



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 31

Issued Weekly

Friday, August 5, 2016

Advertised Prices for Dairy Products at Major Retail Supermarket Outlets ending during the period of 08/05/2016 to 08/11/2016

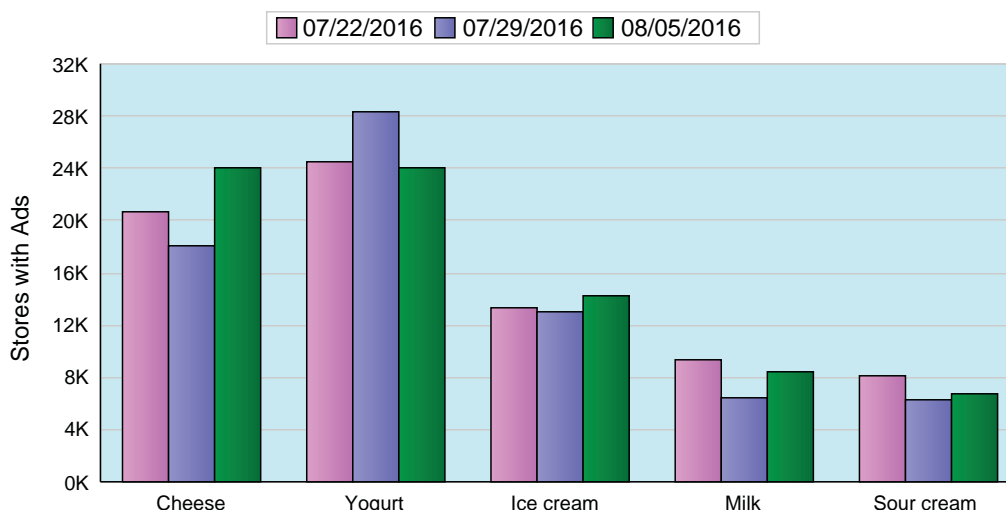
Conventional ice cream in 48 to 64 ounce containers is the single most advertised dairy item, having a U.S. weighted average advertised price of \$3.01, down from \$3.02. Total conventional dairy ad numbers increased 6%, and organic dairy ad numbers increased 23%.

The price spread between organic and conventional half gallon milk is \$1.17. Last week the spread was \$1.45. The price spread is the difference between the national weighted average price for organic, \$3.84, and conventional, \$2.67. Conventional milk ad numbers decreased this week, while organic milk ad numbers increased.

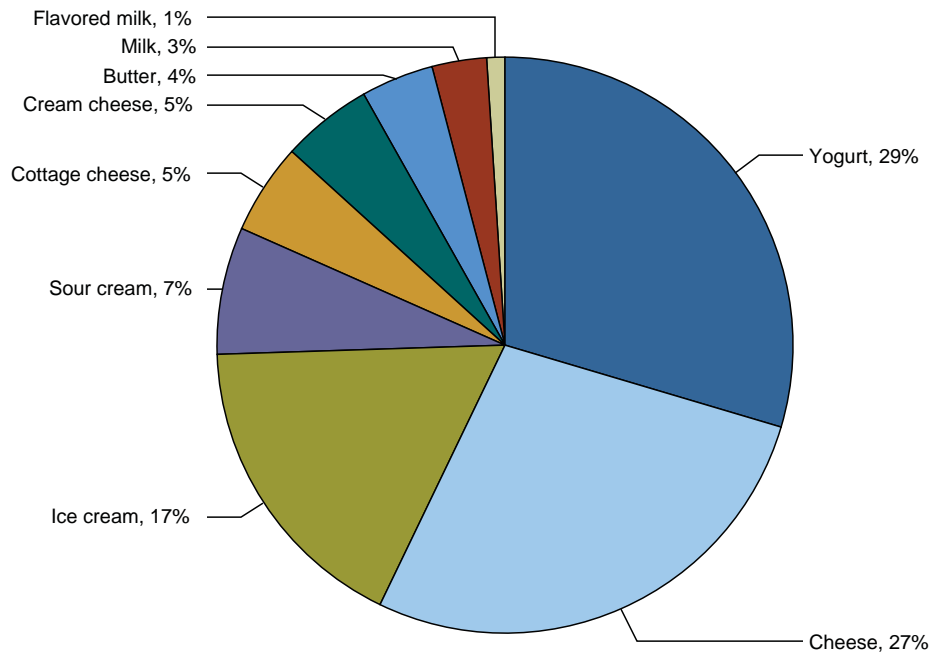
The national weighted average price for conventional 1 pound butter is \$2.99, while organic 1 pound butter is \$5.27, an organic premium of \$2.28. When compared to the previous week, the volume of ad numbers for conventional butter increased 27%, and organic butter ad numbers increased 6%.

The U.S. advertised price for 8 ounce conventional cheese blocks averaged \$2.14, up 9 cents from last week; 8 ounce shred cheese averaged \$2.29, up 7 cents from last week. Ads for 8 ounce organic shred cheese average \$3.79, an organic premium of \$1.50. The number of conventional cheese ads increased 33%, and organic cheese ads increased 34% this week.

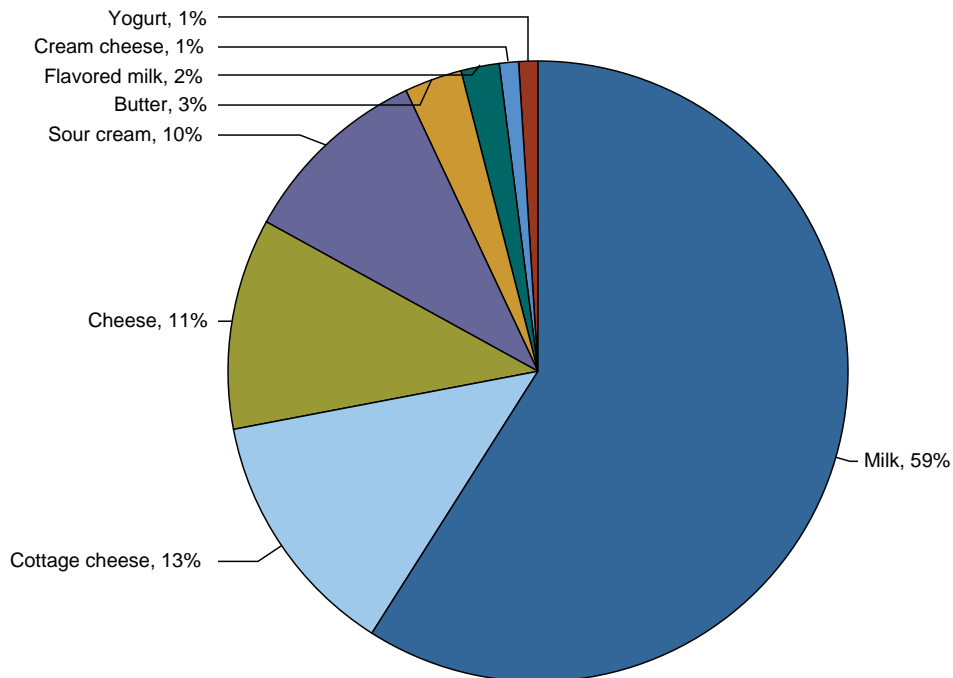
Top 5 Commodities Featured



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 #	3354	2.99	2648	3.21	4267	2.96
Cheese	Natural Varieties	8 oz block	9707	2.14	5834	2.05	7488	2.29
Cheese	Natural Varieties	1 # block	385	4.13	383	4.10	798	4.12
Cheese	Natural Varieties	2 # block	1018	6.67	761	6.59	804	6.21
Cheese	Natural Varieties	8 oz shred	11295	2.29	10264	2.22	9910	2.34
Cheese	Natural Varieties	1 # shred	590	3.52	69	3.99	485	4.85
Cottage cheese		16 oz	4549	2.08	3193	1.80	2413	2.22
Cream cheese		8 oz	3845	1.87	4805	1.88	5334	1.75
Flavored milk	All fat tests	half gallon	214	3.00	1475	2.30	321	2.00
Flavored milk	All fat tests	gallon	528	3.41	380	3.43	194	2.20
Ice cream		48-64oz	14230	3.01	13053	3.02	14685	2.94
Milk	All fat tests	half gallon	386	2.67	907	2.27	1066	2.42
Milk	All fat tests	gallon	2252	2.54	2153	2.66	2995	2.50
Sour cream		16 oz	5782	1.73	6006	1.67	5225	1.77
Yogurt	Greek	4-6 oz	13296	.93	14665	.93	13104	.96
Yogurt	Greek	32 oz	2239	4.23	3183	4.35	1807	4.15
Yogurt	Yogurt	4-6 oz	7231	.48	6513	.46	6473	.48
Yogurt	Yogurt	32 oz	1152	2.10	1005	2.51	1129	2.39

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 #	2.50-4.00	1102	3.32	2.50	210	2.50	2.50-2.99	423	2.58
Cheese	Natural Varieties	8 oz block	1.49-3.00	3066	2.11	1.49-2.50	4079	2.37	1.49-3.00	807	1.94
Cheese	Natural Varieties	1 # block	3.99-5.99	207	4.69						
Cheese	Natural Varieties	2 # block	6.99	108	6.99	5.99	64	5.99			
Cheese	Natural Varieties	8 oz shred	1.50-2.99	2559	2.26	1.49-3.00	4327	2.48	1.49-3.00	932	1.93
Cheese	Natural Varieties	1 # shred	3.99	245	3.99				2.77-3.00	167	2.87
Cottage cheese		16 oz	1.69-3.00	1672	2.38	1.00-2.00	1714	1.89	1.50	137	1.50
Cream cheese		8 oz	1.39-2.50	1403	1.69	1.00-2.50	1009	2.12	0.99-2.49	539	1.54
Flavored milk	All fat tests	half gallon				3.00	214	3.00			
Flavored milk	All fat tests	gallon	3.79	167	3.79						
Ice cream		48-64oz	1.99-3.50	3109	2.65	1.88-3.99	3105	3.12	1.99-3.99	1837	3.12
Milk	All fat tests	half gallon	3.49	226	3.49				0.88	98	.88
Milk	All fat tests	gallon	2.99	135	2.99	1.99	53	1.99	1.99-3.00	376	2.48
Sour cream		16 oz	1.30-2.99	2286	1.67	1.00-2.00	1337	1.84	1.00-3.49	770	1.74
Yogurt	Greek	4-6 oz	0.68-1.00	3513	.91	0.67-1.00	3245	.93	0.70-1.00	1687	.93
Yogurt	Greek	32 oz	3.99-5.00	853	4.62	3.49	87	3.49	3.99-4.99	413	4.43
Yogurt	Yogurt	4-6 oz	0.25-1.00	2372	.47	0.29-0.60	2785	.50	0.39-0.59	425	.52

Wtd Avg - Simple weighted average



National Retail Report - Dairy Vol 83 - No. 31
Friday, August 5, 2016 - Page 4

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	1.49-2.50	514	1.99	1.49	227	1.49	1.99	213	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 #	1.00-3.79	540	2.62	2.49-2.99	499	2.61	2.49-3.79	524	3.42
Cheese	Natural Varieties	8 oz block	1.00-2.50	321	1.43	1.49-2.99	775	1.89	1.25-1.99	568	1.60
Cheese	Natural Varieties	1 # block				3.49	178	3.49			
Cheese	Natural Varieties	2 # block				4.99-7.99	435	6.96	4.99-7.99	392	6.37
Cheese	Natural Varieties	8 oz shred	1.49-3.00	1294	2.47	1.49-3.50	1365	2.06	1.25-2.50	695	1.77
Cheese	Natural Varieties	1 # shred				3.49	178	3.49			
Cottage cheese		16 oz	1.25-2.99	513	2.05	1.00-2.49	405	1.94	2.00	105	2.00
Cream cheese		8 oz	2.50-2.99	217	2.87	1.00-2.49	634	1.76			
Flavored milk	All fat tests	gallon	4.29	74	4.29	1.99-3.99	182	2.67	3.49	105	3.49
Ice cream		48-64oz	1.75-4.99	2626	3.15	1.99-3.99	3161	2.92	3.49-4.99	193	4.16
Milk	All fat tests	half gallon				2.49	62	2.49			
Milk	All fat tests	gallon	1.99-3.49	332	2.54	1.89-3.99	1217	2.48	1.99-3.49	130	2.79
Sour cream		16 oz	1.25-2.49	499	1.75	0.99-2.00	388	1.30	1.79-2.00	499	1.95
Yogurt	Greek	4-6 oz	0.69-1.25	1281	.93	0.69-1.00	2287	.90	0.88-1.25	1105	.95
Yogurt	Greek	32 oz	2.50-4.99	303	3.83	3.99	120	3.99	3.49-4.49	463	3.79
Yogurt	Yogurt	4-6 oz	0.33-0.60	473	.44	0.39-0.50	828	.45	0.40	235	.40
Yogurt	Yogurt	32 oz				3.50	137	3.50	2.50	61	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 #	3.50-3.99	29	3.91	4.29-4.79	27	4.73
Cheese	Natural Varieties	8 oz block	1.99-2.79	23	2.06	2.33-3.00	68	2.76
Cheese	Natural Varieties	2 # block	4.99-7.49	19	6.94			
Cheese	Natural Varieties	8 oz shred	1.99-5.00	55	3.63	2.33-3.00	68	2.76
Cottage cheese		16 oz				2.50	3	2.50
Cream cheese		8 oz	1.99	6	1.99	2.50-3.00	37	2.96
Ice cream		48-64oz	2.49-7.49	74	4.96	2.79-4.64	125	3.81
Milk	All fat tests	gallon				4.77-4.79	9	4.78
Sour cream		16 oz				2.50	3	2.50
Yogurt	Greek	4-6 oz	0.99-1.66	83	1.22	0.79-1.50	95	1.20
Yogurt	Yogurt	4-6 oz	0.50-1.25	55	.88	0.50-1.00	58	.76

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 #	309	5.27	291	4.36	183	4.91
Cheese	Natural Varieties	8 oz block	902	4.19	345	4.02	522	3.68
Cheese	Natural Varieties	8 oz shred	178	3.79	463	3.68	162	2.99
Cottage cheese		16 oz	1297	3.51	198	3.41		
Cream cheese		8 oz	72	2.50				
Flavored milk	All fat tests	half gallon	161	4.99				
Ice cream		48-64oz					639	5.53
Milk	All fat tests	half gallon	4965	3.84	2924	3.72	2371	3.45
Milk	All fat tests	gallon	613	4.84	162	5.51	425	5.78
Milk	All fat tests	8 oz UHT	183	1.00	244	1.00	342	1.00
Sour cream		16 oz	997	3.31	324	2.26	190	1.99
Yogurt	Greek	4-6 oz	61	1.67	2296	1.11	595	1.25
Yogurt	Greek	32 oz			422	4.67	118	3.00
Yogurt	Yogurt	4-6 oz					147	1.00
Yogurt	Yogurt	32 oz			221	3.99	69	3.50

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	156	5.00	5.99	84	5.99			
Cheese	Natural Varieties	8 oz block	4.49	84	4.49						
Cottage cheese		16 oz	3.99	156	3.99	3.49	210	3.49	3.00-3.49	354	3.33
Cream cheese		8 oz	2.50	72	2.50						
Flavored milk	All fat tests	half gallon	4.99	161	4.99						
Milk	All fat tests	half gallon	3.79-4.79	704	4.25	2.99-3.98	1287	3.76	2.99-4.79	549	3.26
Milk	All fat tests	gallon	5.99	84	5.99				4.78	180	4.78
Sour cream		16 oz				3.49	210	3.49	3.49	137	3.49

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 #							5.00	69	5.00
Cheese	Natural Varieties	8 oz block				3.79-4.99	424	4.49	3.49-4.69	394	3.81

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
Cheese	Natural Varieties	8 oz shred				3.79	178	3.79			
Cottage cheese		16 oz	3.49	141	3.49	3.49	331	3.49	3.49	105	3.49
Milk	All fat tests	half gallon	2.79-2.99	333	2.91	2.99-4.49	1471	4.03	2.99-4.29	545	3.81
Milk	All fat tests	gallon				3.99	244	3.99	5.99	105	5.99
Milk	All fat tests	8 oz UHT				1.00	114	1.00	1.00	69	1.00
Sour cream		16 oz	3.49	141	3.49	2.49-3.49	509	3.14			
Yogurt	Greek	4-6 oz							1.67	61	1.67

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	2.99	11	2.99	4.29-7.99	65	6.93

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