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Advertised Prices for Dairy Products at Major Retail Supermarket Outlets ending during the period of 6/20/2025 to 6/26/2025

In the Week 25 retail dairy ad survey, total conventional ads declined 20 percent, and organic ads fell 24 percent. Despite appearing in 35 percent fewer ads, cheese remains the most advertised conventional commodity this week. Total ads for the most advertised organic dairy commodity, milk, are up 25 percent.

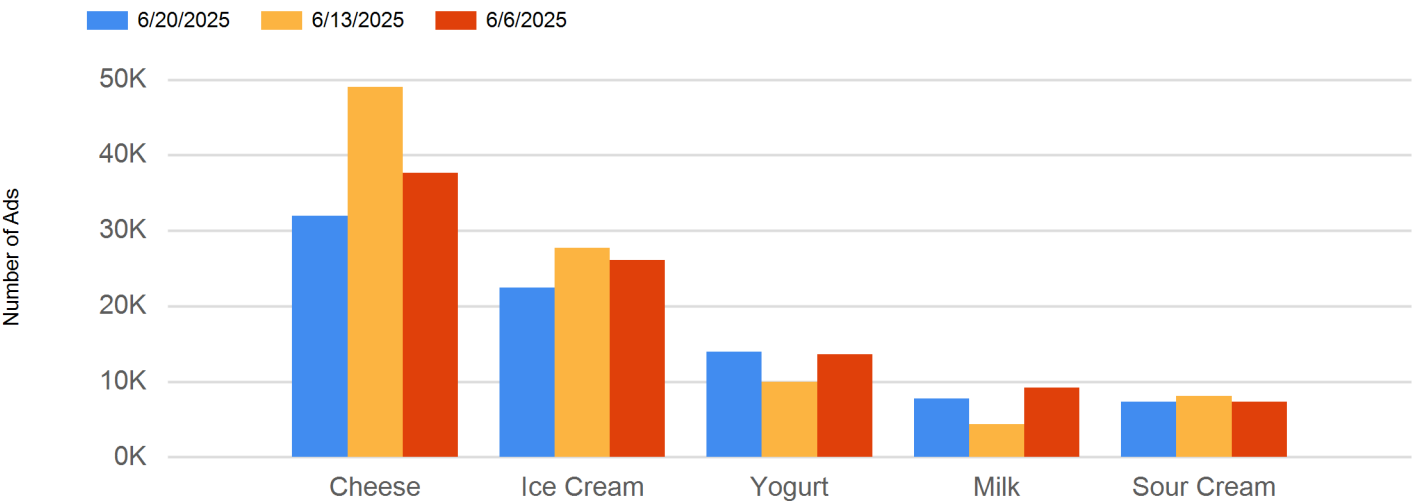
Organic cheese, the second most advertised organic dairy commodity, ads declined 12 percent. The most advertised conventional cheese product is 6-8-ounce shred style, though total ads are down 39 percent. Organic 6-8-ounce shred cheese ads are up 251 percent. The weighted average advertised price (average price) for conventional 6-8-ounce shred cheese is \$2.44, and this product's organic counterpart average price is \$3.00, leaving an organic premium of 56 cents.

The second most advertised conventional dairy commodity, ice cream, is present in 19 percent fewer ads. Organic ice cream ads also declined by 19 percent in this week's survey. The most advertised conventional ice cream product is 48-64-ounce packages, which appeared in 11 percent more ads this week. The average price for this product declined 40 cents to \$3.71. There were no ads for 48-64-ounce organic present in the week 25 retail ad survey.

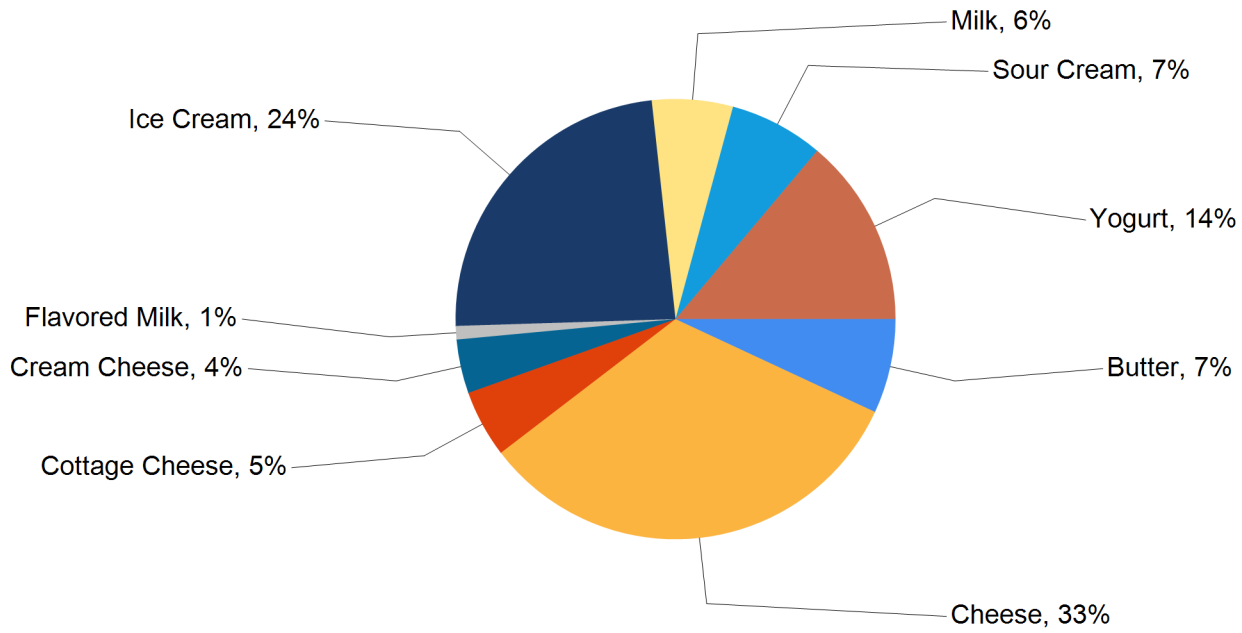
Yogurt is the third most advertised commodity in both the conventional and organic categories this week. Conventional yogurt ads declined 16 percent, and organic ads were down 45 percent. Greek yogurt sold in 4-6-ounce packaging, the most advertised conventional dairy product, appeared in 25 percent fewer ads. There are no ads for organic Greek yogurt in 4-6-ounce containers this week. The average price for conventional 4-6-ounce Greek yogurt is up 4 cents. \$1.14.

Conventional milk ads are up 123 percent in week 25. Half gallons are the most advertised conventional milk product. Total ads for conventional half gallon milk are up 246 percent, and the average price is \$1.51. The average price for organic half gallons is \$5.76, up 43 cents from last week, making the organic premium for this product \$4.25.

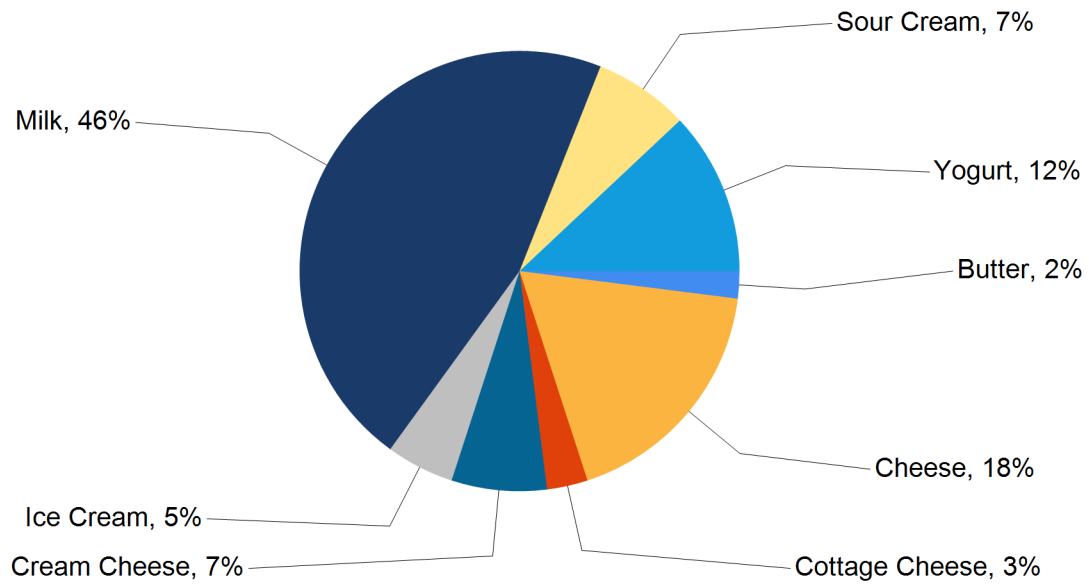
Top 5 Commodities Featured This Week



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          | 595             | 3.84          | 656             | 4.04          | 1171            | 3.42          |
| Butter         |                   | 1 lb          | 5786            | 3.71          | 4481            | 4.38          | 4988            | 4.20          |
| Cheese         | Natural Varieties | 6-8 oz Block  | 5801            | 2.37          | 7532            | 2.74          | 8088            | 2.74          |
| Cheese         | Natural Varieties | 6-8 oz Shred  | 8342            | 2.44          | 13663           | 2.60          | 13952           | 2.55          |
| Cheese         | Natural Varieties | 6-8 oz Sliced | 8088            | 2.32          | 9430            | 2.69          | 10799           | 2.51          |
| Cheese         | Natural Varieties | 1 lb Block    | 2043            | 4.33          | 2571            | 3.95          | 467             | 4.36          |
| Cheese         | Natural Varieties | 1 lb Shred    | 3709            | 4.00          | 6670            | 4.75          | 3221            | 4.05          |
| Cheese         | Natural Varieties | 1 lb Sliced   | 265             | 3.49          | 188             | 3.84          | 2273            | 3.18          |
| Cheese         | Natural Varieties | 2 lb Block    | 1056            | 7.87          | 1324            | 6.89          | 722             | 6.99          |
| Cheese         | Natural Varieties | 2 lb Shred    | 1709            | 6.71          | 6560            | 6.85          | 2078            | 7.04          |
| Cottage Cheese |                   | 16 oz         | 2481            | 2.57          | 2424            | 2.64          | 6613            | 2.39          |
| Cottage Cheese |                   | 24 oz         | 1884            | 2.59          | 851             | 3.38          | 3914            | 3.56          |
| Cream Cheese   |                   | 8 oz          | 4024            | 2.42          | 7528            | 2.14          | 4090            | 2.47          |
| Flavored Milk  | All Fat Tests     | Half Gallon   | 686             | 2.16          | 467             | 2.99          | 1091            | 2.67          |
| Flavored Milk  | All Fat Tests     | Gallon        | 86              | 5.09          | 227             | 4.41          | 2158            | 3.47          |
| Ice Cream      |                   | 14-16 oz      | 9349            | 3.71          | 15849           | 3.69          | 13760           | 3.59          |
| Ice Cream      |                   | 48-64 oz      | 12848           | 3.71          | 11548           | 4.11          | 16163           | 3.70          |
| Milk           | All Fat Tests     | Half Gallon   | 3484            | 1.51          | 1007            | 1.57          | 3458            | 1.71          |
| Milk           | All Fat Tests     | Gallon        | 1783            | 3.24          | 1356            | 3.20          | 7288            | 3.59          |
| Sour Cream     |                   | 16 oz         | 4033            | 2.31          | 4544            | 2.23          | 8954            | 2.29          |
| Sour Cream     |                   | 24 oz         | 2895            | 2.86          | 2868            | 3.42          | 2098            | 2.84          |
| Yogurt         | Greek             | 4-6 oz        | 4766            | 1.14          | 6327            | 1.10          | 5755            | 1.10          |
| Yogurt         | Yogurt            | 4-6 oz        | 3356            | 0.69          | 5412            | 0.65          | 5263            | 0.58          |
| Yogurt         | Greek             | 32 oz         | 1604            | 4.79          | 1657            | 4.98          | 2363            | 5.29          |
| Yogurt         | Yogurt            | 32 oz         | 3599            | 3.21          | 2468            | 3.23          | 6281            | 2.85          |



## 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          | 3.99           | 190             | 3.99          | 2.29           | 53              | 2.29          |              |                 |               |
| Butter         |                   | 1 lb          | 3.49 - 4.99    | 932             | 4.07          | 2.99           | 463             | 2.99          | 2.99 - 4.99  | 1253            | 3.73          |
| Cheese         | Natural Varieties | 6-8 oz Block  | 1.99 - 4.49    | 1856            | 2.48          | 2.00 - 3.00    | 530             | 2.40          | 1.97 - 3.00  | 1418            | 2.27          |
| Cheese         | Natural Varieties | 6-8 oz Shred  | 1.88 - 4.49    | 1829            | 2.68          | 1.59 - 3.50    | 1751            | 2.59          | 1.67 - 4.19  | 2195            | 2.44          |
| Cheese         | Natural Varieties | 6-8 oz Sliced | 1.85 - 4.49    | 1371            | 2.26          | 1.85 - 3.50    | 2426            | 2.39          | 1.85 - 3.00  | 1401            | 2.36          |
| Cheese         | Natural Varieties | 1 lb Block    | 3.78 - 5.99    | 1181            | 4.54          |                |                 |               | 3.49 - 3.99  | 179             | 3.72          |
| Cheese         | Natural Varieties | 1 lb Shred    | 4.97 - 4.99    | 733             | 4.98          | 2.99 - 5.99    | 691             | 3.98          | 2.99 - 3.99  | 843             | 3.15          |
| Cheese         | Natural Varieties | 1 lb Sliced   |                |                 |               |                |                 |               | 3.99         | 61              | 3.99          |
| Cheese         | Natural Varieties | 2 lb Block    | 9.99           | 413             | 9.99          |                |                 |               |              |                 |               |
| Cheese         | Natural Varieties | 2 lb Shred    | 6.96           | 496             | 6.96          |                |                 |               |              |                 |               |
| Cottage Cheese |                   | 16 oz         | 2.29 - 3.49    | 725             | 2.86          | 2.99           | 366             | 2.99          | 2.00         | 114             | 2.00          |
| Cottage Cheese |                   | 24 oz         | 2.99           | 72              | 2.99          |                |                 |               | 2.50         | 559             | 2.50          |
| Cream Cheese   |                   | 8 oz          | 1.25 - 3.50    | 1244            | 2.35          | 1.75 - 4.00    | 407             | 2.84          | 1.44 - 3.99  | 643             | 2.28          |
| Flavored Milk  | All Fat Tests     | Half Gallon   |                |                 |               |                |                 |               | 1.39 - 3.49  | 399             | 2.80          |
| Flavored Milk  | All Fat Tests     | Gallon        |                |                 |               |                |                 |               | 4.99         | 83              | 4.99          |
| Ice Cream      |                   | 14-16 oz      | 3.00 - 5.49    | 1998            | 3.96          | 2.99 - 5.00    | 2019            | 3.35          | 2.99 - 4.99  | 2085            | 3.54          |
| Ice Cream      |                   | 48-64 oz      | 2.99 - 5.49    | 2780            | 3.87          | 2.99 - 5.99    | 1908            | 3.62          | 2.49 - 3.99  | 1869            | 3.03          |
| Milk           | All Fat Tests     | Half Gallon   |                |                 |               | 1.39           | 463             | 1.39          | 1.39 - 1.46  | 1556            | 1.43          |
| Milk           | All Fat Tests     | Gallon        |                |                 |               |                |                 |               | 2.42 - 4.99  | 1259            | 2.89          |
| Sour Cream     |                   | 16 oz         | 1.99 - 2.50    | 1525            | 2.17          | 2.00           | 228             | 2.00          | 1.99 - 2.88  | 818             | 2.38          |
| Sour Cream     |                   | 24 oz         | 2.99 - 3.34    | 697             | 3.24          |                |                 |               | 2.50 - 3.49  | 758             | 2.76          |
| Yogurt         | Greek             | 4-6 oz        | 0.80 - 1.25    | 1648            | 1.14          | 1.00 - 1.25    | 448             | 1.21          | 0.90 - 1.25  | 717             | 1.05          |
| Yogurt         | Yogurt            | 4-6 oz        | 0.60 - 1.50    | 1081            | 0.79          | 0.50 - 1.50    | 846             | 0.82          | 0.50 - 0.60  | 408             | 0.57          |
| Yogurt         | Greek             | 32 oz         | 3.99 - 5.79    | 831             | 4.63          | 6.00           | 74              | 6.00          | 5.99         | 114             | 5.99          |
| Yogurt         | Yogurt            | 32 oz         | 2.99           | 75              | 2.99          | 2.50 - 3.49    | 1636            | 3.06          | 3.39 - 3.49  | 664             | 3.41          |



| 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          |                    |                 |               | 3.99           | 352             | 3.99          |                |                 |               |
| Butter         |                   | 1 lb          | 2.47 - 5.99        | 1345            | 3.48          | 2.99 - 3.99    | 981             | 3.76          | 2.99 - 4.99    | 744             | 3.93          |
| Cheese         | Natural Varieties | 6-8 oz Block  | 0.97 - 3.29        | 557             | 2.00          | 1.99 - 4.04    | 1121            | 2.63          | 1.49 - 1.97    | 293             | 1.76          |
| Cheese         | Natural Varieties | 6-8 oz Shred  | 0.97 - 2.50        | 1020            | 1.88          | 1.99 - 2.97    | 1234            | 2.46          | 1.49 - 1.97    | 293             | 1.76          |
| Cheese         | Natural Varieties | 6-8 oz Sliced | 0.97 - 3.49        | 1200            | 2.10          | 1.85 - 2.99    | 1250            | 2.52          | 1.49 - 2.49    | 416             | 1.97          |
| Cheese         | Natural Varieties | 1 lb Block    | 4.99               | 107             | 4.99          | 3.78 - 4.77    | 546             | 3.89          |                |                 |               |
| Cheese         | Natural Varieties | 1 lb Shred    | 2.99 - 4.99        | 477             | 3.44          | 2.99 - 4.97    | 588             | 4.62          | 3.49 - 3.78    | 346             | 3.63          |
| Cheese         | Natural Varieties | 1 lb Sliced   | 2.99               | 70              | 2.99          |                |                 |               | 3.49           | 123             | 3.49          |
| Cheese         | Natural Varieties | 2 lb Block    | 5.99               | 107             | 5.99          | 5.97 - 7.99    | 432             | 6.34          | 7.98           | 81              | 7.98          |
| Cheese         | Natural Varieties | 2 lb Shred    | 5.99 - 6.99        | 172             | 6.37          | 5.97 - 6.96    | 837             | 6.54          | 6.96           | 162             | 6.96          |
| Cottage Cheese |                   | 16 oz         |                    |                 |               | 1.97 - 2.69    | 1134            | 2.29          | 2.50           | 123             | 2.50          |
| Cottage Cheese |                   | 24 oz         | 1.79 - 3.47        | 771             | 2.53          | 2.50 - 2.79    | 410             | 2.71          | 2.99           | 61              | 2.99          |
| Cream Cheese   |                   | 8 oz          | 1.27 - 3.99        | 390             | 2.52          | 1.99 - 2.99    | 810             | 2.47          | 1.76 - 1.99    | 449             | 1.91          |
| Flavored Milk  | All Fat Tests     | Half Gallon   |                    |                 |               |                |                 |               | 1.27           | 287             | 1.27          |
| Ice Cream      |                   | 14-16 oz      | 2.49 - 7.59        | 1646            | 4.20          | 2.99 - 4.99    | 1389            | 3.62          | 2.99 - 3.49    | 192             | 3.33          |
| Ice Cream      |                   | 48-64 oz      | 1.99 - 6.99        | 2404            | 3.80          | 2.99 - 5.99    | 2973            | 3.87          | 2.99 - 4.99    | 792             | 3.88          |
| Milk           | All Fat Tests     | Half Gallon   | 1.27 - 2.99        | 805             | 1.69          | 1.29 - 1.97    | 345             | 1.65          | 1.39 - 1.49    | 315             | 1.43          |
| Milk           | All Fat Tests     | Gallon        | 4.89               | 160             | 4.89          | 3.29 - 3.88    | 333             | 3.55          |                |                 |               |
| Sour Cream     |                   | 16 oz         | 1.98 - 2.50        | 243             | 2.25          | 1.97 - 2.69    | 797             | 2.43          | 2.50 - 2.79    | 410             | 2.70          |
| Sour Cream     |                   | 24 oz         | 1.79 - 3.47        | 706             | 2.49          | 2.50 - 3.49    | 652             | 2.94          | 2.99           | 61              | 2.99          |
| Yogurt         | Greek             | 4-6 oz        | 0.75 - 1.50        | 691             | 1.11          | 0.99 - 1.25    | 896             | 1.15          | 1.25 - 1.50    | 348             | 1.29          |
| Yogurt         | Yogurt            | 4-6 oz        | 0.37 - 0.69        | 342             | 0.59          | 0.39           | 352             | 0.39          | 0.49 - 0.75    | 293             | 0.59          |
| Yogurt         | Greek             | 32 oz         | 4.49               | 107             | 4.49          | 4.49 - 6.99    | 336             | 5.09          | 3.50 - 3.79    | 142             | 3.62          |
| Yogurt         | Yogurt            | 32 oz         | 3.49 - 5.10        | 515             | 3.72          | 2.49 - 3.49    | 575             | 2.88          | 3.49           | 123             | 3.49          |



| 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          | 3.49 - 5.49 | 28              | 4.40          | 4.68 - 6.49 | 40              | 5.17          |
| Cheese         | Natural Varieties | 6-8 oz Block  | 2.36 - 2.50 | 11              | 2.39          | 3.00 - 5.09 | 15              | 3.79          |
| Cheese         | Natural Varieties | 6-8 oz Shred  | 2.36        | 9               | 2.36          | 3.00 - 3.50 | 11              | 3.32          |
| Cheese         | Natural Varieties | 6-8 oz Sliced | 2.96 - 2.99 | 20              | 2.98          | 5.49        | 4               | 5.49          |
| Cheese         | Natural Varieties | 1 lb Block    | 4.54 - 6.99 | 20              | 5.89          | 4.54        | 10              | 4.54          |
| Cheese         | Natural Varieties | 1 lb Shred    | 3.99 - 6.99 | 31              | 5.21          |             |                 |               |
| Cheese         | Natural Varieties | 1 lb Sliced   | 3.99        | 11              | 3.99          |             |                 |               |
| Cheese         | Natural Varieties | 2 lb Block    |             |                 |               | 6.97        | 23              | 6.97          |
| Cheese         | Natural Varieties | 2 lb Shred    | 8.34        | 9               | 8.34          | 6.97 - 8.34 | 33              | 7.39          |
| Cottage Cheese |                   | 16 oz         | 1.79 - 4.49 | 19              | 3.76          |             |                 |               |
| Cottage Cheese |                   | 24 oz         | 3.29        | 11              | 3.29          |             |                 |               |
| Cream Cheese   |                   | 8 oz          | 2.18 - 6.49 | 58              | 4.49          | 3.99        | 23              | 3.99          |
| Flavored Milk  | All Fat Tests     | Gallon        |             |                 |               | 7.79        | 3               | 7.79          |
| Ice Cream      |                   | 14-16 oz      | 3.29 - 4.88 | 16              | 4.07          | 5.99        | 4               | 5.99          |
| Ice Cream      |                   | 48-64 oz      | 3.99 - 5.99 | 43              | 5.18          | 3.99 - 4.99 | 79              | 4.51          |
| Milk           | All Fat Tests     | Gallon        | 3.29        | 11              | 3.29          | 5.98 - 7.79 | 20              | 6.81          |
| Sour Cream     |                   | 16 oz         | 2.79 - 3.19 | 12              | 2.82          |             |                 |               |
| Sour Cream     |                   | 24 oz         | 3.29        | 11              | 3.29          | 4.00        | 10              | 4.00          |
| Yogurt         | Greek             | 4-6 oz        | 0.89 - 1.39 | 14              | 1.21          | 1.25        | 4               | 1.25          |
| Yogurt         | Yogurt            | 4-6 oz        |             |                 |               | 0.49 - 1.50 | 34              | 0.77          |
| Yogurt         | Yogurt            | 32 oz         | 4.49        | 11              | 4.49          |             |                 |               |



## 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          | 109             | 4.49          | 459             | 4.61          |                 |               |
| Cheese         | Natural Varieties | 6-8 oz Block  | 109             | 8.09          | 274             | 7.84          | 86              | 5.49          |
| Cheese         | Natural Varieties | 6-8 oz Shred  | 228             | 3.00          | 65              | 5.49          | 293             | 3.51          |
| Cheese         | Natural Varieties | 6-8 oz Sliced | 612             | 5.58          | 737             | 5.68          | 585             | 4.87          |
| Cottage Cheese |                   | 16 oz         | 152             | 4.99          | 467             | 5.25          | 505             | 4.77          |
| Cream Cheese   |                   | 8 oz          | 400             | 4.65          | 794             | 4.41          | 86              | 5.09          |
| Flavored Milk  | All Fat Tests     | Half Gallon   |                 |               | 86              | 7.19          |                 |               |
| Ice Cream      |                   | 14-16 oz      | 274             | 7.97          | 337             | 8.02          |                 |               |
| Milk           | All Fat Tests     | Half Gallon   | 2491            | 5.76          | 1994            | 5.33          | 3742            | 4.68          |
| Milk           | All Fat Tests     | Gallon        |                 |               |                 |               | 1725            | 7.17          |
| Sour Cream     |                   | 16 oz         | 371             | 4.23          | 718             | 4.43          | 159             | 3.99          |
| Yogurt         | Yogurt            | 4-6 oz        |                 |               |                 |               | 268             | 1.47          |
| Yogurt         | Greek             | 32 oz         | 194             | 6.11          |                 |               | 2822            | 5.50          |
| Yogurt         | Yogurt            | 32 oz         | 448             | 4.68          | 1157            | 5.22          | 573             | 4.28          |

## 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 |
| Cheese    | Natural Varieties | 6-8 oz Shred  |                |                 |               | 3.00           | 228             | 3.00          |              |                 |               |
| Cheese    | Natural Varieties | 6-8 oz Sliced | 4.94 - 6.29    | 244             | 5.62          |                |                 |               | 5.66         | 67              | 5.66          |
| Milk      | All Fat Tests     | Half Gallon   | 4.99 - 6.46    | 844             | 5.98          | 4.99           | 228             | 4.99          | 3.99         | 60              | 3.99          |
| Yogurt    | Greek             | 32 oz         | 7.99           | 72              | 7.99          |                |                 |               |              |                 |               |
| Yogurt    | Yogurt            | 32 oz         | 4.29 - 4.99    | 260             | 4.66          |                |                 |               |              |                 |               |



| 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          |                    |                 |               | 4.49           | 109             | 4.49          |                |                 |               |
| Cheese         | Natural Varieties | 6-8 oz Block  |                    |                 |               | 8.09           | 109             | 8.09          |                |                 |               |
| Cheese         | Natural Varieties | 6-8 oz Sliced | 5.49               | 75              | 5.49          | 4.94 - 6.02    | 218             | 5.48          |                |                 |               |
| Cottage Cheese |                   | 16 oz         | 4.15 - 6.29        | 152             | 4.99          |                |                 |               |                |                 |               |
| Cream Cheese   |                   | 8 oz          | 4.79               | 107             | 4.79          | 4.29 - 4.79    | 293             | 4.60          |                |                 |               |
| Ice Cream      |                   | 14-16 oz      | 5.59 - 9.99        | 274             | 7.97          |                |                 |               |                |                 |               |
| Milk           | All Fat Tests     | Half Gallon   | 3.49 - 6.99        | 182             | 4.93          | 3.29 - 6.49    | 1173            | 5.97          |                |                 |               |
| Sour Cream     |                   | 16 oz         | 4.29               | 107             | 4.29          | 3.99 - 4.29    | 264             | 4.20          |                |                 |               |
| Yogurt         | Greek             | 32 oz         |                    |                 |               | 5.00           | 122             | 5.00          |                |                 |               |
| Yogurt         | Yogurt            | 32 oz         | 4.99               | 75              | 4.99          | 4.49           | 109             | 4.49          |                |                 |               |

| 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 Sliced |             |                 |               | 7.09        | 8               | 7.09          |
| Milk      | All Fat Tests     | Half Gallon   |             |                 |               | 5.48        | 4               | 5.48          |
| Yogurt    | Yogurt            | 32 oz         |             |                 |               | 4.99        | 4               | 4.99          |

### 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.