



Dairy Market News Branch

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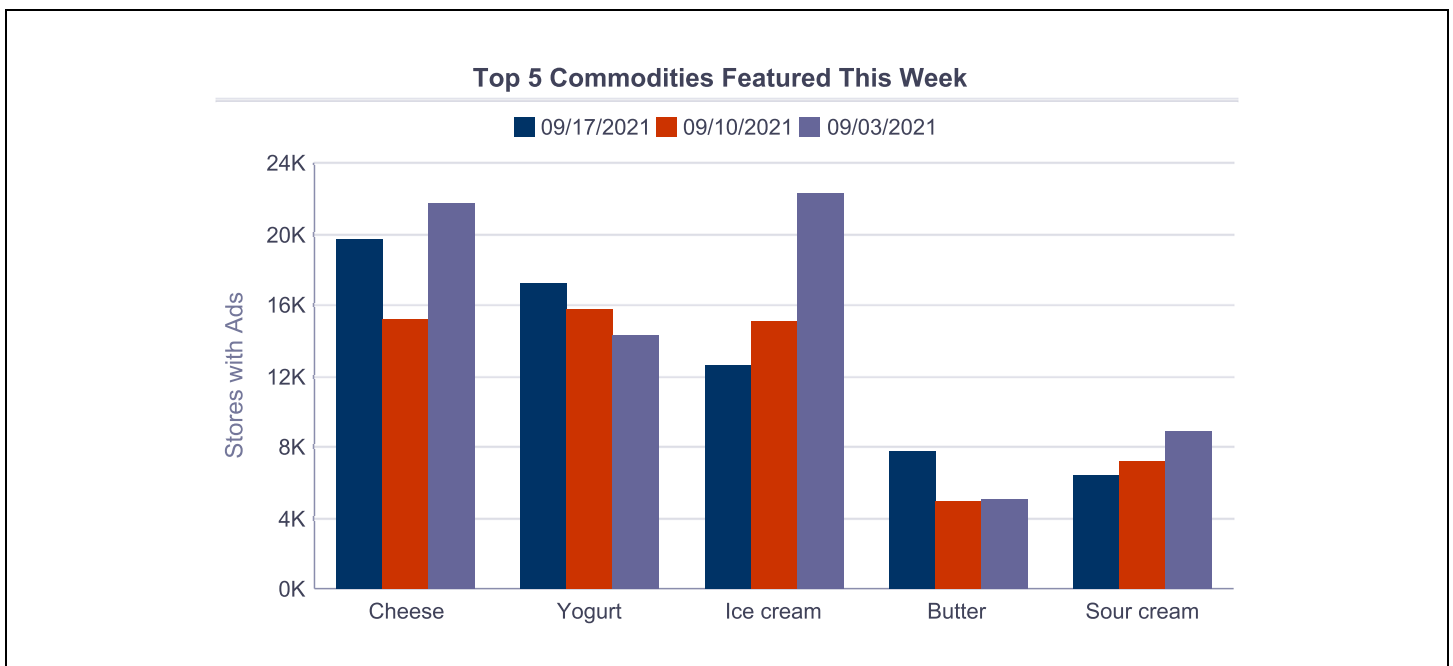
Advertised Prices for Dairy Products at Major Retail Supermarket Outlets ending during the period of 09/17/2021 to 09/23/2021

Conventional ice cream in 48 to 64 oz containers returned as the most advertised dairy item across the country, but ads declined 17 percent from the previous period. Total advertisements for conventional dairy grew 11 percent, but total organic ad numbers showed a 25 percent decline. Retailers returned to promoting two organic dairy commodities this week, Greek yogurt 4-6 ounce and 8 ounce block cheese.

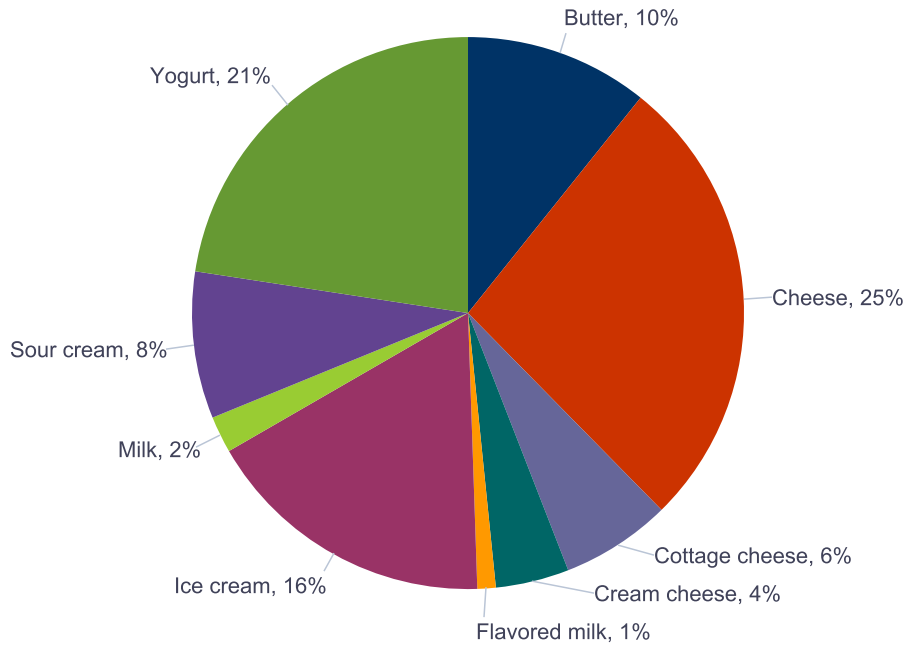
The national weighted average advertised price for conventional milk half gallons is \$2.42, compared to \$4.57 for organic milk half gallons, an organic price premium of \$2.15. Conventional half gallon milk ad numbers increased 85 percent. Organic half gallon milk ads declined by 19 percent week over week, but it remains the most advertised organic item.

Conventional cheese ad numbers increased 29 percent. The weighted average advertised price for conventional 8 ounce block cheese is \$2.60, down 3 cents from last week. Organic 8 ounce block cheese has a weighted average price of \$3.99, producing an organic premium of \$1.39.

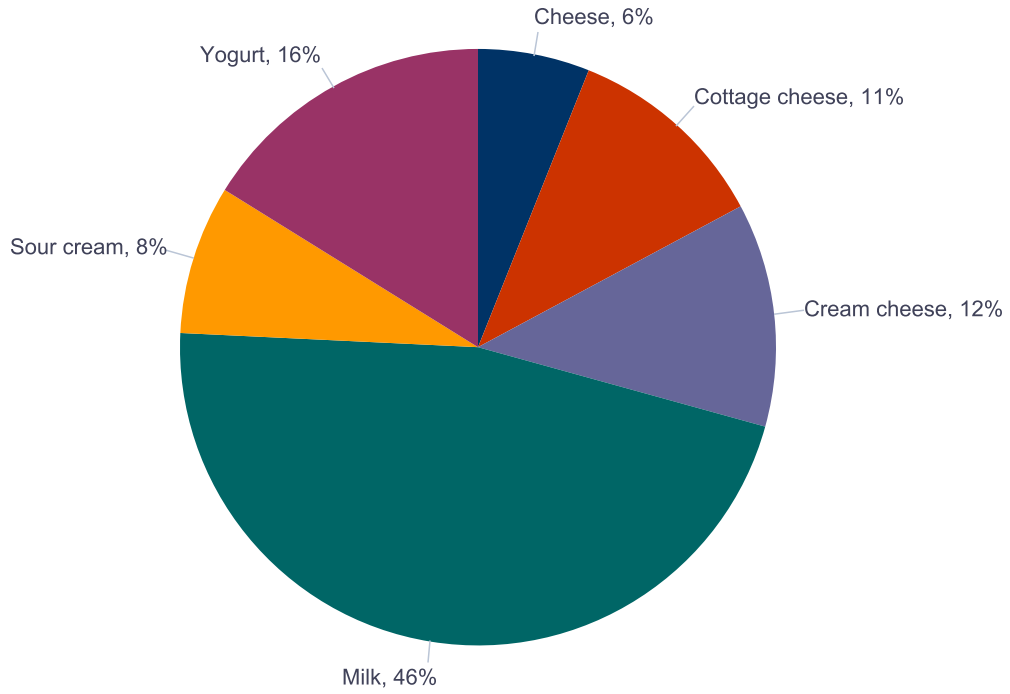
Conventional yogurt ad numbers increased by 20 percent as organic yogurt ads declined 56 percent. The weighted average advertised price for organic Greek yogurt in 4 - 6 ounce containers is \$0.79. Conventional yogurt in 4 - 6 ounce containers show a weighted average price of \$.98, which produced a rare conventional premium of \$.19 cents.



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 #	7722	3.10	4799	2.85	4796	3.01
Cheese	Natural Varieties	8 oz block	5264	2.60	3573	2.63	6284	2.18
Cheese	Natural Varieties	1 # block	306	4.16	387	3.97	568	4.06
Cheese	Natural Varieties	2 # block	846	7.33	1613	6.79	2306	6.57
Cheese	Natural Varieties	8 oz shred	12312	2.63	8151	2.56	8333	2.36
Cheese	Natural Varieties	1 # shred	636	3.87	1318	4.04	1522	4.64
Cottage cheese		16 oz	4507	2.26	3157	1.98	1642	2.28
Cream cheese		8 oz	3415	2.36	5246	1.78	6499	2.03
Flavored milk	All fat tests	half gallon	422	3.23	521	2.80	523	2.89
Flavored milk	All fat tests	gallon	499	2.51	605	3.56	333	3.10
Ice cream		48-64oz	12561	3.02	15104	3.08	11357	2.95
Milk	All fat tests	half gallon	1060	2.42	573	2.64	202	1.99
Milk	All fat tests	gallon	651	3.49	105	2.50	276	3.66
Sour cream		16 oz	5978	1.99	6649	1.70	4714	1.87
Yogurt	Greek	4-6 oz	9383	.98	7046	.99	8040	.97
Yogurt	Greek	32 oz	2428	4.91	1663	4.95	2814	3.82
Yogurt	Yogurt	4-6 oz	3779	.54	3794	.55	2818	.55
Yogurt	Yogurt	32 oz	729	2.62	1052	2.59	3876	2.38

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 #	2.50-4.49	1930	3.49	2.49-3.50	1608	2.94	0.79-4.49	1447	2.83
Cheese	Natural Varieties	8 oz block	1.77-3.99	1750	2.60	2.00-3.00	710	2.25	1.99-4.50	1090	2.81
Cheese	Natural Varieties	8 oz shred	1.49-3.99	3317	2.59	2.00-3.50	3396	2.51	1.99-3.99	1569	2.71
Cheese	Natural Varieties	1 # shred	4.49	135	4.49	2.98	195	2.98			
Cottage cheese		16 oz	1.87-3.49	1791	2.55	1.66-2.50	1842	2.04	1.99-2.49	249	2.35
Cream cheese		8 oz	1.46-3.69	989	2.03	1.50-3.00	1718	2.81	1.49-2.00	359	1.80
Flavored milk	All fat tests	gallon							2.50	247	2.50
Ice cream		48-64oz	2.00-4.99	2910	2.90	2.00-5.00	4101	2.89	2.49-3.98	2313	3.16
Milk	All fat tests	half gallon	1.49-2.59	590	2.23				2.50	180	2.50
Milk	All fat tests	gallon	4.49	264	4.49						
Sour cream		16 oz	1.29-2.50	2167	1.83	1.66-2.50	1926	2.02	1.98-2.39	486	2.14
Yogurt	Greek	4-6 oz	0.69-1.00	2837	.96	0.83-1.00	2785	.99	0.69-1.00	1314	.96
Yogurt	Greek	32 oz	3.97-4.99	606	4.55	3.99-4.99	394	4.76	4.99	370	4.99
Yogurt	Yogurt	4-6 oz	0.50-0.60	1797	.56	0.30-0.60	1277	.55	0.50-0.60	360	.55
Yogurt	Yogurt	32 oz	2.19-2.69	398	2.40	2.49	64	2.49	1.89	69	1.89



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 #	2.49-2.98	422	2.62	1.99-3.99	1244	3.23	1.99-3.99	1060	3.05
Cheese	Natural Varieties	8 oz block	1.50-3.50	411	2.38	1.67-3.50	1057	2.72	1.67-3.00	190	2.52
Cheese	Natural Varieties	1 # block				3.50-4.98	306	4.16			
Cheese	Natural Varieties	2 # block				8.98	137	8.98	4.97-10.98	681	6.76
Cheese	Natural Varieties	8 oz shred	1.49-3.50	940	2.57	1.67-3.50	2104	2.72	1.67-3.50	919	2.86
Cheese	Natural Varieties	1 # shred				3.50-4.98	306	4.16			
Cottage cheese		16 oz	2.00-2.99	207	2.64				1.49-1.79	394	1.71
Cream cheese		8 oz	1.29	54	1.29				1.29-1.67	243	1.48
Flavored milk	All fat tests	half gallon	2.00	133	2.00				3.79	289	3.79
Flavored milk	All fat tests	gallon				2.50	120	2.50	2.50	121	2.50
Ice cream		48-64oz	2.50-6.00	317	3.84	2.49-3.99	2114	3.03	2.49-3.50	666	3.12
Milk	All fat tests	half gallon	2.00-3.49	266	2.75						
Milk	All fat tests	gallon	2.47-3.99	282	3.11				1.99	105	1.99
Sour cream		16 oz	1.49-2.00	128	1.78	1.67-2.00	383	1.79	1.67-3.19	867	2.35
Yogurt	Greek	4-6 oz	0.79-1.50	926	1.12	0.79-1.00	796	.93	0.69-1.00	683	.87
Yogurt	Greek	32 oz				3.99-4.99	571	4.78	4.99-5.89	476	5.54
Yogurt	Yogurt	4-6 oz	0.50	171	.50				0.39	174	.39
Yogurt	Yogurt	32 oz				3.50	137	3.50	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
Butter		1 #	4.00	11	4.00			
Cheese	Natural Varieties	8 oz block	2.79-3.50	32	3.03	3.00	24	3.00
Cheese	Natural Varieties	2 # block	12.99	28	12.99			
Cheese	Natural Varieties	8 oz shred	2.79-4.00	43	3.28	3.00	24	3.00
Cottage cheese		16 oz				3.29	24	3.29
Cream cheese		8 oz	3.99	28	3.99	2.00	24	2.00
Flavored milk	All fat tests	gallon	3.00	11	3.00			
Ice cream		48-64oz	2.79-7.99	92	4.81	4.29-5.99	48	5.14
Milk	All fat tests	half gallon				2.69	24	2.69
Sour cream		16 oz	1.67	21	1.67			
Yogurt	Greek	4-6 oz	0.79-1.00	42	.90			
Yogurt	Greek	32 oz	5.99	11	5.99			

NATIONAL -- ORGANIC DAIRY PRODUCTS

Commodity	Type	Pack Size	THIS PERIOD	LAST WEEK	LAST YEAR
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			Stores With Ads	Wtd Avg Price	Stores With Ads	Wtd Avg Price	Stores With Ads	Wtd Avg Price
Butter		1 #			135	5.79	135	5.79
Cheese	Natural Varieties	8 oz block	51	3.99				
Cheese	Natural Varieties	8 oz shred	289	3.79	116	4.00		
Cottage cheese		16 oz	624	3.86	410	3.64		
Cream cheese		8 oz	693	2.55	479	2.58	135	3.29
Milk	All fat tests	half gallon	2511	4.57	3096	4.17	2002	4.21
Milk	All fat tests	gallon	137	5.98	636	6.20		
Milk	All fat tests	8 oz UHT					233	.88
Sour cream		16 oz	467	2.68	588	2.58	1083	1.99
Yogurt	Greek	4-6 oz	51	.79				
Yogurt	Greek	32 oz	674	5.43	1258	4.83	297	3.85
Yogurt	Yogurt	4-6 oz			189	1.25	209	1.41
Yogurt	Yogurt	32 oz	207	3.49	692	3.73	282	4.19

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	214	4.29			
Cream cheese		8 oz				2.50	214	2.50	3.50	69	3.50
Milk	All fat tests	half gallon	4.49-5.99	835	5.11	3.99-4.50	304	4.35	4.49-4.98	540	4.65
Yogurt	Greek	32 oz				3.50	87	3.50	4.99	119	4.99
Yogurt	Yogurt	32 oz	3.49-3.50	207	3.49						

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	3.99	51	3.99						
Cheese	Natural Varieties	8 oz shred							3.79	289	3.79
Cottage cheese		16 oz	3.29	121	3.29				3.79	289	3.79
Cream cheese		8 oz	2.49	121	2.49				2.39	289	2.39
Milk	All fat tests	half gallon				3.99	287	3.99	3.49-4.29	545	4.09
Milk	All fat tests	gallon				5.98	137	5.98			
Sour cream		16 oz				2.99	178	2.99	2.49	289	2.49
Yogurt	Greek	4-6 oz	0.79	51	.79						
Yogurt	Greek	32 oz				5.49-6.99	347	6.22	4.99	121	4.99

Wtd Avg - Simple weighted average



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 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