



## 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 09/23/2016 to 09/29/2016

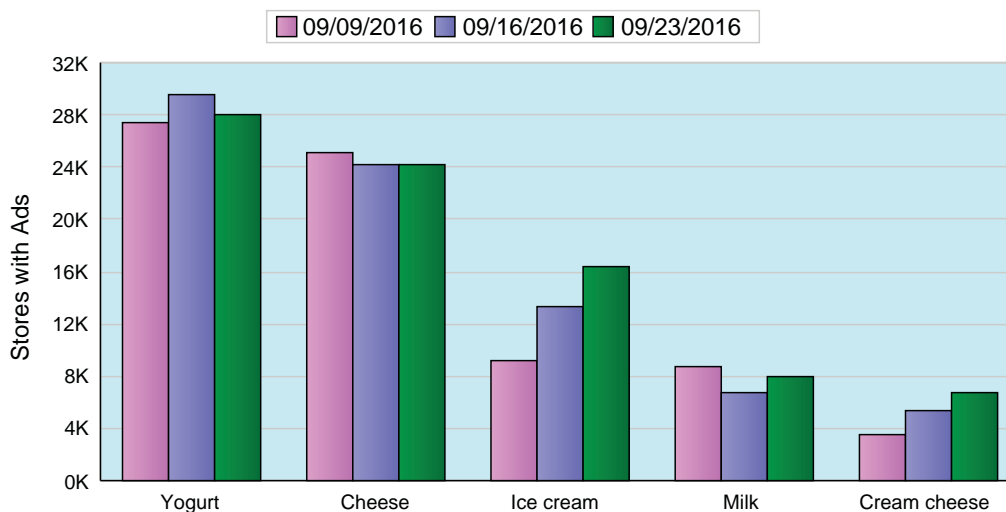
The national average price for 1 pound conventional butter is \$3.19, while 1 pound organic butter is \$5.15, an organic price premium of \$1.96. Total conventional butter ads increased 26% while total organic butter ads decreased 1%. Advertisements for conventional ice cream in 48-64 ounce containers increased 33% and the national weighted average advertised price is \$3.07. There are no ads for organic ice cream.

Conventional Greek yogurt in 4-6 ounce containers have an average price of \$0.94, while 4-6 ounce organic Greek yogurt averaged \$1.15, an organic price premium of \$.21. Conventional yogurt ads decreased 8% this week, while organic yogurt ads increased 36%.

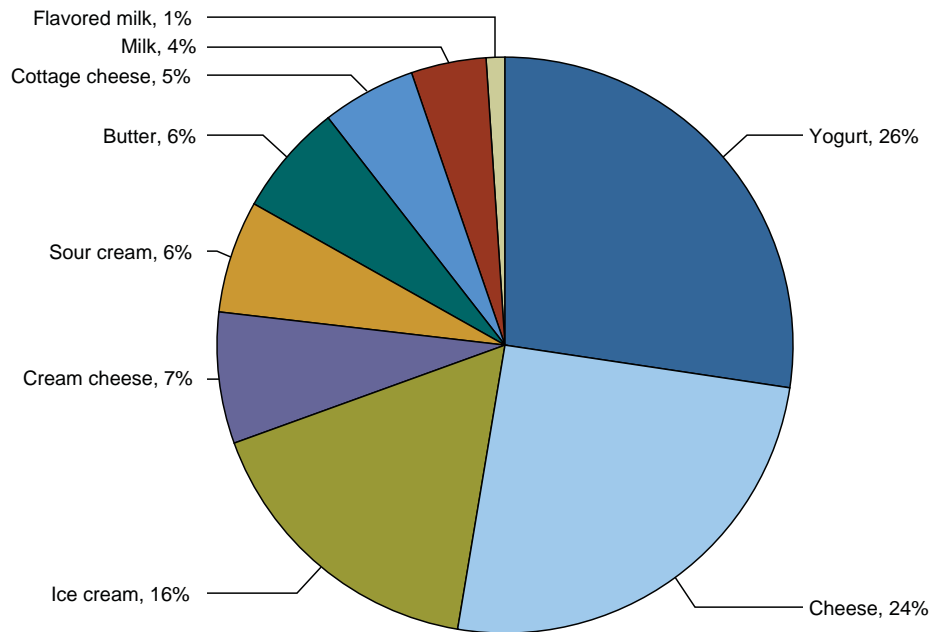
The U.S. advertised price for 8 ounce conventional cheese blocks averaged \$2.18, while 8 ounce organic block cheese averaged \$4.72, an organic price premium of \$2.54. Ads for conventional 8 ounce shred cheese averaged \$2.16 while 8 ounce organic shred cheese averaged \$3.50, an organic price premium of \$1.34. The number of conventional cheese ads is stable, while organic cheese ads increased 3% this week.

The price premium of the organic half gallon milk price over the conventional half gallon milk price is \$3.05. This represents the difference between the national weighted average price for organic, \$4.15, and conventional, \$1.10. Organic milk advertisements increased 1%, while ads for conventional milk increased 46%.

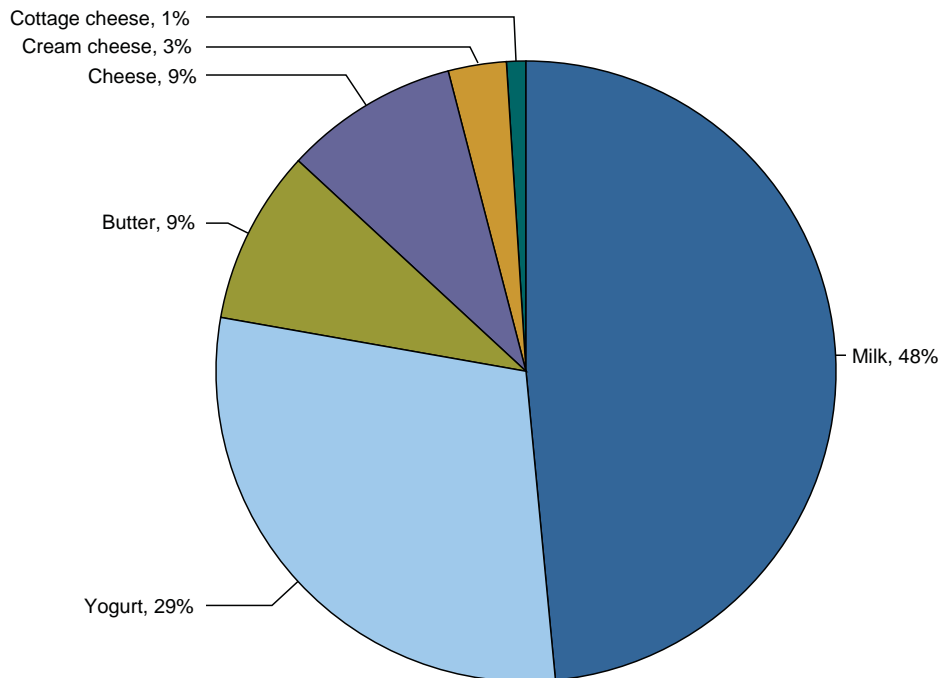
Top 5 Commodities Featured



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 #	5462	3.19	4325	3.64	5303	3.24
Cheese	Natural Varieties	8 oz block	8861	2.18	8641	2.40	9013	2.39
Cheese	Natural Varieties	1 # block	1938	3.56	2142	3.68	1917	3.81
Cheese	Natural Varieties	2 # block	690	6.66	1097	6.43	1072	6.58
Cheese	Natural Varieties	8 oz shred	9756	2.16	9430	2.39	10915	2.45
Cheese	Natural Varieties	1 # shred	2182	3.25	2132	3.62	2788	4.01
Cottage cheese		16 oz	5157	1.96	2720	1.85	2999	2.12
Cream cheese		8 oz	6445	1.76	5343	2.04	4511	1.79
Egg nog		half gallon					387	2.99
Flavored milk	All fat tests	half gallon	1241	2.15	900	1.91	236	2.66
Flavored milk	All fat tests	gallon	178	2.99	404	2.82	393	2.34
Ice cream		48-64oz	16306	3.07	12305	3.10	8909	2.84
Milk	All fat tests	half gallon	813	1.10	150	1.77	366	1.71
Milk	All fat tests	gallon	3011	2.32	2473	2.71	4053	2.54
Sour cream		16 oz	6263	1.62	5368	1.70	5277	1.75
Yogurt	Greek	4-6 oz	14768	.94	14924	.95	11399	.97
Yogurt	Greek	32 oz	3204	4.32	3760	4.58	1062	4.86
Yogurt	Yogurt	4-6 oz	5180	.51	7191	.50	4572	.52
Yogurt	Yogurt	32 oz	2432	2.39	1804	2.50	1682	2.08

## 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	2775	3.32	3.00	61	3.00	1.99-3.50	692	2.94
Cheese	Natural Varieties	8 oz block	1.50-2.99	3371	2.17	2.00-2.50	2147	2.25	1.48-2.50	761	1.90
Cheese	Natural Varieties	1 # block	3.99-6.99	207	5.03	2.99-3.50	257	3.33	2.99-3.49	244	3.21
Cheese	Natural Varieties	2 # block	8.98	63	8.98						
Cheese	Natural Varieties	8 oz shred	1.50-2.89	2830	2.12	1.99-2.50	2268	2.18	1.48-1.99	751	1.78
Cheese	Natural Varieties	1 # shred	3.69	221	3.69	2.99-3.50	257	3.33	2.99-3.49	604	3.08
Cottage cheese		16 oz	1.66-2.99	1594	2.24	1.99-2.50	1568	2.16	0.99-1.00	356	1.00
Cream cheese		8 oz	0.99-2.50	1741	1.77	1.00-2.00	3030	1.78	0.99-2.49	458	1.72
Flavored milk	All fat tests	half gallon	1.66-2.50	766	2.02	2.50	61	2.50			
Ice cream		48-64oz	1.88-4.49	4822	2.93	1.88-4.99	4148	3.12	1.99-5.48	2341	3.08
Milk	All fat tests	half gallon							1.00	233	1.00
Milk	All fat tests	gallon	1.79-2.99	550	2.18	2.29-2.69	1310	2.62	1.00-1.99	383	1.55
Sour cream		16 oz	1.49-2.00	1709	1.62	1.49-2.00	1357	1.87	1.00-1.69	547	1.21
Yogurt	Greek	4-6 oz	0.68-1.25	3260	.96	1.00-1.25	4204	1.01	0.70-1.00	1775	.93
Yogurt	Greek	32 oz	1.99-5.00	1025	4.25	4.49	1083	4.49	3.49-5.29	286	4.62
Yogurt	Yogurt	4-6 oz	0.39-0.60	1818	.50	0.50	1339	.50	0.39-0.60	484	.48

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	1.99-2.79	630	2.30	2.00	1002	2.00			

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 #	1.99-3.48	609	3.04	1.88-2.99	338	2.61	1.99-4.49	984	3.30
Cheese	Natural Varieties	8 oz block	1.25-3.33	614	2.42	1.49-3.00	1450	2.24	0.99-2.99	463	1.74
Cheese	Natural Varieties	1 # block	2.88-3.50	259	3.16	2.77-3.99	971	3.50			
Cheese	Natural Varieties	2 # block	5.99	121	5.99				3.99-8.99	506	6.53
Cheese	Natural Varieties	8 oz shred	1.25-3.33	1432	2.37	1.49-3.50	1913	2.29	0.99-2.99	532	1.78
Cheese	Natural Varieties	1 # shred	2.88-3.50	337	3.12	2.77-3.99	697	3.31	2.99	66	2.99
Cottage cheese		16 oz	1.00-2.69	388	1.71	1.00-1.99	987	1.64	1.99-2.00	243	2.00
Cream cheese		8 oz	1.25-2.00	469	1.69	1.66-1.79	362	1.70	1.50-2.50	358	1.69
Flavored milk	All fat tests	half gallon	1.25-2.99	309	1.94				3.49	105	3.49
Flavored milk	All fat tests	gallon				2.99	178	2.99			
Ice cream		48-64oz	2.48-4.99	1418	3.53	1.77-5.00	2396	3.21	0.99-3.99	1181	2.54
Milk	All fat tests	half gallon	1.00-1.48	273	1.24	1.00	120	1.00	0.99-1.25	187	1.08
Milk	All fat tests	gallon	2.19	141	2.19	1.99-2.59	505	2.31	1.99	105	1.99
Sour cream		16 oz	1.00-1.50	613	1.32	1.00-1.99	1234	1.61	1.50-2.00	803	1.71
Yogurt	Greek	4-6 oz	0.40-1.00	2118	.83	0.70-1.00	2101	.94	0.69-1.00	1307	.92
Yogurt	Greek	32 oz	3.99	324	3.99	3.99-4.99	356	4.49	3.00-3.50	130	3.23
Yogurt	Yogurt	4-6 oz	0.44-0.50	401	.48	0.39-0.99	716	.60	0.50	394	.50
Yogurt	Yogurt	32 oz				1.99-4.49	800	2.95			

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 #				4.77	3	4.77
Cheese	Natural Varieties	8 oz block	2.00-2.50	17	2.25	2.50-3.00	38	2.95
Cheese	Natural Varieties	8 oz shred	2.00	6	2.00	3.29	24	3.29
Cottage cheese		16 oz	2.00	21	2.00			
Cream cheese		8 oz				2.50	27	2.50
Milk	All fat tests	gallon	3.59	11	3.59	4.57	6	4.57
Yogurt	Greek	4-6 oz	1.25	3	1.25			
Yogurt	Yogurt	4-6 oz	0.80	28	.80			

## 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 #	793	5.15	798	5.05	258	2.79
Cheese	Natural Varieties	8 oz block	659	4.72	371	3.21	718	3.84
Cheese	Natural Varieties	8 oz shred	105	3.50	369	3.21	194	3.81
Cottage cheese		16 oz	105	2.99	105	2.99		
Cream cheese		8 oz	215	2.50				
Ice cream		48-64oz			1083	4.00	5	3.99
Milk	All fat tests	half gallon	3338	4.15	2678	3.70	1692	4.11
Milk	All fat tests	gallon	205	6.19	740	5.25		
Milk	All fat tests	8 oz UHT	556	1.05	638	1.02	910	.90
Sour cream		16 oz	21	2.49			121	1.99
Yogurt	Greek	4-6 oz	1232	1.15	1480	1.08	1416	1.18
Yogurt	Greek	32 oz			289	4.49	214	3.39
Yogurt	Yogurt	4-6 oz			59	.99	135	1.00
Yogurt	Yogurt	32 oz	1260	2.82			379	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
Butter		1 #	5.00-5.49	168	5.25						
Cheese	Natural Varieties	8 oz block	3.49-5.99	476	5.02						
Cheese	Natural Varieties	8 oz shred	3.50	84	3.50						
Cream cheese		8 oz							2.50	137	2.50
Milk	All fat tests	half gallon	3.49-4.99	925	4.08	2.99-4.49	1293	4.25			
Milk	All fat tests	gallon	6.49	84	6.49						
Milk	All fat tests	8 oz UHT	1.19	147	1.19						
Yogurt	Greek	4-6 oz	1.25	471	1.25	1.00-1.25	271	1.06			
Yogurt	Yogurt	32 oz							2.50	387	2.50

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 #	4.99	162	4.99				4.99-5.79	463	5.17
Cheese	Natural Varieties	8 oz block	3.99	162	3.99						
Cottage cheese		16 oz							2.99	105	2.99

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
Cream cheese		8 oz	2.50	78	2.50						
Milk	All fat tests	half gallon				3.50-4.99	643	4.32	3.50-4.49	463	3.77
Milk	All fat tests	gallon	5.99	121	5.99						
Milk	All fat tests	8 oz UHT	1.00	121	1.00	1.00	114	1.00	1.00	174	1.00
Yogurt	Greek	4-6 oz				0.69-1.50	490	1.10			
Yogurt	Yogurt	32 oz	2.50	78	2.50	2.50-2.99	629	2.83	3.50-3.99	166	3.68

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	4.49-4.98	14	4.60			
Sour cream		16 oz	2.49	21	2.49			

#### 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