



## 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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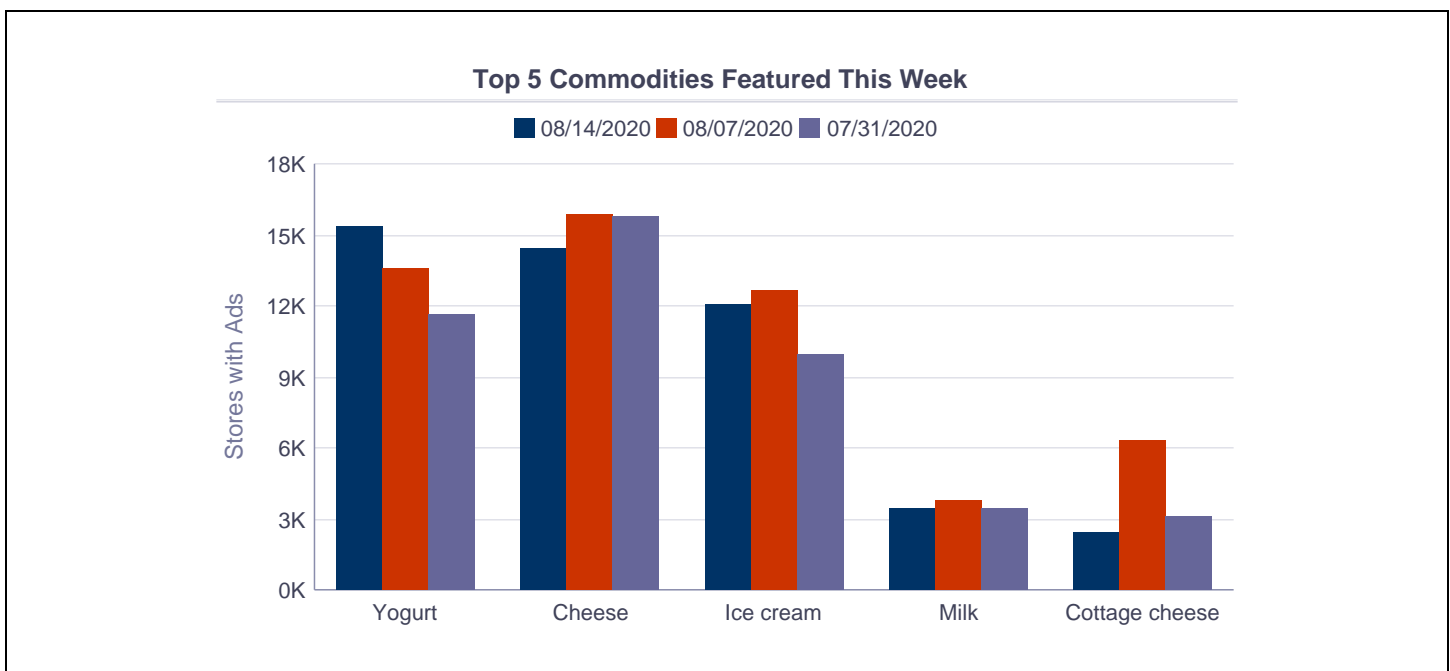
### Advertised Prices for Dairy Products at Major Retail Supermarket Outlets ending during the period of 08/14/2020 to 08/20/2020

During the current online retail advertisement period, the total number of conventional ads decreased 15 percent, while organic ads increased 24 percent. This week, the most advertised dairy product is conventional ice cream in 48-64 oz containers, a summer favorite. Ads for conventional 1# butter, increased 48 percent, with a weighted average advertised price of \$3.09.

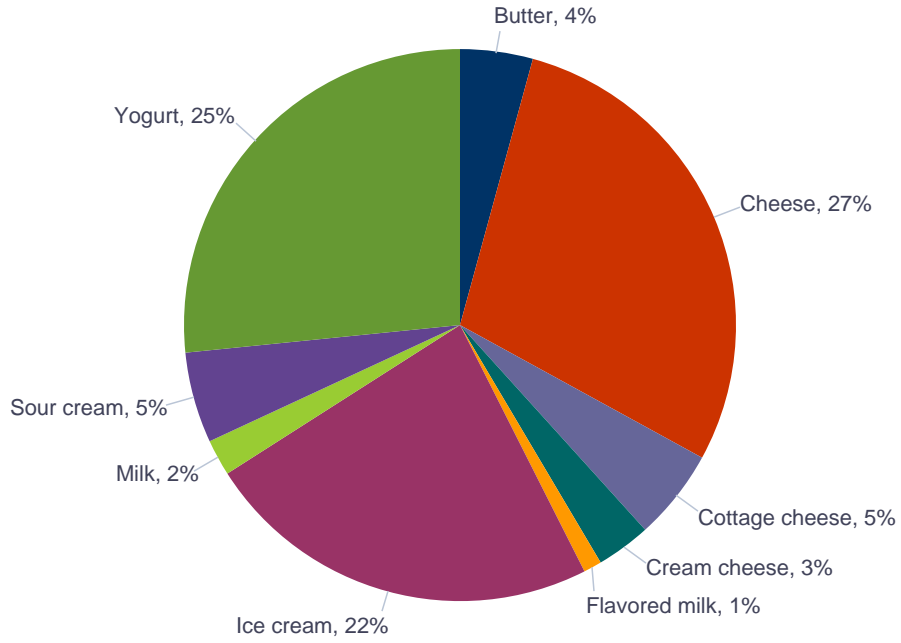
The total number of conventional cheese ads decreased 9 percent. A few ads were reported for organic cheese, compared to no ads during the last promotional period. Ad numbers for 8 oz block conventional cheese increased 7 percent, with a weighted average price of \$2.50.

The total number of conventional yogurt ads slightly increased by 1 percent. Conventional 4-6 oz Greek yogurt was the second most advertised dairy product after ice cream. The price for yogurt in 32 oz containers is \$2.92 for conventional, and \$4.29 for organic, an organic premium of \$1.37.

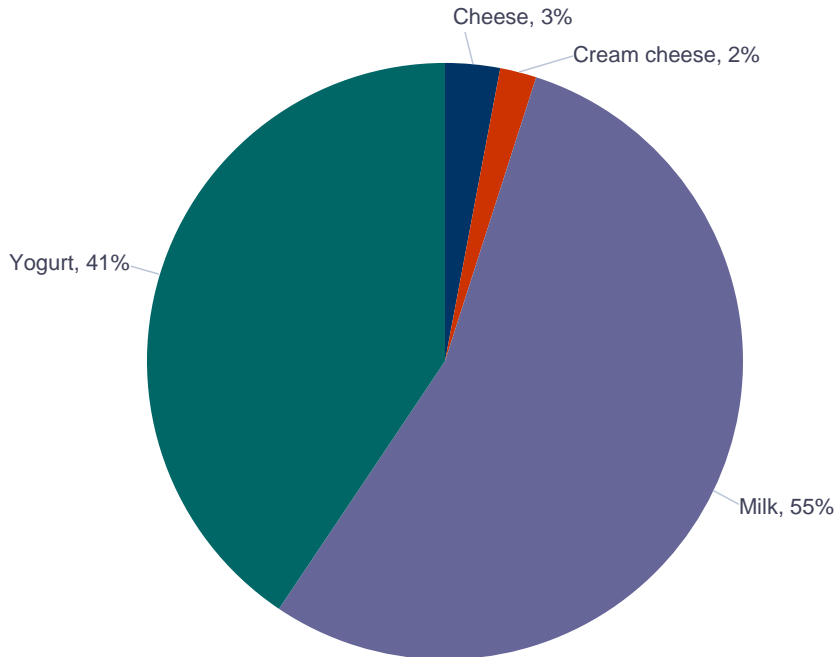
The national weighted average advertised price for conventional milk in half gallons is \$2.16, compared to \$4.07 for organic milk half gallons. This results in an organic premium of \$1.91. The total number of milk ads increased 113 percent for conventional, while for organic increased 823 percent.



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 #	2159	3.09	1462	2.74	4029	3.21
Cheese	Natural Varieties	8 oz block	5541	2.50	5171	2.68	5965	2.21
Cheese	Natural Varieties	1 # block	2241	4.03	1027	4.00	881	4.58
Cheese	Natural Varieties	2 # block	605	6.11	1164	6.05	1047	5.64
Cheese	Natural Varieties	8 oz shred	5710	2.42	7966	2.54	6435	2.35
Cheese	Natural Varieties	1 # shred	225	3.99	352	3.58	1213	3.46
Cottage cheese		16 oz	2479	2.07	6194	2.04	1902	1.61
Cream cheese		8 oz	1608	1.98	2544	2.38	2474	1.82
Flavored milk	All fat tests	half gallon	180	1.61	488	2.56	1161	2.61
Flavored milk	All fat tests	gallon	285	3.44	167	2.55	390	3.78
Ice cream		48-64oz	12067	3.02	12661	2.80	10009	2.95
Milk	All fat tests	half gallon	539	2.16	131	1.71	1897	2.01
Milk	All fat tests	gallon	505	3.71	360	2.57	504	2.96
Sour cream		16 oz	2479	1.67	5698	1.83	3417	1.75
Yogurt	Greek	4-6 oz	8016	.96	9182	.93	5734	.99
Yogurt	Greek	32 oz	1110	4.05	683	4.80	1480	4.31
Yogurt	Yogurt	4-6 oz	3678	.48	3337	.49	3696	.52
Yogurt	Yogurt	32 oz	709	2.92	226	2.25	214	2.99

## 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 #	2.49-3.99	1214	3.10				3.99	122	3.99
Cheese	Natural Varieties	8 oz block	1.49-3.99	1853	2.61	1.99-2.50	1197	2.45	1.67-3.00	1034	2.16
Cheese	Natural Varieties	1 # block	2.99-5.99	1240	4.42	3.99	278	3.99	2.99	586	2.99
Cheese	Natural Varieties	8 oz shred	1.49-3.00	1725	2.32	1.99-3.00	1267	2.86	1.67-2.77	1371	2.07
Cheese	Natural Varieties	1 # shred	3.99	161	3.99	3.99	64	3.99			
Cottage cheese		16 oz	1.25-2.99	1608	2.17	2.00-2.50	275	2.39	1.66-1.99	341	1.82
Cream cheese		8 oz	1.49-2.99	474	1.92	1.99	709	1.99	1.99	387	1.99
Flavored milk	All fat tests	half gallon							0.99	106	.99
Flavored milk	All fat tests	gallon							3.99	180	3.99
Ice cream		48-64oz	1.99-5.99	1988	3.00	1.97-5.99	3516	2.95	2.49-4.49	2143	3.11
Milk	All fat tests	gallon	3.99-4.49	282	4.25						
Sour cream		16 oz	1.25-2.50	1355	1.83	0.98-1.79	618	1.43	1.50-1.79	160	1.69
Yogurt	Greek	4-6 oz	0.69-1.00	2689	.96	0.83-1.00	1665	.99	0.88-1.00	1221	.94
Yogurt	Greek	32 oz	3.49-4.99	767	3.92	3.99	227	3.99	4.99	116	4.99
Yogurt	Yogurt	4-6 oz	0.25-0.70	1548	.49	0.50	282	.50			
Yogurt	Yogurt	32 oz	1.67-2.50	190	2.19	2.99	214	2.99	2.50-4.99	138	3.75

Wtd Avg - Simple weighted average



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 #	2.50-3.50	294	3.09	2.99	246	2.99	2.49-3.48	235	2.75
Cheese	Natural Varieties	8 oz block	1.99-2.50	392	2.12	2.49-3.50	798	3.04	1.98-2.99	256	2.25
Cheese	Natural Varieties	1 # block				4.99	137	4.99			
Cheese	Natural Varieties	2 # block	5.99	82	5.99	5.00	244	5.00	5.99-8.99	279	7.12
Cheese	Natural Varieties	8 oz shred	1.99-2.50	601	2.09	2.49-3.50	666	2.86	1.98	69	1.98
Cottage cheese		16 oz	0.99-1.99	192	1.40	1.50	63	1.50			
Flavored milk	All fat tests	half gallon	2.50	74	2.50						
Flavored milk	All fat tests	gallon							2.50	105	2.50
Ice cream		48-64oz	2.49-5.99	1734	3.31	1.97-3.99	1633	2.95	1.97-2.99	1003	2.58
Milk	All fat tests	half gallon	2.00	133	2.00	3.99	117	3.99	1.49	289	1.49
Milk	All fat tests	gallon	3.50	118	3.50				2.50	105	2.50
Sour cream		16 oz	0.99-1.99	272	1.35	1.50	63	1.50			
Yogurt	Greek	4-6 oz	0.88-1.00	429	.94	0.79-1.00	1209	.94	0.88-1.00	696	.98
Yogurt	Yogurt	4-6 oz	0.25-0.50	907	.45	0.49-0.50	583	.50	0.29-0.50	358	.46
Yogurt	Yogurt	32 oz				2.99	167	2.99			

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
Butter		1 #	2.49	21	2.49	2.49	27	2.49
Cheese	Natural Varieties	8 oz block	2.50	11	2.50			
Cheese	Natural Varieties	8 oz shred	2.50	11	2.50			
Cream cheese		8 oz	2.50	11	2.50	2.45	27	2.45
Ice cream		48-64oz	2.99-7.49	50	5.95			
Sour cream		16 oz	2.79	11	2.79			
Yogurt	Greek	4-6 oz	1.00-1.25	53	1.10	1.00-1.25	54	1.13

### 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 #					117	3.99
Cheese	Natural Varieties	8 oz block					117	3.99
Cheese	Natural Varieties	8 oz shred	117	3.99			475	3.78
Cream cheese		8 oz	69	2.99				
Milk	All fat tests	half gallon	2017	4.07	2497	4.11	3123	4.09

Wtd Avg - Simple weighted average



Milk	All fat tests	gallon	375	5.99	633	6.24	214	4.99
Milk	All fat tests	8 oz UHT			216	1.01		
Yogurt	Greek	4-6 oz					200	1.49
Yogurt	Greek	32 oz	1388	5.44			819	5.02
Yogurt	Yogurt	4-6 oz	190	1.04			137	1.00
Yogurt	Yogurt	32 oz	221	4.29	195	3.00	198	4.67

### 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	3.99-5.99	1057	4.49	4.49	288	4.49	2.99-3.99	232	3.52
Milk	All fat tests	gallon	5.99	147	5.99	5.99	61	5.99			
Yogurt	Greek	32 oz	3.99-5.99	172	5.27	3.00-5.99	1216	5.46			
Yogurt	Yogurt	4-6 oz	0.69-1.25	190	1.04						
Yogurt	Yogurt	32 oz	4.29	221	4.29						

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 shred				3.99	117	3.99			
Cream cheese		8 oz							2.99	69	2.99
Milk	All fat tests	half gallon	3.99	80	3.99	2.99	244	2.99	2.50	105	2.50
Milk	All fat tests	gallon				5.99	167	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	11	3.29			

### 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

Wtd Avg - Simple weighted average



HAWAII  
NATIONAL

Hawaii  
Continental United States