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Advertised Prices for Dairy Products at Major Grocery Store Outlets ending during the period of 10/17/2026 to 10/29/2026

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.

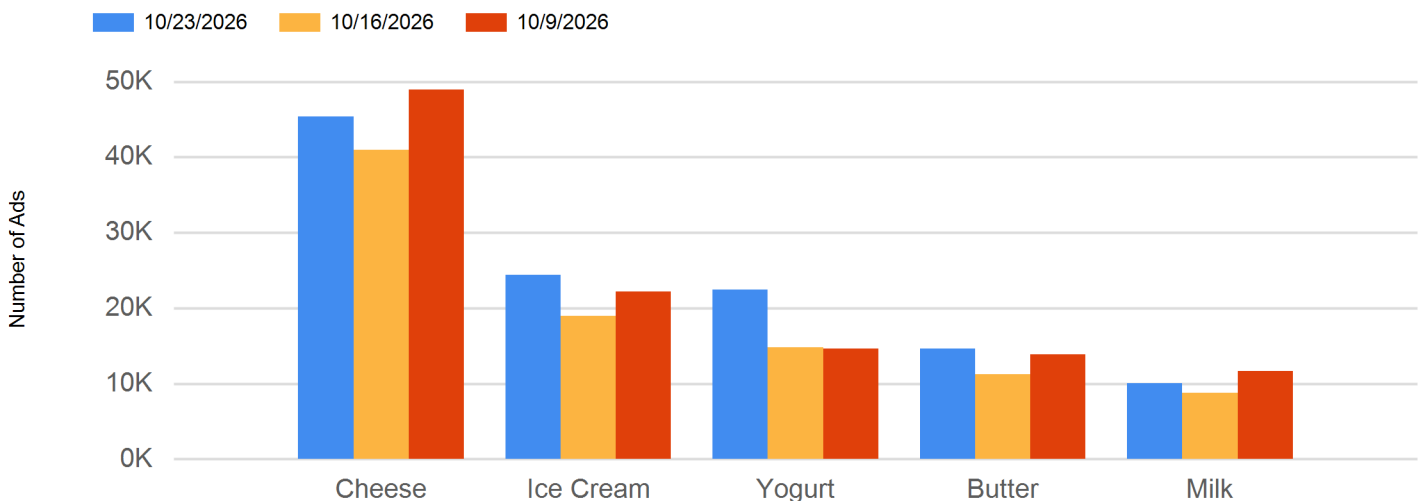
Total conventional ads increased 22 percent, and organic dairy ads increased 23 percent week over week. The week 43 ad increase reflects the restoration of several retail store websites that were inaccessible last week. Cheese maintains the top spot for conventional ad promotions. The second most advertised conventional item is Ice cream this week. Organic milk and yogurt continue to dominate as the most prominently advertised items in the organic sector.

The most advertised cheese commodity varies between conventional and organic, 6-8 ounce block cheese for conventional ads, while: 6-8 ounce shredded cheese was the most advertised for organic. Across both sectors shredded 6-8-ounce cheese had a significant increase with an increase of 47 percent in ads for conventional and 118 percent for organic ads. The weighted average advertised price (average price) for conventional shredded 6-8-ounce cheese dropped 6 cents to \$2.50 while organic average price rose \$1.51 to \$4.75.

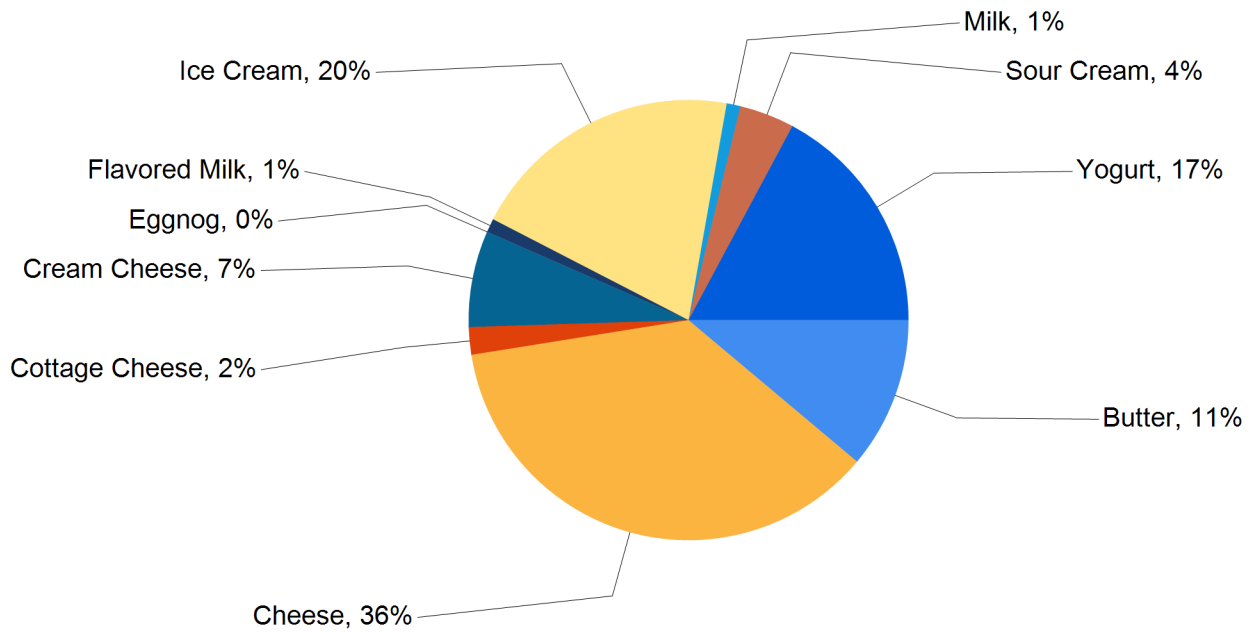
Conventional ice cream ads bounced back with an increase of 23 percent for 48-64-ounce ice cream and 45 percent for 14-16-ounce ice cream ads. While organic ads had no retail ads this week. Conventional 48-64-ounce ice cream average price dropped again this week, down to \$4.05.

Conventional milk and organic milk ads diverged week over week. Conventional milk ads dropped 31 percent while organic milk ads rose 34 percent. The average price for conventional gallons is \$3.51 up 21cents. The average price for conventional half gallon milk is \$2.08, up 7 cents and the average price for organic half gallon milk is \$4.19 up 5 cents. The organic premium for half gallon milk is down nominally by 2 cents to \$2.11.

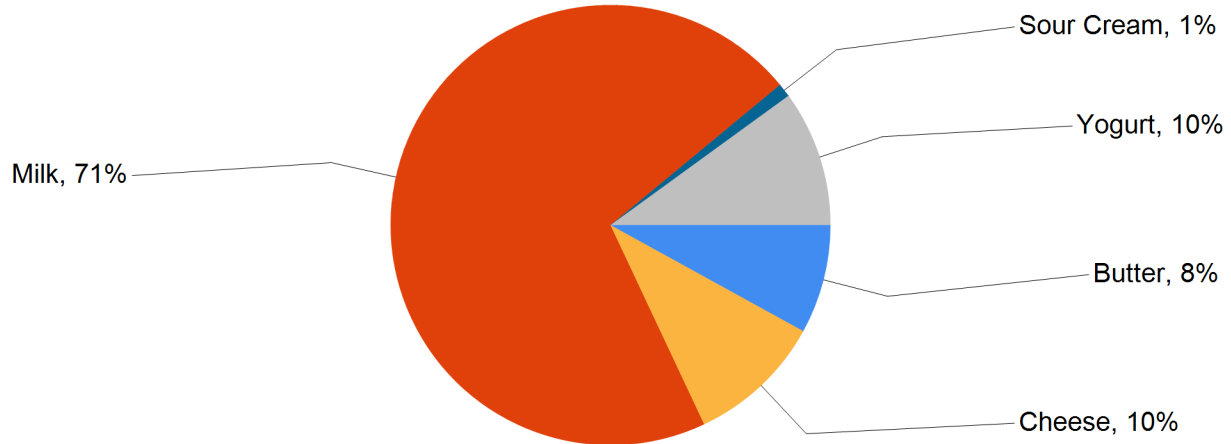
Top 5 Commodities Featured This Week



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	2749	2.99	2861	2.89	1131	3.76
Butter		1 lb	11010	3.57	8352	3.77	9048	3.99
Cheese	Natural Varieties	6-8 oz Block	14840	3.97	13758	4.13	6339	2.86
Cheese	Natural Varieties	6-8 oz Shred	13376	2.50	9112	2.56	10274	2.55
Cheese	Natural Varieties	6-8 oz Sliced	9253	2.43	7758	2.60	8895	2.72
Cheese	Natural Varieties	1 lb Block	2238	4.83	2101	5.19	5778	3.83
Cheese	Natural Varieties	1 lb Shred	1781	4.78	3433	4.71	1729	3.89
Cheese	Natural Varieties	1 lb Sliced	286	5.01	493	5.38		
Cheese	Natural Varieties	2 lb Block	1114	8.11	1340	8.99	405	7.54
Cheese	Natural Varieties	2 lb Shred	1335	8.04	1830	6.79	1326	7.98
Cottage Cheese		16 oz	1579	3.60	1666	3.35	837	3.07
Cottage Cheese		24 oz	1351	3.67	528	3.95	6794	2.83
Cream Cheese		8 oz	8549	2.73	5056	2.50	5328	2.79
Cream Cheese		12 oz	238	3.32				
Eggnog		Quart	143	3.44				
Eggnog		Half Gallon	87	4.30			60	6.99
Flavored Milk	All Fat Tests	Half Gallon	1344	2.92	1291	2.88	831	3.10
Flavored Milk	All Fat Tests	Gallon	96	3.49	184	4.47	122	4.84
Ice Cream		14-16 oz	12017	3.73	8308	4.02	11157	3.89
Ice Cream		48-64 oz	12431	4.02	10139	4.15	10090	3.81
Milk	All Fat Tests	Half Gallon	846	2.08	650	2.01	730	2.57
Milk	All Fat Tests	Gallon	955	3.51	1972	3.30	1190	3.49
Sour Cream		16 oz	3107	2.27	5916	2.12	4100	2.11
Sour Cream		24 oz	1343	3.03	703	2.86	2293	2.73
Yogurt	Greek	4-6 oz	10757	1.20	6614	1.20	20117	1.28
Yogurt	Yogurt	4-6 oz	3516	0.73	3236	1.01	4297	0.66
Yogurt	Greek	32 oz	3591	5.54	2167	6.36	4752	4.17
Yogurt	Yogurt	32 oz	3425	3.68	1599	3.69	2024	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	1.69 - 2.96	1029	2.47	2.50 - 3.50	456	3.00			
Butter		1 lb	2.49 - 3.99	3516	3.26	2.98 - 3.49	380	3.24	2.99 - 3.99	948	3.24
Cheese	Natural Varieties	6-8 oz Block	1.67 - 12.99	5656	3.33	1.49 - 4.99	525	3.47	1.88 - 8.98	2614	5.55
Cheese	Natural Varieties	6-8 oz Shred	1.50 - 5.99	4317	3.08	1.49 - 3.00	1625	1.98	1.33 - 2.99	2028	1.91
Cheese	Natural Varieties	6-8 oz Sliced	1.88 - 3.00	1864	2.52	1.66 - 3.50	2769	2.57	1.49 - 3.00	1209	2.08
Cheese	Natural Varieties	1 lb Block	4.99 - 5.99	869	5.07	3.79 - 4.50	1248	4.47			
Cheese	Natural Varieties	1 lb Shred	3.49 - 5.34	896	4.64	3.79 - 5.99	281	5.58			
Cheese	Natural Varieties	1 lb Sliced	3.78	86	3.78	3.78	90	3.78			
Cheese	Natural Varieties	2 lb Block	5.99	322	5.99						
Cheese	Natural Varieties	2 lb Shred							7.99 - 11.99	387	9.93
Cottage Cheese		16 oz	2.29 - 3.99	303	3.15	3.75	1195	3.75			
Cottage Cheese		24 oz				4.49	228	4.49	2.99 - 3.50	620	3.04
Cream Cheese		8 oz	1.39 - 3.49	1924	2.55	1.67 - 4.00	4335	2.93	1.44 - 3.00	319	2.18
Cream Cheese		12 oz	3.59	131	3.59						
Eggnog		Quart	2.99 - 3.99	143	3.44						
Eggnog		Half Gallon	3.99	78	3.99						
Flavored Milk	All Fat Tests	Half Gallon	2.99	163	2.99	3.00 - 3.50	594	3.31	2.99 - 4.00	271	3.69
Flavored Milk	All Fat Tests	Gallon							3.49	96	3.49
Ice Cream		14-16 oz	1.50 - 4.99	3075	3.53	2.99 - 7.04	3589	4.01	2.49 - 7.21	1485	3.93
Ice Cream		48-64 oz	2.50 - 4.99	3477	3.71	1.77 - 5.00	1383	3.69	2.99 - 5.00	2676	3.68
Milk	All Fat Tests	Half Gallon							2.99	83	2.99
Milk	All Fat Tests	Gallon							3.49	96	3.49
Sour Cream		16 oz	1.00 - 3.00	1158	2.06	1.00 - 2.99	812	1.96	1.99 - 2.50	202	2.26
Sour Cream		24 oz	3.39	86	3.39	2.50 - 3.39	318	2.75	2.69 - 3.74	375	3.05
Yogurt	Greek	4-6 oz	0.79 - 2.00	3749	1.24	1.00 - 1.67	1258	1.18	1.00 - 1.25	1135	1.15
Yogurt	Yogurt	4-6 oz	0.59 - 1.29	1047	0.96	0.60	74	0.60	0.48 - 0.69	448	0.58
Yogurt	Greek	32 oz	5.09 - 6.49	1130	6.06	4.49 - 5.09	314	4.65	4.99 - 6.49	443	5.64
Yogurt	Yogurt	32 oz	1.99 - 4.99	1277	3.67	1.99 - 4.99	1412	3.25	3.99	60	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
Butter		8 oz				2.89 - 2.96	558	2.95	2.96 - 4.29	629	3.60
Butter		1 lb	2.49 - 4.99	1112	3.26	2.99 - 5.99	2500	4.01	2.00 - 4.98	2321	3.58
Cheese	Natural Varieties	6-8 oz Block	1.47 - 7.49	2661	2.65	1.49 - 3.59	1083	2.60	1.49 - 9.99	2217	6.06
Cheese	Natural Varieties	6-8 oz Shred	1.47 - 3.99	2634	2.36	1.49 - 3.50	1768	2.44	1.49 - 3.98	952	2.46
Cheese	Natural Varieties	6-8 oz Sliced	1.47 - 3.99	1349	2.25	1.49 - 3.50	746	2.31	1.49 - 3.99	1267	2.55
Cheese	Natural Varieties	1 lb Block							6.99	110	6.99
Cheese	Natural Varieties	1 lb Shred	3.49 - 3.99	429	3.92	4.99	55	4.99	6.99	110	6.99
Cheese	Natural Varieties	1 lb Sliced							6.99	110	6.99
Cheese	Natural Varieties	2 lb Block	4.99	107	4.99	7.49	53	7.49	7.49 - 11.99	610	9.74
Cheese	Natural Varieties	2 lb Shred	4.99	107	4.99	5.99 - 10.99	525	7.58	7.49	305	7.49
Cottage Cheese		16 oz							2.98	81	2.98
Cottage Cheese		24 oz	3.99	52	3.99	3.99	390	3.99	4.79	61	4.79
Cream Cheese		8 oz	1.39 - 3.99	1037	2.62	2.00 - 2.50	581	2.34	2.79	305	2.79
Cream Cheese		12 oz	2.99	107	2.99						
Flavored Milk	All Fat Tests	Half Gallon							1.49	305	1.49
Ice Cream		14-16 oz	2.19 - 7.36	1597	3.96	2.50 - 4.99	1644	3.23	2.50 - 4.99	597	3.29
Ice Cream		48-64 oz	2.50 - 7.99	1498	4.83	1.99 - 13.99	2522	4.48	2.99 - 5.49	754	3.81
Milk	All Fat Tests	Half Gallon				1.99 - 2.50	407	2.06	1.49	305	1.49
Milk	All Fat Tests	Gallon	4.89	160	4.89	2.72	485	2.72	3.13	162	3.13
Sour Cream		16 oz	1.99 - 2.99	394	2.71	2.50 - 3.99	384	3.06	1.99	123	1.99
Sour Cream		24 oz	3.49	52	3.49	3.49 - 3.99	135	3.79	2.79 - 2.99	366	2.82
Yogurt	Greek	4-6 oz	0.99 - 1.49	1092	1.16	0.99 - 1.55	1953	1.24	0.99 - 1.32	1491	1.09
Yogurt	Yogurt	4-6 oz	0.33 - 0.99	251	0.69	0.49 - 0.69	531	0.51	0.59 - 0.75	1025	0.64
Yogurt	Greek	32 oz	3.99 - 5.99	431	5.04	4.99 - 5.99	790	5.21	4.99 - 6.49	428	5.42
Yogurt	Yogurt	32 oz	4.99	60	4.99				2.49 - 4.99	550	4.38



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	4.58 - 5.39	66	5.13
Butter		1 lb	3.49 - 6.49	81	4.49	4.62 - 8.99	152	7.78
Cheese	Natural Varieties	6-8 oz Block	2.99 - 9.49	57	6.23	3.49 - 4.94	27	3.70
Cheese	Natural Varieties	6-8 oz Shred	1.49 - 3.99	26	2.65	2.79 - 3.49	26	3.41
Cheese	Natural Varieties	6-8 oz Sliced	2.79 - 3.69	26	3.47	3.49	23	3.49
Cheese	Natural Varieties	1 lb Block	4.99	11	4.99			
Cheese	Natural Varieties	1 lb Shred				6.42	10	6.42
Cheese	Natural Varieties	2 lb Block	7.99 - 12.99	22	10.49			
Cheese	Natural Varieties	2 lb Shred	7.99	11	7.99			
Cream Cheese		8 oz	1.25 - 3.50	25	3.01	3.79	23	3.79
Eggnog		Half Gallon	6.99	9	6.99			
Flavored Milk	All Fat Tests	Half Gallon	1.99	11	1.99			
Ice Cream		14-16 oz	2.99	3	2.99	2.99 - 5.62	27	4.32
Ice Cream		48-64 oz	3.99 - 6.49	45	5.22	4.78 - 7.29	76	6.22
Milk	All Fat Tests	Half Gallon	1.99	11	1.99	4.99 - 5.15	40	5.02
Milk	All Fat Tests	Gallon	4.98	9	4.98	6.28 - 8.99	43	8.36
Sour Cream		16 oz	2.89	11	2.89	3.79	23	3.79
Sour Cream		24 oz	3.29	11	3.29			
Yogurt	Greek	4-6 oz	1.00 - 1.50	39	1.37	1.00 - 2.50	40	2.24
Yogurt	Yogurt	4-6 oz	0.69 - 1.09	51	0.79	0.59 - 1.39	89	1.13
Yogurt	Greek	32 oz	5.99 - 7.49	22	6.74	9.39	33	9.39
Yogurt	Yogurt	32 oz				5.49 - 6.29	66	5.89



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	308	5.56				
Butter		1 lb	586	7.70				
Cheese	Natural Varieties	6-8 oz Block	158	8.48	413	7.41	92	5.49
Cheese	Natural Varieties	6-8 oz Shred	655	4.75	300	3.24	380	4.45
Cheese	Natural Varieties	6-8 oz Sliced	309	5.12	403	4.20	313	4.62
Cottage Cheese		16 oz			106	6.39		
Flavored Milk	All Fat Tests	Half Gallon					153	7.19
Ice Cream		14-16 oz			217	6.24		
Ice Cream		48-64 oz			340	9.17	802	8.68
Milk	All Fat Tests	Half Gallon	8240	4.19	6153	4.14	6208	4.25
Milk	All Fat Tests	Gallon					185	7.69
Sour Cream		16 oz	167	4.26	320	4.10		
Yogurt	Yogurt	4-6 oz	184	1.88	184	1.88	113	1.69
Yogurt	Yogurt	32 oz	1024	5.51	1013	5.67	455	4.19

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	4.99	190	4.99						
Butter		1 lb	6.99 - 8.99	512	7.73	7.49	74	7.49			
Cheese	Natural Varieties	6-8 oz Block				9.49	94	9.49			
Cheese	Natural Varieties	6-8 oz Shred	4.49 - 6.45	427	5.15	4.00	228	4.00			
Cheese	Natural Varieties	6-8 oz Sliced				4.99	228	4.99			
Milk	All Fat Tests	Half Gallon	3.97 - 5.99	1528	4.80	3.97 - 4.99	2106	4.01	2.99 - 3.99	1511	3.94
Yogurt	Yogurt	32 oz	3.99 - 4.49	263	4.14	5.59 - 6.99	180	6.32	3.99	60	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
Butter		8 oz	6.49	118	6.49						
Cheese	Natural Varieties	6-8 oz Block	6.99	64	6.99						
Cheese	Natural Varieties	6-8 oz Sliced							5.49	81	5.49
Milk	All Fat Tests	Half Gallon	3.97 - 4.99	1655	4.01	3.97 - 3.99	895	3.98	3.97 - 4.99	456	4.22
Sour Cream		16 oz	4.11 - 4.39	167	4.26						
Yogurt	Yogurt	4-6 oz	1.50 - 2.25	184	1.88						
Yogurt	Yogurt	32 oz	3.99 - 6.99	302	5.44	6.99	219	6.99			

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	5.00	9	5.00	4.76 - 8.99	80	8.08

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.