



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>

Volume 85- Number 42

Issued Weekly

Friday, October 19, 2018

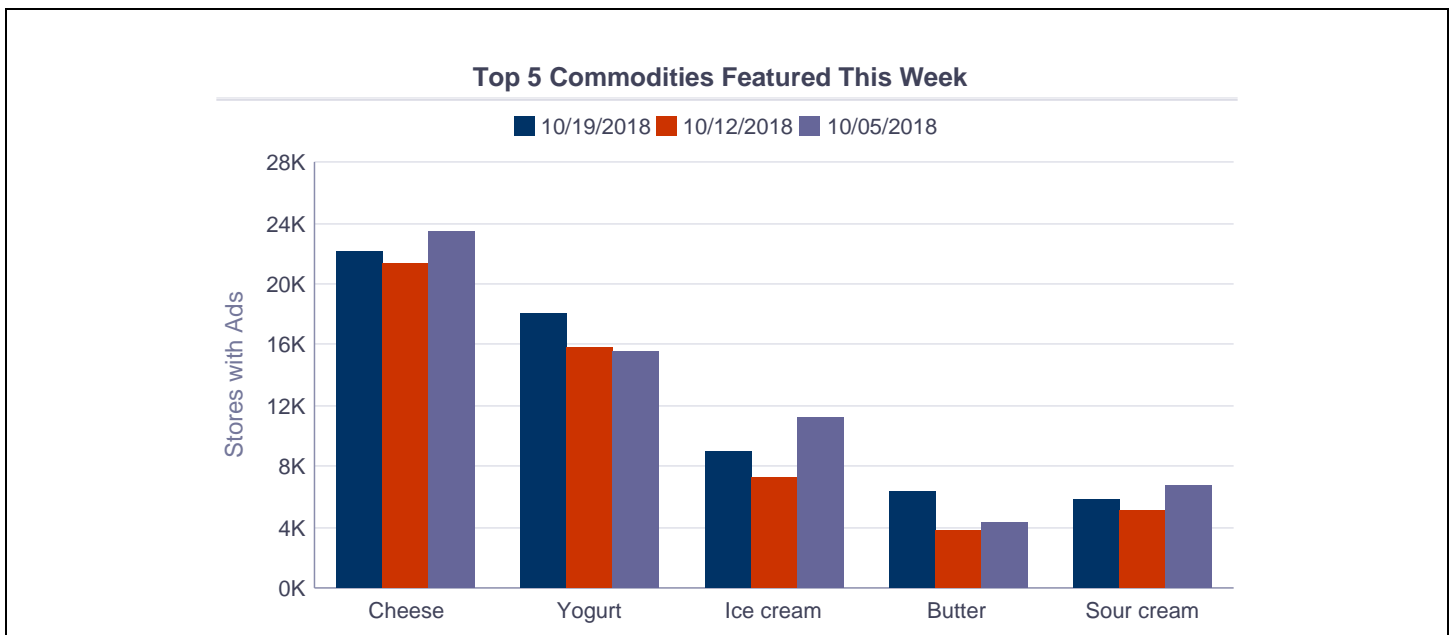
Advertised Prices for Dairy Products at Major Retail Supermarket Outlets ending during the period of 10/19/2018 to 10/25/2018

The total number of conventional dairy ads increased 11 percent from last week, but organic dairy ads dropped by 29 percent. Ads for conventional 1 # butter augmented 92 percent, while organic 1 # butter ads dropped by 86 percent. The weighted average price for conventional 48-64 oz ice cream is \$3.08, unchanged from the price of the previous week. No ads were reported for organic 48-64 oz ice cream.

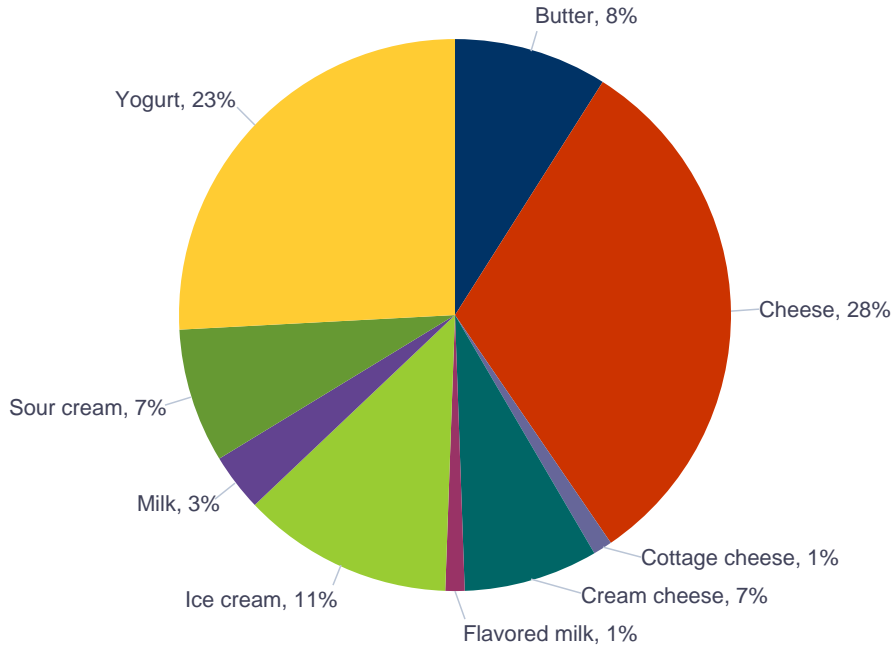
The national weighted average advertised price for conventional milk half gallons is \$2.37, compared to \$4.11 for organic milk half gallons, an organic price premium of \$1.74. Conventional milk ad numbers increased 20 percent, whereas organic milk ad numbers declined 15 percent. Organic one gallon of milk has the second biggest percentage increase in ad numbers this week, with 162 percent change.

Conventional cheese ad numbers increased 3 percent, and organic cheese ad numbers increased 70 percent. The weighted average price for conventional 8 oz shred cheese is \$2.16. No ads were reported for organic 8 oz shred cheese. The weighted average price for conventional 8 oz block cheese is \$2.25, compared to \$3.79 for organic. Ad numbers for conventional 1# packages of shred cheese increased 176 percent, the largest percentage ad increase for any dairy item this week.

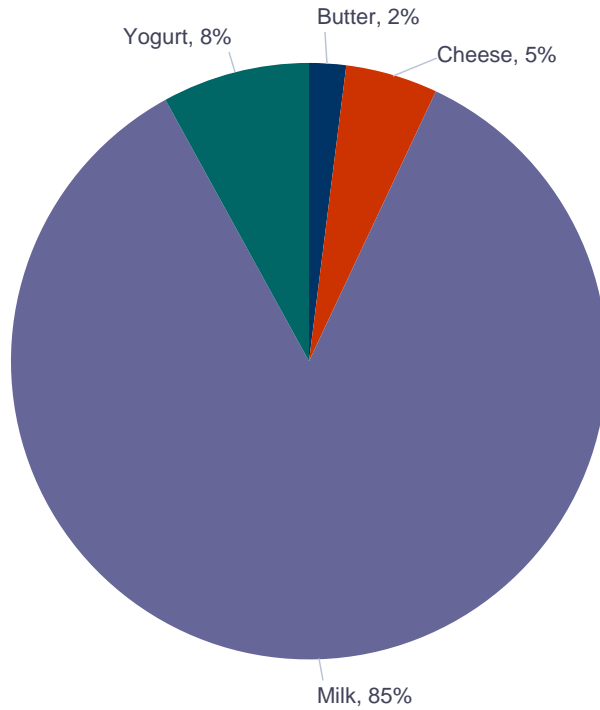
Total conventional yogurt ads increased by 16 percent, but organic yogurt ads declined by 42 percent. The weighted average advertised price for organic plain yogurt in 4 to 6 ounce containers is \$1.49, while conventional plain yogurt in 4-6 ounce containers averaged \$0.52, representing an organic premium of 97 cents. The weighted average price for conventional Greek yogurt in 4 to 6 ounce containers decreased 3 cents from last week price, and is at \$0.92. Conventional 4 to 6 oz Greek yogurt is currently the most advertised dairy product.



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 #	6261	3.78	3260	3.03	4331	3.26
Cheese	Natural Varieties	8 oz block	8589	2.25	5641	2.34	8446	2.34
Cheese	Natural Varieties	1 # block	1866	5.09	1615	4.00	1836	4.23
Cheese	Natural Varieties	2 # block	75	6.40	3571	5.99	875	5.65
Cheese	Natural Varieties	8 oz shred	9050	2.16	9514	2.26	10262	2.35
Cheese	Natural Varieties	1 # shred	2232	4.57	810	3.96	1070	4.56
Cottage cheese		16 oz	1027	2.06	3966	1.89	4171	1.89
Cream cheese		8 oz	5655	2.04	3886	1.98	7296	1.92
Egg nog		quart	24	2.50				
Flavored milk	All fat tests	half gallon	489	2.17	597	2.13	1043	2.49
Flavored milk	All fat tests	gallon	319	3.33	585	3.36	333	2.63
Ice cream		48-64oz	8486	3.08	7262	3.08	11890	3.14
Milk	All fat tests	half gallon	898	2.37	676	2.24	1440	2.56
Milk	All fat tests	gallon	1058	2.49	956	3.02	1104	2.25
Sour cream		16 oz	5812	1.74	4979	1.75	7445	1.75
Yogurt	Greek	4-6 oz	9616	.92	7824	.95	10872	.94
Yogurt	Greek	32 oz	1868	4.32	2580	3.90	1558	3.46
Yogurt	Yogurt	4-6 oz	5122	.52	4278	.51	6624	.49
Yogurt	Yogurt	32 oz	1052	2.77	525	2.56	1417	2.66

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 #	2.99-4.99	1653	3.61	2.89-4.79	3565	3.93	3.00-4.99	552	3.70
Cheese	Natural Varieties	8 oz block	1.69-3.99	2445	2.34	1.66-3.50	2394	2.28	1.25-2.99	1453	2.16
Cheese	Natural Varieties	1 # block	2.99-6.99	305	5.75	4.99-7.99	796	5.22	3.99	213	3.99
Cheese	Natural Varieties	2 # block				5.99	64	5.99			
Cheese	Natural Varieties	8 oz shred	1.69-2.99	2155	2.14	1.66-2.50	2233	2.18	1.25-2.50	2005	2.07
Cheese	Natural Varieties	1 # shred	3.99	135	3.99	4.50-4.99	1818	4.70	3.99	213	3.99
Cottage cheese		16 oz	1.99-2.50	572	2.05	2.50	214	2.50	1.25	127	1.25
Cream cheese		8 oz	1.67-2.99	1246	2.06	1.50-2.99	2464	2.18	1.50-2.50	980	1.81
Flavored milk	All fat tests	half gallon	2.00	100	2.00				2.00	296	2.00
Flavored milk	All fat tests	gallon				3.99	214	3.99			
Ice cream		48-64oz	0.99-4.99	2266	2.49	2.50-5.89	2477	3.46	2.50-3.99	927	3.13
Milk	All fat tests	half gallon	2.29	62	2.29	2.50-2.79	441	2.65			
Milk	All fat tests	gallon							1.88-2.99	438	2.45
Sour cream		16 oz	1.49-2.79	2007	1.81	1.50-2.00	2558	1.75	0.99-1.25	307	1.10
Yogurt	Greek	4-6 oz	0.50-1.00	3098	.89	0.75-1.00	2612	.98	0.80-1.25	953	.99

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	Greek	32 oz	3.49-4.49	622	3.83	5.00	214	5.00	3.99-4.99	487	4.36
Yogurt	Yogurt	4-6 oz	0.42-0.50	1508	.49	0.50	2325	.50	0.50-0.70	647	.63
Yogurt	Yogurt	32 oz	1.99-3.49	465	2.97	2.99	214	2.99	2.00-2.50	249	2.36

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 #	2.99	74	2.99	2.99-3.99	316	3.42	3.00	69	3.00
Cheese	Natural Varieties	8 oz block	1.99-2.99	1198	2.32	1.77-2.50	828	2.04	1.88-1.99	250	1.96
Cheese	Natural Varieties	1 # block	2.99-5.49	308	4.56	5.49	244	5.49			
Cheese	Natural Varieties	8 oz shred	1.67-2.99	1253	2.24	1.77-2.50	1188	2.18	1.88-1.99	129	1.93
Cheese	Natural Varieties	1 # shred	3.99	55	3.99						
Cottage cheese		16 oz				1.79	63	1.79			
Cream cheese		8 oz	1.67-2.50	437	1.92	1.67	62	1.67	1.50-2.00	410	1.85
Flavored milk	All fat tests	half gallon							2.50	69	2.50
Flavored milk	All fat tests	gallon							1.99	105	1.99
Ice cream		48-64oz	2.79-4.79	632	3.49	2.49-3.99	1541	3.18	0.99-3.33	530	2.64
Milk	All fat tests	half gallon	2.69	151	2.69	1.69	244	1.69			
Milk	All fat tests	gallon	1.99-2.99	254	2.51	2.69-2.99	229	2.77	1.99	105	1.99
Sour cream		16 oz	1.50-1.68	146	1.59	1.99	422	1.99	1.33-1.50	350	1.47
Yogurt	Greek	4-6 oz	0.65-1.00	847	.90	0.75-1.25	985	.95	0.50-1.00	987	.77
Yogurt	Greek	32 oz	3.49-4.99	345	4.33	4.99	200	4.99			
Yogurt	Yogurt	4-6 oz	0.50-0.59	303	.56	0.50	244	.50	0.50	61	.50
Yogurt	Yogurt	32 oz							2.00	69	2.00

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 #	2.99-3.79	32	3.27			
Cheese	Natural Varieties	8 oz block	2.49	21	2.49			
Cheese	Natural Varieties	2 # block	8.79	11	8.79			
Cheese	Natural Varieties	8 oz shred	1.99-3.00	53	2.40	3.25	34	3.25
Cheese	Natural Varieties	1 # shred	4.29	11	4.29			
Cottage cheese		16 oz				2.50-2.99	51	2.76
Cream cheese		8 oz	1.79-1.99	32	1.86	2.25	24	2.25
Egg nog		quart				2.50	24	2.50
Flavored milk	All fat tests	half gallon				3.99	24	3.99
Ice cream		48-64oz	6.99	28	6.99	3.50-4.29	85	3.82
Milk	All fat tests	gallon	1.99-3.89	32	2.64			
Sour cream		16 oz	1.67-2.69	22	2.18			
Yogurt	Greek	4-6 oz	0.79-1.67	49	1.29	0.79-1.33	85	1.07
Yogurt	Yogurt	4-6 oz				1.00	34	1.00



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
Yogurt	Yogurt	32 oz	2.79	21	2.79	3.25	34	3.25

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 #	69	4.99	501	4.85	440	4.93
Cheese	Natural Varieties	8 oz block	194	3.79	114	3.79		
Cottage cheese		16 oz			69	2.99	408	3.24
Cream cheese		8 oz			161	2.99		
Milk	All fat tests	half gallon	2484	4.11	2818	3.88	2090	3.70
Milk	All fat tests	gallon	548	5.39	209	7.34	132	5.99
Milk	All fat tests	8 oz UHT			560	.96	27	1.00
Sour cream		16 oz			121	2.29	533	2.66
Yogurt	Greek	4-6 oz					707	1.03
Yogurt	Greek	32 oz					216	3.50
Yogurt	Yogurt	4-6 oz	169	1.49	419	1.06	72	.69
Yogurt	Yogurt	32 oz	114	3.99	69	5.99	511	3.50

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
Milk	All fat tests	half gallon	2.69-5.99	856	4.58	3.79-4.29	1411	3.88	3.00	69	3.00
Milk	All fat tests	gallon	3.99-5.99	275	4.78	5.99	61	5.99			
Yogurt	Yogurt	4-6 oz	1.49	108	1.49	1.49	61	1.49			



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
Cheese	Natural Varieties	8 oz block	3.79	194	3.79						
Milk	All fat tests	half gallon				2.99-4.49	124	3.74			
Milk	All fat tests	gallon				6.99	107	6.99	5.00	105	5.00
Yogurt	Yogurt	32 oz				3.99	114	3.99			

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				5.99	24	5.99

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