



## Dairy Market News Branch

Agricultural  
Marketing  
Service

# 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 01/27/2017 to 02/02/2017

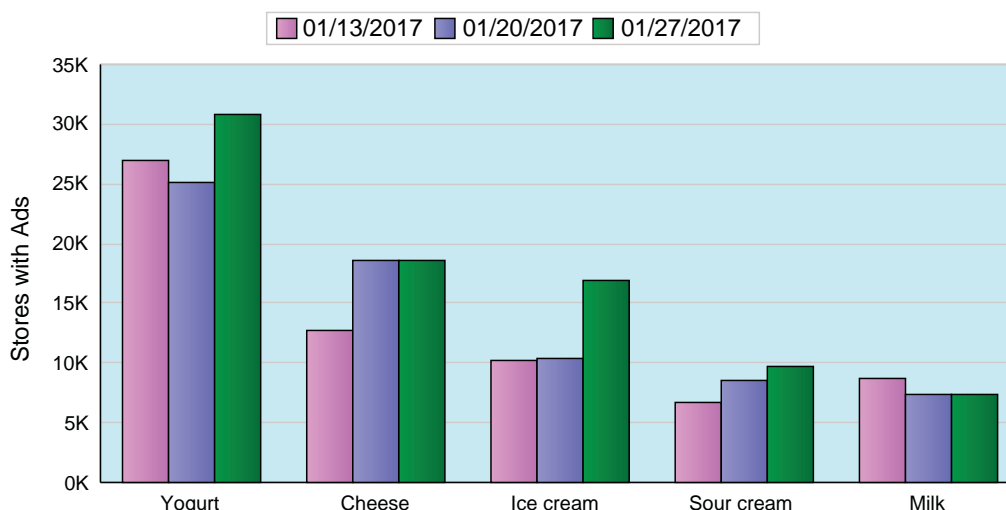
This week, total conventional dairy advertisement volumes increased 18%, and organic dairy ads increased 6%. Among the larger percentage changes in ad volumes this week for conventional dairy products, the products, volume percentage change, and national weighted average advertised prices are: 1 pound butter, +53%, \$3.31; 8 oz. cream cheese, -37%, \$1.71; and 48-64 oz. ice cream, +63%, \$3.23.

The collective number of conventional cheese ads decreased 3%. The U.S. advertised price for 8 ounce conventional cheese blocks averaged \$2.05, while organic 8 ounce blocks averaged \$3.37, an organic premium of \$1.32. Ads for conventional 8 ounce shred cheese averaged \$2.19, while organic 8 ounce shreds averaged \$3.85, an organic premium of \$1.66.

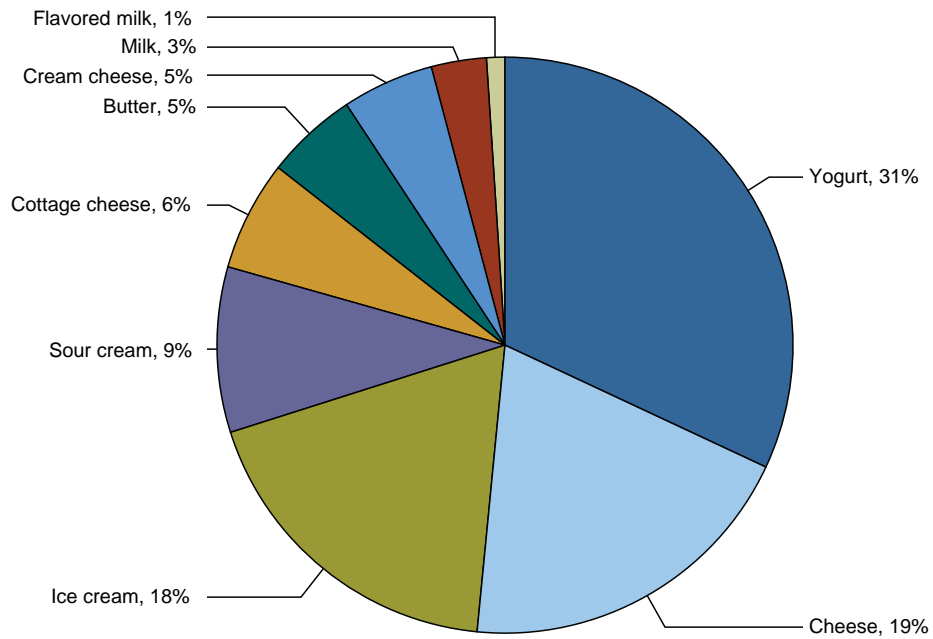
Conventional yogurt ads increased 31%, but organic yogurt ads decreased 54%. The average sale price for 4-6 ounce conventional yogurt is \$0.56, while 4-6 ounce organic yogurt averaged \$1.25. The average sale price for 4-6 ounce conventional Greek yogurt is \$0.98, while 4-6 ounce organic Greek yogurt is \$1.11.

Organic milk advertisements increased 13%, while ads for conventional milk decreased 12%. The weighted average price for organic half gallon milk is \$3.82. For a conventional half gallon of milk, the average price is \$2.29. The organic milk premium is \$1.53.

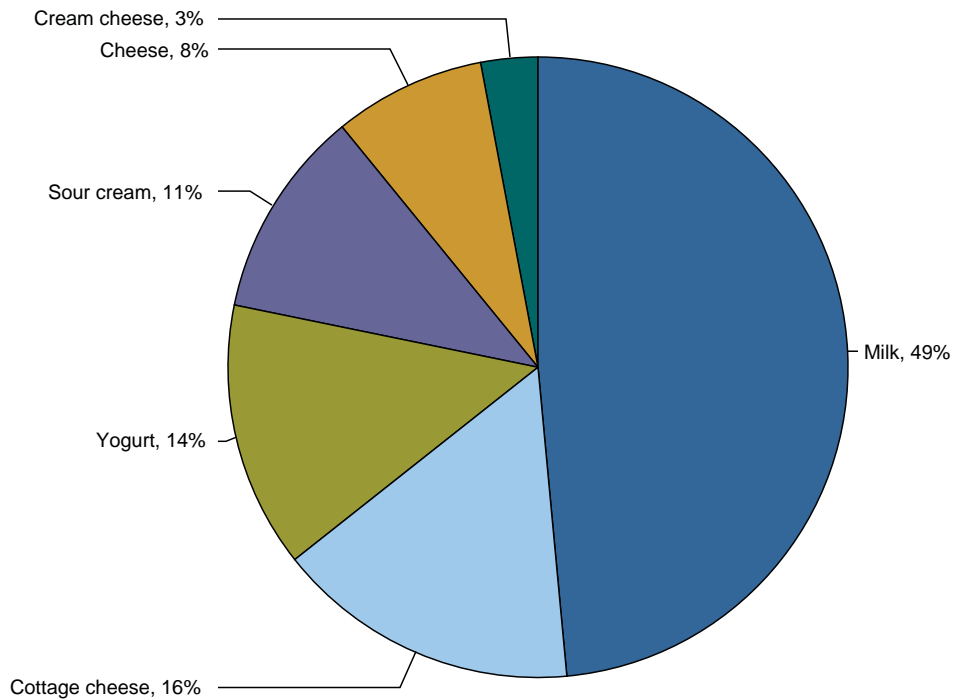
Top 5 Commodities Featured



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 #	4343	3.31	2830	3.25	5003	2.92
Cheese	Natural Varieties	8 oz block	5197	2.05	7522	2.20	8782	2.20
Cheese	Natural Varieties	1 # block	2535	4.36	1212	4.28	932	4.67
Cheese	Natural Varieties	2 # block	577	6.20	190	4.99	877	6.29
Cheese	Natural Varieties	8 oz shred	7387	2.19	8423	2.22	12839	2.34
Cheese	Natural Varieties	1 # shred	2288	3.52	1193	3.97	213	4.99
Cottage cheese		16 oz	5496	1.88	4344	1.99	2761	1.93
Cream cheese		8 oz	4307	1.71	6831	1.68	4796	1.76
Flavored milk	All fat tests	half gallon	849	1.98	585	2.56	707	1.98
Flavored milk	All fat tests	gallon	106	3.49	230	1.99	611	2.22
Flavored milk		half gallon	147	2.50				
Ice cream		48-64oz	16936	3.23	10380	2.96	7133	3.01
Milk	All fat tests	half gallon	842	2.29	1107	2.77	1162	1.34
Milk	All fat tests	gallon	2157	2.55	2311	2.39	2026	2.25
Sour cream		16 oz	8740	1.71	7878	1.77	6691	1.55
Yogurt	Greek	4-6 oz	14694	.98	13324	.95	11371	.92
Yogurt	Greek	32 oz	3212	4.77	1571	4.51	1455	4.46
Yogurt	Yogurt	4-6 oz	10661	.56	6353	.50	7040	.50
Yogurt	Yogurt	32 oz	935	2.40	1221	2.33	1624	2.45

## 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 #	2.48-4.49	1861	3.37	2.99-3.50	2227	3.27	3.00	119	3.00
Cheese	Natural Varieties	8 oz block	1.68-2.50	1711	2.08	2.00-2.50	1259	2.08	1.75-2.50	1478	2.08
Cheese	Natural Varieties	1 # block	2.99-6.99	531	5.97	2.99	210	2.99	2.99-4.48	1057	4.13
Cheese	Natural Varieties	8 oz shred	1.99-3.00	2343	2.43	2.00-3.00	1534	2.10	1.75-2.50	1658	2.07
Cheese	Natural Varieties	1 # shred	3.00-3.99	416	3.50	2.99-3.99	1273	3.78	2.99-3.49	363	3.15
Cottage cheese		16 oz	1.66-2.50	2908	2.09	1.25-2.50	385	1.45	1.25-2.00	870	1.74
Cream cheese		8 oz	0.99-2.50	1219	1.65	1.50	1002	1.50	1.25-2.50	906	1.70
Flavored milk	All fat tests	half gallon	2.50	396	2.50				1.79-1.99	266	1.83
Flavored milk	All fat tests	gallon							3.49	106	3.49
Flavored milk		half gallon	2.50	147	2.50						
Ice cream		48-64oz	1.88-4.99	5549	3.21	2.50-4.99	5288	3.08	1.99-4.99	2755	3.82
Milk	All fat tests	half gallon	2.50	396	2.50				1.99	53	1.99
Milk	All fat tests	gallon	2.29-3.49	454	2.75	2.49-2.79	347	2.59	1.68-2.50	482	2.03
Sour cream		16 oz	1.29-2.00	3058	1.80	1.25-2.00	2623	1.69	1.25-2.00	1299	1.68
Yogurt	Greek	4-6 oz	0.75-1.25	4683	1.01	0.50-1.25	3548	1.00	0.69-1.00	1840	.85
Yogurt	Greek	32 oz	3.99-5.49	1301	4.67	4.99	1002	4.99			

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	0.33-1.25	2383	.52	0.40-1.25	3341	.75	0.33-0.80	2330	.42
Yogurt	Yogurt	32 oz	2.49-3.99	253	3.01	2.49	64	2.49	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 #	2.99-3.00	106	2.99						
Cheese	Natural Varieties	8 oz block	1.49-1.59	128	1.55	1.66-1.99	505	1.83	2.00	69	2.00
Cheese	Natural Varieties	1 # block	2.99	78	2.99	2.99-4.99	283	4.17	3.50-4.99	350	3.76
Cheese	Natural Varieties	2 # block	4.99	141	4.99	5.99-6.99	274	6.60	5.99	121	5.99
Cheese	Natural Varieties	8 oz shred	1.49-2.49	448	2.00	1.66-2.50	692	1.97	1.67-2.79	656	2.17
Cheese	Natural Varieties	1 # shred				2.49-2.99	236	2.74			
Cottage cheese		16 oz	1.00-2.50	686	1.62	1.25-1.99	451	1.45	1.25-1.99	135	1.63
Cream cheese		8 oz	0.99-1.99	362	1.45	1.99	356	1.99	2.00-2.50	361	2.24
Flavored milk	All fat tests	half gallon							0.99-1.25	187	1.08
Ice cream		48-64oz	1.99-5.00	1247	3.01	2.49-3.49	1743	2.97	2.99-3.50	256	3.23
Milk	All fat tests	half gallon							0.99-2.99	308	1.83
Milk	All fat tests	gallon	2.89-3.99	292	3.39	1.99-2.69	507	2.41	1.89	69	1.89
Sour cream		16 oz	0.99-1.69	606	1.36	1.25-1.99	273	1.42	1.25-1.99	782	1.76
Yogurt	Greek	4-6 oz	0.79-1.00	2148	.98	0.88-1.00	1173	.92	0.50-1.19	1237	1.00
Yogurt	Greek	32 oz	4.88-4.99	179	4.93	4.99	378	4.99	3.99-4.99	350	4.16
Yogurt	Yogurt	4-6 oz	0.40-1.39	966	.53	0.40-0.50	1038	.45	0.38-0.69	554	.45
Yogurt	Yogurt	32 oz	2.49-2.68	146	2.58				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 #	3.79-4.29	27	4.18	4.99	3	4.99
Cheese	Natural Varieties	8 oz block	3.00	6	3.00	1.99-3.89	41	3.62
Cheese	Natural Varieties	1 # block	5.29-5.98	26	5.77			
Cheese	Natural Varieties	2 # block	5.49-8.98	41	8.28			
Cheese	Natural Varieties	8 oz shred	2.99-3.98	22	3.13	1.99-2.79	34	2.46
Cottage cheese		16 oz				2.50-3.00	61	2.78
Cream cheese		8 oz	1.99-3.00	50	2.62	2.29-2.49	51	2.40
Ice cream		48-64oz	3.50-4.00	23	3.54	3.99-4.00	75	3.99
Milk	All fat tests	half gallon				2.88-3.69	85	3.14
Milk	All fat tests	gallon				4.97	6	4.97
Sour cream		16 oz	1.79	11	1.79	2.00-3.00	88	2.56
Yogurt	Greek	4-6 oz	1.00-1.48	35	1.28	1.07-1.25	30	1.23
Yogurt	Greek	32 oz	5.29	2	5.29			
Yogurt	Yogurt	4-6 oz	0.48	21	.48	0.60-0.69	28	.68
Yogurt	Yogurt	32 oz				2.99	3	2.99

Wtd Avg - Simple weighted average



## 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	391	5.61
Cheese	Natural Varieties	8 oz block	294	3.37			403	3.36
Cheese	Natural Varieties	8 oz shred	387	3.85			559	3.50
Cottage cheese		16 oz	1408	3.26				
Cream cheese		8 oz	225	2.50	462	2.50		
Milk	All fat tests	half gallon	3789	3.82	3291	3.91	2307	4.33
Milk	All fat tests	gallon	615	5.98	121	4.99	448	5.69
Milk	All fat tests	8 oz UHT			492	2.36	1002	.98
Sour cream		16 oz	1011	3.25	743	2.42	114	1.99
Yogurt	Greek	4-6 oz	206	1.11	538	.91	816	1.08
Yogurt	Greek	32 oz	721	5.47	1615	5.77		
Yogurt	Yogurt	4-6 oz	59	1.25	366	1.42		
Yogurt	Yogurt	32 oz	121	4.49	199	4.29	61	4.79

## 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
Cheese	Natural Varieties	8 oz block							3.29	180	3.29
Cheese	Natural Varieties	8 oz shred	4.00	84	4.00						
Cottage cheese		16 oz				3.29	210	3.29	3.29	366	3.29
Cream cheese		8 oz							2.50	225	2.50
Milk	All fat tests	half gallon	3.29-4.49	860	3.94	3.99	375	3.99	2.77-3.99	1413	3.72
Milk	All fat tests	gallon	5.99	543	5.99	5.99	61	5.99			
Sour cream		16 oz	2.99	84	2.99	3.29	210	3.29	3.29	366	3.29
Yogurt	Greek	4-6 oz	1.25	84	1.25				1.00	119	1.00
Yogurt	Greek	32 oz	5.00	84	5.00				5.99	348	5.99
Yogurt	Yogurt	4-6 oz	1.25	59	1.25						



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
Cheese	Natural Varieties	8 oz block	3.50	114	3.50						
Cheese	Natural Varieties	8 oz shred	3.50-3.99	186	3.69	3.99	117	3.99			
Cottage cheese		16 oz	2.49-3.29	333	3.02	3.19-3.29	210	3.23	3.50	289	3.50
Milk	All fat tests	half gallon				3.99	174	3.99	3.29-3.99	933	3.63
Sour cream		16 oz	3.29	141	3.29	3.19-3.29	210	3.23			
Yogurt	Greek	32 oz							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
Milk	All fat tests	half gallon				7.29	34	7.29
Milk	All fat tests	gallon	5.49	11	5.49			
Yogurt	Greek	4-6 oz				1.25	3	1.25

#### 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