



Dairy Market News Branch

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National Retail Report-Dairy

Websites: <http://www.marketnews.usda.gov/mnp/da-home> and <http://www.ams.usda.gov/mnreports/dybretil.pdf>

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Advertised Prices for Dairy Products at Major Retail Supermarket Outlets ending during the period of 08/11/2017 to 08/17/2017

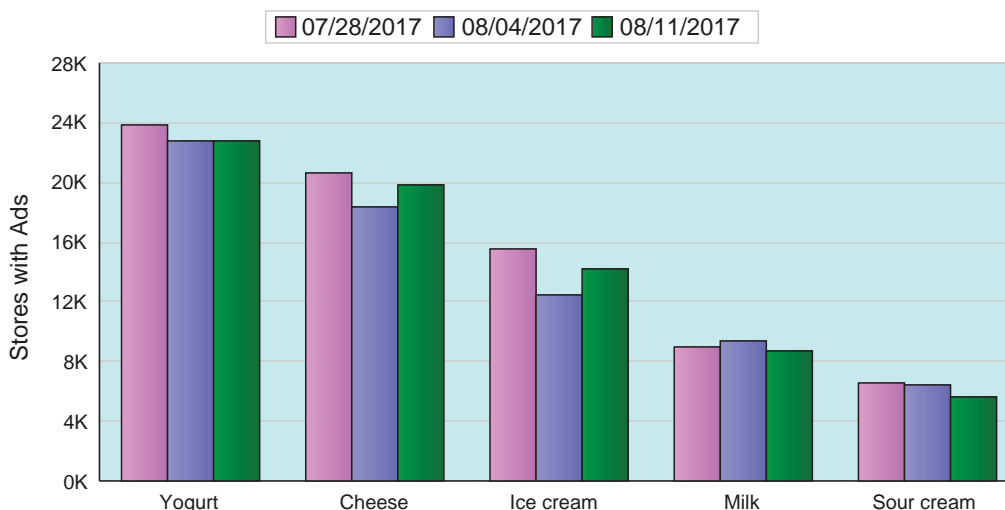
This week, total conventional dairy ads decreased 2 percent, but organic dairy ads increased 2 percent. Conventional ice cream posted the largest number of ads within the survey, as ad numbers increased 12 percent from last week. Conventional 1 # butter advertisement numbers decreased 47 percent, with an average price of \$3.70, up 13 cents from last week's price. Organic 1 # butter has an average price of \$4.82, down 60 cents from last week and carrying an organic price premium of \$1.12.

The U.S. advertised price for 8 ounce conventional cheese blocks averaged \$2.35, up 8 cents from last week. The U.S. advertised price for 8 ounce organic cheese blocks averaged \$3.59, up 21 cents from last week. The advertised price for conventional 8 ounce shred cheese averaged \$2.15, down 4 cents from last week, as ads increased 1 percent. Conventional cheese ad numbers rose 12 percent this week.

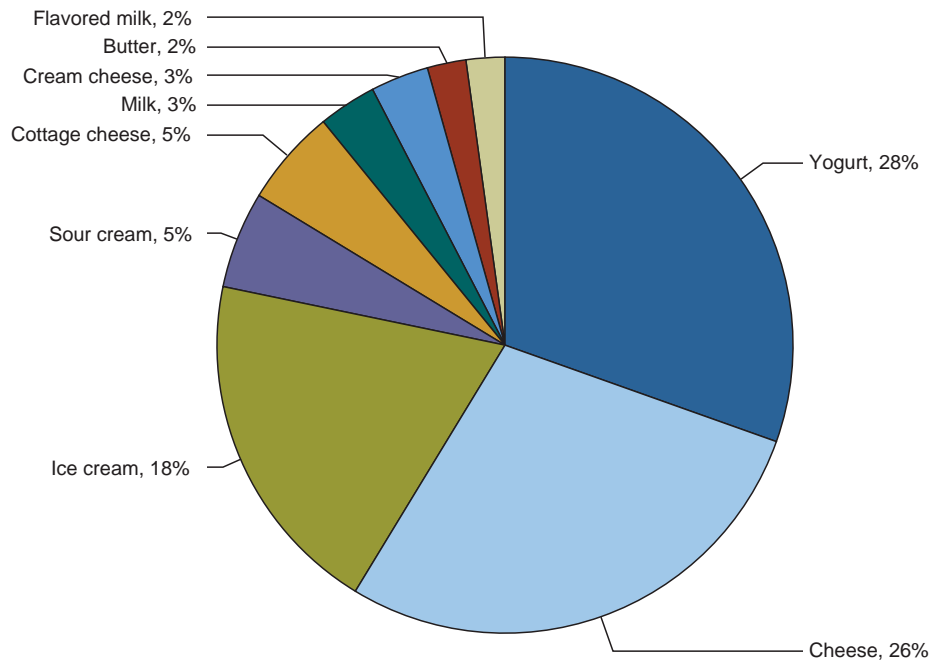
Conventional yogurt ads increased 2 percent, while organic yogurt ads decreased 20 percent. The average sale price for 4-6 ounce conventional Greek yogurt is \$0.95, down 2 cents. Organic 4-6 ounce Greek yogurt has an average price of \$1.00, down 22 cents, resulting in an organic premium this week of 5 cents. The average sale price for 4-6 ounce conventional yogurt is \$0.48, down 2 cents from last week, while 4-6 ounce organic yogurt averages \$0.94, up 26 cents from last week.

The conventional half gallon milk price was \$2.13. Organic half gallon milk containers were priced at \$4.29, resulting in a premium of \$2.16. Conventional half gallon milk ads increased 62 percent, while conventional gallon milk ads increased by 5 percent. Organic gallon milk ads saw a decrease, week over week, of 78 percent. Total organic milk ad numbers decreased 13 percent, as ad numbers for conventional milk increased 12 percent.

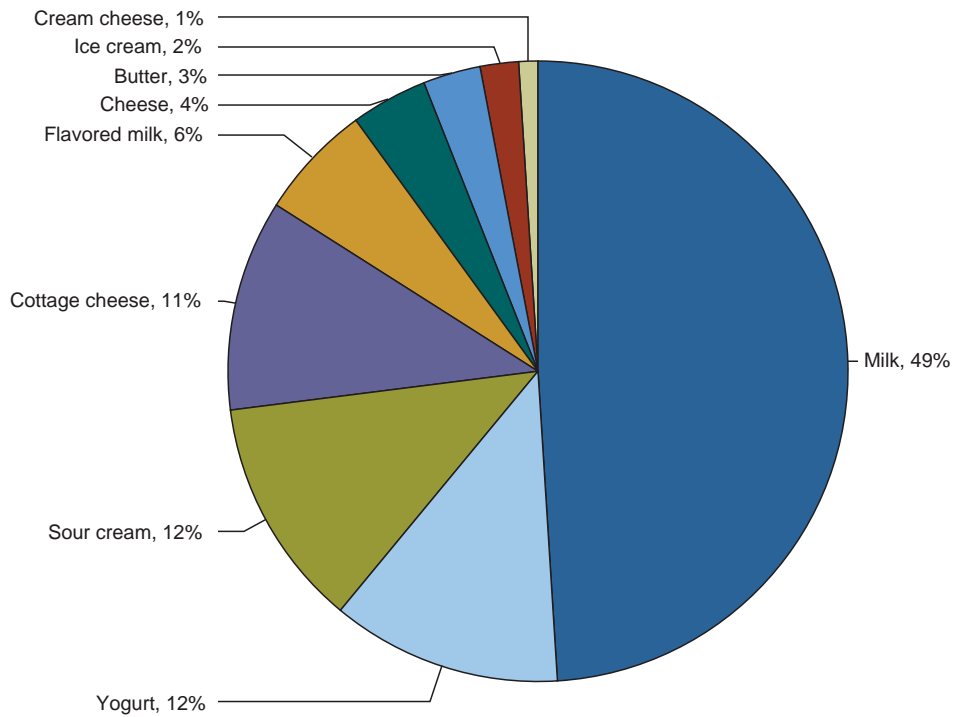
Top 5 Commodities Featured



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 #	1759	3.70	3309	3.57	3265	3.23
Cheese	Natural Varieties	8 oz block	6030	2.35	4085	2.27	6929	2.17
Cheese	Natural Varieties	1 # block	1289	4.15	1146	3.45	1124	3.35
Cheese	Natural Varieties	2 # block	995	6.77	1144	7.06	1661	5.97
Cheese	Natural Varieties	8 oz shred	9847	2.15	9714	2.19	8797	2.25
Cheese	Natural Varieties	1 # shred	1216	4.13	1285	3.73	860	3.48
Cottage cheese		16 oz	3936	1.99	3740	1.82	3061	2.11
Cream cheese		8 oz	2059	1.88	4013	2.15	2483	2.22
Flavored milk	All fat tests	half gallon	1268	3.02	820	2.46	900	2.13
Flavored milk	All fat tests	gallon	233	3.09	759	3.43	792	2.91
Ice cream		48-64oz	13835	3.11	12382	3.06	9133	2.94
Milk	All fat tests	half gallon	444	2.13	274	1.84	481	2.03
Milk	All fat tests	gallon	2026	3.22	1925	2.60	1835	2.49
Sour cream		16 oz	4121	1.66	6212	1.74	4492	1.82
Yogurt	Greek	4-6 oz	10291	.95	11726	.97	12052	.91
Yogurt	Greek	32 oz	2547	4.61	1337	4.24	2235	3.79
Yogurt	Yogurt	4-6 oz	7150	.48	7611	.50	9019	.50
Yogurt	Yogurt	32 oz	1311	2.23	208	2.59	1290	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 #	2.99-5.49	633	4.40	1.99-3.88	256	3.43	2.79-2.99	438	2.89
Cheese	Natural Varieties	8 oz block	1.88-3.00	2381	2.20	1.49-3.00	2217	2.49	2.00-3.50	489	2.79
Cheese	Natural Varieties	1 # block	2.99-5.00	275	4.21	3.99	214	3.99	2.99	247	2.99
Cheese	Natural Varieties	2 # block							7.99	180	7.99
Cheese	Natural Varieties	8 oz shred	1.67-3.49	2609	2.15	1.49-2.50	2239	2.13	1.50-2.99	1382	2.12
Cheese	Natural Varieties	1 # shred	2.99	108	2.99	4.29-4.99	563	4.91	2.99-4.50	366	3.48
Cottage cheese		16 oz	1.50-2.69	941	2.03	1.50-2.59	2341	1.97	1.50-1.89	288	1.78
Cream cheese		8 oz	1.69-2.49	862	1.93	1.50-1.99	994	1.90	1.50-1.67	179	1.62
Flavored milk	All fat tests	half gallon	2.50-3.69	598	2.88				2.50	180	2.50
Flavored milk	All fat tests	gallon							1.69	110	1.69
Ice cream		48-64oz	2.50-3.99	3654	2.96	2.50-5.99	1967	3.23	1.99-4.49	2464	3.02
Milk	All fat tests	half gallon							2.50	180	2.50
Milk	All fat tests	gallon	3.69	137	3.69	3.99-4.29	735	4.19	0.79-2.99	573	1.87
Sour cream		16 oz	1.49-2.19	960	1.77	1.50-1.67	1475	1.52	1.50-2.00	463	1.82
Yogurt	Greek	4-6 oz	0.80-1.25	2626	1.01	1.00	1860	1.00	0.80-1.00	772	.89
Yogurt	Greek	32 oz	3.99	60	3.99	4.49-4.99	1818	4.69	4.50	180	4.50
Yogurt	Yogurt	4-6 oz	0.50-0.75	1429	.53	0.40-0.50	2466	.49	0.33-0.50	995	.44

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	1.99-2.69	285	2.28				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 #	2.50-3.50	180	3.16	3.99	137	3.99	3.99	105	3.99
Cheese	Natural Varieties	8 oz block	1.38-3.00	579	2.23	2.00	114	2.00	1.67-2.00	174	1.80
Cheese	Natural Varieties	1 # block	2.99-4.99	309	3.69	5.99	241	5.99			
Cheese	Natural Varieties	2 # block	6.99	114	6.99	5.99-6.99	487	6.50	5.99	187	5.99
Cheese	Natural Varieties	8 oz shred	0.99-2.50	1574	2.13	1.99-2.99	1064	2.25	1.66-3.00	864	2.13
Cheese	Natural Varieties	1 # shred	2.99-4.99	176	3.62						
Cottage cheese		16 oz	2.59-3.00	137	2.84	1.25-1.50	177	1.41			
Flavored milk	All fat tests	half gallon				2.79-3.99	490	3.39			
Flavored milk	All fat tests	gallon	3.99	99	3.99						
Ice cream		48-64oz	2.49-5.00	2611	3.21	2.49-4.99	2105	3.24	2.49-4.99	969	2.94
Milk	All fat tests	half gallon	1.49-2.99	198	2.10				1.25	66	1.25
Milk	All fat tests	gallon	2.99-4.29	402	3.64	1.99-2.39	179	2.25			
Sour cream		16 oz	1.50-2.79	428	1.95	1.25-1.50	599	1.47	1.29-1.99	166	1.55
Yogurt	Greek	4-6 oz	0.79-1.25	1441	.92	0.75-1.25	2969	.89	0.80-1.00	491	.92
Yogurt	Greek	32 oz	4.99	135	4.99	4.99	62	4.99	3.99	289	3.99
Yogurt	Yogurt	4-6 oz	0.40-0.58	493	.45	0.33-0.50	1461	.46	0.38-0.50	298	.45
Yogurt	Yogurt	32 oz	2.50	152	2.50	1.89-2.50	653	2.02	2.99	61	2.99

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 #	3.48-5.29	10	4.49			
Cheese	Natural Varieties	8 oz block	2.79-3.00	42	2.96	2.50	34	2.50
Cheese	Natural Varieties	1 # block				5.99	3	5.99
Cheese	Natural Varieties	2 # block				7.99	27	7.99
Cheese	Natural Varieties	8 oz shred	2.50-2.79	27	2.56	2.49-3.00	88	2.65
Cheese	Natural Varieties	1 # shred				5.99	3	5.99
Cottage cheese		16 oz	3.98	28	3.98	2.50	24	2.50
Cream cheese		8 oz				1.69	24	1.69
Flavored milk	All fat tests	gallon				5.79	24	5.79
Ice cream		48-64oz	3.00-4.99	23	3.86	3.18-5.99	42	5.04
Sour cream		16 oz				1.99-2.50	30	2.45
Yogurt	Greek	4-6 oz	0.80-1.50	71	1.20	1.25-1.33	61	1.29
Yogurt	Greek	32 oz				5.99	3	5.99
Yogurt	Yogurt	4-6 oz	0.70	5	.70	0.60	3	.60
Yogurt	Yogurt	32 oz	2.50-2.98	5	2.79	3.79-4.89	33	3.99



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 #	354	4.82	1397	5.42	428	5.09
Cheese	Natural Varieties	8 oz block	361	3.59	373	3.38	838	4.18
Cheese	Natural Varieties	8 oz shred	120	3.49	586	3.60	178	2.79
Cottage cheese		16 oz	1430	3.95			266	3.79
Cream cheese		8 oz	141	2.89	798	2.50		
Flavored milk	All fat tests	half gallon	741	4.47			463	4.77
Ice cream		48-64oz	304	3.99	62	5.99	101	6.99
Milk	All fat tests	half gallon	5022	4.29	5184	4.03	4395	4.11
Milk	All fat tests	gallon	403	4.43	1828	5.49	728	4.55
Milk	All fat tests	8 oz UHT	773	.88	101	1.05	1320	1.00
Sour cream		16 oz	1533	2.86	273	2.55	585	2.42
Yogurt	Greek	4-6 oz	225	1.00	1260	1.22	726	1.35
Yogurt	Greek	32 oz	114	5.99			137	2.50
Yogurt	Yogurt	4-6 oz	550	.94	527	.68	110	.40
Yogurt	Yogurt	32 oz	650	3.12	128	3.58	990	2.50

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 #	4.99	233	4.99						
Cheese	Natural Varieties	8 oz block	3.99	72	3.99						
Cottage cheese		16 oz	3.99	233	3.99	3.99	1083	3.99			
Cream cheese		8 oz	2.50	72	2.50				3.29	69	3.29
Flavored milk	All fat tests	half gallon	4.79-4.99	322	4.89				3.99	213	3.99
Ice cream		48-64oz	3.99	304	3.99						
Milk	All fat tests	half gallon	4.39-5.99	927	5.14	3.50-4.49	2380	4.17	2.99-3.99	548	3.38
Milk	All fat tests	8 oz UHT	0.83-1.00	269	.93				0.80	247	.80
Sour cream		16 oz	2.99	161	2.99	2.99	1083	2.99			
Yogurt	Greek	4-6 oz							1.00	225	1.00
Yogurt	Yogurt	4-6 oz	0.50-0.75	180	.65				1.00	119	1.00
Yogurt	Yogurt	32 oz	2.99	255	2.99	2.99	227	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 #	4.49	121	4.49						
Cheese	Natural Varieties	8 oz block							3.49	289	3.49
Cheese	Natural Varieties	8 oz shred				3.49	120	3.49			
Cottage cheese		16 oz				3.49	114	3.49			
Flavored milk	All fat tests	half gallon				4.49	137	4.49	3.99	69	3.99
Milk	All fat tests	half gallon	3.99-4.99	534	4.20	4.49	251	4.49	2.99-4.49	345	3.95
Milk	All fat tests	gallon	2.97	114	2.97				5.00	289	5.00
Milk	All fat tests	8 oz UHT	1.00	54	1.00	0.92	137	.92	0.80	66	.80
Sour cream		16 oz							2.29	289	2.29
Yogurt	Greek	32 oz	5.99	114	5.99						
Yogurt	Yogurt	4-6 oz				1.00-1.25	251	1.11			
Yogurt	Yogurt	32 oz	3.50	54	3.50	3.49	114	3.49			

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				5.97-6.99	37	6.91

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