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## Advertised Prices for Dairy Products at Major Retail Supermarket Outlets ending during the period of 7/26/2024 to 8/1/2024

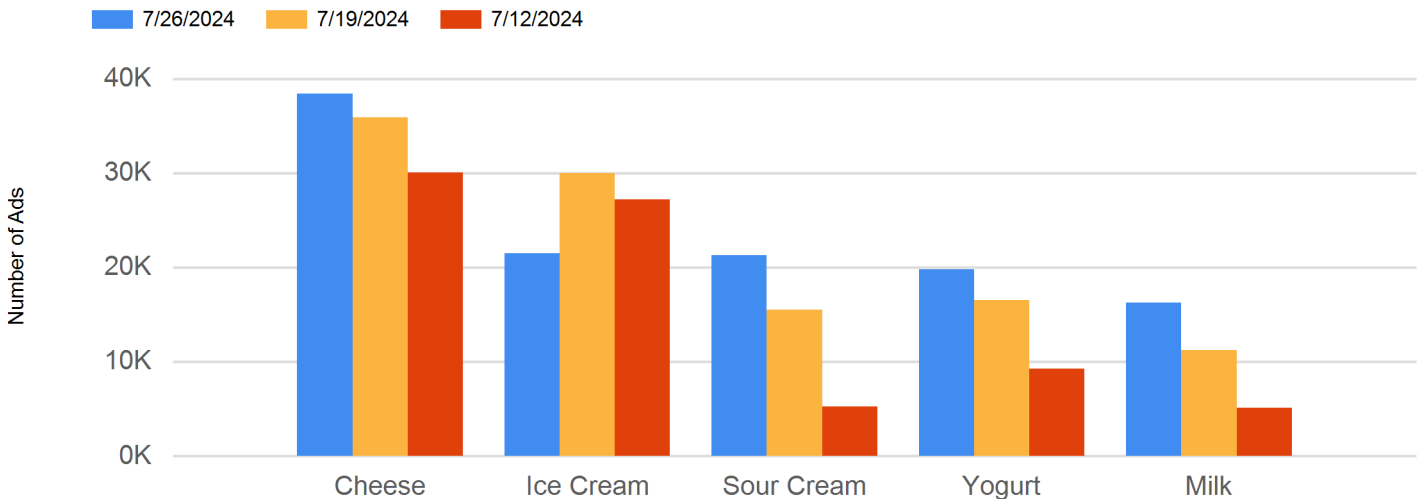
Total conventional dairy advertisements increased by 8 percent while total organic dairy ads decreased by 15 percent. Conventional ice cream in 48-64 ounce containers was the most advertised dairy product, with a weighted average advertised price of \$3.61, down from \$3.72 the week before. Conventional butter in one-pound packages had a weighted average advertised price of \$4.87, up from \$4.24 the week prior.

Shredded cheese in 6-8 ounce packages was the most advertised conventional cheese item, with a weighted average advertised price of \$2.50, down from \$2.81 the week prior. Sliced cheese in 6-8 ounce packages was the most advertised organic cheese product, with a weighted average advertised price of \$6.19, up from \$6.17 last week.

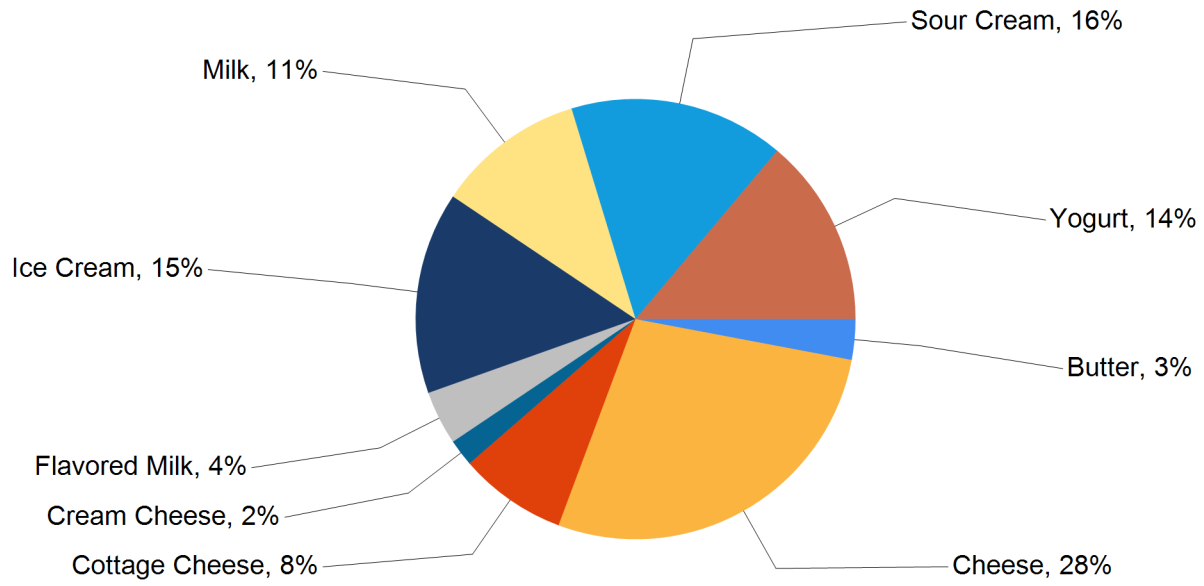
Greek yogurt in 4-6 ounce containers was the most advertised conventional yogurt item, with a weighted average advertised price of \$1.03, down from \$1.10 last week. The most advertised organic yogurt product was Greek yogurt in 32 ounce containers, with a weighted average advertised price of \$4.65, down from \$6.99 last week.

Half gallon containers of conventional milk had a weighted average advertised price of \$2.40, up from \$1.85 last week. Organic half gallons of milk were the most advertised organic dairy item and had a weighted average advertised price of \$4.48, up from \$4.25 last week.

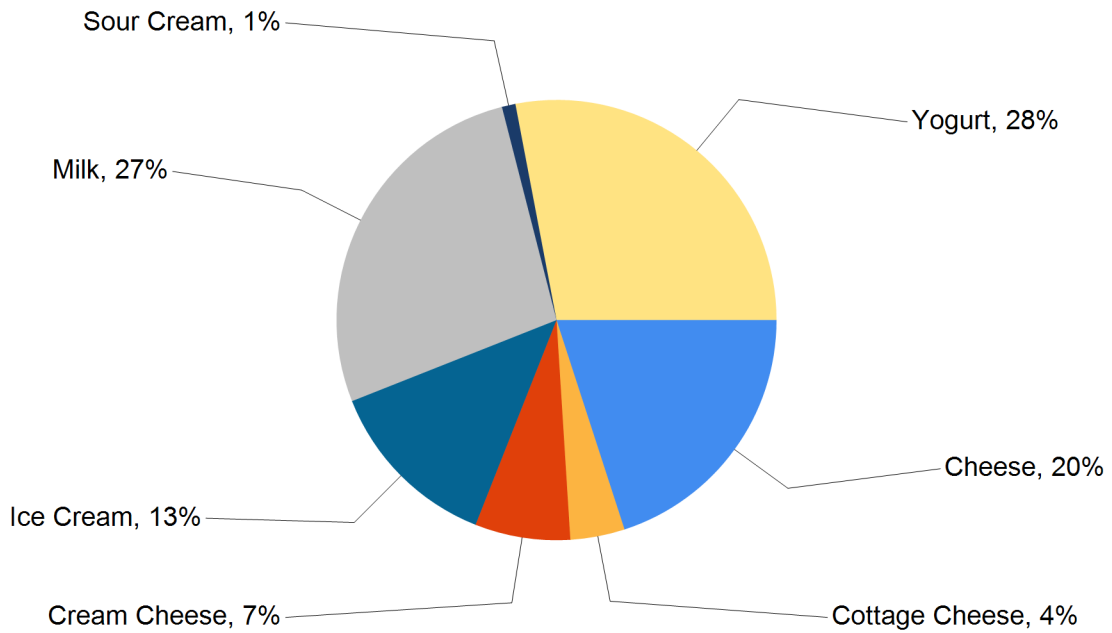
### Top 5 Commodities Featured This Week



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	835	3.37	310	2.78	298	3.36
Butter		1 lb	3276	4.87	4553	4.24	8752	4.09
Cheese	Natural Varieties	6-8 oz Block	7472	2.43	6165	2.77	11844	2.45
Cheese	Natural Varieties	6-8 oz Shred	12960	2.50	11869	2.81	15697	2.49
Cheese	Natural Varieties	6-8 oz Sliced	11609	2.23	10059	2.55	8434	2.63
Cheese	Natural Varieties	1 lb Block	628	4.13	731	4.71	561	3.95
Cheese	Natural Varieties	1 lb Shred	1424	3.93	1916	4.00	944	5.28
Cheese	Natural Varieties	1 lb Sliced	1411	2.68	107	3.99	190	3.99
Cheese	Natural Varieties	2 lb Block	1009	7.84	1397	6.97	340	6.82
Cheese	Natural Varieties	2 lb Shred	1014	8.29	3085	7.33	555	6.63
Cottage Cheese		16 oz	4888	2.71	3595	2.83	2404	2.58
Cottage Cheese		24 oz	5829	3.16	3317	2.98	5043	3.71
Cream Cheese		8 oz	2604	2.76	3266	2.82	2651	2.46
Flavored Milk	All Fat Tests	Half Gallon	2582	2.33	910	1.42	992	1.86
Flavored Milk	All Fat Tests	Gallon	2541	4.20	107	2.99	909	3.23
Ice Cream		14-16 oz	7034	3.85	11452	3.66	6191	3.79
Ice Cream		48-64 oz	13881	3.61	18243	3.72	12990	3.93
Milk	All Fat Tests	Half Gallon	8012	2.40	3825	1.85	3402	2.85
Milk	All Fat Tests	Gallon	7073	3.43	5949	3.47	3043	3.45
Sour Cream		16 oz	13338	2.20	12687	2.25	6008	2.15
Sour Cream		24 oz	7928	2.94	2833	2.65	3505	3.34
Yogurt	Greek	4-6 oz	7535	1.03	10539	1.10	7617	1.07
Yogurt	Yogurt	4-6 oz	4753	0.69	3418	0.60	2993	0.64
Yogurt	Greek	32 oz	1518	5.28	1259	4.26	601	5.76
Yogurt	Yogurt	32 oz	4792	2.93	4237	2.66	3562	3.08



### 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	272	2.50	3.50 - 3.99	456	3.75			
Butter		1 lb	3.99 - 5.99	514	5.33	4.79 - 4.99	594	4.87	3.86	67	3.86
Cheese	Natural Varieties	6-8 oz Block	1.50 - 3.19	1810	2.34	1.50 - 4.49	2210	2.70	1.67 - 3.00	506	2.33
Cheese	Natural Varieties	6-8 oz Shred	1.50 - 3.99	3828	2.59	1.50 - 3.99	3446	2.52	1.67 - 3.50	1187	2.21
Cheese	Natural Varieties	6-8 oz Sliced	1.29 - 3.00	3290	2.39	1.29 - 2.99	2679	2.01	1.29 - 3.00	1349	1.79
Cheese	Natural Varieties	1 lb Block	3.99 - 5.99	232	4.55						
Cheese	Natural Varieties	1 lb Shred	3.89	75	3.89	3.89	945	3.89			
Cheese	Natural Varieties	1 lb Sliced	3.99	190	3.99						
Cheese	Natural Varieties	2 lb Block	7.99 - 9.99	196	9.23	8.99	228	8.99			
Cheese	Natural Varieties	2 lb Shred	7.99 - 9.99	264	9.43	7.99	366	7.99			
Cottage Cheese		16 oz	1.50 - 3.99	773	3.19	2.00 - 2.99	1780	2.87	1.99 - 2.49	296	2.17
Cottage Cheese		24 oz	2.94 - 3.50	574	3.02	3.29 - 3.78	1707	3.67	1.99 - 2.99	864	2.29
Cream Cheese		8 oz	1.86 - 3.99	1495	2.62	2.00 - 3.00	281	2.81	2.98	130	2.98
Flavored Milk	All Fat Tests	Half Gallon	1.78 - 2.62	1488	2.24	2.50	228	2.50			
Flavored Milk	All Fat Tests	Gallon	3.00 - 4.57	1488	3.90				4.49	83	4.49
Ice Cream		14-16 oz	3.00 - 3.99	657	3.58	3.00 - 4.99	1763	3.66	3.79 - 4.99	675	4.15
Ice Cream		48-64 oz	2.69 - 5.99	4130	3.80	2.98 - 5.99	2055	3.21	1.99 - 5.49	2282	3.45
Milk	All Fat Tests	Half Gallon	1.78 - 3.98	992	2.88	1.72 - 2.97	2682	2.35			
Milk	All Fat Tests	Gallon	3.00 - 3.98	686	3.27	2.82 - 4.37	2682	3.60	3.01 - 4.49	975	3.14
Sour Cream		16 oz	1.69 - 2.89	2399	2.21	1.89 - 2.48	4368	2.13	1.50 - 2.29	843	2.16
Sour Cream		24 oz	2.74 - 3.99	1099	3.20	2.74 - 3.99	3341	3.16	1.99	559	1.99
Yogurt	Greek	4-6 oz	0.72 - 1.25	3738	1.02	1.00 - 1.25	1559	1.03	0.90 - 1.25	694	0.99
Yogurt	Yogurt	4-6 oz	0.60 - 1.19	1178	0.71	0.60 - 0.75	733	0.67	0.50 - 1.07	1049	0.69
Yogurt	Greek	32 oz	3.79 - 5.99	581	5.18	4.99	228	4.99			
Yogurt	Yogurt	32 oz	2.50 - 4.49	800	2.91	2.50 - 2.99	1408	2.66	2.49 - 5.99	935	3.24



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	3.99	107	3.99						
Butter		1 lb	3.49 - 6.49	673	4.53	3.86 - 4.99	999	4.87	3.99 - 5.49	418	5.02
Cheese	Natural Varieties	6-8 oz Block	2.00 - 3.97	633	2.83	1.97 - 2.47	1787	2.07	1.97 - 2.49	449	2.30
Cheese	Natural Varieties	6-8 oz Shred	1.99 - 4.99	1248	2.89	1.79 - 3.99	2410	2.41	1.29 - 2.49	764	2.06
Cheese	Natural Varieties	6-8 oz Sliced	1.29 - 3.99	1228	2.48	1.29 - 3.99	2347	2.30	2.24 - 3.00	652	2.48
Cheese	Natural Varieties	1 lb Block	3.98	117	3.98	3.99	108	3.99	3.74	162	3.74
Cheese	Natural Varieties	1 lb Shred	3.50 - 3.98	178	3.82	3.99	55	3.99	4.22	162	4.22
Cheese	Natural Varieties	1 lb Sliced	2.48	1221	2.48						
Cheese	Natural Varieties	2 lb Block	5.99	107	5.99				7.00 - 7.34	449	7.12
Cheese	Natural Varieties	2 lb Shred	5.99	107	5.99	9.99	106	9.99	7.47	162	7.47
Cottage Cheese		16 oz	1.99 - 2.88	1586	2.73	1.49	392	1.49	2.50	61	2.50
Cottage Cheese		24 oz	2.49 - 3.78	1781	3.40	2.49 - 2.94	708	2.80	1.99	184	1.99
Cream Cheese		8 oz	2.00 - 4.49	295	3.05	2.99	392	2.99			
Flavored Milk	All Fat Tests	Half Gallon	1.29 - 1.99	381	1.52	3.14	485	3.14			
Flavored Milk	All Fat Tests	Gallon				3.00 - 6.28	970	4.64			
Ice Cream		14-16 oz	2.97 - 6.49	1752	4.32	1.99 - 6.02	1716	3.62	3.49 - 3.79	420	3.54
Ice Cream		48-64 oz	2.97 - 5.99	1599	3.92	2.50 - 4.99	3125	3.62	2.49 - 3.49	602	3.13
Milk	All Fat Tests	Half Gallon	1.29 - 2.99	1830	2.01	1.78 - 3.98	2206	2.68	1.29 - 1.78	293	1.56
Milk	All Fat Tests	Gallon	3.06 - 4.19	1489	3.18	2.97 - 4.57	1224	3.68			
Sour Cream		16 oz	1.97 - 3.29	3550	2.31	1.49 - 2.99	2117	2.16	1.99	61	1.99
Sour Cream		24 oz	2.49 - 2.74	1661	2.67	2.49 - 3.48	1073	3.05	1.99	184	1.99
Yogurt	Greek	4-6 oz	1.00 - 1.79	222	1.41	0.97 - 1.50	1001	1.05	0.89	287	0.89
Yogurt	Yogurt	4-6 oz	0.59 - 0.89	497	0.66	0.49 - 1.07	1128	0.68	0.60 - 0.79	133	0.69
Yogurt	Greek	32 oz				5.49 - 5.99	578	5.79	3.99	131	3.99
Yogurt	Yogurt	32 oz	2.79 - 3.99	405	3.38	2.56 - 4.04	1110	2.90	2.49	123	2.49



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	6.49	11	6.49			
Cheese	Natural Varieties	6-8 oz Block	2.12 - 2.99	31	2.49	3.47 - 3.49	46	3.48
Cheese	Natural Varieties	6-8 oz Shred	2.29 - 2.99	31	2.56	3.47 - 3.49	46	3.48
Cheese	Natural Varieties	6-8 oz Sliced	2.29 - 2.99	31	2.73	2.68 - 3.47	33	3.23
Cheese	Natural Varieties	1 lb Block	4.13	9	4.13			
Cheese	Natural Varieties	1 lb Shred	4.48	9	4.48			
Cheese	Natural Varieties	2 lb Block	6.97 - 8.00	29	7.37			
Cheese	Natural Varieties	2 lb Shred	8.72	9	8.72			
Cottage Cheese		24 oz	2.49	11	2.49			
Cream Cheese		8 oz	2.79	11	2.79			
Ice Cream		14-16 oz	4.49	11	4.49	3.79 - 5.12	40	4.53
Ice Cream		48-64 oz	2.99 - 4.50	31	3.96	3.32 - 7.99	57	5.21
Milk	All Fat Tests	Half Gallon	2.78	9	2.78			
Milk	All Fat Tests	Gallon				5.79 - 5.98	17	5.90
Sour Cream		24 oz	2.49	11	2.49			
Yogurt	Greek	4-6 oz	1.00	11	1.00	1.25	23	1.25
Yogurt	Yogurt	4-6 oz	2.00	28	2.00	0.75	7	0.75
Yogurt	Yogurt	32 oz	2.99	11	2.99			



### 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			297	3.81		
Butter		1 lb			228	4.99		
Cheese	Natural Varieties	6-8 oz Block	52	7.99	107	8.99	195	4.71
Cheese	Natural Varieties	6-8 oz Shred	343	5.99	66	4.49		
Cheese	Natural Varieties	6-8 oz Sliced	459	6.19	383	6.17	544	5.86
Cottage Cheese		16 oz	161	4.68	86	4.59		
Cream Cheese		8 oz	283	4.21	176	4.04		
Ice Cream		14-16 oz	236	5.99	286	5.99		
Ice Cream		48-64 oz	343	7.99			375	8.03
Milk	All Fat Tests	Half Gallon	1061	4.48	1476	4.25	3876	3.90
Milk	All Fat Tests	Gallon	122	6.98				
Sour Cream		16 oz	52	4.50				
Yogurt	Greek	4-6 oz					65	1.33
Yogurt	Yogurt	4-6 oz	176	1.61	251	1.56	201	1.30
Yogurt	Greek	32 oz	745	4.65	228	6.99	176	6.17
Yogurt	Yogurt	32 oz	297	4.99	1499	4.14	286	4.84

### 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				7.99	52	7.99			
Cheese	Natural Varieties	6-8 oz Shred				5.99	52	5.99			
Cheese	Natural Varieties	6-8 oz Sliced	6.99	122	6.99	6.49	86	6.49	6.02	67	6.02
Cottage Cheese		16 oz				4.69	86	4.69			
Cream Cheese		8 oz							4.04	67	4.04
Ice Cream		14-16 oz				5.99	52	5.99			
Ice Cream		48-64 oz				7.99	52	7.99			
Milk	All Fat Tests	Half Gallon	3.99 - 5.99	357	4.77	3.50	228	3.50	4.85	67	4.85
Sour Cream		16 oz				4.50	52	4.50			
Yogurt	Yogurt	4-6 oz							1.61	67	1.61
Yogurt	Greek	32 oz	5.99	78	5.99	4.49	463	4.49			
Yogurt	Yogurt	32 oz	4.99	297	4.99						



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
Cheese	Natural Varieties	6-8 oz Shred	5.99	107	5.99	5.99	184	5.99			
Cheese	Natural Varieties	6-8 oz Sliced	4.94	75	4.94	6.02	109	6.02			
Cottage Cheese		16 oz	4.67	75	4.67						
Cream Cheese		8 oz	4.50	107	4.50	4.04	109	4.04			
Ice Cream		14-16 oz				5.99	184	5.99			
Ice Cream		48-64 oz	7.99	107	7.99	7.99	184	7.99			
Milk	All Fat Tests	Half Gallon	5.99	68	5.99	4.85	109	4.85	3.98 - 4.99	223	4.26
Milk	All Fat Tests	Gallon				6.98	122	6.98			
Yogurt	Yogurt	4-6 oz				1.61	109	1.61			
Yogurt	Greek	32 oz	4.49	70	4.49				4.49	123	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
Milk	All Fat Tests	Half Gallon	4.66	9	4.66			
Yogurt	Greek	32 oz	4.99	11	4.99			

### 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.

Source: USDA, AMS, Dairy Market News

[www.ams.usda.gov/market-news/dairy](http://www.ams.usda.gov/market-news/dairy)

<https://mymarketnews.ams.usda.gov/> | <https://mymarketnews.ams.usda.gov/viewReport/2995>