



Dairy Market News Branch

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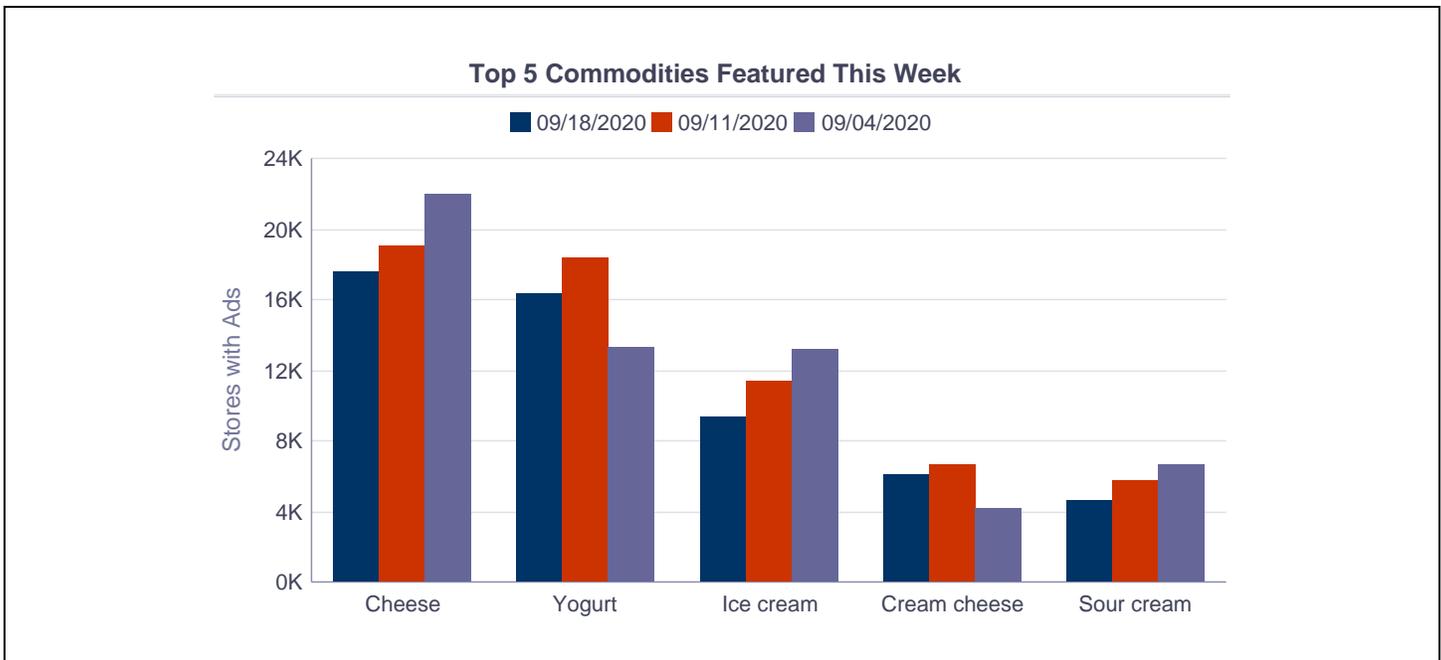
Advertised Prices for Dairy Products at Major Retail Supermarket Outlets ending during the period of 09/18/2020 to 09/24/2020

This week, the total number of conventional ads decreased 12 percent, but organic ads increased 7 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 \$2.97, up 2 cents from last week. Ads for conventional 1-pound butter decreased 34 percent, with a weighted average advertised price of \$2.82, down 19 cents from last week.

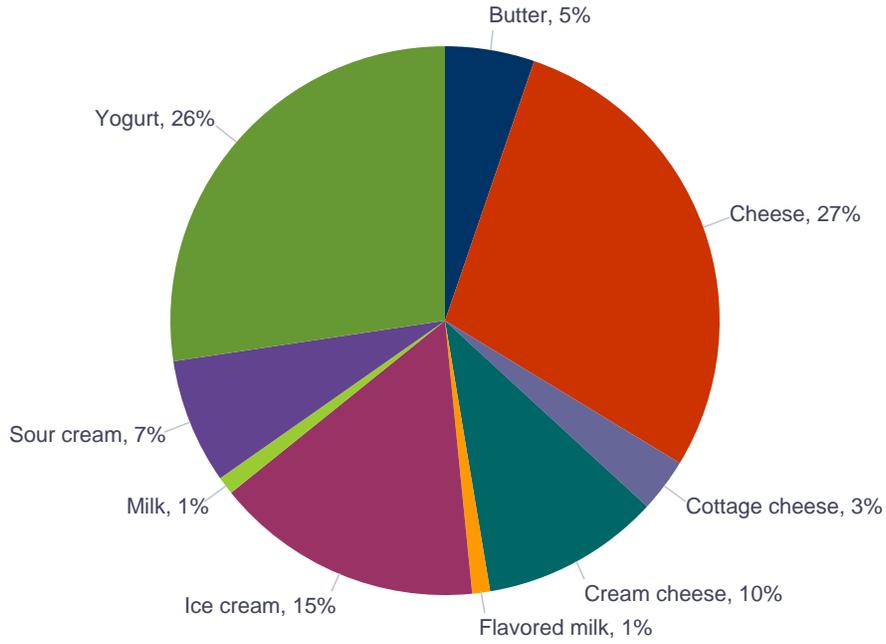
The total number of conventional cheese ads decreased 10 percent. The weighted average price for 8-ounce conventional cheese shreds was \$2.46, up 10 cents from last week. For organic cheese shreds in 8-ounce packages, the weighted average price was \$3.49, a \$1.03 organic price premium.

The total number of conventional yogurt ads decreased 8 percent and the total number of organic yogurt ads decreased 68 percent. Conventional Greek yogurt in 4-6 oz containers has an average price of \$0.97. Organic Greek yogurt in 4-6 oz containers is \$1.25, a 28 cents organic price premium.

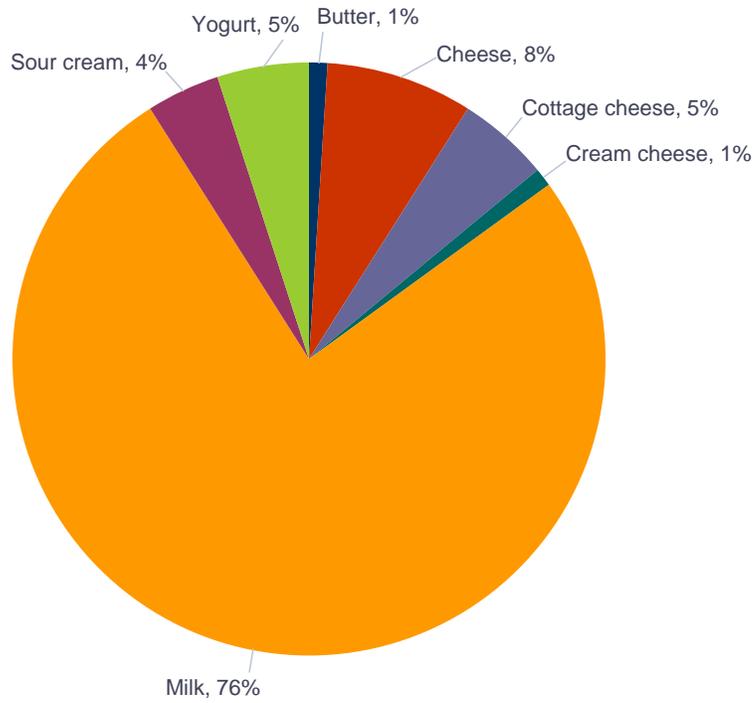
The national weighted average advertised price for conventional milk in half gallons is \$2.23, compared to \$3.75 for organic milk half gallons. This results in an organic premium of \$1.52. Last week the spread was \$2.22. The total number of conventional milk ads increased 10 percent and increased 58 percent for organic milk. 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 #	3177	2.82	4796	3.01	2824	3.34
Cheese	Natural Varieties	8 oz block	3391	2.30	6284	2.18	5002	2.25
Cheese	Natural Varieties	1 # block	1197	3.78	568	4.06	326	3.91
Cheese	Natural Varieties	2 # block	3329	7.37	2306	6.57	888	6.54
Cheese	Natural Varieties	8 oz shred	8466	2.46	8333	2.36	7157	2.35
Cheese	Natural Varieties	1 # shred	771	2.86	1522	4.64	1264	4.34
Cottage cheese		16 oz	1941	2.16	1642	2.28	788	1.99
Cream cheese		8 oz	6038	2.24	6499	2.03	5657	2.05
Flavored milk	All fat tests	half gallon	396	3.20	523	2.89	1259	2.67
Flavored milk	All fat tests	gallon	105	1.99	333	3.10	285	2.62
Ice cream		48-64oz	9313	2.97	11357	2.95	10889	3.00
Milk	All fat tests	half gallon	254	2.23	202	1.99	1158	1.70
Milk	All fat tests	gallon	272	1.62	276	3.66	665	2.44
Sour cream		16 oz	4386	1.83	4714	1.87	3753	1.91
Yogurt	Greek	4-6 oz	8119	.97	8040	.97	6991	.92
Yogurt	Greek	32 oz	1367	4.31	2814	3.82	2314	4.06
Yogurt	Yogurt	4-6 oz	4217	.50	2818	.55	3144	.51
Yogurt	Yogurt	32 oz	2390	2.56	3876	2.38	724	2.72

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 #	1.99-3.79	1442	2.89	2.49	114	2.49	2.48-2.49	821	2.49
Cheese	Natural Varieties	8 oz block	1.67-2.99	1362	2.25	1.67-2.29	504	1.90	1.88-1.99	621	1.95
Cheese	Natural Varieties	1 # block	3.99-4.99	439	4.30				3.50	138	3.50
Cheese	Natural Varieties	2 # block				7.97-7.99	1150	7.97	6.99	331	6.99
Cheese	Natural Varieties	8 oz shred	1.79-3.59	2107	2.33	1.67-3.50	3221	2.64	1.88-2.50	877	2.00
Cheese	Natural Varieties	1 # shred	2.19	255	2.19	2.19	227	2.19			
Cottage cheese		16 oz	1.67-3.00	1148	2.30	1.66-2.50	489	2.03	1.49-2.00	304	1.88
Cream cheese		8 oz	1.50-3.49	1464	2.26	1.96-2.99	2255	2.45	1.25-2.49	484	2.26
Flavored milk	All fat tests	half gallon							1.88	107	1.88
Ice cream		48-64oz	2.00-5.99	2801	2.83	2.49-4.99	1953	2.69	2.49-5.99	3062	3.11
Milk	All fat tests	gallon	1.39	167	1.39						
Sour cream		16 oz	1.50-2.39	1627	1.78	1.79-2.00	1315	1.99	0.89-1.99	380	1.56
Yogurt	Greek	4-6 oz	0.67-1.00	2305	.93	0.99-1.00	2312	1.00	0.80-1.00	1045	.99
Yogurt	Greek	32 oz	3.49-6.99	579	5.18						
Yogurt	Yogurt	4-6 oz	0.49-0.79	1117	.54	0.50	1280	.50	0.40-0.50	926	.46
Yogurt	Yogurt	32 oz	1.99-3.49	684	2.71	2.99	214	2.99	1.99-5.00	702	2.49

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
Butter		1 #	1.99-4.49	419	3.44	2.49	120	2.49	2.49-2.99	226	2.72
Cheese	Natural Varieties	8 oz block	1.69-2.50	175	2.25	2.99	663	2.99	2.99	66	2.99
Cheese	Natural Varieties	1 # block	2.99	74	2.99	1.99-3.99	257	3.06	3.99	289	3.99
Cheese	Natural Varieties	2 # block	6.96-6.99	1051	6.96	5.99-6.99	306	6.79	5.99-7.99	463	7.24
Cheese	Natural Varieties	8 oz shred	1.49-3.00	929	2.29	2.50-3.00	741	2.75	1.99-2.69	515	2.49
Cheese	Natural Varieties	1 # shred							3.99	289	3.99
Cream cheese		8 oz	0.99-2.49	1179	1.93	1.79-1.96	406	1.93	1.96-3.00	191	2.29
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	1.99-5.49	631	3.19	2.88-3.99	536	3.21	1.99-2.99	243	2.71
Milk	All fat tests	half gallon	1.99	133	1.99				2.49	121	2.49
Milk	All fat tests	gallon							1.99	105	1.99
Sour cream		16 oz	1.49-1.99	270	1.64	1.99	423	1.99	1.67-1.88	350	1.71
Yogurt	Greek	4-6 oz	0.77-1.00	916	.97	1.00	555	1.00	0.88-1.00	927	.93
Yogurt	Greek	32 oz	3.29	121	3.29	2.99-4.69	262	3.39	3.50-4.99	394	3.90
Yogurt	Yogurt	4-6 oz	0.33-0.50	484	.47	0.39-0.50	330	.48	0.39	69	.39
Yogurt	Yogurt	32 oz	1.99-2.50	243	2.15	2.50	360	2.50	1.79-3.50	166	2.42

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	11	3.49	3.00	24	3.00
Cheese	Natural Varieties	2 # block	10.99	28	10.99			
Cheese	Natural Varieties	8 oz shred	2.50-3.79	49	3.24	3.00	27	3.00
Cream cheese		8 oz	2.49	11	2.49	2.00-3.00	48	2.50
Ice cream		48-64oz	3.49-6.99	39	6.00	4.99-6.69	48	5.84
Sour cream		16 oz	1.99	21	1.99			
Yogurt	Greek	4-6 oz	0.79-1.25	32	.95	0.99	27	.99
Yogurt	Greek	32 oz	5.99	11	5.99			
Yogurt	Yogurt	4-6 oz	0.40	11	.40			
Yogurt	Yogurt	32 oz	2.50	21	2.50			

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	6.49	135	5.79		

Wtd Avg - Simple weighted average



Cheese	Natural Varieties	8 oz block	178	3.99			51	3.00
Cheese	Natural Varieties	8 oz shred	178	3.49			407	3.36
Cottage cheese		16 oz	214	4.29			137	3.50
Cream cheese		8 oz	69	2.69	135	3.29	283	2.50
Milk	All fat tests	half gallon	3318	3.75	2002	4.21	2201	3.70
Milk	All fat tests	gallon	213	4.99			105	5.00
Milk	All fat tests	8 oz UHT			233	.88	62	1.00
Sour cream		16 oz	178	2.50	1083	1.99		
Yogurt	Greek	4-6 oz	137	1.25				
Yogurt	Greek	32 oz			297	3.85	804	4.94
Yogurt	Yogurt	4-6 oz			209	1.41	137	1.00
Yogurt	Yogurt	32 oz	114	4.49	282	4.19	167	3.50

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 #							6.49	69	6.49
Cottage cheese		16 oz				4.29	214	4.29			
Milk	All fat tests	half gallon	3.00-5.29	385	4.41	3.00-4.50	2085	3.78	3.00	360	3.00
Milk	All fat tests	gallon							4.99	213	4.99
Yogurt	Greek	4-6 oz	1.25	137	1.25						

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 block				3.99	178	3.99			
Cheese	Natural Varieties	8 oz shred				3.49	178	3.49			
Cream cheese		8 oz							2.69	69	2.69
Milk	All fat tests	half gallon	3.00-3.29	199	3.18				4.00	289	4.00
Sour cream		16 oz				2.50	178	2.50			
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

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