



## 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>

Volume 80- Number 28

Issued Biweekly

Thursday, July 11, 2013

### Advertised Prices for Dairy Products at Major Retail Supermarket Outlets 07/01 to 07/12

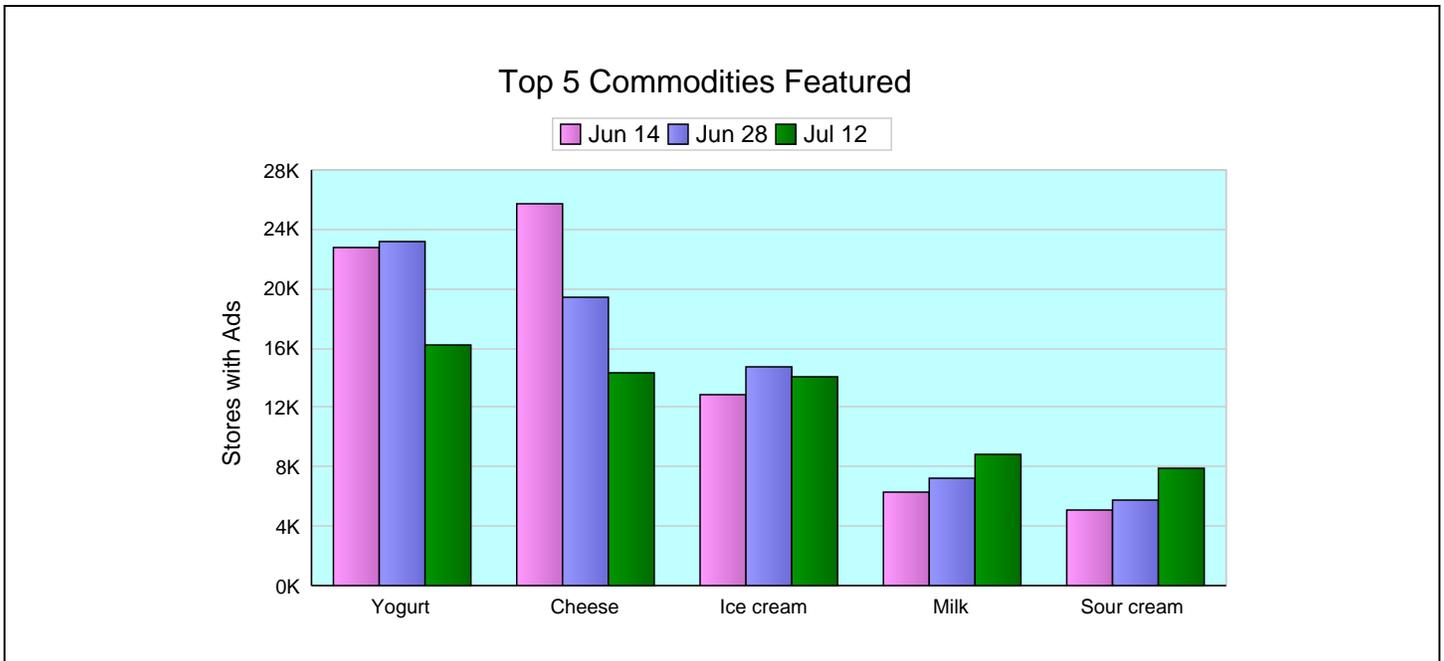
Overall, ad numbers are down 15% from two weeks ago across dairy product categories, likely trailing off after June Dairy month promotions ceased. Ice cream ad features were common this period - July is "Ice Cream Month" - yet the 48-64 oz. category saw a 12% decline from two weeks ago. While not captured, ads also featured numerous ice cream novelties along with other pack sizes, from cups to 5 quart pails. Ice cream in 48-64 oz. containers averaged \$2.92 across all national ads, down 13 cents from two weeks ago and 30 cents less than a year ago. Ads ranged from \$1.50 to \$4.59.

Cheese shreds in 8oz. packages averaged \$2.16, unchanged from two weeks ago and 2 cents lower than one year ago. The price for 8 ounce blocks, at \$2.30, is unchanged from two weeks ago but 3 cents higher than a year ago.

Greek yogurt in 4-6 ounce packs averaged \$1.00, up 1 cent from two weeks ago and equal to the price a year ago. Regular yogurt in 4-6 ounce packs, averaged 47 cents, down 5 cents from two weeks ago and 3 cents lower from a year ago.

The national weighted average butter price is \$2.54 per 1# package. The average is 33 cents lower than two weeks ago but 2 cents higher than a year ago. Butter ad numbers are down 16% from two weeks ago.

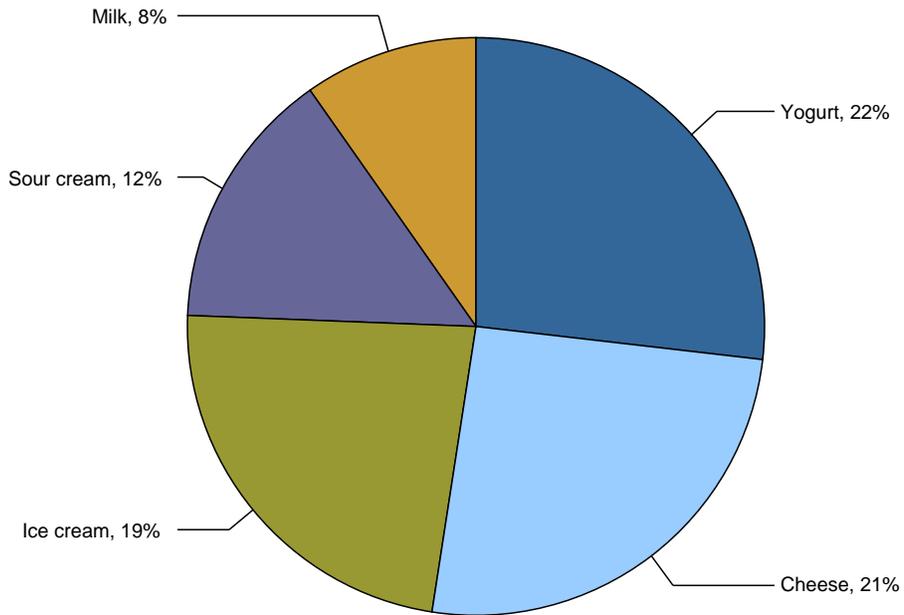
The national weighted average conventional milk price for half gallons, \$2.37, is up 5 cents from two weeks ago. Organic half-gallon milk, at \$3.54, is equal to two weeks ago. The organic-conventional half-gallon price spread is \$1.17, the second lowest value this year.



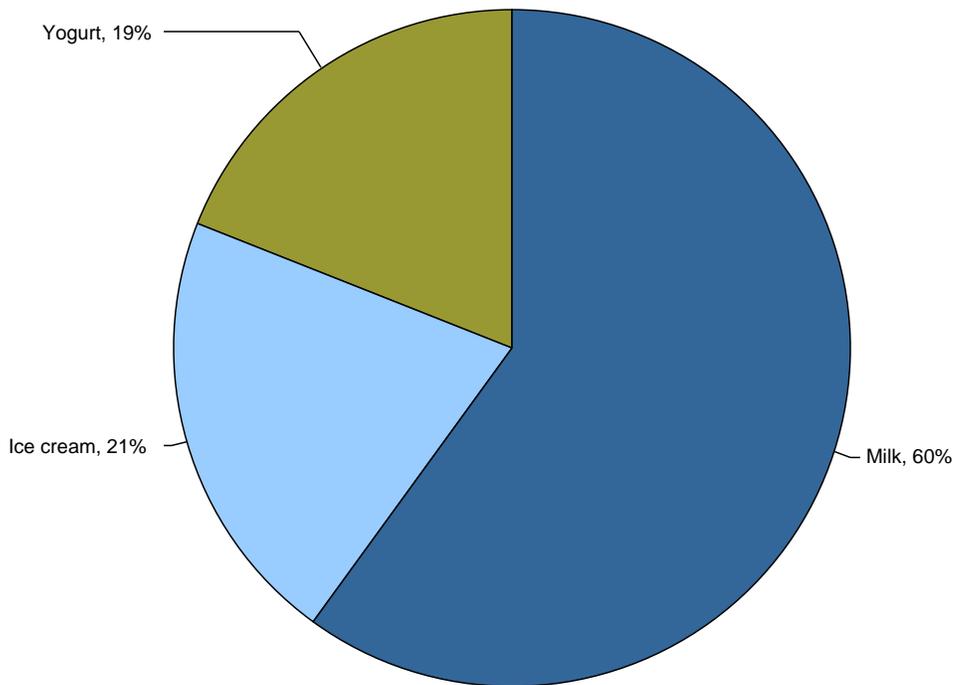
1 -- Dairy Market News surveys nearly 100 retailers, comprising over 14,000 individual stores, with online weekly advertised features.

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 #	3444	2.54	4099	2.87	5245	2.52
Cheese	Natural Varieties	8 oz block	5818	2.30	7880	2.30	8739	2.27
Cheese	Natural Varieties	1 # block	1058	3.96	1788	3.59	1475	4.28
Cheese	Natural Varieties	2 # block	257	7.29	1882	6.62	1113	5.93
Cheese	Natural Varieties	8 oz shred	6624	2.16	5989	2.16	11027	2.18
Cheese	Natural Varieties	1 # shred	606	3.72	1895	3.06	881	4.60
Cottage cheese		16 oz	1797	2.07	2530	2.05	2948	1.97
Cream cheese		8 oz	5213	1.82	7015	1.60	7285	1.46
Flavored milk	All fat tests	half gallon	362	2.21	845	2.42	797	2.23
Flavored milk	All fat tests	gallon	439	3.99	244	3.89	1030	3.82
Ice cream		48-64oz	12874	2.92	14684	3.05	20663	3.22
Milk	All fat tests	half gallon	1231	2.37	754	2.32	3028	1.97
Milk	All fat tests	gallon	4176	2.89	2023	2.78	5536	2.67
Sour cream		16 oz	7872	1.66	5805	1.54	6162	1.50
Yogurt	Greek	4-6 oz	7667	1.00	9764	.99	11483	1.00
Yogurt	Greek	32 oz	62	3.99	176	3.99	546	3.34
Yogurt	Yogurt	4-6 oz	6598	.47	9894	.52	11840	.50
Yogurt	Yogurt	32 oz	848	2.35	1319	2.33	722	2.44

### 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 #	1.88-3.50	1143	2.90	1.98-3.49	1268	2.30	1.79-2.89	673	2.24
Cheese	Natural Varieties	8 oz block	1.88-3.50	2309	2.39	2.00-3.00	1132	2.31	2.00-3.50	915	2.40
Cheese	Natural Varieties	1 # block	3.99	184	3.99	3.99	177	3.99	3.99	165	3.99
Cheese	Natural Varieties	8 oz shred	1.99-3.79	1736	2.41	1.67-2.50	1309	2.19	1.66-2.50	1398	2.09
Cottage cheese		16 oz	1.99-2.99	831	2.16	2.00	409	2.00	1.99-2.00	262	2.00
Cream cheese		8 oz	1.39-2.50	1560	2.00	1.00-2.29	1554	2.07	1.25-2.00	783	1.50
Flavored milk	All fat tests	half gallon	2.39-2.99	188	2.82				1.59	94	1.59
Flavored milk	All fat tests	gallon	3.99	128	3.99	3.99	195	3.99			
Ice cream		48-64oz	1.50-4.59	3658	2.91	1.99-4.50	2093	3.23	1.99-3.50	2147	2.77
Milk	All fat tests	half gallon	1.89	128	1.89	2.50	1023	2.50			
Milk	All fat tests	gallon	3.48-3.99	796	3.74	1.99-3.59	400	2.99	1.99-2.50	996	2.46
Sour cream		16 oz	1.25-1.99	2482	1.64	1.25-2.50	2424	1.69	1.88-2.00	685	1.96
Yogurt	Greek	4-6 oz	0.80-1.33	3125	1.01	0.80-1.00	1250	.97	0.79-1.00	1175	.97
Yogurt	Greek	32 oz	3.99	62	3.99						
Yogurt	Yogurt	4-6 oz	0.33-0.60	2505	.49	0.34-0.50	2459	.48	0.33-0.50	990	.44
Yogurt	Yogurt	32 oz	2.00-2.99	301	2.41				1.98-2.50	262	2.12

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 #	1.98	53	1.98	2.29-3.49	257	3.07	2.50	50	2.50
Cheese	Natural Varieties	8 oz block	1.67-2.50	464	2.03	1.48-2.99	880	2.17	2.00	118	2.00
Cheese	Natural Varieties	1 # block	3.99	202	3.99	2.99	128	2.99	4.49	202	4.49
Cheese	Natural Varieties	2 # block				5.99-7.99	257	7.29			
Cheese	Natural Varieties	8 oz shred	1.77-2.50	890	1.97	1.48-2.50	975	2.03	1.79-2.00	316	1.95
Cheese	Natural Varieties	1 # shred				2.99-3.50	404	3.34	4.49	202	4.49
Cottage cheese		16 oz				1.99	295	1.99			
Cream cheese		8 oz	1.50	376	1.50	1.19-1.99	860	1.51	1.50	80	1.50
Flavored milk	All fat tests	half gallon							1.50	80	1.50
Flavored milk	All fat tests	gallon				3.99	116	3.99			
Ice cream		48-64oz	1.89-4.49	1640	2.98	1.99-3.88	2458	2.78	2.49-4.29	878	2.80
Milk	All fat tests	half gallon							1.50	80	1.50
Milk	All fat tests	gallon	1.99-3.00	458	2.51	1.79-3.39	976	2.86	2.59-2.99	550	2.74
Sour cream		16 oz	1.00-2.00	920	1.51	0.99-1.99	1151	1.59	1.00-1.99	210	1.61
Yogurt	Greek	4-6 oz	1.00	405	1.00	1.00	1116	1.00	1.00	596	1.00
Yogurt	Yogurt	4-6 oz	0.50	255	.50	0.50	271	.50	0.33	118	.33
Yogurt	Yogurt	32 oz	2.50	118	2.50	2.50	167	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		
Cream cheese		8 oz					32	3.00
Ice cream		48-64oz	1166	3.81			87	4.49
Milk	All fat tests	half gallon	3141	3.54	3925	3.54	1331	3.93
Milk	All fat tests	gallon			360	5.45	230	5.10
Milk	All fat tests	8 oz UHT	283	1.00	125	.80	583	1.00
Sour cream		16 oz					56	4.49
Yogurt	Greek	4-6 oz	453	1.00	611	1.00	87	1.25
Yogurt	Greek	32 oz			235	2.99		
Yogurt	Yogurt	4-6 oz	228	.88	408	.65	390	.82
Yogurt	Yogurt	32 oz	413	3.19	828	2.50		

### 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
Ice cream		48-64oz				3.50	1023	3.50			
Milk	All fat tests	half gallon	3.49-3.99	860	3.79	2.99-3.89	287	3.42	3.59-3.89	339	3.72
Milk	All fat tests	8 oz UHT							1.00	165	1.00
Yogurt	Greek	4-6 oz	1.00	56	1.00	1.00	397	1.00			
Yogurt	Yogurt	4-6 oz	0.60	63	.60				0.99	165	.99
Yogurt	Yogurt	32 oz	2.99	235	2.99				3.00	98	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	536	3.05	3.49-3.99	623	3.77	2.99-3.49	496	3.29
Milk	All fat tests	8 oz UHT							1.00	118	1.00
Yogurt	Yogurt	32 oz							3.99	80	3.99

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