



## 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>

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### Advertised Prices for Dairy Products at Major Retail Supermarket Outlets ending during the period of 05/03/2019 to 05/09/2019

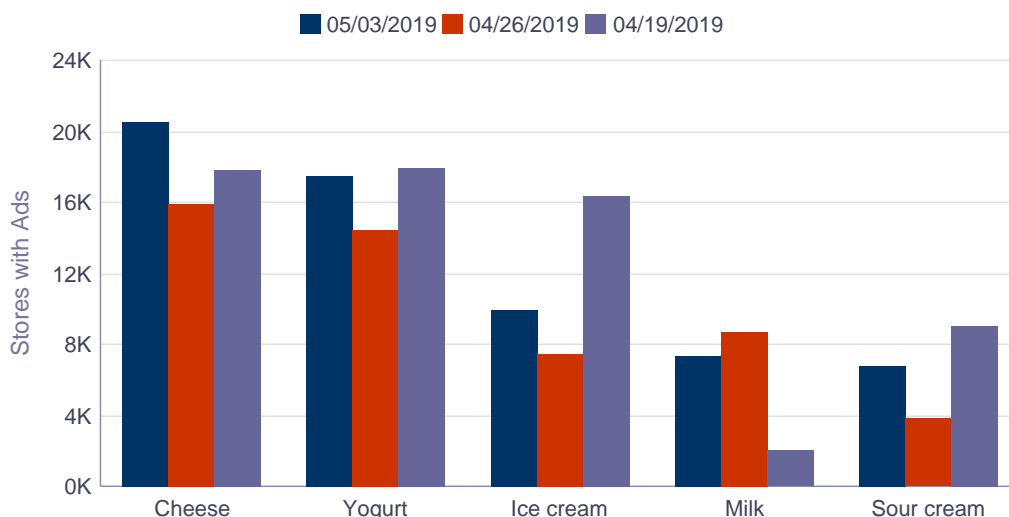
This week, retail advertisements for conventional dairy items increased by 33 percent, while organic dairy ads fell 18 percent. Conventional dairy ad volume was ten times that of organic dairy ads. Conventional ice cream in 48-64 ounce containers was the most advertised dairy item, increasing 34 percent.

Conventional cheese ad numbers increased by 29 percent. The weighted average price for conventional 8 ounce block cheese is \$2.37, up 16 cents from last week. The weighted average price for conventional 8 ounce cheese shreds is \$2.31, an increase of 17 cents over the previous retail survey. No organic cheese ads were reported within the survey this week.

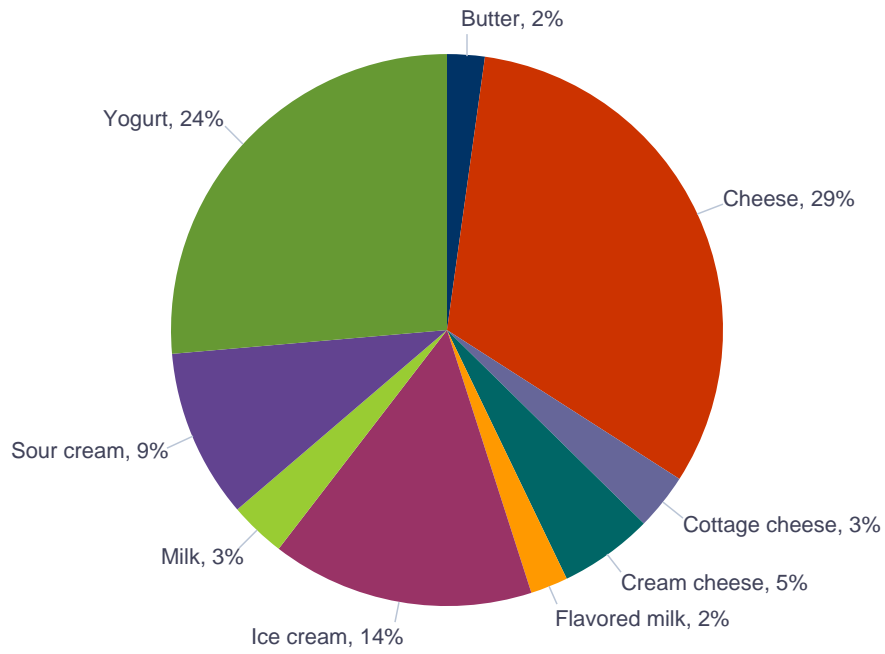
Ads for conventional yogurt increased by 29 percent, while organic yogurt ads decreased 59 percent this week. The national weighted average advertised price for conventional Greek yogurt in 4-6 ounce containers held steady at \$0.95, while the weighted average advertised price for conventional regular yogurt in 4-6 ounce containers was up 1 cent to \$.51.

The volume of advertisements decreased for both conventional and organic fluid milk products this week, down 2 percent for conventional and down 20 percent for organic. The national weighted average advertised price for conventional milk half gallons is \$1.16, down 29 cents from last week. For organic milk in half gallon containers, the national weighted advertised price is \$3.87, up 14 cents from the previous week. The resulting organic price premium is \$2.71.

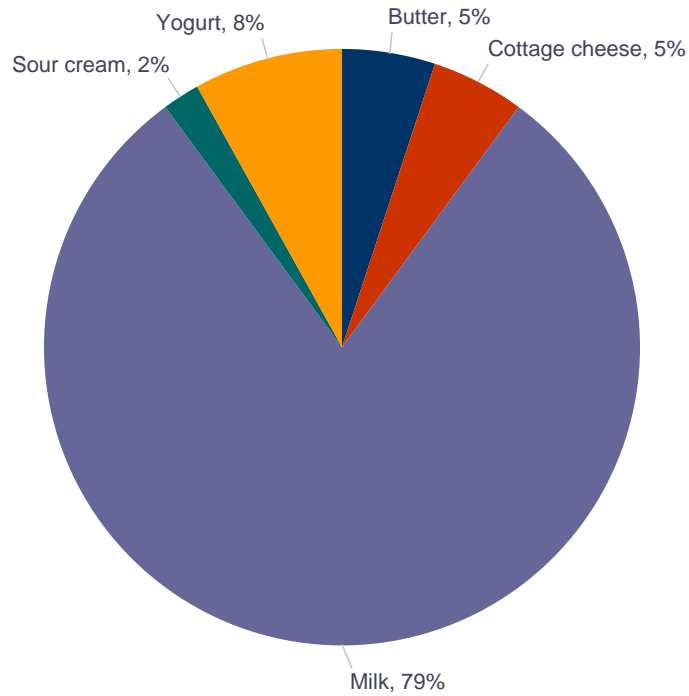
Top 5 Commodities Featured This Week



### 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 #	1728	3.68	2001	3.79	4325	3.18
Cheese	Natural Varieties	8 oz block	7895	2.37	6966	2.21	5257	2.37
Cheese	Natural Varieties	1 # block	2548	3.90	1307	4.07	1697	3.22
Cheese	Natural Varieties	2 # block	1350	5.93	991	5.64	1137	6.56
Cheese	Natural Varieties	8 oz shred	6901	2.31	6171	2.14	7578	2.38
Cheese	Natural Varieties	1 # shred	1822	4.04	424	3.99	1532	3.20
Cottage cheese		16 oz	2055	2.35	1120	2.29	4937	1.84
Cream cheese		8 oz	3710	2.18	2750	1.81	5923	1.65
Flavored milk	All fat tests	half gallon	738	3.20	418	2.93	852	2.43
Flavored milk	All fat tests	gallon	435	2.92	11	2.99	116	2.08
Ice cream		48-64oz	9915	2.93	7401	3.12	11936	3.08
Milk	All fat tests	half gallon	850	1.16	1039	1.45	1676	1.97
Milk	All fat tests	gallon	1367	2.51	1219	3.16	1572	2.51
Sour cream		16 oz	6566	1.54	3816	1.78	10384	1.64
Yogurt	Greek	4-6 oz	7473	.95	6348	.95	10254	1.01
Yogurt	Greek	32 oz	3204	4.20	717	4.35	1135	4.42
Yogurt	Yogurt	4-6 oz	6040	.51	4952	.50	4395	.53
Yogurt	Yogurt	32 oz	172	2.39	1059	2.93	1691	2.23

## 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 #	2.79-4.49	799	3.58				2.99-3.50	175	3.19
Cheese	Natural Varieties	8 oz block	1.77-3.50	3216	2.45	1.99-3.00	1785	2.44	1.77-2.50	850	2.30
Cheese	Natural Varieties	1 # block	2.99	304	2.99	3.29-4.99	1410	4.27	3.29-4.99	634	3.48
Cheese	Natural Varieties	2 # block	4.99-5.99	192	5.55						
Cheese	Natural Varieties	8 oz shred	1.77-3.49	2190	2.42	1.27-2.50	1714	2.28	1.50-2.50	1296	2.25
Cheese	Natural Varieties	1 # shred	2.99-3.99	168	3.63	3.29-4.99	902	4.43	3.29-4.99	439	3.56
Cottage cheese		16 oz	1.49-2.99	690	2.31	2.00-4.29	991	2.63	1.66	116	1.66
Cream cheese		8 oz	1.50-2.99	566	2.50	1.25-2.99	2229	2.21	1.99-2.00	282	2.00
Flavored milk	All fat tests	half gallon				2.50	214	2.50			
Flavored milk	All fat tests	gallon							2.99-3.69	319	3.22
Ice cream		48-64oz	1.99-4.49	3594	2.89	2.00-4.50	3098	2.94	1.99-3.50	1395	2.73
Milk	All fat tests	half gallon	1.79	135	1.79	0.88	114	.88	0.88	472	.88
Milk	All fat tests	gallon	1.99-2.99	290	2.20				1.98-3.00	445	2.62
Sour cream		16 oz	0.99-2.00	2036	1.64	0.99-2.00	2830	1.59	0.99-1.66	766	1.15
Yogurt	Greek	4-6 oz	0.75-1.25	2684	.95	0.80-1.00	1999	.97	0.69-0.99	359	.86
Yogurt	Greek	32 oz	3.50-4.99	1200	4.22	3.50-4.99	328	4.02	4.99	497	4.99



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	0.45-0.60	1332	.50	0.50-0.60	2061	.54	0.50-0.60	877	.51

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	121	3.99	3.99-4.29	251	4.15	2.49-3.99	358	3.70
Cheese	Natural Varieties	8 oz block	2.00-2.22	1278	2.17	1.99-2.50	555	2.22	2.00-2.99	187	2.46
Cheese	Natural Varieties	1 # block				3.99	200	3.99			
Cheese	Natural Varieties	2 # block	6.99	121	6.99	4.99-6.99	643	5.52	4.99-6.99	394	6.46
Cheese	Natural Varieties	8 oz shred	1.67-3.00	563	2.39	1.67-2.50	921	2.18	1.99-2.33	165	2.11
Cheese	Natural Varieties	1 # shred	3.29-3.99	199	3.72	3.99	114	3.99			
Cottage cheese		16 oz	1.79-2.00	129	1.88				1.25	105	1.25
Cream cheese		8 oz	1.99	74	1.99	1.69-2.00	490	1.84	1.69	69	1.69
Flavored milk	All fat tests	half gallon	3.49	121	3.49	3.49	114	3.49	3.49	289	3.49
Flavored milk	All fat tests	gallon							1.99	105	1.99
Ice cream		48-64oz	2.99-4.49	699	3.33	1.99-3.99	682	2.85	1.99-3.99	295	2.82
Milk	All fat tests	half gallon	0.99-2.97	129	1.77						
Milk	All fat tests	gallon	2.89	133	2.89	2.49	362	2.49	1.99	105	1.99
Sour cream		16 oz	0.99-2.29	357	1.41	1.29	62	1.29	1.25-1.69	463	1.47
Yogurt	Greek	4-6 oz	1.00	499	1.00	0.75-1.00	1347	.88	0.75-1.00	523	.93
Yogurt	Greek	32 oz	2.98-3.99	220	3.54	3.50-3.99	598	3.94	3.99	350	3.99
Yogurt	Yogurt	4-6 oz	0.49-0.50	339	.49	0.42-0.59	1265	.50	0.40-0.50	166	.44
Yogurt	Yogurt	32 oz	1.98-2.50	127	2.21						

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 #				3.79	24	3.79
Cheese	Natural Varieties	8 oz block				1.25	24	1.25
Cheese	Natural Varieties	8 oz shred	3.50	28	3.50	1.25	24	1.25
Cottage cheese		16 oz				2.69	24	2.69
Flavored milk	All fat tests	gallon	2.99	11	2.99			
Ice cream		48-64oz	3.49-6.99	60	5.47	2.89-4.79	92	3.42
Milk	All fat tests	gallon	2.99-4.89	32	4.24			
Sour cream		16 oz	2.99	28	2.99	2.50	24	2.50
Yogurt	Greek	4-6 oz	2.00	28	2.00	1.25	34	1.25
Yogurt	Greek	32 oz	5.99	11	5.99			
Yogurt	Yogurt	32 oz	3.29	11	3.29	2.79	34	2.79

## 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 #	322	6.09			610	5.81
Cheese	Natural Varieties	8 oz shred			11	2.99		
Cottage cheese		16 oz	351	4.17	137	3.99	213	3.99
Cream cheese		8 oz					951	2.80
Ice cream		48-64oz			62	5.04		
Milk	All fat tests	half gallon	4777	3.87	6017	3.73	3183	3.85
Milk	All fat tests	gallon	61	6.99	105	5.00	730	5.85
Milk	All fat tests	8 oz UHT	307	.89	313	.90		
Sour cream		16 oz	161	2.99				
Yogurt	Greek	4-6 oz			69	1.50		
Yogurt	Greek	32 oz	62	3.99	163	6.33		
Yogurt	Yogurt	4-6 oz			380	.65	209	1.06
Yogurt	Yogurt	32 oz	482	3.28	719	2.46	214	3.00

## 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 #	5.29	108	5.29	6.49	214	6.49			
Cottage cheese		16 oz				4.29	214	4.29			
Milk	All fat tests	half gallon	3.48-5.99	1673	4.48	2.49-4.49	963	4.13	2.29-3.79	1305	3.09
Milk	All fat tests	gallon				6.99	61	6.99			
Milk	All fat tests	8 oz UHT				0.75	61	.75			
Sour cream		16 oz	2.99	161	2.99						
Yogurt	Greek	32 oz	3.99	62	3.99						
Yogurt	Yogurt	32 oz	3.50	207	3.50	3.00-3.50	275	3.11			

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			
Milk	All fat tests	half gallon	4.00-4.49	176	4.15	2.49-4.00	360	2.97	4.00	289	4.00
Milk	All fat tests	8 oz UHT				0.92	246	.92			

Wtd Avg - Simple weighted average



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	2.49	11	2.49			

#### 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