



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/dybretail.pdf>

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Advertised Prices for Dairy Products at Major Retail Supermarket Outlets ending during the period of 08/26/2016 to 09/01/2016

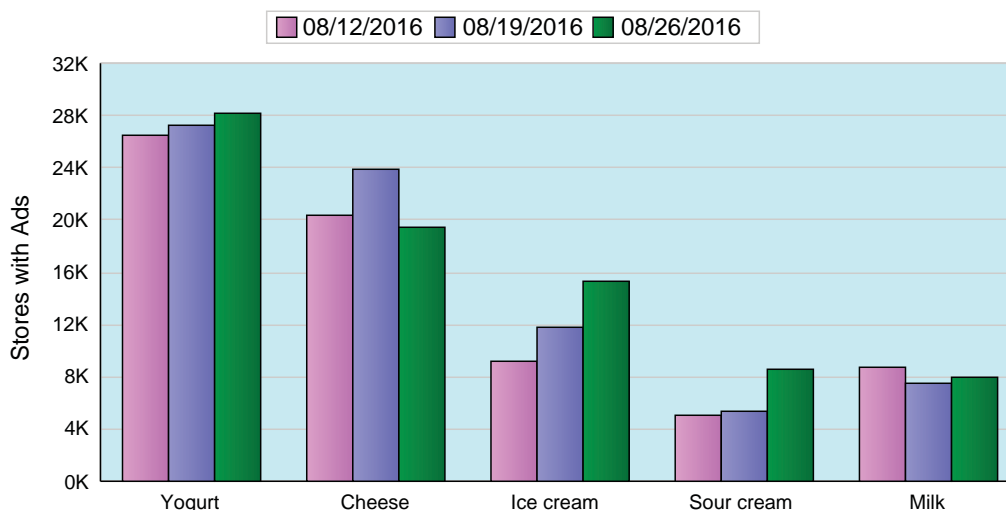
Advertisements for ice cream in a 48-64 ounce containers increased by 31%, and became the top advertised dairy item for the week. Greek yogurt in 4-6 ounce containers and 8 ounce packages of shredded cheese followed closely behind. The national weighted average price for conventional 1 pound butter is \$3.00, while organic 1 pound butter is \$5.71. Total conventional ads decreased by 2%, but total organic ads increased by 35%. Organic cottage cheese in 16 ounce containers had the largest percentage increase, 782%, of all dairy items.

Conventional Greek yogurt in 4-6 ounce containers held an average price of \$0.96, up 5 cents from last week's price, while organic Greek yogurt in the same size packages averaged \$1.17. Conventional non-Greek yogurt in 4-6 ounce containers averaged \$0.48, while its organic counterpart averaged \$1.12. Conventional yogurt ads decreased by 3% this week, while organic yogurt ads increased by 70%.

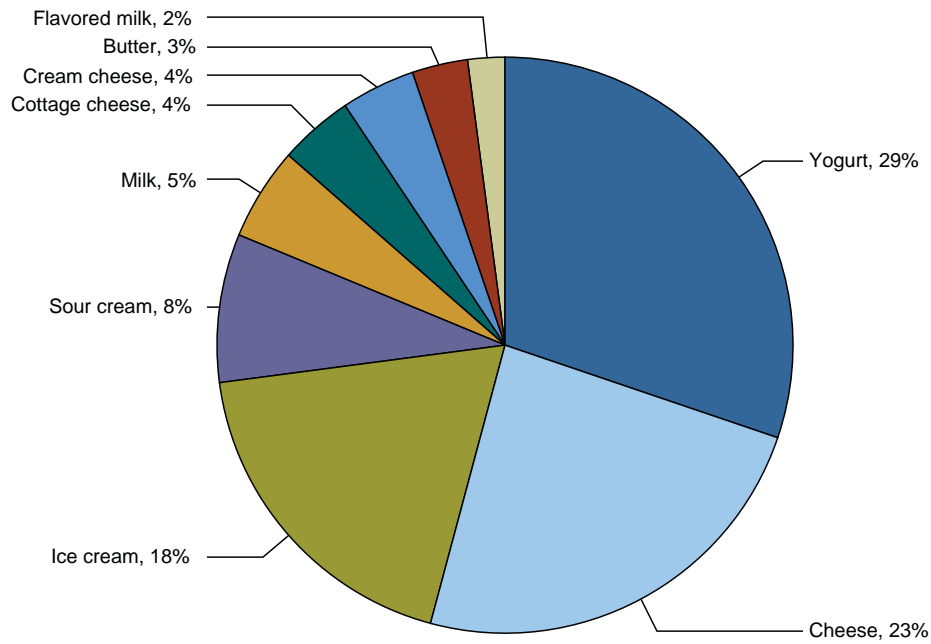
The U.S. advertised price for 8 ounce conventional cheese blocks averaged \$2.17, up 5 cents from last week; 8 ounce shred cheese averaged \$2.30, up 1 cent from last week. Ads for 8 ounce organic block cheese average \$4.90, an organic premium of \$2.73. Ads for 8 ounce organic shred cheese average \$3.83, an organic premium of \$1.53. The number of conventional cheese ads decreased 17%, and organic cheese ads decreased 52% this week.

The price spread between organic and conventional half gallon milk is \$2.66. Last week the spread was \$2.37. The price spread is the difference between the national weighted average price for organic, \$4.37, and conventional, \$1.71. Organic milk advertisements decreased by 17%, while ads for conventional milk increased by 42%.

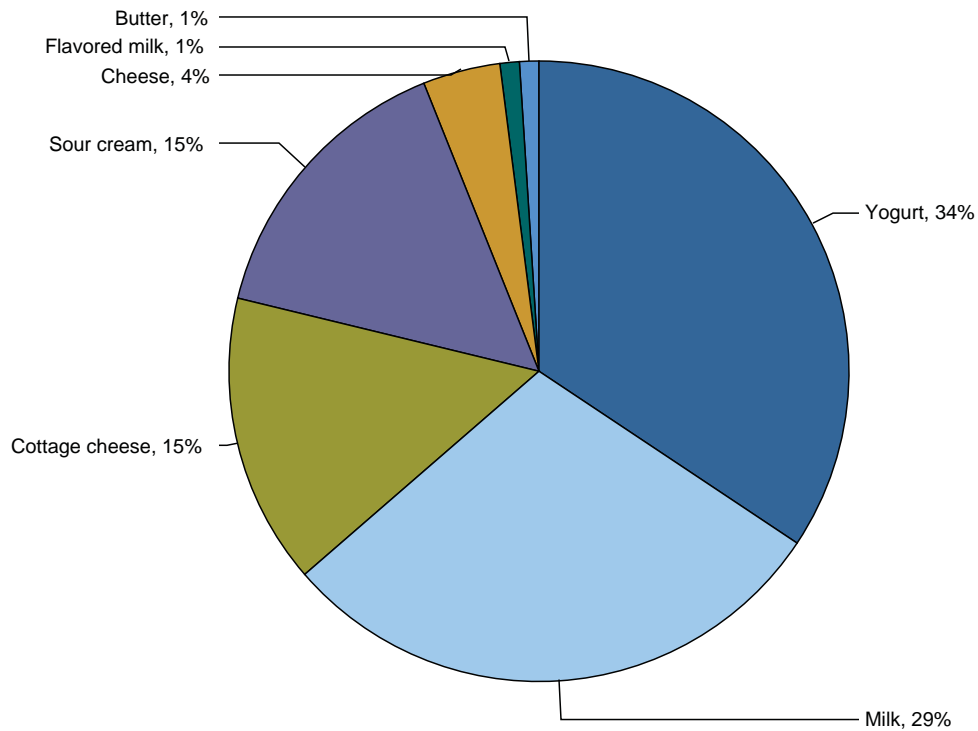
Top 5 Commodities Featured



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 #	2712	3.00	2645	3.41	4934	3.16
Cheese	Natural Varieties	8 oz block	5730	2.17	7662	2.12	6981	2.34
Cheese	Natural Varieties	1 # block	933	4.07	3145	3.79	2856	3.37
Cheese	Natural Varieties	2 # block	1872	6.29	1055	6.36	340	7.55
Cheese	Natural Varieties	8 oz shred	10103	2.30	8884	2.29	7910	2.46
Cheese	Natural Varieties	1 # shred	171	4.39	1943	3.82	2923	3.26
Cottage cheese		16 oz	3600	1.95	3767	1.88	3319	1.95
Cream cheese		8 oz	2950	1.79	5445	1.98	3679	1.89
Flavored milk	All fat tests	half gallon	1263	2.25	1913	2.31	143	2.00
Flavored milk	All fat tests	gallon	397	3.44	404	3.48	351	1.99
Ice cream		48-64oz	15349	3.06	11731	2.90	12084	3.12
Milk	All fat tests	half gallon	1369	1.71	433	1.38	879	1.96
Milk	All fat tests	gallon	2737	2.37	2467	2.58	1757	2.51
Sour cream		16 oz	6677	1.79	5096	1.57	7595	1.71
Yogurt	Greek	4-6 oz	14067	.96	14737	.91	11377	.96
Yogurt	Greek	32 oz	1982	3.96	1687	4.06	1482	3.98
Yogurt	Yogurt	4-6 oz	7131	.48	7046	.47	4403	.55
Yogurt	Yogurt	32 oz	630	2.19	1153	2.07	1518	2.21

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 #	2.99-3.99	957	3.18	3.25-3.50	295	3.30	3.00-3.49	401	3.08
Cheese	Natural Varieties	8 oz block	1.66-3.00	2334	2.23	1.49-2.50	1064	2.21	1.66-3.00	815	2.07
Cheese	Natural Varieties	1 # block	3.50	135	3.50				2.79	57	2.79
Cheese	Natural Varieties	2 # block	6.99-8.98	171	7.72						
Cheese	Natural Varieties	8 oz shred	1.66-3.50	2391	2.39	1.49-2.50	2256	2.29	1.66-3.00	1283	2.04
Cheese	Natural Varieties	1 # shred	3.99	137	3.99						
Cottage cheese		16 oz	1.50-2.50	1113	1.96	1.99-2.00	1588	2.00			
Cream cheese		8 oz	1.50-1.99	1212	1.80	1.49-2.00	362	1.79	0.99-1.88	226	1.46
Flavored milk	All fat tests	half gallon	1.99-2.99	841	2.25	2.50	61	2.50	1.99-2.00	287	2.00
Ice cream		48-64oz	1.99-3.99	3074	2.80	1.99-3.99	4698	3.11	1.88-3.99	2436	2.94
Milk	All fat tests	half gallon	2.00	396	2.00	0.99	184	.99	1.00	98	1.00
Milk	All fat tests	gallon	1.89-2.99	703	2.34	1.99-2.75	552	2.25	1.69-2.49	206	1.96
Sour cream		16 oz	1.29-2.00	2332	1.78	1.48-2.00	1823	1.87	1.50-1.99	494	1.85
Yogurt	Greek	4-6 oz	0.50-1.00	3227	.94	0.80-1.00	4025	.98	0.80-1.00	1738	.91
Yogurt	Greek	32 oz	3.49-5.49	309	4.55	3.99	1002	3.99	3.88	107	3.88
Yogurt	Yogurt	4-6 oz	0.33-0.60	1952	.47	0.44-0.50	1652	.50	0.39-0.60	891	.53
Yogurt	Yogurt	32 oz	1.99-2.50	328	2.08				2.00-2.49	299	2.29

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 #	2.99-3.99	334	3.48	1.79-2.49	358	2.01	2.49-2.99	364	2.73
Cheese	Natural Varieties	8 oz block	1.66-3.33	602	2.35	1.00-2.50	853	1.88			
Cheese	Natural Varieties	1 # block	3.99	162	3.99	2.99-4.99	545	4.26			
Cheese	Natural Varieties	2 # block	5.99	121	5.99	5.00-7.99	942	6.22	4.99-7.99	604	6.03
Cheese	Natural Varieties	8 oz shred	1.49-3.33	1951	2.34	1.50-2.99	1896	2.32	0.79-2.99	262	2.11
Cottage cheese		16 oz	2.00-2.29	217	2.22	1.00-1.99	472	1.49	2.00-2.50	210	2.25
Cream cheese		8 oz	1.66-2.39	235	1.96	1.99	356	1.99	1.49-2.50	532	1.69
Flavored milk	All fat tests	half gallon	2.99	74	2.99						
Flavored milk	All fat tests	gallon	2.99	114	2.99	3.69	178	3.69	3.49	105	3.49
Ice cream		48-64oz	1.99-4.29	1594	3.22	2.29-5.00	2686	3.06	2.99-4.99	713	3.75
Milk	All fat tests	half gallon	0.99-1.00	429	.99	2.50-3.99	228	3.25			
Milk	All fat tests	gallon	2.99-3.88	375	3.22	1.89-2.39	792	2.17	2.50	105	2.50
Sour cream		16 oz	1.00-1.50	394	1.35	1.00-2.49	971	1.92	1.50-2.00	604	1.64
Yogurt	Greek	4-6 oz	0.67-1.00	2050	.93	0.85-1.00	1703	.98	0.88-1.00	1212	.96
Yogurt	Greek	32 oz	3.39-3.99	276	3.64	2.49	114	2.49	3.99-4.49	174	4.29
Yogurt	Yogurt	4-6 oz	0.30-0.50	722	.43	0.39-0.50	1489	.45	0.40-0.50	340	.48

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 #	2.95	3	2.95			
Cheese	Natural Varieties	8 oz block	2.50-3.50	34	3.32	2.50-2.99	28	2.92
Cheese	Natural Varieties	1 # block				5.99	34	5.99
Cheese	Natural Varieties	2 # block	3.98-7.99	7	5.56	6.99	27	6.99
Cheese	Natural Varieties	8 oz shred	2.50-3.50	36	3.29	2.50-2.99	28	2.92
Cheese	Natural Varieties	1 # shred				5.99	34	5.99
Cream cheese		8 oz	1.69-2.00	27	1.93			
Ice cream		48-64oz	3.98-4.79	32	4.18	2.75-7.99	116	4.49
Milk	All fat tests	half gallon				3.00	34	3.00
Milk	All fat tests	gallon				5.19	4	5.19
Sour cream		16 oz	1.69-2.00	32	1.89	1.99	27	1.99
Yogurt	Greek	4-6 oz	1.00-1.25	48	1.14	1.00-1.25	64	1.11
Yogurt	Yogurt	4-6 oz				0.44-1.00	85	.71
Yogurt	Yogurt	32 oz				3.50	3	3.50

NATIONAL -- ORGANIC DAIRY PRODUCTS

Commodity	Type	Pack Size	THIS PERIOD	LAST WEEK	LAST YEAR
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Wtd Avg - Simple weighted average



			Stores With Ads	Wtd Avg Price	Stores With Ads	Wtd Avg Price	Stores With Ads	Wtd Avg Price
Butter		1 #	154	5.71	183	4.99	69	4.79
Cheese	Natural Varieties	8 oz block	351	4.90	754	4.15	527	3.67
Cheese	Natural Varieties	8 oz shred	229	3.83	467	3.60		
Cottage cheese		16 oz	1975	3.34	224	3.22	693	2.99
Cream cheese		8 oz			278	2.32		
Flavored milk	All fat tests	half gallon	161	4.99	269	4.47		
Milk	All fat tests	half gallon	1965	4.37	3467	3.75	1253	3.87
Milk	All fat tests	gallon	189	5.10	219	4.95	502	6.26
Milk	All fat tests	8 oz UHT	1637	1.03	886	1.00	831	1.00
Sour cream		16 oz	1913	3.27	244	1.50	404	2.53
Yogurt	Greek	4-6 oz	3044	1.17	1108	1.51	117	1.25
Yogurt	Greek	32 oz	301	3.90	264	2.50		
Yogurt	Yogurt	4-6 oz	311	1.12			614	1.01
Yogurt	Yogurt	32 oz	723	3.48	1200	2.69	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
Cottage cheese		16 oz				2.99-3.49	394	3.38	2.99-3.49	468	3.24
Flavored milk	All fat tests	half gallon	4.99	161	4.99						
Milk	All fat tests	half gallon	3.59-4.99	1020	4.41	4.68	195	4.68	4.79	81	4.79
Milk	All fat tests	gallon	3.99	84	3.99						
Milk	All fat tests	8 oz UHT	1.00	229	1.00	1.00-1.25	650	1.08	1.00	260	1.00
Sour cream		16 oz				2.99-3.49	394	3.38	2.99-3.49	468	3.24
Yogurt	Greek	4-6 oz	1.00-1.39	1698	1.27	1.00-1.25	455	1.03	1.00	235	1.00
Yogurt	Greek	32 oz							3.50	57	3.50
Yogurt	Yogurt	4-6 oz	0.69-1.25	144	.97						
Yogurt	Yogurt	32 oz	3.39-3.50	651	3.48	3.50	61	3.50			

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 #	4.49	51	4.49				5.00	69	5.00
Cheese	Natural Varieties	8 oz block				4.99	246	4.99	4.69	105	4.69
Cheese	Natural Varieties	8 oz shred	3.99	51	3.99	3.79	178	3.79			

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
Cottage cheese		16 oz	2.99-3.49	429	3.15	3.49-3.99	513	3.55	3.29-3.49	171	3.41
Milk	All fat tests	half gallon	3.49-3.99	276	3.78	3.99-4.49	345	4.23			
Milk	All fat tests	gallon							5.99	105	5.99
Milk	All fat tests	8 oz UHT	1.00	429	1.00				1.00	69	1.00
Sour cream		16 oz	2.99-3.49	429	3.15	3.49	451	3.49	2.50-3.29	171	2.80
Yogurt	Greek	4-6 oz	1.00	429	1.00	1.00-1.25	227	1.15			
Yogurt	Greek	32 oz				3.99	244	3.99			
Yogurt	Yogurt	4-6 oz				1.25	167	1.25			

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 #				8.99	34	8.99
Milk	All fat tests	half gallon	2.99	11	2.99	5.97-6.99	37	6.91
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