



Organic Dairy Retail Overview

Agricultural Marketing Service
Dairy Market News

Report 20

May 17, 2024

MMN Slug ID 1593 / Slug Name: MD_DA901

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During the week 20 retail ad survey, 79 percent more organic dairy ads were found than in week 19. The most advertised organic dairy product this week was milk. Organic yogurt was this week's second most advertised organic dairy product. Cream cheese saw the largest percentage growth of all organic products in week's survey, appearing in 2785 percent more ads than last week, and was the third most advertised organic dairy product in the Week 20 survey.

Organic milk ads increased by 60 percent during the week 20 retail ad survey. The most advertised package size of organic milk this week was half gallons, which appeared in 94 percent more ads than in week 19. The weighted average advertised price for this item increased by 50 cents from last week to \$4.67. Meanwhile, conventional half gallon milk had a weighted average advertised price of \$1.68, the organic premium for this item in week 20 was \$2.99.

Total ads for organic yogurt increased by 411 percent from last week. Ads for Organic Greek yogurt in the 32-ounce container, increased by 13,273 percent this week and the weighted average advertised price increased by 35 cents to \$6.84. Conventional Greek yogurt in the 32-ounce container had a weighted average advertised price of \$4.39 in week 20, creating an organic premium of \$2.45 this week.

Cheese was the second most advertised organic product in the week 19 retail survey but was the fourth most advertised organic product in week 20 following a 5 percent decline in total ads during week 20. The only organic cheese package size to appear in more ads in week 20 than in week 19 was 6-8-ounce sliced cheese, which was present in 221 percent more ads this week. Organic 6-8-ounce sliced cheese was also the most advertised organic cheese item this week. Conventional 6-8-ounce sliced cheese had a weighted average advertised price of \$2.52, while the organic counterpart's weighted average advertised price was \$4.91. The organic premium for this item in week 20 was \$2.39.

Product pricing information of selected organic retail dairy commodities from the current weekly survey is presented in the following table:

NATIONAL RETAIL ORGANIC DAIRY WEIGHTED AVERAGE ADVERTISED PRICES

COMMODITY	This Week	Last Week	Last Year
Butter			
8 oz	\$3.90	\$4.49	n.a.
16 oz	\$8.99	\$5.29	\$4.99
Cheese			
6-8 oz block	\$5.50	\$4.29	\$2.99
6-8 oz shred	\$3.00	\$4.40	\$3.00
6-8 oz sliced	\$4.91	\$4.66	\$3.86
2 lb Block.	n.a.	n.a.	\$6.77
2 lb Shred .	n.a.	n.a.	\$6.77
Cottage Cheese			
16 oz	\$5.79	\$5.57	n.a.
Cream Cheese			
8 oz	\$3.41	\$4.49	\$3.04
Ice Cream			
14-16 oz	\$5.99	\$6.42	n.a.
48-64 oz	\$9.06	\$8.13	\$8.66



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Milk			
Half Gallon	\$4.67	\$4.17	\$4.42
Gallon	\$6.94	\$6.82	\$5.13
Sour Cream			
16 oz	\$3.96	\$4.37	n.a
Yogurt			
4-6 oz Yogurt	n.a.	\$2.50	n.a.
32 oz Greek	\$6.84	\$6.49	\$5.99
32 oz Yogurt	\$4.59	\$4.03	\$3.99

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