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Advertised Prices for Dairy Products at Major Retail Supermarket Outlets ending during the period of 4/14/2023 to 4/20/2023

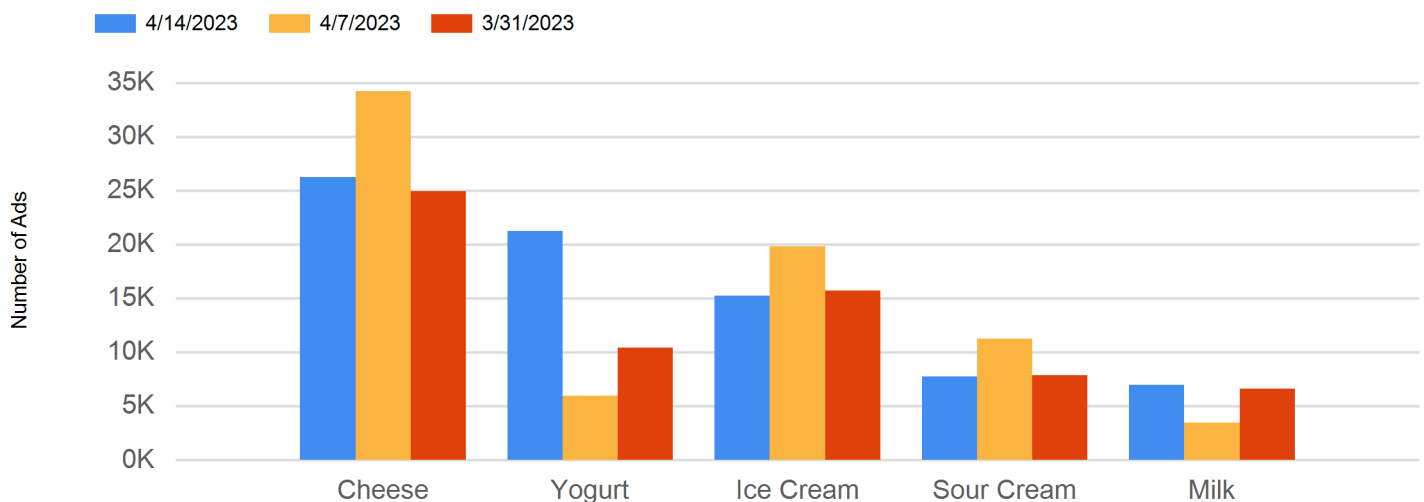
Total conventional dairy ads decreased 15 percent. Organic dairy ads went in the opposite direction, increasing 92 percent. Conventional ice cream in 48-64 ounce containers remained the most advertised dairy item this week, despite appearing in 31 percent fewer ads. This item had a weighted average advertised price of \$3.97, down 17 cents. Organic ice cream appeared in no adds this week.

The second most advertised dairy item this week is conventional shredded cheese in 6-8 ounce packages and appeared in 4 percent more ads. The weighted average advertised price for this item came in at \$2.61, up 21 cents. The organic counterpart for this item appeared in 28 percent fewer ads and had a weighted average advertised price of \$4.65, up 37 cents. Conventional block cheese in 6-8 ounce packages had a weighted average advertised price of \$2.93, up 23 cents. This item appeared in 31 percent fewer ads.

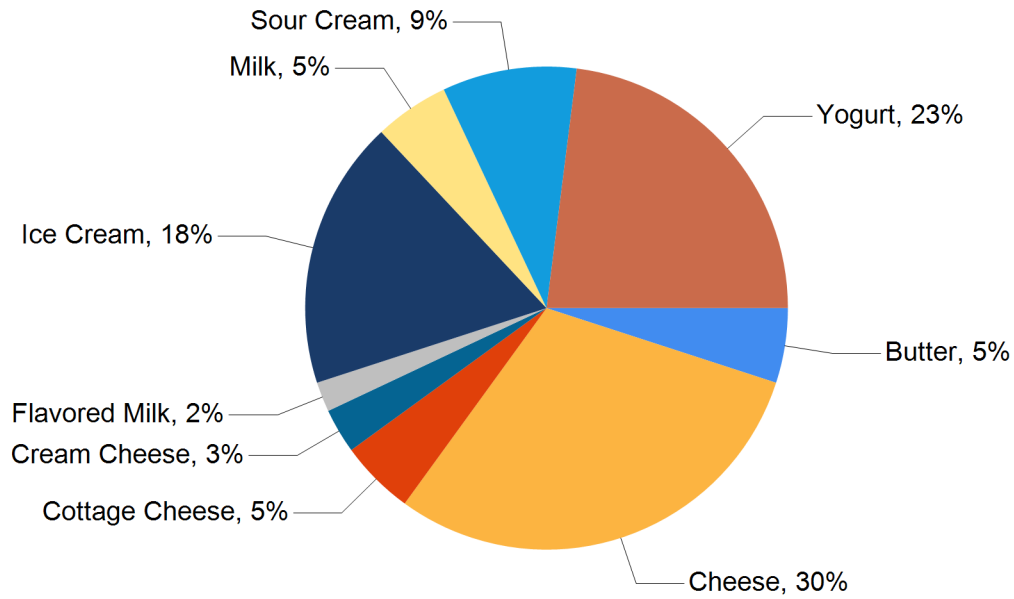
Conventional Greek yogurt in 4-6 ounce containers was prominent in dairy ads as well this week, with a 107 percent increase in ad appearance. This item had a weighted average advertised price of \$1.08, down 1 cent. No organic Greek yogurt appeared in dairy ads this week. Conventional yogurt in 4-6 ounce containers had a weighted average advertised price of \$0.61, down 5 cents.

Conventional milk in gallon containers appeared in 113 percent more ads this week. This item had a weighted average advertised price of \$3.33, down 11 cents. Organic milk in gallon containers appeared in 40 percent more ads this week. This item had a weighted average advertised price of \$6.31, up 28 cents. Milk in gallon containers had an organic premium of \$2.98.

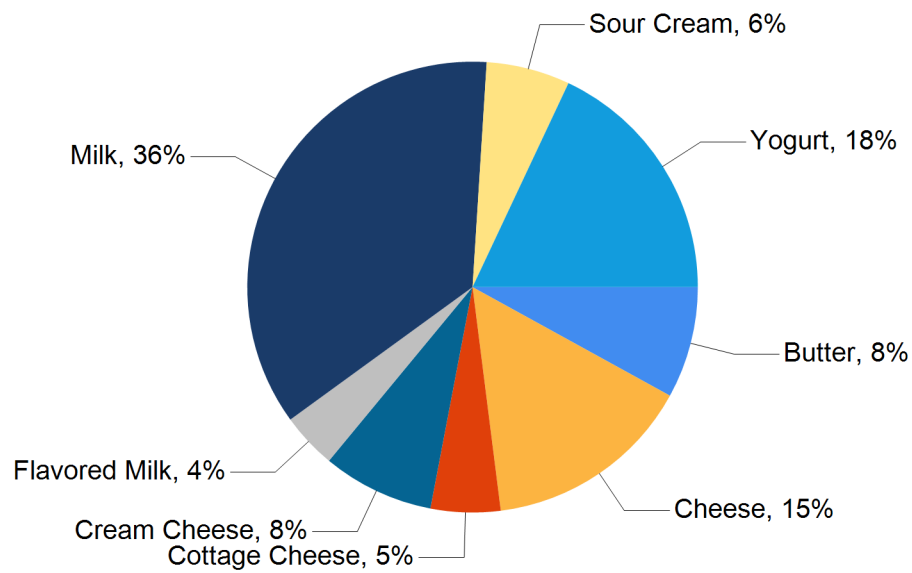
Top 5 Commodities Featured This Week



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	366	2.50	621	3.08		
Butter		1 lb	4236	3.79	11651	3.43	14312	3.41
Cheese	Natural Varieties	6-8 oz Block	7516	2.93	10826	2.70		
Cheese	Natural Varieties	6-8 oz Shred	9924	2.61	9521	2.40		
Cheese	Natural Varieties	6-8 oz Sliced	4741	2.87	8334	2.88		
Cheese	Natural Varieties	1 lb Block	729	4.61	955	5.70	1675	4.47
Cheese	Natural Varieties	1 lb Shred	129	4.76	1193	4.04	1243	3.57
Cheese	Natural Varieties	1 lb Sliced	228	3.99	185	5.99		
Cheese	Natural Varieties	2 lb Block	869	7.44	826	7.81	1359	6.15
Cheese	Natural Varieties	2 lb Shred	1026	7.38	1455	7.37		
Cottage Cheese		16 oz	2606	2.18	3092	2.29	3845	2.33
Cottage Cheese		24 oz	1800	2.43	408	3.21		
Cream Cheese		8 oz	2948	2.90	10686	2.50	10105	1.93
Flavored Milk	All Fat Tests	Half Gallon	1006	2.71	178	3.26	986	2.30
Flavored Milk	All Fat Tests	Gallon	287	2.47			790	3.61
Ice Cream		14-16 oz	4690	3.81	4531	4.04		
Ice Cream		48-64 oz	10562	3.97	15264	4.14	17963	3.31
Milk	All Fat Tests	Half Gallon	1156	2.54	831	2.61	1691	2.27
Milk	All Fat Tests	Gallon	3226	3.33	1514	3.44	2571	3.61
Sour Cream		16 oz	5911	2.03	10620	2.03	13165	1.95
Sour Cream		24 oz	1384	2.32	366	3.80		
Yogurt	Greek	4-6 oz	9297	1.08	4482	1.09	6578	0.98
Yogurt	Yogurt	4-6 oz	6511	0.61	657	0.66	3082	0.55
Yogurt	Greek	32 oz	2454	5.50	1038	4.82	3807	4.26
Yogurt	Yogurt	32 oz	1658	3.42	1165	3.33	3298	2.21



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				2.50	366	2.50			
Butter		1 lb	2.99 - 4.99	2034	3.96	2.99 - 4.00	352	3.46	2.99 - 4.49	228	3.74
Cheese	Natural Varieties	6-8 oz Block	1.77 - 5.59	2657	2.83	2.50 - 4.13	1860	3.15	2.00 - 5.49	722	2.84
Cheese	Natural Varieties	6-8 oz Shred	1.77 - 3.99	2727	2.53	1.99 - 3.50	3207	2.67	2.00 - 3.00	1259	2.69
Cheese	Natural Varieties	6-8 oz Sliced	2.99 - 3.99	325	3.39	2.50 - 3.50	1643	3.05	2.00 - 3.50	1366	2.80
Cheese	Natural Varieties	1 lb Block	3.99	344	3.99	5.99	228	5.99	3.99	96	3.99
Cheese	Natural Varieties	1 lb Shred							3.99	96	3.99
Cheese	Natural Varieties	1 lb Sliced				3.99	228	3.99			
Cheese	Natural Varieties	2 lb Block	11.49	122	11.49						
Cheese	Natural Varieties	2 lb Shred				7.99	53	7.99			
Cottage Cheese		16 oz	1.79 - 2.00	148	1.89	1.79 - 3.00	1740	2.17	3.00	83	3.00
Cottage Cheese		24 oz	2.50 - 3.99	145	3.11	1.99 - 2.99	829	2.43	1.99 - 3.50	619	2.14
Cream Cheese		8 oz	2.99 - 4.49	491	3.64	1.00 - 3.00	1354	2.84	2.49 - 3.00	359	2.65
Flavored Milk	All Fat Tests	Half Gallon	3.19	185	3.19	3.00	366	3.00			
Ice Cream		14-16 oz	1.25 - 4.99	1290	3.73	2.49 - 3.99	849	3.62	2.99 - 4.50	1276	3.95
Ice Cream		48-64 oz	2.47 - 4.99	2220	3.93	3.00 - 6.39	3753	4.05	2.79 - 5.00	1759	3.62
Milk	All Fat Tests	Half Gallon	3.29	413	3.29						
Milk	All Fat Tests	Gallon	3.18 - 3.99	1099	3.36						
Sour Cream		16 oz	1.50 - 2.50	2020	2.19	1.79 - 2.50	1444	1.88	1.79 - 2.00	328	1.84
Sour Cream		24 oz				1.99	463	1.99	1.99	559	1.99
Yogurt	Greek	4-6 oz	1.00 - 1.25	1852	1.09	0.99 - 1.25	3467	1.09	1.00 - 1.25	1664	1.09
Yogurt	Yogurt	4-6 oz	0.25 - 0.89	1411	0.61	0.50 - 0.60	1156	0.54	0.50 - 0.65	2229	0.59
Yogurt	Greek	32 oz	4.49 - 6.29	560	5.26	3.99 - 6.99	898	5.25	4.49 - 5.99	747	5.82
Yogurt	Yogurt	32 oz	2.79	107	2.79	3.50 - 3.99	1264	3.53			



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	2.77 - 2.97	163	2.89	1.97 - 4.79	955	3.25	3.99 - 4.99	471	4.60
Cheese	Natural Varieties	6-8 oz Block	0.99 - 5.09	1140	2.76	2.49 - 4.94	783	2.99	2.99	287	2.99
Cheese	Natural Varieties	6-8 oz Shred	0.99 - 3.00	870	2.35	2.49 - 3.49	1161	2.69	0.97 - 3.00	622	2.57
Cheese	Natural Varieties	6-8 oz Sliced	2.00 - 3.00	228	2.58	2.49 - 2.50	418	2.50	0.97 - 3.00	683	2.56
Cheese	Natural Varieties	1 lb Block				3.89	61	3.89			
Cheese	Natural Varieties	2 lb Block	5.99	68	5.99	6.77	392	6.77	6.99	287	6.99
Cheese	Natural Varieties	2 lb Shred	5.99 - 8.99	231	8.11	6.77 - 7.49	742	7.11			
Cottage Cheese		16 oz	1.99	70	1.99	2.50	122	2.50	1.79 - 2.29	410	1.94
Cottage Cheese		24 oz	2.79	115	2.79				2.98	81	2.98
Cream Cheese		8 oz	2.29 - 3.00	285	2.74	1.99 - 3.00	378	2.67	2.00	81	2.00
Flavored Milk	All Fat Tests	Half Gallon	3.29	103	3.29	1.99	352	1.99			
Flavored Milk	All Fat Tests	Gallon							2.47	287	2.47
Ice Cream		14-16 oz	2.98 - 4.29	499	3.17	3.49 - 5.00	608	4.36	3.99	123	3.99
Ice Cream		48-64 oz	3.19 - 6.98	882	4.84	2.97 - 4.99	1665	3.74	2.99 - 4.98	265	4.06
Milk	All Fat Tests	Half Gallon				1.99 - 2.39	539	2.13	1.52	162	1.52
Milk	All Fat Tests	Gallon	3.47 - 4.39	255	4.05	3.18 - 3.49	1371	3.32	2.46 - 2.47	449	2.47
Sour Cream		16 oz	1.99 - 2.49	417	2.27	1.49 - 2.79	1039	1.84	1.79 - 2.29	602	1.94
Sour Cream		24 oz	2.79 - 3.49	278	3.20	3.49	73	3.49			
Yogurt	Greek	4-6 oz	0.99 - 1.29	530	1.16	0.80 - 1.25	1595	0.97	1.00	123	1.00
Yogurt	Yogurt	4-6 oz	0.50 - 0.80	625	0.63	0.57 - 0.75	499	0.62	0.60 - 1.29	551	0.77
Yogurt	Greek	32 oz	5.99	115	5.99				5.99	123	5.99
Yogurt	Yogurt	32 oz							3.19	287	3.19

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				6.29	33	6.29
Cheese	Natural Varieties	6-8 oz Block	3.50	11	3.50	2.50 - 4.19	56	3.50
Cheese	Natural Varieties	6-8 oz Shred	3.50	22	3.50	2.50 - 4.19	56	3.50
Cheese	Natural Varieties	6-8 oz Sliced	3.50	22	3.50	2.50 - 4.79	56	3.85
Cheese	Natural Varieties	1 lb Shred				6.99	33	6.99
Cottage Cheese		16 oz				4.29	33	4.29
Cottage Cheese		24 oz	2.49	11	2.49			
Ice Cream		14-16 oz	4.49 - 5.00	22	4.75	5.00	23	5.00
Ice Cream		48-64 oz	4.99	11	4.99	5.99	7	5.99
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	4.50	28	4.50	3.69	33	3.69
Sour Cream		24 oz	2.49	11	2.49			
Yogurt	Greek	4-6 oz	0.89 - 1.10	33	1.00	2.19	33	2.19
Yogurt	Yogurt	4-6 oz				0.60 - 1.29	40	1.17
Yogurt	Greek	32 oz	6.49	11	6.49			



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		1 lb	614	6.73	283	7.75	735	5.69
Cheese	Natural Varieties	6-8 oz Block	295	3.95	195	6.49		
Cheese	Natural Varieties	6-8 oz Shred	525	4.65	727	4.28		
Cheese	Natural Varieties	6-8 oz Sliced	274	4.50				
Cottage Cheese		16 oz	336	4.88	184	5.16		
Cream Cheese		8 oz	568	4.18	512	3.90	146	2.82
Flavored Milk	All Fat Tests	Half Gallon	317	5.43	208	5.55		
Ice Cream		48-64 oz					141	6.99
Milk	All Fat Tests	8 oz	53	1.33				
Milk	All Fat Tests	Half Gallon	2327	4.63	985	4.21	772	3.97
Milk	All Fat Tests	Gallon	240	6.31	171	6.03	1351	5.70
Sour Cream		16 oz	472	3.80	270	4.04	344	1.74
Yogurt	Greek	4-6 oz					241	1.88
Yogurt	Yogurt	4-6 oz			107	1.39	209	1.18
Yogurt	Greek	32 oz					972	4.66
Yogurt	Yogurt	32 oz	1335	3.67	190	4.49		

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	4.99 - 8.99	383	6.20			
Cheese	Natural Varieties	6-8 oz Block				3.50	228	3.50	5.49	67	5.49
Cheese	Natural Varieties	6-8 oz Shred	4.99	122	4.99	4.94	86	4.94	4.99	67	4.99
Cheese	Natural Varieties	6-8 oz Sliced	4.79	122	4.79	4.49	86	4.49			
Cottage Cheese		16 oz				4.94	86	4.94			
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 - 4.99	148	4.50	3.99 - 4.99	1663	4.78			
Milk	All Fat Tests	Gallon				6.99	69	6.99			
Sour Cream		16 oz				3.86	86	3.86			
Yogurt	Yogurt	32 oz	3.99 - 4.50	210	4.17	3.49 - 4.99	1125	3.58			



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				7.19	109	7.19			
Cheese	Natural Varieties	6-8 oz Shred	4.29	75	4.29	3.99 - 4.49	175	4.30			
Cheese	Natural Varieties	6-8 oz Sliced				3.99	66	3.99			
Cottage Cheese		16 oz	5.49	75	5.49	3.99 - 4.94	175	4.58			
Cream Cheese		8 oz	4.29	75	4.29	4.13	218	4.13			
Flavored Milk	All Fat Tests	Half Gallon				5.21	109	5.21			
Milk	All Fat Tests	8 oz							1.33	53	1.33
Milk	All Fat Tests	Half Gallon				3.99 - 4.49	345	4.28	3.98	162	3.98
Milk	All Fat Tests	Gallon							5.98	162	5.98
Sour Cream		16 oz				3.86 - 3.99	255	3.93	3.49	131	3.49

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			
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.

Source: USDA, AMS, Dairy Market News

www.ams.usda.gov/market-news/dairy

<https://mymarketnews.ams.usda.gov/> | <https://mymarketnews.ams.usda.gov/viewReport/2995>