



## Dairy Market News Branch

Agricultural  
Marketing  
Service

# National Retail Report-Dairy

Websites: <http://www.marketnews.usda.gov/mnp/da-home> and <http://www.ams.usda.gov/mnreports/dybretail.pdf>

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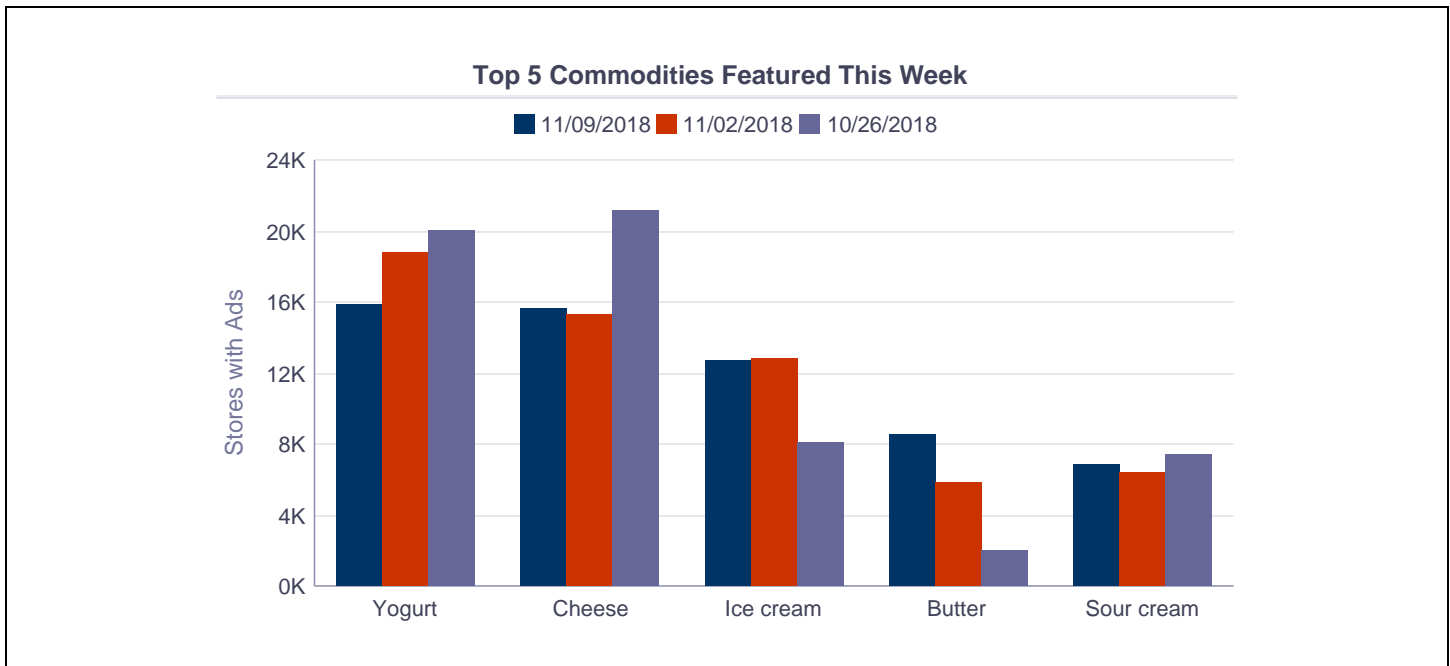
### Advertised Prices for Dairy Products at Major Retail Supermarket Outlets ending during the period of 11/09/2018 to 11/15/2018

The total number of conventional dairy advertisements decreased 4 percent, while organic ads climbed by 44 percent nationally. Organic 4-6 ounce Greek yogurt ads posted the largest increase on the week, up 282 percent. On the conventional aisle, half gallon milk ad numbers decreased the largest amount, down 81 percent.

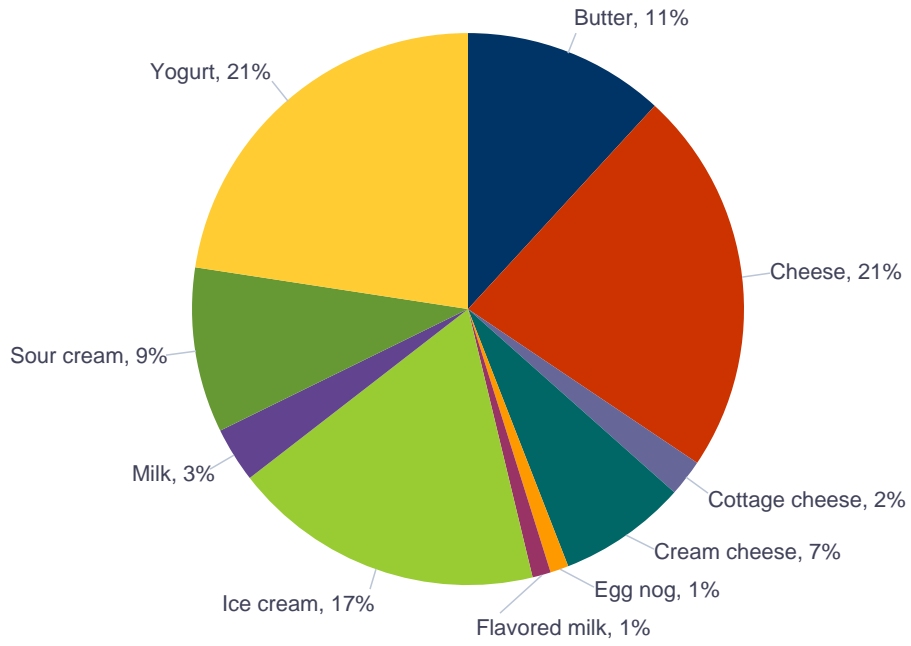
The national weighted average advertised price for conventional milk half gallons is \$2.37, compared to \$4.45 for organic milk, representing an organic premium of \$2.08. Conventional milk ad numbers slid 49 percent, while organic increased 26 percent. Organic half gallons of milk were, again, the most advertised organic dairy item.

Conventional cheese ad numbers increased 2 percent, but organic cheese ads decreased 35 percent. The weighted average price for conventional 8 ounce block cheese is \$1.95, compared to \$3.99 for organic. This is a \$2.04 organic price premium.

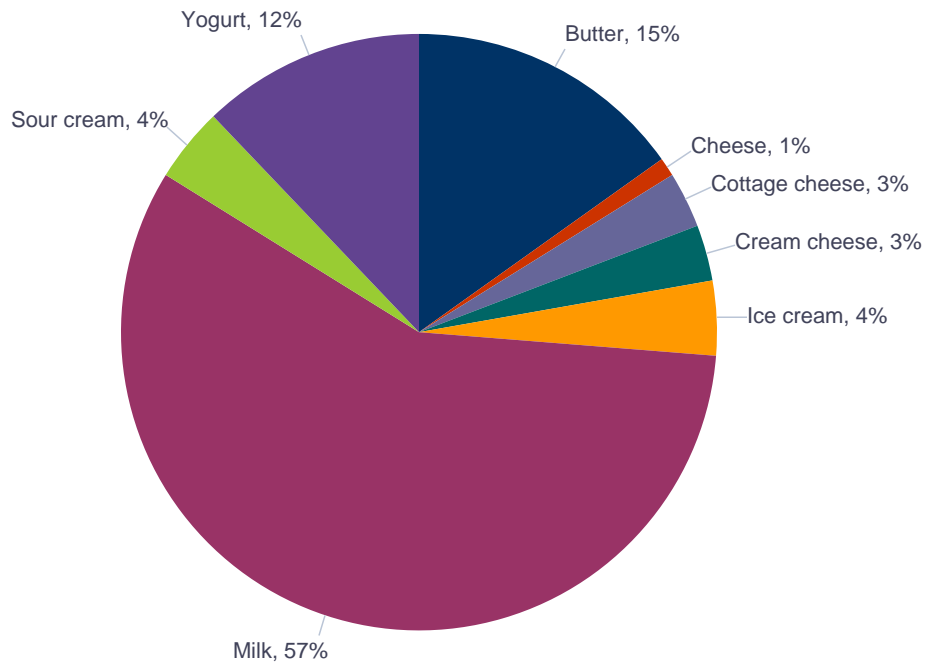
Total conventional yogurt ads decreased 16 percent, while organic yogurt ad numbers decreased by 1 percent. The weighted average advertised price for organic plain yogurt in 4-6 ounce containers is \$.75, while conventional 4-6 ounce yogurt averages \$.51, representing an organic premium of \$.24.



Percentage of Total Conventional Ads by Commodity



Percentage of Total Organic Ads by Commodity





## NATIONAL -- CONVENTIONAL DAIRY PRODUCTS

Commodity	Type	Pack Size	THIS PERIOD		LAST WEEK		LAST YEAR	
			Stores With Ads	Wtd Avg Price	Stores With Ads	Wtd Avg Price	Stores With Ads	Wtd Avg Price
Butter		1 #	7803	3.02	5484	3.43	8217	3.17
Cheese	Natural Varieties	8 oz block	7223	1.95	5506	2.12	8339	2.48
Cheese	Natural Varieties	1 # block	572	3.68	772	3.58	3019	3.68
Cheese	Natural Varieties	2 # block	455	6.30	728	5.37	903	6.33
Cheese	Natural Varieties	8 oz shred	6744	2.12	7470	2.22	11260	2.39
Cheese	Natural Varieties	1 # shred	595	4.02	738	3.28	2200	3.62
Cottage cheese		16 oz	1785	1.95	3685	1.99	3107	2.11
Cream cheese		8 oz	5292	1.66	4460	1.81	5077	1.51
Egg nog		quart	161	3.99			351	2.69
Egg nog		half gallon	797	3.08			831	3.67
Flavored milk	All fat tests	half gallon	374	1.91	473	2.38	935	2.07
Flavored milk	All fat tests	gallon	641	3.34	717	2.41	434	2.88
Ice cream		48-64oz	12520	3.10	12749	3.16	11819	3.12
Milk	All fat tests	half gallon	307	2.37	1601	1.82	738	1.61
Milk	All fat tests	gallon	1860	2.66	2607	2.10	1899	2.94
Sour cream		16 oz	6673	1.77	6391	1.67	8777	1.78
Yogurt	Greek	4-6 oz	7863	.93	10662	.96	11205	.97
Yogurt	Greek	32 oz	1795	4.29	1713	4.19	4511	4.89
Yogurt	Yogurt	4-6 oz	5123	.51	5030	.51	6757	.50
Yogurt	Yogurt	32 oz	446	2.59	772	2.40	1113	2.60

## REGIONAL -- CONVENTIONAL DAIRY PRODUCTS

Commodity	Type	Pack Size	NORTHEAST U.S.			SOUTHEAST U.S.			MIDWEST U.S.		
			Price Range	Stores with Ads	Wtd Avg Price	Price Range	Stores with Ads	Wtd Avg Price	Price Range	Stores with Ads	Wtd Avg Price
Butter		1 #	2.49-4.99	1423	3.35	2.49-3.68	2409	2.78	2.00-3.49	1636	2.74
Cheese	Natural Varieties	8 oz block	0.99-3.50	2399	2.16	0.99-2.50	2948	1.89	0.99-2.29	984	1.63
Cheese	Natural Varieties	1 # block	2.50-2.99	279	2.63						
Cheese	Natural Varieties	8 oz shred	1.25-3.49	1808	2.13	1.67-2.50	2157	2.34	0.99-2.50	936	1.69
Cheese	Natural Varieties	1 # shred	3.50	108	3.50	3.49	87	3.49	2.99-4.99	282	4.50
Cottage cheese		16 oz	2.00-2.99	628	2.35	1.50-1.99	278	1.61	0.97-1.99	397	1.54
Cream cheese		8 oz	0.99-2.99	1416	1.56	1.35-2.50	1874	1.72	1.00-1.99	270	1.78
Egg nog		quart	3.99	161	3.99						
Egg nog		half gallon							1.97-2.99	286	2.80
Flavored milk	All fat tests	half gallon	1.99	161	1.99				1.69-2.00	213	1.85
Ice cream		48-64oz	0.99-3.99	2842	2.51	2.50-5.89	3833	3.40	1.99-4.99	2320	3.13
Milk	All fat tests	half gallon				2.50	214	2.50	1.39	69	1.39
Milk	All fat tests	gallon	1.79-2.99	228	2.17				1.49-2.50	453	1.89
Sour cream		16 oz	1.39-2.29	2146	1.77	1.50-2.00	2511	1.74	1.18-1.99	807	1.47
Yogurt	Greek	4-6 oz	0.75-1.00	1791	.92	0.75-1.00	2063	.99	0.50-1.00	699	.83

Wtd Avg - Simple weighted average



Commodity	Type	Pack Size	NORTHEAST U.S.			SOUTHEAST U.S.			MIDWEST U.S.		
			Price Range	Stores with Ads	Wtd Avg Price	Price Range	Stores with Ads	Wtd Avg Price	Price Range	Stores with Ads	Wtd Avg Price
Yogurt	Greek	32 oz	3.99-5.49	389	4.68	3.78-5.00	729	4.23	4.99	180	4.99
Yogurt	Yogurt	4-6 oz	0.40-0.69	2125	.52	0.49-0.50	932	.50	0.39-0.66	891	.53
Yogurt	Yogurt	32 oz	2.50-2.99	266	2.65				2.50	180	2.50

Commodity	Type	Pack Size	SOUTH CENTRAL U.S.			SOUTHWEST U.S.			NORTHWEST U.S.		
			Price Range	Stores with Ads	Wtd Avg Price	Price Range	Stores with Ads	Wtd Avg Price	Price Range	Stores with Ads	Wtd Avg Price
Butter		1 #	1.99-3.50	840	2.69	2.99-4.99	837	3.68	2.50-3.99	568	3.34
Cheese	Natural Varieties	8 oz block	1.69-2.50	191	1.97	1.00-2.00	632	1.81			
Cheese	Natural Varieties	1 # block	3.99-5.49	168	5.01	3.50-4.99	125	4.24			
Cheese	Natural Varieties	2 # block	5.99	118	5.99	4.99-5.99	281	5.40			
Cheese	Natural Varieties	8 oz shred	0.99-2.50	745	2.07	1.00-2.50	771	2.01	2.00	289	2.00
Cheese	Natural Varieties	1 # shred	3.99	55	3.99	3.50	63	3.50			
Cottage cheese		16 oz	1.49-2.50	132	1.90	1.67-1.99	292	1.87			
Cream cheese		8 oz	1.25-2.59	416	1.77	0.88-2.00	803	1.71	1.29-1.50	394	1.35
Egg nog		half gallon	2.99-3.99	259	3.45	2.99	120	2.99	2.99	121	2.99
Flavored milk	All fat tests	gallon				2.19-3.99	536	3.61	1.99	105	1.99
Ice cream		48-64oz	2.50-5.99	1088	3.54	2.49-3.50	1942	3.07	2.50-3.99	364	3.00
Milk	All fat tests	gallon	1.88-3.99	388	2.71	2.19-3.99	652	3.39	1.99	105	1.99
Sour cream		16 oz	1.29-2.00	427	1.72	1.67-2.59	673	2.06			
Yogurt	Greek	4-6 oz	0.49-1.00	1791	.96	0.75-1.00	1105	.86	0.79-1.00	414	.91
Yogurt	Greek	32 oz	3.99-4.49	235	4.23	2.99-4.99	262	3.46			
Yogurt	Yogurt	4-6 oz	0.50-0.69	314	.58	0.38-0.49	593	.45	0.40-0.50	210	.45

Commodity	Type	Pack Size	ALASKA U.S.			HAWAII U.S.		
			Price Range	Stores with Ads	Wtd Avg Price	Price Range	Stores with Ads	Wtd Avg Price
Butter		1 #	2.79-4.50	39	4.02	3.00-5.99	51	4.58
Cheese	Natural Varieties	8 oz block	1.49	11	1.49	2.50	58	2.50
Cheese	Natural Varieties	2 # block	10.99-11.99	56	11.49			
Cheese	Natural Varieties	8 oz shred	1.49	11	1.49	3.50	27	3.50
Cottage cheese		16 oz				2.50-3.00	58	2.71
Cream cheese		8 oz				1.67-2.00	119	1.78
Egg nog		half gallon	3.49	11	3.49			
Ice cream		48-64oz	2.79-5.49	22	4.14	3.00-3.99	109	3.65
Milk	All fat tests	half gallon				3.99	24	3.99
Milk	All fat tests	gallon				3.99	34	3.99
Sour cream		16 oz				2.00-4.50	109	2.83
Yogurt	Yogurt	4-6 oz				0.60-0.70	58	.64



## NATIONAL -- ORGANIC DAIRY PRODUCTS

Commodity	Type	Pack Size	THIS PERIOD		LAST WEEK		LAST YEAR	
			Stores With Ads	Wtd Avg Price	Stores With Ads	Wtd Avg Price	Stores With Ads	Wtd Avg Price
Butter		1 #	786	4.93	394	5.20	687	4.71
Cheese	Natural Varieties	8 oz block	72	3.99	110	2.49	110	3.49
Cheese	Natural Varieties	8 oz shred					110	3.49
Cottage cheese		16 oz	161	3.99				
Cream cheese		8 oz	161	2.99			1409	2.35
Ice cream		48-64oz	189	5.99	105	4.99	189	5.99
Milk	All fat tests	half gallon	1986	4.45	1594	3.83	3181	3.30
Milk	All fat tests	gallon	949	5.88	619	5.99	986	6.65
Milk	All fat tests	8 oz UHT			123	1.08	304	1.00
Sour cream		16 oz	214	2.50			63	2.79
Yogurt	Greek	4-6 oz			108	.80	363	1.31
Yogurt	Greek	32 oz			214	3.00	326	4.84
Yogurt	Yogurt	4-6 oz	275	.75	72	.69	375	1.14
Yogurt	Yogurt	32 oz	350	3.50	236	3.69	1471	2.62

## REGIONAL -- ORGANIC DAIRY PRODUCTS

Commodity	Type	Pack Size	NORTHEAST U.S.			SOUTHEAST U.S.			MIDWEST U.S.		
			Price Range	Stores with Ads	Wtd Avg Price	Price Range	Stores with Ads	Wtd Avg Price	Price Range	Stores with Ads	Wtd Avg Price
Butter		1 #	4.99-5.49	269	5.19	5.39	214	5.39			
Cheese	Natural Varieties	8 oz block	3.99	72	3.99						
Cottage cheese		16 oz	3.99	161	3.99						
Cream cheese		8 oz	2.99	161	2.99						
Milk	All fat tests	half gallon	3.99-5.69	777	4.92	4.79	214	4.79	3.49	247	3.49
Milk	All fat tests	gallon	3.99-7.99	569	6.37	4.99-5.99	275	5.21			
Sour cream		16 oz				2.50	214	2.50			
Yogurt	Yogurt	4-6 oz	0.58	161	.58						
Yogurt	Yogurt	32 oz	3.49	161	3.49						



Commodity	Type	Pack Size	SOUTH CENTRAL U.S.			SOUTHWEST U.S.			NORTHWEST U.S.		
			Price Range	Stores with Ads	Wtd Avg Price	Price Range	Stores with Ads	Wtd Avg Price	Price Range	Stores with Ads	Wtd Avg Price
Butter		1 #	3.99-4.99	186	4.60	3.99	117	3.99			
Ice cream		48-64oz	5.99	72	5.99	5.99	117	5.99			
Milk	All fat tests	half gallon	3.99	72	3.99	3.99-4.99	676	4.19			
Milk	All fat tests	gallon							5.00	105	5.00
Yogurt	Yogurt	4-6 oz	0.99	114	.99						
Yogurt	Yogurt	32 oz	3.50	72	3.50	3.50	117	3.50			

Commodity	Type	Pack Size	ALASKA U.S.			HAWAII U.S.		
			Price Range	Stores with Ads	Wtd Avg Price	Price Range	Stores with Ads	Wtd Avg Price

**REGIONAL DEFINITIONS**

As used in this report, regions include the following states:

- NORTHEAST U.S. Connecticut, Delaware, Massachusetts, Maryland, Maine, New Hampshire, New jersey, New York, Pennsylvania, Rhode Island and Vermont
- SOUTHEAST U.S. Alabama, Florida, Georgia, Mississippi, North Carolina, South Carolina, Tennessee, Virginia and West Virginia
- MIDWEST U.S. Iowa, Illinois, Indiana, Kentucky, Michigan, Minnesota, North Dakota, Nebraska, Ohio, South Dakota and Wisconsin
- SOUTH CENTRAL U.S. Arkansas, Colorado, Kansas, Louisiana, Missouri, New Mexico, Oklahoma, and Texas
- SOUTHWEST U.S. Arizona, California, Nevada and Utah
- NORTHWEST U.S. Idaho, Montana, Oregon, Washington, and Wyoming
- ALASKA Alaska
- HAWAII Hawaii
- NATIONAL Continental United States