



## 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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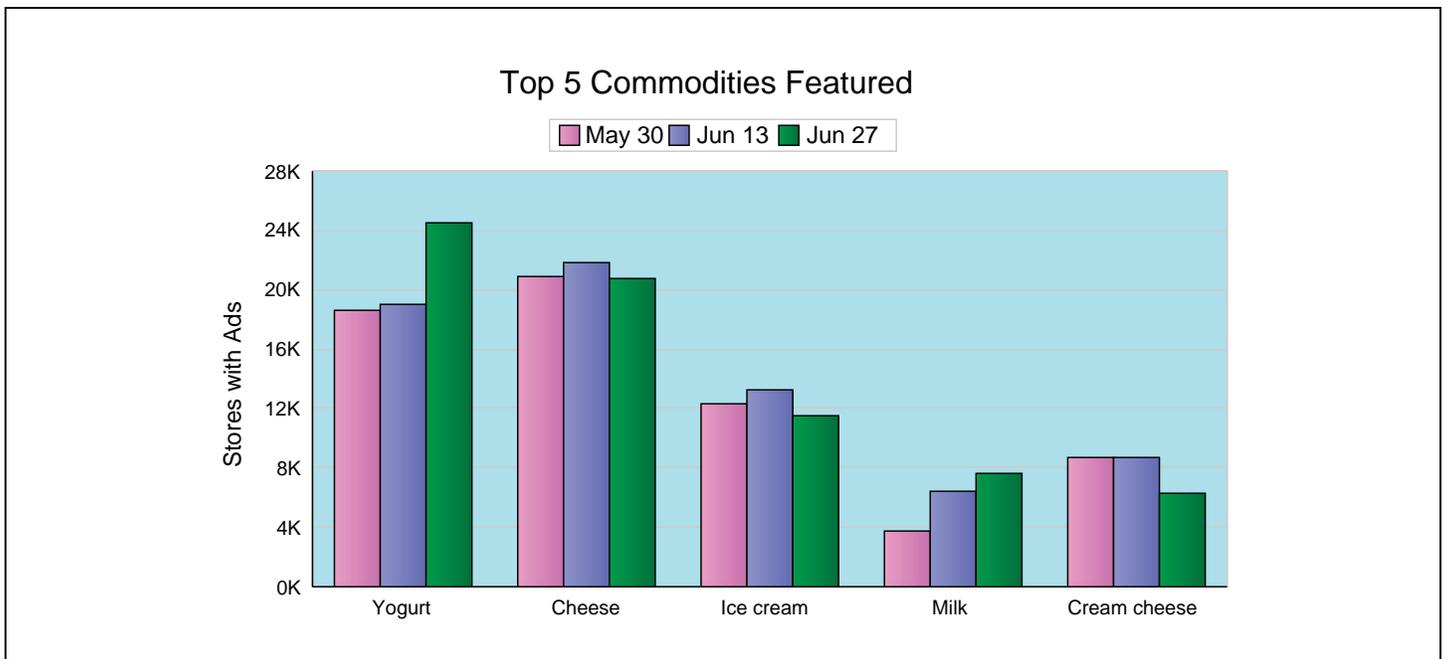
### Advertised Prices for Dairy Products at Major Retail Supermarket Outlets 06/16 to 06/27

Ice cream is the most advertised early summer dairy product, aside from the multiple size cheese and yogurt categories. 48-64 ounce ice cream has a national average price of \$3.03, up 6 cents from two weeks ago but 2 cents lower than one year ago. Regional prices range from \$1.88 in the Northeast, to \$4.99 in the Southeast, Midwest and South Central. Cream cheese (8 oz.) is second to ice cream in ad count, with a national price of \$1.72, down 2 cents from two weeks ago but up 12 cents from a year ago. Sour cream follows in ad count, with a national price of \$1.94, up 13 cents from two weeks ago and up 40 cents from a year ago.

Cheese ad volume decreased 9% nationally from two weeks ago, following declines of 7% each of the two preceding periods. The national weighted average advertised price of 8 ounce shredded cheese, \$2.30, is down 27 cents from the last report but up 14 cents from last year. 8 ounce block cheese has an average price of \$2.44, 18 cents lower than two weeks ago but 14 cents above last year.

The big percentage gain in yogurt ad volume is for 4-6 ounce yogurt, with ads more than doubling the number two weeks ago. The national average price, \$.56, is up 2 cents from two weeks ago and up 4 cents from a year ago. 4-6 ounce Greek yogurt's average price, \$0.97, is down 2 cents from two weeks ago and from a year ago.

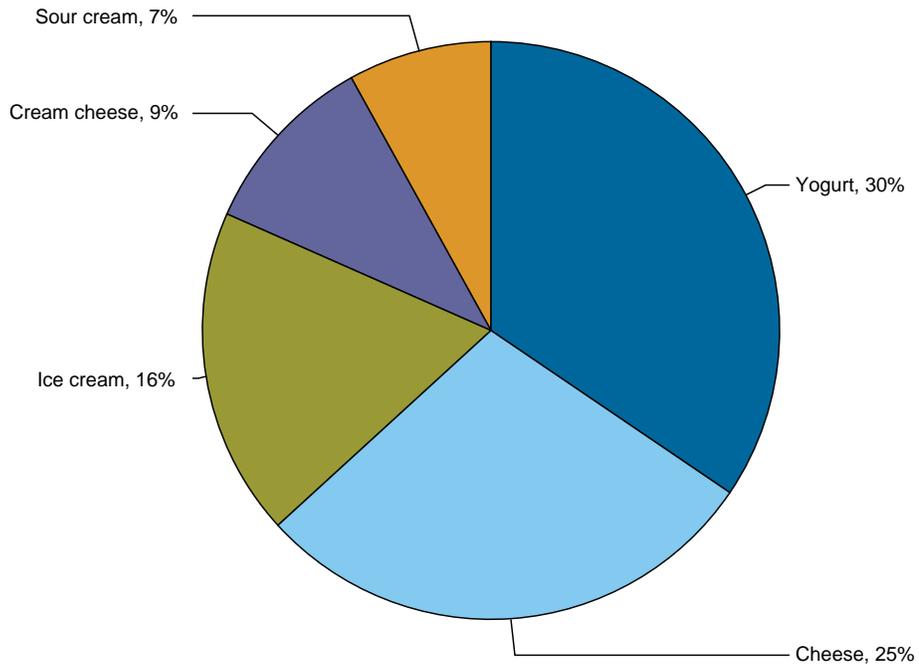
The conventional-organic milk half gallon price spread is \$2.55. Last year at this time, the price spread was \$1.22. The spread is calculated from the conventional milk half gallon average advertised price of \$1.25, which is the lowest price of 2014, and the organic milk half-gallon price, \$3.80, which is tied for the highest price of the year.



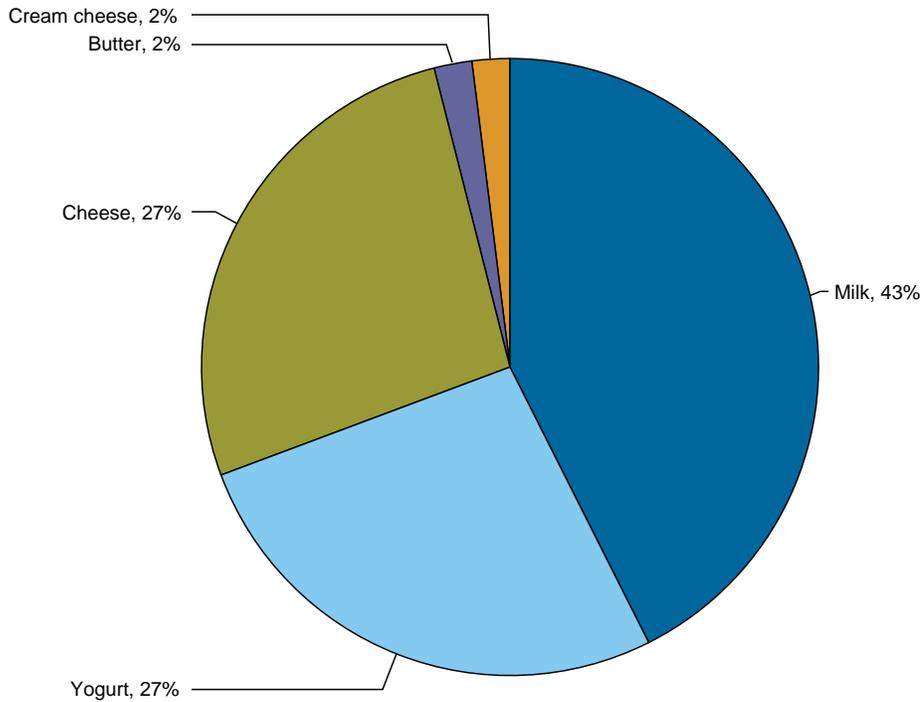
1 -- Dairy Market News surveys nearly 100 retailers, comprising over 14,000 individual stores, with online weekly advertised features.

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 #	3570	3.51	3571	3.24	4099	2.87
Cheese	Natural Varieties	8 oz block	6613	2.44	5532	2.62	7880	2.30
Cheese	Natural Varieties	1 # block	1279	4.43	1403	4.05	1788	3.59
Cheese	Natural Varieties	2 # block	1143	7.84	740	7.10	1882	6.62
Cheese	Natural Varieties	8 oz shred	7824	2.30	10063	2.57	5989	2.16
Cheese	Natural Varieties	1 # shred	873	4.72	1688	3.73	1895	3.06
Cottage cheese		16 oz	2128	2.58	2994	2.33	2530	2.05
Cream cheese		8 oz	6152	1.72	8698	1.74	7015	1.60
Flavored milk	All fat tests	half gallon	494	2.47	50	2.99	845	2.42
Flavored milk	All fat tests	gallon	105	5.99	236	4.29	244	3.89
Ice cream		48-64oz	11516	3.03	13255	2.97	14684	3.05
Milk	All fat tests	half gallon	305	1.25	102	1.99	754	2.32
Milk	All fat tests	gallon	2572	3.11	2760	3.20	2023	2.78
Sour cream		16 oz	5160	1.94	3927	1.81	5805	1.54
Yogurt	Greek	4-6 oz	12631	.97	12185	.99	9764	.99
Yogurt	Greek	32 oz	438	4.32	1376	4.29	176	3.99
Yogurt	Yogurt	4-6 oz	7597	.56	3712	.54	9894	.52
Yogurt	Yogurt	32 oz	767	2.45	708	2.25	1319	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 #	3.88-4.59	854	4.21	2.50-3.34	1978	3.15	3.69-3.99	299	3.79
Cheese	Natural Varieties	8 oz block	2.00-3.50	1911	2.64	2.00-2.50	2824	2.22	2.00-2.40	391	2.17
Cheese	Natural Varieties	1 # block	3.99-4.99	712	4.24						
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	1923	2.66	1.99-2.50	3236	2.18	1.99-2.50	965	2.15
Cheese	Natural Varieties	1 # shred	3.99	123	3.99	4.99	124	4.99			
Cottage cheese		16 oz	1.99-3.69	1629	2.67	2.18	202	2.18			
Cream cheese		8 oz	1.50-3.99	1649	2.13	1.00-2.50	2255	1.80	1.49-1.50	779	1.50
Flavored milk	All fat tests	half gallon				2.67	195	2.67	2.00-2.50	299	2.34
Flavored milk	All fat tests	gallon				5.99	105	5.99			
Ice cream		48-64oz	1.88-3.99	2838	2.62	1.99-4.99	2223	3.72	1.99-4.99	1735	2.85
Milk	All fat tests	half gallon							1.25	187	1.25
Milk	All fat tests	gallon	3.00-4.68	430	3.82	2.99-3.69	402	3.17	2.49-2.59	295	2.56
Sour cream		16 oz	0.99-2.69	2653	1.85	1.50-2.19	544	1.75	1.50-2.00	551	1.74
Yogurt	Greek	4-6 oz	0.80-1.25	3693	.99	0.80-1.00	2955	.92	0.75-1.00	2012	.98
Yogurt	Greek	32 oz	3.99-5.49	186	4.44	4.28	202	4.28			

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	4-6 oz	0.49-1.00	2150	.71	0.40-0.50	2707	.49	0.50	548	.50
Yogurt	Yogurt	32 oz	2.39-2.50	131	2.45				2.39	165	2.39

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	53	3.00	2.99-3.99	286	3.77	2.99-3.50	100	3.25
Cheese	Natural Varieties	8 oz block	2.00-2.99	352	2.66	1.99-2.99	719	2.73	1.66-2.99	416	2.61
Cheese	Natural Varieties	1 # block				4.49-4.50	365	4.49	4.99	202	4.99
Cheese	Natural Varieties	2 # block	7.49-8.49	234	8.01	5.99-7.99	739	7.75			
Cheese	Natural Varieties	8 oz shred	1.99-2.50	921	2.25	1.99-2.50	581	2.23	1.66-1.99	198	1.79
Cheese	Natural Varieties	1 # shred	4.99	202	4.99	4.49	222	4.49	4.99	202	4.99
Cottage cheese		16 oz				2.00-2.50	247	2.37	2.39	50	2.39
Cream cheese		8 oz	1.00-2.50	429	1.41	1.00-1.50	880	1.22	1.00-1.50	160	1.25
Ice cream		48-64oz	1.99-4.99	1302	2.89	2.50-4.49	2372	3.14	2.49-3.99	1046	2.88
Milk	All fat tests	half gallon							1.25	118	1.25
Milk	All fat tests	gallon	1.99-2.50	234	2.23	1.99-3.99	863	3.19	2.89-3.99	348	3.05
Sour cream		16 oz	1.79-2.19	287	2.12	2.00-2.50	777	2.30	2.19-2.50	348	2.23
Yogurt	Greek	4-6 oz	0.88-1.00	865	.96	0.95-1.25	1954	1.00	0.88-1.25	1152	.98
Yogurt	Greek	32 oz							3.99	50	3.99
Yogurt	Yogurt	4-6 oz	0.50	799	.50	0.50	1015	.50	0.50	378	.50
Yogurt	Yogurt	32 oz	2.50	139	2.50				2.00-2.99	332	2.45

### 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 #	202	3.98			89	3.99
Cheese	Natural Varieties	8 oz block	1553	3.61	1351	3.63		
Cheese	Natural Varieties	8 oz shred	1441	3.61	1114	3.62		
Cream cheese		8 oz	202	1.98				
Milk	All fat tests	half gallon	1121	3.80	3377	3.44	3925	3.54
Milk	All fat tests	gallon	2503	5.50	195	4.99	360	5.45
Milk	All fat tests	8 oz UHT	1149	1.04			125	.80
Yogurt	Greek	4-6 oz	1487	1.00	334	1.25	611	1.00
Yogurt	Greek	32 oz	201	2.99			235	2.99

Wtd Avg - Simple weighted average



Yogurt	Yogurt	4-6 oz			744	.57	408	.65
Yogurt	Yogurt	32 oz	1351	3.87			828	2.50

### 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 #				3.98	202	3.98			
Cheese	Natural Varieties	8 oz block	3.69	112	3.69	3.50-3.69	260	3.54			
Cheese	Natural Varieties	8 oz shred				3.50-3.69	260	3.54			
Cream cheese		8 oz				1.98	202	1.98			
Milk	All fat tests	half gallon	3.99	190	3.99	3.98-4.00	279	3.99	3.69-4.28	366	3.96
Milk	All fat tests	gallon				5.00-5.69	1081	5.04	5.99	98	5.99
Milk	All fat tests	8 oz UHT	1.00	609	1.00	1.09	460	1.09			
Yogurt	Greek	4-6 oz	1.00	232	1.00	1.00	429	1.00	1.00	450	1.00
Yogurt	Greek	32 oz							2.99	201	2.99
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
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	649	3.69	3.49	298	3.49
Milk	All fat tests	half gallon	4.00	88	4.00				2.99	198	2.99
Milk	All fat tests	gallon	5.69-5.79	234	5.74	5.99-6.49	792	6.08	5.29	298	5.29
Milk	All fat tests	8 oz UHT							1.00	80	1.00
Yogurt	Greek	4-6 oz	1.00	376	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