



Dairy Market News Branch

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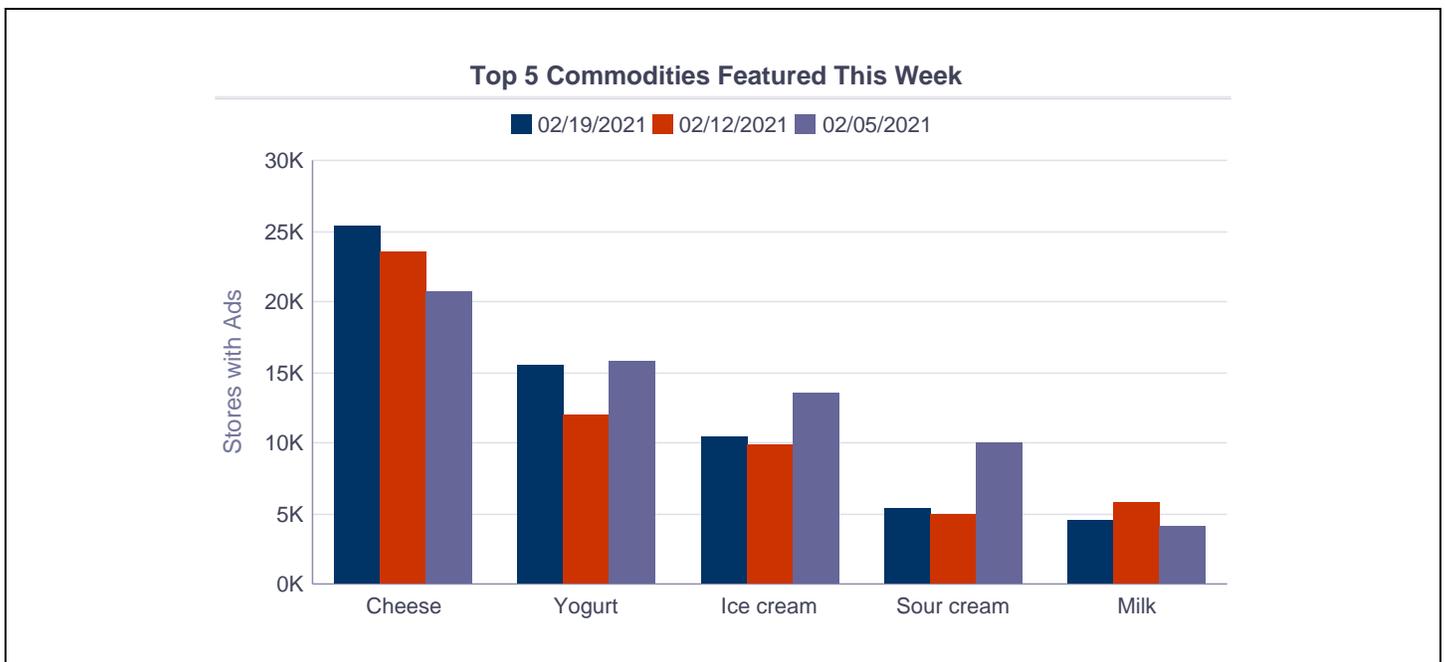
Friday, February 19, 2021

Advertised Prices for Dairy Products at Major Retail Supermarket Outlets ending during the period of 02/19/2021 to 02/25/2021

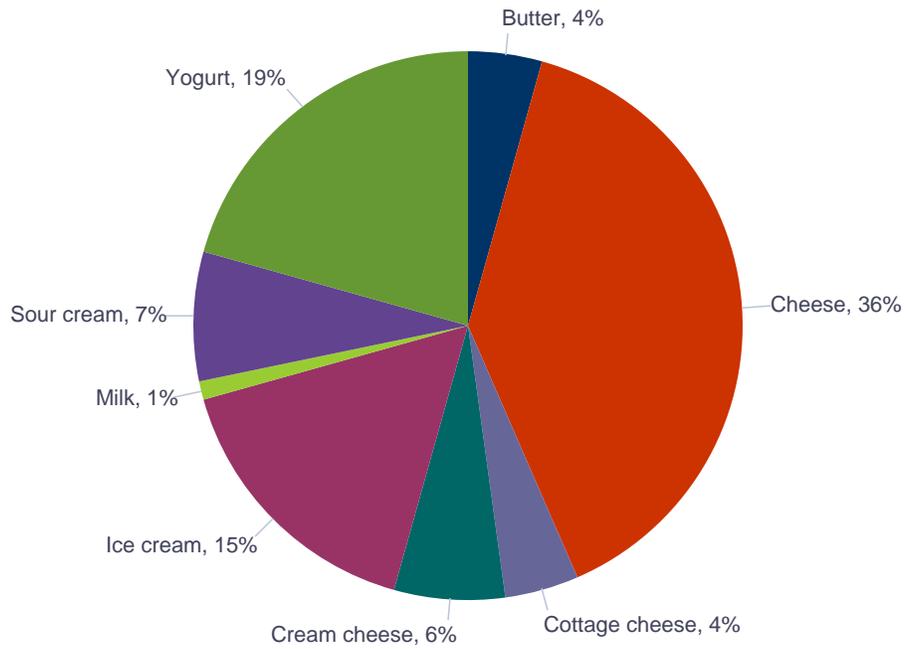
Dairy retail advertisement totals decreased 5 percent in the conventional sector, although organic dairy ad totals increased 42 percent this reporting week. Conventional ice cream, in 48-64oz containers, was the most advertised dairy item this week, with an average price of \$3.17, up 18 cents from last week. Organic milk, in half gallon containers, was the most advertised organic item.

Conventional butter advertisements, in 1-pound packaging, decreased 50 percent this week. The national weighted average advertised price for conventional butter in 1-pound packaging is \$3.27, up 4 cents from last week. Conventional cheese, in 8 oz blocks, increased 28 percent in retail advertisements. The weighted average price of conventional 8 oz block cheese is \$2.41, compared to \$2.61 last week. Conventional cheese ad numbers, for 8 oz shred packaging, increased 5 percent. The weighted average price of conventional 8 oz shred cheese is \$2.51, up 4 cents compared to last week.

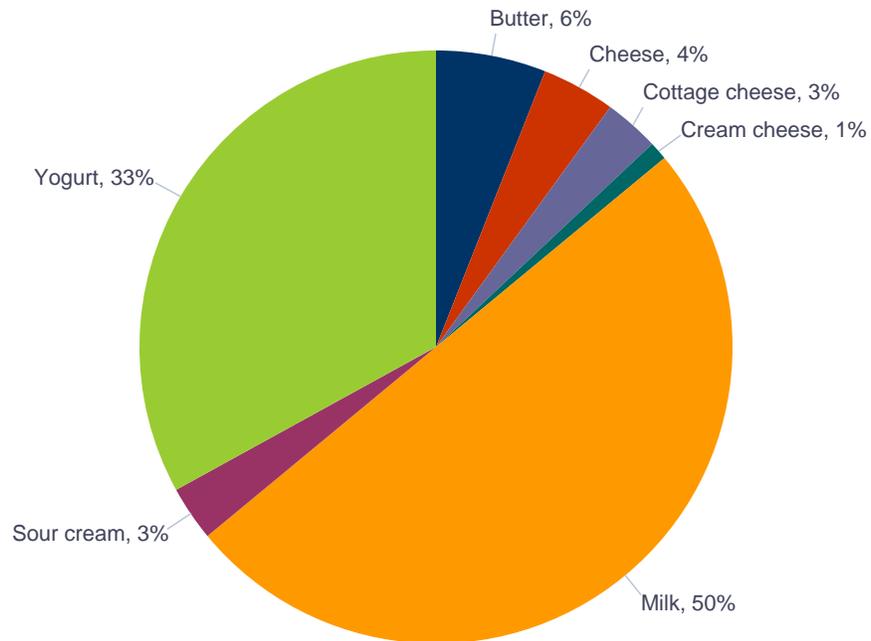
In half gallon containers, the weighted average price of conventional milk was \$2.64, compared to \$3.59 for organic milk, an organic premium of \$0.95. Yogurt advertisements increased in the conventional and organic aisles, by 17 and 162 percent, respectively. Conventional Greek yogurt, in 32 oz containers, held a weighted average price of \$4.41, compared to \$5.65, the weighted average price for organic Greek yogurt in 32 oz containers, an organic premium of \$1.24.



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 #	3023	3.27	6068	3.23	6068	3.32
Cheese	Natural Varieties	8 oz block	7082	2.41	5543	2.61	5067	2.50
Cheese	Natural Varieties	1 # block	5705	3.85	4208	3.71	3423	3.70
Cheese	Natural Varieties	2 # block	1238	6.74	2144	6.65	991	5.63
Cheese	Natural Varieties	8 oz shred	9555	2.51	9061	2.55	8996	2.70
Cheese	Natural Varieties	1 # shred	1474	4.40	2394	3.45	733	3.76
Cottage cheese		16 oz	2703	2.10	3446	2.06	1332	1.84
Cream cheese		8 oz	4249	2.03	6521	1.95	5394	1.72
Flavored milk	All fat tests	half gallon			580	1.97	60	3.25
Flavored milk	All fat tests	gallon	180	3.99			991	4.41
Ice cream		48-64oz	10459	3.17	9900	2.99	7757	3.02
Milk	All fat tests	half gallon	162	2.64	982	1.40	732	2.07
Milk	All fat tests	gallon	405	2.69	607	2.79	1195	3.72
Sour cream		16 oz	5126	1.47	4901	1.85	2770	1.90
Yogurt	Greek	4-6 oz	6346	.99	5202	.97	6924	.96
Yogurt	Greek	32 oz	1759	4.41	1584	4.35	1094	4.83
Yogurt	Yogurt	4-6 oz	4158	.69	3175	.50	3302	.52
Yogurt	Yogurt	32 oz	648	2.94	1071	2.39	363	2.55

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	1498	3.19	3.50	214	3.50	1.99-3.99	606	3.11
Cheese	Natural Varieties	8 oz block	1.25-3.00	1767	2.36	1.88-3.00	2258	2.56	1.88-2.99	1353	2.38
Cheese	Natural Varieties	1 # block	2.99-3.49	652	3.23	3.38-5.99	2150	4.26	4.22	810	4.22
Cheese	Natural Varieties	8 oz shred	1.88-3.50	3052	2.46	1.88-3.50	2615	2.76	1.88-3.49	1169	2.30
Cheese	Natural Varieties	1 # shred	4.49	108	4.49	2.50-4.99	972	4.73	3.49	213	3.49
Cottage cheese		16 oz	1.79-3.00	1113	2.26	2.50-3.00	428	2.75			
Cream cheese		8 oz	1.49-3.00	539	1.99	1.49-3.00	1309	2.45	1.49-1.99	834	1.55
Flavored milk	All fat tests	gallon							3.99	180	3.99
Ice cream		48-64oz	1.79-4.99	3046	3.01	1.79-5.99	2154	3.26	2.00-4.00	2724	3.06
Milk	All fat tests	half gallon	2.50	72	2.50						
Sour cream		16 oz	0.99-2.00	1731	1.64	0.99-1.79	1361	1.15	1.00-2.29	454	1.54
Yogurt	Greek	4-6 oz	0.80-1.25	2021	1.02	0.99-1.00	1289	1.00	0.99-1.00	720	1.00
Yogurt	Greek	32 oz							3.89-3.99	462	3.94
Yogurt	Yogurt	4-6 oz	0.50-1.25	1759	.93	0.50-1.00	145	.71	0.50-0.60	1062	.54
Yogurt	Yogurt	32 oz	2.50-3.29	441	3.04						



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 #	1.99	54	1.99	2.50	62	2.50	2.99-4.39	568	3.70
Cheese	Natural Varieties	8 oz block	1.67-3.00	394	2.12	1.88-1.99	691	1.98	2.49-2.99	581	2.70
Cheese	Natural Varieties	1 # block	3.48	973	3.48	3.29-3.99	990	3.51	3.38	130	3.38
Cheese	Natural Varieties	2 # block	6.99	141	6.99	5.99-6.99	345	6.47	5.00-7.99	752	6.81
Cheese	Natural Varieties	8 oz shred	1.67-3.00	709	2.23	1.88-3.49	1101	2.39	2.49-2.79	909	2.59
Cheese	Natural Varieties	1 # shred	3.50	118	3.50	3.99	63	3.99			
Cottage cheese		16 oz	1.49-2.38	213	1.79	1.49-2.29	539	1.76	1.49-1.67	410	1.62
Cream cheese		8 oz	2.50	51	2.50	1.49-1.99	816	1.90	1.49-2.50	689	1.92
Ice cream		48-64oz	2.00-5.50	821	3.31	2.67-5.99	1130	3.08	2.47-5.49	584	4.12
Milk	All fat tests	half gallon				2.75	90	2.75			
Milk	All fat tests	gallon	2.99	133	2.99	2.89	167	2.89	1.99	105	1.99
Sour cream		16 oz	0.99-2.00	610	1.60	1.49-1.50	849	1.49	1.49	121	1.49
Yogurt	Greek	4-6 oz	0.57-1.00	945	.98	0.88-1.00	1013	.97	0.59-1.00	358	.92
Yogurt	Greek	32 oz	3.29-4.79	244	3.95	2.99-5.49	1015	4.67			
Yogurt	Yogurt	4-6 oz	0.44-0.50	441	.49	0.40-0.50	357	.47	0.40	394	.40
Yogurt	Yogurt	32 oz	2.50-2.78	146	2.64				2.98	61	2.98

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 #	5.29	21	5.29			
Cheese	Natural Varieties	8 oz block	3.49	11	3.49	2.99	27	2.99
Cream cheese		8 oz	1.99	11	1.99			
Yogurt	Greek	32 oz	5.79	11	5.79	5.99	27	5.99

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 #	503	5.47	289	5.99	304	5.49
Cheese	Natural Varieties	8 oz block	121	3.69	121	3.69		
Cheese	Natural Varieties	8 oz shred	199	3.61			686	3.63
Cottage cheese		16 oz	214	4.29				
Cream cheese		8 oz	69	2.69			161	1.99
Milk	All fat tests	half gallon	2176	3.59	2966	3.80	2452	4.17
Milk	All fat tests	gallon	1799	4.66	1172	4.48	147	5.99

Wtd Avg - Simple weighted average



Milk	All fat tests	8 oz UHT						214	1.00
Sour cream		16 oz	214	2.49					
Yogurt	Greek	32 oz	1464	5.65	221	6.99	610	4.37	
Yogurt	Yogurt	4-6 oz	373	1.05	233	1.00			
Yogurt	Yogurt	32 oz	755	3.77	534	4.85	651	3.34	

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	214	4.77			
Cottage cheese		16 oz				4.29	214	4.29			
Milk	All fat tests	half gallon	3.69-4.99	698	4.24	2.98-3.29	379	3.13	2.99-3.29	595	3.23
Milk	All fat tests	gallon				4.49-5.49	512	4.83	4.49-5.49	485	4.75
Sour cream		16 oz				2.49	214	2.49			
Yogurt	Greek	32 oz				5.49-5.99	398	5.76	5.49	458	5.49
Yogurt	Yogurt	4-6 oz	0.69-1.67	132	1.14	1.00	114	1.00	1.00	127	1.00
Yogurt	Yogurt	32 oz	3.49-3.69	577	3.54						

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						
Cheese	Natural Varieties	8 oz shred	3.49-3.69	199	3.61						
Cream cheese		8 oz							2.69	69	2.69
Milk	All fat tests	half gallon	3.29	78	3.29	3.99	137	3.99	3.29	289	3.29
Milk	All fat tests	gallon	4.49	219	4.49	4.49	451	4.49	4.49	121	4.49
Yogurt	Greek	32 oz	5.29	78	5.29	5.49	120	5.49	5.49-5.99	410	5.84
Yogurt	Yogurt	32 oz				4.49	178	4.49			

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
Milk	All fat tests	gallon	4.79	11	4.79			

REGIONAL DEFINITIONS

As used in this report, regions include the following states:

Wtd Avg - Simple weighted average



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