



Dairy Market News Branch

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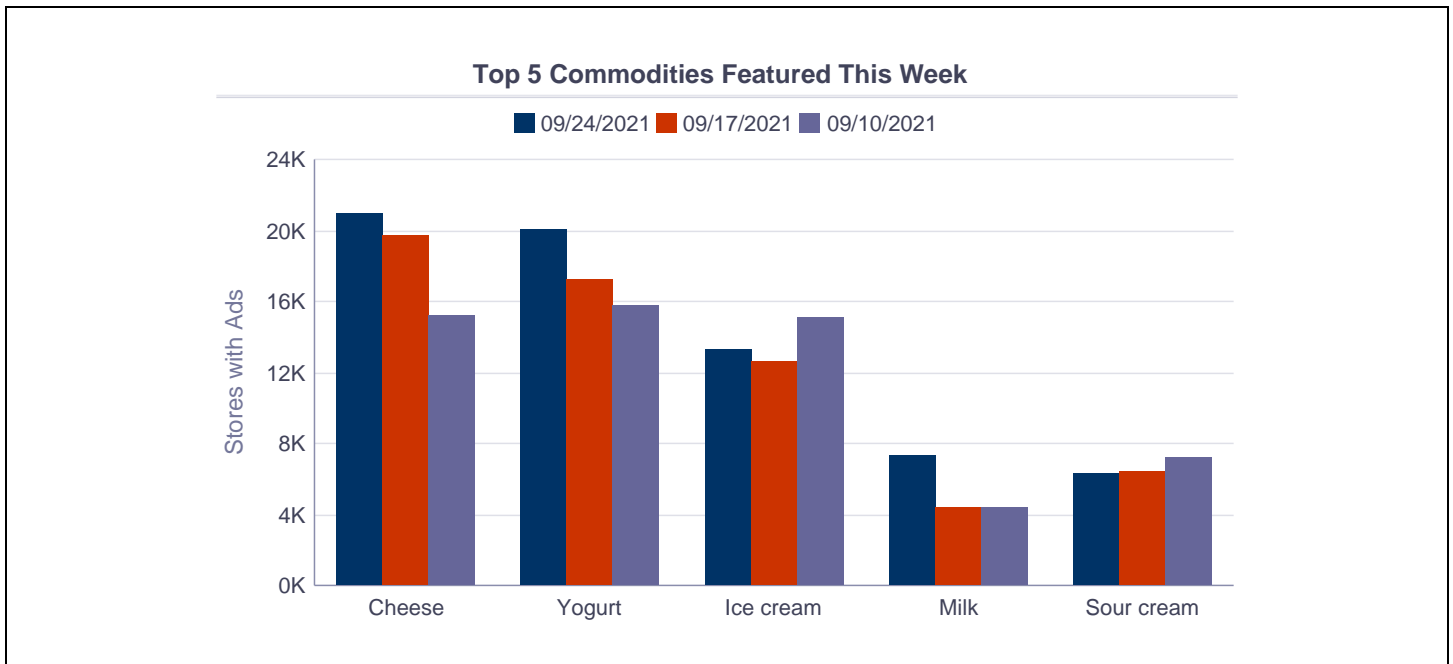
Advertised Prices for Dairy Products at Major Retail Supermarket Outlets ending during the period of 09/24/2021 to 09/30/2021

The total number of conventional dairy advertisements is unchanged, but the total organic ad numbers increased by 51 percent. Conventional ice cream in 48–64-ounce containers maintained the top spot as the most advertised dairy item across the country. The national weighted average advertised price for ice cream in 48-64-ounce containers is \$2.91, down 11 cents from the previous week.

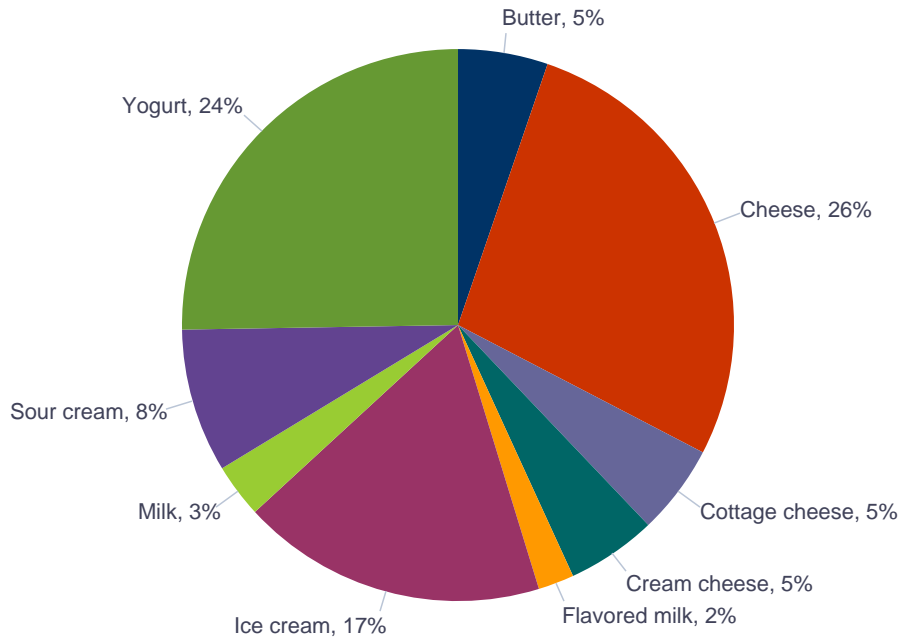
Conventional cheese ad numbers increased 4 percent, while organic cheese ads increased 114 percent. The weighted average advertised price for conventional 8-ounce block cheese is \$2.19, down 41 cents from last week, and the weighted average advertised price for conventional 8-ounce shred cheese is \$2.33, down 30 cents from last week.

Conventional yogurt ad numbers increased by 14 percent and organic yogurt ads increased 53 percent. Conventional Greek yogurt in 4–6-ounce containers was the most advertised yogurt item, with a national weighted average price of \$.94, down 4 cents from last week.

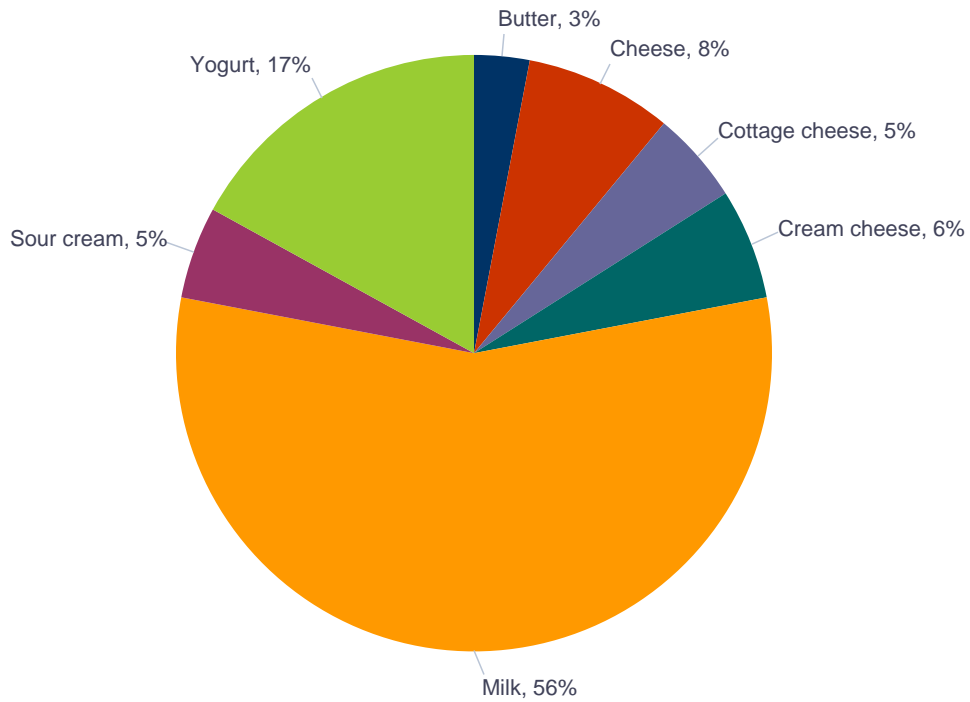
Conventional milk ads increased 45 percent, while organic milk ads increased 83 percent. The national weighted average advertised price for conventional milk gallons is \$2.99, compared to \$1.15 for conventional milk half gallons. The national weighted average advertised price for organic milk half gallons is \$3.96, resulting in an organic price premium of \$2.81. Organic half gallon milk is the most advertised organic item.



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 #	3641	3.15	7722	3.10	3177	2.82
Cheese	Natural Varieties	8 oz block	8654	2.19	5264	2.60	3391	2.30
Cheese	Natural Varieties	1 # block	713	4.07	306	4.16	1197	3.78
Cheese	Natural Varieties	2 # block	457	7.30	846	7.33	3329	7.37
Cheese	Natural Varieties	8 oz shred	10126	2.33	12312	2.63	8466	2.46
Cheese	Natural Varieties	1 # shred	243	4.12	636	3.87	771	2.86
Cottage cheese		16 oz	3447	2.08	4507	2.26	1941	2.16
Cream cheese		8 oz	3592	1.73	3415	2.36	6038	2.24
Flavored milk	All fat tests	half gallon	1032	2.64	422	3.23	396	3.20
Flavored milk	All fat tests	gallon	306	3.85	499	2.51	105	1.99
Ice cream		48-64oz	13322	2.91	12561	3.02	9313	2.97
Milk	All fat tests	half gallon	1818	1.15	1060	2.42	254	2.23
Milk	All fat tests	gallon	666	2.99	651	3.49	272	1.62
Sour cream		16 oz	5950	1.86	5978	1.99	4386	1.83
Yogurt	Greek	4-6 oz	9731	.94	9383	.98	8119	.97
Yogurt	Greek	32 oz	1984	4.35	2428	4.91	1367	4.31
Yogurt	Yogurt	4-6 oz	6061	.52	3779	.54	4217	.50
Yogurt	Yogurt	32 oz	772	2.71	729	2.62	2390	2.56

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 #	2.88-4.49	1401	3.45	2.49-3.50	1121	2.67	2.99-4.49	360	3.74
Cheese	Natural Varieties	8 oz block	1.48-3.00	2899	2.47	0.99-2.50	2521	2.22	1.28-3.00	1024	2.04
Cheese	Natural Varieties	1 # block	3.99	108	3.99	3.99	334	3.99	3.00	106	3.00
Cheese	Natural Varieties	2 # block							6.99	107	6.99
Cheese	Natural Varieties	8 oz shred	1.77-3.50	2248	2.57	0.99-3.00	3860	2.42	1.28-3.00	1097	2.07
Cheese	Natural Varieties	1 # shred							3.00	106	3.00
Cottage cheese		16 oz	1.50-2.99	1016	2.22	2.00-3.00	1458	2.16	1.49-2.50	542	2.02
Cream cheese		8 oz	1.48-1.99	1082	1.76	1.50-1.99	1391	1.58	1.79-2.00	175	1.92
Flavored milk	All fat tests	half gallon				2.50	334	2.50	1.50-2.50	163	1.85
Flavored milk	All fat tests	gallon	4.99	167	4.99						
Ice cream		48-64oz	1.99-3.99	2494	2.91	2.50-5.99	4019	2.99	2.50-3.99	2365	3.00
Milk	All fat tests	half gallon				0.88	114	.88	0.88	595	.88
Milk	All fat tests	gallon							2.58	57	2.58
Sour cream		16 oz	1.50-2.50	1483	2.03	0.98-2.49	2154	1.87	1.49-2.50	256	1.96
Yogurt	Greek	4-6 oz	0.69-1.00	2633	.98	0.80-1.00	1606	.93	0.80-1.00	1521	.91
Yogurt	Greek	32 oz	3.99-4.99	864	4.49	3.99-5.00	395	4.84	4.50	69	4.50



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	0.50-0.69	1558	.54	0.50-0.60	2074	.55	0.39-0.60	642	.50
Yogurt	Yogurt	32 oz	2.49-3.50	510	2.92						

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
Butter		1 #	2.99-3.49	264	3.10	2.99	167	2.99	1.99-3.98	317	2.96
Cheese	Natural Varieties	8 oz block	0.99-3.49	710	2.03	1.28-1.99	1052	1.57	1.28-2.99	413	2.15
Cheese	Natural Varieties	1 # block				4.98	137	4.98			
Cheese	Natural Varieties	2 # block							6.98-7.49	350	7.40
Cheese	Natural Varieties	8 oz shred	1.28-3.49	968	2.30	1.28-2.99	1221	1.77	1.28-2.99	697	2.41
Cheese	Natural Varieties	1 # shred				4.98	137	4.98			
Cottage cheese		16 oz	1.49	351	1.49				1.69	69	1.69
Cream cheese		8 oz	1.33-2.50	410	1.83	1.99	360	1.99	1.69-1.99	174	1.87
Flavored milk	All fat tests	half gallon				1.99	246	1.99	3.79	289	3.79
Flavored milk	All fat tests	gallon	2.49	139	2.49						
Ice cream		48-64oz	1.97-3.99	1278	2.84	1.99-3.99	2290	2.62	2.47-3.99	816	2.97
Milk	All fat tests	half gallon	0.88-2.99	697	1.56	0.88	120	.88	0.88-0.97	292	.91
Milk	All fat tests	gallon	2.68-2.99	272	2.83	3.18-3.19	337	3.19			
Sour cream		16 oz	1.49-2.09	850	1.65	1.49-1.99	290	1.83	0.97-2.19	882	1.73
Yogurt	Greek	4-6 oz	0.80-1.25	1279	.97	0.80-1.00	1649	.93	0.69-1.00	1021	.87
Yogurt	Greek	32 oz	2.99	121	2.99	3.49-4.50	474	4.14	3.28	61	3.28
Yogurt	Yogurt	4-6 oz	0.39-0.50	657	.45	0.40-0.60	803	.50	0.50-0.60	292	.54
Yogurt	Yogurt	32 oz	2.00-2.50	262	2.29						

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 #	3.49	11	3.49			
Cheese	Natural Varieties	8 oz block	3.99	11	3.99	3.00	24	3.00
Cheese	Natural Varieties	1 # block	4.99	28	4.99			
Cheese	Natural Varieties	8 oz shred	3.99	11	3.99	3.00	24	3.00
Cottage cheese		16 oz	1.99	11	1.99			
Ice cream		48-64oz	4.00-6.99	60	5.74			
Sour cream		16 oz	1.99	11	1.99	2.50	24	2.50
Yogurt	Greek	4-6 oz	1.00-1.25	22	1.13			
Yogurt	Yogurt	4-6 oz	0.60	11	.60	0.80	24	.80

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 #	264	5.99			69	6.49
Cheese	Natural Varieties	8 oz block	310	3.53	51	3.99	178	3.99
Cheese	Natural Varieties	8 oz shred	418	3.91	289	3.79	178	3.49
Cottage cheese		16 oz	410	3.64	624	3.86	214	4.29
Cream cheese		8 oz	540	2.73	693	2.55	69	2.69
Milk	All fat tests	half gallon	4848	3.96	2511	4.57	3318	3.75
Milk	All fat tests	gallon			137	5.98	213	4.99
Sour cream		16 oz	410	2.40	467	2.68	178	2.50
Yogurt	Greek	4-6 oz			51	.79	137	1.25
Yogurt	Greek	32 oz	137	4.98	674	5.43		
Yogurt	Yogurt	4-6 oz	63	.99				
Yogurt	Yogurt	32 oz	1229	3.45	207	3.49	114	4.49

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 #	5.99	264	5.99						
Cheese	Natural Varieties	8 oz shred	4.99	108	4.99						
Cream cheese		8 oz				3.99	61	3.99	3.50	69	3.50
Milk	All fat tests	half gallon	3.59-4.99	1181	4.29	3.00-4.99	318	4.28	3.00-4.99	1067	4.07
Yogurt	Yogurt	4-6 oz	0.99	63	.99						
Yogurt	Yogurt	32 oz	3.49-3.99	895	3.62	3.00	334	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							3.50	289	3.50
Cheese	Natural Varieties	8 oz shred							3.50	289	3.50
Cottage cheese		16 oz	3.29	121	3.29				3.79	289	3.79
Cream cheese		8 oz	2.49	121	2.49				2.39	289	2.39
Milk	All fat tests	half gallon	3.00-3.29	409	3.09	3.00-4.99	1325	3.86	3.00-4.29	537	3.75
Sour cream		16 oz	2.19	121	2.19				2.49	289	2.49
Yogurt	Greek	32 oz				4.98	137	4.98			

Wtd Avg - Simple weighted average

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	4.00	21	4.00			
Cheese	Natural Varieties	8 oz shred	4.00	21	4.00			
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