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## Advertised Prices for Dairy Products at Major Retail Supermarket Outlets ending during the period of 4/19/2024 to 4/25/2024

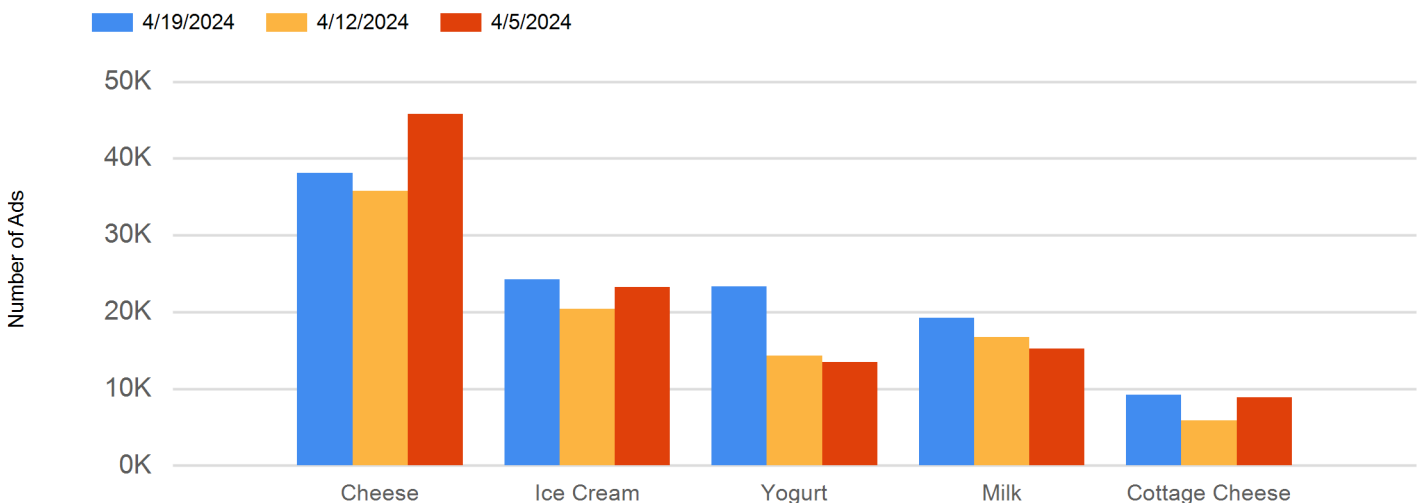
Conventional dairy ads increased 5 percent, and organic dairy ads increased 73 percent this week. Cheese was by far the most advertised dairy commodity. Conventional 6-8 ounce packages of shredded, sliced, and block cheese have weighted average advertised prices of \$2.46, \$2.56, and \$2.39, respectively. Amongst conventional cheeses, the only one to show a price decrease was 1-pound packages of sliced cheese. 1-pound packages of sliced cheese were 66 cents less expensive this week compared to the prior week.

Ice cream and yogurt were both well represented in dairy ads. The weighted average advertised prices of 48-64 ounce containers and 14-16 ounce containers of conventional ice cream were \$4.13 and \$2.86. Yogurt closely followed in terms of total advertisements. Conventional Greek yogurt appeared in ads nearly twice as often as traditional yogurt for the 4-6 ounce container size. However, for the 32 ounce container size, traditional yogurt showed up in ads nearly three times as often compared to conventional Greek yogurt.

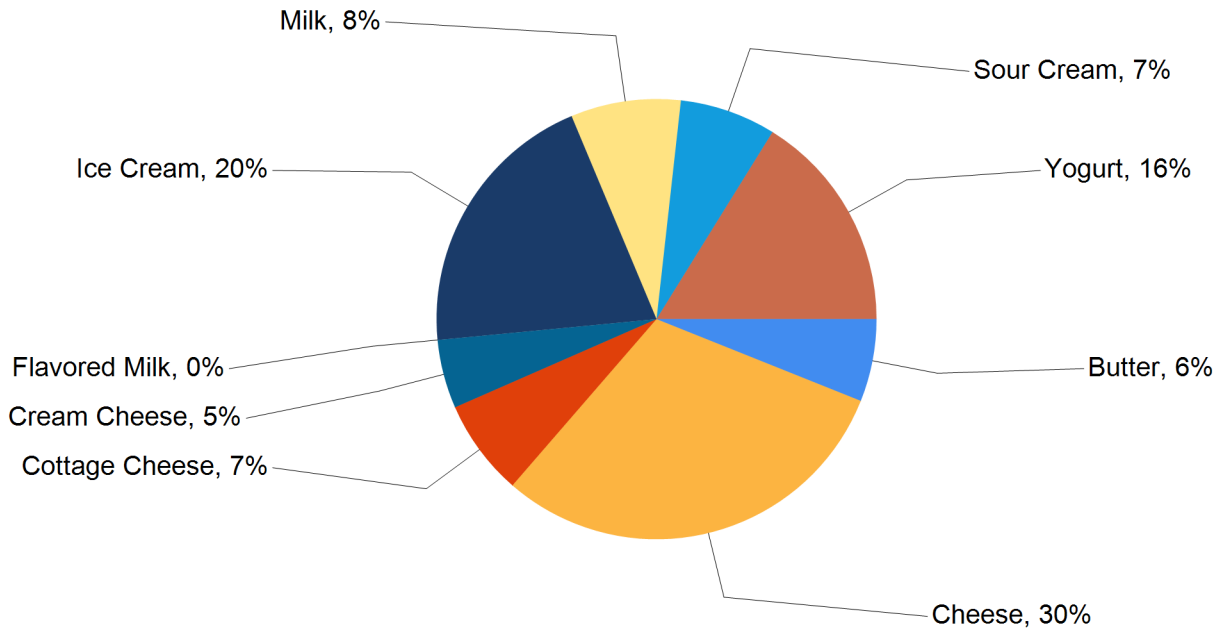
The total number of conventional milk ads edged out organic milk ads. The organic premium for a gallon container of milk was \$4.30. Conventional gallon and half gallon containers of milk had weighted average advertised prices of \$3.28 and \$1.70.

Butter, cottage cheese, cream cheese, and sour cream, although making sizeable appearances amongst conventional dairy ads, were all less advertised than commodities previously mentioned. Conventional butter appeared in 4 percent less ads this week compared to the prior week. The weighted average advertised price of a conventional 1-pound package of butter was \$4.07, which represents an increase of 9 cents from the price last week. The organic premium for a 1-pound package of butter was \$2.61.

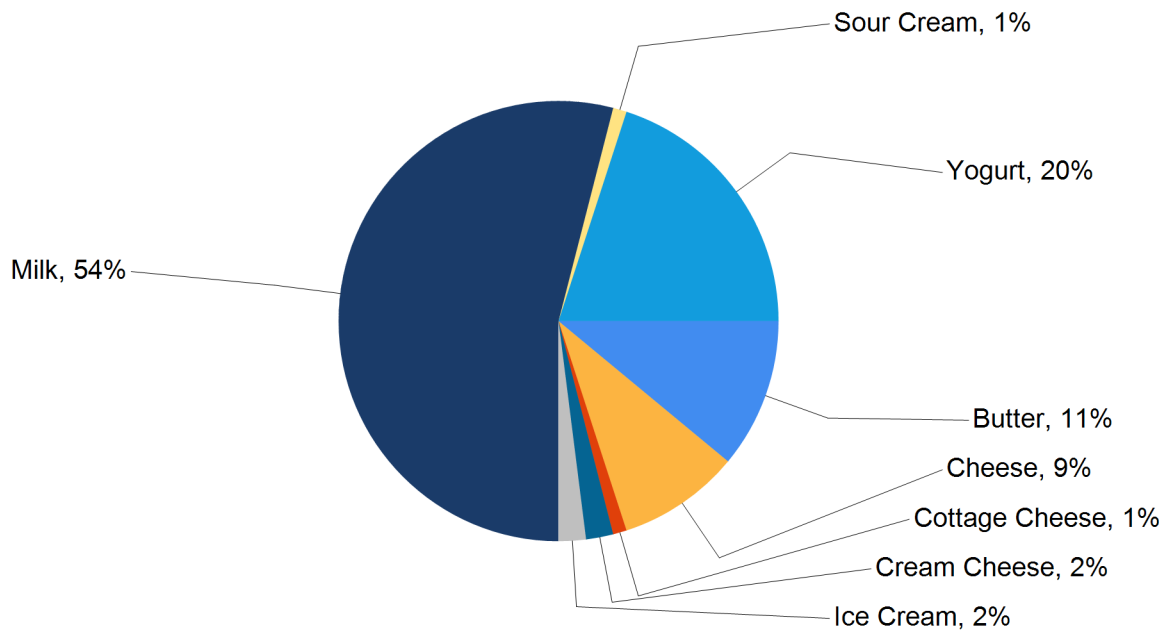
**Top 5 Commodities Featured This Week**



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	1837	2.57	1606	2.40	350	2.88
Butter		1 lb	5143	4.07	5697	3.98	2851	3.97
Cheese	Natural Varieties	6-8 oz Block	8520	2.39	8875	2.34	9688	2.63
Cheese	Natural Varieties	6-8 oz Shred	11538	2.46	11338	2.31	10821	2.71
Cheese	Natural Varieties	6-8 oz Sliced	10390	2.56	8521	2.43	7917	2.73
Cheese	Natural Varieties	1 lb Block	438	4.51	1840	3.71	366	4.99
Cheese	Natural Varieties	1 lb Shred	943	4.85	614	4.14	3482	3.95
Cheese	Natural Varieties	1 lb Sliced	1826	3.74	1042	4.40		
Cheese	Natural Varieties	2 lb Block	785	6.71	548	6.06	1380	8.62
Cheese	Natural Varieties	2 lb Shred	2167	7.06	2349	6.84	389	7.55
Cottage Cheese		16 oz	3762	2.37	3775	2.69	3495	2.54
Cottage Cheese		24 oz	5226	3.00	1914	3.26	2733	2.60
Cream Cheese		8 oz	4423	2.57	2975	3.06	2491	2.34
Cream Cheese		12 oz	1221	5.78	1230	5.81		
Flavored Milk	All Fat Tests	Half Gallon	468	1.81	2437	2.32	448	2.10
Flavored Milk	All Fat Tests	Gallon	83	3.99	1721	3.06	94	4.76
Ice Cream		14-16 oz	10124	2.86	5931	3.05	8080	3.49
Ice Cream		48-64 oz	13800	4.13	14307	3.68	11702	4.08
Milk	All Fat Tests	Half Gallon	4201	1.70	3244	2.09	2530	1.59
Milk	All Fat Tests	Gallon	5900	3.28	6119	3.28	2441	3.40
Sour Cream		16 oz	4926	2.19	4021	2.02	3374	2.11
Sour Cream		24 oz	3733	3.02	2225	2.78	1914	2.35
Yogurt	Greek	4-6 oz	9818	1.08	8843	1.01	8025	1.10
Yogurt	Yogurt	4-6 oz	4922	0.64	7107	0.68	5381	0.59
Yogurt	Greek	32 oz	1296	4.54	4672	4.33	5430	4.87
Yogurt	Yogurt	32 oz	3784	2.98	2317	2.85	873	3.09



**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	3.49 - 3.99	191	3.65	2.26	1341	2.26	4.31	67	4.31
Butter		1 lb	3.99 - 5.99	808	4.81	3.78 - 5.49	1866	4.16	2.98 - 3.99	471	3.61
Cheese	Natural Varieties	6-8 oz Block	1.67 - 4.00	2859	2.54	1.25 - 3.50	3730	2.04	1.99 - 3.49	1169	3.04
Cheese	Natural Varieties	6-8 oz Shred	1.67 - 3.99	2523	2.54	1.25 - 3.50	4823	2.32	1.99 - 3.33	1476	2.66
Cheese	Natural Varieties	6-8 oz Sliced	1.99 - 3.99	1847	2.56	1.97 - 3.00	3267	2.34	2.15 - 3.50	2227	2.76
Cheese	Natural Varieties	1 lb Block							5.99	83	5.99
Cheese	Natural Varieties	1 lb Shred				4.99 - 6.49	452	5.28	5.99	83	5.99
Cheese	Natural Varieties	1 lb Sliced	3.99	107	3.99	3.84	1341	3.84			
Cheese	Natural Varieties	2 lb Block	7.99	162	7.99						
Cheese	Natural Varieties	2 lb Shred	7.99 - 10.99	352	9.61	6.99	463	6.99	7.99	236	7.99
Cottage Cheese		16 oz	1.99 - 3.99	1140	2.63	2.50	594	2.50	2.48 - 2.50	282	2.49
Cottage Cheese		24 oz	3.29 - 3.99	343	3.72	2.67 - 3.99	2604	3.01	3.50 - 3.69	189	3.61
Cream Cheese		8 oz	2.50 - 4.00	321	3.11	1.86	1341	1.86	1.99 - 3.99	341	3.43
Flavored Milk	All Fat Tests	Half Gallon							1.29	105	1.29
Flavored Milk	All Fat Tests	Gallon							3.99	83	3.99
Ice Cream		14-16 oz	3.00 - 4.50	1501	3.65	1.72 - 4.00	5289	2.68	2.99 - 4.00	706	3.25
Ice Cream		48-64 oz	2.88 - 4.00	2164	3.46	2.78 - 6.49	5278	4.61	2.99 - 4.50	1350	3.57
Milk	All Fat Tests	Half Gallon				1.29 - 1.66	1804	1.57	1.29	664	1.29
Milk	All Fat Tests	Gallon	3.56 - 3.92	992	3.74	2.76	1341	2.76	2.58 - 3.99	1081	2.73
Sour Cream		16 oz	1.88 - 2.50	887	2.16	1.67 - 2.50	1184	2.13	1.99	130	1.99
Sour Cream		24 oz	3.29 - 3.99	265	3.79	2.99 - 3.29	1311	3.21	3.50	83	3.50
Yogurt	Greek	4-6 oz	0.79 - 1.25	1959	1.13	0.69 - 1.25	2352	0.96	0.99 - 1.50	1598	1.20
Yogurt	Yogurt	4-6 oz	0.50 - 1.25	1338	0.79	0.50 - 0.60	691	0.53	0.50 - 1.12	1016	0.68
Yogurt	Greek	32 oz	3.79 - 6.00	530	4.98	3.98 - 3.99	260	3.98			
Yogurt	Yogurt	32 oz	2.50 - 2.79	194	2.60	3.00 - 4.49	280	3.28	2.49 - 4.99	293	4.09



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	92	2.99	3.00	146	3.00			
Butter		1 lb	2.99 - 3.99	334	3.63	3.49 - 4.49	1154	3.79	2.99 - 4.98	499	3.89
Cheese	Natural Varieties	6-8 oz Block	1.75 - 2.49	171	2.04				2.00 - 3.00	580	2.61
Cheese	Natural Varieties	6-8 oz Shred	1.75 - 2.99	800	2.39	1.97 - 3.49	1170	2.51	2.22 - 3.00	703	2.72
Cheese	Natural Varieties	6-8 oz Sliced	1.97 - 3.50	951	2.64	1.97 - 3.50	1403	2.67	2.00 - 3.00	661	2.59
Cheese	Natural Varieties	1 lb Block	2.97	107	2.97	3.50	53	3.50	4.99	184	4.99
Cheese	Natural Varieties	1 lb Shred	2.97	107	2.97	3.50 - 3.99	106	3.75	4.99	184	4.99
Cheese	Natural Varieties	1 lb Sliced	2.49	255	2.49				4.99	123	4.99
Cheese	Natural Varieties	2 lb Block	7.99	115	7.99	4.41 - 6.99	447	5.61	8.99	61	8.99
Cheese	Natural Varieties	2 lb Shred	4.99 - 7.99	566	6.30	4.41 - 6.99	550	5.87			
Cottage Cheese		16 oz	1.98 - 2.50	1328	2.02	2.50	418	2.50			
Cottage Cheese		24 oz	2.50 - 3.99	1698	2.78	2.99	392	2.99			
Cream Cheese		8 oz	1.99 - 2.98	1648	2.80	2.50 - 2.99	641	2.84	1.99	131	1.99
Cream Cheese		12 oz	5.78	1221	5.78						
Flavored Milk	All Fat Tests	Half Gallon				1.97	352	1.97			
Ice Cream		14-16 oz	1.72 - 6.99	1602	2.43	2.97 - 3.99	574	3.07	2.97 - 2.99	418	2.98
Ice Cream		48-64 oz	2.78 - 7.49	2736	4.17	2.99 - 5.99	1605	4.02	2.97 - 4.98	622	3.54
Milk	All Fat Tests	Half Gallon	1.29 - 1.99	292	1.81	1.59 - 2.79	1052	2.21	1.29 - 1.57	346	1.42
Milk	All Fat Tests	Gallon	4.69	160	4.69	2.97 - 4.49	2305	3.53			
Sour Cream		16 oz	1.97 - 2.48	2442	2.23	2.29 - 2.50	276	2.33			
Sour Cream		24 oz	2.74 - 2.99	1384	2.77	2.49	392	2.49	3.29	287	3.29
Yogurt	Greek	4-6 oz	0.63 - 1.75	2712	1.10	0.99 - 1.49	757	1.06	0.89 - 1.25	418	1.00
Yogurt	Yogurt	4-6 oz	0.49 - 0.80	1501	0.52	0.49 - 0.88	242	0.74	0.50	123	0.50
Yogurt	Greek	32 oz	3.99	255	3.99	6.29	109	6.29	3.48 - 3.69	142	3.57
Yogurt	Yogurt	32 oz	2.36 - 4.49	2664	2.86	2.99 - 3.49	158	3.32	2.49	184	2.49



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	4.99	11	4.99			
Cheese	Natural Varieties	6-8 oz Block	3.50	11	3.50			
Cheese	Natural Varieties	6-8 oz Shred	2.64 - 3.50	20	3.11	2.97	23	2.97
Cheese	Natural Varieties	6-8 oz Sliced	3.50	11	3.50	2.97	23	2.97
Cheese	Natural Varieties	1 lb Block	4.99	11	4.99			
Cheese	Natural Varieties	1 lb Shred	4.99	11	4.99			
Flavored Milk	All Fat Tests	Half Gallon	1.47	11	1.47			
Ice Cream		14-16 oz	3.97	11	3.97	4.47	23	4.47
Ice Cream		48-64 oz	3.97 - 5.39	22	4.68	8.49	23	8.49
Milk	All Fat Tests	Half Gallon	1.47 - 2.78	20	2.06	2.97	23	2.97
Milk	All Fat Tests	Gallon	3.29	11	3.29	5.98	10	5.98
Sour Cream		16 oz				3.59	7	3.59
Sour Cream		24 oz	3.49	11	3.49			
Yogurt	Greek	4-6 oz	0.99 - 1.49	22	1.24			
Yogurt	Yogurt	4-6 oz	0.60	11	0.60			
Yogurt	Yogurt	32 oz	2.99	11	2.99			

**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	1531	4.24	52	4.50		
Butter		1 lb	362	6.68	464	6.77		
Cheese	Natural Varieties	6-8 oz Block	103	2.99	52	7.99		
Cheese	Natural Varieties	6-8 oz Shred	1077	3.95	511	5.25	280	3.46
Cheese	Natural Varieties	6-8 oz Sliced	218	2.99	52	6.99	208	4.67
Cheese	Natural Varieties	1 lb Shred	86	8.99				
Cottage Cheese		16 oz	245	3.93	157	4.55	181	3.75
Cream Cheese		8 oz	312	3.56	184	3.50		
Ice Cream		14-16 oz	52	6.49	107	6.99		
Ice Cream		48-64 oz	266	7.98	60	7.99	375	7.99
Milk	All Fat Tests	Half Gallon	6438	4.64	4154	4.41	444	4.02
Milk	All Fat Tests	Gallon	2712	7.58	3193	7.27	458	5.39
Sour Cream		16 oz	159	3.99	109	4.76	95	1.99
Yogurt	Yogurt	4-6 oz	153	1.51	389	1.39		
Yogurt	Greek	32 oz	1795	6.84			275	6.19
Yogurt	Yogurt	32 oz	1539	4.45	378	5.94	372	5.00



### 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	3.99	190	3.99	4.27	1341	4.27			
Butter		1 lb	5.99	190	5.99	6.39 - 8.49	172	7.44			
Cheese	Natural Varieties	6-8 oz Shred				5.99	52	5.99	2.99	559	2.99
Cheese	Natural Varieties	1 lb Shred				8.99	86	8.99			
Cottage Cheese		16 oz				3.69	86	3.69	4.31	67	4.31
Cream Cheese		8 oz				3.49 - 3.50	138	3.49	3.77	67	3.77
Ice Cream		14-16 oz				6.49	52	6.49			
Ice Cream		48-64 oz				8.99	52	8.99			
Milk	All Fat Tests	Half Gallon	3.00 - 3.99	393	3.51	3.50 - 5.99	3642	4.63	3.99	199	3.99
Milk	All Fat Tests	Gallon				6.98 - 7.29	1427	7.00			
Sour Cream		16 oz				3.99	52	3.99			
Yogurt	Greek	32 oz				6.49 - 7.99	1479	6.86	5.84 - 6.29	134	6.07
Yogurt	Yogurt	32 oz	3.99	131	3.99	4.46	1341	4.46	5.21	67	5.21

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				2.99	103	2.99			
Cheese	Natural Varieties	6-8 oz Shred	5.99	107	5.99	2.99 - 5.99	287	4.91	2.99	61	2.99
Cheese	Natural Varieties	6-8 oz Sliced	2.99	115	2.99	2.99	103	2.99			
Cottage Cheese		16 oz	3.89	92	3.89						
Cream Cheese		8 oz	3.50	107	3.50						
Ice Cream		48-64 oz	6.49 - 8.99	214	7.74						
Milk	All Fat Tests	Half Gallon	4.88 - 5.99	1328	4.97	3.99 - 5.99	705	5.01	3.98	162	3.98
Milk	All Fat Tests	Gallon	5.99 - 8.34	1285	8.22						
Sour Cream		16 oz	3.99	107	3.99						
Yogurt	Yogurt	4-6 oz	1.35 - 1.75	153	1.51						
Yogurt	Greek	32 oz	6.29 - 7.99	182	7.29						

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
Cheese	Natural Varieties	6-8 oz Shred	3.49	11	3.49			
Milk	All Fat Tests	Half Gallon	4.66	9	4.66			

**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.