



Dairy Market News Branch

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Advertised Prices for Dairy Products at Major Retail Supermarket Outlets ending during the period of 12/23/2016 to 12/29/2016

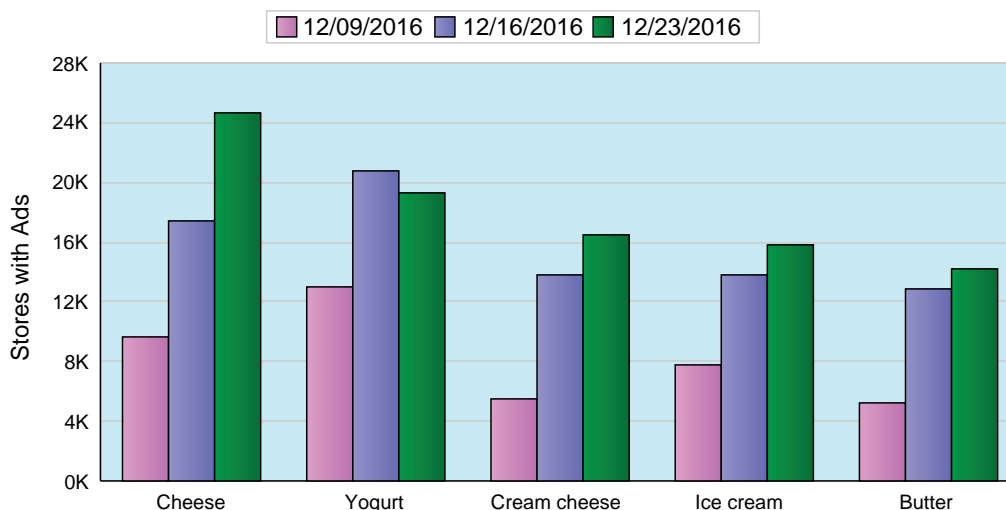
Dairy advertisements were plentiful for this holiday week. The top four conventional dairy items advertised were all directed toward traditional holiday meals and included cream cheese in 8 ounce containers, ice cream in 48-64 ounce containers, 1 pound packages of butter, and 16 ounce containers of sour cream. This week, total conventional dairy advertisements increased 22%, and organic dairy ads increased 89%. The national average price for 1 pound conventional butter is \$2.60, while 1 pound organic butter is \$5.01, representing an organic price premium of \$2.41. The weighted average price for conventional half gallon egg nog, \$3.59, is down 12 cents from last week.

The collective number of conventional cheese ads increased 39%, while organic cheese ads increased 241%. The U.S. advertised price for 8 ounce conventional cheese blocks averaged \$2.16, and organic 8 ounce cheese blocks averaged \$3.39, a \$1.23 difference between organic and conventional prices. Ads for conventional 8 ounce shred cheese averaged \$2.07, while organic 8 ounce shred cheese averaged \$2.99, resulting in an organic premium of 92 cents.

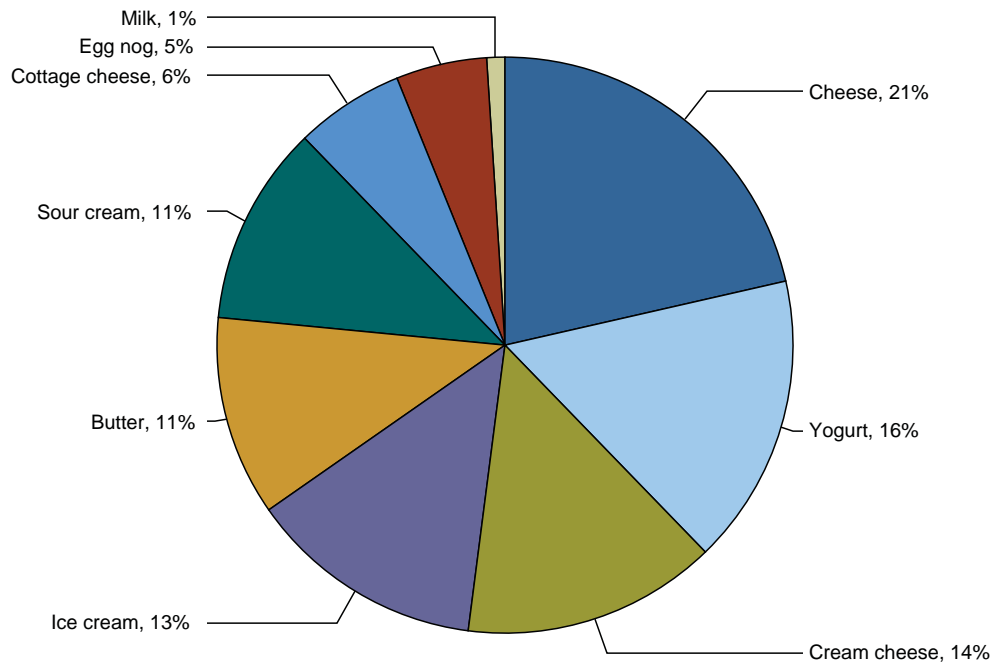
Conventional yogurt ads decreased 11%, but organic yogurt ads increased 108%. The average sale price for 4-6 ounce conventional yogurt was \$0.52, while 4-6 ounce organic yogurt averaged \$1.33. The average sale price for 4-6 ounce conventional Greek yogurt was \$0.98, unchanged from last week. There were no organic Greek yogurt ads this week.

Organic half gallon milk was the most advertised organic item this week. Organic milk advertisements increased 203%, while ads for conventional milk decreased 4%. There were no reported sales prices for conventional half gallon milk. The weighted average price for organic half gallon milk is \$3.78, down 20 cents from last week.

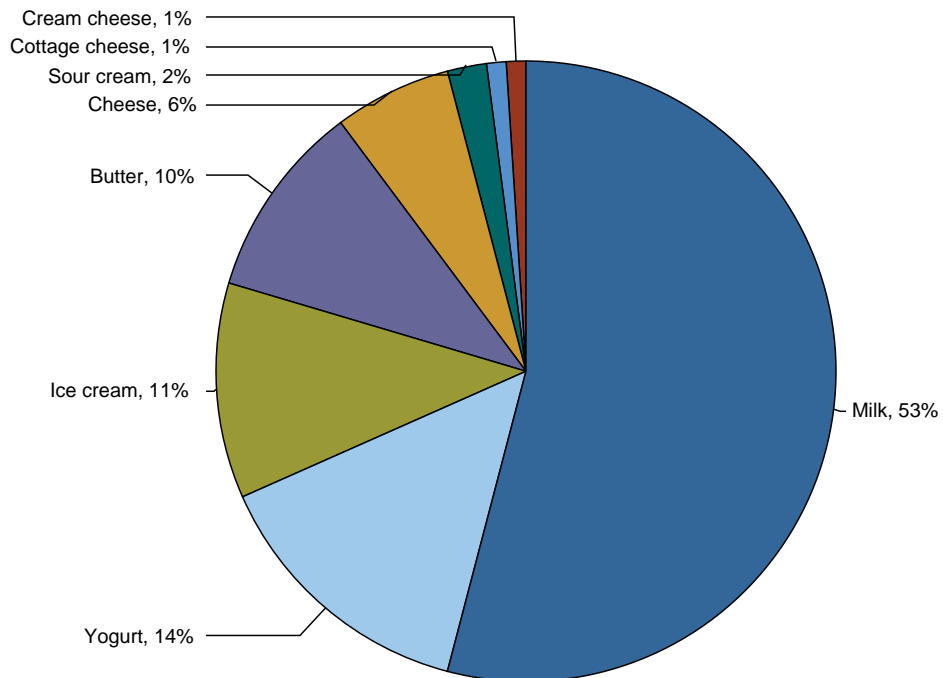
Top 5 Commodities Featured



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 #	13194	2.60	12152	2.77	11067	3.03
Cheese	Natural Varieties	8 oz block	10934	2.16	7547	2.23	10422	2.19
Cheese	Natural Varieties	1 # block	570	3.71	859	3.91	1347	3.69
Cheese	Natural Varieties	2 # block	1210	6.24	1131	6.19	1227	6.55
Cheese	Natural Varieties	8 oz shred	10895	2.07	7227	2.14	9300	2.27
Cheese	Natural Varieties	1 # shred	441	4.47	488	4.16	806	3.99
Cottage cheese		16 oz	6654	1.86	2897	1.83	5360	1.84
Cream cheese		8 oz	16361	1.53	13689	1.51	16051	1.49
Egg nog		quart	780	2.76	620	2.74	1129	2.95
Egg nog		half gallon	5312	3.59	2530	3.71	1648	3.82
Flavored milk	All fat tests	half gallon	322	2.67	349	1.82	400	3.36
Flavored milk	All fat tests	gallon			403	3.73		
Ice cream		48-64oz	14751	3.08	12562	3.05	15347	2.97
Milk	All fat tests	half gallon			767	1.99		
Milk	All fat tests	gallon	1708	2.50	1008	2.92	1064	2.72
Sour cream		16 oz	12361	1.74	8751	1.67	14415	1.81
Yogurt	Greek	4-6 oz	9659	.98	9829	.98	11584	.96
Yogurt	Greek	32 oz	1470	4.31	1005	4.44	906	3.99
Yogurt	Yogurt	4-6 oz	4496	.52	6274	.61	1207	.51
Yogurt	Yogurt	32 oz	2314	2.17	3023	2.16	430	2.42

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	3501	2.60	1.99-3.00	2710	2.56	1.88-3.50	2629	2.56
Cheese	Natural Varieties	8 oz block	1.49-3.00	4590	2.19	1.67-3.00	2708	2.09	1.25-2.49	1354	2.10
Cheese	Natural Varieties	1 # block	2.99-3.49	209	3.16	2.50	60	2.50	1.50	57	1.50
Cheese	Natural Varieties	2 # block	5.49-6.99	329	6.08	5.98-5.99	259	5.98	8.99	180	8.99
Cheese	Natural Varieties	8 oz shred	1.77-3.49	2798	2.18	1.67-2.49	3154	1.99	1.77-2.50	1477	2.11
Cheese	Natural Varieties	1 # shred	3.99	135	3.99						
Cottage cheese		16 oz	1.77-2.99	1559	2.24	1.00-2.00	2177	1.77	0.80-2.50	743	1.43
Cream cheese		8 oz	0.79-2.99	4356	1.58	0.79-2.00	4534	1.46	0.79-2.79	2571	1.35
Egg nog		quart	3.99	135	3.99				2.48-3.00	287	2.81
Egg nog		half gallon	2.99-4.99	1834	4.15	2.98-3.50	803	3.12	2.99-3.99	654	3.17
Flavored milk	All fat tests	half gallon	2.99	137	2.99	2.29	64	2.29			
Ice cream		48-64oz	1.99-4.49	3743	2.51	1.99-5.48	4267	3.37	2.49-4.50	2189	3.10
Milk	All fat tests	gallon				2.50	1083	2.50	1.68-2.50	191	2.09
Sour cream		16 oz	0.99-2.00	3767	1.75	0.98-2.00	3098	1.77	0.99-2.00	1691	1.55
Yogurt	Greek	4-6 oz	0.75-1.00	1916	.97	0.75-1.00	2623	.98	0.75-1.00	1916	.96

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	32 oz	3.79-4.99	733	4.39	2.50	214	2.50	5.00	180	5.00
Yogurt	Yogurt	4-6 oz	0.44-0.62	1554	.50	0.44-0.50	1652	.48	0.39-0.68	656	.49
Yogurt	Yogurt	32 oz	2.50-2.88	237	2.59	2.00	1083	2.00	1.99-2.00	799	1.99

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 #	1.69-2.99	1930	2.57	1.88-3.49	1967	2.74	1.99-3.50	457	2.75
Cheese	Natural Varieties	8 oz block	0.99-3.00	1269	1.95	1.66-3.00	826	2.66	1.79-1.99	187	1.86
Cheese	Natural Varieties	1 # block				4.99	244	4.99			
Cheese	Natural Varieties	2 # block	4.99	262	4.99	5.99	114	5.99	5.99	66	5.99
Cheese	Natural Varieties	8 oz shred	0.99-2.50	1676	1.94	1.66-3.00	1347	2.22	1.79-2.00	443	1.94
Cheese	Natural Varieties	1 # shred				3.49-4.99	306	4.69			
Cottage cheese		16 oz	1.25-2.58	1606	1.86	1.25-2.00	231	1.63	1.25-2.50	338	1.81
Cream cheese		8 oz	0.88-2.00	1911	1.66	1.48-2.00	1951	1.69	0.99-2.00	1038	1.51
Egg nog		quart	1.99-2.69	358	2.27						
Egg nog		half gallon	2.99-3.99	450	3.21	2.99-3.50	927	3.12	3.49-4.59	644	3.98
Flavored milk	All fat tests	half gallon	2.50	121	2.50						
Ice cream		48-64oz	1.99-5.00	1837	3.48	1.88-3.50	1336	2.72	2.50-5.00	1379	3.56
Milk	All fat tests	gallon	1.78-3.99	371	2.80	1.99	63	1.99			
Sour cream		16 oz	1.00-2.00	1849	1.75	1.00-2.50	1480	1.83	1.25-1.99	476	1.70
Yogurt	Greek	4-6 oz	0.89-1.00	885	.99	0.87-1.00	1265	.97	0.75-1.19	1054	1.02
Yogurt	Greek	32 oz	4.49	54	4.49				5.00	289	5.00
Yogurt	Yogurt	4-6 oz	0.46-0.89	413	.76	0.48-0.50	221	.49			
Yogurt	Yogurt	32 oz	2.99-3.49	195	3.30						

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 #	975	5.01	725	5.00	879	5.13
Cheese	Natural Varieties	8 oz block	376	3.39	180	3.29	84	3.50

Wtd Avg - Simple weighted average



Cheese	Natural Varieties	1 # block	178	3.49				
Cheese	Natural Varieties	8 oz shred	59	2.99			438	3.73
Cottage cheese		16 oz	141	3.29	141	3.29		
Cream cheese		8 oz	141	2.50	152	2.52		
Egg nog		quart			3	3.99		
Ice cream		48-64oz	1083	3.99	1220	4.21	117	4.99
Milk	All fat tests	half gallon	4397	3.78	927	3.98	3025	3.89
Milk	All fat tests	gallon	301	5.59	180	5.99	137	6.98
Milk	All fat tests	8 oz UHT	304	.83	543	1.07	596	1.07
Sour cream		16 oz	180	2.50	294	2.50	472	2.25
Yogurt	Greek	4-6 oz			62	.60		
Yogurt	Greek	32 oz			147	3.99	298	3.34
Yogurt	Yogurt	4-6 oz	195	1.33	195	1.33	137	1.00
Yogurt	Yogurt	32 oz	1104	3.70	221	3.99	1417	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 #							4.49	119	4.49
Cheese	Natural Varieties	8 oz block							3.29	180	3.29
Cheese	Natural Varieties	8 oz shred	2.99	59	2.99						
Ice cream		48-64oz				3.99	1083	3.99			
Milk	All fat tests	half gallon	3.49-5.99	1900	4.29	2.50-4.49	918	3.31	2.50-3.99	828	3.38
Milk	All fat tests	gallon							5.99	180	5.99
Milk	All fat tests	8 oz UHT	0.83	304	.83						
Sour cream		16 oz							2.50	180	2.50
Yogurt	Yogurt	4-6 oz				1.33	195	1.33			
Yogurt	Yogurt	32 oz	2.99-3.99	1043	3.68	3.99	61	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 #	3.99-5.49	268	5.09	3.99-5.99	286	5.17	5.00	302	5.00
Cheese	Natural Varieties	8 oz block	3.49	196	3.49						
Cheese	Natural Varieties	1 # block	3.49	178	3.49						
Cottage cheese		16 oz	3.29	141	3.29						
Cream cheese		8 oz	2.50	141	2.50						
Milk	All fat tests	half gallon	2.99-3.99	429	3.48	3.99	174	3.99	2.99	148	2.99

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
Milk	All fat tests	gallon							4.99	121	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