



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/dybretil.pdf>

Volume 87- Number 27

Issued Weekly

Thursday, July 2, 2020

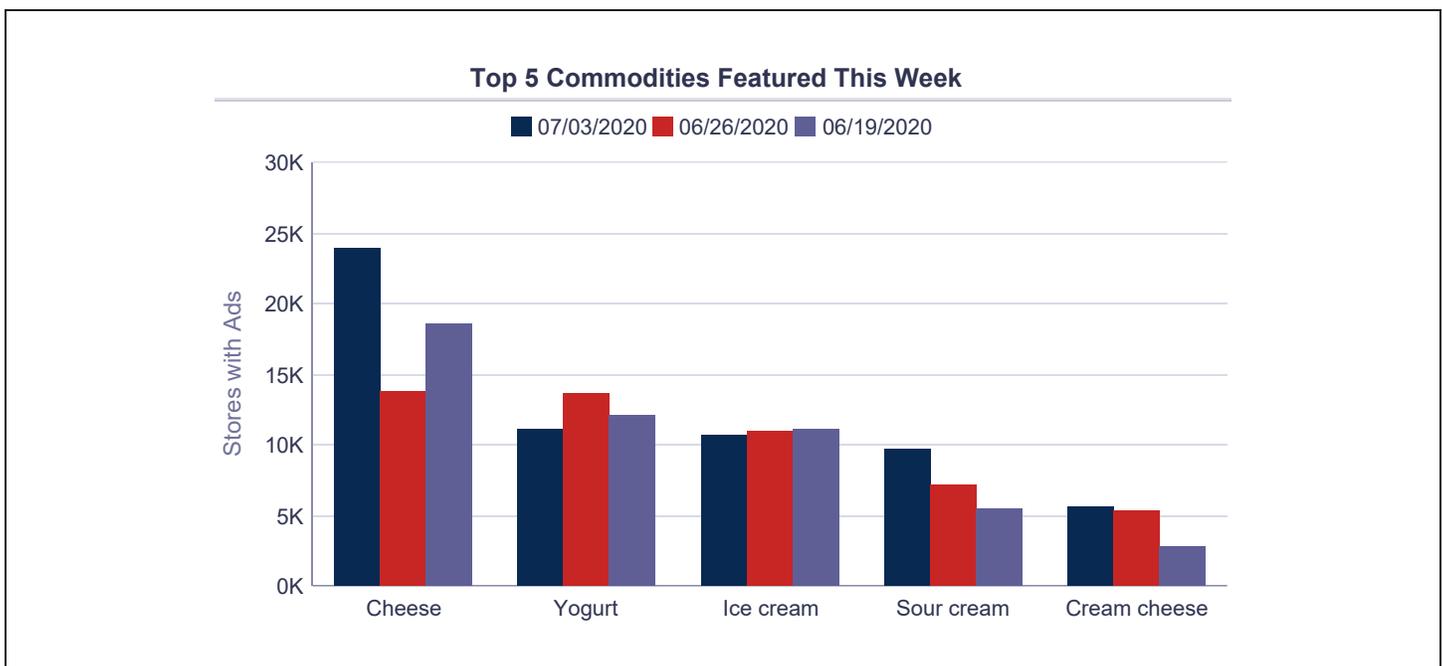
Advertised Prices for Dairy Products at Major Retail Supermarket Outlets ending during the period of 07/03/2020 to 07/09/2020

Retail advertisements for dairy products increased on the conventional aisle, by 18 percent, while the total number of organic dairy ads declined by 23 percent. Ads for conventional 2 lb cheese blocks increased by the largest margin week to week, while conventional 8 oz shred cheese was the most advertised dairy item. In typical fashion, half gallon milk was the most advertised organic dairy item.

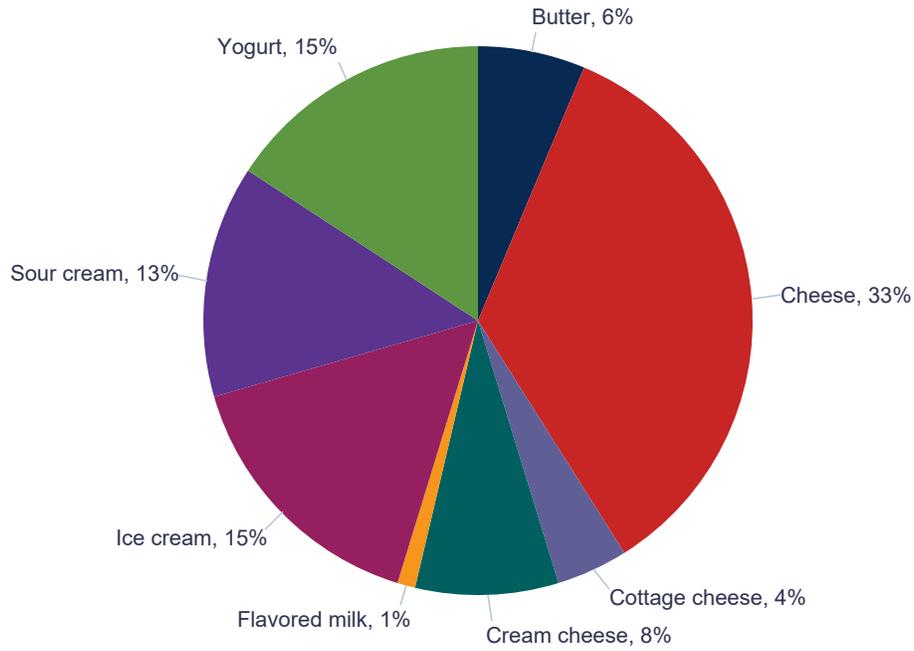
Cheese advertisements rose 73 percent from last week on the conventional side, and cheese in 8 oz blocks held a weighted average price of \$2.09, down \$.23 from last week. There were no advertised organic cheese items.

Conventional and organic bottled milk advertisements decreased by 71 and 26 percent, respectively. The weighted average price of conventional 1-gallon milk was \$2.65, compared to \$6.99 for organic milk, representing an organic premium of \$4.34.

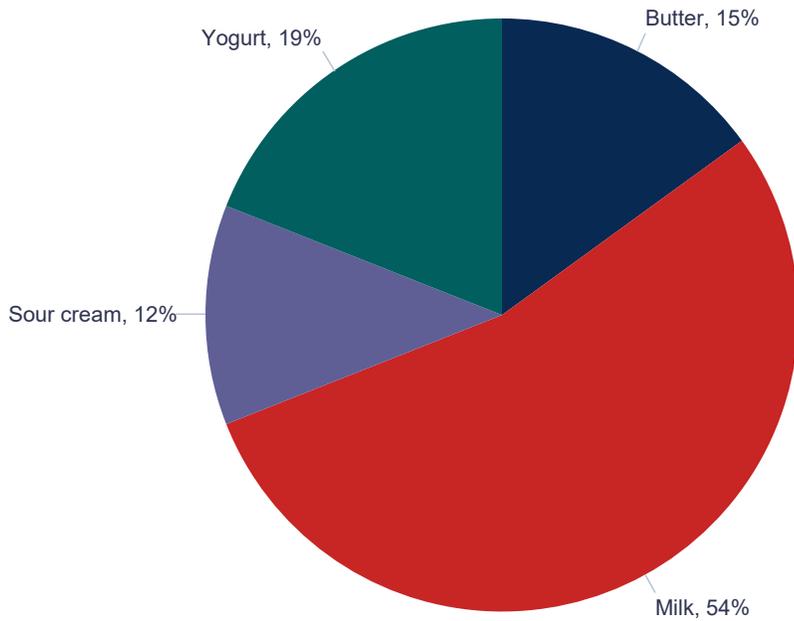
Yogurt advertisements also decreased on both the conventional and organic sectors, 17 and 32 percent respectively. Conventional Greek yogurt in 4-6 oz containers held a weighted average price of \$1.05, compared to \$.94 last week. The weighted average price of organic Greek yogurt, in 32oz containers, was \$4.99, \$1.99 higher than last 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 #	4593	3.04	3682	3.11	3503	3.05
Cheese	Natural Varieties	8 oz block	8952	2.09	5038	2.32	6789	2.06
Cheese	Natural Varieties	1 # block	427	3.71	927	4.03	819	3.64
Cheese	Natural Varieties	2 # block	2586	5.53	283	5.68	662	6.25
Cheese	Natural Varieties	8 oz shred	11720	2.09	7161	2.28	9481	2.25
Cheese	Natural Varieties	1 # shred	170	4.35	360	4.07	255	4.45
Cottage cheese		16 oz	2651	1.85	2551	1.73	4223	2.01
Cream cheese		8 oz	5700	1.87	5410	1.94	6657	1.76
Flavored milk	All fat tests	half gallon	107	1.99	226	2.49	465	2.55
Flavored milk	All fat tests	gallon	285	3.25	180	3.98	120	1.99
Ice cream		48-64oz	10647	2.94	10961	2.91	19025	2.84
Milk	All fat tests	half gallon			375	1.63	719	1.71
Milk	All fat tests	gallon	307	2.65	674	3.55	825	1.95
Sour cream		16 oz	9465	1.73	6943	1.75	6795	1.91
Yogurt	Greek	4-6 oz	6043	1.05	7749	.94	6715	.92
Yogurt	Greek	32 oz	1055	4.69	1542	4.24	3732	3.88
Yogurt	Yogurt	4-6 oz	2887	.50	2939	.50	3439	.54
Yogurt	Yogurt	32 oz	842	2.16	879	2.19	555	3.34

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 #	2.49-3.50	1324	3.08	1.99-3.99	1310	3.09	1.88-3.50	877	2.52
Cheese	Natural Varieties	8 oz block	1.88-2.50	1839	2.13	1.89-3.00	2046	2.14	1.88-2.49	2079	2.09
Cheese	Natural Varieties	1 # block	2.99	304	2.99	4.99-5.99	123	5.49			
Cheese	Natural Varieties	2 # block				5.34	1086	5.34			
Cheese	Natural Varieties	8 oz shred	1.88-3.50	2220	2.14	1.84-2.99	4091	2.12	1.88-2.00	1659	1.93
Cheese	Natural Varieties	1 # shred	3.99	108	3.99	4.99	62	4.99			
Cottage cheese		16 oz	1.99-3.50	443	2.62	1.50-2.00	1326	1.92	0.99-1.25	479	1.12
Cream cheese		8 oz	1.49-2.99	1224	2.13	0.99-2.00	1331	1.86	0.99-1.99	1154	1.44
Flavored milk	All fat tests	half gallon							1.99	107	1.99
Flavored milk	All fat tests	gallon							3.98	180	3.98
Ice cream		48-64oz	1.50-3.99	3005	2.81	2.49-5.99	2614	3.18	1.99-3.99	1846	2.85
Milk	All fat tests	gallon							3.00	69	3.00
Sour cream		16 oz	1.50-2.00	2271	1.76	1.25-2.00	2457	1.80	0.99-2.00	965	1.36
Yogurt	Greek	4-6 oz	0.69-1.00	2113	.93	0.88-1.25	1661	1.00	0.99-1.00	476	1.00
Yogurt	Greek	32 oz	3.99	118	3.99	5.00	214	5.00	3.99	106	3.99
Yogurt	Yogurt	4-6 oz	0.50-0.60	843	.54	0.50-0.60	951	.51	0.39-0.60	541	.47

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							1.99	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 #	1.99-4.99	413	3.19	2.99-4.99	538	3.65	1.99	69	1.99
Cheese	Natural Varieties	8 oz block	1.84-2.00	1554	1.88	1.88-2.99	912	2.29	1.49-2.99	484	2.06
Cheese	Natural Varieties	2 # block	5.34	973	5.34	5.49-6.99	422	6.36	5.99	105	5.99
Cheese	Natural Varieties	8 oz shred	1.84-2.50	1831	1.91	1.88-3.00	1337	2.38	1.49-1.99	523	1.92
Cottage cheese		16 oz	2.00	55	2.00	1.49	244	1.49	1.49	69	1.49
Cream cheese		8 oz	1.99	192	1.99	1.59-2.50	1485	2.06	1.00-1.99	279	1.49
Flavored milk	All fat tests	gallon							1.99	105	1.99
Ice cream		48-64oz	1.99-4.99	946	3.47	2.49-3.00	1956	2.60	1.88-3.98	130	2.87
Milk	All fat tests	gallon	2.99	133	2.99				1.99	105	1.99
Sour cream		16 oz	1.25-2.49	1596	1.77	1.49-2.00	1789	1.78	1.00-1.77	304	1.44
Yogurt	Greek	4-6 oz	0.89-4.99	694	1.68	1.00	816	1.00	0.88-1.00	251	.96
Yogurt	Greek	32 oz	4.99	54	4.99	4.99	274	4.99	4.67	289	4.67
Yogurt	Yogurt	4-6 oz	0.40-0.49	284	.47	0.49-0.50	268	.50			
Yogurt	Yogurt	32 oz	1.87	60	1.87				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 #	2.50	11	2.50	3.50-3.99	51	3.76
Cheese	Natural Varieties	8 oz block	2.50	11	2.50	2.50	27	2.50
Cheese	Natural Varieties	8 oz shred	2.50-3.00	32	2.83	2.50	27	2.50
Cottage cheese		16 oz	1.67	11	1.67	2.50	24	2.50
Cream cheese		8 oz	1.49	11	1.49	2.00	24	2.00
Ice cream		48-64oz	2.50-4.99	75	3.28	3.00-5.99	75	4.27
Sour cream		16 oz	1.50-1.67	32	1.56	2.00-2.50	51	2.24
Yogurt	Greek	4-6 oz	1.00-1.25	32	1.09			
Yogurt	Yogurt	32 oz				3.69	24	3.69

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 #	283	5.86	335	5.42		
Cheese	Natural Varieties	8 oz block					244	4.99
Cheese	Natural Varieties	1 # block					244	5.99
Cottage cheese		16 oz					244	3.99
Milk	All fat tests	half gallon	804	4.12	1058	3.78	1041	4.33
Milk	All fat tests	gallon	180	6.99	266	6.20	252	5.58
Sour cream		16 oz	214	2.50	214	2.50	458	2.76
Yogurt	Greek	32 oz	137	4.99	214	3.00	214	5.99
Yogurt	Yogurt	4-6 oz					137	1.25
Yogurt	Yogurt	32 oz	214	3.00	304	3.49	439	3.77

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	6.99	69	6.99
Milk	All fat tests	half gallon	3.69	161	3.69	4.49	214	4.49	3.49-4.46	429	4.10
Milk	All fat tests	gallon							6.99	180	6.99
Sour cream		16 oz				2.50	214	2.50			
Yogurt	Yogurt	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
Yogurt	Greek	32 oz				4.99	137	4.99			

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

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

Wtd Avg - Simple weighted average



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