



Dairy Market News Branch

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National Retail Report-Dairy

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Advertised Prices for Dairy Products at Major Retail Supermarket Outlets ending during the period of 06/03/2016 to 06/09/2016

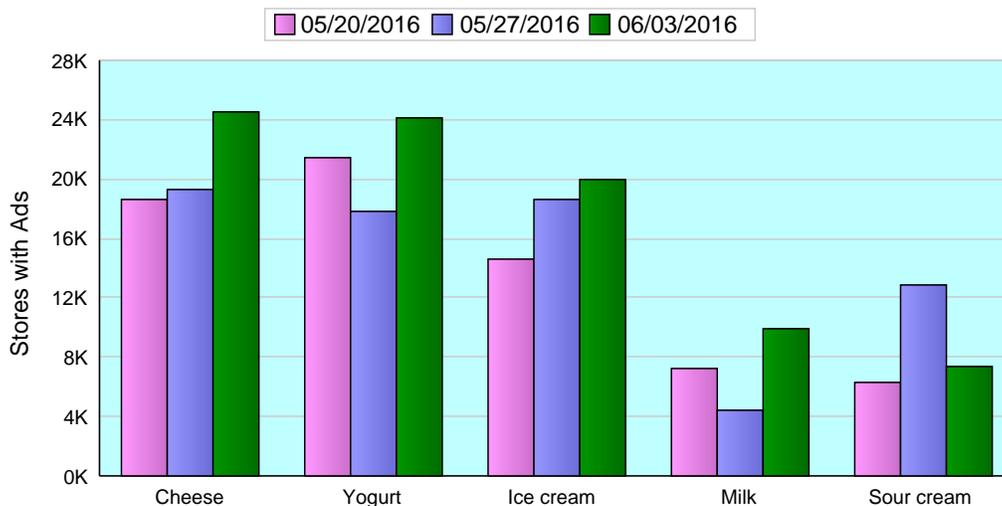
Major retail supermarket outlets are focusing on advertising popular summer dairy products such as ice cream, flavored milk and yogurt. This week, the total volume of conventional dairy ads increased 12%, and organic dairy ads increased 74%. For conventional dairy advertisements, ice cream in 48-64 ounce containers has the largest volume of ads followed by Greek yogurt in 4-6 ounce containers. Ads for 1 pound packages of butter decreased 17%, with a weighted average price of \$3.28, up \$.15 from last week. The weighted average price for 1 pound packages of organic butter is \$6.37, up \$.53 from a week ago. Among reported conventional dairy items, total ads for one gallon milk and one gallon flavored milk noticeably increased 424% and 475%, respectively.

The average price for conventional yogurt in 4-6 ounce packages is \$.47, down \$.05 from last week. The average price of 4-6 ounce conventional Greek yogurt is \$.95, down \$.03 from a week ago. Conventional yogurt ad numbers are up 25% from last week, while organic yogurt ads are sharply up 649%. The average price for organic Greek yogurt in 4-6 ounce packages is \$1.25.

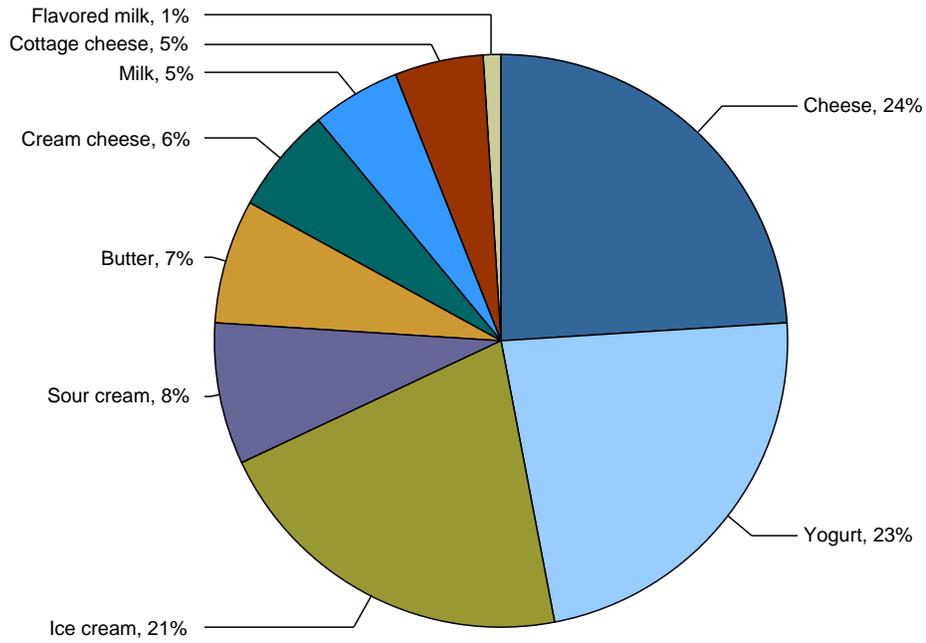
The U.S. advertised price for 8 ounce conventional cheese blocks averaged \$2.26, up \$.02 from last week; 8 ounce shred cheese averaged \$2.23, up \$.04 from last week. Ad volume for conventional two pound blocks decreased 25% with a weighted average price of \$4.87. The U.S. advertised price for 8 ounce organic cheese blocks averaged \$4.53, up \$.33 from last week.

The price spread between organic and conventional half gallon milk is \$2.76. The price spread is the difference between national weighted average prices for organic, \$4.03, and conventional, \$1.27. Conventional milk ad numbers significantly increased 328% from last week while organic milk ad numbers increased 59%.

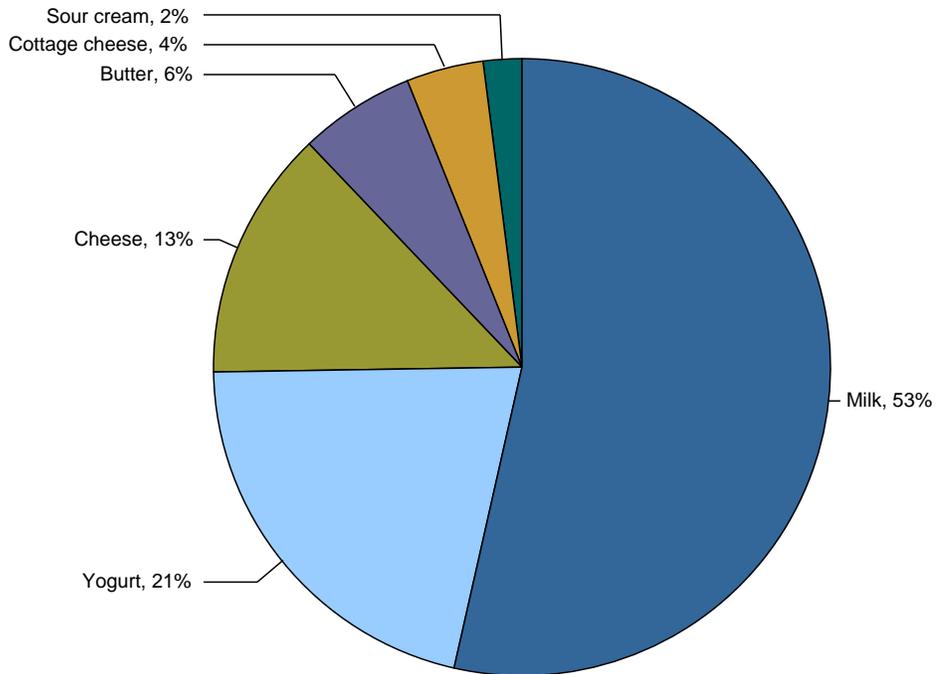
Top 5 Commodities Featured



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 #	6341	3.28	7685	3.13	7059	3.05
Cheese	Natural Varieties	8 oz block	6842	2.26	8683	2.24	8192	2.38
Cheese	Natural Varieties	1 # block	3496	3.48	672	4.97	3221	3.73
Cheese	Natural Varieties	2 # block	1160	4.87	1544	6.82	933	6.93
Cheese	Natural Varieties	8 oz shred	8283	2.23	7624	2.19	7572	2.41
Cheese	Natural Varieties	1 # shred	3353	3.48	464	4.16	3194	3.38
Cottage cheese		16 oz	4340	1.79	4816	1.87	2864	2.34
Cream cheese		8 oz	5534	1.79	3365	1.72	5066	2.06
Flavored milk	All fat tests	half gallon	499	2.74	577	2.07	973	2.60
Flavored milk	All fat tests	gallon	609	3.27	106	3.49	283	3.75
Ice cream		48-64oz	19927	2.99	18546	2.83	14368	2.97
Milk	All fat tests	half gallon	611	1.27	307	1.92	848	1.88
Milk	All fat tests	gallon	3855	2.44	736	2.93	3410	2.27
Sour cream		16 oz	7187	1.67	11538	1.67	4727	1.51
Yogurt	Greek	4-6 oz	12622	.95	11471	.98	14502	.98
Yogurt	Greek	32 oz	2434	4.04	1155	4.58	1867	4.40
Yogurt	Yogurt	4-6 oz	6117	.47	4411	.52	10631	.46
Yogurt	Yogurt	32 oz	705	1.86	512	2.38	2362	2.18

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 #	2.49-3.99	2850	3.12	3.00-3.99	1718	3.72	1.98-3.00	241	2.50
Cheese	Natural Varieties	8 oz block	1.49-3.49	2653	2.18	1.99-3.99	757	2.56	0.99-3.00	1211	2.14
Cheese	Natural Varieties	1 # block	2.99-3.50	266	3.16	3.00-3.79	1186	3.12	3.79-3.99	676	3.81
Cheese	Natural Varieties	2 # block	2.00	108	2.00	2.98-5.99	259	3.72			
Cheese	Natural Varieties	8 oz shred	1.77-3.49	2050	2.31	1.99-3.89	1035	2.19	1.50-2.00	1315	1.96
Cheese	Natural Varieties	1 # shred	3.00	245	3.00	3.00-3.79	1276	3.17	3.79-3.99	676	3.81
Cottage cheese		16 oz	1.49-2.79	1510	1.99	1.50-1.99	1066	1.53	0.99-1.98	560	1.35
Cream cheese		8 oz	0.99-2.99	1951	1.87	1.28-1.50	1261	1.47	0.75-2.50	423	1.68
Flavored milk	All fat tests	half gallon				3.00	214	3.00	2.00	180	2.00
Flavored milk	All fat tests	gallon	3.99	167	3.99	3.99	84	3.99	2.50-3.88	226	3.15
Ice cream		48-64oz	1.88-4.49	5454	2.84	1.99-6.49	5057	3.21	1.88-3.50	3538	2.75
Milk	All fat tests	half gallon							0.88-1.00	235	.93
Milk	All fat tests	gallon	1.79-2.50	563	2.13	1.99-3.99	692	2.89	1.79-2.99	1007	2.07
Sour cream		16 oz	1.49-2.50	1995	1.69	1.28-2.00	1816	1.49	1.50-1.68	406	1.60
Yogurt	Greek	4-6 oz	0.75-1.00	3761	.96	0.88-1.00	1915	.93	0.69-1.00	2239	.96
Yogurt	Greek	32 oz	2.99-5.99	550	4.71	2.99-3.50	315	3.34	3.49	588	3.49
Yogurt	Yogurt	4-6 oz	0.35-0.60	1801	.47	0.50	1236	.50	0.33-0.59	902	.44

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	1.77	135	1.77				2.00	119	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 #	1.99-3.50	258	2.31	2.99-3.99	411	3.27	2.50-3.99	767	3.36
Cheese	Natural Varieties	8 oz block	1.99-3.99	726	2.43	1.77-2.99	1241	2.16	2.50-2.99	138	2.75
Cheese	Natural Varieties	1 # block	2.99-3.79	608	3.37	3.69-4.99	451	4.41	1.88-3.99	309	3.25
Cheese	Natural Varieties	2 # block	5.99	121	5.99	6.99	116	6.99	3.99-7.99	524	5.21
Cheese	Natural Varieties	8 oz shred	1.99-3.79	1512	2.42	1.77-2.50	1692	2.22	1.67-2.99	590	2.08
Cheese	Natural Varieties	1 # shred	2.49-3.99	534	3.21	3.69-4.99	451	4.41	3.49-3.50	171	3.50
Cottage cheese		16 oz				1.50-2.50	651	2.19	1.50-2.00	532	1.73
Cream cheese		8 oz	1.50-2.59	533	1.92	1.77-2.99	780	2.08	1.50-2.50	524	1.72
Flavored milk	All fat tests	half gallon							3.49	105	3.49
Flavored milk	All fat tests	gallon	1.99	121	1.99						
Ice cream		48-64oz	1.99-5.00	2904	3.02	1.99-4.99	2233	3.10	2.49-3.50	482	2.63
Milk	All fat tests	half gallon							1.25-1.50	355	1.45
Milk	All fat tests	gallon	1.99-3.89	474	2.32	1.89-4.49	1074	2.64			
Sour cream		16 oz	0.88-1.50	376	1.38	1.00-2.50	1749	1.86	1.50-2.00	767	1.70
Yogurt	Greek	4-6 oz	0.88-1.00	1061	.99	0.79-1.00	2809	.95	0.69-1.00	764	.86
Yogurt	Greek	32 oz	2.99-5.00	247	4.58	3.99-4.99	560	4.45	3.00	174	3.00
Yogurt	Yogurt	4-6 oz	0.38-0.50	523	.46	0.30-0.50	1188	.44	0.40-0.50	461	.46
Yogurt	Yogurt	32 oz							1.50-2.50	419	1.81

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 #	3.49-3.99	29	3.85	3.99-4.59	67	4.22
Cheese	Natural Varieties	8 oz block				2.89-3.99	116	3.20
Cheese	Natural Varieties	2 # block	4.98-7.99	32	6.21			
Cheese	Natural Varieties	8 oz shred				2.89-3.00	89	2.96
Cottage cheese		16 oz	2.00	21	2.00			
Cream cheese		8 oz	1.99-2.69	62	2.25			
Flavored milk	All fat tests	gallon	3.49	11	3.49			
Ice cream		48-64oz	2.97-8.99	74	5.59	2.97-7.49	185	4.54
Milk	All fat tests	half gallon	2.00	21	2.00			
Milk	All fat tests	gallon	3.49	11	3.49	3.99	34	3.99
Sour cream		16 oz	1.98-2.00	24	2.00	1.99-2.50	54	2.22
Yogurt	Greek	4-6 oz	0.99-1.00	8	.99	0.99-1.20	65	1.01
Yogurt	Yogurt	4-6 oz	0.60	3	.60	0.69	3	.69
Yogurt	Yogurt	32 oz	2.00-2.89	32	2.31			



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 #	597	6.37	542	5.84		
Cheese	Natural Varieties	8 oz block	672	4.53	351	4.20		
Cheese	Natural Varieties	8 oz shred	533	4.14				
Cheese	Natural Varieties	1 # shred	114	5.00				
Cottage cheese		16 oz	426	2.86	423	3.36		
Ice cream		48-64oz			27	5.49		
Milk	All fat tests	half gallon	4288	4.03	2641	3.92	753	3.69
Milk	All fat tests	gallon	456	6.14	378	6.48	1281	5.70
Milk	All fat tests	8 oz UHT	688	1.01	395	1.05	336	1.00
Sour cream		16 oz	246	3.49	816	3.10		
Yogurt	Greek	4-6 oz	2194	1.25	72	1.00	200	1.29
Yogurt	Greek	32 oz					63	5.49
Yogurt	Yogurt	4-6 oz					209	1.09
Yogurt	Yogurt	32 oz			221	3.99		

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
Cheese	Natural Varieties	8 oz block	5.99	59	5.99						
Cheese	Natural Varieties	8 oz shred	3.99	84	3.99						
Cottage cheese		16 oz							2.00	180	2.00
Milk	All fat tests	half gallon	3.00-4.99	1112	3.90	3.99-4.50	1504	4.16	3.49-4.79	314	4.56
Milk	All fat tests	8 oz UHT	1.00-1.09	627	1.01	1.00	61	1.00			
Yogurt	Greek	4-6 oz				1.25	394	1.25	1.25	485	1.25

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 #				5.99-6.99	492	6.49	5.79	105	5.79

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	121	3.99	3.99-4.99	492	4.49			
Cheese	Natural Varieties	8 oz shred	3.99-4.99	203	4.39	3.99	246	3.99			
Cheese	Natural Varieties	1 # shred				5.00	114	5.00			
Cottage cheese		16 oz				3.49	246	3.49			
Milk	All fat tests	half gallon	2.99-4.50	451	3.75	2.99-4.49	769	4.04	2.99-3.89	138	3.44
Milk	All fat tests	gallon				6.99	246	6.99	4.29-5.99	210	5.14
Sour cream		16 oz				3.49	246	3.49			
Yogurt	Greek	4-6 oz	0.99-1.25	501	1.20	0.99-1.50	814	1.29			

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

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