



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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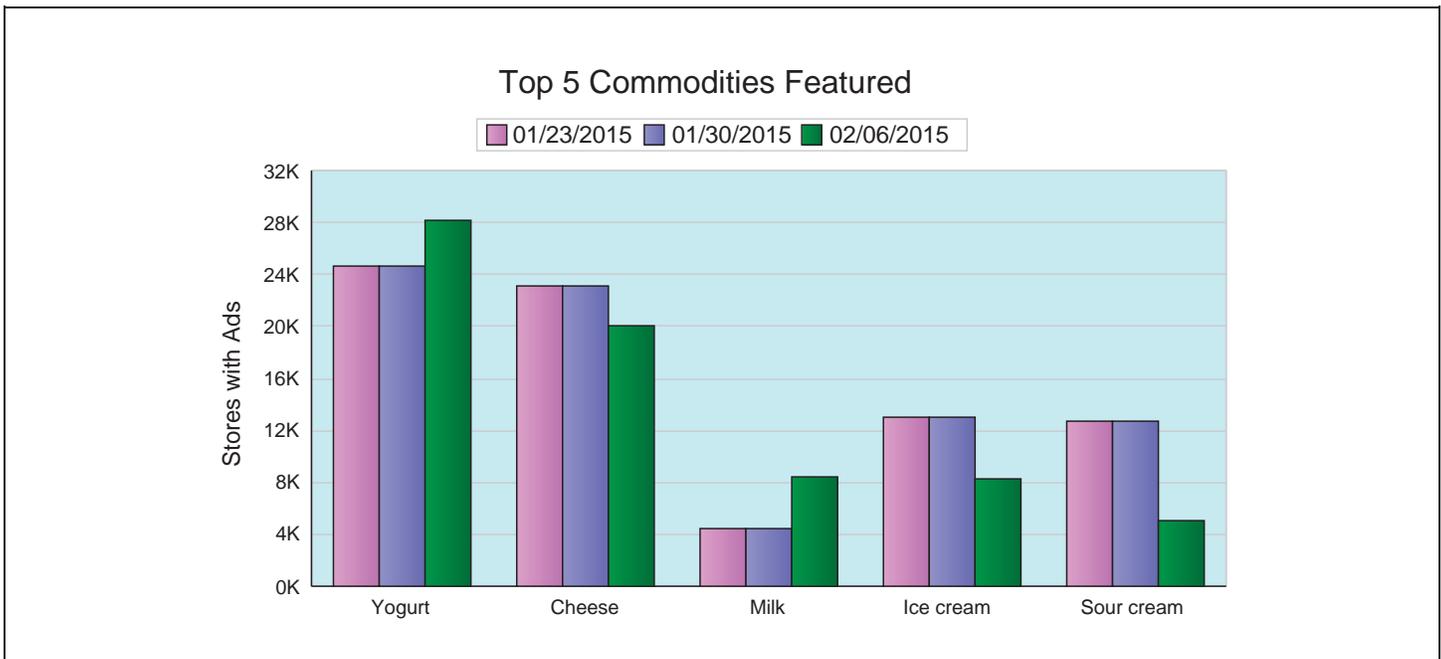
Advertised Prices for Dairy Products at Major Retail Supermarket Outlets ending during the period of 02/06/2015 to 02/12/2015

Ad volume for butter, cottage cheese, cream cheese and ice cream each declined this week. The national average advertised price for 1# butter, \$3.03, is down 29 cents from the prior week but up 6 cents from one year ago. Cottage cheese in 16 ounce containers has an average price of \$2.32, up 36 cents from one week ago and up 34 cents from one year ago. Cream cheese 8 oz. has an average price of \$1.83, up 7 cents from one week ago and up 39 cents from one year ago. Ice cream in 48-64 oz. containers has an average price of \$3.01, down 23 cents from one week ago and down 8 cents from one year ago.

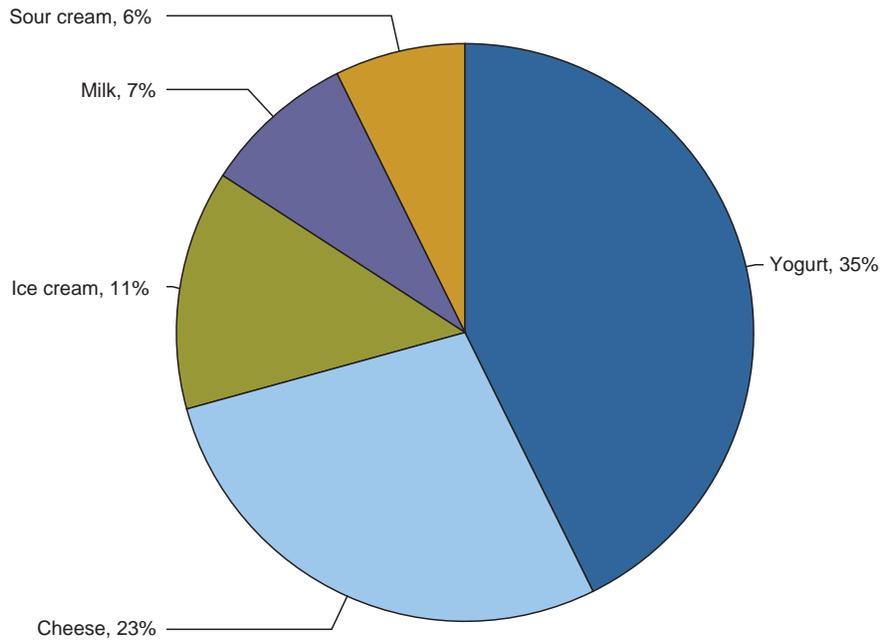
Greek 4-6 ounce yogurt ad volume is greater than the combined ad volume for all other categories and sizes of yogurt. The average price of 4-6 ounce Greek yogurt, 98 cents, is down 1 cent from last week and even with one year ago. Ads for 4-6 ounce yogurt have an average price of 50 cents, down 2 cents from last week and one year ago.

The U.S. average price for 8 ounce cheese blocks, \$2.47, is 3 cents lower than one week ago but 17 cents higher than a year ago, while 8 ounce shredded cheese at \$2.52 is down 4 cents from one week ago but up 34 cents one year ago. Ad volumes for 8 oz. blocks declined 13%, while 8 oz. shredded cheese volume declined 32% from last week.

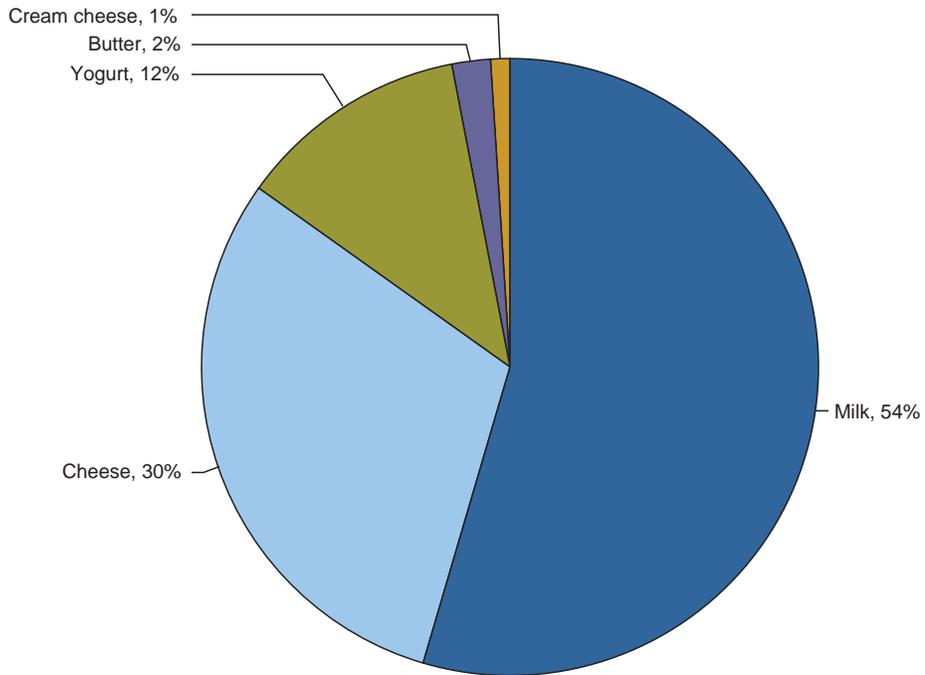
The organic versus conventional half gallon milk price spread is \$1.97, up \$0.16 from last week. The price spread is the difference between the national weighted average conventional milk price for half gallons, \$1.92, down from \$2.18, and the average for organic half gallon milk, \$3.89, down from \$3.99.



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 #	1261	3.03	3673	3.32	5330	2.97
Cheese	Natural Varieties	8 oz block	5989	2.47	6858	2.50	9782	2.30
Cheese	Natural Varieties	1 # block	1923	4.52	1020	3.89	1044	3.64
Cheese	Natural Varieties	2 # block	384	7.26	861	6.40	2302	6.30
Cheese	Natural Varieties	8 oz shred	8453	2.52	12435	2.56	11153	2.18
Cheese	Natural Varieties	1 # shred	1506	3.50	1874	4.08	1296	4.60
Cottage cheese		16 oz	3096	2.32	3212	1.96	2599	1.98
Cream cheese		8 oz	4635	1.83	8220	1.76	8584	1.44
Flavored milk	All fat tests	half gallon	383	2.14	544	2.56	123	2.99
Flavored milk	All fat tests	gallon	810	4.28	238	3.25	548	3.90
Ice cream		48-64oz	8333	3.01	13050	3.24	12009	3.09
Milk	All fat tests	half gallon	1185	1.92	824	2.18	579	1.69
Milk	All fat tests	gallon	3940	2.99	1484	3.40	793	2.87
Sour cream		16 oz	5061	1.63	12577	1.78	9065	1.59
Yogurt	Greek	4-6 oz	16299	.98	16418	.99	10003	.99
Yogurt	Greek	32 oz	1858	4.31	1450	3.79	112	4.99
Yogurt	Yogurt	4-6 oz	7574	.50	3956	.52	6021	.52
Yogurt	Yogurt	32 oz	1745	2.02	582	2.35	1221	2.32

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 #	2.50-3.99	677	3.16	2.50	64	2.50	2.00	69	2.00
Cheese	Natural Varieties	8 oz block	1.50-2.99	2452	2.35	1.99-2.98	836	2.38	1.66-2.50	470	2.17
Cheese	Natural Varieties	1 # block	3.49-3.99	647	3.91				4.69	213	4.69
Cheese	Natural Varieties	8 oz shred	1.88-3.00	2694	2.47	1.99-2.79	1026	2.43	1.99-2.50	795	2.34
Cheese	Natural Varieties	1 # shred	3.29-3.99	317	3.43	2.99-3.29	437	3.15	2.99-3.99	401	3.35
Cottage cheese		16 oz	1.99-2.69	670	2.25	2.00-2.69	1529	2.49	1.49-1.99	285	1.64
Cream cheese		8 oz	1.20-2.50	2298	1.92	0.79-2.50	1015	1.83	1.00-1.99	594	1.58
Flavored milk	All fat tests	half gallon	2.50	100	2.50				1.25-2.50	283	2.01
Flavored milk	All fat tests	gallon							2.47-2.50	172	2.49
Ice cream		48-64oz	2.50-3.50	3047	2.79	2.50-4.99	1160	3.61	1.48-3.99	1981	3.04
Milk	All fat tests	half gallon							1.00-1.49	451	1.23
Milk	All fat tests	gallon	2.88	162	2.88	2.50-2.99	488	2.73	2.50-2.99	616	2.87
Sour cream		16 oz	1.29-2.00	2073	1.60	1.00-2.28	1337	1.81	1.00-1.50	966	1.37
Yogurt	Greek	4-6 oz	0.60-1.25	4516	.97	0.89-1.00	3419	.96	0.88-1.00	1910	.99
Yogurt	Greek	32 oz	3.99	282	3.99	4.49	84	4.49	4.29	119	4.29
Yogurt	Yogurt	4-6 oz	0.40-0.60	2201	.52	0.33-0.60	1388	.48	0.33-0.57	1031	.47

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	32 oz	1.97-2.50	375	2.34	1.97	1002	1.97			

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 #				3.98	137	3.98	2.49-3.33	314	2.66
Cheese	Natural Varieties	8 oz block	1.99-2.99	808	2.39	1.99-2.99	938	2.89	1.99-2.99	485	2.85
Cheese	Natural Varieties	1 # block	4.99	235	4.99	3.99-4.99	539	4.72	4.99	289	4.99
Cheese	Natural Varieties	2 # block	7.49	82	7.49	6.99	241	6.99	7.99	61	7.99
Cheese	Natural Varieties	8 oz shred	1.99-3.00	1678	2.43	1.99-2.99	1610	2.73	1.99-2.99	650	2.76
Cheese	Natural Varieties	1 # shred	3.29	151	3.29	4.49-4.99	200	4.83			
Cottage cheese		16 oz	2.00	210	2.00	2.49	167	2.49	1.99-2.79	235	2.36
Cream cheese		8 oz	1.25-2.50	352	1.57	1.79	117	1.79	1.25-2.50	259	1.91
Flavored milk	All fat tests	gallon	3.69-4.99	235	4.36	4.99	114	4.99	4.99	289	4.99
Ice cream		48-64oz	1.48-3.99	678	3.05	2.50-2.99	641	2.71	2.50-3.99	826	3.12
Milk	All fat tests	half gallon	1.00	78	1.00	2.50-2.99	424	2.78	1.25-2.49	232	2.01
Milk	All fat tests	gallon	1.99-2.99	805	2.43	1.99-4.99	1475	3.47	2.50-2.99	394	2.86
Sour cream		16 oz	1.48-2.00	506	1.74	1.79-1.89	179	1.82			
Yogurt	Greek	4-6 oz	0.69-1.00	2627	.97	1.00	1983	1.00	0.99-1.25	1844	1.03
Yogurt	Greek	32 oz	3.89-4.49	507	4.31	4.49	472	4.49	3.69-4.49	394	4.28
Yogurt	Yogurt	4-6 oz	0.40-0.60	1194	.50	0.50	1218	.50	0.50	542	.50
Yogurt	Yogurt	32 oz				0.39	120	.39	2.50	248	2.50

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 #	137	5.49	274	3.99	165	4.49
Cheese	Natural Varieties	8 oz block	900	3.99				
Cheese	Natural Varieties	8 oz shred	935	3.96				
Cream cheese		8 oz	59	3.19				
Milk	All fat tests	half gallon	2134	3.89	137	3.99	2681	3.59
Milk	All fat tests	gallon	563	5.01			508	5.09
Milk	All fat tests	8 oz UHT	604	1.00	1946	1.00	342	.97
Sour cream		16 oz	59	4.49			703	1.99
Yogurt	Greek	4-6 oz	194	1.09	1279	1.21	990	1.03

Wtd Avg - Simple weighted average



Yogurt	Greek	32 oz	538	4.22	153	6.17		
Yogurt	Yogurt	32 oz			884	3.92		

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
Cream cheese		8 oz	3.19	59	3.19						
Milk	All fat tests	half gallon	3.89	110	3.89	3.89	1002	3.89			
Milk	All fat tests	8 oz UHT	1.00	543	1.00	1.00	61	1.00			
Sour cream		16 oz	4.49	59	4.49						
Yogurt	Greek	4-6 oz	0.99-1.25	131	1.13						
Yogurt	Greek	32 oz							3.49	180	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
Butter		1 #				5.49	137	5.49			
Cheese	Natural Varieties	8 oz block	3.99	121	3.99	3.99	490	3.99	3.99	289	3.99
Cheese	Natural Varieties	8 oz shred	3.50-3.99	172	3.84	3.99	474	3.99	3.99	289	3.99
Milk	All fat tests	half gallon	3.99	235	3.99	3.99-4.99	495	4.27	2.99-3.49	292	3.17
Milk	All fat tests	gallon				5.98-6.19	274	6.09	3.99	289	3.99
Yogurt	Greek	4-6 oz	0.99	63	.99						
Yogurt	Greek	32 oz							4.49-4.99	358	4.59

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