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Advertised Prices for Dairy Products at Major Retail Supermarket Outlets ending during the period of 7/5/2024 to 7/11/2024

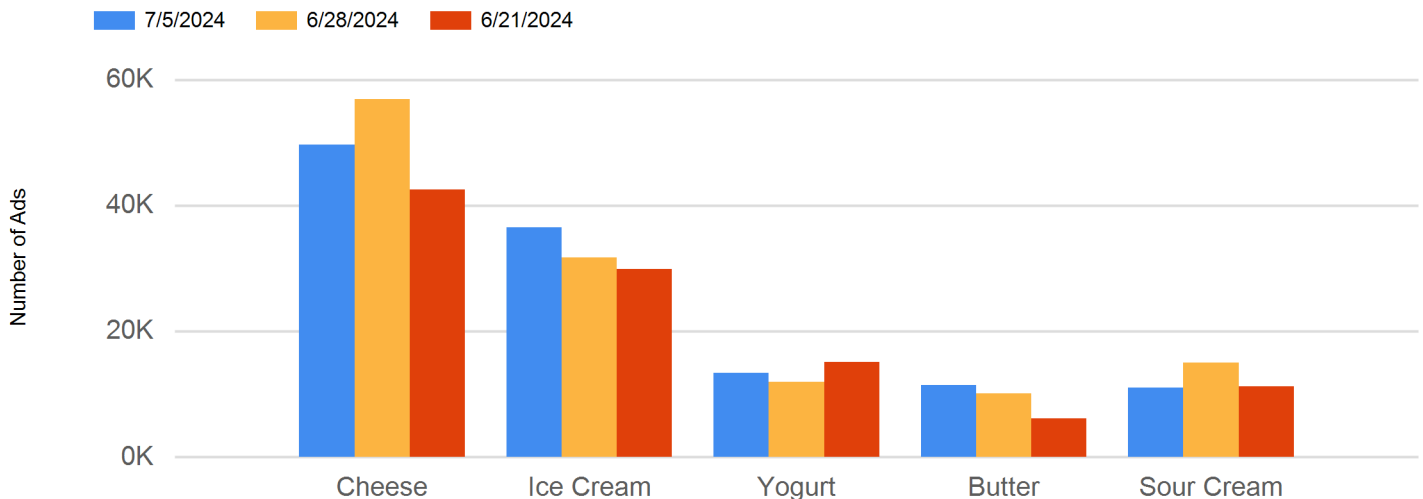
Independence Day week brought a decrease in both conventional and organic dairy advertisement totals by five and 74 percent, respectively. Conventional ice cream in 48-to-64-ounce containers was the most advertised single item this week, while half-gallon milk ads led all other items in the organic sector. As a commodity, conventional milk ad totals increased 25 percent, while organic milk ad totals slipped 80 percent week over week. The weighted average advertised price of conventional milk, in half-gallon containers, was \$2.39, while organic half-gallon milk's price was \$4.67, resulting in an organic premium of \$2.28.

As a commodity, conventional cheese ad numbers slipped by 12 percent, while organic cheese ads decreased 43 percent. Grilling season is in effect, as conventional sliced cheese in six-to-eight-ounce packages, was the most advertised cheese item in this week's report. The weighted average advertised price of conventional sliced six-to-eight-ounce cheese was \$2.43, eight cents lower than last week's price.

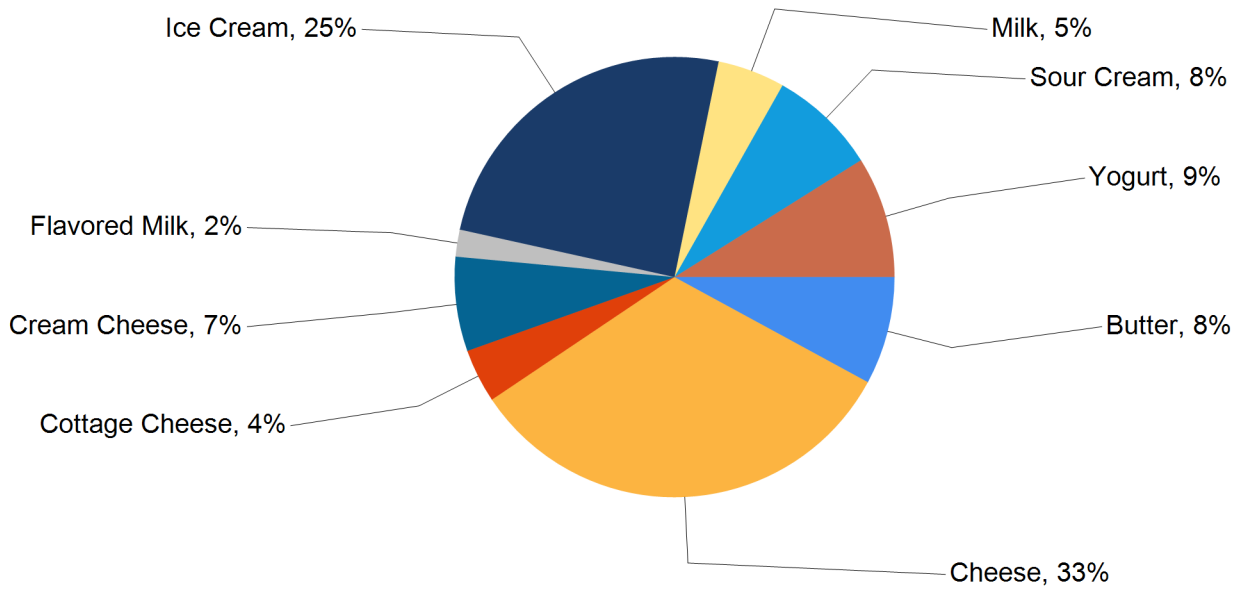
The most advertised yogurt item this week was conventional Greek yogurt in four-to-six-ounce containers. The weighted average advertised price of this yogurt item was \$1.08, seven cents below last week's price. Conventional yogurt ad totals, as a whole commodity, decreased by 32 percent.

In the organic section, the only dairy commodity to show growth in ads was butter, as organic butter ad totals increased 24 percent during week 27. Conventional butter ad totals also increased by 12 percent. The weighted average advertised price of the most advertised butter item this week, conventional butter in one-pound packages, was \$4.20, eight cents higher than last week's price.

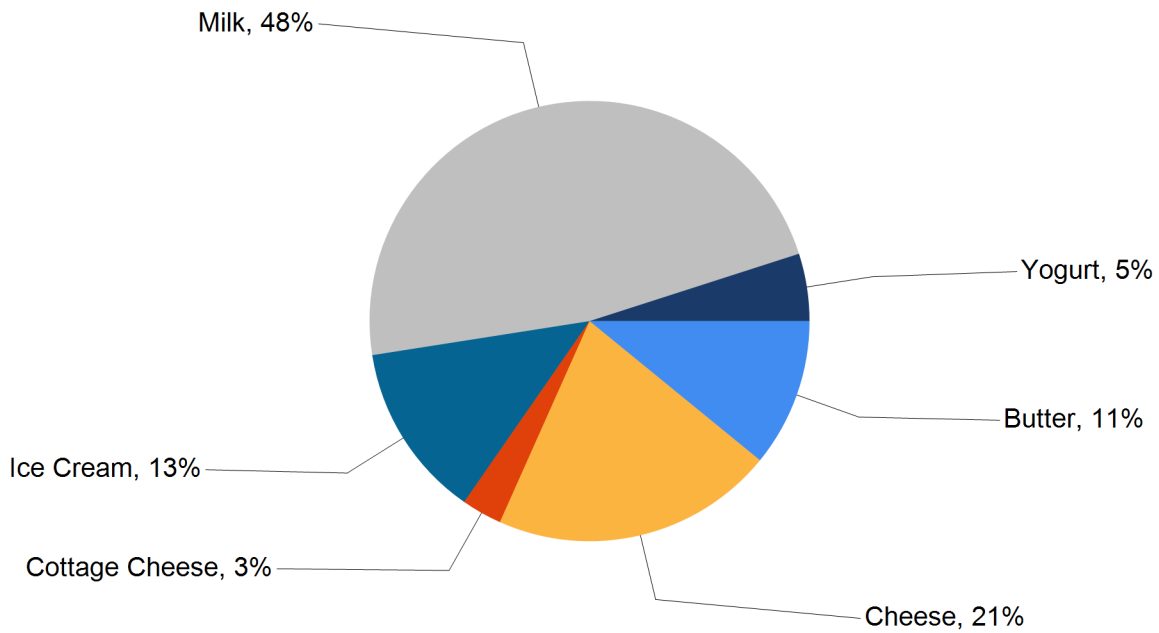
Top 5 Commodities Featured This Week



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	570	2.58	297	2.68	366	2.50
Butter		1 lb	10511	4.20	9611	4.12	2396	3.97
Cheese	Natural Varieties	6-8 oz Block	9661	2.34	12853	2.41	7589	2.70
Cheese	Natural Varieties	6-8 oz Shred	13430	2.14	16928	2.45	8762	2.46
Cheese	Natural Varieties	6-8 oz Sliced	15384	2.43	16558	2.51	9908	2.44
Cheese	Natural Varieties	1 lb Block	764	4.28	623	3.97	2617	3.56
Cheese	Natural Varieties	1 lb Shred	3326	3.88	3261	3.90	4601	3.36
Cheese	Natural Varieties	1 lb Sliced	727	4.72	496	3.62	70	2.99
Cheese	Natural Varieties	2 lb Block	1534	6.44	1312	6.30	593	8.57
Cheese	Natural Varieties	2 lb Shred	4206	7.07	3632	7.05	905	7.46
Cottage Cheese		16 oz	4597	2.32	4605	2.66	3270	2.31
Cottage Cheese		24 oz	1658	3.07	3332	3.03	4146	2.56
Cream Cheese		8 oz	9833	2.72	7491	2.83	2435	2.60
Flavored Milk	All Fat Tests	Half Gallon	117	3.29	229	3.33	808	2.56
Flavored Milk	All Fat Tests	Gallon	3308	2.89	3648	3.11	390	2.48
Ice Cream		14-16 oz	14768	3.69	10471	3.53	7751	3.49
Ice Cream		48-64 oz	21372	3.99	20778	3.72	14322	3.59
Milk	All Fat Tests	Half Gallon	331	2.39	960	2.42	606	2.01
Milk	All Fat Tests	Gallon	6713	3.15	4657	3.20	2478	3.28
Sour Cream		16 oz	10591	2.12	12779	2.24	2949	2.10
Sour Cream		24 oz	508	2.84	1000	3.17	1621	2.44
Yogurt	Greek	4-6 oz	4788	1.08	6681	1.15	4561	1.09
Yogurt	Yogurt	4-6 oz	1866	0.61	3454	0.61	4842	0.62
Yogurt	Greek	32 oz	3359	4.03	4792	4.62	918	4.66
Yogurt	Yogurt	32 oz	3226	2.58	4403	2.56	1595	2.47



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	2.99	78	2.99	2.99	119	2.99			
Butter		1 lb	2.99 - 5.99	2224	4.57	2.99 - 4.99	3865	4.34	2.99 - 4.49	447	3.92
Cheese	Natural Varieties	6-8 oz Block	1.79 - 3.19	2322	2.39	1.50 - 4.49	2749	2.48	1.67 - 2.99	2211	2.20
Cheese	Natural Varieties	6-8 oz Shred	1.79 - 3.00	2831	2.20	1.50 - 3.00	3666	2.07	1.67 - 2.29	1712	1.92
Cheese	Natural Varieties	6-8 oz Sliced	1.67 - 3.50	3313	2.67	1.66 - 3.99	4663	2.42	1.79 - 3.50	2202	2.32
Cheese	Natural Varieties	1 lb Block							3.50	245	3.50
Cheese	Natural Varieties	1 lb Shred				3.74	1341	3.74	3.50	245	3.50
Cheese	Natural Varieties	1 lb Sliced							2.99 - 4.99	367	3.66
Cheese	Natural Varieties	2 lb Block	7.99 - 9.99	196	9.23						
Cheese	Natural Varieties	2 lb Shred	7.99 - 9.99	264	9.43	7.27 - 7.99	1394	7.30	7.99	61	7.99
Cottage Cheese		16 oz	1.50 - 3.00	800	2.52	1.88 - 3.00	1961	2.42	2.00 - 2.99	914	2.26
Cottage Cheese		24 oz	3.99	59	3.99	2.94	1341	2.94	3.49	60	3.49
Cream Cheese		8 oz	1.97 - 3.99	1776	2.79	2.50 - 3.00	2201	2.91	1.50 - 3.00	2304	2.40
Flavored Milk	All Fat Tests	Gallon				2.74	1341	2.74			
Ice Cream		14-16 oz	2.50 - 4.99	5195	3.86	2.99 - 4.50	1804	3.28	2.99 - 4.00	1792	3.53
Ice Cream		48-64 oz	2.50 - 5.99	4693	3.68	1.99 - 6.99	4472	4.20	1.99 - 5.49	3773	3.49
Milk	All Fat Tests	Gallon	3.69 - 4.08	992	3.89	2.74	1341	2.74	2.99	1296	2.99
Sour Cream		16 oz	1.79 - 2.50	2593	2.25	1.79 - 2.50	3066	2.07	1.79 - 2.00	948	1.98
Sour Cream		24 oz							2.49 - 3.49	305	2.69
Yogurt	Greek	4-6 oz	0.80 - 1.29	1651	1.09	1.00 - 1.25	754	1.10	0.80 - 1.25	708	1.09
Yogurt	Yogurt	4-6 oz	0.50 - 1.00	643	0.67	0.50 - 0.60	293	0.58	0.59 - 0.60	271	0.59
Yogurt	Greek	32 oz	3.99 - 5.99	372	5.51	3.49 - 6.66	1500	3.72	5.98	61	5.98
Yogurt	Yogurt	32 oz	2.49 - 2.99	603	2.65	2.56	1341	2.56			



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	3.29	107	3.29	1.99	266	1.99			
Butter		1 lb	2.49 - 4.99	2310	3.96	3.49 - 4.99	1057	4.20	2.47 - 5.69	540	3.01
Cheese	Natural Varieties	6-8 oz Block	1.67 - 2.99	1145	2.27	1.79 - 4.85	1017	2.30	1.77	162	1.77
Cheese	Natural Varieties	6-8 oz Shred	1.59 - 3.79	2791	2.16	1.79 - 2.99	1990	2.33	1.97 - 2.50	385	2.09
Cheese	Natural Varieties	6-8 oz Sliced	1.79 - 3.00	2912	2.27	1.79 - 3.00	1960	2.40	1.97 - 3.00	295	2.41
Cheese	Natural Varieties	1 lb Block				3.97	61	3.97	3.44 - 5.49	449	4.75
Cheese	Natural Varieties	1 lb Shred	3.74	1221	3.74	3.97	61	3.97	3.74 - 5.49	449	4.86
Cheese	Natural Varieties	1 lb Sliced				6.99	73	6.99	5.49	287	5.49
Cheese	Natural Varieties	2 lb Block	8.99	52	8.99	5.00 - 6.99	614	5.44	5.99 - 6.99	641	6.28
Cheese	Natural Varieties	2 lb Shred	7.27 - 8.99	1273	7.34	5.00 - 6.99	614	5.44	5.99 - 7.27	580	6.46
Cottage Cheese		16 oz	2.00	440	2.00	2.00	410	2.00	2.00	61	2.00
Cottage Cheese		24 oz	3.29	117	3.29				3.98	81	3.98
Cream Cheese		8 oz	1.67 - 4.00	1364	2.69	1.99 - 3.29	1612	2.78	2.49 - 2.99	501	2.90
Flavored Milk	All Fat Tests	Half Gallon	3.29	117	3.29						
Flavored Milk	All Fat Tests	Gallon	2.74 - 3.99	1328	2.84	3.99	352	3.99	2.47	287	2.47
Ice Cream		14-16 oz	3.00 - 5.99	1445	4.13	1.99 - 4.99	3727	3.62	2.99 - 4.49	743	3.38
Ice Cream		48-64 oz	1.99 - 6.99	3176	4.87	1.99 - 6.99	4300	3.94	1.99 - 4.00	824	3.51
Milk	All Fat Tests	Half Gallon	2.99	160	2.99				1.78	162	1.78
Milk	All Fat Tests	Gallon	2.74 - 3.99	1431	2.85	3.26 - 3.99	1322	3.58	2.47	287	2.47
Sour Cream		16 oz	1.97 - 2.99	2253	2.04	1.79 - 3.50	1636	2.17	2.00	61	2.00
Sour Cream		24 oz				3.48	122	3.48	2.48	81	2.48
Yogurt	Greek	4-6 oz	1.00 - 1.07	242	1.02	0.99 - 1.25	1112	1.01	1.25	287	1.25
Yogurt	Yogurt	4-6 oz	0.60	52	0.60	0.49 - 0.70	465	0.52	0.59 - 0.70	142	0.65
Yogurt	Greek	32 oz	3.54 - 5.99	1371	3.81	5.99	55	5.99			
Yogurt	Yogurt	32 oz	2.56	1221	2.56	2.97	61	2.97			



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	2.97 - 3.99	22	3.48	4.99	46	4.99
Cheese	Natural Varieties	6-8 oz Block	2.12	9	2.12	2.47 - 2.75	46	2.61
Cheese	Natural Varieties	6-8 oz Shred	2.36	9	2.36	2.47 - 2.75	46	2.61
Cheese	Natural Varieties	6-8 oz Sliced	2.96	9	2.96	2.47 - 3.00	30	2.59
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 - 8.99	31	7.69			
Cheese	Natural Varieties	2 lb Shred	6.99 - 8.72	20	7.77			
Cottage Cheese		16 oz	2.00	11	2.00			
Cream Cheese		8 oz	2.49 - 3.49	22	2.99	2.79 - 3.50	53	3.40
Ice Cream		14-16 oz	3.99	22	3.99	4.00 - 5.12	40	4.55
Ice Cream		48-64 oz	2.49 - 6.99	61	5.27	3.32 - 6.49	73	5.05
Milk	All Fat Tests	Half Gallon	2.78	9	2.78			
Milk	All Fat Tests	Gallon	2.97	11	2.97	5.98 - 5.99	33	5.99
Sour Cream		16 oz	2.00	11	2.00	3.29	23	3.29
Yogurt	Greek	4-6 oz	1.25	11	1.25	1.25	23	1.25

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			272	3.99		
Butter		1 lb	337	6.25			228	4.99
Cheese	Natural Varieties	6-8 oz Block			208	5.49	288	4.29
Cheese	Natural Varieties	6-8 oz Shred	449	5.19	65	5.29	60	3.99
Cheese	Natural Varieties	6-8 oz Sliced	226	5.94	919	5.34	187	5.34
Cheese	Natural Varieties	1 lb Shred					142	3.99
Cottage Cheese		16 oz	86	3.69	480	4.94		
Ice Cream		14-16 oz	403	4.67	107	5.99	300	4.23
Ice Cream		48-64 oz			343	7.99	490	7.99
Milk	All Fat Tests	Half Gallon	1358	4.67	6669	4.93	1392	4.43
Milk	All Fat Tests	Gallon	161	7.81	832	7.31		
Sour Cream		16 oz			1247	3.03		
Yogurt	Yogurt	4-6 oz					92	1.35
Yogurt	Greek	32 oz	75	7.19	380	6.41	1471	4.38
Yogurt	Yogurt	32 oz	75	4.76	534	4.26		



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				4.99	228	4.99			
Cheese	Natural Varieties	6-8 oz Shred	5.29 - 5.49	187	5.42	5.79	86	5.79	4.94	67	4.94
Cheese	Natural Varieties	6-8 oz Sliced	5.99	65	5.99	6.39	86	6.39			
Cottage Cheese		16 oz				3.69	86	3.69			
Ice Cream		14-16 oz	2.64 - 4.97	244	3.80	5.99	52	5.99			
Milk	All Fat Tests	Half Gallon	4.99	190	4.99	3.50 - 5.99	467	3.97			
Milk	All Fat Tests	Gallon				8.19	86	8.19			

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				8.90	109	8.90			
Cheese	Natural Varieties	6-8 oz Shred				4.49	109	4.49			
Cheese	Natural Varieties	6-8 oz Sliced	5.39	75	5.39						
Ice Cream		14-16 oz	5.99	107	5.99						
Milk	All Fat Tests	Half Gallon	5.30 - 5.99	182	5.71	4.99 - 5.99	348	5.22	3.98	162	3.98
Milk	All Fat Tests	Gallon	7.37	75	7.37						
Yogurt	Greek	32 oz	7.19	75	7.19						
Yogurt	Yogurt	32 oz	4.76	75	4.76						

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.