



Dairy Market News Branch

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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 09/03/2021 to 09/09/2021

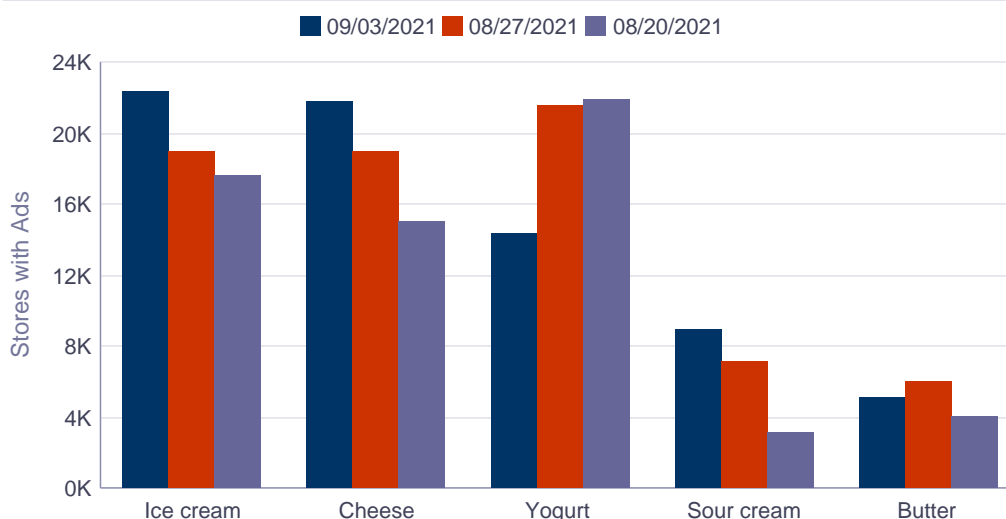
The most advertised dairy product this week is conventional ice cream in 48 to 64-ounce containers. The weighted average advertised price is \$3.08, up 25 cents from the previous period. Organic ice cream advertisements appeared on the survey, after taking last week off, with a weighted average advertised price is \$8.03. Total conventional dairy advertisements fell by 2 percent, while total organic dairy ads decreased by 40 percent.

Conventional 8-ounce shred cheese ads grew by 16 percent, while remaining the most advertised cheese item this week. The weighted average advertised price is \$2.19, slicing off 25 cents from the previous period. The number of ads for conventional 2-pound cheese blocks saw the most growth in the cheese category, increasing by 102 percent. There were no ads for organic cheese in this week's survey; conventional cheese ads increased by 15 percent.

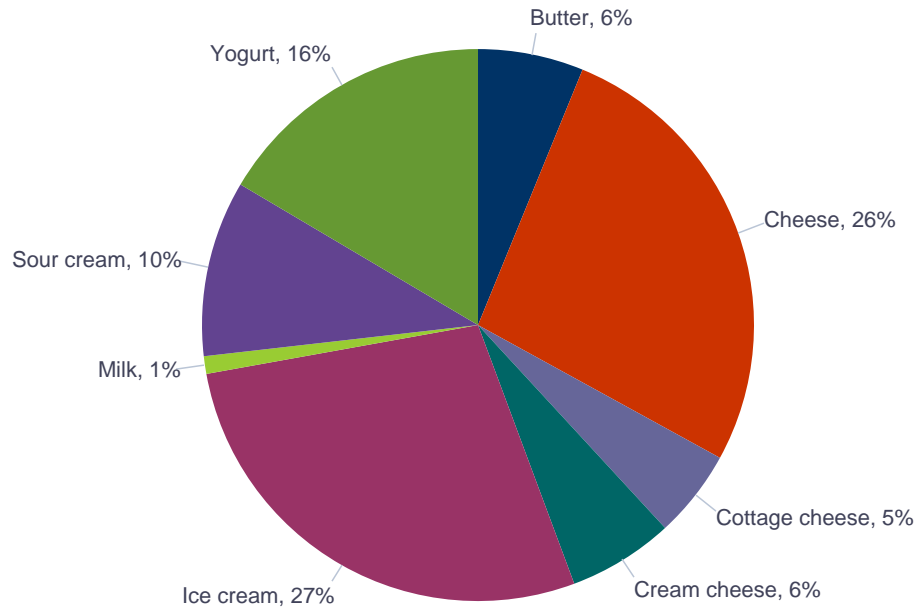
Despite a 14 percent decrease in the number of ads, the most advertised yogurt item is conventional Greek yogurt in 4-6 ounce packaging. Organic Greek yogurt in 32-ounce containers remained the most advertised organic yogurt item this week; the number of ads for this product fell by 28 percent. The total number of conventional yogurt ads decreased by 34 percent, while organic yogurt ads fell by 36 percent.

The number of ads for milk decreased across both conventional and organic categories. Conventional milk ads were down 73 percent, while organic milk ads declined by 55 percent. Conventional half gallon sized milk, the most advertised conventional milk item, had a weighted average price that was 42 cents higher than the previous period, at \$2.24. Organic half gallon milk was, similarly, the most advertised organic milk product this week. This product had a weighted average price of \$4.22, an increase of 43 cents from last week. The organic premium for half gallon milk was \$1.98, in this week's survey.

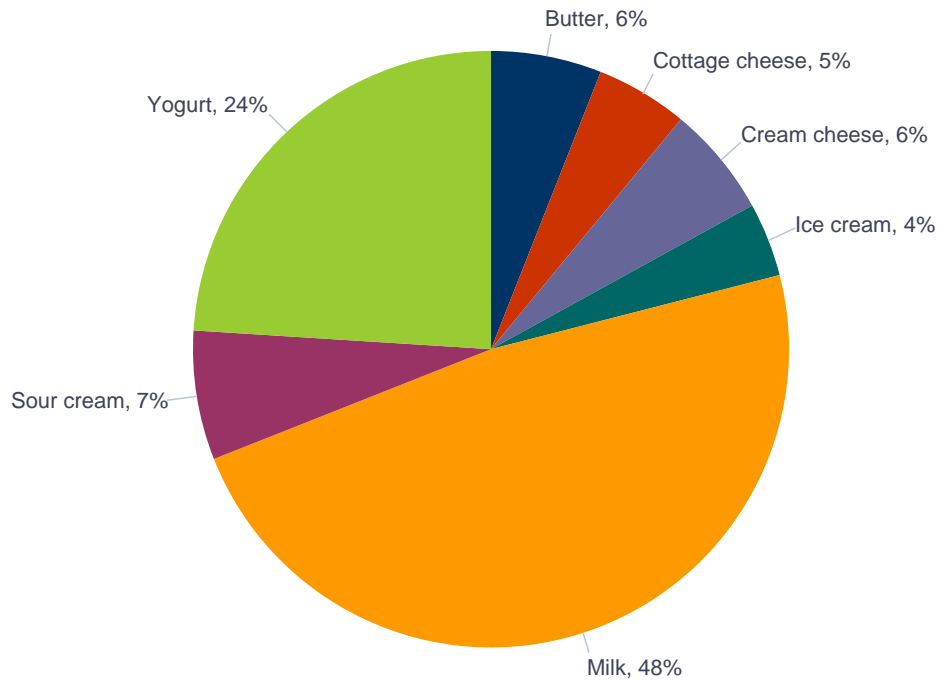
Top 5 Commodities Featured This Week



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 #	4737	3.09	5634	2.79	2039	3.31
Cheese	Natural Varieties	8 oz block	7561	2.12	5566	2.35	4145	2.42
Cheese	Natural Varieties	1 # block	319	3.95	1096	3.31	411	5.42
Cheese	Natural Varieties	2 # block	1022	6.22	505	6.85	1665	6.98
Cheese	Natural Varieties	8 oz shred	12721	2.19	10990	2.44	7633	2.52
Cheese	Natural Varieties	1 # shred	62	3.79	700	3.20	1220	3.81
Cottage cheese		16 oz	3776	1.99	2943	2.10	1259	2.09
Cream cheese		8 oz	4568	2.02	4469	1.91	3044	1.92
Flavored milk	All fat tests	half gallon	334	2.50	1360	2.23	214	2.50
Flavored milk	All fat tests	gallon			107	2.99	285	3.25
Ice cream		48-64oz	22078	3.08	18935	2.83	13086	2.81
Milk	All fat tests	half gallon	374	2.24	844	1.82	452	1.07
Milk	All fat tests	gallon	205	2.99	1337	2.56	794	2.40
Sour cream		16 oz	8525	1.70	6784	1.82	4197	1.98
Yogurt	Greek	4-6 oz	8477	1.00	9906	.96	7328	.96
Yogurt	Greek	32 oz	1745	4.60	3391	4.38	1355	4.13
Yogurt	Yogurt	4-6 oz	2501	.58	4772	.48	5329	.47
Yogurt	Yogurt	32 oz	337	2.70	1594	2.27	856	2.18

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 #	2.49-3.99	1129	3.10	1.99-3.99	1557	3.15	2.50-4.49	249	3.94
Cheese	Natural Varieties	8 oz block	1.88-3.50	1510	2.23	1.50-3.00	2770	2.28	1.50-2.50	2166	1.90
Cheese	Natural Varieties	1 # block	3.79-3.99	199	3.93	3.99	120	3.99			
Cheese	Natural Varieties	8 oz shred	1.88-3.99	3407	2.37	1.50-3.00	3650	2.10	1.50-3.00	2699	2.09
Cheese	Natural Varieties	1 # shred	3.79	62	3.79						
Cottage cheese		16 oz	1.67-3.49	1733	2.32	1.00-3.00	608	1.77	1.00-3.00	470	2.34
Cream cheese		8 oz	1.48-3.69	1500	2.14	1.00-3.50	905	2.52	1.33-2.69	638	1.83
Flavored milk	All fat tests	half gallon				2.50	334	2.50			
Ice cream		48-64oz	1.50-4.50	3538	2.97	1.77-5.99	7272	3.04	1.77-4.99	3571	3.14
Milk	All fat tests	half gallon	1.49-2.59	294	2.04						
Milk	All fat tests	gallon	2.99	72	2.99						
Sour cream		16 oz	1.50-2.50	2092	1.94	1.00-2.00	2128	1.73	0.89-2.39	1380	1.50
Yogurt	Greek	4-6 oz	0.80-1.29	1943	1.01	1.00	3487	1.00	0.70-1.50	813	.97
Yogurt	Greek	32 oz	3.50-4.99	861	4.31	5.00	301	5.00			
Yogurt	Yogurt	4-6 oz	0.29-1.00	1444	.58	0.50-0.60	275	.52	0.50-1.00	423	.69
Yogurt	Yogurt	32 oz	2.79-2.99	196	2.85				2.50	69	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 #	1.88-3.50	565	2.74	2.99-3.49	974	3.09	1.88-3.50	235	2.34
Cheese	Natural Varieties	8 oz block	1.50-3.00	687	2.16	1.50	180	1.50	1.50-2.50	248	1.88
Cheese	Natural Varieties	2 # block	4.99	121	4.99	4.99-8.99	606	6.79	4.77-6.00	295	5.56
Cheese	Natural Varieties	8 oz shred	1.50-3.00	1141	2.09	1.50-3.00	1329	2.26	1.50-2.99	495	2.31
Cottage cheese		16 oz	1.00	351	1.00	1.00-2.99	388	1.91	1.00	226	1.00
Cream cheese		8 oz	1.25-2.00	367	1.53	1.00-1.99	863	1.82	1.00-1.99	295	1.47
Ice cream		48-64oz	1.77-5.50	4200	3.10	2.29-4.99	2623	3.30	0.77-3.99	846	2.72
Milk	All fat tests	half gallon	2.99	80	2.99						
Milk	All fat tests	gallon	2.99	133	2.99						
Sour cream		16 oz	1.00-2.00	1122	1.56	1.00-2.49	1447	1.72	1.00-2.00	356	1.31
Yogurt	Greek	4-6 oz	0.89-1.00	651	.98	0.89-1.00	1010	.98	0.88-1.00	545	.98
Yogurt	Greek	32 oz	4.48-4.49	200	4.49	4.99-5.00	383	5.00			
Yogurt	Yogurt	4-6 oz	0.55	54	.55	0.49	244	.49	0.50	61	.50
Yogurt	Yogurt	32 oz	2.50	72	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 #	3.99	28	3.99			
Ice cream		48-64oz	5.99	28	5.99			
Yogurt	Greek	4-6 oz	1.79	28	1.79			

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 #	315	5.34	347	6.25	216	4.96
Cottage cheese		16 oz	238	3.65	214	4.29		
Cream cheese		8 oz	296	2.49	358	2.51		
Ice cream		48-64oz	225	8.03				
Milk	All fat tests	half gallon	1802	4.22	3327	3.79	3024	4.10
Milk	All fat tests	gallon	486	5.79	1868	4.85		
Milk	All fat tests	8 oz UHT	137	1.00	147	1.25		
Sour cream		16 oz	332	2.49	289	2.49		
Yogurt	Greek	4-6 oz					118	1.25

Wtd Avg - Simple weighted average



Yogurt	Greek	32 oz	673	5.55	933	4.81	270	4.98
Yogurt	Yogurt	4-6 oz	137	1.25	72	.69		
Yogurt	Yogurt	32 oz	367	3.87	843	3.97		

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 #	5.79	135	5.79				5.00	180	5.00
Cottage cheese		16 oz				4.29	120	4.29			
Ice cream		48-64oz	6.99	108	6.99						
Milk	All fat tests	half gallon	3.99-4.99	429	4.33	3.99-4.50	334	4.32	4.49-4.98	360	4.74
Milk	All fat tests	gallon							5.00	180	5.00
Sour cream		16 oz				2.49	214	2.49			
Yogurt	Greek	32 oz				3.50-5.99	240	4.75			
Yogurt	Yogurt	32 oz	3.69-3.99	249	3.81						

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
Cottage cheese		16 oz	2.99	118	2.99						
Cream cheese		8 oz	2.49	118	2.49	2.49	178	2.49			
Ice cream		48-64oz				8.99	117	8.99			
Milk	All fat tests	half gallon	3.99	118	3.99	2.99-4.99	561	3.80			
Milk	All fat tests	gallon				5.98-6.48	306	6.26			
Milk	All fat tests	8 oz UHT				1.00	137	1.00			
Sour cream		16 oz	2.49	118	2.49						
Yogurt	Greek	32 oz	5.99	118	5.99	5.99	315	5.99			
Yogurt	Yogurt	4-6 oz				1.25	137	1.25			
Yogurt	Yogurt	32 oz	3.99	118	3.99						

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

Wtd Avg - Simple weighted average



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