



Dairy Market News Branch

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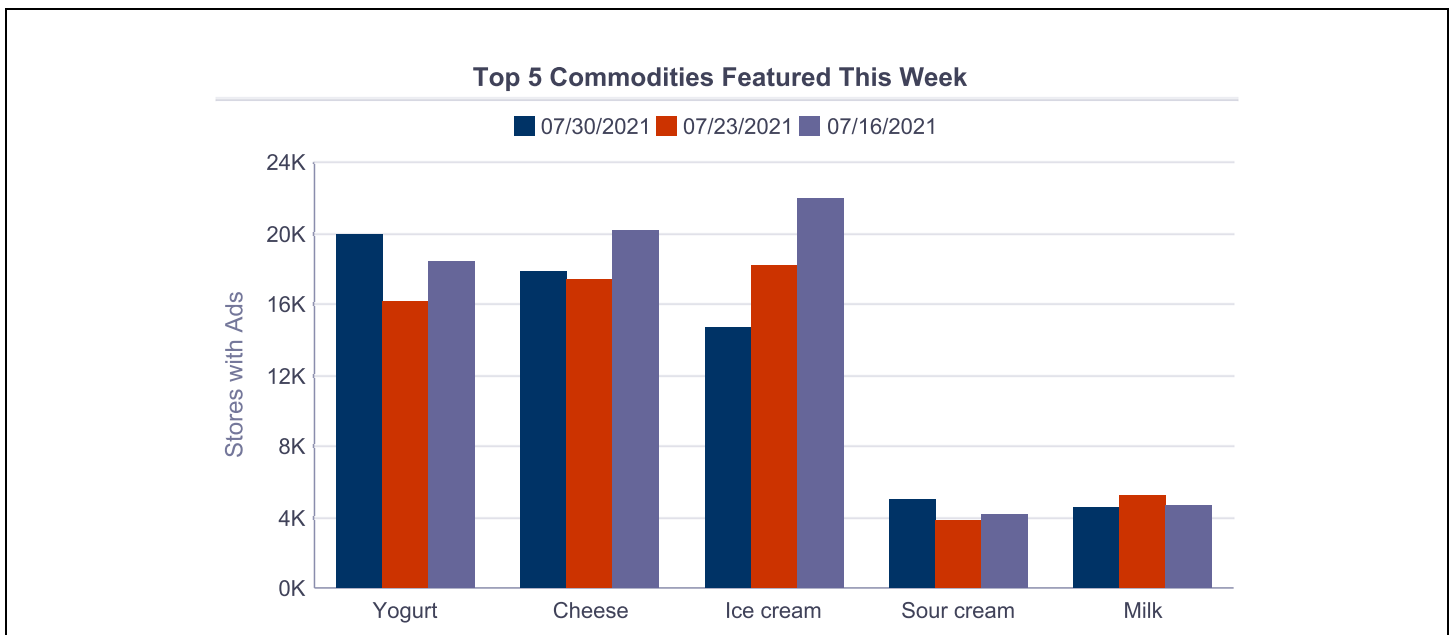
Advertised Prices for Dairy Products at Major Retail Supermarket Outlets ending during the period of 07/30/2021 to 08/05/2021

Conventional 48 to 64-ounce containers of ice cream are the most advertised dairy item this week. Up one penny from last week, the weighted average advertised price is \$2.86. There are no ads for organic 48 to 64-ounce ice cream. Conventional 16-ounce sour cream ads increased 40 percent. The weighted average advertised price is \$1.86, up \$0.05 from last week. Ads for organic 16-ounce containers of sour cream decreased 62 percent. The weighted average advertised price, \$2.49, is unchanged from last week and has an organic premium of \$0.63.

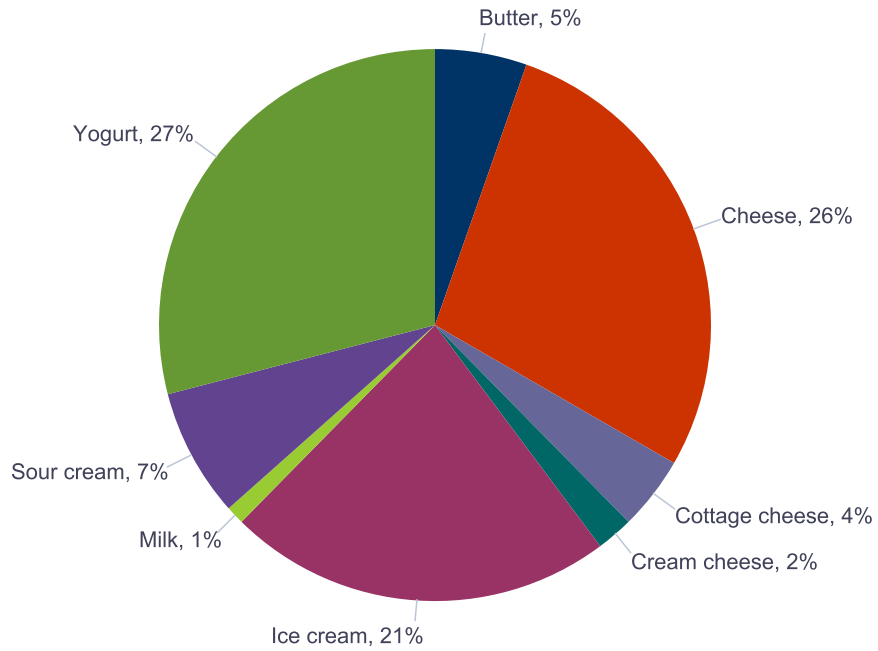
The weighted average advertised price for conventional 8-ounce shred cheese is \$2.22, down \$0.34 from last week, with a 21 percent increase in ads. The total number of conventional cheese ads increased 2 percent. Organic cheese was not featured in any advertisements this week.

The national weighted average advertised price for conventional Greek yogurt in 4 to-6 ounce containers, the most advertised conventional yogurt container size, is \$0.95, up \$0.03 from last week. Ads for 32-ounce conventional yogurt fell 34 percent this week. The weighted average advertised price increased \$0.10 to \$2.67. Organic yogurt in 32-ounce containers is featured in 182 percent more ads than last week. The weighted average advertised price of \$3.93 is \$0.65 higher than last week. The organic premium is \$1.26. Conventional yogurt ads increased 23 percent. Organic yogurt ads also increased 23 percent.

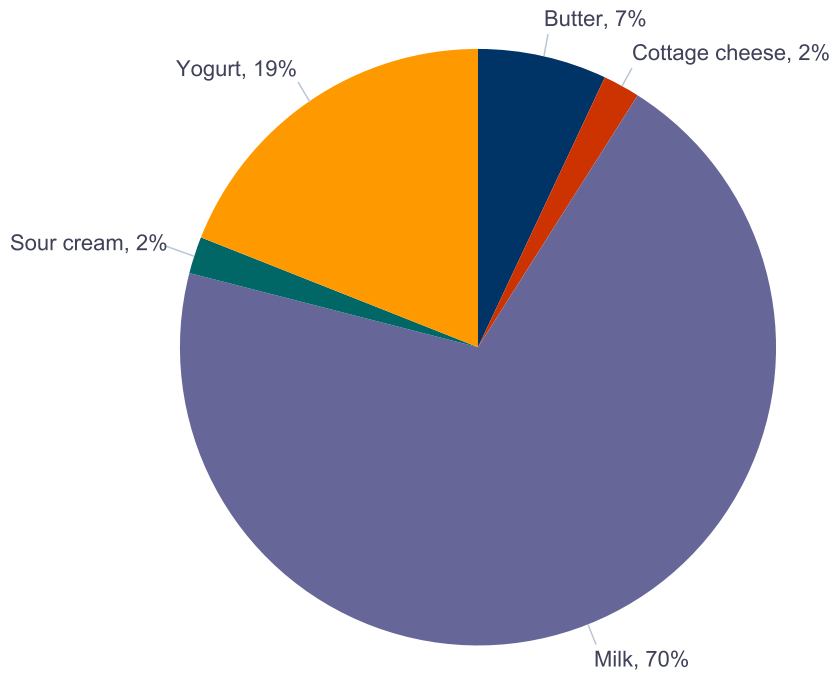
Conventional half gallon milk was unadvertised this week. The national weighted average advertised price for organic half gallons is \$4.16, \$0.28 more than last week. Conventional milk gallons have a weighted average price of \$2.97. With an organic premium of \$2.12, the weighted average price for organic milk gallons is \$5.09.



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 #	3460	2.91	4868	2.58	2803	3.00
Cheese	Natural Varieties	8 oz block	7302	2.25	6145	2.53	8584	2.27
Cheese	Natural Varieties	1 # block	53	4.49	903	4.02	1037	3.95
Cheese	Natural Varieties	2 # block	223	6.47	1496	6.27	2681	6.08
Cheese	Natural Varieties	8 oz shred	9731	2.22	8046	2.56	9405	2.20
Cheese	Natural Varieties	1 # shred	407	3.42	787	4.00	286	3.99
Cottage cheese		16 oz	2464	2.24	2304	2.28	1840	1.69
Cream cheese		8 oz	1698	1.88	2791	1.98	3993	1.79
Flavored milk	All fat tests	half gallon	305	3.78	449	2.50	580	1.53
Flavored milk	All fat tests	gallon			286	3.98		
Ice cream		48-64oz	14643	2.86	17995	2.85	9561	2.90
Milk	All fat tests	half gallon			312	1.61	660	1.67
Milk	All fat tests	gallon	636	2.97	724	2.48	200	2.89
Sour cream		16 oz	4829	1.86	3461	1.81	5202	1.42
Yogurt	Greek	4-6 oz	10168	.95	8161	.92	8044	.95
Yogurt	Greek	32 oz	1188	4.44	2207	4.41	1868	4.26
Yogurt	Yogurt	4-6 oz	5819	.54	2378	.56	3978	.50
Yogurt	Yogurt	32 oz	1677	2.67	2528	2.57	1108	2.29

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 #	1.98-3.99	1447	2.96	2.49-3.00	616	2.95	1.99-3.49	535	2.83
Cheese	Natural Varieties	8 oz block	1.40-3.50	2181	2.61	1.50-3.00	2504	2.27	1.50-2.99	719	1.85
Cheese	Natural Varieties	1 # block				4.49	53	4.49			
Cheese	Natural Varieties	8 oz shred	1.40-3.50	2839	2.52	1.50-3.00	2843	2.33	1.50-2.50	1024	1.84
Cheese	Natural Varieties	1 # shred	3.49	221	3.49	4.49	53	4.49			
Cottage cheese		16 oz	1.89-3.00	656	2.76	1.67-2.50	1084	2.10	1.99-2.49	360	2.24
Cream cheese		8 oz	1.50-2.99	771	2.02				1.99	106	1.99
Ice cream		48-64oz	1.99-4.00	3081	2.97	1.97-4.99	2378	2.62	1.97-4.99	3280	2.73
Milk	All fat tests	gallon				2.99	214	2.99			
Sour cream		16 oz	1.67-2.50	947	1.91	1.50-2.00	2028	1.92	1.29-2.39	491	1.92
Yogurt	Greek	4-6 oz	0.69-1.00	2674	.96	0.80-1.00	2157	.96	0.80-1.29	2116	.97
Yogurt	Greek	32 oz	4.99-5.99	392	5.34	5.00	120	5.00			
Yogurt	Yogurt	4-6 oz	0.50-0.69	1492	.55	0.50-1.00	653	.63	0.33-1.25	1257	.56
Yogurt	Yogurt	32 oz	1.97-4.50	600	3.00	1.49-2.50	268	2.18	1.79	180	1.79



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 #	2.50-2.99	385	2.73	3.00	62	3.00	2.49-2.99	394	2.86
Cheese	Natural Varieties	8 oz block	1.50-2.50	353	2.07	1.50-1.99	941	1.80	1.49-2.50	545	2.15
Cheese	Natural Varieties	2 # block	6.89	118	6.89				5.99	105	5.99
Cheese	Natural Varieties	8 oz shred	1.50-2.50	1079	1.94	1.50-2.50	1408	1.90	1.49-2.50	479	2.10
Cheese	Natural Varieties	1 # shred	2.50-3.50	133	2.88						
Cottage cheese		16 oz	1.89	54	1.89	1.49	244	1.49	2.50	66	2.50
Cream cheese		8 oz	1.66	54	1.66	1.50	62	1.50	1.50-3.00	705	1.77
Flavored milk	All fat tests	half gallon	3.78	305	3.78						
Ice cream		48-64oz	1.97-4.99	2854	2.67	1.99-5.99	2178	3.31	1.88-3.98	816	2.94
Milk	All fat tests	gallon	2.99-3.79	251	3.37				1.99-2.99	171	2.38
Sour cream		16 oz	1.67	78	1.67	1.49-2.00	613	1.73	1.67	644	1.67
Yogurt	Greek	4-6 oz	0.79-1.00	1223	.91	0.79-1.00	1484	.93	0.69-1.33	443	.90
Yogurt	Greek	32 oz	3.49-5.00	387	3.78				3.89	289	3.89
Yogurt	Yogurt	4-6 oz	0.50	429	.50	0.39-0.60	1435	.49	0.37-0.50	515	.47
Yogurt	Yogurt	32 oz	2.00	74	2.00	2.29-2.79	489	2.57	5.50	66	5.50

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
Butter		1 #	4.99	21	4.99			
Cheese	Natural Varieties	8 oz block	2.00-3.50	32	2.98	1.67	27	1.67
Cheese	Natural Varieties	8 oz shred	2.00-3.60	32	3.05	1.67	27	1.67
Ice cream		48-64oz	3.99-4.99	32	4.65	4.29	24	4.29
Sour cream		16 oz	3.29	28	3.29			
Yogurt	Greek	4-6 oz	1.00-1.69	71	1.31			
Yogurt	Yogurt	4-6 oz	0.60	11	.60	0.59	27	.59

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 #	362	4.77	561	5.20	221	6.39
Cottage cheese		16 oz	120	4.29				
Cream cheese		8 oz			135	3.00	214	2.50
Ice cream		48-64oz			120	5.99		
Milk	All fat tests	half gallon	1413	4.16	3209	3.88	1475	4.09

Wtd Avg - Simple weighted average



Milk	All fat tests	gallon	2407	5.09	864	5.29	214	4.99
Milk	All fat tests	8 oz UHT			66	1.00		
Sour cream		16 oz	128	2.49	334	2.49		
Yogurt	Greek	32 oz			120	3.50		
Yogurt	Yogurt	4-6 oz			348	1.03	133	.98
Yogurt	Yogurt	32 oz	1017	3.93	361	3.28	147	3.49

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	135	5.99	4.99	120	4.99			
Cottage cheese		16 oz				4.29	120	4.29			
Milk	All fat tests	half gallon	3.99-4.50	463	4.35	3.99	120	3.99	4.49	180	4.49
Milk	All fat tests	gallon	5.99-6.99	425	6.37	4.49-5.49	508	4.79	4.49-5.49	595	4.67
Yogurt	Yogurt	32 oz	3.49-3.99	547	3.68	3.00-3.50	181	3.17			

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 #				3.00	107	3.00			
Milk	All fat tests	half gallon	3.78-3.99	377	3.82	3.99-4.49	207	4.21	3.99	66	3.99
Milk	All fat tests	gallon	4.49	219	4.49	4.49-5.99	528	4.96	5.49	121	5.49
Sour cream		16 oz				2.49	62	2.49	2.49	66	2.49
Yogurt	Yogurt	32 oz							4.89	289	4.89

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	gallon	4.99	11	4.99			

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

Wtd Avg - Simple weighted average



ALASKA
HAWAII
NATIONAL

Alaska
Hawaii
Continental United States