

Virginia State Milk Commission
Retail Price Survey Information
Fluid Milk Products
March 2024

Eastern Market						
Product	Butterfat	Size	Average Price	Price Range		Presumed Cost Retail Dock Pick Up
				Min.	Max.	
Whole Milk	3.25%	Gallon	\$3.57	\$3.16	\$5.19	\$3.16
		Half Gallon	\$2.26	\$1.70	\$3.49	\$1.70
		Quart	\$2.13	\$1.19	\$4.39	\$0.93
Reduced Fat Milk	2.00%	Gallon	\$3.26	\$2.78	\$4.85	\$2.78
		Half Gallon	\$2.15	\$1.53	\$3.39	\$1.53
		Quart	\$2.14	\$1.09	\$4.39	\$0.84
Lowfat Milk	1.00%	Gallon	\$3.05	\$2.51	\$4.59	\$2.51
		Half Gallon	\$2.00	\$1.38	\$3.25	\$1.38
		Quart	\$1.82	\$1.09	\$2.49	\$0.83
Skim Milk	0.50%	Gallon	\$2.91	\$2.36	\$4.45	\$2.36
		Half Gallon	\$1.93	\$1.34	\$3.29	\$1.34
		Quart	\$1.85	\$1.09	\$2.49	\$0.82

Western Market						
Product	Butterfat	Size	Average Price	Price Range		Presumed Cost Retail Dock Pick Up
				Min.	Max.	
Whole Milk	3.25%	Gallon	\$3.54	\$3.14	\$5.15	\$3.14
		Half Gallon	\$2.33	\$1.69	\$3.59	\$1.69
		Quart	\$2.14	\$1.34	\$4.39	\$0.93
Reduced Fat Milk	2.00%	Gallon	\$3.24	\$2.77	\$4.85	\$2.77
		Half Gallon	\$2.14	\$1.52	\$3.49	\$1.52
		Quart	\$2.07	\$1.19	\$4.39	\$0.84
Lowfat Milk	1.00%	Gallon	\$3.03	\$2.49	\$4.69	\$2.49
		Half Gallon	\$2.03	\$1.38	\$3.29	\$1.37
		Quart	\$1.84	\$1.09	\$2.49	\$0.83
Skim Milk	0.50%	Gallon	\$2.91	\$2.34	\$4.59	\$2.34
		Half Gallon	\$1.95	\$1.34	\$3.29	\$1.33
		Quart	\$1.86	\$1.09	\$2.49	\$0.82

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Southwestern Market						
Product	Butterfat	Size	Average Price	Price Range		Presumed Cost Retail Dock Pick Up
				Min.	Max.	
Whole Milk	3.25%	Gallon	\$3.57	\$3.16	\$3.99	\$3.10
		Half Gallon	\$2.23	\$1.70	\$3.00	\$1.67
		Quart	\$2.17	\$1.89	\$2.49	\$0.92
Reduced Fat Milk	2.00%	Gallon	\$3.41	\$2.78	\$3.99	\$2.72
		Half Gallon	\$2.19	\$1.53	\$3.00	\$1.50
		Quart	\$2.03	\$1.69	\$2.49	\$0.83
Lowfat Milk	1.00%	Gallon	\$3.19	\$2.51	\$3.99	\$2.44
		Half Gallon	\$1.84	\$1.38	\$2.49	\$1.35
		Quart	\$2.19	\$1.59	\$2.49	\$0.82
Skim Milk	0.50%	Gallon	\$3.04	\$2.36	\$3.99	\$2.29
		Half Gallon	\$1.82	\$1.34	\$2.39	\$1.31
		Quart	\$2.16	\$1.49	\$2.49	\$0.81

-Retail price surveys are taken at various times and in various locations each month by staff of the Milk Commission.

-Retail price surveys are taken primarily at large retail grocery supermarkets and discount chains.

-The price range represents the range of prices observed.

-The Presumed Cost Retail Dock Pick Up is a monthly calculation performed by the Milk Commission on the cost of fluid milk products at dock adjusted for retail cost as defined by regulation. This cost includes the processor cost for raw milk, processing, packaging, advertising, administrative costs, handling, and ingredients. It includes **NO** calculations for processor or retailer profit.

-Under Milk Commission regulations, a retailer may not advertise, sell, or offer to sell any fluid milk product at less than their cost or presumed cost.