



## 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>

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### Advertised Prices for Dairy Products at Major Retail Supermarket Outlets ending during the period of 05/26/2017 to 06/01/2017

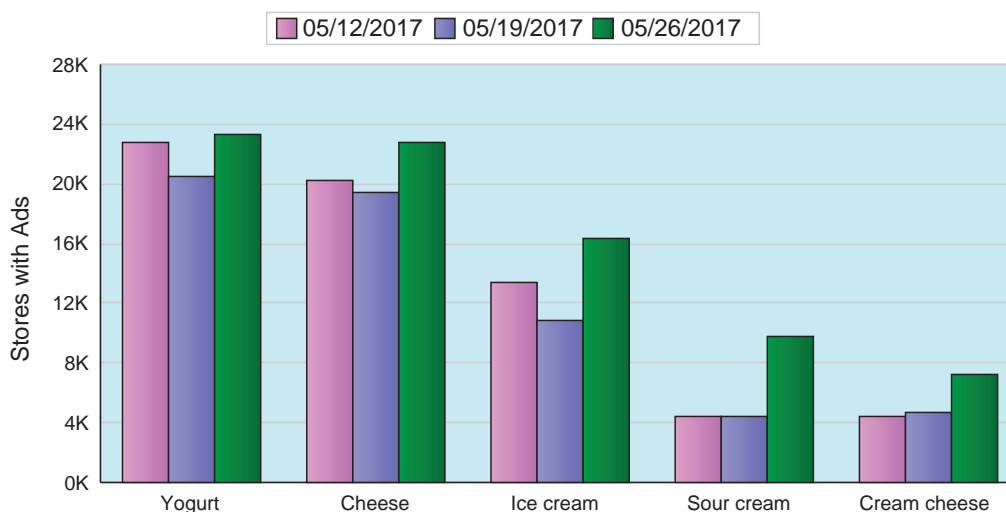
This week, total conventional dairy advertisements increased 43%, but organic dairy ads decreased 12%. For conventional ice cream, the national weighted average advertised price for 48-64 ounce containers, \$2.91, is up 1 cent from last week. Ads for conventional 1 pound butter and flavored milk, in both half gallon and gallon sizes, increased noticeably from last week's numbers.

Conventional yogurt ads increased 12%, and organic yogurt ads increased 19%. The average sale price for 32 ounce conventional yogurt is \$2.57. The average sale price for 32 ounce organic yogurt is \$2.77, resulting in an organic price premium of \$0.20. The average sale price for 32 ounce conventional Greek yogurt is \$4.55. There were no ads for 32 ounce organic Greek yogurt.

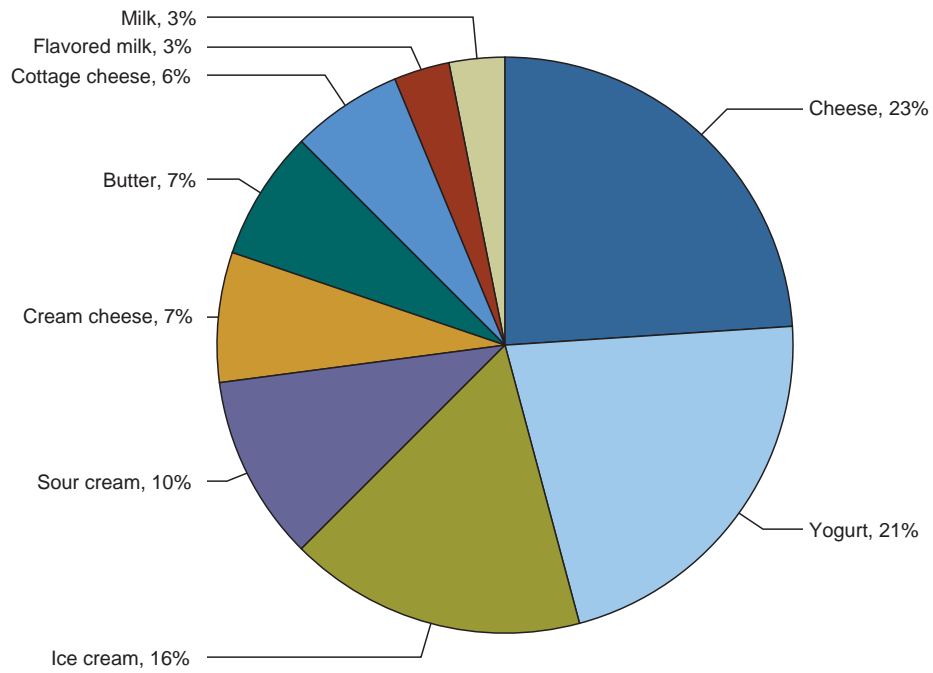
The U.S. advertised price for 8 ounce conventional cheese blocks averaged \$2.08, down 18 cents from last week, with ads increasing 6%. There were no ads for organic 8 ounce cheese blocks. The advertised price for conventional 8 ounce shred cheese averaged \$2.19, up 1 cent from last week, as ads increased 17%. There were no ads for organic 8 ounce cheese shreds.

This week, the difference between the weighted average price for organic half gallon milk, \$3.74, and the weighted average price for conventional half-gallon milk \$2.39, resulted in an organic price premium of \$1.35. Organic milk advertisements decreased 26%, but ads for conventional milk increased 25%.

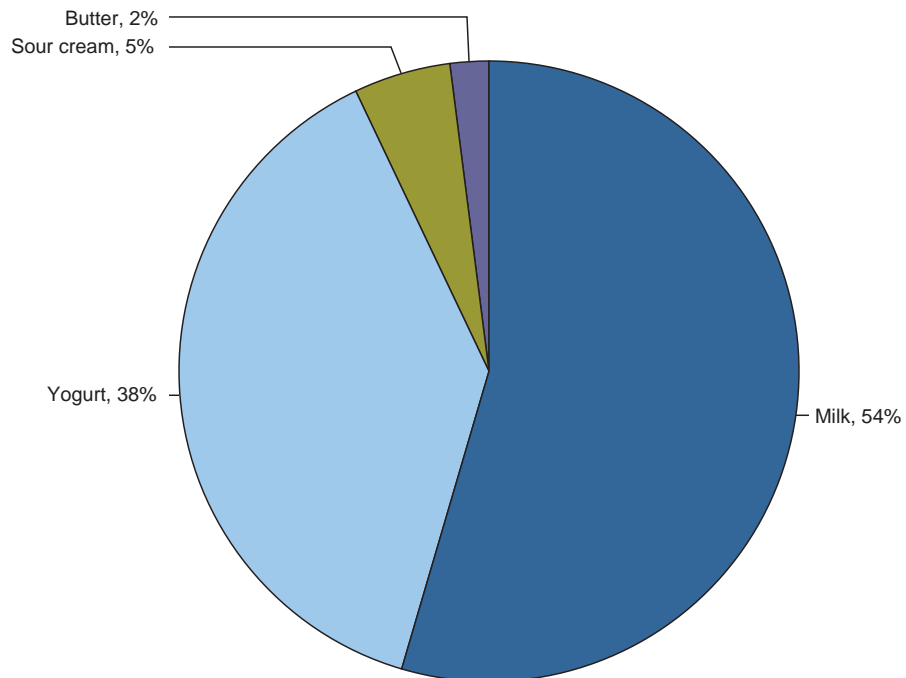
Top 5 Commodities Featured



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 #	6800	3.57	1879	3.21	7685	3.13
Cheese	Natural Varieties	8 oz block	9117	2.07	8047	2.26	8683	2.24
Cheese	Natural Varieties	1 # block	833	3.85	651	3.47	672	4.97
Cheese	Natural Varieties	2 # block	953	7.16	1064	5.82	1544	6.82
Cheese	Natural Varieties	8 oz shred	10780	2.19	9181	2.18	7624	2.19
Cheese	Natural Varieties	1 # shred	1051	4.47	511	4.41	464	4.16
Cottage cheese		16 oz	5992	2.01	3411	2.03	4816	1.87
Cream cheese		8 oz	7252	1.92	4629	1.60	3365	1.72
Flavored milk	All fat tests	half gallon	2064	2.76	258	2.65	577	2.07
Flavored milk	All fat tests	gallon	1296	3.83	391	1.90	106	3.49
Ice cream		48-64oz	16330	2.89	10556	2.90	18546	2.83
Milk	All fat tests	half gallon	1218	2.39	592	1.79	307	1.92
Milk	All fat tests	gallon	2126	3.46	2026	2.46	736	2.93
Sour cream		16 oz	9571	1.83	4429	1.93	11538	1.67
Yogurt	Greek	4-6 oz	14137	.95	10875	.95	11471	.98
Yogurt	Greek	32 oz	1031	4.55	2154	4.19	1155	4.58
Yogurt	Yogurt	4-6 oz	4804	.55	5443	.52	4411	.52
Yogurt	Yogurt	32 oz	1551	2.57	497	2.33	512	2.38

## 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 #	2.99-4.99	1105	3.87	2.50-4.00	2882	3.68	2.88-3.49	314	3.10
Cheese	Natural Varieties	8 oz block	1.59-3.50	1713	2.14	1.67-2.50	2684	2.12	0.99-2.50	1577	1.83
Cheese	Natural Varieties	1 # block	2.99	304	2.99				3.99	213	3.99
Cheese	Natural Varieties	2 # block							7.99	180	7.99
Cheese	Natural Varieties	8 oz shred	1.99-3.00	2703	2.41	1.67-2.50	2684	2.12	1.33-2.50	1520	2.02
Cheese	Natural Varieties	1 # shred	3.99	281	3.99	4.90	502	4.90	3.99	213	3.99
Cottage cheese		16 oz	1.49-3.00	2403	2.09	1.58-2.50	1919	2.00	1.00-3.00	535	1.72
Cream cheese		8 oz	1.49-2.49	2027	2.00	1.49-2.00	2580	1.94	1.50-2.50	533	2.10
Flavored milk	All fat tests	half gallon	2.50-2.99	294	2.75	2.50-2.99	1646	2.82	1.50	69	1.50
Flavored milk	All fat tests	gallon				3.99	1083	3.99	2.99	213	2.99
Ice cream		48-64oz	1.99-4.49	3613	2.90	2.00-5.99	5461	2.94	1.69-3.99	2738	2.87
Milk	All fat tests	half gallon	2.50	72	2.50	2.50	502	2.50	1.50-2.50	138	2.00
Milk	All fat tests	gallon				3.99	1083	3.99	1.99-2.99	266	2.79
Sour cream		16 oz	1.50-2.19	3296	1.84	1.67-3.48	2004	2.02	0.99-2.00	1151	1.55
Yogurt	Greek	4-6 oz	0.69-1.25	3513	.97	0.69-1.00	3955	.97	0.69-1.00	2912	.85
Yogurt	Greek	32 oz	3.49-4.99	532	4.64	4.99	61	4.99	3.99-4.49	261	4.33
Yogurt	Yogurt	4-6 oz	0.44-0.60	1814	.51	0.44-1.00	1438	.55	0.50-0.66	695	.56

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	1.49-2.79	886	2.38	2.49-2.50	154	2.50	2.49-3.49	393	3.03

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 #	2.50-3.99	953	3.23	2.90-3.99	1252	3.56	2.50-3.99	248	2.87
Cheese	Natural Varieties	8 oz block	1.67-3.00	1770	2.09	1.67-3.00	1132	2.13	1.50-2.55	190	1.88
Cheese	Natural Varieties	1 # block	3.79-4.99	251	4.73	3.99	62	3.99			
Cheese	Natural Varieties	2 # block				4.99	90	4.99	4.99-7.99	634	7.18
Cheese	Natural Varieties	8 oz shred	1.67-2.50	2147	2.06	1.67-3.00	950	2.17	1.50-2.50	706	2.33
Cheese	Natural Varieties	1 # shred	4.90	55	4.90						
Cottage cheese		16 oz	1.00-2.58	584	1.86	2.00-2.50	482	2.12	1.99	69	1.99
Cream cheese		8 oz	1.00-2.49	847	1.77	1.67-2.50	812	1.92	1.25-1.67	424	1.48
Flavored milk	All fat tests	half gallon	2.50	55	2.50						
Ice cream		48-64oz	1.88-4.99	1528	3.17	1.99-3.50	2217	2.72	1.79-3.99	738	2.44
Milk	All fat tests	half gallon	1.89-3.50	260	2.46	2.29	246	2.29			
Milk	All fat tests	gallon	2.99-3.99	239	3.61	2.19-2.99	538	2.66			
Sour cream		16 oz	1.00-2.00	1168	1.83	1.00-2.50	1302	2.00	1.25-1.99	650	1.34
Yogurt	Greek	4-6 oz	0.69-1.00	982	.89	1.00	2049	1.00	1.00	672	1.00
Yogurt	Greek	32 oz	4.99	114	4.99				3.33	61	3.33
Yogurt	Yogurt	4-6 oz	0.50	209	.50	0.50-1.25	459	.69	0.60-0.66	166	.62
Yogurt	Yogurt	32 oz	2.00	54	2.00				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 #	2.99-3.99	46	3.35			
Cheese	Natural Varieties	8 oz block	2.00-4.49	51	3.47			
Cheese	Natural Varieties	1 # block	5.98	3	5.98			
Cheese	Natural Varieties	2 # block	6.98-8.99	49	7.84			
Cheese	Natural Varieties	8 oz shred	2.00-3.50	70	2.62			
Cream cheese		8 oz	1.66-2.49	29	2.07			
Ice cream		48-64oz	2.49-4.00	35	3.01			
Yogurt	Greek	4-6 oz	1.00-1.33	54	1.27			
Yogurt	Greek	32 oz	4.00	2	4.00			
Yogurt	Yogurt	4-6 oz	0.80-1.25	23	1.21			
Yogurt	Yogurt	32 oz	3.98	3	3.98			

## 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 #	114	5.49	84	5.00	542	5.84
Cheese	Natural Varieties	8 oz block					351	4.20
Cottage cheese		16 oz					423	3.36
Ice cream		48-64oz			326	4.30	27	5.49
Milk	All fat tests	half gallon	2501	3.74	2597	3.93	2641	3.92
Milk	All fat tests	gallon			688	6.05	378	6.48
Milk	All fat tests	8 oz UHT	61	1.00	158	1.00	395	1.05
Sour cream		16 oz	246	2.50			816	3.10
Yogurt	Greek	4-6 oz	1034	1.02	390	1.56	72	1.00
Yogurt	Greek	32 oz			189	2.86		
Yogurt	Yogurt	4-6 oz			121	.58		
Yogurt	Yogurt	32 oz	755	2.77	809	2.95	221	3.99

## 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
Milk	All fat tests	half gallon	2.99-4.99	918	4.28	3.98	195	3.98	2.99	366	2.99
Milk	All fat tests	8 oz UHT				1.00	61	1.00			
Yogurt	Greek	4-6 oz	1.00	304	1.00				1.00	229	1.00
Yogurt	Yogurt	32 oz	3.99	59	3.99	2.50	234	2.50	2.50	348	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
Butter		1 #	5.49	114	5.49						
Milk	All fat tests	half gallon	2.99-3.49	274	3.09	2.99-3.99	682	3.68	2.99	66	2.99
Sour cream		16 oz				2.50	246	2.50			
Yogurt	Greek	4-6 oz	1.00-1.25	291	1.06	1.00	210	1.00			
Yogurt	Yogurt	32 oz	3.50	114	3.50						

Commodity	Type	Pack Size	ALASKA U.S.	HAWAII U.S.
Wtd Avg - Simple weighted average				



			Price Range	Stores with Ads	Wtd Avg Price	Price Range	Stores with Ads	Wtd Avg Price
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#### 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