



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>

Volume 84- Number 20

Issued Weekly

Friday, May 19, 2017

Advertised Prices for Dairy Products at Major Retail Supermarket Outlets ending during the period of 05/19/2017 to 05/25/2017

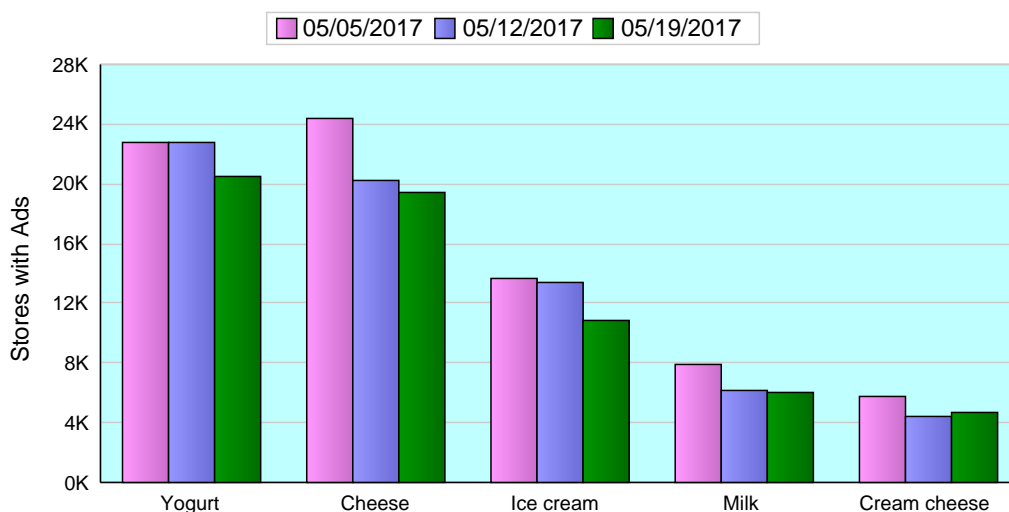
This week, total conventional dairy advertisements declined 14%, but organic dairy ads increased 16%. For conventional ice cream, the national weighted average advertised price, \$2.90, is down 16 cents from last week. Organic ice cream in 48-64 oz. containers has an average price of \$4.30, down 5 cents from the previous week.

Conventional yogurt ads declined 20%, while organic yogurt ads increased 686%. The average sale price for 4-6 ounce conventional Greek yogurt is \$0.97, while 4-6 ounce organic Greek yogurt is \$1.56, an organic price premium of 59 cents. The average sale price for 4-6 ounce conventional yogurt is \$0.52, while 4-6 ounce organic yogurt is \$0.58, an organic price premium of 6 cents.

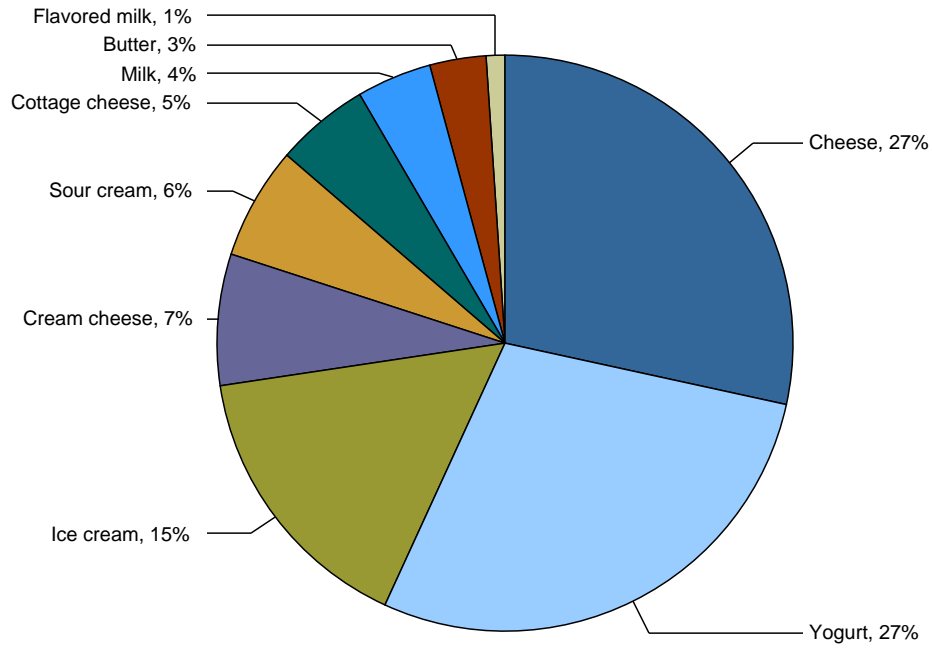
The U.S. advertised price for 8 ounce conventional cheese blocks averaged \$2.29, up 4 cents from last week, with ads increasing 15%. There were no ads for organic 8 ounce cheese blocks. The advertised price for conventional 8 ounce shred cheese averaged \$2.20, down 11 cents from last week, as ads declined 12%. There were no ads for organic 8 ounce cheese shreds.

This week, the difference between the weighted average price for organic half gallon milk, \$3.82, and the weighted average price for conventional half-gallon milk, \$1.71, resulted in an organic price premium of \$2.11. Organic milk advertisements increased 1%, but ads for conventional milk decreased 21%. Advertisements for conventional half gallon and gallon flavored milk declined, 81% and 59%, respectively.

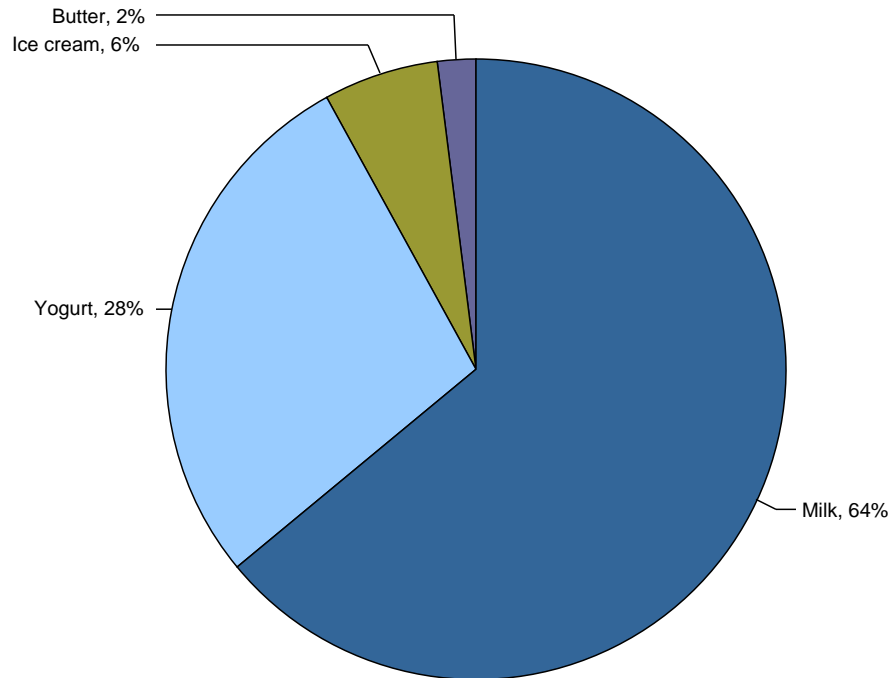
Top 5 Commodities Featured



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 #	1879	3.21	2968	3.35	2099	3.29
Cheese	Natural Varieties	8 oz block	8047	2.26	6361	2.25	7584	2.32
Cheese	Natural Varieties	1 # block	651	3.47	1494	3.37	1380	3.71
Cheese	Natural Varieties	2 # block	1064	5.82	1235	5.80	958	5.42
Cheese	Natural Varieties	8 oz shred	9181	2.18	9634	2.31	6617	2.23
Cheese	Natural Varieties	1 # shred	511	4.41	1352	3.35	1946	3.28
Cottage cheese		16 oz	3411	2.03	1013	1.90	4983	1.67
Cream cheese		8 oz	4629	1.60	4396	1.72	4294	2.15
Flavored milk	All fat tests	half gallon	258	2.65	1352	2.11	538	2.14
Flavored milk	All fat tests	gallon	391	1.90	963	2.31	1013	2.84
Ice cream		48-64oz	10556	2.90	13064	3.06	14457	3.12
Milk	All fat tests	half gallon	592	1.79	836	1.54	290	1.20
Milk	All fat tests	gallon	2026	2.46	2418	2.58	4215	2.34
Sour cream		16 oz	4429	1.93	4438	1.64	5923	1.53
Yogurt	Greek	4-6 oz	10875	.95	13595	.99	12105	.95
Yogurt	Greek	32 oz	2154	4.19	1950	4.06	908	4.61
Yogurt	Yogurt	4-6 oz	5443	.52	5729	.54	6870	.50
Yogurt	Yogurt	32 oz	497	2.33	1374	2.61	927	2.33

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 #	2.50-4.49	927	3.35	2.99-3.48	396	3.23	2.99-4.99	126	4.09
Cheese	Natural Varieties	8 oz block	1.99-2.99	2301	2.19	1.69-3.00	3344	2.50	1.77-2.50	1400	1.98
Cheese	Natural Varieties	1 # block	2.99	60	2.99	3.97	214	3.97			
Cheese	Natural Varieties	8 oz shred	1.77-3.29	2265	2.24	1.29-2.50	3210	2.25	1.67-2.50	1457	1.97
Cheese	Natural Varieties	1 # shred							3.00-4.49	228	3.77
Cottage cheese		16 oz	1.66-2.50	920	2.08	1.99-2.00	1860	2.00	1.50-3.00	203	2.10
Cream cheese		8 oz	1.50-2.00	1010	1.69	0.99-2.00	1150	1.49	1.29-2.00	1393	1.51
Flavored milk	All fat tests	half gallon				1.99	64	1.99			
Flavored milk	All fat tests	gallon							1.69	123	1.69
Ice cream		48-64oz	1.99-3.99	2789	2.75	1.99-3.99	2935	2.77	1.99-4.00	1632	2.94
Milk	All fat tests	half gallon	1.00	100	1.00				1.00	116	1.00
Milk	All fat tests	gallon	3.49-3.99	334	3.78	2.49	324	2.49	1.89-3.29	282	2.21
Sour cream		16 oz	0.99-3.00	2687	1.89	1.99-2.39	1186	2.02	1.50-1.79	238	1.66
Yogurt	Greek	4-6 oz	0.69-1.25	3725	.97	0.69-1.00	3814	.93	0.69-1.00	832	.90
Yogurt	Greek	32 oz	2.49-5.49	1101	4.50	5.49	61	5.49	3.49-4.69	875	3.84
Yogurt	Yogurt	4-6 oz	0.49-0.60	1874	.51	0.50-0.60	1608	.58	0.50-0.60	1051	.55
Yogurt	Yogurt	32 oz	2.49	118	2.49				2.00	272	2.00

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	72	2.99	2.49-2.99	231	2.74	1.99	121	1.99
Cheese	Natural Varieties	8 oz block	1.38-2.00	749	1.77	2.99	114	2.99	1.67	66	1.67
Cheese	Natural Varieties	1 # block	3.99	60	3.99	2.99-3.00	262	2.99			
Cheese	Natural Varieties	2 # block	5.99-6.99	242	6.49	4.99-7.99	281	6.77	4.49-5.99	479	4.83
Cheese	Natural Varieties	8 oz shred	1.48-3.00	1277	2.07	1.99-3.00	550	2.39	1.67-1.99	355	1.93
Cheese	Natural Varieties	1 # shred				3.00-5.99	283	4.93			
Cottage cheese		16 oz	1.99-2.00	169	1.99	2.50	114	2.50	1.50	121	1.50
Cream cheese		8 oz	1.49-1.99	509	1.71	1.50-1.99	468	1.72	1.99	69	1.99
Flavored milk	All fat tests	half gallon	2.79-2.99	194	2.87						
Flavored milk	All fat tests	gallon	1.99	199	1.99				1.99	69	1.99
Ice cream		48-64oz	1.68-4.88	1326	3.07	2.50-3.99	1004	3.44	2.50-4.99	777	2.78
Milk	All fat tests	half gallon	1.99-2.50	273	2.29				0.99	66	.99
Milk	All fat tests	gallon	1.99-3.34	335	2.35	1.89-2.19	621	1.96	1.99-2.50	130	2.23
Sour cream		16 oz	1.99-2.00	134	1.99				1.67	61	1.67
Yogurt	Greek	4-6 oz	0.79-1.25	976	.98	1.00-1.25	766	1.08	0.58-1.00	639	.76
Yogurt	Greek	32 oz				2.99	114	2.99			
Yogurt	Yogurt	4-6 oz	0.25-0.66	309	.49	0.25-0.50	306	.30	0.25-0.50	251	.35
Yogurt	Yogurt	32 oz				2.99	107	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 #	4.99	6	4.99			
Cheese	Natural Varieties	8 oz block	2.50	6	2.50	2.49-3.89	67	3.25
Cheese	Natural Varieties	1 # block	2.50	28	2.50	4.99	27	4.99
Cheese	Natural Varieties	2 # block	4.98-5.99	35	5.60	7.88	27	7.88
Cheese	Natural Varieties	8 oz shred	2.49-2.50	27	2.49	3.00-3.89	40	3.76
Cottage cheese		16 oz				2.69	24	2.69
Cream cheese		8 oz	1.99	6	1.99	1.69	24	1.69
Ice cream		48-64oz	2.50-5.48	36	3.23	3.99-4.69	57	4.34
Milk	All fat tests	half gallon				2.89-4.29	37	4.18
Sour cream		16 oz	1.50-3.00	65	2.37	2.50-3.00	58	2.79
Yogurt	Greek	4-6 oz	0.68-1.25	29	.83	0.80-1.50	94	1.14
Yogurt	Greek	32 oz				5.99	3	5.99
Yogurt	Yogurt	4-6 oz	0.50-0.80	44	.70			

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 #	84	5.00	345	5.99	257	5.66
Cheese	Natural Varieties	8 oz block					114	3.49
Cheese	Natural Varieties	8 oz shred			119	3.50		
Cottage cheese		16 oz			245	2.99	166	3.25
Cream cheese		8 oz					137	2.69
Ice cream		48-64oz	326	4.30	367	4.35	137	5.99
Milk	All fat tests	half gallon	2597	3.93	2565	3.50	2025	3.78
Milk	All fat tests	gallon	688	6.05	179	5.67	532	4.05
Milk	All fat tests	8 oz UHT	158	1.00	228	1.00	114	1.00
Sour cream		16 oz					392	2.02
Yogurt	Greek	4-6 oz	390	1.56	114	1.00	167	1.50
Yogurt	Greek	32 oz	189	2.86				
Yogurt	Yogurt	4-6 oz	121	.58	78	.88		
Yogurt	Yogurt	32 oz	809	2.95			455	2.95

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 #	5.00	84	5.00						
Ice cream		48-64oz				4.99	101	4.99	3.99	225	3.99
Milk	All fat tests	half gallon	3.99-4.99	673	4.39	2.99	324	2.99	2.99-4.49	813	3.77
Milk	All fat tests	gallon	5.99	543	5.99	5.99-6.49	145	6.28			
Yogurt	Greek	4-6 oz	0.80-1.67	363	1.53						
Yogurt	Yogurt	32 oz							2.50	366	2.50

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	150	3.47	3.99-4.49	537	4.15	2.99	66	2.99
Milk	All fat tests	8 oz UHT	1.00	158	1.00						
Yogurt	Greek	32 oz				2.50	120	2.50	3.49	69	3.49
Yogurt	Yogurt	4-6 oz	0.58	121	.58						
Yogurt	Yogurt	32 oz	2.50-3.49	199	3.10	3.49	244	3.49			



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				7.99	34	7.99
Yogurt	Greek	4-6 oz				2.00	27	2.00

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