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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 06/11/2021 to 06/17/2021

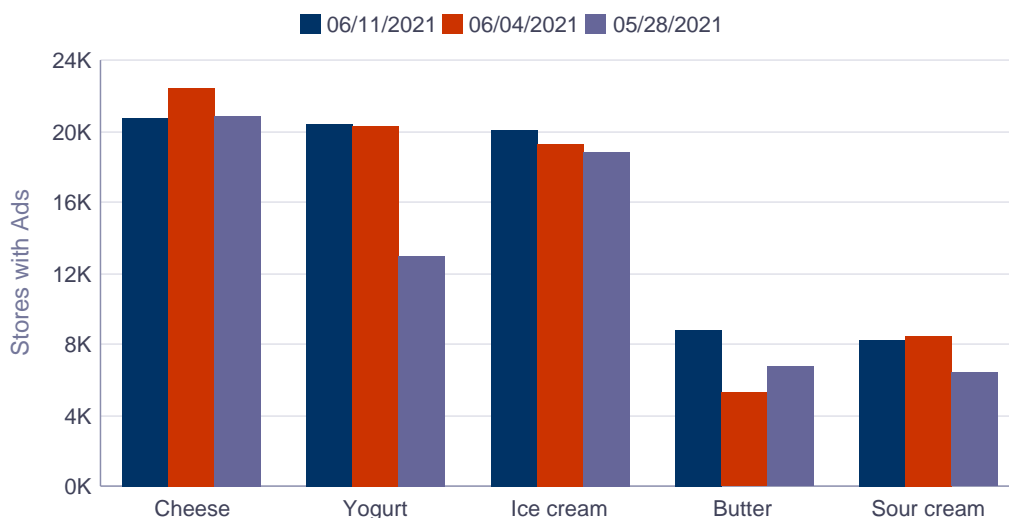
Conventional dairy ads saw an increase of 2 percent this week. The most advertised item was ice cream in 48 to 64-ounce containers. These ads grew by just 4 percent, while the weighted average price dropped by \$0.16 down to \$2.92. The largest increase in conventional advertisements were with Greek yogurt in 32-ounce containers, increasing by 207 percent. The weighted average price fell by \$0.02 to \$4.44.

The number of conventional cheese ads fell by 7 percent this week. The largest increase in conventional cheese ads occurred with 1-pound blocks. Advertisements grew by 87 percent, with the weighted average price slicing off \$0.66, settling at \$4.12. The most advertised cheese item was conventional 8-ounce shred cheese, despite a 1 percent decrease in ad numbers.

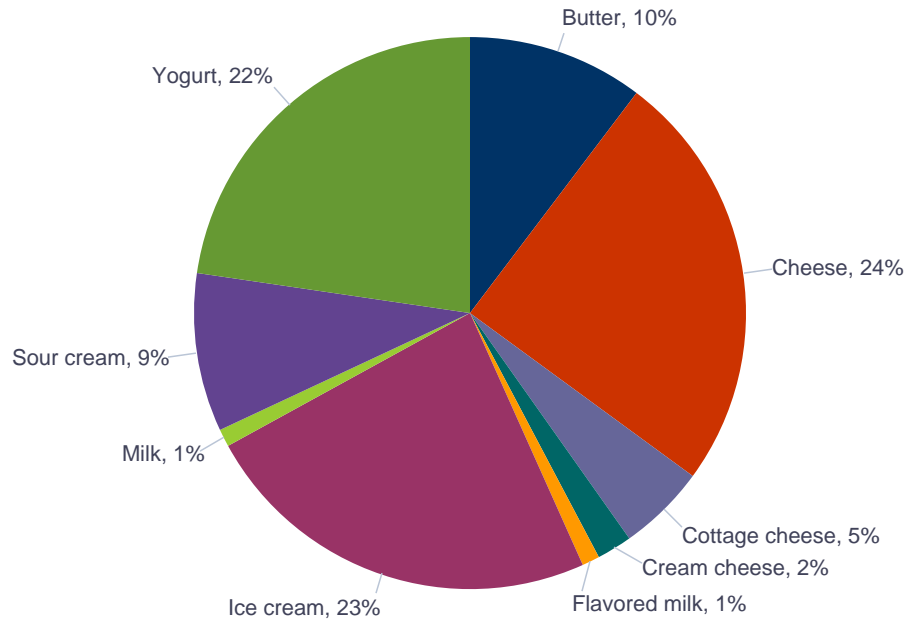
Conventional yogurt ads increased by 2 percent this week, while the weighted average price increased by \$0.59 to \$1.74. A large increase in ads for both conventional and Greek yogurt in 32-ounce containers was counteracted by decreases in ads for 4-6-ounce containers. Conventional yogurt ads for 4-6-ounce containers decreased by 9 percent, while the number of Greek yogurt ads dropped by 29 percent.

The number of conventional milk ads decreased by 65 percent, while organic milk ads fell by 3 percent. The largest decrease in conventional milk advertisement were in half gallon containers, which fell by 92 percent. The weighted average price for conventional half gallon milk is \$1.99 up \$0.61 from last week. Organic half gallon milk ads decreased by 2 percent and have a weighted average price of \$3.79, a decrease of just 1 cent from a week ago. The organic price premium for half gallon milk is \$1.80.

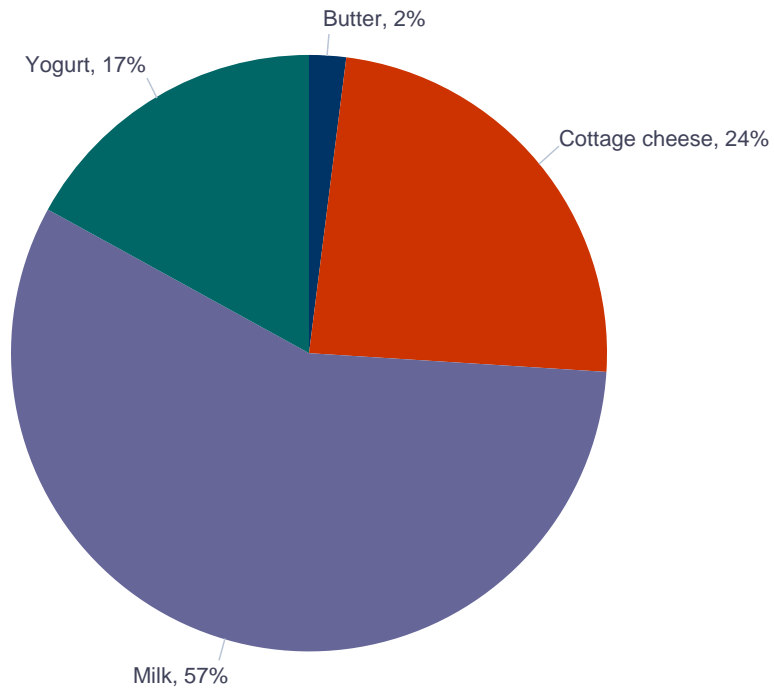
Top 5 Commodities Featured This Week



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 #	8661	3.04	5081	3.19	4320	3.13
Cheese	Natural Varieties	8 oz block	5225	2.39	6275	2.33	4031	2.46
Cheese	Natural Varieties	1 # block	1573	4.12	842	4.78	1129	4.60
Cheese	Natural Varieties	2 # block	1110	6.34	2755	6.75	2072	6.23
Cheese	Natural Varieties	8 oz shred	10178	2.79	10253	2.32	8094	2.39
Cheese	Natural Varieties	1 # shred	1485	3.27	1973	4.30	579	4.59
Cottage cheese		16 oz	4547	2.12	3242	2.20	2058	2.17
Cream cheese		8 oz	1998	1.61	2537	1.76	2510	1.89
Flavored milk	All fat tests	half gallon	616	3.12	821	1.73		
Flavored milk	All fat tests	gallon	105	2.50			105	1.99
Ice cream		48-64oz	20049	2.92	19191	3.08	12049	2.80
Milk	All fat tests	half gallon	99	1.99	1194	1.38	1496	2.55
Milk	All fat tests	gallon	486	2.48	457	2.58	401	2.01
Sour cream		16 oz	8249	1.82	8296	1.83	2225	1.88
Yogurt	Greek	4-6 oz	7112	.98	10039	.97	8318	1.01
Yogurt	Greek	32 oz	3900	4.44	1270	4.46	613	4.23
Yogurt	Yogurt	4-6 oz	5369	.48	5879	.49	4710	.46
Yogurt	Yogurt	32 oz	2913	2.32	1686	2.06	593	2.30

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 #	1.57-3.99	1787	3.09	0.99-3.00	2072	2.86	1.99-3.49	1224	2.81
Cheese	Natural Varieties	8 oz block	1.98-3.00	2075	2.31	2.29-2.99	684	2.50	2.00-2.99	1273	2.28
Cheese	Natural Varieties	1 # block	3.49-6.99	233	5.91	2.50-4.49	231	3.37	2.50-3.99	568	2.79
Cheese	Natural Varieties	8 oz shred	1.67-3.00	2505	2.41	2.00-4.99	3493	3.34	2.00-3.00	1831	2.43
Cheese	Natural Varieties	1 # shred	4.99	110	4.99	2.50-4.49	231	3.37	2.50-3.99	568	2.79
Cottage cheese		16 oz	1.50-2.99	1563	2.27	1.66-2.50	2055	2.03	2.00-2.49	249	2.35
Cream cheese		8 oz	1.48-1.99	448	1.61	1.50-1.99	769	1.53	1.25	69	1.25
Flavored milk	All fat tests	half gallon	2.89	221	2.89				1.79	106	1.79
Ice cream		48-64oz	1.99-4.99	3279	2.87	1.97-5.49	4512	2.75	1.99-4.49	5155	2.93
Milk	All fat tests	gallon	3.49	62	3.49				1.99	106	1.99
Sour cream		16 oz	0.99-2.50	2097	1.89	1.49-2.50	2692	1.81	1.49-2.39	1631	1.70
Yogurt	Greek	4-6 oz	0.79-1.00	2560	.99	0.80-1.00	1191	.96	0.99-1.25	1371	1.06
Yogurt	Greek	32 oz	3.49-4.99	905	4.11	3.49-4.99	737	3.77	4.88-4.99	775	4.96
Yogurt	Yogurt	4-6 oz	0.40-0.60	1339	.52	0.40-0.60	1420	.43	0.33-0.60	1228	.46
Yogurt	Yogurt	32 oz	1.99-3.49	823	2.55	2.00-2.38	1063	2.36	2.29	119	2.29



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 #	2.49-3.69	822	3.01	2.49-3.99	1807	3.25	2.47-3.49	917	3.21
Cheese	Natural Varieties	8 oz block	1.99-2.99	506	2.55	1.88-2.79	371	2.59	2.50	289	2.50
Cheese	Natural Varieties	1 # block	2.50-4.99	199	4.01	4.99-5.99	331	5.72			
Cheese	Natural Varieties	2 # block	5.77-6.00	254	5.89	4.99-6.99	361	6.33	4.99-7.49	463	6.55
Cheese	Natural Varieties	8 oz shred	1.79-2.99	628	2.48	1.88-3.99	1261	2.73	2.50	394	2.50
Cheese	Natural Varieties	1 # shred	2.50	78	2.50	3.49-3.50	487	3.49			
Cottage cheese		16 oz	1.69-2.29	254	2.00	2.50	137	2.50	1.67	289	1.67
Cream cheese		8 oz	1.50-1.79	195	1.61	1.25	62	1.25	1.49-1.99	427	1.69
Flavored milk	All fat tests	half gallon							3.79	289	3.79
Flavored milk	All fat tests	gallon							2.50	105	2.50
Ice cream		48-64oz	1.99-5.50	2122	3.15	1.97-5.99	3935	2.96	1.77-4.00	942	3.00
Milk	All fat tests	half gallon	1.99	99	1.99						
Milk	All fat tests	gallon	1.49-2.99	213	2.43				2.50	105	2.50
Sour cream		16 oz	1.50	195	1.50	1.49-2.00	948	1.79	1.67-2.19	647	1.94
Yogurt	Greek	4-6 oz	0.79-1.25	618	.98	0.88-1.00	832	.94	0.69-1.00	529	.91
Yogurt	Greek	32 oz	3.49-4.99	317	3.86	3.49-5.99	866	5.11	4.39	289	4.39
Yogurt	Yogurt	4-6 oz	0.50-0.88	360	.60	0.50	274	.50	0.35-0.50	699	.44
Yogurt	Yogurt	32 oz	1.99-2.79	254	2.37	1.67-2.50	627	1.98			

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 #	3.49-4.49	32	4.15			
Cheese	Natural Varieties	8 oz block				3.49	27	3.49
Cheese	Natural Varieties	1 # block	4.99	11	4.99			
Cheese	Natural Varieties	2 # block	6.99	32	6.99			
Cheese	Natural Varieties	8 oz shred	3.00-4.00	39	3.72	3.49	27	3.49
Cheese	Natural Varieties	1 # shred	4.99	11	4.99			
Cream cheese		8 oz	3.99	28	3.99			
Ice cream		48-64oz	2.49-8.99	50	6.46	3.29-3.79	54	3.54
Sour cream		16 oz	1.99-3.29	39	2.92			
Yogurt	Greek	4-6 oz	1.00	11	1.00			
Yogurt	Greek	32 oz	5.49	11	5.49			
Yogurt	Yogurt	4-6 oz	0.70-1.19	49	.98			
Yogurt	Yogurt	32 oz				1.67	27	1.67

NATIONAL -- ORGANIC DAIRY PRODUCTS

Commodity	Type	Pack Size	THIS PERIOD	LAST WEEK	LAST YEAR
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Wtd Avg - Simple weighted average



			Stores With Ads	Wtd Avg Price	Stores With Ads	Wtd Avg Price	Stores With Ads	Wtd Avg Price
Butter		1 #	121	5.29	221	5.99	335	5.42
Cheese	Natural Varieties	8 oz shred			285	4.00		
Cottage cheese		16 oz	1541	3.00	169	3.99	394	4.15
Cream cheese		8 oz			1686	2.51	178	2.99
Milk	All fat tests	half gallon	3387	3.79	3456	3.80	2187	4.28
Milk	All fat tests	gallon	214	4.99	251	6.45	105	5.00
Sour cream		16 oz			169	2.60	1083	1.99
Yogurt	Greek	32 oz	828	4.43	110	2.99	1226	6.49
Yogurt	Yogurt	4-6 oz	209	1.06	72	.69		
Yogurt	Yogurt	32 oz	62	5.99	1216	2.99		

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
Cottage cheese		16 oz				3.00	298	3.00	3.00	714	3.00
Milk	All fat tests	half gallon	3.00-4.99	1281	3.80	3.49-4.99	1063	3.58	4.46-4.98	360	4.72
Milk	All fat tests	gallon				4.99	214	4.99			
Yogurt	Greek	32 oz	3.50-6.99	625	4.73	3.50	87	3.50	3.50	116	3.50
Yogurt	Yogurt	4-6 oz	0.69-1.25	209	1.06						

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 #	5.29	121	5.29						
Cottage cheese		16 oz	3.00	78	3.00	3.00	451	3.00			
Milk	All fat tests	half gallon							2.99-4.39	683	3.59
Yogurt	Yogurt	32 oz				5.99	62	5.99			

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:

Wtd Avg - Simple weighted average



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