



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 08/11 to 08/22

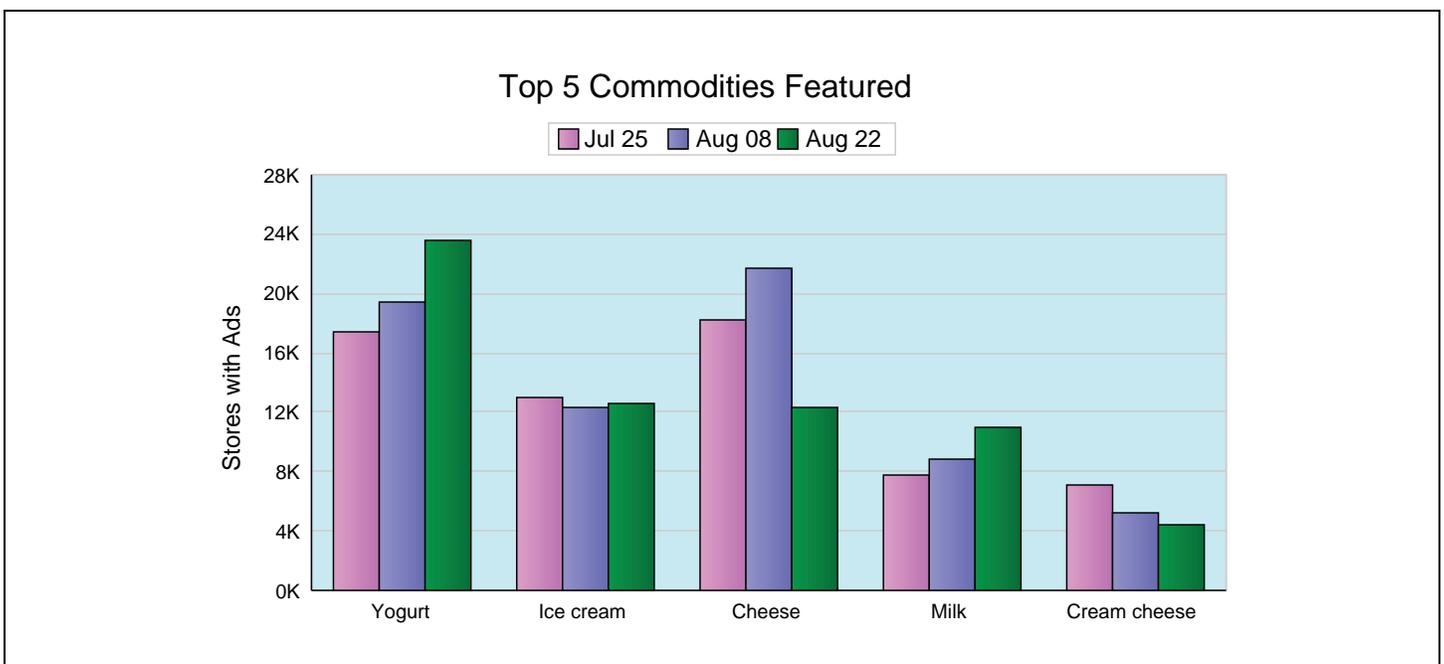
As schools begin to reopen across the country, retail featuring of dairy products increased for conventional milk and yogurt ads, but cheese ads were reduced for the two week period. Combined cheese ads were down 41%, milk features were up 44% and yogurt ads up 14%. Cottage cheese advertising more than doubled, while sour cream and cream cheese ads were reduced. The weighted average price for cottage cheese in the 16 oz. package was \$1.81 compared to \$2.05 two weeks ago. Sour cream averaged \$1.74 compared to \$1.86 in the last period. Cream cheese was 5 cents lower than last period at \$1.74.

The 12,336 combined conventional cheese ads were 41% lower for the period and the national weighted average price for 8 oz. blocks was down 25 cents to \$2.31. The 8 oz. shred category was 19 cents lower at \$2.42.

Nationally, there were 21,832 ads for both Greek and conventional yogurt, up 14%. Greek yogurt in 4-6 oz. packages averaged \$1.01, unchanged from two weeks ago. Regular yogurt in 4-6 oz. packages was 1 cent lower than two weeks ago at \$0.48.

Butter advertising was 37% lower than two weeks ago. Prices were unchanged at \$3.36 per pound. The national weighted average for 48-64 oz. containers of ice cream was \$2.89, down 11 cents from last period.

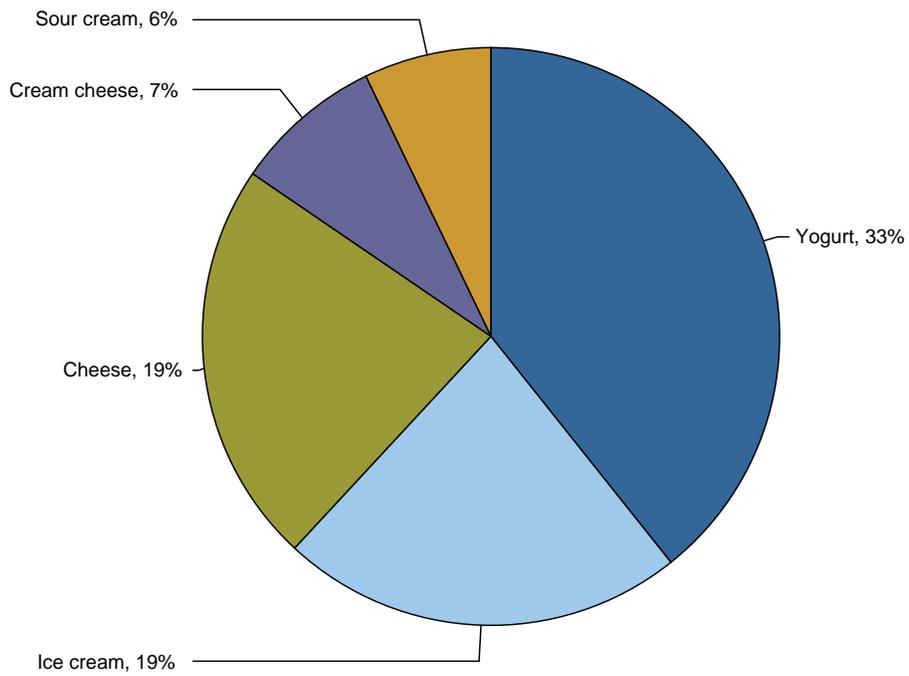
The national weighted average conventional milk price for half gallons at \$1.79 is 20 cents lower than two weeks ago. Organic half gallon milk at \$3.34 is also 20 cents lower than the previous period. The organic versus conventional half gallon price spread is \$1.55, unchanged from two weeks ago.



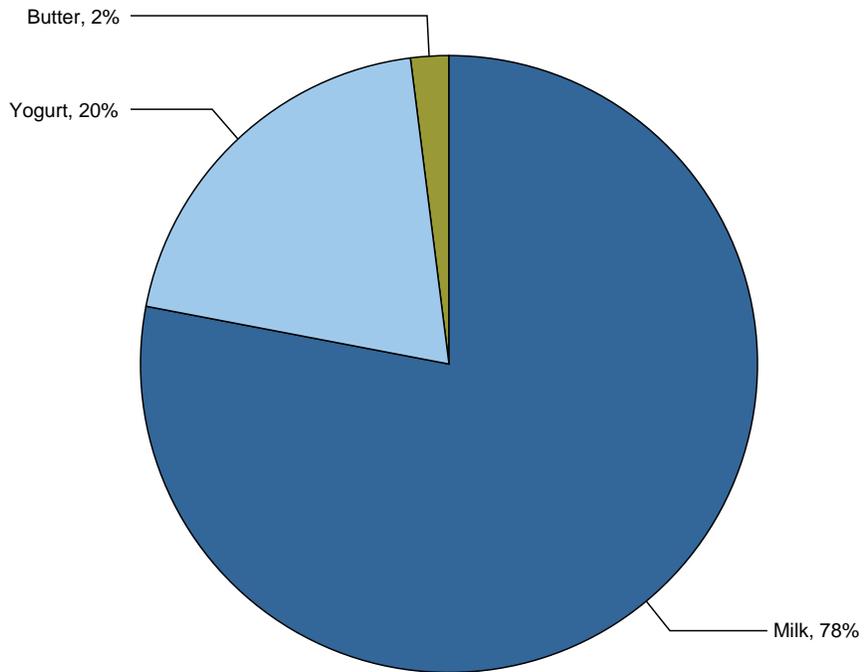
1 -- Dairy Market News surveys nearly 100 retailers, comprising over 14,000 individual stores, with online weekly advertised features.

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 #	1651	3.36	2604	3.36	4060	2.80
Cheese	Natural Varieties	8 oz block	3647	2.31	8609	2.56	5982	2.19
Cheese	Natural Varieties	1 # block	1111	4.26	858	4.30	1508	3.54
Cheese	Natural Varieties	2 # block			370	6.79	589	6.95
Cheese	Natural Varieties	8 oz shred	6170	2.42	9591	2.61	8557	2.08
Cheese	Natural Varieties	1 # shred	1408	3.64	1442	3.90	1048	3.26
Cottage cheese		16 oz	3821	1.81	1810	2.05	1043	2.06
Cream cheese		8 oz	4378	1.74	5191	1.79	3254	1.57
Flavored milk	All fat tests	half gallon	70	1.66	323	1.79	790	2.20
Flavored milk	All fat tests	gallon	251	5.23	321	4.74	654	3.63
Ice cream		48-64oz	12585	2.89	12258	3.00	13644	2.97
Milk	All fat tests	half gallon	528	1.79	128	1.99	471	1.41
Milk	All fat tests	gallon	3551	3.09	2712	3.06	3228	2.83
Sour cream		16 oz	4286	1.74	5489	1.86	5303	1.65
Yogurt	Greek	4-6 oz	15856	1.01	11714	1.01	9194	.99
Yogurt	Greek	32 oz	80	3.00	1279	4.70	1103	3.85
Yogurt	Yogurt	4-6 oz	5468	.48	5260	.49	7181	.51
Yogurt	Yogurt	32 oz	287	2.51	976	2.18	2140	2.13

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 #	1.99-4.29	908	3.47	3.00	102	3.00	2.98-3.50	475	3.21
Cheese	Natural Varieties	8 oz block	1.64-3.00	1841	2.29	2.00-2.50	528	2.45	1.66-2.50	871	2.09
Cheese	Natural Varieties	1 # block	3.99-4.49	319	4.41	3.00-4.98	355	4.16	3.99	165	3.99
Cheese	Natural Varieties	8 oz shred	1.88-3.00	2182	2.34	1.99-3.00	1621	2.48	1.66-2.50	525	2.20
Cheese	Natural Varieties	1 # shred	2.49-4.49	373	3.91				3.50	450	3.50
Cottage cheese		16 oz	1.99-3.00	1122	2.20	1.25-2.00	689	1.60	1.25-2.50	827	1.69
Cream cheese		8 oz	1.48-2.50	1358	2.05	1.25-1.50	470	1.44	1.50	791	1.50
Flavored milk	All fat tests	half gallon							1.66	70	1.66
Flavored milk	All fat tests	gallon							5.29	201	5.29
Ice cream		48-64oz	1.74-4.99	3098	2.92	2.50-3.50	2604	2.96	2.29-4.00	1942	2.71
Milk	All fat tests	half gallon	2.38-2.50	162	2.42				1.66-1.75	168	1.71
Milk	All fat tests	gallon	3.49-3.69	240	3.58	2.99-3.69	1639	3.05	2.99	120	2.99
Sour cream		16 oz	1.29-3.49	2373	1.90	0.98-2.00	687	1.44	1.29-1.50	419	1.40
Yogurt	Greek	4-6 oz	0.60-1.33	3976	1.05	0.89-1.25	4133	1.02	0.80-1.00	2612	.93
Yogurt	Yogurt	4-6 oz	0.38-0.60	2156	.48	0.45-0.50	1869	.49	0.40-0.50	341	.48
Yogurt	Yogurt	32 oz	1.99-2.69	119	2.32						

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 #	3.50	52	3.50	3.29	64	3.29	3.50	50	3.50
Cheese	Natural Varieties	8 oz block				1.99-3.99	327	2.89	1.99	80	1.99
Cheese	Natural Varieties	1 # block	4.99	118	4.99	3.50-4.44	154	3.89			
Cheese	Natural Varieties	8 oz shred	2.49-2.79	628	2.58	1.99-3.00	1016	2.51	1.99-2.50	198	2.29
Cheese	Natural Varieties	1 # shred	3.77	376	3.77	2.99-3.50	209	3.21			
Cottage cheese		16 oz	1.25	376	1.25	1.25-2.50	677	1.81	1.50-2.39	130	1.84
Cream cheese		8 oz	1.50	376	1.50	1.50-2.00	983	1.68	1.50-1.99	400	1.89
Flavored milk	All fat tests	gallon							4.99	50	4.99
Ice cream		48-64oz	2.50-4.99	1284	2.95	2.50-3.99	2893	2.93	2.50-3.00	764	2.75
Milk	All fat tests	half gallon							1.25-1.50	198	1.35
Milk	All fat tests	gallon	1.99-2.50	234	2.23	1.88-3.99	970	3.31	2.49-3.99	348	2.91
Sour cream		16 oz				1.25-2.00	677	1.67	1.50-2.50	130	1.88
Yogurt	Greek	4-6 oz	0.80-1.25	1192	1.02	0.80-1.25	2913	1.02	0.80-1.00	1030	.97
Yogurt	Greek	32 oz							3.00	80	3.00
Yogurt	Yogurt	4-6 oz	0.50	53	.50	0.40-0.50	847	.47	0.50	202	.50
Yogurt	Yogurt	32 oz							2.50-2.99	168	2.65

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 #	169	4.99	54	4.28		
Cheese	Natural Varieties	8 oz block			395	3.82		
Cheese	Natural Varieties	8 oz shred			395	3.17		
Cottage cheese		16 oz					165	3.69
Cream cheese		8 oz					56	2.50
Flavored milk	All fat tests	half gallon			283	3.78		
Milk	All fat tests	half gallon	2502	3.34	4038	3.54	1628	3.50
Milk	All fat tests	gallon					2112	5.56
Milk	All fat tests	8 oz UHT	4344	1.00	1914	.85	867	1.04
Yogurt	Greek	4-6 oz	811	1.24	119	1.25	698	1.04
Yogurt	Greek	32 oz	125	4.82				
Yogurt	Yogurt	4-6 oz	184	1.25	71	.89	702	.70
Yogurt	Yogurt	32 oz	680	2.82			590	3.11

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 #	4.99	169	4.99						
Milk	All fat tests	half gallon	3.99-4.99	227	4.26	2.99-3.50	565	3.38	2.99-3.59	651	3.18
Milk	All fat tests	8 oz UHT	1.00	112	1.00	1.00	1406	1.00	1.00	651	1.00
Yogurt	Greek	4-6 oz	1.25-1.33	221	1.27	1.25	58	1.25			
Yogurt	Greek	32 oz	4.59-4.99	125	4.82						
Yogurt	Yogurt	4-6 oz	1.25	68	1.25						
Yogurt	Yogurt	32 oz				2.50	195	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
Milk	All fat tests	half gallon	2.99-3.29	376	3.14	2.99-3.49	485	3.37	2.99	198	2.99
Milk	All fat tests	8 oz UHT	1.00	663	1.00	1.00	1134	1.00	1.00	378	1.00
Yogurt	Greek	4-6 oz	1.25	234	1.25				1.20	298	1.20
Yogurt	Yogurt	4-6 oz				1.25	116	1.25			
Yogurt	Yogurt	32 oz				2.79-2.99	485	2.95			

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