



## 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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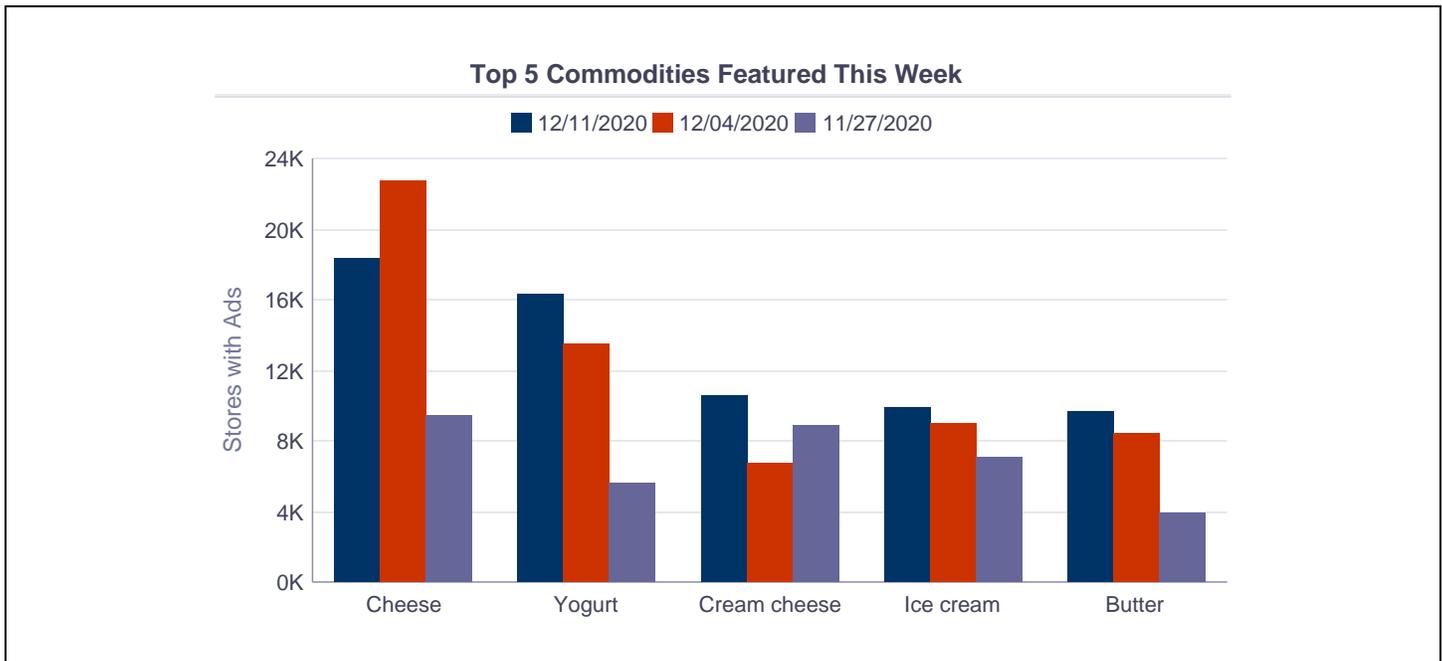
### Advertised Prices for Dairy Products at Major Retail Supermarket Outlets ending during the period of 12/11/2020 to 12/17/2020

Dairy retail advertisement totals increased both in the conventional and organic sectors this week. Conventional retail ads increased by 10 percent, while organic ads increased by 25 percent. Conventional cream cheese, in 8oz containers, was the most advertised dairy item this week. Organic milk, in half gallon containers, was the most advertised organic item.

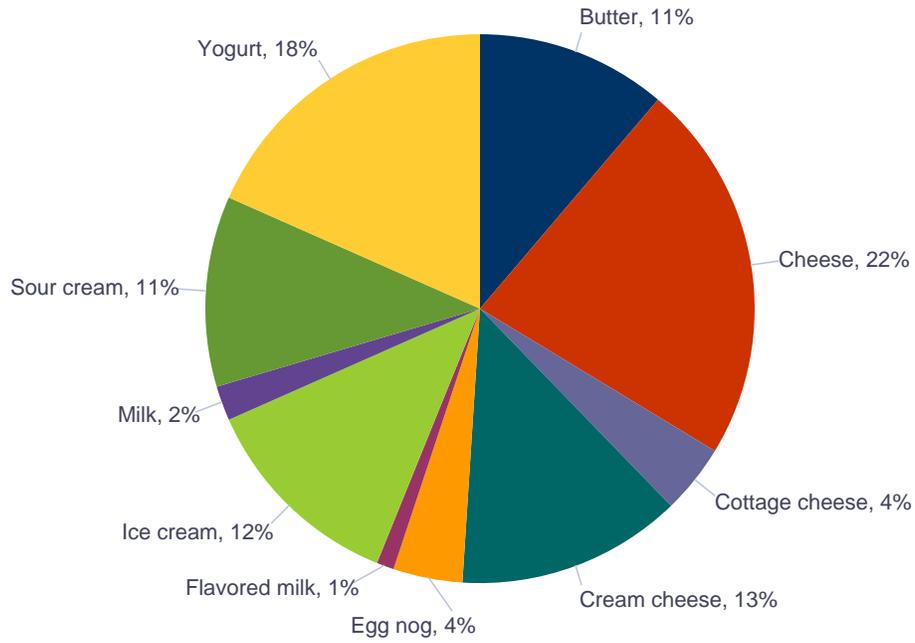
Total conventional cheese ads declined by 19 percent. Conventional cheese, in 8oz shred packaging, was the most advertised cheese item. The weighted average price of 8oz shred cheese was \$2.54, compared to \$2.46 last week.

Dairy advertisements for conventional egg nog and sour cream saw percentage increases, by 44 percent and 26 percent, respectively. In half gallon containers, the weighted average price of conventional milk was \$2.70, compared to \$3.52 for organic milk, an organic premium of \$0.82.

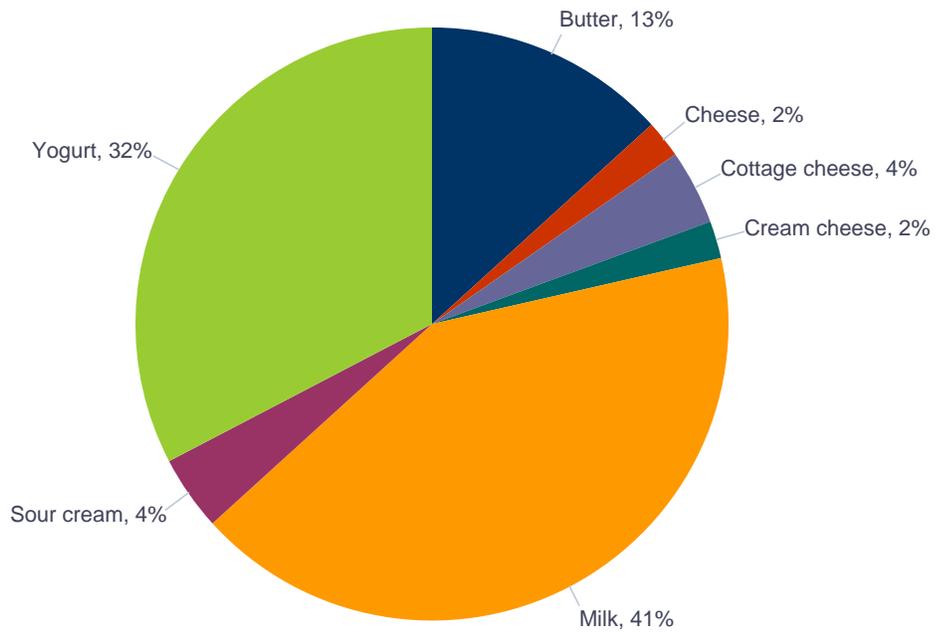
Yogurt advertisements increased in the conventional and organic aisles, by 12 and 266 percent, respectively. Organic yogurt in 32 oz containers held a weighted average price of \$3.02, compared to the conventional weighted average price of \$2.25, an organic premium of \$0.77.



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 #	9054	2.89	7885	3.04	11945	3.22
Cheese	Natural Varieties	8 oz block	6499	2.49	7379	2.43	8482	2.23
Cheese	Natural Varieties	1 # block	556	3.80	1294	4.31	2230	4.02
Cheese	Natural Varieties	2 # block	1597	6.46	1935	6.76	289	5.99
Cheese	Natural Varieties	8 oz shred	8879	2.54	10545	2.46	9857	2.29
Cheese	Natural Varieties	1 # shred	700	3.94	1358	4.57	2144	4.08
Cottage cheese		16 oz	3289	1.82	3325	2.36	2532	1.92
Cream cheese		8 oz	10426	2.00	6338	2.01	7773	1.69
Egg nog		quart	1794	3.00	575	3.13	549	2.64
Egg nog		half gallon	1701	4.28	1182	4.44	1352	3.39
Flavored milk	All fat tests	half gallon	205	2.70	479	2.08	351	2.15
Flavored milk	All fat tests	gallon	214	3.50	105	2.50	760	3.43
Ice cream		48-64oz	9957	3.00	9029	3.20	10806	3.26
Milk	All fat tests	half gallon	229	2.70	672	2.57	439	1.93
Milk	All fat tests	gallon	1637	3.21	658	3.78	1426	3.39
Sour cream		16 oz	8750	1.59	6953	1.85	4952	1.77
Yogurt	Greek	4-6 oz	7251	.99	7808	.97	6937	.97
Yogurt	Greek	32 oz	1002	4.13	1974	4.69	1925	4.09
Yogurt	Yogurt	4-6 oz	5932	.58	2942	.53	3811	.53
Yogurt	Yogurt	32 oz	510	2.25	349	2.71	695	2.82

## 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 #	1.79-4.49	2251	2.80	1.79-3.50	2454	2.80	1.99-2.99	649	2.57
Cheese	Natural Varieties	8 oz block	1.67-3.50	1342	2.44	1.99-3.00	3377	2.48	2.00	84	2.00
Cheese	Natural Varieties	1 # block				3.50	214	3.50	4.00	53	4.00
Cheese	Natural Varieties	2 # block	5.00	84	5.00	6.99	90	6.99	6.99	458	6.99
Cheese	Natural Varieties	8 oz shred	1.88-3.50	1939	2.64	1.69-3.00	3379	2.40	2.49-2.99	1050	2.56
Cheese	Natural Varieties	1 # shred	2.50-4.33	293	3.88						
Cottage cheese		16 oz	1.67-3.00	1237	2.20	1.25-2.50	877	1.77	1.25-1.69	638	1.40
Cream cheese		8 oz	0.98-3.49	1740	1.91	0.82-3.99	4068	2.60	0.98-1.50	851	1.37
Egg nog		quart	2.99-3.99	476	3.12	1.69	64	1.69	2.99-3.49	160	3.32
Egg nog		half gallon	3.99-4.99	837	4.63				3.49	98	3.49
Flavored milk	All fat tests	half gallon							3.00	84	3.00
Flavored milk	All fat tests	gallon				3.50	214	3.50			
Ice cream		48-64oz	2.50-3.99	2690	3.12	1.77-5.99	1951	3.49	1.77-3.99	1599	2.58
Milk	All fat tests	half gallon	3.49	108	3.49						
Milk	All fat tests	gallon	3.00	84	3.00	3.50	1083	3.50			

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
Sour cream		16 oz	0.99-2.50	3061	1.87	0.99-2.00	3076	1.42	1.00-1.69	1297	1.34
Yogurt	Greek	4-6 oz	0.80-1.25	3230	1.02	0.80-1.00	2358	.98	0.99-1.00	138	1.00
Yogurt	Greek	32 oz	2.99-4.99	469	4.03				4.99	180	4.99
Yogurt	Yogurt	4-6 oz	0.50-0.80	1752	.59	0.33-0.60	1948	.49	0.49-1.25	1225	.77
Yogurt	Yogurt	32 oz	1.97-2.50	374	2.17						

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 #	1.79-3.50	1842	2.89	1.97-3.99	1167	2.97	2.49-4.39	628	3.63
Cheese	Natural Varieties	8 oz block	1.50-3.49	635	2.56	1.99-3.00	793	2.65	1.67-2.99	240	2.09
Cheese	Natural Varieties	1 # block							3.99	289	3.99
Cheese	Natural Varieties	2 # block	5.99-6.99	489	6.74	5.99	360	5.99	5.00	105	5.00
Cheese	Natural Varieties	8 oz shred	1.50-3.00	660	2.40	1.99-3.00	886	2.69	1.67-3.29	926	2.66
Cheese	Natural Varieties	1 # shred	3.99	118	3.99				3.99	289	3.99
Cottage cheese		16 oz	1.25-2.48	282	1.56	1.49	244	1.49			
Cream cheese		8 oz	0.99-2.49	1727	1.42	0.98-2.49	1302	1.67	0.98-1.99	714	1.53
Egg nog		quart	2.98-2.99	1094	2.98						
Egg nog		half gallon	4.79	121	4.79	3.49-3.99	345	3.73	3.99	289	3.99
Flavored milk	All fat tests	half gallon	2.50	121	2.50						
Ice cream		48-64oz	1.77-3.00	1074	2.51	1.99-3.99	1646	2.83	2.49-3.50	934	3.06
Milk	All fat tests	half gallon	2.00	121	2.00						
Milk	All fat tests	gallon	1.97-2.99	365	2.59				2.50	105	2.50
Sour cream		16 oz	1.25-1.99	635	1.57	1.49-1.88	381	1.63	1.67	289	1.67
Yogurt	Greek	4-6 oz	0.88-1.00	617	.96	0.79-1.00	803	.90	1.00	105	1.00
Yogurt	Greek	32 oz	3.49-3.99	353	3.82						
Yogurt	Yogurt	4-6 oz	0.50-0.60	436	.57	0.50	178	.50	0.39-0.40	358	.40
Yogurt	Yogurt	32 oz	2.50	74	2.50	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 #	3.49-4.99	39	4.57	3.00	24	3.00
Cheese	Natural Varieties	8 oz block	4.99	28	4.99			
Cheese	Natural Varieties	2 # block	7.49	11	7.49			
Cheese	Natural Varieties	8 oz shred	3.99-4.99	39	4.71			
Cottage cheese		16 oz	1.67	11	1.67			
Cream cheese		8 oz				1.25	24	1.25
Egg nog		half gallon	3.99	11	3.99			
Ice cream		48-64oz	2.49-5.99	39	5.00	6.99	24	6.99
Sour cream		16 oz	1.67	11	1.67			
Yogurt	Yogurt	4-6 oz	0.70	11	.70	0.60	24	.60

Wtd Avg - Simple weighted average

### 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 #	613	5.64	572	5.68	366	6.03
Cheese	Natural Varieties	8 oz block					295	4.59
Cheese	Natural Varieties	1 # block					117	5.99
Cheese	Natural Varieties	8 oz shred	117	3.99	176	2.49		
Cottage cheese		16 oz	214	4.29				
Cream cheese		8 oz	121	2.69	404	2.64	289	2.49
Ice cream		48-64oz					117	5.99
Milk	All fat tests	half gallon	2017	3.52	1394	3.72	1252	4.26
Milk	All fat tests	gallon			654	5.41	457	6.99
Milk	All fat tests	8 oz UHT			147	1.20	214	1.00
Sour cream		16 oz	214	2.50	121	2.19	454	2.37
Yogurt	Greek	4-6 oz					55	1.25
Yogurt	Greek	32 oz	395	4.42	214	5.99	55	5.99
Yogurt	Yogurt	4-6 oz					69	1.33
Yogurt	Yogurt	32 oz	1173	3.02	214	3.00	147	6.99

### 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	110	4.99	5.49	214	5.49			
Cottage cheese		16 oz				4.29	214	4.29			
Milk	All fat tests	half gallon	3.50-5.99	278	4.04	3.50	1002	3.50	3.00	123	3.00
Sour cream		16 oz				2.50	214	2.50			
Yogurt	Greek	32 oz	3.69-3.99	274	3.82						
Yogurt	Yogurt	32 oz	2.99	110	2.99	2.99-3.50	1063	3.02			



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				3.99	117	3.99			
Cream cheese		8 oz	2.69	121	2.69						
Milk	All fat tests	half gallon				2.99-3.99	498	3.50	2.99	105	2.99
Yogurt	Greek	32 oz	5.79	121	5.79						

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
Milk	All fat tests	half gallon	3.29	11	3.29			

**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