



## Dairy Market News Branch

Agricultural  
Marketing  
Service

# National Retail Report-Dairy

Websites: <http://www.marketnews.usda.gov/mnp/da-home> and <http://www.ams.usda.gov/mnreports/dybretail.pdf>

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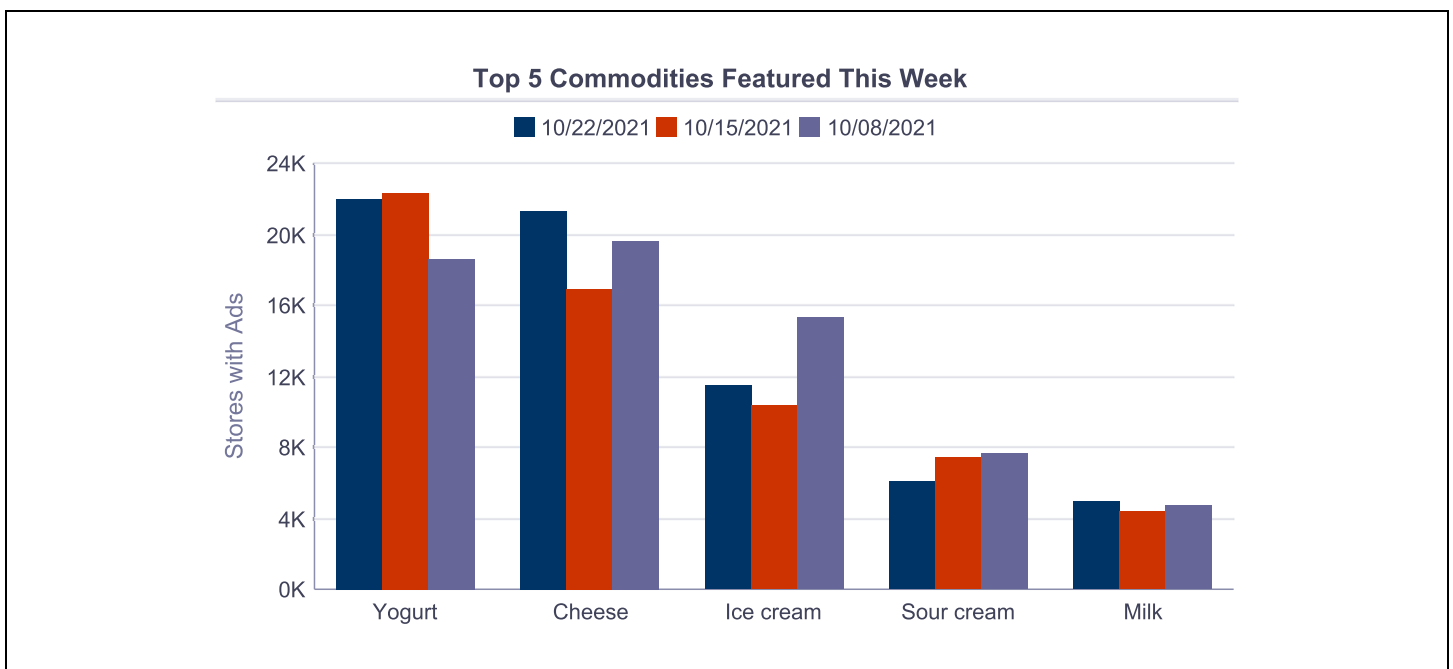
### Advertised Prices for Dairy Products at Major Retail Supermarket Outlets ending during the period of 10/22/2021 to 10/28/2021

Total conventional dairy ads increased 9 percent from last week, but organic dairy ads are down 34 percent. Ads for conventional ice cream in 48-to-64-ounce containers are up 10 percent from last week. The national weighted average advertised price for conventional ice cream in 48-to-64-ounce containers is \$3.02, 13 cents less than last week. The national weighted average advertised price for butter in a 1-pound package is \$3.21, up 36 cents from \$2.85 last week.

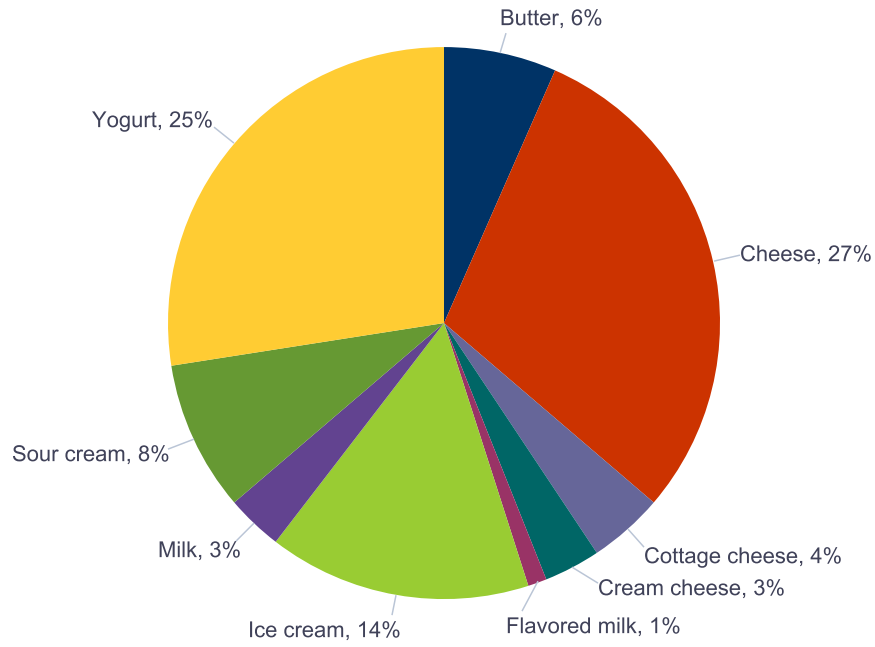
This week, conventional yogurt ad numbers are up 1 percent while organic yogurt ads dropped 21 percent. Conventional Greek yogurt in 4 to 6-ounce containers, the most advertised conventional yogurt item, have a weighted average advertised price of \$1.02, which is up a nickel from last week.

Conventional cheese advertisements increased 27 percent from last week. The most advertised dairy item this week is conventional 8-ounce shred cheese, featured in 68 percent more ads than last week. The weighted average advertised price for conventional 8-ounce shred cheese is \$2.39, up 5 cents from last week. Ads for conventional 1-pound shred cheese jumped 255 percent and feature a weighted average price of \$3.44, down 55 cents from last week.

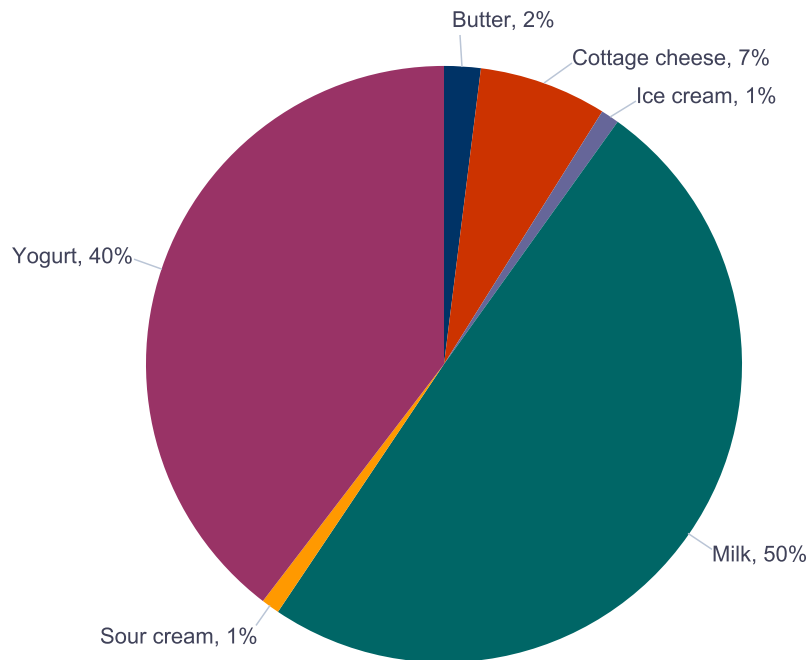
Total conventional milk ads grew 715 percent, while organic milk ads shrank 39 percent compared to last week's advertisements. Conventional half gallon milk ads skyrocketed 780 percent from last week. The national weighted average advertised price for conventional milk half gallons is \$1.58, compared to \$4.15 for organic milk half gallons, providing an organic price premium of \$2.57. 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 #	4805	3.21	6488	2.85	4356	3.24
Cheese	Natural Varieties	8 oz block	5364	2.37	7325	2.43	8102	2.28
Cheese	Natural Varieties	1 # block	1143	4.13	1184	4.59	2181	3.55
Cheese	Natural Varieties	2 # block	1174	7.44	581	5.75	666	6.97
Cheese	Natural Varieties	8 oz shred	12420	2.39	7396	2.34	9154	2.48
Cheese	Natural Varieties	1 # shred	1188	3.44	335	3.99	1704	4.18
Cottage cheese		16 oz	2950	1.89	3141	1.98	2689	2.20
Cream cheese		8 oz	2443	1.90	1735	1.97	4662	2.44
Egg nog		quart	193	2.27				
Egg nog		half gallon	194	2.99				
Flavored milk	All fat tests	half gallon	419	3.12	300	2.82	364	2.63
Flavored milk	All fat tests	gallon	391	3.57	418	3.90	319	3.00
Ice cream		48-64oz	11400	3.02	10405	3.15	8773	3.14
Milk	All fat tests	half gallon	1805	1.58	205	2.18	684	2.34
Milk	All fat tests	gallon	722	3.62	105	1.99	910	3.12
Sour cream		16 oz	6018	1.63	7460	1.69	5380	1.82
Yogurt	Greek	4-6 oz	10229	1.02	9305	.97	10149	.97
Yogurt	Greek	32 oz	4149	4.52	4757	4.17	2101	4.44
Yogurt	Yogurt	4-6 oz	4400	.50	4698	.49	3370	.56
Yogurt	Yogurt	32 oz	1127	2.53	958	2.63	842	2.36

## 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 #	2.77-4.49	1146	3.26	2.49-3.00	201	2.85	1.97-4.49	635	3.39
Cheese	Natural Varieties	8 oz block	1.67-2.99	1610	2.31	2.00-3.00	1937	2.48	1.67-3.00	519	2.35
Cheese	Natural Varieties	1 # block							3.00	123	3.00
Cheese	Natural Varieties	8 oz shred	1.67-3.50	3009	2.26	1.97-3.50	3636	2.64	1.67-3.00	1707	2.23
Cheese	Natural Varieties	1 # shred	3.89-4.49	356	4.12	3.00	90	3.00	2.50-3.00	233	2.76
Cottage cheese		16 oz	1.25-3.49	1141	2.08	2.00-2.50	668	2.25	0.89-2.00	443	1.62
Cream cheese		8 oz	1.50-3.00	1232	2.13	1.50-1.99	418	1.60	1.25	69	1.25
Flavored milk	All fat tests	half gallon							1.79-3.99	286	3.17
Flavored milk	All fat tests	gallon				3.50	334	3.50	3.99	57	3.99
Ice cream		48-64oz	2.00-4.99	2746	3.27	2.00-4.99	2198	2.60	1.99-4.48	2015	3.04
Milk	All fat tests	half gallon	4.99	304	4.99	0.88	412	.88	0.88	458	.88
Sour cream		16 oz	0.99-2.50	2104	1.86	0.99-2.50	2363	1.56	0.89-1.88	559	1.24
Yogurt	Greek	4-6 oz	0.75-1.50	3512	1.03	1.00	2167	1.00	1.00-1.33	1764	1.04
Yogurt	Greek	32 oz	2.99-5.49	822	4.17	4.99	836	4.99	3.50-4.99	595	4.65
Yogurt	Yogurt	4-6 oz	0.33-0.75	981	.50	0.50	1630	.50	0.33-0.66	581	.53

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	32 oz	1.99-3.49	535	3.00				1.99-3.33	249	2.36

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 #	1.97-4.49	986	2.99	2.77-2.99	694	2.88	1.99-4.29	1000	3.34
Cheese	Natural Varieties	8 oz block	2.00-2.50	305	2.21	1.67-2.99	560	2.03	2.49-2.50	394	2.50
Cheese	Natural Varieties	1 # block	3.50-4.99	261	4.70	3.00	120	3.00	3.00-5.98	639	4.32
Cheese	Natural Varieties	2 # block				4.98-9.99	981	7.57	4.99-7.98	166	6.09
Cheese	Natural Varieties	8 oz shred	1.97-3.00	1276	2.30	1.67-3.00	1924	2.30	1.99-2.50	771	2.37
Cheese	Natural Varieties	1 # shred	3.00	141	3.00	3.00	120	3.00	3.00-5.98	248	3.73
Cottage cheese		16 oz	0.89-1.99	349	1.33	1.49	244	1.49	1.49	105	1.49
Cream cheese		8 oz	0.99-1.99	237	1.48	1.49	334	1.49	1.99	105	1.99
Egg nog		quart	1.99-2.99	193	2.27						
Egg nog		half gallon	2.99	194	2.99						
Flavored milk	All fat tests	half gallon	2.99	133	2.99						
Ice cream		48-64oz	1.70-4.50	1242	3.03	1.97-3.99	2040	2.98	1.67-3.99	1124	3.30
Milk	All fat tests	half gallon	0.88	219	.88	0.88	120	.88	0.88-0.99	292	.92
Milk	All fat tests	gallon	2.88-4.99	436	3.39	3.19	200	3.19			
Sour cream		16 oz	0.89-2.09	523	1.50	1.49	244	1.49	0.99-1.66	171	1.25
Yogurt	Greek	4-6 oz	0.88-1.00	985	.98	1.00	1119	1.00	0.75-1.00	650	.97
Yogurt	Greek	32 oz	3.99-4.99	445	4.31	3.99-4.99	870	4.61	2.50-4.99	581	4.24
Yogurt	Yogurt	4-6 oz	0.44-0.60	348	.51	0.39-0.50	415	.43	0.39-0.50	394	.47
Yogurt	Yogurt	32 oz	2.50	54	2.50				1.79	289	1.79

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	3.50-6.99	132	4.86
Cheese	Natural Varieties	8 oz block	3.50-4.99	39	4.57			
Cheese	Natural Varieties	2 # block				10.99	27	10.99
Cheese	Natural Varieties	8 oz shred	2.49-3.00	43	2.87	2.49-3.49	54	2.99
Cream cheese		8 oz	3.49	21	3.49	4.99	27	4.99
Ice cream		48-64oz	3.00	11	3.00	3.50	24	3.50
Milk	All fat tests	gallon	2.78-3.99	32	3.57	6.29-7.99	54	7.14
Sour cream		16 oz				2.49-4.19	54	3.34
Yogurt	Greek	4-6 oz	1.00-1.50	32	1.33			
Yogurt	Yogurt	4-6 oz				0.49-0.60	51	.54

**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 #	78	5.86	156	4.29	221	5.99
Cheese	Natural Varieties	8 oz shred			66	2.79	121	3.49
Cottage cheese		16 oz	334	4.29	396	4.09	214	4.29
Cream cheese		8 oz			329	2.57	214	2.50
Ice cream		48-64oz	61	5.99				
Milk	All fat tests	half gallon	2461	4.15	3845	3.60	1734	3.47
Milk	All fat tests	gallon			208	5.99		
Milk	All fat tests	8 oz UHT					87	1.25
Sour cream		16 oz	51	2.00				
Yogurt	Greek	32 oz	1446	3.88	1446	3.88	1704	3.59
Yogurt	Yogurt	4-6 oz	118	1.25				
Yogurt	Yogurt	32 oz	416	3.62	1057	3.70	221	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
Cottage cheese		16 oz				4.29	334	4.29			
Ice cream		48-64oz				5.99	61	5.99			
Milk	All fat tests	half gallon	3.99-5.99	610	4.78	3.50-3.99	668	3.75	2.49-5.28	613	4.39
Yogurt	Greek	32 oz	3.99	110	3.99	3.50-3.99	1336	3.87			
Yogurt	Yogurt	4-6 oz	1.25	118	1.25						
Yogurt	Yogurt	32 oz	3.49-3.99	416	3.62						

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 #	4.99	51	4.99						
Milk	All fat tests	half gallon				3.98-3.99	254	3.98	3.29	289	3.29
Sour cream		16 oz	2.00	51	2.00						



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 #				7.49	27	7.49
Milk	All fat tests	half gallon				4.99	27	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
- ALASKA Alaska
- HAWAII Hawaii
- NATIONAL Continental United States