



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>

Volume 84- Number 12

Issued Weekly

Friday, March 24, 2017

Advertised Prices for Dairy Products at Major Retail Supermarket Outlets ending during the period of 03/24/2017 to 03/30/2017

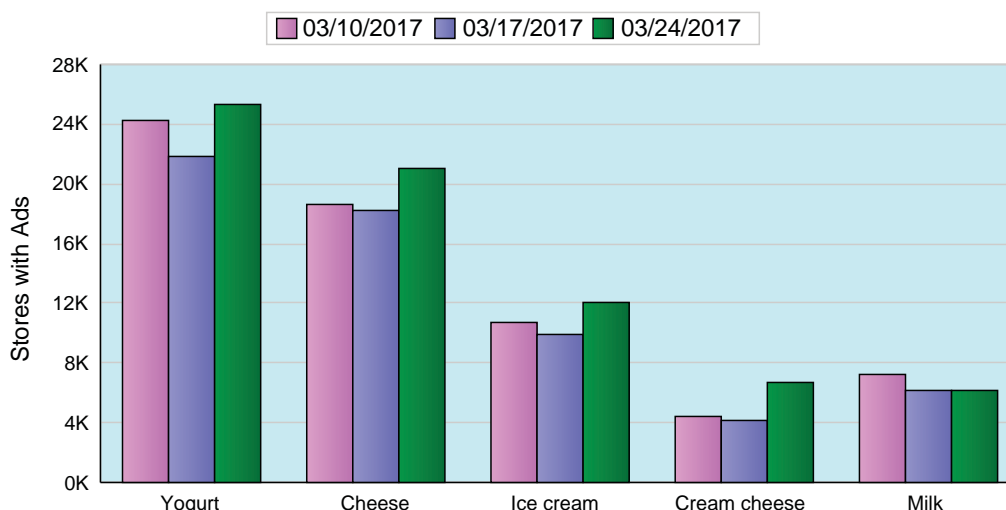
This week, total conventional dairy ad numbers increased 9%, and organic dairy ads went up 27%. The top three advertised dairy items were conventional Greek yogurt in 4-6 ounce containers, 48-64 containers of ice cream, and 8 ounce packs of shred cheese. The number of ads for conventional cream cheese in 8 ounce containers and conventional one pound butter increased significantly, 70% and 58% respectively. The weighted average price for conventional one pound butter is \$2.99, as compared to one pound organic butter at \$5.17.

Conventional yogurt ad numbers went up 10% while organic yogurt ad numbers increased 141%. The average sale price for 4-6 ounce conventional yogurt is \$0.54, while 4-6 ounce organic yogurt averaged \$1.42, an organic price premium of \$0.88. The average advertised price for 4-6 ounce conventional Greek yogurt is \$0.97, while 4-6 ounce organic Greek yogurt is \$1.00, an organic price premium of \$.03.

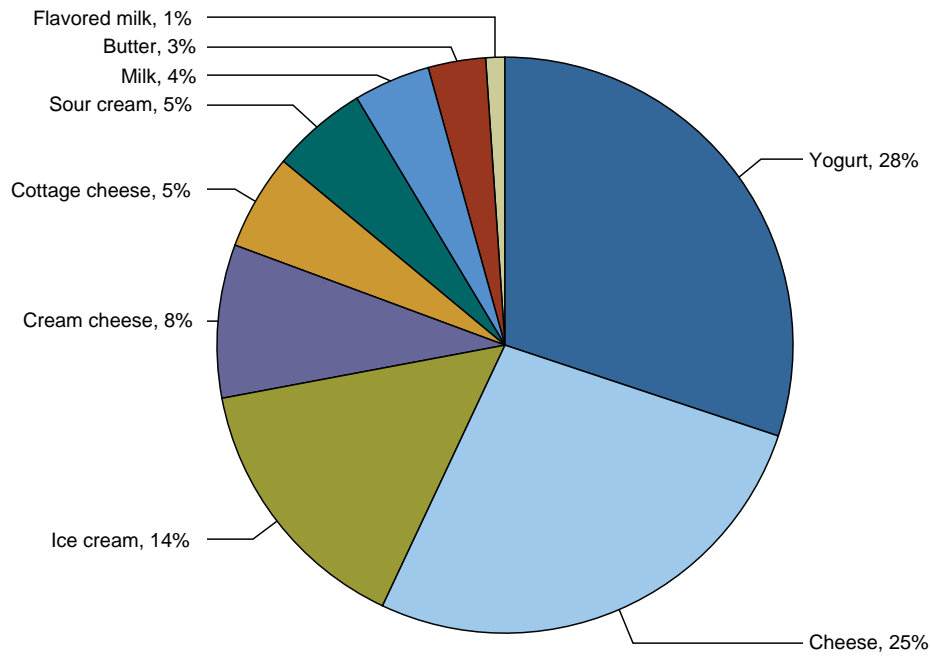
The number of conventional cheese ads increased by 15%. The U.S. advertised price for 8 ounce conventional cheese blocks averaged \$2.12, and 8 ounce conventional cheese shreds averaged \$2.11. The average sale price for 8 ounce organic cheese shreds is \$4.29.

Organic milk advertisement numbers decreased 8%, but milk is the largest percentage of organic dairy ads for the week. Ad numbers for conventional milk increased 9%. The weighted average price for organic half gallon milk is \$3.51. For a conventional half gallon of milk, the average price is \$1.69, an organic price premium of \$1.82.

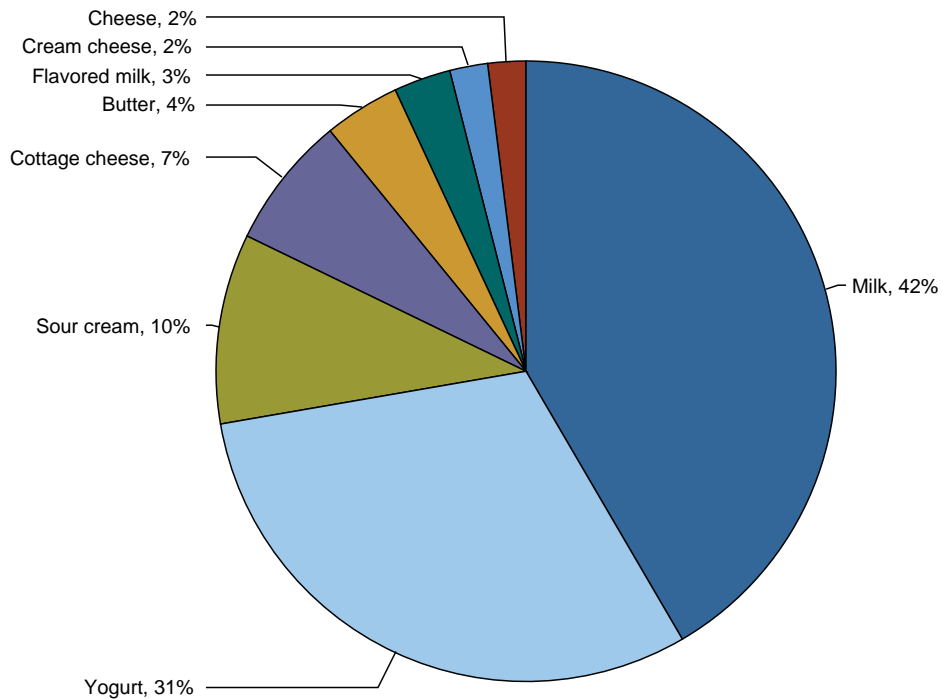
Top 5 Commodities Featured



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 #	2504	2.99	1580	3.24	12047	2.70
Cheese	Natural Varieties	8 oz block	8770	2.12	6101	2.18	11063	2.51
Cheese	Natural Varieties	1 # block	376	3.16	1035	3.70	980	3.84
Cheese	Natural Varieties	2 # block	514	6.55	167	7.99	545	5.49
Cheese	Natural Varieties	8 oz shred	10046	2.11	9274	2.28	10339	2.28
Cheese	Natural Varieties	1 # shred	1261	3.56	1649	3.27	623	2.93
Cottage cheese		16 oz	4553	1.91	4470	1.86	3652	1.94
Cream cheese		8 oz	6623	1.82	3902	1.70	13075	1.52
Flavored milk	All fat tests	half gallon	613	1.61	1474	2.39	326	3.11
Flavored milk	All fat tests	gallon	339	2.07	644	2.57	581	2.78
Ice cream		48-64oz	12070	3.02	9976	3.15	12487	2.89
Milk	All fat tests	half gallon	1042	1.69	994	2.43	553	2.42
Milk	All fat tests	gallon	1975	2.42	1779	2.59	1883	2.58
Sour cream		16 oz	4497	1.69	7987	1.75	11611	1.64
Yogurt	Greek	4-6 oz	13805	.97	13064	.97	10358	.97
Yogurt	Greek	32 oz	1805	4.23	938	4.41	709	4.10
Yogurt	Yogurt	4-6 oz	5486	.54	4890	.56	5372	.50
Yogurt	Yogurt	32 oz	1815	2.59	1946	2.62	235	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 #	2.49-4.49	629	3.39	1.98	195	1.98	2.00-3.99	711	2.83
Cheese	Natural Varieties	8 oz block	1.99-2.99	1607	2.45	1.67-2.50	3135	2.13	1.67-2.99	1524	1.97
Cheese	Natural Varieties	1 # block	2.99	135	2.99						
Cheese	Natural Varieties	8 oz shred	1.99-3.00	2008	2.36	1.67-3.00	3023	2.13	1.67-2.99	1165	1.99
Cheese	Natural Varieties	1 # shred	1.99-3.99	550	3.59	2.49	204	2.49	3.49-4.99	329	4.46
Cottage cheese		16 oz	1.50-2.69	2121	2.06	1.29-2.00	1348	1.95	1.25-2.00	339	1.60
Cream cheese		8 oz	1.49-2.50	1780	1.94	1.25-3.00	2213	1.69	1.25-2.50	628	1.90
Flavored milk	All fat tests	half gallon							1.50-3.48	282	2.32
Ice cream		48-64oz	1.99-4.99	2890	2.95	2.19-4.00	2718	3.22	2.38-4.99	2146	3.20
Milk	All fat tests	half gallon				0.99	53	.99	0.69-1.50	206	.96
Milk	All fat tests	gallon	3.69	62	3.69	2.39	184	2.39	1.99-2.39	122	2.16
Sour cream		16 oz	1.49-2.00	1228	1.70	0.88-2.00	1563	1.75	1.25-2.00	377	1.59
Yogurt	Greek	4-6 oz	0.70-1.25	2639	.98	0.69-1.25	5426	.96	0.70-1.29	2546	.94
Yogurt	Greek	32 oz	3.69-4.99	440	4.17	3.28-4.49	1365	4.25			
Yogurt	Yogurt	4-6 oz	0.50-0.70	1443	.57	0.40-0.70	1454	.64	0.50-0.66	573	.58
Yogurt	Yogurt	32 oz	1.99-2.50	399	2.28	2.50-3.78	1197	2.71			

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 #	1.88-2.99	255	2.41	2.50-3.99	540	3.34	2.50-3.99	174	3.09
Cheese	Natural Varieties	8 oz block	1.59-2.50	933	1.85	1.50-3.00	1141	2.10	1.67-2.50	430	1.96
Cheese	Natural Varieties	1 # block				2.99-3.99	241	3.25			
Cheese	Natural Varieties	2 # block	4.99	80	4.99	5.99-8.99	268	7.98	4.99	166	4.99
Cheese	Natural Varieties	8 oz shred	1.59-2.50	1641	1.93	1.50-3.00	1429	2.08	1.67-2.99	780	2.03
Cheese	Natural Varieties	1 # shred				2.99	178	2.99			
Cottage cheese		16 oz	1.00-2.00	270	1.73	0.99-1.89	475	1.45			
Cream cheese		8 oz	1.50-2.00	598	1.86	1.29-2.00	875	1.82	1.50-2.50	529	1.85
Flavored milk	All fat tests	half gallon	1.00	210	1.00				0.99	121	.99
Flavored milk	All fat tests	gallon	1.99-2.19	219	2.12	1.99	120	1.99			
Ice cream		48-64oz	2.00-3.99	1235	2.78	1.77-3.99	2544	2.91	1.99-3.00	537	2.71
Milk	All fat tests	half gallon	1.00	210	1.00	1.97-2.99	383	2.63	0.99-2.50	190	1.54
Milk	All fat tests	gallon	1.99-2.99	473	2.38	1.99-2.99	1134	2.40			
Sour cream		16 oz	1.69	72	1.69	0.99-1.99	899	1.62	1.59-1.89	358	1.65
Yogurt	Greek	4-6 oz	0.98-1.25	916	1.02	0.87-1.00	1769	.97	0.88-1.00	509	.98
Yogurt	Yogurt	4-6 oz	0.25-0.55	531	.45	0.25-0.50	838	.41	0.48-0.50	647	.50
Yogurt	Yogurt	32 oz	2.49	51	2.49	2.50	107	2.50	2.50	61	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

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 #	273	5.17	306	4.80	650	4.99
Cheese	Natural Varieties	8 oz shred	114	4.29			105	4.99
Cottage cheese		16 oz	549	3.00	498	3.00	80	2.99
Cream cheese		8 oz	139	2.70	242	2.62		
Flavored milk	All fat tests	half gallon	214	3.99				
Milk	All fat tests	half gallon	2744	3.51	2587	3.79	1505	4.12
Milk	All fat tests	gallon			171	5.28	442	5.89
Milk	All fat tests	8 oz UHT	372	1.00	612	.95	352	1.00
Sour cream		16 oz	734	3.10	498	3.00		

Wtd Avg - Simple weighted average



Yogurt	Greek	4-6 oz	1452	1.00	659	1.21	1208	1.46
Yogurt	Greek	32 oz	246	3.99				
Yogurt	Yogurt	4-6 oz	411	1.42	249	1.11	1014	1.50
Yogurt	Yogurt	32 oz	228	4.04	61	3.50		

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	59	3.99	5.49	214	5.49			
Cottage cheese		16 oz				3.00	324	3.00	3.00	225	3.00
Cream cheese		8 oz	2.99	59	2.99						
Flavored milk	All fat tests	half gallon				3.99	214	3.99			
Milk	All fat tests	half gallon	3.99-4.99	400	4.65	2.99-3.99	806	3.36	2.99-3.00	362	3.00
Milk	All fat tests	8 oz UHT	1.00	62	1.00						
Sour cream		16 oz				3.00-3.99	538	3.39			
Yogurt	Greek	4-6 oz				1.00	1083	1.00	1.00	123	1.00
Yogurt	Yogurt	4-6 oz	1.50	100	1.50	1.33	195	1.33	1.50	116	1.50
Yogurt	Yogurt	32 oz	3.69	167	3.69						

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
Cheese	Natural Varieties	8 oz shred	4.29	114	4.29						
Cream cheese		8 oz	2.49	80	2.49						
Milk	All fat tests	half gallon	2.99-3.29	550	3.06	2.99-3.99	565	3.52	4.99	61	4.99
Milk	All fat tests	8 oz UHT				1.00	241	1.00	1.00	69	1.00
Sour cream		16 oz	2.29	196	2.29						
Yogurt	Greek	4-6 oz				1.00	246	1.00			
Yogurt	Greek	32 oz				3.99	246	3.99			
Yogurt	Yogurt	32 oz							5.00	61	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:

Wtd Avg - Simple weighted average



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