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Advertised Prices for Dairy Products at Major Grocery Store Outlets ending during the period of 5/30/2026 to 6/11/2026

The information contained in this report reflects prices advertised by major grocery retailers to consumers through circulars and digital promotions and gathered by USDA through a weekly survey.

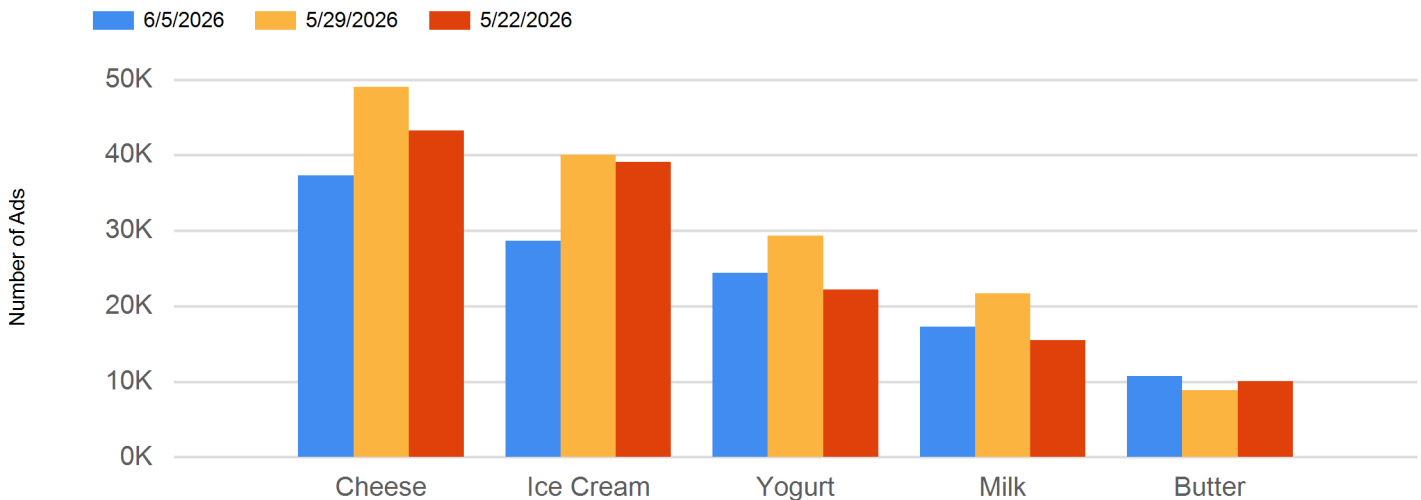
Despite the start of National Dairy Month, dairy advertisements are down for both conventional and organic products. Conventional ads are down 23 percent, and organic ads are down 14 percent. Butter and flavored milk are the only two conventional commodities that saw an increase in ads this week. On the organic side, four commodities saw an increase, while five had a decrease in ads.

Ads for conventional cheese are down 26 percent this week and organic cheese ads are up 21 percent. The most advertised conventional cheese product, 6-8-ounce shred style, appeared in 51 percent fewer ads this week. The weighted average advertised price (average price) for this product dropped 35 cents, to \$2.30. Organic 6-8-ounce shred style cheese appeared in 7 percent more ads and has an average price of \$4.15, a 7 cent decrease. The week 23 organic premium for this product is \$1.85

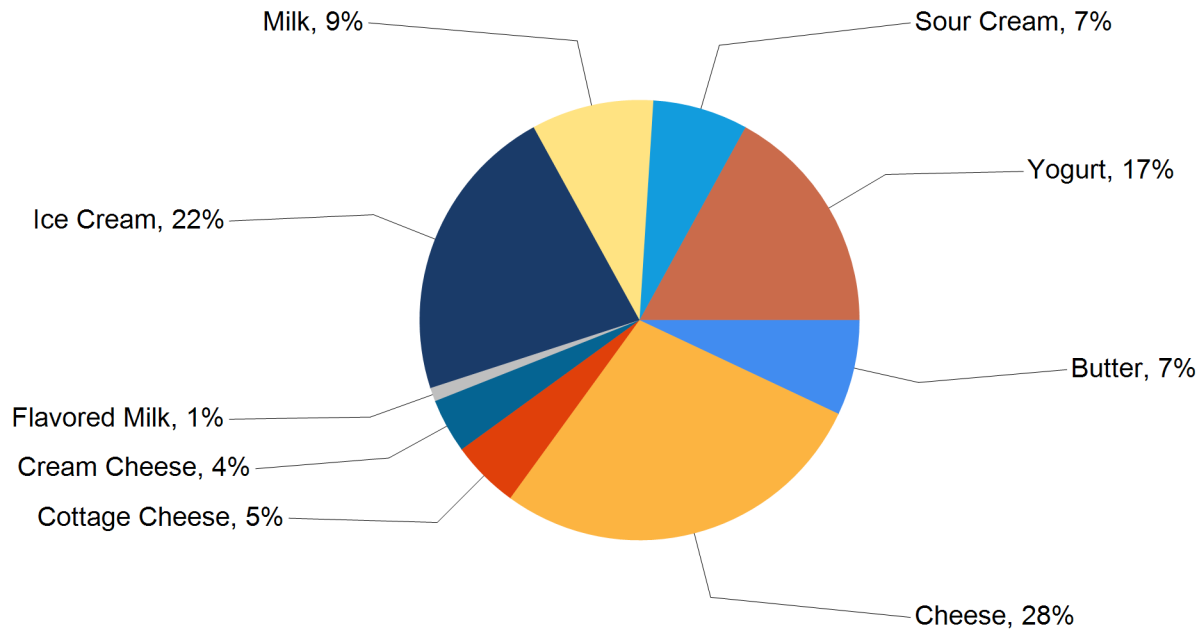
Conventional butter ads are up 10 percent this week, and organic butter ads are up 210 percent. The most advertised conventional butter product is one-pound packages, seeing a 48 percent increase. One pound package organic butter ads increased 1,134 percent making it the product with largest increase in ads by percentage for all types. The average price for one-pound conventional butter is \$3.91 an increase of 38 cents. Organic one pound butter has an average price of \$7.02, a decrease of 46 cents from last week. The organic premium for this product is \$3.11

Conventional milk ads decreased 15 percent this week. Organic milk ads decreased 31 percent this week. Half gallons overtook gallons as the most advertised conventional milk item this week and has an increase of 4 percent over last week. Organic half gallon milk ads decreased 37 percent compared to a 382 percent increase of organic gallon milk ads. The average price of conventional half gallons is \$2.17, an increase of 41 cents. Organic half gallons have an average price of \$5.05 and the organic premium for this product is \$2.88

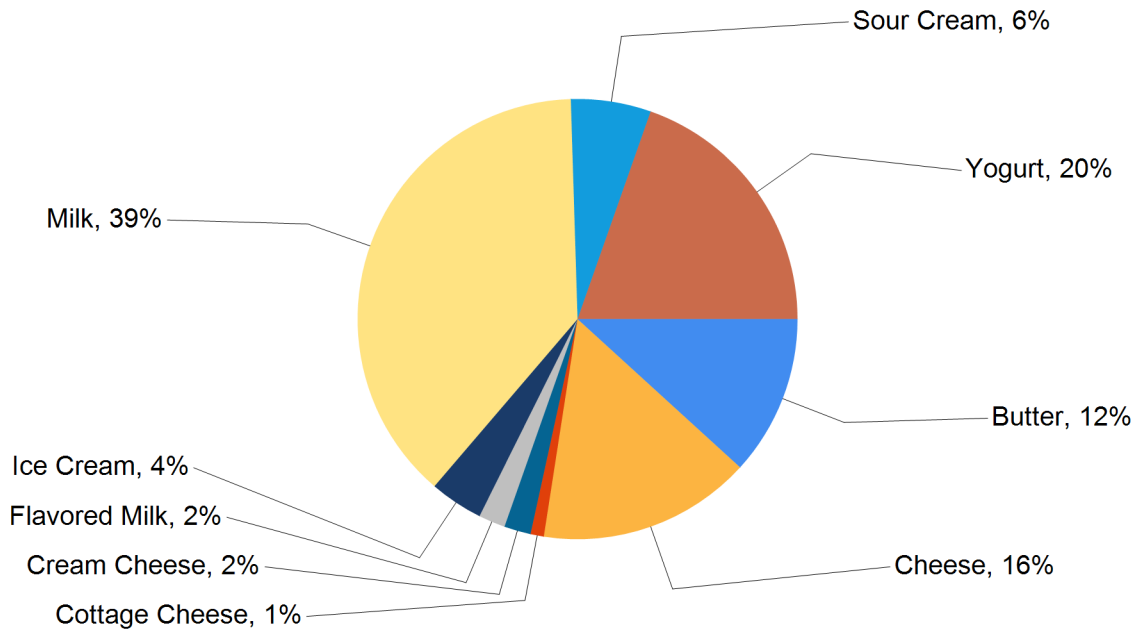
Top 5 Commodities Featured This Week



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	2847	3.46	4102	2.37	1409	3.75
Butter		1 lb	6291	3.91	4239	3.53	5782	4.64
Cheese	Natural Varieties	6-8 oz Block	6515	2.51	8374	2.64	6559	2.79
Cheese	Natural Varieties	6-8 oz Shred	8873	2.30	18019	2.65	8994	2.55
Cheese	Natural Varieties	6-8 oz Sliced	8291	2.50	9191	2.41	7492	2.79
Cheese	Natural Varieties	1 lb Block	1646	5.38	888	4.53	2622	4.38
Cheese	Natural Varieties	1 lb Shred	2933	5.21	6355	4.22	2322	5.05
Cheese	Natural Varieties	1 lb Sliced	600	6.21	333	4.16	190	3.99
Cheese	Natural Varieties	2 lb Block	2331	6.34	1669	6.54	3312	6.91
Cheese	Natural Varieties	2 lb Shred	3978	6.69	2436	6.96	5656	6.69
Cottage Cheese		16 oz	4092	2.43	3523	2.82	5520	2.97
Cottage Cheese		24 oz	2116	3.66	3275	2.93	1293	3.47
Cream Cheese		8 oz	4466	2.48	9428	2.37	6177	3.03
Cream Cheese		12 oz	496	4.97	496	4.97		
Flavored Milk	All Fat Tests	Half Gallon	210	3.49	293	2.74	499	2.92
Flavored Milk	All Fat Tests	Gallon	866	4.50	3	7.99	109	5.07
Ice Cream		14-16 oz	10701	3.60	17295	3.46	14079	3.83
Ice Cream		48-64 oz	17358	3.68	21043	3.69	11824	3.91
Milk	All Fat Tests	Half Gallon	6160	2.17	5948	1.76	1138	1.76
Milk	All Fat Tests	Gallon	5784	3.17	8041	3.30	5135	3.14
Sour Cream		16 oz	7428	2.23	12648	2.22	3746	2.32
Sour Cream		24 oz	1830	3.58	1782	3.98	2828	3.24
Yogurt	Greek	4-6 oz	12156	1.21	17183	1.26	10171	1.10
Yogurt	Yogurt	4-6 oz	2653	0.87	3555	0.74	3766	0.64
Yogurt	Greek	32 oz	2504	4.52	1680	4.95	1517	4.82
Yogurt	Yogurt	32 oz	4393	2.94	3959	2.85	1963	2.64



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	1.99 - 3.99	944	2.70	3.99	1094	3.99			
Butter		1 lb	2.50 - 3.99	1091	3.39	3.00 - 3.99	1557	3.70	2.99 - 4.99	735	3.89
Cheese	Natural Varieties	6-8 oz Block	1.67 - 3.99	1813	2.55	1.49 - 4.22	2255	2.01	1.67 - 2.50	1173	2.19
Cheese	Natural Varieties	6-8 oz Shred	1.49 - 3.99	2549	2.52	1.89 - 2.49	2224	2.14	1.67 - 2.50	851	2.26
Cheese	Natural Varieties	6-8 oz Sliced	1.69 - 4.58	1561	2.88	1.49 - 4.22	1978	1.96	1.67 - 4.85	2238	2.75
Cheese	Natural Varieties	1 lb Block	4.49	190	4.49						
Cheese	Natural Varieties	1 lb Shred	4.97 - 4.99	572	4.97	4.99	1094	4.99			
Cheese	Natural Varieties	1 lb Sliced	5.99	104	5.99	2.99	119	2.99			
Cheese	Natural Varieties	2 lb Block	5.99 - 11.99	387	7.99				4.99 - 6.49	350	6.04
Cheese	Natural Varieties	2 lb Shred	5.99 - 11.99	446	7.86	5.99	463	5.99	4.99 - 6.99	1292	6.30
Cottage Cheese		16 oz	2.50 - 3.00	434	2.81	1.67 - 3.69	656	2.24	1.67 - 2.99	1404	2.39
Cottage Cheese		24 oz	3.99 - 4.49	362	4.34				2.99 - 4.69	749	3.58
Cream Cheese		8 oz	1.50 - 4.00	1452	3.03	2.00	73	2.00	1.79 - 3.49	1252	2.12
Cream Cheese		12 oz	4.97	496	4.97						
Flavored Milk	All Fat Tests	Gallon	3.99	74	3.99				3.99 - 5.88	435	4.98
Ice Cream		14-16 oz	2.99 - 4.99	2518	3.97	3.50 - 7.99	1617	3.93	2.49 - 4.50	1145	3.15
Ice Cream		48-64 oz	2.48 - 4.99	3968	3.70	2.49 - 6.99	2387	2.98	1.99 - 4.99	2904	3.28
Milk	All Fat Tests	Half Gallon	2.69	496	2.69	1.76 - 2.99	1804	2.08	1.66 - 2.99	1451	2.17
Milk	All Fat Tests	Gallon	2.99 - 4.51	648	4.27	2.92	1341	2.92	2.78 - 3.79	988	2.88
Sour Cream		16 oz	1.67 - 3.00	1839	2.30	1.50 - 2.69	433	1.97	1.67 - 2.50	1349	1.92
Sour Cream		24 oz	3.34 - 3.99	858	3.61	2.79 - 2.98	306	2.91	3.79 - 3.99	305	3.86
Yogurt	Greek	4-6 oz	0.69 - 1.50	2728	1.20	0.80 - 2.33	2640	1.14	0.80 - 2.33	1423	1.07
Yogurt	Yogurt	4-6 oz	0.60 - 1.49	1066	1.13	0.60 - 0.75	492	0.63	0.70 - 1.25	457	0.94
Yogurt	Greek	32 oz	2.99 - 5.37	1784	4.29	5.49	74	5.49			
Yogurt	Yogurt	32 oz	2.50 - 4.99	939	3.35	2.50 - 3.00	1167	2.53			



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	3.29 - 4.99	199	4.08	3.50	122	3.50	1.94 - 4.29	467	3.47
Butter		1 lb	3.50 - 4.99	514	4.02	3.99 - 4.99	1134	4.57	2.99 - 4.99	1167	3.90
Cheese	Natural Varieties	6-8 oz Block	1.59 - 3.32	507	2.23	2.99	146	2.99	1.87 - 6.99	617	4.92
Cheese	Natural Varieties	6-8 oz Shred	1.59 - 2.99	863	2.27	1.97 - 2.99	1966	2.21	1.97 - 2.08	324	2.02
Cheese	Natural Varieties	6-8 oz Sliced	1.50 - 3.33	983	2.48	1.69 - 4.39	1065	2.58	1.67 - 3.33	405	2.15
Cheese	Natural Varieties	1 lb Block	3.50 - 5.99	358	4.55	3.49 - 5.99	293	5.28	4.79 - 7.49	781	5.97
Cheese	Natural Varieties	1 lb Shred	3.50 - 7.19	658	4.98	3.49 - 4.99	181	4.15	5.00 - 7.49	415	6.83
Cheese	Natural Varieties	1 lb Sliced							5.99 - 7.49	366	7.24
Cheese	Natural Varieties	2 lb Block	4.99	440	4.99	4.99 - 5.99	795	5.47	4.99 - 10.98	346	8.39
Cheese	Natural Varieties	2 lb Shred	4.99 - 5.00	574	4.99	4.99 - 14.99	1140	7.92	4.99	61	4.99
Cottage Cheese		16 oz	1.67 - 3.39	610	2.09	1.67 - 3.99	733	2.68	1.67 - 2.99	252	2.51
Cottage Cheese		24 oz	2.99 - 3.99	724	3.51	3.79	73	3.79	2.87	162	2.87
Cream Cheese		8 oz	1.59 - 3.99	726	2.61	1.56 - 1.99	654	1.67	2.49 - 3.39	281	2.88
Flavored Milk	All Fat Tests	Half Gallon	3.29 - 3.69	210	3.49						
Flavored Milk	All Fat Tests	Gallon				3.99	354	3.99			
Ice Cream		14-16 oz	2.00 - 5.17	1761	3.60	1.99 - 5.99	2332	3.21	1.99 - 5.99	1204	3.44
Ice Cream		48-64 oz	1.99 - 6.99	2884	4.35	1.99 - 7.99	3866	3.90	1.99 - 5.99	1224	3.52
Milk	All Fat Tests	Half Gallon	2.02 - 2.99	1515	2.21	1.39 - 1.90	605	1.80	2.04 - 2.99	272	2.42
Milk	All Fat Tests	Gallon	1.99 - 2.82	1285	2.78	3.02 - 3.99	1324	3.35	3.36	162	3.36
Sour Cream		16 oz	1.67 - 3.79	1131	2.34	1.67 - 3.59	1406	2.24	1.67 - 2.99	1215	2.38
Sour Cream		24 oz	3.99	107	3.99	3.49 - 4.99	169	4.14	2.98	81	2.98
Yogurt	Greek	4-6 oz	0.74 - 1.25	1223	1.00	0.90 - 1.69	2469	1.35	0.89 - 2.00	1623	1.41
Yogurt	Yogurt	4-6 oz				0.39	122	0.39	0.49 - 0.69	476	0.58
Yogurt	Greek	32 oz	3.99 - 4.99	241	4.55	3.99 - 6.99	396	5.29			
Yogurt	Yogurt	32 oz	2.99	134	2.99	2.64 - 2.99	1061	2.71	1.49 - 3.98	976	3.08



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		8 oz	4.49	11	4.49	2.33	10	2.33
Butter		1 lb	3.99 - 5.49	70	5.07	5.99	23	5.99
Cheese	Natural Varieties	6-8 oz Block				3.00	4	3.00
Cheese	Natural Varieties	6-8 oz Shred	3.00 - 4.49	26	3.77	2.36 - 3.59	70	3.03
Cheese	Natural Varieties	6-8 oz Sliced	1.69 - 3.68	21	2.91	1.99 - 2.99	40	2.57
Cheese	Natural Varieties	1 lb Block	4.99 - 8.99	24	6.82			
Cheese	Natural Varieties	1 lb Shred	4.99 - 8.99	13	8.37			
Cheese	Natural Varieties	1 lb Sliced	8.99	11	8.99			
Cheese	Natural Varieties	2 lb Block	8.99 - 9.99	13	9.84			
Cheese	Natural Varieties	2 lb Shred	8.99	2	8.99			
Cottage Cheese		16 oz	3.38	3	3.38			
Cottage Cheese		24 oz	3.58 - 4.99	13	3.86	3.44 - 4.99	33	4.52
Cream Cheese		8 oz	2.50 - 3.68	18	3.09	2.00	10	2.00
Flavored Milk	All Fat Tests	Gallon				7.99	3	7.99
Ice Cream		14-16 oz	2.54 - 7.99	57	4.08	2.38 - 7.99	67	6.08
Ice Cream		48-64 oz	2.49 - 5.99	53	3.92	3.53 - 5.79	72	4.78
Milk	All Fat Tests	Half Gallon				3.49 - 3.78	17	3.66
Milk	All Fat Tests	Gallon				6.28 - 8.59	36	7.90
Sour Cream		16 oz	2.29 - 3.49	22	2.89	3.17 - 3.49	33	3.39
Sour Cream		24 oz	3.99 - 4.49	4	4.24			
Yogurt	Greek	4-6 oz	1.25 - 2.00	36	1.56	1.98 - 2.33	14	2.08
Yogurt	Yogurt	4-6 oz	0.79 - 1.25	17	0.87	1.00	23	1.00
Yogurt	Greek	32 oz	6.99	9	6.99			
Yogurt	Yogurt	32 oz	1.99 - 6.99	83	5.11	3.17 - 3.69	33	3.53



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	420	4.91	424	4.29		
Butter		1 lb	1197	7.02	97	7.48	687	6.87
Cheese	Natural Varieties	6-8 oz Block	758	4.12	457	3.99	222	6.51
Cheese	Natural Varieties	6-8 oz Shred	1101	4.15	1025	4.22	302	5.02
Cheese	Natural Varieties	1 lb Shred	298	7.48	302	7.19		
Cottage Cheese		16 oz	118	5.29			152	5.03
Cream Cheese		8 oz	259	4.26	459	4.31	598	4.08
Flavored Milk	All Fat Tests	Half Gallon	208	5.02			235	5.35
Ice Cream		14-16 oz	574	6.41	1294	6.24	199	7.42
Ice Cream		48-64 oz			381	9.93		
Milk	All Fat Tests	Half Gallon	4780	5.05	7605	4.42	1575	4.92
Milk	All Fat Tests	Gallon	554	7.71	115	5.49	1355	8.80
Sour Cream		16 oz	787	3.73	815	3.75	758	4.05
Yogurt	Yogurt	4-6 oz	409	2.27	219	2.50	272	2.50
Yogurt	Greek	32 oz	240	6.64	305	5.87	302	7.09
Yogurt	Yogurt	32 oz	2037	4.89	2412	4.88	1260	4.50

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	4.11	122	4.11				4.11	67	4.11
Butter		1 lb	5.99 - 7.48	535	6.33	7.48	86	7.48	7.48	67	7.48
Cheese	Natural Varieties	6-8 oz Block	3.59	122	3.59	3.59	86	3.59	3.59	67	3.59
Cheese	Natural Varieties	6-8 oz Shred	3.14 - 4.94	244	4.04	3.68 - 4.94	172	4.31	3.14 - 4.94	134	4.04
Cheese	Natural Varieties	1 lb Shred	7.19	122	7.19				7.19	67	7.19
Flavored Milk	All Fat Tests	Half Gallon	4.87	122	4.87	5.23	86	5.23			
Milk	All Fat Tests	Half Gallon	3.97 - 6.49	1404	4.78	4.72 - 4.99	160	4.84	3.99 - 4.49	127	4.25
Sour Cream		16 oz	3.43	122	3.43	3.37	86	3.37			
Yogurt	Yogurt	4-6 oz	2.00	190	2.00						
Yogurt	Yogurt	32 oz	4.19 - 4.99	325	4.49	4.19 - 5.49	254	4.90	4.19 - 5.69	134	4.94



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
Butter		8 oz	6.49	118	6.49	4.57	109	4.57			
Butter		1 lb	7.48 - 7.99	193	7.79				7.49	305	7.49
Cheese	Natural Varieties	6-8 oz Block	3.59 - 5.49	167	4.64				4.29	305	4.29
Cheese	Natural Varieties	6-8 oz Shred	3.59 - 4.49	242	4.02				4.29	305	4.29
Cheese	Natural Varieties	1 lb Shred				7.99	109	7.99			
Cottage Cheese		16 oz	5.29	118	5.29						
Cream Cheese		8 oz	4.19 - 4.49	150	4.34	4.16	109	4.16			
Ice Cream		14-16 oz	4.99 - 7.99	493	6.31				6.99	81	6.99
Milk	All Fat Tests	Half Gallon	4.49 - 5.49	577	4.97	2.99 - 6.99	1457	5.01	4.99 - 5.99	996	5.62
Milk	All Fat Tests	Gallon	5.49 - 8.99	249	7.37				7.99	305	7.99
Sour Cream		16 oz	3.82 - 4.11	150	3.96	3.81	109	3.81	3.79	305	3.79
Yogurt	Yogurt	4-6 oz				2.50	219	2.50			
Yogurt	Greek	32 oz	6.29	118	6.29	6.98	122	6.98			
Yogurt	Yogurt	32 oz	4.19 - 5.69	360	5.01	4.66 - 5.49	328	5.21	2.99 - 5.99	599	4.81

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		8 oz				5.02	4	5.02
Butter		1 lb	7.49	11	7.49			
Cheese	Natural Varieties	6-8 oz Block	4.49	11	4.49			
Cheese	Natural Varieties	6-8 oz Shred				5.84	4	5.84
Milk	All Fat Tests	Half Gallon	5.99	22	5.99	4.76 - 6.99	37	6.28
Sour Cream		16 oz	3.79	11	3.79	4.43	4	4.43
Yogurt	Yogurt	32 oz	3.49 - 5.99	33	5.16	5.23	4	5.23



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.