



Dairy Market News Branch

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Advertised Prices for Dairy Products at Major Retail Supermarket Outlets ending during the period of 12/28/2018 to 01/03/2019

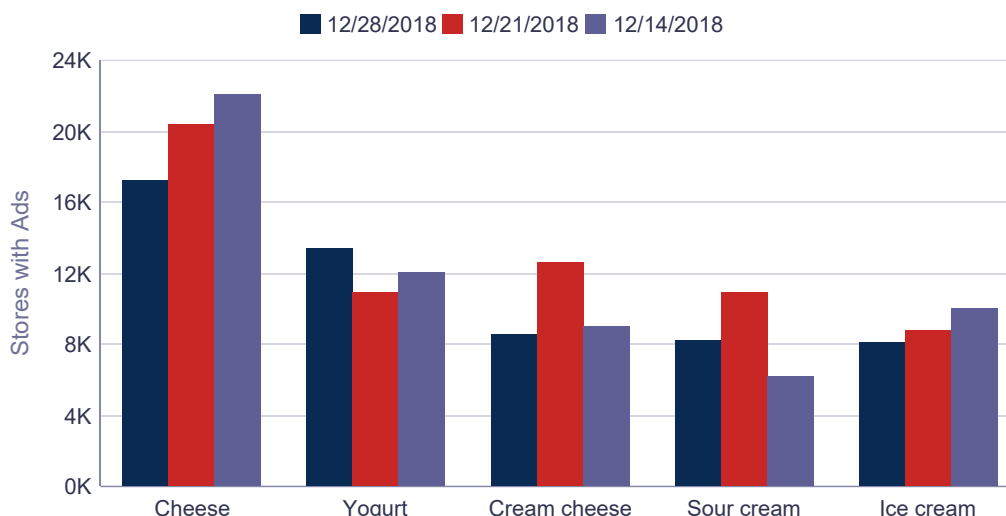
The total number of conventional dairy ad numbers decreased 18 percent from last week, while organic dairy ads increased 91 percent. Ad numbers for conventional ice cream in 48-64 ounce containers were higher than any other dairy product/package size. Conventional cream cheese ad numbers decreased 35 percent. The weighted average advertised price is \$2.04, 37 cents higher than last week. Organic cream cheese ad numbers increased 129 percent. The weighted average advertised price is \$2.38, 12 cents lower than last week.

The national weighted average advertised conventional milk price for half gallons is \$1.18, while organic half gallon milk averaged \$3.88, an organic price premium of \$2.70. Conventional milk ad numbers decreased 21 percent, but organic milk ad numbers increased 167 percent. During this week, total ads for conventional and organic milk half gallons increased 89 and 218 percent, respectively.

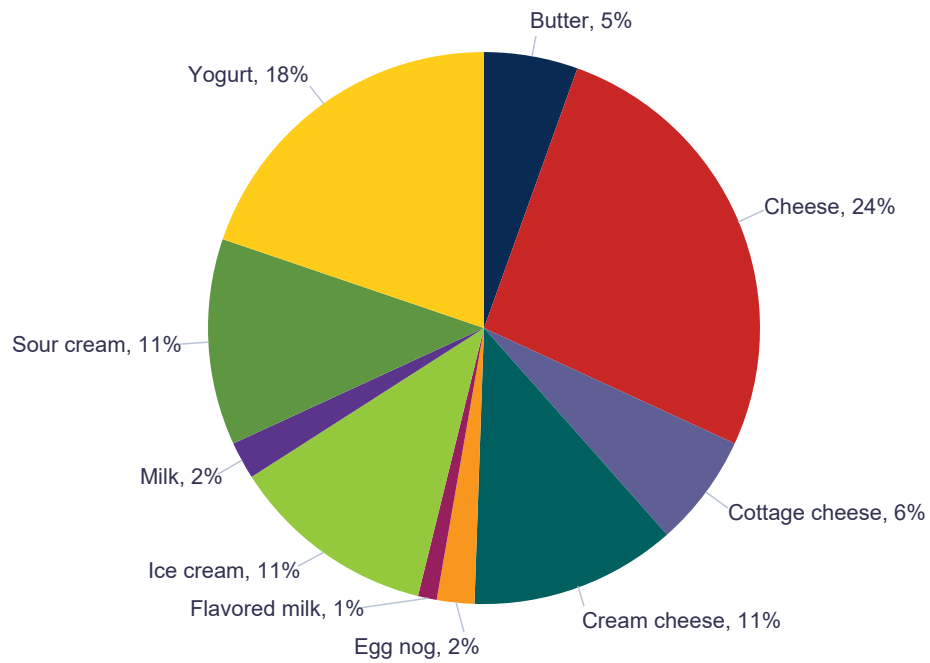
Conventional cheese ad numbers decreased 16 percent, but no ads were reported for organic cheese this week. The weighted average advertised price for conventional 8 ounce block cheese is \$1.92, while conventional 8 ounce shred cheese price is \$2.14.

Total conventional yogurt ads increased 26 percent, while organic yogurt ad numbers decreased 84 percent. The weighted average advertised price for organic Greek yogurt in 4-6 ounce containers is \$1.29, while conventional Greek yogurt in 4-6 ounce containers averaged \$.99, resulting in an organic premium of 30 cents.

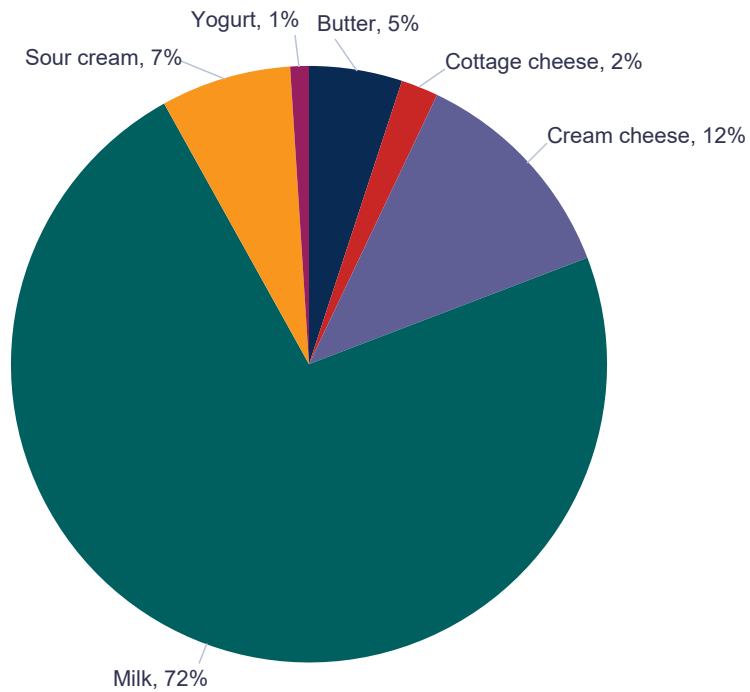
Top 5 Commodities Featured This Week



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 #	3569	3.31	9121	3.09	3409	3.13
Cheese	Natural Varieties	8 oz block	8040	1.92	8564	2.19	10633	2.17
Cheese	Natural Varieties	1 # block	2005	3.81	1543	3.54	804	3.85
Cheese	Natural Varieties	2 # block	545	5.53	1374	6.38	2445	5.84
Cheese	Natural Varieties	8 oz shred	5347	2.14	8408	2.07	10161	2.12
Cheese	Natural Varieties	1 # shred	1221	3.77	207	3.64	911	3.81
Cottage cheese		16 oz	4617	1.93	5161	1.99	3454	1.73
Cream cheese		8 oz	8063	2.04	12426	1.67	9450	1.57
Egg nog		quart	308	3.23	129	2.99	300	2.82
Egg nog		half gallon	1513	3.87	2580	3.66	1152	3.86
Flavored milk	All fat tests	half gallon	504	2.25	180	2.00	1303	2.45
Flavored milk	All fat tests	gallon	107	3.99	105	1.99	327	2.80
Ice cream		48-64oz	8159	3.02	8800	2.96	10558	3.03
Milk	All fat tests	half gallon	766	1.18	406	2.60	264	2.27
Milk	All fat tests	gallon	587	2.43	1304	2.61	773	3.22
Sour cream		16 oz	7982	1.68	10760	1.80	9728	1.73
Yogurt	Greek	4-6 oz	8004	.99	5309	1.00	6721	.95
Yogurt	Greek	32 oz	1564	4.66	2509	4.12	926	4.28
Yogurt	Yogurt	4-6 oz	3062	.52	2449	.52	5340	.49
Yogurt	Yogurt	32 oz	742	2.40	305	2.22	2419	2.50

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 #	2.39-4.99	1921	3.38				2.67-2.74	478	2.69
Cheese	Natural Varieties	8 oz block	1.77-3.00	2336	2.14	1.23-2.50	2809	1.75	1.88-2.99	947	2.31
Cheese	Natural Varieties	1 # block	2.50-3.99	843	3.45	3.00-3.99	428	3.54	3.99	107	3.99
Cheese	Natural Varieties	2 # block				4.99	114	4.99	4.99	98	4.99
Cheese	Natural Varieties	8 oz shred	1.99-2.19	1448	2.01	1.88-2.99	1886	2.12	1.88-2.99	770	2.15
Cheese	Natural Varieties	1 # shred	2.99-3.99	342	3.78	3.00-3.99	428	3.54	3.99	107	3.99
Cottage cheese		16 oz	1.25-2.00	1339	1.82	1.98-2.00	2272	2.00			
Cream cheese		8 oz	0.75-2.99	2515	1.71	1.67-3.00	3595	2.52	0.99-2.00	577	1.46
Egg nog		quart	2.99-3.49	308	3.23						
Egg nog		half gallon	3.99-5.99	190	5.23				2.99-3.99	383	3.30
Flavored milk	All fat tests	half gallon	2.00	100	2.00	2.50	214	2.50	2.00	116	2.00
Flavored milk	All fat tests	gallon							3.99	107	3.99
Ice cream		48-64oz	1.88-3.99	3298	2.89	2.50-5.99	2215	2.98	2.50-3.99	1397	3.09
Milk	All fat tests	half gallon	0.99	118	.99	0.79	114	.79	0.77	362	.77
Milk	All fat tests	gallon	3.99	137	3.99				1.99	106	1.99

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
Sour cream		16 oz	1.29-2.00	2250	1.64	1.28-2.00	2527	1.91	0.88-1.29	1002	1.19
Yogurt	Greek	4-6 oz	0.69-1.25	2040	1.00	0.80-1.00	2451	.94	0.99-1.00	836	1.00
Yogurt	Greek	32 oz	3.99-5.49	981	4.90						
Yogurt	Yogurt	4-6 oz	0.49-0.60	1035	.52	0.40-0.50	1094	.49	0.66	180	.66
Yogurt	Yogurt	32 oz	1.50-2.69	323	2.35	2.49	64	2.49	2.50	180	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 #	3.29-3.99	314	3.72	2.69-2.99	427	2.76	2.67-3.99	358	3.74
Cheese	Natural Varieties	8 oz block	1.23-1.99	1598	1.45	2.50	120	2.50	2.50	121	2.50
Cheese	Natural Varieties	1 # block	3.99-5.49	224	4.75	4.99	114	4.99	3.99	289	3.99
Cheese	Natural Varieties	2 # block	4.99	78	4.99	4.99	167	4.99			
Cheese	Natural Varieties	8 oz shred	1.49-1.98	601	1.74	2.09	137	2.09	2.50-3.50	471	3.11
Cheese	Natural Varieties	1 # shred	3.99	55	3.99				3.99	289	3.99
Cottage cheese		16 oz	2.00-2.50	362	2.26	1.49	294	1.49	1.99-2.00	350	1.99
Cream cheese		8 oz	1.19-1.99	910	1.50	1.49-2.50	421	1.81			
Egg nog		half gallon	2.99	78	2.99	3.09-3.99	251	3.50	3.79-4.49	578	4.14
Flavored milk	All fat tests	half gallon	2.29	74	2.29						
Ice cream		48-64oz	1.99-4.78	676	3.45	1.99-3.50	423	2.85	3.99	61	3.99
Milk	All fat tests	half gallon	1.89	133	1.89						
Milk	All fat tests	gallon	1.77	213	1.77	2.09	120	2.09			
Sour cream		16 oz	1.25-2.00	1349	1.64	1.25-1.49	401	1.43	1.25-1.99	358	1.85
Yogurt	Greek	4-6 oz	0.88-1.00	1210	.98	0.99	604	.99	0.99-1.25	774	1.11
Yogurt	Greek	32 oz				4.99	294	4.99	3.50	289	3.50
Yogurt	Yogurt	4-6 oz	0.49-0.50	374	.50	0.49	90	.49	0.60	289	.60
Yogurt	Yogurt	32 oz	2.29	114	2.29				2.50	61	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 #	3.50-5.97	44	4.56	4.99	27	4.99
Cheese	Natural Varieties	8 oz block	3.50	21	3.50	3.00-4.49	88	3.91
Cheese	Natural Varieties	2 # block	7.49-10.99	61	9.39	5.99	27	5.99
Cheese	Natural Varieties	8 oz shred				3.00	34	3.00
Cream cheese		8 oz	2.79	11	2.79	2.00	34	2.00
Egg nog		half gallon	2.00-3.49	33	2.83			
Ice cream		48-64oz	6.99	28	6.99	2.98-3.25	61	3.13
Milk	All fat tests	half gallon	2.69-4.99	39	4.34			
Milk	All fat tests	gallon	3.79	11	3.79			
Sour cream		16 oz	1.67-3.50	61	2.61	2.00	34	2.00
Yogurt	Greek	4-6 oz	1.67	28	1.67	0.99-1.25	61	1.13

Wtd Avg - Simple weighted average



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 #	214	5.39	103	6.31	379	4.94
Cottage cheese		16 oz	78	2.79	161	3.99		
Cream cheese		8 oz	489	2.38	214	2.50		
Egg nog		quart			34	6.99		
Ice cream		48-64oz					72	4.99
Milk	All fat tests	half gallon	2514	3.88	790	4.57	2111	3.20
Milk	All fat tests	gallon	325	4.99	275	5.21	80	5.99
Sour cream		16 oz	289	2.19	161	2.99	185	2.16
Yogurt	Greek	4-6 oz	53	1.29				
Yogurt	Yogurt	32 oz			338	3.17	588	2.99

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 #				5.39	214	5.39			
Milk	All fat tests	half gallon	2.99-4.99	703	3.53	3.50-4.49	1625	4.03	3.99	69	3.99
Milk	All fat tests	gallon	3.99-5.99	314	4.93						
Yogurt	Greek	4-6 oz				1.29	53	1.29			

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
Cottage cheese		16 oz	2.79	78	2.79						
Cream cheese		8 oz				2.50	200	2.50	2.29	289	2.29
Milk	All fat tests	half gallon				3.89	117	3.89			
Sour cream		16 oz							2.19	289	2.19

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
Milk	All fat tests	gallon	6.69	11	6.69			

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