



## 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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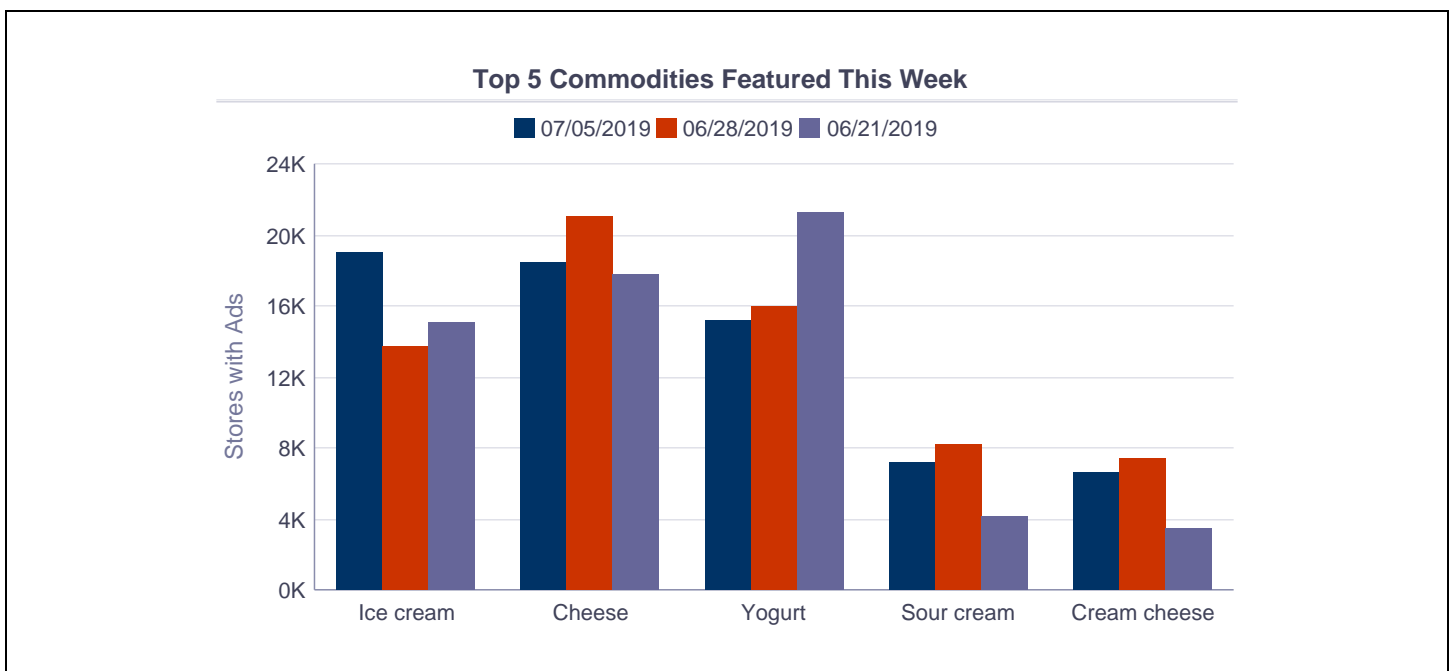
Friday, July 5, 2019

### Advertised Prices for Dairy Products at Major Retail Supermarket Outlets ending during the period of 07/05/2019 to 07/11/2019

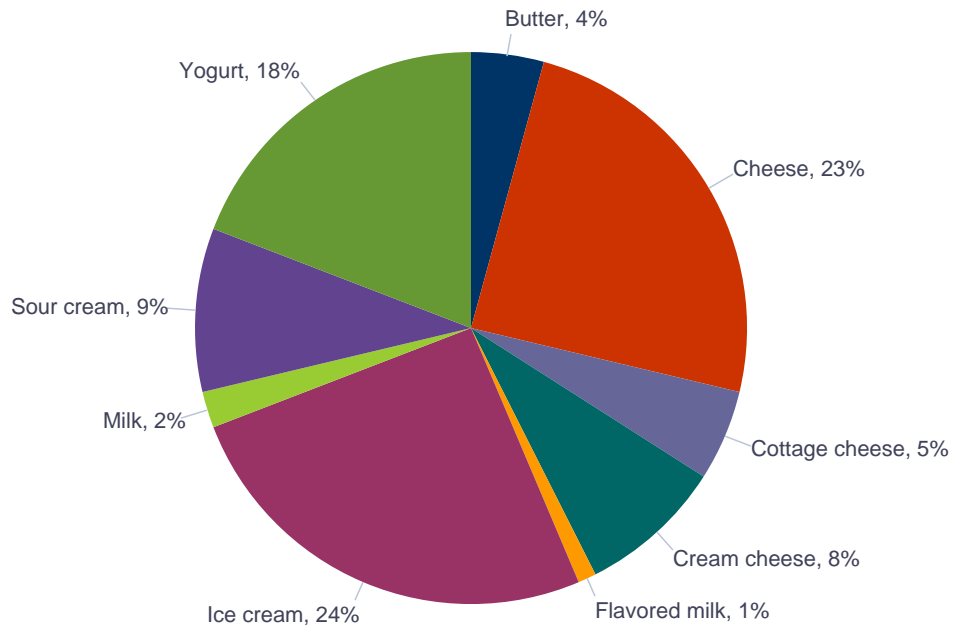
This week's survey shows that retailers reduced the volume of conventional dairy ads, across a number of stores, leading up to the July 4th holiday. Organic ad numbers were unchanged, but conventional dairy ads declined 2 percent from the previous survey week. The most advertised dairy item, conventional ice cream in 48 - 64 ounce containers, increased 38 percent from the previous week. In the organic dairy category, sour cream in 16 ounce containers increased the numbers of ads by 114 percent. For the conventional dairy category, 16 ounce butter posted the largest decline in ads at 21 percent.

Conventional milk ad numbers increased 91 percent, prompted by a 417 percent increase in half gallon milk ads. Organic half gallon milk was the most advertised organic dairy item, although ads dipped 43 percent from last week. The national weighted average advertised price for conventional milk half gallons is \$1.71, compared to \$4.33 for organic milk half gallons, an organic price premium of \$2.62.

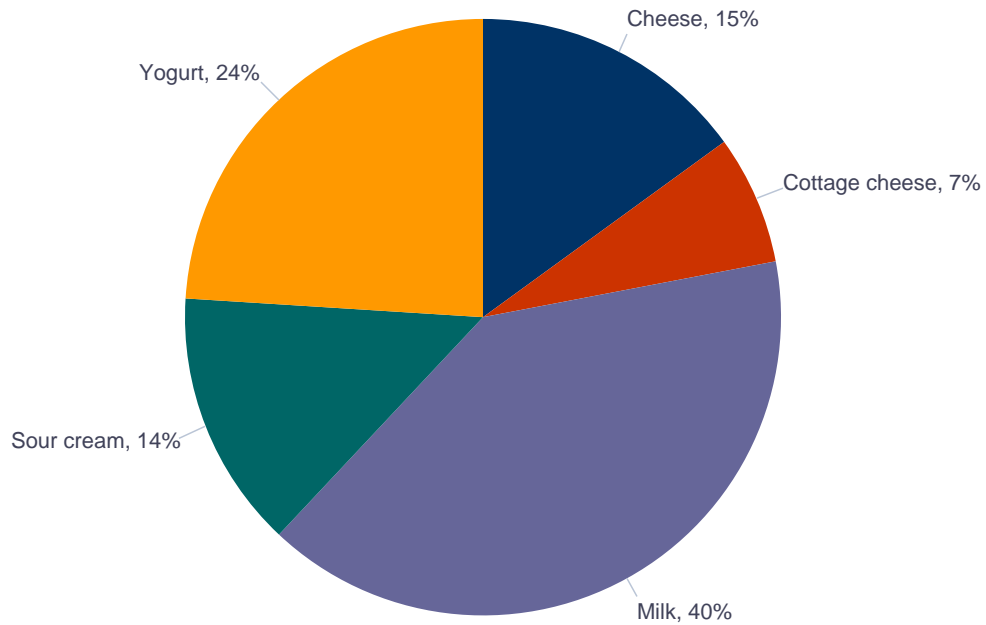
Conventional cheese ad numbers declined 14 percent. The weighted average price for conventional 8 ounce shred cheese is \$2.25, up 13 cents from last week. There were no reported 8 ounce organic cheese ads. The weighted average price for conventional 8 ounce block cheese is \$2.06, down 4 cents from the previous week. The weighted average price for organic 8 ounce block cheese is \$4.99. The organic premium for 8 ounce block cheese is \$2.93.



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 #	3503	3.05	4411	3.48	1975	2.89
Cheese	Natural Varieties	8 oz block	6789	2.06	8433	2.10	8869	2.17
Cheese	Natural Varieties	1 # block	819	3.64	926	3.51	1905	3.93
Cheese	Natural Varieties	2 # block	662	6.25	817	6.57	356	7.19
Cheese	Natural Varieties	8 oz shred	9481	2.25	10607	2.12	12217	2.18
Cheese	Natural Varieties	1 # shred	255	4.45	204	4.99	2314	4.01
Cottage cheese		16 oz	4223	2.01	4913	2.01	3828	1.82
Cream cheese		8 oz	6657	1.76	7285	1.68	4902	1.78
Flavored milk	All fat tests	half gallon	465	2.55	555	2.74	321	2.72
Flavored milk	All fat tests	gallon	120	1.99	99	3.99	474	3.71
Ice cream		48-64oz	19025	2.84	13739	2.89	14756	3.29
Milk	All fat tests	half gallon	719	1.71	139	1.97	676	1.93
Milk	All fat tests	gallon	825	1.95	668	2.54	1207	2.65
Sour cream		16 oz	6795	1.91	7916	1.86	11087	1.72
Yogurt	Greek	4-6 oz	6715	.92	7858	.96	5903	.97
Yogurt	Greek	32 oz	3732	3.88	3643	3.67	1158	4.82
Yogurt	Yogurt	4-6 oz	3439	.54	3280	.53	4474	.54
Yogurt	Yogurt	32 oz	555	3.34	438	2.84	1178	2.44

## 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 #	1.99-4.99	1994	3.13				2.50-2.99	889	2.59
Cheese	Natural Varieties	8 oz block	1.66-3.49	2074	2.19	1.49-2.99	2299	1.87	1.67-2.00	865	1.92
Cheese	Natural Varieties	1 # block	2.99-4.79	619	3.69						
Cheese	Natural Varieties	2 # block				5.99	508	5.99			
Cheese	Natural Varieties	8 oz shred	1.66-3.99	2514	2.40	1.49-3.50	2604	2.01	1.67-3.99	1841	2.13
Cheese	Natural Varieties	1 # shred	3.99-4.79	255	4.45						
Cottage cheese		16 oz	1.67-2.99	680	2.36	1.25-2.00	2907	1.97	1.50	213	1.50
Cream cheese		8 oz	1.66-2.00	799	1.89	1.29-3.00	2733	1.99	0.99-1.99	1689	1.20
Flavored milk	All fat tests	half gallon				0.88	114	.88			
Ice cream		48-64oz	1.88-3.99	4992	2.62	1.95-5.00	4828	3.06	2.24-3.99	4278	3.01
Milk	All fat tests	half gallon	2.49	108	2.49	0.88	114	.88	1.49	225	1.49
Milk	All fat tests	gallon							1.29-1.99	595	1.60
Sour cream		16 oz	1.50-2.79	2023	1.87	1.25-2.00	2907	1.97	1.00-2.00	282	1.24
Yogurt	Greek	4-6 oz	0.69-1.19	1828	.96	0.70-1.00	1378	.74	0.90-1.19	1499	1.01
Yogurt	Greek	32 oz	3.47-5.19	689	4.15	5.00	214	5.00	3.47-4.99	1276	3.90
Yogurt	Yogurt	4-6 oz	0.39-1.00	1993	.59	0.40-0.50	919	.42	0.50-0.66	500	.56

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	2.99	60	2.99						

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 #	2.99-3.99	129	3.42	2.88-3.99	306	3.77	1.99-3.49	174	2.90
Cheese	Natural Varieties	8 oz block	1.66-2.00	564	1.79	1.89-2.99	754	2.58	1.69-2.99	195	2.19
Cheese	Natural Varieties	1 # block				3.50	200	3.50			
Cheese	Natural Varieties	2 # block							5.99	105	5.99
Cheese	Natural Varieties	8 oz shred	1.66-3.99	691	2.09	1.89-3.49	1393	2.77	1.66-2.50	400	1.91
Cottage cheese		16 oz	2.00	265	2.00	1.99	63	1.99	2.00	61	2.00
Cream cheese		8 oz	0.99-2.99	631	1.90	1.29-1.99	426	1.75	1.66-2.50	340	1.98
Flavored milk	All fat tests	half gallon				3.99	246	3.99	0.99	105	.99
Flavored milk	All fat tests	gallon				1.99	120	1.99			
Ice cream		48-64oz	1.95-4.99	1813	2.52	2.24-4.77	2060	2.66	1.99-3.50	898	2.77
Milk	All fat tests	half gallon	1.89	133	1.89				0.99	105	.99
Milk	All fat tests	gallon	3.88	99	3.88	1.99	120	1.99			
Sour cream		16 oz	1.79-2.18	665	2.00	1.67-1.99	485	1.80	1.79-2.00	350	1.83
Yogurt	Greek	4-6 oz	0.79-1.00	512	.93	0.79-1.00	1092	.98	0.79-0.88	358	.81
Yogurt	Greek	32 oz	3.47-4.98	1045	3.57	3.47	344	3.47	3.47	130	3.47
Yogurt	Yogurt	32 oz	2.50-3.49	187	3.20	3.49-3.50	308	3.50			

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 #	3.49	11	3.49			
Cheese	Natural Varieties	8 oz block	2.50	11	2.50	1.99	27	1.99
Cheese	Natural Varieties	2 # block	7.49-10.99	49	9.49			
Cheese	Natural Varieties	8 oz shred	2.50	11	2.50	1.99	27	1.99
Cottage cheese		16 oz				2.50	34	2.50
Cream cheese		8 oz	1.99-3.50	39	3.07			
Ice cream		48-64oz	3.99-6.99	61	5.55	3.50-5.99	95	4.50
Milk	All fat tests	half gallon				4.99	34	4.99
Milk	All fat tests	gallon	2.99	11	2.99			
Sour cream		16 oz	4.00	49	4.00	2.50	34	2.50
Yogurt	Greek	4-6 oz	0.99	21	.99	1.25	27	1.25
Yogurt	Greek	32 oz				5.99	34	5.99
Yogurt	Yogurt	4-6 oz				0.99	27	.99

**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	5.49	297	5.10
Cheese	Natural Varieties	8 oz block	244	4.99				
Cheese	Natural Varieties	1 # block	244	5.99				
Cottage cheese		16 oz	244	3.99				
Cream cheese		8 oz			178	2.99		
Ice cream		48-64oz					124	5.74
Milk	All fat tests	half gallon	1041	4.33	1841	4.08	1218	4.14
Milk	All fat tests	gallon	252	5.58	105	5.00	61	6.99
Sour cream		16 oz	458	2.76	214	2.50	214	2.50
Yogurt	Greek	4-6 oz			118	1.25	246	1.35
Yogurt	Greek	32 oz	214	5.99	108	5.99	147	7.19
Yogurt	Yogurt	4-6 oz	137	1.25	284	1.13	195	.89
Yogurt	Yogurt	32 oz	439	3.77	214	3.00	549	3.50

### 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
Milk	All fat tests	half gallon	3.99-5.49	549	4.64				3.00	69	3.00
Milk	All fat tests	gallon	5.99	147	5.99						
Sour cream		16 oz				2.50	214	2.50			
Yogurt	Greek	32 oz				5.99	214	5.99			
Yogurt	Yogurt	4-6 oz	1.25	137	1.25						
Yogurt	Yogurt	32 oz				3.50	195	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 block				4.99	244	4.99			
Cheese	Natural Varieties	1 # block				5.99	244	5.99			
Cottage cheese		16 oz				3.99	244	3.99			
Milk	All fat tests	half gallon	3.99	72	3.99	3.99	317	3.99			
Milk	All fat tests	gallon							5.00	105	5.00
Sour cream		16 oz				2.99	244	2.99			

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
Yogurt	Yogurt	32 oz				3.99	244	3.99			

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				5.99	34	5.99

**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