



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 05/06 to 05/17

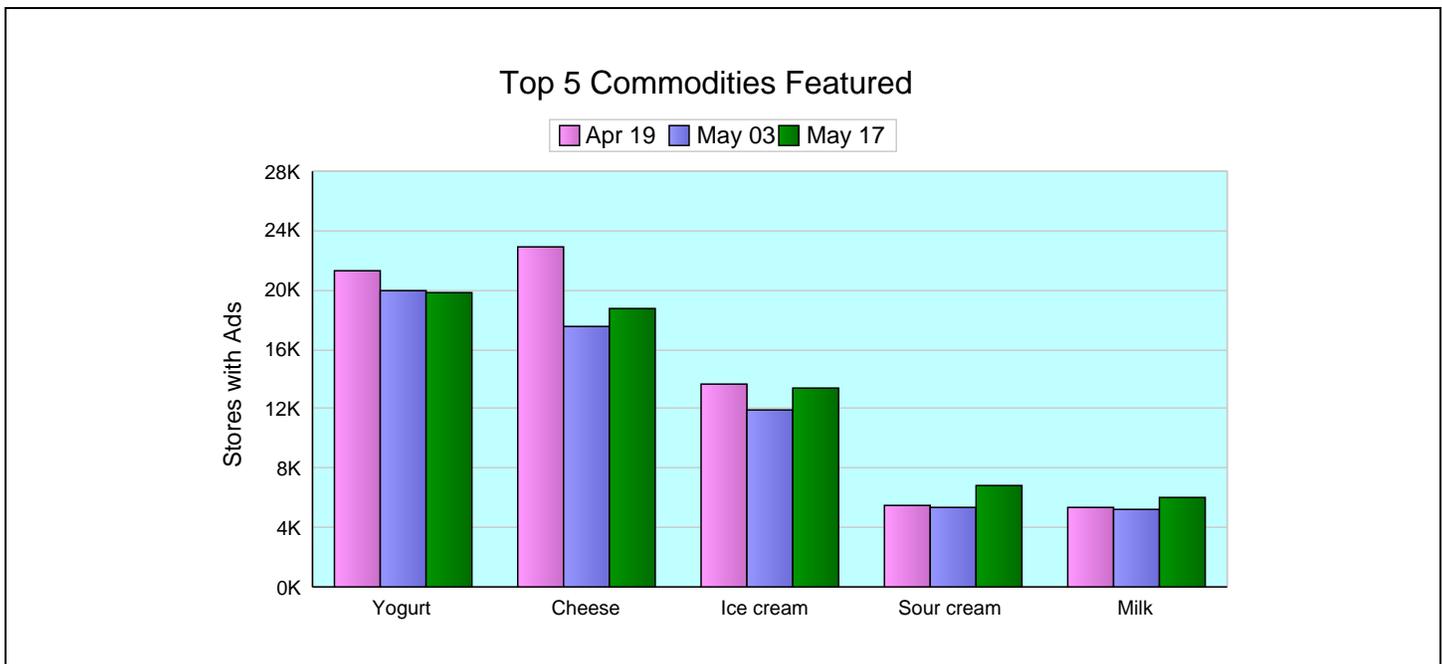
Butter prices dropped 51 cents from two weeks ago with the national weighted average price at \$2.53 per 1# package. The average was 4 cents lower than a year ago. Butter ads were over double the level of two weeks ago.

Greek yogurt in 4-6 ounce packs averaged \$1.00, up 2 cents from two weeks ago and up 1 cent from a year ago. Regular yogurt in 4-6 ounce packs, averaged 50 cents, up 2 cents from two weeks ago but down 5 cents from a year ago.

The most advertised cheese category, 8 ounce shredded, had a weighted average advertised price of \$2.38, up 11 cents from two weeks ago and 13 cents more than one year ago. The price for 8 ounce blocks, at \$2.39, declined 5 cents from two weeks ago, but was 13 cents higher than a year ago.

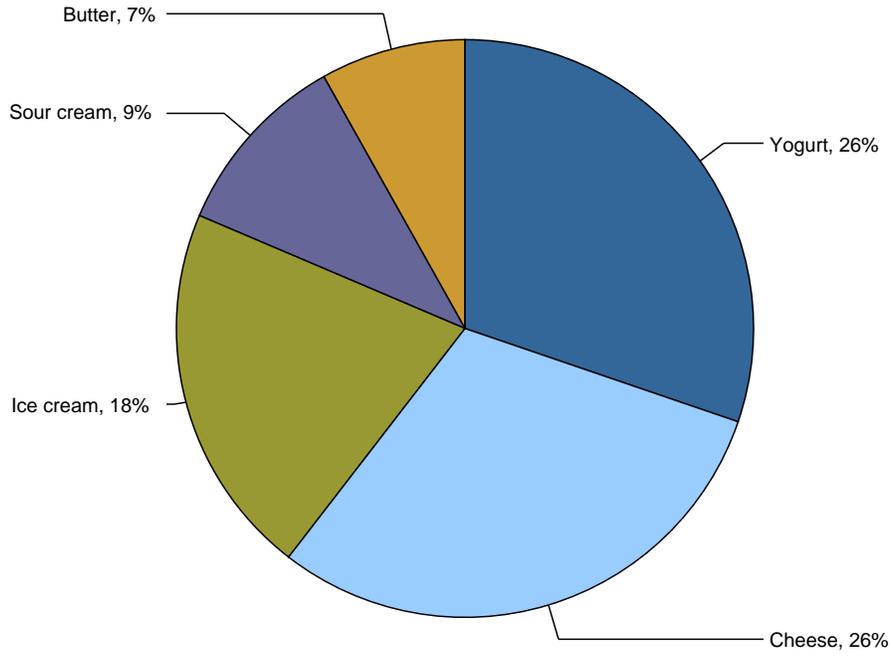
The ice cream national weighted average price is \$3.28 per 48-64 ounce packs, up 26 cents from 2 weeks ago and up 6 cents from a year ago.

The national weighted average conventional milk price for half gallons, \$0.88, was down \$1.33 from two weeks ago. There was very limited featuring of this commodity category, only appearing in 64 ads, compared to 2,033 ads two weeks ago. Organic half-gallon milk, at \$3.56, is down 3 cents from two weeks ago. The organic-conventional half-gallon price spread is \$2.68, compared to \$1.38 two weeks ago. The spread is the highest this year.

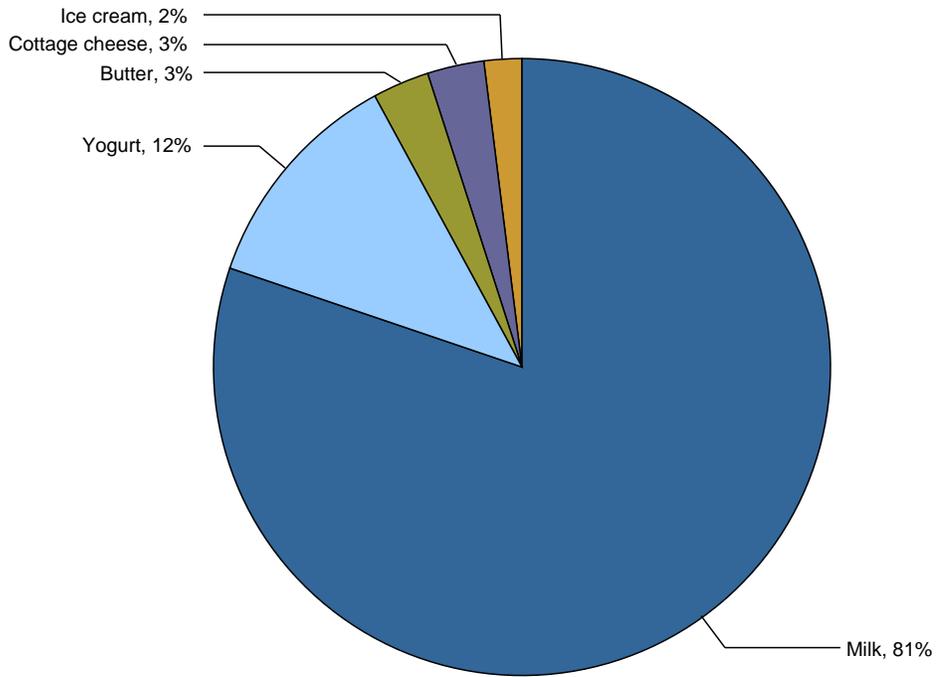


1 -- Dairy Market News surveys nearly 100 retailers, comprising over 14,000 individual stores, with online weekly advertised features.
2 -- Date range reflects two-week period, however only one data collection per retailer is made during the period.

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 #	5066	2.53	2139	3.04	5887	2.57
Cheese	Natural Varieties	8 oz block	6161	2.39	5565	2.44	6404	2.26
Cheese	Natural Varieties	1 # block	870	3.95	1829	4.19	1653	3.95
Cheese	Natural Varieties	2 # block	1201	5.88	1494	6.60	3299	6.51
Cheese	Natural Varieties	8 oz shred	10358	2.38	8423	2.27	8668	2.25
Cheese	Natural Varieties	1 # shred	230	3.10	263	4.38	863	3.97
Cottage cheese		16 oz	3325	1.75	3050	1.96	1482	2.03
Cream cheese		8 oz	4638	1.60	3805	1.66	5003	1.55
Flavored milk	All fat tests	half gallon	128	1.99	752	2.10	498	1.62
Flavored milk	All fat tests	gallon	116	3.99	539	4.33	207	3.12
Ice cream		48-64oz	13261	3.28	11778	3.02	17784	3.22
Milk	All fat tests	half gallon	64	.88	2033	2.21	1964	2.36
Milk	All fat tests	gallon	1099	2.95	1221	2.73	3680	2.88
Sour cream		16 oz	6802	1.59	5371	1.68	5680	1.59
Yogurt	Greek	4-6 oz	10284	1.00	9184	.98	9965	.99
Yogurt	Greek	32 oz	459	4.05	1126	3.78	1331	4.61
Yogurt	Yogurt	4-6 oz	6333	.50	7279	.48	6426	.55
Yogurt	Yogurt	32 oz	2030	2.18	1519	2.35	764	2.30

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 #	1.99-3.69	1475	2.76	1.79-3.91	2768	2.50	2.49-2.50	423	2.49
Cheese	Natural Varieties	8 oz block	1.50-3.49	2028	2.54	2.00-3.00	1801	2.52	1.50-3.49	1009	2.05
Cheese	Natural Varieties	1 # block	2.02-4.99	351	3.19	3.34	70	3.34			
Cheese	Natural Varieties	2 # block				6.48-6.99	326	6.67			
Cheese	Natural Varieties	8 oz shred	1.50-3.00	2243	2.45	2.00-3.00	1585	2.43	1.50-2.99	2033	2.06
Cheese	Natural Varieties	1 # shred				3.34	70	3.34			
Cottage cheese		16 oz	1.98-2.99	1419	2.25	1.00-2.00	1040	1.51	1.00	89	1.00
Cream cheese		8 oz	1.25-2.50	1571	1.83	0.89-2.00	1654	1.31	1.48-2.50	989	1.76
Flavored milk	All fat tests	half gallon	1.99	128	1.99						
Ice cream		48-64oz	1.99-4.99	3221	3.00	2.50-4.99	3553	3.59	2.48-4.99	1939	3.11
Milk	All fat tests	gallon	2.99-3.97	162	3.64	2.97-2.99	432	2.98	1.49-2.50	161	2.10
Sour cream		16 oz	1.29-2.00	2619	1.72	1.34-2.50	1889	1.53	1.00-2.00	1076	1.34
Yogurt	Greek	4-6 oz	0.88-1.09	2480	.99	1.00	2882	1.00	1.00	1849	1.00
Yogurt	Greek	32 oz	3.69-4.49	361	4.06				3.99	98	3.99
Yogurt	Yogurt	4-6 oz	0.44-0.65	2095	.54	0.40-0.60	1502	.46	0.33-0.65	1059	.46
Yogurt	Yogurt	32 oz	1.99-2.99	721	2.40	1.98-2.48	548	2.09	2.00	187	2.00

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 #	1.99	202	1.99				1.88-2.00	198	1.93
Cheese	Natural Varieties	8 oz block	1.67-3.00	451	2.12	1.98-2.50	792	2.27	2.29	80	2.29
Cheese	Natural Varieties	1 # block				4.99	167	4.99	2.99-4.99	282	4.42
Cheese	Natural Varieties	2 # block	6.99	202	6.99	4.99-7.99	257	6.94	3.99-4.29	416	4.08
Cheese	Natural Varieties	8 oz shred	1.67-3.00	982	2.03	1.98-3.00	2391	2.59	2.29-3.99	1124	2.59
Cheese	Natural Varieties	1 # shred							2.99	160	2.99
Cottage cheese		16 oz	1.00-2.00	578	1.35	1.00	119	1.00	1.00	80	1.00
Cream cheese		8 oz	1.50-2.00	344	1.58				1.50	80	1.50
Flavored milk	All fat tests	gallon				3.99	116	3.99			
Ice cream		48-64oz	2.50-5.49	1378	3.64	2.00-3.99	2176	3.21	2.50-3.50	994	3.12
Milk	All fat tests	half gallon				0.88	64	.88			
Milk	All fat tests	gallon	3.00	87	3.00	2.89-2.99	257	2.95			
Sour cream		16 oz	1.79-1.99	187	1.90	1.00-1.99	581	1.55	1.39-1.99	450	1.59
Yogurt	Greek	4-6 oz	1.00-1.25	1106	1.02	1.00	1185	1.00	1.00	782	1.00
Yogurt	Yogurt	4-6 oz	0.33-0.50	457	.48	0.50	792	.50	0.50	428	.50
Yogurt	Yogurt	32 oz	2.00-2.29	218	2.16	2.00	276	2.00	2.00	80	2.00

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 #	167	4.99	505	4.02		
Cottage cheese		16 oz	165	3.99			29	3.99
Cream cheese		8 oz					56	2.49
Ice cream		48-64oz	143	5.99	143	5.99		
Milk	All fat tests	half gallon	2420	3.56	1078	3.59	3037	3.38
Milk	All fat tests	gallon	945	6.02	345	5.39		
Milk	All fat tests	8 oz UHT	1487	1.00	574	1.05	43	1.00
Yogurt	Greek	4-6 oz	317	1.00			232	1.00
Yogurt	Yogurt	4-6 oz	202	1.00	470	.66	507	.74
Yogurt	Yogurt	32 oz	176	3.00	364	3.23	29	2.79

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 #	4.99	167	4.99						
Cottage cheese		16 oz							3.99	165	3.99
Milk	All fat tests	half gallon	3.32-4.69	733	3.71	3.69	58	3.69	3.79	85	3.79
Milk	All fat tests	gallon							5.99	450	5.99
Milk	All fat tests	8 oz UHT				1.00	363	1.00	1.00	450	1.00
Yogurt	Greek	4-6 oz	1.00	122	1.00	1.00	195	1.00			
Yogurt	Yogurt	32 oz							3.00	176	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	half gallon	2.79-3.49	425	3.20	3.49-3.99	623	3.77	2.79-3.59	496	3.34
Milk	All fat tests	gallon	5.49	100	5.49	5.99-6.29	395	6.20			
Milk	All fat tests	8 oz UHT	1.00	376	1.00	1.00	218	1.00	1.00	80	1.00
Yogurt	Yogurt	4-6 oz							1.00	202	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