



Dairy Market News Branch

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National Retail Report-Dairy

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Advertised Prices for Dairy Products at Major Retail Supermarket Outlets ending during the period of 09/09/2016 to 09/15/2016

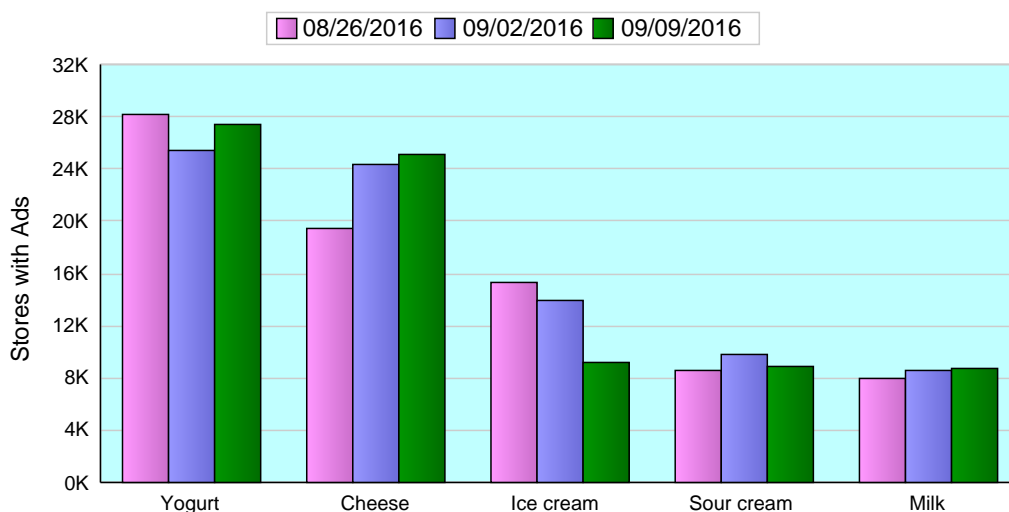
Advertisements for conventional ice cream in a 48-64 ounce containers decreased by 34% compared to the previous week. The national weighted average price for 1 pound conventional butter is \$3.29, while 1 pound organic butter is \$4.69. Total ads for 1 pound conventional butter significantly decreased by 50%. Total conventional ads decreased by 6%, while total organic ads decreased by 5%.

Conventional Greek yogurt in 4-6 ounce containers became the top advertised dairy item for the week, with an average price of \$0.97, even with last week's price. Meanwhile, organic Greek yogurt in the same size packages averaged \$1.06. Conventional non-Greek yogurt in 4-6 ounce containers averaged \$0.48, while its organic counterpart averaged \$0.99. Conventional yogurt ads increased by 12% this week, while organic yogurt ads decreased by 12%.

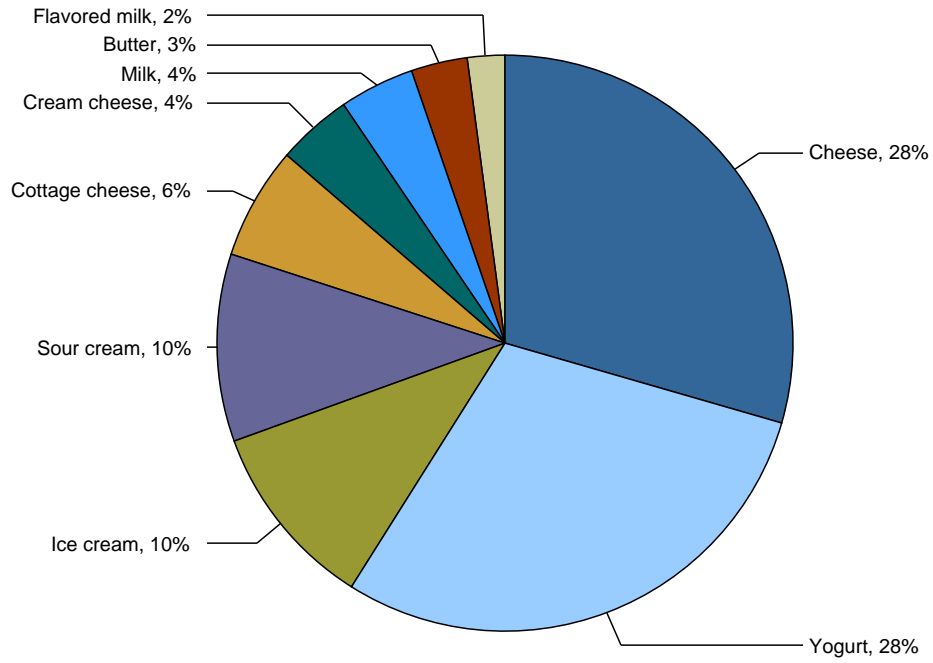
The U.S. advertised price for 8 ounce conventional cheese blocks averaged \$2.10, down 7 cents from last week; 8 ounce shred cheese averaged \$2.18, down 1 cent from last week. Ads for 8 ounce organic block cheese average \$3.50. Ads for 8 ounce organic shred cheese average \$3.78. The number of conventional cheese ads slightly increased 2%, while organic cheese ads noticeably increased 382% this week.

The price spread between organic and conventional half gallon milk is \$2.77. The price spread is the difference between the national weighted average price for organic, \$3.94, and conventional, \$1.17. Organic milk advertisements decreased by 23%, while ads for conventional milk increased by 107%.

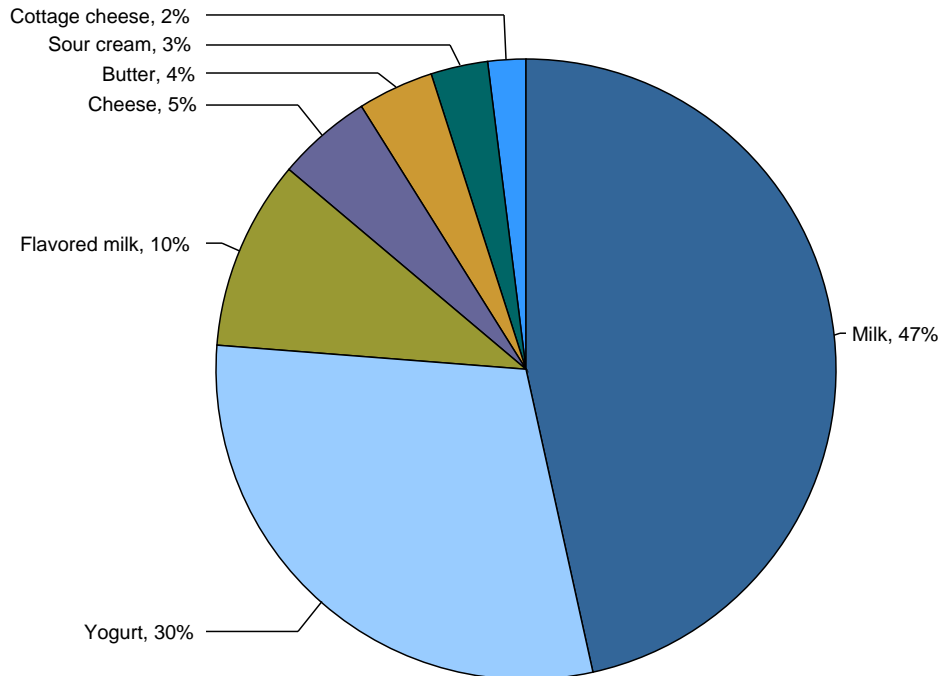
Top 5 Commodities Featured



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 #	2997	3.29	6045	3.84	3308	2.97
Cheese	Natural Varieties	8 oz block	10142	2.10	9923	2.17	7248	2.21
Cheese	Natural Varieties	1 # block	1262	3.53	1177	3.37	1505	4.33
Cheese	Natural Varieties	2 # block	931	6.01	1083	6.22	637	6.67
Cheese	Natural Varieties	8 oz shred	11773	2.18	10432	2.19	9329	2.27
Cheese	Natural Varieties	1 # shred	571	3.51	1579	3.09	581	3.64
Cottage cheese		16 oz	5412	1.70	6064	1.92	3560	1.73
Cream cheese		8 oz	3541	1.88	5392	1.91	7440	2.03
Egg nog		half gallon	78	2.99				
Flavored milk	All fat tests	half gallon	1548	1.28	231	2.51	390	2.05
Flavored milk	All fat tests	gallon	610	2.29	461	3.37	507	2.39
Ice cream		48-64oz	9183	3.09	13879	2.90	11735	3.05
Milk	All fat tests	half gallon	1593	1.17	27	3.69	428	1.94
Milk	All fat tests	gallon	1934	2.82	1676	2.80	2978	2.45
Sour cream		16 oz	8553	1.58	9631	3.86	5953	1.53
Yogurt	Greek	4-6 oz	12113	.97	10912	.97	9015	.95
Yogurt	Greek	32 oz	1967	4.19	1744	4.44	2461	4.43
Yogurt	Yogurt	4-6 oz	9349	.48	8244	.51	5979	.48
Yogurt	Yogurt	32 oz	761	2.35	768	2.20	1048	2.19

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 #	3.00	167	3.00	2.79-3.50	1094	3.01	2.79-3.49	587	3.01
Cheese	Natural Varieties	8 oz block	1.88-2.50	2140	2.08	0.99-2.50	4074	2.32	0.99-2.25	707	1.44
Cheese	Natural Varieties	1 # block	2.99-3.99	558	3.38	3.99	214	3.99			
Cheese	Natural Varieties	2 # block	8.98	63	8.98	5.99	64	5.99			
Cheese	Natural Varieties	8 oz shred	1.88-3.99	2233	2.27	0.99-2.50	3799	2.30	0.99-2.50	707	1.49
Cheese	Natural Varieties	1 # shred	1.67-3.00	135	2.28						
Cottage cheese		16 oz	1.50-2.69	776	2.16	1.25-1.50	2295	1.40	1.25-2.29	503	1.63
Cream cheese		8 oz	1.39-2.50	1236	1.82	1.25-2.00	1247	1.90	1.99-2.00	406	2.00
Flavored milk	All fat tests	half gallon				0.99-1.99	184	1.34	0.99-1.99	923	1.28
Flavored milk	All fat tests	gallon							2.79-2.99	200	2.91
Ice cream		48-64oz	2.50-3.99	2442	2.89	1.99-4.99	3624	2.80	2.50-5.48	1273	3.54
Milk	All fat tests	half gallon				0.99	120	.99	0.99-3.29	779	1.30
Milk	All fat tests	gallon	2.50-2.88	197	2.62	2.49-2.99	174	2.73	1.99-5.99	474	3.65
Sour cream		16 oz	1.25-1.99	1424	1.65	1.25-1.50	3423	1.43	1.25-2.00	913	1.46
Yogurt	Greek	4-6 oz	0.77-1.25	2722	.99	0.80-1.00	3998	.96	0.77-1.18	1323	.96
Yogurt	Greek	32 oz	3.99-5.88	668	4.16	3.49	87	3.49	3.99-5.28	249	4.92

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	4-6 oz	0.40-0.50	1784	.49	0.44-0.50	2946	.50	0.39-0.55	1166	.49
Yogurt	Yogurt	32 oz	1.99	167	1.99				1.88	213	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 #	3.00-3.49	227	3.30	2.99-5.49	572	4.07	2.88-3.99	345	3.52
Cheese	Natural Varieties	8 oz block	0.99-3.33	715	1.95	0.99-3.00	1618	2.08	0.99-3.50	770	1.69
Cheese	Natural Varieties	1 # block				3.49-3.50	490	3.49			
Cheese	Natural Varieties	2 # block				4.99-7.99	802	5.77			
Cheese	Natural Varieties	8 oz shred	0.99-3.33	1779	2.31	0.99-3.49	2242	2.10	0.99-3.50	929	1.84
Cheese	Natural Varieties	1 # shred	3.99-4.99	192	4.38	3.50	244	3.50			
Cottage cheese		16 oz	2.49	62	2.49	1.50-2.49	1063	1.99	1.25-1.99	634	1.61
Cream cheese		8 oz	1.25	78	1.25	1.99	244	1.99	1.25-2.29	276	1.93
Egg nog		half gallon	2.99	78	2.99						
Flavored milk	All fat tests	half gallon	0.99-1.99	230	1.48	0.99	90	.99	0.99	121	.99
Flavored milk	All fat tests	gallon	1.99	121	1.99				1.99	289	1.99
Ice cream		48-64oz	2.49-3.99	530	3.42	2.79-5.00	1159	3.62			
Milk	All fat tests	half gallon	0.99-1.49	297	1.12	0.99	210	.99	0.99	187	.99
Milk	All fat tests	gallon	1.99-2.99	478	2.71	2.59	241	2.59	1.99-2.50	350	2.08
Sour cream		16 oz	1.25-1.89	677	1.50	1.25-2.49	1341	2.00	1.25-1.99	703	1.60
Yogurt	Greek	4-6 oz	0.88-1.11	573	.96	0.69-1.25	2275	.97	0.40-1.25	1112	.92
Yogurt	Greek	32 oz	3.99-4.99	512	4.67	2.99-3.99	424	3.41			
Yogurt	Yogurt	4-6 oz	0.25-0.55	905	.41	0.39-0.79	1636	.48	0.33-0.50	816	.46
Yogurt	Yogurt	32 oz				2.49	246	2.49	2.50-3.99	130	3.29

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	4.77	3	4.77
Cheese	Natural Varieties	8 oz block	1.66-3.50	53	2.71	2.50-3.29	65	3.08
Cheese	Natural Varieties	2 # block	7.99	2	7.99			
Cheese	Natural Varieties	8 oz shred	1.66-2.00	19	1.77	2.50-3.29	65	3.08
Cottage cheese		16 oz	2.00	21	2.00	2.50-2.69	58	2.58
Cream cheese		8 oz				2.00-2.50	54	2.28
Ice cream		48-64oz	3.49-4.00	36	3.92	3.25-4.99	119	4.11
Milk	All fat tests	gallon	3.59	11	3.59	4.77-4.97	9	4.84
Sour cream		16 oz	2.00	21	2.00	1.99-2.29	51	2.13
Yogurt	Greek	4-6 oz	0.99-1.25	32	1.04	0.79-1.29	78	1.10
Yogurt	Greek	32 oz				3.49	27	3.49
Yogurt	Yogurt	4-6 oz	0.60-1.00	49	.83	0.60-1.00	47	.63
Yogurt	Yogurt	32 oz	2.50-2.98	5	2.79			

Wtd Avg - Simple weighted average



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 #	455	4.69	423	5.67		
Cheese	Natural Varieties	8 oz block	310	3.50	105	4.69	147	5.09
Cheese	Natural Varieties	8 oz shred	196	3.78			214	2.50
Cottage cheese		16 oz	219	2.73	219	3.39	276	3.28
Flavored milk	All fat tests	half gallon	1083	4.49	161	4.99		
Milk	All fat tests	half gallon	4918	3.94	5255	3.80	1685	4.35
Milk	All fat tests	gallon	214	4.99	472	5.47	794	5.92
Milk	All fat tests	8 oz UHT	105	1.00	1068	1.01	370	1.00
Sour cream		16 oz	310	2.02	219	2.49		
Yogurt	Greek	4-6 oz	912	1.06	1207	1.11	306	1.00
Yogurt	Greek	32 oz			245	5.65	221	3.99
Yogurt	Yogurt	4-6 oz	59	.99	161	.60	65	.99
Yogurt	Yogurt	32 oz	2301	3.96	2107	3.97	78	2.99

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 #							4.49	119	4.49
Cheese	Natural Varieties	8 oz shred				3.49	61	3.49			
Flavored milk	All fat tests	half gallon				4.49	1083	4.49			
Milk	All fat tests	half gallon	3.76-4.99	718	4.15	3.99	1170	3.99	3.59-4.78	1127	3.90
Milk	All fat tests	gallon				4.99	214	4.99			
Yogurt	Greek	4-6 oz	1.00	131	1.00	0.88	210	.88	0.88	247	.88
Yogurt	Yogurt	4-6 oz	0.99	59	.99						
Yogurt	Yogurt	32 oz	3.50-3.99	510	3.93				3.97	810	3.97

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 #	3.99	162	3.99				5.00-5.79	174	5.48
Cheese	Natural Varieties	8 oz block							3.50	289	3.50
Cheese	Natural Varieties	8 oz shred	3.99	114	3.99						
Cottage cheese		16 oz				2.49	114	2.49	2.99	105	2.99
Milk	All fat tests	half gallon	3.76-3.99	1087	3.78	3.50-4.49	429	3.95	2.99-4.49	364	3.91
Milk	All fat tests	8 oz UHT							1.00	105	1.00
Sour cream		16 oz							1.99	289	1.99
Yogurt	Greek	4-6 oz	0.88	78	.88	1.50	246	1.50			
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
Cheese	Natural Varieties	8 oz block	3.50	21	3.50			
Cheese	Natural Varieties	8 oz shred	3.50	21	3.50			
Milk	All fat tests	half gallon	4.39-4.99	23	4.70			
Sour cream		16 oz	2.49	21	2.49			
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