



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/dybretail.pdf>

Volume 84- Number 36

Issued Weekly

Friday, September 8, 2017

Advertised Prices for Dairy Products at Major Retail Supermarket Outlets ending during the period of 09/08/2017 to 09/14/2017

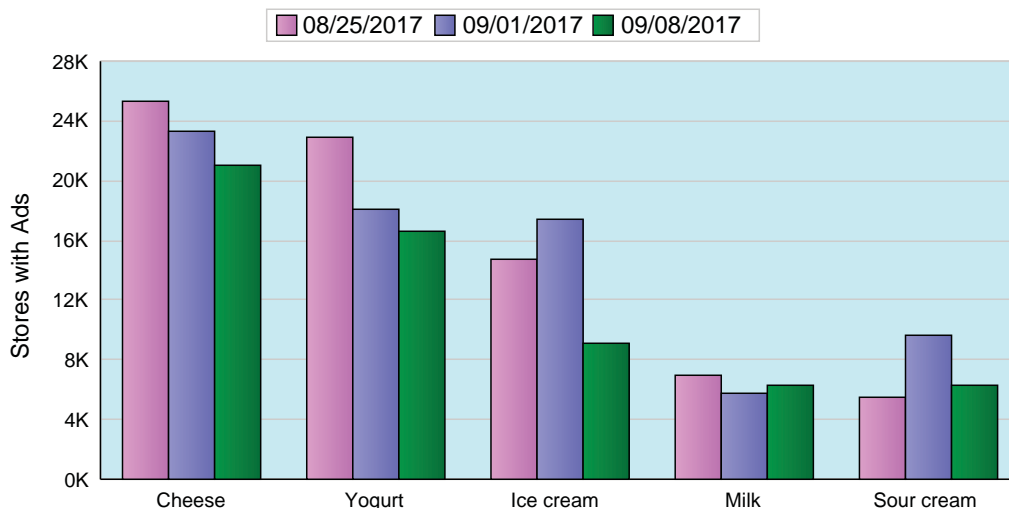
The week following Labor Day brought decreases in retail ads for conventional butter (-42 percent) and ice cream (-48 percent). Organic butter ad numbers increased 398 percent. Conventional 1 pound butter has an average advertised price of \$3.49, down 7 cents from last week. Organic 1 pound butter averages \$5.43, up 94 cents from last week, an organic price premium of \$1.94. Conventional 48-64 ounce ice cream's advertised price is \$2.96, down 11 cents from the previous week. Organic 48-64 ounce ice cream has a weighted average advertised price of \$5.49, up \$0.52 from last week, a \$2.53 organic price premium.

The advertised price for 8 ounce conventional cheese blocks averaged \$2.20, while 8 ounce organic cheese averaged \$3.49, an organic premium of \$1.29. Conventional 8 ounce cheese shreds average \$2.26, while organic 8 ounce cheese shreds average \$3.49, an organic premium of \$1.23.

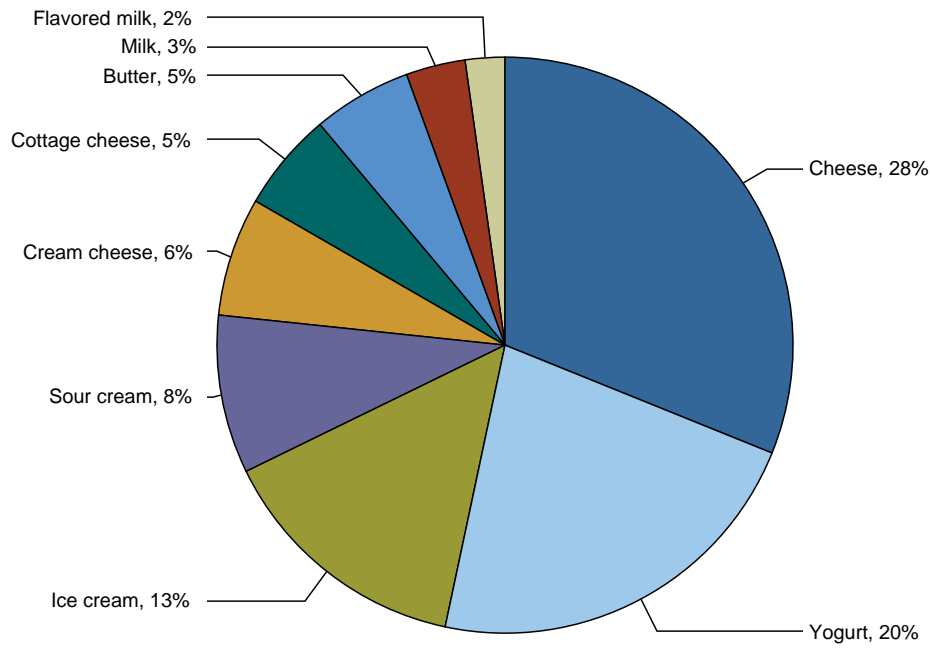
Conventional 4-6 ounce Greek yogurt has a weighted average price of \$0.98, up 4 cents from last week. Organic 4-6 ounce Greek yogurt has a weighted average price of \$1.19, up 19 cents from the previous week, yielding an organic premium of \$0.21. Conventional 4-6 ounce yogurt ads decreased 41 percent and organic 4-6 ounce yogurt has no ads for this week.

The weighted average price for conventional half-gallon milk is \$2.43. The weighted average price for organic half-gallon milk is \$3.87, an organic price premium of \$1.44. Conventional half-gallon milk ad numbers increased 506 percent, but organic half-gallon milk ads decreased 18 percent.

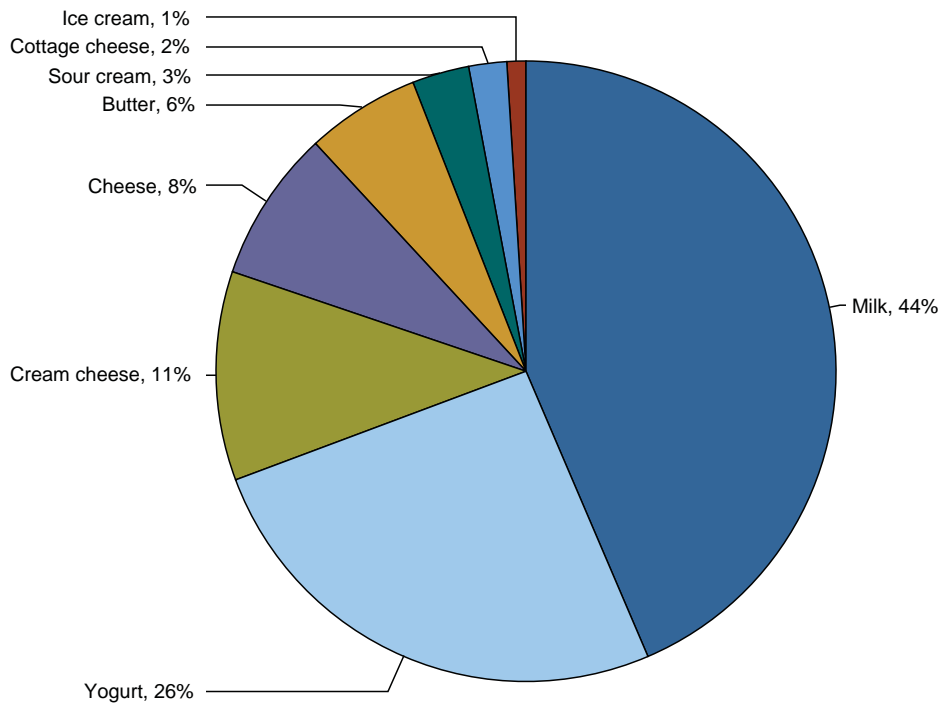
Top 5 Commodities Featured



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 # | 3359 | 3.49 | 5833 | 3.56 | 2997 | 3.29 |
| Cheese | Natural Varieties | 8 oz block | 5001 | 2.20 | 6959 | 2.11 | 10142 | 2.10 |
| Cheese | Natural Varieties | 1 # block | 3325 | 3.82 | 1173 | 3.77 | 1262 | 3.53 |
| Cheese | Natural Varieties | 2 # block | 1106 | 6.99 | 920 | 5.79 | 931 | 6.01 |
| Cheese | Natural Varieties | 8 oz shred | 7305 | 2.26 | 12520 | 2.29 | 11773 | 2.18 |
| Cheese | Natural Varieties | 1 # shred | 3517 | 3.59 | 1688 | 3.59 | 571 | 3.51 |
| Cottage cheese | | 16 oz | 3593 | 2.13 | 5654 | 2.10 | 5412 | 1.70 |
| Cream cheese | | 8 oz | 4263 | 1.72 | 7329 | 1.70 | 3541 | 1.88 |
| Egg nog | | half gallon | | | | | 78 | 2.99 |
| Flavored milk | All fat tests | half gallon | 1092 | 2.31 | | | 1548 | 1.28 |
| Flavored milk | All fat tests | gallon | 345 | 2.97 | 198 | 3.99 | 610 | 2.29 |
| Ice cream | | 48-64oz | 9029 | 2.96 | 17310 | 3.07 | 9183 | 3.09 |
| Milk | All fat tests | half gallon | 763 | 2.43 | 126 | 2.93 | 1593 | 1.17 |
| Milk | All fat tests | gallon | 1389 | 2.85 | 691 | 2.60 | 1934 | 2.82 |
| Sour cream | | 16 oz | 6047 | 1.85 | 9621 | 1.77 | 8553 | 1.58 |
| Yogurt | Greek | 4-6 oz | 7859 | .98 | 8733 | .94 | 12113 | .97 |
| Yogurt | Greek | 32 oz | 785 | 3.94 | 1269 | 4.08 | 1967 | 4.19 |
| Yogurt | Yogurt | 4-6 oz | 4156 | .52 | 7017 | .50 | 9349 | .48 |
| Yogurt | Yogurt | 32 oz | 1360 | 2.81 | 534 | 2.73 | 761 | 2.35 |

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 # | 2.79-4.49 | 1228 | 3.34 | 3.50-3.99 | 1647 | 3.66 | 2.99-3.50 | 294 | 3.29 |
| Cheese | Natural Varieties | 8 oz block | 1.50-2.50 | 1143 | 2.20 | 1.67-2.50 | 1945 | 2.18 | 1.67-2.50 | 1291 | 2.04 |
| Cheese | Natural Varieties | 1 # block | 1.99-4.09 | 718 | 3.19 | 3.99 | 1216 | 3.99 | 2.99 | 477 | 2.99 |
| Cheese | Natural Varieties | 2 # block | 6.99 | 53 | 6.99 | | | | | | |
| Cheese | Natural Varieties | 8 oz shred | 1.50-3.00 | 2572 | 2.16 | 1.67-2.50 | 1725 | 2.20 | 1.66-3.00 | 1230 | 2.25 |
| Cheese | Natural Varieties | 1 # shred | 3.49-4.29 | 1286 | 3.94 | 3.99 | 1002 | 3.99 | 2.99 | 587 | 2.99 |
| Cottage cheese | | 16 oz | 1.99-2.50 | 1720 | 2.20 | 2.00 | 502 | 2.00 | 1.89 | 119 | 1.89 |
| Cream cheese | | 8 oz | 1.67-2.00 | 1788 | 1.82 | 1.49-1.67 | 385 | 1.52 | 1.67-1.69 | 319 | 1.68 |
| Flavored milk | All fat tests | half gallon | 1.99 | 161 | 1.99 | 2.50 | 564 | 2.50 | 2.00 | 180 | 2.00 |
| Flavored milk | All fat tests | gallon | | | | | | | 3.49 | 213 | 3.49 |
| Ice cream | | 48-64oz | 2.50-3.74 | 2313 | 2.76 | 2.50-4.99 | 2061 | 2.99 | 2.50-3.99 | 2124 | 2.98 |
| Milk | All fat tests | half gallon | | | | 2.50 | 502 | 2.50 | 1.50 | 69 | 1.50 |
| Milk | All fat tests | gallon | 2.99 | 62 | 2.99 | 3.99 | 214 | 3.99 | 2.99 | 53 | 2.99 |
| Sour cream | | 16 oz | 1.50-2.50 | 2218 | 1.90 | 1.50-2.50 | 1928 | 1.76 | 1.50-1.89 | 399 | 1.69 |
| Yogurt | Greek | 4-6 oz | 0.75-1.00 | 2368 | .98 | 1.00 | 1902 | 1.00 | 0.77-1.00 | 595 | .93 |
| Yogurt | Greek | 32 oz | 3.99-4.99 | 268 | 4.65 | | | | 4.99 | 119 | 4.99 |

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 | 4-6 oz | 0.50-0.60 | 774 | .52 | 0.50 | 1208 | .50 | 0.39-0.66 | 822 | .51 |
| Yogurt | Yogurt | 32 oz | 1.99-3.00 | 741 | 2.65 | 2.99 | 227 | 2.99 | 2.50 | 180 | 2.50 |

| 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 | 62 | 2.50 | 2.99-3.99 | 125 | 3.49 | | | |
| Cheese | Natural Varieties | 8 oz block | 1.99-3.50 | 326 | 2.75 | | | | 1.99-2.99 | 256 | 2.47 |
| Cheese | Natural Varieties | 1 # block | 2.50-2.99 | 158 | 2.74 | 4.99 | 613 | 4.99 | 3.99-4.99 | 130 | 4.46 |
| Cheese | Natural Varieties | 2 # block | 5.99-7.99 | 242 | 6.99 | 5.99-7.99 | 501 | 6.96 | 6.99 | 289 | 6.99 |
| Cheese | Natural Varieties | 8 oz shred | 1.99-3.00 | 1010 | 2.45 | 1.99 | 174 | 1.99 | 1.99-3.00 | 531 | 2.61 |
| Cheese | Natural Varieties | 1 # shred | 2.50-2.99 | 511 | 2.78 | 2.99 | 120 | 2.99 | | | |
| Cottage cheese | | 16 oz | 2.00-2.99 | 264 | 2.49 | 1.25-2.00 | 444 | 1.89 | 1.99-2.50 | 521 | 2.12 |
| Cream cheese | | 8 oz | 1.00-2.49 | 835 | 1.56 | 1.50-1.88 | 445 | 1.71 | 1.19-2.49 | 485 | 1.79 |
| Flavored milk | All fat tests | half gallon | 1.50 | 139 | 1.50 | | | | | | |
| Flavored milk | All fat tests | gallon | 1.99 | 121 | 1.99 | | | | | | |
| Ice cream | | 48-64oz | 2.50-5.88 | 812 | 3.44 | 2.49-3.50 | 1381 | 2.82 | 2.50-3.99 | 242 | 3.38 |
| Milk | All fat tests | half gallon | 1.69-2.69 | 171 | 2.36 | | | | | | |
| Milk | All fat tests | gallon | 1.87-3.49 | 558 | 2.59 | 2.59 | 485 | 2.59 | | | |
| Sour cream | | 16 oz | 1.39-2.00 | 377 | 1.72 | 1.25-2.00 | 506 | 1.90 | 1.99-2.50 | 529 | 2.05 |
| Yogurt | Greek | 4-6 oz | 0.88-1.00 | 860 | .97 | 0.88-1.00 | 1333 | .97 | 0.89-1.00 | 706 | .98 |
| Yogurt | Greek | 32 oz | 3.50-4.99 | 154 | 4.22 | 2.49 | 244 | 2.49 | | | |
| Yogurt | Yogurt | 4-6 oz | 0.20-0.60 | 542 | .53 | 0.42-0.60 | 689 | .52 | 0.50 | 61 | .50 |
| Yogurt | Yogurt | 32 oz | 4.49 | 80 | 4.49 | 2.50 | 62 | 2.50 | 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 # | | | | 4.99 | 3 | 4.99 |
| Cheese | Natural Varieties | 8 oz block | 2.39 | 6 | 2.39 | 2.50 | 34 | 2.50 |
| Cheese | Natural Varieties | 1 # block | 3.50-5.69 | 13 | 3.84 | | | |
| Cheese | Natural Varieties | 2 # block | 7.49 | 21 | 7.49 | | | |
| Cheese | Natural Varieties | 8 oz shred | 2.39-3.50 | 29 | 2.76 | 2.50 | 34 | 2.50 |
| Cheese | Natural Varieties | 1 # shred | 3.50 | 11 | 3.50 | | | |
| Cottage cheese | | 16 oz | 2.50 | 23 | 2.50 | | | |
| Cream cheese | | 8 oz | 1.99 | 6 | 1.99 | | | |
| Flavored milk | All fat tests | half gallon | 3.79 | 21 | 3.79 | 5.49 | 27 | 5.49 |
| Flavored milk | All fat tests | gallon | 3.79 | 11 | 3.79 | | | |
| Ice cream | | 48-64oz | 3.50-4.00 | 72 | 3.71 | 3.25 | 24 | 3.25 |
| Milk | All fat tests | half gallon | 4.49 | 21 | 4.49 | | | |
| Milk | All fat tests | gallon | 2.98-3.79 | 14 | 3.62 | 4.99 | 3 | 4.99 |
| Sour cream | | 16 oz | 1.50-3.00 | 66 | 2.51 | 2.29 | 24 | 2.29 |

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 | Greek | 4-6 oz | 1.00-1.28 | 58 | 1.14 | 0.95-1.25 | 37 | 1.23 |
| Yogurt | Yogurt | 4-6 oz | 0.50 | 30 | .50 | 0.60-0.69 | 30 | .61 |
| Yogurt | Yogurt | 32 oz | 3.98 | 3 | 3.98 | 3.79 | 6 | 3.79 |

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 # | 568 | 5.43 | 114 | 4.49 | 455 | 4.69 |
| Cheese | Natural Varieties | 8 oz block | 21 | 3.49 | | | 310 | 3.50 |
| Cheese | Natural Varieties | 8 oz shred | 704 | 3.49 | | | 196 | 3.78 |
| Cheese | Natural Varieties | 1 # shred | 51 | 6.99 | | | | |
| Cottage cheese | | 16 oz | 162 | 3.24 | 80 | 3.50 | 219 | 2.73 |
| Cream cheese | | 8 oz | 1083 | 2.50 | | | | |
| Flavored milk | All fat tests | half gallon | | | | | 1083 | 4.49 |
| Ice cream | | 48-64oz | 63 | 5.49 | 133 | 4.97 | | |
| Milk | All fat tests | half gallon | 3530 | 3.87 | 4321 | 3.63 | 4918 | 3.94 |
| Milk | All fat tests | gallon | 514 | 5.99 | 313 | 6.77 | 214 | 4.99 |
| Milk | All fat tests | 8 oz UHT | 129 | .90 | 254 | .98 | 105 | 1.00 |
| Sour cream | | 16 oz | 260 | 2.50 | 80 | 2.50 | 310 | 2.02 |
| Yogurt | Greek | 4-6 oz | 1459 | 1.19 | 403 | 1.00 | 912 | 1.06 |
| Yogurt | Greek | 32 oz | 119 | 5.49 | 119 | 5.49 | | |
| Yogurt | Yogurt | 4-6 oz | | | | | 59 | .99 |
| Yogurt | Yogurt | 32 oz | 898 | 3.69 | | | 2301 | 3.96 |

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 | 100 | 4.99 | 5.49 | 214 | 5.49 | | | |

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 |
| Cream cheese | | 8 oz | | | | 2.50 | 1083 | 2.50 | | | |
| Milk | All fat tests | half gallon | 3.99-4.99 | 632 | 4.87 | 2.99-4.99 | 1809 | 3.87 | 2.99-3.99 | 438 | 3.33 |
| Milk | All fat tests | gallon | 5.99 | 167 | 5.99 | | | | 5.99 | 180 | 5.99 |
| Milk | All fat tests | 8 oz UHT | 0.83 | 108 | .83 | | | | | | |
| Sour cream | | 16 oz | | | | | | | 2.50 | 180 | 2.50 |
| Yogurt | Greek | 4-6 oz | 1.00 | 376 | 1.00 | 1.25 | 1083 | 1.25 | | | |
| Yogurt | Greek | 32 oz | | | | | | | 5.49 | 119 | 5.49 |
| 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 # | 5.49 | 80 | 5.49 | | | | 5.00-5.99 | 174 | 5.60 |
| Cheese | Natural Varieties | 8 oz shred | | | | | | | 3.49-3.50 | 683 | 3.49 |
| Cheese | Natural Varieties | 1 # shred | 6.99 | 51 | 6.99 | | | | | | |
| Cottage cheese | | 16 oz | 2.99-3.50 | 162 | 3.24 | | | | | | |
| Ice cream | | 48-64oz | 5.49 | 63 | 5.49 | | | | | | |
| Milk | All fat tests | half gallon | 2.99 | 121 | 2.99 | 2.99 | 117 | 2.99 | 3.00-3.50 | 358 | 3.40 |
| Milk | All fat tests | gallon | | | | 5.99 | 167 | 5.99 | | | |
| Sour cream | | 16 oz | 2.50 | 80 | 2.50 | | | | | | |
| Yogurt | Yogurt | 32 oz | | | | | | | 4.99 | 289 | 4.99 |

| 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 |
| Cheese | Natural Varieties | 8 oz block | 3.49 | 21 | 3.49 | | | |
| Cheese | Natural Varieties | 8 oz shred | 3.49 | 21 | 3.49 | | | |
| Milk | All fat tests | half gallon | 3.50 | 21 | 3.50 | 3.39 | 34 | 3.39 |
| Milk | All fat tests | 8 oz UHT | 1.25 | 21 | 1.25 | | | |
| Yogurt | Yogurt | 32 oz | 5.49 | 21 | 5.49 | | | |

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 |

Wtd Avg - Simple weighted average