



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 10/07/2016 to 10/13/2016

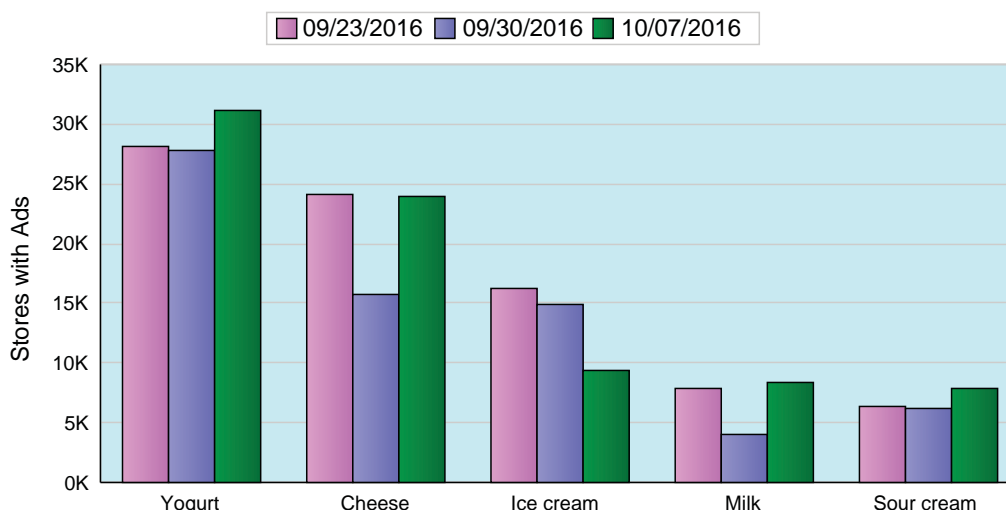
Total conventional dairy advertisements increased 14%, while organic dairy ads increased 17%. The national average price for 1 pound conventional butter is \$3.23, while 1 pound organic butter is \$5.02, an organic price premium of \$1.79. Total conventional butter ads increased 4% while total organic butter ads increased 63%. Advertisements for conventional ice cream in 48-64 ounce containers decreased 33% and the national weighted average advertised price is \$2.97, down 21 cents from last week.

Conventional yogurt ads increased 4% this week, while organic yogurt ads increased 120%. The average price for 4-6 ounce conventional Greek yogurt was \$0.94, while 4-6 ounce organic Greek yogurt averaged \$1.06, an organic price premium of \$.12. Conventional Greek yogurt in 4-6 ounce containers was the top advertised dairy item, followed by shredded cheese in 8 ounce packages and non-Greek yogurt in 4-6 ounce containers.

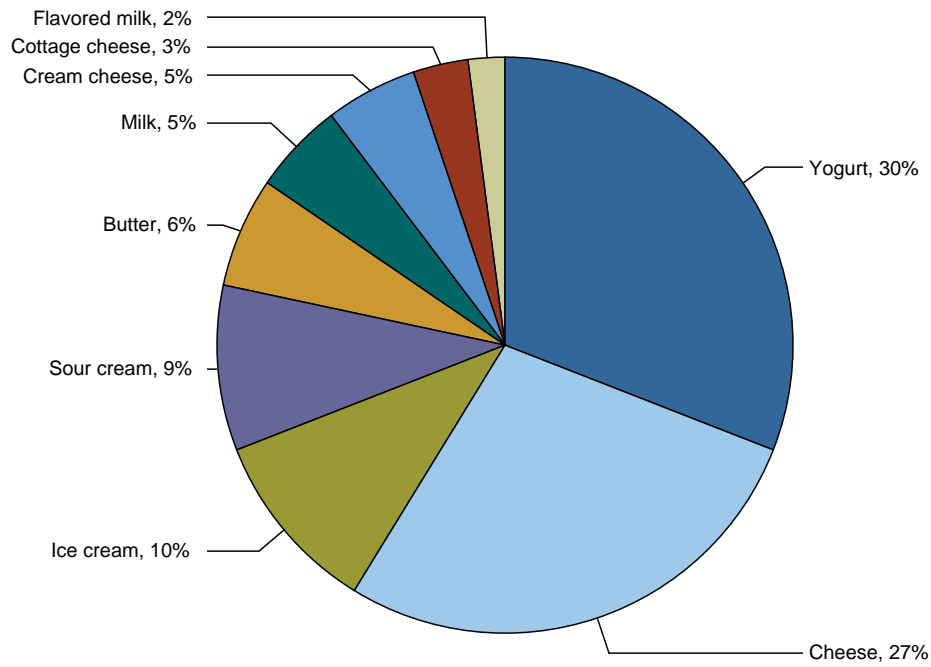
The U.S. advertised price for 8 ounce conventional cheese blocks averaged \$2.26, down 1 cent from last week. Ads for conventional 8 ounce shred cheese averaged \$2.25, down 6 cents from last week. The collective number of conventional cheese ads increased 57%. There were no organic cheese ads identified in the retail survey this week.

This week, the difference between the average weighted price for organic half gallon milk, \$4.27, and the average weighted price for conventional half gallon milk, \$1.65, resulted in an organic price premium of \$2.62. Organic milk advertisements increased 25%, while ads for conventional milk increased 416%.

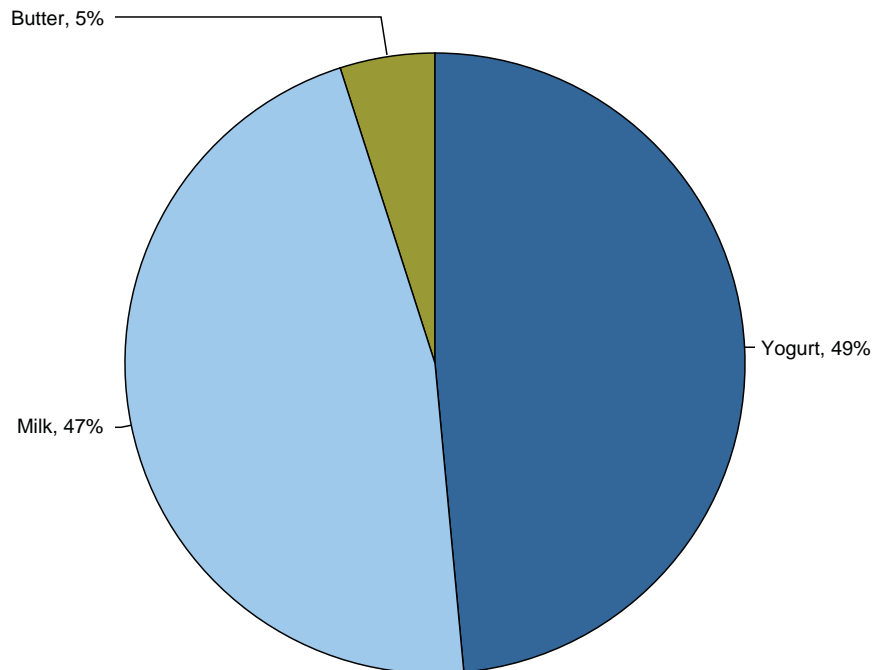
Top 5 Commodities Featured



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 #	5309	3.23	5100	3.38	6770	3.09
Cheese	Natural Varieties	8 oz block	8236	2.26	4702	2.27	7391	2.37
Cheese	Natural Varieties	1 # block	1661	3.47	1526	4.91	2353	4.13
Cheese	Natural Varieties	2 # block	766	6.30	1207	5.67	802	5.72
Cheese	Natural Varieties	8 oz shred	10955	2.25	6441	2.31	8052	2.47
Cheese	Natural Varieties	1 # shred	2294	4.06	1357	5.03	2444	4.04
Cottage cheese		16 oz	3037	1.86	3379	2.04	3609	1.95
Cream cheese		8 oz	4416	1.99	5346	1.98	3811	1.96
Egg nog		quart	246	2.50	246	2.50		
Flavored milk	All fat tests	half gallon	1016	2.46	163	3.46	549	2.09
Flavored milk	All fat tests	gallon	674	2.70	74	4.29	585	3.17
Ice cream		48-64oz	9333	2.97	13877	3.18	9807	2.95
Milk	All fat tests	half gallon	875	1.65	307	3.43	294	1.16
Milk	All fat tests	gallon	3575	2.38	555	3.48	1960	2.56
Sour cream		16 oz	7796	1.69	5923	1.75	4336	1.62
Yogurt	Greek	4-6 oz	11874	.94	13706	.97	11086	.93
Yogurt	Greek	32 oz	2756	4.53	2907	4.36	1934	4.11
Yogurt	Yogurt	4-6 oz	10779	.49	7550	.48	6958	.47
Yogurt	Yogurt	32 oz	1668	2.38	1862	2.64	127	2.75

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 #	1.60-4.49	1756	3.32	2.48-3.50	1699	2.90	2.68-3.50	735	3.30
Cheese	Natural Varieties	8 oz block	1.99-3.50	2097	2.26	1.67-3.00	3626	2.39	1.66-2.50	1190	1.94
Cheese	Natural Varieties	1 # block	1.99-5.99	795	3.83	3.48-3.50	409	3.49	2.99	57	2.99
Cheese	Natural Varieties	8 oz shred	1.99-2.98	2089	2.28	1.67-3.00	3939	2.39	1.66-3.00	1537	2.09
Cheese	Natural Varieties	1 # shred				3.48	195	3.48	4.22	810	4.22
Cottage cheese		16 oz	1.50-4.59	1204	2.32	1.50-1.99	1066	1.53			
Cream cheese		8 oz	1.50-3.00	1219	2.08	1.50-2.50	2066	1.90	1.25-2.49	373	2.04
Flavored milk	All fat tests	half gallon	2.50-2.99	208	2.75	2.99	214	2.99	0.99-2.50	471	2.06
Flavored milk	All fat tests	gallon	3.99-4.49	146	4.28				2.99	119	2.99
Ice cream		48-64oz	2.49-3.49	2863	2.72	2.50-3.99	2447	2.93	1.28-3.50	1250	2.90
Milk	All fat tests	half gallon				1.25-2.79	221	1.95	1.25-2.99	290	1.59
Milk	All fat tests	gallon	1.99-3.49	259	2.89	2.49-2.69	1173	2.67	1.59-2.69	636	2.01
Sour cream		16 oz	1.50-2.00	2098	1.77	1.50-2.00	2076	1.51	1.49-1.98	929	1.92
Yogurt	Greek	4-6 oz	0.70-1.25	3166	1.01	0.80-1.00	4305	.93	0.88-1.00	1264	.95
Yogurt	Greek	32 oz	3.74-4.99	964	4.34	3.00-4.99	1150	4.84	3.50-5.48	393	4.41
Yogurt	Yogurt	4-6 oz	0.39-0.69	2633	.49	0.44-0.50	3513	.49	0.39-0.66	1123	.49

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	261	1.99				1.88-3.49	492	2.46

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 #	2.48-3.88	522	3.35	2.50-3.99	531	3.69	3.99	61	3.99
Cheese	Natural Varieties	8 oz block	1.67-2.50	487	1.86	1.50-3.00	545	2.30	1.66-2.50	174	2.17
Cheese	Natural Varieties	1 # block	1.67-3.49	337	2.56	3.99	63	3.99			
Cheese	Natural Varieties	2 # block	5.99	201	5.99	4.99-7.99	373	6.64	4.99-6.99	183	5.99
Cheese	Natural Varieties	8 oz shred	1.67-2.99	1525	2.10	1.50-3.00	1259	2.34	1.25-2.50	463	1.59
Cheese	Natural Varieties	1 # shred	3.99-4.22	1091	4.20	2.99	178	2.99			
Cottage cheese		16 oz	0.99-1.99	194	1.58	1.25-2.48	284	1.73	1.50	289	1.50
Cream cheese		8 oz	1.50-2.50	197	1.98	1.50-2.88	487	2.18	1.69	69	1.69
Egg nog		quart				2.50	246	2.50			
Flavored milk	All fat tests	half gallon	2.50	99	2.50						
Flavored milk	All fat tests	gallon				2.19	120	2.19	1.99	289	1.99
Ice cream		48-64oz	2.49-4.99	908	3.74	2.48-3.50	1371	3.07	2.49-3.00	350	2.58
Milk	All fat tests	half gallon	1.25-2.50	177	1.95				1.00-1.25	187	1.09
Milk	All fat tests	gallon	1.89-2.19	431	2.13	1.89-2.59	628	2.26	1.99	394	1.99
Sour cream		16 oz	0.99-1.99	1443	1.85	0.99-1.67	601	1.35	1.50	578	1.50
Yogurt	Greek	4-6 oz	0.69-1.00	664	.89	0.69-1.00	1860	.88	0.88-1.00	532	.90
Yogurt	Greek	32 oz				3.99	246	3.99			
Yogurt	Yogurt	4-6 oz	0.39-0.63	1278	.45	0.40-0.88	1669	.50	0.39-0.88	463	.47
Yogurt	Yogurt	32 oz	2.50-3.49	196	2.91	2.50	358	2.50	1.99	289	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 #	2.50-4.50	5	3.30			
Cheese	Natural Varieties	8 oz block	1.49-3.50	55	2.57	3.00-3.29	62	3.11
Cheese	Natural Varieties	2 # block	4.40-6.99	9	5.46			
Cheese	Natural Varieties	8 oz shred	1.49-2.00	27	1.60	3.00-3.50	116	3.18
Cheese	Natural Varieties	1 # shred	5.62	8	5.62	5.62	12	5.62
Cream cheese		8 oz	1.50	2	1.50	2.50	3	2.50
Flavored milk	All fat tests	half gallon				3.00	24	3.00
Ice cream		48-64oz	4.00-4.99	20	4.89	3.25-6.49	124	3.93
Milk	All fat tests	gallon	3.59	11	3.59	4.49-5.19	43	4.61
Sour cream		16 oz	2.14	8	2.14	1.99-3.08	63	2.20
Yogurt	Greek	4-6 oz	1.00-1.66	49	1.38	0.99-1.25	34	1.04
Yogurt	Greek	32 oz				5.99	3	5.99
Yogurt	Yogurt	4-6 oz	0.50-0.60	9	.57	0.44-0.79	91	.61
Yogurt	Yogurt	32 oz	2.49	21	2.49	2.49-3.59	51	3.01

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 #	379	5.02	233	5.61		
Cheese	Natural Varieties	8 oz block			246	6.99	63	4.75
Cheese	Natural Varieties	8 oz shred			255	3.44		
Cottage cheese		16 oz			105	2.99		
Ice cream		48-64oz			1083	4.00	121	4.49
Milk	All fat tests	half gallon	2643	4.27	2472	3.67	206	4.49
Milk	All fat tests	gallon	299	5.57	226	5.23	236	6.56
Milk	All fat tests	8 oz UHT	959	1.00	435	1.08	903	1.00
Sour cream		16 oz			273	2.04	360	3.99
Yogurt	Greek	4-6 oz	1599	1.06	558	1.28	623	1.24
Yogurt	Greek	32 oz			246	3.99		
Yogurt	Yogurt	4-6 oz	1955	1.11	183	.75	63	.99
Yogurt	Yogurt	32 oz	536	3.21	868	3.58	2	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 #							4.99	69	4.99
Milk	All fat tests	half gallon	3.99-4.99	316	4.34	3.98	195	3.98	4.49-4.78	476	4.60
Milk	All fat tests	gallon	5.99	167	5.99						
Milk	All fat tests	8 oz UHT	1.00	543	1.00	1.00	61	1.00			
Yogurt	Greek	4-6 oz	0.60	62	.60	1.00	1083	1.00	1.25	247	1.25
Yogurt	Yogurt	4-6 oz	1.25	59	1.25	1.00-1.25	1387	1.05	1.25	221	1.25
Yogurt	Yogurt	32 oz	3.69	167	3.69				3.50	180	3.50



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	289	4.99
Milk	All fat tests	half gallon	2.99-4.49	545	3.90	3.99-4.49	771	4.31	4.29	289	4.29
Milk	All fat tests	gallon							4.99	121	4.99
Milk	All fat tests	8 oz UHT				1.00	355	1.00			
Yogurt	Greek	4-6 oz	1.25	141	1.25				1.25	66	1.25
Yogurt	Yogurt	4-6 oz	1.25	288	1.25						
Yogurt	Yogurt	32 oz	2.50	72	2.50	2.50	117	2.50			

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
Butter		1 #	5.49	21	5.49			
Milk	All fat tests	half gallon	4.59	21	4.59	5.49-5.97	30	5.54
Milk	All fat tests	gallon	5.49	11	5.49			

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