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Advertised Prices for Dairy Products at Major Retail Supermarket Outlets ending during the period of 5/30/2025 to 6/5/2025

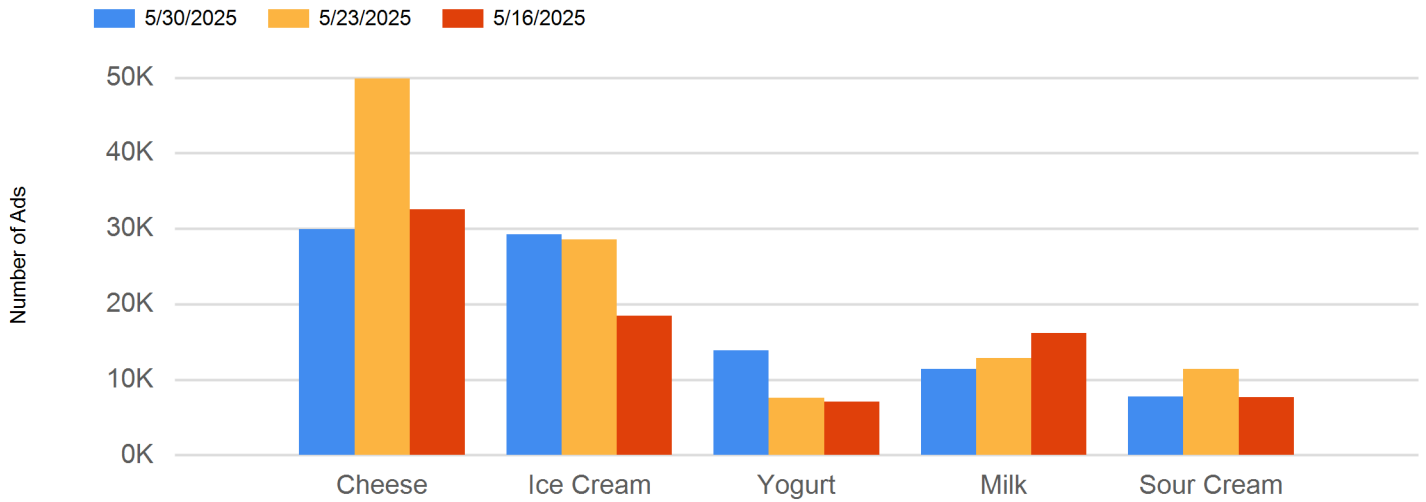
Total conventional dairy ads decreased 24 percent in the Week 22 retail ad survey, while the number of organic dairy ads grew 23 percent. Cheese is the most advertised conventional dairy commodity, despite a 41 percent decrease in ads from last week. The most advertised organic dairy commodity, milk, appeared in 51 percent fewer ads this week. Total ads for most conventional dairy commodities declined from the prior survey, as ad numbers only increased for ice cream, yogurt, and milk.

The number of ads for the second most advertised organic commodity, cheese, grew 59 percent. The most advertised conventional cheese product was 6-8-ounce shred style, despite total ads declining 41 percent. The weighted average advertised price (average price) for 6-8-ounce shred style cheese was \$2.48. Organic 6-8-ounce shred style cheese was not present in the week 21 retail ad survey but had an average price of \$4.71 this week. The organic premium for this product was \$2.23.

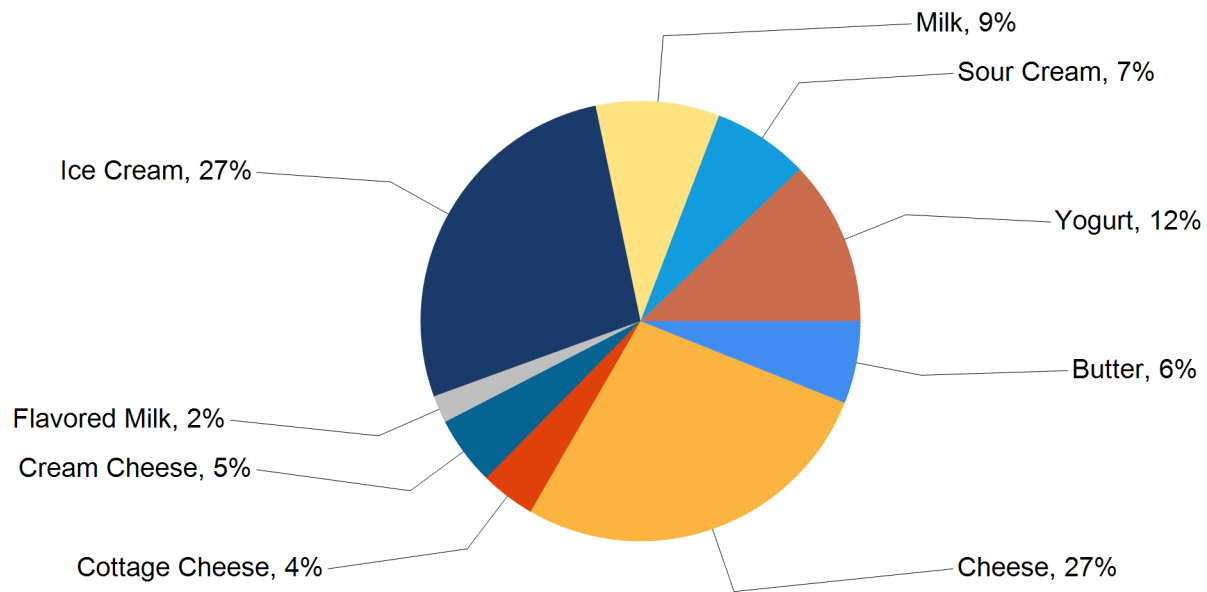
Ice cream ads increased 2 percent this week, remaining the second most advertised conventional dairy product, were nearly on par with the number of conventional cheese ads. Organic ice cream ads increased 4 percent. Total ads for the most advertised conventional ice cream product, 48-64-ounce containers, decreased 7 percent. Meanwhile, ads for this item's organic counterpart grew 57 percent. The average price for conventional 48-64-ounce ice cream was up 32 cents to \$4.22. Organic 48-64-ounce ice cream's average price decreased 83 cents to \$7.99, creating an organic premium of \$3.77.

In both the conventional and organic segments, yogurt was the third most advertised dairy commodity in the week 22 survey. The number of conventional yogurt ads increased 23 percent, and organic yogurt ads were up 31 percent. Total ads for 4-6-ounce Greek yogurt, the most advertised conventional yogurt product, grew 3 percent. The average price for this item was \$1.14, up 3 cents from last week. There were no ads for 4-6-ounce organic Greek yogurt present in this week's survey.

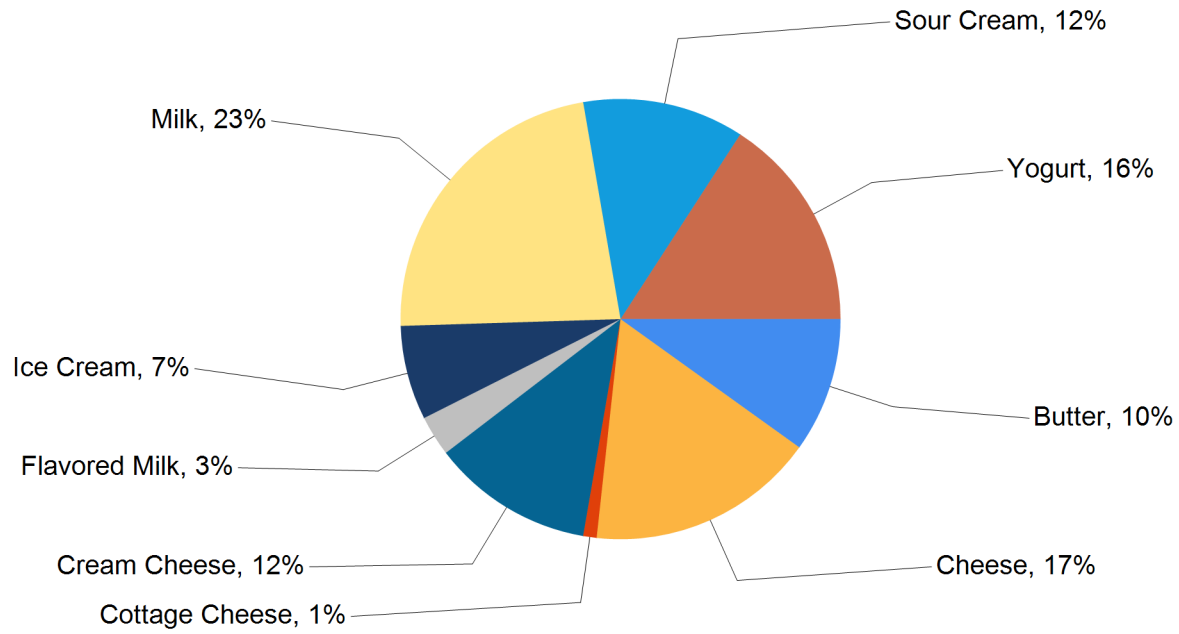
Top 5 Commodities Featured This Week



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	205	3.55	271	3.40	1004	2.75
Butter		1 lb	6293	4.36	8468	4.18	4033	4.26
Cheese	Natural Varieties	6-8 oz Block	3767	2.53	5241	2.56	6944	2.66
Cheese	Natural Varieties	6-8 oz Shred	7302	2.48	12354	2.34	7389	2.59
Cheese	Natural Varieties	6-8 oz Sliced	5384	2.90	15210	2.61	8923	2.74
Cheese	Natural Varieties	1 lb Block	1598	4.34	1520	4.97	655	4.37
Cheese	Natural Varieties	1 lb Shred	5438	3.73	9836	4.11	1684	3.90
Cheese	Natural Varieties	1 lb Sliced	1254	5.74	1011	3.09	1345	5.99
Cheese	Natural Varieties	2 lb Block	1544	6.31	757	7.87	2736	6.28
Cheese	Natural Varieties	2 lb Shred	2523	6.70	3302	7.36	3790	6.54
Cottage Cheese		16 oz	2341	2.90	2278	2.54	2726	2.36
Cottage Cheese		24 oz	1723	3.23	1992	3.02	2467	3.43
Cream Cheese		8 oz	5280	3.09	11557	2.77	1798	3.00
Flavored Milk	All Fat Tests	Half Gallon	1953	1.40	2740	1.75	612	3.82
Flavored Milk	All Fat Tests	Gallon	191	5.03	3013	2.93	757	3.50
Ice Cream		14-16 oz	11277	4.12	9278	4.36	11808	3.76
Ice Cream		48-64 oz	17489	4.22	18837	3.90	16396	3.78
Milk	All Fat Tests	Half Gallon	3848	1.56	4149	1.90	2727	1.78
Milk	All Fat Tests	Gallon	6116	2.93	5655	3.09	7235	3.16
Sour Cream		16 oz	4522	2.19	7319	2.22	6710	2.28
Sour Cream		24 oz	2511	3.40	4068	3.18	627	2.92
Yogurt	Greek	4-6 oz	6095	1.14	5926	1.11	6022	1.11
Yogurt	Yogurt	4-6 oz	4716	0.59	2894	0.76	5993	0.62
Yogurt	Greek	32 oz	800	5.49	626	4.52	991	4.58
Yogurt	Yogurt	32 oz	1260	3.08	1038	3.63	2312	3.56



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	2.50 - 4.49	205	3.55						
Butter		1 lb	3.47 - 4.99	1279	4.44	3.69 - 4.99	1601	4.60	3.99 - 4.99	852	4.21
Cheese	Natural Varieties	6-8 oz Block	1.97 - 4.69	960	2.74	1.49 - 2.50	1063	1.99	1.99 - 3.50	1090	2.69
Cheese	Natural Varieties	6-8 oz Shred	1.97 - 2.99	1935	2.29	1.49 - 3.00	2885	2.41	1.99 - 3.50	1920	2.63
Cheese	Natural Varieties	6-8 oz Sliced	1.97 - 3.86	1396	2.44	1.67 - 3.99	2060	2.97	1.67 - 4.59	1205	3.03
Cheese	Natural Varieties	1 lb Block	3.99	78	3.99	6.99	74	6.99	3.78 - 6.99	988	4.09
Cheese	Natural Varieties	1 lb Shred	3.59 - 4.69	517	3.75	3.00 - 4.69	1938	3.99	3.00 - 4.99	1482	3.55
Cheese	Natural Varieties	1 lb Sliced				5.99	945	5.99			
Cheese	Natural Varieties	2 lb Shred	8.99	190	8.99				6.96	892	6.96
Cottage Cheese		16 oz	2.29 - 3.99	1121	2.93				2.00 - 2.99	520	2.60
Cottage Cheese		24 oz	2.49 - 3.29	296	2.78	2.99	945	2.99	3.99	130	3.99
Cream Cheese		8 oz	1.67 - 3.99	1014	2.94	3.00 - 3.49	1482	3.47	1.99 - 4.00	1128	2.98
Flavored Milk	All Fat Tests	Half Gallon				1.39	463	1.39	1.39	664	1.39
Flavored Milk	All Fat Tests	Gallon							4.99	188	4.99
Ice Cream		14-16 oz	2.50 - 5.49	2347	3.93	2.99 - 6.99	2858	5.16	2.99 - 4.99	1335	3.53
Ice Cream		48-64 oz	2.47 - 5.99	1962	3.64	2.99 - 7.26	6729	4.57	2.99 - 5.00	2437	3.50
Milk	All Fat Tests	Half Gallon				1.39	463	1.39	1.39 - 1.50	1617	1.43
Milk	All Fat Tests	Gallon	3.55 - 3.85	992	3.70	2.87	1341	2.87	2.43 - 3.99	1080	2.70
Sour Cream		16 oz	1.69 - 2.69	2366	2.33	1.19 - 2.75	492	1.56	2.00 - 2.88	401	2.57
Sour Cream		24 oz	3.79	86	3.79	2.49 - 3.79	575	3.01	3.34 - 3.49	1091	3.37
Yogurt	Greek	4-6 oz	0.88 - 1.75	1928	1.18	0.88 - 1.25	1425	0.94	1.00 - 1.33	736	1.25
Yogurt	Yogurt	4-6 oz	0.50 - 1.33	642	0.83	0.50 - 0.70	1408	0.63	0.49 - 0.59	1277	0.52
Yogurt	Greek	32 oz	5.79	162	5.79	5.99	366	5.99			
Yogurt	Yogurt	32 oz	2.49 - 3.49	714	3.14	3.00 - 3.49	200	3.18			



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	3.48 - 5.99	887	4.11	3.99 - 5.99	908	4.46	3.99	744	3.99
Cheese	Natural Varieties	6-8 oz Block	2.49 - 3.32	401	2.65	1.99 - 2.49	168	2.27	4.98	81	4.98
Cheese	Natural Varieties	6-8 oz Shred	2.29	103	2.29	1.99 - 3.50	454	3.07			
Cheese	Natural Varieties	6-8 oz Sliced	2.29 - 2.50	121	2.39	2.97 - 3.50	389	3.33	3.00 - 5.48	204	3.98
Cheese	Natural Varieties	1 lb Block	3.49	107	3.49	3.50	53	3.50	4.99	287	4.99
Cheese	Natural Varieties	1 lb Shred	3.00 - 3.59	821	3.26	3.00 - 3.59	198	3.28	3.00 - 4.99	471	4.21
Cheese	Natural Varieties	1 lb Sliced							4.99	287	4.99
Cheese	Natural Varieties	2 lb Block	5.77 - 8.97	334	7.13	5.97 - 8.99	625	6.36	4.99 - 6.99	549	5.71
Cheese	Natural Varieties	2 lb Shred	5.77 - 8.97	460	6.82	5.99 - 8.99	529	6.44	4.99 - 5.99	418	5.30
Cottage Cheese		16 oz	1.69 - 2.50	233	2.13	1.99	80	1.99	2.50 - 3.99	348	3.73
Cottage Cheese		24 oz				3.99	352	3.99			
Cream Cheese		8 oz	1.78 - 3.50	451	2.84	1.99 - 3.99	854	3.26	1.99	287	1.99
Flavored Milk	All Fat Tests	Half Gallon	1.29	255	1.29	1.29 - 1.69	223	1.47	1.39 - 1.50	348	1.48
Ice Cream		14-16 oz	2.77 - 6.99	1458	4.13	2.97 - 5.75	2455	3.51	2.99 - 7.49	724	3.55
Ice Cream		48-64 oz	2.95 - 7.26	3517	4.93	2.50 - 5.99	1967	3.47	2.99 - 3.98	764	3.42
Milk	All Fat Tests	Half Gallon	1.29 - 2.99	600	1.80	1.29 - 1.97	697	1.81	1.39 - 1.50	471	1.46
Milk	All Fat Tests	Gallon	2.72	1221	2.72	2.44 - 3.29	1157	2.70	2.72 - 2.99	293	2.84
Sour Cream		16 oz	1.69 - 3.49	298	2.43	1.49 - 2.50	879	2.00	1.48	81	1.48
Sour Cream		24 oz	2.99 - 3.49	266	3.18	3.98 - 3.99	195	3.98	3.99	287	3.99
Yogurt	Greek	4-6 oz	1.00 - 1.50	567	1.25	0.99 - 1.25	1278	1.14	1.25 - 2.00	122	1.63
Yogurt	Yogurt	4-6 oz	0.37 - 0.50	547	0.47	0.50	410	0.50	0.50 - 0.60	410	0.57
Yogurt	Greek	32 oz	5.99	68	5.99	2.97 - 5.99	202	4.17			
Yogurt	Yogurt	32 oz				2.50 - 3.49	346	2.90			



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	4.49 - 4.99	22	4.74			
Cheese	Natural Varieties	6-8 oz Block	3.50 - 3.99	4	3.75			
Cheese	Natural Varieties	6-8 oz Shred	3.28 - 3.50	5	3.37			
Cheese	Natural Varieties	6-8 oz Sliced	2.99 - 4.49	9	3.75			
Cheese	Natural Varieties	1 lb Block	5.99	11	5.99			
Cheese	Natural Varieties	1 lb Shred	5.99	11	5.99			
Cheese	Natural Varieties	1 lb Sliced	3.50 - 5.99	22	4.75			
Cheese	Natural Varieties	2 lb Block	5.99 - 8.99	13	6.45	6.97	23	6.97
Cheese	Natural Varieties	2 lb Shred	5.99	11	5.99	6.97	23	6.97
Cottage Cheese		16 oz	4.49 - 5.49	39	5.21			
Cream Cheese		8 oz	2.49 - 3.79	31	2.95	3.99	33	3.99
Flavored Milk	All Fat Tests	Gallon				7.79	3	7.79
Ice Cream		14-16 oz	3.99 - 8.29	50	6.40	4.49 - 6.47	50	5.34
Ice Cream		48-64 oz	3.99 - 7.49	76	5.65	4.99 - 7.99	37	5.85
Milk	All Fat Tests	Gallon	3.29 - 8.49	29	5.24	7.79	3	7.79
Sour Cream		16 oz	2.99	5	2.99			
Sour Cream		24 oz	4.49	11	4.49			
Yogurt	Greek	4-6 oz	1.25 - 2.00	16	1.77	2.00	23	2.00
Yogurt	Yogurt	4-6 oz	0.60 - 0.70	22	0.65			
Yogurt	Greek	32 oz	7.49	2	7.49			



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	644	7.31	89	6.99		
Cheese	Natural Varieties	6-8 oz Block	635	5.90			287	3.79
Cheese	Natural Varieties	6-8 oz Shred	456	4.71			746	4.60
Cheese	Natural Varieties	6-8 oz Sliced			687	5.24	580	3.73
Cottage Cheese		16 oz	60	6.49				
Cream Cheese		8 oz	750	4.24	198	4.12	161	4.19
Flavored Milk	All Fat Tests	Half Gallon	188	5.49			337	5.45
Ice Cream		14-16 oz	107	9.99	216	6.19	260	6.63
Ice Cream		48-64 oz	343	7.99	218	8.82		
Milk	All Fat Tests	Half Gallon	1003	4.93	3043	5.78	4097	4.81
Milk	All Fat Tests	Gallon	473	7.41			1221	8.34
Sour Cream		16 oz	758	3.95			216	4.42
Yogurt	Yogurt	4-6 oz			109	1.49	60	1.50
Yogurt	Greek	32 oz	244	7.10	107	5.99	554	7.11
Yogurt	Yogurt	32 oz	772	4.38	562	5.66	782	4.42

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 - 7.82	307	7.32	6.92	86	6.92	7.82	67	7.82
Cheese	Natural Varieties	6-8 oz Shred	4.94	122	4.94				4.94	67	4.94
Cream Cheese		8 oz	3.39	122	3.39	4.22	86	4.22	3.50	67	3.50
Ice Cream		48-64 oz				7.99	52	7.99			
Milk	All Fat Tests	Half Gallon	4.99 - 5.49	187	5.16	4.67	86	4.67	4.67	67	4.67
Milk	All Fat Tests	Gallon				7.28	86	7.28	7.10	67	7.10
Sour Cream		16 oz	3.50	122	3.50	3.68	86	3.68	3.68	67	3.68
Yogurt	Greek	32 oz							7.49	67	7.49
Yogurt	Yogurt	32 oz	4.13 - 4.49	400	4.38				3.86	67	3.86



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	7.28	75	7.28	7.28	109	7.28			
Cheese	Natural Varieties	6-8 oz Block	4.49 - 7.64	300	6.12	4.04 - 8.09	327	5.69			
Cheese	Natural Varieties	6-8 oz Shred	4.04 - 4.94	150	4.49	4.49	109	4.49			
Cottage Cheese		16 oz	6.49	60	6.49						
Cream Cheese		8 oz	4.22 - 4.79	182	4.56	4.22 - 4.79	293	4.58			
Flavored Milk	All Fat Tests	Half Gallon	5.48	75	5.48	5.48	109	5.48			
Ice Cream		14-16 oz	9.99	107	9.99						
Ice Cream		48-64 oz	7.99	107	7.99	7.99	184	7.99			
Milk	All Fat Tests	Half Gallon	3.99 - 5.39	332	4.69	4.67 - 5.57	327	5.15			
Milk	All Fat Tests	Gallon	7.46 - 7.99	207	7.80	6.92	109	6.92			
Sour Cream		16 oz	3.68 - 4.29	182	4.04	4.04 - 4.29	293	4.20			
Yogurt	Greek	32 oz	5.99	64	5.99	7.49	109	7.49			
Yogurt	Yogurt	32 oz	3.71	75	3.71	4.04 - 5.39	218	4.71			

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				4.94 - 8.09	8	6.52
Cheese	Natural Varieties	6-8 oz Shred				6.02 - 6.56	8	6.29
Flavored Milk	All Fat Tests	Half Gallon				5.93	4	5.93
Milk	All Fat Tests	Half Gallon				5.75	4	5.75
Milk	All Fat Tests	Gallon				8.54	4	8.54
Sour Cream		16 oz				4.22 - 5.09	8	4.65
Yogurt	Greek	32 oz				7.49	4	7.49
Yogurt	Yogurt	32 oz				4.85 - 5.39	12	5.21



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.