



Dairy Market News Branch

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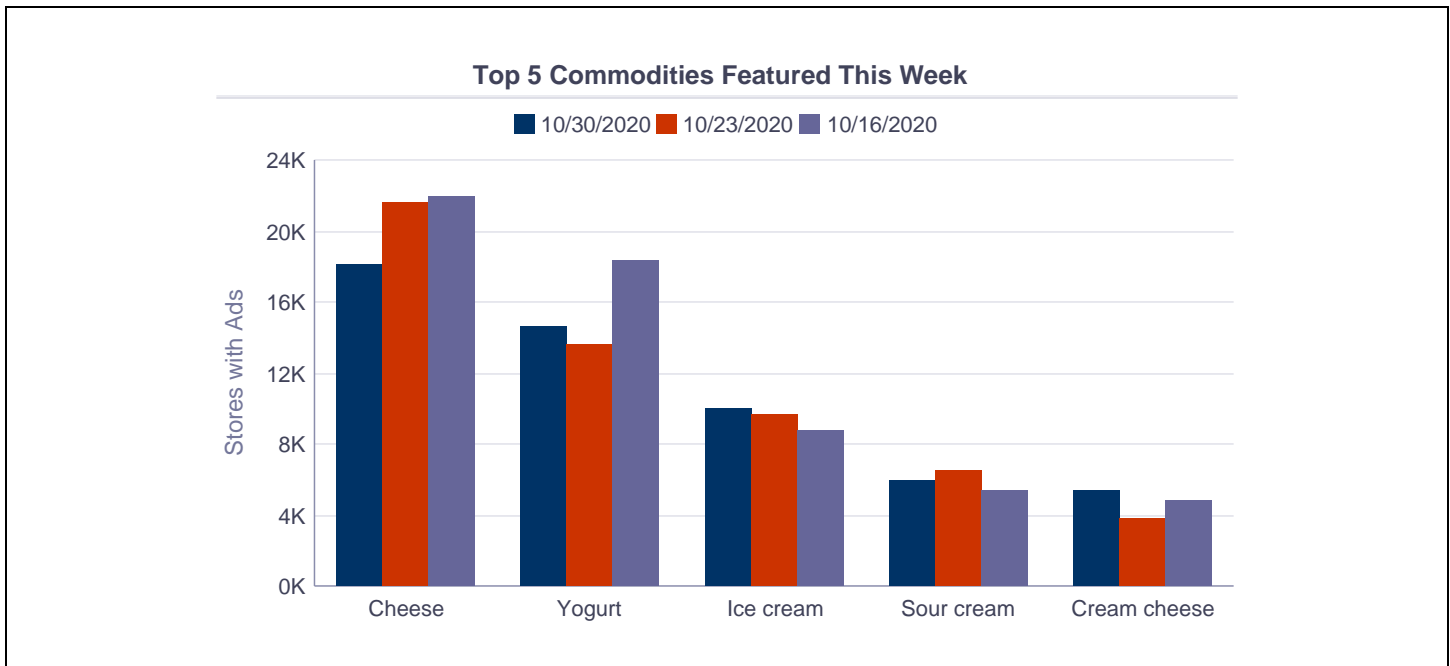
Friday, October 30, 2020

Advertised Prices for Dairy Products at Major Retail Supermarket Outlets ending during the period of 10/30/2020 to 11/05/2020

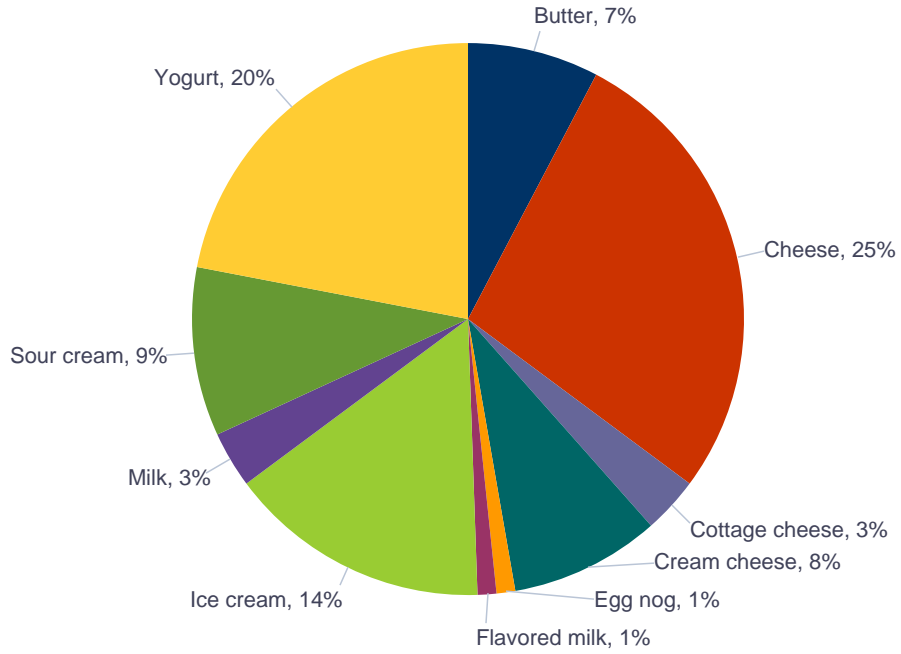
This week, conventional retail ad numbers increased 4 percent. Organic retail ad numbers decreased 39 percent. The most advertised single category/size is 48-64 oz conventional ice cream with a weighted average advertised price of \$3.04. There are no ads for organic ice cream. Ads for conventional 1# butter increased 45% percent. The weighted average advertised price is \$3.06. There is also a significant increase in the number of ads for conventional eggnog in quart-sized container, which is a year-end dairy favorite among customers.

Total conventional cheese ads decreased 16 percent, while ads for organic cheese decreased 49 percent. Ads for conventional 8 oz shredded cheese increased 17 percent with a weighted average advertised price of \$2.30. Ads for 8 oz organic shredded cheese decreased 49 percent with an average price of \$3.49, for a resulted premium price of \$1.19.

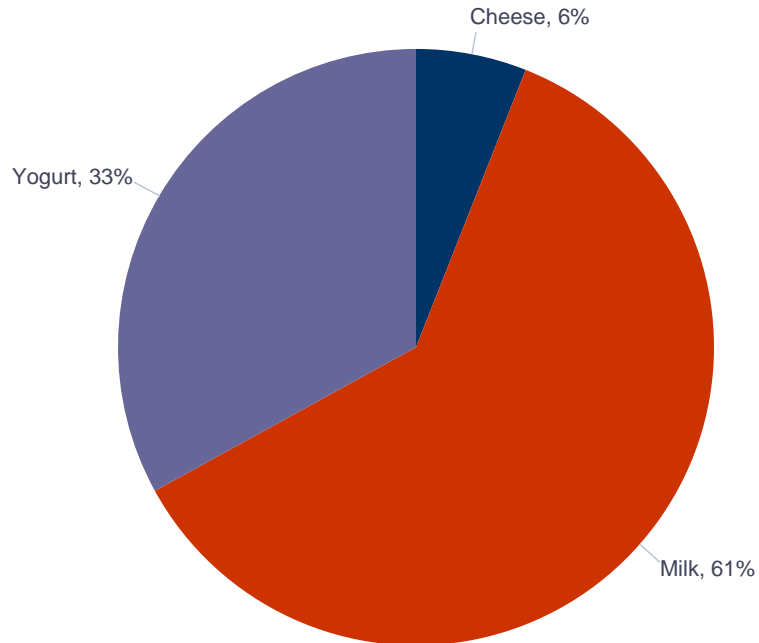
For yogurt, conventional ads increased 8 percent, while organic ads decreased 6 percent. For milk, the national weighted average advertised price for conventional half gallons is \$2.66, compared to \$3.93 for organic. This results in an organic premium of \$1.27. Total conventional milk ads increased 92 percent, while organic milk ads decreased 29 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 #	4986	3.06	3432	3.14	2388	3.24
Cheese	Natural Varieties	8 oz block	7157	2.42	6810	2.56	6894	2.10
Cheese	Natural Varieties	1 # block	149	4.25	3692	3.73	1393	3.20
Cheese	Natural Varieties	2 # block	924	6.27	1614	6.41	1697	7.11
Cheese	Natural Varieties	8 oz shred	9512	2.30	8138	2.53	7282	2.44
Cheese	Natural Varieties	1 # shred	253	3.99	1113	4.82	1466	3.27
Cottage cheese		16 oz	2333	2.02	2562	1.80	2829	1.90
Cream cheese		8 oz	5358	2.09	3771	2.33	3866	2.28
Egg nog		quart	653	3.05	54	2.99	107	2.99
Egg nog		half gallon	27	4.99			62	3.99
Flavored milk	All fat tests	half gallon	970	2.37	607	2.00	214	2.50
Flavored milk	All fat tests	gallon			62	3.99	787	3.00
Ice cream		48-64oz	9978	3.04	9715	2.84	10194	3.08
Milk	All fat tests	half gallon	540	2.66	404	2.66	903	1.79
Milk	All fat tests	gallon	1441	3.48	630	3.68	1392	3.33
Sour cream		16 oz	6014	1.79	6163	1.62	5721	1.72
Yogurt	Greek	4-6 oz	9177	.98	8371	.96	7695	.94
Yogurt	Greek	32 oz	1737	4.48	718	4.53	3033	4.50
Yogurt	Yogurt	4-6 oz	2236	.52	3234	.50	3365	.52
Yogurt	Yogurt	32 oz	777	2.48	536	3.01	715	2.40

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 #	2.50-5.29	1726	3.74	2.50-3.29	1086	2.56	2.50-3.50	706	2.67
Cheese	Natural Varieties	8 oz block	1.50-3.49	1912	2.57	2.00-3.00	2043	2.71	1.49-2.25	1570	1.79
Cheese	Natural Varieties	1 # block				3.99	64	3.99			
Cheese	Natural Varieties	8 oz shred	1.50-3.99	3959	2.28	1.77-3.00	2043	2.69	1.50-2.25	1736	1.83
Cheese	Natural Varieties	1 # shred	3.99	135	3.99	3.99	64	3.99			
Cottage cheese		16 oz	1.69-2.99	673	2.33	2.00	797	2.00	1.39-1.69	319	1.49
Cream cheese		8 oz	0.99-3.19	1640	1.87	1.50-3.00	2311	2.48	0.99-2.00	426	1.50
Egg nog		quart	2.99-3.99	279	3.41				3.49	107	3.49
Flavored milk	All fat tests	half gallon				2.50	214	2.50	2.99	180	2.99
Ice cream		48-64oz	1.99-4.99	2081	2.89	1.99-5.99	2489	3.20	2.50-3.98	2366	2.98
Milk	All fat tests	half gallon	2.29-3.99	272	3.15						
Milk	All fat tests	gallon	3.29	405	3.29	3.98-3.99	295	3.99	4.49	127	4.49
Sour cream		16 oz	1.49-2.00	2345	1.82	1.50-2.00	1309	1.90	1.25-1.69	1003	1.60
Yogurt	Greek	4-6 oz	0.66-2.50	3451	1.01	0.80-1.00	2474	.99	0.80-1.00	1079	.87
Yogurt	Greek	32 oz	3.49-5.49	1119	4.55	4.99	61	4.99			

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	4-6 oz	0.40-0.89	934	.60	0.49-0.60	181	.53	0.49	53	.49
Yogurt	Yogurt	32 oz	2.50-2.99	216	2.64	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 #	2.50-4.59	483	2.80	2.50-2.99	679	2.90	2.49-2.99	295	2.67
Cheese	Natural Varieties	8 oz block	1.50-2.99	1099	2.34	1.79-3.00	471	2.70			
Cheese	Natural Varieties	1 # block	3.69	57	3.69						
Cheese	Natural Varieties	2 # block	6.99	80	6.99	5.99-6.99	490	6.49	5.00-5.99	279	5.62
Cheese	Natural Varieties	8 oz shred	1.50-2.99	815	2.30	1.50-2.50	542	2.12	2.69-2.99	355	2.75
Cheese	Natural Varieties	1 # shred	3.99	54	3.99						
Cottage cheese		16 oz	1.79-2.48	193	2.05	1.49	62	1.49	2.00	289	2.00
Cream cheese		8 oz	1.48-2.19	261	1.74	1.49-2.50	370	1.79	1.67-3.00	350	1.90
Egg nog		quart				2.49	246	2.49			
Flavored milk	All fat tests	half gallon	2.49-2.50	154	2.49	1.99	422	1.99			
Ice cream		48-64oz	1.99-4.98	894	2.80	1.99-3.00	1104	2.72	1.99-5.49	933	3.60
Milk	All fat tests	half gallon				1.99	244	1.99			
Milk	All fat tests	gallon	2.50-3.69	131	3.02	2.99	246	2.99	1.99-4.49	226	3.33
Sour cream		16 oz	1.66-2.18	369	1.78	1.49	244	1.49	1.50-2.19	744	1.83
Yogurt	Greek	4-6 oz	0.80-1.29	820	.99	0.88-1.00	861	.98	1.00	454	1.00
Yogurt	Greek	32 oz	3.99	80	3.99	4.99	137	4.99	3.99	289	3.99
Yogurt	Yogurt	4-6 oz				0.39-0.50	730	.44	0.40	289	.40
Yogurt	Yogurt	32 oz	1.77-2.50	132	2.17	2.58-2.99	199	2.71	1.79-2.98	166	2.23

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 #	3.00	11	3.00			
Cheese	Natural Varieties	8 oz block	2.00	11	2.00	2.00-4.00	51	3.06
Cheese	Natural Varieties	1 # block	5.99	28	5.99			
Cheese	Natural Varieties	2 # block	5.99	21	5.99	6.49-6.99	54	6.74
Cheese	Natural Varieties	8 oz shred	2.00	11	2.00	2.00-4.00	51	3.06
Egg nog		quart	2.49	21	2.49			
Egg nog		half gallon				4.99	27	4.99
Ice cream		48-64oz	2.88-4.99	60	3.98	3.48-4.00	51	3.72
Milk	All fat tests	half gallon				3.99	24	3.99
Milk	All fat tests	gallon	4.99	11	4.99			
Yogurt	Greek	4-6 oz	0.80	11	.80	1.67	27	1.67
Yogurt	Greek	32 oz				3.99-5.49	51	4.70
Yogurt	Yogurt	4-6 oz	0.50-1.00	49	.79			

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 #			135	5.29	167	4.99
Cheese	Natural Varieties	8 oz shred	121	3.49	238	3.74	167	3.99
Cottage cheese		16 oz			280	3.81		
Cream cheese		8 oz			62	3.79		
Milk	All fat tests	half gallon	723	3.93	468	4.22	1679	4.11
Milk	All fat tests	gallon	546	4.49	1320	5.10	167	5.97
Sour cream		16 oz			392	2.72	167	2.99
Yogurt	Greek	32 oz	214	3.50	349	3.57	565	3.91
Yogurt	Yogurt	4-6 oz	72	.69	165	1.24	274	1.25
Yogurt	Yogurt	32 oz	401	3.49			656	3.23

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
Milk	All fat tests	half gallon	3.99	574	3.99						
Milk	All fat tests	gallon							4.49	468	4.49
Yogurt	Greek	32 oz				3.50	214	3.50			
Yogurt	Yogurt	4-6 oz	0.69	72	.69						
Yogurt	Yogurt	32 oz	3.49-3.50	401	3.49						

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
Cheese	Natural Varieties	8 oz shred	3.49	121	3.49						
Milk	All fat tests	half gallon	3.29	121	3.29						
Milk	All fat tests	gallon	4.49	78	4.49						



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	5.49	28	5.49			

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