



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 29

Issued Weekly

Friday, July 21, 2017

Advertised Prices for Dairy Products at Major Retail Supermarket Outlets ending during the period of 07/21/2017 to 07/27/2017

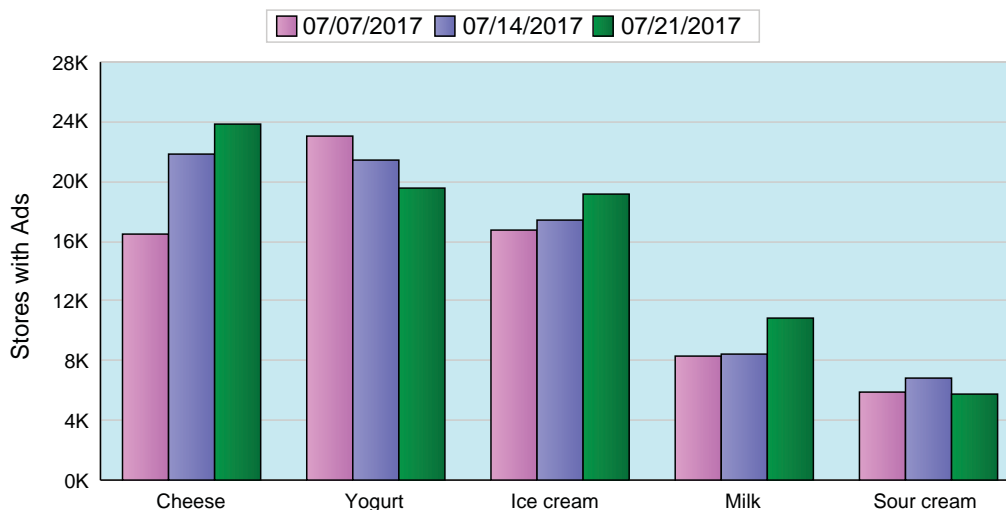
Ad numbers weakened this week, with total conventional dairy ads decreasing 5 percent, and organic dairy ads decreasing 1 percent. Ice cream remains the single most advertised conventional dairy product, with ad numbers up by 12 percent. The U.S. weighted average advertised price for conventional ice cream in 48-64 oz. containers is \$3.14 compared to \$5.99 for organic ice cream, an organic premium of \$2.85.

The average sale price for 4-6 ounce conventional Greek yogurt is \$0.98, up 2 cents. Organic 4-6 ounce Greek yogurt has an average price of \$1.27, up 19 cents, resulting in an organic premium of 29 cents. The average price for 4-6 ounce conventional yogurt is \$0.51, while the price for organic yogurt is \$1.14, resulting in a 63 cent organic premium. Total conventional yogurt ads decreased 8 percent and organic yogurt ads decreased 18 percent.

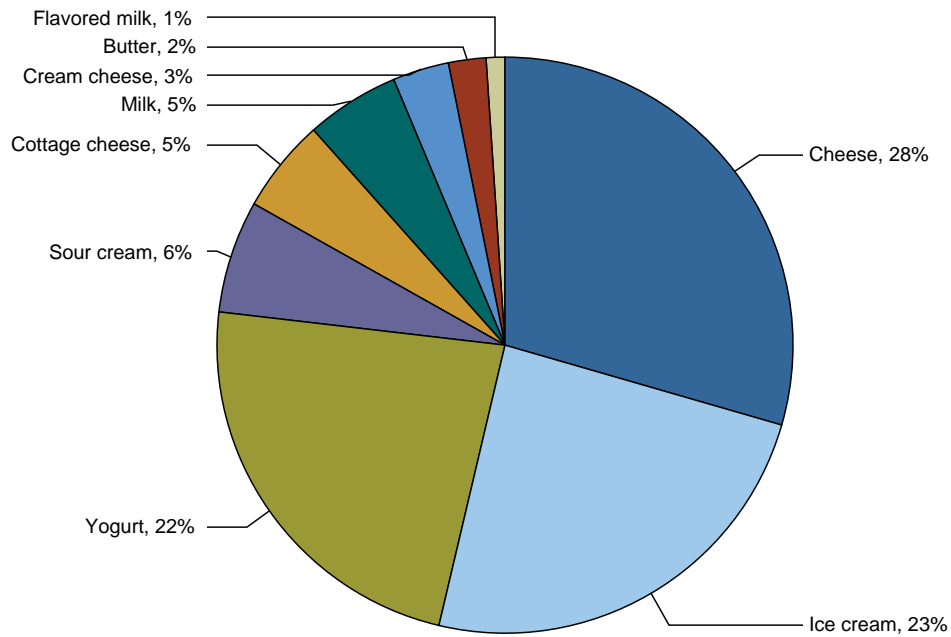
The U.S. advertised price for 8 ounce conventional cheese blocks averaged \$2.24, up 10 cents from last week. As for 8 ounce organic cheese blocks, the average price is \$3.51 this week, resulting in an organic premium of \$1.27. The advertised price for conventional 8 ounce shred cheese averaged \$2.35, up 16 cents from last week. The advertised price for organic 8 ounce shred cheese averaged \$3.66, up 9 cents, resulting in an organic premium of \$1.31. Conventional cheese ad numbers increased 7 percent this week, while organic cheese ad numbers more than tripled.

The weighted average price for conventional half gallon milk is \$2.88. The weighted average price for organic half gallon milk is \$3.75. This results in an organic price premium of \$0.87, the lowest of 2017. Organic and conventional milk ad numbers each increased 28 percent. However, there are nearly 74 percent more organic milk ads than conventional milk ads.

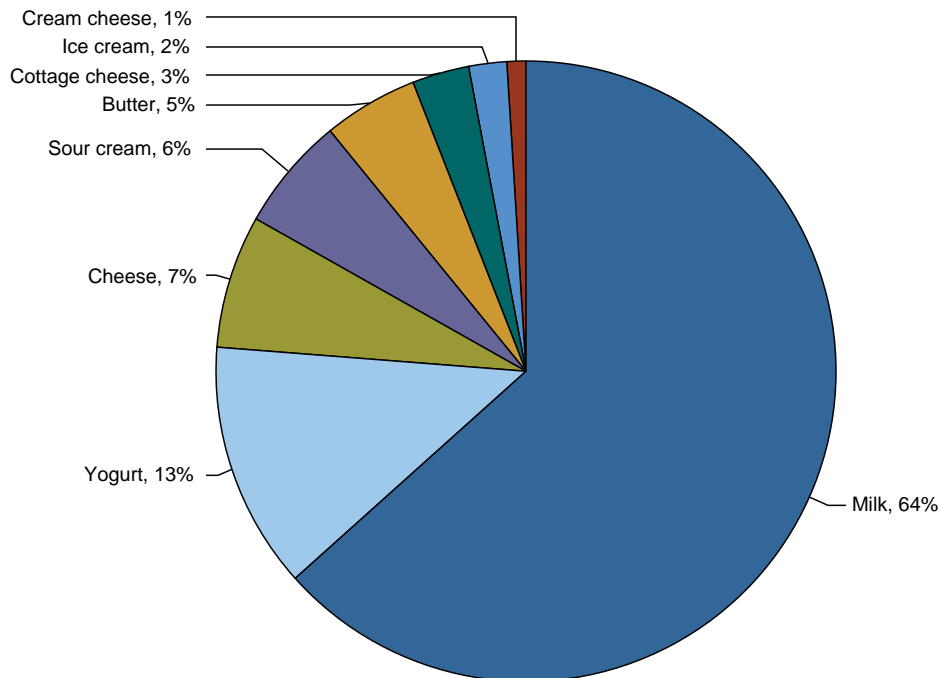
Top 5 Commodities Featured



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 #	1744	3.22	3454	2.91	2585	3.07
Cheese	Natural Varieties	8 oz block	7369	2.24	6708	2.14	5961	2.13
Cheese	Natural Varieties	1 # block	3085	3.79	1356	3.17	3216	3.48
Cheese	Natural Varieties	2 # block	814	6.69	1204	5.77	395	6.32
Cheese	Natural Varieties	8 oz shred	8778	2.35	9349	2.19	7479	2.26
Cheese	Natural Varieties	1 # shred	2943	3.86	2913	3.68	2896	3.59
Cottage cheese		16 oz	4380	1.93	5748	1.91	4790	1.74
Cream cheese		8 oz	2252	1.91	3583	1.93	4298	1.95
Flavored milk	All fat tests	half gallon	763	2.16	1741	2.36	1169	2.32
Flavored milk	All fat tests	gallon	447	3.19	501	2.70	595	2.76
Ice cream		48-64oz	18976	3.14	16974	3.02	13390	2.78
Milk	All fat tests	half gallon	2016	2.88	1599	2.16	939	1.41
Milk	All fat tests	gallon	1950	2.43	1504	2.26	3445	2.41
Sour cream		16 oz	5129	1.79	6064	1.71	7734	1.72
Yogurt	Greek	4-6 oz	11356	.98	12289	.96	13778	.94
Yogurt	Greek	32 oz	744	4.52	835	4.14	2068	4.64
Yogurt	Yogurt	4-6 oz	5582	.51	5781	.50	7066	.47
Yogurt	Yogurt	32 oz	462	2.67	918	2.10	882	2.49

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 #	2.47-4.59	959	3.38				2.79-3.49	403	3.15
Cheese	Natural Varieties	8 oz block	1.49-3.00	3484	2.19	1.98-2.50	1829	2.46	1.66-2.00	799	1.95
Cheese	Natural Varieties	1 # block	3.29-3.99	531	3.59	2.99-4.90	1159	4.11	2.99-3.99	749	3.43
Cheese	Natural Varieties	8 oz shred	1.66-3.99	2781	2.35	1.98-2.50	2376	2.46	1.99-3.00	1391	2.31
Cheese	Natural Varieties	1 # shred	4.29-4.49	602	4.31	2.99-4.90	1009	4.17	2.99-3.99	843	3.48
Cottage cheese		16 oz	1.99-2.99	860	2.41	1.25-2.00	2322	1.96	1.00-1.75	298	1.42
Cream cheese		8 oz	1.50-2.00	857	1.77				1.99-2.50	984	2.03
Flavored milk	All fat tests	half gallon	2.00-2.99	284	2.51	2.50	61	2.50	0.97-2.29	352	1.99
Flavored milk	All fat tests	gallon							2.79-3.49	159	3.26
Ice cream		48-64oz	1.99-3.99	4908	2.91	2.00-4.99	6318	3.25	2.48-3.99	2914	2.95
Milk	All fat tests	half gallon	2.00	137	2.00	1.50-2.00	204	1.72			
Milk	All fat tests	gallon							1.69-2.27	449	1.95
Sour cream		16 oz	1.29-2.00	1718	1.81	1.25-3.29	1449	2.11	1.00-1.75	229	1.39
Yogurt	Greek	4-6 oz	0.88-1.25	2963	1.00	0.75-1.00	3738	.96	0.77-1.00	1295	.96
Yogurt	Greek	32 oz	3.99-4.59	121	4.28				3.99	180	3.99
Yogurt	Yogurt	4-6 oz	0.39-0.50	2146	.49	0.50-1.00	1442	.57	0.39-0.50	846	.47
Yogurt	Yogurt	32 oz	2.99	59	2.99						

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 #	2.99	121	2.99				2.50-2.79	174	2.68
Cheese	Natural Varieties	8 oz block	1.66-2.79	820	2.27	1.99-2.50	229	2.13	2.00-2.50	138	2.25
Cheese	Natural Varieties	1 # block	3.99	55	3.99	2.99-4.99	504	3.75	3.99	66	3.99
Cheese	Natural Varieties	2 # block	4.99	114	4.99	6.99-8.99	383	7.71	5.99	289	5.99
Cheese	Natural Varieties	8 oz shred	1.50-2.99	1078	2.16	1.99-2.50	814	2.24	2.50	234	2.50
Cheese	Natural Varieties	1 # shred	3.49	78	3.49	2.99-3.49	334	3.12	3.99	66	3.99
Cottage cheese		16 oz	1.00-1.29	219	1.19	1.25-2.50	564	1.57	1.25	66	1.25
Cream cheese		8 oz	1.50-2.99	303	2.04				1.50	105	1.50
Flavored milk	All fat tests	half gallon							1.25	66	1.25
Flavored milk	All fat tests	gallon	1.99	121	1.99	3.99	167	3.99			
Ice cream		48-64oz	1.99-4.99	2438	3.26	2.49-3.99	1644	3.34	2.50-5.00	529	3.39
Milk	All fat tests	half gallon	1.00-3.88	1579	3.14				1.25	66	1.25
Milk	All fat tests	gallon	1.88-1.99	313	1.95	2.59-2.97	1188	2.73			
Sour cream		16 oz	0.89-1.69	606	1.10	1.25-2.50	889	1.76	1.25	66	1.25
Yogurt	Greek	4-6 oz	0.88-1.00	874	.99	0.88-1.25	1892	.98	0.88-1.00	455	.97
Yogurt	Greek	32 oz	3.99-4.99	276	4.69	4.99	167	4.99			
Yogurt	Yogurt	4-6 oz	0.50	121	.50	0.39-0.50	416	.43	0.33-0.63	532	.50
Yogurt	Yogurt	32 oz	2.00-2.99	207	2.64	2.50	137	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 #	1.99-4.00	60	3.11	3.50	27	3.50
Cheese	Natural Varieties	8 oz block	1.49-3.00	43	2.26	2.50-3.00	27	2.94
Cheese	Natural Varieties	1 # block	4.00	21	4.00			
Cheese	Natural Varieties	2 # block	6.98	28	6.98			
Cheese	Natural Varieties	8 oz shred	1.49-3.00	46	2.31	2.50-3.00	58	2.94
Cheese	Natural Varieties	1 # shred	3.99	11	3.99			
Cottage cheese		16 oz	2.00-3.50	51	3.32			
Cream cheese		8 oz	2.98	3	2.98			
Ice cream		48-64oz	2.97-4.99	86	3.70	3.99-5.99	139	4.82
Milk	All fat tests	half gallon				3.89-5.97	30	4.31
Sour cream		16 oz	1.50-2.49	64	2.07	1.99-2.50	108	2.31
Yogurt	Greek	4-6 oz	1.25-1.48	27	1.28	0.89-1.79	112	1.24
Yogurt	Yogurt	4-6 oz	1.25	28	1.25	0.59-0.79	51	.68
Yogurt	Yogurt	32 oz	1.99-2.79	32	2.27	3.50	27	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 #	552	4.99	355	5.44	675	4.99
Cheese	Natural Varieties	8 oz block	310	3.51			246	4.99
Cheese	Natural Varieties	1 # block					27	5.99
Cheese	Natural Varieties	8 oz shred	492	3.66	243	3.57	498	3.82
Cottage cheese		16 oz	288	3.34	1082	3.38	246	3.99
Cream cheese		8 oz	63	2.59	986	2.04		
Flavored milk	All fat tests	half gallon					161	4.79
Ice cream		48-64oz	173	5.99	383	5.99		
Milk	All fat tests	half gallon	5084	3.78	4267	4.11	4095	3.90
Milk	All fat tests	gallon	586	5.93	434	5.52	763	6.20
Milk	All fat tests	8 oz UHT	1089	.94	678	.86	69	1.00
Milk		half gallon	141	2.99				
Sour cream		16 oz	617	2.99	780	3.04	326	2.34
Yogurt	Greek	4-6 oz	733	1.27	974	1.08	314	1.32
Yogurt	Greek	32 oz					315	6.59
Yogurt	Yogurt	4-6 oz	394	1.14	519	.75		
Yogurt	Yogurt	32 oz	244	4.49	169	4.29		

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 shred							3.99	119	3.99
Cottage cheese		16 oz							2.99-3.29	225	3.16
Ice cream		48-64oz	5.99	72	5.99	5.99	101	5.99			
Milk	All fat tests	half gallon	2.99-4.99	1480	4.05	2.99-3.00	328	3.00	2.99-3.99	1638	3.56
Milk	All fat tests	gallon	5.69-6.99	388	5.97	5.78	195	5.78			
Milk	All fat tests	8 oz UHT				1.00	114	1.00	1.00	247	1.00
Sour cream		16 oz							2.99-3.69	344	3.34
Yogurt	Greek	4-6 oz	1.00-1.67	484	1.31	1.00-1.79	151	1.32	1.00	98	1.00
Yogurt	Yogurt	4-6 oz	1.25	304	1.25						



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				4.99-5.00	358	4.99
Cheese	Natural Varieties	8 oz block							3.49	289	3.49
Cheese	Natural Varieties	8 oz shred	3.79	63	3.79				3.49	289	3.49
Cottage cheese		16 oz	3.99	63	3.99						
Cream cheese		8 oz	2.59	63	2.59						
Milk	All fat tests	half gallon	3.48-3.99	367	3.57	3.79-3.99	996	3.92	2.99-3.88	196	3.58
Milk	All fat tests	8 oz UHT				0.75-1.00	662	.90	1.00	66	1.00
Milk		half gallon	2.99	141	2.99						
Sour cream		16 oz				2.50	246	2.50			
Yogurt	Yogurt	4-6 oz				0.75	90	.75			
Yogurt	Yogurt	32 oz				4.49	244	4.49			

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	5.99-7.29	58	6.75
Milk	All fat tests	gallon	9.98	3	9.98			
Sour cream		16 oz				2.99	27	2.99

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