



Dairy Market News Branch

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National Retail Report-Dairy

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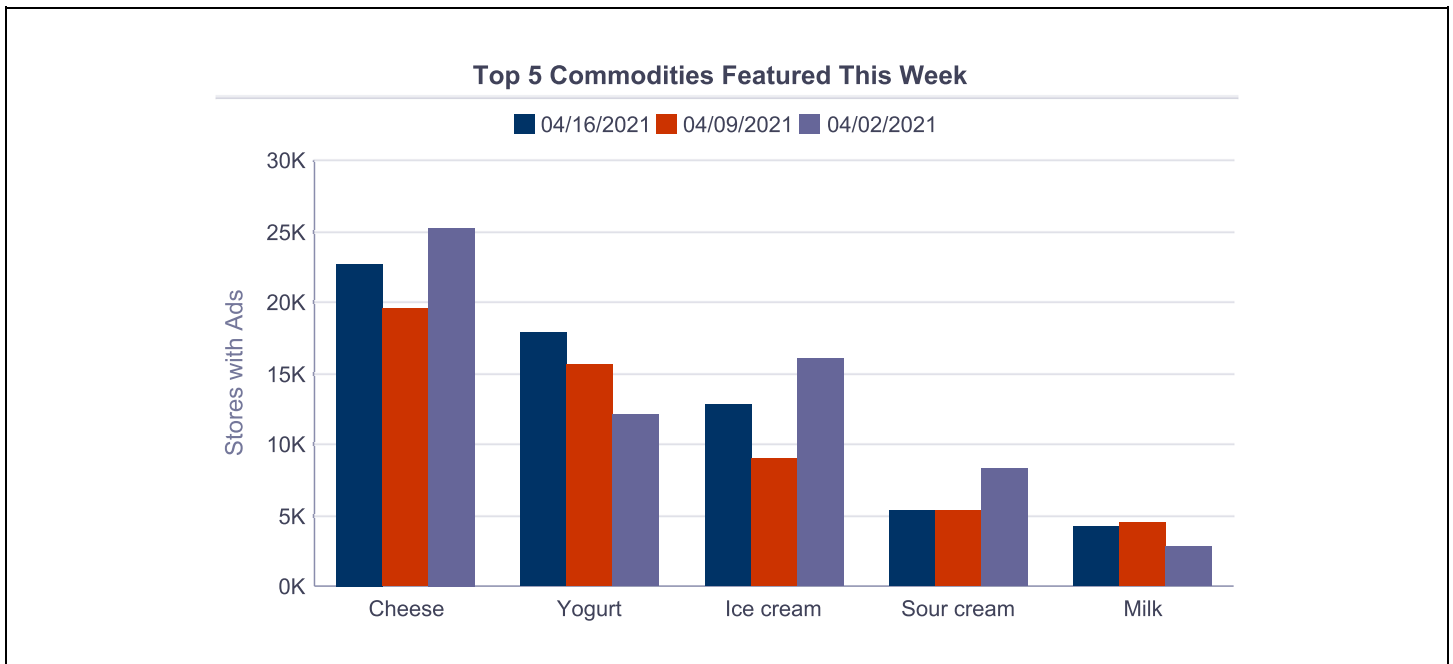
Advertised Prices for Dairy Products at Major Retail Supermarket Outlets ending during the period of 04/16/2021 to 04/22/2021

Ice cream in 48 to 64-ounce containers is the most advertised conventional dairy item this week, featured in 42 percent more advertisements than last week. The weighted average price is \$3.15, \$0.07 lower than last week. There are no ads for organic 48 to 64-ounce ice cream.

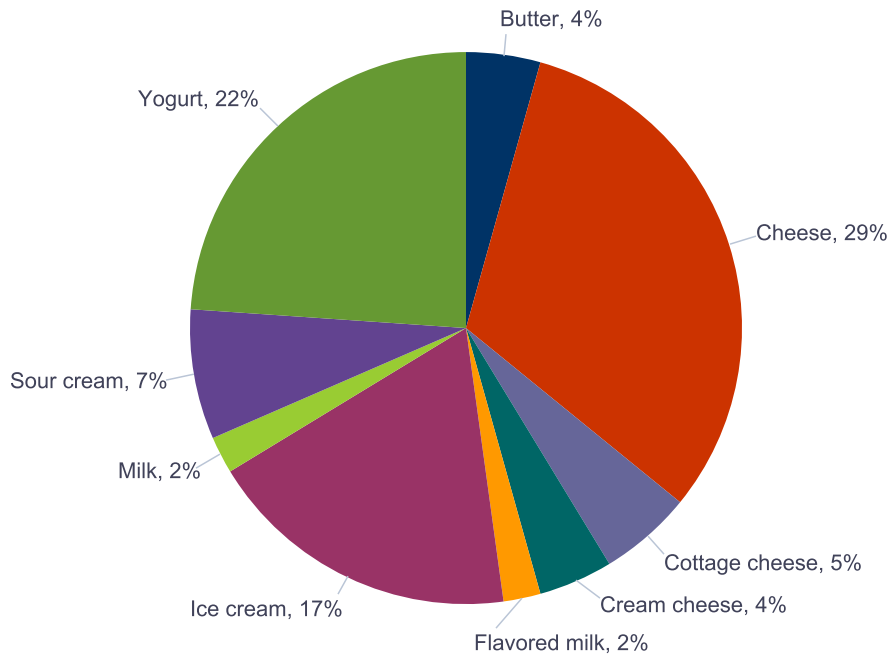
Advertisements for conventional 1-pound blocks of cheese increased 243 percent this week, with the weighted average price dropping \$0.97 from last week, landing at \$3.96. Organic 1-pound blocks of cheese are not advertised. The most frequently advertised cheese item this week, in both conventional and organic coolers, is 8-ounce shred cheese. The weighted average price for 8-ounce shred cheese is \$2.49 for conventional and \$3.54 for organic, resulting in an organic premium of \$1.05.

Organic 32-ounce Greek yogurt advertisements grew 469 percent this week, while ads for conventional 32-ounce Greek yogurt shrank 51 percent. The most advertised conventional yogurt item is yogurt in 4 to 6-ounce containers, with a weighted average price of \$0.54. Organic 4 to 6-ounce containers of yogurt have a weighted average price of \$0.69, for an organic premium of \$0.15.

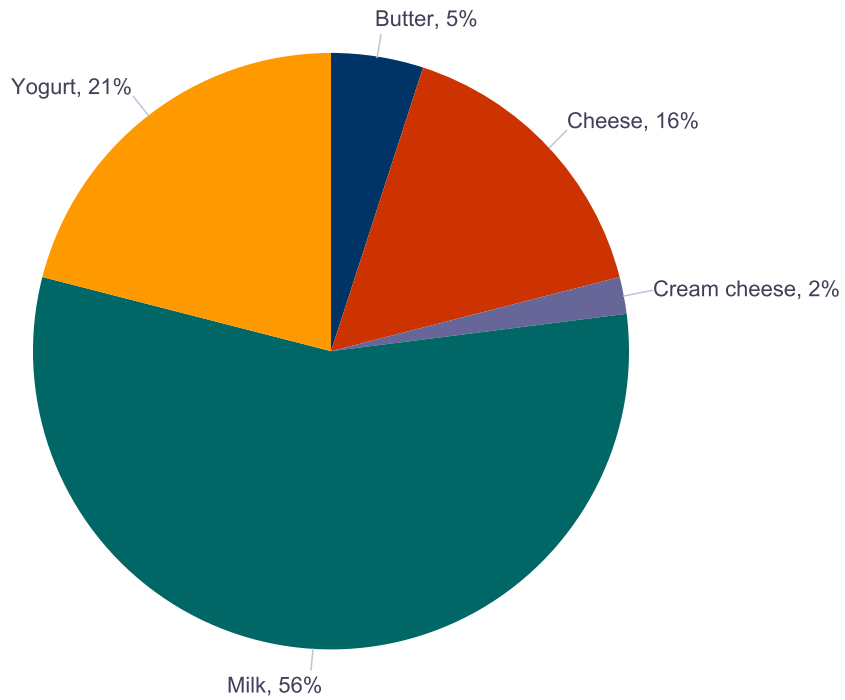
The national weighted average price for conventional half gallon milk is \$2.59, up \$1.34 from last week's average of \$1.25. The national weighted average advertised price for organic half gallons is \$4.14, resulting in an organic premium of \$1.55. Organic half gallon milk was the most advertised organic dairy item this week. Advertisements for conventional flavored milk half gallons shot up 329 percent, with a weighted average price of \$2.67. This is down \$1.12 from the last period. Organic flavored milk half gallons are not advertised this 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 #	2989	3.19	3073	3.28	8338	3.03
Cheese	Natural Varieties	8 oz block	7029	2.55	6948	2.54	4415	2.48
Cheese	Natural Varieties	1 # block	1972	3.96	575	4.93	1123	3.54
Cheese	Natural Varieties	2 # block	1291	6.92	1662	7.19	568	6.03
Cheese	Natural Varieties	8 oz shred	10217	2.49	8573	2.22	5615	2.27
Cheese	Natural Varieties	1 # shred	1309	3.65	1175	3.80	594	3.72
Cottage cheese		16 oz	3471	2.30	2368	2.31	3119	2.03
Cream cheese		8 oz	3309	2.32	2341	1.72	6298	1.79
Flavored milk	All fat tests	half gallon	1240	2.67	289	3.79		
Flavored milk	All fat tests	gallon					180	4.99
Ice cream		48-64oz	12856	3.16	9025	3.22	6691	3.09
Milk	All fat tests	half gallon	586	2.59	1113	1.25		
Milk	All fat tests	gallon	914	2.74	621	3.34	105	1.99
Sour cream		16 oz	5312	1.88	5325	1.61	5576	1.90
Yogurt	Greek	4-6 oz	6176	.96	7359	.99	2807	.93
Yogurt	Greek	32 oz	1155	4.65	2346	4.33	3251	3.52
Yogurt	Yogurt	4-6 oz	7540	.54	4290	.53	770	.47
Yogurt	Yogurt	32 oz	1903	2.34	864	2.83	546	2.13

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 #	1.99-4.99	1348	3.02				2.00-3.99	527	3.19
Cheese	Natural Varieties	8 oz block	1.88-3.99	2285	2.49	2.00-3.50	2470	2.55	2.00-2.99	625	2.53
Cheese	Natural Varieties	1 # block	3.49	72	3.49	2.50-5.00	1106	4.54	2.50	595	2.50
Cheese	Natural Varieties	2 # block	7.99	264	7.99	7.99	64	7.99	7.88	107	7.88
Cheese	Natural Varieties	8 oz shred	1.77-3.99	2759	2.41	2.00-3.00	2886	2.48	2.00-3.49	1960	2.55
Cheese	Natural Varieties	1 # shred	3.99	72	3.99	4.98-4.99	564	4.99	2.50	595	2.50
Cottage cheese		16 oz	1.99-3.00	1343	2.68	1.67-3.00	1572	2.00	1.99-2.49	249	2.35
Cream cheese		8 oz	1.50-3.00	1343	2.08	1.50-3.00	1300	2.90			
Flavored milk	All fat tests	half gallon							1.98-2.77	360	2.38
Ice cream		48-64oz	2.37-4.00	2987	2.89	1.99-5.99	3070	3.04	1.98-4.99	2353	3.17
Milk	All fat tests	gallon	1.39-4.99	314	3.08						
Sour cream		16 oz	1.49-2.50	1418	1.82	1.67-2.00	2444	1.84	0.89-2.39	429	1.99
Yogurt	Greek	4-6 oz	0.59-1.00	2288	.94	0.80-1.00	894	.96	1.00	1008	1.00
Yogurt	Greek	32 oz	4.50-4.99	486	4.84	5.00	214	5.00			
Yogurt	Yogurt	4-6 oz	0.50-0.60	1459	.54	0.49-0.60	1961	.54	0.39-0.60	1593	.57
Yogurt	Yogurt	32 oz	2.00-3.49	592	2.77	2.00	1002	2.00			

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 #	1.50-4.99	536	3.25				2.69-4.39	578	3.54
Cheese	Natural Varieties	8 oz block	2.00-3.00	813	2.66	1.67-2.99	360	2.56	2.49-3.48	455	2.63
Cheese	Natural Varieties	1 # block	2.50-6.99	199	5.23						
Cheese	Natural Varieties	2 # block				5.00-6.99	487	6.09	3.99-7.49	358	6.82
Cheese	Natural Varieties	8 oz shred	1.79-2.99	1122	2.53	1.67-2.69	922	2.44	2.29-3.48	515	2.59
Cheese	Natural Varieties	1 # shred	2.50	78	2.50						
Cottage cheese		16 oz	2.29-2.50	193	2.37	1.67	114	1.67			
Cream cheese		8 oz	1.39-1.79	148	1.59	1.50-1.67	422	1.65	1.99	69	1.99
Flavored milk	All fat tests	half gallon	2.50	74	2.50	1.99-2.50	490	2.24	3.79	289	3.79
Ice cream		48-64oz	2.49-5.99	1202	3.79	2.49-4.49	2562	3.24	2.49-3.49	585	3.18
Milk	All fat tests	half gallon	1.88	99	1.88	1.99-3.50	487	2.74			
Milk	All fat tests	gallon	2.19-2.99	328	2.58	2.89	167	2.89	1.99	105	1.99
Sour cream		16 oz	1.79	54	1.79	1.67-1.99	362	1.77	2.19	578	2.19
Yogurt	Greek	4-6 oz	0.89-1.00	391	.96	0.79-1.00	663	.93	0.99-1.00	870	1.00
Yogurt	Greek	32 oz	3.29	121	3.29	3.49-4.99	307	4.68			
Yogurt	Yogurt	4-6 oz	0.44-0.60	925	.50	0.44-0.70	1047	.54	0.39-0.50	523	.46
Yogurt	Yogurt	32 oz	2.50-3.29	247	2.89	1.50	62	1.50			

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
Cheese	Natural Varieties	8 oz block	3.00	21	3.00			
Cheese	Natural Varieties	2 # block	6.00	11	6.00			
Cheese	Natural Varieties	8 oz shred	2.69-3.00	53	2.94			
Cream cheese		8 oz				1.67	27	1.67
Flavored milk	All fat tests	half gallon				2.99	27	2.99
Ice cream		48-64oz	3.99-4.49	22	4.24	3.99-5.99	75	4.73
Sour cream		16 oz				1.67	27	1.67
Yogurt	Greek	4-6 oz	1.25	11	1.25	1.50	51	1.50
Yogurt	Greek	32 oz				3.99	27	3.99
Yogurt	Yogurt	4-6 oz	0.70	32	.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 #	214	4.99				

Wtd Avg - Simple weighted average



Cheese	Natural Varieties	1 # block	221	5.99				
Cheese	Natural Varieties	8 oz shred	539	3.54	605	3.57	289	3.79
Cream cheese		8 oz	87	2.79	62	2.50		
Milk	All fat tests	half gallon	1758	4.14	1868	4.19	493	4.11
Milk	All fat tests	gallon	670	6.38	703	6.01	322	5.66
Milk	All fat tests	8 oz UHT	247	1.00	247	1.00		
Yogurt	Greek	32 oz	353	4.47	62	4.49	87	3.50
Yogurt	Yogurt	4-6 oz	72	.69	118	1.25		
Yogurt	Yogurt	32 oz	581	4.04	612	3.86		

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 #				4.99	214	4.99			
Cheese	Natural Varieties	1 # block	5.99	221	5.99						
Cream cheese		8 oz				2.79	87	2.79			
Milk	All fat tests	half gallon	3.99-4.99	817	4.47	3.00-4.99	175	3.69	3.00-4.98	483	4.28
Milk	All fat tests	gallon				4.99	214	4.99			
Milk	All fat tests	8 oz UHT							1.00	247	1.00
Yogurt	Greek	32 oz	3.50	100	3.50				3.50	116	3.50
Yogurt	Yogurt	4-6 oz	0.69	72	.69						
Yogurt	Yogurt	32 oz	3.50-4.99	519	3.92						

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				2.99-3.99	539	3.54			
Milk	All fat tests	half gallon				3.00-3.50	272	3.24			
Milk	All fat tests	gallon				5.99	62	5.99	5.00-7.99	394	7.19
Yogurt	Greek	32 oz				5.99	137	5.99			
Yogurt	Yogurt	32 oz				4.99	62	4.99			

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	3.50	11	3.50			

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