



Dairy Market News Branch

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Advertised Prices for Dairy Products at Major Retail Supermarket Outlets ending during the period of 09/29/2017 to 10/05/2017

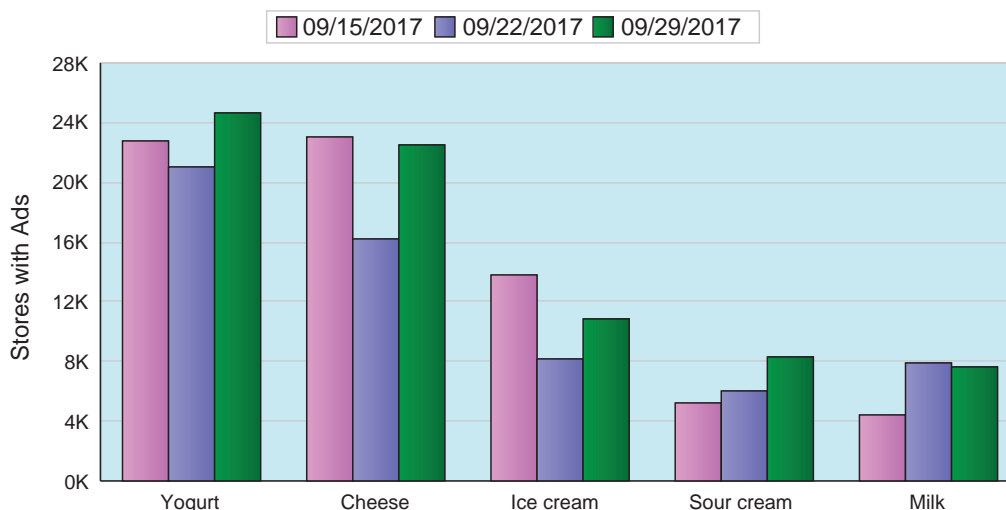
This week, total conventional dairy ads increased 31 percent, while organic dairy ads decreased 2 percent. Conventional ice cream ads are up 31 percent from last week. The U.S. weighted average advertised price for conventional ice cream in 48-64 oz. containers is \$3.14, down 32 cents from the last period. Meanwhile, reported total advertising for organic ice cream in 48-64 oz. containers increased 121 percent, while the average price, at \$5.87, is up 38 cents from the last period, with an organic premium of \$2.73.

The U.S. advertised price for 8 ounce conventional cheese blocks averaged \$2.25, compared to \$3.95 for 8 ounce organic cheese blocks, an organic premium of \$1.70. The U.S. advertised price for 8 ounce conventional cheese shreds averaged \$2.28, compared to \$2.99 for 8 ounce organic cheese shreds, an organic premium of \$0.71. Total cheese ads for both conventional and organic cheese increased, 38 percent and 39 percent, respectively.

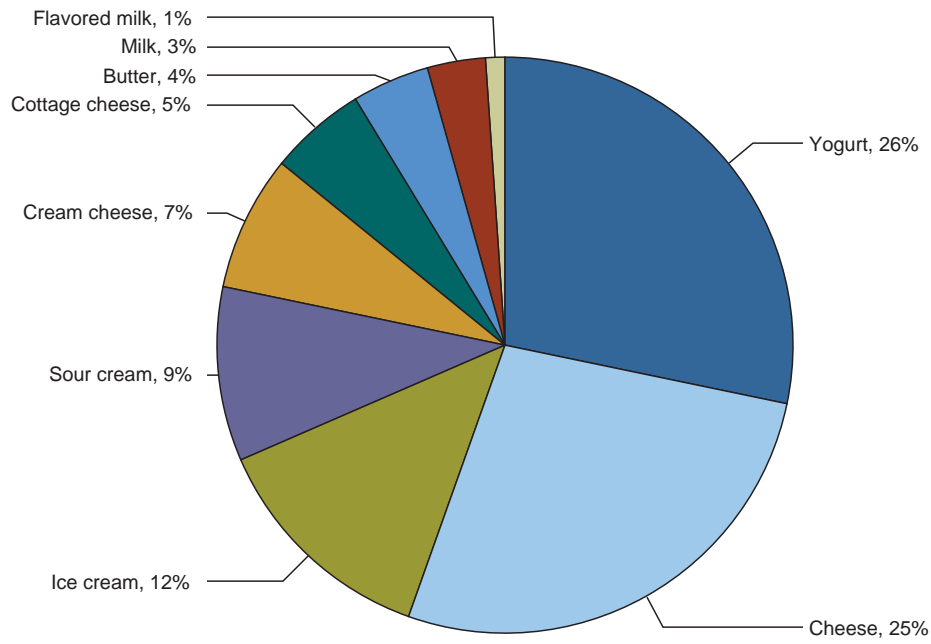
Conventional 4-6 ounce Greek yogurt has an average sale price of \$1.00, down 1 cent from the previous week. The average price for 4-6 ounce conventional yogurt is unchanged, \$0.49. While the price for 4-6 ounce organic yogurt is \$1.00, resulting in a 51 cents organic premium. There were no reported ads for 4 to 6 ounce organic Greek yogurt. Conventional yogurt ads increased 22 percent, while total organic yogurt ads decreased 24 percent.

The weighted average price for conventional half gallon milk is \$1.46. The weighted average price for organic half gallon is \$3.79, resulting in an organic price premium of \$2.33. The weighted average advertised price for conventional gallon milk is \$2.66. The weighted average price for organic gallon milk is \$6.01, resulting in an organic price premium of \$3.35. While organic milk ad numbers are in effect unchanged from last week, ads for conventional milk decreased 10 percent.

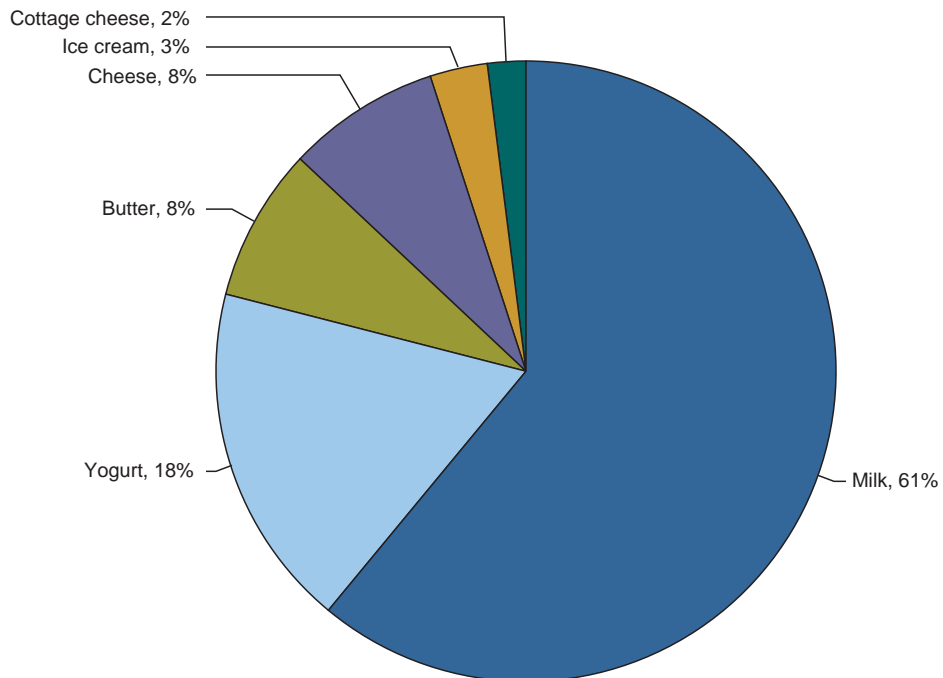
Top 5 Commodities Featured



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 #	3354	3.78	2199	3.83	5100	3.38
Cheese	Natural Varieties	8 oz block	8027	2.25	4632	2.11	4702	2.27
Cheese	Natural Varieties	1 # block	1974	3.44	2142	3.65	1526	4.91
Cheese	Natural Varieties	2 # block	547	6.36	930	6.59	1207	5.67
Cheese	Natural Varieties	8 oz shred	9840	2.28	6777	2.19	6441	2.31
Cheese	Natural Varieties	1 # shred	1448	3.31	1300	4.05	1357	5.03
Cottage cheese		16 oz	4462	1.77	3118	2.26	3379	2.04
Cream cheese		8 oz	6070	1.96	4198	2.09	5346	1.98
Egg nog		quart					246	2.50
Flavored milk	All fat tests	half gallon	468	1.67	204	2.29	163	3.46
Flavored milk	All fat tests	gallon	253	2.07	227	2.69	74	4.29
Ice cream		48-64oz	10555	3.14	8031	3.46	13877	3.18
Milk	All fat tests	half gallon	297	1.46	972	2.58	307	3.43
Milk	All fat tests	gallon	2301	2.66	1904	2.54	555	3.48
Sour cream		16 oz	8323	1.73	6061	1.72	5923	1.75
Yogurt	Greek	4-6 oz	12026	1.00	11899	1.01	13706	.97
Yogurt	Greek	32 oz	1350	4.72	1835	4.37	2907	4.36
Yogurt	Yogurt	4-6 oz	7681	.49	4458	.49	7550	.48
Yogurt	Yogurt	32 oz	1869	2.22	774	3.05	1862	2.64

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 #	1.99-4.99	1165	3.81	3.50	502	3.50	2.99-3.50	228	3.26
Cheese	Natural Varieties	8 oz block	1.66-3.00	2779	2.17	1.67-2.50	1897	2.45	1.50-3.00	1550	2.13
Cheese	Natural Varieties	1 # block	3.99-4.99	362	4.16				2.99-3.49	567	3.27
Cheese	Natural Varieties	2 # block				6.48	195	6.48			
Cheese	Natural Varieties	8 oz shred	1.66-3.00	2577	2.29	1.67-2.50	2166	2.39	1.50-3.00	1893	2.13
Cheese	Natural Varieties	1 # shred	3.99	194	3.99				2.99-4.49	566	3.46
Cottage cheese		16 oz	1.99-2.50	1563	2.08	1.98-1.99	861	1.99	0.99-1.29	247	1.12
Cream cheese		8 oz	1.66-2.79	1351	2.06	1.66-2.50	2882	2.09	1.49-2.00	682	1.76
Flavored milk	All fat tests	half gallon				1.99	64	1.99	1.99-2.00	233	2.00
Ice cream		48-64oz	1.99-4.99	3033	2.86	2.00-3.99	2342	2.85	2.99-3.99	1159	3.47
Milk	All fat tests	gallon							1.88-1.99	249	1.96
Sour cream		16 oz	1.39-2.00	2350	1.86	1.58-2.00	2272	1.93	0.99-1.89	1174	1.53
Yogurt	Greek	4-6 oz	0.80-1.00	3162	.96	1.00-1.20	3973	1.05	0.88-1.00	1549	.96
Yogurt	Greek	32 oz	4.99-5.49	651	5.10						
Yogurt	Yogurt	4-6 oz	0.50-0.60	1695	.56	0.40-0.60	3626	.50	0.40-0.50	290	.46
Yogurt	Yogurt	32 oz	2.00-2.50	317	2.33	2.00-2.49	1066	2.03	2.00	122	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 #	2.99-3.49	201	3.29	3.49-4.99	844	4.17	2.99-3.69	358	3.56
Cheese	Natural Varieties	8 oz block	1.33-3.00	733	2.17	1.50-3.00	849	2.38	1.99-2.00	174	1.99
Cheese	Natural Varieties	1 # block	2.99-3.99	617	3.29	3.49	241	3.49	2.99	187	2.99
Cheese	Natural Varieties	2 # block	5.99	121	5.99	5.99	204	5.99			
Cheese	Natural Varieties	8 oz shred	1.33-3.00	1314	2.11	1.50-3.00	1354	2.42	1.99-2.99	466	2.38
Cheese	Natural Varieties	1 # shred	2.99	490	2.99				2.99	187	2.99
Cottage cheese		16 oz	0.99-1.29	429	1.14	0.99-1.59	1050	1.40	1.29-2.99	240	2.09
Cream cheese		8 oz	1.49-2.50	405	1.67	1.49-1.79	331	1.71	1.49-1.67	361	1.53
Flavored milk	All fat tests	half gallon							0.99-1.25	171	1.09
Flavored milk	All fat tests	gallon	1.99	121	1.99				1.99	121	1.99
Ice cream		48-64oz	2.50-4.99	1505	3.56	2.48-4.99	1927	3.17	2.49-4.49	405	3.48
Milk	All fat tests	half gallon	0.99	99	.99				0.99-1.25	171	1.09
Milk	All fat tests	gallon	1.87-3.69	849	2.46	2.79-3.99	758	3.52	1.79-1.99	410	1.85
Sour cream		16 oz	0.99-2.69	990	1.52	0.99-2.00	913	1.44	1.25-2.00	521	1.49
Yogurt	Greek	4-6 oz	0.88-1.00	1071	.97	0.79-1.00	1441	.94	0.88-1.33	752	1.10
Yogurt	Greek	32 oz				4.99	407	4.99	3.50	289	3.50
Yogurt	Yogurt	4-6 oz	0.30-0.50	343	.39	0.30-0.50	1016	.40	0.25-0.50	590	.42
Yogurt	Yogurt	32 oz	2.99-3.00	205	2.99				1.99-2.50	130	2.23

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 #	3.50-4.49	29	4.28	5.99	27	5.99
Cheese	Natural Varieties	8 oz block	2.49-2.99	8	2.62	2.50-3.00	37	2.54
Cheese	Natural Varieties	2 # block				9.99	27	9.99
Cheese	Natural Varieties	8 oz shred	2.49	6	2.49	2.50-3.00	64	2.73
Cheese	Natural Varieties	1 # shred	3.50	11	3.50			
Cottage cheese		16 oz	1.50	21	1.50	2.79-3.49	51	3.16
Cream cheese		8 oz	1.89-2.98	34	2.79	1.50	24	1.50
Flavored milk	All fat tests	gallon	3.79	11	3.79			
Ice cream		48-64oz	3.49-7.49	76	5.76	3.00-4.99	108	3.99
Milk	All fat tests	half gallon				5.49	27	5.49
Milk	All fat tests	gallon	2.98-3.79	35	3.24			
Sour cream		16 oz	1.50-2.39	52	1.96	1.99-2.50	51	2.23
Yogurt	Greek	4-6 oz	1.00-1.25	48	1.14	0.99-1.25	30	1.02
Yogurt	Greek	32 oz	4.48	3	4.48			
Yogurt	Yogurt	4-6 oz	0.50-1.25	60	.90	0.60-0.79	61	.68
Yogurt	Yogurt	32 oz	3.50	2	3.50	3.49	27	3.49

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 #	696	5.18	566	4.51	233	5.61
Cheese	Natural Varieties	8 oz block	508	3.95	310	3.49	246	6.99
Cheese	Natural Varieties	8 oz shred	119	2.99	140	3.07	255	3.44
Cottage cheese		16 oz	194	3.50			105	2.99
Cream cheese		8 oz			300	2.50		
Ice cream		48-64oz	252	5.87	114	5.49	1083	4.00
Milk	All fat tests	half gallon	3695	3.79	2990	3.70	2472	3.67
Milk	All fat tests	gallon	1312	6.01	1746	5.73	226	5.23
Milk	All fat tests	8 oz UHT	21	.87	305	.82	435	1.08
Sour cream		16 oz			21	2.29	273	2.04
Yogurt	Greek	4-6 oz			956	1.11	558	1.28
Yogurt	Greek	32 oz	354	3.36			246	3.99
Yogurt	Yogurt	4-6 oz	691	1.00	332	1.19	183	.75
Yogurt	Yogurt	32 oz	431	4.57	643	3.99	868	3.58

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 #	3.99-5.99	502	5.06						
Cheese	Natural Varieties	8 oz block	4.99	135	4.99						
Cheese	Natural Varieties	8 oz shred							2.99	119	2.99
Milk	All fat tests	half gallon	2.99-4.99	1130	4.27	3.79-3.88	1197	3.80	2.99	119	2.99
Milk	All fat tests	gallon	7.99	118	7.99	4.99	214	4.99	5.99	213	5.99
Yogurt	Greek	32 oz	3.50	100	3.50				3.50	116	3.50
Yogurt	Yogurt	4-6 oz	0.75	304	.75	1.33	195	1.33			

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	194	5.49						
Cheese	Natural Varieties	8 oz block	3.99	63	3.99				3.49	289	3.49
Cottage cheese		16 oz	3.50	194	3.50						
Ice cream		48-64oz	5.49-5.99	135	5.76	5.99	117	5.99			

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
Milk	All fat tests	half gallon	2.99-3.99	503	3.14	2.99-4.49	481	3.61	2.99	187	2.99
Milk	All fat tests	gallon	4.97	133	4.97	5.99-6.99	345	6.47	5.89	289	5.89
Yogurt	Greek	32 oz				3.00	117	3.00			
Yogurt	Yogurt	4-6 oz	1.25	55	1.25	1.00	137	1.00			
Yogurt	Yogurt	32 oz	3.39	121	3.39				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			
Milk	All fat tests	half gallon	3.29-4.89	41	3.90	5.97-6.79	37	6.72
Milk	All fat tests	8 oz UHT	0.87	21	.87			
Yogurt	Greek	32 oz	4.00	21	4.00			
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