



Dairy Market News Branch

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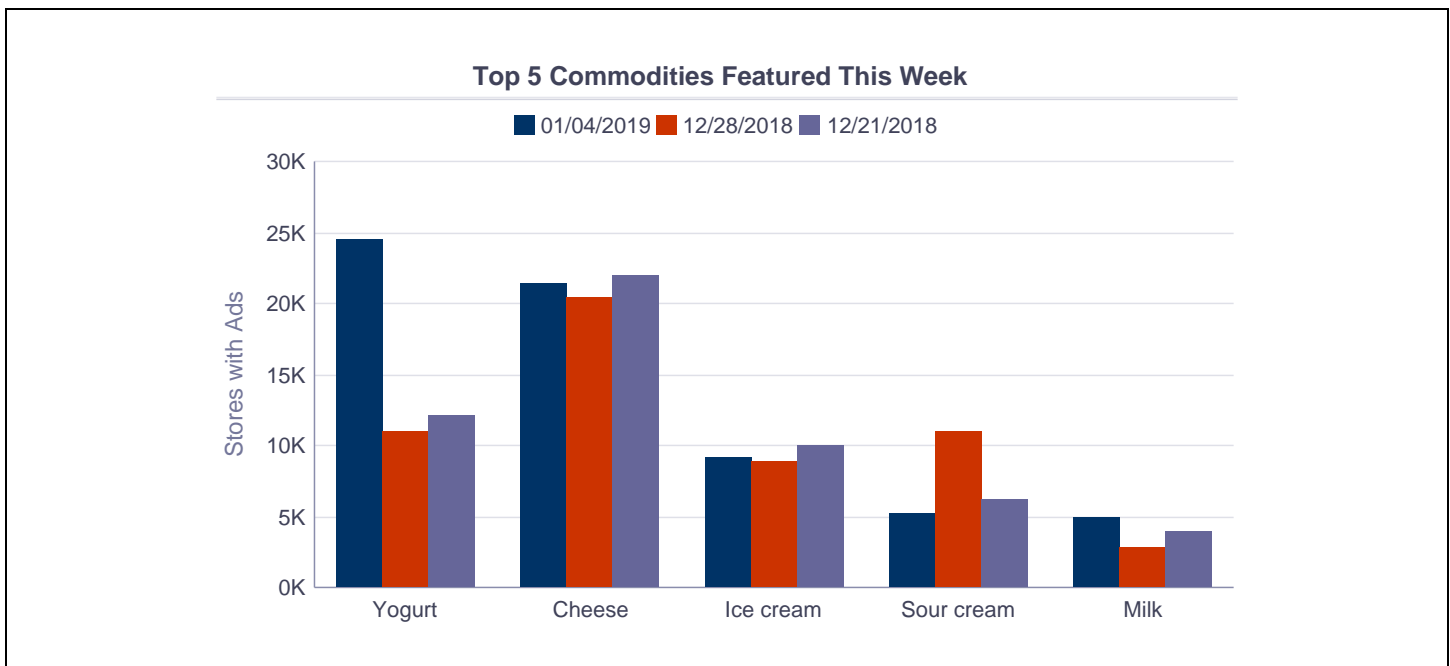
Advertised Prices for Dairy Products at Major Retail Supermarket Outlets ending during the period of 01/04/2019 to 01/10/2019

The total number of conventional dairy advertisements increased 3 percent, while organic dairy ads increased 76 percent. With the passing of the winter holidays, retailers changed their advertising focus. Egg nog advertisements no longer registered in the retail ad survey this week. Conventional and organic advertisements for dairy favorites used in holiday baking, that is, butter, cream cheese and sour cream each decreased by double digit percentages.

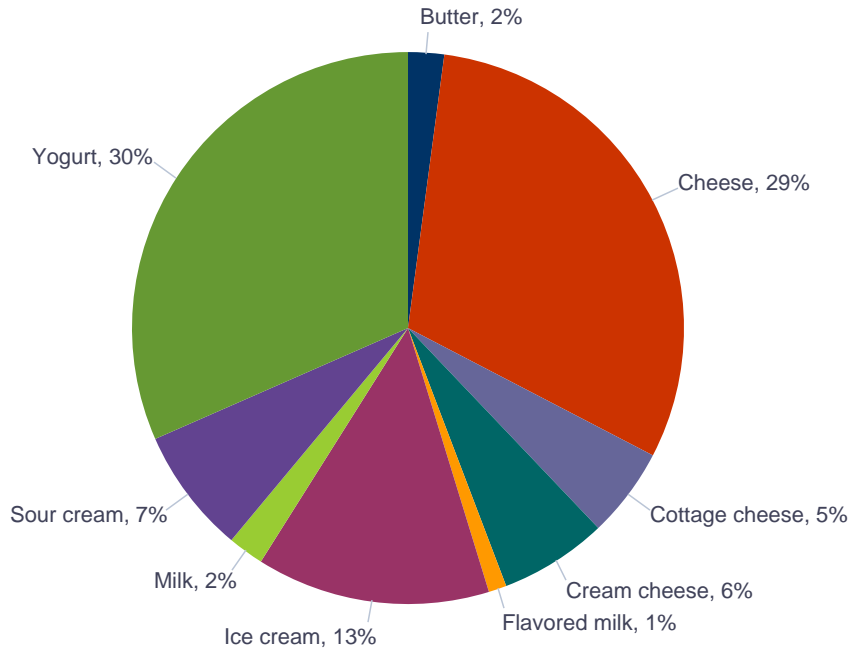
With the launch of many resolutions for the new year, conventional Greek yogurt in 4 to 6 ounce containers vaulted into the top spot for advertised dairy items. Conventional yogurt advertisements increased 65 percent, while organic yogurt ads increased by 4,428 percent. Organic yogurt in 32 ounce containers became the second most organic dairy item advertised.

Organic milk in half gallons remained the most advertised organic dairy item, increasing by 24 percent. The weighted average price for organic half gallons was \$3.91, compared to \$2.46 for conventional half gallons, an organic premium of \$1.45. Total organic milk advertisements increased by 33 percent, while conventional milk advertisements decreased by 16 percent.

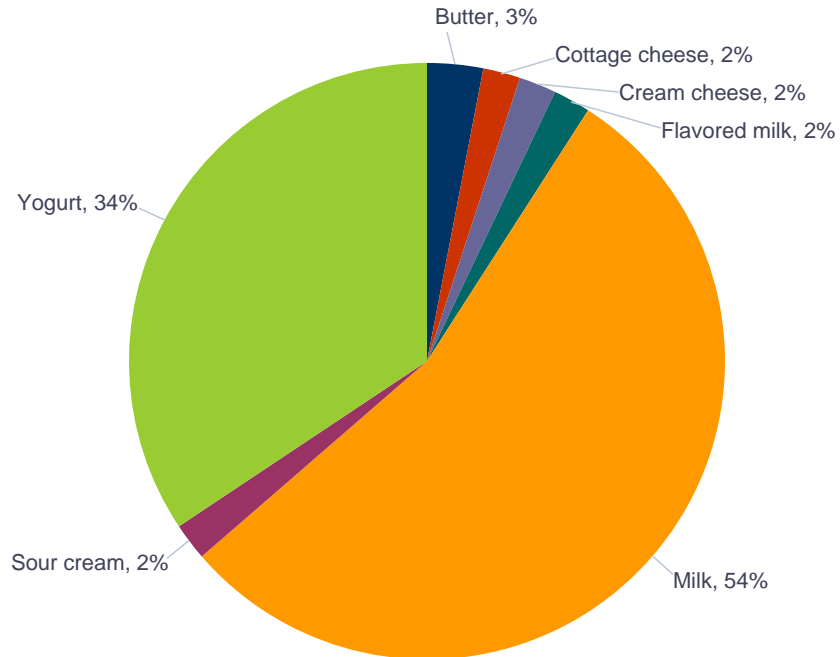
Conventional cheese ad numbers increased 24 percent, but no ads were reported for organic cheese this week. The weighted average advertised price for conventional 8 ounce block cheese is \$2.27, while the conventional 8 ounce shred cheese price is \$2.06.



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 #	1340	3.67	3569	3.31	1054	3.89
Cheese	Natural Varieties	8 oz block	6910	2.27	8040	1.92	9000	2.27
Cheese	Natural Varieties	1 # block	1068	4.09	2005	3.81	1833	3.48
Cheese	Natural Varieties	2 # block	1228	5.21	545	5.53	1535	5.93
Cheese	Natural Varieties	8 oz shred	11711	2.06	5347	2.14	10122	2.32
Cheese	Natural Varieties	1 # shred	425	3.64	1221	3.77	1706	3.74
Cottage cheese		16 oz	3620	1.98	4617	1.93	3445	1.92
Cream cheese		8 oz	4403	1.75	8063	2.04	4940	1.72
Egg nog		quart			308	3.23		
Egg nog		half gallon			1513	3.87		
Flavored milk	All fat tests	half gallon	503	2.21	504	2.25	459	2.52
Flavored milk	All fat tests	gallon	318	2.66	107	3.99	162	2.69
Ice cream		48-64oz	9171	3.26	8159	3.02	7808	2.98
Milk	All fat tests	half gallon	270	2.46	766	1.18	1462	2.83
Milk	All fat tests	gallon	864	2.50	587	2.43	1916	3.01
Sour cream		16 oz	5083	1.89	7982	1.68	6614	1.84
Yogurt	Greek	4-6 oz	12004	.93	8004	.99	11455	.95
Yogurt	Greek	32 oz	2150	3.91	1564	4.66	2326	4.32
Yogurt	Yogurt	4-6 oz	6020	.49	3062	.52	9232	.49
Yogurt	Yogurt	32 oz	1857	2.44	742	2.40	2001	2.24

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 #	2.88-4.99	1021	3.45	5.69	84	5.69			
Cheese	Natural Varieties	8 oz block	1.66-2.99	1970	2.21	1.67-3.00	2823	2.30	1.99-3.00	943	2.31
Cheese	Natural Varieties	1 # block	3.99-4.99	272	4.49	3.50-3.99	561	3.94			
Cheese	Natural Varieties	2 # block	5.99	63	5.99	4.99	114	4.99	4.99	331	4.99
Cheese	Natural Varieties	8 oz shred	1.49-2.99	2893	2.12	1.23-2.99	3868	1.95	1.99-2.99	1121	2.10
Cheese	Natural Varieties	1 # shred	3.50	137	3.50	3.50	53	3.50			
Cottage cheese		16 oz	1.49-2.99	1431	2.19	1.50-2.00	746	1.85	1.66-1.99	362	1.88
Cream cheese		8 oz	1.25-2.50	1035	1.70	1.50-2.00	1721	1.72	1.50-2.99	649	1.93
Flavored milk	All fat tests	half gallon				2.50	214	2.50			
Flavored milk	All fat tests	gallon							2.99	213	2.99
Ice cream		48-64oz	1.88-4.99	2294	2.74	2.50-5.79	2299	3.64	1.99-3.99	1795	3.03
Milk	All fat tests	half gallon	2.50	72	2.50	1.99	84	1.99			
Milk	All fat tests	gallon	2.99	72	2.99				1.98-2.99	429	2.55
Sour cream		16 oz	1.49-2.19	1736	1.80	1.67-2.00	1831	1.96	1.66-1.99	214	1.81
Yogurt	Greek	4-6 oz	0.69-1.00	2177	.92	0.75-1.25	4086	.94	0.62-1.00	1908	.95

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	3.69-3.99	653	3.96	3.78	195	3.78	3.99	702	3.99
Yogurt	Yogurt	4-6 oz	0.40-0.69	1702	.51	0.49-0.55	1155	.52	0.29-0.66	808	.49
Yogurt	Yogurt	32 oz	1.89-3.00	486	2.56	2.29-2.99	441	2.63			

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 #	2.99-4.79	235	3.86						
Cheese	Natural Varieties	8 oz block	1.98-2.00	417	1.99	1.67-3.00	573	2.38	1.67-3.00	126	2.37
Cheese	Natural Varieties	1 # block	3.99	235	3.99						
Cheese	Natural Varieties	2 # block	4.99	219	4.99	4.99-5.99	316	5.36	4.99-5.99	174	5.39
Cheese	Natural Varieties	8 oz shred	1.23-2.99	1974	1.78	1.67-2.99	1373	2.39	1.67-3.00	410	2.66
Cheese	Natural Varieties	1 # shred	3.49-3.99	235	3.75						
Cottage cheese		16 oz	1.25-1.99	273	1.63	1.50-2.49	125	1.99	1.67-1.99	683	1.85
Cream cheese		8 oz	1.50-2.00	450	1.76	1.49-2.50	358	1.81	1.50-1.75	190	1.66
Flavored milk	All fat tests	half gallon							1.99	289	1.99
Flavored milk	All fat tests	gallon							1.99	105	1.99
Ice cream		48-64oz	1.99-5.50	1424	3.90	1.99-4.79	1182	3.18	2.50	105	2.50
Milk	All fat tests	half gallon	2.79	114	2.79						
Milk	All fat tests	gallon	2.89	133	2.89	1.99	114	1.99	1.99	105	1.99
Sour cream		16 oz	1.25-2.49	307	1.88	1.50-2.00	200	1.84	1.67-2.00	744	1.87
Yogurt	Greek	4-6 oz	0.62-1.00	1443	.90	0.79-1.00	2100	.95	0.69-0.75	235	.73
Yogurt	Greek	32 oz	3.49-3.99	283	3.79				3.50	289	3.50
Yogurt	Yogurt	4-6 oz	0.33-0.50	660	.47	0.40-0.60	1072	.43	0.33-0.50	565	.44
Yogurt	Yogurt	32 oz	2.29-2.50	146	2.39	2.50-2.99	363	2.83	1.50-1.67	394	1.62

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
Cheese	Natural Varieties	8 oz block				2.00-3.00	58	2.59
Cheese	Natural Varieties	2 # block	6.49	11	6.49			
Cheese	Natural Varieties	8 oz shred	2.49	11	2.49	3.00	61	3.00
Ice cream		48-64oz	2.79	11	2.79	3.50-3.99	61	3.77
Milk	All fat tests	gallon	2.99	11	2.99			
Sour cream		16 oz				2.25-4.79	51	3.59
Yogurt	Greek	4-6 oz	1.67	28	1.67	1.25	27	1.25
Yogurt	Greek	32 oz	6.99	28	6.99			
Yogurt	Yogurt	4-6 oz				0.50-0.70	58	.58
Yogurt	Yogurt	32 oz				3.99	27	3.99



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 #	190	5.63	214	5.39		
Cheese	Natural Varieties	8 oz block					121	3.04
Cheese	Natural Varieties	8 oz shred					697	3.00
Cheese	Natural Varieties	1 # shred					80	7.49
Cottage cheese		16 oz	161	3.99	78	2.79		
Cream cheese		8 oz	161	2.99	489	2.38	677	2.50
Flavored milk	All fat tests	half gallon	123	2.79				
Milk	All fat tests	half gallon	3125	3.91	2514	3.88	6050	3.79
Milk	All fat tests	gallon	653	6.18	325	4.99	912	5.83
Milk	All fat tests	8 oz UHT					352	.89
Sour cream		16 oz	161	2.99	289	2.19	121	2.29
Yogurt	Greek	4-6 oz	108	1.25	53	1.29	137	1.00
Yogurt	Greek	32 oz	218	4.48			147	3.50
Yogurt	Yogurt	4-6 oz	381	.73			258	1.00
Yogurt	Yogurt	32 oz	1693	3.01			1681	2.80

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 #							4.99	69	4.99
Cottage cheese		16 oz	3.99	161	3.99						
Cream cheese		8 oz	2.99	161	2.99						
Flavored milk	All fat tests	half gallon							2.79	123	2.79
Milk	All fat tests	half gallon	2.99-4.99	1047	4.03	3.99-4.78	697	4.21	2.79-3.29	558	2.92
Milk	All fat tests	gallon	5.99-7.99	569	6.51	3.99	84	3.99			
Sour cream		16 oz	2.99	161	2.99						
Yogurt	Greek	4-6 oz	1.25	108	1.25						
Yogurt	Greek	32 oz	2.99-5.99	218	4.48						
Yogurt	Yogurt	4-6 oz	1.00	135	1.00						
Yogurt	Yogurt	32 oz	2.29-3.50	471	2.84	2.99	1002	2.99			

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
Butter		1 #	5.99	121	5.99						
Milk	All fat tests	half gallon	2.79-3.49	215	3.03	4.99	274	4.99	3.99	289	3.99
Yogurt	Yogurt	4-6 oz				0.58	246	.58			
Yogurt	Yogurt	32 oz	2.29	151	2.29				5.99	69	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
Milk	All fat tests	half gallon	2.89	11	2.89	6.99	34	6.99

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