



Dairy Market News Branch

Agricultural
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National Dairy Retail Report

Websites: <http://www.marketnews.usda.gov/portal/da> and <http://www.ams.usda.gov/mnreports/dybretail.pdf>

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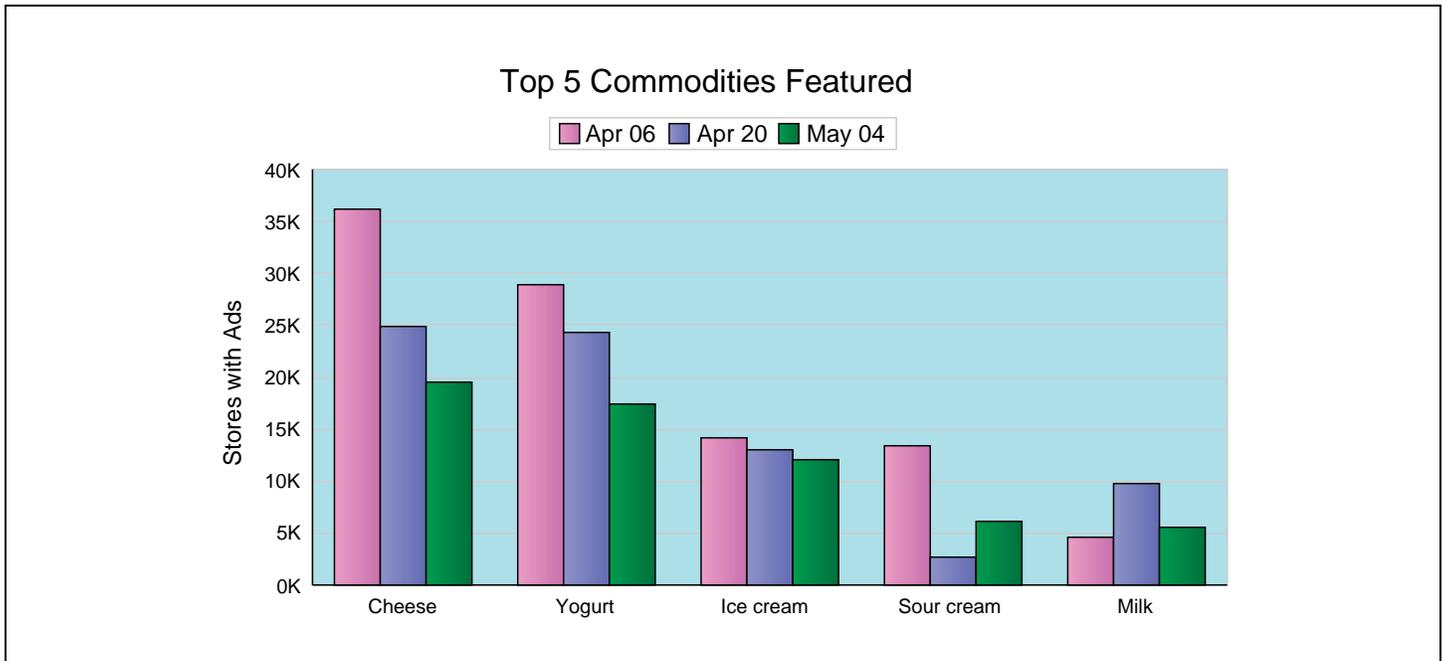
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Advertised Prices for Dairy Products at Major Retail Supermarket Outlets 04/23 to 05/04

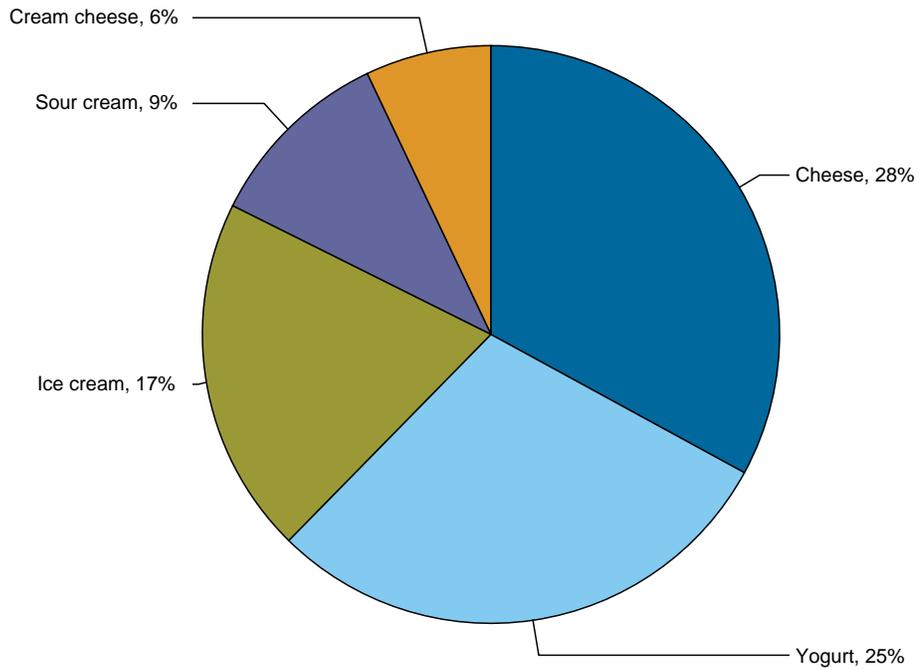
There are about 13% fewer advertised features of conventional dairy products for the current ad cycle than the prior cycle, both of which are lower than two cycles ago. Milk is not among the top five most advertised conventional dairy products this cycle, being replaced by sour cream, which has nearly twice as many ads as milk. Ads for yogurt and cheese, the top two advertised products by percentage, each declined in number from the last cycle. Every size and variety of cheese and yogurt listed declined in number this cycle from last. Total cheese ads declined just over 22% and yogurt ads, just over 25%. The most advertised cheese category, 8 ounce shreds, has a weighted average advertised price of \$2.22, down 4 cents from last cycle. The average price for 8 ounce blocks, \$2.20, declined 14 cents from the last cycle. The largest yogurt category, 4-6 ounce yogurt, has an average price of 52 cents, down 4 cents. Greek yogurt in 4-6 ounce containers declined 5 cents to 97 cents.

Conventional milk's national weighted average advertised price for half gallons this period, \$1.41, is 68 cents below two weeks ago. For gallons, this period's \$2.87 is 7 cents below last period. Organic milk's national weighted average advertised price for half gallons, \$3.87, is up 21 cents from last period. This results in an organic-conventional half-gallon milk advertised price spread of \$2.46, which has trended higher for four periods, up from \$1.47 last period, 96 cents before that, and 78 cents before that. The number of stores with organic dairy ads declined by almost 59% from two weeks ago, which in turn was nearly double compared with two weeks before that.

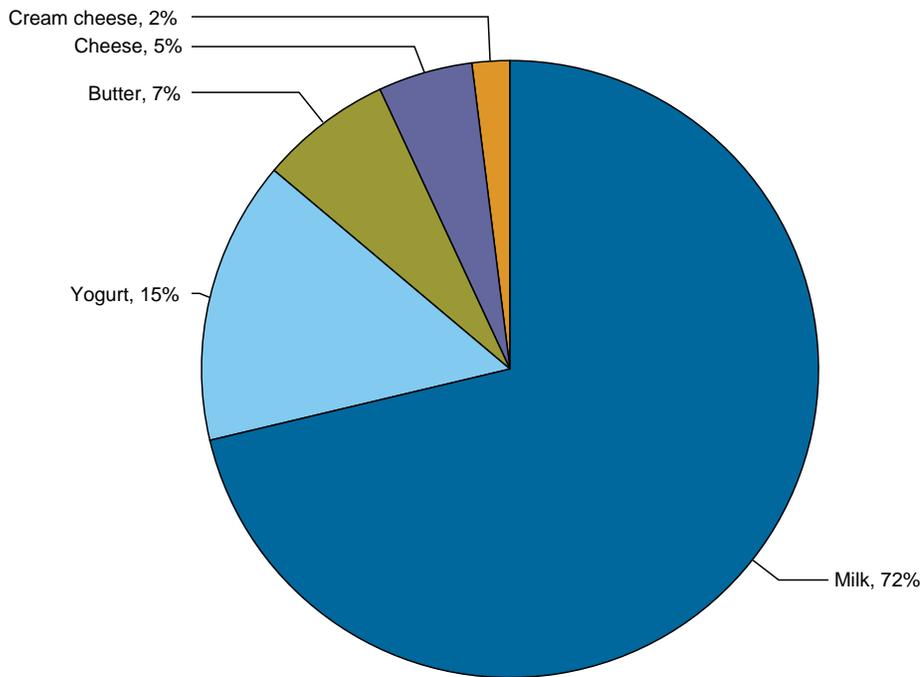


1 -- Dairy Market News surveys more than 150 retailers, comprising nearly 16,000 individual stores, with online weekly advertised features.
2 -- Date range reflects two-week period, however only one data collection per retailer is made during the period.

Top 5 Percentage of Total Conventional Ads



Top 5 Percentage of Total Organic Ads





NATIONAL -- CONVENTIONAL DAIRY PRODUCTS

Commodity	Type	Pack Size	THIS WEEK		TWO WEEKS AGO	
			Stores With Ads	Wtd Avg Price	Stores With Ads	Wtd Avg Price
Butter		1 #	2226	2.44	2170	2.86
Cheese	Natural Varieties	8 oz block	5769	2.20	6142	2.34
Cheese	Natural Varieties	1 # block	2266	4.19	4324	3.97
Cheese	Natural Varieties	2 # block	2481	5.68	3719	5.42
Cheese	Natural Varieties	8 oz shred	7224	2.22	8793	2.26
Cheese	Natural Varieties	1 # shred	1729	4.48	1871	3.69
Cottage cheese		16 oz	2315	1.69	1441	2.08
Cream cheese		8 oz	4226	1.63	5251	1.62
Flavored milk	All fat tests	half gallon	377	1.89	363	1.89
Flavored milk	All fat tests	gallon	1205	4.00	873	3.60
Ice cream		48-64oz	12091	3.05	12922	3.27
Milk	All fat tests	half gallon	448	1.41	1102	2.09
Milk	All fat tests	gallon	3132	2.87	4053	2.94
Sour cream		16 oz	6174	1.52	2663	1.57
Yogurt	Greek	4-6 oz	5214	.97	9317	1.02
Yogurt	Greek	32 oz	425	5.01	525	4.60
Yogurt	Yogurt	4-6 oz	10711	.52	10909	.56
Yogurt	Yogurt	32 oz	663	2.41	1948	2.21

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 #	1.99-3.49	1439	2.35	2.84-3.99	136	3.07			
Cheese	Natural Varieties	8 oz block	1.49-3.50	2519	2.13	1.67-2.50	1149	2.31	1.88-3.00	892	2.33
Cheese	Natural Varieties	1 # block	3.00-5.99	560	4.78	3.99	124	3.99	3.77-4.99	473	4.49
Cheese	Natural Varieties	2 # block				5.99	103	5.99			
Cheese	Natural Varieties	8 oz shred	1.88-3.50	2357	2.37	1.67-2.50	1939	2.20	1.50-3.00	1290	2.14
Cheese	Natural Varieties	1 # shred	4.99	123	4.99	4.99	460	4.99	2.99-4.99	497	4.31
Cottage cheese		16 oz	1.99-2.50	595	2.40	1.25-1.79	947	1.48	1.25	424	1.25
Cream cheese		8 oz	1.25-2.69	2743	1.74	1.00-1.67	1177	1.40	1.11-1.89	146	1.39
Flavored milk	All fat tests	half gallon	2.99	46	2.99				1.99-2.50	130	2.11
Flavored milk	All fat tests	gallon	3.99-4.00	612	3.99	4.99	214	4.99	2.99-3.69	150	3.12
Ice cream		48-64oz	1.69-4.99	2431	3.08	2.50-3.99	1560	3.19	1.49-4.99	2240	3.04
Milk	All fat tests	half gallon	2.50-2.99	82	2.83	1.67	34	1.67	1.33	30	1.33
Milk	All fat tests	gallon	3.99	345	3.99	2.98-3.00	723	2.99	1.99-2.99	712	2.47
Sour cream		16 oz	1.19-1.75	1822	1.42	1.09-2.50	2270	1.55	0.99-1.79	857	1.34
Yogurt	Greek	4-6 oz	0.89-1.00	1684	1.00	0.88-1.00	1529	.92	0.89-1.11	732	.98
Yogurt	Greek	32 oz	4.99	354	4.99						
Yogurt	Yogurt	4-6 oz	0.33-0.88	3597	.51	0.33-0.75	2771	.53	0.33-0.60	1600	.50

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	32 oz	1.50-2.79	230	2.18				2.33	29	2.33

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 #	1.88-1.97	130	1.94	1.69-3.29	428	2.66	2.49-2.50	93	2.50
Cheese	Natural Varieties	8 oz block	1.25-2.99	515	2.19	1.59-2.99	425	2.19	1.50-2.00	269	1.93
Cheese	Natural Varieties	1 # block	2.99-4.29	165	3.57	2.97-4.99	627	3.77	2.98-4.49	317	3.95
Cheese	Natural Varieties	2 # block	4.99-5.99	402	5.71	4.99-5.99	1388	5.94	4.99	588	4.99
Cheese	Natural Varieties	8 oz shred	1.25-2.99	1000	2.18	1.67-1.99	350	1.79	2.00-3.99	288	2.25
Cheese	Natural Varieties	1 # shred	3.34-4.99	219	3.83	3.99-4.99	350	4.62	3.00	80	3.00
Cottage cheese		16 oz	1.99-2.00	96	2.00	1.50	68	1.50	1.25-1.99	185	1.42
Cream cheese		8 oz	1.67-2.00	96	1.82				1.39-2.00	64	1.67
Flavored milk	All fat tests	half gallon	1.50	201	1.50						
Flavored milk	All fat tests	gallon				3.68	229	3.68			
Ice cream		48-64oz	1.49-4.99	1778	3.18	1.99-3.69	3200	2.94	2.50-3.99	882	2.89
Milk	All fat tests	half gallon	1.00-1.25	120	1.07	0.88	64	.88	1.00	118	1.00
Milk	All fat tests	gallon	1.97-2.58	344	2.33	2.88-2.99	928	2.89	2.49	80	2.49
Sour cream		16 oz	1.00-2.50	449	1.54	1.78-2.50	508	1.99	1.25-2.29	268	1.70
Yogurt	Greek	4-6 oz	0.88-1.00	407	.99	0.89-1.00	631	.98	1.00	231	1.00
Yogurt	Greek	32 oz	4.49	43	4.49				5.99	28	5.99
Yogurt	Yogurt	4-6 oz	0.40-0.60	1249	.54	0.40-0.60	1357	.56	0.30-0.50	137	.46
Yogurt	Yogurt	32 oz	2.49-2.68	238	2.52	2.50-2.79	137	2.55	2.79	29	2.79

NATIONAL -- ORGANIC DAIRY PRODUCTS

Commodity	Type	Pack Size	THIS WEEK		TWO WEEKS AGO	
			Stores With Ads	Wtd Avg Price	Stores With Ads	Wtd Avg Price
Butter		1 #	176	4.35		
Cheese	Natural Varieties	8 oz shred	122	3.99		
Cottage cheese		16 oz			70	3.00
Cream cheese		8 oz	56	2.49		
Ice cream		48-64oz			121	5.45
Milk	All fat tests	half gallon	765	3.87	3089	3.56
Milk	All fat tests	gallon	299	5.85		
Milk	All fat tests	8 oz UHT	863	1.00	1559	1.05
Sour cream		16 oz			70	2.29
Yogurt	Greek	4-6 oz			988	1.20
Yogurt	Greek	32 oz	46	3.50		
Yogurt	Yogurt	4-6 oz	67	.76	263	.63
Yogurt	Yogurt	32 oz	290	3.69	386	3.95

Wtd Avg - Simple weighted average



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 #	4.99	63	4.99				3.99	26	3.99
Cheese	Natural Varieties	8 oz shred	3.99	122	3.99						
Cream cheese		8 oz	2.49	56	2.49						
Milk	All fat tests	half gallon	3.49-3.69	260	3.67	3.89-3.99	239	3.94	3.99	111	3.99
Milk	All fat tests	gallon							5.95	28	5.95
Milk	All fat tests	8 oz UHT				1.00	34	1.00	1.00	119	1.00
Yogurt	Greek	32 oz	3.50	46	3.50						
Yogurt	Yogurt	4-6 oz	0.60	39	.60				0.99	28	.99
Yogurt	Yogurt	32 oz	3.49-3.99	259	3.65				3.99	31	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 #	3.99	87	3.99						
Milk	All fat tests	half gallon	3.99	155	3.99						
Milk	All fat tests	gallon				5.69-5.98	271	5.84			
Milk	All fat tests	8 oz UHT	1.00	421	1.00	1.00	209	1.00	1.00	80	1.00

NATIONAL -- CONVENTIONAL DAIRY PRODUCTS

NATIONAL BRANDS vs STORE BRANDS

Commodity	Type	Pack Size	NATIONAL BRANDS				STORE BRANDS			
			Low Price	High Price	Stores with Ads	Wtd Avg Price	Low Price	High Price	Stores with Ads	Wtd Avg Price
Butter		1 #	2.50	3.99	345	3.10	1.69	3.00	1881	2.31
Cheese	Natural Varieties	8 oz block	1.49	3.50	4086	2.31	1.25	2.99	1683	1.92
Cheese	Natural Varieties	1 # block	3.00	5.99	774	4.60	2.97	4.99	1492	3.98
Cheese	Natural Varieties	8 oz shred	1.88	3.99	5558	2.32	1.25	2.99	1666	1.91
Cheese	Natural Varieties	1 # shred	4.00	4.29	207	4.25	2.99	4.99	1522	4.51
Cheese	Natural Varieties	2 # block					4.99	5.99	2481	5.68
Cottage cheese		16 oz	1.39	2.50	1024	1.94	1.25	2.00	1291	1.49
Cream cheese		8 oz	1.50	2.69	726	2.30	1.00	2.00	3500	1.49
Flavored milk	All fat tests	half gallon	2.50	2.99	77	2.79	1.50	1.99	300	1.66
Flavored milk	All fat tests	gallon	2.99	4.99	242	4.76	2.99	4.00	963	3.81
Ice cream		48-64oz	1.98	4.99	8310	3.18	1.49	4.50	3781	2.75
Milk	All fat tests	gallon	2.99	3.99	559	3.61	1.97	3.00	2573	2.71
Milk	All fat tests	half gallon					.88	2.99	448	1.41

Wtd Avg - Simple weighted average



			NATIONAL BRANDS				STORE BRANDS			
Commodity	Type	Pack Size	Low Price	High Price	Stores with Ads	Wtd Avg Price	Low Price	High Price	Stores with Ads	Wtd Avg Price
Sour cream		16 oz	1.00	2.50	1616	1.97	.99	1.99	4558	1.36
Yogurt	Greek	4-6 oz	.88	1.11	4475	.97	.89	1.00	739	.95
Yogurt	Greek	32 oz	4.49	5.99	425	5.01				
Yogurt	Yogurt	4-6 oz	.33	.88	7291	.57	.30	.79	3420	.41
Yogurt	Yogurt	32 oz	2.33	2.79	488	2.52	1.50	2.79	175	2.11

NATIONAL -- ORGANIC DAIRY PRODUCTS

NATIONAL BRANDS vs STORE BRANDS

			NATIONAL BRANDS				STORE BRANDS			
Commodity	Type	Pack Size	Low Price	High Price	Stores with Ads	Wtd Avg Price	Low Price	High Price	Stores with Ads	Wtd Avg Price
Butter		1 #	4.99	4.99	63	4.99	3.99	3.99	113	3.99
Cheese	Natural Varieties	8 oz shred	3.99	3.99	122	3.99				
Cream cheese		8 oz	2.49	2.49	56	2.49				
Milk	All fat tests	half gallon	3.49	3.99	424	3.96	3.69	3.89	341	3.75
Milk	All fat tests	gallon	5.95	5.95	28	5.95	5.69	5.98	271	5.84
Milk	All fat tests	8 oz UHT	1.00	1.00	863	1.00				
Yogurt	Greek	32 oz	3.50	3.50	46	3.50				
Yogurt	Yogurt	4-6 oz	.60	.99	67	.76				
Yogurt	Yogurt	32 oz	3.49	3.99	290	3.69				

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
NATIONAL	Continental United States