



## Organic Dairy Retail Overview

Agricultural Marketing Service  
Dairy Market News

Report 22

May 31, 2024

MMN Slug ID 1593 / Slug Name: MD\_DA901

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The number of organic retail ads decreased during the week 22 retail ad survey by 46 percent, from the prior week. Organic milk, the most advertised organic dairy commodity in this week's survey, appeared in 57 percent of the organic ads. Ads for organic cream cheese increased by 210 percent this week, more than any other organic dairy product. Organic butter was not present in any surveyed ads this week, despite appearing in the week 21 retail survey.

Organic milk ads declined by 51 percent this week, as ads for both gallon and half gallons of organic milk decreased from last week. The most advertised organic milk package size this week was half-gallons. The weighted average advertised price for half gallon organic milk was down 8 cents from last week to \$4.81. Conventional half gallon milk had a weighted average advertised price of \$1.78. The organic premium for half gallon milk this week was \$3.03.

The second most advertised organic product this week was cheese, which appeared in 71 percent more ads than in week 21. Ads for organic shred style cheese in 6-8-ounce packages increased by 227% from last week. The weighted average advertised price for organic 6-8-ounce shred style cheese was \$4.60, while conventional 6-8-ounce shred style cheese had a weighted average advertised price of \$2.59. The organic premium for this item was \$2.01 during week 22.

Organic yogurt ads declined by 63 percent from last week. The most advertised organic yogurt product this week was regular yogurt in 32-ounce packages. This item had a weighted average advertised price of \$4.42, down 19 cents from last week. Conventional regular yogurt in 32-ounce packages had a weighted average advertised price of \$3.56 this week. The organic premium for 32-ounce packages of regular yogurt in week 22 was \$0.86.

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	n.a.	\$4.99	n.a.
16 oz	n.a.	\$11.59	\$7.30
Cheese			
6-8 oz block	\$3.79	\$5.21	n.a.
6-8 oz shred	\$4.60	\$3.00	\$3.66
6-8 oz sliced	\$3.73	\$4.90	\$3.00
Cottage Cheese			
16 oz	n.a.	n.a.	\$4.97
Cream Cheese			
8 oz	\$4.19	\$4.49	n.a.
Flavored Milk			
Half Gallon	\$5.45	\$3.99	\$5.69
Ice Cream			
14-16 oz	\$6.63	\$5.73	n.a.
48-64 oz	n.a.	\$8.31	n.a.
Milk			
Half Gallon	\$4.81	\$4.89	\$4.88
Gallon	\$8.34	\$7.98	\$6.28



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Sour Cream			
16 oz	\$4.42	\$3.84	n.a.
Yogurt			
4-6 oz Greek	n.a.	\$1.33	n.a.
4-6 oz Yogurt	\$1.50	\$1.52	n.a.
32 oz Greek	\$7.11	\$4.49	\$6.43
32 oz Yogurt	\$4.42	\$4.61	\$4.13

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