



## 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 40

Issued Weekly

Friday, October 6, 2017

### Advertised Prices for Dairy Products at Major Retail Supermarket Outlets ending during the period of 10/06/2017 to 10/12/2017

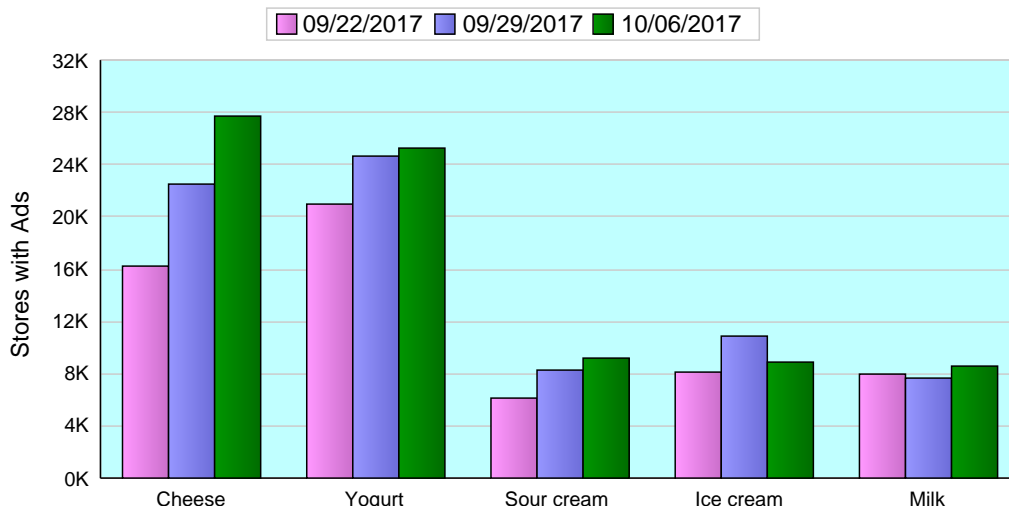
This week, total conventional dairy ads increased 8 percent, and organic dairy ads increased 34 percent. As fall has begun, compared to last week, conventional 1 pound butter ads have increased a hearty 120 percent, while organic butter ads increased 51 percent. The U.S. weighted average advertised price for conventional butter in 1 pound packages is \$3.46, down 32 cents from the last week. The U.S. weighted average advertised price for organic butter in 1 pound packages is \$4.78, down 40 cents from the last week, with an organic premium of \$1.32.

The U.S. advertised price for 8 ounce conventional cheese blocks averaged \$2.52, compared to \$3.50 for 8 ounce organic cheese blocks, an organic premium of \$0.98. The U.S. advertised price for 8 ounce conventional cheese shreds averaged \$2.47, compared to \$3.49 for 8 ounce organic cheese shreds, an organic premium of \$1.02. Total conventional cheese ads increased by 26 percent from last week, while total organic cheese ads decreased by 78 percent.

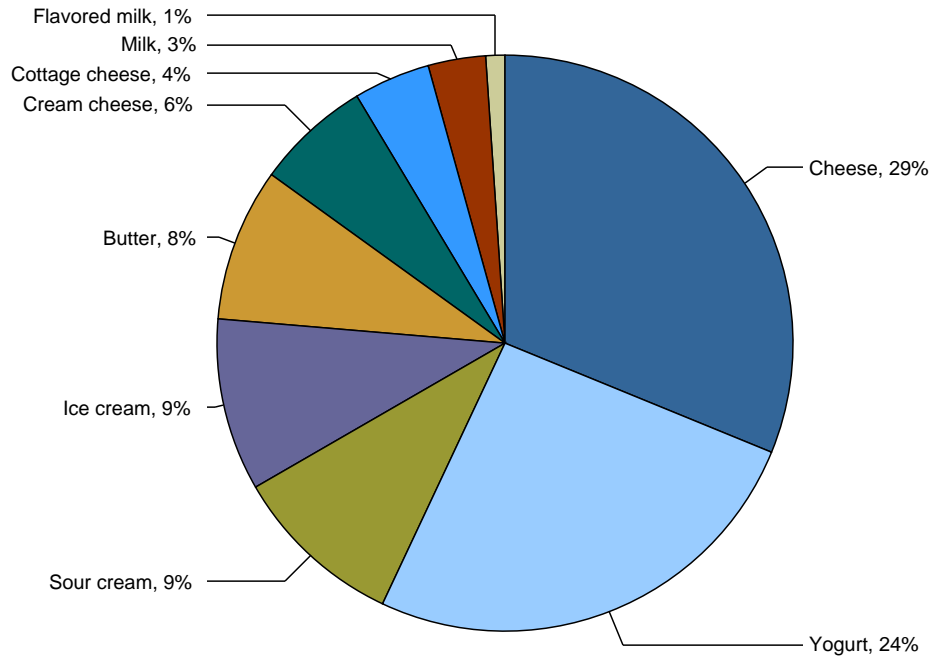
Conventional 4-6 ounce Greek yogurt has an average sale price of \$0.94, down 6 cents from last week. The average price for 4-6 ounce conventional yogurt is \$0.50, up 1 cent from last week. The average price for 4-6 ounce organic Greek yogurt was \$1.23. There were no reported ads for 4-6 ounce organic yogurt. Total conventional yogurt ads are unchanged from last week, while total organic yogurt ads increased 47 percent.

The weighted average price for conventional one gallon milk is \$2.97. The weighted average price for organic one gallon milk is \$5.94, resulting in an organic price premium of \$2.97. While conventional milk ad numbers decreased by 2 percent from last week, ads for organic milk increased 21 percent.

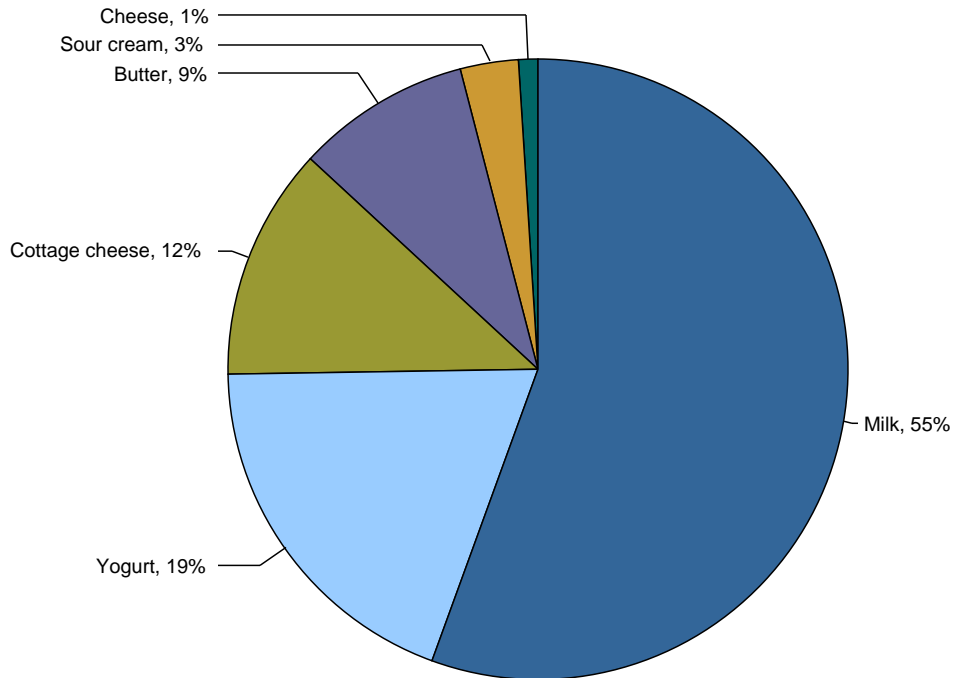
Top 5 Commodities Featured



### Percentage of Total Conventional Ads by Commodity



### Percentage of Total Organic Ads by Commodity





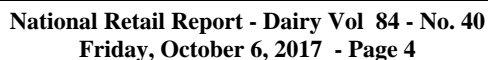
## NATIONAL -- CONVENTIONAL DAIRY PRODUCTS

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 #	7380	3.46	3354	3.78	5309	3.23
Cheese	Natural Varieties	8 oz block	10720	2.52	8027	2.25	8236	2.26
Cheese	Natural Varieties	1 # block	2052	3.36	1974	3.44	1661	3.47
Cheese	Natural Varieties	2 # block	288	6.30	547	6.36	766	6.30
Cheese	Natural Varieties	8 oz shred	12764	2.47	9840	2.28	10955	2.25
Cheese	Natural Varieties	1 # shred	1716	3.24	1448	3.31	2294	4.06
Cottage cheese		16 oz	3549	1.87	4462	1.77	3037	1.86
Cream cheese		8 oz	5544	1.73	6070	1.96	4416	1.99
Egg nog		quart					246	2.50
Flavored milk	All fat tests	half gallon	233	2.00	468	1.67	1016	2.46
Flavored milk	All fat tests	gallon	288	2.42	253	2.07	674	2.70
Ice cream		48-64oz	8826	2.98	10555	3.14	9333	2.97
Milk	All fat tests	half gallon			297	1.46	875	1.65
Milk	All fat tests	gallon	2540	2.97	2301	2.66	3575	2.38
Sour cream		16 oz	8840	1.71	8323	1.73	7796	1.69
Yogurt	Greek	4-6 oz	11120	.94	12026	1.00	11874	.94
Yogurt	Greek	32 oz	2557	3.78	1350	4.72	2756	4.53
Yogurt	Yogurt	4-6 oz	8120	.50	7681	.49	10779	.49
Yogurt	Yogurt	32 oz	1005	2.49	1869	2.22	1668	2.38

## 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	2144	3.66	2.50-3.99	2418	3.58	2.50-3.99	589	3.08
Cheese	Natural Varieties	8 oz block	1.79-3.59	3107	2.33	1.98-3.00	4265	2.65	1.99-2.50	1029	2.27
Cheese	Natural Varieties	1 # block	3.99	195	3.99	2.99-3.50	538	3.39	2.99-3.99	717	3.30
Cheese	Natural Varieties	2 # block	5.99	108	5.99						
Cheese	Natural Varieties	8 oz shred	1.88-3.49	3702	2.48	1.98-3.00	3840	2.56	1.99-2.50	1209	2.23
Cheese	Natural Varieties	1 # shred				2.99-3.49	324	3.31	2.99-3.49	595	3.20
Cottage cheese		16 oz	1.67-2.99	1967	2.07	0.99-2.00	814	1.50	0.99-1.29	220	1.14
Cream cheese		8 oz	1.50-2.19	1478	1.80	1.49-2.00	2423	1.66	1.49	137	1.49
Flavored milk	All fat tests	half gallon							1.99-2.00	233	2.00
Flavored milk	All fat tests	gallon	3.99	62	3.99						
Ice cream		48-64oz	1.99-3.99	1818	2.58	1.99-3.99	2973	2.95	1.99-3.99	1789	3.08
Milk	All fat tests	gallon	3.33	147	3.33	3.99	735	3.99	1.99-2.50	388	2.06
Sour cream		16 oz	1.29-2.50	3333	1.68	0.99-2.00	3287	1.83	0.99-1.50	410	1.14
Yogurt	Greek	4-6 oz	0.65-1.00	4510	.94	0.60-1.00	1816	.94	0.88-1.00	1415	.94
Yogurt	Greek	32 oz	1.88-5.49	1280	3.84	3.49-5.49	378	3.93	3.99	110	3.99
Yogurt	Yogurt	4-6 oz	0.35-1.00	3261	.55	0.30-0.60	612	.45	0.28-0.66	1395	.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
Butter		1 #	2.50-3.50	995	2.88	2.50-3.99	564	3.55	2.50-3.69	584	3.35
Cheese	Natural Varieties	8 oz block	1.66-3.50	1430	2.49	2.50-3.00	557	2.84	1.69-3.49	250	2.76
Cheese	Natural Varieties	1 # block	2.50-3.99	540	3.24	3.00	62	3.00			
Cheese	Natural Varieties	2 # block							4.99	105	4.99
Cheese	Natural Varieties	8 oz shred	1.50-3.00	1856	2.16	1.99-3.00	1167	2.61	1.69-3.49	881	2.76
Cheese	Natural Varieties	1 # shred	2.50-3.49	615	3.23	3.00-3.49	182	3.32			
Cottage cheese		16 oz	0.99-3.50	424	1.90	2.00	62	2.00			
Cream cheese		8 oz	1.49-1.50	664	1.49	1.49-2.50	705	2.00	1.67	61	1.67
Flavored milk	All fat tests	gallon	1.99	121	1.99				1.99	105	1.99
Ice cream		48-64oz	2.50-4.99	1184	3.31	2.50-3.49	855	2.98			
Milk	All fat tests	gallon	1.99-3.99	441	2.70	1.89-2.59	652	2.45	1.99	105	1.99
Sour cream		16 oz	0.99-2.49	1286	1.52	1.89-2.50	420	2.07			
Yogurt	Greek	4-6 oz	0.65-1.00	1156	.87	0.83-1.00	1519	.94	0.88-1.00	629	.98
Yogurt	Greek	32 oz	3.49-3.50	284	3.49	3.49-4.49	484	3.62			
Yogurt	Yogurt	4-6 oz	0.33-0.60	1191	.45	0.29-0.60	1135	.44	0.39-0.60	417	.49
Yogurt	Yogurt	32 oz	2.99-3.49	266	3.24	2.50	360	2.50	1.79-2.49	358	1.92

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 #	3.50-4.29	32	4.02	4.99-5.99	54	5.49
Cheese	Natural Varieties	8 oz block	4.00	21	4.00	2.50-3.99	61	3.16
Cheese	Natural Varieties	2 # block	7.49	21	7.49	7.99-9.99	54	8.99
Cheese	Natural Varieties	8 oz shred	4.00	21	4.00	2.50-3.00	88	2.80
Cottage cheese		16 oz	1.19	11	1.19	2.69-3.49	51	3.11
Cream cheese		8 oz	1.29-2.98	49	2.26	2.79	27	2.79
Ice cream		48-64oz	2.50-7.49	102	5.00	3.00-4.99	105	3.77
Milk	All fat tests	gallon	2.99	21	2.99	4.89-4.99	51	4.94
Sour cream		16 oz	1.19-2.39	53	1.79	1.99-2.29	51	2.13
Yogurt	Greek	4-6 oz	1.00	21	1.00	0.99-1.00	54	1.00
Yogurt	Greek	32 oz	4.00	21	4.00			
Yogurt	Yogurt	4-6 oz	0.60	21	.60	0.39-0.88	88	.62
Yogurt	Yogurt	32 oz	2.29	21	2.29			

## NATIONAL -- ORGANIC DAIRY PRODUCTS

Commodity Sales Performance								
Commodity	Type	Pack Size	THIS PERIOD		LAST WEEK		LAST YEAR	
			Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
Wtd Avg - Simple weighted average								



			With Ads	Price	With Ads	Price	With Ads	Price
Butter		1 #	1054	4.78	696	5.18	379	5.02
Cheese	Natural Varieties	8 oz block	83	3.50	508	3.95		
Cheese	Natural Varieties	8 oz shred	55	3.49	119	2.99		
Cottage cheese		16 oz	1294	3.38	194	3.50		
Ice cream		48-64oz			252	5.87		
Milk	All fat tests	half gallon	5335	3.78	3695	3.79	2643	4.27
Milk	All fat tests	gallon	685	5.94	1312	6.01	299	5.57
Milk	All fat tests	8 oz UHT	69	1.00	21	.87	959	1.00
Sour cream		16 oz	382	2.10				
Yogurt	Greek	4-6 oz	1155	1.23			1599	1.06
Yogurt	Greek	32 oz	490	5.13	354	3.36		
Yogurt	Yogurt	4-6 oz			691	1.00	1955	1.11
Yogurt	Yogurt	32 oz	524	4.27	431	4.57	536	3.21

## 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	664	4.80						
Cheese	Natural Varieties	8 oz block	3.50	62	3.50						
Cottage cheese		16 oz				3.29	210	3.29	3.29	247	3.29
Milk	All fat tests	half gallon	2.95-4.59	1330	3.68	2.95-3.99	1899	3.87	2.99-3.99	441	3.77
Milk	All fat tests	gallon	5.97	396	5.97						
Sour cream		16 oz	2.50	72	2.50						
Yogurt	Greek	4-6 oz	1.00	72	1.00	1.25	1083	1.25			
Yogurt	Greek	32 oz	3.99	62	3.99	3.99	120	3.99	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 #	5.49	80	5.49				4.49	289	4.49
Cheese	Natural Varieties	8 oz shred	3.49	55	3.49						
Cottage cheese		16 oz	3.29	429	3.29	3.29-3.99	408	3.58			
Milk	All fat tests	half gallon	2.95-3.99	511	3.45	3.49-3.99	917	3.76	3.50-4.99	182	4.16
Milk	All fat tests	gallon							5.89	289	5.89
Milk	All fat tests	8 oz UHT							1.00	69	1.00
Sour cream		16 oz							1.99	289	1.99

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
Yogurt	Greek	32 oz	5.99	72	5.99	5.99	117	5.99			
Yogurt	Yogurt	32 oz	3.39	235	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
Butter		1 #	5.49	21	5.49			
Cheese	Natural Varieties	8 oz block	3.49	21	3.49			
Milk	All fat tests	half gallon	3.79	21	3.79	6.79	34	6.79
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