



## 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 10/06 to 10/17

As a sign of the season to come, egg nog ads appeared for the first time this season and were exclusive to the Northwest region with all half gallon ads priced at \$3.49. Cream cheese and sour cream ads increased as the weighted average prices declined. Cream cheese (8 ounce) has an average price of \$1.78, down 19 cents from two weeks ago. Sour cream (16 ounce) has an average price of \$1.72, down 32 cents from the last period.

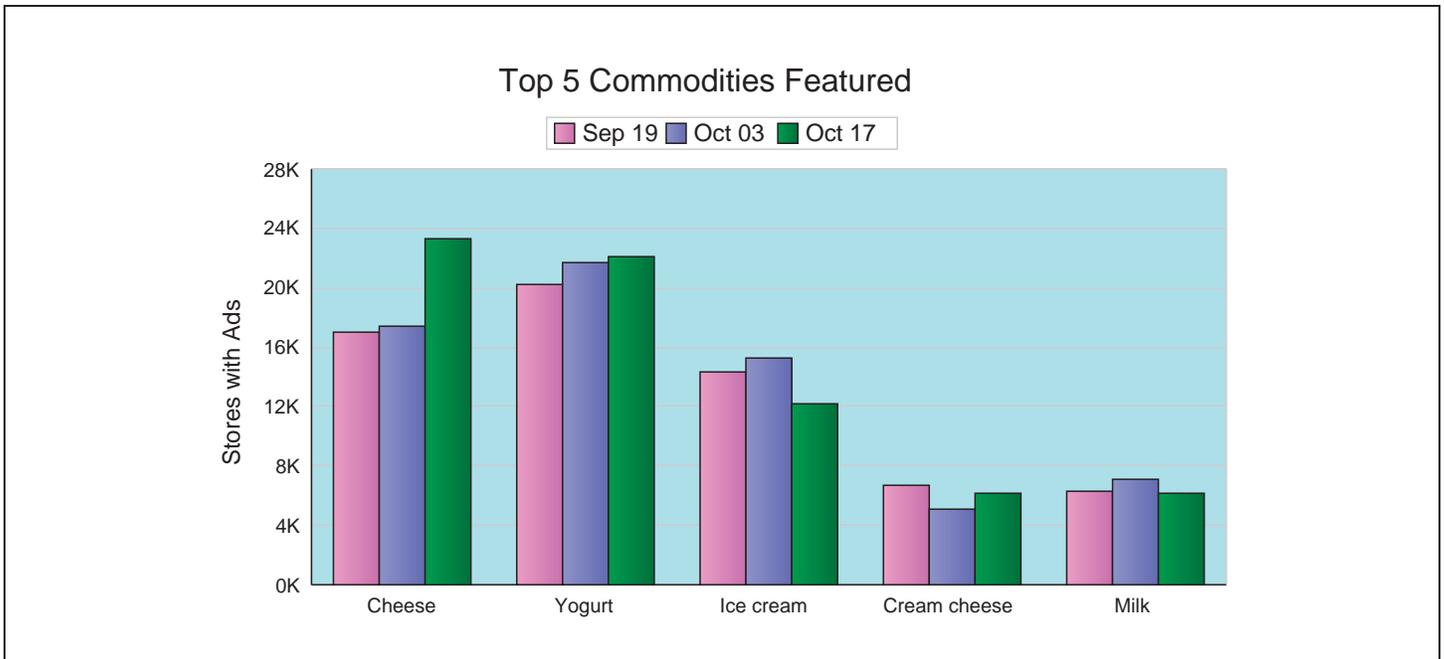
The national average price of 1 pound butter, \$4.20, increased 52 cents from the last period.

The national weighted average advertised cheese price for 8 oz. blocks increased 24 cents from two weeks ago to \$2.63. The 8 oz. shred category, at \$2.69, is up 40 cents from two weeks ago. Conventional cheese ads increased 38%.

Greek yogurt in 4-6 oz. packages averaged 97 cents, up 3 cents from two weeks ago. Regular yogurt in 4-6 oz. packages, at 51 cents, is up 5 cents from two weeks ago. Total conventional yogurt ad numbers increased 3%.

The organic versus conventional half gallon price spread is \$1.63, up 62 cents from two weeks ago. The price spread is the difference between the national weighted average conventional milk price for half gallons, \$1.84, and the average for organic half gallon milk, \$3.47.

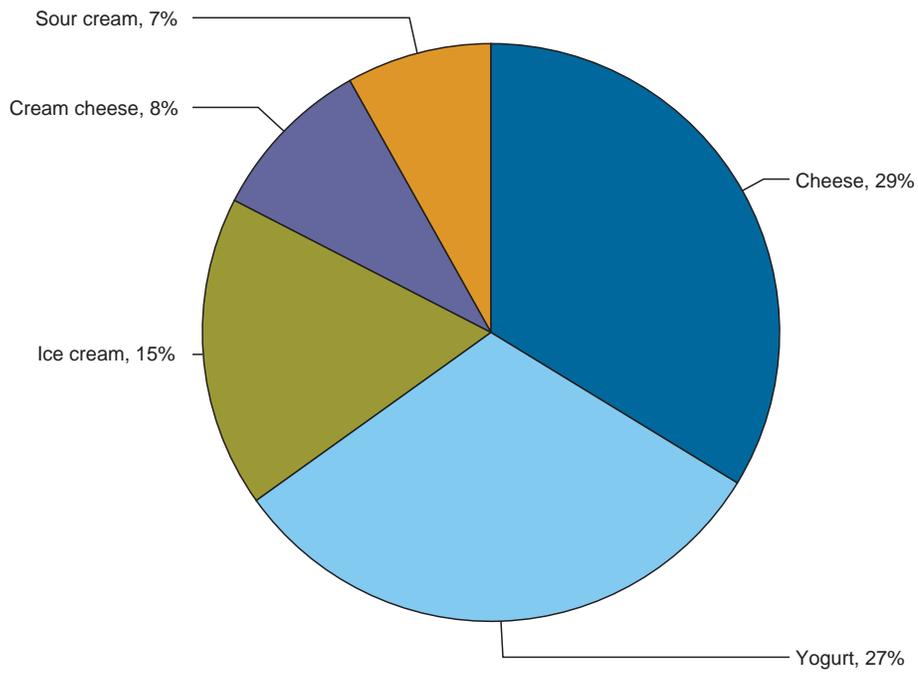
Price comparisons to year ago levels are unavailable for this report, due to last year's governmental shut down.



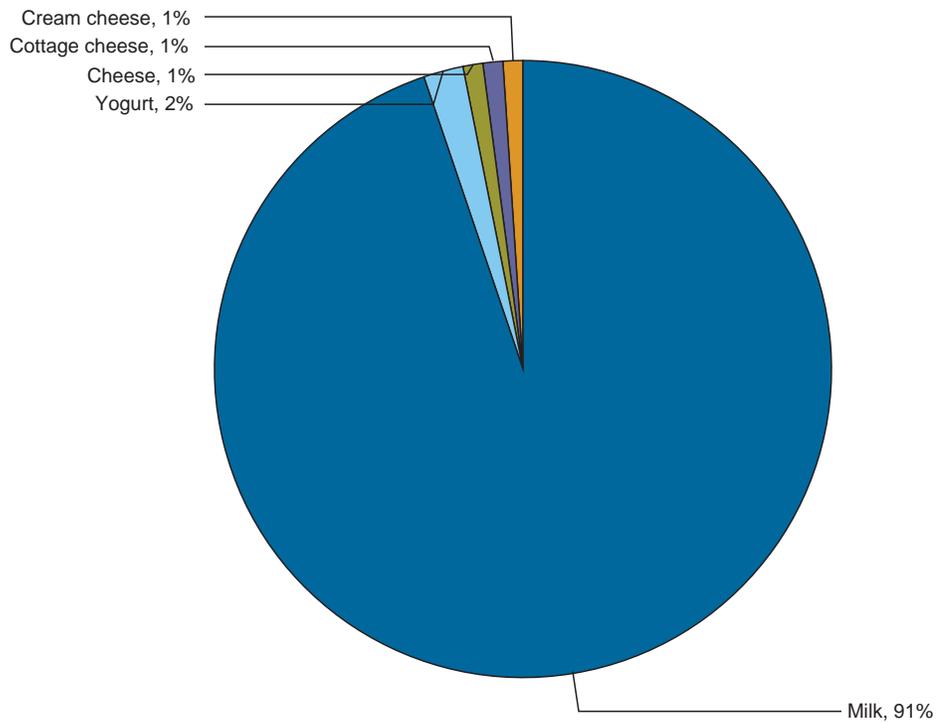
1 -- Dairy Market News surveys nearly 100 retailers, comprising over 14,000 individual stores, with online weekly advertised features.

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 #	3729	4.20	4845	3.68		
Cheese	Natural Varieties	8 oz block	5610	2.63	7898	2.39		
Cheese	Natural Varieties	1 # block	2208	4.34	1127	4.67		
Cheese	Natural Varieties	2 # block	2005	7.83	2014	7.52		
Cheese	Natural Varieties	8 oz shred	10864	2.69	5635	2.29		
Cheese	Natural Varieties	1 # shred	2626	4.35	582	4.33		
Cottage cheese		16 oz	3883	1.89	2794	2.25		
Cream cheese		8 oz	6104	1.78	5084	1.97		
Egg nog		half gallon	202	3.49				
Flavored milk	All fat tests	half gallon	271	2.28				
Flavored milk	All fat tests	gallon	259	3.28	1286	4.21		
Ice cream		48-64oz	12227	2.94	15315	3.04		
Milk	All fat tests	half gallon	296	1.84	338	2.58		
Milk	All fat tests	gallon	1600	3.70	1189	4.01		
Sour cream		16 oz	6025	1.72	4100	2.04		
Yogurt	Greek	4-6 oz	13928	.97	15486	.94		
Yogurt	Greek	32 oz	488	5.71	1349	5.43		
Yogurt	Yogurt	4-6 oz	6999	.51	4519	.46		
Yogurt	Yogurt	32 oz	593	3.06	222	2.87		

### 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 #	2.99-4.99	1282	3.81	3.50-4.99	829	3.94	2.99-3.99	270	3.64
Cheese	Natural Varieties	8 oz block	1.99-3.59	1717	2.71	2.00-3.49	1741	2.83	1.66-2.50	965	2.28
Cheese	Natural Varieties	1 # block	4.49-4.79	154	4.60	3.79-5.49	635	4.35	4.49	120	4.49
Cheese	Natural Varieties	2 # block				5.99	53	5.99			
Cheese	Natural Varieties	8 oz shred	1.88-3.99	2302	2.66	2.00-4.39	3119	2.79	1.66-2.50	1484	2.37
Cheese	Natural Varieties	1 # shred	3.99-4.49	241	4.20	2.79-5.50	987	4.91	3.79-4.49	570	3.94
Cottage cheese		16 oz	1.99-4.49	1376	2.41	1.25-3.29	870	1.98	1.25-2.00	931	1.44
Cream cheese		8 oz	1.67-2.50	1392	2.02	1.25-3.59	1435	1.86	1.25-2.29	606	1.42
Flavored milk	All fat tests	half gallon							1.66-2.50	271	2.28
Flavored milk	All fat tests	gallon				4.99	58	4.99	2.79	201	2.79
Ice cream		48-64oz	2.50-3.99	3272	2.80	1.99-6.59	2493	3.00	2.50-3.50	1653	2.91
Milk	All fat tests	half gallon				2.79	58	2.79	1.66	70	1.66
Milk	All fat tests	gallon	3.69-5.99	737	4.58	2.99-4.19	295	3.23	2.79-2.88	481	2.81
Sour cream		16 oz	1.33-2.00	1758	1.88	1.48-2.00	2608	1.70	1.49-2.00	488	1.73
Yogurt	Greek	4-6 oz	0.88-1.25	2643	.98	0.79-1.25	3439	.99	0.79-1.00	2864	.96

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	Greek	32 oz	3.99	54	3.99	5.49	58	5.49			
Yogurt	Yogurt	4-6 oz	0.39-1.00	1288	.52	0.50	3052	.50	0.29-1.00	859	.60
Yogurt	Yogurt	32 oz	4.50	54	4.50	1.99-4.79	434	3.05			

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 #	3.99-4.99	287	4.81	3.59-4.99	713	4.86	3.99-4.99	348	4.85
Cheese	Natural Varieties	8 oz block	2.50-3.00	442	2.61	1.99-2.50	745	2.43			
Cheese	Natural Varieties	1 # block	3.79-4.99	138	4.25	3.50-4.50	863	4.05	4.99	298	4.99
Cheese	Natural Varieties	2 # block	7.99-8.49	525	8.21	5.99-9.49	1049	7.97	5.99-7.49	378	7.17
Cheese	Natural Varieties	8 oz shred	2.50-3.00	1455	2.70	1.99-3.00	2046	2.74	3.00	458	3.00
Cheese	Natural Varieties	1 # shred	3.49-4.99	344	3.89	2.99-4.50	484	4.12			
Cottage cheese		16 oz	1.25-1.50	447	1.29	1.25	209	1.25	2.39	50	2.39
Cream cheese		8 oz	1.25-2.00	663	1.57	1.25-1.99	1230	1.70	1.25-2.00	778	1.83
Egg nog		half gallon							3.49	202	3.49
Ice cream		48-64oz	2.47-5.00	1137	3.62	1.99-3.50	2424	2.81	1.99-3.99	1248	2.85
Milk	All fat tests	half gallon							1.25-2.39	168	1.59
Milk	All fat tests	gallon	2.79	87	2.79						
Sour cream		16 oz	1.25-2.00	429	1.34	1.89-1.99	372	1.92	1.25-1.50	370	1.39
Yogurt	Greek	4-6 oz	0.77-1.00	1500	.91	0.79-1.25	2826	1.00	0.79-1.00	656	.94
Yogurt	Greek	32 oz	5.99	376	5.99						
Yogurt	Yogurt	4-6 oz	0.50	429	.50	0.44-0.50	921	.48	0.38-0.59	450	.46
Yogurt	Yogurt	32 oz	2.19	52	2.19	2.50	53	2.50			

### 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 #			235	3.99		
Cheese	Natural Varieties	8 oz block	58	4.39	129	4.17		
Cottage cheese		16 oz	58	5.19				
Cream cheese		8 oz	58	3.89				
Flavored milk	All fat tests	half gallon	58	4.49				
Milk	All fat tests	half gallon	2973	3.47	3805	3.59		
Milk	All fat tests	gallon	58	6.59	116	7.14		

Wtd Avg - Simple weighted average



Milk	All fat tests	8 oz UHT	1242	.92	1589	.85		
Sour cream		16 oz	56	2.99				
Yogurt	Greek	4-6 oz	112	1.50				

### 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
Cheese	Natural Varieties	8 oz block				4.39	58	4.39			
Cottage cheese		16 oz				5.19	58	5.19			
Cream cheese		8 oz				3.89	58	3.89			
Flavored milk	All fat tests	half gallon				4.49	58	4.49			
Milk	All fat tests	half gallon	3.99	112	3.99	3.49-5.29	295	3.84	2.99-3.68	615	3.18
Milk	All fat tests	gallon				6.59	58	6.59			
Milk	All fat tests	8 oz UHT	0.83-1.00	974	.92	0.83	66	.83			
Sour cream		16 oz	2.99	56	2.99						
Yogurt	Greek	4-6 oz	1.33-1.66	112	1.50						

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	2.69-3.99	610	3.35	2.79-4.39	993	3.60	3.29-3.99	348	3.39
Milk	All fat tests	8 oz UHT							1.00	202	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

