



## 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 04/22 to 05/03

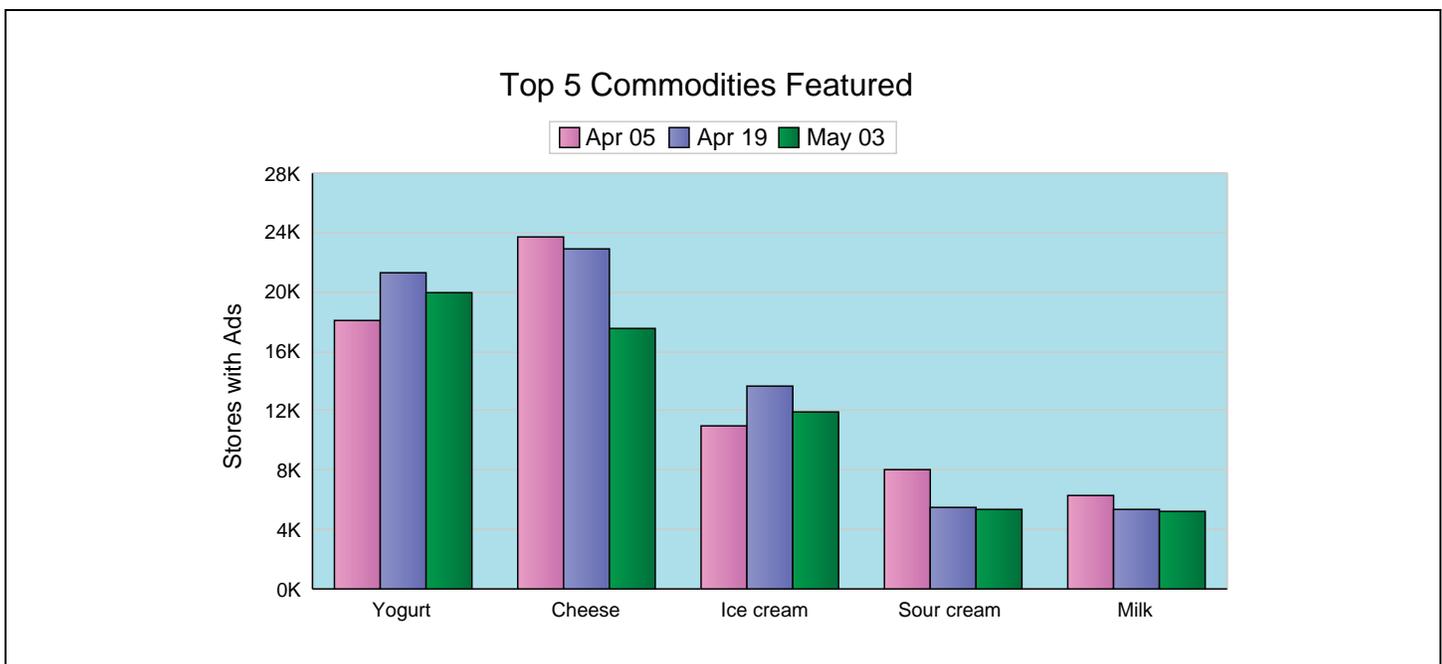
Greek yogurt in 4-6 ounce packs continues to be the most advertised yogurt category with a weighted average advertised price of \$.98, down 2 cents from two weeks ago but up 1 cent from a year ago. Regular yogurt in 4-6 ounce packs, averaged 48 cents, down 3 cents from two weeks ago and down 4 cents from a year ago.

The most advertised cheese category, 8 ounce shredded (48% of national ads), has a weighted average advertised price of \$2.27, unchanged from two weeks ago and 5 cents more than one year ago. The second most advertised cheese category, 8 ounce blocks (32% of national ads), increased in price 23 cents, to \$2.44, 24 cents more than the price one year ago.

Ice cream is the third most advertised product category. The national weighted average price is \$3.02 per 48-64 ounce pack, down 2 cents from 2 weeks ago and 3 cents from a year ago.

Butter ad numbers fell out of the top five dairy categories. The price increased 29 cents to \$3.04, after also increasing 29 cents two weeks ago. This period's price is 60 cents higher than one year ago. Current advertised prices range from \$1.99 to \$3.99.

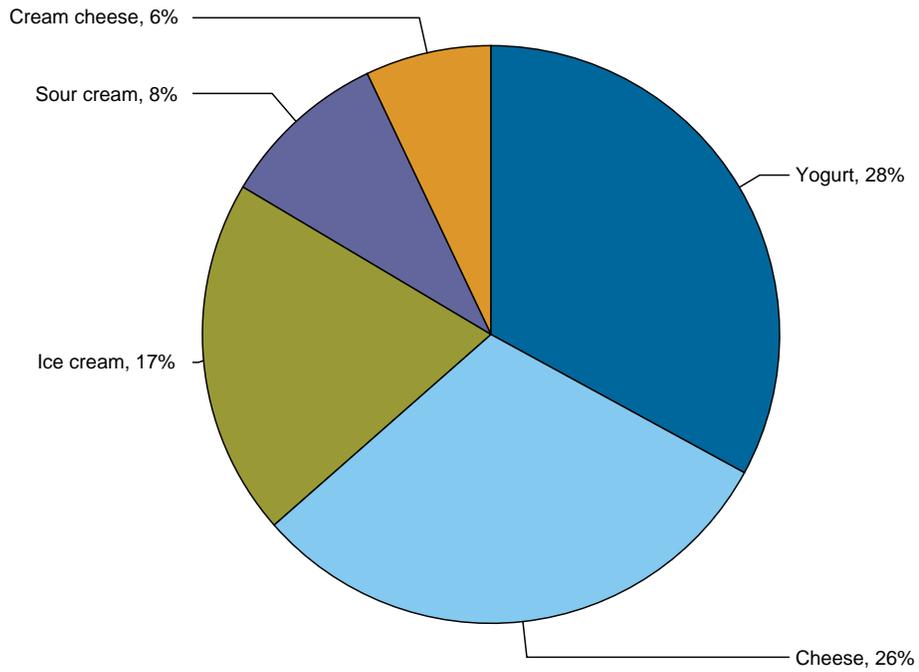
The national weighted average conventional milk price for half gallons, \$2.21, is down 9 cents from two weeks ago. Organic half-gallon milk, at \$3.59, is up 5 cents from two weeks ago. The organic-conventional half-gallon price spread is \$1.38, compared to \$1.24 two weeks ago and \$1.55 four weeks ago.



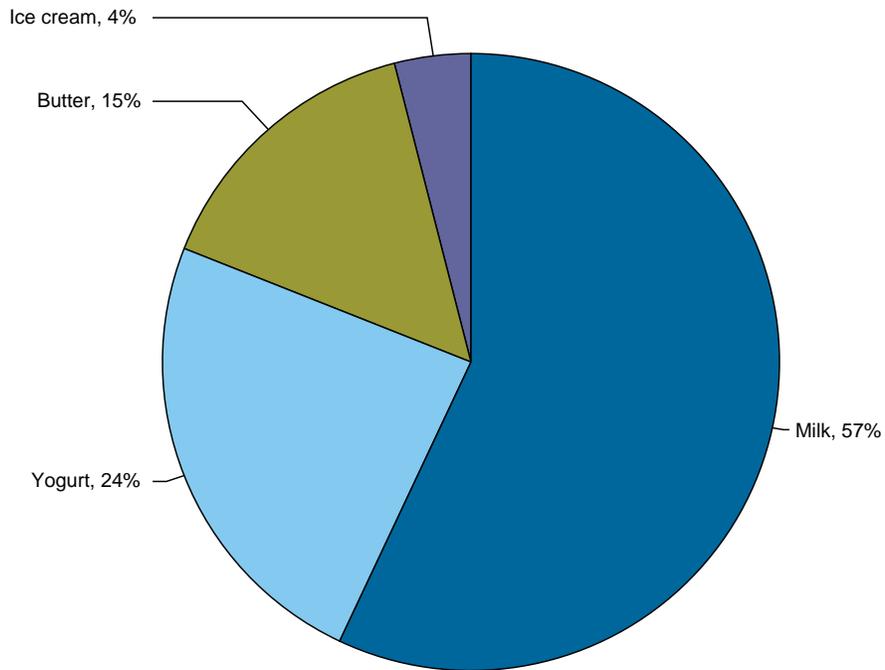
1 -- Dairy Market News surveys nearly 100 retailers, comprising over 14,000 individual stores, with online weekly advertised features.

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 #	2139	3.04	3445	2.75	2226	2.44
Cheese	Natural Varieties	8 oz block	5565	2.44	5392	2.21	5769	2.20
Cheese	Natural Varieties	1 # block	1829	4.19	3663	4.20	2266	4.19
Cheese	Natural Varieties	2 # block	1494	6.60	647	7.41	2481	5.68
Cheese	Natural Varieties	8 oz shred	8423	2.27	10493	2.27	7224	2.22
Cheese	Natural Varieties	1 # shred	263	4.38	2512	4.16	1729	4.48
Cottage cheese		16 oz	3050	1.96	1731	2.14	2315	1.69
Cream cheese		8 oz	3805	1.66	2725	1.68	4226	1.63
Flavored milk	All fat tests	half gallon	752	2.10	652	2.35	377	1.89
Flavored milk	All fat tests	gallon	539	4.33	343	3.10	1205	4.00
Ice cream		48-64oz	11778	3.02	13646	3.04	12091	3.05
Milk	All fat tests	half gallon	2033	2.21	320	2.30	448	1.41
Milk	All fat tests	gallon	1221	2.73	3365	3.05	3132	2.87
Sour cream		16 oz	5371	1.68	5468	1.56	6174	1.52
Yogurt	Greek	4-6 oz	9184	.98	11556	1.00	5214	.97
Yogurt	Greek	32 oz	1126	3.78	338	4.63	425	5.01
Yogurt	Yogurt	4-6 oz	7279	.48	5762	.51	10711	.52
Yogurt	Yogurt	32 oz	1519	2.35	1561	2.33	663	2.41

### 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	1114	3.23	2.50-3.00	779	2.83			
Cheese	Natural Varieties	8 oz block	1.99-3.00	2238	2.52	2.00-3.00	1070	2.75	1.50-2.50	1083	2.04
Cheese	Natural Varieties	1 # block	2.99-4.99	1731	4.20				3.99	98	3.99
Cheese	Natural Varieties	2 # block	6.99	112	6.99	6.99	58	6.99			
Cheese	Natural Varieties	8 oz shred	1.99-3.99	2433	2.54	1.88-3.00	2327	2.18	1.50-2.50	1736	2.04
Cheese	Natural Varieties	1 # shred	4.99	169	4.99				3.29	94	3.29
Cottage cheese		16 oz	1.74-2.99	1516	2.37	1.25	126	1.25	1.25	450	1.25
Cream cheese		8 oz	1.24-2.50	1480	1.83	1.00-1.99	1037	1.42	1.00-2.50	718	1.88
Flavored milk	All fat tests	half gallon	1.99-2.99	347	2.15	3.29	66	3.29	1.49	98	1.49
Flavored milk	All fat tests	gallon	4.49	374	4.49				3.98	165	3.98
Ice cream		48-64oz	2.48-3.99	3305	2.91	1.99-4.33	2178	3.02	1.48-4.49	1925	3.02
Milk	All fat tests	half gallon	2.99	54	2.99	2.50	1023	2.50	1.29-3.00	562	1.90
Milk	All fat tests	gallon	4.49	54	4.49	1.99-3.00	389	2.72	1.99-2.22	295	2.15
Sour cream		16 oz	1.25-2.19	1822	1.66	1.25-2.50	1419	1.99	1.25-2.19	1006	1.45
Yogurt	Greek	4-6 oz	0.80-1.25	3203	.98	0.88-1.00	2935	.98	0.88-1.00	856	.97
Yogurt	Greek	32 oz	3.99	722	3.99	3.50-3.99	261	3.62			
Yogurt	Yogurt	4-6 oz	0.33-0.67	2490	.47	0.40-0.69	1942	.51	0.40-0.55	1142	.45

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	1.99-2.49	664	2.10				2.50	201	2.50

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 #	3.00	53	3.00	2.89	143	2.89	2.69	50	2.69
Cheese	Natural Varieties	8 oz block	1.99-3.00	153	2.34	1.67-2.50	819	2.37	2.50	202	2.50
Cheese	Natural Varieties	2 # block	6.99	234	6.99	5.00-6.99	792	6.63	5.99	298	5.99
Cheese	Natural Varieties	8 oz shred	1.77-3.00	454	2.17	1.67-2.50	1191	2.25	1.79-2.50	282	2.30
Cottage cheese		16 oz	1.25-2.50	329	1.70	1.25-2.00	469	1.78	1.25-2.00	160	1.63
Cream cheese		8 oz	1.00-1.50	138	1.19	1.00-2.00	352	1.58	1.00	80	1.00
Flavored milk	All fat tests	half gallon	1.67	191	1.67				2.99	50	2.99
Ice cream		48-64oz	2.50-4.99	956	3.69	1.99-3.99	2986	2.95	2.50-3.50	428	2.96
Milk	All fat tests	half gallon				1.99	276	1.99	1.25	118	1.25
Milk	All fat tests	gallon	2.50-3.39	269	2.89	2.88-2.89	214	2.89			
Sour cream		16 oz	1.50-2.50	431	1.70	1.25-1.50	613	1.41	1.25	80	1.25
Yogurt	Greek	4-6 oz	0.88-1.00	584	.98	1.00	1026	1.00	0.88-1.00	580	.96
Yogurt	Greek	32 oz				2.99	143	2.99			
Yogurt	Yogurt	4-6 oz	0.40-0.50	546	.47	0.40-0.88	911	.52	0.40	248	.40
Yogurt	Yogurt	32 oz	2.50	52	2.50	2.50	350	2.50	2.50-3.39	252	2.68

### 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 #	505	4.02	119	3.99	176	4.35
Cheese	Natural Varieties	8 oz shred			195	2.50	122	3.99
Cream cheese		8 oz					56	2.49
Ice cream		48-64oz	143	5.99				
Milk	All fat tests	half gallon	1078	3.59	960	3.54	765	3.87
Milk	All fat tests	gallon	345	5.39	407	5.91	299	5.85
Milk	All fat tests	8 oz UHT	574	1.05	308	1.01	863	1.00
Yogurt	Greek	4-6 oz			209	.91		
Yogurt	Greek	32 oz					46	3.50
Yogurt	Yogurt	4-6 oz	470	.66	379	.76	67	.76
Yogurt	Yogurt	32 oz	364	3.23	1451	3.04	290	3.69

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	165	3.99	5.00	66	5.00	3.69-3.99	274	3.80
Milk	All fat tests	half gallon	3.18-4.99	902	3.71				2.99	176	2.99
Milk	All fat tests	gallon				4.98	202	4.98			
Milk	All fat tests	8 oz UHT	1.25	130	1.25				0.98-1.00	168	.99
Yogurt	Yogurt	4-6 oz	0.50-0.67	275	.55	0.80	195	.80			
Yogurt	Yogurt	32 oz	3.49	169	3.49	3.00	195	3.00			

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
Ice cream		48-64oz				5.99	143	5.99			
Milk	All fat tests	gallon				5.98	143	5.98			
Milk	All fat tests	8 oz UHT				1.00	276	1.00			

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