



## 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 03/10/2017 to 03/16/2017

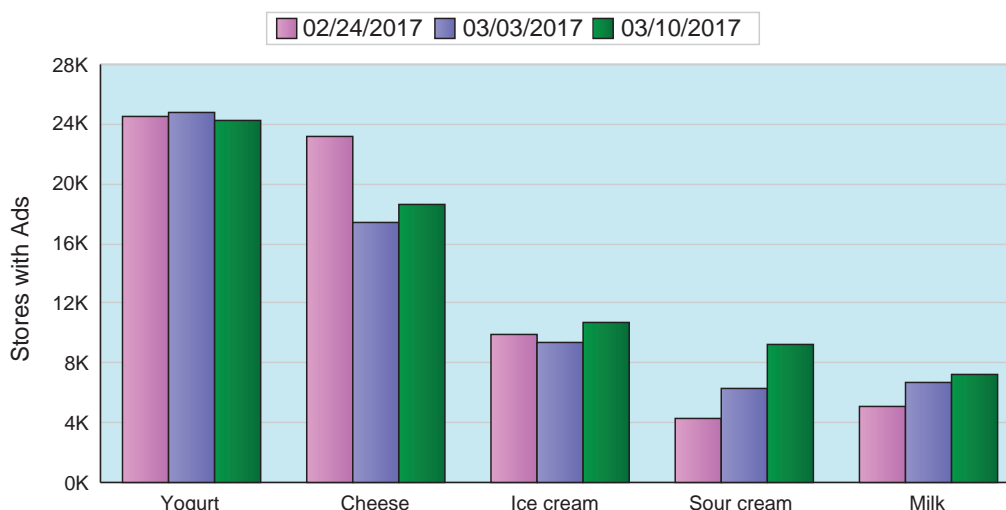
This week, total conventional dairy advertisements increased 4%, but organic dairy ads were unchanged. Conventional butter ads increased 44%, while organic butter ads saw an 11% increase. The national average price for 1 pound conventional butter is \$3.18, while 1 pound organic butter is \$5.01, representing an organic price premium of \$1.83.

Conventional yogurt ads decreased 4%, and organic yogurt ads decreased 22%. The average sale price for 4-6 ounce conventional Greek yogurt is \$0.97, while 4-6 ounce organic Greek yogurt is \$1.14, an organic price premium of \$0.17. The average sale price for 4-6 ounce conventional yogurt is \$0.50, while 4-6 ounce organic yogurt is \$1.10, an organic price premium of \$0.60.

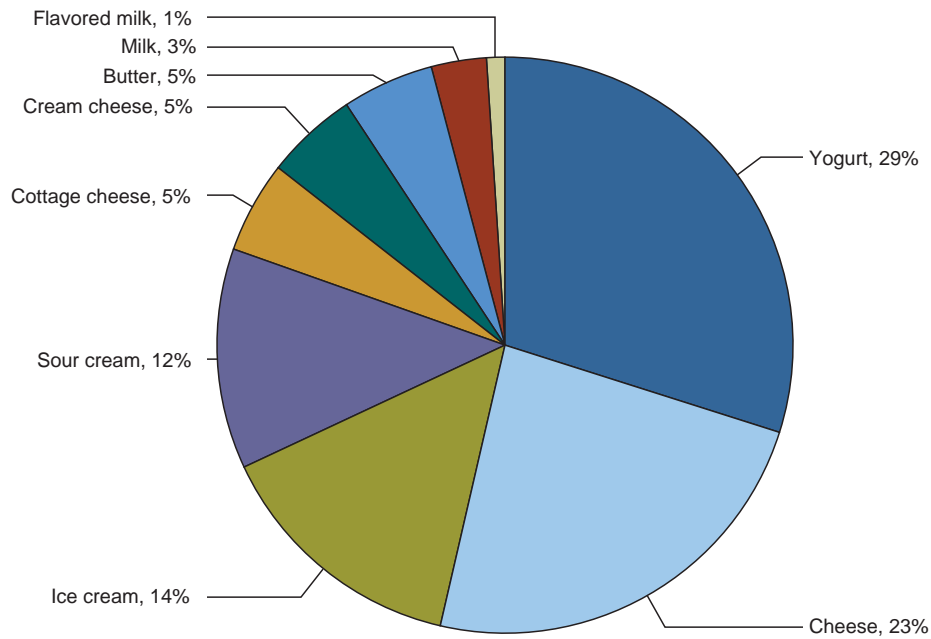
The U.S. advertised price for 8 ounce conventional cheese blocks averaged \$2.31, while organic 8 ounce blocks averaged \$3.08, an organic premium of \$0.77. Ads for conventional 8 ounce shred cheese averaged \$2.31, while organic 8 ounce shred averaged \$4.06, an organic premium of \$1.75. The collective number of conventional cheese ads decreased 3%.

This week, the difference between the weighted average price for organic half gallon milk, \$3.69, and the weighted average price for conventional half gallon milk, \$1.55, resulted in an organic price premium of \$2.14. Organic milk advertisements increased 27%, but ads for conventional milk decreased 19%.

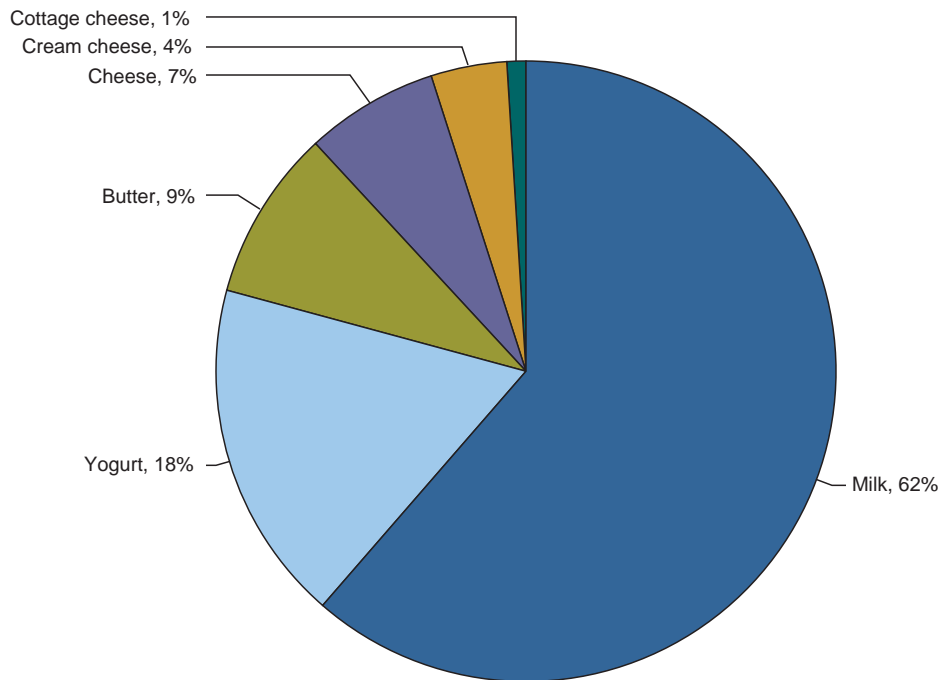
Top 5 Commodities Featured



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 #	3882	3.18	2688	3.04	1703	3.43
Cheese	Natural Varieties	8 oz block	8250	2.25	8831	2.15	7351	2.43
Cheese	Natural Varieties	1 # block	1253	3.45	897	3.44	3604	3.46
Cheese	Natural Varieties	2 # block	247	6.01	298	5.79	1217	5.84
Cheese	Natural Varieties	8 oz shred	7611	2.31	7118	2.21	5999	2.29
Cheese	Natural Varieties	1 # shred	695	3.07	262	3.15	3163	3.48
Cottage cheese		16 oz	4115	1.90	4751	1.84	3155	2.07
Cream cheese		8 oz	4076	1.90	4371	1.66	5191	1.70
Flavored milk	All fat tests	half gallon	268	1.36	122	2.56	308	2.76
Flavored milk	All fat tests	gallon	716	2.53	576	2.82	977	3.01
Ice cream		48-64oz	10781	3.27	9425	3.03	9418	3.11
Milk	All fat tests	half gallon	655	1.55	296	1.77	536	2.54
Milk	All fat tests	gallon	1522	2.51	2395	3.11	1797	2.54
Sour cream		16 oz	9252	1.84	5885	1.73	4618	1.75
Yogurt	Greek	4-6 oz	10958	.97	11945	.97	16561	.91
Yogurt	Greek	32 oz	2951	4.64	984	4.03	565	4.58
Yogurt	Yogurt	4-6 oz	7859	.51	8658	.53	6799	.48
Yogurt	Yogurt	32 oz	1029	3.59	1358	2.39	2342	2.14

## 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 #	2.77-4.49	1074	3.21	2.50-3.49	1970	3.18	2.50-3.00	554	2.80
Cheese	Natural Varieties	8 oz block	1.79-4.49	2315	2.50	1.79-3.00	3175	2.30	1.48-2.50	1697	1.97
Cheese	Natural Varieties	1 # block	3.99	296	3.99	3.48-3.50	279	3.49	2.49-3.33	206	2.77
Cheese	Natural Varieties	2 # block				5.99	64	5.99			
Cheese	Natural Varieties	8 oz shred	1.66-3.59	2316	2.36	1.99-2.50	2516	2.40	1.48-2.50	1010	2.13
Cheese	Natural Varieties	1 # shred	3.99	147	3.99	3.50	84	3.50	2.49	137	2.49
Cottage cheese		16 oz	1.79-2.49	895	1.98	1.00-2.99	2473	1.94	1.00	348	1.00
Cream cheese		8 oz	1.49-1.99	1133	1.69	1.29-2.50	1370	1.99	1.60-2.99	432	2.32
Flavored milk	All fat tests	half gallon							2.00	81	2.00
Flavored milk	All fat tests	gallon							1.69-2.50	179	2.00
Ice cream		48-64oz	1.99-3.29	2950	2.57	1.99-4.99	4326	3.56	2.49-4.49	1591	3.35
Milk	All fat tests	half gallon	2.50	135	2.50				0.69	137	.69
Milk	All fat tests	gallon	3.33	62	3.33				1.58-2.50	370	1.98
Sour cream		16 oz	1.50-2.00	2073	1.85	1.00-2.99	3832	1.92	1.00-1.98	1502	1.67
Yogurt	Greek	4-6 oz	0.75-1.25	2667	1.00	0.80-1.25	4560	.95	0.88-1.29	1649	.99
Yogurt	Greek	32 oz	3.39-4.99	1213	4.48	3.78-4.99	1197	4.79	3.99	185	3.99
Yogurt	Yogurt	4-6 oz	0.39-1.25	2337	.52	0.30-0.90	3973	.51	0.40-0.60	691	.51

Wtd Avg - Simple weighted average



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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	2.00-4.99	675	3.80	4.99	61	4.99	2.39	180	2.39

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 #	2.99-4.49	197	3.74				3.89	61	3.89
Cheese	Natural Varieties	8 oz block	1.50-2.50	368	1.98	1.79-1.99	410	1.93	1.69-2.99	240	2.18
Cheese	Natural Varieties	1 # block	2.49-4.49	223	3.23	2.49	120	2.49	3.99-4.99	127	4.47
Cheese	Natural Varieties	2 # block				5.99	178	5.99			
Cheese	Natural Varieties	8 oz shred	1.25-2.69	398	1.95	1.79-2.99	988	2.27	1.69-3.00	301	2.35
Cheese	Natural Varieties	1 # shred	2.49	141	2.49	2.49	120	2.49	3.99	66	3.99
Cottage cheese		16 oz				1.25-2.00	200	1.76	2.50	105	2.50
Cream cheese		8 oz	1.50-1.98	241	1.64	1.25-1.99	399	1.76	1.49-2.69	422	1.80
Flavored milk	All fat tests	half gallon							0.99-1.25	187	1.08
Flavored milk	All fat tests	gallon	2.19-3.99	417	2.91	1.99	120	1.99			
Ice cream		48-64oz	2.50-5.00	946	3.57	2.89-3.99	758	3.53	3.99	132	3.99
Milk	All fat tests	half gallon	1.89-2.00	193	1.92				0.99-1.25	187	1.08
Milk	All fat tests	gallon	2.19-2.99	436	2.73	1.99-2.99	627	2.49			
Sour cream		16 oz	0.99-1.98	1254	1.84	1.25-2.00	378	1.73	1.49-1.99	166	1.67
Yogurt	Greek	4-6 oz	0.79-1.00	373	.92	0.70-1.00	1234	.92	0.88-1.00	370	.97
Yogurt	Greek	32 oz				4.99	356	4.99			
Yogurt	Yogurt	4-6 oz	0.50	205	.50	0.33-0.40	364	.35	0.50-0.60	232	.55
Yogurt	Yogurt	32 oz	3.99	62	3.99						

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 #	4.19-4.29	23	4.28	4.29	3	4.29
Cheese	Natural Varieties	8 oz block	2.79	11	2.79	1.99-3.00	34	2.48
Cheese	Natural Varieties	1 # block	5.29	2	5.29			
Cheese	Natural Varieties	2 # block	6.99	5	6.99			
Cheese	Natural Varieties	8 oz shred	2.79-3.98	14	3.05	1.99-3.25	68	2.86
Cottage cheese		16 oz	2.89-3.98	33	3.81	2.25-2.50	61	2.49
Cream cheese		8 oz	2.49-3.50	52	3.06	2.49	27	2.49
Ice cream		48-64oz	3.49-4.99	41	4.25	4.29-4.79	37	4.33
Milk	All fat tests	half gallon				2.89	3	2.89
Milk	All fat tests	gallon				4.99	27	4.99
Sour cream		16 oz	1.98-2.14	11	2.10	2.00-2.50	36	2.41
Yogurt	Greek	4-6 oz	1.00-1.66	64	1.41	0.88-1.33	41	1.26
Yogurt	Yogurt	4-6 oz	0.60-0.80	23	.62	0.75	34	.75
Yogurt	Yogurt	32 oz				2.49-3.59	51	3.01

Wtd Avg - Simple weighted average



## 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 #	751	5.01	679	5.82	486	5.10
Cheese	Natural Varieties	8 oz block	312	3.08			225	4.46
Cheese	Natural Varieties	8 oz shred	238	4.06			393	3.09
Cottage cheese		16 oz	51	2.99	502	3.47	550	3.00
Cream cheese		8 oz	306	2.59	666	2.76		
Milk	All fat tests	half gallon	3754	3.69	3350	3.54	1757	4.30
Milk	All fat tests	gallon	1133	5.03	471	4.70	474	5.81
Milk	All fat tests	8 oz UHT	216	.50	183	1.00	174	1.00
Sour cream		16 oz			461	2.99	210	2.99
Yogurt	Greek	4-6 oz	510	1.14	376	1.27	535	1.28
Yogurt	Greek	32 oz			549	4.58	518	3.03
Yogurt	Yogurt	4-6 oz	384	1.10			462	.97
Yogurt	Yogurt	32 oz	588	2.99	983	2.79	322	2.88

## 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 #	3.99-5.49	280	4.93				4.49	119	4.49
Cream cheese		8 oz	2.99	59	2.99				2.50	247	2.50
Milk	All fat tests	half gallon	3.79-3.99	933	3.97	2.99-3.99	1297	3.70	2.95-4.99	1207	3.27
Milk	All fat tests	gallon				4.99	1083	4.99			
Milk	All fat tests	8 oz UHT	0.50	100	.50				0.50	116	.50
Yogurt	Greek	4-6 oz							1.00-1.25	366	1.09
Yogurt	Yogurt	4-6 oz	1.00	304	1.00						
Yogurt	Yogurt	32 oz							2.99	588	2.99



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 #	4.99-5.49	133	5.30	4.99	114	4.99	5.49	105	5.49
Cheese	Natural Varieties	8 oz block	3.00-3.50	192	3.13	3.00	120	3.00			
Cheese	Natural Varieties	8 oz shred	3.50-4.49	133	4.11				3.99	105	3.99
Cottage cheese		16 oz	2.99	51	2.99						
Milk	All fat tests	half gallon				3.99	178	3.99	4.39	105	4.39
Milk	All fat tests	gallon				5.99	50	5.99			
Yogurt	Greek	4-6 oz	1.25	141	1.25						
Yogurt	Yogurt	4-6 oz	1.50	80	1.50						

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
Milk	All fat tests	half gallon				6.49	34	6.49
Yogurt	Greek	4-6 oz				1.50	3	1.50

#### 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