



## 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/dybretil.pdf>

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### Advertised Prices for Dairy Products at Major Retail Supermarket Outlets ending during the period of 11/25/2016 to 12/01/2016

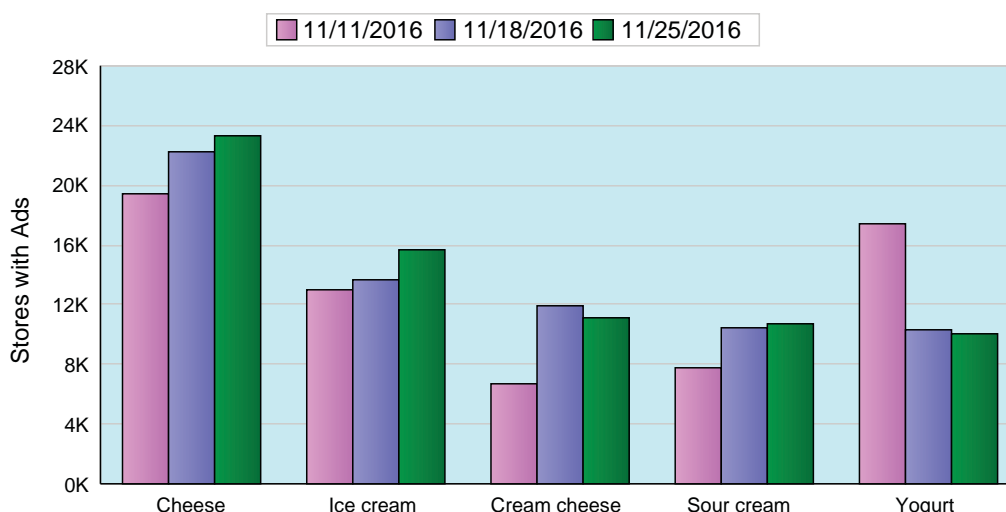
This Thanksgiving week, the top three conventional advertised dairy items were the holiday favorites: ice cream in 48-64 ounce containers, 8 ounce cream cheese, and 8 ounce blocks of cheese. The holiday also prompted a surge in organic advertisements of 118%. Egg nog ad numbers also continue to climb during the holiday season. The average sales price for conventional half gallon egg nog is \$3.44, down \$.28 from last week. Ads for conventional quarts of egg nog averaged \$2.79, while organic quarts of egg nog averaged \$4.22. This resulted in an organic premium of \$1.43.

The U.S. advertised price for 8 ounce conventional cheese blocks averaged \$2.23, up 8 cents from last week. Ads for conventional 8 ounce shred cheese averaged \$2.17, down 7 cents from last week.

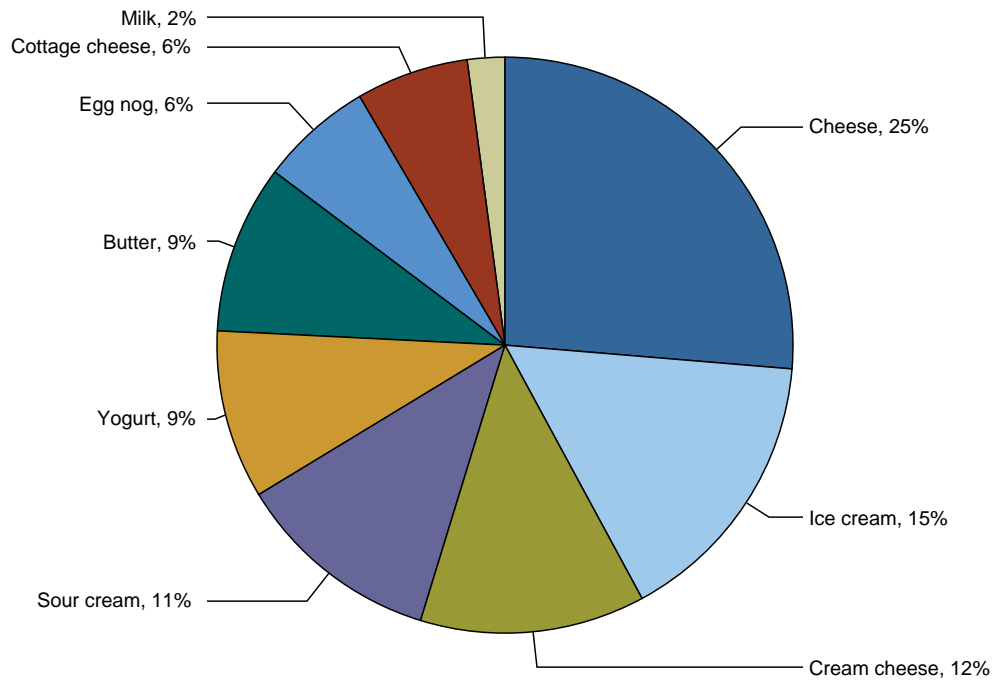
The average sale price for 4-6 ounce conventional Greek yogurt is \$0.99, up \$.03 from a week ago, while 4-6 ounce organic Greek yogurt averaged \$1.00, up \$.12. The average sale price for 4-6 ounce conventional yogurt is \$0.50, down \$.02 from a week ago, while 4-6 ounce organic yogurt averaged \$1.30, up \$.41.

This week, the difference between the weighted average price for organic half gallon milk, \$4.12, and the weighted average price for conventional half gallon milk, \$2.99, resulted in an organic price premium of \$1.13. Organic milk advertisements increased 46%, while ads for conventional milk increased 50%.

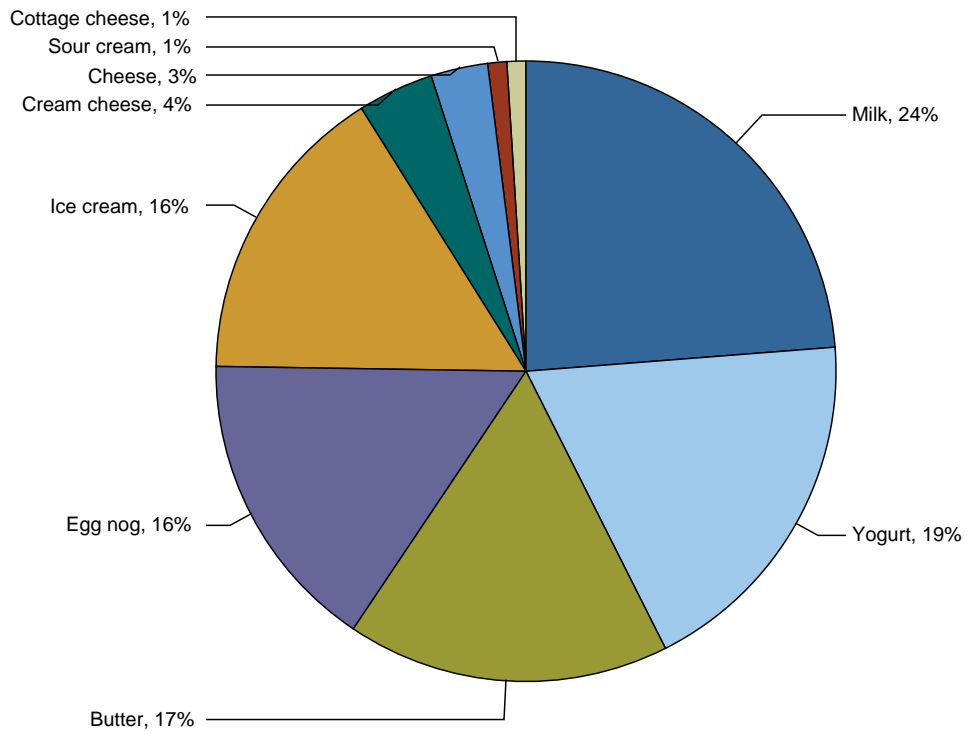
Top 5 Commodities Featured



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 #	8218	2.59	9463	2.57	11119	2.84
Cheese	Natural Varieties	8 oz block	10732	2.23	11389	2.15	11890	2.33
Cheese	Natural Varieties	1 # block	769	4.32	733	3.57	708	3.64
Cheese	Natural Varieties	2 # block	796	6.25	972	5.91	521	8.04
Cheese	Natural Varieties	8 oz shred	10526	2.17	8630	2.24	9283	2.30
Cheese	Natural Varieties	1 # shred	197	3.68	407	3.32	217	3.99
Cottage cheese		16 oz	5431	1.89	6644	1.75	1801	1.78
Cream cheese		8 oz	10836	1.51	11717	1.53	14131	1.49
Egg nog		quart	1491	2.79	374	2.42	147	3.49
Egg nog		half gallon	4046	3.44	2507	3.72	2736	3.39
Flavored milk	All fat tests	half gallon			577	1.84	53	2.50
Flavored milk	All fat tests	gallon	227	3.22	333	2.17		
Ice cream		48-64oz	14422	3.17	13482	3.13	9478	3.16
Milk	All fat tests	half gallon	264	2.99	511	2.33	161	2.42
Milk	All fat tests	gallon	1545	2.72	697	2.61	496	2.69
Sour cream		16 oz	10578	1.66	10505	1.68	10110	1.76
Yogurt	Greek	4-6 oz	4939	.99	5932	.96	7609	1.02
Yogurt	Greek	32 oz	638	4.51	994	4.51	888	4.76
Yogurt	Yogurt	4-6 oz	1865	.50	2396	.52	2853	.50
Yogurt	Yogurt	32 oz	1036	2.36	679	2.33	804	2.32

## 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 #	2.50-3.00	1226	2.69	2.49-3.00	1479	2.84	1.48-3.00	1842	2.08
Cheese	Natural Varieties	8 oz block	1.50-3.00	2663	2.17	2.00-2.99	2485	2.63	1.49-2.49	2635	1.78
Cheese	Natural Varieties	1 # block	2.50-3.99	279	3.61	4.75	62	4.75	2.99	57	2.99
Cheese	Natural Varieties	2 # block				5.98-5.99	259	5.98			
Cheese	Natural Varieties	8 oz shred	1.67-2.99	2227	2.16	1.67-2.50	1935	2.32	1.25-2.49	1810	1.92
Cheese	Natural Varieties	1 # shred	3.99	135	3.99						
Cottage cheese		16 oz	1.99-2.99	1446	2.31	1.25-2.00	1471	1.84	1.25-2.00	597	1.64
Cream cheese		8 oz	0.88-2.00	2766	1.51	0.98-2.00	2965	1.47	0.89-1.99	1890	1.29
Egg nog		quart	2.79-3.99	603	3.45	1.78-2.49	279	1.99	2.88-2.99	287	2.95
Egg nog		half gallon	3.99-4.99	984	4.37	2.99-3.00	1477	3.00	2.99-3.99	343	3.30
Flavored milk	All fat tests	gallon	4.49	84	4.49				2.99	69	2.99
Ice cream		48-64oz	1.99-4.49	2882	2.86	2.49-3.99	4272	2.99	2.49-4.50	3056	3.28
Milk	All fat tests	half gallon	2.99	264	2.99						
Milk	All fat tests	gallon				1.99-2.79	1170	2.73	2.00-2.99	179	2.53
Sour cream		16 oz	0.99-2.00	2122	1.67	1.00-2.50	3486	1.66	0.99-2.00	1538	1.57

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	Greek	4-6 oz	1.00-1.33	1529	1.06	1.00	279	1.00	0.80-1.00	1394	.97
Yogurt	Greek	32 oz	3.99	161	3.99				3.99-5.00	237	4.76
Yogurt	Yogurt	4-6 oz	0.50	836	.50				0.50	523	.50
Yogurt	Yogurt	32 oz	1.99-2.50	578	2.12						

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	1381	2.48	2.47-3.99	1929	2.92	1.88-2.99	361	2.52
Cheese	Natural Varieties	8 oz block	1.66-3.00	1533	2.30	1.66-3.00	1206	2.39	1.50-3.00	210	2.25
Cheese	Natural Varieties	1 # block				4.99	371	4.99			
Cheese	Natural Varieties	2 # block	5.99	80	5.99	5.99	178	5.99	5.99-7.99	279	6.74
Cheese	Natural Varieties	8 oz shred	1.50-2.50	1663	2.10	1.66-3.49	2546	2.31	1.50-2.99	345	2.13
Cheese	Natural Varieties	1 # shred				3.00	62	3.00			
Cottage cheese		16 oz	1.25-2.58	928	1.75	1.00-2.00	989	1.60			
Cream cheese		8 oz	1.25-2.00	806	1.57	1.33-2.99	2045	1.74	0.99-2.00	364	1.52
Egg nog		quart	1.99-2.69	322	2.11						
Egg nog		half gallon	2.99	141	2.99	2.99-3.99	980	3.33	2.99	121	2.99
Flavored milk	All fat tests	gallon	1.99	74	1.99						
Ice cream		48-64oz	1.99-4.99	1566	3.68	2.49-4.99	2150	3.39	1.99-4.99	496	3.28
Milk	All fat tests	gallon	3.19	133	3.19	1.99	63	1.99			
Sour cream		16 oz	1.00-2.50	1419	1.73	0.99-2.00	1826	1.70	1.25-1.50	187	1.34
Yogurt	Greek	4-6 oz	0.88-1.00	460	.97	0.88-1.00	1067	.94	0.79-0.90	210	.85
Yogurt	Greek	32 oz				3.49-4.99	240	4.60			
Yogurt	Yogurt	4-6 oz	0.50	154	.50	0.50	352	.50			
Yogurt	Yogurt	32 oz	2.50	72	2.50	2.50-2.79	317	2.68	2.79	69	2.79

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

## 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 #	1348	4.95	1445	5.13	1094	5.36

Wtd Avg - Simple weighted average



Cheese	Natural Varieties	8 oz block					219	4.31
Cheese	Natural Varieties	1 # block	189	5.99	117	5.99		
Cheese	Natural Varieties	1 # shred	84	6.99				
Cottage cheese		16 oz	62	3.99	62	3.99		
Cream cheese		8 oz	330	2.78	258	2.72		
Egg nog		quart	1279	4.22				
Egg nog		half gallon			114	5.49		
Ice cream		48-64oz	1272	4.15	117	4.99		
Milk	All fat tests	half gallon	1569	4.12	853	3.93	1715	3.95
Milk	All fat tests	gallon	381	5.65	486	5.62		
Milk	All fat tests	8 oz UHT					84	.92
Sour cream		16 oz	105	1.50			273	2.35
Yogurt	Greek	4-6 oz	1142	1.00	210	.88	55	1.25
Yogurt	Yogurt	4-6 oz	385	1.30	69	.89		

## 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 #	4.49-4.99	519	4.81	4.49-4.99	275	4.88			
Cheese	Natural Varieties	1 # shred	6.99	84	6.99						
Egg nog		quart				3.99	1083	3.99			
Ice cream		48-64oz				4.00	1083	4.00			
Milk	All fat tests	half gallon	3.99-4.99	576	4.09				3.99-4.78	523	4.26
Milk	All fat tests	gallon	5.99	167	5.99	5.39	214	5.39			
Yogurt	Greek	4-6 oz	1.00	59	1.00	1.00	1083	1.00			
Yogurt	Yogurt	4-6 oz	1.39	255	1.39	1.39	61	1.39			

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 #	3.99-5.49	268	5.09	3.99-5.99	286	5.17			
Cheese	Natural Varieties	1 # block	5.99	72	5.99	5.99	117	5.99			
Cottage cheese		16 oz				3.99	62	3.99			
Cream cheese		8 oz	2.50-2.99	213	2.67	2.99	117	2.99			
Egg nog		quart	5.49	196	5.49						
Ice cream		48-64oz	4.99	72	4.99	4.99	117	4.99			
Milk	All fat tests	half gallon	3.99	72	3.99	3.98-3.99	398	3.99			
Sour cream		16 oz							1.50	105	1.50

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	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