



Dairy Market News Branch

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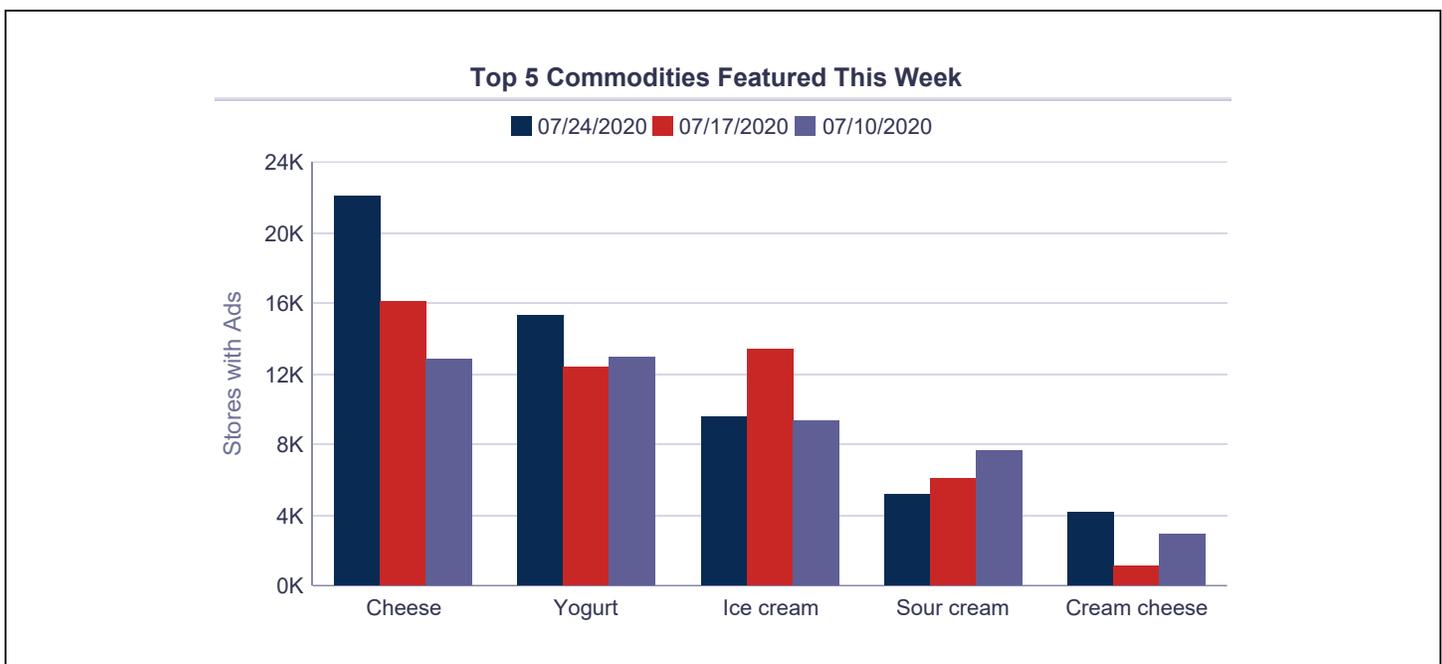
Advertised Prices for Dairy Products at Major Retail Supermarket Outlets ending during the period of 07/24/2020 to 07/30/2020

This week, the numbers of conventional retail ads augmented 10 percent, but organic retail ad numbers declined 25 percent. Although the numbers of conventional ice cream in 48-64 oz containers declined by 28 percent, they remain the most advertised dairy product this week, followed by conventional 8 oz cheese shred. Conventional 8 oz cream cheese has the highest percent increase in ad numbers. It is selling at \$1.79 this week and has increased \$.22 compared to last week.

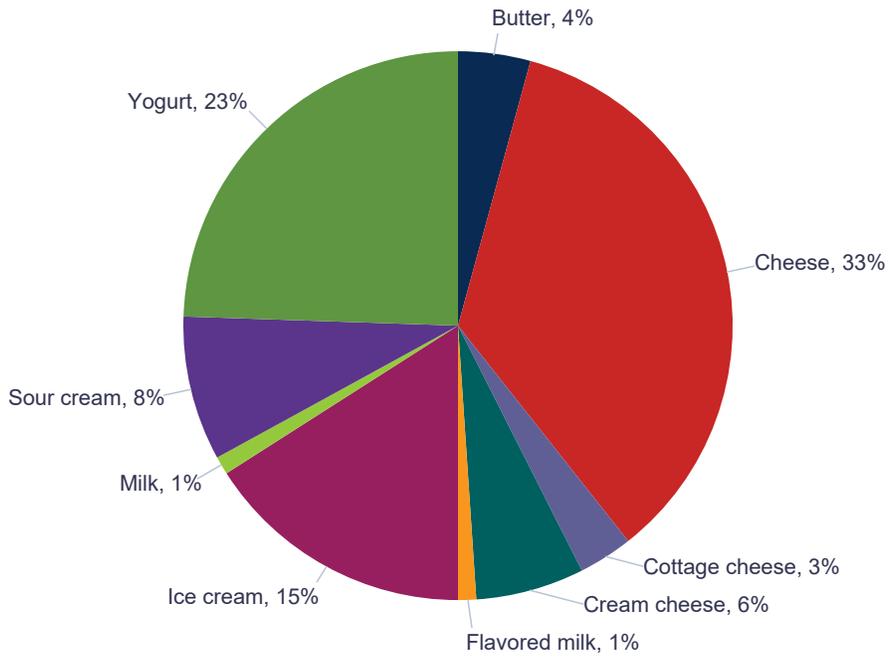
Conventional cheese ads increased 36 percent. There are no ads for organic cheese this week. Ads for conventional 8 oz block cheese increased 75 percent. The weighted average advertised prices dropped by \$.29 to 2.27. The ad numbers for conventional 1 # shred cheese declined 67 percent.

The number of advertisements for conventional 4-6 oz Greek yogurt are over two times the ad numbers for conventional 4-6 oz yogurt. Total ads for conventional yogurt increased 22 percent, whereas organic yogurt ads increased 104 percent. The weighted average price for conventional yogurt in 4-6 oz containers is \$.50, and the weighted average advertised price for organic yogurt in 4-6 oz containers is \$.98, representing an organic premium of \$.48.

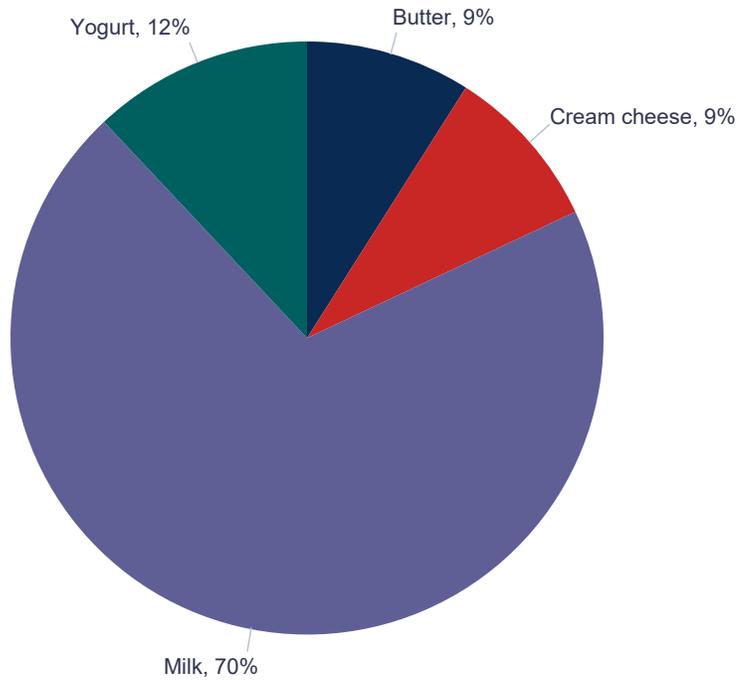
The national weighted average advertised price for conventional milk in half gallons is \$1.67, compared with \$4.09 for organic milk in half gallons. This results in an organic premium of \$2.42. Conventional milk ad numbers climbed 4 percent, but organic milk ads decreased 41 percent.



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 #	2803	3.00	2923	3.70	2144	3.44
Cheese	Natural Varieties	8 oz block	8584	2.27	4900	2.56	7926	2.08
Cheese	Natural Varieties	1 # block	1037	3.95	914	3.92	511	4.73
Cheese	Natural Varieties	2 # block	2681	6.08	3103	6.15	576	5.70
Cheese	Natural Varieties	8 oz shred	9405	2.20	6340	2.23	8485	2.23
Cheese	Natural Varieties	1 # shred	286	3.99	868	4.01	411	3.19
Cottage cheese		16 oz	1840	1.69	3469	1.89	5174	1.77
Cream cheese		8 oz	3993	1.79	898	1.57	3740	2.15
Flavored milk	All fat tests	half gallon	580	1.53	214	2.50	999	1.82
Flavored milk	All fat tests	gallon			273	3.22	180	4.99
Ice cream		48-64oz	9561	2.90	13365	3.12	12825	2.85
Milk	All fat tests	half gallon	660	1.67	708	2.42	1193	1.79
Milk	All fat tests	gallon	200	2.89	116	2.08	967	2.45
Sour cream		16 oz	5202	1.42	6114	1.78	6520	1.63
Yogurt	Greek	4-6 oz	8044	.95	7131	.97	11322	.98
Yogurt	Greek	32 oz	1868	4.26	1088	4.35	5040	3.49
Yogurt	Yogurt	4-6 oz	3978	.50	3045	.48	2214	.54
Yogurt	Yogurt	32 oz	1108	2.29	983	2.48	1817	2.08

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	1329	3.34	2.50	1002	2.50	3.99	69	3.99
Cheese	Natural Varieties	8 oz block	1.88-3.00	1300	2.37	1.84-4.00	3433	2.48	1.75-2.49	1202	2.08
Cheese	Natural Varieties	1 # block	3.99	573	3.99	3.50	214	3.50			
Cheese	Natural Varieties	2 # block				5.34	1086	5.34			
Cheese	Natural Varieties	8 oz shred	1.49-2.50	1907	2.18	1.84-4.00	3523	2.48	1.50-2.49	1264	2.04
Cheese	Natural Varieties	1 # shred	3.99	108	3.99						
Cottage cheese		16 oz	1.99-2.50	727	2.13	0.79-2.50	389	1.87	0.79-1.69	480	.99
Cream cheese		8 oz	1.33-2.49	1664	1.84	1.25-2.00	301	1.47	1.67-1.99	954	1.93
Flavored milk	All fat tests	half gallon							0.99	53	.99
Ice cream		48-64oz	0.99-3.69	2225	2.74	2.00-4.99	2816	2.32	2.50-3.99	2157	3.30
Sour cream		16 oz	0.99-2.50	1484	1.70	0.79-1.67	1177	1.01	0.79-1.79	758	1.01
Yogurt	Greek	4-6 oz	0.79-1.25	2974	1.00	0.80-1.00	981	.98	0.50-1.00	1649	.90
Yogurt	Greek	32 oz	4.00-5.00	288	4.50	3.49	87	3.49	4.88	180	4.88
Yogurt	Yogurt	4-6 oz	0.39-0.69	1314	.52	0.33-0.60	1092	.51	0.25-0.50	774	.44
Yogurt	Yogurt	32 oz	1.97-2.99	226	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 #	3.50	62	3.50	2.50	167	2.50	2.49-3.49	174	3.09
Cheese	Natural Varieties	8 oz block	1.67-2.49	1366	1.88	1.77-2.99	726	2.30	1.69-2.99	529	2.08
Cheese	Natural Varieties	1 # block				3.99	178	3.99	4.98	61	4.98
Cheese	Natural Varieties	2 # block	6.96	973	6.96	5.99	622	5.99			
Cheese	Natural Varieties	8 oz shred	1.67-2.50	1360	1.88	1.77-2.00	729	1.97	1.69-2.00	584	1.94
Cheese	Natural Varieties	1 # shred				3.99	178	3.99			
Cottage cheese		16 oz				1.49	244	1.49			
Cream cheese		8 oz	1.49-1.99	283	1.79	1.49-1.59	527	1.52	1.67-1.99	210	1.83
Flavored milk	All fat tests	half gallon				1.69-1.79	422	1.73	0.99	105	.99
Ice cream		48-64oz	2.69-5.99	840	4.06	2.50-3.99	1109	3.00	1.88-3.00	364	2.64
Milk	All fat tests	half gallon	1.99	133	1.99	1.69-1.79	422	1.73	0.99	105	.99
Milk	All fat tests	gallon				2.89	200	2.89			
Sour cream		16 oz	1.50-1.67	239	1.59	1.25-1.99	1097	1.66	0.99-2.00	409	1.58
Yogurt	Greek	4-6 oz	0.80-1.00	983	.95	0.59-1.00	1049	.89	0.88-1.00	347	.94
Yogurt	Greek	32 oz	3.99	114	3.99	3.49-4.99	805	4.20	3.49-4.39	394	4.15
Yogurt	Yogurt	4-6 oz	0.49-0.50	429	.50	0.49-0.50	289	.50	0.50	69	.50
Yogurt	Yogurt	32 oz				2.50-2.59	304	2.55	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
Cheese	Natural Varieties	8 oz block	2.99	28	2.99			
Cheese	Natural Varieties	1 # block	3.99	11	3.99			
Cheese	Natural Varieties	8 oz shred	3.99	11	3.99	2.99	27	2.99
Cream cheese		8 oz				1.99-2.49	54	2.24
Ice cream		48-64oz	2.99-6.99	50	5.23			
Sour cream		16 oz	1.29	11	1.29	1.99	27	1.99
Yogurt	Greek	4-6 oz	0.80-1.67	61	1.28			
Yogurt	Yogurt	4-6 oz	0.60	11	.60			

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 #	221	6.39			214	5.99
Cheese	Natural Varieties	8 oz block					121	2.79
Cheese	Natural Varieties	8 oz shred					328	3.17

Wtd Avg - Simple weighted average



Cream cheese		8 oz	214	2.50	214	2.50		
Ice cream		48-64oz					77	5.13
Milk	All fat tests	half gallon	1475	4.09	2621	4.01	4380	3.63
Milk	All fat tests	gallon	214	4.99	252	6.16	892	5.47
Milk	All fat tests	8 oz UHT					241	1.25
Sour cream		16 oz					289	2.49
Yogurt	Greek	4-6 oz					780	1.18
Yogurt	Greek	32 oz			137	5.99	294	3.50
Yogurt	Yogurt	4-6 oz	133	.98			72	.69
Yogurt	Yogurt	32 oz	147	3.49			518	3.29

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 #	6.39	221	6.39						
Cream cheese		8 oz				2.50	214	2.50			
Milk	All fat tests	half gallon	3.99-4.49	734	4.20	3.99-4.49	502	4.20			
Milk	All fat tests	gallon				4.99	214	4.99			
Yogurt	Yogurt	4-6 oz	0.69	72	.69	1.33	61	1.33			
Yogurt	Yogurt	32 oz	3.49	147	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
Milk	All fat tests	half gallon	3.50	239	3.50						

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