



Dairy Market News Branch

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National Retail Report-Dairy

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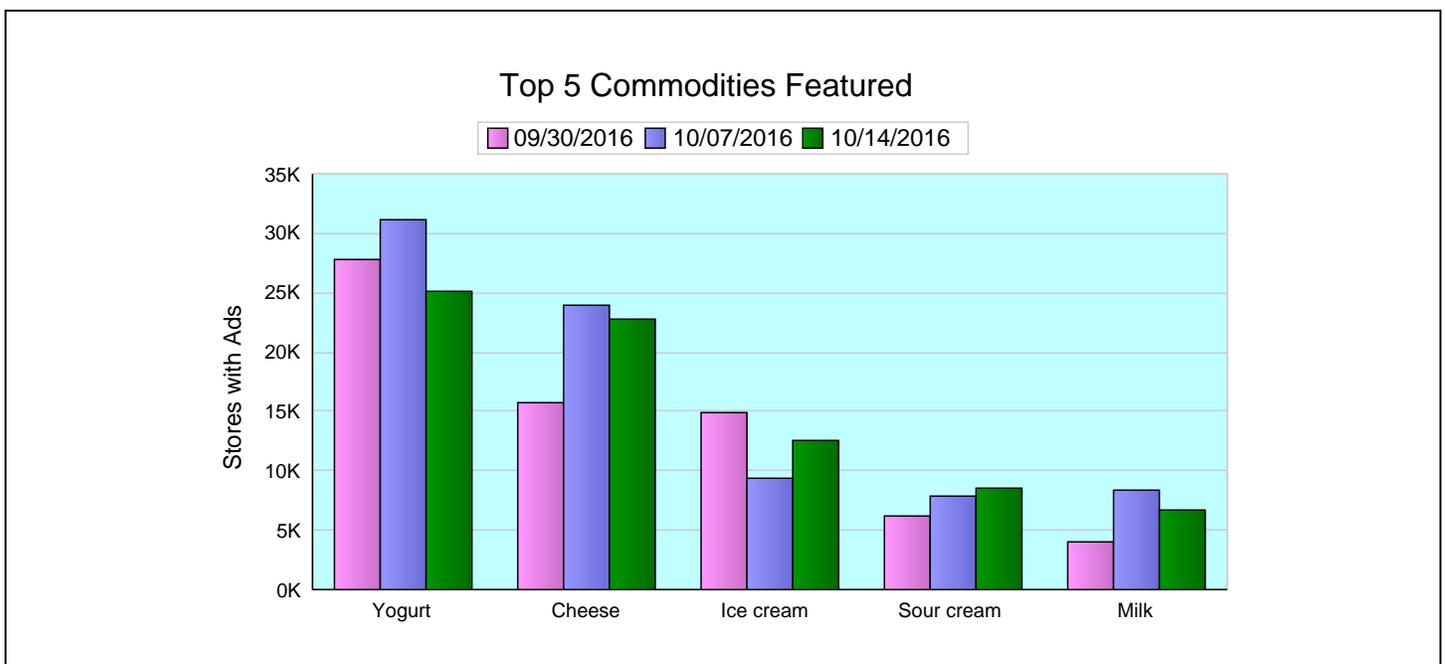
Advertised Prices for Dairy Products at Major Retail Supermarket Outlets ending during the period of 10/14/2016 to 10/20/2016

Total conventional dairy advertisements declined 2% and organic dairy ads declined 39%. The national average price for 1 pound conventional butter is \$3.29. Total conventional butter ads declined 29%. Organic butter ads were absent from weekly advertisements of most major retail supermarket outlets. Ads for conventional ice cream in 48-64 ounce containers increased 33% and the national weighted average advertised price is \$3.17, up 20 cents from last week.

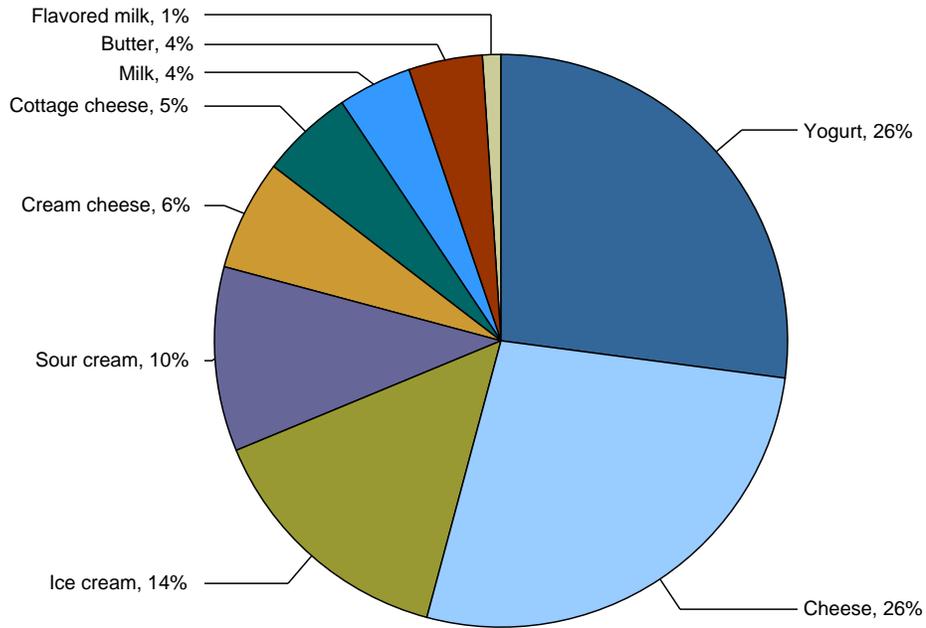
Conventional yogurt ads declined 16% this week and organic yogurt ads declined 44%. The average price for 4-6 ounce conventional Greek yogurt was \$0.96, while 4-6 ounce organic Greek yogurt averaged \$1.10, an organic price premium of \$.16. Conventional Greek yogurt in 4-6 ounce packaging reported the highest ad volume, ahead of yogurt in 4-6 ounce packaging.

The U.S. advertised price for 8 ounce conventional cheese blocks averaged \$2.45, up 19 cents from last week. Ads for conventional 8 ounce shred cheese averaged \$2.30, up 5 cents from last week. The collective number of conventional cheese ads declined 5%. Organic cheese ads were absent from weekly advertisements of most major retail supermarket outlets.

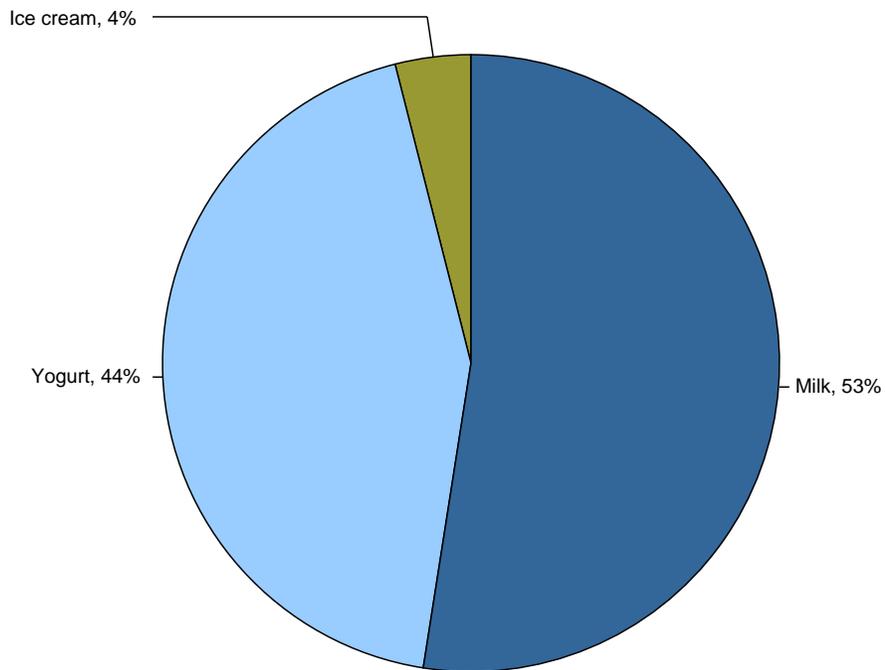
This week, the difference between the average weighted price for organic half gallon milk, \$4.03, and the average weighted price for conventional half gallon milk, \$2.33, resulted in an organic price premium of \$1.70, down 92 cents from last week. Organic milk advertisements declined 29%, and ads for conventional milk declined 13%.



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 # | 3748 | 3.29 | 5309 | 3.23 | 5560 | 3.25 |
| Cheese | Natural Varieties | 8 oz block | 9347 | 2.45 | 8236 | 2.26 | 9940 | 2.30 |
| Cheese | Natural Varieties | 1 # block | 2435 | 4.44 | 1661 | 3.47 | 1228 | 4.27 |
| Cheese | Natural Varieties | 2 # block | 502 | 6.27 | 766 | 6.30 | 614 | 7.36 |
| Cheese | Natural Varieties | 8 oz shred | 9672 | 2.30 | 10955 | 2.25 | 9941 | 2.25 |
| Cheese | Natural Varieties | 1 # shred | 788 | 2.89 | 2294 | 4.06 | 2036 | 3.75 |
| Cottage cheese | | 16 oz | 4747 | 1.77 | 3037 | 1.86 | 4629 | 1.73 |
| Cream cheese | | 8 oz | 5605 | 1.69 | 4416 | 1.99 | 5230 | 1.96 |
| Egg nog | | quart | | | 246 | 2.50 | | |
| Flavored milk | All fat tests | half gallon | 304 | 2.53 | 1016 | 2.46 | 519 | 2.86 |
| Flavored milk | All fat tests | gallon | 668 | 2.50 | 674 | 2.70 | 323 | 3.06 |
| Ice cream | | 48-64oz | 12446 | 3.17 | 9333 | 2.97 | 9991 | 2.91 |
| Milk | All fat tests | half gallon | 371 | 2.33 | 875 | 1.65 | 1317 | 2.59 |
| Milk | All fat tests | gallon | 3489 | 2.55 | 3575 | 2.38 | 1949 | 2.45 |
| Sour cream | | 16 oz | 8616 | 1.68 | 7796 | 1.69 | 5768 | 1.71 |
| Yogurt | Greek | 4-6 oz | 13496 | .96 | 11874 | .94 | 12447 | .94 |
| Yogurt | Greek | 32 oz | 1330 | 4.46 | 2756 | 4.53 | 1193 | 3.57 |
| Yogurt | Yogurt | 4-6 oz | 6980 | .48 | 10779 | .49 | 5446 | .50 |
| Yogurt | Yogurt | 32 oz | 1039 | 2.35 | 1668 | 2.38 | 664 | 2.00 |

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 # | 1.99-4.99 | 2104 | 3.41 | 3.50 | 214 | 3.50 | 1.99-3.50 | 517 | 2.86 |
| Cheese | Natural Varieties | 8 oz block | 1.66-2.99 | 2674 | 2.25 | 1.66-3.99 | 4491 | 2.83 | 1.67-1.99 | 307 | 1.85 |
| Cheese | Natural Varieties | 1 # block | 1.88-3.99 | 386 | 3.25 | 3.49-5.99 | 1147 | 5.85 | 2.47-2.99 | 457 | 2.72 |
| Cheese | Natural Varieties | 8 oz shred | 1.29-3.49 | 2628 | 2.26 | 1.66-2.99 | 2930 | 2.45 | 1.67-2.99 | 599 | 2.36 |
| Cheese | Natural Varieties | 1 # shred | 2.99 | 100 | 2.99 | 3.49 | 64 | 3.49 | 2.47-3.00 | 526 | 2.76 |
| Cottage cheese | | 16 oz | 1.50-2.99 | 1136 | 2.11 | 1.50-2.50 | 1624 | 1.81 | 1.00-1.89 | 616 | 1.47 |
| Cream cheese | | 8 oz | 1.49-3.00 | 1725 | 1.89 | 0.99-2.00 | 2408 | 1.64 | 1.00-2.00 | 663 | 1.65 |
| Flavored milk | All fat tests | half gallon | 3.00 | 161 | 3.00 | | | | 2.00 | 81 | 2.00 |
| Flavored milk | All fat tests | gallon | | | | | | | 2.19-2.88 | 373 | 2.65 |
| Ice cream | | 48-64oz | 1.99-3.99 | 3383 | 2.82 | 1.99-8.00 | 3595 | 3.83 | 1.88-4.49 | 1735 | 3.09 |
| Milk | All fat tests | half gallon | 3.99 | 108 | 3.99 | | | | 1.25 | 233 | 1.25 |
| Milk | All fat tests | gallon | 1.79-3.69 | 298 | 2.66 | 1.59-2.79 | 1293 | 2.62 | 2.19-2.88 | 423 | 2.58 |
| Sour cream | | 16 oz | 1.49-2.00 | 2325 | 1.74 | 1.50-2.50 | 1554 | 1.70 | 1.25-1.98 | 1500 | 1.75 |
| Yogurt | Greek | 4-6 oz | 0.50-1.25 | 4439 | 1.00 | 0.80-1.25 | 2714 | .92 | 0.79-1.25 | 1279 | 1.00 |
| Yogurt | Greek | 32 oz | 3.99-4.99 | 541 | 4.84 | | | | | | |
| Yogurt | Yogurt | 4-6 oz | 0.25-0.60 | 2371 | .47 | 0.44-0.50 | 1321 | .50 | 0.39-0.88 | 745 | .51 |

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 | 1.99-2.59 | 347 | 2.27 | | | | 2.29 | 180 | 2.29 |

| 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 # | 0.99-4.49 | 251 | 3.06 | 2.99 | 360 | 2.99 | 2.99-3.50 | 235 | 3.23 |
| Cheese | Natural Varieties | 8 oz block | 1.50-2.50 | 577 | 2.07 | 1.69-2.50 | 1008 | 1.91 | 1.66-1.99 | 259 | 1.75 |
| Cheese | Natural Varieties | 1 # block | 2.47-5.99 | 240 | 3.82 | 2.99 | 178 | 2.99 | | | |
| Cheese | Natural Varieties | 2 # block | | | | | | | 5.99-6.99 | 455 | 6.12 |
| Cheese | Natural Varieties | 8 oz shred | 1.50-2.99 | 1312 | 2.12 | 1.69-3.50 | 1913 | 2.31 | 1.66-1.99 | 259 | 1.75 |
| Cheese | Natural Varieties | 1 # shred | 2.47 | 78 | 2.47 | | | | | | |
| Cottage cheese | | 16 oz | 1.25-2.50 | 354 | 1.55 | 1.25-2.49 | 617 | 1.59 | 1.50-1.67 | 355 | 1.53 |
| Cream cheese | | 8 oz | 0.99-2.00 | 254 | 1.43 | 0.99-1.79 | 484 | 1.28 | 2.50 | 69 | 2.50 |
| Flavored milk | All fat tests | half gallon | 1.99 | 62 | 1.99 | | | | | | |
| Flavored milk | All fat tests | gallon | 1.89-2.99 | 295 | 2.31 | | | | | | |
| Ice cream | | 48-64oz | 2.49-4.25 | 1186 | 2.81 | 1.97-3.98 | 1834 | 2.81 | 2.49-3.50 | 521 | 2.73 |
| Milk | All fat tests | gallon | 1.89-3.69 | 490 | 2.75 | 1.88-2.59 | 981 | 2.28 | | | |
| Sour cream | | 16 oz | 0.97-2.00 | 1631 | 1.81 | 0.99-1.79 | 1054 | 1.15 | 1.50-2.00 | 460 | 1.64 |
| Yogurt | Greek | 4-6 oz | 0.69-1.00 | 1457 | .90 | 0.69-1.25 | 2587 | .95 | 0.69-1.25 | 879 | .95 |
| Yogurt | Greek | 32 oz | 4.99 | 80 | 4.99 | 3.29-4.99 | 604 | 4.30 | 3.00 | 105 | 3.00 |
| Yogurt | Yogurt | 4-6 oz | 0.37-0.50 | 461 | .46 | 0.33-0.69 | 1353 | .45 | 0.39-0.88 | 698 | .47 |
| Yogurt | Yogurt | 32 oz | | | | 2.00-3.50 | 199 | 3.03 | 1.99 | 289 | 1.99 |

| 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 # | 3.98-4.98 | 33 | 4.86 | 4.29 | 34 | 4.29 |
| Cheese | Natural Varieties | 8 oz block | 2.00-3.00 | 18 | 2.25 | 2.50-2.89 | 13 | 2.71 |
| Cheese | Natural Varieties | 1 # block | | | | 5.49 | 27 | 5.49 |
| Cheese | Natural Varieties | 2 # block | 5.99-7.98 | 13 | 6.87 | 7.99 | 34 | 7.99 |
| Cheese | Natural Varieties | 8 oz shred | 2.00-3.00 | 18 | 2.25 | 2.50-2.97 | 13 | 2.73 |
| Cheese | Natural Varieties | 1 # shred | 5.62 | 8 | 5.62 | 5.62 | 12 | 5.62 |
| Cottage cheese | | 16 oz | 2.00 | 21 | 2.00 | 2.50 | 24 | 2.50 |
| Cream cheese | | 8 oz | 1.50 | 2 | 1.50 | | | |
| Ice cream | | 48-64oz | 3.00-6.99 | 65 | 5.35 | 2.50-7.99 | 127 | 4.51 |
| Milk | All fat tests | half gallon | | | | 2.97-4.99 | 30 | 4.79 |
| Milk | All fat tests | gallon | | | | 5.19 | 4 | 5.19 |
| Sour cream | | 16 oz | 2.00-2.14 | 29 | 2.04 | 1.99-3.08 | 63 | 2.39 |
| Yogurt | Greek | 4-6 oz | 0.99-1.00 | 29 | 1.00 | 0.99-1.29 | 112 | 1.20 |
| Yogurt | Yogurt | 4-6 oz | 0.80 | 28 | .80 | 0.69 | 3 | .69 |
| Yogurt | Yogurt | 32 oz | 2.49 | 21 | 2.49 | 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 # | | | 379 | 5.02 | 114 | 3.99 |
| Cheese | Natural Varieties | 8 oz block | | | | | 63 | 4.75 |
| Cheese | Natural Varieties | 8 oz shred | | | | | 267 | 3.99 |
| Cottage cheese | | 16 oz | | | | | 438 | 3.27 |
| Ice cream | | 48-64oz | 189 | 4.99 | | | | |
| Milk | All fat tests | half gallon | 2026 | 4.03 | 2643 | 4.27 | 2421 | 4.14 |
| Milk | All fat tests | gallon | 121 | 5.99 | 299 | 5.57 | 221 | 7.36 |
| Milk | All fat tests | 8 oz UHT | 617 | 1.00 | 959 | 1.00 | 774 | 1.06 |
| Yogurt | Greek | 4-6 oz | 1438 | 1.10 | 1599 | 1.06 | 558 | 1.32 |
| Yogurt | Greek | 32 oz | 316 | 3.84 | | | 153 | 4.59 |
| Yogurt | Yogurt | 4-6 oz | 248 | 1.05 | 1955 | 1.11 | 69 | 1.01 |
| Yogurt | Yogurt | 32 oz | 161 | 3.50 | 536 | 3.21 | 1191 | 2.88 |

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 |
| Milk | All fat tests | half gallon | 3.99-4.99 | 195 | 4.62 | 3.49-4.29 | 334 | 4.00 | 2.99-4.78 | 538 | 3.72 |
| Milk | All fat tests | 8 oz UHT | | | | 1.00 | 120 | 1.00 | 1.00 | 137 | 1.00 |
| Yogurt | Greek | 4-6 oz | 1.00-1.25 | 651 | 1.16 | 1.25 | 151 | 1.25 | 1.00 | 468 | 1.00 |
| Yogurt | Greek | 32 oz | 4.99 | 72 | 4.99 | | | | | | |
| Yogurt | Yogurt | 4-6 oz | 1.25 | 59 | 1.25 | | | | | | |
| Yogurt | Yogurt | 32 oz | 3.50 | 161 | 3.50 | | | | | | |

| 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 |
| Ice cream | | 48-64oz | 4.99 | 72 | 4.99 | 4.99 | 117 | 4.99 | | | |
| Milk | All fat tests | half gallon | 2.99 | 78 | 2.99 | 2.99-4.99 | 832 | 4.11 | | | |
| Milk | All fat tests | gallon | 5.99 | 121 | 5.99 | | | | | | |
| Milk | All fat tests | 8 oz UHT | | | | 1.00 | 360 | 1.00 | | | |

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 |
| Yogurt | Greek | 4-6 oz | 1.00 | 78 | 1.00 | 1.00 | 90 | 1.00 | | | |
| Yogurt | Greek | 32 oz | | | | 3.50 | 244 | 3.50 | | | |
| Yogurt | Yogurt | 4-6 oz | 0.99 | 72 | .99 | 0.99 | 117 | .99 | | | |

| 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 | 3.49-6.99 | 49 | 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