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Advertised Prices for Dairy Products at Major Retail Supermarket Outlets ending during the period of 3/28/2025 to 4/3/2025

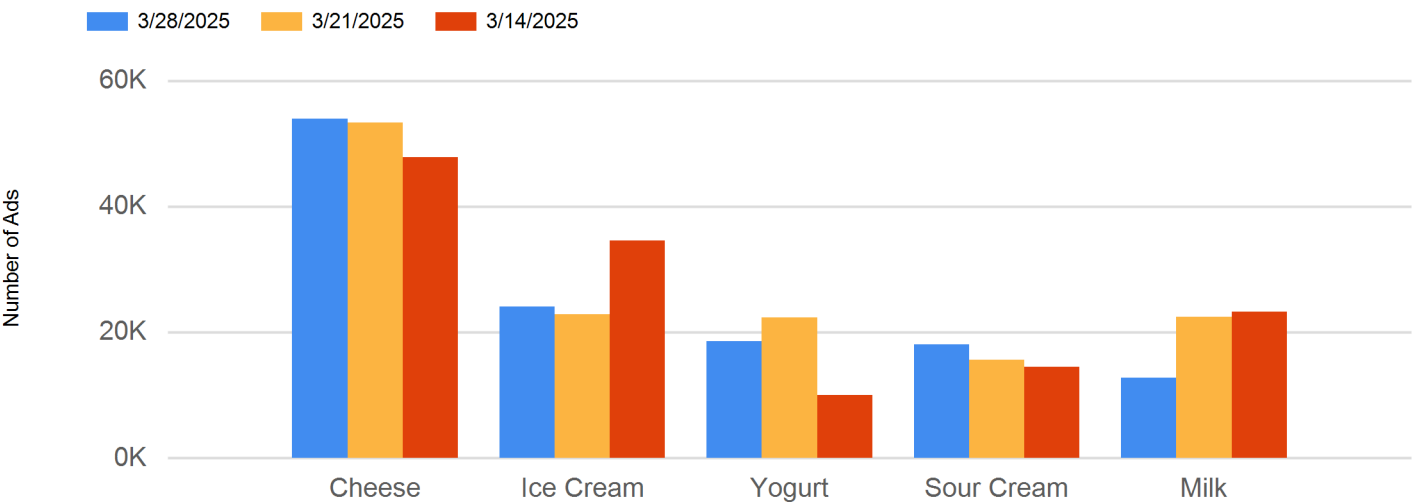
Conventional dairy ads decreased by 13 percent and organic dairy ads decreased by 80 percent for week 13. On the conventional side, cheese, cream cheese, ice cream, and sour cream had increases in terms of total ads by commodity for week 13 compared to week 12. Among these 4 commodities, cream cheese had the biggest percent increase in ad numbers, which was 82 percent. On the organic side, only sour cream, which was absent from dairy ads in week 12, had an increase in total ads by commodity for week 13.

Cheese was the heaviest advertised conventional dairy commodity. Conventional cheese more than doubled up its nearest commodity, ice cream, in terms of total dairy ads by commodity this week. Conventional 6-8 ounce packages of shredded, sliced, and block cheese have weighted average advertised prices of \$2.27, \$2.62, and \$2.62, respectively. The shredded style cheese had a price decrease, while the other two styles had price increases.

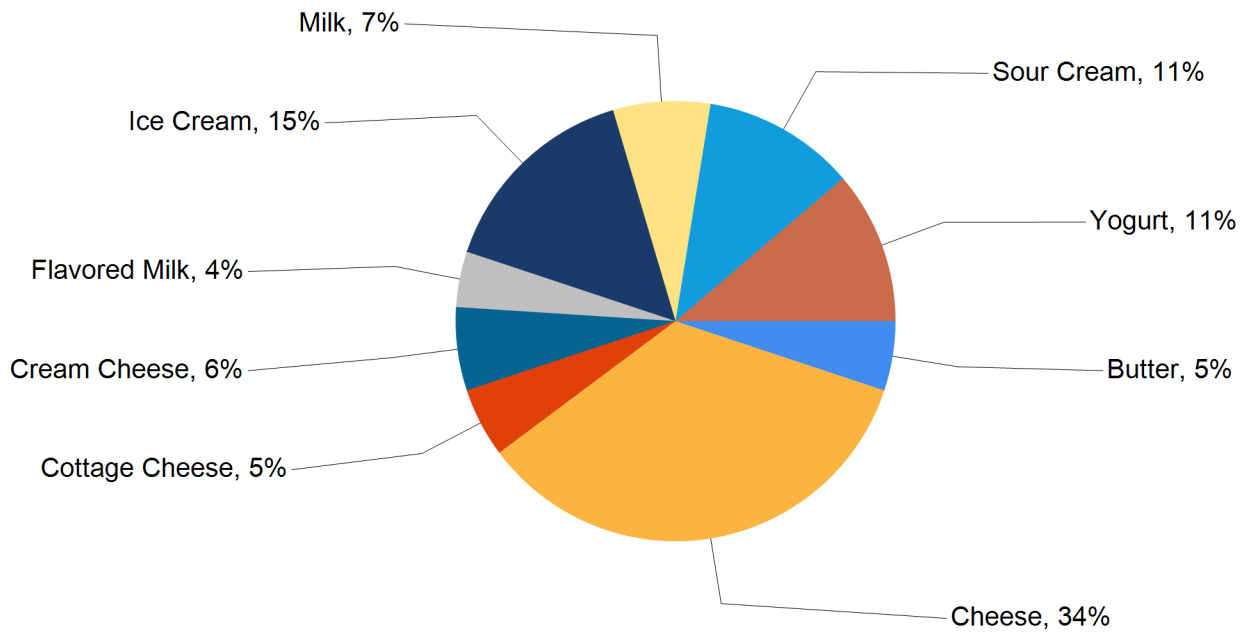
Ice cream passed up yogurt for the second most heavily advertised conventional commodity spot this week. Total conventional ice cream ads increased by 7 percent, while total conventional yogurt ads decreased by 45 percent when comparing week 13 to week 12. Ice cream in 14-16 ounce containers, which had a weighted average advertised price of \$3.51, was more advertised than ice cream in 48-64 ounce containers. The most heavily advertised conventional yogurt item was Greek yogurt in 4-6 ounce containers.

Conventional milk, which had a weighted average advertised price of \$1.83 for a half gallon container, was ahead of only cream cheese, cottage cheese, butter, and flavored milk in terms of total conventional ads by commodity. On the organic side, a half gallon container of milk had a weighted average advertised price of \$5.33, which makes an organic premium of \$3.50 for this item.

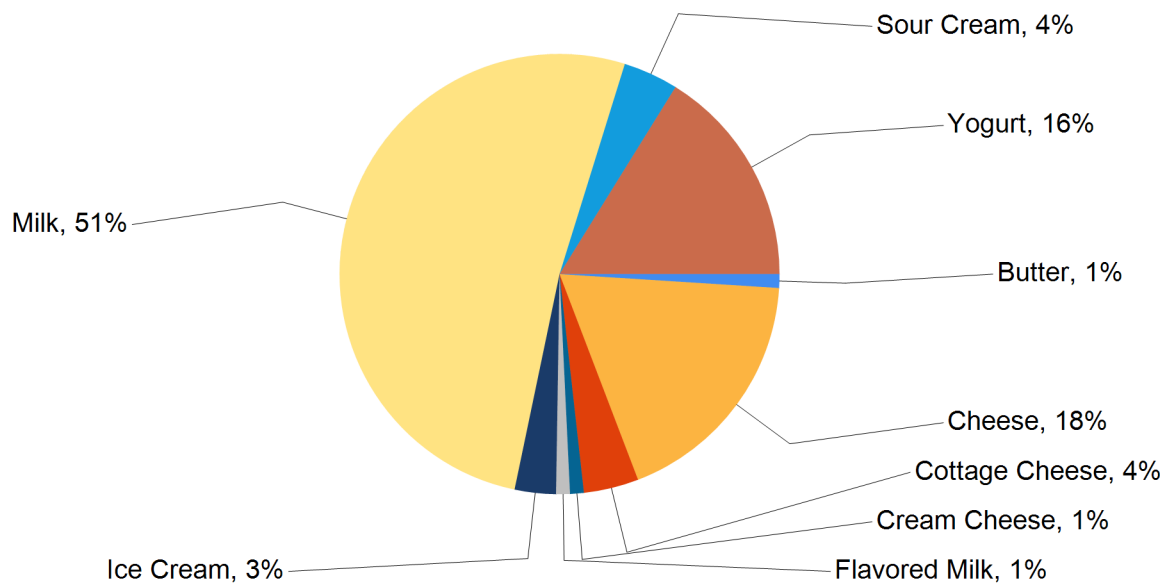
Top 5 Commodities Featured This Week



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	489	3.26	3334	2.51	1428	3.26
Butter		1 lb	6754	4.70	9154	4.81	16429	3.80
Cheese	Natural Varieties	6-8 oz Block	11358	2.62	9137	2.39	14864	2.39
Cheese	Natural Varieties	6-8 oz Shred	16922	2.27	9895	2.45	15232	2.31
Cheese	Natural Varieties	6-8 oz Sliced	13365	2.62	10221	2.61	11017	2.49
Cheese	Natural Varieties	1 lb Block	2659	4.06	4226	4.53	2098	3.89
Cheese	Natural Varieties	1 lb Shred	2178	4.05	4872	3.74	5358	5.17
Cheese	Natural Varieties	1 lb Sliced	201	3.64	656	3.43	1221	12.48
Cheese	Natural Varieties	2 lb Block	870	7.83	1126	7.70	702	6.98
Cheese	Natural Varieties	2 lb Shred	5667	7.47	3777	7.21	3509	7.16
Cottage Cheese		16 oz	3656	2.66	6483	2.52	7493	2.23
Cottage Cheese		24 oz	4896	3.64	11488	3.61	4829	3.24
Cream Cheese		8 oz	10116	2.43	5562	2.45	17408	2.42
Flavored Milk	All Fat Tests	Half Gallon	6464	3.57	8495	2.83	5431	2.66
Flavored Milk	All Fat Tests	Gallon	130	3.88	2569	2.99	5220	4.02
Ice Cream		14-16 oz	12692	3.51	8524	3.56	10822	3.42
Ice Cream		48-64 oz	11315	4.56	13814	4.20	24806	4.42
Milk	All Fat Tests	Half Gallon	3105	1.83	10083	2.33	2190	1.91
Milk	All Fat Tests	Gallon	7701	3.71	7879	3.54	12678	3.65
Sour Cream		16 oz	11267	2.26	9796	2.25	15719	2.16
Sour Cream		24 oz	6641	3.50	5823	3.29	3178	2.79
Yogurt	Greek	4-6 oz	7156	1.06	14535	1.09	8603	1.01
Yogurt	Yogurt	4-6 oz	4063	0.70	6649	0.71	6773	0.82
Yogurt	Greek	32 oz	3213	4.34	5339	4.74	6500	4.82
Yogurt	Yogurt	32 oz	3556	2.92	6416	3.09	4124	3.72



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	2.50	78	2.50	3.49	228	3.49			
Butter		1 lb	3.69 - 5.49	1198	4.14	4.99 - 5.28	1707	5.22	3.49 - 5.54	1946	4.97
Cheese	Natural Varieties	6-8 oz Block	1.88 - 5.49	1938	3.24	1.67 - 4.22	5287	2.47	1.67 - 3.59	1016	2.38
Cheese	Natural Varieties	6-8 oz Shred	1.50 - 3.69	2643	2.38	1.67 - 3.50	6788	2.33	1.67 - 3.00	3365	2.17
Cheese	Natural Varieties	6-8 oz Sliced	2.27 - 3.00	1329	2.77	1.67 - 3.50	4378	2.63	1.67 - 3.00	2265	2.40
Cheese	Natural Varieties	1 lb Block	3.99	382	3.99	4.22	1341	4.22	3.50 - 4.99	424	3.97
Cheese	Natural Varieties	1 lb Shred				5.99	228	5.99	4.29 - 4.99	179	4.61
Cheese	Natural Varieties	2 lb Shred	7.79 - 8.99	663	8.15	7.38	2682	7.38			
Cottage Cheese		16 oz	2.50 - 2.99	872	2.73	2.00 - 2.88	1634	2.72	2.99	61	2.99
Cottage Cheese		24 oz	3.50	59	3.50	2.94 - 3.99	4617	3.64			
Cream Cheese		8 oz	1.69 - 3.99	1032	2.87	1.77 - 3.99	3122	2.37	0.99 - 2.99	1639	2.32
Flavored Milk	All Fat Tests	Half Gallon				3.94 - 4.00	2801	3.97			
Flavored Milk	All Fat Tests	Gallon							3.88	130	3.88
Ice Cream		14-16 oz	3.50 - 6.89	1404	4.19	2.50 - 4.50	3152	3.25	2.99 - 4.49	1793	3.52
Ice Cream		48-64 oz	0.97 - 6.99	1522	3.49	2.49 - 6.49	1749	5.68	2.49 - 6.99	1721	3.80
Milk	All Fat Tests	Half Gallon				1.78	1341	1.78	0.99	188	0.99
Milk	All Fat Tests	Gallon	3.54	496	3.54	2.96 - 5.50	2801	4.22	3.99	105	3.99
Sour Cream		16 oz	1.69 - 2.99	1550	2.41	1.97 - 2.64	4823	2.17	1.98 - 2.50	1321	2.07
Sour Cream		24 oz				2.49 - 3.49	713	2.89	2.69	245	2.69
Yogurt	Greek	4-6 oz	0.60 - 1.39	1458	1.02	0.70 - 1.25	3194	1.07	0.99 - 1.25	583	1.03
Yogurt	Yogurt	4-6 oz	0.60 - 0.90	728	0.63	0.77	1341	0.77	0.50 - 0.88	988	0.84
Yogurt	Greek	32 oz	3.99 - 6.66	397	5.77	3.54 - 5.99	1883	3.96	5.12	67	5.12
Yogurt	Yogurt	32 oz	2.79 - 3.50	493	3.05	2.00 - 2.99	2514	2.78	4.00	106	4.00



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	61	2.99	3.47	122	3.47			
Butter		1 lb	2.49 - 4.99	585	4.17	3.99 - 4.99	828	4.50	3.99 - 4.99	479	4.12
Cheese	Natural Varieties	6-8 oz Block	1.67 - 3.32	1935	2.27	1.97 - 5.03	1137	3.03			
Cheese	Natural Varieties	6-8 oz Shred	1.66 - 3.59	2243	2.02	1.66 - 2.99	1496	2.27	1.67 - 3.49	346	2.46
Cheese	Natural Varieties	6-8 oz Sliced	1.49 - 3.24	3365	2.87	1.66 - 2.99	1799	2.31	1.67 - 2.50	184	2.22
Cheese	Natural Varieties	1 lb Block	2.99 - 3.99	328	3.48	4.79	53	4.79	3.99	131	3.99
Cheese	Natural Varieties	1 lb Shred	2.99 - 3.99	1585	3.68	4.99	55	4.99	3.99	131	3.99
Cheese	Natural Varieties	1 lb Sliced	2.99	70	2.99				3.99	131	3.99
Cheese	Natural Varieties	2 lb Block	5.99 - 7.98	185	7.25	9.97	122	9.97	6.99 - 8.99	552	7.55
Cheese	Natural Varieties	2 lb Shred	5.99 - 7.98	1406	7.36	5.99 - 14.99	366	7.79	6.99 - 7.38	530	7.11
Cottage Cheese		16 oz	2.49	107	2.49	2.49	890	2.49	2.50	81	2.50
Cottage Cheese		24 oz	2.99 - 3.99	220	3.52						
Cream Cheese		8 oz	1.50 - 2.98	2974	2.31	2.29 - 2.99	823	2.45	1.99 - 3.00	471	2.86
Flavored Milk	All Fat Tests	Half Gallon	1.87 - 4.00	3663	3.27						
Ice Cream		14-16 oz	1.87 - 6.99	3600	3.38	2.99 - 6.20	2169	3.60	2.99 - 4.99	540	3.59
Ice Cream		48-64 oz	2.87 - 8.32	4501	5.09	3.49 - 4.49	1116	3.84	3.47 - 4.49	661	3.61
Milk	All Fat Tests	Half Gallon	2.00	1221	2.00	2.50	53	2.50	1.49 - 1.87	293	1.70
Milk	All Fat Tests	Gallon	2.96 - 4.99	2843	3.20	3.54 - 3.99	1446	3.76			
Sour Cream		16 oz	1.97 - 2.64	2549	2.31	2.00 - 2.49	592	2.41	2.00 - 2.99	410	2.69
Sour Cream		24 oz	2.78 - 3.98	5160	3.62	3.49	392	3.49	3.79	131	3.79
Yogurt	Greek	4-6 oz	0.87 - 1.33	534	1.16	1.00 - 1.25	1072	1.04	0.99 - 1.25	315	1.14
Yogurt	Yogurt	4-6 oz	0.39 - 0.69	210	0.54	0.39	352	0.39	0.47 - 0.69	410	0.62
Yogurt	Greek	32 oz	3.99 - 5.99	234	4.83	3.99 - 5.99	461	4.46	3.97	162	3.97
Yogurt	Yogurt	32 oz	2.48 - 4.00	331	3.14	2.97	61	2.97			



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	4.49	11	4.49			
Cheese	Natural Varieties	6-8 oz Block	2.00 - 2.99	22	2.50	2.47	23	2.47
Cheese	Natural Varieties	6-8 oz Shred	2.36 - 3.18	18	2.77	2.47	23	2.47
Cheese	Natural Varieties	6-8 oz Sliced	2.00 - 2.99	22	2.50	2.47	23	2.47
Cheese	Natural Varieties	2 lb Block	7.99	11	7.99			
Cheese	Natural Varieties	2 lb Shred	7.99 - 8.86	20	8.38			
Cottage Cheese		16 oz	2.50	11	2.50			
Cream Cheese		8 oz	2.49 - 3.49	22	2.99	3.00	33	3.00
Ice Cream		14-16 oz	4.49	11	4.49	4.49	23	4.49
Ice Cream		48-64 oz	4.47 - 4.49	22	4.48	5.49	23	5.49
Milk	All Fat Tests	Half Gallon	2.78	9	2.78			
Milk	All Fat Tests	Gallon				5.98	10	5.98
Sour Cream		16 oz	2.50 - 3.29	22	2.90			
Yogurt	Yogurt	4-6 oz	0.79	11	0.79	0.49	23	0.49
Yogurt	Greek	32 oz	4.68	9	4.68			
Yogurt	Yogurt	32 oz	5.99	28	5.99	3.49	23	3.49

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	52	5.29			52	4.99
Butter		1 lb	52	8.99	2888	6.30	591	6.98
Cheese	Natural Varieties	6-8 oz Block	107	6.49	3363	4.02	380	7.63
Cheese	Natural Varieties	6-8 oz Shred	343	6.49	2562	3.99		
Cheese	Natural Varieties	6-8 oz Sliced	228	3.00	3454	4.27		
Cottage Cheese		16 oz	172	4.31	234	4.99	696	5.47
Cream Cheese		8 oz	52	5.49	176	4.49	675	4.11
Flavored Milk	All Fat Tests	Half Gallon	52	6.99	459	6.12		
Ice Cream		14-16 oz	107	9.99	107	5.99	107	6.49
Ice Cream		48-64 oz			384	8.43	572	8.35
Milk	All Fat Tests	Half Gallon	1901	5.33	3273	5.49	3469	4.78
Milk	All Fat Tests	Gallon	52	6.99	1221	8.97	7161	6.91
Sour Cream		16 oz	161	3.28			686	3.73
Yogurt	Yogurt	4-6 oz			400	2.03	109	1.61
Yogurt	Greek	32 oz	52	7.99			608	7.02
Yogurt	Yogurt	32 oz	564	5.07	1048	4.71	2214	4.44



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				5.29	52	5.29			
Butter		1 lb				8.99	52	8.99			
Cheese	Natural Varieties	6-8 oz Shred				6.49	52	6.49			
Cheese	Natural Varieties	6-8 oz Sliced				3.00	228	3.00			
Cottage Cheese		16 oz				4.31	172	4.31			
Cream Cheese		8 oz				5.49	52	5.49			
Flavored Milk	All Fat Tests	Half Gallon				6.99	52	6.99			
Milk	All Fat Tests	Half Gallon				3.99 - 5.99	1621	5.50			
Milk	All Fat Tests	Gallon				6.99	52	6.99			
Sour Cream		16 oz				3.32	86	3.32			
Yogurt	Greek	32 oz				7.99	52	7.99			
Yogurt	Yogurt	32 oz	4.50	104	4.50	3.99 - 4.99	169	4.30			

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	6.49	107	6.49						
Cheese	Natural Varieties	6-8 oz Shred	6.49	107	6.49	6.49	184	6.49			
Ice Cream		14-16 oz	9.99	107	9.99						
Milk	All Fat Tests	Half Gallon				4.76	109	4.76	4.12	162	4.12
Sour Cream		16 oz	3.23	75	3.23						
Yogurt	Yogurt	32 oz	6.99	107	6.99	4.99	184	4.99			

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	4.82	9	4.82			



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.