



Dairy Market News Branch

Agricultural
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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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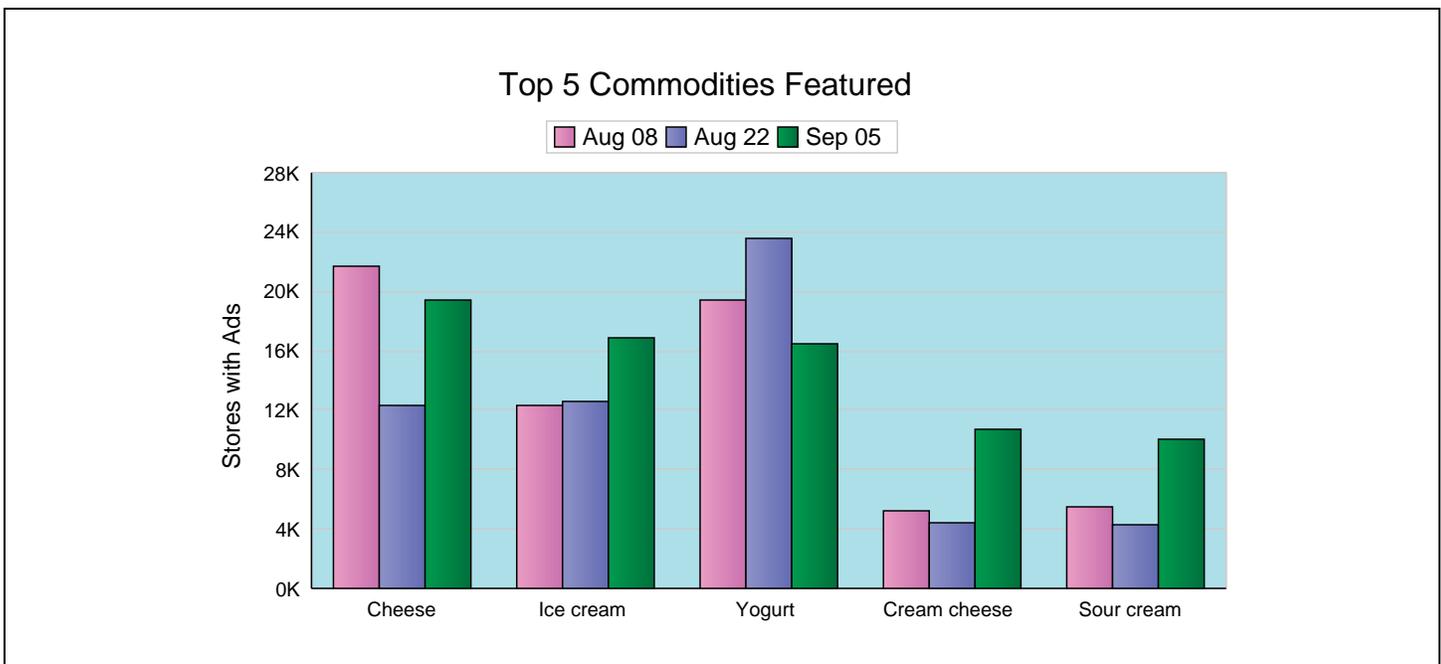
Advertised Prices for Dairy Products at Major Retail Supermarket Outlets 08/25 to 09/05

Butter ad numbers more than tripled during the survey period spanning the Labor Day Holiday, compared with two weeks previously. The U.S. weighted average price of 1 pound butter, \$3.59, is up 23 cents from two weeks ago and up 50 cents from one year ago. Increases in ad numbers also occurred for 8 ounce cream cheese, 16 ounce sour cream and 48-64 ounce ice cream. Cream cheese ad numbers more than doubled and the average price, \$1.79, is up 5 cents from two weeks ago and up 22 cents from a year ago. Sour cream ad numbers also more than doubled, with a current average price of \$1.70, down 4 cents from two weeks ago but up 2 cents from one year ago. Ice cream has an average price of \$2.98, up 9 cents from two weeks ago and up 4 cents from one year ago.

Greek yogurt in 4-6 oz. packages averaged \$1.00, down 1 cent from two weeks ago but even with one year ago. Regular yogurt in 4-6 oz. packages, at 50 cents, is up 2 cents from two weeks ago and up 1 cent from one year ago. Total conventional yogurt ad numbers declined 26%.

The national weighted average cheese price for 8 oz. blocks is up 8 cents from two weeks ago to \$2.39, while a year ago the price was \$2.28. The 8 oz. shred category at \$2.40 is down 2 cents from two weeks ago but up 12 cents from one year ago. Conventional cheese ads increased 43%.

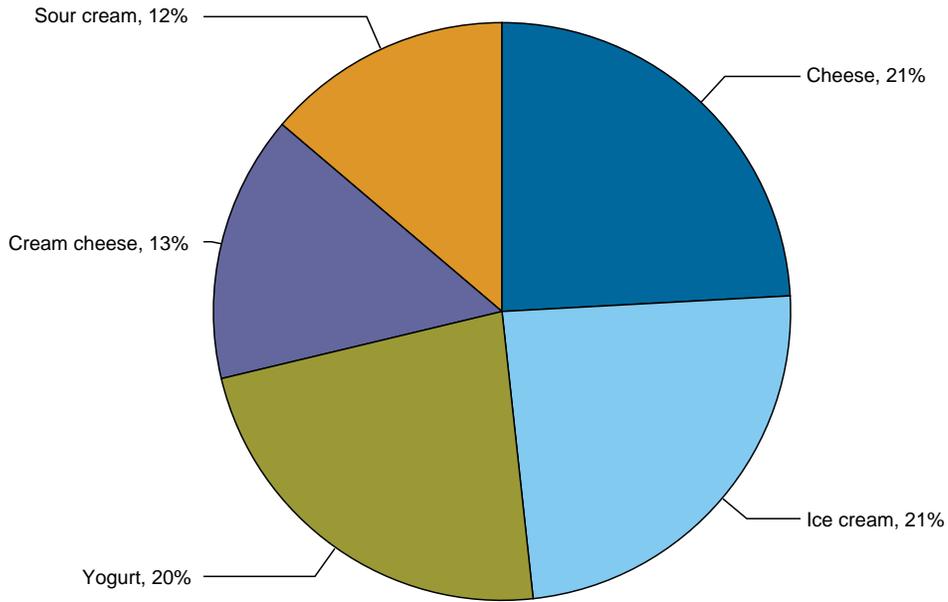
The national weighted average conventional milk price for half gallons, at \$1.89, is 10 cents higher than two weeks ago. Organic half gallon milk, at \$3.45, is 11 cents higher than the previous period. The organic versus conventional half gallon price spread is \$1.56, up 1 cent from two weeks ago.



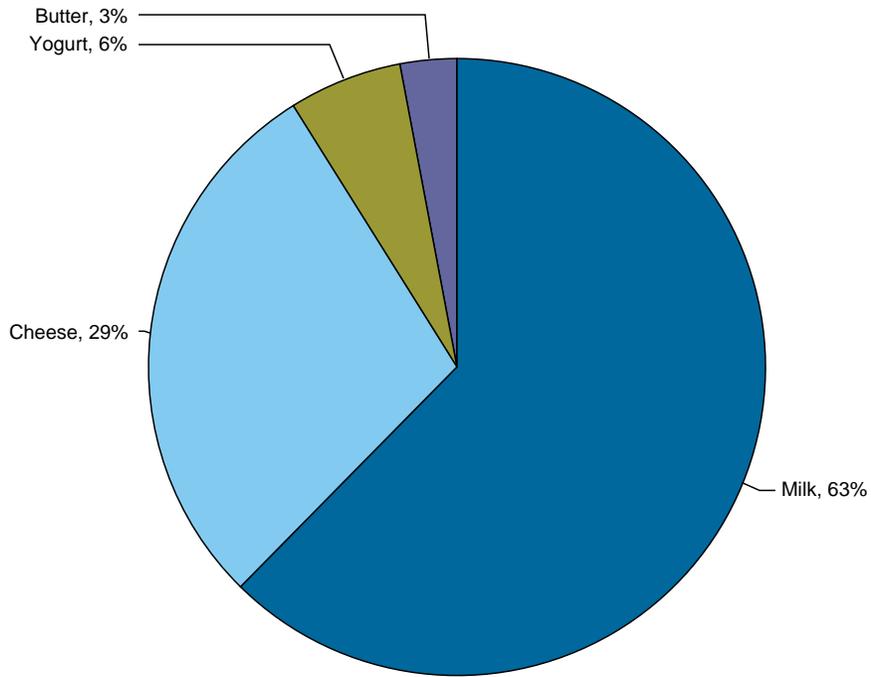
1 -- Dairy Market News surveys nearly 100 retailers, comprising over 14,000 individual stores, with online weekly advertised features.

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 #	5585	3.59	1651	3.36	6108	3.09
Cheese	Natural Varieties	8 oz block	6387	2.39	3647	2.31	6724	2.28
Cheese	Natural Varieties	1 # block	537	4.02	1111	4.26	592	3.69
Cheese	Natural Varieties	2 # block	1820	7.86			1725	6.47
Cheese	Natural Varieties	8 oz shred	8250	2.40	6170	2.42	8832	2.28
Cheese	Natural Varieties	1 # shred	598	3.61	1408	3.64	326	3.99
Cottage cheese		16 oz	1186	2.29	3821	1.81	3343	1.85
Cream cheese		8 oz	10784	1.79	4378	1.74	8735	1.57
Flavored milk	All fat tests	half gallon	201	3.50	70	1.66	94	1.69
Flavored milk	All fat tests	gallon	419	4.33	251	5.23	320	4.03
Ice cream		48-64oz	16831	2.98	12585	2.89	12120	2.94
Milk	All fat tests	half gallon	202	1.89	528	1.79	549	1.52
Milk	All fat tests	gallon	2164	2.96	3551	3.09	1513	2.81
Sour cream		16 oz	10001	1.70	4286	1.74	8200	1.68
Yogurt	Greek	4-6 oz	11198	1.00	15856	1.01	10744	1.00
Yogurt	Greek	32 oz	1703	4.37	80	3.00	1104	3.70
Yogurt	Yogurt	4-6 oz	2948	.50	5468	.48	4596	.49
Yogurt	Yogurt	32 oz	284	2.72	287	2.51	639	2.52

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 #	3.49-4.49	785	4.05	2.99-3.99	1549	3.29	2.48-3.50	709	3.02
Cheese	Natural Varieties	8 oz block	1.66-3.49	1963	2.49	2.00-3.00	705	2.39	1.66-2.00	1123	1.98
Cheese	Natural Varieties	1 # block				4.49	195	4.49			
Cheese	Natural Varieties	2 # block	7.99	112	7.99	7.99	58	7.99			
Cheese	Natural Varieties	8 oz shred	1.99-3.00	1627	2.50	1.99-3.00	1487	2.29	1.66-2.50	1668	2.16
Cheese	Natural Varieties	1 # shred				3.79	237	3.79	3.50	361	3.50
Cottage cheese		16 oz	1.99-2.99	300	2.55				2.00-2.50	431	2.39
Cream cheese		8 oz	1.48-2.69	2671	1.98	1.34-2.00	3658	1.68	1.00-2.00	1747	1.54
Flavored milk	All fat tests	half gallon							3.50	201	3.50
Flavored milk	All fat tests	gallon							2.99-5.29	369	4.25
Ice cream		48-64oz	1.78-4.99	4869	2.79	2.29-4.99	3900	3.12	1.99-3.69	2472	2.91
Milk	All fat tests	gallon	1.99-3.99	236	2.68	3.00	70	3.00	2.49-2.99	743	2.76
Sour cream		16 oz	1.50-2.29	2148	1.79	1.00-2.29	3074	1.62	1.00-1.99	1218	1.29
Yogurt	Greek	4-6 oz	0.80-1.33	3365	1.03	1.00	2593	1.00	1.00	1937	1.00
Yogurt	Greek	32 oz	3.50-4.49	346	3.84	4.99	58	4.99			
Yogurt	Yogurt	4-6 oz	0.37-0.60	1743	.51	0.50-0.60	177	.57	0.39-0.40	259	.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	2.50-2.79	284	2.72						

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 #	3.50-3.99	610	3.69	3.50-3.99	1484	3.83	2.99-3.99	448	3.81
Cheese	Natural Varieties	8 oz block	1.99-2.50	1109	2.21	1.99-3.49	907	2.71	2.29-3.00	580	2.65
Cheese	Natural Varieties	1 # block				3.99	224	3.99	3.29	118	3.29
Cheese	Natural Varieties	2 # block	7.49-8.99	234	8.27	6.99-9.99	1038	8.15	5.99-6.99	378	6.75
Cheese	Natural Varieties	8 oz shred	1.99-2.99	768	2.35	1.97-2.99	1938	2.55	2.29-3.00	762	2.62
Cottage cheese		16 oz				1.49-2.50	455	2.03			
Cream cheese		8 oz	1.50	494	1.50	1.00-2.50	1552	2.00	1.00-2.50	662	1.95
Flavored milk	All fat tests	gallon							4.99	50	4.99
Ice cream		48-64oz	2.50-4.99	1397	3.44	2.49-4.99	2865	3.09	1.99-3.99	1328	2.69
Milk	All fat tests	half gallon							1.89	202	1.89
Milk	All fat tests	gallon				1.88-3.99	649	3.38	1.99-3.99	466	2.84
Sour cream		16 oz	1.00-2.19	974	1.57	1.00-2.50	2007	1.99	1.00-2.19	580	1.85
Yogurt	Greek	4-6 oz	1.00	799	1.00	0.88-1.00	1642	.98	0.88-1.00	862	.96
Yogurt	Greek	32 oz	4.49	234	4.49	4.49	767	4.49	4.49	298	4.49
Yogurt	Yogurt	4-6 oz				0.50	651	.50	0.50	118	.50

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	169	4.99	168	4.37
Cheese	Natural Varieties	8 oz block	943	3.99				
Cheese	Natural Varieties	8 oz shred	943	3.99				
Milk	All fat tests	half gallon	2328	3.45	2502	3.34	1422	3.71
Milk	All fat tests	gallon	98	6.00			629	5.00
Milk	All fat tests	8 oz UHT	1676	1.03	4344	1.00	2592	.96
Yogurt	Greek	4-6 oz			811	1.24	416	1.00
Yogurt	Greek	32 oz			125	4.82	116	5.00
Yogurt	Yogurt	4-6 oz	361	1.00	184	1.25	278	.83
Yogurt	Yogurt	32 oz			680	2.82	331	3.16

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
Butter		1 #	4.99	169	4.99						
Cheese	Natural Varieties	8 oz block	3.99	112	3.99	3.99	58	3.99			
Cheese	Natural Varieties	8 oz shred	3.99	112	3.99	3.99	58	3.99			
Milk	All fat tests	half gallon	3.99	165	3.99	2.99-3.79	1260	3.64	2.58-3.59	727	3.06
Milk	All fat tests	gallon							6.00	98	6.00
Milk	All fat tests	8 oz UHT	1.00-1.49	464	1.12	1.00	116	1.00	1.00	201	1.00
Yogurt	Yogurt	4-6 oz							1.00	361	1.00

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	3.99	122	3.99	3.99	353	3.99	3.99	298	3.99
Cheese	Natural Varieties	8 oz shred	3.99	122	3.99	3.99	353	3.99	3.99	298	3.99
Milk	All fat tests	half gallon				3.29	96	3.29	2.99	80	2.99
Milk	All fat tests	8 oz UHT	1.00	244	1.00	1.00	469	1.00	1.00	182	1.00

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