



## 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 12/02 to 12/13

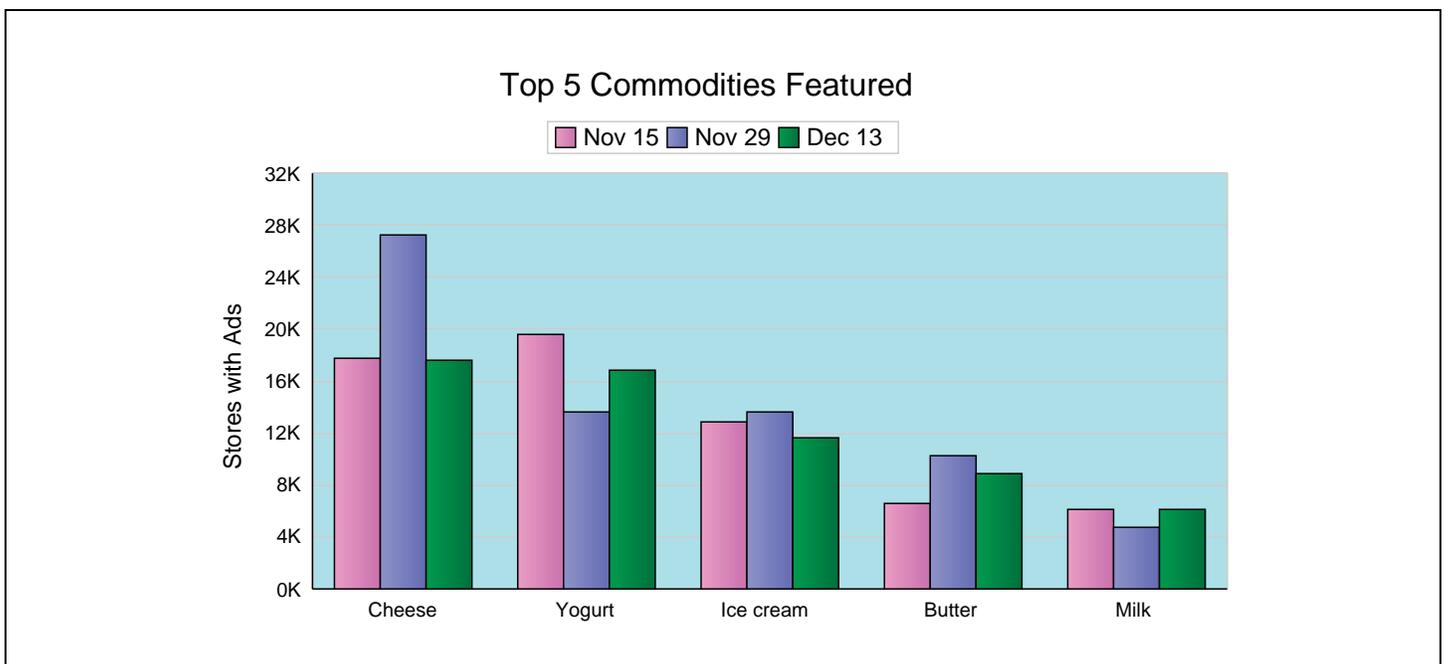
Total ad numbers are down 21% from two weeks and nearly 30% from a year ago. A few categories still showed increased ad numbers. Egg nog ad numbers with the holiday week fast approaching, increased by about 15%. The weighted average price of quarts is \$2.81 and half gallons, \$3.52. Each price is higher than the price two weeks ago and last year.

Other product categories with ad number increases are yogurt, up 23%, and milk ads, up by 13%. Greek yogurt in 4-6 ounce packages has nearly twice as many ads as all other categories of yogurt combined. The 4-6 oz. Greek yogurt weighted average advertised price, \$.97, is 3 cents below the last report and 2 cents below last year. Regular yogurt in 4-6 ounce packs, has an average price of \$.46, 11 cents below last report but 3 cents above last year.

Cheese ads narrowly comprise the largest category of ads, 1% ahead of yogurt. Ads for 8 oz. shredded continue to be the most numerous of the 5 types of cheese advertised, with an average price up 6 cents to \$2.32, which is 3 cents above last year. 8-ounce blocks, at \$2.41, are up 6 cents from two weeks ago but 12 cents below last year.

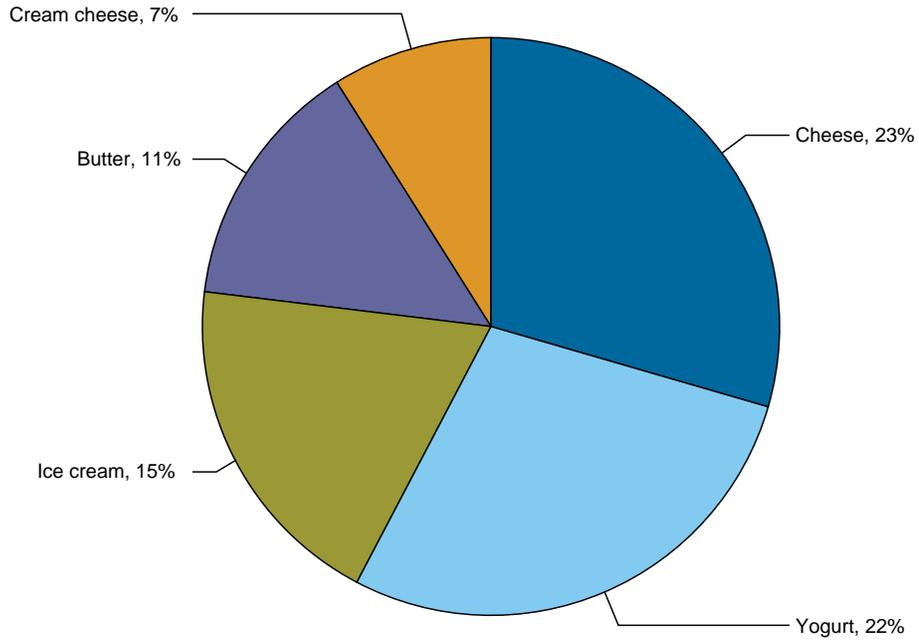
Ice cream features are the third largest category but ad numbers are down 15% from two weeks ago and even lower than a year ago. The current average price for 48-64 oz. containers, \$2.92, is 16 cents below two weeks ago.

The national weighted average conventional milk price for half gallons is \$1.65 and for organic half-gallon milk, \$3.70. The organic-conventional half-gallon price spread is \$2.05, down 63 cents from the last period.

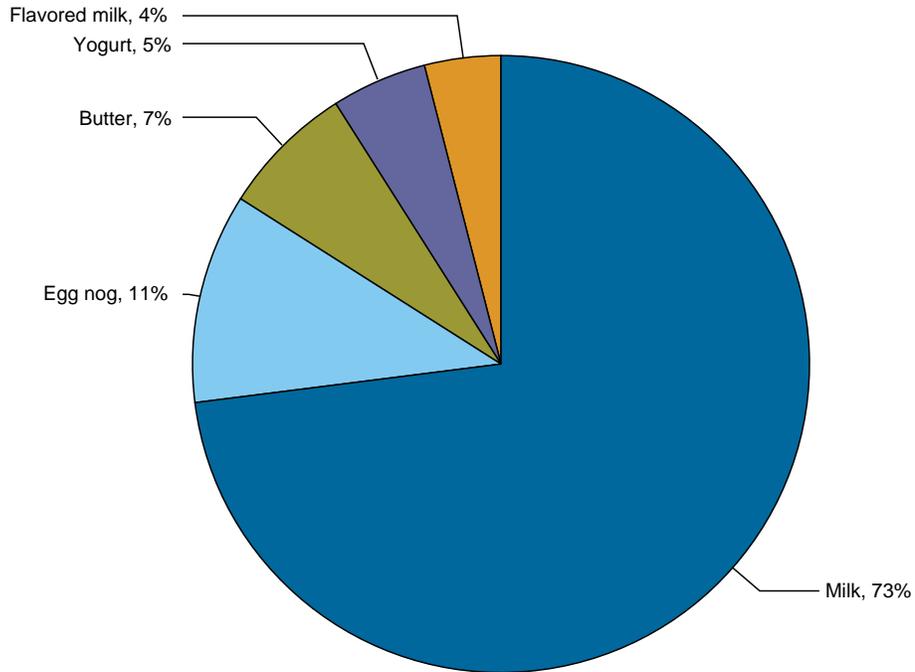


1 -- Dairy Market News surveys nearly 100 retailers, comprising over 14,000 individual stores, with online weekly advertised features.  
2 -- Date range reflects two-week period, however only one data collection per retailer is made during the period.

### 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 #	8443	2.61	10183	2.29	10663	2.84
Cheese	Natural Varieties	8 oz block	5519	2.41	11426	2.35	7419	2.53
Cheese	Natural Varieties	1 # block	2823	4.12	1370	3.53	4649	4.61
Cheese	Natural Varieties	2 # block	1888	6.89	2088	6.58	2724	8.07
Cheese	Natural Varieties	8 oz shred	5006	2.32	12177	2.26	9897	2.29
Cheese	Natural Varieties	1 # shred	2428	3.76	244	3.51	2213	3.41
Cottage cheese		16 oz	2877	2.01	1199	2.40	1918	2.18
Cream cheese		8 oz	5562	1.48	12492	1.32	8890	1.47
Egg nog		quart	610	2.81	737	2.68	1721	2.68
Egg nog		half gallon	4238	3.52	3361	3.45	5048	3.32
Flavored milk	All fat tests	half gallon	695	2.57			725	2.57
Flavored milk	All fat tests	gallon	204	2.33	98	2.50	1051	4.15
Ice cream		48-64oz	11564	2.92	13553	3.08	15789	3.08
Milk	All fat tests	half gallon	197	1.65	116	1.00	1741	2.76
Milk	All fat tests	gallon	1639	2.73	1515	3.10	1401	2.93
Sour cream		16 oz	4728	1.54	10406	1.58	9303	1.54
Yogurt	Greek	4-6 oz	10981	.97	8926	1.00	8454	.99
Yogurt	Greek	32 oz	465	3.70	458	4.91	685	3.85
Yogurt	Yogurt	4-6 oz	4243	.46	2749	.57	7549	.43
Yogurt	Yogurt	32 oz	870	2.25	1327	2.22	1392	2.10

## 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 #	1.88-3.69	1940	2.74	2.00-3.79	2529	2.55	1.68-2.99	845	2.22
Cheese	Natural Varieties	8 oz block	1.50-3.00	3345	2.41	1.67-3.49	479	2.34	0.99-2.99	753	2.22
Cheese	Natural Varieties	1 # block	3.49-4.99	594	4.08	3.99-4.99	851	4.66	2.99-3.99	254	3.64
Cheese	Natural Varieties	2 # block	6.99-7.99	180	7.37	6.99	58	6.99			
Cheese	Natural Varieties	8 oz shred	1.24-2.99	1805	2.24	1.67-2.50	819	2.11	1.99-2.99	918	2.37
Cheese	Natural Varieties	1 # shred	3.99	297	3.99	2.99-4.99	911	4.35	2.99	89	2.99
Cottage cheese		16 oz	1.99-2.50	1293	2.03	2.00	1212	2.00	1.99	120	1.99
Cream cheese		8 oz	1.20-2.50	2334	1.59	0.98-1.99	1364	1.23	1.00-2.39	465	1.63
Egg nog		quart	2.49-3.49	466	2.95				2.29	94	2.29
Egg nog		half gallon	2.99-4.49	1308	4.23	2.99-3.79	421	3.10	2.99-3.79	535	3.12
Flavored milk	All fat tests	half gallon	2.50-2.79	629	2.55	2.79	66	2.79			
Ice cream		48-64oz	2.49-3.99	2804	2.74	2.50-4.99	3125	3.10	2.50-3.99	974	2.98
Milk	All fat tests	half gallon	1.98	108	1.98				1.25	89	1.25
Milk	All fat tests	gallon	2.99	169	2.99	2.88-3.00	433	2.93	2.50-2.79	462	2.65
Sour cream		16 oz	1.29-2.00	2290	1.58	1.50-2.39	1388	1.66	0.99-1.69	312	1.20

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	4-6 oz	0.77-1.25	3216	.99	0.88-1.00	2482	.93	0.88-1.00	1132	.96
Yogurt	Greek	32 oz	3.50-5.49	337	3.97						
Yogurt	Yogurt	4-6 oz	0.40-0.60	1503	.50	0.39-0.60	1188	.44	0.40-0.50	374	.45
Yogurt	Yogurt	32 oz	2.29-2.50	309	2.41	2.00	195	2.00	1.99	94	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 #	1.50-2.99	865	2.29	1.99-2.99	1634	2.82	2.50-2.99	630	2.89
Cheese	Natural Varieties	8 oz block				2.00-2.50	740	2.46	2.99	202	2.99
Cheese	Natural Varieties	1 # block	3.99-4.99	575	4.26	2.99-3.99	431	3.51	2.99	118	2.99
Cheese	Natural Varieties	2 # block				5.99-7.99	1272	7.02	5.99-6.99	378	6.20
Cheese	Natural Varieties	8 oz shred	1.99-3.19	522	2.38	2.00-2.50	740	2.46	2.99	202	2.99
Cheese	Natural Varieties	1 # shred	2.99-4.99	344	3.30	2.99-3.99	707	3.30	2.99	80	2.99
Cottage cheese		16 oz	2.00	202	2.00				1.99	50	1.99
Cream cheese		8 oz	1.00-1.99	464	1.19	1.00-1.25	485	1.14	1.00-2.99	450	2.14
Egg nog		quart							2.50	50	2.50
Egg nog		half gallon	2.99-3.49	610	3.09	2.69-3.49	986	3.28	2.99-3.49	378	3.38
Flavored milk	All fat tests	gallon	2.98	85	2.98	1.87	119	1.87			
Ice cream		48-64oz	2.50-5.00	1728	3.05	1.99-3.99	2357	2.85	2.00-3.99	576	2.67
Milk	All fat tests	gallon	2.50-2.98	172	2.74	1.87-2.99	273	2.24	2.69-3.39	130	2.96
Sour cream		16 oz	1.50	140	1.50	0.99-1.79	350	1.28	1.25-1.50	248	1.31
Yogurt	Greek	4-6 oz	1.00	1440	1.00	0.79-1.00	2049	.99	0.79-1.00	662	.94
Yogurt	Greek	32 oz				2.99	128	2.99			
Yogurt	Yogurt	4-6 oz	0.39-0.50	440	.44	0.33-0.50	658	.45	0.40	80	.40
Yogurt	Yogurt	32 oz				2.49-2.50	192	2.50	2.00	80	2.00

**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 #	378	4.88	100	3.99	715	4.13
Cottage cheese		16 oz			165	3.99		
Cream cheese		8 oz			127	2.43		
Egg nog		quart	628	3.55	243	3.78	192	3.68
Egg nog		half gallon					143	3.99
Flavored milk	All fat tests	half gallon	235	4.49				
Ice cream		48-64oz					178	5.30

Wtd Avg - Simple weighted average



Milk	All fat tests	half gallon	3313	3.70	2198	3.68	4106	3.83
Milk	All fat tests	gallon	727	5.00	652	5.25	105	5.99
Milk	All fat tests	8 oz UHT	180	1.00	202	1.00	587	1.00
Sour cream		16 oz			71	2.69		
Yogurt	Greek	4-6 oz					354	1.08
Yogurt	Yogurt	4-6 oz					541	1.00
Yogurt	Yogurt	32 oz	286	3.89	195	3.33		

### 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 #	4.99	130	4.99	4.59	105	4.59			
Flavored milk	All fat tests	half gallon	4.49	235	4.49						
Milk	All fat tests	half gallon	3.49-4.49	821	4.01	3.50-4.00	440	3.85	3.49-4.00	678	3.66
Milk	All fat tests	gallon	5.00	112	5.00	4.99	195	4.99			
Yogurt	Yogurt	32 oz	3.50-3.99	286	3.89						

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 #				4.99	143	4.99			
Egg nog		quart				3.19-3.99	628	3.55			
Milk	All fat tests	half gallon	2.99-4.00	464	3.48	3.19-3.79	628	3.51	2.99-3.69	282	3.49
Milk	All fat tests	gallon	5.00	122	5.00				5.00	298	5.00
Milk	All fat tests	8 oz UHT	1.00	100	1.00				1.00	80	1.00

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