



Dairy Market News Branch

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Advertised Prices for Dairy Products at Major Retail Supermarket Outlets ending during the period of 04/28/2017 to 05/04/2017

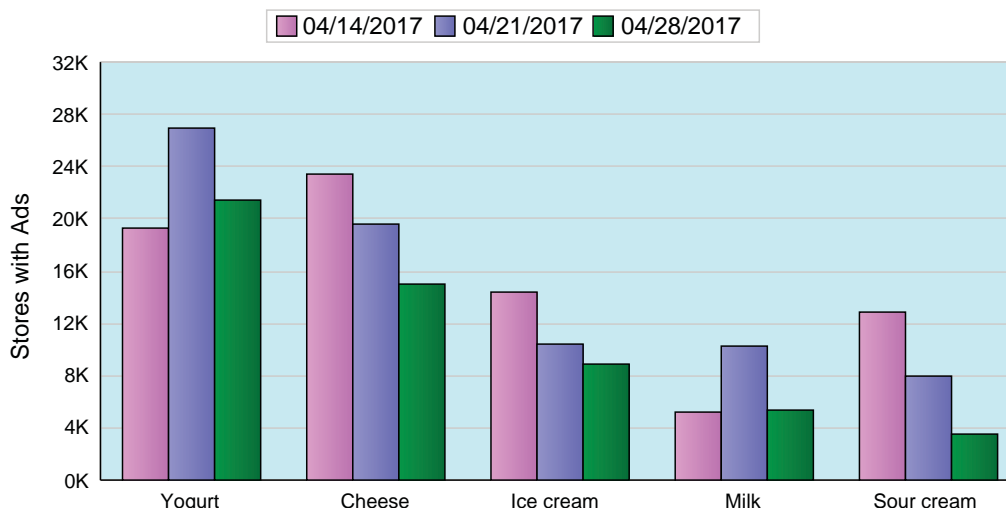
This week, a week full of news about volumes of milk having challenges finding processors willing to pay for it, total conventional dairy advertisements decreased 35%, and organic dairy ads decreased 52%. Conventional ice cream in 48-64 oz. containers has an average price of \$2.82, down \$0.20 from last week. Ad numbers declined 16%. Conventional butter ads declined 69%, and organic butter ads decreased 79%. The national average price for 1 pound conventional butter is \$3.22, up \$0.31, while 1 pound organic butter is \$4.99, down \$0.12, representing an organic price premium of \$1.77.

Conventional yogurt ads decreased 27% but organic yogurt ads increased 26%. The average sale price for 4-6 ounce conventional Greek yogurt is \$0.97, while 4-6 ounce organic Greek yogurt is \$1.07, an organic price premium of \$0.10. The average sale price for 4-6 ounce conventional yogurt is \$0.48, while 4-6 ounce organic yogurt is \$1.00, an organic price premium of \$0.52.

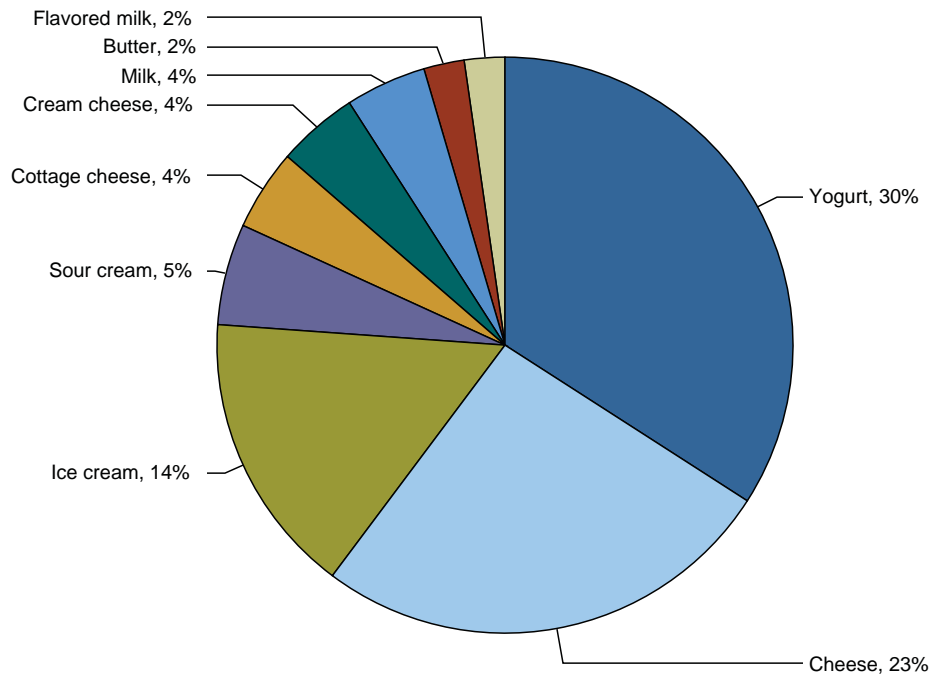
The U.S. advertised price for 8 ounce conventional cheese blocks average \$1.98, is down \$0.21 from last week. Ads for conventional 8 ounce shred cheese average \$2.09, down \$0.10 from last week. The number of conventional cheese ads declined 30%. There are no ads for organic cheese this week.

This week, the difference between the weighted average price for organic half gallon milk, \$3.37, and the weighted average price for conventional half gallon milk, \$2.10, resulted in an organic price premium of \$1.27. Organic milk advertisements decreased 50% and ads for conventional milk decreased 47%.

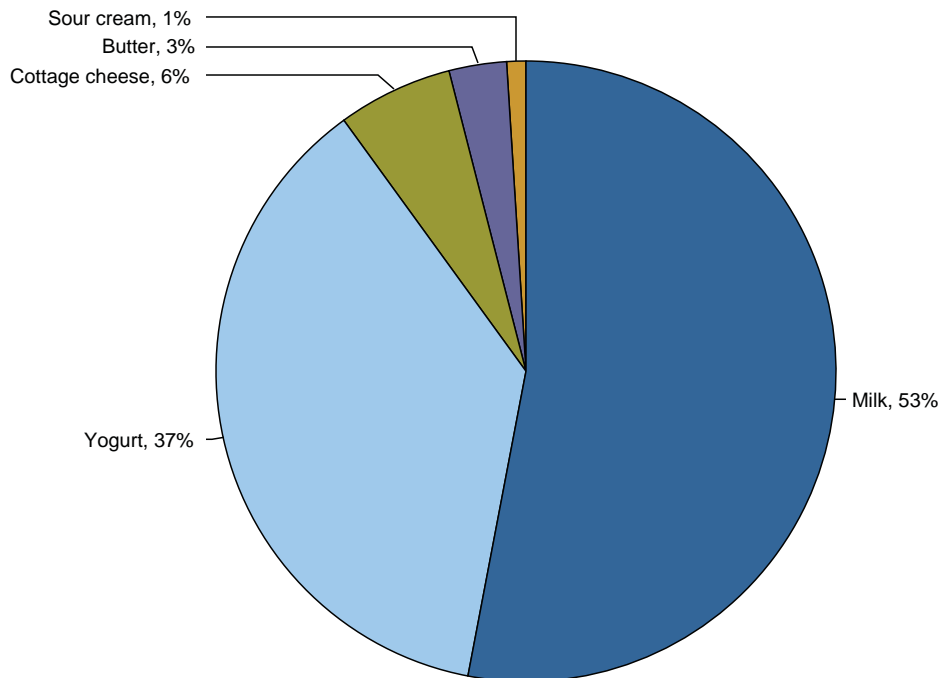
Top 5 Commodities Featured



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 #	1428	3.22	4575	2.91	2777	3.03
Cheese	Natural Varieties	8 oz block	3260	2.01	8847	2.19	6982	2.32
Cheese	Natural Varieties	1 # block	3016	3.52	1180	3.20	1361	3.12
Cheese	Natural Varieties	2 # block	587	4.50	705	6.22	371	5.11
Cheese	Natural Varieties	8 oz shred	5604	2.08	7931	2.19	8315	2.44
Cheese	Natural Varieties	1 # shred	2546	3.40	766	3.34	1298	2.80
Cottage cheese		16 oz	2815	1.82	5037	1.78	4515	2.03
Cream cheese		8 oz	2595	1.88	6031	1.86	2418	1.79
Flavored milk	All fat tests	half gallon	733	1.83	365	2.03	479	1.45
Flavored milk	All fat tests	gallon	266	2.54	1024	2.30	405	2.71
Ice cream		48-64oz	8809	2.82	10402	3.02	11639	3.11
Milk	All fat tests	half gallon	1511	2.14	892	2.47	464	1.60
Milk	All fat tests	gallon	863	2.36	3444	2.44	1479	2.12
Sour cream		16 oz	3518	1.61	6896	1.58	4980	1.71
Yogurt	Greek	4-6 oz	9555	.95	13132	.98	10954	.96
Yogurt	Greek	32 oz	2473	4.65	3414	4.44	606	3.82
Yogurt	Yogurt	4-6 oz	5248	.48	7656	.60	5710	.52
Yogurt	Yogurt	32 oz	2031	2.43	1295	2.48	467	2.45

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 #	2.99-3.99	687	3.33	2.98-3.29	295	3.22	2.88-3.00	179	2.96
Cheese	Natural Varieties	8 oz block	1.77-3.00	1324	2.16	1.67-2.19	438	1.91	1.57-2.99	733	2.07
Cheese	Natural Varieties	1 # block	2.99-3.99	346	3.78	3.49-3.99	1594	3.96	2.49-3.49	336	2.81
Cheese	Natural Varieties	8 oz shred	1.77-3.00	2113	2.15	1.67-2.49	642	2.05	1.88-3.00	1354	2.07
Cheese	Natural Varieties	1 # shred	2.99-3.99	227	3.73	2.49-3.99	1301	3.75	2.49-3.49	244	2.93
Cottage cheese		16 oz	1.50-2.69	619	2.15	1.25-2.00	542	1.73	1.25-1.29	485	1.26
Cream cheese		8 oz	1.50-2.59	956	1.87	1.67-2.50	599	1.92	1.69-2.49	274	2.09
Flavored milk	All fat tests	half gallon	2.00	396	2.00	2.50	61	2.50			
Flavored milk	All fat tests	gallon							2.49-2.99	122	2.71
Ice cream		48-64oz	2.49-3.49	1578	2.59	1.99-4.49	2008	2.57	1.99-4.00	1348	2.78
Milk	All fat tests	half gallon	2.00-2.99	468	2.15	2.50-2.99	294	2.60	2.49	69	2.49
Milk	All fat tests	gallon							1.69-3.29	543	2.23
Sour cream		16 oz	1.49-2.00	1151	1.70	1.25-2.00	517	1.53	1.25-1.69	701	1.32
Yogurt	Greek	4-6 oz	0.69-1.00	2375	.97	0.69-1.00	3264	.91	0.79-1.00	1058	.95
Yogurt	Greek	32 oz	3.99-4.99	1017	4.92	3.50-4.99	509	3.90	3.99-5.00	398	4.65
Yogurt	Yogurt	4-6 oz	0.35-0.59	1376	.48	0.40-0.60	1350	.52	0.33-0.60	1436	.45
Yogurt	Yogurt	32 oz	2.49-2.50	266	2.50	2.50	1002	2.50	1.99-2.50	588	2.30

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	142	2.99	2.99-3.50	125	3.24			
Cheese	Natural Varieties	8 oz block	0.48-1.99	358	1.44	1.88-2.00	232	1.97	1.88	121	1.88
Cheese	Natural Varieties	1 # block	2.49-3.00	196	2.80	2.49	451	2.49	3.49	66	3.49
Cheese	Natural Varieties	2 # block	4.99	235	4.99				3.99-4.99	350	4.16
Cheese	Natural Varieties	8 oz shred	0.48-2.49	526	1.72	1.88-2.49	795	2.19	1.88	121	1.88
Cheese	Natural Varieties	1 # shred	2.49-3.00	196	2.80	2.49	451	2.49	3.49-4.99	127	4.21
Cottage cheese		16 oz	1.00-2.49	230	1.83	1.00-2.50	738	1.97	1.25-2.00	187	1.74
Cream cheese		8 oz	1.78-2.00	129	1.90	1.50-1.99	348	1.82	1.69	289	1.69
Flavored milk	All fat tests	half gallon	1.00	121	1.00				0.99	121	.99
Flavored milk	All fat tests	gallon	2.28	133	2.28						
Ice cream		48-64oz	2.00-4.59	1336	3.22	1.99-4.99	1650	3.14	1.49-3.99	771	2.45
Milk	All fat tests	half gallon	1.00-2.50	467	1.57				0.99	121	.99
Milk	All fat tests	gallon	1.87-2.99	193	2.69	2.29	116	2.29			
Sour cream		16 oz	1.00-2.49	425	1.49	1.00-2.50	631	1.88	1.25	66	1.25
Yogurt	Greek	4-6 oz	0.69-1.00	933	.91	0.88-1.00	1022	.97	0.99-1.00	766	1.00
Yogurt	Greek	32 oz	4.99	152	4.99	3.99-4.99	331	4.72	4.99	66	4.99
Yogurt	Yogurt	4-6 oz	0.44-0.50	287	.48	0.40-0.60	452	.52	0.38	289	.38
Yogurt	Yogurt	32 oz				2.00-2.50	169	2.32			

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
Cheese	Natural Varieties	8 oz block	2.00-3.00	17	2.35	2.50	37	2.50
Cheese	Natural Varieties	1 # block				4.99	27	4.99
Cheese	Natural Varieties	2 # block	4.99	2	4.99			
Cheese	Natural Varieties	8 oz shred	2.00-3.00	16	2.31	2.50	37	2.50
Cottage cheese		16 oz	2.50	11	2.50	2.49	3	2.49
Flavored milk	All fat tests	half gallon				4.59	34	4.59
Flavored milk	All fat tests	gallon	3.79	11	3.79			
Ice cream		48-64oz	2.99-4.50	40	3.53	3.79-3.99	78	3.93
Milk	All fat tests	half gallon				3.00-7.29	92	4.79
Milk	All fat tests	gallon	3.79	11	3.79			
Sour cream		16 oz				2.99	27	2.99
Yogurt	Greek	4-6 oz	0.48-1.25	46	.88	1.25-1.50	91	1.32
Yogurt	Yogurt	4-6 oz				0.50-0.75	58	.65
Yogurt	Yogurt	32 oz				4.57	6	4.57

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 #	169	4.99	791	5.11	140	4.51
Cheese	Natural Varieties	8 oz block			71	4.04		
Cheese	Natural Varieties	1 # block			61	4.99		
Cheese	Natural Varieties	8 oz shred			69	4.00		
Cottage cheese		16 oz	364	3.50	1260	3.93	534	3.22
Cream cheese		8 oz			307	2.89		
Flavored milk	All fat tests	half gallon			289	4.59		
Milk	All fat tests	half gallon	2538	3.37	5654	3.99	3278	3.80
Milk	All fat tests	gallon	189	4.99	180	6.49	351	5.34
Milk	All fat tests	8 oz UHT	273	1.00	127	1.00		
Sour cream		16 oz	61	2.49	1083	2.99	417	2.72
Yogurt	Greek	4-6 oz	941	1.06	221	1.39	523	1.22
Yogurt	Greek	32 oz	242	3.81	342	3.82		
Yogurt	Yogurt	4-6 oz	693	.97	351	.80	133	1.23
Yogurt	Yogurt	32 oz	239	4.24	588	2.99	588	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	108	4.99	4.99	61	4.99			
Cottage cheese		16 oz	3.49	108	3.49	3.49-3.50	256	3.50			
Milk	All fat tests	half gallon	3.49-3.99	255	3.78	2.99-4.28	714	3.61	2.99	714	2.99
Milk	All fat tests	8 oz UHT				1.00	195	1.00			
Sour cream		16 oz				2.49	61	2.49			
Yogurt	Greek	4-6 oz	1.00-1.25	376	1.20				1.00	366	1.00
Yogurt	Greek	32 oz	3.50-4.99	180	4.10						
Yogurt	Yogurt	4-6 oz	0.69	72	.69	0.99-1.00	411	1.00			
Yogurt	Yogurt	32 oz				3.50	61	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
Milk	All fat tests	half gallon	2.99-3.99	140	3.43	2.99-4.50	273	3.34	2.99-3.50	410	3.35
Milk	All fat tests	gallon	4.99	72	4.99	4.99	117	4.99			

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
Milk	All fat tests	8 oz UHT	1.00	78	1.00						
Yogurt	Greek	4-6 oz	0.69-1.25	199	.91						
Yogurt	Greek	32 oz				2.99	62	2.99			
Yogurt	Yogurt	4-6 oz				1.00	210	1.00			
Yogurt	Yogurt	32 oz				4.49	178	4.49			

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
Milk	All fat tests	half gallon	2.99-3.50	32	3.32			

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