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Advertised Prices for Dairy Products at Major Retail Supermarket Outlets ending during the period of 6/13/2025 to 6/19/2025

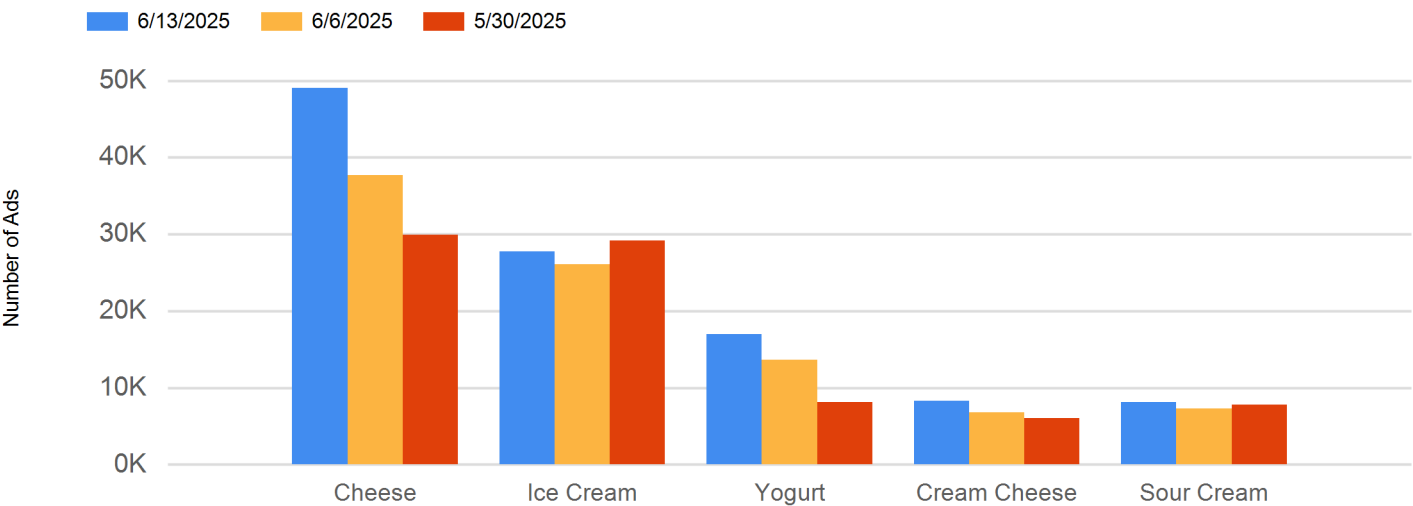
Total conventional retail ads increased 3 percent in the week 24 dairy ad survey, while organic ads decreased 10 percent. Cheese is the most advertised conventional dairy commodity, as total ads are up 29 percent. Organic cheese ads increased 105 percent this week to become the third most advertised organic commodity. The number of ads for the most advertised organic dairy commodity, milk, fell 32 percent. Conventional milk ads declined 62 percent this week.

The most advertised conventional cheese product is 6-8-ounce shred style, which is present in 52 percent more ads compared to week 23. The weighted average advertised price (average price) for conventional 6-8-ounce shred style cheese is up 5 cents to \$2.60. Organic 6-8-ounce shred style cheese ads are down 78 percent, but the average price is up 47 cents to \$5.49. The week 24 organic premium for this item is \$2.89.

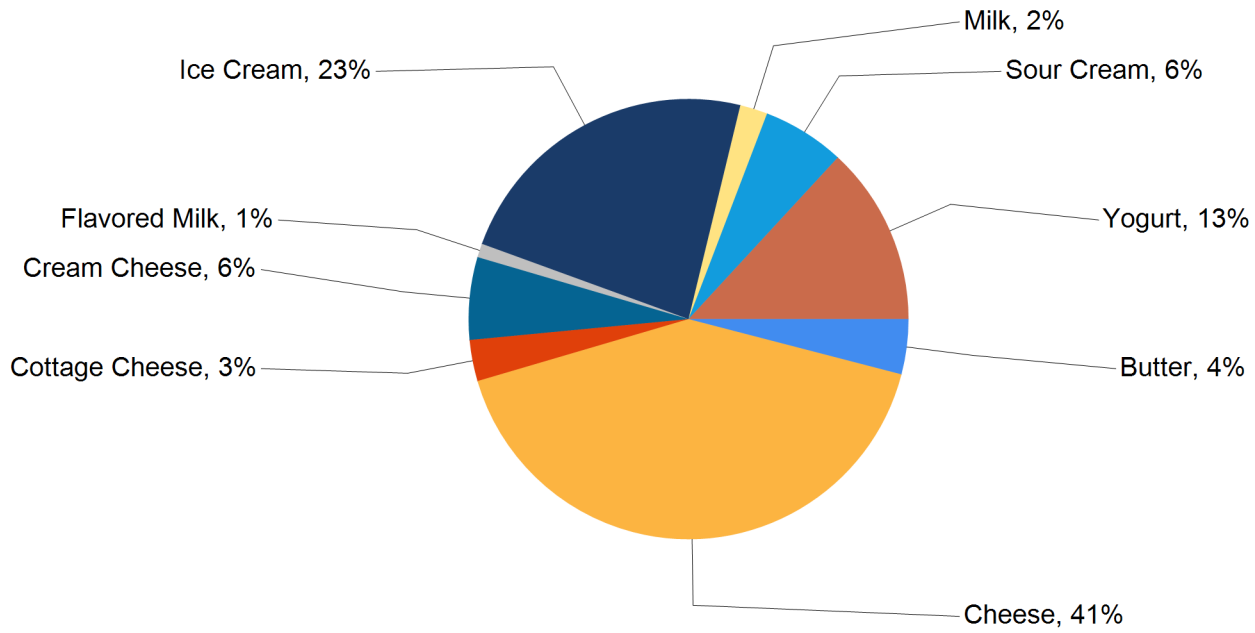
The second most advertised conventional dairy commodity is ice cream, which is present in 6 percent more ads this week. Total organic ice cream ads are up 69 percent. In the week 23 and week 24 retail ad surveys, the only organic ice cream product advertised is 14-16-ounce containers. Ads for conventional 14-16-ounce ice cream, the most advertised conventional ice cream product, are up 13 percent. The average price for this product is down 14 cents to \$3.69. The average price for organic 14-16-ounce ice cream is \$8.02, creating an organic premium of \$4.33.

Ads for the third most advertised conventional dairy commodity, yogurt, are down 9 percent. Yogurt remained the 2nd most advertised organic dairy product this week, despite a 37 percent ad decrease. The most advertised conventional yogurt product, 4-6-ounce Greek, is present in 38 percent fewer ads and the average price, \$1.10, is unchanged from week 23. There are no ads for organic 4-6-ounce Greek yogurt present in the week 24 retail ad survey.

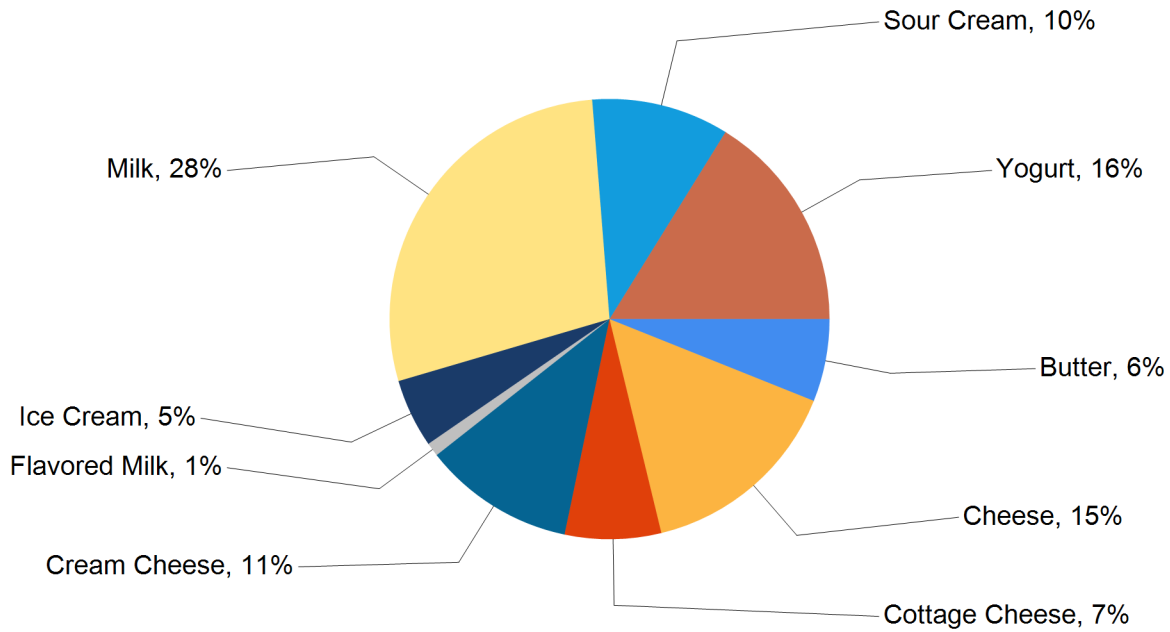
Top 5 Commodities Featured This Week



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	656	4.04	1409	3.75	1561	3.56
Butter		1 lb	4481	4.38	5782	4.64	4278	4.07
Cheese	Natural Varieties	6-8 oz Block	7532	2.74	6559	2.79	7663	2.72
Cheese	Natural Varieties	6-8 oz Shred	13663	2.60	8994	2.55	11197	2.66
Cheese	Natural Varieties	6-8 oz Sliced	9430	2.69	7492	2.79	9732	2.66
Cheese	Natural Varieties	1 lb Block	2571	3.95	2622	4.38	1137	3.55
Cheese	Natural Varieties	1 lb Shred	6670	4.75	2322	5.05	4357	3.57
Cheese	Natural Varieties	1 lb Sliced	188	3.84	190	3.99	1375	3.53
Cheese	Natural Varieties	2 lb Block	1324	6.89	3312	6.91	1325	6.78
Cheese	Natural Varieties	2 lb Shred	6560	6.85	5656	6.69	3970	7.06
Cottage Cheese		16 oz	2424	2.64	5520	2.97	4702	2.73
Cottage Cheese		24 oz	851	3.38	1293	3.47	3363	3.56
Cream Cheese		8 oz	7528	2.14	6177	3.03	3142	2.57
Flavored Milk	All Fat Tests	Half Gallon	467	2.99	499	2.92	748	2.45
Flavored Milk	All Fat Tests	Gallon	227	4.41	109	5.07	1258	3.68
Ice Cream		14-16 oz	15849	3.69	14079	3.83	11755	3.69
Ice Cream		48-64 oz	11548	4.11	11824	3.91	18090	3.97
Milk	All Fat Tests	Half Gallon	1007	1.57	1138	1.76	710	2.09
Milk	All Fat Tests	Gallon	1356	3.20	5135	3.14	8840	3.65
Sour Cream		16 oz	4544	2.23	3746	2.32	7513	2.30
Sour Cream		24 oz	2868	3.42	2828	3.24	1903	2.88
Yogurt	Greek	4-6 oz	6327	1.10	10171	1.10	7735	1.11
Yogurt	Yogurt	4-6 oz	5412	0.65	3766	0.64	2844	0.58
Yogurt	Greek	32 oz	1657	4.98	1517	4.82	1970	5.07
Yogurt	Yogurt	32 oz	2468	3.23	1963	2.64	2238	2.85



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	3.99	190	3.99	3.50	228	3.50	4.49	83	4.49
Butter		1 lb	3.69 - 5.99	940	4.31	3.99 - 5.99	1226	4.36	4.29 - 4.99	284	4.75
Cheese	Natural Varieties	6-8 oz Block	1.99 - 3.00	1249	2.41	1.49 - 5.49	2770	3.31	1.99 - 3.48	826	2.54
Cheese	Natural Varieties	6-8 oz Shred	1.88 - 3.99	2205	2.46	1.49 - 3.99	5316	2.56	1.99 - 3.79	1640	3.05
Cheese	Natural Varieties	6-8 oz Sliced	1.99 - 4.99	2266	2.73	1.97 - 4.22	4331	2.70	2.00 - 3.00	730	2.56
Cheese	Natural Varieties	1 lb Block	3.78	496	3.78	4.29	53	4.29	3.78 - 4.99	1137	4.04
Cheese	Natural Varieties	1 lb Shred	4.97	496	4.97	3.78 - 5.99	2963	4.50	3.98 - 5.22	1267	5.05
Cheese	Natural Varieties	2 lb Block	7.99	162	7.99	8.99	228	8.99			
Cheese	Natural Varieties	2 lb Shred	6.96 - 8.99	790	7.52	5.00 - 6.96	1460	6.80	6.96 - 6.99	1198	6.97
Cottage Cheese		16 oz	2.00 - 3.00	1097	2.54	2.99	732	2.99			
Cottage Cheese		24 oz	2.99	72	2.99	3.50	228	3.50	3.48 - 3.88	329	3.64
Cream Cheese		8 oz	1.79 - 4.00	1210	2.38	1.76 - 3.00	3140	2.06	1.50 - 2.99	872	2.15
Flavored Milk	All Fat Tests	Half Gallon	2.99	183	2.99				2.99 - 3.00	284	3.00
Flavored Milk	All Fat Tests	Gallon							4.99	106	4.99
Ice Cream		14-16 oz	2.88 - 6.49	2854	3.90	2.00 - 6.99	3917	3.41	1.99 - 5.49	3369	3.37
Ice Cream		48-64 oz	2.49 - 4.99	3525	3.80	1.99 - 6.98	2170	4.06	3.19 - 4.50	1662	3.86
Milk	All Fat Tests	Half Gallon							1.58	892	1.58
Milk	All Fat Tests	Gallon							2.64 - 3.99	1176	2.91
Sour Cream		16 oz	1.69 - 3.00	1631	2.07	1.79 - 3.00	2044	2.25	3.00	83	3.00
Sour Cream		24 oz	3.00 - 3.99	815	3.44				3.34 - 3.88	1434	3.46
Yogurt	Greek	4-6 oz	0.80 - 1.79	2309	1.15	0.98 - 1.25	2164	1.06	0.99 - 1.25	667	1.02
Yogurt	Yogurt	4-6 oz	0.49 - 1.60	1061	0.90	0.39 - 0.80	765	0.58	0.49 - 0.67	1379	0.54
Yogurt	Greek	32 oz	3.99 - 6.79	523	6.00	3.49 - 4.99	439	4.74	4.88	130	4.88
Yogurt	Yogurt	32 oz	2.79 - 4.49	718	3.63	2.99 - 5.49	1259	3.16			



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	4.31	75	4.31	4.99	80	4.99			
Butter		1 lb	2.49 - 4.99	318	3.79	3.79 - 5.99	1385	4.45	4.49	287	4.49
Cheese	Natural Varieties	6-8 oz Block	1.97 - 2.39	1582	2.02	2.99	392	2.99	1.97 - 3.98	661	2.76
Cheese	Natural Varieties	6-8 oz Shred	1.97 - 3.97	2389	2.42	1.97 - 3.99	1398	2.70	1.97 - 2.99	641	2.63
Cheese	Natural Varieties	6-8 oz Sliced	1.99 - 3.97	379	2.59	1.97 - 3.00	890	2.59	1.97 - 3.99	783	2.77
Cheese	Natural Varieties	1 lb Block	3.50	107	3.50	3.78 - 4.97	607	4.02	3.78	162	3.78
Cheese	Natural Varieties	1 lb Shred	3.50 - 4.97	1328	4.85	4.97	607	4.97			
Cheese	Natural Varieties	1 lb Sliced	3.50 - 4.49	187	3.82						
Cheese	Natural Varieties	2 lb Block	5.77	107	5.77	5.99 - 7.99	682	6.26	5.99	123	5.99
Cheese	Natural Varieties	2 lb Shred	5.77 - 6.99	1393	6.87	5.99 - 7.99	1423	6.45	5.99 - 6.96	285	6.54
Cottage Cheese		16 oz	2.00	117	2.00	2.47 - 2.50	474	2.49			
Cottage Cheese		24 oz	2.99	52	2.99	2.99	169	2.99			
Cream Cheese		8 oz	1.39 - 2.49	1540	1.79	1.99 - 4.40	757	2.73			
Flavored Milk	All Fat Tests	Gallon	2.79	95	2.79						
Ice Cream		14-16 oz	2.49 - 6.99	2333	4.05	2.49 - 5.99	2587	4.01	2.99 - 4.00	735	3.62
Ice Cream		48-64 oz	2.50 - 7.99	1496	4.94	3.49 - 6.99	2036	4.31	3.49 - 4.00	521	3.68
Milk	All Fat Tests	Half Gallon	1.50	115	1.50						
Milk	All Fat Tests	Gallon	4.89	160	4.89						
Sour Cream		16 oz	2.00 - 2.50	177	2.17	2.47 - 2.50	601	2.49			
Sour Cream		24 oz	3.49	52	3.49	3.34	485	3.34	2.98	81	2.98
Yogurt	Greek	4-6 oz	1.00 - 1.79	579	1.17	1.00 - 1.25	461	1.06	0.89 - 1.00	142	0.95
Yogurt	Yogurt	4-6 oz	0.49 - 1.50	726	0.68	0.40 - 0.79	672	0.51	0.50 - 0.86	756	0.66
Yogurt	Greek	32 oz				3.97 - 5.99	565	4.26			
Yogurt	Yogurt	32 oz	2.50 - 4.49	135	3.61	2.49	352	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	11	4.99	4.99 - 6.49	30	5.34
Cheese	Natural Varieties	6-8 oz Block	2.36 - 3.99	22	3.32	2.47 - 3.50	30	2.71
Cheese	Natural Varieties	6-8 oz Shred	2.36 - 3.99	21	3.26	2.00 - 3.50	53	2.40
Cheese	Natural Varieties	6-8 oz Sliced	2.50 - 3.99	24	3.38	2.47 - 5.49	27	2.92
Cheese	Natural Varieties	1 lb Block	4.54	9	4.54			
Cheese	Natural Varieties	1 lb Shred	4.54	9	4.54			
Cheese	Natural Varieties	2 lb Block	6.99	22	6.99			
Cheese	Natural Varieties	2 lb Shred	8.34 - 8.99	11	8.46			
Cottage Cheese		16 oz	3.49 - 3.99	4	3.74			
Cream Cheese		8 oz	2.18	9	2.18			
Flavored Milk	All Fat Tests	Gallon				7.79 - 7.99	26	7.97
Ice Cream		14-16 oz	3.99 - 7.49	47	5.16	4.00	7	4.00
Ice Cream		48-64 oz	4.00 - 9.25	68	7.04	3.99 - 6.29	70	4.88
Milk	All Fat Tests	Gallon				5.98 - 7.79	20	6.81
Sour Cream		16 oz	2.49 - 2.99	4	2.74	3.29	4	3.29
Yogurt	Greek	4-6 oz	1.10		1.10	1.25	4	1.25
Yogurt	Yogurt	4-6 oz	0.60 - 1.33	46	0.84	1.25	7	1.25
Yogurt	Yogurt	32 oz				3.99	4	3.99



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	459	4.61			1328	4.25
Butter		1 lb			687	6.87	2516	5.83
Cheese	Natural Varieties	6-8 oz Block	274	7.84	222	6.51	86	5.49
Cheese	Natural Varieties	6-8 oz Shred	65	5.49	302	5.02	65	5.29
Cheese	Natural Varieties	6-8 oz Sliced	737	5.68			576	4.96
Cottage Cheese		16 oz	467	5.25	152	5.03	448	4.63
Cream Cheese		8 oz	794	4.41	598	4.08		
Flavored Milk	All Fat Tests	Half Gallon	86	7.19	235	5.35		
Ice Cream		14-16 oz	337	8.02	199	7.42		
Ice Cream		48-64 oz					184	7.49
Milk	All Fat Tests	Half Gallon	1994	5.33	1575	4.92	5585	5.02
Milk	All Fat Tests	Gallon			1355	8.80	1657	8.18
Sour Cream		16 oz	718	4.43	758	4.05	107	3.99
Yogurt	Greek	4-6 oz					1613	1.23
Yogurt	Yogurt	4-6 oz			272	2.50	107	2.00
Yogurt	Greek	32 oz			302	7.09	1721	6.40
Yogurt	Yogurt	32 oz	1157	5.22	1260	4.50	2315	4.43

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	122	4.99	4.49	86	4.49	4.49	67	4.49
Cheese	Natural Varieties	6-8 oz Block				7.64	86	7.64			
Cheese	Natural Varieties	6-8 oz Shred	5.49	65	5.49						
Cheese	Natural Varieties	6-8 oz Sliced	6.29	122	6.29	5.84 - 6.11	172	5.98	5.66	67	5.66
Cream Cheese		8 oz	4.29	122	4.29	4.79	52	4.79			
Flavored Milk	All Fat Tests	Half Gallon				7.19	86	7.19			
Ice Cream		14-16 oz				6.99 - 9.99	138	8.12			
Milk	All Fat Tests	Half Gallon	3.89 - 6.49	1138	4.74	5.99 - 7.19	400	6.33	4.98 - 6.11	197	5.36
Sour Cream		16 oz				4.29	52	4.29			
Yogurt	Yogurt	32 oz	4.49	594	4.49						



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	4.40	75	4.40	4.49	109	4.49			
Cheese	Natural Varieties	6-8 oz Block	7.64	75	7.64	8.09	109	8.09			
Cheese	Natural Varieties	6-8 oz Sliced	4.94 - 5.84	150	5.39	4.49 - 6.02	218	5.25			
Cottage Cheese		16 oz	4.15	92	4.15	5.49	352	5.49			
Cream Cheese		8 oz	4.29 - 4.79	214	4.54	3.59 - 4.79	402	4.33			
Ice Cream		14-16 oz	5.59 - 9.99	199	7.96						
Milk	All Fat Tests	Half Gallon	5.99 - 6.29	143	6.15	6.47	109	6.47			
Sour Cream		16 oz	4.29	107	4.29	4.29 - 4.49	536	4.42			
Yogurt	Yogurt	32 oz	5.49	75	5.49	4.49 - 6.49	461	6.02			

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				8.89	4	8.89
Cheese	Natural Varieties	6-8 oz Sliced				7.01 - 7.46	8	7.23
Cottage Cheese		16 oz				5.99	23	5.99
Cream Cheese		8 oz				4.77	4	4.77
Milk	All Fat Tests	Half Gallon	5.58	3	5.58	7.82	4	7.82
Sour Cream		16 oz				5.49	23	5.49
Yogurt	Yogurt	32 oz				4.99 - 7.49	27	7.12

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.