



## 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>

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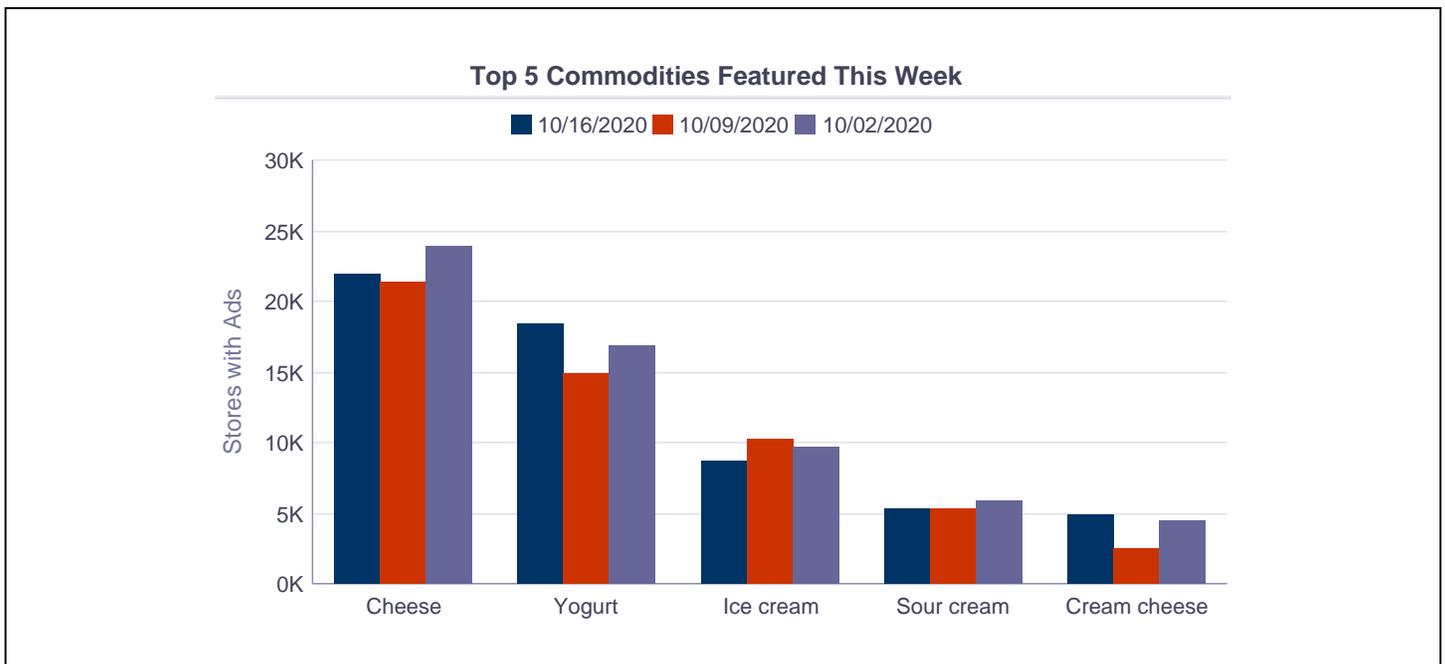
### Advertised Prices for Dairy Products at Major Retail Supermarket Outlets ending during the period of 10/16/2020 to 10/22/2020

This week, the total number of conventional ads increased 1 percent, and organic ads increased 62 percent. Ads for conventional 1-pound butter decreased 32 percent, with a weighted average advertised price of \$3.24, down 2 cents from last week.

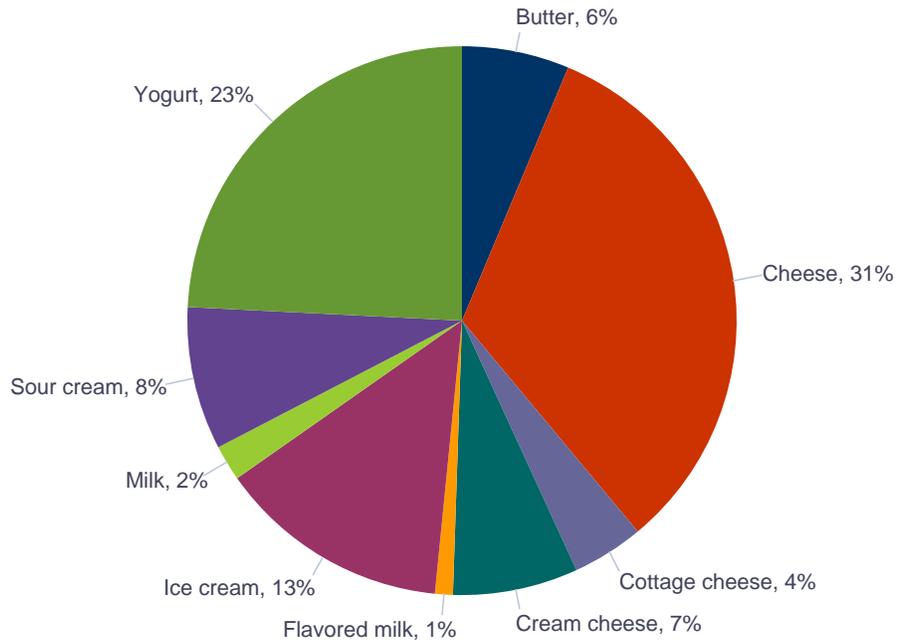
The total number of conventional cheese ads increased 2 percent. The weighted average price for 8-ounce conventional cheese shreds is \$2.48, up 13 cents from last week. Organic 8-ounce cheese shreds have an average price of \$3.49, resulting in a \$1.01 organic price premium.

The total number of conventional yogurt ads increased 12 percent and the total number of organic yogurt ads increased nearly six times. Conventional Greek yogurt in 4-6 ounce containers, the most advertised yogurt item this week, has an average price of \$0.97, up \$0.05 from last week. There are no ads for conventional 4-6 ounce yogurt.

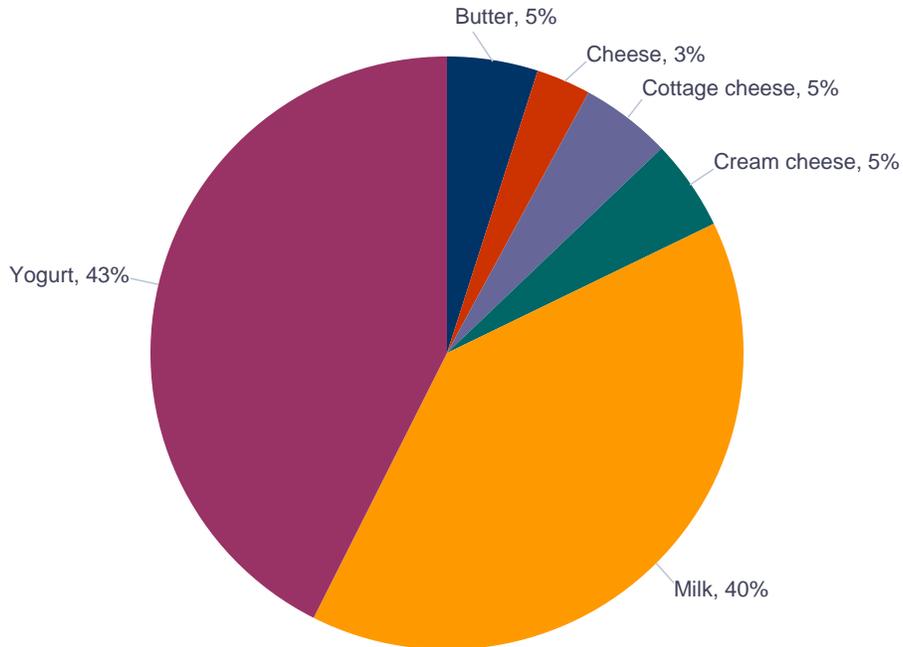
The national weighted average advertised price for conventional milk in half gallons is \$2.34, compared to \$3.47 for organic milk half gallons. This results in an organic premium of \$1.13. The total number of conventional milk ads increased 42 percent. Organic milk ad numbers decreased 3 percent. 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 #	4356	3.24	6400	3.26	3694	3.33
Cheese	Natural Varieties	8 oz block	8102	2.28	6862	2.52	7014	2.21
Cheese	Natural Varieties	1 # block	2181	3.55	4253	3.86	1182	4.67
Cheese	Natural Varieties	2 # block	666	6.97	945	6.64	302	4.99
Cheese	Natural Varieties	8 oz shred	9154	2.48	8234	2.35	10190	2.33
Cheese	Natural Varieties	1 # shred	1704	4.18	1061	4.43	2445	4.00
Cottage cheese		16 oz	2689	2.20	3644	2.11	3078	1.95
Cream cheese		8 oz	4662	2.44	2260	2.29	3994	1.96
Egg nog		quart					131	3.31
Egg nog		half gallon			27	4.99		
Flavored milk	All fat tests	half gallon	364	2.63	428	2.50	874	2.54
Flavored milk	All fat tests	gallon	319	3.00	299	3.35	499	3.72
Ice cream		48-64oz	8773	3.14	10316	3.38	7601	3.10
Milk	All fat tests	half gallon	684	2.34	1120	2.41	777	2.72
Milk	All fat tests	gallon	910	3.12			344	2.38
Sour cream		16 oz	5380	1.82	5188	1.93	4193	1.72
Yogurt	Greek	4-6 oz	10149	.97	8223	.92	8552	.98
Yogurt	Greek	32 oz	2101	4.44	3150	4.34	1757	3.98
Yogurt	Yogurt	4-6 oz	3370	.56	2714	.50	2650	.48
Yogurt	Yogurt	32 oz	842	2.36	550	3.80	1843	2.50

## 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 #	2.50-4.59	1812	3.37	3.00-3.50	1203	3.45	1.99-2.99	606	2.68
Cheese	Natural Varieties	8 oz block	1.88-3.49	1290	2.44	1.84-3.00	3544	2.35	1.67-2.00	515	1.89
Cheese	Natural Varieties	1 # block	3.37-5.99	621	3.98	3.38	1086	3.38			
Cheese	Natural Varieties	2 # block	6.99	84	6.99						
Cheese	Natural Varieties	8 oz shred	1.99-4.49	2087	2.60	2.00-3.00	3244	2.61	1.67-3.00	1608	2.25
Cheese	Natural Varieties	1 # shred	3.99-4.59	515	4.46	3.99	1002	3.99			
Cottage cheese		16 oz	1.99-3.09	1540	2.36	2.00	428	2.00			
Cream cheese		8 oz	1.25-3.99	1159	2.70	1.50-3.00	1449	2.77	1.99-3.00	702	2.16
Flavored milk	All fat tests	half gallon	2.69	135	2.69						
Flavored milk	All fat tests	gallon				3.50	214	3.50			
Ice cream		48-64oz	2.50-5.09	2486	3.21	2.50-5.00	2748	2.87	2.50-3.99	1249	3.09
Milk	All fat tests	half gallon	2.29-2.89	356	2.66						
Milk	All fat tests	gallon	2.39-4.79	638	3.35						
Sour cream		16 oz	0.99-2.99	1663	1.95	0.99-2.00	2004	1.49	1.68-1.99	565	1.87
Yogurt	Greek	4-6 oz	0.69-2.50	2576	1.05	0.79-1.09	2349	.98	0.78-1.25	2058	.95

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	Greek	32 oz	3.99-6.29	1159	4.94				3.50	137	3.50
Yogurt	Yogurt	4-6 oz	0.50-0.89	687	.68	0.50	735	.50	0.39-0.80	1029	.58
Yogurt	Yogurt	32 oz	2.50-3.50	390	2.84				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 #	2.99-3.50	246	3.14	3.50	62	3.50	1.99-3.00	427	2.84
Cheese	Natural Varieties	8 oz block	1.67-3.00	1546	2.00	1.99-2.99	667	2.40	1.67-2.99	529	2.40
Cheese	Natural Varieties	1 # block				3.37	344	3.37	3.37	130	3.37
Cheese	Natural Varieties	2 # block	6.99-7.99	132	7.40	6.99	360	6.99	5.99	69	5.99
Cheese	Natural Varieties	8 oz shred	1.67-3.00	773	2.27	1.99-2.97	563	2.29	1.67-2.69	857	2.46
Cheese	Natural Varieties	1 # shred	4.29-4.59	187	4.38						
Cottage cheese		16 oz	1.79	121	1.79				2.00	578	2.00
Cream cheese		8 oz	1.48-1.99	382	1.89	1.50	178	1.50	1.67-3.00	744	2.18
Flavored milk	All fat tests	half gallon	2.99	51	2.99	2.49	178	2.49			
Flavored milk	All fat tests	gallon							1.99	105	1.99
Ice cream		48-64oz	2.50-5.50	782	3.50	2.50-3.99	900	2.99	2.49-5.49	584	3.98
Milk	All fat tests	half gallon	1.99	207	1.99				1.99	121	1.99
Milk	All fat tests	gallon				2.99	167	2.99	1.99	105	1.99
Sour cream		16 oz	1.19-2.00	261	1.77	2.00	274	2.00	2.19-2.69	578	2.44
Yogurt	Greek	4-6 oz	0.79-1.00	768	.91	0.77-1.25	1265	.99	0.50-1.00	1101	.82
Yogurt	Greek	32 oz	3.50-4.49	160	3.98	3.50-3.99	356	3.75	3.99	289	3.99
Yogurt	Yogurt	4-6 oz	0.49-0.60	362	.52	0.49-0.60	257	.56	0.40	289	.40
Yogurt	Yogurt	32 oz				1.99	167	1.99	1.79	105	1.79

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	3.99	11	3.99			
Cheese	Natural Varieties	2 # block	6.99	21	6.99			
Cheese	Natural Varieties	8 oz shred	2.50-3.99	22	3.25			
Cottage cheese		16 oz	1.99-2.29	22	2.14			
Cream cheese		8 oz				2.00-2.50	48	2.25
Ice cream		48-64oz				4.99	24	4.99
Sour cream		16 oz	2.29	11	2.29	2.50	24	2.50
Yogurt	Greek	4-6 oz	0.79-1.25	32	.95			
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 #	221	5.99				
Cheese	Natural Varieties	8 oz block					289	3.50
Cheese	Natural Varieties	8 oz shred	121	3.49			555	2.96
Cheese	Natural Varieties	1 # shred					151	2.99
Cottage cheese		16 oz	214	4.29	178	3.99		
Cream cheese		8 oz	214	2.50	223	2.85		
Milk	All fat tests	half gallon	1734	3.47	1719	4.31	1698	3.88
Milk	All fat tests	gallon			167	5.99	61	6.99
Milk	All fat tests	8 oz UHT	87	1.25			216	1.00
Sour cream		16 oz			178	2.99		
Yogurt	Greek	32 oz	1704	3.59	169	6.27	116	3.50
Yogurt	Yogurt	4-6 oz			161	1.00	180	.80
Yogurt	Yogurt	32 oz	221	3.49			589	3.08

### 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 #	5.99	221	5.99						
Cottage cheese		16 oz				4.29	214	4.29			
Cream cheese		8 oz				2.50	214	2.50			
Milk	All fat tests	half gallon	3.69-5.29	676	4.26	3.50-4.49	275	3.72	1.99	221	1.99
Milk	All fat tests	8 oz UHT				1.25	87	1.25			
Yogurt	Greek	32 oz	3.49-4.50	1086	3.64	3.50	502	3.50	3.50	116	3.50
Yogurt	Yogurt	32 oz	3.49	221	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 shred	3.49	121	3.49						
Milk	All fat tests	half gallon	1.99	78	1.99	2.99-3.49	473	3.17			



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	2.49	11	2.49			

**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