



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 11/18 to 11/29

Ads featuring holiday and baking themed dairy products increased from two weeks ago. Egg nog half gallon ad numbers are up ten-fold, with an average price of \$3.45, down 34 cents from two weeks ago. Butter ads are up 54% with a price down 8 cents to \$2.29. Cream cheese ads are up 60% with an average price of \$1.32, down 23 cents.

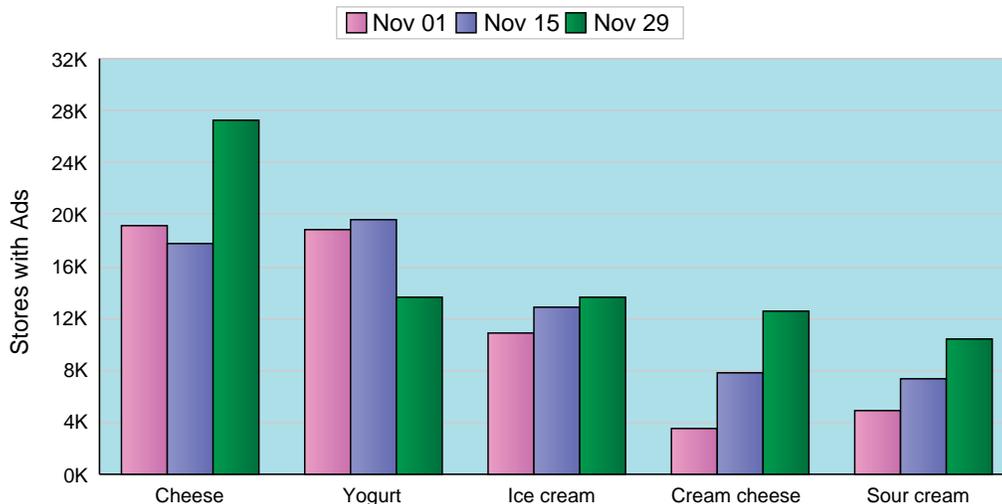
Cheese ads comprise the largest category of ads, replacing yogurt. Ads for 8 oz. shredded continue to be the most numerous of the 5 types of cheese advertised, with an average price up 4 cents to \$2.26. 8-ounce blocks, at \$2.35, are 16 cents below two weeks ago and 8 cents below last year.

Yogurt ads tie with ice cream for the second largest number of ads. Greek yogurt in 4-6 ounce packages has slightly over twice as many ads as all other categories of yogurt combined. The 4-6 oz. Greek yogurt weighted average advertised price, \$1.00, is 2 cents below the last report. Regular yogurt in 4-6 ounce packs, has an average price of \$.57, 4 cents above last report.

Ice cream features are up slightly from two weeks ago. The current average price for 48-64 oz. containers, \$3.08, is 8 cents below two weeks ago.

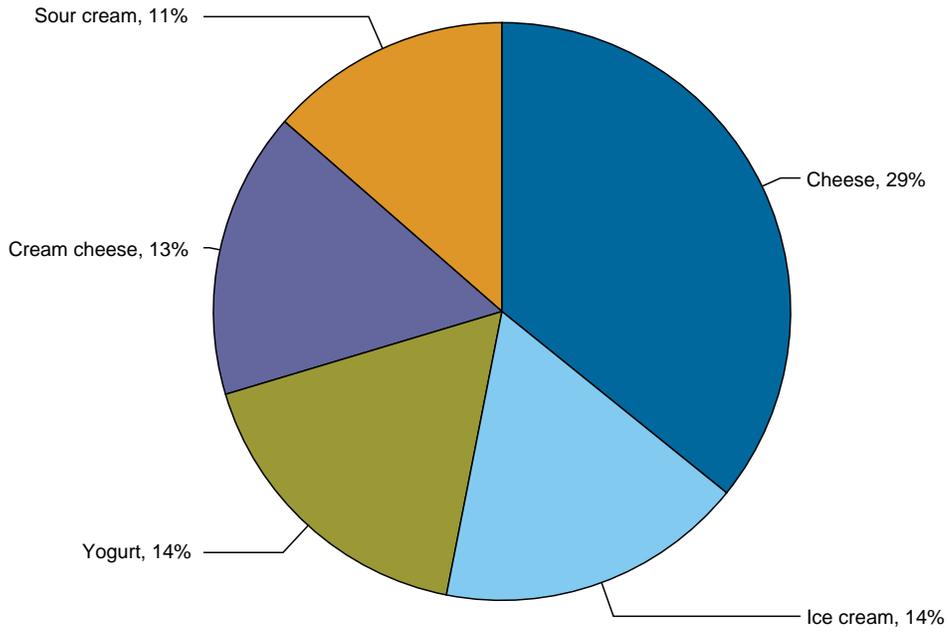
The national weighted average conventional milk price for half gallons is \$1.00 and for organic half-gallon milk, at \$3.68. The organic-conventional half-gallon price spread is \$2.68, up 66 cents from the last period. The magnitude of this price spread results more from factors associated with the conventional milk price, the second lowest average price of the year. All conventional milk half gallon ads ran in the Southwest for store brand, half gallons of a national retail chain priced \$1.00.

Top 5 Commodities Featured

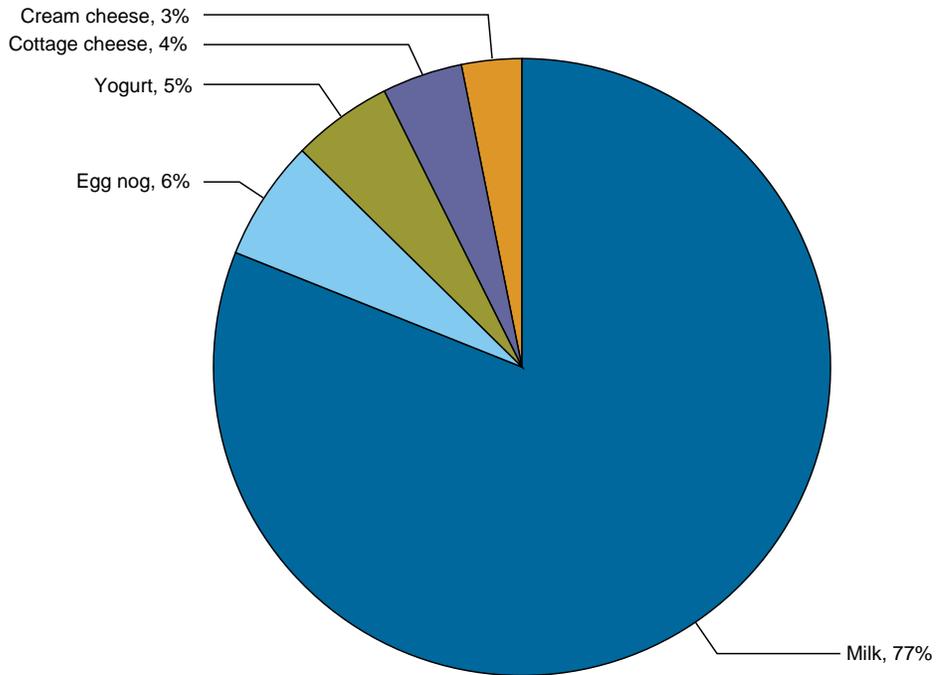


1 -- Dairy Market News surveys nearly 100 retailers, comprising over 14,000 individual stores, with online weekly advertised features.
2 -- Date range reflects two-week period, however only one data collection per retailer is made during the period.

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 #	10183	2.29	6604	2.37	4500	3.06
Cheese	Natural Varieties	8 oz block	11426	2.35	5471	2.51	6939	2.43
Cheese	Natural Varieties	1 # block	1370	3.53	2192	3.81	1558	4.00
Cheese	Natural Varieties	2 # block	2088	6.58	1233	6.91	2392	7.27
Cheese	Natural Varieties	8 oz shred	12177	2.26	8005	2.22	7810	2.40
Cheese	Natural Varieties	1 # shred	244	3.51	839	3.55	884	3.19
Cottage cheese		16 oz	1199	2.40	5090	1.95	1567	1.93
Cream cheese		8 oz	12492	1.32	7788	1.55	5682	1.60
Egg nog		quart	737	2.68	853	2.24	968	2.65
Egg nog		half gallon	3361	3.45	314	3.79	3188	3.21
Flavored milk	All fat tests	half gallon			516	2.24	510	1.98
Flavored milk	All fat tests	gallon	98	2.50	98	2.50	28	3.77
Ice cream		48-64oz	13553	3.08	12785	3.16	11985	3.04
Milk	All fat tests	half gallon	116	1.00	810	1.46	2157	2.85
Milk	All fat tests	gallon	1515	3.10	1511	2.83	4296	2.90
Sour cream		16 oz	10406	1.58	7294	1.57	7537	1.63
Yogurt	Greek	4-6 oz	8926	1.00	12296	1.02	5982	1.00
Yogurt	Greek	32 oz	458	4.91	603	4.96	975	3.83
Yogurt	Yogurt	4-6 oz	2749	.57	5160	.53	3895	.46
Yogurt	Yogurt	32 oz	1327	2.22	605	2.24	1098	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 #	1.69-2.99	2050	2.32	1.88-3.49	3719	2.43	1.68-2.50	1436	2.02
Cheese	Natural Varieties	8 oz block	1.50-3.00	2787	2.17	1.99-3.00	4832	2.48	1.25-2.99	1024	1.99
Cheese	Natural Varieties	1 # block	1.99-4.99	891	3.17						
Cheese	Natural Varieties	2 # block	6.99	112	6.99	6.99-7.99	163	7.63			
Cheese	Natural Varieties	8 oz shred	1.66-3.49	2589	2.44	1.67-3.00	2938	2.06	1.25-2.99	1676	1.90
Cheese	Natural Varieties	1 # shred	3.99	128	3.99						
Cottage cheese		16 oz	1.99-3.19	714	2.69	2.29	105	2.29	2.00	70	2.00
Cream cheese		8 oz	0.99-2.50	2085	1.41	0.98-1.50	4014	1.31	0.99-2.00	1669	1.25
Egg nog		quart	2.29-3.49	485	2.85						
Egg nog		half gallon	3.99-4.69	522	4.45	3.00-3.79	1081	3.04	2.99-3.79	319	3.42
Flavored milk	All fat tests	gallon							2.50	98	2.50
Ice cream		48-64oz	1.79-4.99	3741	2.76	2.50-5.00	4107	3.39	1.99-3.50	1966	2.90
Milk	All fat tests	gallon	3.99-5.00	224	4.50	3.99	58	3.99	2.50-2.79	245	2.60
Sour cream		16 oz	0.99-1.99	2670	1.45	1.00-2.39	2515	1.65	1.00-2.00	1223	1.45
Yogurt	Greek	4-6 oz	0.88-1.00	1685	.98	1.00	3679	1.00	0.87-1.00	768	.99

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	Greek	32 oz	3.50-5.98	364	5.15				3.99	94	3.99
Yogurt	Yogurt	4-6 oz	0.50-0.78	1799	.59	0.50-0.69	216	.60	0.60	98	.60
Yogurt	Yogurt	32 oz	1.99-2.99	737	2.18				1.99-2.00	270	2.00

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 #	1.77-2.79	1135	2.13	1.99-2.69	1423	2.38	1.67-2.50	420	1.84
Cheese	Natural Varieties	8 oz block	2.49-3.49	545	2.63	1.88-2.99	1658	2.43	1.99-2.50	580	2.25
Cheese	Natural Varieties	1 # block	3.99-4.49	404	4.24	3.99	75	3.99			
Cheese	Natural Varieties	2 # block				5.99-6.99	1233	6.78	4.99-6.99	580	5.78
Cheese	Natural Varieties	8 oz shred	1.66-2.99	1625	2.28	1.79-2.99	2419	2.47	1.99-2.99	930	2.40
Cheese	Natural Varieties	1 # shred							2.99	116	2.99
Cottage cheese		16 oz				1.25-2.39	310	1.84			
Cream cheese		8 oz	0.88-2.00	1461	1.16	0.99-1.99	2313	1.37	0.99-1.99	950	1.37
Egg nog		quart	2.29	202	2.29				2.50	50	2.50
Egg nog		half gallon	2.99-3.49	234	3.25	2.50-3.99	1089	3.43	3.49	116	3.49
Ice cream		48-64oz	1.99-4.99	1588	3.40	2.88-3.49	1403	3.07	2.49-3.00	748	2.80
Milk	All fat tests	half gallon				1.00	116	1.00			
Milk	All fat tests	gallon	1.99-2.79	391	2.30	1.87-3.59	597	3.21			
Sour cream		16 oz	1.00-2.00	1094	1.56	1.00-1.99	2278	1.73	1.00-1.99	626	1.60
Yogurt	Greek	4-6 oz	1.00	563	1.00	1.00	1563	1.00	1.00	668	1.00
Yogurt	Yogurt	4-6 oz				0.50	586	.50	0.50	50	.50
Yogurt	Yogurt	32 oz				2.49	118	2.49	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 #	100	3.99			563	4.70
Cheese	Natural Varieties	8 oz block					32	4.99
Cottage cheese		16 oz	165	3.99	165	3.88		
Cream cheese		8 oz	127	2.43	56	2.49	228	2.64
Egg nog		quart	243	3.78				
Egg nog		half gallon			143	3.99	26	4.49
Ice cream		48-64oz			143	5.99	56	5.99
Milk	All fat tests	half gallon	2198	3.68	2785	3.48	1282	3.52

Wtd Avg - Simple weighted average



Milk	All fat tests	gallon	652	5.25	890	5.26	105	5.99
Milk	All fat tests	8 oz UHT	202	1.00	71	.80	609	1.00
Sour cream		16 oz	71	2.69			28	2.99
Yogurt	Greek	4-6 oz			244	1.00	232	1.33
Yogurt	Greek	32 oz			235	3.19		
Yogurt	Yogurt	4-6 oz			416	.96	484	.60
Yogurt	Yogurt	32 oz	195	3.33	108	3.99		

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
Cottage cheese		16 oz							3.99	165	3.99
Cream cheese		8 oz	2.39-2.49	127	2.43						
Milk	All fat tests	half gallon	3.99	112	3.99	3.99	58	3.99	2.99-4.99	611	3.54
Milk	All fat tests	gallon	5.69	232	5.69						
Milk	All fat tests	8 oz UHT				1.00	202	1.00			
Sour cream		16 oz	2.69	71	2.69						
Yogurt	Yogurt	32 oz				3.33	195	3.33			

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	100	3.99						
Egg nog		quart	3.49	100	3.49	3.99	143	3.99			
Milk	All fat tests	half gallon	2.79-4.19	234	3.46	2.99-4.19	767	3.84	2.99-3.99	416	3.58
Milk	All fat tests	gallon	5.00	122	5.00				5.00	298	5.00

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