



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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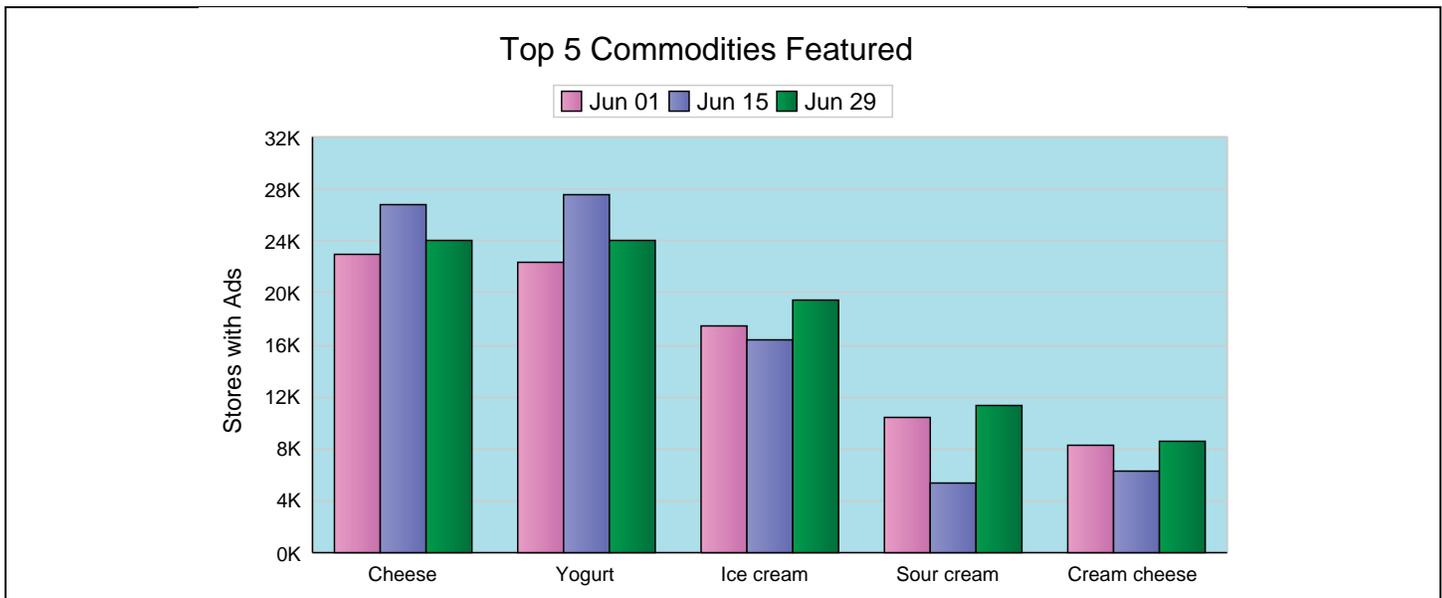
Advertised Prices for Dairy Products at Major Retail Supermarket Outlets 06/18 to 06/29

An Independence Day Holiday theme ran through many dairy ads in the current survey. Ad volume for conventional dairy products is slightly below two weeks ago, down -1.4%. Record high ad volume since this series began the first week of March, occurred for both ice cream and cottage cheese. Ice cream ad volume is up 19.0% from two weeks ago and the weighted average advertised price for 48-64 ounce containers is \$3.01. Cottage cheese ad volume is up 27.0% from two weeks ago and the weighted average advertised price for 16 ounce containers is \$2.00.

Cheese and yogurt ads, the largest categories, each declined in volume from two weeks ago. Total cheese advertising numbers decreased -10.5% and yogurt ads, -13.3%. The most advertised cheese category, 8 ounce shreds, has a weighted average advertised price of \$2.47, up 7 cents from last cycle. The average price for 8 ounce blocks, \$2.33, increased 2 cents from the last cycle. The largest yogurt category, 4-6 ounce yogurt, has a weighted average advertised price of \$.50, unchanged from last period. Greek yogurt in 4-6 ounce containers, the most advertised yogurt two weeks ago, has a weighted average advertised price of \$1.00, down 1 cent.

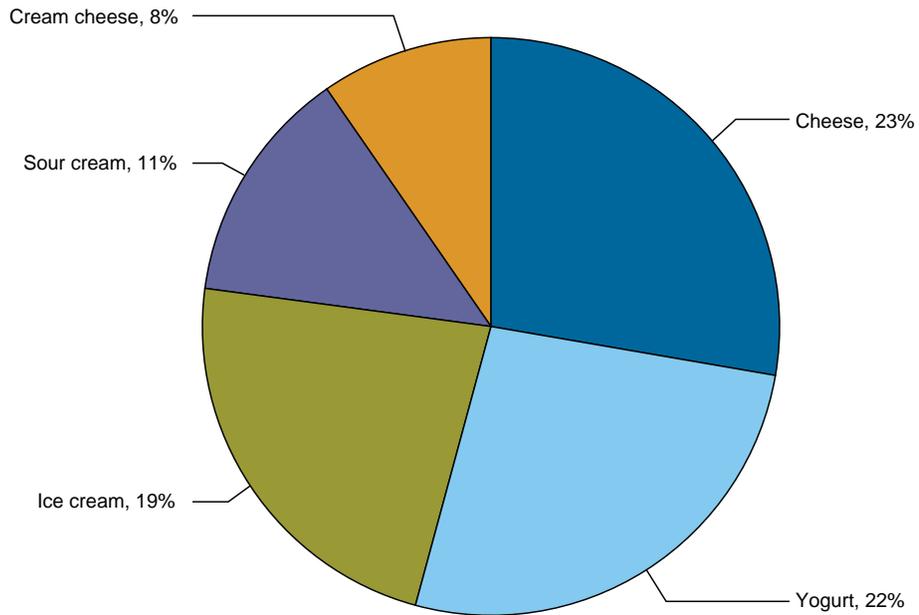
Conventional milk's national weighted average advertised price for half gallons this period, \$2.13, is 2 cents above two weeks ago. Both this period and last, ads split between store brands and national brands, with national brands ahead in numbers.

Organic milk's national weighted average advertised price for half gallons, \$3.27, is up 3 cents from last period. This results in an organic-conventional half-gallon milk advertised price spread of \$1.14, less than the average spread since this series began in early March, \$1.27. Ads for half gallons of organic milk appeared for 61.4% more stores than for conventional half gallons.

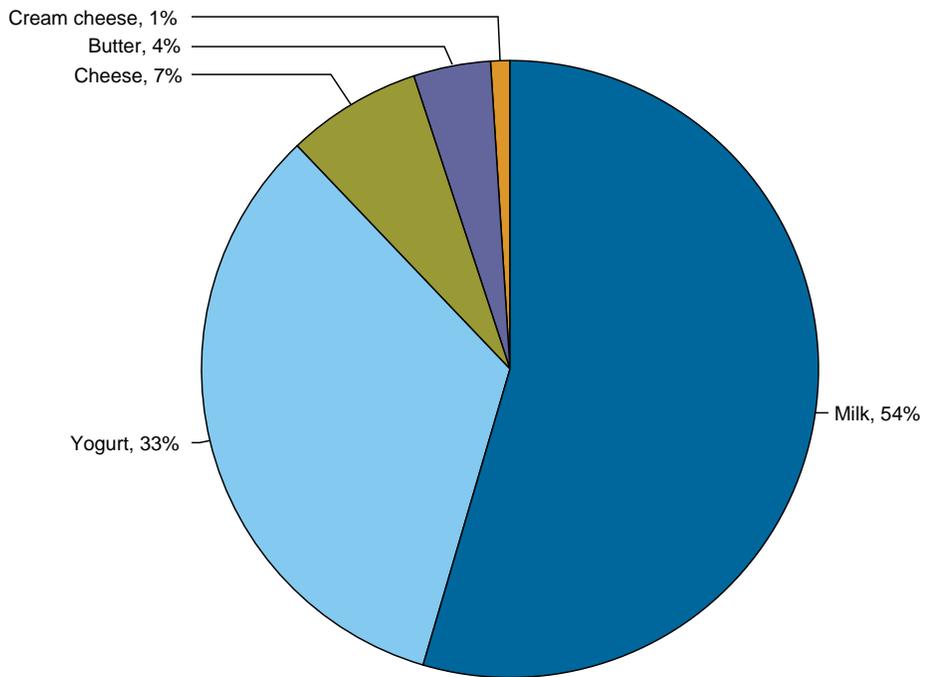


1 -- Dairy Market News surveys more than 150 retailers, comprising nearly 16,000 individual stores, with online weekly advertised features.
2 -- Date range reflects two-week period, however only one data collection per retailer is made during the period.

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 #	3866	2.48	9272	2.88
Cheese	Natural Varieties	8 oz block	8201	2.33	8427	2.31
Cheese	Natural Varieties	1 # block	1460	3.36	2733	3.62
Cheese	Natural Varieties	2 # block	3013	5.74	2567	5.14
Cheese	Natural Varieties	8 oz shred	10393	2.47	11294	2.40
Cheese	Natural Varieties	1 # shred	725	3.06	1563	3.33
Cottage cheese		16 oz	6669	2.00	5252	2.20
Cream cheese		8 oz	8528	1.48	6298	1.73
Flavored milk	All fat tests	half gallon	315	2.18	1490	2.21
Flavored milk	All fat tests	gallon	912	3.67	943	3.73
Ice cream		48-64oz	19485	3.01	16379	3.05
Milk	All fat tests	half gallon	1096	2.13	2751	2.11
Milk	All fat tests	gallon	3423	2.94	3094	2.80
Sour cream		16 oz	11344	1.62	5373	1.69
Yogurt	Greek	4-6 oz	6580	1.00	12335	1.01
Yogurt	Greek	32 oz	244	4.59	1665	4.05
Yogurt	Yogurt	4-6 oz	14381	.50	10335	.50
Yogurt	Yogurt	32 oz	1372	2.33	1710	2.10

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 #	1.79-3.99	1611	2.53	1.99-3.99	733	2.42	1.49-2.50	564	1.97
Cheese	Natural Varieties	8 oz block	1.99-3.99	2863	2.56	1.67-3.00	2494	2.45	1.29-2.50	888	1.84
Cheese	Natural Varieties	1 # block	2.99-3.99	685	3.61	2.99-3.49	233	3.22	2.99-3.77	456	3.11
Cheese	Natural Varieties	2 # block	5.99	149	5.99	5.99	103	5.99			
Cheese	Natural Varieties	8 oz shred	1.49-3.29	3188	2.57	1.25-3.00	1379	2.30	1.66-3.00	1568	2.04
Cheese	Natural Varieties	1 # shred				2.99-3.99	339	3.13	2.99	386	2.99
Cottage cheese		16 oz	1.64-2.99	1526	2.20	1.50-2.00	630	1.84	1.00-2.00	640	1.71
Cream cheese		8 oz	0.99-2.50	2832	1.55	1.00-1.99	1303	1.23	0.98-1.69	1337	1.32
Flavored milk	All fat tests	half gallon	1.99-2.35	182	2.10	2.49	107	2.49	1.49	26	1.49
Flavored milk	All fat tests	gallon	2.99-4.99	251	3.97	4.49	105	4.49	2.99-4.49	354	3.85
Ice cream		48-64oz	1.97-3.99	3578	2.95	2.49-3.99	2106	3.12	0.99-4.59	2619	2.81
Milk	All fat tests	half gallon	2.50-2.99	647	2.79	1.50	37	1.50	1.00-1.33	60	1.17
Milk	All fat tests	gallon	2.39-4.19	1016	3.55	2.78-2.99	485	2.98	1.99-3.49	797	2.68
Sour cream		16 oz	0.99-2.00	3560	1.56	1.00-2.00	2716	1.47	0.99-2.69	1726	1.45
Yogurt	Greek	4-6 oz	0.80-1.25	1781	1.01	0.80-1.25	1166	.96	0.99-1.25	1294	1.00
Yogurt	Greek	32 oz	2.50-4.99	201	4.51						
Yogurt	Yogurt	4-6 oz	0.39-0.60	3506	.49	0.40-0.60	4535	.45	0.25-0.60	1663	.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	1.99-2.99	321	2.38	2.00-2.49	267	2.10	1.89-2.89	298	2.16

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 #	2.50-2.99	288	2.78	2.00-3.49	321	2.97	2.50-3.00	349	2.54
Cheese	Natural Varieties	8 oz block	1.67-2.99	313	2.03	1.67-2.88	1179	2.09	1.79-2.50	464	1.94
Cheese	Natural Varieties	1 # block				2.87-3.49	86	3.09			
Cheese	Natural Varieties	2 # block	4.99-5.99	402	5.71	5.99	1320	5.99	4.99-6.99	1039	5.37
Cheese	Natural Varieties	8 oz shred	1.67-3.00	762	2.49	1.67-3.00	2533	2.60	1.79-4.59	963	2.68
Cottage cheese		16 oz	0.88-1.99	402	1.87	1.25-2.50	2462	2.04	1.50-1.99	1009	1.97
Cream cheese		8 oz	1.25-2.00	255	1.69	1.50-3.00	1760	1.62	1.29-1.67	1041	1.49
Flavored milk	All fat tests	gallon	2.58	202	2.58						
Ice cream		48-64oz	2.50-4.99	2349	2.96	2.49-3.99	7047	3.06	2.50-4.99	1786	3.23
Milk	All fat tests	half gallon	1.25-1.79	169	1.41	0.88	183	.88			
Milk	All fat tests	gallon	1.97-2.50	326	2.17	2.39-2.89	690	2.76	2.49-2.99	109	2.62
Sour cream		16 oz	0.88-2.00	734	1.69	1.00-1.99	1703	1.92	1.69-2.50	905	1.97
Yogurt	Greek	4-6 oz	1.00	1084	1.00	0.88-1.34	939	1.03	1.00	316	1.00
Yogurt	Greek	32 oz	4.99	43	4.99						
Yogurt	Yogurt	4-6 oz	0.30-0.60	1321	.51	0.33-0.68	2499	.60	0.50-0.60	857	.57
Yogurt	Yogurt	32 oz	2.29	43	2.29	2.49-2.68	177	2.64	2.29-2.99	266	2.52

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 #	167	3.99	238	4.12
Cheese	Natural Varieties	8 oz block	185	3.49	167	4.59
Cheese	Natural Varieties	8 oz shred	124	2.75		
Cream cheese		8 oz	32	3.00		
Flavored milk	All fat tests	half gallon			94	3.49
Ice cream		48-64oz	26	5.99	26	5.99
Milk	All fat tests	half gallon	1769	3.27	2389	3.24
Milk	All fat tests	gallon	302	4.98	262	4.99
Milk	All fat tests	8 oz UHT	199	1.00	783	1.00
Yogurt	Greek	4-6 oz	934	1.31	309	1.25
Yogurt	Yogurt	4-6 oz	467	.79	983	.67
Yogurt	Yogurt	32 oz			198	2.00

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 #							3.99	124	3.99
Cheese	Natural Varieties	8 oz block	2.50-3.99	185	3.49						
Cheese	Natural Varieties	8 oz shred	2.50-2.99	124	2.75						
Cream cheese		8 oz	3.00	32	3.00						
Ice cream		48-64oz							5.99	26	5.99
Milk	All fat tests	half gallon	2.99-4.49	849	3.53	2.99-3.59	464	3.08	2.99	424	2.99
Milk	All fat tests	gallon				4.97-4.99	302	4.98			
Milk	All fat tests	8 oz UHT							1.00	119	1.00
Yogurt	Greek	4-6 oz	1.25-1.50	401	1.33	1.25	202	1.25	1.25	201	1.25
Yogurt	Yogurt	4-6 oz	0.60-0.99	467	.79						

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				3.00	32	3.00			
Milk	All fat tests	8 oz UHT							1.00	80	1.00
Yogurt	Greek	4-6 oz	1.25-1.50	130	1.42						

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 #	1.98	3.99	1178	2.93	1.49	2.99	2688	2.29
Cheese	Natural Varieties	8 oz block	1.29	3.99	4999	2.49	1.66	2.50	3202	2.07
Cheese	Natural Varieties	1 # block	3.49	3.99	185	3.82	2.87	3.99	1275	3.29
Cheese	Natural Varieties	2 # block	4.99	6.99	416	5.87	4.99	5.99	2597	5.72
Cheese	Natural Varieties	8 oz shred	1.66	4.59	6828	2.69	1.25	2.99	3565	2.05
Cheese	Natural Varieties	1 # shred	3.99	3.99	49	3.99	2.99	2.99	676	2.99
Cottage cheese		16 oz	1.48	2.99	3802	2.06	.88	2.50	2867	1.93
Cream cheese		8 oz	.99	3.00	2467	1.72	.98	1.99	6061	1.38
Flavored milk	All fat tests	half gallon	1.49	1.49	26	1.49	1.99	2.49	289	2.24
Flavored milk	All fat tests	gallon	3.00	4.49	430	4.06	2.58	4.99	482	3.33
Ice cream		48-64oz	1.97	4.99	10614	3.05	.99	4.59	8871	2.97
Milk	All fat tests	half gallon	2.50	2.99	647	2.79	.88	1.79	449	1.17
Milk	All fat tests	gallon	2.50	3.49	539	3.06	1.97	4.19	2884	2.92
Sour cream		16 oz	.99	2.69	7106	1.83	.88	1.99	4238	1.26
Yogurt	Greek	4-6 oz	.88	1.34	5685	1.02	.80	1.25	895	.89

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
Yogurt	Greek	32 oz	2.50	4.99	244	4.59				
Yogurt	Yogurt	4-6 oz	.39	.68	9024	.55	.25	.60	5357	.42
Yogurt	Yogurt	32 oz	1.89	2.99	569	2.25	2.00	2.99	803	2.39

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	3.99	167	3.99
Cheese	Natural Varieties	8 oz block	2.50	2.50	62	2.50	3.99	3.99	123	3.99
Cheese	Natural Varieties	8 oz shred	2.50	2.99	124	2.75				
Cream cheese		8 oz	3.00	3.00	32	3.00				
Ice cream		48-64oz					5.99	5.99	26	5.99
Milk	All fat tests	half gallon	2.99	4.49	780	3.52	2.99	3.49	989	3.07
Milk	All fat tests	8 oz UHT	1.00	1.00	199	1.00				
Milk	All fat tests	gallon					4.97	4.99	302	4.98
Yogurt	Greek	4-6 oz	1.25	1.50	934	1.31				
Yogurt	Yogurt	4-6 oz	.60	.99	467	.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