



Dairy Market News Branch

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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 11/18/2016 to 11/24/2016

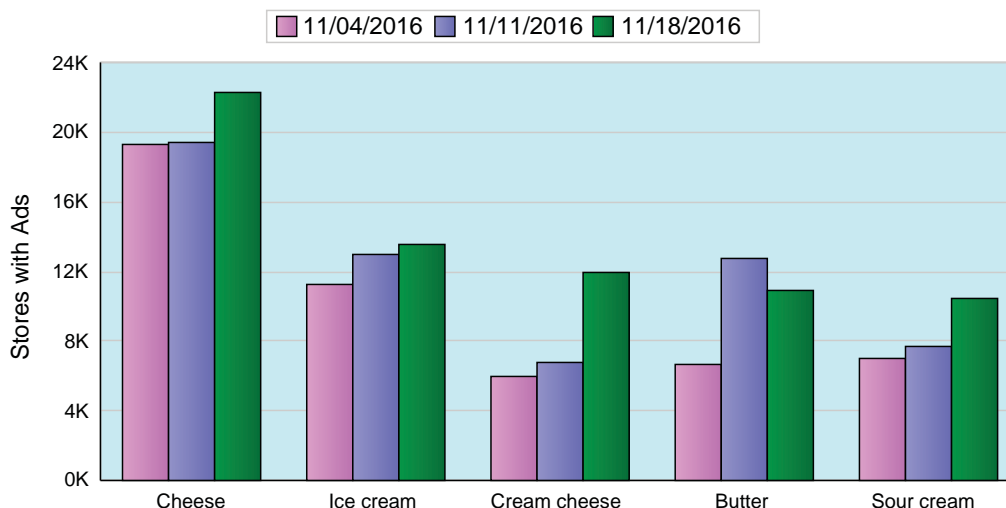
Total conventional dairy advertisements increased 2%, while organic dairy ads decreased 39%. Advertisements for conventional ice cream in 48-64 ounce containers increased 5% and that category was the top advertised dairy item. Egg nog ad numbers continue to climb as end of year holidays approach. Half gallon egg nog ad volume nearly tripled this week, with an average price of \$3.72, up \$.37 from last week. Ads for quarts of egg nog increased 132%, with an average price of \$2.42, down \$.07.

Conventional yogurt ads declined 38%, and organic yogurt ads decreased 79%. The average sale price for 4-6 ounce conventional Greek yogurt is \$0.96, up \$.01 from a week ago, while 4-6 ounce conventional yogurt averaged \$0.52, down \$.03.

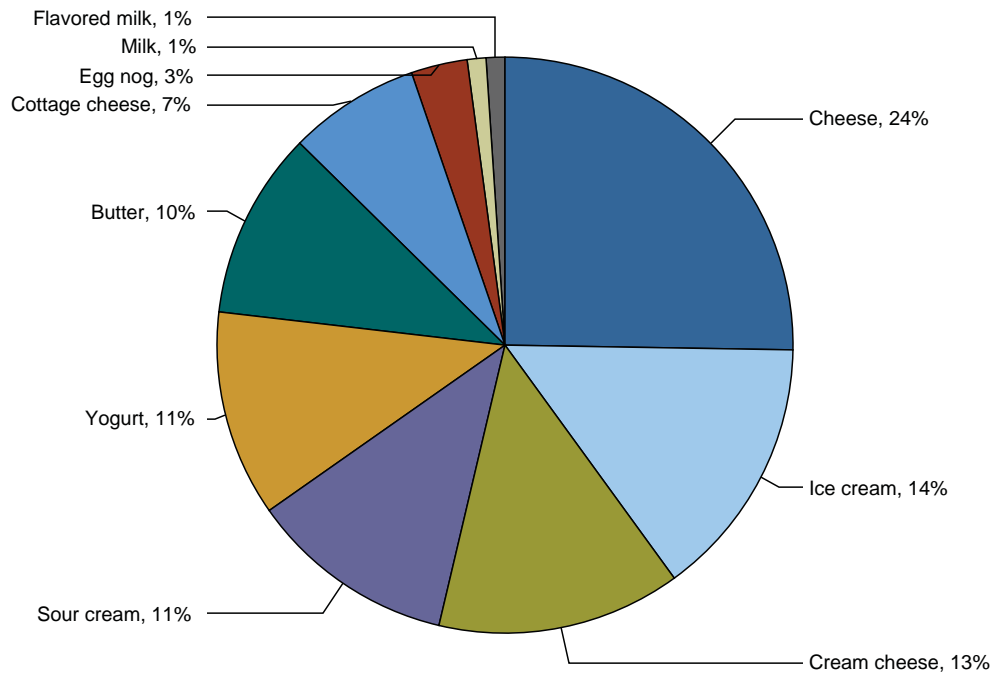
The U.S. advertised price for 8 ounce conventional cheese blocks averaged \$2.15, up 10 cents from last week. Ads for conventional 8 ounce shred cheese averaged \$2.24, up 15 cents from last week. The collective number of conventional cheese ads increased 14%.

This week, the difference between the average weighted price for organic half gallon milk, \$3.93, and the average weighted price for conventional half gallon milk, \$2.33, resulted in an organic price premium of \$1.60. Organic milk advertisements decreased 56%, while ads for conventional milk decreased 71%.

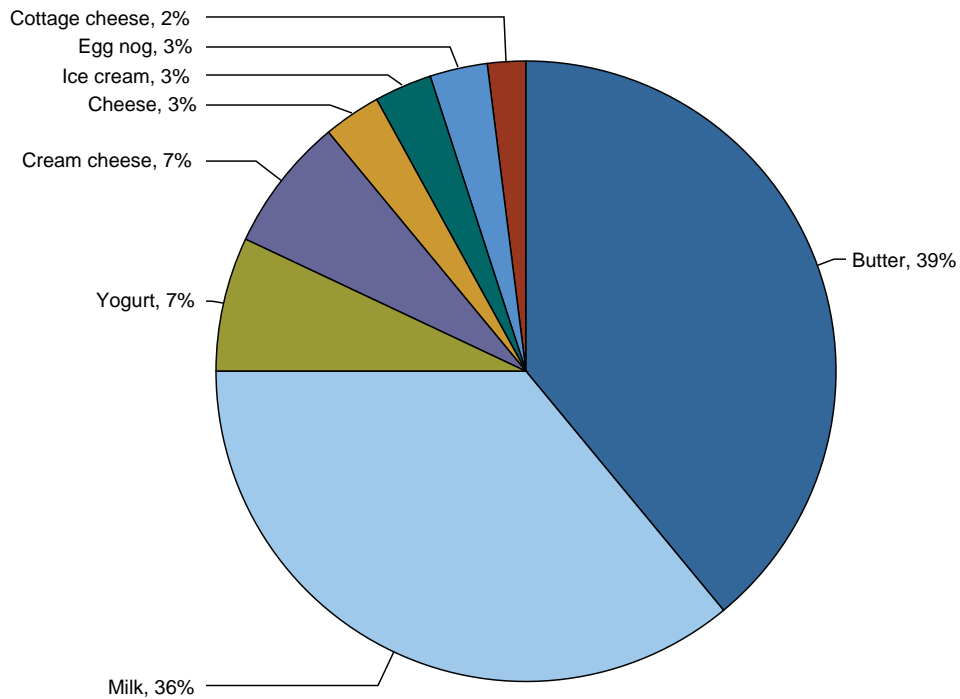
Top 5 Commodities Featured



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 #	9463	2.57	11739	2.69	12025	2.82
Cheese	Natural Varieties	8 oz block	11389	2.15	5655	2.05	12089	2.28
Cheese	Natural Varieties	1 # block	733	3.57	1847	3.72	849	3.84
Cheese	Natural Varieties	2 # block	972	5.91	549	6.43	638	6.39
Cheese	Natural Varieties	8 oz shred	8630	2.24	9109	2.09	10670	2.29
Cheese	Natural Varieties	1 # shred	407	3.32	2231	3.35	162	3.99
Cottage cheese		16 oz	6644	1.75	5444	1.67	2844	1.90
Cream cheese		8 oz	11717	1.53	6742	1.68	14346	1.43
Egg nog		quart	374	2.42	161	2.49	556	3.55
Egg nog		half gallon	2507	3.72	866	3.35	1032	4.55
Flavored milk	All fat tests	half gallon	577	1.84	915	1.11	303	1.79
Flavored milk	All fat tests	gallon	333	2.17	1067	2.46		
Ice cream		48-64oz	13482	3.13	12790	3.09	13354	3.21
Milk	All fat tests	half gallon	511	2.33	2128	1.40	533	1.64
Milk	All fat tests	gallon	697	2.61	2025	2.57	1930	2.72
Sour cream		16 oz	10505	1.68	7528	1.57	11280	1.75
Yogurt	Greek	4-6 oz	5932	.96	10196	.95	8889	.98
Yogurt	Greek	32 oz	994	4.51	946	4.30	1359	4.51
Yogurt	Yogurt	4-6 oz	2396	.52	4205	.55	4971	.52
Yogurt	Yogurt	32 oz	679	2.33	805	2.35	1043	2.63

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	1832	2.62	1.99-3.00	2042	2.55	1.48-3.00	1347	2.34
Cheese	Natural Varieties	8 oz block	1.66-3.50	2226	2.18	1.49-3.00	4715	2.23	1.49-2.99	1395	2.03
Cheese	Natural Varieties	1 # block	2.50-3.99	279	3.61	2.99	210	2.99	2.99	57	2.99
Cheese	Natural Varieties	8 oz shred	1.66-2.77	1290	2.28	1.69-2.50	1990	2.35	1.49-2.49	1314	1.97
Cheese	Natural Varieties	1 # shred	3.99	135	3.99	2.99	210	2.99			
Cottage cheese		16 oz	1.49-2.50	864	2.01	0.99-2.50	1775	1.86	1.25-2.00	863	1.58
Cream cheese		8 oz	0.79-3.00	2004	1.43	0.79-2.00	4146	1.36	0.99-1.67	753	1.38
Egg nog		quart							2.88	107	2.88
Egg nog		half gallon	3.99-4.99	695	4.59				2.99-3.99	521	3.19
Flavored milk	All fat tests	half gallon				0.99	210	.99			
Flavored milk	All fat tests	gallon							1.49-2.99	138	2.24
Ice cream		48-64oz	1.99-3.99	2061	2.82	1.99-3.99	4871	2.96	1.25-4.49	1724	3.15
Milk	All fat tests	half gallon				0.99	210	.99	4.78	180	4.78
Milk	All fat tests	gallon	1.99	62	1.99	1.99	87	1.99	2.00-2.99	126	2.54
Sour cream		16 oz	1.29-2.00	1474	1.65	0.99-2.00	3031	1.86	0.99-2.00	1161	1.63

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	0.75-1.00	1706	.97	1.00	405	1.00	0.80-1.00	958	.95
Yogurt	Greek	32 oz	3.99-4.99	390	4.41	5.49	61	5.49	3.99-5.00	237	4.76
Yogurt	Yogurt	4-6 oz	0.48-0.88	349	.64	0.50	563	.50	0.50	180	.50
Yogurt	Yogurt	32 oz	1.99-2.50	388	2.28						

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 #	1.69-3.00	1687	2.41	2.47-3.00	2357	2.76	1.88-3.33	130	2.56
Cheese	Natural Varieties	8 oz block	1.50-3.00	1838	2.07	1.66-2.98	1006	2.10	0.99-2.50	166	1.54
Cheese	Natural Varieties	1 # block				3.00-4.99	187	4.33			
Cheese	Natural Varieties	2 # block	4.99-5.99	201	5.39	5.99-7.99	345	6.96	4.99-5.99	424	5.31
Cheese	Natural Varieties	8 oz shred	1.50-2.50	1362	2.04	1.66-3.50	2261	2.44	0.99-2.50	340	1.88
Cheese	Natural Varieties	1 # shred				3.00	62	3.00			
Cottage cheese		16 oz	1.25-2.58	930	1.79	1.00-2.00	1729	1.56	1.50-2.50	455	1.75
Cream cheese		8 oz	0.99-2.00	1279	1.56	1.48-2.99	2477	1.83	0.99-2.49	987	1.66
Egg nog		quart	1.99-2.69	240	2.15						
Egg nog		half gallon	2.99-3.99	340	3.35	2.99-3.69	629	3.31	3.49	289	3.49
Flavored milk	All fat tests	half gallon				2.99	246	2.99	1.00	121	1.00
Flavored milk	All fat tests	gallon	1.99-2.19	195	2.11						
Ice cream		48-64oz	1.99-4.99	1775	3.63	2.49-4.90	2153	3.35	2.50-3.50	672	2.78
Milk	All fat tests	half gallon							1.00	121	1.00
Milk	All fat tests	gallon	2.19-3.19	314	2.77	1.99	63	1.99			
Sour cream		16 oz	1.25-2.00	1442	1.73	0.99-2.00	2495	1.51	1.19-1.50	749	1.36
Yogurt	Greek	4-6 oz	0.88-1.00	668	.98	0.79-1.00	1487	.94	0.79-1.25	637	.91
Yogurt	Greek	32 oz				3.49-4.99	240	4.60	2.99	61	2.99
Yogurt	Yogurt	4-6 oz	0.50	154	.50	0.50	705	.50	0.50	394	.50
Yogurt	Yogurt	32 oz				2.50	117	2.50	1.99-2.79	174	2.31

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 #	2.95-4.50	38	4.13	3.29-4.59	30	3.55
Cheese	Natural Varieties	8 oz block	2.29	5	2.29	2.75-3.25	38	3.20
Cheese	Natural Varieties	2 # block	4.99	2	4.99			
Cheese	Natural Varieties	8 oz shred	2.29-2.98	8	2.55	2.75-3.25	65	3.12
Cottage cheese		16 oz	2.00-2.98	28	2.21			
Cream cheese		8 oz	1.25-4.00	65	3.19	3.00	6	3.00
Egg nog		quart				2.99	27	2.99
Egg nog		half gallon	4.95-7.98	33	7.52			
Ice cream		48-64oz	2.98-7.99	110	5.74	2.77-4.00	116	3.60
Milk	All fat tests	gallon	3.69	11	3.69	4.99	34	4.99

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
Sour cream		16 oz	1.66-3.50	75	2.48	2.00-2.99	78	2.52
Yogurt	Greek	4-6 oz	1.00-1.25	33	1.07	1.09-1.50	38	1.46
Yogurt	Greek	32 oz	3.99	2	3.99	3.99	3	3.99
Yogurt	Yogurt	4-6 oz	0.60	21	.60	0.69-0.79	30	.78

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 #	1445	5.13	1049	5.12	1019	5.79
Cheese	Natural Varieties	8 oz block			3	5.98	250	4.43
Cheese	Natural Varieties	1 # block	117	5.99				
Cheese	Natural Varieties	8 oz shred					82	3.50
Cottage cheese		16 oz	62	3.99	161	3.99		
Cream cheese		8 oz	258	2.72				
Egg nog		quart			241	3.99	63	3.49
Egg nog		half gallon	114	5.49				
Ice cream		48-64oz	117	4.99	218	5.92		
Milk	All fat tests	half gallon	853	3.93	3060	3.60	1372	3.80
Milk	All fat tests	gallon	486	5.62			84	6.79
Milk	All fat tests	8 oz UHT					627	.84
Sour cream		16 oz			212	2.75		
Yogurt	Greek	4-6 oz	210	.88	1025	.90	333	1.25
Yogurt	Greek	32 oz			59	3.59		
Yogurt	Yogurt	4-6 oz	69	.89	62	.60		
Yogurt	Yogurt	32 oz			69	3.99	114	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 #	3.99	59	3.99	4.99	214	4.99	4.99-5.49	282	5.11
Milk	All fat tests	half gallon	4.49-4.59	280	4.57	2.99	210	2.99			
Milk	All fat tests	gallon	5.99	167	5.99	5.39	214	5.39			
Yogurt	Greek	4-6 oz				0.88	210	.88			

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 #	5.49	114	5.49	3.99-5.99	776	5.21			
Cheese	Natural Varieties	1 # block				5.99	117	5.99			
Cottage cheese		16 oz				3.99	62	3.99			
Cream cheese		8 oz	2.50	141	2.50	2.99	117	2.99			
Egg nog		half gallon	5.49	114	5.49						
Ice cream		48-64oz				4.99	117	4.99			
Milk	All fat tests	half gallon				3.99	363	3.99			
Milk	All fat tests	gallon							5.49	105	5.49
Yogurt	Yogurt	4-6 oz							0.89	69	.89

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

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