



Dairy Market News Branch

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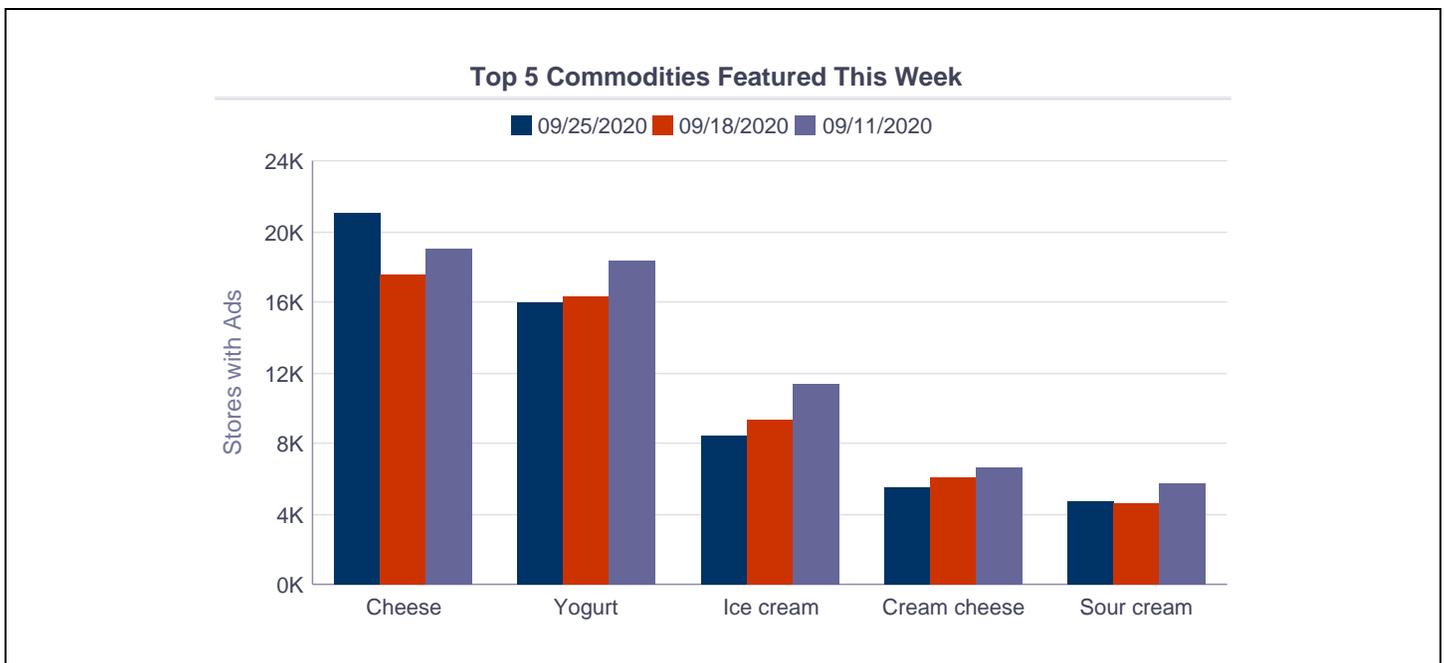
Advertised Prices for Dairy Products at Major Retail Supermarket Outlets ending during the period of 09/25/2020 to 10/01/2020

This week, the total number of conventional ads decreased 3 percent, but organic ads increased 10 percent. Conventional ice cream in 48-64 oz containers lost its spot as the top advertised dairy item, being surpassed by conventional Greek yogurt in 4-6 ounce containers and conventional 8 ounce cheese shreds. The weighted average price for conventional 48-64 ounce ice cream packages was \$3.08, up 11 cents from last week. Ads for conventional 1 pound butter decreased 33 percent, with a weighted average advertised price of \$3.26, up 44 cents from last week.

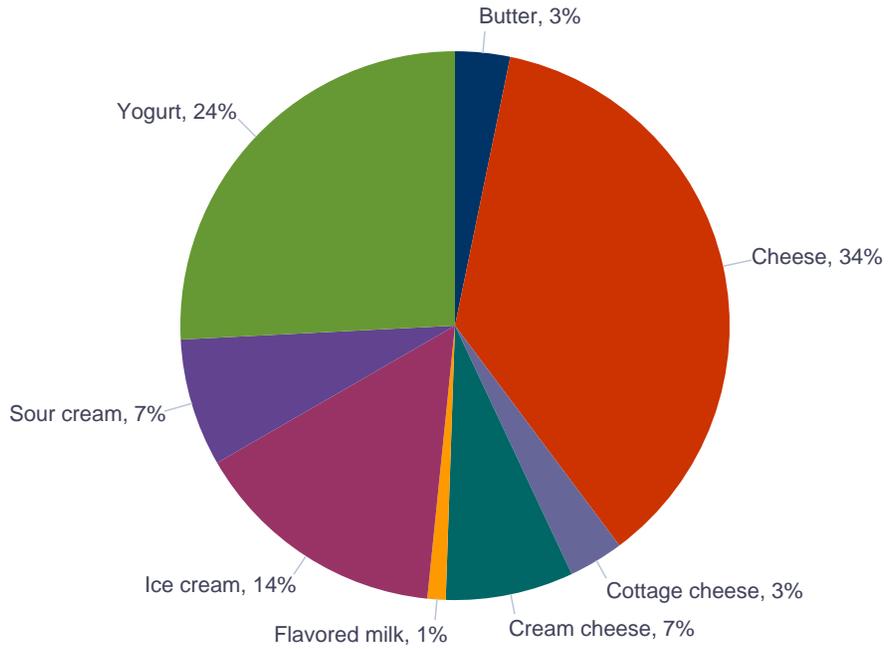
The national weighted average advertised price for conventional milk in half gallons is \$0.99, compared to \$3.82 for organic milk half gallons. This results in an organic premium of \$2.83. The total number of conventional milk ads decreased 55 percent. The total number of organic milk ads decreased 42 percent.

The total number of conventional yogurt ads decreased 8 percent and the total number of organic yogurt ads increased 372 percent. Conventional yogurt in 4-6 ounce containers has an average price of \$0.49, while conventional Greek yogurt in 4-6 ounce containers has an average price of \$0.93. Organic yogurt in 4-6 ounce containers is \$0.69.

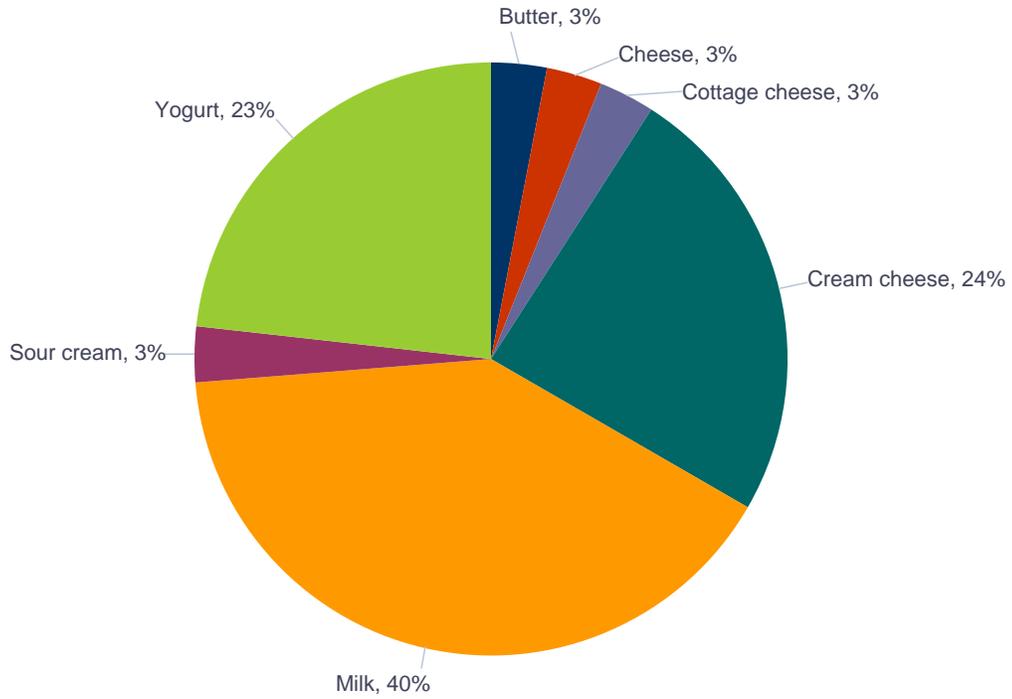
The total number of conventional cheese ads increased 22 percent. The weighted average price for 8 ounce conventional cheese shreds was \$2.47, up 1 cent from last week. The weighted average price for 8 ounce conventional cheese blocks was \$2.43, up 13 cents from last week.



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 #	2126	3.26	3177	2.82	3768	3.61
Cheese	Natural Varieties	8 oz block	6671	2.43	3391	2.30	3881	2.07
Cheese	Natural Varieties	1 # block	1981	3.87	1197	3.78	2676	3.50
Cheese	Natural Varieties	2 # block	2843	7.50	3329	7.37	228	5.53
Cheese	Natural Varieties	8 oz shred	8648	2.47	8466	2.46	4853	2.27
Cheese	Natural Varieties	1 # shred	760	4.12	771	2.86	2231	3.73
Cottage cheese		16 oz	1896	1.67	1941	2.16	3926	1.99
Cream cheese		8 oz	4217	1.98	6038	2.24	7358	1.96
Flavored milk	All fat tests	half gallon	500	2.76	396	3.20	388	2.09
Flavored milk	All fat tests	gallon			105	1.99	74	3.50
Ice cream		48-64oz	8351	3.08	9313	2.97	10428	2.99
Milk	All fat tests	half gallon	105	.99	254	2.23	527	2.15
Milk	All fat tests	gallon	133	3.59	272	1.62	378	2.54
Sour cream		16 oz	4530	1.53	4386	1.83	4172	1.91
Yogurt	Greek	4-6 oz	9000	.93	8119	.97	4879	.97
Yogurt	Greek	32 oz	1861	4.37	1367	4.31	1560	4.34
Yogurt	Yogurt	4-6 oz	2752	.49	4217	.50	2075	.51
Yogurt	Yogurt	32 oz	1186	2.75	2390	2.56	469	2.70

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 #	2.50-4.99	1245	3.15	2.49	61	2.49	2.50-4.99	242	3.81
Cheese	Natural Varieties	8 oz block	1.88-2.99	1121	2.31	1.67-3.00	2475	2.61	1.88-2.50	747	2.08
Cheese	Natural Varieties	1 # block	2.99-4.49	880	3.22	4.29-4.98	115	4.66			
Cheese	Natural Varieties	2 # block	7.99-9.99	237	9.15	7.97	1086	7.97	6.99-7.99	197	7.58
Cheese	Natural Varieties	8 oz shred	1.99-3.50	2096	2.50	1.67-3.50	3111	2.63	1.88-2.50	651	2.10
Cheese	Natural Varieties	1 # shred	3.49-4.99	356	4.06	4.29-4.98	115	4.66			
Cottage cheese		16 oz	1.69-3.00	710	2.43	0.89-3.00	237	1.64	0.89-1.38	616	.98
Cream cheese		8 oz	1.96-3.00	687	2.31	1.67-1.96	1319	1.91	1.00-2.49	457	1.58
Flavored milk	All fat tests	half gallon							2.00	106	2.00
Ice cream		48-64oz	2.50-4.49	2681	3.01	2.50-3.50	1850	2.97	2.50-5.00	1420	3.53
Sour cream		16 oz	1.49-2.50	1813	1.76	0.89-3.00	237	1.64	0.89-1.69	1077	1.06
Yogurt	Greek	4-6 oz	0.69-1.00	2175	.92	0.79-1.00	2554	.97	0.79-1.00	2377	.89
Yogurt	Greek	32 oz	3.99	209	3.99	4.99	114	4.99	3.89-4.99	988	4.69
Yogurt	Yogurt	4-6 oz	0.40-0.60	1361	.53				0.29	180	.29
Yogurt	Yogurt	32 oz	3.49	63	3.49				1.99	180	1.99



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
Butter		1 #	2.99	54	2.99				1.99-3.99	524	3.37
Cheese	Natural Varieties	8 oz block	2.00-2.99	717	2.43	1.99-2.99	872	2.34	1.88-3.48	645	2.50
Cheese	Natural Varieties	1 # block	4.99	114	4.99	3.99-4.99	583	4.41	3.99	289	3.99
Cheese	Natural Varieties	2 # block	6.96	973	6.96				5.98-6.49	350	6.40
Cheese	Natural Varieties	8 oz shred	2.00-2.50	688	2.28	1.88-3.00	1280	2.44	1.67-2.69	750	2.30
Cheese	Natural Varieties	1 # shred							3.99	289	3.99
Cottage cheese		16 oz	0.89	78	.89	1.49	244	1.49			
Cream cheese		8 oz	1.96	973	1.96	1.96	344	1.96	1.67-2.50	409	2.03
Flavored milk	All fat tests	half gallon							0.99-3.69	394	2.97
Ice cream		48-64oz	2.49-4.98	761	3.06	1.99-3.49	952	2.84	2.50-2.99	637	2.90
Milk	All fat tests	half gallon							0.99	105	.99
Milk	All fat tests	gallon	3.59	133	3.59						
Sour cream		16 oz	0.89-1.99	333	1.27	1.49-1.99	604	1.79	0.99-1.68	455	1.51
Yogurt	Greek	4-6 oz	0.79-1.00	808	.91	1.00	236	1.00	0.80-1.00	828	.93
Yogurt	Greek	32 oz	3.29-4.99	250	4.07				3.50	289	3.50
Yogurt	Yogurt	4-6 oz	0.33	193	.33	0.40-0.50	836	.49	0.49-0.50	171	.50
Yogurt	Yogurt	32 oz	2.50-2.99	168	2.83	1.99-3.50	486	3.05	2.50	289	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
Cheese	Natural Varieties	8 oz block	1.50-1.99	43	1.74	2.25-2.99	51	2.64
Cheese	Natural Varieties	8 oz shred	1.99	21	1.99	2.25-2.99	51	2.64
Cottage cheese		16 oz	1.49	11	1.49			
Cream cheese		8 oz	3.99	28	3.99			
Ice cream		48-64oz	3.00-5.99	50	5.00			
Sour cream		16 oz	1.49	11	1.49			
Yogurt	Greek	4-6 oz	0.80-1.25	22	1.03			
Yogurt	Greek	32 oz	5.99	11	5.99			
Yogurt	Yogurt	4-6 oz	0.60	11	.60			

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	69	6.49	69	5.49
Cheese	Natural Varieties	8 oz block	178	3.99	178	3.99	117	3.99

Wtd Avg - Simple weighted average



Cheese	Natural Varieties	8 oz shred			178	3.49	121	3.49
Cottage cheese		16 oz	178	3.99	214	4.29		
Cream cheese		8 oz	1247	2.13	69	2.69	69	2.99
Ice cream		48-64oz					200	6.02
Milk	All fat tests	half gallon	2025	3.82	3318	3.75	2755	3.99
Milk	All fat tests	gallon	11	5.49	213	4.99	148	5.81
Sour cream		16 oz	178	2.50	178	2.50		
Yogurt	Greek	4-6 oz			137	1.25		
Yogurt	Greek	32 oz					1829	4.29
Yogurt	Yogurt	4-6 oz	72	.69			245	1.15
Yogurt	Yogurt	32 oz	1112	3.49	114	4.49	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 #	5.79	135	5.79						
Cream cheese		8 oz	2.00-3.19	245	2.66	2.00	1002	2.00			
Milk	All fat tests	half gallon	3.50-3.99	245	3.77	3.50-4.98	1197	3.74			
Yogurt	Yogurt	4-6 oz	0.69	72	.69						
Yogurt	Yogurt	32 oz	3.49	110	3.49	3.49	1002	3.49			

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			
Cottage cheese		16 oz				3.99	178	3.99			
Milk	All fat tests	half gallon	3.99	72	3.99	3.99	117	3.99	3.99-4.00	394	4.00
Sour cream		16 oz				2.50	178	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
Milk	All fat tests	gallon	5.49	11	5.49			

REGIONAL DEFINITIONS

As used in this report, regions include the following states:

Wtd Avg - Simple weighted average



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