



Organic Dairy Retail Overview

Agricultural Marketing Service
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Report 50

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The number of organic retail ads declined by 2 percent in the week 50 retail ad survey. The most advertised organic commodity in the week 50 retail survey was easily milk, despite appearing in 9 percent fewer ads this week. Yogurt, cream cheese, and butter were all close to each other in terms of claiming the second most advertised organic dairy retail commodity slot this week. Organic ice cream made no appearances in ads for week 50.

The most advertised organic dairy product in the week 50 retail survey was milk sold in half gallon containers. The number of ads for half gallon organic milk declined by 3 percent, and the weighted average advertised price was up 18 cents to \$5.05. The weighted average advertised price for conventional half gallon milk was \$2.15, making an organic premium of \$2.90.

Total organic yogurts ads decreased by 12 percent in week 50. More specifically, dairy ads for 32-ounce containers of organic regular yogurt appeared in 20 percent fewer ads compared to week 49, while 32-ounce containers of organic Greek yogurt had no change compared to week 49. Organic 32-ounce containers of conventional yogurt and Greek yogurt had weighted average advertised prices of \$4.56 and \$6.84, respectively. Conventional Greek yogurt in 32-ounce containers had a weighted average advertised price of \$4.33 for this week. The organic premium for this item was \$2.51.

Organic cream cheese was slightly ahead of organic butter in terms of total organic dairy ads in week 50 for the third most heavily advertised organic dairy commodity slot. However, in terms of percent change in ads from week 49, organic cream cheese ads increased by 3 percent, while organic butter ads increased by a much larger 577 percent. Based on the survey of dairy ads, organic cream cheese in 8-ounce containers had a weighted average advertised price of \$3.34 this week, which makes the organic premium for this item \$0.79. One-pound packages of organic butter had a weighted average advertised price of \$7.73 for week 50, compared to \$3.98 for the conventional version of the same package size, making an organic premium of \$3.75 for 1-pound packages of butter.

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ANDREW MATTHEIS, 608-422-8590
Email: andrew.mattheis@usda.gov

Additional Dairy Market News Information:

Dairy Market News (DMN) by Phone: (608)422-8587

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