



## 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>

Volume 88- Number 8

Issued Weekly

Friday, February 26, 2021

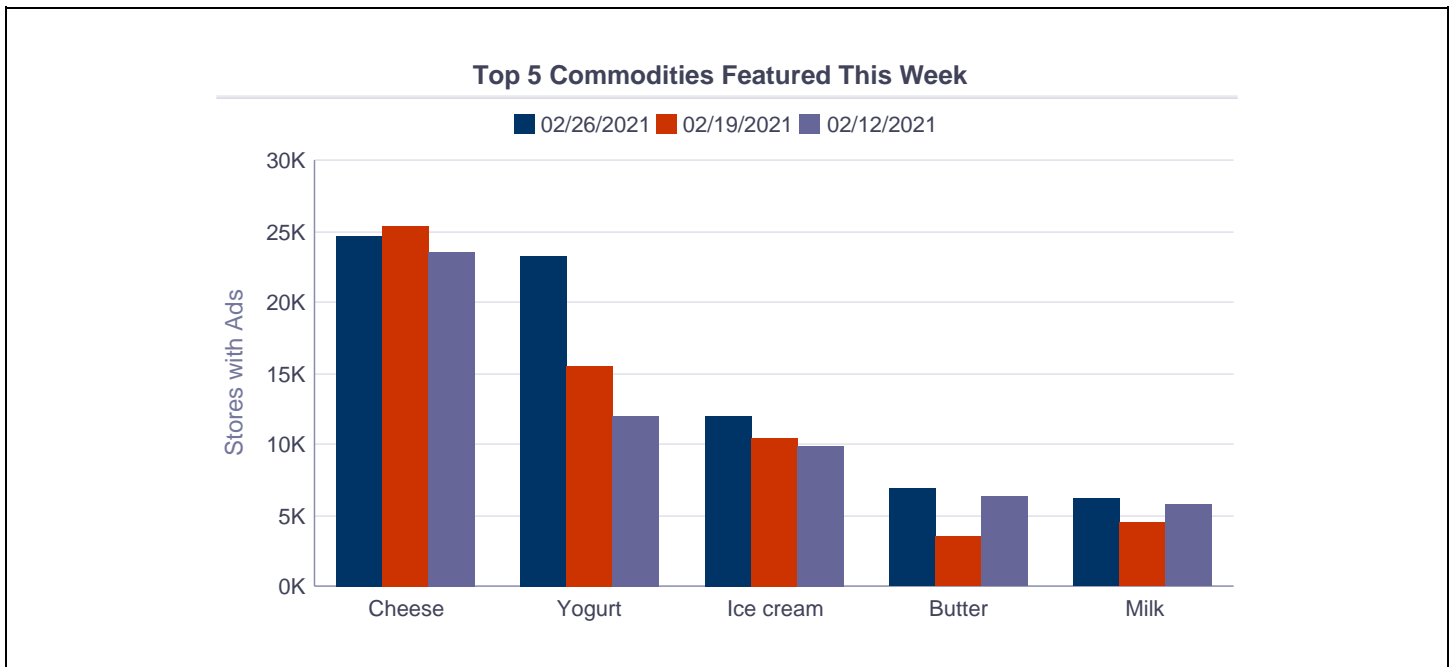
### Advertised Prices for Dairy Products at Major Retail Supermarket Outlets ending during the period of 02/26/2021 to 03/04/2021

As weather has cleared up across much of the country, total conventional dairy advertisements increased 23 percent, while organic ad numbers grew 46 percent. The number of conventional butter ads increased 104 percent weekly, while plain yogurt in 32-ounce containers saw the largest increase on the conventional aisle week to week, at over 500 percent. Organic cream cheese increased over 1,500 percent week to week, as the spring season draws near.

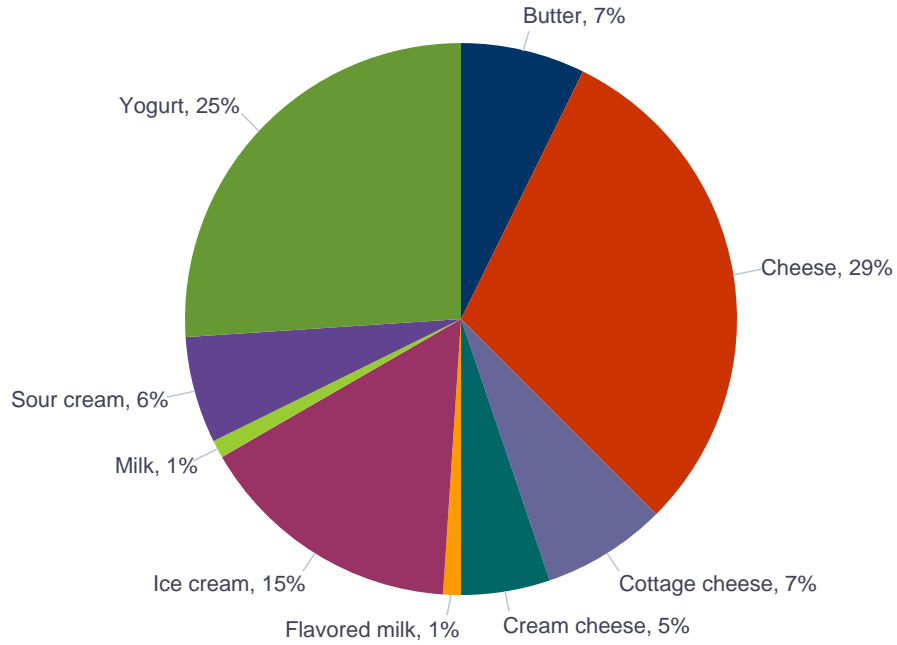
Conventional cheese advertisements decreased 5 percent, while the number of organic cheese advertisements more than doubled. The weighted average advertised price for conventional cheese in 8-ounce blocks was \$2.56, \$0.15 higher than last week, but \$1.61 less than the organic variety.

Conventional and organic milk advertisement numbers increased by 3 percent and 43 percent, respectively. Organic milk in half gallon containers were the most advertised organic dairy item. The weighted average advertised price for organic half gallons of milk was \$3.47, \$0.12 lower than last week. There were no ads for conventional half gallon milk.

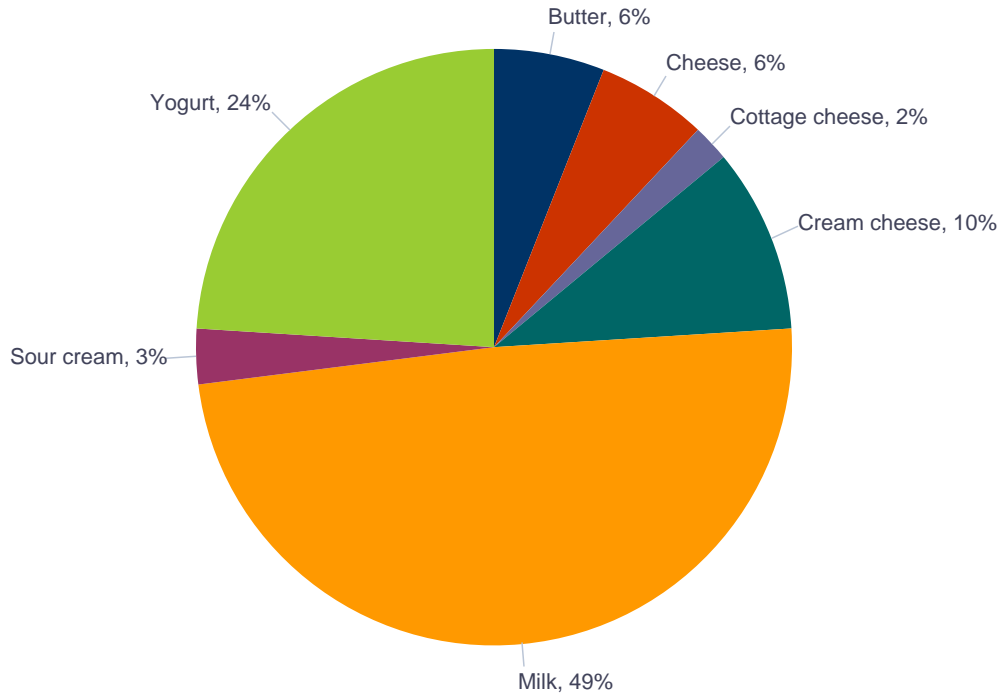
Conventional and organic yogurt advertisement totals increased 58 percent and 5 percent, respectively. Greek yogurt (conventional) in 4 to 6 ounce containers was the most advertised yogurt item and the second most advertised dairy item this week, as advertisements increased 73 percent from last week. The weighted average advertised price for conventional yogurt in 4 to 6 ounce containers was \$.59, down a dime from last week. The weighted average advertised price for 4 to 6 ounce organic yogurt was \$1.07, up 2 cents from last week, resulting in an organic premium of \$0.48.



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 #	6176	3.09	3023	3.27	3021	3.52
Cheese	Natural Varieties	8 oz block	7035	2.56	7082	2.41	5116	2.31
Cheese	Natural Varieties	1 # block	5063	3.59	5705	3.85	889	4.51
Cheese	Natural Varieties	2 # block	853	7.36	1238	6.74	1279	6.46
Cheese	Natural Varieties	8 oz shred	9807	2.55	9555	2.51	8809	2.40
Cheese	Natural Varieties	1 # shred	1093	3.79	1474	4.40	1217	4.87
Cottage cheese		16 oz	5481	1.83	2703	2.10	2896	2.06
Cream cheese		8 oz	4055	2.28	4249	2.03	5779	2.23
Flavored milk	All fat tests	half gallon	559	2.62			1105	1.85
Flavored milk	All fat tests	gallon	321	3.84	180	3.99	359	3.70
Ice cream		48-64oz	11986	3.05	10459	3.17	8943	3.19
Milk	All fat tests	half gallon			162	2.64	413	2.88
Milk	All fat tests	gallon	586	3.30	405	2.69	978	2.96
Sour cream		16 oz	5318	1.71	5126	1.47	3677	1.65
Yogurt	Greek	4-6 oz	10960	.98	6346	.99	9057	.98
Yogurt	Greek	32 oz	1435	4.50	1759	4.41	2032	4.55
Yogurt	Yogurt	4-6 oz	4037	.59	4158	.69	3983	.48
Yogurt	Yogurt	32 oz	3975	2.89	648	2.94	2067	2.65

## 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 #	1.97-5.99	1767	3.14	1.99-3.99	2000	3.61	1.99-3.49	740	2.27
Cheese	Natural Varieties	8 oz block	1.97-3.00	2168	2.39	2.50-3.00	3283	2.65	1.88-2.25	176	2.10
Cheese	Natural Varieties	1 # block	2.99-3.99	924	3.43	2.98-4.49	1418	3.42	3.50-4.22	1023	4.07
Cheese	Natural Varieties	8 oz shred	1.88-3.50	2594	2.43	2.00-3.00	3407	2.61	1.88-3.49	887	2.56
Cheese	Natural Varieties	1 # shred	2.99-4.49	434	4.05	2.98-4.49	332	3.57	3.50	213	3.50
Cottage cheese		16 oz	1.99-3.00	1439	2.40	1.25-2.00	2035	1.71	1.25-1.50	714	1.29
Cream cheese		8 oz	1.25-3.00	1451	2.14	2.00-3.00	1390	2.90	1.25-2.00	398	1.78
Flavored milk	All fat tests	half gallon				2.49	502	2.49	3.79	57	3.79
Flavored milk	All fat tests	gallon	4.49	100	4.49				4.49	116	4.49
Ice cream		48-64oz	1.79-4.00	2920	2.92	1.79-3.99	3172	2.76	2.50-3.99	2065	3.00
Milk	All fat tests	gallon	3.49-4.49	209	4.19				2.39	57	2.39
Sour cream		16 oz	1.50-2.50	1812	1.92	1.25-2.00	1575	1.85	0.89-2.00	1053	1.37
Yogurt	Greek	4-6 oz	0.69-1.50	3662	.95	0.98-1.00	2590	1.00	0.80-1.25	1998	1.03
Yogurt	Greek	32 oz	3.89-5.49	344	4.57				3.99-4.99	577	4.21
Yogurt	Yogurt	4-6 oz	0.33-1.00	1661	.61	0.33-1.00	732	.57	0.60-1.00	176	.76
Yogurt	Yogurt	32 oz	1.67-3.29	724	2.66	2.50-3.99	1444	3.03	2.29-2.50	677	2.44

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 #	1.99-4.49	391	3.23	1.49-2.50	989	2.14	4.39	289	4.39
Cheese	Natural Varieties	8 oz block	2.00-3.99	544	2.91	1.99-3.49	307	2.84	1.49-2.99	529	2.23
Cheese	Natural Varieties	1 # block	3.48-3.99	1087	3.53	3.38-3.99	481	3.55	3.38	130	3.38
Cheese	Natural Varieties	2 # block	6.99	121	6.99				6.49-8.99	683	7.51
Cheese	Natural Varieties	8 oz shred	1.79-3.99	751	2.70	1.99-3.49	1546	2.64	1.49-2.50	584	2.20
Cheese	Natural Varieties	1 # shred	3.99	114	3.99						
Cottage cheese		16 oz	1.25	78	1.25	1.25-2.49	495	1.89	1.25-1.67	699	1.60
Cream cheese		8 oz	2.00	121	2.00	1.49	246	1.49	1.49-1.67	394	1.62
Flavored milk	All fat tests	gallon							2.50	105	2.50
Ice cream		48-64oz	1.99-5.09	1151	3.59	2.50-3.99	2021	3.07	1.67-5.49	584	3.86
Milk	All fat tests	gallon	2.50	74	2.50	2.99	246	2.99			
Sour cream		16 oz	1.25-1.99	380	1.45	1.25-2.49	272	1.53	1.25-1.49	226	1.36
Yogurt	Greek	4-6 oz	0.79-1.00	860	.98	0.88-1.00	1492	.97	1.00	347	1.00
Yogurt	Greek	32 oz	3.29-4.99	262	4.20	5.49	241	5.49			
Yogurt	Yogurt	4-6 oz	0.40-0.50	524	.47	0.50-1.00	405	.78	0.39-0.50	463	.42
Yogurt	Yogurt	32 oz	3.49	141	3.49	2.00-4.29	817	3.10	2.50	121	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
Cheese	Natural Varieties	8 oz block	4.79	28	4.79			
Cheese	Natural Varieties	2 # block	5.00-6.99	49	6.14			
Cheese	Natural Varieties	8 oz shred	2.69	11	2.69	3.00	27	3.00
Cottage cheese		16 oz	2.49	21	2.49			
Cream cheese		8 oz	2.99	28	2.99	2.49	27	2.49
Ice cream		48-64oz	4.99-7.99	49	6.70	4.29	24	4.29
Yogurt	Greek	4-6 oz	1.25	11	1.25			
Yogurt	Greek	32 oz	3.49	11	3.49			
Yogurt	Yogurt	4-6 oz	1.00	49	1.00	0.99	27	.99
Yogurt	Yogurt	32 oz				3.50-5.00	51	4.29

### 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 #	724	5.69	503	5.47	222	5.63
Cheese	Natural Varieties	8 oz block	299	4.17	121	3.69	137	4.99

Wtd Avg - Simple weighted average



Cheese	Natural Varieties	8 oz shred	385	3.56	199	3.61	299	4.09
Cottage cheese		16 oz	214	4.29	214	4.29		
Cream cheese		8 oz	1112	2.00	69	2.69	322	2.49
Ice cream		48-64oz					117	7.99
Milk	All fat tests	half gallon	4117	3.47	2176	3.59	2525	3.81
Milk	All fat tests	gallon	1552	5.64	1799	4.66	522	6.48
Milk	All fat tests	8 oz UHT					214	1.25
Sour cream		16 oz	347	2.30	214	2.49	335	2.50
Yogurt	Greek	4-6 oz	268	1.00				
Yogurt	Greek	32 oz	1952	5.34	1464	5.65	574	4.43
Yogurt	Yogurt	4-6 oz	220	1.07	373	1.05		
Yogurt	Yogurt	32 oz	288	3.92	755	3.77	573	3.31

### 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 #	5.99	221	5.99	4.99	214	4.99			
Cheese	Natural Varieties	8 oz shred							3.50	123	3.50
Cottage cheese		16 oz				4.29	214	4.29			
Cream cheese		8 oz	2.00	110	2.00	2.00	1002	2.00			
Milk	All fat tests	half gallon	3.99-4.99	757	4.36	2.99-3.50	328	3.32	2.99-3.29	1059	3.09
Milk	All fat tests	gallon	6.99	161	6.99	5.49	114	5.49	5.49	595	5.49
Sour cream		16 oz				2.49	214	2.49			
Yogurt	Greek	4-6 oz							1.00	127	1.00
Yogurt	Greek	32 oz				3.50-5.49	398	4.42	5.49	595	5.49
Yogurt	Yogurt	4-6 oz	0.69-1.25	209	1.06						
Yogurt	Yogurt	32 oz	2.99	110	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 #							5.99	289	5.99
Cheese	Natural Varieties	8 oz block	3.69	121	3.69	4.49	178	4.49			
Cheese	Natural Varieties	8 oz shred	3.49-3.69	262	3.58						
Milk	All fat tests	half gallon	2.99-3.99	369	3.36	2.99-3.99	1087	3.36	2.99-3.99	479	3.32
Milk	All fat tests	gallon	5.29-5.49	219	5.42	5.49	331	5.49	5.49	121	5.49
Sour cream		16 oz	1.99	133	1.99						
Yogurt	Greek	4-6 oz	1.00	141	1.00						

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	Greek	32 oz	5.29-5.49	219	5.42	5.49	451	5.49	5.99	289	5.99
Yogurt	Yogurt	32 oz				4.49	178	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
Milk	All fat tests	half gallon	3.49	11	3.49	3.49	27	3.49
Milk	All fat tests	gallon	5.49	11	5.49			
Yogurt	Yogurt	4-6 oz	1.25	11	1.25			

**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