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Advertised Prices for Dairy Products at Major Retail Supermarket Outlets ending during the period of 2/9/2024 to 2/15/2024

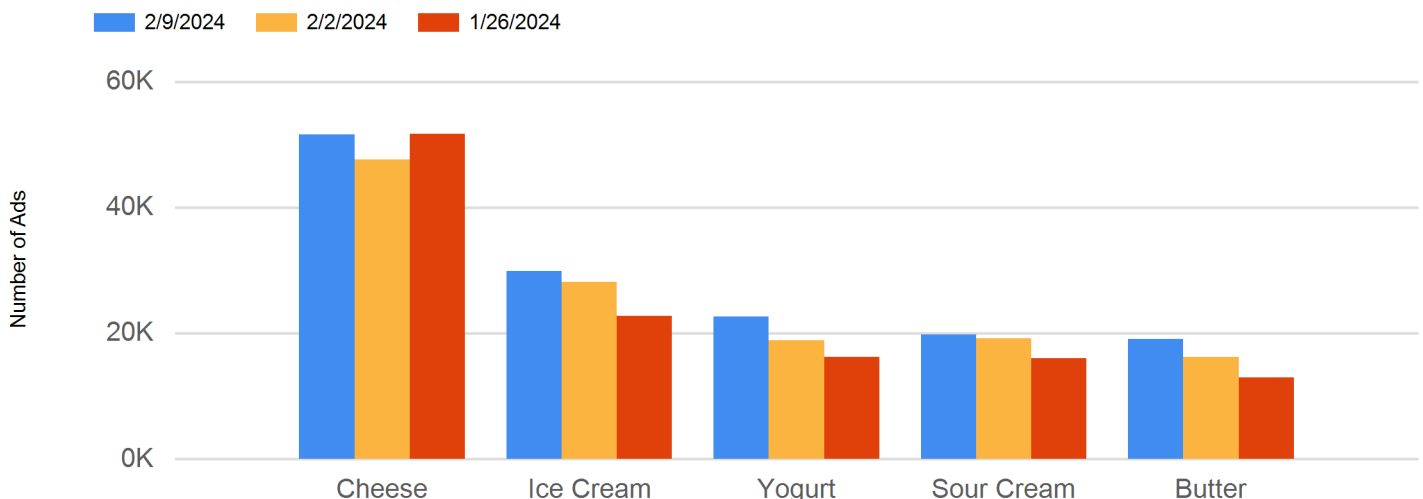
The number of conventional retail ads increased by 2 percent during this week's survey, while organic ads decreased by 15 percent. The most advertised conventional dairy item found in this week's survey was ice cream in 48-64-ounce containers. Ads for this item increased 16 percent, while the weighted average advertise price declined by 34 cents. The number of cream cheese ads increased by 110 percent from last week, more than any other conventional commodity.

Cheese remained the most advertised conventional commodity this week. Conventional cheese ads increased by 3 percent from last week, while organic cheese ads increased by 266 percent. This week's survey contained 50 percent more ads for conventional 6-8-oz shred style cheese than last week. The weighted average advertised price for this item was \$2.40. Ads for organic shred style cheese in 6-8-ounce packages increased 35 percent this week. The weighted average advertised price for this item was \$4.72.

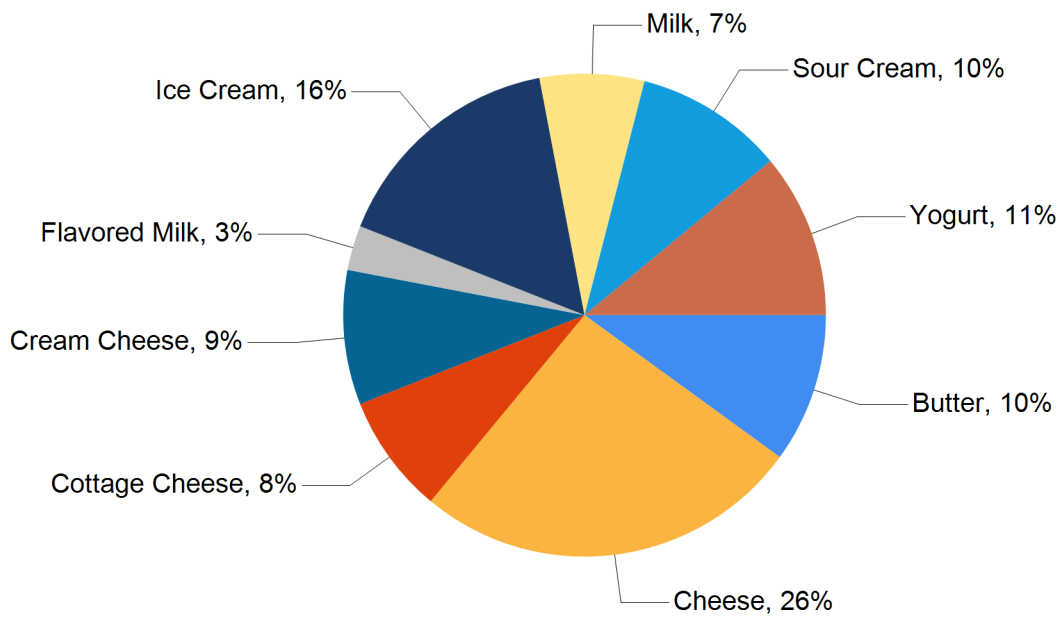
Conventional yogurt ad numbers fell below those of ice cream this week, causing yogurt to become the third most advertised conventional commodity this week. Conventional yogurt ads declined by 25 percent, while organic yogurt was present in 57 percent fewer ads this week. The most advertised conventional yogurt item this week was Greek yogurt in 4-6-ounce containers. The number of ads for this commodity declined by 3 percent from week 5, and the weighted average advertised price increased by 14 cents reaching \$1.13.

The number of ads for conventional and organic milk increased this week. Conventional milk was present in 10 percent more ads than last week, while organic milk appeared in 35 percent more ads. Gallons were the most advertised conventional milk item in this week's survey, as total ads increased 10 percent from last week. The weighted average advertised price for gallons of conventional milk was \$3.63, while organic milk gallons had a weighted average advertised price of \$6.99. The organic premium for this item was \$3.36.

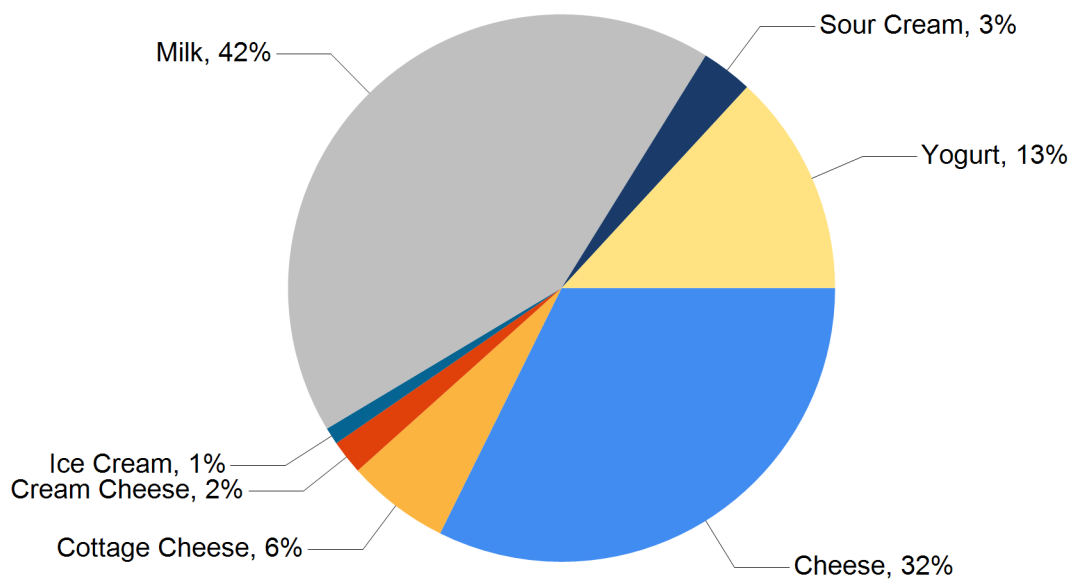
Top 5 Commodities Featured This Week



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	2385	2.78	3230	2.49	279	4.01
Butter		1 lb	16671	4.53	12716	4.81	8655	4.49
Cheese	Natural Varieties	6-8 oz Block	8874	2.28	12166	2.55	11745	2.25
Cheese	Natural Varieties	6-8 oz Shred	14245	2.40	9489	2.43	11633	2.41
Cheese	Natural Varieties	6-8 oz Sliced	9788	2.69	7502	2.45	7524	2.42
Cheese	Natural Varieties	1 lb Block	4480	3.60	2997	3.55	724	3.89
Cheese	Natural Varieties	1 lb Shred	2993	3.66	7243	4.09	353	3.95
Cheese	Natural Varieties	1 lb Sliced	776	4.38	1412	2.99	287	2.79
Cheese	Natural Varieties	2 lb Block	2848	9.29	3635	10.95	1930	6.82
Cheese	Natural Varieties	2 lb Shred	3984	7.37	2161	6.99	3223	7.19
Cottage Cheese		16 oz	7006	2.43	9566	2.30	1804	2.73
Cottage Cheese		24 oz	7262	3.29	10284	3.26	726	3.57
Cream Cheese		8 oz	16729	2.37	7966	2.39	7481	2.55
Flavored Milk	All Fat Tests	Half Gallon	3866	2.33	2562	1.74	186	3.49
Flavored Milk	All Fat Tests	Gallon	2562	2.89	3903	3.23		
Ice Cream		14-16 oz	10408	3.24	11338	3.61	5442	3.66
Ice Cream		48-64 oz	19400	3.81	16668	4.15	14100	3.64
Milk	All Fat Tests	Half Gallon	4852	2.31	4381	1.86	1295	1.48
Milk	All Fat Tests	Gallon	8289	3.63	7512	3.43	3255	3.46
Sour Cream		16 oz	16492	2.16	13182	2.18	7317	2.26
Sour Cream		24 oz	2897	3.03	5885	3.12	799	3.26
Yogurt	Greek	4-6 oz	9651	1.13	9984	0.99	6266	1.03
Yogurt	Yogurt	4-6 oz	3252	0.65	5836	0.55	3473	0.63
Yogurt	Greek	32 oz	4809	4.32	5523	4.77	704	5.29
Yogurt	Yogurt	32 oz	3542	2.81	6902	2.84	314	5.35



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				2.26 - 2.29	1394	2.26	3.49	664	3.49
Butter		1 lb	3.49 - 5.49	1309	4.28	3.98 - 5.28	5962	4.55	2.99 - 5.49	1749	4.14
Cheese	Natural Varieties	6-8 oz Block	1.49 - 4.75	2661	2.48	1.67 - 4.04	2752	2.25	1.50 - 2.29	862	1.96
Cheese	Natural Varieties	6-8 oz Shred	1.49 - 3.50	2812	2.22	1.67 - 3.50	3991	2.54	1.50 - 3.50	2189	2.28
Cheese	Natural Varieties	6-8 oz Sliced	1.97 - 3.50	1430	2.77	1.89 - 3.50	1953	2.41	1.99 - 3.50	1310	2.77
Cheese	Natural Varieties	1 lb Block	3.99	107	3.99	2.98 - 3.68	1991	3.57	3.50	664	3.50
Cheese	Natural Varieties	1 lb Shred				2.98 - 3.99	1595	3.73	3.50 - 4.29	778	3.62
Cheese	Natural Varieties	1 lb Sliced	5.99	272	5.99						
Cheese	Natural Varieties	2 lb Block	7.99	324	7.99				8.49	188	8.49
Cheese	Natural Varieties	2 lb Shred	9.99	190	9.99	7.48	1341	7.48	7.99 - 8.49	318	8.29
Cottage Cheese		16 oz	2.00 - 3.99	1161	2.59	1.98 - 2.88	3097	2.41	2.00	83	2.00
Cottage Cheese		24 oz	3.99	59	3.99	2.67 - 3.78	4023	3.31	2.50 - 3.99	686	3.40
Cream Cheese		8 oz	1.39 - 3.00	2125	2.57	1.86 - 3.00	5986	2.41	1.29 - 2.50	2038	2.20
Flavored Milk	All Fat Tests	Half Gallon				1.66	1341	1.66	3.00	83	3.00
Flavored Milk	All Fat Tests	Gallon				2.76	1341	2.76			
Ice Cream		14-16 oz	3.00 - 4.49	1356	3.79	1.63 - 4.49	3941	3.07	2.99 - 5.00	810	4.02
Ice Cream		48-64 oz	2.49 - 5.99	1989	3.26	2.50 - 8.32	6521	4.36	2.49 - 5.88	3465	3.15
Milk	All Fat Tests	Half Gallon				1.66 - 3.38	2682	2.52	1.49 - 3.00	311	2.04
Milk	All Fat Tests	Gallon	3.17 - 3.44	992	3.31	2.76	1341	2.76	2.66 - 2.99	1006	2.70
Sour Cream		16 oz	1.69 - 3.49	2660	2.31	1.49 - 2.50	4927	2.09	1.25 - 2.50	1662	1.82
Sour Cream		24 oz				2.56	1341	2.56	2.50	83	2.50
Yogurt	Greek	4-6 oz	0.80 - 1.25	1041	1.06	1.00 - 1.25	5603	1.12	0.99 - 1.25	747	1.18
Yogurt	Yogurt	4-6 oz	0.50 - 1.00	1068	0.75				0.60	763	0.60
Yogurt	Greek	32 oz	4.99 - 5.99	737	5.45	3.54 - 4.99	1878	3.78	3.99 - 5.69	359	4.53
Yogurt	Yogurt	32 oz	2.19 - 2.99	448	2.66	2.36 - 5.49	1569	2.81	5.99	188	5.99



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				3.49 - 3.59	255	3.53	3.49	61	3.49
Butter		1 lb	2.99 - 5.74	5450	4.87	2.99 - 4.99	1459	3.87	3.99 - 4.99	663	4.42
Cheese	Natural Varieties	6-8 oz Block	1.29 - 3.50	1721	2.04	1.97 - 4.09	534	2.54	2.47	287	2.47
Cheese	Natural Varieties	6-8 oz Shred	1.29 - 3.50	2648	2.33	1.97 - 3.50	1662	2.68	1.99 - 2.49	886	2.22
Cheese	Natural Varieties	6-8 oz Sliced	1.99 - 5.30	3722	2.76	1.97 - 3.50	790	2.77	2.47 - 2.99	549	2.60
Cheese	Natural Varieties	1 lb Block	3.50 - 3.68	1591	3.64	3.99	55	3.99	3.50	61	3.50
Cheese	Natural Varieties	1 lb Shred	3.50	370	3.50	3.99	55	3.99	3.50	184	3.50
Cheese	Natural Varieties	1 lb Sliced	3.50	370	3.50				3.50	123	3.50
Cheese	Natural Varieties	2 lb Block	12.48	1221	12.48	5.97 - 5.99	561	5.98	5.99 - 6.99	532	6.61
Cheese	Natural Varieties	2 lb Shred	7.48	1221	7.48	5.97 - 6.99	616	6.07	6.49	287	6.49
Cottage Cheese		16 oz	1.98 - 2.88	2549	2.41	2.99	55	2.99	1.49	61	1.49
Cottage Cheese		24 oz	2.67 - 3.78	2494	3.22						
Cream Cheese		8 oz	1.69 - 3.00	3855	2.27	1.99 - 3.50	1781	2.41	1.99 - 2.99	889	2.29
Flavored Milk	All Fat Tests	Half Gallon	1.82 - 3.54	2442	2.68						
Flavored Milk	All Fat Tests	Gallon	3.03	1221	3.03						
Ice Cream		14-16 oz	1.63 - 4.00	2927	3.00	0.99 - 3.99	1192	2.84	4.49	131	4.49
Ice Cream		48-64 oz	2.49 - 7.49	4938	3.90	2.49 - 7.49	1878	3.60	2.50 - 3.99	580	3.40
Milk	All Fat Tests	Half Gallon	1.82 - 2.99	1381	1.96	2.69 - 2.79	307	2.73	1.58	162	1.58
Milk	All Fat Tests	Gallon	3.03 - 4.96	3663	4.26	3.46 - 3.99	1277	3.72			
Sour Cream		16 oz	1.49 - 3.29	5109	2.26	1.49 - 2.99	1376	2.25	1.49 - 2.69	724	1.91
Sour Cream		24 oz	2.99 - 3.48	1273	3.46	3.49 - 3.99	139	3.73	3.49	61	3.49
Yogurt	Greek	4-6 oz	0.88 - 1.25	1889	1.18	0.88 - 1.25	176	1.10	1.10 - 1.25	184	1.20
Yogurt	Yogurt	4-6 oz	0.60	293	0.60	0.49 - 0.88	830	0.57	0.70	287	0.70
Yogurt	Greek	32 oz	3.54 - 5.49	1281	3.63	4.49 - 7.37	554	6.12			
Yogurt	Yogurt	32 oz	2.36	1221	2.36	2.87 - 2.99	116	2.93			



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	4.49	11	4.49			
Butter		1 lb	4.59 - 5.99	33	5.19	3.99 - 4.99	46	4.49
Cheese	Natural Varieties	6-8 oz Block	2.97	11	2.97	2.47 - 2.50	46	2.48
Cheese	Natural Varieties	6-8 oz Shred	2.49	11	2.49	2.47 - 2.50	46	2.48
Cheese	Natural Varieties	6-8 oz Sliced	2.97	11	2.97	2.47	23	2.47
Cheese	Natural Varieties	1 lb Block	3.99	11	3.99			
Cheese	Natural Varieties	1 lb Shred	3.99	11	3.99			
Cheese	Natural Varieties	1 lb Sliced	3.99	11	3.99			
Cheese	Natural Varieties	2 lb Block	7.49 - 8.99	22	8.24			
Cheese	Natural Varieties	2 lb Shred	7.49	11	7.49			
Cream Cheese		8 oz	2.49	22	2.49	2.99 - 3.22	33	3.06
Ice Cream		14-16 oz	9.99	28	9.99	5.49	23	5.49
Ice Cream		48-64 oz	3.00 - 3.99	22	3.50	5.99	7	5.99
Milk	All Fat Tests	Half Gallon	2.78	9	2.78			
Milk	All Fat Tests	Gallon				5.98	10	5.98
Sour Cream		16 oz	2.49	11	2.49	3.50	23	3.50
Yogurt	Greek	4-6 oz	1.50	11	1.50			
Yogurt	Yogurt	4-6 oz	0.80	11	0.80			



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			307	6.35	153	5.52
Cheese	Natural Varieties	6-8 oz Block	1341	2.98			543	3.92
Cheese	Natural Varieties	6-8 oz Shred	519	4.72	384	4.87	913	3.97
Cheese	Natural Varieties	6-8 oz Sliced	1785	3.67	612	5.08	682	4.21
Cottage Cheese		16 oz	710	4.78	576	4.64	352	4.67
Cream Cheese		8 oz	253	3.99	173	4.00		
Flavored Milk	All Fat Tests	Half Gallon			2682	5.14		
Flavored Milk	All Fat Tests	Gallon			1341	8.34		
Ice Cream		14-16 oz	107	5.99	107	5.99		
Ice Cream		48-64 oz			75	10.49	33	11.99
Milk	All Fat Tests	Half Gallon	4427	4.84	2968	4.27	396	5.51
Milk	All Fat Tests	Gallon	298	6.99	536	6.32	1773	5.72
Sour Cream		16 oz	387	3.82	107	4.00	109	3.77
Yogurt	Yogurt	4-6 oz	60	1.25	107	1.50		
Yogurt	Greek	32 oz			1928	6.18	109	6.92
Yogurt	Yogurt	32 oz	1400	4.44	1380	4.00		

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
Cheese	Natural Varieties	6-8 oz Block				2.98	1341	2.98			
Cheese	Natural Varieties	6-8 oz Shred	4.99	122	4.99	5.49	86	5.49	3.99 - 4.49	127	4.25
Cheese	Natural Varieties	6-8 oz Sliced	6.69	122	6.69	2.98 - 6.19	1427	3.17	3.99 - 5.30	127	4.68
Cottage Cheese		16 oz	5.09	122	5.09	4.99 - 5.09	138	5.05	4.58	67	4.58
Milk	All Fat Tests	Half Gallon	4.99	297	4.99	3.99 - 5.32	2338	4.75			
Milk	All Fat Tests	Gallon							6.99	114	6.99
Sour Cream		16 oz				3.69 - 4.00	280	3.75			
Yogurt	Yogurt	4-6 oz	1.25	60	1.25						
Yogurt	Yogurt	32 oz	4.00	59	4.00	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
Cheese	Natural Varieties	6-8 oz Shred	4.49	75	4.49	4.49	109	4.49			
Cheese	Natural Varieties	6-8 oz Sliced				5.57	109	5.57			
Cottage Cheese		16 oz	4.39 - 4.99	274	4.63	4.58	109	4.58			
Cream Cheese		8 oz	4.00	107	4.00	3.99	146	3.99			
Ice Cream		14-16 oz	5.99	107	5.99						
Milk	All Fat Tests	Half Gallon	3.99 - 5.32	1328	5.21	3.99 - 4.31	293	4.11	3.98	162	3.98
Milk	All Fat Tests	Gallon				6.99	184	6.99			
Sour Cream		16 oz	4.00	107	4.00						

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.