



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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Friday, June 2, 2017

Advertised Prices for Dairy Products at Major Retail Supermarket Outlets ending during the period of 06/02/2017 to 06/08/2017

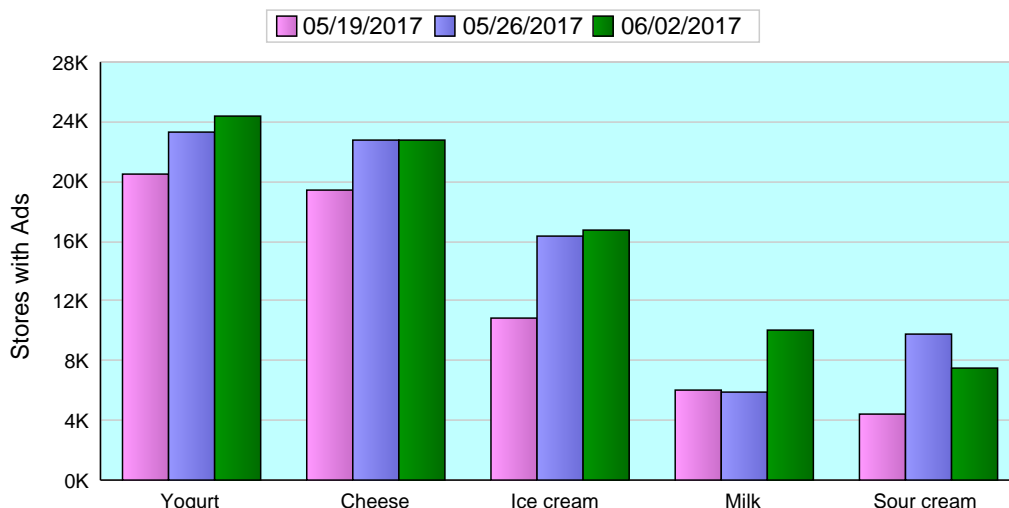
This week, total conventional dairy advertisements declined 13 percent, but organic dairy ads increased 103 percent. For conventional 16 ounce cottage cheese, the national weighted average advertised price, \$2.15, is up 14 cents from last week. Organic cottage cheese in 16 ounce containers has an average price of \$3.49. There were no ads reported last week for 16 ounce organic cottage cheese.

Conventional yogurt ads increased 2 percent, while organic yogurt ads increased 29 percent. The average sale price for 4-6 ounce conventional Greek yogurt is \$.99, while 4-6 ounce organic Greek yogurt is \$1.23, an organic price premium of 24 cents. The average sale price for 4-6 ounce conventional yogurt is \$0.61, while 4-6 ounce organic yogurt is \$1.20.

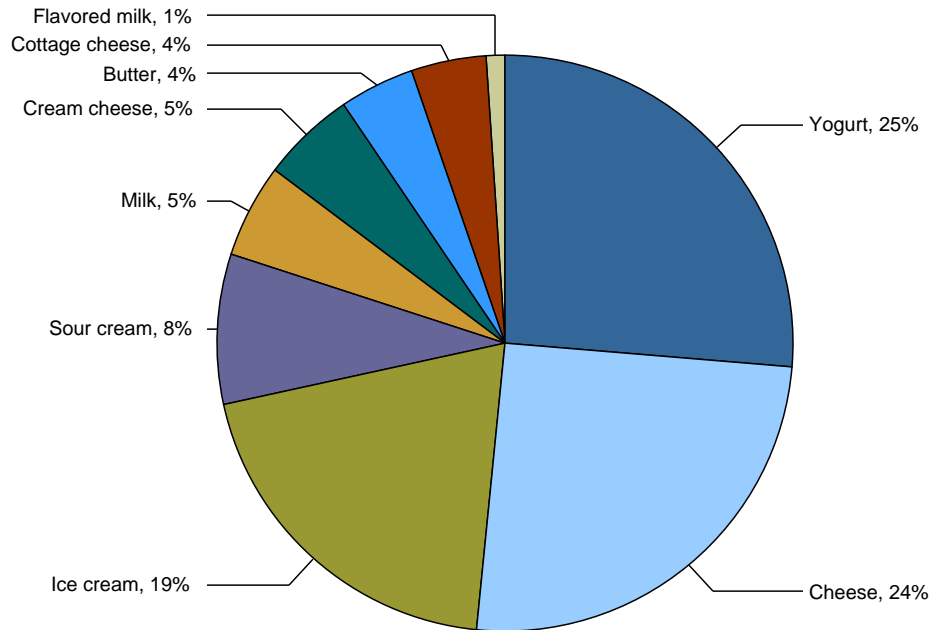
The U.S. advertised price for 8 ounce conventional cheese blocks averaged \$2.26, up 19 cents from last week, with ads decreasing 20 percent. The U.S. advertised price for 8 ounce organic cheese blocks averaged \$3.68. There were no ads reported last week for organic 8 ounce cheese blocks. The advertised price for conventional 8 ounce shred cheese averaged \$2.28, up 9 cents from last week, as ads declined 18 percent. The advertised price for organic 8 ounce shred cheese averaged \$3.04. There were no ads reported last week for organic 8 ounce cheese shreds.

This week, the difference between the weighted average price for organic half gallon milk, \$3.70, and the weighted average price for conventional half gallon milk, \$2.12, resulted in an organic price premium of \$1.58. Organic milk advertisements increased 111 percent, and ads for conventional milk increased 37 percent. Advertisements for conventional half gallon and gallon flavored milk declined, 71 percent and 45 percent, respectively.

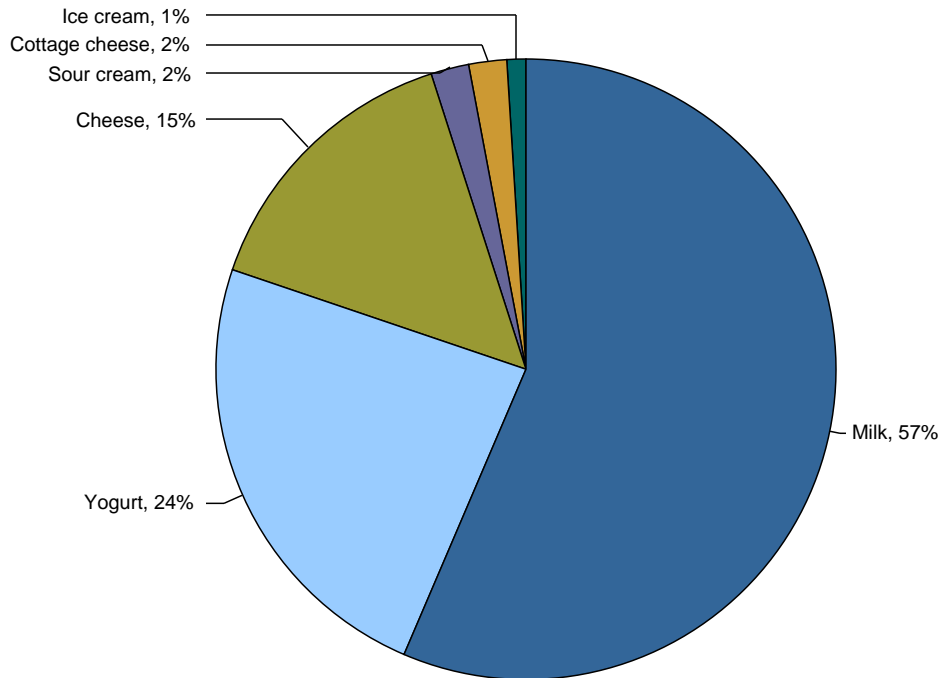
Top 5 Commodities Featured



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 # | 3712 | 3.31 | 6800 | 3.57 | 6341 | 3.28 |
| Cheese | Natural Varieties | 8 oz block | 7249 | 2.26 | 9117 | 2.07 | 6842 | 2.26 |
| Cheese | Natural Varieties | 1 # block | 2562 | 3.93 | 833 | 3.85 | 3496 | 3.48 |
| Cheese | Natural Varieties | 2 # block | 960 | 5.97 | 953 | 7.16 | 1160 | 4.87 |
| Cheese | Natural Varieties | 8 oz shred | 8853 | 2.28 | 10780 | 2.19 | 8283 | 2.23 |
| Cheese | Natural Varieties | 1 # shred | 1664 | 3.75 | 1051 | 4.47 | 3353 | 3.48 |
| Cottage cheese | | 16 oz | 3412 | 2.15 | 5992 | 2.01 | 4340 | 1.79 |
| Cream cheese | | 8 oz | 4446 | 1.82 | 7252 | 1.92 | 5534 | 1.79 |
| Flavored milk | All fat tests | half gallon | 592 | 2.66 | 2064 | 2.76 | 499 | 2.74 |
| Flavored milk | All fat tests | gallon | 713 | 2.94 | 1296 | 3.83 | 609 | 3.27 |
| Ice cream | | 48-64oz | 16643 | 3.05 | 16330 | 2.89 | 19927 | 2.99 |
| Milk | All fat tests | half gallon | 1257 | 2.12 | 1218 | 2.39 | 611 | 1.27 |
| Milk | All fat tests | gallon | 3311 | 3.34 | 2126 | 3.46 | 3855 | 2.44 |
| Sour cream | | 16 oz | 7302 | 1.74 | 9571 | 1.83 | 7187 | 1.67 |
| Yogurt | Greek | 4-6 oz | 9523 | .99 | 14137 | .95 | 12622 | .95 |
| Yogurt | Greek | 32 oz | 2982 | 4.19 | 1031 | 4.55 | 2434 | 4.04 |
| Yogurt | Yogurt | 4-6 oz | 8903 | .61 | 4804 | .55 | 6117 | .47 |
| Yogurt | Yogurt | 32 oz | 490 | 2.65 | 1551 | 2.57 | 705 | 1.86 |

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 # | 1.99-4.49 | 901 | 3.29 | 3.00-3.99 | 1095 | 3.17 | 2.95 | 57 | 2.95 |
| Cheese | Natural Varieties | 8 oz block | 1.66-3.50 | 1797 | 2.33 | 1.88-2.50 | 2743 | 2.21 | 1.67-2.50 | 876 | 2.16 |
| Cheese | Natural Varieties | 1 # block | 2.99-3.99 | 573 | 3.35 | 3.49-3.50 | 409 | 3.50 | 3.49-4.99 | 438 | 4.22 |
| Cheese | Natural Varieties | 2 # block | | | | | | | 6.99 | 180 | 6.99 |
| Cheese | Natural Varieties | 8 oz shred | 1.49-3.49 | 2579 | 2.46 | 1.67-2.19 | 1802 | 1.82 | 1.67-2.50 | 848 | 2.17 |
| Cheese | Natural Varieties | 1 # shred | 3.99 | 137 | 3.99 | 3.49 | 195 | 3.49 | 3.49-4.99 | 575 | 4.05 |
| Cottage cheese | | 16 oz | 1.99-2.99 | 181 | 2.50 | 2.00-2.50 | 1567 | 2.32 | 0.99-1.89 | 204 | 1.42 |
| Cream cheese | | 8 oz | 0.99-2.49 | 1564 | 1.89 | 1.49-2.49 | 329 | 1.80 | 1.49-3.00 | 627 | 1.92 |
| Flavored milk | All fat tests | half gallon | | | | 3.99 | 84 | 3.99 | 3.00 | 180 | 3.00 |
| Flavored milk | All fat tests | gallon | | | | 3.50 | 214 | 3.50 | 1.69-3.99 | 499 | 2.70 |
| Ice cream | | 48-64oz | 1.99-4.99 | 3620 | 2.85 | 2.50-4.99 | 4900 | 3.19 | 2.48-5.49 | 3432 | 3.29 |
| Milk | All fat tests | half gallon | 1.99 | 137 | 1.99 | 1.50 | 184 | 1.50 | 3.49 | 180 | 3.49 |
| Milk | All fat tests | gallon | | | | 3.79-4.25 | 1818 | 4.04 | 1.58-3.99 | 355 | 2.41 |
| Sour cream | | 16 oz | 1.50-2.00 | 2064 | 1.66 | 1.25-2.00 | 3596 | 1.74 | 1.50-1.89 | 321 | 1.72 |
| Yogurt | Greek | 4-6 oz | 0.83-1.00 | 2409 | .98 | 1.00-1.25 | 2266 | 1.02 | 0.88-1.29 | 1546 | 1.01 |
| Yogurt | Greek | 32 oz | 3.49-5.49 | 1425 | 4.35 | 3.99 | 1002 | 3.99 | 4.29-4.49 | 441 | 4.45 |
| Yogurt | Yogurt | 4-6 oz | 0.40-0.75 | 1219 | .49 | 0.50-1.33 | 3061 | .75 | 0.50-0.66 | 1181 | .52 |

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 | 1.99-2.50 | 289 | 2.21 | 2.79-4.49 | 145 | 3.77 | 2.00 | 53 | 2.00 |

| 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 # | 1.99-3.50 | 430 | 2.69 | 2.49-4.49 | 818 | 3.65 | 1.99-3.99 | 358 | 3.60 |
| Cheese | Natural Varieties | 8 oz block | 1.67-2.50 | 608 | 2.30 | 1.79-2.79 | 1030 | 2.38 | 1.67 | 121 | 1.67 |
| Cheese | Natural Varieties | 1 # block | 3.49-5.99 | 270 | 3.96 | 3.49-5.99 | 758 | 4.36 | 3.49 | 66 | 3.49 |
| Cheese | Natural Varieties | 2 # block | 5.97 | 60 | 5.97 | 5.99-6.99 | 294 | 6.38 | 4.99 | 394 | 4.99 |
| Cheese | Natural Varieties | 8 oz shred | 1.50-2.50 | 861 | 2.25 | 1.99-2.99 | 1856 | 2.48 | 1.50-3.19 | 777 | 2.41 |
| Cheese | Natural Varieties | 1 # shred | 3.49 | 219 | 3.49 | 3.49 | 451 | 3.49 | 3.49 | 66 | 3.49 |
| Cottage cheese | | 16 oz | 1.29-2.50 | 359 | 1.83 | 1.00-2.50 | 651 | 2.10 | 1.99-2.00 | 394 | 2.00 |
| Cream cheese | | 8 oz | 1.49 | 705 | 1.49 | 1.25-2.49 | 925 | 1.80 | 1.50-2.50 | 248 | 2.01 |
| Flavored milk | All fat tests | half gallon | 1.67-2.00 | 196 | 1.80 | | | | 1.99 | 105 | 1.99 |
| Ice cream | | 48-64oz | 2.29-3.99 | 2339 | 2.89 | 2.48-3.00 | 1683 | 2.74 | 2.48-3.49 | 581 | 3.11 |
| Milk | All fat tests | half gallon | 1.50-2.99 | 566 | 1.93 | 1.89 | 63 | 1.89 | 0.99 | 66 | .99 |
| Milk | All fat tests | gallon | 1.77-4.29 | 538 | 2.88 | 1.87-2.99 | 492 | 2.11 | 2.39 | 105 | 2.39 |
| Sour cream | | 16 oz | 1.29-2.38 | 433 | 1.72 | 1.00-2.50 | 651 | 1.91 | 1.99-2.00 | 210 | 2.00 |
| Yogurt | Greek | 4-6 oz | 0.79-1.00 | 806 | .89 | 0.75-1.25 | 1958 | .97 | 1.00-1.25 | 455 | 1.03 |
| Yogurt | Greek | 32 oz | | | | 2.99 | 114 | 2.99 | | | |
| Yogurt | Yogurt | 4-6 oz | 0.50-0.88 | 1110 | .56 | 0.33-0.99 | 1813 | .56 | 0.40-0.50 | 422 | .48 |

| 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 # | 4.49 | 2 | 4.49 | 3.99-5.49 | 51 | 4.78 |
| Cheese | Natural Varieties | 8 oz block | 2.00-2.49 | 16 | 2.15 | 2.50 | 58 | 2.50 |
| Cheese | Natural Varieties | 1 # block | 5.99 | 21 | 5.99 | 4.99 | 27 | 4.99 |
| Cheese | Natural Varieties | 2 # block | 5.49-5.98 | 5 | 5.78 | 8.99 | 27 | 8.99 |
| Cheese | Natural Varieties | 8 oz shred | 1.67-2.49 | 18 | 2.10 | 2.50-3.00 | 112 | 2.74 |
| Cheese | Natural Varieties | 1 # shred | 5.99 | 21 | 5.99 | | | |
| Cottage cheese | | 16 oz | 1.98-2.50 | 26 | 2.44 | 2.59-2.99 | 30 | 2.95 |
| Cream cheese | | 8 oz | 1.99-3.00 | 21 | 2.23 | 2.99 | 27 | 2.99 |
| Flavored milk | All fat tests | half gallon | | | | 4.99 | 27 | 4.99 |
| Ice cream | | 48-64oz | 3.00-6.99 | 19 | 3.73 | 3.50-5.00 | 69 | 4.19 |
| Milk | All fat tests | half gallon | | | | 3.29-3.49 | 61 | 3.40 |
| Milk | All fat tests | gallon | | | | 4.89 | 3 | 4.89 |
| Sour cream | | 16 oz | | | | 2.99 | 27 | 2.99 |
| Yogurt | Greek | 4-6 oz | 1.00-1.50 | 18 | 1.13 | 1.00-1.26 | 65 | 1.24 |
| Yogurt | Yogurt | 4-6 oz | 0.50-0.60 | 9 | .53 | 0.49-0.79 | 88 | .62 |
| Yogurt | Yogurt | 32 oz | | | | 2.69 | 3 | 2.69 |

Wtd Avg - Simple weighted average



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 | 597 | 6.37 |
| Cheese | Natural Varieties | 8 oz block | 191 | 3.68 | | | 672 | 4.53 |
| Cheese | Natural Varieties | 8 oz shred | 1231 | 3.04 | | | 533 | 4.14 |
| Cheese | Natural Varieties | 1 # shred | | | | | 114 | 5.00 |
| Cottage cheese | | 16 oz | 178 | 3.49 | | | 426 | 2.86 |
| Ice cream | | 48-64oz | 72 | 5.99 | | | | |
| Milk | All fat tests | half gallon | 4009 | 3.70 | 2501 | 3.74 | 4288 | 4.03 |
| Milk | All fat tests | gallon | 914 | 5.88 | | | 456 | 6.14 |
| Milk | All fat tests | 8 oz UHT | 490 | 1.00 | 61 | 1.00 | 688 | 1.01 |
| Sour cream | | 16 oz | 180 | 2.79 | 246 | 2.50 | 246 | 3.49 |
| Yogurt | Greek | 4-6 oz | 1838 | 1.23 | 1034 | 1.02 | 2194 | 1.25 |
| Yogurt | Yogurt | 4-6 oz | 348 | 1.20 | | | | |
| Yogurt | Yogurt | 32 oz | 120 | 4.35 | 755 | 2.77 | | |

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 |
| Cheese | Natural Varieties | 8 oz block | 3.99 | 72 | 3.99 | | | | 3.49 | 119 | 3.49 |
| Cheese | Natural Varieties | 8 oz shred | 2.99 | 110 | 2.99 | 2.99 | 1002 | 2.99 | 3.49 | 119 | 3.49 |
| Ice cream | | 48-64oz | 5.99 | 72 | 5.99 | | | | | | |
| Milk | All fat tests | half gallon | 2.99-5.99 | 838 | 3.95 | 2.99-3.99 | 1510 | 3.65 | 2.99-4.39 | 314 | 3.35 |
| Milk | All fat tests | gallon | | | | 5.78 | 195 | 5.78 | | | |
| Sour cream | | 16 oz | | | | | | | 2.79 | 180 | 2.79 |
| Yogurt | Greek | 4-6 oz | | | | 1.25 | 184 | 1.25 | 1.00-1.25 | 714 | 1.21 |
| Yogurt | Yogurt | 4-6 oz | 1.00 | 72 | 1.00 | | | | | | |
| Yogurt | Yogurt | 32 oz | 3.99 | 59 | 3.99 | | | | | | |



| 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 | | | | 3.49 | 178 | 3.49 | | | |
| Milk | All fat tests | half gallon | 2.99-3.99 | 558 | 3.12 | 3.50-4.49 | 591 | 4.10 | 2.99-3.99 | 171 | 3.60 |
| Milk | All fat tests | gallon | 5.79 | 121 | 5.79 | 5.98-6.49 | 424 | 6.19 | 4.99-5.79 | 174 | 5.31 |
| Milk | All fat tests | 8 oz UHT | 1.00 | 135 | 1.00 | 1.00 | 355 | 1.00 | | | |
| Yogurt | Greek | 4-6 oz | 1.25 | 219 | 1.25 | 0.99-1.50 | 691 | 1.21 | | | |
| Yogurt | Yogurt | 4-6 oz | 1.25 | 210 | 1.25 | | | | 1.25 | 66 | 1.25 |
| Yogurt | Yogurt | 32 oz | | | | | | | 4.69 | 61 | 4.69 |

| 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 | | | | 5.99 | 27 | 5.99 |
| Yogurt | Greek | 4-6 oz | | | | 1.25-1.79 | 30 | 1.74 |

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 |