



## Organic Dairy Retail Overview

Agricultural Marketing Service  
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The number of organic dairy ads found in the week 26 retail ad survey are up 79 percent from the previous survey. Ads for the most advertised organic dairy commodity, milk, increased 124 percent. Cheese remained the second most advertised organic dairy commodity, while appearing in 70 percent more ads. There were no ads in this week's survey for organic cottage cheese or cream cheese, though these commodities were present in the week 25 survey, but organic butter appeared in surveyed ads this week.

Half gallons are the most advertised organic milk product this week and total ads are up 110 percent. The weighted average advertised price (average price) for organic half gallon milk is up 31 cents to \$6.07. Conventional half gallon milk has an average price of \$2.29, making the organic premium for this product \$3.78.

The number of ads for the most advertised organic cheese product, 6-8-ounce sliced cheese, are up 51 percent. The average price for organic 6-8-ounce sliced cheese is \$4.98, down 60 cents. This product's conventional counterpart has an average price of \$2.65. The week 26 organic premium for 6-8-ounce sliced cheese is \$2.33.

Total ads for organic ice cream increased 324 percent, the largest percentage increase for any organic commodity found in this week's retail ad survey. Ads for 48-64-ounce organic ice cream appeared in the week 26 survey, after being absent in the prior survey. The most advertised organic ice cream product is 14-16-ounce packages, which appeared in 199 percent more ads than last week and had an average price of \$7.27. The average price for conventional 48-64-ounce ice cream is \$4.26. This product has an organic premium of \$3.73.

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