



Dairy Market News Branch

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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 02/27/2015 to 03/05/2015

National ad volumes for organic dairy products leveled off this week after significantly increasing last week, while ads for conventional dairy products increased 6%.

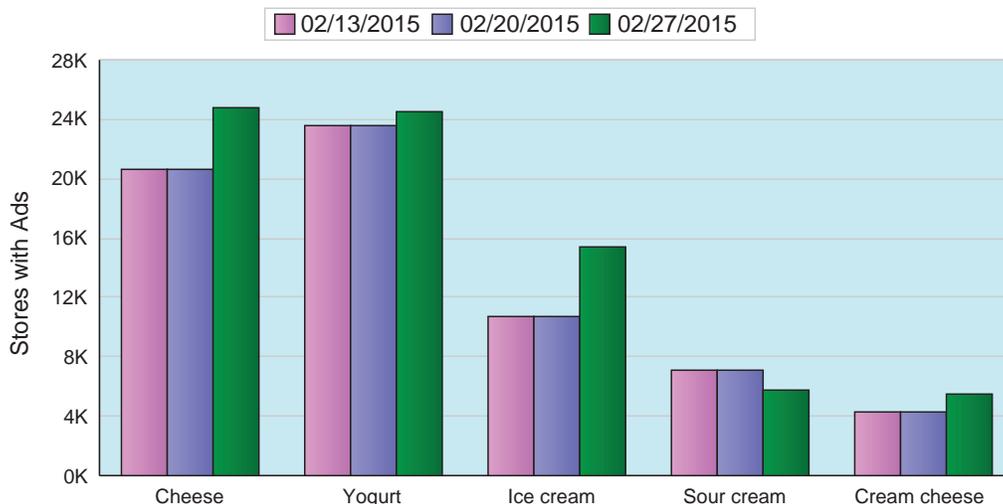
National average prices for butter, cottage cheese, cream cheese and ice cream all moved lower this week. The national average advertised prices and their decreases compared to last week are; 1# butter \$2.77, down 41 cents; cottage cheese in 16 ounce containers \$1.70, down 14 cents; 8 ounce cream cheese \$1.87, down 7 cents and ice cream in 48-64 ounce containers \$3.05, down 24 cents.

Greek 4-6 ounce yogurt ad volume is the highest ad volume of all other categories and sizes of yogurt. The average price of 4-6 ounce Greek yogurt, \$0.95, is down 5 cents from last week, but 1 cent higher than one year ago. Ads for 4-6 ounce yogurt have an average price of 48 cents, down 3 cents from last week and 2 cents from one year ago.

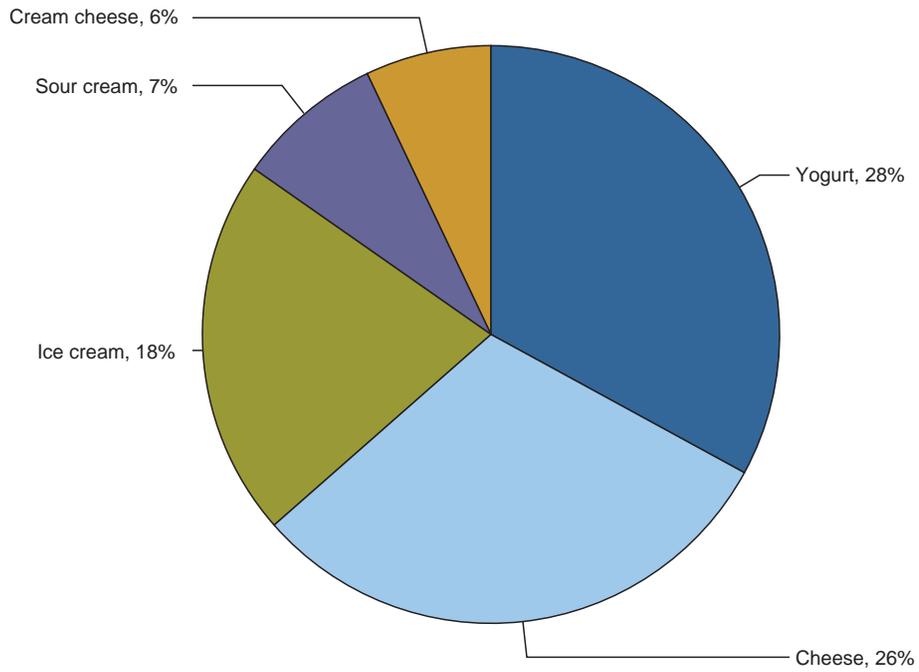
The U.S. average price for 8 ounce cheese blocks, \$2.21, is 43 cents lower than one week ago, and 11 cents lower than a year ago, while 8 ounce shredded cheese at \$2.41 is down 5 cents from one week ago, but 1 cent higher from one year ago.

The organic - conventional half gallon milk price spread is \$1.75, up \$0.05 from last week. The price spread is the difference between the national weighted average conventional milk price for half gallons, \$1.63, down 38 cents, and the average for organic half gallon milk, \$3.38, down 33 cents.

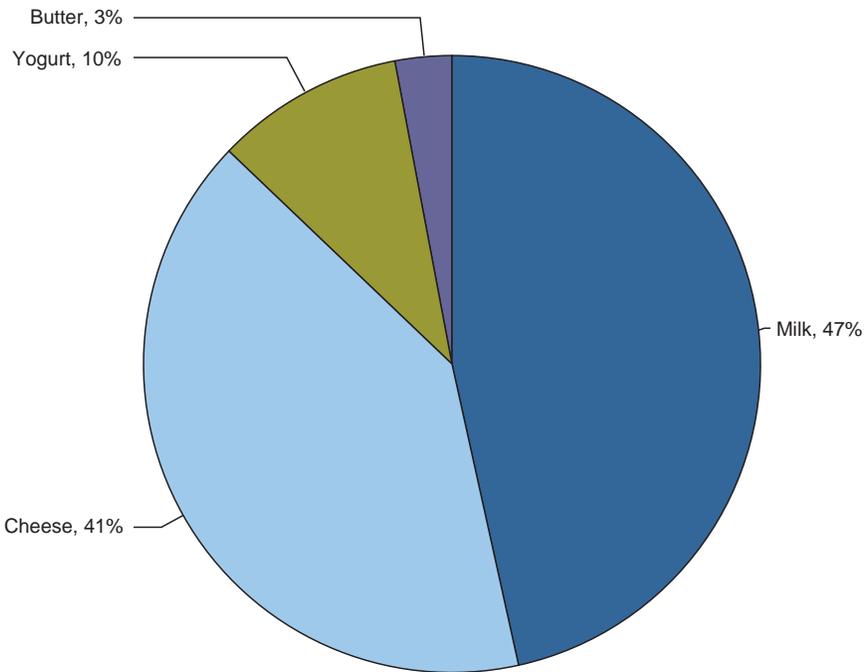
Top 5 Commodities Featured



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 #	3917	2.77	6892	3.18	4043	2.57
Cheese	Natural Varieties	8 oz block	6430	2.21	5840	2.64	5115	2.32
Cheese	Natural Varieties	1 # block	943	4.03	1888	4.13	2126	3.68
Cheese	Natural Varieties	2 # block	733	6.93	1557	7.86	1627	6.77
Cheese	Natural Varieties	8 oz shred	13629	2.41	9954	2.46	8005	2.40
Cheese	Natural Varieties	1 # shred	1163	3.86	1445	3.91	1201	3.91
Cottage cheese		16 oz	3494	1.70	2934	1.84	2804	2.04
Cream cheese		8 oz	5552	1.87	4192	1.94	3669	1.22
Flavored milk	All fat tests	half gallon	495	2.32	278	2.50	857	2.63
Flavored milk	All fat tests	gallon	119	2.50	769	2.69	50	3.99
Ice cream		48-64oz	15397	3.05	10718	3.29	11176	3.13
Milk	All fat tests	half gallon	994	1.63	1132	2.01	243	1.98
Milk	All fat tests	gallon	1073	3.27	2963	2.71	623	2.99
Sour cream		16 oz	5771	1.62	6978	1.66	4612	1.62
Yogurt	Greek	4-6 oz	13559	.95	12410	1.00	13811	.94
Yogurt	Greek	32 oz	556	4.09	1876	4.70	1171	4.84
Yogurt	Yogurt	4-6 oz	7616	.48	6891	.51	5591	.50
Yogurt	Yogurt	32 oz	2276	2.24	617	2.28	1113	3.12

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 #	2.99-3.99	1089	3.44	1.99-2.99	508	2.45	1.99	468	1.99
Cheese	Natural Varieties	8 oz block	1.66-2.99	1884	2.23	1.67-2.50	896	1.97	1.88-3.00	553	2.32
Cheese	Natural Varieties	1 # block	3.99	431	3.99	3.79	324	3.79	4.29	119	4.29
Cheese	Natural Varieties	2 # block	7.99	84	7.99						
Cheese	Natural Varieties	8 oz shred	1.66-3.00	2503	2.34	1.67-3.00	3891	2.45	1.88-3.00	2439	2.53
Cheese	Natural Varieties	1 # shred	3.29	255	3.29	3.29	227	3.29			
Cottage cheese		16 oz	1.50-2.99	1037	2.23	1.00-2.29	592	1.26	1.25-1.99	639	1.56
Cream cheese		8 oz	1.20-2.89	1450	1.85	1.49-2.50	1531	1.93	1.50-2.49	409	1.80
Flavored milk	All fat tests	half gallon	3.49	62	3.49	1.49	184	1.49	2.50	180	2.50
Flavored milk	All fat tests	gallon							2.50	119	2.50
Ice cream		48-64oz	1.98-3.67	3824	2.85	2.39-3.99	3707	2.87	2.49-3.99	3080	3.11
Milk	All fat tests	half gallon	2.00-2.79	199	2.25	1.00-1.98	471	1.27	1.50	119	1.50
Milk	All fat tests	gallon	3.49-3.99	246	3.62	2.59	90	2.59	2.79-3.50	288	3.15
Sour cream		16 oz	1.19-2.00	1830	1.64	1.00-2.00	656	1.27	1.25-1.50	922	1.35
Yogurt	Greek	4-6 oz	0.75-1.20	2719	1.01	0.80-1.00	2421	.93	0.75-1.25	2971	.95
Yogurt	Greek	32 oz	4.79	62	4.79	4.49	84	4.49			

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
Yogurt	Yogurt	4-6 oz	0.45-0.66	1706	.52	0.40-0.60	2057	.49	0.39-0.50	1595	.45
Yogurt	Yogurt	32 oz	1.97-2.79	512	2.46	1.97-2.28	1197	2.02	2.00	119	2.00

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 #	1.88-2.99	843	2.46	1.99-3.98	904	2.83	2.99	105	2.99
Cheese	Natural Varieties	8 oz block	1.66-2.50	1042	2.10	1.88-2.50	1345	2.36	1.89-2.50	710	2.27
Cheese	Natural Varieties	1 # block							4.99	69	4.99
Cheese	Natural Varieties	2 # block				4.99-7.99	483	6.51	6.99-7.99	166	7.62
Cheese	Natural Varieties	8 oz shred	1.25-2.50	2103	2.20	1.88-2.99	1853	2.50	1.89-2.98	840	2.38
Cheese	Natural Varieties	1 # shred	3.29-4.49	475	3.94	4.99	137	4.99	4.99	69	4.99
Cottage cheese		16 oz	1.25	351	1.25	1.25-1.89	514	1.63	1.25-2.29	361	1.71
Cream cheese		8 oz	1.25-2.50	623	1.75	1.49-3.29	1024	2.03	1.25-1.99	515	1.67
Flavored milk	All fat tests	half gallon							2.99	69	2.99
Ice cream		48-64oz	2.49-5.99	2007	3.36	1.99-4.99	2050	3.29	2.50-3.99	729	3.25
Milk	All fat tests	half gallon	2.19	139	2.19				1.39	66	1.39
Milk	All fat tests	gallon	2.98-3.39	207	3.24	3.99	137	3.99	2.50	105	2.50
Sour cream		16 oz	1.25-2.79	1464	1.67	1.25-2.79	634	2.16	1.50-1.99	265	1.76
Yogurt	Greek	4-6 oz	0.77-1.19	2475	.89	0.79-1.00	1922	.95	0.80-1.00	1051	.96
Yogurt	Greek	32 oz	3.98	305	3.98				3.69	105	3.69
Yogurt	Yogurt	4-6 oz	0.40-0.50	696	.44	0.40-0.50	1072	.48	0.38-0.50	490	.44
Yogurt	Yogurt	32 oz	1.99	99	1.99	2.99	244	2.99	2.49	105	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 #	137	6.99	118	4.99		
Cheese	Natural Varieties	8 oz block	1034	3.90				
Cheese	Natural Varieties	8 oz shred	839	3.99				
Cream cheese		8 oz			59	3.19		
Milk	All fat tests	half gallon	823	3.38	2405	3.71	849	3.80
Milk	All fat tests	gallon	1216	5.65	221	6.98	530	5.30
Milk	All fat tests	8 oz UHT	118	1.25			1007	1.00
Sour cream		16 oz			59	4.49		

Wtd Avg - Simple weighted average



Yogurt	Greek	4-6 oz	315	1.20	1152	1.23	1340	1.00
Yogurt	Greek	32 oz			528	6.56		
Yogurt	Yogurt	4-6 oz			59	.60	609	.58
Yogurt	Yogurt	32 oz	141	2.19				

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				3.50	195	3.50			
Milk	All fat tests	half gallon	3.49	84	3.49	3.29-3.49	324	3.43	2.50	137	2.50
Milk	All fat tests	gallon				3.98	195	3.98			
Milk	All fat tests	8 oz UHT	1.25	118	1.25						
Yogurt	Greek	4-6 oz	1.25	252	1.25						

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 #				6.99	137	6.99			
Cheese	Natural Varieties	8 oz block	3.99	235	3.99	3.99	604	3.99			
Cheese	Natural Varieties	8 oz shred	3.99	235	3.99	3.99	604	3.99			
Milk	All fat tests	half gallon	2.50	141	2.50	4.99	137	4.99			
Milk	All fat tests	gallon	5.79-6.19	235	6.00	5.99-6.98	497	6.35	5.29	289	5.29
Yogurt	Greek	4-6 oz	0.99	63	.99						
Yogurt	Yogurt	32 oz	2.19	141	2.19						

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