



Dairy Market News Branch

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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 01/13/2017 to 01/19/2017

****Statistical data for the Top 5 Commodities Featured bar graph for week 12/30/2016 is unavailable****

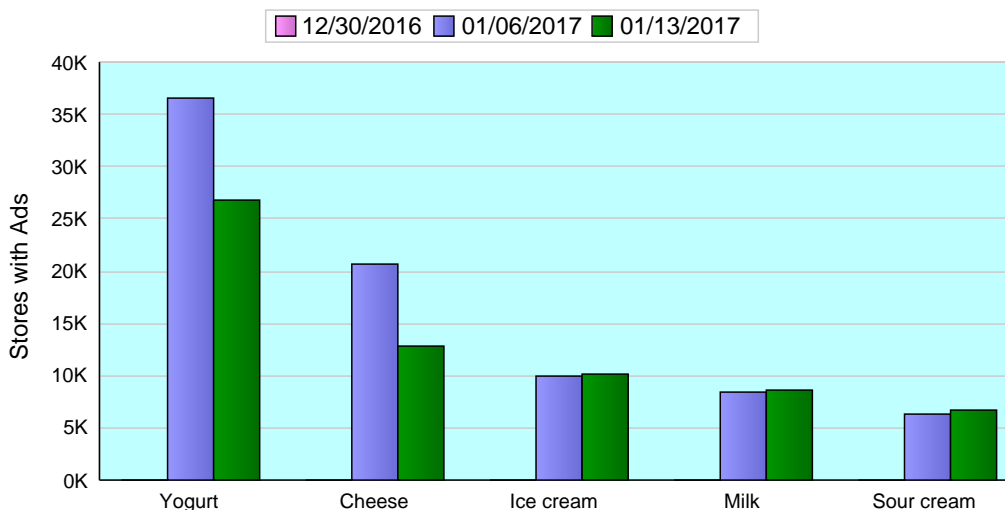
This week, total conventional dairy advertisements declined 21%, but organic dairy ads increased 25%. Conventional butter ads decreased 24%, while organic butter ads saw a 77% drop. The national average price for 1 pound conventional butter is \$3.55, while 1 pound organic butter is \$5.15, representing an organic price premium of \$1.60.

Conventional yogurt ads decreased 25%, and organic yogurt ads decreased 47%. The average sale price for 4-6 ounce conventional Greek yogurt is \$0.98. Surveyed retail outlets displayed no advertisements for 4-6 ounce organic Greek yogurt this period. The average sale price for 4-6 ounce conventional yogurt is \$0.45, while 4-6 ounce organic yogurt averaged \$1.12.

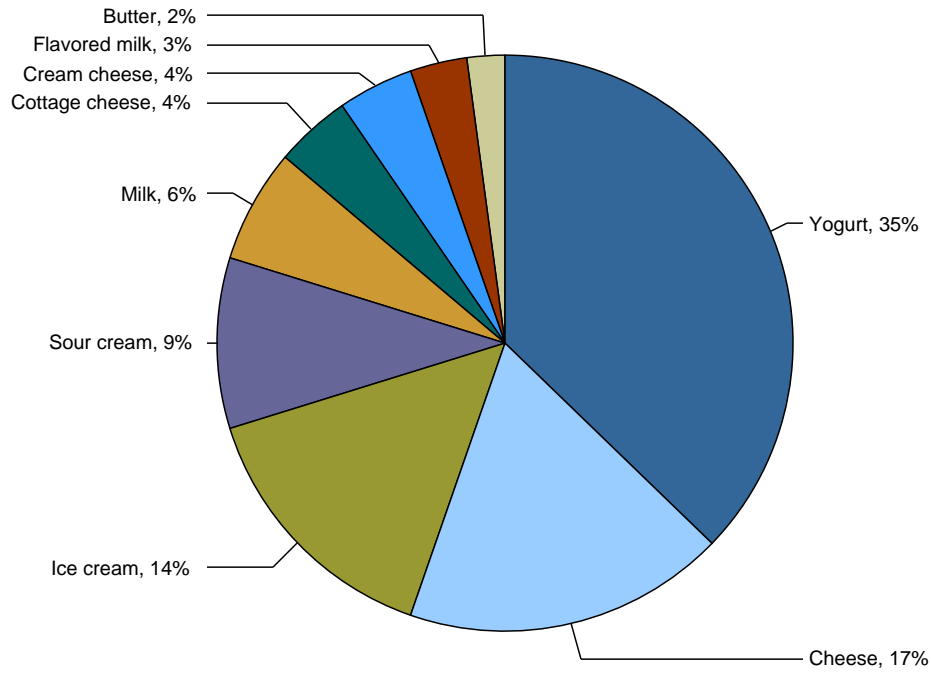
The U.S. advertised price for 8 ounce conventional cheese blocks averaged \$2.16, up 3 cents from last week. Ads for conventional 8 ounce shred cheese averaged \$2.12, down 3 cents from last week. The collective number of conventional cheese ads decreased 39%, while organic cheese ad numbers saw a 42% decline.

This week, the difference between the weighted average price for organic half gallon milk, \$3.75, and the weighted average price for conventional half gallon milk, \$2.85, resulted in an organic price premium of \$0.90. Organic milk advertisements declined 19%, while ads for conventional milk increased 45%.

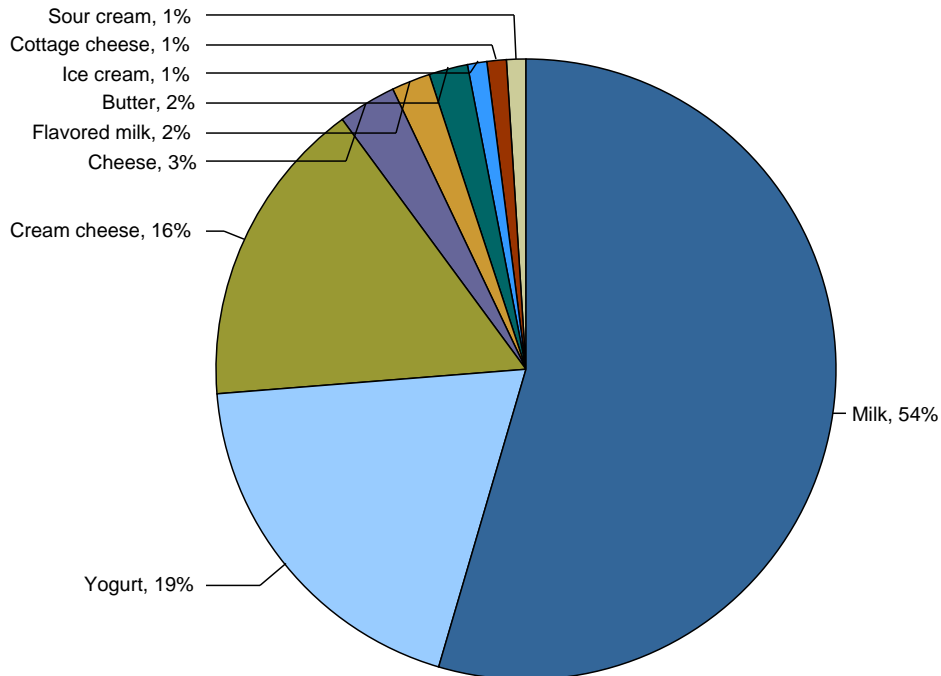
Top 5 Commodities Featured



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 #	1567	3.55	2071	3.35	3859	3.57
Cheese	Natural Varieties	8 oz block	4610	2.16	9026	2.13	8977	2.35
Cheese	Natural Varieties	1 # block	1475	3.40	988	3.38	2656	3.53
Cheese	Natural Varieties	2 # block	344	6.87	591	6.25	918	5.35
Cheese	Natural Varieties	8 oz shred	4782	2.12	8815	2.15	7895	2.51
Cheese	Natural Varieties	1 # shred	1304	3.54	931	3.97	1891	3.13
Cottage cheese		16 oz	3141	1.78	6480	1.62	4317	1.77
Cream cheese		8 oz	2556	2.08	4492	1.95	4030	1.83
Flavored milk	All fat tests	half gallon	2312	1.91	1196	2.07	495	1.63
Flavored milk	All fat tests	gallon	74	2.58	518	3.04	271	2.89
Ice cream		48-64oz	10090	3.26	8921	2.87	9779	3.26
Milk	All fat tests	half gallon	1955	2.85	1015	1.23	1088	2.21
Milk	All fat tests	gallon	2255	3.06	1885	2.74	2091	2.62
Sour cream		16 oz	6573	1.72	6119	1.65	6850	1.65
Yogurt	Greek	4-6 oz	13083	.98	13044	.95	17423	.93
Yogurt	Greek	32 oz	1742	3.79	2728	3.80	2789	4.13
Yogurt	Yogurt	4-6 oz	9060	.45	14003	.55	4712	.49
Yogurt	Yogurt	32 oz	1278	2.81	3963	2.16	2875	2.05

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	431	3.95	4.99	214	4.99			
Cheese	Natural Varieties	8 oz block	1.66-2.50	1045	2.19	1.67-2.50	762	1.99	1.67-3.00	2038	2.02
Cheese	Natural Varieties	1 # block	2.50-3.99	344	3.28				2.99	247	2.99
Cheese	Natural Varieties	2 # block				5.99	64	5.99			
Cheese	Natural Varieties	8 oz shred	1.99-3.00	761	2.43	1.67-3.00	943	2.27	1.67-2.00	1712	1.91
Cheese	Natural Varieties	1 # shred	2.99-3.99	272	3.49				2.99-4.50	366	3.48
Cottage cheese		16 oz	1.69-2.50	1229	2.01	1.00-2.00	175	1.35	1.00-2.00	604	1.20
Cream cheese		8 oz	1.50-2.99	1012	1.94	1.66-2.50	428	2.08	2.00-2.50	177	2.17
Flavored milk	All fat tests	half gallon	1.50	110	1.50	1.50	1002	1.50	1.25-2.50	472	2.04
Flavored milk	All fat tests	gallon							2.50	53	2.50
Ice cream		48-64oz	2.22-3.99	2406	2.80	2.49-3.50	2060	3.06	1.50-4.99	1276	3.29
Milk	All fat tests	half gallon				1.67-3.79	1116	3.57	0.78-1.99	488	1.24
Milk	All fat tests	gallon	2.50-3.00	162	2.69	3.50-4.29	735	4.04	1.99-2.50	296	2.28
Sour cream		16 oz	1.49-2.99	1611	1.82	1.28-2.00	1062	1.58	1.00-2.00	1303	1.30
Yogurt	Greek	4-6 oz	0.69-1.20	2540	.98	0.88-1.25	4109	1.02	0.78-1.50	1985	.97
Yogurt	Greek	32 oz	3.49-4.50	256	4.25	3.49	87	3.49	3.49-5.00	837	3.86
Yogurt	Yogurt	4-6 oz	0.33-0.69	2691	.47	0.33-0.50	2965	.41	0.33-0.66	1657	.44

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	32 oz	2.50-2.69	239	2.59				2.50-2.69	241	2.55

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 #	1.99-3.49	538	2.76	2.99-3.49	307	3.39	3.49	69	3.49
Cheese	Natural Varieties	8 oz block	1.50-3.50	320	2.28	2.88-3.50	241	3.34	1.67	121	1.67
Cheese	Natural Varieties	1 # block	2.99-3.97	359	3.27	2.77-2.99	236	2.88	4.49	289	4.49
Cheese	Natural Varieties	2 # block				6.99	246	6.99			
Cheese	Natural Varieties	8 oz shred	1.50-2.49	522	2.05	1.99-2.88	535	2.09	1.67-1.99	226	1.82
Cheese	Natural Varieties	1 # shred	2.99	141	2.99	2.77-2.99	236	2.88	4.49	289	4.49
Cottage cheese		16 oz	1.00-2.50	281	2.08	1.00-2.50	850	1.87			
Cream cheese		8 oz	1.50-3.50	201	2.30	1.50-3.50	399	2.68	1.50	289	1.50
Flavored milk	All fat tests	half gallon	2.39	74	2.39	1.99	244	1.99	0.99-3.49	410	2.75
Ice cream		48-64oz	1.50-5.99	1869	3.60	2.67-4.99	1912	3.75	2.99-3.00	463	3.00
Milk	All fat tests	half gallon	3.99	72	3.99	3.49-3.99	124	3.74	0.99	121	.99
Milk	All fat tests	gallon	2.99-4.29	188	3.37	1.99-3.38	537	2.74	1.79	289	1.79
Sour cream		16 oz	1.00-2.00	338	1.68	1.00-3.00	1538	1.98	1.59-3.00	647	1.92
Yogurt	Greek	4-6 oz	0.79-1.00	1359	.95	0.88-1.00	2083	.94	0.75-1.00	848	.93
Yogurt	Greek	32 oz				3.49	246	3.49	3.50	289	3.50
Yogurt	Yogurt	4-6 oz	0.29-1.00	817	.55	0.39-0.50	837	.47			
Yogurt	Yogurt	32 oz	2.50-4.49	242	3.50	3.99	244	3.99	1.67	289	1.67

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	4.29	6	4.29
Cheese	Natural Varieties	8 oz block	3.50	49	3.50	3.00	34	3.00
Cheese	Natural Varieties	2 # block	5.99-6.49	7	6.35	7.99	27	7.99
Cheese	Natural Varieties	8 oz shred	3.50	49	3.50	3.00	34	3.00
Cottage cheese		16 oz	2.69	2	2.69			
Cream cheese		8 oz	1.50-2.00	13	1.58	2.50	37	2.50
Flavored milk	All fat tests	gallon	2.79	21	2.79			
Ice cream		48-64oz	3.50-4.00	47	3.78	3.50-4.99	57	4.36
Milk	All fat tests	half gallon				2.89	34	2.89
Milk	All fat tests	gallon	2.79	21	2.79	4.99	27	4.99
Sour cream		16 oz	1.50-3.50	23	1.67	2.50	51	2.50
Yogurt	Greek	4-6 oz	0.89-1.33	67	1.25	1.00-1.33	92	1.28
Yogurt	Greek	32 oz				4.49	27	4.49
Yogurt	Yogurt	4-6 oz	0.68-0.70	5	.69	0.49-0.60	88	.55
Yogurt	Yogurt	32 oz	2.49-3.29	23	2.56			



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 #	160	5.15	701	5.65	380	5.16
Cheese	Natural Varieties	8 oz block	84	3.50	251	3.76	177	3.99
Cheese	Natural Varieties	8 oz shred	145	4.42	143	3.29	615	3.55
Cottage cheese		16 oz	64	5.99	72	3.99		
Cream cheese		8 oz	1329	2.50	72	2.50		
Flavored milk	All fat tests	half gallon	195	4.68				
Ice cream		48-64oz	117	5.99	1083	3.99		
Milk	All fat tests	half gallon	3967	3.75	4626	3.86	2459	3.57
Milk	All fat tests	gallon	195	5.98	806	5.40	105	6.99
Milk	All fat tests	8 oz UHT	254	1.06			1119	.96
Sour cream		16 oz	63	3.69	161	2.99		
Yogurt	Greek	4-6 oz			921	1.18	1293	1.33
Yogurt	Greek	32 oz	394	4.72	478	4.99		
Yogurt	Yogurt	4-6 oz	122	1.12	745	1.33	430	1.50
Yogurt	Yogurt	32 oz	1018	3.26	764	3.33	121	2.49

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						
Cheese	Natural Varieties	8 oz block	3.50	84	3.50						
Cheese	Natural Varieties	8 oz shred	4.00	84	4.00				4.99	61	4.99
Cottage cheese		16 oz							5.99	61	5.99
Cream cheese		8 oz				2.50	1083	2.50			
Flavored milk	All fat tests	half gallon				4.68	195	4.68			
Milk	All fat tests	half gallon	2.29-4.49	714	3.70	3.50-4.68	1668	3.79	2.99-3.49	401	3.06
Milk	All fat tests	gallon				5.98	195	5.98			
Milk	All fat tests	8 oz UHT	1.25	59	1.25	1.00	195	1.00			
Sour cream		16 oz							3.69	61	3.69
Yogurt	Yogurt	4-6 oz	1.25	59	1.25				0.99	61	.99
Yogurt	Yogurt	32 oz				3.50	195	3.50	2.99	588	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
Butter		1 #				5.49	50	5.49			
Cream cheese		8 oz				2.49	246	2.49			
Ice cream		48-64oz				5.99	117	5.99			
Milk	All fat tests	half gallon	3.99	62	3.99	3.99-4.49	530	4.22	3.49-3.99	578	3.74
Yogurt	Greek	32 oz							3.99-4.99	394	4.72
Yogurt	Yogurt	32 oz	3.99	121	3.99	3.50	114	3.50			

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 #	5.49	2	5.49			
Cottage cheese		16 oz	5.98	3	5.98			
Milk	All fat tests	half gallon	2.99	11	2.99	5.97	3	5.97
Sour cream		16 oz	3.69	2	3.69			
Yogurt	Yogurt	4-6 oz	1.00	2	1.00			

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