



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 18

Issued Weekly

Friday, May 5, 2017

Advertised Prices for Dairy Products at Major Retail Supermarket Outlets ending during the period of 05/05/2017 to 05/11/2017

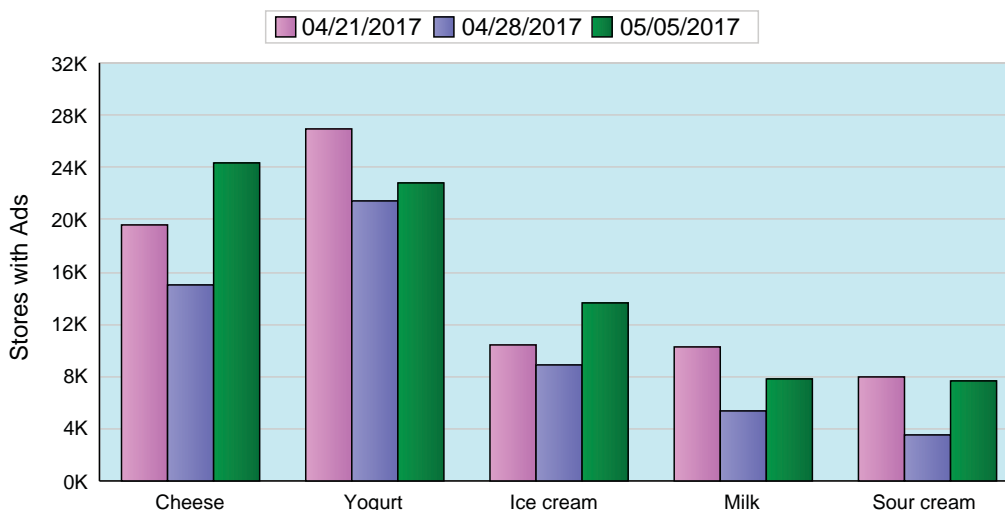
This week, total conventional dairy advertisements increased 51%, but organic dairy ads decreased 21%. Conventional Greek yogurt in 4-6 ounce containers is the top advertised dairy item, followed by ice cream in 48-64 ounce containers and 8 ounce packs of shred cheese. The average advertised price for conventional 1 pound butter is \$2.85, down \$0.37 from last week. One pound organic butter at \$5.70, is up \$0.71, an organic price premium of \$2.85. Conventional ice cream in 48-64 oz. containers has an average price of \$2.95, up \$0.13 from last week.

Conventional yogurt ads increased 13%, but organic yogurt ads decreased 59%. The average sale price for 4-6 ounce conventional Greek yogurt is \$0.98, while 4-6 ounce organic Greek yogurt is \$1.22, an organic price premium of \$0.24. The average sale price for 4-6 ounce conventional yogurt is \$0.61, while 4-6 ounce organic yogurt is \$1.00, an organic price premium of \$0.39.

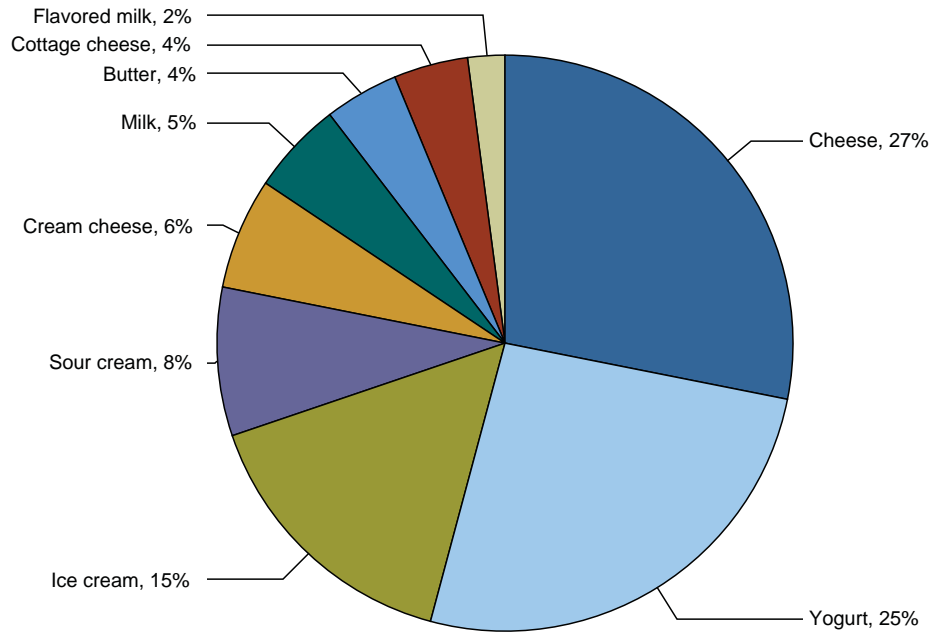
The U.S. advertised price for 8 ounce conventional cheese blocks average \$2.16, up \$0.15 from last week. There were no ads for organic 8 ounce cheese blocks. Ads for conventional 8 ounce shred cheese average \$2.22, up \$0.14 from last week. The U.S. advertised price for 8 ounce packages of organic shred cheese is \$4.49, a \$2.27 organic premium over conventional shred cheese. The number of conventional cheese ads increased 61%.

This week, the difference between the weighted average price for organic half gallon milk, \$3.48, and the weighted average price for conventional half gallon milk, \$2.10, resulted in an organic price premium of \$1.38. Organic milk advertisements increased 1% and ads for conventional milk increased 105%. Advertisements for conventional gallons of flavored milk and [unflavored] milk increased by the greatest percentage of all dairy items, 347% and 275% respectively.

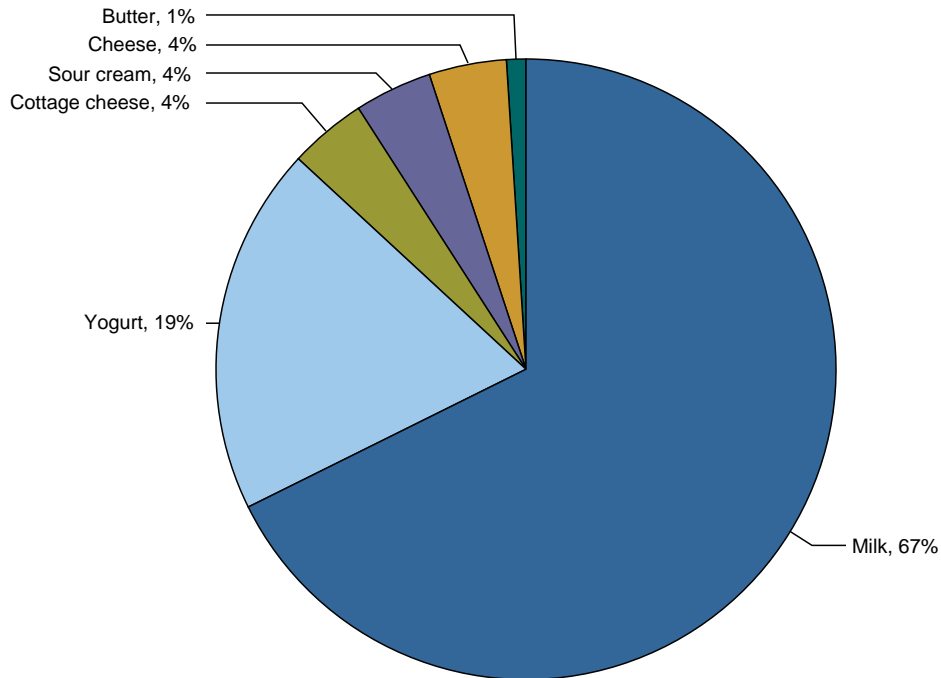
Top 5 Commodities Featured



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 #	3259	2.85	1428	3.22	4365	2.91
Cheese	Natural Varieties	8 oz block	7637	2.16	3260	2.01	8016	2.11
Cheese	Natural Varieties	1 # block	3400	3.66	3016	3.52	2644	3.06
Cheese	Natural Varieties	2 # block	790	6.04	587	4.50	855	5.95
Cheese	Natural Varieties	8 oz shred	9628	2.22	5604	2.08	10451	2.24
Cheese	Natural Varieties	1 # shred	2754	3.50	2546	3.40	2121	2.86
Cottage cheese		16 oz	3166	1.76	2815	1.82	5211	1.91
Cream cheese		8 oz	5733	1.74	2595	1.88	6193	1.96
Flavored milk	All fat tests	half gallon	252	2.35	733	1.83	1038	2.11
Flavored milk	All fat tests	gallon	1190	2.97	266	2.54	466	3.10
Ice cream		48-64oz	13702	2.95	8809	2.82	17311	2.97
Milk	All fat tests	half gallon	1622	2.10	1511	2.14	599	1.52
Milk	All fat tests	gallon	3233	2.62	863	2.36	2270	2.29
Sour cream		16 oz	7446	1.58	3518	1.61	8066	1.75
Yogurt	Greek	4-6 oz	16199	.98	9555	.95	14551	.93
Yogurt	Greek	32 oz	1888	4.29	2473	4.65	910	4.29
Yogurt	Yogurt	4-6 oz	3261	.61	5248	.48	5416	.47
Yogurt	Yogurt	32 oz	530	2.40	2031	2.43	640	2.57

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 #	2.50-4.99	1092	3.51	1.99-3.00	245	2.24	1.99-2.50	464	2.35
Cheese	Natural Varieties	8 oz block	1.49-3.50	2520	2.22	2.00-2.50	1347	2.39	0.99-3.00	882	2.08
Cheese	Natural Varieties	1 # block	2.50-6.99	934	3.78	3.99	1216	3.99	2.49-4.99	460	3.65
Cheese	Natural Varieties	2 # block				6.48	195	6.48			
Cheese	Natural Varieties	8 oz shred	1.67-3.00	3078	2.40	2.00-2.50	1673	2.36	1.66-3.00	1389	2.31
Cheese	Natural Varieties	1 # shred	3.99	277	3.99	3.00-3.99	1063	3.93	2.49-4.99	566	3.52
Cottage cheese		16 oz	1.66-2.99	981	2.31	1.25-2.00	868	1.77	1.25-1.66	499	1.42
Cream cheese		8 oz	1.00-2.89	1829	1.68	1.50-2.99	755	2.18	0.99-2.50	1167	1.65
Flavored milk	All fat tests	half gallon	3.29	118	3.29				0.77-2.00	134	1.51
Flavored milk	All fat tests	gallon				5.99	233	5.99	2.49-3.29	126	2.85
Ice cream		48-64oz	1.99-3.99	3340	2.59	1.99-5.48	3436	3.08	2.49-3.98	1288	2.85
Milk	All fat tests	half gallon	2.50	135	2.50	2.99	120	2.99	0.69-2.00	431	1.58
Milk	All fat tests	gallon	2.19-3.69	221	3.12	2.69-3.99	550	3.79	1.89-2.49	474	2.04
Sour cream		16 oz	1.00-2.00	2219	1.62	1.25-2.00	1775	1.79	1.25-1.99	1573	1.63
Yogurt	Greek	4-6 oz	0.80-1.50	4218	1.00	1.00	3410	1.00	0.88-1.00	3222	.98
Yogurt	Greek	32 oz	3.49-4.99	772	4.49	3.50-3.99	629	3.82	3.49	116	3.49
Yogurt	Yogurt	4-6 oz	0.45-1.25	1359	.66	0.50-0.60	446	.57	0.50-0.60	418	.53

Wtd Avg - Simple weighted average



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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
Yogurt	Yogurt	32 oz	1.99-2.69	240	2.41	2.18	195	2.18			

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 #	1.99-2.99	621	2.60	2.49-2.99	628	2.69	2.49-2.50	190	2.50
Cheese	Natural Varieties	8 oz block	1.49-2.50	1263	1.88	1.66-2.49	1510	2.11	1.99	69	1.99
Cheese	Natural Varieties	1 # block	2.49	78	2.49	2.49-2.99	451	2.76	2.99-4.99	248	3.62
Cheese	Natural Varieties	2 # block				4.99-5.99	316	5.36	4.99-7.99	279	6.50
Cheese	Natural Varieties	8 oz shred	1.49-2.50	1053	1.82	1.50-2.50	1809	2.14	0.88-3.00	590	1.66
Cheese	Natural Varieties	1 # shred	2.49	210	2.49	2.49-2.99	451	2.76	2.99-3.49	187	3.17
Cottage cheese		16 oz	0.88-1.50	199	1.12	0.88-1.99	474	1.27	1.25	121	1.25
Cream cheese		8 oz	1.29-1.69	1347	1.48	1.67-2.49	532	2.09	2.50	61	2.50
Flavored milk	All fat tests	gallon	1.89-1.99	409	1.94	1.99-2.79	422	2.33			
Ice cream		48-64oz	1.99-5.50	1920	3.21	1.99-5.99	2520	3.06	1.99-3.99	1141	2.94
Milk	All fat tests	half gallon	1.00-3.50	507	1.81	0.99-2.99	336	2.45	2.49	66	2.49
Milk	All fat tests	gallon	1.99-2.00	279	1.99	1.89-3.99	1257	2.60	1.50-2.39	394	1.74
Sour cream		16 oz	0.88-2.00	718	1.35	0.88-1.99	693	1.11	1.00-1.89	430	1.37
Yogurt	Greek	4-6 oz	0.79-1.00	2279	.96	0.69-1.00	1710	.94	0.88-1.00	1226	.97
Yogurt	Greek	32 oz	4.49	54	4.49	4.99	240	4.99	4.99	66	4.99
Yogurt	Yogurt	4-6 oz	0.50	282	.50	0.44-1.00	666	.63	0.50	61	.50
Yogurt	Yogurt	32 oz							2.99	61	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
Butter		1 #	2.50-3.99	16	2.97	4.59	3	4.59
Cheese	Natural Varieties	8 oz block	2.69-3.29	10	2.99	2.00-2.98	36	2.33
Cheese	Natural Varieties	1 # block	3.99-5.99	13	4.30			
Cheese	Natural Varieties	8 oz shred	2.50-3.29	12	2.91	2.00	24	2.00
Cottage cheese		16 oz				2.69	24	2.69
Cream cheese		8 oz	2.49-2.98	8	2.67	2.00	34	2.00
Ice cream		48-64oz	3.00-4.99	23	3.97	4.29	34	4.29
Milk	All fat tests	half gallon				4.49	27	4.49
Milk	All fat tests	gallon	2.50	21	2.50	4.99	37	4.99
Sour cream		16 oz	1.50-2.50	35	2.14	2.00	3	2.00
Yogurt	Greek	4-6 oz	1.00-1.25	34	1.02	0.88-1.37	100	1.16
Yogurt	Greek	32 oz	5.49	11	5.49			
Yogurt	Yogurt	4-6 oz	0.70	2	.70	0.49-0.50	27	.50
Yogurt	Yogurt	32 oz				2.50	34	2.50



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 #	63	5.70	169	4.99	672	5.24
Cheese	Natural Varieties	8 oz block					852	3.92
Cheese	Natural Varieties	8 oz shred	178	4.49			471	3.93
Cottage cheese		16 oz	180	3.49	364	3.50	264	3.31
Milk	All fat tests	half gallon	2403	3.48	2538	3.37	2091	3.92
Milk	All fat tests	gallon	378	5.82	189	4.99	246	6.99
Milk	All fat tests	8 oz UHT	234	1.00	273	1.00		
Sour cream		16 oz	180	2.50	61	2.49		
Yogurt	Greek	4-6 oz	479	1.22	941	1.06	712	1.25
Yogurt	Greek	32 oz			242	3.81	127	1.79
Yogurt	Yogurt	4-6 oz	394	1.00	693	.97	1144	1.01
Yogurt	Yogurt	32 oz			239	4.24	57	2.99

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
Cottage cheese		16 oz							3.49	180	3.49
Milk	All fat tests	half gallon	3.99-5.99	179	5.00	2.99-4.99	666	3.35	2.99-3.49	431	3.07
Milk	All fat tests	8 oz UHT				1.00	234	1.00			
Sour cream		16 oz							2.50	180	2.50
Yogurt	Greek	4-6 oz	1.25	304	1.25	1.00-1.50	175	1.17			
Yogurt	Yogurt	4-6 oz	1.00	304	1.00	1.00	90	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 #							5.69	61	5.69
Cheese	Natural Varieties	8 oz shred				4.49	178	4.49			
Milk	All fat tests	half gallon	2.99	429	2.99	2.99-4.49	629	3.80	3.29	66	3.29
Milk	All fat tests	gallon				5.98	246	5.98	5.49	121	5.49

Wtd Avg - Simple weighted average



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 #	5.89	2	5.89			
Milk	All fat tests	half gallon				5.79	3	5.79
Milk	All fat tests	gallon	5.99	11	5.99			

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