



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 24

Issued Weekly

Friday, June 12, 2020

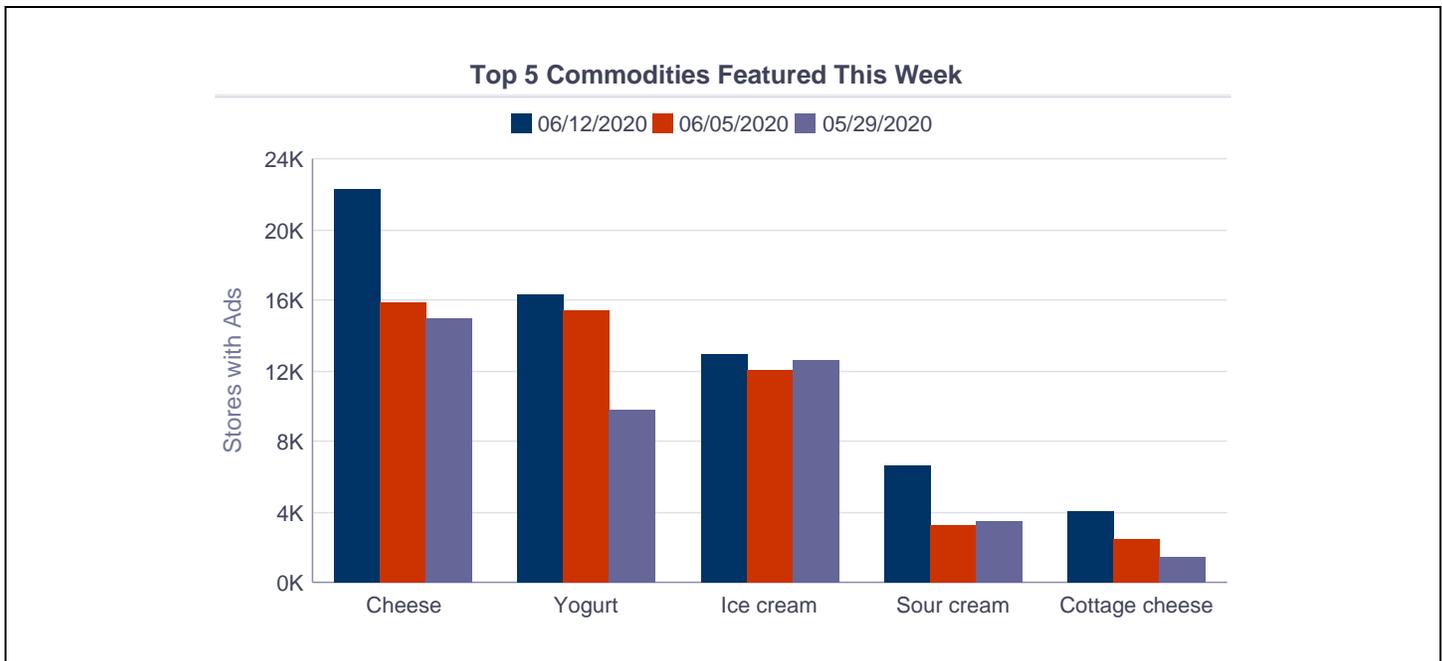
Advertised Prices for Dairy Products at Major Retail Supermarket Outlets ending during the period of 06/12/2020 to 06/18/2020

Total dairy retail advertisements increased 27 percent for conventional dairy products, but decreased 42 percent for organic dairy products. Ice cream in 48 to 64 ounce containers had the most advertisement listings for all dairy items, followed by 8 ounce conventional shred cheese and 8 ounce conventional block cheese.

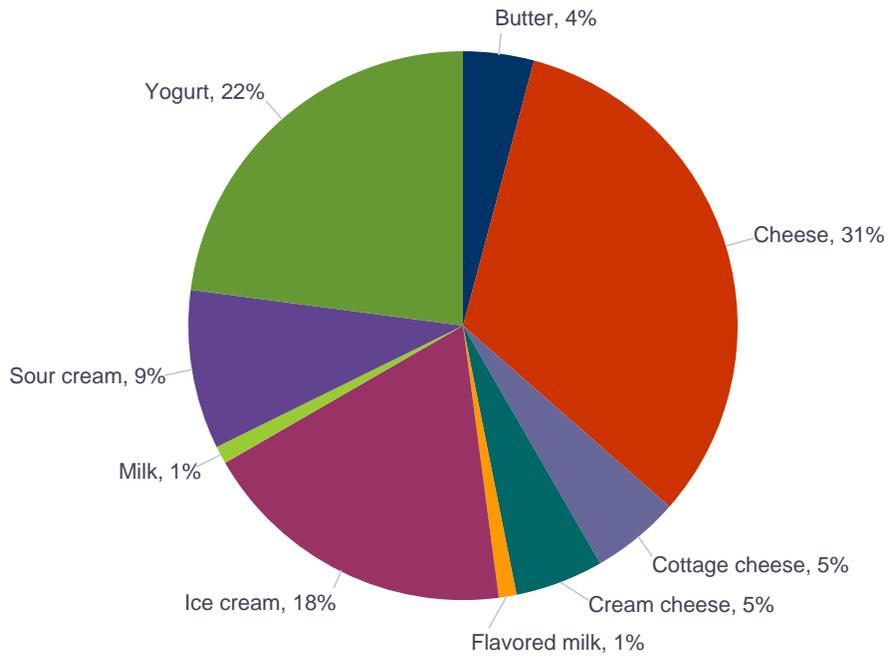
Advertisements for conventional sour cream increased nearly threefold. The national weighted average advertised price for sour cream in 16 ounce containers is \$1.62. Conventional yogurt advertisements increased 11 percent, while organic yogurt ads decreased by 63 percent. The national weighted average advertised price for yogurt in 4 to 6 ounce containers is 50 cents, compared to: 88 cents for organic yogurt in 4 to 6 ounce containers; 94 cents for conventional Greek yogurt in 4 to 6 ounce containers; and, \$2.19 for conventional yogurt in 32 ounce containers.

Advertisements for conventional milk decreased by 68 percent. There were no conventional half gallon milk ads registered within the retail survey this week. Organic milk in half gallons was the most advertised item for organic dairy products. Total organic milk advertisements increased 3 percent.

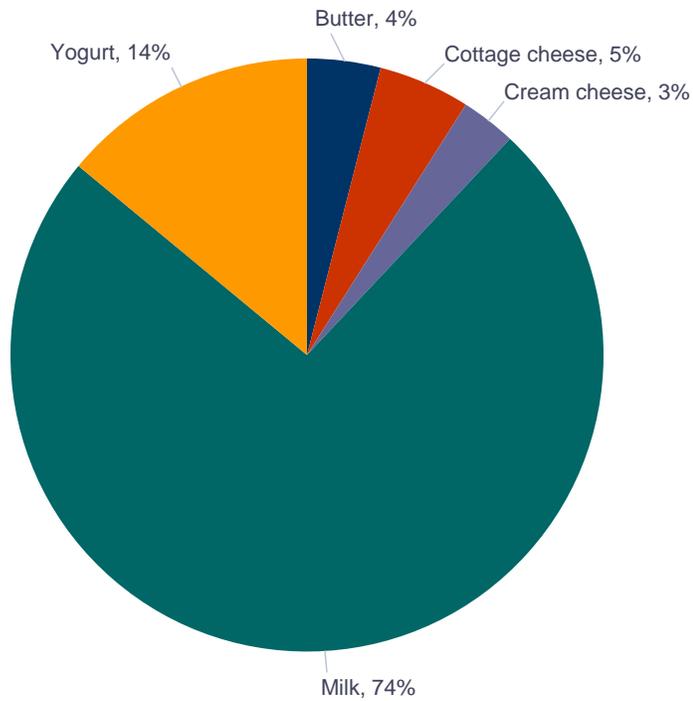
The national weighted average advertised price for conventional 8 ounce block cheese was \$2.22, compared to \$2.27 for 8 ounce shred cheese. Advertisements for conventional cheese increased 40 percent this week. There were no reported advertisements for organic cheese within this week's survey.



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 #	3186	2.95	4320	3.13	4979	3.54
Cheese	Natural Varieties	8 oz block	9080	2.22	4031	2.46	8660	2.23
Cheese	Natural Varieties	1 # block	589	3.52	1129	4.60	1800	4.03
Cheese	Natural Varieties	2 # block	1289	6.29	2072	6.23	806	5.96
Cheese	Natural Varieties	8 oz shred	10746	2.27	8094	2.39	8888	2.13
Cheese	Natural Varieties	1 # shred	569	3.60	579	4.59	555	4.50
Cottage cheese		16 oz	3944	1.79	2058	2.17	5139	1.96
Cream cheese		8 oz	3532	1.49	2510	1.89	6099	2.16
Flavored milk	All fat tests	half gallon	442	2.05			289	3.79
Flavored milk	All fat tests	gallon	634	3.86	105	1.99	528	2.83
Ice cream		48-64oz	12955	2.67	12049	2.80	16592	2.91
Milk	All fat tests	half gallon			1496	2.55	521	2.22
Milk	All fat tests	gallon	614	2.59	401	2.01	1167	2.86
Sour cream		16 oz	6613	1.62	2225	1.88	8918	1.66
Yogurt	Greek	4-6 oz	6626	.94	8318	1.01	11089	.94
Yogurt	Greek	32 oz	947	4.36	613	4.23	2954	3.80
Yogurt	Yogurt	4-6 oz	5455	.50	4710	.46	3193	.50
Yogurt	Yogurt	32 oz	2799	2.19	593	2.30	662	2.52

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 #	2.68-3.49	377	3.13	2.49-3.00	362	2.84	1.99-2.49	770	2.39
Cheese	Natural Varieties	8 oz block	1.97-2.99	1434	2.21	1.49-3.00	4087	2.47	1.49-2.00	1924	1.82
Cheese	Natural Varieties	1 # block	1.99-3.99	298	3.07	3.99-4.98	115	4.52			
Cheese	Natural Varieties	2 # block	4.99-5.99	192	5.43				6.99	107	6.99
Cheese	Natural Varieties	8 oz shred	1.97-2.99	2027	2.26	2.00-3.00	3891	2.53	1.49-2.00	2022	1.81
Cheese	Natural Varieties	1 # shred	2.99-3.99	162	3.37	3.99-4.98	115	4.52	2.99	116	2.99
Cottage cheese		16 oz	1.87-2.50	719	2.33	0.89-2.50	2275	1.85	0.89-1.39	616	.99
Cream cheese		8 oz	0.99-2.00	946	1.70	0.99-2.00	1364	1.16	1.50	107	1.50
Flavored milk	All fat tests	half gallon				2.50	87	2.50	1.49-2.00	286	1.81
Flavored milk	All fat tests	gallon							4.99	180	4.99
Ice cream		48-64oz	1.88-4.00	3070	2.66	1.95-4.00	3747	2.36	1.97-4.29	1543	3.08
Milk	All fat tests	gallon							1.69	106	1.69
Sour cream		16 oz	0.99-2.00	849	1.74	0.89-2.00	3300	1.73	0.89-1.99	1318	1.33
Yogurt	Greek	4-6 oz	0.69-1.00	1930	.89	0.70-1.00	2009	.98	0.83-1.00	758	.97
Yogurt	Greek	32 oz	3.99-4.99	234	4.42	5.00	214	5.00	4.99	116	4.99
Yogurt	Yogurt	4-6 oz	0.40-0.60	898	.50	0.33-0.60	2660	.47	0.50-0.60	413	.59

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	2.00	110	2.00	1.99-2.66	2105	2.16	1.79	69	1.79

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 #	1.99-4.49	703	2.93	2.49-4.99	560	3.82	1.99-3.49	331	2.65
Cheese	Natural Varieties	8 oz block	1.49-2.50	509	2.08	1.49-3.00	795	2.07	1.69-2.99	309	2.14
Cheese	Natural Varieties	1 # block	2.79-3.99	176	3.62						
Cheese	Natural Varieties	2 # block				5.49-6.99	653	6.11	6.99	289	6.99
Cheese	Natural Varieties	8 oz shred	1.49-2.50	904	2.13	1.67-3.00	1183	2.32	1.69-2.69	697	2.35
Cheese	Natural Varieties	1 # shred	2.79-3.99	176	3.62						
Cottage cheese		16 oz	2.00	55	2.00	1.49	244	1.49			
Cream cheese		8 oz	1.19	121	1.19	1.67-1.99	600	1.77	1.67-1.99	394	1.76
Flavored milk	All fat tests	half gallon							2.49	69	2.49
Flavored milk	All fat tests	gallon				3.99	244	3.99	2.50-2.99	210	2.75
Ice cream		48-64oz	1.97-5.50	1878	3.03	1.97-5.99	2068	2.72	1.69-4.00	590	2.24
Milk	All fat tests	gallon	2.50-3.65	235	3.01	1.99	63	1.99	2.50-2.99	210	2.75
Sour cream		16 oz	0.89-2.29	403	1.36	1.49-1.99	600	1.70	1.49	121	1.49
Yogurt	Greek	4-6 oz	0.50-1.00	753	.89	0.79-1.00	560	.91	0.69-1.00	568	.90
Yogurt	Greek	32 oz	3.29	121	3.29	3.99	262	3.99			
Yogurt	Yogurt	4-6 oz	0.45-0.50	514	.48	0.49-0.50	515	.50	0.50-0.60	455	.56
Yogurt	Yogurt	32 oz	2.49-2.50	309	2.50	2.50	137	2.50	1.99	69	1.99

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			
Butter		1 #	2.99	32	2.99	3.29-3.99	51	3.66			
Cheese	Natural Varieties	8 oz block	1.99-3.00	22	2.50						
Cheese	Natural Varieties	2 # block	5.99	21	5.99	6.99	27	6.99			
Cheese	Natural Varieties	8 oz shred	1.99-3.00	22	2.50						
Cottage cheese		16 oz	1.49	11	1.49	3.29	24	3.29			
Ice cream		48-64oz	2.49-2.50	32	2.50	3.00	27	3.00			
Sour cream		16 oz	1.49-1.99	22	1.74						
Yogurt	Greek	4-6 oz	1.67	21	1.67	2.00	27	2.00			

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 #	121	5.29	335	5.42		
Cottage cheese		16 oz	167	3.00	394	4.15	137	3.99
Cream cheese		8 oz	87	2.50	178	2.99	214	2.50
Ice cream		48-64oz					101	7.99
Milk	All fat tests	half gallon	2128	3.93	2187	4.28	2931	3.87
Milk	All fat tests	gallon	228	6.25	105	5.00	227	6.77
Sour cream		16 oz			1083	1.99		
Yogurt	Greek	4-6 oz	127	1.25				
Yogurt	Greek	32 oz			1226	6.49	108	5.99
Yogurt	Yogurt	4-6 oz	325	.88			551	.94
Yogurt	Yogurt	32 oz					108	4.39

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
Cottage cheese		16 oz	3.00	167	3.00						
Cream cheese		8 oz				2.50	87	2.50			
Milk	All fat tests	half gallon	3.79-4.49	430	4.13						
Yogurt	Greek	4-6 oz							1.25	127	1.25
Yogurt	Yogurt	4-6 oz	0.69	72	.69						

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 #	5.29	121	5.29						
Milk	All fat tests	half gallon	3.99	254	3.99	3.49-4.99	518	3.97	2.99-4.39	926	3.80
Milk	All fat tests	gallon				5.99	167	5.99	6.98	61	6.98
Yogurt	Yogurt	4-6 oz	0.75-1.00	116	.87	1.00	137	1.00			

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