



Dairy Market News Branch

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

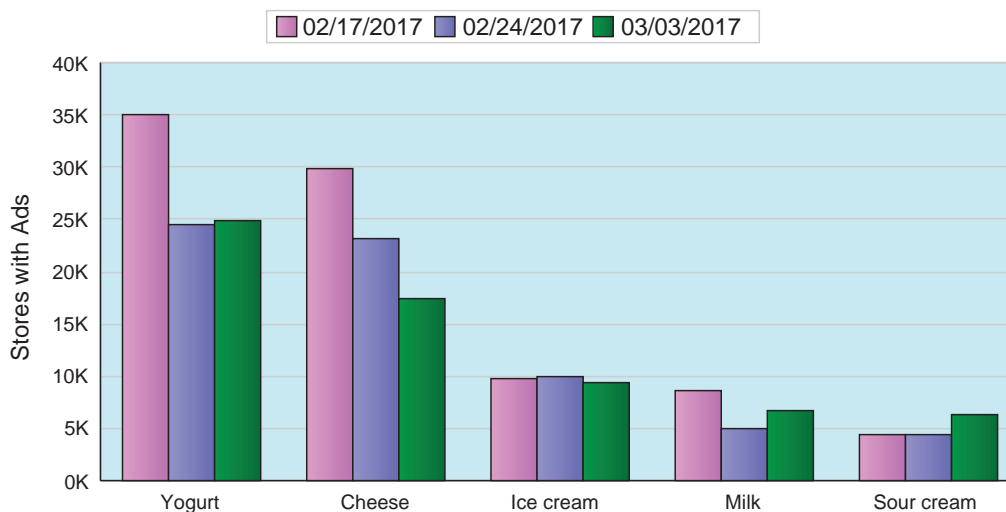
This week, total conventional dairy advertisement numbers increased 1%, and organic dairy ads increased 34%. Amongst the bigger percentage differences in ad totals this week for conventional dairy commodities, the commodity, advertisement percentage difference, and national weighted average advertised prices are: 1 pound butter, +83%, \$3.04; 1 pound shredded cheese, -88%, \$3.15; and 16 ounce cottage cheese, +75%, \$1.84.

The collective number of conventional cheese ads decreased 22%, and there were no organic cheese ads this week. The U.S. advertised price for 8 ounce conventional cheese blocks averaged \$2.15. Ads for conventional 8 ounce shred cheese averaged \$2.21.

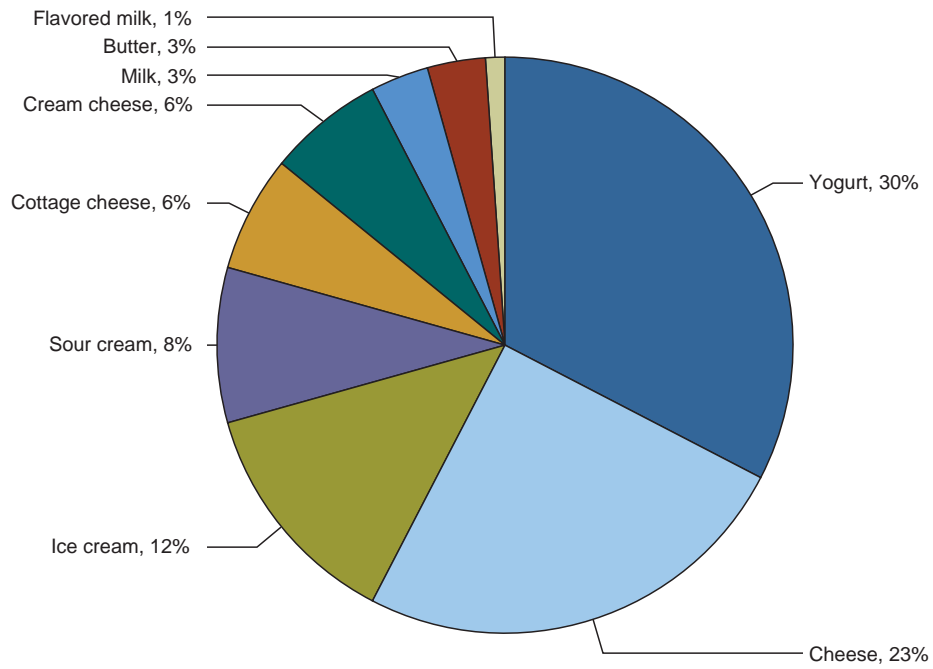
Conventional yogurt ad numbers decreased 2%, and organic yogurt ad numbers increased 69%. The average sale price for 4-6 ounce conventional yogurt is \$0.53, while 4-6 ounce organic yogurt did not have any advertised average prices this week. The average advertised price for 4-6 ounce conventional Greek yogurt is \$0.97. The average advertised price for 4-6 ounce organic Greek yogurt is \$1.27, an organic price premium of \$0.30.

Organic milk ad numbers increased 19%, and ad numbers for conventional milk increased 64%. The weighted average price for organic half gallon milk is \$3.54. For a conventional half gallon of milk, the average price is \$1.77, an organic price premium of \$1.77.

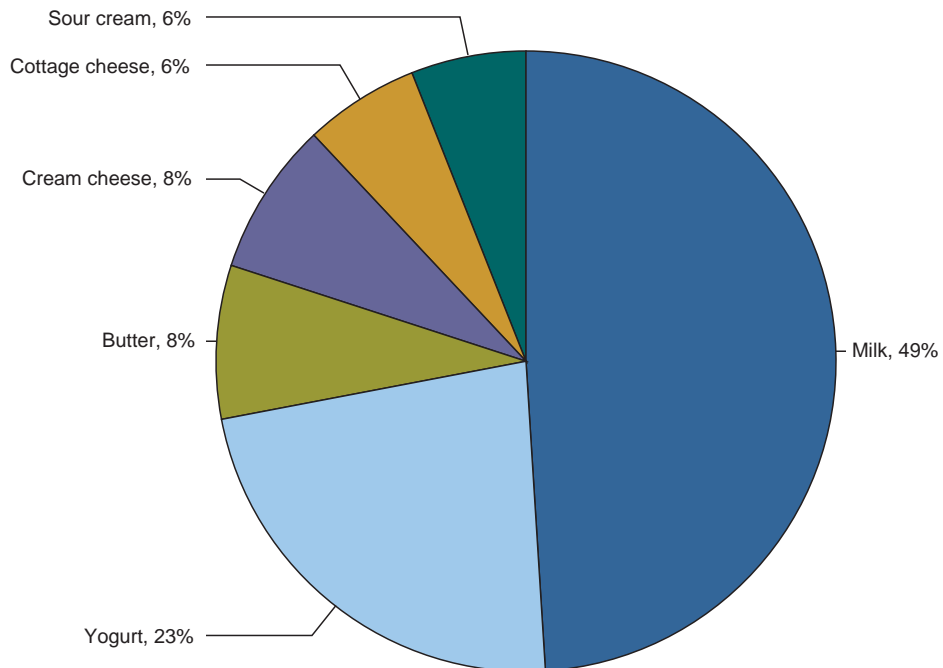
Top 5 Commodities Featured



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 #	2688	3.04	1467	3.15	4237	2.90
Cheese	Natural Varieties	8 oz block	8831	2.15	7263	2.06	4934	2.29
Cheese	Natural Varieties	1 # block	897	3.44	2312	3.74	3154	3.63
Cheese	Natural Varieties	2 # block	298	5.79	788	5.42	799	6.20
Cheese	Natural Varieties	8 oz shred	7118	2.21	9834	2.12	7788	2.28
Cheese	Natural Varieties	1 # shred	262	3.15	2115	3.60	2800	3.72
Cottage cheese		16 oz	4751	1.84	2715	1.88	4333	1.99
Cream cheese		8 oz	4371	1.66	3539	1.98	8566	1.88
Flavored milk	All fat tests	half gallon	122	2.56	874	2.83	427	1.98
Flavored milk	All fat tests	gallon	576	2.82	374	2.10	819	2.99
Ice cream		48-64oz	9425	3.03	9926	3.00	12210	3.02
Milk	All fat tests	half gallon	296	1.77	243	2.27	499	1.41
Milk	All fat tests	gallon	2395	3.11	1402	2.31	2487	2.38
Sour cream		16 oz	5885	1.73	4263	1.65	5369	1.71
Yogurt	Greek	4-6 oz	11945	.97	13025	.98	13141	.95
Yogurt	Greek	32 oz	984	4.03	1933	3.87	1555	4.93
Yogurt	Yogurt	4-6 oz	8658	.53	6304	.51	7983	.48
Yogurt	Yogurt	32 oz	1358	2.39	2067	2.66	912	2.18

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 #	2.99-4.49	673	3.36	3.28-3.29	564	3.29	1.68-2.88	543	2.19
Cheese	Natural Varieties	8 oz block	1.77-3.50	3337	2.22	1.79-3.00	2392	2.15	1.49-2.79	1324	1.99
Cheese	Natural Varieties	1 # block	2.99-3.99	668	3.54				2.99-3.33	229	3.17
Cheese	Natural Varieties	8 oz shred	1.99-3.00	2381	2.42	1.88-2.99	1486	2.12	1.49-2.79	1267	1.99
Cheese	Natural Varieties	1 # shred							3.33	123	3.33
Cottage cheese		16 oz	1.50-2.99	1541	2.08	1.50-2.50	2074	1.81	1.00-1.99	808	1.51
Cream cheese		8 oz	0.99-2.50	1315	1.52	1.50-2.50	1232	1.68	0.99-2.49	1115	1.68
Flavored milk	All fat tests	half gallon							1.99	53	1.99
Flavored milk	All fat tests	gallon							1.99-3.49	576	2.82
Ice cream		48-64oz	1.99-3.99	2387	2.73	2.50-3.50	2187	2.80	1.98-3.99	1622	3.15
Milk	All fat tests	half gallon	2.49	62	2.49	1.49-1.67	234	1.58			
Milk	All fat tests	gallon	3.69	137	3.69	2.49-4.29	825	3.87	1.99-2.99	805	2.41
Sour cream		16 oz	1.49-2.00	2019	1.86	1.28-2.00	2139	1.68	1.00-2.00	929	1.63
Yogurt	Greek	4-6 oz	0.69-1.33	3828	.98	0.69-1.25	4282	.95	0.88-1.25	1979	1.00
Yogurt	Greek	32 oz	3.39-5.49	681	4.05				3.99	237	3.99
Yogurt	Yogurt	4-6 oz	0.50-1.00	1951	.63	0.50-0.70	3070	.57	0.30-1.00	2098	.47
Yogurt	Yogurt	32 oz	2.50	147	2.50	2.00-2.50	379	2.25	2.00-3.99	207	2.74

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
Butter		1 #	2.99-3.99	243	3.53	2.50-2.99	438	2.89	2.50-3.99	182	3.00
Cheese	Natural Varieties	8 oz block	1.48-2.99	691	2.09	1.99-3.29	584	2.35	1.49-2.50	461	1.92
Cheese	Natural Varieties	2 # block	4.99	121	4.99	5.99	116	5.99	6.99	61	6.99
Cheese	Natural Varieties	8 oz shred	1.48-3.00	885	2.13	1.99-2.99	588	2.28	1.49-2.50	469	2.06
Cheese	Natural Varieties	1 # shred	2.99	139	2.99						
Cottage cheese		16 oz	2.00	55	2.00	1.00	90	1.00	1.50-2.00	127	1.74
Cream cheese		8 oz	1.50-1.99	579	1.73				2.00	69	2.00
Flavored milk	All fat tests	half gallon							2.99	69	2.99
Ice cream		48-64oz	2.49-4.99	1023	3.67	1.50-4.49	1815	3.06	3.00-4.49	314	3.89
Milk	All fat tests	gallon	2.29-4.29	330	3.07	1.99	63	1.99	1.69-2.39	174	2.11
Sour cream		16 oz	2.00	55	2.00	1.00-1.79	388	1.36	1.50-2.99	298	1.93
Yogurt	Greek	4-6 oz	0.79-1.00	728	.96	1.00	1027	1.00	1.00	61	1.00
Yogurt	Greek	32 oz							3.99	61	3.99
Yogurt	Yogurt	4-6 oz	0.33-0.50	365	.41	0.33-0.50	625	.40	0.30-0.60	543	.42
Yogurt	Yogurt	32 oz				2.00	285	2.00	2.50	289	2.50

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 #	3.48-3.99	11	3.76	4.39	34	4.39
Cheese	Natural Varieties	8 oz block	1.67-2.99	8	2.66	3.25	34	3.25
Cheese	Natural Varieties	8 oz shred	2.00-2.99	8	2.74	3.25	34	3.25
Cottage cheese		16 oz	2.28-2.50	5	2.37	2.50-2.99	51	2.76
Cream cheese		8 oz				2.49-2.50	61	2.50
Ice cream		48-64oz	2.99-4.99	26	4.14	3.50-6.59	51	3.91
Milk	All fat tests	gallon				4.89-4.99	61	4.93
Sour cream		16 oz	1.98-2.50	30	2.35	1.99	27	1.99
Yogurt	Greek	4-6 oz	1.00	2	1.00	0.88-1.25	38	.92
Yogurt	Greek	32 oz	3.39-3.98	5	3.74			
Yogurt	Yogurt	4-6 oz	0.70	2	.70	0.70	4	.70
Yogurt	Yogurt	32 oz	2.49-3.00	27	2.89	3.69	24	3.69

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 #	679	5.82	314	5.61	840	5.47

Wtd Avg - Simple weighted average



Cheese	Natural Varieties	8 oz block			725	3.30	717	4.49
Cheese	Natural Varieties	1 # block			61	4.99		
Cheese	Natural Varieties	8 oz shred			130	3.29	627	3.73
Cottage cheese		16 oz	502	3.47			276	3.00
Cream cheese		8 oz	666	2.76	488	2.50		
Milk	All fat tests	half gallon	3350	3.54	2774	3.74	1652	3.85
Milk	All fat tests	gallon	471	4.70	604	5.99	891	5.20
Milk	All fat tests	8 oz UHT	183	1.00			271	1.11
Sour cream		16 oz	461	2.99	61	1.67		
Yogurt	Greek	4-6 oz	376	1.27			1400	1.29
Yogurt	Greek	32 oz	549	4.58	105	5.99	626	5.87
Yogurt	Yogurt	4-6 oz			72	.69	238	1.20
Yogurt	Yogurt	32 oz	983	2.79	813	2.88	322	3.13

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 #	3.99-5.99	618	5.80	5.99	61	5.99			
Cream cheese		8 oz				2.50	90	2.50	2.50	225	2.50
Milk	All fat tests	half gallon	3.79	110	3.79	3.79-3.98	1197	3.82	2.99-3.99	558	3.11
Milk	All fat tests	gallon	3.99-5.99	471	4.70						
Milk	All fat tests	8 oz UHT				1.00	114	1.00			
Sour cream		16 oz							2.99	110	2.99
Yogurt	Greek	4-6 oz	1.00-1.33	376	1.27						
Yogurt	Greek	32 oz	3.50-4.99	239	3.95						
Yogurt	Yogurt	32 oz				2.50	90	2.50	2.50-2.99	813	2.85

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
Cottage cheese		16 oz	2.99	141	2.99	2.99-3.99	361	3.66			
Cream cheese		8 oz	2.99	141	2.99	2.99	210	2.99			
Milk	All fat tests	half gallon	2.99-3.49	337	3.28	2.99-3.99	651	3.67	2.99-3.49	476	3.29
Milk	All fat tests	8 oz UHT							1.00	69	1.00
Sour cream		16 oz	2.99	141	2.99	2.99	210	2.99			
Yogurt	Greek	32 oz							4.99	289	4.99
Yogurt	Yogurt	32 oz	2.49	80	2.49						



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	3.49	21	3.49			
Yogurt	Greek	32 oz	5.99	21	5.99			

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