



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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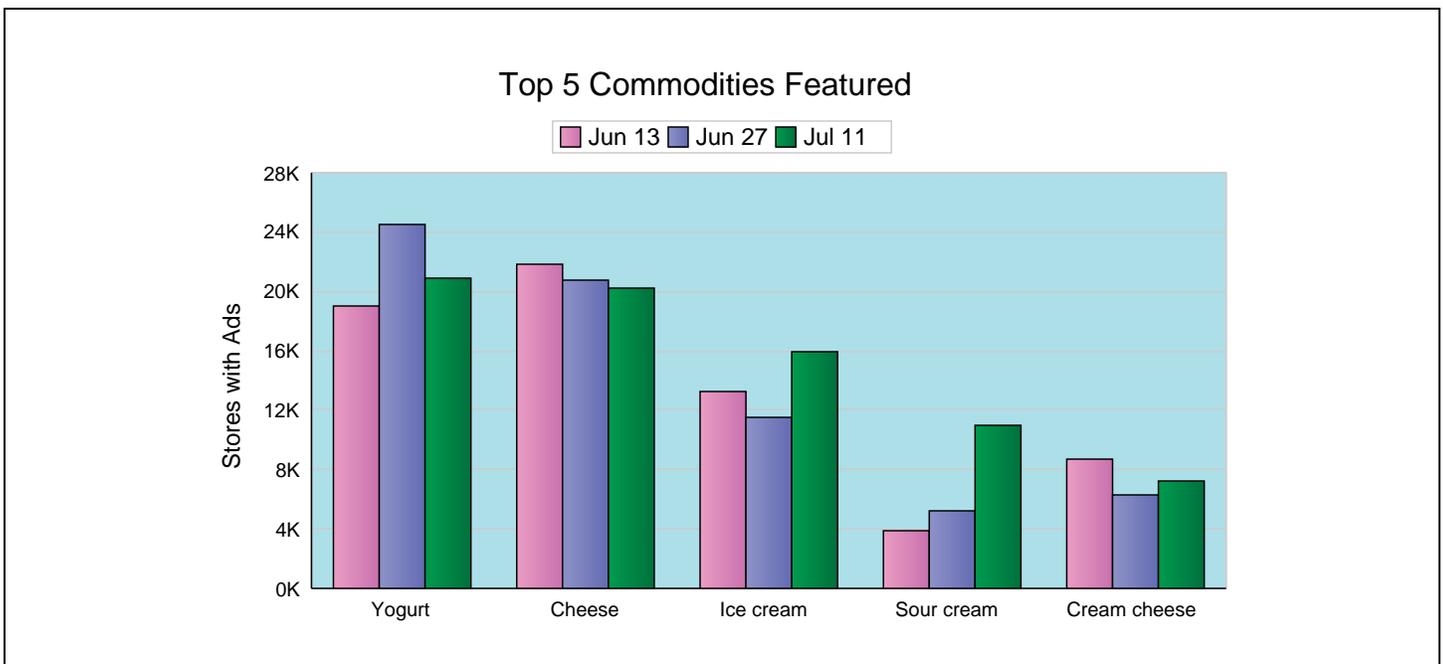
Advertised Prices for Dairy Products at Major Retail Supermarket Outlets 06/30 to 07/11

Traditionally strong selling summer dairy products such as sour cream, cream cheese and ice cream experienced increased advertising volume over the period spanning the 4th of July. Sour cream ad volume more than doubled. The national weighted average price is \$1.82, down 12 cents from two weeks ago but up 16 cents from last year. Cream cheese, at \$1.65, also experienced an increase in ad numbers, with the price down 7 cents from two weeks ago and down 17 cents from last year. Ads for 48-64 ounce ice cream increased 37%. The price, \$3.15, is up 12 cents from two weeks ago and up 23 cents from last year. Prices ranged from \$1.88 in the Southwest, to \$4.99 in the Southeast and South Central regions.

Cheese ad volume increased 14% nationally from two weeks ago. The national weighted average advertised price of 8 ounce shredded cheese, \$2.58, is up 28 cents from the last report and up 42 cents from last year. 8 ounce block cheese has an average price of \$2.57, 13 cents higher than two weeks ago and 27 cents above last year.

The most advertised yogurt product is 4-6 ounce Greek yogurt, with more than double the ad count of 4-6 ounce yogurt, the number two most advertised yogurt. The average price of 4-6 ounce Greek yogurt, \$0.98, is up 1 cent from two weeks ago but down 2 cents from a year ago. With a national average price of \$.53, 4-6 ounce yogurt is down 3 cents from two weeks ago but up 6 cents from a year ago.

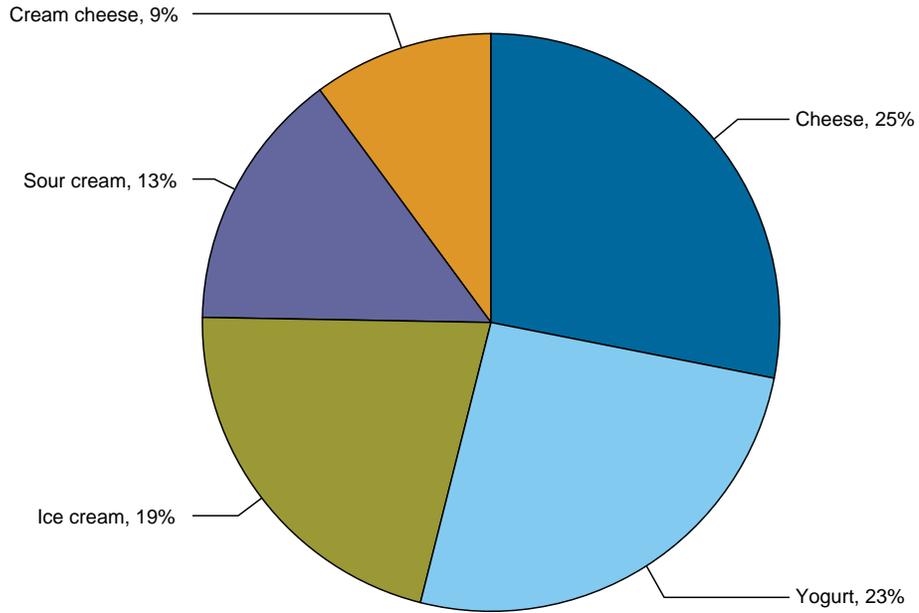
The conventional-organic milk half gallon price spread is \$.68. Last year at this time, the price spread was \$1.17. The spread is calculated from the conventional milk half gallon average advertised price of \$3.14, and the organic milk half-gallon price, \$3.82.



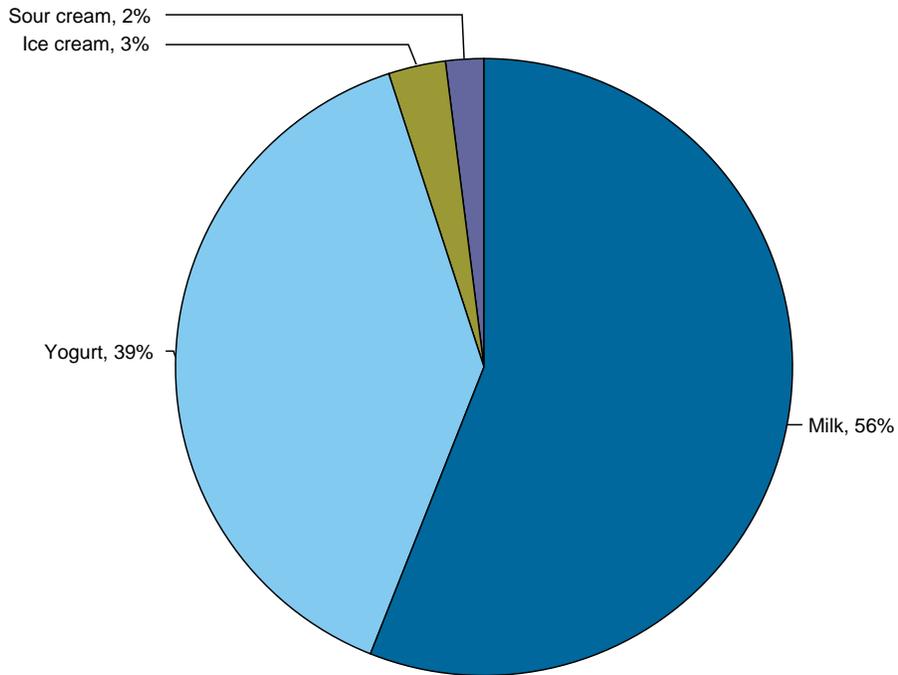
1 -- Dairy Market News surveys nearly 100 retailers, comprising over 14,000 individual stores, with online weekly advertised features.

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 #	3970	3.04	3570	3.51	3444	2.54
Cheese	Natural Varieties	8 oz block	7422	2.57	6613	2.44	5818	2.30
Cheese	Natural Varieties	1 # block	361	3.99	1279	4.43	1058	3.96
Cheese	Natural Varieties	2 # block	1486	8.15	1143	7.84	257	7.29
Cheese	Natural Varieties	8 oz shred	9407	2.58	7824	2.30	6624	2.16
Cheese	Natural Varieties	1 # shred	1570	3.23	873	4.72	606	3.72
Cottage cheese		16 oz	1513	2.25	2128	2.58	1797	2.07
Cream cheese		8 oz	7248	1.65	6152	1.72	5213	1.82
Flavored milk	All fat tests	half gallon			494	2.47	362	2.21
Flavored milk	All fat tests	gallon	235	3.84	105	5.99	439	3.99
Ice cream		48-64oz	15760	3.15	11516	3.03	12874	2.92
Milk	All fat tests	half gallon	947	3.14	305	1.25	1231	2.37
Milk	All fat tests	gallon	2299	3.04	2572	3.11	4176	2.89
Sour cream		16 oz	10813	1.82	5160	1.94	7872	1.66
Yogurt	Greek	4-6 oz	11630	.98	12631	.97	7667	1.00
Yogurt	Greek	32 oz	165	3.50	438	4.32	62	3.99
Yogurt	Yogurt	4-6 oz	5467	.53	7597	.56	6598	.47
Yogurt	Yogurt	32 oz	1386	2.52	767	2.45	848	2.35

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	1150	3.57	2.49-3.00	1592	2.82	1.98-3.00	640	2.58
Cheese	Natural Varieties	8 oz block	1.99-3.29	3004	2.55	2.25-3.48	1803	2.55	1.49-2.25	636	1.91
Cheese	Natural Varieties	1 # block	3.99	128	3.99	3.99	105	3.99			
Cheese	Natural Varieties	2 # block				7.99	58	7.99			
Cheese	Natural Varieties	8 oz shred	1.99-7.99	2657	2.83	2.25-3.00	2067	2.55	1.49-2.50	1349	2.13
Cheese	Natural Varieties	1 # shred				2.99-3.99	468	3.21	2.99	450	2.99
Cottage cheese		16 oz	1.99-2.79	479	2.33	2.00-2.50	235	2.23	2.28	62	2.28
Cream cheese		8 oz	1.25-2.50	1718	1.69	1.25-2.00	2381	1.69	0.99-2.00	666	1.58
Flavored milk	All fat tests	gallon	4.19	165	4.19				3.00	70	3.00
Ice cream		48-64oz	1.99-4.19	3369	3.01	2.50-4.99	4691	3.30	1.98-3.99	2207	2.80
Milk	All fat tests	half gallon	2.00-4.29	795	3.25	1.99	102	1.99			
Milk	All fat tests	gallon	3.69-4.99	348	4.15	3.27-3.69	231	3.50	2.59-3.00	333	2.71
Sour cream		16 oz	1.50-2.50	2689	1.96	1.00-2.50	3052	1.86	0.99-2.00	1253	1.59
Yogurt	Greek	4-6 oz	0.80-1.25	3612	1.01	0.00-1.00	2687	.90	0.89-1.00	1450	.99
Yogurt	Greek	32 oz	3.50	165	3.50						
Yogurt	Yogurt	4-6 oz	0.40-0.99	2302	.54	0.49-0.60	2243	.50	0.50-1.00	377	.77

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	2.28-3.99	747	2.53	2.18-3.00	321	2.40	3.50	70	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
Butter		1 #	2.49-3.49	123	3.06	3.99	167	3.99	2.00-3.50	298	2.64
Cheese	Natural Varieties	8 oz block	2.00-3.99	425	2.85	1.99-3.49	1352	2.64	3.99	202	3.99
Cheese	Natural Varieties	1 # block				3.99	128	3.99			
Cheese	Natural Varieties	2 # block	7.49-8.99	234	8.27	7.99-9.99	816	8.76	5.99-6.99	378	6.78
Cheese	Natural Varieties	8 oz shred	2.29-3.00	1430	2.55	1.99-2.99	1606	2.69	2.29	298	2.29
Cheese	Natural Varieties	1 # shred	2.99	376	2.99	3.99	276	3.99			
Cottage cheese		16 oz				1.89-2.50	417	2.41	1.00-2.50	320	1.95
Cream cheese		8 oz	1.25-2.29	836	1.75	1.50-2.00	1369	1.57	1.00-1.50	278	1.28
Ice cream		48-64oz	2.49-4.99	2001	3.54	1.88-3.99	2424	3.06	2.50-3.99	1068	3.09
Milk	All fat tests	half gallon							3.69	50	3.69
Milk	All fat tests	gallon	1.99-2.88	321	2.44	1.99-3.69	768	2.85	2.89	298	2.89
Sour cream		16 oz	1.00-2.00	1053	1.34	1.39-2.50	2132	2.03	1.00-2.50	634	1.64
Yogurt	Greek	4-6 oz	1.00	833	1.00	0.95-1.00	2300	.99	1.00-1.25	748	1.02
Yogurt	Yogurt	4-6 oz	0.50	53	.50	0.49-0.50	374	.50	0.50	118	.50
Yogurt	Yogurt	32 oz	2.39	118	2.39				2.00-2.99	130	2.38

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		
Cheese	Natural Varieties	8 oz block			1553	3.61		
Cheese	Natural Varieties	8 oz shred			1441	3.61		
Cream cheese		8 oz			202	1.98		
Ice cream		48-64oz	143	5.99			1166	3.81
Milk	All fat tests	half gallon	2707	3.82	1121	3.80	3141	3.54
Milk	All fat tests	gallon			2503	5.50		
Milk	All fat tests	8 oz UHT	440	.84	1149	1.04	283	1.00
Sour cream		16 oz	112	2.39				
Yogurt	Greek	4-6 oz	867	1.05	1487	1.00	453	1.00
Yogurt	Greek	32 oz			201	2.99		

Wtd Avg - Simple weighted average



Yogurt	Yogurt	4-6 oz						228	.88
Yogurt	Yogurt	32 oz	1351	3.85	1351	3.87	413	3.19	

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	4.09-4.48	373	4.24	4.29	58	4.29	3.69-3.99	366	3.83
Milk	All fat tests	8 oz UHT	0.84	374	.84	0.84	66	.84			
Yogurt	Greek	4-6 oz	1.00-1.25	801	1.05	1.00	66	1.00			
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
Ice cream		48-64oz				5.99	143	5.99			
Milk	All fat tests	half gallon	3.19-3.79	234	3.48	2.99-4.39	1298	3.77	3.50-3.79	378	3.73
Sour cream		16 oz	2.39	112	2.39						
Yogurt	Yogurt	32 oz	3.49-3.79	234	3.65	3.79-3.89	649	3.84	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