



## 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 10/21/2016 to 10/27/2016

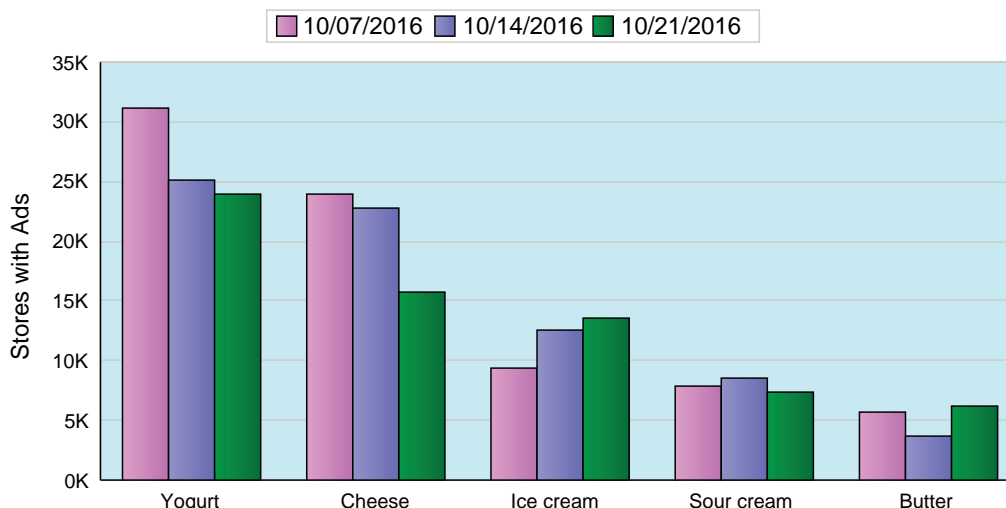
Total conventional dairy advertisements declined 11% and organic dairy ads were steady compared to a week ago. The national average price for 1 pound conventional butter is \$2.98, down 31 cents from last week. Organic butter ads were absent from weekly advertisements of major retail supermarket outlets. The national weighted average advertised price for conventional ice cream in 48-64 ounce containers is \$3.15, down 2 cents from last week. Ads for conventional ice cream increased 10% and was the dairy item with the largest number of advertisements, followed closely by ads for conventional Greek yogurt in 4-6 ounce containers.

Conventional yogurt ads declined 1% this week and organic yogurt ads declined 43%. The average price for 4-6 ounce conventional Greek yogurt was \$0.97, while 4-6 ounce organic Greek yogurt averaged \$1.20, an organic price premium of \$.23. The average price for 4-6 ounce conventional yogurt was \$0.53, while 4-6 ounce organic yogurt averaged \$.90, an organic price premium of \$.37.

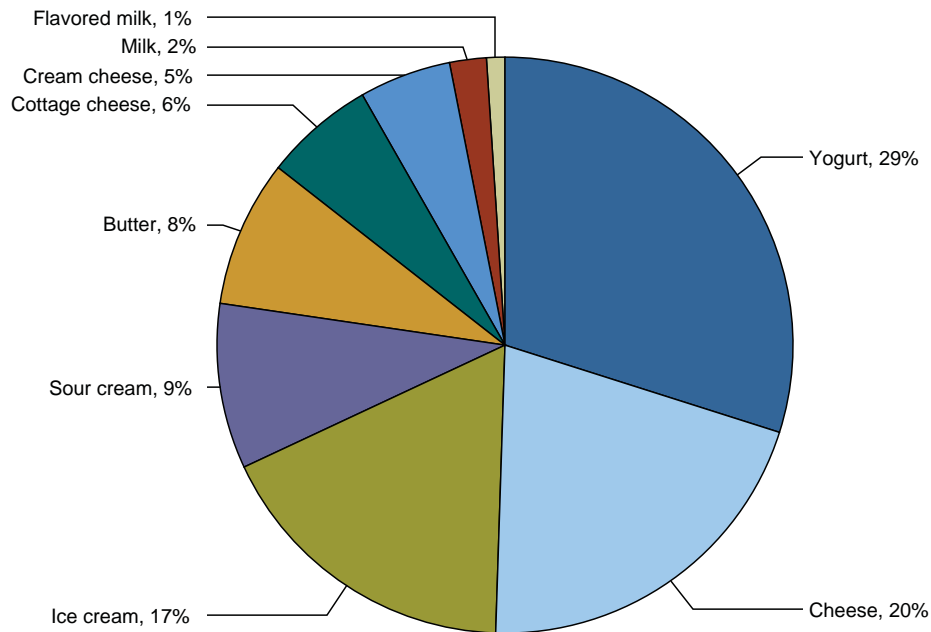
The U.S. advertised price for 8 ounce conventional cheese blocks averaged \$2.32, down 13 cents from last week. Ads for conventional 8 ounce shred cheese averaged \$2.26, down 4 cents from last week. The collective number of conventional cheese ads declined 31%. Organic cheese ads were absent from weekly advertisements of major retail supermarket outlets.

This week, the difference between the average weighted price for organic half gallon milk, \$3.74, and the average weighted price for conventional half gallon milk, \$1.72, resulted in an organic price premium of \$2.02, up 32 cents from last week. Organic milk advertisements increased 33%, while ads for conventional milk declined 69%.

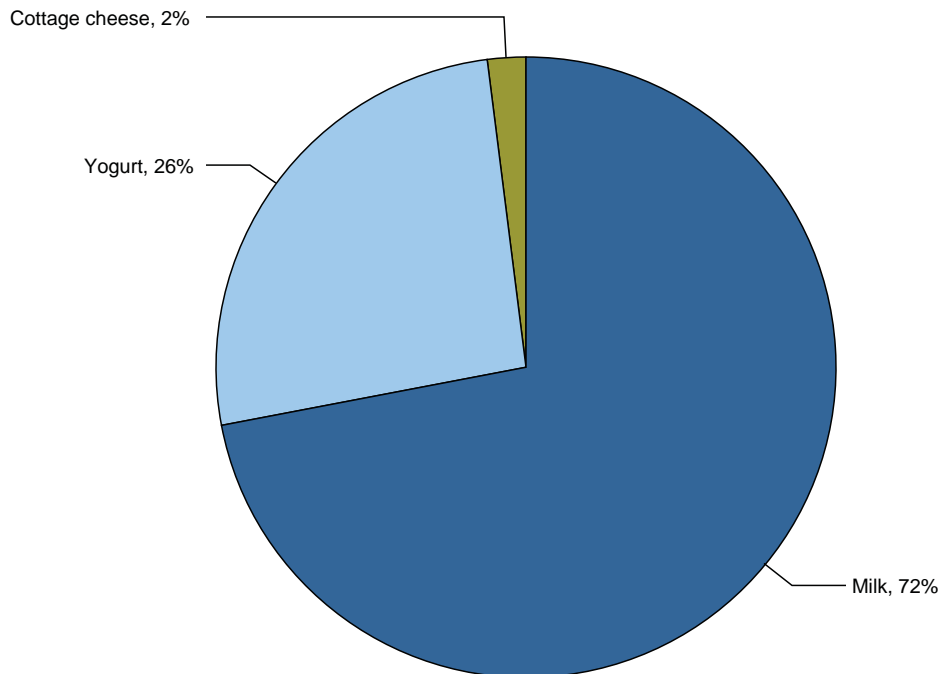
Top 5 Commodities Featured



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 #	6122	2.98	3748	3.29	2929	3.35
Cheese	Natural Varieties	8 oz block	5020	2.32	9347	2.45	8883	2.16
Cheese	Natural Varieties	1 # block	1858	3.09	2435	4.44	891	3.83
Cheese	Natural Varieties	2 # block	833	7.03	502	6.27	642	5.28
Cheese	Natural Varieties	8 oz shred	6059	2.26	9672	2.30	12124	2.29
Cheese	Natural Varieties	1 # shred	1966	2.87	788	2.89	2907	4.65
Cottage cheese		16 oz	4632	1.78	4747	1.77	3646	1.80
Cream cheese		8 oz	3687	2.04	5605	1.69	5517	1.95
Flavored milk	All fat tests	half gallon	753	1.99	304	2.53	625	1.93
Flavored milk	All fat tests	gallon	84	4.49	668	2.50	788	2.83
Ice cream		48-64oz	13646	3.15	12446	3.17	11292	2.98
Milk	All fat tests	half gallon	554	1.72	371	2.33	631	1.33
Milk	All fat tests	gallon	652	2.99	3489	2.55	4461	2.60
Sour cream		16 oz	7330	1.52	8616	1.68	6832	1.69
Yogurt	Greek	4-6 oz	11249	.97	13496	.96	12327	.96
Yogurt	Greek	32 oz	1787	4.17	1330	4.46	2186	4.38
Yogurt	Yogurt	4-6 oz	8624	.53	6980	.48	5635	.52
Yogurt	Yogurt	32 oz	995	2.80	1039	2.35	293	2.38

## 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 #	2.50-4.99	1328	3.37	1.99-3.59	1396	3.14	1.99-3.50	1226	2.85
Cheese	Natural Varieties	8 oz block	1.66-3.50	1423	2.28	2.00-2.50	2587	2.31	1.66-3.50	353	2.69
Cheese	Natural Varieties	1 # block	3.99	207	3.99	2.47	394	2.47	2.47-2.99	415	2.54
Cheese	Natural Varieties	8 oz shred	1.66-2.99	1680	2.30	2.00-2.50	1996	2.25	1.66-2.50	493	2.33
Cheese	Natural Varieties	1 # shred	3.69	221	3.69	2.47	394	2.47	2.47	468	2.47
Cottage cheese		16 oz	1.69-2.99	1589	2.42	1.00-2.00	1396	1.76	1.00-1.49	464	1.11
Cream cheese		8 oz	0.99-2.50	989	1.83	1.68-2.50	1197	2.37	0.99-1.69	341	1.23
Flavored milk	All fat tests	half gallon	1.99	62	1.99				1.79-2.00	294	1.85
Flavored milk	All fat tests	gallon	4.49	84	4.49						
Ice cream		48-64oz	1.99-4.00	2950	2.84	1.99-4.49	3290	2.92	1.88-4.99	2476	3.31
Milk	All fat tests	half gallon							1.50	69	1.50
Milk	All fat tests	gallon	2.77-3.49	199	3.27						
Sour cream		16 oz	1.49-2.50	2314	1.75	1.00-2.00	2222	1.66	1.00-1.50	729	1.17
Yogurt	Greek	4-6 oz	0.75-1.25	2937	1.01	0.83-1.25	3305	.95	0.79-1.25	973	.96
Yogurt	Greek	32 oz	3.69-4.24	209	4.08	3.99	394	3.99	3.99	370	3.99
Yogurt	Yogurt	4-6 oz	0.44-0.99	2093	.56	0.33-0.60	2786	.51	0.40-0.60	1528	.51
Yogurt	Yogurt	32 oz	1.99-2.50	432	2.30	3.00	214	3.00	1.99	106	1.99

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
Butter		1 #	1.00-4.00	792	2.79	0.79-3.49	1083	2.52	2.49-3.99	251	3.10
Cheese	Natural Varieties	8 oz block	1.88-2.50	207	2.28	2.99	178	2.99	0.99-1.99	226	1.53
Cheese	Natural Varieties	1 # block	2.47-3.47	429	2.80	2.47-5.99	347	4.21	3.47	66	3.47
Cheese	Natural Varieties	2 # block	5.99	80	5.99	5.99-7.99	722	7.09			
Cheese	Natural Varieties	8 oz shred	1.88-2.99	831	2.30	1.99-2.99	663	2.26	0.99-2.00	295	1.64
Cheese	Natural Varieties	1 # shred	2.47-3.47	429	2.80	2.47-3.49	388	3.25	3.47	66	3.47
Cottage cheese		16 oz	1.00-1.25	509	1.07	1.00-1.25	503	1.15	1.67-2.00	171	1.87
Cream cheese		8 oz	1.66-2.49	162	2.08	1.50-1.99	306	1.89	0.88-3.00	576	2.21
Flavored milk	All fat tests	half gallon	2.69	74	2.69	2.49	178	2.49	1.00	121	1.00
Ice cream		48-64oz	2.49-5.50	2333	3.43	1.88-4.99	1824	3.28	3.00-5.00	659	3.57
Milk	All fat tests	half gallon				0.99-2.49	364	2.00	1.00	121	1.00
Milk	All fat tests	gallon	2.29-3.69	271	3.04	2.19	63	2.19	2.69	105	2.69
Sour cream		16 oz	1.00-1.49	799	1.15	1.00-1.50	990	1.20	1.50-1.67	276	1.54
Yogurt	Greek	4-6 oz	0.79-1.00	1283	.97	0.69-1.25	1733	.99	0.79-1.25	879	.89
Yogurt	Greek	32 oz	3.99-4.99	483	4.10	3.99-4.99	331	4.72			
Yogurt	Yogurt	4-6 oz	0.44-0.50	737	.49	0.39-0.99	463	.66	0.39-0.50	934	.48
Yogurt	Yogurt	32 oz				2.50-4.99	182	4.14	2.99	61	2.99

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 #	1.09-4.50	46	3.89			
Cheese	Natural Varieties	8 oz block	2.89-3.00	19	2.93	1.97-2.99	27	2.88
Cheese	Natural Varieties	2 # block	4.99-5.99	4	5.49	8.99	27	8.99
Cheese	Natural Varieties	8 oz shred	2.89-4.50	47	3.87	1.97-2.99	54	2.68
Cream cheese		8 oz	0.88-3.50	65	2.81	1.69-2.49	51	2.11
Flavored milk	All fat tests	half gallon				3.00	24	3.00
Ice cream		48-64oz	4.00-4.98	26	4.15	3.99-4.99	88	4.65
Milk	All fat tests	gallon	3.59	11	3.59	5.19	3	5.19
Yogurt	Greek	4-6 oz	0.88-1.66	71	1.23	1.00-1.50	68	1.21
Yogurt	Yogurt	4-6 oz	0.50-0.60	23	.59	0.49-0.79	60	.64

## 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 #					560	4.58

Wtd Avg - Simple weighted average



Cheese	Natural Varieties	8 oz block					63	4.75
Cheese	Natural Varieties	8 oz shred					267	3.99
Cottage cheese		16 oz	105	3.49			376	3.00
Ice cream		48-64oz			189	4.99		
Milk	All fat tests	half gallon	1841	3.74	2026	4.03	1417	3.99
Milk	All fat tests	gallon	289	5.00	121	5.99	436	6.72
Milk	All fat tests	8 oz UHT	1548	1.00	617	1.00	1287	.89
Sour cream		16 oz					214	3.00
Yogurt	Greek	4-6 oz	521	1.20	1438	1.10	304	1.25
Yogurt	Greek	32 oz	368	3.79	316	3.84	237	5.88
Yogurt	Yogurt	4-6 oz	225	.90	248	1.05	304	1.22
Yogurt	Yogurt	32 oz	196	3.99	161	3.50	304	3.49

## 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	3.49-4.99	1001	3.86	3.49	61	3.49	3.79-3.99	138	3.89
Milk	All fat tests	8 oz UHT	1.00	304	1.00	1.00	394	1.00	1.00	358	1.00
Yogurt	Greek	4-6 oz	1.00-1.50	156	1.27						
Yogurt	Greek	32 oz	3.50-3.99	368	3.79						
Yogurt	Yogurt	4-6 oz	0.69-1.00	156	.86				1.00	69	1.00

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
Cottage cheese		16 oz							3.49	105	3.49
Milk	All fat tests	half gallon	2.99-3.99	292	3.74	2.99	117	2.99	2.99	187	2.99
Milk	All fat tests	gallon							5.00	289	5.00
Milk	All fat tests	8 oz UHT	1.00	288	1.00	1.00	204	1.00			
Yogurt	Greek	4-6 oz	1.00	121	1.00	1.25	244	1.25			
Yogurt	Yogurt	32 oz	3.99	196	3.99						

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	2.99	11	2.99	7.29	34	7.29

Wtd Avg - Simple weighted average

#### 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