



Dairy Market News Branch

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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 03/31/2017 to 04/06/2017

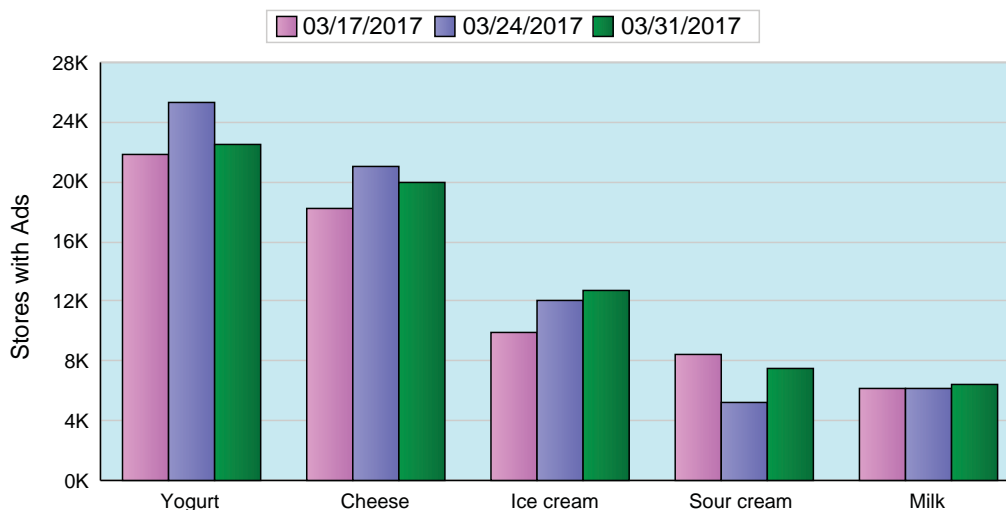
This week, total conventional dairy ad numbers decreased 1%, and organic dairy ads decreased 12%. Notable increased ad emphasis occurred for 1# butter, up 39% and 16 ounce sour cream, up 66%. The weighted average advertised price for butter \$3.07, was up \$0.08 from last week. With 1 # organic butter having an average price of \$4.70, the organic price premium is \$1.63. Sour cream has an average price of \$1.84, up \$0.15 from a week ago.

The average sale price for 4-6 ounce conventional yogurt is \$0.55, while 4-6 ounce organic yogurt averaged \$1.03, an organic price premium of \$0.48. The average advertised price for 4-6 ounce conventional Greek yogurt is \$0.97. There are no ads this week for 4-6 ounce organic Greek yogurt. Conventional yogurt ad numbers declined 8% while organic yogurt ad numbers declined 39%.

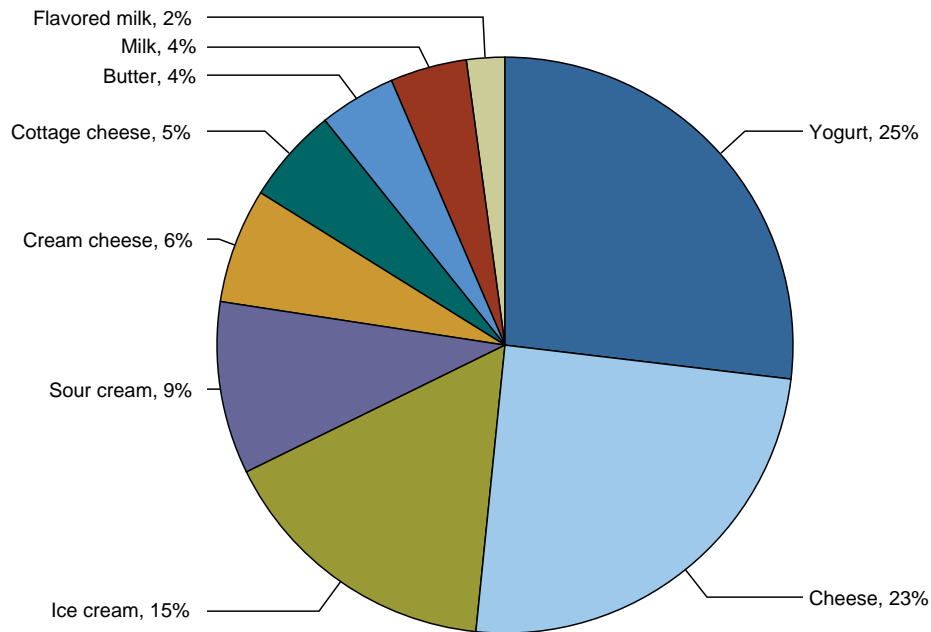
The U.S. advertised price for 8 ounce conventional cheese blocks averaged \$2.19, while organic 8 ounce blocks averaged \$3.98, a \$1.79 organic premium. As for 8 ounce conventional cheese shreds, the price averaged \$2.20 while 8 ounce organic cheese shreds averaged \$3.18, a \$0.98 organic premium. There were nearly 20 times more ads for conventional cheese than organic cheese.

The weighted average price for organic half gallon milk is \$3.73. For a conventional half gallon of milk, the average price is \$1.87, an organic price premium of \$1.86. Organic milk advertisement numbers increased 8%, while ad numbers for conventional milk increased 1%.

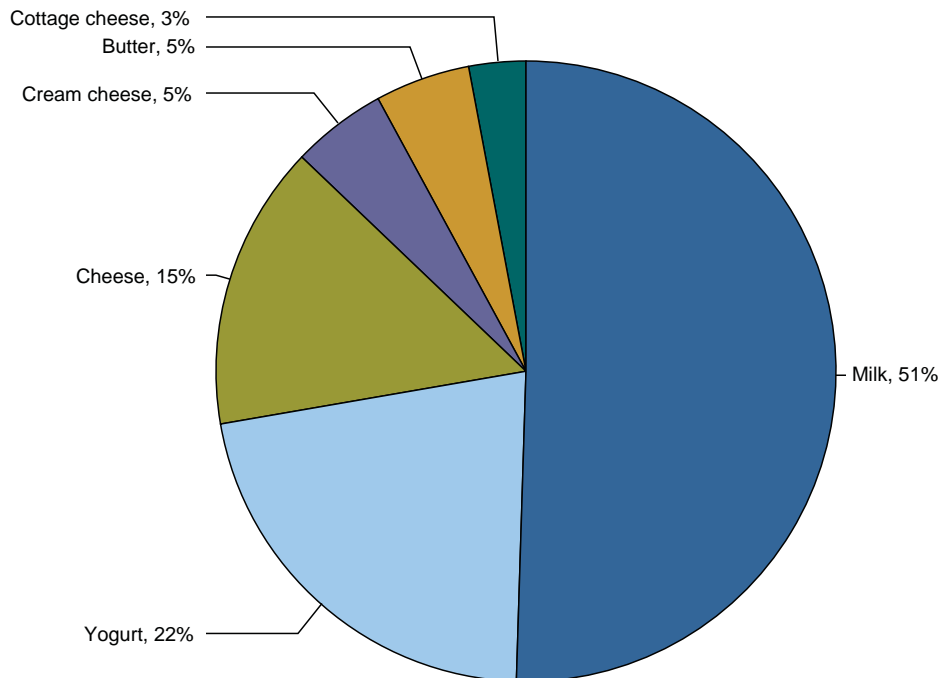
Top 5 Commodities Featured



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 #	3489	3.07	2504	2.99	5121	2.96
Cheese	Natural Varieties	8 oz block	7664	2.19	8770	2.12	7313	2.15
Cheese	Natural Varieties	1 # block	920	2.90	376	3.16	640	3.62
Cheese	Natural Varieties	2 # block	814	6.21	514	6.55	1670	6.20
Cheese	Natural Varieties	8 oz shred	8007	2.20	10046	2.11	9218	2.36
Cheese	Natural Varieties	1 # shred	1573	3.81	1261	3.56	350	2.77
Cottage cheese		16 oz	4053	2.21	4553	1.91	5586	1.87
Cream cheese		8 oz	5096	1.94	6623	1.82	5629	1.59
Flavored milk	All fat tests	half gallon	662	2.24	613	1.61	732	1.73
Flavored milk	All fat tests	gallon	608	2.73	339	2.07	704	2.46
Ice cream		48-64oz	12694	2.98	12070	3.02	14012	3.13
Milk	All fat tests	half gallon	1308	1.87	1042	1.69	945	1.67
Milk	All fat tests	gallon	1748	2.68	1975	2.42	3796	2.76
Sour cream		16 oz	7448	1.84	4497	1.69	5393	1.66
Yogurt	Greek	4-6 oz	11940	.97	13805	.97	14086	.95
Yogurt	Greek	32 oz	2106	4.64	1805	4.23	2289	3.89
Yogurt	Yogurt	4-6 oz	6505	.55	5486	.54	6011	.50
Yogurt	Yogurt	32 oz	440	2.36	1815	2.59	829	2.68

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	1144	3.23	2.99-3.48	1411	3.06	2.50	53	2.50
Cheese	Natural Varieties	8 oz block	1.77-2.99	2179	2.27	1.88-2.50	2361	2.33	1.67-2.50	1373	2.09
Cheese	Natural Varieties	1 # block	1.99-5.99	436	2.79						
Cheese	Natural Varieties	8 oz shred	1.48-2.50	2720	2.23	1.88-2.50	1853	2.42	1.67-2.50	1373	2.11
Cheese	Natural Varieties	1 # shred	3.79-3.99	331	3.86	3.99	1002	3.99			
Cottage cheese		16 oz	1.69-3.00	900	2.08	1.50-3.00	1602	2.61	1.99-2.50	429	2.15
Cream cheese		8 oz	0.99-2.50	2090	2.01	1.50-2.50	2122	1.91	1.48-2.00	429	1.87
Flavored milk	All fat tests	half gallon							1.99-2.49	320	2.32
Flavored milk	All fat tests	gallon	3.99	62	3.99				2.99	81	2.99
Ice cream		48-64oz	1.99-3.99	2303	2.75	2.19-3.99	4473	2.75	1.50-4.49	2185	2.89
Milk	All fat tests	half gallon	2.29	62	2.29	1.49-3.00	429	2.18	1.09-1.19	244	1.15
Milk	All fat tests	gallon	3.69	137	3.69	2.49	90	2.49	1.58-2.50	207	2.00
Sour cream		16 oz	1.49-2.00	1670	1.61	1.49-3.00	3391	2.04	1.68-2.50	454	2.07
Yogurt	Greek	4-6 oz	0.80-1.25	2301	.99	0.80-1.50	3837	.96	0.70-1.29	2071	.98
Yogurt	Greek	32 oz	3.99-5.49	418	4.47	3.78-4.49	1278	4.38	5.99	348	5.99
Yogurt	Yogurt	4-6 oz	0.33-1.00	2959	.57	0.33-1.00	985	.49	0.44-0.66	1477	.51
Yogurt	Yogurt	32 oz	2.50	207	2.50				1.99-2.00	126	2.00

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	72	2.99	2.49-2.99	635	2.80	2.99-3.99	174	3.39
Cheese	Natural Varieties	8 oz block	1.25-2.00	928	1.68	1.88-2.99	688	2.46	1.67-1.88	135	1.77
Cheese	Natural Varieties	1 # block				2.99-3.00	484	3.00			
Cheese	Natural Varieties	2 # block				4.99-6.99	483	5.92	5.99-7.99	331	6.62
Cheese	Natural Varieties	8 oz shred	1.25-2.50	1177	1.75	1.88-2.99	688	2.46	1.67-2.50	196	2.00
Cheese	Natural Varieties	1 # shred				2.99-3.00	240	2.99			
Cottage cheese		16 oz	1.66-2.50	360	1.95	1.25	63	1.25	1.00-2.50	699	1.72
Cream cheese		8 oz	1.25-1.67	251	1.34				1.99-2.99	204	2.49
Flavored milk	All fat tests	half gallon	2.19	54	2.19	2.99	167	2.99	0.99	121	.99
Flavored milk	All fat tests	gallon	1.99-2.99	240	2.40	1.89	120	1.89	3.49	105	3.49
Ice cream		48-64oz	2.00-5.00	1256	3.34	2.00-5.99	1874	3.46	2.50-3.99	603	3.56
Milk	All fat tests	half gallon	1.09-1.79	285	1.52	2.99	167	2.99	1.29	121	1.29
Milk	All fat tests	gallon	1.99-4.29	637	3.14	1.89-2.99	388	2.32	2.19	289	2.19
Sour cream		16 oz	1.25-2.50	827	1.65	1.25-1.69	241	1.57	1.00-2.50	865	1.66
Yogurt	Greek	4-6 oz	0.79-1.00	1284	.94	0.88-1.00	1849	.97	0.59-1.00	598	.93
Yogurt	Greek	32 oz				3.50	62	3.50			
Yogurt	Yogurt	4-6 oz	0.50-0.88	231	.78	0.40-0.88	626	.58	0.50-0.79	227	.58
Yogurt	Yogurt	32 oz				2.50	107	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 #	306	4.70	273	5.17	555	5.23
Cheese	Natural Varieties	8 oz block	210	3.98			420	4.40
Cheese	Natural Varieties	8 oz shred	767	3.18	114	4.29	69	3.99
Cottage cheese		16 oz	196	2.99	549	3.00	114	3.00
Cream cheese		8 oz	309	2.59	139	2.70		
Flavored milk	All fat tests	half gallon			214	3.99		
Ice cream		48-64oz					1083	4.00
Milk	All fat tests	half gallon	2734	3.73	2744	3.51	3503	4.13

Wtd Avg - Simple weighted average



Milk	All fat tests	gallon	309	4.49			448	4.69
Milk	All fat tests	8 oz UHT	321	1.00	372	1.00	539	1.03
Sour cream		16 oz			734	3.10	310	2.02
Yogurt	Greek	4-6 oz			1452	1.00	1360	1.28
Yogurt	Greek	32 oz			246	3.99	289	5.49
Yogurt	Yogurt	4-6 oz	1250	1.03	411	1.42		
Yogurt	Yogurt	32 oz	167	3.99	228	4.04	543	3.59

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	237	4.61						
Cheese	Natural Varieties	8 oz shred				3.00	502	3.00			
Cream cheese		8 oz	2.99	59	2.99				2.50	250	2.50
Milk	All fat tests	half gallon	3.49-4.49	557	3.94	2.99-4.49	807	3.76	2.99-4.49	726	3.70
Milk	All fat tests	gallon	4.99	84	4.99	6.49	84	6.49			
Yogurt	Yogurt	4-6 oz				1.00	1083	1.00			

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	69	5.00
Cheese	Natural Varieties	8 oz block	3.49	141	3.49				4.99	69	4.99
Cheese	Natural Varieties	8 oz shred	3.00-3.49	196	3.35				3.99	69	3.99
Cottage cheese		16 oz	2.99	196	2.99						
Milk	All fat tests	half gallon	2.99	78	2.99	2.99-4.49	384	3.67	2.99-4.50	182	3.50
Milk	All fat tests	gallon	2.99	141	2.99						
Milk	All fat tests	8 oz UHT	1.00	80	1.00	1.00	241	1.00			
Yogurt	Yogurt	4-6 oz				1.25	167	1.25			
Yogurt	Yogurt	32 oz				3.99	167	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

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