



Dairy Market News Branch

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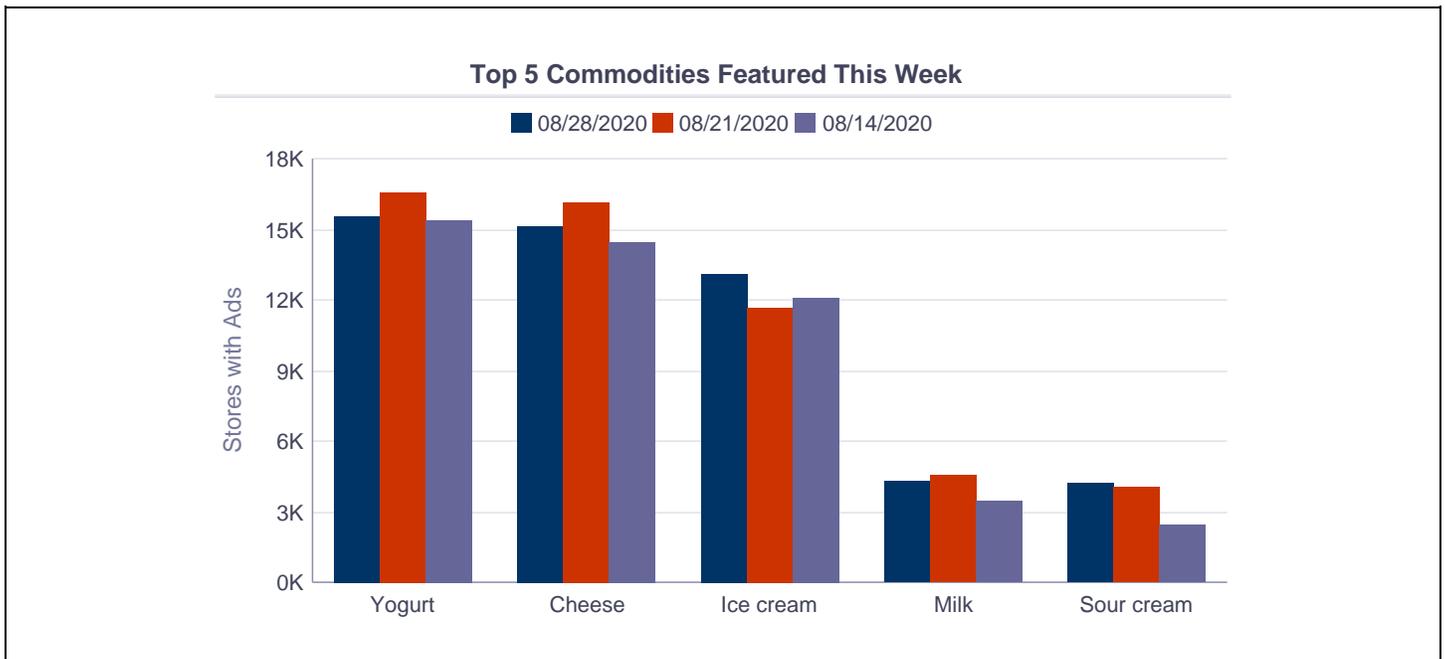
Advertised Prices for Dairy Products at Major Retail Supermarket Outlets ending during the period of 08/28/2020 to 09/03/2020

This week, the total number of conventional ads declined 1 percent and organic ads declined 23 percent. Conventional ice cream in 48-64 oz containers continued as the most advertised dairy item. The weighted average price for conventional 48 to 64-ounce ice cream packages was \$2.81, down 21 cents from the week before. Ads for conventional 1-pound butter increased 77 percent, with a weighted average advertised price of \$3.31, compared to \$3.36 last week.

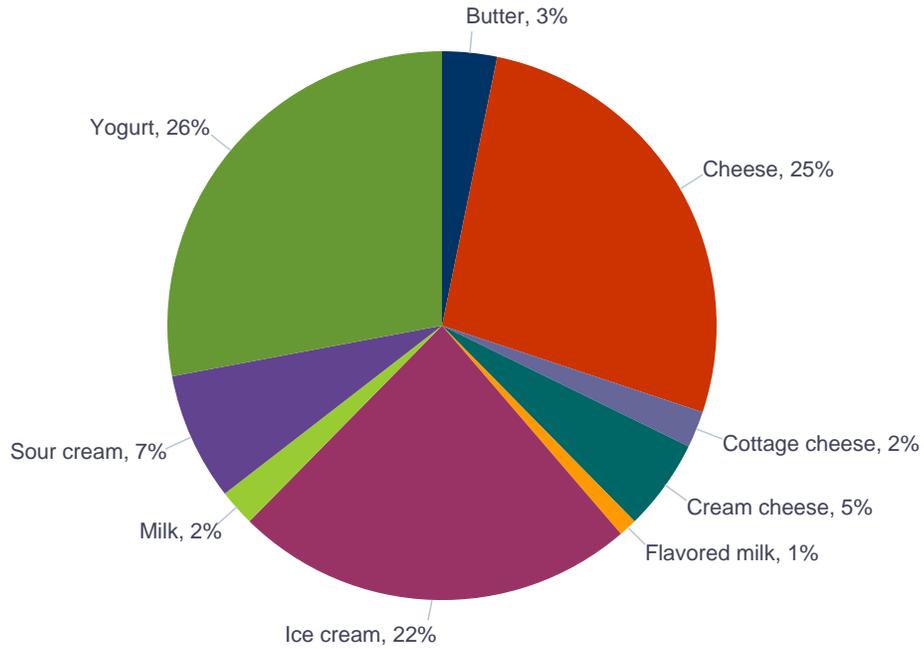
The total number of conventional cheese ads dropped 6 percent from the previous survey period. There were no organic cheese ads this period. The weighted average price for 8-ounce conventional cheese shreds was \$2.52, up 10 cents from last week. The weighted average price for 8-ounce conventional cheese blocks was \$2.42, down 10 cents from last week.

The total number of conventional yogurt ads decreased by 3 percent and the total number of organic yogurt ads decreased by 59 percent. Conventional Greek yogurt in 4 to 6 ounce containers was the second most advertised dairy item. The average price for conventional yogurt in 32 oz containers is \$2.18 compared to \$4.96 for organic, an organic premium of \$2.78.

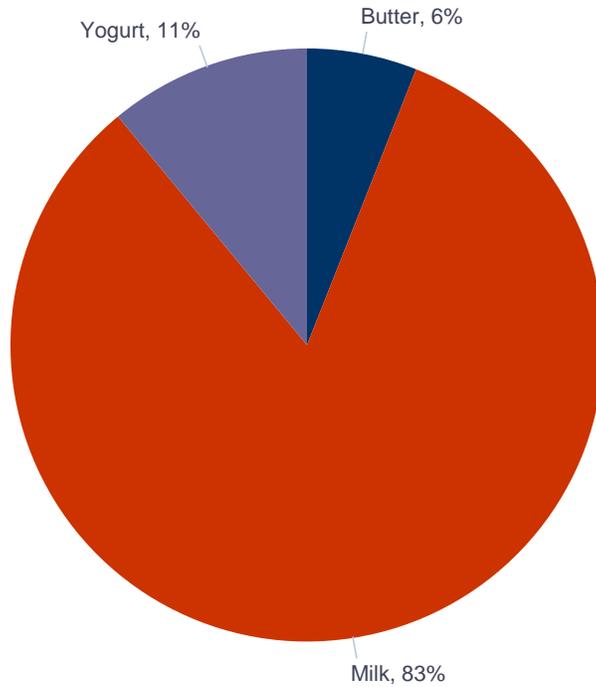
The national weighted average advertised price for conventional milk in half gallons is \$1.07, compared to \$4.98 for organic milk half gallons. This results in an organic premium of \$3.03. Last week the spread was \$2.08. The total number of milk ads increased 37 percent for conventional, but declined 17 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 #	2039	3.31	1154	3.36	4301	3.32
Cheese	Natural Varieties	8 oz block	4145	2.42	4917	2.52	8165	2.23
Cheese	Natural Varieties	1 # block	411	5.42	1340	3.83	925	3.94
Cheese	Natural Varieties	2 # block	1665	6.98	649	6.68	313	4.99
Cheese	Natural Varieties	8 oz shred	7633	2.52	7943	2.42	8172	2.37
Cheese	Natural Varieties	1 # shred	1220	3.81	1177	3.49	2136	3.91
Cottage cheese		16 oz	1259	2.09	1784	2.28	3855	1.89
Cream cheese		8 oz	3044	1.92	3750	2.22	6420	1.90
Flavored milk	All fat tests	half gallon	214	2.50	648	1.86	444	2.18
Flavored milk	All fat tests	gallon	285	3.25	119	2.49	107	2.99
Ice cream		48-64oz	13086	2.81	11633	3.02	11521	2.89
Milk	All fat tests	half gallon	452	1.07	911	1.81	301	2.03
Milk	All fat tests	gallon	794	2.40			1216	3.21
Sour cream		16 oz	4197	1.98	4048	1.81	7423	1.82
Yogurt	Greek	4-6 oz	7328	.96	8857	.97	5007	.98
Yogurt	Greek	32 oz	1355	4.13	2350	4.70	3612	4.57
Yogurt	Yogurt	4-6 oz	5329	.47	3029	.49	1488	.52
Yogurt	Yogurt	32 oz	856	2.18	1394	2.06	461	2.18

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 #	2.69-3.79	853	3.28				2.50	213	2.50
Cheese	Natural Varieties	8 oz block	1.88-3.99	1297	2.59	1.50-2.50	1303	2.43	1.49-2.29	799	1.94
Cheese	Natural Varieties	1 # block	5.99	161	5.99						
Cheese	Natural Varieties	2 # block							6.99	458	6.99
Cheese	Natural Varieties	8 oz shred	1.88-3.49	2553	2.46	1.50-3.00	2384	2.70	1.88-2.29	680	2.02
Cheese	Natural Varieties	1 # shred	3.79-3.99	218	3.89	3.79	1002	3.79			
Cottage cheese		16 oz	1.69-2.99	462	2.22	1.50	214	1.50	1.49	69	1.49
Cream cheese		8 oz	1.49-2.99	1057	1.76	1.50-3.00	599	2.28	1.49-2.00	770	1.88
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	1.97-3.99	3491	2.92	1.79-4.99	3074	2.57	1.79-3.33	2047	2.41
Milk	All fat tests	half gallon							0.88-1.19	331	1.03
Milk	All fat tests	gallon							0.99-3.00	440	1.92
Sour cream		16 oz	1.48-3.00	1854	2.02	1.67-2.00	660	1.93	1.79-1.89	329	1.85
Yogurt	Greek	4-6 oz	0.79-1.25	2197	.99	0.88-1.00	917	.98	0.88-1.25	2200	1.00
Yogurt	Greek	32 oz	2.99-4.99	444	4.31	3.00-5.00	409	4.05			

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	4-6 oz	0.40-0.60	1018	.47	0.25-1.33	1465	.50	0.38-0.50	1349	.45
Yogurt	Yogurt	32 oz	2.50	100	2.50				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 #				2.99-3.99	366	3.45	2.49-3.99	568	3.53
Cheese	Natural Varieties	8 oz block	2.00	156	2.00	2.50-3.00	497	2.75	2.99	66	2.99
Cheese	Natural Varieties	1 # block	3.98	72	3.98	5.49	178	5.49			
Cheese	Natural Varieties	2 # block	6.99	333	6.99	6.99-7.49	784	7.06	5.99	69	5.99
Cheese	Natural Varieties	8 oz shred	2.00-2.78	408	2.43	1.99-3.00	1118	2.51	2.50-2.69	463	2.62
Cottage cheese		16 oz	1.99-2.29	199	2.17	2.29-2.50	315	2.38			
Cream cheese		8 oz	2.00-2.29	199	2.11	1.50-2.00	298	1.70	2.00	121	2.00
Flavored milk	All fat tests	gallon	3.99	74	3.99				1.99	105	1.99
Ice cream		48-64oz	1.79-4.44	1812	3.16	1.97-3.99	1748	2.98	1.97-3.50	844	2.96
Milk	All fat tests	half gallon							1.19	121	1.19
Milk	All fat tests	gallon	3.59	133	3.59	3.19	116	3.19	1.99	105	1.99
Sour cream		16 oz	1.50-2.69	520	2.10	1.99-2.00	445	1.99	1.67	289	1.67
Yogurt	Greek	4-6 oz	0.88-1.00	494	.98	0.59-1.00	1043	.87	0.59-0.88	394	.80
Yogurt	Greek	32 oz	4.48	99	4.48	4.99	114	4.99	3.50	289	3.50
Yogurt	Yogurt	4-6 oz	0.25-0.50	803	.41	0.49-0.70	625	.53	0.50	69	.50
Yogurt	Yogurt	32 oz				1.99	62	1.99	1.67-2.50	578	2.09

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 #	2.99-3.79	39	3.56			
Cheese	Natural Varieties	8 oz block				3.50	27	3.50
Cheese	Natural Varieties	2 # block	6.99	21	6.99			
Cheese	Natural Varieties	8 oz shred				3.50	27	3.50
Ice cream		48-64oz	2.78-5.49	43	3.78	3.48	27	3.48
Sour cream		16 oz	1.99-2.29	49	2.16	2.29-2.50	51	2.39
Yogurt	Greek	4-6 oz	0.59-1.00	32	.73	0.79-1.25	51	1.01

NATIONAL -- ORGANIC DAIRY PRODUCTS

Commodity	Type	Pack Size	THIS PERIOD	LAST WEEK	LAST YEAR
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Wtd Avg - Simple weighted average



			Stores With Ads	Wtd Avg Price	Stores With Ads	Wtd Avg Price	Stores With Ads	Wtd Avg Price
Butter		1 #	216	4.96			156	6.32
Cheese	Natural Varieties	8 oz shred			121	3.49		
Cream cheese		8 oz					214	2.50
Milk	All fat tests	half gallon	3024	4.10	3228	3.89	2675	4.12
Milk	All fat tests	gallon			214	4.99	208	7.40
Milk	All fat tests	8 oz UHT			214	1.00	105	1.00
Yogurt	Greek	4-6 oz	118	1.25				
Yogurt	Greek	32 oz	270	4.98	242	4.01	59	3.99
Yogurt	Yogurt	4-6 oz					180	1.07
Yogurt	Yogurt	32 oz			699	3.16	439	3.96

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 #	4.00	147	4.00				6.99	69	6.99
Milk	All fat tests	half gallon	3.69-4.49	414	4.18	3.00-4.49	1485	4.01	3.00-3.99	196	3.35
Yogurt	Greek	4-6 oz	1.25	118	1.25						
Yogurt	Greek	32 oz	3.33	108	3.33						

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	4.49	239	4.49	3.99-4.99	341	4.50	4.00-4.99	349	4.17
Yogurt	Greek	32 oz	5.99	114	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
Yogurt	Greek	32 oz	5.99	21	5.99	6.49	27	6.49

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

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