



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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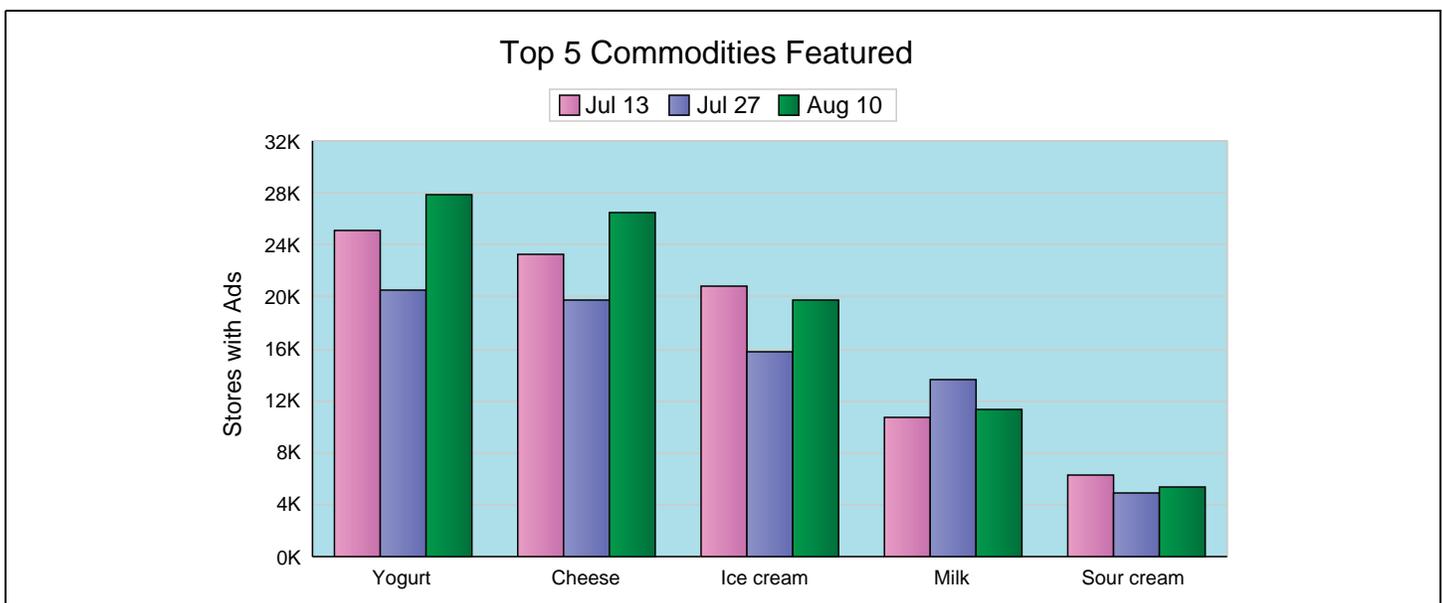
Advertised Prices for Dairy Products at Major Retail Supermarket Outlets 07/30 to 08/10

Total conventional dairy retail ads increased by 4.4% this week, following a 20.1% decline the previous reporting period. Conventional cheese and yogurt ad numbers increased while ads for milk declined by 32.3% and cream cheese ads declined by 51.6%.

The most advertised cheese category, 8 ounce shreds, has a weighted average advertised price of \$2.35, a 8.8% increase from last cycle. The average price for 8 ounce blocks, \$2.32, is a 5.5% increase from the last cycle. The weighted average advertised price of 4-6 ounce yogurt is \$.49 and \$.99 for 4-6 ounce Greek yogurt. The weighted average advertised price of each type of yogurt is one cent lower than during the last survey period. The weighted average advertised price for 48-64 ounce ice cream containers is \$3.12, up 3.0%.

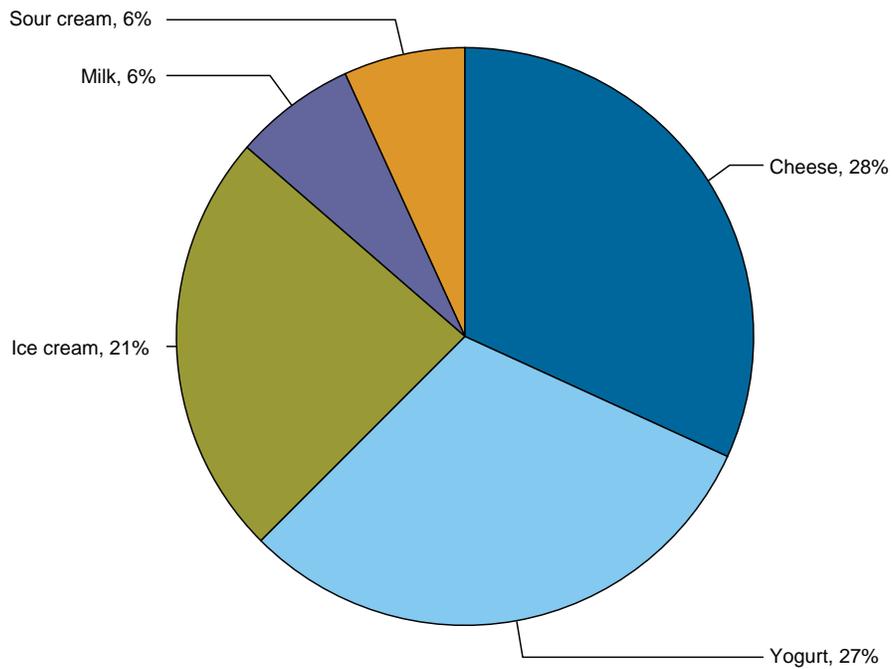
Ice cream in 48-64 ounce containers is the single most advertised item this survey period, having increased by 25.7%, after declining by 24.0% during the last reporting period. However, if all package sizes of cheese or yogurt are totaled, cheese and yogurt each have more ads than 48-64 ounce ice cream. Yogurt ad numbers increased by 36.5%, more than reversing the 20.1% decline two weeks ago. Cheese ad numbers increased by 34.4%, following a decline of 15.0% during the last survey period.

Conventional milk's national weighted average advertised price for half gallons this period, \$2.28, is 47 cents above two weeks ago. Organic milk's national weighted average advertised price for half gallons, \$3.27, is down 37 cents from last period. This results in an organic-conventional half-gallon milk advertised price spread of \$0.99, down from \$1.83 two weeks ago. Numbers of ads for conventional half gallons milk store brands are a bit higher than ads for national brands. In contrast, with organic milk, over fourteen times as many ads for half gallons appeared for store brands than national brands.

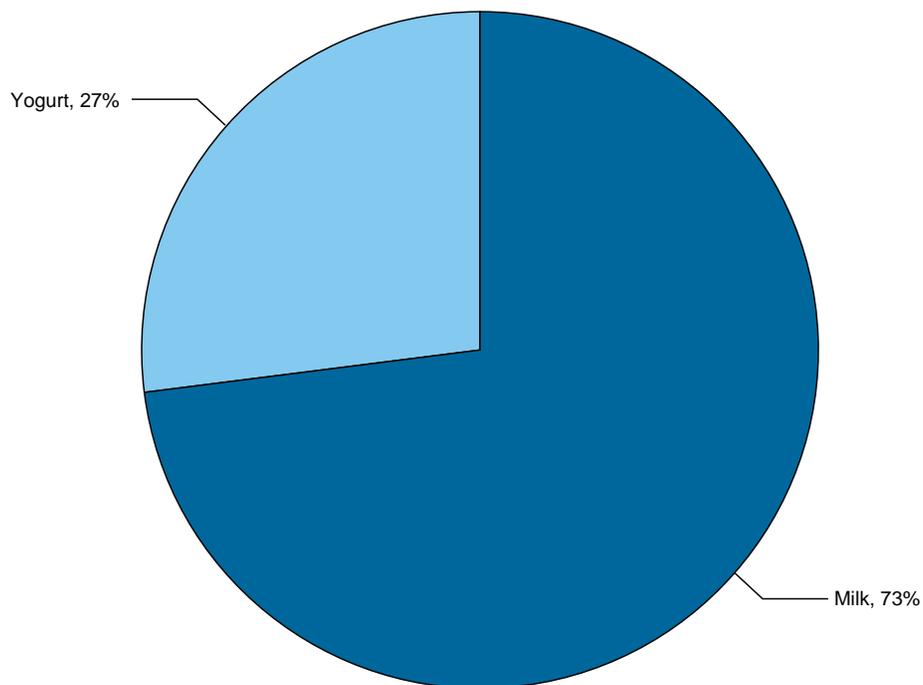


1 -- Dairy Market News surveys more than 150 retailers, comprising nearly 16,000 individual stores, with online weekly advertised features.
2 -- Date range reflects two-week period, however only one data collection per retailer is made during the period.

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 #	3734	2.59	3653	2.34
Cheese	Natural Varieties	8 oz block	5873	2.32	8085	2.20
Cheese	Natural Varieties	1 # block	6473	3.96	1793	3.94
Cheese	Natural Varieties	2 # block	509	5.66	355	5.39
Cheese	Natural Varieties	8 oz shred	10275	2.35	9021	2.16
Cheese	Natural Varieties	1 # shred	3418	3.38	493	4.12
Cottage cheese		16 oz	2817	1.83	2397	1.85
Cream cheese		8 oz	2905	1.69	6006	1.41
Flavored milk	All fat tests	half gallon	615	1.86	390	1.82
Flavored milk	All fat tests	gallon	826	3.55	813	4.41
Ice cream		48-64oz	19728	3.12	15698	3.03
Milk	All fat tests	half gallon	913	2.28	1542	1.81
Milk	All fat tests	gallon	5284	2.51	6255	2.82
Sour cream		16 oz	5366	1.57	4859	1.45
Yogurt	Greek	4-6 oz	15735	.99	8868	1.00
Yogurt	Greek	32 oz	130	2.99	99	3.46
Yogurt	Yogurt	4-6 oz	8894	.49	9016	.50
Yogurt	Yogurt	32 oz	1115	2.26	975	2.15

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 #	2.29-3.49	1255	2.89	2.29-3.00	1733	2.48	1.48-2.50	448	2.01
Cheese	Natural Varieties	8 oz block	1.50-2.99	3176	2.26	1.67-3.00	1159	2.56	1.25-2.49	666	1.83
Cheese	Natural Varieties	1 # block	2.50-4.99	880	3.33	2.99-4.99	659	3.59	2.99-4.99	1040	4.09
Cheese	Natural Varieties	8 oz shred	1.50-3.00	2396	2.36	1.67-3.00	2839	2.26	1.25-2.50	1164	2.15
Cheese	Natural Varieties	1 # shred	2.50-4.49	499	2.99	2.50-3.59	463	2.86	2.99-4.99	956	3.71
Cottage cheese		16 oz	1.99-2.99	1206	2.19	1.25-2.19	64	1.69	1.25-1.49	213	1.36
Cream cheese		8 oz	1.00-2.99	1971	1.78	0.93	109	.93	0.99-1.99	522	1.59
Flavored milk	All fat tests	half gallon				2.49	107	2.49	1.50-1.99	223	1.59
Flavored milk	All fat tests	gallon	3.99-4.00	473	3.99				2.29-3.00	353	2.95
Ice cream		48-64oz	1.50-4.59	5205	2.91	1.88-5.50	2971	3.20	1.99-4.99	2835	2.92
Milk	All fat tests	half gallon	2.99-3.49	327	3.34	1.50-2.99	321	2.08	1.25-1.66	147	1.34
Milk	All fat tests	gallon	2.49-2.99	494	2.84	1.97-2.99	763	2.45	1.99-2.69	1255	2.40
Sour cream		16 oz	0.99-1.99	2595	1.56	1.25-2.00	1038	1.80	0.99-1.99	833	1.58
Yogurt	Greek	4-6 oz	0.89-1.50	4189	1.01	0.79-1.00	3451	.99	1.00	1687	1.00
Yogurt	Greek	32 oz	2.99	130	2.99						
Yogurt	Yogurt	4-6 oz	0.33-0.60	2103	.46	0.50-0.60	1886	.53	0.25-0.60	1604	.47
Yogurt	Yogurt	32 oz	1.50-2.29	144	2.11				2.00-2.50	542	2.11

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 #				2.00-2.98	211	2.66	2.29-3.99	87	3.09
Cheese	Natural Varieties	8 oz block	1.99-3.00	498	2.42	2.49	143	2.49	2.50-2.99	231	2.93
Cheese	Natural Varieties	1 # block	2.99-4.99	867	3.86	2.97-4.99	2359	4.30	2.99-3.99	668	3.87
Cheese	Natural Varieties	2 # block				6.99-7.98	207	7.67	2.99-4.99	302	4.29
Cheese	Natural Varieties	8 oz shred	1.97-3.00	972	2.34	1.99-2.59	1993	2.46	1.50-4.59	911	2.64
Cheese	Natural Varieties	1 # shred	2.99-3.99	538	3.45	2.99-4.99	882	3.49	2.99	80	2.99
Cottage cheese		16 oz	1.25-2.00	451	1.66	1.25-2.50	685	1.63	1.25	198	1.25
Cream cheese		8 oz	1.50	210	1.50	1.49-2.00	93	1.63			
Flavored milk	All fat tests	half gallon	1.99-2.59	167	2.41				1.00	118	1.00
Ice cream		48-64oz	1.98-5.00	1933	3.23	2.50-4.99	4885	3.38	2.79-3.99	1899	3.13
Milk	All fat tests	half gallon							1.00	118	1.00
Milk	All fat tests	gallon	1.97-2.79	652	2.17	1.57-2.99	1474	2.66	2.49-2.89	646	2.54
Sour cream		16 oz	1.19-2.00	510	1.40	1.00-2.50	234	1.29	1.25-1.50	156	1.31
Yogurt	Greek	4-6 oz	0.79-1.25	2283	.98	0.80-1.00	3310	.97	1.00	815	1.00
Yogurt	Yogurt	4-6 oz	0.34-0.60	659	.48	0.50-0.60	1850	.50	0.50-0.79	792	.55
Yogurt	Yogurt	32 oz	2.00-2.18	60	2.09	2.00-2.99	341	2.52	2.99	28	2.99

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 #			500	4.32
Cheese	Natural Varieties	8 oz block			32	3.00
Cheese	Natural Varieties	8 oz shred			32	2.50
Milk	All fat tests	half gallon	4005	3.27	4646	3.64
Milk	All fat tests	gallon			308	5.99
Milk	All fat tests	8 oz UHT	1086	1.01	831	1.00
Sour cream		16 oz			56	4.49
Yogurt	Greek	4-6 oz	381	1.25	587	1.14
Yogurt	Greek	32 oz	130	2.50		
Yogurt	Yogurt	4-6 oz	1350	.63	602	.59
Yogurt	Yogurt	32 oz	70	2.50	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
Milk	All fat tests	half gallon	3.99-4.09	195	4.07	2.79-3.19	409	2.96	2.29-4.09	784	3.24
Milk	All fat tests	8 oz UHT	1.00-1.25	543	1.03	1.00	463	1.00	1.00	37	1.00

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	Greek	4-6 oz	1.25	141	1.25	1.25	214	1.25	1.19	26	1.19
Yogurt	Greek	32 oz	2.50	130	2.50						
Yogurt	Yogurt	4-6 oz	0.60-0.79	966	.65	0.57	202	.57			

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
Milk	All fat tests	half gallon	2.79-4.99	566	3.12	3.29-3.59	1463	3.46	2.87-2.99	588	2.94
Milk	All fat tests	8 oz UHT	1.00	43	1.00						
Yogurt	Yogurt	4-6 oz	0.60	65	.60	0.60	117	.60			
Yogurt	Yogurt	32 oz				2.50	70	2.50			

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 #	1.88	3.99	769	3.01	1.48	3.19	2965	2.48
Cheese	Natural Varieties	8 oz block	1.49	3.00	4349	2.40	1.25	2.99	1524	2.09
Cheese	Natural Varieties	1 # block	3.99	4.99	2768	4.78	2.50	4.99	3705	3.35
Cheese	Natural Varieties	8 oz shred	1.49	4.59	8663	2.40	1.25	3.00	1612	2.10
Cheese	Natural Varieties	1 # shred	3.99	4.99	409	4.42	2.50	4.99	3009	3.23
Cheese	Natural Varieties	2 # block					2.99	7.98	509	5.66
Cottage cheese		16 oz	2.19	2.99	180	2.62	1.25	2.99	2637	1.77
Cream cheese		8 oz	.99	2.50	851	2.10	.93	2.99	2054	1.52
Flavored milk	All fat tests	half gallon	1.50	1.50	124	1.50	1.00	2.59	491	1.95
Flavored milk	All fat tests	gallon	2.99	3.99	373	3.91	2.29	4.00	453	3.24
Ice cream		48-64oz	1.99	5.50	11521	3.22	1.50	4.99	8207	2.98
Milk	All fat tests	half gallon	1.66	3.49	355	3.21	1.00	2.99	558	1.68
Milk	All fat tests	gallon	1.99	2.99	441	2.85	1.57	2.99	4843	2.48
Sour cream		16 oz	1.49	2.50	2327	1.82	.99	1.99	3039	1.39
Yogurt	Greek	4-6 oz	.79	1.50	13578	1.00	.80	1.00	2157	.90
Yogurt	Greek	32 oz	2.99	2.99	130	2.99				
Yogurt	Yogurt	4-6 oz	.25	.60	7077	.51	.25	.79	1817	.44
Yogurt	Yogurt	32 oz	2.00	2.99	739	2.21	1.50	2.99	376	2.35

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
Milk	All fat tests	half gallon	3.49	4.99	264	3.87	2.29	4.09	3741	3.23
Milk	All fat tests	8 oz UHT	1.00	1.25	1086	1.01				
Yogurt	Greek	4-6 oz	1.25	1.25	355	1.25	1.19	1.19	26	1.19
Yogurt	Greek	32 oz	2.50	2.50	130	2.50				
Yogurt	Yogurt	4-6 oz	.57	.67	1115	.60	.79	.79	235	.79
Yogurt	Yogurt	32 oz	2.50	2.50	70	2.50				

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