



## 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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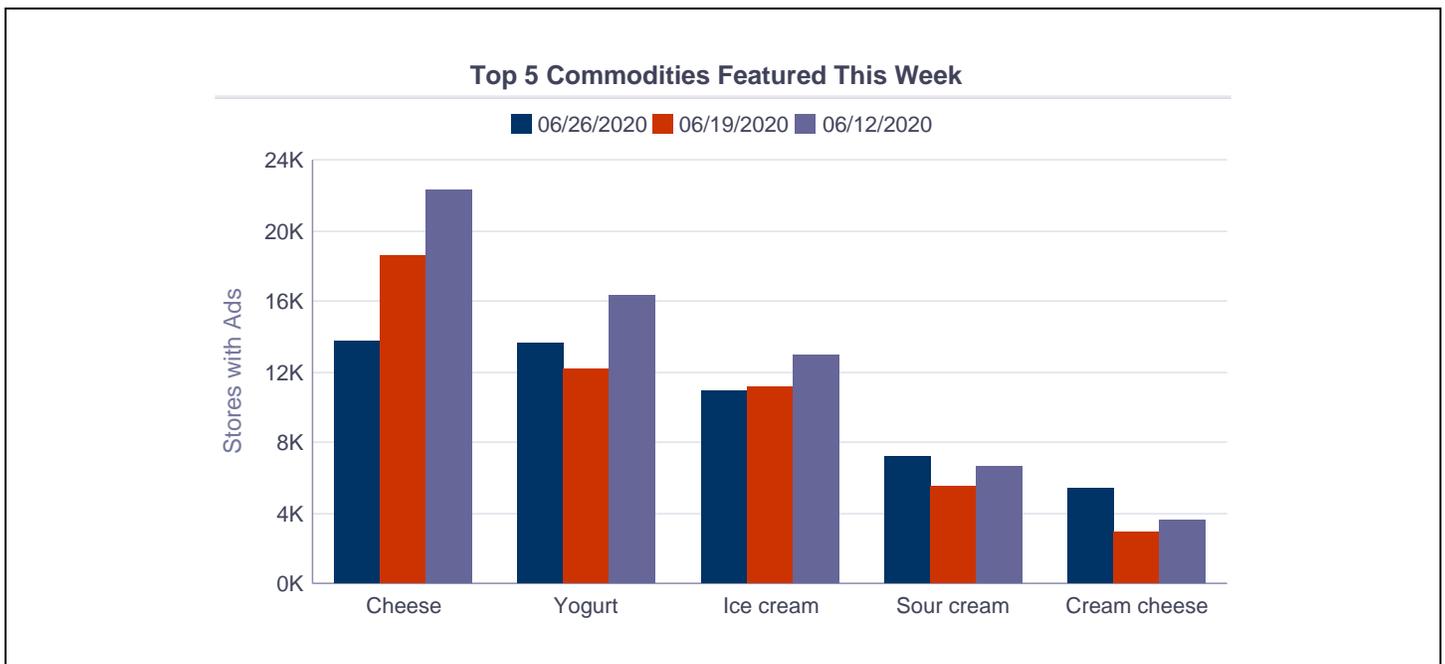
### Advertised Prices for Dairy Products at Major Retail Supermarket Outlets ending during the period of 06/26/2020 to 07/02/2020

The total number of online ads remains lower than usual, considering the effects of COVID-19 on promotional strategies at major supermarkets across the country. That said, this week, the total number of ads for dairy products decreased by 2 percent for conventional and 21 percent for organic.

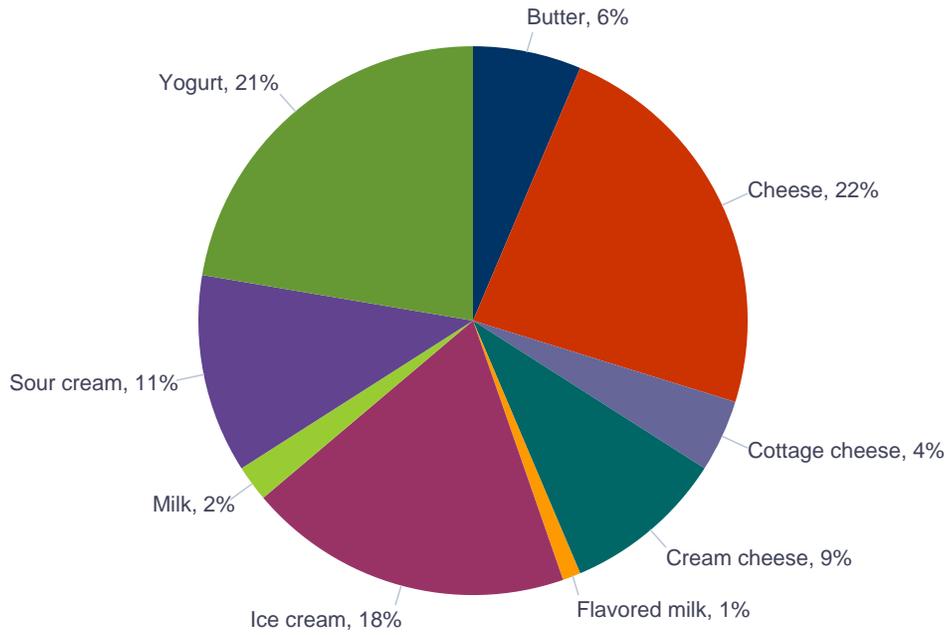
By far, ice cream in 48-64 oz containers, a summer favorite, is the most advertised conventional dairy product, followed by shredded cheese in 8 ounces packages. The total number of ads for conventional cheese decreased by 23 percent. Organic butter in 1 # packages has the highest percentage increase in ad numbers this week.

The national weighted average advertised price for one gallon of milk is \$3.55 for conventional and \$6.20 for organic, resulting in an organic price premium of \$2.65. The total number of ads for milk increased 29 percent for conventional, but decreased 21 percent for organic. Milk in half gallons is the most advertised organic dairy product, followed by organic butter in 13 packages.

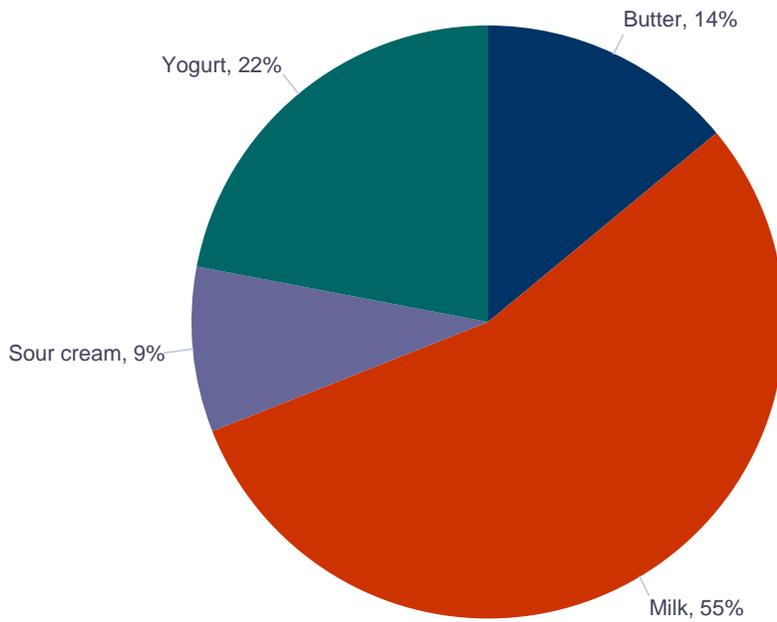
The total number of ads for yogurt increased by 10 percent for conventional and increased 171 percent for organic.



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 #	3682	3.11	5891	3.06	4411	3.48
Cheese	Natural Varieties	8 oz block	5038	2.32	7588	2.50	8433	2.10
Cheese	Natural Varieties	1 # block	927	4.03	373	4.16	926	3.51
Cheese	Natural Varieties	2 # block	283	5.68	814	6.69	817	6.57
Cheese	Natural Varieties	8 oz shred	7161	2.28	8692	2.46	10607	2.12
Cheese	Natural Varieties	1 # shred	360	4.07	452	4.84	204	4.99
Cottage cheese		16 oz	2551	1.73	2497	1.67	4913	2.01
Cream cheese		8 oz	5410	1.94	2638	1.45	7285	1.68
Flavored milk	All fat tests	half gallon	226	2.49	581	2.55	555	2.74
Flavored milk	All fat tests	gallon	180	3.98	285	3.88	99	3.99
Ice cream		48-64oz	10961	2.91	11085	3.06	13739	2.89
Milk	All fat tests	half gallon	375	1.63	379	1.95	139	1.97
Milk	All fat tests	gallon	674	3.55	433	2.18	668	2.54
Sour cream		16 oz	6943	1.75	5264	1.46	7916	1.86
Yogurt	Greek	4-6 oz	7749	.94	5361	.93	7858	.96
Yogurt	Greek	32 oz	1542	4.24	717	4.00	3643	3.67
Yogurt	Yogurt	4-6 oz	2939	.50	3641	.45	3280	.53
Yogurt	Yogurt	32 oz	879	2.19	2244	2.37	438	2.84

## 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	1292	3.08	2.49-3.99	1226	3.17	1.99-2.48	286	2.30
Cheese	Natural Varieties	8 oz block	1.99-3.49	1137	2.51	2.00-3.00	960	2.62	1.99-2.99	1932	2.08
Cheese	Natural Varieties	1 # block	3.49-5.99	537	4.31				3.50	69	3.50
Cheese	Natural Varieties	8 oz shred	1.99-3.99	2807	2.36	2.00-3.00	746	2.43	1.99-2.00	1889	1.99
Cheese	Natural Varieties	1 # shred	3.99	108	3.99	4.99	62	4.99	3.50	69	3.50
Cottage cheese		16 oz	1.49-3.00	631	2.17	1.50-2.00	824	1.87	1.25-1.69	817	1.34
Cream cheese		8 oz	1.49-2.50	1103	1.83	1.66-2.50	1746	2.27	1.49-1.99	1214	1.70
Flavored milk	All fat tests	gallon							3.98	180	3.98
Ice cream		48-64oz	1.50-3.99	1998	2.77	1.97-5.99	2928	2.74	1.99-5.49	1989	3.20
Milk	All fat tests	half gallon	1.88	137	1.88						
Milk	All fat tests	gallon	4.49	147	4.49						
Sour cream		16 oz	1.49-2.00	2025	1.74	1.50-2.00	1898	1.92	1.25-1.79	942	1.47
Yogurt	Greek	4-6 oz	0.69-1.50	2601	.94	0.88-1.25	2242	1.00	0.79-1.00	881	.89
Yogurt	Greek	32 oz	3.49-4.99	468	3.97				2.79-4.99	253	3.80
Yogurt	Yogurt	4-6 oz	0.50-0.60	823	.56	0.49-0.50	734	.50	0.39-0.50	835	.48
Yogurt	Yogurt	32 oz							1.99	180	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 #	3.99	55	3.99	2.99-4.99	601	3.58	1.99-2.49	174	2.19
Cheese	Natural Varieties	8 oz block	1.99-2.50	274	2.09	1.99-2.99	366	2.73	1.88-1.99	358	1.97
Cheese	Natural Varieties	1 # block	3.99	121	3.99	3.49	200	3.49			
Cheese	Natural Varieties	2 # block				5.49	178	5.49	5.99	105	5.99
Cheese	Natural Varieties	8 oz shred	1.99-2.99	566	2.46	1.99-3.00	752	2.55	1.88-1.99	358	1.97
Cheese	Natural Varieties	1 # shred	3.99	121	3.99						
Cottage cheese		16 oz	1.25-1.79	199	1.58				0.99	69	.99
Cream cheese		8 oz				1.50-2.50	1046	1.91	0.99-1.67	279	1.44
Flavored milk	All fat tests	half gallon	3.79	121	3.79				0.99	105	.99
Ice cream		48-64oz	1.99-3.99	2130	2.89	2.49-3.99	1348	3.11	1.88-3.98	461	2.71
Milk	All fat tests	half gallon	1.89	133	1.89				0.99	105	.99
Milk	All fat tests	gallon	2.50-5.99	327	3.72	2.59	200	2.59			
Sour cream		16 oz	1.25-1.69	132	1.43	1.49-2.99	1462	1.86	0.99-1.77	425	1.30
Yogurt	Greek	4-6 oz	0.88-1.00	833	.94	0.59-1.00	756	.87	0.59-1.00	377	.88
Yogurt	Greek	32 oz	3.29	121	3.29	4.99	411	4.99	4.39	289	4.39
Yogurt	Yogurt	4-6 oz	0.45-0.50	290	.48	0.49-0.50	152	.49	0.39	105	.39
Yogurt	Yogurt	32 oz	2.50	121	2.50				1.67-2.69	578	2.18

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	21	2.99	3.99	27	3.99
Cheese	Natural Varieties	8 oz block	2.50	11	2.50			
Cheese	Natural Varieties	8 oz shred	2.49-3.00	43	2.74			
Cottage cheese		16 oz	1.67	11	1.67			
Cream cheese		8 oz	1.79-2.49	22	2.14			
Ice cream		48-64oz	2.88-3.99	53	3.34	3.48-4.99	54	4.24
Sour cream		16 oz	1.49-1.67	32	1.55	1.99	27	1.99
Yogurt	Greek	4-6 oz	0.59-1.00	32	.73	0.79	27	.79

### 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 #	335	5.42	121	5.29	214	5.49
Cheese	Natural Varieties	8 oz block			289	3.50		

Wtd Avg - Simple weighted average



Cheese	Natural Varieties	8 oz shred			289	3.50		
Cream cheese		8 oz			239	2.86	178	2.99
Milk	All fat tests	half gallon	1058	3.78	1472	3.99	1841	4.08
Milk	All fat tests	gallon	266	6.20	213	6.01	105	5.00
Sour cream		16 oz	214	2.50	214	2.50	214	2.50
Yogurt	Greek	4-6 oz					118	1.25
Yogurt	Greek	32 oz	214	3.00			108	5.99
Yogurt	Yogurt	4-6 oz			191	1.00	284	1.13
Yogurt	Yogurt	32 oz	304	3.49			214	3.00

### 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 #				5.49	214	5.49			
Milk	All fat tests	half gallon	4.49	161	4.49	4.49	214	4.49	2.99	468	2.99
Milk	All fat tests	gallon	6.99	161	6.99						
Sour cream		16 oz				2.50	214	2.50			
Yogurt	Greek	32 oz				3.00	214	3.00			
Yogurt	Yogurt	32 oz	3.49	304	3.49						

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	2.99	78	2.99	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

Wtd Avg - Simple weighted average



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