



Dairy Market News Branch

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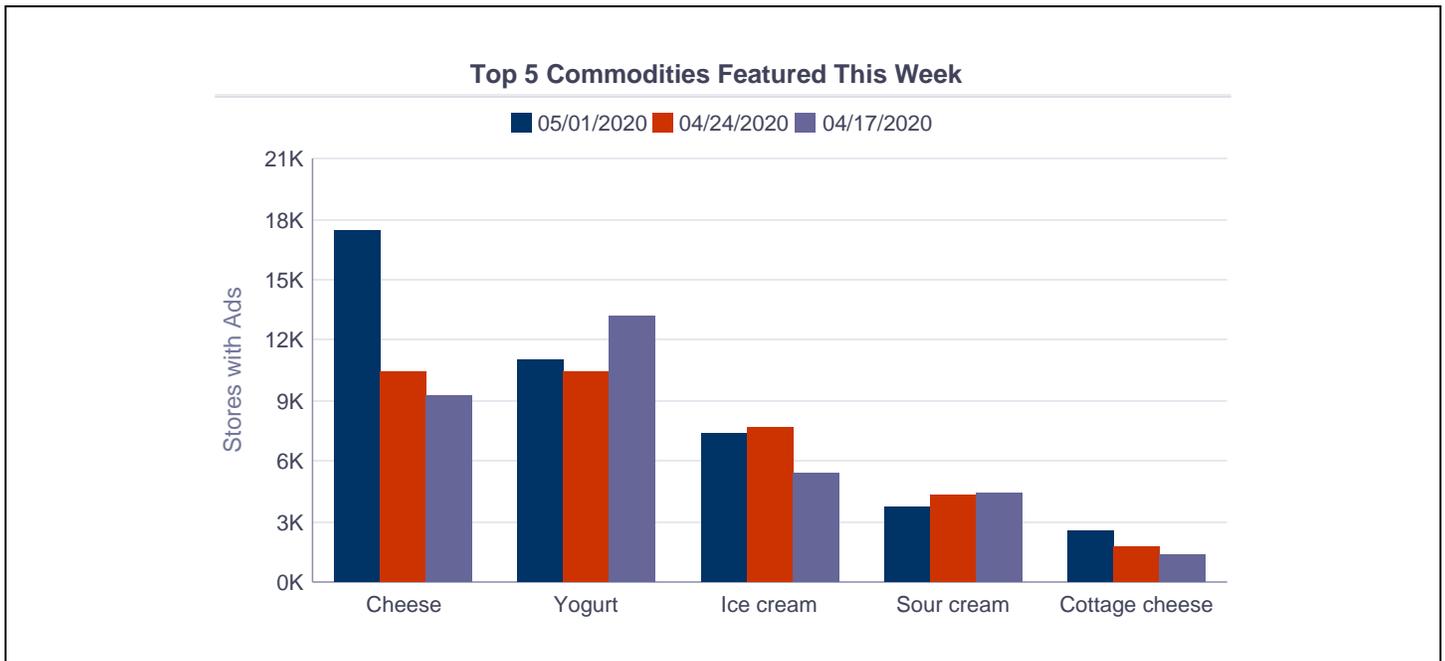
Advertised Prices for Dairy Products at Major Retail Supermarket Outlets ending during the period of 05/01/2020 to 05/07/2020

Considering the impact of COVID-19 on the promotional strategies at the main supermarkets, the volume of online ads continues to be lower than usual. With that said, this week, the total number of ads of dairy product increased by 15 percent for conventional, but decreased 64 percent for organic.

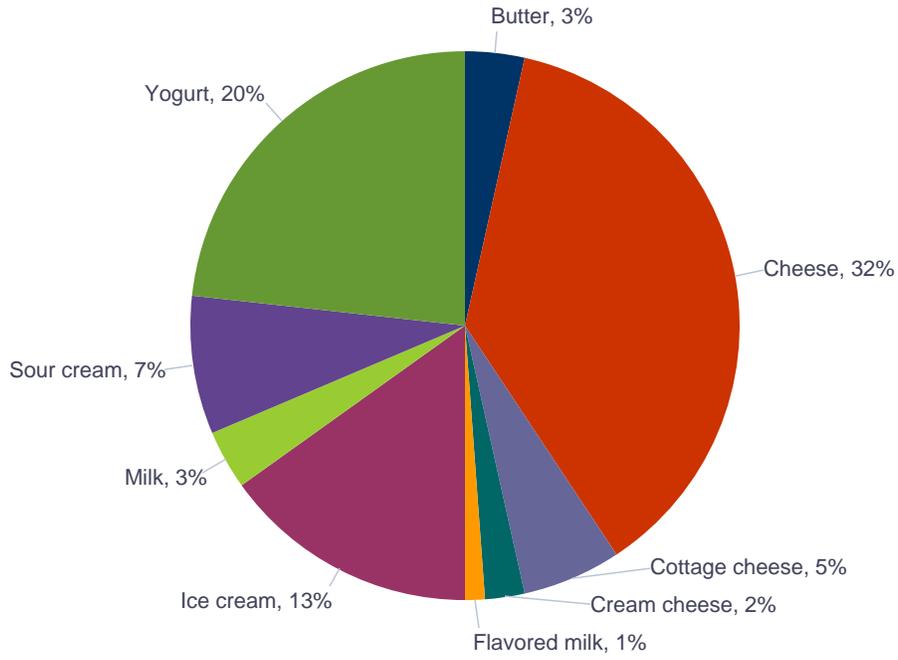
Shredded cheese in 8 ounces packages is the most advertised conventional dairy product, followed by ice cream in 48-64 oz containers. Excluding shredded cheese in 1 # packages, prices for most conventional cheese categories inched up. Conventional cheese in 1 # packages has the highest percentage increase in ad numbers.

The national weighted average advertised price for one gallon of milk is \$2.29 for conventional and \$5.00 for organic, resulting in an organic price premium of \$2.71. The number of ads for organic cream cheese in 8 ounces containers increased by 146 percent, representing the highest percentage increase in ad numbers for all organic dairy products this week.

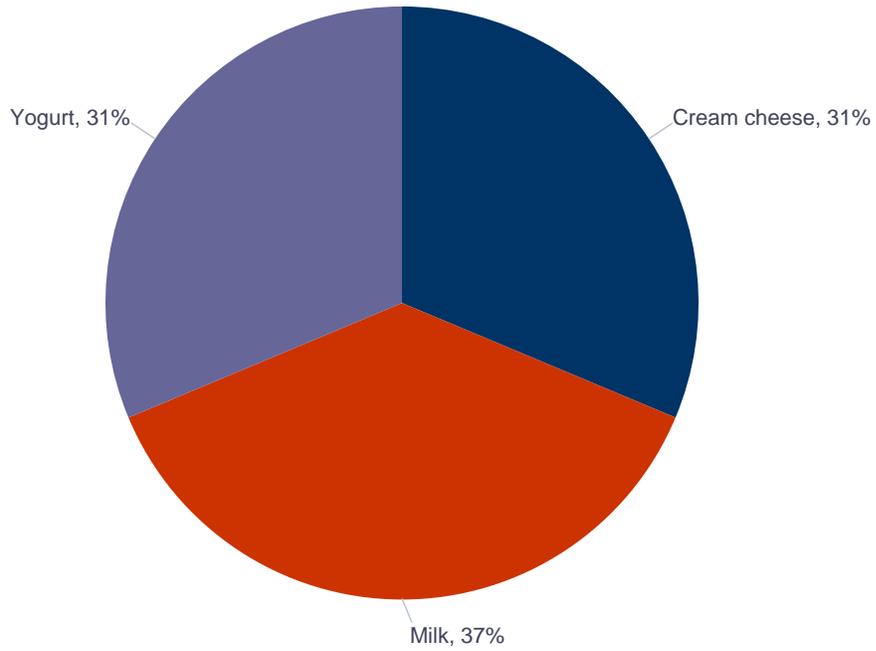
The total number of ads for yogurt increased by 6 percent for conventional, while for organic remained even. The total number of ads for conventional cheese increased 67 percent, but there were no organic cheese ads this week.



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 #	1697	3.19	1228	3.15	1728	3.68
Cheese	Natural Varieties	8 oz block	5626	2.80	4675	2.43	7895	2.37
Cheese	Natural Varieties	1 # block	1604	4.73	563	4.48	2548	3.90
Cheese	Natural Varieties	2 # block	1491	6.25	473	5.91	1350	5.93
Cheese	Natural Varieties	8 oz shred	7373	2.86	4622	2.45	6901	2.31
Cheese	Natural Varieties	1 # shred	1289	4.38	99	5.99	1822	4.04
Cottage cheese		16 oz	2570	2.05	1735	2.08	2055	2.35
Cream cheese		8 oz	1362	1.91	3187	2.04	3710	2.18
Flavored milk	All fat tests	half gallon	427	2.25	285	1.94	738	3.20
Flavored milk	All fat tests	gallon	285	3.88	180	4.99	435	2.92
Ice cream		48-64oz	7369	2.93	7667	3.11	9915	2.93
Milk	All fat tests	half gallon	1164	1.40	1743	1.93	850	1.16
Milk	All fat tests	gallon	561	2.29	367	2.90	1367	2.51
Sour cream		16 oz	3783	1.70	4376	1.60	6566	1.54
Yogurt	Greek	4-6 oz	5388	.96	5771	.99	7473	.95
Yogurt	Greek	32 oz	1197	3.96	234	4.25	3204	4.20
Yogurt	Yogurt	4-6 oz	3742	.55	3344	.49	6040	.51
Yogurt	Yogurt	32 oz	511	2.79	626	2.29	172	2.39

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 #	1.99-3.99	304	2.89	3.00-3.99	1011	3.21			
Cheese	Natural Varieties	8 oz block	2.49-3.69	1535	2.93	2.00-3.69	2743	2.76	1.88-2.25	282	1.97
Cheese	Natural Varieties	1 # block	3.99-4.69	296	4.31	4.98-4.99	797	4.99	3.50-3.99	176	3.80
Cheese	Natural Varieties	2 # block	6.99	84	6.99				5.99	57	5.99
Cheese	Natural Varieties	8 oz shred	1.97-3.69	2604	2.73	2.00-3.99	2620	3.22	1.88-2.50	435	2.19
Cheese	Natural Varieties	1 # shred	2.79	255	2.79	4.98-4.99	797	4.99	3.50-3.99	176	3.80
Cottage cheese		16 oz	2.00-2.99	500	2.29	1.50-2.50	1786	2.00	1.69	106	1.69
Cream cheese		8 oz	1.49-2.99	774	2.16	2.00	62	2.00	1.49-1.99	185	1.68
Flavored milk	All fat tests	half gallon				2.50	214	2.50	1.99	213	1.99
Flavored milk	All fat tests	gallon							4.99	180	4.99
Ice cream		48-64oz	2.37-4.49	1827	3.00	1.97-5.99	1860	2.90	2.29-3.99	1460	2.68
Milk	All fat tests	half gallon				0.99	114	.99	0.88-1.39	595	1.16
Sour cream		16 oz	1.50-2.00	857	1.79	1.50-2.00	1572	1.93	1.00-1.99	613	1.45
Yogurt	Greek	4-6 oz	0.70-1.00	1045	.97	0.88-1.00	1501	.99	0.70-1.00	1272	.91
Yogurt	Greek	32 oz	3.99-4.99	481	4.64	3.50	214	3.50	3.50	213	3.50
Yogurt	Yogurt	4-6 oz	0.50-1.00	710	.62	0.50-0.60	175	.57	0.29-0.60	1689	.54

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	3.19	135	3.19	2.50	87	2.50			

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	165	3.33	3.49	137	3.49	2.99	69	2.99
Cheese	Natural Varieties	8 oz block	1.99-2.50	213	2.37	2.99-3.69	529	3.22	1.50-3.69	292	2.70
Cheese	Natural Varieties	1 # block				3.99-5.99	274	4.99	4.78	61	4.78
Cheese	Natural Varieties	2 # block	5.99	121	5.99	5.99-6.99	835	6.48	5.00-5.99	394	5.73
Cheese	Natural Varieties	8 oz shred	1.99-2.50	436	2.30	2.49-3.69	1081	2.85	1.50-3.69	165	2.30
Cheese	Natural Varieties	1 # shred							4.78	61	4.78
Cottage cheese		16 oz	2.00	55	2.00	2.49	62	2.49	1.98	61	1.98
Cream cheese		8 oz	1.00	54	1.00	1.49-1.67	182	1.55	1.50	105	1.50
Flavored milk	All fat tests	gallon							1.99	105	1.99
Ice cream		48-64oz	2.29-3.00	464	2.75	2.67-3.99	855	3.19	1.99-3.99	871	3.10
Milk	All fat tests	half gallon	0.99-1.99	211	1.62	1.99	244	1.99			
Milk	All fat tests	gallon				2.99	167	2.99	1.99	394	1.99
Sour cream		16 oz	1.50-1.99	199	1.69	1.50	137	1.50	0.99-1.25	394	1.06
Yogurt	Greek	4-6 oz	0.88-1.00	665	.95	0.99-1.00	598	1.00	0.88-1.25	296	1.01
Yogurt	Greek	32 oz							3.50	289	3.50
Yogurt	Yogurt	4-6 oz	0.49-0.60	429	.55	0.49-0.50	450	.50	0.50	289	.50
Yogurt	Yogurt	32 oz							2.69	289	2.69

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
Butter		1 #	4.99	11	4.99			
Cheese	Natural Varieties	8 oz block	2.50-4.00	32	3.02			
Cheese	Natural Varieties	8 oz shred	2.50-4.00	32	3.02			
Ice cream		48-64oz	2.98-3.00	32	2.99			
Sour cream		16 oz	1.50	11	1.50			
Yogurt	Greek	4-6 oz	1.25	11	1.25			

NATIONAL -- ORGANIC DAIRY PRODUCTS

Commodity	Type	Pack Size	THIS PERIOD	LAST WEEK	LAST YEAR
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			Stores With Ads	Wtd Avg Price	Stores With Ads	Wtd Avg Price	Stores With Ads	Wtd Avg Price
Butter		1 #			214	5.49	322	6.09
Cottage cheese		16 oz					351	4.17
Cream cheese		8 oz	214	2.50	87	2.50		
Milk	All fat tests	half gallon	148	4.88	1120	3.83	4777	3.87
Milk	All fat tests	gallon	105	5.00	105	5.00	61	6.99
Milk	All fat tests	8 oz UHT			138	1.01	307	.89
Sour cream		16 oz					161	2.99
Yogurt	Greek	32 oz	214	3.00	214	3.00	62	3.99
Yogurt	Yogurt	32 oz					482	3.28

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				2.50	214	2.50			
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				4.99	137	4.99			
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			

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

Wtd Avg - Simple weighted average



ALASKA
HAWAII
NATIONAL

Alaska
Hawaii
Continental United States