



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 02/10 to 02/21

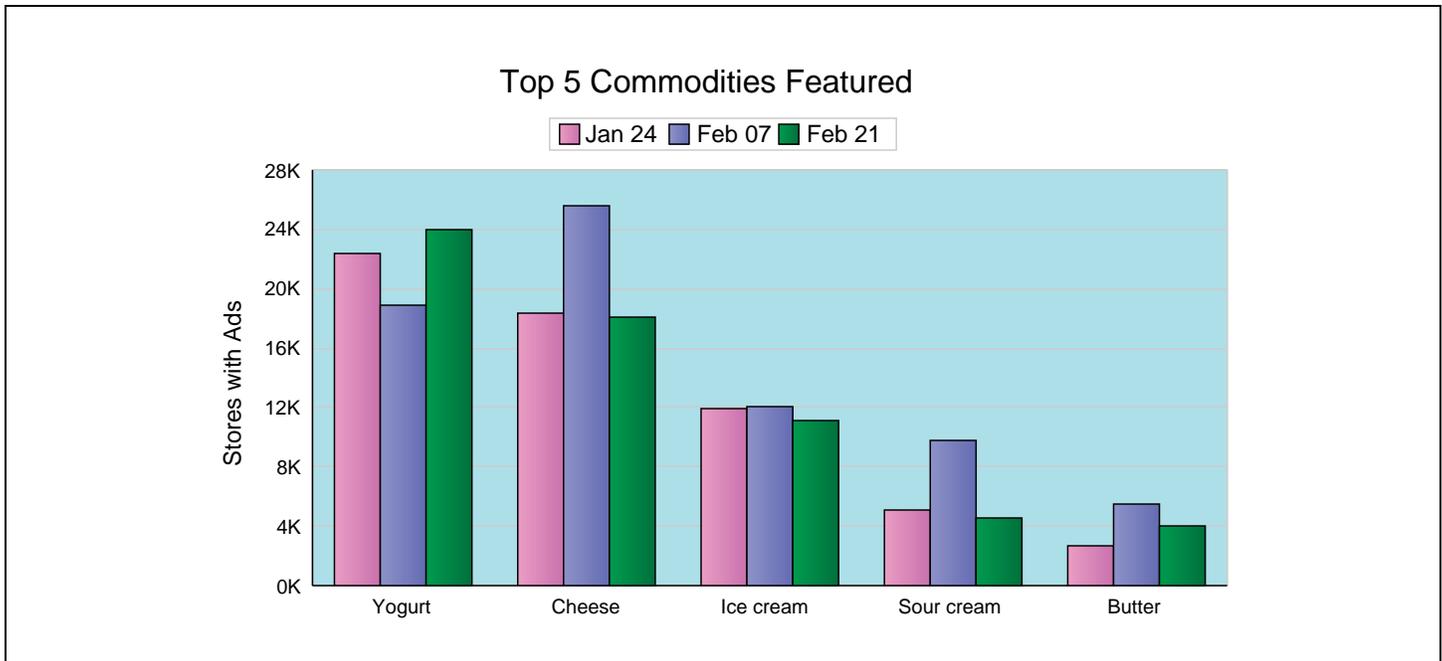
Milk, cheese, ice cream and butter category ad numbers are lower than two weeks ago, while yogurt and cottage cheese ad numbers are up.

There are nearly 8 times more yogurt ads than cottage cheese ads. 4-6 ounce Greek yogurt ads lead the yogurt category. The weighted average advertised price, \$.94, is down 5 cents from 2 weeks ago and down 9 cents from a year ago. The bulk of remaining yogurt ads are for 4-6 ounce yogurt, with an average price of \$.50, down 2 cents from two weeks ago and down 1 cent from last year.

16 ounce cottage cheese has a weighted average price of \$2.04, up 6 cents from two weeks ago and up 19 cents from last year. The price range varied from \$1.00 in the Southwest and South Central regions, to \$2.99 in the Northeast.

Ad numbers for 8 ounce shredded cheese, the most advertised cheese category, decreased by 28%. The average price, \$2.40, is up by 22 cents from two weeks ago and up by 2 cents from last year. The second largest cheese category, 8 ounce block, is down by 48% in ad numbers. The average price is \$2.32, up 2 cents from the last report and from last year.

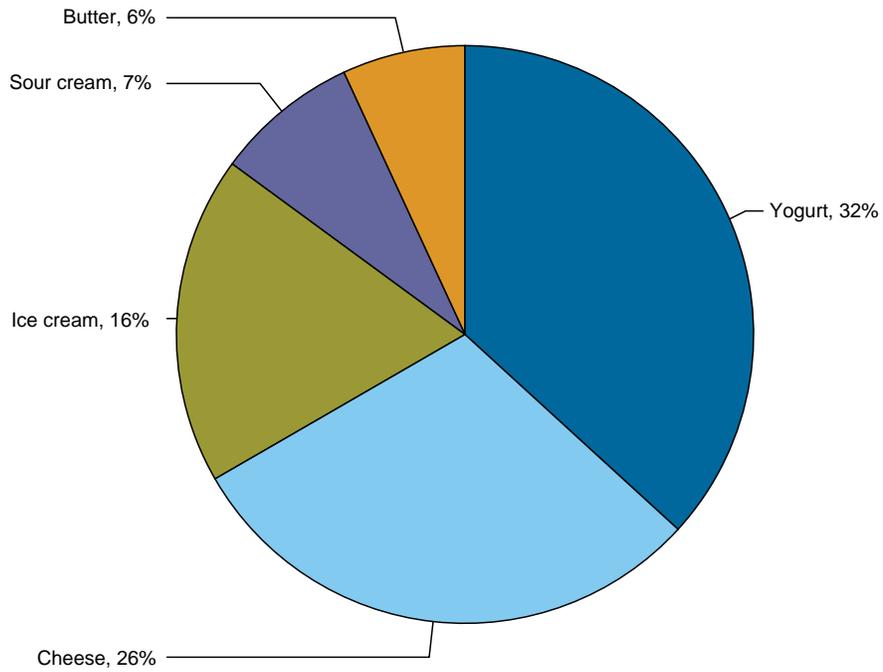
The national weighted average conventional milk price for half gallons is \$1.98 and for organic half-gallon milk, \$3.80. The organic-conventional half-gallon price spread is \$1.82, down 8 cents from the last period. One year ago the price spread was \$2.07.



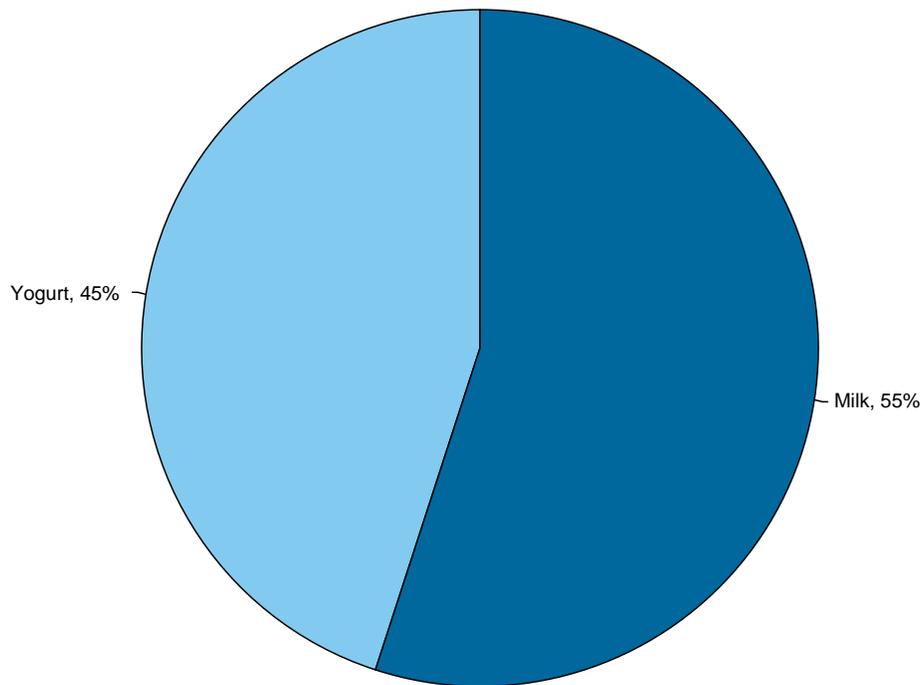
1 -- Dairy Market News surveys nearly 100 retailers, comprising over 14,000 individual stores, with online weekly advertised features.

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 #	4043	2.57	5330	2.97	6806	2.88
Cheese	Natural Varieties	8 oz block	5115	2.32	9782	2.30	6143	2.30
Cheese	Natural Varieties	1 # block	2126	3.68	1044	3.64	3232	3.95
Cheese	Natural Varieties	2 # block	1627	6.77	2302	6.30	62	6.77
Cheese	Natural Varieties	8 oz shred	8005	2.40	11153	2.18	10700	2.38
Cheese	Natural Varieties	1 # shred	1201	3.91	1296	4.60	1387	4.25
Cottage cheese		16 oz	2804	2.04	2599	1.98	3978	1.85
Cream cheese		8 oz	3669	1.22	8584	1.44	4312	1.71
Flavored milk	All fat tests	half gallon	857	2.63	123	2.99	276	2.17
Flavored milk	All fat tests	gallon	50	3.99	548	3.90	439	3.60
Ice cream		48-64oz	11176	3.13	12009	3.09	16767	3.14
Milk	All fat tests	half gallon	243	1.98	579	1.69	211	1.42
Milk	All fat tests	gallon	623	2.99	793	2.87	7014	3.00
Sour cream		16 oz	4612	1.62	9065	1.59	4434	1.43
Yogurt	Greek	4-6 oz	13811	.94	10003	.99	11223	1.03
Yogurt	Greek	32 oz	1171	4.84	112	4.99	1043	4.48
Yogurt	Yogurt	4-6 oz	5591	.50	6021	.52	7215	.51
Yogurt	Yogurt	32 oz	1113	3.12	1221	2.32	3152	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 #	1.99-3.49	1309	2.46	3.00	1023	3.00	2.49-2.50	563	2.50
Cheese	Natural Varieties	8 oz block	1.99-3.29	1494	2.47	1.99-3.00	1337	2.30	1.88-2.50	956	2.09
Cheese	Natural Varieties	1 # block	3.49-3.99	251	3.74	2.99-3.99	207	3.50	3.29-3.49	179	3.42
Cheese	Natural Varieties	2 # block	6.99	112	6.99	6.99	58	6.99			
Cheese	Natural Varieties	8 oz shred	1.99-3.00	2687	2.58	1.99-3.00	1618	2.20	1.88-3.49	1032	2.51
Cheese	Natural Varieties	1 # shred				2.99-3.49	465	3.38	3.29-3.49	179	3.42
Cottage cheese		16 oz	1.98-2.99	1409	2.46	1.67-1.99	248	1.74	1.25-2.49	253	1.92
Cream cheese		8 oz	1.25-2.99	1508	1.49	0.89-1.50	1751	1.01			
Flavored milk	All fat tests	half gallon	2.19-3.29	589	2.56	3.29	66	3.29			
Ice cream		48-64oz	1.99-3.99	2436	3.01	2.49-4.99	2575	3.36	1.99-3.99	1690	2.97
Milk	All fat tests	half gallon	1.98	141	1.98	1.99	102	1.99			
Milk	All fat tests	gallon	3.00	54	3.00	2.99-3.19	363	3.06	2.49-2.69	156	2.57
Sour cream		16 oz	1.00-2.00	2104	1.50	1.29-2.00	1562	1.91	1.00-2.00	495	1.35
Yogurt	Greek	4-6 oz	0.80-1.25	3146	1.02	0.80-1.00	4004	.87	0.99-1.00	1154	1.00
Yogurt	Greek	32 oz	3.99-5.00	174	4.64						
Yogurt	Yogurt	4-6 oz	0.45-1.66	2276	.59	0.40-0.50	2004	.43	0.40-0.50	716	.43
Yogurt	Yogurt	32 oz	2.00-2.50	439	2.35				2.00-2.19	321	2.12

Wtd Avg - Simple weighted average



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 #	1.99-2.29	376	2.07	1.99-3.49	692	2.55	1.99	80	1.99
Cheese	Natural Varieties	8 oz block	1.67-2.50	589	2.20	1.99-2.50	739	2.44			
Cheese	Natural Varieties	1 # block	3.00-3.99	390	3.69	2.99-4.50	897	3.69	3.99	202	3.99
Cheese	Natural Varieties	2 # block	6.49-6.99	234	6.75	6.99	925	6.99	5.99	298	5.99
Cheese	Natural Varieties	8 oz shred	1.50-2.99	1529	2.23	1.99-2.50	857	2.32	1.99-2.99	282	2.71
Cheese	Natural Varieties	1 # shred				3.99-4.99	557	4.52			
Cottage cheese		16 oz	1.00-2.00	493	1.51	1.00-1.99	401	1.48			
Cream cheese		8 oz	1.50	70	1.50	0.99	222	.99	1.00	118	1.00
Flavored milk	All fat tests	half gallon							2.59	202	2.59
Flavored milk	All fat tests	gallon							3.99	50	3.99
Ice cream		48-64oz	2.50-4.99	1433	3.63	2.50-3.49	2294	2.96	2.50-3.79	748	2.72
Milk	All fat tests	gallon							3.79	50	3.79
Sour cream		16 oz				1.00-1.79	401	1.35	1.99	50	1.99
Yogurt	Greek	4-6 oz	0.79-1.00	1812	.92	0.79-1.00	2833	.91	0.79-1.25	862	1.00
Yogurt	Greek	32 oz				5.00	649	5.00	2.50-5.00	348	4.64
Yogurt	Yogurt	4-6 oz	0.50	71	.50	0.40-0.50	356	.47	0.40-0.60	168	.46
Yogurt	Yogurt	32 oz				5.00	353	5.00			

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 #			165	4.49	96	3.99
Milk	All fat tests	half gallon	849	3.80	2681	3.59	1963	3.49
Milk	All fat tests	gallon	530	5.30	508	5.09		
Milk	All fat tests	8 oz UHT	1007	1.00	342	.97	3628	.93
Sour cream		16 oz			703	1.99		
Yogurt	Greek	4-6 oz	1340	1.00	990	1.03	377	.93
Yogurt	Yogurt	4-6 oz	609	.58	506	.61	1483	.95
Yogurt	Yogurt	32 oz					607	3.41

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	3.99	56	3.99	3.49-3.99	201	3.80			
Milk	All fat tests	gallon	5.69	232	5.69						
Milk	All fat tests	8 oz UHT				1.00	58	1.00			
Yogurt	Greek	4-6 oz	1.00	270	1.00	1.00	869	1.00	0.99	201	.99
Yogurt	Yogurt	4-6 oz	0.44-0.50	264	.47	0.50	202	.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	3.49-3.99	290	3.84	3.99	222	3.99	2.99	80	2.99
Milk	All fat tests	gallon							5.00	298	5.00
Milk	All fat tests	8 oz UHT	1.00	234	1.00	1.00	533	1.00	1.00	182	1.00
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