



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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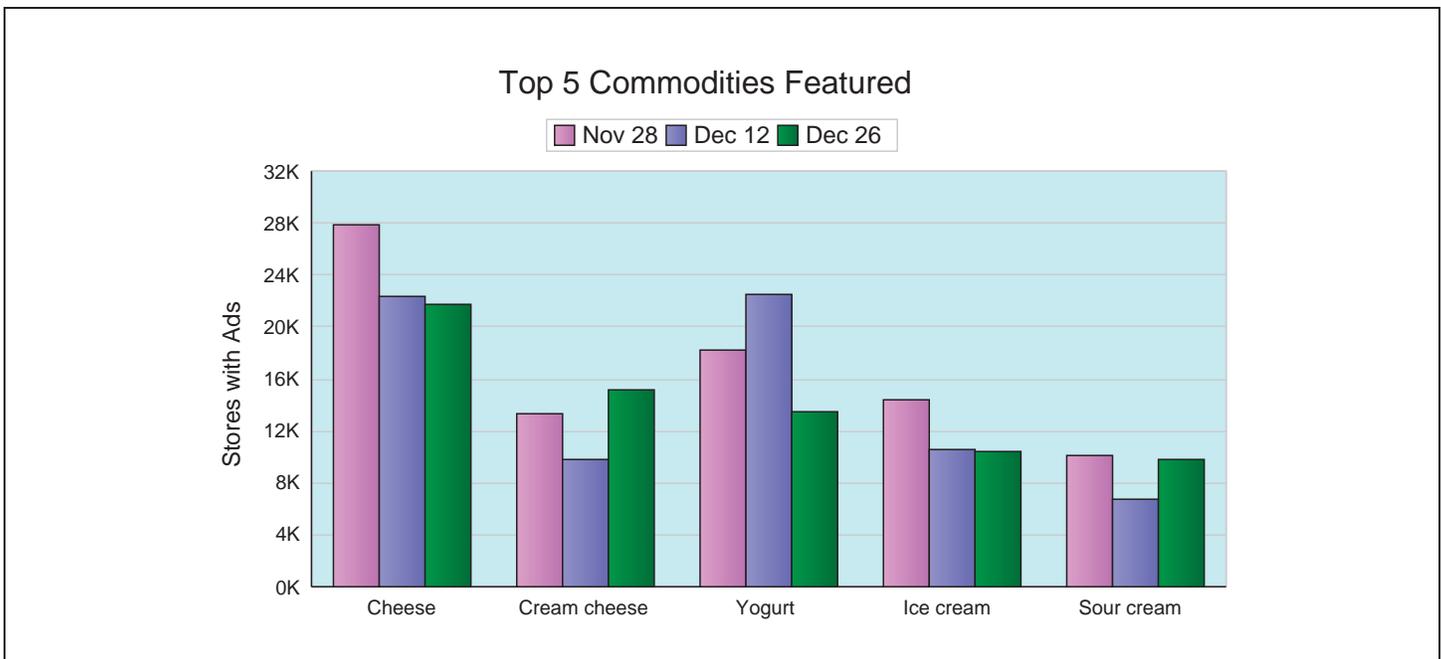
Advertised Prices for Dairy Products at Major Retail Supermarket Outlets 12/15 to 12/26

During this period including Christmas week, holiday themed dairy products experienced ad volume increases but U.S. average advertised prices mostly decreased from two weeks ago. Ad volume changes, average prices and price changes from two weeks ago include: 1 pound butter, +68%, \$3.06, - 26 cents; 8 ounce cream cheese, +55%, \$1.42, - 26 cents; half gallon egg nog, +334%, \$3.73, - 67 cents; and 16 ounce sour cream, +45%, \$1.67, -24 cents.

The national price of 8 ounce cheese shreds, \$2.35, is down 10 cents from two weeks ago, but 16 cents higher than one year ago. The national average 8 ounce block cheese price is \$2.51, is down 11 cents from two weeks ago, but up 24 cents from a year ago. Total cheese advertising volume is down 13% from two weeks ago.

Greek yogurt in 4-6 ounce packages averages 95 cents, down 3 cents from two weeks ago and down 5 cents from one year ago. Greek yogurt in 32 ounce packages averages \$4.84, down 84 cents from two weeks ago and down 17 cent from a year ago. Yogurt in 4-6 ounce packages averages 48 cents, down 3 cents from two weeks ago and down 4 cents from one year ago.

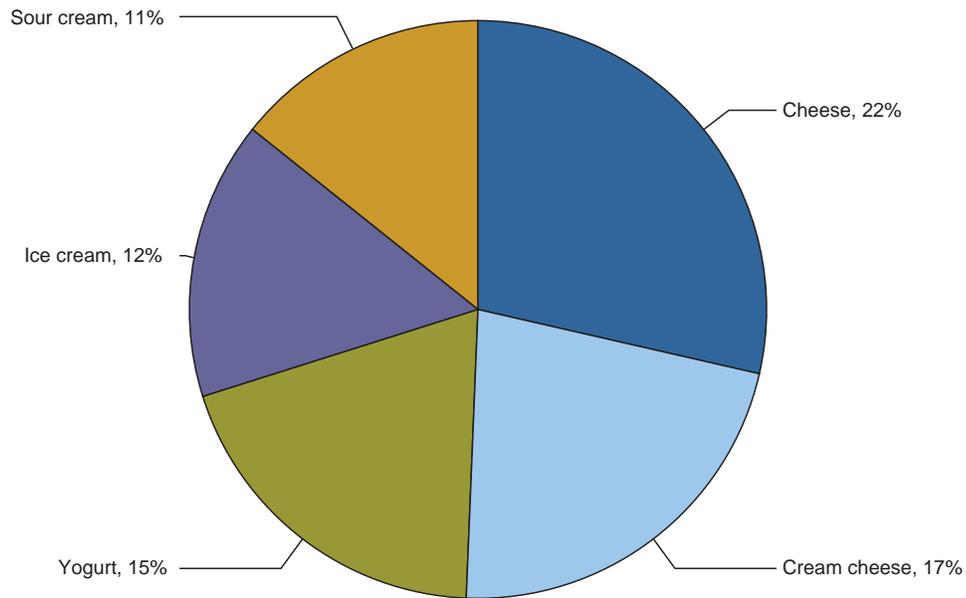
The organic versus conventional half gallon price spread is \$.65, down 44 cents from two weeks ago. The price spread is the difference between the national weighted average conventional milk price for half gallons, \$2.50, and the average for organic half gallon milk, \$3.15. This is the narrowest price spread of 2014, which has ranged from this week's \$.65, to \$2.55, which occurred during a period when conventional milk reached the lowest average price of the year, \$1.25.



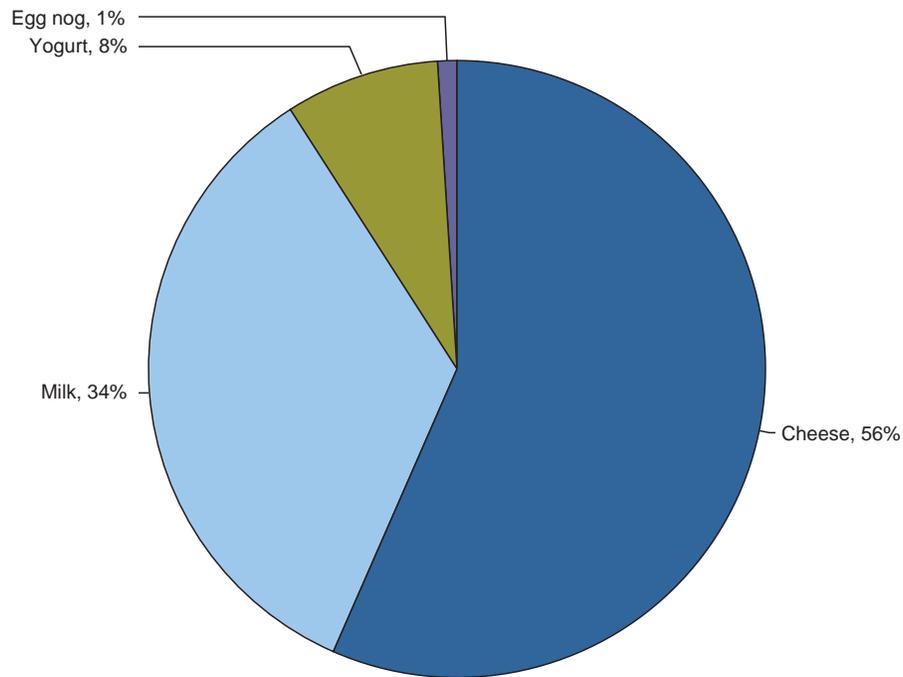
1 -- Dairy Market News surveys nearly 100 retailers, comprising over 14,000 individual stores, with online weekly advertised features.

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 #	9237	3.06	5489	3.32	10926	2.48
Cheese	Natural Varieties	8 oz block	9443	2.51	7724	2.62	10544	2.27
Cheese	Natural Varieties	1 # block	555	3.74	1617	4.24	1391	3.10
Cheese	Natural Varieties	2 # block	957	7.83	2820	7.93	2276	7.02
Cheese	Natural Varieties	8 oz shred	7738	2.35	7825	2.45	10674	2.19
Cheese	Natural Varieties	1 # shred	495	3.61	2126	3.99	467	4.21
Cottage cheese		16 oz	1624	1.86	2659	2.35	915	1.98
Cream cheese		8 oz	15132	1.42	9770	1.68	11201	1.32
Egg nog		quart	678	2.33	1646	2.48	1645	2.43
Egg nog		half gallon	4704	3.73	1084	4.40	4211	3.44
Flavored milk	All fat tests	half gallon	271	2.53	1202	2.46	480	2.69
Flavored milk	All fat tests	gallon	51	4.19	142	4.49		
Ice cream		48-64oz	10459	2.98	10624	3.34	14314	2.94
Milk	All fat tests	half gallon	70	2.50	542	2.40	172	1.48
Milk	All fat tests	gallon	1582	3.15	2996	3.40	1247	2.86
Sour cream		16 oz	9792	1.67	6764	1.91	11308	1.52
Yogurt	Greek	4-6 oz	9934	.95	14258	.98	8638	1.00
Yogurt	Greek	32 oz	1923	4.84	839	5.68	1410	5.01
Yogurt	Yogurt	4-6 oz	1238	.48	6445	.51	995	.52
Yogurt	Yogurt	32 oz	63	2.50	53	2.49	803	2.02

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 #	2.47-3.99	1596	2.87	2.49-3.99	2220	3.03	1.98-3.00	1448	2.43
Cheese	Natural Varieties	8 oz block	1.77-3.49	2951	2.37	1.67-3.49	1742	2.64	1.49-3.00	1401	2.21
Cheese	Natural Varieties	1 # block	3.99	203	3.99	3.99	107	3.99	3.99	165	3.99
Cheese	Natural Varieties	2 # block				7.99	58	7.99			
Cheese	Natural Varieties	8 oz shred	1.77-3.00	2291	2.47	1.99-2.50	1040	2.33	1.49-2.50	1056	2.09
Cheese	Natural Varieties	1 # shred	3.99	141	3.99				3.69-3.99	274	3.80
Cottage cheese		16 oz	1.99-2.50	569	2.20	2.50	124	2.50	1.25	244	1.25
Cream cheese		8 oz	1.25-2.00	2455	1.61	0.99-2.49	4643	1.41	0.79-1.99	1988	1.38
Egg nog		quart	1.99	108	1.99	2.00	195	2.00	2.39-2.78	325	2.62
Egg nog		half gallon	3.49-4.99	782	4.19	3.49-3.79	468	3.56	3.39-4.29	684	3.59
Flavored milk	All fat tests	half gallon							1.79-2.79	271	2.53
Flavored milk	All fat tests	gallon	4.19	51	4.19						
Ice cream		48-64oz	1.99-3.99	2516	2.76	2.50-4.99	2230	3.32	2.50-3.98	1747	3.05
Milk	All fat tests	gallon	3.49	281	3.49	3.49	58	3.49	2.99	62	2.99

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
Sour cream		16 oz	0.99-2.00	2908	1.61	1.25-2.00	2162	1.79	0.99-2.00	1400	1.60
Yogurt	Greek	4-6 oz	0.88-1.33	2207	1.00	0.79-1.00	3011	.89	0.79-1.00	1345	.93
Yogurt	Greek	32 oz	3.99	247	3.99	2.99-4.99	1328	4.90	4.19-5.38	263	4.94
Yogurt	Yogurt	4-6 oz	0.39-0.60	705	.46	0.50	107	.50			
Yogurt	Yogurt	32 oz	2.50	63	2.50						

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
Butter		1 #	2.50-3.99	1054	3.09	2.50-3.99	2121	3.57	2.49-3.99	798	3.24
Cheese	Natural Varieties	8 oz block	2.00-3.00	807	2.55	1.99-3.50	1946	2.74	2.50-3.00	596	2.75
Cheese	Natural Varieties	1 # block							2.29	80	2.29
Cheese	Natural Varieties	2 # block	7.99	521	7.99				7.49-7.99	378	7.60
Cheese	Natural Varieties	8 oz shred	1.99-2.79	1334	2.25	1.99-2.50	1603	2.40	2.50-3.00	414	2.64
Cheese	Natural Varieties	1 # shred							2.29	80	2.29
Cottage cheese		16 oz				1.39-1.99	489	1.82	1.25-1.50	198	1.35
Cream cheese		8 oz	0.99-1.67	1634	1.30	0.99-2.00	3404	1.41	1.20-1.99	1008	1.37
Egg nog		quart							2.50	50	2.50
Egg nog		half gallon	3.49-3.99	610	3.59	3.29-4.79	1580	3.91	1.99-3.99	580	3.07
Ice cream		48-64oz	1.67-4.50	605	3.31	2.49-3.50	2467	2.81	2.50-3.50	894	2.84
Milk	All fat tests	half gallon	2.50	70	2.50						
Milk	All fat tests	gallon	1.99-2.50	234	2.23	1.97-3.99	649	3.40	2.99	298	2.99
Sour cream		16 oz	1.25-2.00	730	1.46	1.00-2.00	1960	1.80	1.25-1.99	632	1.58
Yogurt	Greek	4-6 oz	0.79-1.00	939	.94	0.79-1.25	1856	1.00	0.79-1.00	576	.97
Yogurt	Greek	32 oz	5.99	85	5.99						
Yogurt	Yogurt	4-6 oz				0.50	128	.50	0.50	298	.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 #					248	4.82
Cheese	Natural Varieties	8 oz block	1616	3.95	235	3.49		
Cheese	Natural Varieties	8 oz shred	989	3.99				
Egg nog		quart	63	2.99	1844	3.95	323	3.84
Milk	All fat tests	half gallon	176	3.15	58	3.49	2602	3.21
Milk	All fat tests	gallon	1421	5.89	1127	6.15	1485	5.60

Wtd Avg - Simple weighted average



Sour cream		16 oz						56	2.99
Yogurt	Greek	4-6 oz	235	1.25	152	1.18			
Yogurt	Greek	32 oz			71	6.49			
Yogurt	Yogurt	4-6 oz			58	.69			
Yogurt	Yogurt	32 oz	141	3.49	430	3.04			

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	3.49-3.99	253	3.71						
Cheese	Natural Varieties	8 oz shred	3.99	112	3.99						
Egg nog		quart	2.99	63	2.99						
Milk	All fat tests	half gallon				3.49	58	3.49			
Milk	All fat tests	gallon	5.99	112	5.99						
Yogurt	Greek	4-6 oz	1.25	235	1.25						
Yogurt	Yogurt	32 oz	3.49	141	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	480	3.99
Cheese	Natural Varieties	8 oz shred	3.99	112	3.99	3.99	649	3.99	3.99	116	3.99
Milk	All fat tests	half gallon							2.99	118	2.99
Milk	All fat tests	gallon	5.79-6.19	234	6.00	5.99-6.39	777	6.05	5.29-5.49	298	5.37

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