



## 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 04/14/2017 to 04/20/2017

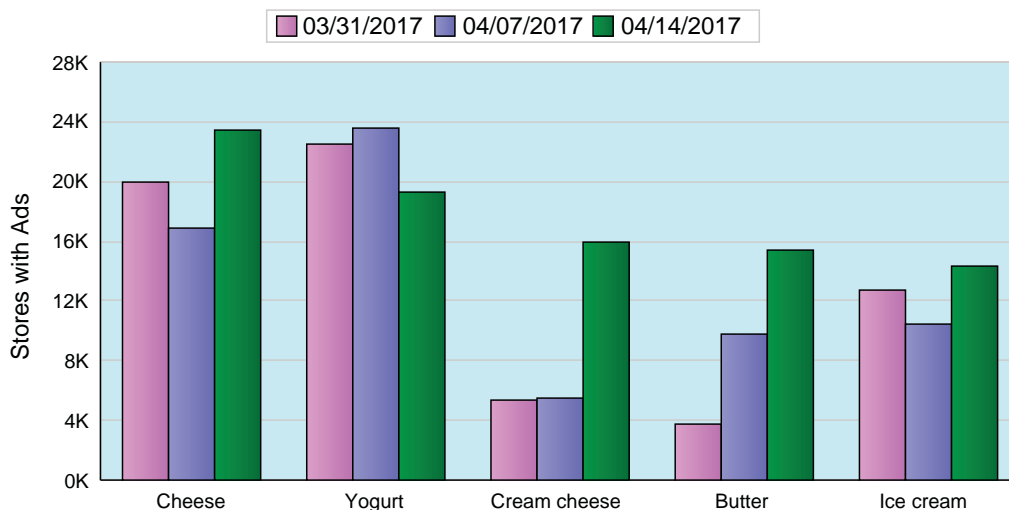
Holiday and seasonal favorites took over the top spots for advertised dairy products. The top four advertised dairy items are 8 ounce containers of cream cheese, 1 pound packages of butter, 48-64 ounce containers of ice cream and 16 ounce containers of sour cream. Conventional dairy ads increased 48% while organic ads decreased 24%. Cream cheese had the largest percentage increase of advertisements for both organic and conventional dairy items, 531% and 184%, respectively.

The average sale price for 4-6 ounce conventional yogurt is \$0.53. The average advertised price for 4-6 ounce conventional Greek yogurt is \$0.98 while organic 4-6 ounce Greek yogurt averages \$1.45. An organic premium of \$.47. There are no ads this week for 4-6 ounce organic yogurt. Conventional yogurt ad numbers decreased 14% while organic yogurt ads decreased 53%.

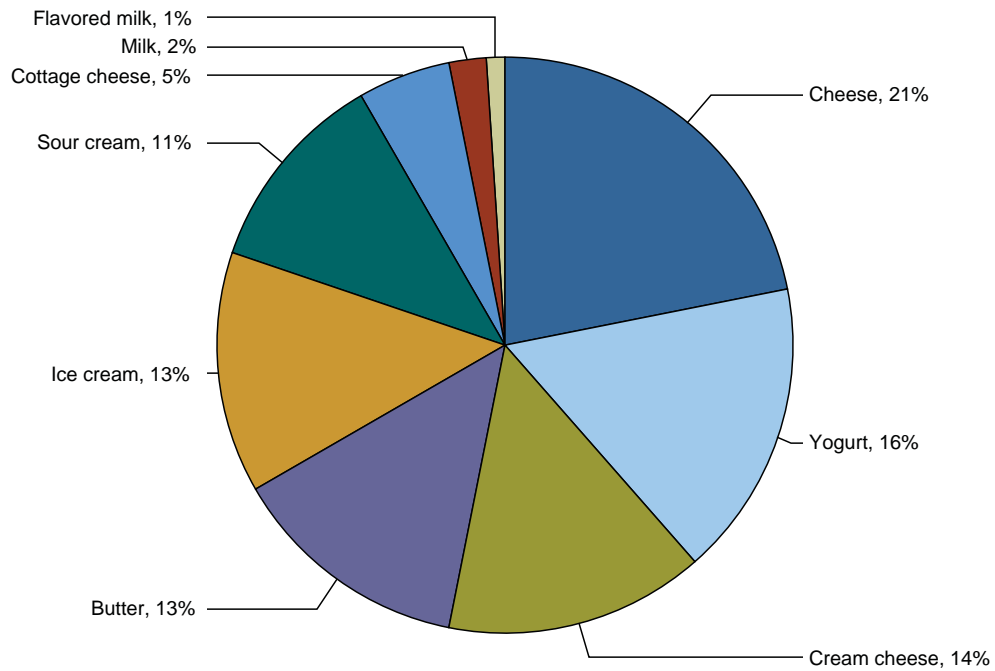
The U.S. advertised price for 8 ounce conventional cheese blocks averaged \$2.32, with ad numbers up 18% from last week. For 8 ounce conventional cheese shreds, the price averaged \$2.31. Ad numbers were up 61% for 8 ounce conventional cheese shreds. This contributed to an increase of 39% for overall conventional cheese ad numbers. There were no ads for organic cheese this week.

The weighted average price for organic half gallon milk is \$3.72. For a conventional half gallon of milk, the average price is \$2.33, an organic price premium of \$1.39. Once again, there were more total ads for organic milk than conventional milk. Organic milk advertisement numbers decreased 7%, and ad numbers for conventional milk decreased 12%. Half gallons of milk are the most heavily advertised organic dairy item.

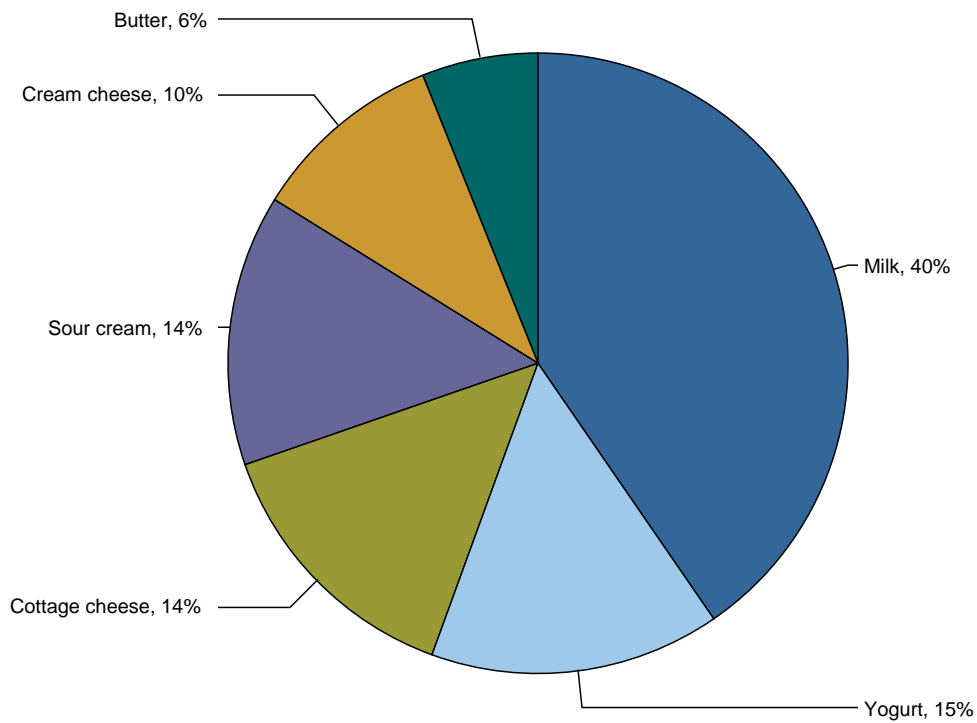
Top 5 Commodities Featured



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 #	15001	2.71	8977	2.93	2420	2.99
Cheese	Natural Varieties	8 oz block	7455	2.32	6339	2.11	9972	2.33
Cheese	Natural Varieties	1 # block	2922	3.18	1976	3.92	2074	3.64
Cheese	Natural Varieties	2 # block	656	5.99	793	5.37	649	5.82
Cheese	Natural Varieties	8 oz shred	9973	2.31	6189	2.23	9518	2.50
Cheese	Natural Varieties	1 # shred	2401	3.39	1567	3.90	2275	3.59
Cottage cheese		16 oz	5665	1.89	2935	2.02	4004	1.90
Cream cheese		8 oz	15210	1.69	5362	1.68	4152	1.93
Flavored milk	All fat tests	half gallon	769	2.09	340	1.80	442	2.73
Flavored milk	All fat tests	gallon	408	2.77			1695	2.63
Ice cream		48-64oz	14379	2.97	9355	3.04	13795	3.04
Milk	All fat tests	half gallon	544	2.33	560	1.90	510	1.31
Milk	All fat tests	gallon	1671	3.78	1951	2.45	3114	2.41
Sour cream		16 oz	11685	1.71	5077	1.75	5453	1.64
Yogurt	Greek	4-6 oz	9341	.98	10158	.99	13131	.92
Yogurt	Greek	32 oz	2318	4.69	2559	4.48	3823	4.77
Yogurt	Yogurt	4-6 oz	6047	.53	7471	.50	6559	.53
Yogurt	Yogurt	32 oz	371	2.29	778	3.37	433	2.98

## 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 #	1.99-3.00	2488	2.79	2.49-3.50	4910	2.90	1.99-3.00	2946	2.53
Cheese	Natural Varieties	8 oz block	1.79-3.50	1900	2.23	1.67-2.50	2457	2.22	1.33-3.00	1205	2.17
Cheese	Natural Varieties	1 # block	1.99-2.99	668	2.53	2.99-3.79	508	3.50	2.99-3.79	595	3.46
Cheese	Natural Varieties	2 # block	6.99	137	6.99	5.99	64	5.99			
Cheese	Natural Varieties	8 oz shred	1.99-3.49	3162	2.42	1.67-2.50	1949	2.36	1.33-3.00	1337	2.21
Cheese	Natural Varieties	1 # shred	3.99	100	3.99	2.99-3.79	508	3.50	2.99-3.99	711	3.54
Cottage cheese		16 oz	1.67-2.69	1611	2.17	1.67-2.00	1428	1.99	1.00-2.29	790	1.82
Cream cheese		8 oz	0.85-2.99	2420	1.65	0.85-2.00	5786	1.81	0.85-1.67	2851	1.38
Flavored milk	All fat tests	half gallon	2.00-2.50	543	2.14	2.50	61	2.50			
Flavored milk	All fat tests	gallon							2.99-3.00	294	2.99
Ice cream		48-64oz	1.99-3.99	2846	2.69	1.99-4.99	3599	2.98	2.39-3.99	3226	3.05
Milk	All fat tests	gallon				4.49-4.99	735	4.83	2.99-3.00	294	2.99
Sour cream		16 oz	1.39-2.00	3221	1.67	1.29-2.00	2367	1.87	0.99-2.00	1611	1.70
Yogurt	Greek	4-6 oz	0.88-1.50	2701	1.02	0.88-1.00	2235	.98	0.80-1.29	1870	1.00
Yogurt	Greek	32 oz	3.99-4.99	798	4.79	4.49-4.99	1144	4.52	4.99	180	4.99
Yogurt	Yogurt	4-6 oz	0.49-0.70	1531	.54	0.40-0.70	2689	.57	0.33-0.66	1185	.42
Yogurt	Yogurt	32 oz	1.50-2.69	252	2.30				1.99	57	1.99

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 #	1.49-3.00	1840	2.50	0.99-3.49	1993	2.75	1.49-3.99	824	2.37
Cheese	Natural Varieties	8 oz block	1.99-3.00	832	2.34	1.99-3.99	956	2.86	3.00	105	3.00
Cheese	Natural Varieties	1 # block	2.50-3.99	550	3.08	2.77-4.99	601	3.45			
Cheese	Natural Varieties	2 # block				5.99	320	5.99	4.99-5.00	135	5.00
Cheese	Natural Varieties	8 oz shred	1.67-2.98	1062	2.11	1.67-3.00	1859	2.23	1.99-3.00	604	2.40
Cheese	Natural Varieties	1 # shred	2.50-2.99	429	2.83	2.77-3.99	653	3.40			
Cottage cheese		16 oz	1.00-2.48	728	1.44	1.00-2.00	807	1.64	1.25-2.00	301	1.83
Cream cheese		8 oz	1.28-2.50	1850	1.71	1.49-2.50	1479	1.89	1.25-2.00	824	1.68
Flavored milk	All fat tests	half gallon	2.00	99	2.00				1.49	66	1.49
Flavored milk	All fat tests	gallon				2.19	114	2.19			
Ice cream		48-64oz	1.99-5.00	1852	3.33	1.99-3.99	2308	2.92	2.50-3.99	548	2.80
Milk	All fat tests	half gallon	1.79-2.00	232	1.88	2.99	246	2.99	1.49	66	1.49
Milk	All fat tests	gallon	3.49-4.99	115	4.21	2.19-2.99	527	2.66			
Sour cream		16 oz	0.99-2.00	1393	1.50	0.99-2.00	2313	1.70	1.25-2.00	780	1.81
Yogurt	Greek	4-6 oz	0.88-1.00	439	.94	0.69-1.00	1115	.92	0.83-1.33	981	.96
Yogurt	Greek	32 oz	4.99	196	4.99						
Yogurt	Yogurt	4-6 oz	0.50-0.67	225	.56	0.50	356	.50	0.67	61	.67
Yogurt	Yogurt	32 oz				2.50	62	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 #	417	5.05	800	4.58	161	4.99
Cottage cheese		16 oz	1083	3.99	1083	3.99	328	3.00
Cream cheese		8 oz	776	2.49	123	2.50		
Flavored milk	All fat tests	half gallon					195	4.28
Ice cream		48-64oz			1083	3.99		
Milk	All fat tests	half gallon	1580	3.72	1713	3.66	2388	4.05
Milk	All fat tests	gallon	410	5.37	1167	4.99	280	4.97
Milk	All fat tests	8 oz UHT	1064	1.00	399	1.00	543	1.00

Wtd Avg - Simple weighted average



Sour cream		16 oz	1083	2.99	1083	2.99	114	1.99
Yogurt	Greek	4-6 oz	676	1.45	1769	1.23	656	1.25
Yogurt	Greek	32 oz			356	5.50		
Yogurt	Yogurt	32 oz	482	2.99	356	3.23	482	2.49

## 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 #				4.99-5.99	298	5.27	4.49	119	4.49
Cottage cheese		16 oz				3.99	1083	3.99			
Cream cheese		8 oz				2.49	184	2.49			
Milk	All fat tests	half gallon	3.49	253	3.49	3.49	288	3.49	3.49	343	3.49
Milk	All fat tests	gallon				4.99	214	4.99			
Milk	All fat tests	8 oz UHT				1.00	398	1.00	1.00	137	1.00
Sour cream		16 oz				2.99	1083	2.99			
Yogurt	Greek	4-6 oz	1.00-1.50	615	1.44	1.50	61	1.50			
Yogurt	Yogurt	32 oz	2.99	255	2.99	2.99	227	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
Cream cheese		8 oz	2.49	351	2.49	2.49	241	2.49			
Milk	All fat tests	half gallon	3.49	276	3.49	3.49-4.99	420	4.37			
Milk	All fat tests	gallon	5.79	196	5.79						
Milk	All fat tests	8 oz UHT	1.00	288	1.00	1.00	241	1.00			

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:

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

Wtd Avg - Simple weighted average



ALASKA  
HAWAII  
NATIONAL

Alaska  
Hawaii  
Continental United States