



## 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/dybretil.pdf>

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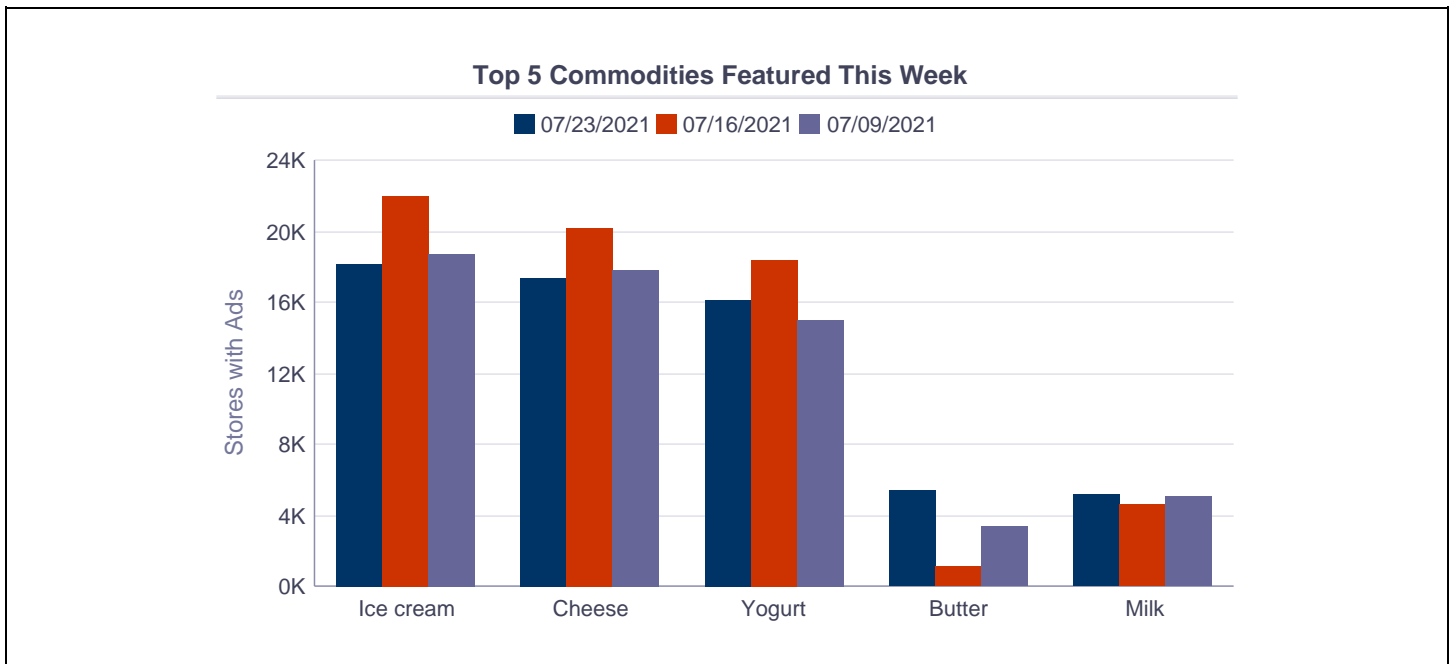
### Advertised Prices for Dairy Products at Major Retail Supermarket Outlets ending during the period of 07/23/2021 to 07/29/2021

Total conventional dairy advertisements are down 10 percent, while total organic dairy ads increased 8 percent from week 28. Both conventional and organic butter ads each increased by over 300 percent. The national weighted average advertised price for conventional 1-pound butter is \$2.58, down 89 cents from last week. The national weighted average advertised price for organic 1-pound butter is \$5.20, up 21 cents from last week. Conventional ice cream in 48 to 64-ounce containers maintained the top spot for the most advertised dairy item. It had twice as many ads as the next contender, conventional Greek yogurt in 4 to 6-ounce containers.

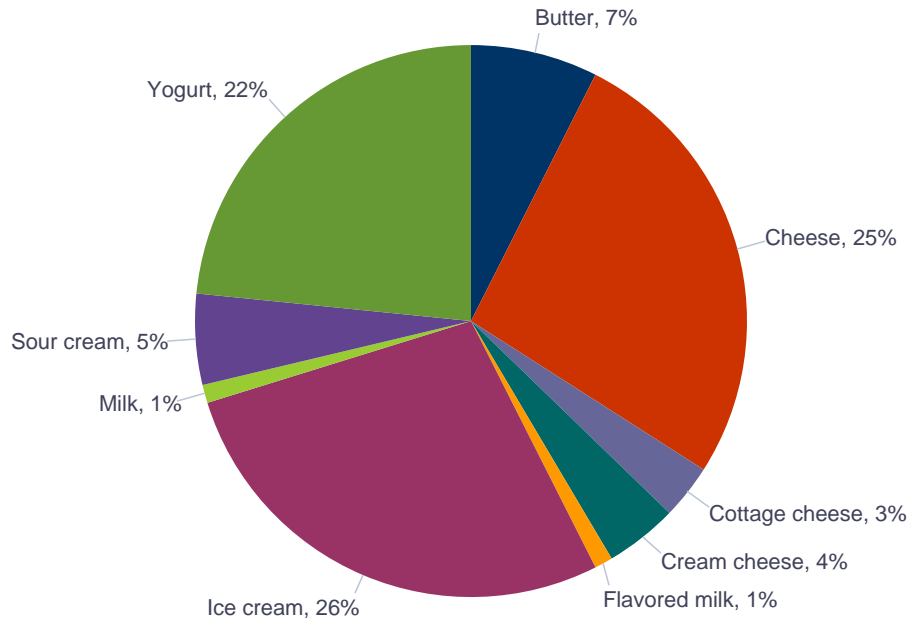
The national weighted average advertised price for conventional Greek yogurt in 4 to 6-ounce containers is \$0.92, down 4 cents from last week. Conventional yogurt in 4 to 6-ounce containers has a weighted average advertised price of \$0.56, up two pennies from last week. Conventional yogurt ads decreased 11 percent, while organic ads decreased 26 percent.

The national weighted average advertised price for conventional 8-ounce cheese shreds is \$2.56, 8 cents above the price last week. The weighted average advertised price for conventional 8-ounce cheese blocks is \$2.53, 24 cents above the price last week. Conventional cheese ads decreased 13 percent.

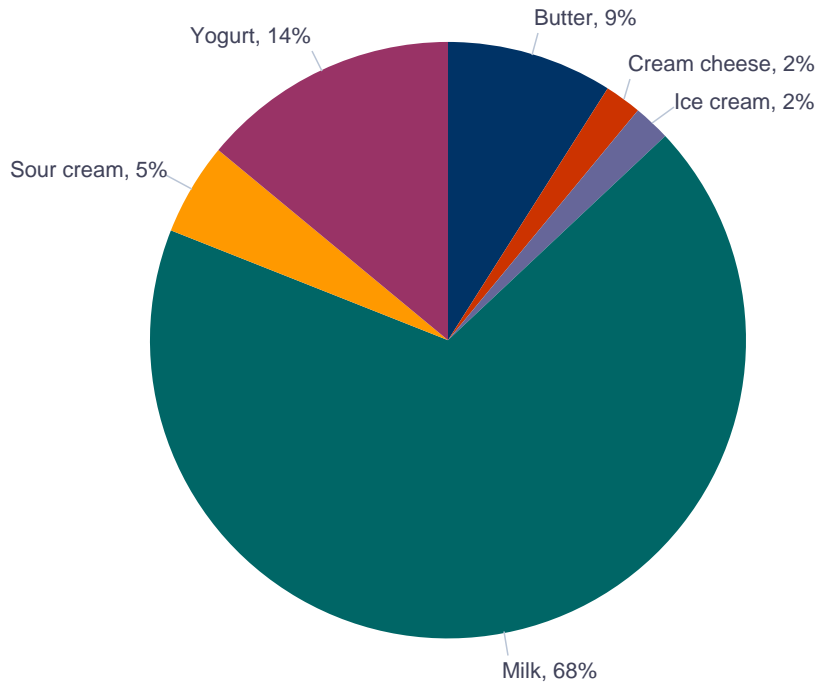
Organic milk ads increased 7 percent and conventional milk ads increased 32 percent. The national weighted average advertised price for conventional half gallon milk is \$1.61, down 86 cents from last week. For organic half gallons, the national weighted average advertised price is \$3.88, up 6 cents from last week. The resulting organic price premium is \$2.27. Organic half gallon milk is the most advertised organic dairy item for the week.



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 #	4868	2.58	983	3.47	2923	3.70
Cheese	Natural Varieties	8 oz block	6145	2.53	5517	2.29	4900	2.56
Cheese	Natural Varieties	1 # block	903	4.02	362	3.83	914	3.92
Cheese	Natural Varieties	2 # block	1496	6.27	1662	5.44	3103	6.15
Cheese	Natural Varieties	8 oz shred	8046	2.56	12164	2.48	6340	2.23
Cheese	Natural Varieties	1 # shred	787	4.00	312	3.94	868	4.01
Cottage cheese		16 oz	2304	2.28	3024	2.10	3469	1.89
Cream cheese		8 oz	2791	1.98	4733	2.19	898	1.57
Flavored milk	All fat tests	half gallon	449	2.50	559	2.36	214	2.50
Flavored milk	All fat tests	gallon	286	3.98	180	3.98	273	3.22
Ice cream		48-64oz	17995	2.85	21902	2.83	13365	3.12
Milk	All fat tests	half gallon	312	1.61	540	2.47	708	2.42
Milk	All fat tests	gallon	724	2.48	243	2.75	116	2.08
Sour cream		16 oz	3461	1.81	3926	1.77	6114	1.78
Yogurt	Greek	4-6 oz	8161	.92	9190	.96	7131	.97
Yogurt	Greek	32 oz	2207	4.41	2805	3.99	1088	4.35
Yogurt	Yogurt	4-6 oz	2378	.56	3537	.54	3045	.48
Yogurt	Yogurt	32 oz	2528	2.57	1652	2.22	983	2.48

## 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	1972	3.01	1.99-3.00	475	2.17	1.99-2.50	644	2.04
Cheese	Natural Varieties	8 oz block	1.99-3.99	1993	2.60	1.67-3.50	2284	2.55	1.67-3.50	843	2.66
Cheese	Natural Varieties	1 # block	2.99-5.99	293	3.97	2.50-4.49	115	3.42	3.99-4.29	213	4.14
Cheese	Natural Varieties	2 # block	6.99-7.99	327	7.80				3.99	127	3.99
Cheese	Natural Varieties	8 oz shred	1.49-3.99	3226	2.65	1.67-3.50	2432	2.54	1.67-3.50	1050	2.56
Cheese	Natural Varieties	1 # shred	2.99-3.49	199	3.15	4.49-4.98	115	4.75	3.99-4.29	213	4.14
Cottage cheese		16 oz	1.89-3.00	1421	2.33	1.50-2.50	638	2.07	2.79	69	2.79
Cream cheese		8 oz	0.99-3.00	864	1.62	0.98-3.00	1031	1.85	2.49-3.00	702	2.57
Flavored milk	All fat tests	half gallon				2.50	120	2.50	2.50	57	2.50
Flavored milk	All fat tests	gallon							3.98-3.99	286	3.98
Ice cream		48-64oz	1.99-4.99	4409	3.07	1.97-4.99	5331	2.95	1.97-4.00	2978	2.61
Milk	All fat tests	gallon	1.39	167	1.39				3.49	180	3.49
Sour cream		16 oz	1.29-2.50	2275	1.90	1.50-1.67	304	1.60	1.57-2.25	356	1.83
Yogurt	Greek	4-6 oz	0.80-1.00	2323	.98	0.80-1.00	1992	.96	0.60-1.00	1316	.84
Yogurt	Greek	32 oz	3.49-5.99	1043	4.60	2.50-5.00	421	4.48	3.47-3.99	307	3.69
Yogurt	Yogurt	4-6 oz	0.50-0.60	790	.54	0.50-0.60	423	.57	0.50-0.60	356	.58



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	1.99-2.99	627	2.34	2.00-4.99	1531	2.38			

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 #	1.99-4.49	703	2.67	1.99-2.50	702	2.17	1.99-2.99	361	2.38
Cheese	Natural Varieties	8 oz block	1.66-2.99	719	2.17				1.99-3.33	295	2.31
Cheese	Natural Varieties	1 # block	2.97	60	2.97	2.99	62	2.99	4.99	121	4.99
Cheese	Natural Varieties	2 # block	5.99	121	5.99	4.99-7.49	804	6.06	5.99	69	5.99
Cheese	Natural Varieties	8 oz shred	2.00-3.00	780	2.46	2.00	120	2.00	1.99-3.33	427	2.41
Cheese	Natural Varieties	1 # shred				2.99	62	2.99	3.69-4.99	187	4.53
Cottage cheese		16 oz	2.00-2.19	148	2.10						
Cream cheese		8 oz	1.25	80	1.25				2.49	66	2.49
Flavored milk	All fat tests	half gallon	2.00-2.99	272	2.51						
Ice cream		48-64oz	1.97-5.29	2464	2.58	1.97-3.50	2179	2.75	2.47-3.00	543	2.89
Milk	All fat tests	half gallon	1.79-2.00	207	1.92				0.99	105	.99
Milk	All fat tests	gallon				1.67-3.09	377	2.48			
Sour cream		16 oz	1.67-2.19	286	1.95				0.99-1.39	240	1.10
Yogurt	Greek	4-6 oz	0.79-1.00	1095	.89	0.77-1.00	1063	.86	0.80-1.00	361	.93
Yogurt	Greek	32 oz	3.49	121	3.49	4.99	246	4.99	3.99	69	3.99
Yogurt	Yogurt	4-6 oz	0.35-0.50	129	.43	0.50	244	.50	0.44-1.00	397	.62
Yogurt	Yogurt	32 oz				4.50	244	4.50	1.79	105	1.79

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 #	2.49	11	2.49			
Cheese	Natural Varieties	8 oz block	2.50	11	2.50			
Cheese	Natural Varieties	1 # block	5.49-5.99	39	5.85			
Cheese	Natural Varieties	2 # block	5.99	21	5.99	6.99	27	6.99
Cheese	Natural Varieties	8 oz shred	2.50	11	2.50			
Cheese	Natural Varieties	1 # shred	5.49	11	5.49			
Cottage cheese		16 oz	3.99	28	3.99			
Cream cheese		8 oz	2.99	21	2.99	3.49	27	3.49
Ice cream		48-64oz	2.49-3.50	64	3.17	3.29	27	3.29
Yogurt	Greek	4-6 oz	1.00	11	1.00			
Yogurt	Yogurt	4-6 oz	0.60-1.00	39	.89			
Yogurt	Yogurt	32 oz	4.99	21	4.99			

**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 #	561	5.20	120	4.99		
Cheese	Natural Varieties	8 oz shred			114	2.49		
Cream cheese		8 oz	135	3.00	240	2.50	214	2.50
Ice cream		48-64oz	120	5.99				
Milk	All fat tests	half gallon	3209	3.88	3118	3.82	2621	4.01
Milk	All fat tests	gallon	864	5.29	741	5.45	252	6.16
Milk	All fat tests	8 oz UHT	66	1.00				
Sour cream		16 oz	334	2.49	214	2.49		
Yogurt	Greek	32 oz	120	3.50	629	4.74	137	5.99
Yogurt	Yogurt	4-6 oz	348	1.03				
Yogurt	Yogurt	32 oz	361	3.28	487	4.93		

### 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 #	5.69	167	5.69	4.99	214	4.99	5.00	180	5.00
Cream cheese		8 oz	3.00	135	3.00						
Ice cream		48-64oz				5.99	120	5.99			
Milk	All fat tests	half gallon	3.49-5.29	1174	4.22	3.50-3.99	1336	3.58	2.99-4.49	243	3.71
Milk	All fat tests	gallon	5.97	167	5.97	4.99	214	4.99	5.00	180	5.00
Sour cream		16 oz				2.49	334	2.49			
Yogurt	Greek	32 oz				3.50	120	3.50			
Yogurt	Yogurt	4-6 oz	0.69-1.25	209	1.06						
Yogurt	Yogurt	32 oz	3.69	147	3.69	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
Milk	All fat tests	half gallon				3.99	167	3.99	3.99	289	3.99
Milk	All fat tests	gallon							5.00-5.49	292	5.31
Milk	All fat tests	8 oz UHT							1.00	66	1.00
Yogurt	Yogurt	4-6 oz	0.99	139	.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	gallon	4.99	11	4.99			

**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
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