



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 81- Number 02

Issued Biweekly

Thursday, January 9, 2014

Advertised Prices for Dairy Products at Major Retail Supermarket Outlets 12/30 to 01/10

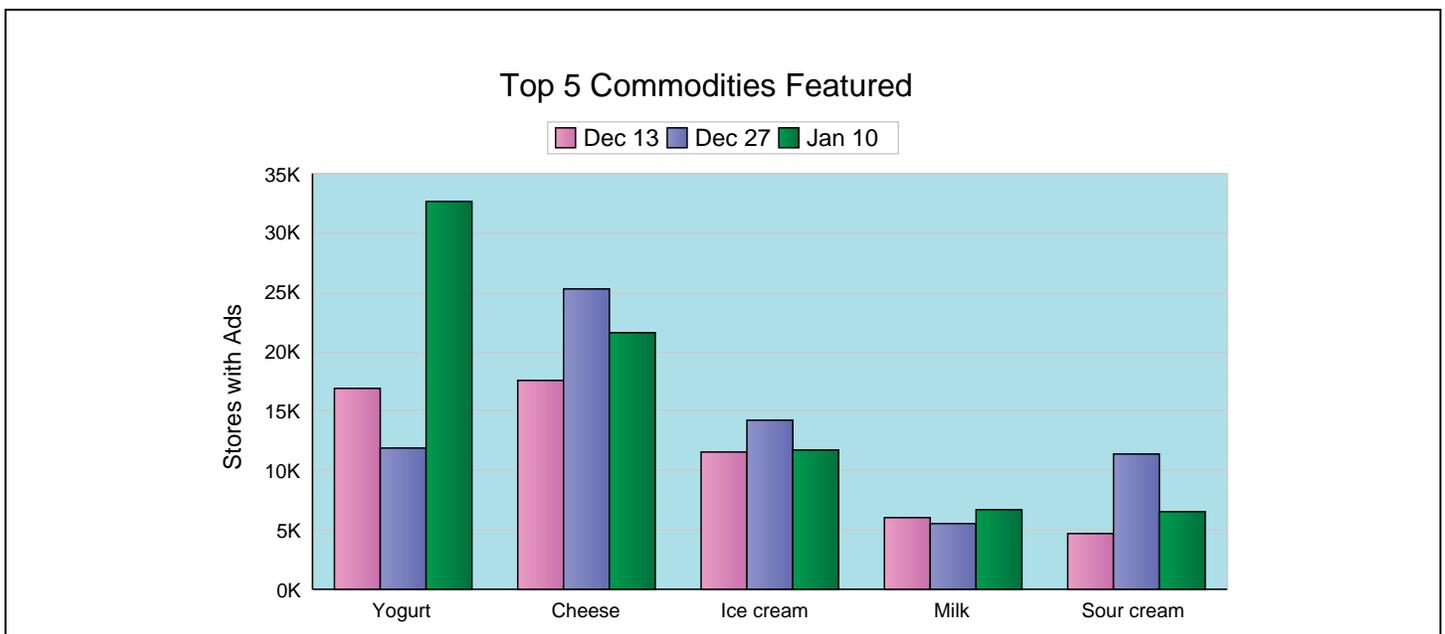
Three of every four ads are for yogurt, cheese or ice cream. Holiday themed ads are in the past, with egg nog ads having nearly disappeared. Cream cheese ads are slightly less than 1/4 the number of ads two weeks ago and sour cream ads are about 1/3. Total ad numbers are down 12% from two weeks ago and down nearly as much from a year ago.

Yogurt ads are up over 1 and 1 / 2 times the number two weeks ago, comprising over 1 in every 3 ads. Greek yogurt in 4-6 ounce containers leads the category in numbers, with a weighted average advertised price of 98 cents, 2 cents below last period and 1 cent below last year. Second highest in numbers, 4-6 ounce yogurt, has a price of 49 cents, 3 cents below last period but even with last year.

Cheese has slipped to the second most advertised dairy product, with ad numbers down 15%. Ads for 8 oz. blocks have narrowly moved into the position of the most numerous of the 5 types of cheese, with an average price up 2 cents to \$2.29, which is 20 cents below last year. 8-ounce shredded, at \$2.39, is up 20 cents from two weeks ago but down 8 cents from last year.

Ice cream ad numbers have declined by 18% from two weeks ago. The current average price for 48-64 oz. containers, \$3.17, is 23 cents above two weeks ago and 11 cents above last year.

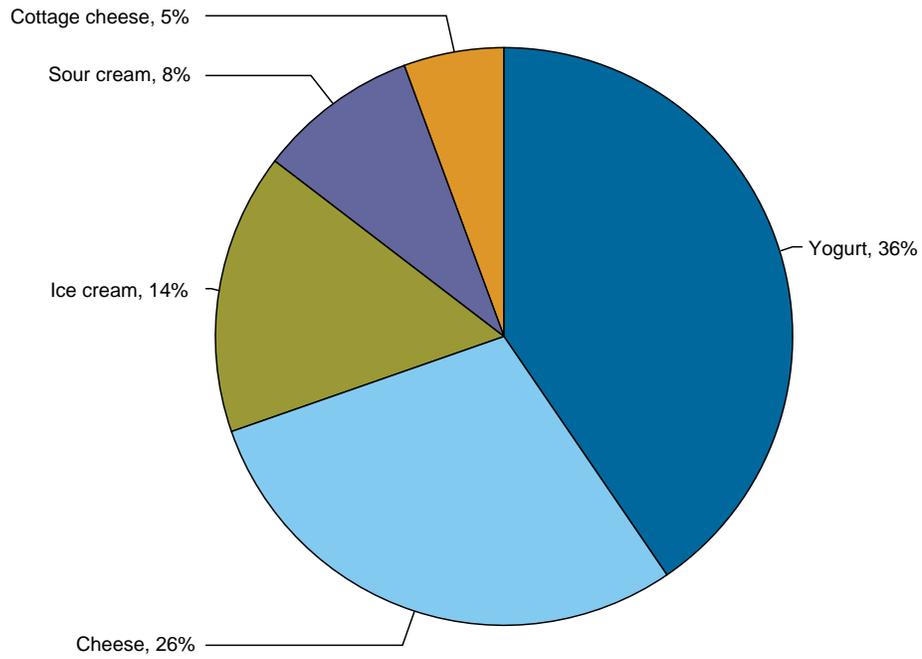
The national weighted average conventional milk price for half gallons is \$1.65 and for organic half-gallon milk, \$3.45. The organic-conventional half-gallon price spread is \$1.80, up 7 cents from the last period, which was down 32 cents from four weeks ago.



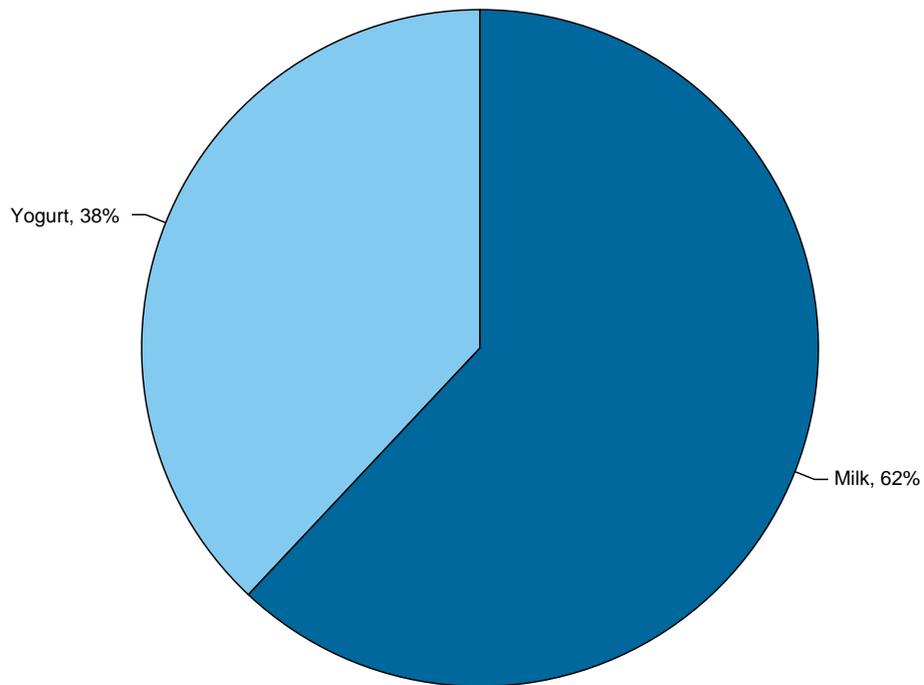
1 -- Dairy Market News surveys nearly 100 retailers, comprising over 14,000 individual stores, with online weekly advertised features.

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 #	2542	2.88	10926	2.48	3900	2.93
Cheese	Natural Varieties	8 oz block	9123	2.29	10544	2.27	6372	2.49
Cheese	Natural Varieties	1 # block	1092	4.07	1391	3.10	3139	4.00
Cheese	Natural Varieties	2 # block	1325	6.11	2276	7.02	3165	5.17
Cheese	Natural Varieties	8 oz shred	8591	2.39	10674	2.19	7869	2.47
Cheese	Natural Varieties	1 # shred	1403	3.46	467	4.21	2352	3.32
Cottage cheese		16 oz	4001	1.90	915	1.98	3417	1.96
Cream cheese		8 oz	2533	1.58	11201	1.32	4252	1.80
Egg nog		quart	160	3.27	1645	2.43		
Egg nog		half gallon	71	4.79	4211	3.44		
Flavored milk	All fat tests	half gallon	882	2.93	480	2.69	712	2.25
Flavored milk	All fat tests	gallon	71	3.65			542	3.88
Ice cream		48-64oz	11720	3.17	14314	2.94	13090	3.06
Milk	All fat tests	half gallon	252	1.65	172	1.48	1787	2.30
Milk	All fat tests	gallon	2010	3.07	1247	2.86	3789	3.02
Sour cream		16 oz	6558	1.57	11308	1.52	4870	1.55
Yogurt	Greek	4-6 oz	16799	.98	8638	1.00	17819	.99
Yogurt	Greek	32 oz	2100	3.37	1410	5.01	202	3.99
Yogurt	Yogurt	4-6 oz	9906	.49	995	.52	12801	.49
Yogurt	Yogurt	32 oz	1149	2.73	803	2.02	1908	2.52

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 #	2.29-3.79	663	3.40	2.50-2.97	1407	2.90	1.79-2.50	270	2.25
Cheese	Natural Varieties	8 oz block	1.50-3.00	1962	2.34	1.99-2.50	4929	2.29	1.49-2.00	661	1.93
Cheese	Natural Varieties	1 # block	3.99-5.99	547	4.87				3.29	89	3.29
Cheese	Natural Varieties	2 # block	5.00	112	5.00	5.00	58	5.00			
Cheese	Natural Varieties	8 oz shred	1.99-3.00	2232	2.70	1.99-3.00	3828	2.29	1.66-2.50	1182	2.02
Cheese	Natural Varieties	1 # shred	4.39	71	4.39				3.29-3.99	254	3.74
Cottage cheese		16 oz	1.79-2.79	1984	2.14	1.49-1.79	190	1.59	1.25-2.50	651	1.64
Cream cheese		8 oz	0.79-2.50	1498	1.68	1.50-1.99	143	1.76	0.99-1.99	474	1.43
Egg nog		quart	2.99	71	2.99				3.50	89	3.50
Egg nog		half gallon	4.79	71	4.79						
Flavored milk	All fat tests	half gallon	2.39-3.29	558	3.11	2.50	53	2.50	2.50-3.00	271	2.63
Flavored milk	All fat tests	gallon	3.65	71	3.65						
Ice cream		48-64oz	1.99-3.99	3307	2.87	2.39-4.99	4381	3.20	2.50-4.44	1370	3.06
Milk	All fat tests	half gallon	1.98	71	1.98				2.50	62	2.50
Milk	All fat tests	gallon	3.49-4.19	311	3.77	3.00-3.99	128	3.45	2.49-3.00	340	2.70

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
Sour cream		16 oz	0.99-2.50	1967	1.66	0.99-2.00	3348	1.60	1.48-2.00	263	1.67
Yogurt	Greek	4-6 oz	0.88-1.33	3893	1.00	0.88-1.00	5259	.97	0.87-1.00	2282	.99
Yogurt	Greek	32 oz	2.99-4.79	493	4.02	2.99	58	2.99	2.99	85	2.99
Yogurt	Yogurt	4-6 oz	0.38-0.60	2441	.49	0.34-0.60	3031	.48	0.33-0.50	1409	.45
Yogurt	Yogurt	32 oz	1.99-3.79	306	3.37						

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 #							1.90	202	1.90
Cheese	Natural Varieties	8 oz block	1.79-2.50	575	2.17	2.50	676	2.50	1.50-2.99	320	2.44
Cheese	Natural Varieties	1 # block				2.99-3.99	376	3.24	3.33	80	3.33
Cheese	Natural Varieties	2 # block				5.00-7.99	777	6.69	5.00-6.99	378	5.42
Cheese	Natural Varieties	8 oz shred	1.88-2.50	325	2.05	2.00-2.50	772	2.44	2.99-3.99	252	3.19
Cheese	Natural Varieties	1 # shred	2.99	291	2.99	2.99-3.99	707	3.47	3.33	80	3.33
Cottage cheese		16 oz	1.25	276	1.25	1.25-2.49	568	1.82	1.25-1.99	332	1.81
Cream cheese		8 oz	1.99	88	1.99	1.00	128	1.00	1.25	202	1.25
Ice cream		48-64oz	3.33-4.99	742	4.12	2.99-3.99	1168	3.30	1.99-4.99	752	3.33
Milk	All fat tests	half gallon				1.00	119	1.00			
Milk	All fat tests	gallon	2.19-2.29	234	2.24	1.99-3.70	649	3.25	2.79-3.49	348	2.89
Sour cream		16 oz	1.25-1.50	153	1.34	1.25-1.50	495	1.37	0.99-1.50	332	1.14
Yogurt	Greek	4-6 oz	0.88-1.00	1386	.97	0.79-1.19	2971	.96	0.88-1.00	1008	.96
Yogurt	Greek	32 oz	2.99-3.98	517	3.53	2.99	649	2.99	2.99	298	2.99
Yogurt	Yogurt	4-6 oz	0.44-0.50	733	.49	0.49-0.50	1712	.50	0.50	580	.50
Yogurt	Yogurt	32 oz	2.29	118	2.29	1.88-2.99	405	2.55	2.00-2.79	320	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 #			248	4.82	1100	4.07
Egg nog		quart			323	3.84		
Ice cream		48-64oz					100	6.89
Milk	All fat tests	half gallon	3648	3.45	2602	3.21	3417	3.29
Milk	All fat tests	gallon	543	5.08	1485	5.60	342	5.68
Milk	All fat tests	8 oz UHT	165	1.00			881	.91
Sour cream		16 oz			56	2.99		
Yogurt	Greek	4-6 oz	1783	1.16			1180	1.09

Wtd Avg - Simple weighted average



Yogurt	Yogurt	4-6 oz	143	.50				
Yogurt	Yogurt	32 oz	769	2.96			235	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
Milk	All fat tests	half gallon	3.49-4.99	354	3.84	2.99-3.49	421	3.06	2.99-4.29	535	3.28
Milk	All fat tests	gallon	3.49-5.99	183	4.46	4.99	195	4.99	5.88	165	5.88
Milk	All fat tests	8 oz UHT							1.00	165	1.00
Yogurt	Greek	4-6 oz	4.99	71	4.99	1.00	1298	1.00	1.00	361	1.00
Yogurt	Yogurt	4-6 oz	0.50	68	.50						
Yogurt	Yogurt	32 oz				3.00	195	3.00	2.99	89	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	2.79-3.49	610	3.17	3.19-3.99	1146	3.71	2.99-3.79	582	3.42
Yogurt	Greek	4-6 oz	1.00	53	1.00						
Yogurt	Yogurt	4-6 oz				0.50	75	.50			
Yogurt	Yogurt	32 oz	2.99	276	2.99	2.74-2.99	209	2.88			

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