



## 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>

Volume 87- Number 16

Issued Weekly

Friday, April 17, 2020

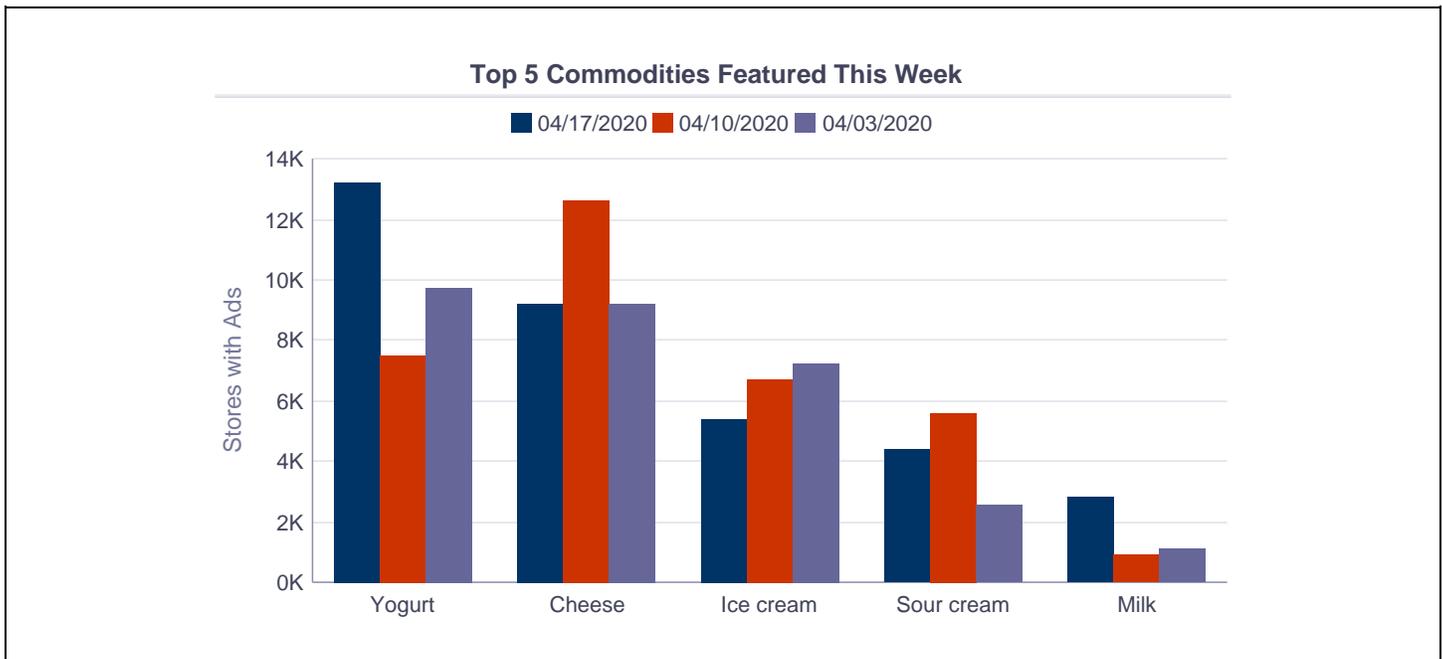
### Advertised Prices for Dairy Products at Major Retail Supermarket Outlets ending during the period of 04/17/2020 to 04/23/2020

As a result of COVID-19, retailers have adjusted their promotional programs. The number of advertisements is less than usual. Some retailers have suspended or abbreviated advertisements. Many have implemented added safety measures within stores, including modified hours of operation and limits on selected items. As a result, the retail report reflects conditions that are different than normal seasonal patterns.

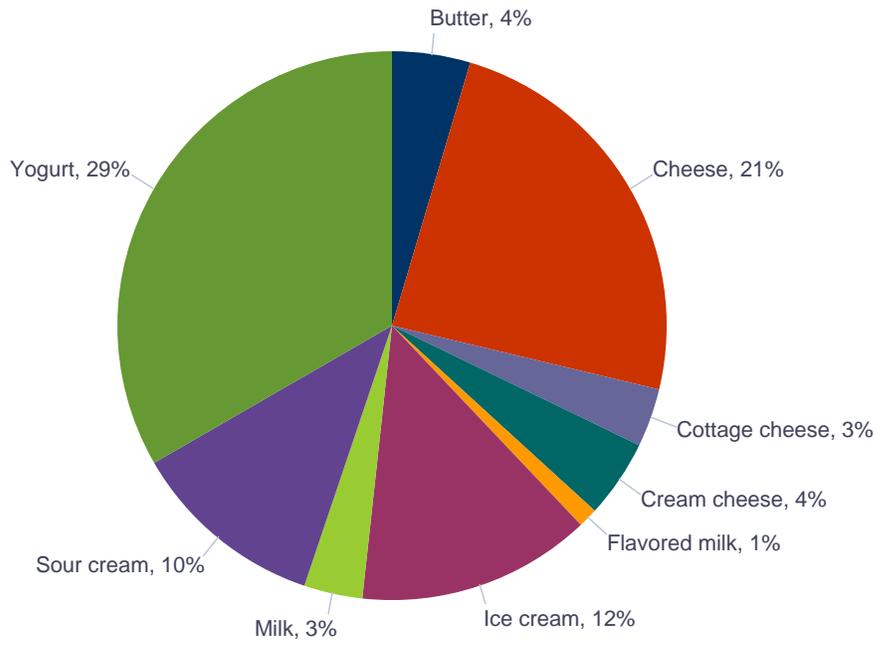
The total number of conventional ads decreased by 23 percent while the total number of organic ads increased 102 percent. Conventional Greek yogurt was the most heavily advertised dairy item, followed by conventional 8-ounce shred cheese and conventional 48 to 64-ounce containers of ice cream. When compared to the number of dairy ads in 2019, conventional ads are about 44 percent of what was posted in 2019, and organic ads are about two-thirds of the number of 2019 ads.

Although not typically a largely advertised dairy item, total conventional milk ads increased over ten-fold, and total organic milk ads increased by 87 percent. The national weighted average advertised price for conventional half gallon milk is \$1.08, compared to \$4.05 for organic milk in half gallon containers, creating an organic price premium of \$2.97. For gallon milk, the national weighted average advertised price for conventional milk is \$2.56, compared to \$6.99 for organic milk.

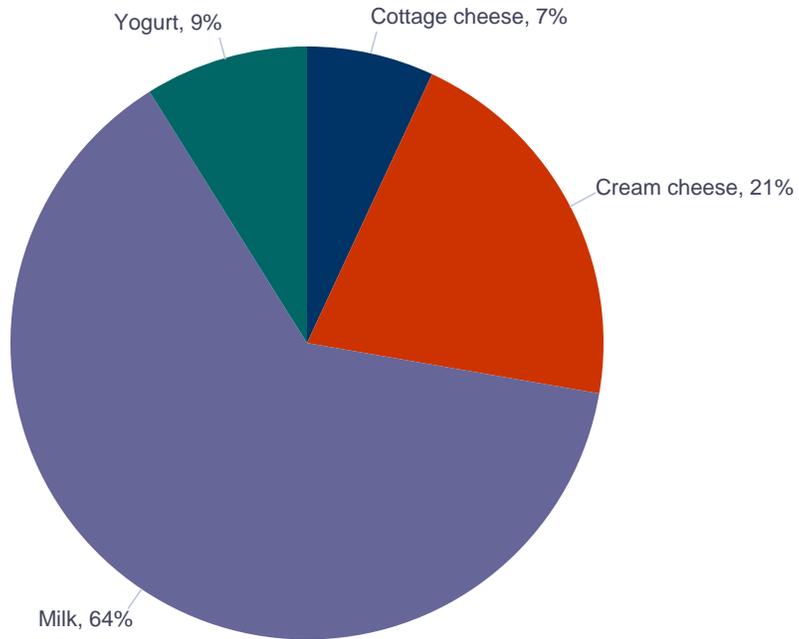
The national weighted average advertised price for butter in 1 pound packages is \$3.21, up 18 cents from last week. The national weighted average advertised price for shred cheese in 8-ounce packages is \$2.38, up 11 cents from last week. There were no organic cheese ads in this week's survey.



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 #	1913	3.21	8338	3.03	11365	2.91
Cheese	Natural Varieties	8 oz block	1944	2.46	4415	2.48	7549	2.09
Cheese	Natural Varieties	1 # block	391	4.18	1123	3.54	941	3.84
Cheese	Natural Varieties	2 # block	544	6.77	568	6.03	922	6.02
Cheese	Natural Varieties	8 oz shred	6039	2.38	5615	2.27	8039	2.00
Cheese	Natural Varieties	1 # shred	290	4.13	594	3.72	289	3.99
Cottage cheese		16 oz	1226	1.92	3119	2.03	4478	1.92
Cream cheese		8 oz	1623	2.05	6298	1.79	11130	1.83
Flavored milk	All fat tests	half gallon					247	2.58
Flavored milk	All fat tests	gallon	574	3.19	180	4.99	212	3.00
Ice cream		48-64oz	5399	3.06	6691	3.09	16158	2.92
Milk	All fat tests	half gallon	673	1.08			144	2.00
Milk	All fat tests	gallon	657	2.56	105	1.99	446	2.46
Sour cream		16 oz	4398	1.71	5576	1.90	8954	1.77
Yogurt	Greek	4-6 oz	6820	.97	2807	.93	10596	.93
Yogurt	Greek	32 oz	3501	3.61	3251	3.52	1854	3.49
Yogurt	Yogurt	4-6 oz	2346	.50	770	.47	3636	.50
Yogurt	Yogurt	32 oz	313	1.82	546	2.13	472	2.35

## 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	598	3.10	2.50	195	2.50	1.99	106	1.99
Cheese	Natural Varieties	8 oz block	1.99-2.50	891	2.23	2.00-3.50	363	3.00	2.00	107	2.00
Cheese	Natural Varieties	1 # block	4.99	108	4.99	3.99	214	3.99	3.50	69	3.50
Cheese	Natural Varieties	8 oz shred	1.88-2.99	1699	2.14	2.00-3.00	3334	2.54	2.00	107	2.00
Cheese	Natural Varieties	1 # shred	4.33	221	4.33				3.50	69	3.50
Cottage cheese		16 oz	1.67-2.00	665	1.80	1.67-2.00	275	1.93	1.99	180	1.99
Cream cheese		8 oz	2.00-2.99	271	2.40				1.99-2.33	763	2.04
Flavored milk	All fat tests	gallon							4.99	180	4.99
Ice cream		48-64oz	2.37-3.50	1563	2.83	2.50-5.98	1259	3.08	2.97-3.99	1378	3.29
Milk	All fat tests	half gallon							0.88-1.39	595	1.09
Milk	All fat tests	gallon							2.19	119	2.19
Sour cream		16 oz	1.29-2.00	1540	1.85	1.29-2.00	1277	1.43	1.99-2.00	318	1.99
Yogurt	Greek	4-6 oz	0.74-1.00	1883	.94	0.99-1.00	2952	1.00	0.80-0.99	753	.94
Yogurt	Greek	32 oz	3.47-4.99	585	3.76	3.47-5.00	1300	3.72			
Yogurt	Yogurt	4-6 oz	0.50	512	.50	0.50	1510	.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
Butter		1 #	2.50-4.99	543	3.30				3.48-3.99	471	3.80
Cheese	Natural Varieties	8 oz block	2.00	55	2.00	2.99	241	2.99	1.50-2.99	276	2.24
Cheese	Natural Varieties	2 # block				5.99	422	5.99	7.98-10.98	122	9.48
Cheese	Natural Varieties	8 oz shred	1.79-3.00	721	2.36	3.00	62	3.00	1.50	105	1.50
Cottage cheese		16 oz	2.00-2.99	106	2.48						
Cream cheese		8 oz	1.67-2.00	449	1.95				1.50	105	1.50
Flavored milk	All fat tests	gallon							1.99-2.50	394	2.36
Ice cream		48-64oz	2.99-4.99	241	3.63	2.50-3.50	543	2.93	2.50-3.50	356	2.83
Milk	All fat tests	half gallon	0.99	78	.99						
Milk	All fat tests	gallon				2.79	422	2.79	1.99	105	1.99
Sour cream		16 oz	1.50-2.00	389	1.84	1.99	167	1.99	1.00-1.79	683	1.62
Yogurt	Greek	4-6 oz	0.89-1.00	334	.96	0.99-1.00	353	1.00	0.88-1.00	523	.91
Yogurt	Greek	32 oz	3.47	973	3.47	3.47-3.49	513	3.48	3.47	130	3.47
Yogurt	Yogurt	4-6 oz	0.49	210	.49	0.49	90	.49			
Yogurt	Yogurt	32 oz							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
Cheese	Natural Varieties	8 oz block	4.00	11	4.00			
Cheese	Natural Varieties	8 oz shred	4.00	11	4.00			
Cream cheese		8 oz	1.99	11	1.99	2.50	24	2.50
Ice cream		48-64oz	2.98-4.99	32	3.67	3.98	27	3.98
Milk	All fat tests	gallon	2.99	11	2.99			
Sour cream		16 oz				2.00	24	2.00
Yogurt	Greek	4-6 oz	0.70-1.00	22	.85			
Yogurt	Yogurt	4-6 oz				0.80	24	.80
Yogurt	Yogurt	32 oz				3.69	24	3.69

### 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
Cheese	Natural Varieties	8 oz shred			289	3.79		
Cottage cheese		16 oz	162	2.99				
Cream cheese		8 oz	502	3.50			411	2.58
Flavored milk	All fat tests	half gallon					289	3.49

Wtd Avg - Simple weighted average



Ice cream		48-64oz						105	6.99
Milk	All fat tests	half gallon	1044	4.05	493	4.11	1042	4.27	
Milk	All fat tests	gallon	114	6.99	322	5.66	325	5.15	
Milk	All fat tests	8 oz UHT	370	.99			61	1.00	
Yogurt	Greek	32 oz			87	3.50	55	6.99	
Yogurt	Yogurt	4-6 oz	213	.93					
Yogurt	Yogurt	32 oz					1327	3.09	

### 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
Cream cheese		8 oz				3.50	502	3.50			
Milk	All fat tests	half gallon	3.99	221	3.99	4.00-4.49	301	4.35			
Milk	All fat tests	8 oz UHT							0.99	370	.99
Yogurt	Yogurt	4-6 oz	0.88	108	.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
Cottage cheese		16 oz	2.99	162	2.99						
Milk	All fat tests	half gallon	4.29	55	4.29	2.99	178	2.99	4.39	289	4.39
Milk	All fat tests	gallon	6.99	114	6.99						
Yogurt	Yogurt	4-6 oz							0.99	105	.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

### 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

Wtd Avg - Simple weighted average