



Dairy Market News Branch

Agricultural
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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 03/13/2015 to 03/19/2015

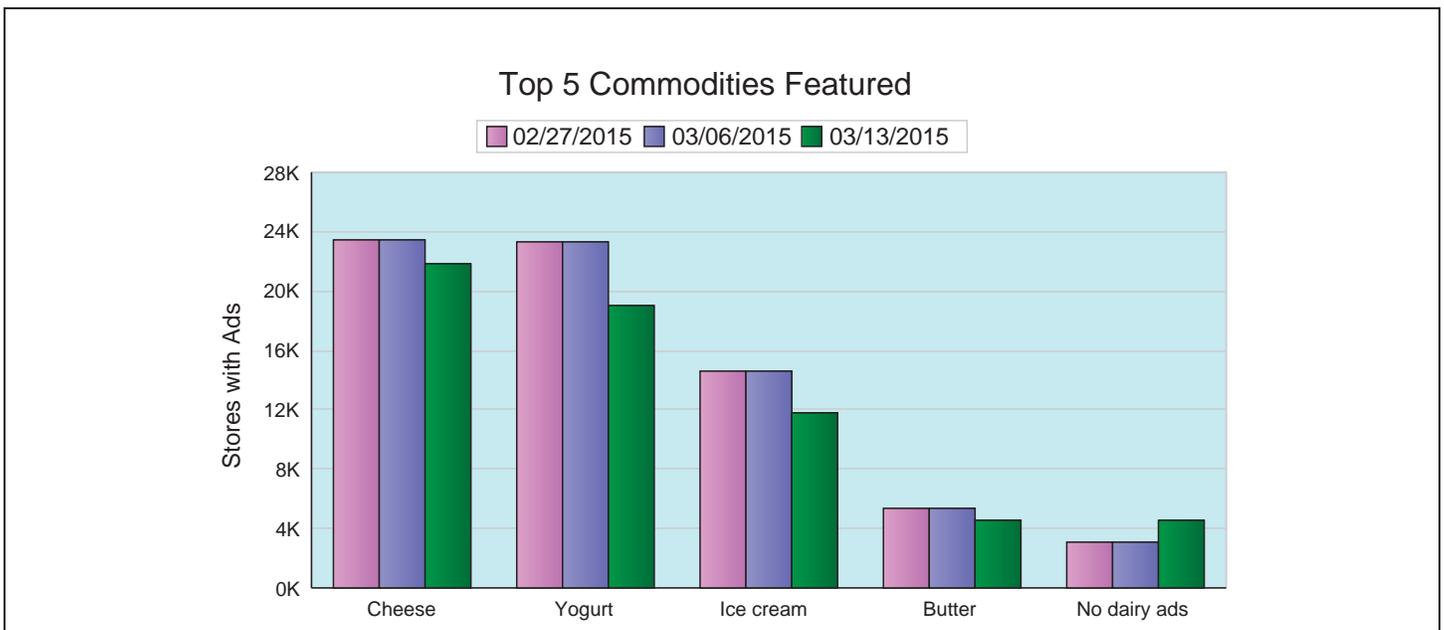
National ad volumes for conventional dairy products declined 12%, while organic dairy products saw a significant 77% drop in ads.

The U.S. average advertised price for 8 ounce cheese blocks, \$2.30, is 3 cents lower than one week ago, and 14 cents lower than a year ago, while 8 ounce shredded cheese at \$2.35, down 32 cents from one week ago, but 1 cents higher from one year ago.

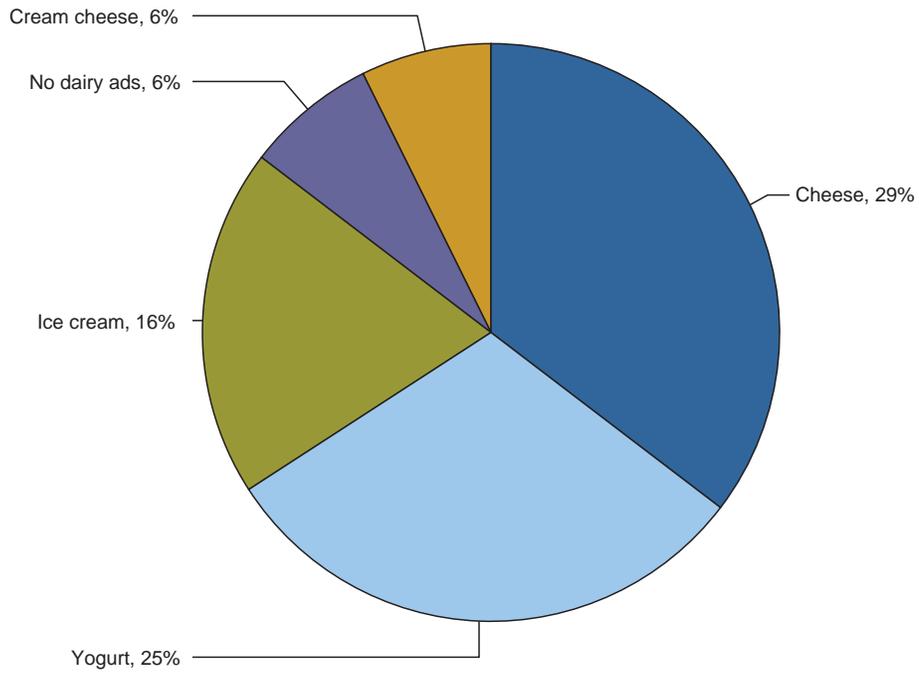
Store ads for Greek 4-6 ounce totaled 48% of all other categories and sizes of yogurt, a 36% decline from the previous week. The average price of 4-6 ounce Greek yogurt, \$0.96, is down 2 cents from last week and 3 cent lower than one year ago. Ads for 4-6 ounce yogurt have an average price of 47 cents, unchanged from last week and 3 cents lower from one year ago.

National average prices for butter and cream cheese are trending higher but ice cream, cottage cheese and sour cream prices all declined. The national average prices and changes compared to last week are: 1# butter \$3.26, +24 cents; cream cheese \$2.16, + 33 cents; ice cream \$2.96, -10 cents; 16 oz. cottage cheese \$2.19, -7 cents; and 48-64 oz. sour cream \$1.75, - 10 cents.

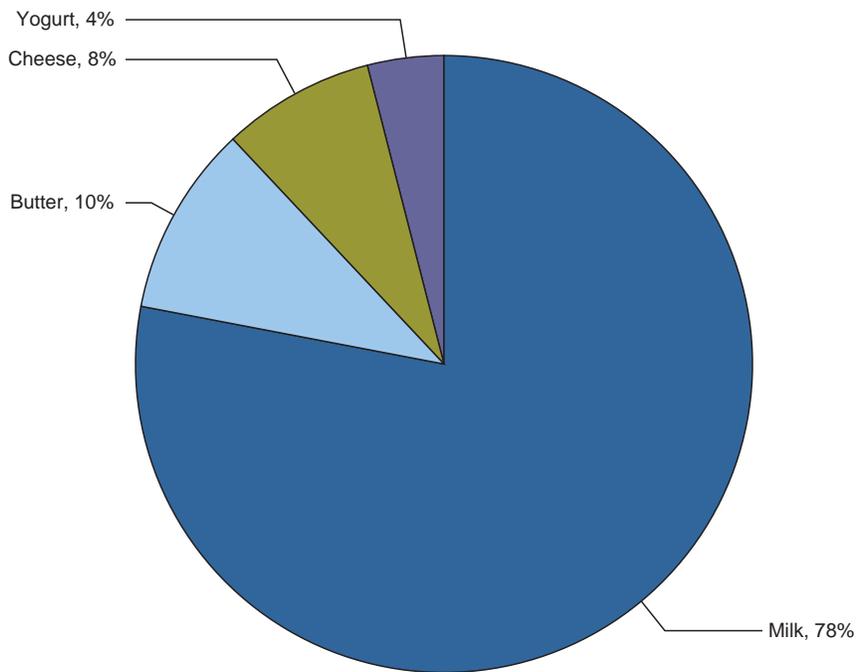
The organic - conventional half gallon milk price spread is \$1.68, down \$0.01 from last week. The price spread is the difference between the national weighted average conventional milk price for half gallons, \$1.76, down 23 cents from one week ago, and the average for organic half gallon milk, \$3.44, down 24 cents from last week.



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 #	4349	3.26	4249	3.02	3460	2.91
Cheese	Natural Varieties	8 oz block	7287	2.30	6285	2.33	7013	2.44
Cheese	Natural Varieties	1 # block	2710	3.93	2060	4.99	991	4.03
Cheese	Natural Varieties	2 # block	1059	7.28	1496	7.32	118	5.99
Cheese	Natural Varieties	8 oz shred	8940	2.35	9615	2.67	8684	2.34
Cheese	Natural Varieties	1 # shred	1689	3.50	1724	4.33	607	4.44
Cottage cheese		16 oz	3593	2.19	2121	2.26	2851	2.02
Cream cheese		8 oz	4381	2.16	4543	1.83	4287	1.64
Flavored milk	All fat tests	half gallon	249	2.91	310	3.21	1475	2.52
Flavored milk	All fat tests	gallon			344	3.54	723	4.15
Ice cream		48-64oz	11787	2.96	14623	3.06	13893	3.04
Milk	All fat tests	half gallon	427	1.76	1300	1.99		
Milk	All fat tests	gallon	1422	3.24	3369	2.76	1194	3.26
Sour cream		16 oz	3617	1.75	6819	1.85	5928	1.65
Yogurt	Greek	4-6 oz	9039	.96	14042	.98	12195	.99
Yogurt	Greek	32 oz	3010	4.72	1047	4.04	1465	2.71
Yogurt	Yogurt	4-6 oz	5847	.47	5739	.47	6440	.50
Yogurt	Yogurt	32 oz	960	2.48	622	2.46	737	2.17

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 #	1.97-4.99	1347	3.17	3.50	1374	3.50	2.50	282	2.50
Cheese	Natural Varieties	8 oz block	1.67-3.00	2170	2.34	1.67-2.50	2347	2.32	1.25-2.50	987	1.95
Cheese	Natural Varieties	1 # block	3.49-3.99	395	3.66	3.33-3.99	332	3.53	2.50-3.33	304	2.97
Cheese	Natural Varieties	2 # block	4.49	167	4.49				6.99	53	6.99
Cheese	Natural Varieties	8 oz shred	1.88-3.00	2277	2.43	1.67-2.99	2916	2.31	1.25-2.50	1414	1.99
Cheese	Natural Varieties	1 # shred	1.99	202	1.99	3.33	184	3.33	2.50-3.33	366	3.03
Cottage cheese		16 oz	1.66-2.99	2443	2.26	2.00	214	2.00	1.25-2.29	348	1.82
Cream cheese		8 oz	1.25-2.69	1662	2.13	1.25-2.50	1362	2.25	1.88-2.29	406	2.18
Flavored milk	All fat tests	half gallon	2.50	180	2.50						
Ice cream		48-64oz	1.99-3.99	3419	2.98	2.39-3.99	3267	2.74	2.00-3.99	1320	2.91
Milk	All fat tests	half gallon	2.50	72	2.50				1.25	123	1.25
Milk	All fat tests	gallon	2.99-3.97	493	3.55	2.99	214	2.99	2.50-2.99	426	2.64
Sour cream		16 oz	1.29-2.49	2065	1.82	1.50-1.69	359	1.60	1.25-1.69	360	1.51
Yogurt	Greek	4-6 oz	0.99-1.00	1921	1.00	0.80-1.00	2359	.91	0.79-1.00	1878	.95
Yogurt	Greek	32 oz	3.99-5.99	863	5.30	4.89-5.00	1216	4.91	3.89-3.99	931	3.93
Yogurt	Yogurt	4-6 oz	0.39-0.60	1317	.49	0.39-0.60	2446	.44	0.50-0.60	310	.52

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	2.48-2.69	379	2.52				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 #	2.50-3.50	478	3.25	2.99-3.50	703	3.42	1.99-3.50	165	2.54
Cheese	Natural Varieties	8 oz block	2.00-2.55	708	2.43	1.69-2.50	720	2.37	2.50-2.88	355	2.57
Cheese	Natural Varieties	1 # block	3.33-4.79	741	3.94	3.33-4.99	514	4.30	3.50-4.99	424	4.76
Cheese	Natural Varieties	2 # block	7.99	235	7.99	6.99-7.99	604	7.80			
Cheese	Natural Varieties	8 oz shred	1.79-2.99	830	2.45	1.69-3.50	811	2.40	2.50-3.29	692	2.81
Cheese	Natural Varieties	1 # shred	3.33-3.99	351	3.60	3.33-4.99	451	4.34	3.50-4.99	135	4.26
Cottage cheese		16 oz	2.29	74	2.29				1.99-2.50	514	2.17
Cream cheese		8 oz	1.99-2.50	356	2.13	1.99	490	1.99	2.50	105	2.50
Flavored milk	All fat tests	half gallon							3.99	69	3.99
Ice cream		48-64oz	2.39-5.99	1633	3.65	2.49-3.50	1443	2.71	2.50-3.99	705	2.92
Milk	All fat tests	half gallon	1.67-1.89	232	1.80						
Milk	All fat tests	gallon							3.79	289	3.79
Sour cream		16 oz	1.39-1.99	424	1.57				1.50-2.00	409	1.92
Yogurt	Greek	4-6 oz	0.88-1.00	839	.97	0.99-1.00	1360	1.00	1.00	682	1.00
Yogurt	Yogurt	4-6 oz	0.39-0.55	467	.46	0.40-0.50	1202	.49	0.50	105	.50
Yogurt	Yogurt	32 oz	2.50-2.79	357	2.60				2.50	105	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 #	202	5.41	1128	6.10	237	4.49
Cheese	Natural Varieties	8 oz block	84	3.99	1212	3.99		
Cheese	Natural Varieties	8 oz shred	84	3.99	966	3.99		
Milk	All fat tests	half gallon	445	3.44	2165	3.68	2648	3.52
Milk	All fat tests	gallon	1128	5.86	1304	5.75	357	5.85
Milk	All fat tests	8 oz UHT			147	1.67	202	.88
Yogurt	Greek	4-6 oz	84	1.20	1438	1.25	853	1.02
Yogurt	Yogurt	4-6 oz					306	.50
Yogurt	Yogurt	32 oz			355	2.38		

Wtd Avg - Simple weighted average



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 #	5.99	84	5.99						
Cheese	Natural Varieties	8 oz block	3.99	84	3.99						
Cheese	Natural Varieties	8 oz shred	3.99	84	3.99						
Milk	All fat tests	half gallon	3.99	84	3.99	3.49	234	3.49	2.99	127	2.99
Yogurt	Greek	4-6 oz	1.20	84	1.20						

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 #	4.99	118	4.99						
Milk	All fat tests	gallon	5.79-5.99	235	5.89	5.99-6.39	604	6.07	5.39	289	5.39

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