



## 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 08/12 to 08/23

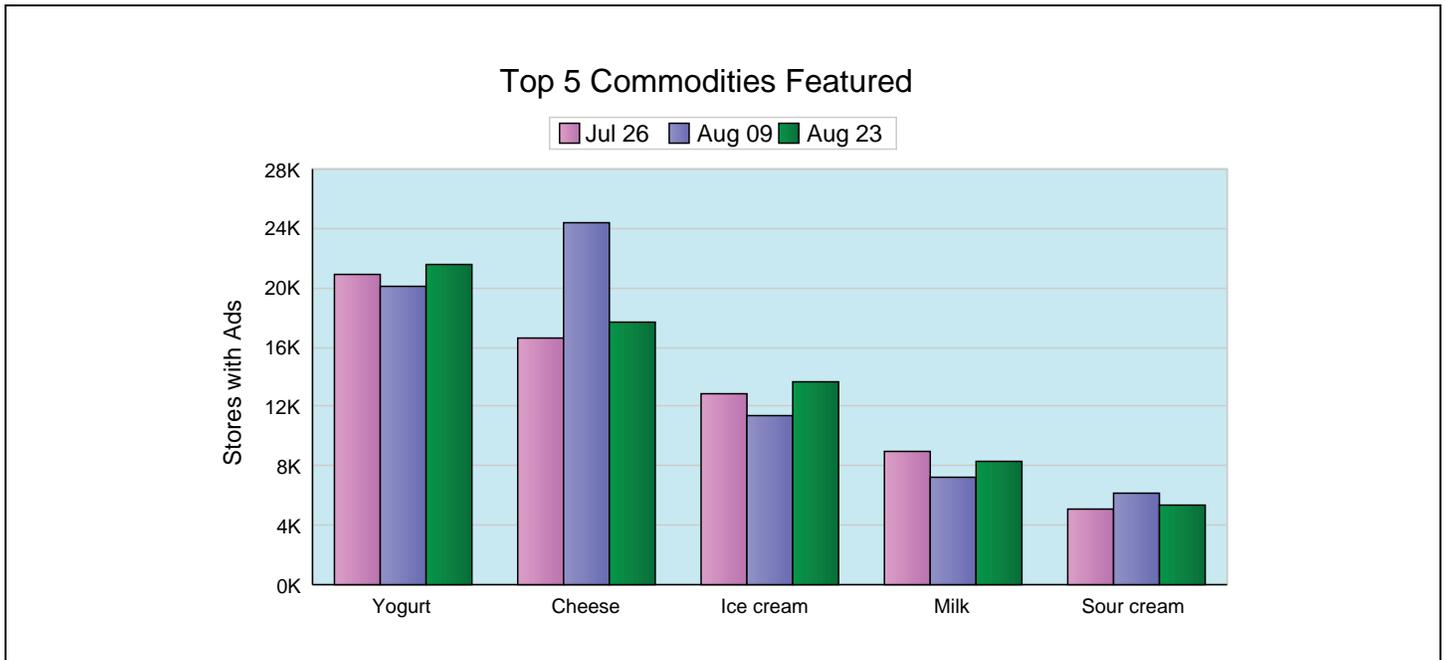
Cheese shreds in 8-ounce packs are the most featured individual item this period, appearing in 8,557 ad features. The national price averaged \$2.08, down 28 cents from two weeks ago. 8-ounce blocks at \$2.19, moved 24 cents lower from two weeks ago.

Greek yogurt in 4-6 ounce packs, featured in 9,192 ads, averaged \$.99, down 1 cent from two weeks ago and 2 cents from a year ago. Regular yogurt in 4-6 ounce packs averaged 51 cents, unchanged from two weeks ago.

The national weighted average butter price registered \$2.80 for 1# packages, an 11 cent decrease from two weeks ago but 13 cents higher than a year ago.

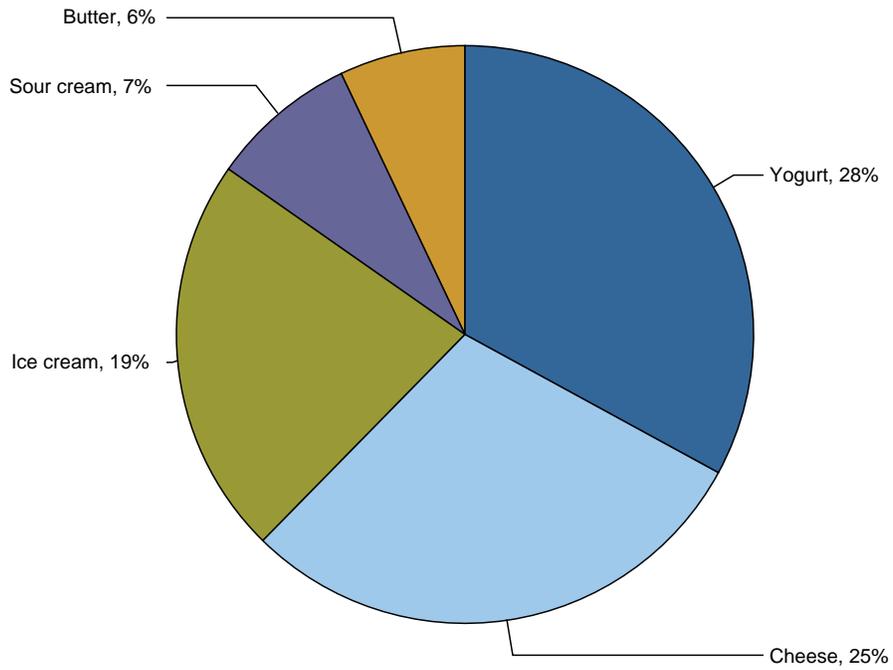
Ice cream features are up 20% this period, appearing in 13,664 ads. The national average for 48-64 oz. containers was \$2.97, up 8 cents from two weeks ago and but 11 cents lower than a year ago.

The national weighted average conventional milk price for half gallons, \$1.41 is 46 cents lower than two weeks ago. Organic half-gallon milk, at \$3.50, is 14 cents lower than two weeks ago. The organic-conventional half-gallon price spread is \$2.09, compared to \$1.77 two weeks ago. Since the first week of May, conventional milk half gallon prices have varied within a 68.1% price range in contrast with organic half gallons, 6.8%.

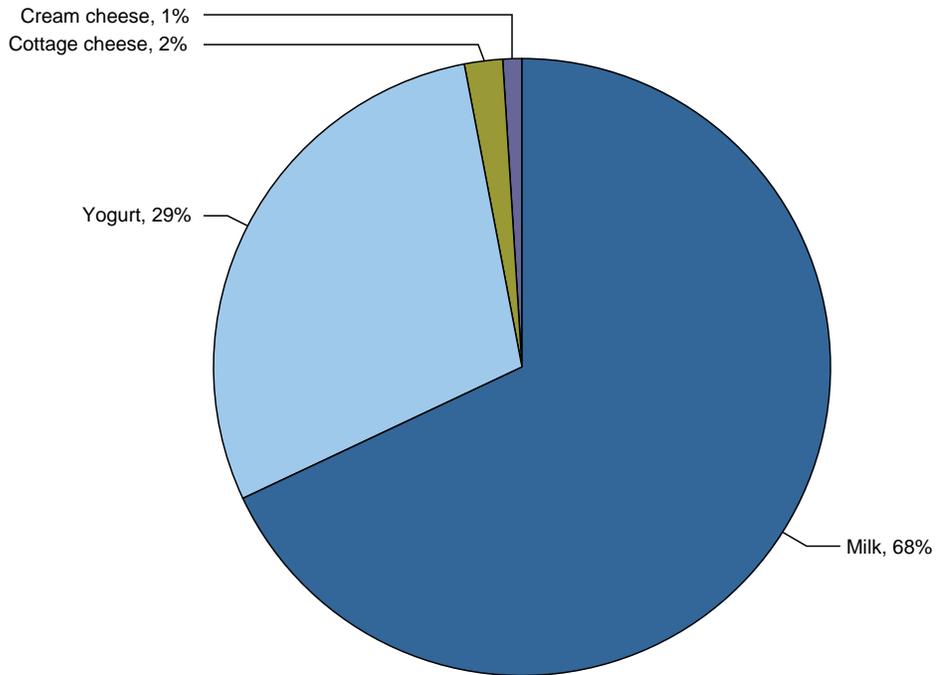


1 -- Dairy Market News surveys nearly 100 retailers, comprising over 14,000 individual stores, with online weekly advertised features.  
2 -- Date range reflects two-week period, however only one data collection per retailer is made during the period.

### 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 #	4060	2.80	1821	2.91	2281	2.67
Cheese	Natural Varieties	8 oz block	5982	2.19	9235	2.43	7851	2.20
Cheese	Natural Varieties	1 # block	1508	3.54	1469	4.32	2718	3.45
Cheese	Natural Varieties	2 # block	589	6.95	432	5.94	2599	5.03
Cheese	Natural Varieties	8 oz shred	8557	2.08	12755	2.36	9829	2.19
Cheese	Natural Varieties	1 # shred	1048	3.26	472	4.18	2698	3.28
Cottage cheese		16 oz	1043	2.06	1367	2.26	3033	2.10
Cream cheese		8 oz	3254	1.57	4109	1.71	4283	1.63
Flavored milk	All fat tests	half gallon	790	2.20	568	2.78	1263	1.90
Flavored milk	All fat tests	gallon	654	3.63	345	4.35	659	2.74
Ice cream		48-64oz	13644	2.97	11387	2.89	17645	3.08
Milk	All fat tests	half gallon	471	1.41	934	1.87	1858	2.26
Milk	All fat tests	gallon	3228	2.83	2878	2.68	5760	2.74
Sour cream		16 oz	5303	1.65	6195	1.67	3891	1.63
Yogurt	Greek	4-6 oz	9194	.99	10992	1.00	10024	1.01
Yogurt	Greek	32 oz	1103	3.85	1903	3.20	199	4.49
Yogurt	Yogurt	4-6 oz	7181	.51	4711	.51	9236	.50
Yogurt	Yogurt	32 oz	2140	2.13	565	2.07	2555	2.22

### 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 #	2.50-3.00	1746	2.78	2.50-3.00	1650	2.88	1.88-2.00	151	1.93
Cheese	Natural Varieties	8 oz block	1.24-2.79	2458	2.29	1.67-2.50	1662	2.08	1.66-2.50	601	2.02
Cheese	Natural Varieties	1 # block	2.99-3.99	598	3.71	3.99	105	3.99	2.99	176	2.99
Cheese	Natural Varieties	2 # block	7.99	235	7.99				5.99	89	5.99
Cheese	Natural Varieties	8 oz shred	1.25-2.99	1863	2.27	1.67-2.50	2847	2.01	1.59-2.50	1653	1.92
Cheese	Natural Varieties	1 # shred	3.99	165	3.99	2.99	363	2.99	2.99	176	2.99
Cottage cheese		16 oz	1.99-2.50	481	2.19				1.89-2.29	238	2.05
Cream cheese		8 oz	0.99-2.50	1065	1.77	1.25-1.79	742	1.55	1.00-1.25	459	1.20
Flavored milk	All fat tests	half gallon	2.50-3.48	376	2.87				0.99-1.99	414	1.60
Flavored milk	All fat tests	gallon	3.99	100	3.99				1.99-3.99	260	3.18
Ice cream		48-64oz	1.88-3.99	2490	2.79	1.88-4.99	3955	3.18	1.39-3.00	2148	2.70
Milk	All fat tests	half gallon							0.99-1.66	151	1.27
Milk	All fat tests	gallon	2.49-3.97	459	3.23	1.99-2.99	1342	2.91	1.99-2.50	246	2.35
Sour cream		16 oz	1.25-2.00	1577	1.66	1.47-1.79	1375	1.49	1.50-2.00	409	1.78
Yogurt	Greek	4-6 oz	0.80-1.25	2860	1.00	1.00-1.25	1120	1.02	0.88-1.00	1847	.98
Yogurt	Greek	32 oz	3.48-4.69	881	4.01				3.49	94	3.49
Yogurt	Yogurt	4-6 oz	0.44-0.75	1984	.54	0.50	3406	.50	0.40-0.60	869	.51

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	1.99-2.99	652	2.45	1.99-2.00	565	1.99	1.99	450	1.99

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 #	2.50-3.00	123	2.72	3.49	222	3.49	1.79-2.99	168	2.15
Cheese	Natural Varieties	8 oz block	1.99-2.50	366	2.17	1.79-2.50	815	2.24	2.29	80	2.29
Cheese	Natural Varieties	1 # block	3.99	122	3.99	2.99-3.99	389	3.42	2.99	118	2.99
Cheese	Natural Varieties	2 # block	4.99-6.99	185	6.07				6.99	80	6.99
Cheese	Natural Varieties	8 oz shred	1.67-2.50	946	2.01	1.79-2.50	1168	2.23	2.29	80	2.29
Cheese	Natural Varieties	1 # shred	3.99	122	3.99	2.99	222	2.99			
Cottage cheese		16 oz	1.67	122	1.67				1.99	202	1.99
Cream cheese		8 oz	1.50-1.67	546	1.56	1.50	312	1.50	1.39-1.50	130	1.46
Flavored milk	All fat tests	gallon				3.79-3.99	244	3.89	3.99	50	3.99
Ice cream		48-64oz	2.39-4.99	1558	3.34	1.99-3.99	2581	2.79	1.88-3.99	912	2.98
Milk	All fat tests	half gallon	1.67	122	1.67				1.25-1.50	198	1.35
Milk	All fat tests	gallon	2.19-3.00	331	2.53	1.89-2.99	502	2.74	2.59-3.49	348	2.72
Sour cream		16 oz	1.69-1.99	334	1.82	1.69-1.99	978	1.87	0.88-1.99	630	1.44
Yogurt	Greek	4-6 oz	1.00	810	1.00	1.00	1561	1.00	0.79-1.00	996	.95
Yogurt	Greek	32 oz				2.99	128	2.99			
Yogurt	Yogurt	4-6 oz	0.40-0.50	340	.48	0.40-0.50	532	.48	0.50	50	.50
Yogurt	Yogurt	32 oz	1.99	185	1.99	1.99	90	1.99	1.99	198	1.99

### 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 #			1256	4.05	195	4.15
Cottage cheese		16 oz	165	3.69				
Cream cheese		8 oz	56	2.50	56	2.50		
Milk	All fat tests	half gallon	1628	3.50	2172	3.64	4554	3.91
Milk	All fat tests	gallon	2112	5.56	122	5.00	260	5.72
Milk	All fat tests	8 oz UHT	867	1.04	1164	1.00	2886	.99
Yogurt	Greek	4-6 oz	698	1.04	373	1.18	320	1.46
Yogurt	Yogurt	4-6 oz	702	.70	1081	.69	334	.60
Yogurt	Yogurt	32 oz	590	3.11	493	3.12	235	2.99

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
Cottage cheese		16 oz							3.69	165	3.69
Cream cheese		8 oz	2.50	56	2.50						
Milk	All fat tests	half gallon	3.50-4.49	388	3.76	3.49-3.50	1025	3.50	3.50	62	3.50
Milk	All fat tests	gallon	5.98-6.69	253	6.29	4.99-6.69	360	5.26	5.99	85	5.99
Milk	All fat tests	8 oz UHT	1.50	63	1.50				1.00	85	1.00
Yogurt	Greek	4-6 oz	1.00-1.50	430	1.07	1.00	268	1.00			
Yogurt	Yogurt	4-6 oz	0.60-0.80	507	.74	0.60	195	.60			
Yogurt	Yogurt	32 oz	2.99-3.50	281	3.39						

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	2.59-3.50	153	2.91						
Milk	All fat tests	gallon	5.00-5.69	346	5.43	5.00-5.99	770	5.69	5.00	298	5.00
Milk	All fat tests	8 oz UHT	1.00	307	1.00	1.00	412	1.00			
Yogurt	Yogurt	32 oz	2.99	100	2.99	2.49-2.99	209	2.77			

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