



Dairy Market News Branch

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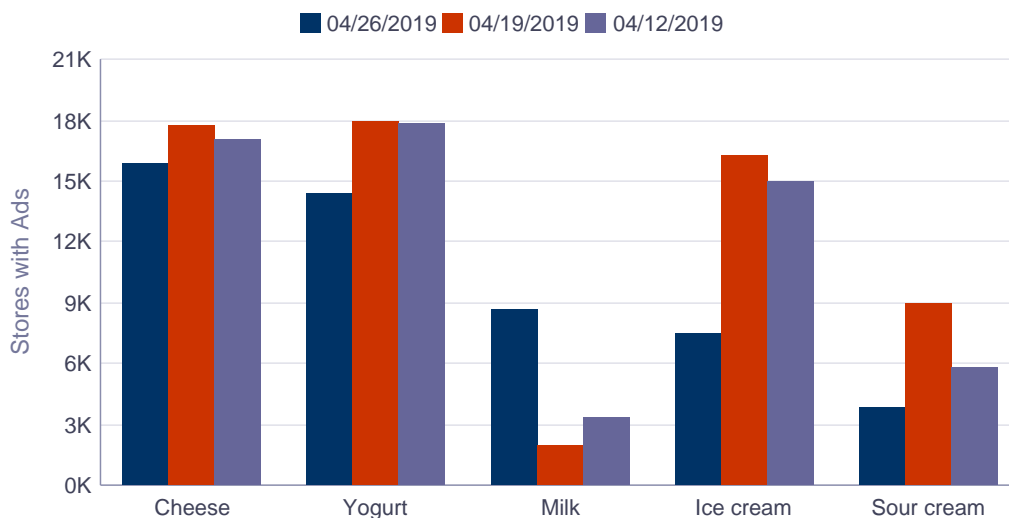
Advertised Prices for Dairy Products at Major Retail Supermarket Outlets ending during the period of 04/26/2019 to 05/02/2019

This week, organic retail advertisements for dairy commodities soared 121 percent over the last survey period, but conventional advertisements plunged 44 percent, comparably. However, based on national retail ad volume, conventional advertisements outnumbered organic advertisements 6 to 1.

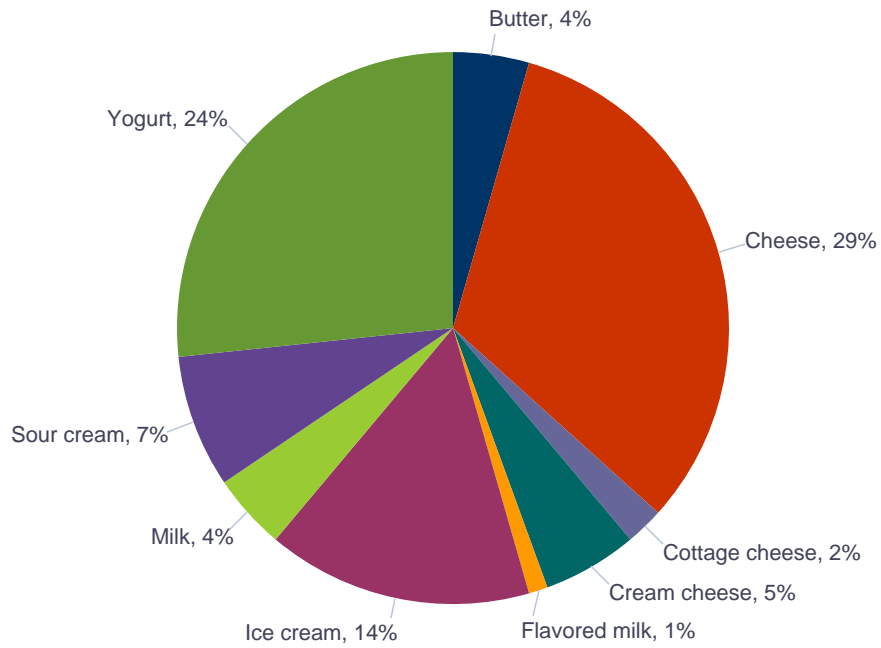
The largest spike in ad numbers was supported by milk ads. Specifically, conventional milk ads grew nearly 4 times from the numbers of the previous retail survey. The national weighted average advertised price for conventional milk half gallons is \$1.45, down 55 cents from last week. Organic milk, in half gallon containers, national weighted advertised price is \$3.73, down 54 cents from the previous week. The organic price premium, which differentiates the organic milk price over the conventional price, is \$2.28

Conventional cheese ad numbers declined 11 percent. The weighted average price for conventional 8 oz. block cheese is \$2.21, up 12 cents from last week. The weighted average price for conventional 8 oz. cheese shreds is \$2.14, a leap of 14 cents over the previous retail survey.

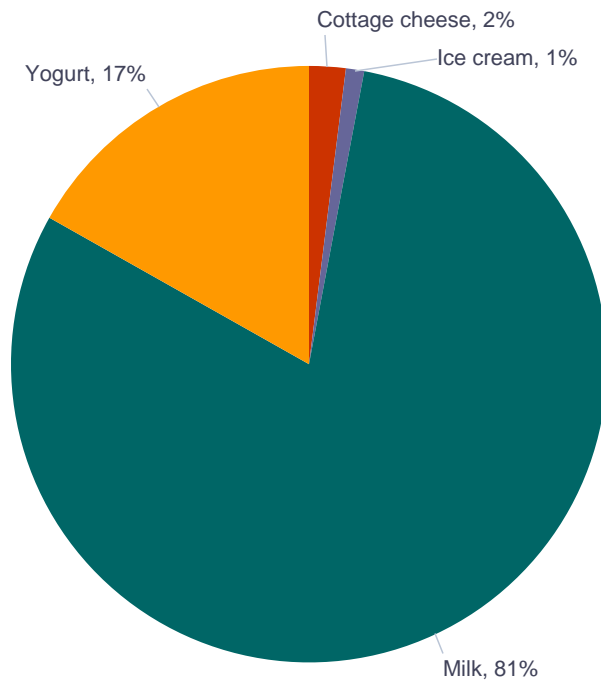
Top 5 Commodities Featured This Week



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 #	2001	3.79	11365	2.91	3592	3.41
Cheese	Natural Varieties	8 oz block	6966	2.21	7549	2.09	5334	2.24
Cheese	Natural Varieties	1 # block	1307	4.07	941	3.84	787	3.10
Cheese	Natural Varieties	2 # block	991	5.64	922	6.02	223	5.80
Cheese	Natural Varieties	8 oz shred	6171	2.14	8039	2.00	7661	2.21
Cheese	Natural Varieties	1 # shred	424	3.99	289	3.99	1275	3.06
Cottage cheese		16 oz	1120	2.29	4478	1.92	2760	1.75
Cream cheese		8 oz	2750	1.81	11130	1.83	4703	1.70
Flavored milk	All fat tests	half gallon	418	2.93	247	2.58	406	2.00
Flavored milk	All fat tests	gallon	11	2.99	212	3.00	106	3.69
Ice cream		48-64oz	7401	3.12	16158	2.92	10079	3.12
Milk	All fat tests	half gallon	1039	1.45	144	2.00	516	1.83
Milk	All fat tests	gallon	1219	3.16	446	2.46	539	2.14
Sour cream		16 oz	3816	1.78	8954	1.77	8117	1.74
Yogurt	Greek	4-6 oz	6348	.95	10596	.93	7664	.96
Yogurt	Greek	32 oz	717	4.35	1854	3.49	1003	4.57
Yogurt	Yogurt	4-6 oz	4952	.50	3636	.50	3708	.54
Yogurt	Yogurt	32 oz	1059	2.93	472	2.35	2407	2.15

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 #	2.99-4.49	1119	3.91	3.00	195	3.00			
Cheese	Natural Varieties	8 oz block	1.77-3.00	2090	2.37	1.50-2.98	585	2.16	0.99-2.00	1566	1.62
Cheese	Natural Varieties	1 # block	3.89-3.99	447	3.94	3.50-3.99	561	3.94			
Cheese	Natural Varieties	8 oz shred	0.99-3.29	2851	2.29	1.50-2.98	905	2.24	0.99-2.99	1021	2.01
Cheese	Natural Varieties	1 # shred	3.99	135	3.99						
Cottage cheese		16 oz	1.49-2.99	664	2.34				2.00-2.29	222	2.14
Cream cheese		8 oz	1.29-2.88	888	2.05	1.25-2.00	309	1.53	1.00-2.00	907	1.71
Ice cream		48-64oz	1.88-4.99	2762	2.90	2.50-3.50	467	3.07	2.50-4.99	1936	3.33
Milk	All fat tests	half gallon				1.59	84	1.59	0.88-1.19	497	1.04
Milk	All fat tests	gallon	1.59-7.99	445	4.41				1.49-1.98	225	1.75
Sour cream		16 oz	1.49-3.00	2393	1.81	1.67-2.00	256	1.92	1.48-1.88	344	1.67
Yogurt	Greek	4-6 oz	0.87-1.00	2319	.98	0.80-1.00	1490	.99	0.75-1.00	1360	.89
Yogurt	Greek	32 oz	3.99-4.99	304	4.44						
Yogurt	Yogurt	4-6 oz	0.42-0.60	1476	.50	0.49-0.50	1485	.50	0.50	767	.50
Yogurt	Yogurt	32 oz	2.50-3.50	618	3.21	2.49	64	2.49			



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
Butter		1 #	3.50	55	3.50	2.99-4.29	274	3.64	3.99	358	3.99
Cheese	Natural Varieties	8 oz block	1.67-2.84	1271	2.62	1.69-3.29	1061	2.45	0.99-2.99	361	1.60
Cheese	Natural Varieties	1 # block	3.50	55	3.50	4.99	114	4.99	3.99-4.99	130	4.46
Cheese	Natural Varieties	2 # block				4.99-5.00	641	4.99	5.99-6.99	350	6.82
Cheese	Natural Varieties	8 oz shred	0.99-3.00	568	1.83	1.69-1.99	552	1.86	1.49-2.50	235	1.76
Cheese	Natural Varieties	1 # shred							3.99	289	3.99
Cottage cheese		16 oz				1.49-2.50	200	2.18			
Cream cheese		8 oz	1.29-1.99	340	1.72				1.50-2.00	295	1.77
Flavored milk	All fat tests	half gallon							0.99-3.49	394	2.82
Ice cream		48-64oz	2.99-4.00	679	3.59	2.49-4.88	1068	2.99	1.69-3.99	364	2.79
Milk	All fat tests	half gallon	1.19-1.69	295	1.56				0.99	105	.99
Milk	All fat tests	gallon	2.89-3.49	193	3.08	1.99-2.59	263	2.45	1.99	61	1.99
Sour cream		16 oz	1.67-2.29	184	1.99	1.49-1.99	200	1.83	0.99-1.50	394	1.36
Yogurt	Greek	4-6 oz	0.77-1.00	305	.94	0.50-0.99	315	.79	0.88-1.00	548	.92
Yogurt	Greek	32 oz	4.99	55	4.99				3.99-4.99	358	4.18
Yogurt	Yogurt	4-6 oz	0.49-0.50	288	.49	0.40-0.50	657	.47	0.55-0.60	182	.57
Yogurt	Yogurt	32 oz	1.98	72	1.98	2.79	200	2.79	2.49	105	2.49

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
Cheese	Natural Varieties	8 oz block	1.99-5.00	32	3.97			
Cheese	Natural Varieties	8 oz shred	1.99-4.00	39	3.43			
Cottage cheese		16 oz				3.00	34	3.00
Cream cheese		8 oz	1.99	11	1.99			
Flavored milk	All fat tests	half gallon				4.69	24	4.69
Flavored milk	All fat tests	gallon	2.99	11	2.99			
Ice cream		48-64oz	2.99-5.49	43	4.72	3.99-4.00	82	3.99
Milk	All fat tests	half gallon				3.99-5.99	58	5.16
Milk	All fat tests	gallon	2.99-4.89	32	4.24			
Sour cream		16 oz	3.00	21	3.00	2.25	24	2.25
Yogurt	Greek	4-6 oz	0.88	11	.88			
Yogurt	Yogurt	4-6 oz	0.60-1.00	39	.89	0.60-0.69	58	.64

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

Wtd Avg - Simple weighted average



Butter		1 #					214	5.49
Cheese	Natural Varieties	8 oz shred	11	2.99				
Cottage cheese		16 oz	137	3.99				
Cream cheese		8 oz			411	2.58	735	2.89
Flavored milk	All fat tests	half gallon			289	3.49		
Ice cream		48-64oz	62	5.04	105	6.99		
Milk	All fat tests	half gallon	6017	3.73	1042	4.27	858	3.91
Milk	All fat tests	gallon	105	5.00	325	5.15	313	6.32
Milk	All fat tests	8 oz UHT	313	.90	61	1.00		
Yogurt	Greek	4-6 oz	69	1.50			72	1.00
Yogurt	Greek	32 oz	163	6.33	55	6.99	322	2.99
Yogurt	Yogurt	4-6 oz	380	.65			233	.61
Yogurt	Yogurt	32 oz	719	2.46	1327	3.09	615	3.64

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	3.69-4.99	1661	4.00	2.49-4.78	1680	3.99	2.29-3.99	1579	3.12
Yogurt	Greek	4-6 oz							1.50	69	1.50
Yogurt	Greek	32 oz	5.99	108	5.99						
Yogurt	Yogurt	4-6 oz	0.58	72	.58						
Yogurt	Yogurt	32 oz	2.50-3.99	363	2.74				1.99-2.49	356	2.17

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
Cottage cheese		16 oz				3.99	137	3.99			
Ice cream		48-64oz	4.99	51	4.99						
Milk	All fat tests	half gallon	2.49-3.99	446	3.64	3.99	291	3.99	3.99-4.00	349	4.00
Milk	All fat tests	gallon							5.00	105	5.00
Milk	All fat tests	8 oz UHT				0.92	244	.92	0.83	69	.83
Yogurt	Greek	32 oz	6.99	55	6.99						
Yogurt	Yogurt	4-6 oz				0.58-1.00	308	.66			



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
Cheese	Natural Varieties	8 oz shred	2.99	11	2.99			
Ice cream		48-64oz	5.29	11	5.29			
Milk	All fat tests	half gallon	2.99	11	2.99			

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