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Advertised Prices for Dairy Products at Major Retail Supermarket Outlets ending during the period of 9/26/2025 to 10/2/2025

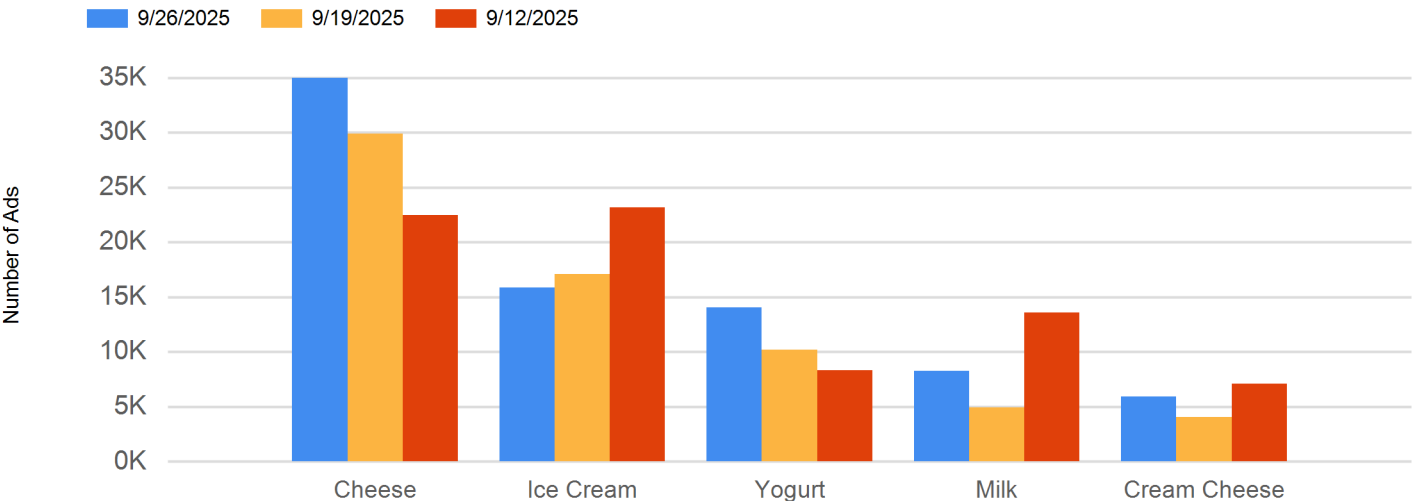
The week 39 retail dairy survey showed a 2 percent increase in conventional ads and organic ads up 71 percent. Cheese remains the most advertised conventional dairy commodity. In the organic aisle, a 509 percent increase in milk ads made it the most advertised organic commodity.

Total ads for conventional cheese are up 17 percent, while organic cheese ads grew 26 percent. Conventional 6-8-ounce shred style cheese is present in more ads than any other cheese products, despite ad totals only increasing marginally. The weighted average advertised price (average price) for this product is \$2.35, down 1 cent. Ads for organic 6-8-ounce shred style cheese are down 47 percent, and the average prices increased by \$2.02, to \$5.99. The organic premium for 6-8-ounce shred style cheese is \$3.64.

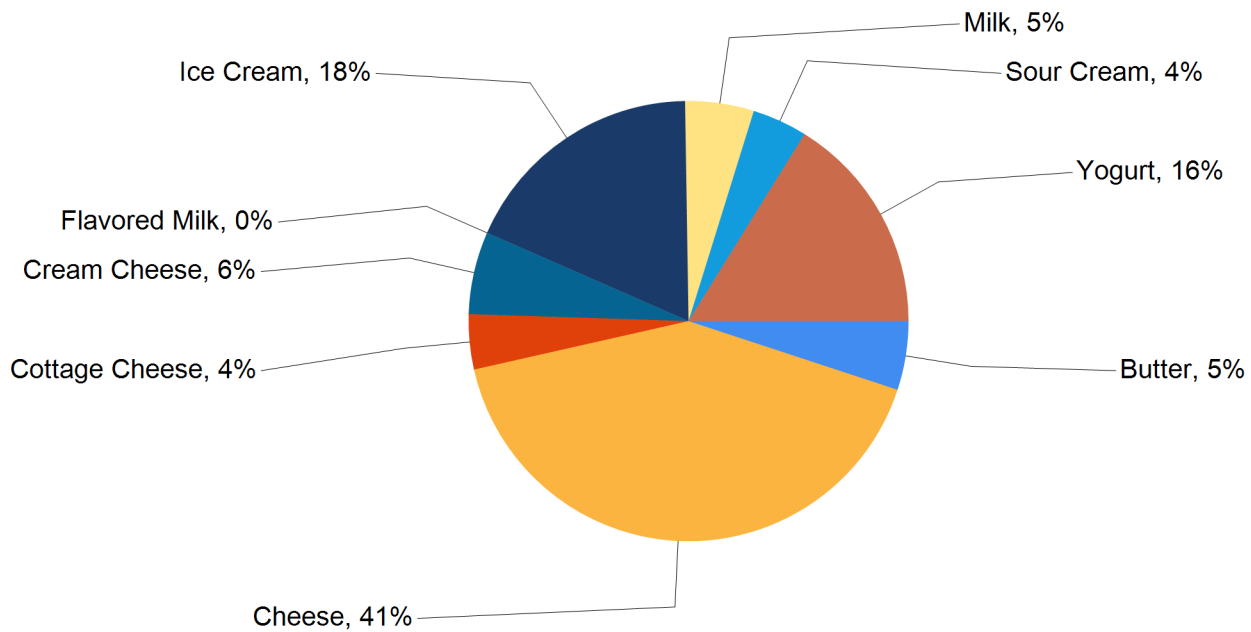
Ice cream is the second most advertised conventional commodity and the third most advertised in the organic aisle. The most advertised ice cream product in both aisles is 48-64-ounce containers. Ads for conventional 48-64-ounce ice cream are up 5 percent, and the average price increased 1 cent to \$3.63. Organic 48-64-ounce ice cream ads grew 418 percent. The average price for organic 48-64-ounce ice cream is down 6 cents to \$8.40, meaning the organic premium is \$4.77.

Ads for conventional milk are down 12 percent. Organic milk ads declined significantly last week, but this week mostly recovered from that decrease as ads grew 509 percent. Conventional gallon milk ads are up 2 percent, and the average price is \$2.94, up 1 cent. Organic gallon ad totals were unchanged, and the average price is steady at \$8.30. The organic premium for this product is \$5.36.

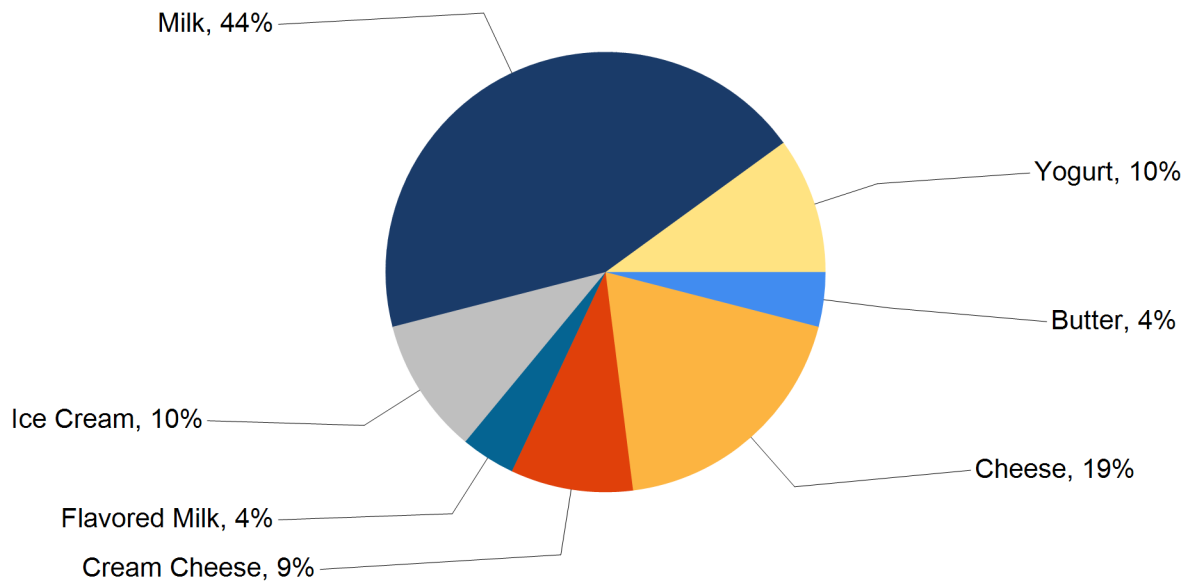
Top 5 Commodities Featured This Week



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	723	3.93	1015	3.54	6002	2.93
Butter		1 lb	3276	4.36	7250	4.20	4428	4.24
Cheese	Natural Varieties	6-8 oz Block	7980	2.88	4965	2.63	3592	2.46
Cheese	Natural Varieties	6-8 oz Shred	9364	2.35	9340	2.36	12017	2.50
Cheese	Natural Varieties	6-8 oz Sliced	7319	2.65	9337	2.40	10951	2.66
Cheese	Natural Varieties	1 lb Block	2069	3.85	699	6.06	2670	4.44
Cheese	Natural Varieties	1 lb Shred	3274	4.52	1895	4.12	5967	4.71
Cheese	Natural Varieties	1 lb Sliced			94	3.99	2817	2.64
Cheese	Natural Varieties	2 lb Block	2106	7.08	405	6.53	1672	6.52
Cheese	Natural Varieties	2 lb Shred	967	6.70	1605	6.79	5736	6.82
Cottage Cheese		16 oz	513	2.45	1593	2.44	2796	2.37
Cottage Cheese		24 oz	2477	3.53	420	4.25	1497	3.68
Cream Cheese		8 oz	5015	2.26	3506	2.68	5054	2.84
Cream Cheese		12 oz			130	5.51		
Flavored Milk	All Fat Tests	Half Gallon	9	4.29	832	2.32	644	2.05
Flavored Milk	All Fat Tests	Gallon	312	4.36	99	4.11	225	3.57
Ice Cream		14-16 oz	6424	4.30	8624	3.68	6837	3.77
Ice Cream		48-64 oz	8351	3.63	7936	3.62	15781	3.88
Milk	All Fat Tests	Half Gallon	1155	1.51	1734	1.50	1424	2.14
Milk	All Fat Tests	Gallon	2530	2.94	2470	2.93	5426	3.23
Sour Cream		16 oz	2426	2.30	2258	2.29	3906	2.34
Sour Cream		24 oz	937	3.26	1149	3.49	810	3.42
Yogurt	Greek	4-6 oz	5717	1.18	8058	1.13	11172	1.16
Yogurt	Yogurt	4-6 oz	6222	0.66	1644	0.58	1993	0.64
Yogurt	Greek	32 oz	139	6.54	493	5.19	4577	4.44
Yogurt	Yogurt	32 oz	978	2.94	853	4.06	3472	2.74



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	2.29 - 4.15	449	3.69	4.24	86	4.24			
Butter		1 lb	2.99 - 5.99	645	4.63	4.99	998	4.99	2.98	130	2.98
Cheese	Natural Varieties	6-8 oz Block	1.77 - 5.79	1876	3.60	0.99 - 5.79	1788	2.64	2.00 - 3.49	1537	2.94
Cheese	Natural Varieties	6-8 oz Shred	1.67 - 3.50	1332	2.44	0.99 - 3.99	2770	2.19	2.00 - 3.00	1746	2.37
Cheese	Natural Varieties	6-8 oz Sliced	1.84 - 3.86	1073	2.35	1.88 - 4.00	3016	3.09	2.33 - 3.00	642	2.42
Cheese	Natural Varieties	1 lb Block	3.78	496	3.78	3.99	366	3.99	3.50	245	3.50
Cheese	Natural Varieties	1 lb Shred	4.99	59	4.99	3.99 - 5.50	2506	4.71	3.50	245	3.50
Cheese	Natural Varieties	2 lb Block	6.96 - 6.99	733	6.97						
Cheese	Natural Varieties	2 lb Shred	6.99	237	6.99				7.99	61	7.99
Cottage Cheese		16 oz	2.00 - 2.50	371	2.32						
Cottage Cheese		24 oz				2.98 - 3.50	1382	3.43	2.79 - 3.88	390	3.19
Cream Cheese		8 oz	1.56 - 4.99	1643	2.59	1.67 - 3.99	1942	2.18	1.50 - 3.50	367	2.73
Flavored Milk	All Fat Tests	Gallon							3.99 - 5.49	202	4.78
Ice Cream		14-16 oz	2.99 - 6.29	1270	4.00	4.50 - 7.99	820	5.47	2.99 - 6.29	1145	3.80
Ice Cream		48-64 oz	2.50 - 4.99	1687	3.68	1.99 - 6.99	915	3.22	3.50 - 4.50	599	3.98
Milk	All Fat Tests	Half Gallon							1.34 - 2.50	975	1.44
Milk	All Fat Tests	Gallon	2.84	496	2.84				2.24 - 3.99	988	2.41
Sour Cream		16 oz	1.69 - 2.99	747	2.19	1.98 - 1.99	553	1.99	2.48 - 2.50	213	2.49
Sour Cream		24 oz	3.99	190	3.99	2.49	366	2.49			
Yogurt	Greek	4-6 oz	1.00 - 1.50	2063	1.17	0.88 - 1.50	882	1.19	1.00 - 1.25	644	1.10
Yogurt	Yogurt	4-6 oz	0.50 - 1.25	1129	0.64	0.49 - 0.75	1578	0.66	0.39 - 1.33	1265	0.89
Yogurt	Greek	32 oz	6.49	129	6.49						
Yogurt	Yogurt	32 oz				3.00 - 3.29	127	3.12			



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	4.07	75	4.07	4.57	109	4.57			
Butter		1 lb	2.97 - 3.99	171	3.35	3.49 - 4.99	678	4.01	3.49 - 4.98	641	4.00
Cheese	Natural Varieties	6-8 oz Block	0.98 - 4.49	1261	2.29	1.50 - 4.99	1336	2.71	2.49	131	2.49
Cheese	Natural Varieties	6-8 oz Shred	0.98 - 3.00	1576	2.12	2.00 - 4.99	1464	2.83	1.99 - 2.49	418	2.15
Cheese	Natural Varieties	6-8 oz Sliced	0.98 - 3.49	528	2.11	1.84 - 3.99	1454	2.38	1.99 - 2.49	541	2.19
Cheese	Natural Varieties	1 lb Block	2.99 - 3.33	233	3.17	3.78 - 4.77	640	3.91	5.99	61	5.99
Cheese	Natural Varieties	1 lb Shred	2.99 - 3.99	294	3.34	3.99	94	3.99	5.99	61	5.99
Cheese	Natural Varieties	2 lb Block	6.99 - 7.49	365	7.21	6.96	485	6.96	5.99 - 9.98	491	7.22
Cheese	Natural Varieties	2 lb Shred	6.49 - 6.99	254	6.89	5.99	256	5.99	5.99	123	5.99
Cottage Cheese		16 oz							2.50 - 2.98	142	2.77
Cottage Cheese		24 oz	2.49 - 2.99	178	2.66	4.49	352	4.49	3.94	162	3.94
Cream Cheese		8 oz	1.50 - 1.99	354	1.65	1.56 - 3.77	546	1.81	1.50	142	1.50
Flavored Milk	All Fat Tests	Gallon	3.49	107	3.49						
Ice Cream		14-16 oz	3.00 - 6.29	528	5.03	3.49 - 6.29	1950	4.50	1.87 - 4.36	639	3.04
Ice Cream		48-64 oz	1.99 - 6.19	1254	4.01	1.99 - 6.99	2399	3.51	1.99 - 5.64	1395	3.49
Milk	All Fat Tests	Half Gallon							1.72	162	1.72
Milk	All Fat Tests	Gallon	4.98	126	4.98	2.84 - 3.88	565	2.99	2.82 - 4.33	324	3.57
Sour Cream		16 oz	1.99 - 2.69	221	2.16	2.50 - 2.99	521	2.66	2.64	162	2.64
Sour Cream		24 oz							2.98 - 3.79	368	3.61
Yogurt	Greek	4-6 oz	0.99 - 1.33	197	1.21	1.18 - 1.50	1192	1.27	0.99 - 1.33	683	1.08
Yogurt	Yogurt	4-6 oz	0.19 - 1.25	752	0.64	0.39 - 0.97	1182	0.49	0.39 - 0.75	284	0.55
Yogurt	Yogurt	32 oz	1.97	64	1.97	2.99	704	2.99	2.98	81	2.98



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				4.91	4	4.91
Butter		1 lb	4.99 - 6.99	13	5.30			
Cheese	Natural Varieties	6-8 oz Block	2.50		2.50	2.75 - 4.94	50	3.26
Cheese	Natural Varieties	6-8 oz Shred	2.49 - 2.50	12	2.49	2.75 - 3.47	46	3.11
Cheese	Natural Varieties	6-8 oz Sliced	2.33 - 2.49	22	2.41	2.22 - 4.54	43	3.43
Cheese	Natural Varieties	1 lb Block	6.49 - 7.29	18	7.12	4.54	10	4.54
Cheese	Natural Varieties	1 lb Shred	6.49 - 7.29	15	7.14			
Cheese	Natural Varieties	2 lb Block	6.99 - 7.97	22	7.48	8.34	10	8.34
Cheese	Natural Varieties	2 lb Shred	6.99 - 8.99	13	7.30	9.59	23	9.59
Cottage Cheese		24 oz	3.99 - 4.99	13	4.66			
Cream Cheese		8 oz	3.00	11	3.00	1.87	10	1.87
Flavored Milk	All Fat Tests	Half Gallon	4.29	9	4.29			
Flavored Milk	All Fat Tests	Gallon				7.79	3	7.79
Ice Cream		14-16 oz	2.24 - 5.23	31	4.26	2.99 - 6.29	41	4.55
Ice Cream		48-64 oz	2.49 - 6.38	76	4.30	4.49 - 5.29	26	4.58
Milk	All Fat Tests	Half Gallon	2.76 - 4.45	18	3.60			
Milk	All Fat Tests	Gallon	4.58 - 6.58	18	5.58	5.98 - 7.79	13	6.40
Sour Cream		16 oz	3.17	9	3.17			
Sour Cream		24 oz	3.99 - 4.49	13	4.07			
Yogurt	Greek	4-6 oz	1.25 - 1.29	22	1.27	1.18 - 1.48	34	1.29
Yogurt	Yogurt	4-6 oz	0.60 - 0.89	5	0.72	0.49 - 1.25	27	0.60
Yogurt	Greek	32 oz				7.16	10	7.16
Yogurt	Yogurt	32 oz	3.29	2	3.29			



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	153	4.76	560	6.79		
Butter		1 lb	218	7.99	218	7.99		
Cheese	Natural Varieties	6-8 oz Block	188	5.42	113	5.44	459	5.63
Cheese	Natural Varieties	6-8 oz Shred	343	5.99	653	3.97	207	3.28
Cheese	Natural Varieties	6-8 oz Sliced	1388	4.93	761	4.77	459	6.09
Cream Cheese		8 oz	922	4.16	452	4.20		
Flavored Milk	All Fat Tests	Half Gallon	463	5.89	235	5.80		
Ice Cream		14-16 oz	107	8.79	323	6.10	92	5.99
Ice Cream		48-64 oz	954	8.40	184	8.46	107	8.99
Milk	All Fat Tests	Half Gallon	4394	4.16	578	5.44	1673	4.70
Milk	All Fat Tests	Gallon	171	8.30	171	8.30	53	9.99
Sour Cream		16 oz			75	4.41		
Yogurt	Greek	4-6 oz					65	1.33
Yogurt	Yogurt	4-6 oz					109	1.52
Yogurt	Greek	32 oz	255	7.49	382	7.59	597	4.98
Yogurt	Yogurt	32 oz	739	4.76	1312	4.87	302	4.18

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				4.88	86	4.88	4.60	67	4.60
Cheese	Natural Varieties	6-8 oz Shred				5.99	52	5.99			
Cheese	Natural Varieties	6-8 oz Sliced	4.49 - 5.39	366	4.94	4.49 - 5.84	344	5.23	4.04 - 5.39	268	4.76
Cream Cheese		8 oz	3.43 - 3.55	244	3.49	3.58 - 4.83	172	4.21	3.99 - 4.81	134	4.40
Flavored Milk	All Fat Tests	Half Gallon	5.35	122	5.35	5.76	86	5.76	5.93	67	5.93
Ice Cream		48-64 oz	8.09	122	8.09	8.09 - 8.99	138	8.43	8.09	134	8.09
Milk	All Fat Tests	Half Gallon	3.99 - 4.99	701	4.16	4.08	1341	4.08	3.79	245	3.79
Yogurt	Greek	32 oz							7.49	67	7.49
Yogurt	Yogurt	32 oz	4.29 - 4.99	484	4.41				5.49	67	5.49



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		1 lb				7.98 - 7.99	218	7.99			
Cheese	Natural Varieties	6-8 oz Block	5.39	75	5.39	5.39	109	5.39			
Cheese	Natural Varieties	6-8 oz Shred	5.99	107	5.99	5.99	184	5.99			
Cheese	Natural Varieties	6-8 oz Sliced	4.49	75	4.49	3.86 - 5.66	327	4.82			
Cream Cheese		8 oz	4.35 - 4.83	150	4.59	4.04 - 4.83	218	4.44			
Flavored Milk	All Fat Tests	Half Gallon	6.27	75	6.27	6.27	109	6.27			
Ice Cream		14-16 oz	8.79	107	8.79						
Ice Cream		48-64 oz	8.09 - 8.99	182	8.62	8.09 - 8.99	293	8.66	7.98	81	7.98
Milk	All Fat Tests	Half Gallon	4.08	1221	4.08	4.08 - 4.99	877	4.49			
Milk	All Fat Tests	Gallon							8.18	162	8.18
Yogurt	Greek	32 oz	7.49	75	7.49	7.49	109	7.49			
Yogurt	Yogurt	32 oz	5.29	75	5.29	5.49	109	5.49			

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
Cheese	Natural Varieties	6-8 oz Block				6.74	4	6.74
Cheese	Natural Varieties	6-8 oz Sliced				4.49 - 7.01	8	5.75
Cream Cheese		8 oz				4.89	4	4.89
Flavored Milk	All Fat Tests	Half Gallon				6.79	4	6.79
Ice Cream		48-64 oz				8.09	4	8.09
Milk	All Fat Tests	Half Gallon	5.23	9	5.23			
Milk	All Fat Tests	Gallon	10.38	9	10.38			
Yogurt	Greek	32 oz				7.49	4	7.49
Yogurt	Yogurt	32 oz				5.49	4	5.49



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.