



## 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>

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### Advertised Prices for Dairy Products at Major Retail Supermarket Outlets ending during the period of 09/16/2016 to 09/22/2016

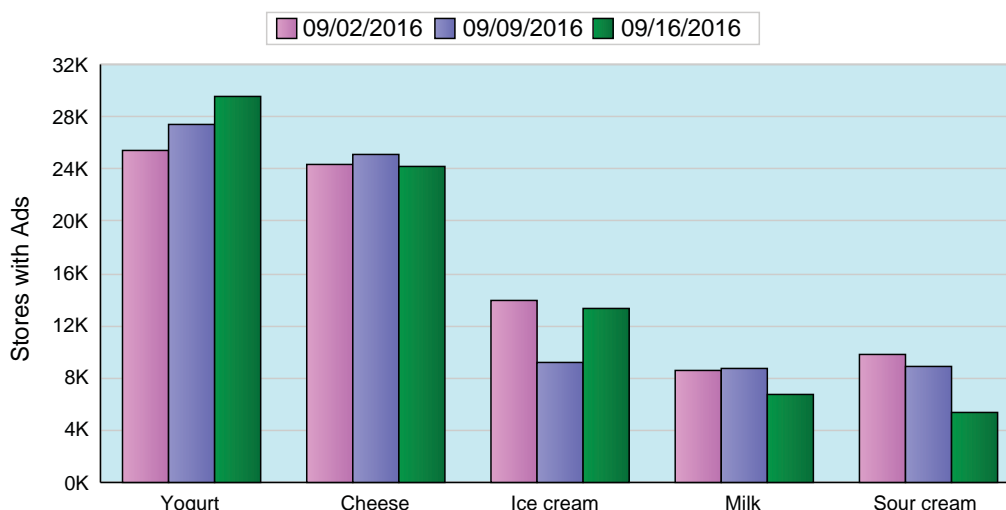
Advertisements for conventional ice cream in 48-64 ounce containers increased 34% and the national weighted average advertised price is \$3.10. Organic ice cream averaged \$4.00, an organic price premium of \$.90. The national average price for 1 pound conventional butter is \$3.64, while 1 pound organic butter is \$5.05, an organic price premium of \$1.41. Total conventional butter ads increased 44% while total organic butter ads increased 75%.

Conventional Greek yogurt in 4-6 ounce containers have an average price of \$0.95, while 4-6 ounce organic Greek yogurt averaged \$1.08, an organic price premium of \$.13. Conventional non-Greek yogurt in 4-6 ounce containers averaged \$.50 and organic yogurt averaged \$.99, an organic price premium of \$.49. Conventional yogurt ads increased by 14% this week, while organic yogurt ads decreased by 44%.

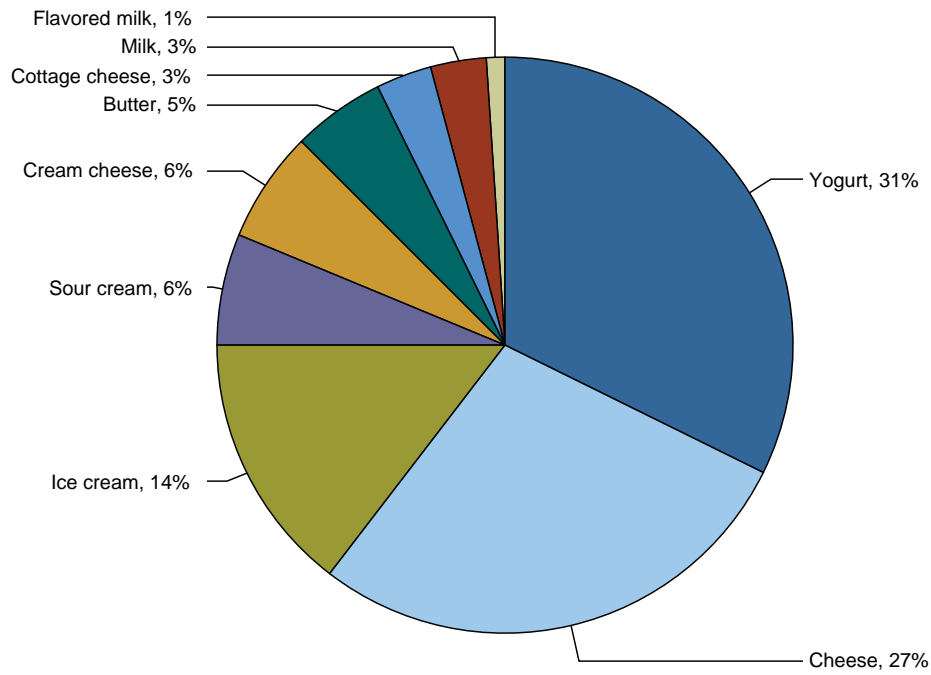
The U.S. advertised price for 8 ounce conventional cheese blocks averaged \$2.40, while 8 ounce organic block cheese averaged \$3.21, an organic price premium of \$.81. Ads for conventional 8 ounce shred cheese averaged \$2.39 while 8 ounce organic shred cheese averaged \$3.21, an organic price premium of \$.82. The number of conventional cheese ads decreased 5%, while organic cheese ads increased 46% this week.

The price premium of the organic half gallon milk price over the conventional half gallon milk price is \$1.93. This represents the difference between the national weighted average price for organic, \$3.70, and conventional, \$1.77. Organic milk advertisements decreased by 23%, while ads for conventional

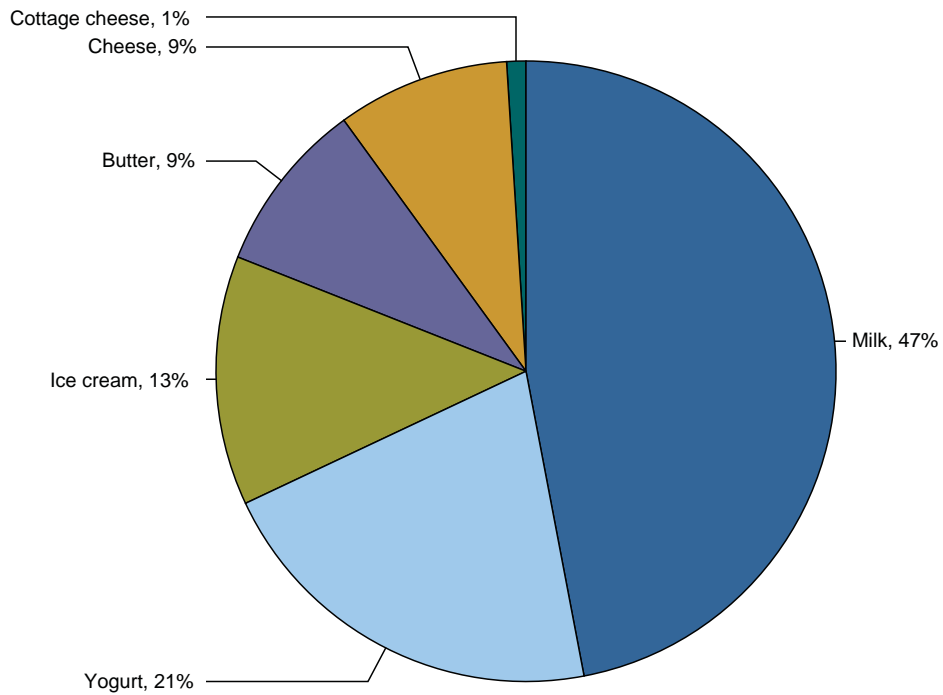
Top 5 Commodities Featured



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 #	4325	3.64	2997	3.29	4200	3.40
Cheese	Natural Varieties	8 oz block	8641	2.40	10142	2.10	6910	2.29
Cheese	Natural Varieties	1 # block	2142	3.68	1262	3.53	2303	3.49
Cheese	Natural Varieties	2 # block	1097	6.43	931	6.01	1396	6.85
Cheese	Natural Varieties	8 oz shred	9430	2.39	11773	2.18	7326	2.38
Cheese	Natural Varieties	1 # shred	2132	3.62	571	3.51	1707	3.45
Cottage cheese		16 oz	2720	1.85	5412	1.70	3785	1.75
Cream cheese		8 oz	5343	2.04	3541	1.88	3794	2.03
Egg nog		half gallon			78	2.99		
Flavored milk	All fat tests	half gallon	900	1.91	1548	1.28	724	2.30
Flavored milk	All fat tests	gallon	404	2.82	610	2.29	321	2.77
Ice cream		48-64oz	12305	3.10	9183	3.09	12904	3.08
Milk	All fat tests	half gallon	150	1.77	1593	1.17	555	1.79
Milk	All fat tests	gallon	2473	2.71	1934	2.82	1139	2.69
Sour cream		16 oz	5368	1.70	8553	1.58	5540	1.56
Yogurt	Greek	4-6 oz	14924	.95	12113	.97	14562	.95
Yogurt	Greek	32 oz	3760	4.58	1967	4.19	2684	4.81
Yogurt	Yogurt	4-6 oz	7191	.50	9349	.48	7013	.51
Yogurt	Yogurt	32 oz	1804	2.50	761	2.35	1094	2.67

## 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	886	3.53	3.50-3.69	1799	3.61	2.79-3.99	389	3.08
Cheese	Natural Varieties	8 oz block	1.25-3.29	2037	2.17	1.67-3.00	3603	2.45	1.50-2.00	164	1.83
Cheese	Natural Varieties	1 # block	3.49-8.98	429	4.61	3.50	210	3.50	2.98-3.50	553	3.40
Cheese	Natural Varieties	8 oz shred	1.25-3.00	2099	2.26	1.67-3.00	2791	2.40	1.50-2.50	651	2.16
Cheese	Natural Varieties	1 # shred	3.49	100	3.49	3.50	210	3.50	2.98-3.50	553	3.40
Cottage cheese		16 oz	1.66-2.79	574	1.98	1.50-2.00	271	1.61	1.50	221	1.50
Cream cheese		8 oz	1.50-2.99	1036	1.91	1.19-2.50	2011	2.35	0.99-1.99	603	1.68
Flavored milk	All fat tests	half gallon							0.99-2.50	795	1.70
Ice cream		48-64oz	1.88-3.99	2593	2.72	2.50-3.99	4183	3.09	1.98-5.48	1855	3.20
Milk	All fat tests	half gallon							1.50-2.00	150	1.77
Milk	All fat tests	gallon	3.69	137	3.69	1.99-2.69	1203	2.62	1.88-1.99	225	1.94
Sour cream		16 oz	1.49-2.00	1026	1.68	1.50-2.00	1415	1.81	1.50-1.89	757	1.62
Yogurt	Greek	4-6 oz	0.60-1.25	4054	.95	0.85-1.00	3806	.97	0.88-1.18	1391	1.01
Yogurt	Greek	32 oz	3.99-5.88	1361	4.85	4.49-4.99	1144	4.52	3.99	180	3.99
Yogurt	Yogurt	4-6 oz	0.40-1.25	2375	.53	0.50-0.60	2146	.55	0.29-0.54	707	.41
Yogurt	Yogurt	32 oz	1.99-2.79	1051	2.58	2.79	61	2.79	1.88-1.99	188	1.95

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 #	2.99-3.50	432	3.40	2.99-5.49	609	4.40	3.59-3.99	210	3.79
Cheese	Natural Varieties	8 oz block	1.48-2.99	778	2.16	1.79-3.50	1422	2.58	1.25-3.50	637	2.91
Cheese	Natural Varieties	1 # block	3.50	141	3.50	2.77-3.50	454	3.11	3.50-3.99	355	3.90
Cheese	Natural Varieties	2 # block	4.99	121	4.99	5.00-7.99	705	6.81	2.99-7.99	271	6.09
Cheese	Natural Varieties	8 oz shred	1.48-2.99	1168	2.47	1.79-3.00	1954	2.38	1.25-3.50	767	2.84
Cheese	Natural Varieties	1 # shred	3.50	219	3.50	2.77-4.99	695	3.76	3.50-3.99	355	3.90
Cottage cheese		16 oz	1.50-2.69	192	2.21	1.25-2.00	987	1.77	1.67-2.50	475	2.01
Cream cheese		8 oz	1.49-2.79	587	1.90	1.67-2.00	871	1.75	2.00-2.50	235	2.28
Flavored milk	All fat tests	half gallon							3.49	105	3.49
Flavored milk	All fat tests	gallon	1.99-3.99	226	2.69	2.99	178	2.99			
Ice cream		48-64oz	2.50-5.50	1317	3.61	2.49-4.99	1941	3.15	3.00-3.77	416	3.17
Milk	All fat tests	gallon	1.88-3.99	803	2.99				1.99	105	1.99
Sour cream		16 oz	1.50-2.00	481	1.73	1.25-2.00	925	1.68	1.50-1.99	764	1.66
Yogurt	Greek	4-6 oz	0.74-1.00	1698	.90	0.69-1.00	2813	.95	0.69-1.33	1162	.90
Yogurt	Greek	32 oz	3.99-4.99	406	4.19	3.99-4.99	600	4.69	3.00	69	3.00
Yogurt	Yogurt	4-6 oz	0.29-0.50	882	.40	0.40-0.50	907	.49	0.33-0.40	174	.37
Yogurt	Yogurt	32 oz	2.50	121	2.50	2.49-2.50	383	2.49			

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

## 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 #	798	5.05	455	4.69	372	3.46
Cheese	Natural Varieties	8 oz block	371	3.21	310	3.50	817	3.75
Cheese	Natural Varieties	8 oz shred	369	3.21	196	3.78	210	3.50
Cottage cheese		16 oz	105	2.99	219	2.73	283	3.28
Flavored milk	All fat tests	half gallon			1083	4.49		
Ice cream		48-64oz	1083	4.00				
Milk	All fat tests	half gallon	2678	3.70	4918	3.94	1366	3.80
Milk	All fat tests	gallon	740	5.25	214	4.99	351	5.77
Milk	All fat tests	8 oz UHT	638	1.02	105	1.00	121	1.00

Wtd Avg - Simple weighted average



Sour cream		16 oz			310	2.02		
Yogurt	Greek	4-6 oz	1480	1.08	912	1.06	400	1.21
Yogurt	Greek	32 oz	289	4.49			114	5.99
Yogurt	Yogurt	4-6 oz	59	.99	59	.99	63	.99
Yogurt	Yogurt	32 oz			2301	3.96	285	2.63

## 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 #	5.49	84	5.49						
Ice cream		48-64oz				4.00	1083	4.00			
Milk	All fat tests	half gallon	3.49-4.49	415	3.90	2.99-3.98	285	3.67	2.79-4.78	538	3.54
Milk	All fat tests	gallon	6.49	84	6.49						
Milk	All fat tests	8 oz UHT	1.00-1.25	455	1.03						
Yogurt	Greek	4-6 oz				1.00	210	1.00	0.99-1.00	354	1.00
Yogurt	Yogurt	4-6 oz	0.99	59	.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 #	3.99-4.99	358	4.76				4.49-5.99	356	5.23
Cheese	Natural Varieties	8 oz block	3.99	82	3.99				2.99	289	2.99
Cheese	Natural Varieties	8 oz shred	3.99	80	3.99				2.99	289	2.99
Cottage cheese		16 oz							2.99	105	2.99
Milk	All fat tests	half gallon	2.99	219	2.99	2.99-4.49	1047	3.77	3.79-4.49	174	4.21
Milk	All fat tests	gallon				5.00	246	5.00	4.99-5.49	410	5.14
Milk	All fat tests	8 oz UHT	1.00	78	1.00				1.00	105	1.00
Yogurt	Greek	4-6 oz	1.00	219	1.00	1.00-1.50	697	1.18			
Yogurt	Greek	32 oz							4.49	289	4.49

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

## 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

Wtd Avg - Simple weighted average



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