



Dairy Market News Branch

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

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Advertised Prices for Dairy Products at Major Retail Supermarket Outlets ending during the period of 01/11/2019 to 01/17/2019

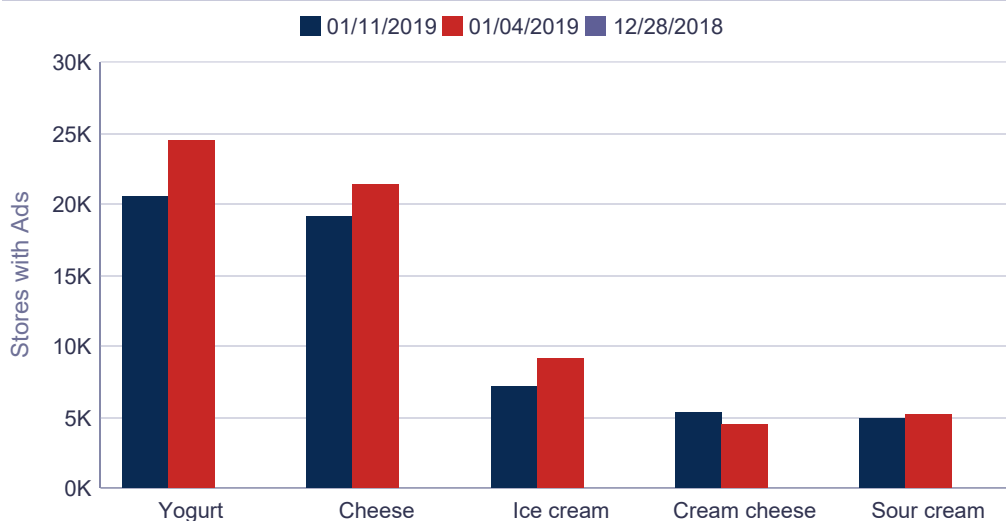
Early January ad numbers for conventional 48-64 oz ice cream declined 23 percent. The weighted average advertised price, \$3.05, decreased 21 cents from last week. Organic 48-64 oz. ice cream averages \$5.99, a \$2.94 organic price premium. The total number of conventional dairy ads decreased 10 percent from last week. Organic dairy ads decreased 17 percent.

The national weighted average advertised price for conventional milk half gallons is \$2.25, compared to \$3.84 for organic milk half gallons, an organic price premium of \$1.59. Conventional milk ad numbers decreased 10 percent. Organic milk ad numbers decreased 9 percent.

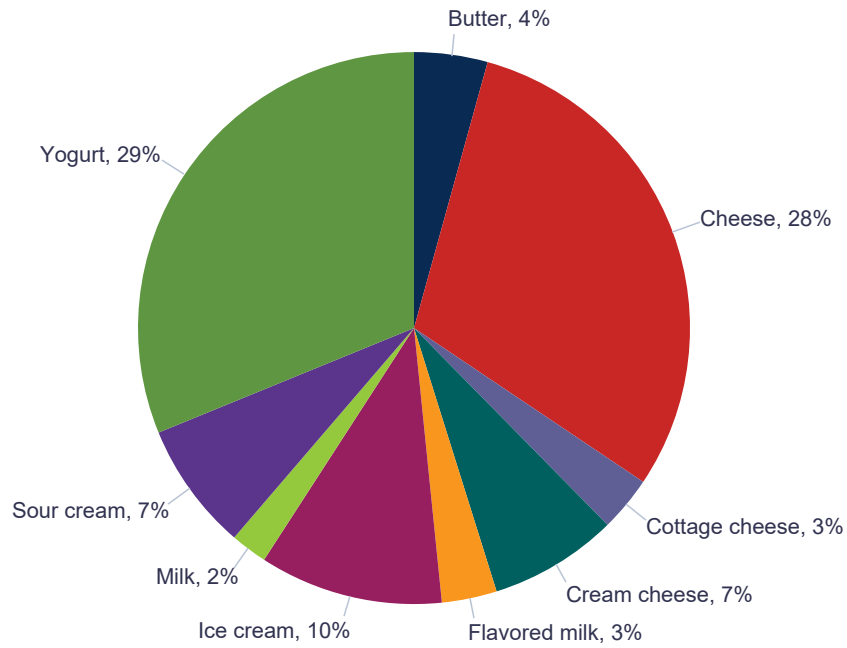
Conventional cheese ad numbers decreased 11 percent. The weighted average price for conventional 8 oz shred cheese is \$2.32. The weighted average price for organic 8 oz shred cheese is \$2.49, a 17 cent organic price premium. There are over 61 times more ads for conventional than organic 8 oz shred. This size of shred cheese was the second most advertised category/size this week. Ad numbers for conventional 8 oz block cheese increased 25 percent, with a weighted average advertised price of \$1.91. This size of block cheese registered more ads than any other category/size this week.

Conventional yogurt ad numbers decreased 12 percent. Organic yogurt ads decreased 56 percent. The weighted average advertised price for conventional plain yogurt in 4 to 6 oz. containers is \$0.48, down 1 cent from last week. The weighted average price for conventional Greek yogurt in 4 to 6 oz. containers, \$0.98, is up 5 cents from last week. The greatest number of organic yogurt ads is for 32 oz organic yogurt, even being down 66 percent from last week. The average price is \$2.62, down 39 cents.

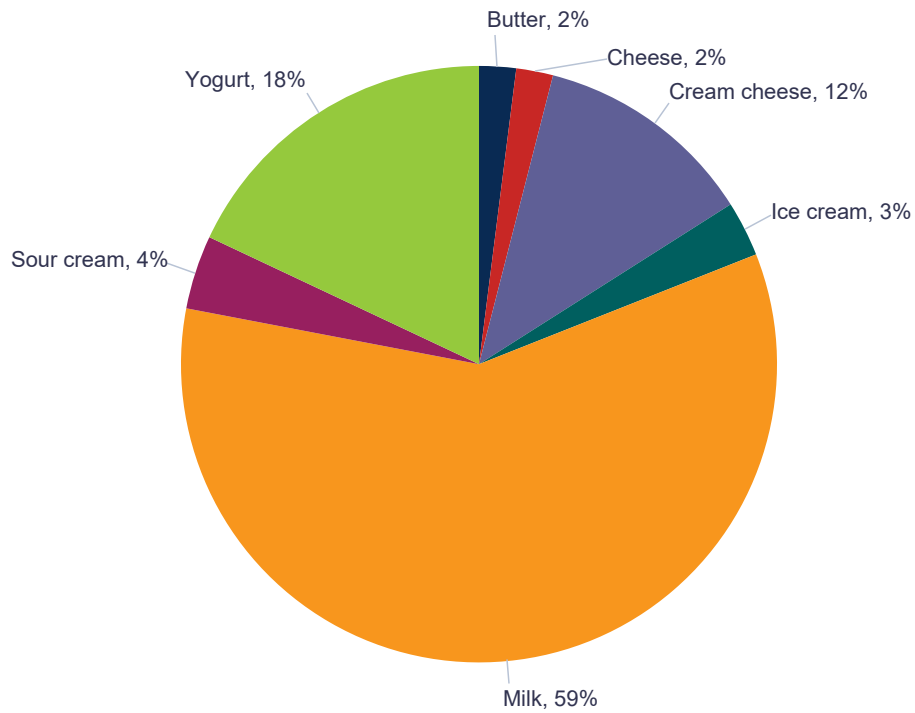
Top 5 Commodities Featured This Week



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 #	2408	3.47	1340	3.67	3956	3.36
Cheese	Natural Varieties	8 oz block	8647	1.91	6910	2.27	6275	2.03
Cheese	Natural Varieties	1 # block	1443	3.94	1068	4.09	638	3.73
Cheese	Natural Varieties	2 # block	83	6.60	1228	5.21	536	5.45
Cheese	Natural Varieties	8 oz shred	8424	2.32	11711	2.06	8852	2.18
Cheese	Natural Varieties	1 # shred	398	3.83	425	3.64	443	3.60
Cottage cheese		16 oz	1936	2.04	3620	1.98	2731	2.02
Cream cheese		8 oz	4746	2.19	4403	1.75	3664	1.86
Flavored milk	All fat tests	half gallon	1398	2.26	503	2.21	1054	2.31
Flavored milk	All fat tests	gallon	305	3.41	318	2.66	440	2.11
Ice cream		48-64oz	7045	3.05	9171	3.26	10945	2.87
Milk	All fat tests	half gallon	242	2.25	270	2.46	988	2.25
Milk	All fat tests	gallon	775	2.95	864	2.50	1855	2.67
Sour cream		16 oz	4709	1.72	5083	1.89	6193	1.88
Yogurt	Greek	4-6 oz	8489	.98	12004	.93	11011	.94
Yogurt	Greek	32 oz	2144	4.44	2150	3.91	1548	4.43
Yogurt	Yogurt	4-6 oz	7907	.48	6020	.49	5613	.46
Yogurt	Yogurt	32 oz	929	2.35	1857	2.44	2167	2.34

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	791	3.67	3.50-3.99	564	3.94	2.99	53	2.99
Cheese	Natural Varieties	8 oz block	1.66-2.50	1559	2.16	1.23-2.99	3220	1.86	0.99-1.88	1325	1.78
Cheese	Natural Varieties	1 # block	3.99	243	3.99	2.99-3.99	572	3.88	3.79	69	3.79
Cheese	Natural Varieties	8 oz shred	1.66-3.49	1930	2.55	1.88-3.00	3287	2.28	1.66-3.49	1457	2.08
Cheese	Natural Varieties	1 # shred				2.99	64	2.99			
Cottage cheese		16 oz	1.89-2.50	643	2.09	2.50	214	2.50	1.50-2.50	413	1.95
Cream cheese		8 oz	1.50-2.99	1116	2.15	1.50-2.99	2427	2.37	1.66-1.99	616	1.79
Flavored milk	All fat tests	half gallon	1.99	161	1.99	2.50	735	2.50	1.99	213	1.99
Flavored milk	All fat tests	gallon				5.00	84	5.00			
Ice cream		48-64oz	2.50-3.88	2395	2.78	2.50-3.00	1938	2.72	2.77-3.33	541	3.04
Milk	All fat tests	gallon	3.49	137	3.49				2.50	69	2.50
Sour cream		16 oz	1.49-2.19	1698	1.85	1.50-2.00	1280	1.55	0.99-1.99	634	1.50
Yogurt	Greek	4-6 oz	0.80-1.25	2255	.98	0.88-1.20	2908	1.00	0.90-1.00	1248	.98
Yogurt	Greek	32 oz	3.99-4.99	427	4.40	4.49-5.00	949	4.61	3.99-4.99	360	4.49
Yogurt	Yogurt	4-6 oz	0.39-0.69	3082	.51	0.40-0.50	2102	.48	0.39-0.66	646	.53
Yogurt	Yogurt	32 oz	1.99-2.99	167	2.34	2.99	214	2.99	1.67	69	1.67

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 #	2.99-4.79	615	3.33	2.50	63	2.50	2.50	289	2.50
Cheese	Natural Varieties	8 oz block	1.23-2.50	1653	1.61	1.49-2.99	670	2.30	1.88-2.99	135	2.42
Cheese	Natural Varieties	1 # block	3.99	133	3.99	3.99	137	3.99	3.99	289	3.99
Cheese	Natural Varieties	2 # block							5.99	61	5.99
Cheese	Natural Varieties	8 oz shred	1.98-2.50	625	2.25	1.49-2.99	543	2.14	1.88-3.00	524	2.65
Cheese	Natural Varieties	1 # shred	3.99	334	3.99						
Cottage cheese		16 oz	1.25-2.00	290	1.68	1.99	63	1.99	1.99	289	1.99
Cream cheese		8 oz	1.67-2.00	192	1.87	1.67-2.50	239	2.09	1.99	121	1.99
Flavored milk	All fat tests	half gallon							1.99	289	1.99
Flavored milk	All fat tests	gallon							2.50-2.99	210	2.75
Ice cream		48-64oz	2.99-5.50	798	4.30	2.50-4.88	852	3.22	2.50-3.50	463	3.21
Milk	All fat tests	half gallon	1.50-1.99	203	1.84						
Milk	All fat tests	gallon	2.89-3.99	287	3.13				1.99-2.99	271	2.58
Sour cream		16 oz	1.25-2.00	328	1.56	1.99-2.00	378	1.99	1.49-1.99	358	1.89
Yogurt	Greek	4-6 oz	0.79-1.00	702	.95	0.75-1.00	903	.89	0.83-1.00	384	.93
Yogurt	Greek	32 oz	3.98-4.00	285	3.99	4.99	62	4.99	3.50	61	3.50
Yogurt	Yogurt	4-6 oz	0.30-0.49	525	.41	0.33-0.60	1089	.41	0.45-0.50	463	.47
Yogurt	Yogurt	32 oz	1.98-3.49	190	2.92				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 #	3.79-5.97	33	4.75			
Cheese	Natural Varieties	8 oz block				2.50-2.99	85	2.66
Cheese	Natural Varieties	2 # block	7.79-8.79	22	8.29			
Cheese	Natural Varieties	8 oz shred				2.50	58	2.50
Cottage cheese		16 oz				3.00	24	3.00
Cream cheese		8 oz	2.50	11	2.50	1.00	24	1.00
Flavored milk	All fat tests	gallon	3.99	11	3.99			
Ice cream		48-64oz				3.69-4.00	58	3.82
Milk	All fat tests	half gallon	2.79-4.99	39	4.37			
Milk	All fat tests	gallon	3.89	11	3.89			
Sour cream		16 oz	2.11-2.69	33	2.40			
Yogurt	Greek	4-6 oz	1.50	28	1.50	1.25	61	1.25

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	190	5.63		
Cheese	Natural Varieties	8 oz block					548	2.99
Cheese	Natural Varieties	8 oz shred	137	2.49			970	2.99
Cheese	Natural Varieties	1 # shred					80	7.49
Cottage cheese		16 oz			161	3.99	1060	3.23
Cream cheese		8 oz	673	1.99	161	2.99	341	2.50
Flavored milk	All fat tests	half gallon			123	2.79		
Ice cream		48-64oz	189	5.99				
Milk	All fat tests	half gallon	3092	3.84	3125	3.91	2720	3.88
Milk	All fat tests	gallon	284	5.65	653	6.18	465	5.53
Milk	All fat tests	8 oz UHT	61	.83			214	1.00
Sour cream		16 oz	214	2.50	161	2.99	623	3.19
Yogurt	Greek	4-6 oz			108	1.25		
Yogurt	Greek	32 oz	315	3.12	218	4.48	381	4.59
Yogurt	Yogurt	4-6 oz	147	1.50	381	.73	188	1.29
Yogurt	Yogurt	32 oz	584	2.62	1693	3.01	711	3.30

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							2.49	137	2.49
Cream cheese		8 oz							1.99	595	1.99
Milk	All fat tests	half gallon	3.89-4.99	413	4.28	3.88-4.48	1473	4.04	2.79-3.29	489	2.91
Milk	All fat tests	gallon	7.99	59	7.99	4.99	214	4.99			
Milk	All fat tests	8 oz UHT				0.83	61	.83			
Sour cream		16 oz				2.50	214	2.50			
Yogurt	Greek	32 oz							1.99	137	1.99
Yogurt	Yogurt	4-6 oz	1.50	147	1.50						
Yogurt	Yogurt	32 oz	3.50	108	3.50	3.50	61	3.50	1.99	360	1.99

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						
Cream cheese		8 oz	1.99	78	1.99						

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
Ice cream		48-64oz	5.99	72	5.99	5.99	117	5.99			
Milk	All fat tests	half gallon				3.99-4.99	254	4.53	2.50-3.99	463	3.43
Yogurt	Greek	32 oz				3.99	178	3.99			
Yogurt	Yogurt	32 oz	3.99	55	3.99						

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	gallon	5.99	11	5.99			

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