



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/dybretil.pdf>

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Advertised Prices for Dairy Products at Major Retail Supermarket Outlets ending during the period of 12/16/2016 to 12/22/2016

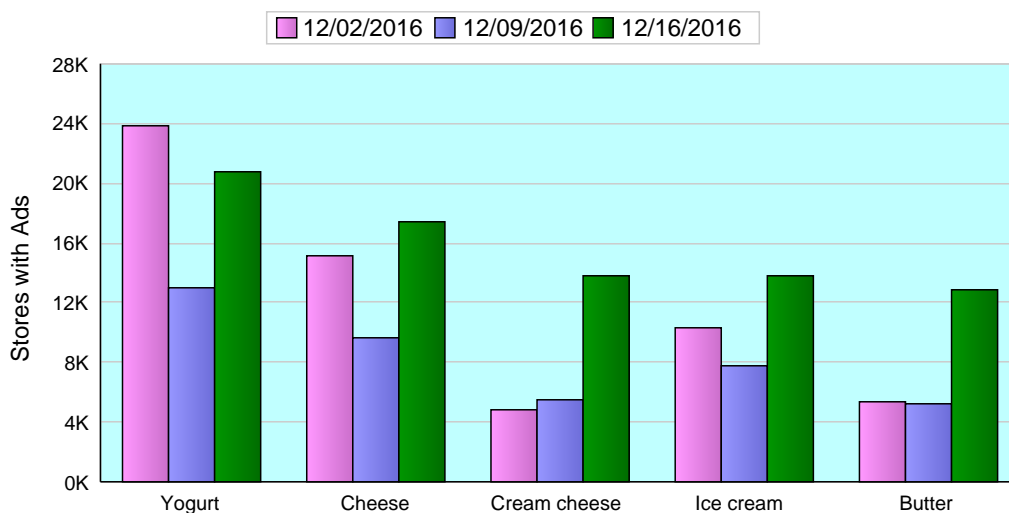
This week, total conventional dairy advertisements increased 88%, while organic dairy ads decreased 9%. Conventional butter ads increased 145% and organic butter ads increased 149%. The national average price for 1 pound conventional butter is \$2.77, while 1 pound organic butter is \$5.00, representing an organic price premium of \$2.23.

Conventional yogurt ads increased 72%, but organic yogurt ads decreased 53%. The average sale price for 4-6 ounce conventional Greek yogurt is \$0.98, while 4-6 ounce organic Greek yogurt averaged \$0.60. The average sale price for 4-6 ounce conventional yogurt is \$0.61, while 4-6 ounce organic yogurt averaged \$1.33.

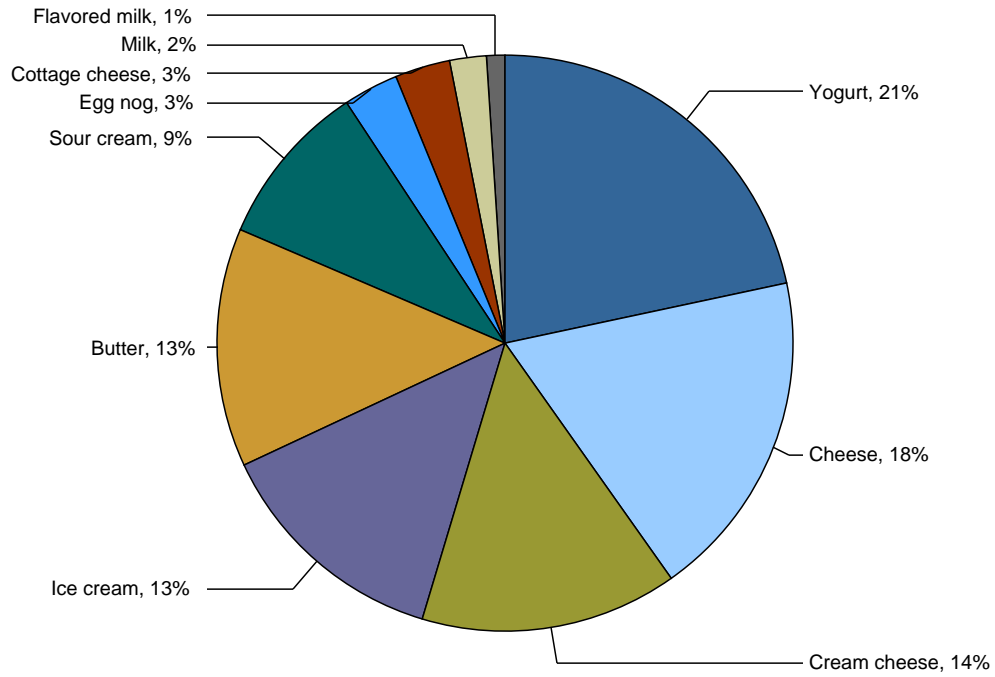
The U.S. advertised price for 8 ounce conventional cheese blocks averaged \$2.23, up 33 cents from last week. Ads for conventional 8 ounce shred cheese averaged \$2.14, up 3 cents from last week. The collective number of conventional cheese ads increased 83%, while organic cheese ad numbers did not change from last week.

This week, the difference between the average weighted price for organic half gallon milk, \$3.98, and the average weighted price for conventional half gallon milk, \$1.99, resulted in an organic price premium of \$1.99. Organic milk advertisements increased 43%, while ads for conventional milk decreased 13%.

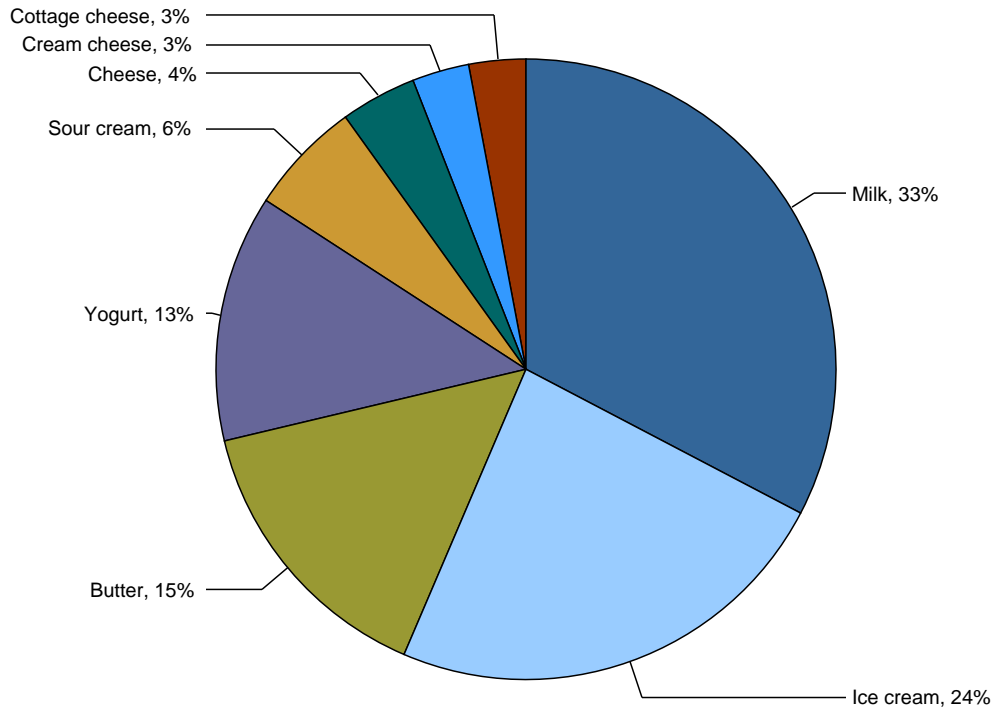
Top 5 Commodities Featured



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 #	12152	2.77	4961	2.77	11834	3.10
Cheese	Natural Varieties	8 oz block	7547	2.23	4261	1.90	10789	2.22
Cheese	Natural Varieties	1 # block	859	3.91	714	3.67	928	4.08
Cheese	Natural Varieties	2 # block	1131	6.19	773	7.15	835	6.36
Cheese	Natural Varieties	8 oz shred	7227	2.14	3033	2.11	9800	2.27
Cheese	Natural Varieties	1 # shred	488	4.16	652	3.56	579	4.36
Cottage cheese		16 oz	2897	1.83	1824	1.87	4359	1.87
Cream cheese		8 oz	13689	1.51	5435	1.45	12723	1.43
Egg nog		quart	620	2.74	296	3.08	1623	2.98
Egg nog		half gallon	2530	3.71	955	3.41	2113	3.54
Flavored milk	All fat tests	half gallon	349	1.82	930	2.38	213	2.94
Flavored milk	All fat tests	gallon	403	3.73	485	2.37	276	3.44
Ice cream		48-64oz	12562	3.05	6689	3.21	9441	3.01
Milk	All fat tests	half gallon	767	1.99	622	1.65	27	3.70
Milk	All fat tests	gallon	1008	2.92	1410	2.35	1064	2.72
Sour cream		16 oz	8751	1.67	4815	1.57	11215	1.65
Yogurt	Greek	4-6 oz	9829	.98	6597	.98	9230	.94
Yogurt	Greek	32 oz	1005	4.44	937	4.16	677	4.14
Yogurt	Yogurt	4-6 oz	6274	.61	2877	.54	2249	.51
Yogurt	Yogurt	32 oz	3023	2.16	1299	3.05	556	2.37

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 #	1.99-6.99	1800	3.17	1.99-3.00	4409	2.86	1.88-3.50	2652	2.54
Cheese	Natural Varieties	8 oz block	1.49-3.79	2339	2.30	1.99-3.00	1056	2.18	1.25-3.00	3102	2.14
Cheese	Natural Varieties	1 # block	3.49-3.79	207	3.69				2.49-4.99	545	3.74
Cheese	Natural Varieties	2 # block				5.98	195	5.98	6.99-8.99	241	8.48
Cheese	Natural Varieties	8 oz shred	1.66-2.99	2454	2.14	1.67-3.00	1428	2.04	1.50-3.00	1314	2.11
Cheese	Natural Varieties	1 # shred							2.49-4.99	443	4.03
Cottage cheese		16 oz	1.50-2.50	430	2.05	1.00-2.00	1276	1.79	1.50-2.00	197	1.71
Cream cheese		8 oz	0.79-2.00	2206	1.49	0.79-2.00	5428	1.56	0.85-1.50	2134	1.18
Egg nog		quart	2.99	59	2.99	3.00	120	3.00	2.79-3.59	164	3.07
Egg nog		half gallon	2.99-4.99	416	4.32	2.98	195	2.98	2.99-3.99	296	3.49
Flavored milk	All fat tests	half gallon							1.99	107	1.99
Flavored milk	All fat tests	gallon				3.99	334	3.99	2.49	69	2.49
Ice cream		48-64oz	1.75-3.89	3470	2.50	1.99-4.50	3715	3.24	2.99-4.00	1082	3.31
Milk	All fat tests	half gallon	2.39	62	2.39	1.67-2.49	448	2.28			
Milk	All fat tests	gallon	2.99	118	2.99	3.99	334	3.99	1.68-2.49	150	2.05

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
Sour cream		16 oz	0.99-2.00	1803	1.53	0.98-2.00	3353	1.71	0.99-2.00	1323	1.38
Yogurt	Greek	4-6 oz	0.60-1.25	2278	.93	0.90-1.00	2258	1.00	0.75-1.00	2304	.98
Yogurt	Greek	32 oz	3.99-4.99	422	4.37				3.99-4.98	173	4.32
Yogurt	Yogurt	4-6 oz	0.40-1.00	1800	.55	0.50-1.00	3148	.64	0.40-0.60	405	.53
Yogurt	Yogurt	32 oz	1.99-2.50	382	2.23	1.99-2.00	1591	2.00	1.99-3.98	876	2.22

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 #	1.88-3.49	1478	2.53	1.88-2.99	1599	2.59	2.49-2.50	116	2.50
Cheese	Natural Varieties	8 oz block	1.49-3.00	584	2.45	1.66-3.00	427	2.23			
Cheese	Natural Varieties	1 # block				4.99	62	4.99			
Cheese	Natural Varieties	2 # block	4.99	262	4.99	4.99-6.99	360	5.63	5.99	66	5.99
Cheese	Natural Varieties	8 oz shred	1.49-3.99	771	2.23	1.66-3.00	1020	2.20	2.00	174	2.00
Cottage cheese		16 oz	1.25-2.58	623	1.95	1.25-2.00	300	1.70	1.25	66	1.25
Cream cheese		8 oz	0.49-2.00	1590	1.57	1.25-2.99	1280	1.78	0.99-2.00	874	1.44
Egg nog		quart	1.99-2.69	240	2.39						
Egg nog		half gallon	2.99-3.99	240	3.40	2.99-3.50	674	3.25	3.49-4.59	644	3.98
Flavored milk	All fat tests	half gallon	2.50	121	2.50				0.99	121	.99
Ice cream		48-64oz	1.99-4.99	1554	3.45	1.88-3.99	1485	2.86	2.50-3.99	1093	3.25
Milk	All fat tests	half gallon	1.69	133	1.69				0.99	121	.99
Milk	All fat tests	gallon	1.78-3.99	238	2.70	1.99	63	1.99	1.77	105	1.77
Sour cream		16 oz	1.00-2.00	1345	1.83	1.25-2.00	300	1.70	1.25-1.99	460	1.88
Yogurt	Greek	4-6 oz	0.66-1.00	756	.97	0.98-1.00	948	1.00	0.75-1.19	1159	1.01
Yogurt	Greek	32 oz	3.49	121	3.49				5.00	289	5.00
Yogurt	Yogurt	4-6 oz	0.33-0.60	296	.45	0.40-0.50	306	.48	1.00	289	1.00
Yogurt	Yogurt	32 oz				3.00	137	3.00			

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 #	2.85-5.00	48	4.53	3.50-3.99	50	3.61
Cheese	Natural Varieties	8 oz block	3.00-3.50	30	3.47	2.50-2.98	9	2.66
Cheese	Natural Varieties	1 # block	3.99	11	3.99	5.99	34	5.99
Cheese	Natural Varieties	2 # block	7.49-7.99	7	7.63			
Cheese	Natural Varieties	8 oz shred	3.00-3.50	30	3.47	2.49-2.98	36	2.53
Cheese	Natural Varieties	1 # shred	3.99	11	3.99	5.99	34	5.99
Cottage cheese		16 oz	2.50	5	2.50			
Cream cheese		8 oz	1.25-1.66	37	1.50	1.25-2.33	140	1.76
Egg nog		quart				2.19-2.39	37	2.37
Egg nog		half gallon	3.99-8.48	65	6.08			
Ice cream		48-64oz	2.99-8.49	66	5.97	3.00-5.27	97	4.28

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
Milk	All fat tests	half gallon				2.97	3	2.97
Sour cream		16 oz	1.89-3.50	46	3.02	2.00-3.08	121	2.47
Yogurt	Greek	4-6 oz	0.89-1.25	28	1.17	1.00-1.66	98	1.30
Yogurt	Yogurt	4-6 oz				0.69-0.79	30	.78
Yogurt	Yogurt	32 oz				3.50-3.99	37	3.95

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 #	725	5.00	291	4.89	1080	5.13
Cheese	Natural Varieties	8 oz block	180	3.29	180	3.29	631	4.54
Cheese	Natural Varieties	8 oz shred					432	4.11
Cottage cheese		16 oz	141	3.29	105	3.49		
Cream cheese		8 oz	152	2.52	62	1.50		
Egg nog		quart	3	3.99	1083	3.99	100	4.50
Ice cream		48-64oz	1220	4.21	1083	3.99	117	4.99
Milk	All fat tests	half gallon	927	3.98	852	3.65	2669	3.78
Milk	All fat tests	gallon	180	5.99	298	5.59	347	5.99
Milk	All fat tests	8 oz UHT	543	1.07				
Sour cream		16 oz	294	2.50	180	2.50	474	2.37
Yogurt	Greek	4-6 oz	62	.60	1155	.98	137	1.25
Yogurt	Greek	32 oz	147	3.99			692	2.86
Yogurt	Yogurt	4-6 oz	195	1.33	114	1.25	137	1.00
Yogurt	Yogurt	32 oz	221	3.99	72	3.50	983	2.50

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 #	2.99-6.99	245	4.75	5.49-6.99	181	6.00	4.49-5.99	180	5.00
Cheese	Natural Varieties	8 oz block							3.29	180	3.29
Ice cream		48-64oz				3.99	1083	3.99			
Milk	All fat tests	half gallon	3.99-5.99	343	4.76				3.29-4.78	317	4.14
Milk	All fat tests	gallon							5.99	180	5.99
Milk	All fat tests	8 oz UHT	1.00-1.25	543	1.07						
Sour cream		16 oz							2.50	180	2.50
Yogurt	Greek	4-6 oz	0.60	62	.60						
Yogurt	Greek	32 oz	3.99	147	3.99						
Yogurt	Yogurt	4-6 oz				1.33	195	1.33			
Yogurt	Yogurt	32 oz	3.99	221	3.99						

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 #				3.99	117	3.99			
Cottage cheese		16 oz	3.29	141	3.29						
Cream cheese		8 oz	2.50	141	2.50						
Ice cream		48-64oz				5.99	137	5.99			
Milk	All fat tests	half gallon	2.99	78	2.99	2.50	120	2.50	2.99	66	2.99
Sour cream		16 oz	2.49	114	2.49						

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 #	5.69	2	5.69			
Cream cheese		8 oz	2.79	11	2.79			
Egg nog		quart				3.99	3	3.99
Milk	All fat tests	half gallon				5.97	3	5.97

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