Advertised Prices for Dairy Products at Major Retail Supermarket Outlets 03/10 to 03/21

Cheese specials are the narrowly largest category of dairy advertised specials and almost equal to year ago ad volume, even with wholesale prices setting new record highs. Ads for the most advertised cheese category, 8 ounce shredded cheese, increased by 1%. The average price, $2.44, is up by 10 cents from two weeks ago and up by 13 cents from last year. The second largest cheese category, 8 ounce block, is down by 13% in ad numbers. The average price is $2.44, unchanged from the last report and up 10 cents from this time last year.

Yogurt ads comprise the second largest category of surveyed dairy ads. 4-6 ounce Greek yogurt ad volume comprises the majority of all yogurt ads, with more ads than the other categories combined. The average advertised price of $.99, is unchanged from two weeks ago but down 1 cent from this period last year. Most of the remaining yogurt ads are for 4-6 ounce yogurt, with an average price of $.53, up 3 cents from two weeks ago and 4 cents from last year.

Ice cream ad volume increased and ad totals make 48-64 ounce ice cream the third most advertised dairy category. The average price, $2.98, is down 6 cents from two weeks ago and down 21 cents from last year.

Conventional milk half gallons have an average advertised price of $2.52 and organic milk half-gallons have a weighted average advertised price of $3.19. That results in a conventional-organic price spread of $.67, the second lowest price spread since this data series began in early 2012. Last year at this time the price spread was $2.30.
Top 5 Percentage of Total Conventional Ads

- Cottage cheese, 6%
- Cream cheese, 6%
- Ice cream, 21%
- Yogurt, 26%
- Cheese, 27%

Top 5 Percentage of Total Organic Ads

- Milk, 37%
- Yogurt, 49%
- Cheese, 9%
- Cream cheese, 5%
### NATIONAL -- CONVENTIONAL DAIRY PRODUCTS

<table>
<thead>
<tr>
<th>Commodity</th>
<th>Type</th>
<th>Pack Size</th>
<th>THIS PERIOD</th>
<th>TWO WEEKS AGO</th>
<th>LAST YEAR</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td>Stores</td>
<td>Wtd Avg</td>
<td>Stores</td>
</tr>
<tr>
<td>Butter</td>
<td>1 #</td>
<td></td>
<td>2477</td>
<td>2.74</td>
<td>3460</td>
</tr>
<tr>
<td>Cheese</td>
<td>Natural Varieties</td>
<td>8 oz block</td>
<td>6093</td>
<td>2.44</td>
<td>7013</td>
</tr>
<tr>
<td>Cheese</td>
<td>Natural Varieties</td>
<td>1 # block</td>
<td>931</td>
<td>3.73</td>
<td>991</td>
</tr>
<tr>
<td>Cheese</td>
<td>Natural Varieties</td>
<td>2 # block</td>
<td>1357</td>
<td>7.60</td>
<td>118</td>
</tr>
<tr>
<td>Cheese</td>
<td>Natural Varieties</td>
<td>8 oz shred</td>
<td>8749</td>
<td>2.44</td>
<td>8684</td>
</tr>
<tr>
<td>Cheese</td>
<td>Natural Varieties</td>
<td>1 # shred</td>
<td>1711</td>
<td>4.51</td>
<td>607</td>
</tr>
<tr>
<td>Cottage cheese</td>
<td>16 oz</td>
<td>3910</td>
<td>1.93</td>
<td>2851</td>
<td>2.02</td>
</tr>
<tr>
<td>Cream cheese</td>
<td>8 oz</td>
<td>3931</td>
<td>1.75</td>
<td>4287</td>
<td>1.64</td>
</tr>
<tr>
<td>Flavored milk</td>
<td>All fat tests</td>
<td>half gallon</td>
<td>1012</td>
<td>2.74</td>
<td>1475</td>
</tr>
<tr>
<td>Flavored milk</td>
<td>All fat tests</td>
<td>gallon</td>
<td>168</td>
<td>3.29</td>
<td>723</td>
</tr>
<tr>
<td>Ice cream</td>
<td>48-64oz</td>
<td>14923</td>
<td>2.98</td>
<td>13893</td>
<td>3.04</td>
</tr>
<tr>
<td>Milk</td>
<td>All fat tests</td>
<td>half gallon</td>
<td>523</td>
<td>2.52</td>
<td>636</td>
</tr>
<tr>
<td>Milk</td>
<td>All fat tests</td>
<td>gallon</td>
<td>2161</td>
<td>3.18</td>
<td>1194</td>
</tr>
<tr>
<td>Sour cream</td>
<td>16 oz</td>
<td>3041</td>
<td>1.51</td>
<td>5928</td>
<td>1.65</td>
</tr>
<tr>
<td>Yogurt</td>
<td>Greek</td>
<td>4-6 oz</td>
<td>10855</td>
<td>.99</td>
<td>12195</td>
</tr>
<tr>
<td>Yogurt</td>
<td>Greek</td>
<td>32 oz</td>
<td>671</td>
<td>4.31</td>
<td>1465</td>
</tr>
<tr>
<td>Yogurt</td>
<td>Yogurt</td>
<td>4-6 oz</td>
<td>5625</td>
<td>.53</td>
<td>6440</td>
</tr>
<tr>
<td>Yogurt</td>
<td>Yogurt</td>
<td>32 oz</td>
<td>940</td>
<td>2.23</td>
<td>737</td>
</tr>
</tbody>
</table>

### REGIONAL -- CONVENTIONAL DAIRY PRODUCTS

<table>
<thead>
<tr>
<th>Commodity</th>
<th>Type</th>
<th>Pack Size</th>
<th>NORTHEAST U.S.</th>
<th>SOUTHEAST U.S.</th>
<th>MIDWEST U.S.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td>Price Range</td>
<td>Stores with Ads</td>
<td>Wtd Avg Price</td>
</tr>
<tr>
<td>Butter</td>
<td>1 #</td>
<td></td>
<td>2.50-3.00</td>
<td>589</td>
<td>2.80</td>
</tr>
<tr>
<td>Cheese</td>
<td>Natural Varieties</td>
<td>8 oz block</td>
<td>1.66-2.99</td>
<td>2618</td>
<td>2.39</td>
</tr>
<tr>
<td>Cheese</td>
<td>Natural Varieties</td>
<td>1 # block</td>
<td>3.99</td>
<td>334</td>
<td>3.99</td>
</tr>
<tr>
<td>Cheese</td>
<td>Natural Varieties</td>
<td>2 # block</td>
<td>7.99</td>
<td>58</td>
<td>7.99</td>
</tr>
<tr>
<td>Cheese</td>
<td>Natural Varieties</td>
<td>8 oz shred</td>
<td>1.99-2.99</td>
<td>1750</td>
<td>2.41</td>
</tr>
<tr>
<td>Cheese</td>
<td>Natural Varieties</td>
<td>1 # shred</td>
<td>3.99-5.00</td>
<td>415</td>
<td>4.26</td>
</tr>
<tr>
<td>Cottage cheese</td>
<td>16 oz</td>
<td>1904</td>
<td>2.15</td>
<td>1.34-2.00</td>
<td>487</td>
</tr>
<tr>
<td>Cream cheese</td>
<td>8 oz</td>
<td>1238</td>
<td>1.59</td>
<td>1.67-1.99</td>
<td>1336</td>
</tr>
<tr>
<td>Flavored milk</td>
<td>All fat tests</td>
<td>half gallon</td>
<td>2.50-3.00</td>
<td>439</td>
<td>2.83</td>
</tr>
<tr>
<td>Flavored milk</td>
<td>All fat tests</td>
<td>gallon</td>
<td>2.50-3.00</td>
<td>3130</td>
<td>2.77</td>
</tr>
<tr>
<td>Ice cream</td>
<td>48-64oz</td>
<td>2.38-3.99</td>
<td>3130</td>
<td>2.77</td>
<td>2.25-3.99</td>
</tr>
<tr>
<td>Milk</td>
<td>All fat tests</td>
<td>half gallon</td>
<td>3.00</td>
<td>128</td>
<td>3.00</td>
</tr>
<tr>
<td>Milk</td>
<td>All fat tests</td>
<td>gallon</td>
<td>2.99-3.49</td>
<td>223</td>
<td>3.37</td>
</tr>
<tr>
<td>Sour cream</td>
<td>16 oz</td>
<td>1005</td>
<td>1.57</td>
<td>1.47-2.00</td>
<td>1389</td>
</tr>
<tr>
<td>Yogurt</td>
<td>Greek</td>
<td>4-6 oz</td>
<td>0.70-1.25</td>
<td>3345</td>
<td>1.00</td>
</tr>
<tr>
<td>Yogurt</td>
<td>Greek</td>
<td>32 oz</td>
<td>4.49</td>
<td>58</td>
<td>4.49</td>
</tr>
<tr>
<td>Yogurt</td>
<td>Yogurt</td>
<td>4-6 oz</td>
<td>0.45-0.75</td>
<td>1419</td>
<td>.58</td>
</tr>
</tbody>
</table>

Wtd Avg - Simple weighted average
### NATIONAL -- ORGANIC DAIRY PRODUCTS

<table>
<thead>
<tr>
<th>Commodity</th>
<th>Type</th>
<th>Pack Size</th>
<th>THIS PERIOD</th>
<th>TWO WEEKS AGO</th>
<th>LAST YEAR</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td>Stores With Ads</td>
<td>Wtd Avg Price</td>
<td>Stores With Ads</td>
</tr>
<tr>
<td>Butter</td>
<td>1 #</td>
<td></td>
<td>237</td>
<td>4.49</td>
<td>1247</td>
</tr>
<tr>
<td>Cheese</td>
<td>Natural Varieties</td>
<td>8 oz block</td>
<td>283</td>
<td>3.87</td>
<td></td>
</tr>
<tr>
<td>Cheese</td>
<td>Natural Varieties</td>
<td>8 oz shred</td>
<td>283</td>
<td>2.97</td>
<td></td>
</tr>
<tr>
<td>Cream cheese</td>
<td>8 oz</td>
<td></td>
<td>283</td>
<td>1.99</td>
<td>26</td>
</tr>
<tr>
<td>Milk</td>
<td>All fat tests</td>
<td>half gallon</td>
<td>1366</td>
<td>3.19</td>
<td>2648</td>
</tr>
<tr>
<td>Milk</td>
<td>All fat tests</td>
<td>gallon</td>
<td>823</td>
<td>6.10</td>
<td>357</td>
</tr>
<tr>
<td>Milk</td>
<td>All fat tests</td>
<td>8 oz UHT</td>
<td>202</td>
<td>.88</td>
<td></td>
</tr>
<tr>
<td>Yogurt</td>
<td>Greek</td>
<td>4-6 oz</td>
<td>2308</td>
<td>1.00</td>
<td>853</td>
</tr>
<tr>
<td>Yogurt</td>
<td>Greek</td>
<td>32 oz</td>
<td>549</td>
<td>.81</td>
<td>306</td>
</tr>
</tbody>
</table>

Wtd Avg - Simple weighted average
### REGIONAL -- ORGANIC DAIRY PRODUCTS

<table>
<thead>
<tr>
<th>Commodity</th>
<th>Type</th>
<th>Pack Size</th>
<th>NORTHEAST U.S.</th>
<th>SOUTHEAST U.S.</th>
<th>MIDWEST U.S.</th>
<th>SOUTHWEST U.S.</th>
<th>NORTHWEST U.S.</th>
<th>NATIONAL</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td>Price Range</td>
<td>Stores with Ads</td>
<td>Wtd Avg Price</td>
<td>Price Range</td>
<td>Stores with Ads</td>
<td>Wtd Avg Price</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Wtd Avg Price</td>
<td></td>
<td></td>
<td>Wtd Avg Price</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Yogurt</td>
<td>Yogurt</td>
<td>32 oz</td>
<td>90</td>
<td>2.49</td>
<td>446</td>
<td>2.99</td>
<td>36</td>
<td>446</td>
</tr>
<tr>
<td>Milk</td>
<td>All fat tests</td>
<td>half gallon</td>
<td>4.49</td>
<td>62</td>
<td>4.49</td>
<td>2.99</td>
<td>237</td>
<td>2.99</td>
</tr>
<tr>
<td>Yogurt</td>
<td>Greek</td>
<td>4-6 oz</td>
<td>1.00</td>
<td>1093</td>
<td>1.00</td>
<td>1.00</td>
<td>429</td>
<td>1.00</td>
</tr>
<tr>
<td>Yogurt</td>
<td>Yogurt</td>
<td>4-6 oz</td>
<td>0.99</td>
<td>71</td>
<td>.99</td>
<td>0.50</td>
<td>202</td>
<td>.50</td>
</tr>
<tr>
<td>Milk</td>
<td>All fat tests</td>
<td>half gallon</td>
<td>2.79-2.99</td>
<td>376</td>
<td>2.94</td>
<td>3.49</td>
<td>404</td>
<td>3.49</td>
</tr>
<tr>
<td>Milk</td>
<td>All fat tests</td>
<td>gallon</td>
<td>5.69-5.99</td>
<td>234</td>
<td>5.85</td>
<td>6.19</td>
<td>237</td>
<td>6.19</td>
</tr>
<tr>
<td>Yogurt</td>
<td>Greek</td>
<td>4-6 oz</td>
<td>1.00</td>
<td>376</td>
<td>1.00</td>
<td>1.00</td>
<td>209</td>
<td>1.00</td>
</tr>
<tr>
<td>Yogurt</td>
<td>Yogurt</td>
<td>32 oz</td>
<td>2.49</td>
<td>90</td>
<td>2.49</td>
<td>2.49</td>
<td>2.49</td>
<td>2.49</td>
</tr>
</tbody>
</table>

Notice: Effective with Report 12, 2013, the tables breaking out information by national and store brands are no longer available.

### 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

**SOUTHWEST 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

**NATIONAL** Continental United States

Wtd Avg - Simple weighted average