



Dairy Market News Branch

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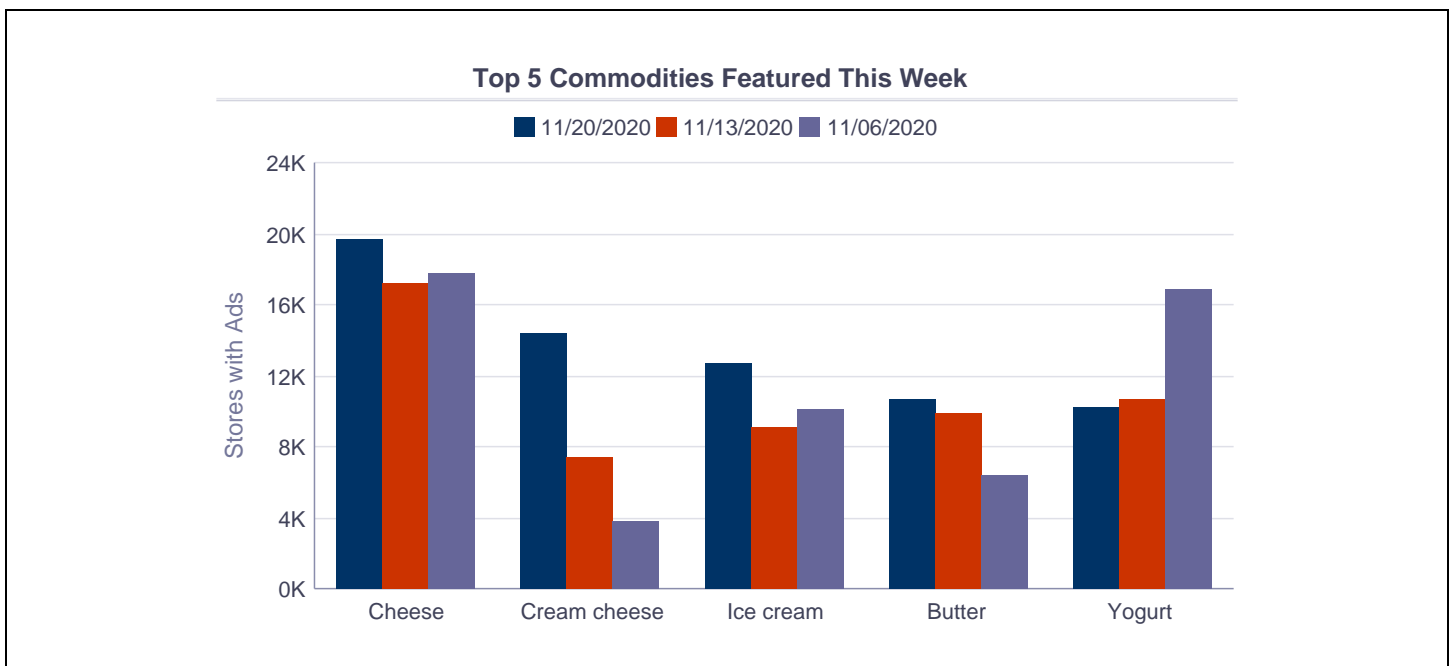
Advertised Prices for Dairy Products at Major Retail Supermarket Outlets ending during the period of 11/20/2020 to 11/26/2020

This week, conventional retail ad numbers increased 30 percent, while organic retail ad numbers decreased 3 percent. The most advertised dairy item is 16 ounce cream cheese with a weighted average advertised price of \$1.62, up 25 cents from last week.

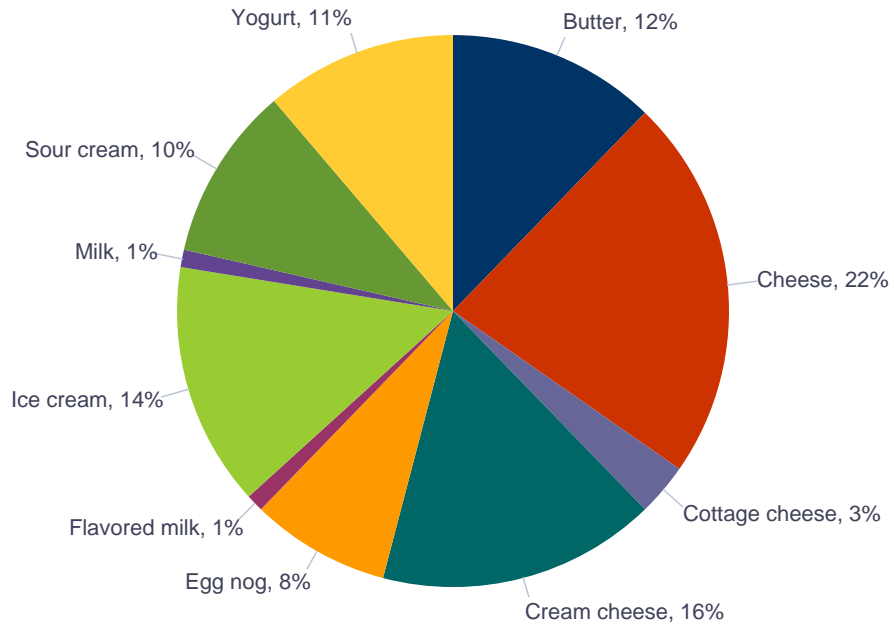
Total conventional cheese ads increased 14 percent. Ads for conventional 8-ounce block cheese increased 20 percent with a weighted average advertised price of \$2.19, down 17 cents from last week. Ads for 8-ounce conventional shred cheese increased 1 percent with an average price of \$2.18, down 3 cents from last week.

Conventional yogurt ads decreased 3 percent, and organic ads decreased 17 percent. The national weighted average price for Greek yogurt in 4 to 6 ounce containers is \$1.06, up 11 cents from last week. The weighted average price for conventional 4 to 6 ounce yogurt is \$0.56, down 7 cents from last week.

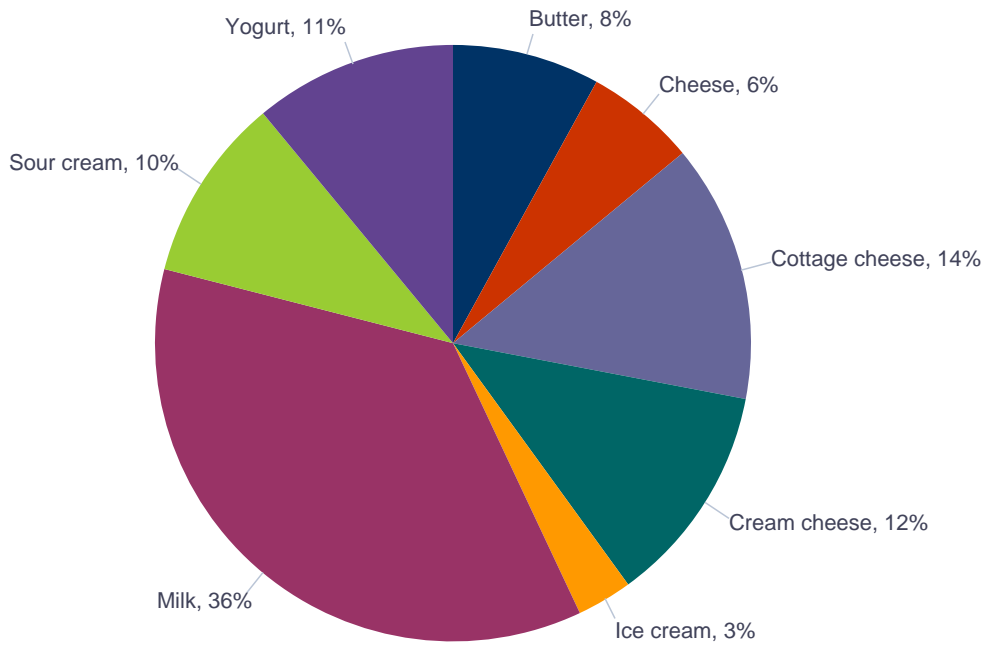
Milk in half gallon containers was the most advertised organic dairy item. The national weighted average advertised price for organic half gallons is \$4.08, down 16 cents from last week. The national weighted average price for conventional half gallon milk is \$2.48, resulting in an organic premium of \$1.60. Total conventional milk ads decreased 31 percent, while organic milk ads decreased 34 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 #	10412	2.83	9653	3.14	7916	3.16
Cheese	Natural Varieties	8 oz block	8228	2.19	6833	2.36	7965	2.28
Cheese	Natural Varieties	1 # block	1302	4.56	548	4.50	1977	4.04
Cheese	Natural Varieties	2 # block	1495	7.36	1761	6.13	949	6.89
Cheese	Natural Varieties	8 oz shred	7596	2.18	7493	2.21	7873	2.31
Cheese	Natural Varieties	1 # shred	797	4.99	401	4.23	735	4.99
Cottage cheese		16 oz	2491	1.89	2583	2.07	3565	1.89
Cream cheese		8 oz	13978	1.62	7478	1.37	12813	1.72
Egg nog		quart	3609	2.95	3271	3.02	596	2.76
Egg nog		half gallon	3058	4.29	133	3.00	1497	3.97
Flavored milk	All fat tests	half gallon	515	2.33	594	2.27	750	2.18
Flavored milk	All fat tests	gallon					105	1.99
Ice cream		48-64oz	12601	2.90	8979	2.85	14422	2.96
Milk	All fat tests	half gallon	353	2.48	370	2.57	1427	2.92
Milk	All fat tests	gallon	461	3.37	813	3.67	174	2.19
Sour cream		16 oz	9143	1.80	4816	1.80	6511	1.74
Yogurt	Greek	4-6 oz	5145	1.06	5558	.95	4986	1.00
Yogurt	Greek	32 oz	1314	4.32	2142	4.74	523	4.81
Yogurt	Yogurt	4-6 oz	2335	.56	2275	.63	2200	.52
Yogurt	Yogurt	32 oz	1082	2.14	189	2.65	587	2.72

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 #	2.00-3.99	3357	2.92	1.99-3.50	2684	2.98	1.88-3.28	1177	2.33
Cheese	Natural Varieties	8 oz block	1.66-3.99	2831	2.39	1.50-3.00	2257	2.03	1.49-2.50	1256	1.85
Cheese	Natural Varieties	1 # block	3.50-3.99	305	3.82	4.98-4.99	797	4.99			
Cheese	Natural Varieties	8 oz shred	1.66-3.00	2741	2.16	1.50-3.99	2374	2.24	1.50-2.00	818	1.64
Cheese	Natural Varieties	1 # shred				4.98-4.99	797	4.99			
Cottage cheese		16 oz	1.79-3.00	829	2.12	1.25-2.50	574	1.76	1.25-1.50	616	1.31
Cream cheese		8 oz	0.98-3.29	3690	1.78	0.82-2.00	4180	1.52	0.99-1.99	1287	1.76
Egg nog		quart	2.98-3.99	537	3.10	2.98	1086	2.98			
Egg nog		half gallon	3.59-5.99	1233	4.93	2.99-3.50	1147	3.47			
Flavored milk	All fat tests	half gallon				2.50	214	2.50	2.00	180	2.00
Ice cream		48-64oz	1.77-4.00	3623	2.80	1.79-4.99	2838	2.74	1.99-4.99	2116	2.66
Milk	All fat tests	gallon	1.39-4.49	461	3.37						
Sour cream		16 oz	1.49-2.50	2863	1.87	1.25-2.00	2630	1.86	1.25-1.99	1436	1.56
Yogurt	Greek	4-6 oz	0.80-2.99	2652	1.08	0.99-1.00	969	1.00	0.99-1.00	614	1.00
Yogurt	Greek	32 oz	3.69-4.99	511	3.98	4.99	114	4.99	4.99	264	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	0.50-0.80	868	.61	0.50	735	.50	0.49-0.58	233	.56
Yogurt	Yogurt	32 oz	1.99-2.99	476	2.39				1.99	180	1.99

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 #	1.49-3.50	1059	2.49	1.99-3.99	1672	3.14	1.47-2.99	400	2.12
Cheese	Natural Varieties	8 oz block	1.99-3.50	847	2.14	1.50-2.99	875	2.40	2.50-2.99	127	2.75
Cheese	Natural Varieties	1 # block				3.99	200	3.99			
Cheese	Natural Varieties	2 # block				6.99-8.99	960	7.87	4.87-6.99	524	6.43
Cheese	Natural Varieties	8 oz shred	1.99-3.50	847	2.14	1.99-3.50	582	2.64	1.99-2.50	182	2.16
Cottage cheese		16 oz	1.79-1.99	172	1.93				2.69	289	2.69
Cream cheese		8 oz	0.79-2.50	2618	1.52	0.98-2.50	1595	1.60	0.98-2.00	549	1.52
Egg nog		quart	1.78-2.99	1099	2.90	1.99-3.99	757	2.88	2.98	130	2.98
Egg nog		half gallon	4.79	121	4.79	3.99	229	3.99	4.79	289	4.79
Flavored milk	All fat tests	half gallon	2.50	121	2.50						
Ice cream		48-64oz	1.99-5.50	1839	3.69	1.99-3.99	1656	2.81	2.49-3.00	455	2.67
Milk	All fat tests	half gallon	1.99-2.50	232	2.21				3.00	121	3.00
Sour cream		16 oz	1.25-2.18	732	1.83	1.49-2.00	940	1.85	1.25-1.67	479	1.54
Yogurt	Greek	4-6 oz	0.89-1.00	123	.95	1.00-1.25	498	1.18	1.00	289	1.00
Yogurt	Greek	32 oz	3.99-4.49	179	4.35	3.99	246	3.99			
Yogurt	Yogurt	4-6 oz	0.49	210	.49				0.60	289	.60
Yogurt	Yogurt	32 oz				2.50	137	2.50	1.67	289	1.67

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 #	2.50-3.49	39	3.21	3.00	24	3.00
Cheese	Natural Varieties	8 oz block	2.50	11	2.50	2.75	24	2.75
Cheese	Natural Varieties	2 # block	6.99	11	6.99			
Cheese	Natural Varieties	8 oz shred	4.49	28	4.49	2.75	24	2.75
Cottage cheese		16 oz	1.67	11	1.67			
Cream cheese		8 oz	2.00	11	2.00	1.25-2.50	48	1.88
Egg nog		half gallon	4.49	39	4.49			
Ice cream		48-64oz	3.50-5.99	50	5.00	4.99	24	4.99
Sour cream		16 oz	1.67-2.49	39	2.26	2.50	24	2.50

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 #	289	5.99	289	5.99	331	5.31
Cheese	Natural Varieties	8 oz block	117	3.99			117	3.99
Cheese	Natural Varieties	1 # block					72	5.99
Cheese	Natural Varieties	8 oz shred	117	3.99	78	3.33	117	3.99
Cottage cheese		16 oz	503	4.00	503	4.00		
Cream cheese		8 oz	426	2.81				
Ice cream		48-64oz	117	5.99	117	5.99		
Milk	All fat tests	half gallon	1235	4.08	1497	3.92	1846	3.73
Milk	All fat tests	gallon	60	9.99	381	5.43	105	5.00
Milk	All fat tests	8 oz UHT			87	1.00	214	1.25
Sour cream		16 oz	351	2.33	289	2.19	289	2.39
Yogurt	Greek	32 oz			147	4.99	289	5.89
Yogurt	Yogurt	4-6 oz	255	1.25				
Yogurt	Yogurt	32 oz	147	3.69	336	5.14	456	3.72

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
Cottage cheese		16 oz				4.29	214	4.29			
Milk	All fat tests	half gallon	3.99-5.79	255	4.75	3.50	214	3.50	3.00	360	3.00
Milk	All fat tests	gallon	9.99	60	9.99						
Sour cream		16 oz	2.99	62	2.99						
Yogurt	Yogurt	4-6 oz	1.25	255	1.25						
Yogurt	Yogurt	32 oz	3.69	147	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
Butter		1 #							5.99	289	5.99
Cheese	Natural Varieties	8 oz block				3.99	117	3.99			
Cheese	Natural Varieties	8 oz shred				3.99	117	3.99			
Cottage cheese		16 oz							3.79	289	3.79

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
Cream cheese		8 oz				3.50	137	3.50	2.49	289	2.49
Ice cream		48-64oz				5.99	117	5.99			
Milk	All fat tests	half gallon				3.99	117	3.99	5.29	289	5.29
Sour cream		16 oz							2.19	289	2.19

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