

Virginia State Milk Commission
Retail Price Survey Information
Fluid Milk Products
January-12

Eastern Virginia Market

<u>Product</u>	<u>Butterfat Content</u>	<u>Container Size</u>	<u>Price Found Most Often Or Average</u>	<u>Price Range</u>		<u>Presumed Retail Cost</u>
				<u>Min. Price</u>	<u>Max. Price</u>	<u>Dock Pickup</u>
Whole Milk	3.25%	Gallon	\$3.82	\$3.19	\$4.33	\$3.185
		1/2 Gal Paper	\$0.00	\$0.00	\$0.00	\$0.000
		1/2 Gal Plastic	\$2.49	\$1.91	\$3.03	\$1.683
		Quarts	\$1.54	\$1.48	\$1.59	\$0.000
Low Fat Milk	2.00%	Gallon	\$3.71	\$2.99	\$4.33	\$2.974
		1/2 Gal Paper	\$0.00	\$0.00	\$0.00	\$0.000
		1/2 Gal Plastic	\$2.44	\$1.78	\$3.03	\$1.573
		Quarts	\$1.51	\$1.42	\$1.59	\$0.000
Low Fat Milk	1.00%	Gallon	\$3.59	\$2.89	\$4.33	\$2.806
		1/2 Gal Paper	\$0.00	\$0.00	\$0.00	\$0.000
		1/2 Gal Plastic	\$2.34	\$1.67	\$3.03	\$1.481
		Quarts	\$1.46	\$1.37	\$1.55	\$0.000
Skim	0.50%	Gallon	\$3.57	\$2.79	\$4.33	\$2.700
		1/2 Gal Paper	\$0.00	\$0.00	\$0.00	\$0.000
		1/2 Gal Plastic	\$2.35	\$1.64	\$3.03	\$1.448
		Quarts	\$1.45	\$1.34	\$1.55	\$0.000

Western Virginia Market

<u>Product</u>	<u>Butterfat Content</u>	<u>Container Size</u>	<u>Price Found Most Often Or Average</u>	<u>Price Range</u>		<u>Presumed Retail Cost</u>
				<u>Min. Price</u>	<u>Max. Price</u>	<u>Dock Pickup</u>
Whole Milk	3.25%	Gallon	\$3.88	\$3.58	\$4.71	\$3.167
		1/2 Gal Paper	\$3.89	\$3.89	\$3.89	\$0.000
		1/2 Gal Plastic	\$2.51	\$1.90	\$3.03	\$1.674
		Quarts	\$1.81	\$1.47	\$2.50	\$0.000
Low Fat Milk	2.00%	Gallon	\$3.76	\$3.34	\$4.66	\$2.956
		1/2 Gal Paper	\$3.79	\$3.79	\$3.79	\$0.000
		1/2 Gal Plastic	\$2.47	\$1.77	\$3.03	\$1.564
		Quarts	\$1.80	\$1.41	\$2.50	\$0.000
Low Fat Milk	1.00%	Gallon	\$3.57	\$3.15	\$4.33	\$2.788
		1/2 Gal Paper	\$3.79	\$3.79	\$3.79	\$0.000
		1/2 Gal Plastic	\$2.39	\$1.66	\$3.03	\$1.471
		Quarts	\$1.60	\$1.36	\$1.79	\$0.000
Skim	0.50%	Gallon	\$3.62	\$3.03	\$4.66	\$2.681
		1/2 Gal Paper	\$3.08	\$3.69	\$3.69	\$0.000
		1/2 Gal Plastic	\$2.42	\$1.63	\$3.03	\$1.439
		Quarts	\$1.77	\$1.33	\$2.50	\$0.000

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Southwest Virginia Market

<u>Product</u>	<u>Butterfat Content</u>	<u>Container Size</u>	<u>Price Found Most Often Or Average</u>	<u>Price Range</u>		<u>Presumed Retail Cost Dock Pickup</u>
				<u>Min. Price</u>	<u>Max. Price</u>	
Whole Milk	3.25%	Gallon	\$3.83	\$3.55	\$4.55	\$3.138
		1/2 Gal Paper	\$0.00	\$0.00	\$0.00	\$0.000
		1/2 Gal Plastic	\$2.58	\$1.88	\$3.00	\$1.659
		Quarts	\$0.00	\$0.00	\$0.00	\$0.000
Low Fat Milk	2.00%	Gallon	\$3.71	\$3.31	\$4.55	\$2.926
		1/2 Gal Paper	\$0.00	\$0.00	\$0.00	\$0.000
		1/2 Gal Plastic	\$2.51	\$1.75	\$3.00	\$1.549
		Quarts	\$0.00	\$0.00	\$0.00	\$0.000
Low Fat Milk	1.00%	Gallon	\$3.30	\$3.12	\$3.60	\$2.758
		1/2 Gal Paper	\$0.00	\$0.00	\$0.00	\$0.000
		1/2 Gal Plastic	\$2.27	\$1.65	\$2.87	\$1.456
		Quarts	\$0.00	\$0.00	\$0.00	\$0.000
Skim	0.50%	Gallon	\$3.55	\$3.00	\$4.55	\$2.651
		1/2 Gal Paper	\$0.00	\$0.00	\$0.00	\$0.000
		1/2 Gal Plastic	\$2.43	\$1.61	\$3.00	\$1.424
		Quarts	\$0.00	\$0.00	\$0.00	\$0.000

Notes

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

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

The price found most often is the retail price most frequently observed.

The price range represents the range of prices observed.

The SMC Presumed Retail Cost Dock Pickup is a monthly calculation performed by the 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 State 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.