



## 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>

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### Advertised Prices for Dairy Products at Major Retail Supermarket Outlets ending during the period of 10/13/2017 to 10/19/2017

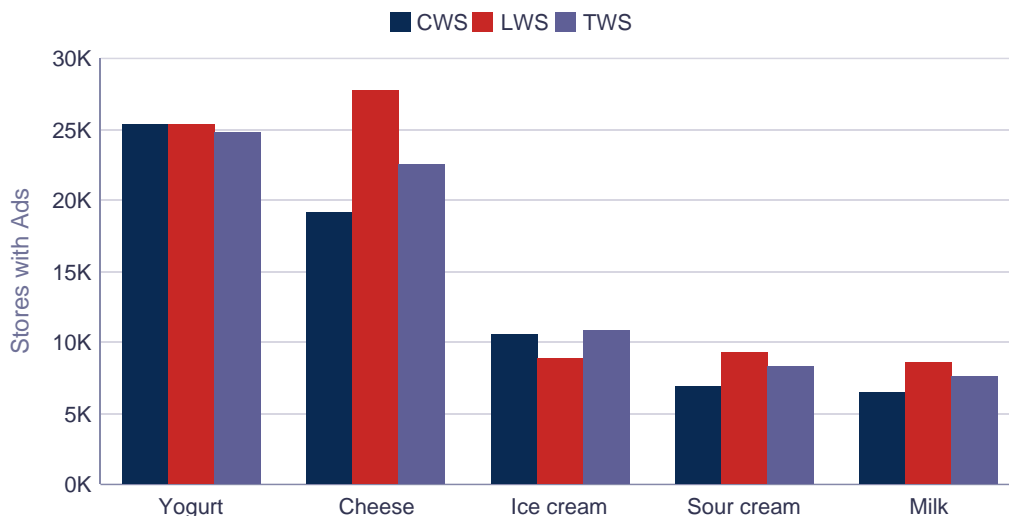
This week, total conventional dairy ads decreased 13 percent, and organic dairy ads decreased 26 percent. Conventional 1 pound butter ad numbers declined 63 percent. The national weighted average advertised price, \$3.37, is down 9 cents from last week. Organic 1 pound butter ad numbers declined 14 percent. The national weighted average advertised price, \$5.10, is up 32 cents from last week.

The U.S. advertised price for 8 ounce conventional cheese blocks averaged \$2.23. The U.S. advertised price for 8 ounce conventional cheese shreds averaged \$2.14, compared to \$3.49 for 8 ounce organic cheese shreds, an organic premium of \$1.35. Total conventional cheese ads decreased by 32 percent from last week, while total organic cheese ads slightly more than doubled.

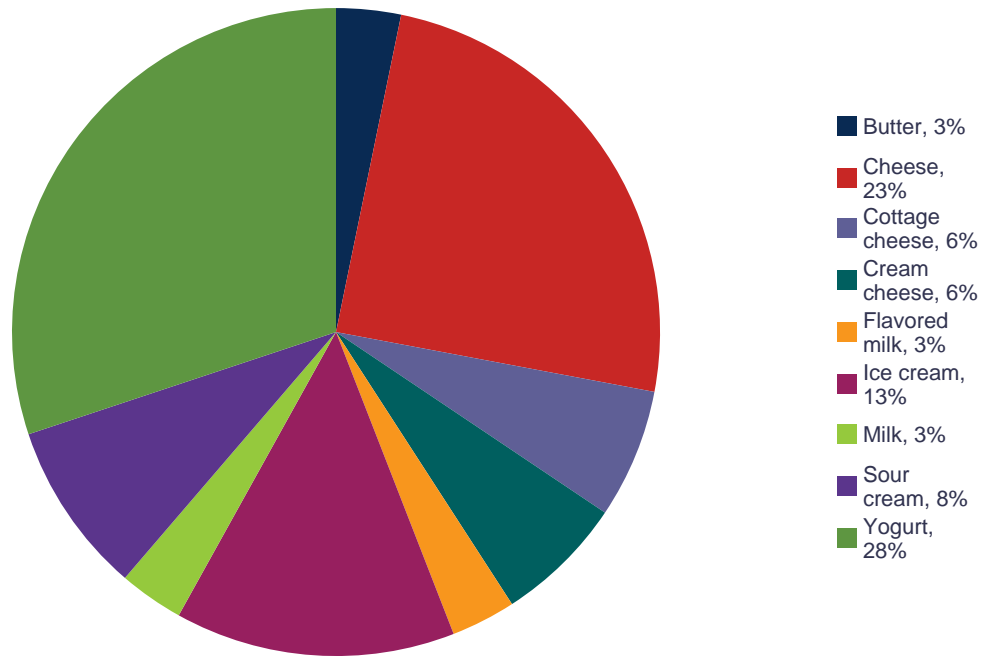
Conventional 4-6 ounce Greek yogurt has an average sale price of \$0.95, up 1 cent from last week. The average price for 4-6 ounce conventional yogurt is \$0.49, down 1 cent from last week. The average price for 4-6 ounce organic Greek yogurt was \$1.03, down \$.20 from last week. Total conventional yogurt ads are unchanged from last week, while total organic yogurt ads increased 9 percent.

The weighted average price for conventional half gallon milk is \$2.76. The weighted average price for organic half gallon milk is \$3.59, resulting in an organic price premium of \$.83. While conventional milk ad numbers decreased by 10 percent from last week, ads for organic milk decreased 32 percent.

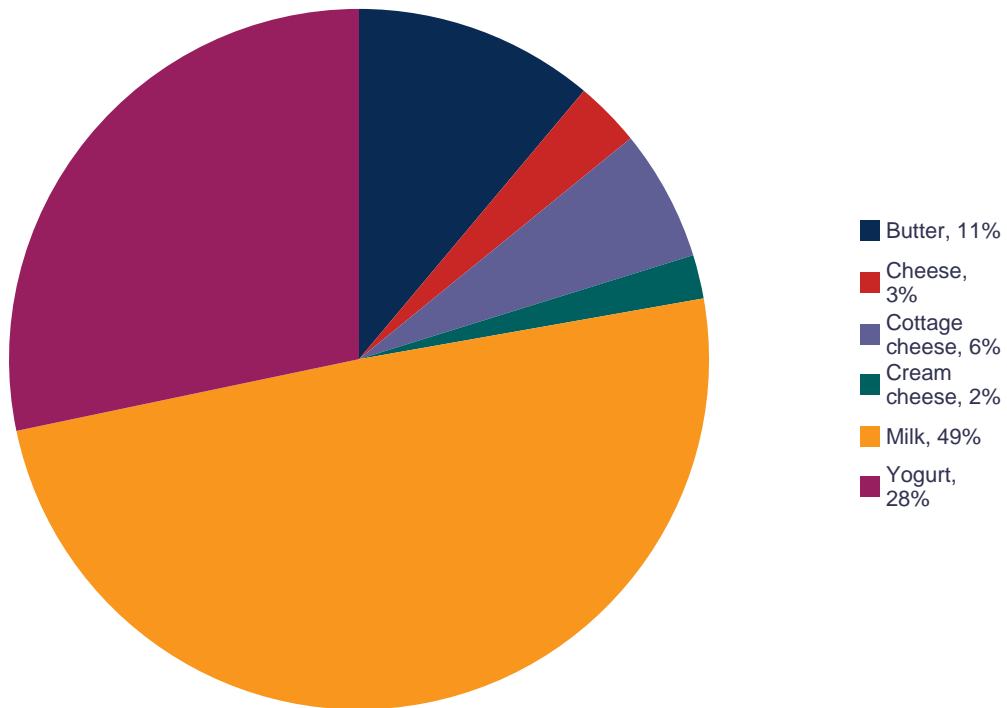
Top 5 Commodities Featured This Week



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 #	2731	3.37	7380	3.46	3748	3.29
Cheese	Natural Varieties	8 oz block	4827	2.23	10720	2.52	9347	2.45
Cheese	Natural Varieties	1 # block	2572	3.67	2052	3.36	2435	4.44
Cheese	Natural Varieties	2 # block	512	5.23	288	6.30	502	6.27
Cheese	Natural Varieties	8 oz shred	7339	2.14	12764	2.47	9672	2.30
Cheese	Natural Varieties	1 # shred	3585	4.03	1716	3.24	788	2.89
Cottage cheese		16 oz	4572	1.96	3549	1.87	4747	1.77
Cream cheese		8 oz	4911	1.84	5544	1.73	5605	1.69
Flavored milk	All fat tests	half gallon	1679	2.56	233	2.00	304	2.53
Flavored milk	All fat tests	gallon	595	2.46	288	2.42	668	2.50
Ice cream		48-64oz	10610	3.09	8826	2.98	12446	3.17
Milk	All fat tests	half gallon	415	2.76			371	2.33
Milk	All fat tests	gallon	1878	2.96	2540	2.97	3489	2.55
Sour cream		16 oz	6919	1.69	8840	1.71	8616	1.68
Yogurt	Greek	4-6 oz	10350	.95	11120	.94	13496	.96
Yogurt	Greek	32 oz	1872	3.79	2557	3.78	1330	4.46
Yogurt		4-6 oz	119	.50				
Yogurt	Yogurt	4-6 oz	7772	.49	8120	.50	6980	.48
Yogurt	Yogurt	32 oz	2896	2.55	1005	2.49	1039	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 #	2.50-4.99	958	3.47	2.99	61	2.99	2.50-3.99	581	3.03
Cheese	Natural Varieties	8 oz block	1.66-2.99	2236	2.14	1.67-2.50	408	1.95	1.67-2.50	467	2.31
Cheese	Natural Varieties	1 # block	1.99-4.79	621	3.20	3.50-3.99	1063	3.96	3.49	348	3.49
Cheese	Natural Varieties	8 oz shred	1.66-3.00	2225	2.19	1.67-2.50	1104	2.10	0.99-2.50	1389	2.21
Cheese	Natural Varieties	1 # shred	3.79-4.79	546	4.14	3.99-4.50	2172	4.24	3.49-3.50	401	3.49
Cottage cheese		16 oz	1.67-2.99	1698	2.22	1.25-2.50	1132	2.19	1.00	247	1.00
Cream cheese		8 oz	1.49-2.99	2155	1.98	1.50-2.50	1548	1.67	1.67-2.00	122	1.81
Flavored milk	All fat tests	half gallon	2.49-2.99	944	2.73	1.99-2.50	735	2.34			
Flavored milk	All fat tests	gallon							3.29	213	3.29
Ice cream		48-64oz	1.50-3.89	2185	2.71	2.50-5.99	4640	3.21	1.99-3.50	845	2.58
Milk	All fat tests	half gallon	2.99	221	2.99						
Milk	All fat tests	gallon	3.69	137	3.69	2.49	210	2.49	2.77-3.29	266	3.19
Sour cream		16 oz	1.50-2.00	1378	1.80	1.25-2.00	2420	1.70	1.00-2.00	427	1.42
Yogurt	Greek	4-6 oz	0.60-1.66	2878	.97	0.65-1.25	3485	.98	0.69-1.00	1084	.81
Yogurt	Greek	32 oz	3.99	280	3.99	3.49-5.00	369	3.95	2.99-3.99	1056	3.49

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
Yogurt		4-6 oz							0.50	119	.50
Yogurt	Yogurt	4-6 oz	0.30-0.60	2295	.45	0.50-0.88	1597	.51	0.39-0.60	1339	.48
Yogurt	Yogurt	32 oz	2.50-2.69	482	2.62				2.00-2.99	191	2.36

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	487	3.23	3.49-3.99	539	3.88	2.50	105	2.50
Cheese	Natural Varieties	8 oz block	0.88-3.99	763	2.23	1.67-3.00	559	2.17	1.67-3.49	394	3.00
Cheese	Natural Varieties	1 # block	3.49-3.99	540	3.74						
Cheese	Natural Varieties	2 # block	4.99	141	4.99	4.99	120	4.99	4.99-6.99	251	5.48
Cheese	Natural Varieties	8 oz shred	0.88-3.99	1605	2.09	1.67-3.00	622	2.14	1.67-1.99	394	1.90
Cheese	Natural Varieties	1 # shred	2.49-3.99	466	3.33						
Cottage cheese		16 oz	1.00-2.50	552	1.51	1.00-2.50	464	1.94	1.00-1.79	479	1.55
Cream cheese		8 oz	1.49-2.50	417	1.75	1.50-2.50	495	1.73	1.50-2.50	174	2.10
Flavored milk	All fat tests	gallon	1.99	141	1.99	1.99	120	1.99	1.99	121	1.99
Ice cream		48-64oz	1.88-4.99	1454	3.48	2.50-3.99	1163	3.00	2.49-3.99	295	3.40
Milk	All fat tests	half gallon	2.50	194	2.50						
Milk	All fat tests	gallon	1.99-3.99	732	2.63	1.89-5.99	412	3.69	1.99	121	1.99
Sour cream		16 oz	1.00-2.49	890	1.55	1.00-2.50	1220	1.81	1.00-1.79	584	1.57
Yogurt	Greek	4-6 oz	0.65-1.00	1046	.90	0.80-1.00	1159	.94	0.88-1.00	698	.97
Yogurt	Greek	32 oz				4.99	167	4.99			
Yogurt	Yogurt	4-6 oz	0.33-0.50	682	.46	0.40-0.75	1108	.49	0.39-0.99	751	.63
Yogurt	Yogurt	32 oz	1.99-3.49	559	2.78	1.99-2.50	1140	2.45	2.49-2.89	524	2.54

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
Ice cream		48-64oz	9.99	28	9.99			

## 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 #	905	5.10	1054	4.78		
Cheese	Natural Varieties	8 oz block			83	3.50		

Wtd Avg - Simple weighted average



Cheese	Natural Varieties	8 oz shred	289	3.49	55	3.49		
Cottage cheese		16 oz	488	3.33	1294	3.38		
Cream cheese		8 oz	180	2.50				
Ice cream		48-64oz					189	4.99
Milk	All fat tests	half gallon	2807	3.59	5335	3.78	2026	4.03
Milk	All fat tests	gallon	863	6.51	685	5.94	121	5.99
Milk	All fat tests	8 oz UHT	459	1.11	69	1.00	617	1.00
Sour cream		16 oz			382	2.10		
Yogurt	Greek	4-6 oz	1058	1.03	1155	1.23	1438	1.10
Yogurt	Greek	32 oz	59	3.79	490	5.13	316	3.84
Yogurt	Yogurt	4-6 oz	180	1.05			248	1.05
Yogurt	Yogurt	32 oz	945	4.10	524	4.27	161	3.50

## 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 #	3.99-5.49	470	5.07	4.47	61	4.47	4.99	180	4.99
Cottage cheese		16 oz							3.29	225	3.29
Cream cheese		8 oz							2.50	180	2.50
Milk	All fat tests	half gallon	2.50-5.99	633	3.72	3.50	214	3.50	2.95-3.79	981	3.22
Milk	All fat tests	gallon	5.97-7.49	558	6.80	5.97	61	5.97			
Milk	All fat tests	8 oz UHT	0.83-1.25	459	1.11						
Yogurt	Greek	4-6 oz	1.25	147	1.25	1.00	90	1.00	1.00	229	1.00
Yogurt	Greek	32 oz	3.79	59	3.79						
Yogurt	Yogurt	4-6 oz	0.75-1.25	180	1.05						
Yogurt	Yogurt	32 oz	3.50	72	3.50	3.00	214	3.00	3.79	180	3.79

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 shred							3.49	289	3.49
Cottage cheese		16 oz	3.50	194	3.50				3.00	69	3.00
Milk	All fat tests	half gallon	3.49-3.99	274	3.84	3.49-4.99	705	3.93			
Milk	All fat tests	gallon				5.99	244	5.99			
Yogurt	Greek	4-6 oz	1.00	351	1.00	1.00	120	1.00	1.00	121	1.00
Yogurt	Yogurt	32 oz	3.39	121	3.39				4.99-6.49	358	5.28

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

#### 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