



## 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/dybretil.pdf>

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### Advertised Prices for Dairy Products at Major Retail Supermarket Outlets ending during the period of 02/13/2015 to 02/19/2015

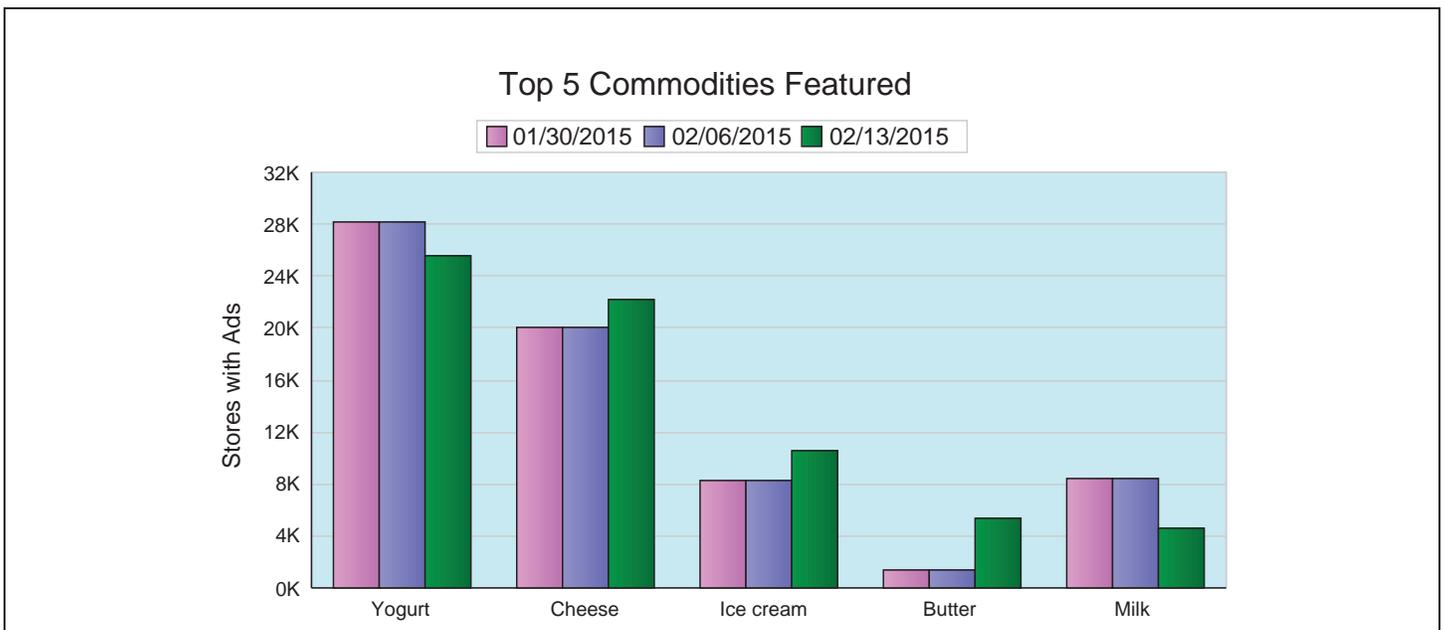
Ad volumes were mixed this week with increases for butter, 8 ounce block cheese, 8 ounce shredded cheese, ice cream and 4-6 ounce yogurt, while ad volumes for cottage cheese, cream cheese and sour cream declined.

The national average advertised price for 1# butter, \$3.62, is up 59 cents from the prior week and up 65 cents from one year ago. Cottage cheese in 16 ounce containers has an average price of \$2.24, down 8 cents from one week ago, but 26 cents higher from one year ago. Cream cheese 8 ounce has an average price of \$2.19, up 36 cents from one week ago and up 75 cents from one year ago. Ice cream in 48-64 ounce containers has an average price of \$3.23, up 22 cents from one week ago and up 14 cents from one year ago.

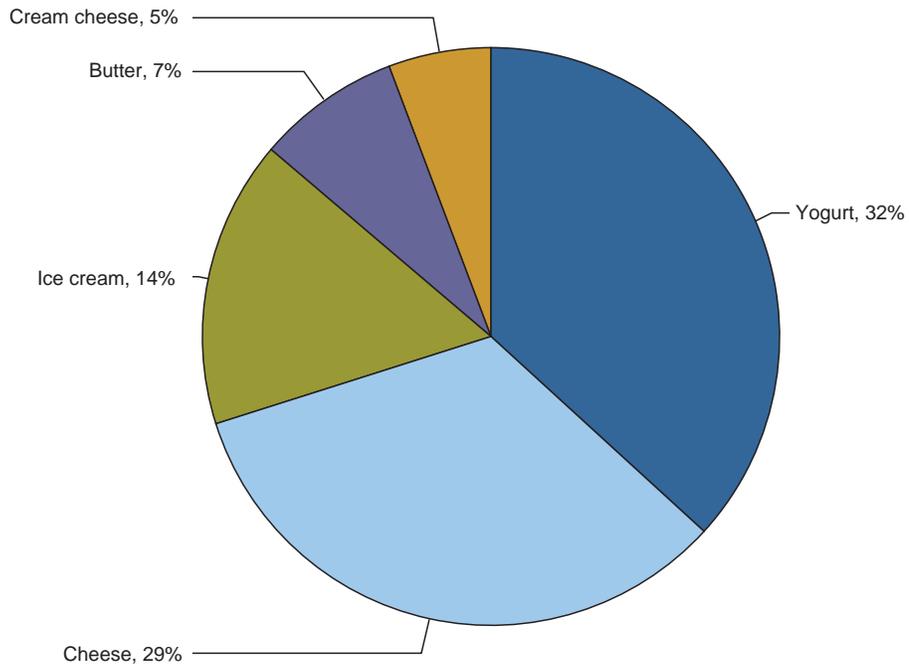
Greek 4-6 ounce yogurt ad volume was the highest ad volume of all other categories and sizes of yogurt. The average price of 4-6 ounce Greek yogurt, 97 cents, is down 1 cent from last week and 2 cents lower from one year ago. Ads for 4-6 ounce yogurt have an average price of 50 cents, unchanged from last week, but 2 cents lower from one year ago.

The U.S. average price for 8 ounce cheese blocks, \$2.36, is 11 cents lower than one week ago, but 6 cents higher than a year ago, while 8 ounce shredded cheese at \$2.47 is down 5 cents from one week ago, but up 29 cents one year ago.

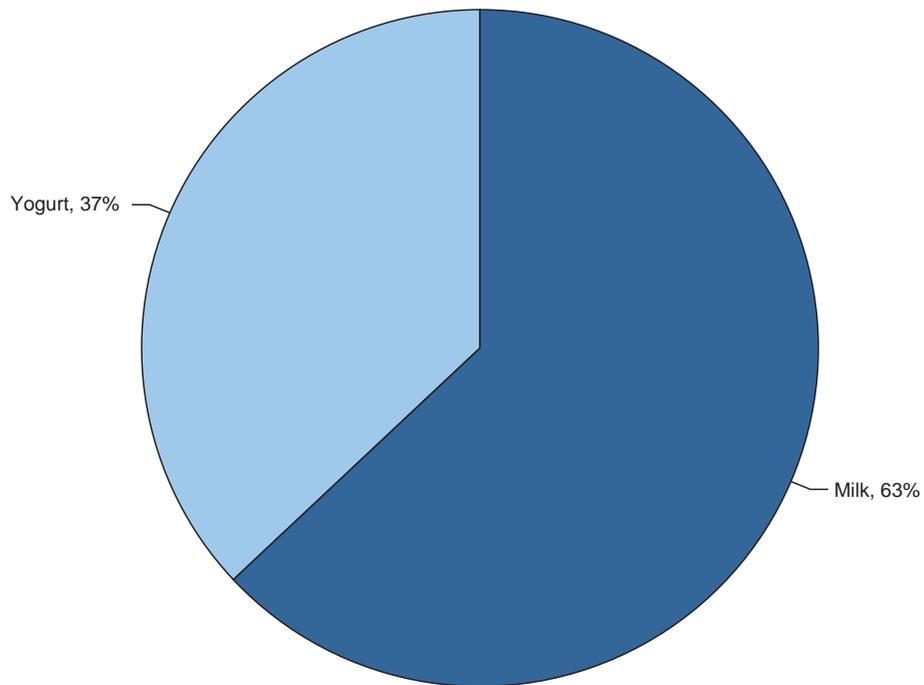
The organic versus conventional half gallon milk price spread is \$1.64, down \$0.33 from last week. The price spread is the difference between the national weighted average conventional milk price for half gallons, \$1.92, unchanged, and the average for organic half gallon milk, \$3.56, down from \$3.89.



### 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 #	5337	3.62	1261	3.03	5330	2.97
Cheese	Natural Varieties	8 oz block	6986	2.36	5989	2.47	9782	2.30
Cheese	Natural Varieties	1 # block	1340	3.81	1923	4.52	1044	3.64
Cheese	Natural Varieties	2 # block	1295	8.07	384	7.26	2302	6.30
Cheese	Natural Varieties	8 oz shred	11188	2.47	8453	2.52	11153	2.18
Cheese	Natural Varieties	1 # shred	1460	3.98	1506	3.50	1296	4.60
Cottage cheese		16 oz	1654	2.24	3096	2.32	2599	1.98
Cream cheese		8 oz	4168	2.19	4635	1.83	8584	1.44
Flavored milk	All fat tests	half gallon	200	2.63	383	2.14	123	2.99
Flavored milk	All fat tests	gallon	357	3.99	810	4.28	548	3.90
Ice cream		48-64oz	10584	3.22	8333	3.01	12009	3.09
Milk	All fat tests	half gallon	396	1.92	1185	1.92	579	1.69
Milk	All fat tests	gallon	2368	3.44	3940	2.99	793	2.87
Sour cream		16 oz	1927	1.72	5061	1.63	9065	1.59
Yogurt	Greek	4-6 oz	12436	.97	16299	.98	10003	.99
Yogurt	Greek	32 oz	1015	5.19	1858	4.31	112	4.99
Yogurt	Yogurt	4-6 oz	10550	.50	7574	.50	6021	.52
Yogurt	Yogurt	32 oz	549	2.41	1745	2.02	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 #	2.50-4.99	1398	3.69	2.50-4.99	1277	4.48	1.77-3.00	859	2.54
Cheese	Natural Varieties	8 oz block	1.67-3.00	2004	2.43	1.67-3.00	1391	2.28	1.69-2.99	1147	2.35
Cheese	Natural Varieties	1 # block	3.99-4.99	274	4.49	3.79-4.99	332	4.13			
Cheese	Natural Varieties	8 oz shred	1.99-3.00	2085	2.54	1.99-3.00	2355	2.43	1.69-2.50	1523	2.19
Cheese	Natural Varieties	1 # shred	2.99-4.50	180	3.90	3.79	388	3.79	3.79	247	3.79
Cottage cheese		16 oz	1.79-2.69	565	2.12	1.78-2.29	279	1.93	1.99-2.29	401	2.16
Cream cheese		8 oz	1.79-2.99	1087	2.41	1.50-2.29	298	1.72	2.00-2.49	393	2.22
Flavored milk	All fat tests	half gallon							2.39-2.79	200	2.63
Ice cream		48-64oz	2.49-4.99	3201	2.97	2.49-3.99	3284	3.32	2.50-4.87	1532	3.18
Milk	All fat tests	half gallon				1.00	120	1.00	2.48	69	2.48
Milk	All fat tests	gallon	2.50-4.49	587	3.41	2.59-2.99	418	2.79			
Sour cream		16 oz	0.99-2.29	1074	1.72	1.79	84	1.79	1.33-1.69	294	1.57
Yogurt	Greek	4-6 oz	0.90-1.00	2840	.99	1.00	3943	1.00	0.75-1.00	1389	.86
Yogurt	Greek	32 oz	3.99-4.49	144	4.28	3.98-4.49	279	4.13	6.49	208	6.49
Yogurt	Yogurt	4-6 oz	0.40-0.60	1759	.53	0.49-0.60	4738	.50	0.50-0.60	1429	.51
Yogurt	Yogurt	32 oz	2.49-3.50	209	2.84						

Wtd Avg - Simple weighted average



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	474	3.50	2.50-3.99	1164	3.51	2.99-3.50	165	3.18
Cheese	Natural Varieties	8 oz block	1.49-2.50	958	2.32	1.99-2.50	1131	2.37	2.49-2.50	355	2.50
Cheese	Natural Varieties	1 # block	2.99-3.99	309	3.31	2.99-3.79	290	3.24	2.99-4.99	135	4.01
Cheese	Natural Varieties	2 # block	7.99	235	7.99	7.99-8.99	771	8.31	7.49	289	7.49
Cheese	Natural Varieties	8 oz shred	1.49-3.50	1629	2.47	1.99-2.99	2753	2.49	2.49-3.99	843	2.82
Cheese	Natural Varieties	1 # shred	2.99-3.79	288	3.21	4.99	357	4.99			
Cottage cheese		16 oz				2.49-3.49	304	2.94	1.99	105	1.99
Cream cheese		8 oz	1.49-1.99	388	1.80	1.99-2.99	1445	2.23	1.99-2.58	557	2.19
Flavored milk	All fat tests	gallon				3.99	357	3.99			
Ice cream		48-64oz	2.99-4.99	698	4.11	2.88-3.99	1321	3.10	2.99-3.99	548	3.44
Milk	All fat tests	half gallon	1.99-2.79	207	2.28						
Milk	All fat tests	gallon				2.89-5.00	1074	3.61	3.79	289	3.79
Sour cream		16 oz	1.79-1.88	279	1.81				1.59-2.00	196	1.82
Yogurt	Greek	4-6 oz	0.75-1.00	1429	.90	0.90-1.00	1872	.97	0.95-1.25	963	1.01
Yogurt	Greek	32 oz	6.49	210	6.49				3.69-5.79	174	4.52
Yogurt	Yogurt	4-6 oz	0.39-0.50	1028	.48	0.39-0.50	1098	.48	0.40-0.60	498	.50
Yogurt	Yogurt	32 oz	1.69-2.50	223	1.95	2.50	117	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	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	305	3.56	2134	3.89	2681	3.59
Milk	All fat tests	gallon	1509	6.14	563	5.01	508	5.09
Milk	All fat tests	8 oz UHT			604	1.00	342	.97
Sour cream		16 oz			59	4.49	703	1.99
Yogurt	Greek	4-6 oz	63	.99	194	1.09	990	1.03
Yogurt	Greek	32 oz	928	6.53	538	4.22		
Yogurt	Yogurt	4-6 oz	61	.99			506	.61



## 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
Milk	All fat tests	half gallon	3.49-3.59	305	3.56						
Yogurt	Greek	32 oz				6.49	184	6.49	6.49	387	6.49

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
Milk	All fat tests	gallon	5.79-6.19	235	6.00	5.99-6.99	985	6.42	5.29	289	5.29
Yogurt	Greek	4-6 oz	0.99	63	.99						
Yogurt	Greek	32 oz	6.49	78	6.49	6.49	210	6.49	6.99	69	6.99
Yogurt	Yogurt	4-6 oz							0.99	61	.99

### 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