



## 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 05/21 to 06/01

Advertising volume for conventional dairy products is higher than the last two surveyed periods. There are about 10.4% more advertised features of conventional dairy products for the current ad cycle than the prior cycle, and just over 19.5% more than two cycles ago.

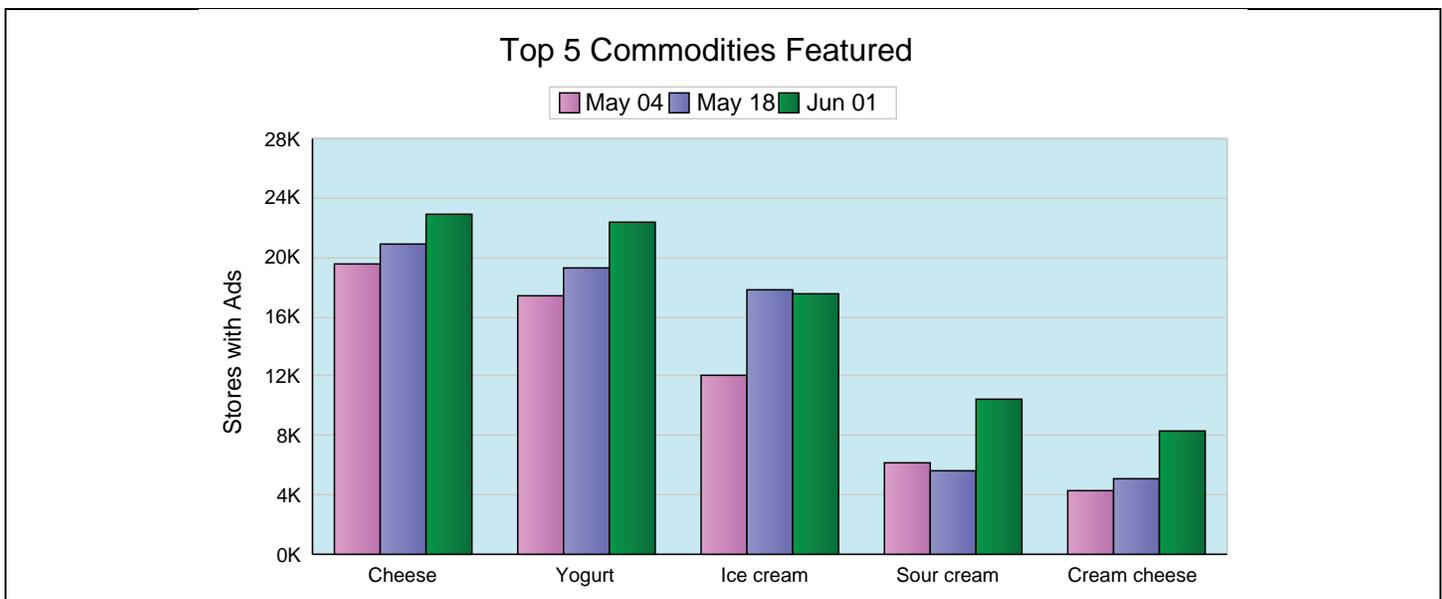
Ice cream advertising volume remains strong as the third most advertised dairy product in ads surrounding the holiday weekend, behind cheese and yogurt.

Total cheese advertising numbers increased almost 10% and yogurt ads, 15%. The most advertised cheese category, 8 ounce shreds, has a weighted average advertised price of \$2.23, down 2 cents from last cycle. The average price for 8 ounce blocks, \$2.40, increased 14 cents from the last cycle. The largest yogurt category, 4-6 ounce Greek yogurt, has a weighted average advertised price of 97 cents, down 2 cents. The second largest yogurt category, 4-6 ounce yogurt, has a weighted average advertised price of 56 cents, up 1 cent from last period.

While conventional milk is not among the top five advertised conventional dairy products, conventional flavored milk ads increased from two weeks ago, while ads for conventional non-flavored milk decreased

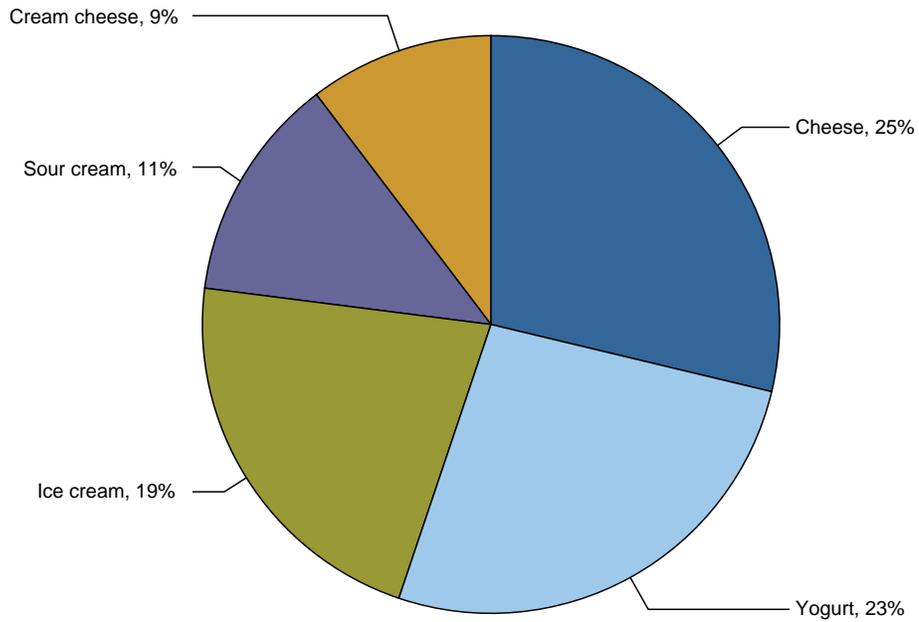
Conventional milk's national weighted average advertised price for half gallons this period, \$1.96, is 40 cents below two weeks ago. This period, ads are almost evenly split between store brands and national brands. Two weeks ago, almost three of four ads were for a national brand.

Organic milk's national weighted average advertised price for half gallons, \$3.71, is up 33 cents from last period. This results in an organic-conventional half-gallon milk advertised price spread of \$1.75, up from \$1.02 two weeks ago. The number of stores with organic dairy ads decreased by almost 40% from two weeks ago, which in turn was nearly 60% above two weeks before that.

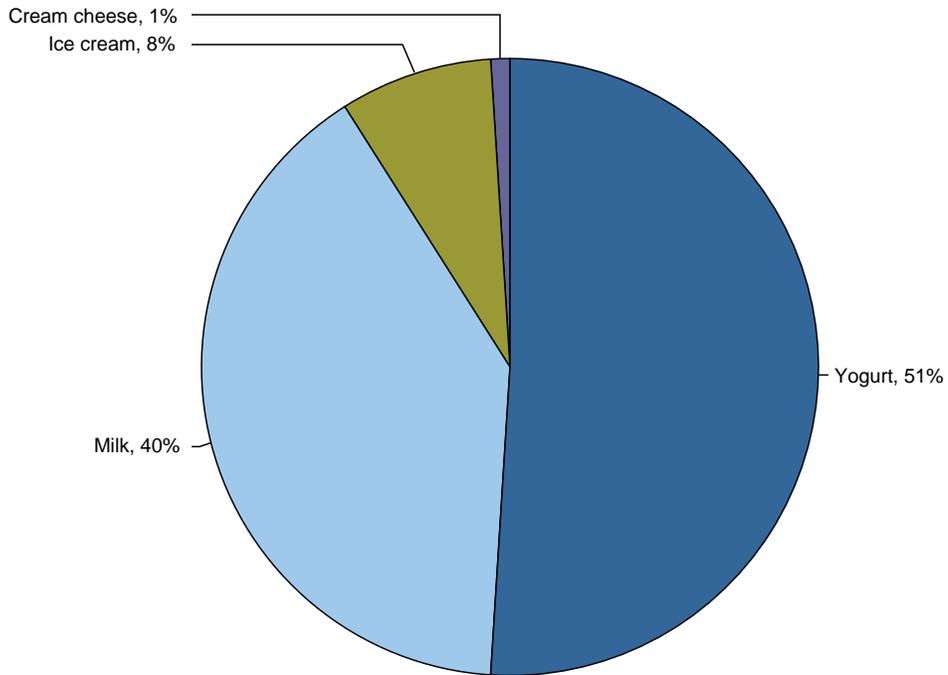


1 -- Dairy Market News surveys more than 150 retailers, comprising nearly 16,000 individual stores, with online weekly advertised features.  
2 -- Date range reflects two-week period, however only one data collection per retailer is made during the period.

### Top 5 Percentage of Total Conventional Ads



### Top 5 Percentage of Total Organic Ads





## NATIONAL -- CONVENTIONAL DAIRY PRODUCTS

| Commodity      | Type              | Pack Size   | THIS PERIOD     |               | TWO WEEKS AGO   |               |
|----------------|-------------------|-------------|-----------------|---------------|-----------------|---------------|
|                |                   |             | Stores With Ads | Wtd Avg Price | Stores With Ads | Wtd Avg Price |
| Butter         |                   | 1 #         | 4606            | 2.49          | 5887            | 2.57          |
| Cheese         | Natural Varieties | 8 oz block  | 8770            | 2.40          | 6404            | 2.26          |
| Cheese         | Natural Varieties | 1 # block   | 853             | 3.76          | 1653            | 3.95          |
| Cheese         | Natural Varieties | 2 # block   | 2389            | 6.20          | 3299            | 6.51          |
| Cheese         | Natural Varieties | 8 oz shred  | 10651           | 2.23          | 8668            | 2.25          |
| Cheese         | Natural Varieties | 1 # shred   | 252             | 3.55          | 863             | 3.97          |
| Cottage cheese |                   | 16 oz       | 1953            | 1.71          | 1482            | 2.03          |
| Cream cheese   |                   | 8 oz        | 8287            | 1.62          | 5003            | 1.55          |
| Flavored milk  | All fat tests     | half gallon | 1303            | 2.15          | 498             | 1.62          |
| Flavored milk  | All fat tests     | gallon      | 368             | 3.39          | 207             | 3.12          |
| Ice cream      |                   | 48-64oz     | 17324           | 2.85          | 17784           | 3.22          |
| Milk           | All fat tests     | half gallon | 415             | 1.96          | 1964            | 2.36          |
| Milk           | All fat tests     | gallon      | 1235            | 3.00          | 3680            | 2.88          |
| Sour cream     |                   | 16 oz       | 10383           | 1.64          | 5680            | 1.59          |
| Yogurt         | Greek             | 4-6 oz      | 10085           | .97           | 9965            | .99           |
| Yogurt         | Greek             | 32 oz       | 724             | 3.97          | 1331            | 4.61          |
| Yogurt         | Yogurt            | 4-6 oz      | 8448            | .56           | 6426            | .55           |
| Yogurt         | Yogurt            | 32 oz       | 2000            | 2.06          | 764             | 2.30          |

## 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 #         | 1.88-3.49      | 2697            | 2.56          | 1.99-3.00      | 855             | 2.83          | 1.49-2.00    | 279             | 1.71          |
| Cheese         | Natural Varieties | 8 oz block  | 1.50-2.99      | 4096            | 2.33          | 1.99-4.99      | 1444            | 2.48          | 1.33-3.99    | 1329            | 2.21          |
| Cheese         | Natural Varieties | 1 # block   | 3.49-3.99      | 242             | 3.78          |                |                 |               | 2.88-3.77    | 261             | 3.32          |
| Cheese         | Natural Varieties | 2 # block   |                |                 |               | 5.98-5.99      | 305             | 5.98          |              |                 |               |
| Cheese         | Natural Varieties | 8 oz shred  | 1.50-3.00      | 3255            | 2.38          | 1.67-2.50      | 2546            | 2.27          | 1.33-2.50    | 1947            | 1.93          |
| Cheese         | Natural Varieties | 1 # shred   | 3.00-3.99      | 169             | 3.83          |                |                 |               | 2.98         | 31              | 2.98          |
| Cottage cheese |                   | 16 oz       | 1.88-2.99      | 381             | 2.42          | 1.25           | 398             | 1.25          | 1.25-1.99    | 515             | 1.35          |
| Cream cheese   |                   | 8 oz        | 1.25-2.50      | 2571            | 1.75          | 1.25-2.50      | 2873            | 1.72          | 0.99-2.50    | 1277            | 1.47          |
| Flavored milk  | All fat tests     | half gallon | 1.99-3.00      | 892             | 2.15          |                |                 |               |              |                 |               |
| Flavored milk  | All fat tests     | gallon      | 4.00           | 128             | 4.00          |                |                 |               | 2.99-3.59    | 240             | 3.07          |
| Ice cream      |                   | 48-64oz     | 1.88-3.99      | 4590            | 2.76          | 1.99-4.50      | 1655            | 3.08          | 1.98-3.99    | 2324            | 2.78          |
| Milk           | All fat tests     | half gallon | 3.00           | 142             | 3.00          | 1.49           | 126             | 1.49          | 1.77         | 29              | 1.77          |
| Milk           | All fat tests     | gallon      | 2.50-3.79      | 208             | 3.14          | 2.79-4.59      | 377             | 3.42          | 1.99-3.00    | 428             | 2.63          |
| Sour cream     |                   | 16 oz       | 1.29-2.00      | 2386            | 1.65          | 1.00-2.00      | 1268            | 1.50          | 1.00-2.00    | 1391            | 1.64          |
| Yogurt         | Greek             | 4-6 oz      | 0.80-1.25      | 2097            | .97           | 0.80-1.00      | 2932            | .98           | 0.60-1.00    | 1097            | .89           |
| Yogurt         | Greek             | 32 oz       | 3.49-4.59      | 523             | 3.57          |                |                 |               | 5.00         | 201             | 5.00          |
| Yogurt         | Yogurt            | 4-6 oz      | 0.39-0.88      | 3558            | .58           | 0.50-0.60      | 2322            | .51           | 0.40-0.66    | 856             | .57           |

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     | 1.50-2.49      | 827             | 1.99          | 2.00-2.50      | 325             | 2.08          | 2.00-2.89    | 577             | 2.09          |

| 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 #         | 1.79-3.00          | 298             | 2.03          | 1.67-2.99      | 411             | 2.29          | 1.99-2.00      | 66              | 1.99          |
| Cheese         | Natural Varieties | 8 oz block  | 1.67-4.99          | 1130            | 2.91          | 1.67-3.00      | 454             | 2.35          | 1.67-1.99      | 317             | 1.90          |
| Cheese         | Natural Varieties | 1 # block   |                    |                 |               | 2.97-3.59      | 119             | 3.11          | 4.49-4.99      | 231             | 4.55          |
| Cheese         | Natural Varieties | 2 # block   |                    |                 |               | 4.99-8.99      | 1394            | 6.30          | 5.98-6.99      | 690             | 6.09          |
| Cheese         | Natural Varieties | 8 oz shred  | 1.50-3.00          | 1265            | 2.35          | 1.49-3.00      | 1216            | 2.11          | 1.99-3.00      | 422             | 2.15          |
| Cheese         | Natural Varieties | 1 # shred   | 2.99               | 52              | 2.99          |                |                 |               |                |                 |               |
| Cottage cheese |                   | 16 oz       | 1.49-2.50          | 347             | 1.75          | 1.79-2.49      | 194             | 2.39          | 1.25           | 118             | 1.25          |
| Cream cheese   |                   | 8 oz        | 1.25-1.50          | 422             | 1.40          | 1.25-1.49      | 917             | 1.29          | 1.25-2.00      | 227             | 1.48          |
| Flavored milk  | All fat tests     | half gallon | 2.50-2.59          | 150             | 2.57          | 2.49           | 143             | 2.49          | 1.25           | 118             | 1.25          |
| Ice cream      |                   | 48-64oz     | 1.50-4.50          | 2325            | 3.10          | 1.99-4.49      | 4724            | 2.78          | 2.50-3.50      | 1706            | 2.79          |
| Milk           | All fat tests     | half gallon |                    |                 |               |                |                 |               | 1.25           | 118             | 1.25          |
| Milk           | All fat tests     | gallon      |                    |                 |               | 2.89           | 222             | 2.89          |                |                 |               |
| Sour cream     |                   | 16 oz       | 0.99-2.00          | 1221            | 1.41          | 0.99-2.00      | 3034            | 1.75          | 1.00-1.99      | 1083            | 1.71          |
| Yogurt         | Greek             | 4-6 oz      | 1.00               | 776             | 1.00          | 0.79-1.00      | 2448            | .99           | 0.80-1.09      | 735             | .97           |
| Yogurt         | Yogurt            | 4-6 oz      | 0.45-0.67          | 551             | .56           | 0.50-0.75      | 963             | .60           | 0.60           | 198             | .60           |
| Yogurt         | Yogurt            | 32 oz       |                    |                 |               | 2.00-2.50      | 124             | 2.14          | 2.00-2.99      | 147             | 2.20          |

### NATIONAL -- ORGANIC DAIRY PRODUCTS

| Commodity      | Type          | Pack Size   | THIS PERIOD     |               | TWO WEEKS AGO   |               |
|----------------|---------------|-------------|-----------------|---------------|-----------------|---------------|
|                |               |             | Stores With Ads | Wtd Avg Price | Stores With Ads | Wtd Avg Price |
| Cottage cheese |               | 16 oz       |                 |               | 29              | 3.99          |
| Cream cheese   |               | 8 oz        | 32              | 3.00          | 56              | 2.49          |
| Ice cream      |               | 48-64oz     | 169             | 5.99          |                 |               |
| Milk           | All fat tests | half gallon | 379             | 3.71          | 3037            | 3.38          |
| Milk           | All fat tests | 8 oz UHT    | 516             | 1.00          | 43              | 1.00          |
| Yogurt         | Greek         | 4-6 oz      | 761             | 1.18          | 232             | 1.00          |
| Yogurt         | Yogurt        | 4-6 oz      | 292             | .63           | 507             | .74           |
| Yogurt         | Yogurt        | 32 oz       | 80              | 2.00          | 29              | 2.79          |

### 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        | 3.00           | 32              | 3.00          |                |                 |               |              |                 |               |
| Ice cream    |               | 48-64oz     |                |                 |               |                |                 |               | 5.99         | 26              | 5.99          |
| Milk         | All fat tests | half gallon | 3.99           | 167             | 3.99          |                |                 |               | 3.50         | 31              | 3.50          |
| Milk         | All fat tests | 8 oz UHT    |                |                 |               | 1.00           | 398             | 1.00          |              |                 |               |
| Yogurt       | Greek         | 4-6 oz      | 1.25           | 358             | 1.25          | 0.99           | 202             | .99           | 1.25         | 201             | 1.25          |
| Yogurt       | Yogurt        | 4-6 oz      | 0.60-0.70      | 227             | .64           |                |                 |               |              |                 |               |

| 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 |
| Ice cream |               | 48-64oz     |                    |                 |               | 5.99           | 143             | 5.99          |                |                 |               |
| Milk      | All fat tests | half gallon |                    |                 |               | 3.49           | 181             | 3.49          |                |                 |               |
| Milk      | All fat tests | 8 oz UHT    |                    |                 |               |                |                 |               | 1.00           | 118             | 1.00          |
| Yogurt    | Yogurt        | 4-6 oz      | 0.60               | 65              | .60           |                |                 |               |                |                 |               |
| Yogurt    | Yogurt        | 32 oz       |                    |                 |               |                |                 |               | 2.00           | 80              | 2.00          |

## 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 #         | 1.67            | 3.33       | 2196            | 2.76          | 1.49         | 3.49       | 2410            | 2.25          |
| Cheese         | Natural Varieties | 8 oz block  | 1.33            | 4.99       | 6887            | 2.48          | 1.66         | 2.50       | 1883            | 2.11          |
| Cheese         | Natural Varieties | 1 # block   | 2.98            | 4.99       | 224             | 3.51          | 2.88         | 4.49       | 629             | 3.84          |
| Cheese         | Natural Varieties | 2 # block   | 5.98            | 8.99       | 857             | 6.65          | 4.99         | 5.99       | 1532            | 5.94          |
| Cheese         | Natural Varieties | 8 oz shred  | 1.33            | 3.00       | 7696            | 2.24          | 1.49         | 2.99       | 2955            | 2.19          |
| Cheese         | Natural Varieties | 1 # shred   | 2.98            | 2.98       | 31              | 2.98          | 2.99         | 3.99       | 221             | 3.63          |
| Cottage cheese |                   | 16 oz       | 1.25            | 2.99       | 568             | 2.02          | 1.25         | 2.49       | 1385            | 1.58          |
| Cream cheese   |                   | 8 oz        | 1.00            | 2.50       | 4460            | 1.83          | .99          | 1.79       | 3827            | 1.38          |
| Flavored milk  | All fat tests     | half gallon | 2.50            | 3.00       | 174             | 2.91          | 1.25         | 2.59       | 1129            | 2.04          |
| Flavored milk  | All fat tests     | gallon      | 2.99            | 3.00       | 152             | 3.00          | 3.00         | 4.00       | 216             | 3.67          |
| Ice cream      |                   | 48-64oz     | 1.88            | 4.50       | 11002           | 3.01          | 1.50         | 3.50       | 6322            | 2.57          |
| Milk           | All fat tests     | half gallon | 3.00            | 3.00       | 142             | 3.00          | 1.25         | 1.77       | 273             | 1.42          |
| Milk           | All fat tests     | gallon      | 3.00            | 4.59       | 229             | 3.73          | 1.99         | 3.79       | 1006            | 2.84          |
| Sour cream     |                   | 16 oz       | 1.33            | 2.00       | 5148            | 1.88          | .99          | 2.00       | 5235            | 1.40          |
| Yogurt         | Greek             | 4-6 oz      | .60             | 1.09       | 7866            | 1.00          | .79          | 1.25       | 2219            | .88           |
| Yogurt         | Greek             | 32 oz       | 3.49            | 5.00       | 724             | 3.97          |              |            |                 |               |
| Yogurt         | Yogurt            | 4-6 oz      | .50             | .67        | 5273            | .55           | .39          | .88        | 3175            | .58           |
| Yogurt         | Yogurt            | 32 oz       | 1.50            | 2.99       | 1292            | 2.04          | 1.99         | 2.89       | 708             | 2.09          |

Wtd Avg - Simple weighted average

**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 |
| Cream cheese |               | 8 oz        | 3.00            | 3.00       | 32              | 3.00          |              |            |                 |               |
| Ice cream    |               | 48-64oz     | 5.99            | 5.99       | 143             | 5.99          | 5.99         | 5.99       | 26              | 5.99          |
| Milk         | All fat tests | half gallon | 3.49            | 3.99       | 379             | 3.71          |              |            |                 |               |
| Milk         | All fat tests | 8 oz UHT    | 1.00            | 1.00       | 516             | 1.00          |              |            |                 |               |
| Yogurt       | Greek         | 4-6 oz      | .99             | 1.25       | 761             | 1.18          |              |            |                 |               |
| Yogurt       | Yogurt        | 4-6 oz      | .60             | .70        | 292             | .63           |              |            |                 |               |
| Yogurt       | Yogurt        | 32 oz       | 2.00            | 2.00       | 80              | 2.00          |              |            |                 |               |

**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  |