



Dairy Market News Branch

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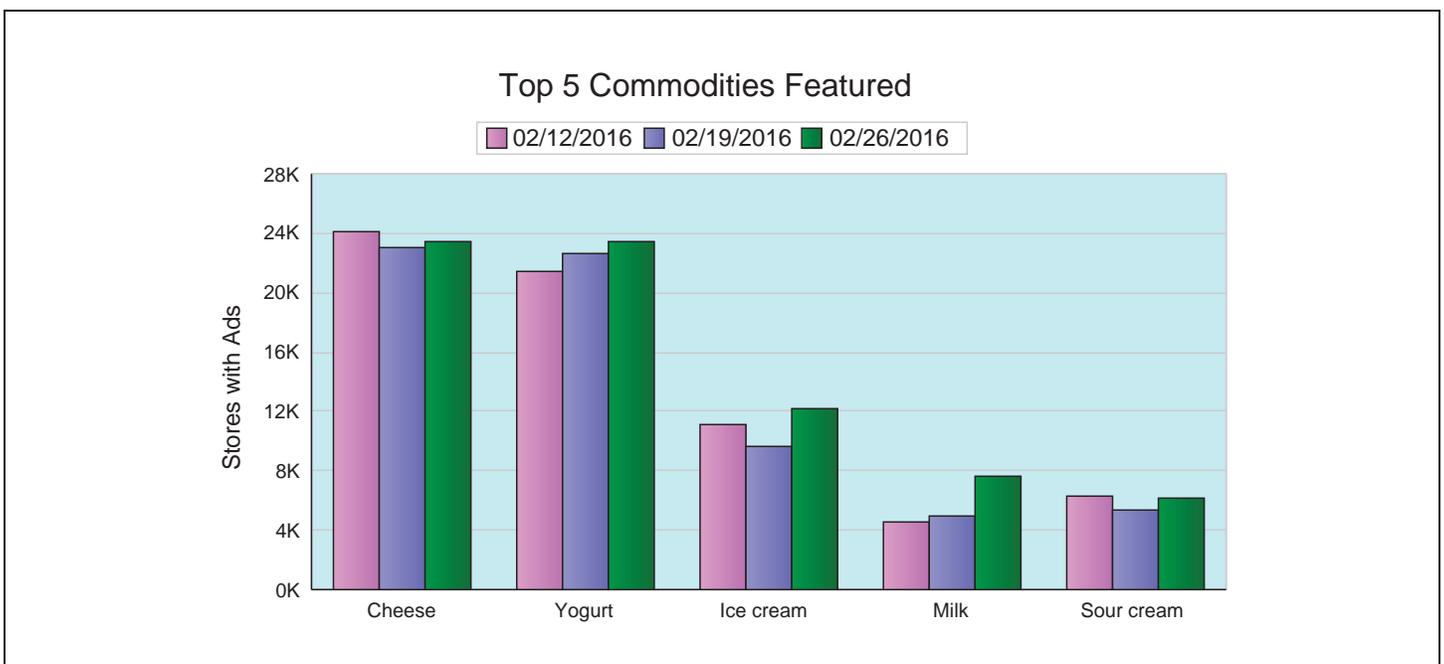
Advertised Prices for Dairy Products at Major Retail Supermarket Outlets ending during the period of 02/26/2016 to 03/03/2016

The total volume of conventional dairy ads increased 11%, and organic dairy ads increased 88% this week. For conventional dairy advertisements, Greek yogurt in 4-6 ounce containers had the largest volume of ads, followed by 48-64 ounce ice cream and 8 ounce shred cheese. Ads for 1# packages of butter increased 62%, with an average weighted price of \$2.96 while ads for 1# organic butter increased 76% with an average price of \$5.39. Ads for conventional cottage cheese increased 93%, with an average weighted price of \$1.66.

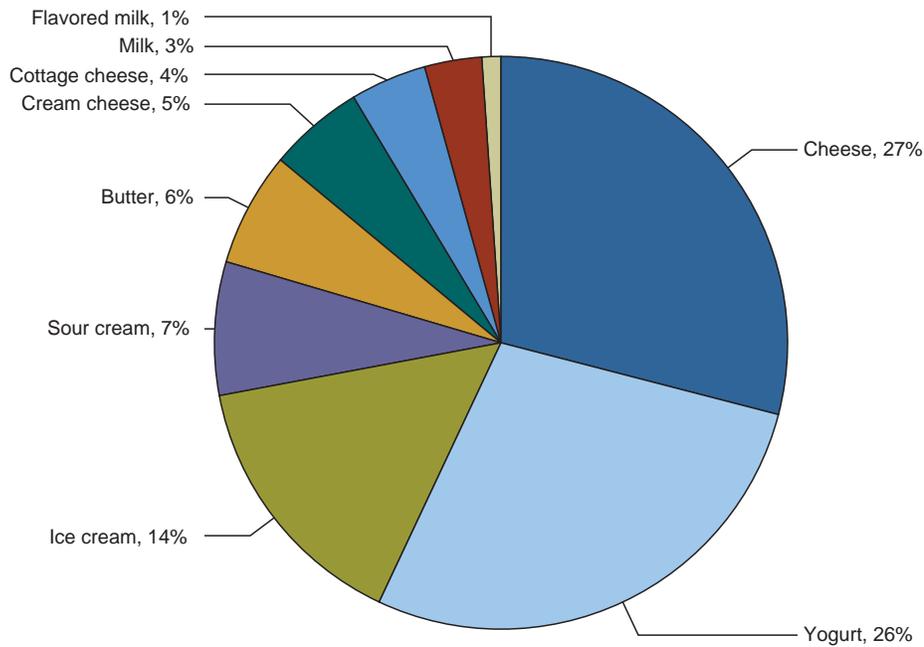
The U.S. advertised price for 8 ounce conventional cheese blocks averaged \$2.25, down 7 cents from last week, but up 4 cents from a year ago; 8 ounce shred cheese averaged \$2.26, down 10 cents from last week, and 15 cents below one year ago. Organic 8 ounce blocks averaged \$4.33, while 8 ounce shred cheese averaged \$3.42. Advertisements for conventional cheese were up 2%, and organic cheese ads decreased 20% from last week.

The average price for conventional yogurt in 4-6 ounce packages is \$.49, down 4 cents from last week and up 1 cent from a year ago. The average price of 4-6 ounce conventional Greek yogurt is \$.96, up 1 cent from both last week and a year ago. Conventional yogurt ad numbers are up 5% from last week. Organic yogurt ads are down 19% from the previous week.

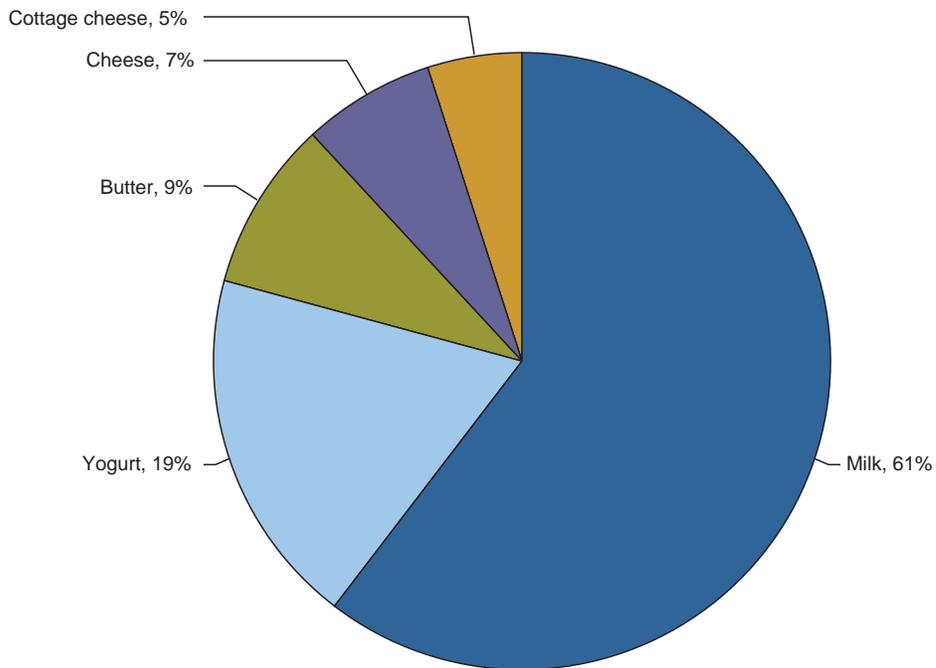
The price spread between organic and conventional half gallon milk is \$2.58. The price spread is the difference between national weighted average prices for organic, \$3.93, and conventional, \$1.35. Conventional milk ads decreased by 31% from last week, while organic ads increased by 278%.



Percentage of Total Conventional Ads by Commodity



Percentage of Total Organic Ads by Commodity





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 #	4894	2.96	3017	3.44	3917	2.77
Cheese	Natural Varieties	8 oz block	9047	2.25	6713	2.32	6430	2.21
Cheese	Natural Varieties	1 # block	1066	3.61	2714	3.22	943	4.03
Cheese	Natural Varieties	2 # block	757	5.65	1403	6.92	733	6.93
Cheese	Natural Varieties	8 oz shred	10290	2.26	7478	2.36	13629	2.41
Cheese	Natural Varieties	1 # shred	1729	3.49	3822	3.37	1163	3.86
Cheese		8 oz shred			147	2.75		
Cottage cheese		16 oz	3825	1.66	1981	2.24	3494	1.70
Cream cheese		8 oz	4500	1.84	4152	1.75	5552	1.87
Flavored milk	All fat tests	half gallon	1113	1.94	996	1.77	495	2.32
Flavored milk	All fat tests	gallon	141	1.89	251	2.58	119	2.50
Ice cream		48-64oz	12168	2.95	9641	3.15	15397	3.05
Milk	All fat tests	half gallon	694	1.35	1003	2.54	994	1.63
Milk	All fat tests	gallon	1810	2.52	2620	2.37	1073	3.27
Sour cream		16 oz	6143	1.50	5424	1.69	5771	1.62
Yogurt	Greek	4-6 oz	13318	.96	12126	.95	13559	.95
Yogurt	Greek	32 oz	1128	4.18	628	4.26	556	4.09
Yogurt	Yogurt	4-6 oz	6946	.49	6629	.53	7616	.48
Yogurt	Yogurt	32 oz	397	2.20	1329	2.06	2276	2.24

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 #	1.99-4.99	1337	3.45	2.00-2.99	1360	2.83	1.99-2.99	594	2.59
Cheese	Natural Varieties	8 oz block	1.66-2.99	2463	2.30	1.88-3.00	3466	2.48	1.50-2.49	798	2.01
Cheese	Natural Varieties	1 # block	3.99	219	3.99				2.99-3.99	438	3.48
Cheese	Natural Varieties	2 # block							4.98-6.49	110	5.71
Cheese	Natural Varieties	8 oz shred	1.77-3.00	1680	2.41	1.88-3.00	2894	2.47	1.50-2.50	1622	2.16
Cheese	Natural Varieties	1 # shred	3.99	108	3.99				2.99-3.99	1149	3.42
Cottage cheese		16 oz	1.49-2.99	1207	2.09	1.25-1.50	1186	1.46	1.25	137	1.25
Cream cheese		8 oz	1.50-2.59	1412	2.01	1.50-2.00	1737	1.68	1.50-2.29	454	1.93
Flavored milk	All fat tests	half gallon				1.00	184	1.00	0.99-3.00	512	1.94
Ice cream		48-64oz	1.99-4.99	2556	2.83	1.99-3.99	2796	2.81	1.98-3.99	2500	3.09
Milk	All fat tests	half gallon				1.00	184	1.00	1.00-1.25	242	1.12
Milk	All fat tests	gallon	1.88-3.49	323	2.54				2.50-3.00	173	2.84
Sour cream		16 oz	1.49-2.00	1823	1.68	1.25-1.66	1247	1.47	1.25-2.00	1090	1.51
Yogurt	Greek	4-6 oz	0.88-1.25	2555	1.00	0.85-1.00	3530	.97	0.75-1.25	2671	.91
Yogurt	Greek	32 oz	2.99-4.99	229	3.99				3.00-5.29	299	4.38
Yogurt	Yogurt	4-6 oz	0.40-0.60	1409	.53	0.47-0.50	1281	.50	0.33-0.50	1530	.45

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	2.00	167	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 #	2.50-3.49	944	2.69	2.50-2.99	514	2.79	2.50	66	2.50
Cheese	Natural Varieties	8 oz block	1.77-2.50	953	2.07	1.67-1.98	1085	1.80	1.25-2.99	259	2.01
Cheese	Natural Varieties	1 # block	3.99	162	3.99	2.99	178	2.99	3.99	69	3.99
Cheese	Natural Varieties	2 # block	5.99	121	5.99				4.99-7.99	524	5.55
Cheese	Natural Varieties	8 oz shred	1.50-2.50	2045	2.10	1.67-2.50	1246	1.86	1.25-2.99	719	2.24
Cheese	Natural Varieties	1 # shred	3.99	162	3.99	2.99-3.49	241	3.12	3.99	69	3.99
Cottage cheese		16 oz	1.00-1.50	483	1.27	1.00-1.99	671	1.50	2.00	105	2.00
Cream cheese		8 oz	1.99-2.00	176	1.99	1.69-1.99	600	1.87	1.50	121	1.50
Flavored milk	All fat tests	half gallon	1.99-2.50	239	2.24	2.49	178	2.49			
Flavored milk	All fat tests	gallon	1.89	141	1.89						
Ice cream		48-64oz	1.88-3.99	1982	3.05	1.88-3.99	1536	2.85	2.50-3.99	663	3.10
Milk	All fat tests	half gallon				1.49	241	1.49			
Milk	All fat tests	gallon	1.88-3.29	589	2.22	1.85-3.99	614	2.69	2.49	105	2.49
Sour cream		16 oz	1.00-1.49	588	1.20	0.99-1.98	789	1.19	1.25-2.00	563	1.59
Yogurt	Greek	4-6 oz	0.50-1.00	1532	.91	0.79-1.00	1779	.96	0.88-1.00	1190	.99
Yogurt	Greek	32 oz	3.33	118	3.33	4.00-4.99	306	4.79	3.00-3.99	174	3.60
Yogurt	Yogurt	4-6 oz	0.20-0.50	933	.44	0.33-0.50	856	.46	0.33-0.60	860	.52
Yogurt	Yogurt	32 oz							2.00-2.79	227	2.35

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 #	4.38	28	4.38	4.69-4.99	51	4.85
Cheese	Natural Varieties	8 oz block	2.50-2.99	23	2.95			
Cheese	Natural Varieties	2 # block	7.99	2	7.99			
Cheese	Natural Varieties	8 oz shred	2.50-2.99	23	2.95	3.00-3.99	61	3.44
Cottage cheese		16 oz	2.50	2	2.50	2.79	34	2.79
Ice cream		48-64oz	3.49-6.99	37	6.18	3.00-5.49	98	3.99
Milk	All fat tests	half gallon				4.49	27	4.49
Milk	All fat tests	gallon				4.97	6	4.97
Sour cream		16 oz	1.69-2.00	19	1.82	2.50	24	2.50
Yogurt	Greek	4-6 oz	0.99-1.25	30	1.14	0.99-1.00	31	.99
Yogurt	Greek	32 oz	3.50	2	3.50			
Yogurt	Yogurt	4-6 oz	0.50-0.70	26	.67	0.60-0.69	51	.64
Yogurt	Yogurt	32 oz				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 #	757	5.39	429	4.99	137	6.99
Cheese	Natural Varieties	8 oz block	212	4.33	295	4.46	1034	3.90
Cheese	Natural Varieties	8 oz shred	388	3.42	453	3.51	839	3.99
Cottage cheese		16 oz	394	3.27	193	3.68		
Cream cheese		8 oz			72	2.50		
Milk	All fat tests	half gallon	3480	3.93	1030	4.01	823	3.38
Milk	All fat tests	gallon	1625	5.95	258	6.86	1216	5.65
Milk	All fat tests	8 oz UHT	84	1.00	84	1.00	118	1.25
Yogurt	Greek	4-6 oz	673	1.36	207	1.25	315	1.20
Yogurt	Greek	32 oz	227	5.99	331	5.49		
Yogurt	Yogurt	4-6 oz	294	1.26	173	1.50		
Yogurt	Yogurt	32 oz	408	2.61	1017	2.59	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	84	3.50						
Cottage cheese		16 oz	3.00	84	3.00						
Milk	All fat tests	half gallon	3.99-4.99	674	4.37	3.49	1083	3.49	4.19	213	4.19
Milk	All fat tests	gallon	5.99	651	5.99	5.99	61	5.99	4.29	343	4.29
Milk	All fat tests	8 oz UHT	1.00	84	1.00						
Yogurt	Greek	4-6 oz	1.00	72	1.00						
Yogurt	Greek	32 oz							5.99	137	5.99
Yogurt	Yogurt	32 oz							2.50	225	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 #	4.49-4.99	397	4.84	5.99	360	5.99			
Cheese	Natural Varieties	8 oz block	4.69-4.99	126	4.84						

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
Cheese	Natural Varieties	8 oz shred	2.99-3.49	283	3.20				3.99	105	3.99
Cottage cheese		16 oz							3.29	289	3.29
Milk	All fat tests	half gallon	2.50-4.29	636	3.60	4.29-4.49	341	4.39	3.99-4.49	526	4.24
Milk	All fat tests	gallon				6.99	360	6.99	6.49-6.99	210	6.74
Yogurt	Greek	4-6 oz				1.25-1.50	601	1.40			
Yogurt	Greek	32 oz				5.99	90	5.99			
Yogurt	Yogurt	4-6 oz	1.19	63	1.19	1.25	167	1.25	1.33	61	1.33
Yogurt	Yogurt	32 oz	3.19	63	3.19	2.50	120	2.50			

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
Cheese	Natural Varieties	8 oz block	6.99	2	6.99			
Cottage cheese		16 oz	3.99	21	3.99			
Milk	All fat tests	half gallon	4.98	3	4.98	4.29	4	4.29
Yogurt	Yogurt	4-6 oz				2.00	3	2.00

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