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Advertised Prices for Dairy Products at Major Retail Supermarket Outlets ending during the period of 4/7/2023 to 4/13/2023

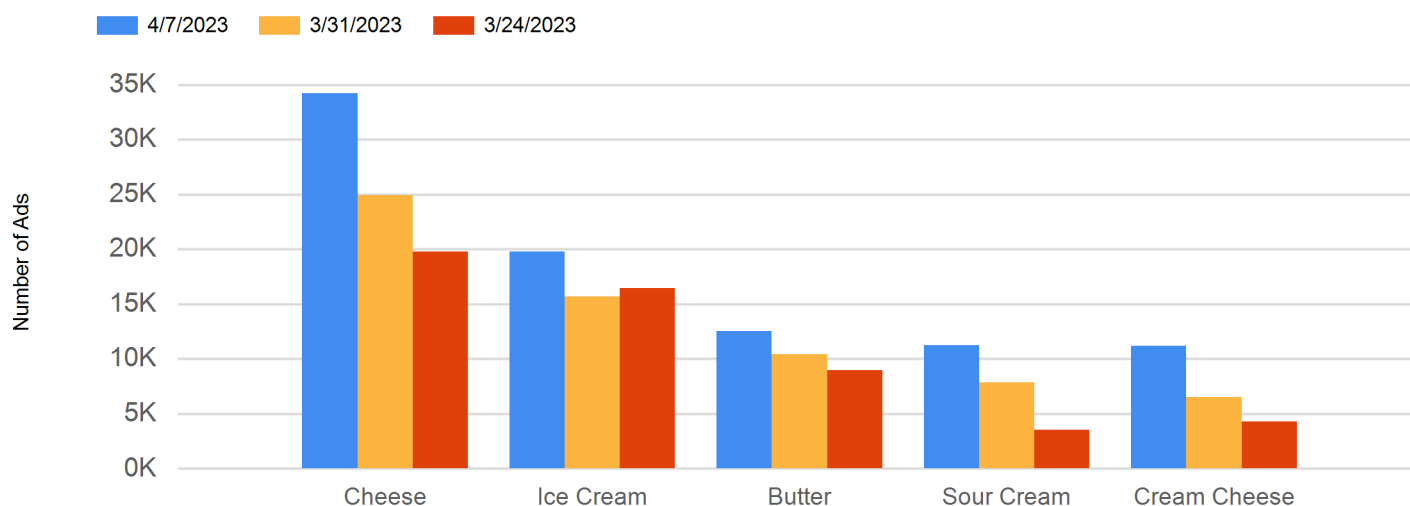
Total conventional dairy advertisements increased by 16 percent this week, and total organic dairy ads decreased by 18 percent. Ice cream in 48-64 ounce containers was the most advertised dairy product, with 46 percent more ads than last week and a weighted average advertised price of \$4.14, up 28 cents from the week prior. Half gallons of organic milk was the most advertised organic dairy item, appearing in 95 percent more ads with a weighted average advertised price of \$4.21, up 21 cents from last week. Conventional butter in one-pound packages appeared in 43 percent more ads this week, with a weighted average advertised price of \$3.43, down 8 cents from last week.

Total conventional cheese ad numbers increased 41 percent this week. Block cheese in 6-8 ounce packages was the most advertised conventional cheese item this week, with a weighted average advertised price of \$2.70, up 19 cents from last week. Organic shredded cheese in 6-8 ounce packages appeared in 94 percent more ads this week and was the most advertised organic cheese item, with a weighted average advertised price of \$4.28, down \$2.21cents from last week.

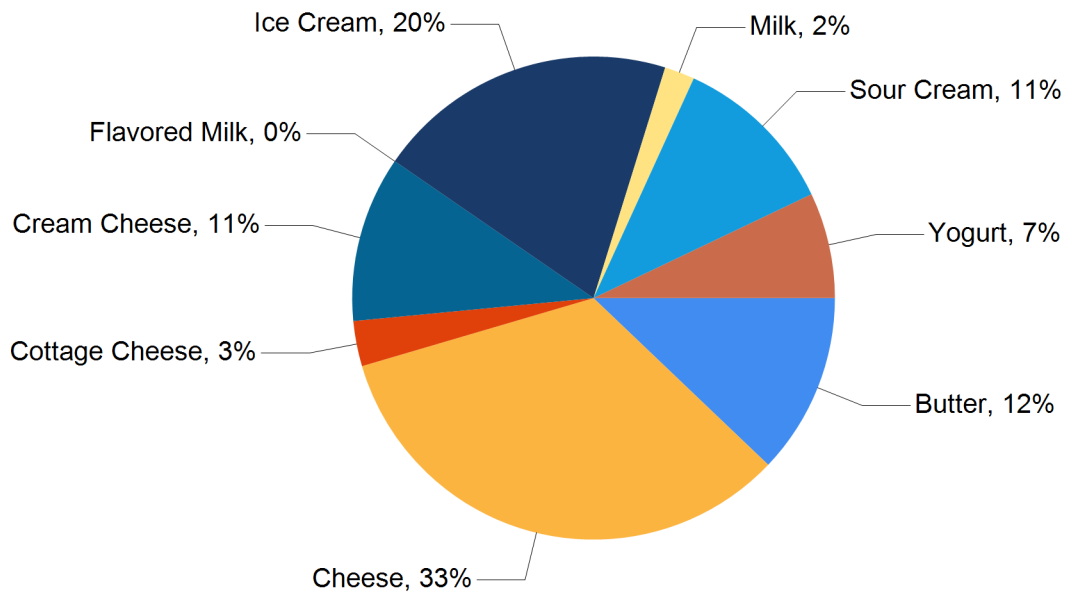
Greek yogurt in 4-6 ounce containers was the most advertised conventional yogurt item despite being represented in 41 percent fewer ads, with a weighted average advertised price of \$1.09, up 1 cent from last week. Conventional regular yogurt in 32 ounce containers appeared in 77 percent more ads versus last week, with a weighted average advertised price of \$3.33, up 49 cents from the week prior. The most advertised organic yogurt product was regular yogurt in 32 ounce containers, with a weighted average advertised price of \$4.49, up 18 cents from the week earlier.

Half gallons of conventional milk appeared in 70 percent fewer ads, with a weighted average advertised price of \$2.61, up 91 cents from the week before. Half gallons of organic milk had a weighted average advertised price of \$4.21, resulting in an organic premium of \$1.60.

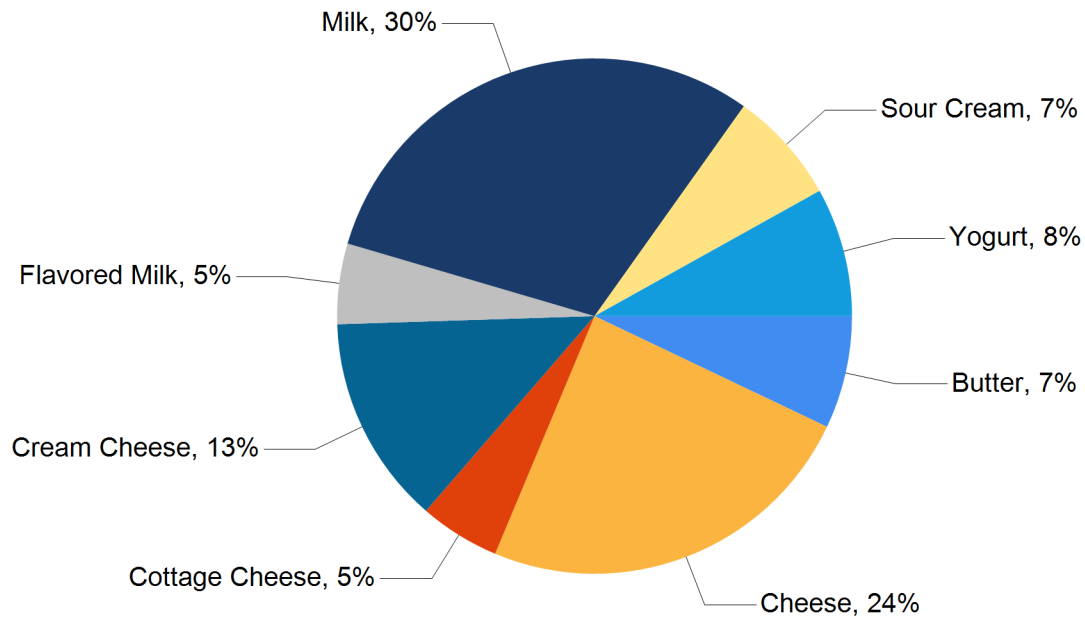
Top 5 Commodities Featured This Week



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	621	3.08	1802	3.05		
Butter		1 lb	11651	3.43	8158	3.51	9912	3.89
Cheese	Natural Varieties	6-8 oz Block	10826	2.70	7306	2.51		
Cheese	Natural Varieties	6-8 oz Shred	9521	2.40	8417	2.42		
Cheese	Natural Varieties	6-8 oz Sliced	8334	2.88	2408	2.52		
Cheese	Natural Varieties	1 lb Block	955	5.70	601	4.86	1779	4.11
Cheese	Natural Varieties	1 lb Shred	1193	4.04	1999	4.24	795	3.69
Cheese	Natural Varieties	1 lb Sliced	185	5.99	65	3.99		
Cheese	Natural Varieties	2 lb Block	826	7.81	1648	7.42	2913	6.15
Cheese	Natural Varieties	2 lb Shred	1455	7.37	1248	6.42		
Cottage Cheese		16 oz	3092	2.29	4235	2.02	4941	1.95
Cottage Cheese		24 oz	408	3.21	319	3.52		
Cream Cheese		8 oz	10686	2.50	5978	2.36	5484	1.91
Cream Cheese		12 oz			490	4.39		
Flavored Milk	All Fat Tests	Half Gallon	178	3.26	570	1.99	1511	2.22
Flavored Milk	All Fat Tests	Gallon			130	5.88	1525	3.68
Ice Cream		14-16 oz	4531	4.04	4768	3.73		
Ice Cream		48-64 oz	15264	4.14	10441	3.86	13064	3.22
Milk	All Fat Tests	Half Gallon	831	2.61	2750	1.70	2009	2.17
Milk	All Fat Tests	Gallon	1514	3.44	2971	3.07	2494	3.35
Sour Cream		16 oz	10620	2.03	7340	2.06	8347	1.78
Sour Cream		24 oz	366	3.80	547	3.52		
Yogurt	Greek	4-6 oz	4482	1.09	7631	1.08	8215	0.99
Yogurt	Yogurt	4-6 oz	657	0.66	2323	0.59	4282	0.55
Yogurt	Greek	32 oz	1038	4.82	1914	4.76	2813	4.38
Yogurt	Yogurt	32 oz	1165	3.33	657	2.84	2554	2.32



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	2.00 - 3.49	471	2.94	3.50	69	3.50			
Butter		1 lb	2.49 - 4.99	3780	3.52	2.49 - 4.00	2094	3.08	2.49 - 4.99	2516	3.53
Cheese	Natural Varieties	6-8 oz Block	1.97 - 5.59	2546	2.90	1.49 - 6.49	3562	2.52	1.75 - 3.89	2518	2.97
Cheese	Natural Varieties	6-8 oz Shred	1.97 - 3.00	2631	2.59	1.49 - 3.00	2131	2.10	1.75 - 3.49	1030	2.30
Cheese	Natural Varieties	6-8 oz Sliced	1.97 - 3.00	1489	2.91	1.49 - 3.49	3467	2.90	1.49 - 3.50	1244	2.86
Cheese	Natural Varieties	1 lb Block	3.99	107	3.99	5.99	228	5.99	5.99	559	5.99
Cheese	Natural Varieties	1 lb Shred	3.99	76	3.99	3.99	1056	3.99			
Cheese	Natural Varieties	1 lb Sliced	5.99	185	5.99						
Cheese	Natural Varieties	2 lb Shred				9.99	228	9.99	7.89	245	7.89
Cottage Cheese		16 oz	2.50 - 3.49	882	2.93	1.66 - 2.00	1519	1.90	3.00	83	3.00
Cottage Cheese		24 oz	2.50 - 3.99	145	3.11	2.99	119	2.99	2.79 - 4.00	144	3.49
Cream Cheese		8 oz	1.49 - 3.99	3116	2.69	1.25 - 3.00	1902	2.18	1.49 - 3.00	2316	2.09
Flavored Milk	All Fat Tests	Half Gallon							3.00	83	3.00
Ice Cream		14-16 oz	3.00 - 6.99	1064	4.09	3.99 - 4.49	420	4.05	3.99 - 4.49	534	4.11
Ice Cream		48-64 oz	2.50 - 5.99	3162	3.80	2.99 - 6.68	3446	4.11	1.99 - 5.99	2252	4.35
Milk	All Fat Tests	Half Gallon	3.29	413	3.29				3.00	83	3.00
Milk	All Fat Tests	Gallon	3.18 - 3.40	992	3.29	3.18 - 3.40	148	3.29			
Sour Cream		16 oz	1.49 - 2.50	2996	2.15	1.25 - 2.50	2815	1.84	1.49 - 2.50	1816	1.99
Sour Cream		24 oz				4.29	228	4.29	3.00	83	3.00
Yogurt	Greek	4-6 oz	0.99 - 1.25	2186	1.13	0.99 - 1.25	579	1.02	1.00 - 1.25	506	1.06
Yogurt	Yogurt	4-6 oz	0.49 - 0.80	624	0.62						
Yogurt	Greek	32 oz	5.79 - 5.99	207	5.91						
Yogurt	Yogurt	32 oz	2.49 - 2.99	380	2.74				5.99	188	5.99



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
Butter		8 oz							3.50	81	3.50
Butter		1 lb	2.49 - 4.79	714	3.61	2.49 - 4.49	1871	3.36	2.49 - 4.99	574	3.41
Cheese	Natural Varieties	6-8 oz Block	1.49 - 4.49	938	2.63	1.87 - 3.00	993	2.35	1.49 - 3.00	195	2.05
Cheese	Natural Varieties	6-8 oz Shred	0.99 - 3.50	1406	2.57	1.49 - 3.69	1789	2.40	1.49 - 3.00	460	2.37
Cheese	Natural Varieties	6-8 oz Sliced	1.49 - 3.50	524	2.59	2.49 - 3.50	658	2.79	1.49 - 3.50	878	2.92
Cheese	Natural Varieties	1 lb Block							4.99	61	4.99
Cheese	Natural Varieties	1 lb Shred							4.99	61	4.99
Cheese	Natural Varieties	2 lb Block	5.99 - 10.99	163	8.90				5.99 - 10.99	663	7.54
Cheese	Natural Varieties	2 lb Shred	5.99	68	5.99	5.99 - 7.49	496	7.06	5.99 - 6.77	418	6.23
Cottage Cheese		16 oz	1.67 - 2.49	307	1.81	2.50	268	2.50			
Cream Cheese		8 oz	0.99 - 3.49	1076	2.85	1.99 - 4.13	1631	2.85	1.97 - 3.99	560	2.39
Flavored Milk	All Fat Tests	Half Gallon	3.49	95	3.49						
Ice Cream		14-16 oz	3.49 - 3.99	510	3.85	3.49 - 5.00	1275	3.91	2.49 - 6.99	615	3.91
Ice Cream		48-64 oz	1.99 - 6.99	3100	4.59	1.99 - 6.99	2658	3.95	1.99 - 7.49	566	3.65
Milk	All Fat Tests	Half Gallon							0.97 - 1.52	293	1.27
Milk	All Fat Tests	Gallon	4.39	160	4.39				2.46	162	2.46
Sour Cream		16 oz	1.49 - 4.79	795	2.21	1.66 - 2.50	1552	1.99	1.69 - 2.29	510	1.96
Sour Cream		24 oz				2.99	55	2.99			
Yogurt	Greek	4-6 oz	1.10	75	1.10	0.80 - 1.25	1041	0.97			
Yogurt	Greek	32 oz	4.49	185	4.49	3.49 - 4.99	418	4.26	4.49	184	4.49
Yogurt	Yogurt	32 oz				2.50 - 2.99	468	2.58	2.75	53	2.75

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	2.99 - 5.99	39	5.14	3.99 - 4.99	63	4.62
Cheese	Natural Varieties	6-8 oz Block	1.99	11	1.99	2.37 - 3.00	63	2.51
Cheese	Natural Varieties	6-8 oz Shred	1.99	11	1.99	2.37 - 3.00	63	2.51
Cheese	Natural Varieties	6-8 oz Sliced	5.00	11	5.00	2.37 - 4.39	63	3.50
Cottage Cheese		16 oz				4.29	33	4.29
Cream Cheese		8 oz	1.99 - 6.99	39	5.58	2.00 - 2.99	46	2.50
Ice Cream		14-16 oz	3.49 - 10.99	50	7.91	3.99 - 5.49	63	4.96
Ice Cream		48-64 oz	2.49 - 10.99	50	7.69	3.99 - 4.49	30	4.11
Milk	All Fat Tests	Half Gallon	2.88	9	2.88	4.79	33	4.79
Milk	All Fat Tests	Gallon	4.32	9	4.32	5.98 - 7.69	43	7.29
Sour Cream		16 oz	1.99 - 5.00	50	3.68	2.99 - 3.59	86	3.24
Yogurt	Greek	4-6 oz	0.89 - 3.00	39	2.40	1.19 - 1.79	56	1.54
Yogurt	Yogurt	4-6 oz				1.29	33	1.29
Yogurt	Greek	32 oz	4.99	11	4.99	8.69	33	8.69
Yogurt	Yogurt	32 oz	2.50 - 5.99	20	4.07	2.50 - 6.49	56	4.85



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		
Butter		1 lb	283	7.75	331	5.63	221	6.49
Cheese	Natural Varieties	6-8 oz Block	195	6.49	489	7.05		
Cheese	Natural Varieties	6-8 oz Shred	727	4.28	375	6.49		
Cheese	Natural Varieties	6-8 oz Sliced			350	3.69		
Cottage Cheese		16 oz	184	5.16	384	4.85		
Cream Cheese		8 oz	512	3.90	69	3.99		
Flavored Milk	All Fat Tests	Half Gallon	208	5.55				
Ice Cream		48-64 oz			497	8.24	189	6.99
Milk	All Fat Tests	Half Gallon	985	4.21	506	4.00	2477	4.17
Milk	All Fat Tests	Gallon	171	6.03	372	6.32	1808	5.93
Sour Cream		16 oz	270	4.04				
Yogurt	Yogurt	4-6 oz	107	1.39			118	1.50
Yogurt	Greek	32 oz			277	6.61	470	5.00
Yogurt	Yogurt	32 oz	190	4.49	882	4.31	1048	3.83

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	7.99	122	7.99	7.19	86	7.19			
Cheese	Natural Varieties	6-8 oz Shred	4.99	187	4.99	4.94	86	4.94	4.99	67	4.99
Cream Cheese		8 oz	3.99	122	3.99	4.13	86	4.13	4.59	67	4.59
Flavored Milk	All Fat Tests	Half Gallon	5.79	122	5.79	5.21	86	5.21			
Milk	All Fat Tests	Half Gallon	3.99	413	3.99	4.13 - 4.76	172	4.44			
Sour Cream		16 oz				3.86	86	3.86			
Yogurt	Yogurt	4-6 oz	1.39	107	1.39						
Yogurt	Yogurt	32 oz	4.49	190	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	7.99	75	7.99						
Cheese	Natural Varieties	6-8 oz Block				6.49	195	6.49			
Cheese	Natural Varieties	6-8 oz Shred	4.29	75	4.29	4.49	109	4.49	2.99 - 3.00	203	2.99
Cottage Cheese		16 oz	5.49	75	5.49	4.94	109	4.94			
Cream Cheese		8 oz	4.29	75	4.29				2.50 - 3.98	162	3.24
Milk	All Fat Tests	Half Gallon				3.99 - 5.21	229	4.57	3.98	162	3.98
Milk	All Fat Tests	Gallon							5.98	162	5.98
Sour Cream		16 oz	4.49	75	4.49	3.86	109	3.86			

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			

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.