



Dairy Market News Branch

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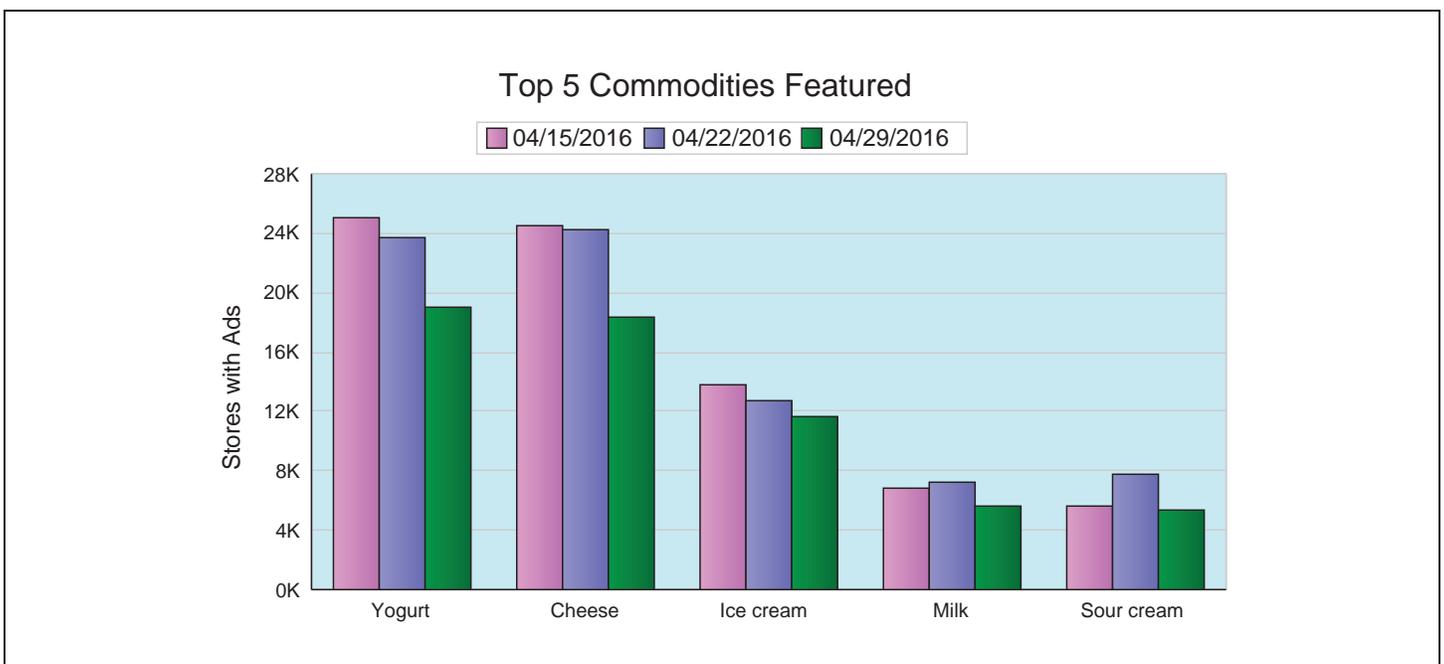
Advertised Prices for Dairy Products at Major Retail Supermarket Outlets ending during the period of 04/29/2016 to 05/05/2016

This week total conventional dairy ad numbers decreased 20%, and organic dairy ad numbers decreased 40%. Conventional one and two pound cheese blocks, one pound packages of conventional shred cheese, and 32 ounce containers of conventional Greek yogurt all had over a dollar decrease in price this week. Flavored milk in half gallon containers had a 74% increase in ads but a \$.94 decrease in price. One pound packages of conventional butter had an 11% decrease in ad numbers and a \$.28 decrease in price this week.

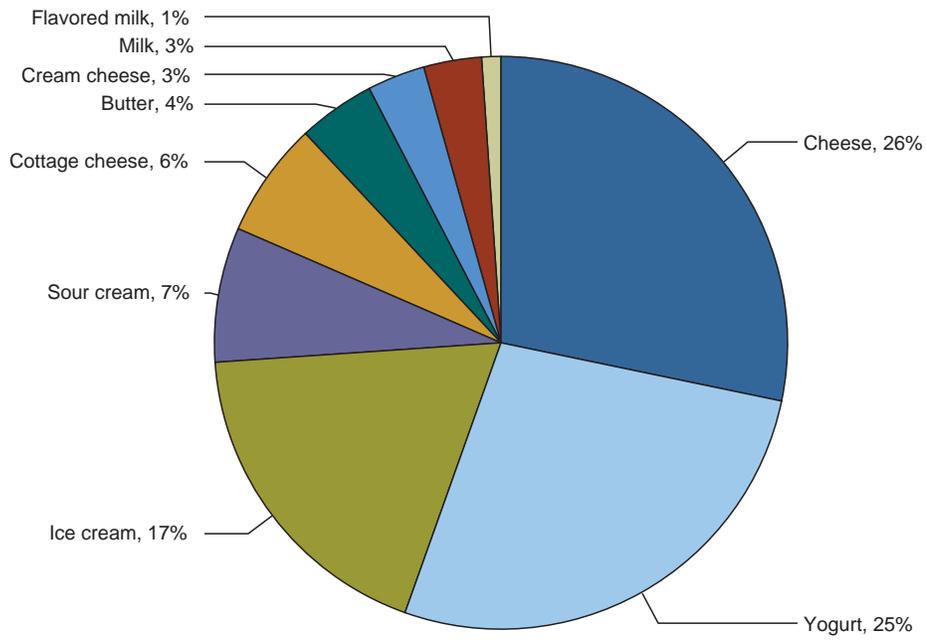
The average price for conventional yogurt in 4-6 ounce packages is \$.52, down \$.03 from last week. The average price of 4-6 ounce conventional Greek yogurt is \$.96, up \$.01 from last week. Conventional yogurt ad numbers are down 12% from last week. The average price for organic yogurt in 4-6 ounce packages is \$1.23. Organic yogurt ads are down 66% from last week.

The U.S. advertised price for 8 ounce conventional cheese blocks averaged \$2.32, unchanged from last week; 8 ounce shred cheese averaged \$2.44, up \$.07 from last week. Conventional one pound shred saw a 91% increase in ads this week with an average weighted price of \$2.80. There were no ads for organic shred or block cheese this week.

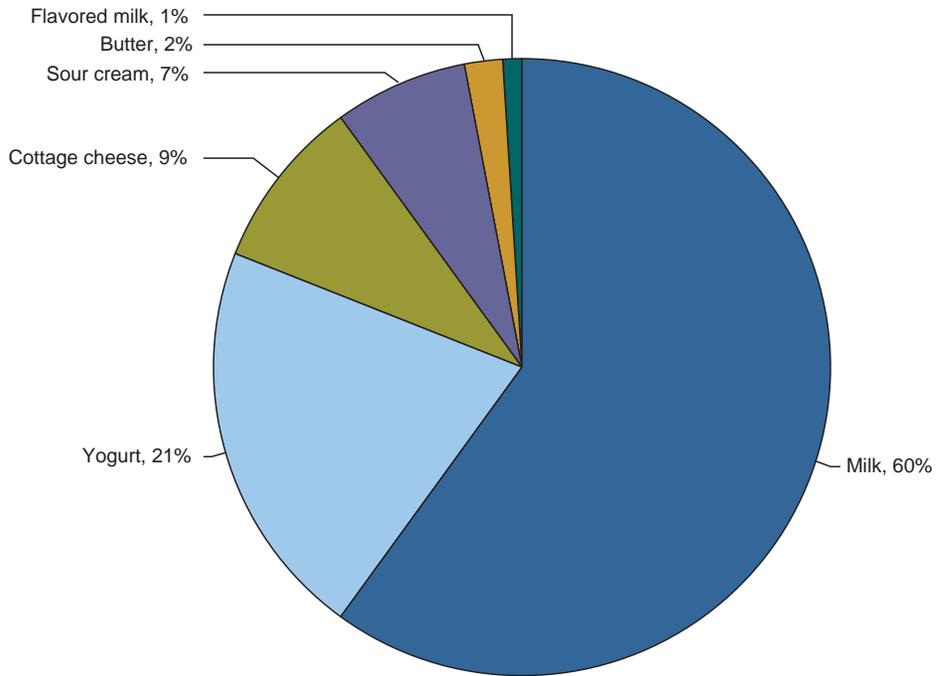
The price spread between organic and conventional half gallon milk is \$2.20. The price spread is the difference between national weighted average prices for organic, \$3.80, and conventional, \$1.60. Conventional milk ad numbers decreased 60% from last week while organic milk ad numbers increased 52%.



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 #	2777	3.03	3105	3.31	1976	3.39
Cheese	Natural Varieties	8 oz block	6982	2.32	9053	2.32	9104	2.27
Cheese	Natural Varieties	1 # block	1361	3.12	1148	4.14	1629	3.93
Cheese	Natural Varieties	2 # block	371	5.11	421	6.16	607	5.92
Cheese	Natural Varieties	8 oz shred	8315	2.44	12449	2.37	11605	2.34
Cheese	Natural Varieties	1 # shred	1298	2.80	678	4.27	1917	4.41
Cottage cheese		16 oz	4515	2.03	5955	1.89	3258	1.65
Cream cheese		8 oz	2418	1.79	4267	1.89	4967	1.89
Flavored milk	All fat tests	half gallon	479	1.45	276	2.39	1356	2.46
Flavored milk	All fat tests	gallon	405	2.71	739	2.97	210	1.99
Ice cream		48-64oz	11639	3.11	12774	3.32	15080	2.89
Milk	All fat tests	half gallon	464	1.60	848	1.47	488	1.77
Milk	All fat tests	gallon	1479	2.12	4016	2.35	2305	2.68
Sour cream		16 oz	4980	1.71	6138	1.55	5718	1.56
Yogurt	Greek	4-6 oz	10954	.96	13506	.95	14301	.99
Yogurt	Greek	32 oz	606	3.82	551	4.86	121	3.73
Yogurt	Yogurt	4-6 oz	5710	.52	4635	.55	5015	.51
Yogurt	Yogurt	32 oz	467	2.45	1402	2.70	937	2.83

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	1217	3.23	3.00-3.49	819	3.05			
Cheese	Natural Varieties	8 oz block	1.66-3.50	1637	2.24	1.99-2.99	2966	2.53	1.49-1.99	790	1.81
Cheese	Natural Varieties	1 # block	3.99	135	3.99	2.49-3.99	424	3.25			
Cheese	Natural Varieties	8 oz shred	1.99-3.99	1660	2.67	1.99-3.00	3369	2.57	1.49-1.99	790	1.81
Cheese	Natural Varieties	1 # shred	2.99	100	2.99	2.49	184	2.49	2.99-3.50	169	3.15
Cottage cheese		16 oz	1.79-2.99	1559	2.32	1.68-2.50	1994	1.98	1.25-2.99	471	1.70
Cream cheese		8 oz	1.49-2.00	685	1.72	1.28-1.69	422	1.50	2.00-2.50	442	2.14
Flavored milk	All fat tests	half gallon	2.00	100	2.00				0.99-2.00	169	1.68
Flavored milk	All fat tests	gallon							1.79-3.88	336	2.88
Ice cream		48-64oz	1.88-4.99	3210	3.05	2.50-3.50	2662	2.90	2.50-4.99	1970	3.23
Milk	All fat tests	half gallon	2.38	62	2.38						
Milk	All fat tests	gallon	2.50	135	2.50	3.00	62	3.00	1.79-2.50	824	1.85
Sour cream		16 oz	1.00-2.00	1487	1.61	1.67-2.00	1852	1.89	1.25-2.99	889	1.60
Yogurt	Greek	4-6 oz	0.79-1.25	2900	.98	0.75-1.00	2890	.91	0.79-1.18	1916	.98
Yogurt	Greek	32 oz	3.00	72	3.00	3.50	214	3.50	3.99	180	3.99
Yogurt	Yogurt	4-6 oz	0.35-0.50	975	.47	0.39-0.50	1725	.47	0.37-0.59	1028	.45
Yogurt	Yogurt	32 oz	2.50-2.59	255	2.55				1.88-2.00	122	1.93

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
Butter		1 #	3.00	55	3.00	2.49-2.99	383	2.81	1.00-2.99	259	2.19
Cheese	Natural Varieties	8 oz block	1.66-3.00	384	2.23	1.59-2.50	941	2.11	1.99-3.99	199	2.84
Cheese	Natural Varieties	1 # block	2.49	141	2.49	2.49-2.99	561	2.88	2.49	66	2.49
Cheese	Natural Varieties	2 # block				4.99	336	4.99			
Cheese	Natural Varieties	8 oz shred	1.66-2.50	859	2.07	1.59-2.99	1261	2.29	1.99-2.99	262	2.61
Cheese	Natural Varieties	1 # shred	2.49-2.50	450	2.49	2.49-2.99	361	2.82			
Cottage cheese		16 oz	1.25-2.00	207	1.54	1.79-1.99	125	1.89	1.00-1.67	135	1.33
Cream cheese		8 oz	1.50-1.99	258	1.87	1.68-1.88	414	1.72	1.67	121	1.67
Flavored milk	All fat tests	half gallon	1.00	210	1.00						
Flavored milk	All fat tests	gallon							1.89	69	1.89
Ice cream		48-64oz	2.50-5.00	1105	3.52	1.99-5.49	2243	3.11	2.79-3.99	301	3.33
Milk	All fat tests	half gallon	1.00-1.99	292	1.28	1.98	107	1.98			
Milk	All fat tests	gallon	2.50	74	2.50	1.99-2.29	281	2.17	1.89	69	1.89
Sour cream		16 oz	1.25-1.75	195	1.47	1.50-1.99	371	1.63	1.00-1.67	135	1.33
Yogurt	Greek	4-6 oz	0.79-1.00	669	.93	0.90-1.25	1626	1.02	0.79-1.00	873	.92
Yogurt	Greek	32 oz	4.99	74	4.99				3.99	66	3.99
Yogurt	Yogurt	4-6 oz	0.33-1.00	595	.58	0.39-1.00	1008	.53	0.39-2.00	353	.96
Yogurt	Yogurt	32 oz							2.50	61	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 #	3.49-4.59	17	3.88	3.99	27	3.99
Cheese	Natural Varieties	8 oz block	2.50-3.98	11	3.18	2.00-3.00	54	2.72
Cheese	Natural Varieties	1 # block				5.99	34	5.99
Cheese	Natural Varieties	2 # block	6.99-7.99	8	7.24	5.99	27	5.99
Cheese	Natural Varieties	8 oz shred	2.50-5.00	60	4.14	2.00-3.00	54	2.72
Cheese	Natural Varieties	1 # shred				5.99	34	5.99
Cottage cheese		16 oz				2.79	24	2.79
Cream cheese		8 oz	1.99-2.50	42	2.35	2.50	34	2.50
Ice cream		48-64oz	2.99-4.00	36	3.53	2.75-3.99	112	3.62
Milk	All fat tests	half gallon				2.89	3	2.89
Milk	All fat tests	gallon				4.99	34	4.99
Sour cream		16 oz				1.99-2.29	51	2.13
Yogurt	Greek	4-6 oz	1.00-1.28	35	1.17	0.90-1.25	45	1.20
Yogurt	Yogurt	4-6 oz	0.70	2	.70	1.00	24	1.00
Yogurt	Yogurt	32 oz	3.00-3.49	23	3.45	4.29	6	4.29

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 #	140	4.51	267	4.99	105	5.59
Cheese	Natural Varieties	8 oz block			180	3.29	225	4.05
Cheese	Natural Varieties	8 oz shred			114	3.49	790	3.70
Cheese	Natural Varieties	1 # shred			244	7.49		
Cottage cheese		16 oz	534	3.22	1465	3.16	195	3.00
Milk	All fat tests	half gallon	3278	3.80	1342	4.13	1800	3.40
Milk	All fat tests	gallon	351	5.34	487	5.44	520	5.89
Milk	All fat tests	8 oz UHT			559	1.00		
Sour cream		16 oz	417	2.72	1587	3.07	409	3.00
Yogurt	Greek	4-6 oz	523	1.22	940	1.15	214	1.25
Yogurt	Greek	32 oz			453	6.29	214	2.50
Yogurt	Yogurt	4-6 oz	133	1.23	769	1.05	3	1.50
Yogurt	Yogurt	32 oz	588	2.49	1500	2.76		

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	69	4.99
Cottage cheese		16 oz							2.99	98	2.99
Milk	All fat tests	half gallon	3.00-4.99	922	4.06	2.99	394	2.99	3.49-4.78	772	4.22
Milk	All fat tests	gallon							6.00	119	6.00
Sour cream		16 oz							2.99	225	2.99
Yogurt	Greek	4-6 oz	1.00-1.25	523	1.22						
Yogurt	Yogurt	4-6 oz	1.00	72	1.00						
Yogurt	Yogurt	32 oz							2.49	588	2.49

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	69	3.99
Cottage cheese		16 oz	2.99	192	2.99	3.49	244	3.49			
Milk	All fat tests	half gallon	2.50-3.49	465	2.96	2.99-4.49	625	3.93	2.99	66	2.99
Milk	All fat tests	gallon	4.99	118	4.99	5.00	114	5.00			

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
Sour cream		16 oz	1.99-2.99	192	2.40						
Yogurt	Yogurt	4-6 oz							1.50	61	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
Butter		1 #	5.99	2	5.99			
Milk	All fat tests	half gallon				7.29	34	7.29

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