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## Advertised Prices for Dairy Products at Major Retail Supermarket Outlets ending during the period of 5/5/2023 to 5/11/2023

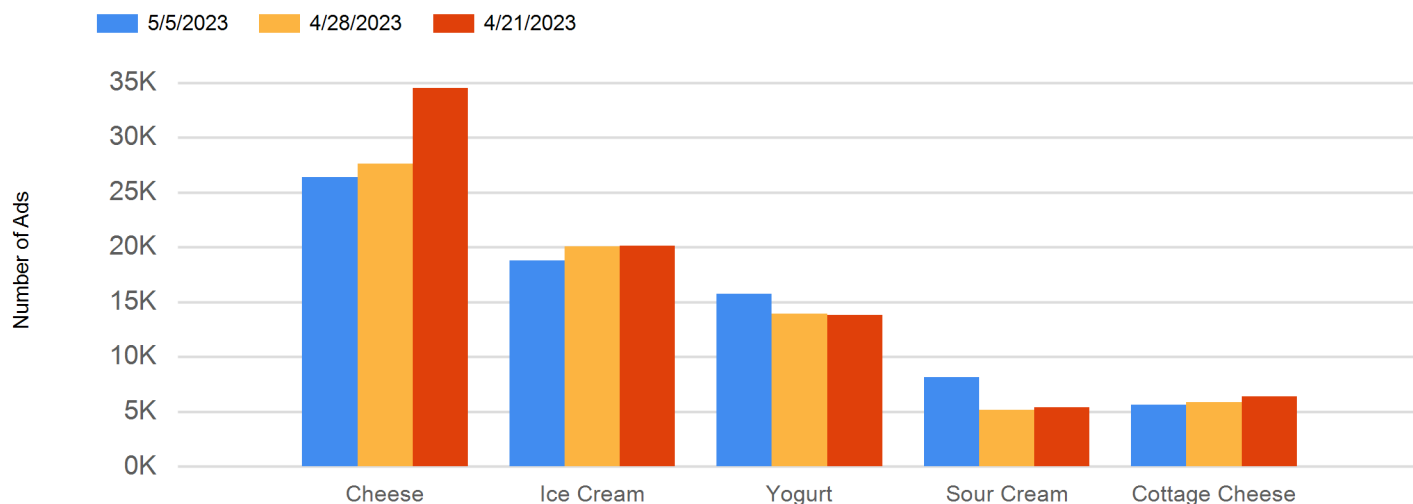
There was a three percent increase in total conventional dairy ads this week, and no reportable difference in ad totals for organic dairy items. Conventional ice cream in 48 to 64 ounce containers was the most advertised dairy item this week, followed by conventional Greek yogurt in four to six ounce packages. On the organic aisle, half gallon milk was the most advertised item and six to eight ounce shredded cheese ad totals came in second. Ad totals for conventional butter in one pound packages increased by more than double from last week. The weighted average advertised price of conventional one pound butter was \$4.01, down from last week's \$4.15.

Total conventional and organic cheese ads slipped by four and five percent, respectively. Conventional six to eight ounce shredded cheese was the most advertised cheese item during week 18. The weighted average advertised price of six to eight ounce shredded cheese was \$2.80, compared to \$2.85 last week.

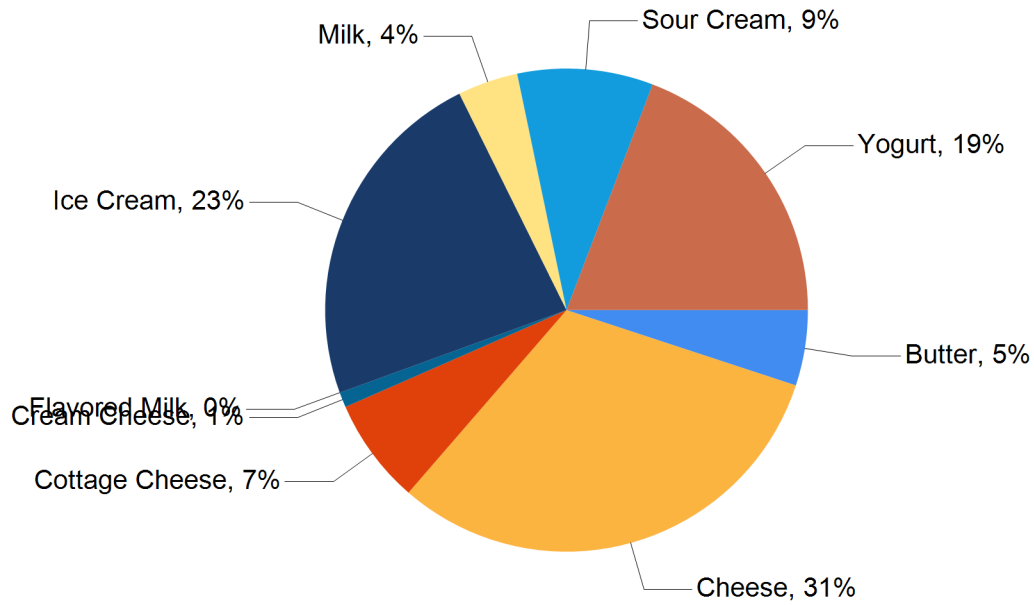
Overall conventional milk ad numbers increased by 26 percent week to week, while total organic milk ad totals increased 11 percent. Conventional gallon milk ad totals increased 56 percent, while conventional half gallon milk ad totals decreased 28 percent week over week. The weighted average advertised price of conventional milk gallons was \$3.51, a dime higher than last week's price. The weighted average advertised price for conventional half gallon milk was \$2.20, while organic half gallons were priced \$2.13 higher, at \$4.33.

Yogurt ad totals decreased on the conventional and organic aisles, by six and 76 percent, respectively. Conventional yogurt in four to six ounce containers saw the largest percentage increase in weighted average advertised price for any yogurt item, increasing from \$.53 to \$.64 week to week.

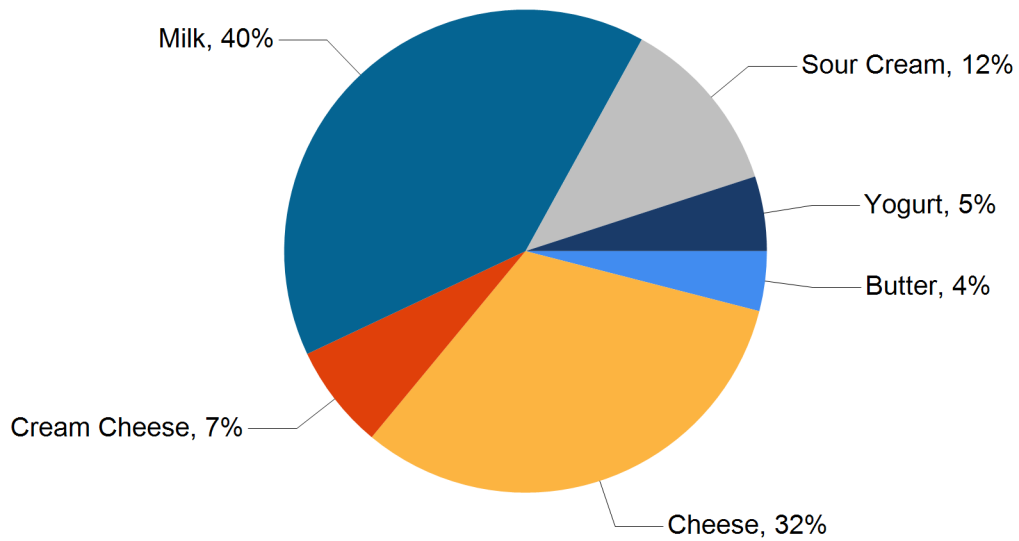
Top 5 Commodities Featured This Week



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		
Butter		1 lb	4147	4.01	1904	4.15	8028	4.11
Cheese	Natural Varieties	6-8 oz Block	4665	2.67	3724	2.87		
Cheese	Natural Varieties	6-8 oz Shred	8891	2.80	7361	2.85		
Cheese	Natural Varieties	6-8 oz Sliced	6224	2.70	8275	2.82		
Cheese	Natural Varieties	1 lb Block	669	4.65	1633	4.19	1133	3.73
Cheese	Natural Varieties	1 lb Shred	695	4.83	1684	3.78	1308	3.41
Cheese	Natural Varieties	1 lb Sliced			1537	5.51		
Cheese	Natural Varieties	2 lb Block	1784	7.07	685	7.55	2697	6.39
Cheese	Natural Varieties	2 lb Shred	2131	7.11	1289	7.29		
Cottage Cheese		16 oz	4805	2.08	4896	2.17	4436	2.20
Cottage Cheese		24 oz	814	3.68	771	3.32		
Cream Cheese		8 oz	984	1.95	898	2.32	2104	2.51
Flavored Milk	All Fat Tests	Half Gallon	387	3.49			1015	2.30
Flavored Milk	All Fat Tests	Gallon			188	4.99	790	3.87
Ice Cream		14-16 oz	7062	3.71	6290	3.43		
Ice Cream		48-64 oz	11718	3.49	13788	3.55	15199	3.57
Milk	All Fat Tests	Half Gallon	725	2.20	1010	2.03	2531	2.54
Milk	All Fat Tests	Gallon	2928	3.51	1882	3.41	3010	3.93
Sour Cream		16 oz	7252	2.04	4422	2.06	8224	2.00
Sour Cream		24 oz	395	3.50	733	2.98		
Yogurt	Greek	4-6 oz	10901	1.12	10652	1.10	6532	1.01
Yogurt	Yogurt	4-6 oz	2022	0.64	2126	0.53	3998	0.57
Yogurt	Greek	32 oz	2380	4.89	2535	4.57	3009	4.27
Yogurt	Yogurt	32 oz	190	2.99	1218	3.12	3049	2.48



## 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		1 lb	2.99 - 4.99	758	4.28	2.99 - 4.49	829	3.65	2.99 - 3.99	350	3.69
Cheese	Natural Varieties	6-8 oz Block	1.99 - 5.00	1031	2.69	2.50 - 3.00	1748	2.84	1.88 - 3.33	577	2.37
Cheese	Natural Varieties	6-8 oz Shred	1.97 - 3.99	2438	2.62	2.00 - 3.50	3457	2.99	1.88 - 3.50	1311	2.75
Cheese	Natural Varieties	6-8 oz Sliced	2.49 - 3.00	890	2.72	2.29 - 3.50	3620	2.79	2.00 - 3.33	489	2.59
Cheese	Natural Varieties	1 lb Block	3.49	190	3.49				4.99	245	4.99
Cheese	Natural Varieties	1 lb Shred	4.99 - 5.99	294	5.44	4.29	53	4.29	4.99	245	4.99
Cheese	Natural Varieties	2 lb Block				7.49	463	7.49			
Cheese	Natural Varieties	2 lb Shred	9.99	190	9.99	7.49	463	7.49	7.48 - 7.99	167	7.80
Cottage Cheese		16 oz	2.50 - 3.29	417	2.94	1.49 - 2.50	2942	2.00	2.00 - 2.29	716	2.04
Cottage Cheese		24 oz	2.77 - 3.99	242	3.07	2.99 - 3.99	184	3.64	3.98 - 4.49	144	4.27
Cream Cheese		8 oz	1.67 - 2.49	281	1.90	2.00	366	2.00	1.38 - 1.88	226	1.67
Flavored Milk	All Fat Tests	Half Gallon	3.19	185	3.19	4.29	119	4.29	3.00	83	3.00
Ice Cream		14-16 oz	2.67 - 4.99	2152	3.91	2.99 - 4.99	1119	3.56	2.49 - 5.48	764	3.60
Ice Cream		48-64 oz	2.76 - 5.99	3477	3.67	2.99 - 4.00	3927	3.19	2.88 - 6.48	978	4.31
Milk	All Fat Tests	Half Gallon							3.00	83	3.00
Milk	All Fat Tests	Gallon	3.33 - 3.99	1099	3.46						
Sour Cream		16 oz	1.69 - 2.59	2003	2.12	0.98 - 2.50	2718	1.77	2.00 - 2.50	1127	2.43
Sour Cream		24 oz	3.69	104	3.69	2.99	65	2.99			
Yogurt	Greek	4-6 oz	0.99 - 1.50	3088	1.12	0.88 - 1.25	4738	1.09	1.00 - 1.25	706	1.18
Yogurt	Yogurt	4-6 oz	0.50 - 0.80	1173	0.63	0.50	187	0.50	0.48 - 0.60	284	0.56
Yogurt	Greek	32 oz	3.99 - 5.99	1364	4.94	3.50	74	3.50	4.99	105	4.99
Yogurt	Yogurt	32 oz	2.99	190	2.99						



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		1 lb	2.99 - 4.99	753	4.41	2.79 - 4.79	1154	3.85	2.99 - 4.98	204	3.78
Cheese	Natural Varieties	6-8 oz Block	1.99 - 2.98	332	2.54	1.99 - 3.33	547	2.42	2.49 - 2.79	340	2.74
Cheese	Natural Varieties	6-8 oz Shred	1.99 - 2.50	332	2.37	1.99 - 3.99	915	2.79	2.50 - 2.79	348	2.74
Cheese	Natural Varieties	6-8 oz Sliced	2.00 - 2.50	319	2.18	1.99 - 3.33	474	2.33	2.50 - 3.50	409	2.85
Cheese	Natural Varieties	1 lb Block	2.99	103	2.99				6.99	131	6.99
Cheese	Natural Varieties	1 lb Shred	2.99	103	2.99						
Cheese	Natural Varieties	2 lb Block	6.99 - 7.49	438	7.41	6.98	392	6.98	4.99 - 9.98	491	6.44
Cheese	Natural Varieties	2 lb Shred	6.99 - 7.49	253	7.36	5.99 - 6.98	648	6.59	4.99 - 7.49	410	5.74
Cottage Cheese		16 oz	1.49 - 2.19	440	1.96	2.19	103	2.19	1.49 - 2.75	176	1.87
Cottage Cheese		24 oz	3.49	52	3.49				3.99 - 4.29	192	4.09
Cream Cheese		8 oz	2.49	111	2.49						
Ice Cream		14-16 oz	2.49 - 3.99	848	3.44	2.97 - 4.48	1498	3.88	1.97 - 4.39	674	3.45
Ice Cream		48-64 oz	2.99 - 5.00	1271	3.66	2.76 - 4.99	1504	3.24	1.97 - 4.49	499	2.91
Milk	All Fat Tests	Half Gallon				2.39 - 2.59	307	2.47	0.97 - 1.72	293	1.38
Milk	All Fat Tests	Gallon	4.29	160	4.29	3.33 - 3.59	1465	3.43	2.84	162	2.84
Sour Cream		16 oz	1.49 - 2.99	791	2.22	1.99 - 2.50	479	2.18	1.49	123	1.49
Sour Cream		24 oz	3.49	52	3.49	2.99 - 3.99	121	3.54	3.69	53	3.69
Yogurt	Greek	4-6 oz	0.88 - 1.49	870	1.16	0.99 - 1.25	914	1.08	0.99 - 1.25	541	1.19
Yogurt	Yogurt	4-6 oz	0.99	92	0.99	0.59	61	0.59	0.59 - 0.79	192	0.65
Yogurt	Greek	32 oz	4.99 - 6.99	294	5.98	3.99 - 4.99	521	4.31			

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 - 4.99	20	4.40	3.49 - 7.69	79	5.68
Cheese	Natural Varieties	6-8 oz Block	3.00	11	3.00	2.49 - 3.00	79	2.85
Cheese	Natural Varieties	6-8 oz Shred	3.00	11	3.00	2.49 - 3.00	79	2.85
Cheese	Natural Varieties	6-8 oz Sliced				2.49	23	2.49
Cottage Cheese		16 oz	2.29	11	2.29			
Ice Cream		14-16 oz				3.99	7	3.99
Ice Cream		48-64 oz	3.99 - 10.99	39	9.02	5.49	23	5.49
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	2.29	11	2.29			
Yogurt	Greek	4-6 oz	1.50	11	1.50	2.19	33	2.19
Yogurt	Yogurt	4-6 oz				1.29	33	1.29
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	185	6.99	162	6.29		
Cheese	Natural Varieties	6-8 oz Block	398	3.63	382	3.84		
Cheese	Natural Varieties	6-8 oz Shred	890	4.77	418	3.79		
Cheese	Natural Varieties	6-8 oz Sliced	60	4.99	626	4.08		
Cottage Cheese		16 oz			195	4.04	117	3.99
Cream Cheese		8 oz	273	4.18				
Ice Cream		48-64 oz					175	6.77
Milk	All Fat Tests	8 oz					34	2.39
Milk	All Fat Tests	Half Gallon	1378	4.33	1211	4.37	1328	4.77
Milk	All Fat Tests	Gallon	282	6.33	278	6.37	1471	6.26
Sour Cream		16 oz	503	3.68				
Yogurt	Yogurt	4-6 oz			107	1.50		
Yogurt	Greek	32 oz	226	5.24	656	5.18	121	3.50
Yogurt	Yogurt	32 oz			162	3.99	451	3.38

## 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	6.99	185	6.99						
Cheese	Natural Varieties	6-8 oz Block	2.99	78	2.99	3.50	228	3.50			
Cheese	Natural Varieties	6-8 oz Shred	4.49 - 4.99	309	4.88	4.94	86	4.94	4.99	127	4.99
Cheese	Natural Varieties	6-8 oz Sliced							4.99	60	4.99
Cream Cheese		8 oz	3.29	162	3.29						
Milk	All Fat Tests	Half Gallon	4.49 - 4.99	265	4.84	4.49	86	4.49	3.79 - 3.99	341	3.85
Sour Cream		16 oz	3.99	122	3.99	3.59	86	3.59			



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	4.49	92	4.49						
Cheese	Natural Varieties	6-8 oz Shred	4.29	150	4.29	4.49 - 4.99	218	4.74			
Cream Cheese		8 oz	5.49	111	5.49						
Milk	All Fat Tests	Half Gallon	3.99 - 4.99	297	4.24	4.49 - 4.99	218	4.74	3.98	162	3.98
Milk	All Fat Tests	Gallon	6.79	111	6.79				5.98	162	5.98
Sour Cream		16 oz	3.29 - 3.99	186	3.57	3.59	109	3.59			
Yogurt	Greek	32 oz	4.99 - 5.49	226	5.24						

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.