



Organic Dairy Retail Overview

Agricultural Marketing Service
Dairy Market News

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Organic retail ad totals increased by 44 percent from the prior week, in the week 28 retail ad survey. The most advertised organic dairy product this week was yogurt, after the number of ads increased by 910 percent from the week 27 survey. The second most advertised organic commodity in this week's survey was milk, as total ads declined more than any other found in last week's survey.

One third of the organic advertisements found in the week 28 survey were for yogurt. The most advertised organic yogurt product this week was regular-type yogurt in 32-ounce containers which appeared in 1,777 percent more ads than in week 27. The weighted average advertised price for organic regular-type yogurt in 32-ounce containers was down 70 cents from last week to \$4.06. Conventional yogurt of the same type and package size had a weighted average advertised price of \$2.87 this week. The organic premium for this product in week 28 was \$1.19.

The number of organic milk ads declined 44 percent in week 28, as half gallon and gallon size containers appeared in fewer advertisements than the prior week. Half gallon containers of milk remained the most advertised organic milk product this week, while appearing in 41 percent fewer ads than the prior week, and the weighted average advertised price increased by 34 cents from last week to \$5.01. Conventional half gallon milk had a weighted average advertised price of \$2.05 cents this week, contributing to an organic premium of \$2.96 for this product.

The third most advertised organic product in week 28 was organic cheese, though the total number of retail ads found in this week's survey increased by 19 percent from last week. The most advertised organic cheese product was packages of 6-8-ounce shred style cheese, which appeared in 41 percent more ads this week. The weighted average advertised price for this product decreased by 25 cents from last week, falling to \$4.94. Conventional 6-8-ounce shred style cheese had a weighted average advertised price in week 28 of \$2.49. The week 28 organic premium for 6-8-ounce shred style cheese was \$2.45.

A table with product pricing information of organic retail dairy commodities from the current weekly survey can be found in the Biweekly Dairy Organic report at the following link: <https://www.ams.usda.gov/mnreports/dybdairyorganic.pdf>

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