



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 01/27 to 02/07

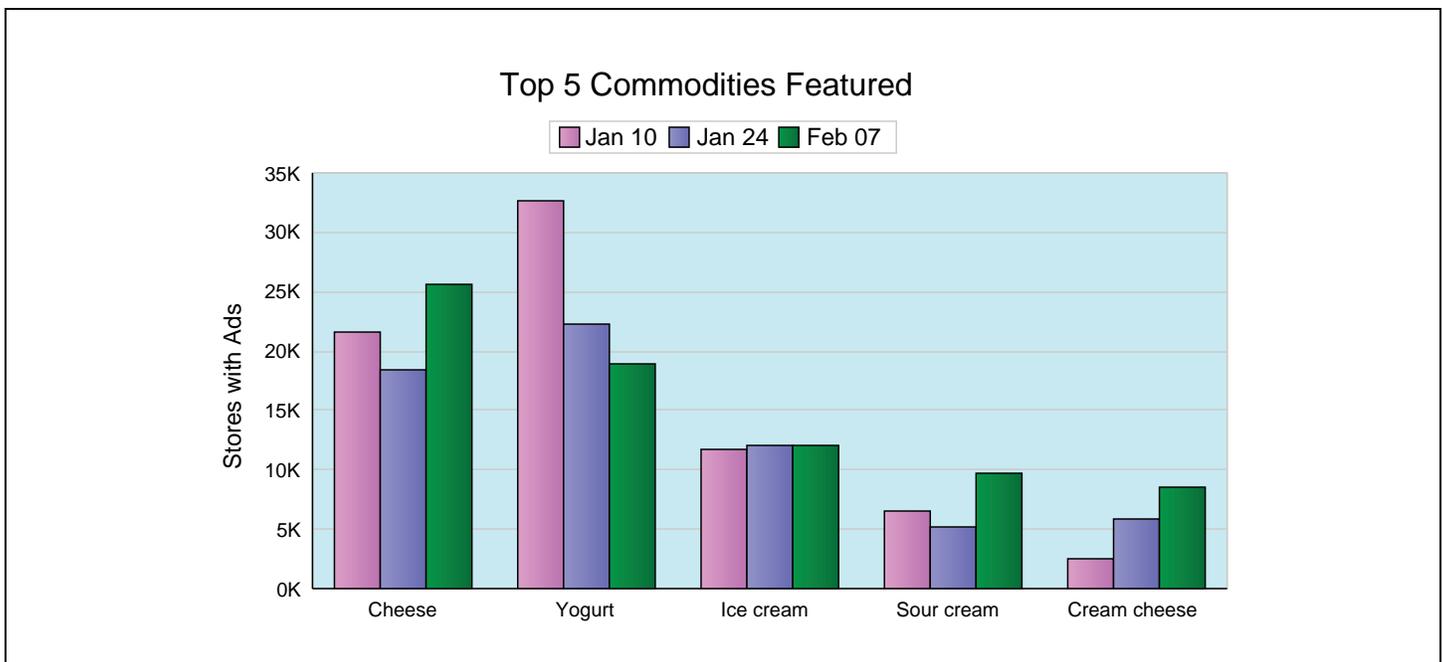
Of the three most advertised dairy categories, national cheese ads are up by 40% from 2 weeks ago, the first time this year that cheese ad numbers lead yogurt as the most advertised dairy product. Yogurt ads declined slightly and ice cream numbers are virtually unchanged. Dairy ad numbers overall are up.

Ad numbers for 8 ounce shredded cheese, the most advertised cheese category, increased by nearly 40%. The average price, \$2.18, is down by 13 cents from two weeks ago and down by 28 cents from last year. The second largest cheese category, 8 ounce block, is up over 60% in ad numbers. The average price is \$2.30, up 10 cents from the last report and up 2 cents from last year.

4-6 ounce Greek yogurt ads lead the yogurt category. The weighted average advertised price, \$.99, is up 2 cents from 2 weeks ago and even with a year ago. The bulk of remaining yogurt ads are for 4-6 ounce yogurt, with an average price of \$.52, unchanged from two weeks ago and up 1 cent from last year.

48-64 ounce ice cream ad numbers remain almost unchanged. The average price, \$3.09, declined 18 cents from two weeks ago and is 2 cents below a year ago. Prices range from \$1.99 in the Southwest to \$5.99 in the Southeast, Midwest and South Central regions.

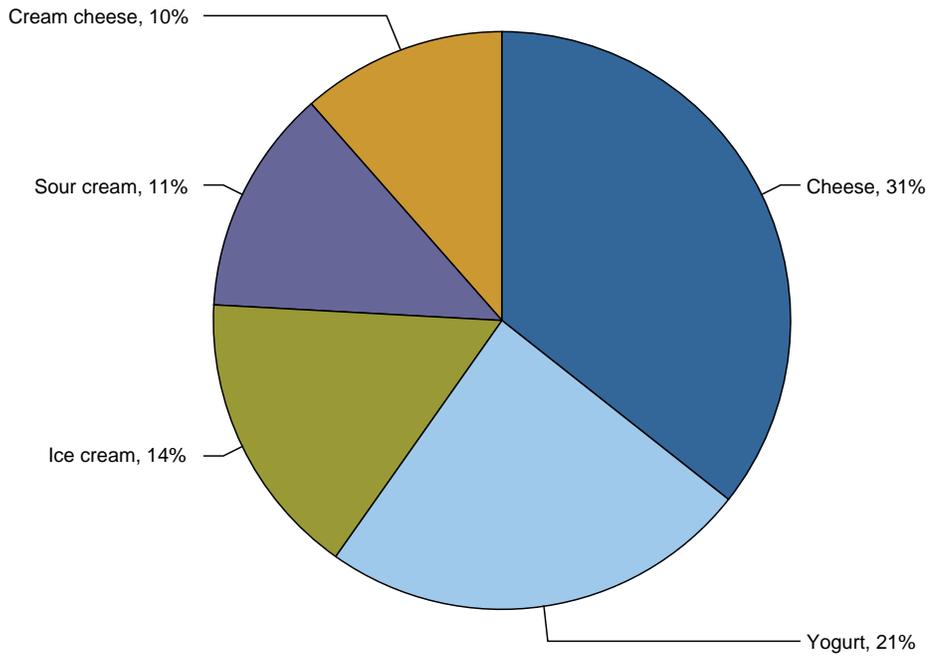
The national weighted average conventional milk price for half gallons is \$1.69 and for organic half-gallon milk, \$3.59. The organic-conventional half-gallon price spread is \$1.90, up 46 cents from the last period. One year ago the price spread was \$1.58.



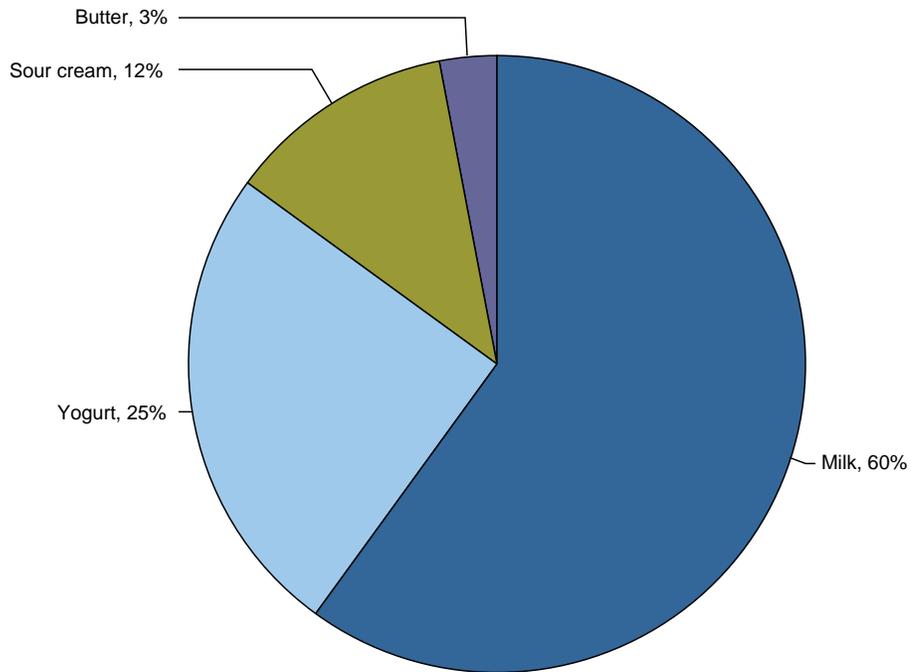
1 -- Dairy Market News surveys nearly 100 retailers, comprising over 14,000 individual stores, with online weekly advertised features.

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 #	5330	2.97	2467	2.85	3275	2.80
Cheese	Natural Varieties	8 oz block	9782	2.30	6029	2.20	7339	2.28
Cheese	Natural Varieties	1 # block	1044	3.64	1415	3.88	3432	4.31
Cheese	Natural Varieties	2 # block	2302	6.30	592	6.29	2212	5.93
Cheese	Natural Varieties	8 oz shred	11153	2.18	8132	2.31	12426	2.46
Cheese	Natural Varieties	1 # shred	1296	4.60	2110	3.82	2402	4.19
Cottage cheese		16 oz	2599	1.98	2987	2.24	2413	1.66
Cream cheese		8 oz	8584	1.44	5799	1.56	13636	1.60
Egg nog		quart			71	2.99		
Egg nog		half gallon			71	4.79		
Flavored milk	All fat tests	half gallon	123	2.99	343	2.55	234	2.23
Flavored milk	All fat tests	gallon	548	3.90	559	3.85	226	3.56
Ice cream		48-64oz	12009	3.09	11983	3.27	13160	3.11
Milk	All fat tests	half gallon	579	1.69	581	1.97	210	2.17
Milk	All fat tests	gallon	793	2.87	3665	3.01	4666	2.95
Sour cream		16 oz	9065	1.59	5143	1.70	12941	1.64
Yogurt	Greek	4-6 oz	10003	.99	11838	.97	7759	.99
Yogurt	Greek	32 oz	112	4.99	329	4.49	31	4.99
Yogurt	Yogurt	4-6 oz	6021	.52	6870	.52	6050	.51
Yogurt	Yogurt	32 oz	1221	2.32	1561	2.37	3905	2.08

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 #	1.99-3.50	1524	2.99	2.79-3.00	993	2.95	2.50-3.49	492	2.91
Cheese	Natural Varieties	8 oz block	1.88-3.50	2875	2.42	1.98-3.49	2382	2.14	1.49-3.50	1245	2.17
Cheese	Natural Varieties	1 # block	2.98-4.99	842	3.67	3.50	202	3.50			
Cheese	Natural Varieties	2 # block				5.00	116	5.00			
Cheese	Natural Varieties	8 oz shred	1.88-3.00	2519	2.47	1.99-3.49	3020	2.09	1.00-2.50	1813	1.93
Cheese	Natural Varieties	1 # shred	3.99-4.99	569	4.29	4.49-4.99	674	4.83			
Cottage cheese		16 oz	1.99-2.79	941	2.28	1.25-2.49	752	1.78	1.25-1.98	423	1.36
Cream cheese		8 oz	1.25-2.50	1691	1.69	1.25-1.67	2193	1.50	0.99-1.66	754	1.37
Flavored milk	All fat tests	half gallon	2.99	123	2.99						
Flavored milk	All fat tests	gallon	3.99	400	3.99				3.50	98	3.50
Ice cream		48-64oz	2.48-3.77	3002	2.79	2.50-5.99	3148	3.06	2.00-5.99	1176	3.37
Milk	All fat tests	half gallon							1.33-3.00	579	1.69
Milk	All fat tests	gallon	3.46	141	3.46	2.99	237	2.99	2.69-2.79	246	2.76
Sour cream		16 oz	0.99-2.29	2296	1.63	0.99-2.00	2245	1.52	0.99-2.49	821	1.58
Yogurt	Greek	4-6 oz	0.98-1.25	2478	1.01	0.90-1.00	3553	.99	0.88-1.00	1075	.95

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	4.99	112	4.99						
Yogurt	Yogurt	4-6 oz	0.40-0.78	2843	.54	0.50-0.60	1171	.51	0.50	176	.50
Yogurt	Yogurt	32 oz	1.99-2.99	671	2.49	1.98-2.49	255	2.09	1.99-2.19	295	2.13

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 #	2.99	234	2.99	2.49-2.99	1469	2.94	2.50-3.49	618	3.06
Cheese	Natural Varieties	8 oz block	1.49-2.50	1054	2.12	1.49-3.49	2108	2.53	1.50	118	1.50
Cheese	Natural Varieties	2 # block	5.00-6.99	356	5.68	5.00-8.99	1154	7.12	4.99-5.99	676	5.44
Cheese	Natural Varieties	8 oz shred	1.49-2.50	1486	2.10	1.49-2.50	1951	2.21	1.50-3.99	364	2.38
Cheese	Natural Varieties	1 # shred	4.99	53	4.99						
Cottage cheese		16 oz	2.49	202	2.49	1.99-2.49	231	2.13	1.99	50	1.99
Cream cheese		8 oz	0.99-1.50	1061	1.24	0.99-2.50	2305	1.32	1.25-2.00	580	1.52
Flavored milk	All fat tests	gallon							3.99	50	3.99
Ice cream		48-64oz	2.50-5.99	1670	3.70	1.99-3.49	2253	2.90	2.50-3.99	760	3.21
Milk	All fat tests	gallon				1.87	119	1.87	3.49	50	3.49
Sour cream		16 oz	1.00-2.00	941	1.46	0.99-2.49	1952	1.60	1.49-1.99	810	1.83
Yogurt	Greek	4-6 oz	1.00	829	1.00	1.00	1572	1.00	0.90-1.00	496	.98
Yogurt	Yogurt	4-6 oz	0.50	489	.50	0.44-0.50	792	.49	0.50-0.60	550	.51

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 #	165	4.49	169	4.99	235	4.29
Cheese	Natural Varieties	8 oz block					235	3.99
Cheese	Natural Varieties	8 oz shred			63	3.99		
Milk	All fat tests	half gallon	2681	3.59	3734	3.41	4601	3.75
Milk	All fat tests	gallon	508	5.09	1697	5.80	461	6.51
Milk	All fat tests	8 oz UHT	342	.97	671	.91	34	1.00
Sour cream		16 oz	703	1.99				
Yogurt	Greek	4-6 oz	990	1.03	707	1.14	206	1.10
Yogurt	Yogurt	4-6 oz	506	.61	801	.67	1335	.58
Yogurt	Yogurt	32 oz			235	3.79	235	2.99

Wtd Avg - Simple weighted average

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 #	4.49	165	4.49						
Milk	All fat tests	half gallon	3.99-4.99	174	4.35	3.99	124	3.99	2.99	89	2.99
Milk	All fat tests	gallon	5.00	112	5.00				5.49	98	5.49
Milk	All fat tests	8 oz UHT				0.83	66	.83			
Sour cream		16 oz				1.99	58	1.99			
Yogurt	Greek	4-6 oz	0.98-1.50	735	1.04	1.00	54	1.00	0.99	201	.99
Yogurt	Yogurt	4-6 oz				0.50	363	.50			

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	2.59-4.19	812	3.36	2.79-4.29	1018	3.71	2.99-3.69	464	3.48
Milk	All fat tests	gallon							5.00	298	5.00
Milk	All fat tests	8 oz UHT				1.00	276	1.00			
Sour cream		16 oz	1.99	112	1.99	1.99	533	1.99			
Yogurt	Yogurt	4-6 oz				0.89	143	.89			

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