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## Dairy Market News Branch

# 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 04/23/2021 to 04/29/2021

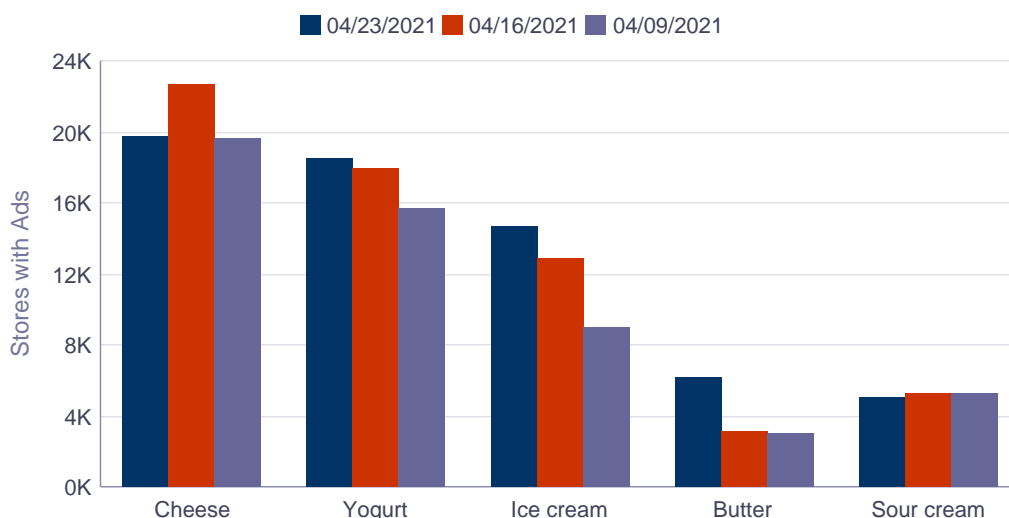
Throughout the retail reports in the month of April, the most advertised conventional dairy item has been ice cream in 48 – 64-ounce containers. This trend continued this week, being featured in 14 percent more ads than last week. Conventional ice cream in 48 – 64 -ounce containers had a lower weighted average price from the previous week, melting off \$0.11, dipping down to \$3.05.

Conventional cheese ads fell by 10 percent this week, dropping in every package size and type, other than 8-ounce shred cheese, which grew by 18 percent. The weighted average advertised price of conventional 8-ounce shred cheese dropped to \$2.38, a decrease of \$0.11 from the previous week. The number of ads for organic cheese also declined this week, with only 8-ounce shred cheese appearing in the survey. The weighted average price of 8-ounce shred organic cheese grew by \$0.45 compared to the last survey, to \$3.99

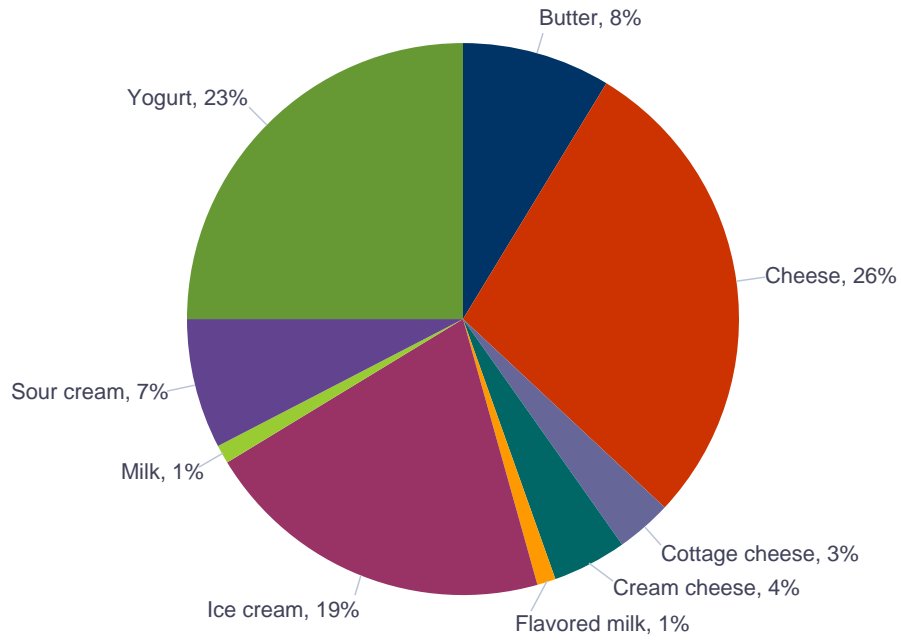
Total ads for conventional yogurt increased this week by 3 percent. While ads for conventional Greek yogurt in 32-ounce containers increased by 127 percent, the weighted average price dropped by \$0.01 to \$4.64. Total organic yogurt ads fell slightly, by 5 percent, in this week's survey. Organic 32-ounce Greek yogurt ads grew this week by 10 percent, with prices increasing by \$1.10 to a weighted average price of \$5.57.

Ads for both conventional and organic milk decreased this week. Conventional milk ads fell by 39 percent, while organic ads saw a 4 percent drop. Half gallon milk was the only advertised organic size found in this week's survey and had a weighted average price of \$3.92, down by \$0.22 from the previous survey. Ads for half gallon conventional milk dropped by 26 percent. The weighted average price dropped by \$1.00 to \$1.59. The organic premium for milk in a half gallon container is \$2.33.

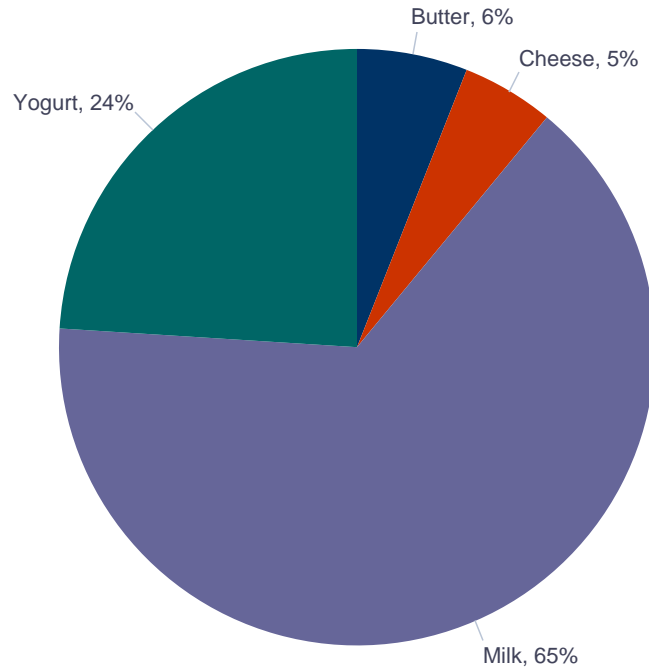
Top 5 Commodities Featured This Week



### 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 #	5926	2.88	2989	3.19	1913	3.21
Cheese	Natural Varieties	8 oz block	6566	2.48	7029	2.55	1944	2.46
Cheese	Natural Varieties	1 # block	272	3.74	1972	3.96	391	4.18
Cheese	Natural Varieties	2 # block	543	7.14	1291	6.92	544	6.77
Cheese	Natural Varieties	8 oz shred	12090	2.38	10217	2.49	6039	2.38
Cheese	Natural Varieties	1 # shred	61	3.50	1309	3.65	290	4.13
Cottage cheese		16 oz	2420	2.17	3471	2.30	1226	1.92
Cream cheese		8 oz	3097	2.16	3309	2.32	1623	2.05
Flavored milk	All fat tests	half gallon	730	1.22	1240	2.67		
Flavored milk	All fat tests	gallon	367	1.94			574	3.19
Ice cream		48-64oz	14620	3.05	12856	3.16	5399	3.06
Milk	All fat tests	half gallon	433	1.59	586	2.59	673	1.08
Milk	All fat tests	gallon	489	2.40	914	2.74	657	2.56
Sour cream		16 oz	5019	1.90	5312	1.88	4398	1.71
Yogurt	Greek	4-6 oz	9396	.88	6176	.96	6820	.97
Yogurt	Greek	32 oz	2620	4.64	1155	4.65	3501	3.61
Yogurt	Yogurt	4-6 oz	4400	.53	7540	.54	2346	.50
Yogurt	Yogurt	32 oz	1035	2.32	1903	2.34	313	1.82

## 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 #	2.50-3.99	1541	3.15	0.89-3.99	1682	2.39	2.50-3.99	1102	3.23
Cheese	Natural Varieties	8 oz block	1.69-3.00	1322	2.40	1.99-3.00	2227	2.66	1.99-2.99	1470	2.40
Cheese	Natural Varieties	1 # block	3.99	137	3.99						
Cheese	Natural Varieties	2 # block				5.98	195	5.98			
Cheese	Natural Varieties	8 oz shred	1.88-3.50	3357	2.33	1.99-3.79	2839	2.38	1.99-2.99	2094	2.32
Cottage cheese		16 oz	1.79-3.00	1358	2.41	1.49-2.00	398	1.76	1.49-2.49	299	2.09
Cream cheese		8 oz	0.98-2.99	727	1.67	1.50-2.99	1514	2.56			
Flavored milk	All fat tests	half gallon				0.88-2.99	176	1.62	0.88	360	.88
Ice cream		48-64oz	1.99-4.99	3090	2.90	1.99-5.99	4409	3.10	2.49-4.99	2577	3.12
Milk	All fat tests	half gallon				2.99	62	2.99			
Sour cream		16 oz	1.50-3.00	2239	1.92	1.49-2.00	1400	1.86	2.39	180	2.39
Yogurt	Greek	4-6 oz	0.69-1.00	2446	.91	0.69-1.00	2244	.90	0.69-1.50	1268	.91
Yogurt	Greek	32 oz	3.99-5.00	798	4.58	2.50-5.00	288	4.24	4.99	360	4.99
Yogurt	Yogurt	4-6 oz	0.32-0.60	1258	.52	0.39-0.60	1256	.54	0.50-0.60	1126	.53
Yogurt	Yogurt	32 oz	1.99-2.79	794	2.38	2.50	61	2.50	1.98	180	1.98



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 #	2.00-3.99	603	2.74	1.87-3.99	907	3.03	1.99	69	1.99
Cheese	Natural Varieties	8 oz block	1.66-2.99	531	2.26	2.00-3.00	873	2.52	1.67	105	1.67
Cheese	Natural Varieties	1 # block	3.49	74	3.49				3.50	61	3.50
Cheese	Natural Varieties	2 # block				6.99-7.69	320	7.43			
Cheese	Natural Varieties	8 oz shred	1.66-2.99	1218	2.47	1.99-3.33	1944	2.46	1.67-2.69	568	2.44
Cheese	Natural Varieties	1 # shred							3.50	61	3.50
Cottage cheese		16 oz	2.29	121	2.29	1.49	244	1.49			
Cream cheese		8 oz	1.00	82	1.00	1.50-1.99	485	1.93	2.00	289	2.00
Flavored milk	All fat tests	half gallon	2.50	74	2.50	0.88	120	.88			
Flavored milk	All fat tests	gallon	1.77	78	1.77				1.99	289	1.99
Ice cream		48-64oz	1.49-4.48	1135	3.23	2.00-4.49	2801	3.05	1.67-3.98	524	2.77
Milk	All fat tests	half gallon	1.00-1.99	266	1.50				0.99	105	.99
Milk	All fat tests	gallon				2.99	200	2.99	1.99	289	1.99
Sour cream		16 oz	1.49-2.29	513	1.99	1.49-2.00	485	1.74	0.99-2.00	174	1.39
Yogurt	Greek	4-6 oz	0.79-1.00	789	.93	0.49-1.00	1860	.83	0.59-0.99	719	.77
Yogurt	Greek	32 oz	3.29-4.99	199	3.96	3.49-5.99	859	4.98	3.49	105	3.49
Yogurt	Yogurt	4-6 oz	0.50-0.60	193	.54	0.50-0.60	451	.55	0.50	105	.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 #	3.00-4.49	22	3.75			
Cheese	Natural Varieties	8 oz block	2.50	11	2.50	3.50	27	3.50
Cheese	Natural Varieties	2 # block	11.99	28	11.99			
Cheese	Natural Varieties	8 oz shred	2.49-3.50	43	2.99	3.50	27	3.50
Ice cream		48-64oz	3.33-4.99	33	3.94	3.50-3.99	51	3.73
Sour cream		16 oz	3.49	28	3.49			
Yogurt	Greek	4-6 oz	0.80-1.00	43	.95	0.59	27	.59
Yogurt	Greek	32 oz	5.49	11	5.49			
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
Butter		1 #	237	2.50	214	4.99		
Cheese	Natural Varieties	1 # block			221	5.99		

Wtd Avg - Simple weighted average



Cheese	Natural Varieties	8 oz shred	178	3.99	539	3.54		
Cottage cheese		16 oz					162	2.99
Cream cheese		8 oz			87	2.79	502	3.50
Milk	All fat tests	half gallon	2576	3.92	1758	4.14	1044	4.05
Milk	All fat tests	gallon			670	6.38	114	6.99
Milk	All fat tests	8 oz UHT			247	1.00	370	.99
Yogurt	Greek	32 oz	389	5.57	353	4.47		
Yogurt	Yogurt	4-6 oz	137	1.25	72	.69	213	.93
Yogurt	Yogurt	32 oz	429	3.41	581	4.04		

## 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 #				2.50	114	2.50	2.50	123	2.50
Milk	All fat tests	half gallon	3.69-4.99	1118	4.04	3.69	576	3.69	3.69-4.98	523	4.13
Yogurt	Greek	32 oz	3.49	135	3.49						
Yogurt	Yogurt	4-6 oz	1.25	137	1.25						
Yogurt	Yogurt	32 oz	3.50-3.99	215	3.83	3.00	214	3.00			

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 shred				3.99	178	3.99			
Milk	All fat tests	half gallon	3.69	239	3.69	3.29	120	3.29			
Yogurt	Greek	32 oz				5.99-7.49	254	6.68			

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

Wtd Avg - Simple weighted average



NORTHWEST U.S.	Idaho, Montana, Oregon, Washington, and Wyoming
ALASKA	Alaska
HAWAII	Hawaii
NATIONAL	Continental United States