



## 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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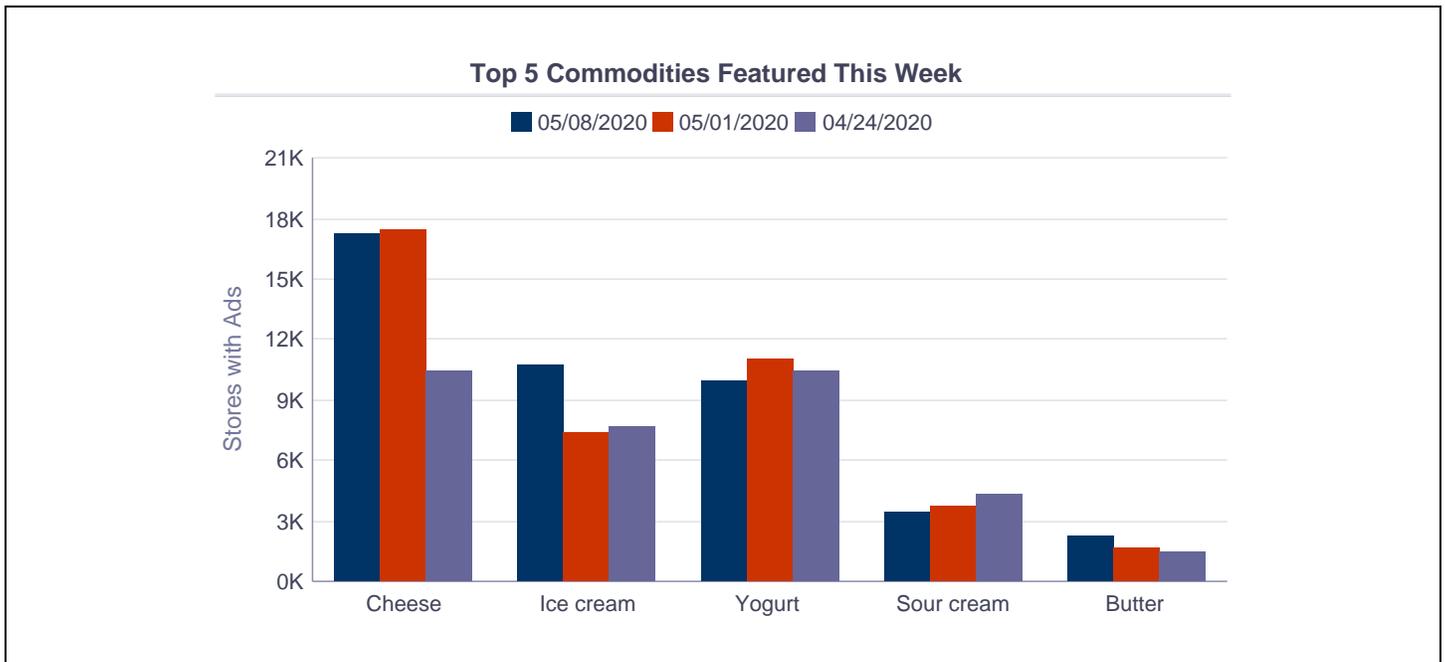
Friday, May 8, 2020

### Advertised Prices for Dairy Products at Major Retail Supermarket Outlets ending during the period of 05/08/2020 to 05/14/2020

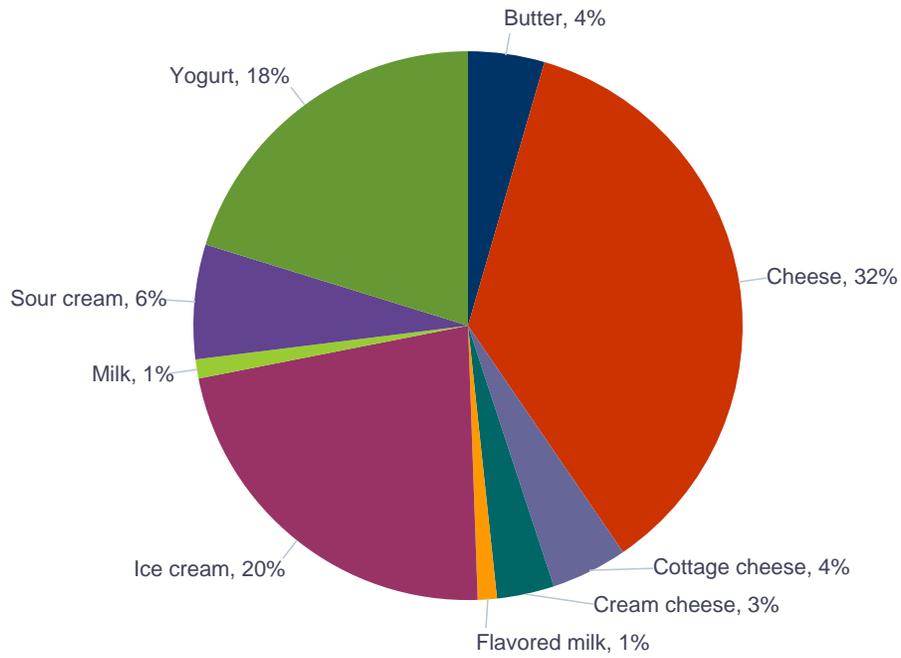
This week, the total number of conventional dairy advertisements are unchanged from the last retail report period, but organic dairy ads increased 177 percent compared to the previous report week.

While most conventional dairy product ads show a decline, that does not hold true for a summer favorite. Ice cream, 48-64 oz containers, saw the largest volume of conventional ads reported for a dairy product this week. Ads grew 45 percent over last week's number. As well, conventional 1 pound butter ads increased, up 29 percent. The weighted average price is 2.96 per pound, down 23 cents this period compared to the previous period. The number of ads for organic cream cheese in 8 ounces containers grew 41 percent and conventional cream cheese, 8 ounce packaging, grew 5 percent.

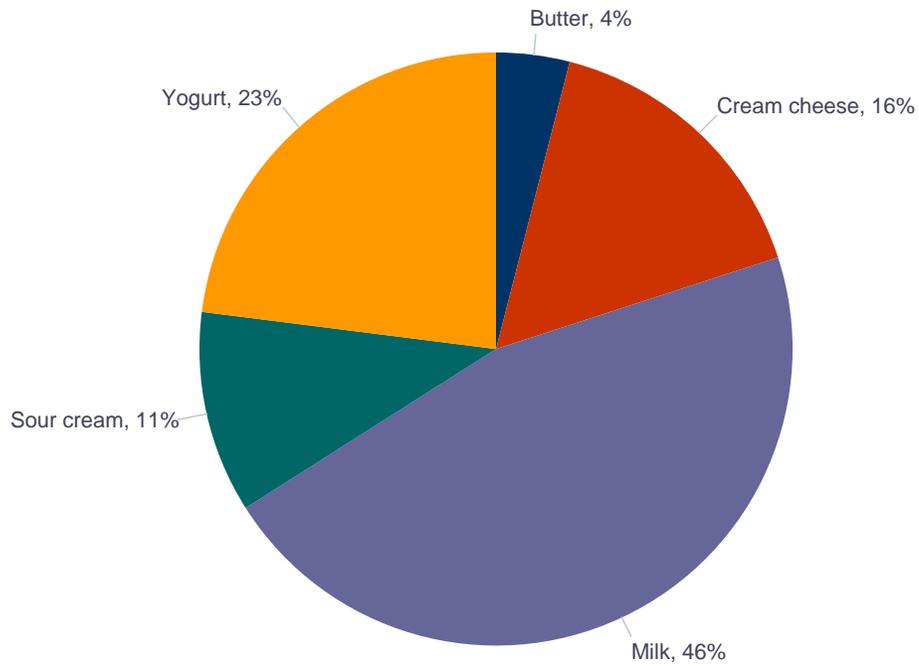
Conventional yogurt ads declined 12 percent, but organic yogurt ads grew 100 percent. Conventional cheese ads declined 1 percent, but there were no organic cheese ads this week. Conventional milk ads declined 60 percent, while organic milk ads increased 246 percent. The national weighted average advertised price for conventional half gallon milk is \$2.79 and \$3.61 for organic, resulting in an organic premium of \$.82.



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 #	2191	2.96	1697	3.19	1928	3.60
Cheese	Natural Varieties	8 oz block	7637	2.46	5626	2.80	6827	2.01
Cheese	Natural Varieties	1 # block	1329	4.92	1604	4.73	1741	3.92
Cheese	Natural Varieties	2 # block	269	6.73	1491	6.25	702	5.17
Cheese	Natural Varieties	8 oz shred	6921	2.38	7373	2.86	7053	2.22
Cheese	Natural Varieties	1 # shred	1105	4.58	1289	4.38	592	4.34
Cottage cheese		16 oz	2124	2.18	2570	2.05	4346	2.02
Cream cheese		8 oz	1433	1.89	1362	1.91	3843	1.82
Flavored milk	All fat tests	half gallon			427	2.25	556	2.65
Flavored milk	All fat tests	gallon	285	3.25	285	3.88	630	3.38
Ice cream		48-64oz	10701	2.89	7369	2.93	11475	2.97
Milk	All fat tests	half gallon	583	2.79	1164	1.40	133	1.89
Milk	All fat tests	gallon	105	1.99	561	2.29	326	2.56
Sour cream		16 oz	3284	1.93	3783	1.70	6301	1.91
Yogurt	Greek	4-6 oz	4850	.94	5388	.96	7519	.94
Yogurt	Greek	32 oz	1175	3.73	1197	3.96	1792	4.17
Yogurt	Yogurt	4-6 oz	2776	.56	3742	.55	2147	.51
Yogurt	Yogurt	32 oz	706	2.36	511	2.79	485	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 #	2.00-4.49	732	3.22	3.50-3.99	298	3.64	2.50	595	2.50
Cheese	Natural Varieties	8 oz block	1.65-3.00	1026	2.20	2.00-3.00	3753	2.58	1.88-2.99	713	2.00
Cheese	Natural Varieties	1 # block	6.99	161	6.99	3.99-4.99	850	4.93			
Cheese	Natural Varieties	8 oz shred	1.65-2.99	1218	2.21	2.00-3.00	3425	2.52	1.88-2.99	869	2.12
Cheese	Natural Varieties	1 # shred	2.50	137	2.50	3.99-4.99	850	4.93			
Cottage cheese		16 oz	1.99-2.79	726	2.36	2.00-2.50	1216	2.09	1.99	127	1.99
Cream cheese		8 oz	1.69-2.00	619	1.84	1.99	508	1.99			
Flavored milk	All fat tests	gallon							3.99	180	3.99
Ice cream		48-64oz	1.97-5.29	1796	2.83	1.97-5.99	2874	2.67	2.29-3.98	2174	2.92
Milk	All fat tests	half gallon	3.69	161	3.69	0.99	114	.99			
Sour cream		16 oz	1.39-2.50	1001	1.88	1.50-2.00	1303	1.92	1.89-2.39	491	2.09
Yogurt	Greek	4-6 oz	0.69-1.00	1092	.93	0.75-1.00	1535	.88	0.88-1.00	598	.97
Yogurt	Greek	32 oz	3.49-4.19	296	3.81	3.50-5.00	301	4.57			
Yogurt	Yogurt	4-6 oz	0.50-0.79	775	.57	0.40-0.60	371	.51	0.60	894	.60
Yogurt	Yogurt	32 oz							1.99-2.00	355	1.99



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 #	2.50-4.99	329	2.92				2.50	226	2.50
Cheese	Natural Varieties	8 oz block	1.88-2.99	693	2.48	1.99-3.00	1404	2.56			
Cheese	Natural Varieties	1 # block	4.99	55	4.99	3.49-3.99	263	3.61			
Cheese	Natural Varieties	2 # block				6.99	200	6.99	5.99	69	5.99
Cheese	Natural Varieties	8 oz shred	1.88-2.50	314	2.05	1.99-3.00	981	2.38	2.99	66	2.99
Cheese	Natural Varieties	1 # shred	4.99	55	4.99	3.99	63	3.99			
Cottage cheese		16 oz	2.29	55	2.29						
Cream cheese		8 oz				1.25-1.99	306	1.84			
Flavored milk	All fat tests	gallon							1.99	105	1.99
Ice cream		48-64oz	0.50-4.99	1498	3.02	1.97-5.99	1249	3.27	1.97-3.99	1064	2.85
Milk	All fat tests	half gallon	1.99-4.29	188	2.66	3.49	120	3.49			
Milk	All fat tests	gallon							1.99	105	1.99
Sour cream		16 oz	1.79-2.29	247	1.96	2.00	137	2.00	1.67	105	1.67
Yogurt	Greek	4-6 oz	0.80-1.00	287	.96	0.99-1.00	754	1.00	0.88-1.00	584	.98
Yogurt	Greek	32 oz							3.00-3.50	578	3.25
Yogurt	Yogurt	4-6 oz	0.33-0.60	132	.49	0.49-0.60	210	.55	0.39-0.60	394	.54
Yogurt	Yogurt	32 oz				2.50	62	2.50	2.79	289	2.79

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	11	3.00			
Cheese	Natural Varieties	8 oz block	2.50	21	2.50	3.00	27	3.00
Cheese	Natural Varieties	8 oz shred	2.50	21	2.50	3.00	27	3.00
Ice cream		48-64oz	2.99-3.99	22	3.49	4.25	24	4.25

### 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 #	69	6.99			142	6.18
Cheese	Natural Varieties	8 oz shred					503	3.29
Cream cheese		8 oz	301	2.21	214	2.50	214	2.50
Milk	All fat tests	half gallon	770	3.61	148	4.88	1328	4.02
Milk	All fat tests	gallon	105	5.00	105	5.00	610	6.29
Milk	All fat tests	8 oz UHT					294	.92

Wtd Avg - Simple weighted average



Sour cream		16 oz	214	2.50			214	2.50
Yogurt	Greek	32 oz	428	4.50	214	3.00	620	5.27
Yogurt	Yogurt	4-6 oz					292	.74

### 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 #							6.99	69	6.99
Cream cheese		8 oz				1.49-2.50	301	2.21			
Milk	All fat tests	half gallon				3.79	87	3.79	2.99-3.29	468	3.23
Sour cream		16 oz				2.50	214	2.50			
Yogurt	Greek	32 oz				3.00-5.99	428	4.50			

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
Milk	All fat tests	half gallon	3.29	78	3.29	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

### 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