



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 4

Issued Weekly

Friday, January 29, 2021

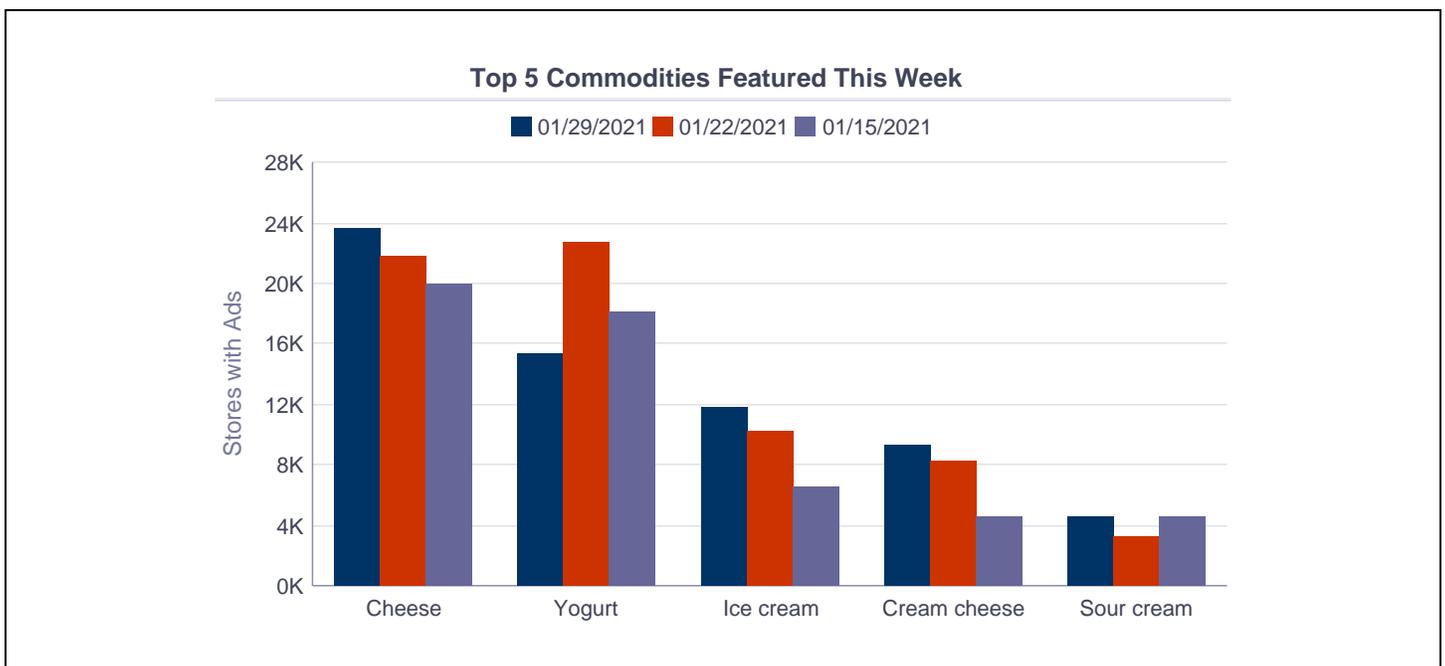
Advertised Prices for Dairy Products at Major Retail Supermarket Outlets ending during the period of 01/29/2021 to 02/04/2021

There were only slight changes on dairy retail trends, overall, from week 3 to week 4. Total conventional dairy advertisements shifted higher by a single percent, while organic ad numbers moved lower by the same margin. Shredded cheese in 8 ounce packs were the most advertised dairy item on the conventional aisle, slightly edging out conventional ice cream in 48 to 64 ounce containers.

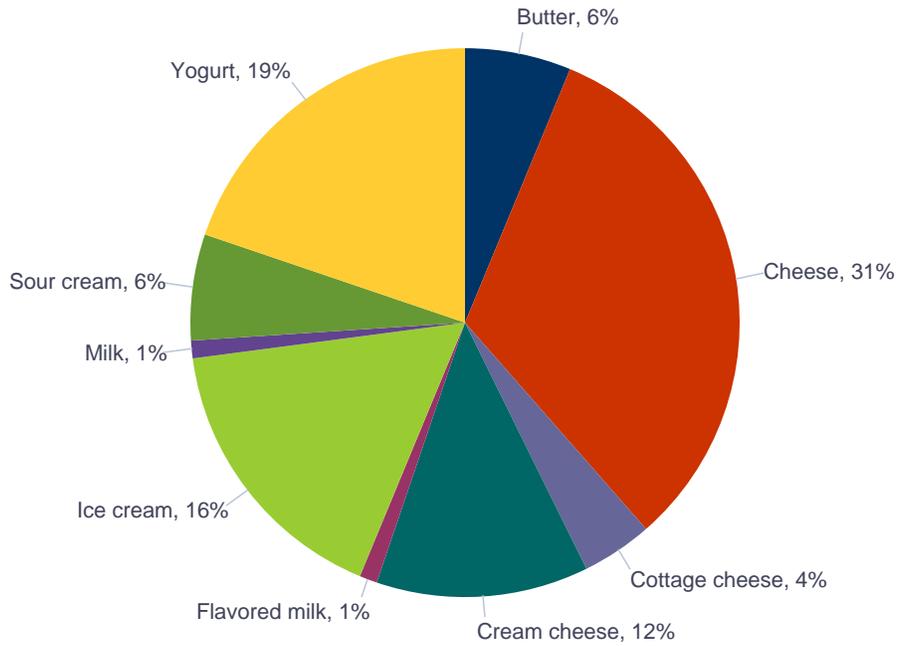
Conventional butter advertisement numbers grew by 13 percent, while organic butter ads dropped 68 percent. The weighted average advertised price for conventional butter, in one pound packages, was \$3.15, compared to \$5.79 for organic butter, an organic premium of \$2.64.

Total conventional cheese advertisements increased 8 percent. Organic cheese, in 8 ounce shreds, held a weighted average price of \$3.79, compared to \$2.50 for conventional cheese, representing an organic premium of \$1.29.

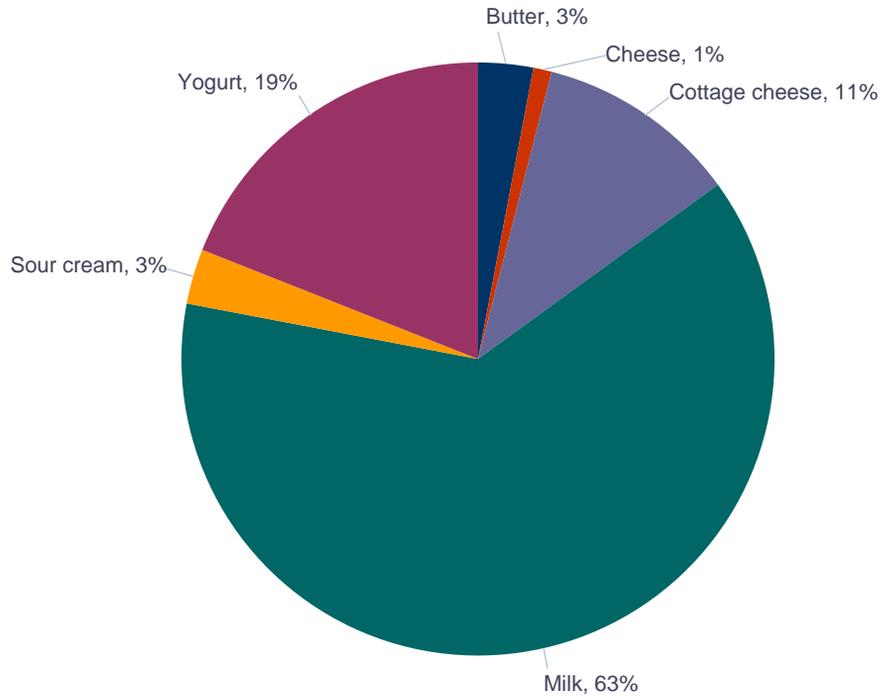
Conventional bottled milk ad numbers dropped 5 percent, while organic milk numbers declined 28 percent. Conventional yogurt advertisements, overall, slipped 32 percent, while organic numbers for yogurt slipped 36 percent. Organic yogurt in 4 to 6 ounce containers' weighted average price was \$1.25, compared to \$.47 for conventional yogurt, an organic premium of \$.78.



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 #	4421	3.15	3903	2.93	3858	3.80
Cheese	Natural Varieties	8 oz block	8545	2.45	8923	2.44	6574	2.38
Cheese	Natural Varieties	1 # block	1224	4.06	641	4.25	2286	4.22
Cheese	Natural Varieties	2 # block	1507	7.08	1174	7.16	544	5.69
Cheese	Natural Varieties	8 oz shred	11930	2.50	10577	2.45	8070	2.43
Cheese	Natural Varieties	1 # shred	390	3.79	482	3.37	1653	4.13
Cottage cheese		16 oz	2708	2.37	1570	2.26	3641	2.05
Cream cheese		8 oz	9286	1.77	8037	1.84	6838	1.80
Egg nog		quart	147	3.00	147	3.00		
Flavored milk	All fat tests	half gallon	534	2.34	518	3.61	685	1.45
Flavored milk	All fat tests	gallon			80	4.79	244	3.99
Ice cream		48-64oz	11795	2.99	10083	3.31	11652	3.04
Milk	All fat tests	half gallon	258	2.71	494	2.63	295	1.59
Milk	All fat tests	gallon	787	3.15	608	3.14	516	3.36
Sour cream		16 oz	4459	1.90	3184	1.86	4587	1.88
Yogurt	Greek	4-6 oz	7736	.97	10511	.99	9599	.96
Yogurt	Greek	32 oz	3463	4.65	5387	4.30	2761	4.06
Yogurt	Yogurt	4-6 oz	2002	.47	3657	.53	3081	.53
Yogurt	Yogurt	32 oz	1092	2.74	1500	2.62	2924	2.29

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	2049	3.44	2.49-3.00	498	2.56	1.79-2.99	1334	2.52
Cheese	Natural Varieties	8 oz block	1.67-3.99	2611	2.51	1.69-3.00	2275	2.63	2.00-2.99	509	2.56
Cheese	Natural Varieties	1 # block	2.99-5.99	1010	4.07	3.99	214	3.99			
Cheese	Natural Varieties	2 # block				6.98-8.99	409	8.03	5.99-7.88	575	6.34
Cheese	Natural Varieties	8 oz shred	1.99-3.00	3128	2.47	1.69-3.00	4194	2.58	2.49-2.50	808	2.49
Cheese	Natural Varieties	1 # shred	2.99-3.99	356	3.37						
Cottage cheese		16 oz	1.50-3.49	1773	2.51	1.79-3.00	489	2.41	1.66-1.99	349	1.79
Cream cheese		8 oz	0.98-2.50	1670	1.46	1.49-3.00	3356	1.88	1.00-2.49	1523	1.78
Egg nog		quart	3.00	147	3.00						
Flavored milk	All fat tests	half gallon	2.89	221	2.89				2.00	180	2.00
Ice cream		48-64oz	1.50-4.00	3096	2.94	1.79-5.98	4219	3.03	1.79-3.99	1942	2.70
Milk	All fat tests	gallon	4.49	147	4.49						
Sour cream		16 oz	1.19-2.00	1667	1.76	2.00	1071	2.00	1.66-2.39	636	2.01
Yogurt	Greek	4-6 oz	0.69-1.25	2204	.98	0.80-1.00	1792	.98	0.70-1.00	735	.95
Yogurt	Greek	32 oz	3.99-5.00	691	4.81	4.99	735	4.99	4.99	711	4.99

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	0.40-0.60	730	.51				0.39-0.50	459	.46
Yogurt	Yogurt	32 oz	2.49-2.99	452	2.61	2.99	214	2.99			

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 #	2.49	78	2.49				1.97-4.99	394	4.19
Cheese	Natural Varieties	8 oz block	1.49-2.99	1425	2.15	1.99-2.99	934	2.09	1.99-2.50	699	2.41
Cheese	Natural Varieties	2 # block	5.99-7.99	281	6.57				5.88-9.99	210	7.94
Cheese	Natural Varieties	8 oz shred	1.49-2.99	2062	2.27	1.99-2.00	844	1.99	2.50-2.99	638	2.77
Cottage cheese		16 oz							1.29	69	1.29
Cream cheese		8 oz	0.99-2.08	1294	1.95	0.98-2.00	886	1.40	0.98-2.69	488	2.04
Flavored milk	All fat tests	half gallon	1.89	133	1.89						
Ice cream		48-64oz	1.79-5.50	999	3.23	2.79-3.99	926	3.19	0.74-3.99	476	2.37
Milk	All fat tests	half gallon	1.89-2.49	190	2.07						
Milk	All fat tests	gallon	1.97-3.88	255	2.87	2.79	246	2.79	1.99	105	1.99
Sour cream		16 oz	1.50-2.69	344	2.16	1.49	246	1.49	1.29-1.99	358	1.86
Yogurt	Greek	4-6 oz	0.89-1.00	867	.98	0.69-1.00	1259	.89	0.69-1.00	773	.97
Yogurt	Greek	32 oz	3.29-4.99	281	3.82	3.49-4.99	684	4.29	3.69	289	3.69
Yogurt	Yogurt	4-6 oz	0.49	80	.49	0.39-0.50	383	.43	0.40-0.60	350	.43
Yogurt	Yogurt	32 oz	2.79	121	2.79	1.99	178	1.99	3.99	69	3.99

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
Butter		1 #				5.59-5.99	68	5.79
Cheese	Natural Varieties	8 oz block				3.00-5.19	92	4.27
Cheese	Natural Varieties	2 # block	6.49-6.99	32	6.82			
Cheese	Natural Varieties	8 oz shred	3.29	28	3.29	3.00-5.29	228	4.42
Cheese	Natural Varieties	1 # shred				8.19	34	8.19
Cottage cheese		16 oz	2.69	28	2.69			
Cream cheese		8 oz	1.79	11	1.79	2.00-4.19	58	3.28
Ice cream		48-64oz	5.99-6.79	49	6.45	3.50-7.99	88	5.39
Milk	All fat tests	half gallon				3.99-4.99	68	4.49
Milk	All fat tests	gallon				5.69	34	5.69
Sour cream		16 oz	2.00-2.29	49	2.17	1.79-3.99	88	3.01
Yogurt	Greek	4-6 oz	1.25	11	1.25	1.25-2.29	95	1.85
Yogurt	Greek	32 oz	5.49	11	5.49	4.99-8.19	61	6.77
Yogurt	Yogurt	32 oz				3.00-3.89	58	3.52



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 #	147	5.79	463	5.83	271	5.29
Cheese	Natural Varieties	8 oz block	34	7.69				
Cheese	Natural Varieties	8 oz shred	11	3.79			176	2.99
Cottage cheese		16 oz	624	3.86	226	4.31		
Cream cheese		8 oz			271	2.79	339	2.76
Ice cream		48-64oz			117	5.99	276	5.99
Milk	All fat tests	half gallon	2688	4.37	2001	3.65	3956	3.57
Milk	All fat tests	gallon	734	5.53	673	5.49	363	5.87
Milk	All fat tests	8 oz UHT					638	.87
Sour cream		16 oz	183	2.29	121	2.19		
Yogurt	Greek	32 oz	304	3.50	929	3.50		
Yogurt	Yogurt	4-6 oz	147	1.25	487	1.23	428	1.32
Yogurt	Yogurt	32 oz	594	3.59	208	3.50	1452	2.77

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 #	5.79	147	5.79						
Cottage cheese		16 oz				4.29	214	4.29			
Milk	All fat tests	half gallon	3.99-5.99	937	4.52	3.99-4.49	375	4.37			
Milk	All fat tests	gallon				5.99	61	5.99	5.49	595	5.49
Yogurt	Greek	32 oz	3.50	304	3.50						
Yogurt	Yogurt	4-6 oz	1.25	147	1.25						
Yogurt	Yogurt	32 oz	3.49-3.99	594	3.59						

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

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
Milk	All fat tests	half gallon	3.29-4.49	360	4.09	2.79-4.49	599	3.59	4.49-5.29	349	5.15
Milk	All fat tests	gallon	5.49	78	5.49						
Sour cream		16 oz	2.19	121	2.19	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
Cheese	Natural Varieties	8 oz block				7.69	34	7.69
Cheese	Natural Varieties	8 oz shred	3.79	11	3.79			
Milk	All fat tests	half gallon				6.29-7.29	68	6.79

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