



## 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/dybretil.pdf>

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### Advertised Prices for Dairy Products at Major Retail Supermarket Outlets ending during the period of 06/23/2017 to 06/29/2017

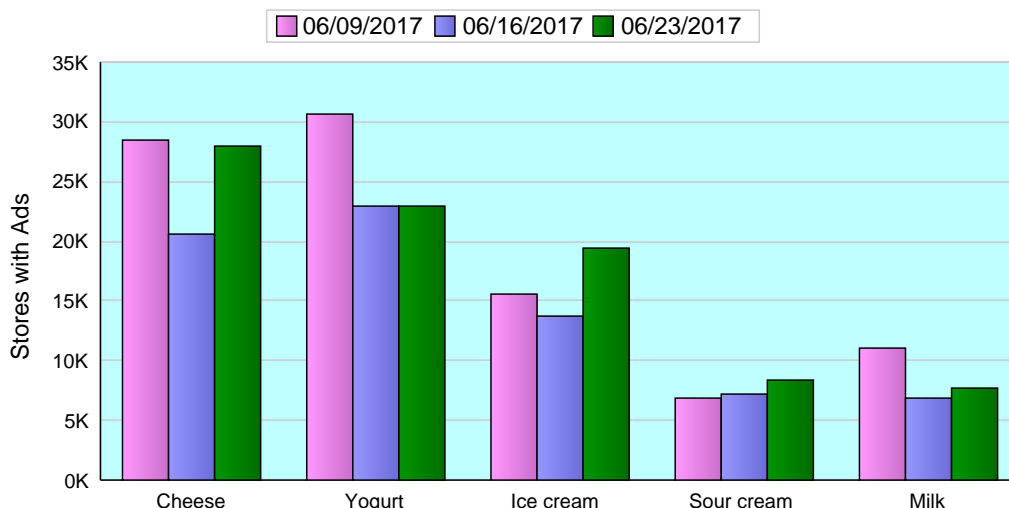
This week, total conventional dairy advertisements increased 19 percent, but organic dairy ads decreased 5 percent. For conventional 1 # butter, the national weighted average advertised price, \$3.16, is down 23 cents from last week. Organic butter in 1# containers has an average price of \$4.82, down \$1.85 from the previous week.

Conventional yogurt ads increased 6 percent, while organic yogurt ads decreased 68 percent. The average sale price for 4-6 ounce conventional Greek yogurt is \$0.95, while 4-6 ounce organic Greek yogurt is \$1.54, an organic price premium of 59 cents. The average sale price for 4-6 ounce conventional yogurt is \$0.57, while 4-6 ounce organic yogurt is \$0.50.

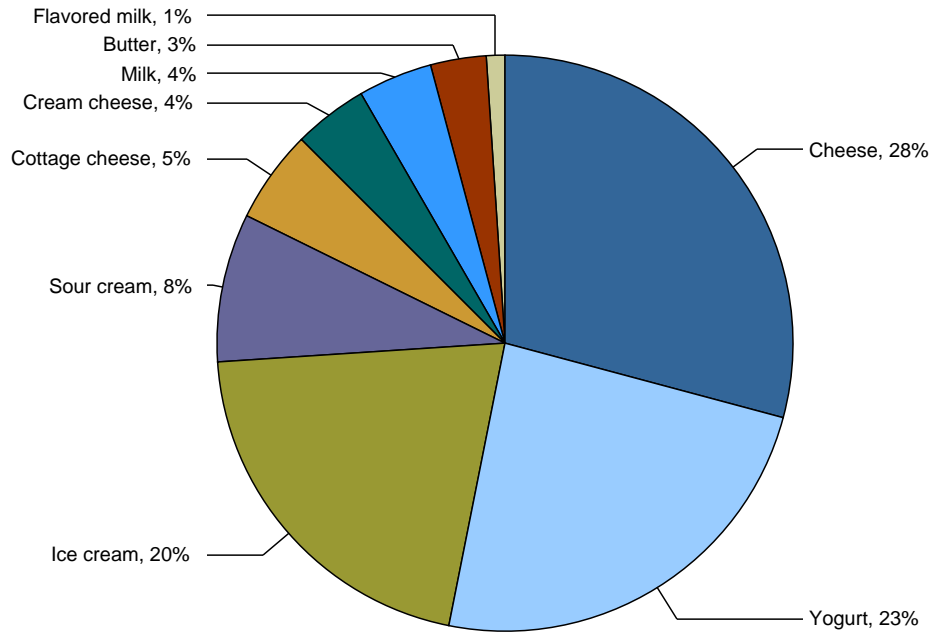
The U.S. advertised price for 8 ounce conventional cheese blocks averaged \$2.41, up 11 cents from last week, with ads increasing 34 percent. The U.S. advertised price for 8 ounce organic cheese blocks averaged \$3.81. There were no ads reported last week for organic 8 ounce cheese blocks. The advertised price for conventional 8 ounce shred cheese averaged \$2.31, up 6 cents from last week, as ads increased 11 percent. The advertised price for organic 8 ounce shred cheese averaged \$3.79. 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, \$3.98, and the weighted average price for conventional half-gallon milk, \$1.50, resulted in an organic price premium of \$2.48. Organic milk advertisements increased 17 percent, and ads for conventional milk increased 8 percent. Advertisements for conventional half gallon flavored milk declined 66 percent while ads for conventional gallon flavored milk increased 1,082 percent.

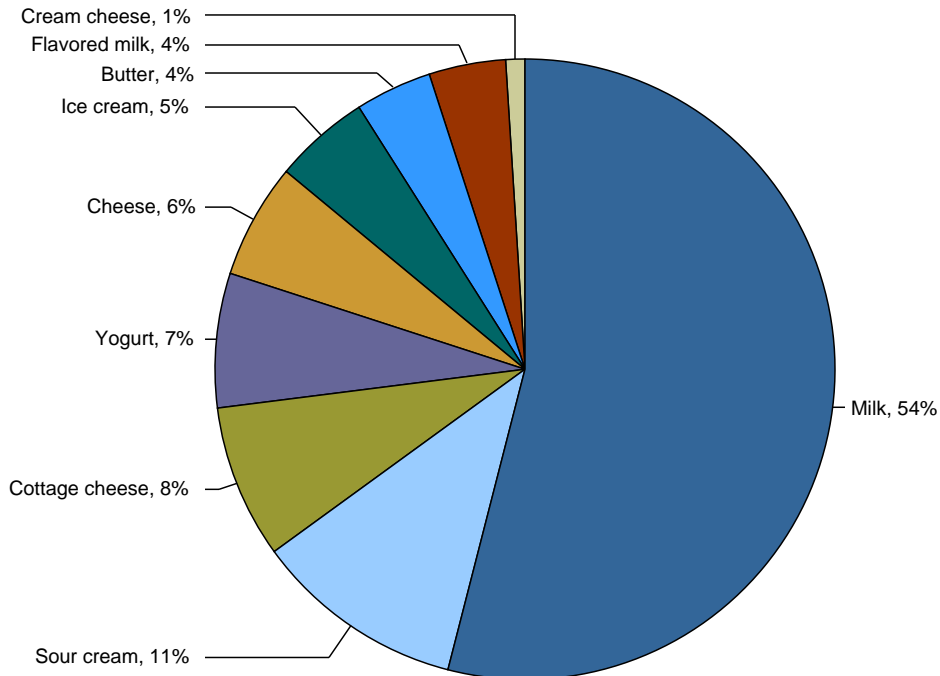
Top 5 Commodities Featured



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 #	2860	3.16	4341	3.39	5802	3.02
Cheese	Natural Varieties	8 oz block	9320	2.41	6943	2.30	8654	2.25
Cheese	Natural Varieties	1 # block	3827	4.15	1177	3.72	3479	5.17
Cheese	Natural Varieties	2 # block	392	6.01	845	6.61	1133	6.28
Cheese	Natural Varieties	8 oz shred	10552	2.31	9547	2.25	9994	2.24
Cheese	Natural Varieties	1 # shred	3383	4.24	1943	3.82	1977	3.54
Cottage cheese		16 oz	4523	1.96	3816	1.76	3954	1.94
Cream cheese		8 oz	4100	1.68	4297	1.58	3816	1.76
Flavored milk	All fat tests	half gallon	393	2.37	1158	2.73	1165	2.57
Flavored milk	All fat tests	gallon	910	2.40	77	3.93	645	2.88
Ice cream		48-64oz	19066	3.03	13649	3.02	11530	2.99
Milk	All fat tests	half gallon	1060	1.50	1824	2.33	971	2.80
Milk	All fat tests	gallon	2595	2.43	1562	2.55	4955	2.20
Sour cream		16 oz	7604	1.65	5983	1.68	7029	1.67
Yogurt	Greek	4-6 oz	13271	.95	9715	.99	12049	.95
Yogurt	Greek	32 oz	1319	4.25	624	4.63	1901	4.36
Yogurt	Yogurt	4-6 oz	6483	.57	9127	.53	9990	.53
Yogurt	Yogurt	32 oz	1401	2.54	1812	2.37	618	3.16

## 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	1183	3.37	3.99	87	3.99	2.50-3.33	254	2.73
Cheese	Natural Varieties	8 oz block	1.88-2.99	2464	2.17	1.88-3.50	3013	2.82	1.25-2.99	1342	1.97
Cheese	Natural Varieties	1 # block	3.99	167	3.99	2.99-4.99	1882	4.64	2.99	354	2.99
Cheese	Natural Varieties	2 # block				6.48	195	6.48			
Cheese	Natural Varieties	8 oz shred	1.77-2.99	2594	2.29	1.88-2.50	2519	2.37	1.67-3.29	1822	2.14
Cheese	Natural Varieties	1 # shred	3.99-5.99	384	5.01	4.50-4.99	1818	4.70	2.99-3.99	589	3.39
Cottage cheese		16 oz	1.66-3.00	1361	2.18	1.00-2.50	1621	1.87	1.00-3.29	806	2.02
Cream cheese		8 oz	1.49-2.50	1128	1.84	1.50-3.00	1258	1.60	1.00-1.50	464	1.13
Flavored milk	All fat tests	half gallon							1.69-3.00	393	2.37
Flavored milk	All fat tests	gallon							1.69-2.99	376	2.58
Ice cream		48-64oz	1.99-4.49	4104	3.02	2.50-3.50	3384	2.69	1.68-3.99	4527	3.04
Milk	All fat tests	half gallon	0.89	221	.89				0.69-2.50	433	1.53
Milk	All fat tests	gallon	3.49-3.99	199	3.65				1.58-2.99	637	2.18
Sour cream		16 oz	1.50-2.00	1202	1.74	1.00-2.00	2685	1.87	0.99-1.99	1509	1.45
Yogurt	Greek	4-6 oz	0.69-1.00	2917	.94	0.75-1.00	2930	.98	0.75-1.00	1950	.94
Yogurt	Greek	32 oz	3.79-3.99	529	3.91	3.00-4.50	174	3.75			
Yogurt	Yogurt	4-6 oz	0.50-0.60	2315	.51	0.50-1.00	382	.77	0.50-0.66	894	.54

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	2.49-2.79	916	2.70	2.79	61	2.79	2.00-2.29	203	2.12

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	528	2.49	1.99-4.99	371	4.15	1.99-3.50	350	2.25
Cheese	Natural Varieties	8 oz block	1.25-3.00	605	2.08	1.49-3.49	1468	2.47	1.67-2.99	340	2.48
Cheese	Natural Varieties	1 # block	2.99-4.99	395	3.57	2.99-4.99	783	4.07	2.99	187	2.99
Cheese	Natural Varieties	2 # block	4.99	80	4.99	4.99	90	4.99			
Cheese	Natural Varieties	8 oz shred	1.25-2.50	1123	2.15	1.49-3.49	1804	2.48	1.67-2.99	629	2.40
Cheese	Natural Varieties	1 # shred	2.99-4.99	274	3.39	2.99	241	2.99	2.99	66	2.99
Cottage cheese		16 oz	1.25-2.00	390	1.44	1.00-1.25	206	1.11			
Cream cheese		8 oz	1.49-2.00	488	1.70	1.49-2.49	484	1.86	1.50-2.00	174	1.70
Flavored milk	All fat tests	gallon	1.88-1.99	429	1.90				3.79	105	3.79
Ice cream		48-64oz	1.99-3.99	3266	3.04	2.49-4.99	2744	3.38	2.50-3.99	819	2.80
Milk	All fat tests	half gallon	2.50	55	2.50	1.99	246	1.99	0.99	105	.99
Milk	All fat tests	gallon	1.88-4.29	503	2.25	1.88-2.99	1135	2.49	1.88	121	1.88
Sour cream		16 oz	1.00-1.99	894	1.39	1.00-1.79	1010	1.46	1.25	187	1.25
Yogurt	Greek	4-6 oz	0.69-1.00	1326	.95	0.75-1.00	3304	.95	0.69-1.00	697	.85
Yogurt	Greek	32 oz	3.33-5.00	194	4.02	4.99	422	4.99			
Yogurt	Yogurt	4-6 oz	0.25-1.00	1017	.61	0.42-0.70	884	.59	0.50-0.62	882	.55
Yogurt	Yogurt	32 oz	2.50	114	2.50				1.79	105	1.79

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 #	2.49-4.50	57	3.72	4.49-5.49	30	5.39
Cheese	Natural Varieties	8 oz block	2.89-3.00	34	2.98	1.99-3.00	54	2.50
Cheese	Natural Varieties	1 # block	3.50-5.98	35	4.01	5.69	24	5.69
Cheese	Natural Varieties	2 # block				8.99	27	8.99
Cheese	Natural Varieties	8 oz shred	2.89-3.48	34	3.02	2.99	27	2.99
Cheese	Natural Varieties	1 # shred	3.50	11	3.50			
Cottage cheese		16 oz	2.98-3.50	58	3.31	2.59-3.49	81	3.05
Cream cheese		8 oz	1.66	2	1.66	2.00-2.99	102	2.51
Ice cream		48-64oz	2.97-7.99	131	4.58	3.00-4.99	91	3.64
Sour cream		16 oz	1.66-3.00	63	2.40	1.99-2.99	54	2.49
Yogurt	Greek	4-6 oz	0.99-1.66	56	1.34	0.99-1.66	91	1.19
Yogurt	Yogurt	4-6 oz	0.60	21	.60	0.49-1.00	88	.81
Yogurt	Yogurt	32 oz	3.50	2	3.50			



## 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 #	303	4.82	342	6.67	2766	5.51
Cheese	Natural Varieties	8 oz block	313	3.81			551	4.65
Cheese	Natural Varieties	8 oz shred	105	3.79			874	3.80
Cheese	Natural Varieties	1 # shred			80	7.99		
Cottage cheese		16 oz	575	3.33	866	3.29	330	3.62
Cream cheese		8 oz	63	2.59				
Flavored milk	All fat tests	half gallon	288	4.92	167	4.49	161	4.99
Ice cream		48-64oz	388	5.16	21	7.99		
Milk	All fat tests	half gallon	3135	3.98	2210	3.84	4007	3.98
Milk	All fat tests	gallon	251	5.99	335	6.61	1073	6.06
Milk	All fat tests	8 oz UHT	633	1.08	902	.99	315	.95
Sour cream		16 oz	812	3.23	1160	3.10	640	2.71
Yogurt	Greek	4-6 oz	207	1.54	1414	1.26	1634	1.35
Yogurt	Greek	32 oz					419	3.64
Yogurt	Yogurt	4-6 oz	167	.50	121	.63	120	1.32
Yogurt	Yogurt	32 oz	167	3.99	147	3.50		

## 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 #	4.69	167	4.69						
Cottage cheese		16 oz				3.29	324	3.29	3.29	119	3.29
Flavored milk	All fat tests	half gallon	3.99	108	3.99				5.48	180	5.48
Ice cream		48-64oz							4.49	137	4.49
Milk	All fat tests	half gallon	3.99-4.99	1445	4.28	3.99	61	3.99	2.50-4.99	543	3.77
Milk	All fat tests	gallon	5.99	251	5.99						
Milk	All fat tests	8 oz UHT	1.00	62	1.00				1.00-1.25	303	1.15
Sour cream		16 oz				3.29	324	3.29	2.99-3.29	467	3.23
Yogurt	Greek	4-6 oz							1.50	180	1.50



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 #	4.99	133	4.99						
Cheese	Natural Varieties	8 oz block							3.79	289	3.79
Cheese	Natural Varieties	8 oz shred	3.79	63	3.79						
Cottage cheese		16 oz	3.99	63	3.99				2.99	69	2.99
Cream cheese		8 oz	2.59	63	2.59						
Ice cream		48-64oz	5.99	72	5.99	4.99-5.99	179	5.34			
Milk	All fat tests	half gallon	2.99-3.99	360	3.19	2.99-4.99	585	3.97	2.99	66	2.99
Milk	All fat tests	8 oz UHT				1.00	241	1.00			
Yogurt	Yogurt	4-6 oz				0.50	167	.50			
Yogurt	Yogurt	32 oz				3.99	167	3.99			

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 #	4.38	3	4.38			
Cheese	Natural Varieties	8 oz block	3.79-5.98	24	4.06			
Cheese	Natural Varieties	8 oz shred	3.79	42	3.79			
Milk	All fat tests	half gallon	3.79	21	3.79	3.29-5.99	54	4.64
Milk	All fat tests	8 oz UHT				1.16	27	1.16
Sour cream		16 oz	2.49	21	2.49			
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