



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 28

Issued Weekly

Friday, July 10, 2020

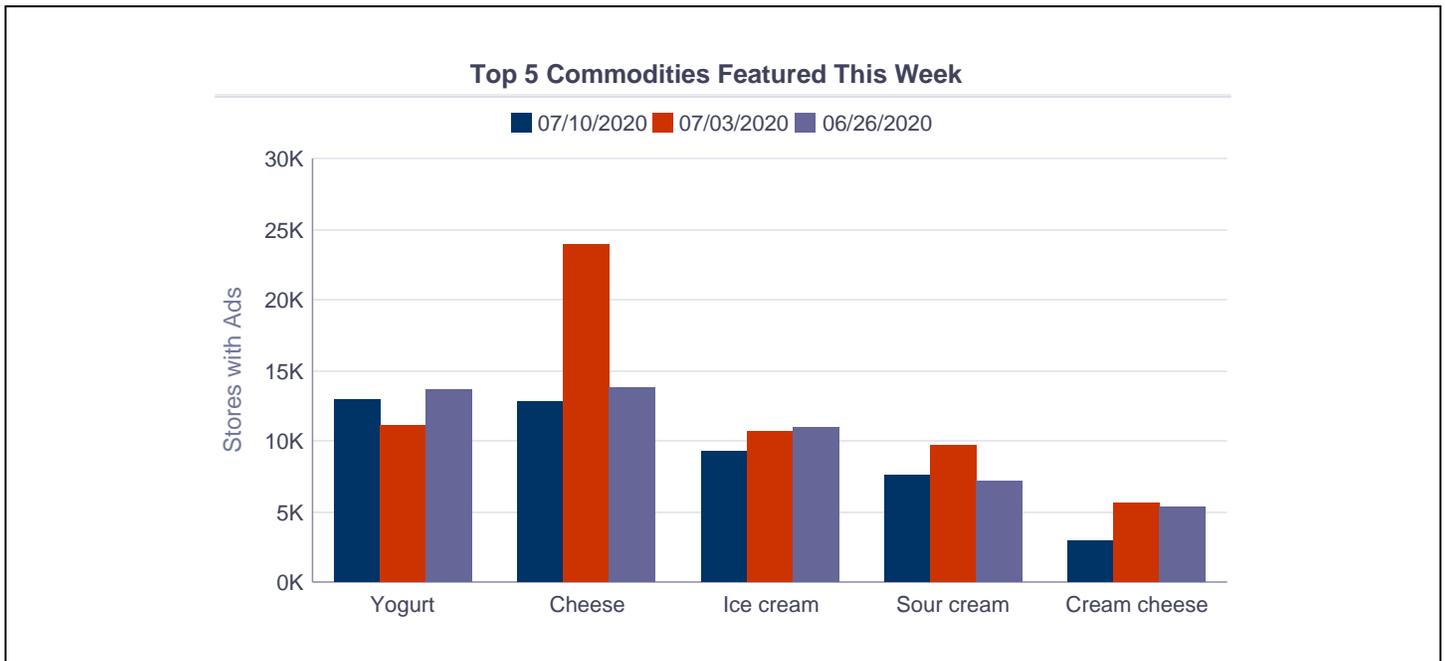
Advertised Prices for Dairy Products at Major Retail Supermarket Outlets ending during the period of 07/10/2020 to 07/16/2020

Dairy product ads decreased 26 percent for conventional and 16 percent for organic. Conventional ice cream in 48 to 64 ounce containers had the most advertisement listings for all dairy items, followed by 4-6 ounce conventional Greek yogurt, then conventional sour cream in 16 ounce containers.

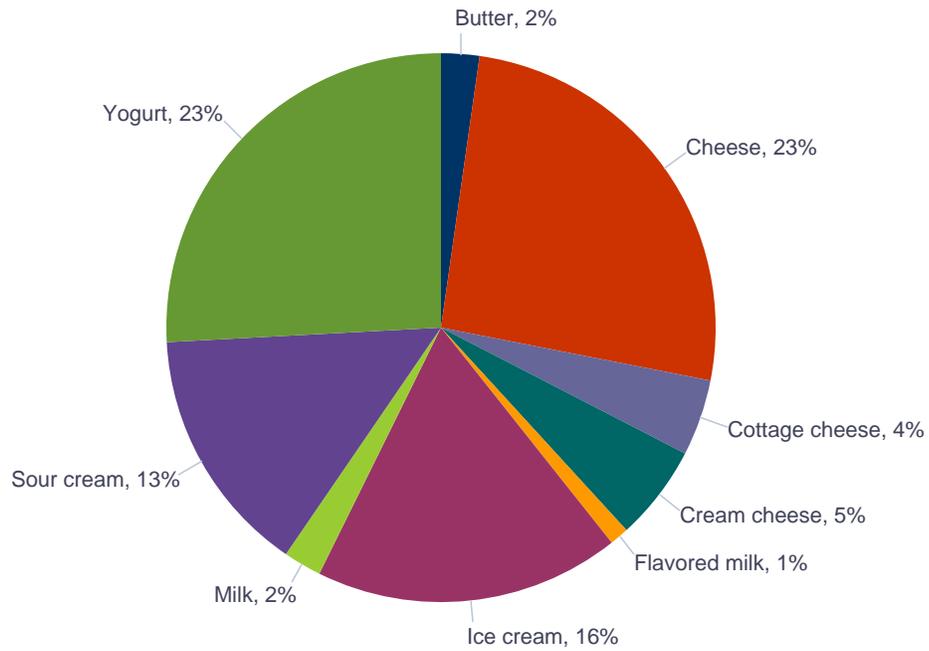
Conventional yogurt advertisements increased 20 percent. There were no organic yogurt ads this week. The national weighted average advertised price for conventional yogurt in 4 to 6 ounce containers is 49 cents. There were no ads for organic yogurt in 4 to 6 ounce containers.

Advertisements for conventional milk increased 315 percent, and organic milk ads augmented 13 percent. Advertisements for organic gallon milk increased nearly fourfold, replacing organic half gallon milk as the most advertised item for organic dairy products this week.

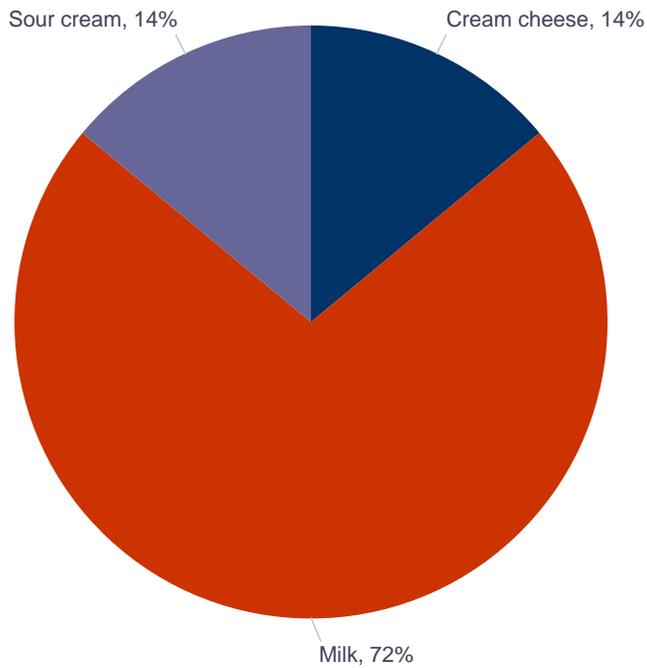
The national weighted average advertised price for conventional 8 ounce block cheese was \$2.27, compared to \$2.40 for 8 ounce shred cheese. Advertisements for conventional cheese declined 46 percent this week. There were no reported advertisements for organic cheese this week.



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 #	1211	3.07	4593	3.04	5126	3.44
Cheese	Natural Varieties	8 oz block	3907	2.27	8952	2.09	6198	2.27
Cheese	Natural Varieties	1 # block	62	3.99	427	3.71	1873	4.45
Cheese	Natural Varieties	2 # block	2120	6.19	2586	5.53	594	6.48
Cheese	Natural Varieties	8 oz shred	6208	2.40	11720	2.09	8875	2.25
Cheese	Natural Varieties	1 # shred	539	4.78	170	4.35	1123	4.68
Cottage cheese		16 oz	2185	2.08	2651	1.85	4224	2.15
Cream cheese		8 oz	2726	2.32	5700	1.87	3990	1.84
Flavored milk	All fat tests	half gallon	500	2.29	107	1.99	491	1.83
Flavored milk	All fat tests	gallon	180	4.99	285	3.25	800	2.87
Ice cream		48-64oz	9288	3.07	10647	2.94	16444	2.74
Milk	All fat tests	half gallon	919	1.76			438	2.17
Milk	All fat tests	gallon	355	2.75	307	2.65	878	2.69
Sour cream		16 oz	7397	1.85	9465	1.73	5797	1.88
Yogurt	Greek	4-6 oz	9012	1.05	6043	1.05	9111	.95
Yogurt	Greek	32 oz	1486	4.65	1055	4.69	5942	3.70
Yogurt	Yogurt	4-6 oz	2017	.49	2887	.50	4212	.54
Yogurt	Yogurt	32 oz	436	2.63	842	2.16	1004	2.53

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 #	2.50-3.99	553	3.17	2.88	195	2.88	2.50-3.50	226	3.03
Cheese	Natural Varieties	8 oz block	1.25-2.99	820	2.18	2.00-3.00	623	2.52	1.79-2.00	682	1.88
Cheese	Natural Varieties	1 # block	3.99	62	3.99						
Cheese	Natural Varieties	2 # block				5.39	1086	5.39			
Cheese	Natural Varieties	8 oz shred	1.25-3.00	1310	2.20	2.00-3.00	2518	2.69	1.88-2.50	635	1.97
Cheese	Natural Varieties	1 # shred	2.99-7.99	368	5.32				2.99	116	2.99
Cottage cheese		16 oz	1.49-3.00	860	2.42	1.50-2.50	428	2.00	1.49-1.99	214	1.72
Cream cheese		8 oz	1.68-2.99	685	2.21	1.50-3.50	1544	2.61	1.00-1.99	388	1.45
Flavored milk	All fat tests	half gallon				2.50	214	2.50	1.49-2.50	286	2.13
Flavored milk	All fat tests	gallon							4.99	180	4.99
Ice cream		48-64oz	2.39-3.99	2535	2.99	2.39-5.38	2602	2.79	2.48-4.49	2677	3.32
Milk	All fat tests	half gallon	2.89	255	2.89	1.25-2.50	228	1.88	0.88-0.99	358	.96
Milk	All fat tests	gallon				3.99	84	3.99	1.67	127	1.67
Sour cream		16 oz	1.50-3.00	1748	1.94	1.50-2.00	2853	1.83	1.48-1.99	278	1.66
Yogurt	Greek	4-6 oz	0.50-1.00	2015	.86	0.88-1.00	3159	.99	0.88-1.00	1276	.95
Yogurt	Greek	32 oz	3.49-5.99	893	4.72						



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	4-6 oz	0.50	279	.50	0.50	275	.50	0.33-0.49	396	.40
Yogurt	Yogurt	32 oz	2.50	147	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 #	2.79-3.00	176	2.86				3.48	61	3.48
Cheese	Natural Varieties	8 oz block	1.79-2.50	308	2.02	1.77-2.99	907	2.42	1.99-2.99	545	2.51
Cheese	Natural Varieties	2 # block	6.96	973	6.96				7.98	61	7.98
Cheese	Natural Varieties	8 oz shred	1.79-2.50	422	2.01	1.77-2.99	964	2.33	2.50	289	2.50
Cheese	Natural Varieties	1 # shred	4.99	55	4.99						
Cottage cheese		16 oz	1.79-1.99	211	1.86	1.49-1.99	411	1.69	2.50	61	2.50
Cream cheese		8 oz	1.79-2.00	109	1.90						
Ice cream		48-64oz	2.49-4.99	653	3.11	2.99-5.99	606	3.41	2.50	121	2.50
Milk	All fat tests	half gallon	1.39	78	1.39						
Milk	All fat tests	gallon	2.99	133	2.99						
Sour cream		16 oz	1.19-2.49	1633	1.91	1.49-1.99	755	1.73	1.77	130	1.77
Yogurt	Greek	4-6 oz	0.79-1.00	508	.87	0.79-1.00	1525	.94	0.89-4.39	470	3.06
Yogurt	Greek	32 oz	4.99	121	4.99	3.49-5.00	424	4.37			
Yogurt	Yogurt	4-6 oz	0.49-0.70	507	.51	0.49	210	.49	0.50-0.60	350	.52
Yogurt	Yogurt	32 oz							2.69	289	2.69

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
Cheese	Natural Varieties	8 oz block	2.00-2.79	22	2.40			
Cheese	Natural Varieties	8 oz shred	1.99-2.79	43	2.20	2.49	27	2.49
Ice cream		48-64oz	2.99-4.99	43	3.63	3.99-4.00	51	3.99
Milk	All fat tests	gallon	2.99	11	2.99			
Yogurt	Greek	4-6 oz	0.79-1.00	32	.86	0.99	27	.99
Yogurt	Greek	32 oz	5.00	21	5.00	5.00	27	5.00

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

Wtd Avg - Simple weighted average



Butter		1 #			283	5.86		
Cheese	Natural Varieties	8 oz block					161	3.99
Cottage cheese		16 oz					161	3.99
Cream cheese		8 oz	214	2.50			301	2.64
Ice cream		48-64oz					105	5.99
Milk	All fat tests	half gallon	269	3.81	804	4.12	2902	3.82
Milk	All fat tests	gallon	838	6.28	180	6.99	671	6.35
Sour cream		16 oz	214	2.50	214	2.50	664	2.61
Yogurt	Greek	32 oz			137	4.99		
Yogurt	Yogurt	4-6 oz					96	.89
Yogurt	Yogurt	32 oz			214	3.00	363	3.66

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	214	2.50			
Milk	All fat tests	half gallon	4.99	118	4.99						
Milk	All fat tests	gallon	6.99	396	6.99	4.99-6.99	275	5.43			
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
Milk	All fat tests	half gallon	2.89	151	2.89						
Milk	All fat tests	gallon				5.99	167	5.99			

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
- 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