



Dairy Market News Branch

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Advertised Prices for Dairy Products at Major Retail Supermarket Outlets ending during the period of 07/14/2017 to 07/20/2017

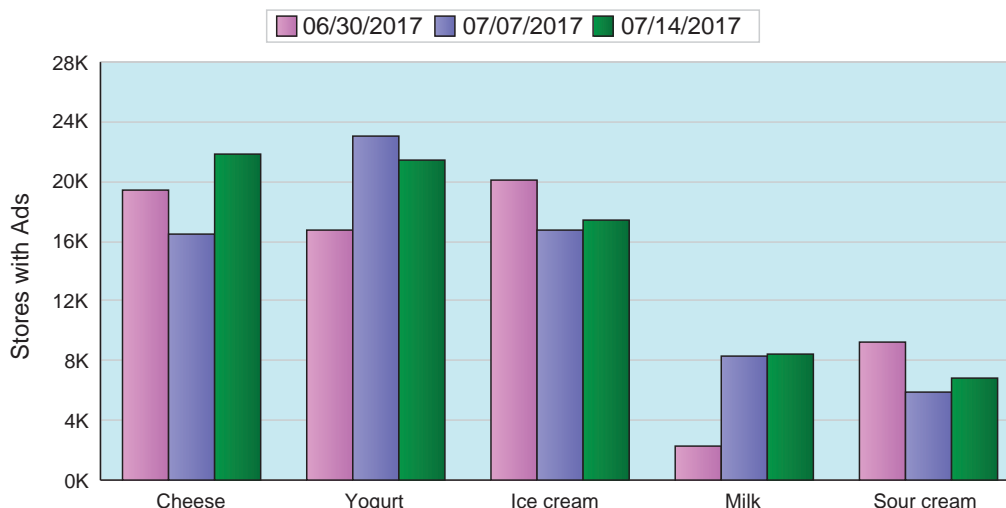
This week, total conventional dairy ads increased 9 percent, and organic dairy ads increased 27 percent. As a summertime favorite, ice cream posted the largest number of conventional ads within the survey. The U.S. weighted average advertised price for conventional ice cream in 48-64 oz. containers is \$3.02 compared to \$5.99 for organic ice cream, an organic premium of \$2.97.

The U.S. advertised price for 8 ounce conventional cheese blocks averaged \$2.14, down 6 cents from last week. There were no reported advertised prices for 8 ounce organic cheese blocks this week. The advertised price for conventional 8 ounce shred cheese averaged \$2.19, down 8 cents from last week. The advertised price for organic 8 ounce shred cheese averaged \$3.57, up 17 cents, resulting in an organic premium of \$1.38. Conventional cheese ad numbers increased 35 percent this week, but organic cheese ad numbers decreased 53 percent.

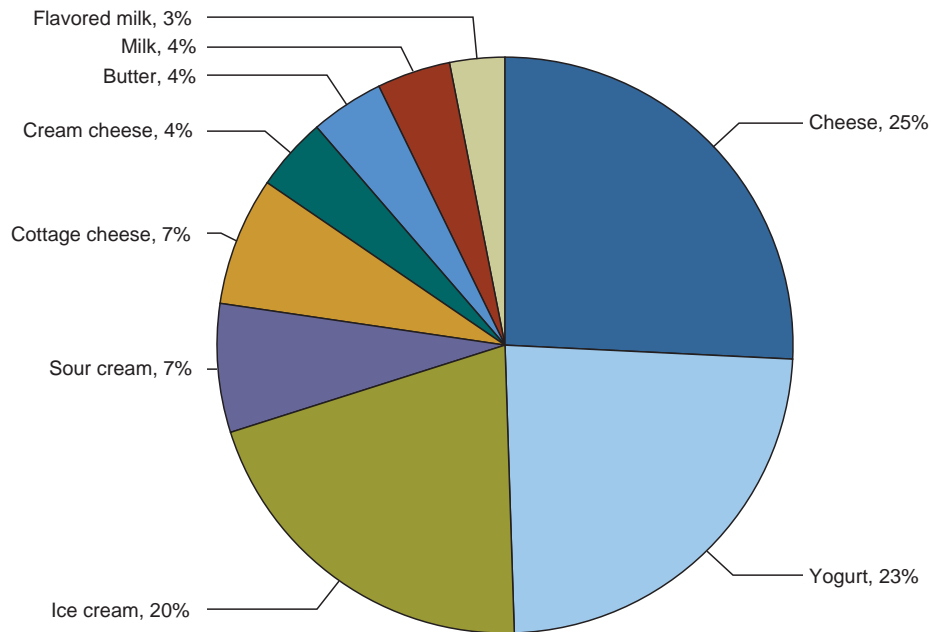
The average sale price for 4-6 ounce conventional Greek yogurt is \$0.96, down 4 cents. Organic 4-6 ounce Greek yogurt has an average price of \$1.08, down 13 cents, resulting in an organic premium of 12 cents. The average price for 4-6 ounce conventional yogurt is \$0.50, while the price for organic yogurt is \$0.75, resulting in a \$0.25 organic premium. Total conventional yogurt ads decreased 6 percent and organic yogurt ads decreased 18 percent.

The weighted average price for conventional half gallon milk is \$2.16. The weighted average price for organic half gallon milk reached the highest point so far this year, \$4.11, resulting in an organic price premium of \$1.95. Organic milk ad numbers decreased 2 percent, but ad numbers for conventional milk increased 14 percent. Half gallons of milk had the largest number of ads for organic dairy items in the survey.

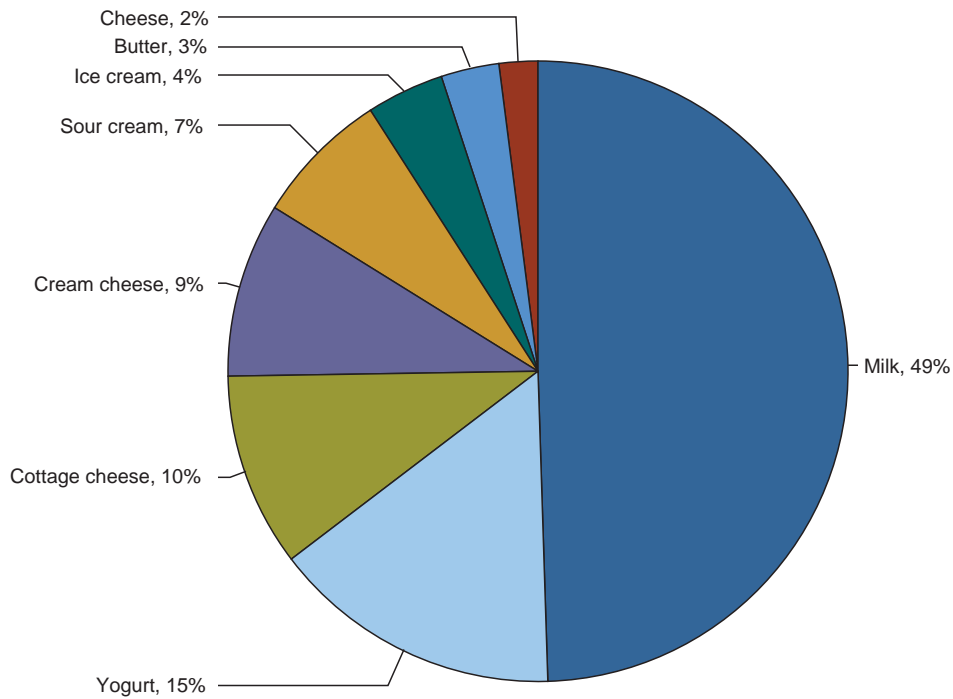
Top 5 Commodities Featured



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 #	3454	2.91	5354	3.35	4826	3.05
Cheese	Natural Varieties	8 oz block	6708	2.14	5861	2.20	8576	2.19
Cheese	Natural Varieties	1 # block	1356	3.17	1486	3.79	2218	5.24
Cheese	Natural Varieties	2 # block	1204	5.77	1373	5.94	657	7.14
Cheese	Natural Varieties	8 oz shred	9349	2.19	5911	2.27	9935	2.19
Cheese	Natural Varieties	1 # shred	2913	3.68	1274	3.43	2334	3.88
Cottage cheese		16 oz	5748	1.91	2949	2.10	4764	1.98
Cream cheese		8 oz	3583	1.93	3963	1.99	3351	1.89
Flavored milk	All fat tests	half gallon	1741	2.36	697	2.72	1168	2.31
Flavored milk	All fat tests	gallon	501	2.70	339	1.91	512	3.24
Ice cream		48-64oz	16974	3.02	16723	3.14	15828	3.11
Milk	All fat tests	half gallon	1599	2.16	290	2.29	482	2.04
Milk	All fat tests	gallon	1504	2.26	2442	2.39	2555	2.72
Sour cream		16 oz	6064	1.71	5859	1.75	6880	1.79
Yogurt	Greek	4-6 oz	12289	.96	11037	1.00	11441	.93
Yogurt	Greek	32 oz	835	4.14	2111	4.17	2561	4.77
Yogurt	Yogurt	4-6 oz	5781	.50	7054	.49	7600	.52
Yogurt	Yogurt	32 oz	918	2.10	691	2.59	904	2.37

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 #	2.47-4.99	762	3.76	2.49-3.48	309	3.11	2.49-3.50	930	2.70
Cheese	Natural Varieties	8 oz block	1.66-2.50	2460	2.14	1.67-2.50	873	2.19	1.67-3.00	690	2.02
Cheese	Natural Varieties	1 # block				2.99	210	2.99	2.99	247	2.99
Cheese	Natural Varieties	2 # block				4.99-5.99	178	5.35			
Cheese	Natural Varieties	8 oz shred	1.66-3.00	2292	2.31	1.67-2.50	2163	2.31	0.99-3.00	1420	2.17
Cheese	Natural Varieties	1 # shred	1.99-4.79	831	3.30	2.99-4.99	1160	4.30	2.99-3.99	366	3.32
Cottage cheese		16 oz	1.50-2.50	1607	2.09	1.50-2.75	3315	1.82	2.50	119	2.50
Cream cheese		8 oz	1.67-2.50	1168	1.85	1.50-2.00	881	1.95	1.00-2.00	290	1.54
Flavored milk	All fat tests	half gallon	2.50	543	2.50	2.50	735	2.50	1.99	180	1.99
Flavored milk	All fat tests	gallon							3.49	106	3.49
Ice cream		48-64oz	1.99-3.50	3335	2.64	2.50-4.99	4193	2.89	2.48-3.99	3072	3.13
Milk	All fat tests	half gallon	0.99-2.50	296	1.68	2.50	735	2.50	1.00-2.99	292	1.59
Milk	All fat tests	gallon							1.99-3.29	388	2.18
Sour cream		16 oz	1.50-2.29	1757	1.85	1.49-2.00	2579	1.63	1.87-2.19	472	2.01
Yogurt	Greek	4-6 oz	0.50-1.25	3052	.92	0.88-1.00	3641	.99	0.77-1.00	1794	.94
Yogurt	Greek	32 oz	3.99	221	3.99						
Yogurt	Yogurt	4-6 oz	0.33-0.50	1574	.49	0.40-0.60	866	.50	0.40-0.66	574	.53

Wtd Avg - Simple weighted average



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	2.69	118	2.69	2.49	64	2.49	2.00	122	2.00

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 #	2.49-2.50	685	2.49	2.49-3.29	451	2.92	1.99	289	1.99
Cheese	Natural Varieties	8 oz block	1.25-2.99	1072	2.21	1.67-3.00	740	2.44	1.25-2.50	873	1.85
Cheese	Natural Varieties	1 # block	2.99-4.99	476	3.50	2.99-3.00	423	2.99			
Cheese	Natural Varieties	2 # block	4.77-4.99	262	4.89	4.99-6.99	695	6.39	3.99	69	3.99
Cheese	Natural Varieties	8 oz shred	1.25-2.99	1568	2.10	1.67-3.00	912	2.09	1.25-2.99	994	1.92
Cheese	Natural Varieties	1 # shred	2.99-4.99	133	3.82	2.99-3.00	423	2.99			
Cottage cheese		16 oz	1.69-2.00	406	1.73	1.69-2.00	183	1.80	1.69	66	1.69
Cream cheese		8 oz	1.50-2.99	711	2.19	1.77-1.79	307	1.79	1.67-1.99	174	1.80
Flavored milk	All fat tests	half gallon				1.99	178	1.99	1.99	105	1.99
Flavored milk	All fat tests	gallon	1.99-3.79	274	2.71				1.99	121	1.99
Ice cream		48-64oz	1.90-5.50	3227	3.36	1.88-5.00	2568	3.22	1.99-3.49	545	2.67
Milk	All fat tests	half gallon	2.29-2.50	276	2.35						
Milk	All fat tests	gallon	1.99-3.49	413	2.77	1.89-2.39	408	2.08	1.69-1.99	295	1.92
Sour cream		16 oz	0.99-2.00	777	1.49	1.49-2.00	427	1.62			
Yogurt	Greek	4-6 oz	0.88-1.00	1233	.99	0.87-1.00	2072	.96	0.88-1.00	463	.98
Yogurt	Greek	32 oz	4.99	194	4.99	2.99-4.99	420	3.83			
Yogurt	Yogurt	4-6 oz	0.50-1.25	816	.55	0.39-0.60	1656	.49	0.33-0.50	295	.46
Yogurt	Yogurt	32 oz	2.50	194	2.50	2.50	62	2.50	1.49-2.00	358	1.59

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 #	4.50	28	4.50			
Cottage cheese		16 oz	3.50	28	3.50	2.69	24	2.69
Cream cheese		8 oz	4.00	28	4.00	1.69	24	1.69
Ice cream		48-64oz				3.50	34	3.50
Sour cream		16 oz	3.50	28	3.50	2.00	24	2.00
Yogurt	Greek	4-6 oz				1.25	34	1.25

NATIONAL -- ORGANIC DAIRY PRODUCTS

Commodity Sales by Period								
Commodity	Type	Pack Size	THIS PERIOD		LAST WEEK		LAST YEAR	
			Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
Wtd Avg - Simple weighted average								



			With Ads	Price	With Ads	Price	With Ads	Price
Butter		1 #	355	5.44	194	4.99	846	4.82
Cheese	Natural Varieties	8 oz block			131	3.54		
Cheese	Natural Varieties	8 oz shred	243	3.57	383	3.40	267	3.99
Cottage cheese		16 oz	1082	3.38	257	3.24	1947	3.54
Cream cheese		8 oz	986	2.04	63	2.59		
Ice cream		48-64oz	383	5.99			1083	3.50
Milk	All fat tests	half gallon	4267	4.11	4245	3.79	3135	4.09
Milk	All fat tests	gallon	434	5.52	1263	5.13	965	5.65
Milk	All fat tests	8 oz UHT	678	.86				
Sour cream		16 oz	780	3.04	21	2.49	1649	3.32
Yogurt	Greek	4-6 oz	974	1.08	1296	1.21	2029	1.06
Yogurt	Greek	32 oz			27	6.49		
Yogurt	Yogurt	4-6 oz	519	.75			300	1.30
Yogurt	Yogurt	32 oz	169	4.29	706	5.64	59	2.99

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
Butter		1 #	5.99	161	5.99						
Cheese	Natural Varieties	8 oz shred							3.49	180	3.49
Cottage cheese		16 oz	3.99	161	3.99				2.99	119	2.99
Cream cheese		8 oz				2.00	210	2.00	2.00	472	2.00
Milk	All fat tests	half gallon	3.79-4.99	842	4.41	3.79-4.89	2146	4.35	2.34-4.49	658	3.26
Milk	All fat tests	gallon	6.99	84	6.99						
Milk	All fat tests	8 oz UHT	0.92-1.00	269	.97						
Sour cream		16 oz	2.99	161	2.99				2.49	180	2.49
Yogurt	Greek	4-6 oz	1.25	304	1.25						
Yogurt	Yogurt	4-6 oz							0.75	110	.75
Yogurt	Yogurt	32 oz	4.29	108	4.29	4.29	61	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						

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
Cottage cheese		16 oz	3.29-3.99	282	3.45	3.29	451	3.29	2.99	69	2.99
Cream cheese		8 oz	2.59	63	2.59	2.00	241	2.00			
Ice cream		48-64oz	5.99	266	5.99	5.99	117	5.99			
Milk	All fat tests	half gallon	2.34-3.88	224	3.22	3.50-3.99	363	3.83			
Milk	All fat tests	gallon							5.00-5.99	350	5.17
Milk	All fat tests	8 oz UHT	0.75	78	.75	0.75-0.83	331	.81			
Sour cream		16 oz	3.29	78	3.29	3.29	361	3.29			
Yogurt	Greek	4-6 oz	1.00	219	1.00	1.00	451	1.00			
Yogurt	Yogurt	4-6 oz	0.75	78	.75	0.75	331	.75			

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				6.99	34	6.99

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