



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 41

Issued Weekly

Friday, October 9, 2020

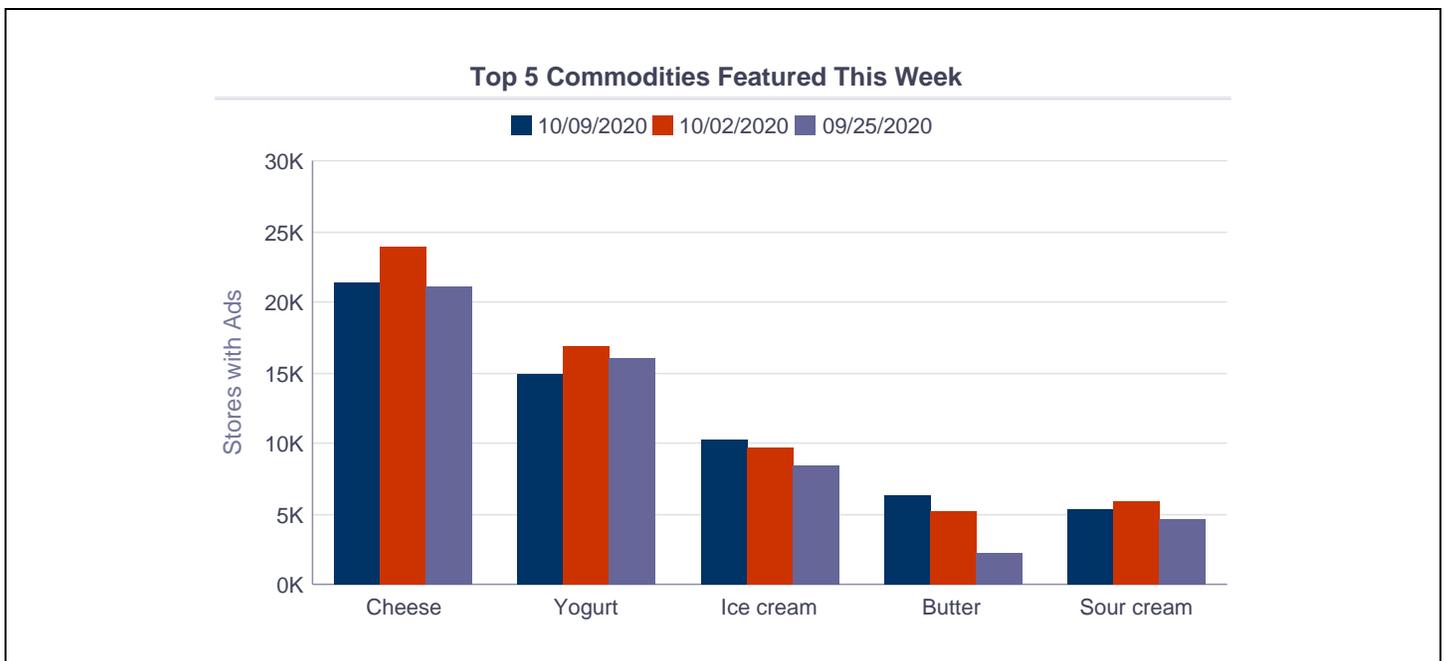
Advertised Prices for Dairy Products at Major Retail Supermarket Outlets ending during the period of 10/09/2020 to 10/15/2020

This week, the total number of conventional ads decreased 6 percent, and organic ads decreased 4 percent. Conventional ice cream in 48-64 oz containers is the most advertised dairy item. The weighted average price for conventional 48 to 64-ounce ice cream packages is \$3.38, up 21 cents from last week. Ads for conventional 1-pound butter increased 27 percent, with a weighted average advertised price of \$3.26, up 26 cents from last week.

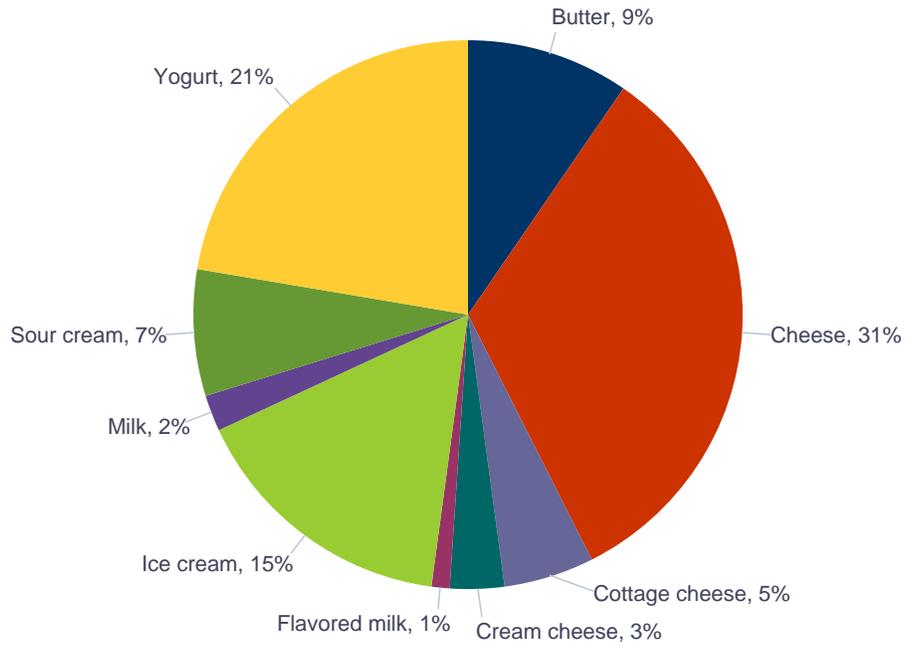
The total number of conventional cheese ads decreased 11 percent. The weighted average price for 8-ounce conventional cheese shreds was \$2.35, up 2 cents from last week. There are no organic cheese ads this week.

The total number of conventional yogurt ads decreased 7 percent and the total number of organic yogurt ads decreased 73 percent. Conventional Greek yogurt in 4-6 oz containers has an average price of \$0.92, steady with last week.

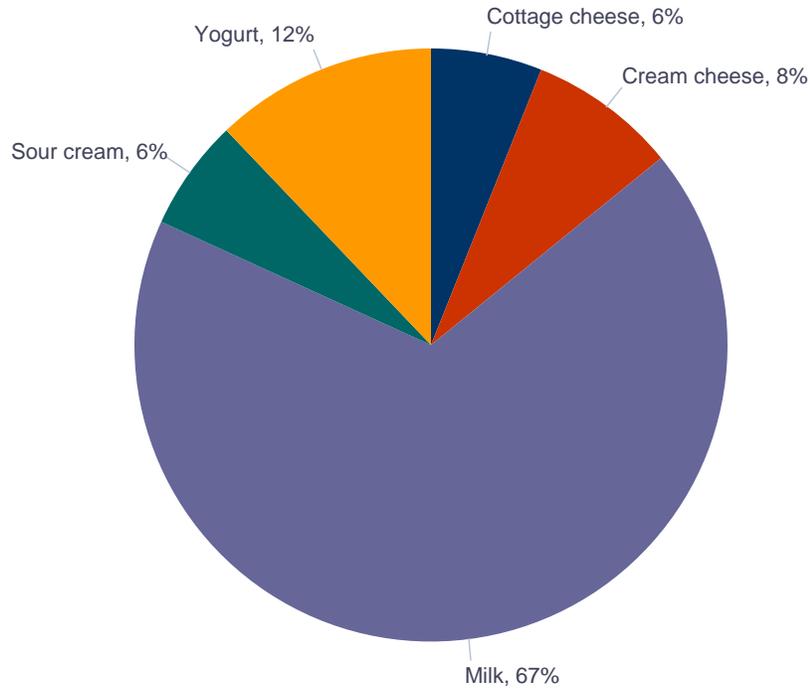
The national weighted average advertised price for conventional milk in half gallons is \$2.41, compared to \$4.31 for organic milk half gallons. This results in an organic premium of \$1.90. The total number of conventional milk ads increased 41 percent. Organic milk ad numbers increased 31 percent. 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 #	6400	3.26	5029	3.00	4935	3.63
Cheese	Natural Varieties	8 oz block	6862	2.52	7910	2.41	8217	2.32
Cheese	Natural Varieties	1 # block	4253	3.86	2249	4.09	1763	4.29
Cheese	Natural Varieties	2 # block	945	6.64	1885	6.77	3119	5.53
Cheese	Natural Varieties	8 oz shred	8234	2.35	9821	2.33	7950	2.40
Cheese	Natural Varieties	1 # shred	1061	4.43	2101	4.24	1350	4.50
Cottage cheese		16 oz	3644	2.11	3625	1.87	3042	2.10
Cream cheese		8 oz	2260	2.29	4443	1.98	4078	1.99
Egg nog		half gallon	27	4.99				
Flavored milk	All fat tests	half gallon	428	2.50	244	1.99	977	1.83
Flavored milk	All fat tests	gallon	299	3.35	105	1.99	390	3.78
Ice cream		48-64oz	10316	3.38	9711	3.17	10762	3.30
Milk	All fat tests	half gallon	1120	2.41	365	2.65	346	3.06
Milk	All fat tests	gallon			429	3.33	1389	3.45
Sour cream		16 oz	5188	1.93	5983	1.81	5659	1.82
Yogurt	Greek	4-6 oz	8223	.92	7854	.92	8953	.99
Yogurt	Greek	32 oz	3150	4.34	3524	4.24	1588	4.43
Yogurt	Yogurt	4-6 oz	2714	.50	3938	.46	4966	.49
Yogurt	Yogurt	32 oz	550	3.80	401	3.47	367	2.81

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	1609	3.20	2.50-3.99	1406	3.64	1.99-2.99	1042	2.58
Cheese	Natural Varieties	8 oz block	1.25-3.99	1845	2.76	2.00-3.00	1499	2.61	1.49-3.00	1317	2.21
Cheese	Natural Varieties	1 # block	3.37-4.49	865	3.84	3.38-4.99	1883	4.06	3.50-5.49	188	4.76
Cheese	Natural Varieties	2 # block	4.99	108	4.99	5.99	114	5.99	6.99-7.99	340	7.30
Cheese	Natural Varieties	8 oz shred	1.25-3.49	2587	2.32	2.00-3.00	1363	2.61	1.99-2.50	2314	2.26
Cheese	Natural Varieties	1 # shred				2.50-4.99	992	4.50	3.50	69	3.50
Cottage cheese		16 oz	1.25-3.00	1337	2.30	1.50-2.50	1224	2.00	1.69-1.79	319	1.76
Cream cheese		8 oz	1.50-2.99	210	2.54	1.99-3.00	1033	2.71	0.99-2.00	244	1.35
Flavored milk	All fat tests	half gallon				2.50	428	2.50			
Flavored milk	All fat tests	gallon							2.39-3.99	299	3.35
Ice cream		48-64oz	2.00-4.00	1959	2.79	1.49-5.99	2851	3.64	1.99-4.49	1385	3.66
Milk	All fat tests	half gallon							0.77-4.49	674	2.66
Sour cream		16 oz	1.50-2.99	1986	1.97	0.88-2.00	1128	1.79	1.29-1.99	688	1.84
Yogurt	Greek	4-6 oz	0.69-1.25	2500	.88	0.70-1.00	2698	.98	0.88-1.00	536	.97
Yogurt	Greek	32 oz	3.49-5.99	984	4.30	3.69-5.00	1237	4.70			

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	4-6 oz	0.49-0.60	1322	.51	0.50-0.60	328	.57	0.50	116	.50
Yogurt	Yogurt	32 oz							2.29-4.99	249	4.24

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 #	2.50-4.99	672	3.37	2.50-4.99	856	3.59	2.50-3.50	804	3.13
Cheese	Natural Varieties	8 oz block	1.67-3.00	1222	2.30	2.00-3.00	510	2.74	1.88-3.00	421	2.42
Cheese	Natural Varieties	1 # block	3.48	973	3.48	3.37	344	3.37			
Cheese	Natural Varieties	2 # block	6.99	78	6.99	6.99	200	6.99	5.99	105	5.99
Cheese	Natural Varieties	8 oz shred	1.67-3.00	544	2.37	1.88-3.00	867	2.24	1.88-2.69	532	2.36
Cottage cheese		16 oz	1.79-2.29	389	2.09	2.49	62	2.49	2.00	289	2.00
Cream cheese		8 oz	1.19-1.48	126	1.36				1.29-2.69	647	2.09
Ice cream		48-64oz	2.50-4.49	1468	3.47	2.49-5.99	1667	3.20	1.88-5.49	986	3.53
Milk	All fat tests	half gallon	0.77-3.99	325	2.40				0.99	121	.99
Sour cream		16 oz	1.79-2.99	333	2.15	1.79-2.79	406	2.21	1.29-2.19	647	1.86
Yogurt	Greek	4-6 oz	0.69-1.25	766	.93	0.69-1.00	856	.81	0.69-1.00	813	.88
Yogurt	Greek	32 oz	4.99	114	4.99	2.99-4.49	515	3.56	3.99	289	3.99
Yogurt	Yogurt	4-6 oz	0.49-0.50	284	.49	0.49-0.50	364	.50	0.40	289	.40
Yogurt	Yogurt	32 oz	3.69	239	3.69	2.49	62	2.49			

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
Butter		1 #	2.99	11	2.99			
Cheese	Natural Varieties	8 oz block	2.50	21	2.50	4.00	27	4.00
Cheese	Natural Varieties	8 oz shred				4.00	27	4.00
Cottage cheese		16 oz				3.00	24	3.00
Egg nog		half gallon				4.99	27	4.99
Yogurt	Greek	4-6 oz				0.89-1.67	54	1.28
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
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			Stores With Ads	Wtd Avg Price	Stores With Ads	Wtd Avg Price	Stores With Ads	Wtd Avg Price
Butter		1 #			147	4.99	557	5.49
Cottage cheese		16 oz	178	3.99	114	3.99		
Cream cheese		8 oz	223	2.85			51	2.50
Milk	All fat tests	half gallon	1719	4.31	398	4.01	3817	4.08
Milk	All fat tests	gallon	167	5.99	1046	4.83	1657	5.26
Sour cream		16 oz	178	2.99			84	2.50
Yogurt	Greek	32 oz	169	6.27	538	4.63	673	3.65
Yogurt	Yogurt	4-6 oz	161	1.00	219	1.07	554	1.00
Yogurt	Yogurt	32 oz			444	3.68	370	3.93

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
Cream cheese		8 oz	2.49-2.99	223	2.85						
Milk	All fat tests	half gallon	3.69-5.99	621	4.31	3.99-4.49	563	4.25			
Yogurt	Greek	32 oz	6.99	108	6.99	4.99	61	4.99			
Yogurt	Yogurt	4-6 oz	1.00	161	1.00						

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	178	3.99			
Milk	All fat tests	half gallon	4.49	239	4.49	3.50-4.49	236	4.23	4.49	60	4.49
Milk	All fat tests	gallon				5.99	167	5.99			
Sour cream		16 oz				2.99	178	2.99			

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

Wtd Avg - Simple weighted average



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