



## 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>

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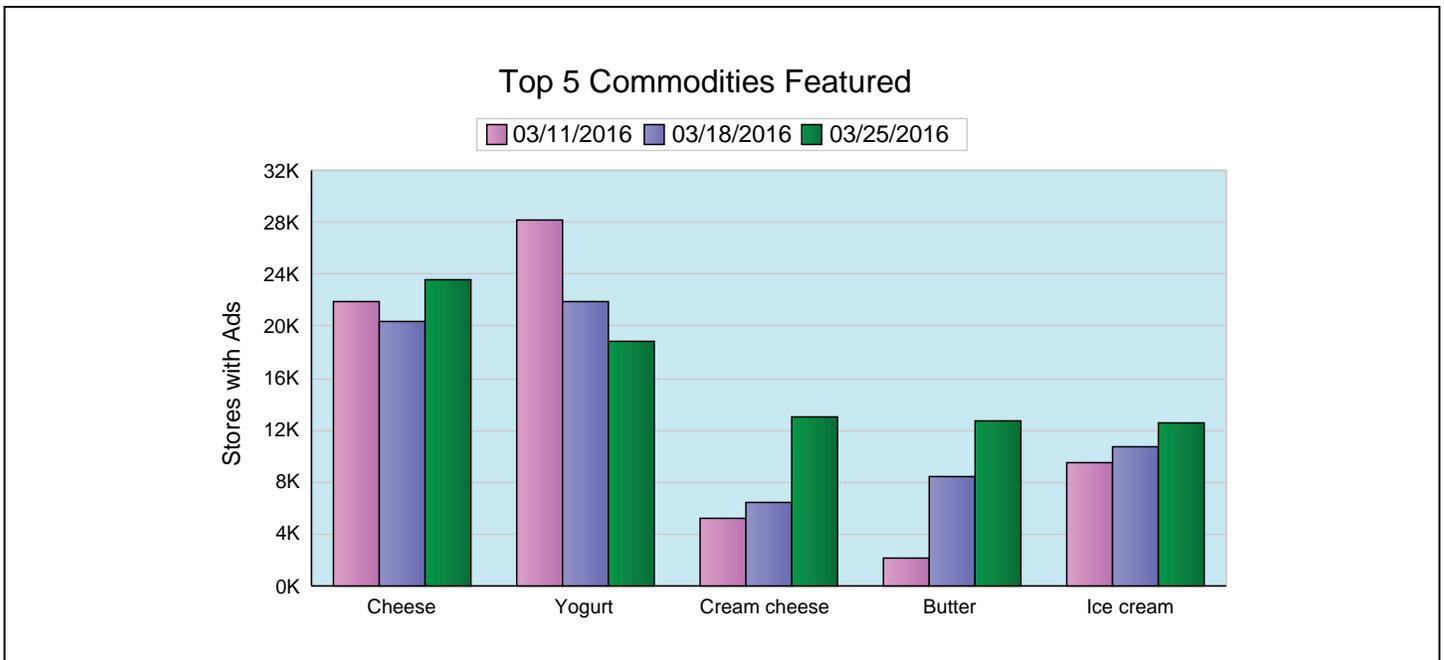
### Advertised Prices for Dairy Products at Major Retail Supermarket Outlets ending during the period of 03/25/2016 to 03/31/2016

This week, ad volume for conventional 8 oz. cream cheese more than doubled, with a national average price of \$1.52, up 16 cents from last week. Ads for 1# conventional butter are up almost 50%, with a national average price of \$2.70, down 37 cents from one week ago. Ice cream ads for 48-64 oz. containers remain a heavily advertised item, up 16%, with a national price of \$2.89, 15 cents lower than a week ago. Total conventional dairy ad numbers increased 15%.

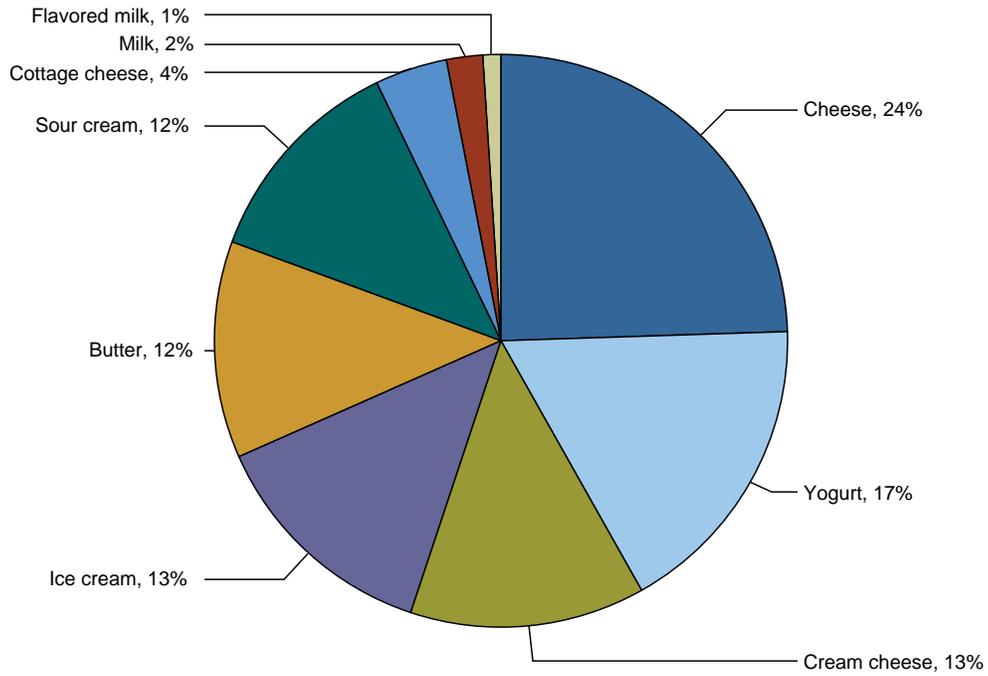
The U.S. advertised price for 8 ounce conventional cheese blocks averaged \$2.51, up 31 cents from last week; 8 ounce shred cheese averaged \$2.28, up 21 cents from last week. Ads for 8 ounce organic shred cheese averaged \$4.99. Ads for conventional cheese are up 16%, and organic cheese ads are even with last week.

The average price for conventional yogurt in 4-6 ounce packages is \$.50, down 8 cents from last week. The average price of 4-6 ounce conventional Greek yogurt is \$.97, even with last week. The average price for organic Greek yogurt in 4-6 ounce packages is \$1.46, up 33 cents from last week. Conventional yogurt ad numbers are down 19% from last week. Organic yogurt ads are up 64% from last week.

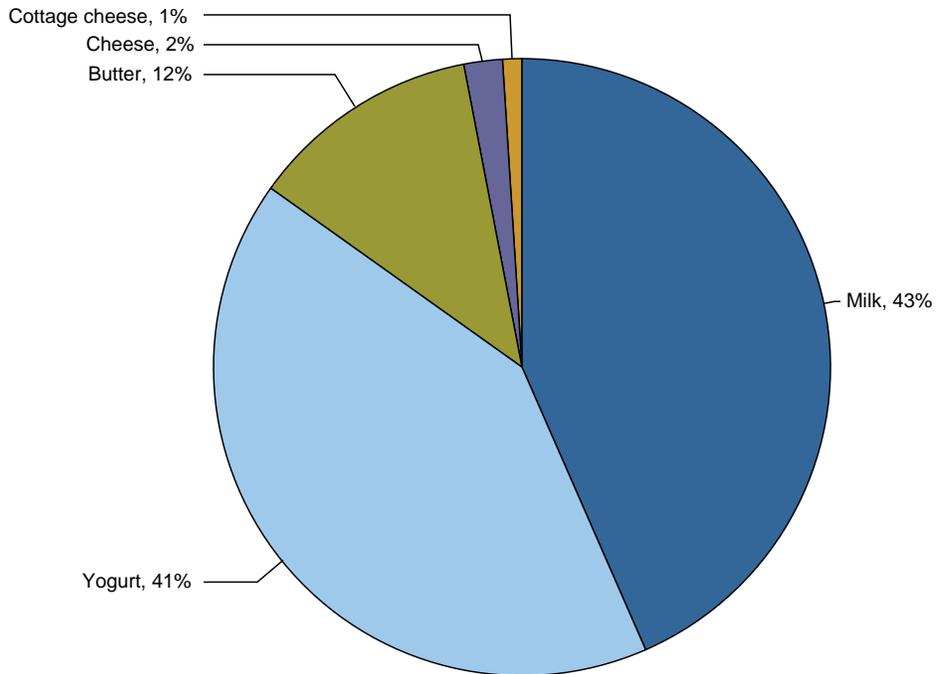
The price spread between organic and conventional half gallon milk is \$1.70. The price spread is the difference between national weighted average prices for organic, \$4.12, and conventional, \$2.42. Conventional milk ad numbers decreased 16% from last week, while organic ads increased 14%.



### 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 #	12047	2.70	8212	3.07	12716	2.69
Cheese	Natural Varieties	8 oz block	11063	2.51	7615	2.20	8187	2.47
Cheese	Natural Varieties	1 # block	980	3.84	1767	4.07	302	4.03
Cheese	Natural Varieties	2 # block	545	5.49	843	5.69	430	7.25
Cheese	Natural Varieties	8 oz shred	10339	2.28	8713	2.07	8940	2.42
Cheese	Natural Varieties	1 # shred	623	2.93	1384	4.22	718	3.92
Cottage cheese		16 oz	3652	1.94	4226	1.73	3236	1.81
Cream cheese		8 oz	13075	1.52	6368	1.36	10489	1.53
Flavored milk	All fat tests	half gallon	189	3.55	495	2.98	539	1.38
Flavored milk	All fat tests	gallon	581	2.78	709	3.07	351	1.99
Flavored milk		half gallon	137	2.50				
Ice cream		48-64oz	12487	2.89	10770	3.04	13606	3.01
Milk	All fat tests	half gallon	553	2.42	325	1.98	1317	1.79
Milk	All fat tests	gallon	1883	2.58	2449	2.18	2262	2.88
Sour cream		16 oz	11611	1.64	9701	1.57	9521	1.76
Yogurt	Greek	4-6 oz	10358	.97	10030	.97	12986	.99
Yogurt	Greek	32 oz	709	4.10	1492	3.66	1378	4.55
Yogurt	Yogurt	4-6 oz	5372	.50	8417	.58	4306	.53
Yogurt	Yogurt	32 oz	235	2.18	619	2.51	1119	2.46

### 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 #	1.99-3.99	2112	2.99	1.99-3.50	3221	2.67	1.68-3.39	2409	2.26
Cheese	Natural Varieties	8 oz block	1.88-3.00	3569	2.48	2.50-3.50	2799	2.94	1.33-2.79	1442	2.18
Cheese	Natural Varieties	1 # block	2.50	72	2.50	1.88	184	1.88	3.50	213	3.50
Cheese	Natural Varieties	8 oz shred	1.88-2.99	2192	2.38	2.50	1854	2.50	1.33-2.79	1362	2.11
Cheese	Natural Varieties	1 # shred				1.88	184	1.88	3.50	213	3.50
Cottage cheese		16 oz	1.99-2.50	669	2.10	2.00	1303	2.00	1.00-2.00	242	1.49
Cream cheese		8 oz	0.99-2.50	2607	1.69	0.99-2.50	3640	1.50	0.89-2.49	2486	1.26
Flavored milk	All fat tests	half gallon	2.99	84	2.99						
Flavored milk	All fat tests	gallon				1.99	184	1.99			
Flavored milk		half gallon	2.50	137	2.50						
Ice cream		48-64oz	1.99-3.50	3447	2.59	2.50-3.49	3024	2.93	1.98-3.99	2356	2.88
Milk	All fat tests	half gallon							1.00	98	1.00
Milk	All fat tests	gallon	1.99	255	1.99	1.99-3.00	246	2.24	1.79-2.99	302	2.06
Sour cream		16 oz	1.29-2.00	2664	1.64	1.00-2.00	3080	1.76	0.99-2.00	2013	1.49
Yogurt	Greek	4-6 oz	0.39-1.25	2480	.95	1.00	2666	1.00	0.88-1.00	1065	.95
Yogurt	Greek	32 oz							3.00	119	3.00

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	0.40-0.59	2230	.50	0.39-1.00	866	.49	0.39-0.50	1232	.43
Yogurt	Yogurt	32 oz	1.50	72	1.50						

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 #	1.99-3.50	2094	2.64	1.99-3.99	1476	3.02	1.99-5.99	650	2.87
Cheese	Natural Varieties	8 oz block	1.50-3.33	2138	2.28	1.99-3.00	907	2.51	1.79-2.50	198	2.07
Cheese	Natural Varieties	1 # block				5.99-6.49	274	6.24	2.99-3.49	226	3.26
Cheese	Natural Varieties	2 # block				5.99	90	5.99	4.99-7.99	455	5.39
Cheese	Natural Varieties	8 oz shred	1.50-2.99	2657	2.16	1.88-3.00	1481	2.36	1.79-2.99	783	2.09
Cheese	Natural Varieties	1 # shred							2.99-3.49	226	3.26
Cottage cheese		16 oz	1.00-2.99	615	1.71	1.25-3.99	393	2.00	1.67-2.00	348	1.90
Cream cheese		8 oz	0.89-2.00	1928	1.49	1.48-2.00	1811	1.62	1.49-2.00	466	1.74
Flavored milk	All fat tests	half gallon							3.99	105	3.99
Flavored milk	All fat tests	gallon	1.89-3.69	397	3.14						
Ice cream		48-64oz	2.50-5.00	1767	3.44	2.27-3.98	1343	2.81	2.50-3.49	476	2.97
Milk	All fat tests	half gallon	2.50	99	2.50	2.79	356	2.79			
Milk	All fat tests	gallon	1.89-3.99	612	3.33	1.99-2.29	430	2.25			
Sour cream		16 oz	1.00-2.00	1755	1.58	1.25-2.00	1181	1.57	1.50-2.00	824	1.71
Yogurt	Greek	4-6 oz	0.79-1.50	2007	1.00	0.79-1.00	857	.95	0.60-1.50	1212	.93
Yogurt	Greek	32 oz	4.69	54	4.69	4.99	178	4.99	3.69-4.00	358	3.94
Yogurt	Yogurt	4-6 oz	0.39-0.50	241	.42	0.48-1.25	381	.76	0.50-0.60	394	.57
Yogurt	Yogurt	32 oz	2.29	74	2.29	2.50	62	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
Butter		1 #	2.48-3.69	20	2.85	3.00-4.99	65	4.34
Cheese	Natural Varieties	8 oz block	2.50	6	2.50	2.50	4	2.50
Cheese	Natural Varieties	1 # block	3.99	11	3.99			
Cheese	Natural Varieties	8 oz shred	2.50	6	2.50	2.50	4	2.50
Cottage cheese		16 oz				2.29-2.99	82	2.64
Cream cheese		8 oz	1.49-3.50	48	2.86	1.50-2.00	89	1.98
Ice cream		48-64oz	3.99-4.99	10	4.89	3.49-5.49	64	3.97
Milk	All fat tests	gallon	3.49	11	3.49	4.99	27	4.99
Sour cream		16 oz	1.98-1.99	9	1.99	2.00-2.99	85	2.62
Yogurt	Greek	4-6 oz	0.99	6	.99	1.00-1.33	65	1.28
Yogurt	Yogurt	4-6 oz	1.25	28	1.25			
Yogurt	Yogurt	32 oz				2.50-2.99	27	2.94



### 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 #	650	4.99	250	5.11	121	3.49
Cheese	Natural Varieties	8 oz block			105	4.99	638	3.99
Cheese	Natural Varieties	8 oz shred	105	4.99			638	3.99
Cottage cheese		16 oz	80	2.99	276	2.99		
Ice cream		48-64oz					121	5.99
Milk	All fat tests	half gallon	1505	4.12	828	4.28	84	3.99
Milk	All fat tests	gallon	442	5.89	189	6.43	884	6.09
Milk	All fat tests	8 oz UHT	352	1.00	992	.97		
Yogurt	Greek	4-6 oz	1208	1.46	688	1.13	137	1.50
Yogurt	Greek	32 oz			121	3.50		
Yogurt	Yogurt	4-6 oz	1014	1.50	351	1.25	72	1.25
Yogurt	Yogurt	32 oz			194	2.50		

### 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 #	4.49-4.99	286	4.89						
Milk	All fat tests	half gallon	3.99-4.99	308	4.47				4.15	116	4.15
Milk	All fat tests	gallon	6.99	84	6.99						
Yogurt	Greek	4-6 oz	1.00-1.50	403	1.39	1.50	288	1.50	1.50	343	1.50
Yogurt	Yogurt	4-6 oz	1.50	253	1.50	1.50	288	1.50			

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 #	4.99	186	4.99	4.99	117	4.99	5.49	61	5.49
Cheese	Natural Varieties	8 oz shred							4.99	105	4.99
Cottage cheese		16 oz	2.99	80	2.99						
Milk	All fat tests	half gallon	3.49	276	3.49	3.99-4.49	771	4.10			
Milk	All fat tests	gallon	5.99	121	5.99				4.99-5.99	226	5.45

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
Milk	All fat tests	8 oz UHT				1.00	178	1.00	1.00	174	1.00
Yogurt	Greek	4-6 oz				1.50	174	1.50			
Yogurt	Yogurt	4-6 oz	1.50	239	1.50	1.50	174	1.50	1.50	60	1.50

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
Milk	All fat tests	half gallon				6.29	34	6.29
Milk	All fat tests	gallon	5.49	11	5.49			

**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