



Organic Dairy Retail Overview

Agricultural Marketing Service
Dairy Market News

Report 4

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The total number of organic retail ads decreased by 4 percent in the week 4 retail ad survey. Despite appearing in 14 percent fewer ads than last week, milk was easily the most advertised organic dairy commodity this week. When comparing week 4 total organic dairy ads by commodity to week 3 total organic dairy ads by commodity, sour cream by far had the biggest percent increase.

The most advertised container size for organic milk this week was half gallon containers, despite total ads for half gallon containers of milk falling 19 percent from last week. Organic half gallon milk had a weighted average advertised price of \$5.06 this week, which represents an increase of 39 cents. With a weighted average advertised price of \$1.61 for conventional half gallon containers of milk for week 4, the organic premium for this item is \$3.45. The organic premium for this item showed an increase when comparing week 4 to week 3.

Yogurt was the second most heavily advertised organic dairy commodity. Total organic yogurt ads had a marginal increase this week compared to last week. Regular yogurt in 32-ounce containers was the most advertised organic yogurt product and appeared in 2 percent more ads than last week. The weighted average advertised price for this product increased 2 cents from last week to \$4.42. Organic Greek style yogurt had a weighted average advertised price of \$6.84 for a 32-ounce container, which represents a 1 cent decrease from week 3.

Organic cream cheese was the third most prevalently advertised organic commodity. In terms of total ads this item had no change from the prior week. Although organic butter ads had a 325 percent increase when comparing week 4 to week 3, this item was behind previously mentioned organic commodities and organic sour cream in terms of total organic ads by commodity. The weighted average advertised price for a 1-pound package of organic butter was \$7.57 for the week 4 survey.

Information for the period January 20 - 24, 2025, issued biweekly

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