



Dairy Market News Branch

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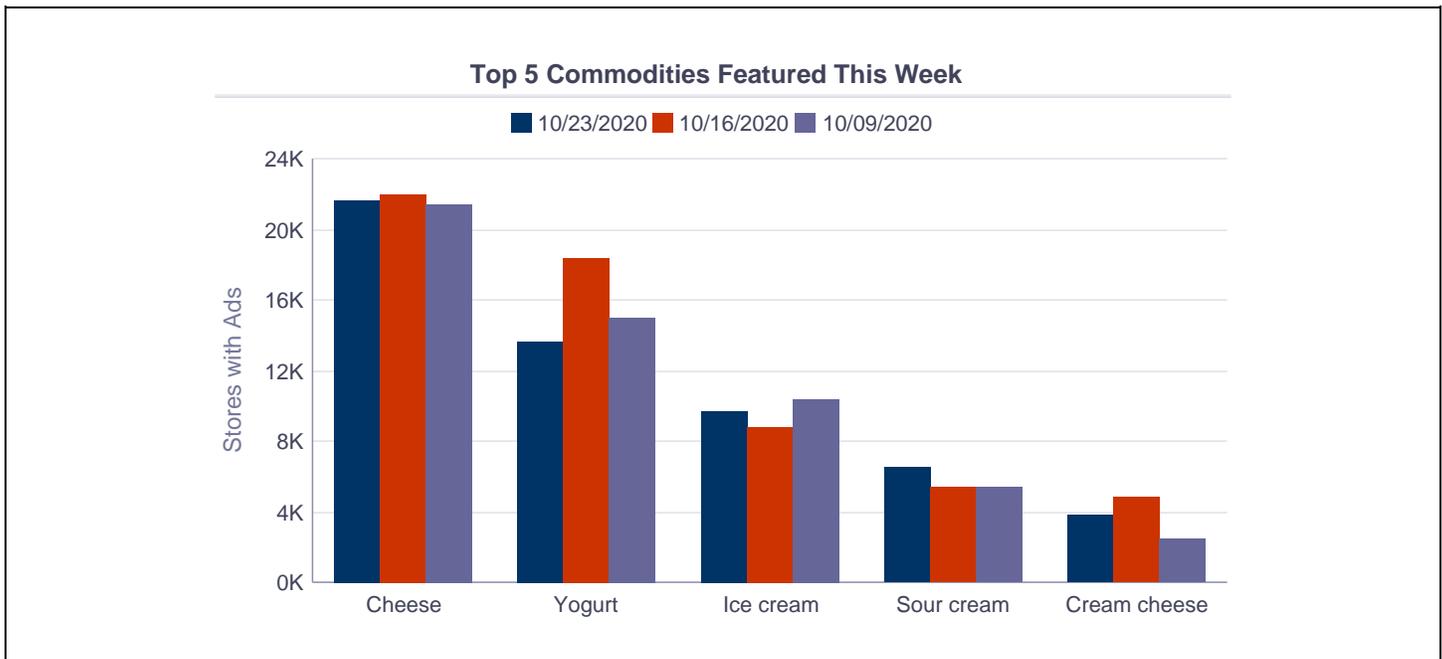
Advertised Prices for Dairy Products at Major Retail Supermarket Outlets ending during the period of 10/23/2020 to 10/29/2020

This week, the total number of conventional ads decreased 7 percent, and organic ads decreased 25 percent. Conventional ice cream in 48 to 64-ounce containers was the most advertised dairy item. The weighted average advertised price of conventional 1-pound butter is \$3.14, compared to \$5.29 for organic 1-pound butter. A signal of the upcoming holiday season appeared in this week's retail ad survey. The weighted average price for egg nog in quart containers is \$2.99.

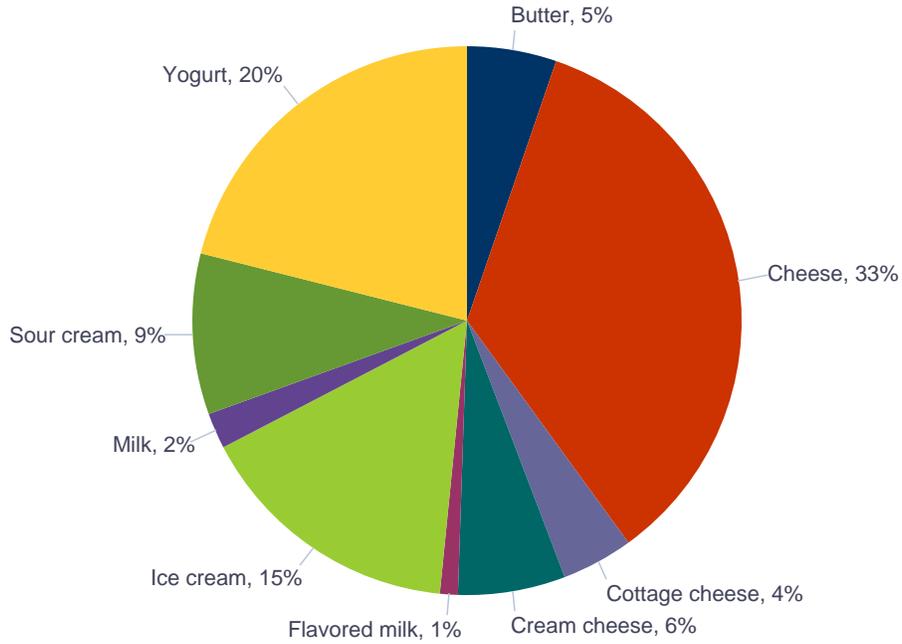
The total number of conventional yogurt ads decreased 22 percent, and the total number of organic yogurt ads decreased 62 percent. The weighted average price for conventional yogurt in 4 to 6-ounce containers is \$0.50, down 6 cents from last week. The weighted average price for organic yogurt in 4 to 6-ounce containers is \$1.24, resulting in a \$.74 organic premium.

The total number of conventional cheese ads decreased 2 percent, while organic cheese ads increased 97 percent. The weighted average price for conventional 8-ounce cheese shreds is \$2.53, up 5 cents from last week. Organic 8-ounce cheese shreds have a weighted average price of \$3.74, up 25 cents from last week. The resulting organic price premium for 8-ounce cheese shreds is \$1.21.

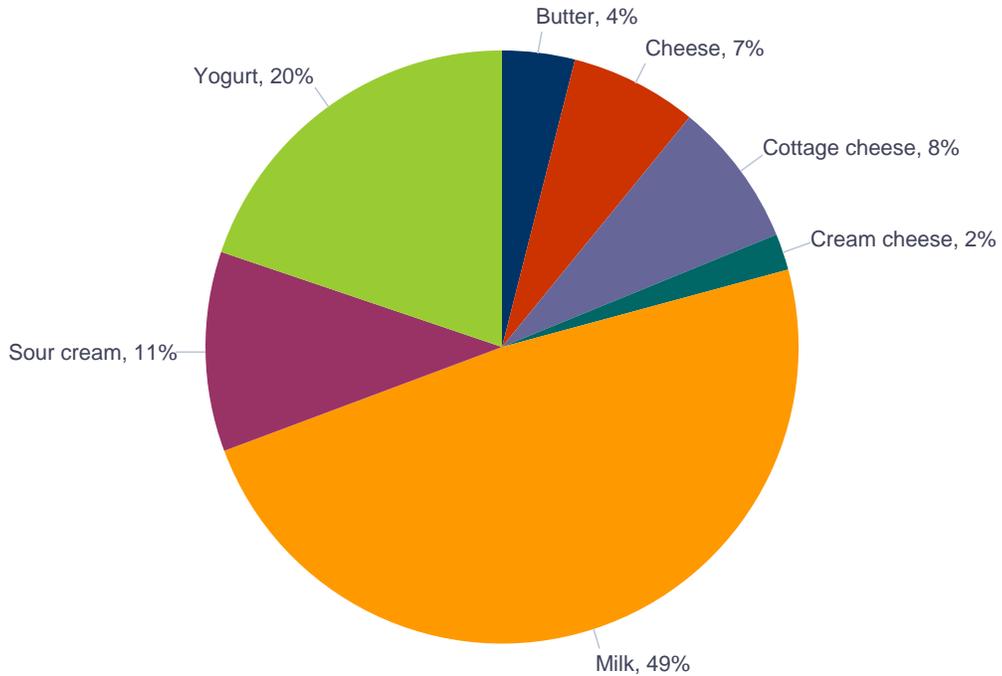
The national weighted average advertised price for conventional milk in half gallons is \$2.66, compared to \$4.22 for organic milk half gallons. This results in an organic premium of \$1.56. The total number of conventional milk ads decreased 35 percent. Organic milk ad numbers decreased 2 percent. Milk in 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 #	3432	3.14	4356	3.24	3923	3.54
Cheese	Natural Varieties	8 oz block	6810	2.56	8102	2.28	5201	2.37
Cheese	Natural Varieties	1 # block	3692	3.73	2181	3.55	1407	4.38
Cheese	Natural Varieties	2 # block	1614	6.41	666	6.97	418	5.57
Cheese	Natural Varieties	8 oz shred	8138	2.53	9154	2.48	10816	2.45
Cheese	Natural Varieties	1 # shred	1113	4.82	1704	4.18	1122	4.41
Cottage cheese		16 oz	2562	1.80	2689	2.20	3042	1.79
Cream cheese		8 oz	3771	2.33	4662	2.44	4368	2.08
Egg nog		quart	54	2.99			107	3.49
Flavored milk	All fat tests	half gallon	607	2.00	364	2.63	874	1.56
Flavored milk	All fat tests	gallon	62	3.99	319	3.00	605	3.18
Ice cream		48-64oz	9715	2.84	8773	3.14	8032	3.19
Milk	All fat tests	half gallon	404	2.66	684	2.34	712	1.99
Milk	All fat tests	gallon	630	3.68	910	3.12	379	2.82
Sour cream		16 oz	6163	1.62	5380	1.82	4776	1.70
Yogurt	Greek	4-6 oz	8371	.96	10149	.97	7283	1.05
Yogurt	Greek	32 oz	718	4.53	2101	4.44	1467	4.35
Yogurt	Yogurt	4-6 oz	3234	.50	3370	.56	4661	.53
Yogurt	Yogurt	32 oz	536	3.01	842	2.36	819	2.78

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 #	2.88-4.19	1917	3.27				1.99-3.99	393	3.09
Cheese	Natural Varieties	8 oz block	1.67-3.99	1988	2.63	1.67-3.00	3032	2.64	1.49-2.50	595	1.95
Cheese	Natural Varieties	1 # block	3.37-3.50	424	3.40	3.38-4.99	1821	4.03			
Cheese	Natural Varieties	2 # block							6.99	458	6.99
Cheese	Natural Varieties	8 oz shred	1.67-3.00	2772	2.46	1.67-3.00	2892	2.58	1.49-2.50	329	1.90
Cheese	Natural Varieties	1 # shred	3.50-4.89	378	4.49	4.99	735	4.99			
Cottage cheese		16 oz	1.99-3.09	686	2.29	1.50	214	1.50	1.25-2.00	719	1.45
Cream cheese		8 oz	1.49-2.19	476	1.90	1.99-3.00	2127	2.73	0.99	106	.99
Flavored milk	All fat tests	half gallon	2.69	135	2.69				1.25-1.67	250	1.46
Ice cream		48-64oz	1.99-3.99	2763	2.94	2.50-3.50	2044	2.59	1.99-3.99	1948	2.71
Milk	All fat tests	half gallon	2.29-3.99	272	3.15						
Milk	All fat tests	gallon	3.29-4.79	270	4.04						
Sour cream		16 oz	0.99-2.69	1644	1.89	0.99-1.99	1685	1.26	1.25-1.88	865	1.36
Yogurt	Greek	4-6 oz	0.83-1.25	2058	1.00	0.60-1.00	2723	.97	0.80-1.00	1198	.89
Yogurt	Greek	32 oz	3.99-5.99	479	4.93	4.50	61	4.50			

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	0.50-0.69	1334	.56	0.49-0.50	460	.50	0.45-0.60	287	.51
Yogurt	Yogurt	32 oz	1.00-2.69	356	2.17				4.66	180	4.66

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 #	1.99-3.49	380	2.75	2.99-3.99	308	3.19	1.99-3.98	356	2.60
Cheese	Natural Varieties	8 oz block	1.99-2.99	564	2.63	1.99-3.00	513	2.45	1.69	69	1.69
Cheese	Natural Varieties	1 # block	3.48	973	3.48	3.37	344	3.37	3.37	130	3.37
Cheese	Natural Varieties	2 # block	5.99-6.99	340	6.63	5.99	422	5.99	5.99	394	5.99
Cheese	Natural Varieties	8 oz shred	2.00-3.50	870	2.73	1.99-3.00	549	2.54	1.69-2.99	650	2.45
Cottage cheese		16 oz	1.79-2.48	193	2.05	1.49	422	1.49	2.00	289	2.00
Cream cheese		8 oz	1.25-1.48	275	1.31	1.25-1.67	182	1.39	1.67-2.69	578	2.18
Egg nog		quart	2.99	54	2.99						
Flavored milk	All fat tests	half gallon	2.99	82	2.99				0.99	105	.99
Flavored milk	All fat tests	gallon				3.99	62	3.99			
Ice cream		48-64oz	1.99-4.98	618	3.14	1.99-3.99	1726	2.92	1.88-3.98	524	2.86
Milk	All fat tests	half gallon							0.99	105	.99
Milk	All fat tests	gallon	3.69	133	3.69	2.89	200	2.89			
Sour cream		16 oz	1.25-2.19	323	1.92	1.49-2.00	936	1.71	0.99-2.19	683	1.79
Yogurt	Greek	4-6 oz	0.70-1.00	649	.93	0.89-1.00	978	.98	0.99-1.00	743	.99
Yogurt	Greek	32 oz				3.49	178	3.49			
Yogurt	Yogurt	4-6 oz	0.33	80	.33	0.40-0.50	589	.47	0.39-0.50	463	.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 #				3.00-5.99	78	4.38
Cheese	Natural Varieties	8 oz block	1.99-4.99	49	3.70			
Cheese	Natural Varieties	8 oz shred	1.99-4.99	49	3.70	4.89	27	4.89
Cottage cheese		16 oz	1.67-2.49	39	2.26			
Cream cheese		8 oz				3.39	27	3.39
Flavored milk	All fat tests	half gallon	1.67	11	1.67	4.99	24	4.99
Ice cream		48-64oz	2.48-6.99	92	4.04			
Milk	All fat tests	half gallon				4.29	27	4.29
Milk	All fat tests	gallon				5.79	27	5.79
Sour cream		16 oz				4.19	27	4.19
Yogurt	Greek	4-6 oz	0.80-1.25	22	1.03			
Yogurt	Yogurt	4-6 oz	0.50	21	.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 #	135	5.29	221	5.99		
Cheese	Natural Varieties	8 oz shred	238	3.74	121	3.49		
Cottage cheese		16 oz	280	3.81	214	4.29		
Cream cheese		8 oz	62	3.79	214	2.50		
Milk	All fat tests	half gallon	468	4.22	1734	3.47	1125	4.19
Milk	All fat tests	gallon	1320	5.10			275	5.43
Milk	All fat tests	8 oz UHT			87	1.25		
Sour cream		16 oz	392	2.72			214	2.50
Yogurt	Greek	4-6 oz					232	1.17
Yogurt	Greek	32 oz	349	3.57	1704	3.59	331	4.17
Yogurt	Yogurt	4-6 oz	165	1.24			108	1.33
Yogurt	Yogurt	32 oz			221	3.49	410	3.31

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 #	5.29	135	5.29						
Cottage cheese		16 oz	3.49	102	3.49						
Milk	All fat tests	half gallon	3.99-4.49	235	4.20				4.49	116	4.49
Milk	All fat tests	gallon				5.29	214	5.29	4.49	595	4.49
Sour cream		16 oz				2.50	214	2.50			
Yogurt	Greek	32 oz	3.69	135	3.69	3.50	214	3.50			
Yogurt	Yogurt	4-6 oz	1.67	60	1.67						

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	3.99	117	3.99			
Cottage cheese		16 oz				3.99	178	3.99			

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
Cream cheese		8 oz	3.79	62	3.79						
Milk	All fat tests	half gallon				3.99	117	3.99			
Milk	All fat tests	gallon	4.49	78	4.49	5.99	422	5.99			
Sour cream		16 oz				2.99	178	2.99			
Yogurt	Yogurt	4-6 oz							0.99	105	.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
Milk	All fat tests	gallon	4.99	11	4.99			

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