



Dairy Market News Branch

Agricultural
Marketing
Service

National Retail Report-Dairy

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

Volume 89- Number 20

Issued Weekly

Friday, May 20, 2022

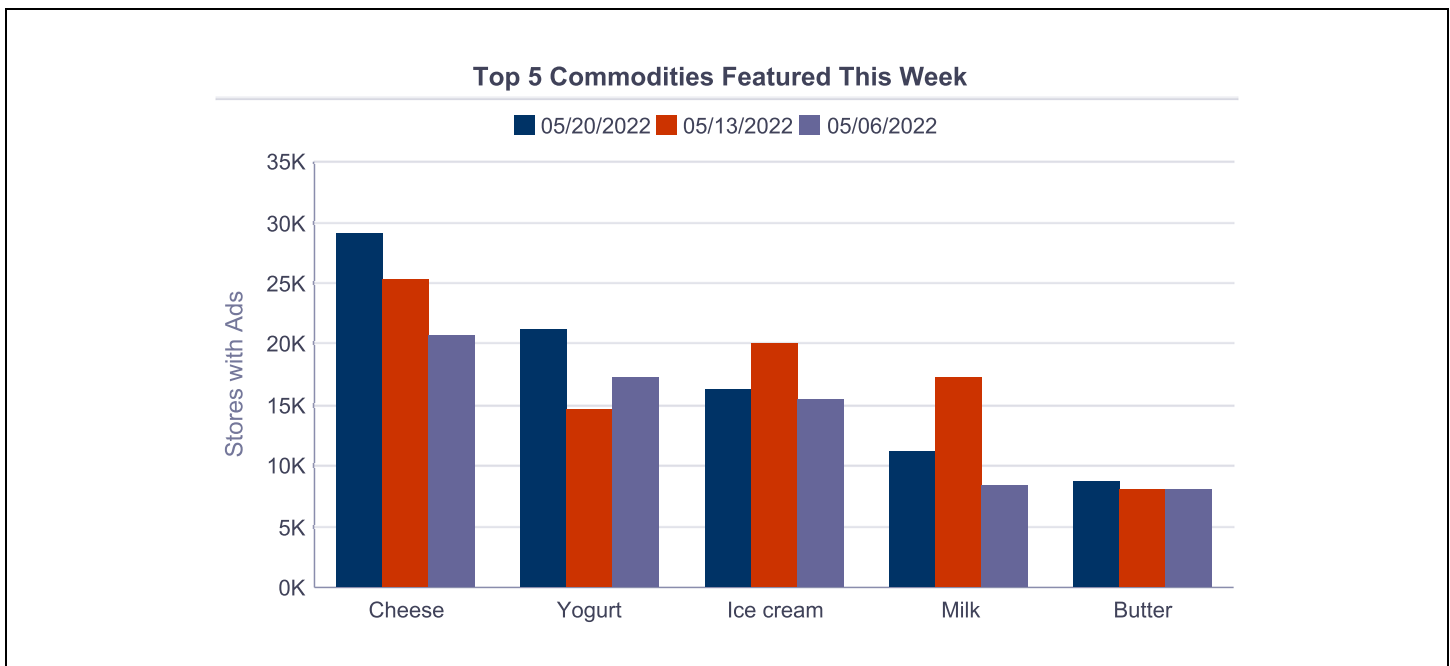
Advertised Prices for Dairy Products at Major Retail Supermarket Outlets ending during the period of 05/20/2022 to 05/26/2022

Total conventional dairy ads increased by 6 percent from last week, while organic ads fell by 54 percent. Conventional ice cream in 48-64 ounce containers remained the most advertised dairy item, despite appearing in 19 percent less ads. The national weighted average advertised price for this product was down \$0.10 to \$3.22

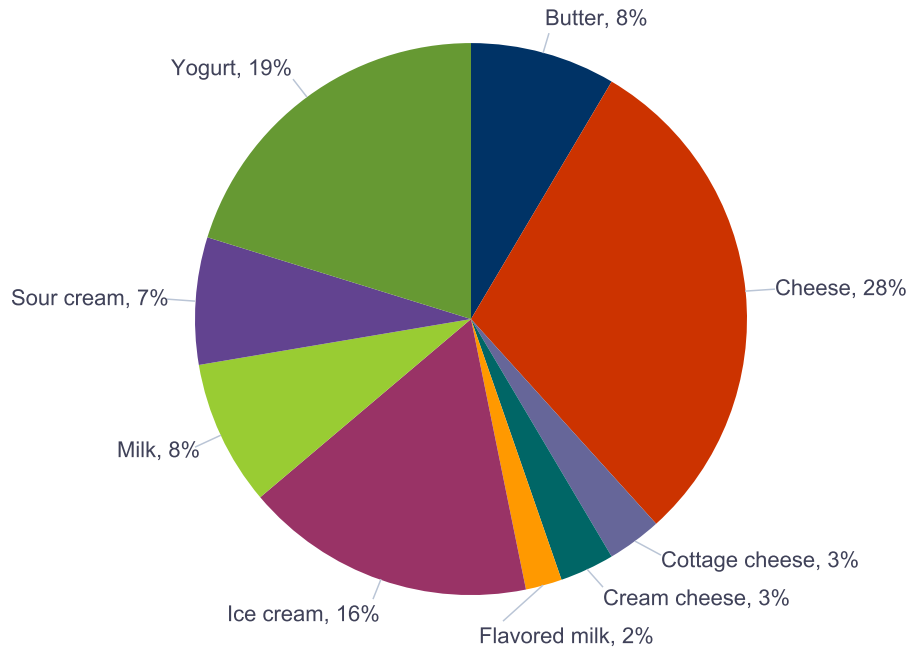
Yogurt ads were up by 42 percent for conventional and up 236 percent for organic. The most advertised conventional yogurt item, Greek yogurt in 4 to 6-ounce containers, carried a weighted average advertised price that was up by \$0.06, to \$1.01. Organic yogurt in 32-ounce containers was the most advertised organic yogurt product, after being absent from last week's report.

Conventional cheese advertisements grew by 15 percent this period, while no organic cheese advertisements were present. Conventional 8-ounce shred cheese was the most advertised cheese item, appearing in 3 percent more ads than in week 19. Conventional 8-ounce shred cheese had a weighted average advertised price that was \$0.04 lower this week at \$2.51.

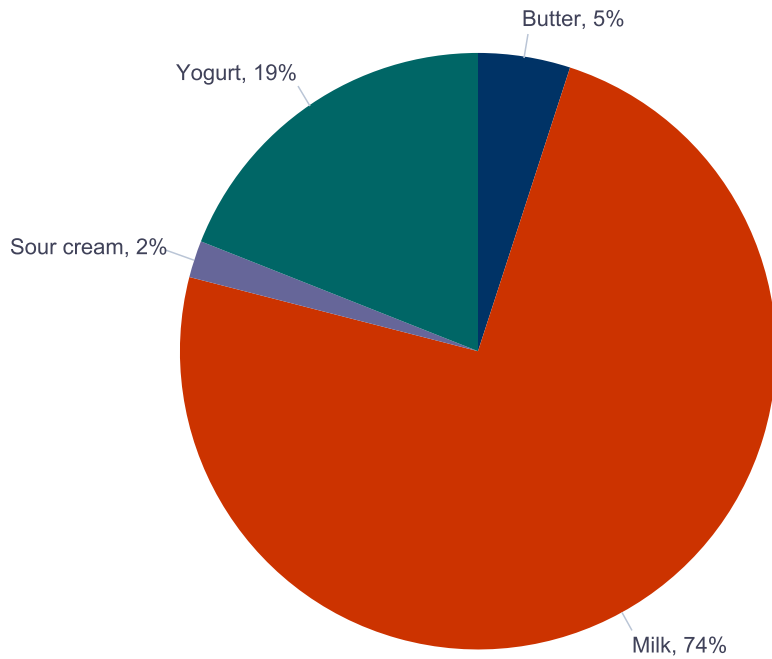
The number of conventional milk ads slid 7 percent lower. Organic milk ads numbers fell by 64 percent. Both organic and conventional half gallon containers of milk were the most advertised milk items this week. Conventional half gallon milk had a weighted average advertised price of \$2.76, while organic half gallons were \$4.34. This results in an organic price premium of \$1.58.



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 #	8447	4.36	7767	3.95	2147	3.05
Cheese	Natural Varieties	8 oz block	10765	2.46	7573	2.50	8418	2.51
Cheese	Natural Varieties	1 # block	404	3.52	386	4.70	488	4.15
Cheese	Natural Varieties	2 # block	1256	7.01	2501	6.72	169	9.99
Cheese	Natural Varieties	8 oz shred	13495	2.51	13073	2.55	11547	2.49
Cheese	Natural Varieties	1 # shred	3173	4.24	1767	4.26	353	2.99
Cottage cheese		16 oz	3593	2.35	4753	2.27	3315	1.76
Cream cheese		8 oz	3466	1.90	1958	2.29	3308	1.64
Flavored milk	All fat tests	half gallon	1492	2.27	1584	2.67	453	2.07
Flavored milk	All fat tests	gallon	790	3.72	1209	3.53		
Ice cream		48-64oz	16278	3.22	19995	3.32	16845	3.24
Milk	All fat tests	half gallon	4538	2.76	3458	2.26	280	2.31
Milk	All fat tests	gallon	3548	3.94	5255	3.40	294	2.64
Sour cream		16 oz	7162	1.92	7905	1.96	8085	1.69
Yogurt	Greek	4-6 oz	7846	1.01	5244	.95	6394	.97
Yogurt	Greek	32 oz	3180	4.13	2303	3.85	1821	4.49
Yogurt	Yogurt	4-6 oz	6338	.56	4644	.57	4925	.47
Yogurt	Yogurt	32 oz	2972	2.28	2171	2.15	690	2.63

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 #	2.99-5.99	3934	4.66	2.47-4.49	835	3.83	2.99-4.49	471	3.96
Cheese	Natural Varieties	8 oz block	1.48-3.00	2785	2.15	2.00-3.50	2668	2.53	1.99-3.50	2158	2.79
Cheese	Natural Varieties	1 # block	3.49-4.99	209	4.47	2.50	195	2.50			
Cheese	Natural Varieties	2 # block				6.49	120	6.49			
Cheese	Natural Varieties	8 oz shred	1.50-4.00	3425	2.40	2.00-4.00	3381	2.59	2.00-3.50	2178	2.50
Cheese	Natural Varieties	1 # shred	3.12-5.79	804	3.53	2.50-4.99	493	3.89	4.49-5.79	732	4.70
Cottage cheese		16 oz	2.00-3.50	1243	2.56	2.00-3.29	747	2.11	1.79-2.50	466	2.15
Cream cheese		8 oz	0.82-3.24	1640	1.67	2.50	508	2.50	1.99	396	1.99
Flavored milk	All fat tests	half gallon	2.68	316	2.68				2.29	106	2.29
Flavored milk	All fat tests	gallon	4.51	316	4.51						
Ice cream		48-64oz	2.49-3.99	3978	3.10	2.47-5.00	3563	3.13	2.50-3.99	3866	3.12
Milk	All fat tests	half gallon	2.26-2.68	1264	2.46				2.50	180	2.50
Milk	All fat tests	gallon	3.69-6.97	1580	4.65						
Sour cream		16 oz	1.32-2.50	3343	1.79	1.66-2.50	1036	1.99	1.99-2.19	640	2.03
Yogurt	Greek	4-6 oz	0.88-1.33	2271	1.11	0.75-1.00	774	.95	0.79-1.25	1529	1.00
Yogurt	Greek	32 oz	3.47-4.99	1834	4.37	3.99-4.00	563	3.99			

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
Yogurt	Yogurt	4-6 oz	0.55-0.67	2918	.59	0.44	564	.44	0.44-0.50	360	.47
Yogurt	Yogurt	32 oz	1.92-4.99	1730	2.37						

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 #	2.99-4.49	355	3.67	3.50-3.58	704	3.54	2.47-5.12	2124	4.51
Cheese	Natural Varieties	8 oz block	1.50-3.50	1257	2.36	1.86-3.50	1560	2.57	1.86-3.50	326	2.19
Cheese	Natural Varieties	2 # block	5.99-8.99	239	7.47	5.99-9.99	652	7.07	5.97-5.99	190	5.98
Cheese	Natural Varieties	8 oz shred	1.50-3.50	1283	2.37	1.66-3.50	2363	2.64	2.22-3.50	837	2.36
Cheese	Natural Varieties	1 # shred	4.49	219	4.49	3.98-5.99	795	4.72	3.98	130	3.98
Cottage cheese		16 oz	2.59	139	2.59	1.83-2.50	704	2.17	2.34	260	2.34
Cream cheese		8 oz				1.48-1.99	585	1.69	1.48-3.48	326	2.38
Flavored milk	All fat tests	half gallon	1.99	220	1.99	1.89-1.99	590	1.93	1.98-3.60	260	2.79
Flavored milk	All fat tests	gallon				3.15	344	3.15	3.30	130	3.30
Ice cream		48-64oz	2.50-6.99	2135	3.86	1.97-3.99	2115	2.98	1.97-3.50	524	3.13
Milk	All fat tests	half gallon	2.39-4.79	274	3.63	1.89-1.99	590	1.93	1.69-3.60	2135	2.99
Milk	All fat tests	gallon				2.50-3.98	659	3.15	2.47-3.96	1275	3.33
Sour cream		16 oz	1.79	210	1.79	1.49-2.50	1155	2.05	0.97-2.18	710	1.89
Yogurt	Greek	4-6 oz	1.00	556	1.00	0.64-1.25	2201	.94	0.79-1.00	415	.85
Yogurt	Greek	32 oz	3.99	55	3.99	3.47	344	3.47	2.97-3.47	329	3.37
Yogurt	Yogurt	4-6 oz	0.44-0.65	109	.54	0.50-0.69	544	.56	0.47-0.64	1815	.57
Yogurt	Yogurt	32 oz	2.50	121	2.50	1.92-2.50	704	2.22	1.92	390	1.92

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	24	3.50
Cheese	Natural Varieties	8 oz block	2.50	11	2.50			
Cheese	Natural Varieties	2 # block	10.99	28	10.99	6.99	27	6.99
Cheese	Natural Varieties	8 oz shred	5.79	28	5.79			
Cottage cheese		16 oz				5.49	34	5.49
Cream cheese		8 oz	2.49	11	2.49			
Ice cream		48-64oz	3.99-7.89	39	6.79	4.25-9.99	58	7.61
Milk	All fat tests	half gallon				2.99-6.29	95	4.99
Milk	All fat tests	gallon				8.99	34	8.99
Sour cream		16 oz				4.29-4.79	68	4.54
Yogurt	Greek	4-6 oz	1.25	32	1.25	1.79-2.29	68	2.04
Yogurt	Greek	32 oz	2.50	21	2.50	8.99	34	8.99
Yogurt	Yogurt	4-6 oz	1.00	28	1.00			
Yogurt	Yogurt	32 oz				2.50	27	2.50



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 #	221	6.49	281	7.02	221	5.99
Cheese	Natural Varieties	8 oz block					121	3.69
Cheese	Natural Varieties	8 oz shred					121	3.69
Cottage cheese		16 oz					214	4.29
Cream cheese		8 oz					559	2.56
Milk	All fat tests	half gallon	2143	4.34	6448	4.45	1963	4.36
Milk	All fat tests	gallon	895	5.87	2095	6.34	1723	4.98
Milk	All fat tests	8 oz UHT	34	2.39				
Sour cream		16 oz	68	6.34	68	5.99	169	2.49
Yogurt	Greek	4-6 oz	102	1.33				
Yogurt	Greek	32 oz			169	4.99	1508	4.52
Yogurt	Yogurt	4-6 oz			72	.89		
Yogurt	Yogurt	32 oz	707	3.98			209	4.48

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 #	6.49	221	6.49						
Milk	All fat tests	half gallon	4.18-4.99	674	4.61	3.19-4.79	508	4.13	4.79	237	4.79
Milk	All fat tests	gallon	5.98	316	5.98						
Yogurt	Greek	4-6 oz	1.33	102	1.33						
Yogurt	Yogurt	32 oz	3.50-4.00	476	3.92						

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	3.99	62	3.99	3.98-4.00	585	3.99	4.79	66	4.79
Milk	All fat tests	gallon				5.98	344	5.98	5.00-5.98	235	5.54
Yogurt	Yogurt	32 oz				3.79-4.99	231	4.11			

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	half gallon	4.99	11	4.99			
Milk	All fat tests	8 oz UHT				2.39	34	2.39
Sour cream		16 oz				6.29-6.39	68	6.34

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