



## 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 09/30/2016 to 10/06/2016

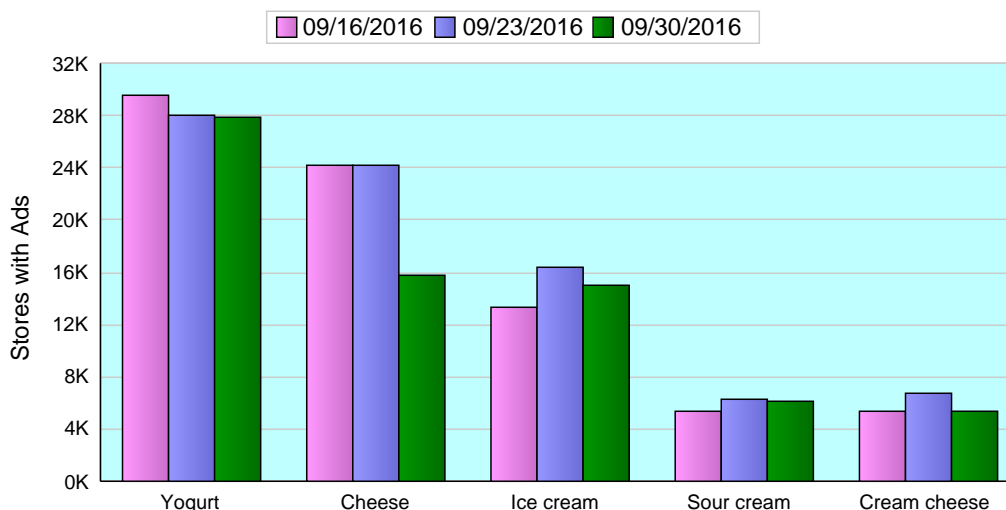
The national average price for 1 pound conventional butter is \$3.38, while 1 pound organic butter is \$5.61, an organic price premium of \$2.23. Total conventional butter ads decreased 7% while total organic butter ads decreased 71%. Advertisements for conventional ice cream in 48-64 ounce containers decreased 15% and the national weighted average advertised price is \$3.18 up 11 cents from last week.

Conventional Greek yogurt in 4-6 ounce containers have an average price of \$0.97, while 4-6 ounce organic Greek yogurt averaged \$1.28, an organic price premium of \$.31. Conventional yogurt ads increased 2% this week, while organic yogurt ads decreased 26%.

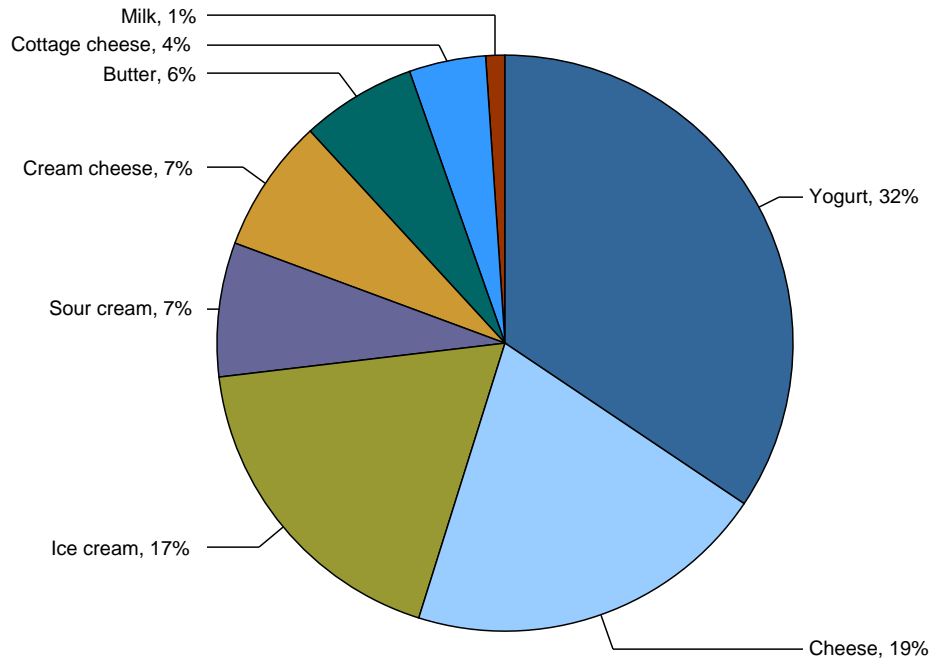
The U.S. advertised price for 8 ounce conventional cheese blocks averaged \$2.27, while 8 ounce organic block cheese averaged \$6.99, an organic price premium of \$4.72. Ads for conventional 8 ounce shred cheese averaged \$2.31 while 8 ounce organic shred cheese averaged \$3.44, an organic price premium of \$1.13. The collective number of conventional cheese ads decreased 35%, but collective prices increased 22%, while ads for organic cheese decreased 34%, but prices increased 14% this week.

This week, the organic half gallon milk price, \$3.67, compared to the conventional half gallon milk price, \$3.43, reports an organic price premium of \$0.24. The slight difference in spread reflects the small number of conventional ads in comparison to organic ads. Organic milk advertisements decreased 24%, while ads for conventional milk decreased 77%.

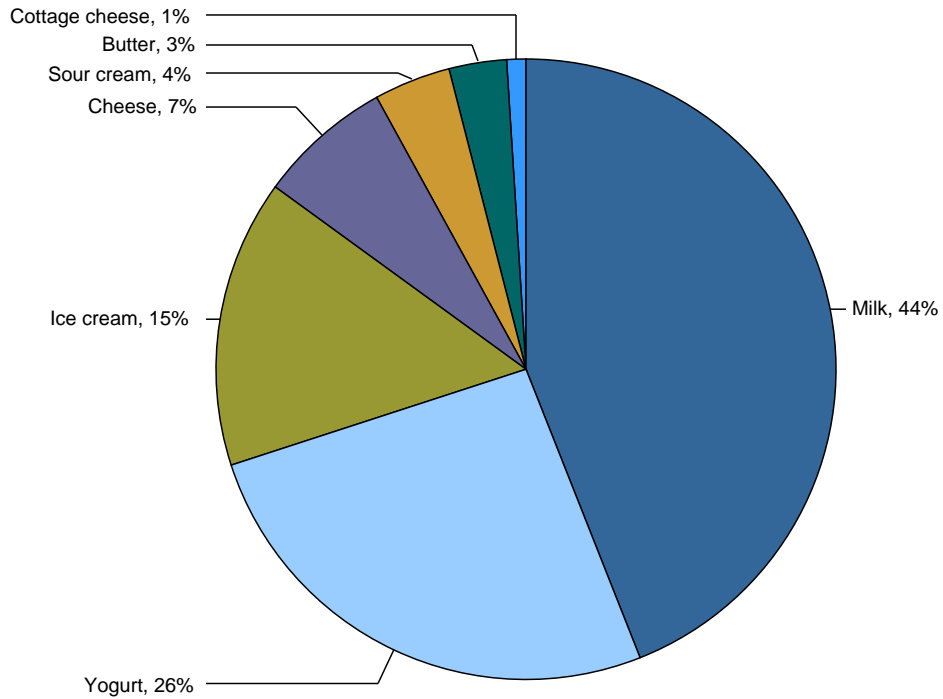
Top 5 Commodities Featured



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 #	5100	3.38	5462	3.19	4326	3.32
Cheese	Natural Varieties	8 oz block	4702	2.27	8861	2.18	10417	2.44
Cheese	Natural Varieties	1 # block	1526	4.91	1938	3.56	1661	3.48
Cheese	Natural Varieties	2 # block	1207	5.67	690	6.66	346	6.52
Cheese	Natural Varieties	8 oz shred	6441	2.31	9756	2.16	10145	2.40
Cheese	Natural Varieties	1 # shred	1357	5.03	2182	3.25	2024	3.51
Cottage cheese		16 oz	3379	2.04	5157	1.96	2104	2.06
Cream cheese		8 oz	5346	1.98	6445	1.76	4873	1.84
Egg nog		quart	246	2.50				
Flavored milk	All fat tests	half gallon	163	3.46	1241	2.15	322	2.55
Flavored milk	All fat tests	gallon	74	4.29	178	2.99	441	3.28
Ice cream		48-64oz	13877	3.18	16306	3.07	7699	3.11
Milk	All fat tests	half gallon	307	3.43	813	1.10	431	2.51
Milk	All fat tests	gallon	555	3.48	3011	2.32	2229	2.74
Sour cream		16 oz	5923	1.75	6263	1.62	4586	1.70
Yogurt	Greek	4-6 oz	13706	.97	14768	.94	10498	.96
Yogurt	Greek	32 oz	2907	4.36	3204	4.32	637	4.30
Yogurt	Yogurt	4-6 oz	7550	.48	5180	.51	7415	.49
Yogurt	Yogurt	32 oz	1862	2.64	2432	2.39	883	2.63

## 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 #	2.50-5.00	1389	3.72	2.50-3.28	1511	2.96	2.49-3.49	256	2.92
Cheese	Natural Varieties	8 oz block	1.50-4.99	2147	2.31	2.50	716	2.50	0.98-2.50	385	1.78
Cheese	Natural Varieties	1 # block	2.99-3.99	362	3.45	5.49	1083	5.49	2.99	57	2.99
Cheese	Natural Varieties	8 oz shred	1.67-3.00	2108	2.21	2.50-3.00	857	2.54	0.98-2.00	376	1.62
Cheese	Natural Varieties	1 # shred	3.99	135	3.99	5.49	1083	5.49			
Cottage cheese		16 oz	1.99-3.00	1612	2.22	2.50	195	2.50	1.77-1.99	261	1.84
Cream cheese		8 oz	1.50-2.99	1627	2.05	1.50-2.00	2190	1.90	1.69	119	1.69
Ice cream		48-64oz	1.99-4.99	3156	2.88	2.49-5.00	4521	3.67	1.77-5.48	1575	3.16
Milk	All fat tests	half gallon	4.99	118	4.99						
Milk	All fat tests	gallon				2.49-3.99	276	3.65	2.79	81	2.79
Sour cream		16 oz	1.49-2.00	2085	1.80	1.50-2.00	1235	1.97	1.39-1.50	531	1.46
Yogurt	Greek	4-6 oz	0.75-1.50	4157	.98	0.88-1.25	4581	.99	0.79-1.00	1167	.92
Yogurt	Greek	32 oz	3.00-5.88	519	3.86	3.49-4.49	1394	4.30			
Yogurt	Yogurt	4-6 oz	0.40-0.99	2414	.51	0.39-0.88	1996	.51	0.39-0.60	1030	.48
Yogurt	Yogurt	32 oz	1.99-3.49	1151	2.80	2.69	61	2.69	2.48	180	2.48

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 #	2.50-3.50	460	3.00	3.49-3.99	1077	3.91	2.49-3.49	364	2.97
Cheese	Natural Varieties	8 oz block	1.25-3.33	453	2.28	0.99-2.79	651	2.12	0.99-2.99	279	2.24
Cheese	Natural Varieties	2 # block	4.99	121	4.99	5.49-7.99	600	6.44	3.99-4.99	463	4.84
Cheese	Natural Varieties	8 oz shred	1.25-3.33	1263	2.35	0.99-3.00	1249	2.47	0.99-2.99	514	2.24
Cheese	Natural Varieties	1 # shred	2.47	139	2.47						
Cottage cheese		16 oz				1.49-1.99	767	1.71	1.50-2.00	463	1.69
Cream cheese		8 oz	1.50-2.50	426	1.98	1.67-2.49	784	2.12	1.50	121	1.50
Egg nog		quart				2.50	246	2.50			
Flavored milk	All fat tests	half gallon							3.49	105	3.49
Flavored milk	All fat tests	gallon	4.29	74	4.29						
Ice cream		48-64oz	1.88-4.99	1035	2.83	2.49-3.99	2333	2.96	1.67-3.99	1054	2.72
Milk	All fat tests	half gallon	2.50	99	2.50	1.89	63	1.89			
Milk	All fat tests	gallon	2.99	60	2.99				3.49-3.99	138	3.74
Sour cream		16 oz	1.50-1.99	262	1.64	0.99-1.99	1087	1.60	1.50-2.00	673	1.69
Yogurt	Greek	4-6 oz	0.75-1.25	827	.93	0.69-1.00	1743	.92	0.69-1.00	1152	.91
Yogurt	Greek	32 oz				3.49-5.99	898	4.85	3.00	69	3.00
Yogurt	Yogurt	4-6 oz	0.33-0.50	439	.42	0.33-0.50	1204	.43	0.39-0.50	458	.44
Yogurt	Yogurt	32 oz							1.99-2.00	394	1.99

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 #	2.99-3.99	16	3.30	4.49	27	4.49
Cheese	Natural Varieties	8 oz block	3.00	7	3.00	1.97-3.00	64	2.95
Cheese	Natural Varieties	1 # block				5.49	24	5.49
Cheese	Natural Varieties	2 # block	5.99-7.99	23	6.16			
Cheese	Natural Varieties	8 oz shred	2.98-3.00	10	2.99	1.97-3.00	64	2.95
Cottage cheese		16 oz	2.00-3.98	54	3.10	2.50	27	2.50
Cream cheese		8 oz	1.69	11	1.69	2.75-3.00	68	2.88
Flavored milk	All fat tests	half gallon				3.00-3.99	58	3.41
Ice cream		48-64oz	3.99-4.49	37	4.42	3.49-4.97	166	3.89
Milk	All fat tests	half gallon				3.59-3.77	27	3.61
Sour cream		16 oz	2.00-2.19	26	2.04	2.00	24	2.00
Yogurt	Greek	4-6 oz	1.25	11	1.25	1.25-1.33	68	1.29
Yogurt	Greek	32 oz				4.49	27	4.49
Yogurt	Yogurt	4-6 oz	0.50	5	.50	0.50	4	.50
Yogurt	Yogurt	32 oz	2.99-5.98	49	4.70	2.50-3.50	27	2.61

## 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 #	233	5.61	793	5.15	432	4.20
Cheese	Natural Varieties	8 oz block	246	6.99	659	4.72	743	3.40
Cheese	Natural Varieties	8 oz shred	255	3.44	105	3.50	535	3.38
Cottage cheese		16 oz	105	2.99	105	2.99	365	3.49
Cream cheese		8 oz			215	2.50		
Ice cream		48-64oz	1083	4.00				
Milk	All fat tests	half gallon	2472	3.67	3338	4.15	1241	3.73
Milk	All fat tests	gallon	226	5.23	205	6.19	1778	5.42
Milk	All fat tests	8 oz UHT	435	1.08	556	1.05	774	.88
Sour cream		16 oz	273	2.04	21	2.49	297	2.29
Yogurt	Greek	4-6 oz	558	1.28	1232	1.15	1291	1.20
Yogurt	Greek	32 oz	246	3.99				
Yogurt	Yogurt	4-6 oz	183	.75			474	1.20
Yogurt	Yogurt	32 oz	868	3.58	1260	2.82	338	2.94

## 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 #	5.99	59	5.99						
Ice cream		48-64oz				4.00	1083	4.00			
Milk	All fat tests	half gallon	3.00-4.99	1048	4.09	2.99-4.49	449	3.72	2.99	221	2.99
Milk	All fat tests	gallon	5.49	108	5.49						
Milk	All fat tests	8 oz UHT	1.25	147	1.25						
Yogurt	Greek	4-6 oz	1.25	363	1.25	1.33	195	1.33			
Yogurt	Yogurt	4-6 oz	1.50	60	1.50				0.39	123	.39
Yogurt	Yogurt	32 oz				3.00	214	3.00			

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 #							5.00-5.79	174	5.48
Cheese	Natural Varieties	8 oz block				6.99	246	6.99			
Cheese	Natural Varieties	8 oz shred	2.99-3.99	255	3.44						

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	105	2.99
Milk	All fat tests	half gallon	2.50-3.99	394	2.98	2.99	120	2.99	2.99-4.49	240	3.88
Milk	All fat tests	gallon	4.99	118	4.99						
Milk	All fat tests	8 oz UHT				1.00	114	1.00	1.00	174	1.00
Sour cream		16 oz				1.99	246	1.99			
Yogurt	Greek	32 oz				3.99	246	3.99			
Yogurt	Yogurt	32 oz				2.50-5.00	549	3.83	3.50	105	3.50

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
Sour cream		16 oz				2.49	27	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