



## 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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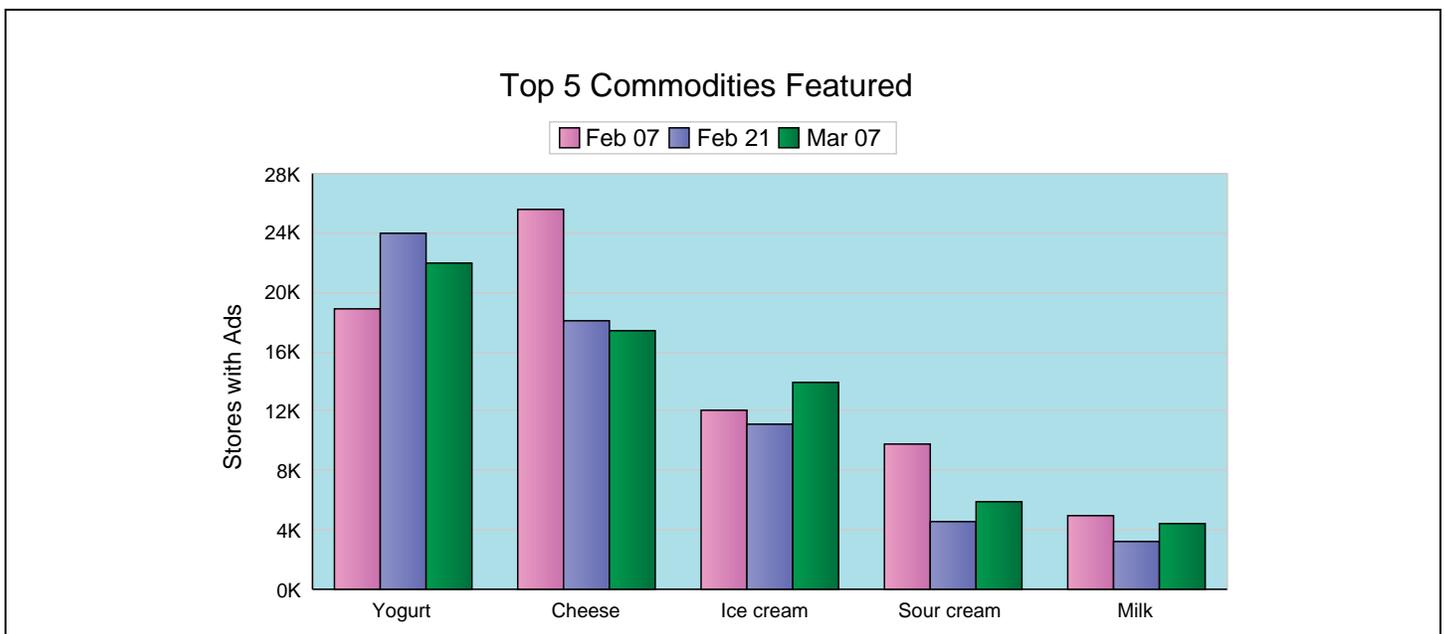
### Advertised Prices for Dairy Products at Major Retail Supermarket Outlets 02/24 to 03/07

Yogurt ads comprise the largest category of surveyed dairy ads and 32 ounce Greek yogurt stands out with much lower prices than recent weeks. The U.S. average advertised price is \$2.71, well down from \$4.84 two weeks ago and \$4.61 a year ago. The price range is from \$2.50 to \$4.99. 4-6 ounce Greek yogurt ad volume comprises the majority of all yogurt ads, with an average advertised price of \$.99, up 5 cents from two weeks ago but down 1 cent from this period last year.

Cheese specials are close to year ago marks, despite wholesale prices being over \$2.00 a pound and just coming off record highs. Ad numbers for 8 ounce shredded cheese, the most advertised cheese category, increased by 8%. The average price, \$2.34, is down by 6 cents from two weeks ago but up by 4 cents from last year. The second largest cheese category, 8 ounce block, is up by 37% in ad numbers. The average price is \$2.44, up 12 cents from the last report and 2 cents from this time last year.

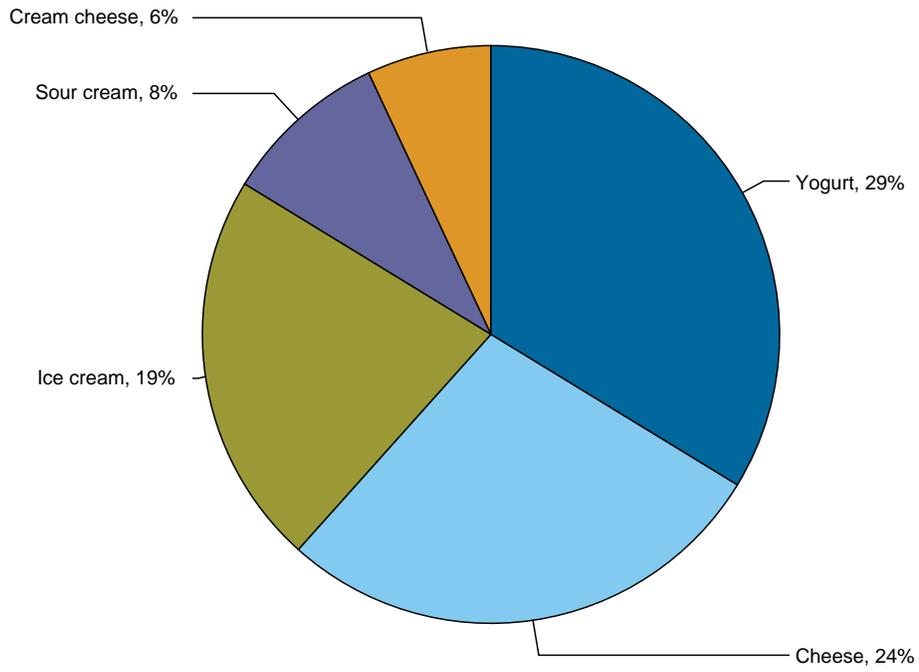
Flavored milk gallon ad numbers are up more than any product, over a thirteen fold increase, although the absolute number of ads is relatively low. At an average advertised price of \$4.15, flavored milk gallons are 89 cents more than the average for conventional milk gallons.

There are no ads for conventional milk half gallons but organic milk half-gallons have a weighted average advertised price of \$3.52. That is down 28 cents from two weeks ago but up 12 cents from this period last year. This is the first report since the organic-conventional milk price spread series began almost two years ago, when there have been no ads for conventional half gallons of milk. Last year at this time the price spread was \$1.63.

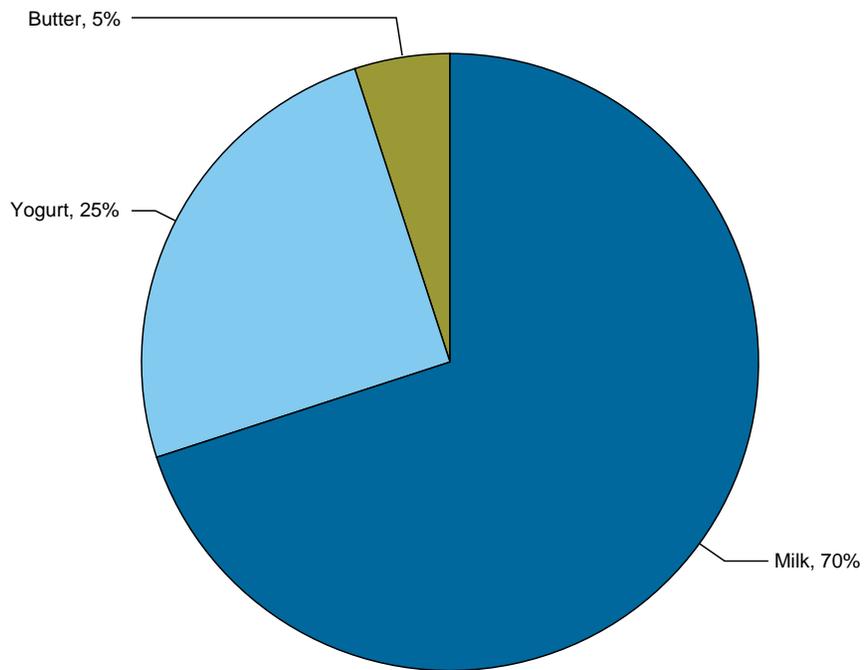


1 -- Dairy Market News surveys nearly 100 retailers, comprising over 14,000 individual stores, with online weekly advertised features.  
2 -- Date range reflects two-week period, however only one data collection per retailer is made during the period.

### 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 #	3460	2.91	4043	2.57	4453	2.79
Cheese	Natural Varieties	8 oz block	7013	2.44	5115	2.32	7170	2.42
Cheese	Natural Varieties	1 # block	991	4.03	2126	3.68	3700	3.62
Cheese	Natural Varieties	2 # block	118	5.99	1627	6.77	531	8.56
Cheese	Natural Varieties	8 oz shred	8684	2.34	8005	2.40	8338	2.30
Cheese	Natural Varieties	1 # shred	607	4.44	1201	3.91	2351	3.33
Cottage cheese		16 oz	2851	2.02	2804	2.04	3047	1.87
Cream cheese		8 oz	4287	1.64	3669	1.22	5878	1.64
Flavored milk	All fat tests	half gallon	1475	2.52	857	2.63	379	2.32
Flavored milk	All fat tests	gallon	723	4.15	50	3.99	1193	3.28
Ice cream		48-64oz	13893	3.04	11176	3.13	16340	3.10
Milk	All fat tests	half gallon			243	1.98	313	1.77
Milk	All fat tests	gallon	1194	3.26	623	2.99	4649	2.79
Sour cream		16 oz	5928	1.65	4612	1.62	6112	1.55
Yogurt	Greek	4-6 oz	12195	.99	13811	.94	12675	1.00
Yogurt	Greek	32 oz	1465	2.71	1171	4.84	584	4.61
Yogurt	Yogurt	4-6 oz	6440	.50	5591	.50	7872	.48
Yogurt	Yogurt	32 oz	737	2.17	1113	3.12	1308	2.36

## 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 #	1.99-3.99	1105	3.16	2.50-3.50	1483	2.81			
Cheese	Natural Varieties	8 oz block	1.99-2.98	2383	2.36	1.99-3.00	1418	2.66	1.50-2.50	1008	2.05
Cheese	Natural Varieties	1 # block	3.49-4.99	520	4.20	3.50-3.99	300	3.67			
Cheese	Natural Varieties	8 oz shred	1.99-3.00	2748	2.55	1.99-2.50	2471	2.41	1.25-2.50	1427	2.02
Cheese	Natural Varieties	1 # shred	3.99-4.99	434	4.38				3.99	120	3.99
Cottage cheese		16 oz	1.99-2.99	1021	2.27	1.34-2.50	295	1.57	1.99-2.00	168	2.00
Cream cheese		8 oz	1.25-2.50	1285	1.73	1.50-2.19	1128	1.56	0.99-2.00	567	1.54
Flavored milk	All fat tests	half gallon	2.50	98	2.50	2.50	1212	2.50	2.69	165	2.69
Flavored milk	All fat tests	gallon				3.99	195	3.99			
Ice cream		48-64oz	1.88-4.50	3829	3.10	1.99-4.99	3450	2.80	2.25-3.99	1370	3.13
Milk	All fat tests	gallon	3.49-3.59	282	3.53	3.00-3.59	136	3.29	2.50-3.00	344	2.79
Sour cream		16 oz	1.33-2.50	2200	1.80	1.00-2.50	662	1.51	1.33-1.69	506	1.45
Yogurt	Greek	4-6 oz	0.88-1.00	2463	.99	0.79-1.00	4271	.99	0.88-1.00	1280	.99
Yogurt	Greek	32 oz	4.99	98	4.99	2.50	58	2.50			
Yogurt	Yogurt	4-6 oz	0.39-0.75	2811	.52	0.40-0.50	991	.49	0.39-0.50	709	.47
Yogurt	Yogurt	32 oz	1.99-2.50	407	2.16	1.98	202	1.98			

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 #	1.99-3.50	255	2.30	2.69-2.99	365	2.87	2.89-3.50	252	3.01
Cheese	Natural Varieties	8 oz block	1.99-3.99	1265	2.69	1.49-2.99	619	2.48	1.67-2.50	320	2.19
Cheese	Natural Varieties	1 # block	3.29-5.99	171	4.13						
Cheese	Natural Varieties	2 # block				5.99	118	5.99			
Cheese	Natural Varieties	8 oz shred	1.99-2.50	801	2.13	1.49-2.50	867	2.23	1.67-3.49	370	2.37
Cheese	Natural Varieties	1 # shred	5.99	53	5.99						
Cottage cheese		16 oz	1.48-2.50	488	1.71	1.00-2.50	595	2.11	1.25-2.50	284	1.89
Cream cheese		8 oz	1.50-1.66	395	1.58	1.50-1.79	412	1.71	1.50-1.88	500	1.67
Flavored milk	All fat tests	gallon				3.99-4.49	412	4.35	3.69	116	3.69
Ice cream		48-64oz	2.98-3.49	1196	3.05	2.49-3.99	3242	3.16	2.98-3.99	806	3.13
Milk	All fat tests	gallon				1.99-3.99	382	3.45	3.49	50	3.49
Sour cream		16 oz	1.00-1.50	1072	1.32	0.99-2.50	1240	1.84	1.25-2.50	248	1.58
Yogurt	Greek	4-6 oz	0.88-1.00	1834	.98	0.80-1.00	1301	.99	0.88-1.25	1046	.99
Yogurt	Greek	32 oz	2.50	234	2.50	2.50-2.99	777	2.58	2.50	298	2.50
Yogurt	Yogurt	4-6 oz	0.50	618	.50	0.50	1113	.50	0.50	198	.50
Yogurt	Yogurt	32 oz				2.50	128	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 #	237	4.49			400	4.68
Cheese	Natural Varieties	8 oz block					264	3.99
Cream cheese		8 oz					26	2.99
Milk	All fat tests	half gallon	2648	3.52	849	3.80	1334	3.40
Milk	All fat tests	gallon	357	5.85	530	5.30	340	5.99
Milk	All fat tests	8 oz UHT	202	.88	1007	1.00	34	1.00
Yogurt	Greek	4-6 oz	853	1.02	1340	1.00	259	1.13
Yogurt	Greek	32 oz					26	3.99
Yogurt	Yogurt	4-6 oz	306	.50	609	.58	629	.71
Yogurt	Yogurt	32 oz					508	2.46

### 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	237	4.49			
Milk	All fat tests	half gallon	3.99	112	3.99	2.99-3.99	545	3.32	2.99-4.48	254	3.96
Milk	All fat tests	gallon							5.49	98	5.49
Milk	All fat tests	8 oz UHT				0.88	202	.88			
Yogurt	Greek	4-6 oz	1.00-1.25	139	1.13	1.00	460	1.00	0.99	201	.99
Yogurt	Yogurt	4-6 oz	0.50	306	.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	2.99-4.19	610	3.21	2.79-4.59	865	3.70	2.99-3.69	262	3.48
Milk	All fat tests	gallon				6.79	143	6.79	5.00	116	5.00
Yogurt	Greek	4-6 oz	1.00	53	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