



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>

Volume 84- Number 26

Issued Weekly

Friday, June 30, 2017

Advertised Prices for Dairy Products at Major Retail Supermarket Outlets ending during the period of 06/30/2017 to 07/06/2017

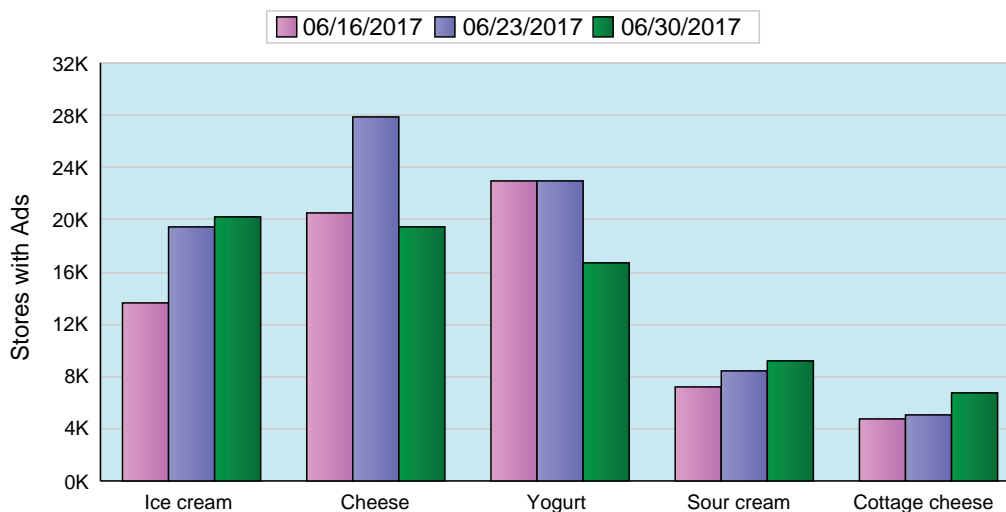
Approaching Independence Day, conventional ice cream ads are the single largest advertised item by package size, with ad numbers up 6 percent from last week. The U.S. weighted average advertised price for 48-64 oz. containers is up 15 cents, to \$3.18. There are no ads for organic ice cream. Conventional 1# butter ad numbers increased 83 percent, with an average price of \$3.86, up 70 cents. Organic 1# butter has an average price of \$4.99, an organic price premium of \$1.13.

The U.S. advertised price for 8 ounce conventional cheese blocks averaged \$2.61, up 20 cents from last week. The U.S. advertised price for 8 ounce organic cheese blocks averaged \$3.79, down 2 cents. The advertised price for conventional 8 ounce shred cheese averaged \$2.43, up 12 cents from last week, as ads decreased 30 percent. The advertised price for organic 8 ounce shred cheese averaged \$3.80, up 1 cent. Conventional cheese ad numbers declined 32 percent this week, while organic cheese ad numbers increased 70 percent.

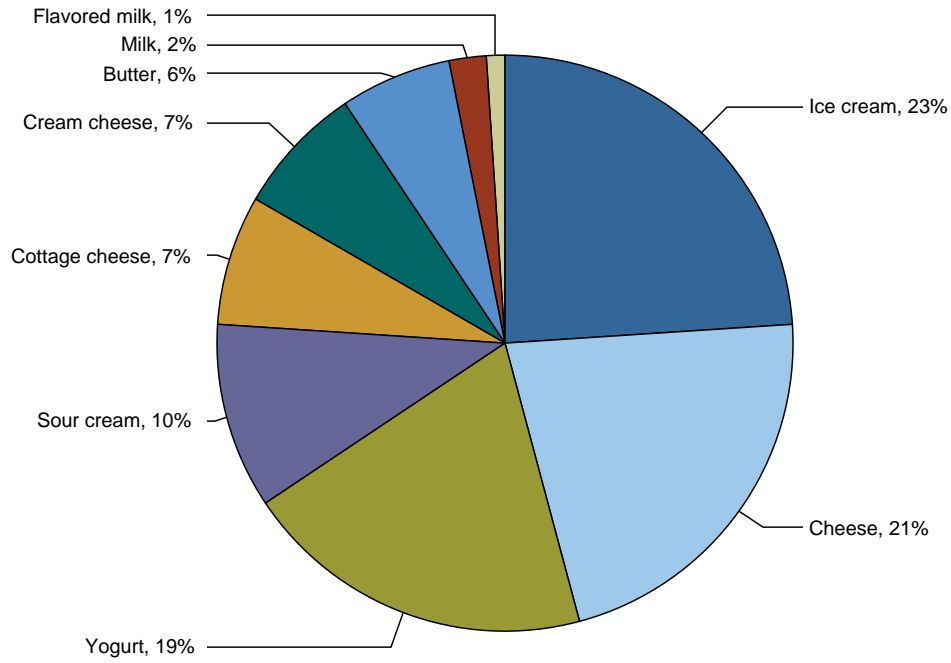
Conventional yogurt ads decreased 27 percent, while organic yogurt ads decreased 58 percent. The average sale price for 4-6 ounce conventional Greek yogurt is \$0.97, up 2 cents. Organic 4-6 ounce Greek yogurt has an average price of \$1.50, down 4 cents, resulting in an organic premium this week of 53 cents. The average sale price for 4-6 ounce conventional yogurt is \$0.53, down 4 cents, while there are no ads for 4-6 ounce organic yogurt.

The organic half gallon milk price premium this week is \$1.25. The premium is determined by subtracting the weighted average price for conventional half-gallon milk, \$2.26, from the weighted average price for organic half gallon milk, \$3.51. Organic milk advertisement numbers decreased 83 percent, and ad numbers for conventional milk decreased 57 percent.

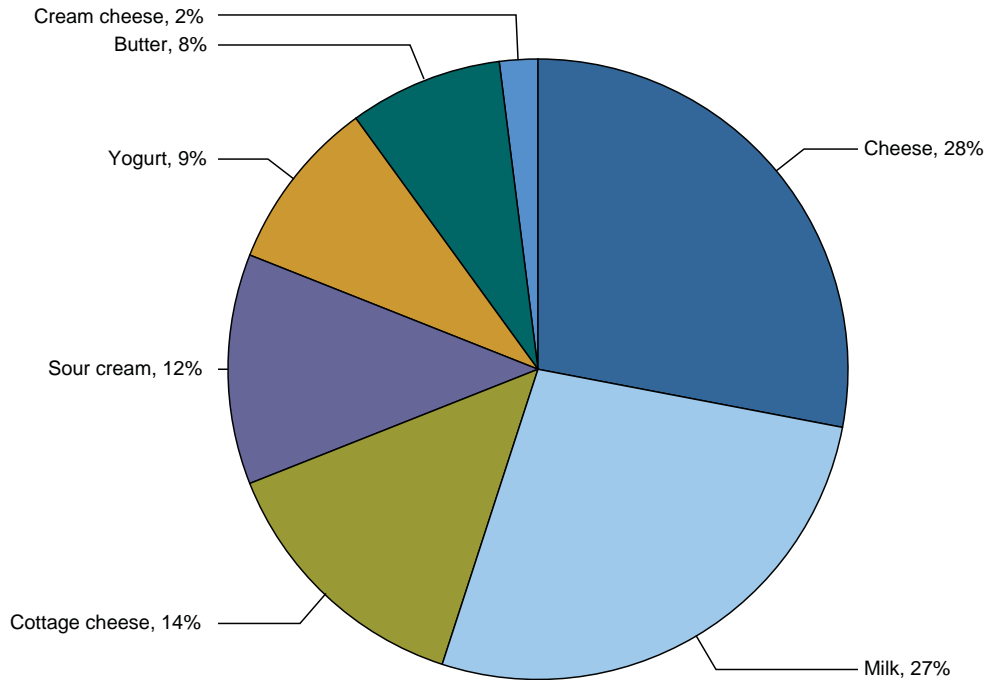
Top 5 Commodities Featured



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 #	5236	3.86	2860	3.16	6339	3.38
Cheese	Natural Varieties	8 oz block	7151	2.61	9320	2.41	10309	2.23
Cheese	Natural Varieties	1 # block	2091	3.73	3827	4.15	3043	4.33
Cheese	Natural Varieties	2 # block	672	5.92	392	6.01	1079	6.22
Cheese	Natural Varieties	8 oz shred	7342	2.43	10552	2.31	10366	2.16
Cheese	Natural Varieties	1 # shred	1418	4.07	3383	4.24	1876	3.12
Cottage cheese		16 oz	6355	1.90	4523	1.96	5371	1.79
Cream cheese		8 oz	6165	1.81	4100	1.68	7092	1.78
Flavored milk	All fat tests	half gallon	579	2.57	393	2.37	635	3.00
Flavored milk	All fat tests	gallon	181	3.44	910	2.40	570	3.68
Ice cream		48-64oz	20161	3.18	19066	3.03	11228	2.95
Milk	All fat tests	half gallon	431	2.26	1060	1.50	675	2.34
Milk	All fat tests	gallon	1149	3.66	2595	2.43	1726	2.28
Sour cream		16 oz	8876	1.70	7604	1.65	12734	1.72
Yogurt	Greek	4-6 oz	10634	.97	13271	.95	13025	.94
Yogurt	Greek	32 oz	1676	4.79	1319	4.25	1201	4.56
Yogurt	Yogurt	4-6 oz	3205	.53	6483	.57	6731	.56
Yogurt	Yogurt	32 oz	958	2.92	1401	2.54	744	3.12

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 #	2.50-4.79	1407	3.84	2.99-4.00	2884	3.85	2.99	180	2.99
Cheese	Natural Varieties	8 oz block	1.99-4.99	2681	2.56	1.60-3.50	1544	3.12	1.88-2.50	886	2.17
Cheese	Natural Varieties	1 # block	2.99	304	2.99	2.99-4.90	1273	4.01			
Cheese	Natural Varieties	2 # block							5.99	57	5.99
Cheese	Natural Varieties	8 oz shred	1.99-3.00	2305	2.45	1.60-2.99	1673	2.52	1.88-2.50	817	2.19
Cheese	Natural Varieties	1 # shred	3.99	304	3.99	2.99-4.90	1059	4.12			
Cottage cheese		16 oz	1.49-2.99	2090	1.95	1.29-2.00	2959	1.98	1.00-1.29	247	1.16
Cream cheese		8 oz	1.49-2.79	2130	1.81	1.50-2.00	2412	1.78	1.66	116	1.66
Flavored milk	All fat tests	half gallon	2.99	147	2.99				1.69-2.00	213	1.85
Flavored milk	All fat tests	gallon	4.29	62	4.29				2.99	119	2.99
Ice cream		48-64oz	1.88-4.99	3520	2.77	2.39-5.49	6612	3.34	1.99-3.50	2374	2.86
Milk	All fat tests	gallon				2.49-4.29	1059	3.69	2.50	69	2.50
Sour cream		16 oz	1.49-2.00	2505	1.63	1.29-2.00	2898	1.88	1.00-2.00	612	1.49
Yogurt	Greek	4-6 oz	0.79-1.29	4077	1.00	0.80-1.25	3468	.94	0.75-1.00	937	.97
Yogurt	Greek	32 oz	3.49-5.49	1186	5.01				3.49-3.99	296	3.79
Yogurt	Yogurt	4-6 oz	0.40-0.60	1597	.50				0.50-0.66	429	.57
Yogurt	Yogurt	32 oz	2.69-2.79	119	2.74	3.78	195	3.78	1.99	213	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 #	2.90-4.49	304	3.66	3.49-4.99	308	4.69	3.99	69	3.99
Cheese	Natural Varieties	8 oz block	1.66-3.00	950	2.53	1.88-3.49	817	2.51	1.88-2.49	242	2.19
Cheese	Natural Varieties	1 # block	2.50	118	2.50	3.99	62	3.99	3.50	289	3.50
Cheese	Natural Varieties	2 # block				4.99-5.99	334	5.72	4.99-7.99	279	6.12
Cheese	Natural Varieties	8 oz shred	1.66-2.50	773	2.19	1.88-3.49	1016	2.68	1.88-2.50	705	2.32
Cheese	Natural Varieties	1 # shred	3.75	55	3.75						
Cottage cheese		16 oz	1.67-2.50	329	2.09	1.25-2.00	444	1.61	1.00-1.99	226	1.46
Cream cheese		8 oz	1.66-2.00	729	1.80	1.99-2.00	506	1.99	1.50-1.67	174	1.60
Flavored milk	All fat tests	half gallon	2.49-2.99	195	2.80						
Ice cream		48-64oz	2.50-5.50	2538	3.49	1.88-5.00	3862	3.16	2.49-3.99	1079	3.28
Milk	All fat tests	half gallon	1.89-2.29	407	2.16						
Sour cream		16 oz	1.00-2.00	998	1.60	1.00-2.00	1127	1.70	1.00-1.79	584	1.34
Yogurt	Greek	4-6 oz	0.79-1.00	1333	.94	0.75-1.00	396	.82	0.88-1.00	394	.97
Yogurt	Greek	32 oz	4.99	194	4.99						
Yogurt	Yogurt	4-6 oz	0.50-0.79	268	.66	0.39-0.60	854	.48			
Yogurt	Yogurt	32 oz	2.99-3.00	282	2.99	3.00	117	3.00			

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 #	3.50-3.99	6	3.82	3.50-5.99	78	4.50
Cheese	Natural Varieties	8 oz block	2.79-3.59	7	3.48	2.50	24	2.50
Cheese	Natural Varieties	1 # block	4.00	21	4.00	5.69	24	5.69
Cheese	Natural Varieties	2 # block	7.99	2	7.99			
Cheese	Natural Varieties	8 oz shred	2.99-3.98	26	3.11	2.99	27	2.99
Cottage cheese		16 oz	1.50-3.50	36	2.82	2.50	24	2.50
Cream cheese		8 oz	1.50-3.50	50	2.86	2.00-2.50	48	2.25
Flavored milk	All fat tests	half gallon				4.49	24	4.49
Ice cream		48-64oz	2.50-9.98	85	5.85	3.00-5.99	91	4.69
Milk	All fat tests	half gallon				3.89	24	3.89
Milk	All fat tests	gallon	5.99	21	5.99			
Sour cream		16 oz	1.66-3.00	71	2.30	1.99-2.50	81	2.27
Yogurt	Greek	4-6 oz	0.90-1.25	23	1.22	1.25	6	1.25
Yogurt	Yogurt	4-6 oz	0.80-1.00	30	.99	0.88	27	.88
Yogurt	Yogurt	32 oz	3.29-3.98	5	3.70	3.49	27	3.49

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 #	194	4.99	303	4.82	1225	5.42
Cheese	Natural Varieties	8 oz block	310	3.79	313	3.81		
Cheese	Natural Varieties	8 oz shred	400	3.80	105	3.79	194	3.99
Cheese	Natural Varieties	1 # shred					82	3.99
Cottage cheese		16 oz	352	3.42	575	3.33	84	3.99
Cream cheese		8 oz	63	2.59	63	2.59		
Flavored milk	All fat tests	half gallon			288	4.92		
Ice cream		48-64oz			388	5.16		
Milk	All fat tests	half gallon	310	3.51	3135	3.98	1200	4.49
Milk	All fat tests	gallon	251	5.99	251	5.99	435	6.36
Milk	All fat tests	8 oz UHT	121	1.00	633	1.08	69	.75
Sour cream		16 oz	310	2.02	812	3.23	189	2.60
Yogurt	Greek	4-6 oz	108	1.50	207	1.54		
Yogurt	Yogurt	4-6 oz			167	.50		
Yogurt	Yogurt	32 oz	121	3.79	167	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	gallon	5.99	251	5.99						
Yogurt	Greek	4-6 oz	1.50	108	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	194	4.99						
Cheese	Natural Varieties	8 oz block							3.79	289	3.79
Cheese	Natural Varieties	8 oz shred	3.79	63	3.79				3.79	289	3.79
Cottage cheese		16 oz	3.99	63	3.99				3.29	289	3.29
Cream cheese		8 oz	2.59	63	2.59						
Milk	All fat tests	half gallon							3.49	289	3.49
Milk	All fat tests	8 oz UHT	1.00	121	1.00						
Sour cream		16 oz							1.99	289	1.99
Yogurt	Yogurt	32 oz	3.79	121	3.79						

Wtd Avg - Simple weighted average



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
Cheese	Natural Varieties	8 oz block	3.79	21	3.79			
Cheese	Natural Varieties	8 oz shred	3.79	21	3.79	3.99	27	3.99
Milk	All fat tests	half gallon	3.79	21	3.79			
Sour cream		16 oz	2.49	21	2.49			

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