



## 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 12/09/2016 to 12/15/2016

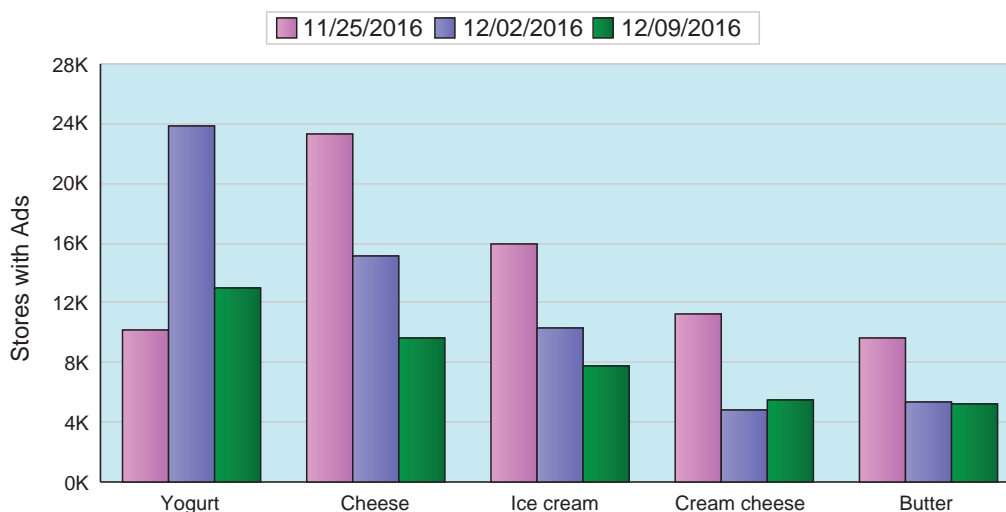
This week, total conventional dairy advertisements decreased 26%, while organic dairy ads decreased 40%. Conventional butter ads increased 7% but organic butter ads decreased 61%. The national average price for 1 pound conventional butter is \$2.77, while 1 pound organic butter is \$4.89, representing an organic price premium of \$2.12.

Conventional yogurt ads decreased 43% and organic yogurt ads decreased 58%. The average sale price for 4-6 ounce conventional Greek yogurt is \$0.98, while 4-6 ounce organic Greek yogurt also averaged \$0.98. The average sale price for 4-6 ounce conventional yogurt is \$0.54, while 4-6 ounce organic yogurt averaged \$1.25.

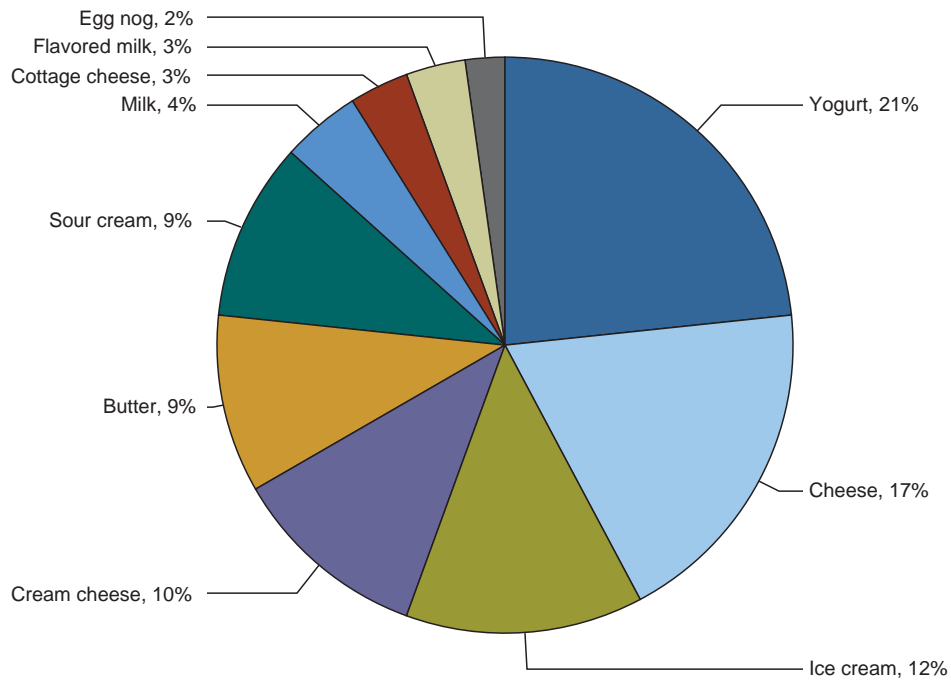
The U.S. advertised price for 8 ounce conventional cheese blocks averaged \$1.90, down 35 cents from last week. Ads for conventional 8 ounce shred cheese averaged \$2.11, down 21 cents from last week. The collective number of conventional cheese ads decreased, 37%, while organic decreased 40%.

This week, the difference between the average weighted price for organic half gallon milk, \$3.65, and the average weighted price for conventional half gallon milk, \$1.65, resulted in an organic price premium of \$2.00. Organic milk advertisements decreased 21%, while ads for conventional milk decreased 36%.

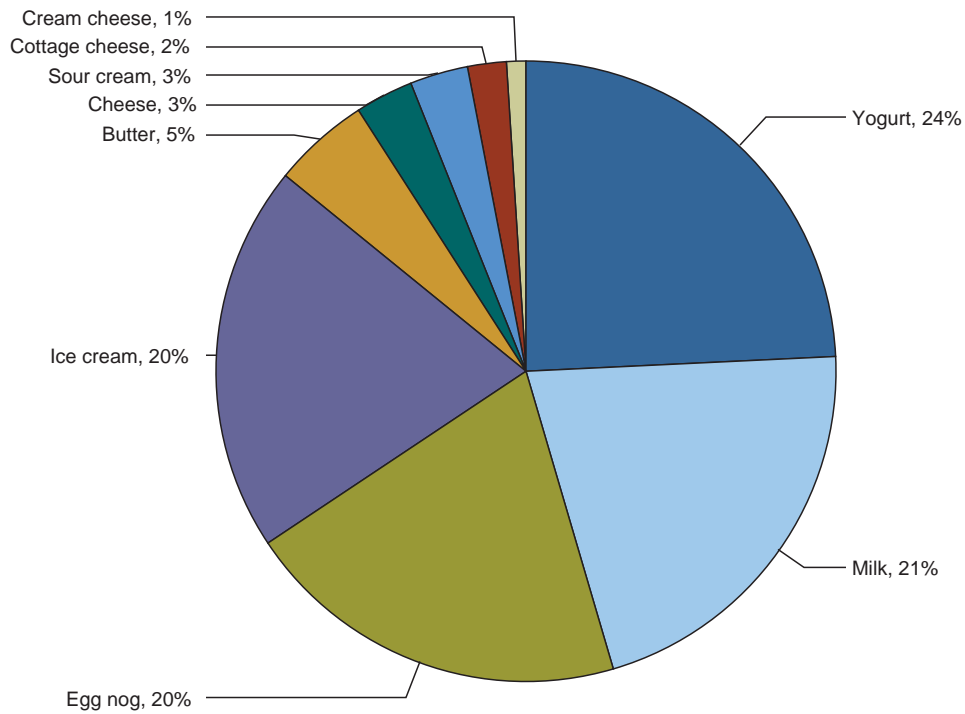
Top 5 Commodities Featured



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 #         | 4961            | 2.77          | 4645            | 2.98          | 7411            | 3.19          |
| Cheese         | Natural Varieties | 8 oz block  | 4261            | 1.90          | 5798            | 2.25          | 6858            | 2.29          |
| Cheese         | Natural Varieties | 1 # block   | 714             | 3.67          | 1448            | 3.15          | 2733            | 3.59          |
| Cheese         | Natural Varieties | 2 # block   | 773             | 7.15          | 1266            | 6.92          | 943             | 5.57          |
| Cheese         | Natural Varieties | 8 oz shred  | 3033            | 2.11          | 4816            | 2.32          | 6719            | 2.20          |
| Cheese         | Natural Varieties | 1 # shred   | 652             | 3.56          | 1554            | 3.24          | 2066            | 3.39          |
| Cottage cheese |                   | 16 oz       | 1824            | 1.87          | 1541            | 1.88          | 3372            | 1.73          |
| Cream cheese   |                   | 8 oz        | 5435            | 1.45          | 4689            | 1.35          | 7371            | 1.56          |
| Egg nog        |                   | quart       | 296             | 3.08          | 386             | 2.32          | 706             | 3.00          |
| Egg nog        |                   | half gallon | 955             | 3.41          | 1315            | 3.57          | 1028            | 4.10          |
| Flavored milk  | All fat tests     | half gallon | 930             | 2.38          | 654             | 1.90          | 425             | 2.37          |
| Flavored milk  | All fat tests     | gallon      | 485             | 2.37          | 1028            | 2.32          | 945             | 2.96          |
| Ice cream      |                   | 48-64oz     | 6689            | 3.21          | 9246            | 3.00          | 6726            | 2.82          |
| Milk           | All fat tests     | half gallon | 622             | 1.65          | 499             | 1.57          | 522             | 1.20          |
| Milk           | All fat tests     | gallon      | 1410            | 2.35          | 2675            | 2.46          | 2884            | 2.64          |
| Sour cream     |                   | 16 oz       | 4815            | 1.57          | 4690            | 1.47          | 8262            | 1.52          |
| Yogurt         | Greek             | 4-6 oz      | 6597            | .98           | 11126           | .96           | 9133            | .94           |
| Yogurt         | Greek             | 32 oz       | 937             | 4.16          | 1820            | 4.13          | 1043            | 5.04          |
| Yogurt         | Yogurt            | 4-6 oz      | 2877            | .54           | 6898            | .52           | 4546            | .48           |
| Yogurt         | Yogurt            | 32 oz       | 1299            | 3.05          | 756             | 2.43          | 606             | 2.04          |

## 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      | 832             | 2.72          | 2.69-3.99      | 963             | 3.26          | 1.98-3.50    | 954             | 2.39          |
| Cheese         | Natural Varieties | 8 oz block  | 1.49-2.99      | 1251            | 1.94          | 1.49-2.50      | 1399            | 1.78          | 1.88-2.00    | 603             | 1.98          |
| Cheese         | Natural Varieties | 1 # block   | 3.99           | 135             | 3.99          | 4.75           | 62              | 4.75          |              |                 |               |
| Cheese         | Natural Varieties | 2 # block   | 9.99           | 63              | 9.99          |                |                 |               | 8.99         | 180             | 8.99          |
| Cheese         | Natural Varieties | 8 oz shred  | 1.88-2.00      | 550             | 1.99          | 2.00-2.50      | 437             | 2.07          | 1.88-2.50    | 766             | 2.02          |
| Cheese         | Natural Varieties | 1 # shred   | 3.99           | 135             | 3.99          |                |                 |               |              |                 |               |
| Cottage cheese |                   | 16 oz       | 1.66-2.50      | 458             | 2.25          |                |                 |               | 1.50-2.00    | 292             | 1.80          |
| Cream cheese   |                   | 8 oz        | 0.85-2.99      | 810             | 1.59          | 0.85-1.79      | 2039            | 1.43          | 0.99-2.00    | 620             | 1.18          |
| Egg nog        |                   | quart       | 3.99           | 135             | 3.99          |                |                 |               | 2.48         | 107             | 2.48          |
| Egg nog        |                   | half gallon | 3.99-4.99      | 124             | 4.49          |                |                 |               | 2.99         | 278             | 2.99          |
| Flavored milk  | All fat tests     | half gallon | 1.99           | 161             | 1.99          | 2.50           | 61              | 2.50          | 2.00-3.00    | 261             | 2.69          |
| Flavored milk  | All fat tests     | gallon      |                |                 |               |                |                 |               | 1.99-2.49    | 302             | 2.10          |
| Ice cream      |                   | 48-64oz     | 2.50-3.50      | 1254            | 2.95          | 2.50-3.97      | 1716            | 3.61          | 1.99-4.99    | 841             | 3.26          |
| Milk           | All fat tests     | half gallon | 3.99           | 62              | 3.99          | 1.67           | 114             | 1.67          | 0.78-1.25    | 298             | 1.02          |
| Milk           | All fat tests     | gallon      | 2.50-3.00      | 197             | 2.66          | 1.99           | 87              | 1.99          | 1.99-2.49    | 302             | 2.10          |

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     | 1.49-1.66      | 577             | 1.55          | 0.99-2.00      | 2444            | 1.42          | 1.75-2.00    | 415             | 1.84          |
| Yogurt     | Greek  | 4-6 oz    | 0.99-1.19      | 685             | 1.02          | 0.80-1.00      | 1521            | .98           | 0.69-1.00    | 1263            | .90           |
| Yogurt     | Greek  | 32 oz     | 3.99-4.49      | 233             | 4.14          |                |                 |               |              |                 |               |
| Yogurt     | Yogurt | 4-6 oz    | 0.40-1.25      | 602             | .67           | 0.50           | 577             | .50           | 0.40-0.60    | 393             | .51           |
| Yogurt     | Yogurt | 32 oz     | 1.99-5.49      | 337             | 3.39          | 1.99           | 508             | 1.99          | 2.00-4.99    | 393             | 3.81          |

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| 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 Sales by Period         |      |           |             |         |           |         |           |         |
|-----------------------------------|------|-----------|-------------|---------|-----------|---------|-----------|---------|
| Commodity                         | Type | Pack Size | THIS PERIOD |         | LAST WEEK |         | LAST YEAR |         |
|                                   |      |           | Stores      | Wtd Avg | Stores    | Wtd Avg | Stores    | Wtd Avg |
| Wtd Avg - Simple weighted average |      |           |             |         |           |         |           |         |



|                |                   |             | With Ads | Price | With Ads | Price | With Ads | Price |
|----------------|-------------------|-------------|----------|-------|----------|-------|----------|-------|
| Butter         |                   | 1 #         | 291      | 4.89  | 748      | 4.85  | 580      | 5.51  |
| Cheese         | Natural Varieties | 8 oz block  | 180      | 3.29  | 301      | 3.57  | 339      | 3.72  |
| Cheese         | Natural Varieties | 8 oz shred  |          |       |          |       | 511      | 3.60  |
| Cottage cheese |                   | 16 oz       | 105      | 3.49  | 604      | 2.96  |          |       |
| Cream cheese   |                   | 8 oz        | 62       | 1.50  | 72       | 2.50  |          |       |
| Egg nog        |                   | quart       | 1083     | 3.99  | 1165     | 4.03  | 230      | 4.22  |
| Ice cream      |                   | 48-64oz     | 1083     | 3.99  | 1083     | 4.00  |          |       |
| Milk           | All fat tests     | half gallon | 852      | 3.65  | 677      | 4.58  | 755      | 3.88  |
| Milk           | All fat tests     | gallon      | 298      | 5.59  | 492      | 5.36  | 215      | 6.51  |
| Milk           | All fat tests     | 8 oz UHT    |          |       | 278      | 1.00  |          |       |
| Sour cream     |                   | 16 oz       | 180      | 2.50  | 679      | 2.49  | 2        | 2.00  |
| Yogurt         | Greek             | 4-6 oz      | 1155     | .98   | 1565     | 1.08  | 147      | 1.25  |
| Yogurt         | Greek             | 32 oz       |          |       |          |       | 483      | 5.40  |
| Yogurt         | Yogurt            | 4-6 oz      | 114      | 1.25  | 1322     | 1.10  |          |       |
| Yogurt         | Yogurt            | 32 oz       | 72       | 3.50  | 214      | 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 #         | 4.99           | 108             | 4.99          | 4.49           | 61              | 4.49          | 4.99         | 61              | 4.99          |
| Cheese     | Natural Varieties | 8 oz block  |                |                 |               |                |                 |               | 3.29         | 180             | 3.29          |
| Egg nog    |                   | quart       |                |                 |               | 3.99           | 1083            | 3.99          |              |                 |               |
| Ice cream  |                   | 48-64oz     |                |                 |               | 3.99           | 1083            | 3.99          |              |                 |               |
| Milk       | All fat tests     | half gallon | 3.49           | 253             | 3.49          | 3.49           | 288             | 3.49          |              |                 |               |
| Milk       | All fat tests     | gallon      |                |                 |               |                |                 |               | 5.99         | 180             | 5.99          |
| Sour cream |                   | 16 oz       |                |                 |               |                |                 |               | 2.50         | 180             | 2.50          |
| Yogurt     | Greek             | 4-6 oz      | 0.69           | 72              | .69           | 1.00           | 1083            | 1.00          |              |                 |               |
| Yogurt     | Yogurt            | 4-6 oz      |                |                 |               | 1.25           | 114             | 1.25          |              |                 |               |
| Yogurt     | Yogurt            | 32 oz       | 3.50           | 72              | 3.50          |                |                 |               |              |                 |               |

| 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           | 61              | 4.99          |
| Cottage cheese |      | 16 oz     |                    |                 |               |                |                 |               | 3.49           | 105             | 3.49          |

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 |
| Cream cheese |               | 8 oz        |                    |                 |               | 1.50           | 62              | 1.50          |                |                 |               |
| Milk         | All fat tests | half gallon |                    |                 |               | 3.49-4.49      | 311             | 3.93          |                |                 |               |
| Milk         | All fat tests | gallon      | 4.99               | 118             | 4.99          |                |                 |               |                |                 |               |

| 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 |

#### 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  |