



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 04/03/2020 to 04/09/2020

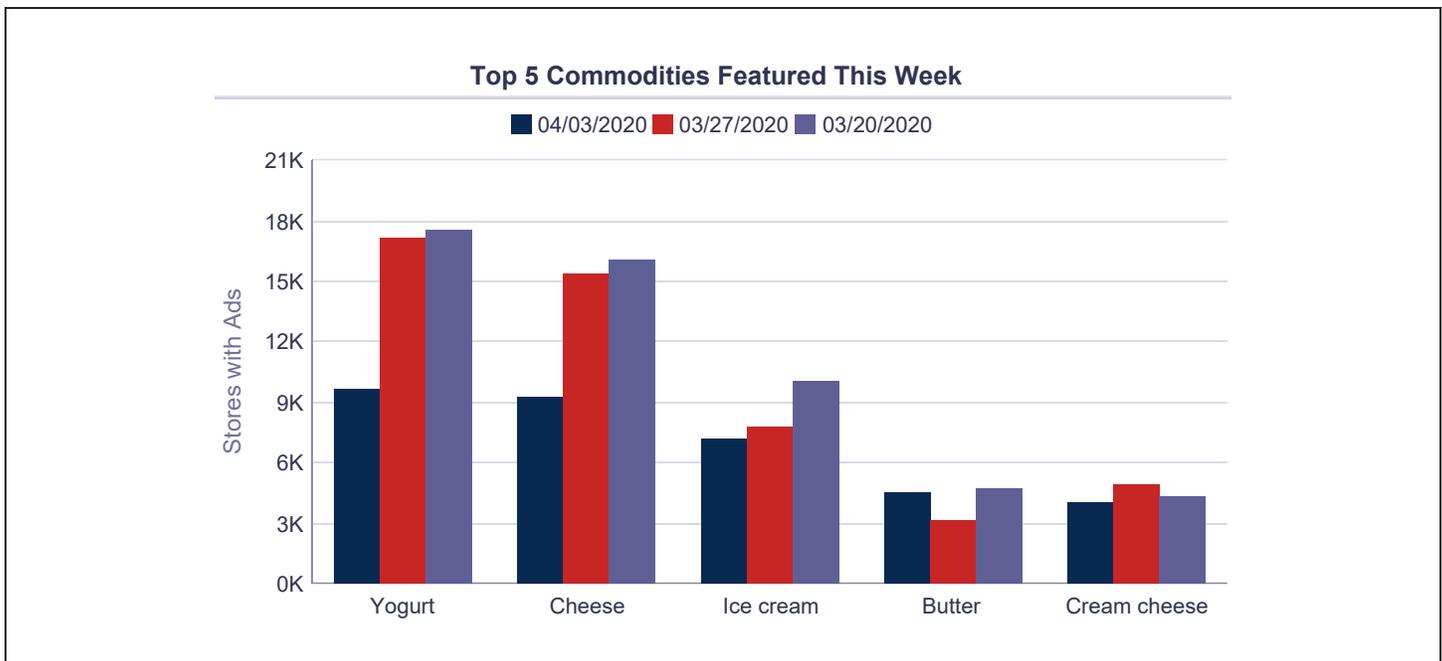
Due to COVID-19 related retail limitations, a portion of stores represented are not posting and/or have presented limited retail advertisements. This may skew data when used within a weekly or annual comparison tool.

The total number of both conventional and organic retail advertisements declined, 32 and 38 percent, respectively. Butter was one of the few conventional ad segments that grew in number, by 45 percent.

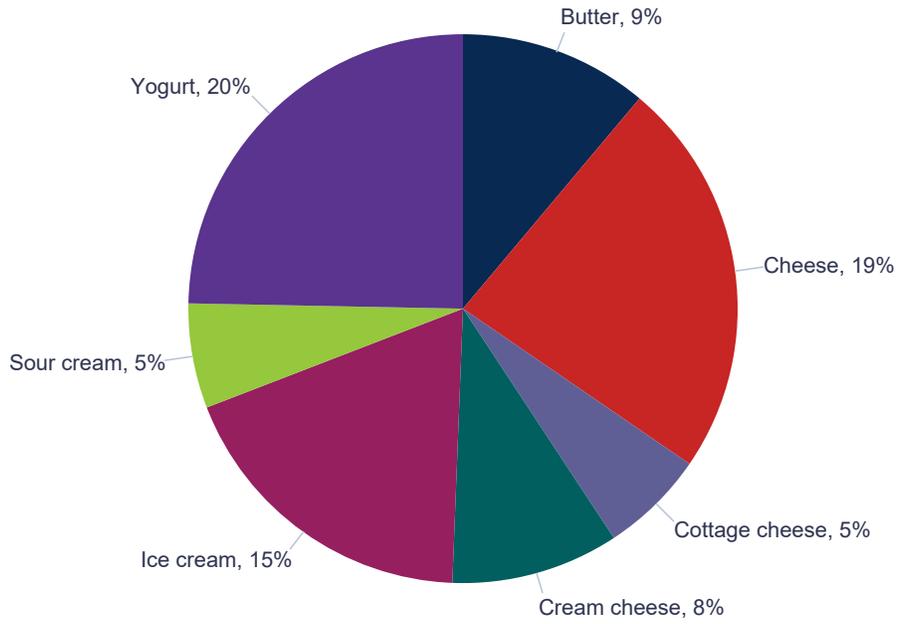
Conventional ice cream, in 48 – 64 ounce containers, was the most advertised retail item. Conventional cheese advertisements slipped by 40 percent. There were no reported organic cheese advertisements. Conventional cheese in one pound blocks has a weighted average price of \$3.33, \$1.26 lower than last week's price.

Conversely, milk advertisements were unrepresented on the conventional aisle, while organic milk advertisement numbers increased by 32 percent week over week. Organic milk in half gallon containers was the most advertised organic item this week.

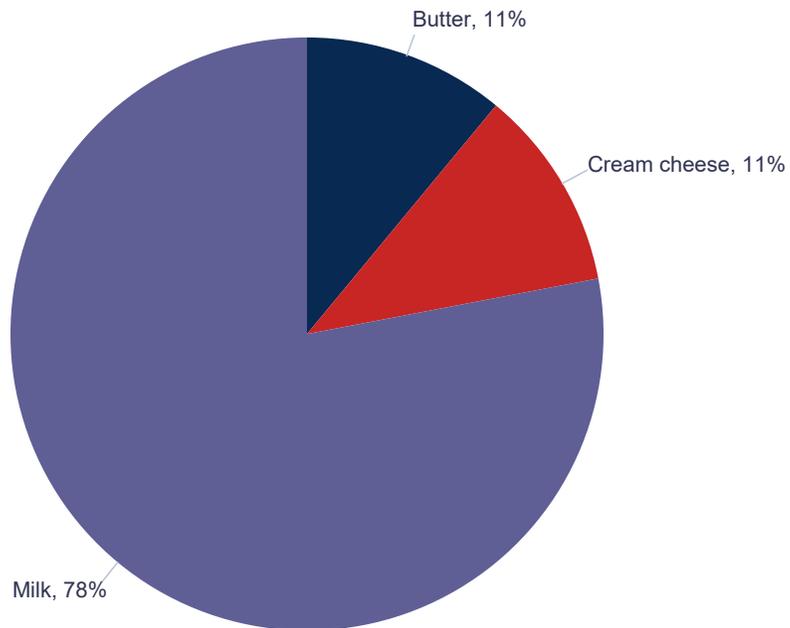
The total number of yogurt ads declined, as conventional numbers slid 42 percent; there were no organic yogurt ads reported. Weighted average prices for all conventional yogurts declined, with the exception of plain yogurt in 4 to 6 ounce containers, which increased \$.03.



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 #	4399	3.31	3044	3.09	4435	3.31
Cheese	Natural Varieties	8 oz block	3566	2.32	4301	2.20	5802	2.26
Cheese	Natural Varieties	1 # block	1155	3.33	1322	4.59	1652	3.18
Cheese	Natural Varieties	2 # block	121	5.99	605	5.91	1271	6.17
Cheese	Natural Varieties	8 oz shred	3673	2.18	7947	2.28	6371	2.27
Cheese	Natural Varieties	1 # shred	702	3.37	1135	4.57	1480	3.65
Cottage cheese		16 oz	2237	2.00	3740	2.14	3071	2.02
Cream cheese		8 oz	3882	1.65	4579	1.76	6659	1.52
Flavored milk	All fat tests	half gallon			998	2.41	214	2.50
Flavored milk	All fat tests	gallon	180	4.99	317	3.48	432	2.58
Ice cream		48-64oz	7221	3.15	7787	3.04	12694	2.86
Milk	All fat tests	half gallon			555	1.38	438	2.03
Milk	All fat tests	gallon			383	4.01	931	2.40
Sour cream		16 oz	2584	1.89	4224	1.96	4555	1.79
Yogurt	Greek	4-6 oz	2384	.93	8261	.99	8198	.97
Yogurt	Greek	32 oz	4210	3.59	3949	3.70	3460	4.32
Yogurt	Yogurt	4-6 oz	2685	.54	3143	.51	4626	.51
Yogurt	Yogurt	32 oz	403	1.98	1462	2.19	786	2.79

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 #	2.49-4.49	1271	3.14	2.49-2.99	1063	2.96	2.48-3.99	1000	3.58
Cheese	Natural Varieties	8 oz block	1.88-3.00	939	2.34	2.00-3.50	1303	2.25	1.99-2.50	693	2.07
Cheese	Natural Varieties	1 # block	3.50-4.79	243	4.22				2.99-3.89	693	3.13
Cheese	Natural Varieties	8 oz shred	1.99-3.00	1089	2.43	1.66-2.99	1516	2.03	1.99-2.50	693	2.07
Cheese	Natural Varieties	1 # shred	4.99	135	4.99				2.99	489	2.99
Cottage cheese		16 oz	1.99-2.99	647	2.22	1.50-2.00	1278	1.92	1.29-2.29	225	1.76
Cream cheese		8 oz	0.99-2.50	1248	1.87	0.99-2.00	1125	1.08	1.50-2.00	1407	1.88
Flavored milk	All fat tests	gallon							4.99	180	4.99
Ice cream		48-64oz	2.50-5.29	1906	3.19	2.50-5.99	1856	3.18	2.99-3.99	1910	3.23
Sour cream		16 oz	1.50-2.49	870	1.97	1.50-2.00	1278	1.92	1.29	119	1.29
Yogurt	Greek	4-6 oz	0.66-1.00	1476	.90	0.80-1.00	543	.98	0.99-1.00	233	.99
Yogurt	Greek	32 oz	3.47-4.99	745	4.02	3.47-5.49	1147	3.58	3.47	810	3.47
Yogurt	Yogurt	4-6 oz	0.50-0.79	783	.60	0.50	1002	.50	0.40-0.60	287	.53
Yogurt	Yogurt	32 oz	2.99	59	2.99						



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 #	3.49-4.99	187	4.14	2.99-3.50	364	3.16	2.49-3.99	479	3.77
Cheese	Natural Varieties	8 oz block	2.50-2.99	169	2.83	2.50-2.99	303	2.89	1.69-2.99	135	2.33
Cheese	Natural Varieties	1 # block	2.99	219	2.99						
Cheese	Natural Varieties	2 # block	5.99	121	5.99						
Cheese	Natural Varieties	8 oz shred	1.79-2.50	115	2.13	2.50	62	2.50	1.69-2.50	174	2.18
Cheese	Natural Varieties	1 # shred	2.99	78	2.99						
Cottage cheese		16 oz				1.99	63	1.99			
Cream cheese		8 oz	1.99	78	1.99						
Ice cream		48-64oz	2.50-3.49	477	3.04	2.99-3.00	550	3.00	1.88-2.99	463	2.82
Sour cream		16 oz	1.50-2.00	230	1.69	1.99	63	1.99			
Yogurt	Greek	4-6 oz	1.00	121	1.00						
Yogurt	Greek	32 oz	3.47	973	3.47	3.47	344	3.47	2.88-3.47	191	3.28
Yogurt	Yogurt	4-6 oz	0.49	210	.49	0.49-0.59	334	.56	0.39	69	.39
Yogurt	Yogurt	32 oz	2.50	55	2.50				1.67	289	1.67

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	11	2.99	3.50	24	3.50
Cheese	Natural Varieties	8 oz block				2.50	24	2.50
Cheese	Natural Varieties	8 oz shred				2.50	24	2.50
Cottage cheese		16 oz				2.50	24	2.50
Cream cheese		8 oz				2.50	24	2.50
Ice cream		48-64oz	2.99	11	2.99	3.99-4.00	48	4.00
Sour cream		16 oz				2.00	24	2.00
Yogurt	Greek	4-6 oz	1.00	11	1.00			

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 #	161	5.49	121	5.29	214	6.49
Cheese	Natural Varieties	8 oz block					178	4.99
Cheese	Natural Varieties	1 # shred					127	3.49
Cottage cheese		16 oz			114	3.49	51	3.49
Cream cheese		8 oz	161	2.99	335	2.42	294	2.62

Wtd Avg - Simple weighted average



Milk	All fat tests	half gallon	1023	4.15	764	3.95	1912	4.20
Milk	All fat tests	gallon	121	5.69	105	5.00	599	6.41
Milk	All fat tests	8 oz UHT					166	.94
Sour cream		16 oz			586	2.62		
Yogurt	Greek	4-6 oz			137	1.25		
Yogurt	Greek	32 oz					170	5.08
Yogurt	Yogurt	4-6 oz			72	.69	246	1.00
Yogurt	Yogurt	32 oz			124	3.49	243	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
Butter		1 #	5.49	161	5.49						
Cream cheese		8 oz	2.99	161	2.99						
Milk	All fat tests	half gallon	3.79-4.49	404	4.14	3.50-3.99	275	3.88			

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
Milk	All fat tests	half gallon	4.29	55	4.29				4.39	289	4.39
Milk	All fat tests	gallon	5.69	121	5.69						

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