



Dairy Market News Branch

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Advertised Prices for Dairy Products at Major Retail Supermarket Outlets ending during the period of 04/19/2019 to 04/25/2019

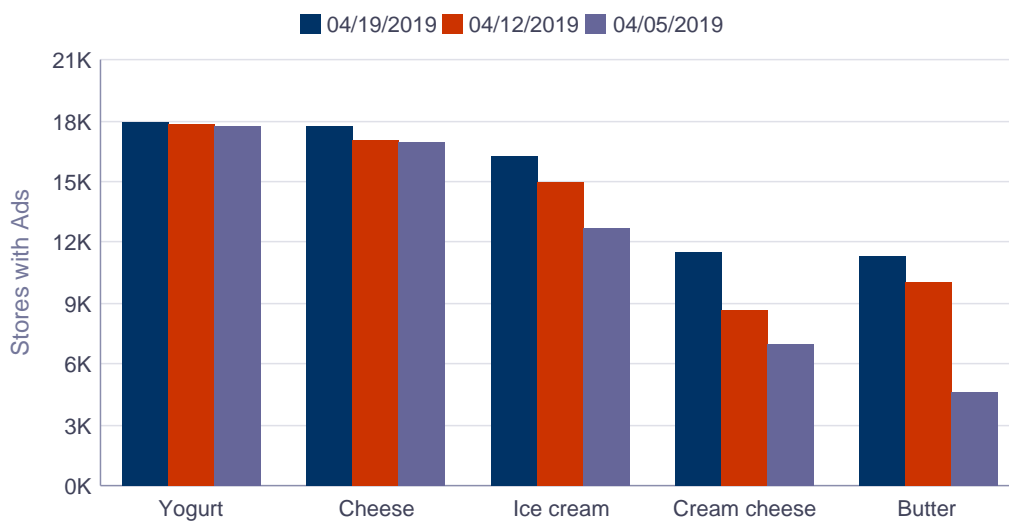
Conventional ice cream, in 48 to 64 oz containers, reigns supreme as the single most advertised dairy item this week, with an 8 percent growth week over week in ads. Greek yogurt, in 4 to 6 oz containers, is the second most advertised dairy item on the conventional aisle, with a 2 percent growth from last week. Conventional half gallon milk ads decreased by the largest amount, down 85 percent from week 15.

The national weighted average advertised price for conventional milk half gallons is \$2.00, down 19 cents from last week. Organic milk in half gallon containers national weighted advertised price is \$4.27, resulting in an organic price premium of \$2.27. Organic half gallon milk advertisements slid 27 percent week over week, as conventional advertisements for bottled milk dwindled by 66 percent.

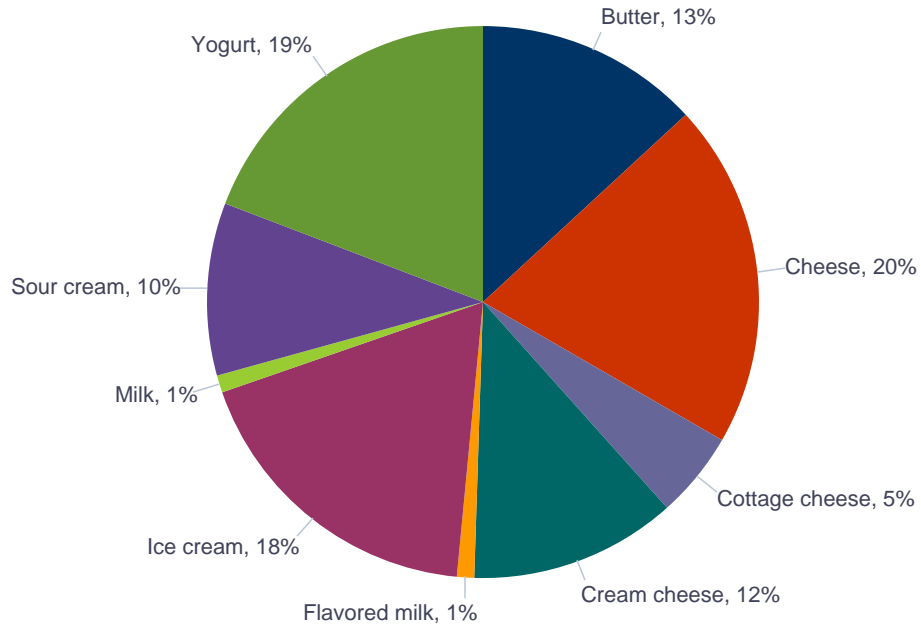
Conventional cheese ad numbers increased 6 percent, while this week exhibited a spring holiday goose egg on the organic cheese aisle. The weighted average price for conventional 8 oz. block cheese is \$2.09, down just 2 cents from last week. The weighted average price for conventional 8 oz. cheese shreds is \$2.00, down 14 cents from Week 15.

Conventional yogurt ad numbers increased 2 percent, but organic ads decreased 11 percent this week. The weighted average advertised price for conventional yogurt in 32 oz containers is \$3.49, while \$6.99 is the weighted advertised price on the organic advertisement aisle, resulting in an organic premium of \$3.50.

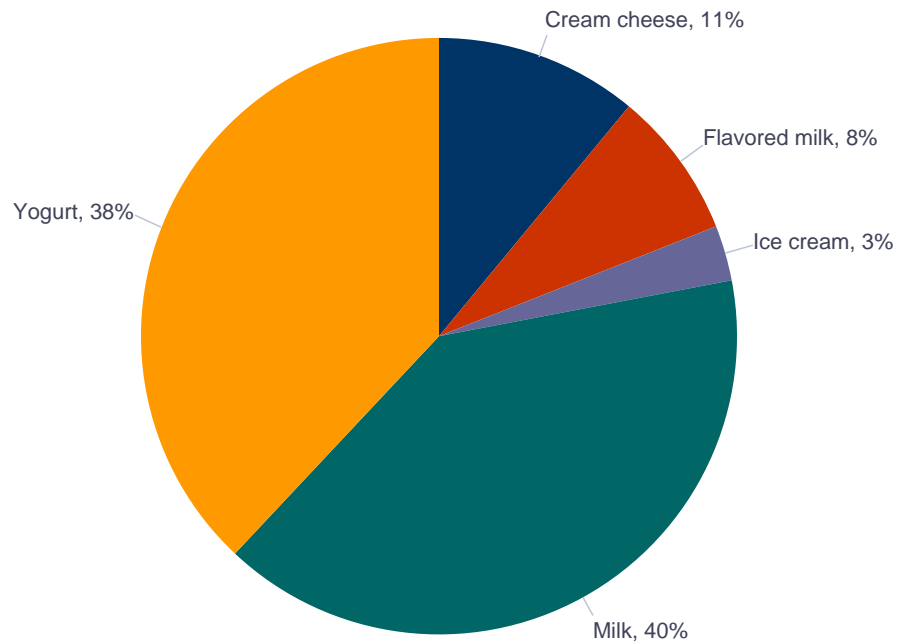
Top 5 Commodities Featured This Week



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 #	11365	2.91	9963	3.03	4044	2.92
Cheese	Natural Varieties	8 oz block	7549	2.09	6799	2.11	6309	2.22
Cheese	Natural Varieties	1 # block	941	3.84	795	4.30	1525	4.04
Cheese	Natural Varieties	2 # block	922	6.02	757	5.49	1441	5.56
Cheese	Natural Varieties	8 oz shred	8039	2.00	8158	2.14	11342	2.27
Cheese	Natural Varieties	1 # shred	289	3.99	302	4.10	1692	4.05
Cottage cheese		16 oz	4478	1.92	4904	1.88	3979	1.96
Cream cheese		8 oz	11130	1.83	8337	1.71	3161	1.78
Flavored milk	All fat tests	half gallon	247	2.58	454	2.60	514	2.26
Flavored milk	All fat tests	gallon	212	3.00	423	2.87	931	2.16
Ice cream		48-64oz	16158	2.92	14903	2.88	11266	2.73
Milk	All fat tests	half gallon	144	2.00	978	2.19	983	1.55
Milk	All fat tests	gallon	446	2.46	759	2.74	3041	2.42
Sour cream		16 oz	8954	1.77	5766	1.76	8655	1.93
Yogurt	Greek	4-6 oz	10596	.93	10389	.95	9549	.97
Yogurt	Greek	32 oz	1854	3.49	1227	3.63	2167	4.40
Yogurt	Yogurt	4-6 oz	3636	.50	4098	.51	5784	.49
Yogurt	Yogurt	32 oz	472	2.35	357	2.52	249	2.55

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 #	2.00-4.99	3342	3.05	2.49-3.00	2529	2.77	1.97-4.39	2208	2.68
Cheese	Natural Varieties	8 oz block	1.67-3.50	2639	2.28	1.50-2.50	1749	1.84	0.99-2.00	1120	1.75
Cheese	Natural Varieties	1 # block	2.50-3.00	255	2.73	3.99	508	3.99			
Cheese	Natural Varieties	2 # block							5.99	98	5.99
Cheese	Natural Varieties	8 oz shred	1.67-3.49	2655	2.09	1.50-2.50	1603	1.84	0.99-2.99	1783	1.92
Cottage cheese		16 oz	1.67-2.69	1107	2.13	1.39-2.50	1670	2.01	0.89-2.50	829	1.38
Cream cheese		8 oz	0.99-2.99	2833	1.87	1.23-3.00	3771	1.74	0.99-2.49	1601	1.82
Flavored milk	All fat tests	half gallon							2.19	213	2.19
Flavored milk	All fat tests	gallon							3.99	107	3.99
Ice cream		48-64oz	1.77-3.99	3530	2.66	1.98-5.50	4203	2.77	1.99-4.49	4145	2.96
Milk	All fat tests	gallon	2.50-2.99	172	2.71				2.50	169	2.50
Sour cream		16 oz	1.49-2.50	3167	1.77	1.39-2.00	2061	1.86	0.89-2.00	1345	1.42
Yogurt	Greek	4-6 oz	0.69-1.00	3051	.93	0.80-1.00	3208	.92	0.75-1.00	1475	.91
Yogurt	Greek	32 oz	2.99-5.99	508	3.84	1.69-5.00	562	3.00	3.99	107	3.99
Yogurt	Yogurt	4-6 oz	0.39-0.60	1697	.49	0.40-0.50	820	.49	0.60	180	.60
Yogurt	Yogurt	32 oz	1.99-2.69	398	2.32						

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
Butter		1 #	2.49-3.99	1205	2.82	1.99-3.99	1115	3.00	1.99-3.99	934	3.26
Cheese	Natural Varieties	8 oz block	1.50-2.99	1093	2.18	1.67-3.00	695	2.37	1.67-3.00	242	2.06
Cheese	Natural Varieties	1 # block				4.99	178	4.99			
Cheese	Natural Varieties	2 # block	4.99	121	4.99	4.88-6.99	424	5.77	4.99-8.99	279	6.87
Cheese	Natural Varieties	8 oz shred	1.33-2.49	834	1.94	1.67-3.00	988	2.25	1.67-1.99	165	1.87
Cheese	Natural Varieties	1 # shred							3.99	289	3.99
Cottage cheese		16 oz	1.99-2.00	172	1.99	1.99-2.00	538	1.99	1.99-2.00	130	1.99
Cream cheese		8 oz	1.49-2.36	1619	2.06	1.49-1.99	850	1.77	1.00-1.88	400	1.48
Flavored milk	All fat tests	gallon							1.99	105	1.99
Ice cream		48-64oz	2.97-4.49	1578	3.25	2.50-5.99	1927	3.25	2.97-3.50	730	3.07
Milk	All fat tests	half gallon	1.89	133	1.89						
Milk	All fat tests	gallon							1.99	105	1.99
Sour cream		16 oz	0.89-2.18	489	1.74	1.50-2.00	1363	1.93	1.00-2.00	463	1.77
Yogurt	Greek	4-6 oz	0.85-1.00	836	.94	0.75-1.00	1600	.92	0.88-1.00	405	.97
Yogurt	Greek	32 oz	2.99-3.99	327	3.16				3.50-3.99	350	3.90
Yogurt	Yogurt	4-6 oz	0.50	148	.50	0.49-0.50	441	.49	0.50	350	.50
Yogurt	Yogurt	32 oz	2.50	74	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 #	2.99-4.00	32	3.65			
Cheese	Natural Varieties	8 oz block	2.49	11	2.49			
Cheese	Natural Varieties	8 oz shred	2.49	11	2.49			
Cottage cheese		16 oz	1.39-2.49	32	2.11			
Cream cheese		8 oz	1.67-2.79	22	2.23	3.00	34	3.00
Flavored milk	All fat tests	half gallon				4.99	34	4.99
Ice cream		48-64oz	2.49	11	2.49	3.99	34	3.99
Milk	All fat tests	half gallon	3.29	11	3.29			
Sour cream		16 oz	1.39-2.49	32	2.11	3.00	34	3.00
Yogurt	Greek	4-6 oz	1.25	21	1.25			

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 #			117	3.99	534	4.98

Wtd Avg - Simple weighted average



Cheese	Natural Varieties	8 oz block			178	4.99		
Cheese	Natural Varieties	8 oz shred					186	3.99
Cottage cheese		16 oz			51	3.97	234	3.99
Cream cheese		8 oz	411	2.58	356	2.84	117	2.46
Flavored milk	All fat tests	half gallon	289	3.49				
Ice cream		48-64oz	105	6.99	69	5.99		
Milk	All fat tests	half gallon	1042	4.27	1429	4.11	3671	3.84
Milk	All fat tests	gallon	325	5.15			641	6.88
Milk	All fat tests	8 oz UHT	61	1.00	198	1.00	968	.97
Sour cream		16 oz					114	3.00
Yogurt	Greek	4-6 oz					59	1.25
Yogurt	Greek	32 oz	55	6.99	163	6.33	410	4.66
Yogurt	Yogurt	4-6 oz			123	1.11	284	1.25
Yogurt	Yogurt	32 oz	1327	3.09	1261	3.10	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
Cream cheese		8 oz							2.50	233	2.50
Milk	All fat tests	half gallon	4.49-4.99	445	4.80	4.00	61	4.00	3.00	69	3.00
Milk	All fat tests	gallon	4.99	60	4.99	4.99	214	4.99			
Milk	All fat tests	8 oz UHT				1.00	61	1.00			
Yogurt	Yogurt	32 oz				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
Cream cheese		8 oz				2.69	178	2.69			
Flavored milk	All fat tests	half gallon							3.49	289	3.49
Ice cream		48-64oz							6.99	105	6.99
Milk	All fat tests	half gallon				3.99	178	3.99	4.00	289	4.00
Milk	All fat tests	gallon	5.99	51	5.99						
Yogurt	Greek	32 oz	6.99	55	6.99						
Yogurt	Yogurt	32 oz				3.50	244	3.50			



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

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