



Dairy Market News Branch

Agricultural
Marketing
Service

National Retail Report - Dairy

Websites: <http://www.marketnews.usda.gov/mnp/da-home> and <http://www.ams.usda.gov/mnreports/dybretail.pdf>

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Advertised Prices for Dairy Products at Major Retail Supermarket Outlets ending during the period of 01/09 to Jan 15

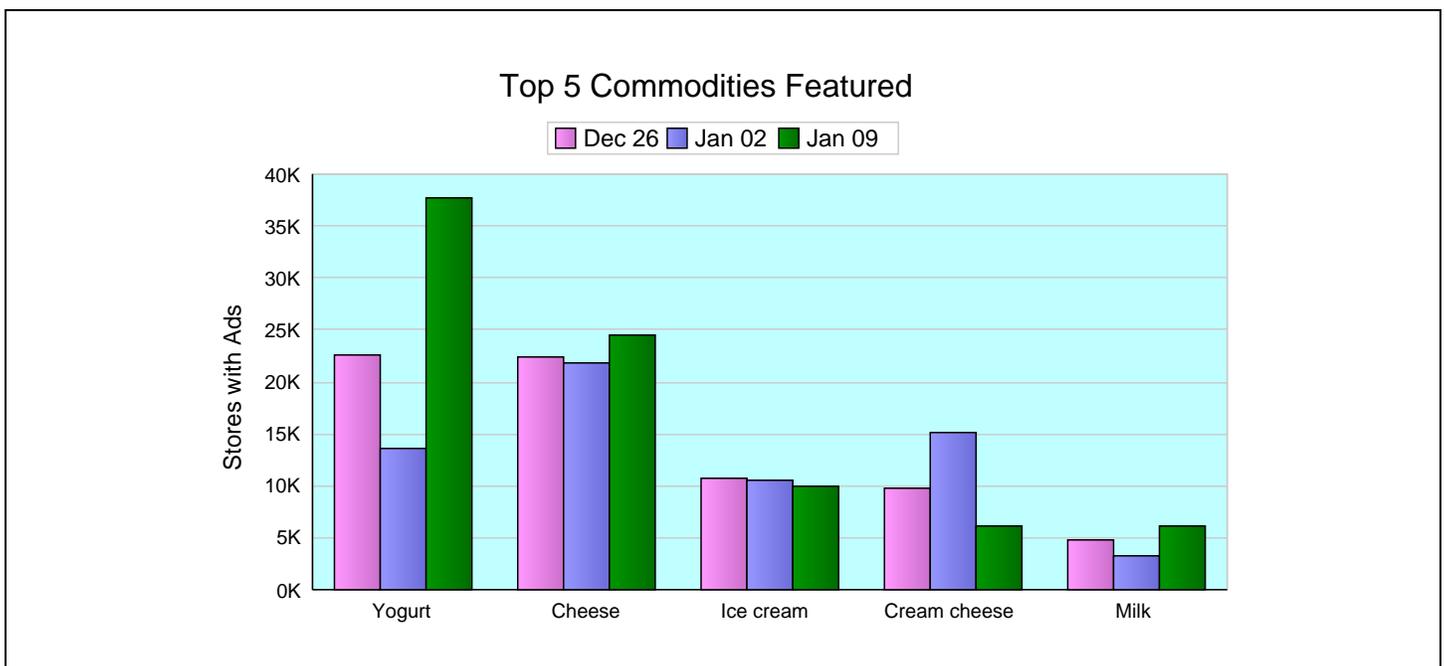
Starting with Report 01, 2015, the National Retail Report - Dairy will be released weekly. Technical difficulties prevented the timely release of the Report 01. Comparisons to week ago for Report 01 are to Report 52, 2014; year ago are to Report 02, 2014.

Report 02, 2015 will be released on Friday, January 16th.

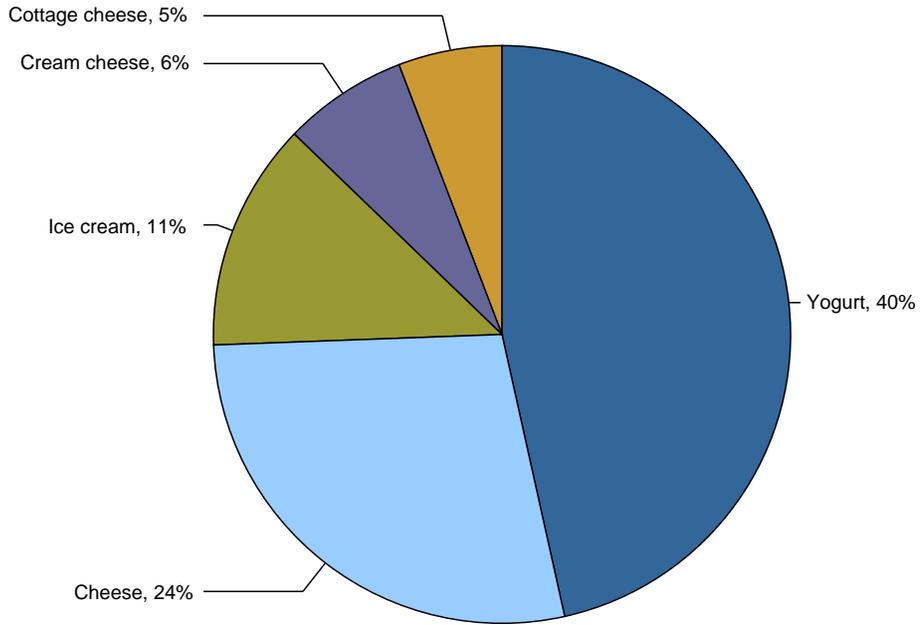
Report 1 conventional dairy advertising is dominated by yogurt and cheese ads, which comprise 3 of every 4 ads. The U.S average price for 8 ounce blocks, \$2.36, is 15 cents lower than one week ago but 7 cents higher than a year ago, while 8 ounce shredded cheese at \$2.59 is up 24 cents from the prior week and up 20 cents from the prior year.

Greek 4-6 ounce yogurt at 95 cents is unchanged from a week ago but 3 cents lower than a year ago. Conventional 4-6 ounce yogurt at 47 cents is 1 cent below a week ago and 2 cents below one year ago.

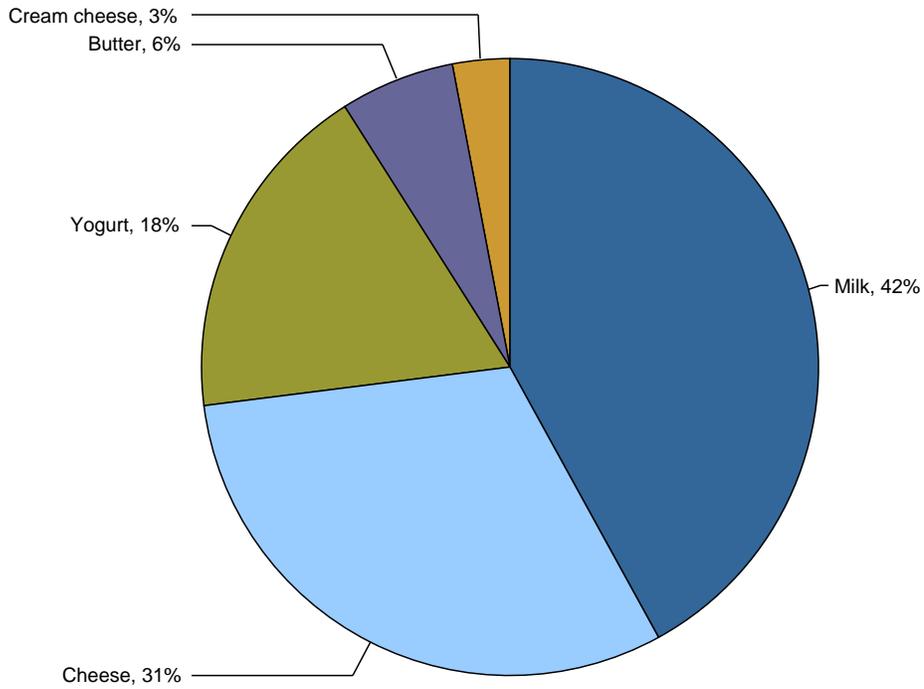
The organic versus conventional half gallon milk price spread is \$1.62, up 97 cents from two weeks ago. The price spread is the difference between the national weighted average conventional milk price for half gallons, \$2.03, and the average for organic half gallon milk, \$3.65



Top 5 Percentage of Total Conventional Ads



Top 5 Percentage of Total Organic Ads





NATIONAL -- CONVENTIONAL DAIRY PRODUCTS

Commodity	Type	Pack Size	THIS PERIOD		LAST WEEK		LAST YEAR	
			Stores With Ads	Wtd Avg Price	Stores With Ads	Wtd Avg Price	Stores With Ads	Wtd Avg Price
Butter		1 #	2594	3.35	9237	3.06	2542	2.88
Cheese	Natural Varieties	8 oz block	8616	2.36	9443	2.51	9123	2.29
Cheese	Natural Varieties	1 # block	2363	3.95	555	3.74	1092	4.07
Cheese	Natural Varieties	2 # block	1133	7.28	957	7.83	1325	6.11
Cheese	Natural Varieties	8 oz shred	8115	2.59	7738	2.35	8591	2.39
Cheese	Natural Varieties	1 # shred	2004	3.89	495	3.61	1403	3.46
Cottage cheese		16 oz	4906	2.35	1624	1.86	4001	1.90
Cream cheese		8 oz	5834	1.83	15132	1.42	2533	1.58
Egg nog		quart			678	2.33	160	3.27
Egg nog		half gallon	114	3.49	4704	3.73	71	4.79
Flavored milk	All fat tests	half gallon	1411	2.72	271	2.53	882	2.93
Flavored milk	All fat tests	gallon	330	3.18	51	4.19	71	3.65
Ice cream		48-64oz	9965	3.11	10459	2.98	11720	3.17
Milk	All fat tests	half gallon	833	2.03	70	2.50	252	1.65
Milk	All fat tests	gallon	2216	2.55	1582	3.15	2010	3.07
Sour cream		16 oz	4223	1.81	9792	1.67	6558	1.57
Yogurt	Greek	4-6 oz	20667	.95	9934	.95	16799	.98
Yogurt	Greek	32 oz	1554	5.01	1923	4.84	2100	3.37
Yogurt	Yogurt	4-6 oz	13806	.47	1238	.48	9906	.49
Yogurt	Yogurt	32 oz	511	2.40	63	2.50	1149	2.73

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 #	2.79-4.49	1699	3.51	3.00	790	3.00			
Cheese	Natural Varieties	8 oz block	1.50-4.29	3017	2.45	1.99-2.50	1623	2.29	1.49-3.00	2051	1.99
Cheese	Natural Varieties	1 # block	2.50-3.99	771	3.66	3.00-3.99	1261	3.84	2.99	57	2.99
Cheese	Natural Varieties	2 # block	7.29-7.99	305	7.48						
Cheese	Natural Varieties	8 oz shred	1.99-3.00	2776	2.62	1.99-3.00	1321	2.42	1.49-3.00	813	2.25
Cheese	Natural Varieties	1 # shred	2.99-3.99	538	3.65	3.00-3.99	1197	3.83	3.49	69	3.49
Cottage cheese		16 oz	1.79-2.99	1623	2.36	2.29-2.69	1533	2.61	2.00	180	2.00
Cream cheese		8 oz	1.49-2.50	2151	2.02	1.25-2.39	1298	1.52	1.25-2.21	467	1.61
Egg nog		half gallon				3.49	114	3.49			
Flavored milk	All fat tests	half gallon	2.50-2.69	182	2.61	2.69	1002	2.69	1.99-2.27	122	2.15
Flavored milk	All fat tests	gallon							2.50-3.99	330	3.18
Ice cream		48-64oz	1.88-3.50	3949	2.93	2.50-3.50	2379	2.78	2.50-3.50	1364	3.05
Milk	All fat tests	half gallon	2.50-2.99	135	2.73				1.00	220	1.00
Milk	All fat tests	gallon	2.99-3.69	353	3.38	1.99	184	1.99	1.99-3.00	442	2.49

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	1.29-2.50	1321	1.66	1.59-2.00	2021	1.94	1.00-2.00	416	1.65
Yogurt	Greek	4-6 oz	0.79-1.00	3860	.97	0.79-1.00	4395	.91	0.79-1.25	5081	.95
Yogurt	Greek	32 oz	4.49-5.99	478	5.07	4.99	1002	4.99			
Yogurt	Yogurt	4-6 oz	0.33-0.80	3077	.50	0.33-0.60	5039	.45	0.29-0.60	2802	.45
Yogurt	Yogurt	32 oz	2.00-2.79	199	2.25						

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 #							3.49	105	3.49
Cheese	Natural Varieties	8 oz block	1.79-3.99	628	2.67	2.50-2.88	834	2.53	2.50-3.49	463	2.87
Cheese	Natural Varieties	1 # block				4.99-5.99	274	5.49			
Cheese	Natural Varieties	2 # block	7.49	351	7.49	6.99	477	6.99			
Cheese	Natural Varieties	8 oz shred	1.79-3.99	863	2.76	2.29-3.00	1449	2.70	1.69-3.49	893	2.68
Cheese	Natural Varieties	1 # shred				4.99	200	4.99			
Cottage cheese		16 oz	1.49-2.29	293	1.83	1.49-2.50	940	2.22	1.67-2.39	337	2.06
Cream cheese		8 oz	1.00-2.49	709	1.83	1.49-1.99	782	1.88	1.69-1.99	427	1.94
Flavored milk	All fat tests	half gallon							3.79	105	3.79
Ice cream		48-64oz	2.99-5.99	1008	4.44	2.79-3.50	910	3.28	2.79-3.50	355	3.37
Milk	All fat tests	half gallon	3.99	114	3.99	1.00-2.50	298	1.90	1.25	66	1.25
Milk	All fat tests	gallon	1.99	561	1.99	1.97-2.99	510	2.82	2.50-3.00	166	2.68
Sour cream		16 oz				1.39-1.89	230	1.75	1.69-2.00	235	1.91
Yogurt	Greek	4-6 oz	0.60-1.00	3181	.95	0.88-1.00	2623	.99	0.88-1.25	1527	1.00
Yogurt	Greek	32 oz	4.99	74	4.99						
Yogurt	Yogurt	4-6 oz	0.30-0.50	1421	.46	0.50-0.60	972	.54	0.50-0.65	495	.52
Yogurt	Yogurt	32 oz	2.50	141	2.50				2.49-2.50	171	2.49

NATIONAL -- ORGANIC DAIRY PRODUCTS

Commodity	Type	Pack Size	THIS PERIOD		LAST WEEK		LAST YEAR	
			Stores With Ads	Wtd Avg Price	Stores With Ads	Wtd Avg Price	Stores With Ads	Wtd Avg Price
Butter		1 #	442	5.14				
Cheese	Natural Varieties	8 oz block	1098	3.99	1616	3.95		
Cheese	Natural Varieties	8 oz shred	1098	3.93	989	3.99		
Cream cheese		8 oz	221	3.29				
Egg nog		quart			63	2.99		
Milk	All fat tests	half gallon	2530	3.65	176	3.15	3648	3.45

Wtd Avg - Simple weighted average



Milk	All fat tests	gallon			1421	5.89	543	5.08
Milk	All fat tests	8 oz UHT	450	.96			165	1.00
Yogurt	Greek	4-6 oz	906	1.02	235	1.25	1783	1.16
Yogurt	Yogurt	4-6 oz	218	.72			143	.50
Yogurt	Yogurt	32 oz	137	2.99	141	3.49	769	2.96

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 #	4.99-5.29	442	5.14						
Cheese	Natural Varieties	8 oz block	3.99	84	3.99						
Cheese	Natural Varieties	8 oz shred	3.99	84	3.99						
Cream cheese		8 oz	3.29	221	3.29						
Milk	All fat tests	half gallon	2.99-3.49	156	3.26	3.49	184	3.49	2.99-4.39	709	3.51
Milk	All fat tests	8 oz UHT	0.83-1.00	255	.93	1.00	195	1.00			
Yogurt	Greek	4-6 oz	1.25	72	1.25	1.00	184	1.00	1.00	110	1.00
Yogurt	Yogurt	4-6 oz	0.80	59	.80				0.80	98	.80
Yogurt	Yogurt	32 oz							2.99	137	2.99

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	121	3.99	3.99	604	3.99	3.99	289	3.99
Cheese	Natural Varieties	8 oz shred	3.49	121	3.49	3.99	604	3.99	3.99	289	3.99
Milk	All fat tests	half gallon	3.29-4.99	405	3.60	3.49-3.99	666	3.94	2.99-3.99	410	3.69
Yogurt	Greek	4-6 oz	1.00	420	1.00	1.00	120	1.00			
Yogurt	Yogurt	4-6 oz							0.50	61	.50

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

