



## 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 04/08 to 04/19

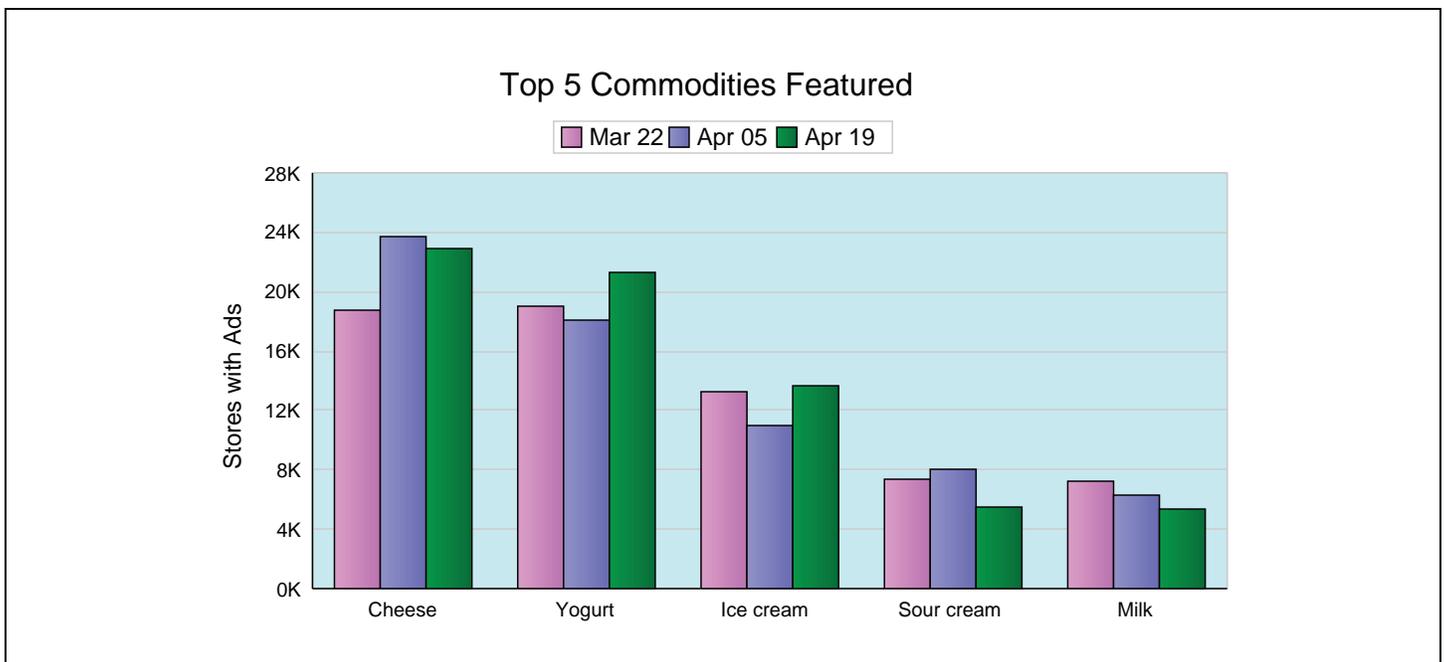
Cheese retail advertising volume nationally decreased 4% from two weeks ago but prices of the most popular package sizes are up. The most advertised cheese category, 8 ounce shredded (46% of national ads, up from 39% two weeks ago), has a weighted average advertised price of \$2.27, 13 cents more than two weeks ago and 1 cent more than one year ago. The second most advertised cheese category, 8 ounce blocks (24% of national ads), decreased in price 4 cents, to \$2.21, 13 cents less than the price one year ago.

Greek yogurt in 4-6 ounce packs continues to be the most advertised yogurt category with a weighted average advertised price of \$1.00, unchanged from two weeks ago and down 2 cents from a year ago. Regular yogurt in 4-6 ounce packs, averaged 51 cents, down 2 cents from two weeks ago and down 5 cents from a year ago.

Ice cream ads are up 25%. The national weighted average price is \$3.04 per 48-64 ounce pack, down 10 cents from 2 weeks ago and 23 cents from a year ago.

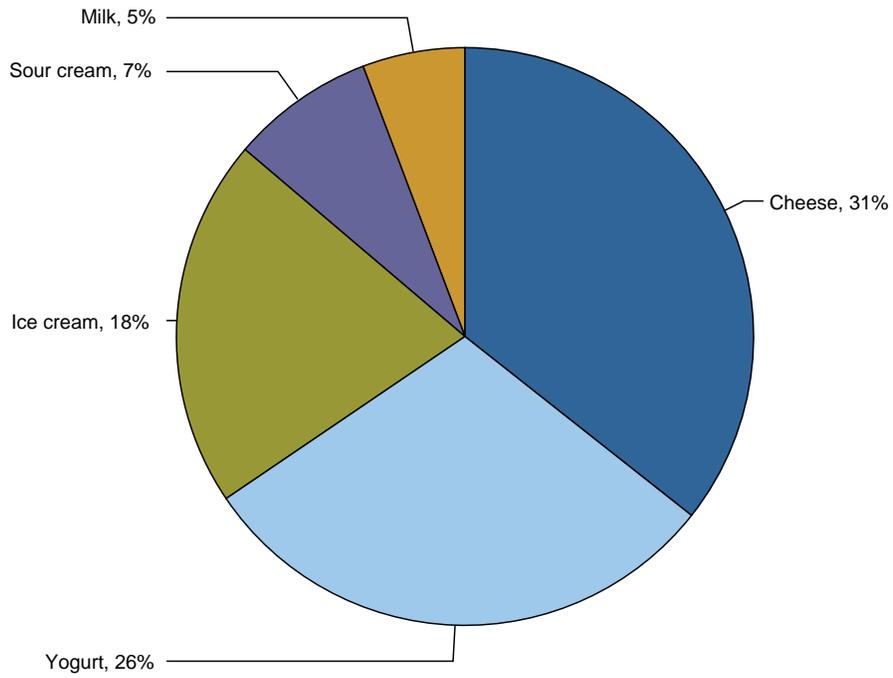
Butter ad numbers for a 1 pound package declined by 60% from two weeks ago and the price increased 29 cents to \$2.75, which is 11 cents below one year ago. Prices ranged from \$1.99 to \$3.99.

The national weighted average conventional milk price for half gallons, \$2.30, is up 26 cents from two weeks ago. Organic half-gallon milk, at \$3.54, is down 5 cents from two weeks ago. The organic-conventional half-gallon price spread is \$1.24, compared to \$1.55 two weeks ago and \$2.30 four weeks ago.

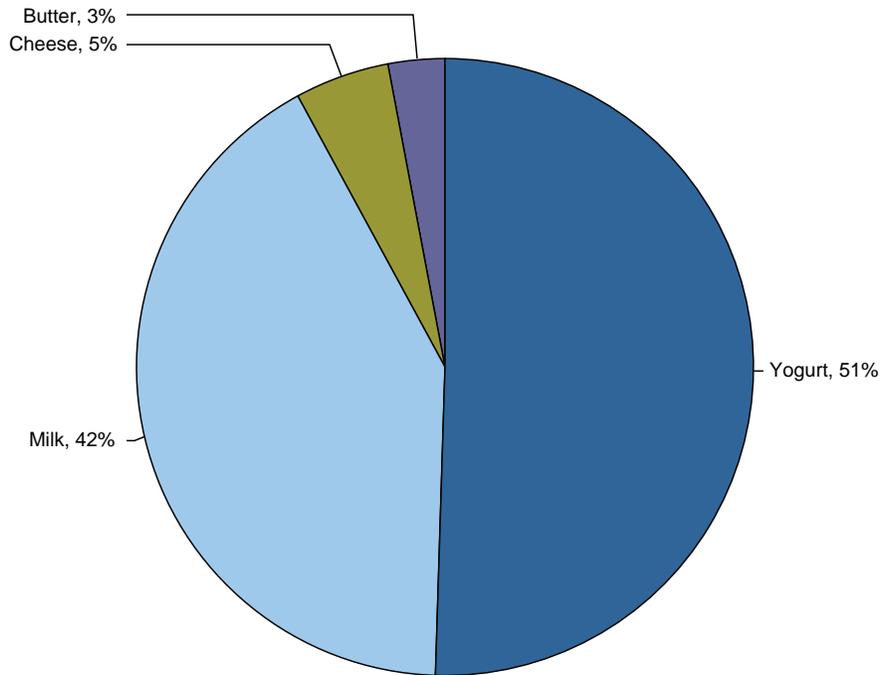


1 -- Dairy Market News surveys more than 150 retailers, comprising nearly 16,000 individual stores, with online weekly advertised features.  
2 -- Date range reflects two-week period, however only one data collection per retailer is made during the period.

### 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 #         | 3445            | 2.75          | 8522            | 2.46          | 2170            | 2.86          |
| Cheese         | Natural Varieties | 8 oz block  | 5392            | 2.21          | 8987            | 2.25          | 6142            | 2.34          |
| Cheese         | Natural Varieties | 1 # block   | 3663            | 4.20          | 2812            | 3.79          | 4324            | 3.97          |
| Cheese         | Natural Varieties | 2 # block   | 647             | 7.41          | 1467            | 6.56          | 3719            | 5.42          |
| Cheese         | Natural Varieties | 8 oz shred  | 10493           | 2.27          | 9487            | 2.14          | 8793            | 2.26          |
| Cheese         | Natural Varieties | 1 # shred   | 2512            | 4.16          | 987             | 3.18          | 1871            | 3.69          |
| Cottage cheese |                   | 16 oz       | 1731            | 2.14          | 2366            | 1.75          | 1441            | 2.08          |
| Cream cheese   |                   | 8 oz        | 2725            | 1.68          | 9404            | 1.38          | 5251            | 1.62          |
| Flavored milk  | All fat tests     | half gallon | 652             | 2.35          | 272             | 2.25          | 363             | 1.89          |
| Flavored milk  | All fat tests     | gallon      | 343             | 3.10          | 478             | 2.93          | 873             | 3.60          |
| Ice cream      |                   | 48-64oz     | 13646           | 3.04          | 10947           | 3.14          | 12922           | 3.27          |
| Milk           | All fat tests     | half gallon | 320             | 2.30          | 516             | 2.04          | 1102            | 2.09          |
| Milk           | All fat tests     | gallon      | 3365            | 3.05          | 1025            | 2.62          | 4053            | 2.94          |
| Sour cream     |                   | 16 oz       | 5468            | 1.56          | 8010            | 1.69          | 2663            | 1.57          |
| Yogurt         | Greek             | 4-6 oz      | 11556           | 1.00          | 8207            | 1.00          | 9317            | 1.02          |
| Yogurt         | Greek             | 32 oz       | 338             | 4.63          | 1315            | 3.35          | 525             | 4.60          |
| Yogurt         | Yogurt            | 4-6 oz      | 5762            | .51           | 5998            | .53           | 10909           | .56           |
| Yogurt         | Yogurt            | 32 oz       | 1561            | 2.33          | 1862            | 2.46          | 1948            | 2.21          |

## 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      | 905             | 2.82          | 2.50-3.00      | 1911            | 2.80          | 1.98-3.00    | 480             | 2.46          |
| Cheese         | Natural Varieties | 8 oz block  | 1.49-2.99      | 2611            | 2.32          | 1.67-2.50      | 1380            | 2.21          | 1.88-2.50    | 394             | 2.00          |
| Cheese         | Natural Varieties | 1 # block   | 3.49-4.39      | 585             | 4.05          | 3.99-4.88      | 565             | 4.71          | 2.99-4.99    | 477             | 4.19          |
| Cheese         | Natural Varieties | 2 # block   |                |                 |               | 7.97           | 195             | 7.97          |              |                 |               |
| Cheese         | Natural Varieties | 8 oz shred  | 1.99-3.00      | 2861            | 2.46          | 1.67-2.50      | 2174            | 2.14          | 1.66-2.99    | 2079            | 1.97          |
| Cheese         | Natural Varieties | 1 # shred   | 3.00-4.50      | 326             | 4.10          | 3.99-4.88      | 494             | 4.82          | 2.99-4.98    | 236             | 3.70          |
| Cottage cheese |                   | 16 oz       | 1.59-2.99      | 842             | 2.34          | 1.99           | 90              | 1.99          | 1.99-2.00    | 543             | 1.99          |
| Cream cheese   |                   | 8 oz        | 0.99-2.50      | 1182            | 1.68          | 0.91-2.00      | 813             | 1.60          | 1.28-2.50    | 515             | 1.78          |
| Flavored milk  | All fat tests     | half gallon |                |                 |               | 2.69           | 195             | 2.69          | 1.49-1.66    | 88              | 1.61          |
| Flavored milk  | All fat tests     | gallon      | 3.99           | 112             | 3.99          | 2.48           | 37              | 2.48          | 2.19-3.00    | 194             | 2.71          |
| Ice cream      |                   | 48-64oz     | 2.27-3.99      | 2663            | 2.83          | 1.99-5.99      | 3631            | 3.11          | 1.98-4.29    | 2642            | 2.81          |
| Milk           | All fat tests     | half gallon |                |                 |               | 2.50-2.99      | 232             | 2.56          | 1.49-1.66    | 88              | 1.61          |
| Milk           | All fat tests     | gallon      | 3.97           | 108             | 3.97          | 2.48-4.99      | 1618            | 3.21          | 2.19-2.88    | 665             | 2.44          |
| Sour cream     |                   | 16 oz       | 1.49-2.00      | 1990            | 1.66          | 0.99-2.00      | 2215            | 1.38          | 1.33-2.00    | 482             | 1.87          |
| Yogurt         | Greek             | 4-6 oz      | 0.80-1.25      | 3001            | 1.03          | 0.95-1.00      | 3646            | .98           | 0.88-1.00    | 1704            | .98           |
| Yogurt         | Greek             | 32 oz       |                |                 |               | 4.28-5.49      | 307             | 4.69          | 3.99         | 31              | 3.99          |
| Yogurt         | Yogurt            | 4-6 oz      | 0.39-0.65      | 2665            | .52           | 0.34-0.60      | 1058            | .47           | 0.40-0.65    | 840             | .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     | 1.99-2.00      | 216             | 1.99          |                |                 |               | 1.99-2.99    | 468             | 2.33          |

| 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          | 85              | 2.81          | 2.49           | 64              | 2.49          |                |                 |               |
| Cheese         | Natural Varieties | 8 oz block  | 1.67-2.00          | 699             | 1.93          | 1.67-2.50      | 308             | 2.11          |                |                 |               |
| Cheese         | Natural Varieties | 1 # block   | 3.99-4.88          | 454             | 4.10          | 3.49-3.99      | 1047            | 3.97          | 3.59-4.99      | 535             | 4.34          |
| Cheese         | Natural Varieties | 2 # block   |                    |                 |               | 6.29-7.99      | 322             | 7.45          | 4.99-7.99      | 130             | 6.46          |
| Cheese         | Natural Varieties | 8 oz shred  | 1.50-2.50          | 707             | 2.01          | 1.48-3.00      | 2176            | 2.53          | 1.67-2.50      | 496             | 2.17          |
| Cheese         | Natural Varieties | 1 # shred   | 3.99-4.88          | 287             | 4.15          | 3.99           | 871             | 3.99          | 3.99           | 298             | 3.99          |
| Cottage cheese |                   | 16 oz       | 1.99-2.00          | 102             | 2.00          | 1.50-1.88      | 154             | 1.72          |                |                 |               |
| Cream cheese   |                   | 8 oz        | 1.00-1.25          | 61              | 1.12          | 1.67-2.00      | 97              | 1.89          | 2.19           | 57              | 2.19          |
| Flavored milk  | All fat tests     | half gallon | 1.67-2.29          | 250             | 1.79          | 3.49           | 119             | 3.49          |                |                 |               |
| Ice cream      |                   | 48-64oz     | 2.49-4.89          | 1960            | 3.62          | 2.48-4.99      | 1953            | 3.04          | 1.99-3.99      | 797             | 2.76          |
| Milk           | All fat tests     | gallon      | 2.50               | 43              | 2.50          | 1.79-4.59      | 729             | 3.37          | 2.29           | 202             | 2.29          |
| Sour cream     |                   | 16 oz       | 1.50-2.00          | 402             | 1.57          | 1.25-1.99      | 234             | 1.79          | 1.50-1.69      | 145             | 1.60          |
| Yogurt         | Greek             | 4-6 oz      | 0.80-1.00          | 1129            | .96           | 1.00           | 1576            | 1.00          | 1.00           | 500             | 1.00          |
| Yogurt         | Yogurt            | 4-6 oz      | 0.50               | 118             | .50           | 0.33-0.69      | 501             | .52           | 0.40-0.60      | 580             | .49           |
| Yogurt         | Yogurt            | 32 oz       | 1.49-2.50          | 274             | 2.00          | 1.50-3.29      | 321             | 2.93          | 1.49-2.49      | 282             | 2.21          |

### 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 #         | 119             | 3.99          | 359             | 4.15          |                 |               |
| Cheese         | Natural Varieties | 8 oz shred  | 195             | 2.50          |                 |               |                 |               |
| Cottage cheese |                   | 16 oz       |                 |               |                 |               | 70              | 3.00          |
| Ice cream      |                   | 48-64oz     |                 |               |                 |               | 121             | 5.45          |
| Milk           | All fat tests     | half gallon | 960             | 3.54          | 3242            | 3.59          | 3089            | 3.56          |
| Milk           | All fat tests     | gallon      | 407             | 5.91          | 427             | 5.37          |                 |               |
| Milk           | All fat tests     | 8 oz UHT    | 308             | 1.01          | 1032            | 1.02          | 1559            | 1.05          |
| Sour cream     |                   | 16 oz       |                 |               |                 |               | 70              | 2.29          |
| Yogurt         | Greek             | 4-6 oz      | 209             | .91           | 54              | 1.00          | 988             | 1.20          |
| Yogurt         | Yogurt            | 4-6 oz      | 379             | .76           | 586             | .92           | 263             | .63           |
| Yogurt         | Yogurt            | 32 oz       | 1451            | 3.04          | 60              | 3.43          | 386             | 3.95          |

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         | 119             | 3.99          |
| Cheese    | Natural Varieties | 8 oz shred  |                |                 |               | 2.50           | 195             | 2.50          |              |                 |               |
| Milk      | All fat tests     | half gallon | 3.99           | 62              | 3.99          | 3.29           | 34              | 3.29          | 2.99-3.50    | 272             | 3.04          |
| Milk      | All fat tests     | gallon      | 5.98-5.99      | 376             | 5.99          |                |                 |               | 4.99         | 31              | 4.99          |
| Milk      | All fat tests     | 8 oz UHT    | 1.05           | 32              | 1.05          |                |                 |               |              |                 |               |
| Yogurt    | Greek             | 4-6 oz      | 1.00           | 54              | 1.00          |                |                 |               | 0.88         | 155             | .88           |
| Yogurt    | Yogurt            | 4-6 oz      | 0.60-0.99      | 315             | .71           |                |                 |               | 1.00         | 26              | 1.00          |
| Yogurt    | Yogurt            | 32 oz       | 2.98-3.69      | 438             | 3.09          | 2.89-3.50      | 505             | 3.05          | 2.99         | 361             | 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 |
| Milk      | All fat tests | half gallon | 4.99               | 49              | 4.99          | 3.49           | 143             | 3.49          | 2.99-3.99      | 400             | 3.68          |
| Milk      | All fat tests | 8 oz UHT    |                    |                 |               | 1.00           | 276             | 1.00          |                |                 |               |
| Yogurt    | Yogurt        | 4-6 oz      | 1.00               | 38              | 1.00          |                |                 |               |                |                 |               |
| Yogurt    | Yogurt        | 32 oz       |                    |                 |               |                |                 |               | 2.99           | 147             | 2.99          |

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  |