



Dairy Market News Branch

Agricultural
Marketing
Service

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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Advertised Prices for Dairy Products at Major Retail Supermarket Outlets 05/07 to 05/18

Advertising volume for conventional dairy products is higher than the last two surveyed periods. There are about 19.5% more advertised features of conventional dairy products for the current ad cycle than the prior cycle, and just over 4% more than two cycles ago.

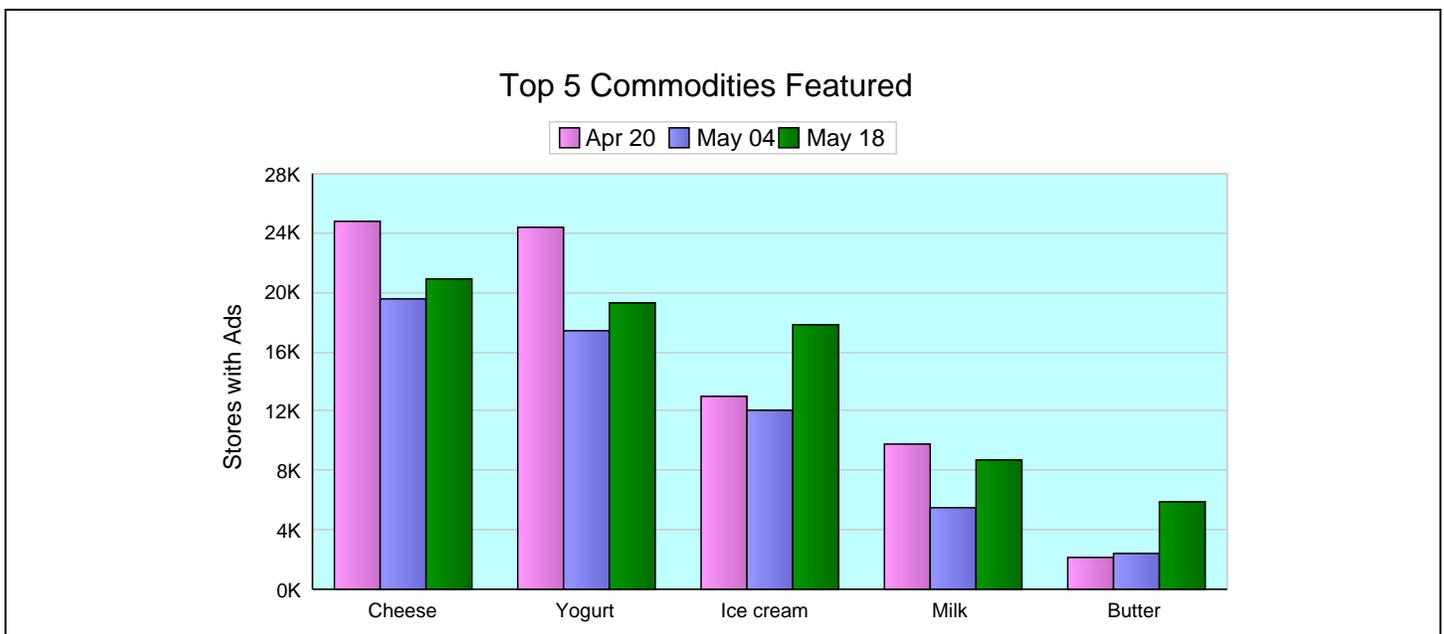
Ads for ice cream and butter had high percentages of increase over last period compared with other products. Ice cream ads are up just over 47% from last period, to the highest level since this data series began. Butter ads are up almost 165% from last period.

Milk continues not to be among the top five most advertised conventional dairy products this cycle. Ads for yogurt and cheese, the top two advertised products by percentage, each increased in number from the last cycle. Every size and variety of cheese and yogurt listed increased in number this cycle from last except 1 pound blocks, 1 pound shredded cheese, and 4-6 ounce yogurt.

Total cheese advertising numbers increased just over 8% and yogurt ads, just over 9%. The most advertised cheese category, 8 ounce shreds, has a weighted average advertised price of \$2.25, up 3 cents from last cycle. The average price for 8 ounce blocks, \$2.26, increased 6 cents from the last cycle. The largest yogurt category, 4-6 ounce Greek yogurt, has a weighted average advertised price of 99 cents, up 2 cents. The second largest yogurt category, 4-6 ounce yogurt, has a weighted average advertised price of 55 cents, up 3 cents from last period.

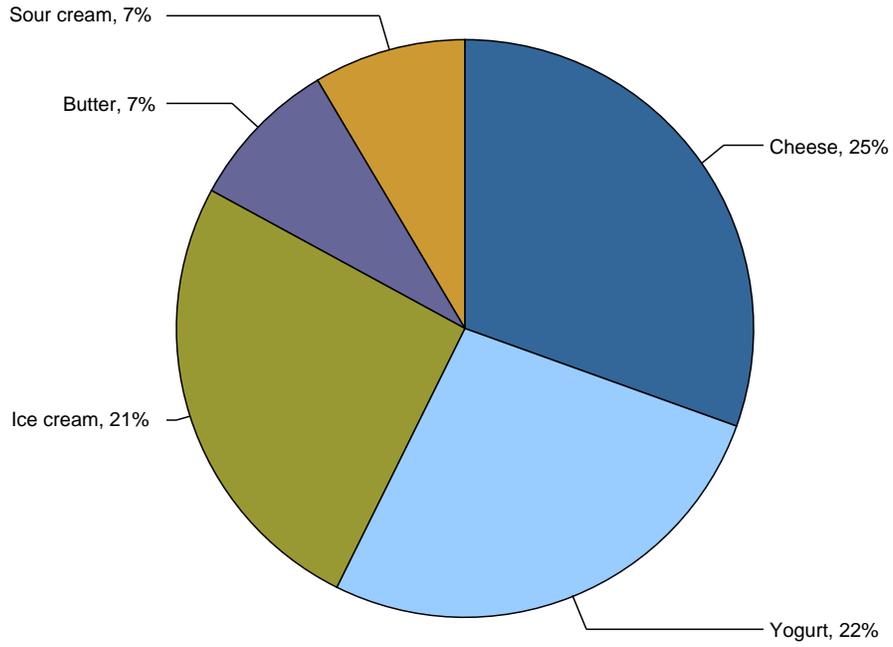
Conventional milk's national weighted average advertised price for half gallons this period, \$2.36, is 95 cents above two weeks ago, which was 68 cents below four weeks ago.

Organic milk's national weighted average advertised price for half gallons, \$3.38, is down 49 cents from last period, which was up 21 cents from two periods ago. This results in an organic-conventional half-gallon milk advertised price spread of \$1.02, down from \$2.46 two weeks ago and reversing an upward trend which had prevailed for four periods.

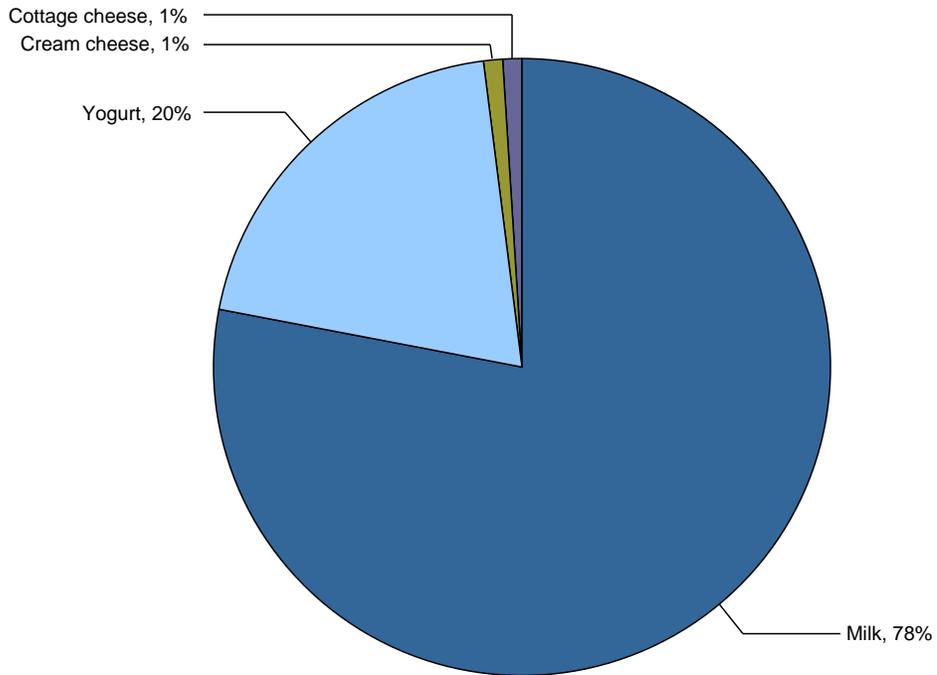


1 -- Dairy Market News surveys more than 150 retailers, comprising nearly 16,000 individual stores, with online weekly advertised features.
2 -- Date range reflects two-week period, however only one data collection per retailer is made during the period.

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 #	5887	2.57	2226	2.44
Cheese	Natural Varieties	8 oz block	6404	2.26	5769	2.20
Cheese	Natural Varieties	1 # block	1653	3.95	2266	4.19
Cheese	Natural Varieties	2 # block	3299	6.51	2481	5.68
Cheese	Natural Varieties	8 oz shred	8668	2.25	7224	2.22
Cheese	Natural Varieties	1 # shred	863	3.97	1729	4.48
Cottage cheese		16 oz	1482	2.03	2315	1.69
Cream cheese		8 oz	5003	1.55	4226	1.63
Flavored milk	All fat tests	half gallon	498	1.62	377	1.89
Flavored milk	All fat tests	gallon	207	3.12	1205	4.00
Ice cream		48-64oz	17784	3.22	12091	3.05
Milk	All fat tests	half gallon	1964	2.36	448	1.41
Milk	All fat tests	gallon	3680	2.88	3132	2.87
Sour cream		16 oz	5680	1.59	6174	1.52
Yogurt	Greek	4-6 oz	9965	.99	5214	.97
Yogurt	Greek	32 oz	1331	4.61	425	5.01
Yogurt	Yogurt	4-6 oz	6426	.55	10711	.52
Yogurt	Yogurt	32 oz	764	2.30	663	2.41

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 #	1.99-3.99	1628	2.90	2.50-3.00	2499	2.54	1.66-2.50	527	2.01
Cheese	Natural Varieties	8 oz block	1.50-3.49	3876	2.34	1.50-3.00	570	1.96	1.25-3.79	1323	2.27
Cheese	Natural Varieties	1 # block	2.99-5.99	476	4.35	3.34-3.99	869	3.84	3.77	70	3.77
Cheese	Natural Varieties	2 # block	11.39	345	11.39	5.99	103	5.99			
Cheese	Natural Varieties	8 oz shred	1.66-3.49	3348	2.45	1.50-3.79	2477	2.17	1.19-2.50	1087	2.07
Cheese	Natural Varieties	1 # shred	3.50-4.99	712	3.80				4.00-4.99	151	4.79
Cottage cheese		16 oz	1.64-2.39	814	1.92	1.67-1.99	211	1.82	1.98-3.19	258	2.92
Cream cheese		8 oz	0.99-2.50	1233	1.54	1.25-1.67	900	1.51	1.33-2.00	1071	1.65
Flavored milk	All fat tests	half gallon	1.99	128	1.99	1.50-1.67	71	1.58	1.00-1.99	152	1.49
Flavored milk	All fat tests	gallon							2.99-3.99	207	3.12
Ice cream		48-64oz	1.99-3.99	4268	2.92	2.00-4.00	3013	3.20	1.66-4.99	2689	3.27
Milk	All fat tests	half gallon	1.99-2.99	1453	2.69	1.50-1.89	173	1.76	1.33-1.66	56	1.48
Milk	All fat tests	gallon	2.99-3.99	507	3.86	2.77-3.99	700	3.14	2.39-2.99	1110	2.59
Sour cream		16 oz	0.99-1.99	2458	1.53	1.50-2.00	1697	1.63	0.99-2.00	612	1.51
Yogurt	Greek	4-6 oz	0.75-1.50	2760	1.03	0.80-1.00	2032	.96	0.80-1.59	1235	1.02
Yogurt	Greek	32 oz	3.99-4.99	1166	4.55				4.99	165	4.99
Yogurt	Yogurt	4-6 oz	0.40-0.79	2405	.57	0.49-0.60	1588	.58	0.29-0.60	1157	.47

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	2.50	136	2.50	1.89	126	1.89	1.67-2.99	418	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 #	1.88-2.99	171	2.76	1.99-2.99	797	2.44	1.67-2.99	265	2.11
Cheese	Natural Varieties	8 oz block	1.48-2.00	294	1.84	1.67-2.50	341	2.21			
Cheese	Natural Varieties	1 # block	3.99	53	3.99	2.97-3.99	150	3.41	3.99	35	3.99
Cheese	Natural Varieties	2 # block	4.99-5.99	359	5.68	5.99-6.99	1555	6.14	3.99-10.99	937	5.70
Cheese	Natural Varieties	8 oz shred	1.49-2.50	776	2.04	1.79-2.50	887	2.12	1.50-3.99	93	2.59
Cottage cheese		16 oz	2.00	29	2.00	1.25-1.69	132	1.48	1.50	38	1.50
Cream cheese		8 oz	1.29-2.00	330	1.51	1.19-1.49	728	1.39	0.99-1.79	741	1.65
Flavored milk	All fat tests	half gallon	2.28	29	2.28				1.25	118	1.25
Ice cream		48-64oz	1.99-4.50	2086	3.47	1.99-3.99	3705	3.33	2.00-4.99	2023	3.37
Milk	All fat tests	half gallon	1.00-1.25	135	1.06				1.25-1.67	147	1.33
Milk	All fat tests	gallon	1.97-3.50	314	2.57	2.50-2.90	381	2.83	2.49-2.59	668	2.53
Sour cream		16 oz	1.29-3.00	444	1.90	1.25-2.50	351	1.61	1.50	118	1.50
Yogurt	Greek	4-6 oz	0.80-1.00	931	.95	0.80-1.00	2108	.95	0.80-1.00	899	.98
Yogurt	Yogurt	4-6 oz	0.29-0.60	437	.53	0.50-0.60	548	.56	0.40-0.79	291	.52
Yogurt	Yogurt	32 oz				2.29-2.50	84	2.44			

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	29	3.99		
Cream cheese		8 oz	56	2.49	56	2.49
Milk	All fat tests	half gallon	3037	3.38	765	3.87
Milk	All fat tests	gallon			299	5.85
Milk	All fat tests	8 oz UHT	43	1.00	863	1.00
Yogurt	Greek	4-6 oz	232	1.00		
Yogurt	Greek	32 oz			46	3.50
Yogurt	Yogurt	4-6 oz	507	.74	67	.76
Yogurt	Yogurt	32 oz	29	2.79	290	3.69

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
Cream cheese		8 oz	2.49	56	2.49						
Milk	All fat tests	half gallon	3.50-4.59	1551	3.91	3.89	109	3.89	2.29-3.59	126	3.16
Yogurt	Greek	4-6 oz	1.00	232	1.00						
Yogurt	Yogurt	4-6 oz	0.60-1.25	507	.74						

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
Cottage cheese		16 oz							3.99	29	3.99
Milk	All fat tests	half gallon	2.39-2.99	421	2.56	2.69-2.99	750	2.80	2.49	80	2.49
Milk	All fat tests	8 oz UHT	1.00	43	1.00						
Yogurt	Yogurt	32 oz							2.79	29	2.79

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 #	1.66	3.99	2100	2.84	1.79	3.00	3787	2.41
Cheese	Natural Varieties	8 oz block	1.66	3.79	3870	2.43	1.25	3.00	2534	2.01
Cheese	Natural Varieties	1 # block	2.97	5.99	1055	4.09	2.99	3.99	598	3.71
Cheese	Natural Varieties	2 # block	3.99	11.39	492	9.59	4.99	7.99	2807	5.97
Cheese	Natural Varieties	8 oz shred	1.19	3.99	5799	2.37	1.25	2.99	2869	2.01
Cheese	Natural Varieties	1 # shred	3.50	4.99	735	3.97	3.99	3.99	128	3.99
Cottage cheese		16 oz	1.64	2.39	817	1.92	1.25	3.19	665	2.17
Cream cheese		8 oz	.99	2.50	1249	1.48	.99	2.00	3754	1.57
Flavored milk	All fat tests	half gallon	1.99	1.99	28	1.99	1.00	2.28	470	1.60
Flavored milk	All fat tests	gallon	2.99	3.99	178	3.14	2.99	2.99	29	2.99
Ice cream		48-64oz	1.99	4.99	8696	3.13	1.66	4.99	9088	3.30
Milk	All fat tests	half gallon	1.66	2.99	1508	2.65	1.00	1.89	456	1.40
Milk	All fat tests	gallon	2.50	3.99	466	3.70	1.97	3.99	3214	2.76
Sour cream		16 oz	.99	3.00	2585	1.72	.99	1.79	3095	1.48
Yogurt	Greek	4-6 oz	.75	1.59	7800	1.02	.80	1.25	2165	.85
Yogurt	Greek	32 oz	3.99	4.99	1331	4.61				
Yogurt	Yogurt	4-6 oz	.40	.79	5315	.58	.29	.79	1111	.42
Yogurt	Yogurt	32 oz	1.67	2.68	607	2.32	1.99	2.99	157	2.23

NATIONAL -- ORGANIC DAIRY PRODUCTS

Wtd Avg - Simple weighted average

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
Cottage cheese		16 oz	3.99	3.99	29	3.99				
Cream cheese		8 oz	2.49	2.49	56	2.49				
Milk	All fat tests	half gallon	3.00	4.59	1093	4.07	2.29	3.89	1944	2.99
Milk	All fat tests	8 oz UHT	1.00	1.00	43	1.00				
Yogurt	Greek	4-6 oz	1.00	1.00	232	1.00				
Yogurt	Yogurt	4-6 oz	.60	1.25	507	.74				
Yogurt	Yogurt	32 oz	2.79	2.79	29	2.79				

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