



## 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 07/07/2017 to 07/13/2017

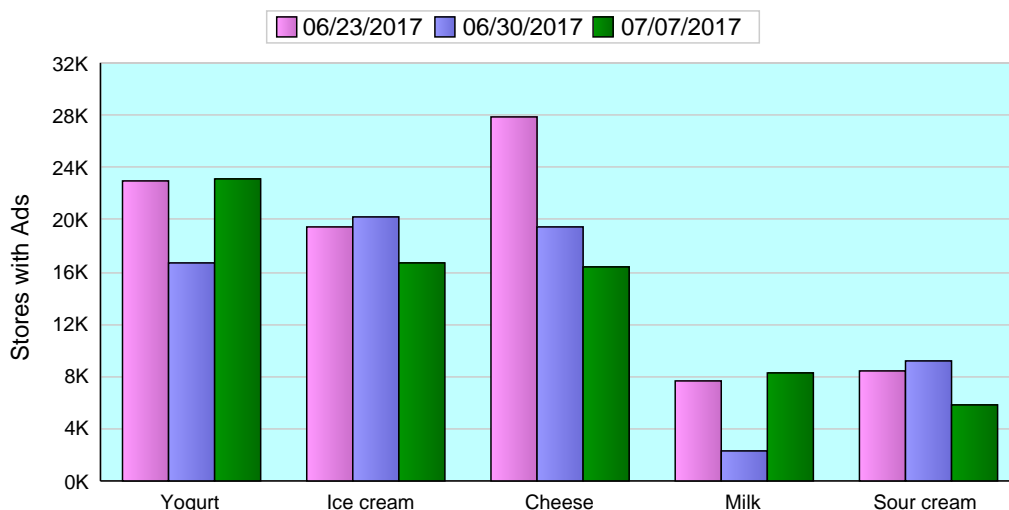
This week, total conventional dairy ads decreased 11 percent, but organic dairy ads increased 238 percent. Conventional ice cream still posted the largest number of ads within the survey, but ad numbers decreased 17 percent from last week. The U.S. weighted average advertised price for 48-64 oz. containers is \$3.14. Conventional 1 # butter ad numbers increased 2 percent, with an average price of \$3.35, down 51 cents from last week's price. Organic 1 # butter has an average price of \$4.99, unchanged from last week and carrying an organic price premium of \$1.64.

The U.S. advertised price for 8 ounce conventional cheese blocks averaged \$2.20, down 41 cents from last week. The U.S. advertised price for 8 ounce organic cheese blocks averaged \$3.54, down 25 cents. The advertised price for conventional 8 ounce shred cheese averaged \$2.27, down 16 cents from last week, as ads decreased 19 percent. The advertised price for organic 8 ounce shred cheese averaged \$3.40, down 40 cents. Conventional cheese ad numbers declined 15 percent this week and organic cheese ad numbers decreased 28 percent.

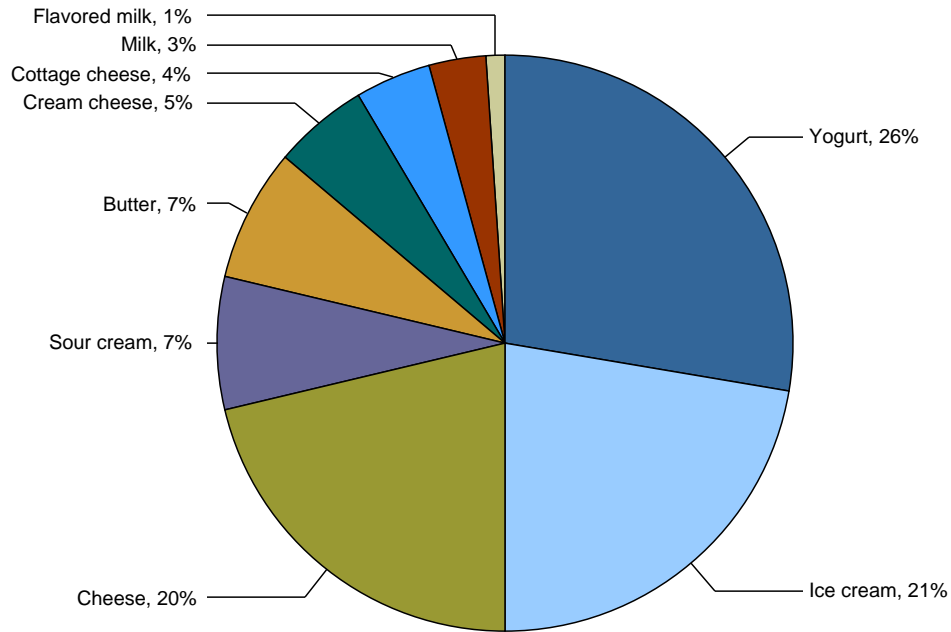
Conventional yogurt ads increased 28 percent and organic yogurt ads increased 786 percent. The average sale price for 4-6 ounce conventional Greek yogurt is \$1.00, up 3 cents. Organic 4-6 ounce Greek yogurt has an average price of \$1.21, down 29 cents, resulting in an organic premium this week of 21 cents. The average sale price for 4-6 ounce conventional yogurt is \$0.49, down 4 cents, while there are no ads for 4-6 ounce organic yogurt.

The organic half gallon milk price premium this week is \$1.50. The premium is determined by subtracting the weighted average price for conventional half-gallon milk, \$2.29, from the weighted average price for organic half gallon milk, \$3.79. Organic milk ad numbers increased 708 percent, and ad numbers for conventional milk increased 73 percent.

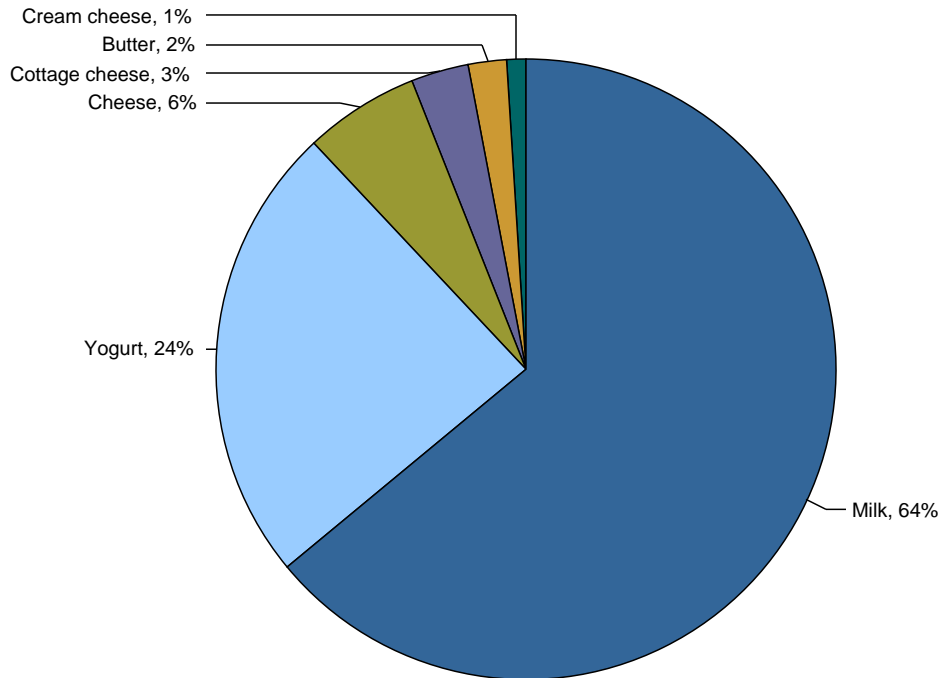
Top 5 Commodities Featured



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 #	5354	3.35	5236	3.86	4375	3.19
Cheese	Natural Varieties	8 oz block	5861	2.20	7151	2.61	7608	2.33
Cheese	Natural Varieties	1 # block	1486	3.79	2091	3.73	3403	4.88
Cheese	Natural Varieties	2 # block	1373	5.94	672	5.92	1566	5.97
Cheese	Natural Varieties	8 oz shred	5911	2.27	7342	2.43	9787	2.30
Cheese	Natural Varieties	1 # shred	1274	3.43	1418	4.07	2964	4.14
Cottage cheese		16 oz	2949	2.10	6355	1.90	5041	2.07
Cream cheese		8 oz	3963	1.99	6165	1.81	2606	1.77
Flavored milk	All fat tests	half gallon	697	2.72	579	2.57	466	2.26
Flavored milk	All fat tests	gallon	339	1.91	181	3.44	662	2.82
Ice cream		48-64oz	16723	3.14	20161	3.18	13263	2.92
Milk	All fat tests	half gallon	290	2.29	431	2.26	1549	2.02
Milk	All fat tests	gallon	2442	2.39	1149	3.66	3383	2.32
Sour cream		16 oz	5859	1.75	8876	1.70	7185	1.81
Yogurt	Greek	4-6 oz	11037	1.00	10634	.97	13843	.96
Yogurt	Greek	32 oz	2111	4.17	1676	4.79	3661	3.96
Yogurt	Yogurt	4-6 oz	7054	.49	3205	.53	6945	.52
Yogurt	Yogurt	32 oz	691	2.59	958	2.92	352	2.17

## 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 #	2.99-4.69	1095	3.76	2.99-3.99	1801	3.75	2.49-2.99	264	2.73
Cheese	Natural Varieties	8 oz block	1.88-3.00	2278	2.18	1.67-3.00	1607	2.27	1.79-3.00	1076	2.02
Cheese	Natural Varieties	1 # block	2.99-3.00	404	2.99				2.99-3.99	311	3.67
Cheese	Natural Varieties	8 oz shred	1.88-2.99	2132	2.22	1.67-3.00	1761	2.33	1.88-3.00	499	2.37
Cheese	Natural Varieties	1 # shred	3.99-4.49	119	4.24				2.99-3.99	801	3.26
Cottage cheese		16 oz	1.79-2.99	1652	2.31	2.00	256	2.00	1.00-1.79	366	1.25
Cream cheese		8 oz	1.50-2.50	1220	1.82	1.67-2.50	2294	2.17	1.49-1.50	222	1.50
Flavored milk	All fat tests	half gallon							1.99-2.50	287	2.31
Ice cream		48-64oz	1.99-3.99	3815	2.78	2.50-4.99	4916	3.09	1.99-3.99	3416	3.17
Milk	All fat tests	half gallon							1.25	69	1.25
Milk	All fat tests	gallon							1.99-2.50	368	2.09
Sour cream		16 oz	1.50-2.00	1950	1.81	1.50-2.00	1945	1.63	1.00-2.19	845	1.66
Yogurt	Greek	4-6 oz	0.79-1.25	2462	.98	0.79-1.20	3225	1.06	0.88-1.25	2213	.97
Yogurt	Greek	32 oz	4.99	137	4.99	3.99-4.99	1063	4.05			
Yogurt	Yogurt	4-6 oz	0.40-1.00	1717	.57	0.40-0.50	3644	.47	0.50-0.66	573	.55
Yogurt	Yogurt	32 oz	1.49-2.50	281	1.71	3.78	195	3.78	2.50	180	2.50

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 #	2.49-3.50	614	2.87	2.49-3.99	1120	2.97	2.49	394	2.49
Cheese	Natural Varieties	8 oz block	1.38-2.99	448	2.26	1.99-3.00	418	2.32			
Cheese	Natural Varieties	1 # block	2.99-3.99	312	3.42	3.00-5.99	438	4.85			
Cheese	Natural Varieties	2 # block	3.99-5.00	340	4.76	4.99-6.99	610	6.60	5.00-7.99	394	5.80
Cheese	Natural Varieties	8 oz shred	1.30-2.00	520	1.77	1.99-3.00	908	2.41	3.00	61	3.00
Cheese	Natural Varieties	1 # shred	2.99-4.49	247	3.80	3.00	107	3.00			
Cottage cheese		16 oz	1.50-1.69	328	1.62	2.99	114	2.99	1.99-2.50	174	2.19
Cream cheese		8 oz				1.50	114	1.50	1.67	105	1.67
Flavored milk	All fat tests	half gallon	3.00	121	3.00				3.00	289	3.00
Flavored milk	All fat tests	gallon	1.88-1.99	219	1.92	1.88	120	1.88			
Ice cream		48-64oz	0.38-4.99	2705	3.45	2.49-5.00	1428	3.39	2.49-3.99	190	3.28
Milk	All fat tests	half gallon	2.29	194	2.29						
Milk	All fat tests	gallon	1.88-2.99	837	2.24	1.88-2.99	913	2.75	1.89	289	1.89
Sour cream		16 oz	1.50-2.39	445	1.89	1.99	490	1.99	1.29	105	1.29
Yogurt	Greek	4-6 oz	0.50-1.00	1565	.95	0.88-1.00	1340	.99	0.79-0.88	130	.83
Yogurt	Greek	32 oz	3.50-4.99	401	4.50				1.99-5.00	499	3.94
Yogurt	Yogurt	4-6 oz	0.33-0.59	523	.41	0.40-0.50	176	.46	0.33-0.60	350	.38

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 #	3.50-5.39	36	4.59	3.54-3.99	30	3.59
Cheese	Natural Varieties	8 oz block	2.50-4.00	34	3.74			
Cheese	Natural Varieties	1 # block	4.00	21	4.00			
Cheese	Natural Varieties	2 # block	7.99	2	7.99	7.99	27	7.99
Cheese	Natural Varieties	8 oz shred	3.48	3	3.48	2.99	27	2.99
Cottage cheese		16 oz	1.99-3.50	32	2.98	2.50-2.59	27	2.51
Cream cheese		8 oz	1.99-2.50	8	2.12			
Ice cream		48-64oz	2.49-6.00	129	4.00	2.49-5.99	124	4.23
Milk	All fat tests	half gallon				5.00	27	5.00
Milk	All fat tests	gallon	2.99-3.79	32	3.27	4.99	3	4.99
Sour cream		16 oz	1.98-3.00	52	2.53	1.99	27	1.99
Yogurt	Greek	4-6 oz	0.90-1.50	71	1.39	1.00-1.25	31	1.22
Yogurt	Greek	32 oz	3.99	11	3.99			
Yogurt	Yogurt	4-6 oz	0.33-0.80	47	.50	0.60	24	.60
Yogurt	Yogurt	32 oz	3.29	2	3.29	3.49-3.77	33	3.54

## 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	194	4.99	926	5.21
Cheese	Natural Varieties	8 oz block	131	3.54	310	3.79		
Cheese	Natural Varieties	8 oz shred	383	3.40	400	3.80	468	3.70
Cottage cheese		16 oz	257	3.24	352	3.42	378	3.31
Cream cheese		8 oz	63	2.59	63	2.59		
Ice cream		48-64oz					1083	3.50
Milk	All fat tests	half gallon	4245	3.79	310	3.51	3566	3.59
Milk	All fat tests	gallon	1263	5.13	251	5.99	496	6.38
Milk	All fat tests	8 oz UHT			121	1.00	729	1.00
Sour cream		16 oz	21	2.49	310	2.02	219	2.39
Yogurt	Greek	4-6 oz	1296	1.21	108	1.50	120	1.25
Yogurt	Greek	32 oz	27	6.49				
Yogurt	Yogurt	4-6 oz					118	3.69
Yogurt	Yogurt	32 oz	706	5.64	121	3.79		

## 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							3.49	110	3.49
Cheese	Natural Varieties	8 oz shred							2.99-3.49	299	3.29
Milk	All fat tests	half gallon	3.99-4.99	519	4.22	3.88-3.99	1588	3.91	2.99-3.99	675	3.81
Milk	All fat tests	gallon				4.99	1083	4.99	5.99	180	5.99
Yogurt	Greek	4-6 oz				1.25	1083	1.25	0.99	213	.99
Yogurt	Yogurt	32 oz	4.29	147	4.29						

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 shred	3.79	63	3.79						
Cottage cheese		16 oz	2.99-3.99	257	3.24						
Cream cheese		8 oz	2.59	63	2.59						
Milk	All fat tests	half gallon	2.99-3.99	579	3.51	3.99-4.99	281	4.37	2.50-3.50	578	3.00
Yogurt	Yogurt	32 oz				5.99	490	5.99	5.99	69	5.99

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			
Milk	All fat tests	half gallon	3.79	21	3.79	3.99	4	3.99
Sour cream		16 oz	2.49	21	2.49			
Yogurt	Greek	32 oz				6.49	27	6.49

#### 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