



Dairy Market News Branch

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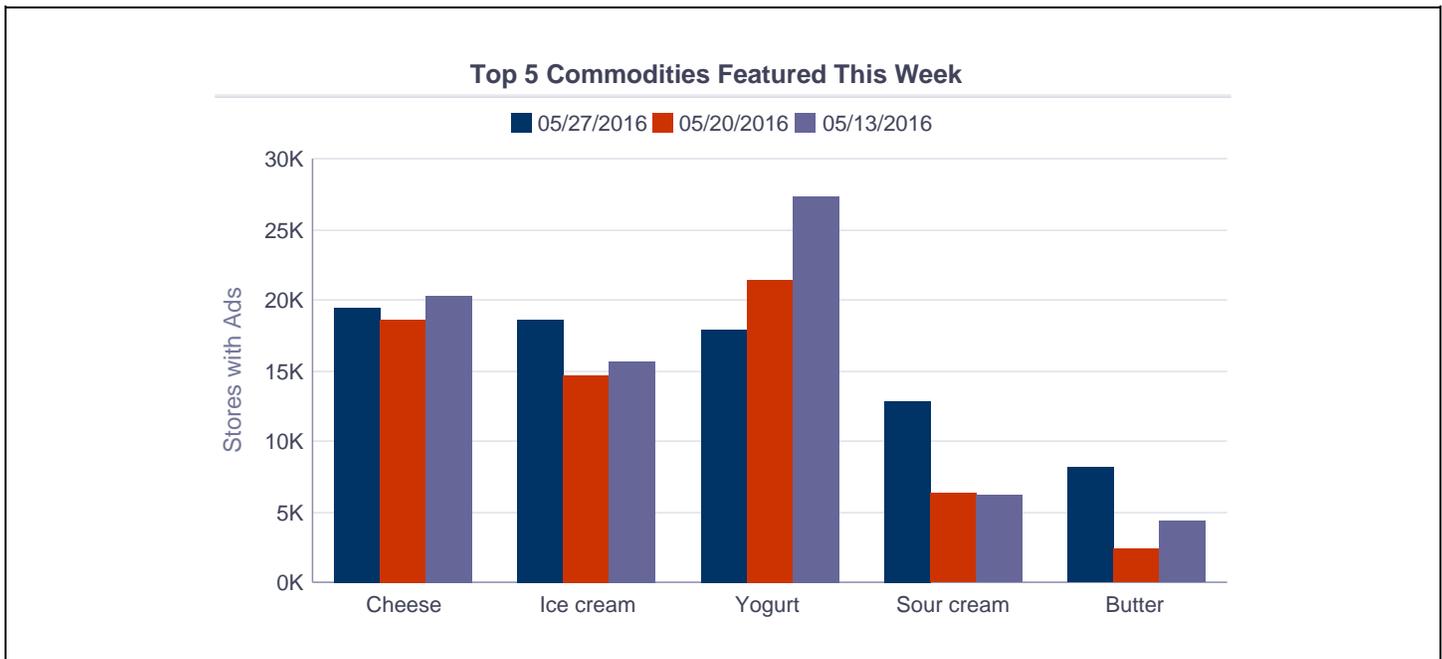
Advertised Prices for Dairy Products at Major Retail Supermarket Outlets ending during the period of 05/27/2016 to 06/02/2016

This week, the total volume of conventional dairy ads increased 9%, and organic dairy ads increased 30%. For conventional dairy advertisements, 48-64 ounce ice cream containers and 16 ounce sour cream containers have the most advertisements. One pound packages of butter more than tripled the number of advertisements and has about a 5% decrease in price when compared to last week. Organic butter has a weighted average price of \$5.84 and greater than double the number of ads when compared to last week. Organic 8 ounce blocks of cheese has the largest percent increase in ads of organic dairy items at 208%.

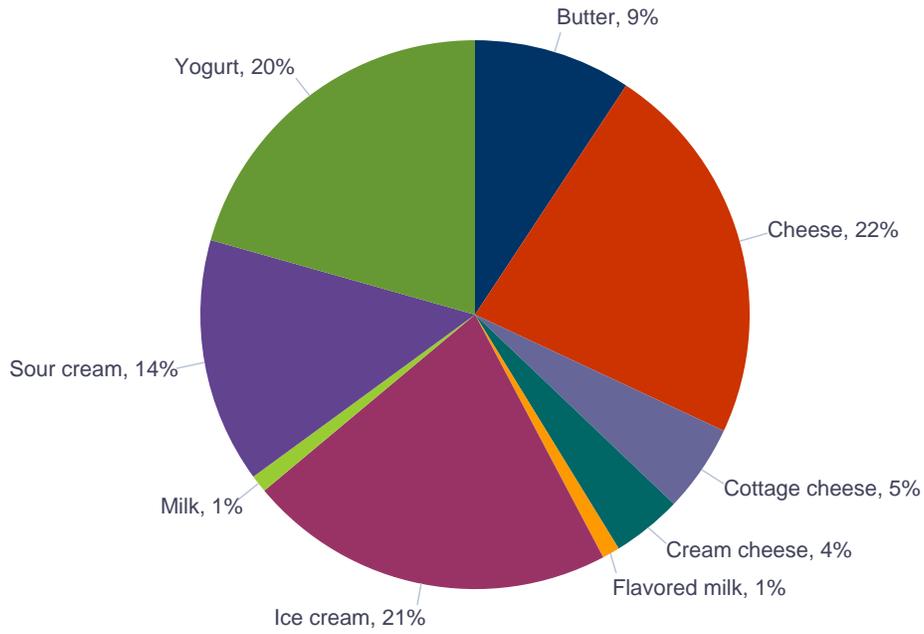
The average price for conventional yogurt in 4-6 ounce packages is \$.52, up \$.02 from last week. The average price of 4-6 ounce conventional Greek yogurt is \$.98, up \$.03 from a week ago. Conventional yogurt ad numbers are down 16% from last week, and organic yogurt ads are down 53%. The average price for organic Greek yogurt in 4-6 ounce packages is \$1.00.

The U.S. advertised price for 8 ounce conventional cheese blocks averaged \$2.24, down \$.08 from last week; 8 ounce shred cheese averaged \$2.19, down \$.04 from last week. Ad volume for conventional two pound blocks increased 61% with a weighted average price of \$6.82. The U.S. advertised price for 8 ounce organic cheese blocks averaged \$4.20, up \$.71 from last week.

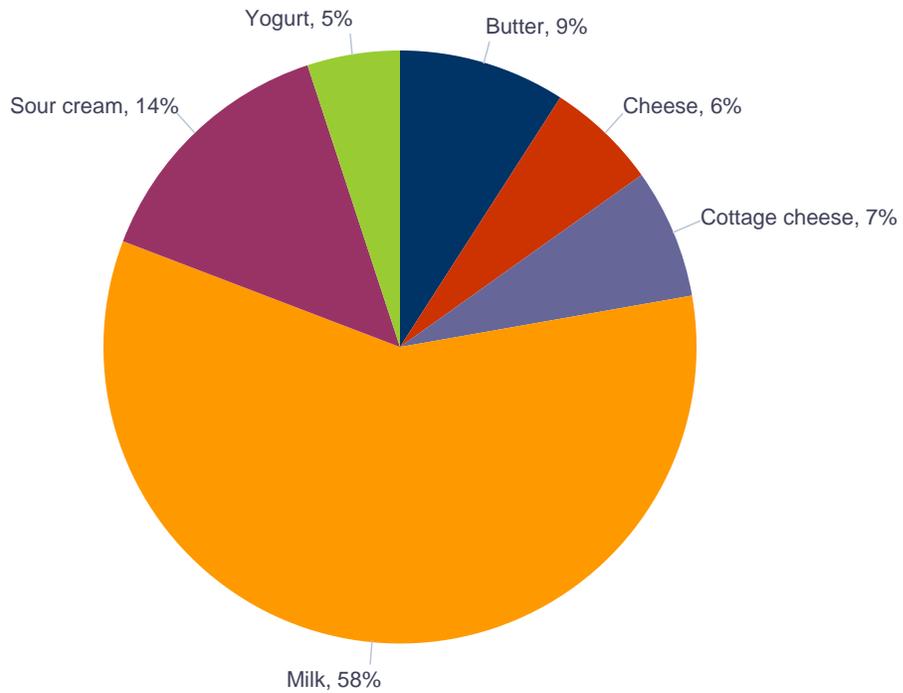
The price spread between organic and conventional half gallon milk is \$2.00. The price spread is the difference between national weighted average prices for organic, \$3.92, and conventional, \$1.92. Conventional milk ad numbers decreased 77% from last week while organic milk ad numbers increased 28%.



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 #	7685	3.13	2099	3.29	4269	3.18
Cheese	Natural Varieties	8 oz block	8683	2.24	7584	2.32	9950	2.23
Cheese	Natural Varieties	1 # block	672	4.97	1380	3.71	462	4.12
Cheese	Natural Varieties	2 # block	1544	6.82	958	5.42	1002	6.69
Cheese	Natural Varieties	8 oz shred	7624	2.19	6617	2.23	11332	2.34
Cheese	Natural Varieties	1 # shred	464	4.16	1946	3.28	541	3.99
Cottage cheese		16 oz	4816	1.87	4983	1.67	3168	2.26
Cream cheese		8 oz	3365	1.72	4294	2.15	5192	1.83
Flavored milk	All fat tests	half gallon	577	2.07	538	2.14	322	3.14
Flavored milk	All fat tests	gallon	106	3.49	1013	2.84	692	4.02
Ice cream		48-64oz	18546	2.83	14457	3.12	13255	2.95
Milk	All fat tests	half gallon	307	1.92	290	1.20	1128	1.59
Milk	All fat tests	gallon	736	2.93	4215	2.34	3016	2.53
Sour cream		16 oz	11538	1.67	5923	1.53	7968	1.54
Yogurt	Greek	4-6 oz	11471	.98	12105	.95	9557	.99
Yogurt	Greek	32 oz	1155	4.58	908	4.61	2305	3.95
Yogurt	Yogurt	4-6 oz	4411	.52	6870	.50	4045	.44
Yogurt	Yogurt	32 oz	512	2.38	927	2.33	1276	2.45

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 #	2.50-3.99	1359	3.32	1.99-3.50	2488	3.32	1.00-2.99	1180	2.45
Cheese	Natural Varieties	8 oz block	1.49-3.50	2900	2.24	1.67-3.00	2987	2.48	1.66-2.49	885	1.99
Cheese	Natural Varieties	1 # block	5.99	72	5.99				4.99	213	4.99
Cheese	Natural Varieties	2 # block				7.97	214	7.97			
Cheese	Natural Varieties	8 oz shred	1.66-3.00	1909	2.33	1.67-2.50	1398	2.44	1.33-2.49	1044	1.89
Cheese	Natural Varieties	1 # shred							4.99	213	4.99
Cottage cheese		16 oz	1.66-2.99	1248	2.27	1.00-2.00	1276	1.80	1.00-1.89	566	1.18
Cream cheese		8 oz	1.49-2.00	1261	1.60	1.25-2.39	637	1.50	1.25-2.49	671	1.86
Flavored milk	All fat tests	half gallon	1.99-2.50	298	2.22	3.00	61	3.00	1.25	119	1.25
Flavored milk	All fat tests	gallon							3.49	106	3.49
Ice cream		48-64oz	1.99-3.79	4085	2.64	2.29-3.50	5909	2.85	2.49-3.99	2936	2.80
Milk	All fat tests	half gallon	1.98	62	1.98				1.25	119	1.25
Milk	All fat tests	gallon				2.75	62	2.75	1.99	53	1.99
Sour cream		16 oz	1.29-2.00	2488	1.68	1.00-2.00	2691	1.80	0.99-1.89	1949	1.46
Yogurt	Greek	4-6 oz	0.88-1.25	2573	1.01	0.80-1.25	3034	1.01	0.80-1.00	1999	.98
Yogurt	Greek	32 oz	4.49	59	4.49				5.49	180	5.49

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	Yogurt	4-6 oz	0.40-0.60	1877	.49	0.40-0.60	1277	.56	0.40-0.60	540	.53
Yogurt	Yogurt	32 oz	2.00-2.69	119	2.34				2.48	180	2.48

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 #	1.99-3.50	881	2.68	1.99-4.28	884	3.41	2.50-3.99	816	3.25
Cheese	Natural Varieties	8 oz block	1.50-2.50	1401	1.93	1.77-2.50	410	2.14	2.00	66	2.00
Cheese	Natural Varieties	1 # block	3.99	114	3.99	4.99	246	4.99			
Cheese	Natural Varieties	2 # block				5.99-7.99	1048	6.80	5.99	276	5.99
Cheese	Natural Varieties	8 oz shred	1.66-2.50	1736	2.02	1.77-3.00	1232	2.18	1.67-2.00	240	1.76
Cheese	Natural Varieties	1 # shred	3.99	114	3.99	3.00	137	3.00			
Cottage cheese		16 oz	1.00-2.58	428	1.55	1.00-2.50	1171	1.91	1.50	66	1.50
Cream cheese		8 oz	1.25-1.99	209	1.58	1.50-2.49	354	2.16	1.67-2.50	182	1.95
Flavored milk	All fat tests	half gallon	1.99	99	1.99						
Ice cream		48-64oz	1.98-5.00	1949	3.06	1.97-3.99	2897	2.82	2.50-3.50	548	2.72
Milk	All fat tests	half gallon	1.99	99	1.99						
Milk	All fat tests	gallon	3.29	133	3.29	2.29-3.99	481	2.93			
Sour cream		16 oz	1.00-2.00	1363	1.54	0.99-2.50	2364	1.70	1.49-2.00	590	1.75
Yogurt	Greek	4-6 oz	0.77-1.00	1022	.94	0.69-1.00	2481	.94	1.00	317	1.00
Yogurt	Greek	32 oz				2.99-5.00	606	4.09	4.99	289	4.99
Yogurt	Yogurt	4-6 oz	0.44-0.50	193	.48	0.39-0.50	187	.47	0.50	289	.50
Yogurt	Yogurt	32 oz				1.77-2.99	176	2.20			

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 #	2.99-5.50	47	4.72	4.79-4.99	30	4.97
Cheese	Natural Varieties	8 oz block				2.50	34	2.50
Cheese	Natural Varieties	1 # block				5.99	27	5.99
Cheese	Natural Varieties	2 # block	8.99	6	8.99			
Cheese	Natural Varieties	8 oz shred	3.48-5.00	31	4.85	2.50	34	2.50
Cottage cheese		16 oz	2.69-4.48	34	4.16	2.49-2.50	27	2.49
Cream cheese		8 oz	1.69-1.99	17	1.88	2.25	34	2.25
Ice cream		48-64oz	2.99-7.99	69	5.23	3.00-6.99	153	5.00
Milk	All fat tests	half gallon				4.49	27	4.49
Milk	All fat tests	gallon				4.97-5.19	7	5.10
Sour cream		16 oz	1.68-2.19	32	2.09	1.99-2.39	61	2.21
Yogurt	Greek	4-6 oz	1.00-1.25	11	1.20	1.10-1.50	34	1.25
Yogurt	Greek	32 oz	5.49	21	5.49			
Yogurt	Yogurt	4-6 oz	0.60	21	.60	0.79	27	.79
Yogurt	Yogurt	32 oz				2.79-3.50	37	2.85

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 #	542	5.84	257	5.66		
Cheese	Natural Varieties	8 oz block	351	4.20	114	3.49	393	3.91
Cottage cheese		16 oz	423	3.36	166	3.25		
Cream cheese		8 oz			137	2.69		
Ice cream		48-64oz	27	5.49	137	5.99	246	4.99
Milk	All fat tests	half gallon	2641	3.92	2025	3.78	2437	3.47
Milk	All fat tests	gallon	378	6.48	532	4.05	84	6.99
Milk	All fat tests	8 oz UHT	395	1.05	114	1.00	158	1.00
Sour cream		16 oz	816	3.10	392	2.02		
Yogurt	Greek	4-6 oz	72	1.00	167	1.50	2228	1.24
Yogurt	Yogurt	32 oz	221	3.99	455	2.95		

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
Milk	All fat tests	half gallon	4.99	344	4.99	2.99	274	2.99	2.99-4.79	619	3.75
Milk	All fat tests	8 oz UHT	0.99-1.17	221	1.10						
Yogurt	Greek	4-6 oz	1.00	72	1.00						
Yogurt	Yogurt	32 oz	3.99	221	3.99						

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 #	4.99	118	4.99	5.99-6.19	424	6.07			
Cheese	Natural Varieties	8 oz block				3.99	246	3.99	4.69	105	4.69
Cottage cheese		16 oz	2.99-3.49	333	3.32	3.49	90	3.49			
Milk	All fat tests	half gallon	2.99-4.29	381	3.54	2.99-4.49	918	4.02	4.29	105	4.29



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	gallon				6.99	246	6.99	5.49	121	5.49
Milk	All fat tests	8 oz UHT							0.99-1.00	174	.99
Sour cream		16 oz	1.99-3.49	333	2.98	2.99-3.49	456	3.22			

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				5.49	27	5.49
Milk	All fat tests	gallon	5.99	11	5.99			
Sour cream		16 oz				2.49	27	2.49

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