



Dairy Market News Branch

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Advertised Prices for Dairy Products at Major Retail Supermarket Outlets ending during the period of 09/15/2017 to 09/21/2017

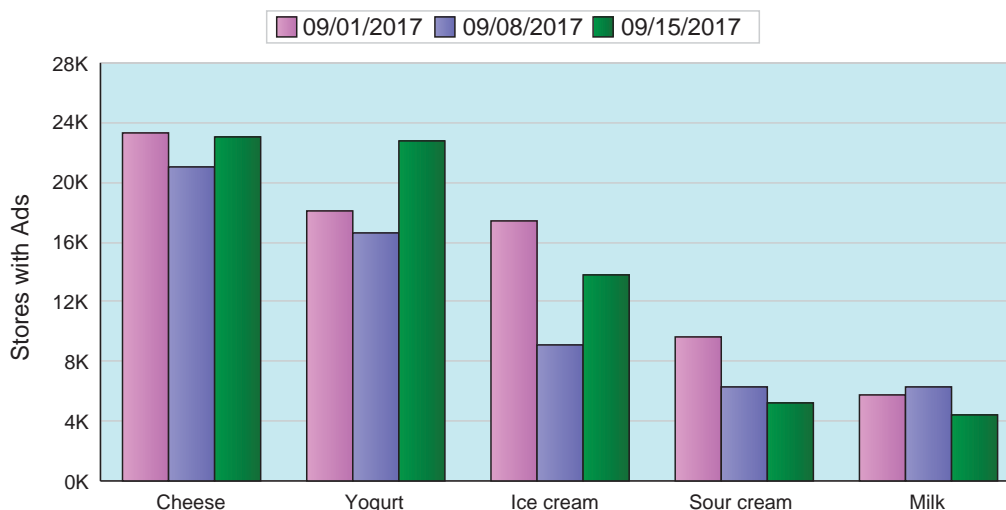
This week, total conventional dairy ads increased 12 percent, while organic dairy ads decreased 26 percent. Conventional ice cream ads increased late in the summer, up 53 percent from last week. The U.S. weighted average advertised price for conventional ice cream in 48-64 oz. containers is \$3.24, up 28 cents from the last period. Meanwhile, reported advertised pricing for organic ice cream in 48-64 oz. containers is \$5.49, for an organic premium of \$2.25.

The U.S. advertised price for 8 ounce conventional cheese blocks averaged \$2.09, down 11 cents from last week. The advertised price for conventional 8 ounce shred cheese averaged \$2.17, down 9 cents from last week. Conventional cheese ad numbers increased 13 percent from the previous week. Organic cheese ad numbers decreased by 70 percent this week.

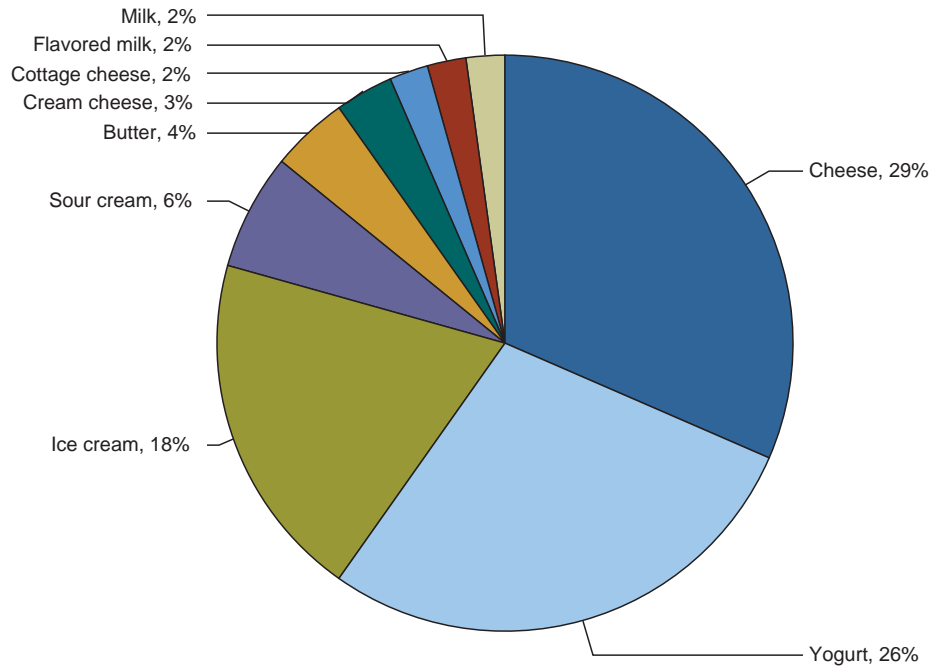
Conventional 4-6 ounce Greek yogurt has an average sale price of \$0.98, unchanged from the previous week. Organic 4-6 ounce Greek yogurt has an average price of \$1.25, up 6 cents, resulting in an organic premium of 27 cents. The average price for 4-6 ounce conventional yogurt is \$0.49, while the price for organic yogurt is \$1.00, resulting in a \$0.51 organic premium. Total conventional yogurt ads increased 46 percent, while organic yogurt ads decreased 15 percent.

The weighted average price for conventional half gallon milk is \$2.50. The weighted average price for organic half gallon is \$3.82, resulting in an organic price premium of \$1.32. Organic milk ad numbers decreased 23 percent, and ads for conventional milk decreased 44 percent.

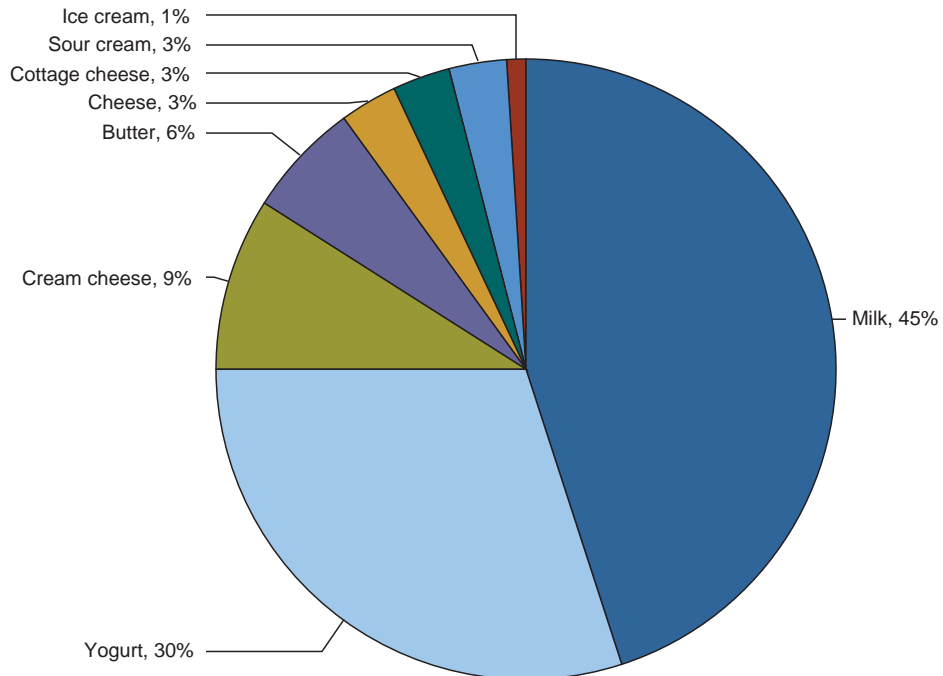
Top 5 Commodities Featured



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 #	3208	3.84	3359	3.49	4325	3.64
Cheese	Natural Varieties	8 oz block	9296	2.09	5001	2.20	8641	2.40
Cheese	Natural Varieties	1 # block	1314	3.76	3325	3.82	2142	3.68
Cheese	Natural Varieties	2 # block	1687	5.73	1106	6.99	1097	6.43
Cheese	Natural Varieties	8 oz shred	8374	2.17	7305	2.26	9430	2.39
Cheese	Natural Varieties	1 # shred	2083	3.95	3517	3.59	2132	3.62
Cottage cheese		16 oz	1963	2.36	3593	2.13	2720	1.85
Cream cheese		8 oz	2217	2.05	4263	1.72	5343	2.04
Flavored milk	All fat tests	half gallon	1216	2.78	1092	2.31	900	1.91
Flavored milk	All fat tests	gallon	11	3.79	345	2.97	404	2.82
Ice cream		48-64oz	13793	3.24	9029	2.96	12305	3.10
Milk	All fat tests	half gallon	108	2.50	763	2.43	150	1.77
Milk	All fat tests	gallon	1100	2.45	1389	2.85	2473	2.71
Sour cream		16 oz	5062	1.69	6047	1.85	5368	1.70
Yogurt	Greek	4-6 oz	12938	.98	7859	.98	14924	.95
Yogurt	Greek	32 oz	1790	4.23	785	3.94	3760	4.58
Yogurt	Yogurt	4-6 oz	4670	.49	4156	.52	7191	.50
Yogurt	Yogurt	32 oz	1257	2.83	1360	2.81	1804	2.50

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 #	2.89-4.99	916	3.93	3.98-3.99	1799	3.99	2.88-2.89	222	2.89
Cheese	Natural Varieties	8 oz block	1.25-3.29	2763	2.22	1.99-2.50	1997	2.26	1.48-2.00	2291	1.94
Cheese	Natural Varieties	1 # block	4.19	304	4.19	2.99	324	2.99	3.49-3.79	374	3.69
Cheese	Natural Varieties	2 # block	6.99	53	6.99	5.99	64	5.99	3.79	98	3.79
Cheese	Natural Varieties	8 oz shred	1.25-2.99	2201	2.14	1.99-2.50	2148	2.27	1.48-2.50	2078	2.06
Cheese	Natural Varieties	1 # shred				2.99-4.99	826	4.21	3.00-3.99	431	3.65
Cottage cheese		16 oz	1.99-3.50	1135	2.22				1.89-3.50	235	2.68
Cream cheese		8 oz	1.50-2.99	1197	2.25	1.50	195	1.50	1.50-2.00	323	1.83
Flavored milk	All fat tests	half gallon	2.50-3.00	502	2.74				1.77-4.00	616	2.80
Ice cream		48-64oz	1.99-3.50	2469	2.64	2.39-5.99	5718	3.24	2.77-3.99	2048	3.37
Milk	All fat tests	half gallon	2.50	108	2.50						
Milk	All fat tests	gallon	3.49	137	3.49				1.88-1.99	347	1.97
Sour cream		16 oz	1.50-2.00	1983	1.73	1.50-1.66	1086	1.51	1.50-1.78	331	1.68
Yogurt	Greek	4-6 oz	0.69-1.00	3068	.97	1.00	3619	1.00	0.80-1.00	1971	.98
Yogurt	Greek	32 oz	3.99-5.49	740	5.01	3.50	735	3.50	3.99	180	3.99
Yogurt	Yogurt	4-6 oz	0.40-0.63	1338	.47	0.50	557	.50	0.40-0.50	1280	.45
Yogurt	Yogurt	32 oz	2.50	118	2.50				2.99	588	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 #	2.99-3.99	127	3.42	2.99	117	2.99			
Cheese	Natural Varieties	8 oz block	0.99-2.00	1025	1.66	0.99-2.50	993	1.83	2.00-2.50	129	2.27
Cheese	Natural Varieties	1 # block	3.00-4.99	173	3.63	4.99	137	4.99			
Cheese	Natural Varieties	2 # block	4.99-5.99	242	5.49	4.99-7.99	413	6.20	4.99-5.99	744	5.52
Cheese	Natural Varieties	8 oz shred	1.49-2.99	824	2.24	1.67-2.50	662	2.06	1.50-2.50	361	2.15
Cheese	Natural Varieties	1 # shred	3.00-4.99	461	3.73	3.79	331	3.79			
Cottage cheese		16 oz	2.99	194	2.99	2.00	227	2.00	1.99	105	1.99
Cream cheese		8 oz	1.69-2.50	267	2.18	1.50	137	1.50	1.50	66	1.50
Flavored milk	All fat tests	half gallon	2.39	74	2.39						
Ice cream		48-64oz	1.88-5.99	1848	3.80	1.88-3.99	1256	3.16	1.99-3.99	322	3.06
Milk	All fat tests	gallon	1.99-2.99	177	2.55	2.59-2.69	331	2.62	1.99	105	1.99
Sour cream		16 oz	1.00-1.89	489	1.62	1.99-2.00	598	1.99	1.29-1.99	455	1.45
Yogurt	Greek	4-6 oz	0.79-1.00	1299	.99	0.88-1.00	1896	.97	0.88-1.00	945	.96
Yogurt	Greek	32 oz	4.99	74	4.99				3.50	61	3.50
Yogurt	Yogurt	4-6 oz	0.40-0.60	572	.51	0.50-0.63	687	.55	0.25-0.69	196	.44
Yogurt	Yogurt	32 oz	2.69-4.99	213	3.55	2.00-2.50	306	2.10			

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	27	3.99
Cheese	Natural Varieties	8 oz block	3.00-4.50	37	4.22	5.49-7.49	61	6.38
Cheese	Natural Varieties	1 # block	5.69	2	5.69			
Cheese	Natural Varieties	2 # block	5.98-6.99	19	6.25	5.99-9.99	54	7.99
Cheese	Natural Varieties	8 oz shred	3.00-4.50	35	4.23	2.00-3.00	65	2.93
Cheese	Natural Varieties	1 # shred				5.99	34	5.99
Cottage cheese		16 oz	1.66-2.50	13	1.79	2.59-4.69	54	3.97
Cream cheese		8 oz	1.99	5	1.99	2.79	27	2.79
Flavored milk	All fat tests	half gallon				4.49	24	4.49
Flavored milk	All fat tests	gallon	3.79	11	3.79			
Ice cream		48-64oz	3.99-8.99	33	8.23	3.50-6.29	99	4.47
Milk	All fat tests	gallon	2.98	3	2.98			
Sour cream		16 oz	1.66-2.29	32	2.07	1.99-2.69	88	2.42
Yogurt	Greek	4-6 oz	0.99-1.66	45	1.43	0.99-1.25	95	1.07
Yogurt	Yogurt	4-6 oz	0.50	13	.50	0.88	27	.88
Yogurt	Yogurt	32 oz	3.50	2	3.50	2.59-3.49	30	3.40

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 #	392	4.52	568	5.43	798	5.05
Cheese	Natural Varieties	8 oz block			21	3.49	371	3.21
Cheese	Natural Varieties	8 oz shred	235	3.61	704	3.49	369	3.21
Cheese	Natural Varieties	1 # shred			51	6.99		
Cottage cheese		16 oz	194	3.50	162	3.24	105	2.99
Cream cheese		8 oz	661	2.29	1083	2.50		
Ice cream		48-64oz	63	5.49	63	5.49	1083	4.00
Milk	All fat tests	half gallon	2285	3.82	3530	3.87	2678	3.70
Milk	All fat tests	gallon	665	5.99	514	5.99	740	5.25
Milk	All fat tests	8 oz UHT	245	.87	129	.90	638	1.02
Sour cream		16 oz	194	2.50	260	2.50		
Yogurt	Greek	4-6 oz	169	1.25	1459	1.19	1480	1.08
Yogurt	Greek	32 oz	62	3.69	119	5.49	289	4.49
Yogurt	Yogurt	4-6 oz	348	1.00			59	.99
Yogurt	Yogurt	32 oz	1524	2.62	898	3.69		

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
Butter		1 #							4.49	119	4.49
Cheese	Natural Varieties	8 oz shred							3.49	180	3.49
Cream cheese		8 oz							1.50-2.50	595	2.27
Milk	All fat tests	half gallon	3.69-4.99	602	4.41	4.29	214	4.29	2.99-3.99	808	3.25
Milk	All fat tests	gallon	5.99-7.49	314	6.69	4.97	214	4.97			
Milk	All fat tests	8 oz UHT							0.75	110	.75
Yogurt	Greek	4-6 oz	1.25	59	1.25				1.25	110	1.25
Yogurt	Greek	32 oz	3.69	62	3.69						
Yogurt	Yogurt	4-6 oz							1.00	348	1.00
Yogurt	Yogurt	32 oz	2.99	255	2.99				2.50	595	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 #				4.49	246	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	3.99	55	3.99						
Cottage cheese		16 oz	3.50	194	3.50						
Cream cheese		8 oz							2.50	66	2.50
Ice cream		48-64oz	5.49	63	5.49						
Milk	All fat tests	half gallon	2.99	78	2.99	2.99-3.49	336	3.36	3.49-3.99	135	3.75
Milk	All fat tests	gallon				5.98	137	5.98			
Milk	All fat tests	8 oz UHT							0.92-1.00	135	.96
Sour cream		16 oz	2.50	194	2.50						
Yogurt	Yogurt	32 oz	2.50-3.50	343	2.66	2.50	331	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 #				4.99	27	4.99
Milk	All fat tests	half gallon				4.49-6.99	112	5.80

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