



Dairy Market News Branch

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Advertised Prices for Dairy Products at Major Retail Supermarket Outlets ending during the period of 09/01/2017 to 09/07/2017

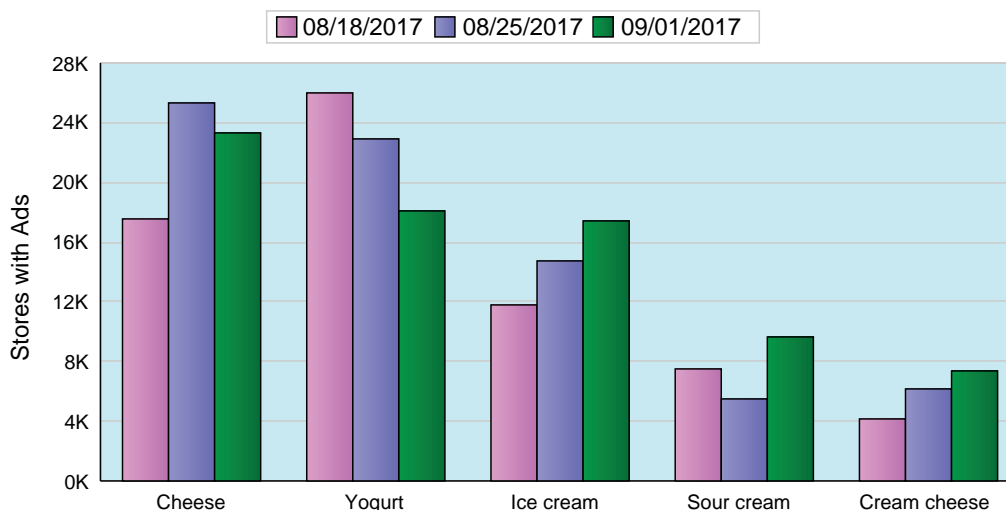
The Labor Day holiday weekend is here and retail supermarket outlets total conventional dairy advertisements increased 7 percent, but organic ads dipped 27 percent. Conventional 1 pound butter advertised price is \$3.56, up 4 cents from last week. Organic 1 pound butter advertised price averaged \$4.49, down 13 cents from the previous week. The organic price premium is \$0.93. The conventional 1 # butter ad numbers increased 78 percent, but organic 1 # butter ads decreased 64 percent. Conventional 48-64 ounce ice cream advertised price is \$3.07, up 5 cents from the previous week. The organic 48-64 ounce ice cream weighted advertised price is \$4.49, down \$1.02 from last week, but ads increased 27 percent. The organic premium price is \$1.90.

The advertised price for 8 ounce conventional cheese blocks averaged \$2.11, down 23 cents from the previous week. The conventional 8 ounce cheese shreds advertised price is \$2.29, down 6 cents from last week. Conventional 8 ounce block ads decreased 16 percent, but 8 ounce shred ads increased 9 percent. There are no reported advertised cheese advertisements this week.

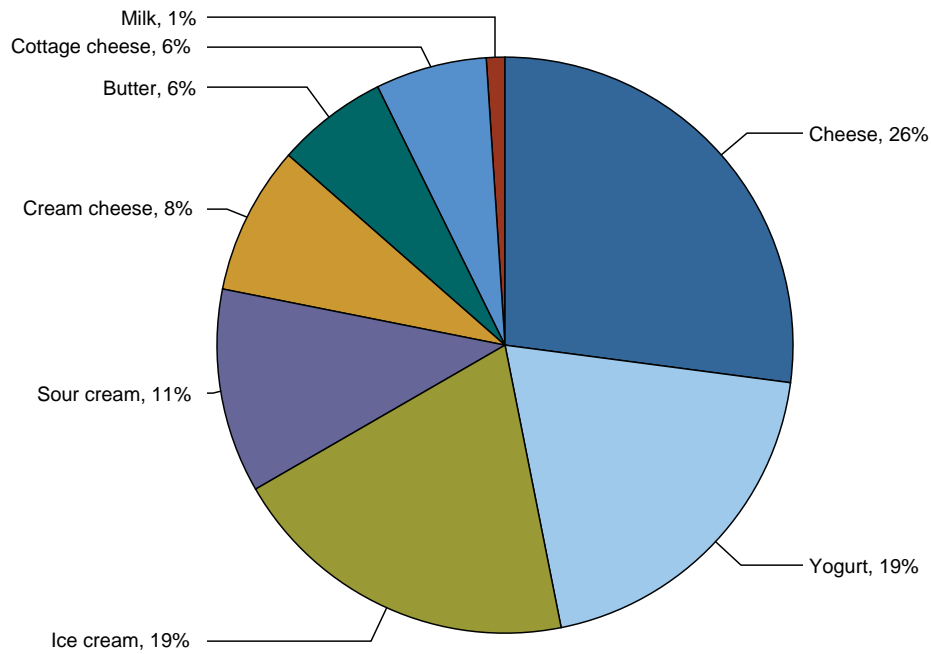
Conventional 4-6 ounce Greek yogurt weighted average price is \$0.94, down 4 cents from last week. Organic 4-6 ounce Greek yogurt weighted average price is \$1.00, down 15 cents from the previous week, but an organic premium price of \$0.06. Conventional 4-6 ounce yogurt ads decreased 28 percent and organic 4-6 ounce yogurt ads decreased 69 percent.

The weighted averaged price from conventional half-gallon milk is \$2.93. The weighted average price for organic half-gallon milk is \$3.63, an organic price premium of \$0.70. Conventional half-gallon milk ad numbers decreased 94 percent, but organic half-gallon milk ads increased 158 percent.

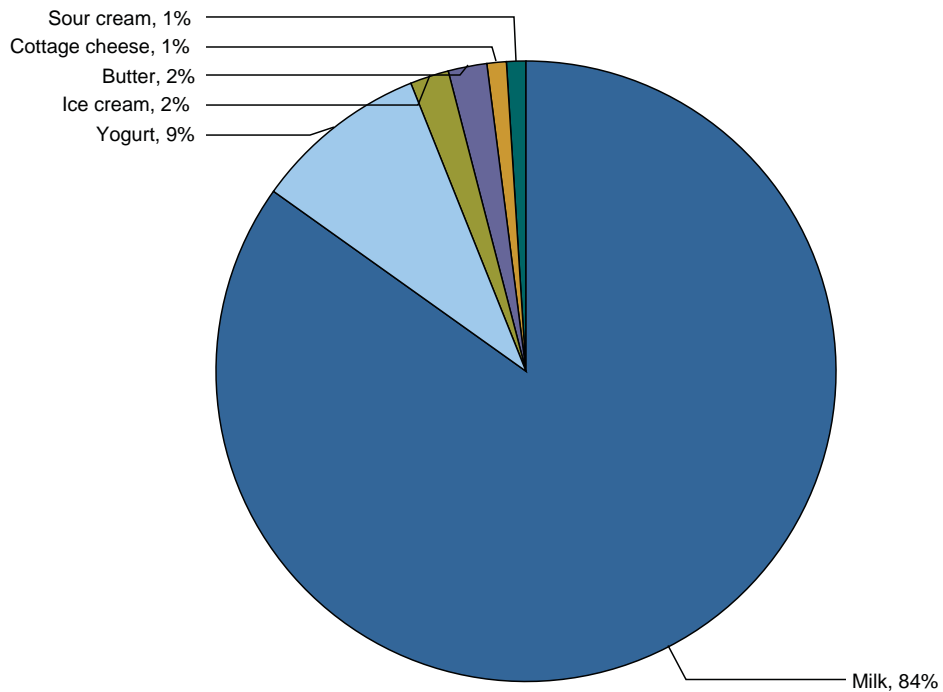
Top 5 Commodities Featured



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 #	5833	3.56	3269	3.52	6045	3.84
Cheese	Natural Varieties	8 oz block	6959	2.11	8273	2.34	9923	2.17
Cheese	Natural Varieties	1 # block	1173	3.77	1745	3.82	1177	3.37
Cheese	Natural Varieties	2 # block	920	5.79	447	6.38	1083	6.22
Cheese	Natural Varieties	8 oz shred	12520	2.29	11523	2.35	10432	2.19
Cheese	Natural Varieties	1 # shred	1688	3.59	2372	3.87	1579	3.09
Cottage cheese		16 oz	5654	2.10	2261	1.88	6064	1.92
Cream cheese		8 oz	7329	1.70	6175	1.89	5392	1.91
Flavored milk	All fat tests	half gallon			1930	3.38	231	2.51
Flavored milk	All fat tests	gallon	198	3.99			461	3.37
Ice cream		48-64oz	17310	3.07	14604	3.02	13879	2.90
Milk	All fat tests	half gallon	126	2.93	2010	2.53	27	3.69
Milk	All fat tests	gallon	691	2.60	1168	2.36	1676	2.80
Sour cream		16 oz	9621	1.77	5499	1.72	9631	3.86
Yogurt	Greek	4-6 oz	8733	.94	12176	.98	10912	.97
Yogurt	Greek	32 oz	1269	4.08	245	4.70	1744	4.44
Yogurt	Yogurt	4-6 oz	7017	.50	7118	.56	8244	.51
Yogurt	Yogurt	32 oz	534	2.73	969	2.65	768	2.20

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	1442	3.58	3.00-4.00	2383	3.67	2.99-3.79	1112	3.19
Cheese	Natural Varieties	8 oz block	1.79-3.00	1334	2.30	1.60-3.50	1683	2.14	1.67-2.49	1388	1.94
Cheese	Natural Varieties	1 # block	3.69-4.99	132	4.28	2.99-3.48	285	3.33	2.99-3.79	340	3.49
Cheese	Natural Varieties	8 oz shred	1.99-3.49	2633	2.53	1.60-3.50	2452	2.18	1.67-2.50	2263	2.06
Cheese	Natural Varieties	1 # shred	4.29	543	4.29	2.99-3.48	285	3.33	2.99-3.79	561	3.29
Cottage cheese		16 oz	1.99-2.99	1434	2.31	1.99-2.99	2242	2.27	1.25-1.89	442	1.49
Cream cheese		8 oz	1.50-2.99	931	1.72	1.49-2.50	1633	1.90	0.79-2.00	1794	1.33
Flavored milk	All fat tests	gallon	3.99	84	3.99						
Ice cream		48-64oz	1.99-3.99	3565	2.78	2.00-3.99	4763	3.11	1.99-3.99	2574	2.94
Milk	All fat tests	half gallon	2.50	72	2.50						
Milk	All fat tests	gallon	2.99	72	2.99				1.99	57	1.99
Sour cream		16 oz	1.29-2.00	2836	1.74	1.29-2.00	2448	1.91	1.25-2.00	1448	1.71
Yogurt	Greek	4-6 oz	0.69-1.00	2059	.94	1.00	2887	1.00	0.59-1.00	1875	.85
Yogurt	Greek	32 oz	3.79-3.99	440	3.89	3.50-5.00	301	4.57	2.99-4.49	286	3.93
Yogurt	Yogurt	4-6 oz	0.39-0.60	1761	.51	0.50-0.55	1144	.55	0.44-0.50	1201	.46
Yogurt	Yogurt	32 oz	2.50	147	2.50				2.00	69	2.00

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 #	3.00-3.50	294	3.09	4.49	244	4.49	2.99-3.99	312	3.59
Cheese	Natural Varieties	8 oz block	1.25-2.50	1361	1.99	1.67-3.00	1083	2.20	2.49	69	2.49
Cheese	Natural Varieties	1 # block	2.99-5.49	247	4.34	3.99	62	3.99	3.69	105	3.69
Cheese	Natural Varieties	2 # block	4.77	235	4.77				4.99-7.99	634	5.87
Cheese	Natural Varieties	8 oz shred	1.66-2.50	2207	2.17	1.67-3.00	2560	2.45	2.22-3.00	334	2.49
Cheese	Natural Varieties	1 # shred	2.50-2.99	194	2.79				3.69	105	3.69
Cottage cheese		16 oz	1.25-2.99	636	1.79	1.25-2.69	817	1.90	1.25	66	1.25
Cream cheese		8 oz	1.49-2.00	736	1.67	1.49-2.50	1460	1.82	1.25-2.69	651	1.72
Flavored milk	All fat tests	gallon				3.99	114	3.99			
Ice cream		48-64oz	1.88-5.99	3704	3.40	1.59-3.99	1924	2.98	1.99-3.49	681	2.89
Milk	All fat tests	half gallon	3.50	51	3.50						
Milk	All fat tests	gallon	2.50-3.49	332	2.88	1.89-2.99	125	2.44	1.99	105	1.99
Sour cream		16 oz	1.25-2.00	981	1.59	1.25-2.69	1550	1.81	1.25-2.50	301	1.65
Yogurt	Greek	4-6 oz	0.79-1.00	588	.93	0.79-1.00	874	.90	0.79-1.00	403	.95
Yogurt	Greek	32 oz	2.99-4.99	242	4.00						
Yogurt	Yogurt	4-6 oz	0.44-0.89	893	.52	0.37-0.60	1459	.48	0.40-0.50	460	.44
Yogurt	Yogurt	32 oz				2.99	246	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 #	3.99-5.00	8	4.24	3.00-4.29	38	4.15
Cheese	Natural Varieties	8 oz block	2.00-2.79	17	2.28	2.00	24	2.00
Cheese	Natural Varieties	1 # block	5.99	2	5.99			
Cheese	Natural Varieties	2 # block	4.99-10.98	51	9.51			
Cheese	Natural Varieties	8 oz shred	2.22-3.48	20	2.62	2.00-2.99	51	2.52
Cottage cheese		16 oz	1.50-2.48	14	1.71	2.59	3	2.59
Cream cheese		8 oz	2.29-3.98	39	3.59	2.25-2.59	85	2.37
Ice cream		48-64oz	2.97-8.99	62	6.03	3.50-3.99	37	3.54
Milk	All fat tests	half gallon				3.69	3	3.69
Sour cream		16 oz	2.48	3	2.48	2.00-2.59	54	2.28
Yogurt	Greek	4-6 oz	1.00-1.19	20	1.06	0.99	27	.99
Yogurt	Yogurt	4-6 oz	0.60-1.25	8	1.09	0.60-0.79	91	.66
Yogurt	Yogurt	32 oz	2.79	11	2.79	2.69-3.49	61	3.04

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 #	114	4.49	319	4.62	423	5.67
Cheese	Natural Varieties	8 oz block			304	3.99	105	4.69
Cheese	Natural Varieties	8 oz shred			667	4.08		
Cottage cheese		16 oz	80	3.50	403	3.70	219	3.39
Flavored milk	All fat tests	half gallon					161	4.99
Ice cream		48-64oz	133	4.97	105	5.99		
Milk	All fat tests	half gallon	4321	3.63	1674	3.45	5255	3.80
Milk	All fat tests	gallon	313	6.77	745	6.72	472	5.47
Milk	All fat tests	8 oz UHT	254	.98	1302	.91	1068	1.01
Sour cream		16 oz	80	2.50			219	2.49
Yogurt	Greek	4-6 oz	403	1.00	1293	1.15	1207	1.11
Yogurt	Greek	32 oz	119	5.49	197	4.21	245	5.65
Yogurt	Yogurt	4-6 oz			504	.80	161	.60
Yogurt	Yogurt	32 oz			423	3.35	2107	3.97

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
Milk	All fat tests	half gallon	3.69-5.99	729	4.33	3.00-4.68	1761	3.46	2.99-3.99	712	3.64
Milk	All fat tests	gallon							5.99	69	5.99
Milk	All fat tests	8 oz UHT							0.92	110	.92
Yogurt	Greek	4-6 oz	1.00	72	1.00	1.00	204	1.00	1.00	127	1.00
Yogurt	Greek	32 oz							5.49	119	5.49

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	114	4.49						
Cottage cheese		16 oz	3.50	80	3.50						
Ice cream		48-64oz	4.97	133	4.97						
Milk	All fat tests	half gallon	2.99-3.99	668	3.35	2.99-3.99	451	3.52			
Milk	All fat tests	gallon				6.99	244	6.99			
Milk	All fat tests	8 oz UHT	0.92	78	.92				1.17	66	1.17
Sour cream		16 oz	2.50	80	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

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