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## Advertised Prices for Dairy Products at Major Retail Supermarket Outlets ending during the period of 2/7/2025 to 2/13/2025

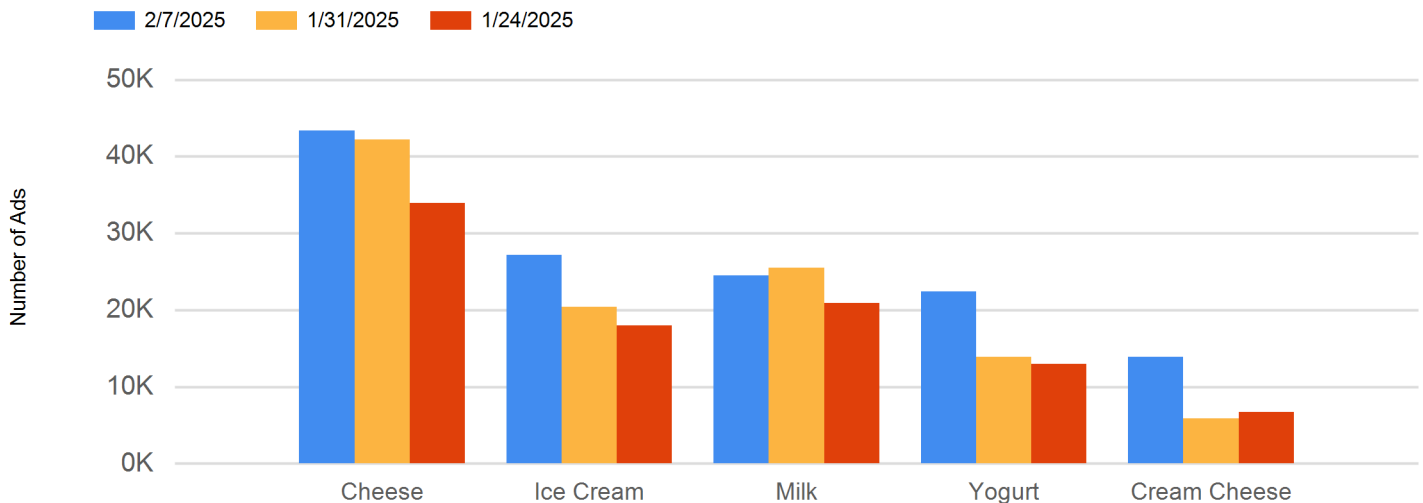
Dairy advertisement totals diverged between conventional and organic dairy items this week. Conventional ad totals increased 18 percent, while organic ad numbers decreased by 12 percent. The most advertised item this week is conventional ice cream in 48-to-64-ounce containers, while half-gallon milk is the most advertised organic dairy item. As a commodity, conventional cream cheese ad totals more than tripled this week, and organic cream cheese ad totals moved four percent higher.

Conventional half-gallon milk ad totals decreased 27 percent this week, while organic half-gallon milk ads increased by 10 percent. The weighted average advertised price of conventional half-gallon milk is \$2.22 this week, \$.65 higher than last week's price. The weighted average advertised price of organic half-gallons is \$4.64, resulting in an organic premium of \$2.42.

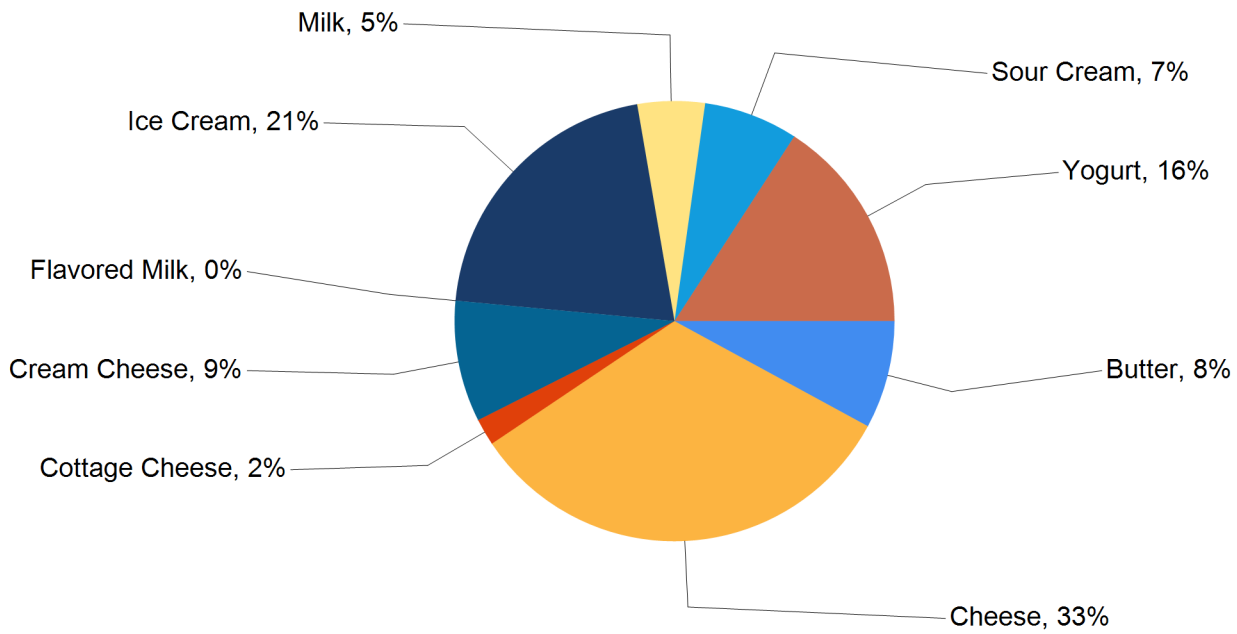
Regarding commodity totals, conventional cheese ad numbers increased four percent from the previous week, while organic ad totals decreased 43 percent. The most advertised cheese item is conventional six-to-eight-ounce sliced cheese. The weighted average advertised price of this item is \$2.61, four cents lower than last week.

As a commodity, conventional yogurt ad totals increased six percent, while organic yogurt totals decreased by 55 percent. Four-to-six ounce conventional Greek yogurt is the most advertised yogurt item this week, holding a weighted average advertised price of \$1.08, one cent higher than last week. Conventional Greek yogurt in 32-ounce containers has a weighted average advertised price of \$4.00, 34 cents higher than last week's price.

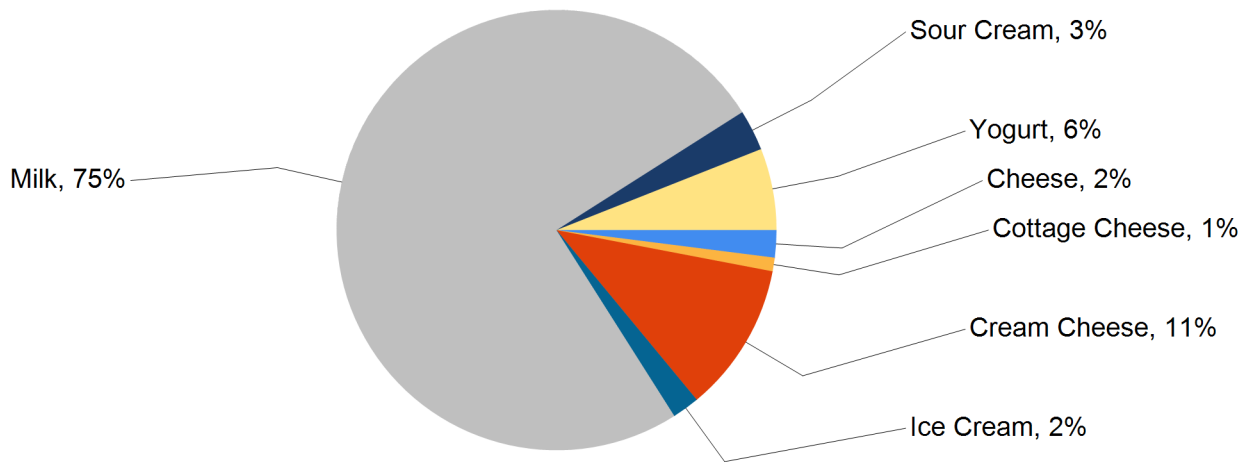
**Top 5 Commodities Featured This Week**



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	1917	2.68	1803	2.85	2385	2.78
Butter		1 lb	8026	4.02	5139	4.65	16671	4.53
Cheese	Natural Varieties	6-8 oz Block	8376	2.82	8081	2.71	8874	2.28
Cheese	Natural Varieties	6-8 oz Shred	12191	2.48	11507	2.55	14245	2.40
Cheese	Natural Varieties	6-8 oz Sliced	12816	2.61	11512	2.65	9788	2.69
Cheese	Natural Varieties	1 lb Block	904	4.29	833	4.67	4480	3.60
Cheese	Natural Varieties	1 lb Shred	1512	5.65	3364	5.50	2993	3.66
Cheese	Natural Varieties	1 lb Sliced	332	4.95			776	4.38
Cheese	Natural Varieties	2 lb Block	1338	6.92	856	7.81	2848	9.29
Cheese	Natural Varieties	2 lb Shred	5352	7.80	5082	7.76	3984	7.37
Cottage Cheese		16 oz	2175	2.44	3082	2.21	7006	2.43
Cottage Cheese		24 oz	616	3.49	311	3.72	7262	3.29
Cream Cheese		8 oz	11255	2.40	3300	2.41	16729	2.37
Flavored Milk	All Fat Tests	Half Gallon			481	2.08	3866	2.33
Flavored Milk	All Fat Tests	Gallon	435	3.94	520	3.99	2562	2.89
Ice Cream		14-16 oz	6847	4.25	5428	3.87	10408	3.24
Ice Cream		48-64 oz	19910	3.94	14445	4.42	19400	3.81
Milk	All Fat Tests	Half Gallon	427	2.22	588	1.57	4852	2.31
Milk	All Fat Tests	Gallon	5600	3.19	6216	3.19	8289	3.63
Sour Cream		16 oz	8518	2.35	6915	2.23	16492	2.16
Sour Cream		24 oz	591	3.36	770	3.57	2897	3.03
Yogurt	Greek	4-6 oz	6452	1.08	5602	1.07	9651	1.13
Yogurt	Yogurt	4-6 oz	3401	0.58	2576	0.62	3252	0.65
Yogurt	Greek	32 oz	6128	4.00	6458	3.66	4809	4.32
Yogurt	Yogurt	32 oz	5025	2.93	4916	2.92	3542	2.81



**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	3.00 - 3.69	297	3.25	3.49	228	3.49			
Butter		1 lb	3.50 - 4.99	1141	4.68	2.42 - 5.49	2472	3.34	3.49 - 4.88	1523	4.11
Cheese	Natural Varieties	6-8 oz Block	1.77 - 4.49	2505	2.66	2.50 - 4.79	2535	2.94	1.75 - 3.50	1019	2.63
Cheese	Natural Varieties	6-8 oz Shred	1.77 - 3.50	2233	2.60	1.67 - 3.50	3341	2.39	1.75 - 2.99	1852	2.41
Cheese	Natural Varieties	6-8 oz Sliced	1.99 - 3.99	1966	2.94	1.67 - 4.79	4183	2.61	1.99 - 3.49	1193	2.50
Cheese	Natural Varieties	1 lb Block	3.99 - 4.99	676	4.39	3.99	228	3.99			
Cheese	Natural Varieties	1 lb Shred				5.64	1341	5.64			
Cheese	Natural Varieties	1 lb Sliced	4.78 - 4.99	332	4.95						
Cheese	Natural Varieties	2 lb Block	7.99	148	7.99	7.99	53	7.99			
Cheese	Natural Varieties	2 lb Shred	4.99 - 7.49	358	6.89	7.47 - 9.99	2025	8.54	7.98	61	7.98
Cottage Cheese		16 oz	2.00 - 2.99	550	2.40	2.49 - 2.50	301	2.50	0.99 - 2.79	393	2.09
Cottage Cheese		24 oz	3.99	59	3.99	3.50	228	3.50	2.99 - 3.99	329	3.39
Cream Cheese		8 oz	1.50 - 3.00	2385	2.29	1.50 - 3.00	3598	2.40	1.44 - 3.00	1038	2.32
Flavored Milk	All Fat Tests	Gallon							3.79	83	3.79
Ice Cream		14-16 oz	3.49 - 4.99	1349	4.02	2.99 - 7.49	2266	5.39	2.49 - 4.50	667	3.27
Ice Cream		48-64 oz	2.50 - 5.49	3494	3.57	1.99 - 8.32	7042	4.61	1.99 - 4.00	2410	2.81
Milk	All Fat Tests	Half Gallon							1.99	96	1.99
Milk	All Fat Tests	Gallon	3.32	496	3.32	2.96	1341	2.96	2.97 - 3.79	975	3.04
Sour Cream		16 oz	1.99 - 3.49	2425	2.18	1.89 - 3.09	2087	2.50	0.99 - 2.99	1419	2.52
Yogurt	Greek	4-6 oz	1.00 - 1.33	1786	1.18	0.80 - 1.25	2123	0.97	0.80 - 1.67	995	1.14
Yogurt	Yogurt	4-6 oz	0.40 - 0.75	1132	0.60	0.50 - 0.89	1312	0.54	0.60	199	0.60
Yogurt	Greek	32 oz	4.99 - 6.00	505	5.70	3.54 - 4.99	2755	3.79	5.99	188	5.99
Yogurt	Yogurt	32 oz	2.49 - 3.69	1017	3.13	2.50 - 3.69	2010	2.91	2.99	61	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		8 oz	2.42	1221	2.42				2.42	162	2.42
Butter		1 lb	3.99 - 5.49	723	4.58	3.99 - 7.49	1274	4.33	3.49 - 4.98	825	3.93
Cheese	Natural Varieties	6-8 oz Block	1.69 - 3.59	1214	2.62	1.67 - 5.39	836	3.45	2.49 - 3.50	203	2.85
Cheese	Natural Varieties	6-8 oz Shred	1.66 - 3.50	2768	2.38	1.97 - 4.97	1202	2.89	1.97 - 3.50	713	2.33
Cheese	Natural Varieties	6-8 oz Sliced	1.67 - 3.24	3589	2.59	1.67 - 3.86	1010	2.29	1.97 - 3.50	814	2.50
Cheese	Natural Varieties	1 lb Shred							5.64	162	5.64
Cheese	Natural Varieties	2 lb Block	5.99 - 6.99	175	6.60	5.99 - 9.49	592	6.55	6.99	348	6.99
Cheese	Natural Varieties	2 lb Shred	5.99 - 8.24	1396	8.03	5.99 - 9.99	901	6.59	5.99 - 8.24	591	7.09
Cottage Cheese		16 oz	2.49 - 3.05	578	2.57	1.97 - 3.59	353	2.64			
Cream Cheese		8 oz	1.67 - 3.88	1293	2.47	1.67 - 3.49	2184	2.50	1.77 - 3.99	693	2.43
Flavored Milk	All Fat Tests	Gallon				3.97	352	3.97			
Ice Cream		14-16 oz	3.00 - 3.99	705	3.51	2.50 - 6.92	1548	3.57	2.99 - 4.49	262	3.74
Ice Cream		48-64 oz	2.49 - 6.99	3639	3.98	1.99 - 5.99	2927	3.57	1.99 - 2.99	253	2.75
Milk	All Fat Tests	Half Gallon	2.99	160	2.99				1.56	162	1.56
Milk	All Fat Tests	Gallon	2.97 - 3.97	1285	3.02	3.48 - 3.97	1322	3.70	2.58	162	2.58
Sour Cream		16 oz	1.49 - 2.50	961	2.19	1.97 - 2.87	1438	2.31	2.49	131	2.49
Sour Cream		24 oz				2.99 - 3.49	407	3.42	2.69 - 3.49	184	3.22
Yogurt	Greek	4-6 oz	0.99 - 1.25	175	1.09	0.99 - 1.25	1052	1.10	0.99	287	0.99
Yogurt	Yogurt	4-6 oz	0.67 - 1.00	285	0.86	0.39	392	0.39	0.67	81	0.67
Yogurt	Greek	32 oz	3.54 - 5.99	1621	3.73	3.69 - 3.99	717	3.84	3.54 - 3.97	324	3.75
Yogurt	Yogurt	32 oz	2.76	1221	2.76	2.97 - 3.00	466	2.99	2.76 - 3.69	234	3.05

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		8 oz	2.88	9	2.88			
Butter		1 lb	4.49 - 5.49	22	4.99	4.99 - 5.99	46	5.49
Cheese	Natural Varieties	6-8 oz Block	2.00	11	2.00	2.47 - 3.50	53	2.84
Cheese	Natural Varieties	6-8 oz Shred	2.47 - 3.18	29	2.76	2.47 - 3.50	53	2.84
Cheese	Natural Varieties	6-8 oz Sliced	2.00 - 3.36	31	2.56	2.47 - 3.50	30	2.71
Cheese	Natural Varieties	1 lb Shred	6.77	9	6.77			
Cheese	Natural Varieties	2 lb Block	7.99 - 8.99	22	8.49			
Cheese	Natural Varieties	2 lb Shred	7.99 - 9.88	20	8.84			
Cream Cheese		8 oz	1.97	11	1.97	2.47 - 3.29	53	2.83
Ice Cream		14-16 oz	3.99 - 7.99	50	6.45			
Ice Cream		48-64 oz	2.99 - 9.99	59	6.73	4.99 - 8.99	86	7.53
Milk	All Fat Tests	Half Gallon	2.78	9	2.78			
Milk	All Fat Tests	Gallon	4.28	9	4.28	5.98	10	5.98
Sour Cream		16 oz	3.29	11	3.29	3.49 - 3.50	46	3.50
Yogurt	Greek	4-6 oz	1.29	11	1.29	1.49	23	1.49
Yogurt	Greek	32 oz	4.18 - 4.68	18	4.43			
Yogurt	Yogurt	32 oz	3.44	9	3.44	3.69	7	3.69



**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			1273	7.63		
Cheese	Natural Varieties	6-8 oz Block	184	4.86	161	5.18	1341	2.98
Cheese	Natural Varieties	6-8 oz Shred	275	5.45	459	4.99	519	4.72
Cheese	Natural Varieties	6-8 oz Sliced	86	4.99	337	3.62	1785	3.67
Cottage Cheese		16 oz	367	4.63	302	4.44	710	4.78
Cream Cheese		8 oz	2671	3.29	2562	3.28	253	3.99
Ice Cream		14-16 oz	445	6.92	554	6.92	107	5.99
Milk	All Fat Tests	Half Gallon	13329	4.64	12170	4.90	4427	4.84
Milk	All Fat Tests	Gallon	5124	7.59	6517	7.46	298	6.99
Sour Cream		16 oz	729	4.18	501	4.38	387	3.82
Yogurt	Greek	4-6 oz	75	3.77				
Yogurt	Yogurt	4-6 oz					60	1.25
Yogurt	Greek	32 oz			1341	6.84		
Yogurt	Yogurt	32 oz	1341	4.46	1798	4.34	1400	4.44

**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	5.49	122	5.49	5.79	86	5.79	4.94	67	4.94
Cheese	Natural Varieties	6-8 oz Sliced				4.99	86	4.99			
Cottage Cheese		16 oz	5.49	65	5.49	3.69	86	3.69			
Cream Cheese		8 oz				3.28	1341	3.28			
Ice Cream		14-16 oz	7.69	122	7.69						
Milk	All Fat Tests	Half Gallon	4.99	190	4.99	3.98 - 5.52	5364	4.59			
Milk	All Fat Tests	Gallon				6.98 - 8.82	2682	7.90			
Sour Cream		16 oz	3.95	122	3.95	3.99 - 4.19	314	4.04			
Yogurt	Yogurt	32 oz				4.46	1341	4.46			



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	5.39	75	5.39	4.49	109	4.49			
Cottage Cheese		16 oz	4.99	107	4.99	4.49	109	4.49			
Cream Cheese		8 oz	3.28	1221	3.28	3.59	109	3.59			
Ice Cream		14-16 oz	5.99 - 6.99	214	6.49	6.92	109	6.92			
Milk	All Fat Tests	Half Gallon	3.82 - 5.98	7326	4.69	3.99 - 4.85	278	4.33	3.98	162	3.98
Milk	All Fat Tests	Gallon	5.68 - 8.82	2442	7.25						
Sour Cream		16 oz	4.13	75	4.13	4.22 - 4.85	218	4.53			
Yogurt	Greek	4-6 oz	3.77	75	3.77						

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			

### 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.