



Organic Dairy Retail Overview

Agricultural Marketing Service
Dairy Market News

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In the week 16 retail ad survey the number of organic dairy ads increased 138 percent from the previous survey. The majority of organic dairy ads this week were for milk, which appeared in 86 percent of all organic dairy ads found this week. Organic butter and flavored milk were present in last week's retail ad survey but were not featured in any surveyed ads this week. Meanwhile, organic ice cream appeared in this week's survey after being absent in the week 15 retail ad survey.

The number of organic milk ads increased by 317 percent in the week 16 retail ad survey. The most advertised organic milk product in this week's retail ad survey was sold in half gallon containers. The number of ads for half gallon organic milk increased by 253 percent from last week's survey, and the weighted average advertised price for this product increased 8 cents to \$5.36. Conventional half gallon milk has a weighted average advertised price of \$2.61 this week, creating an organic premium of \$2.75.

The second most advertised organic dairy commodity this week, cheese, appeared in 7 percent more ads this week, compared to week 15. This week, packages of 6-8-ounce shred style organic cheese appeared in 64 percent more ads than in the prior survey. Due to this increase, 6-8-ounce shred style cheese was the most advertised organic cheese product this week. The weighted average advertised price for this product was \$4.76, down 18 cents from week 15. Conventional 6-8-ounce shred style cheese has a week 16 weighted average advertised price of \$2.46, making the week 16 organic premium for this product \$2.30.

The number of organic yogurt ads declined by 14 percent in the week 16 retail ad survey. The number of ads for organic regular yogurt in 32 ounce containers declined by 36 percent from last week, while every other yogurt product present last week appeared in the same number of ads this week. The weighted average advertised price for organic regular yogurt in week 16 increased by 16 cents to \$4.94. This product's conventional counterpart has a weighted average advertised price of \$3.27 this week. The organic premium in week 16 for regular 32-ounce yogurt is \$1.67.

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