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Advertised Prices for Dairy Products at Major Retail Supermarket Outlets ending during the period of 5/16/2025 to 5/22/2025

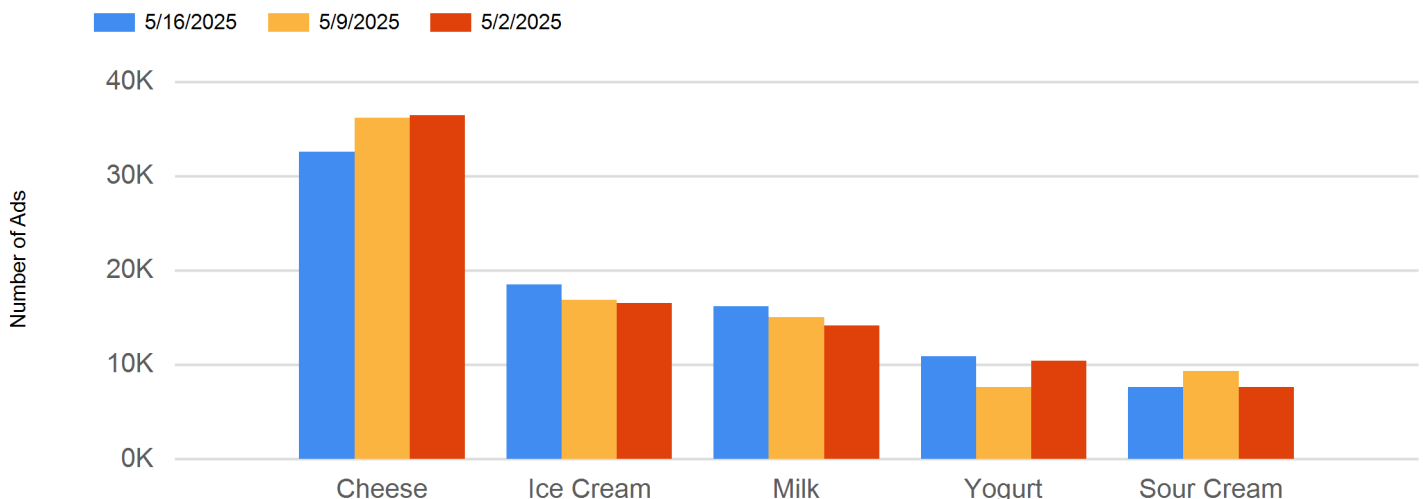
The number of conventional dairy ads decreased 7 percent in the week 20 retail ad survey, but total organic dairy ads increased 14 percent. The most advertised conventional dairy commodity in week 20 is cheese. Milk remained the most advertised organic commodity this week. Meanwhile, conventional milk ads increased 10 percent this week, the largest percentage increase for any conventional dairy commodity in this week's survey.

The second most advertised organic dairy commodity in the week 20 retail ad survey, cheese, appeared in 464 percent more ads this week. The most advertised conventional cheese product this week is 6-8-ounce shred style cheese, despite appearing in 4 percent fewer ads compared to the prior survey. The weighted average advertised price (average price) declined by 25 cents this week to \$2.27. Organic 6-8-ounce shred style cheese was not present in last week's survey but has an average price of \$6.49 this week. The week 20 organic premium for this product is \$4.22.

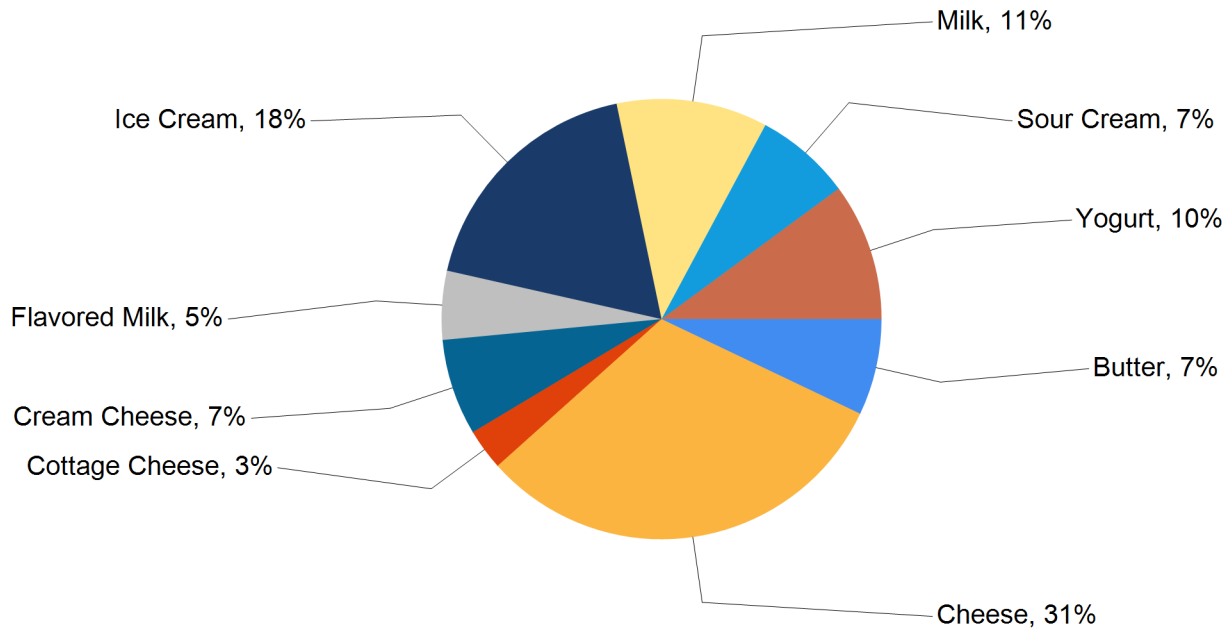
The second most advertised conventional dairy commodity this week is ice cream, which is present in 9 percent more ads than last week. Organic ice cream ads increased 36 percent in the week 20 retail ad survey. The most advertised conventional ice cream product is sold in 48-64-ounce packaging, which is present in 20 percent more ads this week. The average price for this product decreased 48 cents from last week to \$3.68. Organic 48-64-ounce ice cream has an average price of \$8.54 this week, making an organic premium of \$4.86.

Milk overtook yogurt to become the third most advertised conventional dairy product. Total ads for organic milk grew 4 percent from last week. The most advertised conventional milk product this week is half gallons. The average price for conventional half gallon milk decreased 25 cents this week to \$1.73. Organic half gallon milk ads increased 4 percent this week, and the average price is \$5.13, up 14 cents from last week. The organic premium for this product is \$3.40.

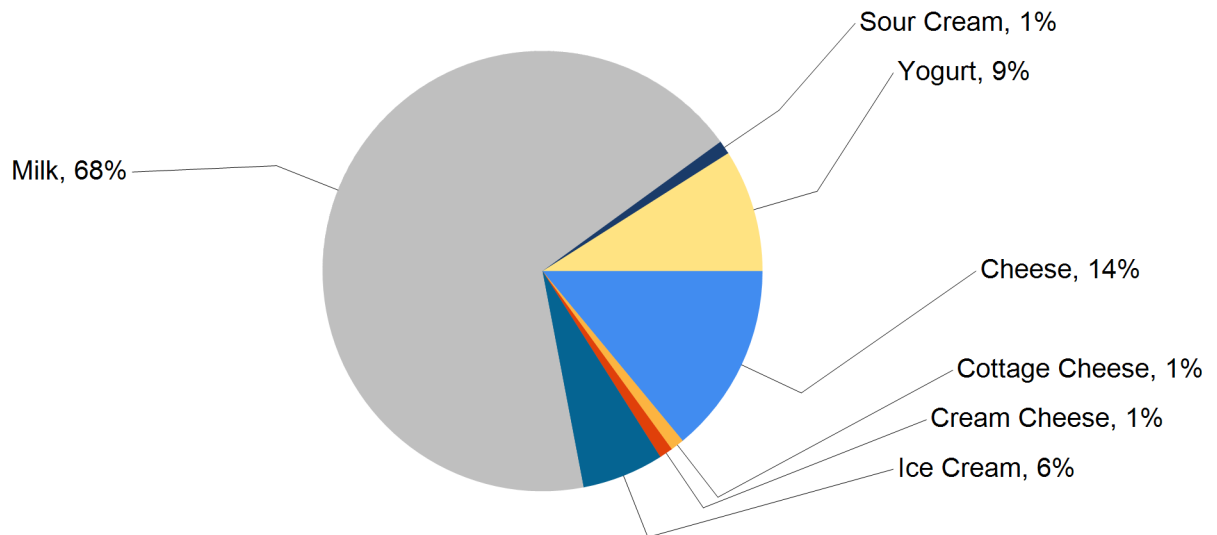
Top 5 Commodities Featured This Week



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			582	3.73	306	3.62
Butter		1 lb	7552	4.25	7573	4.26	5696	4.03
Cheese	Natural Varieties	6-8 oz Block	4268	2.62	3242	2.97	8027	2.48
Cheese	Natural Varieties	6-8 oz Shred	10268	2.27	10661	2.52	13117	2.47
Cheese	Natural Varieties	6-8 oz Sliced	4551	2.86	7355	2.86	12452	2.52
Cheese	Natural Varieties	1 lb Block	381	4.15	524	3.61	519	3.72
Cheese	Natural Varieties	1 lb Shred	6882	4.18	6898	3.79	1837	3.61
Cheese	Natural Varieties	1 lb Sliced					373	3.28
Cheese	Natural Varieties	2 lb Block	1359	8.00	1934	6.40	1170	6.45
Cheese	Natural Varieties	2 lb Shred	3812	7.29	5366	7.00	2820	6.91
Cottage Cheese		16 oz	2245	2.71	2241	2.61	3233	2.30
Cottage Cheese		24 oz	693	3.47	2992	2.99	1911	2.74
Cream Cheese		8 oz	7415	2.23	6981	2.33	2348	2.90
Cream Cheese		12 oz			2	6.49		
Flavored Milk	All Fat Tests	Half Gallon	2946	1.83	2782	1.98	3251	1.93
Flavored Milk	All Fat Tests	Gallon	2565	2.78	2844	3.11	1810	3.21
Ice Cream		14-16 oz	6788	3.63	7136	4.03	10287	3.49
Ice Cream		48-64 oz	11250	3.68	9409	4.16	17620	3.94
Milk	All Fat Tests	Half Gallon	6907	1.73	5335	1.98	3086	1.68
Milk	All Fat Tests	Gallon	4104	2.86	4694	3.02	7627	3.42
Sour Cream		16 oz	4097	2.20	4653	2.24	5334	2.07
Sour Cream		24 oz	3456	3.41	4546	3.10	473	3.21
Yogurt	Greek	4-6 oz	4636	1.09	3828	1.17	5962	1.04
Yogurt	Yogurt	4-6 oz	3000	0.69	2183	0.81	3309	0.66
Yogurt	Greek	32 oz	1866	4.43	3449	4.19	2178	4.39
Yogurt	Yogurt	32 oz	714	3.68	2036	2.57	3343	3.03



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		1 lb	2.99 - 6.49	1713	4.57	3.50 - 3.99	1000	3.74	3.50 - 5.99	1202	4.03
Cheese	Natural Varieties	6-8 oz Block	1.67 - 4.00	1901	2.71	2.50	1018	2.50	1.89 - 3.14	628	2.18
Cheese	Natural Varieties	6-8 oz Shred	1.88 - 3.99	2772	2.57	1.97 - 2.50	2546	2.18	1.89 - 2.50	1453	2.01
Cheese	Natural Varieties	6-8 oz Sliced	1.88 - 6.49	1313	3.03	2.50 - 3.50	1455	2.96	1.99 - 2.99	389	2.20
Cheese	Natural Varieties	1 lb Block							3.50	245	3.50
Cheese	Natural Varieties	1 lb Shred	3.79 - 5.64	571	5.40	3.78 - 3.79	2286	3.78	3.50 - 5.22	2029	4.38
Cheese	Natural Varieties	2 lb Block	9.89	122	9.89						
Cheese	Natural Varieties	2 lb Shred	8.99	190	8.99	7.38	1341	7.38	7.98	130	7.98
Cottage Cheese		16 oz	2.79 - 3.99	903	3.30	2.49	73	2.49	0.99	83	0.99
Cottage Cheese		24 oz	2.50 - 4.49	207	3.78				3.00 - 4.50	252	3.87
Cream Cheese		8 oz	1.50 - 4.00	1666	2.42	1.50 - 3.49	587	2.46	1.86 - 2.49	1735	2.11
Flavored Milk	All Fat Tests	Half Gallon	2.99	183	2.99	1.72	1341	1.72	1.39 - 2.50	201	1.92
Flavored Milk	All Fat Tests	Gallon				2.82	1341	2.82			
Ice Cream		14-16 oz	2.64 - 4.50	2242	3.52	3.99	463	3.99	2.99 - 5.49	1153	3.58
Ice Cream		48-64 oz	2.99 - 5.99	2686	3.46	2.99 - 3.99	2862	3.51	2.99 - 5.88	2118	3.71
Milk	All Fat Tests	Half Gallon	2.21 - 2.89	585	2.31	1.39 - 1.72	2171	1.64	1.39 - 1.46	1556	1.43
Milk	All Fat Tests	Gallon	3.09	89	3.09	2.82	1341	2.82	2.43	892	2.43
Sour Cream		16 oz	1.50 - 3.99	1150	2.51	1.99 - 2.49	1018	2.03	0.99 - 2.00	814	1.80
Sour Cream		24 oz	3.99	65	3.99	3.34	1341	3.34	3.79	249	3.79
Yogurt	Greek	4-6 oz	1.00 - 1.33	847	1.25	1.00 - 1.25	1615	1.01	1.00 - 1.25	369	1.11
Yogurt	Yogurt	4-6 oz	0.50 - 1.50	595	0.80	0.97 - 1.00	302	0.98	0.49 - 1.00	699	0.60
Yogurt	Greek	32 oz	3.97 - 4.99	1043	4.41				3.99	96	3.99
Yogurt	Yogurt	32 oz	3.50 - 5.99	246	4.45	3.00	74	3.00	2.99 - 4.09	150	3.48



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	3.33 - 4.76	1851	4.34	3.47 - 4.99	966	3.81	3.49 - 5.49	764	4.81
Cheese	Natural Varieties	6-8 oz Block	1.67 - 3.00	331	2.41	1.99 - 4.49	291	3.59	2.00	61	2.00
Cheese	Natural Varieties	6-8 oz Shred	1.67 - 3.47	2059	2.13	1.59 - 2.50	706	1.96	1.97 - 2.99	633	2.44
Cheese	Natural Varieties	6-8 oz Sliced	1.67 - 3.49	892	2.50	3.86	109	3.86	2.99	348	2.99
Cheese	Natural Varieties	1 lb Block				3.99 - 4.99	108	4.50			
Cheese	Natural Varieties	1 lb Shred	3.78	1221	3.78	3.99 - 4.97	604	4.78	3.78	162	3.78
Cheese	Natural Varieties	2 lb Block				5.99 - 9.99	744	7.88	7.00 - 9.99	471	7.65
Cheese	Natural Varieties	2 lb Shred	6.99 - 7.38	1286	7.36	5.99 - 8.99	694	6.33	7.38	162	7.38
Cottage Cheese		16 oz	1.99 - 3.59	127	2.93	1.79 - 2.99	1059	2.32			
Cottage Cheese		24 oz	2.49 - 3.49	169	2.80				2.50	61	2.50
Cream Cheese		8 oz	1.50 - 3.99	1590	1.93	1.96 - 4.49	1441	2.52	1.49 - 2.49	348	1.67
Flavored Milk	All Fat Tests	Half Gallon	1.77	1221	1.77						
Flavored Milk	All Fat Tests	Gallon	2.72	1221	2.72						
Ice Cream		14-16 oz	1.99 - 7.99	1386	3.79	2.50 - 4.00	1428	3.53	3.79	72	3.79
Ice Cream		48-64 oz	1.99 - 5.48	1749	3.95	3.49 - 4.99	1347	4.00	3.49 - 4.99	429	3.80
Milk	All Fat Tests	Half Gallon	1.29 - 2.79	1481	1.91	1.29 - 2.69	930	1.83	1.39	184	1.39
Milk	All Fat Tests	Gallon	2.72 - 4.99	1582	3.04	3.29	187	3.29			
Sour Cream		16 oz	1.99 - 2.50	113	2.27	1.79 - 2.99	913	2.29	1.99	61	1.99
Sour Cream		24 oz	3.34 - 3.59	1338	3.36	3.99	146	3.99	2.50 - 3.48	304	3.21
Yogurt	Greek	4-6 oz	1.00 - 1.50	481	1.08	1.00 - 1.25	995	1.11	0.99	287	0.99
Yogurt	Yogurt	4-6 oz	0.47 - 1.00	171	0.80	0.39 - 1.00	853	0.51	0.59 - 0.75	273	0.64
Yogurt	Greek	32 oz	4.99	61	4.99	3.97 - 5.99	654	4.49			
Yogurt	Yogurt	32 oz				4.09	109	4.09	2.50	131	2.50



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	3.99 - 6.99	33	6.32	4.97	23	4.97
Cheese	Natural Varieties	6-8 oz Block	3.00	3	3.00	3.47 - 5.39	35	3.88
Cheese	Natural Varieties	6-8 oz Shred	2.36 - 3.99	20	3.26	2.25 - 4.49	79	3.54
Cheese	Natural Varieties	6-8 oz Sliced	3.99	22	3.99	3.47	23	3.47
Cheese	Natural Varieties	1 lb Block	8.49	28	8.49			
Cheese	Natural Varieties	1 lb Shred	5.96	9	5.96			
Cheese	Natural Varieties	2 lb Block	8.00 - 9.99	22	8.99			
Cheese	Natural Varieties	2 lb Shred	8.86	9	8.86			
Cottage Cheese		24 oz	4.50 - 4.58	4	4.56			
Cream Cheese		8 oz	1.99 - 4.68	25	2.70	3.47	23	3.47
Flavored Milk	All Fat Tests	Gallon				7.79	3	7.79
Ice Cream		14-16 oz	3.79	3	3.79	3.79 - 4.49	41	4.27
Ice Cream		48-64 oz	4.49 - 5.98	25	5.07	4.50 - 5.99	34	5.00
Milk	All Fat Tests	Gallon				5.98 - 7.79	13	6.40
Sour Cream		16 oz	5.49	28	5.49			
Sour Cream		24 oz	3.98 - 4.29	13	4.14			
Yogurt	Greek	4-6 oz	1.00	4	1.00	1.00 - 2.00	38	1.67
Yogurt	Yogurt	4-6 oz	1.79	28	1.79	0.49 - 1.49	79	1.06
Yogurt	Greek	32 oz	3.99 - 6.49	12	4.20			
Yogurt	Yogurt	32 oz				4.09	4	4.09



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					509	3.90
Butter		1 lb			117	10.49	52	8.99
Cheese	Natural Varieties	6-8 oz Block	79	5.46	4	6.74	219	5.50
Cheese	Natural Varieties	6-8 oz Shred	343	6.49			228	3.00
Cheese	Natural Varieties	6-8 oz Sliced	616	5.20	180	4.11	980	4.91
Cottage Cheese		16 oz	75	4.49			52	5.79
Cream Cheese		8 oz	109	4.22	297	4.27	1500	3.41
Flavored Milk	All Fat Tests	Half Gallon			109	5.84		
Ice Cream		14-16 oz	327	6.13	323	6.39	107	5.99
Ice Cream		48-64 oz	113	8.54			279	9.06
Milk	All Fat Tests	Half Gallon	5098	5.13	4893	4.99	6419	4.67
Milk	All Fat Tests	Gallon	89	6.99	117	9.99	1457	6.94
Sour Cream		16 oz	89	3.29	113	4.35	496	3.96
Yogurt	Yogurt	4-6 oz	234	2.00				
Yogurt	Greek	32 oz	78	4.29	180	7.49	1471	6.84
Yogurt	Yogurt	32 oz	392	5.11	352	5.36	1642	4.59

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				6.49	52	6.49			
Cheese	Natural Varieties	6-8 oz Sliced	4.94 - 6.11	244	5.53				5.30	67	5.30
Milk	All Fat Tests	Half Gallon	3.89 - 6.99	1462	4.73	4.29 - 5.47	1708	5.22			
Milk	All Fat Tests	Gallon	6.99	89	6.99						
Sour Cream		16 oz	3.29	89	3.29						
Yogurt	Yogurt	4-6 oz				2.50	117	2.50			
Yogurt	Greek	32 oz	4.29	78	4.29						
Yogurt	Yogurt	32 oz	4.49	206	4.49						



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
Cheese	Natural Varieties	6-8 oz Block	5.39	75	5.39						
Cheese	Natural Varieties	6-8 oz Shred	6.49	107	6.49	6.49	184	6.49			
Cheese	Natural Varieties	6-8 oz Sliced	4.94	75	4.94	3.86 - 5.84	218	4.85			
Cottage Cheese		16 oz	4.49	75	4.49						
Cream Cheese		8 oz				4.22	109	4.22			
Ice Cream		14-16 oz	5.99	214	5.99	6.38	109	6.38			
Ice Cream		48-64 oz				8.36	109	8.36			
Milk	All Fat Tests	Half Gallon	4.49 - 6.79	1443	5.49	4.92	485	4.92			
Yogurt	Yogurt	4-6 oz				1.49	109	1.49			
Yogurt	Yogurt	32 oz	4.99 - 6.39	182	5.81						

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 - 7.10	12	6.08
Ice Cream		14-16 oz				6.65	4	6.65
Ice Cream		48-64 oz				13.31	4	13.31
Yogurt	Yogurt	4-6 oz				1.49 - 1.67	8	1.58
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.