



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/dybretail.pdf>

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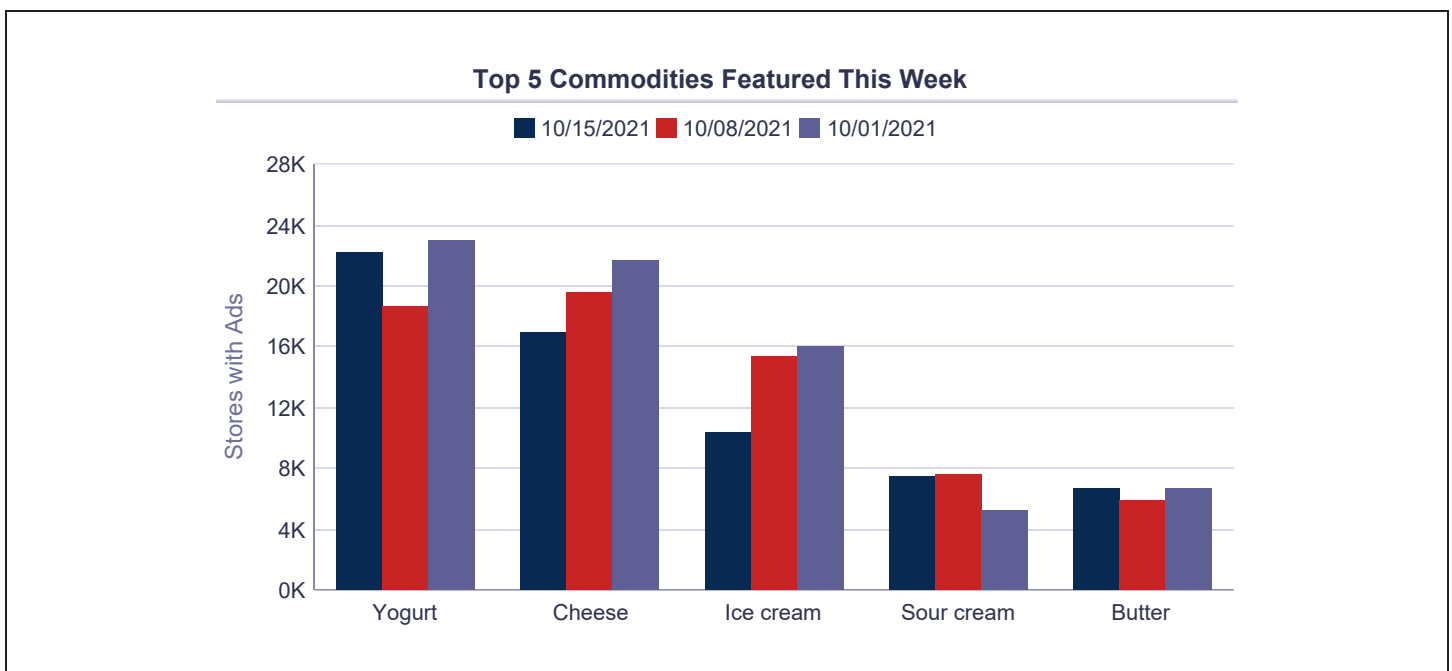
Advertised Prices for Dairy Products at Major Retail Supermarket Outlets ending during the period of 10/15/2021 to 10/21/2021

Advertisers are not deterred by the cooler weather as conventional ice cream, in 48-64 ounce containers, remains the most advertised retail dairy item. Conventional butter, in 1 pound packaging, increased in ad volumes, but decreased by \$.46 in weighted average advertised price, to \$2.85. Total conventional dairy ads decreased by eight percent, while organic ads moved up by ten percent.

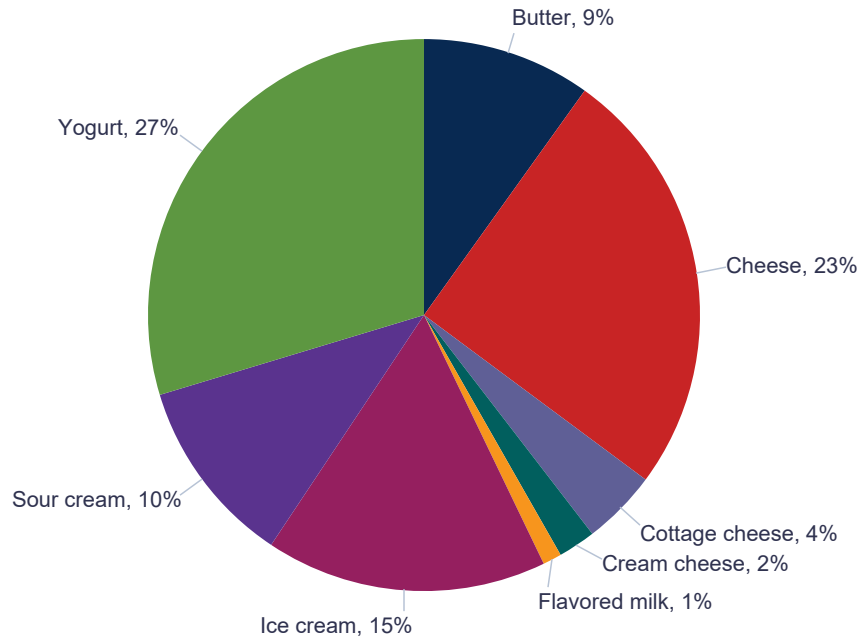
Total conventional cheese advertisement numbers decreased 14 percent. Conventional shredded cheese in eight ounce packaging has a weighted average price of \$2.34, compared to \$2.44 last week. Organic shredded eight ounce packaged cheese had a weighted average price of \$2.79, resulting in an organic premium of \$.45.

Conventional milk advertisements, in total, decreased 65 percent, while organic bottled milk ads increased 5 percent. As per usual, half gallon milk remains the most advertised organic dairy item this week. Conventional half gallon milk held a weighted advertised average price of \$2.18, compared to \$3.60 for the organic variety, resulting in an organic premium of \$1.42.

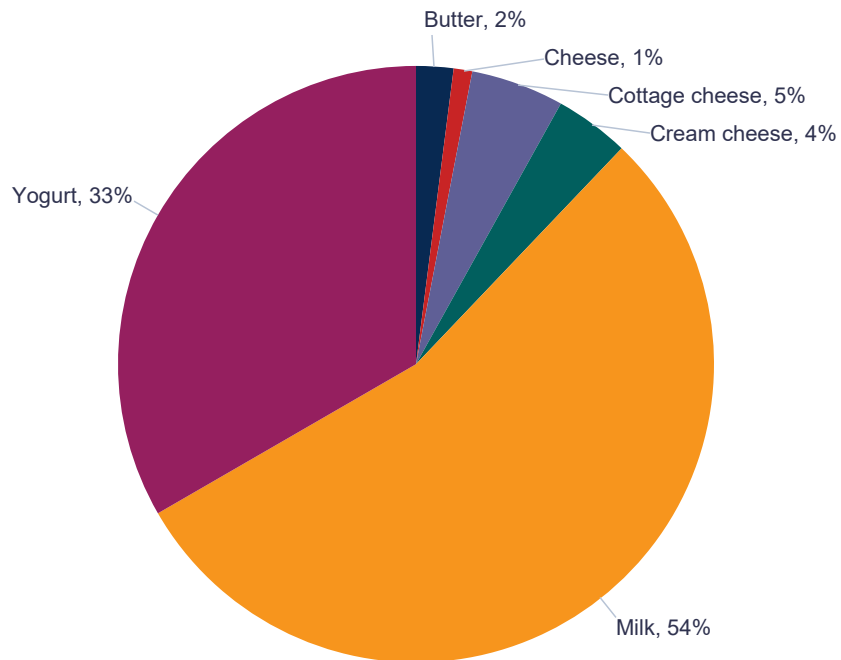
Total conventional and organic yogurt ads increased by 19 and 21 percent, respectively. Conventional yogurt in 4 to 6 ounce containers had a weighted average advertised price of \$.49, two cents below last week's price.



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 #	6488	2.85	5375	3.31	6400	3.26
Cheese	Natural Varieties	8 oz block	7325	2.43	4941	2.48	6862	2.52
Cheese	Natural Varieties	1 # block	1184	4.59	1216	4.60	4253	3.86
Cheese	Natural Varieties	2 # block	581	5.75	3420	5.36	945	6.64
Cheese	Natural Varieties	8 oz shred	7396	2.34	9195	2.44	8234	2.35
Cheese	Natural Varieties	1 # shred	335	3.99	756	4.65	1061	4.43
Cottage cheese		16 oz	3141	1.98	3338	1.91	3644	2.11
Cream cheese		8 oz	1735	1.97	3154	2.00	2260	2.29
Egg nog		half gallon			137	3.49	27	4.99
Flavored milk	All fat tests	half gallon	300	2.82	160	1.83	428	2.50
Flavored milk	All fat tests	gallon	418	3.90	167	4.99	299	3.35
Ice cream		48-64oz	10405	3.15	15351	3.13	10316	3.38
Milk	All fat tests	half gallon	205	2.18	621	2.18	1120	2.41
Milk	All fat tests	gallon	105	1.99	258	4.07		
Sour cream		16 oz	7460	1.69	7656	1.72	5188	1.93
Yogurt	Greek	4-6 oz	9305	.97	9813	.93	8223	.92
Yogurt	Greek	32 oz	4757	4.17	2966	4.56	3150	4.34
Yogurt	Yogurt	4-6 oz	4698	.49	3430	.51	2714	.50
Yogurt	Yogurt	32 oz	958	2.63	313	2.45	550	3.80

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 #	2.79-4.49	1404	3.29	1.97-3.00	816	2.51	1.97-4.49	1732	2.81
Cheese	Natural Varieties	8 oz block	1.88-3.00	1595	2.39	2.00-3.00	3931	2.59	1.67-2.00	315	1.89
Cheese	Natural Varieties	1 # block				3.99	64	3.99			
Cheese	Natural Varieties	8 oz shred	1.88-3.99	1767	2.38	2.00-3.50	2581	2.48	1.67-2.50	1114	2.16
Cheese	Natural Varieties	1 # shred				3.99	64	3.99			
Cottage cheese		16 oz	1.79-2.99	1521	2.33	0.89-2.50	544	2.12	0.89-2.49	669	1.43
Cream cheese		8 oz	1.30-3.00	840	2.26	1.50	334	1.50	1.79	69	1.79
Flavored milk	All fat tests	half gallon	2.69	167	2.69						
Flavored milk	All fat tests	gallon				3.50-5.49	418	3.90			
Ice cream		48-64oz	1.99-3.99	3589	3.04	1.99-5.99	1951	2.61	1.99-5.99	1782	3.33
Milk	All fat tests	half gallon	2.50	72	2.50						
Sour cream		16 oz	0.99-3.00	2420	2.00	0.89-2.50	2911	1.57	0.89-2.39	1110	1.35
Yogurt	Greek	4-6 oz	0.69-1.00	3441	.95	1.00-1.25	1454	1.02	0.99-1.00	1241	1.00
Yogurt	Greek	32 oz	3.99-5.49	1141	4.68	3.49-4.99	783	4.17	3.49-3.50	704	3.50
Yogurt	Yogurt	4-6 oz	0.50-0.60	1428	.54	0.40-0.50	1906	.49	0.33-0.60	642	.46

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	32 oz	2.50	245	2.50	2.49	64	2.49	3.50	221	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
Butter		1 #	1.97-3.00	784	2.44	1.77-3.00	736	2.16	1.79-4.29	1005	3.40
Cheese	Natural Varieties	8 oz block	2.00-2.50	521	2.05	1.99-3.00	831	2.31	1.67	105	1.67
Cheese	Natural Varieties	1 # block	2.99-4.99	490	4.42	3.99-4.99	498	4.71	4.99	121	4.99
Cheese	Natural Varieties	2 # block	7.99	118	7.99				4.99-5.29	463	5.18
Cheese	Natural Varieties	8 oz shred	1.69-3.00	686	2.10	1.99-2.50	983	2.21	1.67-2.49	210	2.08
Cheese	Natural Varieties	1 # shred	2.99	139	2.99				4.99	121	4.99
Cottage cheese		16 oz	0.89	210	.89	0.89-2.99	197	2.03			
Cream cheese		8 oz	1.50-1.99	175	1.65				1.67	289	1.67
Flavored milk	All fat tests	half gallon	2.99	133	2.99						
Ice cream		48-64oz	1.99-6.00	1002	3.26	1.99-4.99	1108	3.79	1.97-3.99	892	3.38
Milk	All fat tests	half gallon	2.00	133	2.00						
Milk	All fat tests	gallon							1.99	105	1.99
Sour cream		16 oz	0.89-2.29	1019	1.63						
Yogurt	Greek	4-6 oz	0.79-1.25	1255	.98	0.79-1.00	1465	.95	0.79-1.00	394	.94
Yogurt	Greek	32 oz	3.49-3.99	459	3.58	3.49-5.00	1211	4.15	4.39-4.99	410	4.57
Yogurt	Yogurt	4-6 oz	0.44	54	.44				0.33-0.50	647	.43
Yogurt	Yogurt	32 oz	3.50	78	3.50				1.79-2.98	350	2.00

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				2.49	27	2.49
Cheese	Natural Varieties	1 # block	5.49	11	5.49			
Cheese	Natural Varieties	8 oz shred	4.99	28	4.99	2.49	27	2.49
Cheese	Natural Varieties	1 # shred	5.49	11	5.49			
Cream cheese		8 oz	4.39	28	4.39			
Ice cream		48-64oz	2.29-4.49	33	3.59	4.39-6.49	48	5.44
Yogurt	Greek	4-6 oz	1.79	28	1.79	0.99	27	.99
Yogurt	Greek	32 oz	4.00-5.49	22	4.75	5.00	27	5.00
Yogurt	Yogurt	4-6 oz	0.70	21	.70			

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 #	156	4.29	589	5.38		
Cheese	Natural Varieties	8 oz shred	66	2.79				
Cottage cheese		16 oz	396	4.09			178	3.99
Cream cheese		8 oz	329	2.57	334	2.50	223	2.85
Milk	All fat tests	half gallon	3845	3.60	3683	3.90	1719	4.31
Milk	All fat tests	gallon	208	5.99	164	5.95	167	5.99
Sour cream		16 oz					178	2.99
Yogurt	Greek	4-6 oz			137	1.25		
Yogurt	Greek	32 oz	1446	3.88	444	3.62	169	6.27
Yogurt	Yogurt	4-6 oz					161	1.00
Yogurt	Yogurt	32 oz	1057	3.70	1496	3.76		

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 #	4.29	156	4.29						
Cottage cheese		16 oz				4.29	334	4.29			
Milk	All fat tests	half gallon	3.99-4.49	587	4.30	2.49-3.99	1067	3.55	2.49-5.28	955	3.43
Milk	All fat tests	gallon	5.99	147	5.99	5.99	61	5.99			
Yogurt	Greek	32 oz	3.99	110	3.99	3.50-3.99	1336	3.87			
Yogurt	Yogurt	32 oz	3.49-3.99	916	3.69						

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
Cheese	Natural Varieties	8 oz shred							2.79	66	2.79
Cottage cheese		16 oz				2.99	62	2.99			
Cream cheese		8 oz	2.59-2.69	160	2.64	2.50	169	2.50			
Milk	All fat tests	half gallon	2.49-3.00	360	2.69	2.49-4.49	744	3.81	2.99	105	2.99
Yogurt	Yogurt	32 oz	3.99	80	3.99				3.50	61	3.50



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	27	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