



Organic Dairy Retail Overview

Agricultural Marketing Service
Dairy Market News

Report 14

April 5, 2024

MMN Slug ID 1593 / Slug Name: MD_DA901

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During the last two retail ad surveys, the number of organic dairy ads fluctuated. Total organic dairy ads grew from week 12 to week 13 by 118 percent, but the number of organic dairy ads declined by 64 percent in week 14. The most advertised organic dairy commodity in week 14 was milk, despite a 76 percent decline in ads. Cheese ads grew more than any other organic dairy product this week, increasing 171 percent, and was the third most advertised organic dairy product.

Half gallons of milk were the most advertise package size of organic milk during the week 14 survey, while appearing in 43 percent fewer ads than in week 13. The weighted average advertised price for half gallons of milk increased by 22 cents to \$5.00 this week. Conventional half gallons of milk had a weighted average advertised price of \$2.05. The organic premium for half gallons of milk was \$2.95.

Organic yogurt ads declined by 56 percent during the week 14 retail ad survey. The second most advertised organic dairy commodity in the week 14 retail ad survey was organic yogurt, and regular organic yogurt in 32-ounce containers was the most advertised organic yogurt item this week. Total ads for regular organic yogurt in 32-ounce containers fell 73 percent from last week, while the weighted average advertised price increased 38 cents to \$4.82. Same-sized packages of conventional regular yogurt had a weighted average advertised price of \$2.66, making an organic premium for this item of \$2.16.

During the week 13 retail ad survey, the only organic cheese item present in was packages of 6-8-ounce blocks. This week, organic packages of 6-8-ounce sliced and 6-8-ounce shred style cheese appeared in the survey. Packages of 6-8-ounce shred style cheese were the most advertised organic cheese item this week and had a weighted average advertised price of \$4.16. Conventional 6-8-ounce shred style cheese had a weighted average advertised price of \$2.18. The organic premium for this item was \$1.98 during week 14.

Product pricing information for surveyed 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.
1 lb.	\$9.50	\$6.98	\$7.75
Cheese			
6-8 oz. block	\$2.99	\$7.63	\$7.75
6-8 oz. shred	\$4.16	n.a.	\$6.49
6-8 oz. sliced	\$3.29	n.a.	\$4.28
Cottage Cheese			
16 oz.	\$6.99	\$5.47	\$5.16
Cream Cheese			
8 oz	\$2.79	\$4.11	\$3.90
Flavored Milk			
Half Gallon	n.a.	n.a.	\$5.55
Ice Cream			
14-16 oz.	\$5.17	\$6.49	n.a.
48-64 oz.	\$8.99	\$8.35	n.a.



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Milk			
Half Gal	\$5.00	\$4.78	\$4.21
Gallon	\$6.82	\$6.91	\$6.03
Sour Cream			
16 oz.	\$4.51	\$3.73	\$4.04
Yogurt			
4-6 oz. Greek	\$1.33	n.a.	n.a.
4-6 oz. Yogurt	\$2.28	\$1.61	\$1.39
32 oz. Greek	\$7.18	\$7.02	n.a.
32 oz. Yogurt	\$4.82	\$4.44	\$4.49

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