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Advertised Prices for Dairy Products at Major Retail Supermarket Outlets ending during the period of 4/25/2025 to 5/1/2025

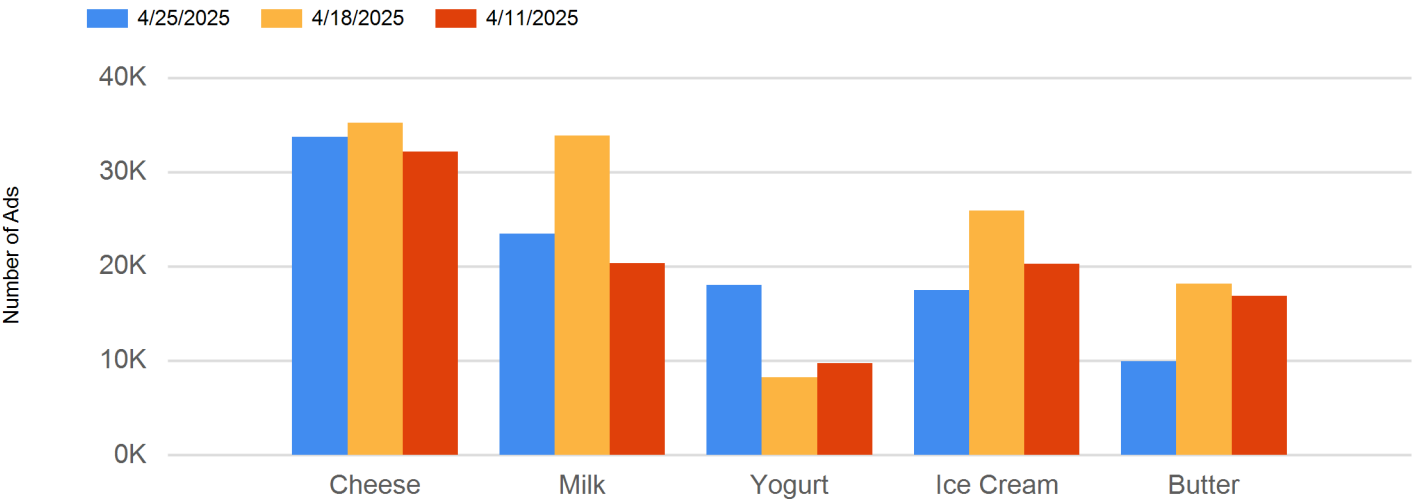
Conventional dairy ads decreased by 13 percent and organic dairy ads decreased by 41 percent for week 17. On the conventional side, yogurt is the only commodity that had an increase in terms of total ads by commodity for week 17 compared to week 16. Butter had the largest percent decrease in terms of total conventional ads by commodity comparing week 17 to week 16, which was negative 48 percent. On the organic side, yogurt, along with butter and flavored milk, had increases in terms of total organic ads by commodity comparing this week to last week.

Cheese was the heaviest advertised conventional dairy commodity. Conventional 6-8 ounce packages of shredded, sliced, and block cheese have weighted average advertised prices of \$2.26, \$2.77, and \$2.66, respectively. The shredded and sliced styles all had price decreases this week. The block style had a price increase this week.

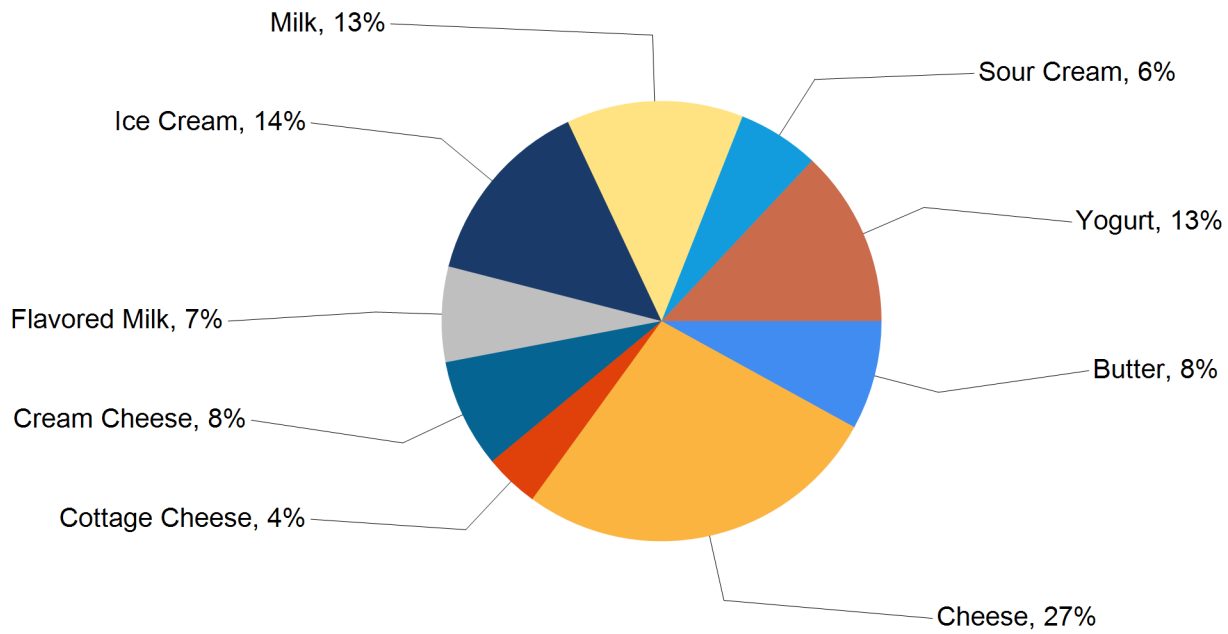
Ice cream was somewhat ahead of yogurt and milk for the second most heavily advertised conventional commodity spot this week. Ice cream in 14-16 ounce containers appeared in ads more often than ice cream in 48-64 ounce containers. 14-16 ounce containers of ice cream had a weighted average advertised price of \$3.88, which represents a 45 cent decrease in price compared to the prior week.

Conventional yogurt came in third in numbers of ads. Greek yogurt in 4-6 ounce containers had a weighted average advertised price of \$1.13 and regular yogurt was \$0.63. Conventional milk in half gallon containers were more advertised than conventional milk in gallon containers. This container size comparison held true with reference to organic milk as well. The weighted average advertised prices for a half gallon container of conventional milk and organic milk were \$2.11 and \$5.44, respectfully. The organic premium for this item is \$3.33.

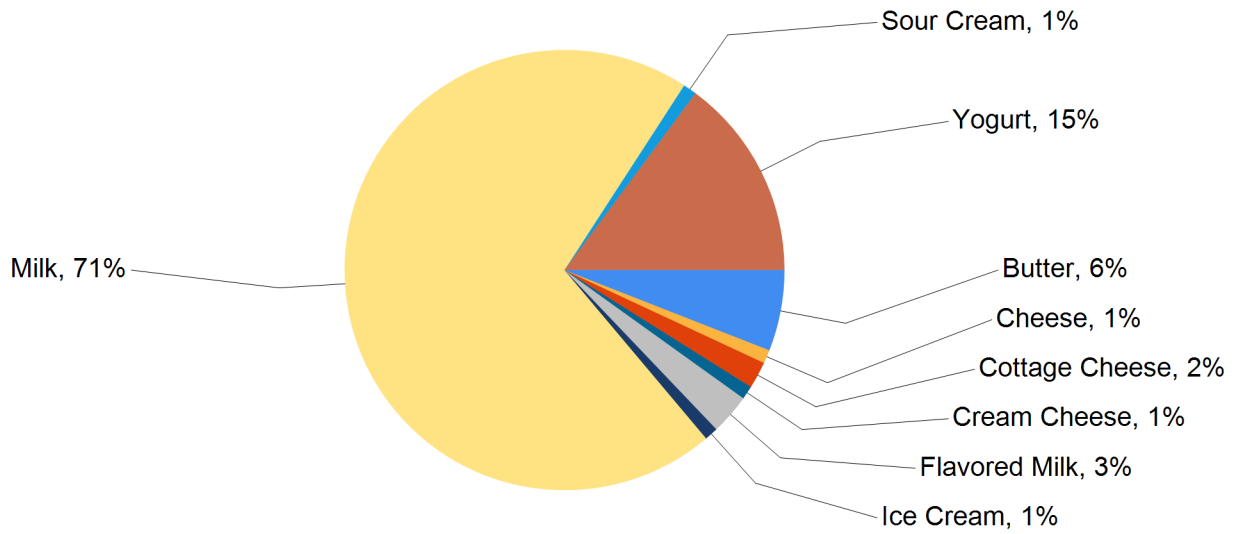
Top 5 Commodities Featured This Week



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	1014	3.22	2058	3.17	451	3.14
Butter		1 lb	8347	4.59	16081	3.90	4085	4.29
Cheese	Natural Varieties	6-8 oz Block	4590	2.66	7538	2.61	7146	2.07
Cheese	Natural Varieties	6-8 oz Shred	13503	2.26	11545	2.46	9697	2.41
Cheese	Natural Varieties	6-8 oz Sliced	5867	2.77	6282	2.86	12318	2.37
Cheese	Natural Varieties	1 lb Block	2129	4.96	459	4.21	925	3.55
Cheese	Natural Varieties	1 lb Shred	2333	3.93	90	3.00	5120	3.72
Cheese	Natural Varieties	1 lb Sliced					2473	3.76
Cheese	Natural Varieties	2 lb Block	188	7.70	2510	6.56	369	7.68
Cheese	Natural Varieties	2 lb Shred	4965	7.25	6041	7.10	1556	9.54
Cottage Cheese		16 oz	3247	3.09	4254	2.14	2218	2.37
Cottage Cheese		24 oz	1859	3.84	1872	3.25	3212	3.11
Cream Cheese		8 oz	9830	2.38	10471	2.30	1745	3.04
Cream Cheese		12 oz					131	3.99
Flavored Milk	All Fat Tests	Half Gallon	5904	1.93	5832	2.75	228	2.50
Flavored Milk	All Fat Tests	Gallon	2174	3.81	4435	3.68	199	4.98
Ice Cream		14-16 oz	10403	3.88	7920	4.33	10296	3.62
Ice Cream		48-64 oz	6914	3.76	17333	4.30	11542	4.00
Milk	All Fat Tests	Half Gallon	9943	2.11	9579	2.61	1189	1.84
Milk	All Fat Tests	Gallon	6272	3.77	9020	3.96	4432	3.36
Sour Cream		16 oz	6761	2.23	7855	2.07	3827	2.24
Sour Cream		24 oz	889	3.67	232	2.77	2009	3.32
Yogurt	Greek	4-6 oz	6070	1.13	6646	1.13	7005	1.05
Yogurt	Yogurt	4-6 oz	2557	0.63	2317	0.65	3518	0.61
Yogurt	Greek	32 oz	4374	4.56	1325	5.71	1254	5.12
Yogurt	Yogurt	32 oz	3478	3.41	383	3.27	3518	3.48



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	2.99 - 4.49	339	3.65	2.99	366	2.99			
Butter		1 lb	2.97 - 6.49	2921	4.16	3.00 - 4.96	1782	4.63	5.22	892	5.22
Cheese	Natural Varieties	6-8 oz Block	1.97 - 5.39	2732	2.79	1.79 - 3.99	590	2.19	2.50 - 2.79	539	2.60
Cheese	Natural Varieties	6-8 oz Shred	1.97 - 4.39	4438	2.48	1.50 - 2.50	3573	1.95	1.97 - 3.00	1527	2.26
Cheese	Natural Varieties	6-8 oz Sliced	1.97 - 4.50	3843	2.97	1.50 - 2.99	627	2.26	2.00 - 3.00	471	2.66
Cheese	Natural Varieties	1 lb Block	3.49 - 4.99	1280	4.45	4.29	53	4.29			
Cheese	Natural Varieties	1 lb Shred	3.00 - 3.99	1099	3.82	3.00 - 4.29	510	3.70			
Cheese	Natural Varieties	2 lb Shred	7.99	413	7.99	7.38 - 7.99	1394	7.40	5.99 - 7.38	1110	7.16
Cottage Cheese		16 oz	2.00 - 4.49	2314	3.20				1.99 - 2.50	226	2.21
Cottage Cheese		24 oz	3.49 - 4.49	1178	4.04				3.50	83	3.50
Cream Cheese		8 oz	1.50 - 4.00	3948	2.53	1.50 - 1.99	1402	1.93	2.00 - 3.98	1078	2.90
Flavored Milk	All Fat Tests	Half Gallon	3.29 - 3.79	767	3.56	1.39 - 1.86	1804	1.74	1.39 - 3.50	852	1.86
Flavored Milk	All Fat Tests	Gallon	4.99	750	4.99	3.07	1341	3.07	4.99	83	4.99
Ice Cream		14-16 oz	2.49 - 5.99	3098	3.93	2.99 - 6.39	2729	4.70	2.99 - 5.50	1137	3.45
Ice Cream		48-64 oz	2.29 - 5.99	1906	4.07	2.99 - 5.99	863	4.84	2.50 - 4.99	1465	3.28
Milk	All Fat Tests	Half Gallon	2.09 - 3.19	1674	2.76	1.39 - 3.29	2245	1.86	1.39 - 3.93	2448	2.41
Milk	All Fat Tests	Gallon	3.09 - 5.29	1089	4.63	3.07	1341	3.07	2.72 - 5.38	1950	4.13
Sour Cream		16 oz	1.79 - 2.79	2998	2.31	1.99 - 2.79	1578	2.10	1.50 - 2.98	1139	2.09
Sour Cream		24 oz							3.50 - 3.69	213	3.62
Yogurt	Greek	4-6 oz	1.00 - 1.33	781	1.22	0.99 - 1.49	2162	1.22	0.99 - 1.10	1501	1.01
Yogurt	Yogurt	4-6 oz	0.50 - 0.90	1214	0.69	0.60 - 0.66	419	0.61	0.50 - 0.60	589	0.56
Yogurt	Greek	32 oz	2.99 - 5.99	2815	4.54	4.98 - 5.99	554	5.65	3.89 - 4.99	306	4.11
Yogurt	Yogurt	32 oz	2.49 - 3.79	1032	3.25	2.99	945	2.99	5.99	188	5.99



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
Butter		8 oz							2.99	287	2.99
Butter		1 lb	2.97 - 5.00	1499	4.68	4.96 - 6.99	607	5.37	3.99 - 5.36	619	4.68
Cheese	Natural Varieties	6-8 oz Block	1.79	163	1.79				1.79 - 3.99	552	2.76
Cheese	Natural Varieties	6-8 oz Shred	1.79 - 4.05	2449	2.36	1.97 - 2.67	1023	2.33	1.79 - 1.99	437	1.92
Cheese	Natural Varieties	6-8 oz Sliced	1.66 - 3.50	630	2.33				1.79 - 3.00	273	2.19
Cheese	Natural Varieties	1 lb Block	3.48	117	3.48	4.77 - 6.99	535	6.73	4.29	144	4.29
Cheese	Natural Varieties	1 lb Shred	3.48	117	3.48	3.78 - 6.98	607	4.42			
Cheese	Natural Varieties	2 lb Block	5.97	107	5.97				9.98	81	9.98
Cheese	Natural Varieties	2 lb Shred	4.97 - 7.38	1687	6.86	6.99	80	6.99	7.38 - 7.39	234	7.38
Cottage Cheese		16 oz	1.69	107	1.69	1.99 - 2.99	291	2.41	3.99	287	3.99
Cottage Cheese		24 oz	3.49	248	3.49	3.99	199	3.99	2.79	144	2.79
Cream Cheese		8 oz	1.77 - 2.99	2031	2.23	1.77 - 3.00	998	2.24	1.77 - 2.99	346	2.24
Flavored Milk	All Fat Tests	Half Gallon	1.29 - 1.82	1846	1.64	1.29 - 1.69	326	1.54	1.27	287	1.27
Ice Cream		14-16 oz	2.50 - 5.49	1736	3.51	2.50 - 4.99	1272	3.07	2.50 - 4.99	395	3.19
Ice Cream		48-64 oz	2.50 - 4.99	1029	3.44	2.50 - 3.99	742	3.35	2.50 - 4.99	827	3.47
Milk	All Fat Tests	Half Gallon	1.29 - 2.49	2140	1.77	1.29 - 3.38	986	1.91	1.27 - 1.49	418	1.34
Milk	All Fat Tests	Gallon	2.96 - 4.99	1473	3.31	3.29 - 4.99	409	3.72			
Sour Cream		16 oz	1.69 - 2.49	210	2.08	1.99 - 2.99	643	2.45	1.98 - 1.99	153	1.98
Sour Cream		24 oz	3.78	117	3.78				2.89 - 3.99	521	3.64
Yogurt	Greek	4-6 oz	0.99 - 1.39	902	1.05	0.99 - 1.50	643	1.16	0.75	81	0.75
Yogurt	Yogurt	4-6 oz	0.40	52	0.40	0.49	169	0.49	0.60	81	0.60
Yogurt	Greek	32 oz	4.99	52	4.99	3.99	352	3.99	3.69 - 3.99	288	3.84
Yogurt	Yogurt	32 oz	2.99	128	2.99	2.99 - 3.97	1152	3.44			



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	3.29	22	3.29			
Butter		1 lb	3.99 - 6.43	20	5.09	4.79	7	4.79
Cheese	Natural Varieties	6-8 oz Block				3.99	14	3.99
Cheese	Natural Varieties	6-8 oz Shred	2.36	9	2.36	2.36 - 2.97	47	2.67
Cheese	Natural Varieties	6-8 oz Sliced				2.97	23	2.97
Cheese	Natural Varieties	2 lb Shred	8.86 - 14.49	37	13.12	8.86	10	8.86
Cottage Cheese		16 oz	4.49	22	4.49			
Cottage Cheese		24 oz				3.39	7	3.39
Cream Cheese		8 oz	2.18 - 2.89	20	2.57	2.29	7	2.29
Flavored Milk	All Fat Tests	Half Gallon	1.97	22	1.97			
Ice Cream		14-16 oz	4.99 - 7.99	22	6.49	5.69 - 5.99	14	5.84
Ice Cream		48-64 oz	3.00 - 4.99	22	4.00	3.99 - 5.99	60	4.80
Milk	All Fat Tests	Half Gallon	1.97	22	1.97	3.88	10	3.88
Milk	All Fat Tests	Gallon				5.98	10	5.98
Sour Cream		16 oz				2.49 - 3.89	40	3.65
Sour Cream		24 oz	4.18 - 4.49	31	4.40	3.39	7	3.39
Yogurt	Yogurt	4-6 oz				1.29	33	1.29
Yogurt	Greek	32 oz				4.89	7	4.89
Yogurt	Yogurt	32 oz				6.05	33	6.05



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
Butter		1 lb	606	7.58			1341	5.98
Cheese	Natural Varieties	6-8 oz Block	89	7.49				
Cheese	Natural Varieties	6-8 oz Shred	89	3.99	433	4.76		
Cheese	Natural Varieties	6-8 oz Sliced			296	6.17	262	3.39
Cottage Cheese		16 oz	175	4.44	218	4.99	362	4.02
Cream Cheese		8 oz	89	3.99	308	3.96	1793	3.35
Flavored Milk	All Fat Tests	Half Gallon	351	6.11			103	3.99
Ice Cream		14-16 oz	89	4.49	338	8.10		
Ice Cream		48-64 oz	89	9.99	291	7.99	107	8.99
Milk	All Fat Tests	Half Gallon	6936	5.44	10508	5.36	4704	4.24
Milk	All Fat Tests	Gallon	339	8.99	4727	8.24	1497	7.00
Sour Cream		16 oz	86	4.39	218	4.26	159	3.99
Yogurt	Yogurt	4-6 oz			184	1.82	92	1.35
Yogurt	Greek	32 oz	265	6.99	75	4.94	2065	6.55
Yogurt	Yogurt	32 oz	1275	4.75	109	4.94	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		1 lb	6.99 - 8.99	606	7.58						
Cheese	Natural Varieties	6-8 oz Block	7.49	89	7.49						
Cheese	Natural Varieties	6-8 oz Shred	3.99	89	3.99						
Cottage Cheese		16 oz	4.19	89	4.19	4.69	86	4.69			
Cream Cheese		8 oz	3.99	89	3.99						
Flavored Milk	All Fat Tests	Half Gallon	6.49	89	6.49	5.99	86	5.99	6.19	67	6.19
Ice Cream		14-16 oz	4.49	89	4.49						
Ice Cream		48-64 oz	9.99	89	9.99						
Milk	All Fat Tests	Half Gallon	3.89 - 6.79	1642	5.01	4.29 - 5.49	1868	5.21	5.49 - 6.54	2743	6.15
Milk	All Fat Tests	Gallon	8.99	339	8.99						
Sour Cream		16 oz				4.39	86	4.39			
Yogurt	Greek	32 oz	5.99	89	5.99				7.49	67	7.49
Yogurt	Yogurt	32 oz	4.29 - 4.99	732	4.57	4.79	367	4.79	5.39	67	5.39



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
Flavored Milk	All Fat Tests	Half Gallon				5.84	109	5.84			
Milk	All Fat Tests	Half Gallon				4.12 - 4.94	594	4.27	4.29	72	4.29
Yogurt	Greek	32 oz				7.49	109	7.49			
Yogurt	Yogurt	32 oz				5.39	109	5.39			

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				4.49 - 6.78	17	5.84

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.