



Dairy Market News Branch

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Advertised Prices for Dairy Products at Major Retail Supermarket Outlets ending during the period of 03/17/2017 to 03/23/2017

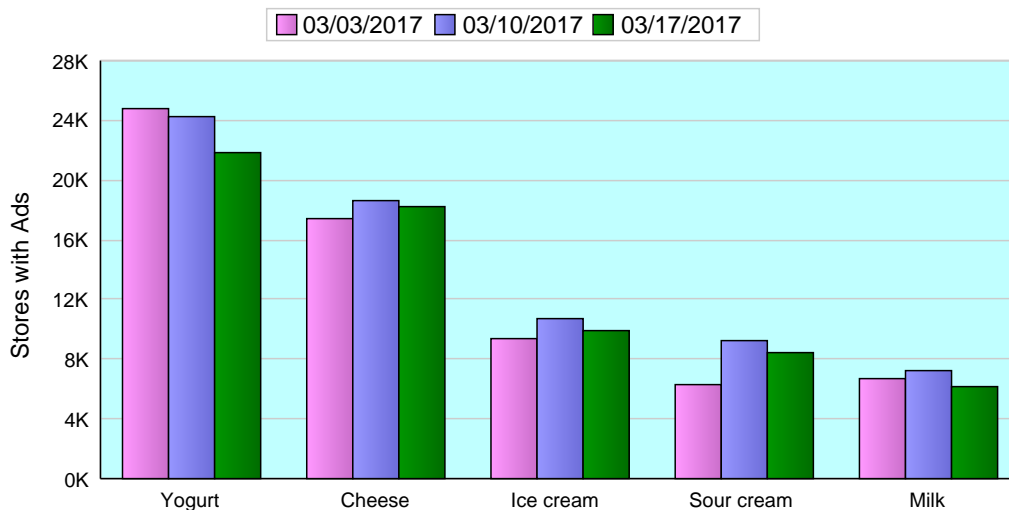
This week, total conventional dairy advertisement numbers decreased 6%, and organic dairy ads declined 29%. Conventional 8 ounce shredded cheese ad numbers increased 20%, but the weighted average advertised price decreased 3 cents to \$2.28. Conventional 8 ounce cream cheese advertisements fell 4%, and the average price decreased 20 cents to \$1.70. Organic one gallon of milk ads decreased 85%, while the average price increased 25 cents to \$5.28.

The collective number of conventional cheese ads slightly decreased 1%, while there were no organic cheese advertisements during this week. The U.S. advertised price for 8 ounce conventional cheese blocks averaged \$2.18.

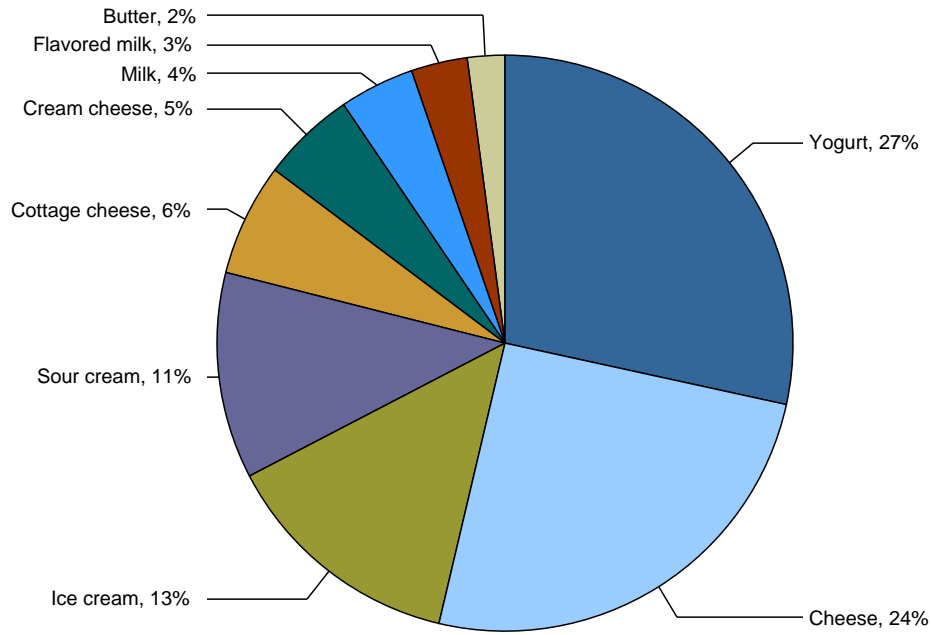
Conventional yogurt ad numbers decreased 9%, and organic yogurt ad numbers declined 35%. The average sale price for 4-6 ounce conventional yogurt is \$0.56, while 4-6 ounce organic yogurt averaged \$1.11, an organic price premium of \$0.55. The average advertised price for 4-6 ounce conventional Greek yogurt is \$0.97, while 4-6 ounce organic Greek yogurt is \$1.21, an organic price premium of \$.24.

Organic milk advertisement ad numbers decreased 34%, but ad numbers for conventional milk increased 27%. The weighted average price for organic half gallon milk is \$3.79. For a conventional half gallon of milk, the average price is \$2.43, an organic price premium of \$1.36.

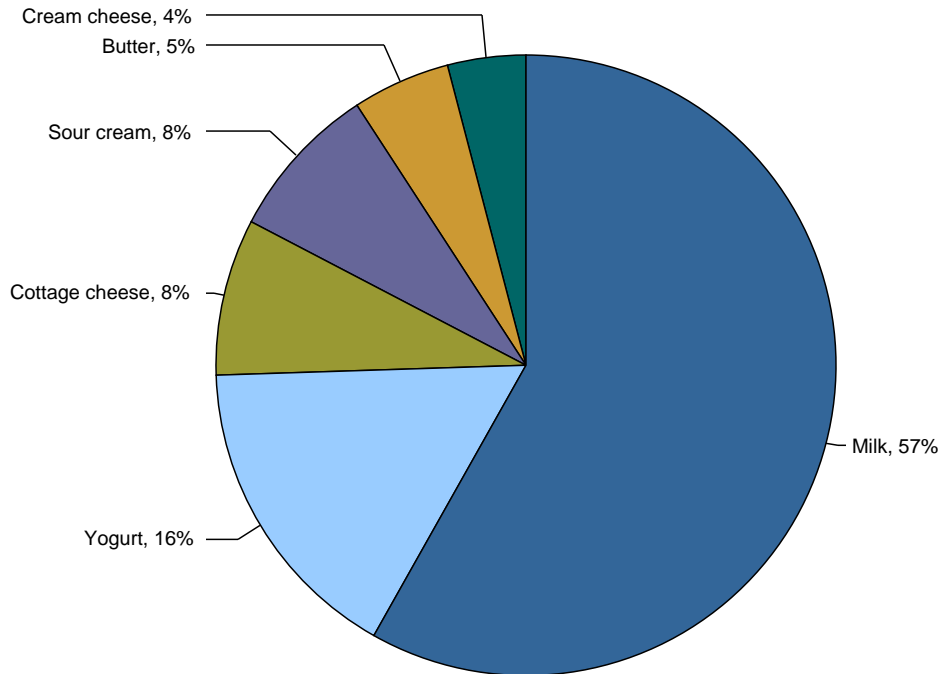
Top 5 Commodities Featured



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 #	1580	3.24	3882	3.18	8212	3.07
Cheese	Natural Varieties	8 oz block	6101	2.18	8250	2.25	7615	2.20
Cheese	Natural Varieties	1 # block	1035	3.70	1253	3.45	1767	4.07
Cheese	Natural Varieties	2 # block	167	7.99	247	6.01	843	5.69
Cheese	Natural Varieties	8 oz shred	9274	2.28	7611	2.31	8713	2.07
Cheese	Natural Varieties	1 # shred	1649	3.27	695	3.07	1384	4.22
Cottage cheese		16 oz	4470	1.86	4115	1.90	4226	1.73
Cream cheese		8 oz	3902	1.70	4076	1.90	6368	1.36
Flavored milk	All fat tests	half gallon	1474	2.39	268	1.36	495	2.98
Flavored milk	All fat tests	gallon	644	2.57	716	2.53	709	3.07
Ice cream		48-64oz	9976	3.15	10781	3.27	10770	3.04
Milk	All fat tests	half gallon	994	2.43	655	1.55	325	1.98
Milk	All fat tests	gallon	1779	2.59	1522	2.51	2449	2.18
Sour cream		16 oz	7987	1.75	9252	1.84	9701	1.57
Yogurt	Greek	4-6 oz	13064	.97	10958	.97	10030	.97
Yogurt	Greek	32 oz	938	4.41	2951	4.64	1492	3.66
Yogurt	Yogurt	4-6 oz	4890	.56	7859	.51	8417	.58
Yogurt	Yogurt	32 oz	1946	2.62	1029	3.59	619	2.51

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 #	2.69-4.99	921	3.55				2.50	106	2.50
Cheese	Natural Varieties	8 oz block	1.66-2.99	1688	2.28	1.79-2.50	2046	2.08	1.33-2.50	1288	2.01
Cheese	Natural Varieties	1 # block	3.99	207	3.99	3.97-3.98	276	3.97			
Cheese	Natural Varieties	8 oz shred	1.66-3.00	3304	2.36	1.99-2.50	2368	2.21	1.33-2.50	1301	2.21
Cheese	Natural Varieties	1 # shred	3.99	147	3.99	2.49-3.99	385	3.64	2.49	137	2.49
Cottage cheese		16 oz	1.99-2.49	1769	2.02	1.89-2.00	1306	1.99	1.50-2.00	337	1.79
Cream cheese		8 oz	1.49-2.99	1179	1.73	1.50-2.00	864	1.71	0.99-1.50	420	1.43
Flavored milk	All fat tests	half gallon	2.00	396	2.00	1.99-2.50	125	2.24	1.99-2.00	393	1.99
Flavored milk	All fat tests	gallon							1.69-3.88	217	2.77
Ice cream		48-64oz	1.99-4.29	2827	2.93	2.19-4.99	1699	3.52	2.00-4.49	2240	3.19
Milk	All fat tests	half gallon	2.00-3.99	689	2.69	1.50	114	1.50			
Milk	All fat tests	gallon				2.49-2.79	210	2.66	1.69-3.29	347	2.19
Sour cream		16 oz	1.29-2.00	1773	1.89	1.28-2.00	1532	1.95	1.00-1.98	1385	1.70
Yogurt	Greek	4-6 oz	0.50-1.19	3545	.96	0.80-1.00	3596	.99	0.77-1.29	2293	1.03
Yogurt	Greek	32 oz	3.69-3.99	122	3.84	3.78	195	3.78	3.49-5.48	286	4.74
Yogurt	Yogurt	4-6 oz	0.39-0.70	1793	.51	0.40-0.70	1583	.61	0.40-0.99	695	.62
Yogurt	Yogurt	32 oz	2.50-2.79	761	2.75	2.50-2.79	1063	2.52			

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	121	2.99	1.99-2.99	371	2.82	3.00	61	3.00
Cheese	Natural Varieties	8 oz block	1.50-2.79	719	2.13	2.50-3.99	291	3.10	2.50	69	2.50
Cheese	Natural Varieties	1 # block	3.99	245	3.99	2.49	120	2.49	3.00-3.99	187	3.35
Cheese	Natural Varieties	2 # block				7.99	167	7.99			
Cheese	Natural Varieties	8 oz shred	1.50-2.79	1308	2.13	1.99-3.00	932	2.38	3.50	61	3.50
Cheese	Natural Varieties	1 # shred	2.99-3.99	342	3.50	2.49-2.99	451	2.76	3.00-3.99	187	3.35
Cottage cheese		16 oz	0.88-2.00	250	1.43	0.88-2.50	808	1.46			
Cream cheese		8 oz	1.49-2.79	540	1.98	1.25-2.00	544	1.50	1.50-2.69	355	1.72
Flavored milk	All fat tests	half gallon	1.99-2.39	136	2.21				1.25-3.99	424	3.22
Flavored milk	All fat tests	gallon	1.99	114	1.99	1.99	244	1.99	4.99	69	4.99
Ice cream		48-64oz	2.49-5.50	1901	3.28	1.99-3.00	1056	2.67	3.00-4.49	253	3.65
Milk	All fat tests	half gallon	2.99	62	2.99	1.99	63	1.99	1.25	66	1.25
Milk	All fat tests	gallon	1.99-4.39	502	2.86	1.99-2.99	720	2.57			
Sour cream		16 oz	0.88-2.00	1482	1.76	0.88-2.50	1168	1.52	1.25-1.89	647	1.43
Yogurt	Greek	4-6 oz	0.69-1.25	1324	.94	0.69-1.00	1449	.91	0.69-1.00	857	.89
Yogurt	Greek	32 oz	3.99-4.49	176	4.33	5.99	90	5.99	3.99	69	3.99
Yogurt	Yogurt	4-6 oz	0.50-0.60	328	.55	0.50-0.70	364	.57	0.50-0.60	127	.55
Yogurt	Yogurt	32 oz							2.50-2.99	122	2.75

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

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 #	306	4.80	751	5.01	250	5.11
Cheese	Natural Varieties	8 oz block			312	3.08	105	4.99
Cheese	Natural Varieties	8 oz shred			238	4.06		
Cottage cheese		16 oz	498	3.00	51	2.99	276	2.99
Cream cheese		8 oz	242	2.62	306	2.59		
Milk	All fat tests	half gallon	2587	3.79	3754	3.69	828	4.28
Milk	All fat tests	gallon	171	5.28	1133	5.03	189	6.43
Milk	All fat tests	8 oz UHT	612	.95	216	.50	992	.97

Wtd Avg - Simple weighted average



Sour cream		16 oz	498	3.00				
Yogurt	Greek	4-6 oz	659	1.21	510	1.14	688	1.13
Yogurt	Greek	32 oz					121	3.50
Yogurt	Yogurt	4-6 oz	249	1.11	384	1.10	351	1.25
Yogurt	Yogurt	32 oz	61	3.50	588	2.99	194	2.50

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 #	3.99-4.99	226	4.73						
Cottage cheese		16 oz							3.00	137	3.00
Cream cheese		8 oz	2.50-2.99	132	2.72				2.50	110	2.50
Milk	All fat tests	half gallon	3.49-5.69	912	4.61	3.49	288	3.49	2.99-4.50	715	3.48
Milk	All fat tests	8 oz UHT	0.92-1.00	496	.94				1.00	116	1.00
Sour cream		16 oz							3.00	137	3.00
Yogurt	Greek	4-6 oz				1.25	324	1.25	1.00-1.25	335	1.17
Yogurt	Yogurt	4-6 oz	1.50	60	1.50						

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 #	4.99	80	4.99						
Cottage cheese		16 oz				3.00	361	3.00			
Milk	All fat tests	half gallon	3.00	288	3.00	3.00-3.49	384	3.22			
Milk	All fat tests	gallon				5.99	50	5.99	4.99	121	4.99
Sour cream		16 oz				3.00	361	3.00			
Yogurt	Yogurt	4-6 oz	0.99	72	.99	0.99	117	.99			
Yogurt	Yogurt	32 oz							3.50	61	3.50

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

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

Wtd Avg - Simple weighted average



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