



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 25

Issued Weekly

Friday, June 19, 2020

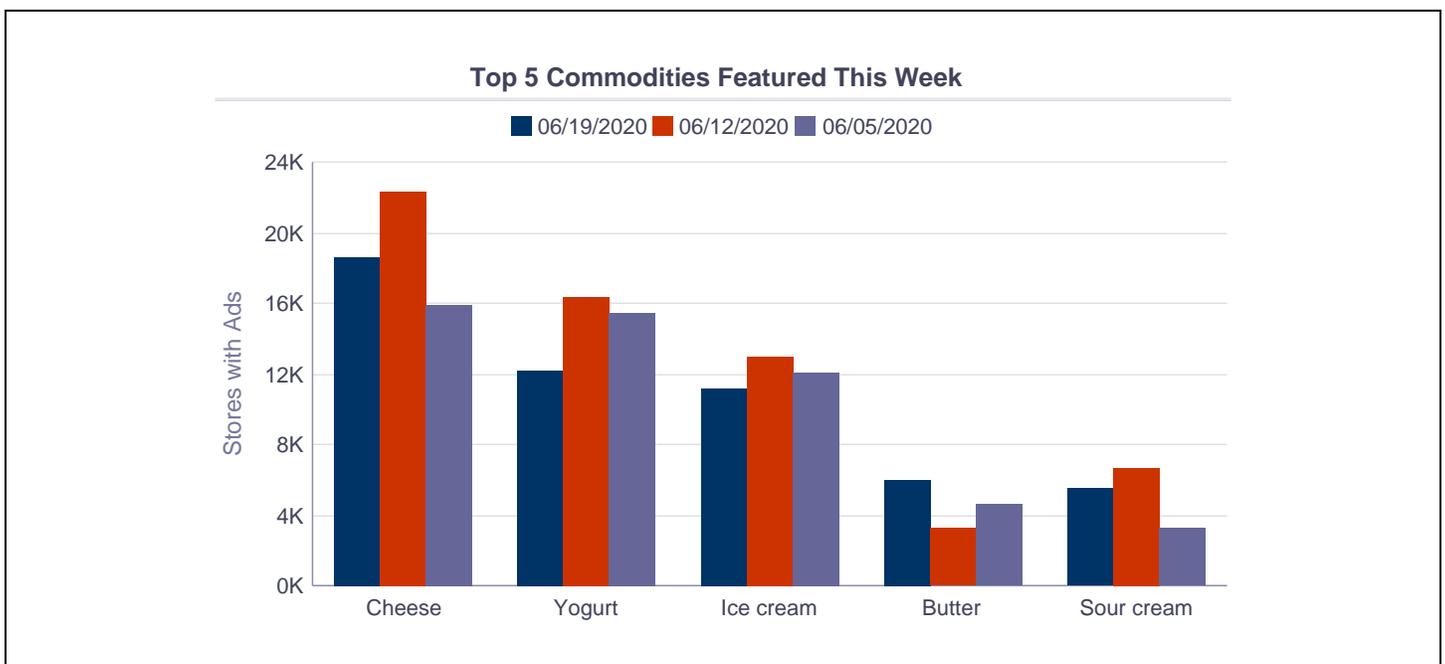
Advertised Prices for Dairy Products at Major Retail Supermarket Outlets ending during the period of 06/19/2020 to 06/25/2020

Dairy retail advertisement totals decreased both in the conventional and organic sectors this week. Conventional retail ads decreased by 16 percent, while organic ads decreased by 5 percent. Conventional ice cream, in 48-64oz containers, were the most advertised dairy item this week. Organic milk, in half gallon containers, was the most advertised organic item.

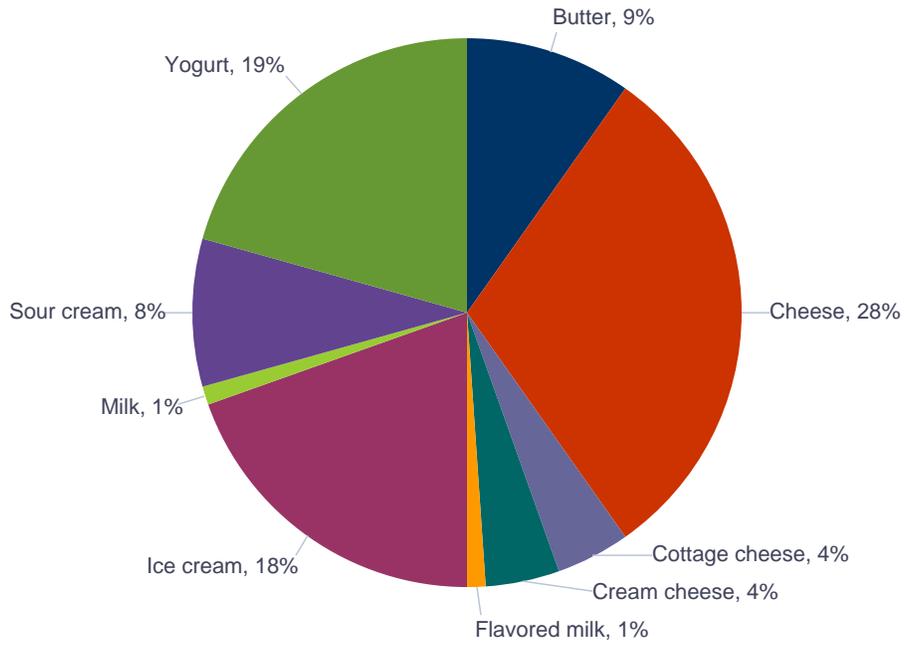
Total conventional cheese ads declined by 19 percent week to week. Conventional cheese, in 8oz shred packaging, was the most advertised cheese item. The weighted average price of 8oz shred cheese was \$2.46, compared to \$2.27 last week.

Dairy advertisements for conventional butter and organic cream cheese saw percentage increases by, 85 percent and 175 percent, respectfully. In half gallon containers, the weighted average price of conventional milk was \$1.95, compared to \$3.99 for organic milk, an organic premium of \$2.04.

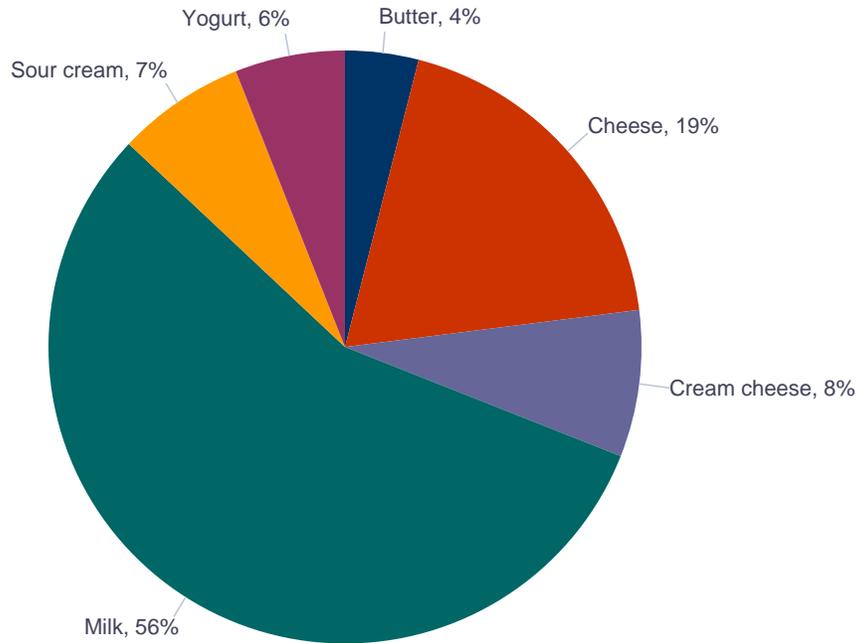
Yogurt advertisements decreased on the conventional and organic aisles, by 24 and 58 percent respectively. Organic yogurt in 4-6oz containers held a weighted average price of \$1.00, compared to the conventional weighted average price of \$.45, an organic premium of \$.55.



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 #	5891	3.06	3186	2.95	3039	3.17
Cheese	Natural Varieties	8 oz block	7588	2.50	9080	2.22	5994	2.23
Cheese	Natural Varieties	1 # block	373	4.16	589	3.52	1719	4.21
Cheese	Natural Varieties	2 # block	814	6.69	1289	6.29	660	5.65
Cheese	Natural Varieties	8 oz shred	8692	2.46	10746	2.27	7897	2.29
Cheese	Natural Varieties	1 # shred	452	4.84	569	3.60	1102	4.78
Cottage cheese		16 oz	2497	1.67	3944	1.79	1919	1.93
Cream cheese		8 oz	2638	1.45	3532	1.49	3502	2.32
Flavored milk	All fat tests	half gallon	581	2.55	442	2.05	714	2.15
Flavored milk	All fat tests	gallon	285	3.88	634	3.86	167	2.58
Ice cream		48-64oz	11085	3.06	12955	2.67	15047	2.79
Milk	All fat tests	half gallon	379	1.95			1129	1.35
Milk	All fat tests	gallon	433	2.18	614	2.59	754	2.70
Sour cream		16 oz	5264	1.46	6613	1.62	3931	1.76
Yogurt	Greek	4-6 oz	5361	.93	6626	.94	10536	.97
Yogurt	Greek	32 oz	717	4.00	947	4.36	4638	3.63
Yogurt	Yogurt	4-6 oz	3641	.45	5455	.50	4043	.48
Yogurt	Yogurt	32 oz	2244	2.37	2799	2.19	1085	2.87

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 #	1.87-3.99	957	2.88	2.50-3.99	2285	3.14	2.49-3.99	653	2.80
Cheese	Natural Varieties	8 oz block	1.99-3.00	820	2.38	1.49-3.00	4251	2.57	1.49-2.50	662	1.92
Cheese	Natural Varieties	1 # block				3.99-4.99	115	4.53			
Cheese	Natural Varieties	2 # block							6.99	107	6.99
Cheese	Natural Varieties	8 oz shred	0.99-3.50	1947	2.43	1.49-3.50	3679	2.57	1.49-2.99	1014	2.24
Cheese	Natural Varieties	1 # shred	5.49	100	5.49	3.99-4.99	115	4.53	5.49	116	5.49
Cottage cheese		16 oz	1.79-2.50	865	2.06	0.89-2.00	175	1.28	0.89-1.50	738	1.16
Cream cheese		8 oz	0.99-2.00	949	1.81	0.99-2.00	1125	1.10	1.50	107	1.50
Flavored milk	All fat tests	half gallon				2.50	214	2.50			
Flavored milk	All fat tests	gallon							4.99	180	4.99
Ice cream		48-64oz	1.77-5.99	1825	3.05	1.97-5.99	3262	3.13	1.99-3.99	1508	2.70
Milk	All fat tests	gallon	1.99	161	1.99						
Sour cream		16 oz	0.99-2.00	1145	1.73	0.89-2.00	1566	1.22	0.89-1.88	1342	1.30
Yogurt	Greek	4-6 oz	0.69-1.00	1577	.91	0.99-1.00	482	1.00	0.70-1.00	1099	.92
Yogurt	Greek	32 oz	3.50	72	3.50	3.50-3.99	275	3.61	4.69-5.00	249	4.91
Yogurt	Yogurt	4-6 oz	0.33-0.50	620	.41	0.50	508	.50	0.33-0.60	999	.40

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				1.89-2.99	328	2.61	1.89-2.66	1542	2.24

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 #	2.49-3.99	308	2.94	2.49-3.99	1032	3.31	2.49-3.49	645	2.97
Cheese	Natural Varieties	8 oz block	1.49-2.50	372	2.03	1.79-3.00	1263	2.74	2.50-2.99	127	2.75
Cheese	Natural Varieties	1 # block	3.99	121	3.99	3.99	137	3.99			
Cheese	Natural Varieties	2 # block				4.99	244	4.99	5.99-9.99	463	7.52
Cheese	Natural Varieties	8 oz shred	2.00-2.50	470	2.18	1.79-3.00	1258	2.50	1.49-2.50	242	1.87
Cheese	Natural Varieties	1 # shred	3.99	121	3.99						
Cottage cheese		16 oz	1.79	121	1.79	1.88-2.50	240	2.04	1.67-1.88	358	1.71
Cream cheese		8 oz				1.50	63	1.50	1.25-1.67	394	1.56
Flavored milk	All fat tests	half gallon	3.79	121	3.79	1.99	246	1.99			
Flavored milk	All fat tests	gallon							1.99	105	1.99
Ice cream		48-64oz	1.99-5.50	1723	3.16	2.49-4.99	1678	3.42	1.99-2.99	987	2.43
Milk	All fat tests	half gallon	1.89	133	1.89	1.99	246	1.99			
Milk	All fat tests	gallon				2.49	167	2.49	1.99	105	1.99
Sour cream		16 oz	0.89-1.79	156	1.34	1.88-1.99	538	1.95	0.89-1.88	479	1.50
Yogurt	Greek	4-6 oz	0.89-1.00	416	.96	0.79-1.00	1359	.92	0.88-1.00	394	.97
Yogurt	Greek	32 oz	3.29	121	3.29						
Yogurt	Yogurt	4-6 oz	0.33-0.50	614	.44	0.49-0.50	542	.50	0.38-0.60	358	.56
Yogurt	Yogurt	32 oz	2.50	121	2.50	2.50-3.19	253	2.82			

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	11	2.99			
Cheese	Natural Varieties	8 oz block	1.99-3.00	32	2.65	3.00-4.00	61	3.44
Cheese	Natural Varieties	8 oz shred	3.00	21	3.00	3.00-4.00	61	3.44
Ice cream		48-64oz				3.79-4.99	102	4.28
Sour cream		16 oz	1.49	11	1.49	2.99	27	2.99
Yogurt	Greek	4-6 oz				1.00	34	1.00

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 #	121	5.29	121	5.29	229	5.52
Cheese	Natural Varieties	8 oz block	289	3.50			121	3.69
Cheese	Natural Varieties	8 oz shred	289	3.50			320	3.09
Cottage cheese		16 oz			167	3.00	62	3.99
Cream cheese		8 oz	239	2.86	87	2.50		
Flavored milk	All fat tests	half gallon					62	2.99
Milk	All fat tests	half gallon	1472	3.99	2128	3.93	2248	4.47
Milk	All fat tests	gallon	213	6.01	228	6.25	485	5.81
Sour cream		16 oz	214	2.50			276	2.61
Yogurt	Greek	4-6 oz			127	1.25	147	1.33
Yogurt	Yogurt	4-6 oz	191	1.00	325	.88	305	.60
Yogurt	Yogurt	32 oz					464	4.28

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	61	2.50			
Milk	All fat tests	half gallon	3.69	161	3.69	3.99	87	3.99			
Milk	All fat tests	gallon	6.99	108	6.99						
Sour cream		16 oz				2.50	214	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 #	5.29	121	5.29						
Cheese	Natural Varieties	8 oz block							3.50	289	3.50
Cheese	Natural Varieties	8 oz shred							3.50	289	3.50
Cream cheese		8 oz				2.99	178	2.99			
Milk	All fat tests	half gallon				3.49-4.99	619	4.02	3.99-4.39	578	4.19
Milk	All fat tests	gallon							5.00	105	5.00
Yogurt	Yogurt	4-6 oz	1.00	54	1.00	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
Milk	All fat tests	half gallon				0.75	27	.75

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