



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/dybretil.pdf>

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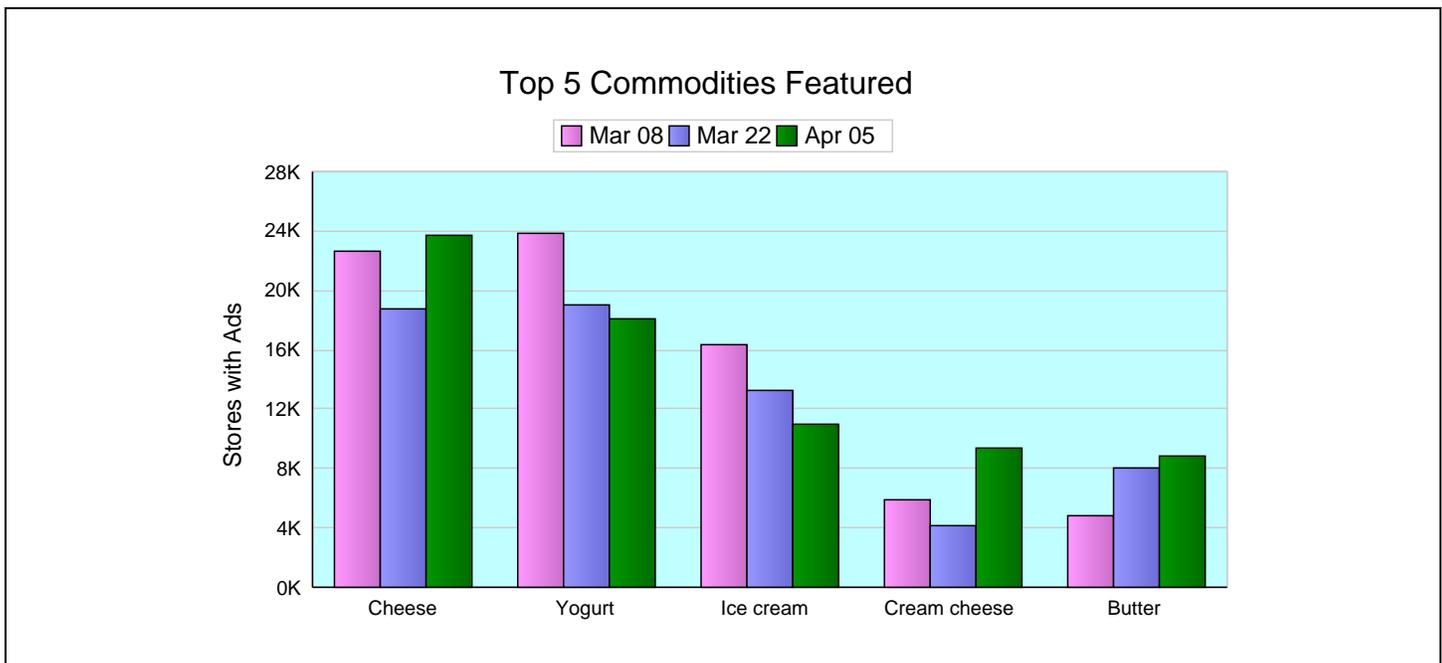
Advertised Prices for Dairy Products at Major Retail Supermarket Outlets 03/25 to 04/05

Many ads this cycle had tie-ins with the spring holidays. The most featured individual item was ice cream, seen in 10,947 stores this period. The national weighted average price was \$3.14 per 48-64 ounce pack, down 5 cents from 2 weeks ago and 24 cents less than a year ago. Butter pricing was \$2.46 for a 1 pound pack, down 4 cents from two weeks ago but the same price as a year ago.

Cheese pricing trended lower for all pack sizes. The most featured cheese pack, 8 ounce shreds, averaged \$2.14, down 17 cents from two weeks ago, while 8 ounce blocks averaged \$2.25, down 9 cents from two weeks ago. Cream cheese ad features were more than double the volume of two weeks ago with the price at \$1.38, down 13 cents from two weeks ago. Sour cream pricing averaged \$1.69, up 2 cents from two weeks ago.

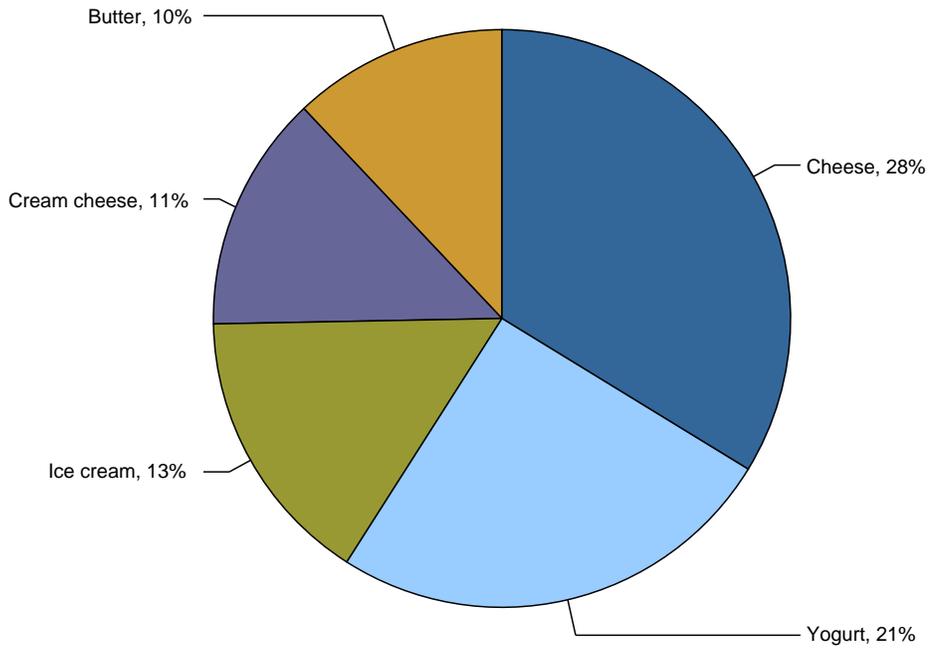
Greek yogurt in 4-6 ounce packs, the most advertised yogurt category, averaged \$1.00 which is unchanged from two weeks ago and up 4 cents from a year ago. Regular yogurt in 4-6 ounce packs, averaged 53 cents, up 4 cents from two weeks ago but down 3 cents from a year ago. Features for 32 ounce Greek yogurt increased 6 times from two weeks ago. The average price is \$3.35, down 60 cents.

The national weighted average conventional milk price for half gallons, \$2.04, is up 69 cents from two weeks ago. For organic half-gallon milk, at \$3.59, is down 6 cents from two weeks ago. The organic-conventional half-gallon price spread is \$1.55, compared to \$2.30 two weeks ago and 99 cents a year ago.

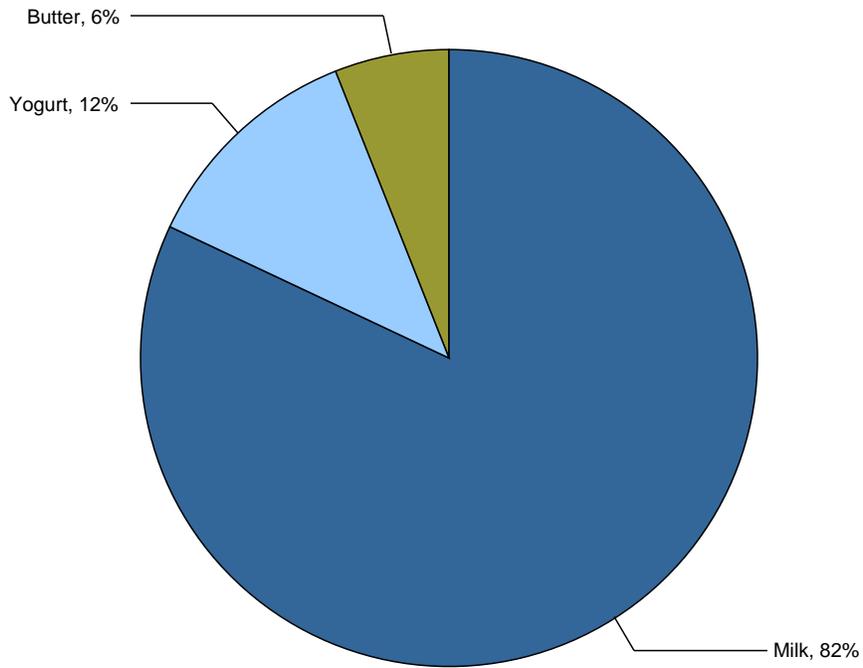


1 -- Dairy Market News surveys more than 150 retailers, comprising nearly 16,000 individual stores, with online weekly advertised features.
2 -- Date range reflects two-week period, however only one data collection per retailer is made during the period.

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		LAST YEAR	
			Stores With Ads	Wtd Avg Price	Stores With Ads	Wtd Avg Price	Stores With Ads	Wtd Avg Price
Butter		1 #	8522	2.46	6770	2.50	15068	2.46
Cheese	Natural Varieties	8 oz block	8987	2.25	5379	2.34	14886	2.33
Cheese	Natural Varieties	1 # block	2812	3.79	2562	4.19	6872	3.78
Cheese	Natural Varieties	2 # block	1467	6.56	1760	7.47	501	5.79
Cheese	Natural Varieties	8 oz shred	9487	2.14	7400	2.31	12644	2.16
Cheese	Natural Varieties	1 # shred	987	3.18	1712	3.87	1319	3.64
Cottage cheese		16 oz	2366	1.75	3189	1.88	3207	2.15
Cream cheese		8 oz	9404	1.38	4104	1.51	10785	1.45
Flavored milk	All fat tests	half gallon	272	2.25	824	2.40	1568	1.86
Flavored milk	All fat tests	gallon	478	2.93	175	2.66	1355	3.19
Ice cream		48-64oz	10947	3.14	13308	3.19	13690	3.38
Milk	All fat tests	half gallon	516	2.04	636	1.35	1410	2.12
Milk	All fat tests	gallon	1025	2.62	3859	2.79	1857	2.73
Sour cream		16 oz	8010	1.69	7422	1.67	13367	1.65
Yogurt	Greek	4-6 oz	8207	1.00	9401	1.00	11241	.96
Yogurt	Greek	32 oz	1315	3.35	219	3.95	585	5.30
Yogurt	Yogurt	4-6 oz	5998	.53	6800	.49	12101	.56
Yogurt	Yogurt	32 oz	1862	2.46	1237	2.43	4216	2.08

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 #	1.99-3.99	1582	2.79	1.99-2.50	3164	2.31	1.88-3.99	646	2.61
Cheese	Natural Varieties	8 oz block	1.50-3.99	2920	2.50	1.67-3.00	2605	2.09	1.49-2.50	1197	1.96
Cheese	Natural Varieties	1 # block	1.99-4.99	1546	3.80	3.49-3.99	142	3.86	2.99-5.88	415	3.19
Cheese	Natural Varieties	2 # block				5.99-6.99	111	6.51			
Cheese	Natural Varieties	8 oz shred	1.88-3.99	1431	2.35	1.67-2.50	2090	1.81	1.49-2.50	1461	1.94
Cheese	Natural Varieties	1 # shred	3.99	128	3.99	2.99-3.49	435	3.13	2.99	424	2.99
Cottage cheese		16 oz	1.99-2.99	718	2.13	1.00-2.00	816	1.72	1.00-2.00	481	1.12
Cream cheese		8 oz	1.25-1.79	1085	1.50	0.98-1.78	3825	1.36	0.97-1.99	1296	1.43
Flavored milk	All fat tests	half gallon	2.00-3.25	182	2.37	2.99	30	2.99	1.49-1.50	60	1.50
Flavored milk	All fat tests	gallon							2.50-2.99	362	2.59
Ice cream		48-64oz	2.48-4.99	2960	2.90	2.49-4.99	1361	3.41	2.48-5.99	1805	3.14
Milk	All fat tests	half gallon				1.77-2.50	328	2.22			
Milk	All fat tests	gallon				1.99-3.00	412	2.74	1.99-2.79	412	2.53
Sour cream		16 oz	1.49-2.39	1952	1.72	1.00-2.00	1101	1.56	0.98-2.00	1414	1.44
Yogurt	Greek	4-6 oz	0.79-1.25	2302	1.01	0.90-1.00	2168	.99	1.00	1712	1.00
Yogurt	Greek	32 oz	4.99	108	4.99	2.99-5.49	163	4.60	2.99-3.98	147	3.41
Yogurt	Yogurt	4-6 oz	0.33-0.75	3278	.56	0.40-0.60	789	.51	0.40-0.60	781	.50

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	1.50-2.99	490	2.36	2.28	109	2.28	2.00-2.89	502	2.41

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 #	1.99-2.50	974	2.20	1.99-3.49	1686	2.66	1.79-2.99	470	2.04
Cheese	Natural Varieties	8 oz block	1.67-3.50	1118	2.34	1.67-2.50	910	2.25	1.99-2.50	237	2.07
Cheese	Natural Varieties	1 # block	3.79	32	3.79	3.49-3.67	59	3.59	2.50-5.49	618	4.20
Cheese	Natural Varieties	2 # block	6.99	234	6.99	4.99-6.99	744	6.83	4.99-5.99	378	5.78
Cheese	Natural Varieties	8 oz shred	1.67-2.50	1409	2.11	1.67-3.00	2116	2.38	1.79-4.49	980	2.40
Cottage cheese		16 oz	2.00	85	2.00	1.69-1.99	231	1.91	1.99	35	1.99
Cream cheese		8 oz	0.98-2.00	1165	1.25	0.99-1.79	1460	1.39	0.88-1.49	573	1.33
Flavored milk	All fat tests	gallon				3.99	116	3.99			
Ice cream		48-64oz	1.99-4.51	1945	3.51	1.99-3.99	2435	2.97	2.50-3.99	441	3.17
Milk	All fat tests	half gallon	2.50	70	2.50				1.25	118	1.25
Milk	All fat tests	gallon	2.59	201	2.59						
Sour cream		16 oz	1.49-2.50	862	1.90	0.99-2.00	1883	1.77	1.59-1.99	798	1.87
Yogurt	Greek	4-6 oz	1.00	442	1.00	1.00	1087	1.00	1.00-1.25	496	1.04
Yogurt	Greek	32 oz	2.99	234	2.99	2.50-2.99	365	2.82	2.99	298	2.99
Yogurt	Yogurt	4-6 oz	0.33-0.59	661	.48	0.40-0.50	287	.46	0.65	202	.65
Yogurt	Yogurt	32 oz	1.99-2.50	187	2.13	2.50-3.00	292	2.88	1.49-3.00	282	2.57

NATIONAL -- ORGANIC DAIRY PRODUCTS

Commodity	Type	Pack Size	THIS PERIOD		TWO WEEKS AGO		LAST YEAR	
			Stores With Ads	Wtd Avg Price	Stores With Ads	Wtd Avg Price	Stores With Ads	Wtd Avg Price
Butter		1 #	359	4.15	1247	4.07	681	3.97
Cream cheese		8 oz			26	2.99	144	2.61
Ice cream		48-64oz					551	5.55
Milk	All fat tests	half gallon	3242	3.59	2452	3.65	975	3.08
Milk	All fat tests	gallon	427	5.37	306	5.99	235	5.99
Milk	All fat tests	8 oz UHT	1032	1.02			105	1.00
Yogurt	Greek	4-6 oz	54	1.00	592	1.21	269	1.36
Yogurt	Greek	32 oz			26	3.99		
Yogurt	Yogurt	4-6 oz	586	.92	258	.77	584	.58
Yogurt	Yogurt	32 oz	60	3.43	446	2.99		

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 #							3.99	26	3.99
Milk	All fat tests	half gallon	2.99-3.99	538	3.33	3.69-3.99	456	3.91	3.79-3.99	518	3.90
Milk	All fat tests	gallon	5.69	232	5.69	4.99	195	4.99			
Milk	All fat tests	8 oz UHT	1.25	56	1.25	1.00	398	1.00	1.00	424	1.00
Yogurt	Greek	4-6 oz	1.00	54	1.00						
Yogurt	Yogurt	4-6 oz	0.67-0.99	151	.81	1.00	202	1.00			
Yogurt	Yogurt	32 oz							3.00-3.99	60	3.43

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	276	3.99	4.99	57	4.99
Milk	All fat tests	half gallon	2.79-3.49	234	3.13	2.99-3.99	1080	3.57	3.49-3.50	416	3.49
Milk	All fat tests	8 oz UHT	1.25	36	1.25				1.00	118	1.00
Yogurt	Yogurt	4-6 oz				0.89-1.00	233	.93			

Notice: Effective with Report 12, 2013, the tables breaking out information by national and store brands are no longer available.

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