



## 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 05/20 to 05/31

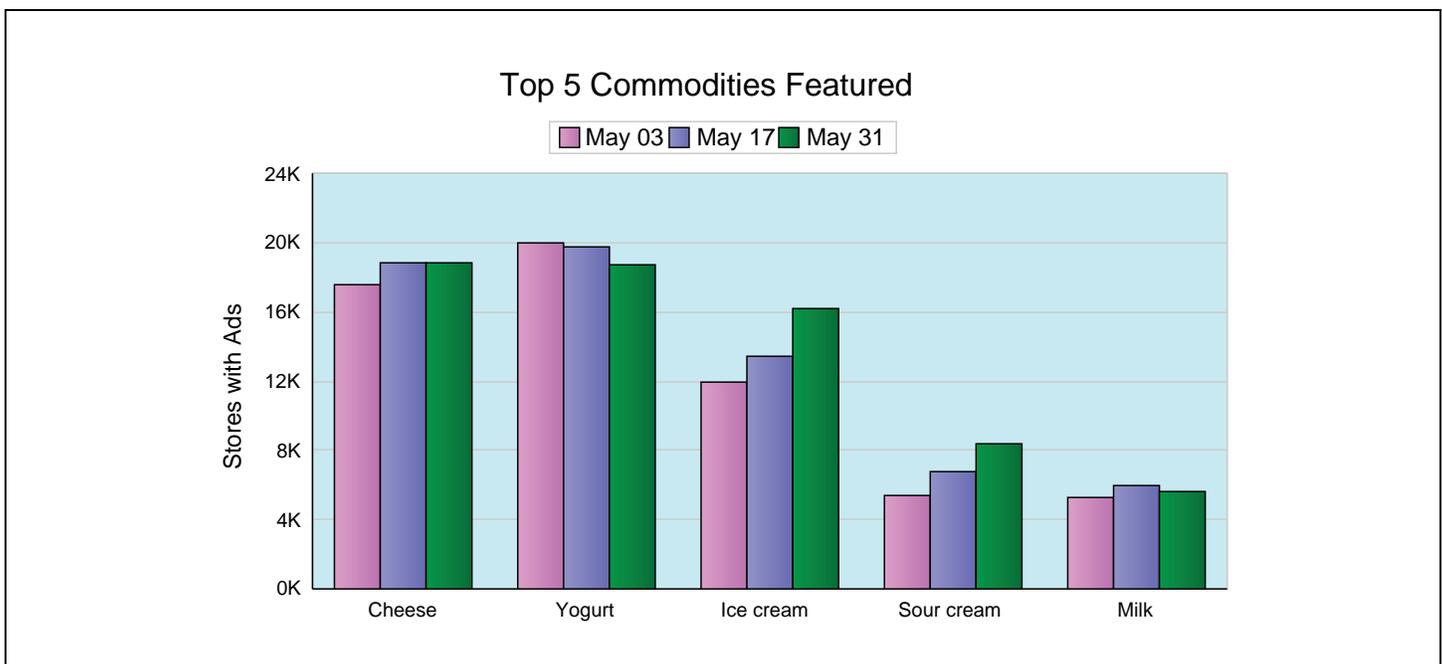
The ice cream national weighted average price is \$3.02 per 48-64 ounce packs, down 26 cents from 2 weeks ago but up 17 cents from a year ago. Ice cream ad numbers are up over 21% from last period.

Greek yogurt in 4-6 ounce packs averaged 99 cents, down 1 cent from two weeks ago but up 2 cents from a year ago. Regular yogurt in 4-6 ounce packs, averaged 50 cents, unchanged from two weeks ago but down 6 cents from a year ago.

The most advertised cheese category, 8 ounce shredded, had a weighted average advertised price of \$2.25, down 13 cents from two weeks ago and 2 cents more than one year ago. The price for 8 ounce blocks, at \$2.28, declined 11 cents from two weeks ago, and was 12 cents lower than a year ago.

Butter prices increased 24 cents from two weeks ago with the national weighted average price at \$2.77 per 1# package. The average is 28 cents higher than a year ago. Butter ad numbers are down nearly 10% from two weeks ago.

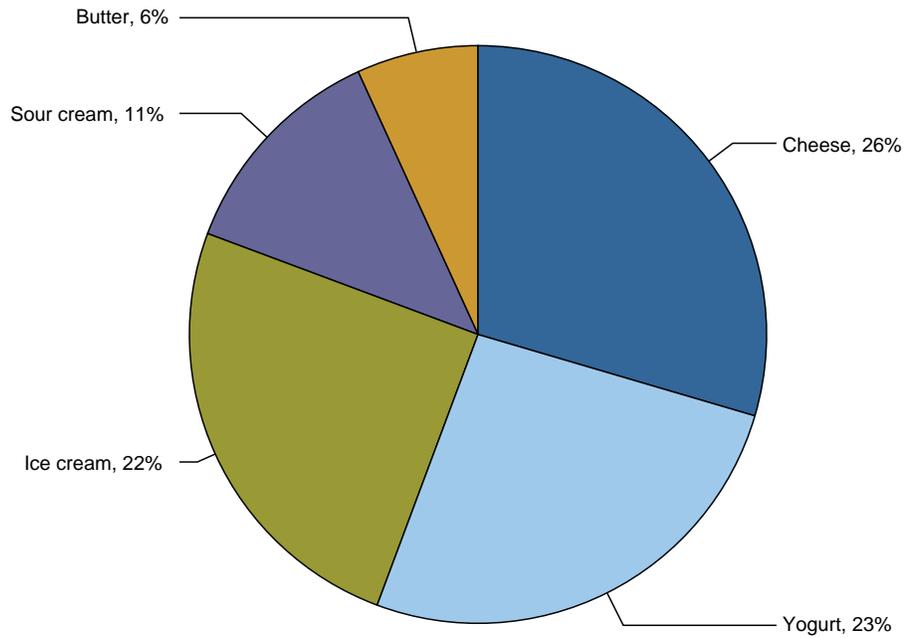
The national weighted average conventional milk price for half gallons, \$1.63, is up 75 cents from two weeks ago, which was the lowest price for conventional half gallons since this data series began during the 12th week of 2012. Organic half-gallon milk, at \$3.43, is down 13 cents from two weeks ago. The organic-conventional half-gallon price spread is \$1.80, compared with \$2.68 two weeks ago.



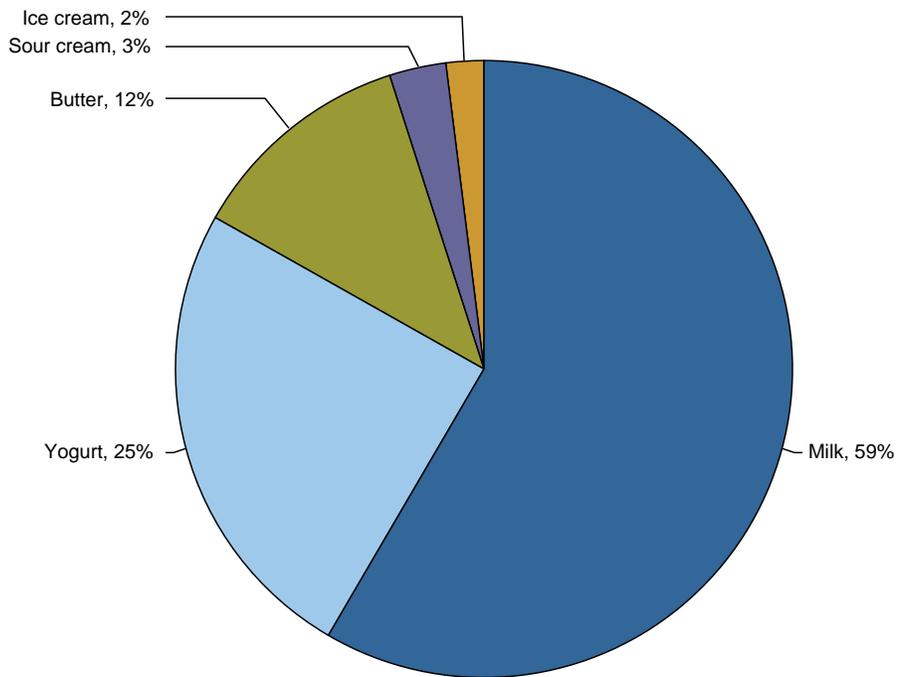
1 -- Dairy Market News surveys nearly 100 retailers, comprising over 14,000 individual stores, with online weekly advertised features.

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 #	4563	2.77	5066	2.53	4606	2.49
Cheese	Natural Varieties	8 oz block	6862	2.28	6161	2.39	8770	2.40
Cheese	Natural Varieties	1 # block	1215	3.80	870	3.95	853	3.76
Cheese	Natural Varieties	2 # block	1890	7.12	1201	5.88	2389	6.20
Cheese	Natural Varieties	8 oz shred	7545	2.25	10358	2.38	10651	2.23
Cheese	Natural Varieties	1 # shred	1287	3.64	230	3.10	252	3.55
Cottage cheese		16 oz	1514	2.20	3325	1.75	1953	1.71
Cream cheese		8 oz	4112	1.52	4638	1.60	8287	1.62
Flavored milk	All fat tests	half gallon	178	3.19	128	1.99	1303	2.15
Flavored milk	All fat tests	gallon	537	3.26	116	3.99	368	3.39
Ice cream		48-64oz	16098	3.02	13261	3.28	17324	2.85
Milk	All fat tests	half gallon	705	1.63	64	.88	415	1.96
Milk	All fat tests	gallon	1096	2.65	1099	2.95	1235	3.00
Sour cream		16 oz	8199	1.66	6802	1.59	10383	1.64
Yogurt	Greek	4-6 oz	9792	.99	10284	1.00	10085	.97
Yogurt	Greek	32 oz	56	3.99	459	4.05	724	3.97
Yogurt	Yogurt	4-6 oz	5436	.50	6333	.50	8448	.56
Yogurt	Yogurt	32 oz	1801	2.07	2030	2.18	2000	2.06

## 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	1361	2.99	1.99-3.50	2016	2.79	1.98-3.99	584	2.55
Cheese	Natural Varieties	8 oz block	1.89-3.00	3248	2.30	1.67-3.34	515	2.33	1.50-2.50	1075	2.08
Cheese	Natural Varieties	1 # block	2.99-4.99	309	3.99	2.99-3.99	361	3.33	4.99	176	4.99
Cheese	Natural Varieties	2 # block	6.99-8.99	281	8.19	6.99	58	6.99	4.99	85	4.99
Cheese	Natural Varieties	8 oz shred	1.99-3.00	2206	2.40	1.67-3.34	1834	2.09	1.50-2.50	1075	2.07
Cheese	Natural Varieties	1 # shred				2.77-3.99	724	3.12	4.50-4.99	274	4.81
Cottage cheese		16 oz	2.00-3.00	601	2.58	1.99-2.00	248	2.00	1.75-1.99	168	1.85
Cream cheese		8 oz	1.25-2.50	1420	1.62	1.29-2.09	879	1.66	1.00-1.66	830	1.41
Flavored milk	All fat tests	half gallon	2.49-3.49	178	3.19						
Flavored milk	All fat tests	gallon							2.39-3.99	409	3.04
Ice cream		48-64oz	1.97-4.99	3523	2.69	1.97-4.99	5314	3.20	1.88-4.49	2450	3.06
Milk	All fat tests	half gallon	2.99	169	2.99						
Milk	All fat tests	gallon				1.99-2.99	342	2.68	2.39-2.50	459	2.41
Sour cream		16 oz	1.39-2.00	2110	1.72	1.00-2.00	1083	1.48	0.98-2.50	1193	1.57
Yogurt	Greek	4-6 oz	0.78-1.33	3194	1.04	0.97-1.00	1780	1.00	1.00-1.50	1461	1.04
Yogurt	Greek	32 oz	3.99	56	3.99						
Yogurt	Yogurt	4-6 oz	0.40-0.70	2054	.51	0.50-0.69	1872	.51	0.40-0.55	464	.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	1.99-2.49	839	2.16	2.00	363	2.00	2.00	481	2.00

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
Butter		1 #	1.99-3.50	412	2.50	1.99	90	1.99	2.39-2.49	100	2.44
Cheese	Natural Varieties	8 oz block	2.00-2.99	533	2.44	1.79-3.00	1209	2.28	2.29-2.50	282	2.44
Cheese	Natural Varieties	1 # block	3.99	202	3.99	2.99	167	2.99			
Cheese	Natural Varieties	2 # block	6.99	352	6.99	5.99-9.99	816	7.46	5.99	298	5.99
Cheese	Natural Varieties	8 oz shred	1.67-2.99	889	2.18	1.79-3.00	1209	2.32	1.79-3.99	332	2.55
Cheese	Natural Varieties	1 # shred	3.49-3.99	289	3.84						
Cottage cheese		16 oz	2.00	202	2.00	1.89-1.99	295	1.95			
Cream cheese		8 oz	1.00-1.50	409	1.38	1.00-1.49	494	1.28	1.50	80	1.50
Flavored milk	All fat tests	gallon				3.99	128	3.99			
Ice cream		48-64oz	1.99-4.44	1571	3.49	2.47-3.50	2492	2.91	1.99-3.00	748	2.59
Milk	All fat tests	half gallon	1.25	122	1.25	1.00	116	1.00	1.25	298	1.25
Milk	All fat tests	gallon				2.99	295	2.99			
Sour cream		16 oz	1.00-2.19	1362	1.61	1.00-1.99	1943	1.77	1.00-1.99	508	1.69
Yogurt	Greek	4-6 oz	0.70-1.00	787	.89	0.69-1.00	1692	.91	1.00	878	1.00
Yogurt	Yogurt	4-6 oz	0.50	238	.50	0.34-0.60	808	.48			
Yogurt	Yogurt	32 oz							2.00	118	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 #	754	3.99	167	4.99		
Cottage cheese		16 oz			165	3.99		
Cream cheese		8 oz					32	3.00
Ice cream		48-64oz	143	5.99	143	5.99	169	5.99
Milk	All fat tests	half gallon	3228	3.43	2420	3.56	379	3.71
Milk	All fat tests	gallon	98	4.99	945	6.02		
Milk	All fat tests	8 oz UHT	483	.95	1487	1.00	516	1.00
Sour cream		16 oz	165	2.99				
Yogurt	Greek	4-6 oz	1279	.81	317	1.00	761	1.18
Yogurt	Yogurt	4-6 oz	360	.81	202	1.00	292	.63
Yogurt	Yogurt	32 oz			176	3.00	80	2.00

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	89	3.99
Milk	All fat tests	half gallon	2.98-4.00	730	3.51	2.99-3.79	616	3.40	2.99-4.29	446	3.24
Milk	All fat tests	gallon							4.99	98	4.99
Milk	All fat tests	8 oz UHT							0.95	89	.95
Sour cream		16 oz							2.99	165	2.99
Yogurt	Greek	4-6 oz				0.75-1.25	1279	.81			
Yogurt	Yogurt	4-6 oz	0.60	169	.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 #	3.99	376	3.99	3.99	209	3.99	3.99	80	3.99
Ice cream		48-64oz				5.99	143	5.99			
Milk	All fat tests	half gallon	2.59-3.29	525	2.98	3.99	533	3.99	2.99-3.59	378	3.37
Milk	All fat tests	8 oz UHT	0.95	185	.95	0.95	209	.95			
Yogurt	Yogurt	4-6 oz	1.00	191	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