



Dairy Market News Branch

Agricultural
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Service

National Dairy Retail Report

Websites: <http://www.marketnews.usda.gov/portal/da> and <http://www.ams.usda.gov/mnreports/dybretil.pdf>

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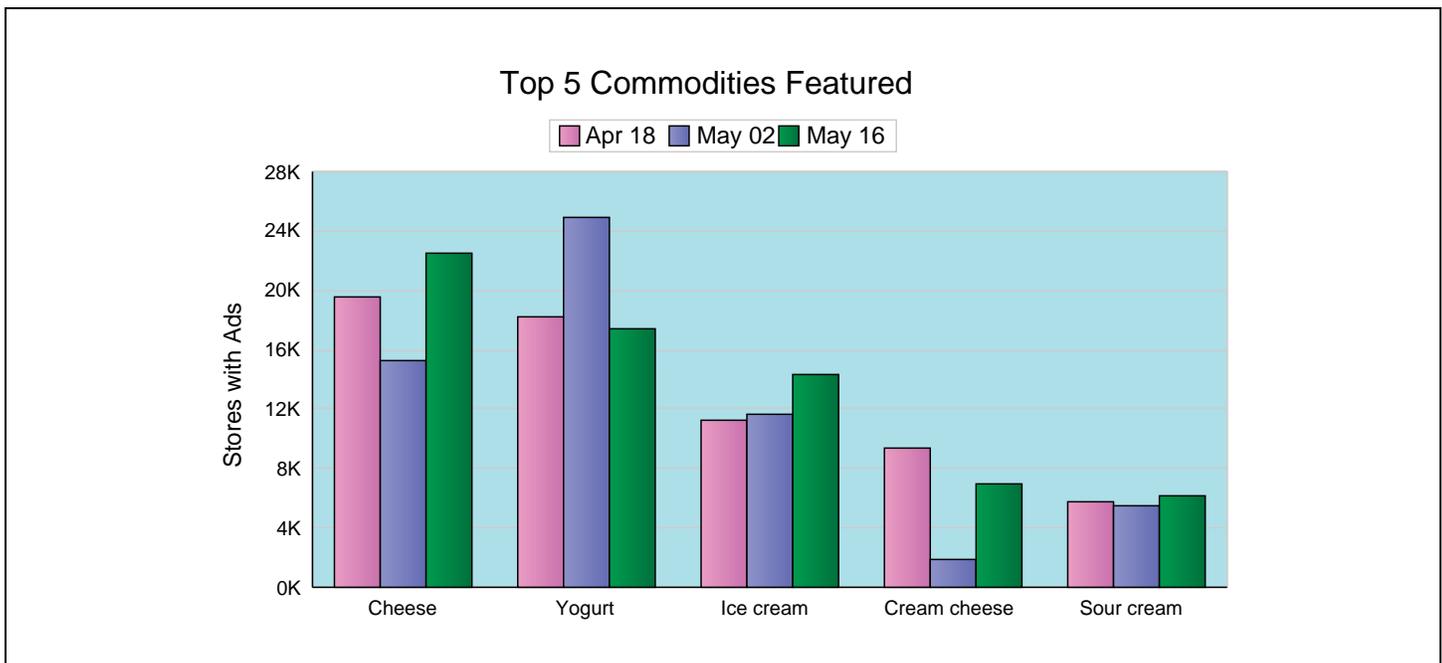
Advertised Prices for Dairy Products at Major Retail Supermarket Outlets 05/05 to 05/16

1 pound butter ad numbers more than doubled and 8 ounce cream cheese more than tripled from 2 weeks ago, leaving those products as the biggest percentage category gainers in ad numbers. The national weighted average price of butter is \$2.72, down 19 cents from two weeks ago but up 19 cents from last year. Prices range from \$1.50 in the Northwest to \$3.99 in the Northeast. Cream cheese at \$1.68 is down 5 cents from two weeks ago but up 8 cents from last year. Prices range from \$1.00 in the South Central Region to \$2.50 in the Northeast.

Cheese ads overall increased 53% from two weeks ago. Ads for 8 ounce shredded cheese increased 84%. The average price, \$2.52, is up 15 cents from the last report and up 14 cents from last year. 8 ounce block cheese ad numbers are up 61% from 2 weeks ago. The average price is \$2.48, 5 cents higher than two weeks ago and 9 cents above last year.

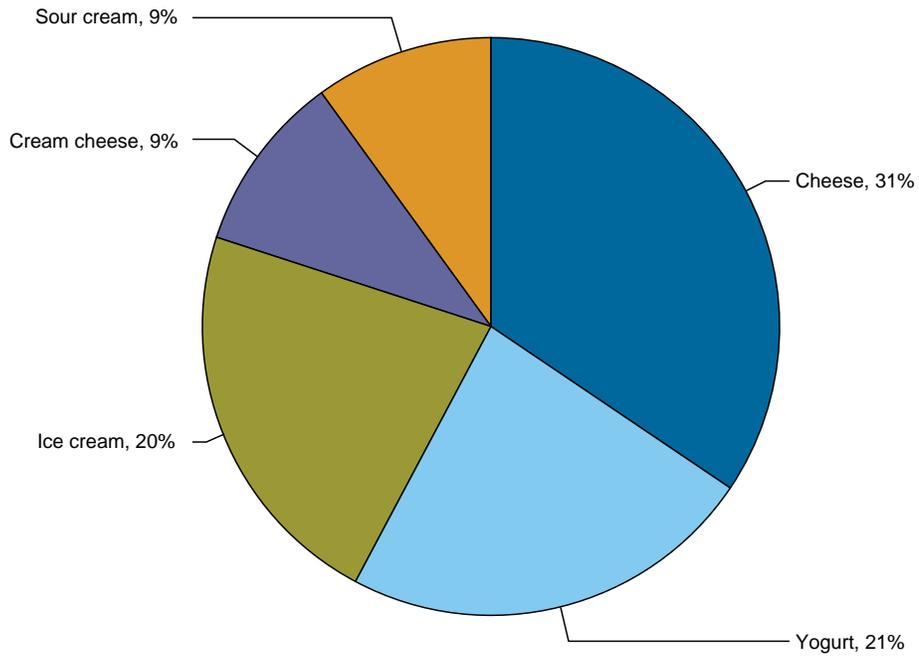
Total yogurt ads decreased 23% from two weeks ago. 4-6 ounce Greek yogurt ad volume, 10,806 ads, leads the other types of yogurt. The average advertised price of \$0.97 is down 3 cents from both two weeks ago and this period last year. 4-6 ounce yogurt has an average price of \$.55, up 6 cents from two weeks ago and 5 cents above last year.

Conventional milk half gallons have an average advertised price of \$1.99 and organic milk half-gallons are \$3.23. This results in a conventional-organic price spread of \$1.24, second lowest of this year, during which the price spread has ranged from \$0.67 to \$2.07. Last year at this time the price spread was \$2.68.

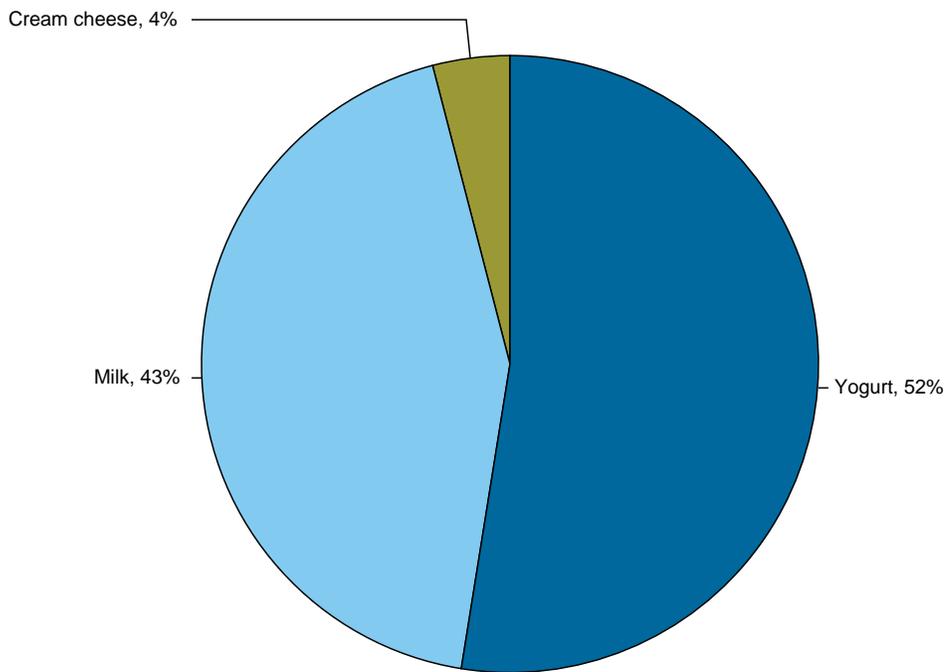


1 -- Dairy Market News surveys nearly 100 retailers, comprising over 14,000 individual stores, with online weekly advertised features.
2 -- Date range reflects two-week period, however only one data collection per retailer is made during the period.

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 #	3412	2.72	1647	2.91	5066	2.53
Cheese	Natural Varieties	8 oz block	7907	2.48	4903	2.43	6161	2.39
Cheese	Natural Varieties	1 # block	913	4.58	142	4.31	870	3.95
Cheese	Natural Varieties	2 # block	1261	7.48	1546	7.63	1201	5.88
Cheese	Natural Varieties	8 oz shred	11784	2.52	6394	2.37	10358	2.38
Cheese	Natural Varieties	1 # shred	654	4.46	1734	4.00	230	3.10
Cottage cheese		16 oz	1363	1.96	2630	1.79	3325	1.75
Cream cheese		8 oz	6789	1.68	1877	1.73	4638	1.60
Flavored milk	All fat tests	half gallon	123	2.50	919	2.48	128	1.99
Flavored milk	All fat tests	gallon	105	5.49	389	4.25	116	3.99
Ice cream		48-64oz	14371	2.89	11712	3.26	13261	3.28
Milk	All fat tests	half gallon	50	1.99	555	1.83	64	.88
Milk	All fat tests	gallon	1365	2.90	1422	2.93	1099	2.95
Sour cream		16 oz	6206	1.73	5432	1.66	6802	1.59
Yogurt	Greek	4-6 oz	10806	.97	10225	1.00	10284	1.00
Yogurt	Greek	32 oz	350	4.16	1536	4.55	459	4.05
Yogurt	Yogurt	4-6 oz	3108	.55	7151	.49	6333	.50
Yogurt	Yogurt	32 oz	806	2.45	690	2.28	2030	2.18

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 #	2.50-3.99	1433	3.00	1.99-2.50	1213	2.45			
Cheese	Natural Varieties	8 oz block	1.98-3.49	2963	2.52	2.00-3.00	2834	2.39			
Cheese	Natural Varieties	1 # block	3.99-4.99	163	4.60	3.99	53	3.99	4.49-5.49	461	5.00
Cheese	Natural Varieties	2 # block	7.99	112	7.99	7.99	58	7.99			
Cheese	Natural Varieties	8 oz shred	2.00-3.00	2545	2.45	1.99-3.00	2340	2.56	1.25-2.50	1799	2.25
Cheese	Natural Varieties	1 # shred	3.99	128	3.99				4.49-5.49	439	4.89
Cottage cheese		16 oz	1.99-2.59	615	2.19	1.34-2.00	361	1.57	2.50	201	2.50
Cream cheese		8 oz	1.33-2.50	1038	1.74	1.50-1.99	2851	1.65	1.50-1.79	300	1.59
Flavored milk	All fat tests	half gallon	2.50	123	2.50						
Flavored milk	All fat tests	gallon				5.49	105	5.49			
Ice cream		48-64oz	1.87-3.50	3703	2.68	2.00-5.50	2918	2.90	2.49-4.44	1555	2.91
Milk	All fat tests	gallon	3.00-3.89	351	3.56				2.49-2.59	295	2.56
Sour cream		16 oz	1.49-2.00	1651	1.72	1.34-2.00	1840	1.87	1.50-2.00	327	1.90
Yogurt	Greek	4-6 oz	0.88-1.00	2690	.98	1.00	2493	1.00	0.78-1.00	1995	.97
Yogurt	Greek	32 oz	3.99	54	3.99	4.28	202	4.28	3.99	94	3.99
Yogurt	Yogurt	4-6 oz	0.50-0.75	1773	.59	0.50-0.60	579	.52	0.50	62	.50
Yogurt	Yogurt	32 oz	2.49-2.50	291	2.49				2.00	176	2.00

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 #	2.98	202	2.98	1.99	64	1.99	1.50-3.50	500	2.61
Cheese	Natural Varieties	8 oz block	2.50-2.99	488	2.70	1.99-2.50	1042	2.40	2.29-2.99	580	2.64
Cheese	Natural Varieties	1 # block				3.49	118	3.49	4.29	118	4.29
Cheese	Natural Varieties	2 # block	7.49-8.49	234	8.01	5.99-7.99	739	7.75	3.99	118	3.99
Cheese	Natural Varieties	8 oz shred	1.67-3.00	1651	2.47	1.99-3.00	2441	2.66	2.29-3.99	1008	2.79
Cheese	Natural Varieties	1 # shred	2.99	87	2.99						
Cottage cheese		16 oz				1.25-1.49	186	1.37			
Cream cheese		8 oz	1.00-2.00	912	1.59	1.50-1.99	1108	1.75	1.50-2.00	580	1.77
Ice cream		48-64oz	2.19-4.99	1556	3.22	2.25-3.99	3245	2.89	2.50-3.99	1394	3.09
Milk	All fat tests	half gallon							1.99	50	1.99
Milk	All fat tests	gallon	1.99-2.59	289	2.17	2.29-3.49	430	3.09			
Sour cream		16 oz	1.50-2.00	612	1.73	0.99-1.99	1176	1.48	1.50-2.50	600	1.75
Yogurt	Greek	4-6 oz	0.50-1.00	1057	.90	1.00	1563	1.00	0.50-1.25	1008	.91
Yogurt	Yogurt	4-6 oz	0.50	229	.50	0.50	385	.50	0.50	80	.50
Yogurt	Yogurt	32 oz	2.39	118	2.39	2.50-2.79	171	2.70	2.99	50	2.99

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 #			1727	4.50	167	4.99
Cheese	Natural Varieties	8 oz block			376	4.30		
Cheese	Natural Varieties	8 oz shred			141	3.98		
Cottage cheese		16 oz					165	3.99
Cream cheese		8 oz	195	2.50				
Ice cream		48-64oz					143	5.99
Milk	All fat tests	half gallon	1669	3.23	621	3.32	2420	3.56
Milk	All fat tests	gallon	98	5.99	118	6.99	945	6.02
Milk	All fat tests	8 oz UHT	201	1.00	1604	.99	1487	1.00
Yogurt	Greek	4-6 oz	684	1.03	2043	1.05	317	1.00
Yogurt	Yogurt	4-6 oz	345	.71	1733	.86	202	1.00
Yogurt	Yogurt	32 oz	1351	3.87	1565	2.89	176	3.00

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
Cream cheese		8 oz				2.50	195	2.50			
Milk	All fat tests	half gallon	3.99	123	3.99	2.99-3.49	363	3.32	2.99-3.69	721	3.23
Milk	All fat tests	gallon							5.99	98	5.99
Milk	All fat tests	8 oz UHT							1.00	201	1.00
Yogurt	Greek	4-6 oz	1.00	233	1.00	1.00	323	1.00			
Yogurt	Yogurt	4-6 oz				0.50	202	.50			
Yogurt	Yogurt	32 oz	3.89	112	3.89	3.89	58	3.89			

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	2.99-3.29	276	3.08	2.50-2.99	186	2.75			
Yogurt	Greek	4-6 oz	1.00	53	1.00	1.25	75	1.25			
Yogurt	Yogurt	4-6 oz				1.00	143	1.00			
Yogurt	Yogurt	32 oz	3.49-3.79	234	3.65	3.89	649	3.89	3.99	298	3.99

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