



Dairy Market News Branch

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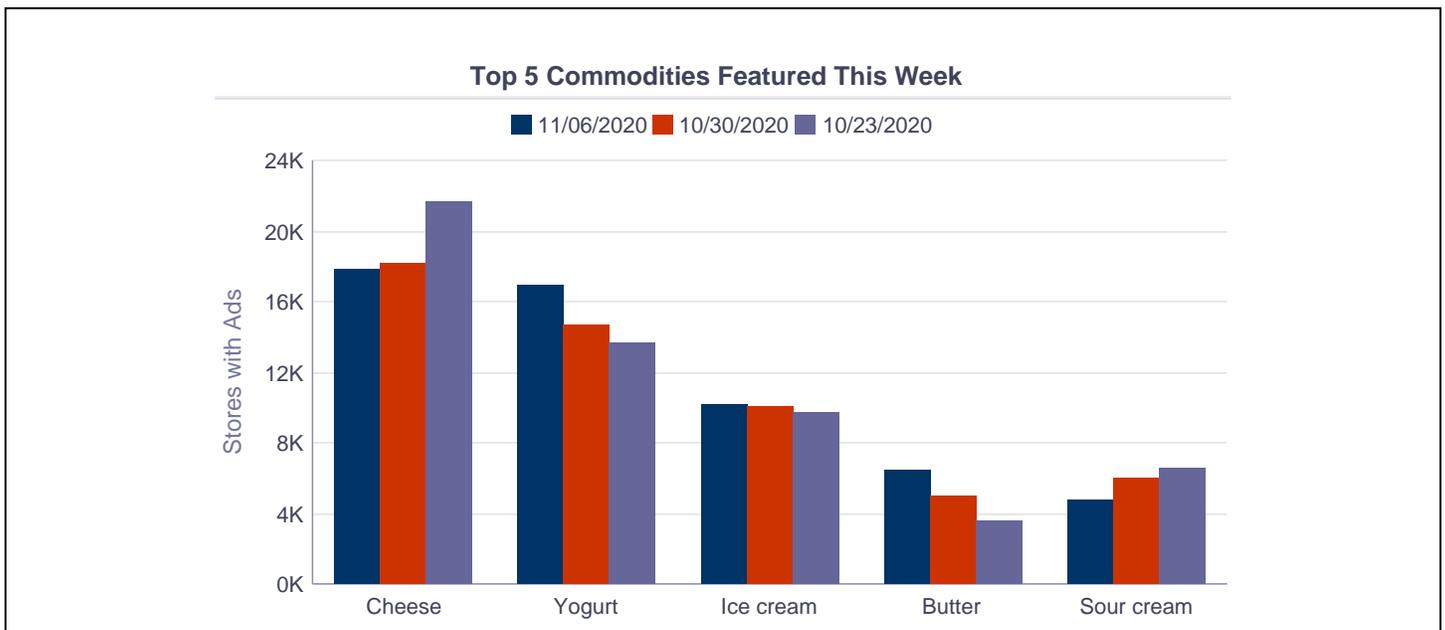
Advertised Prices for Dairy Products at Major Retail Supermarket Outlets ending during the period of 11/06/2020 to 11/12/2020

This week, conventional retail ad numbers were unchanged, while organic retail ad numbers increased 57 percent. The most advertised dairy item was 48 to 64-ounce conventional ice cream with a weighted average advertised price of \$2.90. Ads for conventional 1-pound butter increased 19 percent with a weighted average advertised price of \$3.13. The weighted average price of organic 1-pound butter is \$5.56, resulting in an organic premium of \$2.43. The national weighted average price for conventional eggnog in quart-sized containers is \$3.01, down 4 cents from the week before.

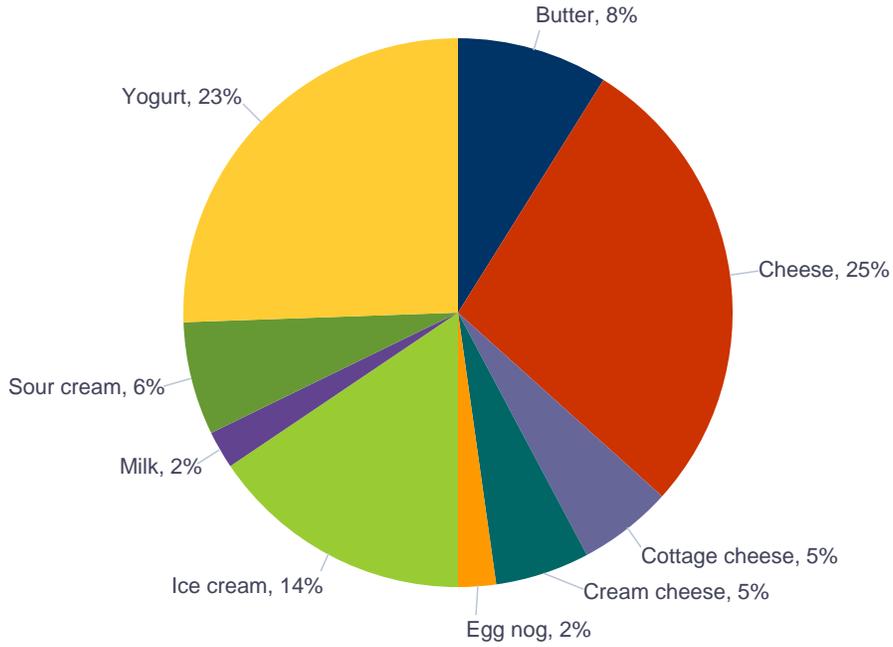
Total conventional cheese ads decreased 1 percent, while no ads for organic cheese were reported. Ads for conventional 8-ounce shredded cheese decreased 17 percent with a weighted average advertised price of \$2.37, up 7 cents from the prior week. Ads for 8-ounce conventional block cheese decreased 6 percent with an average price of \$2.36, down 6 cents from last week.

Conventional yogurt ads increased 17 percent, while organic ads decreased 25 percent. The national weighted average price for conventional yogurt in 4 to 6-ounce containers is \$0.53, compared to \$1.28 for organic yogurt, and organic premium of 75 cents. The weighted average price for conventional Greek yogurt is \$0.98, unchanged from last week.

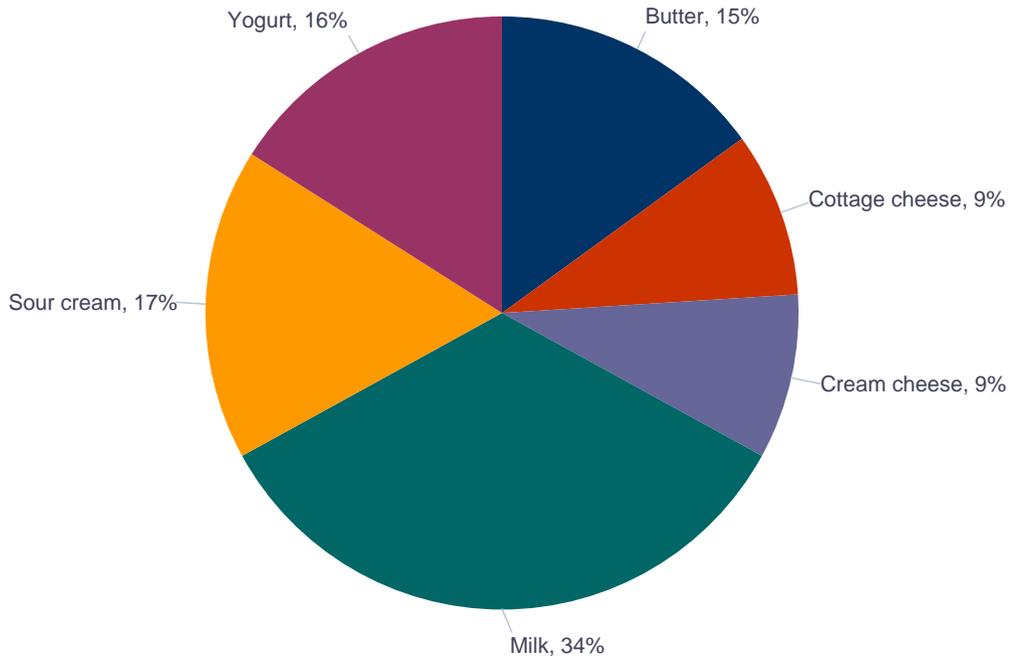
Milk in half gallon containers was the most advertised organic dairy item. The national weighted average advertised price for organic half gallons is \$3.70, down 23 cents from last week. The national weighted average price for conventional half gallon milk is \$1.27, resulting in an organic premium of \$2.43. Total conventional milk ads decreased 18 percent, while organic milk ads decreased 13 percent.



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 # | 5952 | 3.13 | 4986 | 3.06 | 6548 | 3.66 |
| Cheese | Natural Varieties | 8 oz block | 6732 | 2.36 | 7157 | 2.42 | 4545 | 2.50 |
| Cheese | Natural Varieties | 1 # block | 1180 | 4.11 | 149 | 4.25 | 864 | 3.19 |
| Cheese | Natural Varieties | 2 # block | 1325 | 7.22 | 924 | 6.27 | 2950 | 6.02 |
| Cheese | Natural Varieties | 8 oz shred | 7896 | 2.37 | 9512 | 2.30 | 7237 | 2.38 |
| Cheese | Natural Varieties | 1 # shred | 646 | 4.11 | 253 | 3.99 | 673 | 4.42 |
| Cottage cheese | | 16 oz | 3254 | 2.04 | 2333 | 2.02 | 3022 | 1.76 |
| Cream cheese | | 8 oz | 3558 | 1.44 | 5358 | 2.09 | 7325 | 1.79 |
| Egg nog | | quart | 535 | 3.01 | 653 | 3.05 | 266 | 2.80 |
| Egg nog | | half gallon | 627 | 4.50 | 27 | 4.99 | 394 | 4.65 |
| Flavored milk | All fat tests | half gallon | 121 | 2.50 | 970 | 2.37 | 841 | 2.35 |
| Flavored milk | All fat tests | gallon | 107 | 4.44 | | | 351 | 4.34 |
| Ice cream | | 48-64oz | 10160 | 2.90 | 9978 | 3.04 | 10687 | 3.92 |
| Milk | All fat tests | half gallon | 812 | 1.27 | 540 | 2.66 | 147 | 3.00 |
| Milk | All fat tests | gallon | 810 | 2.76 | 1441 | 3.48 | 635 | 2.65 |
| Sour cream | | 16 oz | 4198 | 2.06 | 6014 | 1.79 | 5015 | 1.70 |
| Yogurt | Greek | 4-6 oz | 7992 | .98 | 9177 | .98 | 8209 | .96 |
| Yogurt | Greek | 32 oz | 1617 | 4.53 | 1737 | 4.48 | 2436 | 4.00 |
| Yogurt | Yogurt | 4-6 oz | 5807 | .53 | 2236 | .52 | 4056 | .51 |
| Yogurt | Yogurt | 32 oz | 894 | 2.01 | 777 | 2.48 | 1112 | 2.00 |

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 # | 2.50-5.99 | 2365 | 3.41 | 2.49-3.50 | 830 | 3.36 | 1.77-2.99 | 970 | 2.53 |
| Cheese | Natural Varieties | 8 oz block | 1.67-3.19 | 1859 | 2.39 | 2.00-2.99 | 2976 | 2.45 | 1.49-2.99 | 355 | 2.35 |
| Cheese | Natural Varieties | 1 # block | 3.99 | 411 | 3.99 | 4.29 | 53 | 4.29 | 3.99 | 320 | 3.99 |
| Cheese | Natural Varieties | 2 # block | | | | 6.98 | 195 | 6.98 | 6.99 | 331 | 6.99 |
| Cheese | Natural Varieties | 8 oz shred | 2.00-3.00 | 1454 | 2.54 | 1.99-2.50 | 3047 | 2.42 | 1.49-2.50 | 905 | 2.05 |
| Cheese | Natural Varieties | 1 # shred | 3.99 | 72 | 3.99 | 4.29 | 53 | 4.29 | 3.99 | 320 | 3.99 |
| Cottage cheese | | 16 oz | 1.67-2.50 | 1439 | 2.19 | 1.49-2.19 | 1575 | 1.94 | 1.49 | 119 | 1.49 |
| Cream cheese | | 8 oz | 0.99-2.99 | 1662 | 1.59 | 0.99 | 508 | .99 | 0.99-1.00 | 319 | 1.00 |
| Egg nog | | quart | 2.79-3.99 | 535 | 3.01 | | | | | | |
| Flavored milk | All fat tests | gallon | | | | | | | 4.44 | 107 | 4.44 |
| Ice cream | | 48-64oz | 1.99-3.99 | 3031 | 3.00 | 1.99-5.99 | 3187 | 2.44 | 1.99-4.49 | 1682 | 2.97 |
| Milk | All fat tests | half gallon | 2.29 | 135 | 2.29 | | | | 0.88-1.19 | 458 | 1.04 |
| Milk | All fat tests | gallon | 2.59-3.29 | 356 | 2.86 | 3.99 | 84 | 3.99 | | | |
| Sour cream | | 16 oz | 1.50-2.99 | 2142 | 2.02 | 1.50-2.19 | 1341 | 2.10 | 1.98 | 180 | 1.98 |
| Yogurt | Greek | 4-6 oz | 0.69-1.25 | 2665 | .97 | 1.00 | 2400 | 1.00 | 0.88-1.00 | 626 | .98 |

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 | 3.49-5.99 | 870 | 4.43 | 4.50 | 87 | 4.50 | 4.99 | 180 | 4.99 |
| Yogurt | Yogurt | 4-6 oz | 0.40-0.79 | 1770 | .55 | 0.49-0.60 | 1593 | .54 | 0.49-0.60 | 1023 | .56 |
| Yogurt | Yogurt | 32 oz | 1.67-2.50 | 605 | 2.18 | | | | | | |

| 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 # | 2.49-4.49 | 536 | 2.80 | 2.50 | 229 | 2.50 | 1.77-4.29 | 994 | 3.14 |
| Cheese | Natural Varieties | 8 oz block | 1.49-2.50 | 700 | 2.09 | 1.88-2.50 | 536 | 2.01 | 1.69-2.99 | 295 | 2.51 |
| Cheese | Natural Varieties | 1 # block | 3.99 | 211 | 3.99 | 3.50-4.99 | 124 | 4.25 | 5.48 | 61 | 5.48 |
| Cheese | Natural Varieties | 2 # block | 6.99 | 78 | 6.99 | 6.99 | 167 | 6.99 | 5.99-9.99 | 515 | 7.37 |
| Cheese | Natural Varieties | 8 oz shred | 0.69-3.48 | 1011 | 2.33 | 1.88-2.99 | 758 | 2.05 | 1.69-2.99 | 689 | 2.55 |
| Cheese | Natural Varieties | 1 # shred | 3.99 | 78 | 3.99 | 3.50 | 62 | 3.50 | 5.48 | 61 | 5.48 |
| Cottage cheese | | 16 oz | 1.99 | 121 | 1.99 | | | | | | |
| Cream cheese | | 8 oz | 0.79-1.99 | 291 | 1.53 | 0.99-2.49 | 757 | 1.55 | | | |
| Egg nog | | half gallon | 3.88-4.79 | 338 | 4.24 | | | | 4.79 | 289 | 4.79 |
| Flavored milk | All fat tests | half gallon | 2.50 | 121 | 2.50 | | | | | | |
| Ice cream | | 48-64oz | 1.99-5.49 | 929 | 3.74 | 1.99-2.99 | 697 | 2.68 | 2.49-3.49 | 584 | 3.28 |
| Milk | All fat tests | half gallon | 0.99-1.19 | 219 | 1.12 | | | | | | |
| Milk | All fat tests | gallon | 2.99 | 133 | 2.99 | | | | 1.99 | 226 | 1.99 |
| Sour cream | | 16 oz | | | | 1.99 | 246 | 1.99 | 2.19 | 289 | 2.19 |
| Yogurt | Greek | 4-6 oz | 0.90-1.25 | 371 | 1.03 | 0.60-1.00 | 1397 | .94 | 0.88-1.00 | 460 | .97 |
| Yogurt | Greek | 32 oz | 3.99 | 99 | 3.99 | 4.49-4.99 | 381 | 4.67 | | | |
| Yogurt | Yogurt | 4-6 oz | 0.37-0.60 | 404 | .47 | 0.50 | 422 | .50 | 0.38-0.50 | 584 | .49 |
| Yogurt | Yogurt | 32 oz | | | | | | | 1.67 | 289 | 1.67 |

| 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 # | 3.99 | 28 | 3.99 | | | |
| Cheese | Natural Varieties | 8 oz block | 3.99 | 11 | 3.99 | | | |
| Cheese | Natural Varieties | 2 # block | 6.99-10.99 | 39 | 9.86 | | | |
| Cheese | Natural Varieties | 8 oz shred | 1.99-3.99 | 32 | 2.68 | | | |
| Cream cheese | | 8 oz | 1.69 | 21 | 1.69 | | | |
| Ice cream | | 48-64oz | 4.49-6.99 | 50 | 6.11 | | | |
| Milk | All fat tests | gallon | 2.99 | 11 | 2.99 | | | |
| Yogurt | Greek | 4-6 oz | 0.88-1.67 | 49 | 1.33 | 1.00 | 24 | 1.00 |
| 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 # | 503 | 5.56 | | | 428 | 5.74 |
| Cheese | Natural Varieties | 8 oz shred | | | 121 | 3.49 | 424 | 3.85 |
| Cottage cheese | | 16 oz | 289 | 3.58 | | | | |
| Cream cheese | | 8 oz | 289 | 2.49 | | | | |
| Ice cream | | 48-64oz | | | | | 117 | 5.99 |
| Milk | All fat tests | half gallon | 896 | 3.70 | 723 | 3.93 | 799 | 4.07 |
| Milk | All fat tests | gallon | 213 | 4.99 | 546 | 4.49 | 275 | 5.08 |
| Sour cream | | 16 oz | 565 | 2.21 | | | 503 | 2.22 |
| Yogurt | Greek | 32 oz | | | 214 | 3.50 | 3932 | 6.30 |
| Yogurt | Yogurt | 4-6 oz | 369 | 1.28 | 72 | .69 | 255 | 1.31 |
| Yogurt | Yogurt | 32 oz | 147 | 4.99 | 401 | 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 | 214 | 4.99 | | | |
| Milk | All fat tests | half gallon | 3.99 | 253 | 3.99 | | | | 3.00 | 233 | 3.00 |
| Milk | All fat tests | gallon | | | | | | | 4.99 | 213 | 4.99 |
| Sour cream | | 16 oz | 2.99 | 62 | 2.99 | 2.00 | 214 | 2.00 | | | |
| Yogurt | Yogurt | 4-6 oz | 1.00-1.49 | 308 | 1.23 | 1.49 | 61 | 1.49 | | | |
| Yogurt | Yogurt | 32 oz | 4.99 | 147 | 4.99 | | | | | | |

| 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 # | | | | | | | 5.99 | 289 | 5.99 |
| Cottage cheese | | 16 oz | | | | | | | 3.58 | 289 | 3.58 |
| Cream cheese | | 8 oz | | | | | | | 2.49 | 289 | 2.49 |
| Milk | All fat tests | half gallon | | | | | | | 3.00-4.29 | 410 | 3.91 |
| Sour cream | | 16 oz | | | | | | | 2.19 | 289 | 2.19 |



| 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 |
| 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 |