



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 10/20 to 10/31

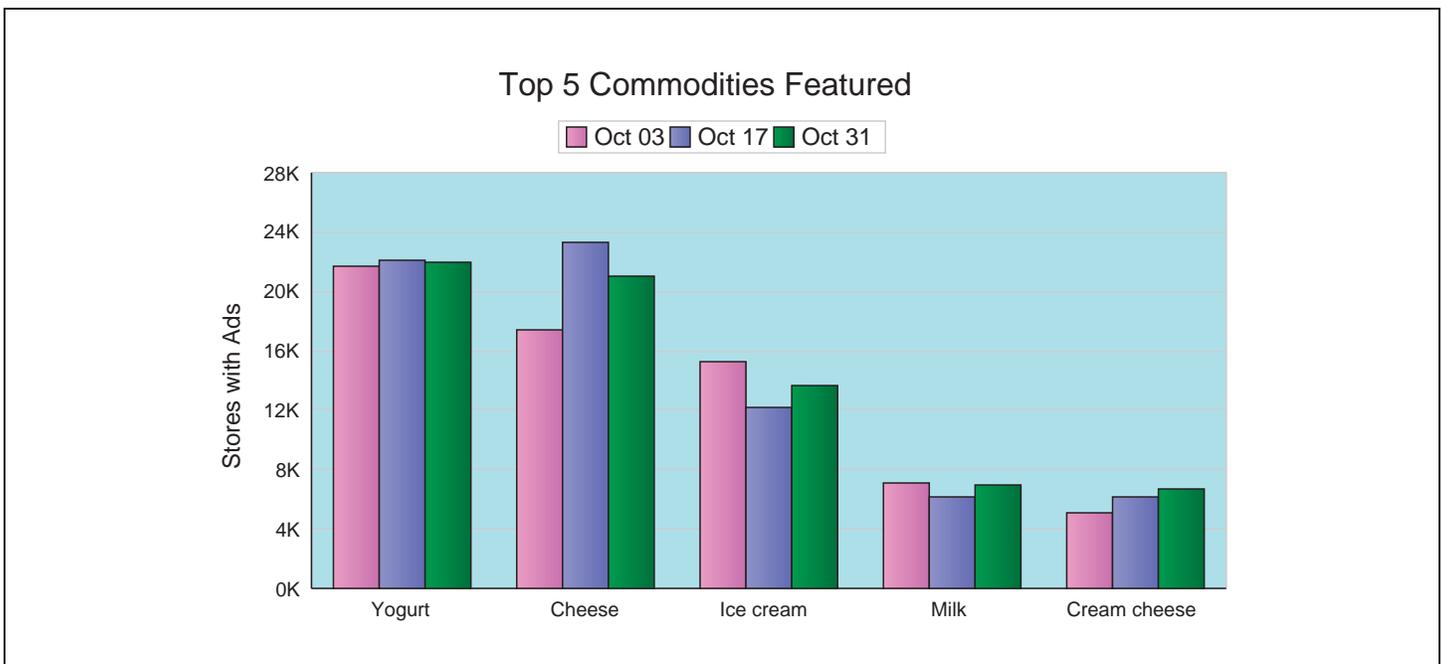
Increases in ice cream ads may have been prompted by the unusually warm fall weather covering most of the country. The weighted average price of a 48-64 ounce container was \$3.23, 29 cents higher than 2 weeks ago. The number of sour cream ads declined substantially as the weighted average price increased 12 cents from the last reporting period to \$1.82. Cream cheese ad numbers increased from 2 weeks ago with 8 ounce packages averaging \$1.64, down 14 cents.

The national average price of 1 pound butter, \$3.82, decreased by 38 cents from the last period, but is \$1.08 higher than one year ago.

The national weighted average cheese price for 8 ounce blocks is down 22 cents from two weeks ago to \$2.41, while a year ago the price was \$2.43. The 8 ounce shred category at \$2.46 is down 23 cents from two weeks ago, but 18 cents higher from one year ago.

Greek yogurt in 4-6 ounce packages averaged 98 cents, up 1 cent from two weeks ago, but 1 cent lower compared to a year ago. Regular yogurt in 4-6 ounce packages, at 50 cents, are down 1 cent from two weeks ago and down 2 cents from one year ago.

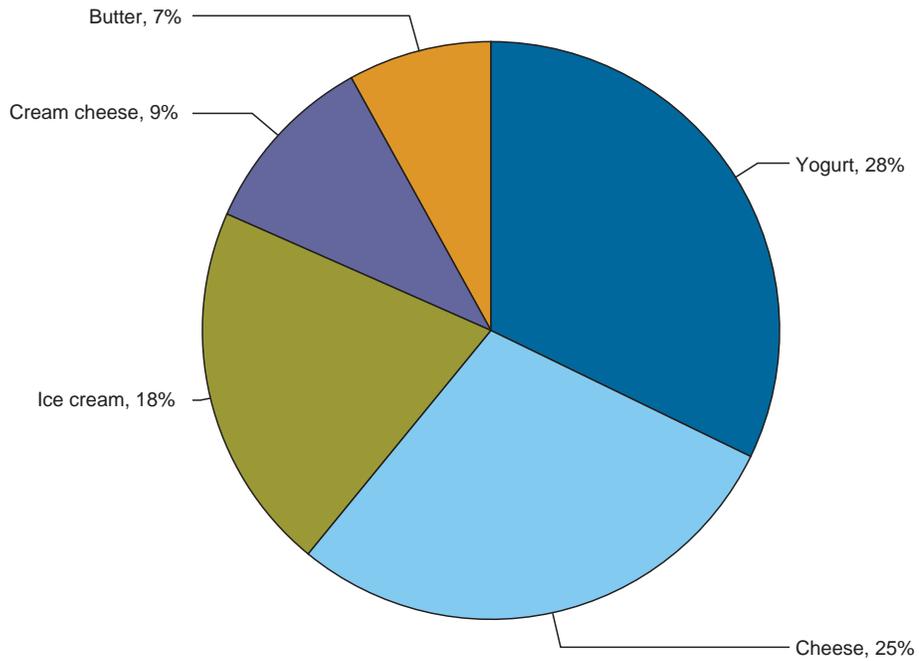
The organic versus conventional half gallon price spread is \$1.02, down 61 cents from two weeks ago. The price spread is the difference between the national weighted average conventional milk price for half gallons, \$2.30, and the average for organic half gallon milk, \$3.32. One year ago the price spread was \$2.08.



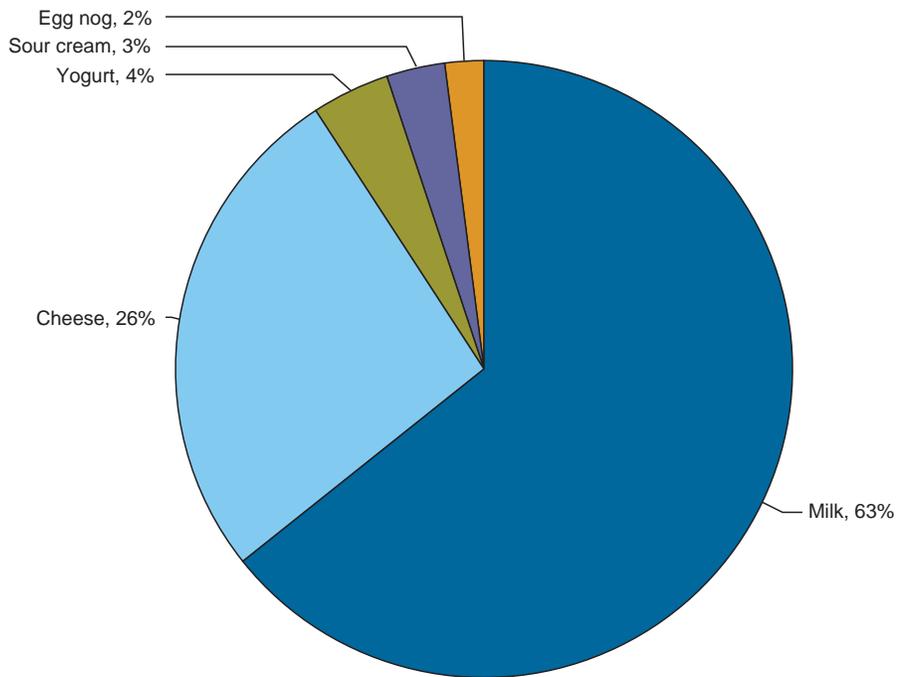
1 -- Dairy Market News surveys nearly 100 retailers, comprising over 14,000 individual stores, with online weekly advertised features.

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 #	5266	3.82	3729	4.20	4410	2.74
Cheese	Natural Varieties	8 oz block	6918	2.41	5610	2.63	7726	2.43
Cheese	Natural Varieties	1 # block	1439	5.30	2208	4.34	744	3.27
Cheese	Natural Varieties	2 # block	2337	8.45	2005	7.83	2350	6.29
Cheese	Natural Varieties	8 oz shred	6035	2.46	10864	2.69	7925	2.28
Cheese	Natural Varieties	1 # shred	2031	4.98	2626	4.35	352	3.05
Cottage cheese		16 oz	2989	2.02	3883	1.89	2843	2.30
Cream cheese		8 oz	6677	1.64	6104	1.78	3554	1.54
Egg nog		quart	474	2.28			50	2.50
Egg nog		half gallon			202	3.49		
Flavored milk	All fat tests	half gallon	415	2.40	271	2.28	1136	2.02
Flavored milk	All fat tests	gallon	533	3.94	259	3.28	580	3.93
Ice cream		48-64oz	13666	3.23	12227	2.94	10899	3.13
Milk	All fat tests	half gallon	443	2.30	296	1.84	259	1.65
Milk	All fat tests	gallon	1041	3.78	1600	3.70	508	3.01
Sour cream		16 oz	3706	1.84	6025	1.72	4916	1.39
Yogurt	Greek	4-6 oz	16528	.98	13928	.97	10003	.99
Yogurt	Greek	32 oz			488	5.71	887	3.14
Yogurt	Yogurt	4-6 oz	4938	.50	6999	.51	5300	.52
Yogurt	Yogurt	32 oz	167	2.49	593	3.06	1041	2.48

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 #	3.33-4.99	947	4.37	3.49-3.99	2107	3.51	3.49-4.59	377	4.08
Cheese	Natural Varieties	8 oz block	1.99-2.99	2462	2.49	1.99-3.49	1758	2.50	1.25-2.50	1065	2.04
Cheese	Natural Varieties	1 # block	3.99	128	3.99	5.99	853	5.99			
Cheese	Natural Varieties	2 # block	8.49	112	8.49						
Cheese	Natural Varieties	8 oz shred	1.99-3.99	2204	2.43	2.00-3.29	1619	2.77	1.25-2.25	333	1.66
Cheese	Natural Varieties	1 # shred	3.99-4.79	439	4.10	5.99	853	5.99	4.50-4.99	368	4.86
Cottage cheese		16 oz	1.99-3.00	1679	2.35	2.08	202	2.08	1.33	450	1.33
Cream cheese		8 oz	1.50-2.50	1339	2.12	1.25-2.50	1433	2.10	1.00-1.99	1233	1.30
Flavored milk	All fat tests	half gallon	2.50	128	2.50	2.50-2.99	119	2.77	1.75-2.50	168	2.06
Flavored milk	All fat tests	gallon	4.29	165	4.29				2.79	201	2.79
Ice cream		48-64oz	2.49-3.99	3179	2.91	2.50-5.50	4312	3.64	2.50-3.50	1433	3.09
Milk	All fat tests	half gallon	1.99-2.99	295	2.47				1.75	98	1.75
Milk	All fat tests	gallon	3.99-5.99	569	4.49				2.59-3.25	290	2.87
Sour cream		16 oz	1.29-2.00	2543	1.84	1.79-1.99	163	1.86	1.66-2.00	455	1.86

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	4-6 oz	0.88-1.25	3546	1.00	0.79-1.00	4394	.98	0.79-1.25	2716	.96
Yogurt	Yogurt	4-6 oz	0.45-0.75	1413	.54	0.45-0.50	2504	.49	0.39-0.50	235	.42

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	475	3.81	3.49-3.99	944	3.83	3.49-3.99	416	3.85
Cheese	Natural Varieties	8 oz block	2.00-2.50	352	2.33	1.98-2.50	961	2.33	2.50-2.99	320	2.81
Cheese	Natural Varieties	1 # block				3.99	276	3.99	4.99	182	4.99
Cheese	Natural Varieties	2 # block	7.99-8.49	403	8.13	5.99-9.49	1444	8.75	7.49-7.99	378	7.60
Cheese	Natural Varieties	8 oz shred	1.99-2.99	597	2.34	1.98-3.00	962	2.45	1.98-2.50	320	2.17
Cheese	Natural Varieties	1 # shred	3.99-5.99	255	4.41	2.50	116	2.50			
Cottage cheese		16 oz	1.34-1.50	376	1.42	1.25-2.29	282	1.89			
Cream cheese		8 oz	1.00-2.50	1109	1.28	1.00-1.50	1263	1.26	1.50-1.79	300	1.61
Egg nog		quart				2.49	222	2.49	1.99-2.50	252	2.09
Flavored milk	All fat tests	gallon				4.99	167	4.99			
Ice cream		48-64oz	2.49-5.00	1214	3.25	2.49-3.99	2896	3.04	2.50-3.99	632	3.13
Milk	All fat tests	half gallon							2.39	50	2.39
Milk	All fat tests	gallon				2.50-3.35	182	3.05			
Sour cream		16 oz	1.50	185	1.50	1.89-1.99	310	1.94	1.99	50	1.99
Yogurt	Greek	4-6 oz	0.79-1.00	1461	.94	0.77-1.25	3415	.97	0.95-1.00	996	.99
Yogurt	Yogurt	4-6 oz	0.50	53	.50	0.49-0.50	615	.50	0.40	118	.40
Yogurt	Yogurt	32 oz				2.49	167	2.49			

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 #					195	3.99
Cheese	Natural Varieties	8 oz block	1373	3.83	58	4.39		
Cheese	Natural Varieties	8 oz shred	885	3.99				
Cottage cheese		16 oz			58	5.19		
Cream cheese		8 oz	50	2.99	58	3.89		
Egg nog		quart	195	3.49				
Flavored milk	All fat tests	half gallon			58	4.49		
Milk	All fat tests	half gallon	1961	3.32	2973	3.47	1645	3.73

Wtd Avg - Simple weighted average



Milk	All fat tests	gallon	235	5.99	58	6.59	590	5.00
Milk	All fat tests	8 oz UHT	3242	1.00	1242	.92	303	.96
Sour cream		16 oz	251	3.00	56	2.99		
Yogurt	Greek	4-6 oz			112	1.50	982	1.05
Yogurt	Greek	32 oz					116	5.00
Yogurt	Yogurt	4-6 oz					108	.66
Yogurt	Yogurt	32 oz	373	3.61			353	2.99

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	3.39-3.99	488	3.53						
Egg nog		quart				3.49	195	3.49			
Milk	All fat tests	half gallon	3.59	167	3.59	2.99-3.29	363	3.19	2.99	333	2.99
Milk	All fat tests	gallon	5.99	235	5.99						
Milk	All fat tests	8 oz UHT	1.00	112	1.00	1.00	558	1.00	1.00	450	1.00
Sour cream		16 oz	2.99	56	2.99	3.00	195	3.00			
Yogurt	Yogurt	32 oz	2.99-3.99	373	3.61						

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	234	3.99	3.99	353	3.99	3.99	298	3.99
Cheese	Natural Varieties	8 oz shred	3.99	234	3.99	3.99	353	3.99	3.99	298	3.99
Cream cheese		8 oz							2.99	50	2.99
Milk	All fat tests	half gallon	2.50-3.29	376	3.01	2.79-4.29	722	3.64			
Milk	All fat tests	8 oz UHT	1.00	610	1.00	1.00	1134	1.00	1.00	378	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