

ORGANIC DAIRY MARKET NEWS

Information gathered March 13 - 24, 2023

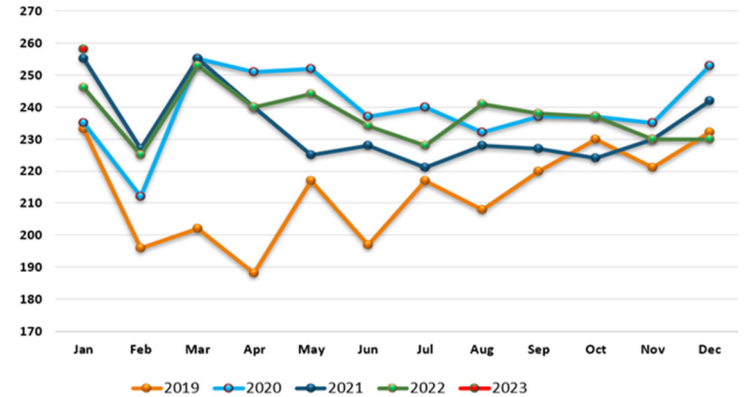
ORGANIC DAIRY FLUID OVERVIEW

Organic Milk Product Sales. The Agricultural Marketing Service (AMS) reported January 2023 estimated fluid product sales. The U.S. sale of total organic milk products was 258 million pounds, up 4.8 percent from January 2022 and up 4.8 percent year-to-date. Organic whole milk sales, 125 million pounds, were up 10.2 percent compared to a year earlier and up 10.2 percent year-to-date. Reduced fat milk (2%) sales were 85 million pounds, up 1.1 percent from the previous year and up 1.1 percent year-to-date. Organic flavored whole milk sales, 1 million pounds, decreased 60.9 percent from the previous year and decreased 60.9 percent year-to-date.

Estimated Total U.S. Sales of Organic Fluid Milk Products
January 2023, with comparisons

PRODUCT NAME	SALES ^{1 2}		CHANGE from:	
	<u>December</u>	<u>Y-T-D</u>	<u>Prev Yr.</u>	<u>Y-T-D</u>
	<i>(million pounds)</i>		<i>(percent)</i>	
<u>Organic Production Practice</u>				
Whole Milk	125	125	10.2	10.2
Flavored Whole Milk	1	1	-60.9	-60.9
Reduced Fat Milk (2%)	85	85	1.1	1.1
Low Fat Milk (1%)	27	27	1.3	1.3
Fat-Free Milk (Skim)	13	13	-6.8	-6.8
Flavored Fat-Reduced Milk	7	7	8.7	8.7
Other Fluid Milk Products	0	0	442.8	442.8
Total Fat-Reduced Milk ³	132	132	0.9	0.9
Tot. Organic Milk Products	258	258	4.8	4.8

Estimated Total U.S. Sales of Organic Fluid Milk Products
(Million Lbs.)



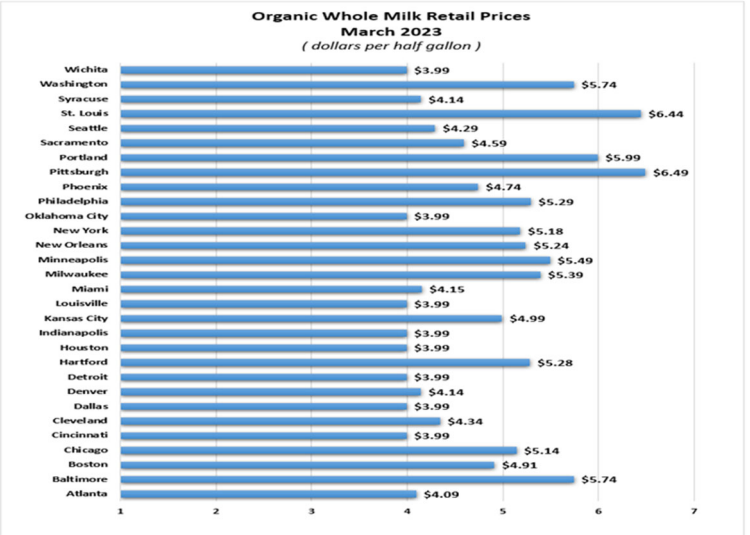
¹ These figures are representative of the consumption of fluid milk products in Federal milk order marketing areas, which account for approximately 92 percent of total fluid milk sales in the United States. An estimate of total U.S. fluid milk sales is derived by extrapolating the remaining 8 percent of sales from the Federal milk order data. Reported volumes do not include added non-dairy ingredients such as sweeteners or flavorings. ² Data may not add due to rounding. ³ Organic fat-reduced milk categories are the total of reduced fat, low-fat, skim and flavored fat-reduced milk sales.

Organic Milk Utilization and Fat Content. Federal Milk Market Order 1, in New England, reports utilization of types of organic milk by pool plants. During February 2023, organic whole milk utilization totaled 16.7 million pounds, up from 16.1 million pounds the previous year. Butterfat content, 3.27 percent, decreased from 3.28 percent a year ago. The utilization of organic reduced fat milk, 14.9 million pounds, decreased from 17.6 million pounds the previous year. February 2023 butterfat content, 1.39 percent, increased from 1.37 percent the previous year.

Organic Cow Auction Prices. In a recent report from a Pacific Northwest livestock auction, organic cull cows traded slightly below the conventional cows. The average price for the top 10 organic cows auctioned was \$97.68 per hundredweight, compared to an average price of \$98.16 per hundredweight for auctioned top 10 conventional cows.

ORGANIC DAIRY RETAIL OVERVIEW

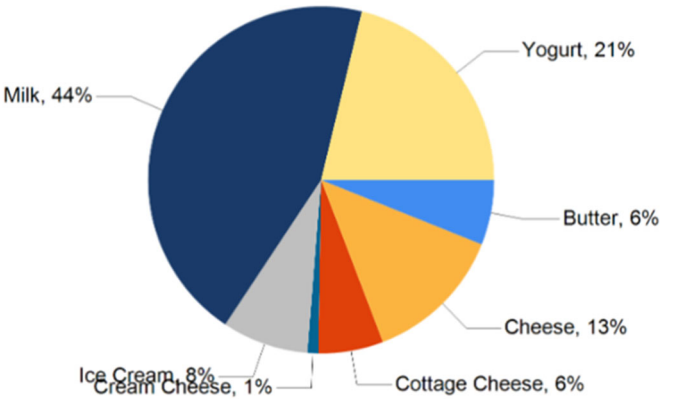
Organic Milk Retail Prices for Selected U.S. Cities. The March 2023 retail surveys of selected supermarkets in 30 U.S. cities identifies the retail prices of organic whole milk in the half gallon container. The prices ranged from \$3.99 in multiple cities to \$6.49 in Pittsburgh, PA. The simple average price, \$4.79, for March 2023 is lower than the previous month. The following graph shows the organic milk prices in the half gallon package size for each of the 30 U.S. cities surveyed.



Organic Dairy Retail Ads Summary. This week, total organic ads declined 12 percent from last week's survey. Milk in the gallon containers is the most advertised organic dairy item, followed by regular yogurt in the 32-ounce package size. As a percentage of total organic ads by commodity, organic milk and organic yogurt posted the majority of organic dairy ads, 44 and 21 percent, respectively. Regionally, the Northeast and Southeast had the largest volume of organic dairy ads, although regional ad numbers decreased by 42 percent and 9 percent, respectively. Meanwhile, markets in the Midwest saw a jump in ads this week, up 79 percent compared to the previous retail survey.

The following pie chart provides the percentage of ads totals for all surveyed organic dairy commodities.

Percentage of Total Organic Ads by Commodity



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Product pricing information of selected organic retail dairy commodities from the current weekly survey is presented in the following table:

**NATIONAL RETAIL ORGANIC DAIRY
WEIGHTED AVERAGE ADVERTISED PRICE**

COMMODITY	<u>This Week</u>	<u>Last Week</u>	<u>Last Year</u>
Butter			
16 oz.	\$5.23	\$5.45	\$5.74
Cheese			
6-8 oz. block	\$7.34	\$6.38	n.a.
6-8 oz. shred	\$5.12	\$3.33	n.a.
6-8 oz. sliced	\$4.99	n.a.	n.a.
Cottage Cheese			
16 oz.	\$4.85	\$4.66	\$3.98
Cream Cheese			
8 oz.	\$4.49	\$3.19	n.a.
Ice Cream			
14-16 oz.	n.a.	\$6.99	n.a.
48-64 oz.	\$8.74.	\$8.91	n.a.
Milk			
Half Gal.	\$4.46	\$4.53	\$4.61
Gallon	\$5.37	\$5.29	\$5.86
Sour Cream			
16 oz.	n.a.	\$2.38	\$2.35
Yogurt			
4-6 oz. Yogurt	\$1.12	n.a.	\$1.10
32 oz. Greek	\$5.89	\$6.33	\$4.00
32 oz. Yogurt	\$4.38	\$4.48	\$3.85

Data source: USDA Dairy Market News