



Dairy Market News Branch

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Advertised Prices for Dairy Products at Major Retail Supermarket Outlets ending during the period of 04/05/2019 to 04/11/2019

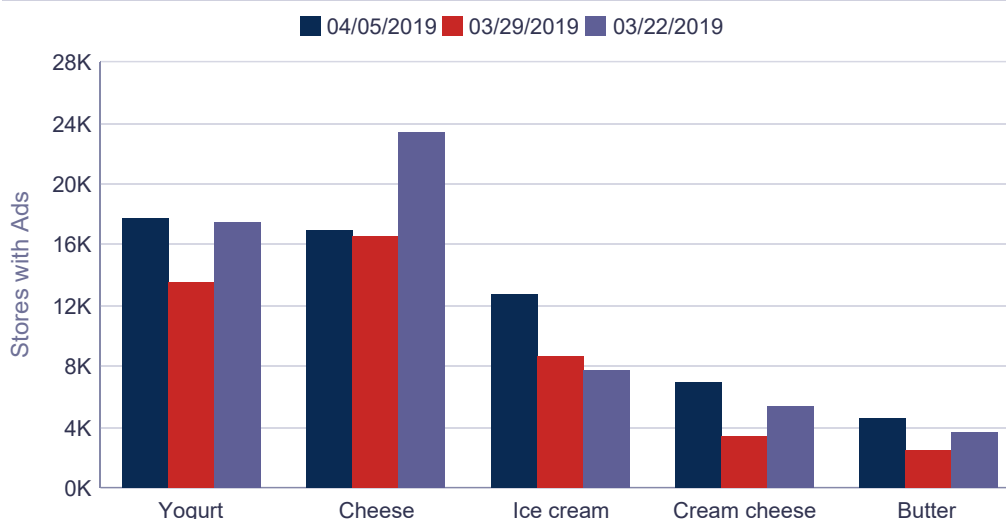
The most advertised product/category this week is conventional ice cream in 48-64 oz. containers. Ad numbers increased 46 percent. The weighted average advertised price, \$2.86, decreased 22 cents from last week. Ad numbers for conventional cream cheese in 8 oz. packages nearly doubled. The weighted average advertised price, \$1.52, is down 8 cents. Organic 8 oz. cream cheese averages 2.62, a \$1.10 organic price premium.

The national weighted average advertised price for conventional milk half gallons is \$2.03, compared to \$4.20 for organic milk half gallons, an organic price premium of \$2.17. Conventional half gallon milk ad numbers increased 162 percent. Organic half gallon milk ad numbers increased 53 percent. There are over four times more ads for organic half gallons than conventional half gallons.

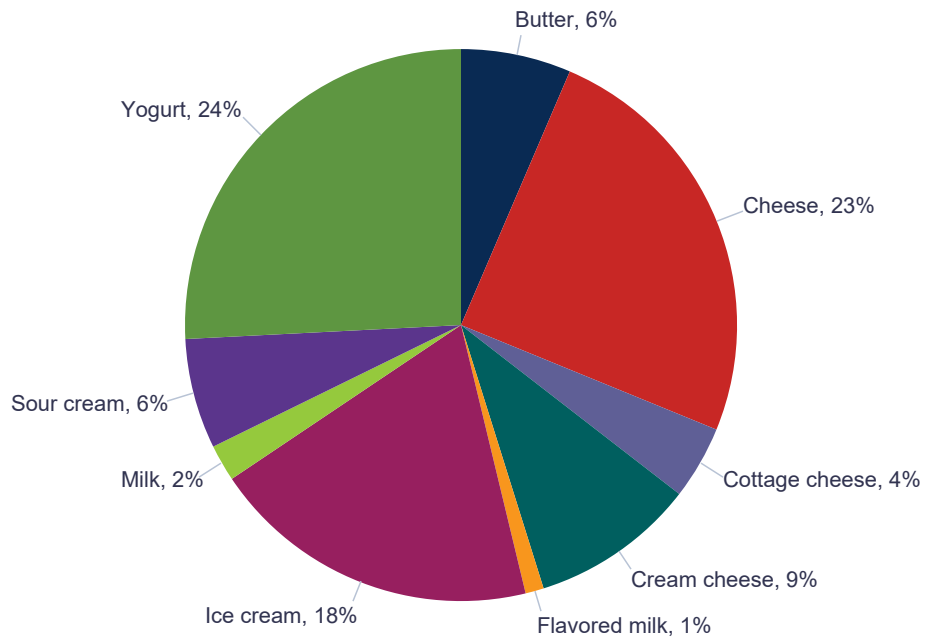
Conventional cheese ad numbers are steady. The weighted average price for conventional 8 oz. shred cheese is \$2.27, up 13 cents from last week. The weighted average price for 8 oz. block cheese is \$2.26, up 17 cents. Organic 8 oz. block cheese averages \$4.99, a \$2.73 organic price premium.

Conventional yogurt ad numbers increased 33 percent. Organic yogurt ads decreased 2 percent. The weighted average advertised price for conventional yogurt in 4 to 6 oz. containers is \$0.51, down 1 cent from last week. The weighted average price for organic yogurt in 4 to 6 oz. containers, \$1.00, results in a 49-cent organic price premium.

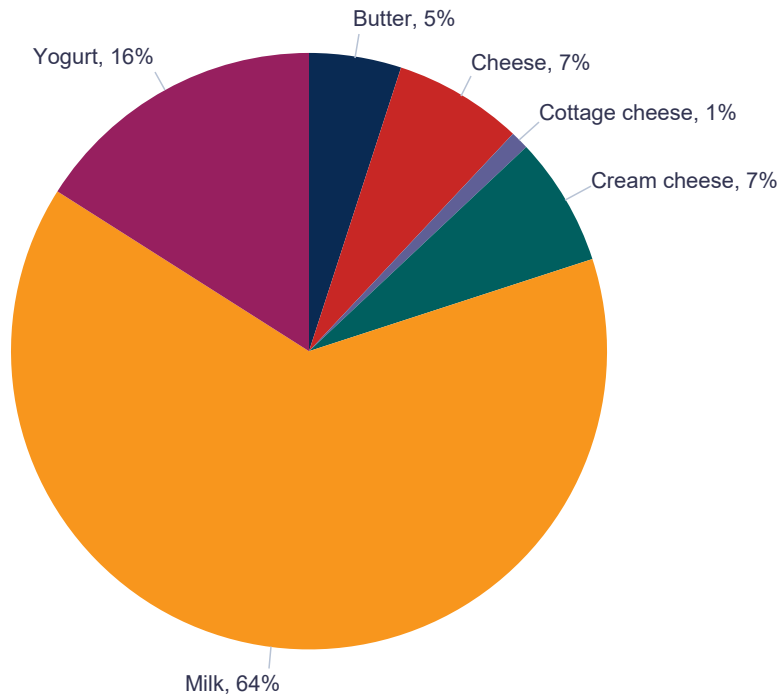
Top 5 Commodities Featured This Week



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 #	4435	3.31	2142	3.34	3588	3.37
Cheese	Natural Varieties	8 oz block	5802	2.26	4679	2.09	5955	1.87
Cheese	Natural Varieties	1 # block	1652	3.18	2418	3.61	1762	3.73
Cheese	Natural Varieties	2 # block	1271	6.17	260	6.26	1472	5.47
Cheese	Natural Varieties	8 oz shred	6371	2.27	7347	2.14	6264	1.93
Cheese	Natural Varieties	1 # shred	1480	3.65	1816	3.40	1024	4.16
Cottage cheese		16 oz	3071	2.02	2490	2.12	3091	1.89
Cream cheese		8 oz	6659	1.52	3478	1.60	5114	1.94
Flavored milk	All fat tests	half gallon	214	2.50	895	2.32	803	2.16
Flavored milk	All fat tests	gallon	432	2.58	57	2.99	137	2.22
Ice cream		48-64oz	12694	2.86	8679	3.08	11148	3.19
Milk	All fat tests	half gallon	438	2.03	167	1.55	1165	2.39
Milk	All fat tests	gallon	931	2.40	669	2.46	1724	2.67
Sour cream		16 oz	4555	1.79	3919	1.76	9908	1.74
Yogurt	Greek	4-6 oz	8198	.97	5850	.94	10276	.96
Yogurt	Greek	32 oz	3460	4.32	1135	4.49	3309	4.34
Yogurt	Yogurt	4-6 oz	4626	.51	4857	.52	5296	.48
Yogurt	Yogurt	32 oz	786	2.79	1010	2.60	1632	2.06

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 #	1.99-2.99	837	2.61	2.50-3.50	1920	3.21	2.99-4.39	355	3.77
Cheese	Natural Varieties	8 oz block	1.49-3.50	1955	2.03	1.49-2.54	2087	2.38	2.00-3.50	361	2.77
Cheese	Natural Varieties	1 # block	1.99-2.99	364	2.15	3.50-3.99	788	3.96	2.99	233	2.99
Cheese	Natural Varieties	2 # block	5.99	108	5.99						
Cheese	Natural Varieties	8 oz shred	1.88-3.00	2252	2.28	1.49-2.50	1742	2.18	2.00-3.00	505	2.14
Cheese	Natural Varieties	1 # shred				3.50-4.99	875	4.06	1.77-3.99	527	3.06
Cottage cheese		16 oz	1.66-2.69	1492	1.99	1.99-2.00	1013	2.00	1.66-1.79	329	1.74
Cream cheese		8 oz	0.69-2.50	1946	1.56	1.00-3.00	2133	1.54	1.00-2.00	1476	1.41
Flavored milk	All fat tests	half gallon				2.50	214	2.50			
Flavored milk	All fat tests	gallon							3.19	213	3.19
Ice cream		48-64oz	2.50-3.99	2750	2.89	1.98-3.50	3936	2.55	1.99-4.50	2557	3.04
Milk	All fat tests	half gallon	2.50	245	2.50				0.99	69	.99
Milk	All fat tests	gallon	3.25	60	3.25				1.99-2.50	159	2.16
Sour cream		16 oz	1.50-2.00	1613	1.89	1.50-2.00	2138	1.70	1.49	69	1.49
Yogurt	Greek	4-6 oz	0.75-1.19	2406	.98	1.00	1526	1.00	0.89-1.00	1335	.98
Yogurt	Greek	32 oz	2.99-5.49	1497	4.51	2.99-4.99	1263	4.29	4.99	180	4.99

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	Yogurt	4-6 oz	0.40-0.60	2001	.51	0.50	1002	.50	0.48-0.60	522	.53
Yogurt	Yogurt	32 oz	2.50-2.99	700	2.78						

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	175	3.99	2.50-4.49	922	3.57	3.99-4.49	174	4.29
Cheese	Natural Varieties	8 oz block	1.49-2.00	466	1.89	2.00-2.99	554	2.72	1.69-1.99	358	1.93
Cheese	Natural Varieties	1 # block	1.49-3.50	206	2.03				3.99	61	3.99
Cheese	Natural Varieties	2 # block	6.99	114	6.99	5.00-7.49	822	6.40	3.99-5.99	227	4.99
Cheese	Natural Varieties	8 oz shred	1.49-2.50	645	2.07	2.00-3.00	869	2.78	1.69-1.99	358	1.93
Cheese	Natural Varieties	1 # shred	2.99	78	2.99						
Cottage cheese		16 oz	2.00	55	2.00	3.00	137	3.00			
Cream cheese		8 oz	0.69-2.29	785	1.34	2.00	178	2.00	2.00	130	2.00
Flavored milk	All fat tests	gallon				1.99	114	1.99	1.99	105	1.99
Ice cream		48-64oz	2.50-3.99	1361	3.11	2.49-4.88	1291	3.00	2.97-3.25	764	3.01
Milk	All fat tests	half gallon	2.50	55	2.50				1.00	69	1.00
Milk	All fat tests	gallon	1.99-3.49	314	2.70	1.99-2.49	293	2.19	1.99	105	1.99
Sour cream		16 oz	1.66-2.00	186	1.86	1.99	383	1.99	1.25-1.89	166	1.49
Yogurt	Greek	4-6 oz	0.78-1.00	916	.94	0.75-1.00	1896	.92	0.80	69	.80
Yogurt	Greek	32 oz	2.99-4.99	320	3.69	3.49	200	3.49			
Yogurt	Yogurt	4-6 oz	0.40-0.77	429	.51	0.38-0.54	506	.47	0.50	166	.50
Yogurt	Yogurt	32 oz				2.50	62	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 #	5.29	28	5.29	3.99	24	3.99
Cheese	Natural Varieties	8 oz block	3.50	21	3.50			
Cottage cheese		16 oz	2.29	21	2.29	2.69	24	2.69
Cream cheese		8 oz	1.99	11	1.99			
Ice cream		48-64oz	4.00	11	4.00	4.00	24	4.00
Yogurt	Greek	4-6 oz	1.00-2.00	50	1.62			
Yogurt	Yogurt	32 oz				3.99	24	3.99

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 #	214	6.49	343	5.37	383	4.83
Cheese	Natural Varieties	8 oz block	178	4.99			84	3.87
Cheese	Natural Varieties	1 # shred	127	3.49				
Cottage cheese		16 oz	51	3.49			378	4.12
Cream cheese		8 oz	294	2.62			189	2.85
Flavored milk	All fat tests	half gallon					180	2.50
Ice cream		48-64oz					216	6.37
Milk	All fat tests	half gallon	1912	4.20	1247	4.33	2919	3.54
Milk	All fat tests	gallon	599	6.41	147	6.99	266	7.10
Milk	All fat tests	8 oz UHT	166	.94	61	.83		
Yogurt	Greek	4-6 oz					1155	1.23
Yogurt	Greek	32 oz	170	5.08	322	5.99	308	6.38
Yogurt	Yogurt	4-6 oz	246	1.00	108	.87	852	.81
Yogurt	Yogurt	32 oz	243	3.50	241	3.50	1144	3.57

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 #				6.49	214	6.49			
Cheese	Natural Varieties	1 # shred							3.49	127	3.49
Cream cheese		8 oz							2.50	116	2.50
Milk	All fat tests	half gallon	2.50-4.49	599	4.09	3.50-4.99	710	4.09	3.99	329	3.99
Milk	All fat tests	gallon	7.99	147	7.99						
Milk	All fat tests	8 oz UHT				0.83	61	.83			
Yogurt	Greek	32 oz	3.50-5.99	170	5.08						
Yogurt	Yogurt	32 oz	3.50	243	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
Cheese	Natural Varieties	8 oz block				4.99	178	4.99			
Cottage cheese		16 oz	3.49	51	3.49						
Cream cheese		8 oz				2.69	178	2.69			
Milk	All fat tests	half gallon				4.99	274	4.99			

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
Milk	All fat tests	gallon	5.99	118	5.99	5.99-6.99	229	6.26	5.00	105	5.00
Milk	All fat tests	8 oz UHT							1.00	105	1.00
Yogurt	Yogurt	4-6 oz				1.00	246	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

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