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Advertised Prices for Dairy Products at Major Retail Supermarket Outlets ending during the period of 4/21/2023 to 4/27/2023

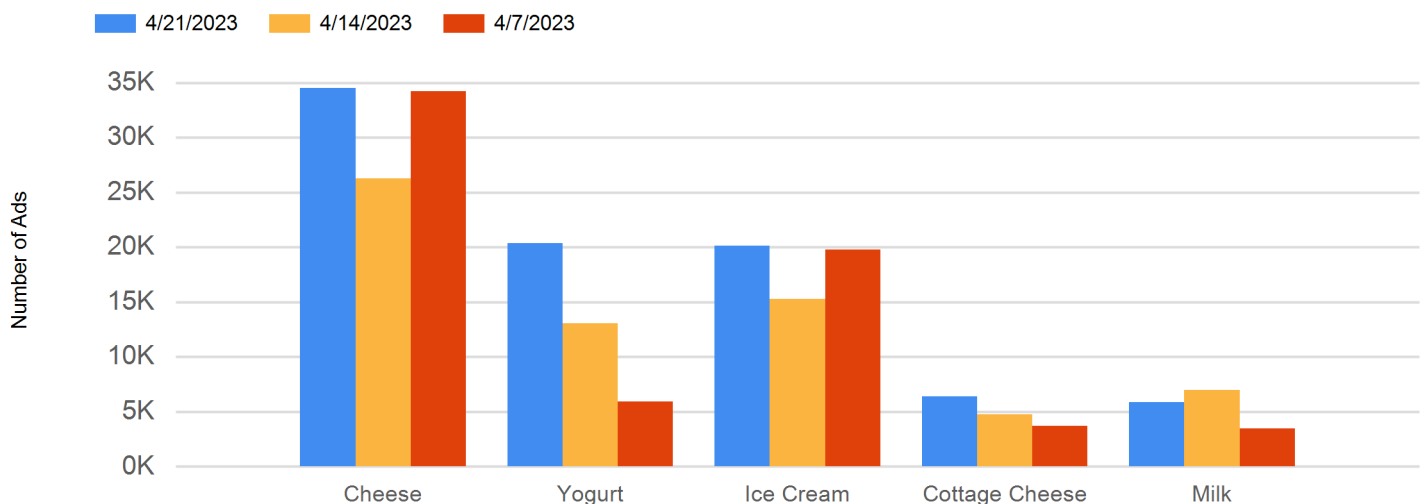
UPDATED

Total dairy retail advertisements increased on the conventional aisle by 13 percent, while organic ad totals decreased 63 percent from week 15. Conventional ice cream in 48 to 64 ounce containers reigns as the most advertised dairy item this week. Milk in gallon containers was the most advertised organic dairy item, featuring slightly more ads than the half gallon variety. The weighted average advertised price of organic half gallon milk was \$4.02, compared to ***\$1.59 for conventional***, resulting in an ***organic premium of \$2.43.*** Notable week to week ad total increases for conventional items this week were half gallon milk and 32 ounce Greek yogurt, which ***increased 119*** and 121 percent, respectively.

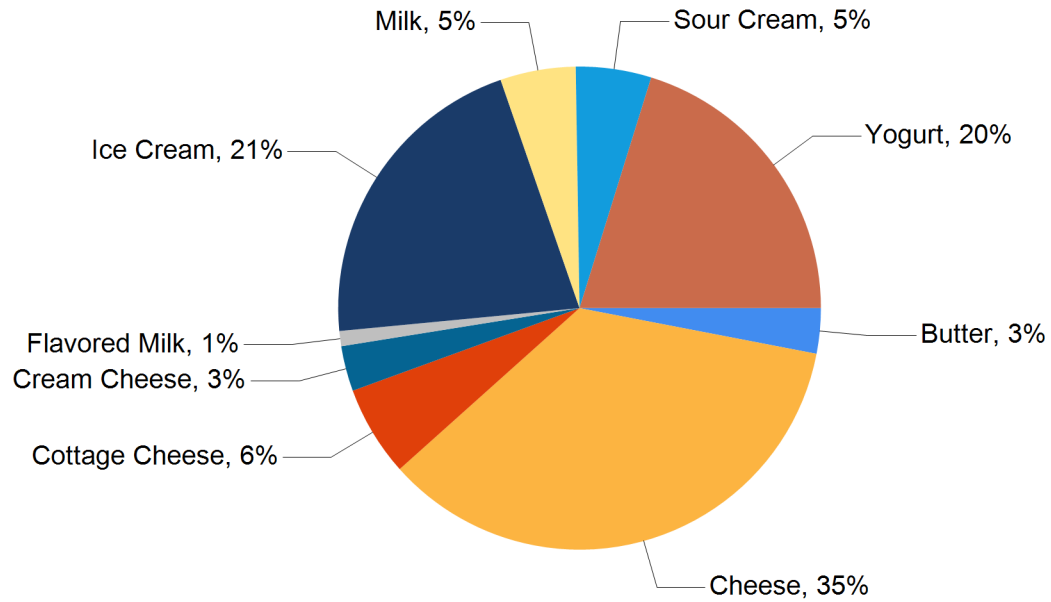
Butter ad totals decreased for both conventional and organic options. The weighted average advertised price of conventional one pound butter was \$3.97, \$.18 higher than last week's weighted average advertised price. There were no reported organic butter ads this week. Ad totals for conventional cream cheese, in eight ounce packages, slipped 16 percent week to week.

Shredded cheese, in six to eight ounce packages, was the most advertised conventional cheese item this week. The weighted average advertised price for this item was \$2.71, \$.10 higher than last week. Six to eight ounce block cheese, conventional, held a weighted average advertised price of \$2.63, compared to \$2.93 during week 15. Conventional Greek yogurt, in four to six ounce containers, was the most advertised yogurt item, despite a decline in ad totals of 14 percent from last week.

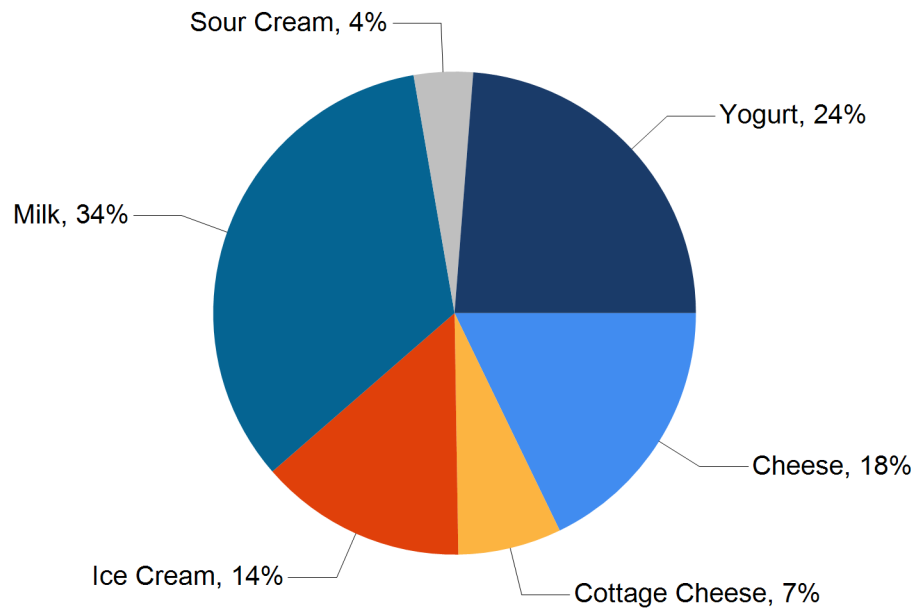
Top 5 Commodities Featured This Week



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	350	2.88	366	2.50		
Butter		1 lb	2851	3.97	4236	3.79	7038	4.08
Cheese	Natural Varieties	6-8 oz Block	9688	2.63	7516	2.93		
Cheese	Natural Varieties	6-8 oz Shred	10821	2.71	9924	2.61		
Cheese	Natural Varieties	6-8 oz Sliced	7917	2.73	4741	2.87		
Cheese	Natural Varieties	1 lb Block	366	4.99	729	4.61	653	3.99
Cheese	Natural Varieties	1 lb Shred	3482	3.95	129	4.76	1272	4.04
Cheese	Natural Varieties	1 lb Sliced			228	3.99		
Cheese	Natural Varieties	2 lb Block	1380	8.62	869	7.44	1559	6.91
Cheese	Natural Varieties	2 lb Shred	389	7.55	1026	7.38		
Cottage Cheese		16 oz	3495	2.54	2606	2.18	2769	2.30
Cottage Cheese		24 oz	2733	2.60	1800	2.43		
Cream Cheese		8 oz	2491	2.34	2948	2.90	2623	2.29
Flavored Milk	All Fat Tests	Half Gallon	448	2.10	1006	2.71	1572	2.02
Flavored Milk	All Fat Tests	Gallon	94	4.76	287	2.47	1106	4.12
Ice Cream		14-16 oz	8080	3.49	4690	3.81		
Ice Cream		48-64 oz	11702	4.08	10562	3.97	13007	3.17
Milk	All Fat Tests	Half Gallon	2530	1.59	1156	2.54	2644	1.95
Milk	All Fat Tests	Gallon	2441	3.40	3226	3.33	2702	3.54
Sour Cream		16 oz	3374	2.11	5911	2.03	7862	1.86
Sour Cream		24 oz	1914	2.35	1384	2.32		
Yogurt	Greek	4-6 oz	8025	1.10	9297	1.08	10085	1.00
Yogurt	Yogurt	4-6 oz	5381	0.59	6511	0.61	7222	0.52
Yogurt	Greek	32 oz	5430	4.87	2454	5.50	1953	4.20
Yogurt	Yogurt	32 oz	873	3.09	1658	3.42	2634	2.38



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 - 2.99	350	2.88						
Butter		1 lb	2.99 - 5.99	494	4.29	3.99 - 4.00	1635	4.00	2.50 - 3.50	157	2.89
Cheese	Natural Varieties	6-8 oz Block	1.99 - 5.00	2619	2.77	1.88 - 3.50	2302	2.63	1.99 - 5.49	1635	2.48
Cheese	Natural Varieties	6-8 oz Shred	1.99 - 3.99	2525	2.92	1.88 - 3.50	3434	2.96	1.99 - 2.72	1323	2.23
Cheese	Natural Varieties	6-8 oz Sliced	1.49 - 4.00	1068	2.88	1.99 - 3.50	3470	2.94	1.99 - 3.00	1054	2.18
Cheese	Natural Varieties	1 lb Block				4.99	366	4.99			
Cheese	Natural Varieties	1 lb Shred	3.29 - 3.99	544	3.39	3.79 - 4.99	2030	4.11	3.79	774	3.79
Cheese	Natural Varieties	2 lb Block	5.99 - 11.49	196	9.41	9.99	228	9.99			
Cheese	Natural Varieties	2 lb Shred	5.99	74	5.99				6.98	61	6.98
Cottage Cheese		16 oz	2.00 - 3.49	772	2.99	1.89 - 2.50	1650	2.36	2.05	245	2.05
Cottage Cheese		24 oz	3.00	59	3.00	1.99 - 3.50	781	2.49	1.99 - 4.48	983	2.63
Cream Cheese		8 oz	1.99 - 3.59	486	2.73	1.79 - 3.49	1487	2.24	2.05	245	2.05
Flavored Milk	All Fat Tests	Half Gallon							2.50	96	2.50
Flavored Milk	All Fat Tests	Gallon							4.99	83	4.99
Ice Cream		14-16 oz	2.63 - 4.99	2875	3.83	2.50 - 4.00	1966	3.11	2.50 - 4.50	852	2.94
Ice Cream		48-64 oz	2.50 - 4.99	1877	3.72	2.00 - 5.00	4329	4.38	2.50 - 4.88	1626	3.43
Milk	All Fat Tests	Half Gallon				1.29	463	1.29	1.29	664	1.29
Milk	All Fat Tests	Gallon	3.14 - 3.99	1064	3.30				4.99	83	4.99
Sour Cream		16 oz	1.49 - 2.69	1361	2.11	1.49 - 2.29	604	1.89	2.29 - 2.50	293	2.42
Sour Cream		24 oz				1.99	463	1.99	1.99	559	1.99
Yogurt	Greek	4-6 oz	0.80 - 1.25	2183	1.14	0.99 - 1.25	2059	1.16	0.69 - 1.50	1787	1.03
Yogurt	Yogurt	4-6 oz	0.25 - 0.80	600	0.61	0.50 - 0.69	1915	0.53	0.50 - 0.70	1411	0.57
Yogurt	Greek	32 oz	3.99 - 5.99	1441	4.80	3.50 - 5.99	2358	4.34	5.00 - 5.99	778	5.84
Yogurt	Yogurt	32 oz	2.49 - 2.99	375	2.74				3.00 - 4.00	351	3.30



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	2.99 - 4.99	237	3.92	3.49	103	3.49	2.99 - 4.69	192	3.53
Cheese	Natural Varieties	6-8 oz Block	1.99 - 4.49	985	2.91	1.77 - 4.94	1471	2.70	1.29 - 2.49	602	1.77
Cheese	Natural Varieties	6-8 oz Shred	1.99 - 3.67	1196	2.72	1.77 - 3.50	1614	2.54	1.29 - 2.50	655	1.82
Cheese	Natural Varieties	6-8 oz Sliced	1.99 - 3.50	480	3.04	1.77 - 3.50	1054	2.76	1.29 - 3.00	717	2.01
Cheese	Natural Varieties	1 lb Shred				3.89	101	3.89			
Cheese	Natural Varieties	2 lb Block	8.99	163	8.99	6.99 - 7.49	311	7.40	6.99 - 9.99	482	8.30
Cheese	Natural Varieties	2 lb Shred				6.99 - 8.99	201	8.44	6.99	53	6.99
Cottage Cheese		16 oz	2.89	95	2.89	1.99 - 4.04	647	2.45	2.75	53	2.75
Cottage Cheese		24 oz	2.39 - 3.69	492	2.67	2.19 - 2.79	223	2.47	2.29 - 3.59	184	2.72
Cream Cheese		8 oz	1.69	52	1.69	1.99 - 2.50	188	2.17			
Flavored Milk	All Fat Tests	Half Gallon				1.99	352	1.99			
Ice Cream		14-16 oz	2.50 - 2.98	476	2.83	2.63 - 5.00	1510	3.98	2.50 - 3.99	401	2.92
Ice Cream		48-64 oz	2.50 - 6.99	1481	4.38	2.50 - 7.99	1534	4.18	2.99 - 4.99	797	3.59
Milk	All Fat Tests	Half Gallon	1.29 - 1.99	440	1.88	1.29 - 1.99	575	1.84	1.29 - 1.66	346	1.46
Milk	All Fat Tests	Gallon				3.14 - 3.99	1080	3.32	2.76	162	2.76
Sour Cream		16 oz	2.14 - 2.49	164	2.36	1.99 - 2.50	707	2.10	1.88 - 2.00	212	1.95
Sour Cream		24 oz	2.39 - 3.49	655	2.86	2.79	103	2.79	2.29	123	2.29
Yogurt	Greek	4-6 oz	0.87 - 1.89	755	1.09	0.99 - 1.25	1040	1.03	1.00	123	1.00
Yogurt	Yogurt	4-6 oz	0.49 - 0.80	499	0.74	0.49 - 0.80	390	0.59	0.50 - 0.69	471	0.63
Yogurt	Greek	32 oz	3.99 - 5.99	535	5.63	5.99	120	5.99	3.48 - 4.99	142	4.13
Yogurt	Yogurt	32 oz				2.49	61	2.49	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				7.69	33	7.69
Cheese	Natural Varieties	6-8 oz Block	2.49	11	2.49	2.49 - 4.19	63	3.49
Cheese	Natural Varieties	6-8 oz Shred	2.49	11	2.49	2.49 - 4.19	63	3.49
Cheese	Natural Varieties	6-8 oz Sliced	2.49	11	2.49	2.49 - 4.59	63	3.70
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			
Cream Cheese		8 oz				5.19	33	5.19
Flavored Milk	All Fat Tests	Gallon	2.99	11	2.99			
Ice Cream		48-64 oz	10.99	28	10.99	3.79 - 8.99	30	5.00
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				3.69	33	3.69
Sour Cream		24 oz	2.49	11	2.49			
Yogurt	Greek	4-6 oz	1.00 - 1.10	22	1.05	1.25 - 2.19	56	1.80
Yogurt	Yogurt	4-6 oz	0.60 - 1.00	39	0.89	0.80 - 1.29	56	1.09
Yogurt	Greek	32 oz				4.99 - 8.69	56	7.17
Yogurt	Yogurt	32 oz				6.49	33	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	61	5.99
Cheese	Natural Varieties	6-8 oz Block			295	3.95		
Cheese	Natural Varieties	6-8 oz Shred	280	3.46	525	4.65		
Cheese	Natural Varieties	6-8 oz Sliced	208	4.67	274	4.50		
Cottage Cheese		16 oz	181	3.75	336	4.88		
Cream Cheese		8 oz			568	4.18	228	3.07
Flavored Milk	All Fat Tests	Half Gallon			317	5.43		
Ice Cream		48-64 oz	375	7.99				
Milk	All Fat Tests	8 oz			53	1.33		
Milk	All Fat Tests	Half Gallon	444	4.02	2327	4.63	1637	3.98
Milk	All Fat Tests	Gallon	458	5.39	240	6.31	1134	6.02
Sour Cream		16 oz	95	1.99	472	3.80	416	1.98
Yogurt	Yogurt	4-6 oz					156	1.25
Yogurt	Greek	32 oz	275	6.19			72	5.99
Yogurt	Yogurt	32 oz	372	5.00	1335	3.67	640	3.97

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
Cheese	Natural Varieties	6-8 oz Shred	3.69	185	3.69						
Cheese	Natural Varieties	6-8 oz Sliced	4.79	122	4.79	4.49	86	4.49			
Cottage Cheese		16 oz				4.04	86	4.04			
Ice Cream		48-64 oz				7.99	69	7.99			
Milk	All Fat Tests	Half Gallon				3.98 - 4.13	273	4.03			
Yogurt	Greek	32 oz	6.39	122	6.39	5.75	86	5.75	6.39	67	6.39
Yogurt	Yogurt	32 oz	3.99 - 4.99	263	4.69						



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 Shred	3.00	95	3.00						
Cottage Cheese		16 oz	3.49	95	3.49						
Ice Cream		48-64 oz	7.99	111	7.99	7.99	195	7.99			
Milk	All Fat Tests	Half Gallon							3.98	162	3.98
Milk	All Fat Tests	Gallon							5.00 - 5.98	449	5.35
Sour Cream		16 oz	1.99	95	1.99						
Yogurt	Yogurt	32 oz				5.75	109	5.75			

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
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.