



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>

Volume 84- Number 5

Issued Weekly

Thursday, February 2, 2017

Advertised Prices for Dairy Products at Major Retail Supermarket Outlets ending during the period of 02/03/2017 to 02/09/2017

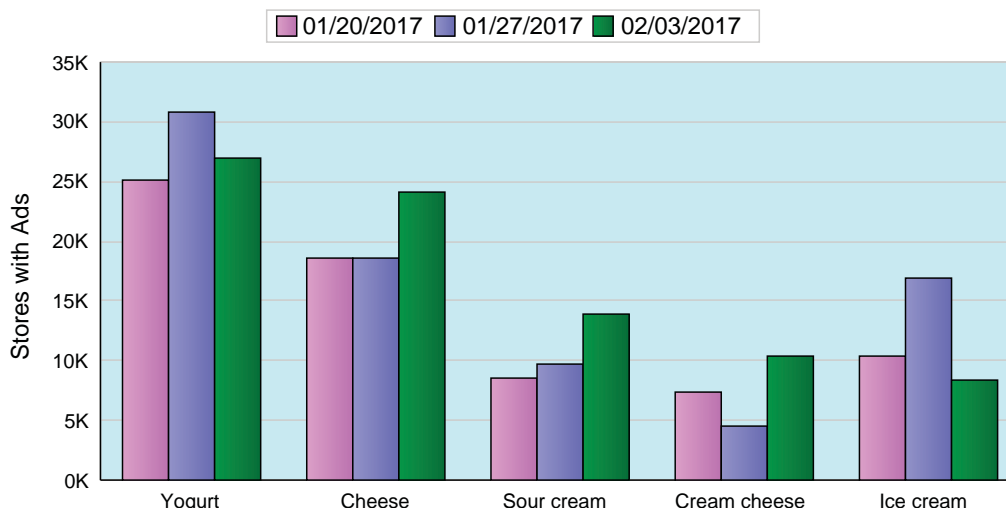
This week, total conventional dairy advertisement numbers decreased 3%, while organic dairy ads increased 46%. Among the larger percentage changes in ad numbers this week for conventional dairy products, the products, number percentage change, and national weighted average advertised prices are: 1 pound butter, -47%, \$3.64; 8 oz. cream cheese, +143%, \$1.76; and 48-64 oz. ice cream, -52%, \$2.95. Organic 1 pound butter has an average price of \$4.93, resulting in an organic premium of \$1.29. Organic 48-64 oz. ice cream has an average price of \$4.99, yielding an organic price premium of \$2.04.

The collective number of conventional cheese ads increased 27% while organic cheese ad numbers more than doubled. The U.S. advertised price for 8 ounce conventional cheese blocks averaged \$2.15, while organic 8 ounce blocks averaged \$3.99, an organic premium of \$1.84. Ads for conventional 8 ounce shred cheese averaged \$2.23, while organic 8 ounce shreds averaged \$3.64, an organic premium of \$1.41.

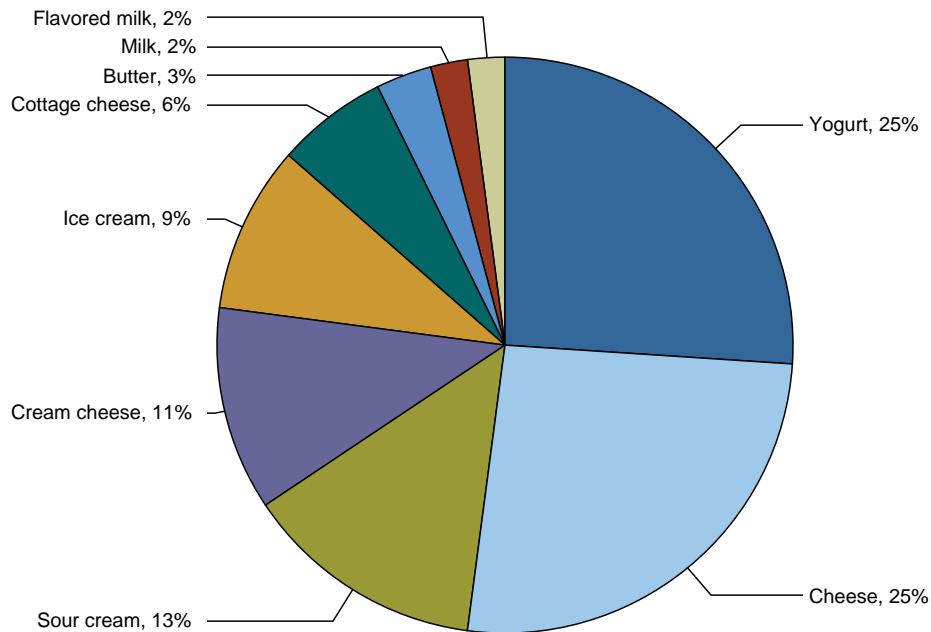
Conventional yogurt ad numbers decreased 21%, but organic yogurt ad numbers more than tripled. The average sale price for 4-6 ounce conventional yogurt is \$0.51, while 4-6 ounce organic yogurt averaged \$1.25, an organic price premium of \$.74. The average sale price for 4-6 ounce conventional Greek yogurt is \$0.98, while 4-6 ounce organic Greek yogurt is \$1.02, an organic price premium of \$.04.

Organic milk advertisement ad numbers decreased -13%, while ad numbers for conventional milk decreased 29%. The weighted average price for organic half gallon milk is \$3.49. For a conventional half gallon of milk, the average price is \$2.14. The organic milk premium is \$1.35.

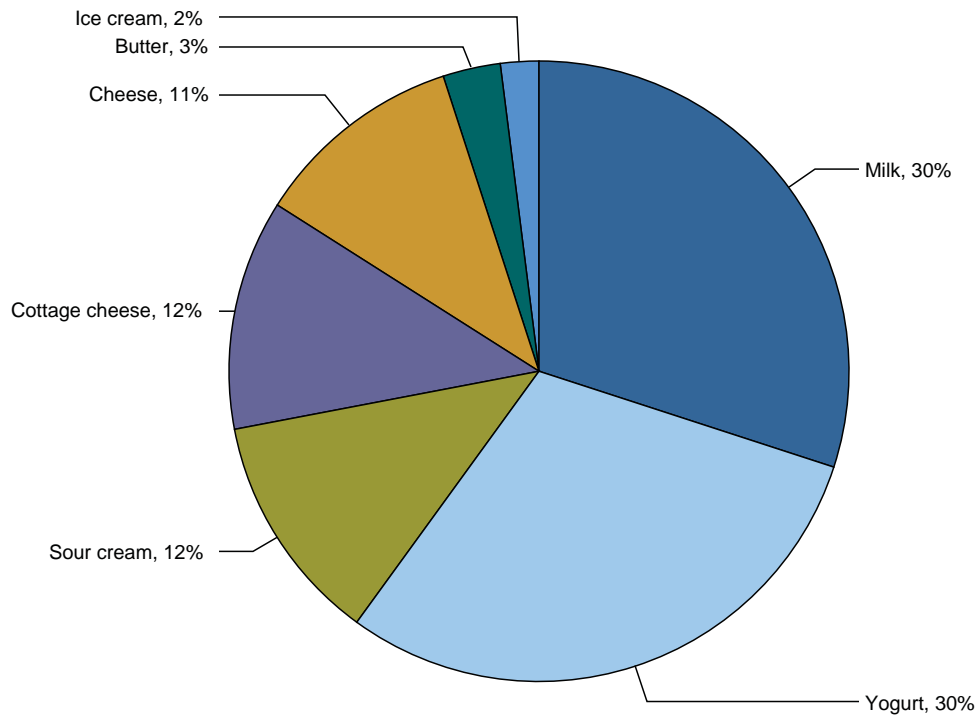
Top 5 Commodities Featured



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 #	2321	3.64	4343	3.31	2731	3.32
Cheese	Natural Varieties	8 oz block	9072	2.15	5197	2.05	9304	2.07
Cheese	Natural Varieties	1 # block	1287	3.58	2535	4.36	533	3.07
Cheese	Natural Varieties	2 # block	886	5.64	577	6.20	1361	6.33
Cheese	Natural Varieties	8 oz shred	9777	2.23	7387	2.19	12829	2.18
Cheese	Natural Varieties	1 # shred	1756	3.52	2288	3.52	122	3.99
Cheese		8 oz shred	5	2.69				
Cottage cheese		16 oz	5770	1.81	5496	1.88	2822	1.79
Cream cheese		8 oz	10449	1.76	4307	1.71	10735	1.71
Flavored milk	All fat tests	half gallon	850	2.39	849	1.98	608	2.42
Flavored milk	All fat tests	gallon	548	3.47	106	3.49	829	3.15
Flavored milk		half gallon			147	2.50		
Ice cream		48-64oz	8158	2.95	16936	3.23	11467	2.94
Milk	All fat tests	half gallon	273	2.14	842	2.29	226	2.13
Milk	All fat tests	gallon	1853	2.68	2157	2.55	2444	2.31
Sour cream		16 oz	12299	1.65	8740	1.71	8996	1.67
Yogurt	Greek	4-6 oz	9598	.98	14694	.98	11040	.97
Yogurt	Greek	32 oz	1912	3.74	3212	4.77	1533	4.09
Yogurt	Yogurt	4-6 oz	6990	.51	10661	.56	3957	.52
Yogurt	Yogurt	32 oz	4491	2.44	935	2.40	1232	2.24

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 #	2.79-3.99	425	3.44				1.99-3.49	188	2.54
Cheese	Natural Varieties	8 oz block	1.99-3.50	2442	2.20	1.88-3.00	2592	2.31	0.99-2.00	2254	1.82
Cheese	Natural Varieties	1 # block							2.99	81	2.99
Cheese	Natural Varieties	2 # block				5.99	64	5.99	6.99	180	6.99
Cheese	Natural Varieties	8 oz shred	1.50-2.99	2511	2.19	1.88-2.50	3037	2.37	1.49-2.50	1701	1.94
Cheese	Natural Varieties	1 # shred	3.49-3.99	447	3.73				2.99	81	2.99
Cottage cheese		16 oz	1.66-2.99	1581	2.17	1.00-2.00	1892	1.86	1.00-2.00	823	1.43
Cream cheese		8 oz	1.49-2.79	2511	1.86	1.00-2.29	3083	1.62	0.99-2.50	1676	1.44
Flavored milk	All fat tests	half gallon							1.99-2.29	233	2.22
Flavored milk	All fat tests	gallon	3.99	62	3.99				2.99-3.99	401	3.26
Ice cream		48-64oz	1.99-3.99	2559	2.78	2.50-3.99	1200	3.29	1.99-3.99	1578	2.90
Milk	All fat tests	half gallon	1.99-2.29	199	2.20						
Milk	All fat tests	gallon				2.50	1083	2.50	1.58-2.99	497	2.64
Sour cream		16 oz	1.49-2.00	3133	1.71	1.25-2.00	3075	1.85	0.89-2.00	2260	1.43
Yogurt	Greek	4-6 oz	0.83-1.25	2867	.99	1.00-1.25	2861	1.01	0.88-1.00	1538	.97

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	Greek	32 oz	3.99-4.99	355	4.61				3.99	180	3.99
Yogurt	Yogurt	4-6 oz	0.33-1.00	2592	.53	0.33-1.00	1463	.60	0.33-0.69	2143	.42
Yogurt	Yogurt	32 oz	2.18-4.99	1159	3.40	2.18	1281	2.18	0.50-2.18	990	1.87

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 #	2.00-3.99	615	3.39	3.99	485	3.99	3.50-3.99	524	3.93
Cheese	Natural Varieties	8 oz block	1.50-3.49	1028	2.13	1.77-2.49	472	2.13	2.49-3.99	210	3.24
Cheese	Natural Varieties	1 # block	2.97-2.99	254	2.99	2.99-4.99	663	3.91	3.50	289	3.50
Cheese	Natural Varieties	2 # block	4.99	203	4.99	4.99-5.99	268	5.33	4.99-5.99	171	5.38
Cheese	Natural Varieties	8 oz shred	1.50-3.49	1146	2.19	1.77-2.99	829	2.40	1.99-2.49	463	2.18
Cheese	Natural Varieties	1 # shred	2.97-2.99	387	2.99	2.99-4.99	663	3.91	2.99	174	2.99
Cottage cheese		16 oz	1.25-2.00	719	1.68	1.00-1.89	495	1.43	1.25-1.50	240	1.43
Cream cheese		8 oz	1.00-2.99	1493	1.93	1.00-2.50	1164	1.96	1.99-2.50	409	2.28
Flavored milk	All fat tests	half gallon	1.99-2.50	265	2.38	2.50	178	2.50	2.50	174	2.50
Flavored milk	All fat tests	gallon	2.99	51	2.99						
Ice cream		48-64oz	1.99-4.99	1150	3.33	1.88-3.00	1423	2.73	3.00	248	3.00
Milk	All fat tests	half gallon	2.00	74	2.00						
Milk	All fat tests	gallon	2.99-3.99	273	3.48						
Sour cream		16 oz	1.25-2.00	1269	1.74	1.00-2.00	1171	1.48	0.88-2.00	1342	1.44
Yogurt	Greek	4-6 oz	0.69-1.00	716	.90	0.89-1.00	766	.94	0.88-1.25	780	.99
Yogurt	Greek	32 oz	2.99	203	2.99	2.99-3.99	422	3.57	2.99-3.99	752	3.57
Yogurt	Yogurt	4-6 oz	0.40-1.00	264	.60	0.50	167	.50	0.40-0.50	350	.48
Yogurt	Yogurt	32 oz	2.18-2.50	1053	2.20						

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 #	4.90-4.99	23	4.91	4.99	61	4.99
Cheese	Natural Varieties	8 oz block	2.69-3.99	12	3.34	1.99-2.50	62	2.30
Cheese	Natural Varieties	8 oz shred	2.50-3.50	32	3.19	1.99-2.50	58	2.29
Cheese	Natural Varieties	1 # shred				2.50	4	2.50
Cheese		8 oz shred	2.69	5	2.69			
Cottage cheese		16 oz	0.80-2.49	20	1.56			
Cream cheese		8 oz	2.33-2.99	28	2.84	1.29-2.00	85	1.80
Flavored milk	All fat tests	gallon				5.69	34	5.69
Sour cream		16 oz	0.80-2.00	22	1.40	1.99	27	1.99
Yogurt	Greek	4-6 oz	0.80-0.90	5	.84	0.80-1.39	65	.88
Yogurt	Yogurt	4-6 oz	0.50	11	.50			
Yogurt	Yogurt	32 oz	2.97	8	2.97			



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 #	440	4.93			229	4.99
Cheese	Natural Varieties	8 oz block	450	3.99	294	3.37	84	3.99
Cheese	Natural Varieties	8 oz shred	960	3.64	387	3.85	452	3.43
Cottage cheese		16 oz	1486	3.48	1408	3.26		
Cream cheese		8 oz			225	2.50		
Ice cream		48-64oz	289	4.99			244	4.99
Milk	All fat tests	half gallon	3662	3.49	3789	3.82	1649	3.73
Milk	All fat tests	gallon	180	5.99	615	5.98	105	6.99
Milk	All fat tests	8 oz UHT					647	.94
Sour cream		16 oz	1585	2.75	1011	3.25	167	2.99
Yogurt	Greek	4-6 oz	2224	1.02	206	1.11	867	1.37
Yogurt	Greek	32 oz	105	3.79	721	5.47	458	5.16
Yogurt	Yogurt	4-6 oz	264	1.25	59	1.25	178	.99
Yogurt	Yogurt	32 oz	1226	3.83	121	4.49		

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 #	5.49-5.79	143	5.61				4.99	180	4.99
Cheese	Natural Varieties	8 oz shred	4.00	84	4.00				3.29	180	3.29
Cottage cheese		16 oz				3.29-3.49	1197	3.47			
Milk	All fat tests	half gallon	3.49-4.49	399	3.78	2.99-3.49	498	3.40	2.99-3.99	1179	3.24
Milk	All fat tests	gallon							5.99	180	5.99
Sour cream		16 oz	3.99	147	3.99	2.49-3.99	1258	2.64	2.50	180	2.50
Yogurt	Greek	4-6 oz	0.60-1.49	199	1.21	1.00	1083	1.00	1.00	591	1.00
Yogurt	Yogurt	4-6 oz	1.25	84	1.25				1.25	180	1.25
Yogurt	Yogurt	32 oz	3.50	221	3.50						

Commodity	Type	Pack Size	SOUTH CENTRAL U.S.	SOUTHWEST U.S.	NORTHWEST 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
Butter		1 #				3.99	117	3.99			
Cheese	Natural Varieties	8 oz block	3.99	203	3.99	3.99	178	3.99	3.99	69	3.99
Cheese	Natural Varieties	8 oz shred	3.99	203	3.99	2.99-3.99	388	3.45	3.99	105	3.99
Cottage cheese		16 oz							3.50	289	3.50
Ice cream		48-64oz							4.99	289	4.99
Milk	All fat tests	half gallon	2.99-3.99	291	3.24	2.99-4.99	879	3.81	3.29-3.99	416	3.53
Yogurt	Greek	4-6 oz	1.00	141	1.00	1.00	210	1.00			
Yogurt	Greek	32 oz							3.79	105	3.79
Yogurt	Yogurt	32 oz	3.79-3.99	406	3.89	3.79-3.99	356	3.89	3.79-3.99	243	3.93

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