



## 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 10/14/2016 to 10/20/2016

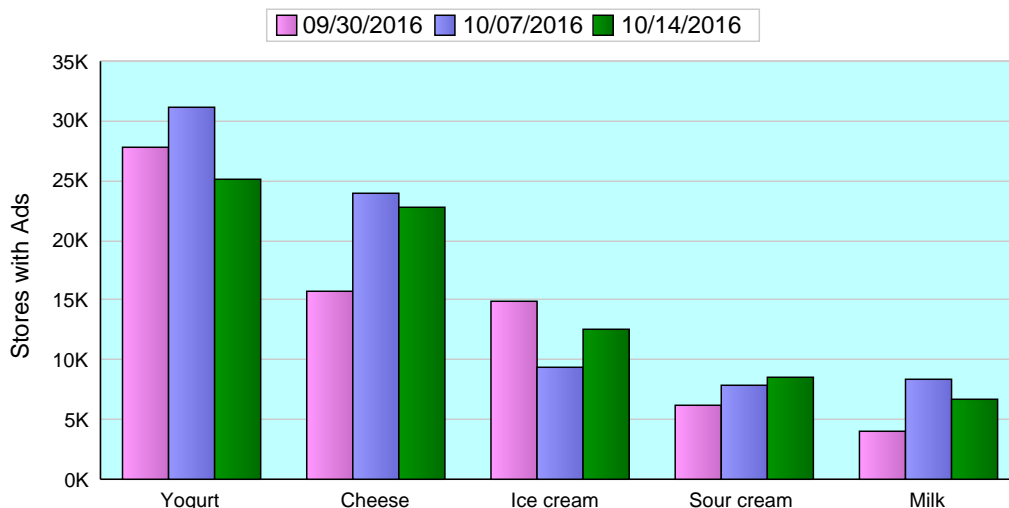
Total conventional dairy advertisements declined 2% and organic dairy ads declined 39%. The national average price for 1 pound conventional butter is \$3.29. Total conventional butter ads declined 29%. Organic butter ads were absent from weekly advertisements of most major retail supermarket outlets. Ads for conventional ice cream in 48-64 ounce containers increased 33% and the national weighted average advertised price is \$3.17, up 20 cents from last week.

Conventional yogurt ads declined 16% this week and organic yogurt ads declined 44%. The average price for 4-6 ounce conventional Greek yogurt was \$0.96, while 4-6 ounce organic Greek yogurt averaged \$1.10, an organic price premium of \$.16. Conventional Greek yogurt in 4-6 ounce packaging reported the highest ad volume, ahead of yogurt in 4-6 ounce packaging.

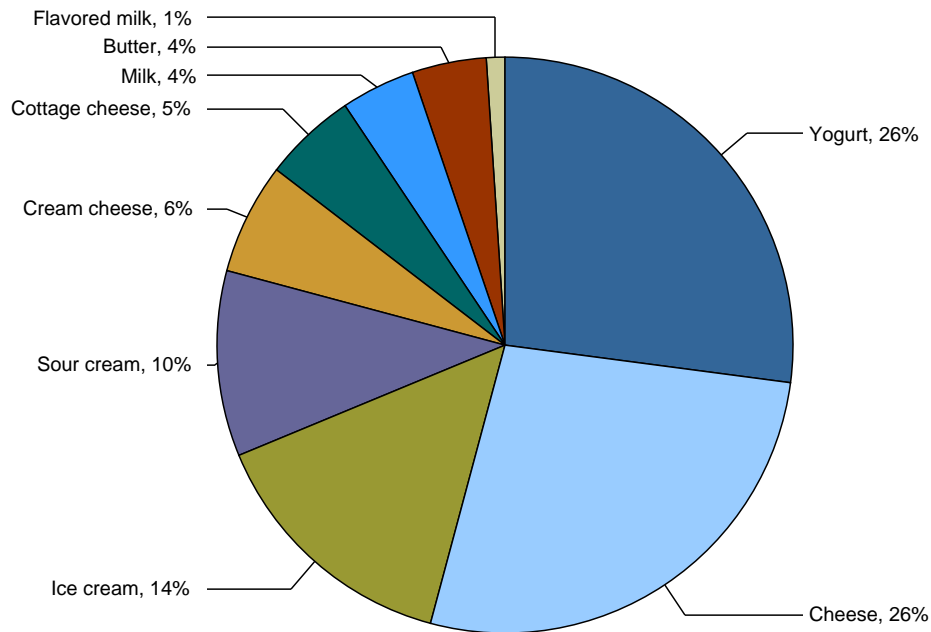
The U.S. advertised price for 8 ounce conventional cheese blocks averaged \$2.45, up 19 cents from last week. Ads for conventional 8 ounce shred cheese averaged \$2.30, up 5 cents from last week. The collective number of conventional cheese ads declined 5%. Organic cheese ads were absent from weekly advertisements of most major retail supermarket outlets.

This week, the difference between the average weighted price for organic half gallon milk, \$4.03, and the average weighted price for conventional half gallon milk, \$2.33, resulted in an organic price premium of \$1.70, down 92 cents from last week. Organic milk advertisements declined 29%, and ads for conventional milk declined 13%.

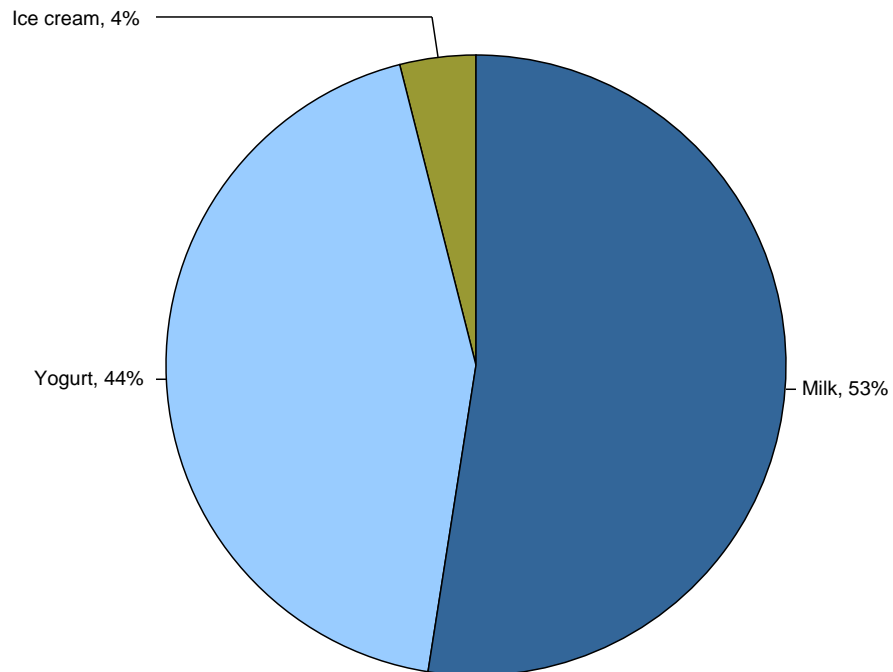
Top 5 Commodities Featured



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 #	3748	3.29	5309	3.23	5560	3.25
Cheese	Natural Varieties	8 oz block	9347	2.45	8236	2.26	9940	2.30
Cheese	Natural Varieties	1 # block	2435	4.44	1661	3.47	1228	4.27
Cheese	Natural Varieties	2 # block	502	6.27	766	6.30	614	7.36
Cheese	Natural Varieties	8 oz shred	9672	2.30	10955	2.25	9941	2.25
Cheese	Natural Varieties	1 # shred	788	2.89	2294	4.06	2036	3.75
Cottage cheese		16 oz	4747	1.77	3037	1.86	4629	1.73
Cream cheese		8 oz	5605	1.69	4416	1.99	5230	1.96
Egg nog		quart			246	2.50		
Flavored milk	All fat tests	half gallon	304	2.53	1016	2.46	519	2.86
Flavored milk	All fat tests	gallon	668	2.50	674	2.70	323	3.06
Ice cream		48-64oz	12446	3.17	9333	2.97	9991	2.91
Milk	All fat tests	half gallon	371	2.33	875	1.65	1317	2.59
Milk	All fat tests	gallon	3489	2.55	3575	2.38	1949	2.45
Sour cream		16 oz	8616	1.68	7796	1.69	5768	1.71
Yogurt	Greek	4-6 oz	13496	.96	11874	.94	12447	.94
Yogurt	Greek	32 oz	1330	4.46	2756	4.53	1193	3.57
Yogurt	Yogurt	4-6 oz	6980	.48	10779	.49	5446	.50
Yogurt	Yogurt	32 oz	1039	2.35	1668	2.38	664	2.00

## 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 #	1.99-4.99	2104	3.41	3.50	214	3.50	1.99-3.50	517	2.86
Cheese	Natural Varieties	8 oz block	1.66-2.99	2674	2.25	1.66-3.99	4491	2.83	1.67-1.99	307	1.85
Cheese	Natural Varieties	1 # block	1.88-3.99	386	3.25	3.49-5.99	1147	5.85	2.47-2.99	457	2.72
Cheese	Natural Varieties	8 oz shred	1.29-3.49	2628	2.26	1.66-2.99	2930	2.45	1.67-2.99	599	2.36
Cheese	Natural Varieties	1 # shred	2.99	100	2.99	3.49	64	3.49	2.47-3.00	526	2.76
Cottage cheese		16 oz	1.50-2.99	1136	2.11	1.50-2.50	1624	1.81	1.00-1.89	616	1.47
Cream cheese		8 oz	1.49-3.00	1725	1.89	0.99-2.00	2408	1.64	1.00-2.00	663	1.65
Flavored milk	All fat tests	half gallon	3.00	161	3.00				2.00	81	2.00
Flavored milk	All fat tests	gallon							2.19-2.88	373	2.65
Ice cream		48-64oz	1.99-3.99	3383	2.82	1.99-8.00	3595	3.83	1.88-4.49	1735	3.09
Milk	All fat tests	half gallon	3.99	108	3.99				1.25	233	1.25
Milk	All fat tests	gallon	1.79-3.69	298	2.66	1.59-2.79	1293	2.62	2.19-2.88	423	2.58
Sour cream		16 oz	1.49-2.00	2325	1.74	1.50-2.50	1554	1.70	1.25-1.98	1500	1.75
Yogurt	Greek	4-6 oz	0.50-1.25	4439	1.00	0.80-1.25	2714	.92	0.79-1.25	1279	1.00
Yogurt	Greek	32 oz	3.99-4.99	541	4.84						
Yogurt	Yogurt	4-6 oz	0.25-0.60	2371	.47	0.44-0.50	1321	.50	0.39-0.88	745	.51

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	1.99-2.59	347	2.27				2.29	180	2.29

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 #	0.99-4.49	251	3.06	2.99	360	2.99	2.99-3.50	235	3.23
Cheese	Natural Varieties	8 oz block	1.50-2.50	577	2.07	1.69-2.50	1008	1.91	1.66-1.99	259	1.75
Cheese	Natural Varieties	1 # block	2.47-5.99	240	3.82	2.99	178	2.99			
Cheese	Natural Varieties	2 # block							5.99-6.99	455	6.12
Cheese	Natural Varieties	8 oz shred	1.50-2.99	1312	2.12	1.69-3.50	1913	2.31	1.66-1.99	259	1.75
Cheese	Natural Varieties	1 # shred	2.47	78	2.47						
Cottage cheese		16 oz	1.25-2.50	354	1.55	1.25-2.49	617	1.59	1.50-1.67	355	1.53
Cream cheese		8 oz	0.99-2.00	254	1.43	0.99-1.79	484	1.28	2.50	69	2.50
Flavored milk	All fat tests	half gallon	1.99	62	1.99						
Flavored milk	All fat tests	gallon	1.89-2.99	295	2.31						
Ice cream		48-64oz	2.49-4.25	1186	2.81	1.97-3.98	1834	2.81	2.49-3.50	521	2.73
Milk	All fat tests	gallon	1.89-3.69	490	2.75	1.88-2.59	981	2.28			
Sour cream		16 oz	0.97-2.00	1631	1.81	0.99-1.79	1054	1.15	1.50-2.00	460	1.64
Yogurt	Greek	4-6 oz	0.69-1.00	1457	.90	0.69-1.25	2587	.95	0.69-1.25	879	.95
Yogurt	Greek	32 oz	4.99	80	4.99	3.29-4.99	604	4.30	3.00	105	3.00
Yogurt	Yogurt	4-6 oz	0.37-0.50	461	.46	0.33-0.69	1353	.45	0.39-0.88	698	.47
Yogurt	Yogurt	32 oz				2.00-3.50	199	3.03	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 #	3.98-4.98	33	4.86	4.29	34	4.29
Cheese	Natural Varieties	8 oz block	2.00-3.00	18	2.25	2.50-2.89	13	2.71
Cheese	Natural Varieties	1 # block				5.49	27	5.49
Cheese	Natural Varieties	2 # block	5.99-7.98	13	6.87	7.99	34	7.99
Cheese	Natural Varieties	8 oz shred	2.00-3.00	18	2.25	2.50-2.97	13	2.73
Cheese	Natural Varieties	1 # shred	5.62	8	5.62	5.62	12	5.62
Cottage cheese		16 oz	2.00	21	2.00	2.50	24	2.50
Cream cheese		8 oz	1.50	2	1.50			
Ice cream		48-64oz	3.00-6.99	65	5.35	2.50-7.99	127	4.51
Milk	All fat tests	half gallon				2.97-4.99	30	4.79
Milk	All fat tests	gallon				5.19	4	5.19
Sour cream		16 oz	2.00-2.14	29	2.04	1.99-3.08	63	2.39
Yogurt	Greek	4-6 oz	0.99-1.00	29	1.00	0.99-1.29	112	1.20
Yogurt	Yogurt	4-6 oz	0.80	28	.80	0.69	3	.69
Yogurt	Yogurt	32 oz	2.49	21	2.49	2.50	3	2.50



## 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	114	3.99
Cheese	Natural Varieties	8 oz block					63	4.75
Cheese	Natural Varieties	8 oz shred					267	3.99
Cottage cheese		16 oz					438	3.27
Ice cream		48-64oz	189	4.99				
Milk	All fat tests	half gallon	2026	4.03	2643	4.27	2421	4.14
Milk	All fat tests	gallon	121	5.99	299	5.57	221	7.36
Milk	All fat tests	8 oz UHT	617	1.00	959	1.00	774	1.06
Yogurt	Greek	4-6 oz	1438	1.10	1599	1.06	558	1.32
Yogurt	Greek	32 oz	316	3.84			153	4.59
Yogurt	Yogurt	4-6 oz	248	1.05	1955	1.11	69	1.01
Yogurt	Yogurt	32 oz	161	3.50	536	3.21	1191	2.88

## 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
Milk	All fat tests	half gallon	3.99-4.99	195	4.62	3.49-4.29	334	4.00	2.99-4.78	538	3.72
Milk	All fat tests	8 oz UHT				1.00	120	1.00	1.00	137	1.00
Yogurt	Greek	4-6 oz	1.00-1.25	651	1.16	1.25	151	1.25	1.00	468	1.00
Yogurt	Greek	32 oz	4.99	72	4.99						
Yogurt	Yogurt	4-6 oz	1.25	59	1.25						
Yogurt	Yogurt	32 oz	3.50	161	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
Ice cream		48-64oz	4.99	72	4.99	4.99	117	4.99			
Milk	All fat tests	half gallon	2.99	78	2.99	2.99-4.99	832	4.11			
Milk	All fat tests	gallon	5.99	121	5.99						
Milk	All fat tests	8 oz UHT				1.00	360	1.00			

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
Yogurt	Greek	4-6 oz	1.00	78	1.00	1.00	90	1.00			
Yogurt	Greek	32 oz				3.50	244	3.50			
Yogurt	Yogurt	4-6 oz	0.99	72	.99	0.99	117	.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
Milk	All fat tests	half gallon	3.49-6.99	49	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