



Organic Dairy Retail Overview

Agricultural Marketing Service
Dairy Market News

Report 18

May 3, 2024

MMN Slug ID 1593 / Slug Name: MD_DA901

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Total organic retail dairy ads declined during by 7 percent during the week 17 retail ad survey, then declined by 38 percent during the week 18 survey. The top two most advertised organic dairy commodities, milk and yogurt, were the same during this and last week's survey despite the number of ads declining for both. Cheese, ice cream, and sour cream were the only organic commodities to appear in more ads than last week and were the third through fifth most advertised organic dairy products. Organic flavored milk did not appear in this week's survey, but was present in the week 17 retail survey.

The total number of organic milk ads declined by 36 percent from last week. Half gallons of milk were the only package size of organic milk present in this week's survey and appeared in 16 percent fewer ads than last week. The weighted average advertised price for half gallons of organic milk during week 18 was \$3.93, down 31 cents from the prior week. Conventional half gallons of milk had a weighted average advertised price of \$2.10, the organic premium for this item was \$1.83.

Every organic yogurt product appearing in last week's retail survey was present in fewer ads this week. This contributed to a 46 percent decline in overall organic yogurt ads during the week 18 retail survey. Organic traditional yogurt in 32-ounce containers appeared in 50 percent fewer advertisements from last week, but was the most advertised yogurt product and had a weighted average advertised price of \$4.40, up 32 cents from last week.

Organic cheese ads increased 501 percent from week 17. Shred style cheese sold in 6-8-ounce packages appeared in more ads than any other organic cheese item this week, after not appearing last week. This item had a weighted average advertised price of \$4.45, while conventional 6-8-ounce shred style cheese had a weighted average advertised price of \$2.47. The organic premium for this item was \$1.98 in week 18.

Total ads for last week's fourth most advertised organic commodity, butter, fell by 90 percent this week. In contrast, ads for this week's fourth most advertised organic commodity, ice cream, grew by 484 percent. The most advertised organic ice cream product this week came in 14-16-ounce packages, though this item was not present in last week's survey. Organic 14-16-ounce ice cream had a weighted average advertised price of \$5.96 in Week 18, while conventional ice cream of the same size's weighted average advertised price was \$3.45. The organic premium for ice cream in 14-16-ounce ice cream this week was \$2.51.

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	\$4.49	\$4.79	n.a.
16 oz	n.a.	\$5.98	\$6.99
Cheese			
6-8 oz block	\$5.79	n.a.	\$3.63
6-8 oz shred	\$4.45	n.a.	\$4.77
6-8 oz sliced	\$3.88	\$3.39	\$4.99
1 lb Shred	\$4.00	n.a.	n.a.
Cottage Cheese			
16 oz	\$5.57	\$4.02	n.a.
Cream Cheese			
8 oz	\$4.49	\$3.35	\$4.18



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Flavored Milk			
Half Gallon	n.a.	\$3.99	n.a.
Ice Cream			
14-16 oz	\$5.96	n.a.	n.a.
48-64 oz	\$9.17	\$8.99	n.a.
Milk			
Half Gallon	\$3.93	\$4.24	\$4.33
Gallon	n.a.	\$7.00	\$6.33
Sour Cream			
16 oz	\$4.24	\$3.99	\$3.68
Yogurt			
4-6 oz Yogurt	n.a.	\$1.35	n.a.
32 oz Greek	\$6.40	\$6.55	\$5.24
32 oz Yogurt	\$4.40	\$4.08	n.a.

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