



## 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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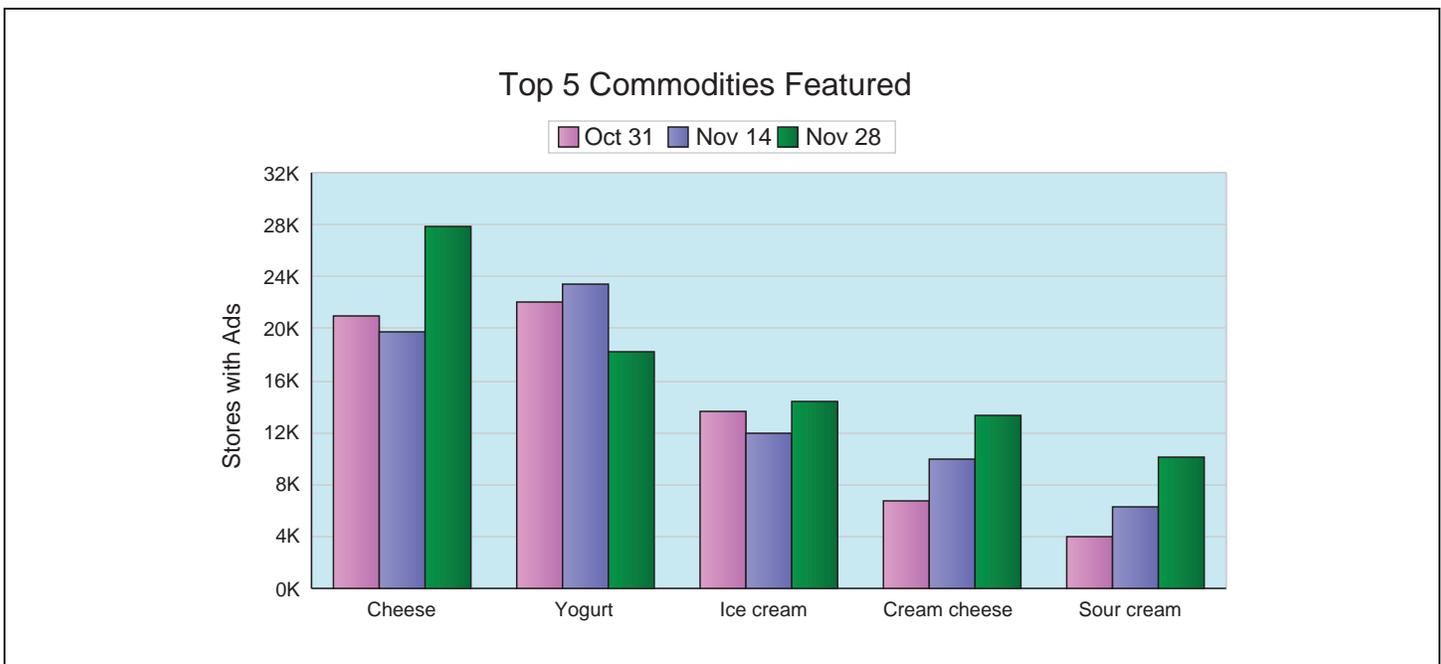
### Advertised Prices for Dairy Products at Major Retail Supermarket Outlets 11/17 to 11/28

Dairy products were heavily featured in Thanksgiving holiday themed advertisements this reporting period. The national advertised average price of a 1 pound butter package, \$3.28, declined 35 cents from two weeks ago, but was \$0.99 higher than one year ago. The national average 8 ounce block cheese price was \$2.55, down 6 cents from two weeks ago, but 20 cents higher than a year ago. For 8 ounce shreds, at \$2.50, were down 6 cents from two weeks ago, but 24 cents higher than one year ago.

The cream cheese price was \$1.53, 8 cents lower than two weeks ago, but 21 cents higher than a year ago. Sour cream ads averaged \$1.77, equal to two weeks ago, but 19 cents higher than a year ago. Egg nog half gallons averaged \$4.02, up 10 cents from two weeks ago and 57 cents higher than a year ago.

Greek yogurt in 4-6 ounce packages averaged 95 cents, down 1 cent from two weeks ago and 5 cents lower compared to a year ago. Regular yogurt in 4-6 ounce packages, at 49 cents, is down 3 cents from two weeks ago and 8 cents from one year ago.

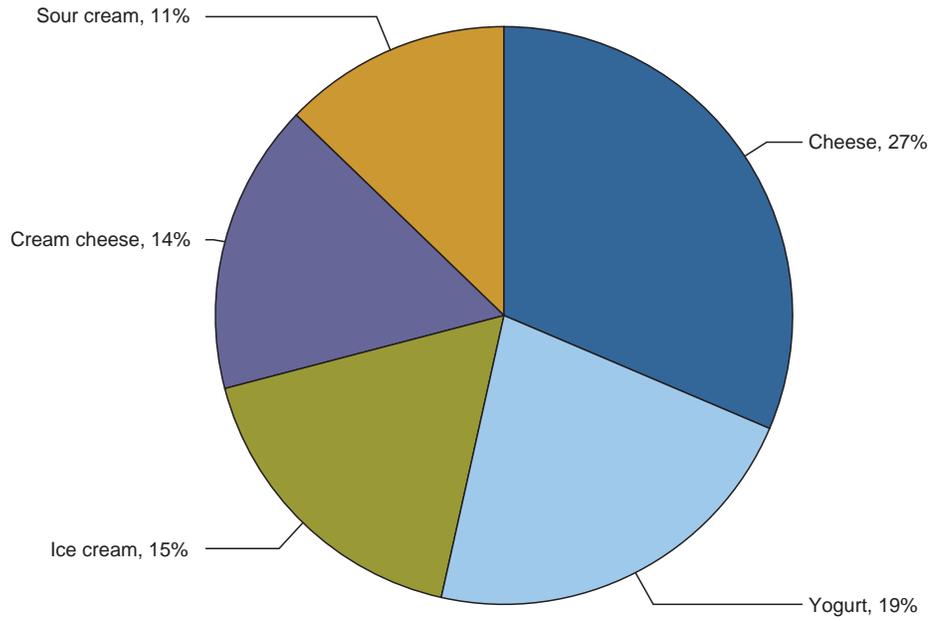
The organic versus conventional half gallon price spread is \$1.19, down 32 cents from two weeks ago. The price spread is the difference between the national weighted average conventional milk price for half gallons, \$2.44, and the average for organic half gallon milk, \$3.63. One year ago, the price spread was \$2.68, caused by a limited test on conventional milk.



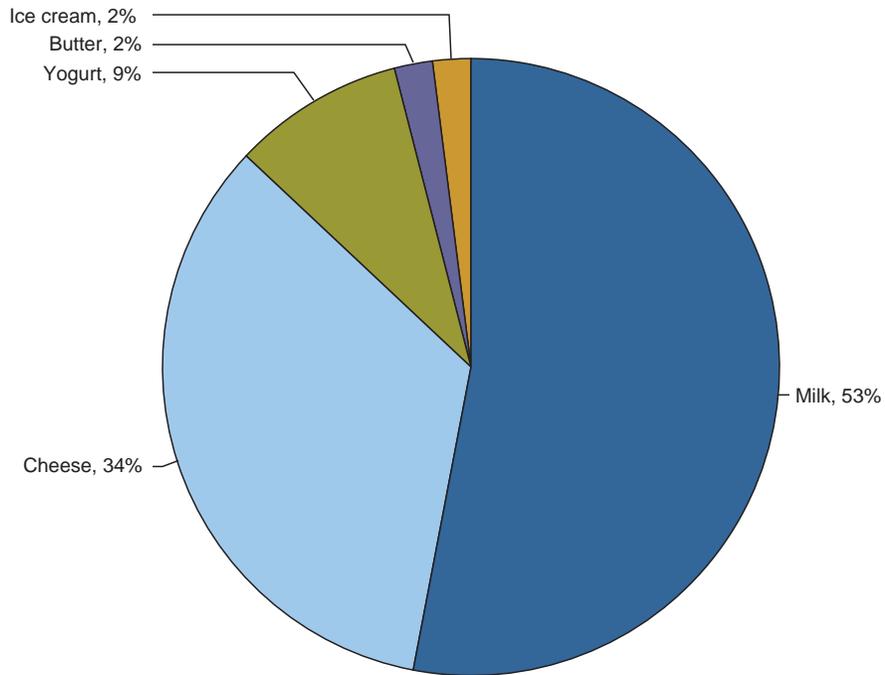
1 -- Dairy Market News surveys nearly 100 retailers, comprising over 14,000 individual stores, with online weekly advertised features.

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 #	9058	3.28	6591	3.63	10183	2.29
Cheese	Natural Varieties	8 oz block	11471	2.55	6961	2.61	11426	2.35
Cheese	Natural Varieties	1 # block	300	4.36	1546	3.95	1370	3.53
Cheese	Natural Varieties	2 # block	2823	7.60	1091	7.83	2088	6.58
Cheese	Natural Varieties	8 oz shred	10355	2.50	6357	2.56	12177	2.26
Cheese	Natural Varieties	1 # shred	545	3.87	1716	4.00	244	3.51
Cottage cheese		16 oz	950	1.92	1272	2.39	1199	2.40
Cream cheese		8 oz	13395	1.53	9893	1.61	12492	1.32
Egg nog		quart	864	3.69	217	2.22	737	2.68
Egg nog		half gallon	1604	4.02	1181	3.92	3361	3.45
Flavored milk	All fat tests	gallon					98	2.50
Ice cream		48-64oz	14184	3.26	11876	3.02	13553	3.08
Milk	All fat tests	half gallon	104	2.44	987	2.15	116	1.00
Milk	All fat tests	gallon	583	3.58	1795	3.55	1515	3.10
Sour cream		16 oz	10117	1.77	6347	1.77	10406	1.58
Yogurt	Greek	4-6 oz	11367	.95	14652	.96	8926	1.00
Yogurt	Greek	32 oz	803	4.97	1688	5.19	458	4.91
Yogurt	Yogurt	4-6 oz	3929	.49	4917	.52	2749	.57
Yogurt	Yogurt	32 oz	1593	3.00	1541	2.44	1327	2.22

### 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 #	2.49-4.99	1654	3.25	2.50-3.99	2906	3.09	1.99-3.50	1283	2.82
Cheese	Natural Varieties	8 oz block	1.99-3.00	2601	2.44	1.79-3.49	2776	2.45	1.25-3.00	1391	2.13
Cheese	Natural Varieties	1 # block						4.49	98	4.49	
Cheese	Natural Varieties	2 # block	5.00	68	5.00	7.48	202	7.48			
Cheese	Natural Varieties	8 oz shred	1.99-3.00	2417	2.72	1.67-3.29	2769	2.44	1.25-3.00	1666	2.14
Cheese	Natural Varieties	1 # shred	3.99	128	3.99			2.50-4.49	215	3.41	
Cottage cheese		16 oz	1.99-2.50	308	2.25	2.49	53	2.49	1.25-2.50	407	1.87
Cream cheese		8 oz	0.99-2.49	1877	1.53	1.25-2.00	3080	1.47	0.99-2.00	2070	1.45
Egg nog		quart	4.99	397	4.99	1.99-2.50	229	2.27	3.00	70	3.00
Egg nog		half gallon						3.69-4.79	295	4.44	
Ice cream		48-64oz	1.99-3.99	4083	2.96	2.50-5.00	3216	3.66	1.99-4.50	1218	3.16
Milk	All fat tests	half gallon	2.48	54	2.48						
Milk	All fat tests	gallon						2.75-2.99	160	2.84	
Sour cream		16 oz	1.19-2.00	2484	1.63	1.25-2.19	3231	1.93	1.25-2.00	1368	1.66
Yogurt	Greek	4-6 oz	0.88-1.25	2685	1.00	0.79-1.00	2744	.90	0.79-1.00	1909	.94

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	3.50-6.99	733	5.06				3.99	70	3.99
Yogurt	Yogurt	4-6 oz	0.50-0.60	758	.57	0.40-0.60	2513	.46	0.50	165	.50
Yogurt	Yogurt	32 oz	2.49	62	2.49	1.99-2.18	260	2.14			

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 #	2.50-3.99	1140	3.27	2.50-4.99	1479	3.96	2.50-4.59	596	3.61
Cheese	Natural Varieties	8 oz block	1.67-3.49	1271	2.55	1.97-3.99	2932	2.97	2.49-2.50	500	2.50
Cheese	Natural Varieties	1 # block							4.29	202	4.29
Cheese	Natural Varieties	2 # block	7.99	525	7.99	5.99-7.99	1134	7.83	5.99-7.99	894	7.30
Cheese	Natural Varieties	8 oz shred	1.47-2.79	1360	2.29	1.99-3.99	1513	2.80	2.49-3.49	630	2.64
Cheese	Natural Varieties	1 # shred							4.29	202	4.29
Cottage cheese		16 oz				1.99	64	1.99	0.99	118	.99
Cream cheese		8 oz	0.99-1.50	1463	1.31	1.00-3.29	3661	1.66	1.20-2.49	1244	1.66
Egg nog		quart	3.00	118	3.00				2.50	50	2.50
Egg nog		half gallon	3.49-3.99	234	3.75	3.79-3.99	777	3.96	3.99	298	3.99
Ice cream		48-64oz	1.99-4.99	1527	3.87	2.49-4.29	3268	3.05	2.50-3.99	872	3.09
Milk	All fat tests	half gallon							2.39	50	2.39
Milk	All fat tests	gallon	3.49	70	3.49	3.99	237	3.99	3.79	116	3.79
Sour cream		16 oz	1.25-2.29	1040	1.76	1.20-2.00	1246	1.74	0.99-1.99	748	1.78
Yogurt	Greek	4-6 oz	0.79-1.00	1169	.93	0.79-1.20	2284	.99	0.79-1.00	576	.97
Yogurt	Yogurt	4-6 oz	0.69	52	.69	0.50	239	.50	0.50	202	.50
Yogurt	Yogurt	32 oz	2.99	324	2.99	2.99-3.49	649	3.31	2.99-3.29	298	3.17

### 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 #	165	6.99	56	6.49	100	3.99
Cheese	Natural Varieties	8 oz block	1293	3.99	1109	3.99		
Cheese	Natural Varieties	1 # block			296	3.99		
Cheese	Natural Varieties	8 oz shred	944	3.99	703	3.99		
Cottage cheese		16 oz					165	3.99
Cream cheese		8 oz			56	2.99	127	2.43
Egg nog		quart					243	3.78

Wtd Avg - Simple weighted average



Ice cream		48-64oz	143	5.99				
Milk	All fat tests	half gallon	3102	3.63	824	3.66	2198	3.68
Milk	All fat tests	gallon	232	6.49			652	5.25
Milk	All fat tests	8 oz UHT	201	1.00	2616	1.00	202	1.00
Sour cream		16 oz					71	2.69
Yogurt	Greek	4-6 oz	293	1.25	68	1.50		
Yogurt	Yogurt	4-6 oz	56	.99	334	1.23		
Yogurt	Yogurt	32 oz	235	3.49	235	3.49	195	3.33

### 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 #							6.99	165	6.99
Cheese	Natural Varieties	8 oz block	3.99	112	3.99						
Milk	All fat tests	half gallon				2.99	237	2.99	2.99-4.28	615	3.34
Milk	All fat tests	gallon	6.49	232	6.49						
Milk	All fat tests	8 oz UHT							1.00	201	1.00
Yogurt	Greek	4-6 oz	1.25	128	1.25				1.25	165	1.25
Yogurt	Yogurt	4-6 oz	0.99	56	.99						
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	649	3.99	3.99	298	3.99
Cheese	Natural Varieties	8 oz shred	3.99	234	3.99	3.99	412	3.99	3.99	298	3.99
Ice cream		48-64oz				5.99	143	5.99			
Milk	All fat tests	half gallon	2.69-4.39	610	3.42	2.79-4.39	1262	3.88	2.99-4.39	378	4.05

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

Wtd Avg - Simple weighted average

