



Dairy Market News Branch

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National Retail Report-Dairy

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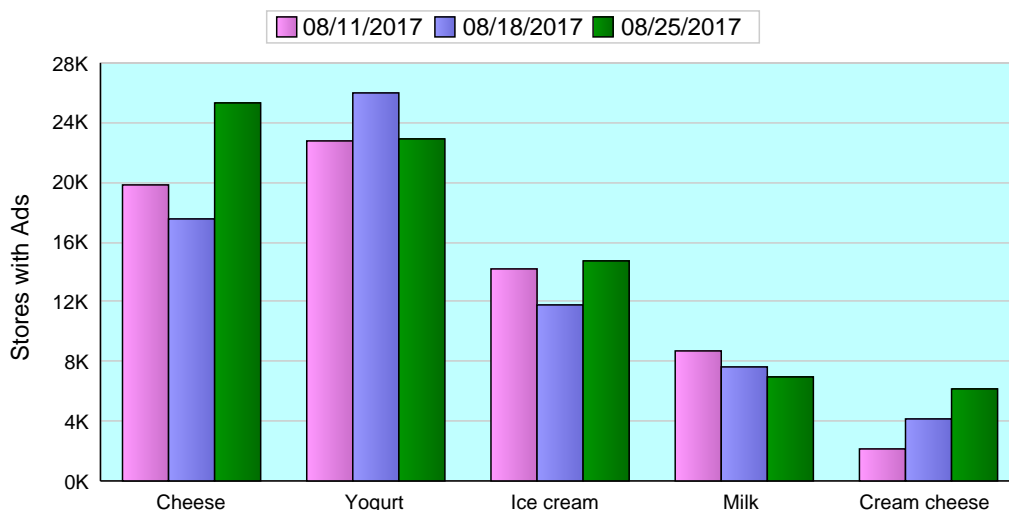
Friday, August 25, 2017

Advertised Prices for Dairy Products at Major Retail Supermarket Outlets ending during the period of 08/25/2017 to 08/31/2017

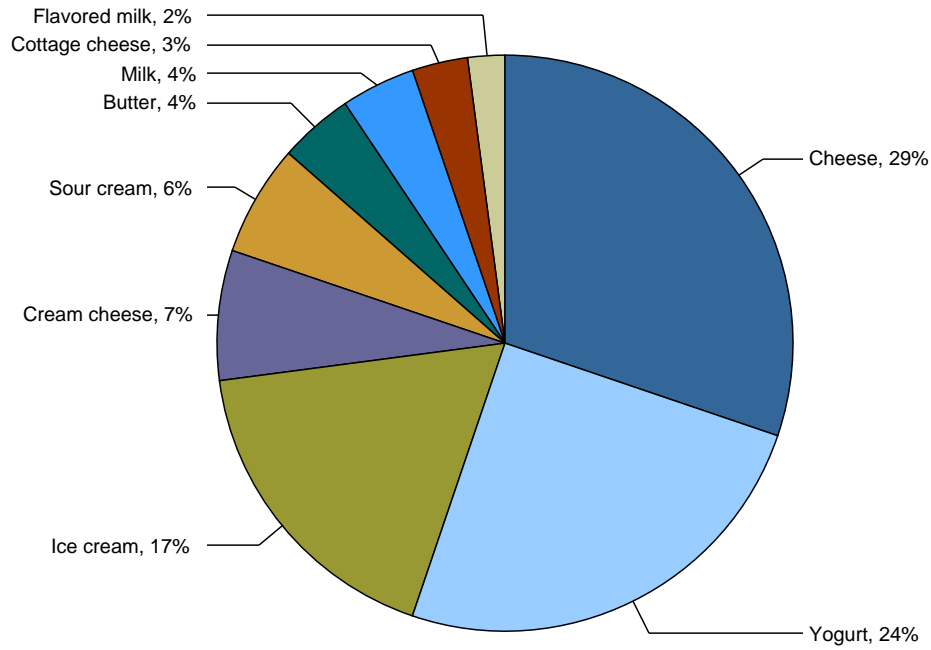
As the Labor Day holiday approaches, total conventional dairy advertisements climbed 12 percent, but organic dairy ads slipped 17 percent. Conventional ice cream ads are the single most advertised item, with ad numbers up 25 percent from last week. However, the U.S. weighted average advertised price for 48-64 ounce containers edged lower from \$3.04 to \$3.02. Organic ice cream ads grew by 4 percent, with prices unchanged, \$5.99, for 48-64 ounce containers. Conventional 1 # butter ad numbers increased 1 percent, with an average price of \$3.52, up 3 cents. Organic 1 # butter has an average price of \$4.62, an organic price premium of \$1.10. Conventional cheese ad numbers increased 39 percent this week, as the U.S. advertised price for 8 ounce conventional cheese blocks averaged \$2.34, down 3 cents from last week. In addition, the advertised price for conventional 8 ounce shred cheese averaged \$2.35, up 7 cents from last week, as ads increased 28 percent. Retail stores posting organic 8 ounce block ads increased to 304 throughout major supermarket outlets, while the U.S. advertised price for 8 ounce organic cheese block averaged \$3.99. Organic ads for 8 ounce shreds increased to 667 throughout major supermarket outlets as U.S. advertised prices averaged \$4.08. Conventional yogurt ads decreased 13 percent, while organic yogurt ads grew 2 percent. The average sale price for 4-6 ounce conventional Greek yogurt is \$0.98, up 4 cents. Organic 4-6 ounce Greek yogurt has an average price of \$1.15, down 10 cents, resulting in an organic premium this week of 17 cents. The average sale price for 4-6 ounce conventional yogurt is \$0.56, up 4 cents. Organic 4-6 ounce yogurt has an average price of \$0.80, down 54 cents, resulting in an organic premium this week of 24 cents.

The price premium for organic half gallon milk this week is \$0.92. Price premium is the difference between the weighted average price for conventional half-gallon milk, \$2.53, and the weighted average price for organic half gallon milk, \$3.45. Organic milk advertisement numbers decreased 13 percent, while ad numbers for conventional milk declined 7 percent.

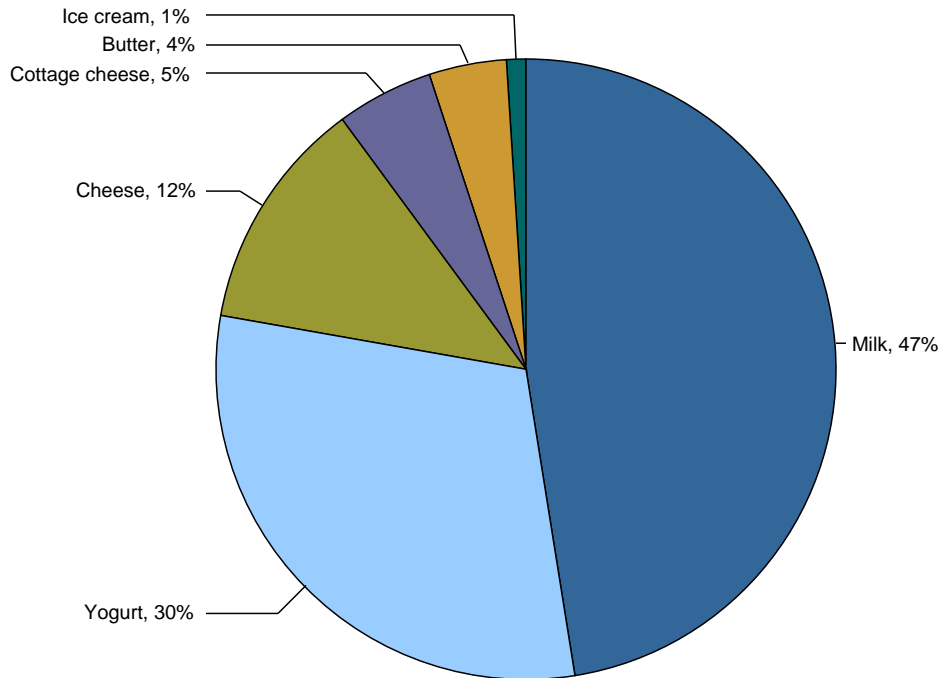
Top 5 Commodities Featured



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 #	3269	3.52	3233	3.49	2712	3.00
Cheese	Natural Varieties	8 oz block	8273	2.34	3042	2.37	5730	2.17
Cheese	Natural Varieties	1 # block	1745	3.82	2257	3.83	933	4.07
Cheese	Natural Varieties	2 # block	447	6.38	1202	6.81	1872	6.29
Cheese	Natural Varieties	8 oz shred	11523	2.35	9000	2.28	10103	2.30
Cheese	Natural Varieties	1 # shred	2372	3.87	2006	3.11	171	4.39
Cottage cheese		16 oz	2261	1.88	1731	1.92	3600	1.95
Cream cheese		8 oz	6175	1.89	4014	1.51	2950	1.79
Flavored milk	All fat tests	half gallon	1930	3.38	1134	3.01	1263	2.25
Flavored milk	All fat tests	gallon			526	2.52	397	3.44
Ice cream		48-64oz	14604	3.02	11643	3.04	15349	3.06
Milk	All fat tests	half gallon	2010	2.53	1076	3.25	1369	1.71
Milk	All fat tests	gallon	1168	2.36	2342	2.24	2737	2.37
Sour cream		16 oz	5499	1.72	6426	1.84	6677	1.79
Yogurt	Greek	4-6 oz	12176	.98	13500	.94	14067	.96
Yogurt	Greek	32 oz	245	4.70	2354	4.31	1982	3.96
Yogurt	Yogurt	4-6 oz	7118	.56	5351	.52	7131	.48
Yogurt	Yogurt	32 oz	969	2.65	2392	2.44	630	2.19

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 #	2.50-4.49	1008	3.65	3.00-3.99	275	3.77	2.50-4.99	793	3.19
Cheese	Natural Varieties	8 oz block	1.66-2.99	2481	2.27	1.99-3.50	2275	2.54	1.88-2.50	1080	2.13
Cheese	Natural Varieties	1 # block				2.99-4.90	799	4.48	2.99	247	2.99
Cheese	Natural Varieties	2 # block							7.99	180	7.99
Cheese	Natural Varieties	8 oz shred	1.66-3.49	2014	2.38	1.99-2.50	3689	2.35	1.88-2.50	2006	2.16
Cheese	Natural Varieties	1 # shred	3.49-4.29	329	3.75	2.99-4.90	950	4.33	2.99	247	2.99
Cottage cheese		16 oz	1.79-2.49	714	2.09	1.25-2.00	972	1.91	1.25-2.00	417	1.38
Cream cheese		8 oz	0.79-2.50	1281	1.65	1.25-2.50	2136	2.09	1.49-2.50	470	1.97
Flavored milk	All fat tests	half gallon				2.50-3.99	1647	3.48	2.50	180	2.50
Ice cream		48-64oz	1.99-3.99	3787	3.01	1.99-3.50	3831	2.86	1.99-3.99	2383	2.83
Milk	All fat tests	half gallon	2.99	304	2.99	0.99-2.50	908	2.25	2.50	180	2.50
Milk	All fat tests	gallon	2.99	62	2.99				1.69-1.99	348	1.88
Sour cream		16 oz	1.29-2.00	1919	1.71	1.25-2.00	1412	1.84	1.25-2.00	950	1.56
Yogurt	Greek	4-6 oz	0.69-1.25	3385	1.00	0.80-1.25	4436	.96	0.89-1.25	871	1.08
Yogurt	Greek	32 oz	3.99-4.99	131	4.44						
Yogurt	Yogurt	4-6 oz	0.38-1.25	2814	.63	0.40-1.25	1378	.56	0.38-0.50	1502	.44
Yogurt	Yogurt	32 oz	2.49-3.99	387	3.20	2.79	61	2.79	2.50	180	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
Butter		1 #	3.19	288	3.19	3.29-3.99	558	3.68	2.99-4.50	248	3.49
Cheese	Natural Varieties	8 oz block	1.67-2.99	1030	2.22	1.67-2.99	943	2.28	1.88-2.50	355	2.38
Cheese	Natural Varieties	1 # block	2.77-3.99	395	3.25	2.99	120	2.99	2.99-5.49	182	3.83
Cheese	Natural Varieties	2 # block							4.99	235	4.99
Cheese	Natural Varieties	8 oz shred	1.66-2.77	2113	2.28	1.99-3.99	1376	2.65	1.88-2.50	256	2.20
Cheese	Natural Varieties	1 # shred	2.77-4.49	274	3.60	2.99-5.99	451	3.86	2.99	121	2.99
Cottage cheese		16 oz	1.99	74	1.99	2.00	63	2.00			
Cream cheese		8 oz	1.49	219	1.49	1.49-2.49	1292	1.91	1.49-2.69	711	1.74
Flavored milk	All fat tests	half gallon	2.50	55	2.50						
Ice cream		48-64oz	1.99-5.50	1954	3.12	1.99-4.99	1917	3.29	1.99-3.99	648	3.48
Milk	All fat tests	half gallon	1.59-2.99	543	2.42						
Milk	All fat tests	gallon	1.87	51	1.87	2.39-2.69	611	2.56	1.69	69	1.69
Sour cream		16 oz	0.99-2.29	947	1.63	2.00	63	2.00	1.29	105	1.29
Yogurt	Greek	4-6 oz	0.79-1.00	899	.92	0.79-1.25	1680	.96	0.68-1.00	689	.95
Yogurt	Greek	32 oz	4.99	114	4.99						
Yogurt	Yogurt	4-6 oz	0.44-1.25	354	.60	0.39-0.60	714	.50	0.48-0.60	296	.52
Yogurt	Yogurt	32 oz	1.50	139	1.50	2.50	199	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 #	3.49-5.00	41	4.24	3.99-4.69	58	4.28
Cheese	Natural Varieties	8 oz block	3.00	21	3.00	3.49-3.99	88	3.84
Cheese	Natural Varieties	1 # block	5.99	2	5.99			
Cheese	Natural Varieties	2 # block	4.98-4.99	5	4.98	7.99	27	7.99
Cheese	Natural Varieties	8 oz shred	2.79-3.00	42	2.90	4.49	27	4.49
Cottage cheese		16 oz	2.50	21	2.50			
Cream cheese		8 oz	1.66-3.00	32	1.93	2.50	34	2.50
Flavored milk	All fat tests	half gallon	3.79	21	3.79	4.99	27	4.99
Ice cream		48-64oz	3.99-4.98	30	4.09	3.00-4.99	54	3.57
Milk	All fat tests	half gallon	4.49	21	4.49	4.99	54	4.99
Milk	All fat tests	gallon				4.99	27	4.99
Sour cream		16 oz	2.50-3.00	49	2.79	2.49-2.69	54	2.59
Yogurt	Greek	4-6 oz	1.25	50	1.25	0.99-1.25	166	1.21
Yogurt	Yogurt	4-6 oz	1.25-3.00	30	1.37	0.59-0.60	30	.59
Yogurt	Yogurt	32 oz				2.79	3	2.79

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 #	319	4.62	121	4.49	154	5.71
Cheese	Natural Varieties	8 oz block	304	3.99			351	4.90
Cheese	Natural Varieties	8 oz shred	667	4.08			229	3.83
Cottage cheese		16 oz	403	3.70	1202	3.94	1975	3.34
Cream cheese		8 oz			105	2.50		
Flavored milk	All fat tests	half gallon			305	2.99	161	4.99
Ice cream		48-64oz	105	5.99	101	5.99		
Milk	All fat tests	half gallon	1674	3.45	3833	3.94	1965	4.37
Milk	All fat tests	gallon	745	6.72	54	5.49	189	5.10
Milk	All fat tests	8 oz UHT	1302	.91	372	.85	1637	1.03
Sour cream		16 oz			1083	2.99	1913	3.27
Yogurt	Greek	4-6 oz	1293	1.15	1153	1.25	3044	1.17
Yogurt	Greek	32 oz	197	4.21	273	6.04	301	3.90
Yogurt	Yogurt	4-6 oz	504	.80	237	1.34	311	1.12
Yogurt	Yogurt	32 oz	423	3.35	714	2.95	723	3.48

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 #	5.00	84	5.00						
Cheese	Natural Varieties	8 oz block	3.99	304	3.99						
Cheese	Natural Varieties	8 oz shred	3.99	304	3.99				3.49	119	3.49
Cottage cheese		16 oz	3.99	108	3.99	3.49-3.99	295	3.59			
Milk	All fat tests	half gallon	3.69-4.99	440	4.45	2.99	234	2.99	2.79-3.19	749	3.00
Milk	All fat tests	gallon	7.99	304	7.99	5.68	195	5.68			
Milk	All fat tests	8 oz UHT	0.83-1.00	324	.89	1.00	61	1.00	0.92	110	.92
Yogurt	Greek	4-6 oz	1.25	304	1.25	1.25	114	1.25	1.00-1.25	458	1.19
Yogurt	Yogurt	4-6 oz	0.58-1.00	394	.78				0.87	110	.87
Yogurt	Yogurt	32 oz	3.69	304	3.69				2.49	119	2.49

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	4.49	114	4.49			

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
Cheese	Natural Varieties	8 oz shred				4.49	244	4.49			
Ice cream		48-64oz							5.99	105	5.99
Milk	All fat tests	half gallon				2.88-3.50	224	3.18			
Milk	All fat tests	gallon				5.98	246	5.98			
Milk	All fat tests	8 oz UHT	0.92	141	.92	0.82-0.89	234	.85	0.83-1.17	355	.89
Yogurt	Greek	4-6 oz	1.00	351	1.00				1.00	66	1.00
Yogurt	Greek	32 oz	5.29	63	5.29	2.99	107	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
Milk	All fat tests	half gallon				5.99	27	5.99
Milk	All fat tests	8 oz UHT	0.87-1.25	50	1.05	1.16	27	1.16
Yogurt	Greek	32 oz				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