

**ORGANIC DAIRY MARKET NEWS**  
Information gathered January 4 - 15, 2021

For more additional information, access the links:  
<https://www.ams.usda.gov/mnreports/lbfnof.pdf>

**ORGANIC DAIRY FLUID OVERVIEW**

**Organic Milk Product Sales.** The Agricultural Marketing Service (AMS) reports that estimated US sales of total organic milk products for November 2020 were 235 million pounds, up 6.1 percent from November 2019 and up 10.6 percent year-to-date. Organic whole milk sales for November 2020, 104 million pounds, were up 2.3 percent compared to a year earlier and up 11.5 percent compared with year-to-date 2019. Reduced fat milk (2%) sales were 82 million pounds, up 14.0 percent from the previous year and up 15.3 percent year-to-date.

Grower FOB Farm Gate Organic Grain									
Feed Grade	Unit	Spot Transactions				Forward Contracts			Cash Bids
		Price Range	Avg.	Change	Prior Year	Price Range	Delivery Period	Price Range	
Yellow Corn	S/bu	6.00 - 7.20	6.65	0.02	8.08	6.00 - 7.00	Jan-21 - Mar-21	N/A - N/A	N/A - N/A
Soybeans	S/bu	N/A - N/A	N/A	N/A	17.97	N/A - N/A	N/A - N/A	19.00 - 19.00	N/A - N/A
Wheat	S/bu	N/A - N/A	N/A	N/A	N/A	N/A - N/A	N/A - N/A	N/A - N/A	N/A - N/A
Oats	S/bu	N/A - N/A	N/A	N/A	N/A	N/A - N/A	N/A - N/A	N/A - N/A	N/A - N/A
Barley	S/bu	N/A - N/A	N/A	N/A	N/A	N/A - N/A	N/A - N/A	N/A - N/A	N/A - N/A
Rye	S/bu	N/A - N/A	N/A	N/A	N/A	N/A - N/A	N/A - N/A	N/A - N/A	N/A - N/A
Sorghum	S/bu	N/A - N/A	N/A	N/A	N/A	N/A - N/A	N/A - N/A	N/A - N/A	N/A - N/A

**ESTIMATED TOTAL U.S. SALES OF ORGANIC FLUID MILK PRODUCTS, November 2020, with comparisons<sup>1/</sup>**

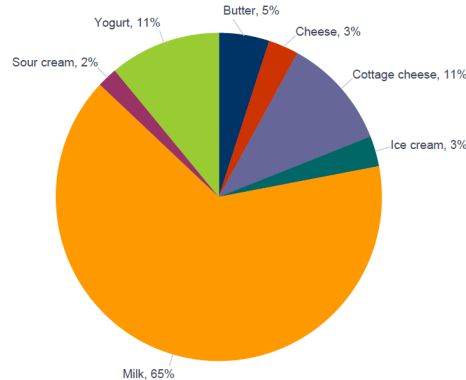
PRODUCT NAME	SALES <sup>2</sup>	CHANGE		
from:				
	November	Y-T-D <sup>4</sup>	Prev Yr.	Y-T-D
Organic Production Practice (percent)	(million pounds)			
Whole Milk	104	1,155	2.3	11.5
Reduced Fat Milk (2%)	82	900	14.0	15.3
Low Fat Milk (1%)	24	302	-7.6	1.1
Fat-Free Milk (Skim)	16	181	4.3	3.8
Flavored Fat-Reduced Milk	9	84	33.9	2.0
Other Fluid Milk Products	0	1	57.7	57.4
Total Fat-Reduced Milk <sup>3</sup>	131	1,468	9.3	9.9
Tot. Organic Milk Products	235	2,623	6.1	10.6

<sup>1</sup> 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 interpolating 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. <sup>2</sup> Data may not add due to rounding. <sup>3</sup> Both conventional and organic fat-reduced milk categories are the total of reduced fat, lowfat, skim and flavored fat-reduced milk.

**ORGANIC DAIRY RETAIL OVERVIEW**

**Organic Dairy Retail Ad Summary.** This week, total organic ads for surveyed retail stores increased 12 percent over the previous week's report. The survey shows collective organic cheese ads increased 1,445 percent, organic milk ads increased 54 percent, but organic yogurt ads declined 60 percent. The weighted average advertised price for organic half gallon milk was \$3.91, compared to \$1.54 for conventional half gallons, leading to an organic premium of \$2.37. The organic premium increased 33 cents from the previous week. The following pie chart identifies the percentages of total ads for organic dairy commodities from surveyed stores with ads.

Percentage of Total Organic Ads by Commodity



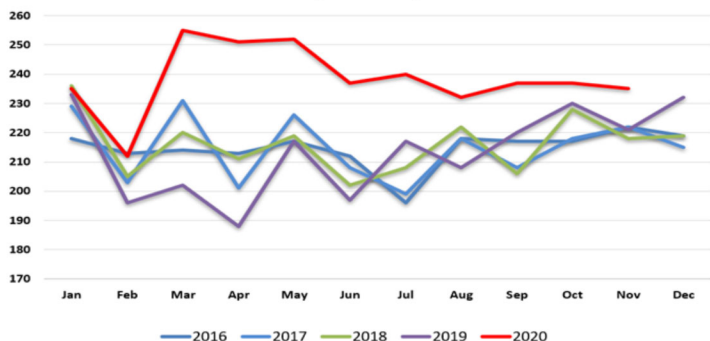
Data source: USDA Dairy Market News

Advertising information presented is compiled from nearly 23,000 surveyed newspaper supermarket ads. Prices are valid from January 15-21, 2021. Retail survey ads reflect "advertised specials" and not the range of non-advertised supermarket cooler prices.

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

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



**Organic Milk Demand Rises.** One of the largest U.S. organic cooperatives announced that organic milk demand is increasing across the country. Centered on recent data that was collected, organic milk demand grew 11.3 percent in the last year and 8.4 percent the past 6 months. Organic milk is currently being sold for \$30 to \$35 a hundredweight. A five-dollar organic premium, \$35 to \$40 per hundredweight, can be realized for organic grass-fed milk.

**ORGANIC GRAIN FEEDSTUFF OVERVIEW**

**National Organic Grain Feedstuff.** Trade activity is moderate on good to moderate buyer interest for organic feed grade corn and soybeans. Spot prices range 6.00 to 7.20 per bushel for feed grade yellow corn. Trading is mostly inactive on all other organic grains.

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

<u>COMMODITY</u>	<u>This Week</u>	<u>Last Week</u>	<u>Last Year</u>
<b>Butter</b>	\$5.04	\$4.99	\$5.49
<b>Cottage Cheese</b>	\$3.86	\$3.64	\$3.50
<b>Milk</b>			
Half Gal.	\$3.91	\$4.03	\$3.66
Gallon	\$5.29	\$5.79	\$5.99
8 oz.UHT	\$0.97	n.a.	\$1.00
<b>Yogurt</b>			
4-6 oz. Greek	\$1.33	<u>n.a.</u>	n.a.
32 oz. Greek	n.a.	\$3.99	\$3.39
4-6 oz. Yogurt	\$0.69	\$1.50	n.a.
32 oz. Yogurt	\$3.33	\$3.49	\$4.29

Data source: USDA Dairy Market News

**DIRECT TO CONSUMER  
ORGANIC DAIRY PRODUCTS PRICES**

The following tables identify U.S. price range results from a Dairy Market News national survey of publicly available prices of organic dairy products, available from farmstead outlets and online. There may be prices offered outside of the price range which were not identified by the survey. These are cows' milk products.

<b>BUTTER</b>			
Commodity	Type	Pack Size	: Organic : <u>Price Range \$</u>
Organic Butter		1 lb	: 3.50 - 5.50
Organic Butter		8 oz	: 2.75 - 10.00

<b>CHEESE</b>			
Commodity	Type	Pack Size	: Organic : <u>Price Range \$</u>
Organic Cheese	Cheddar - 2-4 year	8 oz	: 5.73 - 10.00
Organic Cheese	Cheddar - 5-9 year	8 oz	: 8.50 -
Organic Cheese	Cheddar - Medium	8 oz	: 4.50 - 5.50
Organic Cheese	Cheddar - Mild	8 oz	: 4.14 - 6.00
Organic Cheese	Cheddar - Sharp	8 oz	: 4.50 - 6.93
Organic Cheese	Colby	8 oz	: 4.50 - 6.29
Organic Cheese	Farmers	8 oz	: 4.00 - 6.00
Organic Cheese	Gouda	8 oz	: 4.50 - 12.00
Organic Cheese	Monterey Jack	8 oz	: 4.50 - 6.00
Organic Cheese	Mozzarella	8 oz	: 4.50 - 12.50
Organic Cheese	Muenster	8 oz	: 5.25 - 6.00
Organic Cheese	Pepper Jack	8 oz	: 12.50 -
Organic Cheese	Curds	per lb	: 12.00 -

<b>MILK</b>			
Commodity	Type	Pack Size	: Organic : <u>Price Range \$</u>
Organic Milk	All fat tests	Half Gallon	: 6.00

Information for the period January 4 - January 15, 2021 , issued monthly.