



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/dybretil.pdf>

Volume 84- Number 31

Issued Weekly

Friday, August 4, 2017

Advertised Prices for Dairy Products at Major Retail Supermarket Outlets ending during the period of 08/04/2017 to 08/10/2017

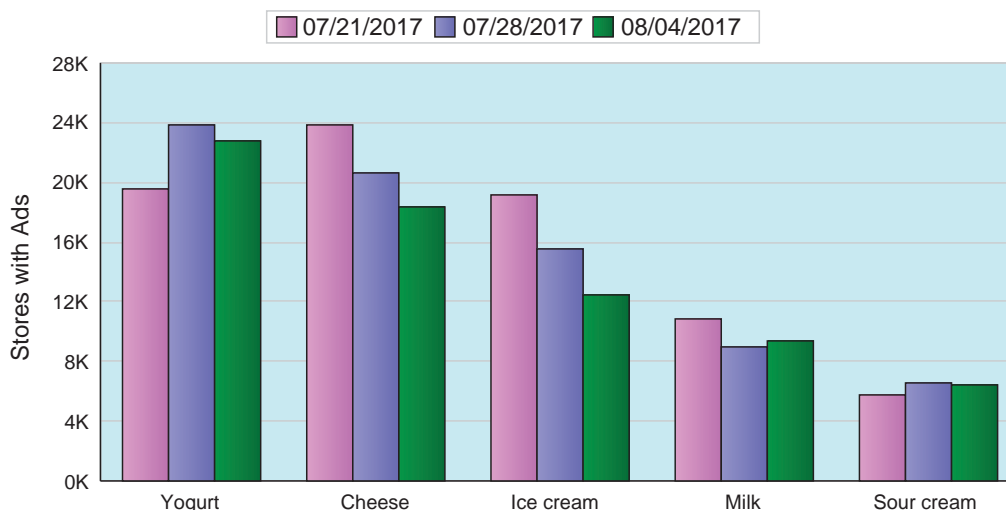
This week, total conventional dairy ads decreased 10 percent, but organic dairy ads increased 27 percent. Conventional ice cream posted the largest number of ads within the survey, but ad numbers decreased 20 percent from last week. Conventional 1 # butter advertisement numbers increased 45 percent, with an average price of \$3.57, up 8 cents from last week's price. Organic 1 # butter has an average price of \$5.42, up 24 cents from last week and carrying an organic price premium of \$1.85.

The U.S. advertised price for 8 ounce conventional cheese blocks averaged \$2.27, up 11 cents from last week. The U.S. advertised price for 8 ounce organic cheese blocks averaged \$3.38, down \$1.61 from last week. The advertised price for conventional 8 ounce shred cheese averaged \$2.19, up 10 cents from last week, as ads increased 13 percent. Conventional cheese ad numbers declined 16 percent this week.

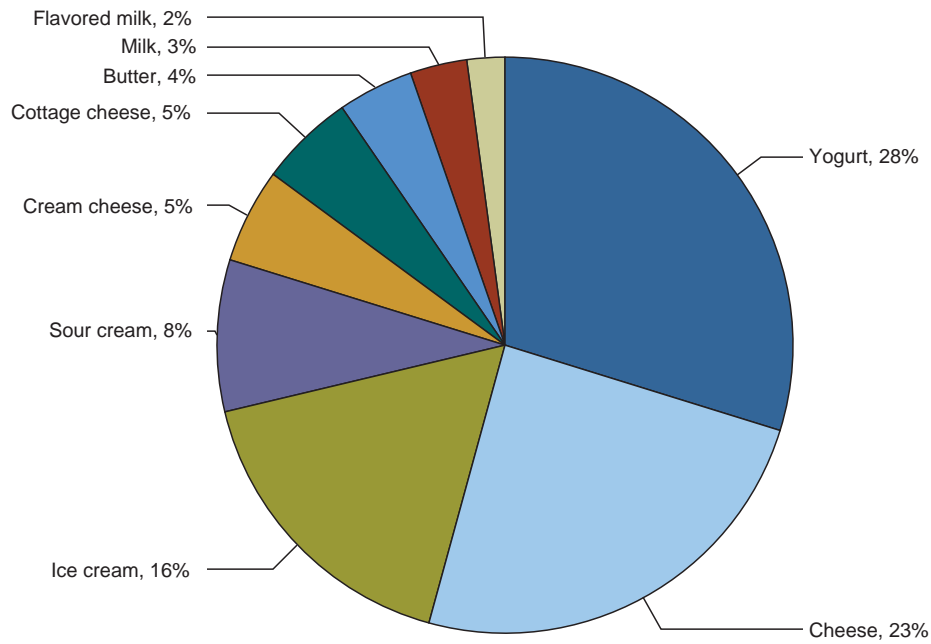
Conventional yogurt ads decreased 3 percent and organic yogurt ads decreased 17 percent. The average sale price for 4-6 ounce conventional Greek yogurt is 97 cents, up 2 cents. Organic 4-6 ounce Greek yogurt has an average price of \$1.22, up 3 cents, resulting in an organic premium this week of 25 cents. The average sale price for 4-6 ounce conventional yogurt is 50 cents, unchanged from last week, while the 4-6 ounce organic yogurt averages 18 cents more than its conventional equivalent.

The conventional half gallon milk price was \$1.84. Organic half gallon milk containers \$4.03, resulting in a premium of \$2.19. Conventional half gallon milk ads decreased 87 percent, while conventional gallon milk ads increased by the same number, 87 percent. Organic gallon milk ads saw an increase week over week of 165 percent. Total organic milk ad numbers increased 22 percent, as ad numbers for conventional milk decreased 31 percent.

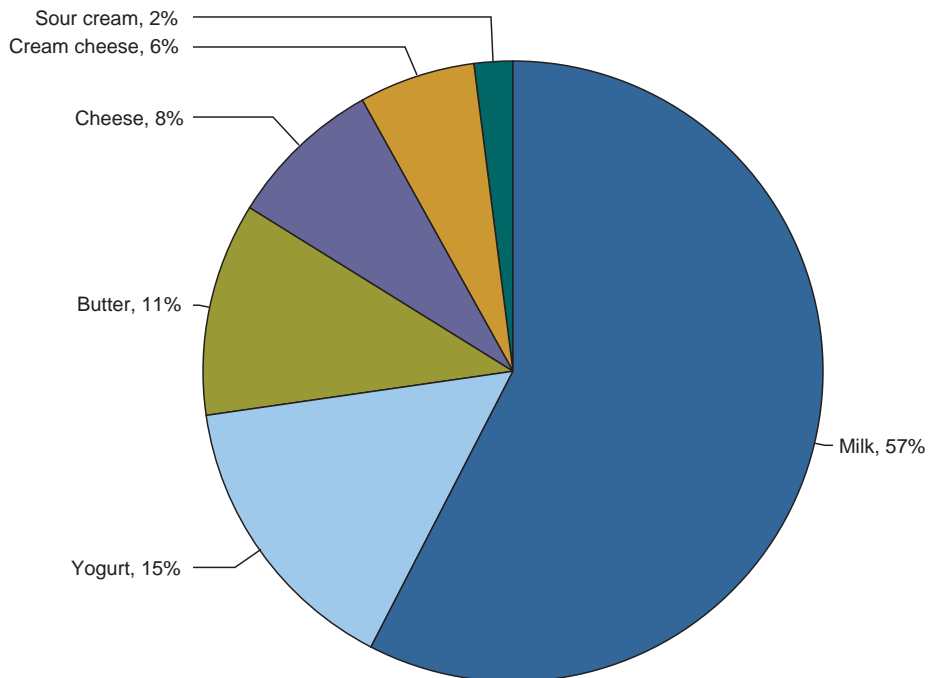
Top 5 Commodities Featured



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 #	3309	3.57	2279	3.49	3354	2.99
Cheese	Natural Varieties	8 oz block	4085	2.27	7371	2.16	9707	2.14
Cheese	Natural Varieties	1 # block	1146	3.45	1064	3.90	385	4.13
Cheese	Natural Varieties	2 # block	1144	7.06	1857	6.78	1018	6.67
Cheese	Natural Varieties	8 oz shred	9714	2.19	8613	2.09	11295	2.29
Cheese	Natural Varieties	1 # shred	1285	3.73	1706	4.02	590	3.52
Cottage cheese		16 oz	3740	1.82	3817	1.88	4549	2.08
Cream cheese		8 oz	4013	2.15	4910	1.90	3845	1.87
Flavored milk	All fat tests	half gallon	820	2.46	716	2.16	214	3.00
Flavored milk	All fat tests	gallon	759	3.43	618	3.92	528	3.41
Ice cream		48-64oz	12382	3.06	15569	2.97	14230	3.01
Milk	All fat tests	half gallon	274	1.84	2143	2.86	386	2.67
Milk	All fat tests	gallon	1925	2.60	1032	2.43	2252	2.54
Sour cream		16 oz	6212	1.74	6628	1.68	5782	1.73
Yogurt	Greek	4-6 oz	11726	.97	11296	.95	13296	.93
Yogurt	Greek	32 oz	1337	4.24	1015	4.29	2239	4.23
Yogurt	Yogurt	4-6 oz	7611	.50	7093	.50	7231	.48
Yogurt	Yogurt	32 oz	208	2.59	2012	2.19	1152	2.10

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 #	2.99-4.99	1084	3.91	3.00-3.50	1205	3.47	2.99-3.49	259	3.09
Cheese	Natural Varieties	8 oz block	1.49-3.49	1294	2.18	1.49-3.50	1685	2.34	1.49-2.00	473	1.73
Cheese	Natural Varieties	1 # block	3.29	304	3.29	2.50-4.90	294	4.40	3.49	119	3.49
Cheese	Natural Varieties	8 oz shred	1.50-2.99	1682	2.29	1.49-3.00	2486	2.19	1.49-2.50	1405	2.08
Cheese	Natural Varieties	1 # shred	3.49-4.29	368	3.81	4.90	233	4.90	2.79-4.50	570	3.56
Cottage cheese		16 oz	1.50-2.50	645	2.19	1.50-2.00	1799	1.72	1.25-2.29	710	1.64
Cream cheese		8 oz	1.50-2.50	770	1.95	1.99-2.50	2298	2.24	1.75-2.00	270	1.95
Flavored milk	All fat tests	half gallon	2.49	62	2.49	2.00-2.49	562	2.44	0.77	53	.77
Flavored milk	All fat tests	gallon				3.50-3.99	428	3.75	2.99	320	2.99
Ice cream		48-64oz	1.99-3.99	1596	2.73	2.39-4.99	3598	3.03	1.88-3.50	2832	2.81
Milk	All fat tests	half gallon	2.99	137	2.99				0.69	137	.69
Milk	All fat tests	gallon	3.69	137	3.69				2.27-2.99	266	2.85
Sour cream		16 oz	1.29-2.00	747	1.75	1.25-2.00	3267	1.76	1.25-1.89	1153	1.56
Yogurt	Greek	4-6 oz	0.69-1.25	2143	.94	1.00	4053	1.00	0.88-1.00	1182	.97
Yogurt	Greek	32 oz	3.99-5.99	399	4.68	3.78-5.00	470	4.49	1.99-3.99	253	2.91
Yogurt	Yogurt	4-6 oz	0.42-0.60	1353	.52	0.50-0.60	2253	.50	0.44-0.88	1185	.52

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 #	2.49-3.79	335	3.01	2.99-3.99	257	3.52	3.79-3.99	166	3.86
Cheese	Natural Varieties	8 oz block	1.79-2.99	365	2.43	2.50	62	2.50	2.50	69	2.50
Cheese	Natural Varieties	1 # block	1.99-3.99	429	2.91						
Cheese	Natural Varieties	2 # block	6.99-7.99	160	7.49	5.99-7.99	747	7.09	5.99-6.99	210	6.49
Cheese	Natural Varieties	8 oz shred	1.49-2.50	2186	2.05	1.99-3.00	1235	2.46	1.99-2.50	617	2.05
Cheese	Natural Varieties	1 # shred	1.99	114	1.99						
Cottage cheese		16 oz	1.89-2.19	405	1.97	1.99	63	1.99	1.25	66	1.25
Cream cheese		8 oz	1.79-2.99	323	2.38	1.67	246	1.67	2.50	69	2.50
Flavored milk	All fat tests	half gallon	2.39	74	2.39						
Ice cream		48-64oz	2.49-6.00	2168	3.56	2.50-3.99	1780	3.12	2.50-3.99	342	3.31
Milk	All fat tests	gallon	1.99-2.99	527	2.49	1.99-2.99	518	2.70	1.79-1.99	394	1.84
Sour cream		16 oz	1.00-2.29	608	1.89	1.79-1.99	309	1.83	1.25	66	1.25
Yogurt	Greek	4-6 oz	0.50-1.25	1791	.96	0.83-1.00	1827	.95	0.79-1.00	545	.87
Yogurt	Greek	32 oz	3.79-4.99	194	4.50						
Yogurt	Yogurt	4-6 oz	0.33-0.50	751	.45	0.39-0.50	1464	.45	0.33-0.50	419	.47
Yogurt	Yogurt	32 oz							2.49-2.50	166	2.49

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
Butter		1 #	3.99-5.29	3	4.42			
Cheese	Natural Varieties	8 oz block	3.49-3.99	22	3.51	3.00-3.99	115	3.35
Cheese	Natural Varieties	2 # block				7.99	27	7.99
Cheese	Natural Varieties	8 oz shred	2.50-3.00	42	2.75	3.00	61	3.00
Cottage cheese		16 oz	2.98	28	2.98	2.79	24	2.79
Cream cheese		8 oz				2.50-3.00	37	2.96
Flavored milk	All fat tests	half gallon	2.79-3.79	42	3.29	4.99	27	4.99
Flavored milk	All fat tests	gallon	3.79	11	3.79			
Ice cream		48-64oz	3.24-4.99	17	4.17	3.18-4.00	49	3.80
Milk	All fat tests	gallon	2.99-3.79	53	3.16	4.99	30	4.99
Sour cream		16 oz	2.00	11	2.00	2.29-2.49	51	2.40
Yogurt	Greek	4-6 oz	0.89-1.50	97	1.22	0.95-1.25	88	1.15
Yogurt	Greek	32 oz	4.00	21	4.00			
Yogurt	Yogurt	4-6 oz	0.60-0.70	23	.61	0.59-0.88	163	.67
Yogurt	Yogurt	32 oz	2.50-2.98	5	2.79	2.79-3.00	37	2.98

NATIONAL -- ORGANIC DAIRY PRODUCTS

Commodity	Type	Pack Size	THIS PERIOD	LAST WEEK	LAST YEAR
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Wtd Avg - Simple weighted average



			Stores With Ads	Wtd Avg Price	Stores With Ads	Wtd Avg Price	Stores With Ads	Wtd Avg Price
Butter		1 #	1397	5.42	827	5.18	309	5.27
Cheese	Natural Varieties	8 oz block	373	3.38	84	4.99	902	4.19
Cheese	Natural Varieties	8 oz shred	586	3.60			178	3.79
Cottage cheese		16 oz					1297	3.51
Cream cheese		8 oz	798	2.50	817	2.50	72	2.50
Flavored milk	All fat tests	half gallon					161	4.99
Ice cream		48-64oz	62	5.99				
Milk	All fat tests	half gallon	5184	4.03	5155	3.86	4965	3.84
Milk	All fat tests	gallon	1828	5.49	689	5.77	613	4.84
Milk	All fat tests	8 oz UHT	101	1.05			183	1.00
Sour cream		16 oz	273	2.55			997	3.31
Yogurt	Greek	4-6 oz	1260	1.22	1357	1.19	61	1.67
Yogurt	Greek	32 oz			119	5.49		
Yogurt	Yogurt	4-6 oz	527	.68	705	1.01		
Yogurt	Yogurt	32 oz	128	3.58	117	3.00		

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 #	4.49	100	4.49	5.49	1297	5.49			
Cheese	Natural Varieties	8 oz block	3.00	84	3.00						
Cheese	Natural Varieties	8 oz shred	3.00	84	3.00				3.99	213	3.99
Cream cheese		8 oz	2.50	100	2.50	2.50	204	2.50	2.50	348	2.50
Milk	All fat tests	half gallon	3.49-4.99	702	4.21	3.99-4.49	1585	4.33	2.99-3.99	599	3.66
Milk	All fat tests	gallon				4.99	1083	4.99	5.99	213	5.99
Yogurt	Greek	4-6 oz	1.00	72	1.00	1.25	1083	1.25			
Yogurt	Yogurt	4-6 oz	0.58	161	.58				1.00	119	1.00

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
Cheese	Natural Varieties	8 oz block							3.49	289	3.49
Cheese	Natural Varieties	8 oz shred							3.49	289	3.49
Cream cheese		8 oz	2.50	80	2.50				2.50	66	2.50
Ice cream		48-64oz				5.99	62	5.99			

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
Milk	All fat tests	half gallon	2.99-4.99	900	3.49	2.99-4.49	1055	4.02	3.49-3.99	234	3.77
Milk	All fat tests	gallon	3.99	121	3.99	6.99	411	6.99			
Milk	All fat tests	8 oz UHT	1.00	80	1.00						
Sour cream		16 oz				2.50	246	2.50			
Yogurt	Greek	4-6 oz	1.00	78	1.00						
Yogurt	Yogurt	4-6 oz				0.58	244	.58			
Yogurt	Yogurt	32 oz	2.49	80	2.49						

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
Milk	All fat tests	half gallon	4.49	21	4.49	4.99-6.99	88	6.07
Milk	All fat tests	8 oz UHT	1.25	21	1.25			
Sour cream		16 oz				2.99	27	2.99
Yogurt	Greek	4-6 oz				1.25	27	1.25
Yogurt	Yogurt	4-6 oz				1.00	3	1.00
Yogurt	Yogurt	32 oz	3.99	21	3.99	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