



Dairy Market News Branch

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Advertised Prices for Dairy Products at Major Retail Supermarket Outlets ending during the period of 11/26/2021 to 12/02/2021

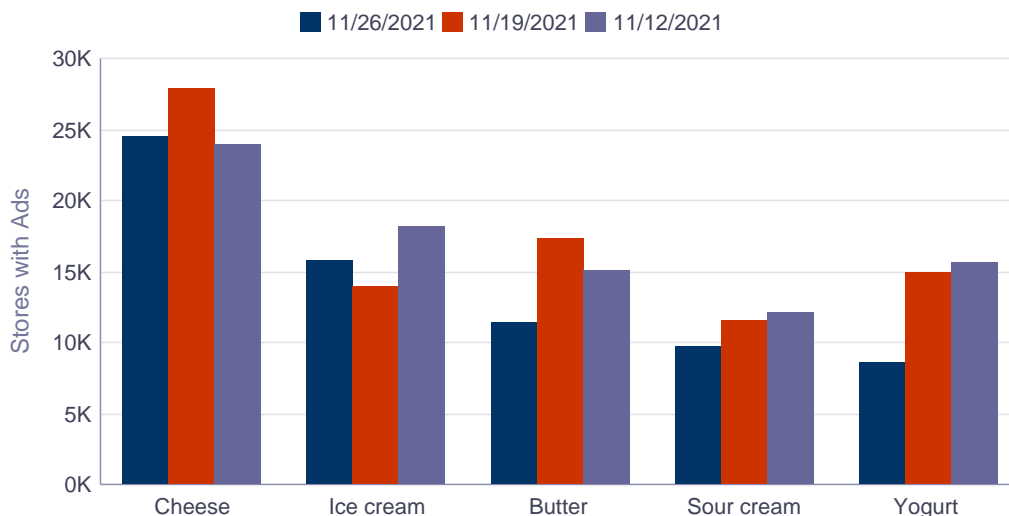
With the Thanksgiving Holiday taking place this retail survey week, limiting data availability, total conventional dairy ads posted a 17 percent decline, and total organic dairy ads declined 32 percent. The most advertised dairy item this week is 48-64 ounce conventional ice cream, followed by 16 ounce conventional butter and 8 ounce conventional shredded cheese.

The advertised price for 8 ounce conventional cheese blocks averaged \$2.46, up 7 cents from last week, while advertised prices for 8 ounce conventional cheese shreds averaged \$2.27, down 12 cents from the previous week. There were no ads for organic 8 ounce cheese shreds or organic 8 ounce cheese blocks this survey period.

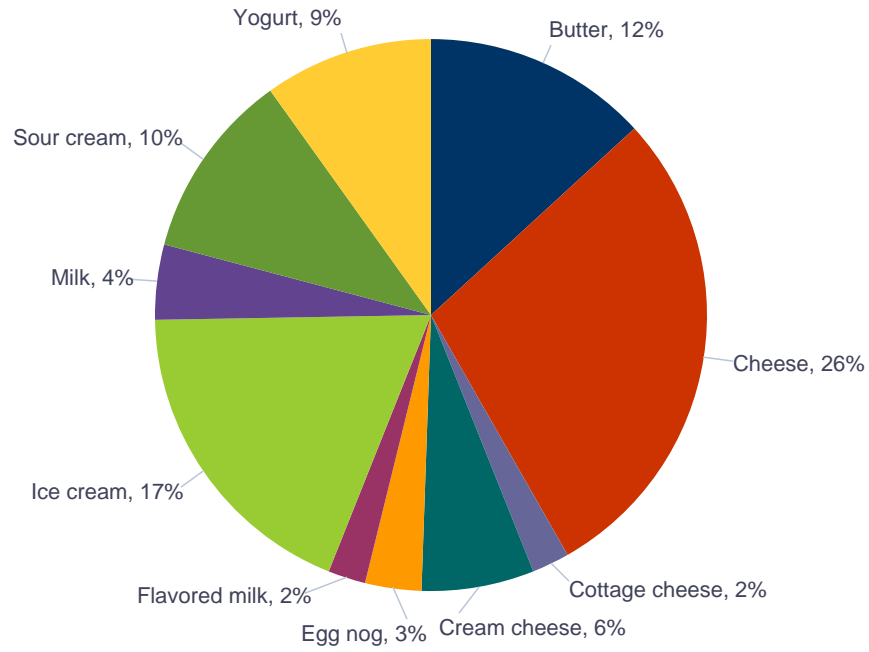
Yogurt ad numbers collapsed in both the conventional and organic sectors, 39 percent, and 69 percent, respectively. Conventional Greek yogurt in the 4 to 6-ounce containers led the way as the most advertised conventional yogurt item, with a weighted average advertised price of \$1.02, up 5 cents from last week. Organic Greek yogurt in 32-ounce containers had the biggest change in price, plummeting \$2.35 from the previous week's average price.

The national weighted average advertised price for conventional milk half gallons is \$1.76, compared to \$4.57 for organic milk half gallons, providing an organic price premium of \$2.81. The premium increased 18 cents over last week. Organic half gallon milk is the most advertised organic item, even though ads decreased 26 percent over the previous retail survey.

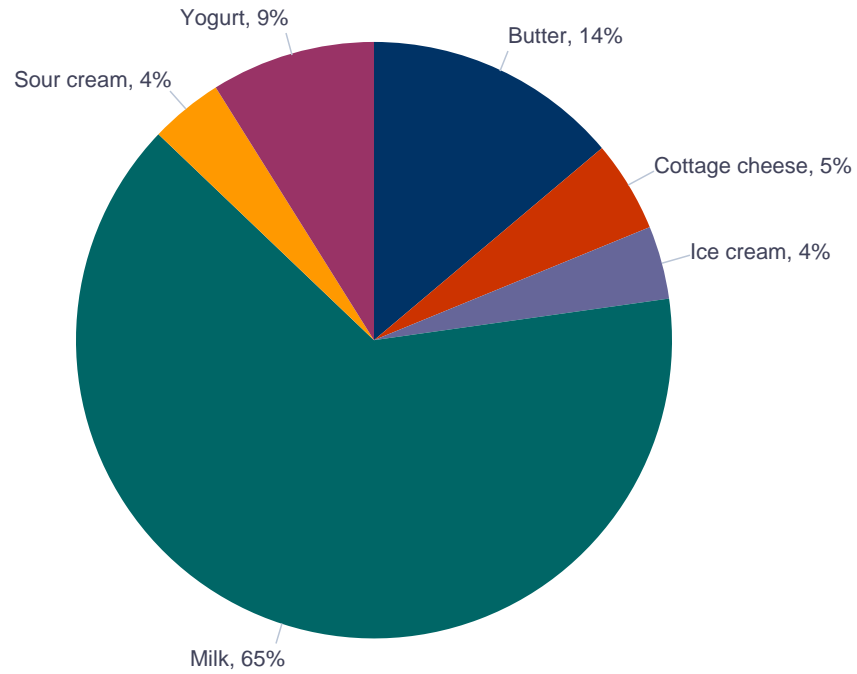
Top 5 Commodities Featured This Week



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 #	10785	2.99	16410	2.90	10412	2.83
Cheese	Natural Varieties	8 oz block	9629	2.46	10857	2.39	8228	2.19
Cheese	Natural Varieties	1 # block	1931	4.49	1699	3.85	1302	4.56
Cheese	Natural Varieties	2 # block	1139	8.50	947	6.22	1495	7.36
Cheese	Natural Varieties	8 oz shred	10304	2.27	12595	2.39	7596	2.18
Cheese	Natural Varieties	1 # shred	1441	4.23	1752	4.15	797	4.99
Cottage cheese		16 oz	2108	1.86	2666	1.78	2491	1.89
Cream cheese		8 oz	5423	1.58	6809	1.85	13978	1.62
Egg nog		quart	356	3.31	411	3.06	3609	2.95
Egg nog		half gallon	2544	4.33	4093	4.07	3058	4.29
Flavored milk	All fat tests	half gallon	874	1.89	831	2.81	515	2.33
Flavored milk	All fat tests	gallon	1100	2.93	863	2.94		
Ice cream		48-64oz	15511	2.98	13736	3.28	12601	2.90
Milk	All fat tests	half gallon	1106	1.76	955	1.79	353	2.48
Milk	All fat tests	gallon	2475	3.38	2627	3.39	461	3.37
Sour cream		16 oz	9516	1.89	11363	1.80	9143	1.80
Yogurt	Greek	4-6 oz	3593	1.02	6564	.97	5145	1.06
Yogurt	Greek	32 oz	1553	4.59	3029	4.75	1314	4.32
Yogurt	Yogurt	4-6 oz	2040	.53	1975	.57	2335	.56
Yogurt	Yogurt	32 oz	1006	2.75	1968	2.89	1082	2.14

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 #	1.97-4.99	2995	2.96	0.99-3.50	1947	2.66	1.77-4.49	1969	2.75
Cheese	Natural Varieties	8 oz block	1.67-3.50	4702	2.23	1.50-3.00	1542	2.53	1.50-2.99	1301	2.39
Cheese	Natural Varieties	1 # block	3.68-5.99	638	4.34	3.99	276	3.99	3.50	69	3.50
Cheese	Natural Varieties	2 # block							6.99	107	6.99
Cheese	Natural Varieties	8 oz shred	1.49-3.50	4043	2.21	1.49-3.99	2445	2.19	1.50-2.99	1601	2.21
Cheese	Natural Varieties	1 # shred	3.58-4.88	767	4.28	3.99	62	3.99	3.50	69	3.50
Cottage cheese		16 oz	2.50-2.99	486	2.56	1.00-2.50	392	1.98	1.00-2.49	739	1.60
Cream cheese		8 oz	0.99-3.99	3201	1.54	1.25-1.49	689	1.39	1.48-2.00	389	1.86
Egg nog		quart	2.99-3.49	196	3.14	3.00	53	3.00	3.77	107	3.77
Egg nog		half gallon	3.99-6.69	1140	5.11	3.49	298	3.49	3.49-3.99	349	3.66
Flavored milk	All fat tests	half gallon	1.86	316	1.86	2.50	214	2.50			
Flavored milk	All fat tests	gallon	3.10	316	3.10				3.99	180	3.99
Ice cream		48-64oz	1.79-4.99	6822	2.97	1.77-5.00	3214	3.12	1.77-4.99	2457	2.78
Milk	All fat tests	half gallon	1.86	632	1.86						
Milk	All fat tests	gallon	3.10-4.73	1264	3.51						

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
Sour cream		16 oz	0.89-2.49	2788	1.90	1.00-2.00	3219	1.90	1.00-2.39	1714	1.78
Yogurt	Greek	4-6 oz	0.83-1.00	1210	.99	1.00-1.25	445	1.04	0.70-1.00	509	.86
Yogurt	Greek	32 oz	3.99-5.99	582	4.86	4.99	214	4.99			
Yogurt	Yogurt	4-6 oz	0.50-0.80	875	.55	0.49-0.50	592	.50	0.50-0.60	573	.53
Yogurt	Yogurt	32 oz	2.00-3.99	471	3.21						

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 #	2.39-3.50	486	2.98	1.49-4.54	3259	3.34	3.50-3.99	129	3.76
Cheese	Natural Varieties	8 oz block	2.00-2.99	570	2.86	1.50-4.58	1324	3.17	1.86-2.99	190	2.22
Cheese	Natural Varieties	1 # block				4.48-6.00	688	5.24	3.68	260	3.68
Cheese	Natural Varieties	2 # block				7.32-9.98	1032	8.66			
Cheese	Natural Varieties	8 oz shred	2.00-2.99	440	2.60	1.50-3.50	1455	2.56	1.98-2.99	320	2.17
Cheese	Natural Varieties	1 # shred				4.22	344	4.22	3.58-5.99	199	4.42
Cottage cheese		16 oz				1.00-1.77	361	1.51	1.28	130	1.28
Cream cheese		8 oz	1.00-1.66	173	1.28	1.46-2.00	451	1.59	1.00-2.73	520	1.91
Egg nog		half gallon				3.49-4.99	558	3.78	3.55-4.49	199	3.88
Flavored milk	All fat tests	half gallon				1.53	344	1.53			
Flavored milk	All fat tests	gallon				2.55	344	2.55	1.86-3.10	260	2.48
Ice cream		48-64oz	3.50	74	3.50	1.77-3.99	1705	2.86	1.97-3.99	1239	3.28
Milk	All fat tests	half gallon				1.53	344	1.53	1.86	130	1.86
Milk	All fat tests	gallon	3.09	133	3.09	2.55-3.52	688	3.04	3.10-4.73	390	3.64
Sour cream		16 oz	1.88-2.09	329	1.98	1.00-2.99	1397	1.98	2.00	69	2.00
Yogurt	Greek	4-6 oz	0.99	141	.99	1.06-1.22	1032	1.15	0.99-1.00	256	.99
Yogurt	Greek	32 oz				3.47-4.94	688	4.21	4.99	69	4.99
Yogurt	Yogurt	32 oz	2.50	74	2.50	1.92-3.50	461	2.32			

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

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 #	624	5.75	896	5.57	289	5.99
Cheese	Natural Varieties	8 oz block					117	3.99
Cheese	Natural Varieties	8 oz shred					117	3.99
Cottage cheese		16 oz	214	4.29	214	4.29	503	4.00
Cream cheese		8 oz			214	2.50	426	2.81
Ice cream		48-64oz	189	5.99	189	5.99	117	5.99
Milk	All fat tests	half gallon	2101	4.57	2834	4.42	1235	4.08
Milk	All fat tests	gallon	840	6.36	823	5.48	60	9.99
Sour cream		16 oz	169	2.49	199	2.69	351	2.33
Yogurt	Greek	32 oz	62	3.99	344	6.34		
Yogurt	Yogurt	4-6 oz					255	1.25
Yogurt	Yogurt	32 oz	344	3.97	977	4.21	147	3.69

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 #	6.29	221	6.29	4.99	214	4.99			
Cottage cheese		16 oz				4.29	214	4.29			
Milk	All fat tests	half gallon	3.79-3.99	356	3.87	4.99	214	4.99	4.69-5.28	360	4.99
Milk	All fat tests	gallon							5.49	119	5.49
Yogurt	Greek	32 oz	3.99	62	3.99						

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 #	5.99	72	5.99	5.99	117	5.99			
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	3.50-5.99	640	4.84	3.99-4.46	459	4.31
Milk	All fat tests	gallon				5.98-6.99	461	6.24	6.97	260	6.97
Sour cream		16 oz				2.49	169	2.49			
Yogurt	Yogurt	32 oz				3.97	344	3.97			

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