



Dairy Market News Branch

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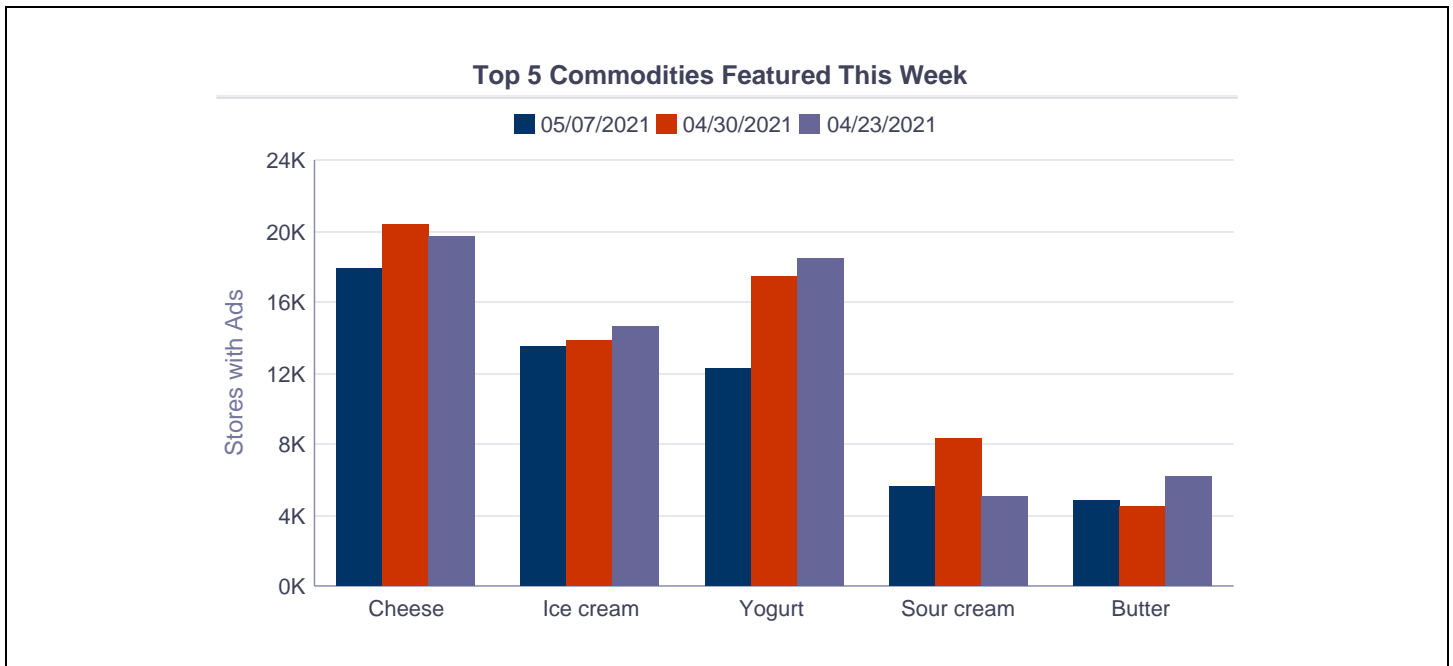
Advertised Prices for Dairy Products at Major Retail Supermarket Outlets ending during the period of 05/07/2021 to 05/13/2021

Total dairy advertisement numbers decreased from last week. Conventional ads were 11 percent lower, while organic ad numbers shrunk by 32 percent. Conventional ice cream, in 48 to 64 ounce containers, was the most advertised dairy item, despite a two percent decline in ad numbers from week 17.

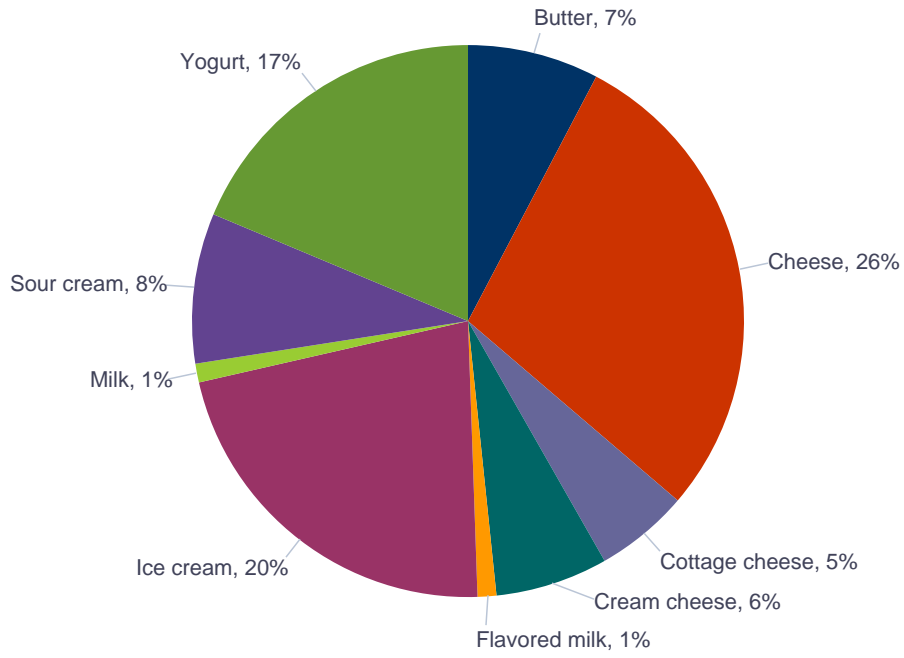
The weighted average price for conventional half gallon milk was \$2.73, while organic half gallon milk held a weighted average price of \$3.82, resulting in an organic premium of \$1.09. Bottled conventional gallon milk held a weighted average price of \$2.97, \$.41 up from the previous week.

Total organic yogurt ad numbers decreased 63 percent this week, while conventional yogurt ad numbers decreased 26 percent. Conventional 32 ounce Greek yogurt ad numbers slipped 22 percent week to week. The weighted average price for that item decreased from \$4.45 last week to \$3.98 during week 18.

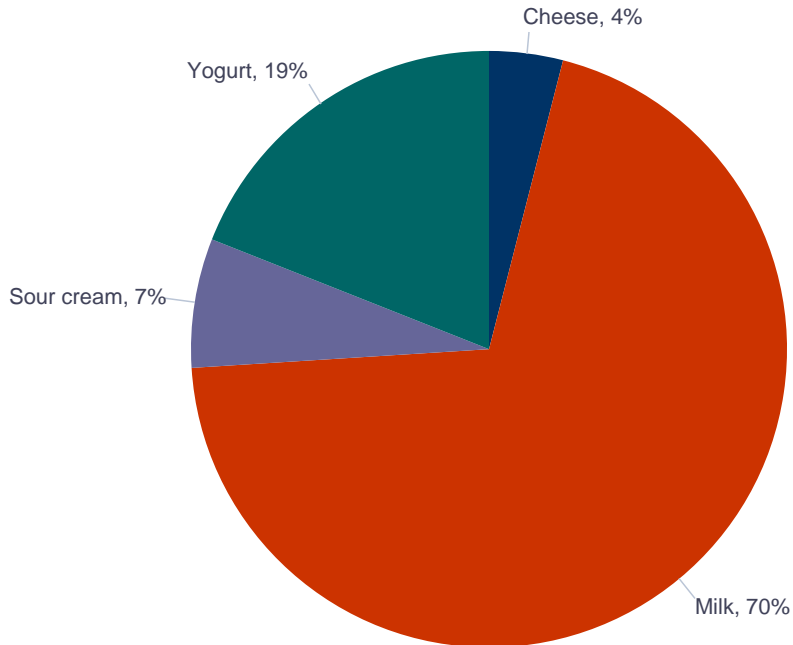
Total conventional cheese advertisement numbers declined 13 percent. Conventional cheese in 8 ounce blocks have a weighted average price of \$2.44, \$.23 lower than last week. Conventional cheese in 8 ounce shreds held a weighted average price of \$2.47, down \$.07 from the previous week.



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 #	4886	2.87	4482	3.37	1697	3.19
Cheese	Natural Varieties	8 oz block	5282	2.44	7606	2.67	5626	2.80
Cheese	Natural Varieties	1 # block	1379	4.29	753	4.33	1604	4.73
Cheese	Natural Varieties	2 # block	1483	5.86	924	6.25	1491	6.25
Cheese	Natural Varieties	8 oz shred	8903	2.47	11056	2.54	7373	2.86
Cheese	Natural Varieties	1 # shred	767	3.53	62	3.50	1289	4.38
Cottage cheese		16 oz	3389	2.00	5125	2.10	2570	2.05
Cream cheese		8 oz	4441	1.88	1861	1.82	1362	1.91
Flavored milk	All fat tests	half gallon	821	1.67	214	2.50	427	2.25
Flavored milk	All fat tests	gallon	120	2.99	249	3.99	285	3.88
Ice cream		48-64oz	13529	3.20	13830	3.23	7369	2.93
Milk	All fat tests	half gallon	545	2.73	659	2.19	1164	1.40
Milk	All fat tests	gallon	337	2.97	165	2.56	561	2.29
Sour cream		16 oz	5469	1.69	8345	1.84	3783	1.70
Yogurt	Greek	4-6 oz	6099	.96	6965	.97	5388	.96
Yogurt	Greek	32 oz	2514	3.98	3216	4.45	1197	3.96
Yogurt	Yogurt	4-6 oz	2105	.48	4805	.52	3742	.55
Yogurt	Yogurt	32 oz	952	2.66	871	3.06	511	2.79

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 #	2.88-3.99	992	3.21	2.50-3.49	1254	2.82	2.29-3.49	897	2.74
Cheese	Natural Varieties	8 oz block	1.50-3.00	1934	2.33	2.00-3.00	1680	2.54	1.99-2.99	626	2.54
Cheese	Natural Varieties	1 # block	2.99-5.99	400	4.45	2.98-4.29	462	3.60	2.99	106	2.99
Cheese	Natural Varieties	2 # block							4.99	331	4.99
Cheese	Natural Varieties	8 oz shred	1.66-3.50	2528	2.22	1.88-3.49	3267	2.66	1.99-2.99	908	2.43
Cheese	Natural Varieties	1 # shred	2.99-3.79	247	3.35	2.98-4.29	248	3.26	2.99	106	2.99
Cottage cheese		16 oz	1.79-2.50	1316	2.22	1.50-2.50	930	2.16	1.25-2.49	540	1.66
Cream cheese		8 oz	0.99-2.00	1455	1.59	1.25-3.00	786	2.20	1.79-1.99	655	1.97
Flavored milk	All fat tests	half gallon				1.66	114	1.66	1.66-1.67	497	1.66
Ice cream		48-64oz	1.99-3.99	2837	2.92	2.29-5.99	3354	3.47	2.29-4.99	3184	2.95
Milk	All fat tests	half gallon	1.99-2.50	293	2.12						
Sour cream		16 oz	0.99-2.00	2309	1.70	1.25-2.50	1015	1.72	1.25-2.39	1031	1.69
Yogurt	Greek	4-6 oz	0.59-1.00	2274	.92	0.80-1.00	1235	.96	1.00	393	1.00
Yogurt	Greek	32 oz	2.99-4.99	994	4.31				3.47	180	3.47
Yogurt	Yogurt	4-6 oz	0.32-0.60	840	.51	0.49-0.60	151	.53	0.30-0.60	466	.44
Yogurt	Yogurt	32 oz	2.50	118	2.50	2.49	64	2.49	2.50	69	2.50

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 #	2.49-4.49	386	3.18	1.87-2.50	811	2.28	2.49-3.50	524	3.26
Cheese	Natural Varieties	8 oz block	2.00-2.99	330	2.58	1.99-2.99	664	2.35			
Cheese	Natural Varieties	1 # block				4.99-6.49	306	5.66	3.99	105	3.99
Cheese	Natural Varieties	2 # block	4.99-5.99	199	5.60	4.99-6.99	873	6.23	5.99	69	5.99
Cheese	Natural Varieties	8 oz shred	2.00-2.99	719	2.64	1.99-2.99	1422	2.42			
Cheese	Natural Varieties	1 # shred							3.99-5.48	166	4.54
Cottage cheese		16 oz	2.50	72	2.50	1.25-1.67	451	1.47	0.99	69	.99
Cream cheese		8 oz	1.99	169	1.99	1.67-3.49	668	2.17	0.99-3.00	708	1.72
Flavored milk	All fat tests	half gallon				1.67	210	1.67			
Flavored milk	All fat tests	gallon				2.99	120	2.99			
Ice cream		48-64oz	2.29-5.98	1277	4.17	1.99-3.99	2349	2.83	2.88-3.89	427	3.58
Milk	All fat tests	half gallon				3.49	241	3.49			
Milk	All fat tests	gallon	2.99-3.99	232	3.42				1.99	105	1.99
Sour cream		16 oz	1.69-2.50	249	2.18	1.25-1.67	697	1.54	0.99-1.50	130	1.23
Yogurt	Greek	4-6 oz	0.89-1.25	642	1.00	0.99-1.00	974	1.00	0.88-1.00	581	.98
Yogurt	Greek	32 oz	3.49-4.99	448	4.37	3.99-4.99	446	4.44	2.19-2.99	419	2.44
Yogurt	Yogurt	4-6 oz	0.33-0.50	185	.45				0.33-0.50	463	.46
Yogurt	Yogurt	32 oz				2.49-2.99	629	2.68	3.00	61	3.00

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 #	2.99-3.00	22	3.00			
Cheese	Natural Varieties	8 oz block	2.50	21	2.50	2.99	27	2.99
Cheese	Natural Varieties	2 # block	6.99	11	6.99			
Cheese	Natural Varieties	8 oz shred	2.50-2.69	32	2.57	2.99	27	2.99
Cottage cheese		16 oz	1.50	11	1.50			
Ice cream		48-64oz	3.99-8.99	50	6.79	3.29-4.29	51	3.76
Milk	All fat tests	half gallon	2.69	11	2.69			
Sour cream		16 oz	1.50	11	1.50	1.67	27	1.67
Yogurt	Greek	32 oz				4.99	27	4.99
Yogurt	Yogurt	32 oz	2.99	11	2.99			

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

Wtd Avg - Simple weighted average



Cheese	Natural Varieties	8 oz block	121	3.69				
Cottage cheese		16 oz			214	4.29		
Cream cheese		8 oz			1112	2.00	214	2.50
Milk	All fat tests	half gallon	1844	3.82	1582	4.10	148	4.88
Milk	All fat tests	gallon	266	6.20			105	5.00
Sour cream		16 oz	214	2.49				
Yogurt	Greek	32 oz	349	6.38			214	3.00
Yogurt	Yogurt	32 oz	214	3.00	1541	3.25		

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	3.99-4.49	414	4.18	2.98-3.99	496	3.59	2.99-4.98	581	4.06
Milk	All fat tests	gallon	6.99	161	6.99						
Sour cream		16 oz				2.49	214	2.49			
Yogurt	Greek	32 oz	6.99	135	6.99	5.99	214	5.99			
Yogurt	Yogurt	32 oz				3.00	214	3.00			

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 block	3.69	121	3.69						
Milk	All fat tests	half gallon	2.99-4.99	132	3.81	2.99	210	2.99			
Milk	All fat tests	gallon							5.00	105	5.00

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
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

Wtd Avg - Simple weighted average



NORTHWEST U.S.	Idaho, Montana, Oregon, Washington, and Wyoming
ALASKA	Alaska
HAWAII	Hawaii
NATIONAL	Continental United States