



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/dybretil.pdf>

Volume 87- Number 15

Issued Weekly

Friday, April 10, 2020

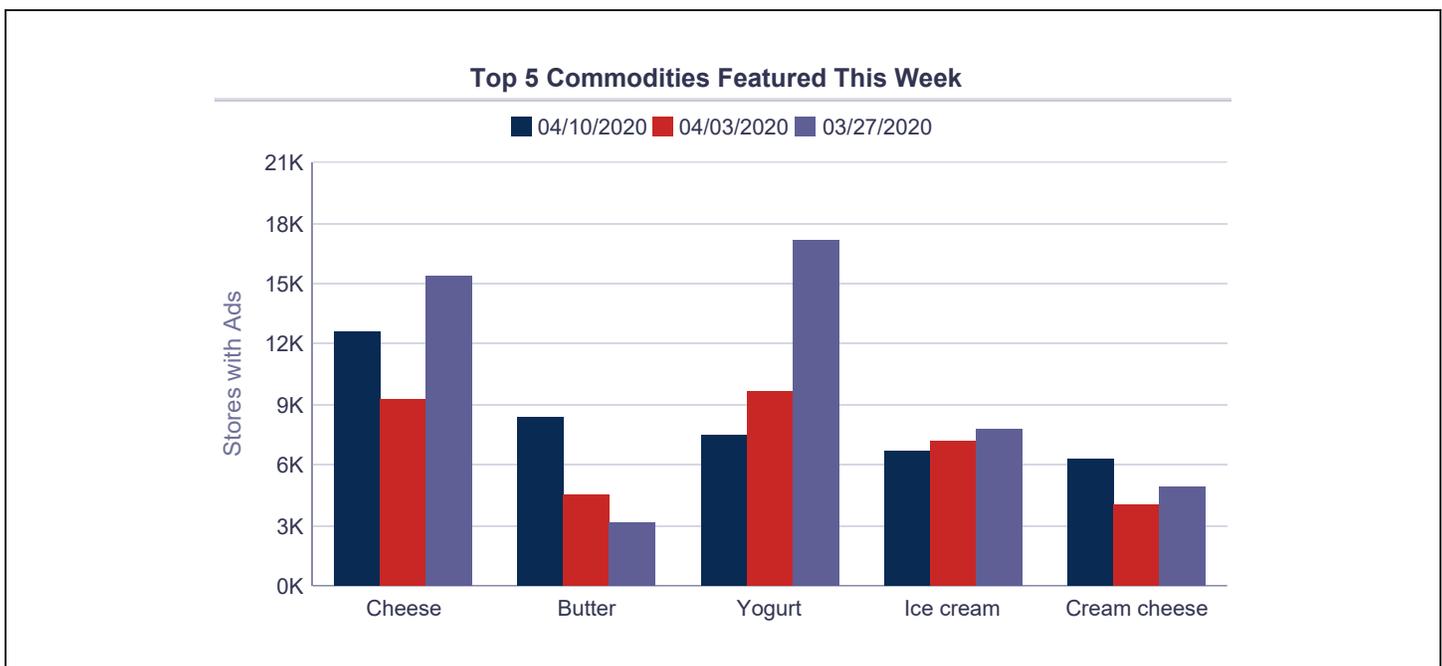
Advertised Prices for Dairy Products at Major Retail Supermarket Outlets ending during the period of 04/10/2020 to 04/16/2020

COVID-19 is still impacting how many retail store ads are posted online. Store advertisements are fewer than usual. As the result, the retail report may not fully reflect current market conditions.

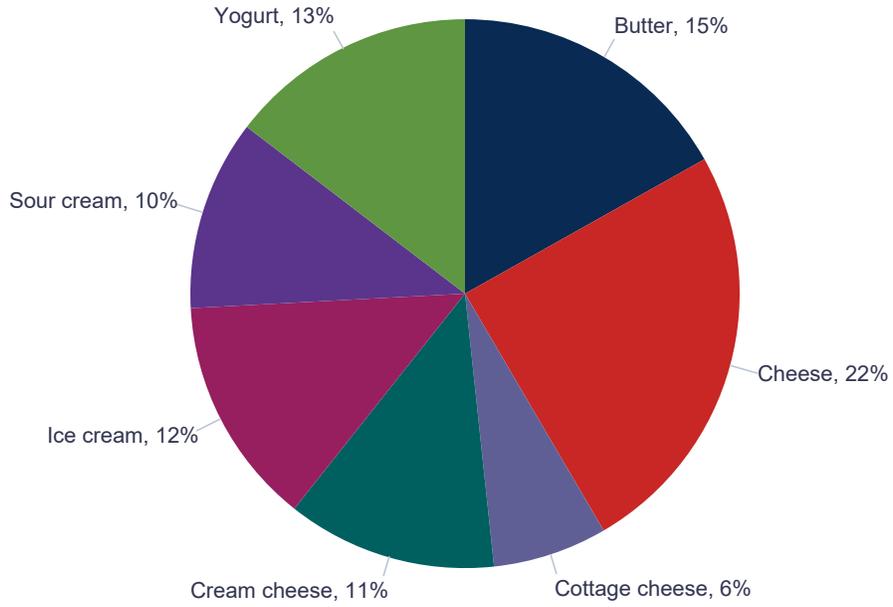
The total number of conventional advertisements grew by 27 percent whereas the total number of organic ads dropped 19 percent. Butter in 1 # packages was the most advertised conventional dairy product, followed by ice cream in 48-64 oz containers. Aside from the conventional 8 oz shred cheese category that was not advertised this week, all other conventional cheese prices increased. Block cheese in 2 # packages had the highest percentage increase in ad numbers.

The national weighted average advertised price for conventional gallon milk is \$1.99, compared to \$5.66 for organic milk in one gallon containers, creating an organic price premium of \$3.67. Organic gallon milk ad numbers increased 166 percent, the highest percentage increase in ad numbers for all organic dairy products this week.

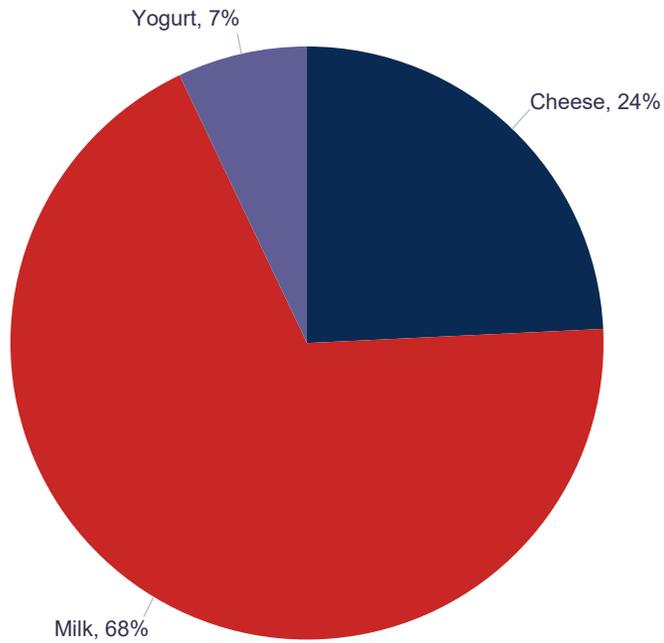
The total number of ads for conventional yogurt decreased by 24 percent. There were no organic yogurt ads this week. The total number of ads for conventional cheese increased 34 percent, but there were no organic cheese ads this week.



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 #	8338	3.03	4399	3.31	9963	3.03
Cheese	Natural Varieties	8 oz block	4415	2.48	3566	2.32	6799	2.11
Cheese	Natural Varieties	1 # block	1123	3.54	1155	3.33	795	4.30
Cheese	Natural Varieties	2 # block	568	6.03	121	5.99	757	5.49
Cheese	Natural Varieties	8 oz shred	5615	2.27	3673	2.18	8158	2.14
Cheese	Natural Varieties	1 # shred	594	3.72	702	3.37	302	4.10
Cottage cheese		16 oz	3119	2.03	2237	2.00	4904	1.88
Cream cheese		8 oz	6298	1.79	3882	1.65	8337	1.71
Flavored milk	All fat tests	half gallon					454	2.60
Flavored milk	All fat tests	gallon	180	4.99	180	4.99	423	2.87
Ice cream		48-64oz	6691	3.09	7221	3.15	14903	2.88
Milk	All fat tests	half gallon					978	2.19
Milk	All fat tests	gallon	105	1.99			759	2.74
Sour cream		16 oz	5576	1.90	2584	1.89	5766	1.76
Yogurt	Greek	4-6 oz	2807	.93	2384	.93	10389	.95
Yogurt	Greek	32 oz	3251	3.52	4210	3.59	1227	3.63
Yogurt	Yogurt	4-6 oz	770	.47	2685	.54	4098	.51
Yogurt	Yogurt	32 oz	546	2.13	403	1.98	357	2.52

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 #	2.29-3.99	1625	2.92	2.29-4.00	3579	3.00	2.50-2.99	750	2.90
Cheese	Natural Varieties	8 oz block	2.00-3.00	956	2.43	2.00-3.50	2378	2.56	1.67-2.50	576	2.03
Cheese	Natural Varieties	1 # block	2.88-4.79	655	3.76				2.99-3.49	468	3.24
Cheese	Natural Varieties	8 oz shred	1.99-2.99	1496	2.30	2.00-2.99	2101	2.06	1.67-2.99	974	2.57
Cheese	Natural Varieties	1 # shred	4.99	135	4.99				2.99-3.49	370	3.30
Cottage cheese		16 oz	1.99-2.99	478	2.34	1.99-2.00	1886	2.00	2.00	69	2.00
Cream cheese		8 oz	0.79-2.00	1514	1.59	1.66-2.00	2013	1.87	1.79-2.00	733	1.84
Flavored milk	All fat tests	gallon							4.99	180	4.99
Ice cream		48-64oz	1.99-3.99	1151	2.66	2.50-5.99	1814	3.08	1.99-3.99	1901	3.06
Sour cream		16 oz	1.49-2.99	1447	1.86	1.99-2.00	1886	2.00	1.49-2.00	564	1.86
Yogurt	Greek	4-6 oz	0.69-1.00	806	.86	0.80-1.00	518	.93	0.90-1.00	463	.97
Yogurt	Greek	32 oz	2.99-5.49	718	3.71	3.47	1086	3.47			
Yogurt	Yogurt	4-6 oz	0.60	62	.60	0.50	61	.50	0.37	180	.37
Yogurt	Yogurt	32 oz	2.79	135	2.79						



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 #	1.99-3.00	731	2.77	2.88-3.99	986	3.39	2.49-3.99	584	3.34
Cheese	Natural Varieties	8 oz block	2.00	55	2.00	1.88-2.99	304	2.76	2.49-2.99	135	2.73
Cheese	Natural Varieties	2 # block	6.99	121	6.99	5.49-6.99	262	5.84	4.99-5.99	174	5.59
Cheese	Natural Varieties	8 oz shred	1.99-2.00	109	2.00	1.88-3.29	729	2.34	2.49	174	2.49
Cheese	Natural Varieties	1 # shred	3.49	78	3.49						
Cottage cheese		16 oz	1.97	60	1.97	1.79	244	1.79	1.69-2.00	358	1.94
Cream cheese		8 oz	0.79-1.99	284	1.29	1.67-2.00	1271	1.93	1.67-1.99	400	1.79
Ice cream		48-64oz	2.99-4.99	396	4.12	2.29-5.99	751	3.10	2.49-3.49	584	3.04
Milk	All fat tests	gallon							1.99	105	1.99
Sour cream		16 oz	1.50-2.00	236	1.74	1.67-1.99	684	1.84	1.69-2.00	708	1.88
Yogurt	Greek	4-6 oz	0.79-1.00	184	.86	0.99-1.00	418	.99	0.99-1.00	418	1.00
Yogurt	Greek	32 oz	3.47	973	3.47	3.47	344	3.47	3.47	130	3.47
Yogurt	Yogurt	4-6 oz	0.49	210	.49	0.49-0.50	257	.50			
Yogurt	Yogurt	32 oz							1.67-3.00	411	1.92

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 #	3.00-3.99	32	3.65	3.50-4.99	51	4.29
Cheese	Natural Varieties	8 oz block	4.00	11	4.00			
Cheese	Natural Varieties	2 # block	6.99	11	6.99			
Cheese	Natural Varieties	8 oz shred	2.50-4.00	32	3.02			
Cheese	Natural Varieties	1 # shred	3.49	11	3.49			
Cottage cheese		16 oz				2.50	24	2.50
Cream cheese		8 oz	2.00	32	2.00	2.50	51	2.50
Ice cream		48-64oz	3.88-4.99	43	4.45	4.88-4.99	51	4.93
Sour cream		16 oz				2.00-2.50	51	2.26

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	117	3.99
Cheese	Natural Varieties	8 oz block					178	4.99
Cheese	Natural Varieties	8 oz shred	289	3.79				
Cottage cheese		16 oz					51	3.97
Cream cheese		8 oz			161	2.99	356	2.84

Wtd Avg - Simple weighted average



Ice cream		48-64oz						69	5.99
Milk	All fat tests	half gallon	493	4.11	1023	4.15	1429	4.11	
Milk	All fat tests	gallon	322	5.66	121	5.69			
Milk	All fat tests	8 oz UHT					198	1.00	
Yogurt	Greek	32 oz	87	3.50			163	6.33	
Yogurt	Yogurt	4-6 oz					123	1.11	
Yogurt	Yogurt	32 oz					1261	3.10	

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	3.99	135	3.99						
Milk	All fat tests	gallon	6.99	108	6.99	4.99	214	4.99			
Yogurt	Greek	32 oz				3.50	87	3.50			

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							3.79	289	3.79
Milk	All fat tests	half gallon							3.99-4.19	358	4.15

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