

getting milked?

Bay Area Supermarkets Charge Too Much For Milk

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California produces more of the nation's milk than any other state, followed by Wisconsin, New York, and Pennsylvania. And yet, retail milk prices in California are among the highest in the nation, particularly at supermarkets. **There is little justification, from a consumer perspective, for the state with the biggest milk production to boast among the highest retail milk prices in the nation. Evidence shows that supermarket gouging contributes to the high retail cost of milk in California.**

On June 14-18, 2004, Consumers Union, nonprofit publisher of *Consumer Reports* magazine, surveyed milk prices in 83 food stores in four San Francisco Bay Area counties—San Francisco, Alameda (East Bay), Marin, and San Mateo (the Peninsula). Consumers Union has conducted and published a number of milk price surveys of the San Francisco, Los Angeles, and Sacramento areas over the last several years. These surveys have consistently shown that there is a vast range of prices for which consumers can purchase a gallon of milk, even the same brand of milk, depending on the store. These surveys have documented that the highest prices for milk are charged by the supermarkets—and that supermarket retailers can do more to increase competition for milk sales, thereby lowering the price of milk at the checkout counter.

The main findings of this report are:

- **Bay Area supermarkets—particularly Albertsons—charged among the highest prices for a gallon of milk. The California Department of Food and Agriculture estimates that processing, distribution, and store costs add approximately \$1.00 per gallon to the minimum farm price. Based on that assumption, Bay Area supermarkets are reaping an estimated 65%-89% profit on their highest-priced gallons of whole milk.**

- By contrast, many neighborhood Mom-and-Pop markets and specialty grocery stores (such as Trader Joe's) charged considerably less for milk—up to \$2.20 less per gallon, often for the same brand of milk.

- While this survey found that there is greater evidence of competition for milk sales amongst the big chain food supermarkets than in previous surveys, there is still insufficient competition on milk.

- For many years there has been a widening gap between the price farmers are paid for their milk and the retail price consumers pay. Grocers push up retail milk prices, citing increased farm prices as their justification. But they often are slow or fail to pass on to consumers the full savings when the farm price goes down, which it does several times during a given year. The cumulative effect of this phenomenon is a growing gap that shows little correlation between the retail price of milk and the farm price, particularly when the farm price goes down—since those savings are often not passed along to consumers fully, immediately, or at all.

California: the Biggest Milk Producer Boasts the Highest Milk Prices

California's production of milk in 2003, at 35 billion pounds (the equivalent of 4.1 billion gallons¹) and valued at approximately \$4 billion, represents 20% of the nation's total milk production.² And yet, California boasts some of the highest milk prices in the nation. The United States Department of Agriculture (USDA) collects retail milk prices in various U.S. cities each month, not including California cities. The USDA survey is

¹ One gallon of milk weighs approximately 8.5 lbs. "Nutrition and Product Trivia Questions," Midwest Dairy Association, <http://www.midwestdairy.com/content.cfm>, July 21, 2004.

² "A Consumer's Look at California's Dairy Landscape in 2003," California Department of Food and Agriculture Web Site, www.cdfa.ca.gov/dairy, July 2, 2004.

conducted by collecting milk prices at one outlet of the largest and second largest food store chains and the largest convenience store chain in each city. The data in the USDA survey represents the most common brand in plastic containers. We combined the USDA data with the information from our San Francisco Bay Area survey and found that out of thirty metropolitan areas around the nation, San Francisco has the highest retail milk prices (see Appendix 1: Retail Milk Price Comparison: U.S. Cities, June 2004). The USDA states that the average retail price in June 2004 in the 29 U.S. cities they surveyed (which does not include San Francisco) was \$3.66 per gallon³. **By contrast, the average retail price in Consumers Union’s San Francisco Bay Area milk price survey in June 2004, using the same criteria as the USDA average, was \$4.70 per gallon⁴, or 28% higher than the rest of the nation.**

Milk Is a Necessary Staple

While California boasts the most bountiful agriculture and food retail industries in the U.S., many low-income Californians are undernourished for two reasons: nutritious foods, like milk, cost too much, and many low-income neighborhoods lack adequate access to markets with nutritious and fresh food. **There is no reasonably-priced nutritional alternative to milk, particularly for the healthy growth of children. Because of this, we believe that milk is a special product that should be treated differently by retailers, in terms of pricing and profit margins, than other food products.**

Over the last 30 years, milk consumption, particularly among children, has declined, while the consumption of highly-sugared sodas and fruit drinks has increased. According to the *Journal of the American Dietetic Association*, “Children in the United States are drinking less milk because they are drinking more of other beverages such as soft

³ “Prices Received, United States, June 2004, with Comparisons—Table 2: Retail Prices for Whole Milk, Average of Three Outlets, Selected Cities, By Months, 2004,” http://www.ams.usda.gov/dyfmoms/mib/rtl_mon_whl_04.pdf, July 12, 2004.

⁴ Averaged derived from the Consumers Union’s San Francisco Bay Area Survey of whole milk gallons, including all brands sold at Albertsons, Cala Foods, and Safeway in San Francisco County.

drinks and fruit drinks. This decline in milk consumption [by children] may have serious, long-term, detrimental effects on the bone health of today's youth. Milk and dairy products provide the most important source of calcium in children's diets and account for 75% of the calcium in the US food supply."⁵

Calcium in milk is important for the elderly too, as the risk of osteoporosis, the process of bone demineralization brought about by aging, can increase the risk of fractures. And calcium is not the only thing in milk that is good for bones, according to a new study recently reported in *Science News*: "A protein present in cow's milk, as well as in human breast milk, stimulates bone-forming cells in lab dishes and induces bone growth when injected into mice... The molecule, an iron-binding protein called lactoferrin, could form the basis of a new treatment for osteoporosis."⁶

Milk is a staple that is necessary for the health of families and the elderly—particularly low-income consumers whose access to nutrients can be limited—and it should not be the source of sizable profits for retailers. Despite the decades-term overall decline in milk consumption, demand for milk in relation to supply remains high. Regardless of the size of a family's food budget, the health of the economy, the season of the year, or changing fads, consumers continue to buy milk at almost any price. Consumers contribute to the high retail cost of milk, since many don't shop around for the best milk prices because the ease of one-stop-shopping at the supermarkets suits their busy lifestyles. Supermarket retailers locate the dairy sections on the back walls of their stores, compelling consumers in search of milk to walk down aisles lined with high-profit, highly-packaged products in the hope that customers will buy items not on their grocery lists. When milk prices go up, most consumers do not buy less milk. They find ways to do without other food items rather than give up milk. As one consumer put it, "You have to have milk. But

⁵ Rachel K. Johnson, Carol Frary, Min Qui Wang, "The Nutritional Consequences of Flavored-Milk Consumption by School-Aged Children and Adolescents in the United States," *Journal of the American Dietetic Association*, June 2002.

⁶ "Got Milk? Dairy Protein Provides Bone-Forming Boost," *Science News*, June 5, 2004, Volume 165, p. 358.

something else has to go.”⁷ Supermarket retailers know that consumers are a captive audience when it comes to milk and that they can reap huge profits on milk and fail to compete for milk customers.

The Farm Price

The minimum farm price in California, set monthly by the California Department of Food and Agriculture (CDFA), is calculated using economic formulas based on market prices for manufactured dairy commodities, such as cheese, butter and nonfat dry milk, and is fairly comparable to the farm price set by the U.S. Department of Agriculture for the other 49 states. The governmental policy of regulating a minimum farm price for milk, instituted before the Depression, was aimed at helping dairy farmers maintain their income when prices hit bottom, minimizing huge swings in the potentially volatile milk market, and maintaining a steady milk supply for consumers.⁸ Milk is a highly perishable product that is sensitive to over supply and undersupply. The minimum farm price fluctuates each month to account for variations in supply and demand, as well as the cost of production (see Appendix 2: California Farm Prices for Fluid Milk).

On May 1, 2004, the California Farm Price for fluid milk (the minimum amount that farmers are paid for a gallon of milk) went up \$.47 per gallon in Northern California from the previous month to \$1.83 per gallon (see Appendix 2: California Farm Prices for Fluid Milk), the biggest single month price jump on record following more than two years of record lows in the farm price (for example, in May of 2003, cash-strapped farmers were getting only \$1.01 per gallon). The previous record high in the farm price in California was \$1.71 per gallon in February and March of 1999. The U.S. Labor Department reported in May 2004 that the national Producer Price Index or the “Wholesale Price” for goods rose

⁷ David E. Malloy, “High Milk Costs Affect Region,” The Herald-Dispatch, June 22, 2004.

⁸ “Got Cash? You’ll Need It as Milk Prices Soar,” High Plains Journal, April 27, 2004.

by 0.7 percent from the previous month, citing higher costs for gasoline and foods such as milk as part of the reason for the national surge.⁹

While some retailers blame the high retail cost of milk on the farmers,¹⁰ it is unfair to target the farmers either for the justifiable increase in the farm price or for the exorbitant retail cost of milk at many supermarkets. Since December of 2001, California milk producers have struggled to make ends meet due to low farm prices and the high cost of feed. Farm prices rose dramatically during May and June 2004 due to a combination of factors, some of which were beyond the control of the producers:

- **Demand for milk was strong, influenced in part by the gourmet coffee/dairy beverage craze and the recent popularity of high protein diets. Consumption and sales of cheese and higher fat products, such as ice cream, also increased the demand on milk supplies.**

- **Milk supply has been roughly flat this year. According to the International Dairy Foods Association, “U.S. dairy farmers produced about 1.7% less milk through April this year than they did in those same months last year.”¹¹;**

- **Dairy herd sizes have decreased by about 100,000 cattle from this time a year ago, according to the National Dairy Council,¹² resulting in the nation’s lowest dairy cow population in five years. Facing two years of some of the lowest farm prices in 25 years,**

⁹ “Wholesale Prices Surge 0.7 Percent,” *The New York Times*, May 13, 2004.

¹⁰ A sign on the milk case at Foods Co in San Francisco reads, “You may have heard about price increases for milk, cheese, and other dairy products. The main reason for these higher prices is because U.S. Dairy farmers are producing less milk than they did one or two years ago. There simply isn’t enough supply to meet rising demand. That’s why we’re doing everything possible to manage these cost increases and ensure we offer you the best possible value.”

¹¹ “Information about the Current Milk Supply, May 2004,” International Dairy Food Association website, www.idfa.org/news/stories/2004/04/milksupply.cfm, July 14, 2004.

¹² David E. Malloy, “High Milk Costs Affect Region,” *The Herald-Dispatch*, June 22, 2004.

and with beef prices reaching record highs last fall, many dairy farmers, particularly on small family farms, have opted to cash in their cows¹³;

- Efforts to build herds have been hurt by a ban on dairy cattle imports from Canada due to the discovery of two cases of mad cow disease in North America in 2003—one in Canada and another in Washington State in a cow from Canada;

- Some dairy cooperatives across the nation have tried to boost habitually low farm prices over the last two years by paying their members to take their cows out of production;

- Milk production has been hampered by the short supply of artificial bovine growth hormone which is used on one third of the nation's dairy herds to produce more milk. The maker of the growth hormone, Monsanto Corporation of St. Louis, began rationing the product in March after federal regulators uncovered quality control problems at an Austrian plant that produces it.¹⁴

The Widening Gap between the Farm Price and the Retail Price of Milk

There is a wide gap between the retail price of milk and the farm price in California due to the cumulative effect of years of continual increases by milk retailers whenever the farm price goes up, and limited or delayed decreases in the retail price when the farm price drops. With the \$.47 per gallon increase in the farm price between April and May 2004, retailers increased the price of milk in stores by \$.47 and more to cover their increased costs.¹⁵

¹³ Tim Tesconi, "Pendulum Swings Upward," by Tim Tesconi, *The Press Democrat*, June 6, 2004.

¹⁴ "Dairy Prices to Rise from Milk to Ice Cream," *The Boston Globe*, April 15, 2004.

¹⁵ Tom Abate, "Milk Expected to Go Up by Around 50 Cents A Gallon," *San Francisco Chronicle*, April 24, 2004.

This milk price survey was conducted in June 2004, when the farm price was \$1.90 per gallon. The farm price dropped \$.32 per gallon the following month, in July 2004, to \$1.58 per gallon. However, when we went back to some of the supermarkets we had surveyed in June to recheck the prices at the end of the first week of July to see if the farm price drop was reflected in a decrease at the retail level, we found that retail prices remained the same. The \$.32 per gallon savings in the wholesale cost of milk was not passed along to consumers immediately, even though the retailers were paying less for the product.

On July 20, 2004, we returned to the major supermarkets in San Francisco County and found that supermarket prices on whole milk had been reduced \$.20-\$.50 per gallon to cover the \$.32 June to July drop in the farm price. However, the CDFA announces farm price changes for each month by the tenth day of the previous month. Retailers have three weeks advance time to reduce milk prices in their stores by the first of each month to reflect reductions in the farm price. Retailers' tardiness in reducing prices when their wholesale costs are reduced makes for a period in which supermarkets are profiting more than ever on milk. By contrast, the \$.47 April to May increase in the farm price was widely reported about by the media and was felt immediately by consumers at many stores.

It should be noted that the CDFA has announced that it will drop the minimum farm price again as of August 1, 2004 to \$1.32 per gallon—a decrease of \$.26 per gallon—in Northern California. This puts the minimum farm price for August, 2004 below where it was in April, 2004—before the farm price spike that caused retailers to raise milk prices dramatically. Consumers Union urges retailers to respond quickly to this drop in their wholesale costs by passing on the savings to milk consumers at the checkout stand.

A comparison of Consumers Union's 2004 and 1999 milk price surveys demonstrates that the gap between the farm price and the retail price has widened during that period. In January of 1999, the farm price in Northern California was \$1.65 per

gallon. Major retailers, such as Lucky (now Albertsons), Safeway, Cala Foods, and Mollie Stones, charged \$3.75-\$4.25 for a gallon of their highest priced whole milk—a farm-to-retail price differential ranging from \$2.10-\$2.60 per gallon, or 127%-158%.¹⁶ By contrast, in June of 2004, the farm price in Northern California was \$1.90 per gallon. The same major retailers charged \$4.79-\$5.49 for a gallon of their highest priced whole milk—a farm-to-retail price differential ranging from \$2.89-\$3.59 per gallon, or a 152%-241%.

Bay Area Supermarkets Charge Too Much For Milk

California's high milk prices are more the result of gouging by retailers, particularly the supermarkets where most milk is sold, than wholesale milk costs. Historical and current data show that most fluid milk (even the same brand of milk) is sold to consumers at a wide range of prices, that supermarkets charge much more than competition would dictate, and that retail prices are not significantly linked to farmer and processor costs, particularly when those costs drop. According to the California Department of Food and Agriculture, "there appears to be about \$1.00 per gallon amount above the minimum farm price that accounts for processing costs, distribution costs and store selling costs. Over the last two years, this amount has remained remarkably constant. We can surmise that any price charged for milk over and above the minimum farm price plus \$1.00 per gallon is likely to be tied to stores' own pricing policies."¹⁷

In June, 2004, the farm price in northern California was \$1.90 per gallon. By adding the CDFA's estimate of \$1.00 to the farm price to account for processing, distribution and store costs, we figure that retailers' costs for a gallon of milk came to approximately \$2.90. **And yet, Albertsons charged \$5.49 for a gallon of Berkeley Farms whole milk (its highest priced brand), which is \$2.59 per gallon higher than the wholesale cost and represents an 89% profit. Cala Foods and Mollie Stone's charged \$4.99 for a**

¹⁶ Elisa Odabashian, "White Liquid Gold: San Francisco Bay Area Supermarkets Charge Too Much For Milk," Consumers Union of U.S., Inc., February, 1999.

gallon of Clover brand whole milk (their highest priced brand), which is \$2.09 per gallon more than their wholesale cost and amounts to a 72% profit. Safeway charged \$4.79 for a gallon of Lucerne brand whole milk (its highest priced brand), which is \$1.89 per gallon more than their cost of sale and represents a 65% profit.

Small Markets Often Charge Less than Supermarkets for Milk

Consumers can pay considerably less for a gallon of milk at smaller, neighborhood or alternative markets—up to \$2.20 or 67% less. This discrepancy, a phenomenon which exists even in low-income neighborhoods, makes no economic sense. The smaller stores pay higher wholesale costs per gallon for moving a smaller volume of milk. Furthermore, many of the big chain supermarkets are also milk processors, so they have eliminated the cost of the middleman. In short, the big chain supermarket retailers pay less to get the milk onto their shelves than small market grocers do, and yet, the supermarkets charge consumers the highest prices for milk.

Neighborhood Mom-and-Pop markets generally do not make much profit on milk. Like the big retailers, small markets sell milk to lure customers into their stores, but most of the profits made by small markets are on non-milk products. Small markets continue to thrive without high profits on milk

Our survey (see Appendix 3: San Francisco Bay Area Milk Price Survey) found some good examples of large chains charging considerably more for a gallon of milk than smaller markets in the same neighborhood. Albertsons, in San Mateo, charged \$5.49 for a gallon of Berkeley Farms brand whole milk, while La Raza Market, in San Mateo, charged \$3.75 for a gallon of Berkeley Farms whole milk—a difference of \$1.74 per gallon for the exact same brand of whole milk. Cala Foods in the Mission District of San Francisco charged \$4.99 for a gallon of Clover brand whole milk and \$4.39 for a gallon of Ralphs brand

¹⁷ “Dairy Questions,” California Department of Food and Agriculture website, www.cdfa.ca.gov/dairy/dairy_questions_main.html, July 2, 2004.

whole milk, while Casa Maria's California Fruit Market, less than half of a block away from Cala Foods, charged \$3.49 for a gallon of Foster Farms whole milk—a difference of \$.90-\$1.50 per gallon. In the city of Berkeley, Andronico's Market charged \$5.05 for a gallon of Clover brand whole milk and \$4.89 for a gallon of Berkeley Farms whole milk, while Mi Ranchito, also in Berkeley, charged \$3.29 for a gallon of Berkeley Farms whole milk—a \$1.60 difference for a gallon of the exact same brand of whole milk.

The Low-Price Leaders in the San Francisco Bay Area

The lowest prices for milk were found at neighborhood Mom-and-Pop stores and small chain alternative markets: in San Francisco county, the lowest prices surveyed was \$3.49 per gallon at California Fruit Market in the Mission District; on the Peninsula, the lowest price surveyed was \$3.49 per gallon at Panaderia Hernandez in South San Francisco; in the East Bay, the lowest price surveyed was at \$3.29 per gallon at Mi Ranchito in Berkeley; and in Marin county, the lowest price surveyed was \$3.98 at the United Market chain and \$3.99 at Trader Joe's in San Rafael. Safeway also sold its lowest priced brand of whole milk (Dairy Glen) for \$3.99 per gallon.

Big wholesale or membership stores that cater to small businesses as well as individual consumers (Costco, Smart & Final, and Foods Co.) offer very good prices for milk. For example, Smart & Final in South San Francisco sold Berkeley Farms brand whole milk for \$3.99 per gallon and First Street brand whole milk for \$3.55 per gallon. Foods Co. in San Francisco sold a gallon of Kroger brand whole milk for \$4.38 and a gallon of Mountain Dairy brand whole milk for \$3.98. More-For-Less in Half Moon Bay sold a gallon of Producers brand whole milk for \$4.39 and a gallon of Sequoia brand whole milk for \$4.09.

While Albertsons, Cala Foods, and Safeway sell milk for some of the highest prices in our survey, they also sell milk for less with their store brands, and for even less with their

two-gallons-for-less offers (see Appendix 3: San Francisco Bay Area Milk Price Survey). Consumers should take advantage of the two-gallons-for-less prices at the supermarkets, wholesale, and membership stores. Albertsons sold two gallons of Good Day whole milk for \$5.99. Smart & Final offered two gallons of First Street brand whole milk for \$6.00. Foods Co., in San Francisco, sold two gallons of Mountain Dairy brand whole milk for \$5.99. More-For-Less, in Half Moon Bay, sold two gallons of Sequoia brand whole milk for \$6.19. Costco Wholesale did not offer single gallons of milk; it sold a two-gallon pack of Kirkland brand whole milk for \$5.99. It should be noted that people whose families are too small to consume two gallons of milk in one week¹⁸, or who walk or depend on public transportation to get to the grocery store, cannot easily take advantage of the two-gallons-for-less prices at the supermarket and the wholesale stores.

We commend the small supermarket chain in Marin County, United Market, for offering the lowest prices for milk at Bay Area supermarkets and, at \$3.98 for a gallon of Clover brand whole milk, for beating many smaller markets in price. We congratulate the Trader Joe's chain for consistently offering low milk prices, at \$3.99 for one gallon of Trader Joe's brand whole milk, throughout the San Francisco Bay Area. We recognize Safeway for pulling away from the pack and being the low-price leader among the biggest chain supermarkets. Safeway's least expensive gallon of whole milk (\$3.99 for its Dairy Glen brand) was \$.25-\$.90 cheaper than the least expensive brands at Albertsons, Cala Foods, Mollie Stone's, Andronico's, Lunardi's, and Whole Foods.

All brands of milk must meet minimum standards by the CDFA. Since the quality of the milk in all the various brands meets those standards, consumers should take advantage of the lower-priced, lesser-known brands, especially the two-gallons-for-less offers at the major supermarket chains and the big wholesale or membership stores. It should be noted

¹⁸ According to the CDFA website, "All milk containers have a clearly marked "sell by" date. Milk purchased by that date is guaranteed to be fresh for 7 days after purchase, and milk that is handled and stored properly should last 10-14 days. Your milk will be fresher for a longer period of time if you look for the most recently packaged milk. Milk is a perishable product. Milk stored in cooler temperatures will remain fresher for a longer period of time. If you suspect that your store does not keep its milk cold enough, ask the store at what temperature is its dairy case maintained. Stores are required to keep their dairy case 45 degrees or lower."

that these brands most likely are produced from cows on which bovine growth hormone (rBGH) is used. Consumers who have concerns about drinking milk produced with bovine growth hormone should read the carton for an indication that the milk they are buying is rBGH-free. Berkeley Farms, Clover, and Trader Joe's brands state that rBGH is not used to produce their milk. Organic milk is also produced without the use of rBGH and costs considerably more than the prices in this survey (retail price data on organic milk is not included in this survey).

Greater Competition Needed Between the Supermarkets on Milk

Consumers Union's previous milk price surveys maintained that there is insufficient competition between the big chain retailers on the price of milk, whose milk prices often matched one or nearly matched another. **This survey found slightly more variation in milk prices between the supermarkets, but greater competition is still needed. Supermarket prices were more similar than different. The supermarkets consistently charged the highest prices for milk in our survey, as compared to the much lower prices found at smaller, neighborhood stores.**

In San Francisco County, of the major supermarkets, whole milk prices at Albertsons were the highest (\$5.49 for a gallon of Berkeley Farms brand, \$4.89 for a gallon of Albertsons brand, and \$4.24 for a gallon of Good Day brand). Cala Foods and Mollie Stone's charged \$4.99 for their highest-priced brands, and \$4.39 and \$4.79, respectively, for a gallon of their store brand whole milk. Safeway's prices on whole milk were the most competitive among the major supermarkets (\$4.79 for a gallon of Lucerne brand and \$3.99 for a gallon of Dairy Glen).

California's supermarket industry is highly competitive, using extensive advertising, marketing, and price-cutting techniques for most products, and yet there appears to be insufficient competition on milk among the supermarkets. The general uniformity of high

milk prices at the supermarkets compared to much lower prices at smaller markets suggest that there is much more the supermarkets could do to compete for milk sales and bring retail prices down.

California Law Forbids Retailers from Selling Dairy Products Below Cost

California law does not regulate how high retail milk prices can go. In essence, retailers can charge as much as the market will bear. Since the late 1960s, retailers have, however, been prohibited from selling milk for less than their actual cost. Supermarket chains claim that true, market-driven competition is limited by this governmental intervention. While the original intent of the sales-below-cost law was to stabilize a volatile dairy market in California and to create a more level playing field for dairy retailers, the law's effect now is detrimental to consumers, giving retailers a legal excuse to reap huge profits on milk and to fail to adequately compete. In essence, the law was created to deal with market inefficiencies, but its effect now is to create market inefficiencies. The vast majority of states do not have a sales-below-cost prohibition.

Consumers Union would like to see California repeal the retail sales-below-cost prohibition on milk in the California Food and Agriculture Code (sections 61383 and 61384). Doing away with the law will not force retailers to lower milk prices, but it would give grocers the opportunity to use milk as a low-priced inducement to shoppers. Retailers are allowed to sell most products as a "special." Repeal of retail sales-below-cost prohibitions on milk could do much to stimulate supermarket competition for milk sales in a market where both producers and consumers seem continually to get the short end of the deal.

The Poor Disproportionately Affected by High Supermarket Milk Prices

All consumers are hurt by the high price of milk. However low-income consumers are hit particularly hard. Families dependent upon government assistance for food stamps and faced with the challenge of stretching their food budgets may be tempted to purchase lower-priced beverages, devoid of nutritional value, instead of milk. Many of the poorest consumers purchase the highest-priced milk at supermarkets because they know that both food stamps (Electronic Benefits Transfer cards) and Women Infant and Children (WIC) milk coupons will be redeemed there. Most of the major chain supermarkets accept food stamps and WIC milk coupons. While many of the small markets accept food stamps, only a few of the smaller markets (where milk can be purchased for considerably less) accept WIC milk coupons.

The effectiveness of programs that provide aid to the disadvantaged through food stamps is weakened when tax dollars for food stamps and WIC milk coupons are spent on the highest-priced milk, enriching the biggest retailers. US Census Bureau statistics indicate that 12.8% of Californians (approximately 4.5 million people) are living in poverty in California.¹⁹ When food dollars are wasted on excessive milk prices in California, poor children get less food to eat.

Survey Methodology

Consumers Union's milk prices surveys do not claim to be comprehensive compendiums of milk prices in a particular region. The methodology is to comparison-shop on a random basis, as a typical consumer might do. The purpose of the research is not to provide a complete listing of the lowest and highest milk price retailers, but rather, to see if there exists a dramatic range of milk prices about which economic conclusions can be drawn, and to provide guidance to milk buyers.

This survey was conducted anonymously by Consumers Union staff members,²⁰ without notice to store owners or managers. The data was gathered by walking into each of the 83 San Francisco Bay Area stores and purchasing one gallon of each available brand of whole, 2%, and nonfat milk (the receipts have been retained). No payments were made to or solicited by Consumers Union from any person or entity connected with the survey.

Advice to Consumers

- Consumers should not think that they are getting the best buy on milk at supermarkets. In general, before buying a gallon of milk at a supermarket chain, consumers should check the milk prices at smaller neighborhood markets (not convenience or liquor stores), or check the milk prices at wholesale, co-op, or specialty stores like Trader Joe's or Rainbow Grocery. In the San Francisco Bay Area, consumers can find Mom-and-Pop grocery stores that sell a single gallon of whole milk for \$3.29-\$4.50—a savings of up to \$2.20 per gallon from prices at the major supermarkets.
- Consumers should know that there is very little difference in the quality of most brands of milk in California, even those sold for considerably less. All brands of milk must meet minimum nutritional standards set by the California Department of Food and Agriculture. So spending more for milk will not buy higher quality milk.
- Consumers concerned about milk from cows on which bovine growth hormone (rBGH) has been used should check the milk carton for those brands that advertise that their milk is not produced with rBGH. Clover, Berkeley Farms, and Trader Joes brands state that their milk is not produced with bovine growth hormone.
- Families capable of consuming two gallons in a week should take advantage of the two-gallons-for-less offers at Costco, Foods Co., More for Less, Smart & Final, Safeway, Cala Foods, and Albertsons, which are the cheapest per-gallon prices in the survey, as long as two gallons are purchased at one time.

¹⁹ "Poverty in the United States: 2002," p. 10, US Census Bureau, US Dept. of Commerce, September 2003, <http://www.census.gov/hhes/www/poverty02.html>.

²⁰ Many thanks to Consumers Union staff, Jenny Lovrin and Justine Hinderliter, for their invaluable help in collecting the data for the survey, and providing research and editing assistance on the report.

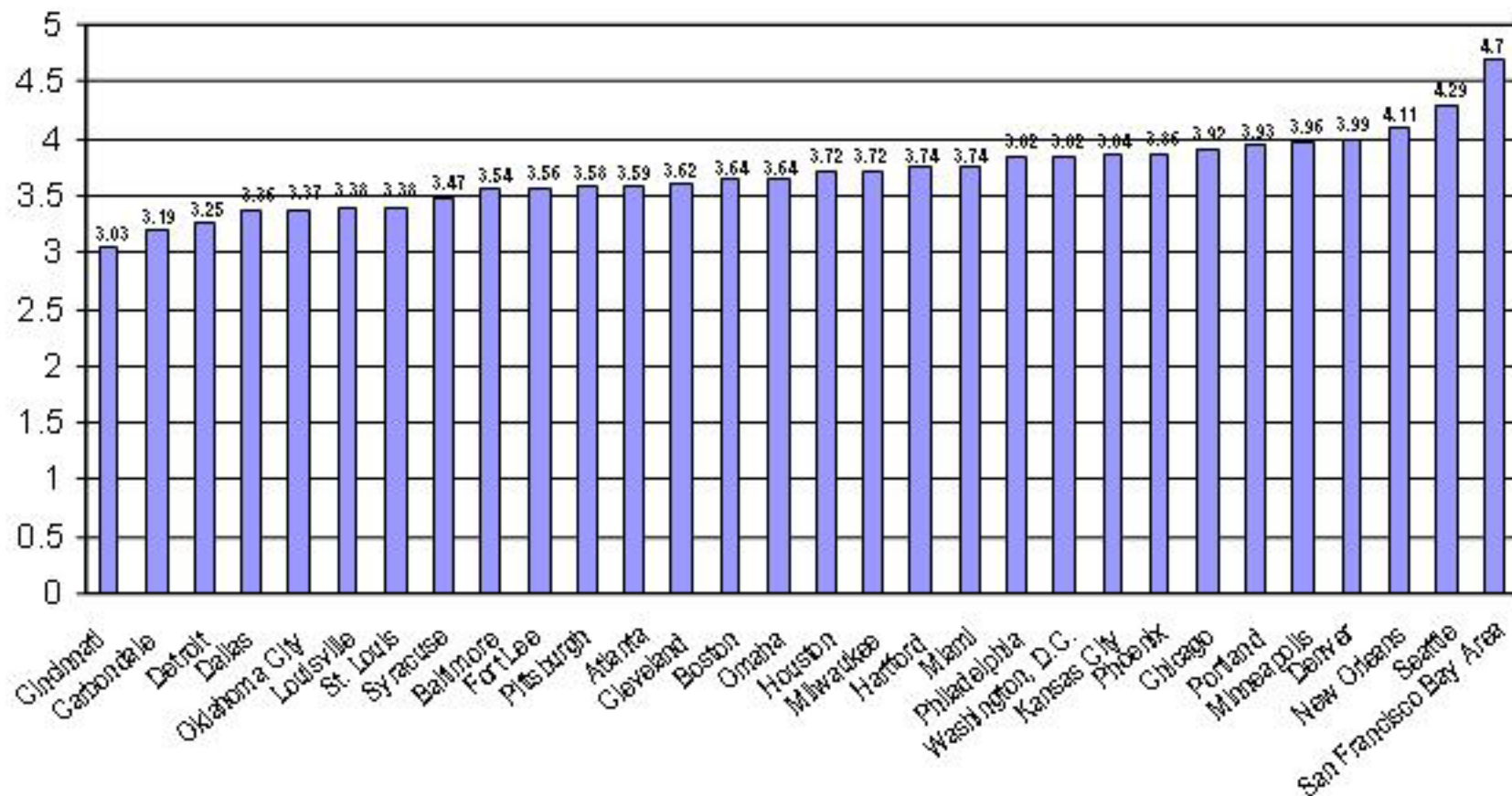
- Of the chain stores, United Market in Marin and Trader Joe's throughout the Bay Area offer the lowest-priced milk in the San Francisco Bay Area survey. A gallon of Trader Joe's brand whole milk sells for \$3.99. Safeway also sold its lowest priced brand of whole milk for \$3.99 per gallon.

- Consumers should let supermarkets know that California retail milk prices are too high, that there is no good excuse for their milk prices being considerably higher than prices at many Mom-and-Pop markets, and that taking advantage of people's need for this essential product is unfair and harmful to consumers.

Retail Milk Price Comparison: U.S. Cities June 2004

Appendix 1

Dollars Per Gallon



U.S. City

Sources: California Data from Consumers Union's Milk Price Surveys; Other States Data from USDA

Appendix 2: California Farm Price for Fluid Milk

California Farm Prices for Fluid Milk					
	Year	Northern California		Southern California	
		\$/CWT	\$/gallon	\$/CWT	\$/gallon
December-96	\$17.79	\$1.53	\$18.06	\$1.56	
January-97	\$17.79	\$1.53	\$18.06	\$1.56	
February-97	\$14.32	\$1.23	\$14.59	\$1.26	
March-97	\$14.32	\$1.23	\$14.59	\$1.26	
April-97	\$14.32	\$1.23	\$14.59	\$1.26	
May-97	\$14.32	\$1.23	\$14.59	\$1.26	
June-97	\$13.23	\$1.14	\$13.51	\$1.16	
July-97	\$13.23	\$1.14	\$13.51	\$1.16	
August-97	\$12.50	\$1.08	\$12.77	\$1.10	
September-97	\$12.50	\$1.08	\$12.77	\$1.10	
October-97	\$14.38	\$1.24	\$14.62	\$1.26	
November-97	\$14.38	\$1.24	\$14.62	\$1.26	
December-97	\$14.82	\$1.28	\$15.09	\$1.30	
January-98	\$14.82	\$1.28	\$15.09	\$1.30	
February-98	\$15.17	\$1.31	\$15.44	\$1.33	
March-98	\$15.17	\$1.31	\$15.44	\$1.33	
April-98	\$15.14	\$1.31	\$15.42	\$1.33	
May-98	\$15.14	\$1.31	\$15.42	\$1.33	
June-98	\$13.76	\$1.19	\$14.03	\$1.21	
July-98	\$13.76	\$1.19	\$14.03	\$1.21	
August-98	\$15.83	\$1.36	\$16.10	\$1.39	
September-98	\$15.83	\$1.36	\$16.10	\$1.39	
October-98	\$17.58	\$1.52	\$17.85	\$1.54	
November-98	\$17.58	\$1.52	\$17.85	\$1.54	
December-98	\$19.15	\$1.65	\$19.42	\$1.67	
January-99	\$19.15	\$1.65	\$19.42	\$1.67	
February-99	\$19.78	\$1.71	\$20.05	\$1.73	
March-99	\$19.78	\$1.71	\$20.05	\$1.73	
April-99	\$13.96	\$1.20	\$14.24	\$1.23	
May-99	\$13.96	\$1.20	\$14.24	\$1.23	
June-99	\$14.12	\$1.22	\$14.39	\$1.24	
July-99	\$14.12	\$1.22	\$14.39	\$1.24	
August-99	\$14.61	\$1.26	\$14.88	\$1.28	
September-99	\$14.61	\$1.26	\$14.88	\$1.28	
October-99	\$19.48	\$1.68	\$19.75	\$1.70	
November-99	\$19.48	\$1.68	\$19.75	\$1.70	
December-99	\$14.26	\$1.23	\$14.53	\$1.25	

January-00	\$11.92	\$1.03	\$12.19	\$1.05
February-00	\$11.38	\$0.98	\$11.62	\$1.00
March-00	\$11.38	\$0.98	\$11.62	\$1.00
April-00	\$12.97	\$1.12	\$13.25	\$1.14
May-00	\$13.50	\$1.16	\$13.77	\$1.19
June-00	\$13.72	\$1.18	\$13.99	\$1.21
July-00	\$14.50	\$1.25	\$14.77	\$1.27
August-00	\$13.93	\$1.20	\$14.20	\$1.22
October-00	\$13.84	\$1.19	\$14.11	\$1.22
November-00	\$13.76	\$1.19	\$14.03	\$1.21
December-00	\$14.59	\$1.26	\$14.86	\$1.28
January-04	\$16.35	\$1.41	\$16.62	\$1.43
February-04	\$13.80	\$1.19	\$14.07	\$1.21
March-04	\$14.43	\$1.24	\$14.70	\$1.27
April-04	\$15.17	\$1.31	\$15.44	\$1.33
May-04	\$15.92	\$1.37	\$16.19	\$1.40
June-04	\$16.66	\$1.44	\$16.94	\$1.46
July-04	\$17.01	\$1.47	\$17.29	\$1.49
August-04	\$17.05	\$1.47	\$17.32	\$1.49
September-04	\$17.11	\$1.48	\$17.38	\$1.50
October-04	\$17.73	\$1.53	\$18.01	\$1.55
November-04	\$16.14	\$1.39	\$16.42	\$1.42
December-04	\$13.61	\$1.17	\$13.88	\$1.20
January-04	\$13.51	\$1.16	\$13.78	\$1.19
February-04	\$13.69	\$1.18	\$13.96	\$1.20
March-04	\$13.27	\$1.14	\$13.54	\$1.17
April-04	\$13.26	\$1.14	\$13.54	\$1.17
May-04	\$13.02	\$1.12	\$13.30	\$1.15
June-04	\$12.49	\$1.08	\$12.76	\$1.10
July-04	\$12.51	\$1.08	\$12.79	\$1.10
August-04	\$12.32	\$1.06	\$12.60	\$1.09
September-04	\$11.97	\$1.03	\$12.24	\$1.06
October-04	\$13.20	\$1.14	\$13.47	\$1.16
November-04	\$13.20	\$1.14	\$13.47	\$1.16
December-04	\$12.33	\$1.06	\$12.60	\$1.09
January-04	\$12.65	\$1.09	\$12.93	\$1.11
February-04	\$12.00	\$1.03	\$12.27	\$1.06
March-04	\$11.89	\$1.03	\$12.17	\$1.05
April-04	\$11.63	\$1.00	\$11.91	\$1.03
May-04	\$11.72	\$1.01	\$11.77	\$1.01
June-04	\$11.79	\$1.02	\$12.06	\$1.04
July-04	\$11.76	\$1.01	\$12.03	\$1.04
August-04	\$14.46	\$1.25	\$14.73	\$1.27
September-04	\$16.14	\$1.39	\$16.41	\$1.41
October-04	\$16.20	\$1.40	\$16.47	\$1.42

November-04	\$16.21	\$1.40	\$16.48	\$1.42
December-04	\$15.11	\$1.30	\$15.39	\$1.33
January-04	\$13.88	\$1.20	\$14.15	\$1.22
February-04	\$13.34	\$1.15	\$13.62	\$1.17
March-04	\$13.74	\$1.18	\$14.01	\$1.21
April-04	\$15.78	\$1.36	\$16.05	\$1.38
May-04	\$21.26	\$1.83	\$21.53	\$1.86
June-04	\$22.04	\$1.90	\$22.31	\$1.92
July-04	\$18.36	\$1.58	\$18.63	\$1.61

Source: Data compiled by Consumers Union from California Dept. of Food & Agriculture
Monthly Notices of Minimum Prices For Class 1 Market Milk

Consumers Union
San Francisco Bay Area Milk Price Survey
June 14-18, 2004
San Francisco (San Francisco County)

Name and Address of Store	Brand	Whole Gallon	Low-Fat Gallon (2%)	Non-Fat Gallon
Albertsons 1750 Fulton St. San Francisco, CA	Berkeley Farms	5.49	5.36	5.07
	Bkly. Frms.	5.29	5.16	4.87
	Online ¹	4.89	4.89	4.57
	Albertsons	4.59	4.54	4.37
	Albertsons Online ¹	4.39	4.24	3.77
	Good Day	2 for 5.99	2 for 5.59	2 for 4.39
	Good Day Good Day Online ¹	4.24	4.09	3.65
Cala Foods 4201 18 th St. San Francisco, CA	Clover	4.99	4.99	4.79
	Ralphs	4.39	4.29	3.75
	Ralphs	2 for 5.99	2 for 5.59	2 for 4.39
Cala Foods Geary & 28 th St. San Francisco, CA	Clover	4.99	4.99	4.79
	Ralphs	4.39	4.29	3.75
	Ralphs	2 for 5.99	2 for 5.59	2 for 4.39
Cala Foods Geary & 4 th Ave. San Francisco, CA	Clover	4.99	4.99	4.79
	Ralphs	4.39	4.29	3.75
	Ralphs	2 for 5.99	2 for 5.59	2 for 4.39
Cala Foods 1245 S. Van Ness San Francisco, CA	Clover	4.99	4.99	4.79
	Ralphs	4.39	4.29	3.75
	Ralphs	2 for 5.99	2 for 5.59	2 for 4.39
Mollie Stone's 2435 California St. San Francisco, CA	Clover	4.99	4.89	4.29
	Berkeley	4.79	4.59	4.09
Bryans Market 3445 California St. San Francisco, CA	Clover	4.99	4.99	4.49
Safeway 2020 Market St. San Francisco, CA	Lucerne	4.79	4.69	3.79
	Lucerne Online ¹	4.79	4.69	3.79
	Dairy Glen	3.99	3.99	3.49
	Dairy Glen	2 for 5.99	2 for 5.59	2 for 4.39
	Dairy Glen Online ¹	3.99	3.99	3.49
	Dairy Glen Online ¹	2 for 5.99	2 for 5.99	2 for 4.39
Safeway 1335 Webster St. San Francisco, CA	Lucerne	4.79	4.69	3.79
	Lucerne Online ¹	4.79	4.69	3.79
	Dairy Glen	3.99	3.99	3.49
	Dairy Glen	2 for 5.99	2 for 5.59	2 for 4.39
	Dairy Glen Online ¹	3.99	3.99	3.49
	Dairy Glen Online ¹	2 for 5.99	2 for 5.99	2 for 4.39

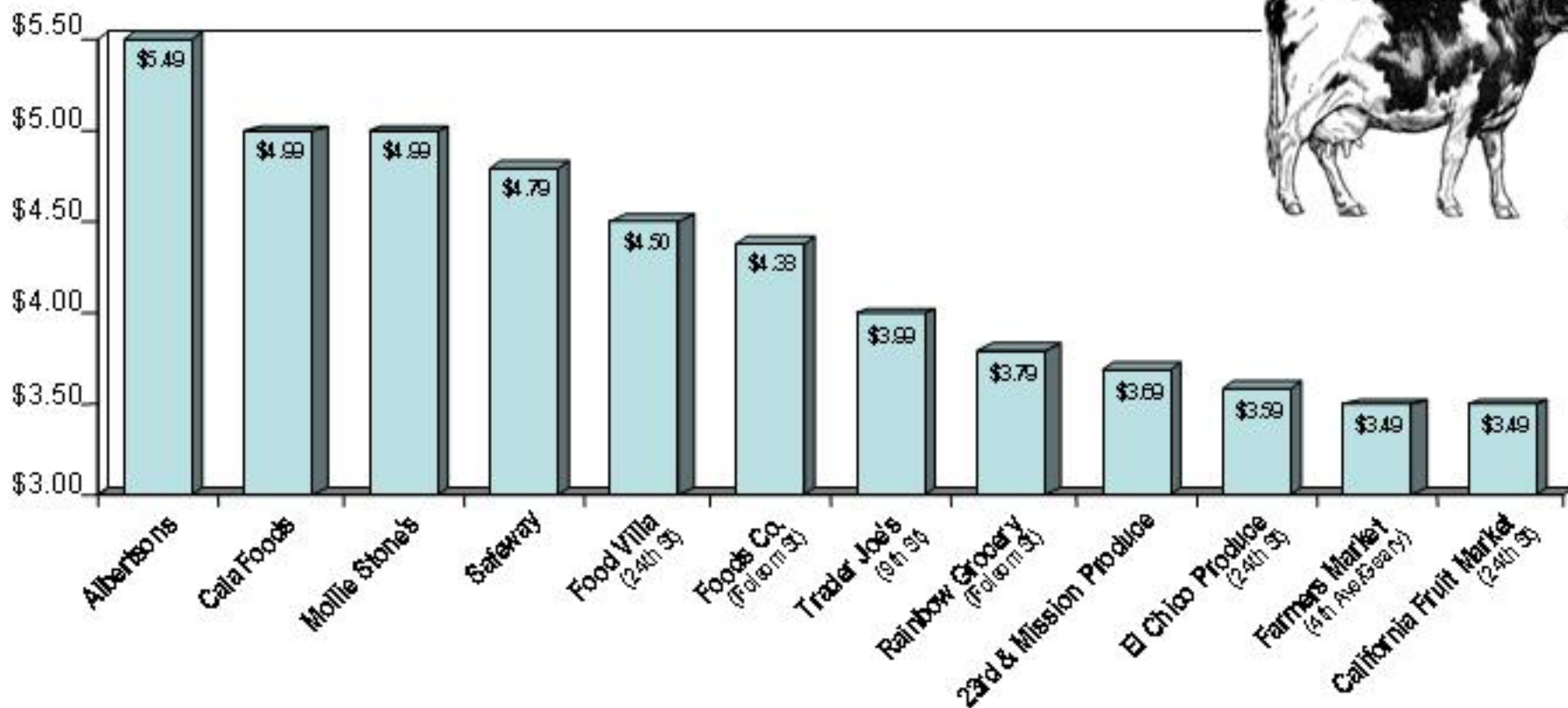
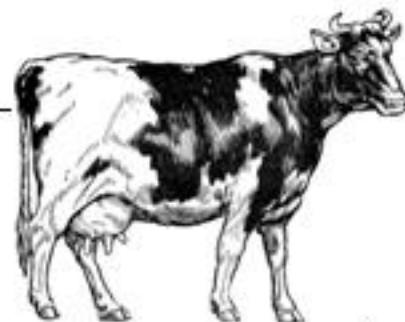
Cindy's Market 2084 Hayes St. San Francisco, CA	<i>Berkeley Farms</i>	4.59	4.59	4.59
Food Villa 3347 24 th St. San Francisco, CA	<i>Foster Farms</i>	4.50	4.50	None
Cal-Mart 3585 California St. San Francisco, CA	<i>Berkeley Farms</i>	4.39	4.39	4.19
Foods Co. 1800 Folsom St. San Francisco, CA	<i>Kroger</i> <i>Mountain Dairy</i> <i>Mountain Dairy</i>	4.38 3.98 2 for 5.99	4.18 3.78 2 for 5.59	None None None
Lien Hing 400 Clement St. San Francisco, CA	<i>Berkeley Farms</i>	4.29	4.29	4.29
Trader Joe's 555 9 th St. San Francisco, CA	<i>Trader Joe's</i>	3.99	3.99	3.79
Rainbow Grocery 1745 Folsom St. San Francisco, CA	<i>Clover</i>	3.79	3.65	3.15
23rd & Mission Produce 2700 Mission St. San Francisco, CA	<i>Berkeley Farms</i>	3.69	3.69	3.69
El Chico Produce 2965 24 th St. San Francisco, CA	<i>Berkeley Farms</i>	3.59	3.59	3.59
Farmer Market 4 th Ave. & Geary San Francisco, CA	<i>Berkeley Farms</i>	3.49	3.49	3.49
California Fruit Market 3111 24 th St. San Francisco, CA	<i>Foster Farms</i>	3.49	3.49	None

¹ Online prices given do not include a supermarket delivery charge for home delivery.

San Francisco Bay Area Milk Price Survey

San Francisco County

One Gallon Whole Milk



Consumers Union
San Francisco Bay Area Milk Price Survey
June 14-18, 2004
Peninsula (San Mateo County)

Name and Address of Store	Brand	Whole Gallon	Low-Fat Gallon (2%)	Non-Fat Gallon
Adeline Market 1508 Adeline Drive Burlingame, CA	Berkeley Farms	5.50	5.50	None
Albertsons 1322 El Camino San Bruno, CA	Berkeley Farms	5.49	5.36	5.07
	Bkly. Frms.	5.29	5.16	4.87
	Online ¹	4.89	4.84	4.57
	Albertsons	4.59	4.54	4.37
	Albertsons Online ¹	4.39	4.24	3.77
	Good Day	2 for 5.99	2 for 5.59	2 for 4.39
	Good Day Good Day Online ¹	4.24	4.09	3.65
Albertsons 45 Murchison Drive Millbrae, CA	Berkeley Farms	5.49	5.36	5.07
	Bkly. Frms.	5.29	5.16	4.87
	Online ¹	4.89	4.84	4.57
	Albertsons	4.59	4.54	4.37
	Albertsons Online ¹	4.39	4.24	3.77
	Good Day	2 for 5.99	2 for 5.59	2 for 4.39
	Good Day Good Day Online ¹	4.24	4.09	3.65
Albertsons 93 Bovet Rd., Borel Square San Mateo, CA	Berkeley Farms	5.49	5.36	5.07
	Bkly. Frms.	5.29	5.16	4.87
	Online ¹	4.89	4.84	4.57
	Albertsons	4.59	4.54	4.37
	Albertsons Online ¹	4.39	4.24	3.77
	Good Day	2 for 5.99	2 for 5.59	2 for 4.39
	Good Day Good Day Online ¹	4.24	4.09	3.65
Albertsons 150 San Mateo Rd Half Moon Bay, CA	Berkeley Farms	5.49	5.36	5.07
	Bkly. Frms.	5.29	5.16	4.87
	Online ¹	4.89	4.84	4.57
	Albertsons	4.59	4.54	4.37
	Albertsons Online ¹	4.39	4.24	3.77
	Good Day	2 for 5.99	2 for 5.59	2 for 4.39
	Good Day Good Day Online ¹	4.24	4.09	3.65
Hillcrest Market 25 Hillcrest Blvd. Millbrae, CA	Clover	4.99	4.69	4.69
Mollie Stone's	Clover	4.99	4.79	4.09

1477 Chapin Ave. Burlingame, CA	Berkeley Farms	4.79	4.59	3.89
Mollie Stone's West. 42 nd St. San Mateo, CA	Clover	4.99	4.79	4.09
	Berkeley Farms	4.79	4.59	3.79
Piazzas 1218 W. Hillsdale San Mateo, CA	Clover	4.89	4.69	3.79
Oak Grove Market 1000 Oak Grove Burlingame, CA	Berkeley Farms	4.79	4.79	4.79
Lunardi's 100 Skycrest San Bruno, CA	Clover	4.79	4.69	4.09
	Berkeley Farms	4.69	4.59	3.99
Lunardi's 1825 El Camino Burlingame, CA	Clover	4.79	4.69	4.09
	Berkeley Farms	4.69	4.59	3.99
Safeway 30 Chestnut Ave. S. San Fran., CA	Lucerne	4.79	4.69	3.79
	Lucerne Online ¹	4.79	4.69	3.79
	Dairy Glen	3.99	3.99	3.49
	Dairy Glen	2 for 5.99	2 for 5.59	2 for 4.39
	Dairy Glen Online ¹	3.99	3.99	3.49
	Dairy Glen Online ¹	2 for 5.99	2 for 5.59	2 for 4.39
Safeway 170 El Camino S. San Fran., CA	Lucerne	4.79	4.69	3.79
	Lucerne Online ¹	4.79	4.69	3.79
	Dairy Glen	3.99	3.99	3.49
	Dairy Glen	2 for 5.99	2 for 5.59	2 for 4.39
	Dairy Glen Online ¹	3.99	3.99	3.49
	Dairy Glen Online ¹	2 for 5.99	2 for 5.59	2 for 4.39
Safeway 525 El Camino Real Millbrae CA	Lucerne	4.79	4.69	3.79
	Lucerne Online ¹	4.79	4.69	3.79
	Dairy Glen	3.99	3.99	3.49
	Dairy Glen	2 for 5.99	2 for 5.59	2 for 4.39
	Dairy Glen Online ¹	3.99	3.99	3.49
	Dairy Glen Online ¹	2 for 5.99	2 for 5.59	2 for 4.39
Safeway 1450 Howard Ave. Burlingame CA	Lucerne	4.79	4.69	3.79
	Lucerne Online ¹	4.79	4.69	3.79
	Dairy Glen	3.99	3.99	3.49
	Dairy Glen	2 for 5.99	2 for 5.59	2 for 4.39
	Dairy Glen Online ¹	3.99	3.99	3.49
	Dairy Glen Online ¹	2 for 5.99	2 for 5.59	2 for 4.39
Safeway 1655 El Camino San Mateo, CA	Lucerne	4.79	4.69	3.79
	Lucerne Online ¹	4.79	4.69	3.79
	Dairy Glen	3.99	3.99	3.49
	Dairy Glen	2 for 5.99	2 for 5.59	2 for 4.39
	Dairy Glen Online ¹	3.99	3.99	3.49
	Dairy Glen Online ¹	2 for 5.99	2 for 5.59	2 for 4.39

Draeger's 222 E. Fourth Ave. San Mateo, CA	Berkeley Farms Clover	4.79 4.69	4.65 4.59	4.09 4.09
Trag's 303 Baldwin Ave. San Mateo, CA 94401	Sunnyside	4.69	4.49	3.69
El Toro Meat Market 142 N. B St. San Mateo, CA	Foster Farms	4.49	4.49	None
La Estrellita's Market 2387 University Ave E. Palo Alto, CA	Berkeley Farms	4.49	4.49	None
La Hacienda Super Market 201 N. Amphlett San Mateo, CA	Foster Farms	4.39	2.60	4.39
More for Less 501 Kelly Ave. Half Moon Bay, CA	Producers Sequoia Sequoia	4.39 4.09 2 for 6.19	None 4.09 2 for 6.19	None 4.09 2 for 6.19
La Michoacana Market 1305 Willow Rd. Menlo Park, CA	Berkeley Farms	4.39	4.29	None
DS Market 123 Hickey Blvd. S. San Fran., CA	Berkeley Farms	4.29	4.29	4.29
Jalisco Produce Market S. San Fran., CA	Berkeley Farms	3.99	3.99	3.99
Mexicana Produce 533 San Mateo San Bruno, CA	Berkeley Farms	3.99	3.99	3.99
Trader Joe's 765 Broadway Millbrae, CA 94030	Trader Joe's	3.99	3.99	3.79
Trader Joe's 1820 S. Grant St. San Mateo, CA	Trader Joe's	3.99	3.99	3.79
Smart & Final 249 Kenwood Way S. San Fran., CA	Berkeley Farms First Street First Street	3.99 3.55 2 for 6.00	3.79 3.35 None	3.49 2.79 2 for 4.40

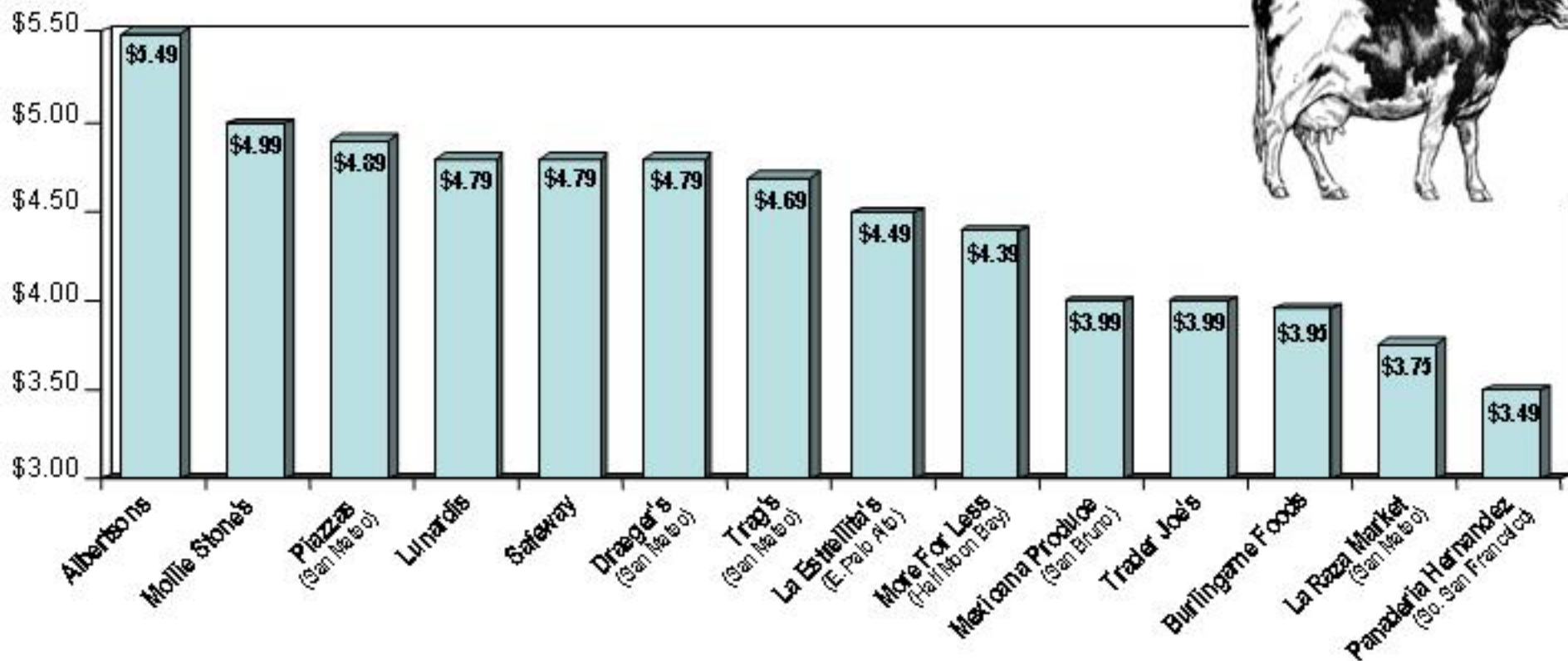
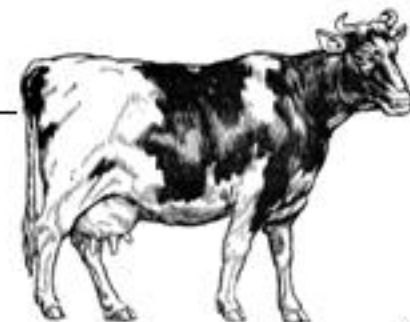
Burlingame Foods 1236 Broadway Burlingame, CA	<i>Clover</i>	3.95	3.89	3.49
La Raza Market Ellsworth & E. Poplar San Mateo, CA	<i>Berkeley Farms</i>	3.75	3.75	None
Panaderia Hernandez 401 Grand Ave. S. San Fran., CA	<i>Berkeley Farms</i>	3.49	3.49	None
Costco Wholesale 451 South Airport S. San Fran., CA	<i>Kirkland</i>	2 for 5.99	2 for 5.59	2 for 4.39

¹ Online prices given do not include a supermarket delivery charge for home delivery.

San Francisco Bay Area Milk Price Survey

The Peninsula (San Mateo County)

One Gallon Whole Milk



Consumers Union
San Francisco Bay Area Milk Price Survey
June 14-18, 2004
East Bay (Alameda County)

Name and Address of Store	Brand	Whole Gallon	Low-Fat Gallon (2%)	Non-Fat Gallon
Albertsons 1000 El Cerrito Plaza El Cerrito, CA	Berkeley Farms	5.49	5.36	5.07
	Bkly. Frms. Online ¹	5.29	5.16	4.87
	Albertsons	4.89	4.84	4.57
	Albertsons Online ¹	4.59	4.54	4.37
	Good Day	4.39	4.24	3.77
	Good Day	2 for 5.99	2 for 5.59	2 for 4.39
	Good Day Online ¹	4.24	4.09	3.65
Albertsons 32300 Dyer Street Union City, CA	Berkeley Farms	5.49	5.36	5.07
	Bkly. Frms. Online ¹	5.29	5.16	4.87
	Albertsons	4.89	4.84	4.57
	Albertsons Online ¹	4.59	4.54	4.37
	Good Day	4.39	4.24	3.77
	Good Day	2 for 5.99	2 for 5.59	2 for 4.39
	Good Day Online ¹	4.24	4.09	3.65
Albertsons 22555 Mission Blvd. Hayward, CA	Berkeley Farms	5.49	5.36	5.07
	Bkly. Frms. Online ¹	5.29	5.16	4.87
	Albertsons	4.89	4.84	4.57
	Albertsons Online ¹	4.59	4.54	4.37
	Good Day	4.39	4.24	3.77
	Good Day	2 for 5.99	2 for 5.59	2 for 4.39
	Good Day Online ¹	4.24	4.09	3.65
Albertsons 1300 Fairmont Dr. San Leandro, CA	Berkeley Farms	5.49	5.36	5.07
	Bkly. Frms. Online ¹	5.29	5.16	4.87
	Albertsons	4.89	4.84	4.57
	Albertsons Online ¹	4.59	4.54	4.37
	Good Day	4.39	4.24	3.77
	Good Day	2 for 5.99	2 for 5.59	2 for 4.39
	Good Day Online ¹	4.24	4.09	3.65
Albertsons 15840 Hesperian Blvd. San Lorenzo, CA	Berkeley Farms	5.49	5.36	5.07
	Bkly. Frms. Online ¹	5.29	5.16	4.87
	Albertsons	4.89	4.84	4.57
	Albertsons Online ¹	4.59	4.54	4.37
	Good Day	4.39	4.24	3.77
	Good Day	2 for 5.99	2 for 5.59	2 for 4.39
	Good Day Online ¹	4.24	4.09	3.65
Andronico's Market 1850 Solano Ave. Berkeley, CA	Clover	5.05	4.83	3.81
	Berkeley Farms	4.89	4.69	3.79
Andronico's Market 1414 University Ave.	Clover	5.05	4.83	3.81
	Berkeley Farms	4.89	4.69	3.79

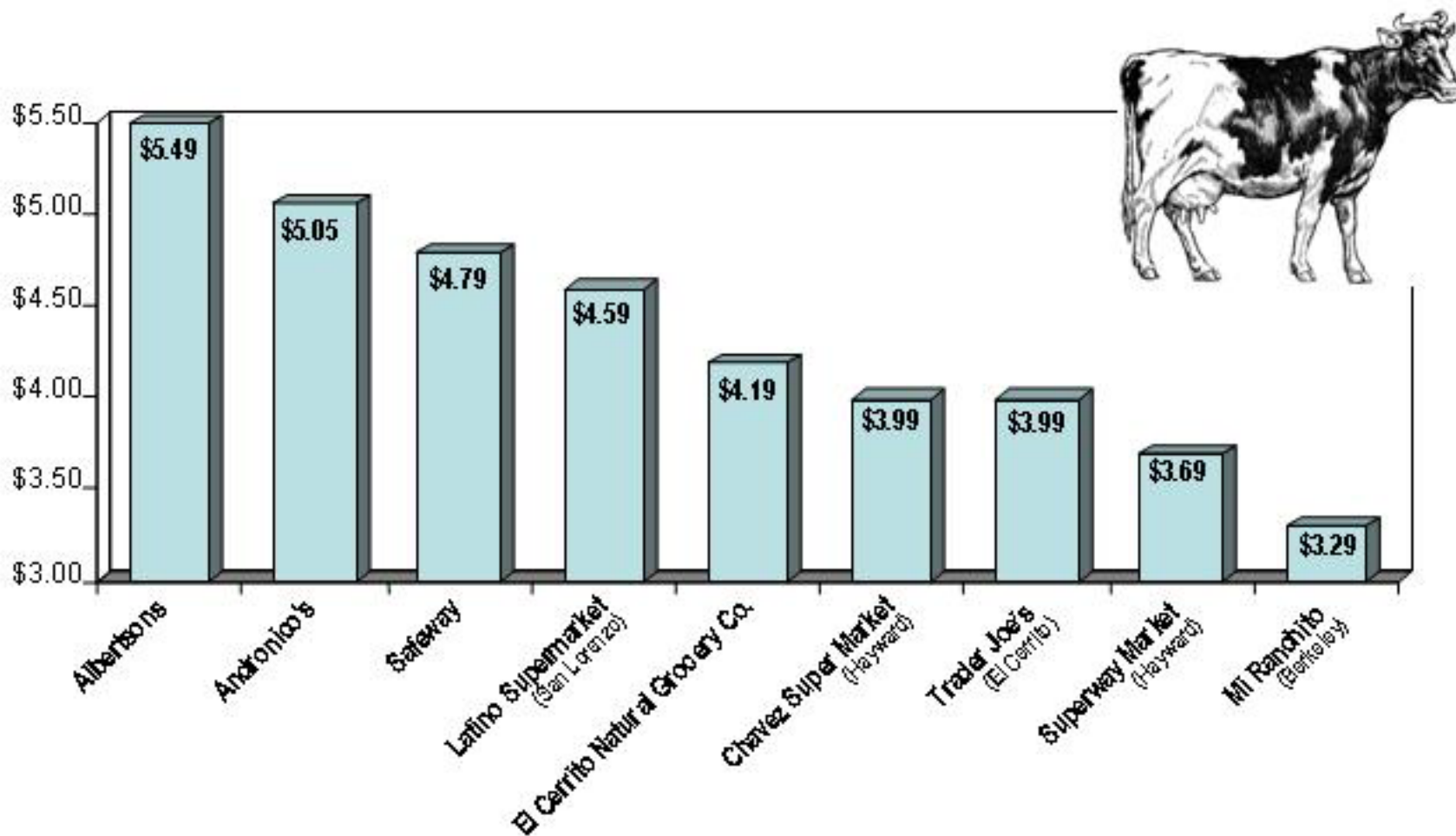
Berkeley, CA				
Super Stop Market San Pablo Ave. El Cerrito, CA	Berkeley Farms	4.99	4.99	None
Safeway 1500 Solano Albany, CA	Lucerne Lucerne Online ¹ Dairy Glen Dairy Glen Dairy Glen Online ¹ Dairy Glen Online ¹	4.79 4.79 3.99 2 for 5.99 3.99 2 for 5.99	4.69 4.69 3.99 2 for 5.59 3.99 2 for 5.59	3.79 3.79 3.49 2 for 4.39 3.49 2 for 4.39
Latina Supermarket 18400 Hesperian Blvd. San Lorenzo, CA	Foster Farms	4.59	4.59	None
El Cerrito Natural Grocery Co. 10367 San Pablo Ave. El Cerrito, CA	Clover	4.19	4.19	3.49
Chavez Super Market 1157 W. Tennyson Rd. Hayward, CA	Berkeley Farms Berkeley Farms	3.99 2 for 6.99	3.00 2 for 6.99	3.99 None
99 Ranch Market 3288 Pierce St. Richmond, CA	Berkeley Farms	3.99	3.99	3.99
Trader Joe's 225 El Cerrito Plaza El Cerrito, CA	Trader Joe's	3.99	3.99	3.79
Superway Market 121 W. Tennyson Rd. Hayward, CA	Berkeley Farms	3.69	3.69	3.69
Mi Ranchito Bay Side Market 2032 San Pablo Ave. Berkeley, CA	Berkeley Farms	3.29	3.29	3.29

¹ Online prices given do not include a supermarket delivery charge for home delivery.

San Francisco Bay Area Milk Price Survey

East Bay (Alameda County)

One Gallon Whole Milk



Consumers Union
San Francisco Bay Area Milk Price Survey
June 14-18, 2004
North Bay (Marin County)

Name and Address of Store	Brand	Whole Gallon	Low-Fat Gallon (2%)	Non-Fat Gallon
Albertsons 731 East Blithedale Mill Valley, CA 94941	Berkeley Farms	5.29	5.14	4.87
	Bkly. Frms. Online ¹	5.29	5.16	4.87
	Albertsons	4.89	4.84	4.57
	Albertsons Online ¹	4.59	4.54	4.37
	Good Day	4.39	4.24	3.77
	Good Day	2 for 5.99	2 for 5.59	2 for 4.39
	Good Day Online ¹	4.24	4.09	3.65
Mill Valley Market 12 Corte Madera Ave. Mill Valley, CA	Clover	5.21	4.95	4.13
Andronico's 100 Center Blvd. San Anselmo, CA	Clover	5.05	4.83	3.81
	Berkeley Farms	4.89	4.69	3.79
Mollie Stone's 100 Harbor Drive Sausalito, CA	Clover	4.99	4.79	4.09
	Berkeley Farms	4.79	4.59	3.89
Mollie Stone's Sir Francis Drake Greenbrae, CA	Clover	4.99	4.79	4.09
	Berkeley Farms	4.79	4.59	3.89
Quick & Easy Grocery 807 San Anselmo San Anselmo, CA 94960	Berkeley Farms	4.89	4.89	4.49
Safeway 1 Camino Alto Mill Valley CA	Lucerne	4.79	4.69	3.79
	Lucerne Online ¹	4.79	4.69	3.79
	Dairy Glen	3.99	3.99	3.49
	Dairy Glen	2 for 5.99	2 for 5.59	2 for 4.39
	Dairy Glen Online ¹	3.99	3.99	3.49
	Dairy Glen Online ¹	2 for 5.99	2 for 5.59	2 for 4.39
Safeway 137 Corte Madera Corte Madera CA	Lucerne	4.79	4.69	3.79
	Lucerne Online ¹	4.79	4.69	3.79
	Dairy Glen	3.99	3.99	3.49
	Dairy Glen	2 for 5.99	2 for 5.59	2 for 4.39
	Dairy Glen Online ¹	3.99	3.99	3.49
	Dairy Glen Online ¹	2 for 5.99	2 for 5.59	2 for 4.39
Woodlands Market 735 College Avenue Kentfield, CA	Clover	4.79	4.69	3.99
Whole Foods	Clover	4.39	4.29	3.69

340 Third Street San Rafael, CA				
Trader Joe's 337 Third Street San Rafael, CA	Trader Joe's	3.99	3.99	3.79
United Market 100 Redhill Ave. San Anselmo, CA	Clover	3.98	3.98	3.98
United Market 515 Third Street San Rafael CA	Clover	3.98	3.98	3.98

¹ Online prices given do not include a supermarket delivery charge for home delivery.

San Francisco Bay Area Milk Price Survey

North Bay (Marin County)

One Gallon Whole Milk

