



## 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/dybretil.pdf>

Volume 88- Number 1

Issued Weekly

Friday, January 8, 2021

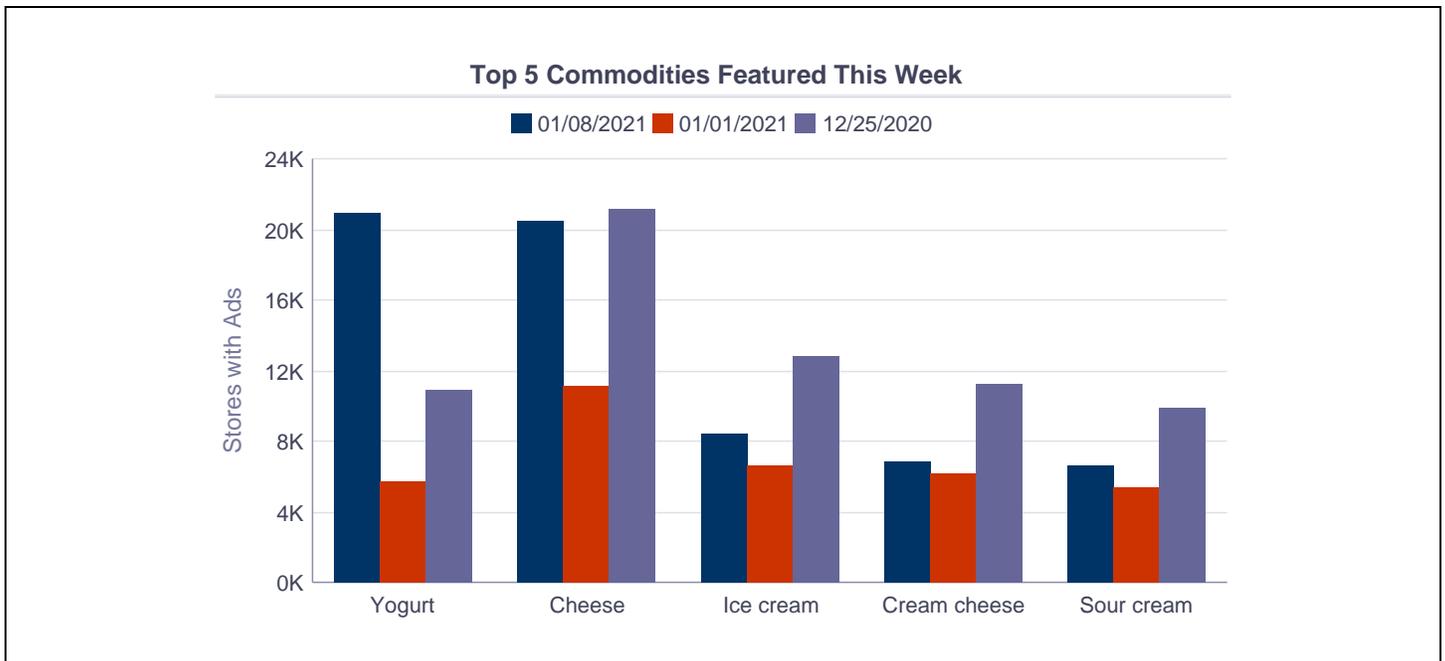
### Advertised Prices for Dairy Products at Major Retail Supermarket Outlets ending during the period of 01/08/2021 to 01/14/2021

The first week of the year provided an expected increase in retail dairy advertisements after the holiday weeks. Total conventional ad numbers increased 29 percent, while organic dairy advertisements jumped 115 percent in total. Conventional 8 ounce shred cheese was the most advertised dairy item this week, while half gallon milk was the most advertised organic dairy item.

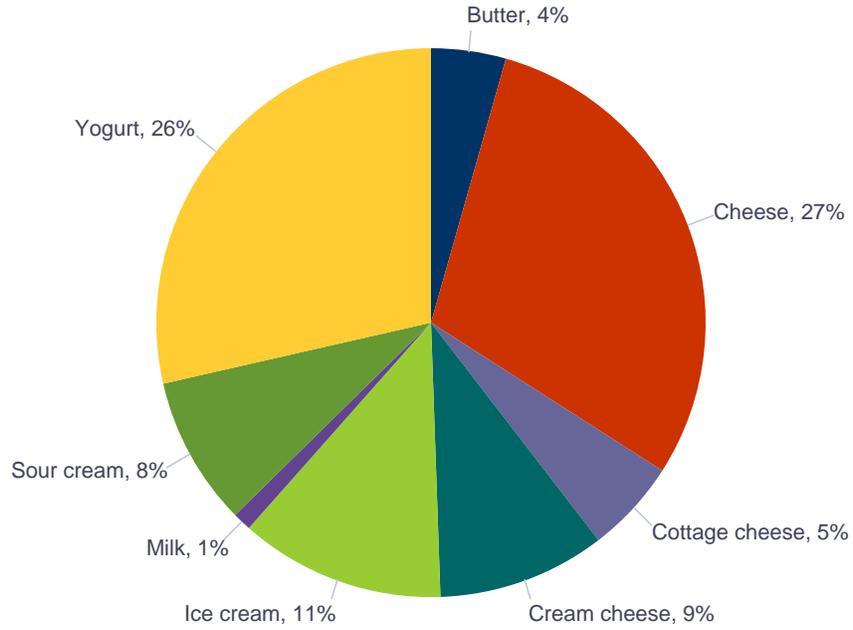
Cheese advertisements increased 27 percent on the conventional aisle, while the total number of organic cheese ads remained steady. The weighted average advertised price for 8 ounce shred cheese was \$2.24, unchanged from last week. The weighted average price for conventional butter in 1 pound containers was \$2.77, compared to \$4.99 for organic butter, an organic premium of \$2.22.

Conventional bottled milk ad numbers decreased 52 percent, while organic milk ad totals increased 70 percent week over week. The weighted average advertised price for conventional half gallon milk was \$1.99, compared to \$4.03 for organic half gallons, an organic premium of \$2.04.

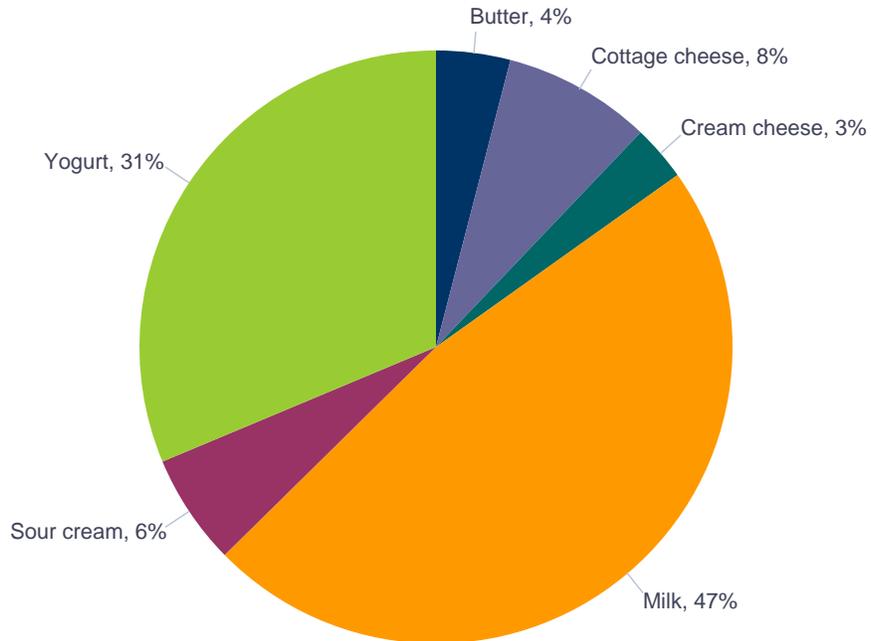
Yogurt advertisements increased for both conventional and organic items, 62 percent and 135 percent, respectively. The weighted average advertised price for conventional yogurt in 4 to 6 ounce containers was \$.49, compared to \$1.50 for organic 4 to 6 ounce yogurt, an organic premium of \$1.01.



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 #	3015	2.77	2739	3.11	1861	3.60
Cheese	Natural Varieties	8 oz block	7126	2.39	6795	2.48	5355	2.39
Cheese	Natural Varieties	1 # block	231	3.44	1303	4.80	1618	4.54
Cheese	Natural Varieties	2 # block	1314	6.11	813	6.27	1294	6.22
Cheese	Natural Varieties	8 oz shred	11346	2.24	5897	2.24	5486	2.41
Cheese	Natural Varieties	1 # shred	442	3.22	1275	4.64	932	4.84
Cottage cheese		16 oz	4096	2.16	1643	1.97	3444	1.98
Cream cheese		8 oz	6748	1.93	3572	2.01	3180	1.75
Egg nog		quart	147	3.00	161	2.99	161	2.99
Egg nog		half gallon	167	4.99	80	4.99	59	4.99
Flavored milk	All fat tests	half gallon			922	1.96	500	2.06
Flavored milk	All fat tests	gallon	214	4.99			410	3.33
Ice cream		48-64oz	8385	2.99	9503	2.91	8429	3.04
Milk	All fat tests	half gallon	253	1.99	377	2.05	848	1.60
Milk	All fat tests	gallon	324	3.51	821	3.27	1362	3.83
Sour cream		16 oz	6332	1.70	5967	1.93	3425	1.95
Yogurt	Greek	4-6 oz	8407	.96	6711	1.01	8266	.95
Yogurt	Greek	32 oz	2338	3.98	1183	4.12	1435	4.50
Yogurt		4-6 oz			209	.50		
Yogurt	Yogurt	4-6 oz	6587	.49	2275	.51	4951	.47
Yogurt	Yogurt	32 oz	1894	2.44	1487	2.21	975	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 #	2.49-4.99	1249	2.99	2.49	61	2.49	1.77-2.99	843	2.39
Cheese	Natural Varieties	8 oz block	1.69-2.99	1514	2.26	1.69-3.00	2854	2.56	1.99-2.99	831	2.37
Cheese	Natural Varieties	1 # block	3.49	72	3.49	4.29	53	4.29	2.99	106	2.99
Cheese	Natural Varieties	2 # block	5.00	84	5.00				6.99	331	6.99
Cheese	Natural Varieties	8 oz shred	1.69-3.00	2665	2.39	1.69-3.00	3556	2.27	1.99-2.50	767	2.25
Cheese	Natural Varieties	1 # shred	2.99	221	2.99	4.29	53	4.29	2.99	106	2.99
Cottage cheese		16 oz	1.67-2.99	2050	2.27	2.00-2.29	1746	2.12			
Cream cheese		8 oz	1.50-2.29	671	1.90	1.49-2.50	2569	1.91	1.49	489	1.49
Egg nog		quart	3.00	147	3.00						
Egg nog		half gallon	4.99	167	4.99						
Flavored milk	All fat tests	gallon							4.99	214	4.99
Ice cream		48-64oz	1.99-3.99	2045	2.94	1.99-5.99	2182	2.77	2.49-3.99	1246	3.15
Milk	All fat tests	gallon	2.99-4.49	219	4.00						
Sour cream		16 oz	0.99-2.99	2872	1.76	0.99-2.00	2013	1.46	1.77	214	1.77

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	4-6 oz	0.49-1.00	2642	.94	1.00	2687	1.00	0.80-1.00	647	.91
Yogurt	Greek	32 oz	2.50-4.99	921	4.08	3.99	735	3.99			
Yogurt	Yogurt	4-6 oz	0.40-0.79	1540	.57	0.40-0.50	2633	.49	0.33-0.50	960	.45
Yogurt	Yogurt	32 oz	1.97-2.50	557	2.34				2.29	180	2.29

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 #	1.77-2.50	373	2.35	3.49	200	3.49	3.00	289	3.00
Cheese	Natural Varieties	8 oz block	1.69-2.50	548	2.31	2.50-2.99	575	2.78	1.49-3.00	708	1.72
Cheese	Natural Varieties	2 # block	5.99-6.99	279	6.27	5.00-6.49	446	5.67	5.77-5.99	174	5.86
Cheese	Natural Varieties	8 oz shred	1.69-2.99	2639	2.12	1.98-2.50	1001	2.24	1.49-3.00	670	1.92
Cheese	Natural Varieties	1 # shred				3.50	62	3.50			
Cottage cheese		16 oz							1.67	289	1.67
Cream cheese		8 oz	0.99-2.50	2141	2.04				1.67-2.69	867	2.01
Ice cream		48-64oz	2.49-5.50	1150	3.28	2.50-3.33	1348	3.03	2.50-2.99	331	2.66
Milk	All fat tests	half gallon	1.99	133	1.99	1.99	120	1.99			
Milk	All fat tests	gallon							2.50	105	2.50
Sour cream		16 oz	1.99	80	1.99	1.99	422	1.99	1.67-1.99	683	1.85
Yogurt	Greek	4-6 oz	0.80-1.25	1037	.98	0.79-0.99	844	.92	0.79-1.00	529	.93
Yogurt	Greek	32 oz	3.29-4.99	355	3.85				3.69	289	3.69
Yogurt	Yogurt	4-6 oz	0.33-0.50	310	.43	0.50	360	.50	0.37-0.50	752	.43
Yogurt	Yogurt	32 oz	2.50-5.00	247	3.37	2.49-2.50	621	2.49	1.79	289	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	2.50	21	2.50	2.00-3.00	75	2.36
Cheese	Natural Varieties	8 oz shred	2.50	21	2.50	3.00	27	3.00
Cottage cheese		16 oz	1.67	11	1.67			
Cream cheese		8 oz	1.79	11	1.79			
Ice cream		48-64oz	3.49-3.99	32	3.82	3.99-4.25	51	4.11
Sour cream		16 oz	1.99	21	1.99	2.99	27	2.99
Yogurt	Greek	4-6 oz	1.00	21	1.00			
Yogurt	Greek	32 oz	3.49	11	3.49	4.99	27	4.99
Yogurt	Yogurt	4-6 oz	0.50-0.60	32	.53			

**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 #	208	4.99	21	6.49	61	5.99
Cheese	Natural Varieties	8 oz block					117	3.99
Cheese	Natural Varieties	8 oz shred	11	3.79	11	3.79	218	3.99
Cottage cheese		16 oz	410	3.64	121	3.29	137	3.98
Cream cheese		8 oz	147	3.00			428	2.00
Ice cream		48-64oz					369	5.01
Milk	All fat tests	half gallon	2277	4.03	1463	3.92	2416	3.85
Milk	All fat tests	gallon	208	5.79			409	5.72
Sour cream		16 oz	335	2.39	121	2.19		
Yogurt	Greek	4-6 oz					59	1.25
Yogurt	Greek	32 oz	1112	3.99			1388	3.13
Yogurt	Yogurt	4-6 oz	147	1.50	208	1.33		
Yogurt	Yogurt	32 oz	382	3.49	491	3.66	997	3.36

### 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	147	4.99	4.99	61	4.99			
Cream cheese		8 oz	3.00	147	3.00						
Milk	All fat tests	half gallon	3.79-5.99	1153	4.54	4.49	214	4.49			
Milk	All fat tests	gallon	5.79	147	5.79	5.79	61	5.79			
Sour cream		16 oz				2.50	214	2.50			
Yogurt	Greek	32 oz	3.99	110	3.99	3.99	1002	3.99			
Yogurt	Yogurt	4-6 oz	1.50	147	1.50						
Yogurt	Yogurt	32 oz	3.49	382	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
Cottage cheese		16 oz	3.29	121	3.29				3.79	289	3.79
Milk	All fat tests	half gallon	2.99-3.29	199	3.17	3.49-3.99	317	3.67	2.99	394	2.99
Sour cream		16 oz	2.19	121	2.19						

Wtd Avg - Simple weighted average



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 shred	3.79	11	3.79			

**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