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## Advertised Prices for Dairy Products at Major Retail Supermarket Outlets ending during the period of 9/19/2025 to 9/25/2025

In the week 38 retail survey, total conventional dairy ads decreased 5 percent. Cheese overtook ice cream as the most advertised conventional dairy commodity. Total ads declined for most organic dairy commodities this week, with only yogurt and flavored milk ads increasing. Yogurt became the most advertised organic commodity.

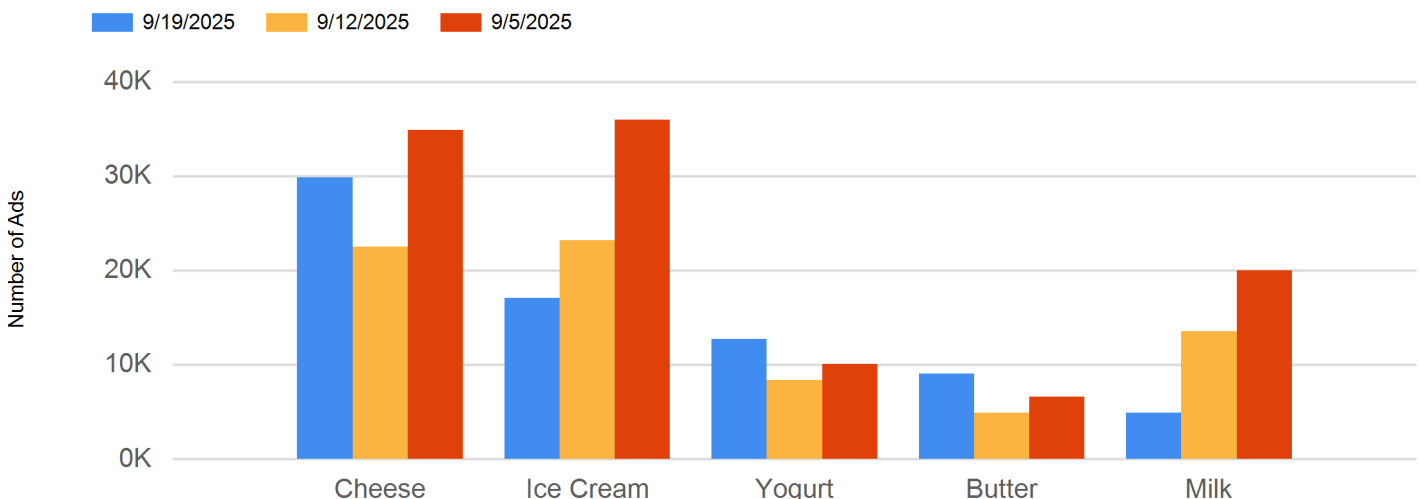
Total ads for conventional cheese increased 39 percent, while organic cheese ads are down 25 percent. The most advertised conventional cheese product is 6-8-ounce shred style. This product is present in 28 percent more ads, and the weighted average advertised price (average price) declined 19 cents to \$2.36. Organic 6-8-ounce shred style cheese ads are down 15 percent, and the average price is \$3.97. The organic premium for this product is \$1.61.

Conventional ice cream ads fell 24 percent and organic ice cream ads are down 60 percent. The most advertised ice cream product in both the conventional and organic aisles is sold in 14-16-ounce packages. Conventional 14-16-ounce ice cream ads are down 22 percent, and the average price dropped 11 cents to \$3.68. Ads for organic 14-16-ounce ice cream declined 48 percent. The average price for this product is \$6.10, up 22 cents, meaning the organic premium is \$2.42.

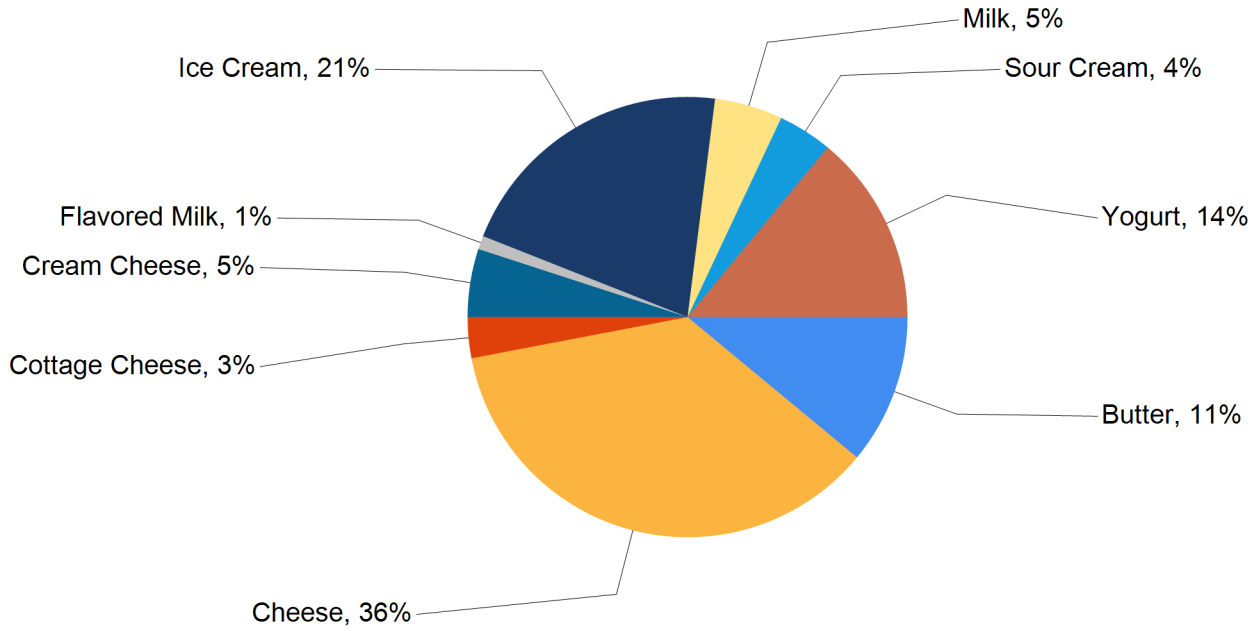
Ads for conventional yogurt decreased 5 percent. Organic yogurt ads grew 70 percent, overtaking milk as the most advertised organic commodity. Conventional 4-6-ounce Greek yogurt ads increased 55 percent. The average price for this product is down 2 cents to \$1.13. There are no organic ads for 4-6-ounce Greek yogurt.

Conventional butter ads increased 103 percent, the greatest percentage increase across all conventional dairy products. Organic butter ads fell 12 percent this week. Total ads for 1 pound butter are up 121 percent and the average price is \$4.20, down 18 cents. Organic 1 pound butter ads decreased 25 percent, and the average price increased 50 cents to \$7.99. The organic premium for 1 pound butter is \$3.79.

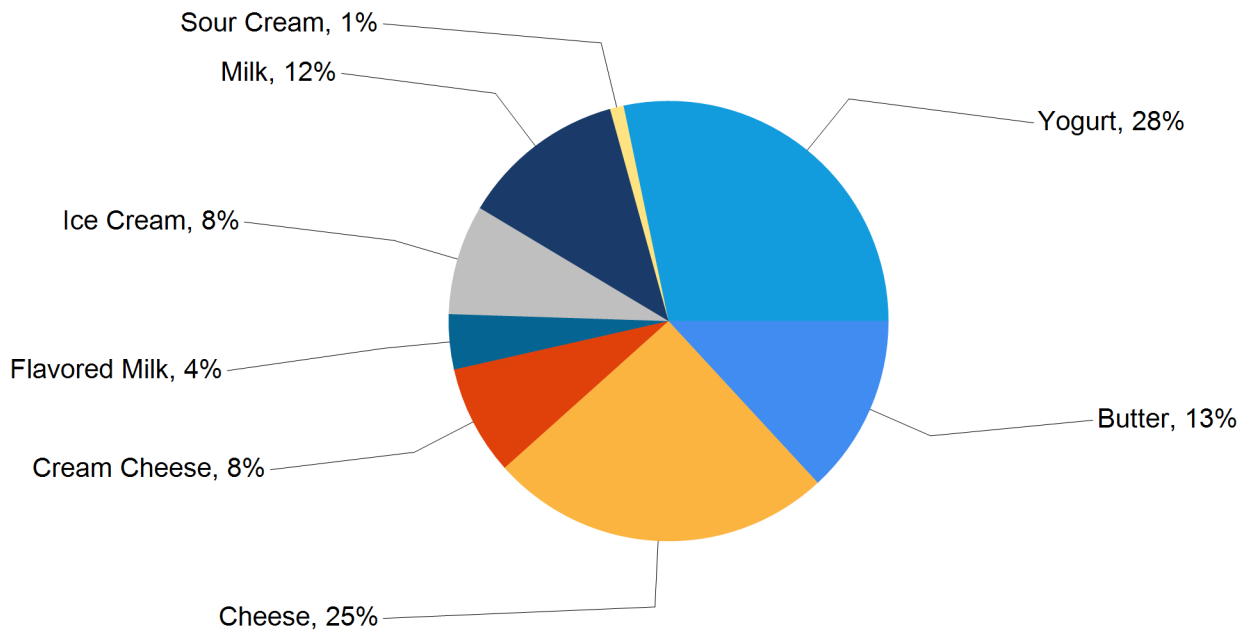
**Top 5 Commodities Featured This Week**



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	1015	3.54	781	4.21	5454	2.78
Butter		1 lb	7250	4.20	3283	4.38	4180	4.92
Cheese	Natural Varieties	6-8 oz Block	4965	2.63	3551	2.94	5594	2.55
Cheese	Natural Varieties	6-8 oz Shred	9340	2.36	7307	2.55	11941	2.60
Cheese	Natural Varieties	6-8 oz Sliced	9337	2.40	3888	2.86	14152	2.56
Cheese	Natural Varieties	1 lb Block	699	6.06	1093	4.22	1108	5.10
Cheese	Natural Varieties	1 lb Shred	1895	4.12	1795	4.55	2233	5.10
Cheese	Natural Varieties	1 lb Sliced	94	3.99			2752	2.58
Cheese	Natural Varieties	2 lb Block	405	6.53	1225	6.83	361	7.35
Cheese	Natural Varieties	2 lb Shred	1605	6.79	1599	7.11	1703	7.62
Cottage Cheese		16 oz	1593	2.44	1730	2.95	2120	2.68
Cottage Cheese		24 oz	420	4.25	1340	3.55	1689	3.34
Cream Cheese		8 oz	3506	2.68	6523	2.58	1398	2.66
Cream Cheese		12 oz	130	5.51				
Flavored Milk	All Fat Tests	Half Gallon	832	2.32	103	3.49	2011	1.65
Flavored Milk	All Fat Tests	Gallon	99	4.11	1293	3.88	106	5.49
Ice Cream		14-16 oz	8624	3.68	11046	3.57	6989	3.59
Ice Cream		48-64 oz	7936	3.62	10861	3.84	6910	3.80
Milk	All Fat Tests	Half Gallon	1734	1.50	3208	1.48	2842	1.82
Milk	All Fat Tests	Gallon	2470	2.93	5460	3.22	6015	3.30
Sour Cream		16 oz	2258	2.29	4122	2.14	3537	2.15
Sour Cream		24 oz	1149	3.49	762	3.31	2096	3.38
Yogurt	Greek	4-6 oz	8058	1.13	5214	1.15	11079	1.12
Yogurt	Yogurt	4-6 oz	1644	0.58	3777	0.72	3344	0.69
Yogurt	Greek	32 oz	493	5.19	489	5.61	4398	4.28
Yogurt	Yogurt	32 oz	853	4.06	2144	3.05	4428	2.75



**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	2.99 - 4.15	442	3.39	2.99	366	2.99			
Butter		1 lb	2.99 - 4.99	1412	4.18	3.99 - 4.99	1849	4.54	3.49 - 5.88	1622	4.14
Cheese	Natural Varieties	6-8 oz Block	1.49 - 4.99	1600	3.03	2.50 - 4.99	774	3.16	1.67 - 3.50	682	2.26
Cheese	Natural Varieties	6-8 oz Shred	1.49 - 3.99	1102	2.88	1.67 - 3.99	3796	2.51	1.67 - 2.50	1310	1.91
Cheese	Natural Varieties	6-8 oz Sliced	1.99 - 4.49	1150	2.86	1.67 - 3.99	3557	2.47	1.67 - 4.04	1871	2.29
Cheese	Natural Varieties	1 lb Block	5.99	131	5.99	3.99	65	3.99			
Cheese	Natural Varieties	1 lb Shred	3.00 - 4.99	529	4.28	3.99	1010	3.99			
Cheese	Natural Varieties	2 lb Shred	7.99 - 8.99	319	8.59				6.49 - 6.99	157	6.80
Cottage Cheese		16 oz	2.00 - 3.50	979	2.55				1.99 - 2.99	366	2.28
Cream Cheese		8 oz	2.00 - 4.99	462	3.31	1.85 - 3.99	1796	2.67	2.29 - 3.29	262	2.61
Cream Cheese		12 oz	5.49	129	5.49						
Flavored Milk	All Fat Tests	Half Gallon				3.00	228	3.00	2.98	199	2.98
Flavored Milk	All Fat Tests	Gallon							3.99	96	3.99
Ice Cream		14-16 oz	2.00 - 4.79	2492	3.50	2.99 - 3.49	829	3.27	2.50 - 4.99	1294	3.95
Ice Cream		48-64 oz	2.77 - 4.50	2040	3.45	2.99 - 5.99	607	3.83	2.99 - 4.99	1573	3.78
Milk	All Fat Tests	Half Gallon							1.44	892	1.44
Milk	All Fat Tests	Gallon	2.86	496	2.86				2.40 - 3.99	988	2.55
Sour Cream		16 oz	1.69 - 2.99	408	2.11	1.99	485	1.99	2.49	106	2.49
Sour Cream		24 oz	3.99	65	3.99	3.49	228	3.49	3.49 - 4.29	412	3.94
Yogurt	Greek	4-6 oz	0.69 - 2.29	2516	1.13	0.70 - 1.25	2207	1.11	1.00 - 1.25	943	1.08
Yogurt	Yogurt	4-6 oz	0.60 - 0.89	313	0.71	0.60	302	0.60	0.39 - 0.60	295	0.46
Yogurt	Greek	32 oz	3.99 - 6.49	391	5.30				4.29	83	4.29
Yogurt	Yogurt	32 oz	2.99 - 4.99	488	4.18	3.00	74	3.00			



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	5.15	92	5.15	4.57	109	4.57			
Butter		1 lb	2.99 - 4.99	718	3.72	3.99 - 4.99	1002	4.14	3.99	602	3.99
Cheese	Natural Varieties	6-8 oz Block	1.67 - 2.50	443	1.94	1.67 - 4.99	1173	2.42	1.49 - 1.67	254	1.58
Cheese	Natural Varieties	6-8 oz Shred	1.67 - 3.49	1231	2.08	1.67 - 4.99	1403	2.44	1.49 - 1.99	457	1.72
Cheese	Natural Varieties	6-8 oz Sliced	1.67 - 3.49	1182	2.06	1.67 - 4.99	1400	2.27	1.99 - 3.29	133	2.59
Cheese	Natural Varieties	1 lb Block	3.98	117	3.98	6.99	352	6.99			
Cheese	Natural Varieties	1 lb Shred	3.98 - 4.99	178	4.33	3.99	167	3.99			
Cheese	Natural Varieties	1 lb Sliced				3.99	94	3.99			
Cheese	Natural Varieties	2 lb Block	5.77 - 6.99	159	6.50	5.99	169	5.99	7.99	61	7.99
Cheese	Natural Varieties	2 lb Shred	5.49 - 6.99	693	6.46	5.99	425	5.99			
Cottage Cheese		16 oz	1.98	117	1.98				2.49	131	2.49
Cottage Cheese		24 oz	2.49	52	2.49	4.49	352	4.49			
Cream Cheese		8 oz	1.98 - 3.49	448	2.22	2.49 - 2.99	538	2.63			
Flavored Milk	All Fat Tests	Half Gallon	2.49	107	2.49				1.27	287	1.27
Ice Cream		14-16 oz	2.50 - 4.99	959	3.73	2.97 - 6.29	2103	4.04	1.87 - 4.36	871	3.16
Ice Cream		48-64 oz	2.97 - 6.00	529	4.39	2.50 - 5.99	2155	3.33	2.97 - 5.99	912	3.66
Milk	All Fat Tests	Half Gallon	1.27 - 1.99	233	1.66				1.27 - 1.72	580	1.45
Milk	All Fat Tests	Gallon				2.86 - 3.88	631	3.10	2.82 - 4.33	324	3.57
Sour Cream		16 oz	1.49	52	1.49	2.50 - 2.99	498	2.64	1.98 - 2.64	661	2.28
Sour Cream		24 oz	2.99	52	2.99	2.99	392	2.99			
Yogurt	Greek	4-6 oz	0.80 - 2.00	421	1.20	0.99 - 1.50	1735	1.15	0.99 - 1.00	203	0.99
Yogurt	Yogurt	4-6 oz	0.37 - 1.00	297	0.61				0.39 - 0.59	418	0.53
Yogurt	Yogurt	32 oz	2.97 - 2.99	160	2.98	5.49	122	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
Butter		8 oz	3.49	2	3.49	4.91	4	4.91
Butter		1 lb	4.49 - 4.99	22	4.74	5.29	23	5.29
Cheese	Natural Varieties	6-8 oz Block	2.00 - 3.98	16	2.56	2.47	23	2.47
Cheese	Natural Varieties	6-8 oz Shred	2.00 - 3.98	18	2.55	2.47	23	2.47
Cheese	Natural Varieties	6-8 oz Sliced	1.99 - 3.98	6	2.98	1.99 - 4.94	38	2.85
Cheese	Natural Varieties	1 lb Block	7.29	11	7.29	7.99	23	7.99
Cheese	Natural Varieties	1 lb Shred	7.29	11	7.29			
Cheese	Natural Varieties	2 lb Block	5.97 - 11.99	16	7.10			
Cheese	Natural Varieties	2 lb Shred	5.97	11	5.97			
Cottage Cheese		24 oz	4.28 - 4.73	12	4.62	4.99	4	4.99
Flavored Milk	All Fat Tests	Half Gallon	1.77	11	1.77			
Flavored Milk	All Fat Tests	Gallon				7.79	3	7.79
Ice Cream		14-16 oz	2.24 - 5.23	49	4.09	4.99 - 5.99	27	5.84
Ice Cream		48-64 oz	3.27 - 7.00	54	5.01	4.47 - 5.49	66	4.88
Milk	All Fat Tests	Half Gallon	1.77 - 4.41	29	2.90			
Milk	All Fat Tests	Gallon	4.58 - 6.58	18	5.58	5.98 - 7.79	13	6.40
Sour Cream		16 oz	2.29 - 5.00	48	4.04			
Yogurt	Greek	4-6 oz	1.00 - 1.79	18	1.57	1.00 - 2.29	15	1.41
Yogurt	Yogurt	4-6 oz	0.69	11	0.69	0.80 - 1.25	8	1.02
Yogurt	Greek	32 oz	6.49	9	6.49	7.16	10	7.16
Yogurt	Yogurt	32 oz	5.99	9	5.99			



### 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	560	6.79	597	5.05		
Butter		1 lb	218	7.99	291	7.49	228	4.99
Cheese	Natural Varieties	6-8 oz Block	113	5.44	263	5.86	459	5.63
Cheese	Natural Varieties	6-8 oz Shred	653	3.97	770	4.77	288	3.41
Cheese	Natural Varieties	6-8 oz Sliced	761	4.77	995	4.12	459	6.09
Cottage Cheese		16 oz					65	5.99
Cottage Cheese		24 oz					80	3.99
Cream Cheese		8 oz	452	4.20	599	3.81		
Flavored Milk	All Fat Tests	Half Gallon	235	5.80				
Ice Cream		14-16 oz	323	6.10	619	5.88	107	9.99
Ice Cream		48-64 oz	184	8.46	650	8.59	60	8.99
Milk	All Fat Tests	Half Gallon	578	5.44	4738	5.10	1012	4.82
Milk	All Fat Tests	Gallon	171	8.30	171	8.77	188	5.99
Sour Cream		16 oz	75	4.41	463	3.81		
Yogurt	Yogurt	4-6 oz			113	1.43		
Yogurt	Greek	32 oz	382	7.59			176	7.19
Yogurt	Yogurt	32 oz	1312	4.87	882	5.15	677	4.50

### 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				7.49	52	7.49	4.60	67	4.60
Cheese	Natural Varieties	6-8 oz Shred	4.76	122	4.76	3.00 - 4.49	456	3.75			
Cheese	Natural Varieties	6-8 oz Sliced	4.94 - 5.39	244	5.17	4.49	228	4.49	5.39	67	5.39
Cream Cheese		8 oz				4.00	52	4.00			
Flavored Milk	All Fat Tests	Half Gallon	5.35	122	5.35						
Ice Cream		14-16 oz	7.49	72	7.49	5.99	52	5.99			
Milk	All Fat Tests	Half Gallon	5.99 - 6.79	248	6.58						
Yogurt	Greek	32 oz	7.49	122	7.49				7.49	67	7.49
Yogurt	Yogurt	32 oz	4.29 - 5.49	829	4.73	4.50	228	4.50	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		8 oz	5.32 - 7.49	257	6.71	7.49	184	7.49			
Butter		1 lb				7.98 - 7.99	218	7.99			
Cheese	Natural Varieties	6-8 oz Block				5.39	109	5.39			
Cheese	Natural Varieties	6-8 oz Shred	4.04	75	4.04						
Cheese	Natural Varieties	6-8 oz Sliced				3.86 - 4.94	218	4.40			
Cream Cheese		8 oz	4.00	107	4.00	4.00 - 4.83	293	4.31			
Flavored Milk	All Fat Tests	Half Gallon				6.27	109	6.27			
Ice Cream		14-16 oz	5.19 - 5.99	199	5.62						
Ice Cream		48-64 oz	8.99	75	8.99	8.09	109	8.09			
Milk	All Fat Tests	Half Gallon	4.49 - 5.77	159	5.01				4.12	162	4.12
Milk	All Fat Tests	Gallon							8.18	162	8.18
Sour Cream		16 oz	4.41	75	4.41						
Yogurt	Greek	32 oz				7.49 - 7.99	189	7.70			
Yogurt	Yogurt	32 oz	5.99	75	5.99	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				7.01	4	7.01
Flavored Milk	All Fat Tests	Half Gallon				6.79	4	6.79
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.