



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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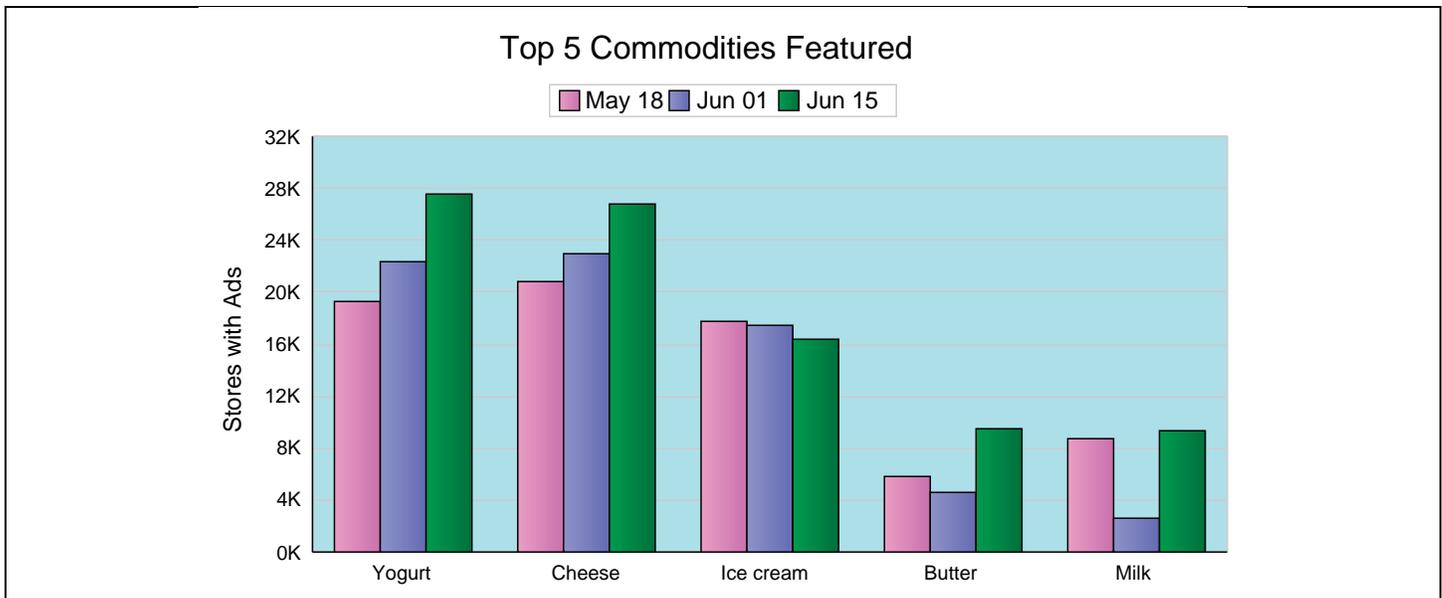
Advertised Prices for Dairy Products at Major Retail Supermarket Outlets 06/04 to 06/15

June is Dairy Month – Retail advertisements are showcasing dairy items in all regions of the country and many ads are based on the June Dairy Month theme. Total conventional dairy ad volume is up 14.9% from two weeks ago, representing the third consecutive period of increasing ad volume. Ice cream features of 48-64 ounces are -5.5% fewer this period, yet ice cream novelties and other ice cream sizes are featured at a similar to higher rate as observed during data collection. Ice cream remains the third most advertised product, following cheese and yogurt.

Total cheese advertising numbers increased 16% and yogurt ads, 22.5%. The most advertised cheese category, 8 ounce shreds, has a weighted average advertised price of \$2.40, up 17 cents from last cycle. The average price for 8 ounce blocks, \$2.31, decreased 9 cents from the last cycle. The largest yogurt category, 4-6 ounce Greek yogurt, has a weighted average advertised price of \$1.01, up 4 cents from last period.

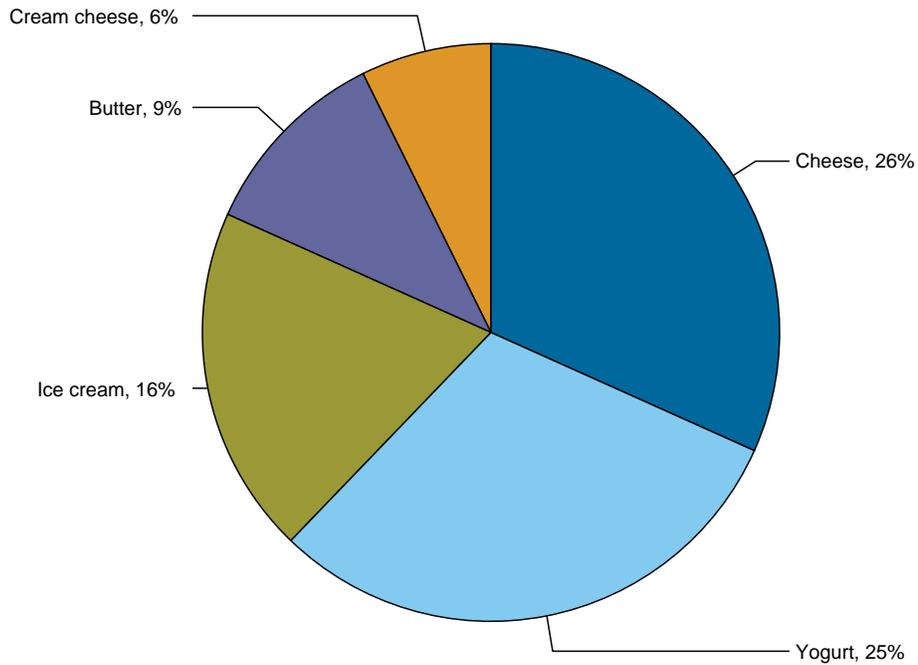
Conventional milk's national weighted average advertised price for half gallons this period, \$2.11, is 15 cents above two weeks ago. This period and last, ads split almost evenly between store brands and national brands.

Organic milk's national weighted average advertised price for half gallons, \$3.24, is down 47 cents from last period, after being up 33 cents from the previous period. This results in an organic-conventional half-gallon milk advertised price spread of \$1.13, down from \$1.75 two weeks ago, but up from \$1.02 four weeks ago. Stores with organic dairy ads increased by slightly over six times the number two weeks ago.

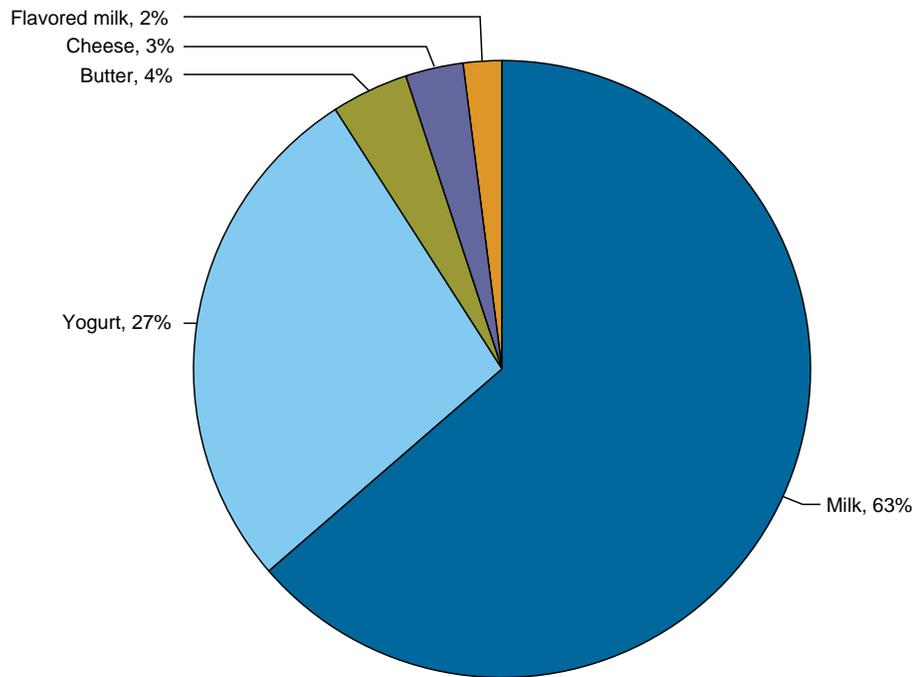


1 -- Dairy Market News surveys more than 150 retailers, comprising nearly 16,000 individual stores, with online weekly advertised features.
2 -- Date range reflects two-week period, however only one data collection per retailer is made during the period.

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 #	9272	2.88	4606	2.49
Cheese	Natural Varieties	8 oz block	8427	2.31	8770	2.40
Cheese	Natural Varieties	1 # block	2733	3.62	853	3.76
Cheese	Natural Varieties	2 # block	2567	5.14	2389	6.20
Cheese	Natural Varieties	8 oz shred	11294	2.40	10651	2.23
Cheese	Natural Varieties	1 # shred	1563	3.33	252	3.55
Cottage cheese		16 oz	5252	2.20	1953	1.71
Cream cheese		8 oz	6298	1.73	8287	1.62
Flavored milk	All fat tests	half gallon	1490	2.21	1303	2.15
Flavored milk	All fat tests	gallon	943	3.73	368	3.39
Ice cream		48-64oz	16379	3.05	17324	2.85
Milk	All fat tests	half gallon	2751	2.11	415	1.96
Milk	All fat tests	gallon	3094	2.80	1235	3.00
Sour cream		16 oz	5373	1.69	10383	1.64
Yogurt	Greek	4-6 oz	12335	1.01	10085	.97
Yogurt	Greek	32 oz	1665	4.05	724	3.97
Yogurt	Yogurt	4-6 oz	10335	.50	8448	.56
Yogurt	Yogurt	32 oz	1710	2.10	2000	2.06

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 #	1.68-3.99	2402	2.83	1.99-3.79	1968	2.92	1.79-3.79	1219	2.62
Cheese	Natural Varieties	8 oz block	1.49-2.99	3518	2.22	1.67-2.79	2000	2.40	1.69-3.39	1177	2.23
Cheese	Natural Varieties	1 # block	2.99-4.99	972	3.93	2.99-4.99	365	4.30	2.98-3.99	250	3.31
Cheese	Natural Varieties	2 # block				5.00	103	5.00			
Cheese	Natural Varieties	8 oz shred	1.99-2.99	3387	2.24	1.67-3.00	2590	2.41	0.99-3.79	1527	2.12
Cheese	Natural Varieties	1 # shred				4.99	214	4.99	2.98-3.99	299	3.07
Cottage cheese		16 oz	1.99-2.50	1607	2.14	1.99-2.00	331	1.99	1.48-2.69	730	2.07
Cream cheese		8 oz	0.88-2.00	2248	1.55	0.88-1.99	973	1.51	0.98-2.00	480	1.71
Flavored milk	All fat tests	half gallon	3.29	345	3.29	2.99	105	2.99	0.99-2.00	595	1.56
Flavored milk	All fat tests	gallon	3.99	484	3.99				2.99-3.99	359	3.55
Ice cream		48-64oz	2.49-4.48	4023	3.08	2.50-5.50	3056	3.24	0.98-4.29	2529	2.82
Milk	All fat tests	half gallon	2.00-3.29	1156	2.69	1.67	34	1.67	1.00-1.33	510	1.24
Milk	All fat tests	gallon	2.49	54	2.49	2.69-3.79	631	3.11	1.99-3.49	796	2.80
Sour cream		16 oz	1.50-1.99	1558	1.59	0.99-2.00	1417	1.69	1.00-1.99	759	1.61
Yogurt	Greek	4-6 oz	0.89-1.50	3180	1.05	0.90-1.00	3934	.99	0.89-1.00	942	1.00
Yogurt	Greek	32 oz	3.00-4.99	1311	4.00	3.00	125	3.00			
Yogurt	Yogurt	4-6 oz	0.40-0.75	2927	.51	0.34-1.00	2003	.53	0.33-0.60	1360	.45

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	1.99-2.50	869	2.12				1.48-2.50	595	2.00

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	711	2.25	2.00-3.49	2180	3.04	1.67-3.79	792	3.40
Cheese	Natural Varieties	8 oz block	1.59-3.29	1061	2.57	1.49-2.49	117	1.94	1.50-2.99	554	2.31
Cheese	Natural Varieties	1 # block	2.99-4.99	381	3.54	2.99-3.29	685	3.04	2.99	80	2.99
Cheese	Natural Varieties	2 # block	5.00-5.99	389	5.08	5.00-6.99	1487	5.22	5.00	588	5.00
Cheese	Natural Varieties	8 oz shred	1.59-4.39	1132	2.60	1.49-2.99	1928	2.73	1.50-3.00	730	2.45
Cheese	Natural Varieties	1 # shred	2.99-3.34	220	3.20	2.99-3.29	750	3.04	2.99	80	2.99
Cottage cheese		16 oz	1.49-2.69	463	2.31	0.99-2.99	1447	2.46	1.50-2.00	674	1.96
Cream cheese		8 oz	0.99-2.49	655	1.94	1.99-2.00	1354	1.99	1.99	588	1.99
Flavored milk	All fat tests	half gallon	1.98-2.50	184	2.23	2.49	143	2.49	1.25	118	1.25
Flavored milk	All fat tests	gallon	4.49	32	4.49	2.49	68	2.49			
Ice cream		48-64oz	1.98-4.50	2108	3.29	2.49-3.50	3516	2.97	2.48-3.99	1147	2.76
Milk	All fat tests	half gallon	1.34-2.99	197	2.28	1.50	119	1.50	1.25-2.00	735	1.87
Milk	All fat tests	gallon	1.97-2.49	198	2.38	2.89	798	2.89	2.49-2.89	617	2.55
Sour cream		16 oz	1.00-2.00	725	1.71	0.99-1.99	269	1.74	1.50-1.99	645	1.96
Yogurt	Greek	4-6 oz	1.00-1.25	1246	1.01	0.88-1.00	2243	.97	1.00	790	1.00
Yogurt	Greek	32 oz	4.49-4.99	86	4.74	4.99	143	4.99			
Yogurt	Yogurt	4-6 oz	0.45-0.79	1164	.52	0.50-0.60	2016	.51	0.33-0.60	865	.48
Yogurt	Yogurt	32 oz	2.18-2.50	183	2.34	2.00	34	2.00	1.99	29	1.99

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
Butter		1 #	238	4.12		
Cheese	Natural Varieties	8 oz block	167	4.59		
Cream cheese		8 oz			32	3.00
Flavored milk	All fat tests	half gallon	94	3.49		
Ice cream		48-64oz	26	5.99	169	5.99
Milk	All fat tests	half gallon	2389	3.24	379	3.71
Milk	All fat tests	gallon	262	4.99		
Milk	All fat tests	8 oz UHT	783	1.00	516	1.00
Yogurt	Greek	4-6 oz	309	1.25	761	1.18
Yogurt	Yogurt	4-6 oz	983	.67	292	.63
Yogurt	Yogurt	32 oz	198	2.00	80	2.00

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 #				4.15	195	4.15			
Cheese	Natural Varieties	8 oz block	4.59	167	4.59						
Flavored milk	All fat tests	half gallon							3.49	94	3.49
Ice cream		48-64oz							5.99	26	5.99
Milk	All fat tests	half gallon	2.99-3.99	969	3.42	2.50-3.99	371	3.24	2.29-3.99	857	2.93
Milk	All fat tests	gallon				4.99	107	4.99	4.99	155	4.99
Milk	All fat tests	8 oz UHT				1.00	34	1.00	1.00	119	1.00
Yogurt	Greek	4-6 oz	1.25	266	1.25						
Yogurt	Yogurt	4-6 oz				0.60-0.70	500	.65	1.00	124	1.00

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	43	3.99						
Milk	All fat tests	half gallon	3.69	32	3.69	3.69-3.89	132	3.79	2.99	28	2.99
Milk	All fat tests	8 oz UHT	1.00	421	1.00	1.00	209	1.00			
Yogurt	Greek	4-6 oz	1.25	43	1.25						
Yogurt	Yogurt	4-6 oz	0.57-0.63	359	.59						
Yogurt	Yogurt	32 oz							2.00	198	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 #	1.99	3.99	5527	3.24	1.67	2.99	3745	2.34
Cheese	Natural Varieties	8 oz block	1.49	3.39	5048	2.39	1.49	2.99	3379	2.20
Cheese	Natural Varieties	1 # block	2.98	4.99	1240	4.10	2.99	4.79	1493	3.21
Cheese	Natural Varieties	8 oz shred	1.59	4.39	8816	2.52	.99	2.54	2478	1.97
Cheese	Natural Varieties	1 # shred	2.98	4.99	338	4.25	2.99	3.99	1225	3.08
Cheese	Natural Varieties	2 # block					5.00	6.99	2567	5.14
Cottage cheese		16 oz	1.48	2.50	2634	2.09	.99	2.99	2618	2.31
Cream cheese		8 oz	.99	2.49	3528	1.93	.88	2.00	2770	1.48
Flavored milk	All fat tests	half gallon	.99	3.29	633	2.72	1.00	2.50	857	1.83
Flavored milk	All fat tests	gallon	2.99	4.49	156	3.30	2.49	3.99	787	3.82
Ice cream		48-64oz	1.99	5.50	10899	3.12	.98	4.29	5480	2.90
Milk	All fat tests	half gallon	1.67	3.29	1417	2.59	1.00	2.50	1334	1.59

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
Milk	All fat tests	gallon	3.49	3.49	201	3.49	1.97	3.79	2893	2.75
Sour cream		16 oz	1.50	2.00	2484	1.82	.99	2.00	2889	1.57
Yogurt	Greek	4-6 oz	.88	1.50	11300	1.01	.89	1.00	1035	.96
Yogurt	Greek	32 oz	3.00	4.99	1665	4.05				
Yogurt	Yogurt	4-6 oz	.40	1.00	8084	.53	.33	.79	2251	.42
Yogurt	Yogurt	32 oz	2.00	2.50	569	2.33	1.48	2.29	1141	1.98

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 #					3.99	4.15	238	4.12
Cheese	Natural Varieties	8 oz block	4.59	4.59	167	4.59				
Flavored milk	All fat tests	half gallon	3.49	3.49	94	3.49				
Ice cream		48-64oz					5.99	5.99	26	5.99
Milk	All fat tests	half gallon	2.99	3.99	1459	3.55	2.29	3.69	930	2.75
Milk	All fat tests	8 oz UHT	1.00	1.00	783	1.00				
Milk	All fat tests	gallon					4.99	4.99	262	4.99
Yogurt	Greek	4-6 oz	1.25	1.25	309	1.25				
Yogurt	Yogurt	4-6 oz	.57	1.00	983	.67				
Yogurt	Yogurt	32 oz	2.00	2.00	198	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