



Dairy Market News Branch

Agricultural
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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 12/30/2016 to 01/05/2017

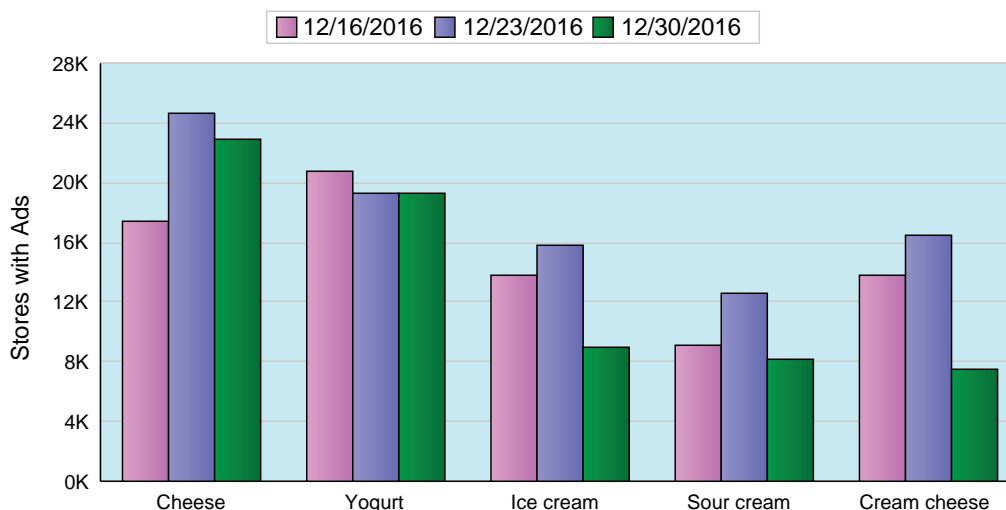
Updated: Dairy advertisements declined in number for both conventional and organic ads. Conventional dairy items which ranked high in numbers last week and were directed toward traditional holiday meals declined in number this week. These included: cream cheese in 8 ounce containers, down 54%; ice cream in 48-64 ounce containers, down 47%; 1 pound packages of butter, down 76%; and 16 ounce containers of sour cream, down 35%. The national average price for 1 pound conventional butter is \$2.69, while 1 pound organic butter is \$5.69, representing an organic price premium of \$3.00. The weighted average price for conventional half gallon egg nog, \$3.72, is up 13 cents from last week.

The collective number of conventional cheese ads decreased 5%, while there are almost no organic cheese ads. The U.S. advertised price for 8 ounce conventional cheese blocks averaged \$2.07, down \$.09 from last week. Ads for conventional 8 ounce shred cheese averaged \$2.20, up \$.13 from last week.

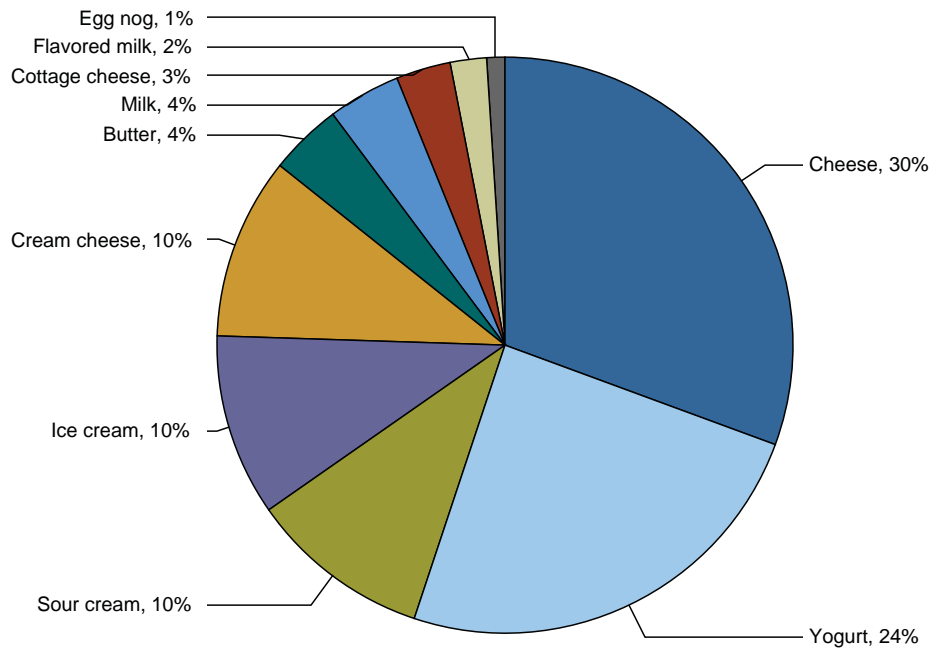
Conventional yogurt ads increased in number by 2%, while organic yogurt ads decreased 18%. The average sale price for 4-6 ounce conventional Greek yogurt was \$0.97, while 4-6 ounce organic Greek yogurt averaged \$1.12.

Organic half gallon milk was the most advertised organic item this week. Organic milk advertisements decreased 73%, while ads for conventional milk increased 72%. The weighted average price for organic half gallon milk is \$3.95. For conventional half gallon of milk the average price is \$2.20. The organic premium is \$1.75.

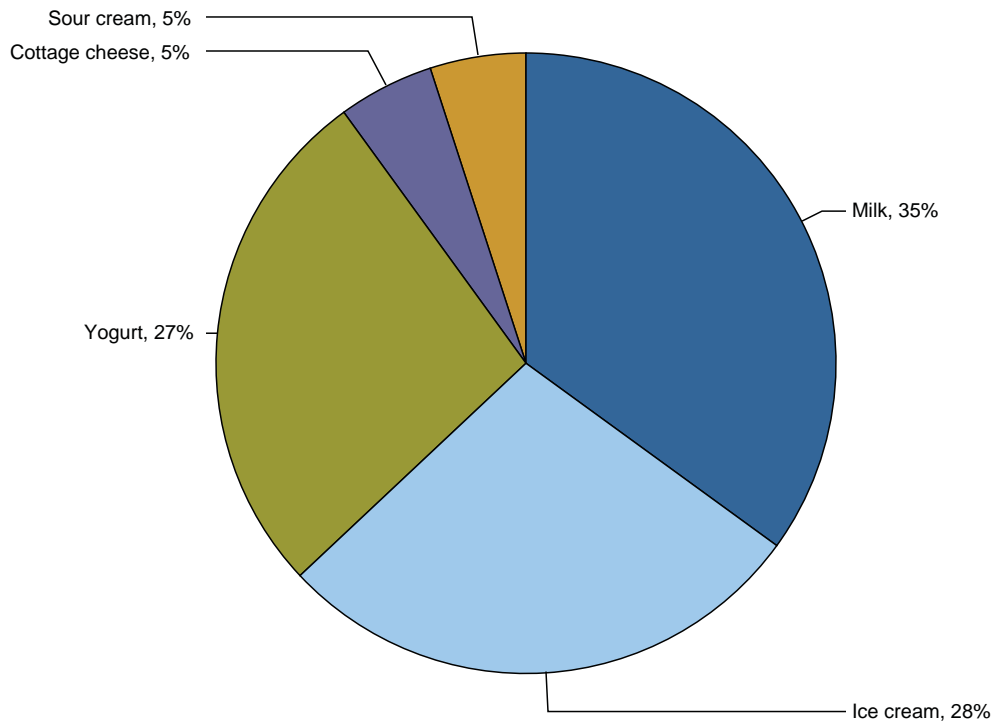
Top 5 Commodities Featured



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 #	3130	2.69	13194	2.60	64	3.00
Cheese	Natural Varieties	8 oz block	9635	2.07	10934	2.16	3407	2.01
Cheese	Natural Varieties	1 # block	1839	3.21	570	3.71	2618	4.05
Cheese	Natural Varieties	2 # block	771	6.15	1210	6.24	1610	5.84
Cheese	Natural Varieties	8 oz shred	8886	2.20	10895	2.07	3425	2.24
Cheese	Natural Varieties	1 # shred	1760	3.18	441	4.47	1340	3.44
Cottage cheese		16 oz	2643	1.74	6654	1.86	3479	2.01
Cream cheese		8 oz	7512	1.47	16361	1.53	4636	1.52
Egg nog		quart	357	2.44	780	2.76		
Egg nog		half gallon	480	3.72	5312	3.59		
Flavored milk	All fat tests	half gallon	1474	2.31	322	2.67	120	1.00
Flavored milk	All fat tests	gallon	187	3.14			248	2.81
Ice cream		48-64oz	7852	2.93	14751	3.08	4752	2.82
Milk	All fat tests	half gallon	1556	2.20			377	1.36
Milk	All fat tests	gallon	1388	2.69	1708	2.50	1291	2.25
Sour cream		16 oz	7993	1.56	12361	1.74	5744	1.55
Yogurt	Greek	4-6 oz	9346	.97	9659	.98	7135	.95
Yogurt	Greek	32 oz	1730	3.89	1470	4.31	624	5.19
Yogurt	Yogurt	4-6 oz	5620	.48	4496	.52	3997	.49
Yogurt	Yogurt	32 oz	1324	2.15	2314	2.17	1573	1.94

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 #	2.49-3.99	870	2.98	2.88-2.99	797	2.98	1.99-2.99	1293	2.22
Cheese	Natural Varieties	8 oz block	1.99-3.00	2544	2.21	1.99-2.50	2681	2.15	1.49-3.50	2661	1.94
Cheese	Natural Varieties	1 # block				3.50	214	3.50	2.77-3.99	685	3.15
Cheese	Natural Varieties	2 # block	3.99-9.99	200	5.88						
Cheese	Natural Varieties	8 oz shred	1.99-2.50	1565	2.26	1.99-2.50	2173	2.18	1.49-3.50	2170	2.11
Cheese	Natural Varieties	1 # shred				2.77-3.98	176	3.20	2.77-3.99	671	3.20
Cottage cheese		16 oz	1.50-2.99	673	2.12	1.50-2.00	1216	1.59	1.50-2.00	229	1.83
Cream cheese		8 oz	0.85-2.99	1537	1.71	0.85-1.75	2321	1.47	0.79-1.50	2322	1.13
Egg nog		quart	2.99	161	2.99						
Egg nog		half gallon	2.99-4.99	421	3.82				2.99	57	2.99
Flavored milk	All fat tests	half gallon	1.99-2.50	704	2.38	2.50	61	2.50			
Flavored milk	All fat tests	gallon							3.99	107	3.99
Ice cream		48-64oz	1.88-3.99	1754	2.69	2.50-3.49	1583	2.82	1.59-3.49	1792	2.95
Milk	All fat tests	half gallon	2.50	396	2.50	1.67-2.49	328	2.21	0.69-4.78	440	2.52
Milk	All fat tests	gallon	3.99	62	3.99				1.99	454	1.99

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	1.33-2.00	1943	1.63	1.49-2.00	1957	1.55	0.69-2.00	1363	1.31
Yogurt	Greek	4-6 oz	0.80-1.25	2007	1.04	0.80-1.00	4055	.95	0.66-1.00	540	.89
Yogurt	Greek	32 oz	2.99-4.99	487	4.01	3.00	87	3.00	2.99-3.99	509	3.63
Yogurt	Yogurt	4-6 oz	0.33-1.00	987	.52	0.40-0.50	1458	.48	0.33-0.88	1559	.45
Yogurt	Yogurt	32 oz				2.00	1083	2.00	2.50	180	2.50

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 #	2.99	117	2.99						
Cheese	Natural Varieties	8 oz block	1.49-2.99	639	2.07	1.50-2.99	628	1.99	1.50-2.00	416	1.70
Cheese	Natural Varieties	1 # block	2.77-4.99	219	3.56	2.77-2.99	539	2.89	3.00	121	3.00
Cheese	Natural Varieties	2 # block	4.99-6.99	258	5.91	5.99	116	5.99	5.99	166	5.99
Cheese	Natural Varieties	8 oz shred	1.49-2.99	943	2.08	1.50-3.49	1089	2.38	1.50-3.49	832	2.20
Cheese	Natural Varieties	1 # shred	2.77-4.99	219	3.56	2.77-2.99	539	2.89	3.00	121	3.00
Cottage cheese		16 oz	1.25-1.49	221	1.34	1.25-1.49	241	1.43			
Cream cheese		8 oz	1.25-2.69	486	1.96	1.25-1.99	621	1.62	1.25-2.00	122	1.63
Egg nog		quart	1.99	196	1.99						
Flavored milk	All fat tests	half gallon	1.99-2.50	113	2.22	0.99	120	.99	0.99-3.49	476	2.54
Flavored milk	All fat tests	gallon	2.00	80	2.00						
Ice cream		48-64oz	2.99-3.99	726	3.23	1.99-3.49	1299	3.05	2.50-3.99	603	3.01
Milk	All fat tests	half gallon				0.99	120	.99	0.99-1.25	187	1.08
Milk	All fat tests	gallon	2.00-3.99	628	2.93	2.99	241	2.99			
Sour cream		16 oz	1.00-2.00	716	1.50	1.25-2.00	769	1.75	1.25-1.99	1093	1.57
Yogurt	Greek	4-6 oz	0.69-1.00	951	.90	0.77-1.00	934	.93	0.88-1.19	683	1.02
Yogurt	Greek	32 oz	5.00	118	5.00	2.99-4.99	240	4.47	3.50	289	3.50
Yogurt	Yogurt	4-6 oz	0.40-1.00	433	.51	0.39-0.88	845	.50	0.40-0.50	331	.47
Yogurt	Yogurt	32 oz							3.79	61	3.79

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
Butter		1 #	3.50	2	3.50	3.49-4.99	51	4.28
Cheese	Natural Varieties	8 oz block	2.50-3.00	28	2.63	2.25-2.50	38	2.47
Cheese	Natural Varieties	1 # block				4.49-5.39	61	4.99
Cheese	Natural Varieties	2 # block	5.98-11.98	31	11.40			
Cheese	Natural Varieties	8 oz shred	2.50-3.98	52	2.97	2.25-2.79	62	2.60
Cheese	Natural Varieties	1 # shred				5.39	34	5.39
Cottage cheese		16 oz	2.99	5	2.99	2.69-3.25	58	3.02
Cream cheese		8 oz	1.48-3.48	39	2.76	2.00-2.50	64	2.29
Egg nog		half gallon	4.95	2	4.95			
Ice cream		48-64oz	3.00-4.48	21	3.54	3.50-6.99	74	4.15

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				3.00-3.69	85	3.35
Milk	All fat tests	gallon				4.77	3	4.77
Sour cream		16 oz	1.50-3.98	67	2.71	1.89-2.00	85	1.95
Yogurt	Greek	4-6 oz	1.00-1.66	64	1.36	1.19-1.29	112	1.24
Yogurt	Yogurt	4-6 oz				0.60-0.89	7	.72

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 #	2	5.69	975	5.01		
Cheese	Natural Varieties	8 oz block			376	3.39	276	3.49
Cheese	Natural Varieties	1 # block			178	3.49		
Cheese	Natural Varieties	8 oz shred	2	4.50	59	2.99	105	3.99
Cheese	Natural Varieties	1 # shred					244	7.99
Cottage cheese		16 oz	196	2.99	141	3.29		
Cream cheese		8 oz			141	2.50		
Egg nog		quart					221	4.59
Ice cream		48-64oz	1083	3.99	1083	3.99		
Milk	All fat tests	half gallon	1367	3.95	4397	3.78	2452	4.11
Milk	All fat tests	gallon			301	5.59	214	5.99
Milk	All fat tests	8 oz UHT			304	.83	300	.90
Sour cream		16 oz	196	2.49	180	2.50	244	2.49
Yogurt	Greek	4-6 oz	369	1.12			357	1.00
Yogurt	Greek	32 oz	407	4.41				
Yogurt	Yogurt	4-6 oz	2	1.33	195	1.33		
Yogurt	Yogurt	32 oz	283	4.16	1104	3.70		

REGIONAL -- ORGANIC DAIRY PRODUCTS

Commodity	Type	Pack Size	NORTHEAST U.S.	SOUTHEAST U.S.	MIDWEST U.S.
Wtd Avg - Simple weighted average					



			Price Range	Stores with Ads	Wtd Avg Price	Price Range	Stores with Ads	Wtd Avg Price	Price Range	Stores with Ads	Wtd Avg Price
Ice cream		48-64oz				3.99	1083	3.99			
Milk	All fat tests	half gallon	3.99-4.29	198	4.09	3.50-3.99	428	3.75			
Yogurt	Greek	4-6 oz	1.25	108	1.25	1.25	61	1.25			
Yogurt	Yogurt	32 oz	3.69	135	3.69						

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
Cottage cheese		16 oz	2.99	196	2.99						
Milk	All fat tests	half gallon	4.49	118	4.49				3.49-3.99	578	3.74
Sour cream		16 oz	2.49	196	2.49						
Yogurt	Greek	4-6 oz	1.00	72	1.00	1.00	117	1.00			
Yogurt	Greek	32 oz	3.00	118	3.00				4.99	289	4.99
Yogurt	Yogurt	32 oz	4.49	121	4.49						

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			
Cheese	Natural Varieties	8 oz shred	4.50	2	4.50			
Milk	All fat tests	half gallon	3.98	8	3.98	5.97-7.29	37	7.18
Yogurt	Greek	4-6 oz	1.25	11	1.25			
Yogurt	Yogurt	4-6 oz	1.33	2	1.33			
Yogurt	Yogurt	32 oz				4.99	27	4.99

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