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Advertised Prices for Dairy Products at Major Retail Supermarket Outlets ending during the period of 11/22/2024 to 11/28/2024

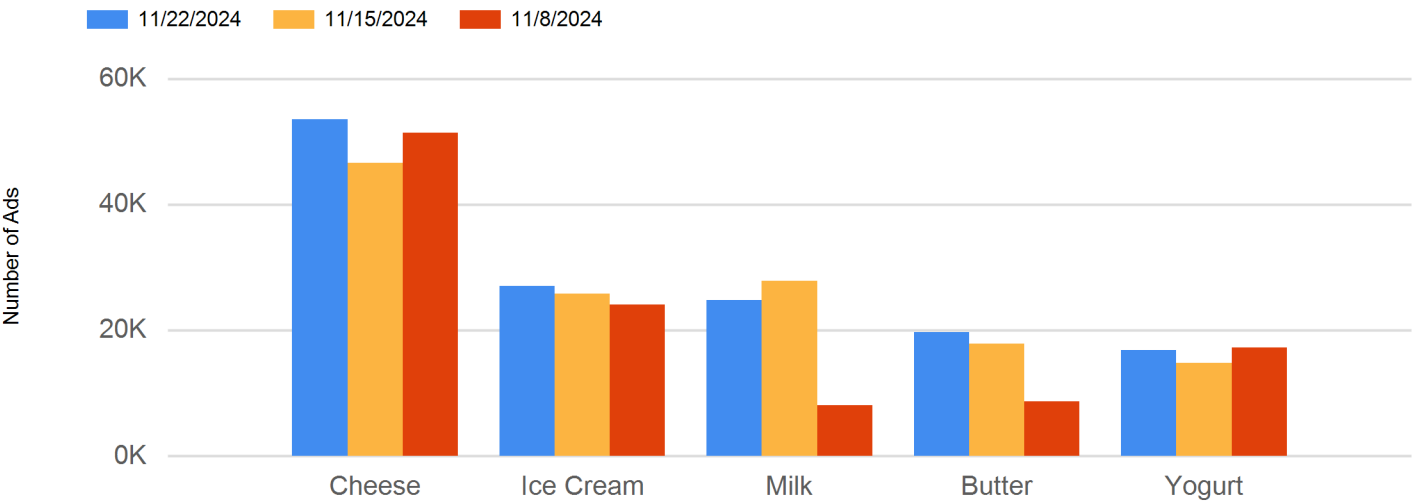
Total conventional dairy advertisements increased by 9 percent while total organic dairy ads decreased by 4 percent. Conventional ice cream in 48-64-ounce containers was the most advertised dairy product, with a weighted average advertised price of \$4.00, down from \$4.44 the week before. Conventional butter in one-pound packages was the third most advertised item overall and had a weighted average advertised price of \$3.67, down from \$4.04 the week prior.

Shredded cheese in 6-8-ounce packages was the second most advertised conventional dairy item, with a weighted average advertised price of \$2.48, down from \$2.51 the week prior. Shredded cheese in 6-8-ounce packages was the most advertised organic cheese item, with a weighted average advertised price of \$3.00, no change from the week prior.

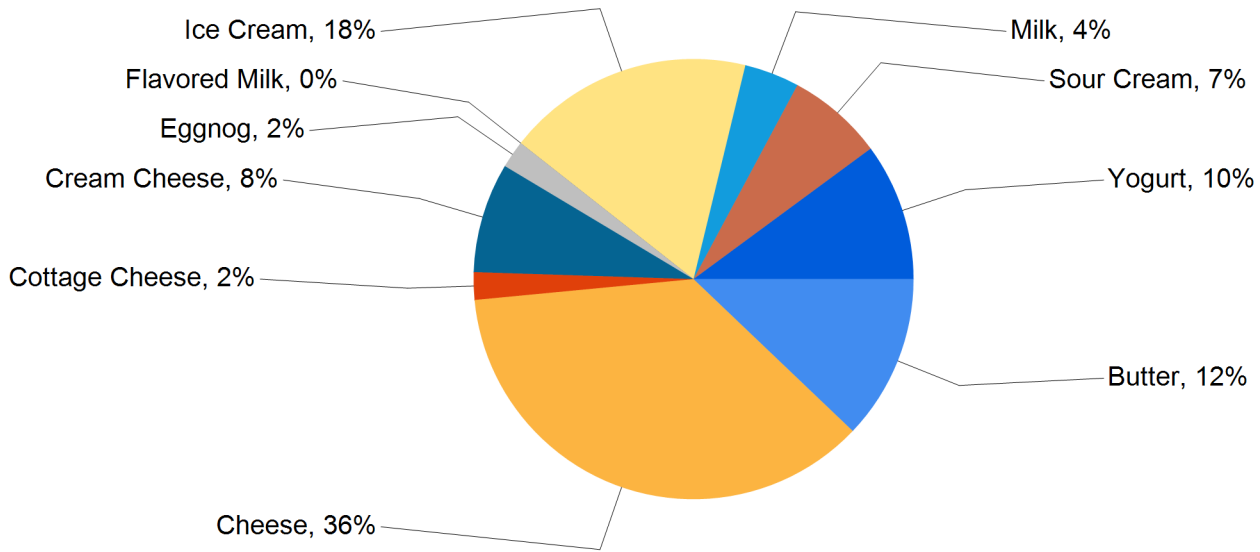
Greek yogurt in 4-6-ounce containers was the most advertised conventional yogurt product, with a weighted average advertised price of \$1.22, up from \$1.11 last week. The most advertised organic yogurt product was Greek yogurt in 32-ounce containers with a weighted average advertised price of \$6.84, no change from last week.

Half gallon containers of conventional milk had a weighted average advertised price of \$2.47, up from \$2.42 last week. Organic half gallons of milk were the fourth most advertised dairy product overall and the most advertised organic item overall. Organic half gallons of milk had a weighted average advertised price of \$4.90, up from \$4.82 last week.

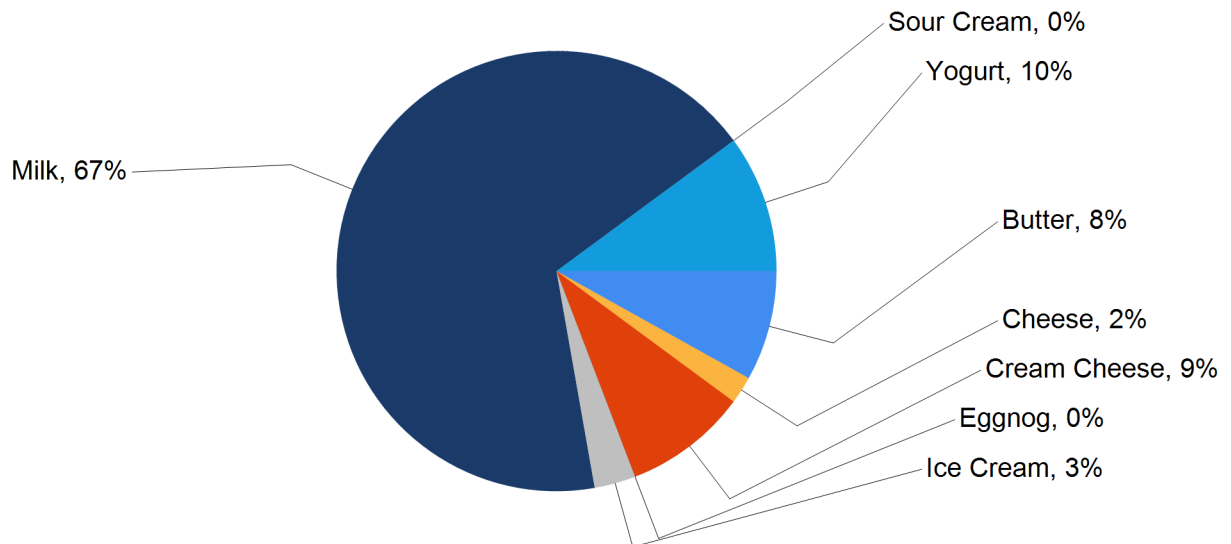
Top 5 Commodities Featured This Week



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	4876	2.96	4973	2.91	361	3.62
Butter		1 lb	12737	3.67	11021	4.04	10102	3.92
Cheese	Natural Varieties	6-8 oz Block	11340	2.77	6232	2.71	7992	2.29
Cheese	Natural Varieties	6-8 oz Shred	14512	2.48	10972	2.51	10544	2.37
Cheese	Natural Varieties	6-8 oz Sliced	10858	2.69	11787	2.75	4475	3.17
Cheese	Natural Varieties	1 lb Block	510	4.60	2307	3.83	1758	4.05
Cheese	Natural Varieties	1 lb Shred	4236	4.83	4686	4.88	1396	3.98
Cheese	Natural Varieties	1 lb Sliced	2784	2.72	3161	2.71		
Cheese	Natural Varieties	2 lb Block	2323	5.52	971	6.59	2125	6.26
Cheese	Natural Varieties	2 lb Shred	6434	7.02	5808	8.13	3053	6.26
Cottage Cheese		16 oz	2291	2.50	2810	2.52	960	2.43
Cottage Cheese		24 oz	339	3.17	904	3.35	752	2.64
Cream Cheese		8 oz	11935	2.52	4750	2.56	7926	2.32
Cream Cheese		12 oz	73	6.49				
Eggnog		Quart	639	3.75	306	3.70	1967	3.69
Eggnog		Half Gallon	2305	6.03	1369	4.53	7091	5.48
Flavored Milk	All Fat Tests	Half Gallon	103	3.29	571	2.64	2562	1.80
Flavored Milk	All Fat Tests	Gallon	83	3.99			2562	3.10
Ice Cream		14-16 oz	6518	3.70	7349	4.06	7889	3.11
Ice Cream		48-64 oz	19688	4.00	18114	4.44	13734	4.08
Milk	All Fat Tests	Half Gallon	331	2.47	1142	2.42	2733	1.75
Milk	All Fat Tests	Gallon	6107	3.43	5288	3.43	6776	3.06
Sour Cream		16 oz	9908	2.22	5766	2.30	5891	2.23
Sour Cream		24 oz	168	3.06	625	3.61	1083	2.49
Yogurt	Greek	4-6 oz	4705	1.22	8080	1.11	2522	1.14
Yogurt	Yogurt	4-6 oz	1452	0.77	4682	0.70	3269	0.70
Yogurt	Greek	32 oz	4260	3.92	5428	4.31	4866	5.29
Yogurt	Yogurt	32 oz	3710	2.91	4113	2.84	3153	2.59



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 - 3.69	185	3.39	2.42	1341	2.42	2.50 - 4.00	1052	3.47
Butter		1 lb	2.99 - 6.49	2933	3.90	2.99 - 3.99	1478	3.25	2.99 - 5.99	3066	3.57
Cheese	Natural Varieties	6-8 oz Block	1.67 - 4.54	3768	2.58	1.79 - 4.94	2773	2.74	1.75 - 3.50	2100	3.07
Cheese	Natural Varieties	6-8 oz Shred	1.67 - 3.50	2598	2.50	1.33 - 3.99	3533	2.24	1.75 - 3.50	3180	2.81
Cheese	Natural Varieties	6-8 oz Sliced	1.67 - 3.50	2110	2.79	2.00 - 4.69	3704	2.67	2.00 - 3.50	484	2.78
Cheese	Natural Varieties	1 lb Block	3.49 - 3.99	161	3.82				3.79	130	3.79
Cheese	Natural Varieties	1 lb Shred	3.00	86	3.00	3.00 - 5.64	1517	5.42	2.99	735	2.99
Cheese	Natural Varieties	1 lb Sliced	4.99	107	4.99	2.48	1341	2.48			
Cheese	Natural Varieties	2 lb Block				4.99	463	4.99	4.99	559	4.99
Cheese	Natural Varieties	2 lb Shred				4.99 - 9.99	2204	7.56	4.99 - 7.99	1160	6.13
Cottage Cheese		16 oz	2.00 - 3.00	764	2.52	0.98 - 2.00	489	1.61	2.50	106	2.50
Cottage Cheese		24 oz	3.99	59	3.99	3.00	228	3.00			
Cream Cheese		8 oz	1.00 - 3.00	2048	2.37	2.00 - 3.00	3220	2.50	1.50 - 3.49	2913	2.71
Eggnog		Quart				3.79	53	3.79	2.49 - 4.69	282	4.04
Eggnog		Half Gallon	4.97 - 5.49	152	5.24	5.99 - 6.49	1435	6.41	4.99 - 5.49	157	5.30
Flavored Milk	All Fat Tests	Gallon							3.99	83	3.99
Ice Cream		14-16 oz	2.99 - 4.49	1184	3.77	2.99 - 4.99	868	3.88	2.99 - 3.99	1738	3.76
Ice Cream		48-64 oz	1.99 - 5.99	2647	3.08	1.99 - 8.32	7228	4.67	1.99 - 4.99	2544	3.27
Milk	All Fat Tests	Gallon	3.50 - 4.21	1154	3.97	3.02	1341	3.02	3.13 - 3.99	1071	3.27
Sour Cream		16 oz	1.69 - 2.89	2271	2.11	0.98 - 2.79	2177	2.20	1.99 - 2.79	1506	2.25
Sour Cream		24 oz							2.99	105	2.99
Yogurt	Greek	4-6 oz	0.80 - 1.50	1319	1.19	1.00 - 1.38	1749	1.33	1.00 - 1.25	758	1.20
Yogurt	Yogurt	4-6 oz	0.66 - 1.19	707	0.84	0.60	228	0.60	0.50 - 1.07	266	0.64
Yogurt	Greek	32 oz	3.99 - 4.99	552	4.11	3.54 - 5.99	1797	4.04	3.99 - 5.00	202	4.52
Yogurt	Yogurt	32 oz	2.50 - 4.49	253	3.46	2.00 - 4.49	1708	2.75	3.00 - 4.04	150	3.46



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	2.42 - 4.39	1490	2.72	2.49	266	2.49	2.42 - 4.99	510	4.00
Butter		1 lb	2.49 - 5.49	1955	3.59	2.49 - 4.49	2283	3.74	2.49 - 4.97	958	3.88
Cheese	Natural Varieties	6-8 oz Block	1.19 - 4.49	1168	2.71	1.87 - 4.54	1108	3.08	2.47 - 3.50	359	2.68
Cheese	Natural Varieties	6-8 oz Shred	1.19 - 3.50	2338	2.23	1.87 - 3.50	1994	2.69	1.99 - 2.50	794	2.34
Cheese	Natural Varieties	6-8 oz Sliced	1.87 - 3.50	2883	2.68	1.87 - 2.99	793	2.36	2.24 - 3.50	825	2.82
Cheese	Natural Varieties	1 lb Block				4.99 - 5.99	219	5.66			
Cheese	Natural Varieties	1 lb Shred	2.99 - 5.64	1495	5.15	2.99 - 5.99	241	4.81	5.64	162	5.64
Cheese	Natural Varieties	1 lb Sliced	2.48 - 5.99	1336	2.78						
Cheese	Natural Varieties	2 lb Block	4.99 - 5.99	438	5.41	4.99 - 8.99	526	6.28	4.99 - 6.99	315	6.00
Cheese	Natural Varieties	2 lb Shred	4.99 - 8.24	1659	7.49	4.99 - 8.99	975	6.17	4.99 - 8.24	416	6.73
Cottage Cheese		16 oz	2.50 - 2.98	289	2.68	1.99 - 2.69	333	2.22	3.99	287	3.99
Cottage Cheese		24 oz	2.99	52	2.99						
Cream Cheese		8 oz	0.99 - 2.99	1337	2.15	1.97 - 3.99	2091	2.62	1.99 - 2.50	253	2.33
Cream Cheese		12 oz				6.49	73	6.49			
Eggnog		Quart	3.99	64	3.99	4.31	109	4.31	2.50	131	2.50
Eggnog		Half Gallon	3.49 - 5.49	237	4.77	5.99	315	5.99			
Flavored Milk	All Fat Tests	Half Gallon	3.29	103	3.29						
Ice Cream		14-16 oz	2.99 - 3.99	458	3.39	2.99 - 4.99	1813	3.49	1.99 - 4.49	420	4.01
Ice Cream		48-64 oz	1.99 - 6.99	3843	4.08	1.99 - 5.99	2639	3.59	1.99 - 4.98	682	3.95
Milk	All Fat Tests	Half Gallon	2.99	160	2.99				1.93	162	1.93
Milk	All Fat Tests	Gallon	3.13	1221	3.13	3.67 - 3.94	1139	3.82	3.22	162	3.22
Sour Cream		16 oz	1.97 - 2.50	968	2.18	1.49 - 2.99	2231	2.22	1.79 - 2.99	702	2.54
Sour Cream		24 oz	2.99	52	2.99						
Yogurt	Greek	4-6 oz	0.99 - 1.00	292	1.00	0.99 - 1.50	587	1.10			
Yogurt	Yogurt	4-6 oz	0.60	61	0.60	1.07	109	1.07	0.80	81	0.80
Yogurt	Greek	32 oz	3.54	1221	3.54	4.49	146	4.49	3.54 - 3.97	324	3.75
Yogurt	Yogurt	32 oz	2.76 - 4.00	1328	2.86	4.04	109	4.04	2.76	162	2.76



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	2.88	9	2.88	4.99	23	4.99
Butter		1 lb	3.49	11	3.49	4.49 - 4.99	53	4.92
Cheese	Natural Varieties	6-8 oz Block	1.99	11	1.99	2.47 - 3.50	53	2.62
Cheese	Natural Varieties	6-8 oz Shred	1.99 - 3.18	29	2.57	2.47 - 2.50	46	2.48
Cheese	Natural Varieties	6-8 oz Sliced	1.99 - 4.18	29	3.09	2.47 - 3.50	30	2.71
Cheese	Natural Varieties	2 lb Block	5.99 - 8.00	22	6.99			
Cheese	Natural Varieties	2 lb Shred	5.99 - 9.88	20	7.74			
Cottage Cheese		16 oz				3.99	23	3.99
Cream Cheese		8 oz	2.29 - 6.99	50	5.08	3.29	23	3.29
Eggnog		Half Gallon	5.99	9	5.99			
Ice Cream		14-16 oz				3.79 - 5.79	37	4.60
Ice Cream		48-64 oz	2.99 - 6.50	59	5.23	4.49 - 5.99	46	5.24
Milk	All Fat Tests	Half Gallon	2.78	9	2.78			
Milk	All Fat Tests	Gallon	4.28	9	4.28	5.98	10	5.98
Sour Cream		16 oz				2.99 - 3.69	53	3.09
Sour Cream		24 oz	3.99	11	3.99			
Yogurt	Greek	32 oz	4.18 - 4.68	18	4.43			

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	4.99				
Butter		1 lb	2017	7.51	1908	7.48	464	6.01
Cheese	Natural Varieties	6-8 oz Block	184	5.55	184	5.39	341	7.38
Cheese	Natural Varieties	6-8 oz Shred	228	3.00	228	3.00		
Cheese	Natural Varieties	6-8 oz Sliced	109	3.86	228	3.00	288	3.71
Cream Cheese		8 oz	2562	3.28	2562	3.28		
Eggnog		Quart	109	5.66				
Ice Cream		14-16 oz	291	6.62	172	6.75		
Ice Cream		48-64 oz	589	8.41	167	8.63	450	8.29
Milk	All Fat Tests	Half Gallon	12012	4.90	16290	4.82	1935	5.16
Milk	All Fat Tests	Gallon	6345	7.83	5124	7.59	74	6.99
Sour Cream		16 oz	109	4.58			109	4.49
Yogurt	Yogurt	4-6 oz	92	2.15			178	1.46
Yogurt	Greek	32 oz	1341	6.84	1341	6.84	2627	6.82
Yogurt	Yogurt	32 oz	1341	4.46	272	3.99	86	4.49



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				4.99	52	4.99			
Butter		1 lb	8.89	122	8.89	4.99 - 9.49	314	6.22	7.37	67	7.37
Cheese	Natural Varieties	6-8 oz Shred				3.00	228	3.00			
Cream Cheese		8 oz				3.28	1341	3.28			
Ice Cream		48-64 oz	9.79	122	9.79	7.99	52	7.99			
Milk	All Fat Tests	Half Gallon	3.89	185	3.89	3.58 - 5.84	5551	5.01			
Milk	All Fat Tests	Gallon				6.98 - 8.82	2682	7.90			
Yogurt	Greek	32 oz				6.84	1341	6.84			
Yogurt	Yogurt	32 oz				4.46	1341	4.46			

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	7.57 - 8.09	1296	7.60	7.64 - 8.54	218	8.09			
Cheese	Natural Varieties	6-8 oz Block	5.39	75	5.39	5.66	109	5.66			
Cheese	Natural Varieties	6-8 oz Sliced				3.86	109	3.86			
Cream Cheese		8 oz	3.28	1221	3.28						
Eggnog		Quart				5.66	109	5.66			
Ice Cream		14-16 oz	5.99	107	5.99	6.99	184	6.99			
Ice Cream		48-64 oz	7.89 - 8.99	306	8.31	7.37	109	7.37			
Milk	All Fat Tests	Half Gallon	3.98 - 5.98	6105	4.87				3.98	162	3.98
Milk	All Fat Tests	Gallon	5.68 - 8.82	3663	7.77						
Sour Cream		16 oz				4.58	109	4.58			
Yogurt	Yogurt	4-6 oz	2.15	92	2.15						

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
Milk	All Fat Tests	Half Gallon	4.66	9	4.66			



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.