



## 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 02/17/2017 to 02/23/2017

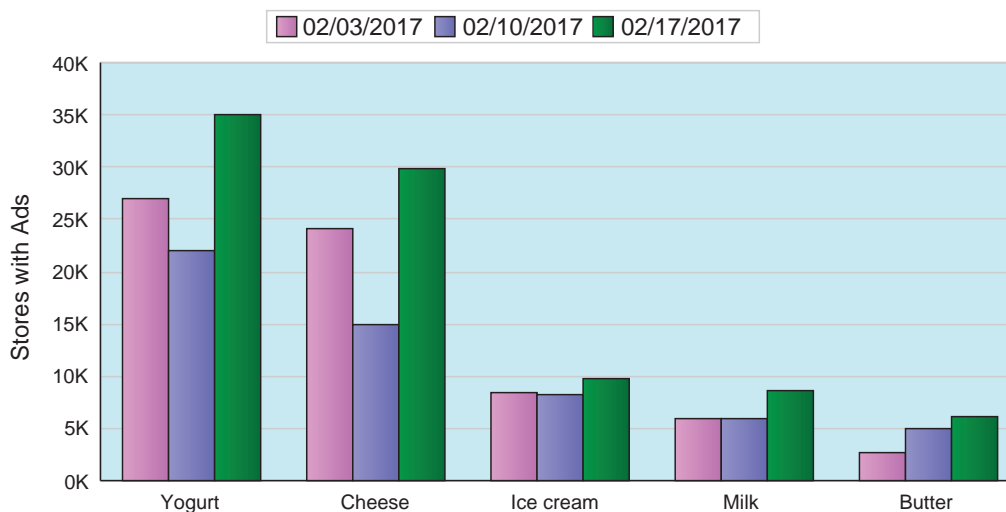
This week, total conventional dairy advertisement numbers increased 36%, and organic dairy ads increased 27%. Conventional 8 ounce shredded cheese ad numbers increased 112%, but the weighted average advertised price decreased to \$2.31. Conventional 8 ounce cream cheese advertisements decreased 44%, but the average price increased to \$2.00. Organic half gallon of milk ads increased 149%, although the average price decreased to \$3.83.

The collective number of conventional cheese ads increased 95%. While there were no organic cheese advertisements last week, ads have returned this week. The U.S. advertised price for 8 ounce conventional cheese blocks averaged \$2.30. Ads for conventional 8 ounce shred cheese averaged \$2.31.

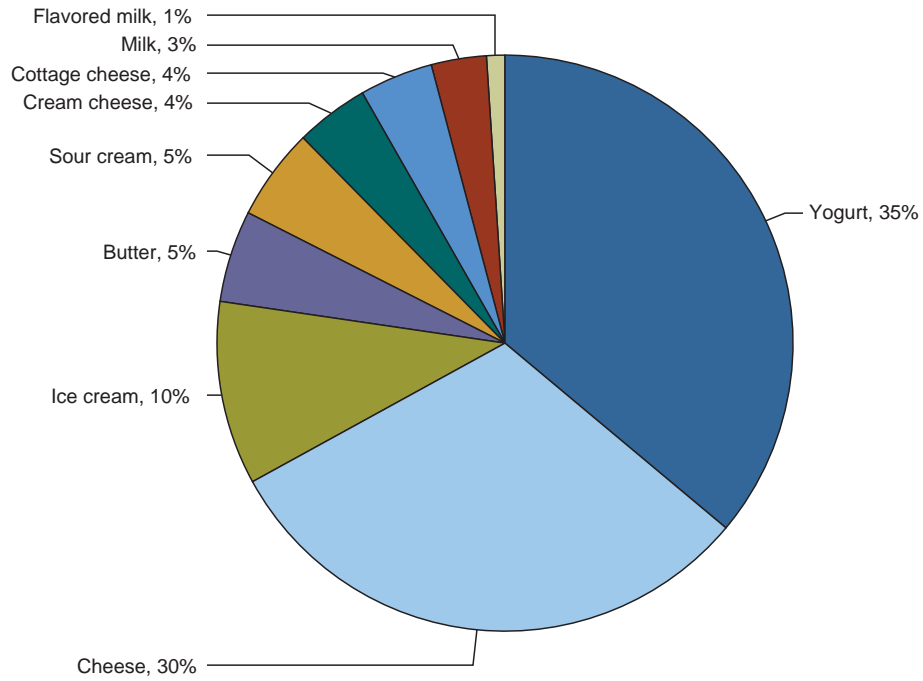
Conventional yogurt ad numbers increased 66%, but organic yogurt ad numbers decreased 15%. The average sale price for 4-6 ounce conventional yogurt is \$0.46, while 4-6 ounce organic yogurt averaged \$1.58, an organic price premium of \$1.12. The average advertised price for 4-6 ounce conventional Greek yogurt is \$0.95, while 4-6 ounce organic Greek yogurt is \$1.19, an organic price premium of \$.24.

Organic milk advertisement ad numbers increased 75%, and ad numbers for conventional milk increased 15%. The weighted average price for organic half gallon milk is \$3.83. For a conventional half gallon of milk, the average price is \$1.48, an organic price premium of \$2.35.

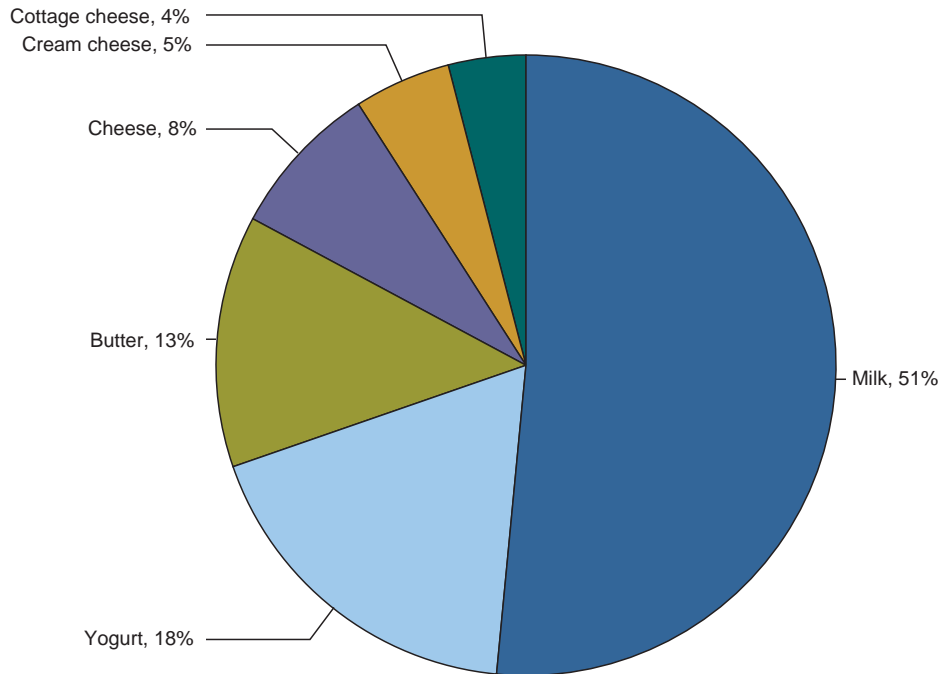
Top 5 Commodities Featured



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 #	4758	3.31	4457	3.04	3017	3.44
Cheese	Natural Varieties	8 oz block	11193	2.30	6376	2.26	6713	2.32
Cheese	Natural Varieties	1 # block	2670	3.68	1360	3.72	2714	3.22
Cheese	Natural Varieties	2 # block	686	5.69	383	6.59	1403	6.92
Cheese	Natural Varieties	8 oz shred	11597	2.31	5467	2.36	7625	2.37
Cheese	Natural Varieties	1 # shred	2899	3.58	1274	3.76	3822	3.37
Cottage cheese		16 oz	3776	1.81	3382	1.88	1981	2.24
Cream cheese		8 oz	4213	2.00	7553	1.94	4152	1.75
Flavored milk	All fat tests	half gallon	615	2.35	1318	2.06	996	1.77
Flavored milk	All fat tests	gallon	352	2.33	525	3.20	251	2.58
Ice cream		48-64oz	9779	3.02	8147	3.08	9641	3.15
Milk	All fat tests	half gallon	515	1.48	686	2.42	1003	2.54
Milk	All fat tests	gallon	2761	2.62	2156	2.85	2620	2.37
Sour cream		16 oz	4206	1.60	5929	1.72	5424	1.69
Yogurt	Greek	4-6 oz	14422	.95	9198	.99	12126	.95
Yogurt	Greek	32 oz	2521	4.43	959	4.52	628	4.26
Yogurt	Yogurt	4-6 oz	9356	.46	5618	.53	6629	.53
Yogurt	Yogurt	32 oz	6760	2.22	3902	2.22	1329	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 #	2.49-4.59	1992	3.48	2.98-3.48	820	3.11	2.50-3.00	683	2.86
Cheese	Natural Varieties	8 oz block	1.49-3.00	3921	2.27	1.49-2.50	4154	2.20	1.75-2.49	703	2.19
Cheese	Natural Varieties	1 # block	3.99	376	3.99	3.49-3.50	512	3.50	2.00-3.99	877	3.52
Cheese	Natural Varieties	2 # block							6.99	180	6.99
Cheese	Natural Varieties	8 oz shred	1.49-2.99	2753	2.28	1.49-2.50	4809	2.24	1.75-2.79	1019	2.29
Cheese	Natural Varieties	1 # shred	3.49-3.99	388	3.71	3.49-3.50	394	3.50	2.49-3.99	1151	3.31
Cottage cheese		16 oz	1.50-2.99	1323	2.05	1.50-1.68	1197	1.53	1.50-2.00	449	1.86
Cream cheese		8 oz	1.50-2.50	1363	1.75	1.00-2.50	1788	2.17	1.29-2.50	359	1.82
Flavored milk	All fat tests	half gallon	1.99-2.99	370	2.47				1.66-1.99	110	1.82
Flavored milk	All fat tests	gallon							1.99-2.99	352	2.33
Ice cream		48-64oz	2.00-4.99	3089	2.81	2.00-4.99	2288	3.04	1.99-3.79	1911	3.16
Milk	All fat tests	half gallon	1.25-1.99	162	1.53	1.66	114	1.66	1.25-1.66	173	1.39
Milk	All fat tests	gallon				2.49-2.79	1293	2.53	1.99-2.99	634	2.19
Sour cream		16 oz	1.49-2.00	1213	1.59	1.50	1568	1.50	1.67-2.00	290	1.92
Yogurt	Greek	4-6 oz	0.75-1.25	3720	.99	0.75-1.00	3893	.92	0.75-1.00	1600	.95
Yogurt	Greek	32 oz	3.99-4.99	769	4.82	4.99	61	4.99	3.89	588	3.89
Yogurt	Yogurt	4-6 oz	0.33-0.60	2252	.48	0.33-0.50	2395	.46	0.33-0.50	1998	.42

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	2.00-2.50	1452	2.35	2.00-2.50	2344	2.11	1.79-2.18	916	2.13

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	55	3.00	0.99-3.50	520	2.72	2.50-4.49	637	3.86
Cheese	Natural Varieties	8 oz block	1.66-2.50	316	1.94	1.77-3.49	1458	2.56	1.99-3.50	601	2.78
Cheese	Natural Varieties	1 # block	2.99	141	2.99	2.49-4.99	629	3.95	3.99	135	3.99
Cheese	Natural Varieties	2 # block	5.00	80	5.00	5.99	114	5.99	5.00	289	5.00
Cheese	Natural Varieties	8 oz shred	1.66-3.49	1101	2.42	1.77-3.49	1265	2.54	1.99-2.99	613	2.29
Cheese	Natural Varieties	1 # shred	2.99	141	2.99	2.49-4.99	629	3.95	3.99-4.99	196	4.30
Cottage cheese		16 oz	1.50-2.00	203	1.85	1.00-2.00	267	1.40	2.00	289	2.00
Cream cheese		8 oz	2.00-2.99	337	2.58	1.00-2.50	291	1.75	2.00	69	2.00
Flavored milk	All fat tests	half gallon							1.25-3.59	135	2.45
Ice cream		48-64oz	2.50-5.50	791	3.34	2.49-3.99	1444	2.90	2.99-3.99	132	3.49
Milk	All fat tests	half gallon							1.25	66	1.25
Milk	All fat tests	gallon	2.89-3.99	376	3.25	2.50-3.28	362	3.03	1.89	69	1.89
Sour cream		16 oz	1.50-2.00	538	1.82	1.00-1.49	473	1.31	1.99	69	1.99
Yogurt	Greek	4-6 oz	0.79-1.00	1033	.95	0.75-1.25	3225	.93	0.86-1.25	839	.94
Yogurt	Greek	32 oz				2.99-4.99	535	4.80	3.59-5.00	568	4.04
Yogurt	Yogurt	4-6 oz	0.44-0.69	377	.54	0.40-0.60	1876	.49	0.40-0.60	422	.44
Yogurt	Yogurt	32 oz	2.18-2.50	1072	2.21	2.00-2.50	666	2.32	2.50-2.79	243	2.57

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 #	3.50-5.49	51	5.13			
Cheese	Natural Varieties	8 oz block	2.00	6	2.00	2.89-3.99	34	3.77
Cheese	Natural Varieties	2 # block	5.00-5.49	23	5.04			
Cheese	Natural Varieties	8 oz shred	2.00	6	2.00	2.79-2.99	31	2.82
Cottage cheese		16 oz	2.50	21	2.50	2.50	27	2.50
Cream cheese		8 oz	1.89	6	1.89			
Ice cream		48-64oz	4.50-8.99	30	8.69	3.29-4.97	94	3.77
Milk	All fat tests	gallon				4.99	27	4.99
Sour cream		16 oz	3.50	28	3.50	1.99	27	1.99
Yogurt	Greek	4-6 oz	1.00	24	1.00	0.88-1.25	88	1.17
Yogurt	Yogurt	4-6 oz	0.60	5	.60	0.60-0.88	31	.84
Yogurt	Yogurt	32 oz	2.79-3.29	13	2.87	2.50	54	2.50

## 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 #	1330	5.07	574	5.17	429	4.99
Cheese	Natural Varieties	8 oz block	423	3.96			295	4.46
Cheese	Natural Varieties	8 oz shred	431	3.71			453	3.51
Cottage cheese		16 oz	394	3.50	1188	3.49	193	3.68
Cream cheese		8 oz	535	2.50	105	2.50	72	2.50
Milk	All fat tests	half gallon	4204	3.83	1686	3.84	1030	4.01
Milk	All fat tests	gallon			1368	4.94	258	6.86
Milk	All fat tests	8 oz UHT	1127	1.02			84	1.00
Sour cream		16 oz			1083	2.49		
Yogurt	Greek	4-6 oz	426	1.19	1665	1.00	207	1.25
Yogurt	Greek	32 oz	651	5.01	105	5.99	331	5.49
Yogurt	Yogurt	4-6 oz	121	1.58	304	1.00	173	1.50
Yogurt	Yogurt	32 oz	711	4.24	69	5.00	1017	2.59

## 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 #	5.29-5.79	167	5.47	4.77-4.99	489	4.87	4.49	119	4.49
Cream cheese		8 oz				2.50	184	2.50	2.50	246	2.50
Milk	All fat tests	half gallon	3.99	161	3.99	2.99-4.29	1676	4.05	2.99-5.89	1061	3.44
Milk	All fat tests	8 oz UHT				1.00-1.08	398	1.04	1.00	137	1.00
Yogurt	Greek	4-6 oz	1.25	304	1.25				1.00	119	1.00
Yogurt	Greek	32 oz	3.49-7.99	369	4.81	7.39	61	7.39	3.50	116	3.50
Yogurt	Yogurt	4-6 oz	1.50	60	1.50						
Yogurt	Yogurt	32 oz	3.49-3.50	382	3.50						

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 #	4.79-4.99	317	4.91				5.00-5.99	235	5.70
Cheese	Natural Varieties	8 oz block	3.99	121	3.99	3.49	241	3.49	5.79	61	5.79
Cheese	Natural Varieties	8 oz shred	3.99	121	3.99	3.49	241	3.49	3.99	69	3.99
Cottage cheese		16 oz							3.49-3.50	394	3.50

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
Cream cheese		8 oz							2.50	105	2.50
Milk	All fat tests	half gallon	2.99	141	2.99	2.99-3.99	577	3.83	3.49-4.49	524	3.85
Milk	All fat tests	8 oz UHT	1.00	141	1.00	1.00	451	1.00			
Yogurt	Greek	32 oz							5.99	105	5.99
Yogurt	Yogurt	4-6 oz							1.66	61	1.66
Yogurt	Yogurt	32 oz	6.49	82	6.49	4.49	178	4.49	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
Butter		1 #	5.98	3	5.98			
Milk	All fat tests	half gallon	4.98	3	4.98	4.99-7.29	61	6.27
Yogurt	Greek	4-6 oz				2.00	3	2.00

#### 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