



Dairy Market News Branch

**Agricultural
Marketing
Service**

National Retail Report-Dairy

Websites: <http://www.marketnews.usda.gov/mnp/da-home> and <http://www.ams.usda.gov/mnreports/dybretail.pdf>

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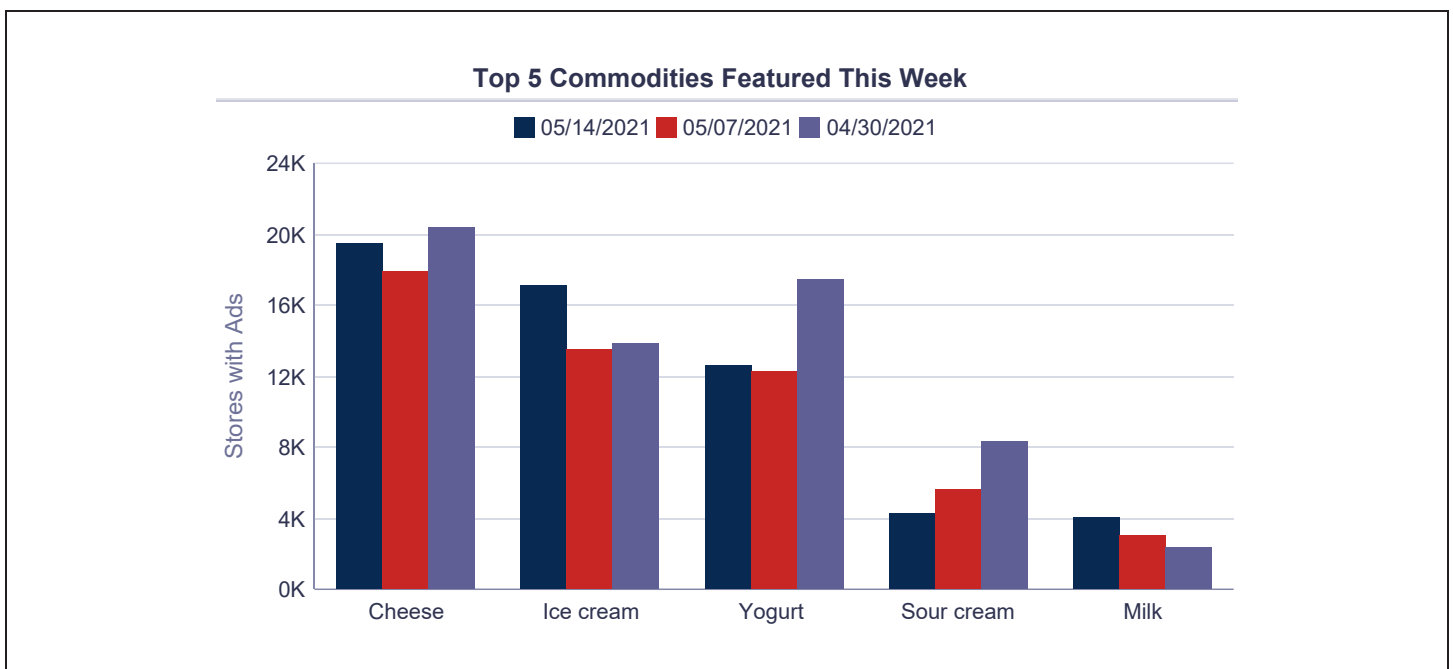
Advertised Prices for Dairy Products at Major Retail Supermarket Outlets ending during the period of 05/14/2021 to 05/20/2021

Conventional dairy ad numbers decreased 1 percent this week. The most advertised conventional dairy item this week is 48 to 64-ounce containers of ice cream. Ad numbers increased 26 percent from last week. The national weighted average price is \$3.05, down \$0.15 from last week. Conventional 8 oz. cream cheese has an average price of \$1.80, down \$0.08 from last week. Conventional cream cheese ad numbers decreased 27 percent.

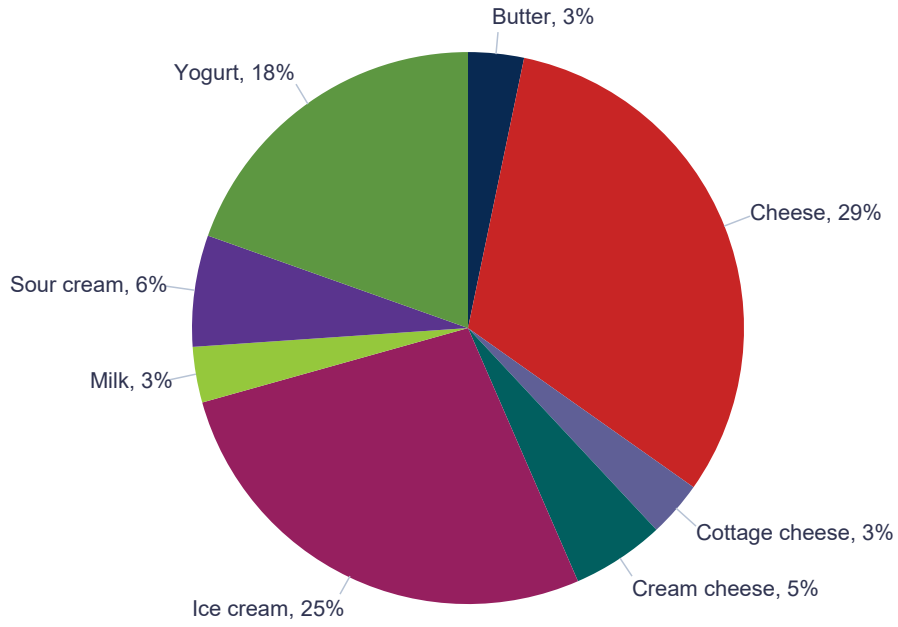
The weighted average advertised price for conventional 8-ounce shred cheese is \$2.65, up \$0.18 from last week. This is the most advertised conventional cheese category. The conventional 8-ounce block cheese weighted average advertised price is \$2.58, up \$0.14 from last week. Conventional cheese ad numbers increased 8 percent.

The national weighted average price for conventional Greek yogurt in 4-6-ounce containers, the most advertised conventional yogurt container size, is \$0.99, up \$0.03 from last week. The national weighted average price for conventional yogurt in 4-6-ounce containers is \$0.59, up \$0.11 from last week. Conventional yogurt ad numbers increased 2 percent.

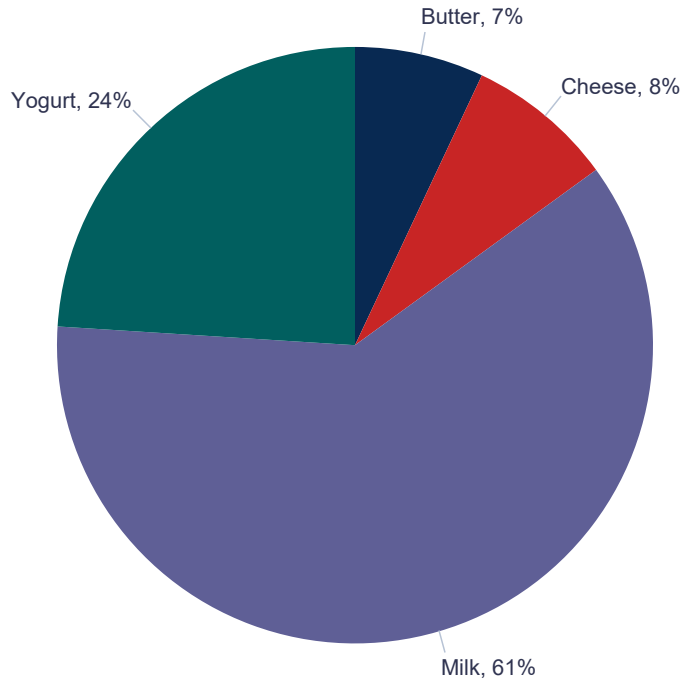
The national weighted average price for conventional half gallon milk is \$1.38, down from \$2.73 last week. The national weighted average advertised price for organic half gallons is \$4.16, up from \$3.82 last week. This results in an organic price premium of \$2.78.



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 #	2187	2.96	4886	2.87	2191	2.96
Cheese	Natural Varieties	8 oz block	4464	2.58	5282	2.44	7637	2.46
Cheese	Natural Varieties	1 # block	1954	3.92	1379	4.29	1329	4.92
Cheese	Natural Varieties	2 # block	1894	6.56	1483	5.86	269	6.73
Cheese	Natural Varieties	8 oz shred	8989	2.65	8903	2.47	6921	2.38
Cheese	Natural Varieties	1 # shred	1905	3.33	767	3.53	1105	4.58
Cottage cheese		16 oz	1746	2.34	3389	2.00	2124	2.18
Cream cheese		8 oz	3241	1.80	4441	1.88	1433	1.89
Flavored milk	All fat tests	half gallon	246	1.99	821	1.67		
Flavored milk	All fat tests	gallon	74	3.69	120	2.99	285	3.25
Ice cream		48-64oz	17042	3.05	13529	3.20	10701	2.89
Milk	All fat tests	half gallon	1333	1.38	545	2.73	583	2.79
Milk	All fat tests	gallon	865	3.51	337	2.97	105	1.99
Sour cream		16 oz	4287	1.88	5469	1.69	3284	1.93
Yogurt	Greek	4-6 oz	6060	.99	6099	.96	4850	.94
Yogurt	Greek	32 oz	1528	4.07	2514	3.98	1175	3.73
Yogurt	Yogurt	4-6 oz	3273	.59	2105	.48	2776	.56
Yogurt	Yogurt	32 oz	1032	2.65	952	2.66	706	2.36

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 #	1.99-3.99	1340	2.98	0.89-3.00	167	2.14	2.99	213	2.99
Cheese	Natural Varieties	8 oz block	1.77-4.49	1612	2.61	1.67-3.00	1509	2.43	1.99-2.99	462	2.65
Cheese	Natural Varieties	1 # block	3.00-9.99	543	5.87	3.00-4.29	1055	3.06	3.50	282	3.50
Cheese	Natural Varieties	2 # block	10.99	161	10.99				5.99	123	5.99
Cheese	Natural Varieties	8 oz shred	1.99-3.99	2210	2.62	1.67-3.50	2776	2.62	1.88-3.50	1854	2.40
Cheese	Natural Varieties	1 # shred	3.00-3.99	568	3.73	3.00-4.29	1055	3.06	3.50	282	3.50
Cottage cheese		16 oz	1.67-2.99	1084	2.25	2.50-3.00	275	2.61	2.49-2.50	249	2.49
Cream cheese		8 oz	1.50-3.00	898	1.98	1.66	1216	1.66	1.99	106	1.99
Ice cream		48-64oz	1.89-4.99	2526	2.85	1.89-5.00	4957	2.70	2.25-3.98	3377	3.08
Milk	All fat tests	half gallon	1.29-3.50	317	2.38	0.77	114	.77	0.77	458	.77
Milk	All fat tests	gallon	2.99-4.49	219	4.00	4.99	214	4.99			
Sour cream		16 oz	1.49-2.00	1776	1.75	1.50-3.00	1330	1.97	1.38-2.39	536	1.83
Yogurt	Greek	4-6 oz	0.49-1.67	2470	.99	0.83-1.25	677	1.02	0.99-1.25	772	1.15
Yogurt	Greek	32 oz	3.99-4.50	302	4.27	4.99-5.00	428	5.00	2.49-3.89	336	3.38
Yogurt	Yogurt	4-6 oz	0.50-0.60	1084	.55	0.33-0.50	560	.44	0.50-0.60	573	.53
Yogurt	Yogurt	32 oz	1.89-3.00	377	2.35	3.00	214	3.00			



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 #	2.99	62	2.99				2.49-3.50	394	3.23
Cheese	Natural Varieties	8 oz block	1.99-3.00	393	2.62	3.00	383	3.00	2.49	105	2.49
Cheese	Natural Varieties	1 # block	3.49	74	3.49						
Cheese	Natural Varieties	2 # block	5.99	78	5.99	5.99-6.99	1442	6.25	4.99	69	4.99
Cheese	Natural Varieties	8 oz shred	1.79-3.50	876	2.53	3.00-3.99	1003	3.34	2.49-2.50	210	2.50
Cottage cheese		16 oz	2.00-2.50	127	2.28						
Cream cheese		8 oz	1.50	62	1.50	1.67-2.00	538	1.78	1.67-2.49	394	1.89
Flavored milk	All fat tests	half gallon				1.99	246	1.99			
Flavored milk	All fat tests	gallon	3.69	74	3.69						
Ice cream		48-64oz	1.99-5.00	2312	3.36	2.49-6.99	2895	3.36	2.47-3.99	918	3.59
Milk	All fat tests	half gallon	0.77	78	.77	0.77-1.99	366	1.59			
Milk	All fat tests	gallon	0.99-2.99	207	2.28	2.99	120	2.99	2.50	105	2.50
Sour cream		16 oz	2.00-2.50	176	2.34	1.69	169	1.69	2.19	289	2.19
Yogurt	Greek	4-6 oz	0.99-1.00	403	.99	0.79-1.25	1161	.98	0.59-1.00	529	.75
Yogurt	Greek	32 oz	3.49-5.99	172	4.23	2.49-3.50	290	3.19			
Yogurt	Yogurt	4-6 oz	0.50-5.00	333	1.19	0.50-0.59	591	.56	0.49	121	.49
Yogurt	Yogurt	32 oz	2.50	54	2.50	2.49-3.00	315	2.71	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 #	2.99	11	2.99			
Cheese	Natural Varieties	2 # block	5.00	21	5.00			
Cheese	Natural Varieties	8 oz shred	2.69-4.00	60	3.53			
Cottage cheese		16 oz	1.50	11	1.50			
Cream cheese		8 oz				1.67	27	1.67
Ice cream		48-64oz	3.00-4.49	33	3.83	3.50	24	3.50
Sour cream		16 oz	1.50	11	1.50			
Yogurt	Greek	4-6 oz	1.00	21	1.00	0.99	27	.99
Yogurt	Yogurt	4-6 oz	0.67	11	.67			
Yogurt	Yogurt	32 oz	3.00	11	3.00			

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 #	214	4.99			69	6.99

Wtd Avg - Simple weighted average



Cheese	Natural Varieties	8 oz block	121	3.69	121	3.69		
Cheese	Natural Varieties	8 oz shred	121	3.69				
Cream cheese		8 oz					301	2.21
Milk	All fat tests	half gallon	1853	4.16	1844	3.82	770	3.61
Milk	All fat tests	gallon			266	6.20	105	5.00
Sour cream		16 oz			214	2.49	214	2.50
Yogurt	Greek	32 oz	214	3.50	349	6.38	428	4.50
Yogurt	Yogurt	4-6 oz	186	1.03				
Yogurt	Yogurt	32 oz	344	4.26	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
Butter		1 #				4.99	214	4.99			
Milk	All fat tests	half gallon	3.50-5.99	1001	4.31	4.49	214	4.49	3.99-4.46	296	4.28
Yogurt	Greek	32 oz				3.50	214	3.50			
Yogurt	Yogurt	4-6 oz	0.69	72	.69	1.25	114	1.25			
Yogurt	Yogurt	32 oz	3.69-3.99	207	3.78						

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
Cheese	Natural Varieties	8 oz block	3.69	121	3.69						
Cheese	Natural Varieties	8 oz shred	3.69	121	3.69						
Milk	All fat tests	half gallon				3.29-3.99	237	3.64	2.99	105	2.99
Yogurt	Yogurt	32 oz				4.99	137	4.99			

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

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

Wtd Avg - Simple weighted average



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