



Dairy Market News Branch

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Advertised Prices for Dairy Products at Major Retail Supermarket Outlets ending during the period of 01/25/2019 to 01/31/2019

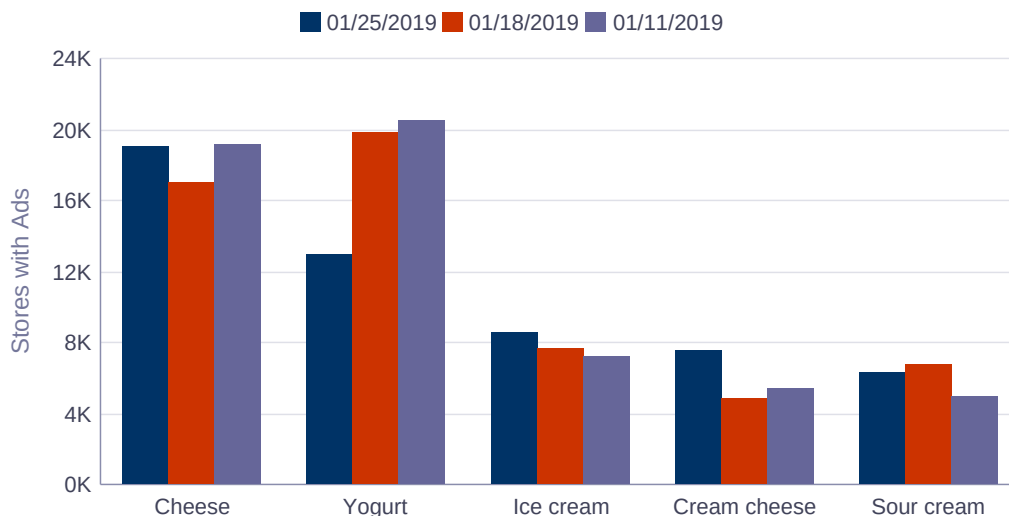
The total number of conventional dairy advertisements increased by 8 percent, but organic dairy ads decreased by 22 percent. Conventional ice cream 48-64 ounce containers were the most advertised dairy item this week, while conventional 1 pound shred cheese ads had the largest percentage increase compared to the previous week. In the organic aisle, half gallon milk was the most advertised dairy product of the week.

Total conventional yogurt ads declined by 34 percent week over week, and organic yogurt advertisements also decreased by 43 percent. The weighted average price for organic yogurt in 4-6 ounce containers is \$.72, while conventional yogurt in 4-6 ounce pack size is priced at \$.49, resulting in an organic premium of \$.23. Among organic dairy products, organic yogurt in 4-6 ounce containers has the second largest percentage increase in number of advertisements.

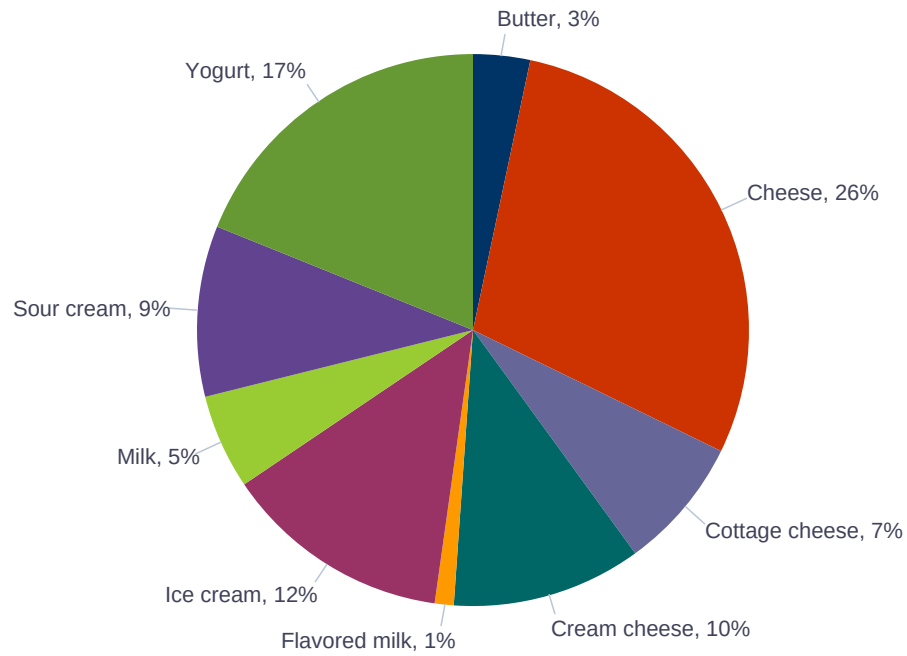
The total number of conventional milk ads climbed 311 percent while the total number of organic milk advertisements declined 22 percent. The weighted average price for organic half gallon of milk was \$3.98, compared to \$1.00 for conventional half gallons, creating an organic premium of \$2.98.

Conventional cheese ad numbers increased 12 percent, but no ads were reported for organic cheese this week. The weighted average advertised price for conventional 8-ounce block cheese is \$2.28, while conventional 8-ounce shred cheese is priced at \$2.23.

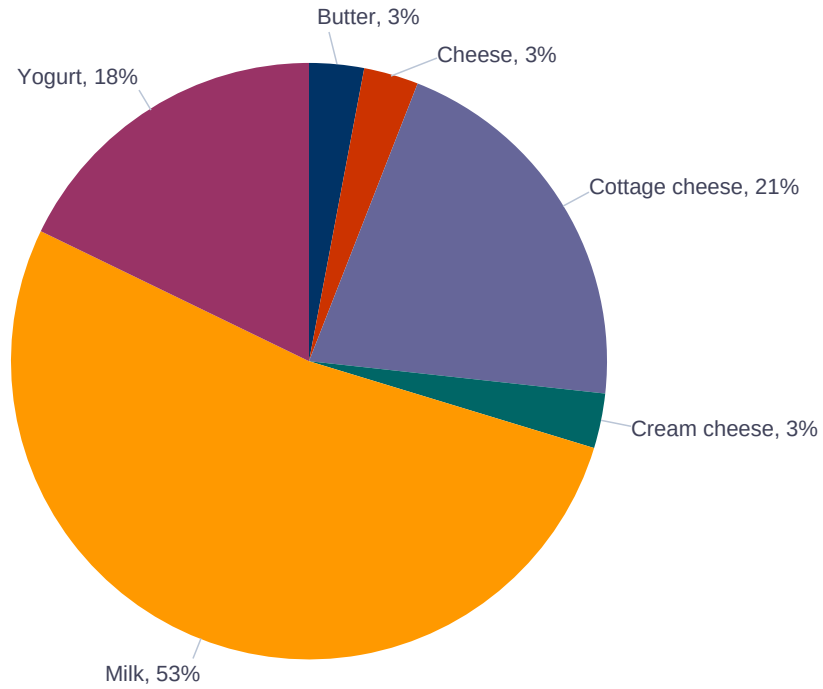
Top 5 Commodities Featured This Week



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 #	2482	3.30	3544	3.23	4020	3.80
Cheese	Natural Varieties	8 oz block	7243	2.28	6720	2.15	8054	2.28
Cheese	Natural Varieties	1 # block	1602	3.64	342	3.43	2520	3.63
Cheese	Natural Varieties	2 # block	467	5.40	773	5.13	485	7.13
Cheese	Natural Varieties	8 oz shred	8383	2.23	8997	2.15	8994	2.27
Cheese	Natural Varieties	1 # shred	1240	3.64	135	3.99	3586	3.69
Cottage cheese		16 oz	4732	1.85	1632	2.14	4746	1.81
Cream cheese		8 oz	7402	1.73	3785	1.80	4636	1.80
Flavored milk	All fat tests	half gallon	640	1.69	723	2.02	1795	1.91
Flavored milk	All fat tests	gallon	422	3.49	392	2.72	224	3.28
Ice cream		48-64oz	8523	3.05	7611	2.89	10554	3.18
Milk	All fat tests	half gallon	1684	1.00	218	1.70	1788	1.72
Milk	All fat tests	gallon	1721	2.65	610	2.79	2427	2.82
Sour cream		16 oz	6293	1.65	6638	1.70	8446	1.67
Yogurt	Greek	4-6 oz	7001	.94	9258	.95	12873	.95
Yogurt	Greek	32 oz	1489	4.20	1880	4.18	1550	4.73
Yogurt	Yogurt	4-6 oz	2757	.49	5240	.49	6684	.52
Yogurt	Yogurt	32 oz	859	2.08	1675	2.47	1215	2.27

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 #	2.99-4.99	549	3.59	2.99-3.98	266	3.22	2.59-2.99	681	2.86
Cheese	Natural Varieties	8 oz block	1.77-2.99	1468	2.30	1.88-3.00	2367	2.62	1.47-1.49	175	1.48
Cheese	Natural Varieties	1 # block	2.99-3.79	524	3.56	2.97-3.99	561	3.89			
Cheese	Natural Varieties	2 # block				5.98	195	5.98			
Cheese	Natural Varieties	8 oz shred	1.77-3.00	1593	2.33	1.23-2.50	2887	1.99	1.49-2.99	1032	2.34
Cheese	Natural Varieties	1 # shred	3.99	439	3.99	2.97	53	2.97	2.99	110	2.99
Cottage cheese		16 oz	1.67-2.50	847	2.11	0.89-3.00	2043	1.99	0.88-2.00	601	1.38
Cream cheese		8 oz	0.77-2.00	1884	1.60	0.89-2.49	2350	1.70	1.50-2.49	1305	1.92
Flavored milk	All fat tests	half gallon							1.88	180	1.88
Ice cream		48-64oz	2.39-5.99	1758	2.88	1.99-3.79	1596	2.63	2.29-3.49	1834	3.01
Milk	All fat tests	half gallon	1.88	137	1.88	0.77-0.99	324	.84	0.77-0.99	468	.86
Milk	All fat tests	gallon	1.99	72	1.99				1.99-2.99	393	2.53
Sour cream		16 oz	1.49-2.00	2252	1.81	0.89-2.00	1571	1.84	0.88-2.00	929	1.46
Yogurt	Greek	4-6 oz	0.67-1.00	2013	.93	0.88-1.00	1774	.99	0.77-1.00	921	.90
Yogurt	Greek	32 oz	3.99-4.99	363	4.29				3.99	287	3.99
Yogurt	Yogurt	4-6 oz	0.49-0.60	950	.51	0.50	1002	.50	0.50	122	.50

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	32 oz				2.18-2.49	259	2.26	2.00-2.50	249	2.14

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	343	2.99	2.50-4.99	429	4.00	2.50-2.99	187	2.82
Cheese	Natural Varieties	8 oz block	1.23-2.50	1824	1.71	1.99-2.99	1261	2.47	2.50-3.00	121	2.75
Cheese	Natural Varieties	1 # block	2.99	210	2.99	3.99	241	3.99	2.99	66	2.99
Cheese	Natural Varieties	2 # block				4.99	167	4.99	4.99	105	4.99
Cheese	Natural Varieties	8 oz shred	1.66-2.99	816	2.30	1.99-3.00	1535	2.33	1.67-3.00	520	2.61
Cheese	Natural Varieties	1 # shred	2.99-3.99	331	3.36	3.99	241	3.99	2.99	66	2.99
Cottage cheese		16 oz	0.89-1.25	331	1.02	0.89-2.69	563	1.74	1.99	289	1.99
Cream cheese		8 oz	1.25-2.50	511	1.67	1.49-2.49	531	2.16	1.50-1.88	821	1.55
Flavored milk	All fat tests	half gallon							0.99-1.99	460	1.62
Flavored milk	All fat tests	gallon				3.49	422	3.49			
Ice cream		48-64oz	2.29-4.99	1574	3.68	2.29-3.99	1153	3.10	2.29-3.49	546	2.80
Milk	All fat tests	half gallon	0.88-1.50	350	1.01	0.98	234	.98	0.99	171	.99
Milk	All fat tests	gallon	2.89-3.78	193	3.17	2.59-3.49	942	2.85	0.99	121	.99
Sour cream		16 oz	0.89-2.00	401	1.32	0.89-1.49	878	1.35	0.99-2.00	235	1.34
Yogurt	Greek	4-6 oz	0.75-1.00	883	.92	0.77-1.00	730	.88	0.75-1.00	598	.93
Yogurt	Greek	32 oz	4.00	213	4.00	4.99	337	4.99	3.50	289	3.50
Yogurt	Yogurt	4-6 oz	0.30-0.50	175	.36	0.60	114	.60	0.45-0.50	394	.46
Yogurt	Yogurt	32 oz				2.99	62	2.99	1.67	289	1.67

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 #				4.99	27	4.99
Cheese	Natural Varieties	8 oz block				2.49	27	2.49
Cottage cheese		16 oz				2.69-2.79	58	2.75
Ice cream		48-64oz	6.99	28	6.99	3.00	34	3.00
Sour cream		16 oz				1.49	27	1.49
Yogurt	Greek	4-6 oz	1.25	21	1.25	1.00-1.25	61	1.14

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				
Cheese	Natural Varieties	8 oz block					123	2.49
Cheese	Natural Varieties	8 oz shred	119	3.49			662	2.90
Cottage cheese		16 oz	994	3.13	137	3.99		
Cream cheese		8 oz	120	1.99	1040	2.10	180	2.50
Ice cream		48-64oz					189	5.99
Milk	All fat tests	half gallon	1820	3.98	2332	3.72	2753	3.58
Milk	All fat tests	gallon	421	6.85	350	5.99	167	6.99
Milk	All fat tests	8 oz UHT	245	1.10	489	.88	274	.97
Sour cream		16 oz			167	2.49	121	2.29
Yogurt	Greek	4-6 oz					59	1.25
Yogurt	Greek	32 oz	137	5.99	382	4.56	523	5.41
Yogurt	Yogurt	4-6 oz	515	.72	72	.69	193	.88
Yogurt	Yogurt	32 oz	216	3.50	1065	2.65		

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
Cheese	Natural Varieties	8 oz shred							3.49	119	3.49
Cottage cheese		16 oz				2.99	90	2.99	2.99	370	2.99
Milk	All fat tests	half gallon	3.97-4.99	774	4.26	4.00	61	4.00	3.29	119	3.29
Milk	All fat tests	gallon	6.99	147	6.99	5.99	61	5.99	6.99	213	6.99
Milk	All fat tests	8 oz UHT	1.00	108	1.00						
Yogurt	Yogurt	4-6 oz	0.58	269	.58						
Yogurt	Yogurt	32 oz	3.50	216	3.50						

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 #	5.29	121	5.29						
Cottage cheese		16 oz	2.99	331	2.99	3.99	137	3.99	2.99	66	2.99
Cream cheese		8 oz				1.99	120	1.99			
Milk	All fat tests	half gallon	3.50	72	3.50	2.99-4.99	505	3.76	3.99	289	3.99
Milk	All fat tests	8 oz UHT				1.17	137	1.17			
Yogurt	Greek	32 oz				5.99	137	5.99			

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
Yogurt	Yogurt	4-6 oz				0.87	246	.87			

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
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