



Dairy Market News Branch

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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 05/10/2019 to 05/16/2019

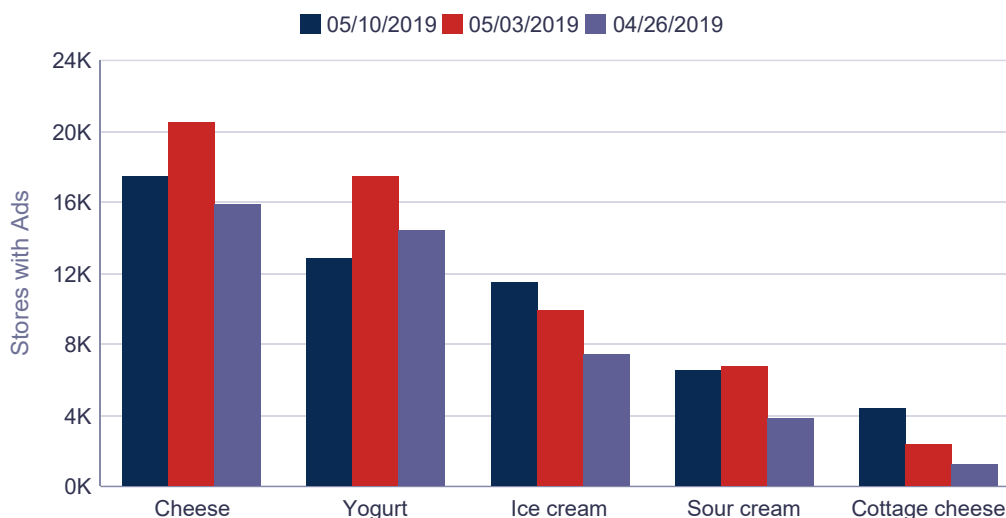
Conventional dairy ad numbers declined 10 percent this week. Organic dairy ad numbers declined 35 percent. There are nearly fourteen times more conventional dairy ads than organic dairy ads. The most advertised product/category this week is conventional ice cream in 48-64 oz. containers. Ad numbers increased 16 percent. The weighted average advertised price, \$2.97, increased 4 cents from last week. Ad numbers for 16 oz. cottage cheese more than doubled. The weighted average advertised price, \$2.02, is down \$0.33 from last week.

The national weighted average advertised price for conventional milk half gallons is \$1.89, compared to \$4.02 for organic milk half gallons, an organic price premium of \$2.13. Conventional half gallon milk ad numbers decreased 84 percent. Organic half gallon milk ad numbers decreased 72 percent.

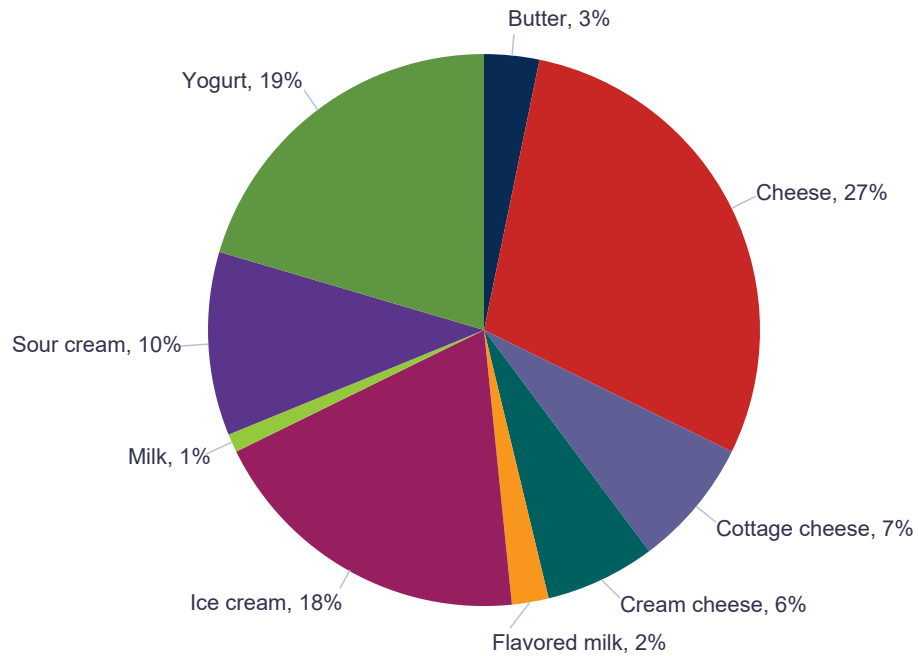
Conventional cheese ad numbers decreased 18 percent. The weighted average price for conventional 8 oz. shred cheese is \$2.22, down 9 cents from last week. The weighted average price for organic 8 oz. shred cheese is \$3.29, resulting in a \$1.07 organic price premium.

Conventional yogurt ad numbers decreased 29 percent. Organic yogurt ads increased 68 percent. 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, \$0.74, results in a 23-cent organic price premium. There are over seven times more ads for conventional 4-6 oz. yogurt than organic 4-6 oz. yogurt.

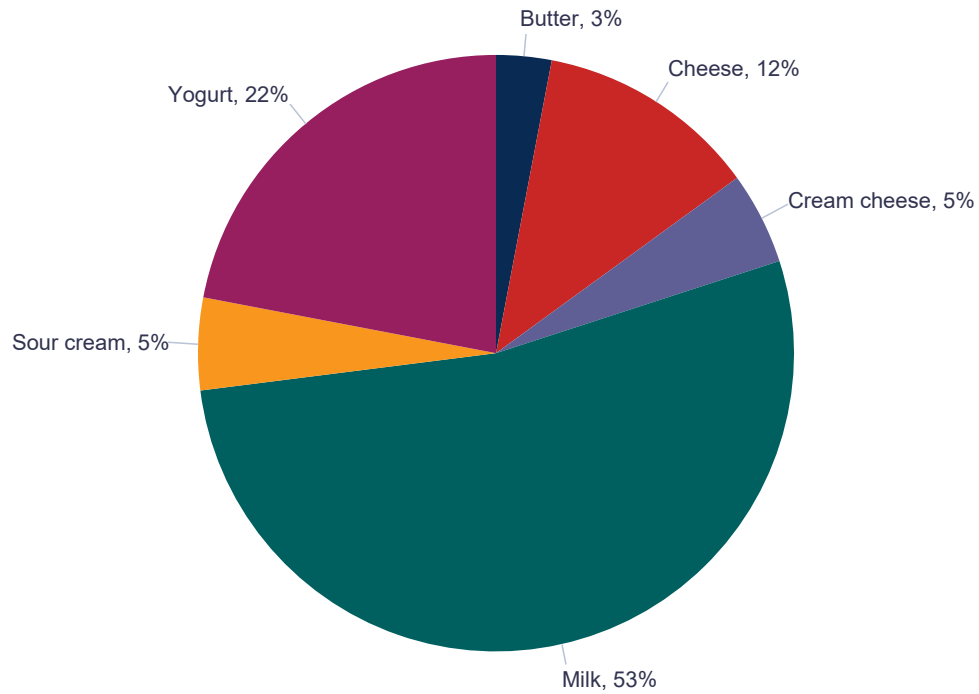
Top 5 Commodities Featured This Week



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 #	1928	3.60	1728	3.68	4761	3.13
Cheese	Natural Varieties	8 oz block	6827	2.01	7895	2.37	5031	2.26
Cheese	Natural Varieties	1 # block	1741	3.92	2548	3.90	1644	4.04
Cheese	Natural Varieties	2 # block	702	5.17	1350	5.93	803	6.92
Cheese	Natural Varieties	8 oz shred	7053	2.22	6901	2.31	6909	2.18
Cheese	Natural Varieties	1 # shred	592	4.34	1822	4.04	1794	3.98
Cottage cheese		16 oz	4346	2.02	2055	2.35	3037	1.92
Cream cheese		8 oz	3843	1.82	3710	2.18	6180	1.67
Flavored milk	All fat tests	half gallon	556	2.65	738	3.20	735	2.50
Flavored milk	All fat tests	gallon	630	3.38	435	2.92	272	3.03
Ice cream		48-64oz	11475	2.97	9915	2.93	14820	3.09
Milk	All fat tests	half gallon	133	1.89	850	1.16	892	2.43
Milk	All fat tests	gallon	326	2.56	1367	2.51	1793	2.48
Sour cream		16 oz	6301	1.91	6566	1.54	5419	1.74
Yogurt	Greek	4-6 oz	7519	.94	7473	.95	8126	.95
Yogurt	Greek	32 oz	1792	4.17	3204	4.20	1685	4.82
Yogurt	Yogurt	4-6 oz	2147	.51	6040	.51	4987	.50
Yogurt	Yogurt	32 oz	485	2.39	172	2.39	539	2.50

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 #	2.99-4.99	560	3.78	3.50-3.99	949	3.76	3.00	69	3.00
Cheese	Natural Varieties	8 oz block	1.67-2.99	1584	2.13	1.23-3.00	2921	1.82	1.88-2.00	442	1.94
Cheese	Natural Varieties	1 # block	3.19-3.49	376	3.25	3.99-4.99	741	4.30			
Cheese	Natural Varieties	2 # block	5.99	63	5.99				4.99	331	4.99
Cheese	Natural Varieties	8 oz shred	1.88-2.99	1357	2.12	1.49-3.00	1989	2.06	1.66-2.50	1407	2.17
Cheese	Natural Varieties	1 # shred	3.99	135	3.99	4.99	233	4.99			
Cottage cheese		16 oz	1.49-2.99	929	2.26	2.00-2.19	1975	2.01	1.50-2.19	472	1.77
Cream cheese		8 oz	0.77-2.00	917	1.50	1.49-3.00	1973	2.05	1.00-1.25	266	1.05
Flavored milk	All fat tests	half gallon				1.50	214	1.50	1.99	107	1.99
Flavored milk	All fat tests	gallon							2.39-2.98	176	2.58
Ice cream		48-64oz	1.88-3.99	2872	2.68	1.95-5.99	2976	3.24	1.79-3.50	2041	2.61
Milk	All fat tests	gallon							2.50	53	2.50
Sour cream		16 oz	1.69-2.59	1329	2.03	1.50-2.00	3310	1.97	1.00-1.79	454	1.32
Yogurt	Greek	4-6 oz	0.67-1.00	2094	.93	0.80-1.00	2294	.91	0.62-1.00	858	.93
Yogurt	Greek	32 oz	3.49-5.49	653	4.18	3.78	195	3.78	3.99-4.99	415	4.71
Yogurt	Yogurt	4-6 oz	0.50	758	.50	0.50-0.60	471	.51	0.40-0.50	176	.43

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	32 oz	1.97-2.69	406	2.31						

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	129	3.42	2.99	116	2.99	2.50	105	2.50
Cheese	Natural Varieties	8 oz block	2.00-2.22	1263	2.17	2.00-2.50	557	2.34	2.00	60	2.00
Cheese	Natural Varieties	1 # block	4.99	55	4.99	3.50-3.99	569	3.76			
Cheese	Natural Varieties	2 # block				4.99	178	4.99	4.99-5.99	130	5.46
Cheese	Natural Varieties	8 oz shred	2.00-3.49	682	2.41	1.99-3.49	1453	2.54	1.99-2.00	165	1.99
Cheese	Natural Varieties	1 # shred	4.99	55	4.99	3.50	169	3.50			
Cottage cheese		16 oz	2.00-2.19	196	2.14	1.79-2.19	364	1.92	1.67-2.19	410	1.82
Cream cheese		8 oz	1.25-2.99	438	1.96	1.79	244	1.79			
Flavored milk	All fat tests	half gallon	3.99	121	3.99	3.99	114	3.99			
Flavored milk	All fat tests	gallon				4.49	244	4.49	2.50-2.99	210	2.75
Ice cream		48-64oz	1.79-5.99	1423	3.57	1.79-3.50	1543	2.88	1.79-3.99	529	2.73
Milk	All fat tests	half gallon	1.89	133	1.89						
Milk	All fat tests	gallon				1.99	63	1.99	2.50-2.99	210	2.75
Sour cream		16 oz	1.69-2.00	230	1.92	1.79-1.99	604	1.91	1.67-1.89	350	1.71
Yogurt	Greek	4-6 oz	1.00	299	1.00	0.79-1.00	1578	.97	0.88-1.00	358	.90
Yogurt	Greek	32 oz				2.49-4.99	240	4.34	3.50	289	3.50
Yogurt	Yogurt	4-6 oz	0.50-0.97	185	.63	0.50	369	.50	0.39-0.50	130	.44
Yogurt	Yogurt	32 oz	2.50	55	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
Cream cheese		8 oz	1.99	5	1.99			
Ice cream		48-64oz	3.79-6.99	33	6.51	3.79-5.99	58	5.08
Sour cream		16 oz				2.25	24	2.25
Yogurt	Greek	4-6 oz	1.25-1.67	38	1.59			
Yogurt	Yogurt	4-6 oz				0.60-0.80	58	.68
Yogurt	Yogurt	32 oz				3.49	24	3.49

NATIONAL -- ORGANIC DAIRY PRODUCTS

Commodity	Type	Pack Size	THIS PERIOD	LAST WEEK	LAST YEAR
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Wtd Avg - Simple weighted average



			Stores With Ads	Wtd Avg Price	Stores With Ads	Wtd Avg Price	Stores With Ads	Wtd Avg Price
Butter		1 #	142	6.18	322	6.09	61	6.29
Cheese	Natural Varieties	8 oz block					276	2.99
Cheese	Natural Varieties	8 oz shred	503	3.29			300	3.54
Cottage cheese		16 oz			351	4.17		
Cream cheese		8 oz	214	2.50				
Ice cream		48-64oz					235	3.24
Milk	All fat tests	half gallon	1328	4.02	4777	3.87	1920	3.94
Milk	All fat tests	gallon	610	6.29	61	6.99	726	6.47
Milk	All fat tests	8 oz UHT	294	.92	307	.89	252	1.11
Sour cream		16 oz	214	2.50	161	2.99		
Yogurt	Greek	32 oz	620	5.27	62	3.99		
Yogurt	Yogurt	4-6 oz	292	.74			114	.88
Yogurt	Yogurt	32 oz			482	3.28	425	3.85

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						
Cheese	Natural Varieties	8 oz shred				3.00	214	3.00			
Cream cheese		8 oz				2.50	214	2.50			
Milk	All fat tests	half gallon	5.99	60	5.99	4.00	61	4.00			
Milk	All fat tests	gallon	6.99	396	6.99	4.99	214	4.99			
Milk	All fat tests	8 oz UHT				0.75	61	.75	0.92-1.00	233	.96
Sour cream		16 oz				2.50	214	2.50			
Yogurt	Greek	32 oz	6.99	137	6.99	3.00-5.99	428	4.50			
Yogurt	Yogurt	4-6 oz	0.58-1.25	292	.74						

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 shred							3.50	289	3.50
Milk	All fat tests	half gallon				2.99-4.99	744	4.09	2.50-3.99	463	3.65
Yogurt	Greek	32 oz	6.99	55	6.99						



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 #				8.99	34	8.99

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