



Dairy Market News Branch

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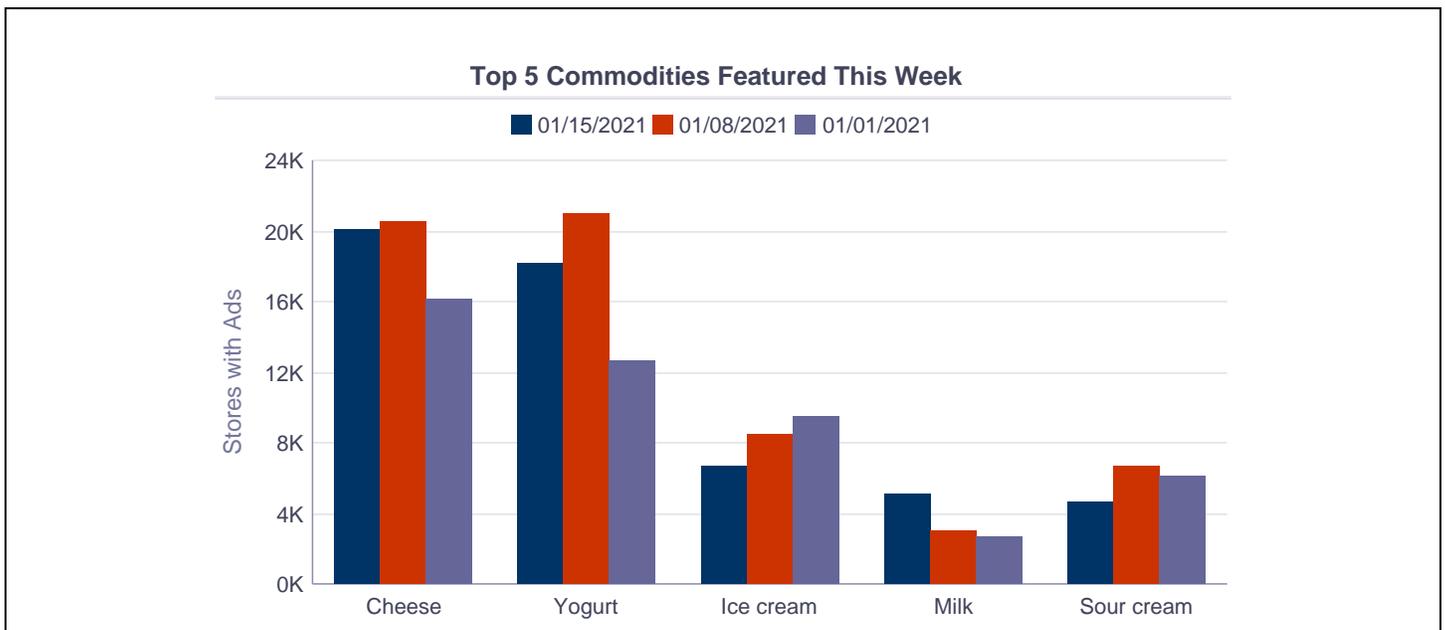
Advertised Prices for Dairy Products at Major Retail Supermarket Outlets ending during the period of 01/15/2021 to 01/21/2021

This week, total conventional ad numbers decreased 12 percent, while total organic dairy advertisements increased by 12 percent. Conventional 8-ounce shred cheese was again the most advertised dairy item, followed closely by conventional Greek yogurt in 4 to 6-ounce containers. The holiday favorite, egg nog, disappeared from the retail survey this week. Ads for conventional 1-pound butter decreased by 13 percent but increased 32 percent for organic butter. The weighted average advertised price for 1-pound conventional butter was \$3.54, up \$.77 from last week. The weighted average advertised price for 1-pound organic butter was \$5.04, up 5 cents from last week.

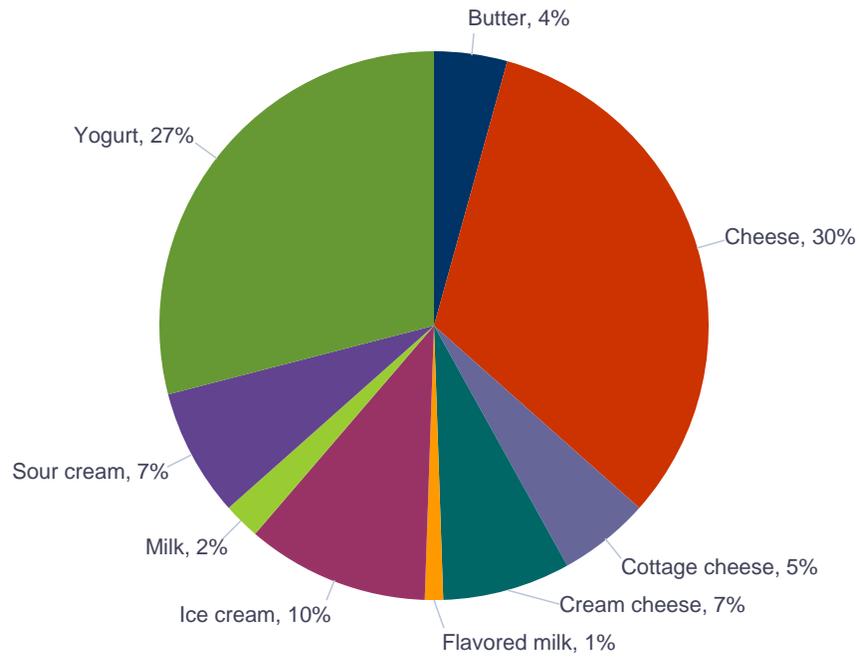
Conventional bottled milk ad numbers increased 109 percent, while organic milk ad totals increased 54 percent from last week. The weighted average advertised price for conventional half gallon milk was \$1.54, compared to \$3.91 for organic half gallons, an organic premium of \$2.37. Organic half gallon milk is the most advertised organic dairy item in the retail survey this week.

The weighted average advertised price for conventional 8-ounce shred cheese was \$2.26, up 2 cents from last week. Organic 8-ounce shred cheese was \$3.50, resulting in an organic premium of \$1.24. The weighted average advertised price for conventional 8-ounce block cheese was \$2.32, down 7 cents from last week. Organic 8-ounce block cheese was \$4.99, resulting in an organic premium of \$2.67.

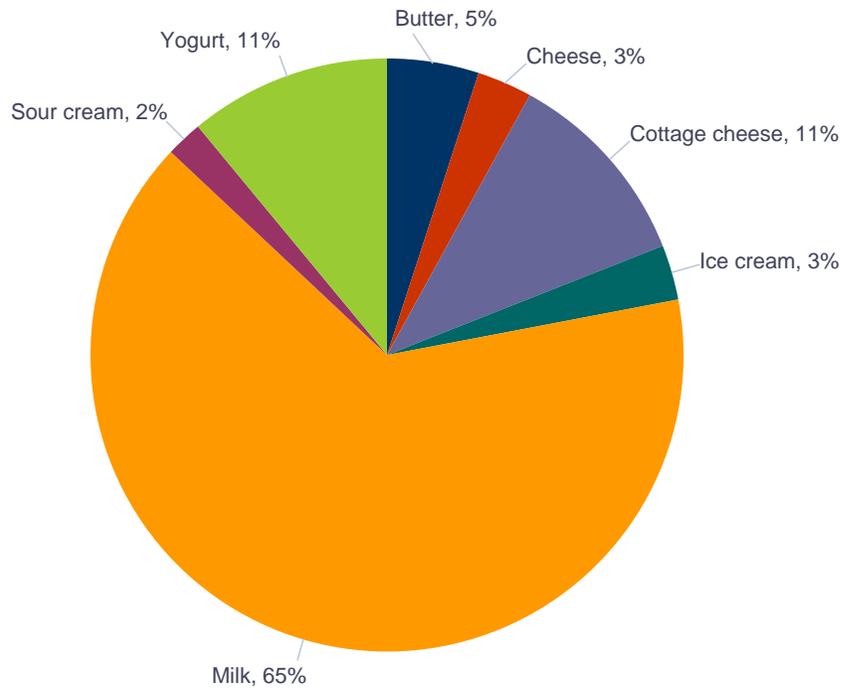
Yogurt advertisements decreased for both conventional and organic items, 9 percent and 60 percent, respectively. The weighted average advertised price for conventional yogurt in 4 to 6-ounce containers was \$.47, compared to \$.69 for organic, an organic premium of \$.22. The weighted average advertised price for conventional Greek yogurt in 4 to 6-ounce containers was \$.92, compared to \$1.33 for organic, an organic premium of \$.41.



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 #	2613	3.54	3015	2.77	2692	3.40
Cheese	Natural Varieties	8 oz block	6724	2.32	7126	2.39	5847	2.29
Cheese	Natural Varieties	1 # block	529	4.60	231	3.44	890	3.77
Cheese	Natural Varieties	2 # block	1377	6.80	1314	6.11	521	6.37
Cheese	Natural Varieties	8 oz shred	9644	2.26	11346	2.24	8757	2.33
Cheese	Natural Varieties	1 # shred	1522	3.74	442	3.22	385	3.91
Cottage cheese		16 oz	3158	1.93	4096	2.16	3802	1.78
Cream cheese		8 oz	4610	1.96	6748	1.93	7162	1.86
Egg nog		quart			147	3.00		
Egg nog		half gallon			167	4.99		
Flavored milk	All fat tests	half gallon	493	1.83			904	2.92
Flavored milk	All fat tests	gallon	394	3.72	214	4.99	390	2.86
Ice cream		48-64oz	6455	2.73	8385	2.99	8463	3.16
Milk	All fat tests	half gallon	888	1.54	253	1.99	1185	3.00
Milk	All fat tests	gallon	318	2.16	324	3.51	453	3.09
Sour cream		16 oz	4523	1.73	6332	1.70	5365	1.60
Yogurt	Greek	4-6 oz	7535	.92	8407	.96	8584	.97
Yogurt	Greek	32 oz	3168	3.92	2338	3.98	2360	4.09
Yogurt	Yogurt	4-6 oz	5050	.47	6587	.49	5778	.49
Yogurt	Yogurt	32 oz	1722	2.32	1894	2.44	1942	2.41

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 #	1.99-4.99	1477	3.29	3.00	53	3.00	2.99	119	2.99
Cheese	Natural Varieties	8 oz block	1.88-3.00	2051	2.40	2.00-3.00	2448	2.27	1.66-3.00	1279	2.31
Cheese	Natural Varieties	1 # block	3.99-5.99	449	4.71						
Cheese	Natural Varieties	2 # block	7.99	108	7.99						
Cheese	Natural Varieties	8 oz shred	1.98-3.50	2459	2.23	1.98-2.98	3615	2.26	1.66-3.00	1238	2.24
Cheese	Natural Varieties	1 # shred	2.99-3.99	319	3.56	3.99	1002	3.99			
Cottage cheese		16 oz	1.77-2.69	1469	2.15	1.50-2.50	1224	1.80	1.00-1.50	299	1.20
Cream cheese		8 oz	1.50-2.29	868	1.93	1.50-2.08	887	1.91	1.00-2.00	924	1.70
Flavored milk	All fat tests	half gallon							1.66-1.67	247	1.66
Flavored milk	All fat tests	gallon				3.50	214	3.50	3.99	180	3.99
Ice cream		48-64oz	2.00-3.99	1874	2.85	1.99-3.00	1471	2.16	2.49-3.50	1284	2.78
Milk	All fat tests	half gallon	2.50	72	2.50				0.88-1.19	468	1.13
Sour cream		16 oz	1.49-2.00	1812	1.73	1.50-2.00	1285	1.70	1.00-1.88	406	1.38
Yogurt	Greek	4-6 oz	0.75-1.00	2846	.93	0.70-1.00	1537	.89	0.80-1.00	935	.87
Yogurt	Greek	32 oz	2.50-5.00	1048	3.97	2.49-5.00	362	4.23			

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	0.39-0.60	1272	.49	0.33-0.50	1501	.48	0.29-0.50	1199	.42
Yogurt	Yogurt	32 oz	1.97-2.99	275	2.37				2.28-2.50	511	2.42

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 #	3.99	82	3.99	2.50-3.99	485	3.80	1.99-4.99	358	4.41
Cheese	Natural Varieties	8 oz block	1.50-2.50	452	2.10	1.99-3.00	125	2.49	1.88-2.50	358	2.38
Cheese	Natural Varieties	1 # block	3.99	80	3.99						
Cheese	Natural Varieties	2 # block	7.99	82	7.99	5.99	560	5.99	5.99-7.99	578	6.99
Cheese	Natural Varieties	8 oz shred	1.50-2.99	685	2.44	1.98-3.00	1043	2.19	1.88-2.50	593	2.31
Cheese	Natural Varieties	1 # shred	3.99	80	3.99				1.99	121	1.99
Cottage cheese		16 oz				2.49	62	2.49	1.69	69	1.69
Cream cheese		8 oz	1.69-2.08	1253	2.02				1.67-3.00	639	2.26
Flavored milk	All fat tests	half gallon				1.99	246	1.99			
Ice cream		48-64oz	2.50-3.98	405	3.04	2.50-3.99	1109	3.02	2.49-2.50	226	2.50
Milk	All fat tests	half gallon	0.99	78	.99	1.99	246	1.99			
Milk	All fat tests	gallon	0.99-2.99	213	2.24				1.99	105	1.99
Sour cream		16 oz	0.99-1.79	270	1.52	1.99-2.50	423	2.07	1.99	289	1.99
Yogurt	Greek	4-6 oz	0.80-1.00	510	.94	0.99-1.00	830	1.00	0.69-1.00	818	.94
Yogurt	Greek	32 oz	3.29-4.99	249	4.02	2.99-5.00	1151	3.88	2.99-3.69	358	3.56
Yogurt	Yogurt	4-6 oz	0.50	376	.50	0.50	63	.50	0.40-0.60	639	.50
Yogurt	Yogurt	32 oz	2.50-2.79	271	2.63	1.99-2.50	315	2.21	1.79-2.98	350	2.00

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 #	3.29-3.99	39	3.49			
Cheese	Natural Varieties	8 oz block	2.50	11	2.50			
Cheese	Natural Varieties	2 # block	6.99-10.99	49	9.28			
Cheese	Natural Varieties	8 oz shred	2.50	11	2.50			
Cottage cheese		16 oz	1.67	11	1.67	3.00	24	3.00
Cream cheese		8 oz	2.50-3.99	39	3.57			
Ice cream		48-64oz	3.50-4.99	32	4.48	3.88-3.99	54	3.94
Milk	All fat tests	half gallon				3.99	24	3.99
Sour cream		16 oz	1.67	11	1.67	2.99	27	2.99
Yogurt	Greek	4-6 oz	0.80-1.00	32	.93	1.25	27	1.25

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 #	275	5.04	208	4.99	161	5.49
Cheese	Natural Varieties	8 oz block	72	4.99				
Cheese	Natural Varieties	8 oz shred	98	3.50	11	3.79	387	3.59
Cottage cheese		16 oz	624	3.86	410	3.64	123	3.50
Cream cheese		8 oz			147	3.00	339	2.76
Ice cream		48-64oz	173	5.93			308	5.02
Milk	All fat tests	half gallon	2314	3.91	2277	4.03	3398	3.66
Milk	All fat tests	gallon	1146	5.29	208	5.79	61	5.99
Milk	All fat tests	8 oz UHT	361	.97			87	1.00
Sour cream		16 oz	121	2.19	335	2.39	275	2.61
Yogurt	Greek	4-6 oz	137	1.33				
Yogurt	Greek	32 oz			1112	3.99	596	3.39
Yogurt	Yogurt	4-6 oz	72	.69	147	1.50		
Yogurt	Yogurt	32 oz	454	3.33	382	3.49	221	4.29

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 #				4.77-5.99	275	5.04			
Cheese	Natural Varieties	8 oz block	4.99	72	4.99						
Cheese	Natural Varieties	8 oz shred							3.50	98	3.50
Cottage cheese		16 oz				4.29	214	4.29			
Milk	All fat tests	half gallon	2.99-4.99	1571	3.99	2.98-4.49	409	3.77	3.99	213	3.99
Milk	All fat tests	gallon	4.39-5.99	314	5.14	4.77-5.99	275	5.04	5.49	468	5.49
Milk	All fat tests	8 oz UHT	0.92	147	.92	1.00	214	1.00			
Yogurt	Greek	4-6 oz	1.33	137	1.33						
Yogurt	Yogurt	4-6 oz	0.69	72	.69						
Yogurt	Yogurt	32 oz	3.50-3.99	240	3.62	3.00	214	3.00			



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
Ice cream		48-64oz	5.88-5.99	173	5.93						
Milk	All fat tests	half gallon	3.29	121	3.29						
Milk	All fat tests	gallon	5.49	78	5.49						
Sour cream		16 oz	2.19	121	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
Milk	All fat tests	gallon	5.49	11	5.49			

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