



## 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/dybretil.pdf>

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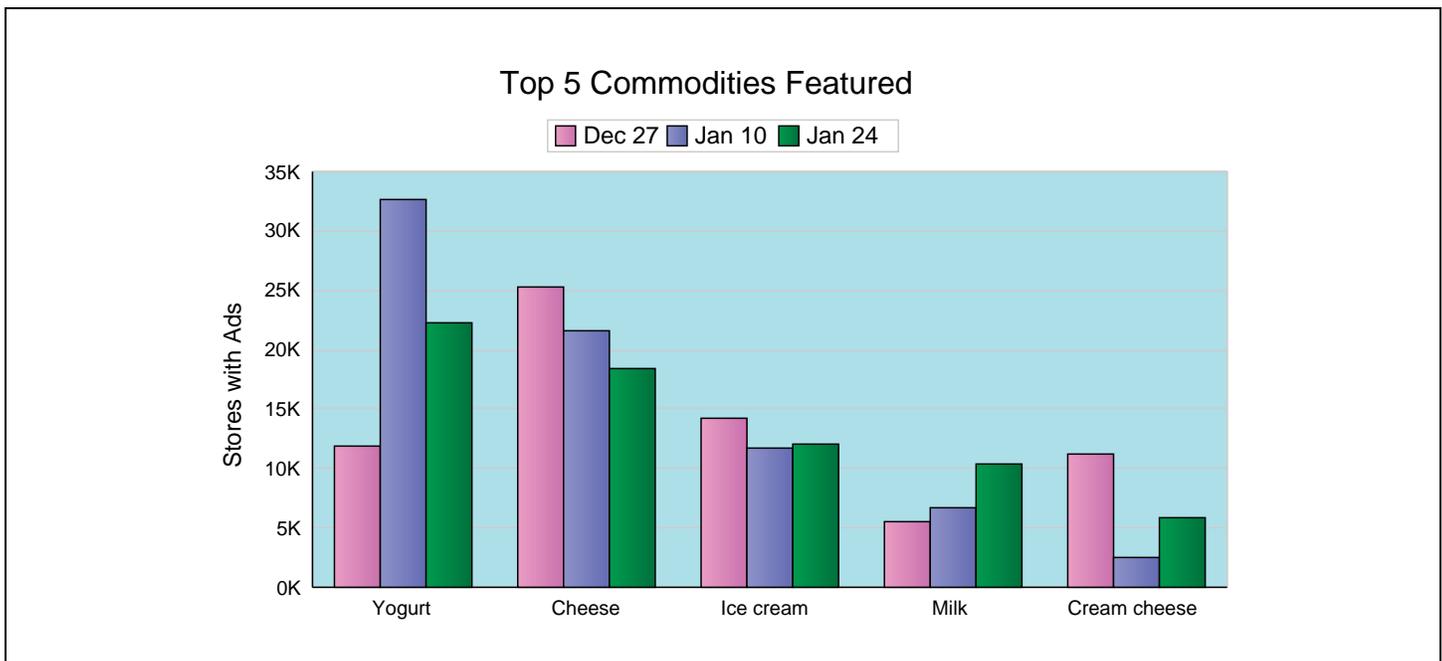
### Advertised Prices for Dairy Products at Major Retail Supermarket Outlets 01/13 to 01/24

Dairy ad numbers overall are down. Of the three most advertised dairy categories, yogurt ads fell by nearly 1/3, cheese ads are down by 15%, but ice cream numbers increased slightly.

4-6 ounce Greek yogurt ads lead the yogurt category, with increasing offerings of 5.3 ounce size containers. The weighted average advertised price, \$.97, is down 1 cent from 2 weeks ago and down 4 cents from a year ago. Prices range from as low as \$.50 in the Southwest, to as high as \$1.29 in the Northeast, a 79 cent price range. The bulk of remaining yogurt ads are for 4-6 ounce yogurt, with an average price of \$.52, up 3 cents from two weeks ago and up 2 cents from last year.

Although overall cheese ad numbers declined, among the top 2 cheese categories, 8 ounce shredded, the most advertised category, only decreased slightly. The average price, \$2.31, is down by 8 cents from two weeks ago and down by 13 cents from last year. The second largest cheese category, 8 ounce block, is down 1/3 in ad numbers. The average price is \$2.20, down 9 cents from the last report and down 20 cents from last year.

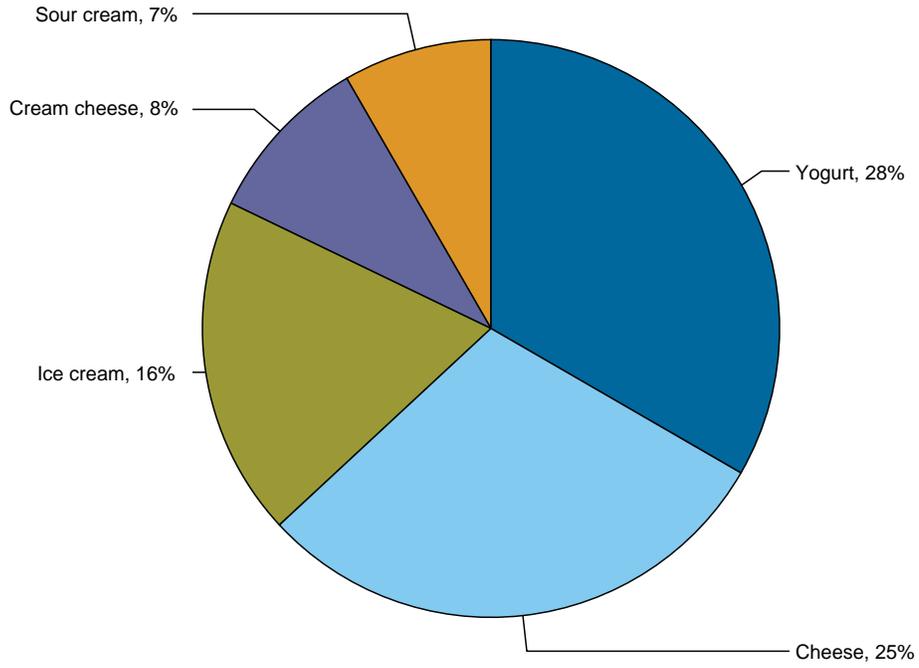
Milk ad numbers nearly doubled although conventional milk is not among the top five advertised dairy products. The national weighted average conventional milk price for half gallons is \$1.97 and for organic half-gallon milk, \$3.41. The organic-conventional half-gallon price spread is \$1.44, down 36 cents from the last period and the narrowest price spread since last July. One year ago the price spread was \$1.56.



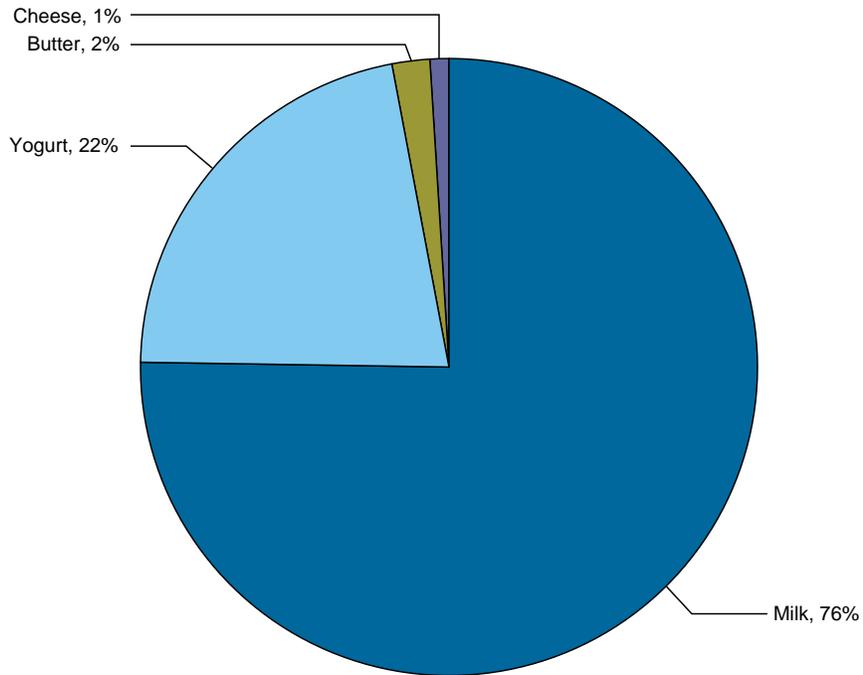
1 -- Dairy Market News surveys nearly 100 retailers, comprising over 14,000 individual stores, with online weekly advertised features.

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 #	2467	2.85	2542	2.88	3249	2.63
Cheese	Natural Varieties	8 oz block	6029	2.20	9123	2.29	8863	2.40
Cheese	Natural Varieties	1 # block	1415	3.88	1092	4.07	2299	4.08
Cheese	Natural Varieties	2 # block	592	6.29	1325	6.11	210	6.52
Cheese	Natural Varieties	8 oz shred	8132	2.31	8591	2.39	12694	2.44
Cheese	Natural Varieties	1 # shred	2110	3.82	1403	3.46	614	3.90
Cottage cheese		16 oz	2987	2.24	4001	1.90	3909	1.75
Cream cheese		8 oz	5799	1.56	2533	1.58	4800	1.39
Egg nog		quart	71	2.99	160	3.27		
Egg nog		half gallon	71	4.79	71	4.79		
Flavored milk	All fat tests	half gallon	343	2.55	882	2.93	862	1.90
Flavored milk	All fat tests	gallon	559	3.85	71	3.65	379	3.43
Ice cream		48-64oz	11983	3.27	11720	3.17	11233	3.02
Milk	All fat tests	half gallon	581	1.97	252	1.65	2115	2.01
Milk	All fat tests	gallon	3665	3.01	2010	3.07	4356	2.90
Sour cream		16 oz	5143	1.70	6558	1.57	6658	1.53
Yogurt	Greek	4-6 oz	11838	.97	16799	.98	14827	1.01
Yogurt	Greek	32 oz	329	4.49	2100	3.37	2992	3.16
Yogurt	Yogurt	4-6 oz	6870	.52	9906	.49	5930	.50
Yogurt	Yogurt	32 oz	1561	2.37	1149	2.73	2206	2.37

## 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 #	1.99-3.79	1163	2.85	2.79-3.00	674	2.93	2.48	98	2.48
Cheese	Natural Varieties	8 oz block	1.50-3.29	1983	2.30	1.67-2.50	1937	2.28	1.66-2.50	1228	2.13
Cheese	Natural Varieties	1 # block	3.99-4.99	401	4.41				3.29-3.99	430	3.64
Cheese	Natural Varieties	2 # block				6.99	58	6.99			
Cheese	Natural Varieties	8 oz shred	1.99-3.69	2576	2.46	1.67-2.79	2935	2.25	1.66-2.50	690	2.02
Cheese	Natural Varieties	1 # shred	4.39-4.99	240	4.81	3.29	237	3.29	3.29	89	3.29
Cottage cheese		16 oz	1.74-2.99	2351	2.25	1.99-2.29	224	2.13	1.99	190	1.99
Cream cheese		8 oz	1.39-2.50	1183	1.71	0.99-2.00	2666	1.57	0.99	361	.99
Egg nog		quart	2.99	71	2.99						
Egg nog		half gallon	4.79	71	4.79						
Flavored milk	All fat tests	half gallon	2.39	125	2.39	2.49	53	2.49	2.69	165	2.69
Flavored milk	All fat tests	gallon	3.65-4.99	194	4.50	3.99	195	3.99	2.50	120	2.50
Ice cream		48-64oz	2.48-4.59	2954	2.99	2.50-5.99	4099	3.18	2.50-5.99	1706	3.15
Milk	All fat tests	half gallon	1.39-1.89	199	1.71				1.49-1.66	160	1.56
Milk	All fat tests	gallon	3.85-3.99	183	3.94	2.99-3.99	1318	3.03			

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	1.39-2.00	2213	1.63	1.50-2.00	1596	1.90	1.50-1.69	312	1.56
Yogurt	Greek	4-6 oz	0.83-1.29	3034	1.00	0.80-1.00	3961	.94	0.99-1.00	1490	1.00
Yogurt	Greek	32 oz	4.29-5.49	127	4.82	4.28	202	4.28			
Yogurt	Yogurt	4-6 oz	0.40-0.78	2910	.54	0.40-0.60	1122	.51	0.50-0.66	710	.54
Yogurt	Yogurt	32 oz	1.99-2.50	725	2.08	3.00	195	3.00	2.00	168	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 #	3.00	53	3.00	2.69-2.99	429	2.85	2.50	50	2.50
Cheese	Natural Varieties	8 oz block	1.88-2.50	457	2.13	1.50	222	1.50	1.99	202	1.99
Cheese	Natural Varieties	1 # block				3.33-3.99	504	3.75	3.33	80	3.33
Cheese	Natural Varieties	2 # block				5.49	118	5.49	4.99-6.99	416	6.42
Cheese	Natural Varieties	8 oz shred	1.88-2.99	864	2.36	1.50-2.69	613	2.10	1.99-4.49	454	2.49
Cheese	Natural Varieties	1 # shred	3.29-3.34	363	3.33	3.29-3.99	899	3.76	3.33-4.79	282	4.38
Cottage cheese		16 oz				2.50	222	2.50			
Cream cheese		8 oz	1.48-2.00	389	1.62	1.00-2.50	598	1.69	1.00-1.50	602	1.40
Flavored milk	All fat tests	gallon							3.99	50	3.99
Ice cream		48-64oz	2.99-4.99	959	4.20	2.50-3.99	1437	3.31	2.50-4.99	828	3.78
Milk	All fat tests	half gallon				2.50	222	2.50			
Milk	All fat tests	gallon	2.19-2.98	510	2.38	1.99-3.70	1104	3.15	2.79-3.69	550	2.94
Sour cream		16 oz	1.00-1.69	290	1.41	1.00-1.99	480	1.50	1.99	252	1.99
Yogurt	Greek	4-6 oz	0.88-1.00	1294	.98	0.50-1.00	1429	.94	1.00-1.25	630	1.02
Yogurt	Yogurt	4-6 oz	0.50	428	.50	0.50	1098	.50	0.38-0.50	602	.45
Yogurt	Yogurt	32 oz				2.50-2.68	271	2.59	2.79	202	2.79

### 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 #	169	4.99			1522	3.99
Cheese	Natural Varieties	8 oz block					195	2.50
Cheese	Natural Varieties	8 oz shred	63	3.99			195	2.50
Cottage cheese		16 oz					57	3.99
Flavored milk	All fat tests	half gallon					232	3.99
Milk	All fat tests	half gallon	3734	3.41	3648	3.45	3132	3.57
Milk	All fat tests	gallon	1697	5.80	543	5.08		
Milk	All fat tests	8 oz UHT	671	.91	165	1.00	1929	1.01

Wtd Avg - Simple weighted average



Sour cream		16 oz						57	2.99
Yogurt	Greek	4-6 oz	707	1.14	1783	1.16	273	1.34	
Yogurt	Yogurt	4-6 oz	801	.67	143	.50			
Yogurt	Yogurt	32 oz	235	3.79	769	2.96	986	3.03	

### 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	169	4.99						
Cheese	Natural Varieties	8 oz shred	3.99	63	3.99						
Milk	All fat tests	half gallon	4.19	232	4.19	3.49-3.59	1484	3.57	2.99-3.59	526	3.18
Milk	All fat tests	gallon	5.00-6.69	456	5.77	6.69	58	6.69			
Milk	All fat tests	8 oz UHT				1.00	202	1.00	0.79-1.00	265	.93
Yogurt	Greek	4-6 oz	1.00-1.59	470	1.21	1.00	237	1.00			
Yogurt	Yogurt	4-6 oz	0.50	323	.50	0.50	202	.50			
Yogurt	Yogurt	32 oz	3.79	235	3.79						

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	2.59-3.99	666	3.24	2.79-3.69	628	3.24	2.99	198	2.99
Milk	All fat tests	gallon	5.59-6.99	352	6.09	5.99	533	5.99	5.00	298	5.00
Milk	All fat tests	8 oz UHT	0.79	85	.79	0.79	119	.79			
Yogurt	Yogurt	4-6 oz				1.00	276	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