



Dairy Market News Branch

Agricultural
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National Retail Report-Dairy

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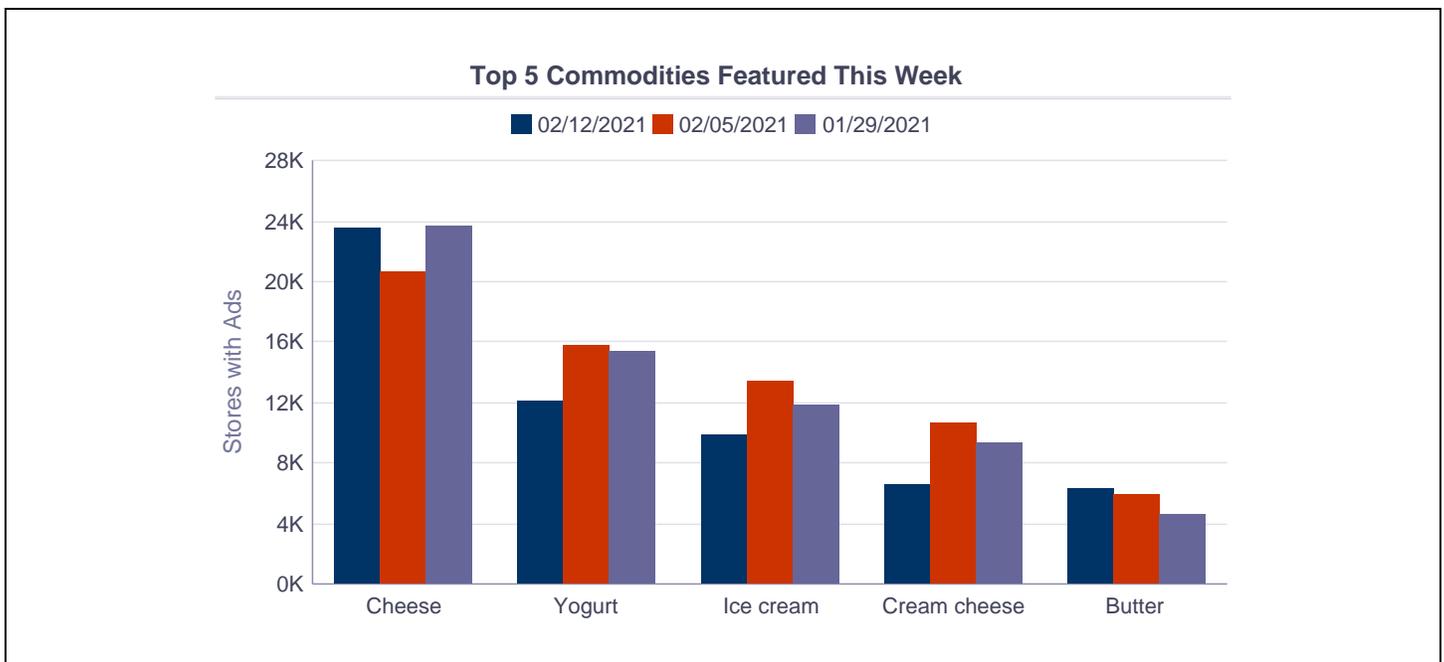
Advertised Prices for Dairy Products at Major Retail Supermarket Outlets ending during the period of 02/12/2021 to 02/18/2021

Total conventional dairy ads decreased by 15 percent, while organic dairy ads increased by 26 percent. The most advertised dairy item this week is conventional 48 to 64-ounce containers of ice cream. The national weighted average price is \$2.98, down 1 cent from last week. The national weighted average advertised price for conventional 1-pound butter is \$3.23, 19 cents higher than last week.

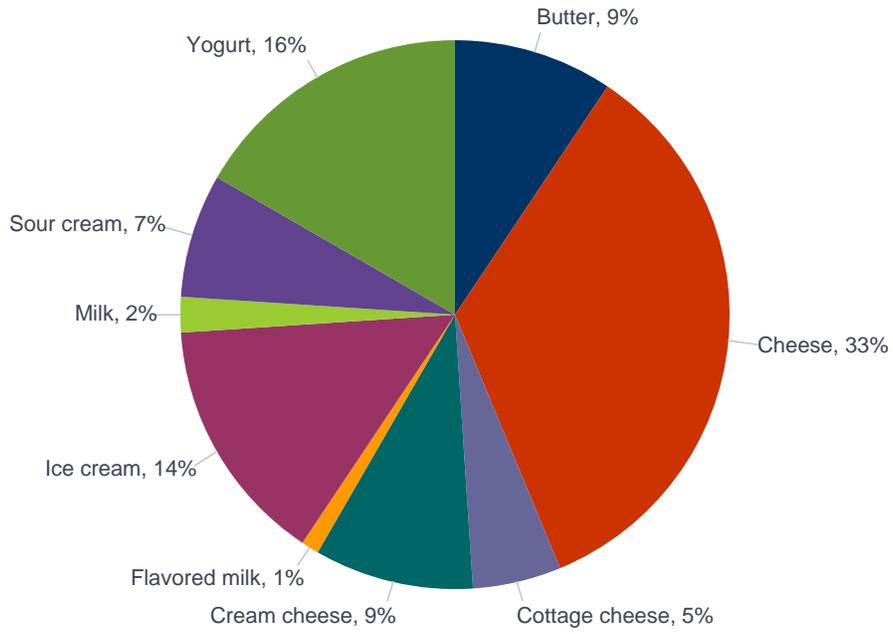
The second most advertised dairy item, conventional 8-ounce shred cheese, has an average price of \$2.56, up 14 cents from last week. Conventional 8-ounce block cheese has an average price of \$2.62, up 19 cents from last week. Organic 8-ounce block cheese has an average price of \$3.69, unchanged from last week. Conventional cheese ads increased 13 percent and organic cheese ads were unchanged from the week before.

The national weighted average advertised price for conventional Greek yogurt in 32-ounce containers is \$4.35, down 23 cents from last week. Organic 32-ounce containers of Greek yogurt have a national weighted average advertised price of \$6.99. Conventional yogurt ads decreased 27 percent, but organic yogurt ads increased 21 percent.

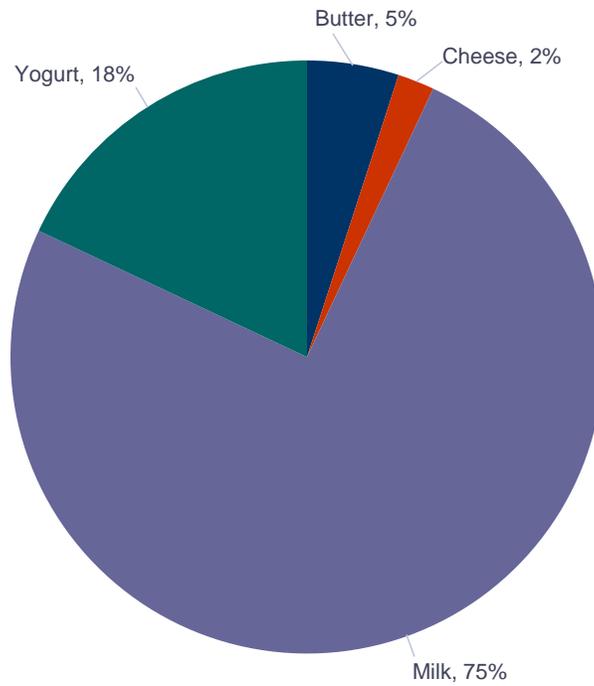
Conventional milk ads increased by 13 percent while organic milk ads increased by 49 percent. The national weighted average advertised price for conventional half gallon milk is \$1.40, down 68 cents from last week. The national weighted average advertised price for organic half gallons is \$3.79, down 15 cents from last week. Organic half gallon milk was the most advertised organic dairy item, followed by organic gallon milk.



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 #	6068	3.23	5672	3.04	5238	3.44
Cheese	Natural Varieties	8 oz block	5543	2.61	7163	2.43	6655	2.26
Cheese	Natural Varieties	1 # block	4208	3.71	1352	3.49	2522	3.57
Cheese	Natural Varieties	2 # block	2144	6.65	2318	6.22		
Cheese	Natural Varieties	8 oz shred	9061	2.55	9421	2.42	6779	2.25
Cheese	Natural Varieties	1 # shred	2394	3.45	240	2.93	184	4.18
Cottage cheese		16 oz	3446	2.06	2022	1.77	3315	1.91
Cream cheese		8 oz	6521	1.95	10500	1.87	7529	1.99
Flavored milk	All fat tests	half gallon	580	1.97	527	2.18	1055	2.72
Flavored milk	All fat tests	gallon			180	2.99	285	3.88
Ice cream		48-64oz	9900	2.99	13345	2.99	7830	3.27
Milk	All fat tests	half gallon	982	1.40	695	2.08	869	2.96
Milk	All fat tests	gallon	607	2.79	712	3.30	327	2.09
Sour cream		16 oz	4901	1.85	9926	1.84	4300	1.73
Yogurt	Greek	4-6 oz	5202	.97	7678	.99	5313	1.00
Yogurt	Greek	32 oz	1584	4.35	1857	4.58	1564	4.04
Yogurt	Yogurt	4-6 oz	3175	.50	4909	.51	4015	1.62
Yogurt	Yogurt	32 oz	1071	2.39	540	3.95	495	2.63

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 #	2.49-3.99	2026	3.10	2.49-3.50	1523	3.18	2.50	468	2.50
Cheese	Natural Varieties	8 oz block	1.99-3.00	1986	2.40	2.39-3.00	1469	2.93	2.49-2.99	565	2.88
Cheese	Natural Varieties	1 # block	3.38-3.99	376	3.48	3.38-5.99	1300	3.81	3.49-4.22	1023	4.07
Cheese	Natural Varieties	2 # block				6.99-8.49	167	7.47	6.99	221	6.99
Cheese	Natural Varieties	8 oz shred	1.97-3.69	3398	2.46	2.00-3.00	3024	2.68	1.50-2.99	860	2.61
Cheese	Natural Varieties	1 # shred	3.99	60	3.99	3.38	1086	3.38	3.49	213	3.49
Cottage cheese		16 oz	1.99-2.99	1392	2.33	1.49-2.50	1194	2.01	1.49-2.00	176	1.66
Cream cheese		8 oz	1.50-2.50	1494	1.99	1.49-3.00	2311	2.02	1.49-2.49	1305	1.98
Ice cream		48-64oz	2.00-3.99	2868	2.92	2.50-4.99	1448	2.65	2.50-4.99	1857	2.95
Milk	All fat tests	half gallon							0.88-1.19	591	1.14
Milk	All fat tests	gallon	2.39-2.99	233	2.58						
Sour cream		16 oz	1.29-2.50	2220	1.82	1.49-2.00	1133	1.85	1.49-1.97	278	1.80
Yogurt	Greek	4-6 oz	0.79-1.25	1760	.99	0.70-1.00	974	.93	0.88-1.00	1239	.99
Yogurt	Greek	32 oz	3.99-4.49	121	4.23				3.49-4.99	601	4.45
Yogurt	Yogurt	4-6 oz	0.50-0.60	1316	.54	0.50-0.60	267	.58	0.28-0.49	286	.36
Yogurt	Yogurt	32 oz	1.88-3.50	638	2.38	3.50	61	3.50			

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
Butter		1 #	2.50-3.00	325	2.76	3.50-3.99	1086	3.83	2.50-4.39	584	3.49
Cheese	Natural Varieties	8 oz block	1.99-2.99	539	2.22	1.99-3.00	480	2.75	1.67-3.00	482	2.51
Cheese	Natural Varieties	1 # block	3.48	973	3.48	3.38-3.50	406	3.40	3.38	130	3.38
Cheese	Natural Varieties	2 # block	6.99	78	6.99	5.00-7.99	1051	5.97	6.49-7.99	578	7.24
Cheese	Natural Varieties	8 oz shred	1.99-2.50	724	2.16	1.99-3.00	617	2.80	1.67-3.00	416	2.43
Cheese	Natural Varieties	1 # shred	3.48	973	3.48	3.50	62	3.50			
Cottage cheese		16 oz	1.49-2.38	213	1.79	1.49-1.99	182	1.66	1.67	289	1.67
Cream cheese		8 oz	1.49-2.00	402	1.65	1.49-2.50	588	1.93	1.49-1.67	410	1.62
Flavored milk	All fat tests	half gallon	2.50	213	2.50	1.99	246	1.99	0.99	121	.99
Ice cream		48-64oz	2.99-5.09	776	3.63	2.50-3.99	2260	2.82	2.47-5.49	645	3.97
Milk	All fat tests	half gallon				1.99	246	1.99	0.99	121	.99
Milk	All fat tests	gallon	2.99	133	2.99	2.89	241	2.89			
Sour cream		16 oz	1.49-2.09	450	1.73	1.49-2.00	531	1.88	2.19	289	2.19
Yogurt	Greek	4-6 oz	1.00	405	1.00	0.79-1.00	664	.89	1.00	121	1.00
Yogurt	Greek	32 oz	3.29-4.99	473	4.34	3.69-4.99	152	4.46	2.99-4.99	226	4.06
Yogurt	Yogurt	4-6 oz	0.49-0.60	533	.52				0.29-0.50	752	.44
Yogurt	Yogurt	32 oz	2.50-2.78	126	2.66	2.00	246	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 #	3.00-5.29	32	4.50	3.00	24	3.00
Cheese	Natural Varieties	8 oz block	2.50-3.49	22	3.00			
Cheese	Natural Varieties	2 # block	5.00-12.99	49	9.57			
Cheese	Natural Varieties	8 oz shred	2.50-3.49	22	3.00			
Cream cheese		8 oz	1.99	11	1.99			
Ice cream		48-64oz	3.00	22	3.00	4.00	24	4.00
Milk	All fat tests	half gallon				3.99	24	3.99
Yogurt	Greek	4-6 oz	1.25-1.79	39	1.64			
Yogurt	Greek	32 oz	5.49	11	5.49			
Yogurt	Yogurt	4-6 oz	0.70	21	.70			

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	289	5.99		

Wtd Avg - Simple weighted average



Cheese	Natural Varieties	8 oz block	121	3.69	121	3.69		
Cheese	Natural Varieties	8 oz shred					121	3.50
Cottage cheese		16 oz			214	4.29		
Cream cheese		8 oz			61	3.00	161	1.99
Ice cream		48-64oz			108	7.49		
Milk	All fat tests	half gallon	2966	3.80	2555	3.94	1461	4.04
Milk	All fat tests	gallon	1172	4.48	141	5.49	61	5.99
Yogurt	Greek	4-6 oz					147	1.25
Yogurt	Greek	32 oz	221	6.99	289	5.99	560	3.90
Yogurt	Yogurt	4-6 oz	233	1.00				
Yogurt	Yogurt	32 oz	534	4.85	416	3.50	214	3.00

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
Milk	All fat tests	half gallon	3.69-5.29	710	4.31	2.98-3.50	523	3.19	2.99-4.49	825	3.75
Milk	All fat tests	gallon	4.39	167	4.39	4.49	114	4.49	4.49	591	4.49
Yogurt	Greek	32 oz	6.99	221	6.99						
Yogurt	Yogurt	4-6 oz							1.00	233	1.00
Yogurt	Yogurt	32 oz	3.50	245	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				2.99-4.99	393	4.30	2.50-4.49	515	3.41
Milk	All fat tests	gallon	4.49	78	4.49	4.49	90	4.49	4.49	121	4.49
Yogurt	Yogurt	32 oz							5.99	289	5.99

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
Milk	All fat tests	gallon	4.79	11	4.79			

REGIONAL DEFINITIONS

Wtd Avg - Simple weighted average

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