



Dairy Market News Branch

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Advertised Prices for Dairy Products at Major Retail Supermarket Outlets ending during the period of 05/13/2016 to 05/19/2016

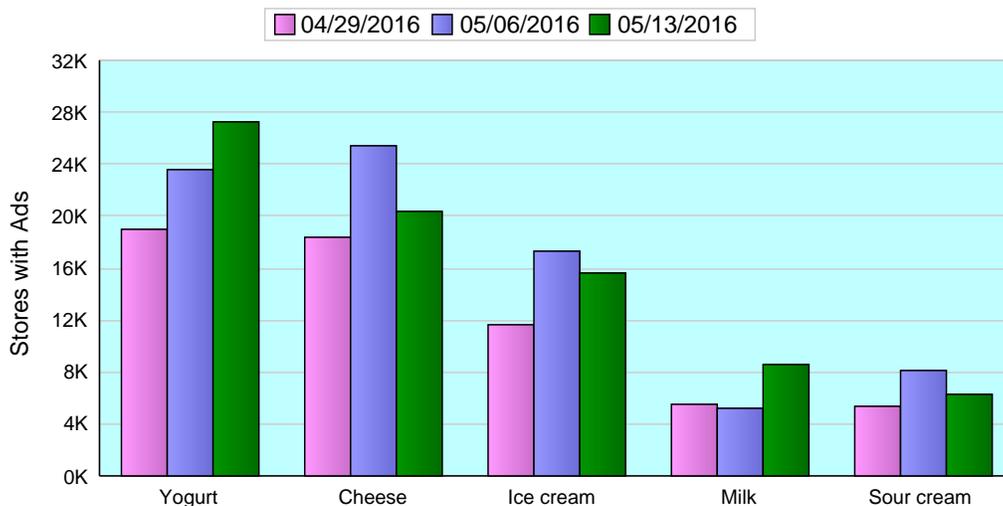
The total volume of conventional dairy ads declined 7%; conversely, organic dairy ads increased 35% this week. For conventional dairy advertisements, ice cream in 48-64 ounce containers, Greek yogurt in 4-6 ounce containers and 8 ounce packs of shred cheese had the largest volume of ads. Ads for 1 pound packages of conventional butter declined 14%, with a weighted average price of \$2.75, down 16 cents from last week. The weighted average price for 1 pound packages of organic butter was \$5.88, up 64 cents from a week ago. Among reported dairy items, organic milk in gallon containers had the largest percentage change in ad volume, an increase of 540%. Organic Greek yogurt 32-ounce reported the largest percentage price change, up 96% from last week.

The average price for conventional yogurt in 4-6 ounce packages is \$.75, up 28 cents from last week. The average price of 4-6 ounce conventional Greek yogurt is \$.92, down 1 cent from last week. Conventional yogurt ad numbers are up 25% from last week, but organic yogurt ads declined 79%. The average price for organic Greek yogurt in 4-6 ounce packages is \$1.00.

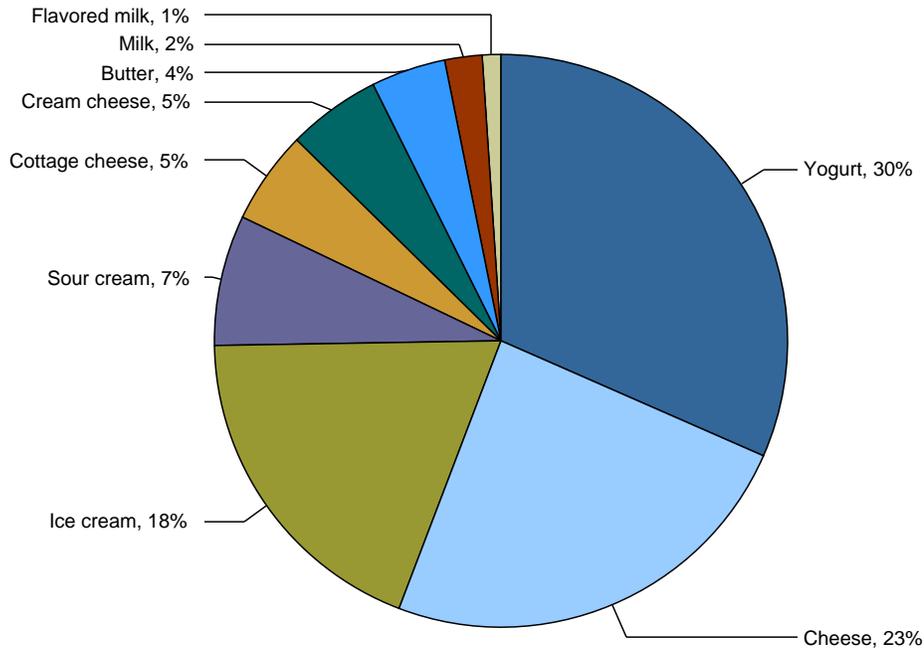
The U.S. advertised price for 8 ounce conventional cheese blocks averaged \$2.12, up 1 cent from last week; 8 ounce shred cheese averaged \$2.18, down 6 cents from last week. Conventional one pound shred saw a 66% decline in ads this week with a weighted average price of \$3.51. The U.S. advertised price for 8 ounce organic cheese blocks averaged \$3.99, up 7 cents from the previous week.

The price spread between organic and conventional half gallon milk is \$1.61. The price spread is the difference between national weighted average prices for organic, \$4.00, and conventional, \$2.39. Conventional milk ad numbers declined 26% from last week while organic milk ad numbers increased 175%.

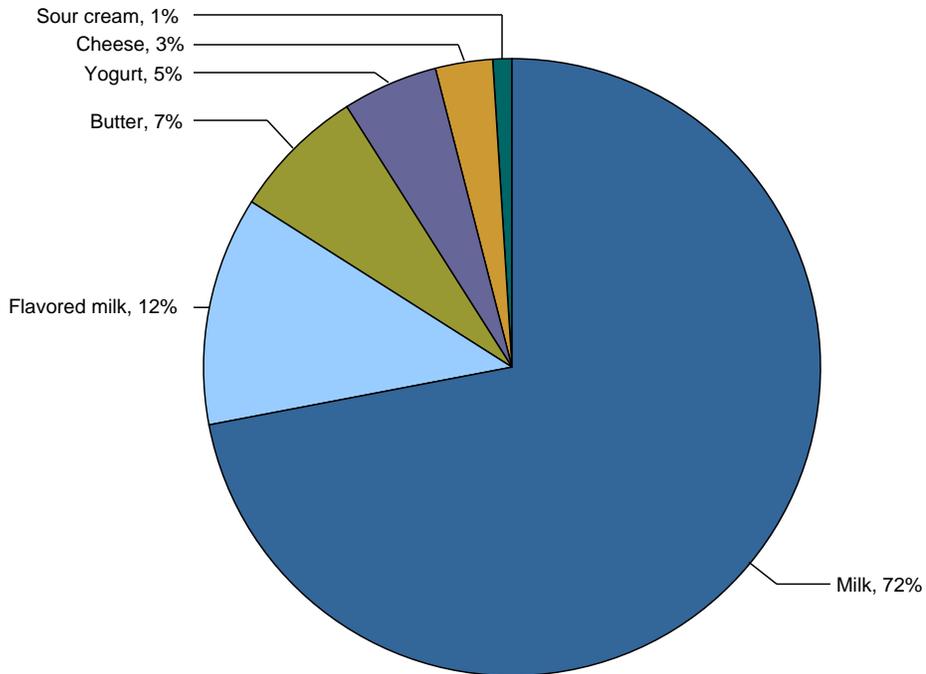
Top 5 Commodities Featured



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 #	3743	2.75	4365	2.91	3269	2.89
Cheese	Natural Varieties	8 oz block	7643	2.12	8016	2.11	7989	2.39
Cheese	Natural Varieties	1 # block	1585	4.15	2644	3.06	880	3.63
Cheese	Natural Varieties	2 # block	703	6.05	855	5.95	677	5.62
Cheese	Natural Varieties	8 oz shred	9422	2.18	10451	2.24	9926	2.43
Cheese	Natural Varieties	1 # shred	718	3.51	2121	2.86	835	3.41
Cottage cheese		16 oz	4832	1.96	5211	1.91	1710	2.34
Cream cheese		8 oz	4606	1.80	6193	1.96	2273	1.85
Flavored milk	All fat tests	half gallon	670	2.22	1038	2.11	332	1.82
Flavored milk	All fat tests	gallon	393	2.26	466	3.10	661	2.25
Ice cream		48-64oz	15657	3.03	17311	2.97	13966	2.78
Milk	All fat tests	half gallon	321	2.39	599	1.52	583	1.77
Milk	All fat tests	gallon	1807	2.27	2270	2.29	4213	2.72
Sour cream		16 oz	6142	1.54	8066	1.75	4677	1.62
Yogurt	Greek	4-6 oz	16916	.92	14551	.93	12123	1.00
Yogurt	Greek	32 oz	2539	4.36	910	4.29	1245	4.76
Yogurt	Yogurt	4-6 oz	5636	.75	5416	.47	5890	.51
Yogurt	Yogurt	32 oz	1777	2.54	640	2.57	345	2.40

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	1638	2.77	1.99-3.50	467	2.82	1.99-2.50	247	2.27
Cheese	Natural Varieties	8 oz block	1.66-3.99	3844	2.24	1.67-2.00	974	1.90	1.25-2.49	2085	1.89
Cheese	Natural Varieties	1 # block	3.99	302	3.99	2.99	64	2.99	2.49-4.99	646	3.43
Cheese	Natural Varieties	8 oz shred	1.66-3.49	4092	2.34	1.67-2.50	817	1.93	1.25-2.50	1832	2.03
Cheese	Natural Varieties	1 # shred				2.99	64	2.99	2.49-4.99	540	3.57
Cottage cheese		16 oz	1.50-3.99	2273	2.05	1.25-2.50	712	2.13	1.49	213	1.49
Cream cheese		8 oz	1.25-2.49	2282	1.77	2.00-2.29	881	2.04	1.49-2.00	897	1.69
Flavored milk	All fat tests	half gallon	1.99	328	1.99	2.99	84	2.99	2.50	180	2.50
Flavored milk	All fat tests	gallon							1.79	123	1.79
Ice cream		48-64oz	1.99-4.69	6282	3.01	1.99-3.99	3032	3.06	2.49-3.99	2556	3.16
Milk	All fat tests	half gallon							1.99	81	1.99
Milk	All fat tests	gallon	1.79-3.00	460	2.51				1.67-3.00	698	2.20
Sour cream		16 oz	1.33-2.50	2471	1.67	0.99-2.29	1528	1.20	1.00-1.50	300	1.32
Yogurt	Greek	4-6 oz	0.88-1.25	4899	.96	0.70-1.25	3748	.91	0.70-1.00	2218	.93
Yogurt	Greek	32 oz	4.50-5.00	1210	4.92	2.50-4.99	275	3.05	3.49-4.29	286	3.99
Yogurt	Yogurt	4-6 oz	0.40-1.67	2961	.89	0.40	1144	.40	0.50	249	.50
Yogurt	Yogurt	32 oz	2.49-2.79	1093	2.61	2.49-2.79	125	2.64	2.00-2.50	188	2.18

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 #	1.89-2.55	413	2.40	1.99-2.50	565	2.39	1.79-3.99	358	3.57
Cheese	Natural Varieties	8 oz block	1.88-2.50	294	2.10	2.50-3.00	311	2.72	2.50	69	2.50
Cheese	Natural Varieties	1 # block	4.49-5.99	194	5.11				4.99-5.99	358	5.18
Cheese	Natural Varieties	2 # block	4.99-6.99	295	5.78	5.99-6.99	345	6.47	4.99	61	4.99
Cheese	Natural Varieties	8 oz shred	1.88-2.50	1095	2.13	1.66-3.00	1475	2.05	2.50	69	2.50
Cheese	Natural Varieties	1 # shred	3.49	114	3.49						
Cottage cheese		16 oz	1.99-2.50	135	2.20	1.00-2.50	1216	1.83	1.49-1.99	256	1.63
Cream cheese		8 oz	1.29-2.00	209	1.74	1.50	174	1.50	1.50-1.99	135	1.75
Flavored milk	All fat tests	half gallon	1.67	78	1.67						
Flavored milk	All fat tests	gallon	1.89-1.99	201	1.95				3.99	69	3.99
Ice cream		48-64oz	1.99-3.99	1174	2.86	2.49-3.49	1798	2.85	2.48-4.49	559	2.79
Milk	All fat tests	half gallon				1.98	107	1.98	1.25	66	1.25
Milk	All fat tests	gallon	1.89-3.29	334	2.48	1.89-1.99	177	1.95	1.79	138	1.79
Sour cream		16 oz	1.25-1.99	679	1.53	1.00-1.99	810	1.77	1.49-2.00	317	1.70
Yogurt	Greek	4-6 oz	0.70-1.00	1543	.89	0.70-1.00	3195	.92	0.60-1.00	1195	.82
Yogurt	Greek	32 oz	3.49-4.99	213	4.29	2.99-5.00	492	4.00	3.99	61	3.99
Yogurt	Yogurt	4-6 oz	0.39-1.00	450	.70	0.48-2.00	589	.95	0.33-0.50	182	.39
Yogurt	Yogurt	32 oz				2.50	246	2.50	2.00-2.99	122	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 #	4.79	21	4.79	4.00	34	4.00
Cheese	Natural Varieties	8 oz block	2.00	8	2.00	1.69-2.50	58	2.16
Cheese	Natural Varieties	1 # block	5.49	21	5.49			
Cheese	Natural Varieties	2 # block	5.49	2	5.49			
Cheese	Natural Varieties	8 oz shred	2.00	8	2.00	2.50	34	2.50
Cottage cheese		16 oz				2.50	27	2.50
Cream cheese		8 oz	3.00	28	3.00			
Ice cream		48-64oz	3.00-6.99	72	4.95	3.50-5.29	184	4.23
Milk	All fat tests	half gallon				2.97-4.99	67	4.66
Sour cream		16 oz	1.99-2.00	13	1.99	2.00	24	2.00
Yogurt	Greek	4-6 oz	1.00-1.25	50	1.14	0.99-1.50	68	1.25
Yogurt	Greek	32 oz	4.50	2	4.50			
Yogurt	Yogurt	4-6 oz				0.50-0.79	61	.63
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 #	656	5.88	672	5.24		
Cheese	Natural Varieties	8 oz block	246	3.99	852	3.92		
Cheese	Natural Varieties	8 oz shred			471	3.93		
Cottage cheese		16 oz			264	3.31		
Flavored milk	All fat tests	half gallon	1083	4.89				
Milk	All fat tests	half gallon	4700	4.00	2091	3.92	1322	3.83
Milk	All fat tests	gallon	1575	5.30	246	6.99	435	6.18
Milk	All fat tests	8 oz UHT	147	1.08			84	1.00
Sour cream		16 oz	84	2.99				
Yogurt	Greek	4-6 oz	72	1.00	712	1.25	72	1.00
Yogurt	Greek	32 oz	244	3.50	127	1.79		
Yogurt	Yogurt	4-6 oz			1144	1.01	304	1.18
Yogurt	Yogurt	32 oz	120	1.79	57	2.99		

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 #	5.49	84	5.49						
Flavored milk	All fat tests	half gallon				4.89	1083	4.89			
Milk	All fat tests	half gallon	3.89-4.99	1139	4.15	2.99-4.39	1203	4.25	2.99-4.79	775	4.02
Milk	All fat tests	gallon				4.99	1083	4.99			
Milk	All fat tests	8 oz UHT	1.08	147	1.08						
Sour cream		16 oz	2.99	84	2.99						
Yogurt	Greek	4-6 oz	1.00	72	1.00						
Yogurt	Yogurt	32 oz				1.79	120	1.79			

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	82	4.99	5.99-6.19	490	6.09			
Cheese	Natural Varieties	8 oz block				3.99	246	3.99			
Milk	All fat tests	half gallon	2.99-3.99	413	3.27	2.99-4.49	927	3.90	3.00-4.29	240	3.64
Milk	All fat tests	gallon				5.00-6.99	492	6.00			
Yogurt	Greek	32 oz				3.50	244	3.50			

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				6.99	3	6.99

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