



Dairy Market News Branch

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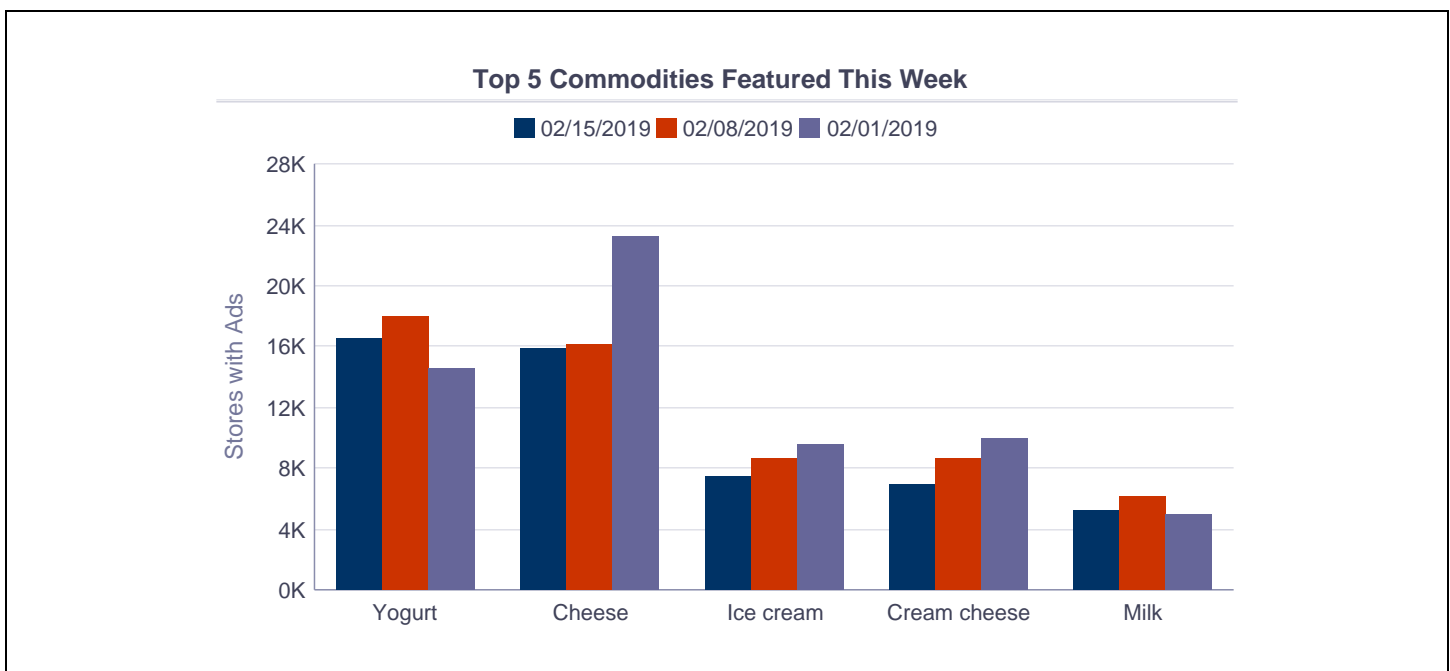
Friday, February 15, 2019

Advertised Prices for Dairy Products at Major Retail Supermarket Outlets ending during the period of 02/15/2019 to 02/21/2019

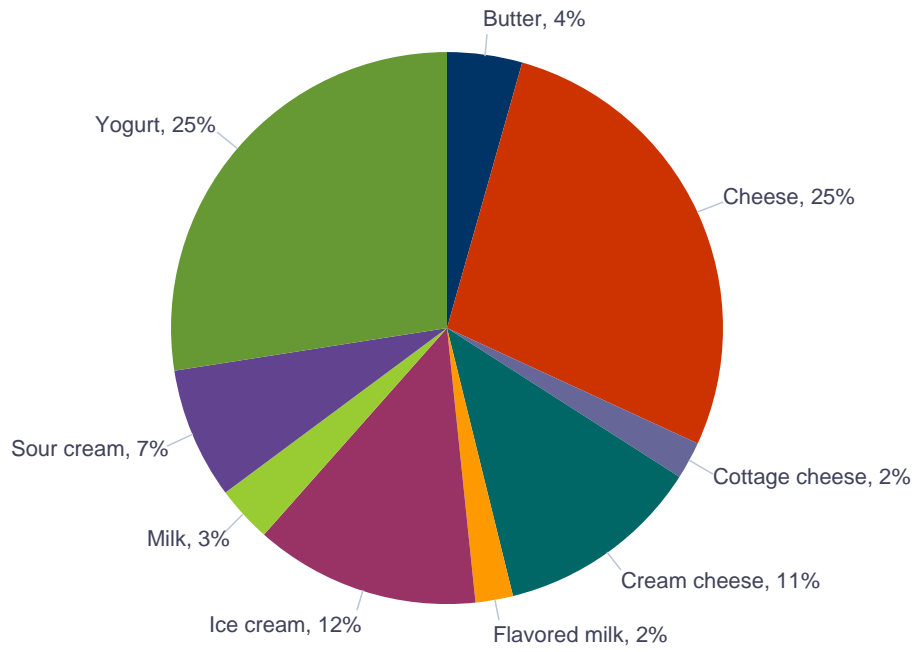
Total conventional dairy advertisements decreased by 9 percent, and total organic dairy advertisements decreased by 17 percent. Compared to the previous week, the number of ads for conventional half gallon milk increased 33 percent, while for organic decreased 25 percent. The national weighted average advertised conventional milk price for half gallons is \$2.26, an increase of 72 cents from a week ago. Meanwhile, organic milk half gallon prices averaged \$3.97, down only one cent from one week ago. Based on this week average prices, the organic premium for one half gallon of milk is \$1.71.

Total conventional cheese advertisements decreased 2 percent, while organic cheese ads increased 13 percent compared to last week. The weighted average price of conventional 8 ounce block cheese is \$2.17, and \$4.99 for organic, representing an organic premium of \$2.82.

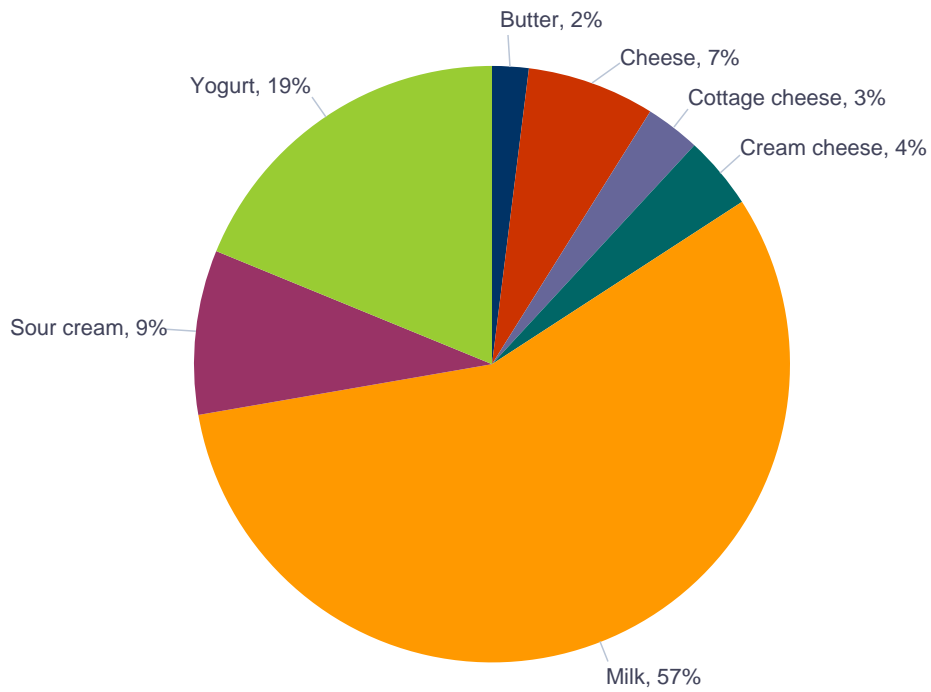
The U.S. average conventional one pound butter price is \$3.75, up 17 cents from a week ago. The U.S. average organic one pound butter price is \$5.29, up 11 cents from a week ago. Thus, the resulting organic butter premium is \$1.54. The total numbers of ads for organic yogurt decreased by 4 percent, while for conventional decreased by 8 percent. The weighted average advertised price for organic yogurt in 4-6 ounce containers is \$1.00, while for conventional is 96 cents, resulting in an organic premium of 4 cents.



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 #	2774	3.75	3222	3.58	5452	3.51
Cheese	Natural Varieties	8 oz block	5717	2.17	5552	2.32	9791	2.34
Cheese	Natural Varieties	1 # block	972	4.54	604	3.85	1146	3.72
Cheese	Natural Varieties	2 # block	843	5.34	767	5.83	1142	7.74
Cheese	Natural Varieties	8 oz shred	7916	2.26	7887	2.51	9016	2.31
Cheese	Natural Varieties	1 # shred	90	4.23	1051	3.70	1201	3.78
Cottage cheese		16 oz	1579	1.93	1912	2.04	5801	1.86
Cream cheese		8 oz	6766	2.01	8458	1.99	5427	1.75
Flavored milk	All fat tests	half gallon	1134	2.21	739	2.21	816	2.44
Flavored milk	All fat tests	gallon	210	2.75	380	2.88	480	3.26
Ice cream		48-64oz	7441	2.85	8712	2.92	11448	2.86
Milk	All fat tests	half gallon	1546	2.26	1163	1.54	1067	2.56
Milk	All fat tests	gallon	639	3.40	1054	2.60	2559	2.96
Sour cream		16 oz	4524	1.39	5253	1.70	9183	1.57
Yogurt	Greek	4-6 oz	8630	.96	10636	.92	9204	.97
Yogurt	Greek	32 oz	672	4.09	2097	4.16	1573	4.24
Yogurt	Yogurt	4-6 oz	5587	.58	3951	.49	5430	.51
Yogurt	Yogurt	32 oz	621	2.61	231	2.62	1294	2.78

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 #	2.99-4.99	728	3.60	3.98	62	3.98	2.99	69	2.99
Cheese	Natural Varieties	8 oz block	1.67-2.50	1786	2.15	1.50-2.99	1987	2.27	1.88-2.50	561	2.13
Cheese	Natural Varieties	1 # block	5.99	161	5.99	3.99	508	3.99			
Cheese	Natural Varieties	8 oz shred	1.77-3.00	1653	2.23	1.49-2.99	1918	2.26	1.88-2.50	1099	2.16
Cheese	Natural Varieties	1 # shred	2.99	62	2.99						
Cottage cheese		16 oz	1.25-2.99	936	1.98	1.49	214	1.49	1.67	69	1.67
Cream cheese		8 oz	0.77-2.99	1335	1.68	1.49-3.00	2603	2.43	1.29-1.50	519	1.45
Flavored milk	All fat tests	half gallon	1.99-2.50	345	2.14	1.99	64	1.99	1.67	57	1.67
Ice cream		48-64oz	1.99-4.99	2737	2.79	2.48-3.99	1409	2.68	2.49-3.88	1423	3.03
Milk	All fat tests	half gallon	1.99-2.50	209	2.17				1.67-3.00	126	2.40
Milk	All fat tests	gallon	3.99-4.29	245	4.12	3.98	62	3.98	2.50-3.00	122	2.78
Sour cream		16 oz	0.99-1.99	1510	1.60	0.99-1.67	1908	1.36	0.99-1.00	799	.99
Yogurt	Greek	4-6 oz	0.76-1.00	1913	.95	0.80-1.00	2053	.98	0.60-1.00	1197	.93
Yogurt	Greek	32 oz	3.99-5.49	197	5.03	3.50	87	3.50			
Yogurt	Yogurt	4-6 oz	0.42-0.75	1473	.55	0.44-0.50	1512	.50	0.50-0.60	468	.53
Yogurt	Yogurt	32 oz				2.49	64	2.49	2.50	180	2.50

Wtd Avg - Simple weighted average



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 #	2.50-4.00	325	3.36	2.99-4.99	960	4.00	3.49-3.99	578	3.74
Cheese	Natural Varieties	8 oz block	1.50-2.99	813	2.04	1.99	364	1.99	1.88-2.99	195	2.29
Cheese	Natural Varieties	1 # block				3.50-4.99	303	4.69			
Cheese	Natural Varieties	2 # block				4.99-5.00	527	4.99	5.99	289	5.99
Cheese	Natural Varieties	8 oz shred	1.50-3.49	1181	2.21	1.99-3.00	1089	2.38	1.88-2.50	933	2.30
Cottage cheese		16 oz				1.99-2.50	309	2.09			
Cream cheese		8 oz	1.49-1.96	1102	1.91	1.49-1.96	526	1.82	1.49-2.00	670	1.80
Flavored milk	All fat tests	half gallon				1.99-2.50	668	2.31			
Flavored milk	All fat tests	gallon							2.50-2.99	210	2.75
Ice cream		48-64oz	2.49-3.50	473	2.85	2.49-4.88	1134	2.92	2.49-2.99	226	2.72
Milk	All fat tests	half gallon	1.67-1.89	254	1.79	1.99-2.50	668	2.31	2.59	289	2.59
Milk	All fat tests	gallon							2.50-2.99	210	2.75
Sour cream		16 oz	0.99	169	.99	2.50	63	2.50			
Yogurt	Greek	4-6 oz	0.80-1.00	941	.97	0.75-1.00	1630	.94	0.75-1.25	819	.96
Yogurt	Greek	32 oz	4.48	99	4.48				3.49	289	3.49
Yogurt	Yogurt	4-6 oz	0.40-0.89	604	.53	0.49-2.50	899	.89	0.39-0.50	620	.48
Yogurt	Yogurt	32 oz	3.00	133	3.00	2.50	244	2.50			

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
Butter		1 #	4.50	28	4.50	3.99	24	3.99
Cheese	Natural Varieties	8 oz block	2.50	11	2.50			
Cheese	Natural Varieties	2 # block				5.00	27	5.00
Cheese	Natural Varieties	8 oz shred	2.49-3.50	43	2.99			
Cheese	Natural Varieties	1 # shred	6.99	28	6.99			
Cottage cheese		16 oz				1.99-2.50	51	2.23
Cream cheese		8 oz	1.49	11	1.49			
Ice cream		48-64oz	2.99-6.99	39	5.86			
Sour cream		16 oz				1.99-2.50	75	2.24
Yogurt	Greek	4-6 oz	1.00-1.67	50	1.43	1.00	27	1.00
Yogurt	Yogurt	4-6 oz	0.60	11	.60			

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

Wtd Avg - Simple weighted average



Butter		1 #	108	5.29	434	5.18	532	5.25
Cheese	Natural Varieties	8 oz block	178	4.99	315	5.42	21	3.49
Cheese	Natural Varieties	8 oz shred	178	4.49				
Cottage cheese		16 oz	178	3.99	161	3.99	137	3.99
Cream cheese		8 oz	214	2.50	161	2.99		
Flavored milk	All fat tests	half gallon					213	3.99
Milk	All fat tests	half gallon	2813	3.97	3742	3.98	2622	4.19
Milk	All fat tests	gallon	301	4.70	249	5.62	1224	6.26
Milk	All fat tests	8 oz UHT					214	1.00
Sour cream		16 oz	467	2.56	628	2.67	214	2.50
Yogurt	Greek	4-6 oz	118	1.25			21	.99
Yogurt	Greek	32 oz	214	3.00				
Yogurt	Yogurt	4-6 oz	370	1.00	245	1.11	222	1.33
Yogurt	Yogurt	32 oz	309	4.05	613	3.61	275	3.11

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 #	5.29	108	5.29						
Cream cheese		8 oz				2.50	214	2.50			
Milk	All fat tests	half gallon	2.99-5.49	946	4.34	2.99-4.28	671	3.65	3.99	332	3.99
Milk	All fat tests	gallon				4.00-4.99	301	4.70			
Yogurt	Greek	4-6 oz	1.25	118	1.25						
Yogurt	Greek	32 oz				3.00	214	3.00			
Yogurt	Yogurt	4-6 oz							1.00	233	1.00
Yogurt	Yogurt	32 oz	2.99-3.99	131	3.44						

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
Cheese	Natural Varieties	8 oz block				4.99	178	4.99			
Cheese	Natural Varieties	8 oz shred				4.49	178	4.49			
Cottage cheese		16 oz				3.99	178	3.99			
Milk	All fat tests	half gallon	3.99	213	3.99	3.99	246	3.99	2.50-3.99	394	3.59
Sour cream		16 oz				2.99	178	2.99	2.29	289	2.29
Yogurt	Yogurt	4-6 oz				1.00	137	1.00			
Yogurt	Yogurt	32 oz				4.49	178	4.49			

Wtd Avg - Simple weighted average



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
Milk	All fat tests	half gallon	3.39	11	3.39			

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