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Advertised Prices for Dairy Products at Major Retail Supermarket Outlets ending during the period of 8/29/2025 to 9/4/2025

In the Week 35 retail dairy survey, the number of conventional ads increased 47 percent and total organic ads grew 117 percent. Ice cream is the most advertised conventional dairy commodity this week, while most organic ads are for milk. Organic cottage cheese appeared in surveyed ads this week, but was absent from the week 34 survey.

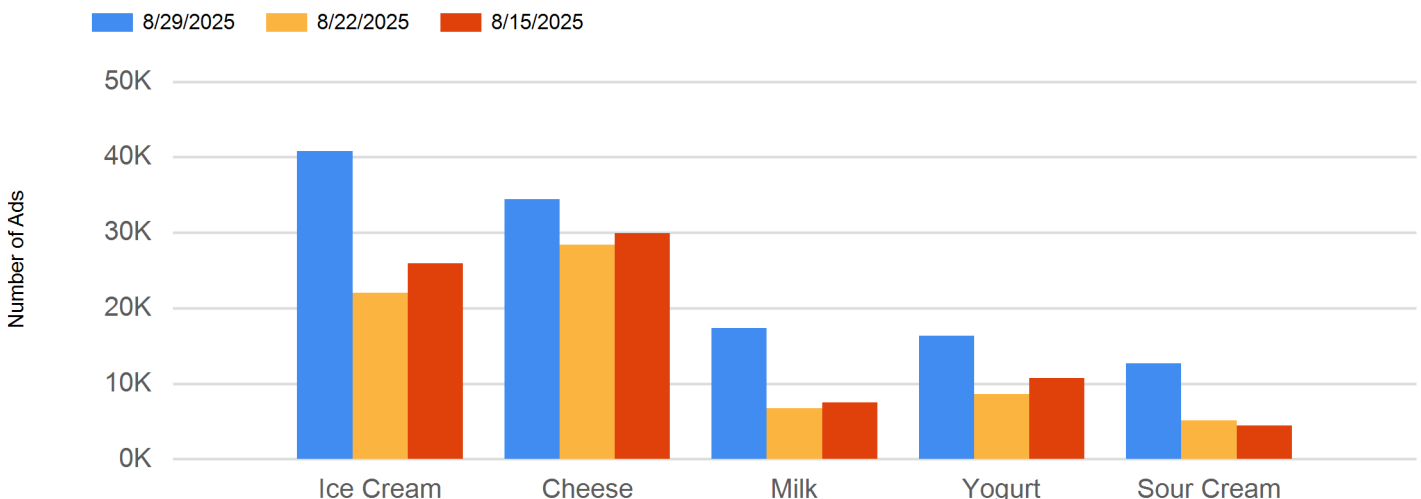
Total ads for conventional ice cream are up 87 percent, but organic ice cream ads are down 37 percent. The most advertised conventional ice cream product is 48-64-ounce packages, appearing in 81 percent more ads. The weighted average advertised price (average price) for this item is up 57 cents to \$4.46. There are no ads for organic 48-64-ounce ice cream this week.

Cheese, the second most advertised conventional commodity, appeared in 22 percent more ads. Total organic cheese ads declined 14 percent. Ads for 6-8-ounce shred style conventional cheese grew 24 percent. This product's average price is \$2.24, down 13 cents. Organic 6-8-ounce cheese ads declined 72 percent, and the average price increased \$1.68 to \$4.99. The organic premium for 6-8-ounce organic cheese is \$2.75.

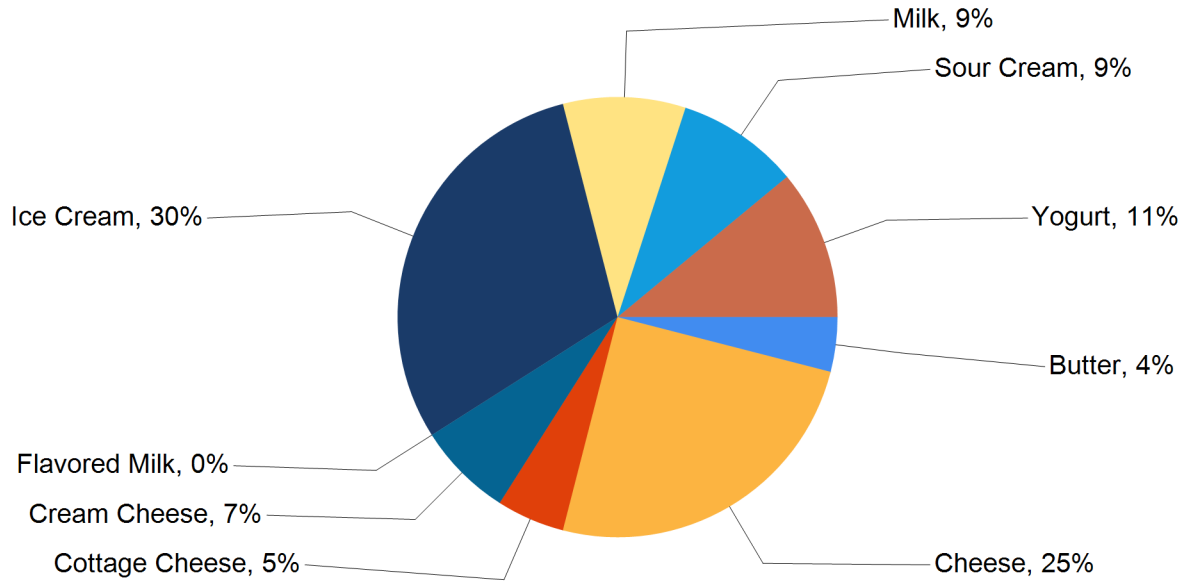
Yogurt ads increased 15 percent for conventional products and 2 percent for organic. Greek 4-6-ounce packages are the most advertised conventional yogurt product. Ads for this product are up 28 percent, but the average price was unchanged at \$1.15. There are no ads for organic 4-6-ounce Greek yogurt.

Milk is the fourth most advertised conventional dairy commodity and the most advertised organic commodity. Ads for conventional milk increased 121 percent and organic ads grew 385 percent. Conventional gallon milk ads are up 249 percent, and the average price increased 47 cents to \$3.73. Ads for this item's organic counterpart are up 815 percent, and the average price of \$8.62 is down 17 cents. The organic premium for gallon milk is \$4.89.

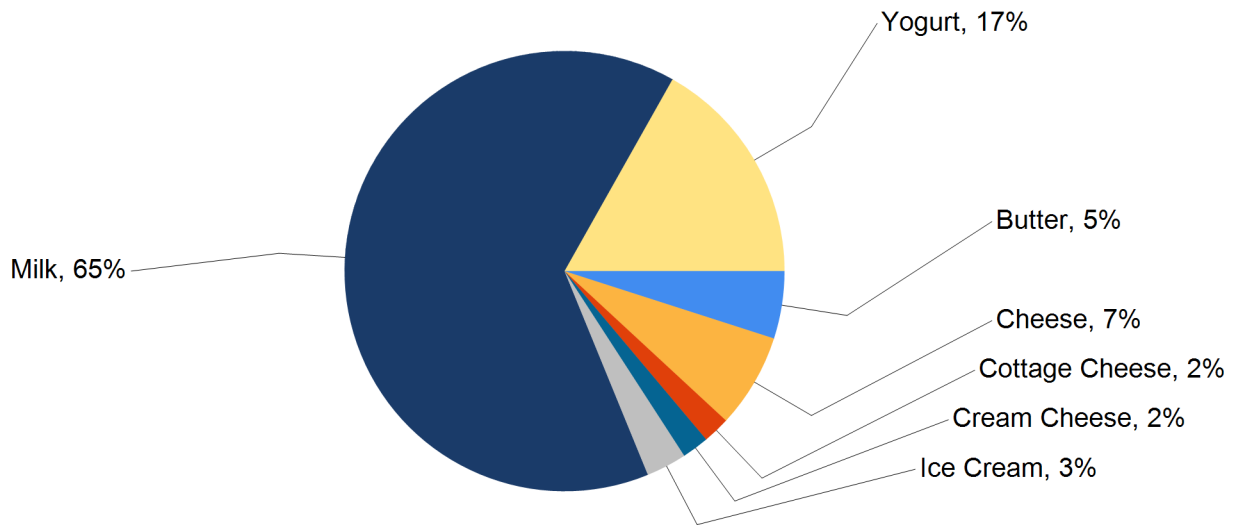
Top 5 Commodities Featured This Week



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	811	3.25	1344	3.40	2640	2.45
Butter		1 lb	4513	3.93	7236	4.08	5438	3.84
Cheese	Natural Varieties	6-8 oz Block	9200	2.33	4301	2.49	6967	2.32
Cheese	Natural Varieties	6-8 oz Shred	11355	2.24	9149	2.37	12033	2.25
Cheese	Natural Varieties	6-8 oz Sliced	10924	2.60	8585	2.56	17851	2.42
Cheese	Natural Varieties	1 lb Block	407	4.58	350	3.14	220	3.98
Cheese	Natural Varieties	1 lb Shred	487	3.52	3617	3.76	2913	5.47
Cheese	Natural Varieties	1 lb Sliced			318	3.81	348	4.87
Cheese	Natural Varieties	2 lb Block	596	8.41	407	9.08	201	7.63
Cheese	Natural Varieties	2 lb Shred	1006	6.72	1130	7.26	3263	7.56
Cottage Cheese		16 oz	3263	2.31	1628	2.94	3735	2.30
Cottage Cheese		24 oz	2912	3.92	604	3.43	4311	3.88
Cream Cheese		8 oz	9357	2.70	7094	2.50	8174	2.84
Cream Cheese		12 oz	66	4.99				
Flavored Milk	All Fat Tests	Half Gallon	169	3.75	878	2.08	737	2.47
Flavored Milk	All Fat Tests	Gallon	3	7.79	3	7.79	96	4.29
Ice Cream		14-16 oz	16906	3.56	8589	3.60	9909	3.58
Ice Cream		48-64 oz	23633	4.46	13088	3.89	14882	3.82
Milk	All Fat Tests	Half Gallon	5033	2.31	3563	2.31	909	2.26
Milk	All Fat Tests	Gallon	7785	3.73	2228	3.26	5290	3.25
Sour Cream		16 oz	11908	2.30	4560	2.31	8313	2.06
Sour Cream		24 oz	772	2.76	614	2.71	564	2.66
Yogurt	Greek	4-6 oz	5595	1.15	4366	1.15	6432	1.05
Yogurt	Yogurt	4-6 oz	3502	0.67	3372	0.77	2907	0.59
Yogurt	Greek	32 oz	2384	5.36	3206	4.53	3290	4.02
Yogurt	Yogurt	32 oz	3730	2.74	2249	2.74	3346	3.01



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	1.99 - 3.99	596	2.82	3.99	119	3.99			
Butter		1 lb	2.99 - 4.49	1061	3.94	3.49 - 7.29	651	5.25	3.49 - 3.99	1110	3.66
Cheese	Natural Varieties	6-8 oz Block	1.77 - 3.69	2013	2.47	1.49 - 4.19	1996	2.56	1.49 - 3.88	2417	2.03
Cheese	Natural Varieties	6-8 oz Shred	1.77 - 3.50	3169	2.41	1.49 - 2.50	1713	1.86	1.49 - 3.88	2318	2.33
Cheese	Natural Varieties	6-8 oz Sliced	1.67 - 5.79	2413	3.09	1.49 - 3.00	2764	2.38	1.95 - 3.88	2058	2.43
Cheese	Natural Varieties	1 lb Block	6.99	162	6.99				2.99	245	2.99
Cheese	Natural Varieties	1 lb Shred				4.99	74	4.99	2.99	245	2.99
Cheese	Natural Varieties	2 lb Block				9.99	228	9.99			
Cheese	Natural Varieties	2 lb Shred				7.99	53	7.99	6.99	444	6.99
Cottage Cheese		16 oz	2.00 - 3.00	663	2.76	2.00 - 3.00	756	2.39	2.00 - 2.50	750	2.12
Cottage Cheese		24 oz	3.99	59	3.99	3.94	1341	3.94			
Cream Cheese		8 oz	1.69 - 3.49	1000	2.45	2.49 - 3.00	3746	2.90	1.50 - 4.00	1558	2.65
Flavored Milk	All Fat Tests	Half Gallon				4.30	86	4.30	3.19	83	3.19
Ice Cream		14-16 oz	2.99 - 4.99	2763	3.62	1.87 - 4.50	5896	3.36	2.99 - 4.49	1631	3.63
Ice Cream		48-64 oz	1.97 - 5.99	3561	3.89	1.99 - 8.32	6555	4.77	1.99 - 6.29	2289	4.43
Milk	All Fat Tests	Half Gallon				1.74 - 4.30	1427	1.89	1.58 - 3.19	975	1.72
Milk	All Fat Tests	Gallon	2.99 - 3.99	646	3.59	2.92 - 5.49	2734	3.72	2.64 - 3.99	997	2.78
Sour Cream		16 oz	1.69 - 2.65	1328	2.25	1.38 - 2.99	3945	2.36	1.88 - 2.50	2014	2.15
Sour Cream		24 oz				2.79	366	2.79	2.69	245	2.69
Yogurt	Greek	4-6 oz	0.99 - 2.26	2115	1.16	1.00 - 1.11	1948	1.00	1.00 - 1.33	387	1.16
Yogurt	Yogurt	4-6 oz	0.59 - 1.50	910	0.79	0.70 - 1.00	1019	0.72	0.49 - 0.80	378	0.56
Yogurt	Greek	32 oz	4.99 - 6.99	269	6.27	6.99	945	6.99	3.55	735	3.55
Yogurt	Yogurt	32 oz	2.49 - 3.49	528	2.74	1.98 - 2.50	878	2.38	2.49 - 3.55	1399	3.05



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	4.99	92	4.99						
Butter		1 lb	2.97 - 3.50	478	3.25	2.99 - 6.99	700	4.46	2.15 - 3.99	479	2.61
Cheese	Natural Varieties	6-8 oz Block	1.49 - 3.19	1083	1.98	1.49 - 5.59	1028	2.68	1.79 - 2.49	602	2.28
Cheese	Natural Varieties	6-8 oz Shred	1.49 - 2.99	1475	2.01	1.49 - 4.99	1865	2.34	1.79 - 2.99	744	2.36
Cheese	Natural Varieties	6-8 oz Sliced	1.49 - 3.00	1601	2.10	1.97 - 4.99	1288	2.96	2.49 - 3.49	735	2.66
Cheese	Natural Varieties	1 lb Shred	2.99	107	2.99	4.77	61	4.77			
Cheese	Natural Varieties	2 lb Block	4.97 - 8.99	222	7.05	7.99	146	7.99			
Cheese	Natural Varieties	2 lb Shred	4.97	107	4.97	5.99 - 7.99	402	6.72			
Cottage Cheese		16 oz	2.00 - 2.50	716	2.11	2.00 - 2.50	183	2.22	2.00	184	2.00
Cottage Cheese		24 oz	2.99 - 3.94	1273	3.90				3.69 - 3.94	223	3.87
Cream Cheese		8 oz	1.49 - 3.00	1418	2.44	1.99 - 3.47	1091	2.83	1.97 - 2.49	471	2.17
Cream Cheese		12 oz				4.99	66	4.99			
Ice Cream		14-16 oz	1.87 - 4.99	3536	3.26	1.50 - 7.49	2230	4.33	1.87 - 6.48	698	3.31
Ice Cream		48-64 oz	1.99 - 8.32	6954	4.57	1.99 - 9.99	2931	4.40	1.99 - 5.99	1149	3.55
Milk	All Fat Tests	Half Gallon	1.94 - 3.68	2442	2.81				1.72	162	1.72
Milk	All Fat Tests	Gallon	2.72 - 5.47	2568	4.14	3.62	485	3.62	2.82 - 4.36	324	3.59
Sour Cream		16 oz	2.00 - 2.79	2366	2.43	1.99 - 2.50	1544	2.25	1.97 - 2.64	633	2.15
Sour Cream		24 oz				2.49	73	2.49	2.98	81	2.98
Yogurt	Greek	4-6 oz	1.11	75	1.11	1.00 - 2.27	873	1.42	0.99	131	0.99
Yogurt	Yogurt	4-6 oz	0.49 - 0.60	266	0.55	0.39 - 0.59	744	0.50	0.75 - 0.98	162	0.86
Yogurt	Greek	32 oz	5.99	60	5.99	3.99	352	3.99			
Yogurt	Yogurt	32 oz	2.49	440	2.49	2.49 - 2.99	351	2.84	2.49	123	2.49



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				4.62	4	4.62
Butter		1 lb	2.47	11	2.47	4.97	23	4.97
Cheese	Natural Varieties	6-8 oz Block	1.99 - 3.50	15	2.32	2.47 - 2.75	46	2.61
Cheese	Natural Varieties	6-8 oz Shred	1.99 - 3.50	15	2.32	2.36 - 2.75	56	2.57
Cheese	Natural Varieties	6-8 oz Sliced	2.99 - 4.00	8	3.12	2.47 - 5.85	57	2.89
Cottage Cheese		16 oz	2.00	11	2.00			
Cottage Cheese		24 oz	3.99 - 4.99	16	4.60			
Cream Cheese		8 oz	2.47 - 4.98	27	3.11	3.00 - 3.99	46	3.50
Flavored Milk	All Fat Tests	Gallon				7.79	3	7.79
Ice Cream		14-16 oz	2.24 - 7.49	49	5.79	2.12 - 8.49	103	5.97
Ice Cream		48-64 oz	2.29 - 9.99	88	6.27	3.53 - 7.99	106	6.77
Milk	All Fat Tests	Half Gallon	2.76 - 4.34	27	3.68			
Milk	All Fat Tests	Gallon	4.58 - 6.58	18	5.58	5.98 - 7.79	13	6.40
Sour Cream		16 oz	2.00 - 3.17	32	2.51	2.47 - 3.59	46	3.03
Sour Cream		24 oz	2.99 - 3.99	7	3.53			
Yogurt	Greek	4-6 oz	1.25 - 2.25	35	2.07	1.00 - 2.26	31	1.35
Yogurt	Yogurt	4-6 oz				0.49	23	0.49
Yogurt	Greek	32 oz				4.99	23	4.99
Yogurt	Yogurt	32 oz	2.99	11	2.99			



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	343	7.23				
Butter		1 lb			109	8.15		
Cheese	Natural Varieties	6-8 oz Shred	80	4.99	288	3.31	169	4.46
Cheese	Natural Varieties	6-8 oz Sliced	386	5.28	257	5.11	135	4.30
Cottage Cheese		16 oz	109	5.19				
Cream Cheese		8 oz	159	4.00	72	2.99		
Flavored Milk	All Fat Tests	Half Gallon			81	4.48	94	3.99
Ice Cream		14-16 oz	216	6.23				
Ice Cream		48-64 oz			343	8.99		
Milk	All Fat Tests	Half Gallon	3004	4.84	770	5.40	1254	4.40
Milk	All Fat Tests	Gallon	1564	8.62	171	8.79		
Sour Cream		16 oz					1459	2.92
Yogurt	Greek	32 oz	84	5.57	80	5.49	179	3.54
Yogurt	Yogurt	32 oz	1083	4.46	1067	4.50	260	4.08

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				5.79	52	5.79			
Cheese	Natural Varieties	6-8 oz Sliced	5.24	122	5.24				5.24	67	5.24
Cream Cheese		8 oz				4.00	52	4.00			
Milk	All Fat Tests	Half Gallon				3.50 - 6.29	1621	4.76			
Milk	All Fat Tests	Gallon				6.99 - 8.67	1393	8.61			
Yogurt	Yogurt	32 oz	3.84 - 5.49	406	4.52	3.88 - 4.99	160	4.39	3.84	67	3.84



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	7.49	107	7.49	7.49	184	7.49			
Cheese	Natural Varieties	6-8 oz Shred				4.99	80	4.99			
Cheese	Natural Varieties	6-8 oz Sliced				4.99 - 5.46	189	5.26			
Cottage Cheese		16 oz				5.19	109	5.19			
Cream Cheese		8 oz	4.00	107	4.00						
Ice Cream		14-16 oz	5.99	107	5.99	6.47	109	6.47			
Milk	All Fat Tests	Half Gallon	4.92	1221	4.92				4.92	162	4.92
Milk	All Fat Tests	Gallon							8.67	162	8.67
Yogurt	Greek	32 oz				5.49	80	5.49			
Yogurt	Yogurt	32 oz	3.89 - 4.34	167	4.09	4.54 - 5.49	218	5.01	3.99	61	3.99

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				6.59 - 6.97	8	6.78
Milk	All Fat Tests	Gallon	10.00	9	10.00			
Yogurt	Greek	32 oz				7.19	4	7.19
Yogurt	Yogurt	32 oz				4.04	4	4.04

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.

Source: USDA, AMS, Dairy Market News

www.ams.usda.gov/market-news/dairy

<https://mymarketnews.ams.usda.gov/> | <https://mymarketnews.ams.usda.gov/viewReport/2995>