



Dairy Market News Branch

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Advertised Prices for Dairy Products at Major Retail Supermarket Outlets ending during the period of 05/12/2017 to 05/18/2017

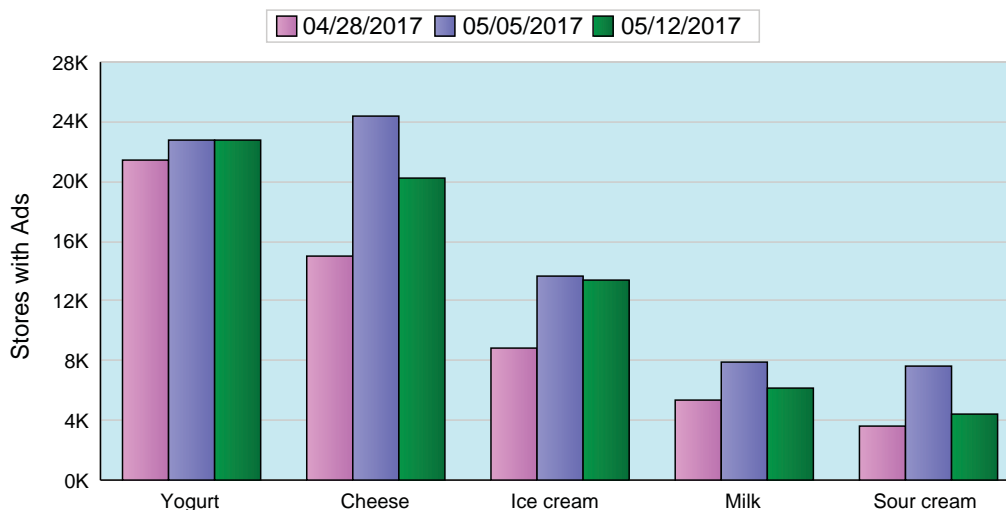
This week, total conventional dairy advertisements decreased 13%, and organic dairy ads decreased 6%. Ice cream in 46-64 oz. containers is a popular item even though ad numbers declined 5% from last week. The national weighted average advertised price, \$3.06, is up \$0.11 from last week. Organic ice cream in 48-64 oz. containers has an average price of \$4.35, an organic premium of \$1.29.

Conventional yogurt ads increased 4%, while organic yogurt ads decreased 78%. The average sale price for 4-6 ounce conventional Greek yogurt is \$0.99, while 4-6 ounce organic Greek yogurt is \$1.00, an organic price premium of \$0.01. The average sale price for 4-6 ounce conventional yogurt is \$0.54, while 4-6 ounce organic yogurt is \$0.88, an organic price premium of \$0.34.

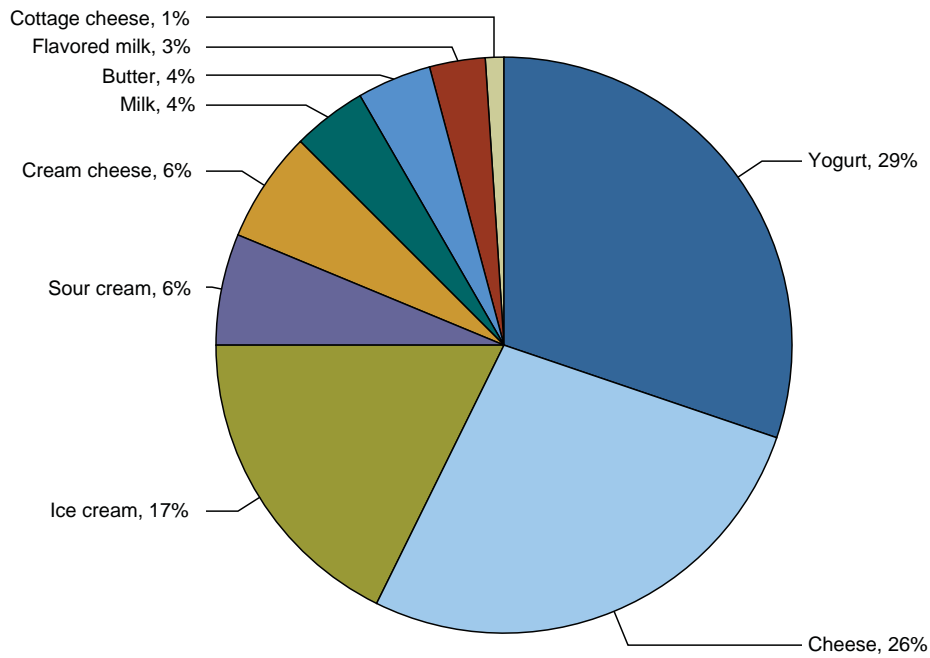
The U.S. advertised price for 8 ounce conventional cheese blocks averaged \$2.25, up \$0.09 from last week. There were no ads for organic 8 ounce cheese blocks. Ads for conventional 8 ounce shred cheese average \$2.31, up \$0.09 from last week. The U.S. advertised price for 8 ounce packages of organic shred cheese is \$3.50, down \$0.99 from last week, a \$1.19 organic premium over conventional shred cheese. The number of conventional cheese ads decreased 17% and organic cheese ad numbers decreased 33%.

This week, the difference between the weighted average price for organic half gallon milk, \$3.50, and the weighted average price for conventional half gallon milk, \$1.54, resulted in an organic price premium of \$1.96. Organic milk advertisements decreased 1% and ads for conventional milk decreased 33%. Advertisements for conventional half gallons of flavored milk increased over five times.

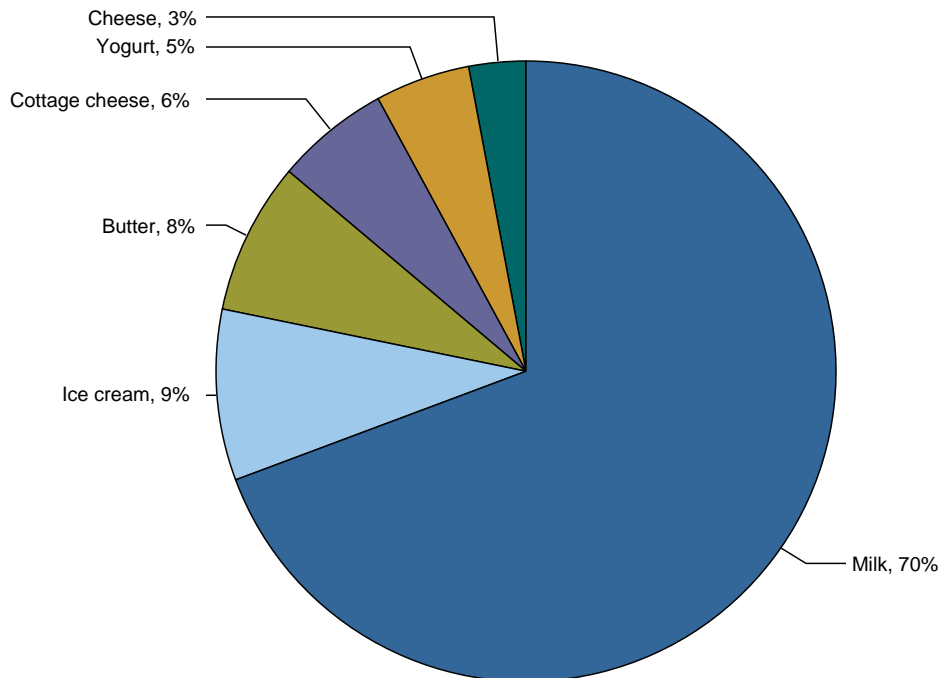
Top 5 Commodities Featured



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 #	2968	3.35	3259	2.85	3743	2.75
Cheese	Natural Varieties	8 oz block	6361	2.25	7637	2.16	7643	2.12
Cheese	Natural Varieties	1 # block	1494	3.37	3400	3.66	1585	4.15
Cheese	Natural Varieties	2 # block	1235	5.80	790	6.04	703	6.05
Cheese	Natural Varieties	8 oz shred	9634	2.31	9628	2.22	9422	2.18
Cheese	Natural Varieties	1 # shred	1352	3.35	2754	3.50	718	3.51
Cottage cheese		16 oz	1013	1.90	3166	1.76	4832	1.96
Cream cheese		8 oz	4396	1.72	5733	1.74	4606	1.80
Flavored milk	All fat tests	half gallon	1352	2.11	252	2.35	670	2.22
Flavored milk	All fat tests	gallon	963	2.31	1190	2.97	393	2.26
Ice cream		48-64oz	13064	3.06	13702	2.95	15657	3.03
Milk	All fat tests	half gallon	836	1.54	1622	2.10	321	2.39
Milk	All fat tests	gallon	2418	2.58	3233	2.62	1807	2.27
Sour cream		16 oz	4438	1.64	7446	1.58	6142	1.54
Yogurt	Greek	4-6 oz	13595	.99	16199	.98	16916	.92
Yogurt	Greek	32 oz	1950	4.06	1888	4.29	2539	4.36
Yogurt	Yogurt	4-6 oz	5729	.54	3261	.61	5636	.75
Yogurt	Yogurt	32 oz	1374	2.61	530	2.40	1777	2.54

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 #	2.49-4.79	732	3.93	2.99-3.79	780	3.51	2.50-3.99	856	3.00
Cheese	Natural Varieties	8 oz block	1.62-3.99	3037	2.31	1.99-2.50	2160	2.26	1.50-3.00	730	2.05
Cheese	Natural Varieties	1 # block	2.99-3.99	471	3.34	2.49-3.49	832	3.10			
Cheese	Natural Varieties	2 # block				6.48	195	6.48			
Cheese	Natural Varieties	8 oz shred	1.69-3.49	3249	2.48	1.99-2.50	3365	2.29	1.50-3.29	1130	2.08
Cheese	Natural Varieties	1 # shred				2.49-3.99	1059	3.29			
Cottage cheese		16 oz	1.79-2.99	430	2.23	1.25	114	1.25	1.25-2.50	265	1.75
Cream cheese		8 oz	1.00-2.50	1521	1.55	1.29-2.00	1478	1.63	1.49-2.89	692	2.00
Flavored milk	All fat tests	half gallon	3.00	100	3.00	1.99-2.49	566	2.43	1.69-3.00	303	2.27
Flavored milk	All fat tests	gallon							1.69-3.99	339	2.68
Ice cream		48-64oz	2.19-3.99	3299	2.85	2.00-4.99	3471	2.95	1.99-3.99	2545	3.19
Milk	All fat tests	half gallon							1.99	137	1.99
Milk	All fat tests	gallon	3.69	137	3.69	2.49-2.69	294	2.55	1.69-3.44	639	2.24
Sour cream		16 oz	0.99-1.99	1427	1.67	1.25-2.00	1796	1.64	1.25-1.89	943	1.64
Yogurt	Greek	4-6 oz	0.62-1.00	3794	.96	1.00	3467	1.00	0.88-1.29	2545	1.03
Yogurt	Greek	32 oz	3.49-3.99	698	3.74	3.49-3.99	341	3.66	3.50-4.49	412	4.07
Yogurt	Yogurt	4-6 oz	0.40-0.67	1857	.54	0.49-0.60	1358	.50	0.40-0.88	836	.59

Wtd Avg - Simple weighted average



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	1.99-2.99	995	2.63	2.18-2.79	256	2.33			

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 #	2.49-3.79	176	2.90	2.49-3.50	351	2.80			
Cheese	Natural Varieties	8 oz block	1.67-2.99	201	2.06	1.88	63	1.88	1.50	121	1.50
Cheese	Natural Varieties	1 # block	3.99-5.99	191	4.62						
Cheese	Natural Varieties	2 # block	6.99	141	6.99	4.99-7.99	373	6.64	3.88-5.99	521	4.62
Cheese	Natural Varieties	8 oz shred	1.67-2.99	766	2.18	1.88-2.50	722	2.12	1.50-3.00	356	2.32
Cheese	Natural Varieties	1 # shred	3.49-3.99	186	3.84	3.00	107	3.00			
Cottage cheese		16 oz				1.49	167	1.49			
Cream cheese		8 oz	1.49-2.49	501	1.85	1.88	63	1.88	2.50	69	2.50
Flavored milk	All fat tests	half gallon	1.00-2.49	196	1.42				0.99-1.25	187	1.08
Flavored milk	All fat tests	gallon	1.99-2.50	260	2.26	1.99	364	1.99			
Ice cream		48-64oz	1.99-4.99	1372	3.23	1.99-3.99	1440	3.21	2.49-3.99	708	3.10
Milk	All fat tests	half gallon	1.00-2.00	388	1.60	0.99	90	.99	0.99-1.25	187	1.08
Milk	All fat tests	gallon	1.99-3.49	346	2.58	1.99-3.99	961	2.58			
Sour cream		16 oz	1.25-1.99	146	1.61	1.25	63	1.25	1.67	61	1.67
Yogurt	Greek	4-6 oz	0.69-1.00	1892	.97	0.88-1.25	1280	.99	0.88-1.00	483	.95
Yogurt	Greek	32 oz				4.79-4.99	430	4.90	3.99	69	3.99
Yogurt	Yogurt	4-6 oz	0.50-0.60	224	.55	0.42-0.60	963	.55	0.50-0.60	416	.52
Yogurt	Yogurt	32 oz				3.49	62	3.49	2.50	61	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
Butter		1 #	2.98-4.49	39	3.48	3.99	34	3.99
Cheese	Natural Varieties	8 oz block	1.88-4.88	46	3.67	3.00	3	3.00
Cheese	Natural Varieties	2 # block	4.99-7.98	5	6.78			
Cheese	Natural Varieties	8 oz shred	1.88-4.88	43	3.48	3.00	3	3.00
Cottage cheese		16 oz				2.59-3.00	37	2.97
Cream cheese		8 oz	1.50	11	1.50	2.99-3.00	61	3.00
Ice cream		48-64oz	2.79-7.49	93	4.47	3.79-4.49	136	4.04
Milk	All fat tests	half gallon				3.00	34	3.00
Milk	All fat tests	gallon	3.79	11	3.79	4.79-4.99	30	4.97
Sour cream		16 oz	2.00	2	2.00			
Yogurt	Greek	4-6 oz	1.00-1.50	60	1.30	1.20-1.37	74	1.30
Yogurt	Yogurt	4-6 oz	0.60	21	.60	0.69-0.79	54	.74



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 #	345	5.99	63	5.70	656	5.88
Cheese	Natural Varieties	8 oz block					246	3.99
Cheese	Natural Varieties	8 oz shred	119	3.50	178	4.49		
Cottage cheese		16 oz	245	2.99	180	3.49		
Flavored milk	All fat tests	half gallon					1083	4.89
Ice cream		48-64oz	367	4.35				
Milk	All fat tests	half gallon	2565	3.50	2403	3.48	4700	4.00
Milk	All fat tests	gallon	179	5.67	378	5.82	1575	5.30
Milk	All fat tests	8 oz UHT	228	1.00	234	1.00	147	1.08
Sour cream		16 oz			180	2.50	84	2.99
Yogurt	Greek	4-6 oz	114	1.00	479	1.22	72	1.00
Yogurt	Greek	32 oz					244	3.50
Yogurt	Yogurt	4-6 oz	78	.88	394	1.00		
Yogurt	Yogurt	32 oz					120	1.79

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 #	5.99	167	5.99						
Cheese	Natural Varieties	8 oz shred							3.50	119	3.50
Ice cream		48-64oz							3.99	225	3.99
Milk	All fat tests	half gallon	3.49-4.99	889	4.14	2.99	324	2.99	1.99-2.99	591	2.76
Milk	All fat tests	8 oz UHT				1.00	114	1.00			
Yogurt	Greek	4-6 oz				1.00	114	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 #				5.99	178	5.99			

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
Cottage cheese		16 oz	2.99	245	2.99						
Ice cream		48-64oz	3.99	78	3.99				5.99	61	5.99
Milk	All fat tests	half gallon	2.99-3.99	192	3.26	2.99-3.99	331	3.72	2.99	187	2.99
Milk	All fat tests	gallon	4.99	118	4.99				6.99	61	6.99
Milk	All fat tests	8 oz UHT	1.00	114	1.00						
Yogurt	Yogurt	4-6 oz	0.88	78	.88						

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
Ice cream		48-64oz	6.98	3	6.98			
Milk	All fat tests	half gallon	2.98-2.99	14	2.99	5.77-6.99	37	6.89

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