



## 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>  
and [http://www.ams.usda.gov/mnreports/wa\\_lo100.txt](http://www.ams.usda.gov/mnreports/wa_lo100.txt)

Volume 82- Number 40

Issued Weekly

Friday, October 9, 2015

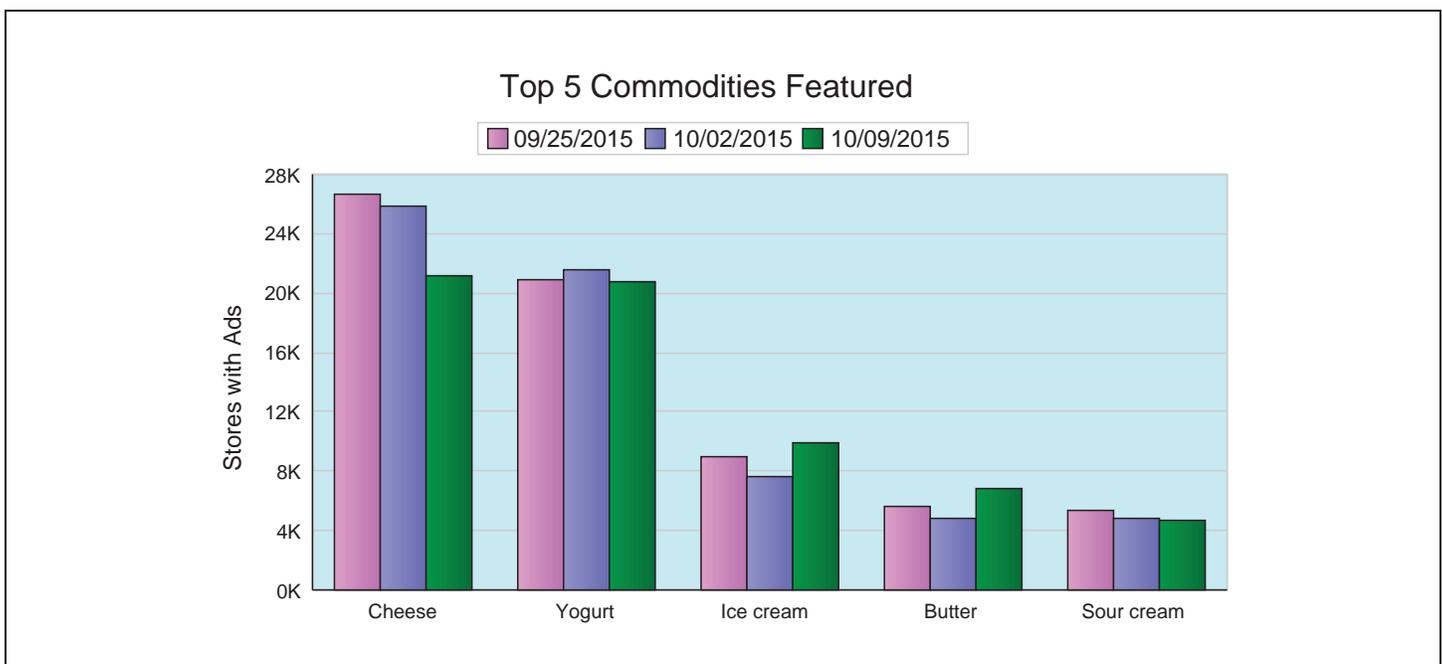
### Advertised Prices for Dairy Products at Major Retail Supermarket Outlets ending during the period of 10/09/2015 to 10/15/2015

Conventional dairy ad numbers increased 3% in contrast to a 69% decrease in total organic dairy ad numbers. Conventional butter ads increased 56%, with the U.S. weighted average advertised price for 1 pound butter, \$3.09, down 23 cents from last week and down 59 cents from a year ago. Conventional ice cream ads increased 27%, with the average advertised price for 48-64 oz. ice cream, \$2.95, down 16 cents from last week and down 9 cents from a year ago.

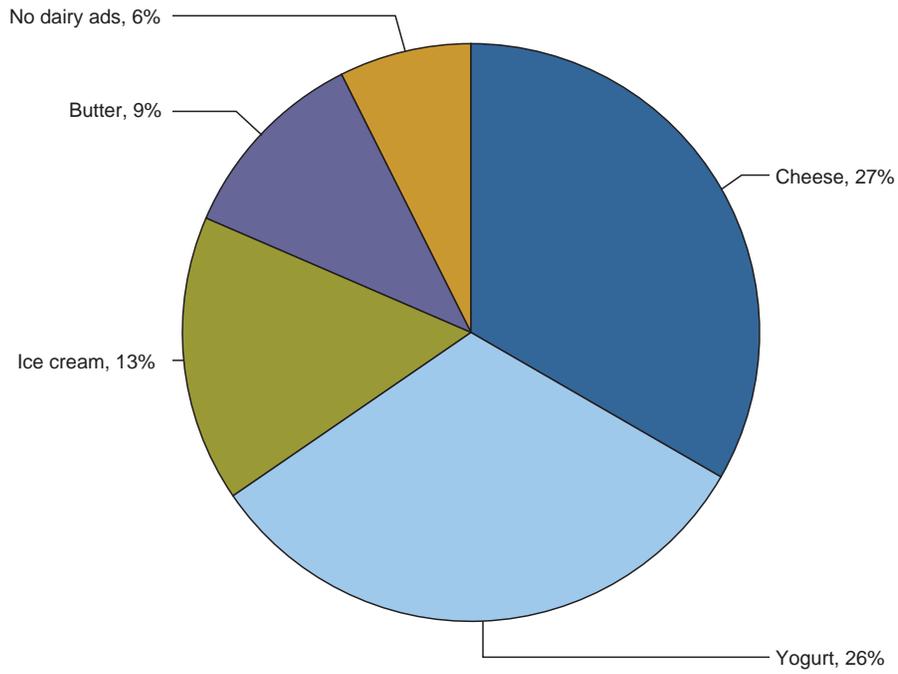
Conventional cheese ads decreased 14% from last week, less than organic cheese ads which declined 95%. The U.S. advertised price for 8 ounce conventional cheese blocks averaged \$2.37, down 7 cents from last week and down 2 cents from a year ago; 8 ounce conventional shred cheese averaged \$2.47, up 7 cents from one week ago, and up 18 cents from one year ago.

Conventional yogurt ad numbers increased 3% from last week, in contrast with organic yogurt ads which declined 67%. The average price of 4-6 ounce conventional Greek yogurt is 93 cents, down 3 cents from last week and down 1 cent from a year ago. Conventional yogurt in 4-6 ounce packages averaged 47 cents, down 2 cents from last week but up 1 cent from a year ago.

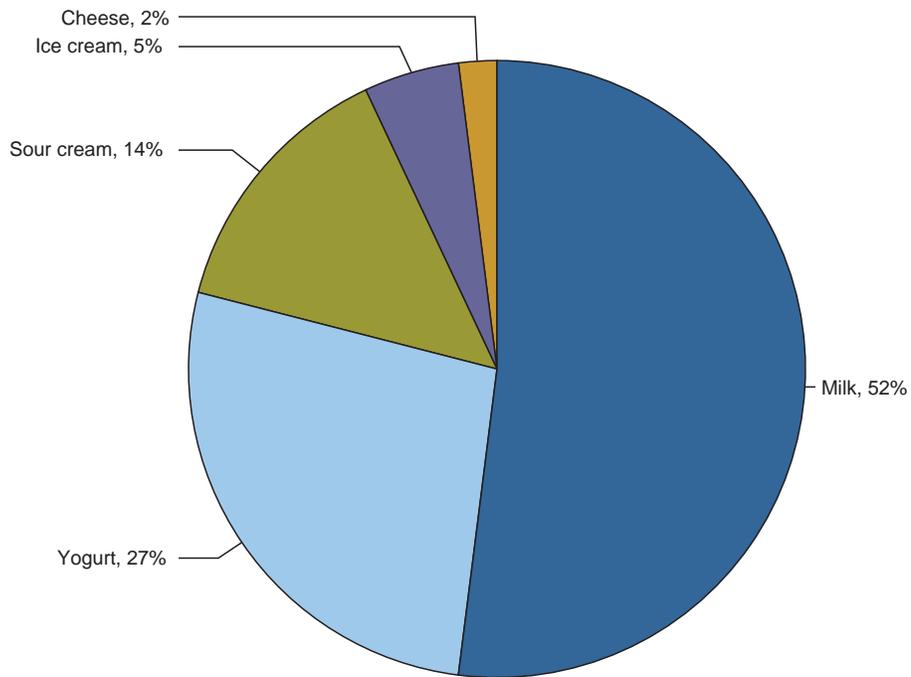
The price spread between organic and conventional half gallon milk is \$3.33, the largest this year. The price spread is the difference between national weighted average prices for organic, \$4.49, and conventional, \$1.16. The organic price is the highest of the year, while the conventional price is the lowest.



### 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 #	6770	3.09	4326	3.32	4845	3.68
Cheese	Natural Varieties	8 oz block	7391	2.37	10417	2.44	7898	2.39
Cheese	Natural Varieties	1 # block	2353	4.13	1661	3.48	1127	4.67
Cheese	Natural Varieties	2 # block	802	5.72	346	6.52	2014	7.52
Cheese	Natural Varieties	8 oz shred	8052	2.47	10145	2.40	5635	2.29
Cheese	Natural Varieties	1 # shred	2444	4.04	2024	3.51	582	4.33
Cottage cheese		16 oz	3609	1.95	2104	2.06	2794	2.25
Cream cheese		8 oz	3811	1.96	4873	1.84	5084	1.97
Flavored milk	All fat tests	half gallon	549	2.09	322	2.55		
Flavored milk	All fat tests	gallon	585	3.17	441	3.28	1286	4.21
Ice cream		48-64oz	9807	2.95	7699	3.11	15315	3.04
Milk	All fat tests	half gallon	294	1.16	431	2.51	338	2.58
Milk	All fat tests	gallon	1960	2.56	2229	2.74	1189	4.01
Sour cream		16 oz	4336	1.62	4586	1.70	4100	2.04
Yogurt	Greek	4-6 oz	11086	.93	10498	.96	15486	.94
Yogurt	Greek	32 oz	1934	4.11	637	4.30	1349	5.43
Yogurt	Yogurt	4-6 oz	6958	.47	7415	.49	4519	.46
Yogurt	Yogurt	32 oz	127	2.75	883	2.63	222	2.87

## 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 #	1.06-4.59	1829	3.76	1.05-4.79	3014	2.71	3.00-3.49	367	3.14
Cheese	Natural Varieties	8 oz block	1.49-2.99	2751	2.25	2.39-2.50	1865	2.49	1.79-2.50	1104	2.26
Cheese	Natural Varieties	1 # block	2.99-3.99	482	3.73				2.99-3.79	354	3.55
Cheese	Natural Varieties	2 # block							5.24-5.99	122	5.57
Cheese	Natural Varieties	8 oz shred	1.66-2.89	2137	2.18	2.00-2.89	2037	2.76	1.79-2.50	1543	2.33
Cheese	Natural Varieties	1 # shred	3.49	108	3.49				2.99-3.79	942	3.39
Cottage cheese		16 oz	1.99-2.99	1440	2.18	1.50	1002	1.50	1.39-1.99	200	1.63
Cream cheese		8 oz	1.33-2.50	1522	2.00	2.50	735	2.50	0.88-2.00	454	1.57
Flavored milk	All fat tests	half gallon							1.00	110	1.00
Flavored milk	All fat tests	gallon							4.49	119	4.49
Ice cream		48-64oz	1.99-3.99	3370	2.97	2.50-3.50	1897	2.95	1.99-3.99	1583	2.94
Milk	All fat tests	half gallon				1.25	184	1.25	1.00	110	1.00
Milk	All fat tests	gallon	2.99	62	2.99				1.69-2.77	476	2.01
Sour cream		16 oz	1.29-2.50	2094	1.68	1.50	1064	1.50	1.33-1.69	270	1.61
Yogurt	Greek	4-6 oz	0.75-1.00	2794	.97	0.79-1.00	3141	.86	0.88-1.25	1134	1.00
Yogurt	Greek	32 oz	3.50-5.99	835	4.65	5.49	61	5.49	2.99	588	2.99

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	0.40-0.60	1897	.48	0.40-0.50	858	.49	0.39-0.50	1257	.45
Yogurt	Yogurt	32 oz	2.50	60	2.50						

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 #	0.79-3.50	448	2.14	3.50-4.28	514	4.01	1.00-3.50	524	2.61
Cheese	Natural Varieties	8 oz block	1.19-2.75	765	2.16	2.50-2.99	775	2.88	2.50	60	2.50
Cheese	Natural Varieties	1 # block	2.99-3.79	360	3.63	2.99-5.99	986	4.70	3.99-4.49	171	4.18
Cheese	Natural Varieties	2 # block	5.99	262	5.99				4.99-7.99	416	5.59
Cheese	Natural Varieties	8 oz shred	1.50-2.99	1077	2.30	2.50-3.99	1032	2.81	2.50-2.79	126	2.65
Cheese	Natural Varieties	1 # shred	3.79	288	3.79	2.99-5.00	935	4.80	3.99-4.49	171	4.18
Cottage cheese		16 oz	1.46-3.49	257	2.26	1.50-1.79	307	1.73	2.29-2.50	350	2.33
Cream cheese		8 oz	0.88-2.50	677	1.82	1.29-1.50	351	1.35	2.50	61	2.50
Flavored milk	All fat tests	half gallon	1.99-4.19	195	2.82	1.99	244	1.99			
Flavored milk	All fat tests	gallon	1.99-2.50	288	2.13	3.99	167	3.99			
Ice cream		48-64oz	1.88-5.99	929	2.84	1.88-5.99	1561	2.93	2.99-3.00	349	3.00
Milk	All fat tests	gallon	1.99-2.50	288	2.13	1.99-3.99	990	2.95	1.99-2.50	130	2.23
Sour cream		16 oz	1.50-1.97	520	1.72	1.17-1.50	364	1.39			
Yogurt	Greek	4-6 oz	0.69-1.00	891	.93	0.69-1.00	2051	.93	0.88-1.00	1000	.96
Yogurt	Greek	32 oz				4.99	137	4.99	3.99	289	3.99
Yogurt	Yogurt	4-6 oz	0.33-0.60	906	.44	0.30-0.60	1493	.46	0.40-0.50	476	.46
Yogurt	Yogurt	32 oz							2.99	61	2.99

Commodity	Type	Pack Size	ALASKA U.S.			HAWAII U.S.		
			Price Range	Stores with Ads	Wtd Avg Price	Price Range	Stores with Ads	Wtd Avg Price
Butter		1 #	3.49-4.49	10	3.99	3.77-4.99	64	4.41
Cheese	Natural Varieties	8 oz block	2.50-3.00	6	2.92	2.25-3.50	65	2.42
Cheese	Natural Varieties	2 # block	5.99	2	5.99			
Cheese	Natural Varieties	8 oz shred	2.50-3.00	8	2.94	2.25-3.50	92	2.59
Cottage cheese		16 oz	2.89-3.00	23	2.90	2.77-2.79	30	2.79
Cream cheese		8 oz	1.39-2.50	8	1.92	3.00	3	3.00
Flavored milk	All fat tests	gallon	3.59	11	3.59			
Ice cream		48-64oz	3.98-4.00	26	4.00	2.75-4.29	92	3.73
Milk	All fat tests	gallon	3.59	11	3.59	4.88	3	4.88
Sour cream		16 oz				2.29	24	2.29
Yogurt	Greek	4-6 oz	1.00-1.25	14	1.18	1.20-1.25	61	1.22
Yogurt	Greek	32 oz				5.49	24	5.49
Yogurt	Yogurt	4-6 oz	0.60	3	.60	0.40-0.60	68	.53
Yogurt	Yogurt	32 oz	2.98	3	2.98	2.50	3	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 #			432	4.20	235	3.99
Cheese	Natural Varieties	8 oz block	63	4.75	743	3.40	129	4.17
Cheese	Natural Varieties	8 oz shred			535	3.38		
Cottage cheese		16 oz			365	3.49		
Ice cream		48-64oz	121	4.49				
Milk	All fat tests	half gallon	206	4.49	1241	3.73	3805	3.59
Milk	All fat tests	gallon	236	6.56	1778	5.42	116	7.14
Milk	All fat tests	8 oz UHT	903	1.00	774	.88	1589	.85
Sour cream		16 oz	360	3.99	297	2.29		
Yogurt	Greek	4-6 oz	623	1.24	1291	1.20		
Yogurt	Yogurt	4-6 oz	63	.99	474	1.20		
Yogurt	Yogurt	32 oz	2	3.50	338	2.94		

### 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	4.99	60	4.99	3.99-4.25	137	4.15			
Milk	All fat tests	8 oz UHT	1.00	543	1.00						
Yogurt	Greek	4-6 oz	0.88-1.00	156	.94	1.25	120	1.25	1.25	180	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
Cheese	Natural Varieties	8 oz block	4.75	63	4.75						
Ice cream		48-64oz	4.49	121	4.49						
Milk	All fat tests	gallon	5.99	99	5.99	6.98	137	6.98			
Milk	All fat tests	8 oz UHT				1.00	360	1.00			
Sour cream		16 oz				3.99	360	3.99			
Yogurt	Greek	4-6 oz				1.50	167	1.50			
Yogurt	Yogurt	4-6 oz	0.99	63	.99						

Wtd Avg - Simple weighted average



Commodity	Type	Pack Size	ALASKA U.S.			HAWAII U.S.		
			Price Range	Stores with Ads	Wtd Avg Price	Price Range	Stores with Ads	Wtd Avg Price
Milk	All fat tests	half gallon				5.97-6.59	9	6.38
Yogurt	Yogurt	32 oz	3.50	2	3.50			

**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
- ALASKA Alaska
- HAWAII Hawaii
- NATIONAL Continental United States