



Dairy Market News Branch

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National Retail Report-Dairy

Websites: <http://www.marketnews.usda.gov/mnp/da-home> and <http://www.ams.usda.gov/mnreports/dybretil.pdf>

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Advertised Prices for Dairy Products at Major Retail Supermarket Outlets ending during the period of 06/16/2017 to 06/22/2017

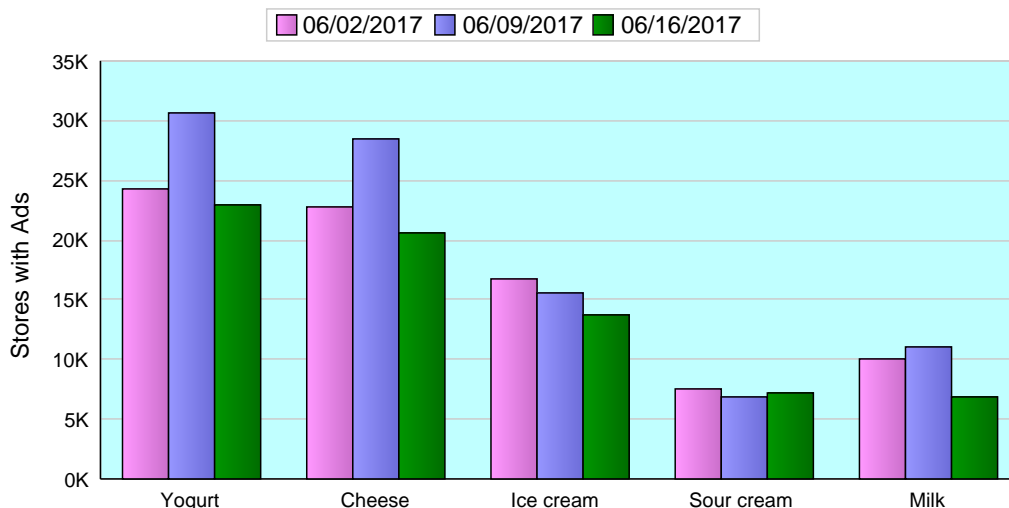
Dairy advertisements, in general, reported declines in most retail commodities surveyed. Hence, total conventional dairy ads decreased 18 percent and organic dairy ads dropped significantly, 48 percent, almost half of the previous period survey total.

The leading advertised dairy item mid-way through June Dairy Month is conventional ice cream, 48 to 64 ounce containers, with ad volumes well above other dairy commodities. Prices are trending higher, to \$3.02, 8 cents more than the previous survey period. For conventional 1 pound butter, the national weighted average advertised price, \$3.39, is down 7 cents from last week. Ads decreased 11 percent this week. The U.S. advertised price for 8 ounce conventional cheese blocks averaged \$2.30, down 11 cents, and conventional 8 ounce shred cheese averaged \$2.25, down 12 cents from last week. No ads were reported for 8 ounce organic cheese blocks, or organic 8 ounce shredded cheese this period. Nationwide, conventional cheese ads declined 23 percent, while organic cheese ads declined 96 percent.

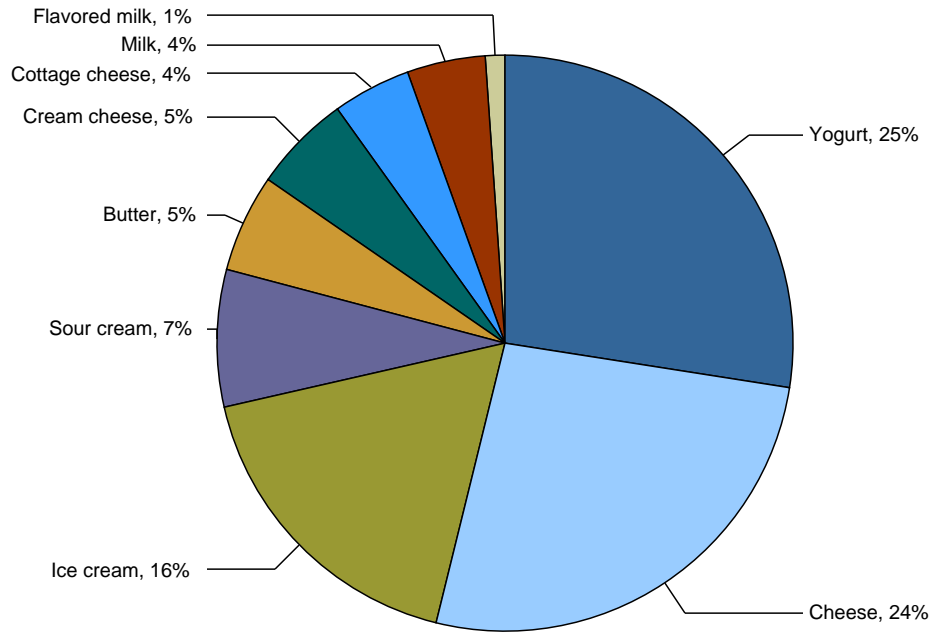
Conventional yogurt ads declined 18 percent, while organic yogurt followed the same direction, but at a much higher ratio, 63 percent. The average sale price for 4-6 ounce conventional Greek yogurt, \$0.99, compared to 4-6 ounce organic Greek yogurt surveyed at \$1.26, equated to an organic retail premium of 27 cents. The average sale price for 4-6 ounce conventional yogurt is \$0.53, while 4-6 ounce organic yogurt is \$0.63.

This week, the difference between the weighted average price for organic half gallon milk, \$3.84, and the weighted average price for conventional half-gallon milk, \$2.33, resulted in an organic price premium of \$1.51. Organic milk ads decreased 50 percent and conventional ads decreased 20 percent.

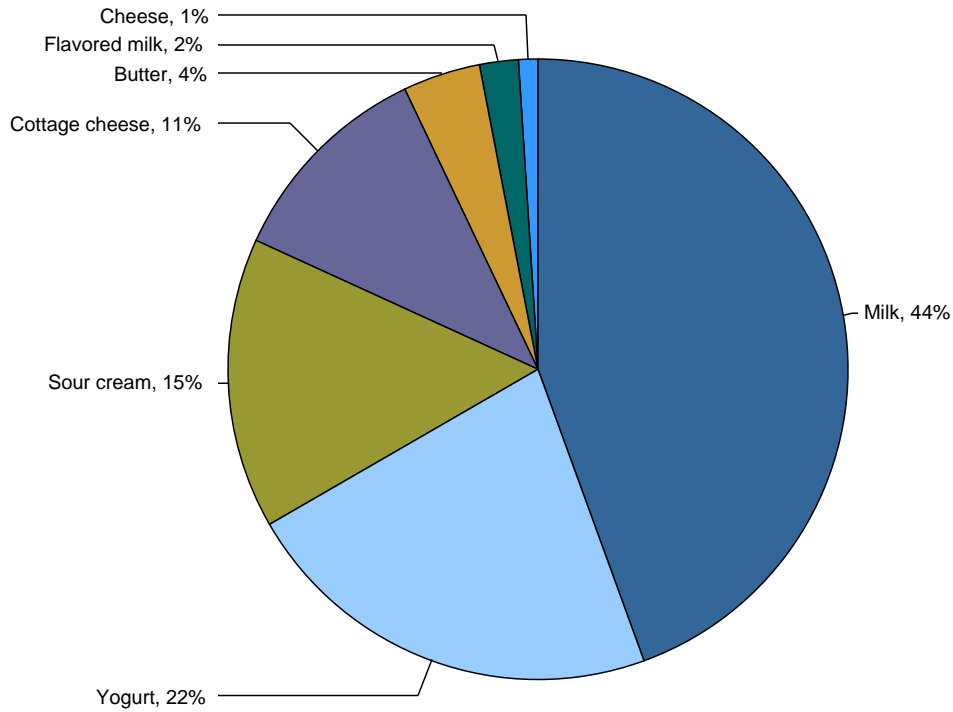
Top 5 Commodities Featured



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 #	4341	3.39	4895	3.46	5602	3.16
Cheese	Natural Varieties	8 oz block	6943	2.30	9417	2.41	4922	2.16
Cheese	Natural Varieties	1 # block	1177	3.72	2606	3.60	1828	4.74
Cheese	Natural Varieties	2 # block	845	6.61	1299	6.95	690	6.99
Cheese	Natural Varieties	8 oz shred	9547	2.25	9797	2.37	10451	2.31
Cheese	Natural Varieties	1 # shred	1943	3.82	3488	3.72	570	3.40
Cottage cheese		16 oz	3816	1.76	2936	1.94	4750	2.04
Cream cheese		8 oz	4297	1.58	5715	1.76	7133	2.01
Flavored milk	All fat tests	half gallon	1158	2.73	1061	2.75	211	1.84
Flavored milk	All fat tests	gallon	77	3.93	1184	2.31	892	3.64
Ice cream		48-64oz	13649	3.02	15605	2.94	14714	3.19
Milk	All fat tests	half gallon	1824	2.33	1186	1.79	275	1.82
Milk	All fat tests	gallon	1562	2.55	3049	2.52	2042	2.51
Sour cream		16 oz	5983	1.68	6913	1.80	6991	1.69
Yogurt	Greek	4-6 oz	9715	.99	10604	.96	13786	.98
Yogurt	Greek	32 oz	624	4.63	2648	4.25	2271	4.33
Yogurt	Yogurt	4-6 oz	9127	.53	11404	.51	5244	.47
Yogurt	Yogurt	32 oz	1812	2.37	1351	2.00	1475	2.24

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 #	2.50-3.99	1312	3.51	3.00-3.50	1267	3.47	2.48-3.49	490	3.14
Cheese	Natural Varieties	8 oz block	1.77-2.99	1696	2.19	2.00-3.50	2452	2.51	1.88-2.50	916	2.10
Cheese	Natural Varieties	1 # block	4.69	108	4.69	2.99-5.49	385	3.39	2.99	454	2.99
Cheese	Natural Varieties	8 oz shred	1.49-2.79	1615	2.15	1.49-2.50	2537	2.28	1.88-2.50	1555	2.17
Cheese	Natural Varieties	1 # shred	3.00	108	3.00	2.00-4.99	1207	4.14	2.99-3.99	573	3.20
Cottage cheese		16 oz	1.66-2.99	803	2.01	1.50-2.00	2078	1.78	1.00-1.79	475	1.32
Cream cheese		8 oz	1.99-2.99	195	2.40	1.49-1.75	2187	1.50	1.00-1.99	422	1.38
Flavored milk	All fat tests	half gallon	3.00	100	3.00	2.50	735	2.50	3.00	296	3.00
Flavored milk	All fat tests	gallon							2.99	53	2.99
Ice cream		48-64oz	1.50-4.49	3174	2.84	1.50-4.88	3145	2.87	2.50-3.99	1775	3.03
Milk	All fat tests	half gallon	1.29-2.50	269	2.22	1.50-2.50	1059	2.19	2.50	180	2.50
Milk	All fat tests	gallon	3.49	137	3.49	1.99	61	1.99	1.58-1.99	429	1.80
Sour cream		16 oz	1.00-2.00	1780	1.63	1.66-2.50	2539	1.87	0.99-1.98	489	1.38
Yogurt	Greek	4-6 oz	0.75-1.00	2134	.98	0.98-1.00	3345	1.00	0.88-1.00	691	.98
Yogurt	Greek	32 oz	4.99	147	4.99				4.99	127	4.99
Yogurt	Yogurt	4-6 oz	0.42-0.60	2298	.52	0.39-0.60	3407	.52	0.33-0.80	858	.59
Yogurt	Yogurt	32 oz	1.49-2.79	961	2.43	1.97-2.18	409	2.07	2.49	180	2.49

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 #	2.50-3.50	207	2.94	2.99-4.49	851	3.33	2.50-3.49	166	2.86
Cheese	Natural Varieties	8 oz block	1.66-3.00	914	2.10	1.88-3.00	844	2.30	2.50	69	2.50
Cheese	Natural Varieties	1 # block	4.99-5.49	188	5.34						
Cheese	Natural Varieties	2 # block				4.99-5.99	334	5.72	4.99-7.99	463	7.01
Cheese	Natural Varieties	8 oz shred	1.66-3.00	1991	2.21	1.88-3.00	1144	2.34	1.99-3.00	584	2.49
Cheese	Natural Varieties	1 # shred	4.99	55	4.99						
Cottage cheese		16 oz	1.00-2.50	343	1.24						
Cream cheese		8 oz	1.00-1.69	583	1.16	1.00-2.00	618	1.75	1.67-1.69	130	1.68
Ice cream		48-64oz	1.88-5.50	2886	3.14	1.99-5.00	1751	3.04	2.50-3.99	654	3.16
Milk	All fat tests	half gallon	2.50	99	2.50	1.00	114	1.00			
Milk	All fat tests	gallon	1.99-3.29	449	2.60	2.29-3.99	424	2.94			
Sour cream		16 oz	1.00-2.00	626	1.35	1.00-1.99	296	1.55	0.99	105	.99
Yogurt	Greek	4-6 oz	0.87-1.25	1058	.99	0.87-1.00	1699	.95	0.88-1.00	621	.98
Yogurt	Greek	32 oz	3.33-5.00	194	4.02	4.99	114	4.99			
Yogurt	Yogurt	4-6 oz	0.40-0.60	656	.50	0.50-0.70	1262	.54	0.33-0.50	463	.47
Yogurt	Yogurt	32 oz	2.50	121	2.50	2.50	114	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 #	3.59-5.49	48	4.95			
Cheese	Natural Varieties	8 oz block	2.00-3.98	22	2.47	2.99-3.00	30	2.99
Cheese	Natural Varieties	1 # block	4.29-5.79	42	5.04			
Cheese	Natural Varieties	2 # block	8.99	21	8.99	8.99	27	8.99
Cheese	Natural Varieties	8 oz shred	1.98-3.50	64	2.89	2.99-3.00	57	3.00
Cottage cheese		16 oz	2.50-2.99	63	2.66	2.99-3.49	54	3.24
Cream cheese		8 oz	1.50-2.49	74	2.01	2.99-4.69	88	3.65
Flavored milk	All fat tests	half gallon				4.99	27	4.99
Flavored milk	All fat tests	gallon				5.99	24	5.99
Ice cream		48-64oz	3.00-4.99	68	3.42	4.29-7.99	196	5.57
Milk	All fat tests	half gallon	3.39-4.99	42	4.19	3.29-7.49	61	5.63
Milk	All fat tests	gallon	2.88-3.79	59	3.06	4.99	3	4.99
Sour cream		16 oz	1.25-2.99	97	2.10	2.29-2.50	51	2.40
Yogurt	Greek	4-6 oz	0.89-1.50	79	1.22	0.89-1.50	88	1.16
Yogurt	Greek	32 oz	4.00-4.29	42	4.15			
Yogurt	Yogurt	4-6 oz	0.39-0.88	55	.65	0.49-0.99	128	.78
Yogurt	Yogurt	32 oz	2.49-3.98	24	2.68	3.59	3	3.59

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 #	342	6.67			1016	5.50
Cheese	Natural Varieties	8 oz block			246	4.99	551	4.65
Cheese	Natural Varieties	8 oz shred			1603	3.25	1144	3.89
Cheese	Natural Varieties	1 # shred	80	7.99			80	3.99
Cottage cheese		16 oz	866	3.29	328	3.00	667	3.49
Cream cheese		8 oz			1083	2.50		
Flavored milk	All fat tests	half gallon	167	4.49	408	4.13		
Ice cream		48-64oz	21	7.99				
Milk	All fat tests	half gallon	2210	3.84	4991	4.03	3445	4.20
Milk	All fat tests	gallon	335	6.61	1610	5.16	795	6.47
Milk	All fat tests	8 oz UHT	902	.99	288	1.10	147	.85
Sour cream		16 oz	1160	3.10			1080	3.37
Yogurt	Greek	4-6 oz	1414	1.26	2164	1.24	667	1.19
Yogurt	Greek	32 oz			21	4.00		
Yogurt	Yogurt	4-6 oz	121	.63	1902	1.22	59	.99
Yogurt	Yogurt	32 oz	147	3.50	354	5.20	294	3.60

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
Cottage cheese		16 oz							3.29	247	3.29
Milk	All fat tests	half gallon	3.99-4.99	407	4.14	2.99-4.28	733	3.48	2.99	348	2.99
Milk	All fat tests	gallon	5.99	84	5.99	6.49	84	6.49			
Milk	All fat tests	8 oz UHT							1.00	247	1.00
Sour cream		16 oz							3.29	247	3.29
Yogurt	Greek	4-6 oz	1.25	304	1.25	1.25	1083	1.25			
Yogurt	Yogurt	32 oz	3.50	147	3.50						

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 #				6.99	246	6.99	5.00	69	5.00

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
Cheese	Natural Varieties	1 # shred	7.99	80	7.99						
Cottage cheese		16 oz	3.29	288	3.29	3.29	331	3.29			
Flavored milk	All fat tests	half gallon				4.49	167	4.49			
Milk	All fat tests	half gallon	3.99	62	3.99	4.49	580	4.49			
Milk	All fat tests	gallon				6.99	167	6.99			
Milk	All fat tests	8 oz UHT	1.00	78	1.00	1.00	445	1.00	0.87	105	.87
Sour cream		16 oz	3.29	288	3.29	2.50-3.29	577	2.95			
Yogurt	Yogurt	4-6 oz	0.63	121	.63						

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 #				7.99	27	7.99
Ice cream		48-64oz	7.99	21	7.99			
Milk	All fat tests	half gallon	2.99-4.49	53	3.78	5.99	27	5.99
Milk	All fat tests	8 oz UHT				1.16	27	1.16
Sour cream		16 oz	2.69	21	2.69	2.99	27	2.99
Yogurt	Greek	4-6 oz				1.79	27	1.79

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