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Advertised Prices for Dairy Products at Major Retail Supermarket Outlets ending during the period of 3/29/2024 to 4/4/2024

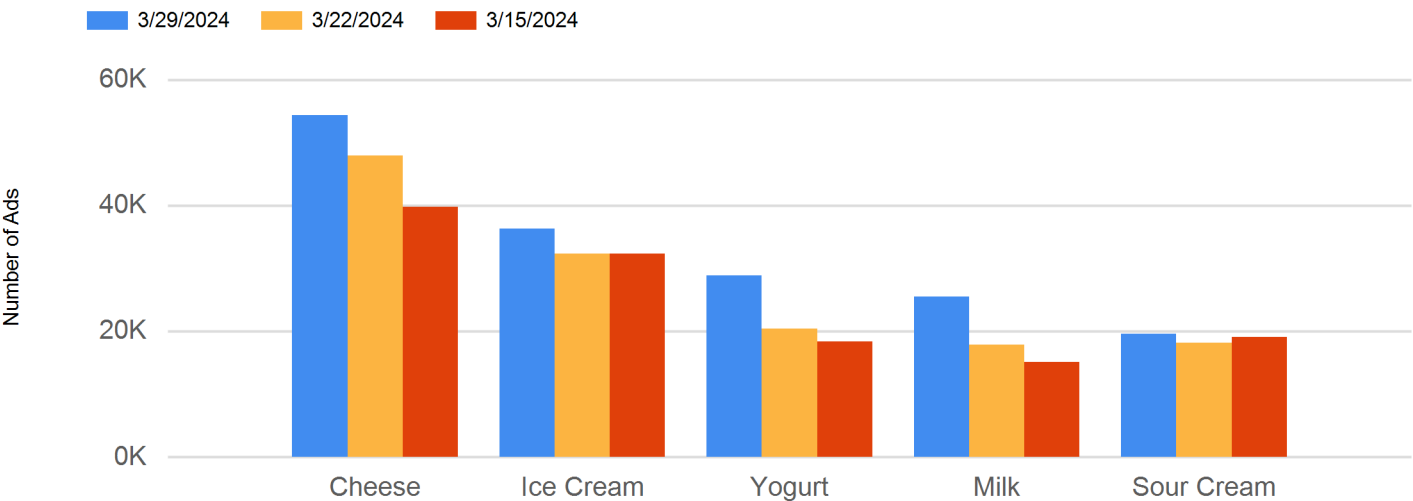
The number of conventional dairy ads increased by 3 percent during the week 13 retail ad survey. Total organic dairy ads grew by 118 percent from last week. The most advertised conventional commodity was cheese during this week's survey, while the most advertised organic commodity was milk. Organic ice cream ads saw the largest percentage growth during the week 13 survey, appearing in 535 percent more ads than in week 12.

Conventional cheese ads grew by 13 percent in this week's survey, while the organic cheese ad numbers were up 67 percent from last week. Conventional shred style cheese in 6-8-ounce packages was the most advertised conventional cheese item this week. This item appeared in 2 percent more ads than last week, and the weighted average advertised price declined by 24 cents from last week to \$2.31. Organic block cheese in 6-8-ounce packaging was the only organic cheese item appearing in this week's survey.

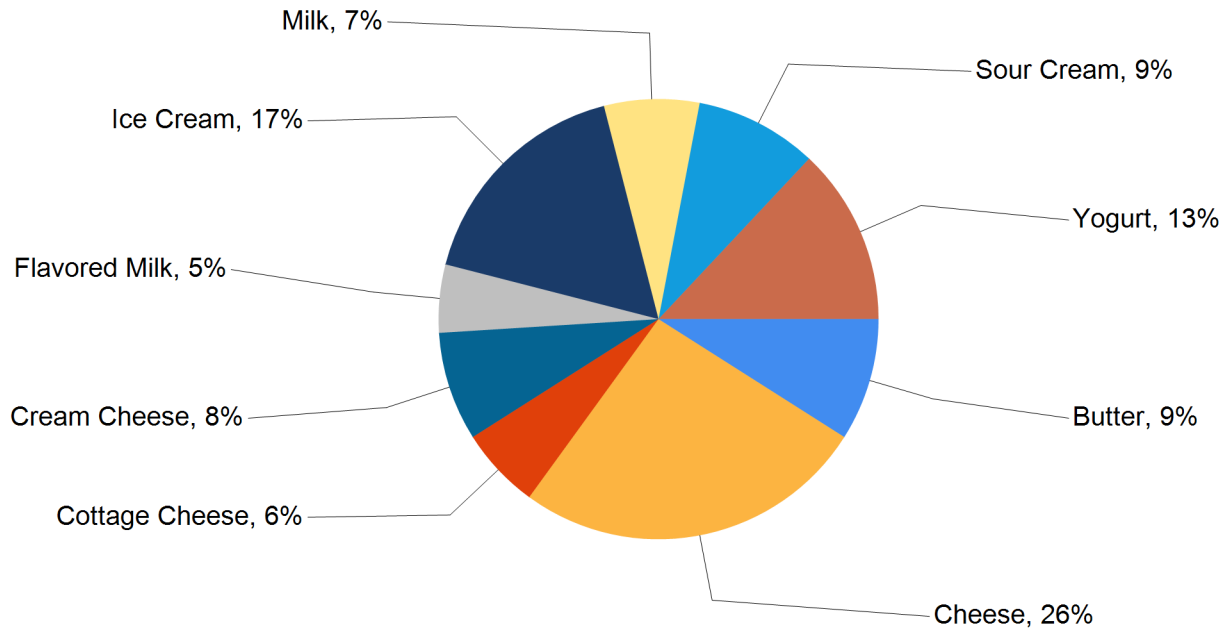
Conventional ice cream ads grew by 10 percent from last week, and ads for 48-64-ounce ice cream, the most advertised conventional ice cream item, increased by 28 percent. The weighted average advertised price for conventional ice cream in 48-64-ounce containers was 59 cents higher than last week, moving up to \$4.42. Organic ice cream in 48-64-ounce containers had a weighted average advertised price of \$8.35 this week.

Conventional yogurt ads declined by 5 percent this week. Yogurt was the second most advertised organic dairy commodity this week as ads increased 77 percent from week 12. Regular yogurt in 32-ounce containers was the most advertised organic yogurt item this week, as total ad numbers grew by 1347 percent from last week. Conventional regular yogurt in 32-ounce containers appeared in 16 percent more ads this week. The weighted average advertised price for conventional regular yogurt in 32-ounce containers was \$3.72 this week, while the weighted average advertised price for organic regular yogurt in the same package size was \$4.44. The organic premium for this item was 72 cents.

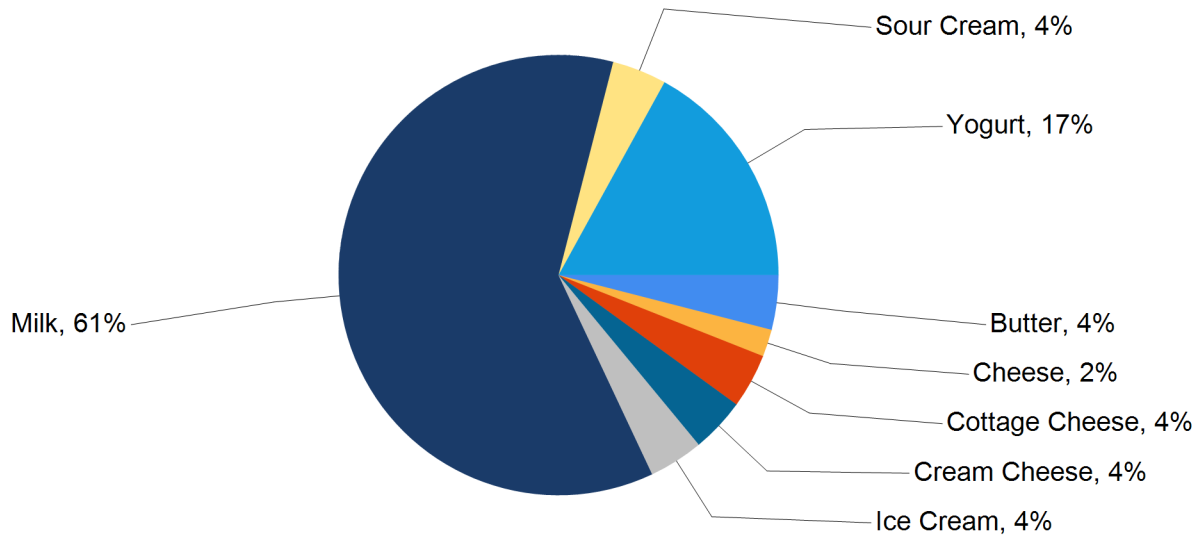
Top 5 Commodities Featured This Week



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	1428	3.26	2542	2.51	1802	3.05
Butter		1 lb	16429	3.80	18046	4.32	8158	3.51
Cheese	Natural Varieties	6-8 oz Block	14864	2.39	9346	2.39	7306	2.51
Cheese	Natural Varieties	6-8 oz Shred	15232	2.31	14923	2.55	8417	2.42
Cheese	Natural Varieties	6-8 oz Sliced	11017	2.49	9028	2.51	2408	2.52
Cheese	Natural Varieties	1 lb Block	2098	3.89	4417	4.02	601	4.86
Cheese	Natural Varieties	1 lb Shred	5358	5.17	2546	4.38	1999	4.24
Cheese	Natural Varieties	1 lb Sliced	1221	12.48	1015	4.34	65	3.99
Cheese	Natural Varieties	2 lb Block	702	6.98	3333	11.71	1648	7.42
Cheese	Natural Varieties	2 lb Shred	3509	7.16	3132	7.40	1248	6.42
Cottage Cheese		16 oz	7493	2.23	7936	2.48	4235	2.02
Cottage Cheese		24 oz	4829	3.24	9447	3.37	319	3.52
Cream Cheese		8 oz	17408	2.42	15261	2.36	5978	2.36
Cream Cheese		12 oz					490	4.39
Flavored Milk	All Fat Tests	Half Gallon	5431	2.66	4926	2.18	570	1.99
Flavored Milk	All Fat Tests	Gallon	5220	4.02	5018	3.61	130	5.88
Ice Cream		14-16 oz	10822	3.42	12901	3.60	4768	3.73
Ice Cream		48-64 oz	24806	4.42	19347	3.83	10441	3.86
Milk	All Fat Tests	Half Gallon	2190	1.91	4473	1.92	2750	1.70
Milk	All Fat Tests	Gallon	12678	3.65	9015	3.95	2971	3.07
Sour Cream		16 oz	15719	2.16	12312	2.25	7340	2.06
Sour Cream		24 oz	3178	2.79	5734	3.12	547	3.52
Yogurt	Greek	4-6 oz	8603	1.01	12223	1.07	7631	1.08
Yogurt	Yogurt	4-6 oz	6773	0.82	4968	0.60	2323	0.59
Yogurt	Greek	32 oz	6500	4.82	6685	4.70	1914	4.76
Yogurt	Yogurt	32 oz	4124	3.72	3562	2.45	657	2.84



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	2.00 - 4.00	153	2.98	1.99 - 4.49	647	2.73	3.50 - 4.49	350	3.80
Butter		1 lb	2.49 - 5.99	3362	3.72	2.49 - 5.28	5726	4.32	2.29 - 3.99	2572	3.26
Cheese	Natural Varieties	6-8 oz Block	1.77 - 3.29	2831	2.48	1.67 - 3.99	3866	2.31	1.67 - 3.50	3432	2.66
Cheese	Natural Varieties	6-8 oz Shred	1.77 - 3.49	3458	2.56	1.48 - 3.50	4007	2.41	1.67 - 3.50	1618	2.09
Cheese	Natural Varieties	6-8 oz Sliced	1.97 - 4.29	2139	2.96	1.67 - 3.00	3928	2.55	1.67 - 3.00	935	2.12
Cheese	Natural Varieties	1 lb Block	2.99 - 5.39	643	4.31	3.68 - 3.99	1394	3.69			
Cheese	Natural Varieties	1 lb Shred				3.98 - 5.64	4076	5.05			
Cheese	Natural Varieties	2 lb Block	9.99	122	9.99						
Cheese	Natural Varieties	2 lb Shred	5.99	86	5.99	5.99 - 7.48	1431	7.39	6.99 - 7.99	191	7.67
Cottage Cheese		16 oz	2.00 - 3.00	584	2.61	1.49 - 2.88	4155	2.45	1.49 - 2.50	748	1.69
Cottage Cheese		24 oz	3.99	59	3.99	2.59 - 4.49	3029	3.58	2.28 - 2.48	398	2.38
Cream Cheese		8 oz	0.99 - 3.99	3412	2.49	0.99 - 2.98	5661	2.33	1.50 - 3.99	2337	2.40
Flavored Milk	All Fat Tests	Half Gallon				1.66 - 3.99	2801	2.49	3.99	188	3.99
Flavored Milk	All Fat Tests	Gallon				2.76 - 4.38	2682	3.57	3.99	96	3.99
Ice Cream		14-16 oz	2.99 - 4.99	1957	3.81	2.50 - 4.67	4454	3.67	2.99 - 4.00	538	3.34
Ice Cream		48-64 oz	2.50 - 5.99	4034	3.80	2.50 - 8.32	7452	5.40	2.50 - 5.99	4007	4.00
Milk	All Fat Tests	Half Gallon				1.66	1341	1.66			
Milk	All Fat Tests	Gallon	3.49 - 3.88	1070	3.69	2.74 - 3.98	5364	3.36	2.66	892	2.66
Sour Cream		16 oz	1.69 - 3.29	2042	2.33	1.49 - 2.79	4800	2.09	1.49 - 2.50	1953	1.96
Sour Cream		24 oz				2.74 - 2.99	1707	2.79			
Yogurt	Greek	4-6 oz	1.00 - 1.25	1344	1.12	0.69 - 1.25	5358	1.00	0.80 - 1.00	449	0.96
Yogurt	Yogurt	4-6 oz	0.60 - 1.00	1073	0.69	0.72 - 1.00	2339	0.83	0.50 - 0.59	597	0.56
Yogurt	Greek	32 oz	4.49 - 5.99	734	5.72	3.54 - 5.48	2682	4.51			
Yogurt	Yogurt	32 oz	2.99	107	2.99	2.36 - 6.44	2682	4.40			



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	3.95 - 3.99	144	3.96				3.99	123	3.99
Butter		1 lb	2.29 - 5.78	2106	3.33	2.99 - 4.49	2077	3.82	2.19 - 4.99	518	3.05
Cheese	Natural Varieties	6-8 oz Block	1.39 - 3.00	2719	2.02	1.67 - 4.94	1321	2.60	1.67 - 3.00	613	2.15
Cheese	Natural Varieties	6-8 oz Shred	1.39 - 3.00	3976	2.05	1.67 - 3.50	1326	2.45	1.67 - 3.00	755	2.22
Cheese	Natural Varieties	6-8 oz Sliced	1.67 - 5.49	2362	2.25	1.67 - 3.50	1119	2.35	1.67 - 3.00	482	2.06
Cheese	Natural Varieties	1 lb Block				3.97	61	3.97			
Cheese	Natural Varieties	1 lb Shred	5.64	1221	5.64	3.97	61	3.97			
Cheese	Natural Varieties	1 lb Sliced	12.48	1221	12.48						
Cheese	Natural Varieties	2 lb Block				5.97 - 7.99	580	6.35			
Cheese	Natural Varieties	2 lb Shred	7.27	1221	7.27	5.97 - 7.99	580	6.35			
Cottage Cheese		16 oz	1.49 - 2.49	1750	1.89				1.49 - 2.29	245	1.69
Cottage Cheese		24 oz	2.49 - 3.29	1343	2.68						
Cream Cheese		8 oz	1.79 - 3.00	3905	2.37	2.19 - 4.49	1370	2.72	2.49 - 2.99	693	2.54
Flavored Milk	All Fat Tests	Half Gallon	1.82 - 3.68	2442	2.75						
Flavored Milk	All Fat Tests	Gallon	3.03 - 6.00	2442	4.51						
Ice Cream		14-16 oz	1.72 - 5.99	2060	2.57	2.49 - 4.99	1544	3.24	2.49	184	2.49
Ice Cream		48-64 oz	1.99 - 6.99	5566	4.40	2.97 - 5.99	2159	3.40	2.99 - 4.99	1491	3.83
Milk	All Fat Tests	Half Gallon				2.50 - 2.79	547	2.71	1.49 - 1.52	293	1.51
Milk	All Fat Tests	Gallon	1.99 - 4.98	3887	4.29	3.14 - 4.49	1465	3.55			
Sour Cream		16 oz	1.49 - 2.68	4611	2.28	1.67 - 3.00	1524	2.14	1.49 - 2.29	744	1.92
Sour Cream		24 oz	2.49 - 3.29	1343	2.75	2.99 - 3.49	128	3.20			
Yogurt	Greek	4-6 oz	0.87 - 1.25	294	1.05	0.80 - 1.00	993	0.93	0.99	142	0.99
Yogurt	Yogurt	4-6 oz	0.49 - 1.18	2605	0.93				0.49	131	0.49
Yogurt	Greek	32 oz	3.54 - 6.35	2709	4.71	5.99	352	5.99			
Yogurt	Yogurt	32 oz	2.36	1221	2.36	2.87 - 2.99	114	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	2.47 - 2.99	22	2.73	3.97 - 4.99	46	4.48
Cheese	Natural Varieties	6-8 oz Block	2.00 - 2.49	22	2.25	2.47 - 4.00	60	3.10
Cheese	Natural Varieties	6-8 oz Shred	2.00 - 2.49	22	2.25	2.47 - 4.00	70	3.04
Cheese	Natural Varieties	6-8 oz Sliced	2.00 - 2.49	22	2.25	2.47 - 3.00	30	2.59
Cottage Cheese		16 oz	1.79	11	1.79			
Cream Cheese		8 oz				2.49 - 2.99	30	2.87
Ice Cream		14-16 oz	2.99 - 10.99	39	8.73	4.50 - 7.99	46	6.24
Ice Cream		48-64 oz	3.49 - 5.99	44	4.74	4.00 - 5.99	53	5.08
Milk	All Fat Tests	Half Gallon	2.78	9	2.78			
Sour Cream		16 oz	1.79 - 2.49	22	2.14	2.99	23	2.99
Yogurt	Greek	4-6 oz				1.17	23	1.17
Yogurt	Yogurt	4-6 oz	1.50	28	1.50			
Yogurt	Greek	32 oz				6.99	23	6.99

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	52	4.99			155	4.38
Butter		1 lb	591	6.98			331	5.63
Cheese	Natural Varieties	6-8 oz Block	380	7.63			489	7.05
Cheese	Natural Varieties	6-8 oz Shred			228	3.00	375	6.49
Cheese	Natural Varieties	6-8 oz Sliced					350	3.69
Cottage Cheese		16 oz	696	5.47			384	4.85
Cream Cheese		8 oz	675	4.11	1421	3.29	69	3.99
Ice Cream		14-16 oz	107	6.49	107	7.49		
Ice Cream		48-64 oz	572	8.35			497	8.24
Milk	All Fat Tests	Half Gallon	3469	4.78	1804	4.22	506	4.00
Milk	All Fat Tests	Gallon	7161	6.91	2613	7.69	372	6.32
Sour Cream		16 oz	686	3.73	107	3.99		
Yogurt	Yogurt	4-6 oz	109	1.61				
Yogurt	Greek	32 oz	608	7.02	1507	6.72	277	6.61
Yogurt	Yogurt	32 oz	2214	4.44	153	4.04	882	4.31



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				4.99	52	4.99			
Butter		1 lb	9.39	122	9.39	7.59	86	7.59			
Cheese	Natural Varieties	6-8 oz Block	8.99	122	8.99	4.99 - 8.99	258	6.99			
Cottage Cheese		16 oz	6.47	122	6.47	5.19 - 5.59	172	5.39			
Cream Cheese		8 oz	3.99	122	3.99	4.89	86	4.89	4.04	67	4.04
Ice Cream		48-64 oz	8.79	122	8.79	7.99	52	7.99			
Milk	All Fat Tests	Half Gallon	4.99 - 6.79	290	6.13	3.98 - 5.69	273	4.52			
Milk	All Fat Tests	Gallon				5.32 - 8.34	4486	6.79	5.99	852	5.99
Sour Cream		16 oz	4.49	122	4.49	2.48 - 4.29	273	3.05			
Yogurt	Greek	32 oz	7.99	122	7.99	7.99	86	7.99			
Yogurt	Yogurt	32 oz	3.99 - 4.49	444	4.13	4.46 - 5.99	1513	4.55	4.04	67	4.04

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	4.49 - 7.28	274	5.45	7.64	109	7.64			
Cottage Cheese		16 oz	5.12	75	5.12	4.67 - 6.02	327	5.21			
Cream Cheese		8 oz	3.50 - 4.40	182	3.87	3.77 - 4.40	218	4.08			
Ice Cream		14-16 oz	6.49	107	6.49						
Ice Cream		48-64 oz	7.99 - 8.99	214	8.49	7.99	184	7.99			
Milk	All Fat Tests	Half Gallon	3.98 - 5.32	2517	4.66	5.12 - 5.39	218	5.26	3.98	162	3.98
Milk	All Fat Tests	Gallon	5.99 - 8.34	1591	7.79	7.46	109	7.46	5.99	123	5.99
Sour Cream		16 oz	3.59 - 3.99	182	3.83	4.40	109	4.40			
Yogurt	Yogurt	4-6 oz				1.61	109	1.61			
Yogurt	Greek	32 oz	4.04 - 7.99	182	6.36	6.11 - 7.19	218	6.65			
Yogurt	Yogurt	32 oz				4.04	109	4.04	4.98	81	4.98

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.