



## 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/dybretil.pdf>

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### Advertised Prices for Dairy Products at Major Retail Supermarket Outlets ending during the period of 08/12/2016 to 08/18/2016

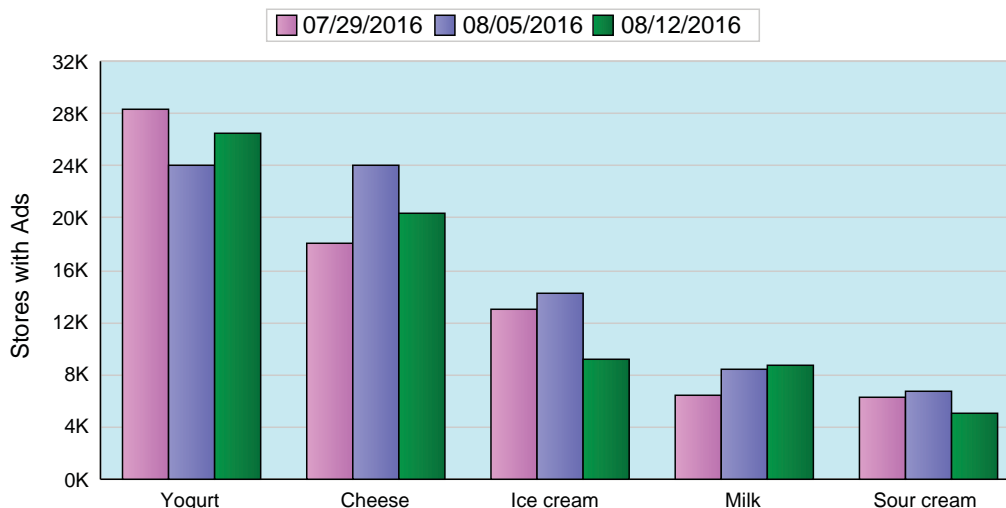
This week 4-6 oz. conventional Greek yogurt is the single most advertised dairy product, with an average price of \$0.91, down from \$0.93. Conventional ice cream in 48 to 64 ounce containers has slipped to the second single most advertised item, having a U.S. weighted average advertised price of \$2.94, down from \$3.01. Total conventional dairy ad numbers decreased 14%, but organic dairy ad numbers increased 16%. There are over 6 times as many conventional dairy ads as organic dairy ads.

The price spread between organic and conventional half gallon milk is \$2.08. Last week the spread was \$1.17. The price spread is the difference between the national weighted average price for organic, \$4.11, and conventional, \$2.03. There are over 9 times as many organic half gallon ads as conventional half gallons.

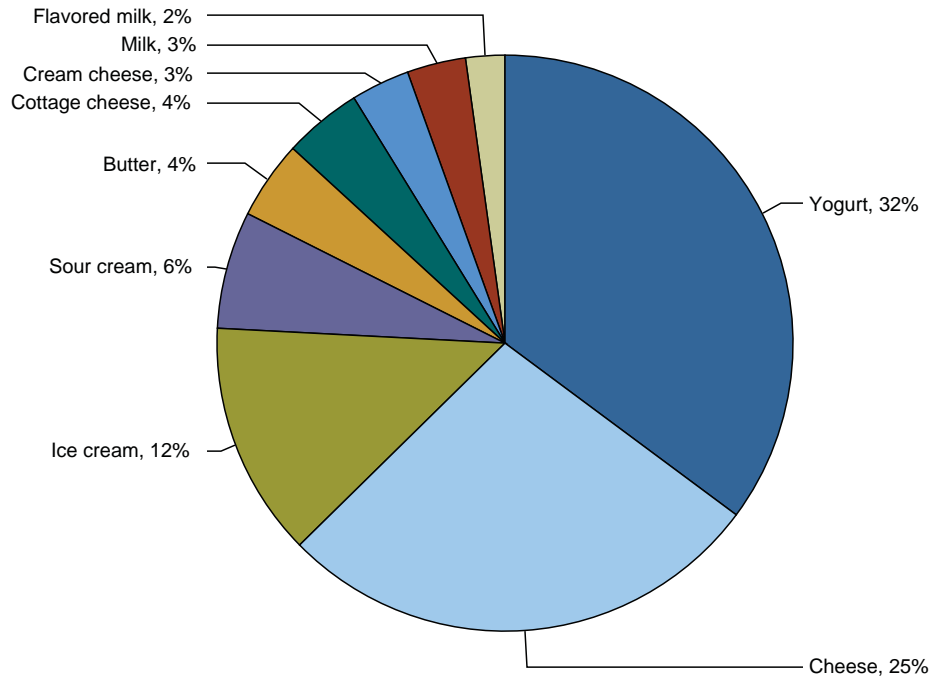
The U.S. advertised price for 8 ounce conventional cheese blocks averaged \$2.17, up 3 cents from last week; 8 ounce shred cheese averaged \$2.25, down 4 cents from last week. Ads for 8 ounce organic shred cheese average \$2.79, an organic premium of \$0.54. The number of conventional cheese ads decreased 16%, and organic cheese ads decreased 6% this week.

The national weighted average price for conventional 1 pound butter is \$3.23, while organic 1 pound butter is \$5.09, an organic premium of \$1.86. When compared to the previous week, the volume of ad numbers for conventional butter decreased 3%, but organic butter ad numbers increased 39%. There are more than 7 times as many ads for conventional butter than organic butter.

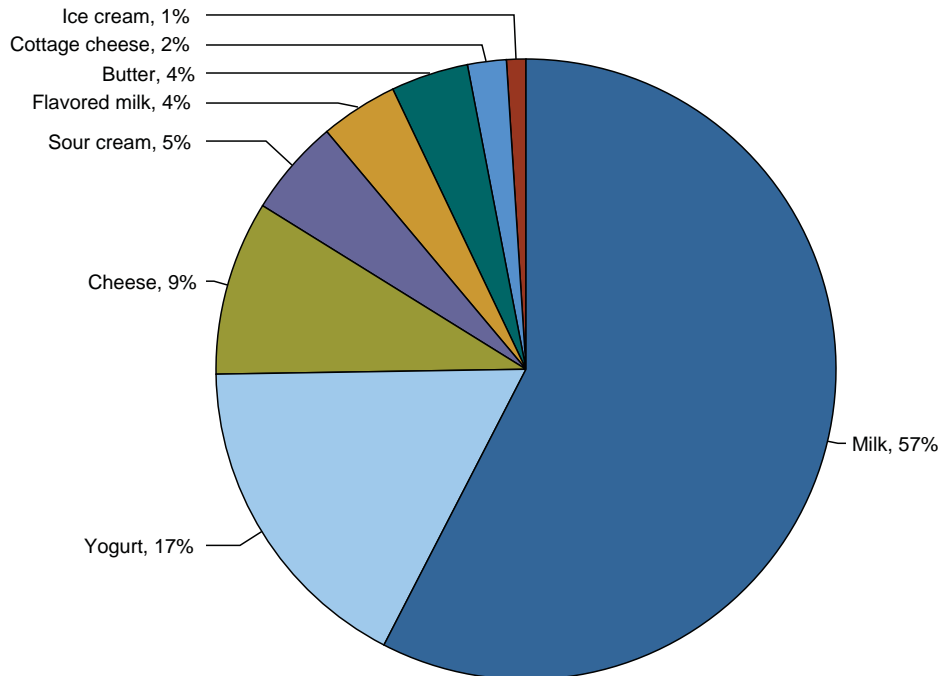
Top 5 Commodities Featured



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 #	3265	3.23	3354	2.99	3675	3.11
Cheese	Natural Varieties	8 oz block	6929	2.17	9707	2.14	8804	2.36
Cheese	Natural Varieties	1 # block	1124	3.35	385	4.13	1016	3.11
Cheese	Natural Varieties	2 # block	1661	5.97	1018	6.67	927	6.33
Cheese	Natural Varieties	8 oz shred	8797	2.25	11295	2.29	11873	2.35
Cheese	Natural Varieties	1 # shred	860	3.48	590	3.52	1078	3.36
Cottage cheese		16 oz	3061	2.11	4549	2.08	3081	1.96
Cream cheese		8 oz	2483	2.22	3845	1.87	4156	1.75
Flavored milk	All fat tests	half gallon	900	2.13	214	3.00	579	1.73
Flavored milk	All fat tests	gallon	792	2.91	528	3.41	11	3.49
Ice cream		48-64oz	9133	2.94	14230	3.01	12159	3.11
Milk	All fat tests	half gallon	481	2.03	386	2.67	1419	2.56
Milk	All fat tests	gallon	1835	2.49	2252	2.54	1678	2.04
Sour cream		16 oz	4492	1.82	5782	1.73	6029	1.54
Yogurt	Greek	4-6 oz	12052	.91	13296	.93	13031	.92
Yogurt	Greek	32 oz	2235	3.79	2239	4.23	1557	4.64
Yogurt	Yogurt	4-6 oz	9019	.50	7231	.48	5389	.49
Yogurt	Yogurt	32 oz	1290	2.17	1152	2.10	1853	2.61

## 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 #	2.99-4.99	756	3.77				2.99-3.49	393	3.26
Cheese	Natural Varieties	8 oz block	1.99-3.00	2757	2.23	1.67-2.50	1311	2.32	1.49-2.50	692	1.99
Cheese	Natural Varieties	1 # block	2.99-3.50	207	3.32	2.99	120	2.99	2.99-3.49	244	3.21
Cheese	Natural Varieties	2 # block	8.98	63	8.98						
Cheese	Natural Varieties	8 oz shred	1.99-2.99	2262	2.30	1.67-3.00	2241	2.43	1.49-2.25	519	1.89
Cheese	Natural Varieties	1 # shred	3.50	135	3.50	3.49	90	3.49	2.99-3.49	244	3.21
Cottage cheese		16 oz	1.98-2.50	675	2.14	2.00	1002	2.00			
Cream cheese		8 oz	1.50-4.99	1150	2.27				1.69-2.00	451	1.92
Flavored milk	All fat tests	half gallon	2.49-2.50	245	2.50				1.00-2.00	359	1.69
Flavored milk	All fat tests	gallon				3.99	84	3.99	2.99-3.49	332	3.15
Ice cream		48-64oz	1.99-3.49	2081	2.73	1.99-3.50	2811	2.99	1.98-3.99	1254	2.92
Milk	All fat tests	half gallon	2.99	147	2.99				1.00	110	1.00
Milk	All fat tests	gallon				1.99-3.99	137	3.22	1.69-2.00	407	1.79
Sour cream		16 oz	1.48-3.00	1745	1.76	2.00	1002	2.00	1.49-1.88	295	1.74
Yogurt	Greek	4-6 oz	0.50-1.49	3308	.91	0.50-1.00	2101	.90	0.79-1.18	1497	.98
Yogurt	Greek	32 oz	1.00-4.98	865	3.66	3.00	214	3.00			
Yogurt	Yogurt	4-6 oz	0.35-1.00	1729	.60	0.30-0.60	2579	.52	0.30-0.50	852	.43

Wtd Avg - Simple weighted average



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	1.99-2.69	452	2.26				1.99-2.00	225	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 #	2.50-3.50	586	3.04	2.47-3.50	835	2.78	2.49-3.79	650	3.29
Cheese	Natural Varieties	8 oz block	1.00-3.33	1059	2.35	1.50-2.48	623	1.97	0.97-1.99	453	1.43
Cheese	Natural Varieties	1 # block	2.99-3.99	156	3.36	3.33-3.49	331	3.46	3.99	66	3.99
Cheese	Natural Varieties	2 # block	3.99-5.99	340	4.86	4.77-7.99	980	5.93	5.99-7.99	276	6.75
Cheese	Natural Varieties	8 oz shred	1.00-3.33	924	2.40	1.50-3.50	1967	2.18	0.97-2.99	847	1.82
Cheese	Natural Varieties	1 # shred	3.99	57	3.99	3.49	268	3.49	3.99	66	3.99
Cottage cheese		16 oz	1.69-2.99	737	2.40	1.69-2.00	470	1.88	1.99-2.00	174	2.00
Cream cheese		8 oz	1.50-1.99	176	1.82	1.99-2.78	643	2.41	2.50	61	2.50
Flavored milk	All fat tests	half gallon	2.50	118	2.50	2.29	178	2.29			
Flavored milk	All fat tests	gallon	1.99	260	1.99				3.49	105	3.49
Ice cream		48-64oz	1.99-4.88	705	3.01	1.99-4.99	1839	2.91	2.50-4.99	314	3.41
Milk	All fat tests	half gallon							0.99-1.00	187	1.00
Milk	All fat tests	gallon	1.97-3.50	306	2.50	1.89-3.99	877	2.54	3.49	69	3.49
Sour cream		16 oz	1.49-2.49	475	1.86	0.99-2.00	714	1.67	1.79-2.00	210	1.90
Yogurt	Greek	4-6 oz	0.49-1.00	1462	.83	0.79-1.00	2545	.92	0.50-1.00	1004	.92
Yogurt	Greek	32 oz	3.39-4.99	515	3.91	4.99	178	4.99	3.49-4.49	463	3.79
Yogurt	Yogurt	4-6 oz	0.29-0.50	1013	.38	0.30-0.50	1944	.43	0.33-0.88	819	.56
Yogurt	Yogurt	32 oz	3.00	121	3.00	1.49-2.00	360	1.75	2.50	121	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 #	3.49	11	3.49	3.99	34	3.99
Cheese	Natural Varieties	8 oz block	3.00-3.50	34	3.41			
Cheese	Natural Varieties	2 # block	7.99	2	7.99			
Cheese	Natural Varieties	8 oz shred	2.98-3.50	37	3.38			
Cottage cheese		16 oz				2.50	3	2.50
Cream cheese		8 oz	3.00	2	3.00			
Flavored milk	All fat tests	gallon	3.49	11	3.49			
Ice cream		48-64oz	3.29-5.49	57	4.49	3.97-6.99	72	4.35
Milk	All fat tests	half gallon				2.89-6.79	37	6.47
Milk	All fat tests	gallon	3.49	11	3.49	4.99-5.19	28	5.02
Sour cream		16 oz				1.99-2.50	51	2.23
Yogurt	Greek	4-6 oz	0.99-1.09	50	1.01	0.99-1.50	85	1.11
Yogurt	Yogurt	4-6 oz	0.44-0.60	22	.52	0.50-0.60	61	.54
Yogurt	Yogurt	32 oz	2.79	11	2.79			



## 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 #	428	5.09	309	5.27	69	4.79
Cheese	Natural Varieties	8 oz block	838	4.18	902	4.19	939	3.86
Cheese	Natural Varieties	8 oz shred	178	2.79	178	3.79	328	3.61
Cottage cheese		16 oz	266	3.79	1297	3.51		
Cream cheese		8 oz			72	2.50		
Flavored milk	All fat tests	half gallon	463	4.77	161	4.99		
Ice cream		48-64oz	101	6.99				
Milk	All fat tests	half gallon	4395	4.11	4965	3.84	2651	4.05
Milk	All fat tests	gallon	728	4.55	613	4.84		
Milk	All fat tests	8 oz UHT	1320	1.00	183	1.00	1727	.99
Sour cream		16 oz	585	2.42	997	3.31	183	1.99
Yogurt	Greek	4-6 oz	726	1.35	61	1.67	392	1.18
Yogurt	Greek	32 oz	137	2.50				
Yogurt	Yogurt	4-6 oz	110	.40			116	.97
Yogurt	Yogurt	32 oz	990	2.50			11	4.39

## 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 #	4.99-5.49	245	5.16						
Cheese	Natural Varieties	8 oz block	4.49	84	4.49						
Cottage cheese		16 oz	3.99	161	3.99						
Flavored milk	All fat tests	half gallon	4.79-4.99	322	4.89						
Ice cream		48-64oz				6.99	101	6.99			
Milk	All fat tests	half gallon	3.79-4.99	956	4.46	3.79-4.49	1317	3.88	4.49-4.79	218	4.60
Milk	All fat tests	gallon	1.79-5.99	245	3.23						
Milk	All fat tests	8 oz UHT	1.00	100	1.00	1.00	87	1.00	1.00	253	1.00
Sour cream		16 oz	2.99	161	2.99						
Yogurt	Greek	4-6 oz	1.00-1.39	723	1.35						
Yogurt	Greek	32 oz							2.50	137	2.50
Yogurt	Yogurt	4-6 oz							0.40	110	.40

Wtd Avg - Simple weighted average



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				2.50	210	2.50	2.50	110	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 #	4.99	114	4.99				5.00	69	5.00
Cheese	Natural Varieties	8 oz block	3.49	114	3.49	4.99	246	4.99	3.49-4.69	394	3.81
Cheese	Natural Varieties	8 oz shred				2.79	178	2.79			
Cottage cheese		16 oz							3.49	105	3.49
Flavored milk	All fat tests	half gallon	4.49	141	4.49						
Milk	All fat tests	half gallon	3.99	448	3.99	2.99-4.50	1384	4.04	3.99	69	3.99
Milk	All fat tests	gallon				5.00	246	5.00	4.99-5.99	226	5.45
Milk	All fat tests	8 oz UHT	1.00	141	1.00	1.00	565	1.00	0.99-1.00	174	.99
Sour cream		16 oz				1.99-2.49	424	2.20			
Yogurt	Yogurt	32 oz	2.50	219	2.50	2.50	451	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
Milk	All fat tests	half gallon				5.97	3	5.97
Milk	All fat tests	gallon	5.49	11	5.49			
Yogurt	Greek	4-6 oz				1.50	3	1.50

#### 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