**ORGANIC DAIRY FLUID OVERVIEW**

**Milk Product Sales.** AMS reports total organic milk products sales for July 2014, 205 million pounds, were up 8.3% from July last year and up 11.6% year to date compared with last year. Organic whole milk sales for July 2014, 61 million pounds, were up 18.5% compared with July last year and up 22.0% year to date compared with last year. Organic reduced fat milk sales for July, 65 million pounds, were up 18.5% compared with July last year and up 22.0% year to date compared with last year. Organic whole milk sales for July 2014, 61 million pounds, were up 11.6% year to date compared with last year. Sales for July 2014, 205 million pounds, were up 8.3% from July.

**Organic Dairy News.** Organic milk prices received are contracted and vary by producer, processor and region. Price reports from members of an organic milk producers’ association illustrate some variations. In Northern Vermont, the September organic milk pay price with premiums was $33.74. In Southern Vermont, there was a report of $34.48, including premiums. A report of producer pricing in southeast Pennsylvania was $35.11 plus a $.10 quality premium. Farm level pricing in the middle Atlantic region offers organic producers a $32.75 base, with an additional $2.50 for butterfat above 3.2%.

In the area spanning the Northeast to Middle Atlantic States, competition for organic producer’s milk is increasing. There are currently at least 9 other dairies currently looking for organic milk from new organic milk sources, in addition to the traditional national organic brands which have been contracting in the regions for a number of years.

**ORGANIC DAIRY RETAIL OVERVIEW**

**NATIONALLY ADVERTISED PRICE COMPARISON**

**Organic Dairy Overview.** There was little targeting of traditionally pre-Thanksgiving advertised conventional dairy products such as butter, sour cream, cream cheese or egg nog, in organic dairy ads this period. Organic milk ads led the organic dairy category but at the second lowest level since July. Organic cheese ad numbers are second, maintaining the relatively high level of recent periods compared with the 2014 bi-weekly average.

Advertising information presented is compiled from nearly 14,000 surveyed newspaper supermarket ads for the period November 17 to November 26, 2014, identifying weekly “specials” and containing organic dairy content. Surveyed ads reflect advertised “specials” and not the range of non-advertised supermarket cooler prices.

Complete results of this bi-weekly survey providing additional graphs, tables, and regional delineation, follow at the end of Dairy Market News, or can be accessed at: http://www.ams.usda.gov/AMSv1.0/DairyRetailReport

**Organic Milk Half Gallons.** The U.S. weighted average advertised price of organic milk half gallons is $3.63, down 3 cents from 2 weeks ago. One year ago the price was $3.68.

The lowest price is down 80 cents to $2.69, while the top of the price range is up 40 cents to $4.39. The lowest advertised price, $2.69, is in the South Central Region. The highest advertised price, $4.39, is found in the South Central, Southwest and Northwest.

**U.S. Advertised Organic Milk Half Gallon Price Range and Weighted Average Advertised Price by 2014 Week**

![Graph](https://example.com/organic-milk-half-gallon-price-range-2014-week)

**Organic - Conventional Milk Half Gallon Price Spread.** The conventional-organic milk half gallon average advertised price spread is $1.19. This spread is calculated from the organic milk half gallon average advertised price, $3.63, and the conventional milk half gallon average advertised price of $2.44. The price spread this year has ranged between $0.67 and $2.55.

**Organic Milk Gallons.** The U.S. weighted average price of organic milk gallons this period is $6.49. There were no ads two weeks ago and the price one year ago was $5.25. All ads are priced $6.49 and are in the Northeast.

**Organic Milk 8 Ounce.** The U.S. weighted average price of organic 8 ounce milk this period is $1.00, unchanged from two weeks ago and from one year ago. All ads are priced $1.00 and are in the Midwest.

**8 Ounce Block Organic Cheese.** Organic cheese (8 ounce blocks) has an average price of $3.99 unchanged from two weeks ago.

**8 Ounce Shredded Organic Cheese.** Organic cheese (8 ounce shredded) has an average price of $3.99, unchanged from two weeks ago.

**CONTINUED ON PAGE - 8A -**
Organic Butter 1 Pound. All ads for organic butter appeared in the Midwest, priced $6.99. Two weeks ago the average price was $6.49 and one year ago, $3.99.

Organic Yogurt. The weighted average price of 4-6 ounce organic yogurt is $.99, 4-6 ounce organic Greek yogurt is $1.25, and 32 ounce organic yogurt is $3.49.

Organic Ice Cream 48-64 ounce. Organic ice cream in 48-64 ounce containers has a national average price of $5.99. There were no ads two weeks ago or one year ago. Organic ice cream ads last appeared during July. This period all ads are in the Southwest.