



Dairy Market News Branch

Agricultural
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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 07/16 to 07/27

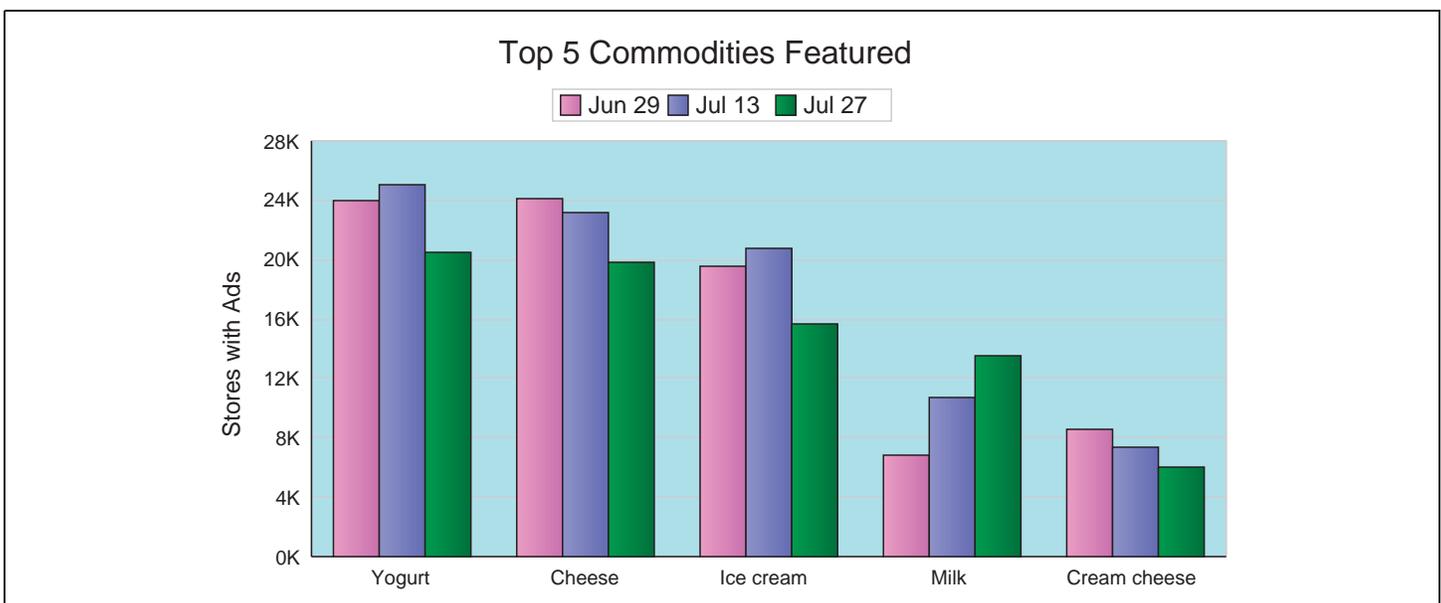
Total dairy retail ads declined significantly this week, showing a 20.1% decline compared to the previous reporting period. Conventional dairy ads heavily influenced the decline as all but 3 of the 18 dairy commodities reported fewer ads. Only cheese in 1# blocks, milk in gallons and yogurt in 32 ounce containers showed increases in the number of retail ads. In contrast to the conventional ads, organic ads showed a 183.1% increase in ads compared to the previous reporting period. Only cream cheese and ice cream showed less organic ads than the previous reporting period.

The weighted average advertised price for 48-64 ounce ice cream containers is \$3.03, down 5.9%. Ice cream remained the most advertised category. Ice cream ads may have peaked for the season the previous reporting period as July Ice cream Month promotions begin to wind down. Ice cream ads declined 24.0% this reporting period.

The weighted average advertised price of 4-6 ounce yogurt is \$.50 and is \$1.00 for 4-6 ounce Greek yogurt. The weighted average advertised price of each is unchanged from the last survey period. Ad numbers for 4-6 ounce yogurt and 4-6 ounce Greek yogurt declined by over 5,000 ads, but combined, continue to make up the majority of yogurt ads. Yogurt ad numbers decreased 20.1% from two weeks ago.

The most advertised cheese category, 8 ounce shreds, has a weighted average advertised price of \$2.16, down 2 cents from last cycle. The average price for 8 ounce blocks, \$2.20, decreased 7 cents from the last cycle. Cheese ad numbers declined 15.0% from the last survey period.

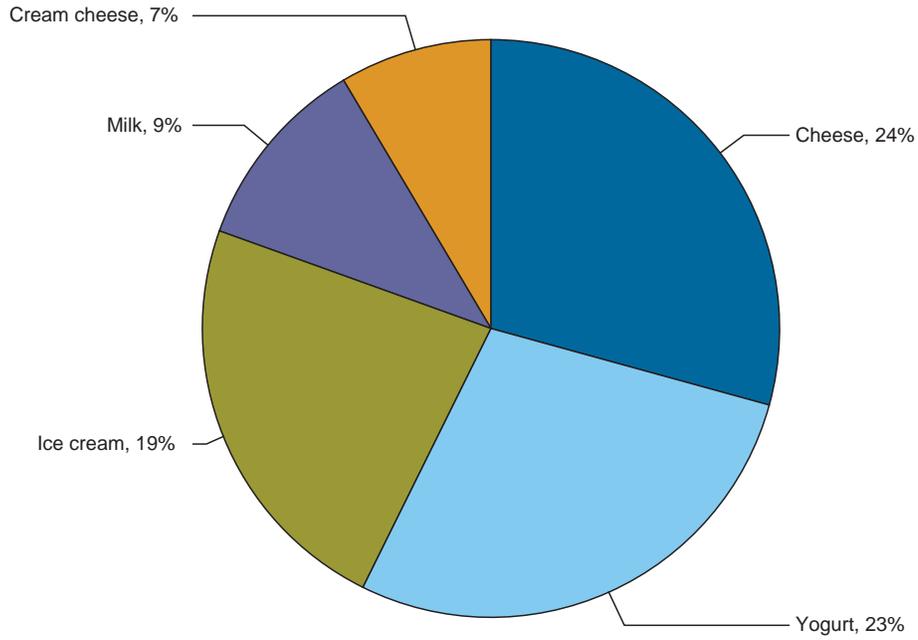
Conventional milk's national weighted average advertised price for half gallons this period, \$1.81, is 16 cents below two weeks ago. Ads for store brands greatly outnumbered national brands with 81.1% of the total milk ads, while national brands comprised the remaining 18.9%. Organic milk's national weighted average advertised price for half gallons, \$3.64, is down 29 cents from last period. This results in an organic-conventional half-gallon milk advertised price spread of \$1.83, down from \$1.96 two weeks ago. More ads for half gallons of organic milk appeared for national brands than store brands.



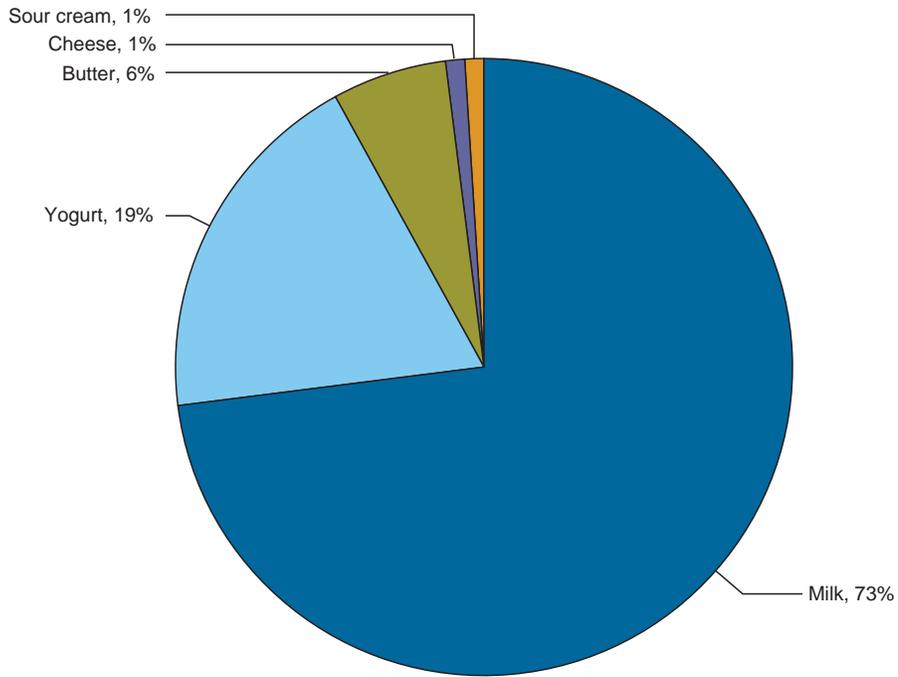
1 -- Dairy Market News surveys more than 150 retailers, comprising nearly 16,000 individual stores, with online weekly advertised features.

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 #	3653	2.34	5245	2.52
Cheese	Natural Varieties	8 oz block	8085	2.20	8739	2.27
Cheese	Natural Varieties	1 # block	1793	3.94	1475	4.28
Cheese	Natural Varieties	2 # block	355	5.39	1113	5.93
Cheese	Natural Varieties	8 oz shred	9021	2.16	11027	2.18
Cheese	Natural Varieties	1 # shred	493	4.12	881	4.60
Cottage cheese		16 oz	2397	1.85	2948	1.97
Cream cheese		8 oz	6006	1.41	7285	1.46
Flavored milk	All fat tests	half gallon	390	1.82	797	2.23
Flavored milk	All fat tests	gallon	813	4.41	1030	3.82
Ice cream		48-64oz	15698	3.03	20663	3.22
Milk	All fat tests	half gallon	1542	1.81	3028	1.97
Milk	All fat tests	gallon	6255	2.82	5536	2.67
Sour cream		16 oz	4859	1.45	6162	1.50
Yogurt	Greek	4-6 oz	8868	1.00	11483	1.00
Yogurt	Greek	32 oz	99	3.46	546	3.34
Yogurt	Yogurt	4-6 oz	9016	.50	11840	.50
Yogurt	Yogurt	32 oz	975	2.15	722	2.44

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 #	1.49-3.49	1796	2.14	2.00-3.00	888	2.56	1.99-2.49	452	2.05
Cheese	Natural Varieties	8 oz block	1.33-3.00	2664	2.20	2.00-4.99	1347	2.54	1.50-2.50	1323	1.93
Cheese	Natural Varieties	1 # block	2.69-3.99	783	3.39	3.99	132	3.99	4.49-4.99	202	4.93
Cheese	Natural Varieties	2 # block				4.99	214	4.99			
Cheese	Natural Varieties	8 oz shred	1.49-3.29	3332	2.34	1.67-3.29	1577	2.17	1.25-2.29	1652	1.88
Cheese	Natural Varieties	1 # shred	3.00-3.99	145	3.53				3.99-4.99	230	4.81
Cottage cheese		16 oz	1.99-2.99	1113	2.26	1.00-2.49	285	1.65	1.00-1.99	768	1.34
Cream cheese		8 oz	0.88-2.50	1326	1.36	0.99-1.97	2215	1.50	0.99-2.50	1085	1.39
Flavored milk	All fat tests	half gallon	1.99-2.25	182	2.07	2.99	30	2.99	1.00-2.00	178	1.38
Flavored milk	All fat tests	gallon	4.49	516	4.49	2.79-4.49	96	3.83	4.49	201	4.49
Ice cream		48-64oz	1.99-3.50	4157	2.70	1.99-5.50	1948	3.11	2.00-4.88	1894	3.06
Milk	All fat tests	half gallon	2.19-2.99	300	2.69	1.25-2.19	192	1.57	1.25-2.00	272	1.68
Milk	All fat tests	gallon	2.99-3.99	936	3.36	2.79-3.79	1756	3.02	1.99-3.50	713	2.76
Sour cream		16 oz	0.99-2.49	1460	1.51	1.00-1.69	840	1.27	1.00-1.69	1051	1.15
Yogurt	Greek	4-6 oz	0.88-1.25	3573	1.03	0.88-1.25	2160	1.02	0.80-1.00	1734	.99
Yogurt	Yogurt	4-6 oz	0.33-0.75	3173	.51	0.40-0.75	1861	.52	0.38-0.75	1481	.52
Yogurt	Yogurt	32 oz	1.99-2.50	593	2.10				2.00-2.99	277	2.21

Wtd Avg - Simple weighted average



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 #	1.99-2.99	277	2.78	2.99-3.29	211	3.09	2.29	29	2.29
Cheese	Natural Varieties	8 oz block	1.34-2.50	710	1.95	1.25-2.50	1373	2.37	1.99-2.00	668	2.00
Cheese	Natural Varieties	1 # block	2.99	43	2.99	2.87-4.99	431	4.05	4.99	202	4.99
Cheese	Natural Varieties	2 # block				4.99	68	4.99	6.89-6.99	73	6.94
Cheese	Natural Varieties	8 oz shred	1.34-3.29	1036	2.36	1.25-2.50	996	1.78	1.50-2.50	428	2.14
Cheese	Natural Varieties	1 # shred				3.50	118	3.50			
Cottage cheese		16 oz				1.25-1.99	231	1.78			
Cream cheese		8 oz	0.99-2.00	566	1.20	0.99-1.49	750	1.35	1.39-2.50	64	1.89
Ice cream		48-64oz	2.50-4.00	2317	3.33	2.49-4.49	3986	3.09	2.00-3.99	1396	3.16
Milk	All fat tests	half gallon	1.58-2.50	99	2.23	1.49	541	1.49	1.00-2.19	138	1.39
Milk	All fat tests	gallon	1.97-2.58	498	2.11	1.57-2.99	1736	2.65	2.49-2.59	616	2.53
Sour cream		16 oz	1.00-1.69	659	1.52	0.99-2.50	740	1.86	1.69	109	1.69
Yogurt	Greek	4-6 oz	0.80-1.00	387	.93	0.80-1.00	986	.89	1.00	28	1.00
Yogurt	Greek	32 oz				3.99	64	3.99	2.50	35	2.50
Yogurt	Yogurt	4-6 oz	0.40-0.69	846	.50	0.34-0.68	1217	.46	0.29-0.50	438	.44
Yogurt	Yogurt	32 oz	1.98	30	1.98	1.99-2.79	75	2.36			

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 #	500	4.32		
Cheese	Natural Varieties	8 oz block	32	3.00		
Cheese	Natural Varieties	8 oz shred	32	2.50		
Cream cheese		8 oz			32	3.00
Ice cream		48-64oz			87	4.49
Milk	All fat tests	half gallon	4646	3.64	1331	3.93
Milk	All fat tests	gallon	308	5.99	230	5.10
Milk	All fat tests	8 oz UHT	831	1.00	583	1.00
Sour cream		16 oz	56	4.49	56	4.49
Yogurt	Greek	4-6 oz	587	1.14	87	1.25
Yogurt	Yogurt	4-6 oz	602	.59	390	.82
Yogurt	Yogurt	32 oz	321	2.99		

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	167	4.99						

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
Cheese	Natural Varieties	8 oz block	3.00	32	3.00						
Cheese	Natural Varieties	8 oz shred	2.50	32	2.50						
Milk	All fat tests	half gallon	3.29-3.89	774	3.44	3.89-3.99	233	3.95	4.49	185	4.49
Milk	All fat tests	gallon							5.99	165	5.99
Milk	All fat tests	8 oz UHT				1.00	432	1.00	1.00	399	1.00
Sour cream		16 oz	4.49	56	4.49						
Yogurt	Greek	4-6 oz	1.25	122	1.25	1.00	82	1.00	1.25	201	1.25
Yogurt	Yogurt	4-6 oz	0.60	320	.60	0.60	195	.60			
Yogurt	Yogurt	32 oz	2.99	123	2.99						

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	135	3.99				3.99	198	3.99
Milk	All fat tests	half gallon	2.39-4.99	1229	3.39	2.69-3.99	1439	3.80	2.99-3.99	786	3.65
Milk	All fat tests	gallon				5.98	143	5.98			
Yogurt	Greek	4-6 oz	1.00	65	1.00	1.00	117	1.00			
Yogurt	Yogurt	4-6 oz	0.50	87	.50						
Yogurt	Yogurt	32 oz							2.99	198	2.99

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	3.49	740	3.00	1.49	3.00	2913	2.17
Cheese	Natural Varieties	8 oz block	1.33	4.99	3296	2.40	1.25	2.50	4789	2.07
Cheese	Natural Varieties	1 # block	2.99	4.99	856	3.93	2.69	4.99	937	3.95
Cheese	Natural Varieties	2 # block	6.89	6.99	73	6.94	4.99	4.99	282	4.99
Cheese	Natural Varieties	8 oz shred	1.66	3.29	5259	2.43	1.25	2.50	3762	1.78
Cheese	Natural Varieties	1 # shred	3.50	4.99	294	4.39	3.00	4.49	199	3.72
Cottage cheese		16 oz	1.69	2.50	847	1.95	1.00	2.99	1550	1.80
Cream cheese		8 oz	.99	2.50	2980	1.52	.88	2.00	3026	1.29
Flavored milk	All fat tests	half gallon	1.50	2.99	189	2.07	1.00	2.25	201	1.59
Flavored milk	All fat tests	gallon	4.49	4.49	776	4.49	2.79	2.79	37	2.79
Ice cream		48-64oz	1.99	5.50	8616	3.07	1.99	4.49	7082	2.98
Milk	All fat tests	half gallon	1.67	2.99	410	2.51	1.00	2.19	1132	1.55
Milk	All fat tests	gallon	2.99	3.79	1066	3.20	1.57	3.99	5189	2.74
Sour cream		16 oz	.99	2.50	1829	1.75	.99	1.99	3030	1.27

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	4-6 oz	.89	1.25	7361	1.02	.80	1.00	1507	.87
Yogurt	Greek	32 oz	3.99	3.99	64	3.99	2.50	2.50	35	2.50
Yogurt	Yogurt	4-6 oz	.33	.75	6099	.53	.29	.75	2917	.44
Yogurt	Yogurt	32 oz	2.00	2.50	460	2.23	1.98	2.99	515	2.08

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	167	4.99	3.99	3.99	333	3.99
Cheese	Natural Varieties	8 oz block	3.00	3.00	32	3.00				
Cheese	Natural Varieties	8 oz shred					2.50	2.50	32	2.50
Milk	All fat tests	half gallon	3.49	4.99	3134	3.94	2.39	3.50	1512	3.02
Milk	All fat tests	gallon	5.99	5.99	165	5.99	5.98	5.98	143	5.98
Milk	All fat tests	8 oz UHT	1.00	1.00	831	1.00				
Sour cream		16 oz					4.49	4.49	56	4.49
Yogurt	Greek	4-6 oz	1.00	1.25	587	1.14				
Yogurt	Yogurt	4-6 oz	.50	.60	407	.58	.60	.60	195	.60
Yogurt	Yogurt	32 oz	2.99	2.99	198	2.99	2.99	2.99	123	2.99

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