



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/dybretil.pdf>

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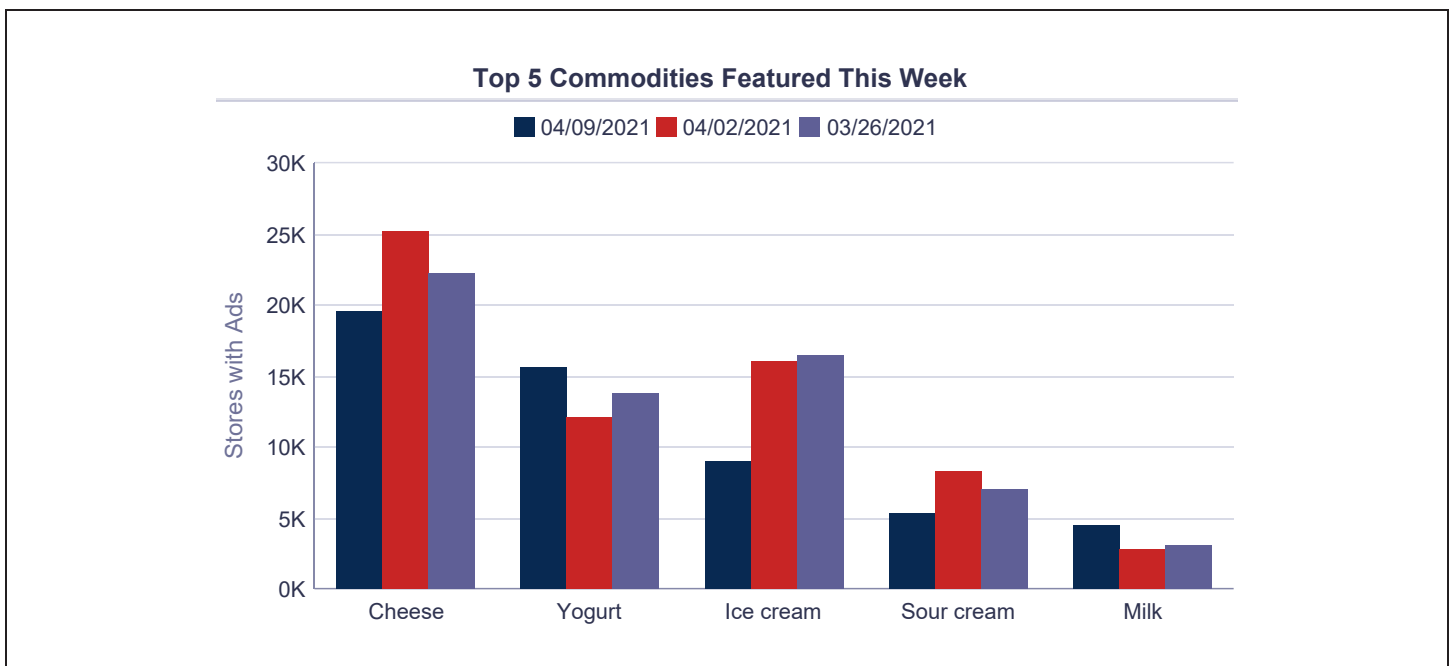
Advertised Prices for Dairy Products at Major Retail Supermarket Outlets ending during the period of 04/09/2021 to 04/15/2021

The most advertised dairy item this week is conventional 48 to 64-ounce containers of ice cream. The national weighted average price is \$3.22, up \$0.05 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 \$1.72, down \$0.02 from last week. Organic 8 oz. cream cheese has an average price of \$2.50, resulting in a \$0.78 organic price premium.

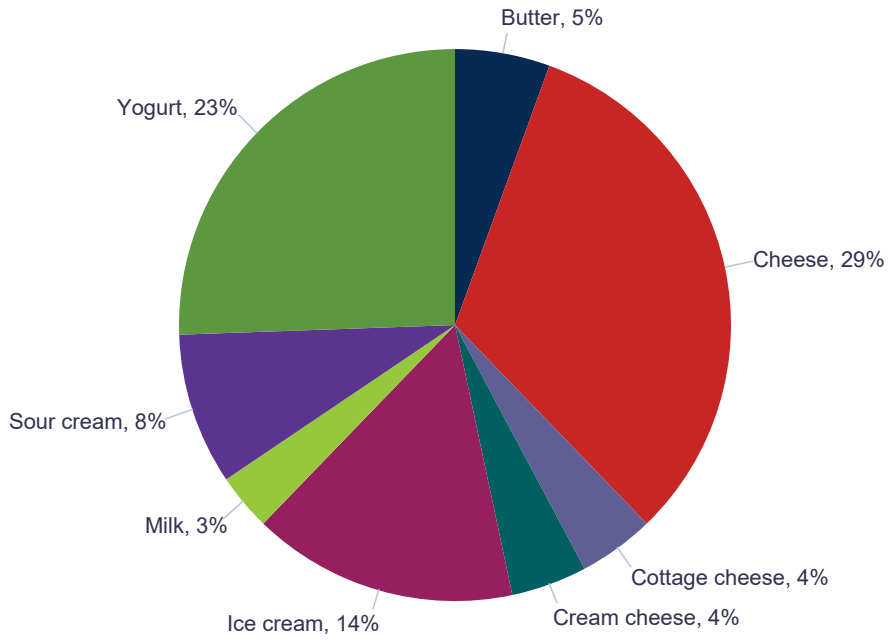
The weighted average advertised price for conventional 8-ounce shred cheese is \$2.22, down \$0.08 from last week. The organic 8-ounce shred cheese weighted average advertised price is \$3.57, resulting in a \$1.35 organic price premium. Conventional cheese ads decreased 24 percent. Organic cheese ads increased 517 percent. There are more than 31 times the number of conventional cheese ads as organic cheese ads.

The national weighted average price for conventional Greek yogurt in 4-6 ounce containers, the most advertised conventional yogurt container size, is \$0.99, up \$.02 from last week. There are no ads for organic 4 to 6-ounce Greek yogurt. Conventional yogurt ads increased 26 percent. Organic yogurt ads increased 121 percent.

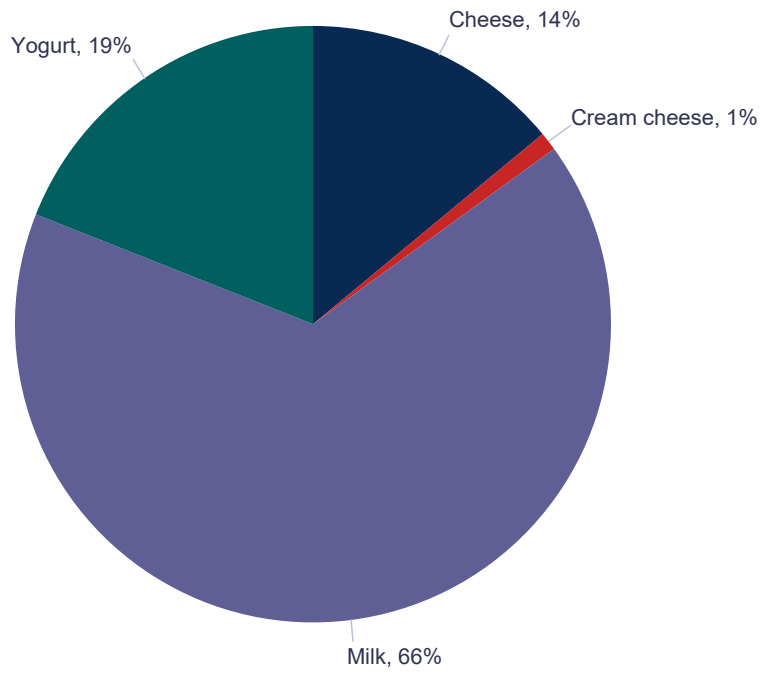
The national weighted average price for conventional half gallon milk is \$1.25, down from \$2.10 last week. The national weighted average advertised price for organic half gallons is \$4.19, up from \$3.99 last week. This results in an organic price premium of \$2.94. Organic half gallon milk was the 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 #	3073	3.28	9650	2.69	4399	3.31
Cheese	Natural Varieties	8 oz block	6948	2.54	8627	2.10	3566	2.32
Cheese	Natural Varieties	1 # block	575	4.93	491	3.63	1155	3.33
Cheese	Natural Varieties	2 # block	1662	7.19	510	6.82	121	5.99
Cheese	Natural Varieties	8 oz shred	8573	2.22	14125	2.30	3673	2.18
Cheese	Natural Varieties	1 # shred	1175	3.80	1268	4.61	702	3.37
Cottage cheese		16 oz	2368	2.31	2715	2.04	2237	2.00
Cream cheese		8 oz	2341	1.72	10525	1.74	3882	1.65
Flavored milk	All fat tests	half gallon	289	3.79	289	3.79		
Flavored milk	All fat tests	gallon					180	4.99
Ice cream		48-64oz	9025	3.22	15841	3.17	7221	3.15
Milk	All fat tests	half gallon	1113	1.25	144	2.10		
Milk	All fat tests	gallon	621	3.34	314	3.09		
Sour cream		16 oz	5325	1.61	8316	1.81	2584	1.89
Yogurt	Greek	4-6 oz	7359	.99	7190	.97	2384	.93
Yogurt	Greek	32 oz	2346	4.33	1088	4.53	4210	3.59
Yogurt	Yogurt	4-6 oz	4290	.53	2967	.48	2685	.54
Yogurt	Yogurt	32 oz	864	2.83	560	2.35	403	1.98

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 #	1.99-3.99	2068	2.98	3.00	64	3.00			
Cheese	Natural Varieties	8 oz block	1.66-3.00	1900	2.25	1.66-3.00	2912	2.40	2.99	57	2.99
Cheese	Natural Varieties	1 # block	5.99	161	5.99	5.00	214	5.00			
Cheese	Natural Varieties	2 # block	5.99-7.99	348	7.51				6.99	98	6.99
Cheese	Natural Varieties	8 oz shred	1.66-2.99	2301	2.13	1.66-3.49	1916	2.03	1.88-2.99	1231	2.41
Cheese	Natural Varieties	1 # shred	3.79	110	3.79	3.79	1002	3.79			
Cottage cheese		16 oz	1.67-2.99	1134	2.56	1.66-2.50	839	1.90	2.49-3.00	249	2.63
Cream cheese		8 oz	0.98-2.00	1109	1.60	1.50-3.00	930	1.96			
Ice cream		48-64oz	1.97-4.99	2082	3.07	2.49-4.99	1625	3.11	2.49-4.99	2100	3.23
Milk	All fat tests	half gallon	2.50	72	2.50	1.69	114	1.69	0.77-1.69	705	1.08
Milk	All fat tests	gallon	4.49	147	4.49						
Sour cream		16 oz	0.99-2.00	2181	1.75	0.99-2.00	1691	1.27	1.00-2.39	545	1.52
Yogurt	Greek	4-6 oz	0.75-1.67	2545	1.01	0.80-1.25	1176	.98	0.99-1.29	1320	1.04
Yogurt	Greek	32 oz	3.50-5.00	1027	4.65				3.50-4.99	296	4.41
Yogurt	Yogurt	4-6 oz	0.50-1.00	1345	.56	0.50-0.60	1565	.54	0.30-0.60	573	.46
Yogurt	Yogurt	32 oz	2.00-3.49	439	3.03	2.49	64	2.49			

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
Butter		1 #	3.50	121	3.50	3.99	137	3.99	2.97-4.69	683	4.04
Cheese	Natural Varieties	8 oz block	1.79-3.00	648	2.63	1.99	600	1.99	1.67-7.49	810	4.00
Cheese	Natural Varieties	1 # block				3.99	200	3.99			
Cheese	Natural Varieties	2 # block	6.99-7.98	199	7.59	5.99-7.99	921	7.08	5.99	69	5.99
Cheese	Natural Varieties	8 oz shred	1.79-3.00	715	2.47	1.85-3.00	1912	2.33	1.67-3.00	455	1.92
Cheese	Natural Varieties	1 # shred				3.99	63	3.99			
Cottage cheese		16 oz	2.00-2.50	146	2.25						
Cream cheese		8 oz	1.19	60	1.19	1.67	137	1.67	1.25	105	1.25
Flavored milk	All fat tests	half gallon							3.79	289	3.79
Ice cream		48-64oz	2.49-3.99	535	3.42	2.49-5.99	1898	3.12	2.49-4.39	708	3.80
Milk	All fat tests	half gallon	0.77	78	.77	0.77	120	.77			
Milk	All fat tests	gallon	2.99-3.48	232	3.20	2.98	137	2.98	2.50	105	2.50
Sour cream		16 oz	1.19-1.77	208	1.39	2.00	383	2.00	2.19	289	2.19
Yogurt	Greek	4-6 oz	0.99-1.00	410	1.00	0.79-1.00	1066	.89	0.99-1.00	804	1.00
Yogurt	Greek	32 oz	4.99	133	4.99	2.99-4.50	863	3.84			
Yogurt	Yogurt	4-6 oz	0.49-0.60	585	.51	0.39-0.60	125	.49	0.29	69	.29
Yogurt	Yogurt	32 oz	2.50	72	2.50				2.69	289	2.69

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	3.00	21	3.00			
Cheese	Natural Varieties	2 # block				7.99	27	7.99
Cheese	Natural Varieties	8 oz shred	2.69-3.00	43	2.92			
Ice cream		48-64oz	3.99-7.99	50	6.34	3.29	27	3.29
Milk	All fat tests	half gallon				4.29	24	4.29
Sour cream		16 oz	3.49	28	3.49			
Yogurt	Greek	4-6 oz	1.25	11	1.25	1.50	27	1.50
Yogurt	Greek	32 oz				3.99	27	3.99
Yogurt	Yogurt	4-6 oz	1.00	28	1.00			

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 #			221	5.99	161	5.49
Cheese	Natural Varieties	8 oz shred	605	3.57	98	2.99		

Wtd Avg - Simple weighted average



Cottage cheese		16 oz			214	4.29		
Cream cheese		8 oz	62	2.50			161	2.99
Ice cream		48-64oz			189	5.99		
Milk	All fat tests	half gallon	1868	4.19	1081	3.99	1023	4.15
Milk	All fat tests	gallon	703	6.01	1226	5.11	121	5.69
Milk	All fat tests	8 oz UHT	247	1.00				
Yogurt	Greek	32 oz	62	4.49				
Yogurt	Yogurt	4-6 oz	118	1.25				
Yogurt	Yogurt	32 oz	612	3.86	358	4.18		

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
Cheese	Natural Varieties	8 oz shred				3.90	114	3.90	2.99-3.99	250	3.50
Milk	All fat tests	half gallon	3.49-5.49	807	4.25	3.50	214	3.50	4.46-4.98	360	4.72
Milk	All fat tests	gallon	5.99-6.99	308	6.51	5.99	61	5.99	5.29	213	5.29
Milk	All fat tests	8 oz UHT							1.00	247	1.00
Yogurt	Yogurt	4-6 oz	1.25	118	1.25						
Yogurt	Yogurt	32 oz	3.49-4.99	612	3.86						

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				3.49	241	3.49			
Cream cheese		8 oz				2.50	62	2.50			
Milk	All fat tests	half gallon	4.99	126	4.99	2.99-4.99	361	3.64			
Milk	All fat tests	gallon	5.99	121	5.99						
Yogurt	Greek	32 oz				4.49	62	4.49			

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

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

Wtd Avg - Simple weighted average



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