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## Advertised Prices for Dairy Products at Major Retail Supermarket Outlets ending during the period of 5/3/2024 to 5/9/2024

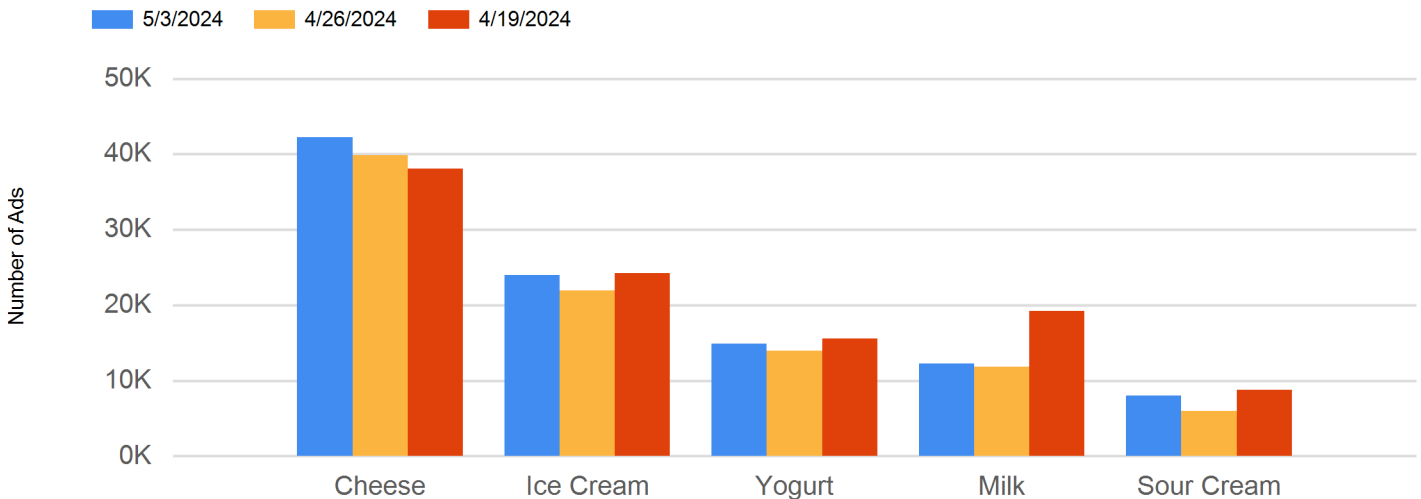
Total conventional dairy advertisements increased by 7 percent, while total organic dairy ads decreased by 38 percent. Conventional ice cream in 48-64 ounce containers was the most advertised dairy product, with a weighted average advertised price of \$3.49, down from \$4.00 the week prior. Conventional butter in one-pound packages had a weighted average advertised price of \$4.00, down from \$4.29 the week prior.

Shredded cheese in 6-8 ounce packages was the most advertised conventional cheese item, with a weighted average advertised price of \$2.47, up from \$2.41 last week. Shredded cheese in 6-8 ounce packages was the most advertised organic cheese product with a weighted average advertised price of \$4.45.

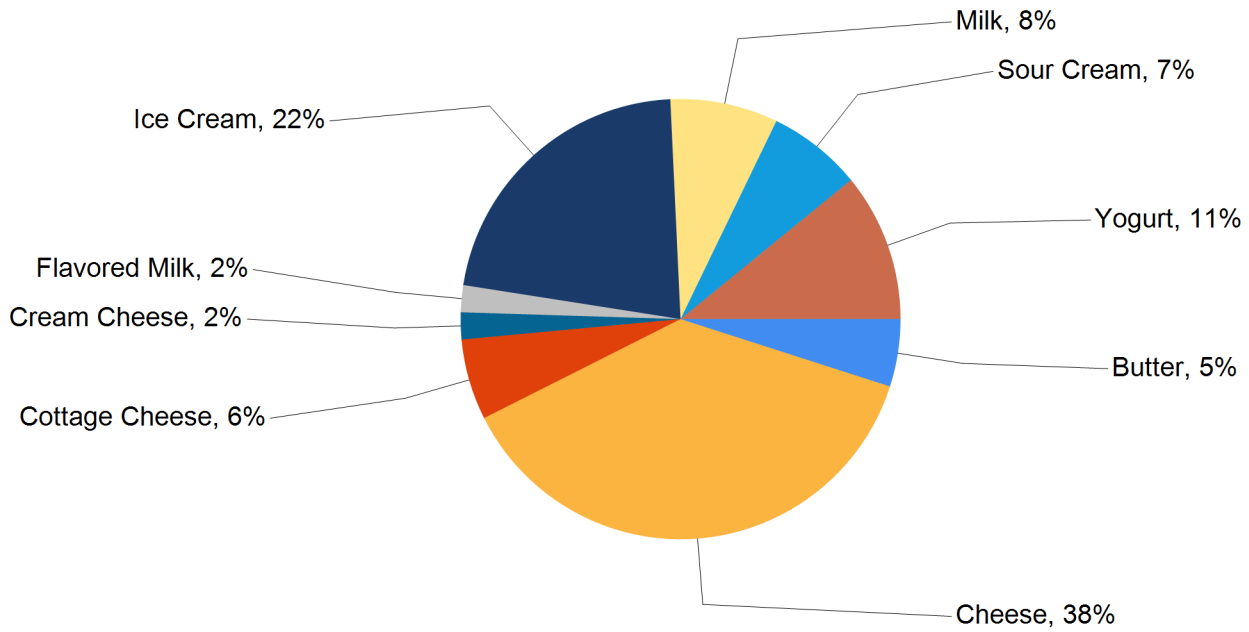
Greek yogurt in 4-6 ounce containers was the most advertised conventional yogurt item, with a weighted average advertised price of \$1.02, down from \$1.05 last week. The most advertised organic yogurt product was regular yogurt in 32 ounce containers with a weighted average advertised price of \$4.40, up from \$4.08 last week.

Half gallon containers of conventional milk had a weighted average advertised price of \$2.10, up from \$1.84 last week. Organic half gallons of milk were the most advertised organic dairy item and had a weighted average advertised price of \$3.93, down from \$4.24 last week.

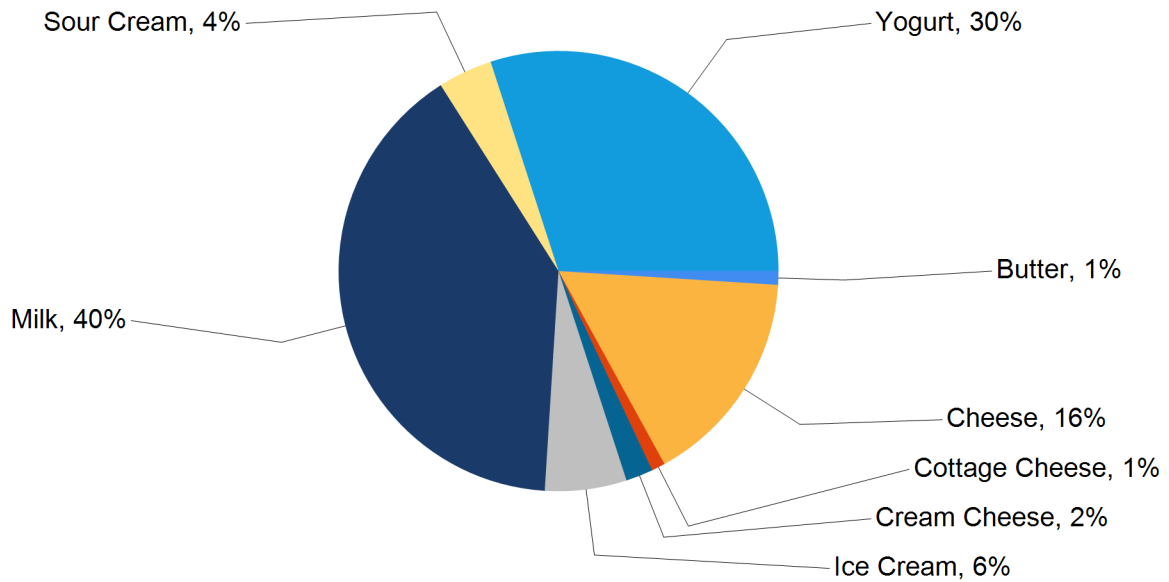
### Top 5 Commodities Featured This Week



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	480	3.46	451	3.14		
Butter		1 lb	4599	4.00	4085	4.29	4147	4.01
Cheese	Natural Varieties	6-8 oz Block	7184	2.27	7146	2.07	4665	2.67
Cheese	Natural Varieties	6-8 oz Shred	11541	2.47	9697	2.41	8891	2.80
Cheese	Natural Varieties	6-8 oz Sliced	11393	2.45	12318	2.37	6224	2.70
Cheese	Natural Varieties	1 lb Block	925	3.89	925	3.55	669	4.65
Cheese	Natural Varieties	1 lb Shred	1638	4.05	5120	3.72	695	4.83
Cheese	Natural Varieties	1 lb Sliced	3027	3.89	2473	3.76		
Cheese	Natural Varieties	2 lb Block	2299	6.61	369	7.68	1784	7.07
Cheese	Natural Varieties	2 lb Shred	2651	6.62	1556	9.54	2131	7.11
Cottage Cheese		16 oz	4414	2.44	2218	2.37	4805	2.08
Cottage Cheese		24 oz	2057	2.79	3212	3.11	814	3.68
Cream Cheese		8 oz	2562	2.88	1745	3.04	984	1.95
Cream Cheese		12 oz			131	3.99		
Flavored Milk	All Fat Tests	Half Gallon	378	2.55	228	2.50	387	3.49
Flavored Milk	All Fat Tests	Gallon	1351	3.34	199	4.98		
Ice Cream		14-16 oz	10153	3.45	10296	3.62	7062	3.71
Ice Cream		48-64 oz	13209	3.49	11542	4.00	11718	3.49
Milk	All Fat Tests	Half Gallon	613	2.10	1189	1.84	725	2.20
Milk	All Fat Tests	Gallon	7709	3.80	4432	3.36	2928	3.51
Sour Cream		16 oz	7244	2.18	3827	2.24	7252	2.04
Sour Cream		24 oz	420	3.15	2009	3.32	395	3.50
Yogurt	Greek	4-6 oz	8051	1.02	7005	1.05	10901	1.12
Yogurt	Yogurt	4-6 oz	2125	0.64	3518	0.61	2022	0.64
Yogurt	Greek	32 oz	367	4.24	1254	5.12	2380	4.89
Yogurt	Yogurt	32 oz	1332	3.27	3518	3.48	190	2.99



**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	3.00 - 3.49	321	3.20	3.99	52	3.99			
Butter		1 lb	3.49 - 5.99	861	4.38	3.49 - 4.00	1635	3.97	3.78	892	3.78
Cheese	Natural Varieties	6-8 oz Block	1.77 - 3.29	1294	2.28	2.00 - 3.49	1884	2.38	1.77 - 3.50	2479	2.11
Cheese	Natural Varieties	6-8 oz Shred	1.77 - 3.99	4274	2.61	2.00 - 3.00	1998	2.36	1.97 - 3.50	3389	2.40
Cheese	Natural Varieties	6-8 oz Sliced	1.77 - 4.29	2533	2.99	1.97 - 3.00	2430	2.15	1.97 - 3.75	2387	2.53
Cheese	Natural Varieties	1 lb Block	3.99	107	3.99				2.99 - 3.50	179	3.26
Cheese	Natural Varieties	1 lb Shred	3.00 - 4.44	208	3.84	3.00 - 4.44	249	3.64	2.99 - 4.00	246	3.46
Cheese	Natural Varieties	1 lb Sliced	5.69	107	5.69	3.84	1341	3.84			
Cheese	Natural Varieties	2 lb Block	9.99	122	9.99	5.98	187	5.98	5.99	188	5.99
Cheese	Natural Varieties	2 lb Shred	10.99	190	10.99	5.98	187	5.98	5.99	249	5.99
Cottage Cheese		16 oz	1.97 - 3.99	1570	2.70	1.50 - 3.29	1835	2.11	1.50	83	1.50
Cottage Cheese		24 oz	2.50 - 3.00	137	2.72	2.67 - 3.50	1569	2.79			
Cream Cheese		8 oz	2.50 - 3.99	477	2.70	2.49 - 2.50	1010	2.50	2.49	188	2.49
Flavored Milk	All Fat Tests	Half Gallon							2.49	83	2.49
Flavored Milk	All Fat Tests	Gallon							3.02	892	3.02
Ice Cream		14-16 oz	2.64 - 5.69	1939	3.66	1.72 - 4.50	2733	2.70	1.00 - 4.99	625	2.97
Ice Cream		48-64 oz	2.00 - 5.99	2117	3.23	2.00 - 5.00	4964	3.37	2.00 - 4.50	1471	3.34
Milk	All Fat Tests	Half Gallon							2.49	83	2.49
Milk	All Fat Tests	Gallon	3.49 - 3.85	992	3.67	2.76	1341	2.76	3.02 - 3.50	1080	3.10
Sour Cream		16 oz	1.49 - 3.00	2551	2.03	1.49 - 2.79	2243	2.11	1.50 - 2.39	821	2.04
Sour Cream		24 oz				2.49	65	2.49			
Yogurt	Greek	4-6 oz	0.79 - 1.25	1726	1.00	1.00 - 1.67	1814	1.03	0.89 - 1.00	1095	0.98
Yogurt	Yogurt	4-6 oz	0.60 - 0.80	581	0.64	0.48 - 0.60	415	0.55	0.50 - 0.70	540	0.63
Yogurt	Greek	32 oz	3.29 - 5.99	250	3.99	2.99 - 6.99	117	4.77			
Yogurt	Yogurt	32 oz	2.99	190	2.99	2.50	228	2.50	4.00	106	4.00



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	3.99	107	3.99						
Butter		1 lb	2.67 - 3.47	214	3.07	3.47 - 3.99	536	3.65	3.99 - 4.99	418	4.68
Cheese	Natural Varieties	6-8 oz Block	1.49 - 3.79	540	2.24	1.99 - 5.21	598	2.67	2.00	346	2.00
Cheese	Natural Varieties	6-8 oz Shred	1.49 - 2.99	579	2.22	2.00 - 3.50	742	2.57	2.00 - 2.50	488	2.19
Cheese	Natural Varieties	6-8 oz Sliced	1.97 - 3.75	2901	2.16	2.00 - 3.75	776	2.65	2.00 - 2.22	346	2.10
Cheese	Natural Varieties	1 lb Block	2.99 - 5.97	586	4.10	3.49	53	3.49			
Cheese	Natural Varieties	1 lb Shred	2.99 - 5.97	935	4.36						
Cheese	Natural Varieties	1 lb Sliced	2.99 - 3.84	1476	3.69	5.49	103	5.49			
Cheese	Natural Varieties	2 lb Block				5.97 - 8.49	1481	6.60	5.97	287	5.97
Cheese	Natural Varieties	2 lb Shred	5.99 - 6.99	384	6.24	5.95 - 8.49	1178	6.51	5.97 - 5.99	429	5.98
Cottage Cheese		16 oz	2.49 - 4.29	348	3.07	2.50 - 2.79	455	2.57	2.49	123	2.49
Cottage Cheese		24 oz	2.99	117	2.99	2.49 - 2.99	223	2.72			
Cream Cheese		8 oz	2.49 - 4.49	534	3.51	2.87 - 4.49	332	3.42			
Flavored Milk	All Fat Tests	Half Gallon	1.99	126	1.99	2.99	169	2.99			
Flavored Milk	All Fat Tests	Gallon	3.97	107	3.97	3.97	352	3.97			
Ice Cream		14-16 oz	2.99 - 4.99	2222	3.84	2.97 - 6.83	2100	4.06	2.97 - 2.99	479	2.98
Ice Cream		48-64 oz	2.78 - 6.99	2330	3.80	2.50 - 7.99	1734	3.81	2.99 - 4.49	540	3.48
Milk	All Fat Tests	Half Gallon	1.99 - 2.99	286	2.55	0.99	73	0.99	1.57	162	1.57
Milk	All Fat Tests	Gallon	3.02 - 6.98	2549	4.96	2.97 - 3.97	1714	3.36			
Sour Cream		16 oz	1.99 - 3.29	575	2.63	2.50 - 2.99	761	2.69	1.50 - 2.49	265	2.11
Sour Cream		24 oz	2.49 - 3.50	120	3.06	2.99 - 3.99	224	3.41			
Yogurt	Greek	4-6 oz	0.89 - 1.39	1147	1.03	0.99 - 1.39	1776	1.03	0.99 - 1.00	471	0.99
Yogurt	Yogurt	4-6 oz	0.50 - 1.00	230	0.72				0.59 - 0.70	348	0.68
Yogurt	Yogurt	32 oz	2.99	107	2.99	2.97 - 5.66	668	3.53			



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	4.00 - 5.99	20	5.09	3.97	23	3.97
Cheese	Natural Varieties	6-8 oz Block	2.33 - 2.40	20	2.36	3.00	23	3.00
Cheese	Natural Varieties	6-8 oz Shred	2.33 - 3.50	48	3.07	3.00	23	3.00
Cheese	Natural Varieties	6-8 oz Sliced	2.33 - 2.58	20	2.44			
Cheese	Natural Varieties	2 lb Block	6.97	11	6.97	6.97	23	6.97
Cheese	Natural Varieties	2 lb Shred	6.97	11	6.97	6.97	23	6.97
Cottage Cheese		24 oz	2.69	11	2.69			
Cream Cheese		8 oz	3.49	11	3.49	4.94	10	4.94
Ice Cream		14-16 oz	3.97 - 4.49	22	4.23	4.74 - 5.99	33	5.61
Ice Cream		48-64 oz				4.49 - 6.49	53	5.56
Milk	All Fat Tests	Half Gallon	2.78	9	2.78			
Milk	All Fat Tests	Gallon				5.97 - 5.98	33	5.97
Sour Cream		16 oz	3.50	28	3.50			
Sour Cream		24 oz	2.69	11	2.69			
Yogurt	Greek	4-6 oz	1.10 - 1.29	22	1.20			
Yogurt	Yogurt	4-6 oz	0.70	11	0.70			
Yogurt	Yogurt	32 oz				2.83 - 3.99	33	3.64



### 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	138	4.49	86	4.79		
Butter		1 lb			1341	5.98	185	6.99
Cheese	Natural Varieties	6-8 oz Block	75	5.79			398	3.63
Cheese	Natural Varieties	6-8 oz Shred	752	4.45			890	4.77
Cheese	Natural Varieties	6-8 oz Sliced	638	3.88	262	3.39	60	4.99
Cheese	Natural Varieties	1 lb Shred	109	4.00				
Cottage Cheese		16 oz	109	5.57	362	4.02		
Cream Cheese		8 oz	159	4.49	1793	3.35	273	4.18
Flavored Milk	All Fat Tests	Half Gallon			103	3.99		
Ice Cream		14-16 oz	338	5.96				
Ice Cream		48-64 oz	287	9.17	107	8.99		
Milk	All Fat Tests	Half Gallon	3954	3.93	4704	4.24	1378	4.33
Milk	All Fat Tests	Gallon			1497	7.00	282	6.33
Sour Cream		16 oz	384	4.24	159	3.99	503	3.68
Yogurt	Yogurt	4-6 oz			92	1.35		
Yogurt	Greek	32 oz	1324	6.70	2065	6.55	226	5.24
Yogurt	Yogurt	32 oz	1668	4.40	3350	4.08		

### 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				4.49 - 4.50	138	4.49			
Cheese	Natural Varieties	6-8 oz Shred	4.79 - 5.39	187	5.18	3.00 - 5.69	314	3.74	4.85	67	4.85
Cheese	Natural Varieties	6-8 oz Sliced	3.39	131	3.39	3.00	228	3.00	4.76	67	4.76
Cream Cheese		8 oz				4.49	52	4.49			
Ice Cream		14-16 oz	5.79	122	5.79						
Milk	All Fat Tests	Half Gallon	3.79 - 4.49	696	4.02	2.99 - 6.29	930	3.74	3.49	245	3.49
Sour Cream		16 oz	4.49	122	4.49	3.86	86	3.86	4.04	67	4.04
Yogurt	Yogurt	32 oz	3.99	344	3.99						



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
Cheese	Natural Varieties	6-8 oz Block	5.79	75	5.79						
Cheese	Natural Varieties	6-8 oz Shred	4.50	75	4.50	4.94	109	4.94			
Cheese	Natural Varieties	6-8 oz Sliced				4.29 - 5.39	212	4.86			
Cheese	Natural Varieties	1 lb Shred				4.00	109	4.00			
Cottage Cheese		16 oz				5.57	109	5.57			
Cream Cheese		8 oz	4.49	107	4.49						
Ice Cream		14-16 oz	5.99	107	5.99	6.11	109	6.11			
Ice Cream		48-64 oz				8.99 - 9.49	287	9.17			
Milk	All Fat Tests	Half Gallon	3.69 - 3.98	1336	3.96	2.99 - 5.99	504	4.37	2.99 - 3.98	223	3.71
Sour Cream		16 oz				4.40	109	4.40			
Yogurt	Greek	32 oz	6.84	1221	6.84	4.99	103	4.99			
Yogurt	Yogurt	32 oz	4.46	1221	4.46	4.99	103	4.99			

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	3.49 - 4.66	20	4.02			

### 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.