



Dairy Market News Branch

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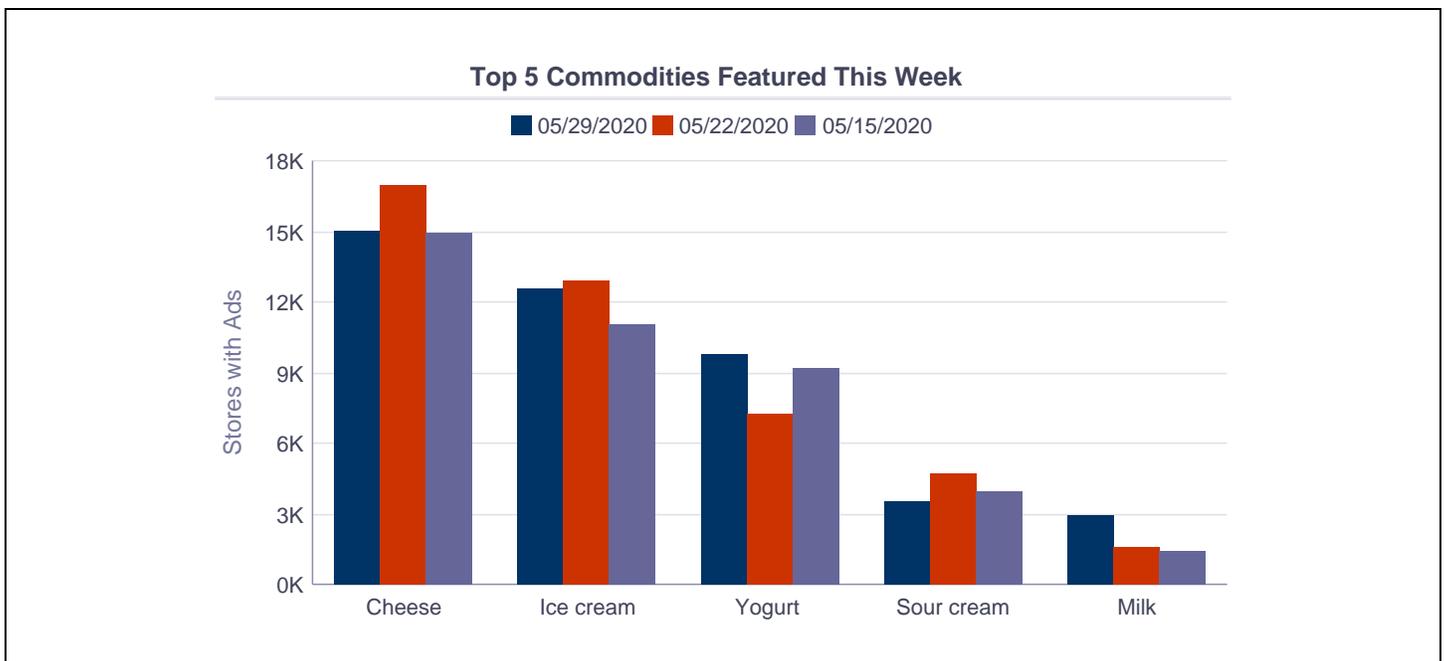
Advertised Prices for Dairy Products at Major Retail Supermarket Outlets ending during the period of 05/29/2020 to 06/04/2020

The volume of online ads remains lower than usual, considering the effects of COVID-19 on promotional strategies at major supermarkets. Having said this, this week, the total number of ads for dairy products decreased by 4 percent for conventional, but increased 84 percent for organic.

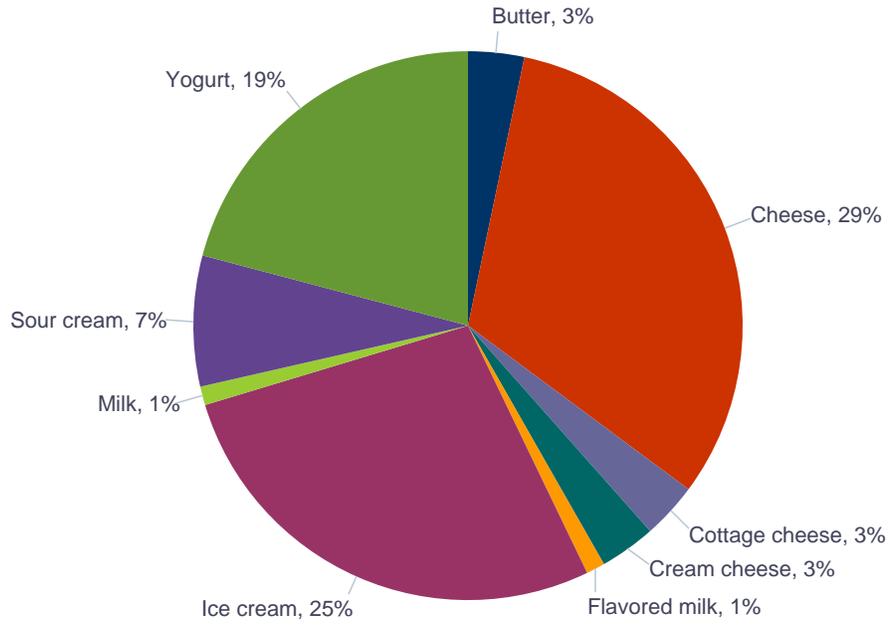
By far, ice cream in 48-64 oz containers is the most advertised conventional dairy product, followed by shredded cheese in 8 ounces packages. Conventional cheese in 1 # packages has the highest percentage increase in ad numbers. The total number of ads for conventional cheese decreased by 13 percent. Meanwhile, organic cheese represented 6 percent of total organic ads this week.

The national weighted average advertised price for one gallon of milk is \$1.99 for conventional and \$4.99 for organic, resulting in an organic price premium of \$3.00. The number of ads for one gallon of organic milk increased by 104 percent, representing the highest percentage increase in ad numbers for all organic dairy products this week.

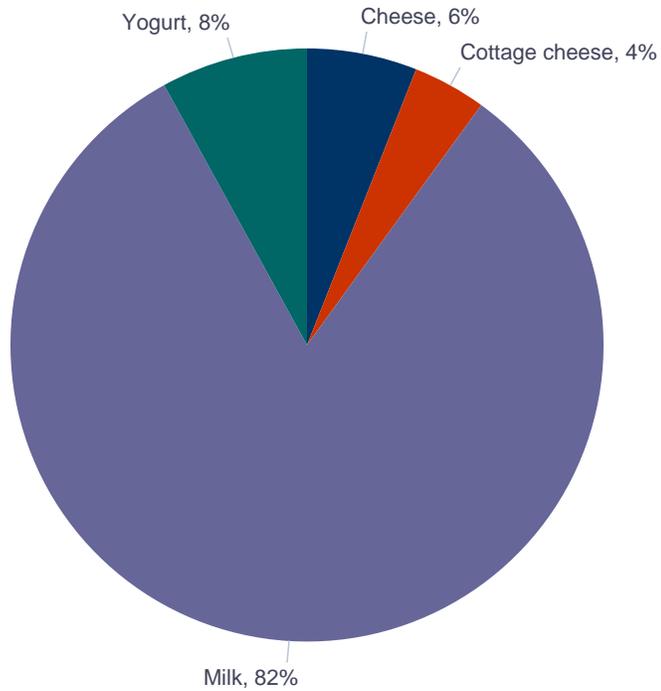
The total number of ads for yogurt increased by 32 percent for conventional, but there were no organic yogurt ads this week.



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 #	1416	3.48	2575	2.75	2537	3.48
Cheese	Natural Varieties	8 oz block	4618	2.46	7348	2.32	5673	2.29
Cheese	Natural Varieties	1 # block	303	3.69	646	4.85	1668	3.59
Cheese	Natural Varieties	2 # block	1766	5.96	763	6.45	2042	5.53
Cheese	Natural Varieties	8 oz shred	6518	2.42	8135	2.20	6208	2.25
Cheese	Natural Varieties	1 # shred	1624	4.02	62	4.98	976	3.90
Cottage cheese		16 oz	1314	1.94	1151	1.98	3373	1.94
Cream cheese		8 oz	1413	1.78	898	1.94	2947	1.74
Flavored milk	All fat tests	half gallon	105	.99	214	2.50	161	1.99
Flavored milk	All fat tests	gallon	180	4.99	285	3.88	349	2.48
Ice cream		48-64oz	12563	2.71	12900	2.93	12886	2.71
Milk	All fat tests	half gallon	493	2.29	268	1.97	1257	1.54
Milk	All fat tests	gallon	224	1.99	105	1.99	1016	2.38
Sour cream		16 oz	3539	1.80	4766	1.75	3354	1.76
Yogurt	Greek	4-6 oz	5408	.94	4339	.97	4775	.92
Yogurt	Greek	32 oz	1002	4.21	1346	4.68	5698	3.96
Yogurt	Yogurt	4-6 oz	2790	.50	1091	.53	3898	.47
Yogurt	Yogurt	32 oz	404	3.26	473	2.57	133	2.44

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 #	1.99-4.99	280	3.48	2.99-4.99	570	3.75	2.99-4.99	185	4.24
Cheese	Natural Varieties	8 oz block	1.50-3.00	1358	2.58	2.00-3.00	1750	2.54	1.99-2.50	270	2.39
Cheese	Natural Varieties	1 # block	3.99	72	3.99				3.50-3.98	176	3.79
Cheese	Natural Varieties	2 # block							5.99	458	5.99
Cheese	Natural Varieties	8 oz shred	1.50-3.50	1823	2.43	2.00-3.00	2984	2.54	2.50	214	2.50
Cheese	Natural Varieties	1 # shred	3.99-5.49	210	4.70	3.99	1002	3.99	3.50-5.49	292	4.47
Cottage cheese		16 oz	1.49-2.99	223	2.15	2.00-2.50	294	2.10	1.99-2.00	243	1.99
Cream cheese		8 oz	1.67-2.50	441	1.99	1.50-2.00	509	1.79			
Flavored milk	All fat tests	gallon							4.99	180	4.99
Ice cream		48-64oz	1.87-3.99	2855	2.65	1.97-3.50	3211	2.43	2.50-4.99	2200	3.15
Milk	All fat tests	half gallon				2.99	114	2.99			
Milk	All fat tests	gallon	1.99	161	1.99						
Sour cream		16 oz	1.29-2.00	909	1.71	1.50-2.50	869	1.91	1.98-1.99	405	1.99
Yogurt	Greek	4-6 oz	0.79-1.00	1350	.92	0.88-1.00	780	.98	0.88-1.00	1009	.92
Yogurt	Greek	32 oz				3.99-4.50	175	4.17	3.99-4.99	540	4.32
Yogurt	Yogurt	4-6 oz	0.40-0.60	278	.48	0.44-0.60	836	.47	0.50-0.60	429	.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				2.50-2.99	267	2.89	3.99	137	3.99

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	110	3.75	1.88	62	1.88	1.99-2.49	174	2.19
Cheese	Natural Varieties	8 oz block	1.99-2.50	208	2.37	1.77-2.99	800	2.26	1.25-2.99	232	2.07
Cheese	Natural Varieties	1 # block	2.99	55	2.99						
Cheese	Natural Varieties	2 # block	5.99	340	5.99	4.99-5.88	446	5.48	4.99-6.99	463	6.24
Cheese	Natural Varieties	8 oz shred	1.99-2.50	419	2.37	1.77-2.50	684	1.97	1.25-2.69	394	2.31
Cheese	Natural Varieties	1 # shred				1.99	120	1.99			
Cottage cheese		16 oz				1.79	485	1.79	1.49	69	1.49
Cream cheese		8 oz							1.25-1.68	463	1.55
Flavored milk	All fat tests	half gallon							0.99	105	.99
Ice cream		48-64oz	2.49-4.99	2199	2.93	1.97-3.99	1209	2.52	1.97-2.99	819	2.39
Milk	All fat tests	half gallon	1.99-2.99	274	2.50				0.99	105	.99
Milk	All fat tests	gallon				1.99	63	1.99			
Sour cream		16 oz	1.49-2.00	470	1.79	1.50-1.99	667	1.79	0.99-1.49	174	1.19
Yogurt	Greek	4-6 oz	0.88-1.25	637	1.03	0.79-1.00	1155	.86	0.99-1.00	418	1.00
Yogurt	Greek	32 oz	3.99-4.99	164	4.32	3.79	62	3.79	3.48	61	3.48
Yogurt	Yogurt	4-6 oz	0.49	210	.49	0.49-0.50	679	.50	0.39-0.60	358	.56

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 #	2.49	11	2.49	3.99	24	3.99
Cheese	Natural Varieties	2 # block	5.88-6.49	32	6.09	7.88	27	7.88
Ice cream		48-64oz	2.49-3.99	43	3.00	3.48	27	3.48
Sour cream		16 oz	1.99	21	1.99	2.50	24	2.50
Yogurt	Greek	4-6 oz	0.79-1.00	32	.86	0.99	27	.99

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 #					108	5.29

Wtd Avg - Simple weighted average



Cheese	Natural Varieties	8 oz shred	176	3.00			289	3.50
Cottage cheese		16 oz	108	2.99			51	2.99
Cream cheese		8 oz			214	2.50		
Ice cream		48-64oz					61	5.99
Milk	All fat tests	half gallon	2003	3.58	1155	4.20	2419	3.90
Milk	All fat tests	gallon	214	4.99	105	5.00	61	5.99
Milk	All fat tests	8 oz UHT					137	1.00
Yogurt	Greek	32 oz	214	3.00			1275	3.60
Yogurt	Yogurt	4-6 oz					61	.58
Yogurt	Yogurt	32 oz					469	3.12

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
Cheese	Natural Varieties	8 oz shred							3.00	98	3.00
Cottage cheese		16 oz	2.99	108	2.99						
Milk	All fat tests	half gallon	3.50-4.00	439	3.87	3.50	1002	3.50	2.99	370	2.99
Milk	All fat tests	gallon				4.99	214	4.99			
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
Cheese	Natural Varieties	8 oz shred	3.00	78	3.00						
Milk	All fat tests	half gallon	4.29	55	4.29	4.49	137	4.49			

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

Wtd Avg - Simple weighted average



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