

**Virginia State Milk Commission
Retail Price Survey Information
Fluid Milk Products
October-09**

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 Dock Pickup</u>
				<u>Min. Price</u>	<u>Max. Price</u>	
Whole Milk	3.25%	Gallon	\$2.94	\$2.36	\$4.49	\$2.509
		1/2 Gal Paper				
		1/2 Gal Plastic	\$1.96	\$1.51	\$2.85	\$1.364
		Quarts	\$1.61	\$1.45	\$1.84	
Low Fat Milk	2.00%	Gallon	\$2.73	\$2.36	\$4.49	\$2.357
		1/2 Gal Paper				
		1/2 Gal Plastic	\$1.90	\$1.42	\$2.85	\$1.286
		Quarts	\$1.55	\$1.45	\$1.79	
Low Fat Milk	1.00%	Gallon	\$2.79	\$2.30	\$4.09	\$2.255
		1/2 Gal Paper				
		1/2 Gal Plastic	\$1.92	\$1.35	\$2.79	\$1.225
		Quarts	\$1.62	\$1.45	\$1.79	
Skim	0.50%	Gallon	\$2.64	\$2.24	\$4.39	\$2.204
		1/2 Gal Paper				
		1/2 Gal Plastic	\$1.90	\$1.34	\$2.79	\$1.213
		Quarts	\$1.55	\$1.45	\$1.79	

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 Dock Pickup</u>
				<u>Min. Price</u>	<u>Max. Price</u>	
Whole Milk	3.25%	Gallon	\$2.96	\$2.59	\$4.10	\$2.491
		1/2 Gal Paper	\$3.42	\$3.42	\$3.42	
		1/2 Gal Plastic	\$1.95	\$1.51	\$2.95	\$1.356
		Quarts	\$1.68	\$1.26	\$2.00	
Low Fat Milk	2.00%	Gallon	\$2.89	\$2.57	\$4.10	\$2.339
		1/2 Gal Paper	\$3.37	\$3.37	\$3.37	
		1/2 Gal Plastic	\$1.93	\$1.42	\$2.95	\$1.276
		Quarts	\$1.68	\$1.26	\$2.00	
Low Fat Milk	1.00%	Gallon	\$2.69	\$2.46	\$3.45	\$2.237
		1/2 Gal Paper	\$3.32	\$3.32	\$3.32	
		1/2 Gal Plastic	\$1.76	\$1.35	\$2.39	\$1.217
		Quarts	\$1.53	\$1.26	\$1.79	
Skim	0.50%	Gallon	\$2.81	\$2.40	\$4.10	\$2.186
		1/2 Gal Paper	\$3.28	\$3.28	\$3.28	
		1/2 Gal Plastic	\$1.90	\$1.34	\$2.95	\$1.203
		Quarts	\$1.68	\$1.26	\$2.00	

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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	\$3.20	\$2.58	\$4.98	\$2.466
		1/2 Gal Paper				
		1/2 Gal Plastic	\$2.05	\$1.48	\$2.87	\$1.343
Low Fat Milk	2.00%	Quarts	\$2.05	\$1.67	\$2.42	
		Gallon	\$3.13	\$2.41	\$4.98	\$2.314
		1/2 Gal Paper				
Low Fat Milk	1.00%	1/2 Gal Plastic	\$2.02	\$1.39	\$2.87	\$1.264
		Quarts	\$1.67	\$1.67	\$1.67	
		Gallon	\$2.97	\$2.28	\$4.98	\$2.211
Skim	0.50%	1/2 Gal Paper				
		1/2 Gal Plastic	\$1.94	\$1.33	\$2.72	\$1.204
		Quarts	\$1.94	\$1.33	\$2.72	\$1.204
Skim	0.50%	Gallon	\$3.17	\$2.36	\$4.98	\$2.160
		1/2 Gal Paper				
		1/2 Gal Plastic	\$1.97	\$1.31	\$2.87	\$1.190
Skim	0.50%	Quarts	\$1.67	\$1.67	\$1.67	

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.