.00-4.99	193	3.85
Milk	All fat tests	half gallon	1.37-2.50	430	2.02	2.79	178	2.79			
Milk	All fat tests	gallon	2.99	162	2.99	1.89-2.79	351	2.34	1.67-2.39	174	2.10
Sour cream		16 oz	1.99-2.50	433	2.08	0.99-2.00	876	1.63	1.50	394	1.50
Yogurt	Greek	4-6 oz	0.70-1.00	1551	.90	0.70-1.00	2856	.94	0.79-1.25	649	.93
Yogurt	Greek	32 oz	3.49-4.99	538	4.39	3.99-6.99	588	5.10	3.00-4.99	739	3.67
Yogurt	Yogurt	4-6 oz	0.33-0.50	767	.45	0.33-0.50	1244	.40	0.33-0.50	601	.44
Yogurt	Yogurt	32 oz	2.50	220	2.50	2.50-4.99	199	3.28	1.79-3.49	350	2.09

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 #				4.29-4.49	30	4.47
Cheese	Natural Varieties	8 oz block	2.00-3.50	45	3.13	1.97	3	1.97
Cheese	Natural Varieties	2 # block	4.99	2	4.99	7.99	34	7.99
Cheese	Natural Varieties	8 oz shred	2.00-3.98	43	2.67	1.97	3	1.97
Cottage cheese		16 oz				3.25	34	3.25
Cream cheese		8 oz	1.50-3.00	54	2.55	2.00-3.00	51	2.53
Flavored milk	All fat tests	gallon	3.49	11	3.49	4.99	34	4.99
Ice cream		48-64oz	2.99-8.99	76	6.03	3.49-5.29	112	4.44
Milk	All fat tests	half gallon				3.79	24	3.79
Milk	All fat tests	gallon	3.49	11	3.49	4.99-5.19	38	5.01
Sour cream		16 oz				1.99-2.00	51	1.99
Yogurt	Greek	4-6 oz	1.25-1.66	34	1.59	0.99-1.20	34	1.01
Yogurt	Greek	32 oz				5.99	27	5.99
Yogurt	Yogurt	4-6 oz	0.50	21	.50	0.49-0.88	61	.71
Yogurt	Yogurt	32 oz	2.50	2	2.50	3.50	3	3.50

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
Butter		1 #	291	4.36	675	4.99	187	4.92
Cheese	Natural Varieties	8 oz block	345	4.02	246	4.99	365	3.99
Cheese	Natural Varieties	1 # block			27	5.99		
Cheese	Natural Varieties	8 oz shred	463	3.68	498	3.82	84	3.99
Cottage cheese		16 oz	198	3.41	246	3.99		
Flavored milk	All fat tests	half gallon			161	4.79		
Milk	All fat tests	half gallon	2924	3.72	4095	3.90	1502	3.42
Milk	All fat tests	gallon	162	5.51	763	6.20	332	5.39
Milk	All fat tests	8 oz UHT	244	1.00	69	1.00	105	1.00
Sour cream		16 oz	324	2.26	326	2.34	206	2.33
Yogurt	Greek	4-6 oz	2296	1.11	314	1.32	313	1.05
Yogurt	Greek	32 oz	422	4.67	315	6.59		
Yogurt	Yogurt	4-6 oz					315	1.12
Yogurt	Yogurt	32 oz	221	3.99			353	3.51

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	108	4.99						
Cottage cheese		16 oz	3.99	84	3.99						
Milk	All fat tests	half gallon	2.99-4.99	745	4.11	2.99	120	2.99	2.99-4.79	316	3.45
Milk	All fat tests	gallon	5.99	84	5.99						
Milk	All fat tests	8 oz UHT				1.00	61	1.00			
Yogurt	Greek	4-6 oz	1.25-1.39	710	1.38	1.00-1.39	1205	1.03	1.00	137	1.00
Yogurt	Yogurt	32 oz	3.99	221	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	114	3.99				3.99	69	3.99
Cheese	Natural Varieties	8 oz block	3.99	162	3.99	3.49	114	3.49	4.99	69	4.99
Cheese	Natural Varieties	8 oz shred							3.49-3.99	463	3.68
Cottage cheese		16 oz	2.99	114	2.99						
Milk	All fat tests	half gallon	2.99	303	2.99	2.99-4.49	944	4.00	2.99-3.99	460	3.22

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
Milk	All fat tests	gallon	4.99	78	4.99						
Milk	All fat tests	8 oz UHT				1.00	114	1.00	1.00	69	1.00
Sour cream		16 oz	2.49	114	2.49				1.99-2.29	210	2.14
Yogurt	Greek	4-6 oz				0.80	244	.80			
Yogurt	Greek	32 oz				3.49-6.29	422	4.67			

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	3.99	6	3.99	5.97-5.99	30	5.99

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