



Dairy Market News Branch

Agricultural
Marketing
Service

National Retail Report-Dairy

Websites: <http://www.marketnews.usda.gov/mnp/da-home> and <http://www.ams.usda.gov/mnreports/dybretail.pdf>

Volume 90- Number 4

Issued Weekly

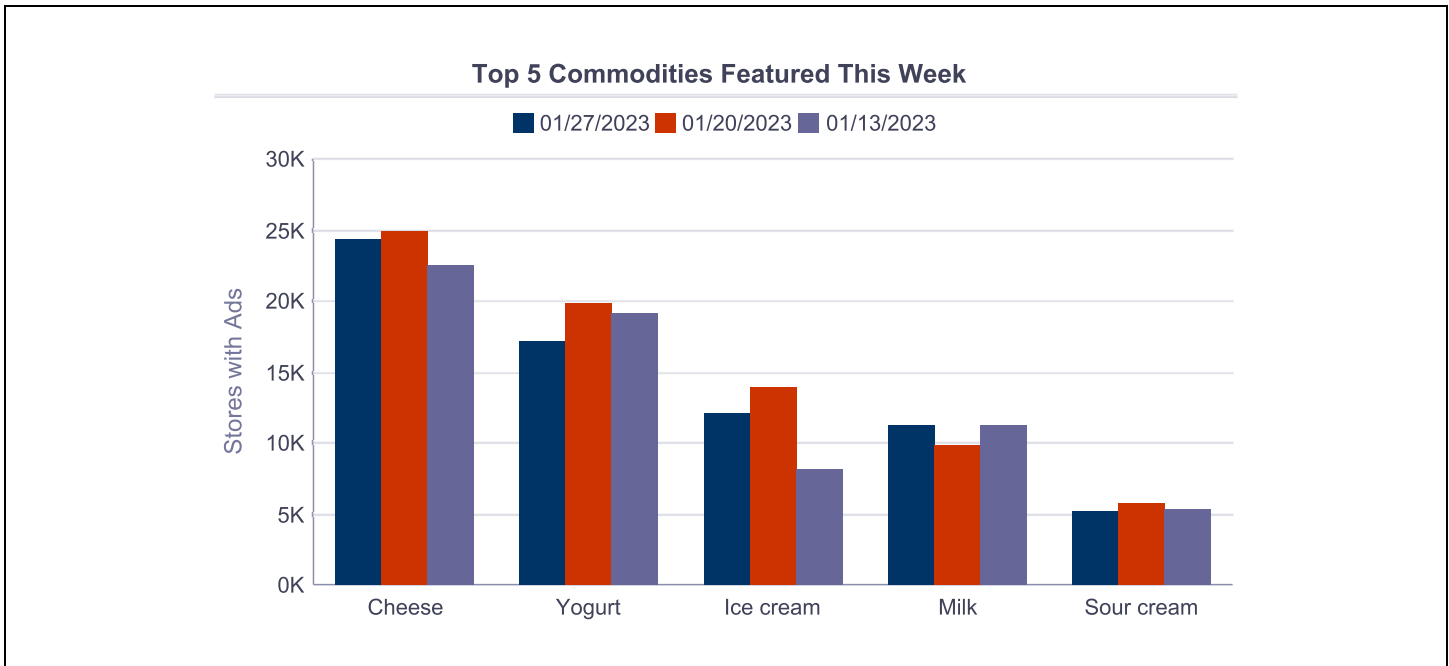
Friday, January 27, 2023

Advertised Prices for Dairy Products at Major Retail Supermarket Outlets ending during the period of 01/27/2023 to 02/02/2023

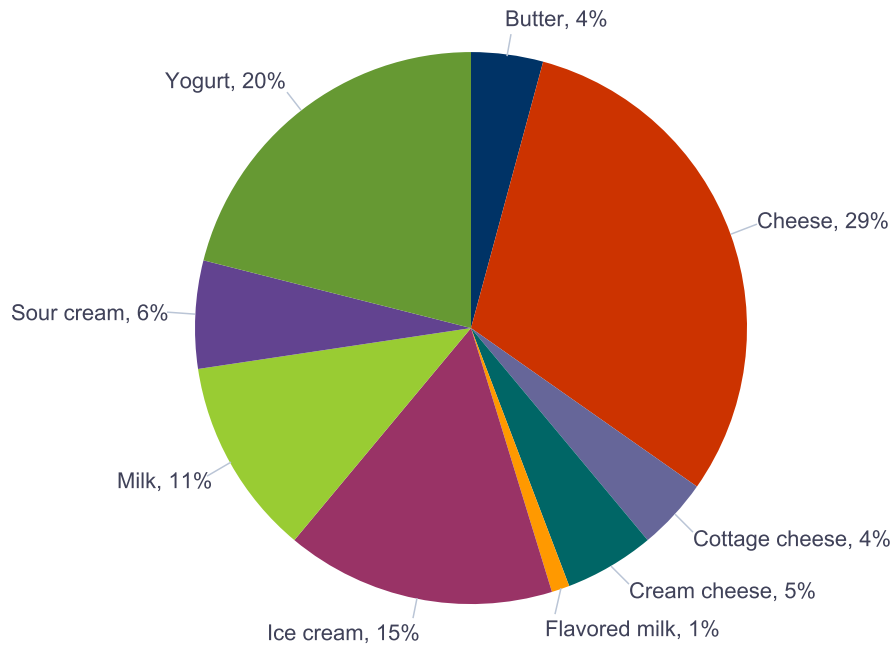
Total conventional dairy advertisement totals, in rare fashion, went unchanged from last week to this week. Organic ad totals slimmed by 55 percent from week three. One standard was clearly maintained, though, which is conventional ice cream in 48 to 64 ounce containers was the most advertised dairy retail item. However, another norm was tabled during week four, as half gallon milk fell to number two on the organic aisle, behind gallon milk ad totals. Organic milk in half gallon containers had a weighted average advertised price of \$3.97, \$2.28 higher than the weighted average advertised price of conventional half gallon milk.

Conventional cheese ad totals decreased three percent week over week. Cheese in eight ounce shreds, conventional, was the most advertised cheese item this week, despite a decline of 8 percent in total ads this week. That item has a weighted average advertised price of \$2.76, compared to \$2.64 last week. Conventional cheese in two pound blocks showed the largest growth in dairy ads from the previous week, moving up almost 150 percent. Organic cheese ads were not entered this week.

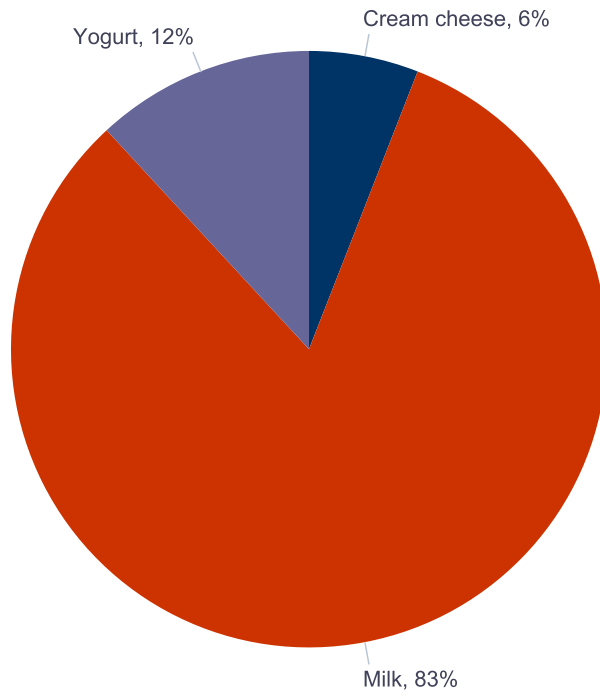
Conventional butter in one pound packages had a weighted average advertised price of \$4.37, 12 cents lower than last week. Ad totals for that same item decreased 21 percent week to week. Conventional and organic yogurt ad totals decreased 11 and 72 percent, respectively. Conventional Greek yogurt in four to six ounce containers was the most advertised yogurt item this week, despite a 41 percent decrease in ad totals from last 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 #	3051	4.37	3861	4.49	8263	3.37
Cheese	Natural Varieties	8 oz block	8041	2.72	9015	2.60	10097	2.50
Cheese	Natural Varieties	1 # block	1219	4.54	1014	4.12	1249	4.01
Cheese	Natural Varieties	2 # block	2786	6.65	1130	6.37	3475	6.56
Cheese	Natural Varieties	8 oz shred	10614	2.76	11524	2.64	10175	2.46
Cheese	Natural Varieties	1 # shred	1627	3.87	2263	3.85	1177	4.18
Cottage cheese		16 oz	3525	2.35	1578	2.84	3482	2.18
Cream cheese		8 oz	4130	1.89	3473	2.17	2977	1.50
Flavored milk	All fat tests	half gallon	454	1.48	745	2.21	1116	1.99
Flavored milk	All fat tests	gallon	596	3.12	463	3.02	790	3.00
Ice cream		48-64oz	12161	3.58	13822	3.73	12204	3.22
Milk	All fat tests	half gallon	2510	1.69	1313	2.58	1654	1.71
Milk	All fat tests	gallon	6622	3.14	5731	2.97	1552	3.12
Sour cream		16 oz	5178	2.07	4534	2.26	8589	1.77
Yogurt	Greek	4-6 oz	7028	1.01	11883	1.04	11725	.93
Yogurt	Greek	32 oz	2100	5.03	1250	4.47	6562	4.20
Yogurt	Yogurt	4-6 oz	4559	.60	4264	.60	4595	.52
Yogurt	Yogurt	32 oz	3111	2.50	1392	2.88	3292	2.21

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 #	3.99-5.99	917	4.67	5.49	120	5.49	2.99-4.99	881	3.91
Cheese	Natural Varieties	8 oz block	1.99-3.50	1766	2.48	2.50-4.00	2721	3.35	2.00-3.00	1235	2.27
Cheese	Natural Varieties	1 # block	3.50-5.99	540	4.95	3.99-4.29	267	4.05			
Cheese	Natural Varieties	2 # block				5.99-8.99	398	7.60	5.99-7.99	638	6.75
Cheese	Natural Varieties	8 oz shred	1.99-3.50	2027	2.67	1.69-4.00	2998	3.42	2.00-2.50	1626	2.30
Cheese	Natural Varieties	1 # shred	3.50-5.99	194	4.58	3.50-4.29	1055	3.54			
Cottage cheese		16 oz	1.99-2.99	997	2.59	2.00-2.50	1361	2.10	1.99	106	1.99
Cream cheese		8 oz	1.67-1.99	721	1.76	1.50-2.00	1709	1.78	2.00	69	2.00
Flavored milk	All fat tests	half gallon							1.29	110	1.29
Flavored milk	All fat tests	gallon							4.39	119	4.39
Ice cream		48-64oz	2.50-4.98	1991	3.52	2.50-6.28	3133	3.44	2.50-5.98	1946	3.91
Milk	All fat tests	half gallon				1.29	298	1.29	0.99-2.29	714	1.68
Milk	All fat tests	gallon				3.12-3.40	2172	3.26	2.52-3.41	1933	2.97
Sour cream		16 oz	1.99-2.69	1339	2.17	1.66-2.50	2097	2.01	2.19-2.50	325	2.26
Yogurt	Greek	4-6 oz	0.80-1.25	2151	1.00	0.68-1.25	1902	.97	0.80-1.25	1032	1.03
Yogurt	Greek	32 oz	3.99-5.99	1248	5.12	5.99	61	5.99	4.49	69	4.49

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
Yogurt	Yogurt	4-6 oz	0.49-0.89	937	.65	0.47-0.50	628	.49	0.50-0.67	974	.63
Yogurt	Yogurt	32 oz	2.00-4.99	338	3.08	2.00-4.00	1400	2.29	3.00	213	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
Butter		1 #	4.99	72	4.99	3.99-4.48	704	4.23	3.99	289	3.99
Cheese	Natural Varieties	8 oz block	1.79-3.00	470	2.34	2.00-3.50	1725	2.39	1.79	69	1.79
Cheese	Natural Varieties	1 # block				3.68	344	3.68			
Cheese	Natural Varieties	2 # block	5.97-7.99	855	6.44	5.99-6.99	697	6.34	5.99-6.99	187	6.34
Cheese	Natural Varieties	8 oz shred	1.79-3.00	1171	2.33	2.00-3.50	2513	2.53	1.79-2.49	190	2.24
Cheese	Natural Varieties	1 # shred				3.98	344	3.98			
Cottage cheese		16 oz				1.98-2.50	704	2.25	2.50	289	2.50
Cream cheese		8 oz	1.67-2.49	277	2.13	1.68-2.50	1010	1.96	1.99	289	1.99
Flavored milk	All fat tests	half gallon				1.54	344	1.54			
Flavored milk	All fat tests	gallon	3.49	133	3.49	2.53	344	2.53			
Ice cream		48-64oz	2.50-5.87	1557	3.81	2.48-4.49	2901	3.43	2.99-4.49	611	3.51
Milk	All fat tests	half gallon	0.99-2.69	267	1.45	1.29-1.97	976	1.70	1.29	187	1.29
Milk	All fat tests	gallon	1.97-3.99	2139	3.21	2.48	344	2.48			
Sour cream		16 oz	1.87-2.50	325	2.06	1.96-2.00	989	1.98	1.59	69	1.59
Yogurt	Greek	4-6 oz	0.99-1.49	719	1.18	0.64-1.00	873	.86	1.00	289	1.00
Yogurt	Greek	32 oz	6.99	144	6.99	3.54-5.00	544	4.02			
Yogurt	Yogurt	4-6 oz	0.67-1.00	226	.75	0.48-0.60	1347	.55	0.44-0.49	358	.48
Yogurt	Yogurt	32 oz	2.29	133	2.29	2.36-2.50	704	2.43	2.50	289	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 #				5.29-7.69	68	6.49
Cheese	Natural Varieties	8 oz block	3.00	21	3.00	4.50	34	4.50
Cheese	Natural Varieties	1 # block				6.29-8.99	68	7.64
Cheese	Natural Varieties	2 # block	7.99	11	7.99			
Cheese	Natural Varieties	8 oz shred	3.00	21	3.00	4.50-6.29	68	5.40
Cheese	Natural Varieties	1 # shred				8.99	34	8.99
Cottage cheese		16 oz				3.79-5.79	68	4.79
Cream cheese		8 oz	3.00	21	3.00	4.89	34	4.89
Ice cream		48-64oz	4.99-5.99	22	5.49			
Milk	All fat tests	half gallon				4.89-6.29	68	5.59
Milk	All fat tests	gallon				7.79	34	7.79
Sour cream		16 oz				4.49	34	4.49
Yogurt	Greek	4-6 oz	2.00	28	2.00	2.19	34	2.19
Yogurt	Greek	32 oz				8.69	34	8.69

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
Yogurt	Yogurt	4-6 oz	0.80	21	.80	1.10-1.29	68	1.20
Yogurt	Yogurt	32 oz				4.49	34	4.49

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 #			239	6.74	180	5.99
Cheese	Natural Varieties	8 oz shred					69	3.99
Cream cheese		8 oz	144	4.99	161	3.19		
Ice cream		48-64oz			72	8.99		
Milk	All fat tests	half gallon	943	3.97	2178	3.60	1798	4.71
Milk	All fat tests	gallon	1149	5.99	629	5.82	1198	5.90
Sour cream		16 oz			1278	2.42		
Yogurt	Greek	32 oz	293	3.86	506	5.18	536	4.14
Yogurt	Yogurt	4-6 oz			72	.89	118	1.69
Yogurt	Yogurt	32 oz			455	4.34	1724	3.35

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
Milk	All fat tests	half gallon	3.79	221	3.79	2.99	90	2.99			
Milk	All fat tests	gallon	5.99	84	5.99						
Yogurt	Greek	32 oz	3.49	221	3.49						

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
Cream cheese		8 oz	4.49-5.49	144	4.99						

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
Milk	All fat tests	half gallon	3.99	72	3.99	3.50-3.99	526	3.93			
Milk	All fat tests	gallon	5.99	72	5.99	5.98-5.99	704	5.99	5.99	289	5.99
Yogurt	Greek	32 oz	4.99	72	4.99						

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
Milk	All fat tests	half gallon				8.49	34	8.49

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