



Dairy Market News Branch

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Advertised Prices for Dairy Products at Major Retail Supermarket Outlets ending during the period of 01/20/2017 to 01/26/2017

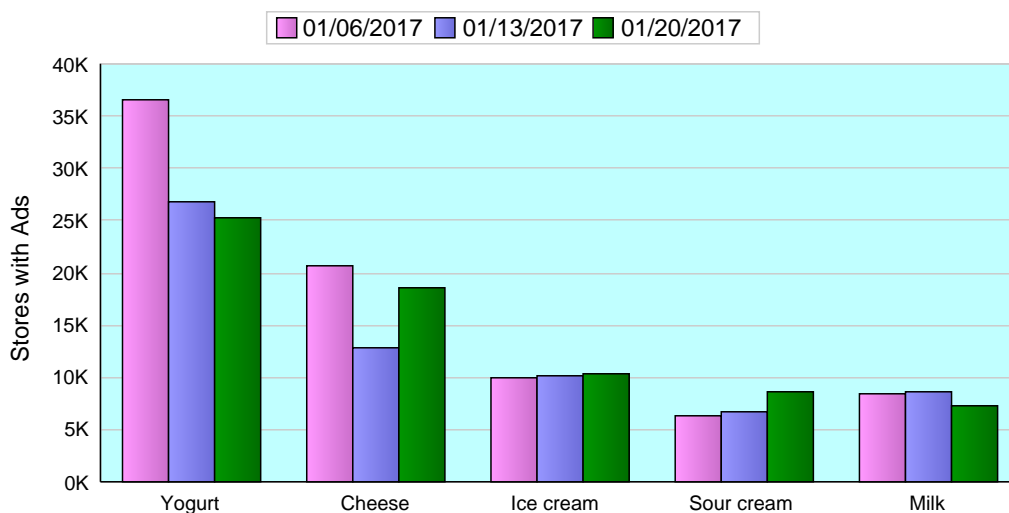
This week, total conventional dairy advertisements increased 14%, and organic dairy ads increased 3%. The national average price for 1 pound conventional butter is \$3.25, while 1 pound organic butter is \$5.66, representing an organic price premium of \$2.41. The weighted average price for 8 ounce conventional cream cheese is \$1.68, while 8 ounce organic cream cheese averaged \$2.50 cream cheese, for an organic premium of \$0.82.

The collective number of conventional cheese ads increased 48%. There were no organic cheese ads this week. The U.S. advertised price for 8 ounce conventional cheese blocks averaged \$2.21, up 5 cents from last week. Ads for conventional 8 ounce shred cheese averaged \$2.23, up 11 cents from the previous week.

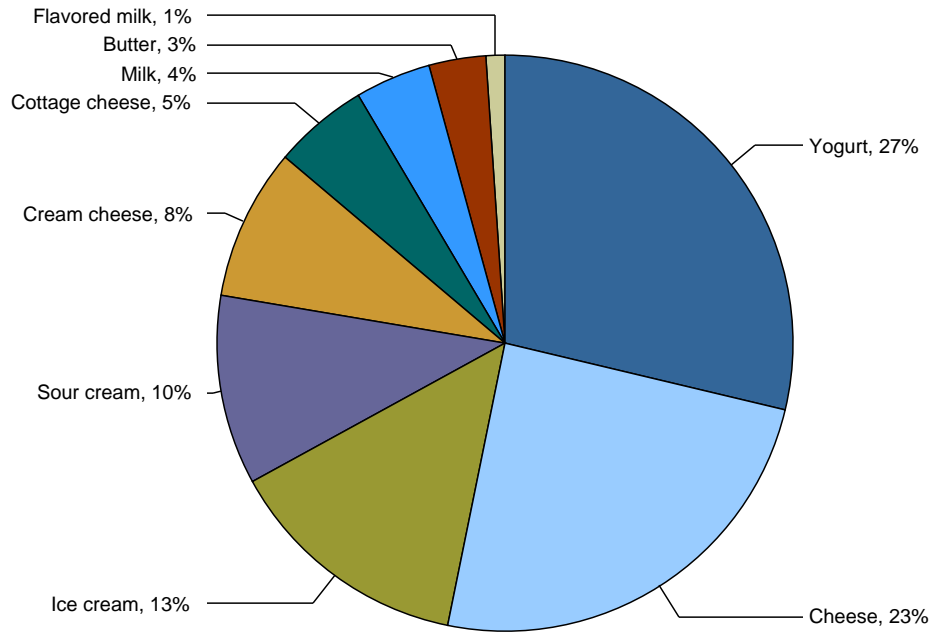
Conventional yogurt ads decreased 11%, but organic yogurt ads increased 77%. The average sale price for 4-6 ounce conventional yogurt is \$0.50, while 4-6 ounce organic yogurt averaged \$1.42. The average sale price for 4-6 ounce conventional Greek yogurt is \$0.94, while 4-6 ounce organic Greek yogurt is \$0.91.

Organic half gallon milk was the most advertised organic item this week. Organic milk advertisements decreased 12%, while ads for conventional milk decreased 19%. The weighted average price for organic half gallon milk is \$3.70. For conventional half gallon of milk the average price is \$2.77. The organic milk premium is \$0.93.

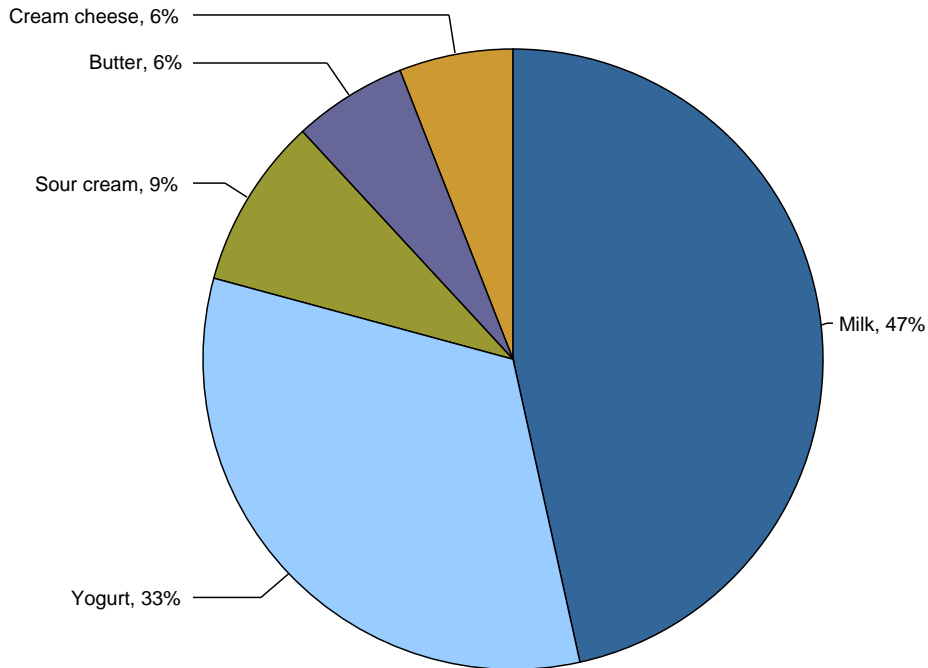
Top 5 Commodities Featured



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 #	2830	3.25	1567	3.55	1602	3.20
Cheese	Natural Varieties	8 oz block	7522	2.20	4610	2.16	8997	2.33
Cheese	Natural Varieties	1 # block	1212	4.28	1475	3.40	662	3.69
Cheese	Natural Varieties	2 # block	190	4.99	344	6.87	274	6.98
Cheese	Natural Varieties	8 oz shred	8423	2.22	4782	2.12	7686	2.39
Cheese	Natural Varieties	1 # shred	1193	3.97	1304	3.54	236	3.38
Cottage cheese		16 oz	4344	1.99	3141	1.78	5494	2.01
Cream cheese		8 oz	6831	1.68	2556	2.08	5349	1.94
Flavored milk	All fat tests	half gallon	585	2.56	2312	1.91	114	1.88
Flavored milk	All fat tests	gallon	230	1.99	74	2.58	175	3.29
Ice cream		48-64oz	10380	2.96	10090	3.26	11084	3.08
Milk	All fat tests	half gallon	1107	2.77	1955	2.85	186	1.57
Milk	All fat tests	gallon	2311	2.39	2255	3.06	2289	2.75
Sour cream		16 oz	7878	1.77	6573	1.72	7736	1.74
Yogurt	Greek	4-6 oz	13324	.95	13083	.98	14261	.97
Yogurt	Greek	32 oz	1571	4.51	1742	3.79	1104	3.88
Yogurt	Yogurt	4-6 oz	6353	.50	9060	.45	7498	.55
Yogurt	Yogurt	32 oz	1221	2.33	1278	2.81	2398	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 #	2.49-3.59	623	3.11	2.50-3.59	1553	3.35	2.77-2.99	340	2.92
Cheese	Natural Varieties	8 oz block	1.99-2.79	1058	2.33	1.67-2.50	1502	2.26	1.66-2.50	2919	2.17
Cheese	Natural Varieties	1 # block	3.69-4.49	384	3.99	3.99	214	3.99	3.50	81	3.50
Cheese	Natural Varieties	8 oz shred	1.50-2.50	1144	2.24	1.67-2.50	1263	2.27	1.66-2.50	3033	2.16
Cheese	Natural Varieties	1 # shred	2.99-3.99	660	3.36						
Cottage cheese		16 oz	1.66-3.17	754	2.20	2.00	1566	2.00	1.75-1.88	467	1.85
Cream cheese		8 oz	1.00-2.50	544	1.82	1.25-2.00	2677	1.67	1.25-2.39	1213	1.73
Flavored milk	All fat tests	half gallon	1.99	161	1.99				1.25	69	1.25
Flavored milk	All fat tests	gallon							1.99	110	1.99
Ice cream		48-64oz	1.99-4.49	1723	2.78	2.49-4.98	2660	3.17	1.97-3.50	2365	2.82
Milk	All fat tests	half gallon				1.67	114	1.67			
Milk	All fat tests	gallon	1.79	161	1.79	2.39-2.49	274	2.42	1.59-2.50	729	1.94
Sour cream		16 oz	1.29-2.59	1475	1.69	1.67-2.00	2862	1.88	1.49-2.00	1290	1.69
Yogurt	Greek	4-6 oz	0.88-1.25	2721	1.01	0.69-1.25	4190	.97	0.69-1.25	2520	.88
Yogurt	Greek	32 oz	2.99-4.99	380	4.46	5.00	214	5.00	2.99-5.99	433	4.35
Yogurt	Yogurt	4-6 oz	0.33-1.00	1009	.49	0.33-0.50	2163	.45	0.33-0.75	1666	.55
Yogurt	Yogurt	32 oz	2.50-3.69	254	3.31				2.00-2.50	299	2.30

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 #	3.29-3.49	314	3.41						
Cheese	Natural Varieties	8 oz block	1.50-2.50	1048	2.13	1.99-2.99	706	2.36	1.67	289	1.67
Cheese	Natural Varieties	1 # block				4.99	244	4.99	4.49	289	4.49
Cheese	Natural Varieties	2 # block	4.99	121	4.99				4.99	69	4.99
Cheese	Natural Varieties	8 oz shred	1.50-2.50	1422	2.18	1.99-3.50	1010	2.55	1.67-2.50	551	1.91
Cheese	Natural Varieties	1 # shred				4.99	244	4.99	4.49	289	4.49
Cottage cheese		16 oz	1.25-2.50	511	2.02	1.25-2.99	980	1.92	1.25	66	1.25
Cream cheese		8 oz	1.25-2.79	938	1.60	1.25-1.99	914	1.59	1.50-2.50	545	1.72
Flavored milk	All fat tests	half gallon							1.25-3.49	355	3.07
Flavored milk	All fat tests	gallon				1.99	120	1.99			
Ice cream		48-64oz	2.50-5.50	1546	3.17	1.99-3.49	1480	2.78	2.50-3.99	606	3.00
Milk	All fat tests	half gallon	0.99-1.50	409	1.27	3.99-4.99	518	4.39	1.25	66	1.25
Milk	All fat tests	gallon	2.29-3.29	334	2.71	1.99-3.28	813	2.76			
Sour cream		16 oz	1.25-2.50	527	1.76	1.25-2.99	854	1.84	1.00-1.99	870	1.64
Yogurt	Greek	4-6 oz	0.69-1.10	1528	.85	0.69-1.25	1841	.93	0.88-1.19	524	1.06
Yogurt	Greek	32 oz	5.99	141	5.99	5.00	114	5.00	3.50	289	3.50
Yogurt	Yogurt	4-6 oz	0.40-0.88	650	.59	0.40-0.50	738	.48	0.50-0.69	127	.60
Yogurt	Yogurt	32 oz	2.68	72	2.68	2.00	246	2.00	1.67-2.50	350	1.81

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 #	509	5.66	160	5.15	288	5.21
Cheese	Natural Varieties	8 oz block			84	3.50	532	3.95
Cheese	Natural Varieties	8 oz shred			145	4.42	532	3.82
Cottage cheese		16 oz			64	5.99	119	3.00
Cream cheese		8 oz	462	2.50	1329	2.50		
Flavored milk	All fat tests	half gallon			195	4.68		
Ice cream		48-64oz			117	5.99		
Milk	All fat tests	half gallon	3291	3.91	3967	3.75	1480	3.65

Wtd Avg - Simple weighted average



Milk	All fat tests	gallon	121	4.99	195	5.98	189	6.99
Milk	All fat tests	8 oz UHT	492	2.36	254	1.06	1629	.96
Sour cream		16 oz	743	2.42	63	3.69	114	1.99
Yogurt	Greek	4-6 oz	538	.91			1732	1.05
Yogurt	Greek	32 oz	1615	5.77	394	4.72		
Yogurt	Yogurt	4-6 oz	366	1.42	122	1.12	3	1.50
Yogurt	Yogurt	32 oz	199	4.29	1018	3.26	221	3.99

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
Cream cheese		8 oz				2.50	114	2.50	2.50	348	2.50
Milk	All fat tests	half gallon	3.99-5.99	894	4.75	2.99-3.49	418	3.13	2.99	379	2.99
Milk	All fat tests	8 oz UHT	1.00	108	1.00						
Yogurt	Greek	4-6 oz	0.60-1.00	206	.77				0.99-1.00	332	.99
Yogurt	Greek	32 oz	4.99	72	4.99	5.99	388	5.99	5.99	458	5.99
Yogurt	Yogurt	4-6 oz	1.00	59	1.00	1.50	61	1.50			
Yogurt	Yogurt	32 oz	3.99	78	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 #	5.49-6.29	162	5.89	5.49-6.29	228	6.11			
Milk	All fat tests	half gallon	2.99-3.99	368	3.21	3.99-4.99	588	4.45	3.29-3.99	644	3.69
Milk	All fat tests	gallon							4.99	121	4.99
Milk	All fat tests	8 oz UHT	0.88	210	.88				5.00	174	5.00
Sour cream		16 oz	2.49-2.50	276	2.49	2.50	178	2.50	2.29	289	2.29
Yogurt	Greek	32 oz	5.99	288	5.99	5.99	120	5.99	4.99	289	4.99
Yogurt	Yogurt	4-6 oz				1.50	246	1.50			
Yogurt	Yogurt	32 oz	4.49	121	4.49						

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

Wtd Avg - Simple weighted average



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