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Advertised Prices for Dairy Products at Major Retail Supermarket Outlets ending during the period of 11/24/2023 to 11/30/2023

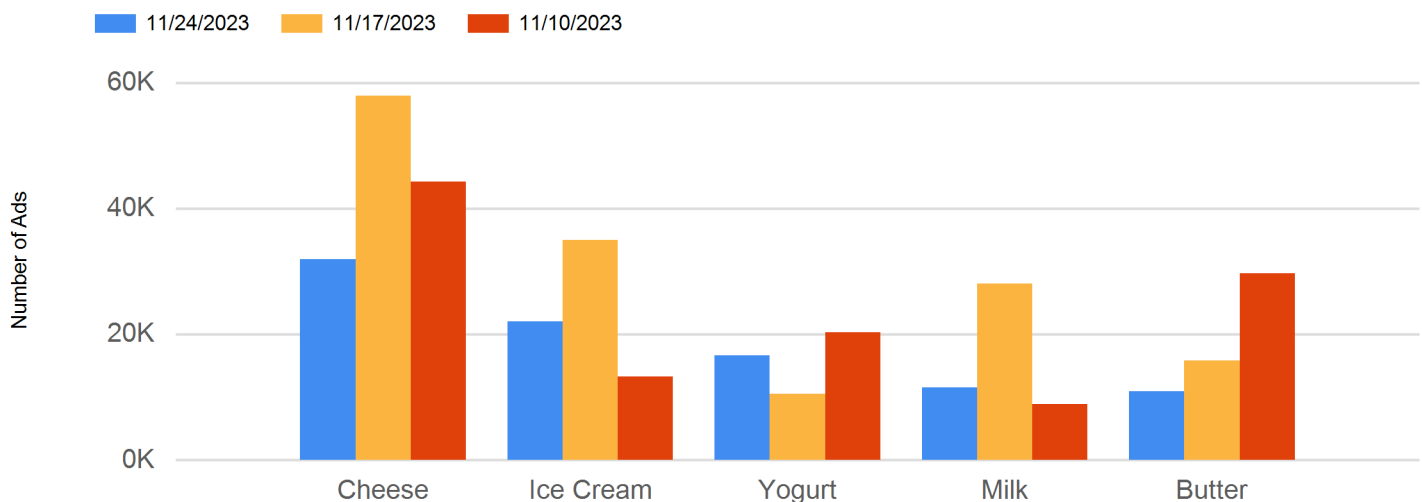
On the shortened holiday week, total conventional dairy advertisements were 40 percent lower than week 46, while organic ad totals decreased by 43 percent. Despite fewer ads surveyed because of the weekday holiday, a few dairy items' ad totals moved higher week over week. Conventional eggnog half-gallons and conventional flavored milk gallons, both seasonal favorites, moved higher this week. Still, conventional ice cream in 48- to 64-ounce containers maintains the top spot for ad numbers this week, while Greek yogurt in 32-ounce containers is the most advertised organic dairy item, ahead of the usual organic leader, half-gallon milk.

Conventional butter in one-pound packages had a weighted average advertised price of \$3.55, fourteen cents higher than last week's price. Organic butter in the same package sizes had ad totals that moved higher by four percent during this holiday week. The weighted average advertised price of organic one-pound butter was \$6.01, just four cents higher than last week's price.

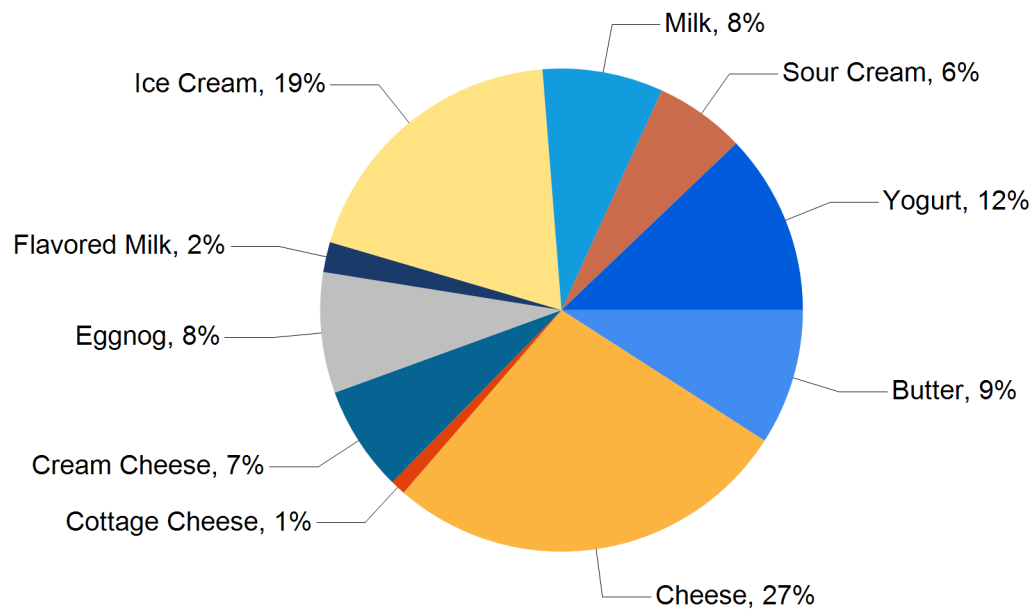
Conventional cheese in six- to eight-ounce shred varieties was the most advertised cheese item this week. The weighted average advertised price of conventional six- to eight-ounce shred cheese was \$2.37, \$.42 below last week's price. The only variety of cheese with ad totals that increased week over week was organic cheese in six- to eight-ounce slices, with ad numbers that increased 26 percent.

Milk ad numbers for all varieties and sizes surveyed dropped week to week. The weighted average advertised price of conventional half-gallon milk was \$1.75, while the weighted average advertised price of organic half-gallon milk was \$5.16, representing an organic premium of \$3.41. The weighted average advertised price for conventional Greek yogurt in 32-ounce containers during week 47 is \$5.29, compared to \$4.76 last week.

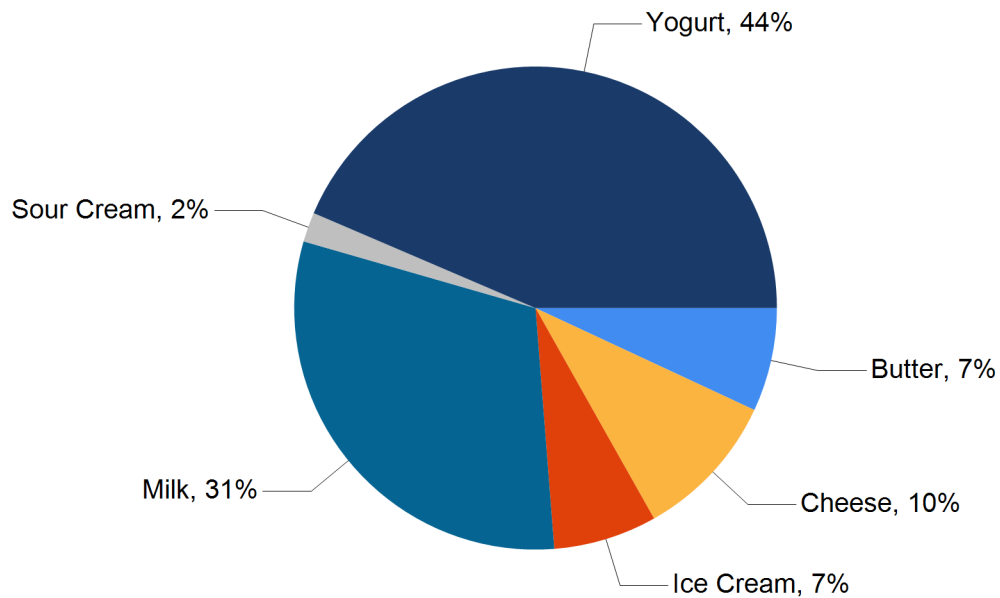
Top 5 Commodities Featured This Week



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	361	3.62	2633	3.33		
Butter		1 lb	10102	3.92	12738	3.41	12866	3.92
Cheese	Natural Varieties	6-8 oz Block	7992	2.29	12123	2.62		
Cheese	Natural Varieties	6-8 oz Shred	10544	2.37	20132	2.79		
Cheese	Natural Varieties	6-8 oz Sliced	4475	3.17	9769	3.25		
Cheese	Natural Varieties	1 lb Block	1758	4.05	3126	6.21	1773	5.02
Cheese	Natural Varieties	1 lb Shred	1396	3.98	5282	3.64	2338	4.09
Cheese	Natural Varieties	2 lb Block	2125	6.26	2499	7.10	905	6.74
Cheese	Natural Varieties	2 lb Shred	3053	6.26	4367	6.80		
Cottage Cheese		16 oz	960	2.43	4827	2.89	2364	2.64
Cottage Cheese		24 oz	752	2.64	5927	2.88		
Cream Cheese		8 oz	7926	2.32	16247	2.16	10591	2.37
Eggnog		Quart	1967	3.69	2911	3.59	1443	4.01
Eggnog		Half Gallon	7091	5.48	5119	5.25	1823	4.50
Flavored Milk	All Fat Tests	Half Gallon	2562	1.80	2562	1.80	929	1.96
Flavored Milk	All Fat Tests	Gallon	2562	3.10	1446	3.29	909	2.95
Ice Cream		14-16 oz	7889	3.11	9361	3.61		
Ice Cream		48-64 oz	13734	4.08	24895	3.67	17825	3.51
Milk	All Fat Tests	Half Gallon	2733	1.75	8816	2.20	1503	2.47
Milk	All Fat Tests	Gallon	6776	3.06	12630	3.63	1023	2.87
Sour Cream		16 oz	5891	2.23	9761	2.19	9498	2.17
Sour Cream		24 oz	1083	2.49	2499	2.52		
Yogurt	Greek	4-6 oz	2522	1.14	5499	1.06	4042	1.04
Yogurt	Yogurt	4-6 oz	3269	0.70	3532	0.67	2375	0.58
Yogurt	Greek	32 oz	4866	5.29	3540	4.76	790	4.47
Yogurt	Yogurt	32 oz	3153	2.59	1732	2.64	1881	2.56



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	2.49 - 3.49	152	3.00	4.29 - 4.49	139	4.37			
Butter		1 lb	2.97 - 5.99	2574	3.69	2.99 - 6.28	3985	4.72	2.99 - 3.99	1760	3.37
Cheese	Natural Varieties	6-8 oz Block	1.67 - 5.19	3222	2.38	1.67 - 3.29	1875	2.04	1.67 - 3.79	1058	2.37
Cheese	Natural Varieties	6-8 oz Shred	1.88 - 2.99	2547	2.21	1.67 - 3.00	2028	2.18	1.67 - 3.79	1910	2.74
Cheese	Natural Varieties	6-8 oz Sliced	1.97 - 3.00	1293	2.61	4.27	1341	4.27	1.93 - 3.79	378	3.10
Cheese	Natural Varieties	1 lb Block	3.99 - 5.39	482	4.53						
Cheese	Natural Varieties	1 lb Shred				3.98	1341	3.98			
Cheese	Natural Varieties	2 lb Block	7.99 - 11.49	284	9.49	4.99 - 11.49	549	6.01	4.99	559	4.99
Cheese	Natural Varieties	2 lb Shred	7.99	162	7.99	4.99	463	4.99	4.99	664	4.99
Cottage Cheese		16 oz	2.99 - 3.99	214	3.49				2.00	106	2.00
Cottage Cheese		24 oz				2.49 - 3.00	691	2.66			
Cream Cheese		8 oz	1.68 - 3.00	2089	2.47	1.99 - 3.00	1923	2.41	1.50 - 3.50	1571	2.42
Eggnog		Quart	3.99	334	3.99	3.49 - 3.57	1394	3.57	3.77	130	3.77
Eggnog		Half Gallon	5.49 - 5.99	400	5.89	3.99 - 6.00	4393	5.66	3.99 - 5.29	655	4.18
Flavored Milk	All Fat Tests	Half Gallon				1.80	1341	1.80			
Flavored Milk	All Fat Tests	Gallon				3.10	1341	3.10			
Ice Cream		14-16 oz	3.00 - 6.29	2415	4.15	1.47 - 4.50	1541	1.77	2.99 - 4.00	860	3.87
Ice Cream		48-64 oz	2.50 - 5.99	2434	3.28	2.76 - 6.00	4935	4.61	2.50 - 5.00	1997	4.26
Milk	All Fat Tests	Half Gallon				1.76	1341	1.76			
Milk	All Fat Tests	Gallon	3.56 - 3.97	992	3.77	2.93 - 3.20	2682	3.06	2.66	892	2.66
Sour Cream		16 oz	1.69 - 2.50	1739	2.16	2.00 - 2.75	1623	2.44	1.25 - 2.50	931	2.14
Sour Cream		24 oz				2.49	463	2.49	2.49	559	2.49
Yogurt	Greek	4-6 oz	1.00 - 1.29	1418	1.21	0.80 - 1.29	441	1.15	1.25	105	1.25
Yogurt	Yogurt	4-6 oz	0.60 - 1.00	878	0.78	0.70 - 0.72	1415	0.72	0.59	188	0.59
Yogurt	Greek	32 oz	3.79 - 5.99	543	5.06	3.72 - 6.76	2996	5.22	5.00	106	5.00
Yogurt	Yogurt	32 oz	2.79 - 4.49	377	3.44	2.36	1341	2.36	3.50	105	3.50



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	3.50	70	3.50						
Butter		1 lb	2.99	70	2.99	2.97 - 3.99	979	3.18	1.97 - 3.99	674	2.57
Cheese	Natural Varieties	6-8 oz Block	2.00	1221	2.00	1.97 - 4.94	570	3.02			
Cheese	Natural Varieties	6-8 oz Shred	2.22 - 2.46	2442	2.34	1.97 - 3.50	1100	2.42	1.99 - 2.79	471	2.48
Cheese	Natural Varieties	6-8 oz Sliced				1.97 - 4.31	1022	2.58	2.79 - 2.99	418	2.85
Cheese	Natural Varieties	1 lb Block	3.86	1221	3.86	3.99	55	3.99			
Cheese	Natural Varieties	1 lb Shred				3.99	55	3.99			
Cheese	Natural Varieties	2 lb Block	4.99	70	4.99				4.99 - 9.99	663	6.30
Cheese	Natural Varieties	2 lb Shred	4.99 - 7.48	1291	7.34	7.99	55	7.99	4.99 - 6.49	418	5.46
Cottage Cheese		16 oz	2.49	70	2.49	1.99	447	1.99	2.49	123	2.49
Cottage Cheese		24 oz							2.49	61	2.49
Cream Cheese		8 oz	1.54	1221	1.54	2.47 - 2.99	567	2.59	1.99 - 2.99	532	2.54
Eggnog		Quart				4.22	109	4.22			
Eggnog		Half Gallon	3.99 - 5.60	1291	5.51	4.99	352	4.99			
Flavored Milk	All Fat Tests	Half Gallon	1.80	1221	1.80						
Flavored Milk	All Fat Tests	Gallon	3.10	1221	3.10						
Ice Cream		14-16 oz	1.47 - 4.00	1514	1.96	2.97 - 4.00	1344	3.57	2.99 - 3.00	192	3.00
Ice Cream		48-64 oz	2.62 - 5.14	2735	3.89	2.97 - 4.00	1204	3.66	2.99 - 5.00	376	3.81
Milk	All Fat Tests	Half Gallon	1.76	1221	1.76				1.63	162	1.63
Milk	All Fat Tests	Gallon	3.20	1221	3.20	2.29 - 2.67	970	2.48			
Sour Cream		16 oz	2.49	70	2.49	1.99 - 2.99	1034	2.05	1.59 - 2.49	471	2.25
Sour Cream		24 oz							2.49	61	2.49
Yogurt	Greek	4-6 oz				0.89 - 0.99	474	0.92	0.89	61	0.89
Yogurt	Yogurt	4-6 oz				0.49 - 1.10	501	0.62	0.59	287	0.59
Yogurt	Greek	32 oz	5.58	1221	5.58						
Yogurt	Yogurt	32 oz	2.36	1221	2.36	4.04	109	4.04			

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				3.97 - 4.99	60	4.48
Cheese	Natural Varieties	6-8 oz Block				2.50 - 2.97	46	2.73
Cheese	Natural Varieties	6-8 oz Shred				2.50 - 2.97	46	2.73
Cheese	Natural Varieties	6-8 oz Sliced				2.97	23	2.97
Cream Cheese		8 oz				2.50	23	2.50
Ice Cream		14-16 oz				4.99	23	4.99
Ice Cream		48-64 oz				4.47 - 7.99	53	6.07
Milk	All Fat Tests	Half Gallon	1.73	9	1.73			
Milk	All Fat Tests	Gallon	4.28	9	4.28	5.98	10	5.98
Sour Cream		16 oz				2.99	23	2.99
Yogurt	Greek	4-6 oz				1.29	23	1.29



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		1 lb	464	6.01	447	5.97	1352	6.13
Cheese	Natural Varieties	6-8 oz Block	341	7.38	442	6.26		
Cheese	Natural Varieties	6-8 oz Sliced	288	3.71	228	3.50		
Cottage Cheese		16 oz			1154	3.89		
Cream Cheese		8 oz					161	2.99
Eggnog		Quart			109	6.38		
Ice Cream		48-64 oz	450	8.29	703	8.31	189	6.99
Milk	All Fat Tests	Half Gallon	1935	5.16	5169	5.07	558	3.80
Milk	All Fat Tests	Gallon	74	6.99	1472	8.26	1171	5.51
Sour Cream		16 oz	109	4.49	109	4.49	332	2.82
Yogurt	Yogurt	4-6 oz	178	1.46	195	1.44		
Yogurt	Greek	32 oz	2627	6.82	65	4.49		
Yogurt	Yogurt	32 oz	86	4.49	1307	4.46		

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		1 lb				4.99 - 6.99	280	5.36			
Cheese	Natural Varieties	6-8 oz Block				6.99 - 9.79	172	8.39	6.49	60	6.49
Cheese	Natural Varieties	6-8 oz Sliced				3.50	228	3.50	4.49	60	4.49
Ice Cream		48-64 oz	8.99	122	8.99	7.99	52	7.99			
Milk	All Fat Tests	Half Gallon				3.50 - 5.79	1655	5.27			
Milk	All Fat Tests	Gallon				6.99	74	6.99			
Yogurt	Yogurt	4-6 oz				1.00	86	1.00			
Yogurt	Greek	32 oz	5.99	65	5.99	6.84	1341	6.84			
Yogurt	Yogurt	32 oz				4.49	86	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
Butter		1 lb				6.99	184	6.99			
Cheese	Natural Varieties	6-8 oz Block				6.29	109	6.29			
Ice Cream		48-64 oz	8.15	92	8.15	7.99	184	7.99			
Milk	All Fat Tests	Half Gallon				5.21	109	5.21	3.98	162	3.98
Sour Cream		16 oz				4.49	109	4.49			
Yogurt	Yogurt	4-6 oz	1.89	92	1.89						
Yogurt	Greek	32 oz	6.84	1221	6.84						

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.