



## 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 10/28/2016 to 11/03/2016

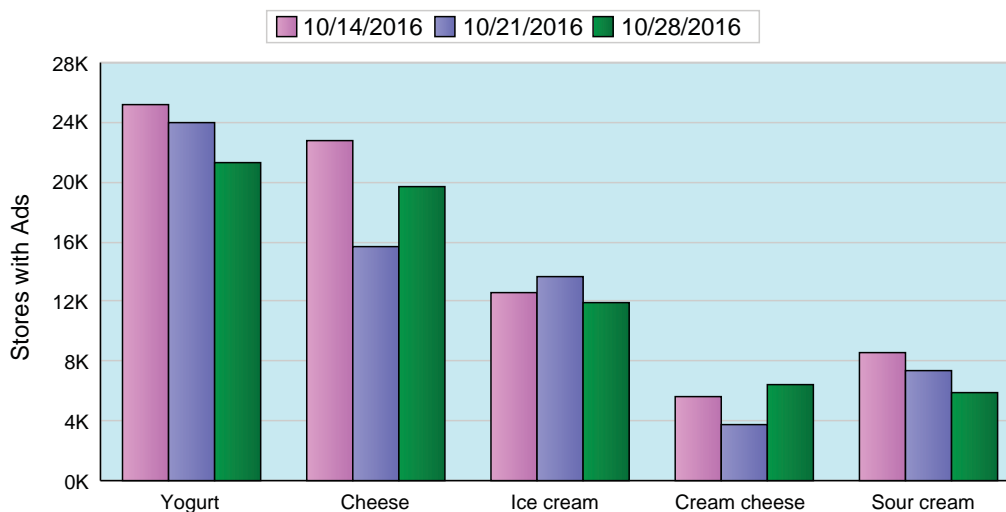
Total conventional dairy advertisements declined 4% while organic dairy ads increased 22%. Seasonal ads for quarts of egg nog have appeared, with an average price of \$2.78. The national average price for 1 pound conventional butter is \$3.31, up 33 cents from last week. Organic butter averaged \$4.71, an organic price premium of \$1.40.

Conventional yogurt ads declined 14% this week but organic yogurt ads increased 23%. The average price for 4-6 ounce conventional Greek yogurt was \$0.99, while 4-6 ounce organic Greek yogurt averaged \$1.31, an organic price premium of \$.32. The average price for 4-6 ounce conventional yogurt was \$0.52, while 4-6 ounce organic yogurt averaged \$1.29, an organic price premium of \$.77.

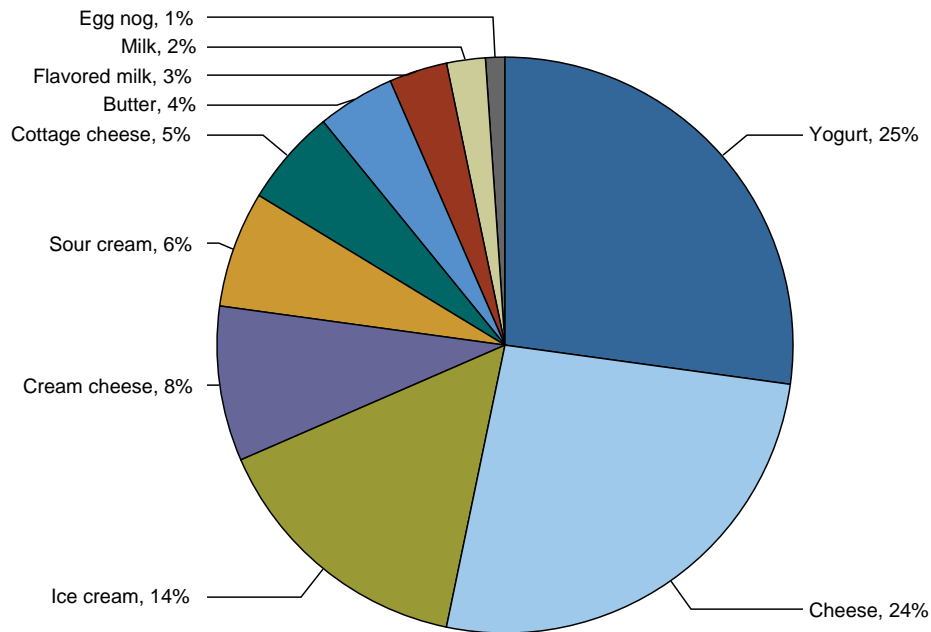
The U.S. advertised price for 8 ounce conventional cheese blocks averaged \$2.25, down 7 cents from last week. Ads for conventional 8 ounce shred cheese averaged \$2.22, down 4 cents from last week. The collective number of conventional cheese ads increased 22%.

This week, the difference between the average weighted price for organic half gallon milk, \$4.01, and the average weighted price for conventional half gallon milk, \$2.23, resulted in an organic price premium of \$1.78, down 24 cents from last week. Organic milk advertisements decreased 54%, while ads for conventional milk increased 40%.

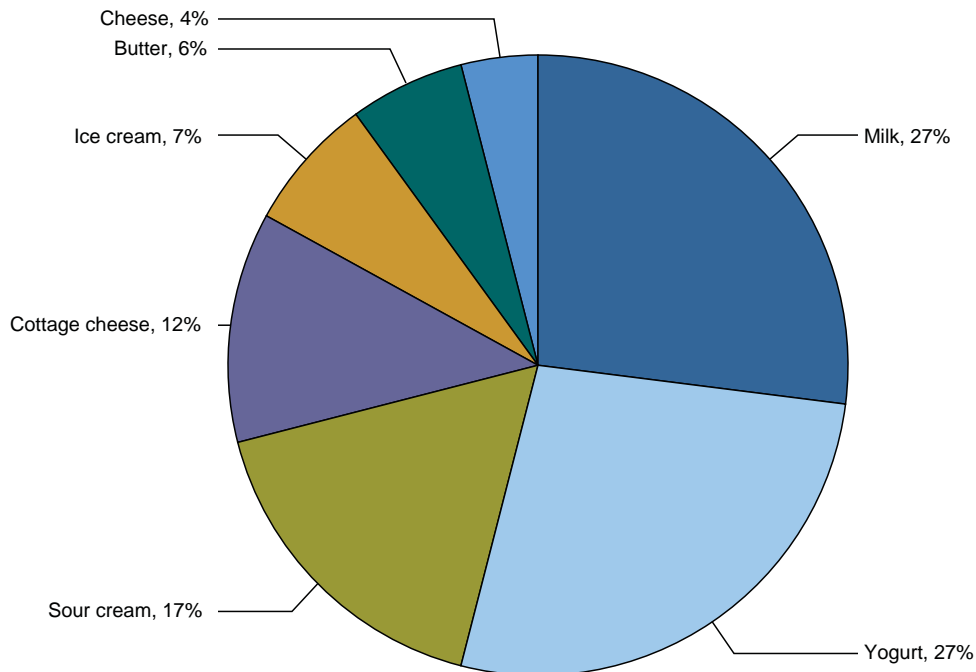
Top 5 Commodities Featured



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 #	2883	3.31	6122	2.98	2061	3.51
Cheese	Natural Varieties	8 oz block	6608	2.25	5020	2.32	11230	2.29
Cheese	Natural Varieties	1 # block	1600	4.85	1858	3.09	974	3.77
Cheese	Natural Varieties	2 # block	1437	6.76	833	7.03	98	6.11
Cheese	Natural Varieties	8 oz shred	8580	2.22	6059	2.26	10502	2.14
Cheese	Natural Varieties	1 # shred	1190	4.89	1966	2.87	4227	4.55
Cottage cheese		16 oz	3699	2.05	4632	1.78	2608	2.20
Cream cheese		8 oz	6393	2.12	3687	2.04	7073	1.73
Egg nog		quart	574	2.78				
Flavored milk	All fat tests	half gallon	575	2.43	753	1.99	893	1.59
Flavored milk	All fat tests	gallon	2172	2.65	84	4.49	1086	3.01
Ice cream		48-64oz	11490	3.23	13646	3.15	10604	2.90
Milk	All fat tests	half gallon	243	2.09	554	1.72	242	3.00
Milk	All fat tests	gallon	1503	2.54	652	2.99	1340	2.14
Sour cream		16 oz	4789	1.76	7330	1.52	7822	1.82
Yogurt	Greek	4-6 oz	10383	.99	11249	.97	15463	.94
Yogurt	Greek	32 oz	1007	4.06	1787	4.17	815	4.20
Yogurt	Yogurt	4-6 oz	7039	.52	8624	.53	6024	.50
Yogurt	Yogurt	32 oz	1202	2.76	995	2.80	881	2.12

## 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 #	1.99-3.99	838	3.02	3.00-3.59	1411	3.44			
Cheese	Natural Varieties	8 oz block	1.49-3.50	1896	2.18	1.66-3.00	2712	2.49	1.49-2.29	585	1.93
Cheese	Natural Varieties	1 # block	2.99-7.99	410	4.71	4.99	1083	4.99	3.88	107	3.88
Cheese	Natural Varieties	8 oz shred	1.99-3.00	1772	2.30	1.66-3.00	2802	2.49	1.49-2.50	824	2.02
Cheese	Natural Varieties	1 # shred				4.99	1083	4.99	3.88	107	3.88
Cottage cheese		16 oz	1.66-3.00	926	2.18	2.00-2.50	1504	2.17	2.00	213	2.00
Cream cheese		8 oz	1.25-2.50	955	1.92	1.50-2.50	2982	2.28	1.79-2.25	401	2.09
Egg nog		quart				3.00	214	3.00			
Flavored milk	All fat tests	half gallon	2.99	135	2.99	1.99	64	1.99	2.00	180	2.00
Flavored milk	All fat tests	gallon	3.49	62	3.49	2.50-3.99	1492	2.78			
Ice cream		48-64oz	1.99-3.99	2470	2.89	2.50-3.99	2171	2.93	1.88-4.50	1439	3.22
Milk	All fat tests	gallon				3.99	214	3.99	2.99	69	2.99
Sour cream		16 oz	1.50-2.00	1005	1.78	1.50-2.00	1361	1.90	0.99-1.50	489	1.37
Yogurt	Greek	4-6 oz	0.83-1.25	1229	1.02	1.00-1.25	3828	1.02	0.88-1.00	1285	.97
Yogurt	Greek	32 oz	3.99-4.49	525	4.28				2.99-3.99	393	3.53
Yogurt	Yogurt	4-6 oz	0.40-2.88	1321	.60	0.40-0.50	2596	.46	0.50-0.66	607	.55

Wtd Avg - Simple weighted average



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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	1.99-2.99	598	2.60	3.78	195	3.78	1.99	116	1.99

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 #	2.50-3.00	183	2.83	2.49-3.99	423	3.59			
Cheese	Natural Varieties	8 oz block	1.50-2.00	608	1.77	1.66-3.50	518	2.25	0.99-2.00	174	1.39
Cheese	Natural Varieties	2 # block	4.99-6.99	262	6.07	5.77-7.99	818	7.24	5.99-6.99	355	6.18
Cheese	Natural Varieties	8 oz shred	1.50-2.50	1212	1.97	1.66-2.50	1220	2.05	0.99-2.00	634	1.79
Cottage cheese		16 oz	0.99-2.50	253	1.69	1.29-2.49	354	1.84	1.50-2.00	394	1.63
Cream cheese		8 oz	0.99-2.50	784	1.92	1.50-2.49	958	2.15	1.50	289	1.50
Egg nog		quart				2.50-2.99	360	2.66			
Flavored milk	All fat tests	half gallon	1.99	82	1.99	2.99	114	2.99			
Flavored milk	All fat tests	gallon	2.19-3.99	215	2.81	1.99	114	1.99	1.99	289	1.99
Ice cream		48-64oz	1.97-4.99	1559	3.58	2.49-4.99	2529	3.49	2.49-5.00	1135	3.21
Milk	All fat tests	half gallon	1.69-1.99	216	1.91						
Milk	All fat tests	gallon	1.99-2.19	221	2.12	1.99-2.69	706	2.40	1.99	289	1.99
Sour cream		16 oz	0.99-1.99	594	1.69	1.29-2.49	707	1.84	1.50	499	1.50
Yogurt	Greek	4-6 oz	0.50-1.25	1123	.94	0.77-1.25	2381	.97	0.89-1.00	455	.91
Yogurt	Greek	32 oz				4.99	62	4.99			
Yogurt	Yogurt	4-6 oz	0.33-1.00	586	.55	0.38-0.77	1227	.49	0.39-0.89	634	.53
Yogurt	Yogurt	32 oz	1.99	54	1.99	2.99	178	2.99	2.50	61	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 #	4.50	28	4.50			
Cheese	Natural Varieties	8 oz block	1.79-2.49	26	2.36	2.25-4.49	89	3.46
Cheese	Natural Varieties	2 # block	7.99	2	7.99			
Cheese	Natural Varieties	8 oz shred	1.79-3.50	54	2.95	2.25-3.25	62	3.01
Cottage cheese		16 oz	2.00	21	2.00	3.00	34	3.00
Cream cheese		8 oz	1.79	21	1.79	1.50	3	1.50
Ice cream		48-64oz	2.98-8.99	68	6.07	3.25-4.99	119	4.02
Milk	All fat tests	half gallon				2.79-3.69	27	3.59
Milk	All fat tests	gallon				5.19	4	5.19
Sour cream		16 oz	2.00-3.50	49	2.86	1.88-3.00	85	2.44
Yogurt	Greek	4-6 oz	0.99-1.33	28	1.02	0.99-1.50	54	1.35
Yogurt	Greek	32 oz				5.49	27	5.49
Yogurt	Yogurt	4-6 oz	0.70-1.20	31	1.15	0.59-0.99	37	.69



## 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 #	351	4.71			62	4.98
Cheese	Natural Varieties	8 oz block	246	6.99			63	4.75
Cheese	Natural Varieties	8 oz shred					267	3.69
Cottage cheese		16 oz	770	3.07	105	3.49		
Ice cream		48-64oz	448	4.99			244	4.49
Milk	All fat tests	half gallon	1549	4.01	1841	3.74	3032	4.52
Milk	All fat tests	gallon			289	5.00	221	6.98
Milk	All fat tests	8 oz UHT	156	1.00	1548	1.00	688	1.00
Sour cream		16 oz	1097	3.17				
Yogurt	Greek	4-6 oz	1041	1.28	521	1.20	573	1.16
Yogurt	Greek	32 oz	283	3.24	368	3.79		
Yogurt	Yogurt	4-6 oz	364	1.29	225	.90	63	.99
Yogurt	Yogurt	32 oz			196	3.99	3	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 #	4.49	100	4.49				4.49	116	4.49
Cottage cheese		16 oz				2.99-3.49	210	3.28	2.99	137	2.99
Milk	All fat tests	half gallon	3.50-3.99	420	3.80	3.98	195	3.98	4.78	180	4.78
Sour cream		16 oz				2.99-3.49	210	3.28	2.99	247	2.99
Yogurt	Greek	4-6 oz	1.00	72	1.00				1.25-1.50	350	1.40
Yogurt	Greek	32 oz				3.00	214	3.00			
Yogurt	Yogurt	4-6 oz	1.25	59	1.25	1.33	195	1.33	1.25	110	1.25

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	114	4.99			

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
Cheese	Natural Varieties	8 oz block				6.99	246	6.99			
Cottage cheese		16 oz	2.99	219	2.99	2.99	204	2.99			
Ice cream		48-64oz	4.99	141	4.99	4.99	241	4.99	4.99	66	4.99
Milk	All fat tests	half gallon	4.49	118	4.49	2.99-3.99	474	3.75	3.49-4.49	135	3.98
Milk	All fat tests	8 oz UHT	1.00	156	1.00						
Sour cream		16 oz	2.99	219	2.99	2.99-3.49	355	3.33	3.29	66	3.29
Yogurt	Greek	4-6 oz	1.25	219	1.25	1.25	331	1.25	1.25	66	1.25
Yogurt	Greek	32 oz							3.99	69	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
Butter		1 #	5.49	21	5.49			
Milk	All fat tests	half gallon				4.99	27	4.99
Yogurt	Greek	4-6 oz				1.50	3	1.50

#### 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