



Dairy Market News Branch

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Advertised Prices for Dairy Products at Major Retail Supermarket Outlets ending during the period of 08/18/2017 to 08/24/2017

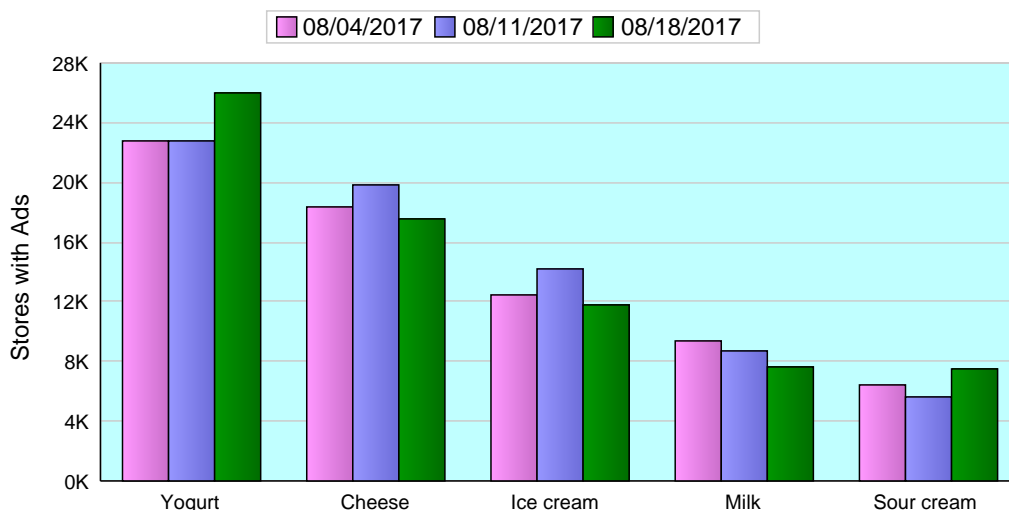
This week, total conventional dairy ads increased 4 percent, and organic dairy ads decreased 25 percent. Ice cream posted the second major number of conventional ads, but decreased 16 percent from the previous survey. The U.S. weighted average advertised price for conventional ice cream in 48-64 oz. containers is \$3.04, down 7 cents from the last period. Meanwhile, reported advertised pricing for organic ice cream in 48-64 oz. containers is \$5.99 for an organic premium of \$2.95.

The U.S. advertised price for 8 ounce conventional cheese blocks averaged \$2.37, up 2 cents from last week. The advertised price for conventional 8 ounce shred cheese averaged \$2.28, up 13 cents from last week. Conventional cheese ad numbers decreased 10 percent from the previous week. There were no reported advertised prices for organic cheese this week.

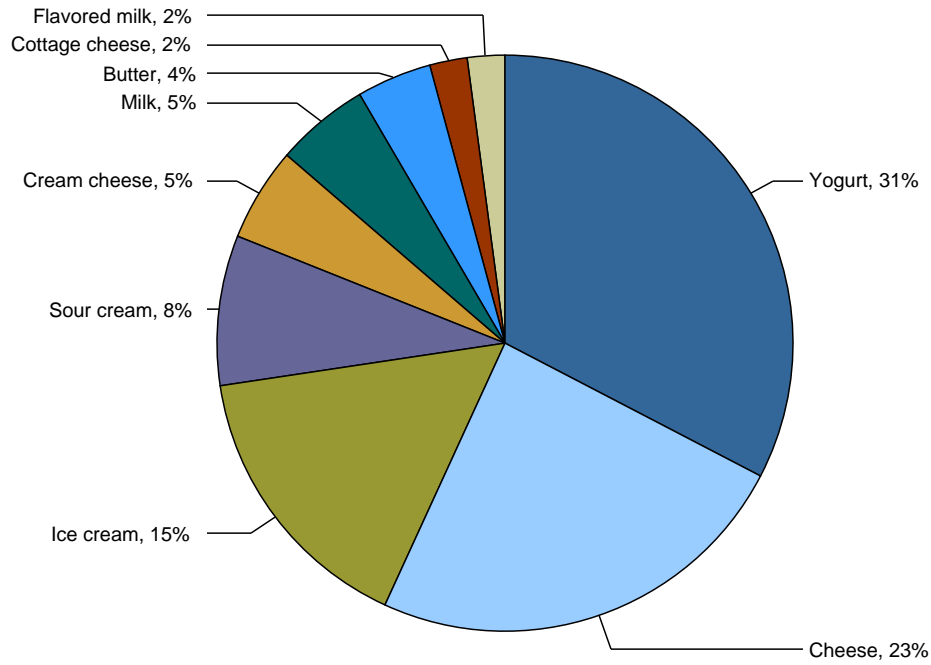
Conventional 4-6 ounce Greek yogurt is the most advertised item this week with an average sale price of \$0.94, down 1 cent from the previous week. Organic 4-6 ounce Greek yogurt has an average price of \$1.25, up 25 cents, resulting in an organic premium of 31 cents. The average price for 4-6 ounce conventional yogurt is \$0.52, while the price for organic yogurt is \$1.34, resulting in an \$0.82 organic premium. Total conventional yogurt ads increased 11 percent while organic yogurt ads increased 54 percent.

The weighted average price for conventional half gallon milk is \$3.25. The weighted average price for organic half gallon is \$3.94, resulting in an organic price premium of 69 cents. Organic milk ad numbers decreased 31 percent, but ads for conventional milk increased 38 percent. Half gallons of milk had the largest number of ads for organic dairy items in the survey.

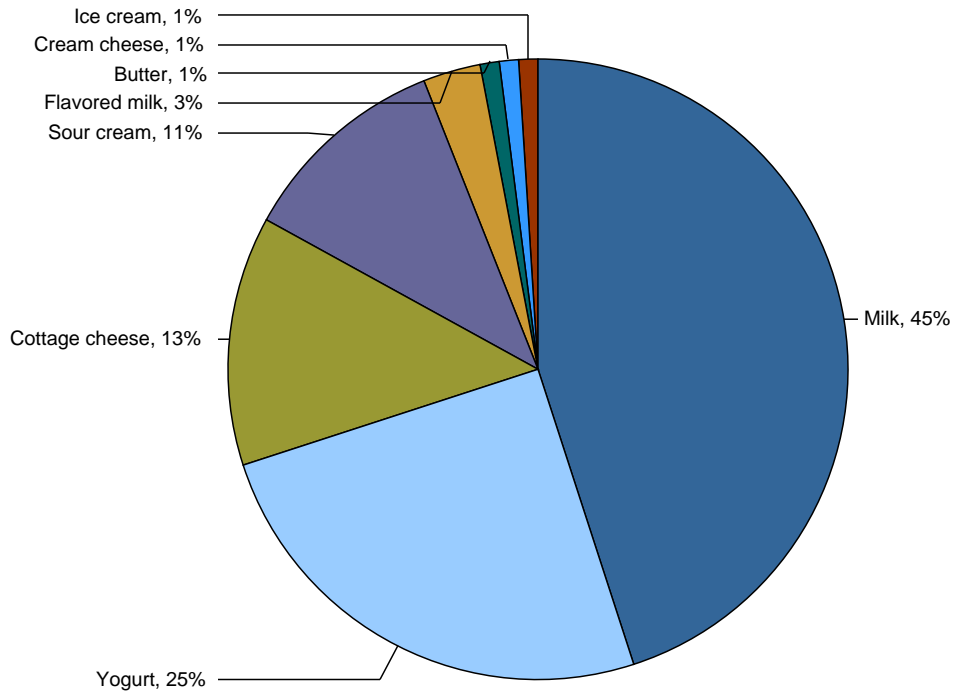
Top 5 Commodities Featured



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 #	3233	3.49	1759	3.70	2645	3.41
Cheese	Natural Varieties	8 oz block	3042	2.37	6030	2.35	7662	2.12
Cheese	Natural Varieties	1 # block	2257	3.83	1289	4.15	3145	3.79
Cheese	Natural Varieties	2 # block	1202	6.81	995	6.77	1055	6.36
Cheese	Natural Varieties	8 oz shred	9000	2.28	9847	2.15	8884	2.29
Cheese	Natural Varieties	1 # shred	2006	3.11	1216	4.13	1943	3.82
Cottage cheese		16 oz	1731	1.92	3936	1.99	3767	1.88
Cream cheese		8 oz	4014	1.51	2059	1.88	5445	1.98
Flavored milk	All fat tests	half gallon	1134	3.01	1268	3.02	1913	2.31
Flavored milk	All fat tests	gallon	526	2.52	233	3.09	404	3.48
Ice cream		48-64oz	11643	3.04	13835	3.11	11731	2.90
Milk	All fat tests	half gallon	1076	3.25	444	2.13	433	1.38
Milk	All fat tests	gallon	2342	2.24	2026	3.22	2467	2.58
Sour cream		16 oz	6426	1.84	4121	1.66	5096	1.57
Yogurt	Greek	4-6 oz	13500	.94	10291	.95	14737	.91
Yogurt	Greek	32 oz	2354	4.31	2547	4.61	1687	4.06
Yogurt	Yogurt	4-6 oz	5351	.52	7150	.48	7046	.47
Yogurt	Yogurt	32 oz	2392	2.44	1311	2.23	1153	2.07

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	1249	3.83	3.19	1002	3.19	1.67-3.50	191	2.83
Cheese	Natural Varieties	8 oz block	1.50-3.99	1586	2.23	2.00-2.78	418	2.58	2.00-3.00	238	2.29
Cheese	Natural Varieties	1 # block	2.99-4.99	730	3.66	2.99	324	2.99	2.99-3.99	570	3.36
Cheese	Natural Varieties	2 # block	4.99-6.99	119	6.00	5.99	64	5.99	7.99	180	7.99
Cheese	Natural Varieties	8 oz shred	1.50-3.49	1966	2.09	1.99-3.99	2845	2.44	1.99-2.99	1472	2.24
Cheese	Natural Varieties	1 # shred				2.99	324	2.99	2.49-4.49	1317	3.07
Cottage cheese		16 oz	1.79-2.69	1025	2.02				1.89	119	1.89
Cream cheese		8 oz	1.50-1.99	862	1.77	1.50	1281	1.50	0.79-1.89	1057	1.15
Flavored milk	All fat tests	half gallon	2.50-3.50	480	2.68	2.50	61	2.50	2.50	180	2.50
Flavored milk	All fat tests	gallon							2.49	138	2.49
Ice cream		48-64oz	1.99-3.99	2801	2.83	2.49-3.50	2932	3.07	1.99-3.99	2201	2.89
Milk	All fat tests	half gallon	4.99	304	4.99	2.50	61	2.50	2.50	180	2.50
Milk	All fat tests	gallon				2.39-2.99	268	2.58	1.69-3.29	642	2.04
Sour cream		16 oz	1.49-2.19	2160	1.78	1.50-2.00	1456	1.92	1.25-1.89	588	1.59
Yogurt	Greek	4-6 oz	0.49-1.25	3418	.98	0.60-1.25	3719	.95	0.49-1.00	1767	.86
Yogurt	Greek	32 oz	3.99	303	3.99	3.00-4.49	1469	4.12			
Yogurt	Yogurt	4-6 oz	0.49-1.25	1897	.66	0.33-0.50	1283	.41	0.40-0.50	1010	.43

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	2.50-3.99	425	2.91	2.00	1002	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 #	2.99	266	2.99	2.99-4.49	426	3.86	2.49	69	2.49
Cheese	Natural Varieties	8 oz block	1.69-2.99	672	2.45						
Cheese	Natural Varieties	1 # block	2.99-3.99	254	3.51	5.99	244	5.99	3.99-6.99	135	5.46
Cheese	Natural Varieties	2 # block	4.99	80	4.99	5.99-8.99	553	6.78	5.99-7.99	171	7.22
Cheese	Natural Varieties	8 oz shred	1.69-2.50	1770	2.22	2.22-2.49	675	2.35	1.68-3.00	199	2.14
Cheese	Natural Varieties	1 # shred	2.99-3.99	260	3.52				2.99	105	2.99
Cottage cheese		16 oz	1.29	141	1.29				1.29-2.00	410	1.79
Cream cheese		8 oz	1.29-1.69	195	1.40	1.99	244	1.99	1.29-2.00	364	1.70
Flavored milk	All fat tests	half gallon	2.29	74	2.29	3.99	246	3.99			
Flavored milk	All fat tests	gallon	1.99	262	1.99				3.79	105	3.79
Ice cream		48-64oz	1.99-5.50	1950	3.26	2.49-3.49	848	3.09	1.99-3.99	706	3.11
Milk	All fat tests	half gallon	2.99	194	2.99	2.50	244	2.50	1.25	66	1.25
Milk	All fat tests	gallon	1.98-1.99	336	1.99	2.59-2.97	522	2.67	1.49-1.99	515	1.83
Sour cream		16 oz	1.25-2.50	567	1.93	1.79-1.99	977	1.89	1.29-2.00	584	1.81
Yogurt	Greek	4-6 oz	0.79-1.00	1805	.93	0.80-1.00	1741	.94	0.80-1.00	884	.90
Yogurt	Greek	32 oz	4.99	194	4.99	4.99	367	4.99			
Yogurt	Yogurt	4-6 oz	0.40-0.79	449	.50	0.39-0.50	394	.46	0.40-0.50	232	.45
Yogurt	Yogurt	32 oz	2.50	72	2.50	2.50	498	2.50	2.49-2.99	358	2.89

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 #				4.49-4.99	30	4.94
Cheese	Natural Varieties	8 oz block	2.00-3.00	44	2.75	2.50-3.99	84	3.40
Cheese	Natural Varieties	2 # block	6.99-7.98	8	7.36	7.99	27	7.99
Cheese	Natural Varieties	8 oz shred	2.00-3.00	39	2.69	4.00	34	4.00
Cottage cheese		16 oz	3.00-3.28	33	3.24	2.59	3	2.59
Cream cheese		8 oz	1.50	11	1.50			
Flavored milk	All fat tests	half gallon	2.79-3.79	42	3.29	4.49-4.99	51	4.75
Flavored milk	All fat tests	gallon	2.99	21	2.99			
Ice cream		48-64oz	2.50-4.50	39	3.60	3.29-5.99	166	4.54
Milk	All fat tests	half gallon				3.99	27	3.99
Milk	All fat tests	gallon	2.99-3.79	32	3.27	4.99	27	4.99
Sour cream		16 oz	1.50-2.69	16	1.87	2.29-2.69	78	2.50
Yogurt	Greek	4-6 oz	0.99-1.50	44	1.23	0.99-1.25	122	1.18
Yogurt	Greek	32 oz	4.00	21	4.00			
Yogurt	Yogurt	4-6 oz	0.50-1.00	56	.80	0.80-0.99	30	.84

Wtd Avg - Simple weighted average



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
Yogurt	Yogurt	32 oz	3.98	3	3.98	3.50	34	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 #	121	4.49	354	4.82	183	4.99
Cheese	Natural Varieties	8 oz block			361	3.59	754	4.15
Cheese	Natural Varieties	8 oz shred			120	3.49	467	3.60
Cottage cheese		16 oz	1202	3.94	1430	3.95	224	3.22
Cream cheese		8 oz	105	2.50	141	2.89	278	2.32
Flavored milk	All fat tests	half gallon	305	2.99	741	4.47	269	4.47
Ice cream		48-64oz	101	5.99	304	3.99		
Milk	All fat tests	half gallon	3833	3.94	5022	4.29	3467	3.75
Milk	All fat tests	gallon	54	5.49	403	4.43	219	4.95
Milk	All fat tests	8 oz UHT	372	.85	773	.88	886	1.00
Sour cream		16 oz	1083	2.99	1533	2.86	244	1.50
Yogurt	Greek	4-6 oz	1153	1.25	225	1.00	1108	1.51
Yogurt	Greek	32 oz	273	6.04	114	5.99	264	2.50
Yogurt	Yogurt	4-6 oz	237	1.34	550	.94		
Yogurt	Yogurt	32 oz	714	2.95	650	3.12	1200	2.69

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
Cottage cheese		16 oz				3.99	1083	3.99	3.49	119	3.49
Ice cream		48-64oz				5.99	101	5.99			
Milk	All fat tests	half gallon	3.69-5.99	490	4.68	3.99	1297	3.99	2.99-4.49	804	3.52
Milk	All fat tests	8 oz UHT				0.80	324	.80			

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
Sour cream		16 oz				2.99	1083	2.99			
Yogurt	Greek	4-6 oz	1.25	422	1.25	1.25	184	1.25	1.25	247	1.25
Yogurt	Yogurt	4-6 oz	1.69	118	1.69				1.00	119	1.00
Yogurt	Yogurt	32 oz							2.99	588	2.99

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 #	4.49	121	4.49						
Cream cheese		8 oz							2.50	105	2.50
Flavored milk	All fat tests	half gallon	2.99	305	2.99						
Milk	All fat tests	half gallon	2.99	383	2.99	3.99-4.99	659	4.36	2.99-3.99	135	3.50
Milk	All fat tests	gallon	5.49	54	5.49						
Yogurt	Greek	4-6 oz	1.25	210	1.25	1.25	90	1.25			
Yogurt	Greek	32 oz				5.99	246	5.99			
Yogurt	Yogurt	32 oz							2.49	105	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	3.29	11	3.29	4.99-5.99	54	5.49
Milk	All fat tests	8 oz UHT	1.25	21	1.25	1.17	27	1.17
Yogurt	Greek	32 oz				6.49	27	6.49
Yogurt	Yogurt	32 oz	3.99	21	3.99			

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

