



Organic Grocery Store Dairy Feature Overview

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Organic dairy advertisements are down 14 percent, and most organic commodities present in last week's survey appeared in fewer ads this week. Cheese and milk are the only organic commodities featured in more ads in Week 28. Cottage cheese and sour cream did not make an appearance in surveyed ads, after appearing last week. Milk remained the most advertised organic commodity this week.

Ads for organic milk are up 9 percent in week 28. Ads for half gallon milk increased by 182 percent this week, while half gallon milk ads decreased slightly. Half gallons are the most advertised milk product again this week, and the weighted average advertised price (average price) decreased 23 cents to \$4.18. The average price for conventional half gallon milk is \$1.85, leaving a week 28 organic premium of \$2.34.

Yogurt overtook ice cream as the second most advertised organic commodity, despite appearing in 2 percent fewer ads this week. Ads for the most advertised organic yogurt product, regular style yogurt sold in 32-ounce containers, increased 3 percent. The average price for this product is down 32 cents, to \$5.82. Conventional regular style 32-ounce yogurt has an average price of \$2.88. This week's organic premium for regular style 32-ounce yogurt is \$2.94.

The third most advertised organic commodity, ice cream, appeared in 52 percent fewer ads this week. Ads for 48-64-ounce ice cream decreased 20 percent, and 14-16-ounce ice cream ads are down 68 percent. The average price for organic 14-16-ounce ice cream is \$6.61, up \$1.87. This product's conventional counterpart has an average price of \$3.52, leaving an organic premium of \$3.09 for week 28.

Organic cheese ads are up 30 percent in week 28. The most advertised organic cheese product in week 27 was 6-8-ounce shred style, which did not appear in surveyed ads this week. Meanwhile, organic 6-8-ounce block cheese appeared in week 28 ads, after taking last week off. The most advertised organic cheese product for week 28 is 6-8-ounce sliced. This product appeared in 347% more ads, and the average price increased 89 cents to \$5.44. Conventional 6-8-ounce sliced cheese has an average price of \$2.52. This product's week 28 organic premium is \$2.92.

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