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## Advertised Prices for Dairy Products at Major Retail Supermarket Outlets ending during the period of 4/28/2023 to 5/4/2023

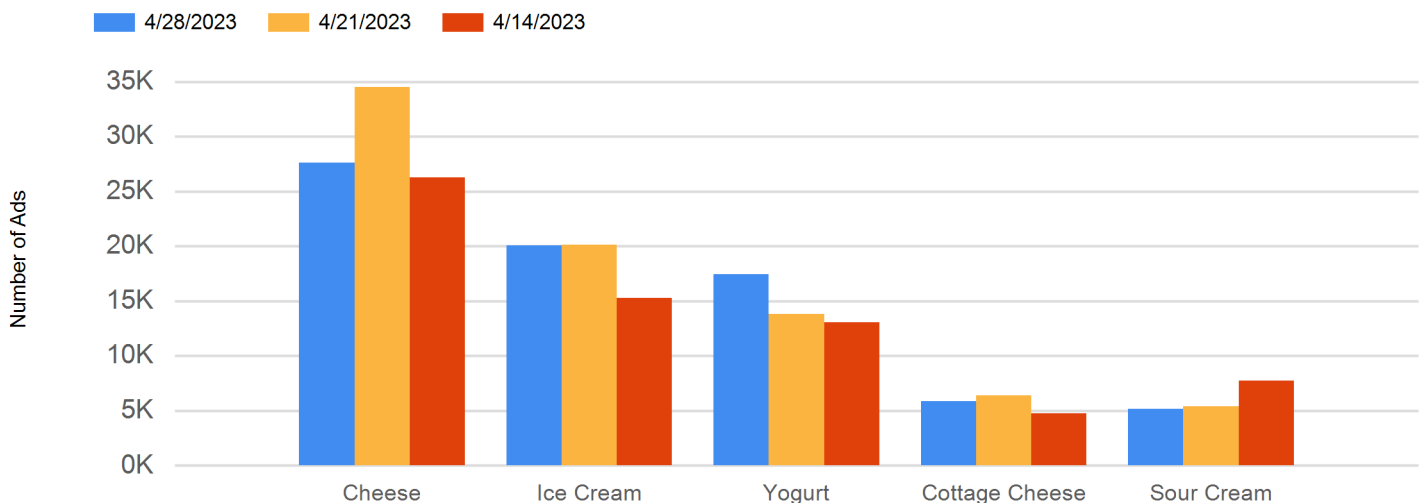
Total dairy retail advertisements decreased on the conventional aisle by 17 percent, while organic dairy ad totals increased 56 percent from the previous week. Ice cream in the 48-64-ounce container was the most advertised conventional dairy product, with a weighted average advertised price of \$3.55, down \$0.53 from last week. Organic milk in half gallon packaging was the most advertised organic dairy item, having a weighted average price of \$4.37, up \$0.35 compared to the previous week.

This week, total conventional cheese advertisements declined 23 percent, but total organic cheese ads increased 192 percent. Conventional 1 pound block cheese ads grew 346 percent, but 1-pound conventional shredded cheese ads decreased 52 percent. In the organic category, 6-8-ounce sliced cheese retail ad numbers are up 201 percent, compared to the previous week.

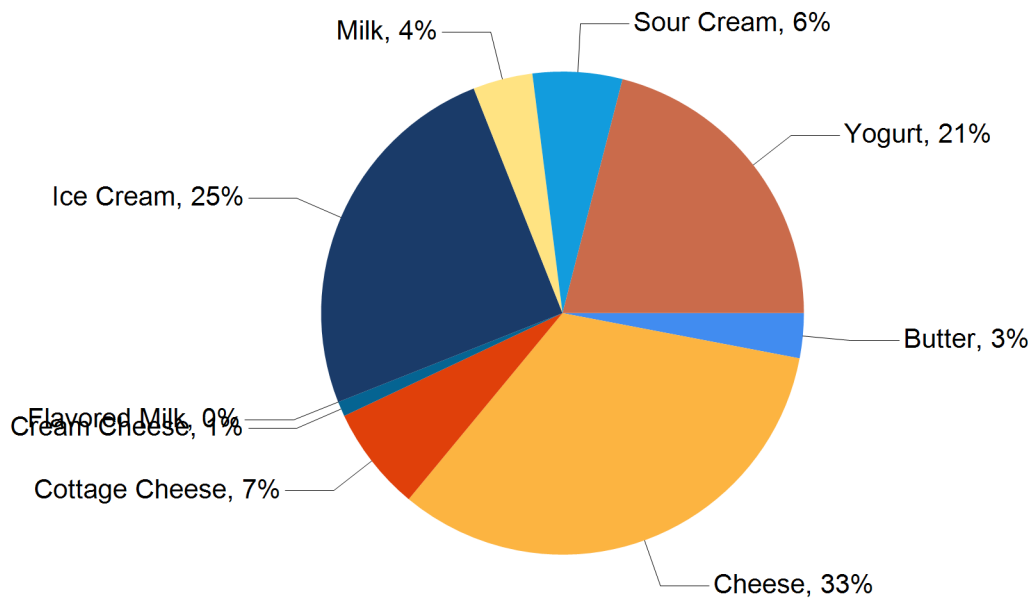
Total conventional yogurt ads declined 16 percent, while total organic yogurt ads increased 43 percent. Greek yogurt 4-6 ounce had the highest number of retail ads in the conventional yogurt category, up 33 percent compared to last week. Meanwhile, organic Greek yogurt in 32-ounce packaging posted the highest number of organic yogurt ads, up 139 percent.

Total retail ads for conventional milk posted a decline this week, down 42 percent from last survey period, while total organic milk retail ads increased 65 percent, compared to the previous retail survey. Half gallon conventional milk posted a 60 percent drop in store ads, with a \$2.03 weighted average advertised price. Half gallon organic milk ads posted a 173 percent increase, with a \$4.37 weighted average advertised price. As a result, the market recognizes an organic premium of \$2.34 this week.

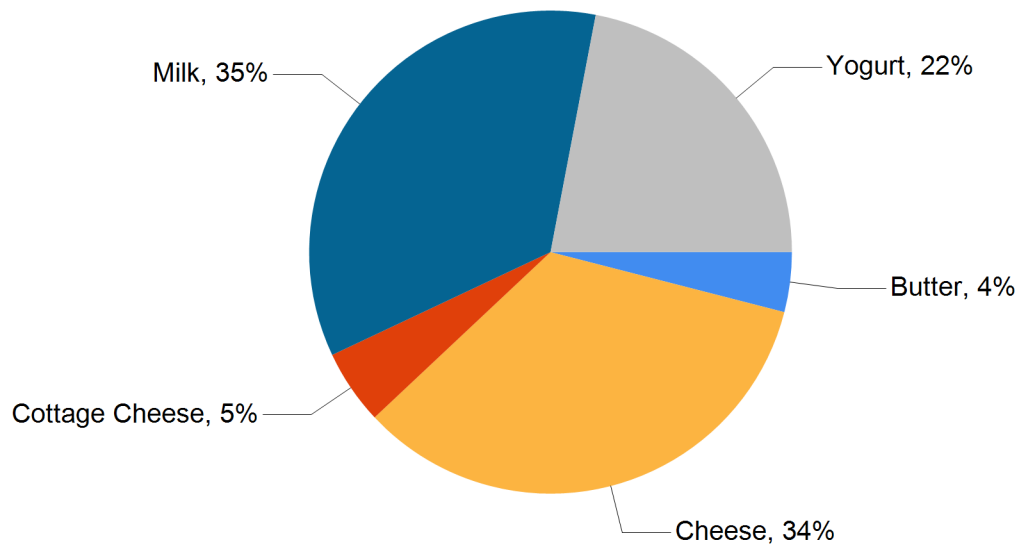
### Top 5 Commodities Featured This Week



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	272	2.50	350	2.88		
Butter		1 lb	1904	4.15	2851	3.97	5863	4.30
Cheese	Natural Varieties	6-8 oz Block	3724	2.87	9688	2.63		
Cheese	Natural Varieties	6-8 oz Shred	7361	2.85	10821	2.71		
Cheese	Natural Varieties	6-8 oz Sliced	8275	2.82	7917	2.73		
Cheese	Natural Varieties	1 lb Block	1633	4.19	366	4.99	2894	3.23
Cheese	Natural Varieties	1 lb Shred	1684	3.78	3482	3.95	2103	3.69
Cheese	Natural Varieties	1 lb Sliced	1537	5.51				
Cheese	Natural Varieties	2 lb Block	685	7.55	1380	8.62	1267	6.26
Cheese	Natural Varieties	2 lb Shred	1289	7.29	389	7.55		
Cottage Cheese		16 oz	4896	2.17	3495	2.54	2863	2.02
Cottage Cheese		24 oz	771	3.32	2733	2.60		
Cream Cheese		8 oz	898	2.32	2491	2.34	1791	1.89
Flavored Milk	All Fat Tests	Half Gallon			448	2.10	1399	2.23
Flavored Milk	All Fat Tests	Gallon	188	4.99	94	4.76	1425	3.61
Ice Cream		14-16 oz	6290	3.43	8080	3.49		
Ice Cream		48-64 oz	13788	3.55	11702	4.08	16775	3.24
Milk	All Fat Tests	Half Gallon	1010	2.03	2530	1.59	4018	1.82
Milk	All Fat Tests	Gallon	1882	3.41	2441	3.40	2049	3.78
Sour Cream		16 oz	4422	2.06	3374	2.11	8427	1.84
Sour Cream		24 oz	733	2.98	1914	2.35		
Yogurt	Greek	4-6 oz	10652	1.10	8025	1.10	10083	0.94
Yogurt	Yogurt	4-6 oz	2126	0.53	5381	0.59	6553	0.54
Yogurt	Greek	32 oz	2535	4.57	5430	4.87	3371	4.36
Yogurt	Yogurt	32 oz	1218	3.12	873	3.09	3340	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	2.50	272	2.50						
Butter		1 lb	2.50 - 5.49	720	3.90	4.99	366	4.99	3.29 - 4.09	306	3.93
Cheese	Natural Varieties	6-8 oz Block	1.89 - 5.00	1685	2.64	1.98 - 3.32	712	2.72	3.29 - 3.99	294	3.74
Cheese	Natural Varieties	6-8 oz Shred	1.88 - 3.50	2481	2.63	1.98 - 3.50	1773	3.12	2.50 - 3.99	460	3.41
Cheese	Natural Varieties	6-8 oz Sliced	2.49 - 3.50	834	2.96	1.99 - 3.50	4387	2.79	1.49 - 3.99	802	2.96
Cheese	Natural Varieties	1 lb Block	4.99	272	4.99	3.49 - 3.99	691	3.65			
Cheese	Natural Varieties	1 lb Shred	3.99 - 4.99	152	4.48				3.49 - 4.99	852	3.82
Cheese	Natural Varieties	1 lb Sliced							3.49 - 7.49	1333	5.81
Cheese	Natural Varieties	2 lb Block	11.49	122	11.49				7.99	188	7.99
Cheese	Natural Varieties	2 lb Shred	6.99	129	6.99	7.99	277	7.99	6.99 - 7.99	414	7.75
Cottage Cheese		16 oz	1.99 - 2.99	1236	2.61	1.49 - 2.50	1885	2.13	1.00 - 3.00	1252	1.81
Cottage Cheese		24 oz	3.00	59	3.00	3.50	228	3.50	2.99 - 3.50	213	3.19
Cream Cheese		8 oz	2.00 - 2.50	166	2.32	1.99 - 2.50	172	2.15	2.05	245	2.05
Flavored Milk	All Fat Tests	Gallon							4.99	188	4.99
Ice Cream		14-16 oz	2.99	468	2.99	2.99 - 4.99	1542	3.68	2.99 - 5.99	1854	3.38
Ice Cream		48-64 oz	2.50 - 4.99	2654	3.16	2.29 - 6.49	4560	3.94	2.29 - 4.50	2142	3.05
Milk	All Fat Tests	Half Gallon							2.29	106	2.29
Milk	All Fat Tests	Gallon	3.25 - 3.99	1099	3.42						
Sour Cream		16 oz	1.79 - 2.59	1155	2.30	1.49 - 2.00	1334	1.79	1.49 - 2.28	973	1.74
Sour Cream		24 oz				2.99	119	2.99	2.50	83	2.50
Yogurt	Greek	4-6 oz	1.00 - 1.25	2027	1.16	0.80 - 1.25	4530	1.08	0.69 - 1.25	1842	1.10
Yogurt	Yogurt	4-6 oz	0.50 - 0.89	1013	0.60				0.33 - 0.60	574	0.47
Yogurt	Greek	32 oz	4.00 - 5.99	694	4.59	4.00 - 5.00	668	4.50			
Yogurt	Yogurt	32 oz	2.49 - 3.49	453	2.87	3.50	69	3.50	3.00	245	3.00



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	3.98	117	3.98	3.50	66	3.50	3.79	287	3.79
Cheese	Natural Varieties	6-8 oz Block	2.49 - 4.49	143	3.54	1.83 - 4.94	726	2.78	3.99	131	3.99
Cheese	Natural Varieties	6-8 oz Shred	1.99 - 3.00	1027	2.70	1.83 - 3.50	1235	2.76	2.50 - 3.00	307	2.82
Cheese	Natural Varieties	6-8 oz Sliced	2.00 - 3.00	609	2.66	1.83 - 3.50	1377	2.75	2.77 - 3.00	203	2.85
Cheese	Natural Varieties	1 lb Block	3.99 - 4.79	435	4.67	3.89 - 4.49	171	4.12	3.49	53	3.49
Cheese	Natural Varieties	1 lb Shred	3.49	70	3.49	3.49 - 3.99	423	3.61	3.49	176	3.49
Cheese	Natural Varieties	1 lb Sliced	3.49	70	3.49				3.49	123	3.49
Cheese	Natural Varieties	2 lb Block				5.99	352	5.99			
Cheese	Natural Varieties	2 lb Shred				5.99 - 8.49	446	6.52			
Cottage Cheese		16 oz	1.99 - 2.19	370	2.05	1.69	120	1.69			
Cottage Cheese		24 oz	3.49	52	3.49	2.99 - 3.49	219	3.32			
Cream Cheese		8 oz							2.19	287	2.19
Ice Cream		14-16 oz	1.67 - 3.49	678	2.84	2.97 - 3.99	1213	3.41	2.99 - 4.89	524	4.08
Ice Cream		48-64 oz	2.29 - 6.49	1472	3.81	2.29 - 5.99	2181	3.64	2.29 - 4.49	717	2.93
Milk	All Fat Tests	Half Gallon	0.99 - 2.49	255	1.93	1.83	392	1.83	1.72 - 2.50	215	1.91
Milk	All Fat Tests	Gallon				3.25 - 3.49	579	3.29	2.84	162	2.84
Sour Cream		16 oz	1.99 - 3.19	582	2.36	1.69 - 2.79	214	2.17	2.99	131	2.99
Sour Cream		24 oz				2.99 - 3.49	531	3.05			
Yogurt	Greek	4-6 oz	0.79 - 1.25	689	1.08	0.99 - 1.25	1172	1.08	0.88 - 1.25	348	0.94
Yogurt	Yogurt	4-6 oz				0.33	352	0.33	0.59	131	0.59
Yogurt	Greek	32 oz	3.49 - 5.99	279	4.04	3.99 - 5.99	758	4.72	4.99 - 5.39	114	5.18
Yogurt	Yogurt	32 oz				3.29 - 3.50	451	3.38			



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	3.69	9	3.69	7.69	33	7.69
Cheese	Natural Varieties	6-8 oz Block				4.19	33	4.19
Cheese	Natural Varieties	6-8 oz Shred	3.00 - 3.50	22	3.25	3.50 - 4.19	56	3.91
Cheese	Natural Varieties	6-8 oz Sliced				3.00 - 3.99	63	3.70
Cheese	Natural Varieties	1 lb Block	3.79	11	3.79			
Cheese	Natural Varieties	1 lb Shred	3.79	11	3.79			
Cheese	Natural Varieties	1 lb Sliced	3.79	11	3.79			
Cheese	Natural Varieties	2 lb Block				6.99	23	6.99
Cheese	Natural Varieties	2 lb Shred				6.99	23	6.99
Cottage Cheese		16 oz				4.29	33	4.29
Cream Cheese		8 oz	6.99	28	6.99			
Ice Cream		14-16 oz	3.99	11	3.99			
Ice Cream		48-64 oz	2.79 - 6.99	39	5.81	4.99	23	4.99
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	7.69	33	7.69
Sour Cream		16 oz				3.69	33	3.69
Yogurt	Greek	4-6 oz	1.50	11	1.50	2.19	33	2.19
Yogurt	Yogurt	4-6 oz				0.43 - 1.29	56	0.94
Yogurt	Greek	32 oz	3.99 - 5.69	22	4.84			

## 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	162	6.29			167	5.97
Cheese	Natural Varieties	6-8 oz Block	382	3.84				
Cheese	Natural Varieties	6-8 oz Shred	418	3.79	280	3.46		
Cheese	Natural Varieties	6-8 oz Sliced	626	4.08	208	4.67		
Cottage Cheese		16 oz	195	4.04	181	3.75	189	3.99
Ice Cream		48-64 oz			375	7.99	141	5.99
Milk	All Fat Tests	Half Gallon	1211	4.37	444	4.02	1965	4.14
Milk	All Fat Tests	Gallon	278	6.37	458	5.39	1341	6.15
Sour Cream		16 oz			95	1.99		
Yogurt	Yogurt	4-6 oz	107	1.50			72	0.89
Yogurt	Greek	32 oz	656	5.18	275	6.19	2427	3.92
Yogurt	Yogurt	32 oz	162	3.99	372	5.00	2473	3.81



## 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	6.29	162	6.29						
Cheese	Natural Varieties	6-8 oz Shred	3.79	131	3.79						
Cheese	Natural Varieties	6-8 oz Sliced	3.79 - 4.79	253	4.27	4.49	86	4.49			
Cottage Cheese		16 oz				4.04	86	4.04			
Milk	All Fat Tests	Half Gallon	3.99 - 5.79	404	4.88	4.13	86	4.13			
Milk	All Fat Tests	Gallon				6.99	74	6.99			
Yogurt	Yogurt	4-6 oz	1.50	107	1.50						
Yogurt	Greek	32 oz	3.99 - 4.49	196	4.16	5.75	86	5.75	6.39	67	6.39
Yogurt	Yogurt	32 oz	3.99	162	3.99						

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
Cheese	Natural Varieties	6-8 oz Block	3.99	95	3.99				3.79	287	3.79
Cheese	Natural Varieties	6-8 oz Shred							3.79	287	3.79
Cheese	Natural Varieties	6-8 oz Sliced							3.79	287	3.79
Cottage Cheese		16 oz				4.04	109	4.04			
Milk	All Fat Tests	Half Gallon	3.49 - 4.59	238	3.84	3.99	120	3.99	3.98 - 4.99	354	4.34
Milk	All Fat Tests	Gallon							5.98	162	5.98
Yogurt	Greek	32 oz	6.39	75	6.39	5.75	109	5.75	4.49	123	4.49

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	5.98 - 6.99	33	6.68



### 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.