



## 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/dybretil.pdf>

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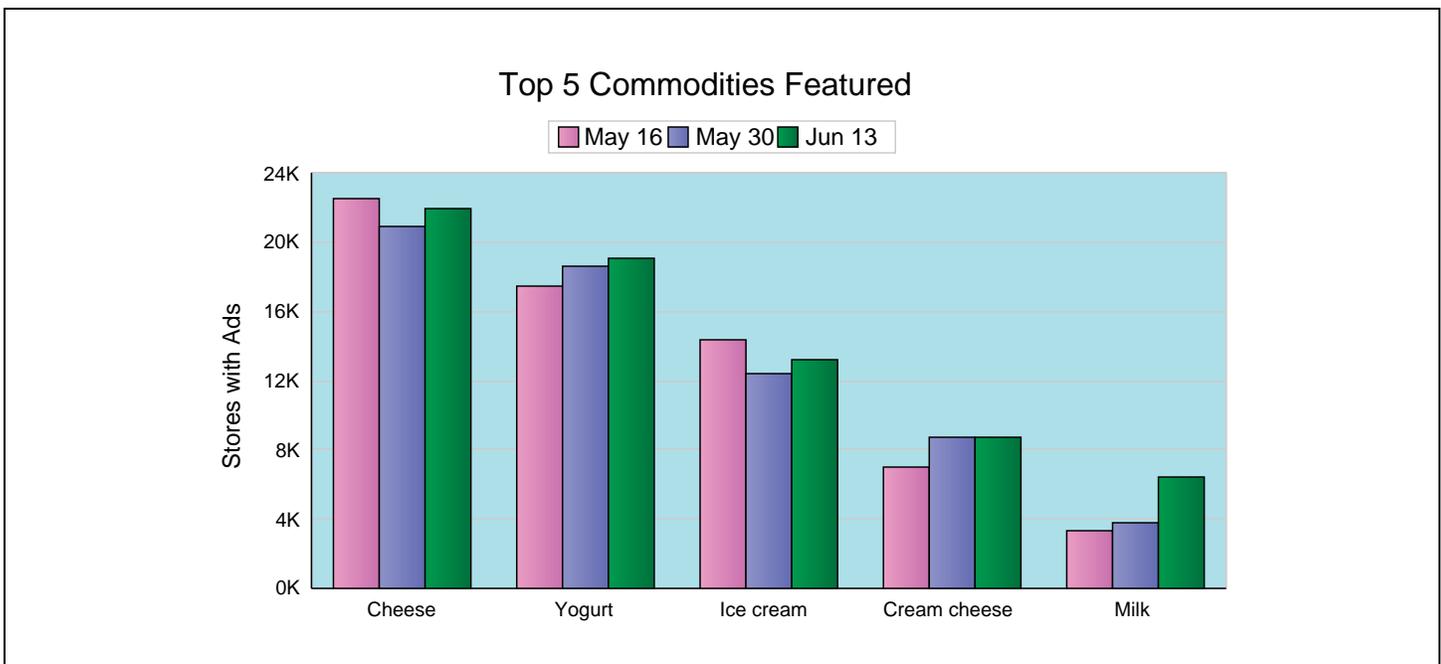
### Advertised Prices for Dairy Products at Major Retail Supermarket Outlets 06/02 to 06/13

June dairy month themed ads were in abundance this survey period. A number of ads offered dairy products as “2 for the price of 1” specials. Cottage cheese was the largest percentage gainer in dairy ad volume, more than tripling from two weeks ago. 16 ounce containers had a national average price of \$2.33, up 14 cents from two weeks ago and up 24 cents from a year ago. Prices ranged from \$1.50 in the Southwest to \$3.38 in the Northeast. Ad volume for gallon milk more than doubled from the last period, with a national average price of \$3.20, 27 cents above two weeks ago and 26 cents above one year ago. Prices ranged from \$1.75 in the Southwest to \$4.49 in the Northeast.

The big percentage gain in yogurt ad volume is for 32 ounce Greek yogurt, with ads nearly tripling the number two weeks ago and six times greater than one year ago. The national average price, \$4.29, is up 63 cents from two weeks ago and up 66 cents from a year ago. 4-6 ounce Greek yogurt’s average price, \$0.99, is up 1 cent from two weeks ago but down 2 cents from a year ago. 4-6 ounce yogurt has an average price of \$.54, up 3 cents from two weeks ago but even with a year ago.

Cheese ad volume decreased 7% nationally from two weeks ago. The national weighted average advertised price of 8 ounce shredded cheese, \$2.57, is up 20 cents from the last report and up 25 cents from last year. 8 ounce block cheese has an average price of \$2.62, 18 cents higher than two weeks ago and 31 cents above last year.

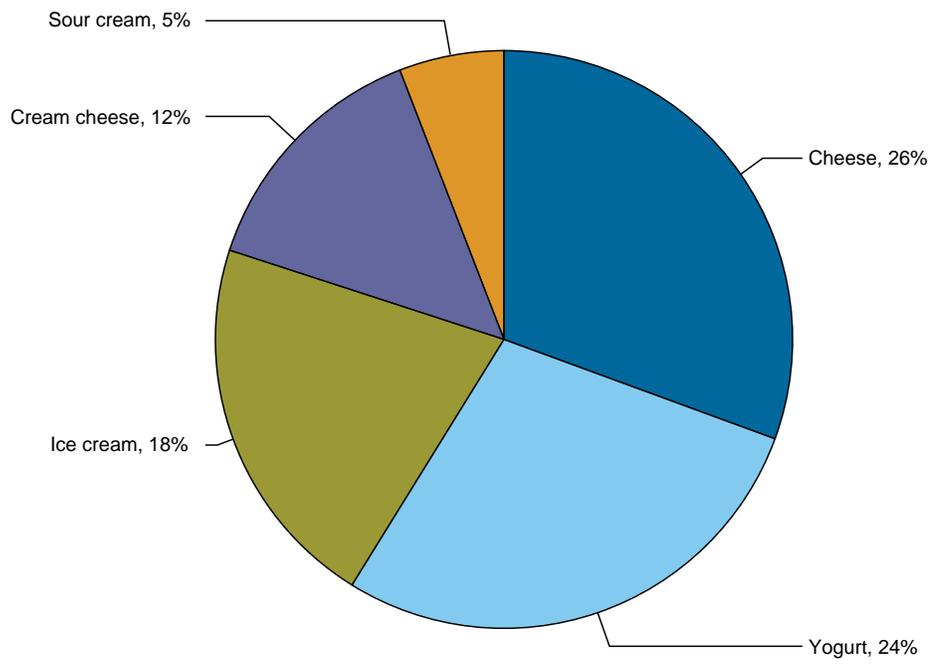
The conventional-organic milk half gallon price spread is \$1.45. Last year at this time, the price spread was \$2.59. The spread is calculated from the conventional milk half gallon average advertised price of \$1.99, and the organic milk half-gallon average, \$3.44.



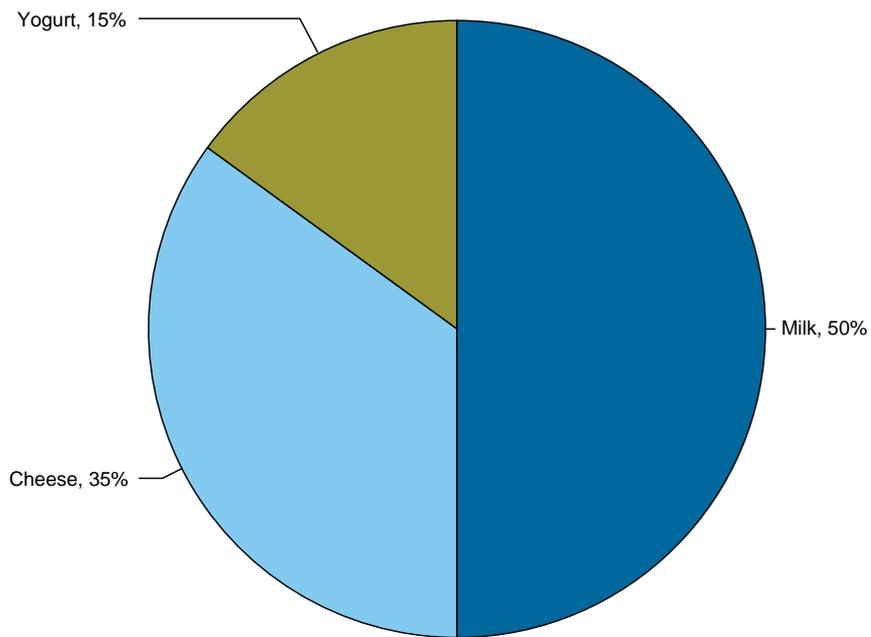
1 -- Dairy Market News surveys nearly 100 retailers, comprising over 14,000 individual stores, with online weekly advertised features.

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 #	3571	3.24	4098	3.14	3675	2.97
Cheese	Natural Varieties	8 oz block	5532	2.62	8794	2.44	7866	2.31
Cheese	Natural Varieties	1 # block	1403	4.05	878	4.32	4771	4.51
Cheese	Natural Varieties	2 # block	740	7.10	1351	7.55	1415	5.78
Cheese	Natural Varieties	8 oz shred	10063	2.57	8599	2.37	9828	2.32
Cheese	Natural Varieties	1 # shred	1688	3.73	1239	3.42	1822	4.09
Cottage cheese		16 oz	2994	2.33	869	2.19	2804	2.09
Cream cheese		8 oz	8698	1.74	8761	1.81	6011	1.65
Flavored milk	All fat tests	half gallon	50	2.99	721	2.72	271	2.50
Flavored milk	All fat tests	gallon	236	4.29	98	3.00	683	3.52
Ice cream		48-64oz	13255	2.97	12348	3.04	12852	2.98
Milk	All fat tests	half gallon	102	1.99	228	2.24	85	1.00
Milk	All fat tests	gallon	2760	3.20	1066	2.93	1592	2.94
Sour cream		16 oz	3927	1.81	7789	1.73	5131	1.85
Yogurt	Greek	4-6 oz	12185	.99	8617	.98	11874	1.01
Yogurt	Greek	32 oz	1376	4.29	511	3.66	227	3.63
Yogurt	Yogurt	4-6 oz	3712	.54	8081	.51	8097	.54
Yogurt	Yogurt	32 oz	708	2.25	680	2.35	790	2.25

### 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 #	2.98-4.49	1184	3.46	2.49-3.50	1090	3.18	2.00-3.69	475	3.09
Cheese	Natural Varieties	8 oz block	1.99-2.99	2347	2.53	2.50-3.00	1588	2.83	1.99-2.50	710	2.12
Cheese	Natural Varieties	1 # block	3.99	128	3.99	3.99	105	3.99	3.79-3.99	359	3.89
Cheese	Natural Varieties	2 # block				4.99	53	4.99			
Cheese	Natural Varieties	8 oz shred	2.00-3.69	2152	2.61	1.99-3.00	3843	2.56	1.99-2.50	892	2.21
Cheese	Natural Varieties	1 # shred				3.79-3.99	468	3.83	3.79-3.99	427	3.83
Cottage cheese		16 oz	1.99-3.38	1069	2.33	2.69	1212	2.69	1.69	176	1.69
Cream cheese		8 oz	1.25-2.79	1212	2.20	1.49-2.19	3670	1.65	1.50-2.00	568	1.71
Flavored milk	All fat tests	gallon	4.49	142	4.49				3.99	94	3.99
Ice cream		48-64oz	1.99-3.99	2934	2.99	2.50-3.50	2060	2.87	2.00-3.50	2025	2.73
Milk	All fat tests	half gallon				1.99	102	1.99			
Milk	All fat tests	gallon	3.49-4.49	853	3.75	1.99	58	1.99	2.29-2.79	271	2.66
Sour cream		16 oz	1.29-2.69	1809	1.93	1.50-2.00	362	1.79	1.50-1.89	639	1.72
Yogurt	Greek	4-6 oz	0.88-1.25	3114	1.00	0.80-1.00	3451	.95	0.89-1.00	1507	.99
Yogurt	Greek	32 oz				3.45-4.99	732	4.87			
Yogurt	Yogurt	4-6 oz	0.39-0.88	1496	.63	0.45-0.60	859	.50	0.30-0.50	347	.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	2.29-2.50	187	2.43	2.00	321	2.00	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 #	3.00-3.50	171	3.35	3.29-3.99	231	3.80	2.00-3.50	420	2.60
Cheese	Natural Varieties	8 oz block	2.99-3.00	175	2.99	1.99-2.99	180	2.63	2.50-3.00	532	2.88
Cheese	Natural Varieties	1 # block	3.99	118	3.99	3.79-4.49	613	4.21	3.79	80	3.79
Cheese	Natural Varieties	2 # block				6.99-7.99	485	7.79	5.99	202	5.99
Cheese	Natural Varieties	8 oz shred	1.99-3.00	1194	2.42	1.77-3.69	1602	2.82	2.49-3.00	380	2.74
Cheese	Natural Varieties	1 # shred	2.00-3.79	376	3.24	3.79-4.29	337	3.98	3.79	80	3.79
Cottage cheese		16 oz	1.99	118	1.99	1.50-1.99	419	1.67			
Cream cheese		8 oz	1.49-1.99	1039	1.62	1.49-1.99	1751	1.68	1.49-1.99	458	1.82
Flavored milk	All fat tests	half gallon							2.99	50	2.99
Ice cream		48-64oz	2.50-4.99	1854	3.20	2.49-3.99	3336	2.99	2.50-3.99	1046	3.15
Milk	All fat tests	gallon	1.99-2.50	234	2.23	1.75-4.19	996	3.23	2.89-3.99	348	3.05
Sour cream		16 oz	1.50-1.99	254	1.89	1.49-1.99	695	1.60	1.50-2.50	168	1.80
Yogurt	Greek	4-6 oz	0.88-1.19	1126	1.01	1.00-1.25	1941	1.03	0.88-1.25	1046	.99
Yogurt	Greek	32 oz	3.45-4.49	346	3.79				3.45	298	3.45
Yogurt	Yogurt	4-6 oz	0.33-0.50	327	.45	0.40-0.50	431	.48	0.48-0.50	252	.48
Yogurt	Yogurt	32 oz	2.00	52	2.00				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 #					1049	4.06
Cheese	Natural Varieties	8 oz block	1351	3.63				
Cheese	Natural Varieties	8 oz shred	1114	3.62				
Cottage cheese		16 oz					50	3.50
Milk	All fat tests	half gallon	3377	3.44	2247	3.49	4141	3.59
Milk	All fat tests	gallon	195	4.99	70	5.99	416	5.00
Milk	All fat tests	8 oz UHT			201	1.00		
Yogurt	Greek	4-6 oz	334	1.25	674	1.12		
Yogurt	Yogurt	4-6 oz	744	.57			652	.84
Yogurt	Yogurt	32 oz			71	3.50	1095	2.74

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
Cheese	Natural Varieties	8 oz block	3.69	112	3.69	3.69	58	3.69			
Cheese	Natural Varieties	8 oz shred	3.69	112	3.69	3.69	58	3.69			
Milk	All fat tests	half gallon				2.99-3.49	498	3.07	2.99-3.99	973	3.43
Milk	All fat tests	gallon				4.99	195	4.99			
Yogurt	Greek	4-6 oz	1.00	169	1.00				1.50	165	1.50
Yogurt	Yogurt	4-6 oz				0.50	58	.50	0.75	201	.75

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
Cheese	Natural Varieties	8 oz block	3.49-3.69	234	3.59	3.69	649	3.69	3.49	298	3.49
Cheese	Natural Varieties	8 oz shred	3.49-3.69	234	3.59	3.69	412	3.69	3.49	298	3.49
Milk	All fat tests	half gallon	2.79-3.99	716	3.29	3.79-3.99	676	3.83	2.99-3.79	514	3.53
Yogurt	Yogurt	4-6 oz	0.50	112	.50	0.50	75	.50	0.50	298	.50

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