



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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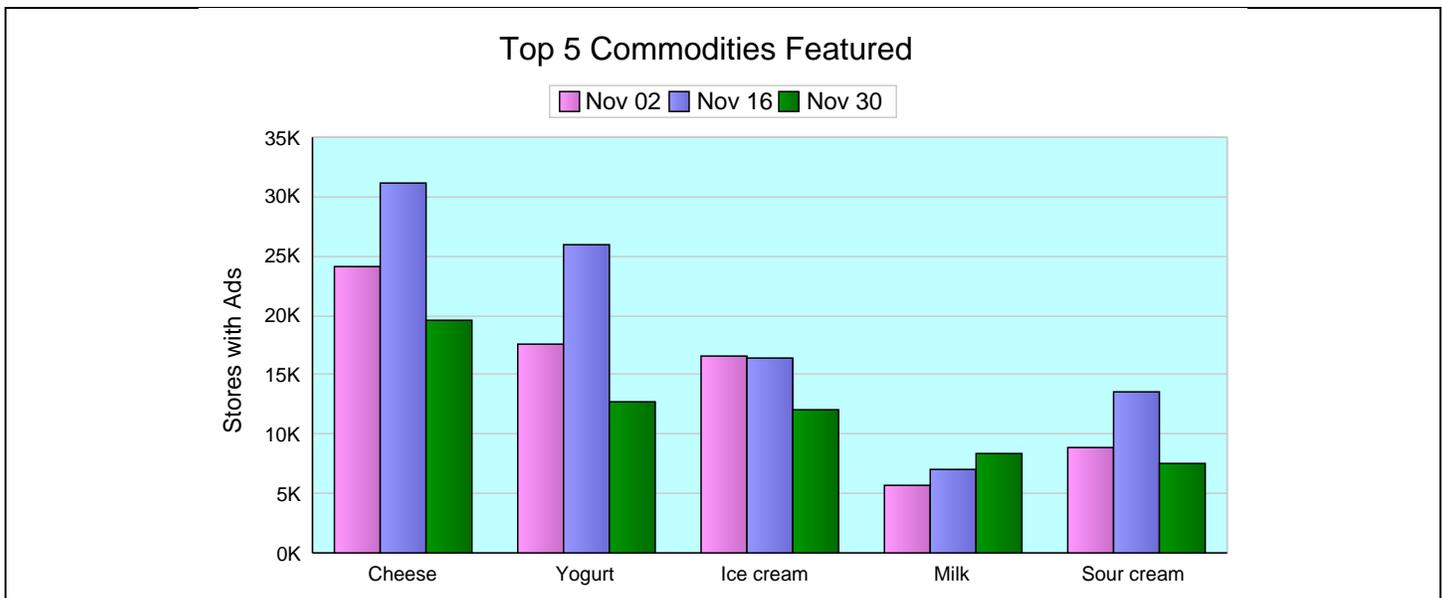
Advertised Prices for Dairy Products at Major Retail Supermarket Outlets 11/19 to 11/30

The total number of ads were noticeably lower the second half of this reporting period, interrupted by the Thanksgiving holiday with fewer store ads appearing the week after the holiday. The decline in the number of ad placements of dairy products was 37.5% lower for conventional dairy products and 36.9% lower for organics.

The national conventional dairy products report showed the butter feature price average at \$3.06 per 1# pack, up 35 cents from two weeks ago with ad numbers (4,500) declining by over half. Butter prices ranged from \$2.18 to \$3.99 per pound. Cheese prices were mixed this period, increasing for the most featured items, 8 oz. shreds, \$2.40, up 7 cents, but declining 8 cents for 8 oz. blocks at \$2.43. Cream cheese bargains were more elusive with 8oz. containers averaging 1.60, up 31 cents from two weeks ago. Egg nog averaged \$2.65 for quarts, up 2 cents, and \$3.21 for half gallons, up 13 cents. Yogurt ad prices for 4-6 ounce containers averaged \$.46 for regular yogurt, down 4 cents, and \$1.00 for Greek yogurt, no change from two weeks ago. Yogurt ad numbers were running 53% and 63% lower, respectively, across the regular and Greek 4-6 oz. lines. Sour cream feature prices averaged \$1.63, up 5 cents.

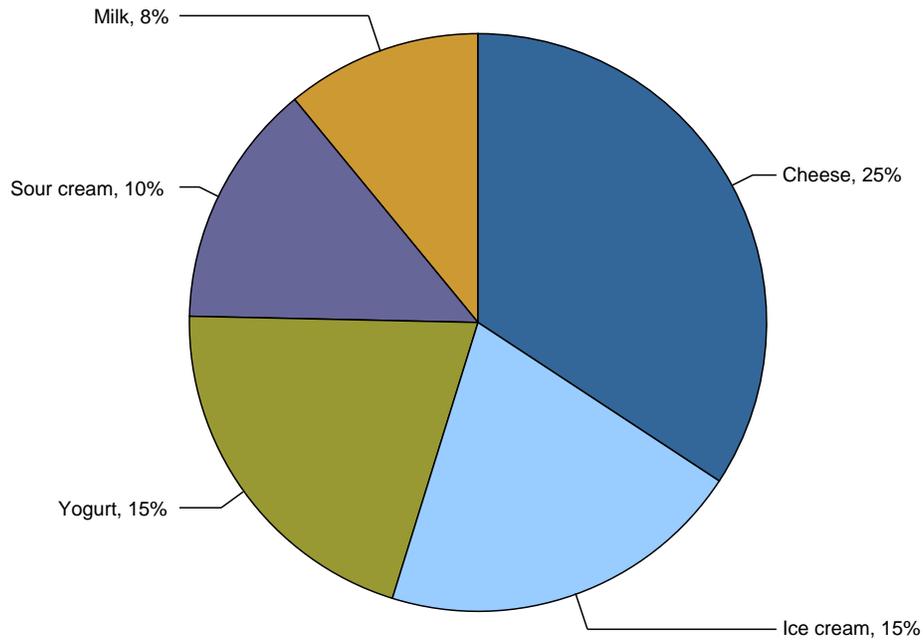
The national weighted average advertised conventional price for half gallons this period, \$2.85, is 15 cents above two weeks ago and 64 cents above four weeks ago. For Organic milk, the national weighted average advertised price for half gallons is \$3.52, down 34 cents from last period but 4 cents higher than 4 weeks ago. This results in an organic-conventional half-gallon milk advertised price spread of \$0.67, the lowest spread this calendar year. The spread compares to \$1.16 two weeks ago and \$1.27 four weeks ago.

Revisions: In Report 46, for 4-6oz. packs, the National Organic yogurt price average was revised to \$0.91 and the NE range was revised to \$1.00 and the NE average to \$1.00. Store counts were not affected.

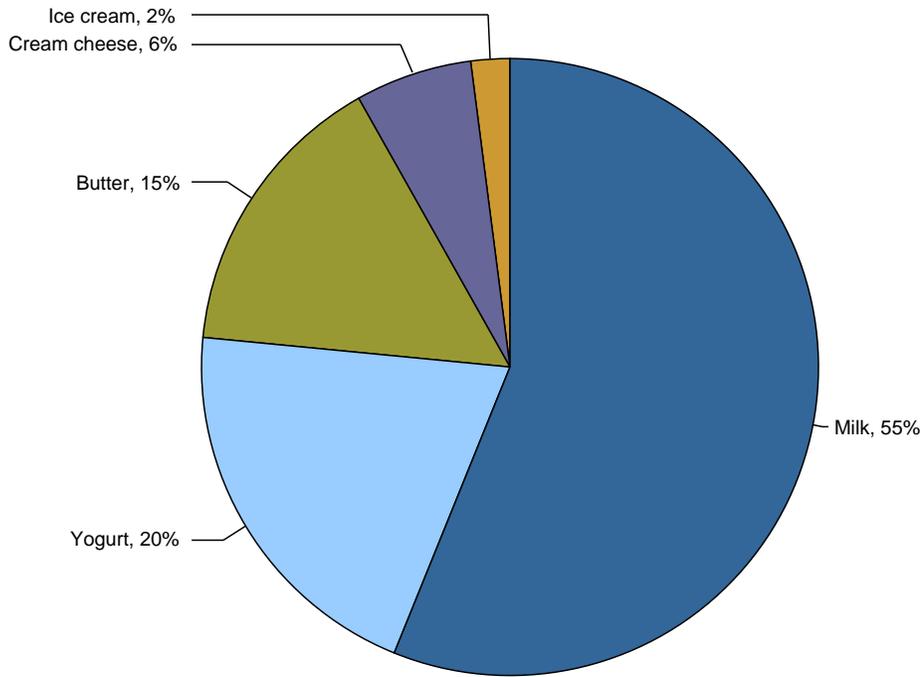


1 -- Dairy Market News surveys more than 150 retailers, comprising nearly 16,000 individual stores, with online weekly advertised features.
2 -- Date range reflects two-week period, however only one data collection per retailer is made during the period.

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 #	4500	3.06	9523	2.71
Cheese	Natural Varieties	8 oz block	6939	2.43	8817	2.51
Cheese	Natural Varieties	1 # block	1558	4.00	3381	3.27
Cheese	Natural Varieties	2 # block	2392	7.27	3835	6.90
Cheese	Natural Varieties	8 oz shred	7810	2.40	12291	2.33
Cheese	Natural Varieties	1 # shred	884	3.19	2882	4.22
Cottage cheese		16 oz	1567	1.93	2902	1.69
Cream cheese		8 oz	5682	1.60	7293	1.29
Egg nog		quart	968	2.65	3980	2.63
Egg nog		half gallon	3188	3.21	3147	3.08
Flavored milk	All fat tests	half gallon	510	1.98	1068	2.38
Flavored milk	All fat tests	gallon	28	3.77	140	3.45
Ice cream		48-64oz	11985	3.04	16458	3.01
Milk	All fat tests	half gallon	2157	2.85	2195	2.70
Milk	All fat tests	gallon	4296	2.90	1571	2.60
Sour cream		16 oz	7537	1.63	13622	1.58
Yogurt	Greek	4-6 oz	5982	1.00	12734	1.00
Yogurt	Greek	32 oz	975	3.83	485	4.41
Yogurt	Yogurt	4-6 oz	3895	.46	10654	.50
Yogurt	Yogurt	32 oz	1098	2.35	1276	2.14

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 #	2.99-3.99	2183	3.19	3.00	1398	3.00	2.18-3.99	618	2.89
Cheese	Natural Varieties	8 oz block	1.49-4.99	3367	2.42	2.00-5.99	2008	2.69	1.33-3.59	732	2.13
Cheese	Natural Varieties	1 # block	2.49-5.99	1231	4.11	2.99-3.33	196	3.11	4.29-4.99	97	4.60
Cheese	Natural Varieties	2 # block				5.98	202	5.98			
Cheese	Natural Varieties	8 oz shred	1.99-3.99	3374	2.50	2.00-2.99	2860	2.47	1.33-2.50	924	2.04
Cheese	Natural Varieties	1 # shred				2.99-3.33	307	3.07	2.99-4.49	424	3.20
Cottage cheese		16 oz	1.67-2.49	950	2.01	1.67-2.00	398	1.80	1.50-2.00	99	1.65
Cream cheese		8 oz	1.00-2.50	3080	1.82	1.00-2.19	2039	1.41	1.00-1.66	332	1.17
Egg nog		quart	2.29-2.99	496	2.61	1.99	142	1.99	2.50-3.99	182	3.48
Egg nog		half gallon	3.49-4.69	365	3.83	2.99	37	2.99	2.00-3.49	342	3.25
Flavored milk	All fat tests	half gallon	1.99-2.50	312	2.07	1.67	37	1.67	1.00-2.19	161	1.88
Flavored milk	All fat tests	gallon							3.77	28	3.77
Ice cream		48-64oz	1.99-3.50	4085	2.92	2.79-3.50	3273	3.19	2.50-3.99	1678	3.07
Milk	All fat tests	half gallon	2.99-3.99	1616	3.08	1.67-3.00	288	2.82	0.99-1.88	55	1.46
Milk	All fat tests	gallon	2.50-3.99	755	3.10	2.77-2.99	230	2.80	2.49-2.89	827	2.66
Sour cream		16 oz	0.99-2.00	2254	1.62	1.29-2.00	2015	1.56	1.00-1.89	585	1.52

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	0.80-1.25	3270	1.00	1.00-1.25	1798	1.01	1.00	628	1.00
Yogurt	Greek	32 oz	3.50-3.69	546	3.52	4.28	202	4.28	3.49-4.99	156	3.80
Yogurt	Yogurt	4-6 oz	0.39-0.60	2526	.47	0.33-0.50	527	.42	0.40-0.50	569	.49
Yogurt	Yogurt	32 oz	1.99-2.99	909	2.39	1.99	35	1.99	1.99	63	1.99

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 #	2.50-3.00	138	2.89	2.50	128	2.50	3.49	35	3.49
Cheese	Natural Varieties	8 oz block	1.89-2.50	704	2.07	2.50	128	2.50			
Cheese	Natural Varieties	1 # block				3.47	34	3.47			
Cheese	Natural Varieties	2 # block	7.99	247	7.99	7.99	1320	7.99	3.99-5.99	623	5.88
Cheese	Natural Varieties	8 oz shred	1.89-2.50	462	2.02	2.50	162	2.50	1.67	28	1.67
Cheese	Natural Varieties	1 # shred							3.00-4.88	153	3.43
Cottage cheese		16 oz				1.99	53	1.99	1.69-2.29	67	1.95
Cream cheese		8 oz	1.00-1.25	103	1.17	0.99	128	.99			
Egg nog		quart	1.89-2.49	119	2.33				2.50	29	2.50
Egg nog		half gallon	2.99-3.59	408	3.36	2.88-2.99	1448	2.98	3.29	588	3.29
Ice cream		48-64oz	1.59-3.99	693	2.92	2.99-3.50	1639	3.06	3.00-3.99	617	3.05
Milk	All fat tests	half gallon							1.25-1.67	198	1.42
Milk	All fat tests	gallon	1.97-3.00	576	2.50	1.57-3.45	1320	3.10	2.99	588	2.99
Sour cream		16 oz	1.00-1.88	533	1.70	0.99-1.99	1562	1.78	1.59	588	1.59
Yogurt	Greek	4-6 oz	0.88-1.00	286	.98						
Yogurt	Greek	32 oz	4.99	71	4.99						
Yogurt	Yogurt	4-6 oz	0.25-0.45	204	.34	0.50	34	.50	0.40	35	.40
Yogurt	Yogurt	32 oz				1.99	34	1.99	2.50	57	2.50

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 #	563	4.70	1485	4.31
Cheese	Natural Varieties	8 oz block	32	4.99		
Cream cheese		8 oz	228	2.64		
Egg nog		quart			292	4.03
Egg nog		half gallon	26	4.49		
Ice cream		48-64oz	56	5.99		
Milk	All fat tests	half gallon	1282	3.52	3003	3.86
Milk	All fat tests	gallon	105	5.99	28	5.95
Milk	All fat tests	8 oz UHT	609	1.00	153	1.00

Wtd Avg - Simple weighted average



Sour cream		16 oz		28	2.99		
Yogurt	Greek	4-6 oz		232	1.33	416	1.40
Yogurt	Yogurt	4-6 oz		484	.60	138	.91
Yogurt	Yogurt	32 oz				265	2.87

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 #				4.39	105	4.39	3.99-5.99	315	4.68
Cream cheese		8 oz	2.99	63	2.99				2.50	165	2.50
Egg nog		half gallon							4.49	26	4.49
Ice cream		48-64oz	5.99	56	5.99						
Milk	All fat tests	half gallon	3.50-4.69	912	3.70	2.99	272	2.99	2.99	63	2.99
Milk	All fat tests	gallon				5.99	105	5.99			
Milk	All fat tests	8 oz UHT	1.00	487	1.00	1.00	96	1.00	1.00	26	1.00
Yogurt	Greek	4-6 oz	1.33	232	1.33						
Yogurt	Yogurt	4-6 oz	0.60	484	.60						

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 #				4.99	143	4.99			
Cheese	Natural Varieties	8 oz block	4.99	32	4.99						
Milk	All fat tests	half gallon							3.99	35	3.99
Sour cream		16 oz							2.99	28	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 #	2.79	3.99	3273	3.12	2.18	3.99	1227	2.91
Cheese	Natural Varieties	8 oz block	1.49	5.99	4396	2.60	1.33	3.59	2543	2.15
Cheese	Natural Varieties	1 # block	2.49	4.99	687	3.89	2.99	5.99	871	4.09
Cheese	Natural Varieties	2 # block	5.98	5.98	202	5.98	3.99	7.99	2190	7.39
Cheese	Natural Varieties	8 oz shred	1.50	3.99	3820	2.60	1.33	2.99	3990	2.21
Cheese	Natural Varieties	1 # shred	4.29	4.88	98	4.56	2.99	3.33	786	3.02
Cottage cheese		16 oz	1.67	2.49	352	2.05	1.50	2.00	1215	1.89
Cream cheese		8 oz	1.25	2.50	2687	1.60	.99	2.19	2995	1.60
Egg nog		quart	2.50	2.99	224	2.85	1.89	3.99	744	2.59

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
Egg nog		half gallon	3.49	4.69	273	3.76	2.00	3.99	2915	3.16
Flavored milk	All fat tests	half gallon	1.67	2.50	349	2.02	1.00	2.19	161	1.88
Flavored milk	All fat tests	gallon	3.77	3.77	28	3.77				
Ice cream		48-64oz	1.99	3.99	9250	3.04	1.59	3.99	2735	3.06
Milk	All fat tests	half gallon	.99	3.99	1767	3.04	1.25	2.99	390	1.99
Milk	All fat tests	gallon	3.99	3.99	149	3.99	1.57	3.49	4147	2.86
Sour cream		16 oz	.99	2.00	1969	1.73	.99	2.00	5568	1.60
Yogurt	Greek	4-6 oz	.99	1.25	4825	1.01	.80	1.00	1157	.95
Yogurt	Greek	32 oz	3.50	4.99	851	3.88	3.49	3.49	124	3.49
Yogurt	Yogurt	4-6 oz	.39	.60	2347	.47	.25	.50	1548	.43
Yogurt	Yogurt	32 oz	1.99	2.99	667	2.54	1.99	2.50	431	2.07

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 #	4.39	5.99	439	4.91	3.99	3.99	124	3.99
Cheese	Natural Varieties	8 oz block	4.99	4.99	32	4.99				
Cream cheese		8 oz	2.50	2.99	228	2.64				
Egg nog		half gallon	4.49	4.49	26	4.49				
Ice cream		48-64oz	5.99	5.99	56	5.99				
Milk	All fat tests	half gallon	2.99	4.69	743	3.64	2.99	3.99	539	3.36
Milk	All fat tests	gallon	5.99	5.99	105	5.99				
Milk	All fat tests	8 oz UHT	1.00	1.00	609	1.00				
Sour cream		16 oz	2.99	2.99	28	2.99				
Yogurt	Greek	4-6 oz	1.33	1.33	232	1.33				
Yogurt	Yogurt	4-6 oz	.60	.60	484	.60				

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

Wtd Avg - Simple weighted average