



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>

Volume 81- Number 16

Issued Biweekly

Thursday, April 17, 2014

Advertised Prices for Dairy Products at Major Retail Supermarket Outlets 04/07 to 04/18

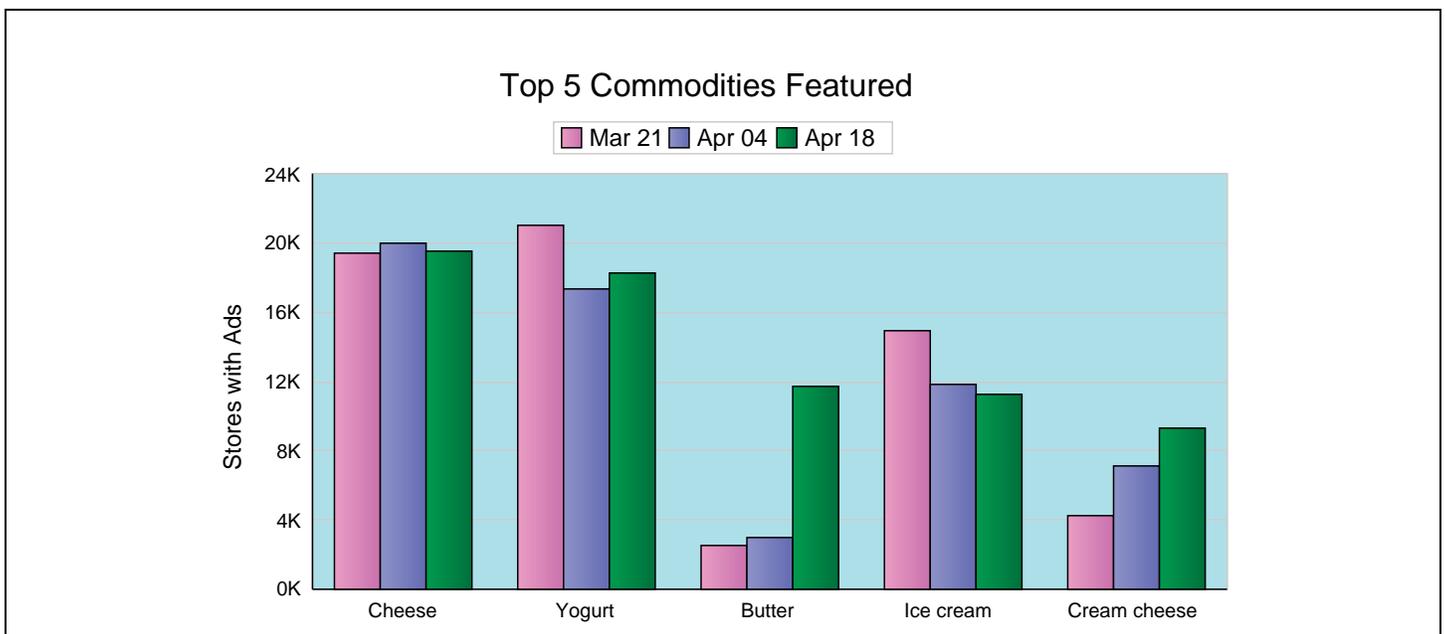
Leading into Easter and Passover, butter ad volume increased almost four times from two weeks ago, tying butter with ice cream as the third most advertised dairy product. The national weighted average advertised price for a 1 pound package is \$2.85, 6 cents higher than two weeks ago and 10 cents above last year.

48-64 ounce ice cream has an average price of \$3.02, down 20 cents from two weeks ago and down 2 cents from last year.

Cheese remains the largest advertised category by ad volume. Ads for 8 ounce shredded cheese increased 14% from two weeks ago, following an 8% increase the previous survey cycle. The average price, \$2.44, is unchanged from the last report but up by 17 cents from last year. 8 ounce block cheese ad numbers are down 23% following an 11% decline during the previous survey period. The average price is \$2.21, 1 cent lower than two weeks ago and the same as last year.

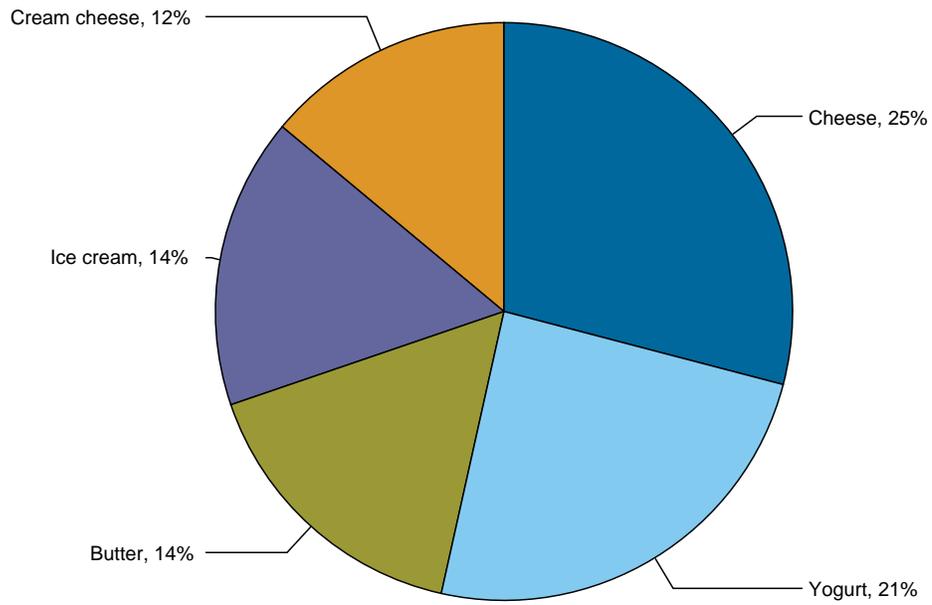
Yogurt comprises the category with the second greatest number of ads. 4-6 ounce Greek yogurt ad volume leads all other yogurt ads combined. The average advertised price of \$.99 is unchanged from two weeks ago but down 1 cent from this period last year. Most of the remaining yogurt ads are for 4-6 ounce yogurt, with an average price of \$.51, up 1 cent from two weeks ago and equal to last year.

Conventional milk half gallons have an average advertised price of \$1.82 and organic milk half-gallons have a weighted average advertised price of \$3.25. That results in a conventional-organic price spread of \$1.43, second lowest of the year. Last year at this time the price spread was \$1.24.

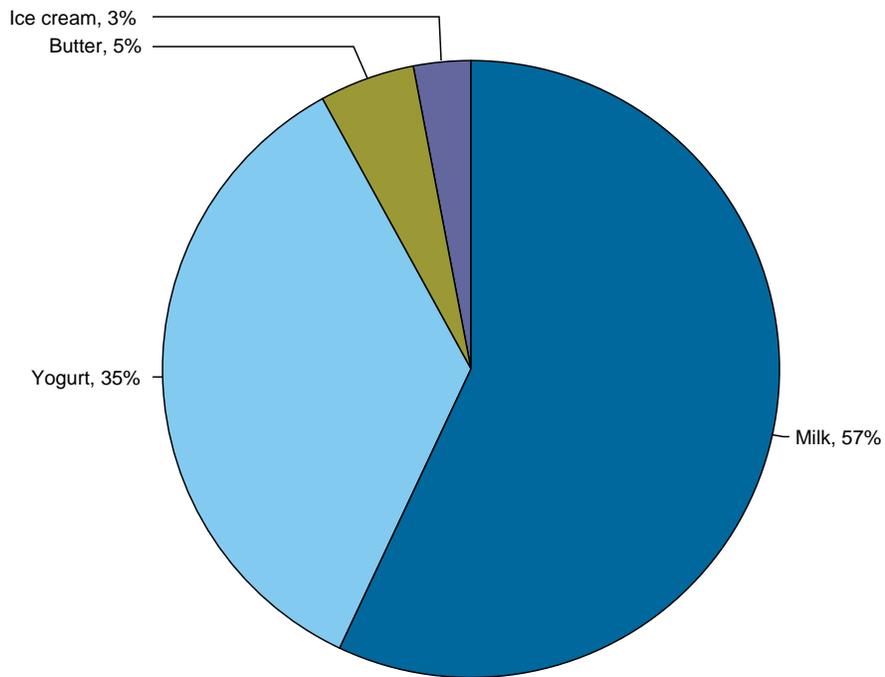


1 -- Dairy Market News surveys nearly 100 retailers, comprising over 14,000 individual stores, with online weekly advertised features.
2 -- Date range reflects two-week period, however only one data collection per retailer is made during the period.

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 #	11364	2.85	3010	2.79	3445	2.75
Cheese	Natural Varieties	8 oz block	4153	2.21	5422	2.22	5392	2.21
Cheese	Natural Varieties	1 # block	2045	4.31	2249	4.78	3663	4.20
Cheese	Natural Varieties	2 # block	1435	7.96	1642	7.14	647	7.41
Cheese	Natural Varieties	8 oz shred	10732	2.44	9413	2.44	10493	2.27
Cheese	Natural Varieties	1 # shred	1153	4.62	1276	3.39	2512	4.16
Cottage cheese		16 oz	2629	2.44	1949	2.12	1731	2.14
Cream cheese		8 oz	9353	1.52	7105	1.68	2725	1.68
Flavored milk	All fat tests	half gallon	278	1.46	165	2.48	652	2.35
Flavored milk	All fat tests	gallon	120	3.29	403	3.95	343	3.10
Ice cream		48-64oz	11103	3.02	11844	3.22	13646	3.04
Milk	All fat tests	half gallon	300	1.82	628	1.53	320	2.30
Milk	All fat tests	gallon	1537	3.15	1346	3.00	3365	3.05
Sour cream		16 oz	5797	1.66	4984	1.66	5468	1.56
Yogurt	Greek	4-6 oz	9470	.99	10380	.99	11556	1.00
Yogurt	Greek	32 oz	235	2.99	706	3.64	338	4.63
Yogurt	Yogurt	4-6 oz	5772	.51	4042	.50	5762	.51
Yogurt	Yogurt	32 oz	829	1.99	553	2.29	1561	2.33

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	2486	2.80	1.99-3.99	3552	2.89	2.25-2.99	1436	2.56
Cheese	Natural Varieties	8 oz block	1.77-3.00	2313	2.26	1.99-2.50	522	2.10	1.99-2.69	755	2.27
Cheese	Natural Varieties	1 # block	2.99-4.99	671	3.79	4.99	783	4.99	3.88	176	3.88
Cheese	Natural Varieties	2 # block	7.49-8.99	488	8.64						
Cheese	Natural Varieties	8 oz shred	1.99-2.99	2150	2.50	1.89-2.50	3170	2.30	1.99-2.50	1221	2.10
Cheese	Natural Varieties	1 # shred	2.99-3.98	253	3.54	4.99	783	4.99			
Cottage cheese		16 oz	1.99-2.79	829	2.36	1.99-2.69	1460	2.57			
Cream cheese		8 oz	1.25-2.50	3029	1.62	1.00-1.50	1707	1.46	1.00-2.00	973	1.47
Flavored milk	All fat tests	gallon							2.79	70	2.79
Ice cream		48-64oz	1.99-3.50	2562	2.64	2.49-4.88	2003	3.46	2.50-3.99	1868	3.07
Milk	All fat tests	half gallon							1.48	98	1.48
Milk	All fat tests	gallon	2.99	54	2.99	3.19	1023	3.19	2.79	70	2.79
Sour cream		16 oz	1.29-2.00	2214	1.55	1.48-2.00	621	1.65	1.50-1.99	829	1.68
Yogurt	Greek	4-6 oz	0.89-1.11	2613	1.00	0.88-1.00	1808	.99	0.89-1.25	1426	.99
Yogurt	Greek	32 oz	2.99	235	2.99						
Yogurt	Yogurt	4-6 oz	0.45-0.75	2354	.55	0.40-0.50	1509	.49	0.40-0.50	348	.44
Yogurt	Yogurt	32 oz	1.98-2.00	337	1.99	1.88-1.98	439	1.93			

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 #	2.29-3.49	752	2.76	2.50-3.49	1974	3.02	2.00-3.69	1164	2.92
Cheese	Natural Varieties	8 oz block	1.39-2.50	246	2.05	1.99	119	1.99	1.99	198	1.99
Cheese	Natural Varieties	1 # block	4.99	53	4.99	3.99	64	3.99	3.79-3.99	298	3.91
Cheese	Natural Varieties	2 # block				7.49-7.99	649	7.90	6.99	298	6.99
Cheese	Natural Varieties	8 oz shred	1.39-2.99	1149	2.39	1.99-3.00	2046	2.70	1.99-3.00	996	2.69
Cheese	Natural Varieties	1 # shred	4.99	53	4.99	3.99	64	3.99			
Cottage cheese		16 oz				1.99-2.50	340	2.09			
Cream cheese		8 oz	1.00-1.50	446	1.08	1.00-1.99	1950	1.49	0.98-2.50	1248	1.63
Flavored milk	All fat tests	half gallon	0.99-2.50	278	1.46						
Flavored milk	All fat tests	gallon							3.99	50	3.99
Ice cream		48-64oz	2.50-4.88	1301	3.43	2.49-3.50	2243	2.80	2.49-3.99	1126	3.00
Milk	All fat tests	half gallon							1.99	202	1.99
Milk	All fat tests	gallon				1.99-3.29	340	3.05	3.79	50	3.79
Sour cream		16 oz	1.50-2.00	407	1.89	1.49-2.50	1378	1.76	1.50-2.50	348	1.64
Yogurt	Greek	4-6 oz	1.00-1.25	558	1.03	0.95-1.00	1855	.98	0.95-1.25	1210	.99
Yogurt	Yogurt	4-6 oz	0.50	499	.50	0.40-0.50	742	.49	0.40-0.48	320	.45
Yogurt	Yogurt	32 oz				2.50	53	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 #	305	3.99			119	3.99
Cheese	Natural Varieties	8 oz shred					195	2.50
Ice cream		48-64oz	143	5.99				
Milk	All fat tests	half gallon	456	3.25	1741	3.60	960	3.54
Milk	All fat tests	gallon	1492	5.91	213	5.95	407	5.91
Milk	All fat tests	8 oz UHT	1213	1.00	1761	1.00	308	1.01
Yogurt	Greek	4-6 oz	1815	1.05	1082	1.00	209	.91
Yogurt	Greek	32 oz			167	3.99		
Yogurt	Yogurt	4-6 oz	133	.65	237	.50	379	.76
Yogurt	Yogurt	32 oz			228	3.24	1451	3.04

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 #	3.99	235	3.99				3.99	70	3.99
Milk	All fat tests	gallon	5.98-6.69	253	6.29	6.69	58	6.69			
Milk	All fat tests	8 oz UHT				1.00	363	1.00	1.00	89	1.00
Yogurt	Greek	4-6 oz	1.00-1.59	821	1.12	1.00	740	1.00	1.00	201	1.00
Yogurt	Yogurt	4-6 oz	0.50-0.79	133	.65						

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
Ice cream		48-64oz				5.99	143	5.99			
Milk	All fat tests	half gallon	2.79	100	2.79	3.49	276	3.49	2.99	80	2.99
Milk	All fat tests	gallon	5.69-5.99	234	5.85	5.99	649	5.99	5.29	298	5.29
Milk	All fat tests	8 oz UHT	1.00	276	1.00	1.00	485	1.00			
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