



Dairy Market News Branch

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National Retail Report-Dairy

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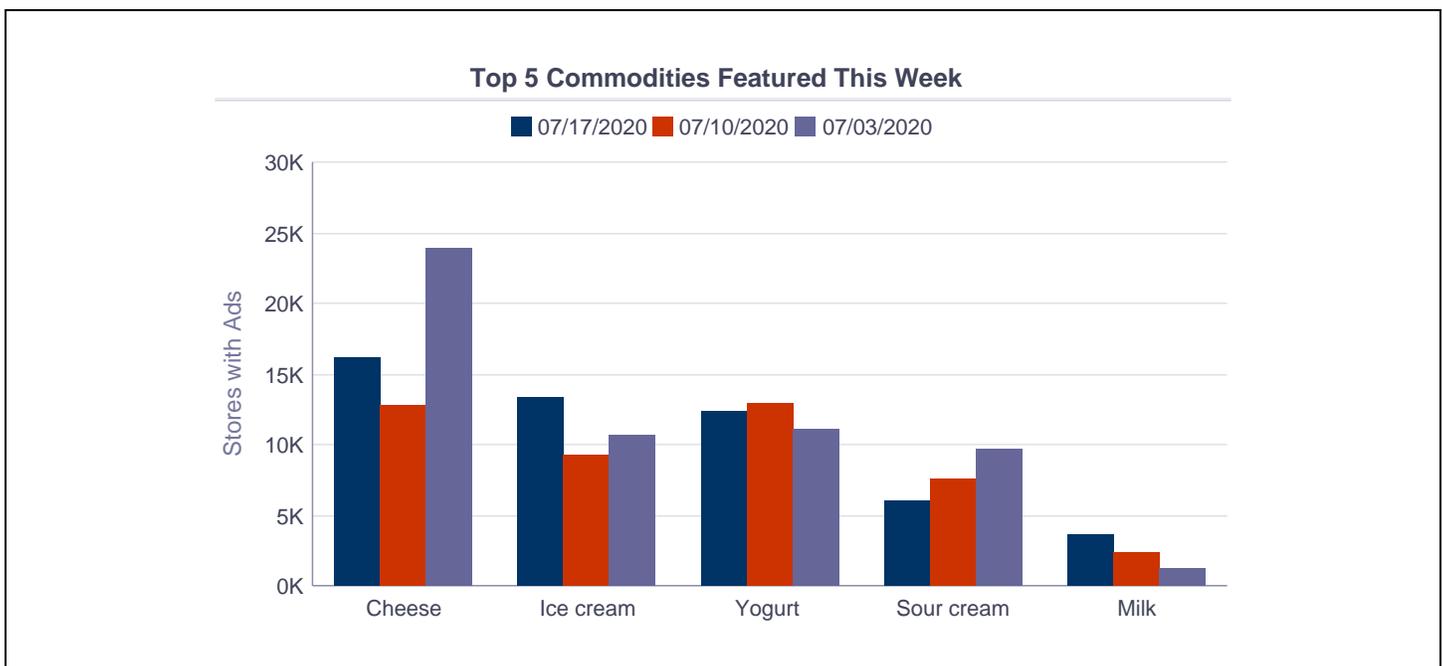
Advertised Prices for Dairy Products at Major Retail Supermarket Outlets ending during the period of 07/17/2020 to 07/23/2020

Conventional retail ad numbers this week increased 12 percent. Organic retail ad numbers increased 110 percent. The most advertised single category/size is 48-64 oz conventional ice cream. Ad numbers increased 44 percent from last week. The weighted average advertised price, \$3.12, increased 5 cents from last week. There are no ads for organic ice cream. Ads for conventional 1# butter increased 141 percent. The weighted average advertised price, \$3.70 increased 63 cents.

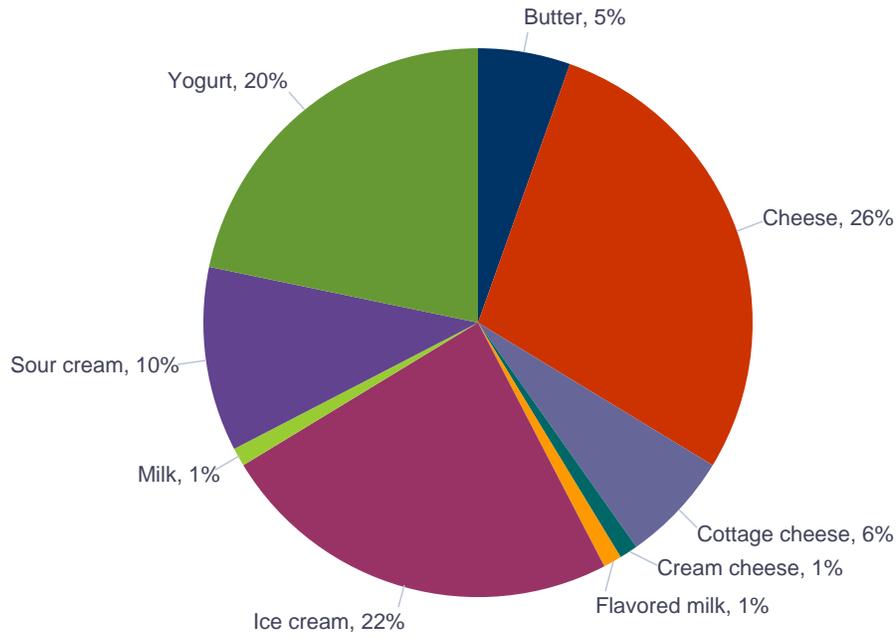
Conventional cheese ads increased 26 percent. There are no ads for organic cheese. Ads for 8 oz block increased 25 percent. The weighted average advertised price, \$2.56, decreased \$0.29.

Conventional yogurt ads declined 5 percent. Ads for conventional 4-6 oz Greek yogurt decreased 21 percent. The average price, \$0.97, decreased 8 cents.

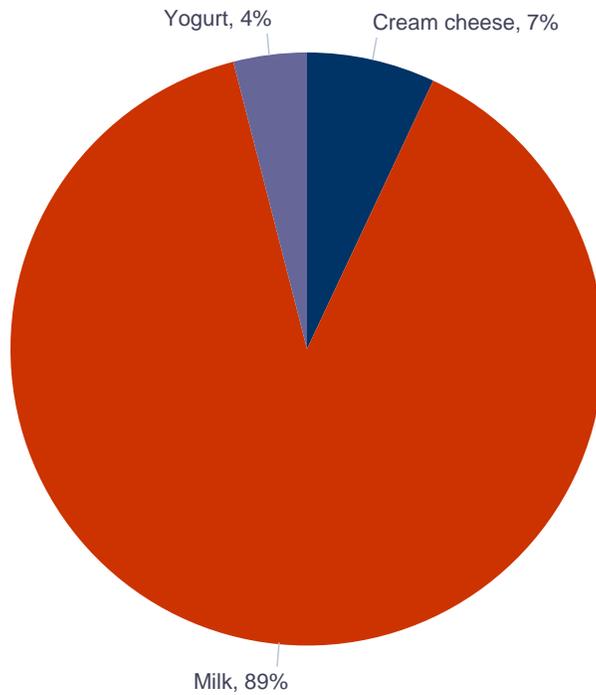
The national weighted average advertised price for conventional milk in half gallons is \$2.42, compared with \$4.01 for organic milk half gallons. This results in an organic premium of \$1.59. Conventional milk ads decreased 35 percent, while organic milk ads increased 160 percent.



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 #	2923	3.70	1211	3.07	1896	3.53
Cheese	Natural Varieties	8 oz block	4900	2.56	3907	2.27	9403	2.23
Cheese	Natural Varieties	1 # block	914	3.92	62	3.99	2228	4.51
Cheese	Natural Varieties	2 # block	3103	6.15	2120	6.19	1519	5.99
Cheese	Natural Varieties	8 oz shred	6340	2.23	6208	2.40	10508	2.27
Cheese	Natural Varieties	1 # shred	868	4.01	539	4.78	826	3.90
Cottage cheese		16 oz	3469	1.89	2185	2.08	3148	1.79
Cream cheese		8 oz	898	1.57	2726	2.32	4215	2.10
Flavored milk	All fat tests	half gallon	214	2.50	500	2.29	460	2.23
Flavored milk	All fat tests	gallon	273	3.22	180	4.99	509	3.62
Ice cream		48-64oz	13365	3.12	9288	3.07	14321	2.72
Milk	All fat tests	half gallon	708	2.42	919	1.76	1442	1.95
Milk	All fat tests	gallon	116	2.08	355	2.75	968	2.80
Sour cream		16 oz	6114	1.78	7397	1.85	5507	1.77
Yogurt	Greek	4-6 oz	7131	.97	9012	1.05	7768	.97
Yogurt	Greek	32 oz	1088	4.35	1486	4.65	5331	3.67
Yogurt	Yogurt	4-6 oz	3045	.48	2017	.49	3704	.53
Yogurt	Yogurt	32 oz	983	2.48	436	2.63	753	2.39

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	1349	3.19				2.48-2.50	775	2.50
Cheese	Natural Varieties	8 oz block	1.25-3.50	1295	2.25	2.00-3.00	2333	2.89	1.67-2.50	458	1.92
Cheese	Natural Varieties	1 # block	3.79	304	3.79				3.49-3.79	354	3.59
Cheese	Natural Varieties	2 # block				5.34	1086	5.34			
Cheese	Natural Varieties	8 oz shred	1.25-3.50	1689	2.20	2.00-2.99	2698	2.23	1.67-2.49	516	1.99
Cheese	Natural Varieties	1 # shred	3.49-4.59	356	3.91				3.49-3.79	256	3.63
Cottage cheese		16 oz	1.49-2.99	1571	2.06	1.50-2.50	1511	1.76			
Cream cheese		8 oz	1.68	102	1.68	2.00	61	2.00	1.00	213	1.00
Flavored milk	All fat tests	half gallon				2.50	214	2.50			
Flavored milk	All fat tests	gallon							3.99	106	3.99
Ice cream		48-64oz	1.47-4.99	3538	2.90	2.50-4.99	2199	3.04	1.88-4.99	3986	3.17
Milk	All fat tests	half gallon	2.39-3.99	329	2.92						
Sour cream		16 oz	1.50-2.00	2155	1.87	1.50-2.00	2443	1.69	1.99	586	1.99
Yogurt	Greek	4-6 oz	0.79-1.00	2546	.96	0.99-1.00	841	1.00	0.80-1.00	965	.96
Yogurt	Greek	32 oz	4.99	100	4.99	3.50	214	3.50	4.99	116	4.99
Yogurt	Yogurt	4-6 oz	0.42-0.60	1109	.51	0.50	1147	.50			

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	161	1.99	2.50-2.99	267	2.89	1.98	180	1.98

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 #	2.50	240	2.50	2.99-3.99	240	3.25	2.50-25.00	295	10.60
Cheese	Natural Varieties	8 oz block	1.98-2.00	126	1.99	1.99-2.99	622	2.49	2.99	66	2.99
Cheese	Natural Varieties	1 # block	3.49	78	3.49	4.99	178	4.99			
Cheese	Natural Varieties	2 # block	6.96	973	6.96	5.99	476	5.99	4.99-8.99	568	6.42
Cheese	Natural Varieties	8 oz shred	1.98-2.50	541	2.35	1.99-2.50	559	2.21	2.69	289	2.69
Cheese	Natural Varieties	1 # shred	3.49	78	3.49	4.99	178	4.99			
Cottage cheese		16 oz				1.50	63	1.50	1.67	289	1.67
Cream cheese		8 oz	1.67	54	1.67	2.50	62	2.50	0.99-1.67	358	1.54
Flavored milk	All fat tests	gallon				3.99	62	3.99	1.99	105	1.99
Ice cream		48-64oz	1.88-4.99	1079	3.42	2.50-4.49	1893	3.36	2.99-3.00	576	2.99
Milk	All fat tests	half gallon	1.99	133	1.99	1.99	246	1.99			
Milk	All fat tests	gallon							1.99	105	1.99
Sour cream		16 oz				1.50-1.77	407	1.73	0.99-1.77	488	1.60
Yogurt	Greek	4-6 oz	0.89-1.00	960	.98	0.89-1.00	1000	.99	0.59-1.00	749	.92
Yogurt	Greek	32 oz	4.99	121	4.99	3.99	200	3.99	4.39	289	4.39
Yogurt	Yogurt	4-6 oz	0.33-0.49	392	.43	0.39-0.49	397	.41			
Yogurt	Yogurt	32 oz				1.99	62	1.99	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
Butter		1 #				3.50	24	3.50
Cheese	Natural Varieties	8 oz shred	1.99	21	1.99	2.49	27	2.49
Cottage cheese		16 oz	2.50	11	2.50	2.50	24	2.50
Cream cheese		8 oz				2.00-2.50	48	2.25
Ice cream		48-64oz	2.99-4.99	43	3.63	3.99-4.99	51	4.46
Milk	All fat tests	gallon	2.99	11	2.99			
Sour cream		16 oz	2.50	11	2.50	2.50	24	2.50
Yogurt	Greek	4-6 oz	0.79-1.25	43	.96	0.99	27	.99
Yogurt	Greek	32 oz	5.00	21	5.00	5.00	27	5.00
Yogurt	Yogurt	32 oz				3.69	24	3.69

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
Cheese	Natural Varieties	8 oz block					178	4.99
Cottage cheese		16 oz					178	3.99
Cream cheese		8 oz	214	2.50	214	2.50	69	2.50
Milk	All fat tests	half gallon	2621	4.01	269	3.81	1422	3.49
Milk	All fat tests	gallon	252	6.16	838	6.28	392	5.45
Sour cream		16 oz			214	2.50	289	2.49
Yogurt	Greek	32 oz	137	5.99				
Yogurt	Yogurt	4-6 oz					72	.58
Yogurt	Yogurt	32 oz					400	3.71

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	3.50-4.49	330	3.77	3.50-4.50	2085	4.02			
Milk	All fat tests	gallon	6.99	147	6.99						

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
Milk	All fat tests	half gallon				4.99	137	4.99	2.99	69	2.99
Milk	All fat tests	gallon							5.00	105	5.00
Yogurt	Greek	32 oz				5.99	137	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

Wtd Avg - Simple weighted average



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