



## 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 06/09/2017 to 06/15/2017

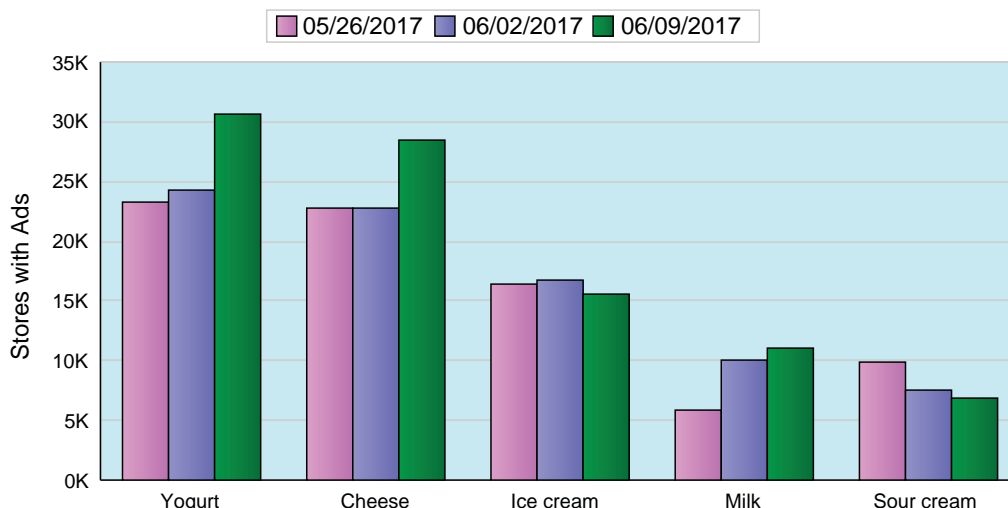
June is dairy month and a number of retailers highlighted the celebration in their weekly advertisements, Total conventional dairy advertisements increased 13 percent and organic dairy ads increased 57 percent. For conventional 1 pound butter, the national weighted average advertised price, \$3.46, is up 15 cents from last week. Conventional butter ads increased 32 percent this week. The top advertised dairy item was ice cream in 48 to 64 ounce containers, with a weighted average price of \$2.94.

The U.S. advertised price for 8 ounce conventional cheese blocks averaged \$2.41, up 15 cents, and conventional 8 ounce shred cheese averaged \$2.37, up 9 cents from last week. The U.S. advertised price for 8 ounce organic cheese blocks averaged \$4.99, up \$1.31, and organic 8 ounce shred cheese averaged \$3.25, up 21 cents from last week. Nationwide, conventional cheese ads increased 25 percent, while organic cheese ads increased 30 percent.

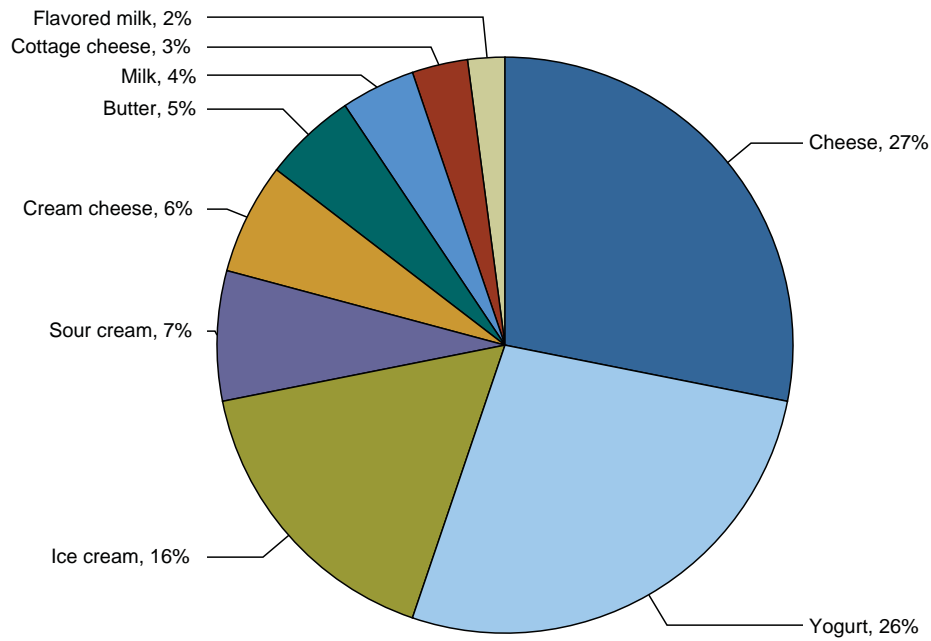
Conventional yogurt ads increased 18 percent, while organic yogurt ads increased 96 percent. The average sale price for 4-6 ounce conventional Greek yogurt is \$0.96, compared to organic Greek yogurt is \$1.24, an organic premium of 28 cents. The average sale price for 4-6 ounce conventional yogurt is \$0.51, while 4-6 ounce organic yogurt is \$1.22.

This week, the difference between the weighted average price for organic half gallon milk, \$4.03, and the weighted average price for conventional half gallon milk, \$1.79, resulted in an organic premium of \$2.24. Organic milk advertisements increased 27 percent, but ads for conventional milk decreased 7 percent. Half gallon milk is the top advertised item for organic dairy products this week, increasing by 24 percent.

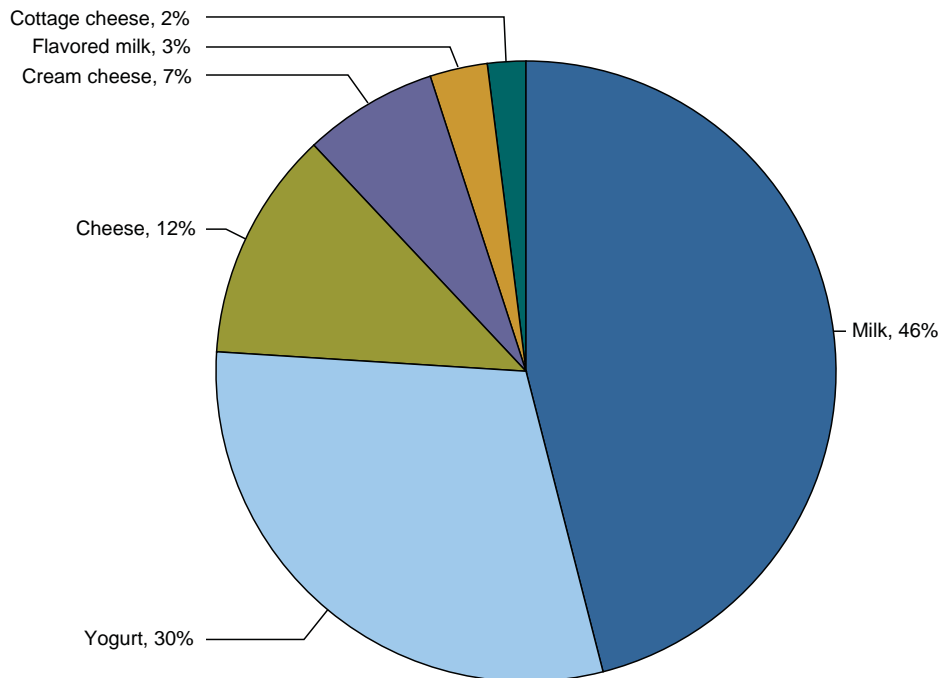
Top 5 Commodities Featured



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 #	4895	3.46	3712	3.31	2824	3.33
Cheese	Natural Varieties	8 oz block	9417	2.41	7249	2.26	8605	2.23
Cheese	Natural Varieties	1 # block	2606	3.60	2562	3.93	1845	3.36
Cheese	Natural Varieties	2 # block	1299	6.95	960	5.97	682	5.90
Cheese	Natural Varieties	8 oz shred	9797	2.37	8853	2.28	11555	2.39
Cheese	Natural Varieties	1 # shred	3488	3.72	1664	3.75	2201	3.17
Cottage cheese		16 oz	2936	1.94	3412	2.15	5054	2.11
Cream cheese		8 oz	5715	1.76	4446	1.82	8187	1.93
Flavored milk	All fat tests	half gallon	1061	2.75	592	2.66	796	2.29
Flavored milk	All fat tests	gallon	1184	2.31	713	2.94	996	3.20
Ice cream		48-64oz	15605	2.94	16643	3.05	17240	3.07
Milk	All fat tests	half gallon	1186	1.79	1257	2.12	963	1.97
Milk	All fat tests	gallon	3049	2.52	3311	3.34	2451	2.32
Sour cream		16 oz	6913	1.80	7302	1.74	6456	1.80
Yogurt	Greek	4-6 oz	10604	.96	9523	.99	13237	.96
Yogurt	Greek	32 oz	2648	4.25	2982	4.19	2439	4.43
Yogurt	Yogurt	4-6 oz	11404	.51	8903	.61	8679	.53
Yogurt	Yogurt	32 oz	1351	2.00	490	2.65	1180	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 #	2.49-3.99	1072	3.51	3.00-3.99	1495	3.45			
Cheese	Natural Varieties	8 oz block	1.49-3.00	2360	2.32	2.00-3.00	3072	2.53	2.00-3.00	1881	2.35
Cheese	Natural Varieties	1 # block	3.99	110	3.99	3.48-3.49	519	3.49	2.99-3.49	431	3.25
Cheese	Natural Varieties	8 oz shred	1.99-3.00	2398	2.44	1.99-2.50	2000	2.25	1.99-2.59	1622	2.28
Cheese	Natural Varieties	1 # shred	3.99	110	3.99	3.48-3.99	1401	3.85	2.99-3.49	431	3.25
Cottage cheese		16 oz	1.50-2.99	1037	2.06	1.50	195	1.50	0.99-1.99	285	1.58
Cream cheese		8 oz	1.50-2.00	649	1.71	1.47-2.49	2275	1.82	1.49-2.00	663	1.72
Flavored milk	All fat tests	half gallon	2.50-3.49	327	3.03	2.50-3.99	359	3.02	3.00	180	3.00
Flavored milk	All fat tests	gallon							1.69-3.99	446	2.67
Ice cream		48-64oz	1.99-3.99	2981	2.68	2.00-4.99	3998	2.86	2.49-3.99	2355	3.15
Milk	All fat tests	half gallon	0.99	161	.99				0.69-2.50	317	1.72
Milk	All fat tests	gallon	2.99-3.99	416	3.39	3.99	84	3.99	1.69-3.49	290	2.81
Sour cream		16 oz	0.99-1.99	1909	1.60	1.25-3.00	2424	2.16	1.50-1.89	339	1.61
Yogurt	Greek	4-6 oz	0.69-1.00	3306	.96	0.90-1.25	2162	1.00	0.88-1.00	1438	.96
Yogurt	Greek	32 oz	3.49-4.99	1246	4.46	4.49-4.99	446	4.66	4.49-4.99	299	4.69
Yogurt	Yogurt	4-6 oz	0.25-0.60	2187	.46	0.50	3990	.50	0.39-0.66	1337	.52
Yogurt	Yogurt	32 oz	1.49-2.69	606	1.94	2.18-2.50	282	2.28	1.99	116	1.99

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
Butter		1 #	2.99-3.99	393	3.43	2.49-3.50	465	2.98	2.50-4.29	410	3.76
Cheese	Natural Varieties	8 oz block	1.69-3.00	1132	2.41	1.87-3.00	635	2.39	1.67-2.50	303	2.31
Cheese	Natural Varieties	1 # block	2.99	78	2.99	2.99	361	2.99	3.99	105	3.99
Cheese	Natural Varieties	2 # block	4.99	121	4.99	4.99-7.99	773	6.89	5.99-7.99	350	7.64
Cheese	Natural Varieties	8 oz shred	1.69-3.00	1538	2.29	1.99-3.00	1533	2.56	1.67-2.50	592	2.40
Cheese	Natural Varieties	1 # shred	2.99	78	2.99	2.99	361	2.99	3.99	105	3.99
Cottage cheese		16 oz	1.99-2.50	584	2.04	1.00-1.99	465	1.75	2.00	289	2.00
Cream cheese		8 oz	1.49-2.50	781	1.86	1.49-2.00	588	1.69	1.25-1.99	683	1.55
Flavored milk	All fat tests	half gallon	2.49	74	2.49				0.99	121	.99
Flavored milk	All fat tests	gallon	1.99	340	1.99	1.89-1.99	364	1.96			
Ice cream		48-64oz	1.99-4.50	2957	3.06	1.99-5.00	1737	3.39	2.50-3.99	540	2.75
Milk	All fat tests	half gallon	1.89-3.33	251	2.57	0.99-2.29	336	1.94	0.99	121	.99
Milk	All fat tests	gallon	1.88-1.99	550	1.95	1.89-3.99	1222	2.60	1.69-1.79	463	1.75
Sour cream		16 oz	1.99-2.00	239	1.99	1.00-1.99	528	1.69	0.99-2.00	419	1.41
Yogurt	Greek	4-6 oz	0.77-1.25	1419	.94	0.79-1.00	1889	.95	0.79-1.00	303	.83
Yogurt	Greek	32 oz	2.50-5.00	194	3.97				2.50-3.50	463	3.12
Yogurt	Yogurt	4-6 oz	0.50-1.00	1225	.66	0.39-0.50	957	.47	0.33-0.50	653	.41
Yogurt	Yogurt	32 oz							1.67	289	1.67

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 #	4.79	21	4.79	3.99-4.49	37	4.03
Cheese	Natural Varieties	8 oz block				2.50	34	2.50
Cheese	Natural Varieties	2 # block	8.99	21	8.99	6.79	34	6.79
Cheese	Natural Varieties	8 oz shred	2.99-3.50	80	3.19	2.50	34	2.50
Cottage cheese		16 oz	2.00-2.50	23	2.46	2.69-3.00	58	2.87
Cream cheese		8 oz	1.50-1.99	42	1.75	2.50	34	2.50
Flavored milk	All fat tests	gallon				4.69	34	4.69
Ice cream		48-64oz	2.97	8	2.97	3.98-3.99	27	3.99
Milk	All fat tests	gallon	2.88	21	2.88	4.89	3	4.89
Sour cream		16 oz	1.98-2.00	26	1.99	2.00-2.29	27	2.26
Yogurt	Greek	4-6 oz	1.00-1.25	26	1.23	1.25	61	1.25
Yogurt	Yogurt	4-6 oz	0.39-0.83	49	.64	0.50	4	.50
Yogurt	Yogurt	32 oz	2.49-3.98	24	2.68	3.00	34	3.00

## 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 #					869	5.75
Cheese	Natural Varieties	8 oz block	246	4.99	191	3.68	612	4.66
Cheese	Natural Varieties	8 oz shred	1603	3.25	1231	3.04	524	4.03
Cottage cheese		16 oz	328	3.00	178	3.49	593	3.55
Cream cheese		8 oz	1083	2.50			72	2.50
Flavored milk	All fat tests	half gallon	408	4.13				
Ice cream		48-64oz			72	5.99		
Milk	All fat tests	half gallon	4991	4.03	4009	3.70	2696	3.91
Milk	All fat tests	gallon	1610	5.16	914	5.88	1461	5.65
Milk	All fat tests	8 oz UHT	288	1.10	490	1.00	918	.98
Sour cream		16 oz			180	2.79	490	2.90
Yogurt	Greek	4-6 oz	2164	1.24	1838	1.23	2037	1.15
Yogurt	Greek	32 oz	21	4.00			161	5.99
Yogurt	Yogurt	4-6 oz	1902	1.22	348	1.20	493	1.25
Yogurt	Yogurt	32 oz	354	5.20	120	4.35	133	4.13

## 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 shred	2.99	110	2.99						
Cottage cheese		16 oz				3.00	214	3.00			
Cream cheese		8 oz				2.50	1083	2.50			
Flavored milk	All fat tests	half gallon				4.28	195	4.28	3.99	213	3.99
Milk	All fat tests	half gallon	3.99-4.69	560	4.31	3.99-4.49	570	4.34	2.99-4.78	1540	3.93
Milk	All fat tests	gallon				5.00-5.78	1492	5.17			
Milk	All fat tests	8 oz UHT	0.84	108	.84				1.25	180	1.25
Yogurt	Greek	4-6 oz				1.25	1287	1.25	1.25	595	1.25
Yogurt	Yogurt	4-6 oz	0.58-1.25	573	1.05	1.25	1083	1.25			
Yogurt	Yogurt	32 oz	3.39	108	3.39						

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
Cheese	Natural Varieties	8 oz block				4.99	246	4.99			

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
Cheese	Natural Varieties	8 oz shred	3.49	72	3.49	3.49-4.49	419	3.91			
Cottage cheese		16 oz	2.99	114	2.99						
Milk	All fat tests	half gallon	2.99-4.49	644	3.96	2.99-4.49	1330	3.83	3.99	289	3.99
Milk	All fat tests	gallon	4.99	118	4.99						
Yogurt	Greek	4-6 oz	1.25	78	1.25	1.00-1.25	204	1.11			
Yogurt	Yogurt	4-6 oz				1.50	246	1.50			
Yogurt	Yogurt	32 oz				5.99	246	5.99			

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
Milk	All fat tests	half gallon	4.49	21	4.49	5.79-6.89	37	6.80
Yogurt	Greek	32 oz	4.00	21	4.00			

#### 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