



National Dairy Retail Report

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

Volume 81- Number 22

Issued Biweekly

Thursday, May 29, 2014

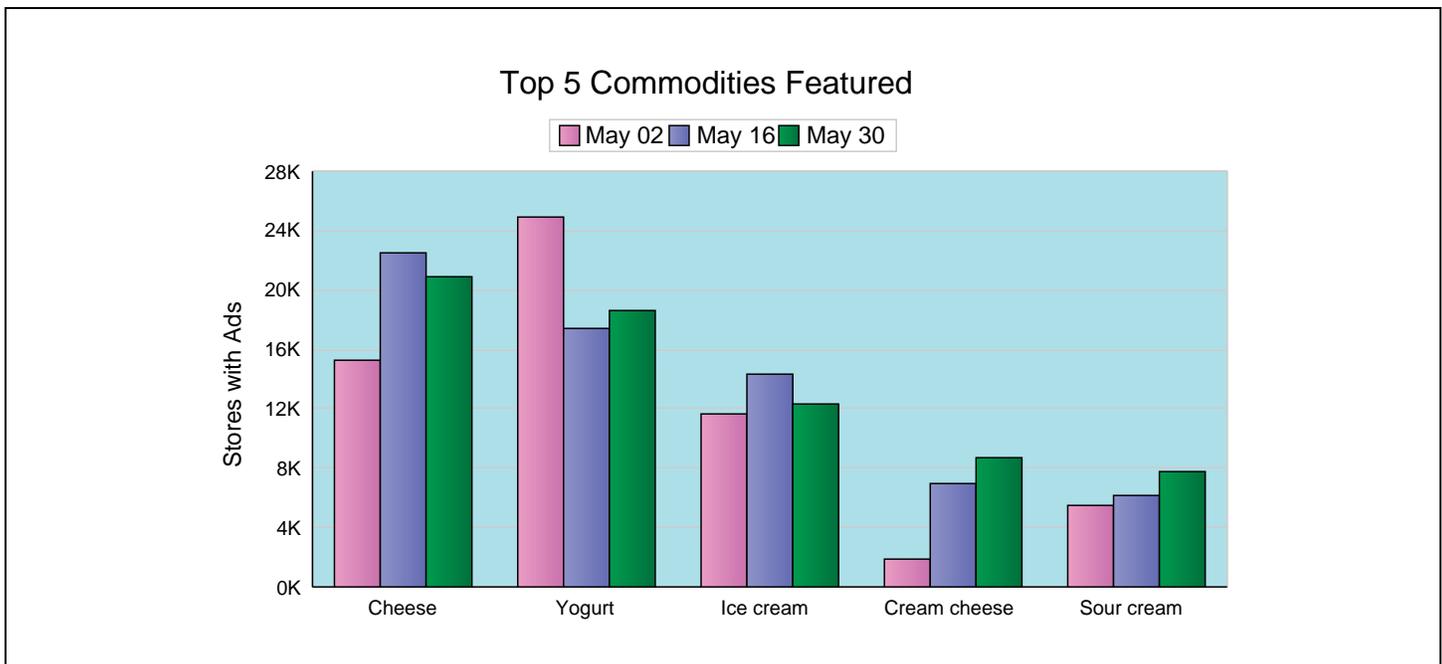
Advertised Prices for Dairy Products at Major Retail Supermarket Outlets 05/19 to 05/30

National cheese ad volume leads that of all surveyed dairy products, even though cheese ads overall decreased 7% from two weeks ago. The weighted average advertised price of 8 ounce shredded, \$2.37, is down 15 cents from the last report but up 12 cents from last year. 8 ounce block cheese has an average price of \$2.44, 4 cents lower than two weeks ago but 16 cents above last year.

The national average price of 4-6 ounce Greek yogurt, \$0.98, is up 1 cent from two weeks ago but down 1 cent from a year ago. 4-6 ounce yogurt has an average price of \$.51, down 4 cents from two weeks ago but up 1 cent from a year ago. Ad numbers for 4-6 ounce more than doubled from two weeks ago, in contrast with ad numbers for 4-6 ounce Greek yogurt, which declined by 20%. Total yogurt ads increased 19% from two weeks ago.

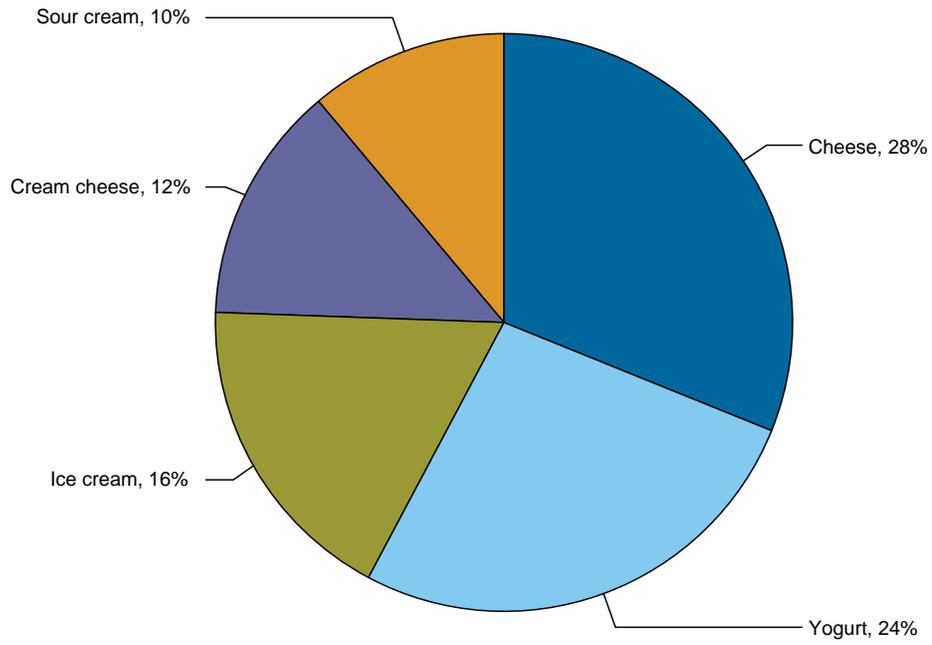
Butter and cream cheese national ad numbers continue to be the biggest percentage category gainers, as they also were two weeks ago. The national weighted average price of butter increased to \$3.14, up 42 cents from two weeks ago and up 37 cents from last year. Ad prices range from \$2.50 in the Southeast and South Central regions to \$3.99 in the Northeast and Southwest. Cream cheese, at \$1.81, is up 13 cents from two weeks ago and up 29 cents from last year. Prices range from 98 cents in the Southeast, to \$2.69 in the Northeast.

The conventional-organic milk half gallon price spread is \$1.25, among the lower price spreads of the year. Last year at this time, the price spread was \$1.80. The spread is calculated from the conventional milk half gallon average advertised price of \$2.24, and the organic milk half-gallon average, \$3.49.

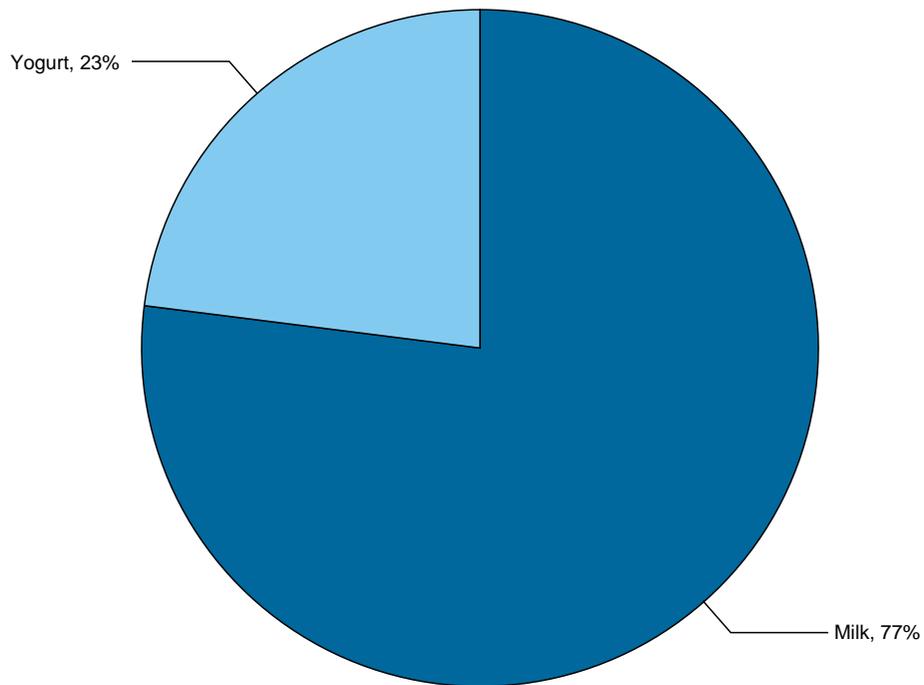


1 -- Dairy Market News surveys nearly 100 retailers, comprising over 14,000 individual stores, with online weekly advertised features.
2 -- Date range reflects two-week period, however only one data collection per retailer is made during the period.

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 #	4098	3.14	3412	2.72	4563	2.77
Cheese	Natural Varieties	8 oz block	8794	2.44	7907	2.48	6862	2.28
Cheese	Natural Varieties	1 # block	878	4.32	913	4.58	1215	3.80
Cheese	Natural Varieties	2 # block	1351	7.55	1261	7.48	1890	7.12
Cheese	Natural Varieties	8 oz shred	8599	2.37	11784	2.52	7545	2.25
Cheese	Natural Varieties	1 # shred	1239	3.42	654	4.46	1287	3.64
Cottage cheese		16 oz	869	2.19	1363	1.96	1514	2.20
Cream cheese		8 oz	8761	1.81	6789	1.68	4112	1.52
Flavored milk	All fat tests	half gallon	721	2.72	123	2.50	178	3.19
Flavored milk	All fat tests	gallon	98	3.00	105	5.49	537	3.26
Ice cream		48-64oz	12348	3.04	14371	2.89	16098	3.02
Milk	All fat tests	half gallon	228	2.24	50	1.99	705	1.63
Milk	All fat tests	gallon	1066	2.93	1365	2.90	1096	2.65
Sour cream		16 oz	7789	1.73	6206	1.73	8199	1.66
Yogurt	Greek	4-6 oz	8617	.98	10806	.97	9792	.99
Yogurt	Greek	32 oz	511	3.66	350	4.16	56	3.99
Yogurt	Yogurt	4-6 oz	8081	.51	3108	.55	5436	.50
Yogurt	Yogurt	32 oz	680	2.35	806	2.45	1801	2.07

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 #	2.79-3.99	940	3.42	2.50-3.49	1310	2.61	2.77	165	2.77
Cheese	Natural Varieties	8 oz block	2.00-3.99	3254	2.49	2.00-2.99	2496	2.45	1.99-3.00	865	2.19
Cheese	Natural Varieties	1 # block	3.49-4.99	479	3.97	3.99	105	3.99	5.49	176	5.49
Cheese	Natural Varieties	2 # block	7.99	112	7.99	7.99	58	7.99			
Cheese	Natural Varieties	8 oz shred	2.00-2.99	1500	2.54	1.99-2.99	2397	2.34	1.99-3.00	1226	2.13
Cheese	Natural Varieties	1 # shred	2.39-3.99	360	2.96	2.99-3.99	342	3.30	2.99-5.49	537	3.81
Cottage cheese		16 oz	2.50-2.99	357	2.71				2.49	70	2.49
Cream cheese		8 oz	1.50-2.69	1774	2.07	0.98-2.59	2366	2.04	0.99-2.00	1081	1.45
Flavored milk	All fat tests	half gallon	2.50-2.98	241	2.78	2.57	195	2.57	2.69-2.89	285	2.77
Flavored milk	All fat tests	gallon							3.00	98	3.00
Ice cream		48-64oz	1.88-3.99	3326	2.74	2.50-4.99	2400	3.77	2.49-3.99	1920	2.81
Milk	All fat tests	half gallon	1.89	128	1.89						
Milk	All fat tests	gallon	3.49	169	3.49	3.18	237	3.18	2.50-2.79	660	2.69
Sour cream		16 oz	1.39-2.55	2228	1.73	1.25-2.55	1115	1.47	0.99-1.99	1198	1.49
Yogurt	Greek	4-6 oz	1.00-1.25	2286	1.03	0.80-1.00	2891	.93	0.88-1.11	1127	1.00
Yogurt	Greek	32 oz	3.50-3.99	283	3.70	3.99	77	3.99	3.99	63	3.99
Yogurt	Yogurt	4-6 oz	0.48-0.88	2676	.59	0.40-0.60	2435	.46	0.50	548	.50

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	2.50-2.59	162	2.56	1.98	202	1.98			

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 #	2.50-3.49	324	2.87	2.99-3.99	961	3.63	2.99-3.50	398	3.43
Cheese	Natural Varieties	8 oz block	2.00-2.99	474	2.52	1.99-3.33	1209	2.52	1.66-2.50	496	2.22
Cheese	Natural Varieties	1 # block							4.29	118	4.29
Cheese	Natural Varieties	2 # block	7.49-8.49	234	8.01	7.99	649	7.99	5.99	298	5.99
Cheese	Natural Varieties	8 oz shred	1.99-2.99	1104	2.34	1.99-3.00	1826	2.45	1.66-2.99	546	2.29
Cottage cheese		16 oz				1.49-1.99	442	1.71			
Cream cheese		8 oz	1.00-2.00	780	1.54	1.49-2.00	2200	1.69	1.25-1.69	560	1.53
Ice cream		48-64oz	2.50-4.99	1278	3.55	1.99-3.77	2444	2.85	1.88-2.99	980	2.56
Milk	All fat tests	half gallon							2.39-2.99	100	2.69
Sour cream		16 oz	1.00-2.19	911	1.58	1.25-2.69	1577	2.06	1.25-2.50	760	1.96
Yogurt	Greek	4-6 oz	1.00	674	1.00	0.89-1.00	1125	.99	1.00-1.25	514	1.02
Yogurt	Greek	32 oz	3.00	88	3.00						
Yogurt	Yogurt	4-6 oz	0.33-0.60	686	.49	0.40-0.50	1358	.48	0.40-0.50	378	.47
Yogurt	Yogurt	32 oz				2.00	64	2.00	2.50-2.99	252	2.60

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 #					754	3.99
Cream cheese		8 oz			195	2.50		
Ice cream		48-64oz					143	5.99
Milk	All fat tests	half gallon	2247	3.49	1669	3.23	3228	3.43
Milk	All fat tests	gallon	70	5.99	98	5.99	98	4.99
Milk	All fat tests	8 oz UHT	201	1.00	201	1.00	483	.95
Sour cream		16 oz					165	2.99
Yogurt	Greek	4-6 oz	674	1.12	684	1.03	1279	.81
Yogurt	Yogurt	4-6 oz			345	.71	360	.81
Yogurt	Yogurt	32 oz	71	3.50	1351	3.87		

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	3.59-3.99	342	3.79	3.49-3.99	182	3.65	2.99-3.59	341	3.28
Milk	All fat tests	gallon							5.99	70	5.99
Milk	All fat tests	8 oz UHT							1.00	201	1.00
Yogurt	Greek	4-6 oz	1.00	509	1.00				1.50	165	1.50
Yogurt	Yogurt	32 oz	3.50	71	3.50						

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	2.99-3.69	436	3.17	3.49-3.99	648	3.69	3.29	298	3.29

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