



Dairy Market News Branch

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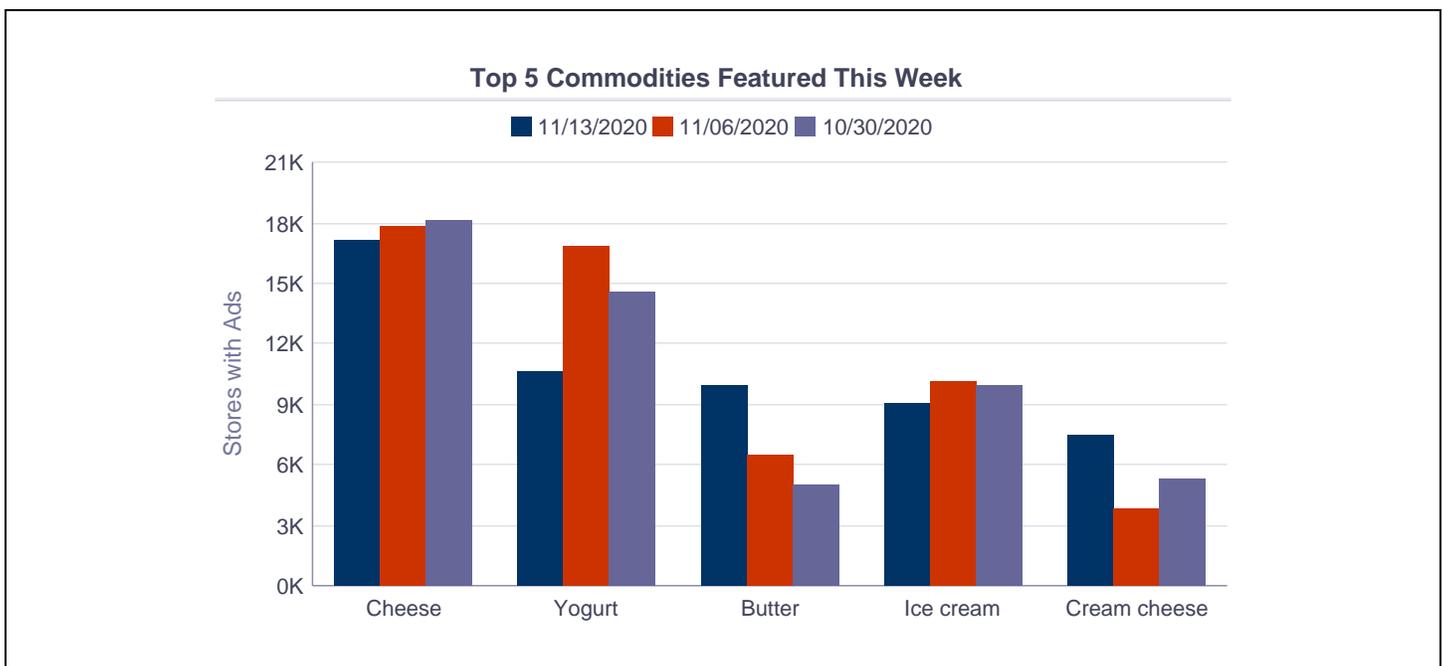
Advertised Prices for Dairy Products at Major Retail Supermarket Outlets ending during the period of 11/13/2020 to 11/19/2020

Just ahead of the fall holidays, the total number of dairy advertisements have shifted up. Conventional ad totals grew just 3 percent, while organic advertisement totals increased 14 percent. Naturally, butter advertisements (conventional, in 1 lb packages) were the most advertised item this week. Another seasonal favorite, conventional egg nog in quarts, grew by the largest amount of any dairy item, ad numbers bounded over 500 percent from last week.

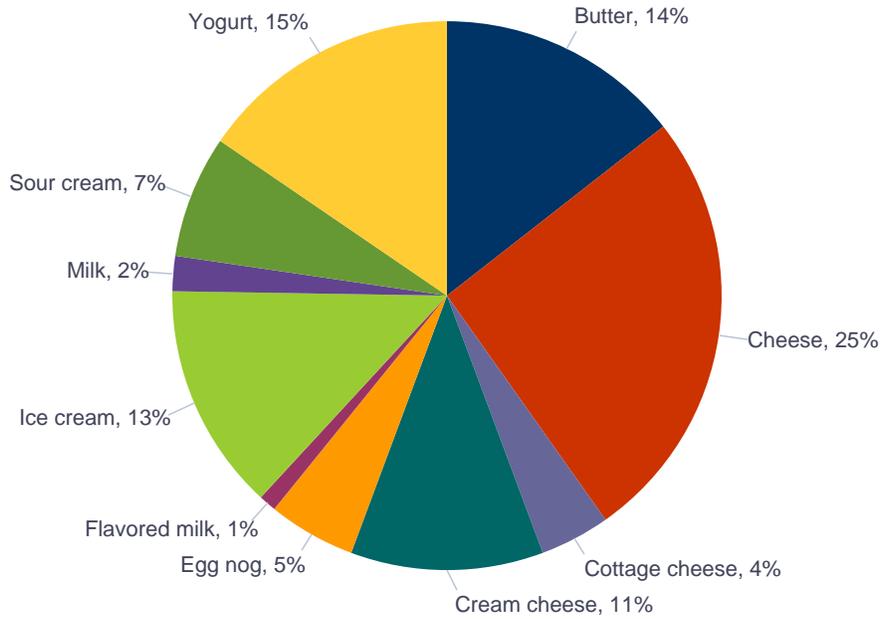
Conventional cheese ad numbers, in total, fell back 4 percent, while organic cheese ads appeared after an absence last week. Cheese in 8-oz shred packaging was the most advertised conventional cheese item this week. Cheese in 8-oz shred packing was the only organic cheese item reported.

Week to week, conventional milk ad numbers slid back 27 percent. Organic milk ads jumped 77 percent. Organic half gallon milk was the most advertised organic dairy item, with a weighted average price of \$3.92, compared to \$2.57 for conventional milk.

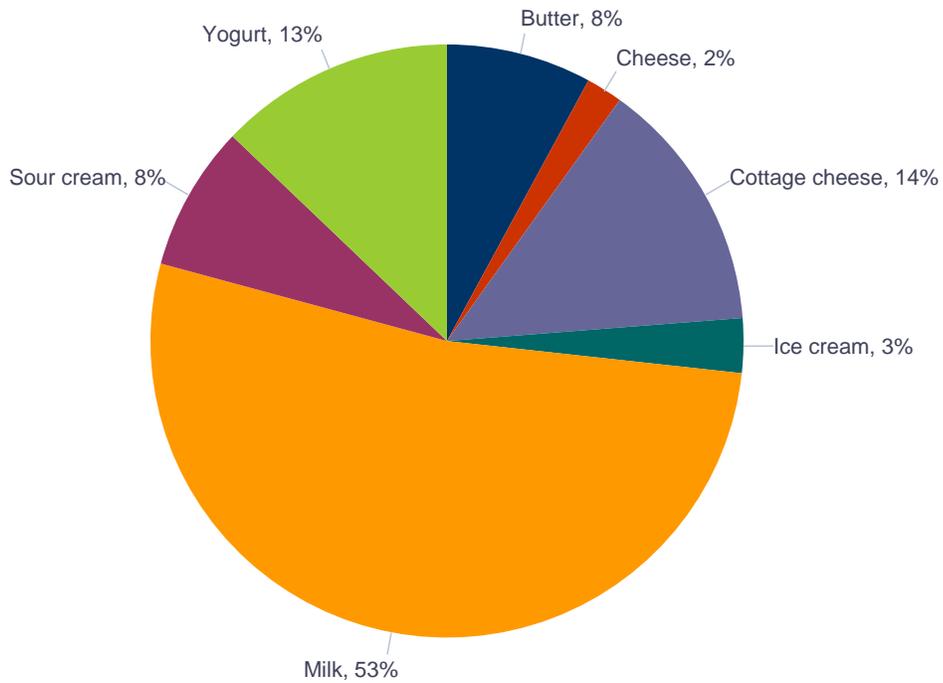
Both conventional and organic total yogurt ad figures slid, 27 percent and 6 percent, respectively. Conventional 32-oz Greek yogurt held a weighted average price of \$4.74, while organic 32-oz Greek yogurt was \$4.99, leading to an organic premium of \$.25.



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 #	9653	3.14	5952	3.13	9012	3.17
Cheese	Natural Varieties	8 oz block	6833	2.36	6732	2.36	6427	2.33
Cheese	Natural Varieties	1 # block	548	4.50	1180	4.11	1856	4.40
Cheese	Natural Varieties	2 # block	1761	6.13	1325	7.22	414	7.04
Cheese	Natural Varieties	8 oz shred	7493	2.21	7896	2.37	9358	2.36
Cheese	Natural Varieties	1 # shred	401	4.23	646	4.11	938	4.79
Cottage cheese		16 oz	2583	2.07	3254	2.04	3461	1.80
Cream cheese		8 oz	7478	1.37	3558	1.44	9560	1.78
Egg nog		quart	3271	3.02	535	3.01	405	3.45
Egg nog		half gallon	133	3.00	627	4.50	807	4.11
Flavored milk	All fat tests	half gallon	594	2.27	121	2.50	812	2.02
Flavored milk	All fat tests	gallon			107	4.44	401	3.76
Ice cream		48-64oz	8979	2.85	10160	2.90	8706	2.91
Milk	All fat tests	half gallon	370	2.57	812	1.27	989	2.36
Milk	All fat tests	gallon	813	3.67	810	2.76	453	3.09
Sour cream		16 oz	4816	1.80	4198	2.06	7702	1.73
Yogurt	Greek	4-6 oz	5558	.95	7992	.98	5665	.98
Yogurt	Greek	32 oz	2142	4.74	1617	4.53	1526	4.70
Yogurt	Yogurt	4-6 oz	2275	.63	5807	.53	2268	.51
Yogurt	Yogurt	32 oz	189	2.65	894	2.01	874	2.93

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 #	2.50-3.99	1473	3.33	2.49-4.99	4006	3.13	2.49-3.00	1279	2.73
Cheese	Natural Varieties	8 oz block	1.77-3.49	1813	2.37	1.77-3.00	3264	2.38	1.49-2.99	509	2.35
Cheese	Natural Varieties	1 # block				4.29	53	4.29	3.99	213	3.99
Cheese	Natural Varieties	2 # block	5.00	84	5.00				6.99	468	6.99
Cheese	Natural Varieties	8 oz shred	1.77-3.49	1190	2.44	1.69-2.50	2457	2.01	1.49-2.50	1274	2.02
Cheese	Natural Varieties	1 # shred	4.59	135	4.59	4.29	53	4.29	3.99	213	3.99
Cottage cheese		16 oz	1.69-3.00	774	2.47	1.49-2.00	1595	1.90			
Cream cheese		8 oz	0.98-2.00	1639	1.47	0.82-2.00	2500	1.47	0.99-1.49	808	1.06
Egg nog		quart	2.79-3.99	674	3.27	1.69-2.98	1150	2.91			
Flavored milk	All fat tests	half gallon				2.50	214	2.50	2.29	107	2.29
Ice cream		48-64oz	2.00-3.99	2303	2.74	1.99-5.99	1323	3.36	0.50-3.50	2407	2.34
Milk	All fat tests	gallon	3.29-4.49	282	3.92						
Sour cream		16 oz	1.49-2.50	1522	1.71	1.49-2.00	1740	1.90	1.29-1.66	500	1.48
Yogurt	Greek	4-6 oz	0.79-1.09	1857	.98	0.70-1.00	828	.91	0.80-1.00	697	.96
Yogurt	Greek	32 oz	3.99-5.09	826	4.80	5.00	822	5.00	3.89	213	3.89

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	0.50-1.00	1315	.67	0.49-0.50	151	.49	0.47-0.49	233	.47

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 #	1.99-3.50	815	2.91	2.88-3.99	1101	3.43	2.49-4.29	813	3.25
Cheese	Natural Varieties	8 oz block	1.49-2.00	265	1.78	1.99-2.99	315	2.42	1.67-2.79	515	2.37
Cheese	Natural Varieties	1 # block	5.99	82	5.99	4.49	200	4.49			
Cheese	Natural Varieties	2 # block	5.99-6.99	199	6.38	5.00	360	5.00	4.99-7.98	639	6.18
Cheese	Natural Varieties	8 oz shred	1.50-3.48	1030	2.42	1.99-2.99	711	2.35	1.67-2.79	568	2.34
Cottage cheese		16 oz	1.99	121	1.99				0.99	69	.99
Cream cheese		8 oz	0.99-1.50	1321	1.29	0.98-1.50	573	1.18	0.98-1.99	486	1.38
Egg nog		quart	2.98	973	2.98	2.98	344	2.98	2.98	130	2.98
Egg nog		half gallon	3.00	133	3.00						
Flavored milk	All fat tests	half gallon				1.99	246	1.99			
Ice cream		48-64oz	1.88-3.99	751	2.84	2.99-3.99	1770	3.21	2.50-3.98	251	2.99
Milk	All fat tests	half gallon	3.99	62	3.99	1.99	246	1.99			
Milk	All fat tests	gallon	2.99-3.88	232	3.37	3.99	167	3.99	2.50	105	2.50
Sour cream		16 oz	1.79-1.99	128	1.91	1.50-1.99	737	1.87			
Yogurt	Greek	4-6 oz	0.90-1.00	494	.97	0.79-1.00	937	.92	0.69-1.00	634	.95
Yogurt	Greek	32 oz	5.00	55	5.00	3.99-4.69	199	4.21			
Yogurt	Yogurt	4-6 oz	0.49-1.00	443	.69				0.40	105	.40
Yogurt	Yogurt	32 oz	2.50	128	2.50				2.98	61	2.98

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 #	3.99-4.49	39	4.35	5.99	27	5.99
Cheese	Natural Varieties	8 oz block	4.99	28	4.99	2.75	24	2.75
Cheese	Natural Varieties	2 # block	7.49	11	7.49			
Cheese	Natural Varieties	8 oz shred	2.29-4.99	39	4.23	2.75	24	2.75
Cottage cheese		16 oz				3.29	24	3.29
Cream cheese		8 oz				1.25-3.00	51	2.18
Flavored milk	All fat tests	half gallon				2.99	27	2.99
Ice cream		48-64oz	2.49-6.99	50	5.34	3.50	24	3.50
Milk	All fat tests	half gallon	3.29	11	3.29	2.99-3.99	51	3.46
Milk	All fat tests	gallon				6.29	27	6.29
Sour cream		16 oz	2.19	11	2.19	2.49-2.99	78	2.67
Yogurt	Greek	4-6 oz	1.00	11	1.00			
Yogurt	Greek	32 oz				4.99	27	4.99
Yogurt	Yogurt	4-6 oz	0.50	28	.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 #	289	5.99	503	5.56	331	5.31
Cheese	Natural Varieties	8 oz block					853	3.66
Cheese	Natural Varieties	8 oz shred	78	3.33			504	3.78
Cottage cheese		16 oz	503	4.00	289	3.58		
Cream cheese		8 oz			289	2.49		
Ice cream		48-64oz	117	5.99			117	4.99
Milk	All fat tests	half gallon	1497	3.92	896	3.70	2785	3.91
Milk	All fat tests	gallon	381	5.43	213	4.99	214	4.99
Milk	All fat tests	8 oz UHT	87	1.00			214	1.00
Sour cream		16 oz	289	2.19	565	2.21		
Yogurt	Greek	32 oz	147	4.99			3138	6.39
Yogurt	Yogurt	4-6 oz			369	1.28	137	1.25
Yogurt	Yogurt	32 oz	336	5.14	147	4.99	243	4.33

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
Cottage cheese		16 oz				4.29	214	4.29			
Milk	All fat tests	half gallon	3.99	439	3.99	3.50	195	3.50	3.00	352	3.00
Milk	All fat tests	gallon				4.99	214	4.99			
Milk	All fat tests	8 oz UHT				1.00	87	1.00			
Yogurt	Greek	32 oz	4.99	147	4.99						
Yogurt	Yogurt	32 oz	3.99	60	3.99	5.50	214	5.50			

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
Cheese	Natural Varieties	8 oz shred	3.33	78	3.33						

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
Cottage cheese		16 oz							3.79	289	3.79
Ice cream		48-64oz				5.99	117	5.99			
Milk	All fat tests	half gallon				4.99	117	4.99	2.50-5.29	394	4.55
Milk	All fat tests	gallon				5.99	167	5.99			
Sour cream		16 oz							2.19	289	2.19
Yogurt	Yogurt	32 oz				4.99	62	4.99			

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
- 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