



Dairy Market News Branch

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Advertised Prices for Dairy Products at Major Retail Supermarket Outlets ending during the period of 01/06/2017 to 01/12/2017

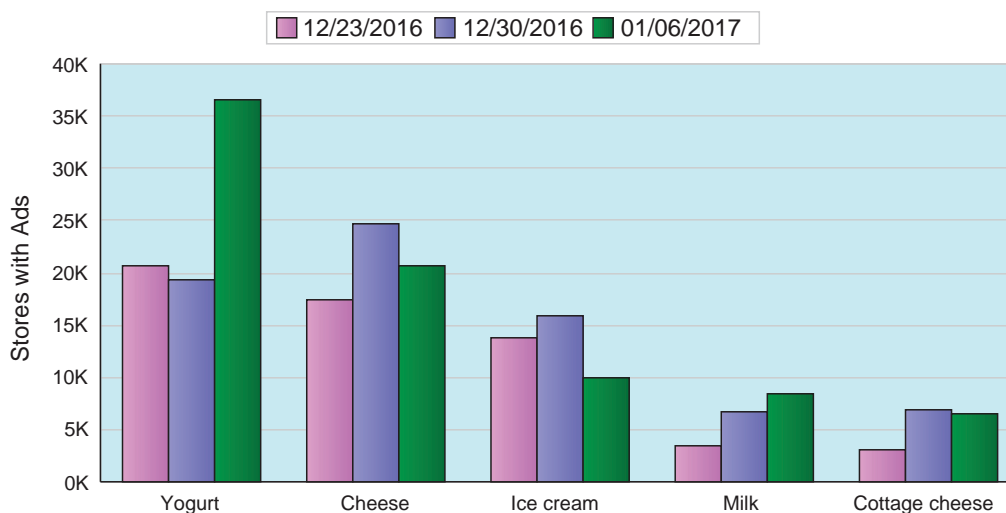
This week, total conventional dairy advertisements increased 15%, and organic dairy ads increased 177%. Conventional butter ads decreased 34%, but organic butter ads saw a sharp increase. The national average price for 1 pound conventional butter is \$3.35, while 1 pound organic butter is \$5.65, representing an organic price premium of \$2.30.

Conventional yogurt ads increased 85%, and organic yogurt ads increased 174%. The average sale price for 4-6 ounce conventional Greek yogurt is \$0.95, while 4-6 ounce organic Greek yogurt averaged \$1.18. The average sale price for 4-6 ounce conventional yogurt is \$0.55, while 4-6 ounce organic yogurt averaged \$1.33.

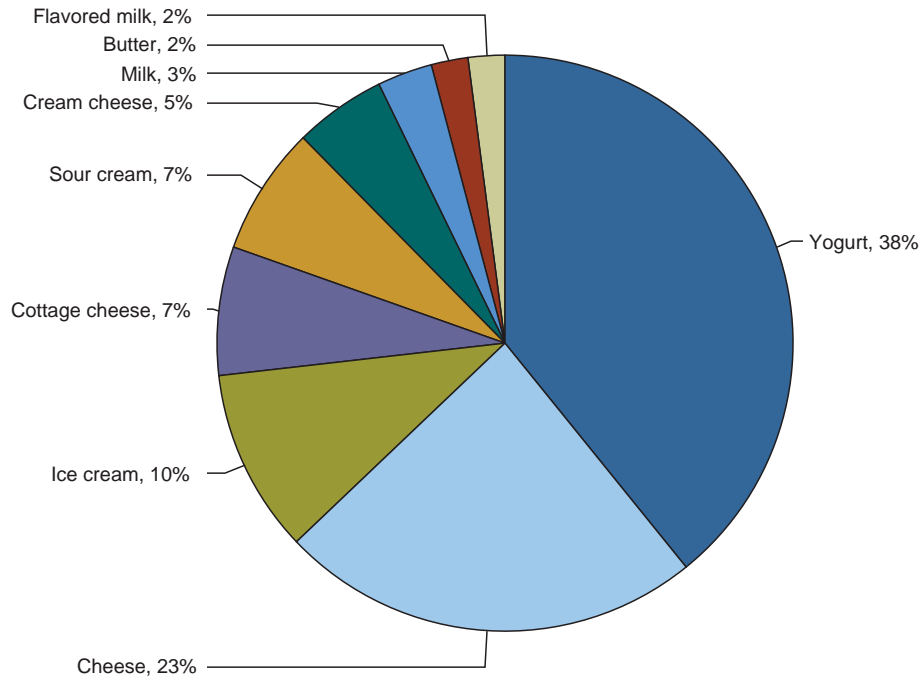
The U.S. advertised price for 8 ounce conventional cheese blocks averaged \$2.13, up 6 cents from last week. Ads for conventional 8 ounce shred cheese averaged \$2.15, down 5 cents from last week. The collective number of conventional cheese ads decreased 11%, while organic cheese ad numbers saw large increases.

This week, the difference between the weighted average price for organic half gallon milk, \$3.86, and the weighted average price for conventional half gallon milk, \$1.23, resulted in an organic price premium of \$2.63. Organic milk advertisements increased 297%, while ads for conventional milk decreased 1%.

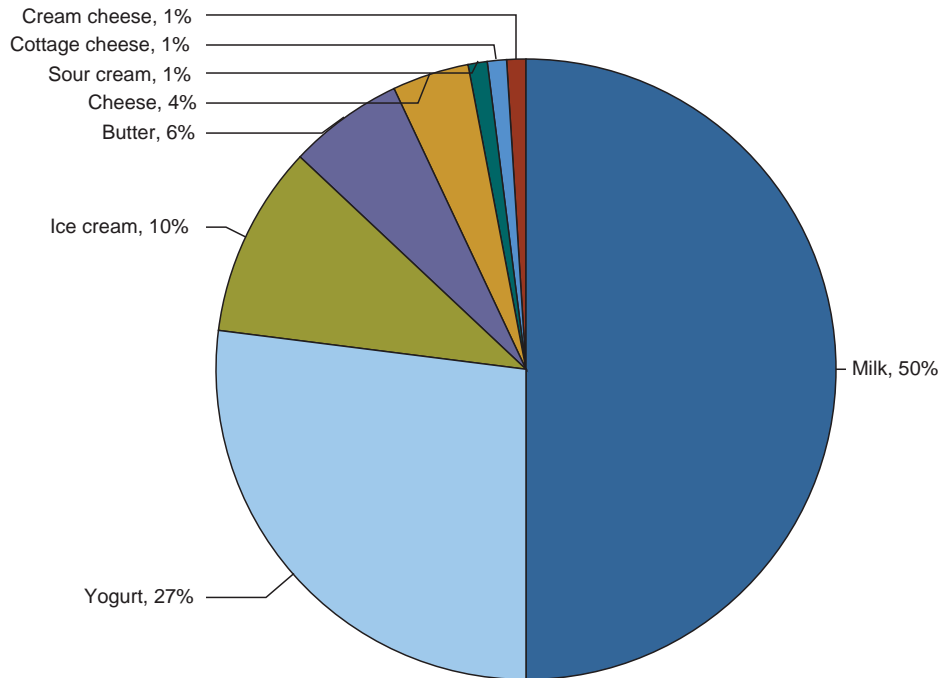
Top 5 Commodities Featured



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 #	2071	3.35	3130	2.69	1339	3.39
Cheese	Natural Varieties	8 oz block	9026	2.13	9635	2.07	8854	2.19
Cheese	Natural Varieties	1 # block	988	3.38	1839	3.21	1461	3.92
Cheese	Natural Varieties	2 # block	591	6.25	771	6.15	1529	5.81
Cheese	Natural Varieties	8 oz shred	8815	2.15	8886	2.20	8931	2.17
Cheese	Natural Varieties	1 # shred	931	3.97	1760	3.18	1642	3.77
Cottage cheese		16 oz	6480	1.62	2643	1.74	6228	1.98
Cream cheese		8 oz	4492	1.95	7512	1.47	3550	1.60
Egg nog		quart			357	2.44	84	2.50
Egg nog		half gallon			480	3.72		
Flavored milk	All fat tests	half gallon	1196	2.07	1474	2.31	1083	2.27
Flavored milk	All fat tests	gallon	518	3.04	187	3.14	295	3.54
Ice cream		48-64oz	8921	2.87	7852	2.93	10190	3.04
Milk	All fat tests	half gallon	1015	1.23	1556	2.20	852	1.83
Milk	All fat tests	gallon	1885	2.74	1388	2.69	2285	2.54
Sour cream		16 oz	6119	1.65	7993	1.56	7997	1.57
Yogurt	Greek	4-6 oz	13044	.95	9346	.97	15902	.94
Yogurt	Greek	32 oz	2728	3.80	1730	3.89	2497	4.05
Yogurt	Yogurt	4-6 oz	14003	.55	5620	.48	6096	.48
Yogurt	Yogurt	32 oz	3963	2.16	1324	2.15	1659	2.06

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 #	2.99-4.49	1071	3.39				3.00	116	3.00
Cheese	Natural Varieties	8 oz block	1.66-3.00	2467	2.31	1.77-2.50	2221	2.11	1.49-2.49	2113	1.90
Cheese	Natural Varieties	1 # block				3.99	84	3.99	1.77-2.99	277	2.02
Cheese	Natural Varieties	8 oz shred	1.66-2.99	2173	2.22	1.77-2.50	2443	2.06	1.75-2.49	1329	2.05
Cheese	Natural Varieties	1 # shred	3.99	135	3.99	3.99	84	3.99	3.33-4.49	159	4.10
Cottage cheese		16 oz	1.50-2.50	2300	1.84	1.00-1.50	1571	1.34	1.00-1.99	656	1.34
Cream cheese		8 oz	1.39-2.99	1350	2.20	1.50-2.50	1127	2.44	0.85-2.50	920	1.32
Flavored milk	All fat tests	half gallon							1.25-2.29	787	1.71
Flavored milk	All fat tests	gallon				3.50	214	3.50	2.89-3.00	150	2.95
Ice cream		48-64oz	1.99-3.99	3912	2.64	2.50-3.00	1985	2.78	2.00-3.79	635	3.06
Milk	All fat tests	half gallon	1.00	100	1.00	1.00-1.67	418	1.32	1.00-1.99	377	1.28
Milk	All fat tests	gallon				3.69-3.99	298	3.91	1.68-3.00	574	2.27
Sour cream		16 oz	1.49-2.29	2252	1.83	1.50-1.60	1216	1.52	1.25-1.49	903	1.41
Yogurt	Greek	4-6 oz	0.69-1.25	3368	.96	0.85-1.00	4054	.97	0.79-1.00	1475	.94
Yogurt	Greek	32 oz	2.99-4.99	981	4.57	2.99	1002	2.99	3.99	287	3.99

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	Yogurt	4-6 oz	0.33-1.20	3717	.57	0.33-0.85	4782	.55	0.33-1.00	1734	.55
Yogurt	Yogurt	32 oz	1.99-3.99	723	2.45	2.00-2.50	2390	2.06	2.99	119	2.99

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 #	2.49-3.99	472	3.12	3.29-3.99	351	3.50	3.99	61	3.99
Cheese	Natural Varieties	8 oz block	1.66-3.99	865	2.56	1.66-2.49	1294	1.96	1.67	66	1.67
Cheese	Natural Varieties	1 # block	3.69-3.99	148	3.84				2.50-4.49	479	3.92
Cheese	Natural Varieties	2 # block	6.99	80	6.99	5.00-6.99	450	6.29	4.99	61	4.99
Cheese	Natural Varieties	8 oz shred	1.50-2.50	768	2.11	1.59-3.50	1686	2.20	1.67-2.79	416	2.40
Cheese	Natural Varieties	1 # shred	3.99	74	3.99				2.50-4.49	479	3.92
Cottage cheese		16 oz	1.00-2.50	886	1.53	1.00-2.49	651	1.66	1.25-2.69	416	1.98
Cream cheese		8 oz	1.50-2.50	315	1.93	1.67-1.77	309	1.69	1.25-2.00	471	1.50
Flavored milk	All fat tests	half gallon				0.99	120	.99	3.49	289	3.49
Flavored milk	All fat tests	gallon	2.00-2.99	154	2.48						
Ice cream		48-64oz	2.50-4.99	1158	3.33	1.88-5.99	1231	3.21			
Milk	All fat tests	half gallon				0.99	120	.99			
Milk	All fat tests	gallon	2.00-3.50	566	2.63	2.50-2.89	447	2.68			
Sour cream		16 oz	1.25-1.99	415	1.60	1.00-2.00	628	1.54	1.25-1.99	705	1.76
Yogurt	Greek	4-6 oz	0.79-1.19	1382	.94	0.69-1.00	1719	.92	0.69-1.25	1046	.97
Yogurt	Greek	32 oz				2.99-4.99	169	4.26	3.50	289	3.50
Yogurt	Yogurt	4-6 oz	0.39-1.00	1326	.53	0.39-1.00	1749	.56	0.33-0.60	695	.43
Yogurt	Yogurt	32 oz	2.50	135	2.50	2.00	246	2.00	1.67-2.99	350	1.90

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 #	701	5.65	2	5.69	222	4.99
Cheese	Natural Varieties	8 oz block	251	3.76			290	3.50
Cheese	Natural Varieties	8 oz shred	143	3.29	2	4.50	1611	3.43

Wtd Avg - Simple weighted average



Cottage cheese		16 oz	72	3.99	196	2.99	121	3.49
Cream cheese		8 oz	72	2.50				
Ice cream		48-64oz	1083	3.99	1083	3.99		
Milk	All fat tests	half gallon	4626	3.86	1367	3.95	4098	3.72
Milk	All fat tests	gallon	806	5.40				
Milk	All fat tests	8 oz UHT					1186	.93
Sour cream		16 oz	161	2.99	196	2.49	114	1.99
Yogurt	Greek	4-6 oz	921	1.18	369	1.12	1828	1.08
Yogurt	Greek	32 oz	478	4.99	407	4.41	536	3.85
Yogurt	Yogurt	4-6 oz	745	1.33	2	1.33		
Yogurt	Yogurt	32 oz	764	3.33	283	4.16		

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 #	4.99-5.99	341	5.46						
Cheese	Natural Varieties	8 oz block	3.99	137	3.99						
Cheese	Natural Varieties	8 oz shred	2.99-3.50	143	3.29						
Cottage cheese		16 oz	3.99	72	3.99						
Cream cheese		8 oz	2.50	72	2.50						
Ice cream		48-64oz				3.99	1083	3.99			
Milk	All fat tests	half gallon	3.99-4.99	1452	4.37	2.99-3.99	682	3.50	2.99	485	2.99
Milk	All fat tests	gallon				4.99	214	4.99			
Sour cream		16 oz	2.99	161	2.99						
Yogurt	Greek	4-6 oz	1.00-1.25	723	1.23	1.25	61	1.25	0.88	137	.88
Yogurt	Yogurt	4-6 oz	1.25	304	1.25	1.25	195	1.25			
Yogurt	Yogurt	32 oz	2.99-3.49	416	3.18	2.99	227	2.99			

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 #	5.49	114	5.49	5.99	246	5.99			
Cheese	Natural Varieties	8 oz block	3.49	114	3.49						
Milk	All fat tests	half gallon	3.49-4.29	195	3.79	2.99-4.99	1047	4.05	2.79-3.99	765	3.53
Milk	All fat tests	gallon	6.49	57	6.49	5.99	246	5.99	5.00	289	5.00
Yogurt	Greek	32 oz	4.99	72	4.99	4.99	117	4.99	4.99	289	4.99
Yogurt	Yogurt	4-6 oz				1.50	246	1.50			
Yogurt	Yogurt	32 oz	4.49	121	4.49						

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

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