



## 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/dybretil.pdf>

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### Advertised Prices for Dairy Products at Major Retail Supermarket Outlets ending during the period of 02/24/2017 to 03/02/2017

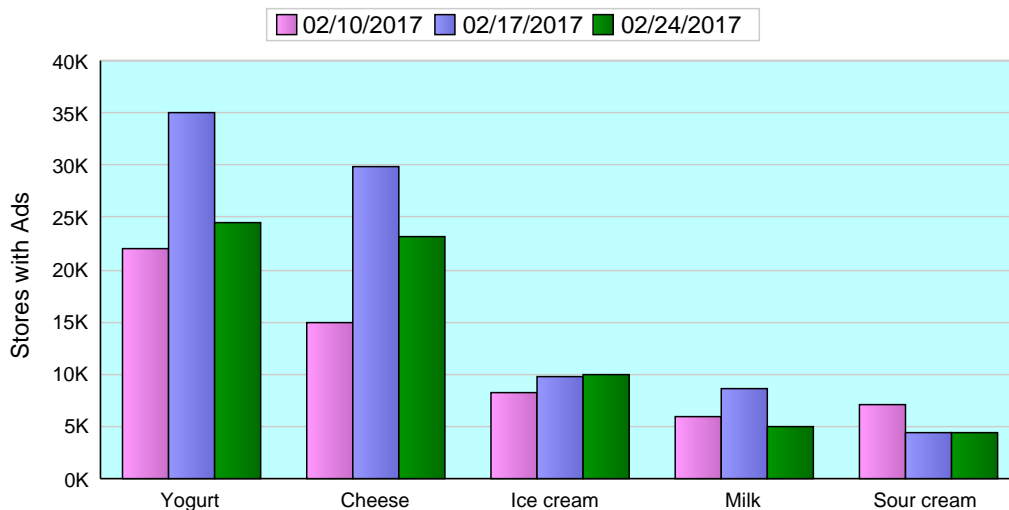
This week, total conventional dairy advertisement numbers decreased 24%, and organic dairy ads decreased 41%. Conventional 16 ounce cottage cheese ad numbers decreased 28%, but the weighted average advertised price increased to \$1.88. Conventional 8 ounce cream cheese advertisements decreased 16%, and the average price decreased to \$1.98.

The collective number of conventional cheese ads decreased 23% while organic cheese ads increased 7%. The U.S. advertised price for 8 ounce conventional cheese blocks averaged \$2.06. Ads for conventional 8 ounce shred cheese averaged \$2.12.

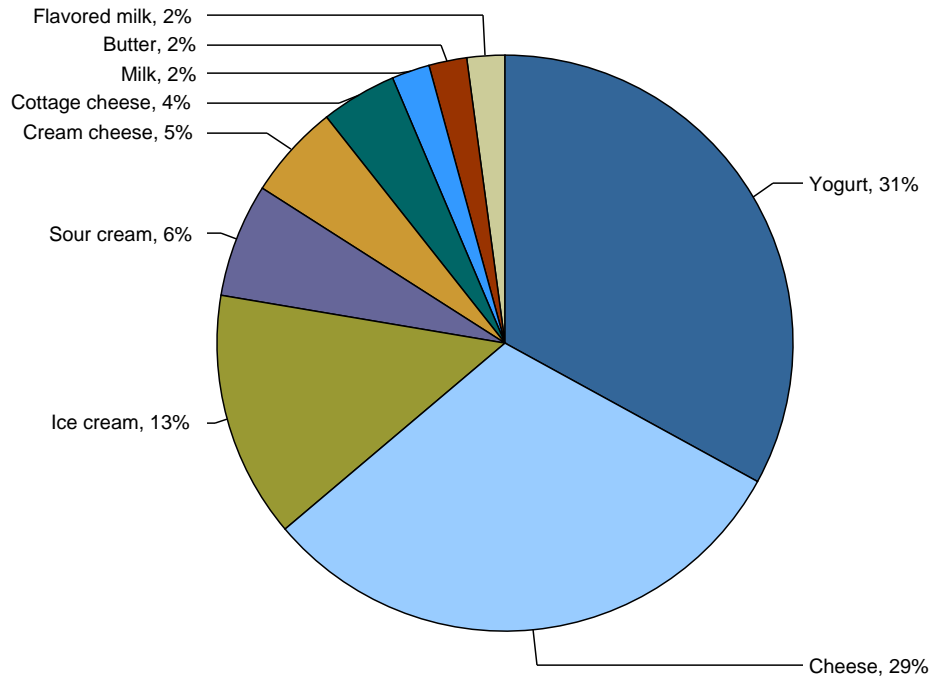
Conventional yogurt ad numbers decreased 29%, and organic yogurt ad numbers decreased 41%. The average sale price for 4-6 ounce conventional yogurt is \$0.51, while 4-6 ounce organic yogurt averaged \$0.69, an organic price premium of \$0.18. The average advertised price for 4-6 ounce conventional Greek yogurt is \$0.98. There are no advertisements for 4-6 ounce organic Greek yogurt this week.

Organic milk ad numbers decreased 37%, and ad numbers for conventional milk decreased 50%. The weighted average price for organic half gallon milk is \$3.74. For a conventional half gallon of milk, the average price is \$2.27, an organic price premium of \$1.47.

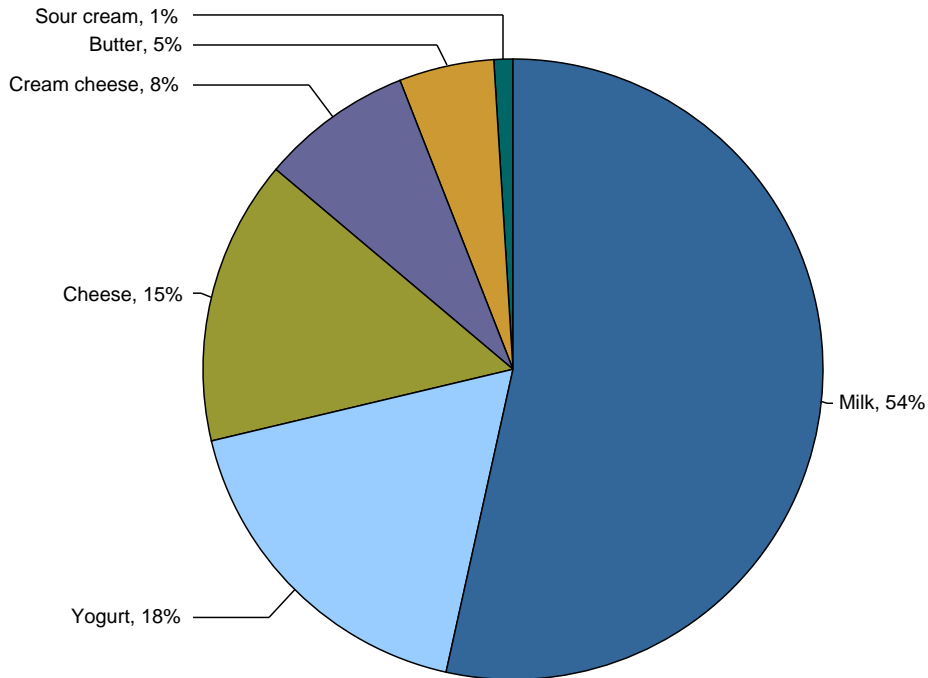
Top 5 Commodities Featured



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 #	1467	3.15	4758	3.31	4894	2.96
Cheese	Natural Varieties	8 oz block	7263	2.06	11193	2.30	9047	2.25
Cheese	Natural Varieties	1 # block	2312	3.74	2670	3.68	1066	3.61
Cheese	Natural Varieties	2 # block	788	5.42	686	5.69	757	5.65
Cheese	Natural Varieties	8 oz shred	9834	2.12	11597	2.31	10290	2.26
Cheese	Natural Varieties	1 # shred	2115	3.60	2899	3.58	1729	3.49
Cottage cheese		16 oz	2715	1.88	3776	1.81	3825	1.66
Cream cheese		8 oz	3539	1.98	4213	2.00	4500	1.84
Flavored milk	All fat tests	half gallon	874	2.83	615	2.35	1113	1.94
Flavored milk	All fat tests	gallon	374	2.10	352	2.33	141	1.89
Ice cream		48-64oz	9926	3.00	9779	3.02	12168	2.95
Milk	All fat tests	half gallon	243	2.27	515	1.48	694	1.35
Milk	All fat tests	gallon	1402	2.31	2761	2.62	1810	2.52
Sour cream		16 oz	4263	1.65	4206	1.60	6143	1.50
Yogurt	Greek	4-6 oz	13025	.98	14422	.95	13318	.96
Yogurt	Greek	32 oz	1933	3.87	2521	4.43	1128	4.18
Yogurt	Yogurt	4-6 oz	6304	.51	9356	.46	6946	.49
Yogurt	Yogurt	32 oz	2067	2.66	6760	2.22	397	2.20

## 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	573	3.16	2.99-3.48	279	3.33	2.98-2.99	176	2.99
Cheese	Natural Varieties	8 oz block	1.99-3.29	2252	2.35	1.66-2.50	1615	2.03	0.99-2.50	1585	1.82
Cheese	Natural Varieties	1 # block	2.99-4.99	773	3.91	2.99-4.00	826	3.60	3.33-3.99	458	3.55
Cheese	Natural Varieties	8 oz shred	1.50-2.99	2580	2.20	1.66-2.50	2788	2.23	1.49-2.79	1842	2.04
Cheese	Natural Varieties	1 # shred	3.49-3.99	368	3.69	2.99-4.00	826	3.60	2.99-3.99	617	3.43
Cottage cheese		16 oz	1.50-2.99	869	2.26	1.50-1.68	1197	1.53	1.99-2.00	421	1.99
Cream cheese		8 oz	1.49-2.50	902	1.73	1.29-2.89	1014	2.29	1.19-2.00	664	1.59
Flavored milk	All fat tests	half gallon	3.00	84	3.00	3.00	502	3.00	1.60-1.99	164	1.85
Flavored milk	All fat tests	gallon							1.99	233	1.99
Ice cream		48-64oz	2.00-4.99	3369	2.93	2.49-3.50	3296	2.91	2.50-3.99	1369	3.16
Milk	All fat tests	half gallon							1.60-2.99	126	2.36
Milk	All fat tests	gallon							1.58-2.50	367	1.97
Sour cream		16 oz	1.29-1.99	1700	1.63	1.28-2.00	1340	1.56	1.50-2.00	553	1.78
Yogurt	Greek	4-6 oz	0.69-1.09	3644	.94	0.75-1.25	3687	1.01	0.69-1.25	1828	.98
Yogurt	Greek	32 oz	2.79-4.39	653	3.34	3.99	502	3.99	3.99-4.99	299	4.39
Yogurt	Yogurt	4-6 oz	0.44-1.00	1431	.59	0.40-0.70	2243	.56	0.33-0.60	1103	.38
Yogurt	Yogurt	32 oz	1.99-3.50	1231	2.61	2.18-2.99	422	2.62			

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 #	2.50-3.99	144	3.35	2.99	63	2.99	1.90-2.99	174	2.33
Cheese	Natural Varieties	8 oz block	1.25-1.99	785	1.64	1.77-1.99	713	1.92	2.00-2.50	138	2.25
Cheese	Natural Varieties	1 # block	4.00	55	4.00	3.99	63	3.99	3.99	135	3.99
Cheese	Natural Varieties	2 # block	5.00	80	5.00	4.99-5.99	468	5.56	4.99-5.99	235	5.28
Cheese	Natural Varieties	8 oz shred	1.25-2.49	1231	1.72	1.77-2.49	1039	2.03	2.00-2.99	204	2.49
Cheese	Natural Varieties	1 # shred	3.49-4.00	169	3.66				3.99	135	3.99
Cottage cheese		16 oz	2.00	74	2.00	1.88	120	1.88			
Cream cheese		8 oz	1.29-2.99	367	2.43	1.99	178	1.99	0.99-2.50	356	1.99
Flavored milk	All fat tests	half gallon	3.00	55	3.00				3.59	69	3.59
Flavored milk	All fat tests	gallon	2.29	141	2.29						
Ice cream		48-64oz	2.50-4.99	455	3.21	1.99-3.99	932	2.79	2.99-4.49	375	3.34
Milk	All fat tests	half gallon							1.25	66	1.25
Milk	All fat tests	gallon	2.29-2.89	274	2.58	1.99-2.79	758	2.36			
Sour cream		16 oz	1.50	62	1.50	1.88-2.00	227	1.94	0.99-1.99	295	1.41
Yogurt	Greek	4-6 oz	0.69-1.39	1104	.98	0.87-1.25	1908	1.04	0.75-1.00	756	.89
Yogurt	Greek	32 oz	3.99	55	3.99	3.99	178	3.99	3.99-5.00	243	4.28
Yogurt	Yogurt	4-6 oz	0.33-0.60	589	.46	0.40-0.50	484	.44	0.33-0.79	398	.50
Yogurt	Yogurt	32 oz	2.99	196	2.99	2.50	137	2.50	2.99	61	2.99

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 #	4.50	28	4.50	4.99	30	4.99
Cheese	Natural Varieties	8 oz block	2.50-3.98	70	3.14	1.99-3.79	105	3.27
Cheese	Natural Varieties	1 # block	5.99	2	5.99			
Cheese	Natural Varieties	2 # block	5.49-5.98	5	5.78			
Cheese	Natural Varieties	8 oz shred	2.50-3.98	42	2.88	1.99-3.79	108	3.25
Cottage cheese		16 oz				3.00	34	3.00
Cream cheese		8 oz	1.79-3.00	31	2.10	2.50	27	2.50
Ice cream		48-64oz	3.50-6.99	59	5.32	3.50-7.99	71	4.47
Milk	All fat tests	half gallon				2.99-3.79	51	3.37
Milk	All fat tests	gallon				5.29	3	5.29
Sour cream		16 oz	1.79-2.33	25	1.85	2.99-3.00	61	3.00
Yogurt	Greek	4-6 oz	1.00-1.50	33	1.47	0.79-1.25	65	1.06
Yogurt	Greek	32 oz				6.49	3	6.49
Yogurt	Yogurt	4-6 oz	0.58-0.90	23	.61	0.70-0.99	33	.75
Yogurt	Yogurt	32 oz	2.79-3.98	14	3.05	4.29	6	4.29

## 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 #	314	5.61	1330	5.07	757	5.39
Cheese	Natural Varieties	8 oz block	725	3.30	423	3.96	212	4.33
Cheese	Natural Varieties	1 # block	61	4.99				
Cheese	Natural Varieties	8 oz shred	130	3.29	431	3.71	388	3.42
Cottage cheese		16 oz			394	3.50	394	3.27
Cream cheese		8 oz	488	2.50	535	2.50		
Milk	All fat tests	half gallon	2774	3.74	4204	3.83	3480	3.93
Milk	All fat tests	gallon	604	5.99			1625	5.95
Milk	All fat tests	8 oz UHT			1127	1.02	84	1.00
Sour cream		16 oz	61	1.67				
Yogurt	Greek	4-6 oz			426	1.19	673	1.36
Yogurt	Greek	32 oz	105	5.99	651	5.01	227	5.99
Yogurt	Yogurt	4-6 oz	72	.69	121	1.58	294	1.26
Yogurt	Yogurt	32 oz	813	2.88	711	4.24	408	2.61

## 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 #	5.79	59	5.79				5.49	81	5.49
Cheese	Natural Varieties	8 oz block	3.99	72	3.99						
Cream cheese		8 oz							2.50	383	2.50
Milk	All fat tests	half gallon	3.50-4.99	822	4.13	2.99-4.28	603	3.55	2.99-3.99	801	3.42
Milk	All fat tests	gallon	5.99	543	5.99	5.99	61	5.99			
Yogurt	Yogurt	4-6 oz	0.69	72	.69						
Yogurt	Yogurt	32 oz	3.50	137	3.50				2.50	256	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 #							5.00-5.99	174	5.60
Cheese	Natural Varieties	8 oz block	3.00	141	3.00	3.00-3.49	451	3.26	3.50	61	3.50
Cheese	Natural Varieties	1 # block							4.99	61	4.99
Cheese	Natural Varieties	8 oz shred							2.50-3.99	130	3.29

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	3.99	80	3.99	2.99-3.99	294	3.58	3.89-4.49	174	4.25
Sour cream		16 oz							1.67	61	1.67
Yogurt	Greek	32 oz							5.99	105	5.99
Yogurt	Yogurt	32 oz	2.50	141	2.50	2.50	210	2.50	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