



Dairy Market News Branch

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National Retail Report-Dairy

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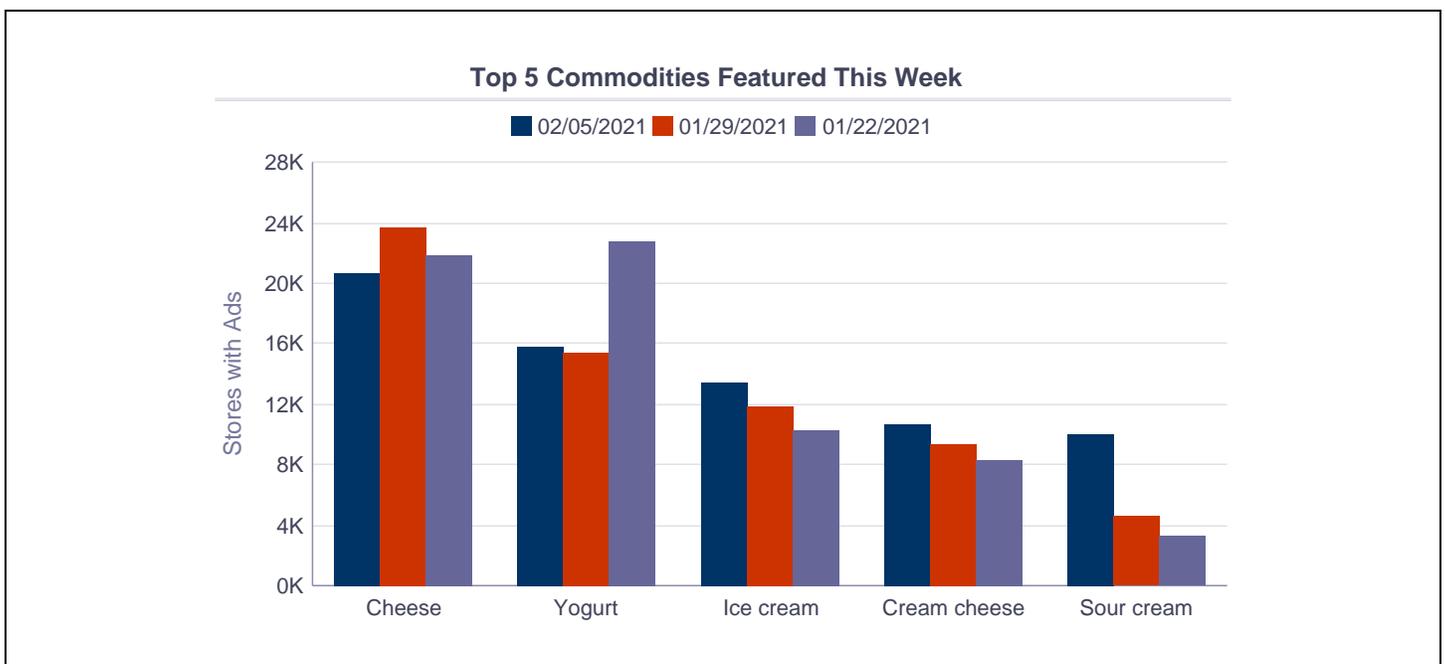
Advertised Prices for Dairy Products at Major Retail Supermarket Outlets ending during the period of 02/05/2021 to 02/11/2021

The most advertised dairy item this week is conventional 48 to 64-ounce containers of ice cream. The national weighted average price is \$2.99, even with last week. Organic 48 to 64-ounce ice cream has a national weighted average advertised price of \$7.49, resulting in a \$4.50 organic price premium. The second most advertised dairy item, conventional 8 oz. cream cheese, has an average price of \$1.87. Organic 8 oz. cream cheese, has an average price of \$3.00, resulting in a \$1.13 organic price premium.

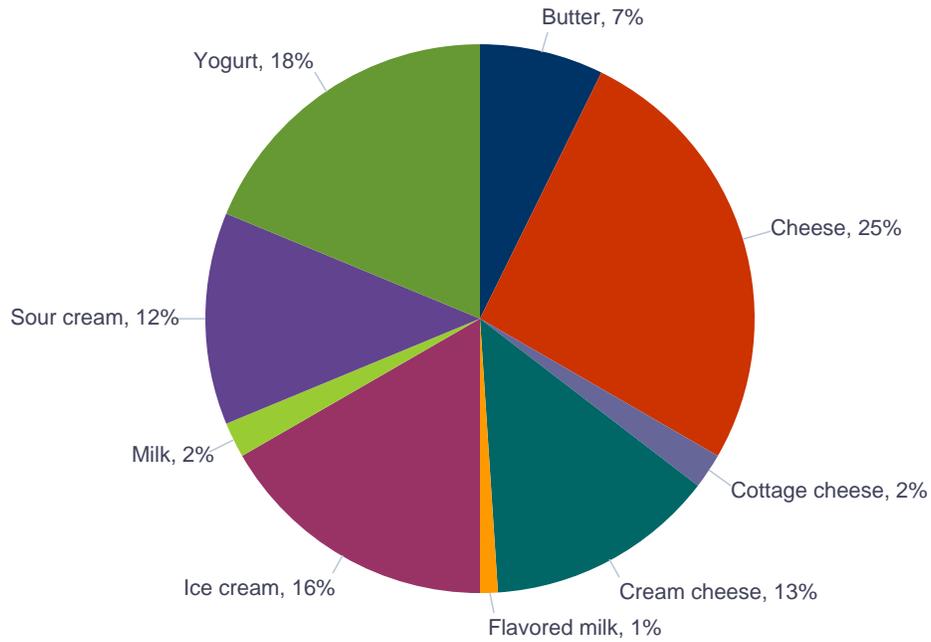
The weighted average advertised price for conventional 8-ounce block cheese is \$2.43. Organic 8-ounce block cheese has an average price of \$3.69, resulting in a \$1.26 organic price premium. Conventional cheese ads decreased 13 percent. Organic cheese ads increased 169 percent.

The national weighted average price for conventional Greek yogurt in 4 to 6-ounce containers, the most advertised conventional yogurt container size, is \$0.99. There are no ads for organic 4 to 6-ounce Greek yogurt. Conventional yogurt ads increased 5 percent. Organic yogurt ads decreased 33 percent.

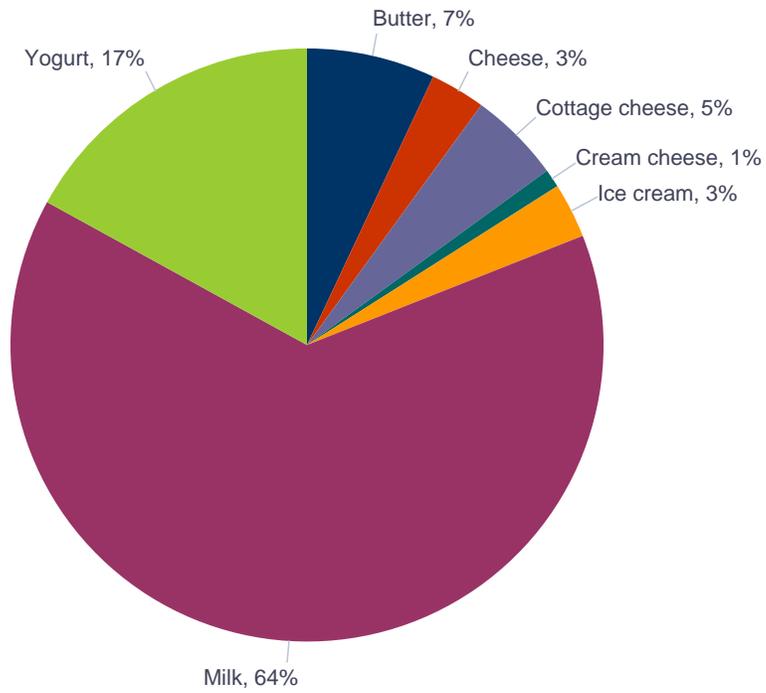
The national weighted average price for conventional half gallon milk is \$2.08. The national weighted average advertised price for organic half gallons is \$3.94, resulting in an organic price premium of \$1.86. Organic half gallon milk was the most advertised organic dairy item.



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 #	5672	3.04	4421	3.15	3875	3.69
Cheese	Natural Varieties	8 oz block	7163	2.43	8545	2.45	7995	2.35
Cheese	Natural Varieties	1 # block	1352	3.49	1224	4.06	679	3.66
Cheese	Natural Varieties	2 # block	2318	6.22	1507	7.08	1015	6.13
Cheese	Natural Varieties	8 oz shred	9421	2.42	11930	2.50	8258	2.24
Cheese	Natural Varieties	1 # shred	240	2.93	390	3.79	1736	4.46
Cheese		8 oz shred					84	1.99
Cottage cheese		16 oz	2022	1.77	2708	2.37	2389	2.19
Cream cheese		8 oz	10500	1.87	9286	1.77	11282	1.93
Egg nog		quart			147	3.00		
Flavored milk	All fat tests	half gallon	527	2.18	534	2.34	424	2.21
Flavored milk	All fat tests	gallon	180	2.99			402	3.89
Ice cream		48-64oz	13345	2.99	11795	2.99	10274	3.12
Milk	All fat tests	half gallon	695	2.08	258	2.71	1010	1.45
Milk	All fat tests	gallon	712	3.30	787	3.15	249	2.84
Sour cream		16 oz	9926	1.84	4459	1.90	6776	1.95
Yogurt	Greek	4-6 oz	7678	.99	7736	.97	8357	.98
Yogurt	Greek	32 oz	1857	4.58	3463	4.65	2341	4.16
Yogurt	Yogurt	4-6 oz	4909	.51	2002	.47	2202	.49
Yogurt	Yogurt	32 oz	540	3.95	1092	2.74	546	3.02

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 #	2.00-4.00	2080	3.09	1.99-3.50	821	2.89	1.50-3.29	1168	2.69
Cheese	Natural Varieties	8 oz block	1.67-3.50	3313	2.37	1.66-3.00	2127	2.29	2.49-3.79	970	3.05
Cheese	Natural Varieties	1 # block	2.99-3.99	878	3.55						
Cheese	Natural Varieties	2 # block	5.99	84	5.99				4.99-6.99	630	5.55
Cheese	Natural Varieties	8 oz shred	1.66-3.69	3954	2.48	1.66-3.00	1386	1.89	1.88-3.69	1505	2.73
Cheese	Natural Varieties	1 # shred	2.49	135	2.49						
Cottage cheese		16 oz	1.50-3.49	406	2.48	1.25-2.00	328	1.74	1.25	489	1.25
Cream cheese		8 oz	0.99-3.00	2120	1.86	1.50-2.49	3970	1.97	1.00-2.49	1624	1.73
Flavored milk	All fat tests	half gallon				2.50	214	2.50	2.00	180	2.00
Flavored milk	All fat tests	gallon							2.99	180	2.99
Ice cream		48-64oz	1.77-3.50	2734	2.69	1.79-5.99	2734	3.12	1.79-3.99	3418	2.82
Milk	All fat tests	half gallon	3.49	72	3.49				1.59	123	1.59
Milk	All fat tests	gallon				3.29	64	3.29	2.19-5.49	250	3.87
Sour cream		16 oz	0.99-2.00	2954	1.83	1.25-2.00	2473	1.96	1.25-2.49	1641	1.77
Yogurt	Greek	4-6 oz	0.80-1.33	2267	1.00	0.80-1.00	1965	.98	0.90-1.25	1147	1.01

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	32 oz	3.99-5.00	686	4.69	4.50-4.99	796	4.95	2.49-4.99	254	3.74
Yogurt	Yogurt	4-6 oz	0.40-0.60	2087	.51	0.49-0.50	1380	.50	0.40-0.69	852	.56
Yogurt	Yogurt	32 oz	2.99	240	2.99	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 #	2.49-4.99	625	3.18	2.99-3.99	304	3.44	2.99-3.49	636	3.28
Cheese	Natural Varieties	8 oz block	1.50-2.99	544	1.99	2.99-3.00	182	2.99			
Cheese	Natural Varieties	1 # block				3.38	344	3.38	3.38	130	3.38
Cheese	Natural Varieties	2 # block	4.68-5.99	338	5.22	5.99	360	5.99	4.99-10.98	874	7.21
Cheese	Natural Varieties	8 oz shred	1.50-2.99	1136	2.40	1.99-3.00	1127	2.48	1.99-2.69	226	2.36
Cheese	Natural Varieties	1 # shred							3.49	105	3.49
Cottage cheese		16 oz	1.50-2.50	361	1.88				1.25-1.67	410	1.55
Cream cheese		8 oz	0.88-2.49	1301	1.72	1.50-2.00	821	1.95	1.49-2.49	653	1.81
Flavored milk	All fat tests	half gallon	1.89	133	1.89						
Ice cream		48-64oz	1.79-5.98	1779	3.11	1.99-3.99	1485	2.97	1.99-5.49	1038	3.55
Milk	All fat tests	half gallon	1.89-2.39	379	2.10				1.69	121	1.69
Milk	All fat tests	gallon	3.19-4.24	172	3.91				1.99-2.39	226	2.20
Sour cream		16 oz	0.89-2.69	1638	1.75	1.49-2.00	917	1.86	1.25-2.00	251	1.50
Yogurt	Greek	4-6 oz	0.90-1.25	897	1.01	0.89-1.00	862	.98	0.69-1.00	529	.89
Yogurt	Greek	32 oz	3.29	121	3.29						
Yogurt	Yogurt	4-6 oz	0.50	301	.50				0.40	289	.40
Yogurt	Yogurt	32 oz				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 #	2.99	11	2.99	4.50	27	4.50
Cheese	Natural Varieties	8 oz block				3.00	27	3.00
Cheese	Natural Varieties	2 # block	5.99	32	5.99			
Cheese	Natural Varieties	8 oz shred	2.49-3.29	60	2.87	3.00	27	3.00
Cottage cheese		16 oz	2.69	28	2.69			
Cream cheese		8 oz	1.79	11	1.79			
Ice cream		48-64oz	2.49-6.79	82	4.56	3.79-6.99	75	5.52
Sour cream		16 oz	2.29	28	2.29	2.50	24	2.50
Yogurt	Greek	4-6 oz	1.25	11	1.25			
Yogurt	Yogurt	32 oz				3.50	24	3.50

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	147	5.79	222	5.49
Cheese	Natural Varieties	8 oz block	121	3.69	34	7.69		
Cheese	Natural Varieties	8 oz shred			11	3.79		
Cottage cheese		16 oz	214	4.29	624	3.86		
Cream cheese		8 oz	61	3.00			161	2.50
Ice cream		48-64oz	108	7.49				
Milk	All fat tests	half gallon	2555	3.94	2688	4.37	4060	3.86
Milk	All fat tests	gallon	141	5.49	734	5.53	105	5.00
Milk	All fat tests	8 oz UHT					497	.80
Sour cream		16 oz			183	2.29		
Yogurt	Greek	4-6 oz					118	1.25
Yogurt	Greek	32 oz	289	5.99	304	3.50		
Yogurt	Yogurt	4-6 oz			147	1.25	54	.90
Yogurt	Yogurt	32 oz	416	3.50	594	3.59	1961	3.87

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			
Cream cheese		8 oz				3.00	61	3.00			
Ice cream		48-64oz	7.49	108	7.49						
Milk	All fat tests	half gallon	3.50-6.99	549	5.18	2.49-4.50	1430	3.50	4.49	233	4.49
Yogurt	Yogurt	32 oz	3.49-3.50	416	3.50						

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 block	3.69	121	3.69						
Milk	All fat tests	half gallon	3.99	54	3.99				3.29	289	3.29
Milk	All fat tests	gallon	5.49	141	5.49						
Yogurt	Greek	32 oz							5.99	289	5.99

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

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