



Dairy Market News Branch

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Advertised Prices for Dairy Products at Major Retail Supermarket Outlets ending during the period of 07/28/2017 to 08/03/2017

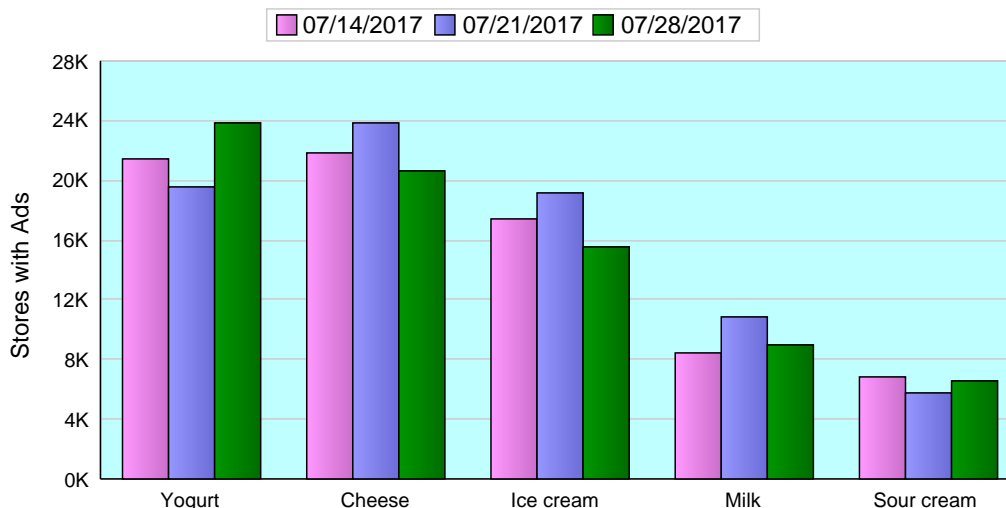
This week, total conventional dairy ads increased 1 percent, and organic dairy ads decreased 8 percent. As a summer season favorite, ice cream posted the major number of conventional ads, but decreased 18 percent from the previous survey. The U.S. weighted average advertised price for conventional ice cream in 48-64 oz. containers is \$2.97, down 17 cents from the last period. There were no reported advertised prices for organic ice cream this week.

The U.S. advertised price for 8 ounce conventional cheese blocks averaged \$2.16, down 8 cents from last week. Organic 8 ounce cheese blocks have an average price of \$4.99, up \$1.48, resulting in an organic premium of \$2.83. The advertised price for conventional 8 ounce shred cheese averaged \$2.09, down 26 cents from last week. There were no reported advertised prices for organic 8 ounce shred cheese this week. Conventional cheese ad numbers decreased 10 percent this week, while organic cheese ad numbers decreased 90 percent.

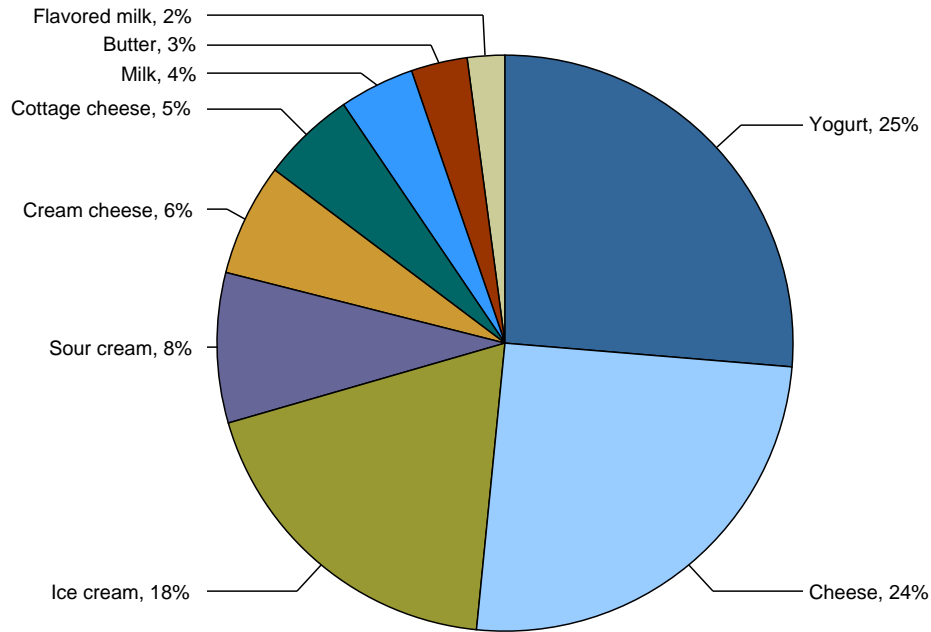
The average sale price for 4-6 ounce conventional Greek yogurt is \$0.95, down 3 cents from the previous week. Organic 4-6 ounce Greek yogurt has an average price of \$1.19, down 8 cents, resulting in an organic premium of 24 cents. The average price for 4-6 ounce conventional yogurt is \$0.50, while the price for organic yogurt is \$1.01, resulting in a \$0.51 organic premium. Total conventional yogurt ads increased 19 percent and organic yogurt ads rose 68 percent.

The weighted average price for conventional half gallon milk is \$2.86. The weighted average price for organic half gallon is \$3.86, resulting in an organic price premium of \$1.00. Organic milk ad numbers decreased 15 percent and numbers for conventional milk decreased 20 percent. Half gallons of milk had the largest number of ads for organic dairy items in the survey.

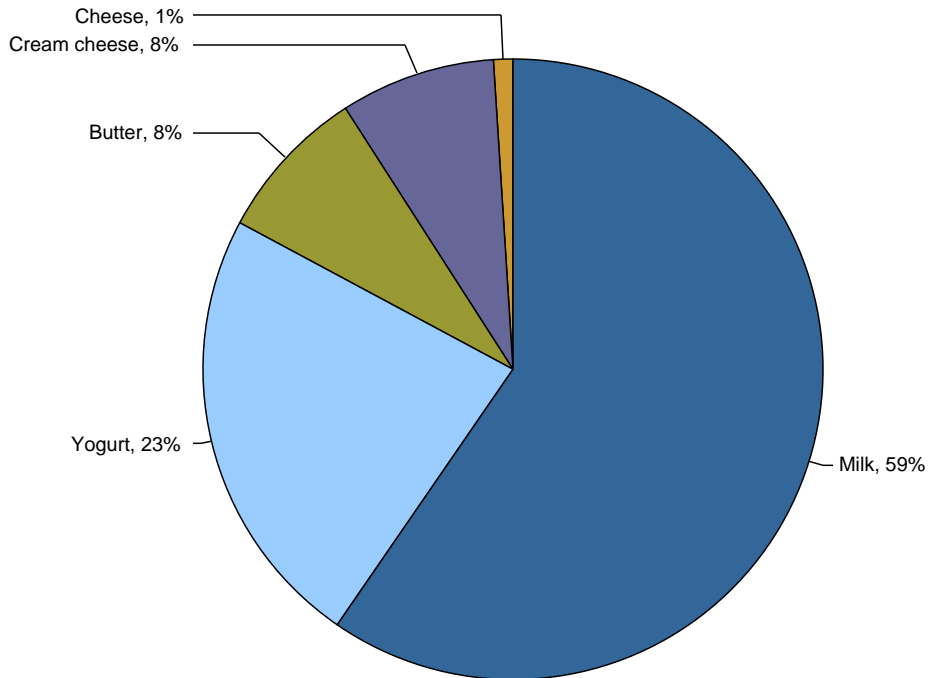
Top 5 Commodities Featured



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 #	2279	3.49	1744	3.22	2648	3.21
Cheese	Natural Varieties	8 oz block	7371	2.16	7369	2.24	5834	2.05
Cheese	Natural Varieties	1 # block	1064	3.90	3085	3.79	383	4.10
Cheese	Natural Varieties	2 # block	1857	6.78	814	6.69	761	6.59
Cheese	Natural Varieties	8 oz shred	8613	2.09	8778	2.35	10264	2.22
Cheese	Natural Varieties	1 # shred	1706	4.02	2943	3.86	69	3.99
Cottage cheese		16 oz	3817	1.88	4380	1.93	3193	1.80
Cream cheese		8 oz	4910	1.90	2252	1.91	4805	1.88
Flavored milk	All fat tests	half gallon	716	2.16	763	2.16	1475	2.30
Flavored milk	All fat tests	gallon	618	3.92	447	3.19	380	3.43
Ice cream		48-64oz	15569	2.97	18976	3.14	13053	3.02
Milk	All fat tests	half gallon	2143	2.86	2016	2.88	907	2.27
Milk	All fat tests	gallon	1032	2.43	1950	2.43	2153	2.66
Sour cream		16 oz	6628	1.68	5129	1.79	6006	1.67
Yogurt	Greek	4-6 oz	11296	.95	11356	.98	14665	.93
Yogurt	Greek	32 oz	1015	4.29	744	4.52	3183	4.35
Yogurt	Yogurt	4-6 oz	7093	.50	5582	.51	6513	.46
Yogurt	Yogurt	32 oz	2012	2.19	462	2.67	1005	2.51

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 #	2.50-4.59	461	3.75	3.00-3.89	797	3.73	2.99-3.39	438	3.10
Cheese	Natural Varieties	8 oz block	1.77-3.00	2886	2.27	1.67-3.00	1375	2.15	1.49-3.49	1726	2.01
Cheese	Natural Varieties	1 # block	3.49-3.99	471	3.67	3.48	195	3.48	3.49-4.99	336	4.44
Cheese	Natural Varieties	2 # block	7.99	167	7.99				7.99	180	7.99
Cheese	Natural Varieties	8 oz shred	1.88-3.49	2314	2.25	1.67-2.50	2253	2.21	1.49-3.49	1939	2.05
Cheese	Natural Varieties	1 # shred	4.29-4.49	651	4.41	3.48-4.29	580	3.57	3.49-4.99	336	4.44
Cottage cheese		16 oz	1.79-3.49	1183	2.43	2.00	759	2.00	1.00-1.75	616	1.31
Cream cheese		8 oz	1.50-2.00	888	1.70	1.50-2.00	2078	1.95	1.00-2.00	1261	1.84
Flavored milk	All fat tests	half gallon	2.00	137	2.00	1.99	64	1.99	1.69-2.50	446	2.10
Flavored milk	All fat tests	gallon				3.99	214	3.99	2.88-4.79	299	4.03
Ice cream		48-64oz	1.99-3.99	3970	2.98	2.49-3.50	4289	2.92	2.28-3.99	2468	2.88
Milk	All fat tests	half gallon	2.00-2.50	304	2.27	1.25-1.50	324	1.41	1.00	98	1.00
Milk	All fat tests	gallon	2.99	72	2.99				1.69-2.50	552	1.96
Sour cream		16 oz	1.50-2.00	1203	1.79	1.25-2.00	2502	1.90	1.00-1.75	912	1.37
Yogurt	Greek	4-6 oz	0.75-1.25	2524	.98	0.80-1.00	4133	.95	0.70-1.50	1133	.96
Yogurt	Greek	32 oz	4.59-4.99	177	4.86	3.49	87	3.49			
Yogurt	Yogurt	4-6 oz	0.39-0.60	2640	.50	0.44-0.90	3125	.52	0.50-0.88	233	.59

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	2.00-2.99	287	2.40	1.97-2.00	1216	1.99			

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 #	1.97-3.89	249	2.39	3.49-3.99	307	3.89			
Cheese	Natural Varieties	8 oz block	1.49-3.00	717	2.26	1.49-2.49	364	2.16	1.49-2.49	292	1.85
Cheese	Natural Varieties	1 # block				3.99	62	3.99			
Cheese	Natural Varieties	2 # block	4.99	121	4.99	5.99-8.99	794	7.24	4.99-7.99	568	5.73
Cheese	Natural Varieties	8 oz shred	1.49-2.50	981	1.71	1.49-2.49	695	1.84	1.49-1.99	410	1.84
Cheese	Natural Varieties	1 # shred	2.99	139	2.99						
Cottage cheese		16 oz	1.29-2.00	404	1.39	1.25-2.00	668	1.79	1.25-1.29	187	1.28
Cream cheese		8 oz	1.50-2.50	309	1.94	2.49	200	2.49	1.99-2.00	174	1.99
Flavored milk	All fat tests	half gallon							3.00	69	3.00
Flavored milk	All fat tests	gallon							3.49	105	3.49
Ice cream		48-64oz	2.49-4.99	2815	3.20	1.99-3.49	1329	2.74	2.50-3.99	659	3.01
Milk	All fat tests	half gallon	1.89-3.88	1300	3.44	3.50	117	3.50			
Milk	All fat tests	gallon				1.89-2.97	309	2.75	2.99	61	2.99
Sour cream		16 oz	1.00-2.00	754	1.47	1.25-1.89	638	1.58	1.25-1.79	581	1.36
Yogurt	Greek	4-6 oz	0.87-1.00	1200	.96	0.75-1.00	1554	.93	0.69-1.00	703	.91
Yogurt	Greek	32 oz	4.99	194	4.99	2.99-4.99	488	3.99	3.99	69	3.99
Yogurt	Yogurt	4-6 oz	0.44-0.50	397	.47	0.39-0.50	306	.41	0.25-0.50	358	.45
Yogurt	Yogurt	32 oz	2.99-3.00	205	2.99	1.99-2.50	304	2.22			

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	27	3.50
Cheese	Natural Varieties	8 oz block	1.88	11	1.88			
Cheese	Natural Varieties	2 # block				7.99	27	7.99
Cheese	Natural Varieties	8 oz shred	3.99	21	3.99			
Ice cream		48-64oz	3.49-5.00	39	4.57			
Milk	All fat tests	gallon	3.79	11	3.79	4.99	27	4.99
Sour cream		16 oz	1.50	11	1.50	1.99	27	1.99
Yogurt	Greek	4-6 oz	1.00-1.25	49	1.11			
Yogurt	Yogurt	4-6 oz				0.77	34	.77

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 #	827	5.18	552	4.99	291	4.36
Cheese	Natural Varieties	8 oz block	84	4.99	310	3.51	345	4.02
Cheese	Natural Varieties	8 oz shred			492	3.66	463	3.68
Cottage cheese		16 oz			288	3.34	198	3.41
Cream cheese		8 oz	817	2.50	63	2.59		
Ice cream		48-64oz			173	5.99		
Milk	All fat tests	half gallon	5155	3.86	5084	3.78	2924	3.72
Milk	All fat tests	gallon	689	5.77	586	5.93	162	5.51
Milk	All fat tests	8 oz UHT			1089	.94	244	1.00
Milk		half gallon			141	2.99		
Sour cream		16 oz			617	2.99	324	2.26
Yogurt	Greek	4-6 oz	1357	1.19	733	1.27	2296	1.11
Yogurt	Greek	32 oz	119	5.49			422	4.67
Yogurt	Yogurt	4-6 oz	705	1.01	394	1.14		
Yogurt	Yogurt	32 oz	117	3.00	244	4.49	221	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
Butter		1 #				5.49	214	5.49			
Cheese	Natural Varieties	8 oz block	4.99	84	4.99						
Cream cheese		8 oz							2.50	366	2.50
Milk	All fat tests	half gallon	2.99-4.99	1393	4.09	2.99-3.98	1605	3.71	2.99-3.88	1031	3.69
Milk	All fat tests	gallon				4.99-6.99	315	5.63	5.99	180	5.99
Yogurt	Greek	4-6 oz				1.25	1083	1.25	0.99	213	.99
Yogurt	Greek	32 oz							5.49	119	5.49
Yogurt	Yogurt	4-6 oz	1.00	304	1.00	1.33	195	1.33			

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	276	4.99				4.99	289	4.99
Cream cheese		8 oz	2.50	210	2.50	2.50	241	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
Milk	All fat tests	half gallon				3.49-4.29	996	3.94	3.88	130	3.88
Milk	All fat tests	gallon	5.79	194	5.79						
Yogurt	Greek	4-6 oz							0.88	61	.88
Yogurt	Yogurt	4-6 oz				0.63	137	.63	0.88	69	.88
Yogurt	Yogurt	32 oz				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 #	4.99	21	4.99	6.99	27	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