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Advertised Prices for Dairy Products at Major Retail Supermarket Outlets ending during the period of 9/5/2025 to 9/11/2025

Total conventional ads declined 10 percent, while organic ads increased 50 percent in the week 36 retail dairy survey. Ice cream remained the most advertised conventional dairy commodity despite appearing in 13 percent fewer ads this week. Ads for organic milk, the most advertised organic commodity, are up 16 percent.

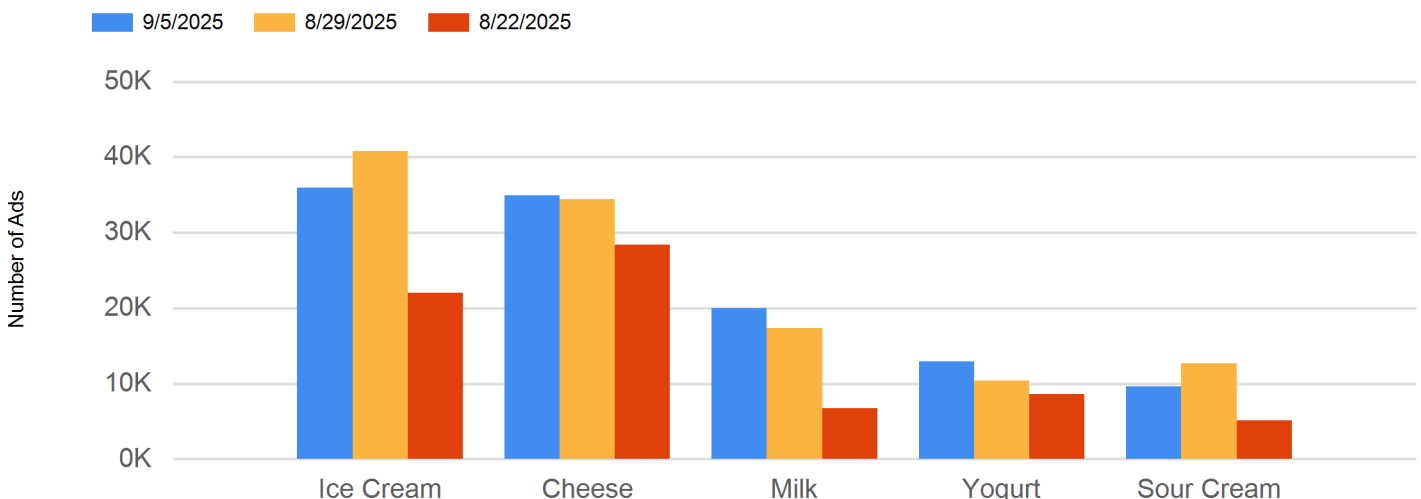
The most advertised conventional ice cream product was 48-64-ounce packages, despite an 18 percent decline in ads. The weighted-average advertised price (average price) for this product decreased 24 cents to \$4.22. Organic ice cream ads increased 273 percent in this week's retail dairy survey. Organic 48-64-ounce ice cream has an average price of \$8.26, meaning the organic premium is \$4.04.

The second most advertised commodity in both the conventional and organic dairy aisles is cheese. Conventional cheese ads are down 2 percent, but organic cheese ads are up 247 percent. The most advertised conventional cheese product, 6-8-ounce shred style, appeared in 31 percent fewer ads this week, but the average price increased 47 cents to \$2.71. Organic 6-8-ounce shred style cheese has an average price of \$4.95, and ads are up 769 percent. The organic premium for this product is \$2.24.

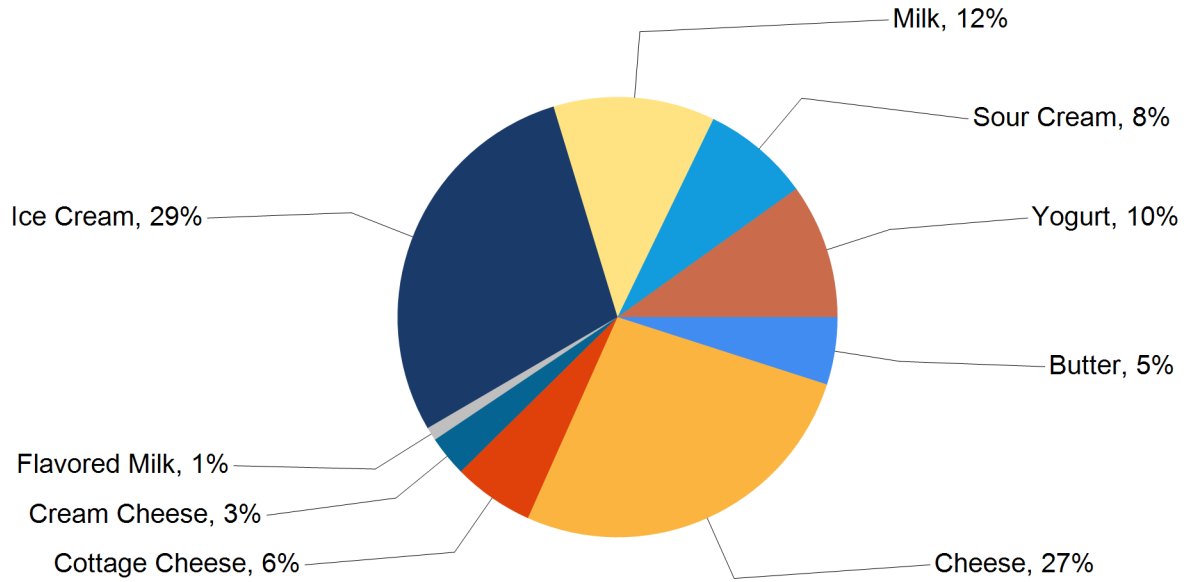
Ads for conventional milk increased 15 percent this week. Gallons are the most advertised conventional milk package size. Ads for this product are up 7 percent, and the average price is \$3.58, down 15 cents. Organic gallon milk ads grew 14 percent. The average price for organic gallon milk is down 19 cents to \$8.43, creating a \$4.85 organic premium.

Conventional yogurt ads are down 21 percent, and organic yogurt ads declined 16 percent. Greek 4-6-ounce yogurt is the most advertised conventional yogurt product. Ads for this product are up 48 percent, and the organic premium increased 2 cents to \$1.17. There are no ads for organic 4-6-ounce Greek yogurt present in this week's survey.

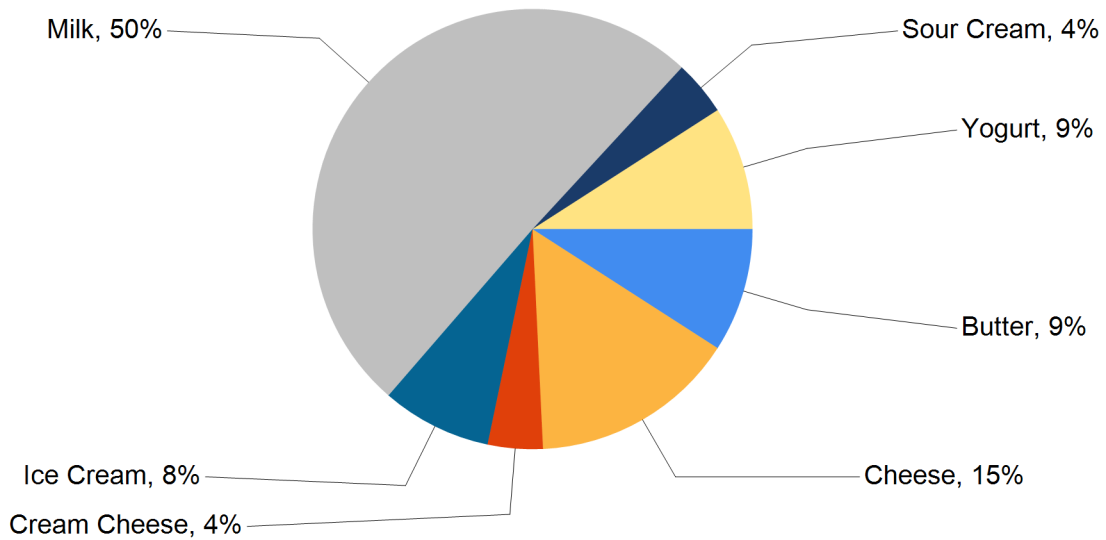
Top 5 Commodities Featured This Week



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	684	2.97	811	3.25	3415	2.71
Butter		1 lb	4982	4.10	4513	3.93	4247	4.48
Cheese	Natural Varieties	6-8 oz Block	5585	2.88	9200	2.33	4886	2.42
Cheese	Natural Varieties	6-8 oz Shred	7887	2.71	11355	2.24	9713	2.43
Cheese	Natural Varieties	6-8 oz Sliced	7880	2.82	10924	2.60	16082	2.50
Cheese	Natural Varieties	1 lb Block	1276	4.36	407	4.58	2468	4.05
Cheese	Natural Varieties	1 lb Shred	1472	4.68	487	3.52	3915	4.96
Cheese	Natural Varieties	1 lb Sliced	10	4.54			232	5.04
Cheese	Natural Varieties	2 lb Block	4693	6.64	596	8.41	1247	6.99
Cheese	Natural Varieties	2 lb Shred	4473	6.08	1006	6.72	3989	7.23
Cottage Cheese		16 oz	3959	2.50	3263	2.31	3515	2.75
Cottage Cheese		24 oz	3041	3.78	2912	3.92	1431	4.26
Cream Cheese		8 oz	3833	3.04	9357	2.70	4452	3.14
Cream Cheese		12 oz			66	4.99		
Flavored Milk	All Fat Tests	Half Gallon	657	3.28	169	3.75	199	1.91
Flavored Milk	All Fat Tests	Gallon	496	3.98	3	7.79	489	3.95
Ice Cream		14-16 oz	15917	3.50	16906	3.56	6287	3.56
Ice Cream		48-64 oz	19267	4.22	23633	4.46	8415	4.00
Milk	All Fat Tests	Half Gallon	6358	2.45	5033	2.31	1624	1.81
Milk	All Fat Tests	Gallon	8368	3.58	7785	3.73	6156	3.39
Sour Cream		16 oz	8840	2.37	11908	2.30	6212	2.19
Sour Cream		24 oz	400	3.44	772	2.76	726	3.49
Yogurt	Greek	4-6 oz	8254	1.17	5595	1.15	10360	1.05
Yogurt	Yogurt	4-6 oz	2437	0.57	3502	0.67	3865	0.64
Yogurt	Greek	32 oz	403	4.75	2384	5.36	3906	4.26
Yogurt	Yogurt	32 oz	864	3.14	3730	2.74	3735	2.68



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	2.50 - 3.50	185	3.08	2.50 - 4.99	439	2.91			
Butter		1 lb	3.47 - 3.99	871	3.91	3.29 - 4.99	590	3.61	3.50 - 4.49	909	3.77
Cheese	Natural Varieties	6-8 oz Block	1.88 - 3.86	1866	2.35	1.50 - 4.04	2344	3.43	1.99 - 3.32	777	2.50
Cheese	Natural Varieties	6-8 oz Shred	1.50 - 3.50	3085	2.41	1.89 - 4.00	2168	3.49	1.88 - 3.50	914	2.62
Cheese	Natural Varieties	6-8 oz Sliced	1.67 - 3.49	1591	2.43	2.00 - 4.22	2250	3.47	1.75 - 3.99	1699	2.42
Cheese	Natural Varieties	1 lb Block	3.99	75	3.99	3.99	945	3.99	3.49	96	3.49
Cheese	Natural Varieties	1 lb Shred				3.99 - 5.99	1173	4.38	3.49	96	3.49
Cheese	Natural Varieties	2 lb Block				5.99 - 9.99	691	7.31	5.99 - 8.99	958	6.91
Cheese	Natural Varieties	2 lb Shred				5.99	463	5.99	5.99 - 8.99	1019	6.91
Cottage Cheese		16 oz	2.00 - 3.00	875	2.77	2.99 - 3.00	594	2.99	2.00 - 2.50	665	2.08
Cottage Cheese		24 oz	3.99	59	3.99	3.94	1341	3.94	2.50 - 3.00	306	2.60
Cream Cheese		8 oz	1.66 - 3.49	1454	2.48	1.79 - 3.99	1092	3.78	2.00 - 3.89	436	3.35
Flavored Milk	All Fat Tests	Half Gallon	2.99	366	2.99				3.99	188	3.99
Flavored Milk	All Fat Tests	Gallon							3.99	130	3.99
Ice Cream		14-16 oz	2.64 - 5.49	2029	3.78	2.46 - 4.93	6270	3.51	2.29 - 4.93	1116	3.23
Ice Cream		48-64 oz	2.50 - 5.99	3783	3.50	1.99 - 8.32	6026	4.42	2.99 - 5.00	1145	4.01
Milk	All Fat Tests	Half Gallon	3.79	162	3.79	1.74 - 2.98	2682	2.36	1.58	892	1.58
Milk	All Fat Tests	Gallon	2.86 - 3.99	568	3.00	2.92 - 4.46	2682	3.69	2.33 - 3.99	997	2.50
Sour Cream		16 oz	1.99 - 2.59	1855	2.26	1.79 - 2.64	2451	2.33	1.99 - 3.97	945	2.24
Sour Cream		24 oz	3.79	104	3.79						
Yogurt	Greek	4-6 oz	1.00 - 1.50	1758	1.20	1.00 - 2.00	3112	1.13	1.00 - 1.50	1370	1.11
Yogurt	Yogurt	4-6 oz	0.50 - 1.00	1174	0.63	0.60 - 0.75	301	0.64	0.09 - 0.60	632	0.45
Yogurt	Greek	32 oz	4.59 - 5.59	307	4.99				3.99	96	3.99
Yogurt	Yogurt	32 oz	2.49 - 4.19	555	3.15	3.00	228	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	2.99	60	2.99						
Butter		1 lb	2.97 - 4.99	797	3.74	3.50 - 7.99	1223	4.71	3.50 - 5.49	541	4.56
Cheese	Natural Varieties	6-8 oz Block	1.19 - 4.04	406	2.48	3.00 - 4.04	175	3.65			
Cheese	Natural Varieties	6-8 oz Shred	1.19 - 2.49	815	2.14	1.97 - 3.00	551	2.09	2.99	287	2.99
Cheese	Natural Varieties	6-8 oz Sliced	1.75 - 4.22	890	2.38	1.75 - 3.00	820	2.77	2.99 - 3.29	572	3.13
Cheese	Natural Varieties	1 lb Block				6.98	122	6.98			
Cheese	Natural Varieties	1 lb Shred				6.98	122	6.98	6.98	81	6.98
Cheese	Natural Varieties	2 lb Block	4.97 - 7.99	611	6.02	5.00 - 9.99	1769	6.64	4.97 - 7.99	602	5.94
Cheese	Natural Varieties	2 lb Shred	4.97 - 7.99	671	6.02	5.00 - 6.99	1673	5.84	4.97 - 5.99	602	5.50
Cottage Cheese		16 oz	2.00 - 2.49	548	2.13	2.00 - 4.47	1082	2.54	2.00	184	2.00
Cottage Cheese		24 oz	2.99 - 3.94	1324	3.87						
Cream Cheese		8 oz	2.49	370	2.49				2.49 - 3.49	471	3.23
Flavored Milk	All Fat Tests	Half Gallon	2.99	103	2.99						
Flavored Milk	All Fat Tests	Gallon				3.97	352	3.97			
Ice Cream		14-16 oz	1.87 - 7.19	3818	3.08	2.99 - 7.99	1826	4.44	1.87 - 4.36	801	2.88
Ice Cream		48-64 oz	1.99 - 8.32	4654	4.87	2.50 - 7.99	2276	4.05	2.50 - 5.98	1272	3.50
Milk	All Fat Tests	Half Gallon	1.94 - 3.68	2442	2.81				1.72	162	1.72
Milk	All Fat Tests	Gallon	2.50 - 5.47	2675	4.02	2.86 - 3.97	917	3.38	2.82 - 4.33	455	3.41
Sour Cream		16 oz	1.99 - 2.64	1826	2.45	2.00 - 2.99	1011	2.43	2.00 - 2.99	694	2.58
Sour Cream		24 oz	2.99	103	2.99	3.49	193	3.49			
Yogurt	Greek	4-6 oz	0.95 - 2.00	469	1.34	1.00 - 2.00	1069	1.30	1.00	418	1.00
Yogurt	Yogurt	4-6 oz	0.39	52	0.39				0.49 - 0.60	273	0.54
Yogurt	Yogurt	32 oz							3.48	81	3.48



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	4.00 - 6.99	51	5.65			
Cheese	Natural Varieties	6-8 oz Block	2.50	4	2.50	2.36 - 3.25	13	2.57
Cheese	Natural Varieties	6-8 oz Shred	2.50 - 5.28	8	3.67	2.36 - 3.99	59	3.29
Cheese	Natural Varieties	6-8 oz Sliced	3.50 - 4.59	21	4.22	2.36 - 4.94	37	3.65
Cheese	Natural Varieties	1 lb Block	9.49	28	9.49	4.54	10	4.54
Cheese	Natural Varieties	1 lb Sliced				4.54	10	4.54
Cheese	Natural Varieties	2 lb Block	6.99 - 11.98	16	8.55	5.00 - 10.99	46	7.99
Cheese	Natural Varieties	2 lb Shred	5.97 - 6.99	22	6.48	5.00	23	5.00
Cottage Cheese		16 oz	2.00	11	2.00			
Cottage Cheese		24 oz	4.73 - 4.99	11	4.78			
Cream Cheese		8 oz	4.09 - 4.99	10	4.18			
Flavored Milk	All Fat Tests	Gallon	2.97	11	2.97	7.79	3	7.79
Ice Cream		14-16 oz	2.24 - 6.49	34	4.12	4.49	23	4.49
Ice Cream		48-64 oz	3.27 - 8.98	48	5.11	4.49 - 5.99	63	5.22
Milk	All Fat Tests	Half Gallon	2.76 - 3.94	18	3.35			
Milk	All Fat Tests	Gallon	2.97 - 6.58	38	4.87	5.98 - 7.79	36	6.76
Sour Cream		16 oz	2.00 - 3.29	35	2.79	3.49	23	3.49
Yogurt	Greek	4-6 oz	1.20	11	1.20	1.25 - 1.48	47	1.34
Yogurt	Yogurt	4-6 oz	0.89 - 1.25	5	1.06			



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	963	5.80	343	7.23		
Cheese	Natural Varieties	6-8 oz Block	178	6.00			345	5.51
Cheese	Natural Varieties	6-8 oz Shred	695	4.95	80	4.99	151	5.39
Cheese	Natural Varieties	6-8 oz Sliced	746	4.57	386	5.28		
Cottage Cheese		16 oz			109	5.19	281	4.16
Cream Cheese		8 oz	452	3.99	159	4.00	195	4.43
Flavored Milk	All Fat Tests	Half Gallon					459	5.22
Ice Cream		14-16 oz	343	5.99	216	6.23	107	5.99
Ice Cream		48-64 oz	463	8.26			231	8.65
Milk	All Fat Tests	Half Gallon	3505	5.04	3004	4.84	2073	4.51
Milk	All Fat Tests	Gallon	1790	8.43	1564	8.62	105	6.28
Sour Cream		16 oz	396	3.72			195	4.20
Yogurt	Yogurt	4-6 oz	274	1.94				
Yogurt	Greek	32 oz			84	5.57		
Yogurt	Yogurt	32 oz	704	4.86	1083	4.46	887	4.27

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	4.87	122	4.87	4.87 - 7.49	224	5.48	4.87	67	4.87
Cheese	Natural Varieties	6-8 oz Block	6.99	65	6.99						
Cheese	Natural Varieties	6-8 oz Shred	4.76	122	4.76	5.17 - 5.21	172	5.19	4.72 - 4.94	134	4.83
Cheese	Natural Varieties	6-8 oz Sliced	4.76 - 4.94	244	4.85	4.49 - 4.94	172	4.71	4.04	67	4.04
Cream Cheese		8 oz				4.00	52	4.00			
Ice Cream		14-16 oz				5.99	52	5.99			
Ice Cream		48-64 oz	8.09	122	8.09	8.99	86	8.99	8.09	67	8.09
Milk	All Fat Tests	Half Gallon	6.79	183	6.79	4.92 - 4.99	1569	4.93			
Milk	All Fat Tests	Gallon				8.67	1341	8.67			
Sour Cream		16 oz	3.51	122	3.51	3.66	86	3.66			
Yogurt	Yogurt	4-6 oz				2.29	86	2.29			
Yogurt	Yogurt	32 oz	4.99 - 5.29	187	5.19	4.00	228	4.00	5.29	67	5.29



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	4.87 - 7.49	257	5.96	4.87 - 7.49	293	6.52			
Cheese	Natural Varieties	6-8 oz Block				5.39	109	5.39			
Cheese	Natural Varieties	6-8 oz Shred	5.17 - 5.21	150	5.19	4.49	109	4.49			
Cheese	Natural Varieties	6-8 oz Sliced	4.49 - 4.94	150	4.71	3.86	109	3.86			
Cream Cheese		8 oz	4.00	107	4.00	3.96 - 4.00	293	3.99			
Ice Cream		14-16 oz	5.99	107	5.99	5.99	184	5.99			
Ice Cream		48-64 oz	8.09	75	8.09	8.09	109	8.09			
Milk	All Fat Tests	Half Gallon	4.92	1221	4.92	4.99	352	4.99	4.92	162	4.92
Milk	All Fat Tests	Gallon				6.99 - 7.19	278	7.07	8.67	162	8.67
Sour Cream		16 oz	3.66	75	3.66	4.04	109	4.04			
Yogurt	Yogurt	4-6 oz	2.29	75	2.29	1.43	109	1.43			
Yogurt	Yogurt	32 oz				5.29 - 5.39	218	5.34			

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 Shred				6.02 - 6.34	8	6.18
Cheese	Natural Varieties	6-8 oz Sliced				4.49	4	4.49
Ice Cream		48-64 oz				8.09	4	8.09
Milk	All Fat Tests	Half Gallon	6.24 - 6.84	18	6.54			
Milk	All Fat Tests	Gallon	9.49	9	9.49			
Sour Cream		16 oz				4.04	4	4.04
Yogurt	Yogurt	4-6 oz				1.43	4	1.43
Yogurt	Yogurt	32 oz				5.39	4	5.39

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.