



Dairy Market News Branch

**Agricultural
Marketing
Service**

National Retail Report-Dairy

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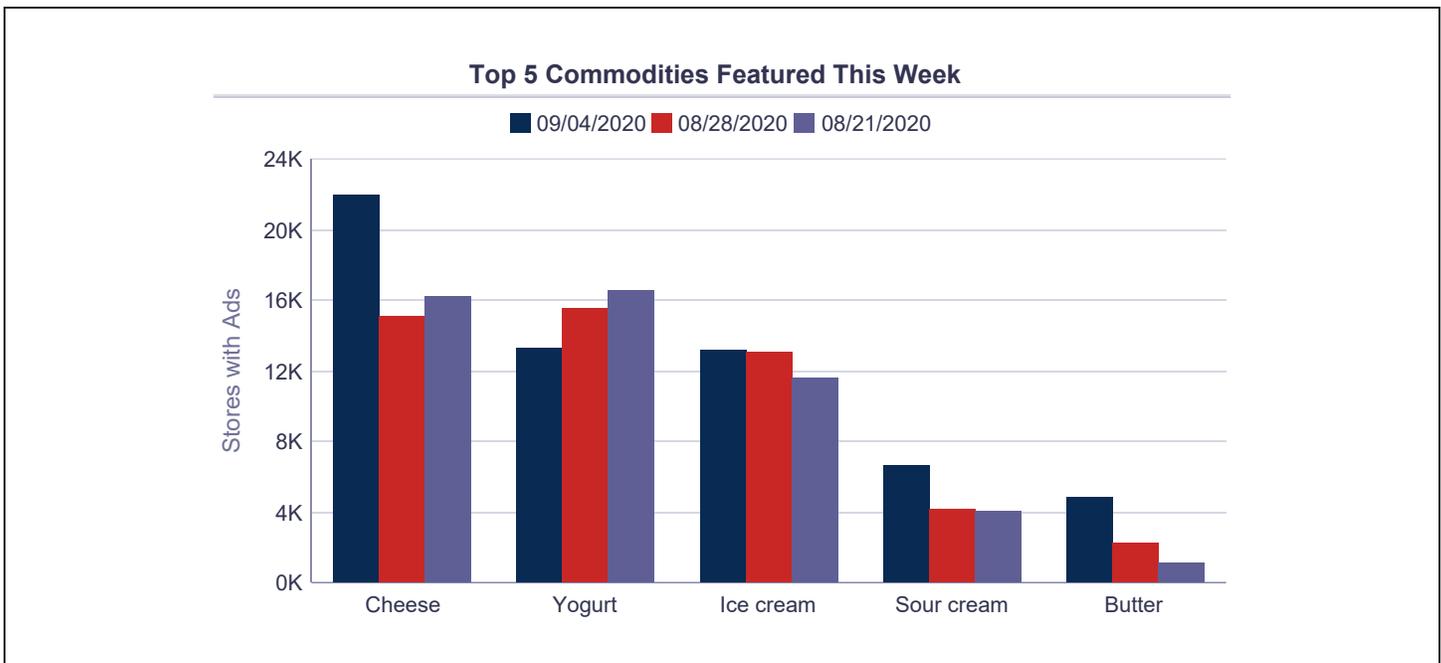
Advertised Prices for Dairy Products at Major Retail Supermarket Outlets ending during the period of 09/04/2020 to 09/10/2020

This week, the total number of conventional ads increased 20 percent, but organic ads declined 1 percent. Conventional ice cream in 48-64 oz containers remains the most advertised dairy item, followed by 8-ounce conventional cheese shreds. The weighted average price for conventional 48 to 64-ounce ice cream packages was \$3.00, up 19 cents from the week before. Ads for cottage cheese in 16 oz packages increased 139 percent, with a weighted average advertised price of \$1.85, compared to \$2.09 last week.

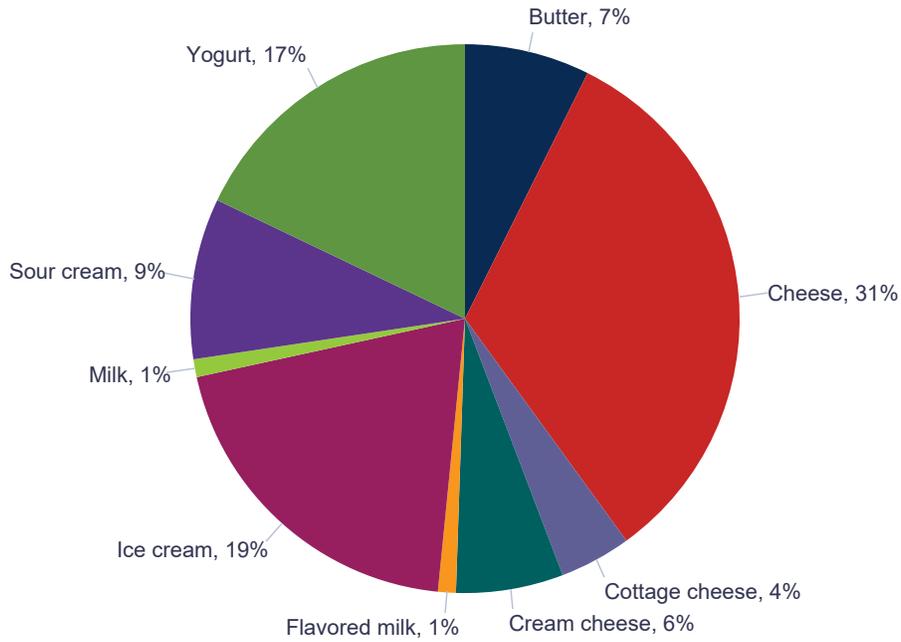
The total number of conventional cheese ads increased 46 percent from the previous survey period. There were no organic cheese ads this period. The weighted average price for 8-ounce conventional cheese shreds was \$2.28, down 24 cents from last week. The weighted average price for 8-ounce conventional cheese blocks was \$2.22, down 20 cents from last week.

The total number of conventional yogurt ads decreased by 20 percent, whereas the total number of organic yogurt ads increased by 223 percent. The average price for conventional yogurt in 32 oz containers is \$2.50 compared to \$3.20 for organic, an organic premium of \$0.70.

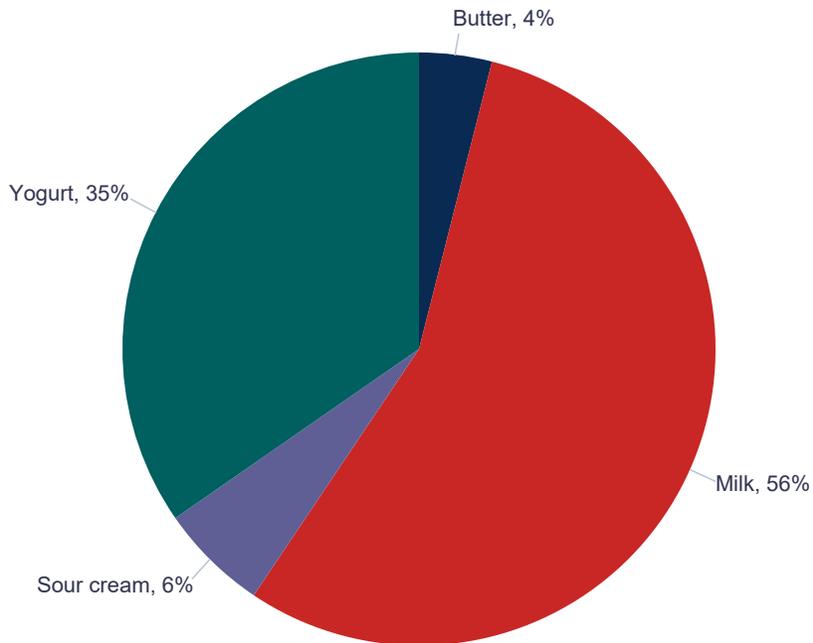
The national weighted average advertised price for conventional milk in gallons is \$3.28, compared to \$6.28 for organic milk gallons. This results in an organic premium of \$3.00. The total number of milk ads decreased 57 percent for conventional and declined 34 percent for organic. Milk in half gallon containers was the most advertised organic dairy item, while there were no ads for conventional milk in half gallon containers.



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 #	4667	3.05	2039	3.31	2219	3.62
Cheese	Natural Varieties	8 oz block	9479	2.22	4145	2.42	6792	2.10
Cheese	Natural Varieties	1 # block	1429	3.86	411	5.42	206	3.83
Cheese	Natural Varieties	2 # block	707	6.44	1665	6.98	1000	5.02
Cheese	Natural Varieties	8 oz shred	9507	2.28	7633	2.52	7303	2.31
Cheese	Natural Varieties	1 # shred	851	3.73	1220	3.81	914	3.94
Cottage cheese		16 oz	3012	1.85	1259	2.09	3150	1.65
Cream cheese		8 oz	4224	1.89	3044	1.92	5787	1.85
Flavored milk	All fat tests	half gallon	289	3.69	214	2.50		
Flavored milk	All fat tests	gallon	212	3.50	285	3.25	841	3.75
Ice cream		48-64oz	13135	3.00	13086	2.81	9545	2.96
Milk	All fat tests	half gallon			452	1.07	951	2.02
Milk	All fat tests	gallon	534	3.28	794	2.40	1704	3.26
Sour cream		16 oz	6478	1.86	4197	1.98	7215	1.64
Yogurt	Greek	4-6 oz	6859	.98	7328	.96	10695	.95
Yogurt	Greek	32 oz	2318	4.35	1355	4.13	1219	3.93
Yogurt	Yogurt	4-6 oz	2752	.55	5329	.47	4178	.52
Yogurt	Yogurt	32 oz	141	2.50	856	2.18	178	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 #	2.50-5.99	1283	3.63	1.98-3.50	580	2.77	1.99-2.50	663	2.15
Cheese	Natural Varieties	8 oz block	1.69-3.00	2825	2.17	1.69-3.00	3187	2.35	1.67-3.00	1802	2.15
Cheese	Natural Varieties	1 # block	2.99-4.99	680	3.99				3.29-3.50	282	3.34
Cheese	Natural Varieties	8 oz shred	1.88-3.00	2311	2.30	2.00-3.00	2920	2.40	1.67-2.99	2146	2.09
Cheese	Natural Varieties	1 # shred	3.59	102	3.59				3.29-3.50	282	3.34
Cottage cheese		16 oz	1.69-2.99	686	2.15	1.50-2.19	1216	2.07	0.99-1.25	556	1.16
Cream cheese		8 oz	1.50-2.79	1063	1.95	0.98-2.00	1250	1.84	0.99-1.99	715	1.73
Flavored milk	All fat tests	gallon							4.99	107	4.99
Ice cream		48-64oz	1.97-4.00	3362	3.03	1.97-5.79	2889	2.71	1.88-5.00	2005	3.10
Milk	All fat tests	gallon	4.49	147	4.49				3.00	69	3.00
Sour cream		16 oz	1.50-2.50	1989	1.81	1.66-2.19	1481	2.09	1.00-1.89	729	1.54
Yogurt	Greek	4-6 oz	1.00-1.25	2316	1.05	0.77-1.00	1039	.96	0.80-0.99	781	.90
Yogurt	Greek	32 oz	3.99-4.99	433	4.47	3.50-5.00	423	4.55	3.99-4.99	286	4.62
Yogurt	Yogurt	4-6 oz	0.33-0.80	1508	.58	0.33-0.60	275	.54	0.39-0.50	291	.44



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 #	1.99-3.50	607	2.85	1.99-3.99	1007	3.04	1.99-3.99	479	3.27
Cheese	Natural Varieties	8 oz block	1.69-2.50	900	1.97	1.88-2.50	540	2.13	2.50-3.00	187	2.83
Cheese	Natural Varieties	1 # block				3.99	178	3.99	3.99	289	3.99
Cheese	Natural Varieties	2 # block				6.99	244	6.99	4.99-6.49	463	6.15
Cheese	Natural Varieties	8 oz shred	1.88-2.50	794	2.14	1.88-2.99	755	2.25	1.67-3.00	515	2.50
Cheese	Natural Varieties	1 # shred				3.99	178	3.99	3.99	289	3.99
Cottage cheese		16 oz	1.25-2.28	213	1.60	1.49-2.49	306	1.69			
Cream cheese		8 oz	1.88-2.00	455	1.93	1.99	604	1.99	1.99	105	1.99
Flavored milk	All fat tests	half gallon							3.69	289	3.69
Flavored milk	All fat tests	gallon							1.99	105	1.99
Ice cream		48-64oz	1.88-5.99	2335	3.47	1.97-3.99	1913	2.78	1.88-3.98	450	2.28
Milk	All fat tests	gallon	2.50-3.59	213	3.18				1.99	105	1.99
Sour cream		16 oz	1.49-2.18	522	1.84	1.49-2.00	1285	1.90	1.25-1.67	410	1.55
Yogurt	Greek	4-6 oz	0.69-1.00	348	.88	0.88-1.00	1696	.98	0.88-1.00	647	.93
Yogurt	Greek	32 oz	3.29-4.49	175	3.66	3.50-5.49	712	4.57	3.50	289	3.50
Yogurt	Yogurt	4-6 oz	0.49-0.50	290	.49	0.49	244	.49	0.50	105	.50
Yogurt	Yogurt	32 oz	2.50	141	2.50						

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
Butter		1 #	2.99	21	2.99	3.99	27	3.99
Cheese	Natural Varieties	8 oz block	2.50	11	2.50	2.99	27	2.99
Cheese	Natural Varieties	8 oz shred	2.50-2.99	39	2.85	2.99	27	2.99
Cottage cheese		16 oz	1.67	11	1.67	2.50	24	2.50
Cream cheese		8 oz	1.99-3.79	32	2.61			
Ice cream		48-64oz	2.49-6.29	103	3.99	3.25-4.99	78	3.94
Sour cream		16 oz	1.67	11	1.67	2.50-2.99	51	2.76
Yogurt	Greek	4-6 oz	1.00	32	1.00			
Yogurt	Yogurt	4-6 oz	0.70-1.00	39	.92			

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 #	135	5.79	216	4.96		
Cheese	Natural Varieties	8 oz block					98	3.49

Wtd Avg - Simple weighted average



Cheese	Natural Varieties	8 oz shred					289	3.79
Ice cream		48-64oz					105	5.99
Milk	All fat tests	half gallon	1337	3.95	3024	4.10	1623	3.88
Milk	All fat tests	gallon	438	6.28			105	5.00
Milk	All fat tests	8 oz UHT	233	.88				
Sour cream		16 oz	214	2.50			214	2.50
Yogurt	Greek	4-6 oz			118	1.25		
Yogurt	Greek	32 oz			270	4.98	376	5.45
Yogurt	Yogurt	4-6 oz	181	1.32			72	.69
Yogurt	Yogurt	32 oz	1071	3.20			376	3.67

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 #	5.79	135	5.79						
Milk	All fat tests	half gallon	3.99-4.50	820	4.18	4.50	61	4.50			
Milk	All fat tests	gallon	5.99-6.99	308	6.51	5.99	61	5.99	5.49	69	5.49
Milk	All fat tests	8 oz UHT							0.88	233	.88
Sour cream		16 oz				2.50	214	2.50			
Yogurt	Yogurt	4-6 oz	0.99-1.50	181	1.32						
Yogurt	Yogurt	32 oz	3.49	465	3.49	3.50-3.79	275	3.56	2.50	331	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
Milk	All fat tests	half gallon				2.50	167	2.50	4.00	289	4.00

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

Wtd Avg - Simple weighted average



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