



Dairy Market News Branch

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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 08/19/2016 to 08/25/2016

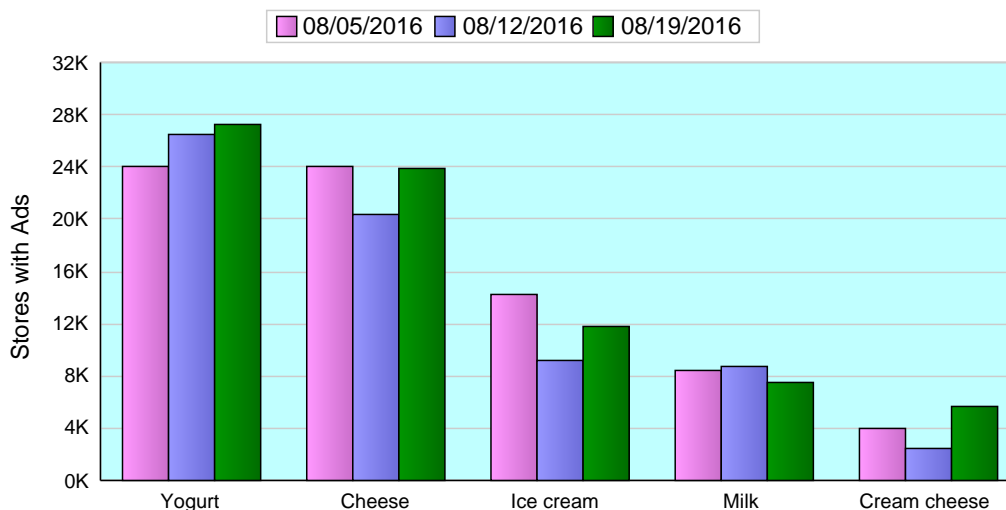
This week 4-6 oz. conventional Greek yogurt is the single most advertised dairy product, with an average price of \$0.91, no change from last week's price. Close behind the number of 4-6 oz. conventional Greek yogurt is the number of ads for conventional ice cream in 48 to 64 oz. containers, with an average price of \$2.90, down from \$2.94. Total conventional dairy ad numbers increased 15%, but organic dairy ad numbers decreased 15%. There are over 8 times as many conventional dairy ads as organic dairy ads.

The price spread between organic and conventional half gallon milk is \$2.37. Last week the spread was \$2.08. The price spread is the difference between the national weighted average price for organic, \$3.75, and conventional, \$1.38. There are about 8 times as many organic half gallon ads as conventional half gallons.

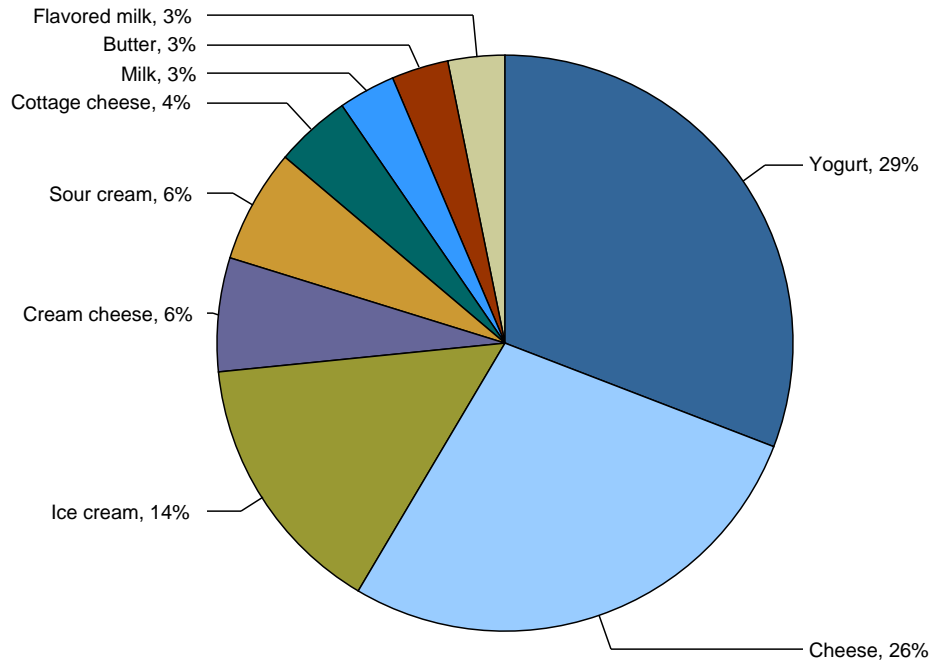
The U.S. advertised price for 8 ounce conventional cheese blocks averaged \$2.12, down 5 cents from last week; 8 ounce shred cheese averaged \$2.29, up 4 cents from last week. Ads for 8 ounce organic shred cheese average \$3.60, an organic premium of \$1.31. The number of conventional cheese ads increased 17%, and organic cheese ads increased 20% this week.

The national weighted average price for conventional 1 pound butter is \$3.41, while organic 1 pound butter is \$4.99, an organic premium of \$1.58. When compared to the previous week, the volume of ad numbers for conventional butter decreased 19%, while organic butter ad numbers decreased 57%. There are more than 14 times as many ads for conventional butter than organic butter.

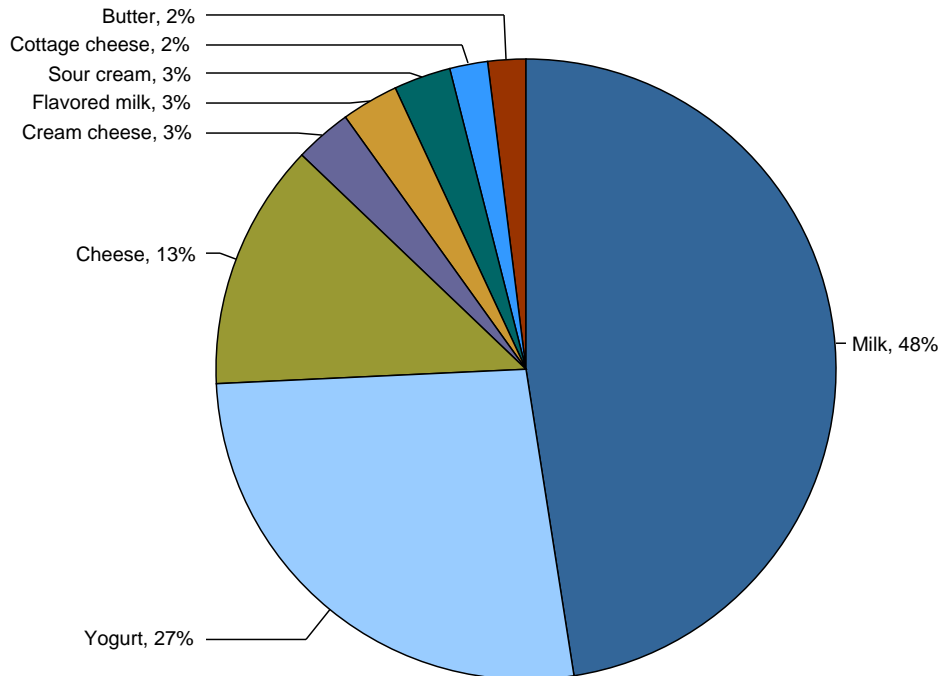
Top 5 Commodities Featured



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 #	2645	3.41	3265	3.23	3218	2.98
Cheese	Natural Varieties	8 oz block	7662	2.12	6929	2.17	8185	2.31
Cheese	Natural Varieties	1 # block	3145	3.79	1124	3.35	2763	3.42
Cheese	Natural Varieties	2 # block	1055	6.36	1661	5.97	98	6.08
Cheese	Natural Varieties	8 oz shred	8884	2.29	8797	2.25	6664	2.34
Cheese	Natural Varieties	1 # shred	1943	3.82	860	3.48	2781	3.45
Cottage cheese		16 oz	3767	1.88	3061	2.11	2575	1.92
Cream cheese		8 oz	5445	1.98	2483	2.22	2974	1.92
Flavored milk	All fat tests	half gallon	1913	2.31	900	2.13	69	1.66
Flavored milk	All fat tests	gallon	404	3.48	792	2.91	106	2.99
Ice cream		48-64oz	11731	2.90	9133	2.94	12464	3.02
Milk	All fat tests	half gallon	433	1.38	481	2.03	1152	2.14
Milk	All fat tests	gallon	2467	2.58	1835	2.49	2601	2.57
Sour cream		16 oz	5096	1.57	4492	1.82	5337	1.77
Yogurt	Greek	4-6 oz	14737	.91	12052	.91	15076	.96
Yogurt	Greek	32 oz	1687	4.06	2235	3.79	1453	4.08
Yogurt	Yogurt	4-6 oz	7046	.47	9019	.50	5278	.49
Yogurt	Yogurt	32 oz	1153	2.07	1290	2.17	1716	2.68

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	1498	3.52	3.00	275	3.00	3.49	119	3.49
Cheese	Natural Varieties	8 oz block	1.24-3.00	2483	2.14	2.00-3.00	2422	2.32	1.33-2.00	801	1.91
Cheese	Natural Varieties	1 # block	2.99-3.99	207	3.64	2.99-5.00	712	4.41	2.99-3.49	671	3.15
Cheese	Natural Varieties	2 # block	3.99-8.98	255	6.49						
Cheese	Natural Varieties	8 oz shred	1.99-3.99	2137	2.36	2.00-2.50	2467	2.24	1.33-2.99	951	2.19
Cheese	Natural Varieties	1 # shred	3.99	59	3.99	5.00	502	5.00	2.99-4.50	548	3.80
Cottage cheese		16 oz	1.50-2.99	1012	2.12	1.50-1.99	1261	1.55	1.50-2.00	439	1.81
Cream cheese		8 oz	1.49-2.89	1151	1.86	1.49-2.50	2159	2.07	0.99-1.99	1088	1.67
Flavored milk	All fat tests	half gallon	2.50	110	2.50	1.99-2.50	1280	2.47	1.00	110	1.00
Flavored milk	All fat tests	gallon	1.99-4.99	192	3.68				2.50	53	2.50
Ice cream		48-64oz	1.97-3.99	3790	2.91	1.99-3.50	1852	2.47	1.75-3.99	2197	2.69
Milk	All fat tests	half gallon							1.00-1.25	179	1.10
Milk	All fat tests	gallon	3.59-3.99	380	3.74	1.99-2.99	1237	2.52	1.49-1.79	332	1.68
Sour cream		16 oz	1.29-1.99	1361	1.57	1.49-1.50	1883	1.50	1.50-2.00	464	1.74
Yogurt	Greek	4-6 oz	0.49-1.19	3815	.90	0.88-1.00	3455	.99	0.66-1.00	2290	.87
Yogurt	Greek	32 oz	3.00-5.49	649	4.29						
Yogurt	Yogurt	4-6 oz	0.33-1.25	1719	.51	0.30-0.50	1624	.49	0.30-0.59	1115	.46

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	1.99-2.50	345	2.25	2.50	120	2.50	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 #	3.49-3.99	203	3.69	1.79	63	1.79	2.49-3.99	485	3.34
Cheese	Natural Varieties	8 oz block	0.77-3.33	777	2.40	1.25-2.00	955	1.58	0.99-3.00	166	1.73
Cheese	Natural Varieties	1 # block	2.99-5.00	133	3.82	2.77-4.99	935	3.84	2.99-3.99	476	3.74
Cheese	Natural Varieties	2 # block				5.49-7.99	602	6.23	5.99-6.99	171	6.60
Cheese	Natural Varieties	8 oz shred	1.49-3.33	1199	2.64	1.25-3.50	1422	1.96	0.97-3.00	629	2.44
Cheese	Natural Varieties	1 # shred	2.88-5.00	196	3.47	2.77-2.99	451	2.87	2.99-3.99	187	3.34
Cottage cheese		16 oz	1.79-2.99	433	2.53	1.00-1.69	292	1.42	1.99-2.00	279	2.00
Cream cheese		8 oz	1.49-2.79	277	2.28	1.99-2.50	538	2.22	1.49-2.50	174	1.89
Flavored milk	All fat tests	half gallon	1.99	235	1.99	2.29	178	2.29			
Flavored milk	All fat tests	gallon	3.69	54	3.69				3.49	105	3.49
Ice cream		48-64oz	1.97-5.50	1255	3.27	1.99-4.99	2218	3.00	2.50-4.99	198	3.83
Milk	All fat tests	half gallon	1.45-1.99	188	1.78				0.99	66	.99
Milk	All fat tests	gallon	2.99	60	2.99	1.89-2.39	421	2.18			
Sour cream		16 oz	1.50-1.99	298	1.75	1.00-1.78	643	1.42	1.50-2.00	376	1.75
Yogurt	Greek	4-6 oz	0.79-1.00	1320	.93	0.69-1.00	2424	.89	0.69-1.00	1400	.86
Yogurt	Greek	32 oz	3.39-3.99	397	3.59	4.99	178	4.99	3.49-4.49	463	3.79
Yogurt	Yogurt	4-6 oz	0.29-0.50	740	.40	0.33-0.88	1059	.50	0.33-0.50	698	.38
Yogurt	Yogurt	32 oz				1.49-1.99	424	1.78			

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 #	4.00	2	4.00			
Cheese	Natural Varieties	8 oz block				2.33-2.89	58	2.50
Cheese	Natural Varieties	1 # block	3.29	11	3.29			
Cheese	Natural Varieties	2 # block				6.49	27	6.49
Cheese	Natural Varieties	8 oz shred	2.49	21	2.49	2.33-2.89	58	2.50
Cottage cheese		16 oz				2.29-2.50	51	2.40
Cream cheese		8 oz	3.50	28	3.50	2.50	30	2.50
Ice cream		48-64oz	3.00-4.49	48	3.87	3.49-5.29	173	4.30
Milk	All fat tests	gallon				4.77-4.99	37	4.97
Sour cream		16 oz	1.69-2.00	13	1.74	2.29-2.50	58	2.41
Yogurt	Greek	4-6 oz	1.00	2	1.00	0.99-1.25	31	1.02
Yogurt	Yogurt	4-6 oz	0.40-0.60	47	.51	0.50-0.99	44	.57
Yogurt	Yogurt	32 oz				2.49-2.69	51	2.58



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 #	183	4.99	428	5.09	69	4.79
Cheese	Natural Varieties	8 oz block	754	4.15	838	4.18	365	3.99
Cheese	Natural Varieties	8 oz shred	467	3.60	178	2.79		
Cottage cheese		16 oz	224	3.22	266	3.79		
Cream cheese		8 oz	278	2.32			84	2.50
Flavored milk	All fat tests	half gallon	269	4.47	463	4.77		
Ice cream		48-64oz			101	6.99		
Milk	All fat tests	half gallon	3467	3.75	4395	4.11	727	3.75
Milk	All fat tests	gallon	219	4.95	728	4.55	586	6.36
Milk	All fat tests	8 oz UHT	886	1.00	1320	1.00	651	.83
Sour cream		16 oz	244	1.50	585	2.42	434	1.99
Yogurt	Greek	4-6 oz	1108	1.51	726	1.35	284	1.13
Yogurt	Greek	32 oz	264	2.50	137	2.50		
Yogurt	Yogurt	4-6 oz			110	.40	72	1.00
Yogurt	Yogurt	32 oz	1200	2.69	990	2.50		

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
Cottage cheese		16 oz							2.99	119	2.99
Cream cheese		8 oz				2.49	90	2.49	1.99	98	1.99
Flavored milk	All fat tests	half gallon	3.99-4.79	269	4.47						
Milk	All fat tests	half gallon	3.29-4.99	966	4.23	2.49-4.49	210	3.63	2.49-4.79	641	3.70
Milk	All fat tests	8 oz UHT	1.00	100	1.00				1.00	116	1.00
Yogurt	Greek	4-6 oz	1.39-1.67	1047	1.50	1.67	61	1.67			
Yogurt	Greek	32 oz							2.50	264	2.50
Yogurt	Yogurt	32 oz				2.50-3.00	304	2.85	2.50	221	2.50

Commodity	Type	Pack Size	SOUTH CENTRAL U.S.	SOUTHWEST U.S.	NORTHWEST U.S.
Wtd Avg - Simple weighted average					



			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				3.79	178	3.79	3.49	289	3.49
Cottage cheese		16 oz							3.49	105	3.49
Cream cheese		8 oz				2.50	90	2.50			
Milk	All fat tests	half gallon	2.88-3.99	579	3.62	2.49-3.99	629	3.49	2.99-3.50	410	3.35
Milk	All fat tests	gallon				3.99	114	3.99	5.99	105	5.99
Milk	All fat tests	8 oz UHT	1.00	141	1.00	1.00	355	1.00	0.99-1.00	174	.99
Sour cream		16 oz				1.50	244	1.50			
Yogurt	Yogurt	32 oz	2.50	219	2.50	2.50-3.50	324	2.85	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
Milk	All fat tests	half gallon	2.99-4.00	32	3.65			
Yogurt	Yogurt	32 oz	2.99	11	2.99			

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