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Dairy Market News Branch

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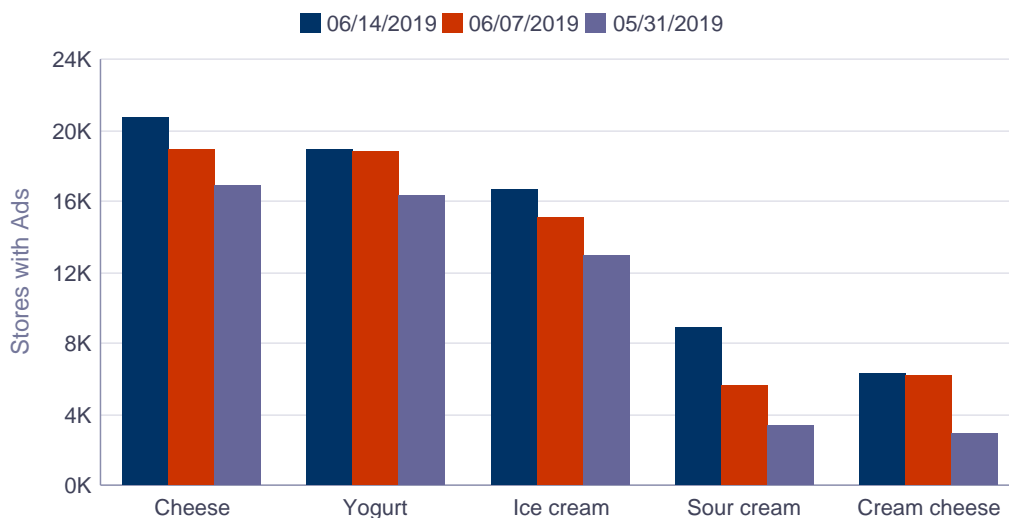
Advertised Prices for Dairy Products at Major Retail Supermarket Outlets ending during the period of 06/14/2019 to 06/20/2019

Consumer's craving for cream is trending. As such, the leading advertised dairy item mid-way through June Dairy Month is conventional ice cream, 48 to 64 ounce containers, with ad volumes well above other dairy commodities. Prices are trending higher, \$2.91 this week, 20 cents above the previous survey period. Ads for conventional 1 pound butter increased 214 percent this week, and the average price rose to \$3.54, 29 cents above last week.

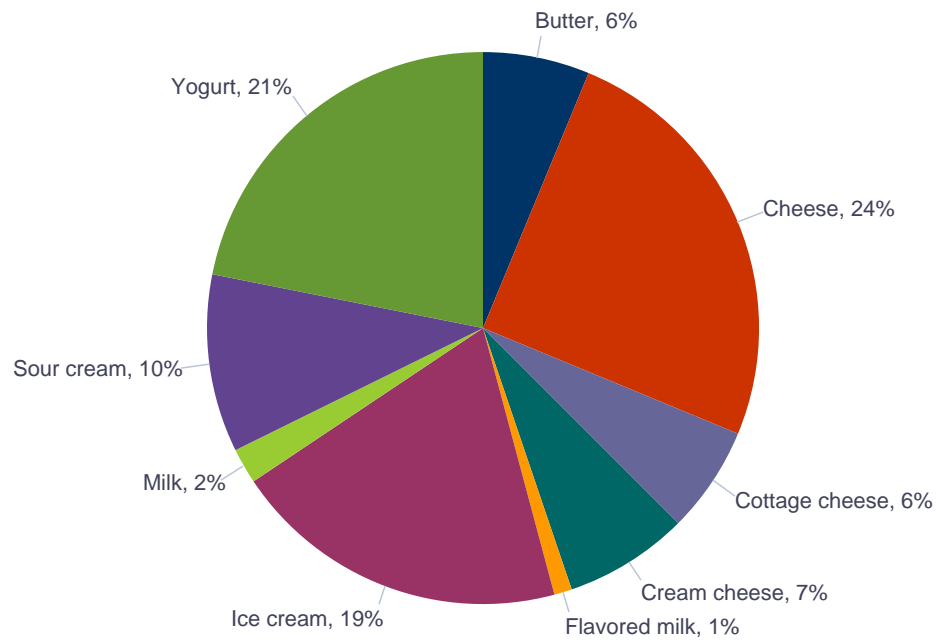
The U.S. advertised price for 8 ounce conventional cheese blocks averaged \$2.23, climbing 15 cents, and conventional 8 ounce shred cheese averaged \$2.13, but declined 4 cents from last week. Nationwide, conventional cheese ads grew 11 percent. Conventional yogurt ads declined 3 percent. Total conventional retail advertisements increased 19 percent.

This week, the difference between the weighted average price for organic half gallon milk, \$3.87, and the weighted average price for conventional half-gallon milk, \$2.22, resulted in an organic price premium of \$1.65. The spread is \$1.18 less than last week's milk price spread. In general, conventional milk ads are 35 percent higher than the previous week's retail survey.

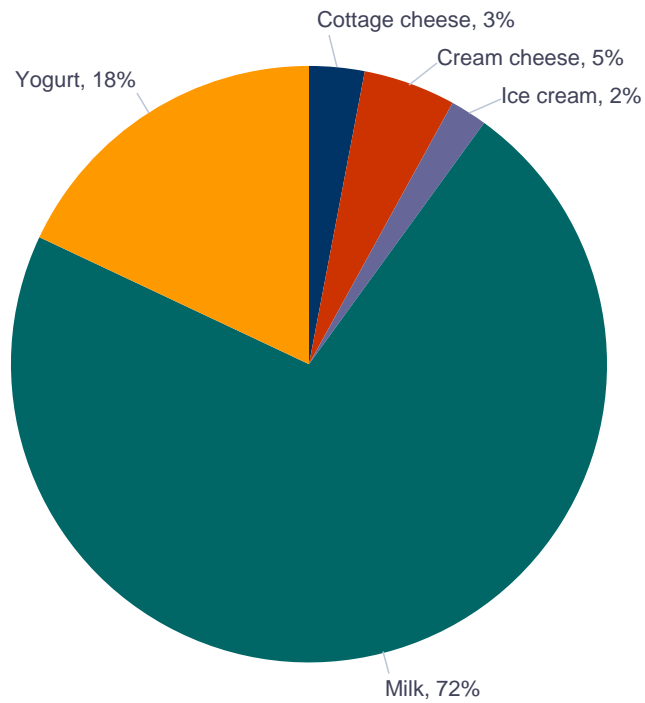
Top 5 Commodities Featured This Week



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 #	4979	3.54	1586	3.25	5611	3.48
Cheese	Natural Varieties	8 oz block	8660	2.23	4683	2.08	8332	2.23
Cheese	Natural Varieties	1 # block	1800	4.03	4104	3.45	1420	4.52
Cheese	Natural Varieties	2 # block	806	5.96	1414	5.99	1725	5.57
Cheese	Natural Varieties	8 oz shred	8888	2.13	5579	2.17	9483	2.26
Cheese	Natural Varieties	1 # shred	555	4.50	2853	3.71	1511	4.60
Cottage cheese		16 oz	5139	1.96	2771	1.99	5056	1.97
Cream cheese		8 oz	6099	2.16	5882	1.76	4628	1.83
Flavored milk	All fat tests	half gallon	289	3.79	106	.99	1546	2.43
Flavored milk	All fat tests	gallon	528	2.83	285	3.25	910	3.70
Ice cream		48-64oz	16592	2.91	14904	2.71	15259	3.06
Milk	All fat tests	half gallon	521	2.22	579	1.26	1878	2.01
Milk	All fat tests	gallon	1167	2.86	674	2.78	1931	2.82
Sour cream		16 oz	8918	1.66	5541	1.71	7552	1.81
Yogurt	Greek	4-6 oz	11089	.94	7344	.92	8928	.92
Yogurt	Greek	32 oz	2954	3.80	6370	3.91	1416	4.43
Yogurt	Yogurt	4-6 oz	3193	.50	4234	.51	4552	.52
Yogurt	Yogurt	32 oz	662	2.52	625	2.86	961	2.42

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	2019	3.38	3.50-3.58	1144	3.51	2.99	106	2.99
Cheese	Natural Varieties	8 oz block	1.49-2.99	2499	2.09	1.99-3.00	3173	2.48	1.88-3.00	866	2.13
Cheese	Natural Varieties	1 # block	2.99-4.99	986	3.38						
Cheese	Natural Varieties	8 oz shred	1.49-3.00	2418	2.12	1.99-2.99	2279	2.09	1.88-3.00	1872	2.14
Cheese	Natural Varieties	1 # shred	2.99-4.99	219	3.76						
Cottage cheese		16 oz	1.49-3.00	1525	2.25	1.25-2.00	2127	1.91	1.33-1.69	535	1.44
Cream cheese		8 oz	1.50-3.59	2073	2.00	1.50-2.99	2605	2.45	1.50-1.99	771	1.76
Ice cream		48-64oz	1.50-4.99	3588	2.70	1.97-5.99	6281	3.05	2.00-3.99	2211	2.77
Milk	All fat tests	gallon	3.49	272	3.49				1.99-2.50	228	2.26
Sour cream		16 oz	1.50-2.00	1654	1.78	1.25-2.00	2620	1.85	0.99-1.79	2134	1.35
Yogurt	Greek	4-6 oz	0.67-1.50	3158	.96	0.88-1.25	3814	.97	0.75-1.33	1401	.88
Yogurt	Greek	32 oz	3.99-5.00	365	4.36	3.47-5.00	1300	3.72			
Yogurt	Yogurt	4-6 oz	0.40-0.75	776	.54	0.40-0.50	275	.48	0.50-0.66	429	.61
Yogurt	Yogurt	32 oz	2.49-2.50	265	2.50				2.50	180	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 #	2.69-4.49	441	3.37	2.99-4.99	782	4.26	2.50-3.99	463	3.35
Cheese	Natural Varieties	8 oz block	1.99-2.50	939	2.07	1.77-3.00	381	2.21	1.69-2.00	768	1.97
Cheese	Natural Varieties	1 # block	3.99-4.99	250	4.46	4.99-5.00	459	4.99	5.00	105	5.00
Cheese	Natural Varieties	2 # block				4.99	246	4.99	4.99-7.49	560	6.39
Cheese	Natural Varieties	8 oz shred	1.79-2.69	739	2.10	1.77-3.00	505	2.28	1.67-2.79	1041	2.17
Cheese	Natural Varieties	1 # shred	4.99	55	4.99	4.99	281	4.99			
Cottage cheese		16 oz	2.00-2.49	172	2.18	1.50	178	1.50	1.67-2.19	578	1.93
Cream cheese		8 oz	1.50-2.50	650	1.95						
Flavored milk	All fat tests	half gallon							3.79	289	3.79
Flavored milk	All fat tests	gallon	3.50	74	3.50	2.69	244	2.69	2.50-2.99	210	2.75
Ice cream		48-64oz	2.24-4.99	1880	2.71	2.49-4.99	1802	3.30	2.49-3.00	750	2.68
Milk	All fat tests	half gallon	1.58-1.89	232	1.76				2.59	289	2.59
Milk	All fat tests	gallon				1.99-2.99	423	2.67	2.50-2.99	210	2.75
Sour cream		16 oz	0.99-2.00	879	1.56	0.99-1.99	911	1.57	1.39-2.19	699	1.84
Yogurt	Greek	4-6 oz	0.75-1.00	904	.90	0.62-1.00	1385	.91	0.88-1.00	406	.97
Yogurt	Greek	32 oz	3.47-4.50	1091	3.58	4.99	137	4.99	3.50	61	3.50
Yogurt	Yogurt	4-6 oz	0.49-0.75	346	.54	0.25-0.50	884	.43	0.40-0.50	455	.41
Yogurt	Yogurt	32 oz	2.49-2.50	183	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
Butter		1 #				3.69	24	3.69
Cheese	Natural Varieties	8 oz block				3.00	34	3.00
Cheese	Natural Varieties	8 oz shred				3.00	34	3.00
Cottage cheese		16 oz				2.50	24	2.50
Ice cream		48-64oz	3.00-3.49	22	3.25	3.99-4.29	58	4.17
Milk	All fat tests	gallon				4.99	34	4.99
Sour cream		16 oz	1.50	21	1.50			
Yogurt	Greek	4-6 oz	1.00	21	1.00			
Yogurt	Yogurt	4-6 oz	1.25	28	1.25			
Yogurt	Yogurt	32 oz				3.00	34	3.00

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

Wtd Avg - Simple weighted average



Butter		1 #			428	5.99	114	3.99
Cheese	Natural Varieties	8 oz block					388	3.95
Cheese	Natural Varieties	8 oz shred			289	3.50		
Cottage cheese		16 oz	137	3.99			63	3.49
Cream cheese		8 oz	214	2.50	348	2.50		
Ice cream		48-64oz	101	7.99	225	5.99	1083	4.00
Milk	All fat tests	half gallon	2931	3.87	2480	4.09	3866	4.02
Milk	All fat tests	gallon	227	6.77	321	6.02	145	6.70
Milk	All fat tests	8 oz UHT			345	1.11		
Sour cream		16 oz			134	2.73	214	2.50
Yogurt	Greek	32 oz	108	5.99	149	3.91		
Yogurt	Yogurt	4-6 oz	551	.94	72	.69	194	1.00
Yogurt	Yogurt	32 oz	108	4.39	11	2.99	222	3.89

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
Cream cheese		8 oz				2.50	214	2.50			
Ice cream		48-64oz				7.99	101	7.99			
Milk	All fat tests	half gallon	3.49-4.49	1076	3.97	3.98-4.19	483	4.11			
Milk	All fat tests	gallon	5.97-8.99	227	6.77						
Yogurt	Greek	32 oz	5.99	108	5.99						
Yogurt	Yogurt	4-6 oz	0.58-1.25	380	.84						
Yogurt	Yogurt	32 oz	4.39	108	4.39						

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
Cottage cheese		16 oz				3.99	137	3.99			
Milk	All fat tests	half gallon	3.50-4.19	366	4.02	2.99-3.99	254	3.45	2.50-4.39	752	3.65
Yogurt	Yogurt	4-6 oz				1.00	137	1.00			

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
Yogurt	Yogurt	4-6 oz				1.75	34	1.75

Wtd Avg - Simple weighted average

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