



Dairy Market News Branch

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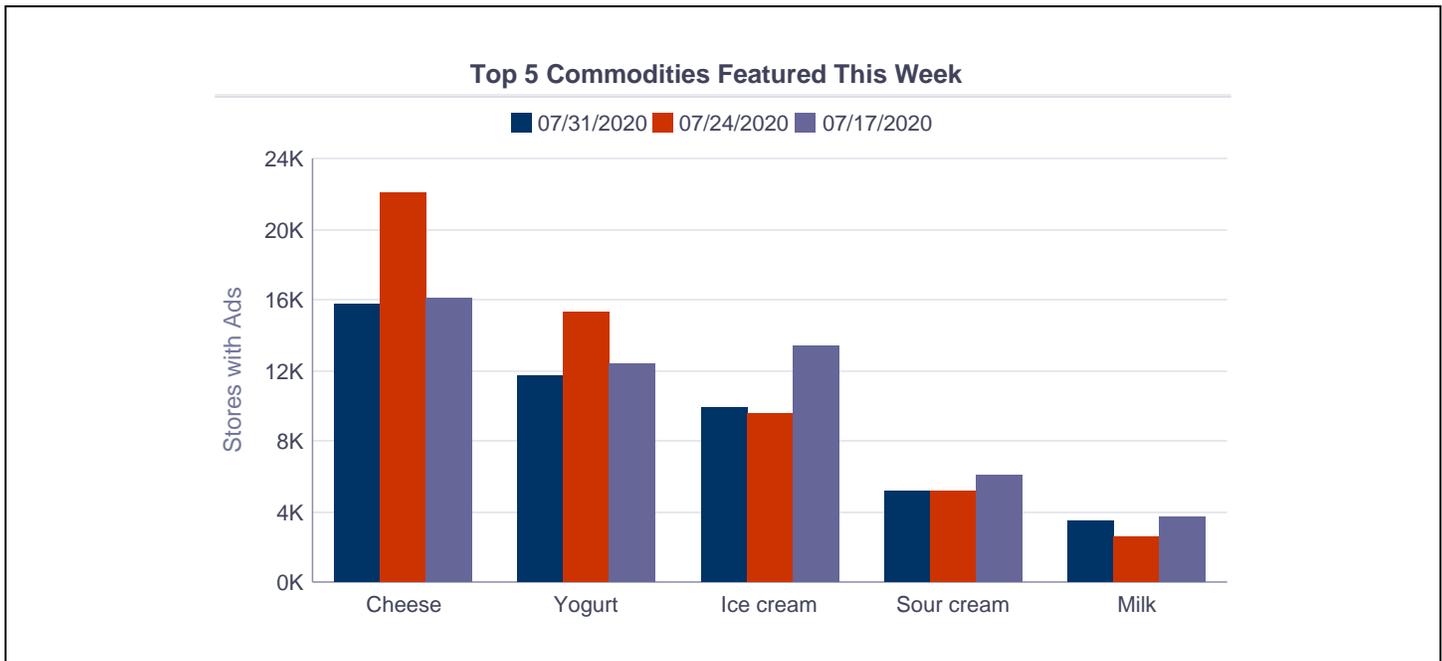
Advertised Prices for Dairy Products at Major Retail Supermarket Outlets ending during the period of 07/31/2020 to 08/06/2020

Dairy retail advertisement totals decreased in the conventional sector, although totals are higher in the organic sector this reporting period. Conventional retail ads decreased by 19 percent, while organic ads increased by 52 percent. As July comes to a close, conventional ice cream, in 48-64oz containers, was the most advertised dairy item this week. Organic milk, in half gallon containers, was the most advertised organic item.

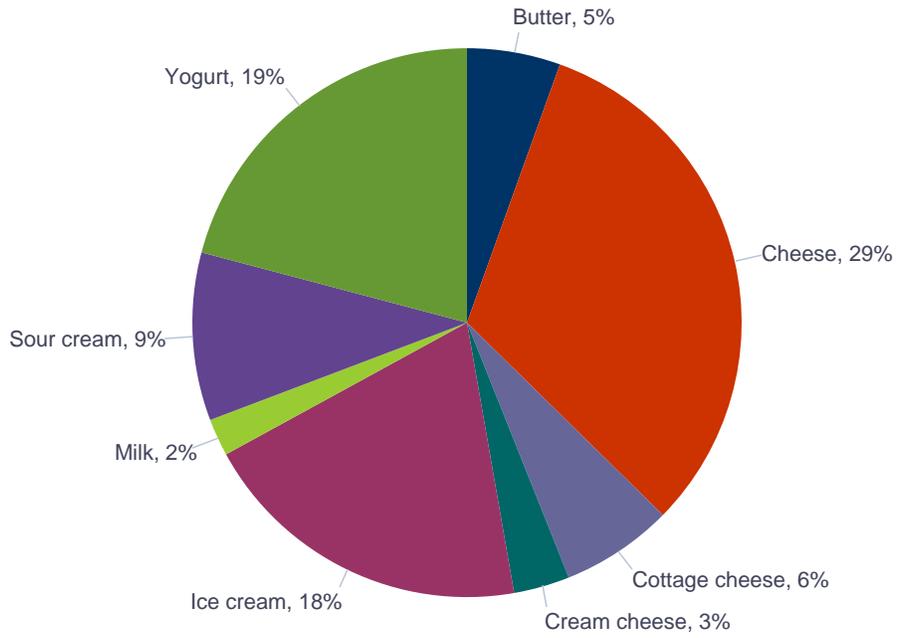
Conventional cheese, in 8 oz shred packaging, was the most advertised cheese item. Conventional cheese ads, in 1 pound block and 1 pound shred packaging, were both higher, by 120 percent and 920 percent, respectively. The weighted average price of 8 oz shred cheese was \$2.39, compared to \$2.20 last week.

Organic milk, in half gallon containers, saw a percentage increase, 38 percent. The weighted average price for conventional milk, in half gallon containers, was \$1.98, compared to \$3.79 for organic milk, an organic premium of \$1.81.

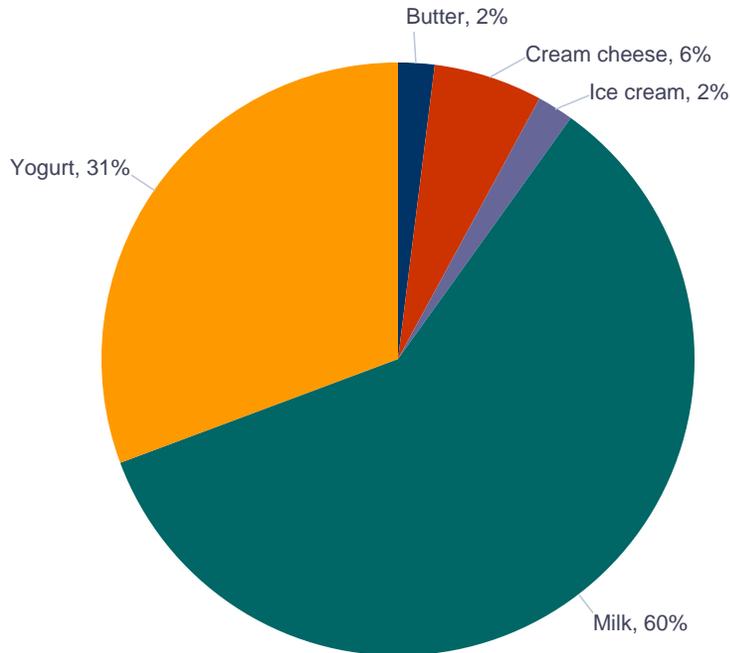
Organic yogurt in 32oz containers held a weighted average price of \$2.99, compared to the conventional weighted average price of \$2.67, an organic premium of \$.32.



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 #	2614	2.71	2803	3.00	3176	3.27
Cheese	Natural Varieties	8 oz block	3248	2.51	8584	2.27	7374	2.18
Cheese	Natural Varieties	1 # block	2283	3.45	1037	3.95	1511	4.23
Cheese	Natural Varieties	2 # block	2692	6.15	2681	6.08	1621	5.43
Cheese	Natural Varieties	8 oz shred	4623	2.39	9405	2.20	7070	2.22
Cheese	Natural Varieties	1 # shred	2917	3.66	286	3.99	686	4.71
Cottage cheese		16 oz	3124	1.78	1840	1.69	3195	1.99
Cream cheese		8 oz	1483	2.14	3993	1.79	4813	2.36
Flavored milk	All fat tests	half gallon	106	1.49	580	1.53	273	2.37
Flavored milk	All fat tests	gallon					285	3.88
Ice cream		48-64oz	9873	3.00	9561	2.90	8967	3.02
Milk	All fat tests	half gallon	868	1.98	660	1.67	599	2.27
Milk	All fat tests	gallon	394	2.15	200	2.89	977	3.16
Sour cream		16 oz	5231	1.74	5202	1.42	5087	1.78
Yogurt	Greek	4-6 oz	4394	.93	8044	.95	6888	.97
Yogurt	Greek	32 oz	1360	4.40	1868	4.26	394	4.84
Yogurt	Yogurt	4-6 oz	4472	.51	3978	.50	4658	.48
Yogurt	Yogurt	32 oz	326	2.67	1108	2.29	659	2.54

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 #	1.99-3.50	1581	2.69				2.50-3.50	832	2.66
Cheese	Natural Varieties	8 oz block	1.88-3.00	975	2.23	2.00-2.99	983	2.65	1.99-3.00	744	2.48
Cheese	Natural Varieties	1 # block	2.50-4.99	992	3.74	3.00	1002	3.00			
Cheese	Natural Varieties	2 # block				5.34-6.99	1150	5.43			
Cheese	Natural Varieties	8 oz shred	1.88-3.00	1676	2.36	2.00-3.00	967	2.37	1.99-3.00	593	2.43
Cheese	Natural Varieties	1 # shred	3.00-5.49	624	4.06	3.00-3.99	2004	3.50			
Cottage cheese		16 oz	1.69-3.00	1241	2.18	0.79-2.50	328	1.91	0.79-2.29	1005	1.23
Cream cheese		8 oz	1.33-3.00	1020	2.04	1.33-3.00	122	2.17	2.25-3.00	223	2.64
Flavored milk	All fat tests	half gallon							1.49	106	1.49
Ice cream		48-64oz	1.99-3.99	2588	3.14	1.99-4.99	1877	2.34	1.99-5.49	1686	2.98
Milk	All fat tests	half gallon				0.99	114	.99	0.88-1.19	345	1.02
Milk	All fat tests	gallon							1.67	250	1.67
Sour cream		16 oz	1.50-2.50	1764	1.96	0.79-2.00	1536	1.84	0.79-1.99	936	1.06
Yogurt	Greek	4-6 oz	0.80-1.00	1863	.95	0.80-1.00	590	.94	0.80-1.00	972	.89
Yogurt	Greek	32 oz	3.49-5.00	464	4.13	5.00	214	5.00	4.99	331	4.99
Yogurt	Yogurt	4-6 oz	0.50-0.79	1192	.55	0.49	120	.49	0.40-0.60	1192	.52

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	2.50-2.99	210	2.76				2.50	116	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 #	2.49	121	2.49				3.99	69	3.99
Cheese	Natural Varieties	8 oz block	2.25-2.50	154	2.34	3.00	246	3.00	2.50-2.99	135	2.74
Cheese	Natural Varieties	1 # block							3.99	289	3.99
Cheese	Natural Varieties	2 # block	5.99-6.96	1094	6.85	5.99-8.99	262	6.70	5.99	138	5.99
Cheese	Natural Varieties	8 oz shred	1.90-2.50	584	2.23	1.99-3.00	675	2.56	2.50	69	2.50
Cheese	Natural Varieties	1 # shred							3.99	289	3.99
Cottage cheese		16 oz	0.79-2.68	539	1.83						
Cream cheese		8 oz	1.99	118	1.99						
Ice cream		48-64oz	1.99-5.99	1331	3.32	2.49-6.99	1848	3.28	2.97-2.99	425	2.98
Milk	All fat tests	half gallon	0.90	78	.90	1.99-4.49	320	3.55			
Milk	All fat tests	gallon	2.99	133	2.99						
Sour cream		16 oz	0.79-2.00	467	1.70	1.99	246	1.99	1.79-2.00	243	1.94
Yogurt	Greek	4-6 oz	0.50-1.00	308	.74	0.99-1.00	257	1.00	0.89-1.00	328	.96
Yogurt	Greek	32 oz				3.99	246	3.99	3.49	105	3.49
Yogurt	Yogurt	4-6 oz	0.39-0.50	852	.48	0.39-0.49	663	.43	0.39-0.60	394	.54

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 #	3.00	11	3.00			
Cheese	Natural Varieties	8 oz block	3.67	11	3.67			
Cheese	Natural Varieties	2 # block	5.00	21	5.00	5.00	27	5.00
Cheese	Natural Varieties	8 oz shred	1.99-3.67	32	2.57	2.49	27	2.49
Cottage cheese		16 oz	1.49	11	1.49			
Ice cream		48-64oz	2.49-3.50	64	2.83	3.49-3.99	54	3.74
Milk	All fat tests	half gallon	3.99	11	3.99			
Milk	All fat tests	gallon	2.99	11	2.99			
Sour cream		16 oz	1.49-2.49	39	2.21			
Yogurt	Greek	4-6 oz	1.25-1.67	49	1.49	1.67	27	1.67
Yogurt	Yogurt	4-6 oz	0.39-0.50	32	.43	0.49	27	.49

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 #	69	6.99	221	6.39	214	5.99
Cheese	Natural Varieties	8 oz shred					148	3.53
Cream cheese		8 oz	214	2.50	214	2.50	392	2.59
Ice cream		48-64oz	72	6.99				
Milk	All fat tests	half gallon	2041	3.79	1475	4.09	2944	3.61
Milk	All fat tests	gallon	147	6.99	214	4.99	621	5.11
Sour cream		16 oz					214	2.50
Yogurt	Greek	4-6 oz					230	1.00
Yogurt	Greek	32 oz	114	4.99			114	5.44
Yogurt	Yogurt	4-6 oz			133	.98	168	1.28
Yogurt	Yogurt	32 oz	1002	2.99	147	3.49	227	2.89

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 #							6.99	69	6.99
Cream cheese		8 oz				2.50	214	2.50			
Milk	All fat tests	half gallon	3.50-4.99	394	4.20	3.50	1002	3.50			
Milk	All fat tests	gallon	6.99	147	6.99						
Yogurt	Greek	32 oz				4.99	114	4.99			
Yogurt	Yogurt	32 oz				2.99	1002	2.99			

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
Ice cream		48-64oz	6.99	72	6.99						
Milk	All fat tests	half gallon	3.99	72	3.99	3.99	284	3.99	3.99	289	3.99

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
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