



## 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>

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### Advertised Prices for Dairy Products at Major Retail Supermarket Outlets ending during the period of 04/21/2017 to 04/27/2017

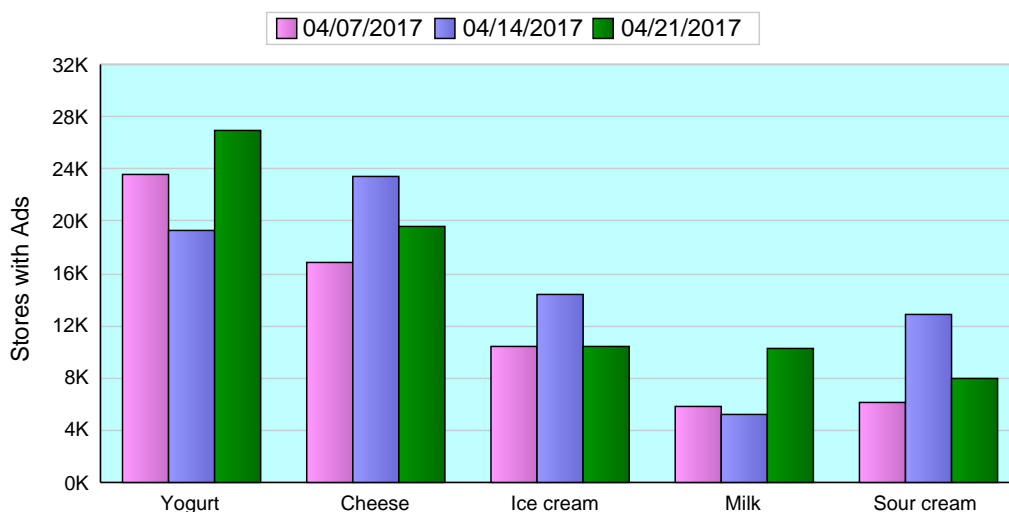
This week, total conventional dairy advertisements decreased 22%, but organic dairy ads were up 50%. Conventional butter ads declined 70%, while organic butter ads saw a 90% increase. The national average price for 1 pound conventional butter is \$2.91, while 1 pound organic butter is \$5.12, representing an organic price premium of \$2.21.

Conventional yogurt ads increased 41% and organic yogurt ads increased 30%. The average sale price for 4-6 ounce conventional Greek yogurt is \$0.98, while 4-6 ounce organic Greek yogurt is \$1.39, an organic price premium of \$0.41. The average sale price for 4-6 ounce conventional yogurt is \$0.60, while 4-6 ounce organic yogurt is \$0.80, an organic price premium of \$0.20.

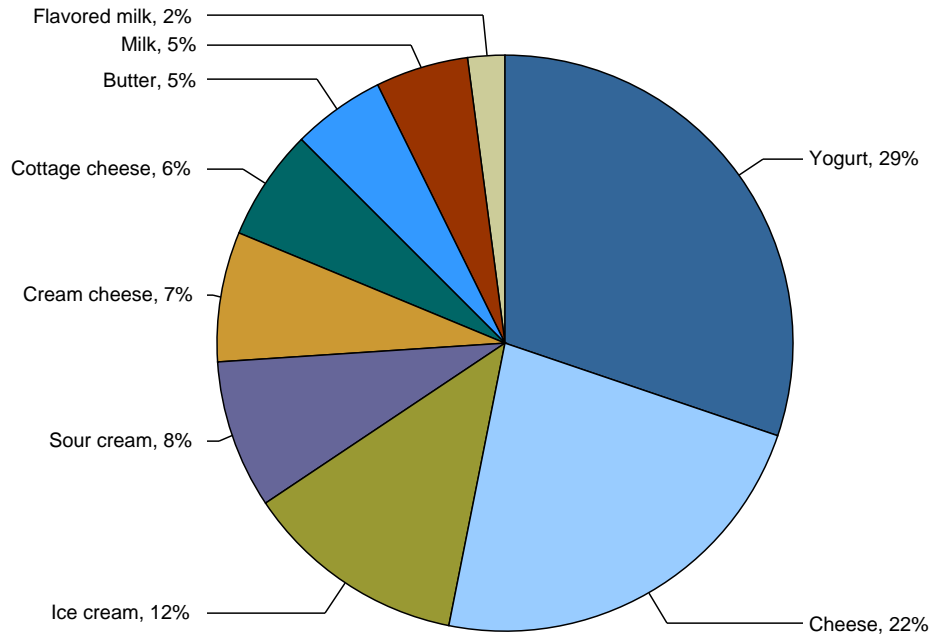
The U.S. advertised price for 8 ounce conventional cheese blocks averaged \$2.16, while organic 8 ounce blocks averaged \$4.04, an organic premium of \$1.88. Ads for conventional 8 ounce shred cheese averaged \$2.19, while organic 8 ounce shred averaged \$4.00, an organic premium of \$1.81. The collective number of conventional cheese ads declined 17%.

This week, the difference between the weighted average price for organic half gallon milk, \$3.99, and the weighted average price for conventional half gallon milk, \$2.47, resulted in an organic price premium of \$1.52. Organic milk advertisements increased 95% and ads for conventional milk increased 96%.

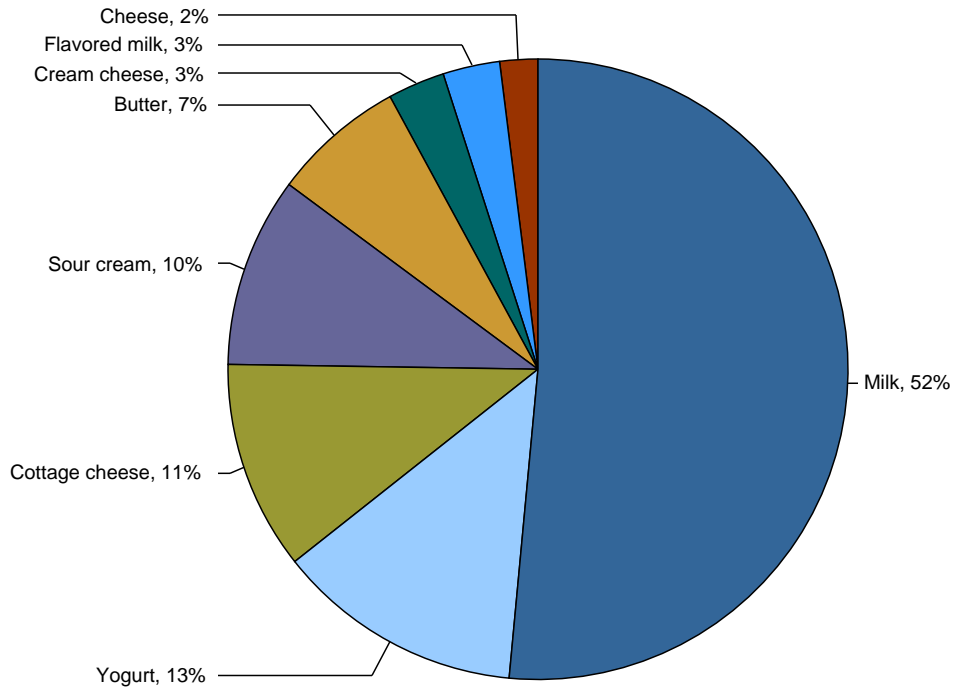
Top 5 Commodities Featured



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 #	4575	2.91	15001	2.71	3105	3.31
Cheese	Natural Varieties	8 oz block	8847	2.19	7455	2.32	9053	2.32
Cheese	Natural Varieties	1 # block	1180	3.20	2922	3.18	1148	4.14
Cheese	Natural Varieties	2 # block	705	6.22	656	5.99	421	6.16
Cheese	Natural Varieties	8 oz shred	7931	2.19	9973	2.31	12449	2.37
Cheese	Natural Varieties	1 # shred	766	3.34	2401	3.39	678	4.27
Cottage cheese		16 oz	5037	1.78	5665	1.89	5955	1.89
Cream cheese		8 oz	6031	1.86	15210	1.69	4267	1.89
Flavored milk	All fat tests	half gallon	365	2.03	769	2.09	276	2.39
Flavored milk	All fat tests	gallon	1024	2.30	408	2.77	739	2.97
Ice cream		48-64oz	10402	3.02	14379	2.97	12774	3.32
Milk	All fat tests	half gallon	892	2.47	544	2.33	848	1.47
Milk	All fat tests	gallon	3444	2.44	1671	3.78	4016	2.35
Sour cream		16 oz	6896	1.58	11685	1.71	6138	1.55
Yogurt	Greek	4-6 oz	13132	.98	9341	.98	13506	.95
Yogurt	Greek	32 oz	3414	4.44	2318	4.69	551	4.86
Yogurt	Yogurt	4-6 oz	7656	.60	6047	.53	4635	.55
Yogurt	Yogurt	32 oz	1295	2.48	371	2.29	1402	2.70

## 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 #	1.00-3.99	1073	3.19	1.99-3.59	1462	3.28	1.99-3.00	1354	2.28
Cheese	Natural Varieties	8 oz block	1.49-3.50	2821	2.29	1.67-3.00	1649	2.32	1.79-3.50	1538	2.07
Cheese	Natural Varieties	1 # block	2.99-3.50	471	3.17	2.99-3.50	234	3.24	2.99-3.99	470	3.18
Cheese	Natural Varieties	8 oz shred	1.49-3.00	2144	2.26	1.67-3.00	2047	2.12	1.50-2.50	770	2.12
Cheese	Natural Varieties	1 # shred				2.99-3.50	234	3.24	2.99-3.99	470	3.18
Cottage cheese		16 oz	1.49-2.99	1642	2.04	1.25-2.50	1145	1.73	1.00-1.98	755	1.27
Cream cheese		8 oz	1.50-2.00	879	1.71	1.49-2.50	3032	1.98	0.85-2.50	1115	1.35
Flavored milk	All fat tests	half gallon	2.99	137	2.99				1.99	107	1.99
Flavored milk	All fat tests	gallon							1.69-3.49	273	2.72
Ice cream		48-64oz	1.99-3.99	3392	2.86	2.39-4.99	2794	3.05	2.39-3.99	2004	3.06
Milk	All fat tests	half gallon							0.69-3.50	424	2.21
Milk	All fat tests	gallon	3.49-3.99	199	3.65				1.58-3.99	440	2.66
Sour cream		16 oz	1.49-2.00	2107	1.82	1.25-2.00	1436	1.52	1.00-1.99	1471	1.47
Yogurt	Greek	4-6 oz	0.75-1.25	3678	1.00	1.00	3863	1.00	0.77-1.29	1920	1.01
Yogurt	Greek	32 oz	3.79-4.99	511	4.12	4.49-5.00	2172	4.74	2.19-4.49	368	3.74
Yogurt	Yogurt	4-6 oz	0.33-1.25	2136	.69	0.40-0.60	1668	.50	0.39-0.66	966	.56
Yogurt	Yogurt	32 oz	2.50-2.79	254	2.57	2.49	64	2.49	1.88-3.00	450	2.34

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 #	2.49-3.88	515	2.81				2.99-3.99	166	3.36
Cheese	Natural Varieties	8 oz block	1.50-4.99	1277	2.10	1.88-2.99	1038	2.07	1.67-2.00	463	1.79
Cheese	Natural Varieties	2 # block	4.99-5.99	219	5.63	5.99-7.99	379	6.88	4.99	105	4.99
Cheese	Natural Varieties	8 oz shred	1.50-2.99	1171	2.16	1.88-3.00	962	2.43	1.67-2.00	752	1.87
Cheese	Natural Varieties	1 # shred				4.99	62	4.99			
Cottage cheese		16 oz	1.25-2.50	438	1.70	1.25-2.49	991	1.85	1.25	66	1.25
Cream cheese		8 oz	2.49-2.58	374	2.50	1.99	345	1.99	1.25-2.50	199	1.94
Flavored milk	All fat tests	half gallon							0.99	121	.99
Flavored milk	All fat tests	gallon	1.99	342	1.99	1.89-1.99	364	1.96			
Ice cream		48-64oz	2.50-3.50	506	3.08	2.88-3.50	1203	3.21	2.49-4.00	416	2.95
Milk	All fat tests	half gallon	3.99	196	3.99	0.99	90	.99	0.99-4.50	182	2.17
Milk	All fat tests	gallon	1.77-2.99	899	2.24	1.89-2.99	1572	2.41	1.79	289	1.79
Sour cream		16 oz	0.99-1.69	1021	1.36	1.25-2.00	744	1.57	1.25	66	1.25
Yogurt	Greek	4-6 oz	0.79-1.39	824	.94	0.69-1.00	1291	.94	0.69-1.00	1460	.90
Yogurt	Greek	32 oz	4.99	74	4.99				3.50	289	3.50
Yogurt	Yogurt	4-6 oz	0.40-1.25	1044	.63	0.50-0.70	1535	.55	0.40-1.39	304	.83
Yogurt	Yogurt	32 oz				2.50	137	2.50	2.49-2.99	350	2.58

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
Butter		1 #	3.99	2	3.99	4.69	3	4.69
Cheese	Natural Varieties	8 oz block	1.50-2.50	27	2.37	3.89	34	3.89
Cheese	Natural Varieties	1 # block	5.98-5.99	5	5.98			
Cheese	Natural Varieties	2 # block	7.99	2	7.99			
Cheese	Natural Varieties	8 oz shred	1.50-2.50	27	2.37	2.79-3.89	58	3.43
Cream cheese		8 oz	1.20	2	1.20	1.79-2.00	85	1.94
Flavored milk	All fat tests	gallon	3.79	11	3.79	5.29	34	5.29
Ice cream		48-64oz	4.48-5.49	9	5.15	3.50-7.99	78	5.21
Milk	All fat tests	gallon	3.79	11	3.79	4.79	34	4.79
Sour cream		16 oz				2.00-2.29	51	2.14
Yogurt	Greek	4-6 oz	0.99-1.25	32	1.07	0.79-0.88	64	.88
Yogurt	Yogurt	4-6 oz				0.69	3	.69
Yogurt	Yogurt	32 oz	2.50-3.98	16	2.90	2.50	24	2.50

## NATIONAL -- ORGANIC DAIRY PRODUCTS

Commodity	Type	Pack Size	THIS PERIOD	LAST WEEK	LAST YEAR
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Wtd Avg - Simple weighted average



			Stores With Ads	Wtd Avg Price	Stores With Ads	Wtd Avg Price	Stores With Ads	Wtd Avg Price
Butter		1 #	791	5.11	417	5.05	267	4.99
Cheese	Natural Varieties	8 oz block	71	4.04			180	3.29
Cheese	Natural Varieties	1 # block	61	4.99				
Cheese	Natural Varieties	8 oz shred	69	4.00			114	3.49
Cheese	Natural Varieties	1 # shred					244	7.49
Cottage cheese		16 oz	1260	3.93	1083	3.99	1465	3.16
Cream cheese		8 oz	307	2.89	776	2.49		
Flavored milk	All fat tests	half gallon	289	4.59				
Milk	All fat tests	half gallon	5654	3.99	1580	3.72	1342	4.13
Milk	All fat tests	gallon	180	6.49	410	5.37	487	5.44
Milk	All fat tests	8 oz UHT	127	1.00	1064	1.00	559	1.00
Sour cream		16 oz	1083	2.99	1083	2.99	1587	3.07
Yogurt	Greek	4-6 oz	221	1.39	676	1.45	940	1.15
Yogurt	Greek	32 oz	342	3.82			453	6.29
Yogurt	Yogurt	4-6 oz	351	.80			769	1.05
Yogurt	Yogurt	32 oz	588	2.99	482	2.99	1500	2.76

## 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 #	4.99-5.49	344	5.19	4.97	214	4.97	5.49	53	5.49
Cottage cheese		16 oz	3.99	72	3.99	3.99	1083	3.99			
Cream cheese		8 oz							2.49	225	2.49
Milk	All fat tests	half gallon	3.99-4.99	1019	4.41	2.99-4.29	1490	4.13	2.99-4.29	671	3.66
Milk	All fat tests	gallon							6.49	180	6.49
Milk	All fat tests	8 oz UHT							1.00	127	1.00
Sour cream		16 oz				2.99	1083	2.99			
Yogurt	Greek	4-6 oz	1.39	221	1.39						
Yogurt	Greek	32 oz	3.99	221	3.99						
Yogurt	Yogurt	4-6 oz	1.67	60	1.67						
Yogurt	Yogurt	32 oz							2.99	588	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
Butter		1 #				4.99	178	4.99			
Cheese	Natural Varieties	8 oz block							4.00	69	4.00
Cheese	Natural Varieties	1 # block							4.99	61	4.99
Cheese	Natural Varieties	8 oz shred							4.00	69	4.00
Cottage cheese		16 oz							3.29	105	3.29
Cream cheese		8 oz	3.99	82	3.99						
Flavored milk	All fat tests	half gallon							4.59	289	4.59
Milk	All fat tests	half gallon	2.99	219	2.99	2.99-3.99	1163	3.81	2.99-4.69	1054	4.03
Yogurt	Greek	32 oz	3.50	121	3.50						
Yogurt	Yogurt	4-6 oz							0.62	289	.62

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
Butter		1 #	6.29	2	6.29			
Cheese	Natural Varieties	8 oz block	5.49	2	5.49			
Milk	All fat tests	half gallon	2.99-5.98	35	3.55	5.97	3	5.97
Yogurt	Yogurt	4-6 oz	1.33	2	1.33			

#### 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