



Dairy Market News Branch

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National Retail Report-Dairy

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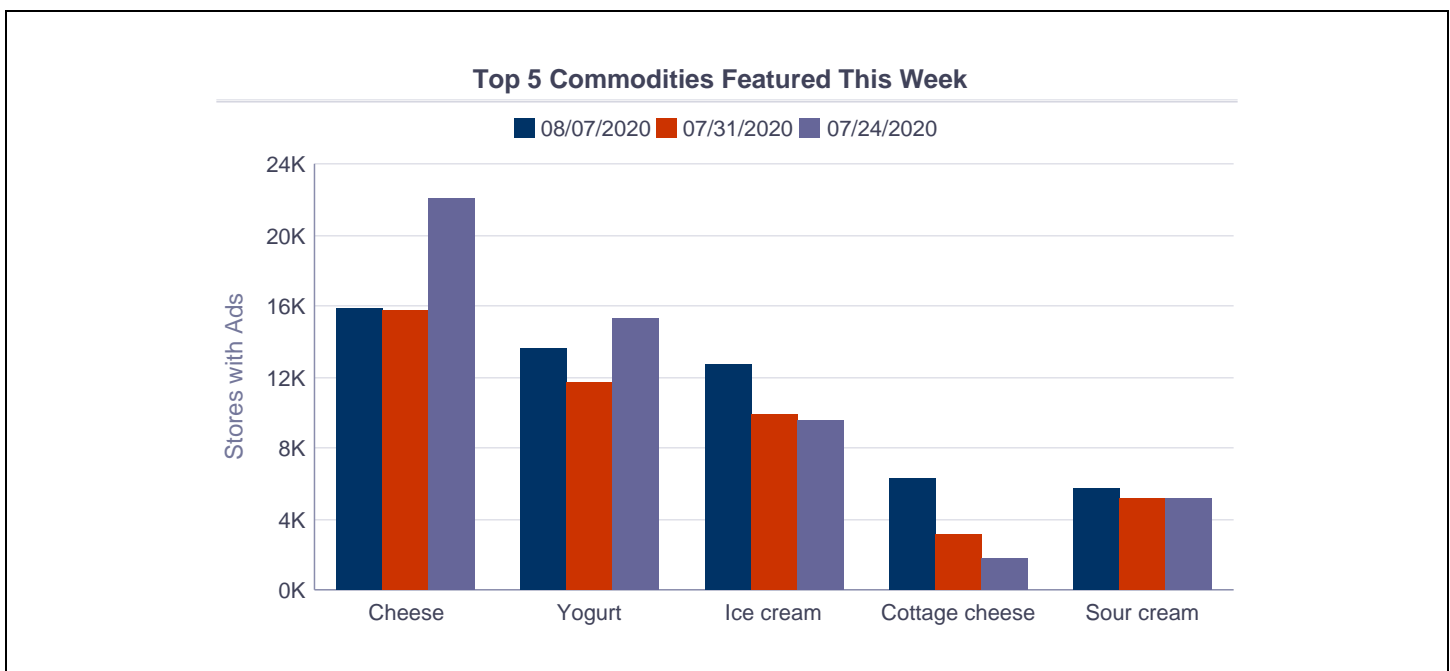
Advertised Prices for Dairy Products at Major Retail Supermarket Outlets ending during the period of 08/07/2020 to 08/13/2020

Conventional retail ad numbers this week increased 18 percent. Organic retail ad numbers decreased 3 percent. The most advertised single category/size is 48-64 oz conventional ice cream. Ad numbers increased 28 percent from last week. The weighted average advertised price, \$2.80, decreased 20 cents from last week. There are no ads for organic ice cream this week. Ads for conventional 1# butter decreased 44 percent. The weighted average advertised price, \$2.74, increased 3 cents.

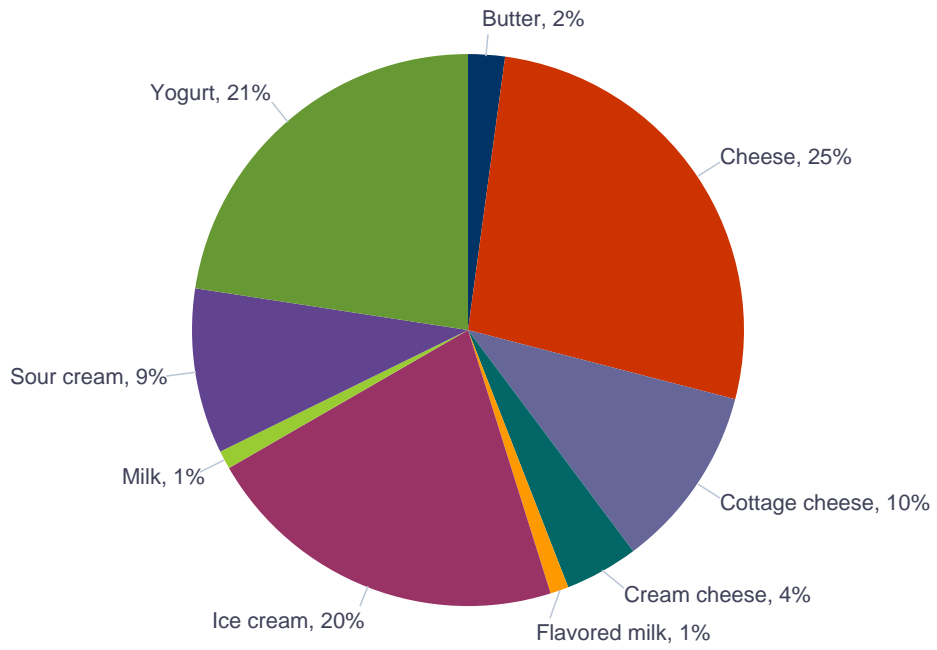
The conventional cheese ad count was nearly even with last week. There are no ads for organic cheese. Ad numbers for 8 oz block increased 59 percent. The weighted average advertised price, \$2.68, increased 17 cents.

Conventional yogurt ads increased 27 percent. Ads for conventional 4-6 oz Greek yogurt more than doubled. The average price, \$0.93, is even with last week.

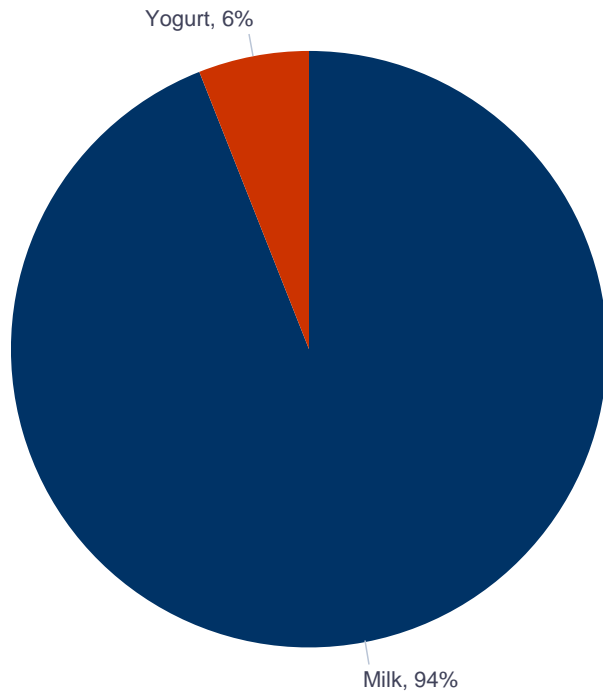
The national weighted average advertised price for conventional milk in half gallons is \$1.71, compared with \$4.11 for organic milk half gallons. This results in an organic premium of \$2.40. Conventional milk ads decreased 61 percent, while organic milk ads decreased 83 percent.



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 #	1462	2.74	2614	2.71	3771	3.22
Cheese	Natural Varieties	8 oz block	5171	2.68	3248	2.51	5713	2.14
Cheese	Natural Varieties	1 # block	1027	4.00	2283	3.45	3198	3.64
Cheese	Natural Varieties	2 # block	1164	6.05	2692	6.15	417	6.85
Cheese	Natural Varieties	8 oz shred	7966	2.54	4623	2.39	4799	2.29
Cheese	Natural Varieties	1 # shred	352	3.58	2917	3.66	2278	3.37
Cottage cheese		16 oz	6194	2.04	3124	1.78	2048	2.00
Cream cheese		8 oz	2544	2.38	1483	2.14	1735	1.73
Flavored milk	All fat tests	half gallon	488	2.56	106	1.49	1204	1.93
Flavored milk	All fat tests	gallon	167	2.55			668	3.34
Ice cream		48-64oz	12661	2.80	9873	3.00	11431	2.97
Milk	All fat tests	half gallon	131	1.71	868	1.98	231	2.03
Milk	All fat tests	gallon	360	2.57	394	2.15	662	2.79
Sour cream		16 oz	5698	1.83	5231	1.74	3898	1.81
Yogurt	Greek	4-6 oz	9182	.93	4394	.93	6800	.97
Yogurt	Greek	32 oz	683	4.80	1360	4.40	2193	4.09
Yogurt	Yogurt	4-6 oz	3337	.49	4472	.51	5400	.51
Yogurt	Yogurt	32 oz	226	2.25	326	2.67	619	1.95

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 #	1.99-3.50	811	2.87				1.99-2.79	282	2.59
Cheese	Natural Varieties	8 oz block	1.99-3.49	1479	2.62	2.50-3.00	1197	2.92	2.50-3.50	436	2.75
Cheese	Natural Varieties	1 # block	3.99-4.49	441	4.15				3.89	586	3.89
Cheese	Natural Varieties	2 # block	4.99-5.88	192	5.38	5.99	114	5.99	5.99-7.49	388	6.21
Cheese	Natural Varieties	8 oz shred	1.99-3.50	2009	2.40	1.99-3.00	2708	2.68	1.67-3.50	683	2.50
Cheese	Natural Varieties	1 # shred	3.49-3.99	283	3.60				3.50	69	3.50
Cottage cheese		16 oz	1.99-2.60	1625	2.20	1.50-2.50	2788	1.94	1.99-2.50	274	2.10
Cream cheese		8 oz	1.67-2.99	555	2.39	1.50-2.99	1494	2.50	1.50-1.99	191	1.78
Flavored milk	All fat tests	half gallon				2.50-3.00	488	2.56			
Ice cream		48-64oz	1.97-3.99	3208	2.74	1.97-5.99	2989	2.80	2.49-5.00	2474	2.76
Milk	All fat tests	half gallon							0.99	110	.99
Milk	All fat tests	gallon							2.50-2.77	122	2.62
Sour cream		16 oz	1.50-2.50	1392	1.88	0.99-2.19	2833	1.82	1.79-1.99	378	1.87
Yogurt	Greek	4-6 oz	0.69-1.00	2767	.90	0.88-1.00	2942	.95	0.80-1.00	1189	.92
Yogurt	Greek	32 oz	3.99-5.00	243	4.44						
Yogurt	Yogurt	4-6 oz	0.49-0.60	1305	.50	0.50	248	.50	0.40-0.50	419	.47

Wtd Avg - Simple weighted average



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
Yogurt	Yogurt	32 oz	2.99	59	2.99				1.99	106	1.99

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 #	1.99-3.49	245	2.31	2.99	63	2.99	2.99	61	2.99
Cheese	Natural Varieties	8 oz block	2.00-2.99	584	2.51	1.99-3.50	946	2.75	1.67-2.99	529	2.29
Cheese	Natural Varieties	2 # block	5.99-6.99	192	6.58	5.88-5.99	230	5.94			
Cheese	Natural Varieties	8 oz shred	1.99-2.99	1295	2.55	1.99-3.00	916	2.66	1.67-1.99	279	1.80
Cottage cheese		16 oz	1.99-2.68	264	2.18	1.49-2.49	1195	2.02			
Cream cheese		8 oz				2.25-3.00	199	2.48	1.67	105	1.67
Flavored milk	All fat tests	gallon				3.49	62	3.49	1.99	105	1.99
Ice cream		48-64oz	1.88-4.99	1312	2.99	1.97-3.99	1525	2.86	1.97-3.49	1056	2.66
Milk	All fat tests	gallon	2.99	133	2.99				1.99	105	1.99
Sour cream		16 oz	1.25-1.99	385	1.73	1.49-1.99	641	1.80			
Yogurt	Greek	4-6 oz	0.79-1.00	575	.91	0.88-1.00	1334	.93	0.88-1.25	295	.98
Yogurt	Greek	32 oz				4.99-5.00	371	5.00			
Yogurt	Yogurt	4-6 oz	0.49-0.50	656	.49	0.50	315	.50	0.39-0.50	394	.47
Yogurt	Yogurt	32 oz							1.98	61	1.98

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
Cheese	Natural Varieties	2 # block	5.88	21	5.88	5.88	27	5.88
Cheese	Natural Varieties	8 oz shred	2.79-3.00	49	2.88	3.00	27	3.00
Cottage cheese		16 oz	2.49	21	2.49	2.49	27	2.49
Ice cream		48-64oz	2.78-4.99	70	3.99	2.78	27	2.78
Milk	All fat tests	half gallon	5.49	21	5.49			
Sour cream		16 oz	1.99	42	1.99	1.99	27	1.99
Yogurt	Greek	4-6 oz	0.88-1.25	53	1.10	0.88	27	.88
Yogurt	Greek	32 oz	4.99-5.00	42	5.00	5.00	27	5.00

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

Wtd Avg - Simple weighted average



Butter		1 #			69	6.99	214	5.99
Cheese	Natural Varieties	8 oz block					161	3.99
Cottage cheese		16 oz					214	4.29
Cream cheese		8 oz			214	2.50	247	2.69
Ice cream		48-64oz			72	6.99	214	5.99
Milk	All fat tests	half gallon	2497	4.11	2041	3.79	2732	4.07
Milk	All fat tests	gallon	633	6.24	147	6.99	347	6.22
Milk	All fat tests	8 oz UHT	216	1.01				
Sour cream		16 oz					289	2.49
Yogurt	Greek	32 oz			114	4.99	269	5.20
Yogurt	Yogurt	4-6 oz					137	1.00
Yogurt	Yogurt	32 oz	195	3.00	1002	2.99	522	3.50

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	3.99-4.99	678	4.53	3.99-4.00	301	3.99	2.99-4.49	486	3.35
Milk	All fat tests	gallon	6.99	161	6.99	5.99	61	5.99			
Milk	All fat tests	8 oz UHT	1.00	108	1.00	1.00	87	1.00			
Yogurt	Yogurt	32 oz				3.00	195	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
Milk	All fat tests	half gallon	3.99	133	3.99	3.49-4.99	666	4.44	3.49	174	3.49
Milk	All fat tests	gallon				5.99	411	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	half gallon	3.29-4.99	32	4.41	4.99	27	4.99
Milk	All fat tests	8 oz UHT	1.08	21	1.08			

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