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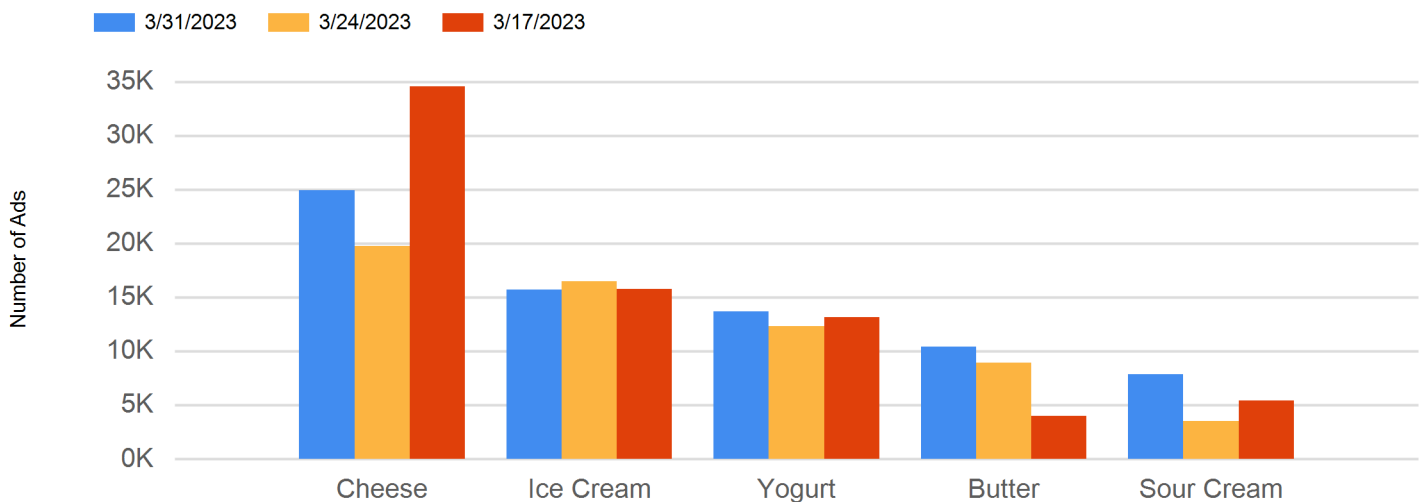
Advertised Prices for Dairy Products at Major Retail Supermarket Outlets ending during the period of 3/31/2023 to 4/6/2023

Total conventional dairy advertisements increased 13 percent this week, but total organic dairy ads declined 25 percent. Ice cream in 48-64-ounce containers was the most advertised conventional dairy product, with a weighted average advertised price of \$3.86, up \$0.14 from last week. Regular yogurt in the 32-ounce container was the most advertised organic dairy item, with a weighted average advertised price of \$4.31, down \$0.07 cents from last week.

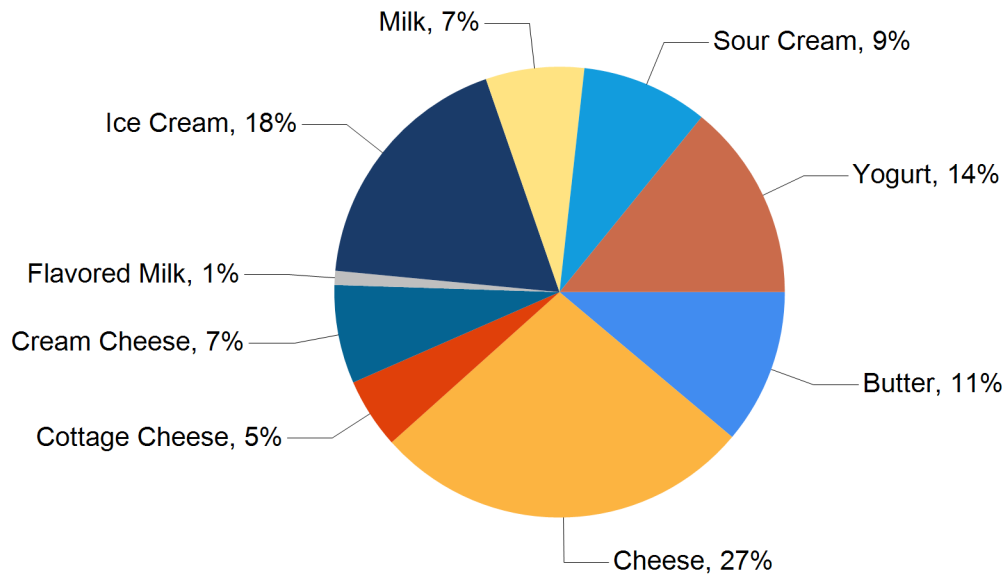
This week, total conventional cheese advertisements increased 25 percent and total organic cheese ads increased 44 percent. Both conventional 1-pound shredded cheese and 2-pound block cheese reported noteworthy increases in store ads, 788 and 374 percent, respectively. Meanwhile, shredded cheese in 6-8-ounce packaging was the most advertised conventional cheese item, with a weighted average ad price of \$2.42, down 34 cents from last week. Organic 6-8-ounce block cheese was the most advertised organic cheese item, with a weighted average advertised price of \$7.05, down 29 cents from last week.

Total conventional milk retail ads posted an increase this week, up 48 percent from last survey period. Total organic milk ads declined 68 percent compared to last week. Half gallon conventional milk posted a 112 percent increase in store ads, with a \$1.70 weighted average advertised price. Half gallon organic milk ads posted a 10 percent decline, with a \$4.00 weighted average advertised price. As a result, the market is seeing an organic premium of \$2.30 this week.

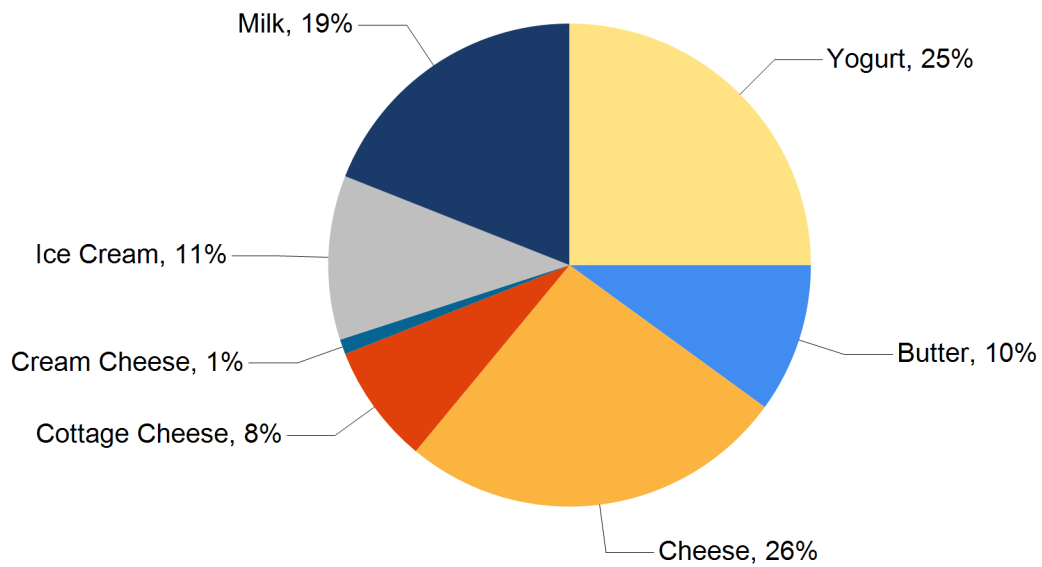
Top 5 Commodities Featured This Week



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	1802	3.05	755	3.22		
Butter		1 lb	8158	3.51	7813	3.41	5847	3.90
Cheese	Natural Varieties	6-8 oz Block	7306	2.51	3992	2.64		
Cheese	Natural Varieties	6-8 oz Shred	8417	2.42	8975	2.76		
Cheese	Natural Varieties	6-8 oz Sliced	2408	2.52	4515	2.79		
Cheese	Natural Varieties	1 lb Block	601	4.86	210	4.52	1772	3.66
Cheese	Natural Varieties	1 lb Shred	1999	4.24	225	4.35	1611	3.65
Cheese	Natural Varieties	1 lb Sliced	65	3.99				
Cheese	Natural Varieties	2 lb Block	1648	7.42	348	7.08	4099	6.82
Cheese	Natural Varieties	2 lb Shred	1248	6.42	654	8.66		
Cottage Cheese		16 oz	4235	2.02	4520	2.54	3427	2.12
Cottage Cheese		24 oz	319	3.52	656	3.31		
Cream Cheese		8 oz	5978	2.36	3711	2.52	2658	1.77
Cream Cheese		12 oz	490	4.39	490	4.39		
Flavored Milk	All Fat Tests	Half Gallon	570	1.99			1672	2.01
Flavored Milk	All Fat Tests	Gallon	130	5.88			1109	3.60
Ice Cream		14-16 oz	4768	3.73	4570	3.83		
Ice Cream		48-64 oz	10441	3.86	11384	3.72	15777	3.51
Milk	All Fat Tests	Half Gallon	2750	1.70	1300	2.33	2842	1.86
Milk	All Fat Tests	Gallon	2971	3.07	2554	3.18	2418	3.29
Sour Cream		16 oz	7340	2.06	2768	2.15	6937	1.95
Sour Cream		24 oz	547	3.52	778	3.18		
Yogurt	Greek	4-6 oz	7631	1.08	9803	1.12	7429	0.97
Yogurt	Yogurt	4-6 oz	2323	0.59	3389	0.57	4598	0.53
Yogurt	Greek	32 oz	1914	4.76	1394	6.06	2569	4.28
Yogurt	Yogurt	32 oz	657	2.84	1633	3.16	2350	2.36



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 - 3.50	404	3.13	3.00	1195	3.00			
Butter		1 lb	2.49 - 5.19	2601	3.64	2.49 - 4.99	1675	3.53	2.49 - 3.99	1602	3.15
Cheese	Natural Varieties	6-8 oz Block	0.99 - 5.00	2262	2.49	1.98 - 4.49	2995	2.45	2.22 - 2.50	612	2.44
Cheese	Natural Varieties	6-8 oz Shred	0.99 - 3.50	2658	2.39	1.98 - 2.50	2430	2.13	2.22 - 3.50	883	2.59
Cheese	Natural Varieties	6-8 oz Sliced	0.99 - 3.00	455	2.32	1.99 - 3.99	668	2.25	2.49 - 2.99	318	2.69
Cheese	Natural Varieties	1 lb Block				4.29	53	4.29	4.99	245	4.99
Cheese	Natural Varieties	1 lb Shred	3.99 - 4.29	261	4.20	3.99 - 4.29	1109	4.00	3.99	245	3.99
Cheese	Natural Varieties	1 lb Sliced	3.99	65	3.99						
Cheese	Natural Varieties	2 lb Block	7.99 - 9.99	132	8.81	9.99	228	9.99			
Cheese	Natural Varieties	2 lb Shred							6.98	61	6.98
Cottage Cheese		16 oz	2.00 - 3.00	701	2.70	1.66 - 2.00	2186	1.93	1.67 - 3.95	620	1.89
Cottage Cheese		24 oz							3.29 - 3.99	202	3.66
Cream Cheese		8 oz	1.00 - 3.00	1136	2.43	1.00 - 3.00	1936	2.18	2.00 - 3.87	825	2.51
Cream Cheese		12 oz							3.29 - 5.49	490	4.39
Flavored Milk	All Fat Tests	Half Gallon							3.00	188	3.00
Flavored Milk	All Fat Tests	Gallon							5.88	130	5.88
Ice Cream		14-16 oz	3.00 - 4.01	1057	3.75	3.00 - 4.50	1098	4.10	2.50 - 5.49	1154	3.42
Ice Cream		48-64 oz	2.88 - 5.99	2459	3.75	2.50 - 6.49	3129	3.91	2.50 - 4.98	1908	3.64
Milk	All Fat Tests	Half Gallon	3.29	413	3.29	1.29	463	1.29	1.29	664	1.29
Milk	All Fat Tests	Gallon	2.84 - 3.05	992	2.94						
Sour Cream		16 oz	1.50 - 2.99	1349	2.21	1.47 - 2.50	2557	1.97	1.67 - 2.50	1527	2.04
Sour Cream		24 oz				3.99	228	3.99			
Yogurt	Greek	4-6 oz	0.80 - 1.39	2586	1.11	0.88 - 1.49	1429	1.08	1.00 - 1.33	971	1.06
Yogurt	Yogurt	4-6 oz	0.50 - 0.89	1603	0.62	0.50 - 0.60	261	0.53	0.60	245	0.60
Yogurt	Greek	32 oz	3.53 - 5.99	837	5.05	4.49 - 5.00	536	4.56			
Yogurt	Yogurt	32 oz	2.49 - 2.50	268	2.49	2.98 - 3.99	256	3.25			



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				3.00	122	3.00	3.48	81	3.48
Butter		1 lb	2.49 - 5.19	1160	3.81	2.49 - 3.50	519	2.96	3.49 - 4.48	571	3.69
Cheese	Natural Varieties	6-8 oz Block	1.99 - 4.49	521	2.57	1.99 - 3.00	707	2.74	1.49 - 3.98	142	2.91
Cheese	Natural Varieties	6-8 oz Shred	1.67 - 3.98	929	2.63	1.99 - 3.49	1185	2.74	1.49 - 3.50	265	2.57
Cheese	Natural Varieties	6-8 oz Sliced	1.99 - 3.49	349	2.49	2.50 - 3.00	618	2.88			
Cheese	Natural Varieties	1 lb Block				4.49	55	4.49	3.99 - 5.49	237	4.90
Cheese	Natural Varieties	1 lb Shred				4.49	55	4.49	3.99 - 5.98	318	5.17
Cheese	Natural Varieties	2 lb Block				5.77 - 9.79	1000	6.88	5.99 - 6.99	254	6.47
Cheese	Natural Varieties	2 lb Shred	6.99 - 8.99	289	8.12	5.77 - 5.99	744	5.87	5.99	131	5.99
Cottage Cheese		16 oz	1.79	70	1.79	1.49 - 2.50	658	1.75			
Cottage Cheese		24 oz	3.28	117	3.28						
Cream Cheese		8 oz	1.67 - 3.49	451	2.47	1.99 - 3.49	1070	2.34	1.79 - 3.49	471	2.33
Flavored Milk	All Fat Tests	Half Gallon	2.99	95	2.99				0.99	287	0.99
Ice Cream		14-16 oz	2.99 - 3.99	192	3.41	2.99 - 4.49	531	3.45	2.99 - 4.99	736	3.94
Ice Cream		48-64 oz	2.99 - 5.49	822	4.23	2.99 - 6.99	1693	4.01	2.50 - 4.50	368	3.64
Milk	All Fat Tests	Half Gallon	1.29 - 2.50	345	2.08	1.29 - 1.99	223	1.61	0.99 - 1.52	633	1.21
Milk	All Fat Tests	Gallon				2.84 - 3.99	1808	3.18	2.46	162	2.46
Sour Cream		16 oz	1.79 - 1.98	187	1.91	1.66 - 2.79	1431	2.07	1.67 - 2.49	245	2.03
Sour Cream		24 oz	2.79 - 3.49	266	3.22				3.00	53	3.00
Yogurt	Greek	4-6 oz	1.00 - 1.29	737	1.16	0.88 - 1.00	1400	0.97	0.88 - 1.25	490	1.11
Yogurt	Yogurt	4-6 oz	0.49	68	0.49	0.40	146	0.40			
Yogurt	Greek	32 oz	4.19 - 4.49	260	4.40	4.49 - 4.99	158	4.66	4.49	123	4.49
Yogurt	Yogurt	32 oz	2.50	52	2.50				2.88	81	2.88

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				3.50 - 3.99	30	3.61
Cheese	Natural Varieties	6-8 oz Block	2.49	11	2.49	2.50 - 4.19	56	3.50
Cheese	Natural Varieties	6-8 oz Shred	2.49	11	2.49	2.50 - 4.19	56	3.50
Cheese	Natural Varieties	1 lb Block	5.99	11	5.99			
Cheese	Natural Varieties	1 lb Shred	5.99	11	5.99			
Cheese	Natural Varieties	2 lb Block	8.99	11	8.99	6.99	23	6.99
Cheese	Natural Varieties	2 lb Shred				3.50	23	3.50
Cream Cheese		8 oz	2.29 - 3.99	33	3.26	3.50 - 5.19	56	4.50
Ice Cream		48-64 oz	4.49 - 4.50	22	4.50	4.99 - 5.99	40	5.17
Milk	All Fat Tests	Half Gallon	2.88	9	2.88			
Milk	All Fat Tests	Gallon	4.32	9	4.32			
Sour Cream		16 oz	2.00	11	2.00	4.19	33	4.19
Yogurt	Greek	4-6 oz	1.25	11	1.25	1.00	7	1.00



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	155	4.38	69	4.49		
Butter		1 lb	331	5.63	331	5.63		
Cheese	Natural Varieties	6-8 oz Block	489	7.05	611	7.34		
Cheese	Natural Varieties	6-8 oz Shred	375	6.49	109	5.12		
Cheese	Natural Varieties	6-8 oz Sliced	350	3.69	122	4.99		
Cottage Cheese		16 oz	384	4.85	384	4.85	214	4.29
Cream Cheese		8 oz	69	3.99	69	4.49		
Ice Cream		48-64 oz	497	8.24	518	8.74	208	6.49
Milk	All Fat Tests	Half Gallon	506	4.00	562	4.46	2234	4.26
Milk	All Fat Tests	Gallon	372	6.32	2186	5.37	2255	5.84
Yogurt	Yogurt	4-6 oz			223	1.12		
Yogurt	Greek	32 oz	277	6.61	442	5.89	217	4.27
Yogurt	Yogurt	32 oz	882	4.31	643	4.38	852	3.90

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				4.29 - 4.49	155	4.38			
Butter		1 lb				5.29 - 8.49	155	6.71	4.99	67	4.99
Cheese	Natural Varieties	6-8 oz Block	6.69	122	6.69	4.99 - 8.69	258	6.89			
Cheese	Natural Varieties	6-8 oz Shred				6.49	69	6.49			
Cheese	Natural Varieties	6-8 oz Sliced	4.99	122	4.99	3.00	228	3.00			
Cottage Cheese		16 oz	4.99	122	4.99	4.99	86	4.99	4.99	67	4.99
Cream Cheese		8 oz				3.99	69	3.99			
Ice Cream		48-64 oz	8.99	122	8.99	7.99	69	7.99			
Milk	All Fat Tests	Half Gallon				3.99	69	3.99			
Milk	All Fat Tests	Gallon				6.99	69	6.99			
Yogurt	Greek	32 oz	6.49	122	6.49	6.49 - 6.99	155	6.71			
Yogurt	Yogurt	32 oz	3.99 - 4.99	551	4.23	4.49 - 4.99	155	4.71	4.49	67	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		1 lb				4.49	109	4.49			
Cheese	Natural Varieties	6-8 oz Block				7.82	109	7.82			
Cheese	Natural Varieties	6-8 oz Shred	6.49	111	6.49	6.49	195	6.49			
Cottage Cheese		16 oz				4.49	109	4.49			
Ice Cream		48-64 oz	7.99	111	7.99	7.99	195	7.99			
Milk	All Fat Tests	Half Gallon				3.99	266	3.99	3.98	162	3.98
Milk	All Fat Tests	Gallon				6.20	109	6.20	5.98	162	5.98
Yogurt	Yogurt	32 oz				4.04	109	4.04			

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			
Milk	All Fat Tests	Gallon	7.00	9	7.00	6.99	23	6.99

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.