



## 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 02/10/2017 to 02/16/2017

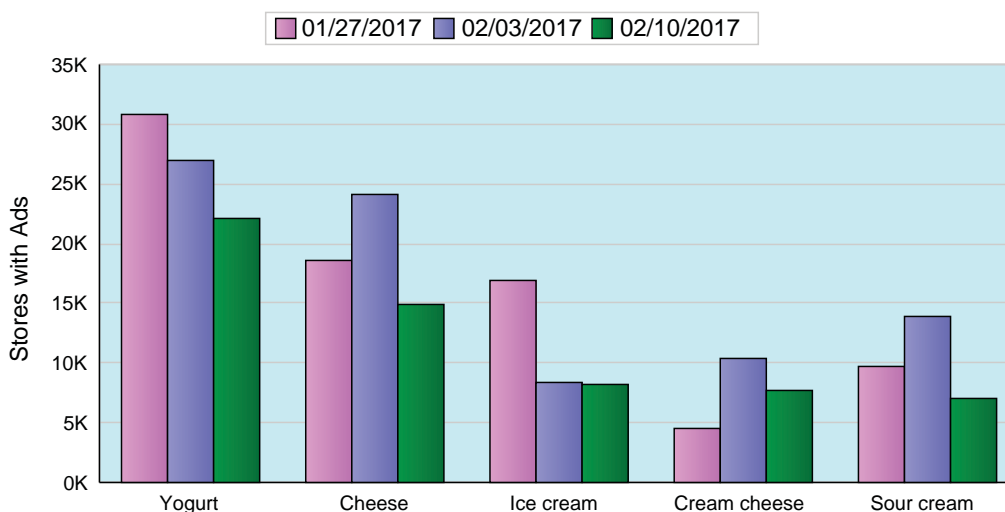
This week, total conventional dairy advertisement numbers decreased 22%, and organic dairy ads decreased 37%. Among the larger percentage changes in advertisement numbers this week for dairy products, 1 pound conventional butter ad numbers increased 92%, however the weighted average advertised price decreased to \$3.04. Conventional 8 ounce cream cheese advertisements decreased 28%, but the average price increased to \$1.94. Sour cream 16 ounce conventional ads decreased 52%, although the average price increased to \$1.72.

The collective number of conventional cheese ads decreased 35% while there were no organic cheese ads this week. The U.S. advertised price for 8 ounce conventional cheese blocks averaged \$3.72. Ads for conventional 8 ounce shred cheese averaged \$2.36.

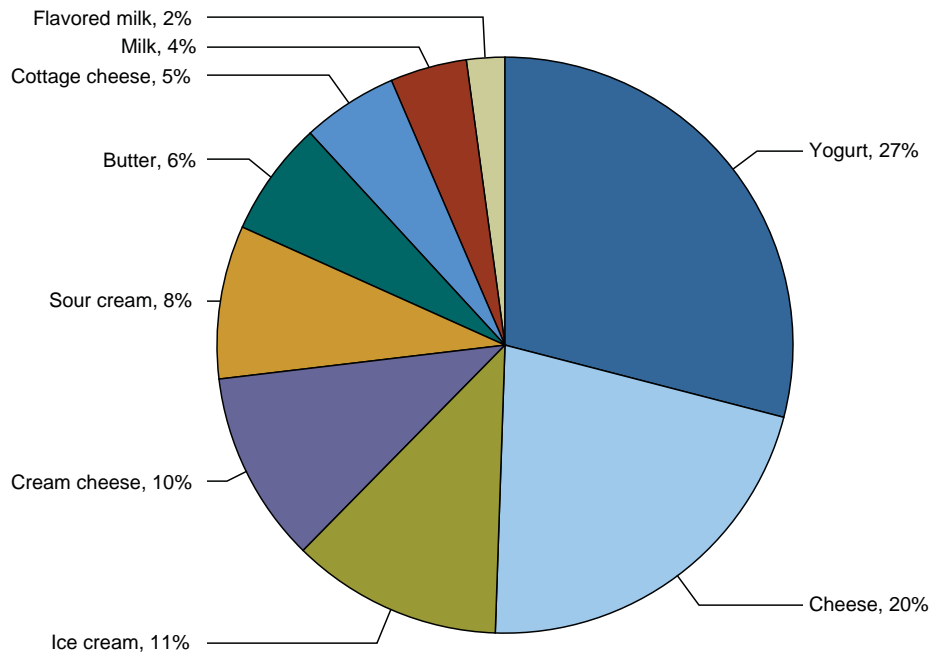
Conventional yogurt ad numbers decreased 14%, and organic yogurt ad numbers decreased 42%. The average sale price for 4-6 ounce conventional yogurt is \$0.53, while 4-6 ounce organic yogurt averaged \$1.00, an organic price premium of \$0.47. The average advertised price for 4-6 ounce conventional Greek yogurt is \$0.99, while 4-6 ounce organic Greek yogurt is \$1.00, an organic price premium of \$0.01.

Organic milk advertisement ad numbers decreased 21%, while ad numbers for conventional milk increased 34%. The weighted average price for organic half gallon milk is \$3.84. For a conventional half gallon of milk, the average price is \$2.42, an organic price premium of \$1.42.

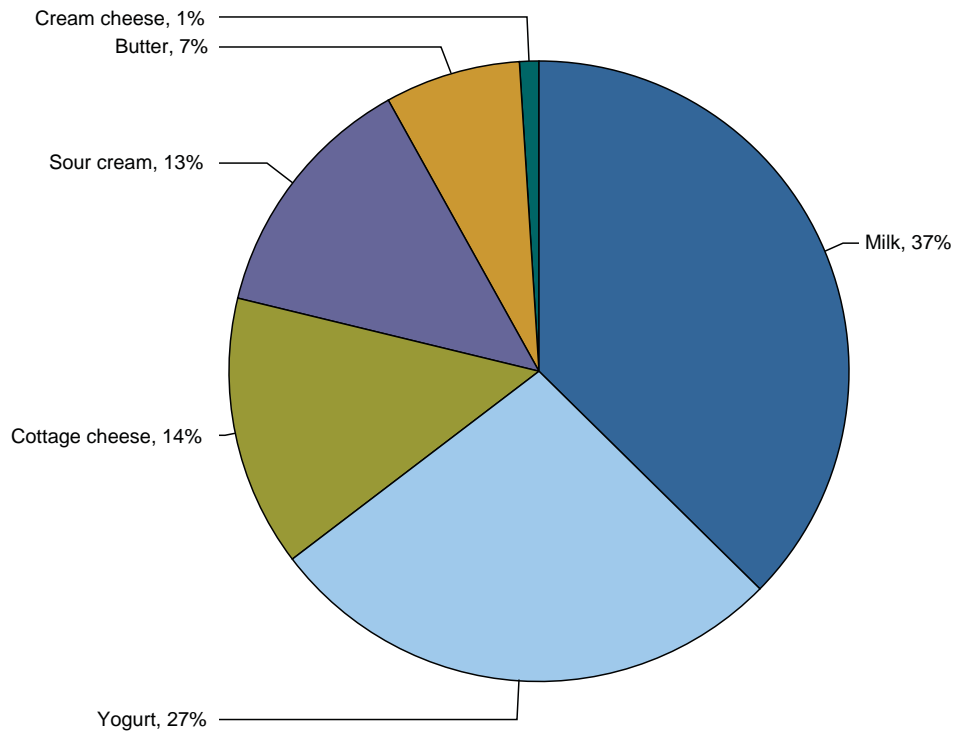
Top 5 Commodities Featured



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 #	4457	3.04	2321	3.64	4024	3.29
Cheese	Natural Varieties	8 oz block	6376	2.26	9072	2.15	8909	2.22
Cheese	Natural Varieties	1 # block	1360	3.72	1287	3.58	3777	3.95
Cheese	Natural Varieties	2 # block	383	6.59	886	5.64	190	6.04
Cheese	Natural Varieties	8 oz shred	5467	2.36	9777	2.23	7807	2.22
Cheese	Natural Varieties	1 # shred	1274	3.76	1756	3.52	3073	3.83
Cottage cheese		16 oz	3382	1.88	5770	1.81	3568	1.83
Cream cheese		8 oz	7553	1.94	10449	1.76	4863	1.96
Flavored milk	All fat tests	half gallon	1318	2.06	850	2.39	1058	1.71
Flavored milk	All fat tests	gallon	525	3.20	548	3.47	413	2.84
Ice cream		48-64oz	8147	3.08	8158	2.95	11134	3.03
Milk	All fat tests	half gallon	686	2.42	273	2.14	296	1.06
Milk	All fat tests	gallon	2156	2.85	1853	2.68	1640	2.33
Sour cream		16 oz	5929	1.72	12299	1.65	6187	1.72
Yogurt	Greek	4-6 oz	9198	.99	9598	.98	13330	.92
Yogurt	Greek	32 oz	959	4.52	1912	3.74	913	4.43
Yogurt	Yogurt	4-6 oz	5618	.53	6990	.51	4862	.49
Yogurt	Yogurt	32 oz	3902	2.22	4491	2.44	1579	2.76

## 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 #	2.50-3.99	706	3.19	2.99-3.00	1951	2.99	2.50-2.99	435	2.65
Cheese	Natural Varieties	8 oz block	1.33-2.50	1564	2.05	1.66-3.50	2079	2.52	1.50-2.50	1423	1.98
Cheese	Natural Varieties	1 # block	2.99-3.00	168	3.00	3.00	61	3.00	2.99-4.99	582	3.93
Cheese	Natural Varieties	8 oz shred	1.99-3.00	1370	2.35	1.66-2.50	1690	2.32	1.88-2.50	837	2.03
Cheese	Natural Varieties	1 # shred	3.49	221	3.49				2.99-4.99	567	3.96
Cottage cheese		16 oz	1.89-2.50	1017	2.15	2.00	1086	2.00	1.00-1.98	840	1.38
Cream cheese		8 oz	1.49-2.89	2144	1.90	1.50-2.00	2483	1.86	1.00-2.49	1629	1.65
Flavored milk	All fat tests	half gallon	2.00-2.50	680	2.21	2.50	61	2.50	1.48-2.00	508	1.61
Flavored milk	All fat tests	gallon				4.99	84	4.99			
Ice cream		48-64oz	1.99-3.99	2147	2.84	1.99-3.00	2248	2.41	1.99-3.99	1708	3.18
Milk	All fat tests	half gallon	2.00-2.99	617	2.35						
Milk	All fat tests	gallon	3.00-3.79	334	3.60	3.99	214	3.99	1.58-2.50	271	1.76
Sour cream		16 oz	0.98-3.00	1981	1.77	1.25-2.00	1515	1.88	1.00-1.89	1345	1.42
Yogurt	Greek	4-6 oz	0.80-1.00	2233	.96	1.00-1.25	2599	1.02	0.80-1.00	1485	.97
Yogurt	Greek	32 oz	3.99-4.99	597	4.57						
Yogurt	Yogurt	4-6 oz	0.39-0.70	2404	.52	0.50-0.70	1686	.62	0.33-0.60	1168	.42
Yogurt	Yogurt	32 oz	2.18-4.69	554	2.62	2.00-2.68	2364	2.14			

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 #	3.00-3.49	135	3.29	2.50-3.49	567	2.97	2.50-3.99	596	3.09
Cheese	Natural Varieties	8 oz block	1.99-2.99	447	2.31	1.99-3.00	493	2.63	1.99-2.50	312	2.11
Cheese	Natural Varieties	1 # block	3.50	141	3.50	3.50-4.99	273	3.84	3.99	135	3.99
Cheese	Natural Varieties	2 # block				6.99	116	6.99	4.99-7.99	235	6.22
Cheese	Natural Varieties	8 oz shred	1.98-3.49	420	2.88	1.99-3.99	422	2.83	1.67-2.50	619	2.19
Cheese	Natural Varieties	1 # shred	3.50	141	3.50	3.50	210	3.50	3.99	135	3.99
Cottage cheese		16 oz	1.25-2.00	306	1.65	2.00	63	2.00	2.99	61	2.99
Cream cheese		8 oz	2.00-2.99	392	2.67	2.49-2.69	451	2.60	1.99-2.49	430	2.21
Flavored milk	All fat tests	half gallon							3.59	69	3.59
Flavored milk	All fat tests	gallon	2.29-3.99	195	2.76	1.99	120	1.99	3.99	105	3.99
Ice cream		48-64oz	3.00-5.00	544	4.12	2.79-4.99	1123	3.90	3.99-4.49	248	4.12
Milk	All fat tests	half gallon							2.99	69	2.99
Milk	All fat tests	gallon	2.29-3.59	470	3.03	1.99-2.99	576	2.38	1.89-3.49	243	2.56
Sour cream		16 oz	1.25-2.29	580	1.71	1.19-2.00	220	1.82	0.99-2.00	199	1.65
Yogurt	Greek	4-6 oz	0.88-1.29	891	1.02	0.89-1.25	1286	1.00	0.88-1.00	632	.95
Yogurt	Greek	32 oz	5.69	141	5.69	2.99	50	2.99	3.50-3.99	166	3.81
Yogurt	Yogurt	4-6 oz	0.50	62	.50	0.50-0.69	200	.56	0.50	61	.50
Yogurt	Yogurt	32 oz	2.18	973	2.18						

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 #				4.29-5.99	67	5.08
Cheese	Natural Varieties	8 oz block				2.69-3.00	58	2.87
Cheese	Natural Varieties	2 # block	6.98-7.99	5	7.38	7.99	27	7.99
Cheese	Natural Varieties	8 oz shred	1.66-3.50	51	3.22	2.69-3.00	58	2.87
Cottage cheese		16 oz	2.19-2.98	9	2.45			
Cream cheese		8 oz				2.00	24	2.00
Flavored milk	All fat tests	gallon	2.99	21	2.99			
Ice cream		48-64oz	3.50-3.99	38	3.69	3.00-4.79	91	4.13
Milk	All fat tests	gallon	2.99	21	2.99	4.99	27	4.99
Sour cream		16 oz	1.98-2.19	11	2.10	2.00-2.99	78	2.51
Yogurt	Greek	4-6 oz	1.00-1.25	31	1.07	1.00-1.50	41	1.31
Yogurt	Greek	32 oz	3.50-4.48	5	4.09			
Yogurt	Yogurt	4-6 oz	0.50-0.70	13	.53	0.69	24	.69
Yogurt	Yogurt	32 oz	2.97	8	2.97	3.50	3	3.50

## 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 #	574	5.17	440	4.93	121	4.99
Cheese	Natural Varieties	8 oz block			450	3.99	126	4.84
Cheese	Natural Varieties	8 oz shred			960	3.64	183	3.99
Cottage cheese		16 oz	1188	3.49	1486	3.48		
Cream cheese		8 oz	105	2.50				
Ice cream		48-64oz			289	4.99		
Milk	All fat tests	half gallon	1686	3.84	3662	3.49	2150	3.71
Milk	All fat tests	gallon	1368	4.94	180	5.99	242	6.98
Milk	All fat tests	8 oz UHT					292	1.00
Sour cream		16 oz	1083	2.49	1585	2.75	167	2.99
Yogurt	Greek	4-6 oz	1665	1.00	2224	1.02	206	1.25
Yogurt	Greek	32 oz	105	5.99	105	3.79	105	4.49
Yogurt	Yogurt	4-6 oz	304	1.00	264	1.25	182	.99
Yogurt	Yogurt	32 oz	69	5.00	1226	3.83	300	3.52

## 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 #	4.69-5.79	220	4.99				4.99	180	4.99
Cottage cheese		16 oz				3.49	1083	3.49			
Milk	All fat tests	half gallon	3.99-4.99	257	4.42	2.99-4.99	274	3.68	2.99	348	2.99
Milk	All fat tests	gallon				4.99	1083	4.99			
Sour cream		16 oz				2.49	1083	2.49			
Yogurt	Greek	4-6 oz				1.00	1317	1.00	1.00	348	1.00
Yogurt	Yogurt	4-6 oz	1.00	304	1.00						

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 #							5.00-5.99	174	5.60
Cottage cheese		16 oz							3.49	105	3.49
Cream cheese		8 oz							2.50	105	2.50
Milk	All fat tests	half gallon	3.49-3.99	206	3.69	3.50-4.69	358	4.30	3.69-4.49	243	4.09
Milk	All fat tests	gallon				3.99-5.99	285	4.74			

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
Yogurt	Greek	32 oz							5.99	105	5.99
Yogurt	Yogurt	32 oz							5.00	69	5.00

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