



Dairy Market News Branch

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National Retail Report-Dairy

Websites: <http://www.marketnews.usda.gov/mnp/da-home> and <http://www.ams.usda.gov/mnreports/dybretail.pdf>

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Advertised Prices for Dairy Products at Major Retail Supermarket Outlets ending during the period of 04/12/2019 to 04/18/2019

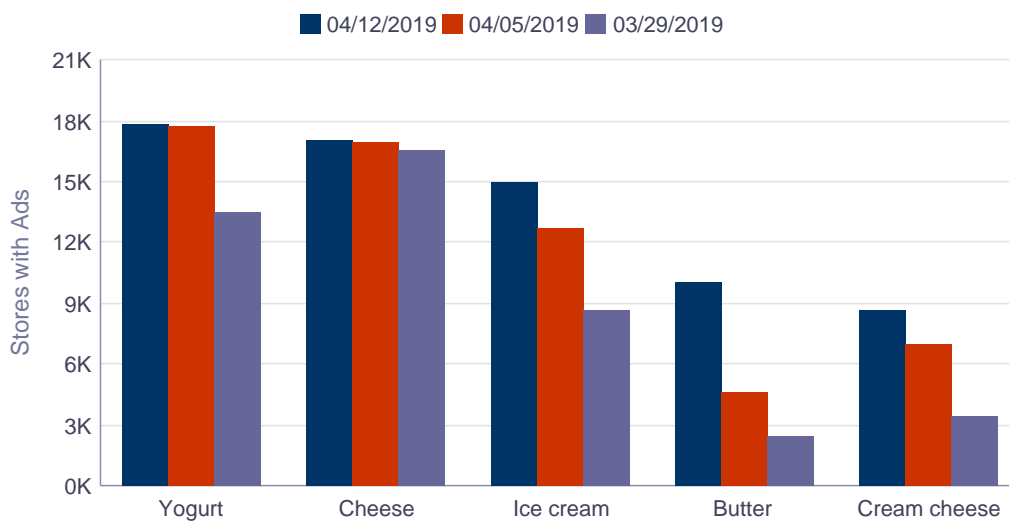
The most advertised product/category this week is conventional ice cream in 48-64 oz. containers. Ad numbers increased 17 percent. The weighted average advertised price, \$2.88, increased 2 cents from last week. Ad numbers for conventional 1# butter increased 125 percent. The weighted average advertised price, \$3.03, compares with \$3.99 for 1# organic butter. That results in a 96-cent organic price premium.

The national weighted average advertised price for conventional milk half gallons is \$2.19, compared to \$4.11 for organic milk half gallons, an organic price premium of \$1.92. Conventional half gallon milk ad numbers increased 123 percent. Organic half gallon milk ad numbers decreased 25 percent.

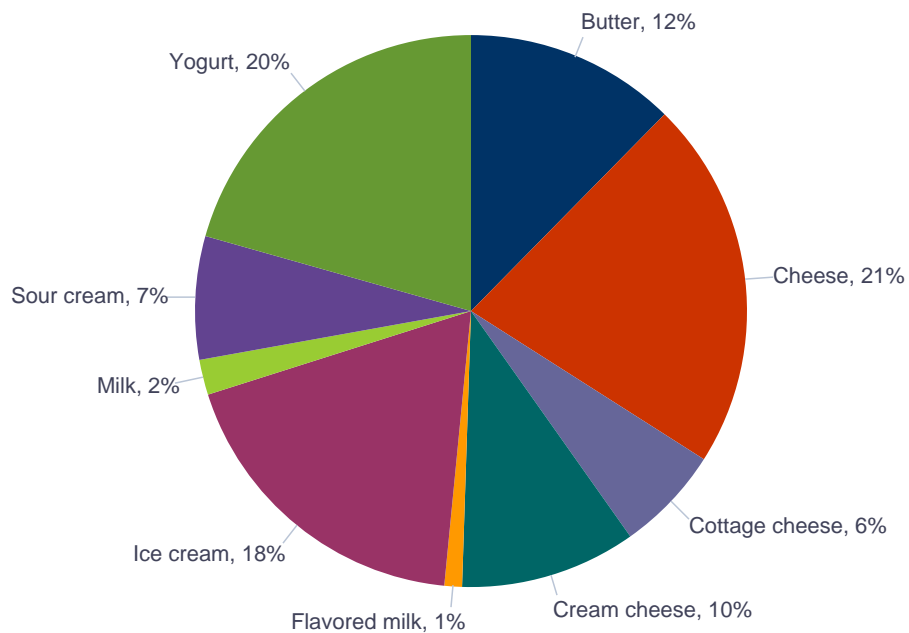
Conventional cheese ad numbers increased 1 percent. Organic cheese ad numbers decreased 42 percent. However, there are over 94 times more ads for conventional cheese than organic cheese. The weighted average price for conventional 8 oz. block cheese is \$2.11, down 15 cents from last week. The weighted average price for organic 8 oz. block cheese is \$4.99, resulting in a \$2.88 organic price premium.

Conventional yogurt ad numbers decreased 5 percent. Organic yogurt ads more than doubled. The weighted average advertised price for conventional yogurt in 4 to 6 oz. containers is \$0.51, even with last week. The weighted average price for organic yogurt in 4 to 6 oz. containers, \$1.11, results in a 60-cent organic price premium.

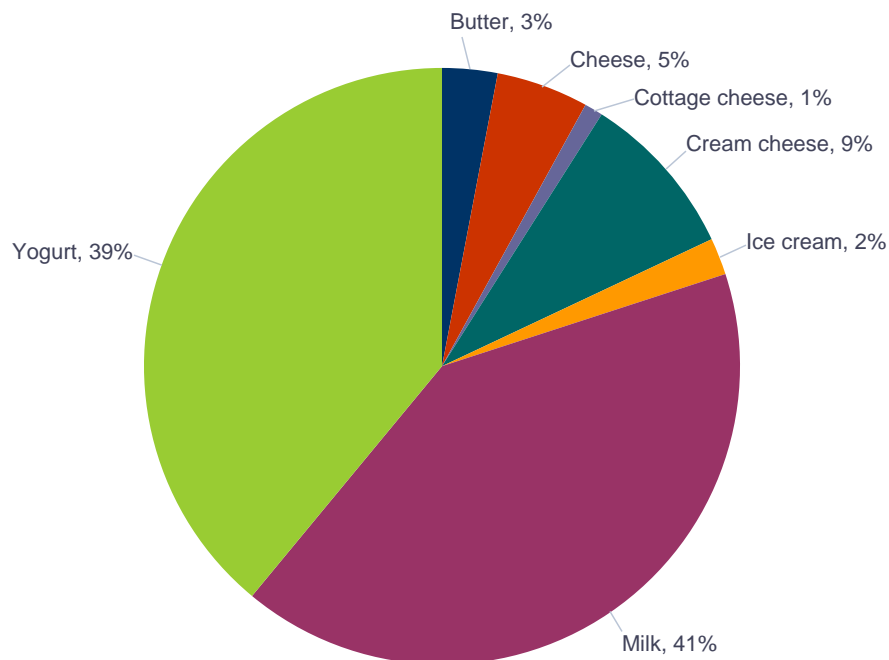
Top 5 Commodities Featured This Week



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 #	9963	3.03	4435	3.31	2046	3.23
Cheese	Natural Varieties	8 oz block	6799	2.11	5802	2.26	4500	2.06
Cheese	Natural Varieties	1 # block	795	4.30	1652	3.18	812	3.62
Cheese	Natural Varieties	2 # block	757	5.49	1271	6.17	1573	5.22
Cheese	Natural Varieties	8 oz shred	8158	2.14	6371	2.27	6173	2.28
Cheese	Natural Varieties	1 # shred	302	4.10	1480	3.65	726	3.91
Cottage cheese		16 oz	4904	1.88	3071	2.02	1486	2.06
Cream cheese		8 oz	8337	1.71	6659	1.52	1090	1.78
Flavored milk	All fat tests	half gallon	454	2.60	214	2.50	414	2.02
Flavored milk	All fat tests	gallon	423	2.87	432	2.58	487	2.99
Ice cream		48-64oz	14903	2.88	12694	2.86	10551	2.83
Milk	All fat tests	half gallon	978	2.19	438	2.03	836	2.28
Milk	All fat tests	gallon	759	2.74	931	2.40	1219	2.35
Sour cream		16 oz	5766	1.76	4555	1.79	5506	1.85
Yogurt	Greek	4-6 oz	10389	.95	8198	.97	7189	.91
Yogurt	Greek	32 oz	1227	3.63	3460	4.32	809	4.48
Yogurt	Yogurt	4-6 oz	4098	.51	4626	.51	3288	.48
Yogurt	Yogurt	32 oz	357	2.52	786	2.79	391	1.94

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 #	2.00-4.49	2745	3.20	2.29-3.29	3757	2.78	2.49-4.39	1461	3.13
Cheese	Natural Varieties	8 oz block	1.49-3.00	2558	2.13	1.49-3.00	2325	2.16	1.77-2.00	527	1.94
Cheese	Natural Varieties	1 # block	2.99-3.49	433	3.12				4.99	122	4.99
Cheese	Natural Varieties	2 # block							5.99-6.49	233	6.25
Cheese	Natural Varieties	8 oz shred	1.77-3.00	2025	2.15	1.50-2.50	2354	2.19	1.69-2.49	1186	2.05
Cheese	Natural Varieties	1 # shred							4.99	122	4.99
Cottage cheese		16 oz	1.49-2.99	1829	2.00	0.89-2.50	1667	1.96	0.89-2.79	829	1.45
Cream cheese		8 oz	0.69-2.50	2897	1.68	0.69-2.49	1901	1.65	1.00-2.49	1826	1.81
Flavored milk	All fat tests	half gallon	2.99	147	2.99						
Flavored milk	All fat tests	gallon							2.99	213	2.99
Ice cream		48-64oz	1.77-3.50	3612	2.70	1.98-3.99	4609	2.65	2.29-3.98	2490	2.85
Milk	All fat tests	half gallon	0.99-2.99	380	2.05				1.99-3.29	192	2.82
Milk	All fat tests	gallon				2.99	214	2.99	1.99-2.99	266	2.79
Sour cream		16 oz	1.67-2.00	1947	1.90	0.89-2.00	1974	1.79	0.89-2.79	877	1.60
Yogurt	Greek	4-6 oz	0.75-1.00	3225	.97	0.80-1.00	3050	.93	0.69-1.25	1046	.96
Yogurt	Greek	32 oz	2.99-4.99	707	3.78	2.99-5.00	314	3.55			



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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	0.47-0.70	1082	.52	0.50	214	.50	0.50-0.69	1192	.52
Yogurt	Yogurt	32 oz	2.50	147	2.50						

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
Butter		1 #	2.99-3.99	591	3.28	2.50-3.99	1220	3.16	2.99-3.00	165	2.99
Cheese	Natural Varieties	8 oz block	1.33-2.00	433	1.60	1.77-2.50	733	2.21	1.99-2.33	165	2.11
Cheese	Natural Varieties	1 # block				3.50-6.99	240	6.09			
Cheese	Natural Varieties	2 # block	5.99	78	5.99	4.99-5.00	446	5.00			
Cheese	Natural Varieties	8 oz shred	1.33-3.00	790	2.18	1.77-2.50	1093	2.14	1.69-2.33	628	1.99
Cheese	Natural Varieties	1 # shred	3.49	118	3.49	3.50	62	3.50			
Cottage cheese		16 oz				1.49-3.00	381	2.03	1.50-2.00	166	1.68
Cream cheese		8 oz	1.25-2.29	803	1.65	1.50-2.00	482	1.78	1.65-3.00	331	1.91
Flavored milk	All fat tests	half gallon				1.99	246	1.99			
Flavored milk	All fat tests	gallon							2.50-2.99	210	2.75
Ice cream		48-64oz	2.49-4.98	2020	3.59	2.49-3.00	1164	2.90	1.99-3.50	880	2.87
Milk	All fat tests	half gallon	1.89	133	1.89	1.99	246	1.99			
Milk	All fat tests	gallon							1.79-2.99	279	2.51
Sour cream		16 oz	0.89	78	.89	0.99-1.99	495	1.51	1.00-2.00	271	1.42
Yogurt	Greek	4-6 oz	0.77-1.00	748	.95	0.75-1.00	1392	.90	0.75-1.25	825	.90
Yogurt	Greek	32 oz	2.99-3.99	206	3.26						
Yogurt	Yogurt	4-6 oz	0.40-0.50	371	.49	0.38-0.59	1083	.49	0.50	105	.50
Yogurt	Yogurt	32 oz	2.50-2.97	125	2.69				2.00	61	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 #				3.00	24	3.00
Cheese	Natural Varieties	8 oz block				2.50-3.00	58	2.79
Cheese	Natural Varieties	8 oz shred	3.00	21	3.00	2.50-3.00	61	2.78
Cottage cheese		16 oz	1.49-2.00	32	1.82			
Cream cheese		8 oz	1.49-1.99	22	1.74	1.00-2.25	75	1.74
Flavored milk	All fat tests	half gallon				2.99-4.99	61	4.10
Ice cream		48-64oz	3.99-6.99	60	6.27	3.00-3.99	68	3.50
Milk	All fat tests	half gallon				2.99	27	2.99
Sour cream		16 oz	2.00-3.50	49	2.86	2.25-2.50	75	2.34
Yogurt	Greek	4-6 oz	0.99-1.67	49	1.38	1.06-1.20	54	1.13
Yogurt	Yogurt	4-6 oz				0.59-0.80	51	.69
Yogurt	Yogurt	32 oz				3.00	24	3.00



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 #	117	3.99	214	6.49	579	5.17
Cheese	Natural Varieties	8 oz block	178	4.99	178	4.99		
Cheese	Natural Varieties	1 # shred			127	3.49		
Cottage cheese		16 oz	51	3.97	51	3.49	278	3.89
Cream cheese		8 oz	356	2.84	294	2.62	117	2.46
Ice cream		48-64oz	69	5.99			1200	4.65
Milk	All fat tests	half gallon	1429	4.11	1912	4.20	2609	3.60
Milk	All fat tests	gallon			599	6.41		
Milk	All fat tests	8 oz UHT	198	1.00	166	.94		
Yogurt	Greek	4-6 oz					63	1.25
Yogurt	Greek	32 oz	163	6.33	170	5.08	236	5.74
Yogurt	Yogurt	4-6 oz	123	1.11	246	1.00	341	1.25
Yogurt	Yogurt	32 oz	1261	3.10	243	3.50	108	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
Ice cream		48-64oz							5.99	69	5.99
Milk	All fat tests	half gallon	3.69-5.49	633	4.47	3.88	195	3.88			
Milk	All fat tests	8 oz UHT				1.00	61	1.00			
Yogurt	Greek	32 oz	5.99	108	5.99						
Yogurt	Yogurt	32 oz	3.50-3.99	167	3.67	3.00	1083	3.00			

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 #				3.99	117	3.99			
Cheese	Natural Varieties	8 oz block				4.99	178	4.99			
Cottage cheese		16 oz	3.97	51	3.97						

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
Cream cheese		8 oz				2.69-2.99	356	2.84			
Milk	All fat tests	half gallon	3.50-4.79	190	4.30	3.99	295	3.99	2.50	105	2.50
Milk	All fat tests	8 oz UHT				1.00	137	1.00			
Yogurt	Greek	32 oz	6.99	55	6.99						
Yogurt	Yogurt	4-6 oz				0.89	62	.89	1.33	61	1.33

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	11	3.49			
Yogurt	Yogurt	32 oz	4.49	11	4.49			

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