



Dairy Market News Branch

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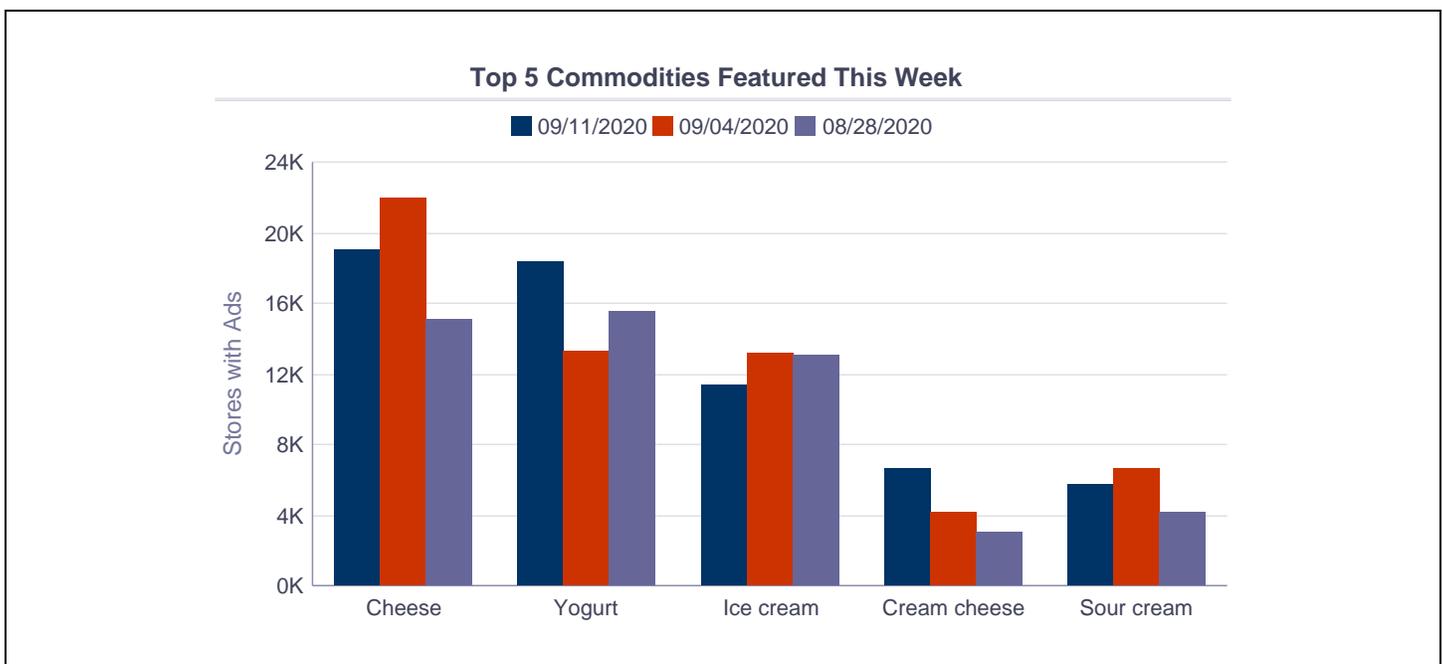
Advertised Prices for Dairy Products at Major Retail Supermarket Outlets ending during the period of 09/11/2020 to 09/17/2020

This week, total conventional ads are nearly the same as last week, but organic ads increased by 21 percent. Ads for conventional 32 ounce yogurt posted the largest jump in ads, for surveyed dairy items, 2,649 percent as many ads as the previous week. Organic sour cream 16 ounce was next with a 406 percent increase across the country, followed by conventional cheese 2 pound block, up 226 percent.

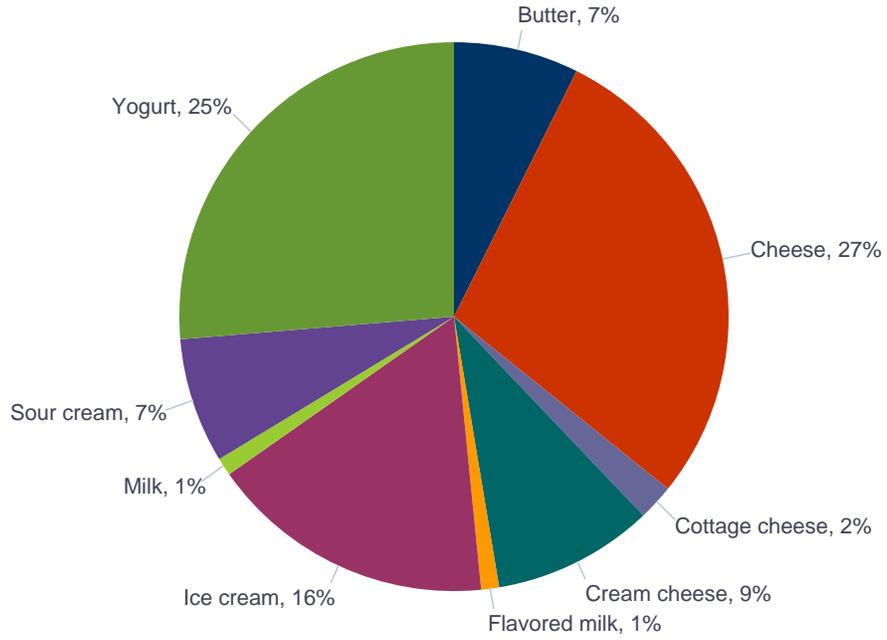
While conventional ice cream in 48-64 oz containers remain the most featured dairy item, there was a 14 percent decline, as the ice cream season comes to an end. Reports show that the weighted average price for conventional ice cream 48 to 64-ounces is \$2.95, down 5 cents from the week before. The total number of conventional yogurt ads grew 45 percent, but total organic yogurt ads declined 37 percent. Conventional yogurt 32 ounce has a weighted average price of \$2.38, down 12 cents from last week.

The total number of conventional cheese ads decreased 13 percent from the previous survey period. There were no organic cheese ads featured this period. The weighted average price for conventional 8 ounce cheese shreds was \$2.36, up 8 cents from last week. The weighted average price for 8-ounce conventional cheese blocks was \$2.18, down 4 cents from last week.

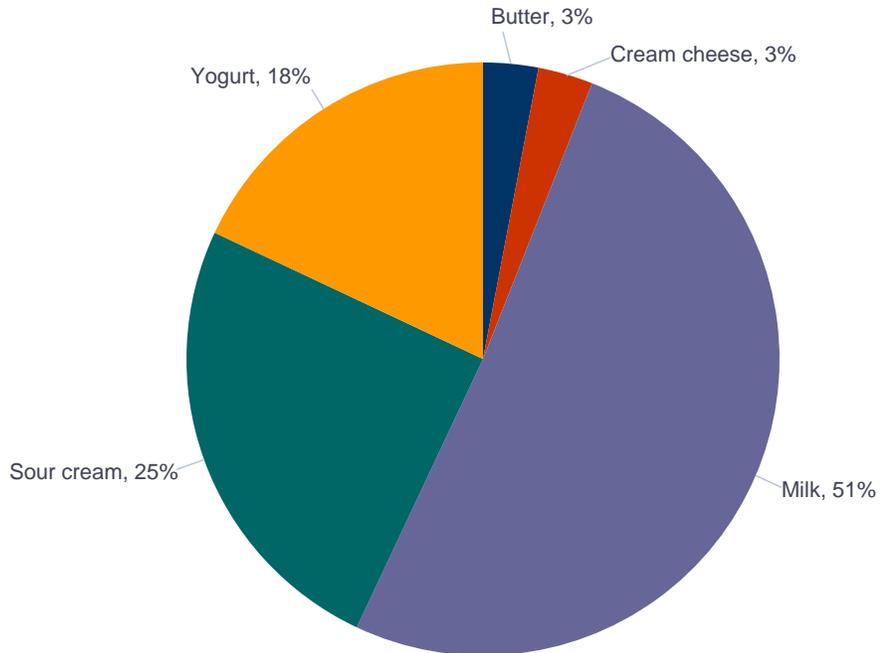
The national weighted average advertised price for conventional milk in the half gallon container is \$1.99, compared to \$4.21 for organic milk half gallon. The result is an organic premium of \$2.22. The total number of milk ads decreased 10 percent for conventional, but increased 11 percent for organic.



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 #	4796	3.01	4667	3.05	3193	3.67
Cheese	Natural Varieties	8 oz block	6284	2.18	9479	2.22	7176	2.12
Cheese	Natural Varieties	1 # block	568	4.06	1429	3.86	72	3.49
Cheese	Natural Varieties	2 # block	2306	6.57	707	6.44	1464	6.85
Cheese	Natural Varieties	8 oz shred	8333	2.36	9507	2.28	6276	2.28
Cheese	Natural Varieties	1 # shred	1522	4.64	851	3.73	335	4.22
Cottage cheese		16 oz	1642	2.28	3012	1.85	1851	1.70
Cream cheese		8 oz	6499	2.03	4224	1.89	3196	1.90
Flavored milk	All fat tests	half gallon	523	2.89	289	3.69	1668	2.26
Flavored milk	All fat tests	gallon	333	3.10	212	3.50	394	4.18
Ice cream		48-64oz	11357	2.95	13135	3.00	8005	2.96
Milk	All fat tests	half gallon	202	1.99			372	2.65
Milk	All fat tests	gallon	276	3.66	534	3.28	404	2.59
Sour cream		16 oz	4714	1.87	6478	1.86	3118	1.67
Yogurt	Greek	4-6 oz	8040	.97	6859	.98	6839	.94
Yogurt	Greek	32 oz	2814	3.82	2318	4.35	2153	4.33
Yogurt	Yogurt	4-6 oz	2818	.55	2752	.55	3937	.49
Yogurt	Yogurt	32 oz	3876	2.38	141	2.50	1082	3.23

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 #	2.29-3.99	1651	2.97	2.99-3.50	1063	3.47	1.99-3.88	1004	2.74
Cheese	Natural Varieties	8 oz block	1.77-3.00	1399	2.24	1.67-3.00	2760	2.23	1.25-2.00	773	1.63
Cheese	Natural Varieties	1 # block	4.99	137	4.99						
Cheese	Natural Varieties	8 oz shred	1.79-3.59	2267	2.48	1.50-3.50	2772	2.57	1.25-2.49	1046	1.77
Cheese	Natural Varieties	1 # shred	4.99	110	4.99	4.99	1002	4.99			
Cottage cheese		16 oz	1.69-2.50	1029	2.29	2.00-2.50	327	2.33	3.00	53	3.00
Cream cheese		8 oz	0.99-3.99	1479	2.29	0.99-2.99	3346	1.96	2.00-2.49	333	2.39
Flavored milk	All fat tests	half gallon							1.49-1.88	213	1.69
Flavored milk	All fat tests	gallon				3.50	214	3.50	2.39	119	2.39
Ice cream		48-64oz	1.50-3.99	3230	2.97	1.99-5.98	3405	2.95	1.99-3.77	2293	2.67
Milk	All fat tests	half gallon							1.99	69	1.99
Milk	All fat tests	gallon				3.99	84	3.99	2.77	53	2.77
Sour cream		16 oz	1.50-2.50	1929	1.87	1.50-2.00	1363	1.91	1.69-1.88	226	1.78
Yogurt	Greek	4-6 oz	0.88-1.25	2370	1.01	0.99-1.00	2717	1.00	0.88-1.00	574	.95
Yogurt	Greek	32 oz	3.99	135	3.99	3.47-5.00	1514	3.69	4.99	180	4.99
Yogurt	Yogurt	4-6 oz	0.40-0.88	1071	.64	0.50	53	.50	0.40-0.50	462	.45

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	1.99-3.50	673	2.43	1.99-2.99	1230	2.44	1.99-2.66	1241	2.32

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 #	1.99-3.99	274	2.53	2.49	120	2.49	1.99-3.99	645	3.03
Cheese	Natural Varieties	8 oz block	1.25-2.50	195	1.74	1.77-2.99	837	2.44	1.67-2.99	240	2.09
Cheese	Natural Varieties	1 # block							2.99-3.99	410	3.69
Cheese	Natural Varieties	2 # block	6.96	973	6.96	5.99-6.99	446	6.54	4.98-6.99	849	6.09
Cheese	Natural Varieties	8 oz shred	1.25-2.78	807	2.42	1.25-2.50	907	2.05	1.67-2.69	523	2.33
Cheese	Natural Varieties	1 # shred							2.99-3.99	410	3.69
Cottage cheese		16 oz	2.49	80	2.49	1.50	63	1.50	1.29	69	1.29
Cream cheese		8 oz	0.99-1.19	128	1.07	1.66-1.99	680	1.89	1.29-1.99	425	1.75
Flavored milk	All fat tests	half gallon							3.69	289	3.69
Ice cream		48-64oz	1.99-4.50	954	2.97	2.49-3.99	856	3.18	1.99-4.49	521	3.28
Milk	All fat tests	half gallon	1.99	133	1.99						
Milk	All fat tests	gallon	3.50	118	3.50						
Sour cream		16 oz	1.50	74	1.50	1.50-2.00	583	1.94	1.29-1.99	463	1.69
Yogurt	Greek	4-6 oz	0.88-1.00	525	.98	0.88-1.00	551	.93	0.49-1.00	1261	.85
Yogurt	Greek	32 oz	3.29	121	3.29	3.99	527	3.99	3.50	289	3.50
Yogurt	Yogurt	4-6 oz	0.33-0.88	769	.55	0.39	246	.39	0.50	190	.50
Yogurt	Yogurt	32 oz	1.99-2.66	338	2.33				1.79-2.50	394	2.31

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 #	3.49	39	3.49			
Cheese	Natural Varieties	8 oz block	3.00-3.99	32	3.34	3.69	48	3.69
Cheese	Natural Varieties	1 # block	4.99	21	4.99			
Cheese	Natural Varieties	2 # block	6.49	11	6.49	7.99	27	7.99
Cheese	Natural Varieties	8 oz shred	3.99	11	3.99			
Cottage cheese		16 oz	3.99	21	3.99			
Cream cheese		8 oz	2.29-3.99	60	3.12	1.50-2.00	48	1.75
Flavored milk	All fat tests	half gallon	3.99	21	3.99			
Ice cream		48-64oz	3.99-5.49	74	4.50	4.00	24	4.00
Milk	All fat tests	gallon	5.49	21	5.49			
Sour cream		16 oz	1.99-2.29	49	2.16	2.99	27	2.99
Yogurt	Greek	4-6 oz	1.00-1.25	42	1.13			
Yogurt	Greek	32 oz	3.99	21	3.99	4.99	27	4.99
Yogurt	Yogurt	4-6 oz				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 #	135	5.79	135	5.79		
Cheese	Natural Varieties	8 oz block					121	3.49
Cheese	Natural Varieties	8 oz shred					121	3.49
Cottage cheese		16 oz					51	2.99
Cream cheese		8 oz	135	3.29			339	2.99
Milk	All fat tests	half gallon	2002	4.21	1337	3.95	940	3.88
Milk	All fat tests	gallon			438	6.28	503	5.56
Milk	All fat tests	8 oz UHT	233	.88	233	.88		
Sour cream		16 oz	1083	1.99	214	2.50		
Yogurt	Greek	32 oz	297	3.85			55	6.99
Yogurt	Yogurt	4-6 oz	209	1.41	181	1.32		
Yogurt	Yogurt	32 oz	282	4.19	1071	3.20		

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						
Cream cheese		8 oz	3.29	135	3.29						
Milk	All fat tests	half gallon	3.99-5.99	794	4.61	4.98	195	4.98	4.49	116	4.49
Milk	All fat tests	8 oz UHT							0.88	233	.88
Sour cream		16 oz				1.99	1083	1.99			
Yogurt	Greek	32 oz	3.99	62	3.99	3.50	214	3.50			
Yogurt	Yogurt	4-6 oz	0.69-1.79	209	1.41						
Yogurt	Yogurt	32 oz	3.99	147	3.99						

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
Milk	All fat tests	half gallon	2.99	141	2.99	3.99	167	3.99	2.99-4.00	568	3.69

Wtd Avg - Simple weighted average



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
Yogurt	Yogurt	32 oz	4.49	114	4.49						

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
Milk	All fat tests	half gallon	4.49	21	4.49			
Yogurt	Greek	32 oz	6.99	21	6.99			
Yogurt	Yogurt	32 oz	3.99	21	3.99			

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