



# Weekly National Retail Report - Local and Organic Premium

Agricultural Marketing Service  
Livestock, Poultry, and Grain Market News

Thu Apr 14, 2022

Email us with accessibility issues with this report.

National Local And Organic						
Metrics						
	Dairy	Fruits/Vegetables	Livestock	Potatoes & Onions	Poultry/Eggs	
Outlets:	10,474	54	19	63	19	
Local Feature Rate:	1%	32%	100%	100%	100%	
Organic Feature Rate:	29%	100%	100%	100%	100%	
Local Activity Index:	83	17	19	63	19	
Organic Activity Index:	3048	71	19	63	19	
Cut	Variety/Item	Size	Price Unit	Stores	Price Range (\$)	Wtd Avg (\$)
<b>Dairy</b>						
<b>Ice Cream</b>						
<u>Local</u>						
		48-64 oz		83	3.52-3.52	3.52
<b>Meat</b>						
<b>Pork</b>						
<u>Local and Organic</u>						
	Processed Items		Per lb	19	5.32-5.32	5.32
<b>Potatoes &amp; Onions</b>						
<b>Onions, Dry</b>						
<u>Local and Organic</u>						
		per lb		126	1.25-1.99	1.62
<b>Poultry</b>						
<b>Turkey</b>						
<u>Local and Organic</u>						
	Whole		Per lb	19	12.99-12.99	12.99
<b>Vegetables</b>						
<b>Mushrooms</b>						
<u>Local and Organic</u>						
		8 oz package		17	2-2	2.00



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## National Organic Premium

Cut	Variety/Item	Size	Price Unit	Organic Items		Conventional Items		Organic Premium	
				Stores	Wtd Avg (\$)	Stores	Wtd Avg (\$)	Premium (\$)	Premium (%)
<b>Dairy</b>									
<b>Butter</b>									
		1 lb		220	4.99	5,860	3.78	1.21	32%
<b>Cottage Cheese</b>									
		16 oz		113	2.78	3,299	2.34	0.44	19%
<b>Cream Cheese</b>									
		8 oz		72	2.79	2,420	1.79	1.00	56%
<b>Ice Cream</b>									
		48-64 oz		113	4.99	15,847	3.14	1.85	59%
<b>Milk</b>									
		Gallon		441	4.62	2,027	3.22	1.40	43%
<b>Sour Cream</b>									
		16 oz		255	3.01	3,897	1.92	1.09	57%
<b>Yogurt</b>									
		32 oz		498	3.54	1,179	2.17	1.37	63%
<b>Fruit</b>									
<b>Pears</b>									
		per lb		17	4.99	17	1.49	3.50	235%
<b>Potatoes &amp; Onions</b>									
<b>Onions, Dry</b>									
		per lb		126	1.62	63	0.99	0.63	64%
<b>Vegetables</b>									
<b>Broccoli</b>									
		per lb		19	1.79	19	1.29	0.50	39%
<b>Mushrooms</b>									
		8 oz package		17	2.00	17	1.38	0.62	45%
<b>Tomatoes</b>									



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1 pint package	18	2.50	18	1.97	0.53	27%
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**Explanatory Notes:**

**Feature Rate:** the number of sampled stores advertising any reported item during the current week, expressed as a percentage of the total sample.

**Activity Index:** a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised item (e.g., a retailer with 100 outlets featuring 3 items has an activity index of 300).

**Stores/AVG:** the number of advertising outlets and the weighted average price weighted by the respective number of outlets.

**USDA Certified Organic** are products grown and processed according to USDA's national organic standards and certified by USDA accredited State and private certification organizations.

**Local:** Featured items labeled as "Local".

**Local Feature Rate:** the percentage of sampled stores with items labeled as 'Local'.

**Organic Feature Rate:** the percentage of sampled stores with items labeled as 'Organic'.

**Local and Organic:** Items advertised as being both 'Organic' and 'Locally Grown'. These items are not included in the 'Local' and 'Organic' individual sections. Price weighted by the respective number of outlets.

**Links to Weekly Retail Reports by Commodity:**

**Dairy:** <http://www.ams.usda.gov/DairyRetailReport>

**Fruit/Vegetable:** <http://www.ams.usda.gov/mnreports/fvwretail.pdf>

**Beef:** <http://www.ams.usda.gov/mnreports/lswbfrtl.pdf>

**Pork:** <http://www.ams.usda.gov/mnreports/lswporkfeatures.pdf>

**Lamb and Veal:** <http://www.ams.usda.gov/mnreports/lswlnvfeatures.pdf>

**Chicken:** <http://www.ams.usda.gov/PYMarketNewsReportsChickenRetail>

**Turkey:** <http://www.ams.usda.gov/PYMarketNewsReportsTurkeyRetail>

**Eggs:** <http://www.ams.usda.gov/PYMarketNewsReportsEggRetail>