



Dairy Market News Branch

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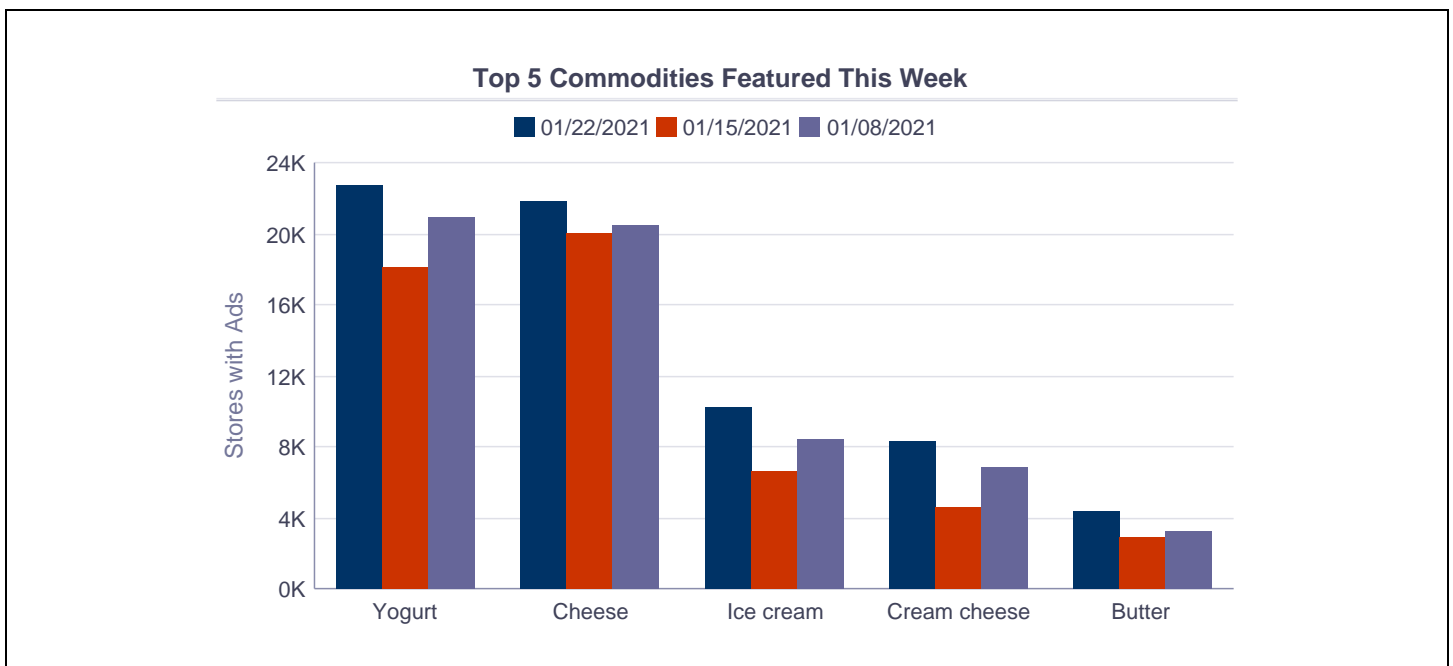
Advertised Prices for Dairy Products at Major Retail Supermarket Outlets ending during the period of 01/22/2021 to 01/28/2021

The total number of conventional dairy product advertisements increased 18 percent, but the total number of organic dairy product ads decreased 6 percent. Total conventional cheese ads increased 10 percent this week. There were no organic reported ads for cheese in the survey this week. Conventional shredded cheese in 8 ounce packages is the most advertised dairy product this week, with a 10 percent increase in ad numbers from one week ago. Conventional ads for 1 pound print butter increased by 49 percent. The weighted average price for conventional 1 pound butter packages is \$2.93, compared to \$5.83 for organic 1 pound butter packages, yielding a \$2.90 organic premium.

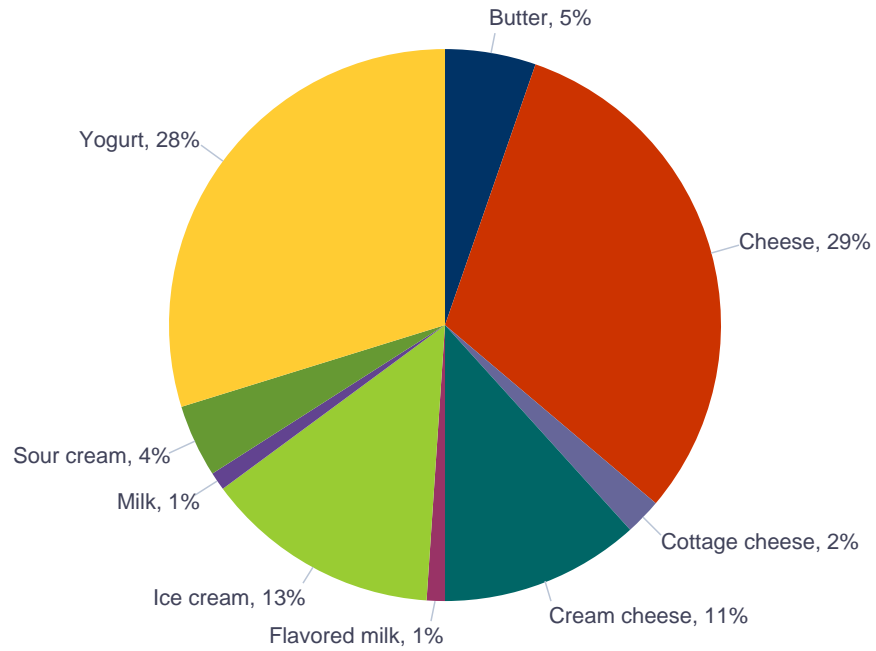
For ice cream in 48-64 ounces containers, the average price is \$3.31 for conventional and \$5.99 for organic, representing an organic premium of \$2.68.

The national weighted average advertised price for conventional milk in half gallons is \$2.63, compared to \$3.65 for organic milk half gallons, resulting in an organic premium of \$1.02. Conventional milk ads decreased by 9 percent, while organic milk ads dropped by 30 percent. Milk in half gallons is the most advertised organic item this week.

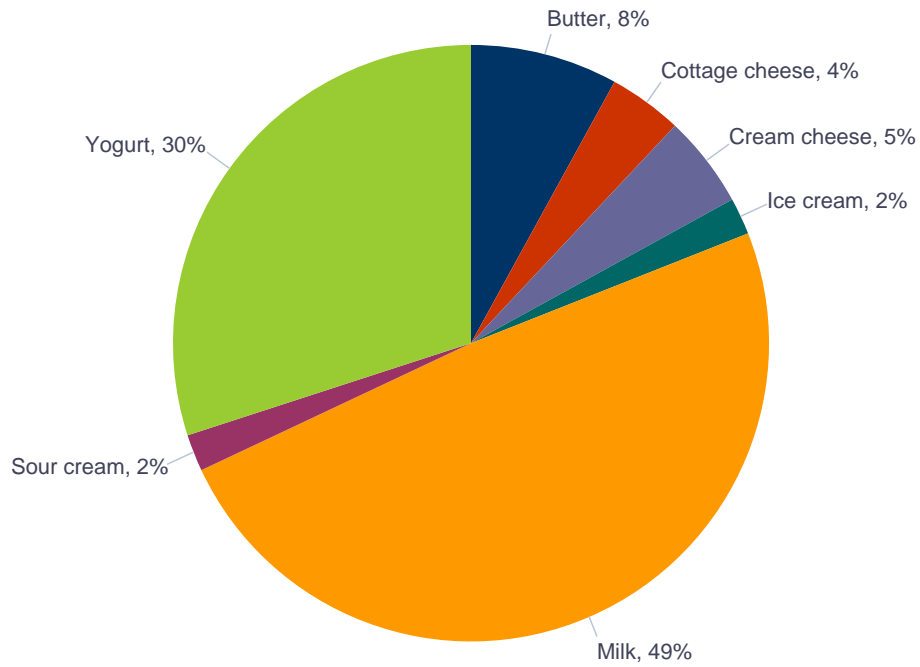
The total number of ads for yogurt increased by 20 percent for conventional and 145 percent for organic. The weighted average advertised price for conventional yogurt in 32 ounce containers is \$2.62, compared to \$3.50 for organic yogurt in 32 ounce containers. The resulting organic premium is 88 cents.



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 #	3903	2.93	2613	3.54	3052	3.34
Cheese	Natural Varieties	8 oz block	8923	2.44	6724	2.32	6448	2.46
Cheese	Natural Varieties	1 # block	641	4.25	529	4.60	937	4.79
Cheese	Natural Varieties	2 # block	1174	7.16	1377	6.80	1036	5.35
Cheese	Natural Varieties	8 oz shred	10577	2.45	9644	2.26	10429	2.47
Cheese	Natural Varieties	1 # shred	482	3.37	1522	3.74	1255	4.35
Cottage cheese		16 oz	1570	2.26	3158	1.93	4432	1.83
Cream cheese		8 oz	8037	1.84	4610	1.96	6110	1.83
Egg nog		quart	147	3.00				
Flavored milk	All fat tests	half gallon	518	3.61	493	1.83	789	2.32
Flavored milk	All fat tests	gallon	80	4.79	394	3.72	1020	4.68
Ice cream		48-64oz	10083	3.31	6455	2.73	9805	3.19
Milk	All fat tests	half gallon	494	2.63	888	1.54	309	2.32
Milk	All fat tests	gallon	608	3.14	318	2.16	179	2.40
Sour cream		16 oz	3184	1.86	4523	1.73	5881	1.75
Yogurt	Greek	4-6 oz	10511	.99	7535	.92	9973	.93
Yogurt	Greek	32 oz	5387	4.30	3168	3.92	3856	4.01
Yogurt	Yogurt	4-6 oz	3657	.53	5050	.47	4191	.49
Yogurt	Yogurt	32 oz	1500	2.62	1722	2.32	1310	2.64

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 #	1.50-4.49	1311	2.94	2.50-3.00	850	2.53	1.88-2.99	537	2.71
Cheese	Natural Varieties	8 oz block	1.88-3.99	3110	2.44	1.99-3.50	3569	2.54	1.50-2.99	746	2.04
Cheese	Natural Varieties	1 # block	2.99-5.99	579	4.17	4.98	62	4.98			
Cheese	Natural Varieties	2 # block	6.99	53	6.99	6.98	195	6.98	7.88	107	7.88
Cheese	Natural Varieties	8 oz shred	1.88-3.50	3307	2.38	1.99-3.50	3878	2.64	1.50-3.33	1009	1.98
Cheese	Natural Varieties	1 # shred	2.99-3.99	420	3.14	4.98	62	4.98			
Cottage cheese		16 oz	1.79-2.99	820	2.51	2.00-2.50	428	2.25			
Cream cheese		8 oz	0.99-2.29	1500	1.51	1.53-2.00	3341	1.83	1.00-2.00	1394	1.84
Egg nog		quart	3.00	147	3.00						
Flavored milk	All fat tests	half gallon	2.69	108	2.69						
Ice cream		48-64oz	2.50-3.99	2533	3.02	2.50-5.99	3350	3.44	2.50-3.50	1403	2.89
Milk	All fat tests	half gallon	2.99	255	2.99				1.99	119	1.99
Milk	All fat tests	gallon	2.29-4.49	308	3.34						
Sour cream		16 oz	1.19-2.00	1928	1.85	1.99	321	1.99			
Yogurt	Greek	4-6 oz	0.80-1.33	2965	1.00	0.80-4.00	3542	1.01	0.78-1.00	1735	.92

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	Greek	32 oz	3.50-5.00	1774	4.41	3.99-4.99	2423	4.27	4.99	497	4.99
Yogurt	Yogurt	4-6 oz	0.50-1.00	1523	.60	0.40-0.60	238	.49	0.49-0.50	176	.50
Yogurt	Yogurt	32 oz	1.99-5.00	647	3.29	2.50	61	2.50			

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 #	2.50-2.99	133	2.79	1.99-4.99	422	2.43	3.00-4.99	639	3.95
Cheese	Natural Varieties	8 oz block	1.50-3.33	951	2.35				1.99-2.99	515	2.48
Cheese	Natural Varieties	2 # block				6.99	422	6.99	3.99-7.99	358	7.22
Cheese	Natural Varieties	8 oz shred	1.50-3.33	718	2.22	1.98-3.00	1115	2.57	1.98-2.50	479	2.33
Cottage cheese		16 oz	1.99	78	1.99	1.49	244	1.49			
Cream cheese		8 oz	1.67-2.08	1131	2.05				1.67-3.00	639	2.26
Flavored milk	All fat tests	half gallon	3.98	305	3.98				3.49	105	3.49
Flavored milk	All fat tests	gallon	4.79	80	4.79						
Ice cream		48-64oz	0.99-6.49	854	3.58	2.50-3.99	987	3.12	2.50-5.49	934	4.18
Milk	All fat tests	half gallon				2.49	120	2.49			
Milk	All fat tests	gallon	2.99	133	2.99	2.89	167	2.89			
Sour cream		16 oz	1.99-2.09	160	2.04	1.49-1.88	381	1.63	1.99	394	1.99
Yogurt	Greek	4-6 oz	0.80-1.00	679	.96	0.97-1.00	1039	1.00	0.79-1.00	529	.97
Yogurt	Greek	32 oz	3.29	121	3.29	3.49	178	3.49	3.69-3.99	394	3.77
Yogurt	Yogurt	4-6 oz	0.33-0.50	262	.42	0.49-0.50	800	.49	0.33-0.60	647	.48
Yogurt	Yogurt	32 oz	2.50-2.79	195	2.68	1.99	178	1.99	1.50-2.50	419	1.85

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	2.00-3.50	32	2.98			
Cheese	Natural Varieties	2 # block	6.99-7.99	39	7.71			
Cheese	Natural Varieties	8 oz shred	2.00-4.99	71	3.83			
Cream cheese		8 oz	2.00-2.50	32	2.17			
Ice cream		48-64oz	3.00-3.50	22	3.25			
Yogurt	Greek	4-6 oz	0.80-1.25	22	1.03			
Yogurt	Yogurt	4-6 oz	0.60	11	.60			

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 #	463	5.83	275	5.04	557	5.49
Cheese	Natural Varieties	8 oz block			72	4.99	161	5.49
Cheese	Natural Varieties	8 oz shred			98	3.50	581	3.39
Cottage cheese		16 oz	226	4.31	624	3.86	214	4.29
Cream cheese		8 oz	271	2.79			339	2.76
Ice cream		48-64oz	117	5.99	173	5.93		
Milk	All fat tests	half gallon	2001	3.65	2314	3.91	2937	3.62
Milk	All fat tests	gallon	673	5.49	1146	5.29	245	6.43
Milk	All fat tests	8 oz UHT			361	.97	430	1.00
Sour cream		16 oz	121	2.19	121	2.19		
Yogurt	Greek	4-6 oz			137	1.33		
Yogurt	Greek	32 oz	929	3.50			214	3.00
Yogurt	Yogurt	4-6 oz	487	1.23	72	.69		
Yogurt	Yogurt	32 oz	208	3.50	454	3.33	643	3.44

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 #	5.69-5.99	402	5.84	5.79	61	5.79			
Cream cheese		8 oz	2.49-2.99	271	2.79						
Milk	All fat tests	half gallon	2.50-4.49	916	3.86	3.50-4.49	428	4.00			
Milk	All fat tests	gallon							5.49	595	5.49
Yogurt	Greek	32 oz	3.50	512	3.50	3.50	301	3.50	3.50	116	3.50
Yogurt	Yogurt	4-6 oz	0.69-1.50	426	1.22	1.33	61	1.33			
Yogurt	Yogurt	32 oz	3.50	147	3.50	3.50	61	3.50			

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
Cottage cheese		16 oz	3.29	121	3.29				5.49	105	5.49
Ice cream		48-64oz				5.99	117	5.99			
Milk	All fat tests	half gallon	3.29	121	3.29	3.49	167	3.49	2.49-2.99	358	2.89
Milk	All fat tests	gallon	5.49	78	5.49						
Sour cream		16 oz	2.19	121	2.19						

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
Milk	All fat tests	half gallon	3.49	11	3.49			

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