



# Organic Dairy Retail Overview

Agricultural Marketing Service  
Dairy Market News

Report 8

February 23, 2024

MMN Slug ID 1593 / Slug Name: MD\_DA901

Email us with accessibility issues with this report.

The number of ads for organic dairy products decreased 19 percent during week 7, but increased 43 percent in week 8. During week 7 yogurt represented the highest percentage of ads at 45 percent, followed by milk, butter, cheese, and cottage cheese. During week 8 milk represented the highest percentage of ads at 52 percent, followed by yogurt, flavored milk, and cheese. During both week 7 and 8 half gallons of organic milk were the most advertised dairy product.

The number of ads for organic milk increased 77 percent in week 8. Organic half gallon milk ads increased by 45 percent this week, with a weighted average advertised price of \$4.29, up from \$4.12 in week 7. Organic gallon milk appeared in 295 percent more ads, with a weighted average advertised price of \$6.53, up from \$5.21 in week 7.

Organic cheese ads increased by 205 percent from last week. Block cheese in 6-8-ounce packages was the most advertised organic cheese item this week, with a weighted average advertised price of \$7.20. Shredded cheese in 6-8-ounce packages was the second most advertised organic cheese product, with a weighted average advertised price of \$3.30, down from \$4.14 in week 7. Organic 6-8-ounce sliced cheese had a weighted average advertised price of \$3, down from \$6.19 in week 7.

The number of ads for organic yogurt decreased by 37 percent in week 8. Organic traditional yogurt in 32 ounce containers was the most advertised organic dairy item, with a weighted average advertised price of \$3.82, down from \$4.26 in week 7. The weighted average advertised price for organic Greek yogurt in 32 ounce containers was \$6.21 this week, down from \$6.88 in week 7.

Organic flavored milk ads grew 100 percent this week. Gallon containers of organic flavored milk had a weighted average advertised price of \$8.34. Half gallon containers of flavored milk had a weighted average advertised price of \$3.98.

Organic butter appeared in no ads during week 8. Eight ounce packages of organic butter had a weighted average advertised price of \$4.50 in week 7. One pound packages of organic butter had a weighted average advertised price of \$5.13 in week 7.

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

	This Week	Last Week	Last Year
<b>Butter</b>			
8 oz.	n.a.	\$4.50	n.a.
1 lb.	n.a.	\$5.13	\$5.26
<b>Cheese</b>			
6-8 oz. block	\$7.20	n.a.	\$6.51
6-8 oz. shred	\$3.30	n.a.	n.a.
6-8 oz. sliced	\$3.00	n.a.	\$4.79
<b>Cottage Cheese</b>			
16 oz.	\$4.59	\$4.55	\$4.84
<b>Cream Cheese</b>			
8 oz	\$4.00	\$4.32	n.a.
<b>Flavored Milk</b>			
Half Gal	\$3.98	n.a.	n.a.
Gallon	\$8.34	n.a.	n.a.



# Organic Dairy Retail Overview

Agricultural Marketing Service  
Dairy Market News

Report 8

February 23, 2024

MMN Slug ID 1593 / Slug Name: MD\_DA901

## Ice Cream

14-16 oz.	\$4.99	n.a.	n.a.
48-64 oz.	\$8.99	n.a.	\$6.73

## Milk

Half Gal	\$4.29	\$4.12	\$5.49
Gallon	\$6.53	\$5.21	\$5.69

## Sour Cream

16 oz.	\$4.00	\$4.00	\$3.00
--------	--------	--------	--------

## Yogurt

4-6 oz. Yogurt	\$1.50	n.a.	\$0.89
32 oz. Greek	\$6.21	\$6.88	\$5.56
32 oz. Yogurt	\$3.82	\$4.26	\$3.95

Information for the period February 19 - 23, 2024, issued biweekly

### Published by:

Dairy Market News - Madison, WI  
ISABEL MCNEILL, (608)422-8594  
Email: Isabel.McNeill@usda.gov

### Additional Dairy Market News Information:

Dairy Market News (DMN) by Phone: (608)422-8602  
DMN Website: <https://www.ams.usda.gov/market-news/dairy>  
DMN MARS (My Market News): <https://mymarketnews.ams.usda.gov>  
<https://mymarketnews.ams.usda.gov/viewReport/1593>