



## 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/dybretil.pdf>

Volume 84- Number 14

Issued Weekly

Friday, April 7, 2017

### Advertised Prices for Dairy Products at Major Retail Supermarket Outlets ending during the period of 04/07/2017 to 04/13/2017

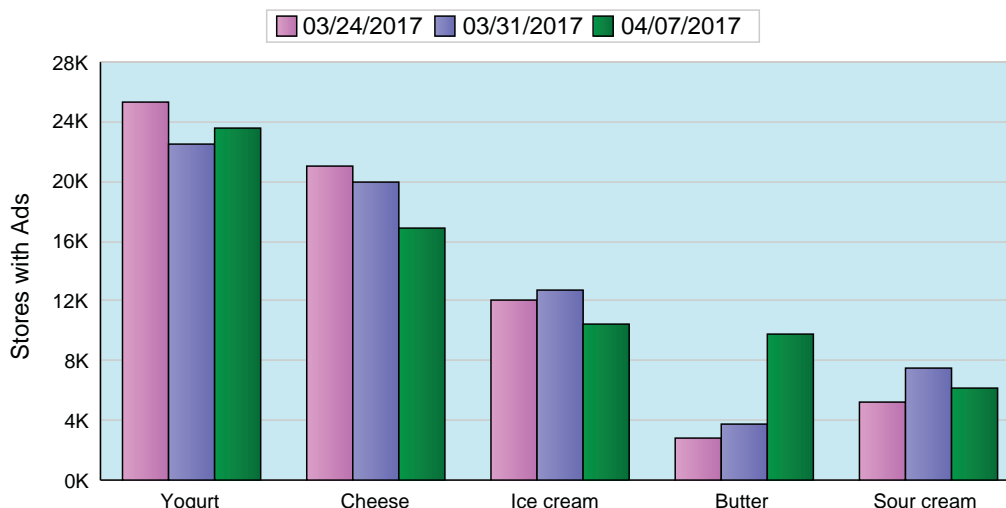
Some unusually low advertised prices appeared this week. For example, gallons of conventional milk advertised for \$0.99 in the South Central region. While few in number, those store ads had the effect of keeping the weighted average advertised price for the region the same for conventional milk half gallons and gallons, \$1.79. Also in that region, a few stores ran ads for 8 ounce conventional cheese blocks and shreds priced \$0.49. Even with this aggressive advertised ad pricing, total conventional dairy ad numbers decreased 6%, while organic dairy ads increased 51%.

The U.S. advertised price for 8 ounce conventional cheese blocks averaged \$2.11, with ad numbers down 17% from last week. As for 8 ounce conventional cheese shreds, the price averaged \$2.23, with ad numbers down 23%. Overall conventional cheese ad numbers this week are down 11%. There are no ads for organic cheese.

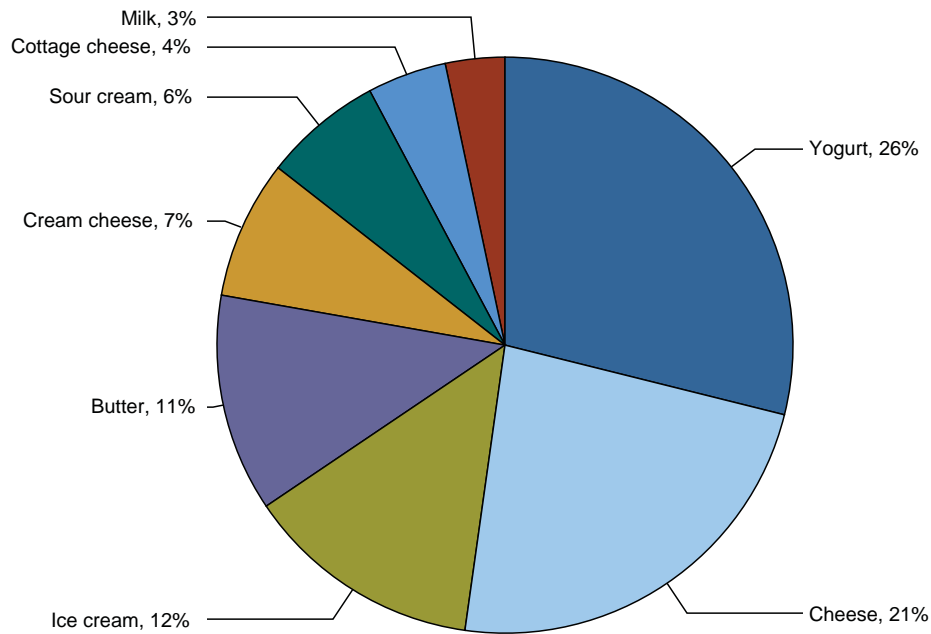
The average sale price for 4-6 ounce conventional yogurt is \$0.50, with ad numbers up 15%. The average advertised price for 4-6 ounce conventional Greek yogurt is \$0.99 while organic 4-6 ounce Greek yogurt averages \$1.23. There are no ads this week for 4-6 ounce organic yogurt. Conventional yogurt ad numbers are nearly unchanged while organic yogurt ads increased 75%.

The weighted average price for organic half gallon milk is \$3.66. For a conventional half gallon of milk, the average price is \$1.90, an organic price premium of \$1.76. Although the organic milk market by volume is less than 10% of the conventional milk market, and conventional milk in some regions is very challenged to find markets, this week there were more ads for organic milk than conventional milk. Organic milk advertisement numbers decreased 3%, and ad numbers for conventional milk decreased 18%.

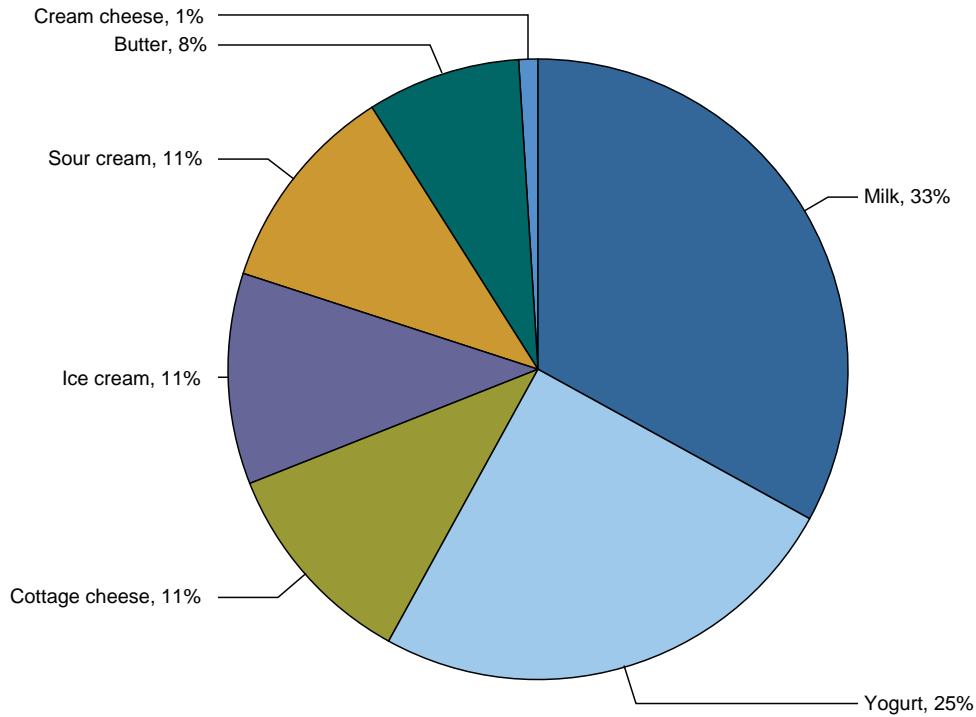
Top 5 Commodities Featured



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 #	8977	2.93	3489	3.07	1741	3.05
Cheese	Natural Varieties	8 oz block	6339	2.11	7664	2.19	7901	2.42
Cheese	Natural Varieties	1 # block	1976	3.92	920	2.90	1675	3.12
Cheese	Natural Varieties	2 # block	793	5.37	814	6.21	1059	6.67
Cheese	Natural Varieties	8 oz shred	6189	2.23	8007	2.20	7903	2.27
Cheese	Natural Varieties	1 # shred	1567	3.90	1573	3.81	1592	3.09
Cottage cheese		16 oz	2935	2.02	4053	2.21	1809	2.35
Cream cheese		8 oz	5362	1.68	5096	1.94	3367	1.97
Flavored milk	All fat tests	half gallon	340	1.80	662	2.24	656	2.56
Flavored milk	All fat tests	gallon			608	2.73	985	3.35
Ice cream		48-64oz	9355	3.04	12694	2.98	13420	3.22
Milk	All fat tests	half gallon	560	1.90	1308	1.87	695	2.15
Milk	All fat tests	gallon	1951	2.45	1748	2.68	2803	2.42
Sour cream		16 oz	5077	1.75	7448	1.84	3321	1.81
Yogurt	Greek	4-6 oz	10158	.99	11940	.97	12665	.96
Yogurt	Greek	32 oz	2559	4.48	2106	4.64	2997	4.79
Yogurt	Yogurt	4-6 oz	7471	.50	6505	.55	7541	.60
Yogurt	Yogurt	32 oz	778	3.37	440	2.36	489	2.37

## 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 #	2.49-3.49	2312	2.80	1.99-3.00	1300	2.82	2.48-3.50	2232	2.78
Cheese	Natural Varieties	8 oz block	1.99-3.50	2287	2.18	1.99-2.50	1385	2.15	0.97-3.00	1042	1.99
Cheese	Natural Varieties	1 # block	3.99	182	3.99	3.99	502	3.99	3.79-3.99	460	3.88
Cheese	Natural Varieties	8 oz shred	1.99-3.00	1735	2.32	1.99-2.50	828	2.22	1.67-2.50	1239	2.07
Cheese	Natural Varieties	1 # shred	3.99	110	3.99	3.99	502	3.99	3.79-3.99	460	3.88
Cottage cheese		16 oz	1.66-2.29	1883	2.07	2.00	233	2.00	1.50-2.00	452	1.68
Cream cheese		8 oz	0.85-2.50	1793	1.82	0.85-2.00	1515	1.49	1.25-2.49	902	1.83
Flavored milk	All fat tests	half gallon	2.49	62	2.49				0.77	53	.77
Ice cream		48-64oz	1.99-4.99	2009	2.85	2.00-4.49	2167	2.88	2.48-4.49	1770	3.37
Milk	All fat tests	half gallon				1.49-1.50	234	1.49	2.99	127	2.99
Milk	All fat tests	gallon	3.69	137	3.69	2.49	90	2.49	1.89-1.99	278	1.94
Sour cream		16 oz	1.50-2.00	2312	1.73	1.50-2.00	1158	1.67	1.29-2.00	595	1.57
Yogurt	Greek	4-6 oz	0.69-1.00	2995	.97	0.88-1.25	2187	1.01	0.88-1.25	1672	1.03
Yogurt	Greek	32 oz	3.49-4.50	412	3.98	3.78-4.49	1278	4.38	3.49-5.99	419	4.87
Yogurt	Yogurt	4-6 oz	0.33-0.60	1465	.48	0.33-1.00	2741	.52	0.33-0.60	1506	.44
Yogurt	Yogurt	32 oz	2.49-4.99	451	4.18				2.19	81	2.19

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 #	2.49-4.37	822	3.10	2.49-3.50	1539	3.10	2.50-5.69	772	3.48
Cheese	Natural Varieties	8 oz block	0.49-2.50	643	1.92	1.99-2.50	687	2.36	1.25-1.99	295	1.57
Cheese	Natural Varieties	1 # block	3.79	219	3.79	3.50-4.99	547	3.93	3.79	66	3.79
Cheese	Natural Varieties	2 # block	4.99	196	4.99	5.99	178	5.99	4.99-6.99	419	5.28
Cheese	Natural Varieties	8 oz shred	0.49-2.99	966	2.12	1.99-3.00	837	2.43	1.25-2.79	584	2.18
Cheese	Natural Varieties	1 # shred	3.79	219	3.79	3.79	210	3.79	3.79	66	3.79
Cottage cheese		16 oz	2.00	137	2.00	1.99-2.49	230	2.35			
Cream cheese		8 oz	0.99-1.78	565	1.47	1.67-1.99	331	1.90	0.99-2.00	256	1.44
Flavored milk	All fat tests	half gallon	2.00	54	2.00				1.49-1.99	171	1.80
Ice cream		48-64oz	2.00-4.50	1198	3.09	2.48-4.99	1735	3.29	1.99-3.49	476	2.33
Milk	All fat tests	half gallon	1.79	133	1.79				1.49	66	1.49
Milk	All fat tests	gallon	0.99-3.49	426	1.79	1.99-3.99	777	2.72	1.79-3.69	243	2.59
Sour cream		16 oz	2.00	372	2.00	1.99-2.00	474	2.00	1.99-2.00	166	1.99
Yogurt	Greek	4-6 oz	0.79-1.00	1031	.94	0.88-1.25	1534	.99	0.79-1.00	739	.94
Yogurt	Greek	32 oz				4.99	345	4.99	4.49	105	4.49
Yogurt	Yogurt	4-6 oz	0.50	481	.50	0.40-1.25	465	.80	0.38-0.50	813	.41
Yogurt	Yogurt	32 oz	2.50	141	2.50				1.99	105	1.99

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

## 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 #	800	4.58	306	4.70	114	4.99
Cheese	Natural Varieties	8 oz block			210	3.98	307	4.74
Cheese	Natural Varieties	8 oz shred			767	3.18	425	3.99
Cheese	Natural Varieties	1 # shred					244	5.99
Cottage cheese		16 oz	1083	3.99	196	2.99		
Cream cheese		8 oz	123	2.50	309	2.59		
Ice cream		48-64oz	1083	3.99				
Milk	All fat tests	half gallon	1713	3.66	2734	3.73	2130	4.10
Milk	All fat tests	gallon	1167	4.99	309	4.49	524	4.93

Wtd Avg - Simple weighted average



Milk	All fat tests	8 oz UHT	399	1.00	321	1.00	1231	.96
Sour cream		16 oz	1083	2.99			180	3.49
Yogurt	Greek	4-6 oz	1769	1.23				
Yogurt	Greek	32 oz	356	5.50				
Yogurt	Yogurt	4-6 oz			1250	1.03	833	1.22
Yogurt	Yogurt	32 oz	356	3.23	167	3.99	710	2.86

## 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 #							3.99-4.49	229	4.23
Cottage cheese		16 oz				3.99	1083	3.99			
Cream cheese		8 oz							2.50	123	2.50
Ice cream		48-64oz				3.99	1083	3.99			
Milk	All fat tests	half gallon	3.99	439	3.99	2.99-3.99	408	3.20	2.99	98	2.99
Milk	All fat tests	gallon	4.99	84	4.99	4.99	1083	4.99			
Sour cream		16 oz				2.99	1083	2.99			
Yogurt	Greek	4-6 oz	0.88-1.25	686	1.20	1.25	1083	1.25			
Yogurt	Yogurt	32 oz	3.50	167	3.50						

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 #	4.49-4.99	415	4.73	4.49	90	4.49	4.99	66	4.99
Milk	All fat tests	half gallon	3.49-3.99	234	3.67	3.50-3.99	465	3.87	3.89	69	3.89
Milk	All fat tests	8 oz UHT	1.00	158	1.00	1.00	241	1.00			
Yogurt	Greek	32 oz				5.00-5.99	356	5.50			
Yogurt	Yogurt	32 oz	2.99	72	2.99	2.99	117	2.99			

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

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