



## 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 06/17 to 06/28

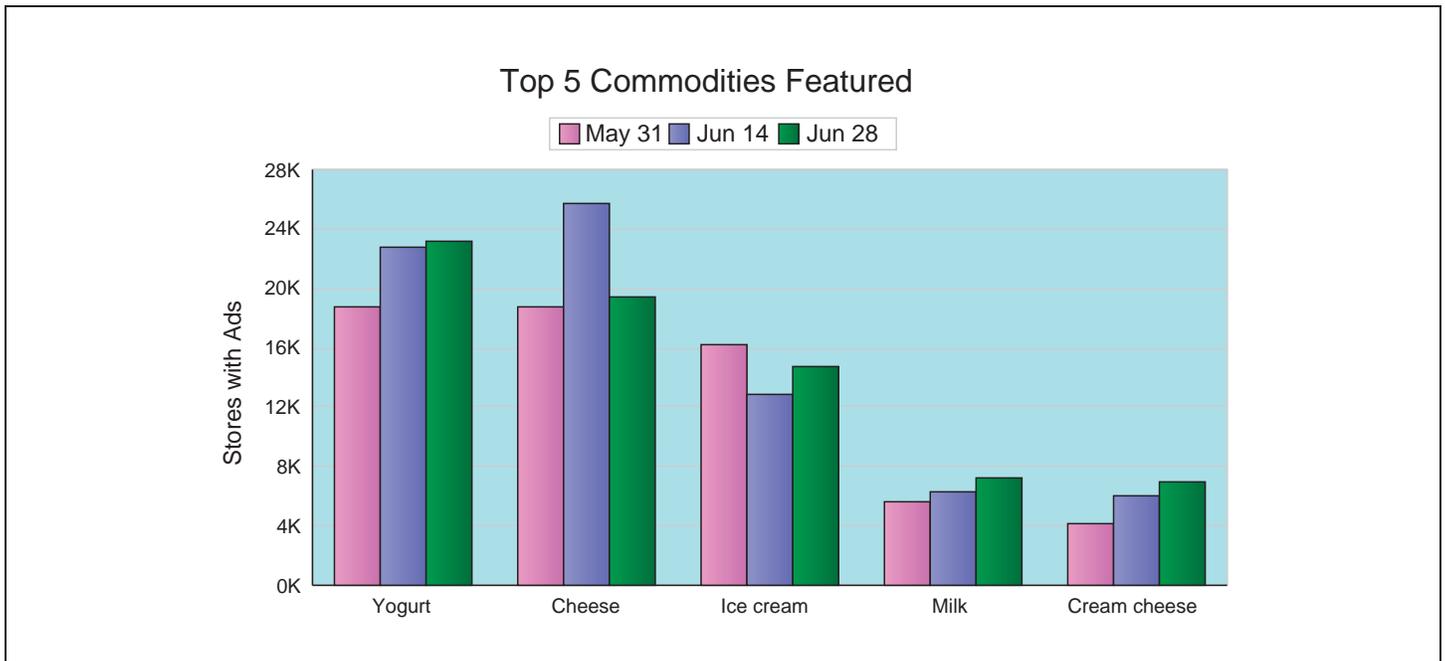
Cheese remains a heavily advertised dairy product. This week saw the 8 ounce block cheese category jump ahead of the 8 ounce shred package in retail featuring. The 8 ounce shredded package, has a weighted average advertised price of \$2.16, down 16 cents from two weeks ago and 31 cents below one year ago. The price for 8 ounce blocks, at \$2.30, is down 1 cent from two weeks ago and 3 cents lower than a year ago.

Greek yogurt in 4-6 ounce packs averaged \$0.99, down 2 cents from two weeks ago and 1 cent lower to a year ago. Regular yogurt in 4-6 ounce packs, averaged 52 cents, down 2 cents from two weeks ago, but up 2 cents from a year ago. Yogurt is the second most advertised dairy product.

The ice cream national weighted average price is \$3.05 per 48-64 ounce packs, up 7 cents from 2 weeks ago and up 4 cents from a year ago. Ice cream ad numbers increased 14% from last period.

Butter prices decreased 10 cents from two weeks ago. The national weighted average price is \$2.87 per 1# package. The average is 39 cents higher than a year ago. Butter ad numbers are up 12% from two weeks ago.

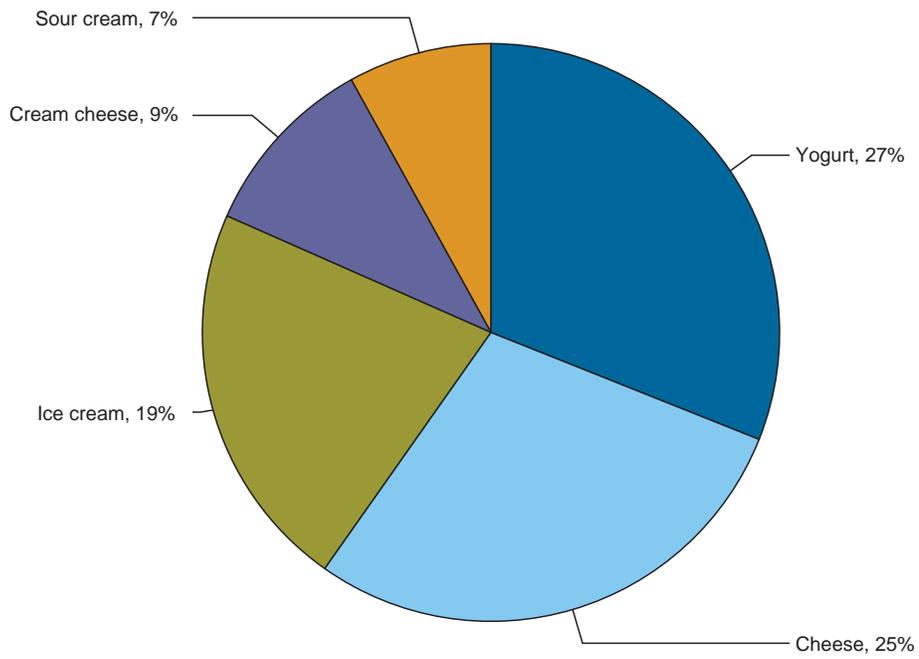
The national weighted average conventional milk price for half gallons, \$2.32, is up 19 cents from last year. Organic half-gallon milk, at \$3.54, is down 5 cents from two weeks ago. The organic-conventional half-gallon price spread is \$1.22.



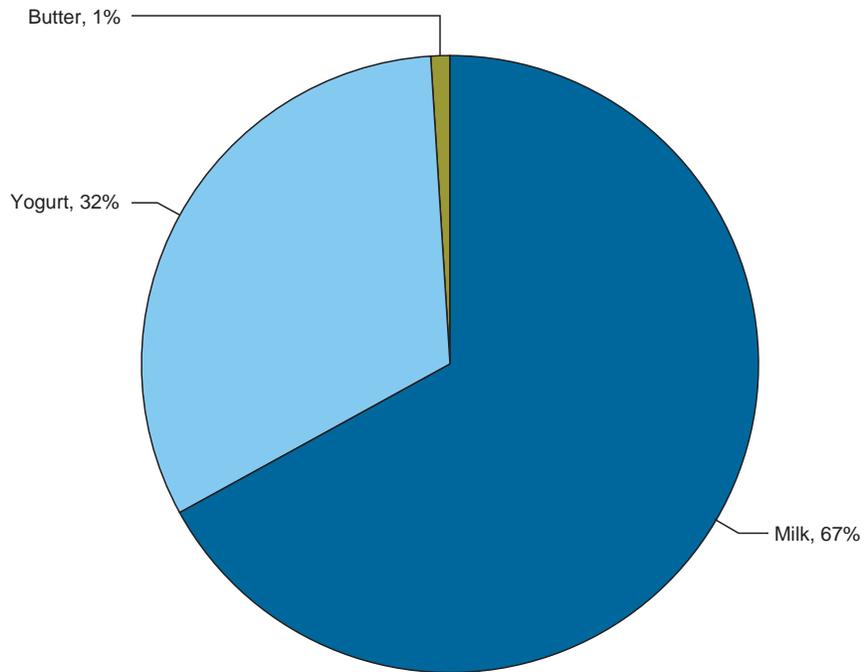
1 -- Dairy Market News surveys nearly 100 retailers, comprising over 14,000 individual stores, with online weekly advertised features.

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 #	4099	2.87	3675	2.97	3866	2.48
Cheese	Natural Varieties	8 oz block	7880	2.30	7866	2.31	8201	2.33
Cheese	Natural Varieties	1 # block	1788	3.59	4771	4.51	1460	3.36
Cheese	Natural Varieties	2 # block	1882	6.62	1415	5.78	3013	5.74
Cheese	Natural Varieties	8 oz shred	5989	2.16	9828	2.32	10393	2.47
Cheese	Natural Varieties	1 # shred	1895	3.06	1822	4.09	725	3.06
Cottage cheese		16 oz	2530	2.05	2804	2.09	6669	2.00
Cream cheese		8 oz	7015	1.60	6011	1.65	8528	1.48
Flavored milk	All fat tests	half gallon	845	2.42	271	2.50	315	2.18
Flavored milk	All fat tests	gallon	244	3.89	683	3.52	912	3.67
Ice cream		48-64oz	14684	3.05	12852	2.98	19485	3.01
Milk	All fat tests	half gallon	754	2.32	85	1.00	1096	2.13
Milk	All fat tests	gallon	2023	2.78	1592	2.94	3423	2.94
Sour cream		16 oz	5805	1.54	5131	1.85	11344	1.62
Yogurt	Greek	4-6 oz	9764	.99	11874	1.01	6580	1.00
Yogurt	Greek	32 oz	176	3.99	227	3.63	244	4.59
Yogurt	Yogurt	4-6 oz	9894	.52	8097	.54	14381	.50
Yogurt	Yogurt	32 oz	1319	2.33	790	2.25	1372	2.33

## 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 #	1.88-3.99	1638	3.14	2.48-3.00	1127	2.83			
Cheese	Natural Varieties	8 oz block	1.50-2.99	3339	2.34	2.00-3.00	2108	2.54	1.50-2.50	691	1.98
Cheese	Natural Varieties	1 # block	3.49-3.99	830	3.81	3.50	202	3.50	2.98	62	2.98
Cheese	Natural Varieties	2 # block				6.99	58	6.99			
Cheese	Natural Varieties	8 oz shred	1.50-2.59	1920	2.29	1.99-2.50	1080	2.24	1.50-2.50	588	1.95
Cheese	Natural Varieties	1 # shred				2.99	487	2.99	2.99	450	2.99
Cottage cheese		16 oz	1.69-2.99	1418	2.17	2.00	66	2.00			
Cream cheese		8 oz	1.24-1.99	2555	1.69	1.00-1.99	2648	1.70	0.99-1.79	832	1.32
Flavored milk	All fat tests	half gallon	2.00-3.78	502	2.83				1.49-2.19	263	1.93
Ice cream		48-64oz	1.98-4.99	2820	2.79	1.99-5.00	4358	3.29	2.44-3.50	1956	2.79
Milk	All fat tests	half gallon	2.99	374	2.99				1.49	98	1.49
Milk	All fat tests	gallon	3.49	297	3.49	1.99-2.99	229	2.53	2.00-2.59	471	2.32
Sour cream		16 oz	1.34-1.99	2745	1.61	1.00-2.50	662	1.38	0.99-1.99	692	1.52
Yogurt	Greek	4-6 oz	0.78-1.25	2482	.99	0.90-1.00	2674	.99	0.79-1.00	1598	.98
Yogurt	Greek	32 oz							3.99	176	3.99
Yogurt	Yogurt	4-6 oz	0.44-0.75	2562	.55	0.34-0.60	3590	.53	0.29-0.50	708	.45
Yogurt	Yogurt	32 oz	1.99-2.50	593	2.28	2.00	195	2.00	2.50	201	2.50

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 #	2.48-3.00	429	2.54	2.29-3.49	707	2.75	1.99-2.00	198	1.99
Cheese	Natural Varieties	8 oz block	2.00-3.00	718	2.17	1.50-2.28	826	1.98	1.79-2.29	198	1.99
Cheese	Natural Varieties	1 # block	2.99	185	2.99	2.99-3.99	509	3.54			
Cheese	Natural Varieties	2 # block	6.99	234	6.99	5.99-7.98	792	7.02	4.88-6.99	798	6.08
Cheese	Natural Varieties	8 oz shred	1.50-2.79	1075	2.07	1.50-2.50	1246	2.05	1.99	80	1.99
Cheese	Natural Varieties	1 # shred	2.99	393	2.99	2.99-3.49	485	3.27	2.99	80	2.99
Cottage cheese		16 oz	2.50	202	2.50	1.50-1.99	714	1.80	1.00-2.39	130	1.53
Cream cheese		8 oz	1.50	123	1.50	0.99-1.50	575	1.07	1.50-2.00	282	1.86
Flavored milk	All fat tests	half gallon							1.50	80	1.50
Flavored milk	All fat tests	gallon				3.79-3.99	244	3.89			
Ice cream		48-64oz	1.99-4.44	1895	2.93	2.49-3.99	2777	3.05	2.49-3.99	878	3.46
Milk	All fat tests	half gallon							1.50-1.79	282	1.71
Milk	All fat tests	gallon	2.99-3.00	289	2.99	1.89-2.99	737	2.79			
Sour cream		16 oz	1.00	376	1.00	1.00-1.99	1002	1.73	1.00-1.99	328	1.39
Yogurt	Greek	4-6 oz	1.00	883	1.00	1.00	1429	1.00	0.88-1.00	698	.97
Yogurt	Yogurt	4-6 oz	0.34-0.50	917	.49	0.39-0.58	1689	.50	0.50	428	.50
Yogurt	Yogurt	32 oz				2.50	128	2.50	2.50	202	2.50

### 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 #	89	3.99	1049	4.06	167	3.99
Cheese	Natural Varieties	8 oz block					185	3.49
Cheese	Natural Varieties	8 oz shred					124	2.75
Cottage cheese		16 oz			50	3.50		
Cream cheese		8 oz					32	3.00
Ice cream		48-64oz					26	5.99
Milk	All fat tests	half gallon	3925	3.54	4141	3.59	1769	3.27
Milk	All fat tests	gallon	360	5.45	416	5.00	302	4.98
Milk	All fat tests	8 oz UHT	125	.80			199	1.00
Yogurt	Greek	4-6 oz	611	1.00			934	1.31
Yogurt	Greek	32 oz	235	2.99				
Yogurt	Yogurt	4-6 oz	408	.65	652	.84	467	.79
Yogurt	Yogurt	32 oz	828	2.50	1095	2.74		

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	3.49-4.99	638	3.80	3.49-3.89	443	3.68	2.79-4.00	944	3.37
Milk	All fat tests	gallon				4.99	195	4.99	5.99	165	5.99
Milk	All fat tests	8 oz UHT	0.75	71	.75	0.87	54	.87			
Yogurt	Greek	4-6 oz				1.00	460	1.00	1.00	98	1.00
Yogurt	Greek	32 oz	2.99	235	2.99						
Yogurt	Yogurt	4-6 oz	0.60-0.67	232	.62				0.69	176	.69
Yogurt	Yogurt	32 oz				2.50	363	2.50	2.50	89	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
Milk	All fat tests	half gallon	3.49-3.99	436	3.72	2.99-3.99	766	3.66	2.99-3.49	698	3.20
Yogurt	Greek	4-6 oz	1.00	53	1.00						
Yogurt	Yogurt	32 oz	2.50	376	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