



## 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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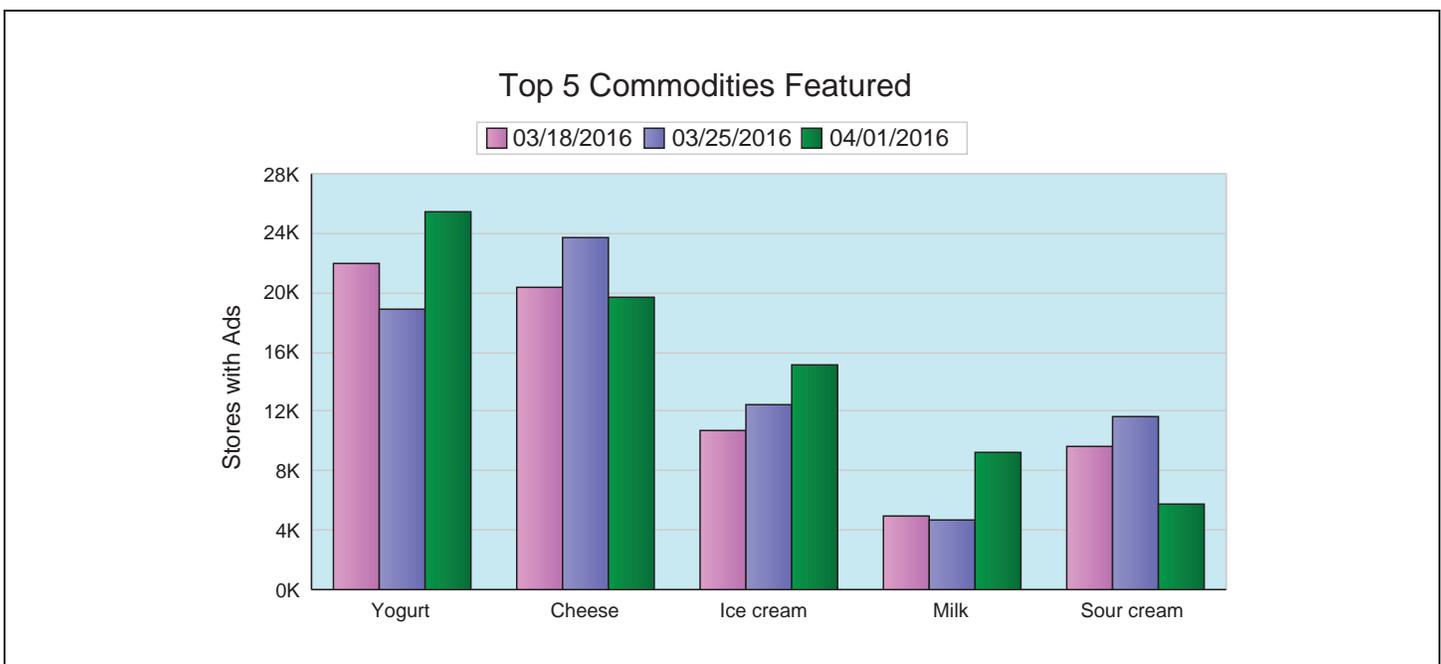
### Advertised Prices for Dairy Products at Major Retail Supermarket Outlets ending during the period of 04/01/2016 to 04/07/2016

This week, total conventional dairy ad numbers decreased 13%. However, three items had large percentage gains in ad numbers. Conventional yogurt in 32 ounce containers increased 253%, 32 ounce Greek yogurt increased 223%, and 2 pound blocks of cheese increased 206%. The three most heavily advertised items were 4-6 ounce containers of Greek yogurt, ice cream in 48-64 ounce containers, and 8 ounce packages of shred cheese. Ads for 1 pound conventional butter decreased 57%, with a national average price of \$2.96, up 26 cents from a week ago.

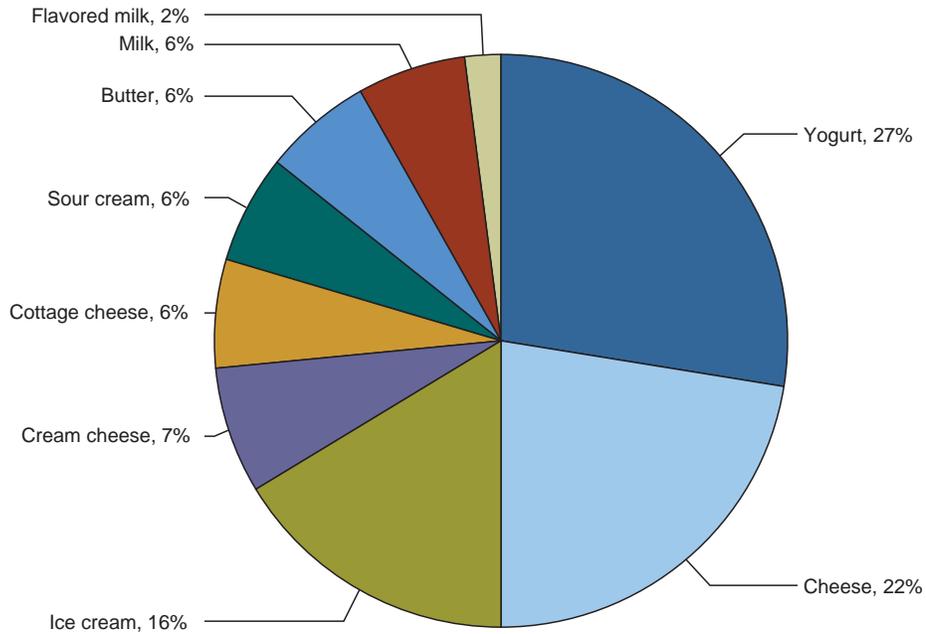
The average price for conventional yogurt in 4-6 ounce packages is \$.50, unchanged from last week. The average price of 4-6 ounce conventional Greek yogurt is \$.95, down 2 cents from last week. Conventional yogurt ad numbers are up 39% from last week. The average price for organic Greek yogurt in 4-6 ounce packages is \$1.28, down 18 cents from last week. Organic yogurt ads are down 1% from last week.

The U.S. advertised price for 8 ounce conventional cheese blocks averaged \$2.15, down 36 cents from last week; 8 ounce shred cheese averaged \$2.36, up 8 cents from last week. Ads for 8 ounce organic shred cheese averaged \$3.99 and 8 ounce organic cheese blocks averaged \$4.40. Ads for conventional cheese are down 19%, but organic cheese ads are up 366% from last week.

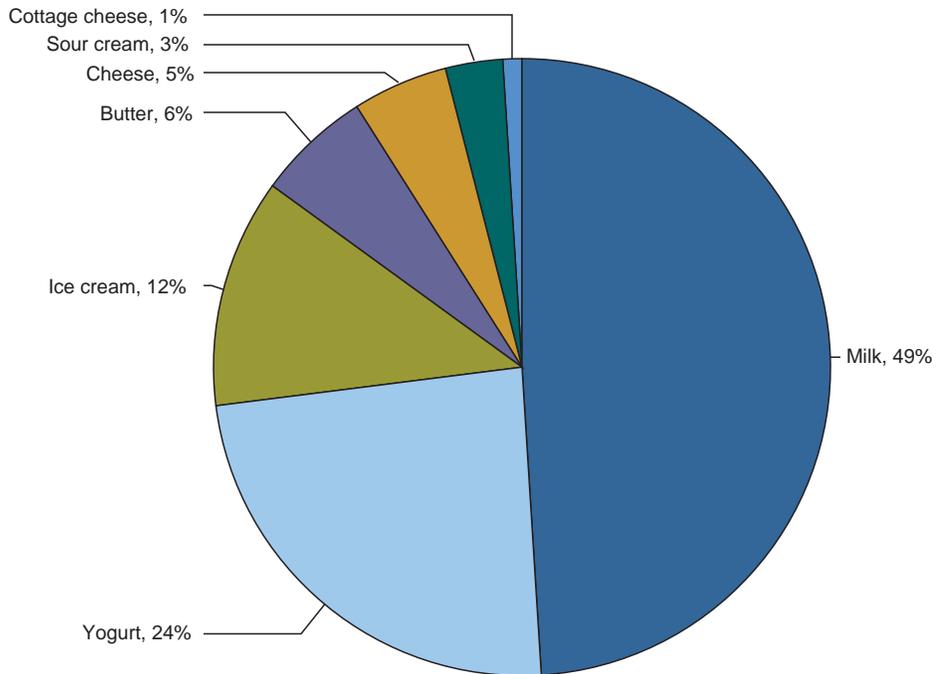
The price spread between organic and conventional half gallon milk is \$2.46. The price spread is the difference between national weighted average prices for organic, \$4.13, and conventional, \$1.67. Conventional milk and organic milk ad numbers both increased 95% from last week.



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 #	5121	2.96	12047	2.70	12574	2.46
Cheese	Natural Varieties	8 oz block	7313	2.15	11063	2.51	6637	2.31
Cheese	Natural Varieties	1 # block	640	3.62	980	3.84	250	3.78
Cheese	Natural Varieties	2 # block	1670	6.20	545	5.49	1010	7.24
Cheese	Natural Varieties	8 oz shred	9218	2.36	10339	2.28	8519	2.39
Cheese	Natural Varieties	1 # shred	350	2.77	623	2.93	732	4.89
Cottage cheese		16 oz	5586	1.87	3652	1.94	3088	1.86
Cream cheese		8 oz	5629	1.59	13075	1.52	16590	1.53
Flavored milk	All fat tests	half gallon	732	1.73	189	3.55	547	1.90
Flavored milk	All fat tests	gallon	704	2.46	581	2.78		
Flavored milk		half gallon			137	2.50		
Ice cream		48-64oz	14012	3.13	12487	2.89	11114	3.10
Milk	All fat tests	half gallon	945	1.67	553	2.42	1050	2.08
Milk	All fat tests	gallon	3796	2.76	1883	2.58	1957	2.57
Sour cream		16 oz	5393	1.66	11611	1.64	9428	1.77
Yogurt	Greek	4-6 oz	14086	.95	10358	.97	9811	.98
Yogurt	Greek	32 oz	2289	3.89	709	4.10	1497	4.50
Yogurt	Yogurt	4-6 oz	6011	.50	5372	.50	3117	.49
Yogurt	Yogurt	32 oz	829	2.68	235	2.18	1809	2.37

## 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 #	2.79-4.99	1934	3.37	2.99	1002	2.99	1.99-3.00	1275	2.37
Cheese	Natural Varieties	8 oz block	1.66-3.00	2211	2.29	2.00-2.50	1248	2.02	1.50-2.00	1327	1.85
Cheese	Natural Varieties	1 # block	3.99	72	3.99	3.48	195	3.48	4.98	57	4.98
Cheese	Natural Varieties	2 # block				5.99	64	5.99			
Cheese	Natural Varieties	8 oz shred	1.77-2.99	2608	2.35	1.67-3.99	2448	2.90	1.50-2.50	1156	1.88
Cheese	Natural Varieties	1 # shred	1.99	84	1.99				3.33	53	3.33
Cottage cheese		16 oz	1.50-2.19	987	1.97	1.50-2.00	2229	1.73	1.00-1.88	527	1.30
Cream cheese		8 oz	1.50-2.59	1442	1.84	1.50-1.79	428	1.65	0.89-2.29	2225	1.23
Flavored milk	All fat tests	half gallon	1.99	161	1.99				1.00-1.50	256	1.23
Flavored milk	All fat tests	gallon	3.79	135	3.79						
Ice cream		48-64oz	1.88-4.99	3137	2.84	2.00-3.99	4279	3.03	2.50-5.00	2486	3.45
Milk	All fat tests	half gallon	2.99	221	2.99				1.00-1.99	337	1.41
Milk	All fat tests	gallon	2.77-3.79	334	3.27	2.39-3.99	1257	2.59	1.79-3.49	453	2.60
Sour cream		16 oz	1.49-2.00	1653	1.67	1.50-2.00	1556	1.56	1.00-1.88	626	1.45
Yogurt	Greek	4-6 oz	0.79-1.00	2843	.96	0.80-1.00	2856	.98	0.69-1.00	1680	.94
Yogurt	Greek	32 oz	3.99-4.99	439	4.21	3.99	508	3.99	3.50-3.99	856	3.87

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	0.39-0.60	2508	.49	0.50	1206	.50	0.40-0.59	630	.49
Yogurt	Yogurt	32 oz	2.50-3.59	227	3.02				1.99-2.49	286	2.30

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 #	2.49-2.99	193	2.68	2.99	477	2.99	1.99-3.99	235	2.74
Cheese	Natural Varieties	8 oz block	1.67-2.99	773	2.29	1.67-3.00	1525	2.22	0.99-1.99	135	1.48
Cheese	Natural Varieties	1 # block	2.99	80	2.99	3.00	62	3.00	3.50-3.99	174	3.69
Cheese	Natural Varieties	2 # block	4.99-6.99	586	5.90	4.99-7.99	681	6.64	4.99-6.99	337	5.87
Cheese	Natural Varieties	8 oz shred	1.50-3.00	1230	2.24	1.67-2.99	1400	2.04	0.99-2.00	309	1.77
Cheese	Natural Varieties	1 # shred	2.00	82	2.00	3.00	62	3.00	3.99	69	3.99
Cottage cheese		16 oz	1.69-2.00	737	1.94	1.98-2.50	668	2.36	2.00-2.50	384	2.14
Cream cheese		8 oz	1.25-2.29	299	1.77	1.34-2.49	899	1.96	0.99-2.50	312	1.71
Flavored milk	All fat tests	half gallon	1.00	210	1.00				3.99	105	3.99
Flavored milk	All fat tests	gallon	0.99-3.69	335	2.33	1.89	234	1.89			
Ice cream		48-64oz	1.97-3.99	1582	3.22	2.49-4.99	1959	3.24	2.99-3.99	476	3.26
Milk	All fat tests	half gallon	1.00-1.50	387	1.13						
Milk	All fat tests	gallon	0.99-3.69	335	2.33	1.85-4.49	1094	3.05	2.29	289	2.29
Sour cream		16 oz	1.25-1.79	239	1.52	1.59-1.99	542	1.90	1.50-2.00	724	1.85
Yogurt	Greek	4-6 oz	0.69-1.00	2258	.93	0.80-1.00	2747	.91	0.69-1.00	1574	.92
Yogurt	Greek	32 oz				2.49-4.99	381	3.39	3.99	105	3.99
Yogurt	Yogurt	4-6 oz	0.50	196	.50	0.39-0.50	473	.47	0.39-0.79	918	.53
Yogurt	Yogurt	32 oz				2.50	244	2.50	3.69	69	3.69

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 #	4.00	2	4.00	4.79	3	4.79
Cheese	Natural Varieties	8 oz block	2.50	6	2.50	2.50-3.50	88	3.23
Cheese	Natural Varieties	2 # block	6.99	2	6.99			
Cheese	Natural Varieties	8 oz shred	2.50	6	2.50	2.50-3.25	61	3.11
Cottage cheese		16 oz				2.50-2.99	54	2.87
Cream cheese		8 oz				2.00	24	2.00
Ice cream		48-64oz	3.99-4.99	36	4.41	2.99-5.99	57	4.48
Milk	All fat tests	gallon				4.99	34	4.99
Sour cream		16 oz	2.00	2	2.00	2.00-2.29	51	2.15
Yogurt	Greek	4-6 oz	0.99-1.33	29	1.20	0.80-1.50	99	1.17
Yogurt	Yogurt	4-6 oz	0.60-0.70	26	.61	0.60-0.79	54	.70
Yogurt	Yogurt	32 oz				3.50	3	3.50



### 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 #	555	5.23	650	4.99	808	5.21
Cheese	Natural Varieties	8 oz block	420	4.40			84	3.99
Cheese	Natural Varieties	8 oz shred	69	3.99	105	4.99	84	3.99
Cottage cheese		16 oz	114	3.00	80	2.99		
Ice cream		48-64oz	1083	4.00				
Milk	All fat tests	half gallon	3503	4.13	1505	4.12	991	3.72
Milk	All fat tests	gallon	448	4.69	442	5.89	1441	6.00
Milk	All fat tests	8 oz UHT	539	1.03	352	1.00		
Sour cream		16 oz	310	2.02				
Yogurt	Greek	4-6 oz	1360	1.28	1208	1.46	1134	1.25
Yogurt	Greek	32 oz	289	5.49			474	3.68
Yogurt	Yogurt	4-6 oz			1014	1.50		
Yogurt	Yogurt	32 oz	543	3.59				

### 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 #	4.99	72	4.99						
Ice cream		48-64oz				4.00	1083	4.00			
Milk	All fat tests	half gallon	3.99-4.49	571	4.22	4.28-4.29	379	4.28	4.29-4.79	398	4.61
Milk	All fat tests	gallon							4.29	343	4.29
Milk	All fat tests	8 oz UHT	1.25-1.33	119	1.29						
Yogurt	Greek	4-6 oz	1.25-1.49	1008	1.26				1.49	106	1.49
Yogurt	Yogurt	32 oz	3.59	543	3.59						

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 #	3.99-4.99	235	4.50	5.99	246	5.99			

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 block				3.99	246	3.99	4.99	174	4.99
Cheese	Natural Varieties	8 oz shred							3.99	69	3.99
Cottage cheese		16 oz	3.00	114	3.00						
Milk	All fat tests	half gallon	3.88-4.29	896	4.07	3.99-4.29	751	4.19	2.99-4.29	470	3.46
Milk	All fat tests	gallon							5.99	105	5.99
Milk	All fat tests	8 oz UHT				0.92	246	.92	1.00	174	1.00
Sour cream		16 oz							1.99	289	1.99
Yogurt	Greek	4-6 oz				1.25	246	1.25			
Yogurt	Greek	32 oz							5.49	289	5.49

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 #	5.99	2	5.99			
Milk	All fat tests	half gallon	3.29	11	3.29	4.99	27	4.99
Sour cream		16 oz	2.49	21	2.49			

**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