



Dairy Market News Branch

**Agricultural
Marketing
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National Retail Report-Dairy

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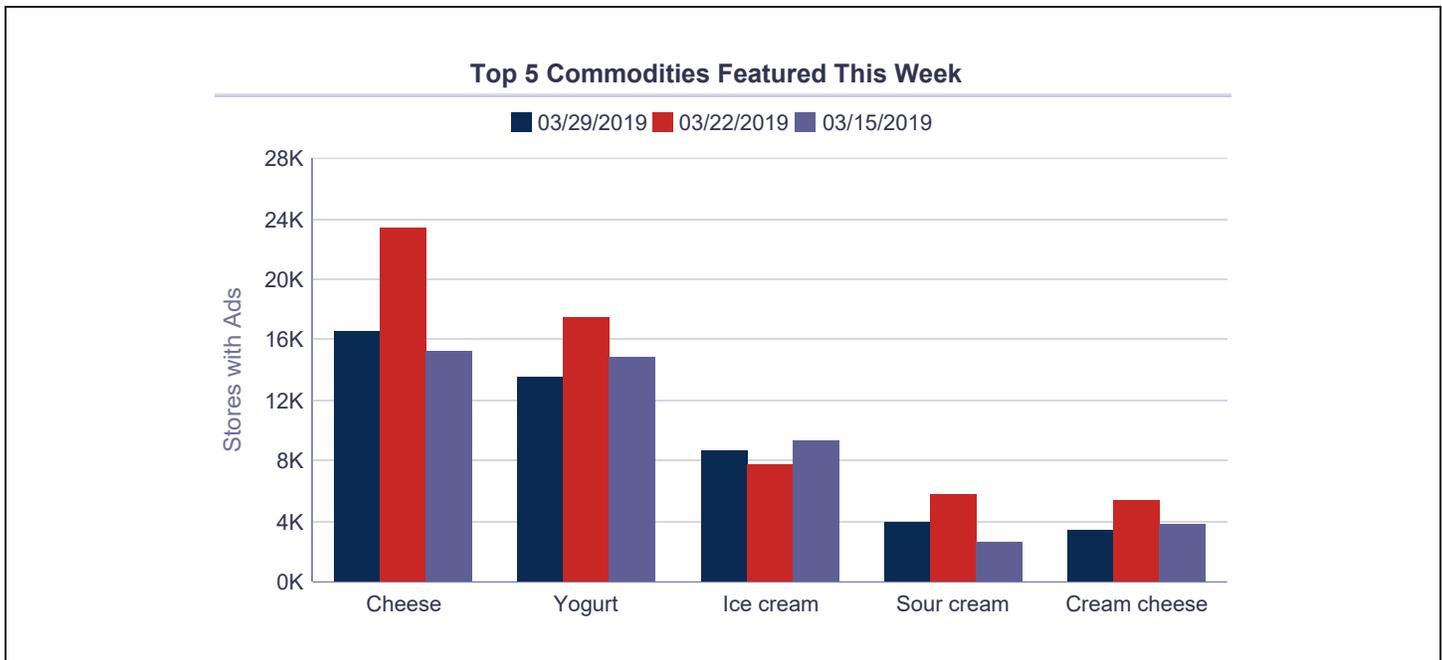
Advertised Prices for Dairy Products at Major Retail Supermarket Outlets ending during the period of 03/29/2019 to 04/04/2019

The most advertised product/category this week is conventional ice cream in 48-64 oz. containers. Ad numbers increased 11 percent. The weighted average advertised price, \$3.08, increased 16 cents from last week. Ad numbers for conventional cream cheese in 8 oz. packages decreased 32 percent. The weighted average advertised price, \$1.60, is down 37 cents.

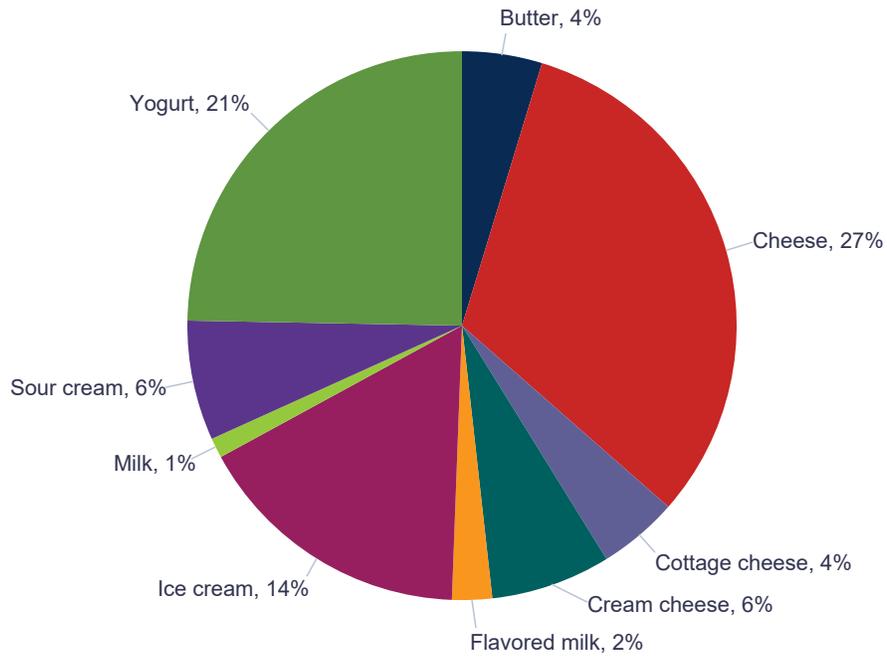
The national weighted average advertised price for conventional milk half gallons is \$1.55, compared to \$4.33 for organic milk half gallons, an organic price premium of \$2.78. Conventional half gallon milk ad numbers decreased 87 percent. Organic half gallon milk ad numbers decreased 67 percent. There are nearly three times more ads for organic half gallons than conventional half gallons.

Conventional cheese ad numbers decreased 29 percent. The weighted average price for conventional 8 oz shred cheese is \$2.14, down 8 cents from last week. The weighted average price for 8 oz block cheese is \$2.09, down 24 cents. There are no ads for organic cheese.

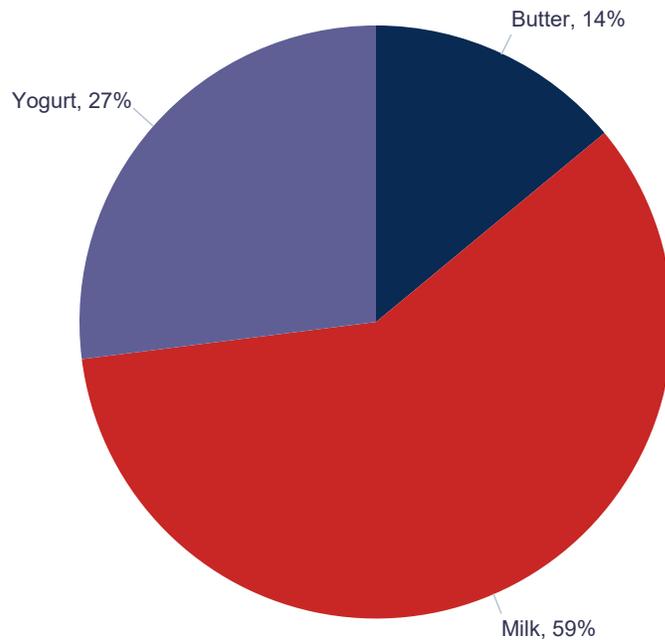
Conventional yogurt ad numbers decreased 26 percent. Organic yogurt ads increased more than fivefold but remain a small percentage of conventional yogurt ad numbers. The weighted average advertised price for conventional yogurt in 4 to 6 oz. containers is \$0.52, up 3 cents from last week. The weighted average price for organic yogurt in 4 to 6 oz. containers, \$0.87, results in a 35-cent organic price premium.



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 #	2142	3.34	3597	3.57	13481	2.74
Cheese	Natural Varieties	8 oz block	4679	2.09	6341	2.33	8396	2.02
Cheese	Natural Varieties	1 # block	2418	3.61	2301	4.12	2085	3.41
Cheese	Natural Varieties	2 # block	260	6.26	1042	6.01	679	5.72
Cheese	Natural Varieties	8 oz shred	7347	2.14	11891	2.22	11154	2.06
Cheese	Natural Varieties	1 # shred	1816	3.40	1744	3.76	961	3.62
Cottage cheese		16 oz	2490	2.12	2774	1.96	5234	1.68
Cream cheese		8 oz	3478	1.60	5116	1.97	10196	1.72
Flavored milk	All fat tests	half gallon	895	2.32	401	2.16	637	2.40
Flavored milk	All fat tests	gallon	57	2.99	318	2.66	158	1.99
Ice cream		48-64oz	8679	3.08	7813	2.92	12735	2.96
Milk	All fat tests	half gallon	167	1.55	1304	1.85	771	2.52
Milk	All fat tests	gallon	669	2.46	1073	2.88	1067	3.49
Sour cream		16 oz	3919	1.76	5619	1.71	9221	1.59
Yogurt	Greek	4-6 oz	5850	.94	9475	.95	9735	.98
Yogurt	Greek	32 oz	1135	4.49	3033	3.86	1194	4.61
Yogurt	Yogurt	4-6 oz	4857	.52	4194	.49	4144	.57
Yogurt	Yogurt	32 oz	1010	2.60	645	2.38	1272	2.45

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 #	2.99-4.49	1006	3.51				3.68	180	3.68
Cheese	Natural Varieties	8 oz block	1.77-2.99	1376	2.28	1.88-2.99	234	2.45	1.88-2.00	1263	1.91
Cheese	Natural Varieties	1 # block	3.00-3.99	423	3.73	3.00-4.99	1858	3.48			
Cheese	Natural Varieties	2 # block	5.99	108	5.99						
Cheese	Natural Varieties	8 oz shred	1.77-3.49	2095	2.19	1.88-3.00	557	2.50	1.67-2.50	2402	2.10
Cheese	Natural Varieties	1 # shred	2.99-3.99	280	3.38	3.00-4.99	1350	3.28			
Cottage cheese		16 oz	1.99-3.00	1136	2.22	1.50-2.00	930	1.88	3.00	116	3.00
Cream cheese		8 oz	0.77-2.50	938	1.58	1.50-2.00	1297	1.60	1.50	123	1.50
Flavored milk	All fat tests	half gallon	3.49	118	3.49	1.99-2.50	492	2.43	2.00	180	2.00
Flavored milk	All fat tests	gallon							2.99	57	2.99
Ice cream		48-64oz	2.37-3.33	2564	2.71	2.50-5.99	1958	3.43	1.99-4.47	2133	3.16
Milk	All fat tests	gallon	2.99	62	2.99				1.98-1.99	110	1.98
Sour cream		16 oz	1.50-1.99	1143	1.89	1.50-2.00	1718	1.67	1.58	180	1.58
Yogurt	Greek	4-6 oz	0.75-1.00	1468	.99	0.80-1.00	1029	.99	0.70-1.00	1281	.87
Yogurt	Greek	32 oz	3.49-4.99	405	4.54	4.99-5.00	328	5.00	3.49	116	3.49
Yogurt	Yogurt	4-6 oz	0.50-0.60	1063	.52	0.40-0.80	1311	.61	0.49-0.60	531	.53



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	1.99-2.59	261	2.22	2.99	214	2.99	2.50-2.59	185	2.56

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 #	1.99-2.99	168	2.31	2.99-3.50	659	3.31	2.99	105	2.99
Cheese	Natural Varieties	8 oz block	1.67-2.50	693	2.00	1.49-2.50	810	2.05	1.50-2.99	292	2.04
Cheese	Natural Varieties	1 # block				4.99	137	4.99			
Cheese	Natural Varieties	2 # block				6.80	62	6.80	5.99	69	5.99
Cheese	Natural Varieties	8 oz shred	1.67-3.49	544	2.02	1.49-2.50	1398	2.08	1.50-2.22	340	1.93
Cheese	Natural Varieties	1 # shred	3.99-4.99	186	4.32						
Cottage cheese		16 oz	1.79-2.99	190	2.21	1.49	63	1.49			
Cream cheese		8 oz	1.67-1.99	227	1.82	1.49-1.67	625	1.53	1.49-1.79	210	1.64
Flavored milk	All fat tests	half gallon							0.99	105	.99
Ice cream		48-64oz	2.49-4.44	558	3.52	2.50-3.00	1072	2.89	2.99-3.50	348	3.25
Milk	All fat tests	half gallon				2.50	62	2.50	0.99	105	.99
Milk	All fat tests	gallon	1.99-2.99	251	2.52	2.49	246	2.49			
Sour cream		16 oz	0.99-2.79	421	1.91	1.49-1.99	307	1.89	0.99	105	.99
Yogurt	Greek	4-6 oz	0.77-1.00	803	.97	0.75-1.00	963	.89	1.00	295	1.00
Yogurt	Greek	32 oz	3.99	217	3.99				5.00	69	5.00
Yogurt	Yogurt	4-6 oz	0.49-0.50	368	.50	0.39-0.50	1375	.45	0.39	174	.39
Yogurt	Yogurt	32 oz	2.50-3.00	233	2.76	2.50	117	2.50			

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 #				3.69	24	3.69
Cheese	Natural Varieties	8 oz block	1.99	11	1.99			
Cheese	Natural Varieties	2 # block	6.99	21	6.99			
Cheese	Natural Varieties	8 oz shred	1.99	11	1.99			
Cottage cheese		16 oz	2.00	21	2.00	2.99	34	2.99
Cream cheese		8 oz				1.75-2.00	58	1.90
Ice cream		48-64oz	2.88-3.49	22	3.19	3.99	24	3.99
Sour cream		16 oz	2.00	21	2.00	2.25	24	2.25
Yogurt	Greek	4-6 oz	1.25	11	1.25			
Yogurt	Yogurt	4-6 oz	0.50	11	.50	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 #	343	5.37	108	5.29	672	4.77
Cheese	Natural Varieties	8 oz shred					214	3.00
Cottage cheese		16 oz			161	3.99		
Cream cheese		8 oz			298	2.99	137	2.99
Flavored milk	All fat tests	half gallon			116	4.79		
Milk	All fat tests	half gallon	1247	4.33	3735	4.35	879	4.14
Milk	All fat tests	gallon	147	6.99	562	6.62	281	6.18
Milk	All fat tests	8 oz UHT	61	.83	277	.96	216	1.00
Sour cream		16 oz			161	2.99	214	2.50
Yogurt	Greek	32 oz	322	5.99				
Yogurt	Yogurt	4-6 oz	108	.87	72	.58		
Yogurt	Yogurt	32 oz	241	3.50	59	3.99	518	3.29

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 #	4.79	60	4.79	5.49	214	5.49	5.49	69	5.49
Milk	All fat tests	half gallon	3.99-4.99	764	4.37	4.78	195	4.78			
Milk	All fat tests	gallon	6.99	147	6.99						
Milk	All fat tests	8 oz UHT				0.83	61	.83			
Yogurt	Greek	32 oz	5.99	108	5.99	5.99	214	5.99			
Yogurt	Yogurt	4-6 oz	0.87	108	.87						
Yogurt	Yogurt	32 oz	3.50	180	3.50	3.50	61	3.50			

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
Milk	All fat tests	half gallon				2.99-3.98	254	3.52			



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				6.99	34	6.99

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