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Advertised Prices for Dairy Products at Major Retail Supermarket Outlets ending during the period of 7/19/2024 to 7/25/2024

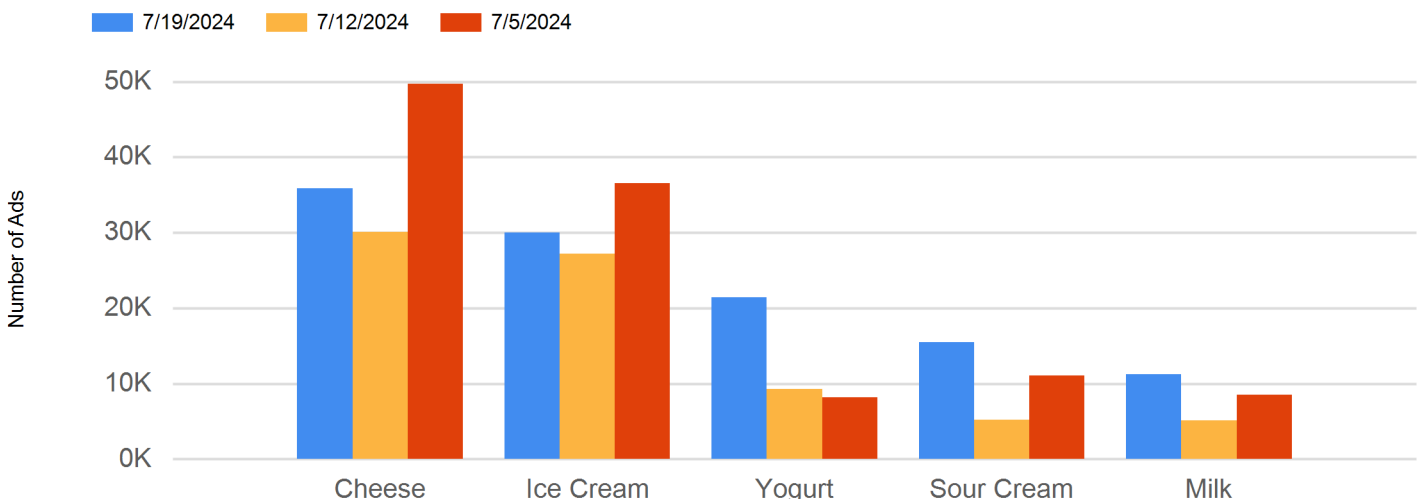
Conventional dairy ads increased 38 percent. Except for cream cheese, total ads for all reported conventional commodities increased this week compared to the prior week. Organic dairy ads increased 11 percent this week. Cheese remained in the top spot as the most advertised dairy commodity. Conventional 6-8 ounce packages of sliced, block and shredded cheese have weighted average advertised prices of \$2.55, \$2.77, and \$2.81, respectively. When compared to prior week prices, all three styles had price increases. The shred style had the biggest increase, which was 32 cents.

Conventional ice cream was also heavily represented in dairy ads. Conventional ice cream ads increased 12 percent this week. Conventional 48-64 ounce containers of ice cream increased in price by 14 cents compared to last week and have a weighted average advertised price of \$3.72 this week. Conventional 14-16 ounce containers of ice cream decreased in price by 27 cents compared to last week and have a weighted average advertised price of \$3.66 this week.

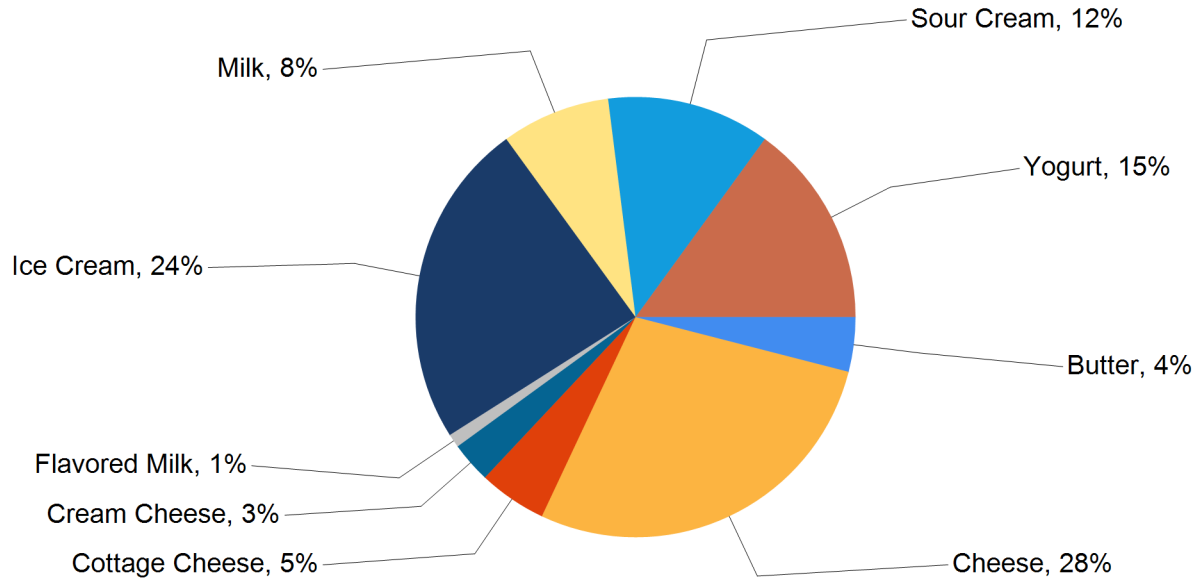
Yogurt was the third most advertised conventional dairy commodity and top advertised organic dairy commodity. For conventional yogurt, Greek yogurt in 4-6 ounce containers showed up in ads most often. These had a weighted average advertised price of \$1.10, which represents a 2 cent decrease from last week. Greek style yogurt was 50 cents higher compared to regular style yogurt in the same container size. For organic yogurt, regular yogurt in 32 ounce containers showed up most often. These had a weighted average advertised price of \$4.14, which represents a 8 cent increase from last week.

In terms of ad numbers, sour cream was more prevalent than milk this week. The weighted average advertised price for a half gallon container of conventional and organic milk were \$1.85 and \$4.25, respectively. This represents an organic premium of \$2.40.

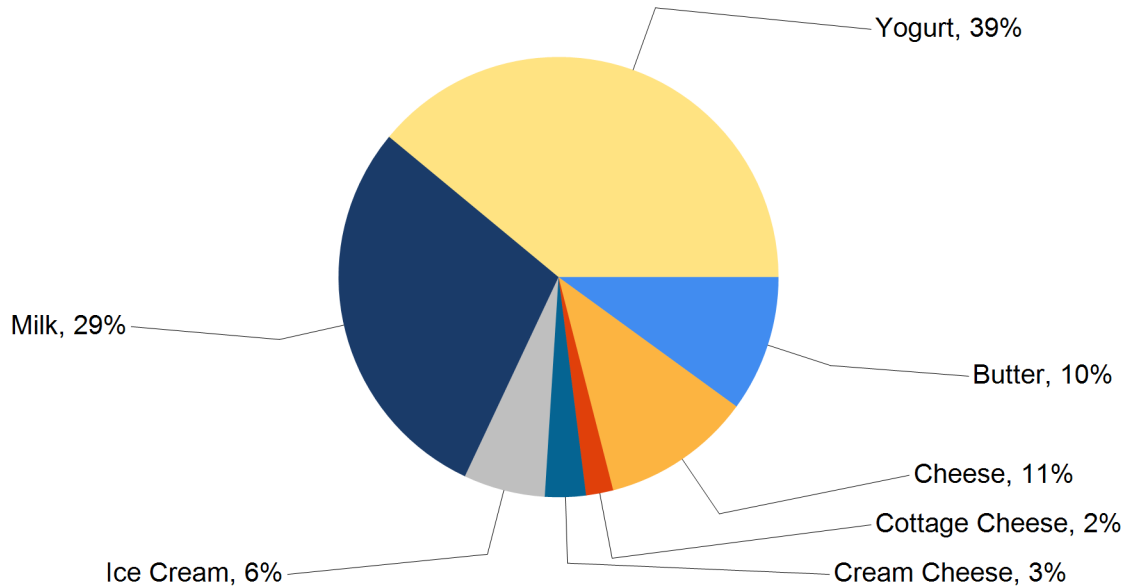
Top 5 Commodities Featured This Week



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	310	2.78	708	3.70	297	2.99
Butter		1 lb	4553	4.24	3596	4.48	2351	4.23
Cheese	Natural Varieties	6-8 oz Block	6165	2.77	4829	2.57	6735	2.55
Cheese	Natural Varieties	6-8 oz Shred	11869	2.81	10611	2.49	10354	2.45
Cheese	Natural Varieties	6-8 oz Sliced	10059	2.55	7412	2.47	7641	2.50
Cheese	Natural Varieties	1 lb Block	731	4.71	908	4.06	640	4.54
Cheese	Natural Varieties	1 lb Shred	1916	4.00	998	4.02	562	4.78
Cheese	Natural Varieties	1 lb Sliced	107	3.99			348	4.64
Cheese	Natural Varieties	2 lb Block	1397	6.97	1545	6.45	954	7.02
Cheese	Natural Varieties	2 lb Shred	3085	7.33	2957	6.80	1200	7.54
Cottage Cheese		16 oz	3595	2.83	3197	2.64	2432	2.15
Cottage Cheese		24 oz	3317	2.98	1710	3.18	1926	3.49
Cream Cheese		8 oz	3266	2.82	3808	2.81	2438	2.15
Flavored Milk	All Fat Tests	Half Gallon	910	1.42	414	2.82	199	2.91
Flavored Milk	All Fat Tests	Gallon	107	2.99	447	3.78	83	5.99
Ice Cream		14-16 oz	11452	3.66	13128	3.93	9109	3.40
Ice Cream		48-64 oz	18243	3.72	13287	3.58	13800	3.88
Milk	All Fat Tests	Half Gallon	3825	1.85	254	2.05	288	1.83
Milk	All Fat Tests	Gallon	5949	3.47	4008	3.53	3169	3.48
Sour Cream		16 oz	12687	2.25	3705	2.16	5192	2.06
Sour Cream		24 oz	2833	2.65	1547	3.45	1437	3.17
Yogurt	Greek	4-6 oz	10539	1.10	5318	1.12	6991	1.03
Yogurt	Yogurt	4-6 oz	3418	0.60	3703	0.61	3656	0.59
Yogurt	Greek	32 oz	1259	4.26	2436	4.34	374	4.67
Yogurt	Yogurt	32 oz	4237	2.66	965	2.87	2968	2.74



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							1.99	188	1.99
Butter		1 lb	3.79 - 4.99	859	4.17	4.00 - 4.79	1647	4.19	3.49 - 4.50	679	4.16
Cheese	Natural Varieties	6-8 oz Block	1.97 - 3.99	1962	2.58	1.49 - 4.49	1520	2.85	1.67 - 4.85	912	2.46
Cheese	Natural Varieties	6-8 oz Shred	1.97 - 3.99	2772	2.67	1.49 - 3.99	3997	3.10	1.67 - 3.00	1708	2.33
Cheese	Natural Varieties	6-8 oz Sliced	1.97 - 3.99	1790	2.60	1.49 - 3.99	2268	3.11	1.67 - 2.99	2845	2.35
Cheese	Natural Varieties	1 lb Block							5.99	83	5.99
Cheese	Natural Varieties	1 lb Shred	3.99	488	3.99	3.99	945	3.99	5.99	83	5.99
Cheese	Natural Varieties	1 lb Sliced	3.99	107	3.99						
Cheese	Natural Varieties	2 lb Block	9.99	122	9.99	8.99	228	8.99	4.99	188	4.99
Cheese	Natural Varieties	2 lb Shred	7.99 - 8.99	352	8.53	7.99	366	7.99	4.99 - 8.99	485	6.77
Cottage Cheese		16 oz	2.00 - 3.49	196	2.49	3.12	1341	3.12	1.99 - 2.49	433	2.27
Cottage Cheese		24 oz	2.50	78	2.50	1.99 - 3.99	810	2.84	1.99 - 3.00	887	2.23
Cream Cheese		8 oz	1.67 - 3.99	785	2.99	1.49 - 2.99	643	2.63	1.50 - 3.99	704	2.25
Flavored Milk	All Fat Tests	Half Gallon				1.39	463	1.39	1.39	105	1.39
Ice Cream		14-16 oz	2.49 - 4.99	4424	3.59	1.99 - 4.50	999	3.64	2.99 - 4.50	1164	3.56
Ice Cream		48-64 oz	1.99 - 4.99	3607	3.28	2.75 - 5.00	5597	3.91	2.49 - 4.98	2598	3.00
Milk	All Fat Tests	Half Gallon				1.39 - 2.06	1804	1.89	1.39	105	1.39
Milk	All Fat Tests	Gallon	3.69 - 4.08	1182	3.90	3.72 - 3.99	1460	3.74	3.06	892	3.06
Sour Cream		16 oz	1.69 - 3.00	1511	2.10	1.48 - 2.50	4546	2.17	1.99 - 2.89	1815	2.38
Sour Cream		24 oz				2.49 - 3.99	691	2.98	1.99 - 3.00	642	2.12
Yogurt	Greek	4-6 oz	1.00 - 1.75	3783	1.16	0.69 - 1.25	3570	1.02	0.80 - 1.50	1378	1.15
Yogurt	Yogurt	4-6 oz	0.50 - 1.19	867	0.66	0.60 - 0.75	668	0.68	0.39 - 1.07	690	0.57
Yogurt	Greek	32 oz	2.99 - 5.99	718	4.90	3.99 - 5.00	147	4.50	3.99	188	3.99
Yogurt	Yogurt	32 oz	3.50 - 4.49	229	4.03	2.25 - 2.99	1684	2.69	1.99 - 2.49	1587	2.32



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	122	3.99			
Butter		1 lb	2.97 - 4.29	289	3.31	3.86 - 5.99	742	4.97	3.99 - 4.00	315	3.99
Cheese	Natural Varieties	6-8 oz Block	1.66 - 4.49	460	2.87	3.00 - 5.39	559	3.96	1.49 - 3.50	713	2.55
Cheese	Natural Varieties	6-8 oz Shred	1.66 - 4.79	1250	2.88	2.50 - 3.99	1094	3.10	1.49 - 3.50	986	2.53
Cheese	Natural Varieties	6-8 oz Sliced	1.66 - 2.50	1530	1.97	2.17 - 3.50	833	2.59	1.49 - 3.50	733	2.66
Cheese	Natural Varieties	1 lb Block	2.99	107	2.99	3.97 - 6.99	370	5.50	3.44	162	3.44
Cheese	Natural Varieties	1 lb Shred	2.99	107	2.99	3.97	122	3.97	3.74	162	3.74
Cheese	Natural Varieties	2 lb Block				5.97 - 6.99	616	6.07	6.34 - 9.99	223	7.34
Cheese	Natural Varieties	2 lb Shred	5.99 - 7.99	591	7.40	5.97 - 7.99	1120	6.93	7.27	162	7.27
Cottage Cheese		16 oz	1.99 - 2.88	1273	2.84	2.50	352	2.50			
Cottage Cheese		24 oz	1.99 - 3.78	1408	3.65				1.99	123	1.99
Cream Cheese		8 oz	2.99 - 3.49	545	3.33	2.49 - 4.49	589	2.98			
Flavored Milk	All Fat Tests	Half Gallon				2.50	55	2.50	1.27	287	1.27
Flavored Milk	All Fat Tests	Gallon	2.99	107	2.99						
Ice Cream		14-16 oz	2.19 - 5.99	1877	3.68	2.00 - 6.02	2526	3.92	2.79 - 2.99	418	2.93
Ice Cream		48-64 oz	1.97 - 7.99	2300	4.41	2.75 - 5.99	3381	4.03	2.49 - 4.00	672	3.06
Milk	All Fat Tests	Half Gallon	2.02	1221	2.02	2.50	53	2.50	1.27 - 1.78	633	1.44
Milk	All Fat Tests	Gallon	2.59 - 3.06	1417	3.03	3.34 - 3.72	970	3.53			
Sour Cream		16 oz	1.97 - 2.50	3920	2.31	2.50	352	2.50	2.29 - 2.49	532	2.31
Sour Cream		24 oz	2.74	1221	2.74	3.49	53	3.49	1.99 - 2.98	204	2.38
Yogurt	Greek	4-6 oz	0.79 - 1.66	624	1.14	0.99 - 1.25	643	1.04	0.99 - 1.00	479	0.99
Yogurt	Yogurt	4-6 oz	0.50	246	0.50	0.37 - 1.07	724	0.54	0.39 - 0.60	212	0.47
Yogurt	Greek	32 oz							1.99	184	1.99
Yogurt	Yogurt	32 oz	2.75 - 2.99	344	2.80	2.25 - 4.04	259	3.16	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	4.99	22	4.99			
Cheese	Natural Varieties	6-8 oz Block	2.12	9	2.12	2.47 - 2.59	30	2.50
Cheese	Natural Varieties	6-8 oz Shred	2.36	9	2.36	2.47 - 2.59	53	2.50
Cheese	Natural Varieties	6-8 oz Sliced	2.96 - 3.47	20	3.24	2.36 - 2.59	40	2.46
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	20	8.08			
Cheese	Natural Varieties	2 lb Shred	8.72	9	8.72			
Cottage Cheese		24 oz	2.49	11	2.49			
Ice Cream		14-16 oz	3.99	11	3.99	4.97 - 5.12	33	5.02
Ice Cream		48-64 oz	2.99 - 3.99	22	3.49	3.32 - 6.99	66	5.87
Milk	All Fat Tests	Half Gallon	2.78	9	2.78			
Milk	All Fat Tests	Gallon	3.29	11	3.29	5.79 - 5.98	17	5.90
Sour Cream		16 oz	2.79	11	2.79			
Sour Cream		24 oz	2.49 - 3.49	22	2.99			
Yogurt	Greek	4-6 oz	1.79 - 2.50	39	2.30	1.09	23	1.09
Yogurt	Yogurt	4-6 oz	0.69	11	0.69			
Yogurt	Greek	32 oz	2.99 - 3.50	22	3.25			
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	107	4.49		
Butter		1 lb	228	4.99	109	8.90	228	4.99
Cheese	Natural Varieties	6-8 oz Block	107	8.99			314	3.91
Cheese	Natural Varieties	6-8 oz Shred	66	4.49	632	4.94		
Cheese	Natural Varieties	6-8 oz Sliced	383	6.17	173	4.80	712	5.44
Cottage Cheese		16 oz	86	4.59	395	4.29	228	4.49
Cream Cheese		8 oz	176	4.04				
Ice Cream		14-16 oz	286	5.99	678	4.04	65	6.99
Ice Cream		48-64 oz			109	4.99	289	8.04
Milk	All Fat Tests	Half Gallon	1476	4.25	803	5.01	2286	3.97
Milk	All Fat Tests	Gallon			52	6.99	169	5.99
Yogurt	Yogurt	4-6 oz	251	1.56	107	1.25	152	1.31
Yogurt	Greek	32 oz	228	6.99				
Yogurt	Yogurt	32 oz	1499	4.14	1408	4.06	190	4.99

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	3.49 - 3.99	297	3.81						
Butter		1 lb				4.99	228	4.99			
Cheese	Natural Varieties	6-8 oz Sliced	6.99	122	6.99	6.49	86	6.49			
Cottage Cheese		16 oz				4.59	86	4.59			
Cream Cheese		8 oz							4.04	67	4.04
Ice Cream		14-16 oz	5.99	72	5.99						
Milk	All Fat Tests	Half Gallon	4.99	172	4.99	3.98	187	3.98	3.99 - 4.85	255	4.22
Yogurt	Yogurt	4-6 oz							1.61	67	1.61
Yogurt	Greek	32 oz				6.99	228	6.99			
Yogurt	Yogurt	32 oz	3.99	237	3.99	3.99 - 4.50	1062	4.05			



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 Block	8.99	107	8.99						
Cheese	Natural Varieties	6-8 oz Shred				4.49	66	4.49			
Cheese	Natural Varieties	6-8 oz Sliced				4.49 - 6.02	175	5.44			
Cream Cheese		8 oz				4.04	109	4.04			
Ice Cream		14-16 oz	5.99	214	5.99						
Milk	All Fat Tests	Half Gallon				3.99 - 4.85	630	4.14	3.98 - 4.99	223	4.26
Yogurt	Yogurt	4-6 oz	1.43	75	1.43	1.61	109	1.61			
Yogurt	Yogurt	32 oz				5.49	66	5.49	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	Yogurt	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.