



## 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 03/24 to 04/04

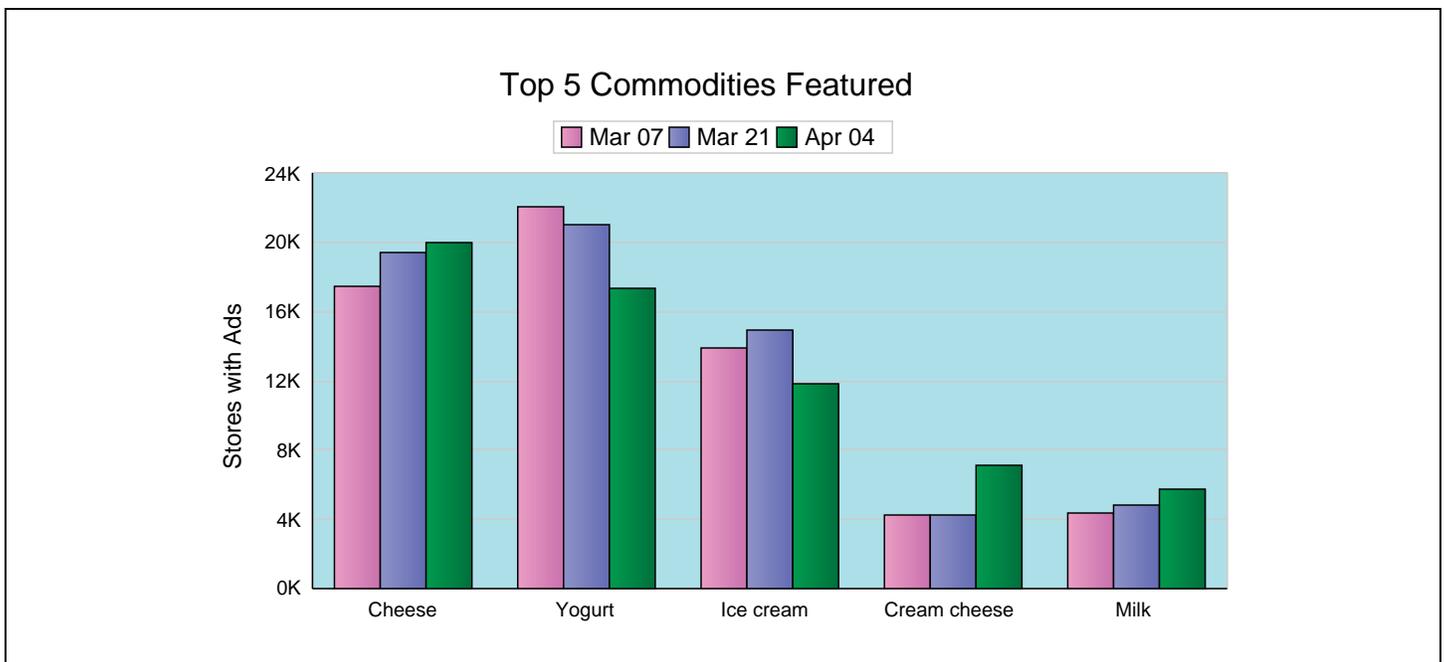
Cream cheese and sour cream national ad volumes increased more than any other surveyed conventional dairy category this week. 8 ounce cream cheese ads are up 81% with an average price of \$1.68, 7 cents below two weeks ago but 30 cents above one year ago. 16 ounce sour cream ad volume increased by 64%, with an average price of \$1.66, 15 cents higher than two weeks ago but 3 cents below one year ago.

Ads for 8 ounce shredded cheese, increased by 8% from two weeks ago. The average price, \$2.44, is unchanged from the last report but up by 30 cents from last year. 8 ounce block cheese ad numbers are down by 11% from the last report. The average price is \$2.22, which is 22 cents lower than two weeks ago and 3 cents lower than last year.

4-6 ounce Greek yogurt ad volume is about twice all other yogurt ads combined. The average advertised price of \$.99, is unchanged from two weeks ago but down 1 cent from this period last year. Most of the remaining yogurt ads are for 4-6 ounce yogurt, with an average price of \$.50, down 3 cents from two weeks ago and down 3 cents from last year.

Ice cream ad volume decreased by 21%, but 48-64 ounce ice cream is the third most advertised dairy category. The average price, \$3.22, is up 24 cents from two weeks ago and up 8 cents from last year.

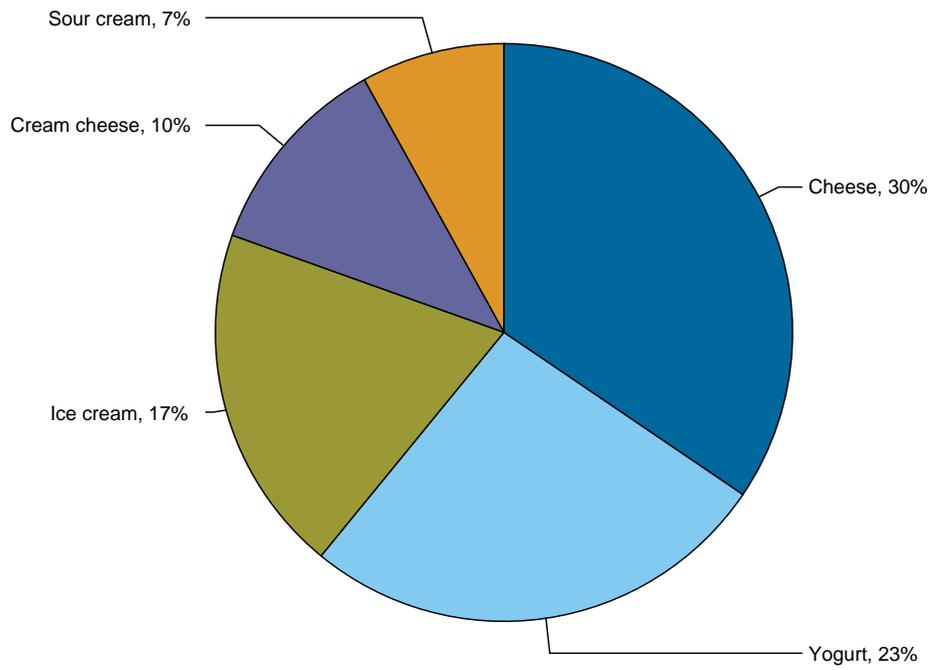
Conventional milk half gallons have an average advertised price of \$1.53 and organic milk half-gallons have a weighted average advertised price of \$3.60. That results in a conventional-organic price spread of \$2.07, the highest of the year. Last year at this time the price spread was \$1.55.



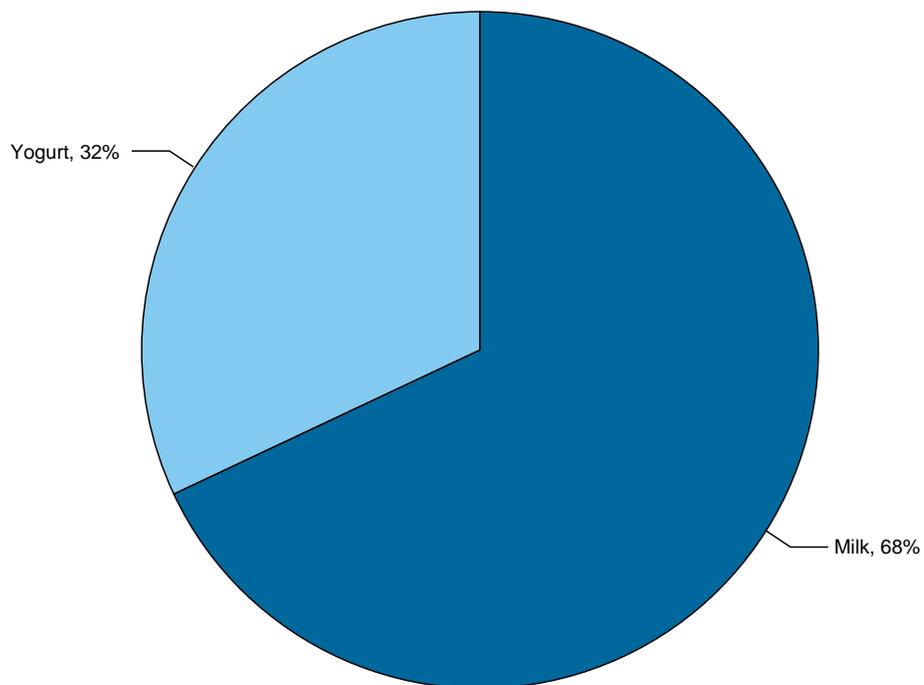
1 -- Dairy Market News surveys nearly 100 retailers, comprising over 14,000 individual stores, with online weekly advertised features.

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 #	3010	2.79	2477	2.74	8522	2.46
Cheese	Natural Varieties	8 oz block	5422	2.22	6093	2.44	8987	2.25
Cheese	Natural Varieties	1 # block	2249	4.78	931	3.73	2812	3.79
Cheese	Natural Varieties	2 # block	1642	7.14	1357	7.60	1467	6.56
Cheese	Natural Varieties	8 oz shred	9413	2.44	8749	2.44	9487	2.14
Cheese	Natural Varieties	1 # shred	1276	3.39	1711	4.51	987	3.18
Cottage cheese		16 oz	1949	2.12	3910	1.93	2366	1.75
Cream cheese		8 oz	7105	1.68	3931	1.75	9404	1.38
Flavored milk	All fat tests	half gallon	165	2.48	1012	2.74	272	2.25
Flavored milk	All fat tests	gallon	403	3.95	168	3.29	478	2.93
Ice cream		48-64oz	11844	3.22	14923	2.98	10947	3.14
Milk	All fat tests	half gallon	628	1.53	523	2.52	516	2.04
Milk	All fat tests	gallon	1346	3.00	2161	3.18	1025	2.62
Sour cream		16 oz	4984	1.66	3041	1.51	8010	1.69
Yogurt	Greek	4-6 oz	10380	.99	10855	.99	8207	1.00
Yogurt	Greek	32 oz	706	3.64	671	4.31	1315	3.35
Yogurt	Yogurt	4-6 oz	4042	.50	5625	.53	5998	.53
Yogurt	Yogurt	32 oz	553	2.29	940	2.23	1862	2.46

## 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	1288	3.06	2.50	1023	2.50	2.50	237	2.50
Cheese	Natural Varieties	8 oz block	1.97-2.99	1642	2.33	1.67-2.50	877	2.12	1.66-2.50	736	1.94
Cheese	Natural Varieties	1 # block	2.99-5.49	458	3.89	5.49	1212	5.49	3.99	94	3.99
Cheese	Natural Varieties	2 # block	6.99	112	6.99	5.99	53	5.99			
Cheese	Natural Varieties	8 oz shred	1.99-3.00	2072	2.52	1.67-3.00	2228	2.48	1.66-2.50	1272	2.13
Cheese	Natural Varieties	1 # shred	2.99	235	2.99	3.49	363	3.49	3.49-3.99	183	3.75
Cottage cheese		16 oz	1.99-2.99	1371	2.13	2.00-2.29	158	2.19	1.99-2.25	168	2.14
Cream cheese		8 oz	0.99-2.50	1739	1.62	0.99-2.50	3162	1.83	0.99-2.00	817	1.29
Flavored milk	All fat tests	half gallon							2.48	165	2.48
Flavored milk	All fat tests	gallon	4.49	235	4.49				2.79-3.50	168	3.20
Ice cream		48-64oz	1.99-3.99	2328	2.91	2.49-4.99	2787	3.20	2.50-3.99	1226	2.98
Milk	All fat tests	half gallon							1.50-1.66	459	1.63
Milk	All fat tests	gallon	3.49	54	3.49	3.00-3.39	433	3.16	2.79-3.00	271	2.95
Sour cream		16 oz	1.34-2.50	2587	1.73	1.50-2.50	342	1.96	1.29-1.69	427	1.49
Yogurt	Greek	4-6 oz	0.79-1.00	3038	.98	0.95-1.00	1894	1.00	0.77-1.25	1401	1.02
Yogurt	Greek	32 oz	3.99	303	3.99	3.79	195	3.79			
Yogurt	Yogurt	4-6 oz	0.33-0.68	2053	.52	0.44-0.60	1212	.49	0.39-0.40	259	.40

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	Yogurt	32 oz	1.99-2.19	253	2.04				2.50	98	2.50

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
Butter		1 #	2.49-2.89	272	2.79	2.50	90	2.50	2.99-3.50	100	3.25
Cheese	Natural Varieties	8 oz block	2.00-2.50	339	2.42	1.49-2.50	1130	2.32	1.67-2.50	698	2.15
Cheese	Natural Varieties	1 # block				3.33-4.49	485	3.99			
Cheese	Natural Varieties	2 # block	6.99	234	6.99	6.99-7.99	945	7.30	6.99	298	6.99
Cheese	Natural Varieties	8 oz shred	1.79-3.00	729	2.42	1.49-3.00	1986	2.54	1.67-3.00	1126	2.38
Cheese	Natural Varieties	1 # shred	3.34-3.49	376	3.38	3.33	119	3.33			
Cottage cheese		16 oz	2.00	202	2.00				1.99	50	1.99
Cream cheese		8 oz	1.49	112	1.49	1.49-1.88	693	1.76	1.00-2.00	582	1.57
Ice cream		48-64oz	2.49-4.99	1314	3.80	1.99-4.88	3113	3.21	2.50-3.99	1076	3.50
Milk	All fat tests	half gallon				0.99	119	.99	1.99	50	1.99
Milk	All fat tests	gallon	2.39-2.50	291	2.46	2.50-3.79	297	3.27			
Sour cream		16 oz	1.00-1.89	629	1.47	1.59	649	1.59	1.00-2.50	350	1.47
Yogurt	Greek	4-6 oz	0.95-1.00	681	.99	0.95-1.00	2022	.98	0.95-1.25	1344	1.00
Yogurt	Greek	32 oz				3.00	128	3.00	2.99	80	2.99
Yogurt	Yogurt	4-6 oz	0.50	53	.50	0.50	263	.50	0.50	202	.50
Yogurt	Yogurt	32 oz							2.50	202	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 #					359	4.15
Cheese	Natural Varieties	8 oz block			283	3.87		
Cheese	Natural Varieties	8 oz shred			283	2.97		
Cream cheese		8 oz			283	1.99		
Milk	All fat tests	half gallon	1741	3.60	1366	3.19	3242	3.59
Milk	All fat tests	gallon	213	5.95	823	6.10	427	5.37
Milk	All fat tests	8 oz UHT	1761	1.00			1032	1.02
Yogurt	Greek	4-6 oz	1082	1.00	2308	1.00	54	1.00
Yogurt	Greek	32 oz	167	3.99				
Yogurt	Yogurt	4-6 oz	237	.50	549	.81	586	.92
Yogurt	Yogurt	32 oz	228	3.24	90	2.49	60	3.43

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
Milk	All fat tests	half gallon	4.99	62	4.99	3.58-3.59	1414	3.59	3.68	165	3.68
Milk	All fat tests	gallon							5.89	70	5.89
Milk	All fat tests	8 oz UHT				1.00	58	1.00	1.00	89	1.00
Yogurt	Greek	4-6 oz	1.00	520	1.00				0.99-1.00	562	1.00
Yogurt	Greek	32 oz	3.99	167	3.99						
Yogurt	Yogurt	4-6 oz	0.50	237	.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	2.79	100	2.79						
Milk	All fat tests	gallon				5.98	143	5.98			
Milk	All fat tests	8 oz UHT	1.00	610	1.00	1.00	742	1.00	1.00	262	1.00
Yogurt	Yogurt	32 oz	2.99	112	2.99				3.49	116	3.49

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