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Advertised Prices for Dairy Products at Major Retail Supermarket Outlets ending during the period of 3/21/2025 to 3/27/2025

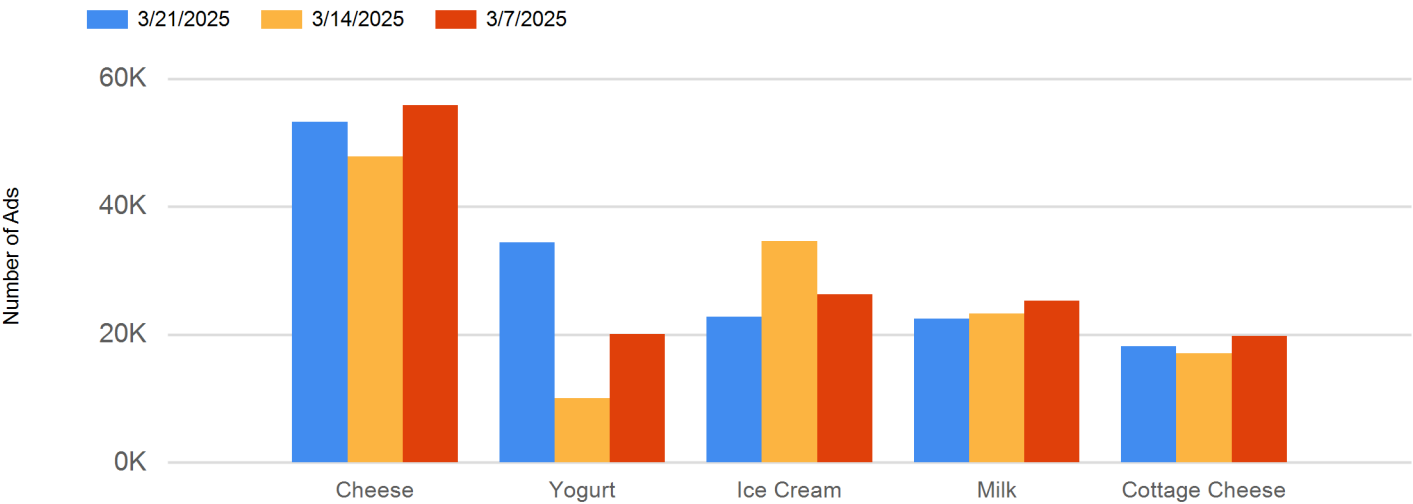
The number of conventional dairy ads found in the week 12 retail survey increased by 7 percent from last week, and the number of organic dairy ads grew 1 percent. Cheese is both the most advertised conventional dairy commodity and organic dairy commodity this week.

Conventional cheese ads increased by 6 percent from last week's retail ad survey, and organic cheese ads grew 43 percent. Last week's most advertised conventional cheese product was 6-8-ounce shred style, but this product appeared in 22 percent fewer ads and was overtaken by 6-8-ounce sliced cheese. Ads for organic 6-8-ounce shred style cheese declined 4 percent this week. The weighted average advertised price for organic 6-8-ounce shred style cheese is \$3.99 this week, while the conventional counterpart has a weighted average advertised price of \$2.45. The week 12 organic premium for 6-8-ounce shred style cheese is \$1.54.

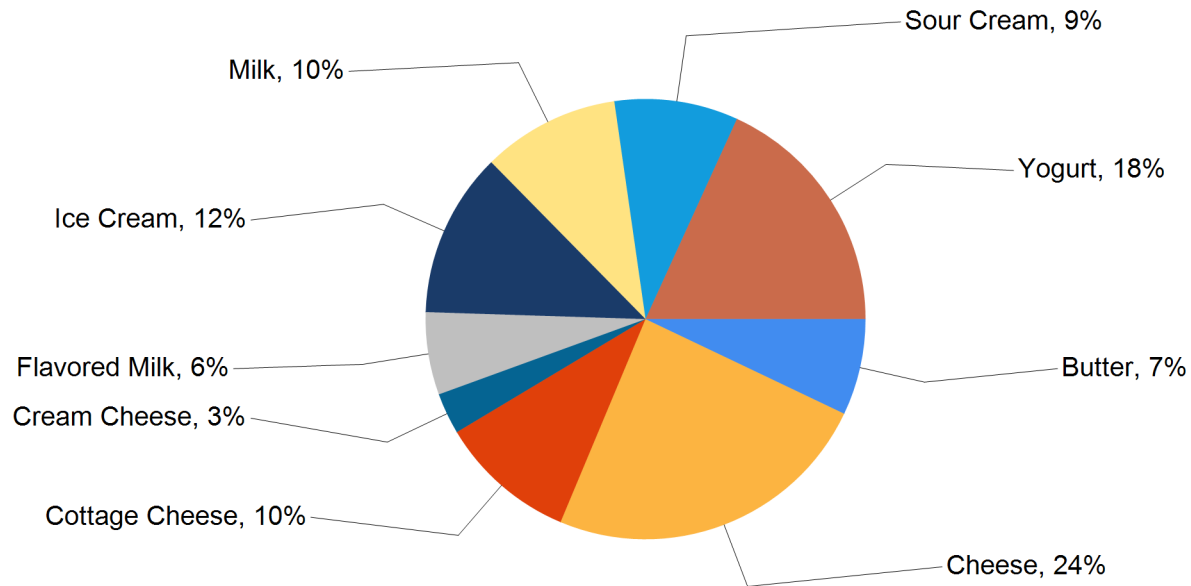
Yogurt, the second most advertised conventional dairy commodity in week 12, appeared in 109 percent more ads than last week. Organic yogurt ads increased by 18 percent in week 12. The most advertised conventional yogurt item this week is 4-6-ounce Greek yogurt, which appeared in 159 percent more ads than last week. The weighted average advertised price for this product in week 12 is \$1.09. There were no ads this week for 4-6-ounce organic Greek yogurt.

Conventional ice cream ads declined 35 percent from last week, but organic ice cream ads grew 14 percent. Ice cream in 48-64-ounce containers fell 42 percent from last week, and the weighted average advertised price declined 15 cents to \$4.20. Organic ice cream in 48-64-ounce containers grew 19 percent this week, but the weighted average advertised price for this product fell 14 cents to \$8.43. The organic premium for 48-64-ounce ice cream in week 12 is \$4.23.

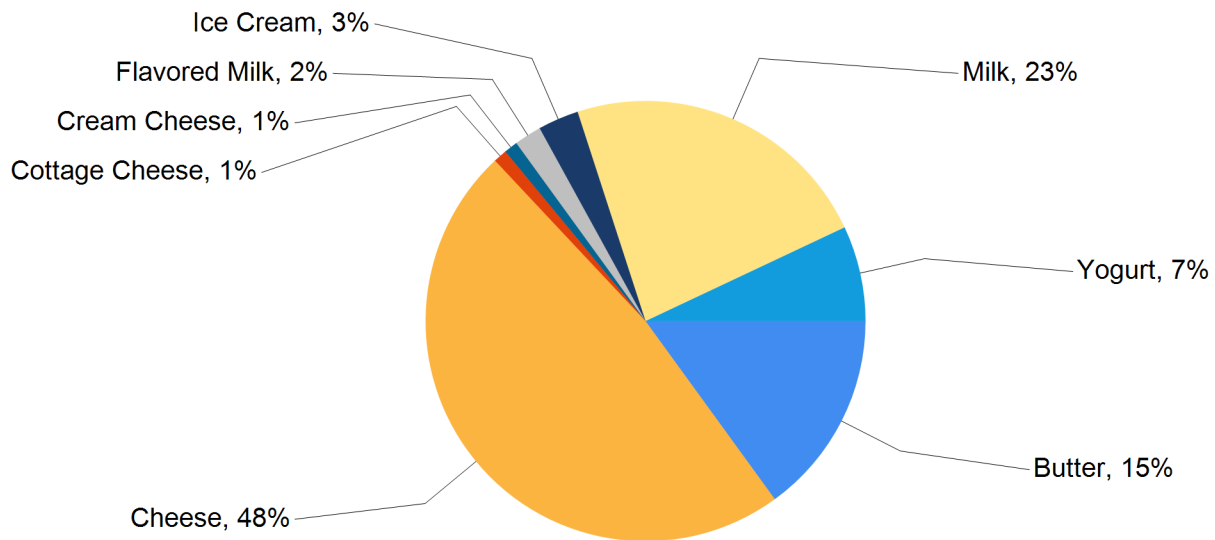
Top 5 Commodities Featured This Week



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          | 3334            | 2.51          | 2381            | 2.89          | 2542            | 2.51          |
| Butter         |                   | 1 lb          | 9154            | 4.81          | 11147           | 4.61          | 18046           | 4.32          |
| Cheese         | Natural Varieties | 6-8 oz Block  | 9137            | 2.39          | 9322            | 2.58          | 9346            | 2.39          |
| Cheese         | Natural Varieties | 6-8 oz Shred  | 9895            | 2.45          | 12698           | 2.36          | 14923           | 2.55          |
| Cheese         | Natural Varieties | 6-8 oz Sliced | 10221           | 2.61          | 8181            | 2.59          | 9028            | 2.51          |
| Cheese         | Natural Varieties | 1 lb Block    | 4226            | 4.53          | 1926            | 4.23          | 4417            | 4.02          |
| Cheese         | Natural Varieties | 1 lb Shred    | 4872            | 3.74          | 2949            | 4.01          | 2546            | 4.38          |
| Cheese         | Natural Varieties | 1 lb Sliced   | 656             | 3.43          | 682             | 4.69          | 1015            | 4.34          |
| Cheese         | Natural Varieties | 2 lb Block    | 1126            | 7.70          | 1121            | 7.58          | 3333            | 11.71         |
| Cheese         | Natural Varieties | 2 lb Shred    | 3777            | 7.21          | 4433            | 7.43          | 3132            | 7.40          |
| Cottage Cheese |                   | 16 oz         | 6483            | 2.52          | 7030            | 2.44          | 7936            | 2.48          |
| Cottage Cheese |                   | 24 oz         | 11488           | 3.61          | 9777            | 3.51          | 9447            | 3.37          |
| Cream Cheese   |                   | 8 oz          | 5562            | 2.45          | 3904            | 2.44          | 15261           | 2.36          |
| Eggnog         |                   | Quart         |                 |               | 1341            | 3.93          |                 |               |
| Flavored Milk  | All Fat Tests     | Half Gallon   | 8495            | 2.83          | 8176            | 3.22          | 4926            | 2.18          |
| Flavored Milk  | All Fat Tests     | Gallon        | 2569            | 2.99          | 3058            | 3.08          | 5018            | 3.61          |
| Ice Cream      |                   | 14-16 oz      | 8524            | 3.56          | 10201           | 4.02          | 12901           | 3.60          |
| Ice Cream      |                   | 48-64 oz      | 13814           | 4.20          | 23969           | 4.35          | 19347           | 3.83          |
| Milk           | All Fat Tests     | Half Gallon   | 10083           | 2.33          | 9288            | 1.93          | 4473            | 1.92          |
| Milk           | All Fat Tests     | Gallon        | 7879            | 3.54          | 6896            | 3.98          | 9015            | 3.95          |
| Sour Cream     |                   | 16 oz         | 9796            | 2.25          | 9319            | 2.34          | 12312           | 2.25          |
| Sour Cream     |                   | 24 oz         | 5823            | 3.29          | 5199            | 2.97          | 5734            | 3.12          |
| Yogurt         | Greek             | 4-6 oz        | 14535           | 1.09          | 5619            | 1.12          | 12223           | 1.07          |
| Yogurt         | Yogurt            | 4-6 oz        | 6649            | 0.71          | 4601            | 0.64          | 4968            | 0.60          |
| Yogurt         | Greek             | 32 oz         | 5339            | 4.74          | 2200            | 4.09          | 6685            | 4.70          |
| Yogurt         | Yogurt            | 32 oz         | 6416            | 3.09          | 3330            | 2.97          | 3562            | 2.45          |



## 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 - 4.75    | 235             | 3.53          | 2.42 - 2.50    | 1707            | 2.44          |              |                 |               |
| Butter         |                   | 1 lb          | 2.99 - 6.99    | 945             | 4.69          | 3.96 - 5.74    | 4508            | 4.98          | 3.29 - 4.99  | 439             | 4.22          |
| Cheese         | Natural Varieties | 6-8 oz Block  | 1.77 - 3.99    | 2636            | 2.43          | 2.00 - 4.19    | 2914            | 2.58          | 1.99 - 3.49  | 877             | 2.24          |
| Cheese         | Natural Varieties | 6-8 oz Shred  | 1.77 - 3.99    | 2091            | 2.48          | 1.67 - 4.00    | 3819            | 2.61          | 1.99 - 2.50  | 457             | 2.15          |
| Cheese         | Natural Varieties | 6-8 oz Sliced | 2.00 - 4.49    | 2105            | 2.89          | 2.24 - 3.50    | 3089            | 2.74          | 2.00 - 3.00  | 297             | 2.58          |
| Cheese         | Natural Varieties | 1 lb Block    | 3.99 - 5.49    | 346             | 4.36          | 3.99 - 5.48    | 1935            | 5.02          | 2.99         | 105             | 2.99          |
| Cheese         | Natural Varieties | 1 lb Shred    | 3.49           | 442             | 3.49          | 2.99 - 4.99    | 1725            | 3.81          | 2.99 - 3.59  | 954             | 3.51          |
| Cheese         | Natural Varieties | 1 lb Sliced   |                |                 |               | 2.99           | 463             | 2.99          |              |                 |               |
| Cheese         | Natural Varieties | 2 lb Block    | 9.99           | 122             | 9.99          |                |                 |               |              |                 |               |
| Cheese         | Natural Varieties | 2 lb Shred    |                |                 |               | 7.38           | 1341            | 7.38          |              |                 |               |
| Cottage Cheese |                   | 16 oz         | 2.00 - 2.50    | 1332            | 2.36          | 2.00 - 2.88    | 3048            | 2.49          | 2.00 - 2.99  | 346             | 2.51          |
| Cottage Cheese |                   | 24 oz         | 3.99           | 183             | 3.99          | 2.94 - 3.99    | 5429            | 3.46          | 3.50 - 4.44  | 542             | 3.99          |
| Cream Cheese   |                   | 8 oz          | 1.69 - 4.00    | 1571            | 2.29          | 3.00           | 594             | 3.00          | 1.99 - 3.00  | 328             | 2.74          |
| Flavored Milk  | All Fat Tests     | Half Gallon   | 2.99           | 183             | 2.99          | 1.82 - 4.00    | 2682            | 2.91          | 2.49         | 83              | 2.49          |
| Flavored Milk  | All Fat Tests     | Gallon        |                |                 |               | 2.98           | 1341            | 2.98          |              |                 |               |
| Ice Cream      |                   | 14-16 oz      | 2.64 - 6.19    | 1990            | 3.78          | 1.50 - 4.48    | 3440            | 3.24          | 3.49 - 4.00  | 444             | 3.72          |
| Ice Cream      |                   | 48-64 oz      | 2.99 - 5.99    | 2601            | 4.10          | 2.27 - 8.32    | 6170            | 4.54          | 2.50 - 4.50  | 1398            | 3.08          |
| Milk           | All Fat Tests     | Half Gallon   |                |                 |               | 1.86 - 3.48    | 5364            | 2.71          | 2.49         | 83              | 2.49          |
| Milk           | All Fat Tests     | Gallon        | 3.58           | 496             | 3.58          | 2.97 - 5.50    | 4023            | 3.82          | 2.62 - 3.49  | 988             | 2.70          |
| Sour Cream     |                   | 16 oz         | 1.50 - 3.00    | 1939            | 2.22          | 1.97 - 2.64    | 4221            | 2.19          | 1.99 - 2.99  | 332             | 2.31          |
| Sour Cream     |                   | 24 oz         |                |                 |               | 2.74 - 3.99    | 2747            | 3.25          | 3.50 - 3.98  | 282             | 3.84          |
| Yogurt         | Greek             | 4-6 oz        | 1.00 - 1.50    | 1238            | 1.07          | 0.72 - 1.25    | 5520            | 1.09          | 0.79 - 1.25  | 912             | 1.04          |
| Yogurt         | Yogurt            | 4-6 oz        | 0.60 - 1.25    | 991             | 0.84          | 0.47 - 0.77    | 2588            | 0.71          | 0.60 - 0.80  | 763             | 0.67          |
| Yogurt         | Greek             | 32 oz         | 4.49 - 5.99    | 1241            | 5.02          | 3.54 - 5.58    | 3100            | 4.62          | 3.99         | 245             | 3.99          |
| Yogurt         | Yogurt            | 32 oz         | 2.19 - 5.10    | 563             | 3.71          | 1.98 - 3.27    | 2869            | 2.95          | 2.49 - 2.50  | 210             | 2.49          |



| 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         |                   | 8 oz          | 2.42               | 1221            | 2.42          |                |                 |               | 2.42           | 162             | 2.42          |
| Butter         |                   | 1 lb          | 2.99 - 5.74        | 2807            | 4.74          | 4.49 - 4.99    | 243             | 4.88          | 3.99           | 212             | 3.99          |
| Cheese         | Natural Varieties | 6-8 oz Block  | 1.54 - 3.14        | 2158            | 2.12          | 2.47           | 122             | 2.47          | 2.00 - 2.47    | 368             | 2.37          |
| Cheese         | Natural Varieties | 6-8 oz Shred  | 1.89 - 3.50        | 2652            | 2.22          | 2.47 - 2.99    | 339             | 2.71          | 1.79 - 3.50    | 497             | 2.31          |
| Cheese         | Natural Varieties | 6-8 oz Sliced | 1.89 - 3.50        | 3577            | 2.31          | 2.47 - 2.99    | 225             | 2.71          | 1.79 - 3.50    | 865             | 2.61          |
| Cheese         | Natural Varieties | 1 lb Block    | 3.59 - 4.22        | 1495            | 4.10          | 3.59 - 7.49    | 203             | 4.99          | 2.99 - 3.49    | 142             | 3.28          |
| Cheese         | Natural Varieties | 1 lb Shred    | 3.78 - 4.99        | 1282            | 3.84          | 2.99           | 307             | 2.99          | 5.64           | 162             | 5.64          |
| Cheese         | Natural Varieties | 1 lb Sliced   | 4.49               | 70              | 4.49          |                |                 |               | 4.49           | 123             | 4.49          |
| Cheese         | Natural Varieties | 2 lb Block    | 8.99               | 70              | 8.99          | 5.99 - 8.59    | 788             | 6.92          | 8.99           | 123             | 8.99          |
| Cheese         | Natural Varieties | 2 lb Shred    | 7.38               | 1221            | 7.38          | 5.99 - 9.49    | 1044            | 6.74          | 7.38           | 162             | 7.38          |
| Cottage Cheese |                   | 16 oz         | 1.79 - 2.88        | 1582            | 2.70          | 2.50 - 2.99    | 175             | 2.65          |                |                 |               |
| Cottage Cheese |                   | 24 oz         | 2.94 - 3.98        | 4954            | 3.70          |                |                 |               | 3.00 - 4.44    | 369             | 3.77          |
| Cream Cheese   |                   | 8 oz          | 0.99 - 2.99        | 2834            | 2.34          | 3.29           | 73              | 3.29          | 2.49 - 2.99    | 142             | 2.70          |
| Flavored Milk  | All Fat Tests     | Half Gallon   | 1.82 - 4.00        | 5127            | 2.88          | 1.97           | 122             | 1.97          | 1.50           | 287             | 1.50          |
| Flavored Milk  | All Fat Tests     | Gallon        | 2.98               | 1221            | 2.98          |                |                 |               |                |                 |               |
| Ice Cream      |                   | 14-16 oz      | 2.49 - 5.99        | 827             | 3.91          | 2.00 - 5.99    | 1174            | 4.03          | 1.97 - 4.99    | 580             | 3.09          |
| Ice Cream      |                   | 48-64 oz      | 2.39 - 6.50        | 1298            | 4.34          | 2.99 - 6.99    | 1359            | 3.84          | 3.49 - 4.99    | 915             | 4.01          |
| Milk           | All Fat Tests     | Half Gallon   | 1.49 - 2.99        | 4011            | 1.91          | 1.97           | 122             | 1.97          | 1.50 - 1.87    | 449             | 1.63          |
| Milk           | All Fat Tests     | Gallon        | 2.98 - 4.89        | 1381            | 3.20          | 3.56 - 3.82    | 970             | 3.69          |                |                 |               |
| Sour Cream     |                   | 16 oz         | 1.79 - 2.99        | 2829            | 2.31          | 2.50 - 2.74    | 177             | 2.57          | 2.49           | 287             | 2.49          |
| Sour Cream     |                   | 24 oz         | 2.74 - 3.72        | 2442            | 3.23          | 3.99           | 199             | 3.99          | 2.79 - 3.29    | 142             | 3.08          |
| Yogurt         | Greek             | 4-6 oz        | 0.72 - 1.67        | 5623            | 1.09          | 0.97 - 1.00    | 944             | 0.99          | 1.50           | 287             | 1.50          |
| Yogurt         | Yogurt            | 4-6 oz        | 0.77               | 1221            | 0.77          | 0.49           | 392             | 0.49          | 0.50 - 0.79    | 683             | 0.61          |
| Yogurt         | Greek             | 32 oz         | 4.99 - 5.99        | 284             | 5.37          | 3.99 - 5.99    | 175             | 5.38          | 3.97 - 5.00    | 285             | 4.41          |
| Yogurt         | Yogurt            | 32 oz         | 2.76 - 3.27        | 2442            | 3.01          | 2.97 - 4.99    | 298             | 4.22          |                |                 |               |



| 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          |             |                 |               |
| Cheese         | Natural Varieties | 6-8 oz Block  | 3.47 - 4.50 | 39              | 4.21          | 3.47        | 23              | 3.47          |
| Cheese         | Natural Varieties | 6-8 oz Shred  | 2.29 - 3.47 | 40              | 2.83          |             |                 |               |
| Cheese         | Natural Varieties | 6-8 oz Sliced | 3.36 - 4.18 | 40              | 3.61          | 3.47        | 23              | 3.47          |
| Cheese         | Natural Varieties | 2 lb Block    |             |                 |               | 11.49       | 23              | 11.49         |
| Cheese         | Natural Varieties | 2 lb Shred    | 8.86        | 9               | 8.86          |             |                 |               |
| Cottage Cheese |                   | 24 oz         | 3.49        | 11              | 3.49          |             |                 |               |
| Cream Cheese   |                   | 8 oz          | 2.50 - 3.49 | 20              | 3.04          |             |                 |               |
| Flavored Milk  | All Fat Tests     | Half Gallon   | 2.00        | 11              | 2.00          |             |                 |               |
| Flavored Milk  | All Fat Tests     | Gallon        |             |                 |               | 5.79        | 7               | 5.79          |
| Ice Cream      |                   | 14-16 oz      |             |                 |               | 2.99 - 5.99 | 69              | 4.49          |
| Ice Cream      |                   | 48-64 oz      | 5.99 - 6.97 | 20              | 6.53          | 4.99 - 7.99 | 53              | 6.37          |
| Milk           | All Fat Tests     | Half Gallon   | 1.99 - 2.78 | 31              | 2.22          | 3.50        | 23              | 3.50          |
| Milk           | All Fat Tests     | Gallon        | 2.47        | 11              | 2.47          | 5.98        | 10              | 5.98          |
| Sour Cream     |                   | 16 oz         | 2.49        | 11              | 2.49          |             |                 |               |
| Sour Cream     |                   | 24 oz         | 2.99        | 11              | 2.99          |             |                 |               |
| Yogurt         | Greek             | 4-6 oz        | 1.67        | 11              | 1.67          |             |                 |               |
| Yogurt         | Yogurt            | 4-6 oz        | 0.69        | 11              | 0.69          |             |                 |               |
| Yogurt         | Greek             | 32 oz         | 4.68        | 9               | 4.68          |             |                 |               |
| Yogurt         | Yogurt            | 32 oz         | 2.99        | 11              | 2.99          | 3.49        | 23              | 3.49          |



## 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          | 2888            | 6.30          | 3203            | 6.25          |                 |               |
| Cheese         | Natural Varieties | 6-8 oz Block  | 3363            | 4.02          | 1449            | 3.52          |                 |               |
| Cheese         | Natural Varieties | 6-8 oz Shred  | 2562            | 3.99          | 2670            | 2.98          | 228             | 3.00          |
| Cheese         | Natural Varieties | 6-8 oz Sliced | 3454            | 4.27          | 2442            | 2.98          |                 |               |
| Cottage Cheese |                   | 16 oz         | 234             | 4.99          | 232             | 5.13          |                 |               |
| Cream Cheese   |                   | 8 oz          | 176             | 4.49          | 218             | 4.49          | 1421            | 3.29          |
| Flavored Milk  | All Fat Tests     | Half Gallon   | 459             | 6.12          | 459             | 6.03          |                 |               |
| Ice Cream      |                   | 14-16 oz      | 107             | 5.99          | 107             | 5.99          | 107             | 7.49          |
| Ice Cream      |                   | 48-64 oz      | 384             | 8.43          | 323             | 8.57          |                 |               |
| Milk           | All Fat Tests     | Half Gallon   | 3273            | 5.49          | 5867            | 4.56          | 1804            | 4.22          |
| Milk           | All Fat Tests     | Gallon        | 1221            | 8.97          | 1221            | 8.97          | 2613            | 7.69          |
| Sour Cream     |                   | 16 oz         |                 |               |                 |               | 107             | 3.99          |
| Yogurt         | Yogurt            | 4-6 oz        | 400             | 2.03          | 216             | 1.96          |                 |               |
| Yogurt         | Greek             | 32 oz         |                 |               | 107             | 6.99          | 1507            | 6.72          |
| Yogurt         | Yogurt            | 32 oz         | 1048            | 4.71          | 905             | 4.89          | 153             | 4.04          |

## 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          | 6.99 - 7.99    | 245             | 7.23          | 6.24           | 1341            | 6.24          |              |                 |               |
| Cheese         | Natural Varieties | 6-8 oz Block  | 6.49 - 8.09    | 244             | 7.29          | 2.98 - 7.09    | 1513            | 3.44          | 6.49 - 8.49  | 201             | 7.16          |
| Cheese         | Natural Varieties | 6-8 oz Shred  |                |                 |               | 2.98           | 1341            | 2.98          |              |                 |               |
| Cheese         | Natural Varieties | 6-8 oz Sliced |                |                 |               | 2.98           | 1341            | 2.98          | 5.25         | 892             | 5.25          |
| Cottage Cheese |                   | 16 oz         |                |                 |               |                |                 |               | 4.99         | 67              | 4.99          |
| Cream Cheese   |                   | 8 oz          |                |                 |               |                |                 |               | 4.49         | 67              | 4.49          |
| Flavored Milk  | All Fat Tests     | Half Gallon   | 5.99           | 122             | 5.99          | 6.49           | 86              | 6.49          | 6.54         | 67              | 6.54          |
| Ice Cream      |                   | 48-64 oz      | 9.59           | 122             | 9.59          | 7.79           | 86              | 7.79          | 7.99         | 67              | 7.99          |
| Milk           | All Fat Tests     | Half Gallon   | 6.79           | 183             | 6.79          | 5.47 - 6.66    | 1427            | 5.54          |              |                 |               |
| Yogurt         | Yogurt            | 32 oz         | 4.29 - 4.77    | 200             | 4.58          | 4.77 - 4.99    | 138             | 4.85          | 4.29 - 6.10  | 201             | 5.05          |



| 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         |                   | 1 lb          | 4.99 - 6.24        | 1291            | 6.17          |                |                 |               |                |                 |               |
| Cheese         | Natural Varieties | 6-8 oz Block  | 2.98 - 7.46        | 1296            | 3.24          | 8.09           | 109             | 8.09          |                |                 |               |
| Cheese         | Natural Varieties | 6-8 oz Shred  | 5.09               | 1221            | 5.09          |                |                 |               |                |                 |               |
| Cheese         | Natural Varieties | 6-8 oz Sliced | 4.98               | 1221            | 4.98          |                |                 |               |                |                 |               |
| Cottage Cheese |                   | 16 oz         | 4.99               | 167             | 4.99          |                |                 |               |                |                 |               |
| Cream Cheese   |                   | 8 oz          |                    |                 |               | 4.49           | 109             | 4.49          |                |                 |               |
| Flavored Milk  | All Fat Tests     | Half Gallon   | 5.89               | 75              | 5.89          | 5.89           | 109             | 5.89          |                |                 |               |
| Ice Cream      |                   | 14-16 oz      | 5.99               | 107             | 5.99          |                |                 |               |                |                 |               |
| Ice Cream      |                   | 48-64 oz      |                    |                 |               | 7.91           | 109             | 7.91          |                |                 |               |
| Milk           | All Fat Tests     | Half Gallon   | 5.47               | 1221            | 5.47          | 4.76 - 5.99    | 271             | 5.30          | 4.12           | 162             | 4.12          |
| Milk           | All Fat Tests     | Gallon        | 8.97               | 1221            | 8.97          |                |                 |               |                |                 |               |
| Yogurt         | Yogurt            | 4-6 oz        | 2.25               | 107             | 2.25          | 1.43 - 2.25    | 293             | 1.94          |                |                 |               |
| Yogurt         | Yogurt            | 32 oz         | 4.99               | 107             | 4.99          | 4.29 - 4.56    | 402             | 4.49          |                |                 |               |

| 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    |               | 1 lb        | 6.99        | 11              | 6.99          |             |                 |               |
| Milk      | All Fat Tests | Half Gallon | 4.82        | 9               | 4.82          |             |                 |               |

### 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.