



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 11/03 to 11/14

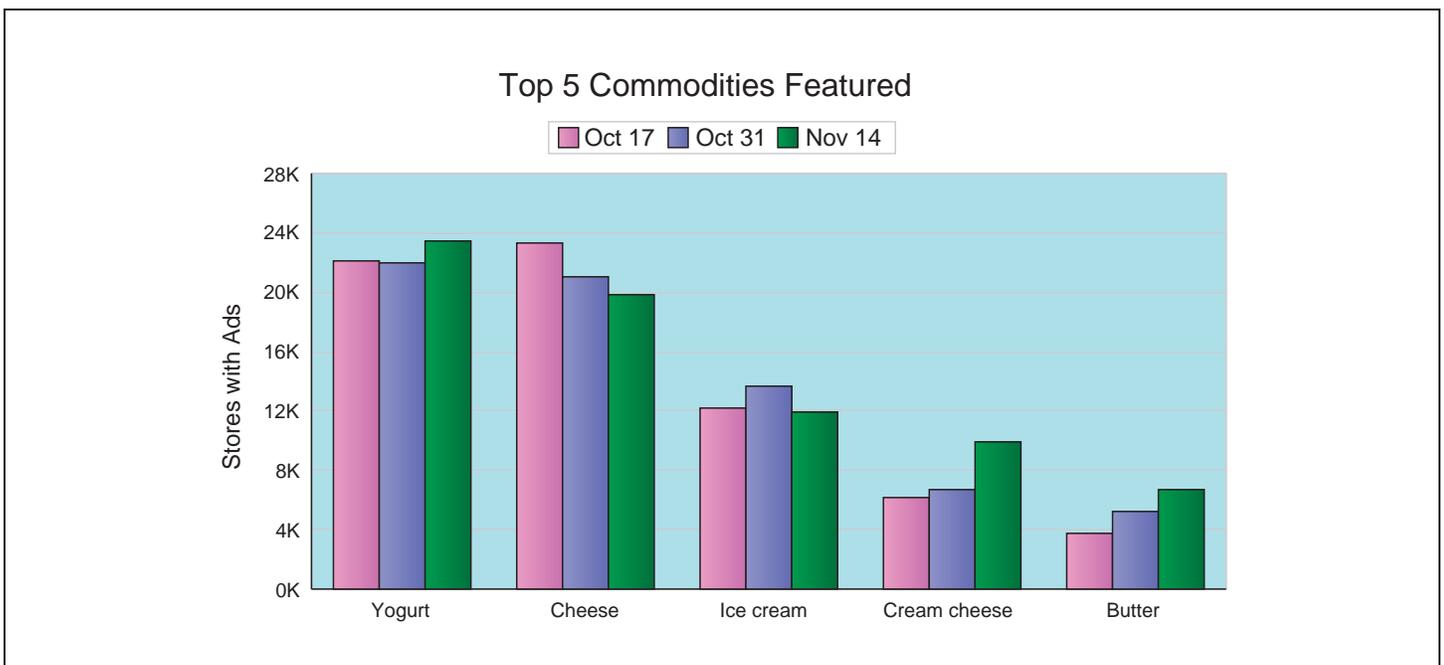
Half gallon egg nog ads increased significantly this period with a national average price of \$3.92. Cream cheese ad numbers increased 48% from 2 weeks ago with 8 ounce packages averaging \$1.61, down 3 cents from 2 weeks ago. Ice cream ads decreased, but were second in frequency behind Greek yogurt ads. The weighted average price of a 48-64 ounce container was \$3.02, 21 cents lower than 2 weeks ago. Sour cream ads increased 71% as the weighted average price decreased 7 cents from the last reporting period to \$1.77.

The national average price of 1 pound butter, \$3.63, decreased by 19 cents from the last period, but is \$1.26 higher than one year ago. The national average price has declined for 2 consecutive reporting periods with a cumulative decline of 57 cents.

The national weighted average cheese price for 8 ounce blocks is up 20 cents from two weeks ago to \$2.61, while a year ago the price was \$2.51. The 8 ounce shred category, at \$2.56, is up 10 cents from two weeks ago and 34 cents higher from one year ago.

Greek yogurt in 4-6 ounce packages averaged 96 cents, down 2 cents from two weeks ago and 6 cents lower compared to a year ago. Regular yogurt in 4-6 ounce packages, at 52 cents, is up 2 cents from two weeks ago, but down 1 cents from one year ago.

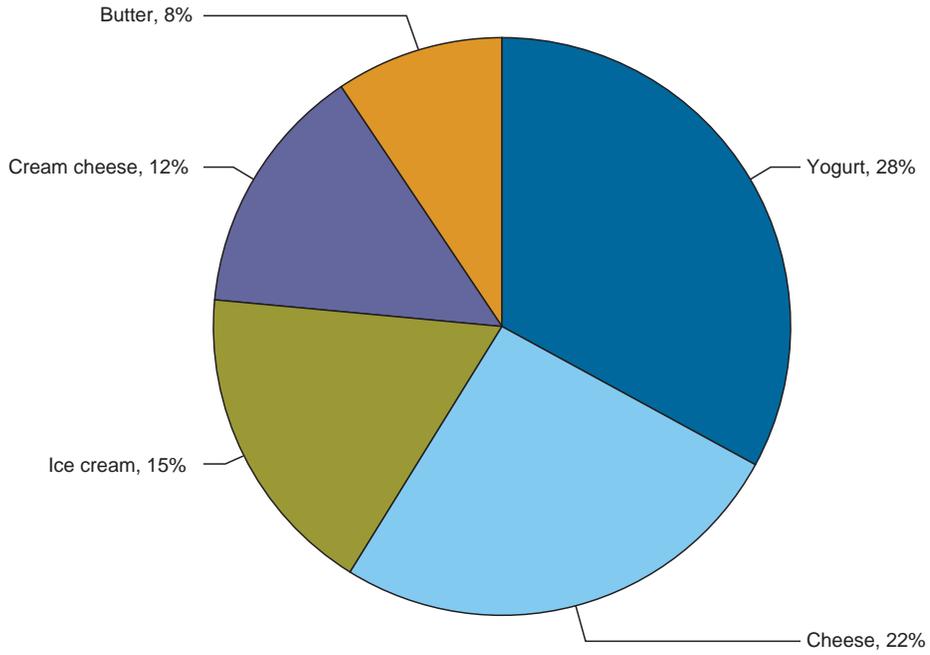
The organic versus conventional half gallon price spread is \$1.51, up 49 cents from two weeks ago. The price spread is the difference between the national weighted average conventional milk price for half gallons, \$2.15, and the average for organic half gallon milk, \$3.66. One year ago the price spread was \$2.02.



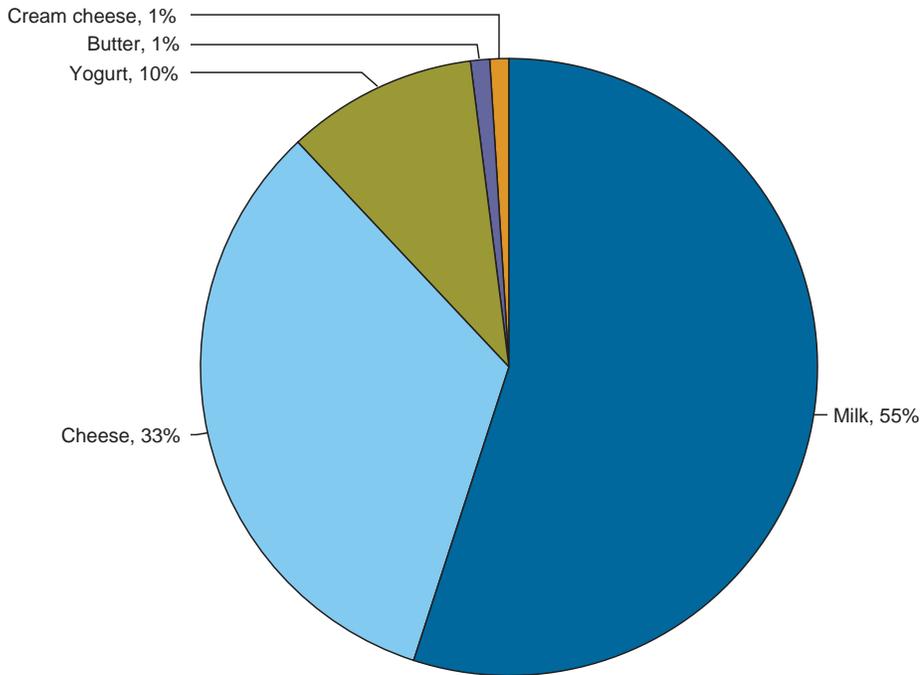
1 -- Dairy Market News surveys nearly 100 retailers, comprising over 14,000 individual stores, with online weekly advertised features.

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 #	6591	3.63	5266	3.82	6604	2.37
Cheese	Natural Varieties	8 oz block	6961	2.61	6918	2.41	5471	2.51
Cheese	Natural Varieties	1 # block	1546	3.95	1439	5.30	2192	3.81
Cheese	Natural Varieties	2 # block	1091	7.83	2337	8.45	1233	6.91
Cheese	Natural Varieties	8 oz shred	6357	2.56	6035	2.46	8005	2.22
Cheese	Natural Varieties	1 # shred	1716	4.00	2031	4.98	839	3.55
Cottage cheese		16 oz	1272	2.39	2989	2.02	5090	1.95
Cream cheese		8 oz	9893	1.61	6677	1.64	7788	1.55
Egg nog		quart	217	2.22	474	2.28	853	2.24
Egg nog		half gallon	1181	3.92			314	3.79
Flavored milk	All fat tests	half gallon			415	2.40	516	2.24
Flavored milk	All fat tests	gallon			533	3.94	98	2.50
Ice cream		48-64oz	11876	3.02	13666	3.23	12785	3.16
Milk	All fat tests	half gallon	987	2.15	443	2.30	810	1.46
Milk	All fat tests	gallon	1795	3.55	1041	3.78	1511	2.83
Sour cream		16 oz	6347	1.77	3706	1.84	7294	1.57
Yogurt	Greek	4-6 oz	14652	.96	16528	.98	12296	1.02
Yogurt	Greek	32 oz	1688	5.19			603	4.96
Yogurt	Yogurt	4-6 oz	4917	.52	4938	.50	5160	.53
Yogurt	Yogurt	32 oz	1541	2.44	167	2.49	605	2.24

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 #	2.50-5.99	1429	4.05	2.49-4.49	1732	3.46	2.49-3.50	1050	2.93
Cheese	Natural Varieties	8 oz block	1.47-3.29	2628	2.56	2.00-3.50	2301	2.75	1.66-2.99	1055	2.46
Cheese	Natural Varieties	1 # block				3.79-4.99	487	4.10	3.99	344	3.99
Cheese	Natural Varieties	2 # block	7.99	235	7.99						
Cheese	Natural Varieties	8 oz shred	1.67-3.00	2283	2.53	2.00-3.29	2040	2.41	1.98-2.49	179	2.31
Cheese	Natural Varieties	1 # shred							3.79-3.99	783	3.88
Cottage cheese		16 oz	1.99-2.99	913	2.44				1.99-2.50	295	2.34
Cream cheese		8 oz	1.00-2.50	1732	1.54	1.25-2.50	2735	1.87	1.25-1.50	1213	1.41
Egg nog		quart				1.99	105	1.99	2.39	62	2.39
Ice cream		48-64oz	1.98-3.99	3293	2.88	2.50-5.49	2693	3.13	2.50-3.50	1511	3.06
Milk	All fat tests	gallon	3.49-4.99	472	4.62	2.99	237	2.99	2.50-2.88	762	2.60
Sour cream		16 oz	1.29-2.00	2137	1.70	1.49-2.00	684	1.69	1.49-2.00	1304	1.67
Yogurt	Greek	4-6 oz	0.79-1.33	3587	.98	0.79-1.00	3432	.94	0.79-1.25	2760	.98
Yogurt	Greek	32 oz	5.99-6.99	363	6.64	3.50-4.99	1325	4.80			

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	4-6 oz	0.33-0.60	1227	.50	0.44-0.50	904	.49	0.50-0.79	683	.63
Yogurt	Yogurt	32 oz	1.97-2.50	223	2.26	2.47-2.49	1265	2.47			

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	200	3.77	1.99-4.99	1548	3.79	2.49-4.99	632	3.93
Cheese	Natural Varieties	8 oz block	1.59-2.79	659	2.33	1.99-3.49	318	3.04			
Cheese	Natural Varieties	1 # block	3.79	191	3.79	2.99-4.99	326	4.06	3.49-3.50	198	3.50
Cheese	Natural Varieties	2 # block	7.99	291	7.99	5.99-7.99	485	7.62	7.99	80	7.99
Cheese	Natural Varieties	8 oz shred	1.59-2.99	623	2.23	1.99-3.49	970	2.90	2.99-3.99	262	3.68
Cheese	Natural Varieties	1 # shred	3.79-3.99	494	3.91	3.99-4.99	439	4.32			
Cottage cheese		16 oz				1.99	64	1.99			
Cream cheese		8 oz	1.25-1.66	967	1.45	1.20-1.99	2490	1.57	1.49-1.66	756	1.56
Egg nog		quart							2.50	50	2.50
Egg nog		half gallon	3.29-3.99	234	3.65	3.99	649	3.99	3.99	298	3.99
Ice cream		48-64oz	2.39-4.99	402	3.35	2.49-4.88	2931	3.08	2.50-3.50	1046	2.80
Milk	All fat tests	half gallon	2.69	100	2.69	1.38-2.50	341	2.11	1.25-2.49	546	2.07
Milk	All fat tests	gallon	2.79	87	2.79	5.29	237	5.29			
Sour cream		16 oz	1.48-2.50	543	1.92	1.39-1.99	1251	1.88	1.49-2.19	428	1.99
Yogurt	Greek	4-6 oz	0.79-1.00	1588	.95	0.69-1.20	2427	.95	0.79-1.00	858	.95
Yogurt	Yogurt	4-6 oz	0.50	287	.50	0.50-0.67	1034	.51	0.50-0.59	782	.51
Yogurt	Yogurt	32 oz				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 #	56	6.49				
Cheese	Natural Varieties	8 oz block	1109	3.99	1373	3.83		
Cheese	Natural Varieties	1 # block	296	3.99				
Cheese	Natural Varieties	8 oz shred	703	3.99	885	3.99		
Cottage cheese		16 oz					165	3.88
Cream cheese		8 oz	56	2.99	50	2.99	56	2.49
Egg nog		quart			195	3.49		
Egg nog		half gallon					143	3.99

Wtd Avg - Simple weighted average



Ice cream		48-64oz						143	5.99
Milk	All fat tests	half gallon	824	3.66	1961	3.32	2785	3.48	
Milk	All fat tests	gallon			235	5.99	890	5.26	
Milk	All fat tests	8 oz UHT	2616	1.00	3242	1.00	71	.80	
Sour cream		16 oz			251	3.00			
Yogurt	Greek	4-6 oz	68	1.50			244	1.00	
Yogurt	Greek	32 oz					235	3.19	
Yogurt	Yogurt	4-6 oz	334	1.23			416	.96	
Yogurt	Yogurt	32 oz	235	3.49	373	3.61	108	3.99	

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
Butter		1 #	6.49	56	6.49						
Cheese	Natural Varieties	8 oz block	3.99	224	3.99						
Cream cheese		8 oz	2.99	56	2.99						
Milk	All fat tests	half gallon	3.50	165	3.50			3.88	70	3.88	
Milk	All fat tests	8 oz UHT	1.00	224	1.00			1.00	201	1.00	
Yogurt	Greek	4-6 oz	1.50	68	1.50						
Yogurt	Yogurt	4-6 oz	0.99-1.39	112	1.19						
Yogurt	Yogurt	32 oz	3.49	235	3.49						

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	1 # block				3.99	296	3.99			
Cheese	Natural Varieties	8 oz shred	3.99	234	3.99	3.99	353	3.99	3.99	116	3.99
Milk	All fat tests	half gallon				3.49-3.99	539	3.64	3.99	50	3.99
Milk	All fat tests	8 oz UHT	1.00	319	1.00	1.00	1458	1.00	1.00	414	1.00
Yogurt	Yogurt	4-6 oz				1.25	222	1.25			

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

Wtd Avg - Simple weighted average



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