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Advertised Prices for Dairy Products at Major Retail Supermarket Outlets ending during the period of 4/26/2024 to 5/2/2024

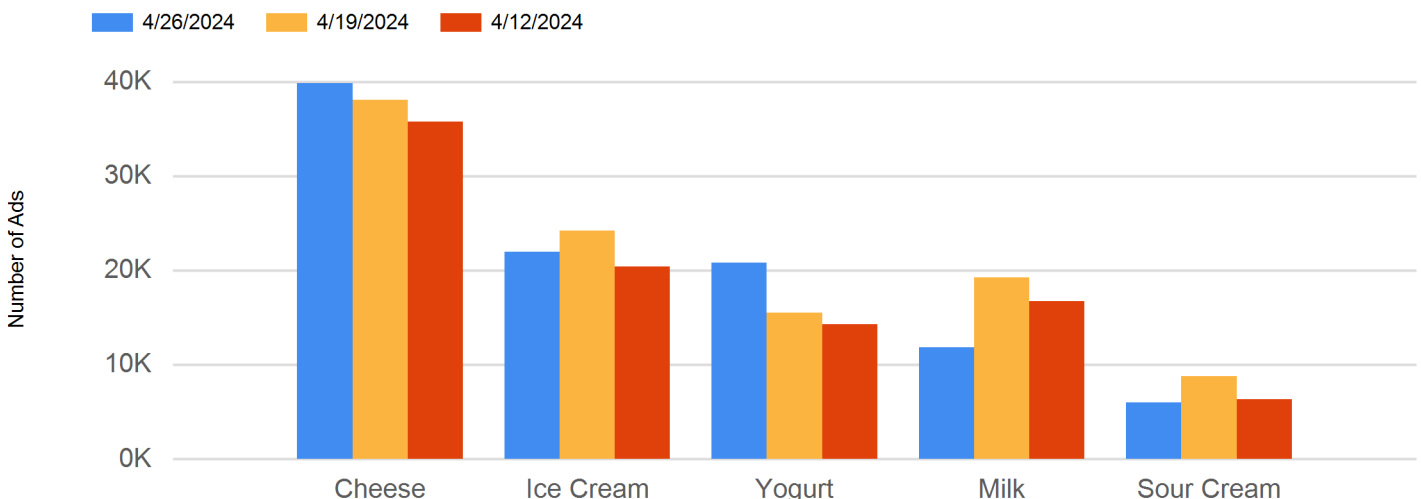
Week 17 saw a shift downwards in conventional retail dairy ad numbers of 17 percent from last week. The number of organic dairy ads decreased by 7 percent from last week. The most advertised conventional dairy commodity this week was cheese, as the total number of ads increased by 8 percent from last week. Milk remained the most advertised organic dairy commodity in this week's survey, though organic cream cheese had an impressive showing appearing in 475 percent more ads than last week.

Conventional 6-8-ounce sliced cheese was the most advertised dairy product found in this week's survey, after appearing in 19 percent more ads than last week. The weighted average advertised price for conventional 6-8-ounce sliced was down 19 cents from last week, \$2.37. Organic 6-8-ounce sliced cheese was the only organic cheese item present in this week's report and had a weighted average advertised price of \$3.39. The organic premium for this item was \$1.02.

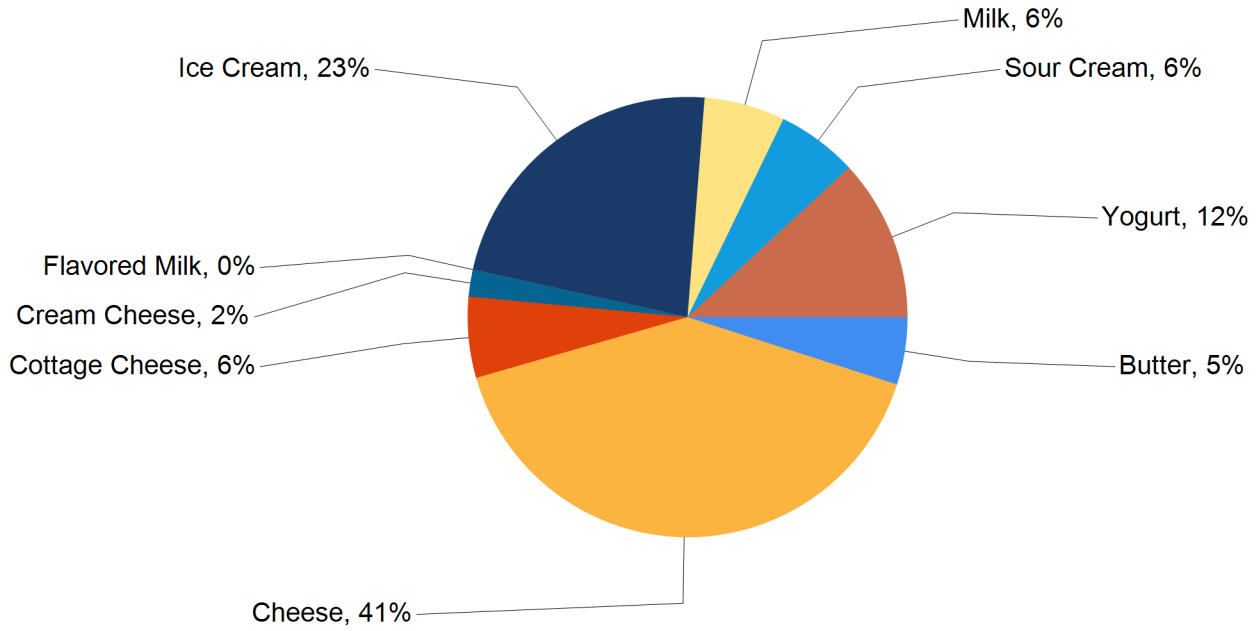
Total conventional milk ads decreased by 44 percent this week, while organic milk appeared in 32 percent fewer ads from last week. Half gallons of organic milk were the most advertised organic dairy item this week, despite total ads declining by 27 percent from last week. The weighted average advertised price for half gallon organic milk was \$4.24 this week, while conventional half gallon milk had a weighted average advertised price of \$1.84. The organic premium for half gallon milk in week 17 was \$2.40.

The number of conventional yogurt ads declined by 23 percent from last week, but organic yogurt ads increased by 58 percent. Greek yogurt in 4-6-ounce containers appeared in more advertisements than any other package size of conventional yogurt this week, though the total number of ads decline by 29 percent from last week. The weighted average advertised price for conventional Greek yogurt was down 3 cents from last week, settling at \$1.05.

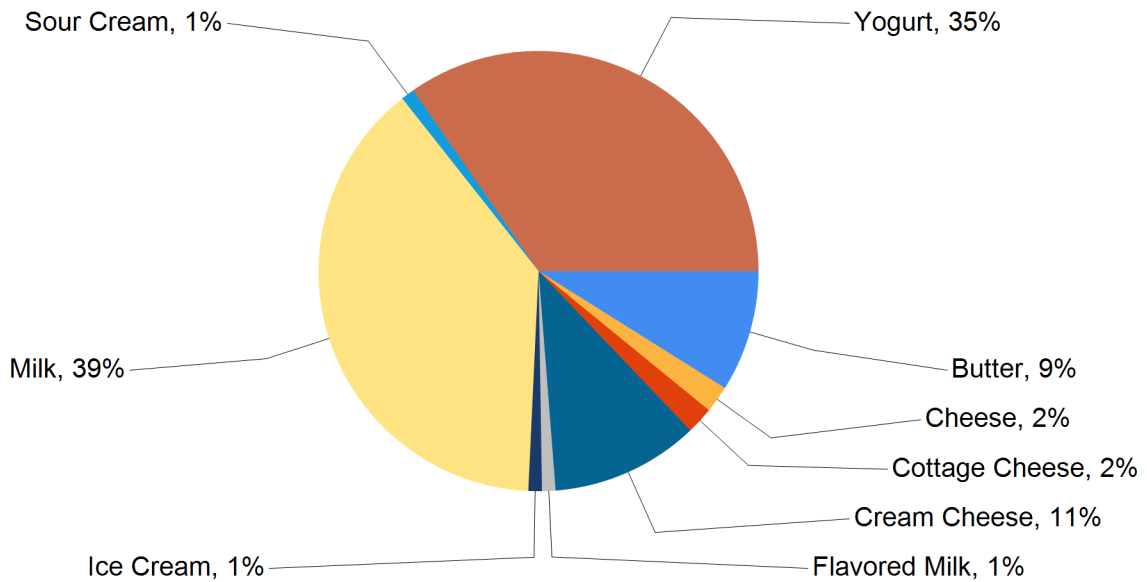
Top 5 Commodities Featured This Week



Percentage of Total Conventional Ads by Commodity



Percentage of Total Organic Ads by Commodity





NATIONAL -- CONVENTIONAL DAIRY PRODUCTS

Dairy								
Commodity	Type	Pack Size	THIS PERIOD		LAST WEEK		LAST YEAR	
			Stores With Ads	Wtd Avg Price	Stores With Ads	Wtd Avg Price	Stores With Ads	Wtd Avg Price
Butter		8 oz	451	3.14	1837	2.57	272	2.50
Butter		1 lb	4085	4.29	5143	4.07	1904	4.15
Cheese	Natural Varieties	6-8 oz Block	7146	2.07	8520	2.39	3724	2.87
Cheese	Natural Varieties	6-8 oz Shred	9697	2.41	11538	2.46	7361	2.85
Cheese	Natural Varieties	6-8 oz Sliced	12318	2.37	10390	2.56	8275	2.82
Cheese	Natural Varieties	1 lb Block	925	3.55	438	4.51	1633	4.19
Cheese	Natural Varieties	1 lb Shred	5120	3.72	943	4.85	1684	3.78
Cheese	Natural Varieties	1 lb Sliced	2473	3.76	1826	3.74	1537	5.51
Cheese	Natural Varieties	2 lb Block	369	7.68	785	6.71	685	7.55
Cheese	Natural Varieties	2 lb Shred	1556	9.54	2167	7.06	1289	7.29
Cottage Cheese		16 oz	2218	2.37	3762	2.37	4896	2.17
Cottage Cheese		24 oz	3212	3.11	5226	3.00	771	3.32
Cream Cheese		8 oz	1745	3.04	4423	2.57	898	2.32
Cream Cheese		12 oz	131	3.99	1221	5.78		
Flavored Milk	All Fat Tests	Half Gallon	228	2.50	468	1.81		
Flavored Milk	All Fat Tests	Gallon	199	4.98	83	3.99	188	4.99
Ice Cream		14-16 oz	10296	3.62	10124	2.86	6290	3.43
Ice Cream		48-64 oz	11542	4.00	13800	4.13	13788	3.55
Milk	All Fat Tests	Half Gallon	1189	1.84	4201	1.70	1010	2.03
Milk	All Fat Tests	Gallon	4432	3.36	5900	3.28	1882	3.41
Sour Cream		16 oz	3827	2.24	4926	2.19	4422	2.06
Sour Cream		24 oz	2009	3.32	3733	3.02	733	2.98
Yogurt	Greek	4-6 oz	7005	1.05	9818	1.08	10652	1.10
Yogurt	Yogurt	4-6 oz	3518	0.61	4922	0.64	2126	0.53
Yogurt	Greek	32 oz	1254	5.12	1296	4.54	2535	4.57
Yogurt	Yogurt	32 oz	3518	3.48	3784	2.98	1218	3.12



REGIONAL -- CONVENTIONAL DAIRY PRODUCTS

Commodity	Type	Pack Size	NORTHEAST U.S.			SOUTHEAST U.S.			MIDWEST U.S.		
			Price Range	Stores with Ads	Wtd Avg Price	Price Range	Stores with Ads	Wtd Avg Price	Price Range	Stores with Ads	Wtd Avg Price
Butter		8 oz	3.49	131	3.49	3.00	228	3.00			
Butter		1 lb	3.69 - 5.99	1339	4.24	4.49 - 4.99	1311	4.63			
Cheese	Natural Varieties	6-8 oz Block	1.88 - 3.50	1847	2.39	1.77 - 4.99	2022	2.02	1.77 - 2.29	1648	1.91
Cheese	Natural Varieties	6-8 oz Shred	1.77 - 3.99	2314	2.52	1.68 - 4.99	3914	2.65	1.99 - 3.50	1112	2.14
Cheese	Natural Varieties	6-8 oz Sliced	1.75 - 3.50	1693	2.38	1.25 - 3.50	5005	2.75	1.89 - 3.50	2148	2.07
Cheese	Natural Varieties	1 lb Block				2.99	463	2.99			
Cheese	Natural Varieties	1 lb Shred	3.00 - 4.55	603	3.55	2.99 - 4.55	2028	3.90	2.99 - 3.69	1399	3.36
Cheese	Natural Varieties	1 lb Sliced	3.99	107	3.99				2.99	559	2.99
Cheese	Natural Varieties	2 lb Shred				9.99	1195	9.99			
Cottage Cheese		16 oz	2.00 - 3.50	472	2.51	2.00 - 2.50	713	2.08			
Cottage Cheese		24 oz	3.49 - 3.99	247	3.84	1.78 - 3.69	2308	3.04	2.50 - 3.39	250	3.04
Cream Cheese		8 oz	1.99 - 3.50	477	3.05	1.99	53	1.99	1.99 - 2.98	274	2.55
Cream Cheese		12 oz	3.99	131	3.99						
Flavored Milk	All Fat Tests	Half Gallon				2.50	228	2.50			
Flavored Milk	All Fat Tests	Gallon							4.98	199	4.98
Ice Cream		14-16 oz	2.47 - 5.99	2144	3.32	2.50 - 4.00	2450	3.47	2.99 - 4.50	2493	3.59
Ice Cream		48-64 oz	2.00 - 5.89	4338	3.96	3.00 - 5.99	3397	3.75	2.99 - 4.98	1039	3.78
Milk	All Fat Tests	Gallon	3.56 - 3.92	992	3.74				3.03	892	3.03
Sour Cream		16 oz	1.49 - 2.50	1322	2.12	1.49 - 2.75	1023	2.04	2.00	61	2.00
Sour Cream		24 oz	3.49 - 3.99	247	3.84	2.99 - 3.49	1311	3.35			
Yogurt	Greek	4-6 oz	0.79 - 1.25	1253	1.07	0.80 - 1.25	2220	0.99	1.00 - 1.25	1058	1.10
Yogurt	Yogurt	4-6 oz	0.59 - 1.25	1133	0.71	0.50 - 0.60	948	0.55	0.50 - 0.60	748	0.53
Yogurt	Greek	32 oz	3.29 - 5.99	845	4.60	5.99 - 6.99	280	6.18			
Yogurt	Yogurt	32 oz	2.69 - 5.49	884	3.91	2.29 - 4.49	1460	2.82	4.99 - 5.99	376	5.49



Commodity	Type	Pack Size	SOUTH CENTRAL U.S.			SOUTHWEST U.S.			NORTHWEST U.S.		
			Price Range	Stores with Ads	Wtd Avg Price	Price Range	Stores with Ads	Wtd Avg Price	Price Range	Stores with Ads	Wtd Avg Price
Butter		8 oz	2.99	92	2.99						
Butter		1 lb	2.99 - 4.99	417	3.73	3.99 - 4.99	447	4.11	3.99 - 4.99	560	4.17
Cheese	Natural Varieties	6-8 oz Block	1.47 - 2.29	509	1.95	1.97 - 1.99	810	1.97	1.77	287	1.77
Cheese	Natural Varieties	6-8 oz Shred	1.47 - 2.50	748	2.01	1.97 - 3.00	936	2.08	1.49 - 3.33	641	1.97
Cheese	Natural Varieties	6-8 oz Sliced	1.47 - 2.50	1954	1.95	1.97 - 3.00	1147	2.04	1.77 - 3.50	348	2.07
Cheese	Natural Varieties	1 lb Block	3.98 - 4.29	232	4.13	3.97 - 4.29	219	4.13			
Cheese	Natural Varieties	1 lb Shred	2.99 - 4.29	576	3.78	3.89 - 6.99	380	4.56	2.99	123	2.99
Cheese	Natural Varieties	1 lb Sliced	2.99 - 4.79	1467	3.90	4.79 - 5.49	206	5.14	2.99	123	2.99
Cheese	Natural Varieties	2 lb Block	7.99	255	7.99	6.99	53	6.99	6.99	61	6.99
Cheese	Natural Varieties	2 lb Shred	7.99	255	7.99	6.99 - 9.49	106	8.24			
Cottage Cheese		16 oz	2.00 - 2.79	455	2.46	2.50 - 2.79	455	2.57	2.49	123	2.49
Cottage Cheese		24 oz	2.99	232	2.99	2.99	103	2.99	3.69	61	3.69
Cream Cheese		8 oz	1.99 - 4.49	309	2.92	4.49	103	4.49	2.79 - 3.99	479	3.13
Ice Cream		14-16 oz	2.97 - 5.99	1157	3.88	2.97 - 4.99	1334	4.05	2.99 - 4.49	655	3.79
Ice Cream		48-64 oz	3.69 - 6.49	874	5.26	2.97 - 5.49	1065	4.07	2.99 - 5.00	744	3.78
Milk	All Fat Tests	Half Gallon	1.19	255	1.19	1.97 - 2.69	632	2.23	1.49 - 1.57	293	1.53
Milk	All Fat Tests	Gallon	3.03 - 4.69	1381	3.22	3.15 - 3.99	1157	3.41			
Sour Cream		16 oz	2.00 - 2.79	601	2.37	2.50 - 2.79	697	2.62	2.49	123	2.49
Sour Cream		24 oz	2.99	115	2.99	2.75 - 2.99	325	2.95			
Yogurt	Greek	4-6 oz	0.79 - 1.50	910	1.16	1.00 - 1.25	1046	1.03	0.99 - 1.00	507	0.99
Yogurt	Yogurt	4-6 oz	0.50 - 0.80	442	0.72	0.49 - 0.50	224	0.49			
Yogurt	Greek	32 oz	5.99	68	5.99				6.49	61	6.49
Yogurt	Yogurt	32 oz	2.99 - 4.49	214	3.74	2.87 - 2.99	559	2.98			



Commodity	Type	Pack Size	ALASKA U.S.			HAWAII U.S.		
			Price Range	Stores with Ads	Wtd Avg Price	Price Range	Stores with Ads	Wtd Avg Price
Butter		1 lb	4.99	11	4.99			
Cheese	Natural Varieties	6-8 oz Block				2.47	23	2.47
Cheese	Natural Varieties	6-8 oz Shred	2.64	9	2.64	2.47	23	2.47
Cheese	Natural Varieties	6-8 oz Sliced				2.47	23	2.47
Cheese	Natural Varieties	1 lb Block	3.69	11	3.69			
Cheese	Natural Varieties	1 lb Shred	3.69	11	3.69			
Cheese	Natural Varieties	1 lb Sliced	3.69	11	3.69			
Cottage Cheese		24 oz	2.69	11	2.69			
Cream Cheese		8 oz	2.99 - 4.00	50	3.71			
Ice Cream		14-16 oz	3.99 - 5.99	33	4.66	4.47 - 5.79	30	4.78
Ice Cream		48-64 oz	4.49 - 10.99	39	9.16	4.47 - 5.49	46	4.98
Milk	All Fat Tests	Half Gallon	2.78	9	2.78			
Milk	All Fat Tests	Gallon				5.98	10	5.98
Sour Cream		24 oz	2.69	11	2.69			
Yogurt	Greek	4-6 oz	1.10	11	1.10			
Yogurt	Yogurt	4-6 oz				0.47	23	0.47
Yogurt	Yogurt	32 oz	5.99 - 6.49	18	6.24	5.99	7	5.99



NATIONAL -- ORGANIC DAIRY PRODUCTS

Dairy								
Commodity	Type	Pack Size	THIS PERIOD		LAST WEEK		LAST YEAR	
			Stores With Ads	Wtd Avg Price	Stores With Ads	Wtd Avg Price	Stores With Ads	Wtd Avg Price
Butter		8 oz	86	4.79	1531	4.24		
Butter		1 lb	1341	5.98	362	6.68	162	6.29
Cheese	Natural Varieties	6-8 oz Block			103	2.99	382	3.84
Cheese	Natural Varieties	6-8 oz Shred			1077	3.95	418	3.79
Cheese	Natural Varieties	6-8 oz Sliced	262	3.39	218	2.99	626	4.08
Cheese	Natural Varieties	1 lb Shred			86	8.99		
Cottage Cheese		16 oz	362	4.02	245	3.93	195	4.04
Cream Cheese		8 oz	1793	3.35	312	3.56		
Flavored Milk	All Fat Tests	Half Gallon	103	3.99				
Ice Cream		14-16 oz			52	6.49		
Ice Cream		48-64 oz	107	8.99	266	7.98		
Milk	All Fat Tests	Half Gallon	4704	4.24	6438	4.64	1211	4.37
Milk	All Fat Tests	Gallon	1497	7.00	2712	7.58	278	6.37
Sour Cream		16 oz	159	3.99	159	3.99		
Yogurt	Yogurt	4-6 oz	92	1.35	153	1.51	107	1.50
Yogurt	Greek	32 oz	2065	6.55	1795	6.84	656	5.18
Yogurt	Yogurt	32 oz	3350	4.08	1539	4.45	162	3.99

REGIONAL -- ORGANIC DAIRY PRODUCTS

Commodity	Type	Pack Size	NORTHEAST U.S.			SOUTHEAST U.S.			MIDWEST U.S.		
			Price Range	Stores with Ads	Wtd Avg Price	Price Range	Stores with Ads	Wtd Avg Price	Price Range	Stores with Ads	Wtd Avg Price
Butter		8 oz				4.79	86	4.79			
Butter		1 lb				5.98	1341	5.98			
Cheese	Natural Varieties	6-8 oz Sliced	3.39	262	3.39						
Cottage Cheese		16 oz				3.69	86	3.69			
Cream Cheese		8 oz				3.28 - 3.50	1393	3.29			
Milk	All Fat Tests	Half Gallon	3.99 - 5.99	799	4.60	3.98 - 5.99	1483	4.74	4.99	188	4.99
Milk	All Fat Tests	Gallon				6.98	1341	6.98			
Sour Cream		16 oz				3.99	52	3.99			
Yogurt	Greek	32 oz	3.99 - 4.99	228	4.28	6.49 - 7.99	1479	6.86	5.84	67	5.84
Yogurt	Yogurt	32 oz	3.99	668	3.99	3.19 - 4.46	2286	3.94			



Commodity	Type	Pack Size	SOUTH CENTRAL U.S.			SOUTHWEST U.S.			NORTHWEST U.S.		
			Price Range	Stores with Ads	Wtd Avg Price	Price Range	Stores with Ads	Wtd Avg Price	Price Range	Stores with Ads	Wtd Avg Price
Cottage Cheese		16 oz	3.89 - 4.13	167	4.00	4.31	109	4.31			
Cream Cheese		8 oz	3.50	107	3.50	3.50 - 3.77	293	3.60			
Flavored Milk	All Fat Tests	Half Gallon				3.99	103	3.99			
Ice Cream		48-64 oz	8.99	107	8.99						
Milk	All Fat Tests	Half Gallon	3.38 - 3.69	1384	3.42	3.99 - 4.49	679	4.28	3.98	162	3.98
Milk	All Fat Tests	Gallon				5.99 - 9.49	156	7.18			
Sour Cream		16 oz	3.99	107	3.99						
Yogurt	Yogurt	4-6 oz	1.35	92	1.35						
Yogurt	Greek	32 oz	6.29 - 7.99	182	7.29	6.29	109	6.29			
Yogurt	Yogurt	32 oz				4.99 - 5.21	396	5.05			

Commodity	Type	Pack Size	ALASKA U.S.			HAWAII U.S.		
			Price Range	Stores with Ads	Wtd Avg Price	Price Range	Stores with Ads	Wtd Avg Price
Milk	All Fat Tests	Half Gallon	4.66	9	4.66			

REGIONAL DEFINITIONS

As used in this report, regions include the following states:	
NORTHEAST U.S.	Connecticut, Delaware, Massachusetts, Maryland, Maine, New Hampshire, New Jersey, New York, Pennsylvania, Rhode Island and Vermont
SOUTHEAST U.S.	Alabama, Florida, Georgia, Mississippi, North Carolina, South Carolina, Tennessee, Virginia and West Virginia
MIDWEST U.S.	Iowa, Illinois, Indiana, Kentucky, Michigan, Minnesota, North Dakota, Nebraska, Ohio, South Dakota and Wisconsin
SOUTH CENTRAL U.S.	Arkansas, Colorado, Kansas, Louisiana, Missouri, New Mexico, Oklahoma, and Texas
SOUTHWEST U.S.	Arizona, California, Nevada and Utah
NORTHWEST U.S.	Idaho, Montana, Oregon, Washington, and Wyoming
ALASKA	Alaska
HAWAII	Hawaii
NATIONAL	Continental United States

1--Dairy Market News surveys nearly 130 retailers, comprising over 22,000 individual stores, with online weekly advertised features.

2--As of October 1, 2022, the previous year weighted average prices and store counts will be calculated using the date from the prior year that most closely matches the current report date.