



Dairy Market News Branch

Agricultural
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National Retail Report-Dairy

Websites: <http://www.marketnews.usda.gov/mnp/da-home> and <http://www.ams.usda.gov/mnreports/dybretil.pdf>

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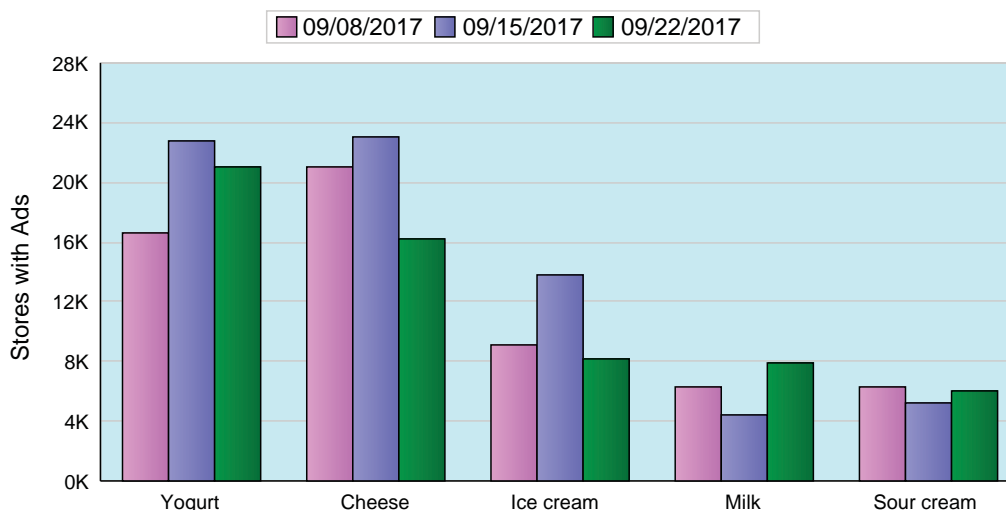
Advertised Prices for Dairy Products at Major Retail Supermarket Outlets ending during the period of 09/22/2017 to 09/28/2017

With the fall season upon us, this week, total conventional dairy ads declined 14 percent, while organic dairy ads increased 20 percent. Conventional ice cream ads are down 42 percent from last week. The U.S. weighted average advertised price for conventional ice cream in 48-64 oz. containers is \$3.46, up 22 cents from the last period. Meanwhile, reported total advertising for organic ice cream in 48-64 oz. containers increased 81 percent, while average prices, at \$5.49, are unchanged from last week, with an organic premium of \$2.03. The U.S. advertised price for 8 ounce conventional cheese blocks averaged \$2.11, up 2 cents from last week. The advertised price for conventional 8 ounce shred cheese averaged \$2.19, up 2 cents from last week. Conventional cheese ad numbers declined 31 percent from the previous week. Organic cheese ad numbers increased significantly, 91 percent this week.

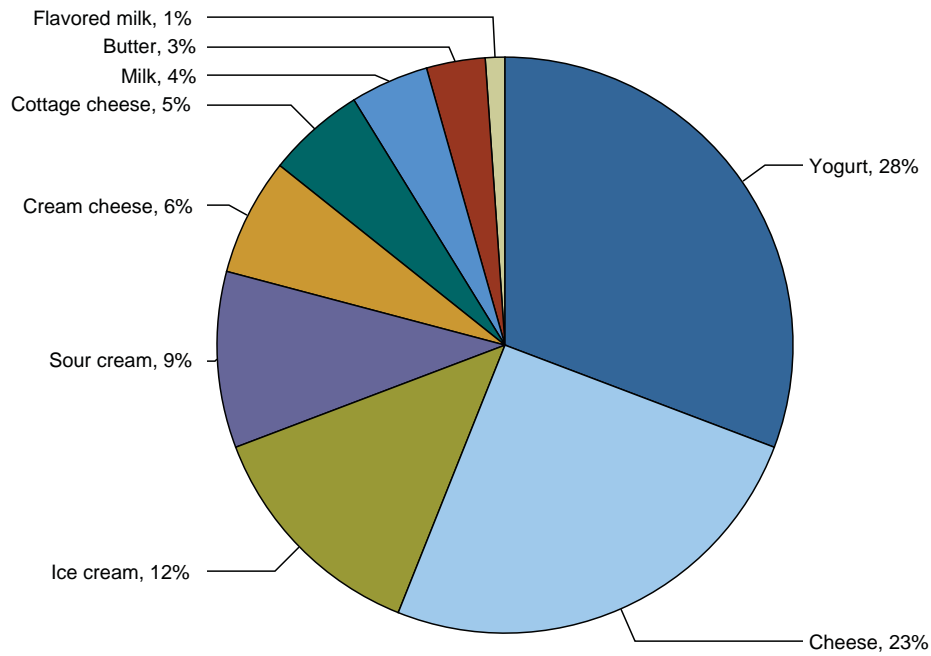
Conventional 4-6 ounce Greek yogurt has an average sale price of \$1.01, up 3 cents from the previous week. Organic 4-6 ounce Greek yogurt has an average price of \$1.11, down 14 cents and resulting in an organic premium of 10 cents. The average price for 4-6 ounce conventional yogurt is \$0.49, while the price for organic yogurt is \$1.19, resulting in a 70 cents organic premium. Both total conventional yogurt ads and total organic yogurt ads decreased 8 percent.

The weighted average price for conventional half gallon milk is \$2.58. The weighted average price for organic half gallon is \$3.70, resulting in an organic price premium of \$1.12. The weighted advertised price for conventional gallon milk is \$2.54. The weighted average price for organic gallon milk is \$5.73, resulting in an organic price premium of \$3.19. Organic milk ad numbers increased 58 percent, and ads for conventional milk increased 138 percent.

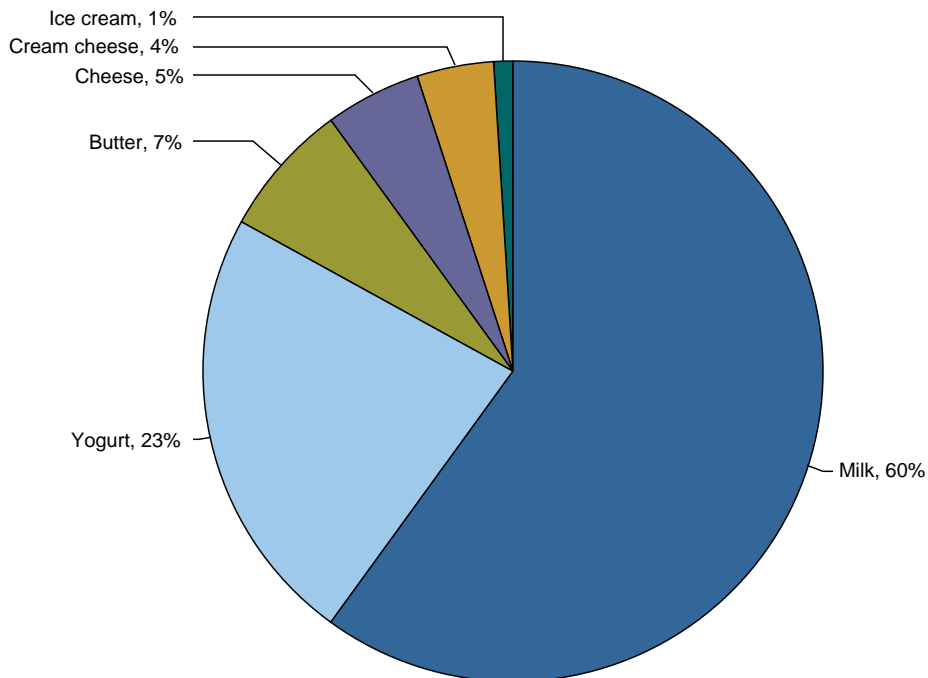
Top 5 Commodities Featured



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 #	2199	3.83	3208	3.84	5462	3.19
Cheese	Natural Varieties	8 oz block	4632	2.11	9296	2.09	8861	2.18
Cheese	Natural Varieties	1 # block	2142	3.65	1314	3.76	1938	3.56
Cheese	Natural Varieties	2 # block	930	6.59	1687	5.73	690	6.66
Cheese	Natural Varieties	8 oz shred	6777	2.19	8374	2.17	9756	2.16
Cheese	Natural Varieties	1 # shred	1300	4.05	2083	3.95	2182	3.25
Cottage cheese		16 oz	3118	2.26	1963	2.36	5157	1.96
Cream cheese		8 oz	4198	2.09	2217	2.05	6445	1.76
Flavored milk	All fat tests	half gallon	204	2.29	1216	2.78	1241	2.15
Flavored milk	All fat tests	gallon	227	2.69	11	3.79	178	2.99
Ice cream		48-64oz	8031	3.46	13793	3.24	16306	3.07
Milk	All fat tests	half gallon	972	2.58	108	2.50	813	1.10
Milk	All fat tests	gallon	1904	2.54	1100	2.45	3011	2.32
Sour cream		16 oz	6061	1.72	5062	1.69	6263	1.62
Yogurt	Greek	4-6 oz	11899	1.01	12938	.98	14768	.94
Yogurt	Greek	32 oz	1835	4.37	1790	4.23	3204	4.32
Yogurt	Yogurt	4-6 oz	4458	.49	4670	.49	5180	.51
Yogurt	Yogurt	32 oz	774	3.05	1257	2.83	2432	2.39

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 #	3.50-4.99	1102	4.23	2.25-3.99	122	3.13	3.00-3.99	462	3.65
Cheese	Natural Varieties	8 oz block	1.50-3.99	2611	2.24	1.67-1.99	572	1.95	1.99-2.50	578	2.18
Cheese	Natural Varieties	1 # block	1.99-5.99	612	3.71	3.79-3.98	519	3.86	2.99-3.50	175	3.19
Cheese	Natural Varieties	2 # block				6.48	195	6.48			
Cheese	Natural Varieties	8 oz shred	1.88-3.99	2668	2.30	1.67-2.50	1433	2.28	1.79-2.50	688	2.25
Cheese	Natural Varieties	1 # shred	4.79-5.99	284	5.37	3.79	324	3.79	2.99-3.50	175	3.19
Cottage cheese		16 oz	1.67-2.50	1589	2.12	1.99-2.50	861	2.46	1.99	119	1.99
Cream cheese		8 oz	1.50-2.99	1306	2.17	1.50-2.99	1254	2.47	1.49-2.00	332	1.67
Flavored milk	All fat tests	half gallon							2.00	180	2.00
Flavored milk	All fat tests	gallon							3.49	106	3.49
Ice cream		48-64oz	1.99-3.99	2718	2.87	2.99-5.58	1670	3.81	2.98-4.99	665	3.49
Milk	All fat tests	half gallon	2.50-3.99	293	3.62						
Milk	All fat tests	gallon	2.77-3.99	197	3.61	2.49	324	2.49	1.79-3.29	232	2.37
Sour cream		16 oz	1.50-2.00	2077	1.77	1.25-2.00	1983	1.80	0.99-1.79	578	1.48
Yogurt	Greek	4-6 oz	0.75-1.33	2982	.99	1.00-1.25	4291	1.06	0.69-1.00	950	.97
Yogurt	Greek	32 oz	3.99-4.99	720	4.66	2.50-5.00	391	4.42	5.00	180	5.00
Yogurt	Yogurt	4-6 oz	0.39-0.60	1342	.49	0.40-0.50	1797	.47	0.29-0.66	725	.47

Wtd Avg - Simple weighted average



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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	2.50-4.29	520	3.32	2.49	64	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 #	1.99-3.99	264	3.13	2.99-3.99	177	3.63	2.99	69	2.99
Cheese	Natural Varieties	8 oz block	1.48-1.78	562	1.64	1.99	116	1.99	1.25	105	1.25
Cheese	Natural Varieties	1 # block	2.99-3.99	380	3.54	2.99-3.99	422	3.41			
Cheese	Natural Varieties	2 # block	5.99	235	5.99	5.99-7.99	343	7.05	4.99	69	4.99
Cheese	Natural Varieties	8 oz shred	1.48-2.99	1008	1.99	1.99-2.49	362	2.33	0.99-2.50	455	1.25
Cheese	Natural Varieties	1 # shred				2.99-3.99	422	3.41	4.99	61	4.99
Cottage cheese		16 oz	2.50-3.50	215	3.05	1.00-1.79	176	1.28	1.99	105	1.99
Cream cheese		8 oz	1.67-2.49	322	1.89	1.00-1.88	480	1.58	1.50-2.00	424	1.71
Flavored milk	All fat tests	gallon	1.99	121	1.99						
Ice cream		48-64oz	2.98-5.49	1074	3.83	3.00-5.00	1211	3.85	1.99-3.99	436	2.97
Milk	All fat tests	half gallon	1.00-2.50	420	1.67	3.49	174	3.49	1.00	61	1.00
Milk	All fat tests	gallon	1.99	114	1.99	1.89-2.59	968	2.51	1.69	69	1.69
Sour cream		16 oz	0.99-2.50	534	1.53	1.00-1.79	422	1.40	1.89-1.99	350	1.91
Yogurt	Greek	4-6 oz	0.89-1.00	902	.98	0.87-1.00	1390	.93	0.68-1.33	1168	1.05
Yogurt	Greek	32 oz	2.99-4.99	160	3.99				3.50-3.99	358	3.59
Yogurt	Yogurt	4-6 oz	0.50	235	.50	0.50	63	.50	0.40-0.60	240	.51
Yogurt	Yogurt	32 oz	2.50	99	2.50				2.00	61	2.00

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 #				4.59	3	4.59
Cheese	Natural Varieties	8 oz block	1.29-4.00	54	2.85	3.00	34	3.00
Cheese	Natural Varieties	1 # block				5.99	34	5.99
Cheese	Natural Varieties	2 # block	5.49-6.99	7	6.56	5.99-9.99	81	7.99
Cheese	Natural Varieties	8 oz shred	1.29-4.00	75	2.62	2.99-3.00	88	2.99
Cheese	Natural Varieties	1 # shred				5.99	34	5.99
Cottage cheese		16 oz	2.49	2	2.49	3.49-4.69	51	4.05
Cream cheese		8 oz	1.99-2.49	26	2.39	2.59-2.79	54	2.69
Flavored milk	All fat tests	half gallon				4.49	24	4.49
Ice cream		48-64oz	2.50-9.99	99	5.27	3.00-5.99	158	4.56
Milk	All fat tests	half gallon				3.29	24	3.29
Sour cream		16 oz	1.99-3.50	26	2.20	1.99-2.50	91	2.33
Yogurt	Greek	4-6 oz	0.90-1.69	101	1.37	0.90-1.39	115	1.12
Yogurt	Greek	32 oz	3.50-4.98	26	4.07			
Yogurt	Yogurt	4-6 oz	0.80-0.90	5	.86	0.68-0.88	51	.79
Yogurt	Yogurt	32 oz				3.49-3.89	30	3.53

Wtd Avg - Simple weighted average



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 #	566	4.51	392	4.52	793	5.15
Cheese	Natural Varieties	8 oz block	310	3.49			659	4.72
Cheese	Natural Varieties	8 oz shred	140	3.07	235	3.61	105	3.50
Cottage cheese		16 oz			194	3.50	105	2.99
Cream cheese		8 oz	300	2.50	661	2.29	215	2.50
Ice cream		48-64oz	114	5.49	63	5.49		
Milk	All fat tests	half gallon	2990	3.70	2285	3.82	3338	4.15
Milk	All fat tests	gallon	1746	5.73	665	5.99	205	6.19
Milk	All fat tests	8 oz UHT	305	.82	245	.87	556	1.05
Sour cream		16 oz	21	2.29	194	2.50	21	2.49
Yogurt	Greek	4-6 oz	956	1.11	169	1.25	1232	1.15
Yogurt	Greek	32 oz			62	3.69		
Yogurt	Yogurt	4-6 oz	332	1.19	348	1.00		
Yogurt	Yogurt	32 oz	643	3.99	1524	2.62	1260	2.82

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	213	4.49
Cheese	Natural Varieties	8 oz shred							2.99	119	2.99
Cream cheese		8 oz				2.50	234	2.50			
Milk	All fat tests	half gallon	2.99-4.99	1113	3.88	2.99-3.88	693	3.45	2.99	119	2.99
Milk	All fat tests	gallon	5.97	543	5.97				5.99	180	5.99
Milk	All fat tests	8 oz UHT	0.83	108	.83				0.75	110	.75
Yogurt	Greek	4-6 oz	1.25	422	1.25	1.00	324	1.00			
Yogurt	Yogurt	4-6 oz				1.33	195	1.33			
Yogurt	Yogurt	32 oz	3.99	59	3.99	2.50	234	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 #	4.49	80	4.49	4.49	246	4.49			
Cheese	Natural Varieties	8 oz block							3.49	289	3.49
Cream cheese		8 oz							2.50	66	2.50
Ice cream		48-64oz	5.49	114	5.49						
Milk	All fat tests	half gallon				3.49-3.99	785	3.56	3.49-3.79	195	3.60
Milk	All fat tests	gallon	4.99-5.99	312	5.48	5.99	422	5.99	5.00	289	5.00
Milk	All fat tests	8 oz UHT							0.92	66	.92
Yogurt	Greek	4-6 oz	1.00	210	1.00						
Yogurt	Yogurt	4-6 oz				1.00	137	1.00			
Yogurt	Yogurt	32 oz							4.99	350	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
Butter		1 #				4.99	27	4.99
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				4.49-6.99	85	5.83
Milk	All fat tests	8 oz UHT	0.87	21	.87			
Sour cream		16 oz	2.29	21	2.29			

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