



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 35

Issued Weekly

Friday, September 2, 2016

Advertised Prices for Dairy Products at Major Retail Supermarket Outlets ending during the period of 09/02/2016 to 09/08/2016

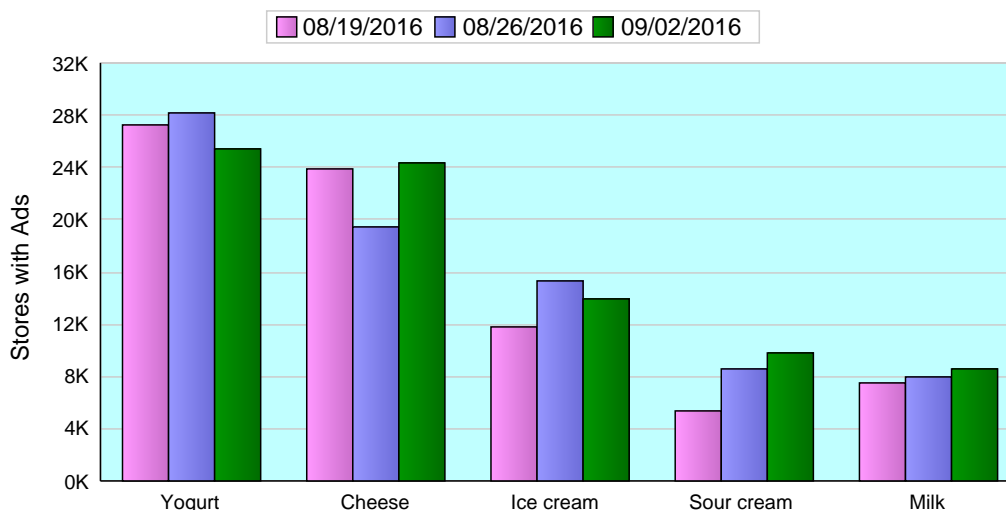
Advertisements for conventional ice cream in 48-64 ounce containers declined by 10%, but remained the top advertised dairy item. Conventional Greek yogurt in 4-6 ounce containers and 8 ounce packages of shredded cheese followed, while ad numbers were -22% and +3% respectively. The national weighted average price for conventional 1 pound butter is \$3.84, while organic 1 pound butter is \$5.67. Total conventional ads increased by 12%, but total organic ads declined by 10%. Conventional 1# cheese shreds posted the largest percentage increase, 823%, of all dairy items.

Conventional Greek yogurt in 4-6 ounce containers held an average price of \$0.97, up 1 cent from last week's price. Organic Greek yogurt in the same size packages averaged \$1.11, down 6 cents from last week. Conventional non-Greek yogurt in 4-6 ounce containers averaged \$0.51, its organic counterpart averaged \$.60. Conventional yogurt ads decreased by 9% this week and organic yogurt ads decreased by 15%.

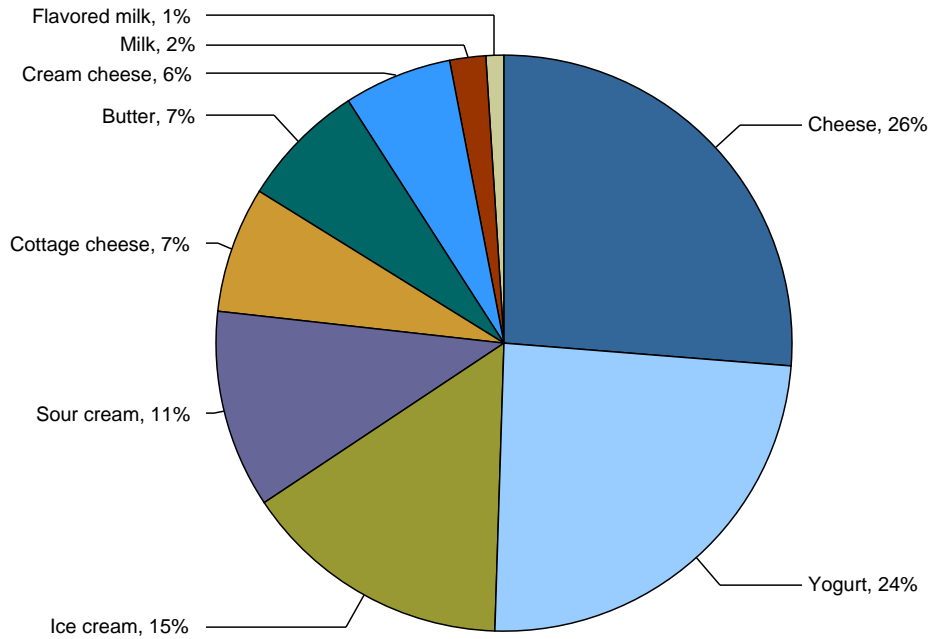
The U.S. advertised price for 8 ounce conventional cheese blocks averaged \$2.17, unchanged from last week; 8 ounce shred cheese averaged \$2.19, down 11 cents from last week. Ads for 8 ounce organic block cheese average \$4.69, up 84 cents from a year ago. The number of conventional cheese ads increased 29%, but organic cheese ads decreased 82% this week.

This week, conventional half gallon ads were vastly limited compared to organic ad volumes and prices. Hence, the price spread for half gallon milk is \$0.11, the lowest ever posted. Last week the spread was \$2.66. The price spread is the difference between the national weighted average price for organic, \$3.80, and conventional \$3.69, as the bulk of retail ads represented Hawaii's market. Organic milk ads increased by 79%, while ads for conventional milk decreased by 59%.

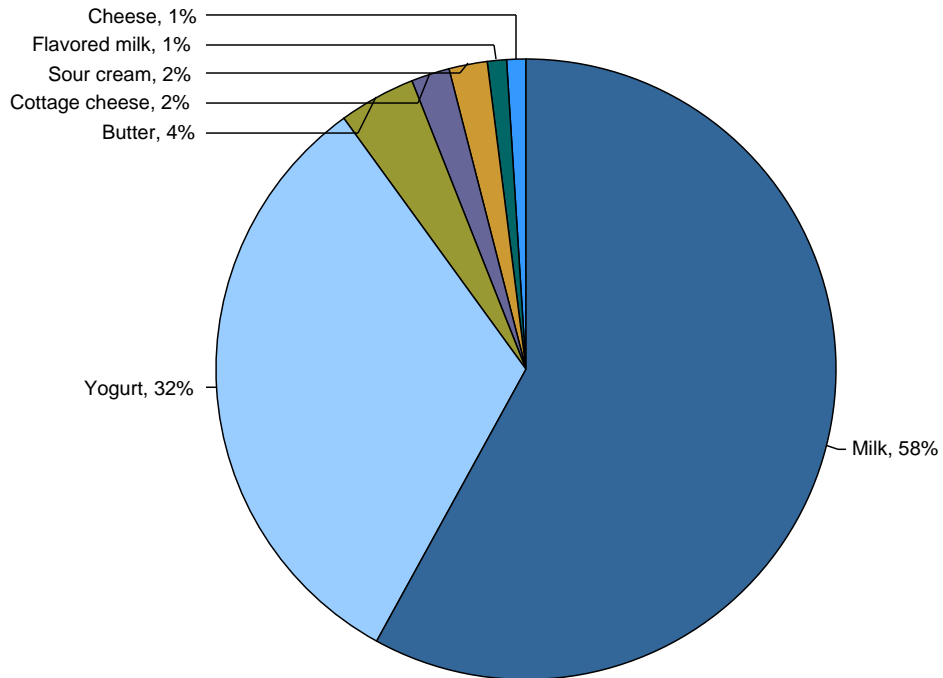
Top 5 Commodities Featured



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 #	6045	3.84	2712	3.00	5665	2.95
Cheese	Natural Varieties	8 oz block	9923	2.17	5730	2.17	9502	2.14
Cheese	Natural Varieties	1 # block	1177	3.37	933	4.07	946	2.80
Cheese	Natural Varieties	2 # block	1083	6.22	1872	6.29	478	6.00
Cheese	Natural Varieties	8 oz shred	10432	2.19	10103	2.30	9465	2.26
Cheese	Natural Varieties	1 # shred	1579	3.09	171	4.39	815	2.77
Cottage cheese		16 oz	6064	1.92	3600	1.95	4099	1.82
Cream cheese		8 oz	5392	1.91	2950	1.79	6330	1.82
Flavored milk	All fat tests	half gallon	231	2.51	1263	2.25	119	1.75
Flavored milk	All fat tests	gallon	461	3.37	397	3.44		
Ice cream		48-64oz	13879	2.90	15349	3.06	13993	2.99
Milk	All fat tests	half gallon	27	3.69	1369	1.71	564	1.58
Milk	All fat tests	gallon	1676	2.80	2737	2.37	876	2.46
Sour cream		16 oz	9631	3.86	6677	1.79	8382	1.62
Yogurt	Greek	4-6 oz	10912	.97	14067	.96	10818	.96
Yogurt	Greek	32 oz	1744	4.44	1982	3.96	3462	4.61
Yogurt	Yogurt	4-6 oz	8244	.51	7131	.48	4305	.52
Yogurt	Yogurt	32 oz	768	2.20	630	2.19	1465	2.01

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 #	2.49-4.99	1473	3.86	3.48-4.00	2280	3.95	2.79-3.00	600	2.92
Cheese	Natural Varieties	8 oz block	1.66-3.00	2908	2.26	1.99-2.79	2288	2.28	1.28-2.50	739	1.86
Cheese	Natural Varieties	1 # block	3.99	119	3.99	3.00	61	3.00	2.99	370	2.99
Cheese	Natural Varieties	8 oz shred	1.50-3.00	2587	2.21	1.99-2.50	2169	2.24	1.28-2.50	829	1.85
Cheese	Natural Varieties	1 # shred	3.99	135	3.99	2.99-3.00	271	2.99	2.99	468	2.99
Cottage cheese		16 oz	1.50-2.99	1284	1.94	1.00-2.50	2060	1.95	1.00-1.99	744	1.45
Cream cheese		8 oz	1.49-2.50	1479	1.75	1.38-2.00	1573	1.87	1.49-1.99	589	1.69
Flavored milk	All fat tests	half gallon	2.00-3.00	143	2.59						
Ice cream		48-64oz	1.88-3.99	4214	2.67	2.29-5.48	4098	2.96	1.99-4.50	1124	3.03
Milk	All fat tests	gallon	1.79-2.50	328	2.15				1.99	119	1.99
Sour cream		16 oz	1.29-2.00	2632	1.67	1.00-23.00	2267	11.13	0.99-2.00	1186	1.31
Yogurt	Greek	4-6 oz	0.69-1.25	3839	.96	1.00	1934	1.00	0.77-1.00	1446	.96
Yogurt	Greek	32 oz	3.99-4.99	451	4.55				3.99	180	3.99
Yogurt	Yogurt	4-6 oz	0.33-1.00	1746	.56	0.40-0.50	3186	.49	0.50-0.88	532	.63
Yogurt	Yogurt	32 oz	2.49-2.88	328	2.57				1.88	69	1.88



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 #	2.90-2.99	162	2.94	3.49-5.49	777	4.35	2.88-4.29	637	3.70
Cheese	Natural Varieties	8 oz block	1.50-2.50	1280	1.94	1.67-3.00	2319	2.24	0.79-3.00	304	1.35
Cheese	Natural Varieties	1 # block	2.88-3.99	381	3.37	3.99-4.99	125	4.49	2.99	121	2.99
Cheese	Natural Varieties	2 # block	8.99	121	8.99	4.77-5.99	326	5.54	4.99-7.99	626	6.00
Cheese	Natural Varieties	8 oz shred	1.36-3.33	2120	2.26	1.49-3.00	2218	2.18	0.99-1.99	394	1.72
Cheese	Natural Varieties	1 # shred	2.88-2.99	219	2.92	2.50-3.99	365	3.08	2.99	121	2.99
Cottage cheese		16 oz	1.66-2.99	710	2.22	1.00-2.49	1089	1.88	2.00	105	2.00
Cream cheese		8 oz	1.50-2.00	221	1.86	1.50-2.50	885	2.16	1.99-2.50	524	2.05
Flavored milk	All fat tests	half gallon	1.99	54	1.99						
Flavored milk	All fat tests	gallon				2.99-3.69	356	3.34	3.49	105	3.49
Ice cream		48-64oz	1.99-4.99	1253	3.14	1.88-5.00	2365	2.94	2.50-3.99	603	2.71
Milk	All fat tests	gallon	2.00-3.99	601	2.82	2.39-3.99	523	3.45	2.50	105	2.50
Sour cream		16 oz	1.00-2.00	1359	1.72	0.99-1.99	1517	1.67	1.25-2.00	629	1.58
Yogurt	Greek	4-6 oz	0.79-1.00	850	.90	0.78-1.50	1729	1.00	0.88-1.00	1031	.93
Yogurt	Greek	32 oz	3.39-4.99	552	4.31	4.49-4.99	360	4.65	3.99-4.49	174	4.29
Yogurt	Yogurt	4-6 oz	0.39-0.50	493	.44	0.39-1.00	1356	.53	0.25-0.50	819	.39
Yogurt	Yogurt	32 oz				1.49	178	1.49	2.00-2.50	166	2.18

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 #	3.99-4.98	55	4.80	4.29-4.99	61	4.60
Cheese	Natural Varieties	8 oz block				2.00-3.25	85	2.66
Cheese	Natural Varieties	2 # block	5.49-9.49	10	8.39			
Cheese	Natural Varieties	8 oz shred	2.49-5.00	54	3.83	2.49-3.25	61	2.91
Cottage cheese		16 oz	2.48-4.48	48	3.69	2.50	24	2.50
Cream cheese		8 oz	2.39-4.00	60	3.19	3.00	61	3.00
Flavored milk	All fat tests	half gallon				3.00	34	3.00
Ice cream		48-64oz	2.98-7.99	80	4.88	3.50-5.49	142	4.19
Milk	All fat tests	half gallon				2.89-3.79	27	3.69
Sour cream		16 oz	1.66-2.49	41	2.02			
Yogurt	Greek	4-6 oz	0.99-1.33	76	1.19	1.00-1.66	7	1.38
Yogurt	Greek	32 oz				6.49	27	6.49
Yogurt	Yogurt	4-6 oz	0.40-0.60	24	.43	0.50-0.79	88	.62
Yogurt	Yogurt	32 oz				2.50-3.49	27	3.38

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 #	423	5.67	154	5.71	114	4.99
Cheese	Natural Varieties	8 oz block	105	4.69	351	4.90	1077	3.85
Cheese	Natural Varieties	8 oz shred			229	3.83		
Cottage cheese		16 oz	219	3.39	1975	3.34		
Flavored milk	All fat tests	half gallon	161	4.99	161	4.99		
Milk	All fat tests	half gallon	5255	3.80	1965	4.37	2516	4.49
Milk	All fat tests	gallon	472	5.47	189	5.10	363	6.16
Milk	All fat tests	8 oz UHT	1068	1.01	1637	1.03	267	1.00
Sour cream		16 oz	219	2.49	1913	3.27	121	2.19
Yogurt	Greek	4-6 oz	1207	1.11	3044	1.17	114	.75
Yogurt	Greek	32 oz	245	5.65	301	3.90		
Yogurt	Yogurt	4-6 oz	161	.60	311	1.12	63	3.89
Yogurt	Yogurt	32 oz	2107	3.97	723	3.48	137	3.49

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	192	5.21						
Flavored milk	All fat tests	half gallon	4.99	161	4.99						
Milk	All fat tests	half gallon	3.76-4.99	1451	4.24	2.99	210	2.99	2.99-4.79	1249	3.61
Milk	All fat tests	8 oz UHT	0.92-1.29	543	1.02				1.00	137	1.00
Yogurt	Greek	4-6 oz	1.00-1.25	388	1.20	1.00	210	1.00	1.00	137	1.00
Yogurt	Greek	32 oz	5.00-5.99	245	5.65						
Yogurt	Yogurt	4-6 oz	0.60	161	.60						
Yogurt	Yogurt	32 oz	3.97	316	3.97				3.97	810	3.97

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 #	6.49	162	6.49				5.00	69	5.00
Cheese	Natural Varieties	8 oz block							4.69	105	4.69
Cottage cheese		16 oz	3.29	114	3.29				3.49	105	3.49
Milk	All fat tests	half gallon	2.99-3.76	1192	3.65	2.99-4.29	980	3.74	2.99	135	2.99
Milk	All fat tests	gallon	5.99	121	5.99	5.00	246	5.00	5.99	105	5.99
Milk	All fat tests	8 oz UHT	1.00	78	1.00	1.00	241	1.00	1.00	69	1.00
Sour cream		16 oz	2.49	114	2.49				2.50	105	2.50

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
Yogurt	Greek	4-6 oz	1.00	141	1.00	1.00-1.25	331	1.18			
Yogurt	Yogurt	32 oz	3.97	973	3.97						

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				4.29-7.99	38	7.60
Yogurt	Yogurt	32 oz	5.14	8	5.14			

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