



Dairy Market News Branch

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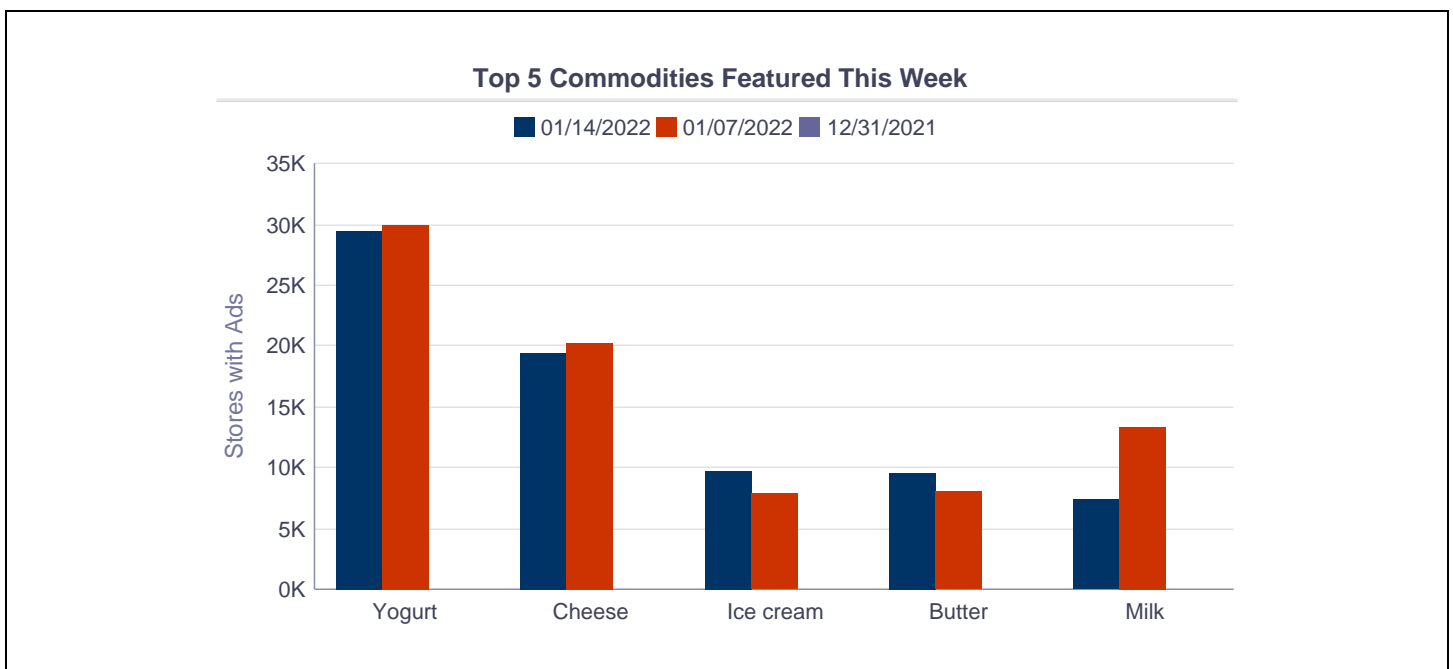
Advertised Prices for Dairy Products at Major Retail Supermarket Outlets ending during the period of 01/14/2022 to 01/20/2022

Total conventional dairy ads decreased two percent from last week, and total organic dairy ads are down 17 percent. Advertisements for conventional cottage cheese in 16-ounce containers increased 36 percent. The national weighted average advertised price is \$2.20, down 18 cents from \$2.38 last week.

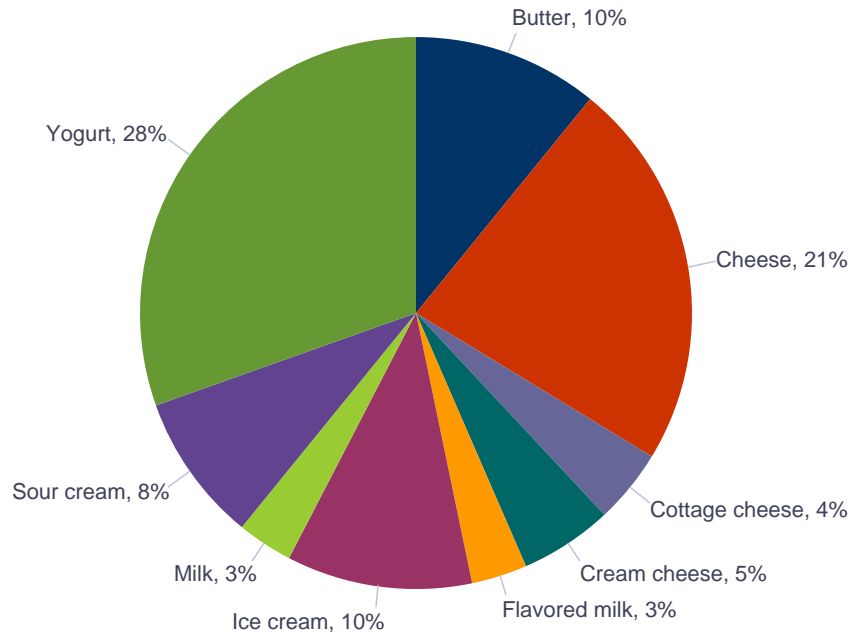
This week, conventional yogurt ads dropped five percent while organic yogurt ads jumped 37 percent. Conventional Greek yogurt in 4 to 6-ounce containers, this week's most advertised dairy item, has a weighted average advertised price of \$0.95, down three cents from last week. Ads for conventional Greek yogurt in 32-ounce containers decreased 23 percent with a weighted average price of \$4.15, 18 cents less than last week.

Conventional cheese advertisements are down five percent from last week. The most advertised cheese item this week is conventional 8-ounce shred cheese, featured in 17 percent fewer ads than last week. The weighted average advertised price for conventional 8-ounce shred cheese is \$2.38, two cents more than last week. Ads for conventional 8-ounce block cheese grew 35 percent and feature a weighted average price of \$2.37, 11 cents less than last week.

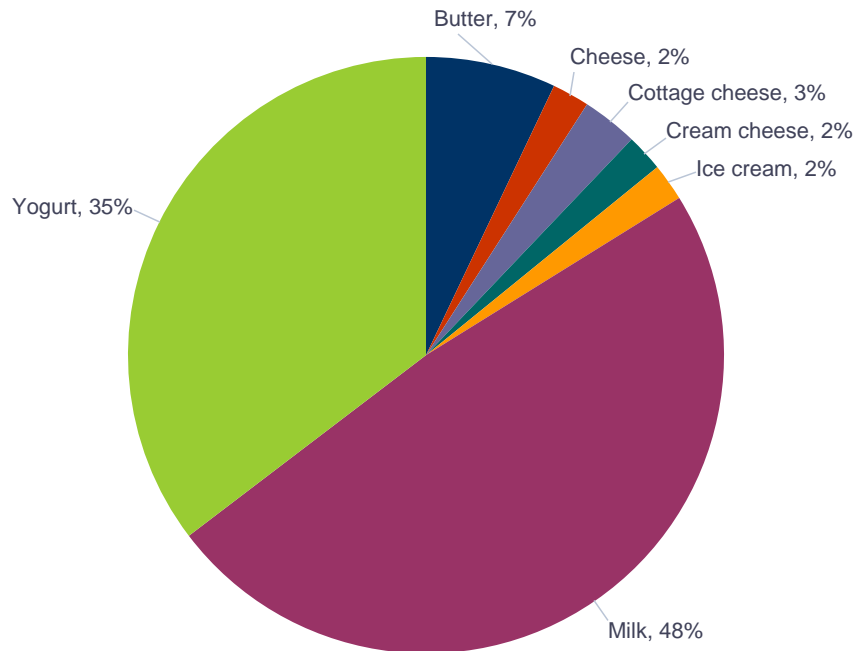
Total conventional milk ads decreased 52 percent, and total organic milk ad numbers dropped 38 percent compared to last week's advertisements. Ads for conventional flavored milk half gallons surged 137 percent this week and feature a weighted average advertised price of \$1.44, down 51 cents from last week. The national weighted average advertised price for conventional milk half gallons is \$1.77, compared to \$4.37 for organic milk half gallons, providing an organic price premium of \$2.60. Organic half gallon milk is the most advertised organic item.



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 #	8822	3.14	8065	3.38	2613	3.54
Cheese	Natural Varieties	8 oz block	6912	2.37	5115	2.48	6724	2.32
Cheese	Natural Varieties	1 # block	576	4.00	1485	4.31	529	4.60
Cheese	Natural Varieties	2 # block	1306	5.92	1848	8.14	1377	6.80
Cheese	Natural Varieties	8 oz shred	8590	2.38	10335	2.36	9644	2.26
Cheese	Natural Varieties	1 # shred	1767	4.01	1321	4.36	1522	3.74
Cottage cheese		16 oz	3962	2.20	2918	2.38	3158	1.93
Cream cheese		8 oz	4625	2.15	4183	2.12	4610	1.96
Egg nog		quart			137	2.99		
Flavored milk	All fat tests	half gallon	1636	1.44	691	1.95	493	1.83
Flavored milk	All fat tests	gallon	738	3.17	1184	2.70	394	3.72
Ice cream		48-64oz	9447	3.13	7668	3.20	6455	2.73
Milk	All fat tests	half gallon	1293	1.77	2857	1.52	888	1.54
Milk	All fat tests	gallon	1687	3.66	3319	3.68	318	2.16
Sour cream		16 oz	6956	1.95	7333	1.89	4523	1.73
Yogurt	Greek	4-6 oz	11846	.95	10964	.98	7535	.92
Yogurt	Greek	32 oz	4751	4.15	6202	4.33	3168	3.92
Yogurt	Yogurt	4-6 oz	6179	.54	6262	.55	5050	.47
Yogurt	Yogurt	32 oz	3360	2.56	3989	2.55	1722	2.32

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	4165	3.50	1.97-2.50	360	2.06	1.97-4.49	1287	2.74
Cheese	Natural Varieties	8 oz block	1.88-3.99	2537	2.33	2.00-3.50	2140	2.53	1.99-2.99	569	2.55
Cheese	Natural Varieties	1 # block	3.99	118	3.99	3.50	53	3.50	3.50	213	3.50
Cheese	Natural Varieties	2 # block							4.99	208	4.99
Cheese	Natural Varieties	8 oz shred	1.97-3.50	3327	2.32	2.00-3.50	2452	2.62	1.99-2.99	446	2.42
Cheese	Natural Varieties	1 # shred	3.49-4.49	307	4.11	3.50-3.99	1055	3.97	3.50	213	3.50
Cottage cheese		16 oz	1.99-2.50	1805	2.35	2.00-2.50	1216	2.09	2.49-2.50	286	2.49
Cream cheese		8 oz	1.00-3.00	1432	2.05	1.50-3.00	1771	2.51	1.00-2.49	457	1.54
Flavored milk	All fat tests	half gallon	1.94-2.99	483	2.30	0.97	298	.97	0.97	714	.97
Flavored milk	All fat tests	gallon	3.24	316	3.24	3.50	214	3.50			
Ice cream		48-64oz	1.88-4.99	2580	2.96	1.88-5.50	2739	3.18	2.50-4.99	1133	3.52
Milk	All fat tests	half gallon	1.94	632	1.94						
Milk	All fat tests	gallon	1.99-3.24	694	3.13						
Sour cream		16 oz	1.48-2.50	3395	1.87	1.50-2.50	2180	2.15	1.99-2.39	287	2.24
Yogurt	Greek	4-6 oz	0.80-1.25	3187	.99	0.80-1.00	2745	.96	0.50-1.00	2511	.91

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	Greek	32 oz	3.47-5.99	2246	4.55	3.49-5.00	924	4.29	2.49-3.49	443	3.09
Yogurt	Yogurt	4-6 oz	0.25-0.75	2693	.56	0.50-0.60	554	.51	0.50-0.60	1869	.52
Yogurt	Yogurt	32 oz	1.92-3.50	2238	2.53	2.50-2.99	267	2.89	2.50	213	2.50

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 #	1.49-3.99	526	2.27	1.77-3.99	1317	2.54	2.50-3.98	1101	3.66
Cheese	Natural Varieties	8 oz block	1.99-2.99	662	2.45	1.66-1.99	782	1.94	0.97-2.99	171	1.75
Cheese	Natural Varieties	1 # block	3.99	55	3.99	4.98	137	4.98			
Cheese	Natural Varieties	2 # block	4.99	78	4.99	4.99-7.99	651	6.28	5.99	358	5.99
Cheese	Natural Varieties	8 oz shred	1.69-3.50	599	2.37	1.66-2.50	1080	2.10	0.97-2.99	546	2.07
Cheese	Natural Varieties	1 # shred	3.99	55	3.99	4.98	137	4.98			
Cottage cheese		16 oz	2.39-2.99	133	2.62	1.99-2.50	199	2.34	0.99	289	.99
Cream cheese		8 oz	1.19-1.99	108	1.59	2.00	116	2.00	1.00-2.73	679	1.64
Flavored milk	All fat tests	half gallon							1.94	130	1.94
Flavored milk	All fat tests	gallon	1.87	78	1.87				3.24	130	3.24
Ice cream		48-64oz	2.50-5.19	191	3.47	2.49-3.99	2201	3.15	1.99-3.50	524	2.39
Milk	All fat tests	half gallon	3.79	62	3.79	0.97	234	.97	0.97-1.94	365	1.66
Milk	All fat tests	gallon	3.29	133	3.29	4.69	210	4.69	3.24-5.12	650	3.97
Sour cream		16 oz	2.50-2.99	106	2.74	1.50-2.00	125	1.75	0.99-2.50	809	1.56
Yogurt	Greek	4-6 oz	0.57-1.00	686	.86	0.79-1.25	2518	.95	0.79	105	.79
Yogurt	Greek	32 oz	3.00-3.99	133	3.41	2.49-2.99	451	2.76	3.47-5.56	520	4.33
Yogurt	Yogurt	4-6 oz	0.49-0.60	342	.51	0.50	331	.50	0.39-0.64	304	.53
Yogurt	Yogurt	32 oz	2.00-2.59	258	2.45	2.50	90	2.50	1.92-3.12	260	2.52

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 #	2.47-4.99	39	4.28	3.50	27	3.50
Cheese	Natural Varieties	8 oz block				2.49-3.00	51	2.73
Cheese	Natural Varieties	2 # block	5.99	11	5.99			
Cheese	Natural Varieties	8 oz shred	3.99	28	3.99	2.49-3.99	112	3.12
Cottage cheese		16 oz				3.29	34	3.29
Cream cheese		8 oz	5.99	28	5.99	4.99	34	4.99
Flavored milk	All fat tests	half gallon	0.97	11	.97			
Ice cream		48-64oz	5.99	21	5.99	4.29-5.49	58	4.99
Sour cream		16 oz				2.49-3.00	54	2.75
Yogurt	Greek	4-6 oz	0.80-1.25	33	1.08	1.25-1.33	61	1.29
Yogurt	Greek	32 oz				6.99	34	6.99
Yogurt	Yogurt	4-6 oz	1.50	28	1.50	0.50-0.55	58	.53
Yogurt	Yogurt	32 oz				3.00	34	3.00



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 #	653	5.66			275	5.04
Cheese	Natural Varieties	8 oz block	78	2.79			72	4.99
Cheese	Natural Varieties	8 oz shred	117	5.49			98	3.50
Cottage cheese		16 oz	273	4.33			624	3.86
Cream cheese		8 oz	230	2.99				
Ice cream		48-64oz	189	5.99	241	5.99	173	5.93
Milk	All fat tests	half gallon	2751	4.37	4401	4.10	2314	3.91
Milk	All fat tests	gallon	1719	5.20	2785	5.71	1146	5.29
Milk	All fat tests	8 oz UHT					361	.97
Sour cream		16 oz			1326	2.07	121	2.19
Yogurt	Greek	4-6 oz					137	1.33
Yogurt	Greek	32 oz	662	4.77	315	5.91		
Yogurt	Yogurt	4-6 oz	209	1.14			72	.69
Yogurt	Yogurt	32 oz	2414	3.83	2086	3.28	454	3.33

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 #	5.99	439	5.99	4.99	214	4.99			
Cottage cheese		16 oz	4.49	59	4.49	4.29	214	4.29			
Cream cheese		8 oz	2.99	161	2.99						
Milk	All fat tests	half gallon	3.99-5.47	1508	4.45	3.88	195	3.88	4.69-5.28	360	4.99
Milk	All fat tests	gallon	6.97	316	6.97	4.69-6.49	359	5.00	4.69	714	4.69
Yogurt	Greek	32 oz	3.99-6.49	257	5.42	4.00-6.49	275	4.55			
Yogurt	Yogurt	4-6 oz	0.79-1.33	209	1.14						
Yogurt	Yogurt	32 oz	3.49-3.99	1136	3.75	3.00-3.99	1216	3.82			



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 block	2.79	78	2.79						
Cheese	Natural Varieties	8 oz shred				5.49	117	5.49			
Cream cheese		8 oz							2.99	69	2.99
Ice cream		48-64oz	5.99	72	5.99	5.99	117	5.99			
Milk	All fat tests	half gallon				3.50-3.99	428	3.92	4.18	260	4.18
Milk	All fat tests	gallon	4.69	78	4.69	4.89	241	4.89			
Yogurt	Greek	32 oz							3.97	130	3.97
Yogurt	Yogurt	32 oz				5.49	62	5.49			

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	gallon	4.99	11	4.99			

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