



Dairy Market News Branch

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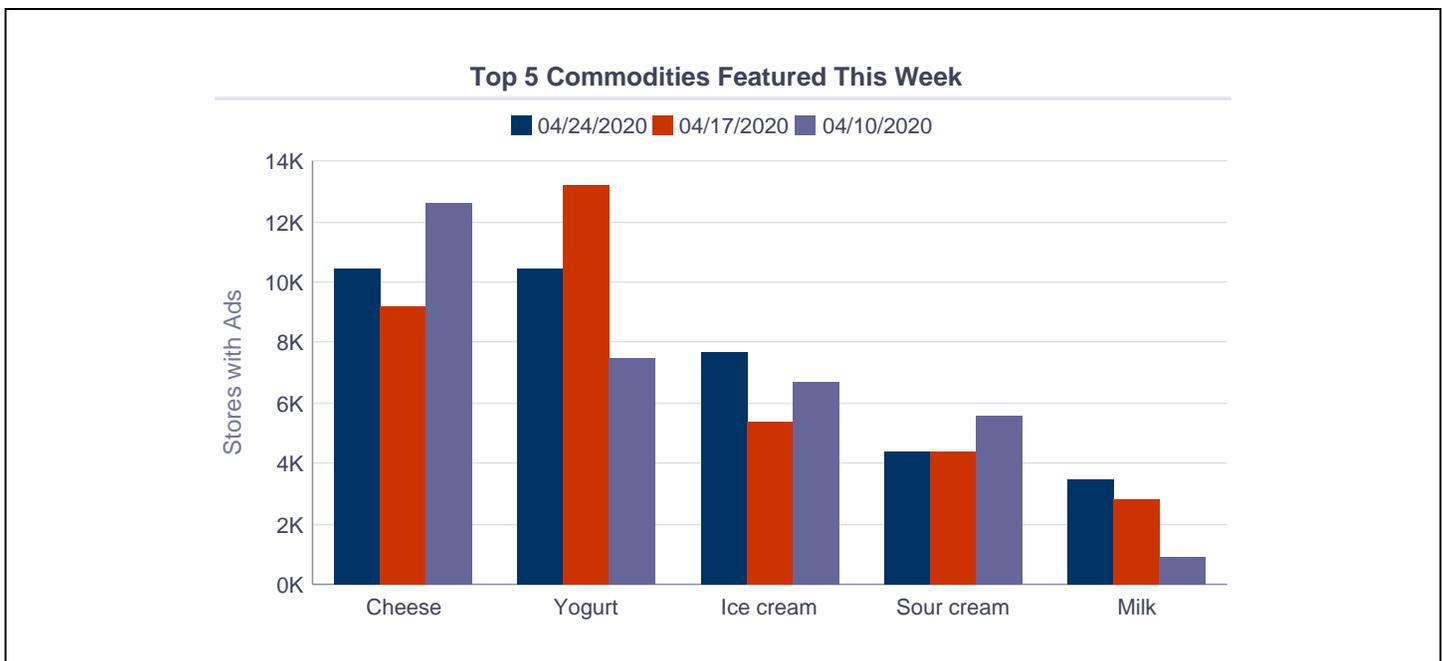
Advertised Prices for Dairy Products at Major Retail Supermarket Outlets ending during the period of 04/24/2020 to 04/30/2020

Retail dairy advertising has been less robust in recent weeks. Some grocery stores have posted online notices that ads are temporarily suspended during this unusual stay at home period in the U.S. Conventional retail ad numbers this week increased 7 percent. Organic retail ad numbers declined 22 percent. The most advertised single category/size is 48-64 oz conventional ice cream. Ad numbers increased 42 percent from last week. The weighted average advertised price, \$3.11, increased \$0.05 from last week. There are no ads for organic ice cream.

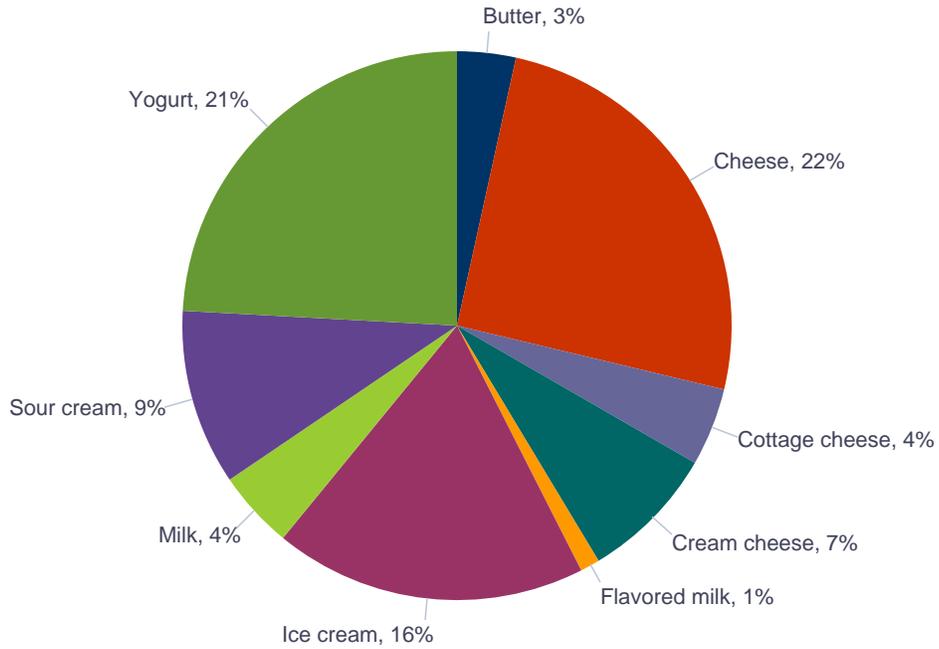
Conventional cheese ads increased 13 percent. There are no ads for organic cheese. Ads for 8 oz block increased 140 percent. The weighted average advertised price, \$2.43, decreased \$0.03. Ads for 8 oz shredded cheese decreased 23 percent. The average price, \$2.45, increased \$0.07.

Conventional yogurt ads declined 21 percent. There are over 47 times more ads for conventional yogurt than organic yogurt. Ads for conventional 4-6 oz Greek yogurt decreased 15 percent. The average price, \$0.99, increased \$0.02.

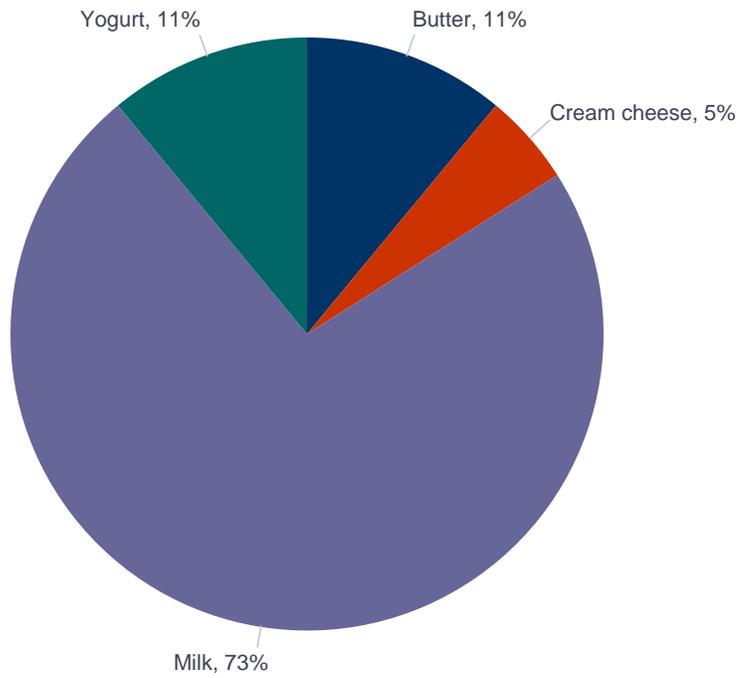
The national weighted average advertised price for conventional milk in half gallons is \$1.93, compared with \$3.83 for organic milk half gallons. This results in an organic premium of \$1.90. Conventional milk ads increased by 59 percent, while organic milk ads decreased by 11 percent.



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 #	1228	3.15	1913	3.21	2001	3.79
Cheese	Natural Varieties	8 oz block	4675	2.43	1944	2.46	6966	2.21
Cheese	Natural Varieties	1 # block	563	4.48	391	4.18	1307	4.07
Cheese	Natural Varieties	2 # block	473	5.91	544	6.77	991	5.64
Cheese	Natural Varieties	8 oz shred	4622	2.45	6039	2.38	6171	2.14
Cheese	Natural Varieties	1 # shred	99	5.99	290	4.13	424	3.99
Cottage cheese		16 oz	1735	2.08	1226	1.92	1120	2.29
Cream cheese		8 oz	3187	2.04	1623	2.05	2750	1.81
Flavored milk	All fat tests	half gallon	285	1.94			418	2.93
Flavored milk	All fat tests	gallon	180	4.99	574	3.19	11	2.99
Ice cream		48-64oz	7667	3.11	5399	3.06	7401	3.12
Milk	All fat tests	half gallon	1743	1.93	673	1.08	1039	1.45
Milk	All fat tests	gallon	367	2.90	657	2.56	1219	3.16
Sour cream		16 oz	4376	1.60	4398	1.71	3816	1.78
Yogurt	Greek	4-6 oz	5771	.99	6820	.97	6348	.95
Yogurt	Greek	32 oz	234	4.25	3501	3.61	717	4.35
Yogurt	Yogurt	4-6 oz	3344	.49	2346	.50	4952	.50
Yogurt	Yogurt	32 oz	626	2.29	313	1.82	1059	2.93

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 #	2.29-4.29	390	2.98	2.29	227	2.29	2.50	69	2.50
Cheese	Natural Varieties	8 oz block	1.88-2.50	596	2.11	1.88-3.00	1775	2.69	1.88-2.50	648	2.12
Cheese	Natural Varieties	2 # block							6.98	107	6.98
Cheese	Natural Varieties	8 oz shred	1.99-3.50	898	2.58	2.50-3.00	1272	2.65	1.88-2.50	873	2.06
Cottage cheese		16 oz	1.67-3.49	282	2.54	2.00	1297	2.00	1.99	69	1.99
Cream cheese		8 oz	1.99-2.99	172	2.63	0.99-2.99	1606	2.43	0.99-1.99	926	1.50
Flavored milk	All fat tests	half gallon							2.50	180	2.50
Flavored milk	All fat tests	gallon							4.99	180	4.99
Ice cream		48-64oz	1.99-3.99	1716	2.80	2.00-5.99	2989	3.14	2.88-3.99	1239	3.50
Milk	All fat tests	half gallon				1.99	1083	1.99			
Sour cream		16 oz	1.50-2.39	1094	1.85	0.99-2.00	1534	1.83	0.97-0.99	757	.99
Yogurt	Greek	4-6 oz	0.88-1.00	1388	.99	0.99-1.00	1302	1.00	0.88-1.00	1315	.98
Yogurt	Greek	32 oz	4.99	147	4.99	2.99	87	2.99			
Yogurt	Yogurt	4-6 oz	0.50-0.60	853	.52	0.39-0.60	412	.52	0.39-0.60	1323	.48
Yogurt	Yogurt	32 oz				2.99	214	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 #	2.50	55	2.50	3.49	137	3.49	3.98-3.99	350	3.99
Cheese	Natural Varieties	8 oz block	1.99-2.99	590	2.50	1.99-2.50	845	2.21	2.50-2.99	127	2.75
Cheese	Natural Varieties	1 # block				3.99-5.99	274	4.99	3.99	289	3.99
Cheese	Natural Varieties	2 # block				5.49	200	5.49	4.99-6.98	166	5.72
Cheese	Natural Varieties	8 oz shred	1.99-3.99	590	2.69	1.99-2.50	845	2.21	2.50	61	2.50
Cheese	Natural Varieties	1 # shred	5.99	99	5.99						
Cottage cheese		16 oz				1.69	63	1.69			
Cream cheese		8 oz	2.00	62	2.00				0.99-1.67	410	1.47
Flavored milk	All fat tests	half gallon							0.99	105	.99
Ice cream		48-64oz	2.50-3.99	387	3.11	2.67-3.50	729	3.00	2.99-3.50	524	3.05
Milk	All fat tests	half gallon	1.99	133	1.99	1.99	422	1.99	0.99	105	.99
Milk	All fat tests	gallon				2.79-2.99	367	2.90			
Sour cream		16 oz	1.50	121	1.50	0.99-1.69	320	1.35	0.99-1.79	515	1.44
Yogurt	Greek	4-6 oz	0.89-1.00	317	.96	0.99-1.09	1248	1.01	1.00	190	1.00
Yogurt	Yogurt	4-6 oz	0.37-0.50	457	.47	0.49	90	.49	0.44-0.50	174	.48
Yogurt	Yogurt	32 oz				2.59	62	2.59	1.67-2.50	350	1.81

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	2.00-4.00	43	2.76	2.50-3.00	51	2.76
Cheese	Natural Varieties	8 oz shred	2.50-4.00	32	3.02	2.50-3.00	51	2.76
Cottage cheese		16 oz				2.25	24	2.25
Cream cheese		8 oz	3.00	11	3.00			
Ice cream		48-64oz	2.98-3.99	32	3.33	3.98-4.99	51	4.46
Sour cream		16 oz	1.50	11	1.50	2.25	24	2.25
Yogurt	Greek	4-6 oz	1.25	11	1.25			
Yogurt	Yogurt	4-6 oz	0.50	11	.50	0.80	24	.80

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 #	214	5.49				
Cheese	Natural Varieties	8 oz shred					11	2.99
Cottage cheese		16 oz			162	2.99	137	3.99
Cream cheese		8 oz	87	2.50	502	3.50		

Wtd Avg - Simple weighted average



Ice cream		48-64oz						62	5.04
Milk	All fat tests	half gallon	1120	3.83	1044	4.05	6017	3.73	
Milk	All fat tests	gallon	105	5.00	114	6.99	105	5.00	
Milk	All fat tests	8 oz UHT	138	1.01	370	.99	313	.90	
Yogurt	Greek	4-6 oz					69	1.50	
Yogurt	Greek	32 oz	214	3.00			163	6.33	
Yogurt	Yogurt	4-6 oz			213	.93	380	.65	
Yogurt	Yogurt	32 oz					719	2.46	

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	214	5.49			
Cream cheese		8 oz				2.50	87	2.50			
Milk	All fat tests	half gallon	3.79	108	3.79				3.29	497	3.29
Milk	All fat tests	8 oz UHT							0.99	127	.99
Yogurt	Greek	32 oz				3.00	214	3.00			

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	3.29	78	3.29	4.99	137	4.99	4.39	289	4.39
Milk	All fat tests	gallon							5.00	105	5.00

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	3.49	11	3.49			
Milk	All fat tests	8 oz UHT	1.25	11	1.25			

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

Wtd Avg - Simple weighted average



NORTHWEST U.S.	Idaho, Montana, Oregon, Washington, and Wyoming
ALASKA	Alaska
HAWAII	Hawaii
NATIONAL	Continental United States