



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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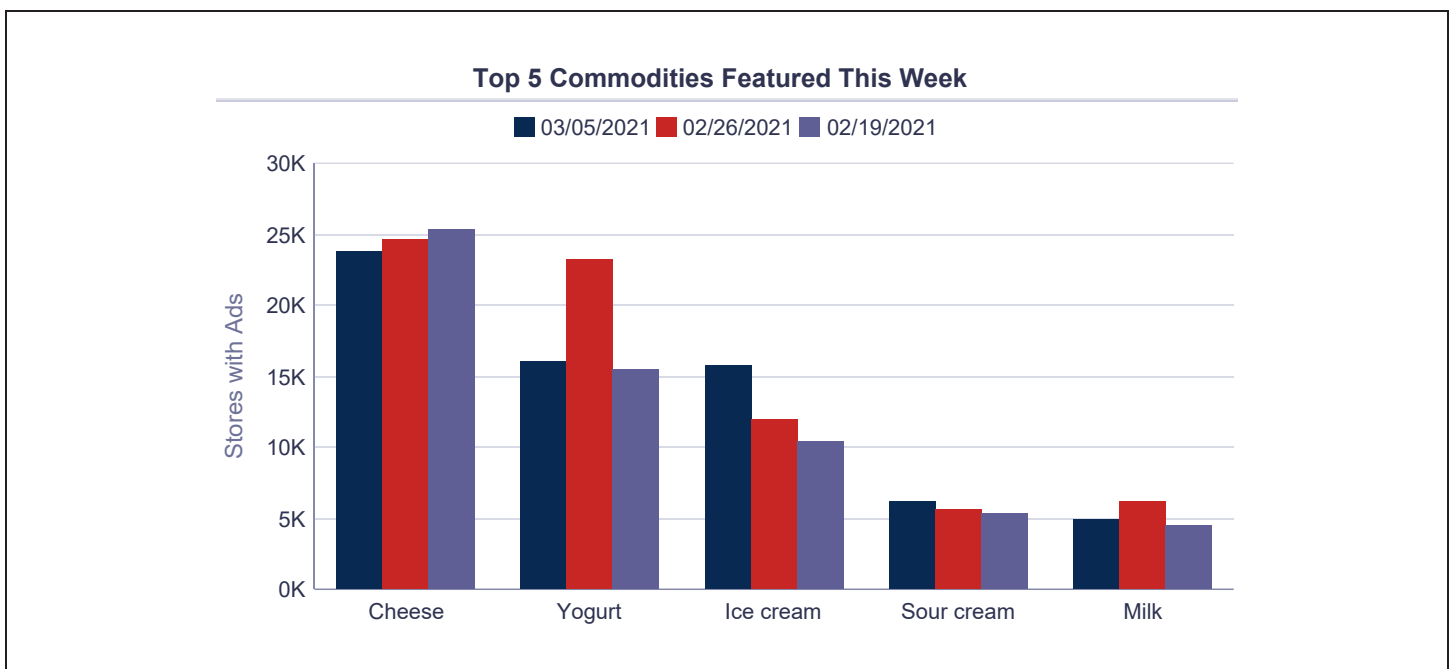
Advertised Prices for Dairy Products at Major Retail Supermarket Outlets ending during the period of 03/05/2021 to 03/11/2021

The most advertised dairy item this week is conventional 48 to 64-ounce containers of ice cream. The national weighted average price is \$3.16, up \$0.11 from last week. There are no ads for organic 48 to 64-ounce ice cream. Conventional 8 oz. cream cheese has an average price of \$2.13, down \$0.15 from last week. There are no ads for organic 8 oz. cream cheese.

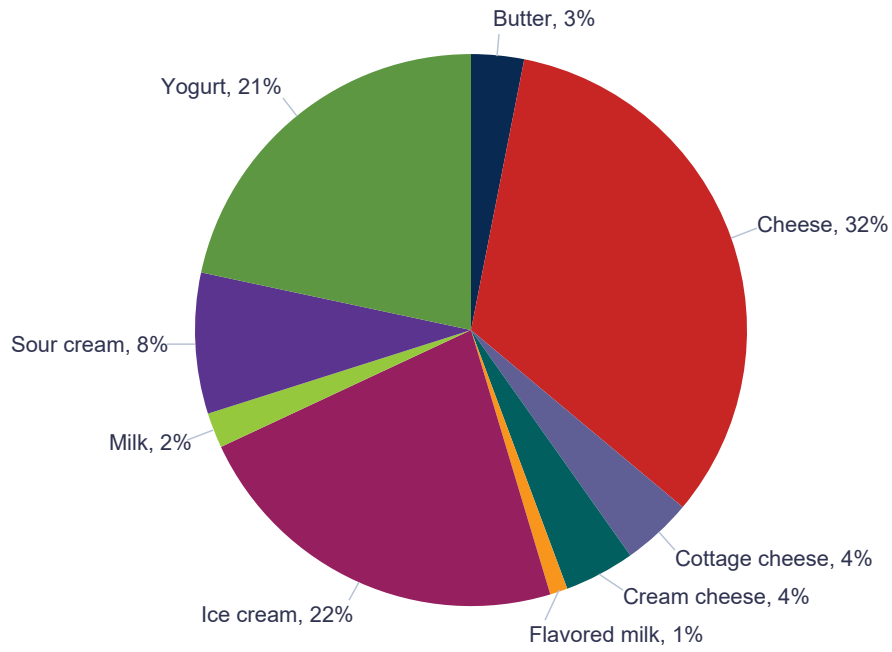
The weighted average advertised price for conventional 8-ounce shred cheese is \$2.44, down \$0.11 from last week. Organic 8-ounce shred cheese advertised prices average \$3.81, resulting in a \$1.37 organic price premium. Conventional cheese ads decreased 2 percent. Organic cheese ads decreased 61 percent.

The national weighted average price for conventional yogurt in 4-6 ounce containers, the most advertised conventional yogurt container size, is \$0.56, down \$0.03 from last week. Ads for organic 4 to 6-ounce Greek yogurt have an average price of \$1.25, up \$0.18 from last week, and yielding an organic price premium of \$0.69. Conventional yogurt ads decreased 25 percent. Organic yogurt ads decreased 75 percent.

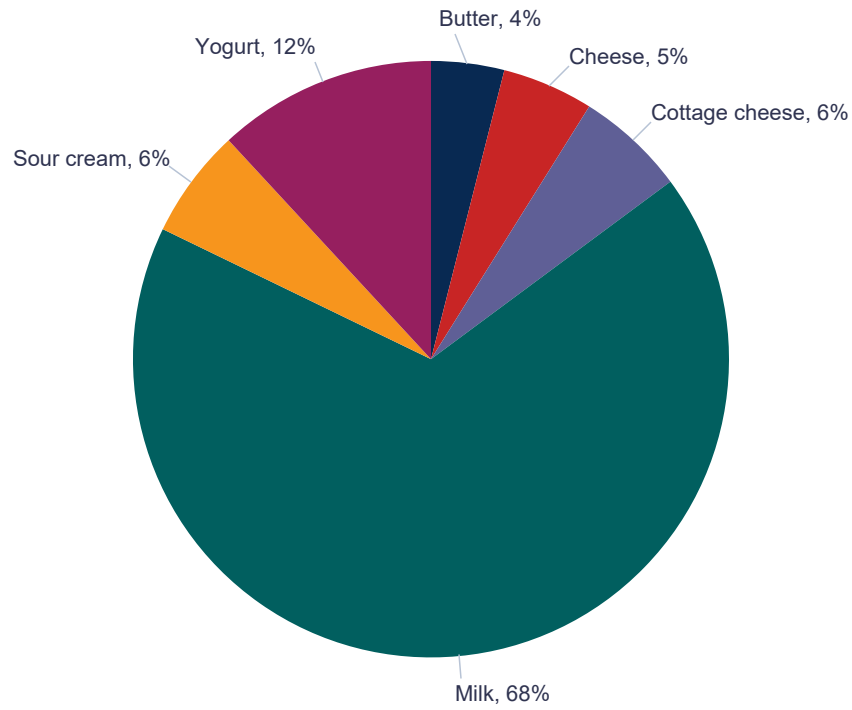
The national weighted average price for conventional half gallon milk is \$1.60, unchanged from last week. The national weighted average advertised price for organic half gallons is \$4.01, resulting in an organic price premium of \$2.41. Organic half gallon milk was the most advertised organic dairy 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 #	1861	3.02	6176	3.09	5697	2.95
Cheese	Natural Varieties	8 oz block	6753	2.62	7035	2.56	8690	2.47
Cheese	Natural Varieties	1 # block	1621	3.51	5063	3.59	3262	4.01
Cheese	Natural Varieties	2 # block	1118	6.87	853	7.36	909	6.60
Cheese	Natural Varieties	8 oz shred	12335	2.44	9807	2.55	10077	2.43
Cheese	Natural Varieties	1 # shred	1627	3.42	1093	3.79	967	4.73
Cottage cheese		16 oz	2920	2.00	5481	1.83	2112	1.89
Cream cheese		8 oz	3108	2.13	4055	2.28	4820	1.88
Flavored milk	All fat tests	half gallon	612	2.58	559	2.62	1074	2.21
Flavored milk	All fat tests	gallon			321	3.84	719	3.56
Ice cream		48-64oz	15693	3.16	11986	3.05	9971	3.08
Milk	All fat tests	half gallon	847	1.60			1276	1.41
Milk	All fat tests	gallon	362	2.37	586	3.30	267	2.99
Sour cream		16 oz	5887	1.72	5318	1.71	3590	1.80
Yogurt	Greek	4-6 oz	4566	.96	10960	.98	8602	.96
Yogurt	Greek	32 oz	4259	4.39	1435	4.50	589	4.41
Yogurt	Yogurt	4-6 oz	5144	.56	4037	.59	2824	.53
Yogurt	Yogurt	32 oz	1401	2.51	3975	2.89	1458	2.63

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 #	2.49-5.99	1248	3.22	3.00	53	3.00			
Cheese	Natural Varieties	8 oz block	1.67-3.99	2699	2.66	2.29-3.00	1791	2.60	1.99-2.99	578	2.49
Cheese	Natural Varieties	1 # block	2.99	137	2.99	3.38-3.99	1150	3.41	3.50	213	3.50
Cheese	Natural Varieties	2 # block	6.99	84	6.99						
Cheese	Natural Varieties	8 oz shred	1.98-3.99	2680	2.42	1.99-3.00	3906	2.58	1.99-2.50	1578	2.34
Cheese	Natural Varieties	1 # shred	2.99	209	2.99	3.38-3.99	1150	3.41	3.50	213	3.50
Cottage cheese		16 oz	1.67-2.99	1696	2.34	1.25-2.00	328	1.74	1.25	497	1.25
Cream cheese		8 oz	1.50-3.00	487	2.19	0.99-3.00	788	2.11	1.59-3.00	398	2.22
Flavored milk	All fat tests	half gallon							1.25	233	1.25
Ice cream		48-64oz	2.37-3.99	3490	3.05	1.99-25.00	4105	3.44	1.99-3.99	2782	2.92
Milk	All fat tests	half gallon	2.89	221	2.89				0.88-1.25	458	1.10
Milk	All fat tests	gallon							2.99	137	2.99
Sour cream		16 oz	1.39-2.50	2220	1.94	1.25-1.79	2230	1.65	0.99-1.88	634	1.33
Yogurt	Greek	4-6 oz	0.69-1.19	2478	.96	0.80-1.25	724	.95	0.69-1.00	417	.88
Yogurt	Greek	32 oz	3.99-5.49	900	4.75	2.50-4.99	370	3.79	3.99-4.99	818	4.71
Yogurt	Yogurt	4-6 oz	0.50-1.25	2206	.68	0.49-1.25	265	.82	0.33-0.50	412	.43

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	2.49-2.50	197	2.50	2.49-2.50	178	2.50	2.50	497	2.50

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
Butter		1 #	1.99-2.69	324	2.35	3.50	62	3.50	2.49-2.99	174	2.69
Cheese	Natural Varieties	8 oz block	1.79-3.99	669	2.52	1.99-3.00	545	2.55	2.79-3.00	471	2.87
Cheese	Natural Varieties	1 # block	4.99	121	4.99						
Cheese	Natural Varieties	2 # block	6.99	133	6.99	5.99-6.99	784	6.84	5.99	69	5.99
Cheese	Natural Varieties	8 oz shred	1.79-3.99	1977	2.26	1.98-3.00	1690	2.39	1.98-3.00	480	2.60
Cheese	Natural Varieties	1 # shred	4.99	55	4.99						
Cottage cheese		16 oz				1.25-2.29	388	1.73			
Cream cheese		8 oz	1.69-2.69	631	2.17	1.99	422	1.99	1.69-2.19	358	2.09
Flavored milk	All fat tests	half gallon				1.50	90	1.50	3.99	289	3.99
Ice cream		48-64oz	1.99-5.50	2203	3.06	1.99-3.99	2169	2.94	2.47-5.49	882	3.71
Milk	All fat tests	half gallon	0.99	78	.99	1.50	90	1.50			
Milk	All fat tests	gallon				1.99	120	1.99	1.99	105	1.99
Sour cream		16 oz	1.25-1.67	133	1.42	1.25-1.99	273	1.42	1.69-1.79	358	1.77
Yogurt	Greek	4-6 oz	0.99-1.00	238	.99	0.88-1.00	643	.99	0.99	66	.99
Yogurt	Greek	32 oz				3.99-4.99	1571	4.50	3.00-3.89	578	3.45
Yogurt	Yogurt	4-6 oz	0.39-0.50	424	.44	0.29-0.88	1037	.43	0.39-0.59	752	.49
Yogurt	Yogurt	32 oz	1.79	121	1.79	2.50-3.00	347	2.70	2.98	61	2.98

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	2 # block	6.99	21	6.99	8.99	27	8.99
Cheese	Natural Varieties	8 oz shred				2.50	24	2.50
Cottage cheese		16 oz	1.67	11	1.67			
Cream cheese		8 oz				2.00	24	2.00
Ice cream		48-64oz	3.99	11	3.99	3.49-5.99	51	4.67
Sour cream		16 oz	1.67-2.99	39	2.62			
Yogurt	Greek	32 oz	4.49-5.49	22	4.99			
Yogurt	Yogurt	4-6 oz	0.70	21	.70	0.39	27	.39

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	724	5.69	61	5.99
Cheese	Natural Varieties	8 oz block			299	4.17	137	4.99
Cheese	Natural Varieties	8 oz shred	265	3.81	385	3.56	354	3.99
Cottage cheese		16 oz	335	3.93	214	4.29	214	4.29
Cream cheese		8 oz			1112	2.00	161	1.99
Milk	All fat tests	half gallon	3102	4.01	4117	3.47	1438	4.24
Milk	All fat tests	gallon	474	5.48	1552	5.64	588	6.13
Milk	All fat tests	8 oz UHT	214	1.00				
Sour cream		16 oz	335	2.38	347	2.30		
Yogurt	Greek	4-6 oz			268	1.00	137	1.25
Yogurt	Greek	32 oz	221	6.99	1952	5.34	529	4.85
Yogurt	Yogurt	4-6 oz	241	1.25	220	1.07	72	.69
Yogurt	Yogurt	32 oz	208	3.63	288	3.92	1732	3.27

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	8 oz shred							3.50	98	3.50
Cottage cheese		16 oz				4.29	214	4.29			
Milk	All fat tests	half gallon	3.99-5.99	1047	4.45	2.99-4.49	442	3.62	2.99-4.49	595	3.58
Milk	All fat tests	gallon				5.99	61	5.99			
Milk	All fat tests	8 oz UHT				1.00	214	1.00			
Sour cream		16 oz				2.49	214	2.49			
Yogurt	Greek	32 oz	6.99	221	6.99						
Yogurt	Yogurt	32 oz	3.69	147	3.69	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
Cheese	Natural Varieties	8 oz shred				3.99	167	3.99			
Cottage cheese		16 oz	3.29	121	3.29						
Milk	All fat tests	half gallon	4.49	78	4.49	2.99-4.49	902	3.87			
Milk	All fat tests	gallon				5.00-5.99	413	5.40			

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
Sour cream		16 oz	2.19	121	2.19						
Yogurt	Yogurt	4-6 oz				1.25	241	1.25			

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	4.99	11	4.99	5.00	27	5.00

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