



Dairy Market News Branch

Agricultural
Marketing
Service

National Retail Report-Dairy

Websites: <http://www.marketnews.usda.gov/mnp/da-home> and <http://www.ams.usda.gov/mnreports/dybretail.pdf>

Volume 87- Number 40

Issued Weekly

Friday, October 2, 2020

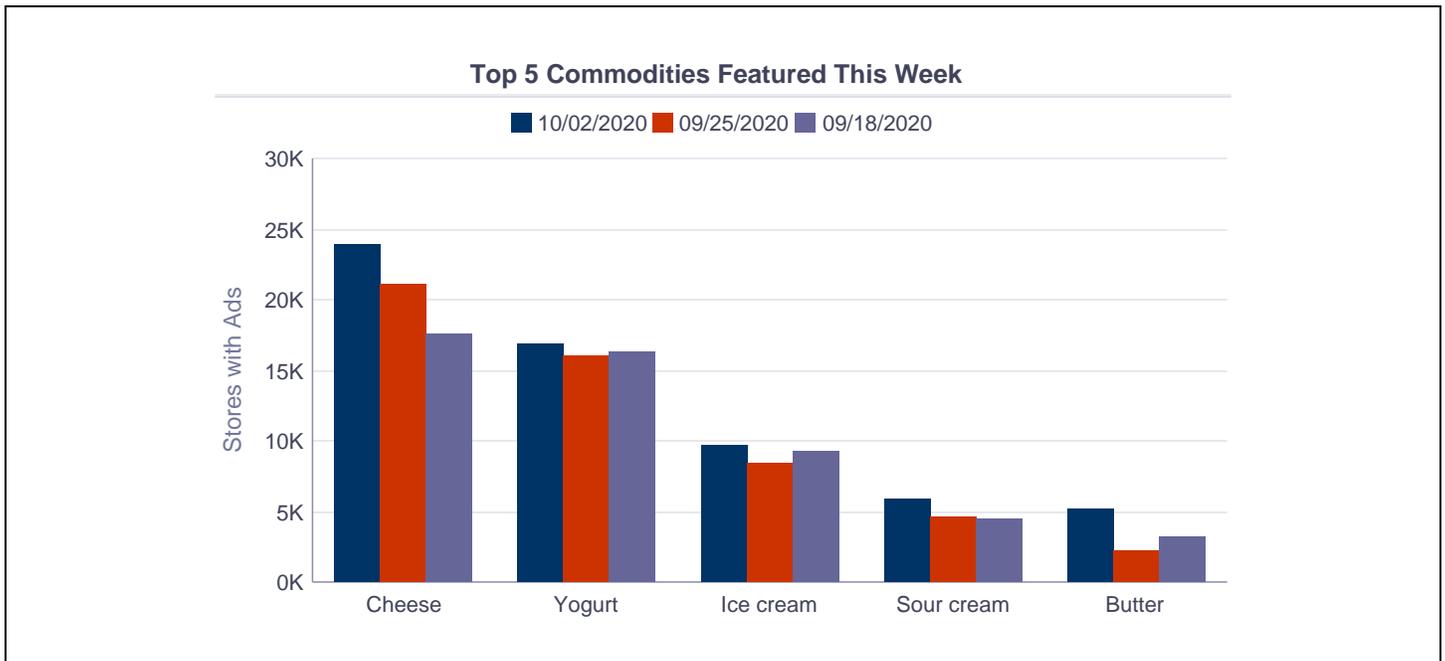
Advertised Prices for Dairy Products at Major Retail Supermarket Outlets ending during the period of 10/02/2020 to 10/08/2020

Conventional retail advertisements, on the whole, increased by 21 percent from last week. Organic ads decreased by 43 percent. Conventional shred cheese, in eight ounce packages, was the most advertised item. Milk, in gallon containers, was the most advertised organic item this week.

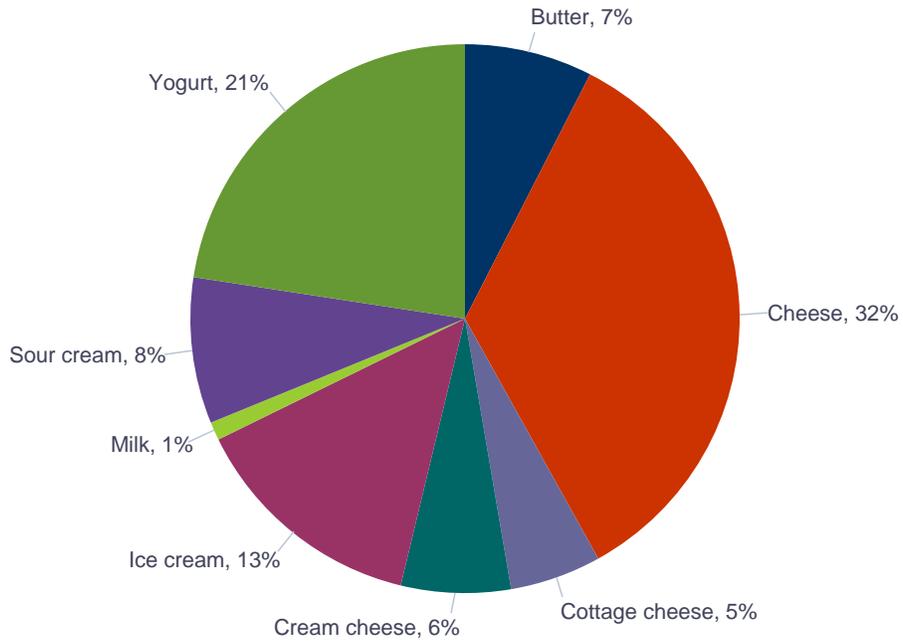
Conventional milk advertisement numbers jumped by 234 percent week to week, while organic bottled milk ads decreased 29 percent. The weighted average price for conventional half gallon milk containers is \$2.65, compared to \$4.01 for organic half gallons. This equates to an organic premium of \$1.36.

Conventional cheese advertisements grew 15 percent week to week. There were no organic cheese advertisements reported this week. Cheese, in eight ounce blocks, held a weighted average price of \$2.41, two cents below last week's price.

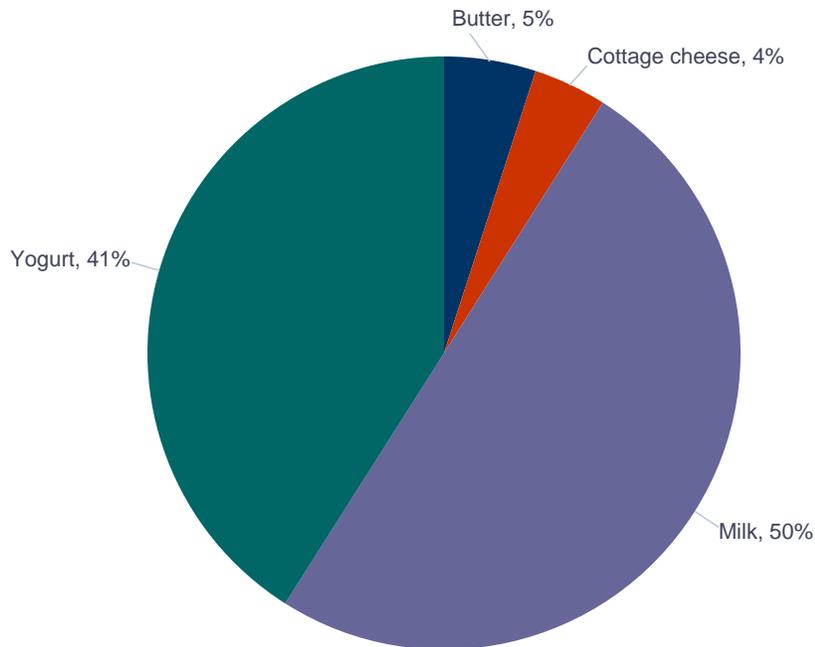
Yogurt advertisements, on the conventional aisle, increased by six percent, while organic yogurt ads grew 1 percentage point. Conventional Greek yogurt, in four to six ounce containers, was the most advertised yogurt item this week, with an average price of \$.92.



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 #	5029	3.00	2126	3.26	4788	3.94
Cheese	Natural Varieties	8 oz block	7910	2.41	6671	2.43	5636	2.27
Cheese	Natural Varieties	1 # block	2249	4.09	1981	3.87	249	3.42
Cheese	Natural Varieties	2 # block	1885	6.77	2843	7.50	2221	6.02
Cheese	Natural Varieties	8 oz shred	9821	2.33	8648	2.47	9239	2.24
Cheese	Natural Varieties	1 # shred	2101	4.24	760	4.12	807	4.90
Cottage cheese		16 oz	3625	1.87	1896	1.67	4117	2.12
Cream cheese		8 oz	4443	1.98	4217	1.98	3383	1.76
Flavored milk	All fat tests	half gallon	244	1.99	500	2.76		
Flavored milk	All fat tests	gallon	105	1.99			285	3.88
Ice cream		48-64oz	9711	3.17	8351	3.08	10436	3.18
Milk	All fat tests	half gallon	365	2.65	105	.99	635	2.35
Milk	All fat tests	gallon	429	3.33	133	3.59	1135	3.47
Sour cream		16 oz	5983	1.81	4530	1.53	5510	1.83
Yogurt	Greek	4-6 oz	7854	.92	9000	.93	7446	1.07
Yogurt	Greek	32 oz	3524	4.24	1861	4.37	1088	4.17
Yogurt	Yogurt	4-6 oz	3938	.46	2752	.49	4598	.50
Yogurt	Yogurt	32 oz	401	3.47	1186	2.75	578	3.00

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 #	2.00-4.49	1769	3.12	2.50-3.50	1216	2.68	1.88-3.99	834	2.87
Cheese	Natural Varieties	8 oz block	1.88-3.00	2030	2.29	1.67-3.00	3550	2.43	1.66-2.50	821	2.06
Cheese	Natural Varieties	1 # block	3.37-3.99	620	3.67	2.99-4.99	872	4.75	2.99	106	2.99
Cheese	Natural Varieties	2 # block	5.99	84	5.99						
Cheese	Natural Varieties	8 oz shred	1.88-3.59	3481	2.30	1.67-2.99	3612	2.43	0.99-2.50	875	1.90
Cheese	Natural Varieties	1 # shred	3.79	110	3.79	3.79-4.99	1877	4.28			
Cottage cheese		16 oz	1.69-3.00	1061	2.36	0.89-2.50	1063	1.98	0.89-1.89	664	.99
Cream cheese		8 oz	1.49-2.99	621	1.83	1.96-2.00	2097	1.98	0.99	57	.99
Ice cream		48-64oz	1.97-3.99	2894	2.97	2.50-5.99	1996	3.17	1.99-3.99	1695	3.05
Milk	All fat tests	gallon	3.49	62	3.49				2.39	137	2.39
Sour cream		16 oz	1.50-2.50	1954	1.89	1.50-3.99	1481	2.15	0.89-2.00	839	1.11
Yogurt	Greek	4-6 oz	0.69-1.25	2734	.90	0.80-1.00	1620	.99	0.50-1.00	1382	.85
Yogurt	Greek	32 oz	3.50-5.00	621	4.60	3.47-4.99	1821	4.08	3.89-4.99	393	4.39
Yogurt	Yogurt	4-6 oz	0.33-0.60	804	.49	0.50	114	.50	0.50	646	.50
Yogurt	Yogurt	32 oz	2.50	118	2.50	5.00	214	5.00	0.39	69	.39



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 #	2.99-4.59	471	3.76	2.50-2.99	350	2.82	3.00	350	3.00
Cheese	Natural Varieties	8 oz block	2.50-3.99	266	3.29	1.99-3.00	743	2.59	2.00-2.99	476	2.56
Cheese	Natural Varieties	1 # block	4.99	114	4.99	3.37-4.49	407	3.54	3.37	130	3.37
Cheese	Natural Varieties	2 # block	6.00-6.96	1106	6.84	5.99-6.99	538	6.77	4.99-7.98	130	6.39
Cheese	Natural Varieties	8 oz shred	1.69-3.00	706	2.26	1.99-3.00	689	2.28	2.49-2.69	358	2.65
Cheese	Natural Varieties	1 # shred	3.50	51	3.50	4.49	63	4.49			
Cottage cheese		16 oz	1.79-2.00	230	1.89	1.49-1.50	307	1.49	2.00	289	2.00
Cream cheese		8 oz	1.96-2.00	1028	1.96	3.00	62	3.00	1.67-2.69	578	2.18
Flavored milk	All fat tests	half gallon				1.99	244	1.99			
Flavored milk	All fat tests	gallon							1.99	105	1.99
Ice cream		48-64oz	2.50-5.99	1514	3.55	2.50-4.49	1260	3.24	2.50-2.99	174	2.69
Milk	All fat tests	half gallon				1.99	244	1.99	3.99	121	3.99
Milk	All fat tests	gallon	5.49	114	5.49				1.99	105	1.99
Sour cream		16 oz	1.50-2.19	435	1.97	1.29-1.49	600	1.43	1.67-2.19	639	1.94
Yogurt	Greek	4-6 oz	0.80-1.00	747	.93	1.00	311	1.00	0.80-1.00	1038	.95
Yogurt	Greek	32 oz				4.29-4.99	400	4.47	3.99	289	3.99
Yogurt	Yogurt	4-6 oz	0.33-0.50	748	.46	0.39-0.50	1030	.45	0.29-0.50	524	.39

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				2.75	24	2.75
Cheese	Natural Varieties	2 # block				7.99	27	7.99
Cheese	Natural Varieties	8 oz shred	1.99-4.29	49	3.30	2.75-3.00	51	2.88
Cottage cheese		16 oz	1.49	11	1.49			
Ice cream		48-64oz	2.50-6.99	103	4.25	3.00-4.29	75	3.73
Milk	All fat tests	gallon	4.49	11	4.49			
Sour cream		16 oz	1.49	11	1.49	2.50	24	2.50
Yogurt	Greek	4-6 oz	0.80-1.25	22	1.03			
Yogurt	Yogurt	4-6 oz	0.39	21	.39	0.49-0.50	51	.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 #	147	4.99	135	5.79		

Wtd Avg - Simple weighted average



Cheese	Natural Varieties	8 oz block			178	3.99		
Cheese	Natural Varieties	1 # block					117	5.99
Cheese	Natural Varieties	8 oz shred					289	3.79
Cottage cheese		16 oz	114	3.99	178	3.99		
Cream cheese		8 oz			1247	2.13	135	3.19
Ice cream		48-64oz					117	5.99
Milk	All fat tests	half gallon	398	4.01	2025	3.82	1074	3.48
Milk	All fat tests	gallon	1046	4.83	11	5.49	588	5.70
Sour cream		16 oz			178	2.50		
Yogurt	Greek	4-6 oz					402	1.37
Yogurt	Greek	32 oz	538	4.63			717	4.31
Yogurt	Yogurt	4-6 oz	219	1.07	72	.69	72	.69
Yogurt	Yogurt	32 oz	444	3.68	1112	3.49		

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 #	4.99	147	4.99						
Milk	All fat tests	half gallon	3.69	161	3.69				3.99	123	3.99
Milk	All fat tests	gallon				4.79-5.99	389	5.09	4.49	458	4.49
Yogurt	Greek	32 oz				3.50	214	3.50			
Yogurt	Yogurt	4-6 oz	0.69-1.25	219	1.07						
Yogurt	Yogurt	32 oz	3.49-3.99	433	3.65						

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
Cottage cheese		16 oz	3.99	114	3.99						
Milk	All fat tests	half gallon	4.49	114	4.49						
Milk	All fat tests	gallon	4.49-5.49	199	5.10						
Yogurt	Greek	32 oz	6.99	114	6.99				3.99-4.99	210	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
Yogurt	Yogurt	32 oz	4.99	11	4.99			

Wtd Avg - Simple weighted average

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