



## 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>

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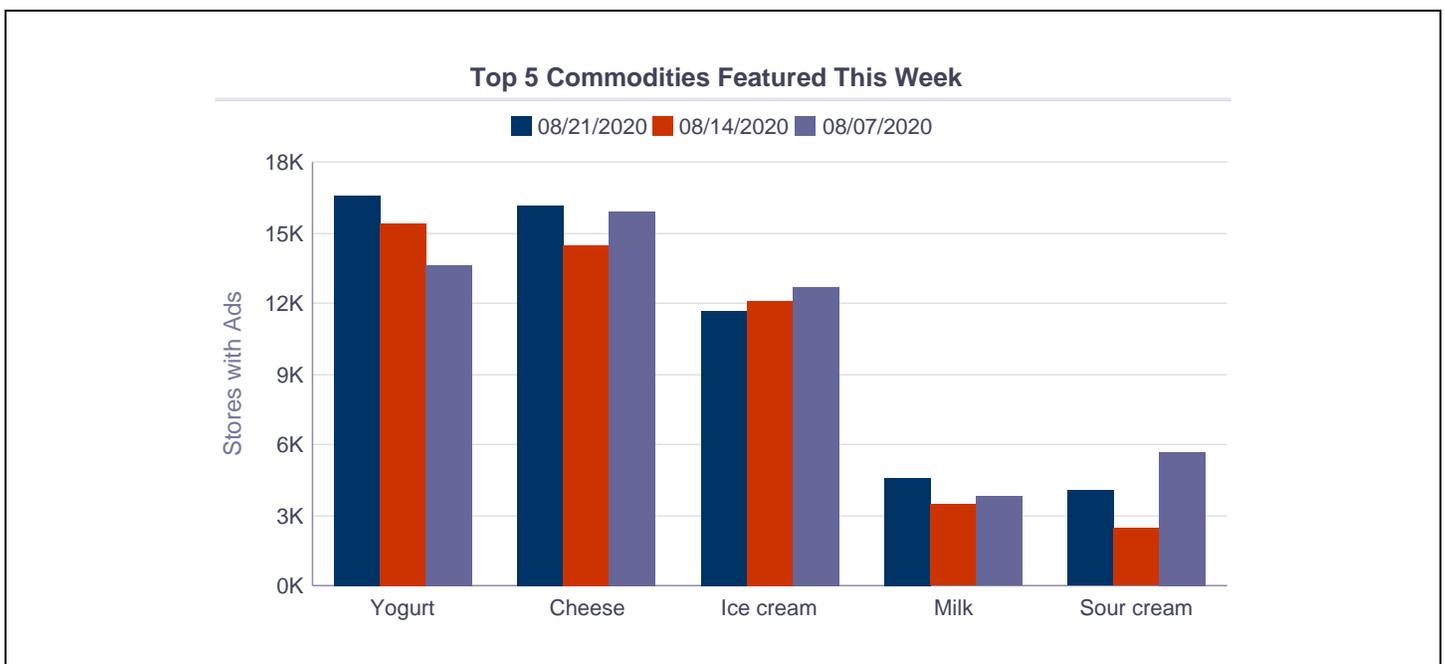
### Advertised Prices for Dairy Products at Major Retail Supermarket Outlets ending during the period of 08/21/2020 to 08/27/2020

This week, the total number of conventional ads increased 11 percent, and organic ads increased 8 percent. Conventional ice cream in 48-64 oz containers stayed the most advertised dairy item. The weighted average price for conventional 48 to 64-ounce ice cream packages was \$3.02, unchanged from the week before. Ads for conventional 1-pound butter decreased 47 percent, with a weighted average advertised price of \$3.36, compared to \$3.09 last week.

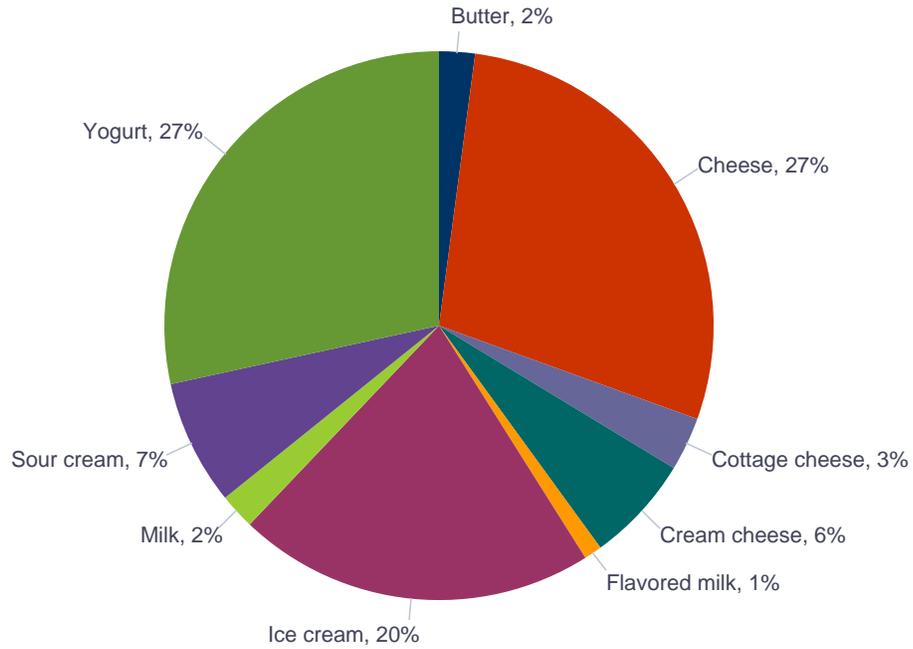
The total number of conventional cheese ads increased 12 percent, compared to an increase of 3 percent for total organic cheese ads. The weighted average price for 8-ounce conventional cheese shreds was \$2.42, unchanged from last week. For organic cheese shreds in 8-ounce packages, the weighted average price was \$3.49, down 50 cents from the previous week.

The total number of conventional yogurt ads increased by 16 percent, but the total number of organic yogurt ads decreased by 48 percent. Conventional Greek yogurt in 4 to 6 ounce containers was the second most advertised dairy item. The price for conventional yogurt in 32 oz containers is \$2.06 compared to \$3.16 for organic, an organic premium of \$1.10.

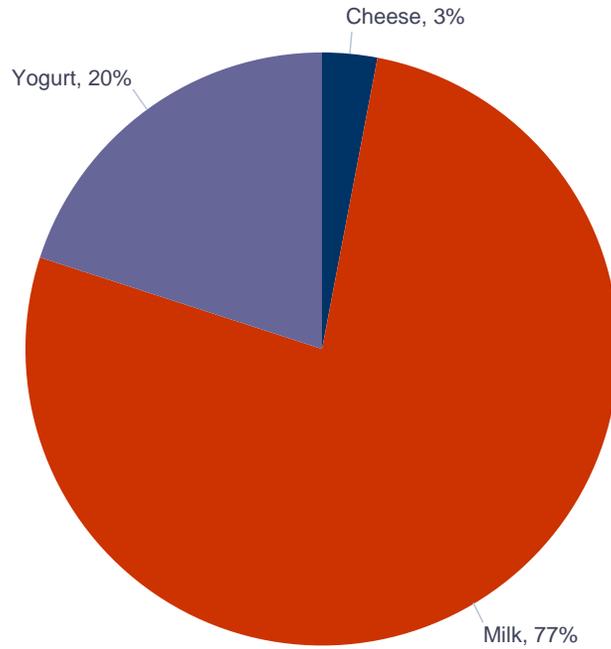
The national weighted average advertised price for conventional milk in half gallons is \$1.81, compared to \$3.89 for organic milk half gallons. This results in an organic premium of \$2.08. Last week the spread was \$1.91. The total number of milk ads decreased 13 percent for conventional but increased 53 percent for organic. Milk in half gallon containers was the most advertised organic dairy item.



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 #	1154	3.36	2159	3.09	2103	3.40
Cheese	Natural Varieties	8 oz block	4917	2.52	5541	2.50	7277	2.17
Cheese	Natural Varieties	1 # block	1340	3.83	2241	4.03	723	3.16
Cheese	Natural Varieties	2 # block	649	6.68	605	6.11	570	6.26
Cheese	Natural Varieties	8 oz shred	7943	2.42	5710	2.42	6324	2.41
Cheese	Natural Varieties	1 # shred	1177	3.49	225	3.99	321	3.22
Cottage cheese		16 oz	1784	2.28	2479	2.07	4455	2.10
Cream cheese		8 oz	3750	2.22	1608	1.98	3832	1.75
Flavored milk	All fat tests	half gallon	648	1.86	180	1.61	948	2.89
Flavored milk	All fat tests	gallon	119	2.49	285	3.44	287	4.62
Ice cream		48-64oz	11633	3.02	12067	3.02	8992	2.92
Milk	All fat tests	half gallon	911	1.81	539	2.16	1562	2.30
Milk	All fat tests	gallon			505	3.71	272	2.53
Sour cream		16 oz	4048	1.81	2479	1.67	5272	1.92
Yogurt	Greek	4-6 oz	8857	.97	8016	.96	7403	.97
Yogurt	Greek	32 oz	2350	4.70	1110	4.05	1146	4.02
Yogurt	Yogurt	4-6 oz	3029	.49	3678	.48	2890	.51
Yogurt	Yogurt	32 oz	1394	2.06	709	2.92	240	2.50

## 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 #	2.49-3.88	636	3.06	3.50	53	3.50			
Cheese	Natural Varieties	8 oz block	1.88-3.00	1102	2.27	2.00-3.00	1479	2.77	1.88-3.00	541	2.55
Cheese	Natural Varieties	1 # block	4.99	376	4.99				2.99-3.50	492	3.10
Cheese	Natural Varieties	2 # block							4.49-6.99	217	5.62
Cheese	Natural Varieties	8 oz shred	1.66-3.50	2236	2.33	1.66-3.50	2840	2.44	1.49-3.00	961	2.46
Cheese	Natural Varieties	1 # shred	2.99-4.59	235	3.91				2.99-3.50	471	3.10
Cottage cheese		16 oz	1.79-2.99	925	2.47	2.50	214	2.50	1.79	213	1.79
Cream cheese		8 oz	1.50-2.99	982	2.17	1.50-2.99	1216	2.73	1.79-1.99	1025	1.92
Flavored milk	All fat tests	half gallon							0.99	53	.99
Flavored milk	All fat tests	gallon							2.49	119	2.49
Ice cream		48-64oz	1.97-4.99	3206	2.84	1.79-5.99	2336	2.87	1.79-4.50	2152	3.18
Milk	All fat tests	half gallon							1.67	69	1.67
Sour cream		16 oz	1.48-2.50	1753	1.92	1.50-2.00	1303	1.88	0.98-1.88	287	1.32
Yogurt	Greek	4-6 oz	0.79-1.00	2458	.95	0.88-1.00	2432	.98	0.88-1.00	1806	.94
Yogurt	Greek	32 oz	3.99-5.99	451	5.09	2.99	114	2.99	4.50-4.99	828	4.88
Yogurt	Yogurt	4-6 oz	0.40-0.60	713	.50	0.44-0.50	592	.45	0.50	332	.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	1.99-2.50	331	2.09	2.00	1002	2.00			

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
Butter		1 #	2.00	114	2.00	3.99	62	3.99	4.39	289	4.39
Cheese	Natural Varieties	8 oz block	1.77-2.99	649	2.39	1.77-3.00	845	2.48	1.88-3.00	301	2.57
Cheese	Natural Varieties	1 # block				3.50	62	3.50	2.99-3.99	410	3.69
Cheese	Natural Varieties	2 # block	5.99-6.99	192	6.40	7.49-8.99	240	7.88			
Cheese	Natural Varieties	8 oz shred	2.00-2.99	752	2.38	1.77-3.00	919	2.52	1.88-3.00	235	2.45
Cheese	Natural Varieties	1 # shred				2.99-3.50	182	3.16	3.99	289	3.99
Cottage cheese		16 oz	2.29	121	2.29	2.50	137	2.50	0.99-1.67	174	1.40
Cream cheese		8 oz	1.99-2.00	290	1.99	1.50	63	1.50	0.99-1.67	174	1.40
Flavored milk	All fat tests	half gallon				1.99-2.29	490	2.14	0.99	105	.99
Ice cream		48-64oz	1.79-5.99	1907	3.25	1.97-4.99	1397	3.38	1.88-2.99	635	2.49
Milk	All fat tests	half gallon	2.00	133	2.00	0.97-2.29	604	1.92	0.99	105	.99
Sour cream		16 oz				1.99	137	1.99	0.99-1.69	568	1.47
Yogurt	Greek	4-6 oz	0.88-1.00	826	.99	0.88-1.00	925	.98	1.00	410	1.00
Yogurt	Greek	32 oz	4.98-4.99	150	4.99	2.99-5.49	686	4.40	4.90	121	4.90
Yogurt	Yogurt	4-6 oz	0.45-0.50	460	.48	0.39-0.50	643	.45	0.60	289	.60
Yogurt	Yogurt	32 oz							2.98	61	2.98

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

**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 #					161	6.99
Cheese	Natural Varieties	8 oz shred	121	3.49	117	3.99	289	3.79
Cream cheese		8 oz			69	2.99	291	2.71
Milk	All fat tests	half gallon	3228	3.89	2017	4.07	2180	3.90
Milk	All fat tests	gallon	214	4.99	375	5.99	182	5.79

Wtd Avg - Simple weighted average



Milk	All fat tests	8 oz UHT	214	1.00			61	1.00
Sour cream		16 oz					161	2.99
Yogurt	Greek	32 oz	242	4.01	1388	5.44	137	2.99
Yogurt	Yogurt	4-6 oz			190	1.04		
Yogurt	Yogurt	32 oz	699	3.16	221	4.29		

### 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
Milk	All fat tests	half gallon	3.99-4.99	808	4.37	3.99	1297	3.99	3.00	468	3.00
Milk	All fat tests	gallon				4.99	214	4.99			
Milk	All fat tests	8 oz UHT				1.00	214	1.00			
Yogurt	Greek	32 oz							2.50	137	2.50
Yogurt	Yogurt	32 oz	3.49-3.50	412	3.49				2.50	233	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
Cheese	Natural Varieties	8 oz shred	3.49	121	3.49						
Milk	All fat tests	half gallon	3.00-3.29	199	3.18	3.99	167	3.99	3.99	289	3.99
Yogurt	Greek	32 oz							5.99	105	5.99
Yogurt	Yogurt	32 oz	3.50	54	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
- 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