



# National Dairy Retail Report

Websites: <http://www.marketnews.usda.gov/portal/da> and <http://www.ams.usda.gov/mnreports/dybretail.pdf>

Volume 80- Number 44

Issued Biweekly

Thursday, October 31, 2013

## Advertised Prices for Dairy Products at Major Retail Supermarket Outlets 10/21 to 11/01

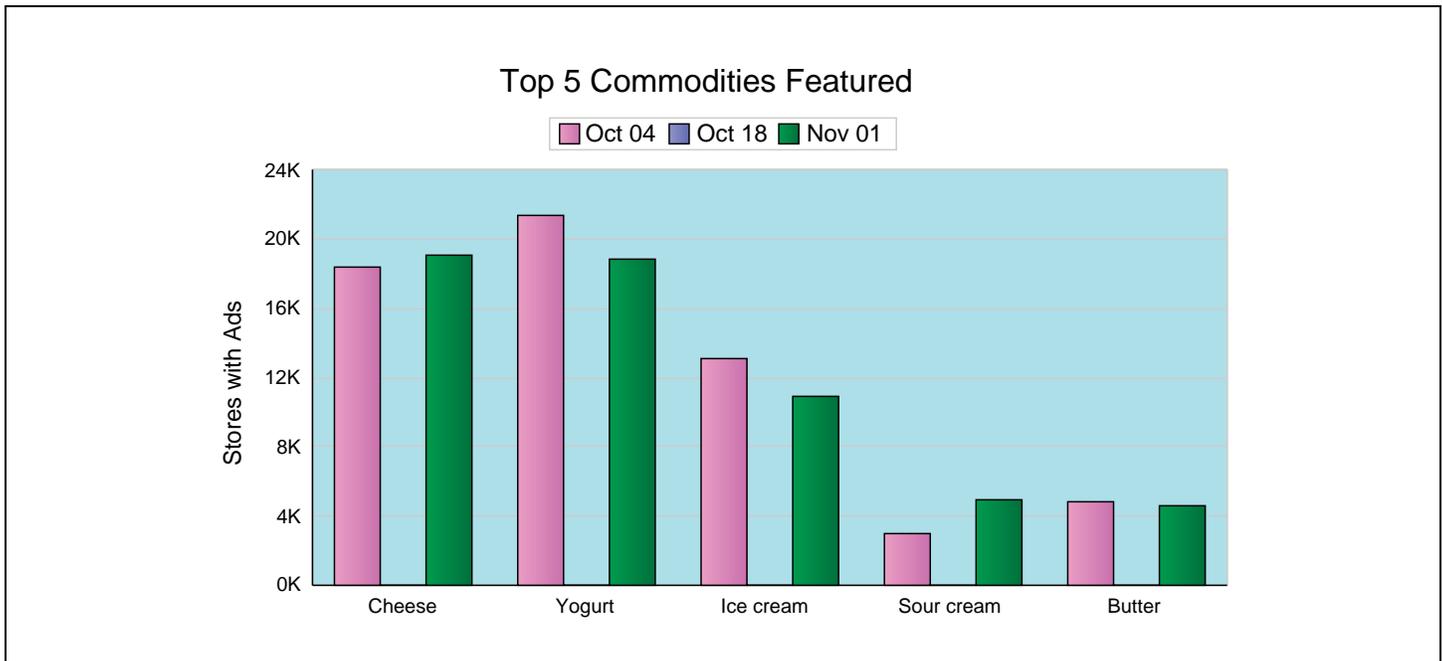
Ads for 8 oz. shredded are the largest of the 5 types of cheese advertised, with 41% of cheese ads. The national weighted average advertised price is \$2.28, up 9 cents from last year. 8-ounce blocks, at \$2.43, are 1 cent lower than last year

Yogurt ads are the largest product category advertised this period. Greek yogurt in 4-6 ounce packages has more ads than all other categories of yogurt combined. The 4-6 oz. Greek yogurt weighted average advertised price, \$.99, is 1 cent higher than last year. Regular yogurt in 4-6 ounce packs, approximately one half the number of ads as 4-6 oz. Greek yogurt, has an average price of \$.52, 2 cents above last year.

Butter ad numbers are up from a year ago. The current average price, \$2.74, is 2 cents above last year.

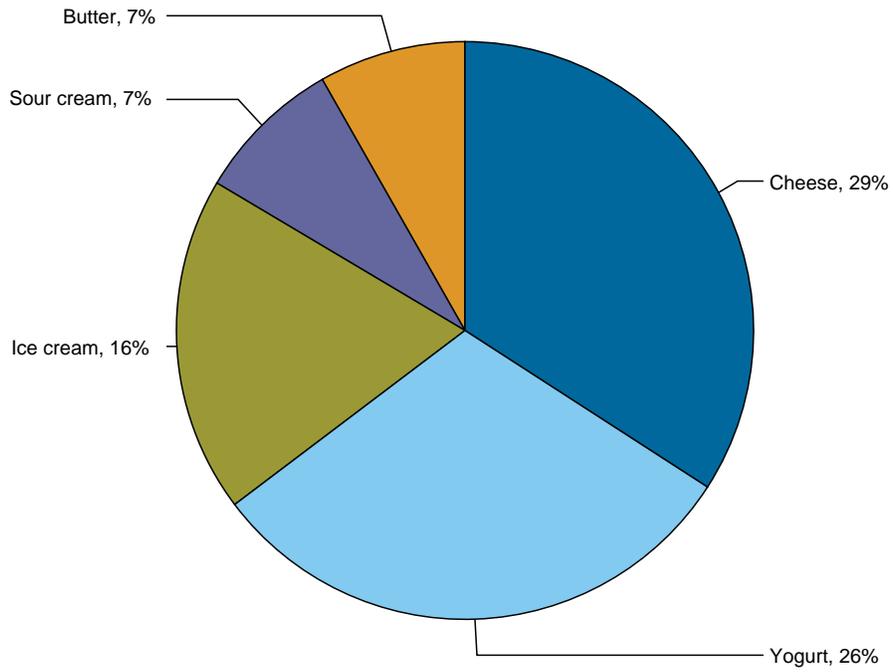
Ice cream features remain strong relative to ad numbers for other dairy products this period, but are about two thirds the number as last year. The current average price for 48-64 oz. containers, \$3.13, is 4 cents below last year.

The national weighted average conventional milk price for half gallons is \$1.65 and for organic half-gallon milk, at \$3.73. The organic-conventional half-gallon price spread is \$2.08, compared with \$1.79 in September, the last bi-weekly period data was collected due to the intervening federal government furlough.

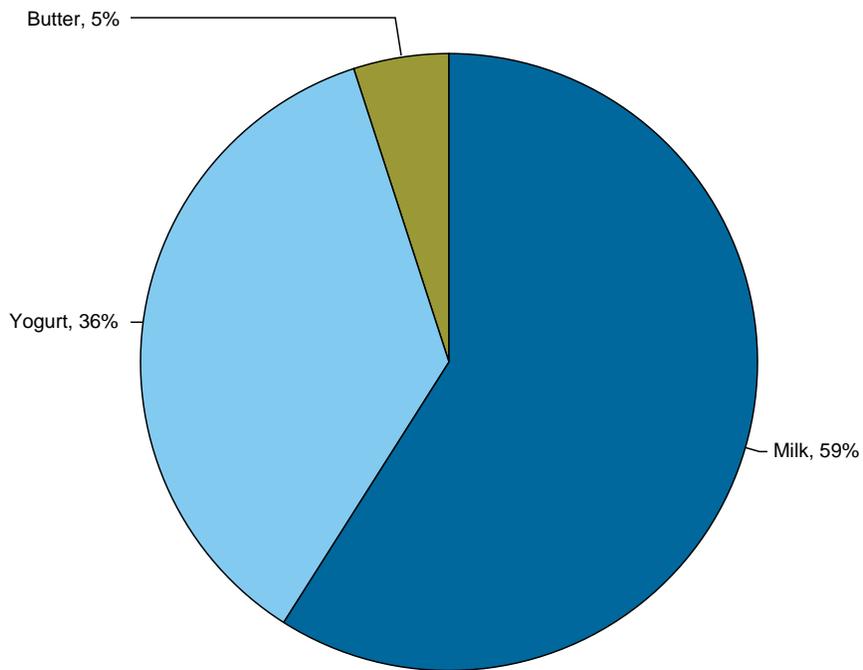


1 -- Dairy Market News surveys nearly 100 retailers, comprising over 14,000 individual stores, with online weekly advertised features.  
2 -- Date range reflects two-week period, however only one data collection per retailer is made during the period.

### 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 #	4410	2.74			3426	2.72
Cheese	Natural Varieties	8 oz block	7726	2.43			8350	2.44
Cheese	Natural Varieties	1 # block	744	3.27			2302	3.69
Cheese	Natural Varieties	2 # block	2350	6.29			2231	5.62
Cheese	Natural Varieties	8 oz shred	7925	2.28			9356	2.19
Cheese	Natural Varieties	1 # shred	352	3.05			1658	3.28
Cottage cheese		16 oz	2843	2.30			3872	2.08
Cream cheese		8 oz	3554	1.54			5361	1.76
Egg nog		quart	50	2.50				
Flavored milk	All fat tests	half gallon	1136	2.02			3534	2.29
Flavored milk	All fat tests	gallon	580	3.93			3947	3.74
Ice cream		48-64oz	10899	3.13			16465	3.17
Milk	All fat tests	half gallon	259	1.65			1490	2.21
Milk	All fat tests	gallon	508	3.01			1549	3.01
Sour cream		16 oz	4916	1.39			8853	1.61
Yogurt	Greek	4-6 oz	10003	.99			11447	.98
Yogurt	Greek	32 oz	887	3.14			296	4.16
Yogurt	Yogurt	4-6 oz	5300	.52			4486	.50
Yogurt	Yogurt	32 oz	1041	2.48			763	2.35

## 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 #	1.99-3.69	777	2.66	2.28-3.00	1078	2.84	2.50	170	2.50
Cheese	Natural Varieties	8 oz block	1.79-2.99	2673	2.54	1.88-2.99	1364	2.13	1.34-2.99	1147	2.14
Cheese	Natural Varieties	1 # block	1.98-4.29	472	3.43	3.34	70	3.34			
Cheese	Natural Varieties	2 # block	2.50	112	2.50	7.99	105	7.99	5.00	85	5.00
Cheese	Natural Varieties	8 oz shred	1.99-3.49	2318	2.57	1.88-3.00	1982	2.16	1.66-2.50	1398	1.96
Cheese	Natural Varieties	1 # shred	1.98-3.98	282	2.98	3.34	70	3.34			
Cottage cheese		16 oz	1.00-2.99	1043	2.21	2.39-2.99	1317	2.44			
Cream cheese		8 oz	1.25-2.48	1080	1.67	1.79-2.99	482	2.16	1.00-1.99	818	1.29
Flavored milk	All fat tests	half gallon	1.99-2.50	282	2.27	0.99	237	.99	1.69-2.50	295	2.24
Flavored milk	All fat tests	gallon	3.00-4.99	177	4.38	2.98	202	2.98	4.49	201	4.49
Ice cream		48-64oz	1.99-3.50	2726	2.83	2.48-4.44	2458	3.29	2.00-3.99	1185	3.17
Milk	All fat tests	half gallon	1.98	141	1.98						
Milk	All fat tests	gallon							2.50	70	2.50
Sour cream		16 oz	1.29-1.69	1834	1.56	1.00-1.67	631	1.18	1.00-1.69	640	1.18
Yogurt	Greek	4-6 oz	0.98-1.25	2362	1.00	0.88-1.00	2744	.99	0.89-1.00	1490	.99
Yogurt	Greek	32 oz	4.49	56	4.49	3.00-4.28	397	3.65	2.50	85	2.50

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	4-6 oz	0.40-0.80	1450	.52	0.40-0.50	1407	.49	0.49-1.00	786	.65
Yogurt	Yogurt	32 oz	1.99-3.99	819	2.48						

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	287	2.59	2.50-3.00	1584	2.79	1.99-3.50	514	2.66
Cheese	Natural Varieties	8 oz block	1.79-2.99	425	2.56	1.88-2.99	1819	2.57	2.99	298	2.99
Cheese	Natural Varieties	1 # block	2.88	202	2.88						
Cheese	Natural Varieties	2 # block	4.99-6.49	488	5.89	5.00-8.99	1182	7.04	5.00-6.99	378	5.42
Cheese	Natural Varieties	8 oz shred	1.49-2.50	769	1.97	1.79-2.99	1340	2.42	2.50	118	2.50
Cottage cheese		16 oz				1.99-2.39	231	2.10	1.99-2.49	252	2.09
Cream cheese		8 oz	1.25-1.99	330	1.51	1.00-2.50	844	1.25			
Egg nog		quart							2.50	50	2.50
Flavored milk	All fat tests	half gallon	2.29-2.49	272	2.34				2.49	50	2.49
Ice cream		48-64oz	2.50-4.49	1571	3.30	1.88-3.99	2009	3.12	2.49-4.99	950	3.31
Milk	All fat tests	half gallon							1.25	118	1.25
Milk	All fat tests	gallon	3.00	87	3.00	2.89-3.39	351	3.12			
Sour cream		16 oz	0.88-1.50	494	1.10	1.00-2.00	839	1.68	1.00-1.29	478	1.11
Yogurt	Greek	4-6 oz	0.88-1.00	1303	.98	1.00	1356	1.00	1.00	748	1.00
Yogurt	Greek	32 oz	2.50	112	2.50	2.50	237	2.50			
Yogurt	Yogurt	4-6 oz	0.33-1.00	479	.49	0.33-0.50	846	.46	0.50	332	.50
Yogurt	Yogurt	32 oz				2.50	222	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 #	195	3.99			371	4.60
Cheese	Natural Varieties	8 oz shred					195	2.50
Ice cream		48-64oz					118	4.99
Milk	All fat tests	half gallon	1645	3.73			1701	3.48
Milk	All fat tests	gallon	590	5.00				
Milk	All fat tests	8 oz UHT	303	.96			1017	.87
Yogurt	Greek	4-6 oz	982	1.05			202	1.25
Yogurt	Greek	32 oz	116	5.00				
Yogurt	Yogurt	4-6 oz	108	.66			444	.65

Wtd Avg - Simple weighted average



Yogurt	Yogurt	32 oz	353	2.99						
--------	--------	-------	-----	------	--	--	--	--	--	--

### 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	195	3.99			
Milk	All fat tests	half gallon	3.50-4.99	281	3.92	3.58-3.79	565	3.71	3.89	361	3.89
Milk	All fat tests	gallon	5.00	112	5.00	5.00	58	5.00			
Milk	All fat tests	8 oz UHT	0.81-1.00	303	.96						
Yogurt	Greek	4-6 oz	1.00-1.79	258	1.17	1.00	363	1.00	1.00	361	1.00
Yogurt	Yogurt	4-6 oz	0.66	108	.66						
Yogurt	Yogurt	32 oz	2.99	235	2.99						

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
Milk	All fat tests	half gallon	3.99	118	3.99				2.99-3.49	320	3.31
Milk	All fat tests	gallon	5.00	122	5.00				5.00	298	5.00
Yogurt	Greek	32 oz				5.00	116	5.00			
Yogurt	Yogurt	32 oz							2.99	118	2.99

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