Agricultural Marketing Service

Dairy Market News Branch

National Retail Report-Dairy

Websites: http://www.marketnews.usda.gov/mnp/da-home **and** http://www.ams.usda.gov/mnreports/dybretail.pdf

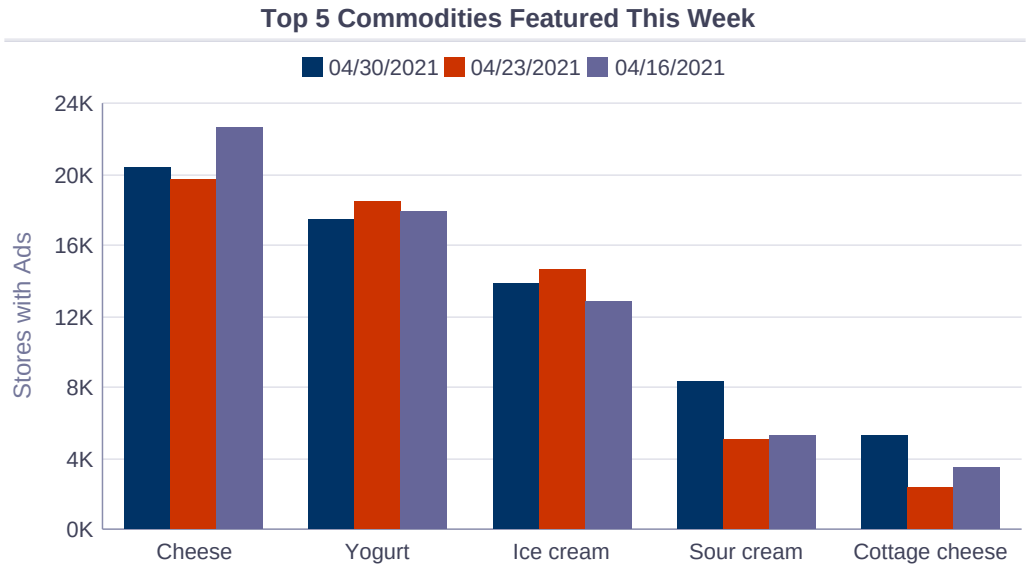
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Advertised Prices for Dairy Products at Major Retail Supermarket Outlets ending during the period of 04/30/2021 to 05/06/2021

Dairy retail advertisement totals increased 2 percent in the conventional sector, and organic dairy ad totals increased 13 percent this reporting week. Conventional ice cream, in 48-64 oz containers, was the most advertised dairy item this week, with an average price of $3.23, up 18 cents from last week. Organic milk, in half gallon containers, was the most advertised organic item. In half gallon containers, the weighted average price of conventional milk was $2.19, compared to $4.10 for organic milk, an organic premium of $1.91.

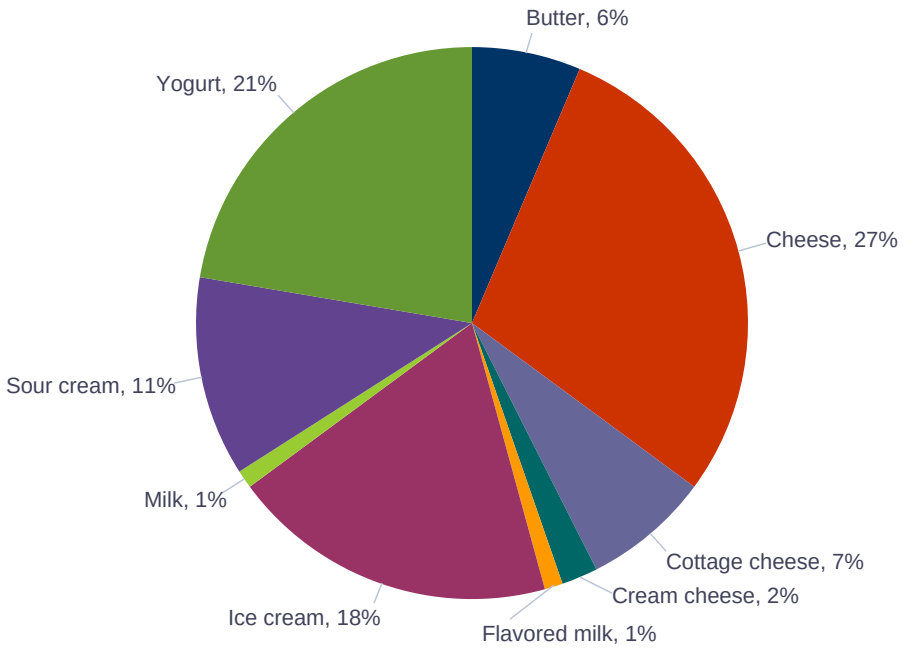
Conventional cheese, in 8 oz blocks, increased 16 percent in retail advertisements. The weighted average price of conventional 8 oz block cheese is $2.67, compared to $2.48 last week. Conventional cheese ad numbers, for 8 oz shred packaging, decreased 9 percent. The weighted average price of conventional 8 oz shred cheese is $2.54, up 16 cents compared to last week.

Conventional yogurt, in 32 oz containers, decreased 16 percent in retail advertisements, however the weighted average price of $3.06, is up 74 cents compared to last week. The weighted average price for organic yogurt in 32 oz containers is $3.25, an organic premium of $0.19.

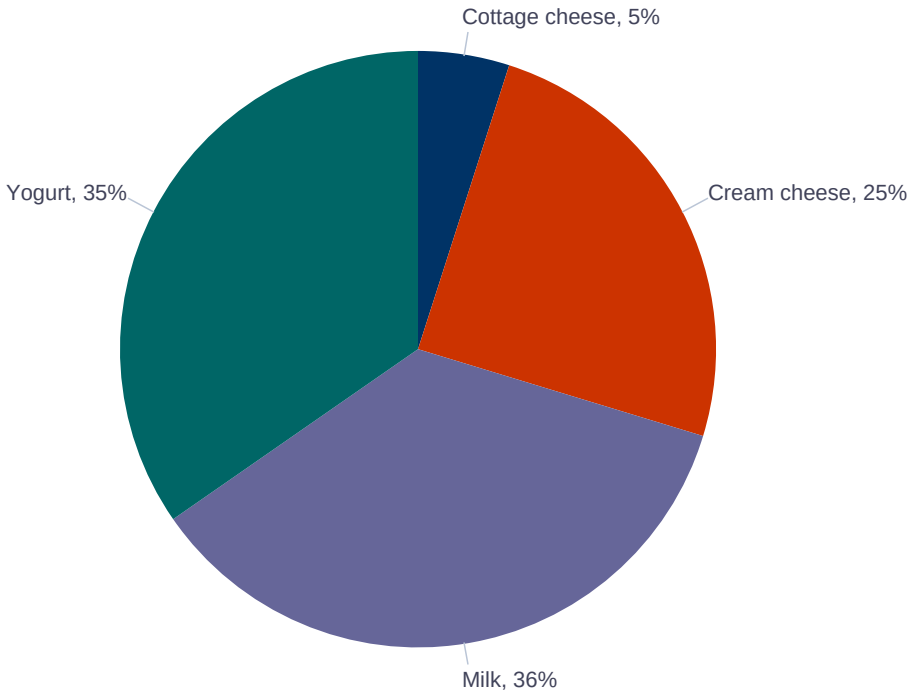


1 -- Dairy Market News surveys nearly 150 retailers, comprising over 23,000 individual stores, with online weekly advertised features.

Percentage of Total Conventional Ads by Commodity



Percentage of Total Organic Ads by Commodity



Wtd Avg - Simple weighted average

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 #	4482	3.37	5926	2.88	1228	3.15
Cheese	Natural Varieties	8 oz block	7606	2.67	6566	2.48	4675	2.43
Cheese	Natural Varieties	1 # block	753	4.33	272	3.74	563	4.48
Cheese	Natural Varieties	2 # block	924	6.25	543	7.14	473	5.91
Cheese	Natural Varieties	8 oz shred	11056	2.54	12090	2.38	4622	2.45
Cheese	Natural Varieties	1 # shred	62	3.50	61	3.50	99	5.99
Cottage cheese		16 oz	5125	2.10	2420	2.17	1735	2.08
Cream cheese		8 oz	1861	1.82	3097	2.16	3187	2.04
Flavored milk	All fat tests	half gallon	214	2.50	730	1.22	285	1.94
Flavored milk	All fat tests	gallon	249	3.99	367	1.94	180	4.99
Ice cream		48-64oz	13830	3.23	14620	3.05	7667	3.11
Milk	All fat tests	half gallon	659	2.19	433	1.59	1743	1.93
Milk	All fat tests	gallon	165	2.56	489	2.40	367	2.90
Sour cream		16 oz	8345	1.84	5019	1.90	4376	1.60
Yogurt	Greek	4-6 oz	6965	.97	9396	.88	5771	.99
Yogurt	Greek	32 oz	3216	4.45	2620	4.64	234	4.25
Yogurt	Yogurt	4-6 oz	4805	.52	4400	.53	3344	.49
Yogurt	Yogurt	32 oz	871	3.06	1035	2.32	626	2.29

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 #	2.50-4.49	1517	3.05	2.49-3.50	1391	3.45	3.49	458	3.49
Cheese	Natural Varieties	8 oz block	1.67-3.50	1805	2.41	2.00-3.50	3536	2.80	1.67-3.50	1099	2.57
Cheese	Natural Varieties	1 # block	3.99	233	3.99	3.99	214	3.99			
Cheese	Natural Varieties	2 # block	5.99	84	5.99						
Cheese	Natural Varieties	8 oz shred	1.88-3.50	2677	2.50	1.67-3.50	4066	2.55	1.67-3.50	1826	2.53
Cottage cheese		16 oz	1.79-2.99	1752	2.16	1.49-2.50	2567	2.08	1.49-2.49	278	2.14
Cream cheese		8 oz	1.29-2.00	1203	1.84				1.59	69	1.59
Flavored milk	All fat tests	half gallon				2.50	214	2.50			
Flavored milk	All fat tests	gallon							3.99	249	3.99
Ice cream		48-64oz	1.99-4.00	3762	3.02	1.99-5.99	3602	3.58	1.99-4.99	2968	3.00
Milk	All fat tests	half gallon	2.89	221	2.89						
Sour cream		16 oz	1.50-2.00	2465	1.89	1.29-2.00	2788	1.83	0.99-2.39	1359	1.70
Yogurt	Greek	4-6 oz	0.80-1.25	2273	.99	0.80-1.25	1512	.97	0.80-1.00	1167	.90
Yogurt	Greek	32 oz	3.99-4.99	672	4.44	3.99-5.00	1118	4.54	3.98-5.00	357	4.69
Yogurt	Yogurt	4-6 oz	0.40-0.69	1329	.56	0.49-1.00	644	.55	0.29-0.60	1256	.48
Yogurt	Yogurt	32 oz	2.49-3.49	632	3.05				1.99	106	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
Butter		1 #	2.98-3.49	271	3.13	3.49-4.99	451	4.39	2.49-3.50	394	3.23
Cheese	Natural Varieties	8 oz block	1.66-3.50	869	2.57	1.99-3.69	262	3.24			
Cheese	Natural Varieties	1 # block				3.50-6.49	306	4.84			
Cheese	Natural Varieties	2 # block	5.99	80	5.99	5.99-6.99	643	6.25	5.99	69	5.99
Cheese	Natural Varieties	8 oz shred	1.66-3.50	1146	2.59	1.67-3.69	1245	2.59	1.50	61	1.50
Cheese	Natural Varieties	1 # shred				3.50	62	3.50			
Cottage cheese		16 oz	1.49-2.29	254	1.98	2.49	169	2.49	1.00	105	1.00
Cream cheese		8 oz	1.79-1.99	195	1.91				1.67-1.99	394	1.76
Ice cream		48-64oz	1.99-4.49	1274	3.50	1.97-3.99	1450	2.95	1.99-3.99	752	3.56
Milk	All fat tests	half gallon	1.78-1.99	438	1.84						
Milk	All fat tests	gallon	3.55	60	3.55				1.99	105	1.99
Sour cream		16 oz	1.49-2.29	634	1.82	1.99-2.00	547	1.99	1.00-2.19	524	1.75
Yogurt	Greek	4-6 oz	0.80-1.00	944	.98	0.80-1.25	832	.96	0.99	187	.99
Yogurt	Greek	32 oz	3.29-4.99	176	3.82	2.99-5.00	788	4.49	3.49	105	3.49
Yogurt	Yogurt	4-6 oz	0.49-0.50	253	.49	0.49-0.60	1296	.52			
Yogurt	Yogurt	32 oz	3.99	133	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
Cheese	Natural Varieties	8 oz block	2.50	11	2.50	3.00	24	3.00
Cheese	Natural Varieties	2 # block	6.99	21	6.99	7.99	27	7.99
Cheese	Natural Varieties	8 oz shred	2.50	11	2.50	3.00	24	3.00
Ice cream		48-64oz	2.99-3.50	22	3.25			
Sour cream		16 oz	3.99	28	3.99			
Yogurt	Greek	4-6 oz	0.80-2.00	50	1.52			
Yogurt	Yogurt	4-6 oz				0.60	27	.60

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 #			237	2.50	214	5.49
Cheese	Natural Varieties	8 oz shred			178	3.99		
Cottage cheese		16 oz	214	4.29				
Cream cheese		8 oz	1112	2.00			87	2.50

Wtd Avg - Simple weighted average

Milk	All fat tests	half gallon	1582	4.10	2576	3.92	1120	3.83
Milk	All fat tests	gallon					105	5.00
Milk	All fat tests	8 oz UHT					138	1.01
Yogurt	Greek	32 oz			389	5.57	214	3.00
Yogurt	Yogurt	4-6 oz			137	1.25		
Yogurt	Yogurt	32 oz	1541	3.25	429	3.41		

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
Cottage cheese		16 oz				4.29	214	4.29			
Cream cheese		8 oz	2.00	110	2.00	2.00	1002	2.00			
Milk	All fat tests	half gallon	3.99-4.99	569	4.35	3.99	214	3.99	4.46-4.98	360	4.72
Yogurt	Yogurt	32 oz	2.99-4.29	478	3.75	2.99-3.50	1063	3.02			

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
Milk	All fat tests	half gallon				3.00-3.49	439	3.31			

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

Wtd Avg - Simple weighted average