



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>

Volume 83- Number 45

Issued Weekly

Friday, November 11, 2016

Advertised Prices for Dairy Products at Major Retail Supermarket Outlets ending during the period of 11/11/2016 to 11/17/2016

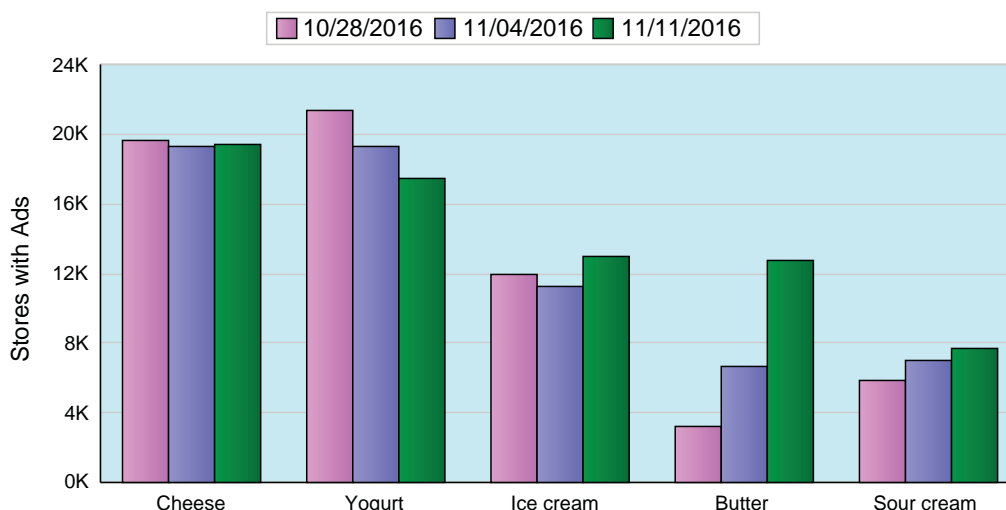
Total conventional dairy advertisements increased 8%, while organic dairy ads increased 27%. Conventional butter ads increased 110% and organic ads increased 1% as the holiday baking season gains momentum. The national average price for 1 pound conventional butter is \$2.69, while 1 pound organic butter is \$5.12, representing an organic price premium of \$2.43. Advertisements for conventional ice cream in 48-64 ounce containers increased 14% and that category was the top advertised dairy item, followed by conventional 1 pound butter.

Conventional yogurt ads declined 11%, but organic yogurt ads increased 22%. Organic Greek yogurt in 4-6 ounce containers increased by 1,120%. The average sale price for 4-6 ounce conventional Greek yogurt is \$0.95, while 4-6 ounce organic Greek yogurt averaged \$0.90. The average sale price for 4-6 ounce conventional yogurt is \$0.55, while 4-6 ounce organic yogurt averaged \$0.60.

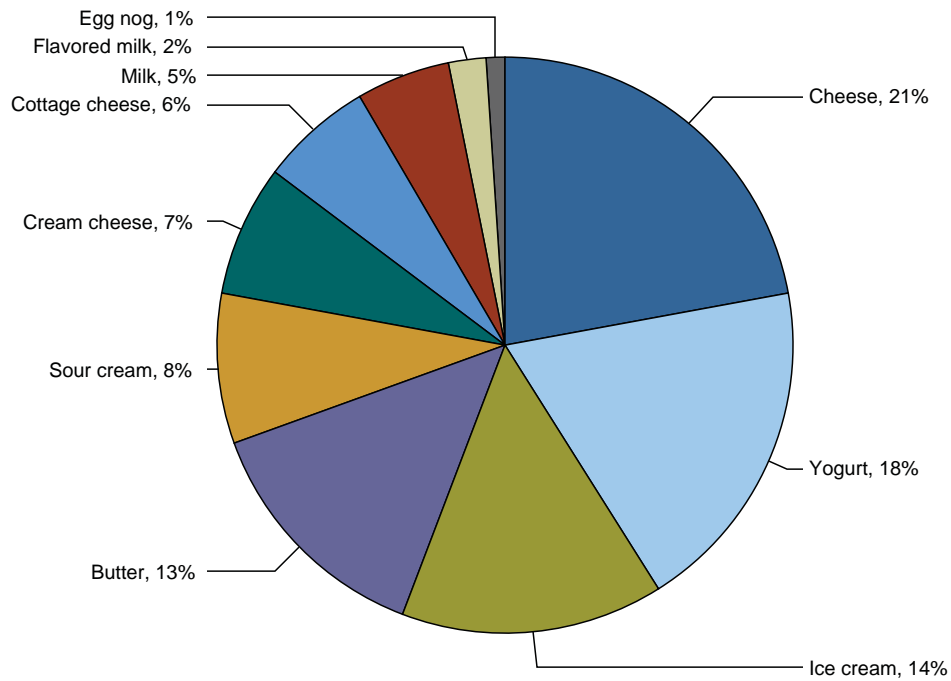
The U.S. advertised price for 8 ounce conventional cheese blocks averaged \$2.05, down 7 cents from last week. Ads for conventional 8 ounce shred cheese averaged \$2.09, down 10 cents from last week. The collective number of conventional cheese ads increased slightly, 1%, while organic declined 98%.

This week, the difference between the average weighted price for organic half gallon milk, \$3.60, and the average weighted price for conventional half gallon milk, \$1.40, resulted in an organic price premium of \$2.20. Organic milk advertisements increased 24%, while ads for conventional milk increased 31%.

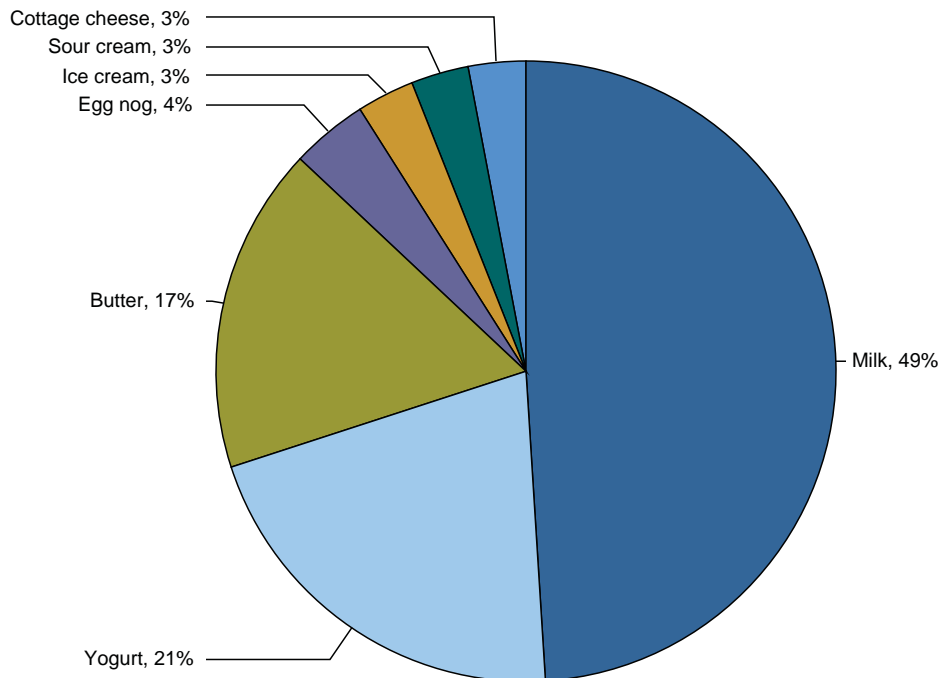
Top 5 Commodities Featured



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 #	11739	2.69	5599	2.85	9549	2.85
Cheese	Natural Varieties	8 oz block	5655	2.05	6653	2.12	9594	2.35
Cheese	Natural Varieties	1 # block	1847	3.72	1187	3.49	2006	3.66
Cheese	Natural Varieties	2 # block	549	6.43	252	6.75	524	6.14
Cheese	Natural Varieties	8 oz shred	9109	2.09	9379	2.19	9516	2.39
Cheese	Natural Varieties	1 # shred	2231	3.35	1655	3.54	1823	3.57
Cottage cheese		16 oz	5444	1.67	5851	1.78	2617	1.83
Cream cheese		8 oz	6742	1.68	5938	1.64	10385	1.59
Egg nog		quart	161	2.49	107	2.77	110	3.16
Egg nog		half gallon	866	3.35	141	3.59	121	3.49
Flavored milk	All fat tests	half gallon	915	1.11	4249	2.14	531	2.16
Flavored milk	All fat tests	gallon	1067	2.46	347	3.05	832	2.68
Ice cream		48-64oz	12790	3.09	11207	2.97	10859	3.12
Milk	All fat tests	half gallon	2128	1.40	2165	1.67	164	1.09
Milk	All fat tests	gallon	2025	2.57	1009	2.16	3723	2.45
Sour cream		16 oz	7528	1.57	6920	1.67	8503	1.59
Yogurt	Greek	4-6 oz	10196	.95	12407	.95	12415	.95
Yogurt	Greek	32 oz	946	4.30	376	3.99	1128	3.91
Yogurt	Yogurt	4-6 oz	4205	.55	4604	.52	3858	.49
Yogurt	Yogurt	32 oz	805	2.35	796	2.96	821	2.53

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 #	1.99-4.49	1973	2.94	1.99-3.00	3379	2.48	1.88-3.50	1364	2.41
Cheese	Natural Varieties	8 oz block	1.25-2.99	2844	2.14	2.00-2.49	1468	2.07	1.50-2.49	344	2.11
Cheese	Natural Varieties	1 # block	3.99-6.99	207	5.03	2.99-5.99	495	3.75	2.99-3.99	323	3.65
Cheese	Natural Varieties	8 oz shred	1.25-2.99	2487	2.18	0.50-2.49	2569	1.87	1.67-2.50	660	2.26
Cheese	Natural Varieties	1 # shred	3.48-3.99	194	3.83	2.99-3.33	394	3.17	2.99-3.99	613	3.39
Cottage cheese		16 oz	1.50-2.99	1266	2.02	0.79-2.00	1959	1.52	0.79-2.00	669	1.51
Cream cheese		8 oz	0.98-2.99	1725	1.59	1.49-1.99	1509	1.51	0.99-1.98	800	1.46
Egg nog		quart	2.49	161	2.49						
Egg nog		half gallon	2.99	137	2.99						
Flavored milk	All fat tests	half gallon				0.88-0.99	394	.93	0.99	260	.99
Flavored milk	All fat tests	gallon	3.79	167	3.79				1.49-3.49	175	2.70
Ice cream		48-64oz	1.99-3.99	2920	2.78	2.50-3.99	3318	3.23	2.49-3.99	1866	3.17
Milk	All fat tests	half gallon				0.88-1.25	608	1.04	0.99-3.99	543	1.37
Milk	All fat tests	gallon	2.50-3.88	717	3.02	1.66-2.50	301	2.26	1.48-2.79	150	2.08
Sour cream		16 oz	1.50-1.99	2355	1.63	0.79-2.00	1848	1.41	0.79-2.00	1106	1.46

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	Greek	4-6 oz	0.60-1.25	2952	.96	0.50-1.00	3351	.92	0.50-1.00	1223	.89
Yogurt	Greek	32 oz	3.99	161	3.99						
Yogurt	Yogurt	4-6 oz	0.40-0.60	840	.50	0.50-0.60	1197	.58	0.40-0.66	1022	.53
Yogurt	Yogurt	32 oz	1.99-2.69	494	2.38				1.99-2.50	237	2.38

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 #	1.99-3.00	1451	2.69	1.99-3.49	2537	2.73	1.99-3.99	948	3.05
Cheese	Natural Varieties	8 oz block	1.99-2.00	239	1.99	1.99	294	1.99	0.99-1.99	427	1.33
Cheese	Natural Varieties	1 # block	2.99	210	2.99	2.88-5.99	414	3.80	2.99	187	2.99
Cheese	Natural Varieties	2 # block	7.99	121	7.99	5.99	241	5.99	4.99-6.99	183	5.99
Cheese	Natural Varieties	8 oz shred	1.67-2.50	1714	2.13	1.79-2.99	1066	2.39	0.99-2.49	493	1.48
Cheese	Natural Varieties	1 # shred	2.88-2.99	429	2.95	2.88-5.99	414	3.80	2.99	187	2.99
Cottage cheese		16 oz	0.79-2.00	783	1.37	1.29-2.00	709	1.87			
Cream cheese		8 oz	0.99-2.99	1173	1.57	1.49-2.99	812	2.22	0.99-2.99	695	2.04
Egg nog		half gallon	2.99	78	2.99	3.69	241	3.69	2.99-3.49	410	3.34
Flavored milk	All fat tests	half gallon	1.49	141	1.49	1.49	120	1.49			
Flavored milk	All fat tests	gallon	2.19	121	2.19	1.99-2.19	604	2.07			
Ice cream		48-64oz	2.49-4.99	1562	3.34	1.99-3.99	1753	3.01	1.67-3.99	1127	2.85
Milk	All fat tests	half gallon	0.99-2.00	489	1.26	1.49-1.99	361	1.82	1.49	66	1.49
Milk	All fat tests	gallon	2.19-3.19	254	2.71	1.99-2.69	534	2.22	2.50	69	2.50
Sour cream		16 oz	0.79-1.69	960	1.27	1.29-2.49	1040	1.98	1.99-2.00	127	1.99
Yogurt	Greek	4-6 oz	0.69-1.25	1146	.96	0.75-1.25	870	1.03	0.88-1.00	576	.94
Yogurt	Greek	32 oz	4.99	162	4.99	3.50	244	3.50	3.00-5.00	358	4.61
Yogurt	Yogurt	4-6 oz	0.50-1.00	193	.71	0.40-0.98	658	.62	0.42	289	.42
Yogurt	Yogurt	32 oz							2.00	69	2.00

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 #	3.50-4.69	23	4.59	3.88-4.99	64	4.94
Cheese	Natural Varieties	8 oz block	2.00	5	2.00	2.75	34	2.75
Cheese	Natural Varieties	1 # block	3.49	11	3.49			
Cheese	Natural Varieties	2 # block	5.29-6.99	4	6.14			
Cheese	Natural Varieties	8 oz shred	2.00-3.50	35	3.26	2.49-3.29	85	2.82
Cottage cheese		16 oz				2.50	58	2.50
Cream cheese		8 oz	1.50-2.99	28	2.65			
Ice cream		48-64oz	3.99-6.99	77	5.31	3.00-7.99	167	4.09
Milk	All fat tests	half gallon				3.00-4.99	61	3.88
Sour cream		16 oz	2.00-2.50	7	2.36	2.00-2.99	85	2.51
Yogurt	Greek	4-6 oz	0.88-1.50	51	1.37	1.25	27	1.25

Wtd Avg - Simple weighted average



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
Yogurt	Greek	32 oz	5.49	21	5.49			
Yogurt	Yogurt	4-6 oz	0.60	3	.60	0.89	3	.89
Yogurt	Yogurt	32 oz	3.00	2	3.00	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 #	1049	5.12	1035	4.92	346	4.72
Cheese	Natural Varieties	8 oz block	3	5.98			267	4.09
Cheese	Natural Varieties	8 oz shred			137	4.49	162	3.50
Cottage cheese		16 oz	161	3.99	51	3.49	137	4.99
Egg nog		quart	241	3.99			63	2.39
Ice cream		48-64oz	218	5.92				
Milk	All fat tests	half gallon	3060	3.60	1811	4.14	1679	4.13
Milk	All fat tests	gallon			381	5.65	305	6.66
Milk	All fat tests	8 oz UHT			284	1.07	892	.97
Sour cream		16 oz	212	2.75	69	2.49		
Yogurt	Greek	4-6 oz	1025	.90	84	1.50	147	1.25
Yogurt	Greek	32 oz	59	3.59	411	4.55	161	3.99
Yogurt	Yogurt	4-6 oz	62	.60	145	1.11	189	.88
Yogurt	Yogurt	32 oz	69	3.99	439	3.65	290	3.87

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 #	3.99-5.99	220	5.45				4.49-5.49	188	4.86
Cottage cheese		16 oz	3.99	161	3.99						
Ice cream		48-64oz				6.99	101	6.99			
Milk	All fat tests	half gallon	2.79-4.99	1181	4.08	2.50	184	2.50	2.50-3.29	477	2.94

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
Sour cream		16 oz	2.99	161	2.99						
Yogurt	Greek	4-6 oz				0.88	184	.88	0.88	370	.88
Yogurt	Greek	32 oz	3.59	59	3.59						
Yogurt	Yogurt	4-6 oz	0.60	62	.60						

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	4.99	117	4.99	5.00-5.99	235	5.26
Egg nog		quart				3.99	241	3.99			
Ice cream		48-64oz				4.99	117	4.99			
Milk	All fat tests	half gallon	2.99-3.99	601	3.25	3.99-4.99	419	4.41	2.50-2.99	187	2.67
Sour cream		16 oz	1.99	51	1.99						
Yogurt	Greek	4-6 oz	0.88-1.00	351	.95	0.88	120	.88			
Yogurt	Yogurt	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
Cheese	Natural Varieties	8 oz block	5.98	3	5.98			
Milk	All fat tests	half gallon	2.99	11	2.99			

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