Agricultural Marketing Service

Dairy Market News Branch

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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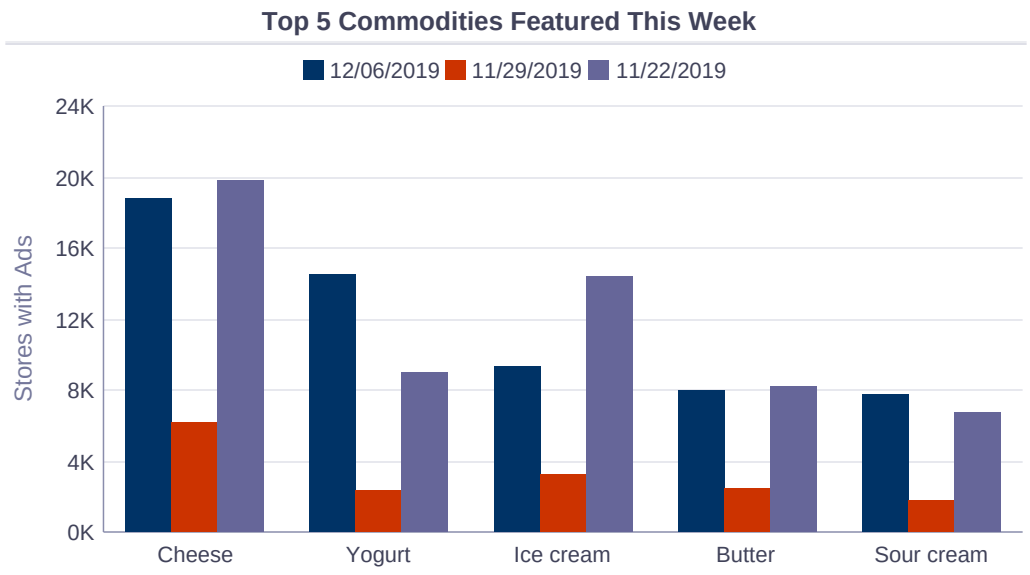
Advertised Prices for Dairy Products at Major Retail Supermarket Outlets ending during the period of 12/06/2019 to 12/12/2019

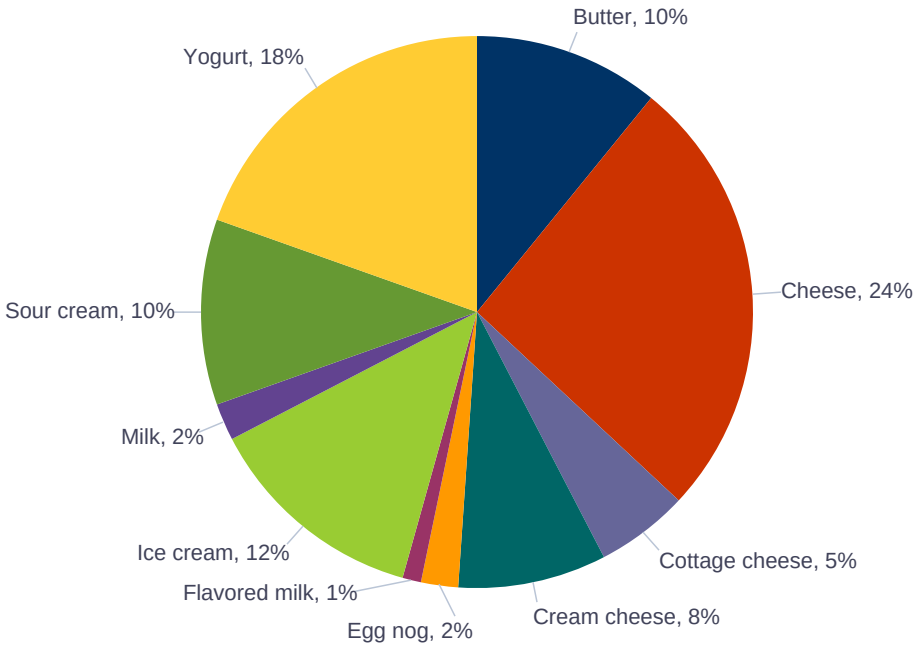
Conventional dairy ads are up 274 percent. Conventional ice cream, 48-64 ounce, comprises the largest volume of ads. Of the primary conventional dairy commodities, cheese prices rose 26 percent, yogurt prices fell 14 percent, and milk prices declined 36 percent. The national weighted average conventional milk price for half gallons is $1.61, and for organic half-gallon milk, $4.37. The organic-conventional half-gallon price spread is $2.76, up from $1.38 in 2018.

Ads featuring holiday and baking themed conventional dairy products increased from the previous Thanksgiving holiday shortened week. Eggnog, half gallon, ad numbers are up more than three-fold, with an average price of $3.63, down $1.74 from a week ago. Butter ads, 1 pound, rose 222 percent while the average price increased 6 cents to $3.43. Cream cheese ads are up 190 percent with an average price of $1.60, down 12 cents.

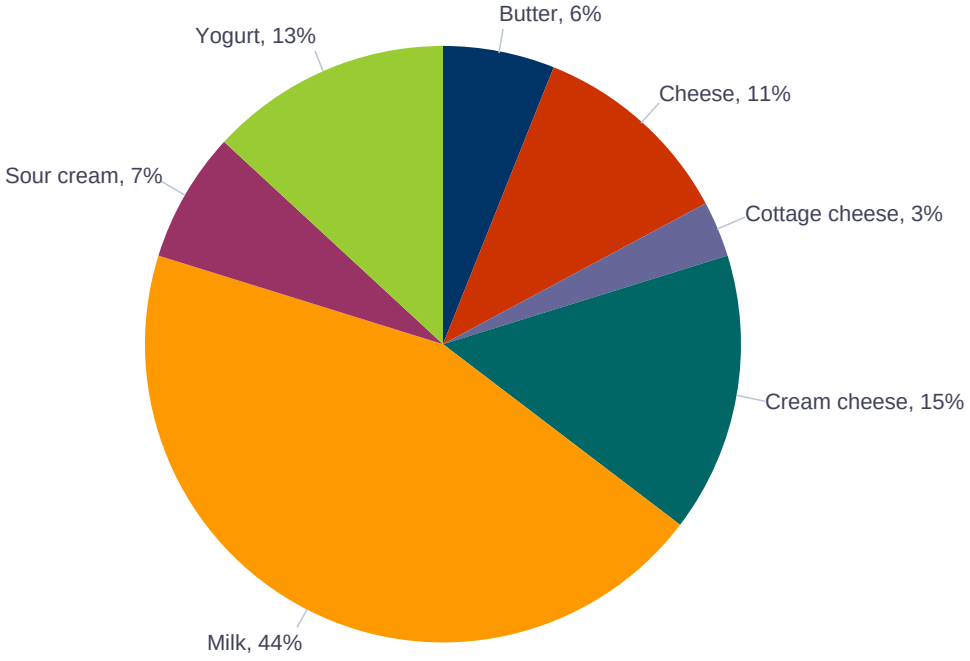


1 -- Dairy Market News surveys nearly 150 retailers, comprising over 23,000 individual stores, with online weekly advertised features.

Percentage of Total Conventional Ads by Commodity



Percentage of Total Organic Ads by Commodity



Wtd Avg - Simple weighted average

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 #	7682	3.43	2383	3.37	6113	3.31
Cheese	Natural Varieties	8 oz block	6566	2.29	4432	1.95	4923	2.09
Cheese	Natural Varieties	1 # block	2564	3.60	636	3.89	2593	3.51
Cheese	Natural Varieties	2 # block	1150	5.23			1365	5.61
Cheese	Natural Varieties	8 oz shred	6192	2.32	910	2.35	6306	2.15
Cheese	Natural Varieties	1 # shred	1805	4.19	135	3.99	1530	3.04
Cottage cheese		16 oz	4059	1.94	276	2.21	2259	2.10
Cream cheese		8 oz	6085	1.60	2098	1.72	6991	1.92
Egg nog		quart	445	3.10	362	2.91	2367	2.60
Egg nog		half gallon	842	3.63	233	5.37	323	4.81
Flavored milk	All fat tests	half gallon	180	2.00			414	2.09
Flavored milk	All fat tests	gallon	285	3.88			319	3.33
Ice cream		48-64oz	9293	3.17	3243	3.13	10740	2.95
Milk	All fat tests	half gallon	1015	1.61			729	2.33
Milk	All fat tests	gallon	726	3.16	137	3.49	580	3.25
Sour cream		16 oz	7507	1.74	1783	1.77	4259	1.73
Yogurt	Greek	4-6 oz	8830	1.04	1082	1.00	7441	.96
Yogurt	Greek	32 oz	1222	3.76	299	5.22	1885	4.47
Yogurt	Yogurt	4-6 oz	3341	.54	747	.50	4583	.49
Yogurt	Yogurt	32 oz	579	3.23	60	2.99	846	2.68

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 #	2.50-5.99	2135	3.57	2.98-3.99	3099	3.60	2.99-3.99	323	3.26
Cheese	Natural Varieties	8 oz block	1.50-3.99	3020	2.27	2.00-3.49	1360	2.44	1.67-2.50	937	2.08
Cheese	Natural Varieties	1 # block	1.99	608	1.99	3.50-4.99	850	4.90	3.49	468	3.49
Cheese	Natural Varieties	2 # block	1.99-5.00	231	3.08						
Cheese	Natural Varieties	8 oz shred	1.50-3.50	2343	2.35	2.00-3.49	1424	2.44	1.99-2.50	495	2.21
Cheese	Natural Varieties	1 # shred				3.50-4.99	850	4.90	3.49	352	3.49
Cottage cheese		16 oz	1.50-2.99	1958	2.28	1.50-2.49	1428	1.58	1.66-2.00	291	1.75
Cream cheese		8 oz	0.88-3.00	2334	1.64	1.50-3.00	837	1.96	0.99-3.00	993	1.27
Egg nog		quart	2.79-3.50	445	3.10						
Egg nog		half gallon							2.99	370	2.99
Flavored milk	All fat tests	half gallon							2.00	180	2.00
Flavored milk	All fat tests	gallon							4.99	180	4.99
Ice cream		48-64oz	1.99-3.99	2638	2.74	2.00-5.99	3440	3.38	2.99-3.99	776	3.66
Milk	All fat tests	half gallon	2.19-2.89	270	2.54				0.88-1.39	595	1.07
Milk	All fat tests	gallon	2.99-4.29	477	3.47						

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
Sour cream		16 oz	1.39-2.79	2958	1.83	1.50-2.00	1578	1.56	1.00-2.49	1096	1.62
Yogurt	Greek	4-6 oz	0.00-1.00	3104	.87	0.83-1.00	2182	.99	0.99-1.00	642	1.00
Yogurt	Greek	32 oz	3.49-4.49	473	3.83	3.99-5.00	428	4.50			
Yogurt	Yogurt	4-6 oz	0.50-0.79	941	.55	0.49-0.50	365	.50	0.40-0.50	581	.49
Yogurt	Yogurt	32 oz	2.50-3.50	373	3.03	2.49	64	2.49			

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 #	2.78-3.99	1151	3.02	2.99-3.99	668	3.33	1.99-2.99	295	2.76
Cheese	Natural Varieties	8 oz block	1.99-2.99	544	2.38	1.97-2.99	542	2.28	1.99	105	1.99
Cheese	Natural Varieties	1 # block	3.49	78	3.49	2.99-3.99	549	3.49			
Cheese	Natural Varieties	2 # block				5.00-6.49	802	5.80	5.99	69	5.99
Cheese	Natural Varieties	8 oz shred	2.00-2.50	247	2.21	1.97-2.50	1056	2.23	1.99-2.99	521	2.12
Cheese	Natural Varieties	1 # shred				2.99-3.99	303	3.50	3.69	289	3.69
Cottage cheese		16 oz				1.50	241	1.50	1.88-2.00	130	1.94
Cream cheese		8 oz	0.99-1.50	271	1.31	0.99-2.00	1161	1.52	1.67-2.00	358	1.73
Egg nog		half gallon	4.79	121	4.79	3.50	62	3.50	3.99	289	3.99
Flavored milk	All fat tests	gallon							1.99	105	1.99
Ice cream		48-64oz	3.00-3.99	548	3.49	2.49-3.99	911	3.20	1.99-3.99	934	2.99
Milk	All fat tests	half gallon	1.19-2.99	150	2.05						
Milk	All fat tests	gallon	2.99	133	2.99				1.99	105	1.99
Sour cream		16 oz	1.50-1.99	235	1.74	1.50-2.00	779	1.84	1.49-2.19	829	1.81
Yogurt	Greek	4-6 oz	0.79-1.00	733	.95	0.88-1.00	1275	.96	1.00-3.99	867	2.00
Yogurt	Greek	32 oz	2.99	121	2.99	2.49	200	2.49			
Yogurt	Yogurt	4-6 oz	0.40-1.00	431	.57	0.50-1.00	487	.56	0.38-0.60	419	.56
Yogurt	Yogurt	32 oz	3.99	114	3.99						

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 #	3.49	11	3.49			
Cheese	Natural Varieties	8 oz block				2.00-2.75	58	2.44
Cheese	Natural Varieties	1 # block	3.99	11	3.99			
Cheese	Natural Varieties	2 # block	5.00	21	5.00	5.00	27	5.00
Cheese	Natural Varieties	8 oz shred	2.50	21	2.50	2.00-3.00	85	2.62
Cheese	Natural Varieties	1 # shred	3.99	11	3.99			
Cottage cheese		16 oz	2.79	11	2.79			
Cream cheese		8 oz	1.49-1.99	53	1.69	1.75-2.99	78	2.44
Ice cream		48-64oz	3.49-3.99	22	3.74	3.99	24	3.99
Milk	All fat tests	gallon	2.99	11	2.99			
Sour cream		16 oz	1.99-2.79	32	2.27			

Wtd Avg - Simple weighted average

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
Yogurt	Greek	4-6 oz				1.25	27	1.25
Yogurt	Yogurt	4-6 oz	0.40-0.50	32	.47	0.60-0.80	85	.68
Yogurt	Yogurt	32 oz	4.49	28	4.49			

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 #	275	6.11	141	5.23	214	5.39
Cheese	Natural Varieties	8 oz block	178	4.99				
Cheese	Natural Varieties	1 # block			72	5.99	117	5.99
Cheese	Natural Varieties	8 oz shred	299	3.79			381	3.43
Cottage cheese		16 oz	137	3.99				
Cream cheese		8 oz	628	2.76				
Egg nog		quart					34	7.19
Ice cream		48-64oz					117	5.99
Milk	All fat tests	half gallon	1774	4.37	644	3.71	1518	3.71
Milk	All fat tests	gallon	108	6.99			229	4.80
Sour cream		16 oz	299	2.11				
Yogurt	Greek	32 oz	489	4.81	55	6.99		
Yogurt	Yogurt	4-6 oz	72	.69			441	1.00
Yogurt	Yogurt	32 oz			137	3.99	282	4.23

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 #	5.49	161	5.49						
Cream cheese		8 oz	2.99	161	2.99						
Milk	All fat tests	half gallon	3.99-5.99	1218	4.84	3.98	195	3.98			

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
Milk	All fat tests	gallon	6.99	108	6.99						
Yogurt	Greek	32 oz				3.00-6.99	489	4.81			
Yogurt	Yogurt	4-6 oz	0.69	72	.69						

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 #	6.99	114	6.99						
Cheese	Natural Varieties	8 oz block				4.99	178	4.99			
Cheese	Natural Varieties	8 oz shred	3.49	121	3.49	3.99	178	3.99			
Cottage cheese		16 oz				3.99	137	3.99			
Cream cheese		8 oz				2.99	178	2.99	2.49	289	2.49
Milk	All fat tests	half gallon				2.99	361	2.99			
Sour cream		16 oz	2.29	121	2.29	1.99	178	1.99			

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
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

Wtd Avg - Simple weighted average