



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 06/03 to 06/14

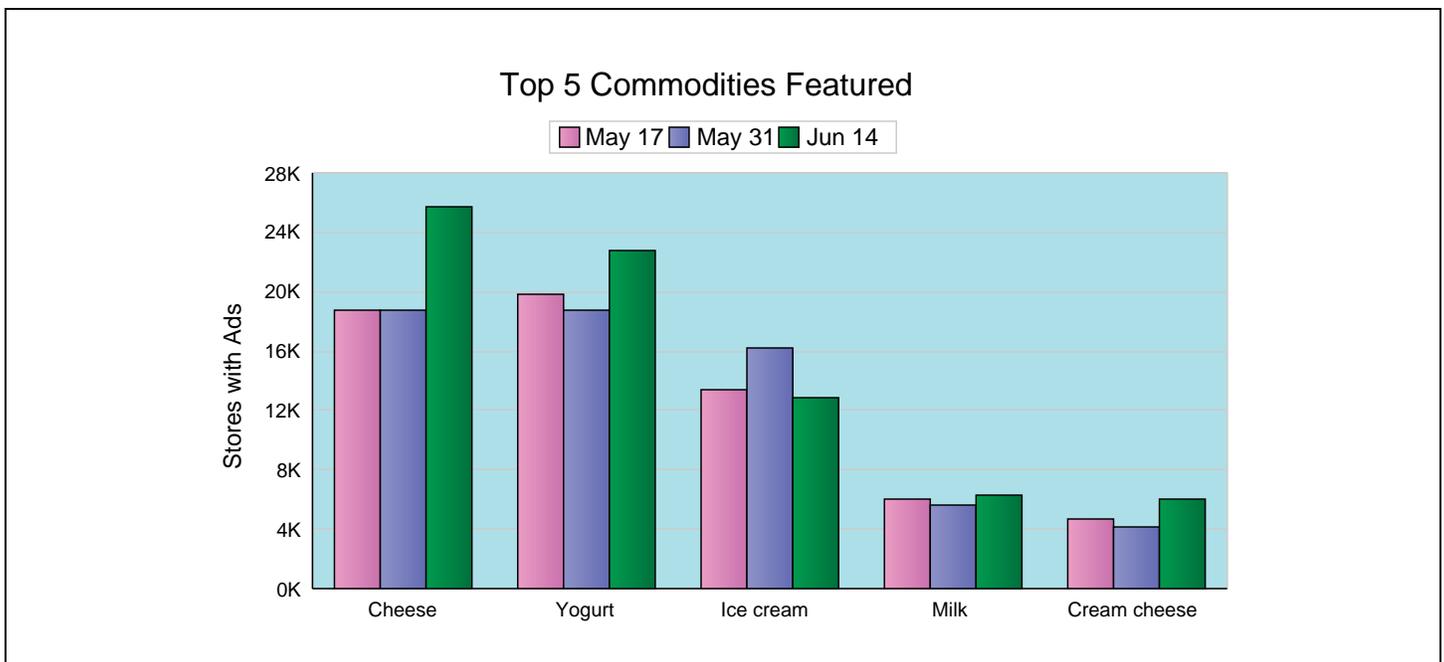
Cheese is the most advertised dairy product. The most advertised cheese category, 8 ounce shredded, has a weighted average advertised price of \$2.32, up 7 cents from two weeks ago but 8 cents below one year ago. The price for 8 ounce blocks, at \$2.31, is up 3 cents from two weeks ago, but equal to a year ago.

Greek yogurt in 4-6 ounce packs averaged \$1.01, up 2 cents from two weeks and equal to a year ago. Regular yogurt in 4-6 ounce packs, averaged 54 cents, up 4 cents from both two weeks ago, and from a year ago. Yogurt is the second most advertised dairy product.

The ice cream national weighted average price is \$2.98 per 48-64 ounce packs, down 4 cents from 2 weeks ago and down 7 cents from a year ago. Ice cream ad numbers are down 20% from last period.

Butter prices increased 20 cents from two weeks ago, following a 24 cent increase four weeks ago. The national weighted average price is \$2.97 per 1# package. The average is 9 cents higher than a year ago. Butter ad numbers are down 19% from two weeks ago following a nearly 10% decline four weeks ago.

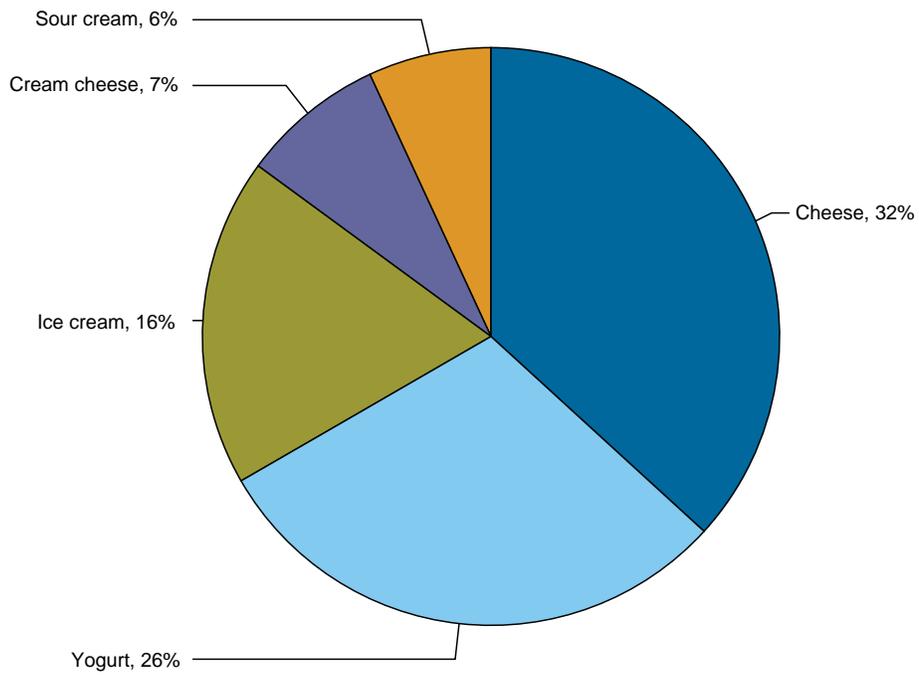
The national weighted average conventional milk price for half gallons, \$1.00, is down 63 cents from two weeks ago. For 2013 the average price is \$1.76. This week's price comes from an unusually small number of ads, only 5% of total milk ads, all for a single chain in the South Central Region. Organic half-gallon milk, at \$3.59, is up 16 cents from two weeks ago. The organic-conventional half-gallon price spread is \$2.59, the second highest of the year.



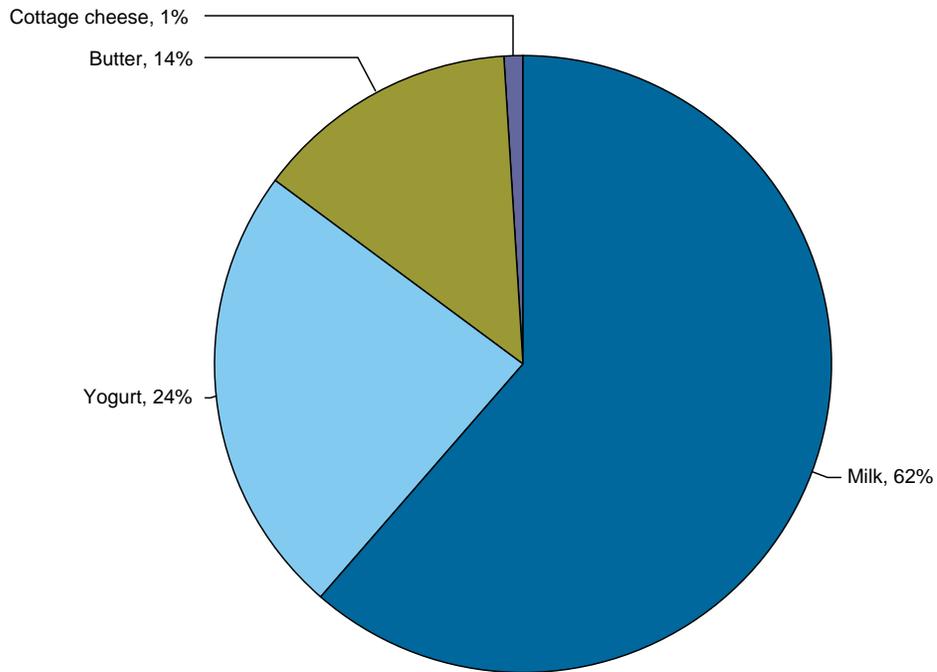
1 -- Dairy Market News surveys nearly 100 retailers, comprising over 14,000 individual stores, with online weekly advertised features.

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 #	3675	2.97	4563	2.77	9272	2.88
Cheese	Natural Varieties	8 oz block	7866	2.31	6862	2.28	8427	2.31
Cheese	Natural Varieties	1 # block	4771	4.51	1215	3.80	2733	3.62
Cheese	Natural Varieties	2 # block	1415	5.78	1890	7.12	2567	5.14
Cheese	Natural Varieties	8 oz shred	9828	2.32	7545	2.25	11294	2.40
Cheese	Natural Varieties	1 # shred	1822	4.09	1287	3.64	1563	3.33
Cottage cheese		16 oz	2804	2.09	1514	2.20	5252	2.20
Cream cheese		8 oz	6011	1.65	4112	1.52	6298	1.73
Flavored milk	All fat tests	half gallon	271	2.50	178	3.19	1490	2.21
Flavored milk	All fat tests	gallon	683	3.52	537	3.26	943	3.73
Ice cream		48-64oz	12852	2.98	16098	3.02	16379	3.05
Milk	All fat tests	half gallon	85	1.00	705	1.63	2751	2.11
Milk	All fat tests	gallon	1592	2.94	1096	2.65	3094	2.80
Sour cream		16 oz	5131	1.85	8199	1.66	5373	1.69
Yogurt	Greek	4-6 oz	11874	1.01	9792	.99	12335	1.01
Yogurt	Greek	32 oz	227	3.63	56	3.99	1665	4.05
Yogurt	Yogurt	4-6 oz	8097	.54	5436	.50	10335	.50
Yogurt	Yogurt	32 oz	790	2.25	1801	2.07	1710	2.10

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 #	2.99-3.99	951	3.36	2.50-3.49	237	3.08	1.77-3.00	643	2.38
Cheese	Natural Varieties	8 oz block	1.50-2.98	3090	2.21	1.79-3.00	2952	2.41	1.50-3.49	487	2.09
Cheese	Natural Varieties	1 # block	3.49-4.99	1323	4.00	3.34-5.00	1340	4.00	3.69	176	3.69
Cheese	Natural Varieties	2 # block	5.00	112	5.00				5.00	85	5.00
Cheese	Natural Varieties	8 oz shred	1.50-2.99	2569	2.26	1.99-2.99	2903	2.29	1.66-3.79	1147	2.17
Cheese	Natural Varieties	1 # shred	3.99-4.99	198	4.50	3.34-3.99	1282	3.95	4.99	120	4.99
Cottage cheese		16 oz	1.99-3.00	1039	2.27	1.78-2.00	1414	1.97	1.99	70	1.99
Cream cheese		8 oz	1.39-2.50	1545	1.82	1.50-2.00	1712	1.52	0.99-2.00	939	1.26
Flavored milk	All fat tests	half gallon							2.50	201	2.50
Flavored milk	All fat tests	gallon	3.99	112	3.99				2.00-3.00	288	2.58
Ice cream		48-64oz	2.38-3.99	3237	2.87	2.49-3.99	3247	3.28	1.99-4.00	2160	2.70
Milk	All fat tests	gallon	3.49	169	3.49	3.49	77	3.49	2.00-2.79	766	2.44
Sour cream		16 oz	1.29-2.00	1349	1.75	1.50-2.00	1404	1.82	1.50-1.99	412	1.82
Yogurt	Greek	4-6 oz	0.78-1.33	3329	1.05	0.80-1.00	3313	.99	0.88-1.00	1049	.96
Yogurt	Greek	32 oz	3.50-3.99	227	3.63						
Yogurt	Yogurt	4-6 oz	0.33-0.66	2128	.50	0.40-0.80	2693	.61	0.40-0.50	968	.46
Yogurt	Yogurt	32 oz	1.98-2.99	328	2.36				1.99-2.50	192	2.25

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 #	3.00	234	3.00	2.29-3.49	1232	3.00	2.00-3.00	378	2.79
Cheese	Natural Varieties	8 oz block	1.67-3.75	628	2.72	1.67-2.28	549	2.11	1.79-2.29	160	2.04
Cheese	Natural Varieties	1 # block	5.00-5.99	468	5.50	3.99-6.49	1166	5.27	4.99	298	4.99
Cheese	Natural Varieties	2 # block				5.00-7.99	522	7.14	4.98-5.00	696	4.99
Cheese	Natural Varieties	8 oz shred	1.50-2.99	910	2.20	1.67-3.00	1883	2.56	1.50-2.99	416	2.57
Cheese	Natural Varieties	1 # shred				3.99	222	3.99			
Cottage cheese		16 oz				1.99	231	1.99	2.39	50	2.39
Cream cheese		8 oz	1.50-2.00	648	1.68	1.50-2.00	739	1.94	1.50-2.00	428	1.85
Flavored milk	All fat tests	half gallon	2.50	70	2.50						
Flavored milk	All fat tests	gallon				3.99-4.49	283	4.29			
Ice cream		48-64oz	2.00-4.79	1636	3.07	2.49-4.49	2042	3.05	1.88-3.50	530	2.54
Milk	All fat tests	half gallon	1.00	85	1.00						
Milk	All fat tests	gallon	2.78-5.00	530	3.40				2.99	50	2.99
Sour cream		16 oz	1.00-2.00	545	1.86	1.99	925	1.99	1.99	496	1.99
Yogurt	Greek	4-6 oz	1.00	1701	1.00	1.00	1356	1.00	1.00	1126	1.00
Yogurt	Yogurt	4-6 oz	0.59	321	.59	0.50-0.69	1441	.52	0.40-0.50	546	.46
Yogurt	Yogurt	32 oz	2.34	100	2.34	2.00	90	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 #	1049	4.06	754	3.99	238	4.12
Cheese	Natural Varieties	8 oz block					167	4.59
Cottage cheese		16 oz	50	3.50				
Flavored milk	All fat tests	half gallon					94	3.49
Ice cream		48-64oz			143	5.99	26	5.99
Milk	All fat tests	half gallon	4141	3.59	3228	3.43	2389	3.24
Milk	All fat tests	gallon	416	5.00	98	4.99	262	4.99
Milk	All fat tests	8 oz UHT			483	.95	783	1.00
Sour cream		16 oz			165	2.99		
Yogurt	Greek	4-6 oz			1279	.81	309	1.25
Yogurt	Yogurt	4-6 oz	652	.84	360	.81	983	.67
Yogurt	Yogurt	32 oz	1095	2.74			198	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 #				3.99-4.39	558	4.13	3.99	361	3.99
Milk	All fat tests	half gallon	3.49-4.49	974	4.17	2.99-3.89	1207	3.47	2.99-3.99	356	3.38
Milk	All fat tests	gallon	5.00	112	5.00						
Yogurt	Yogurt	4-6 oz	0.59-0.60	258	.60						
Yogurt	Yogurt	32 oz	2.99	235	2.99	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
Butter		1 #							3.99	130	3.99
Cottage cheese		16 oz							3.50	50	3.50
Milk	All fat tests	half gallon	2.79	234	2.79	2.99-3.99	740	3.69	2.88-3.50	630	3.23
Milk	All fat tests	gallon	5.00	122	5.00				5.00	182	5.00
Yogurt	Yogurt	4-6 oz				1.00	276	1.00	1.00	118	1.00
Yogurt	Yogurt	32 oz	2.50-3.00	376	2.63	2.50	209	2.50	2.50	80	2.50

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