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Advertised Prices for Dairy Products at Major Grocery Store Outlets ending during the period of 6/20/2026 to 7/2/2026

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.

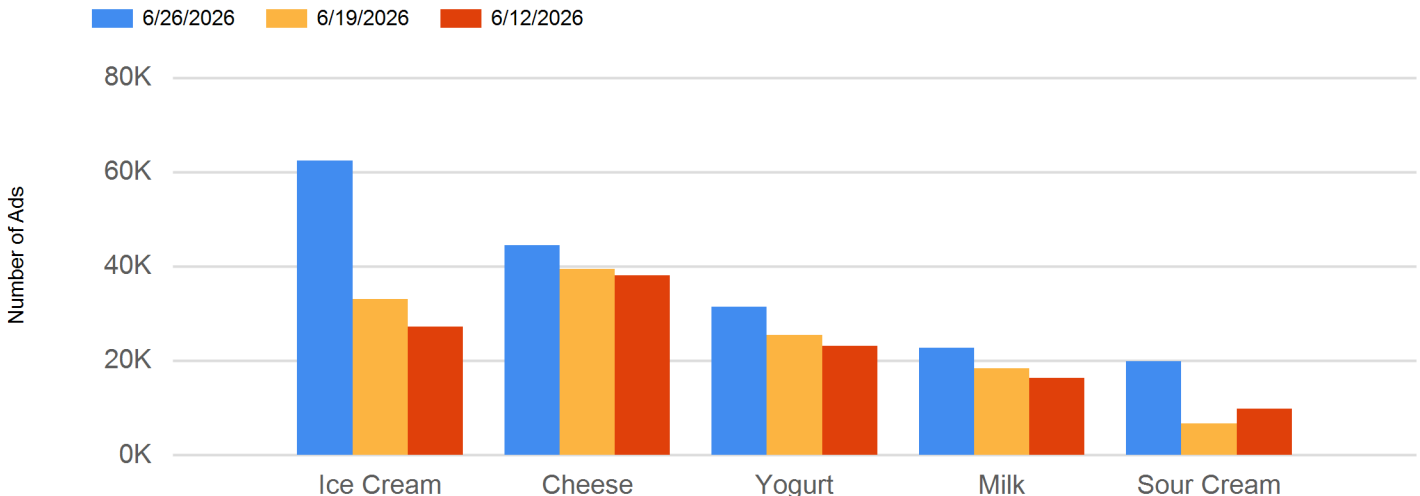
Ahead of July 4th next week, retailers are advertising more dairy products. Ads for conventional dairy are up 58 percent, and organic dairy ads grew 42 percent. It is the first full week of summer, and to help beat the heat, retailers are advertising ice cream more than any other conventional commodity. The only commodity featured last week that appeared in fewer ads in week 26 is flavored milk.

Conventional ice cream ads increased 83 percent this week. Organic ice cream ads increased 1,068 percent and moved from the 7th most advertised organic commodity last week to the third most in week 26. Ads for conventional ice cream in 48-64-ounce containers increased 74 percent, and the weighted average advertised price (average price) is down 72 cents to \$3.68. Organic 48-64-ounce ice cream ads grew 700 percent. The average price for this product is down \$4.48, to \$7.81, leaving a week 26 organic premium of \$4.13.

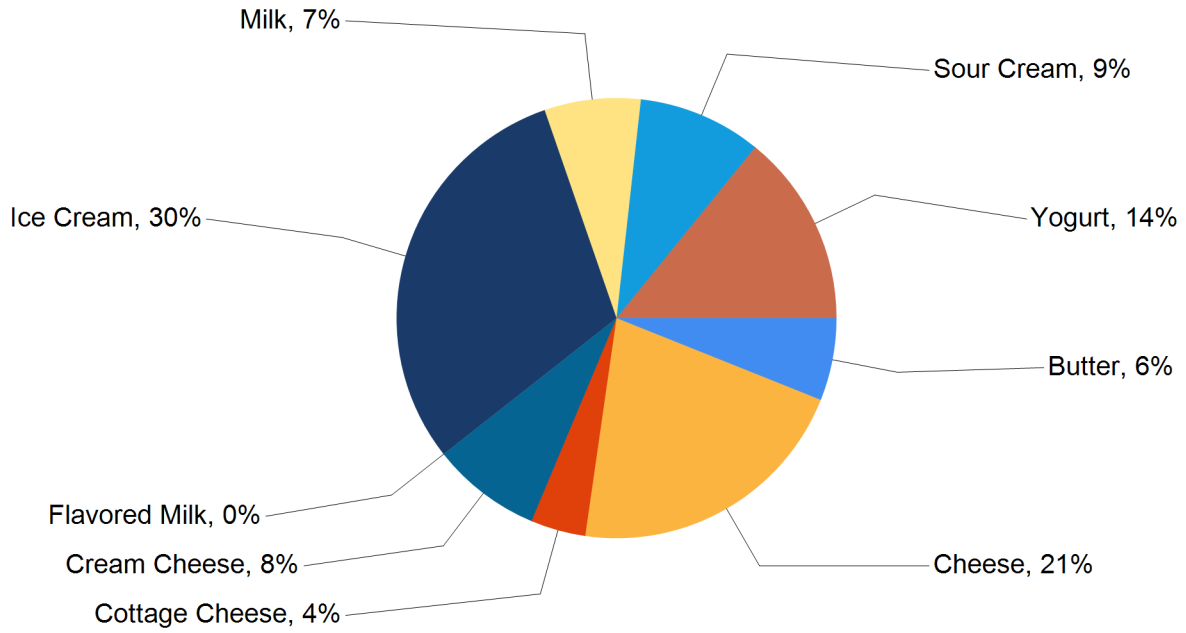
Ads for cheese increased in both the conventional and organic aisles this week, but both commodities fell below ice cream. Cheese is the 2nd most advertised conventional commodity and ads are up 12 percent, and in the organic aisle cheese is the 4th most advertised commodity and appeared in 40 percent more ads. Ads for conventional 6-8-ounce shred style cheese increased 76 percent this week, and the average price increased 11 cents to \$2.44. Ads for this product's organic counterpart increased 186 percent, and the average price is \$4.65, up 43 cents. The week 26 organic premium for 6-8-ounce shred style cheese is \$2.21.

Milk remains the most advertised organic commodity and appeared in 27 percent more ads this week. Conventional milk ads grew 20 percent in week 26. Conventional gallon milk ads increased 5 percent. This product's average price is up 4 cents, \$3.19. Organic gallon milk ads are up 203 percent, and the average price is \$8.07, up 8 cents. The organic premium for gallon milk is \$4.88 this week.

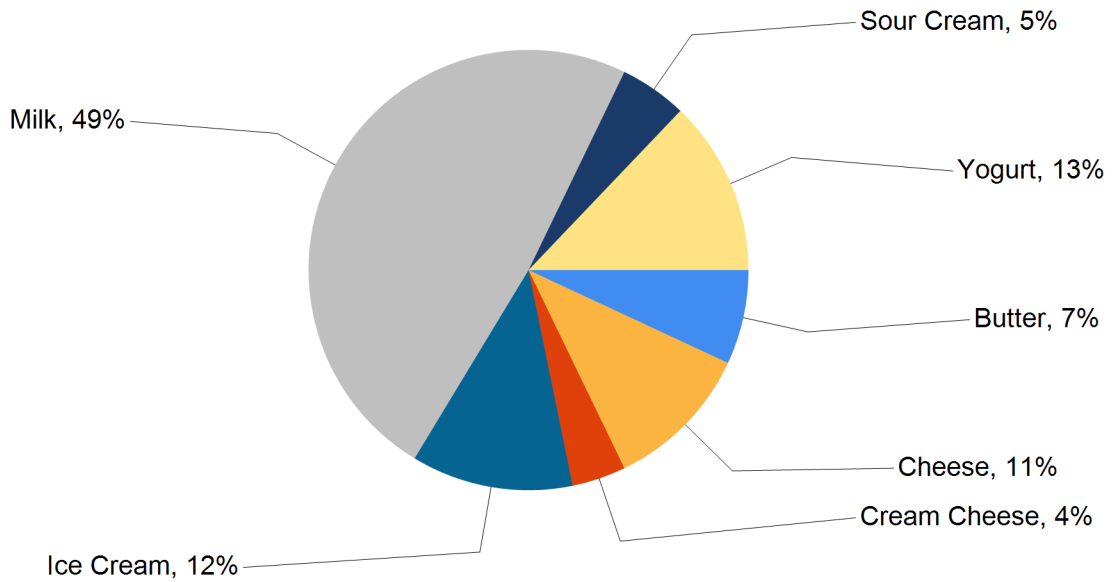
Top 5 Commodities Featured This Week



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	2618	2.84	1538	3.40	1639	3.43
Butter		1 lb	8657	3.63	4917	4.02	8203	3.79
Cheese	Natural Varieties	6-8 oz Block	7892	3.24	12127	2.92	6379	2.80
Cheese	Natural Varieties	6-8 oz Shred	14316	2.44	8136	2.33	6903	2.91
Cheese	Natural Varieties	6-8 oz Sliced	12208	2.65	8375	2.52	5923	2.65
Cheese	Natural Varieties	1 lb Block	1523	4.95	1512	5.79	2456	4.89
Cheese	Natural Varieties	1 lb Shred	2537	5.63	3350	5.71	3925	5.07
Cheese	Natural Varieties	1 lb Sliced	1155	6.47	483	6.86	1707	2.99
Cheese	Natural Varieties	2 lb Block	1487	6.96	1685	7.79	2509	6.66
Cheese	Natural Varieties	2 lb Shred	1362	6.42	2273	7.07	4809	6.76
Cottage Cheese		16 oz	2711	2.97	1277	3.01	3148	2.52
Cottage Cheese		24 oz	6000	3.13	852	3.77	2403	2.66
Cream Cheese		8 oz	15363	2.59	5536	2.65	6945	2.46
Cream Cheese		12 oz	1388	4.63	496	4.97	74	5.49
Flavored Milk	All Fat Tests	Half Gallon	294	3.95	1112	1.96	351	3.64
Flavored Milk	All Fat Tests	Gallon	3	7.99	205	5.41	572	4.25
Ice Cream		14-16 oz	28638	3.50	14718	3.75	15387	3.85
Ice Cream		48-64 oz	31512	3.68	18107	4.40	21875	4.26
Milk	All Fat Tests	Half Gallon	7674	2.19	5669	1.95	1602	2.29
Milk	All Fat Tests	Gallon	5784	3.19	5507	3.15	4980	2.67
Sour Cream		16 oz	15382	2.29	4157	2.28	7219	2.24
Sour Cream		24 oz	3514	3.63	1667	3.53	6736	3.13
Yogurt	Greek	4-6 oz	14104	1.30	7481	1.26	5270	1.05
Yogurt	Yogurt	4-6 oz	2930	0.73	8194	0.64	4547	0.67
Yogurt	Greek	32 oz	4358	5.77	5906	5.50	2233	4.43
Yogurt	Yogurt	32 oz	7675	2.98	1850	3.50	4410	2.57



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	2.79	78	2.79	1.94	1341	1.94	2.50	188	2.50
Butter		1 lb	2.49 - 3.99	1598	3.43	2.99 - 3.99	589	3.14	2.49 - 4.49	1323	3.36
Cheese	Natural Varieties	6-8 oz Block	1.50 - 4.99	1808	2.65	1.67 - 3.99	1819	2.60	1.67 - 4.99	1421	2.78
Cheese	Natural Varieties	6-8 oz Shred	1.50 - 3.99	2406	2.51	1.67 - 4.94	4301	2.53	1.50 - 3.50	2043	2.36
Cheese	Natural Varieties	6-8 oz Sliced	1.99 - 3.99	3384	2.87	1.99 - 4.79	1332	2.49	1.99 - 4.79	2104	2.48
Cheese	Natural Varieties	1 lb Block	3.99 - 5.99	550	4.36				3.50	245	3.50
Cheese	Natural Varieties	1 lb Shred	2.50 - 5.79	767	4.89	2.50 - 4.99	163	3.62	3.50 - 6.49	804	5.58
Cheese	Natural Varieties	1 lb Sliced	4.99	72	4.99				3.50 - 4.99	341	3.92
Cheese	Natural Varieties	2 lb Block	5.99 - 11.99	380	8.99						
Cheese	Natural Varieties	2 lb Shred	5.99	129	5.99				9.99	188	9.99
Cottage Cheese		16 oz	2.50 - 3.14	909	2.93	2.91 - 3.69	205	3.36	2.50 - 3.99	433	3.11
Cottage Cheese		24 oz	2.87 - 4.49	965	3.31	2.87 - 4.00	1509	2.97	2.94 - 4.69	1174	3.35
Cream Cheese		8 oz	1.50 - 3.49	2414	2.58	1.59 - 2.97	2708	2.50	1.59 - 3.47	2352	2.68
Cream Cheese		12 oz	4.64	496	4.64				4.63	892	4.63
Flavored Milk	All Fat Tests	Half Gallon							2.99 - 4.49	294	3.95
Ice Cream		14-16 oz	1.68 - 6.99	6813	3.78	2.12 - 5.99	5373	3.34	1.94 - 5.98	4558	3.37
Ice Cream		48-64 oz	2.23 - 5.49	6889	3.79	2.97 - 6.79	5224	3.40	2.50 - 5.99	6468	3.66
Milk	All Fat Tests	Half Gallon	2.69	496	2.69	1.72 - 2.69	1435	1.78	1.66	892	1.66
Milk	All Fat Tests	Gallon	2.99 - 4.99	787	4.28	2.87 - 4.50	1435	2.98	2.78 - 2.79	988	2.78
Sour Cream		16 oz	1.69 - 2.50	2134	2.16	1.84 - 3.99	5719	2.36	1.38 - 2.99	1441	2.18
Sour Cream		24 oz	3.34 - 3.99	561	3.42				3.34 - 3.89	1174	3.46
Yogurt	Greek	4-6 oz	0.79 - 1.67	3183	1.18	1.00 - 1.66	5304	1.30	1.00 - 1.25	441	1.15
Yogurt	Yogurt	4-6 oz	0.60 - 1.50	867	0.83	1.25	228	1.25	0.39 - 1.00	530	0.66
Yogurt	Greek	32 oz	4.49 - 7.29	1848	5.90	6.49	73	6.49	5.37 - 5.99	1451	5.61
Yogurt	Yogurt	32 oz	2.50 - 4.99	886	3.68	2.49 - 3.69	2032	2.72	2.49	559	2.49



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	4.99	92	4.99	3.49 - 3.99	545	3.81	4.29	305	4.29
Butter		1 lb	2.99 - 4.49	2123	3.97	2.99 - 4.39	1697	3.70	2.49 - 4.99	1290	3.71
Cheese	Natural Varieties	6-8 oz Block	0.99 - 5.99	596	3.08	1.99 - 5.99	1330	3.55	4.99 - 6.99	830	6.10
Cheese	Natural Varieties	6-8 oz Shred	0.99 - 4.00	2481	2.31	1.97 - 3.50	2229	2.33	1.97 - 3.50	800	2.60
Cheese	Natural Varieties	6-8 oz Sliced	1.99 - 4.00	1958	2.70	1.67 - 4.99	2589	2.50	2.50 - 3.00	752	2.75
Cheese	Natural Varieties	1 lb Block				3.49	73	3.49	4.49 - 7.49	610	5.99
Cheese	Natural Varieties	1 lb Shred	6.49	70	6.49	3.49 - 8.49	406	6.33	7.49	305	7.49
Cheese	Natural Varieties	1 lb Sliced	2.50	61	2.50	8.99	354	8.99	7.49	305	7.49
Cheese	Natural Varieties	2 lb Block	4.99	107	4.99	5.99 - 6.99	246	6.21	5.00 - 7.99	720	6.42
Cheese	Natural Varieties	2 lb Shred	3.99 - 8.99	298	5.44	5.99 - 9.99	301	6.90	5.00 - 5.99	415	5.26
Cottage Cheese		16 oz	2.29 - 2.84	200	2.66	2.49 - 3.00	960	2.92			
Cottage Cheese		24 oz	2.87 - 3.99	1467	2.97	2.87 - 4.00	704	3.22	2.87	162	2.87
Cream Cheese		8 oz	1.56 - 3.99	4320	2.53	0.99 - 4.49	2523	2.69	1.56 - 3.29	950	2.55
Ice Cream		14-16 oz	1.68 - 4.99	4903	3.13	2.02 - 5.99	5043	3.68	2.12 - 5.99	1766	3.56
Ice Cream		48-64 oz	1.99 - 7.99	6353	3.83	2.50 - 6.99	5129	3.59	2.97 - 5.99	1296	3.78
Milk	All Fat Tests	Half Gallon	2.06 - 2.99	2602	2.20	1.92 - 4.29	1711	2.23	2.04 - 4.49	528	3.62
Milk	All Fat Tests	Gallon	2.50 - 4.29	1403	3.02	3.07 - 3.24	970	3.15	3.42	162	3.42
Sour Cream		16 oz	1.84 - 2.79	2960	2.26	1.00 - 4.34	2090	2.35	1.66 - 2.99	992	2.29
Sour Cream		24 oz	2.29 - 4.24	1536	3.98				2.64 - 2.98	243	2.75
Yogurt	Greek	4-6 oz	1.00 - 1.66	1931	1.49	0.89 - 1.66	1652	1.28	0.99 - 1.66	1519	1.34
Yogurt	Yogurt	4-6 oz	0.60	273	0.60	0.60	390	0.60	0.59	610	0.59
Yogurt	Greek	32 oz	4.29 - 6.49	496	5.61	3.49 - 6.99	418	6.12	3.99	61	3.99
Yogurt	Yogurt	32 oz	2.64 - 2.99	1407	2.69	2.64 - 4.49	1341	3.01	2.64 - 4.29	1382	3.37



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 - 5.49	13	4.64	1.94 - 4.99	56	4.24
Butter		1 lb	3.49 - 5.99	37	4.53			
Cheese	Natural Varieties	6-8 oz Block	3.99 - 7.99	50	7.09	2.49 - 6.11	38	3.42
Cheese	Natural Varieties	6-8 oz Shred	2.50	2	2.50	1.97 - 4.94	54	2.72
Cheese	Natural Varieties	6-8 oz Sliced	2.50 - 3.78	34	3.05	1.67 - 5.19	55	3.01
Cheese	Natural Varieties	1 lb Block	4.99 - 7.99	22	6.49	9.99	23	9.99
Cheese	Natural Varieties	1 lb Shred	4.99 - 8.99	22	6.99			
Cheese	Natural Varieties	1 lb Sliced	4.99 - 8.99	22	6.99			
Cheese	Natural Varieties	2 lb Block	5.99 - 12.99	34	7.17			
Cheese	Natural Varieties	2 lb Shred	5.99 - 8.49	31	6.72			
Cottage Cheese		16 oz				3.74	4	3.74
Cottage Cheese		24 oz	3.58	9	3.58	2.87	10	2.87
Cream Cheese		8 oz	3.49 - 4.49	16	3.71	1.56 - 4.39	80	3.08
Flavored Milk	All Fat Tests	Gallon				7.99	3	7.99
Ice Cream		14-16 oz	2.54 - 5.78	67	4.12	1.78 - 5.99	115	4.47
Ice Cream		48-64 oz	3.27 - 5.49	50	4.34	2.97 - 12.99	103	5.36
Milk	All Fat Tests	Half Gallon				2.23	10	2.23
Milk	All Fat Tests	Gallon	4.98	9	4.98	3.78 - 7.99	30	5.17
Sour Cream		16 oz	2.29 - 3.49	22	2.89	1.84 - 3.14	24	2.39
Yogurt	Greek	4-6 oz	1.25 - 2.00	36	1.61	1.24 - 2.25	38	1.59
Yogurt	Yogurt	4-6 oz	0.69 - 0.88	25	0.76	1.50 - 1.66	7	1.59
Yogurt	Greek	32 oz	3.99	11	3.99			
Yogurt	Yogurt	32 oz	3.29 - 4.99	35	4.08	2.64 - 3.69	33	3.37



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	808	4.85	463	5.41		
Butter		1 lb	547	7.91	423	7.49	109	7.49
Cheese	Natural Varieties	6-8 oz Block	500	4.74	608	5.26	343	4.79
Cheese	Natural Varieties	6-8 oz Shred	1208	4.65	423	4.22	343	5.99
Cheese	Natural Varieties	6-8 oz Sliced	358	4.91	446	5.11	923	4.98
Cream Cheese		8 oz	708	4.64	459	4.44		
Flavored Milk	All Fat Tests	Half Gallon			169	4.69		
Ice Cream		14-16 oz	1348	4.57	81	6.99	818	7.27
Ice Cream		48-64 oz	872	7.81	109	12.29	343	7.99
Milk	All Fat Tests	Half Gallon	8334	4.44	6982	4.48	5230	6.07
Milk	All Fat Tests	Gallon	924	8.07	305	7.99	341	7.90
Sour Cream		16 oz	970	4.13	901	3.65	80	3.99
Yogurt	Yogurt	4-6 oz	641	2.06	219	2.50		
Yogurt	Greek	32 oz	313	7.38	61	6.99	107	7.99
Yogurt	Yogurt	32 oz	1490	5.52	1757	5.60	1032	5.20

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	4.67	122	4.67	4.99	94	4.99	4.67	67	4.67
Butter		1 lb	8.48	122	8.48						
Cheese	Natural Varieties	6-8 oz Shred	4.94	122	4.94	4.94	86	4.94	4.94	67	4.94
Cheese	Natural Varieties	6-8 oz Sliced				5.99	94	5.99			
Cream Cheese		8 oz	4.49	65	4.49	4.49 - 4.99	188	4.74			
Ice Cream		14-16 oz	2.23	122	2.23	3.13 - 3.68	172	3.41	3.20 - 4.13	134	3.67
Ice Cream		48-64 oz	5.73 - 11.99	187	7.91	5.49 - 12.39	203	9.47	5.49	67	5.49
Milk	All Fat Tests	Half Gallon	3.97 - 6.49	1413	4.53	3.97	1341	3.97	3.97 - 4.49	1556	4.01
Sour Cream		16 oz	4.34	122	4.34	4.49	94	4.49			
Yogurt	Yogurt	4-6 oz				2.00	94	2.00			
Yogurt	Greek	32 oz	7.22	122	7.22						
Yogurt	Yogurt	32 oz	4.99	190	4.99	5.49 - 5.99	188	5.74	5.99	67	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	4.67 - 4.99	193	4.87	4.67 - 4.99	328	4.88			
Butter		1 lb				8.48	109	8.48	7.49	305	7.49
Cheese	Natural Varieties	6-8 oz Block	5.49	184	5.49				4.29	305	4.29
Cheese	Natural Varieties	6-8 oz Shred	4.00 - 4.49	167	4.22	3.99 - 5.84	446	4.87	4.29	305	4.29
Cheese	Natural Varieties	6-8 oz Sliced	5.19	118	5.19	3.99	146	3.99			
Cream Cheese		8 oz	4.49 - 4.99	236	4.74	4.49	219	4.49			
Ice Cream		14-16 oz	2.29 - 7.99	504	5.83	3.20 - 4.44	327	3.93	6.99	81	6.99
Ice Cream		48-64 oz	6.24 - 9.99	193	8.53	6.24	218	6.24			
Milk	All Fat Tests	Half Gallon	3.97 - 5.49	1828	4.10	3.97 - 6.49	1279	5.05	3.97 - 5.99	853	5.53
Milk	All Fat Tests	Gallon	8.99	134	8.99	7.87	485	7.87	7.99	305	7.99
Sour Cream		16 oz				3.99 - 4.49	438	4.24	3.79	305	3.79
Yogurt	Yogurt	4-6 oz	1.29 - 2.89	328	2.12	2.00	219	2.00			
Yogurt	Greek	32 oz				7.49	191	7.49			
Yogurt	Yogurt	32 oz	4.49 - 5.99	285	5.30	5.49 - 5.99	328	5.66	5.49 - 5.99	415	5.62

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				5.69	4	5.69
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	4.49	11	4.49	5.84	4	5.84
Ice Cream		14-16 oz				2.79 - 4.34	8	3.56
Ice Cream		48-64 oz				8.14	4	8.14
Milk	All Fat Tests	Half Gallon	3.99 - 5.99	31	4.99	3.97 - 7.49	33	6.42
Sour Cream		16 oz	3.79	11	3.79			
Yogurt	Yogurt	32 oz	5.99	13	5.99	5.99	4	5.99



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.