



Organic Dairy Retail Overview

Agricultural Marketing Service
Dairy Market News

Report 42

October 18, 2024

MMN Slug ID 1593 / Slug Name: MD_DA901

Email us with accessibility issues with this report.

The number of organic retail dairy ads declined by 15 percent in this week's survey. The most advertised organic dairy commodity was milk, despite appearing in 30 percent fewer ads than in week 41. Cheese was the 2nd most advertised organic dairy commodity this week, jumping from 4th place last week after appearing in 140 percent more ads during week 42. Cream cheese and flavored milk were the only organic dairy commodities not present in this week's survey, despite appearing in the week 41 survey.

The only organic milk product present in this week's retail ad survey was half gallon containers. Half gallon organic milk appeared in 5 percent fewer ads in week 42 compared to the prior survey, and the weighted average advertised price declined by 46 cents to \$4.53. The weighted average advertised price for conventional half gallon milk was \$2.22, creating an organic premium of \$2.31 for week 42.

Packages of 6-8-ounce shred style cheese remained the most advertised organic cheese item this week, after appearing in 15 percent more ads compared to week 41. Meanwhile, the weighted average advertised price for organic 6-8-ounce shred style cheese decreased 78 cents to \$4.22 this week. Conventional shred style cheese had a weighted average advertised price of \$2.44. The organic premium for 6-8-ounce shred style cheese this week was \$1.78.

The number of ads for yogurt, the third most prevalent organic dairy commodity present in this week's retail ad survey, appeared in 17 percent fewer ads than last week. Organic Greek yogurt in 32-ounce containers appeared in 8 percent more ads than last week. Greek yogurt in 32-ounce containers became the most advertised organic yogurt item this week due to this and a 50 percent decline in ads for regular yogurt in 32-ounce containers. The weighted average advertised price for the 32-ounce organic Greek yogurt was \$6.23, down 62 cents from last week. The organic premium for this item was \$2.27, as conventional Greek yogurt in 32-ounce containers had a weighted average advertised price of \$3.96 this week.

Information for the period October 7 - 18, 2024, issued biweekly

Published by:

Dairy Market News - Madison, WI
ROMAN CARAMAN, 608-422-8593
Email: roman.caraman@usda.gov

Additional Dairy Market News Information:

Dairy Market News (DMN) by Phone: (608)422-8587
DMN Website: <https://www.ams.usda.gov/market-news/dairy>
DMN (My Market News): <https://mymarketnews.ams.usda.gov>
<https://mymarketnews.ams.usda.gov/viewReport/1593>