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## Advertised Prices for Dairy Products at Major Retail Supermarket Outlets ending during the period of 8/8/2025 to 8/14/2025

Total conventional dairy ads are down 4 percent in the week 32 retail ad survey, but organic dairy ads increased 162 percent. Conventional cheese, the most advertised conventional dairy commodity, appeared in 12 percent more ads this week. Ads for the most advertised organic commodity, milk, are up 554 percent.

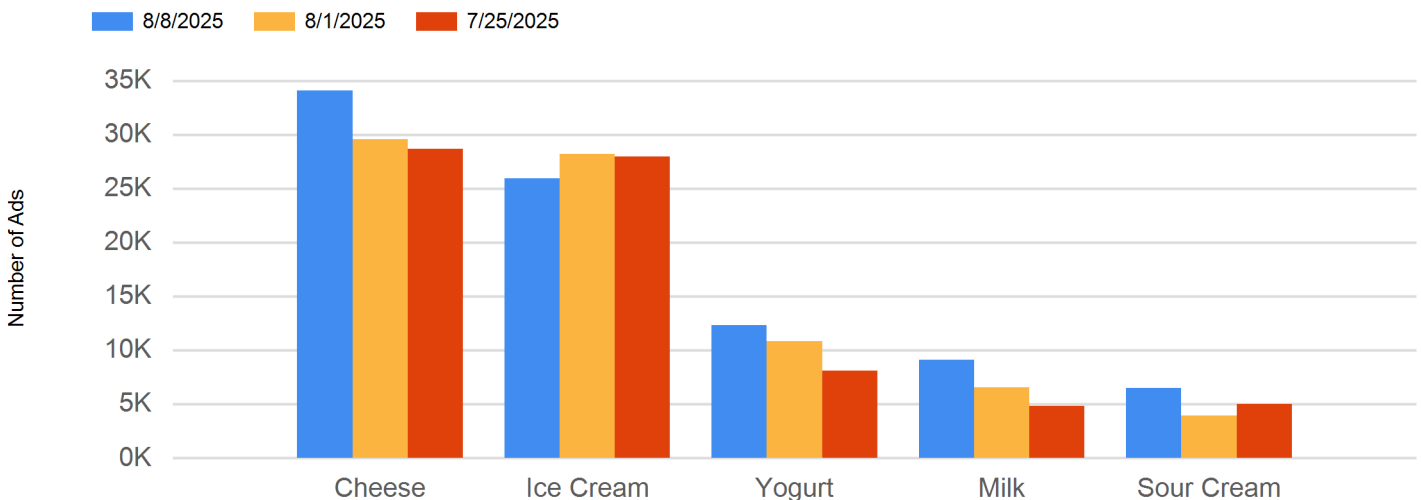
Organic cheese appeared in 646 percent more ads this week to become the second most advertised organic commodity. The most advertised conventional cheese product is 6-8-ounce sliced. Ads for this product grew 40 percent, and the weighted average advertised price (average price) increased 44 cents to \$2.95. Organic 6-8-ounce sliced cheese ads are up 285 percent and the average price, \$5.29, is up 80 cents. The organic premium for 6-8-ounce sliced cheese is \$2.34.

Conventional ice cream ads declined by 9 percent, but organic ice cream ads grew 19 percent in this week's survey. Ads for 48-64-ounce conventional ice cream are down 7 percent. This product's average price is down 19 cents to \$3.55. Organic 48-64-ounce conventional ice cream appeared in 57 percent fewer ads this week. The average price for this product increased 88 cents to \$10.49, creating an organic premium of \$6.94.

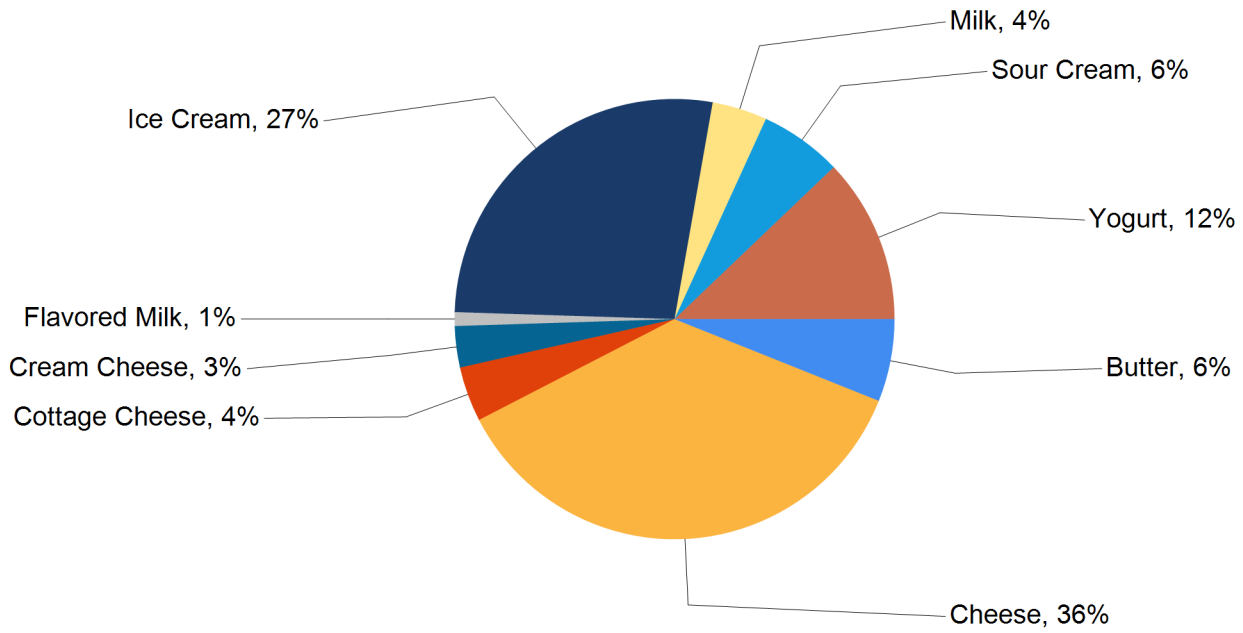
Ads for conventional yogurt are down 23 percent, while organic yogurt ads increased 5 percent. Greek yogurt in 4-6-ounce containers, the most advertised conventional yogurt product, appeared in 28 percent fewer ads this week. The average price for this product is up 4 cents to \$1.15. There are no ads for organic 4-6-ounce Greek yogurt this week.

Conventional milk ads are down 30 percent. Total ads for conventional gallons of milk are up 25 percent, while the average price is down 31 cents to \$2.92. Organic gallons of milk appeared in 39 percent more ads this week. The average price for this item declined 14 cents to \$8.61, creating an organic premium of \$5.69.

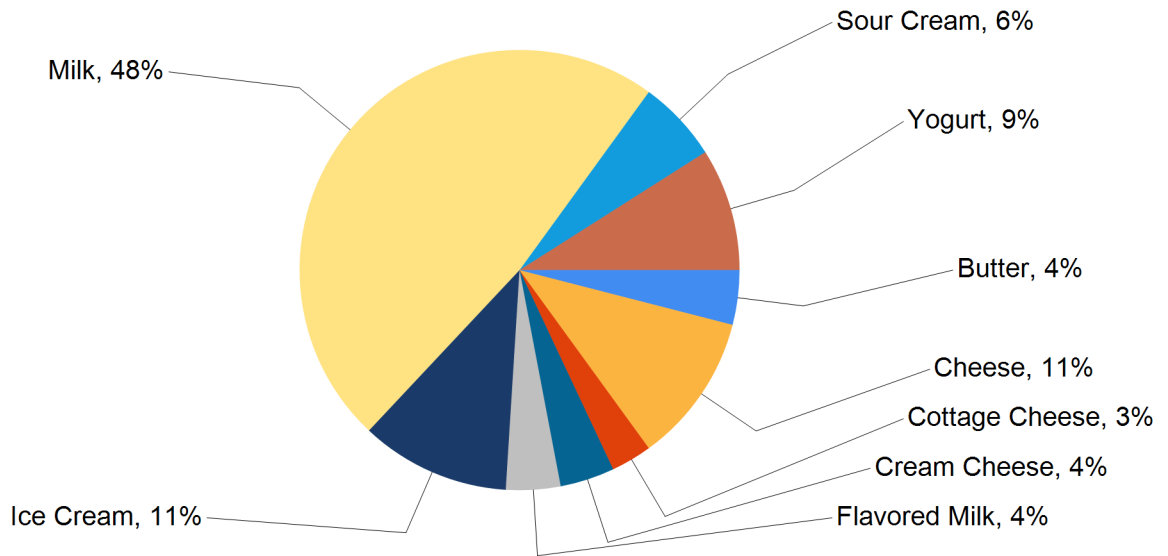
### Top 5 Commodities Featured This Week



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	452	3.24	143	2.95	185	3.59
Butter		1 lb	4840	3.77	3545	4.09	4743	4.57
Cheese	Natural Varieties	6-8 oz Block	3593	2.40	5542	2.51	5104	2.40
Cheese	Natural Varieties	6-8 oz Shred	9222	2.57	11504	2.44	8134	2.43
Cheese	Natural Varieties	6-8 oz Sliced	10235	2.95	7324	2.51	11412	2.41
Cheese	Natural Varieties	1 lb Block	498	5.67	943	5.66	2436	4.03
Cheese	Natural Varieties	1 lb Shred	1796	4.76	773	4.09	2853	4.26
Cheese	Natural Varieties	1 lb Sliced			307	3.41	743	4.38
Cheese	Natural Varieties	2 lb Block	3193	6.10	1121	6.71	534	7.37
Cheese	Natural Varieties	2 lb Shred	4372	6.09	1869	6.44	1416	7.82
Cottage Cheese		16 oz	2834	2.43	3754	2.66	3523	2.46
Cottage Cheese		24 oz	496	3.79	521	2.98	4092	3.31
Cream Cheese		8 oz	2877	2.99	5878	2.62	2795	2.23
Cream Cheese		12 oz	1	6.99				
Flavored Milk	All Fat Tests	Half Gallon	199	2.99	285	2.77	606	2.39
Flavored Milk	All Fat Tests	Gallon	407	3.18	355	4.00		
Ice Cream		14-16 oz	11711	3.69	13165	3.77	8028	3.91
Ice Cream		48-64 oz	13111	3.55	14110	3.74	15300	4.00
Milk	All Fat Tests	Half Gallon	1072	1.63	3407	1.58	2415	1.83
Milk	All Fat Tests	Gallon	2988	2.92	2395	3.23	4902	3.37
Sour Cream		16 oz	4563	2.16	3289	2.17	6032	2.24
Sour Cream		24 oz	1303	3.43	511	3.70	3905	3.15
Yogurt	Greek	4-6 oz	5641	1.15	7863	1.11	8583	1.06
Yogurt	Yogurt	4-6 oz	3546	0.75	3739	0.80	9918	0.72
Yogurt	Greek	32 oz	446	4.87	808	5.15	2975	5.97
Yogurt	Yogurt	32 oz	1745	2.83	2281	2.72	3959	2.81



**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	1.99 - 3.99	375	3.00						
Butter		1 lb	3.49 - 4.99	1154	4.17	3.49 - 4.99	765	3.94	3.49	664	3.49
Cheese	Natural Varieties	6-8 oz Block	1.77 - 3.00	1410	2.53	2.00 - 3.50	504	2.28	2.00 - 3.00	726	2.50
Cheese	Natural Varieties	6-8 oz Shred	1.77 - 3.50	1797	2.43	2.00 - 3.99	2402	2.90	1.99 - 3.59	1614	2.49
Cheese	Natural Varieties	6-8 oz Sliced	1.75 - 4.99	2433	2.84	1.75 - 3.99	3358	3.29	1.75 - 3.00	1179	2.01
Cheese	Natural Varieties	1 lb Block	3.99	190	3.99	4.29	53	4.29			
Cheese	Natural Varieties	1 lb Shred	3.00 - 3.99	292	3.70	3.99 - 4.29	998	4.01			
Cheese	Natural Varieties	2 lb Block	6.99 - 7.99	528	7.30	5.49	463	5.49	5.49	664	5.49
Cheese	Natural Varieties	2 lb Shred	6.99 - 7.99	528	7.30	5.49	463	5.49	5.49 - 8.99	1015	6.22
Cottage Cheese		16 oz	2.50 - 3.99	948	3.08				1.99 - 2.50	205	2.14
Cottage Cheese		24 oz	3.99	59	3.99				3.44	130	3.44
Cream Cheese		8 oz	1.99 - 4.99	900	3.54	2.50 - 3.00	180	2.71	1.68 - 2.99	574	2.27
Flavored Milk	All Fat Tests	Half Gallon							2.99	199	2.99
Flavored Milk	All Fat Tests	Gallon							4.99	106	4.99
Ice Cream		14-16 oz	2.79 - 6.11	2406	3.75	2.49 - 6.99	1849	3.25	2.49 - 8.39	2398	3.37
Ice Cream		48-64 oz	2.94 - 6.19	3011	3.63	2.49 - 6.98	2233	3.46	2.49 - 4.99	2514	3.38
Milk	All Fat Tests	Half Gallon							1.58	892	1.58
Milk	All Fat Tests	Gallon	2.86 - 2.99	574	2.88				2.64	892	2.64
Sour Cream		16 oz	1.99 - 2.50	1408	2.20	1.67 - 1.99	594	1.87	1.99	383	1.99
Sour Cream		24 oz	3.00 - 3.99	194	3.33				3.49	83	3.49
Yogurt	Greek	4-6 oz	0.80 - 1.50	1705	1.14	0.98 - 1.25	2447	1.17	1.00 - 1.35	264	1.20
Yogurt	Yogurt	4-6 oz	0.49 - 1.50	1328	0.80	0.75	366	0.75	0.50 - 0.60	762	0.57
Yogurt	Greek	32 oz	5.59 - 5.99	187	5.73						
Yogurt	Yogurt	32 oz	2.49 - 6.10	446	3.55	2.50	1173	2.50			



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	4.38	75	4.38						
Butter		1 lb	2.77 - 3.99	921	3.35	3.49 - 4.99	762	4.31	2.47 - 5.48	552	3.03
Cheese	Natural Varieties	6-8 oz Block	1.49 - 2.50	444	1.98	2.47	352	2.47	1.99	131	1.99
Cheese	Natural Varieties	6-8 oz Shred	1.49 - 3.47	1489	2.43	1.97 - 2.99	1320	2.32	1.99 - 2.99	541	2.63
Cheese	Natural Varieties	6-8 oz Sliced	1.49 - 4.99	1745	2.85	1.75 - 4.99	883	3.23	1.99 - 4.99	602	3.08
Cheese	Natural Varieties	1 lb Block				6.98 - 7.49	244	7.24			
Cheese	Natural Varieties	1 lb Shred				4.99 - 7.49	492	6.85			
Cheese	Natural Varieties	2 lb Block	5.49 - 7.99	642	5.94	5.49 - 5.99	272	5.80	4.99 - 8.00	602	6.43
Cheese	Natural Varieties	2 lb Shred	5.49 - 5.99	547	5.59	5.49 - 6.99	1195	5.98	4.99 - 6.99	602	5.95
Cottage Cheese		16 oz	1.49 - 2.29	334	1.89	1.99 - 2.99	913	2.37	1.49 - 2.00	418	1.65
Cottage Cheese		24 oz				3.49	55	3.49	3.94 - 3.98	243	3.95
Cream Cheese		8 oz	1.99 - 4.28	276	3.16	2.47 - 4.49	617	3.18	2.29	287	2.29
Flavored Milk	All Fat Tests	Gallon							2.47	287	2.47
Ice Cream		14-16 oz	2.47 - 7.99	1757	3.86	2.49 - 8.29	1988	4.59	1.87 - 3.87	1211	2.97
Ice Cream		48-64 oz	2.49 - 7.99	1450	3.76	2.49 - 7.99	2986	3.61	2.49 - 5.99	825	3.37
Milk	All Fat Tests	Half Gallon							1.72	162	1.72
Milk	All Fat Tests	Gallon	2.77	107	2.77	2.86 - 3.88	631	3.10	2.47 - 4.36	742	3.05
Sour Cream		16 oz	1.49 - 2.49	437	2.03	1.99 - 3.29	1141	2.48	1.49 - 2.64	580	1.93
Sour Cream		24 oz	2.25	52	2.25	3.49 - 4.70	913	3.56	2.79	61	2.79
Yogurt	Greek	4-6 oz	0.80 - 1.67	513	1.04	1.00 - 1.25	339	1.09	1.00 - 1.29	368	1.23
Yogurt	Yogurt	4-6 oz	0.50 - 0.59	169	0.53	0.39 - 1.50	765	0.92	0.49	131	0.49
Yogurt	Greek	32 oz	4.99	52	4.99	3.99 - 4.99	126	4.41	3.50	81	3.50
Yogurt	Yogurt	32 oz				2.69 - 2.99	108	2.84			



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	3.99	2	3.99			
Butter		1 lb	2.97 - 3.99	22	3.48			
Cheese	Natural Varieties	6-8 oz Block				3.47 - 3.49	26	3.47
Cheese	Natural Varieties	6-8 oz Shred	2.99 - 4.50	23	3.53	2.36 - 3.49	36	3.16
Cheese	Natural Varieties	6-8 oz Sliced	3.99 - 4.50	12	4.03	3.47	23	3.47
Cheese	Natural Varieties	1 lb Block	5.49 - 6.98	7	6.41	7.49	4	7.49
Cheese	Natural Varieties	1 lb Shred	5.49 - 6.49	4	5.99	6.77	10	6.77
Cheese	Natural Varieties	2 lb Block	5.99 - 9.00	22	7.49			
Cheese	Natural Varieties	2 lb Shred	5.99 - 7.99	22	6.99			
Cottage Cheese		16 oz	1.99 - 3.28	16	2.30			
Cottage Cheese		24 oz	4.73	9	4.73			
Cream Cheese		8 oz	2.49 - 3.00	20	2.72	3.47	23	3.47
Flavored Milk	All Fat Tests	Gallon	2.97	11	2.97	7.79	3	7.79
Ice Cream		14-16 oz	2.24 - 8.40	32	3.75	3.99 - 8.39	70	6.77
Ice Cream		48-64 oz	2.99 - 6.99	48	4.37	4.62 - 6.29	44	5.16
Milk	All Fat Tests	Half Gallon	2.84 - 4.19	18	3.51			
Milk	All Fat Tests	Gallon	2.97 - 6.58	29	4.53	5.98 - 7.79	13	6.40
Sour Cream		16 oz	1.99 - 3.17	20	2.52			
Yogurt	Greek	4-6 oz	1.67		1.67	1.50	4	1.50
Yogurt	Yogurt	4-6 oz	0.89	2	0.89	0.49	23	0.49
Yogurt	Yogurt	32 oz	5.99 - 6.49	18	6.24			



### 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		
Butter		1 lb	463	7.64	384	7.79	706	6.72
Cheese	Natural Varieties	6-8 oz Block	410	8.74				
Cheese	Natural Varieties	6-8 oz Shred	476	4.42	80	4.49		
Cheese	Natural Varieties	6-8 oz Sliced	308	5.29	80	4.49		
Cottage Cheese		16 oz	266	3.94	234	4.56	545	5.71
Cream Cheese		8 oz	392	3.87	86	4.49	229	4.23
Flavored Milk	All Fat Tests	Half Gallon	396	5.20	344	5.35	473	3.69
Ice Cream		14-16 oz	952	6.68	529	6.61	109	10.25
Ice Cream		48-64 oz	180	10.49	420	9.61	52	8.99
Milk	All Fat Tests	Half Gallon	4808	4.55	601	5.51	8320	4.82
Milk	All Fat Tests	Gallon	238	8.61	171	8.75	4074	7.85
Sour Cream		16 oz	657	3.77	126	3.92	704	4.13
Yogurt	Greek	32 oz	113	7.62	235	6.83	328	6.21
Yogurt	Yogurt	32 oz	837	5.35	671	5.03	556	4.84

### 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	7.87	122	7.87	6.97	86	6.97	7.87	67	7.87
Cheese	Natural Varieties	6-8 oz Block				8.99	52	8.99	7.49	67	7.49
Cheese	Natural Varieties	6-8 oz Shred	2.49	131	2.49	4.99 - 5.49	345	5.16			
Cheese	Natural Varieties	6-8 oz Sliced							4.99	199	4.99
Cottage Cheese		16 oz				3.83	86	3.83	3.83	67	3.83
Cream Cheese		8 oz	2.92	122	2.92	4.49	86	4.49			
Flavored Milk	All Fat Tests	Half Gallon	4.72	122	4.72	5.09	86	5.09			
Ice Cream		14-16 oz				7.99	52	7.99	3.79 - 8.99	201	6.31
Ice Cream		48-64 oz							9.99	67	9.99
Milk	All Fat Tests	Half Gallon	4.99 - 5.99	905	5.41	2.99 - 5.99	1230	4.59	2.99 - 5.99	1265	4.41
Milk	All Fat Tests	Gallon							8.29	67	8.29
Sour Cream		16 oz	3.51	122	3.51	3.66 - 3.99	314	3.90	3.97	67	3.97
Yogurt	Yogurt	32 oz	4.99 - 5.49	312	5.19	5.49	86	5.49	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
Butter		1 lb	8.15	75	8.15	7.33	109	7.33			
Cheese	Natural Varieties	6-8 oz Block	8.99	107	8.99	8.99	184	8.99			
Cheese	Natural Varieties	6-8 oz Sliced				5.84	109	5.84			
Cottage Cheese		16 oz				4.04	109	4.04			
Cream Cheese		8 oz	4.34	75	4.34	4.11	109	4.11			
Flavored Milk	All Fat Tests	Half Gallon	5.54	75	5.54	5.54	109	5.54			
Ice Cream		14-16 oz	5.19	75	5.19	3.49 - 8.99	620	6.88			
Ice Cream		48-64 oz				10.79	109	10.79			
Milk	All Fat Tests	Half Gallon	2.99 - 5.46	515	3.35	2.99 - 5.61	430	4.63	2.99 - 5.99	418	4.25
Milk	All Fat Tests	Gallon							8.67	162	8.67
Sour Cream		16 oz	3.20 - 3.97	150	3.58						
Yogurt	Greek	32 oz				7.59	109	7.59			
Yogurt	Yogurt	32 oz	5.39 - 5.49	150	5.44	5.39 - 5.49	218	5.44			

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		1 lb				10.15	4	10.15
Cottage Cheese		16 oz				5.46	4	5.46
Flavored Milk	All Fat Tests	Half Gallon				6.65	4	6.65
Ice Cream		14-16 oz				4.99	4	4.99
Ice Cream		48-64 oz				10.91	4	10.91
Milk	All Fat Tests	Half Gallon	3.99 - 6.24	20	5.00	6.48 - 7.30	25	7.02
Milk	All Fat Tests	Gallon	9.89	9	9.89			
Sour Cream		16 oz				4.49	4	4.49
Yogurt	Greek	32 oz				8.43	4	8.43
Yogurt	Yogurt	32 oz				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.