



Dairy Market News Branch

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Advertised Prices for Dairy Products at Major Retail Supermarket Outlets ending during the period of 12/14/2018 to 12/20/2018

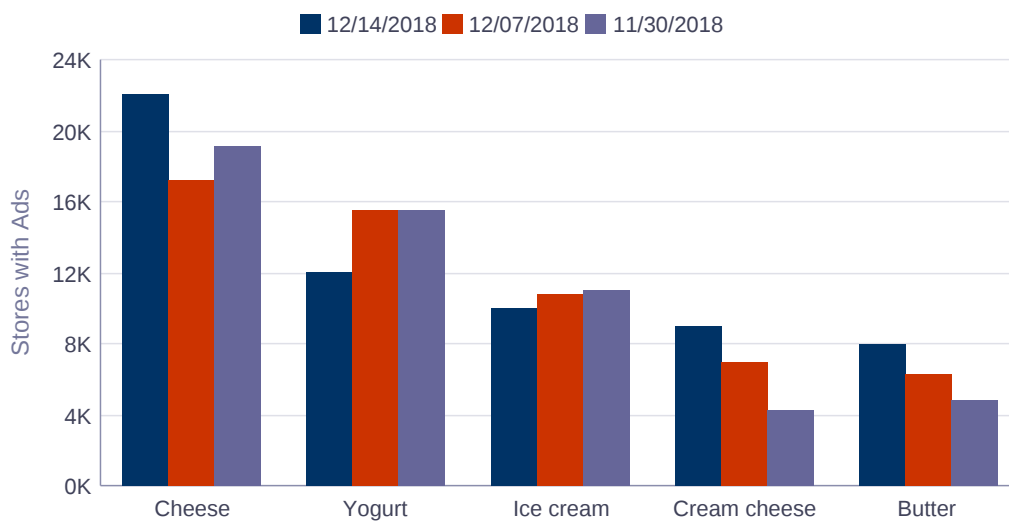
The winter holidays are upon us. Week over week, the total number of conventional and organic dairy advertisements increased 13 and 12 percent, respectively. Conceivably, conventional half gallon egg nog ad numbers saw the largest gain, over 400 percent from last week. Organic butter ad numbers posted the largest decline from last week, at 71 percent. Ad numbers for conventional flavored milk in gallon containers also posted a large differential week over week, a 157 percent increase.

Conventional milk ad numbers increased 16 percent, while organic milk ad numbers increased 36 percent. The national weighted average advertised price for conventional milk half gallons is \$2.82, compared to \$3.76 for organic milk half gallons, an organic price premium of \$.94.

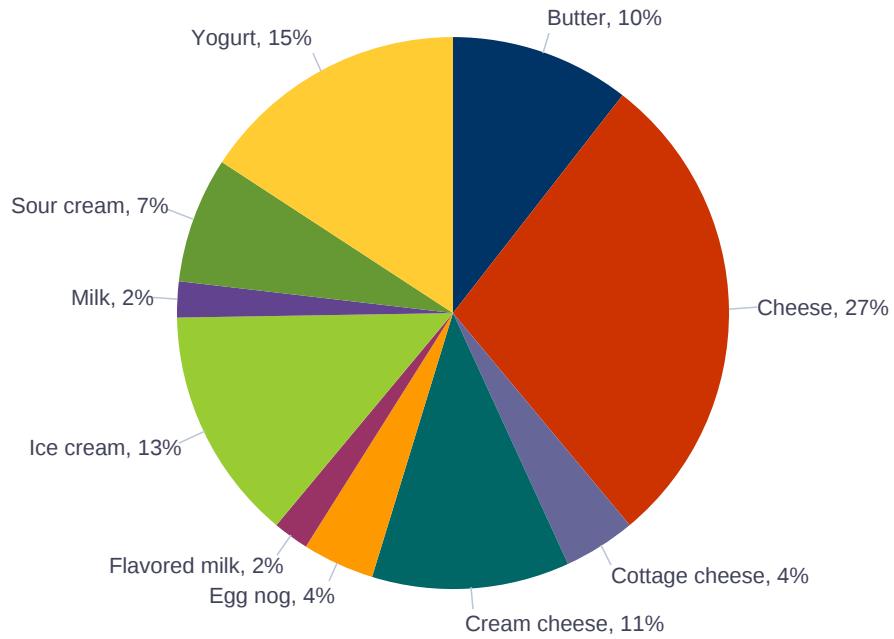
Conventional cheese ad numbers increased 30 percent, while organic cheese ad numbers decreased 53 percent. The weighted average price for conventional 8 oz block cheese is \$2.06. The weighted average price for organic 8 oz block cheese is \$4.99, an organic premium of \$2.93.

Total conventional yogurt ads decreased 19 percent and organic yogurt ads decreased 84 percent. Conventional plain yogurt in 4-6 oz containers averaged \$0.50, while Greek yogurt in 4-6 oz containers is \$.98. This week, yogurt ad numbers for every selected size in both conventional and organic sectors decreased from last week.

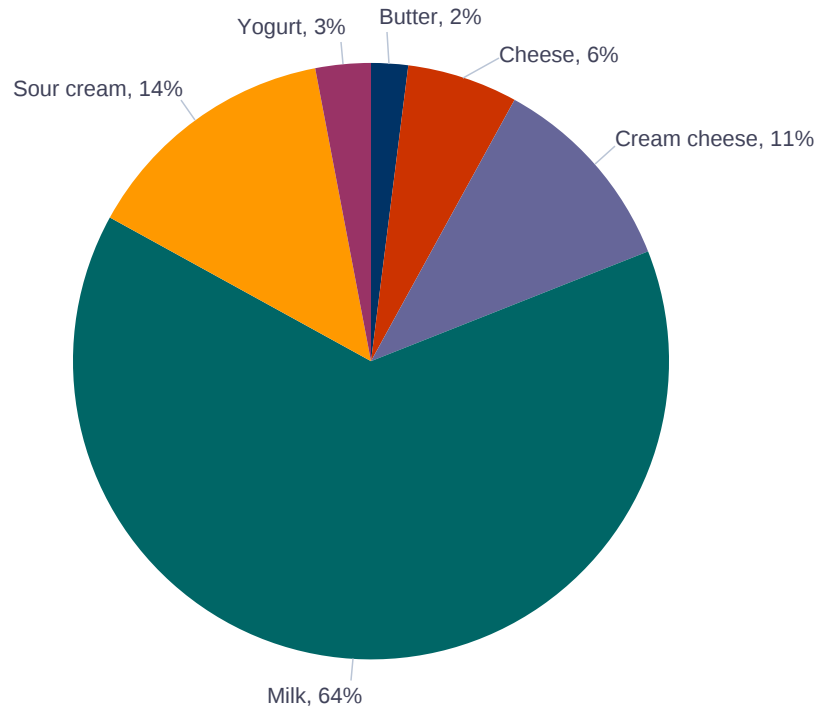
Top 5 Commodities Featured This Week



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 #	7938	3.02	6113	3.31	9784	3.22
Cheese	Natural Varieties	8 oz block	7753	2.06	4923	2.09	10872	2.13
Cheese	Natural Varieties	1 # block	3111	4.17	2593	3.51	2092	4.15
Cheese	Natural Varieties	2 # block	562	7.02	1365	5.61	1112	6.49
Cheese	Natural Varieties	8 oz shred	8997	2.13	6306	2.15	10378	2.14
Cheese	Natural Varieties	1 # shred	1333	4.53	1530	3.04	1236	4.48
Cottage cheese		16 oz	3066	2.00	2259	2.10	2927	1.99
Cream cheese		8 oz	8559	1.64	6991	1.92	9169	1.68
Egg nog		quart	1742	2.77	2367	2.60	436	3.50
Egg nog		half gallon	1710	3.75	323	4.81	3015	3.66
Flavored milk	All fat tests	half gallon	546	2.90	414	2.09	884	2.82
Flavored milk	All fat tests	gallon	820	3.19	319	3.33	125	2.08
Ice cream		48-64oz	9966	2.84	10740	2.95	11783	3.28
Milk	All fat tests	half gallon	606	2.82	729	2.33	1191	2.31
Milk	All fat tests	gallon	907	3.05	580	3.25	1344	2.52
Sour cream		16 oz	5643	1.73	4259	1.73	9652	1.76
Yogurt	Greek	4-6 oz	6752	.98	7441	.96	9810	.99
Yogurt	Greek	32 oz	1139	4.34	1885	4.47	2122	4.59
Yogurt	Yogurt	4-6 oz	3435	.50	4583	.49	2232	.55
Yogurt	Yogurt	32 oz	602	2.62	846	2.68	764	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 #	1.99-3.99	1626	2.93	1.99-5.49	2633	2.90	1.99-3.99	766	2.96
Cheese	Natural Varieties	8 oz block	1.77-3.50	1537	2.20	1.50-3.00	3365	2.21	0.99-2.50	1382	1.62
Cheese	Natural Varieties	1 # block	2.99-4.99	856	3.81	2.99-4.99	860	4.74	2.49	98	2.49
Cheese	Natural Varieties	8 oz shred	1.88-3.00	1538	2.26	1.50-3.39	2954	2.16	0.99-2.50	1866	1.67
Cheese	Natural Varieties	1 # shred				2.99-4.99	861	4.80	4.99	69	4.99
Cottage cheese		16 oz	1.67-2.99	682	2.03	1.98-2.50	1420	2.15	1.25-1.50	479	1.34
Cream cheese		8 oz	0.69-2.99	1978	1.66	0.69-2.50	3619	1.62	0.98-1.69	554	1.49
Egg nog		quart	3.99	279	3.99	2.50	1086	2.50	2.99	107	2.99
Egg nog		half gallon	4.99	59	4.99				2.99-3.99	550	3.09
Flavored milk	All fat tests	half gallon	3.49	118	3.49	2.49-2.99	428	2.74			
Flavored milk	All fat tests	gallon	2.99	100	2.99	3.99	214	3.99	2.99	296	2.99
Ice cream		48-64oz	1.88-3.50	2174	2.61	2.00-3.00	3650	2.66	2.50-3.98	848	3.07
Milk	All fat tests	half gallon				2.50-2.99	328	2.67	2.99	137	2.99
Milk	All fat tests	gallon	2.99-3.99	219	3.66				2.50	53	2.50
Sour cream		16 oz	1.50-2.00	2124	1.75	1.25-2.00	1250	1.83	0.98-2.00	1078	1.43

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	4-6 oz	0.75-1.00	1900	.96	0.99-1.00	2064	1.00	0.69-1.00	1073	.94
Yogurt	Greek	32 oz	3.50-4.49	366	3.94				3.50-3.99	296	3.80
Yogurt	Yogurt	4-6 oz	0.20-0.60	896	.49	0.50	453	.50	0.50	796	.50
Yogurt	Yogurt	32 oz	2.00-3.99	190	3.24				1.99	213	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 #	1.99-3.99	811	3.16	2.49-2.99	1016	2.91	1.99-3.99	1023	3.43
Cheese	Natural Varieties	8 oz block	0.99-3.00	652	1.86	1.79-3.00	733	2.07	2.00	60	2.00
Cheese	Natural Varieties	1 # block	3.49-5.49	283	4.39	2.90-4.99	980	4.07			
Cheese	Natural Varieties	2 # block	6.99	118	6.99	5.99	116	5.99	6.99	289	6.99
Cheese	Natural Varieties	8 oz shred	1.66-2.00	792	1.91	1.67-3.00	817	2.35	0.99-3.50	985	2.66
Cheese	Natural Varieties	1 # shred	3.49	114	3.49				3.99	289	3.99
Cottage cheese		16 oz	2.00-2.50	169	2.34				1.99	289	1.99
Cream cheese		8 oz	0.69-2.50	993	1.57	1.49-2.50	796	1.81	1.50-1.69	560	1.64
Egg nog		quart				2.50	246	2.50			
Egg nog		half gallon	2.99-3.99	319	3.47	3.49-3.99	176	3.81	3.79-4.49	578	4.14
Flavored milk	All fat tests	gallon							2.50-2.99	210	2.75
Ice cream		48-64oz	2.50-4.99	1581	3.25	2.48-5.99	1358	3.11	1.99-2.97	304	2.59
Milk	All fat tests	half gallon	2.99	141	2.99						
Milk	All fat tests	gallon	2.99-3.59	311	3.30	1.99	114	1.99	2.50-2.99	210	2.75
Sour cream		16 oz	1.25-2.00	706	1.82	1.99	246	1.99	1.25-2.00	166	1.53
Yogurt	Greek	4-6 oz	0.99-1.00	405	.99	0.88-1.00	431	.97	0.80-1.25	879	1.06
Yogurt	Greek	32 oz	5.00	55	5.00	4.99	422	4.99			
Yogurt	Yogurt	4-6 oz	0.40-0.50	419	.49	0.49	331	.49	0.39-0.60	540	.54
Yogurt	Yogurt	32 oz	2.29	114	2.29				2.99	61	2.99

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
Butter		1 #	3.99-5.29	39	4.92	3.25	24	3.25
Cheese	Natural Varieties	8 oz block				2.50	24	2.50
Cheese	Natural Varieties	1 # block				5.29	34	5.29
Cheese	Natural Varieties	2 # block	8.79-10.99	39	10.37			
Cheese	Natural Varieties	8 oz shred	2.99	11	2.99	2.50	34	2.50
Cottage cheese		16 oz				2.99	27	2.99
Cream cheese		8 oz	1.79	11	1.79	1.00-2.50	48	1.75
Egg nog		quart				2.50	24	2.50
Egg nog		half gallon	8.99	28	8.99			
Ice cream		48-64oz				2.98-4.25	51	3.58
Sour cream		16 oz	1.88-2.69	22	2.29	2.50-2.99	51	2.76

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
Yogurt	Yogurt	32 oz				3.99	24	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 #	62	5.99	214	5.39	513	4.75
Cheese	Natural Varieties	8 oz block	234	4.99				
Cheese	Natural Varieties	1 # block			117	5.99		
Cheese	Natural Varieties	8 oz shred			381	3.43		
Cream cheese		8 oz	426	2.52			637	2.40
Egg nog		quart			34	7.19		
Ice cream		48-64oz			117	5.99	105	5.99
Milk	All fat tests	half gallon	2067	3.76	1518	3.71	761	3.87
Milk	All fat tests	gallon	167	3.99	229	4.80	729	6.29
Milk	All fat tests	8 oz UHT	147	1.25			388	1.09
Sour cream		16 oz	503	2.32			352	2.30
Yogurt	Yogurt	4-6 oz			441	1.00	528	1.09
Yogurt	Yogurt	32 oz	118	3.99	282	4.23	250	2.50

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
Milk	All fat tests	half gallon	3.99-4.99	122	4.48	3.50-4.49	710	3.94	2.99-3.99	446	3.47
Milk	All fat tests	gallon	3.99	167	3.99						
Milk	All fat tests	8 oz UHT	1.25	147	1.25						
Sour cream		16 oz				2.50	214	2.50			
Yogurt	Yogurt	32 oz	3.99	118	3.99						



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 #				5.99	62	5.99			
Cheese	Natural Varieties	8 oz block				3.99-5.99	234	4.99			
Cream cheese		8 oz				3.00	137	3.00	2.29	289	2.29
Milk	All fat tests	half gallon	3.50	72	3.50	3.00-3.99	578	3.70	2.50	105	2.50
Sour cream		16 oz							2.19	289	2.19

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				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