

A close-up photograph of a clear glass pitcher pouring white milk into a matching glass. The milk is captured mid-pour, creating a frothy head on top of the liquid in the glass. The background is dark and out of focus.

# How much are Canadians paying for Milk?

## Canadian Fluid Milk Report

# Canadian Fluid Milk Report

## Executive Summary

One of Field Agent's most popular reports on the Canadian grocery industry is back! The March 2020 edition of the Canadian Fluid Milk report is the most comprehensive look at the prices Canadians pay for one of the most common items in the Grocery basket - 2% Milk.

Field Agent Canada conducted a cross-country price survey on fluid milk prices at 174 retailers in 20 markets from coast-to-coast between February 25-March 4, 2020. The survey compared prices recorded that week with prices collected at the same outlets back in June 2019, highlighting any shifts that have taken place over the last 9 months.

On Feb 1, 2020 the farm gate milk price increased by 1.93% as directed by the Canadian Dairy Commission. This increase is the result of a formula that takes into account dairy farmers' costs of production as well as the consumer price index. We wanted to see how that price increase trickled into the shelf price compared to our June 2019 results.

We found that the average price of 4L milk went up 3.1% nationally and prices have increased in 17 of the 19 markets where 4L milk was surveyed. Price increases on-shelf ranged from 1.2% in Moncton, NB to 8.3% in Kelowna, BC.

"Retail price increases for 4L milk were greater than the farm gate increase of 1.93% in 14 of the markets that we surveyed. The Feb 1st increase enabled a reset of the margins for the rest of the supply chain, namely the dairies and retailers." stated Jeff Doucette, General Manager of Field Agent Canada.

"We have seen overall decreases in the retail price of milk in some markets since the first edition of the Canadian Fluid Milk Report in 2015, but the disparity between the cheapest milk and most expensive milk in Canada is staggering." stated Jeff Doucette, General Manager of Field Agent Canada.

Across the 20 markets measured, the least expensive city to purchase 4L milk in Canada is Sudbury, ON; while the most expensive city to purchase milk is Charlottetown, PE, despite seeing a nearly 5% price decrease on 4L milk in this market since last June.



## YOU HAVE CUSTOMERS EVERYWHERE. PUT THEM TO WORK.

Field Agent™ is a crowdsourcing system empowers customers armed with the latest in smartphone technology to supply companies with valuable visibility and intelligence about their business.

We work with our Clients to define an objective, like capturing a photo in a store, and send it out to thousands of Agents around the country and world. Once they complete the work and we verify that the information accurate, the Agent is paid and the data is reported to the Client.

Visit to see Field Agent on NBC Dallas: [fieldagent.net/inthenews](http://fieldagent.net/inthenews)



### ▶ Audits & Compliance

Verify execution of promotions and merchandising across thousands of locations

### ▶ Store Visibility

Gather intelligence around operations and customer experience

### ▶ Mobile Research

Execute surveys for specific shopper demographics

## KEY BENEFITS

### Coverage

We can collect data anywhere there's cell phone coverage

### Low Cost

Average of \$8-\$12 per store versus \$20-\$30 with traditional systems

### Speed

We can collect data within days of launch

### Service

With decades in the retail industry we know how to meet your needs



## FEATURED IN

The New York Times



TECH TechCrunch

FAST COMPANY

## HOW CAN I TRUST THE DATA?

The quality of your data is guaranteed.



Time  
Stamping



GPS  
Tracking



Agent  
History



Photo  
Verification

# Canadian Fluid Milk Report

## Price Survey - Cheapest Milk Across Canada

The **LEAST EXPENSIVE** milk in Canada is at Costco in several Ontario stores with a 4L of 2% Milk retailing for \$4.45 (\$1.11/L).

The **MOST EXPENSIVE** milk in Canada was found in several Mac's Stores across the country (AB, BC, MB & SK) with 2L of 2% Milk retailing for \$5.29 (\$2.65L).



# Canadian Fluid Milk Report

## Least Expensive / Most Expensive



**Least Expensive Milk**  
Costco - Ontario Locations

**4L - \$4.45**

**Cost Per Litre = \$1.11**



**Most Expensive Milk**  
Mac's - AB, BC, MB & SK Locations

**2L - \$5.29**

**Cost Per Litre = \$2.65**

# Canadian Fluid Milk Report

## Price Survey - Cheapest Overall City To Purchase Milk

The **LEAST EXPENSIVE** city to buy milk in Canada is Sudbury, ON with an average cost of \$1.13/L on 4L packages of 2% milk.

The **MOST EXPENSIVE** city to buy milk in Canada is Charlottetown, PE with an average cost of \$1.74/L on 4L packages of 2% milk.

# Canadian Fluid Milk Report

## Cross Border Comparison - US Walmart

	USD Price - 3.78L	USD Price Per Litre	CAD Price Per Litre	CAD 4L Equivalent Price
Bellingham, WA	\$3.26	\$0.86	\$1.18	\$4.72
Grand Forks, ND	\$2.45	\$0.65	\$0.89	\$3.56
Amherst, NY	\$2.45	\$0.65	\$0.89	\$3.56
Berlin, VT	\$2.29	\$0.61	\$0.83	\$3.32
Houlton, ME	\$2.29	\$0.61	\$0.83	\$3.32



Great Value 2% Reduced-Fat Milk, 1 Gallon, 128 Fl. Oz.

**\$2.29** 1.8cents/FLUIDOUNCE

Source: Walmart.com

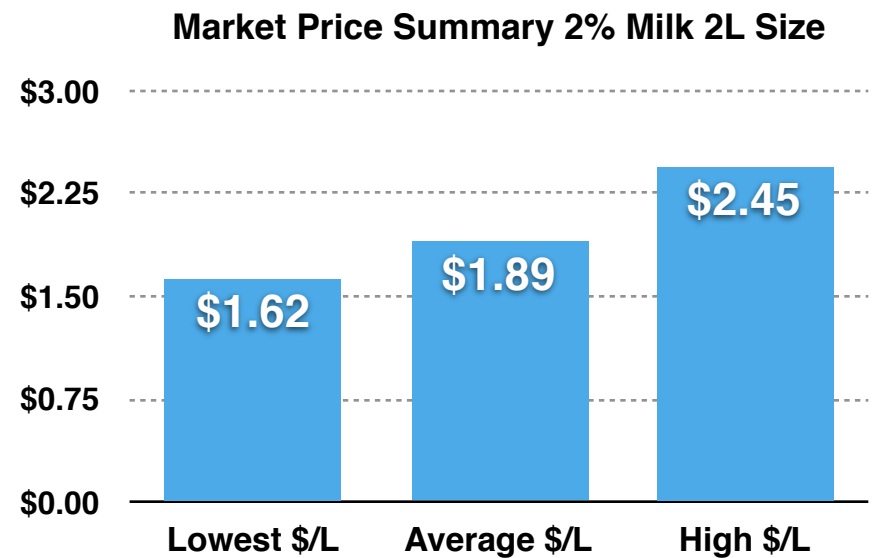
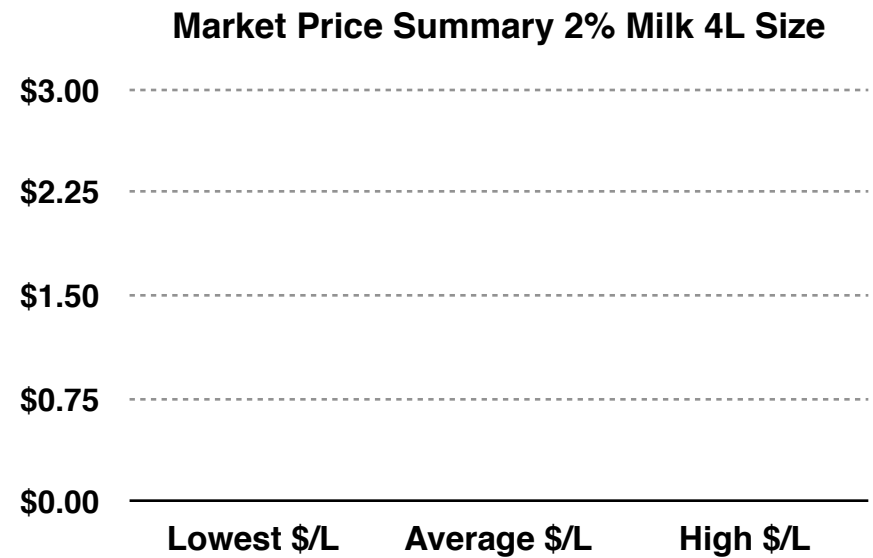
# Canadian Fluid Milk Report - Average Price by Market

	Average Current Price 2%	Average Price Per Litre	Change vs. June 2019	Index v. National	Rank	Average Current Price 2%	Average Price Per Litre	Index v. National	Rank
National Average	\$5.29	\$1.33	3.10%	100		\$4.07	\$2.02	100	
St. John's, NL	NA	NA	NA	NA	NA	\$3.78	\$1.89	94	4
Halifax, NS	\$5.47	\$1.37	4.58%	103	15	\$3.93	\$1.97	98	7
Moncton, NB	\$6.83	\$1.70	1.19%	128	18	\$3.75	\$1.87	93	3
Charlottetown, PE	\$6.96	\$1.74	-4.92%	131	19	\$3.84	\$1.92	95	6
Laval, QC	\$6.91	\$1.73	2.98%	130	17	\$4.02	\$2.01	99	8
Quebec City, QC	\$6.65	\$1.67	1.21%	125	16	\$3.86	\$1.93	96	2
Ottawa / Nepean, ON	\$4.55	\$1.14	4.59%	86	3	\$4.30	\$2.15	106	18
Mississauga, ON	\$4.62	\$1.15	2.68%	86	4	\$4.31	\$1.89	94	5
Scarborough, ON	\$4.62	\$1.15	3.60%	86	5	\$4.26	\$2.12	105	15
Toronto, ON	\$4.69	\$1.17	-1.68%	88	6	\$4.26	\$2.13	106	16
London, ON	\$4.54	\$1.14	2.70%	86	2	\$4.14	\$2.07	102	17
Windsor, ON	\$4.73	\$1.18	2.61%	89	7	\$4.35	\$2.18	108	20
Sudbury, ON	\$4.52	\$1.13	2.73%	85	1	\$4.30	\$2.15	106	19
Winnipeg, MB	\$4.64	\$1.28	4.92%	96	10	\$3.68	\$1.84	91	1
Regina, SK	\$5.12	\$1.28	3.23%	96	11	\$4.09	\$2.05	101	12
Edmonton, AB	\$4.90	\$1.22	1.67%	92	8	\$4.03	\$2.02	100	9
Calgary, AB	\$5.27	\$1.32	8.20%	99	14	\$4.21	\$2.11	104	14
Kelowna, BC	\$5.23	\$1.31	8.26%	98	12	\$4.08	\$2.04	101	11
Burnaby / Coquitlam, BC	\$5.07	\$1.27	4.10%	95	9	\$4.07	\$2.04	101	10
Langford/Victoria, BC	\$5.23	\$1.31	6.50%	98	13	\$4.16	\$2.08	103	13



# Canadian Fluid Milk Report

## St. John's, NL

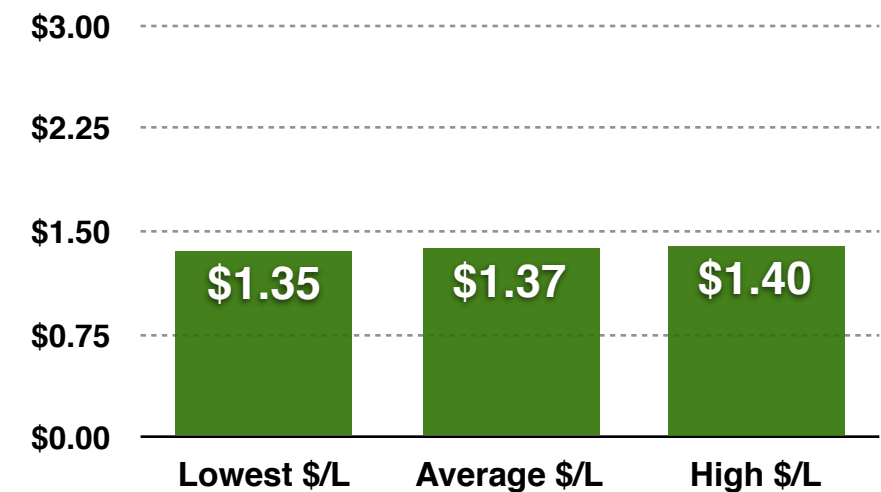
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# Canadian Fluid Milk Report

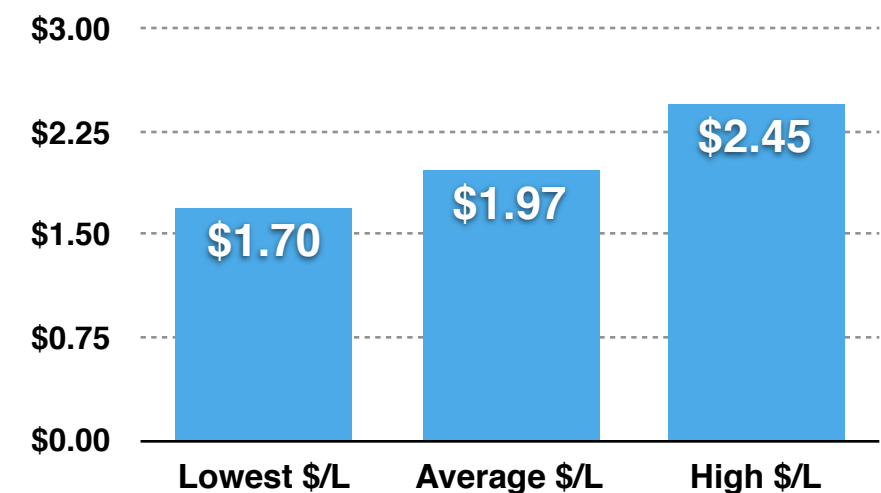
## Halifax, NS

	June 2019 Price 2% Milk - 4L Size	March 2020 Price 2% Milk - 4L Size	Price Per Litre	June 2019 Price 2% Milk - 2L Size	March 2020 Price 2% Milk - 2L Size	Price Per Litre
Circle K	\$5.29	\$5.59	\$1.40	\$4.89	\$4.89	\$2.45
Costco	\$5.19	\$5.39	\$1.35	NA	NA	NA
Needs	NA	NA	NA	\$4.35	\$4.35	\$2.18
Shoppers Drug Mart	\$5.19	NA	NA	\$3.39	\$3.39	\$1.70
Sobeys	\$5.19	\$5.39	\$1.35	\$3.59	\$3.69	\$1.85
Superstore	\$5.39	\$5.59	\$1.40	\$3.59	\$3.79	\$1.90
Walmart	\$5.19	\$5.39	\$1.35	\$3.38	\$3.47	\$1.74

Market Price Summary 2% Milk 4L Size



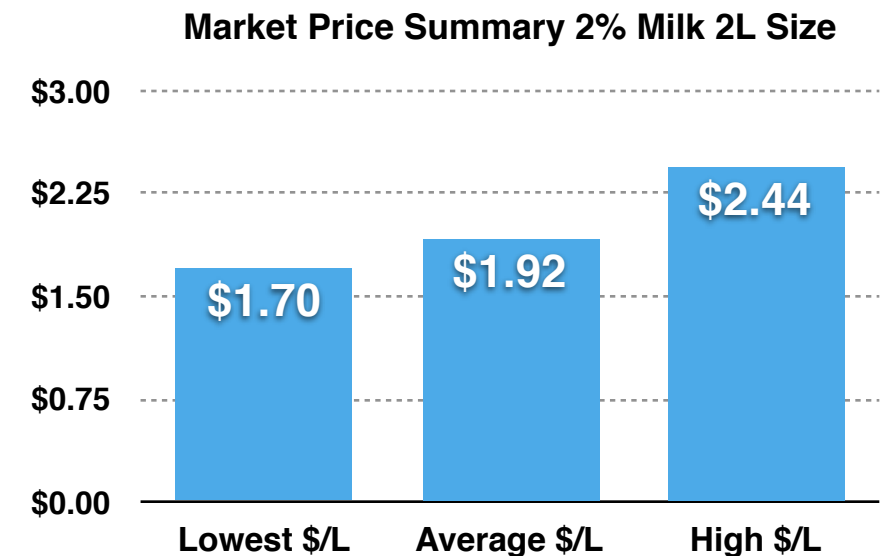
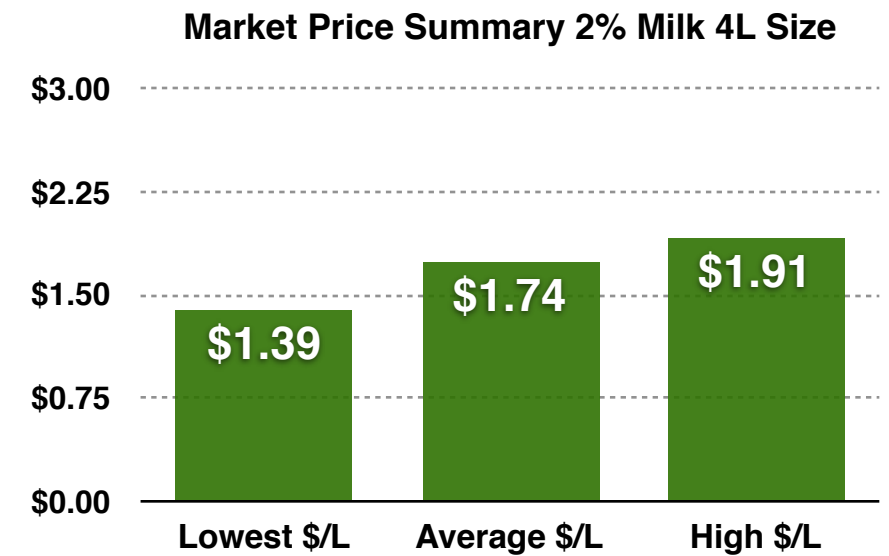
Market Price Summary 2% Milk 2L Size



# Canadian Fluid Milk Report

## Charlottetown, PE

	June 2019 Price 2% Milk - 4L Size	March 2020 Price 2% Milk - 4L Size	Price Per Litre	June 2019 Price 2% Milk - 2L Size	March 2020 Price 2% Milk - 2L Size	Price Per Litre
Circle K	NA	NA	NA	\$4.69	\$4.89	\$2.44
Sobeys	\$6.99	\$6.99	\$1.75	\$3.43	\$3.59	\$1.80
Superstore	\$7.49	\$5.59	\$1.39	\$3.48	\$3.39	\$1.70
Walmart	\$7.51	\$7.65	\$1.91	\$3.38	\$3.86	\$2.45
Shoppers Drug Mart	NA	\$7.59	\$1.89	NA	\$3.49	\$1.75



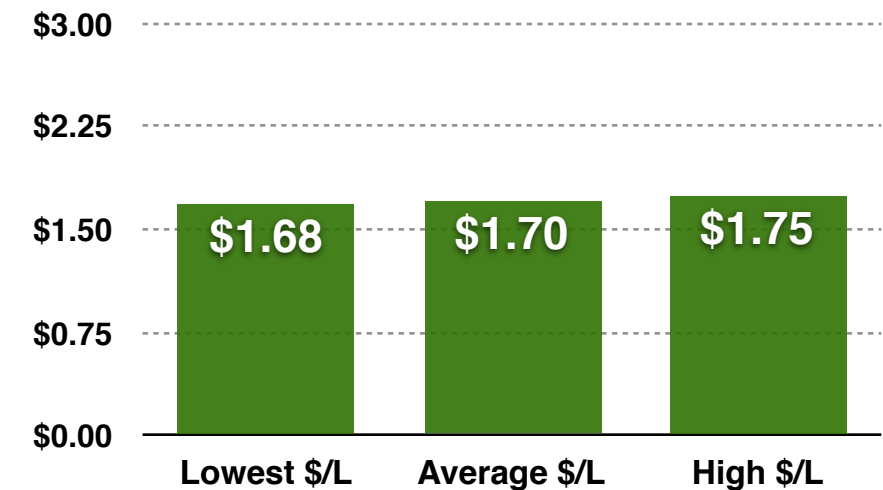


# Canadian Fluid Milk Report

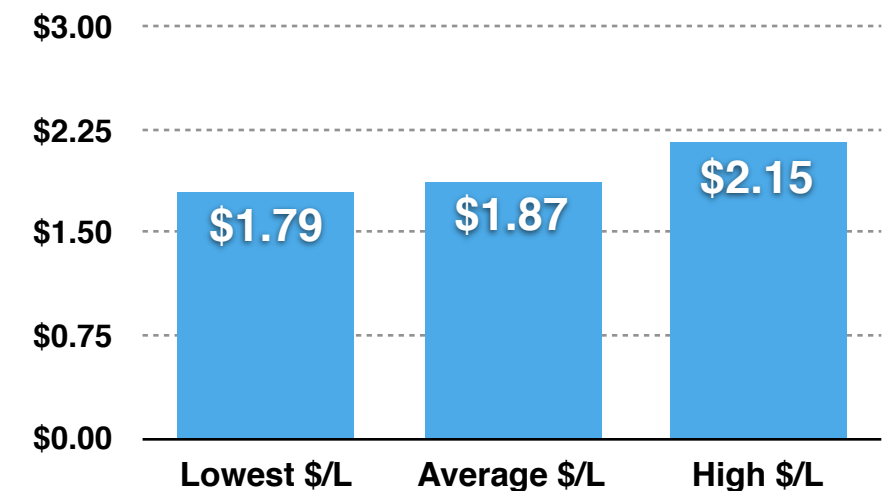
## Moncton, NB

	June 2019 Price 2% Milk - 4L Size	March 2020 Price 2% Milk - 4L Size	Price Per Litre	June 2019 Price 2% Milk - 2L Size	March 2020 Price 2% Milk - 2L Size	Price Per Litre
Circle K	\$6.99	NA	NA	\$4.79	NA	NA
Costco	\$6.61	\$6.73	\$1.68	\$3.51	\$3.57	\$1.79
Needs	NA	NA	NA	\$4.29	\$4.29	\$2.15
Shoppers Drug Mart	\$6.61	\$6.73	\$1.68	\$3.51	\$3.57	\$1.79
Sobeys	\$6.77	\$6.99	\$1.75	\$3.53	\$3.69	\$1.85
Superstore	\$6.69	\$6.85	\$1.71	\$3.59	\$3.69	\$1.85
Walmart	\$6.61	\$6.85	\$1.71	\$3.51	\$3.68	\$1.84

Market Price Summary 2% Milk 4L Size



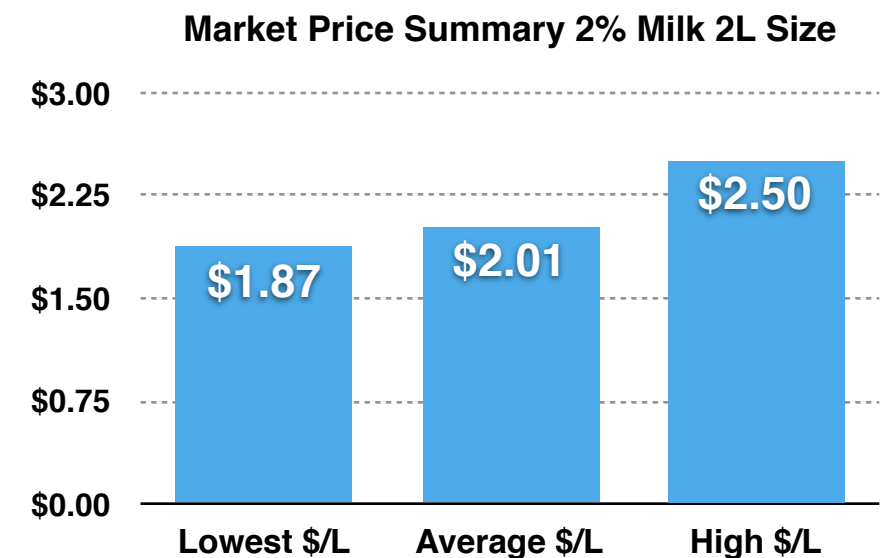
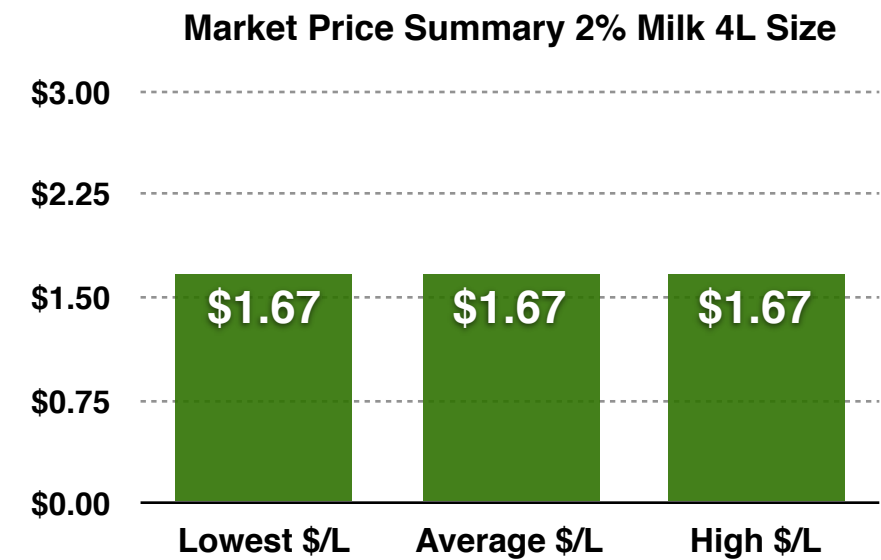
Market Price Summary 2% Milk 2L Size



# Canadian Fluid Milk Report

## Laval, QC

	June 2019 Price 2% Milk - 4L Size	March 2020 Price 2% Milk - 4L Size	Price Per Litre	June 2019 Price 2% Milk - 2L Size	March 2020 Price 2% Milk - 2L Size	Price Per Litre
Boni Soir	\$7.50	NA	NA	\$3.75	NA	NA
IGA Extra	\$6.58	\$6.68	\$1.67	\$3.75	\$3.81	\$1.91
Maxi	\$6.58	\$6.68	\$1.67	\$3.75	\$3.75	\$1.88
Metro	\$6.58	NA	NA	\$3.75	\$4.99	\$2.50
Pharmaprix	\$6.58	\$6.68	\$1.67	\$4.99	\$3.74	\$1.87
Super C	\$6.58	\$6.68	\$1.67	\$3.75	\$3.81	\$1.91
Walmart	\$6.58	\$6.68	\$1.67	\$3.74	\$3.80	\$1.90

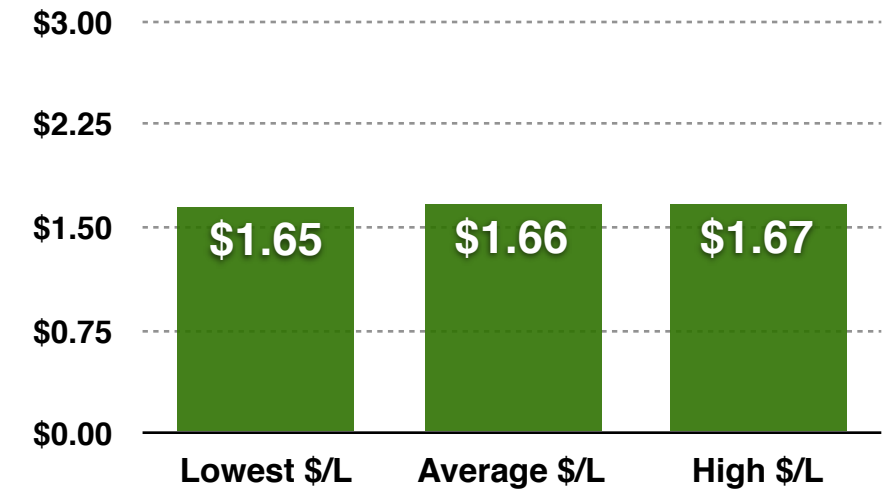


# Canadian Fluid Milk Report

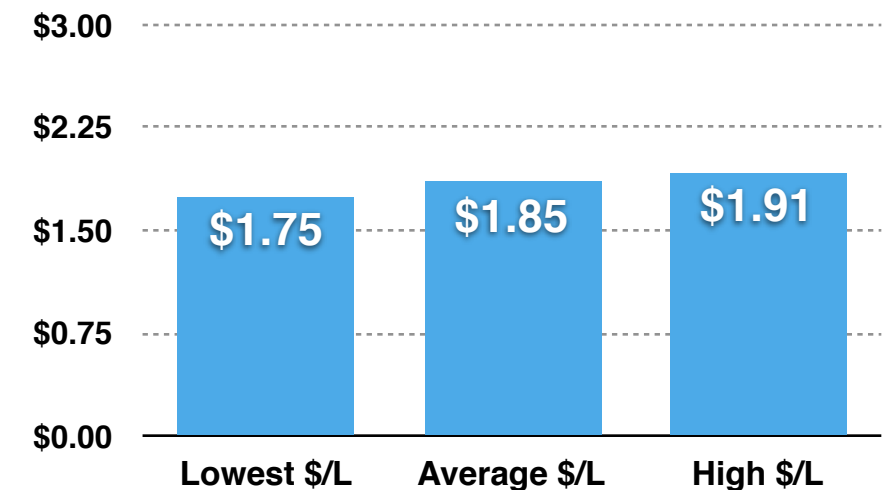
## Quebec City, QC

	June 2019 Price 2% Milk - 4L Size	March 2020 Price 2% Milk - 4L Size	Price Per Litre	June 2019 Price 2% Milk - 2L Size	March 2020 Price 2% Milk - 2L Size	Price Per Litre
Boni Soir	NA	\$6.58	\$1.65	NA	\$3.81	\$1.91
IGA Extra	\$6.58	\$6.68	\$1.67	\$3.75	\$3.81	\$1.91
Costco	\$6.58	\$6.68	\$1.67	\$3.43	\$3.49	\$1.75
Couche-Tard	\$6.58	\$6.58	\$1.65	\$3.75	NA	NA
Maxi	\$6.58	\$6.68	\$1.67	\$3.75	\$3.75	\$1.88
Pharmaprix	\$6.58	\$6.68	\$1.67	\$3.74	\$3.49	\$1.75
Super C	\$6.58	\$6.68	\$1.67	\$3.75	\$3.81	\$1.91
Walmart	\$6.58	\$6.68	\$1.67	\$3.74	\$3.80	\$1.90

Market Price Summary 2% Milk 4L Size



Market Price Summary 2% Milk 2L Size



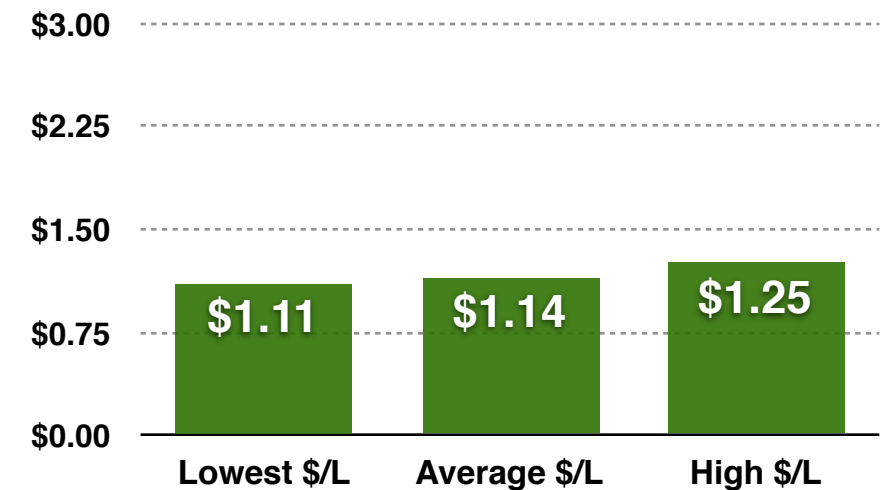


# Canadian Fluid Milk Report

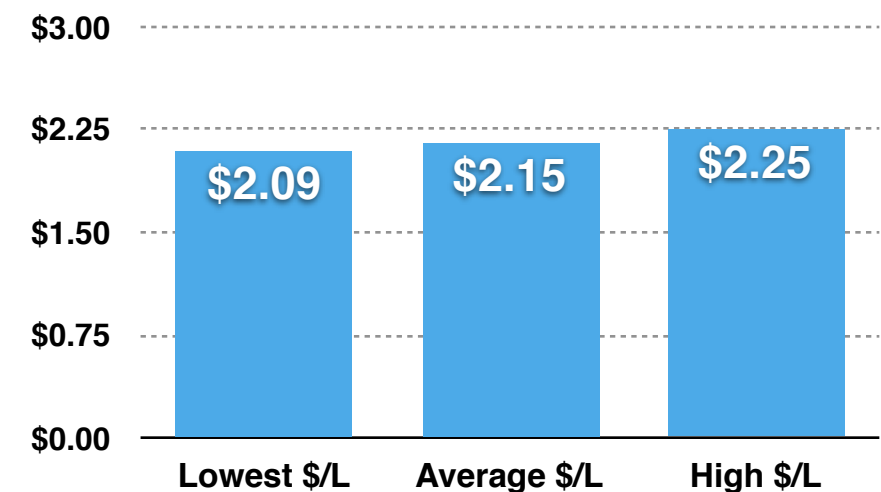
## Ottawa / Nepean, ON

	June 2019 Price 2% Milk - 4L Size	March 2020 Price 2% Milk - 4L Size	Price Per Litre	June 2019 Price 2% Milk - 2L Size	March 2020 Price 2% Milk - 2L Size	Price Per Litre
Costco	\$4.29	\$4.45	\$1.11	NA	\$4.49	\$2.25
Food Basics	\$4.39	\$4.49	\$1.12	\$3.99	\$4.27	\$2.14
FreshCo	\$4.39	\$4.49	\$1.12	\$3.88	\$4.29	\$2.15
Independent	\$4.39	\$4.59	\$1.15	\$2.89	\$4.29	\$2.15
Loblaws	\$4.39	\$4.49	\$1.12	\$4.09	\$4.49	\$2.25
Mac's	NA	\$4.99	\$1.25	\$4.49	\$4.29	\$2.15
Metro	\$4.39	\$4.49	\$1.12	\$4.39	\$4.19	\$2.10
Shoppers Drug Mart	\$4.39	\$4.49	\$1.12	\$4.19	\$4.17	\$2.09
Sobeys	\$4.39	\$4.59	\$1.15	\$3.88	\$4.28	\$2.14
Superstore	\$4.39	\$4.49	\$1.12	\$4.17	\$4.27	\$2.14
Walmart	\$4.39	\$4.49	\$1.12	\$3.87	\$4.49	\$2.25

Market Price Summary 2% Milk 4L Size



Market Price Summary 2% Milk 2L Size

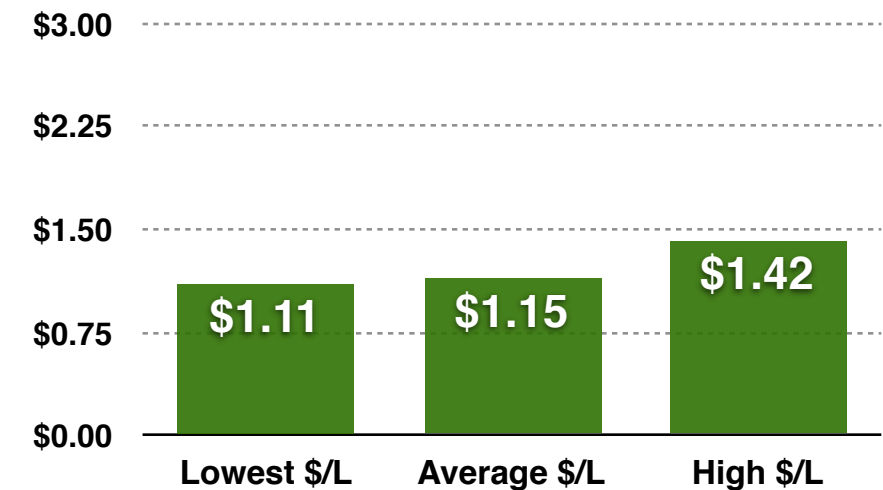


# Canadian Fluid Milk Report

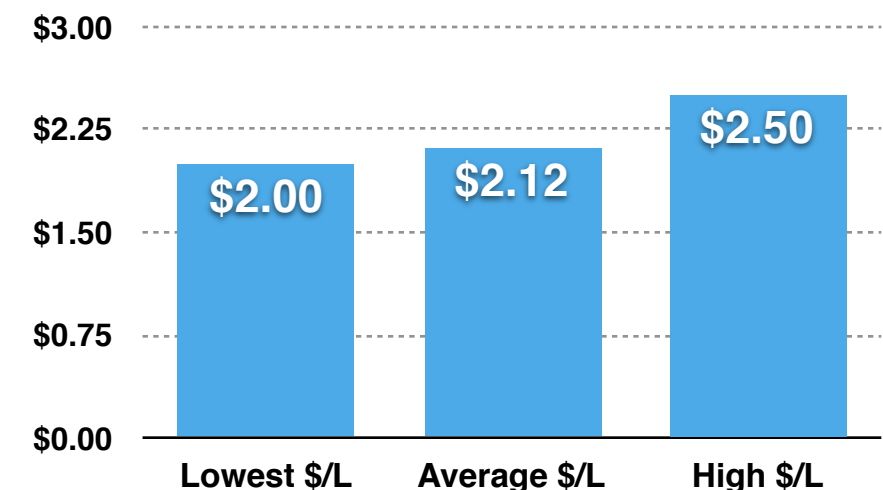
## Mississauga, ON

	June 2019 Price 2% Milk - 4L Size	March 2020 Price 2% Milk - 4L Size	Price Per Litre	June 2019 Price 2% Milk - 2L Size	March 2020 Price 2% Milk - 2L Size	Price Per Litre
7-Eleven	\$5.69	\$5.69	\$1.42	\$4.99	\$4.99	\$2.50
Costco	\$4.29	\$4.45	\$1.11	NA	NA	NA
Food Basics	\$4.39	\$4.49	\$1.12	\$3.89	\$4.19	\$2.10
FreshCo	\$4.39	\$4.49	\$1.12	\$3.89	\$4.27	\$2.14
Loblaws	\$4.39	\$4.49	\$1.12	\$4.09	\$4.29	\$2.15
Metro	\$4.39	\$4.49	\$1.12	\$4.39	\$4.29	\$2.15
No Frills	\$4.39	\$4.49	\$1.12	\$4.27	NA	NA
Shoppers Drug Mart	\$4.39	\$4.49	\$1.12	\$4.19	\$4.19	\$2.10
Sobeys	\$4.39	\$4.59	\$1.15	NA	\$3.99	\$2.00
Superstore	\$4.39	\$4.49	\$1.12	\$4.17	\$4.28	\$2.14
Walmart	\$4.39	\$4.49	\$1.12	NA	\$4.27	\$2.14

Market Price Summary 2% Milk 4L Size



Market Price Summary 2% Milk 2L Size

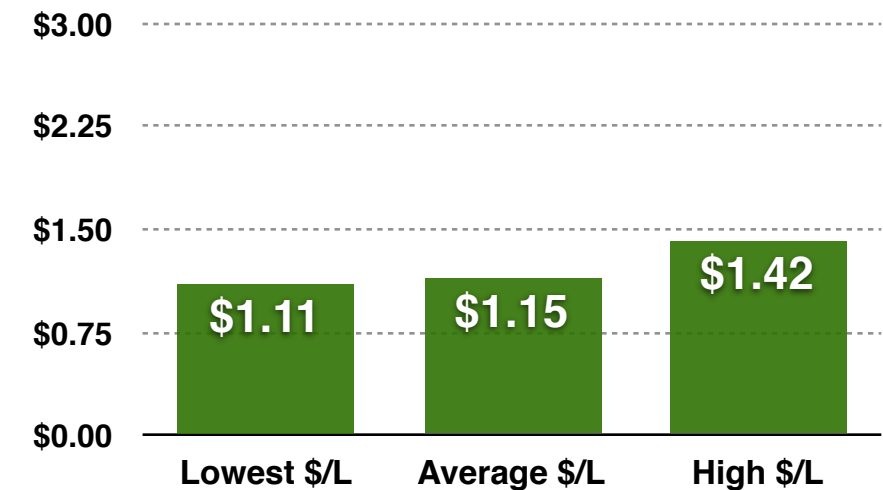


# Canadian Fluid Milk Report

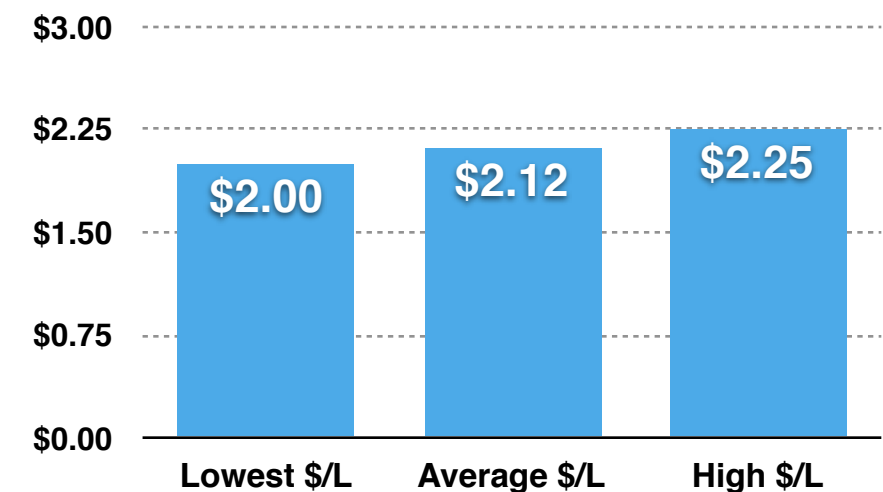
## Scarborough, ON

	June 2019 Price 2% Milk - 4L Size	March 2020 Price 2% Milk - 4L Size	Price Per Litre	June 2019 Price 2% Milk - 2L Size	March 2020 Price 2% Milk - 2L Size	Price Per Litre
Costco	\$4.29	\$4.45	\$1.11	NA	NA	NA
Food Basics	\$4.39	\$4.49	\$1.12	NA	\$3.99	\$2.00
FreshCo	\$4.39	\$4.49	\$1.12	\$3.89	\$4.27	\$2.14
Mac's	\$4.99	\$5.69	\$1.42	\$4.49	\$4.49	\$2.25
Metro	\$4.39	\$4.49	\$1.12	\$4.29	\$4.29	\$2.15
No Frills	\$4.39	\$4.49	\$1.12	\$4.17	\$4.27	\$2.14
Shoppers Drug Mart	\$4.39	\$4.49	\$1.12	NA	\$4.19	\$2.10
Superstore	\$4.39	\$4.49	\$1.12	\$4.17	\$4.28	\$2.14
Walmart	\$4.39	\$4.49	\$1.12	\$3.87	\$4.27	\$2.14
Sobeys	\$4.39	\$4.59	\$1.15	\$3.88	\$4.17	\$2.09

Market Price Summary 2% Milk 4L Size



Market Price Summary 2% Milk 2L Size



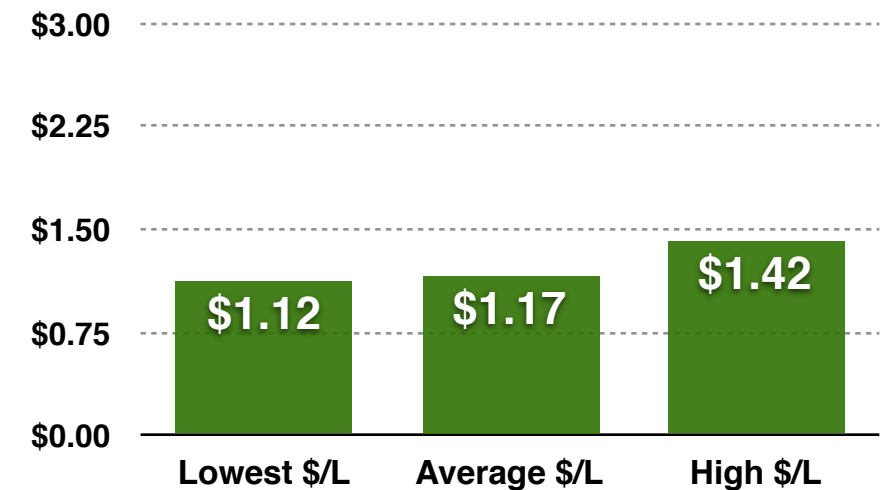


# Canadian Fluid Milk Report

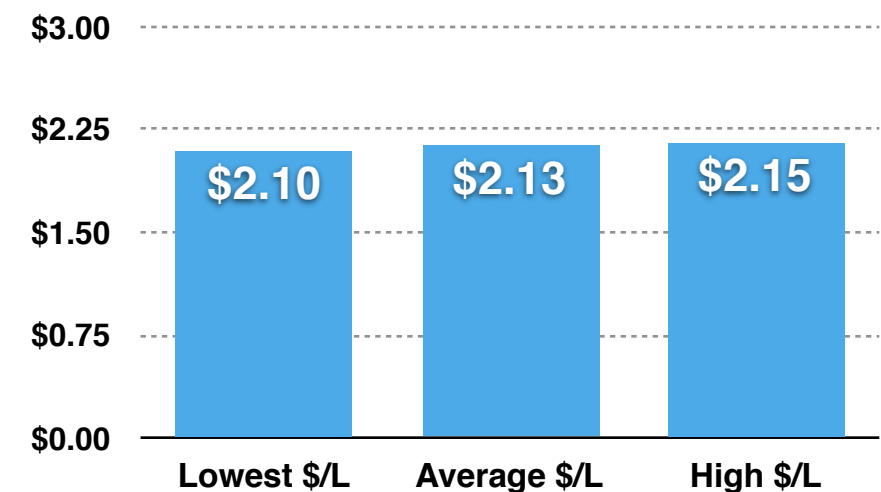
## Toronto, ON

	June 2019 Price 2% Milk - 4L Size	March 2020 Price 2% Milk - 4L Size	Price Per Litre	June 2019 Price 2% Milk - 2L Size	March 2020 Price 2% Milk - 2L Size	Price Per Litre
7-Eleven	\$5.69	\$5.69	\$1.42	\$4.99	NA	NA
Food Basics	\$4.39	\$4.49	\$1.12	\$3.99	\$4.19	\$2.10
FreshCo	\$4.39	\$4.49	\$1.12	\$3.89	\$4.27	\$2.14
Loblaws	\$4.39	\$4.49	\$1.12	\$4.09	\$4.29	\$2.15
Longos	\$4.79	\$4.79	\$1.20	NA	NA	NA
Mac's	\$4.99	\$4.79	\$1.20	\$4.49	NA	NA
Metro	\$4.39	\$4.49	\$1.12	\$3.99	\$4.29	\$2.15
No Frills	\$4.39	\$4.49	\$1.12	\$4.17	\$4.27	\$2.14
Shoppers Drug Mart	\$4.39	\$4.49	\$1.12	\$4.19	NA	NA

Market Price Summary 2% Milk 4L Size



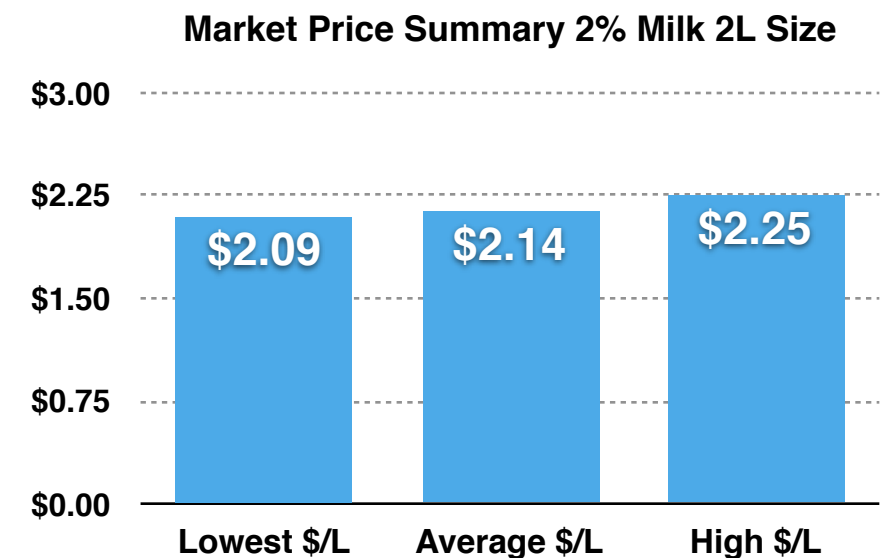
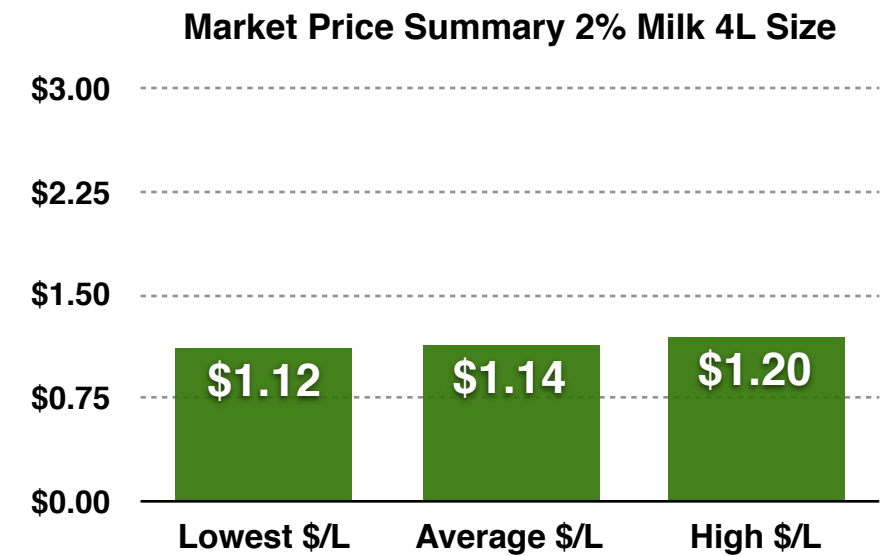
Market Price Summary 2% Milk 2L Size



# Canadian Fluid Milk Report

## London, ON

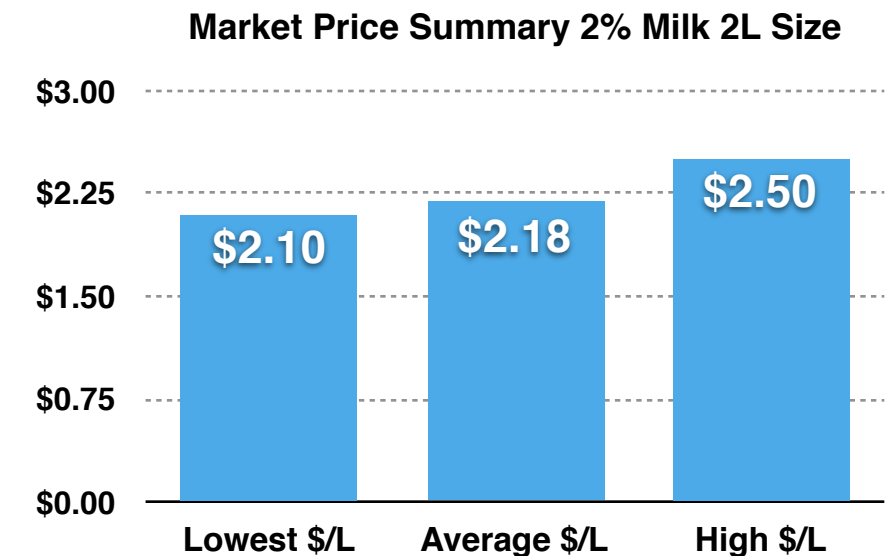
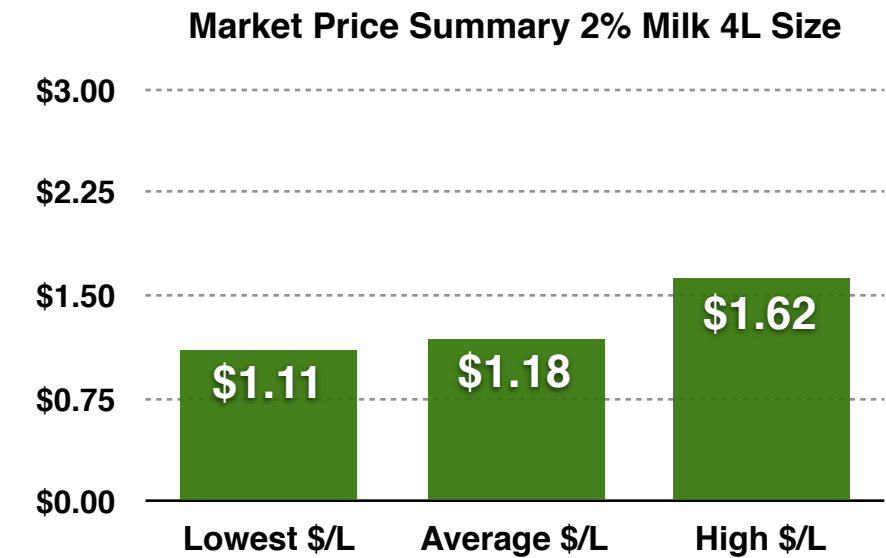
	June 2019 Price 2% Milk - 4L Size	March 2020 Price 2% Milk - 4L Size	Price Per Litre	June 2019 Price 2% Milk - 2L Size	March 2020 Price 2% Milk - 2L Size	Price Per Litre
FreshCo	\$4.39	\$4.49	\$1.12	\$3.89	\$4.19	\$2.10
Loblaws	\$4.39	\$4.49	\$1.12	\$4.09	\$4.27	\$2.14
Mac's	\$4.99	\$4.59	\$1.15	\$4.49	\$4.29	\$2.15
Metro	\$4.39	\$4.79	\$1.20	\$2.99	\$4.49	\$2.25
No Frills	\$4.39	\$4.49	\$1.12	\$4.17	\$4.29	\$2.15
Shoppers Drug Mart	\$4.39	\$4.49	\$1.12	\$4.19	NA	NA
Sobeys	\$4.39	\$4.49	\$1.12	\$3.88	\$4.19	\$2.10
Superstore	\$4.39	\$4.59	\$1.15	\$4.17	\$4.17	\$2.09
Walmart	\$4.39	\$4.49	\$1.12	\$3.87	\$4.28	\$2.14



# Canadian Fluid Milk Report

## Windsor, ON

	June 2019 Price 2% Milk - 4L Size	March 2020 Price 2% Milk - 4L Size	Price Per Litre	June 2019 Price 2% Milk - 2L Size	March 2020 Price 2% Milk - 2L Size	Price Per Litre
7-Eleven	\$5.49	\$6.49	\$1.62	\$4.99	\$4.99	\$2.50
Costco	\$4.79	\$4.45	\$1.11	NA	NA	NA
Food Basics	\$4.39	\$4.49	\$1.12	\$3.99	\$4.19	\$2.10
FreshCo	\$4.39	\$4.49	\$1.12	\$3.89	\$4.27	\$2.14
Mac's	\$4.99	\$4.99	\$1.25	\$4.49	\$4.49	\$2.25
Metro	\$4.39	NA	NA	\$4.19	\$4.29	\$2.15
No Frills	\$4.39	\$4.49	\$1.12	\$4.17	\$4.27	\$2.14
Shoppers Drug Mart	\$4.39	\$4.49	\$1.12	\$4.19	\$4.19	\$2.10
Superstore	\$4.39	\$4.49	\$1.12	\$4.17	\$4.28	\$2.14
Walmart	\$4.39	\$4.49	\$1.12	\$3.87	\$4.27	\$2.14
Zehrs	\$4.39	\$4.49	\$1.12	\$4.09	\$4.29	\$2.15



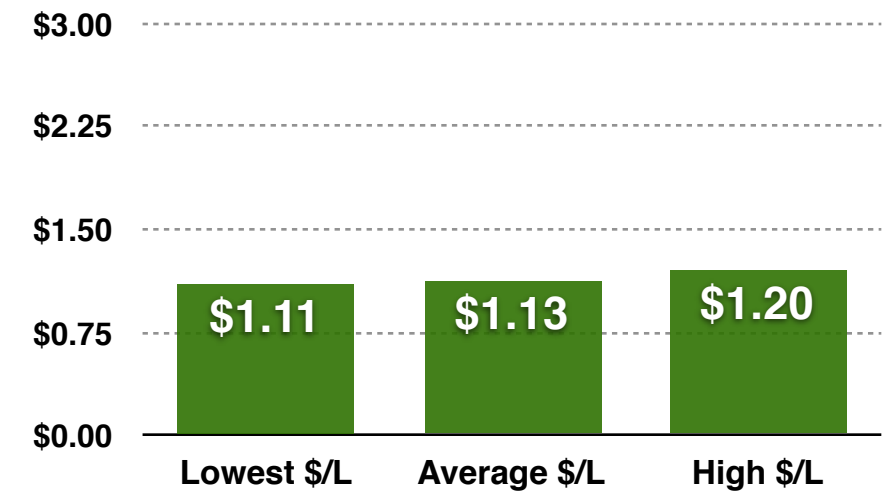


# Canadian Fluid Milk Report

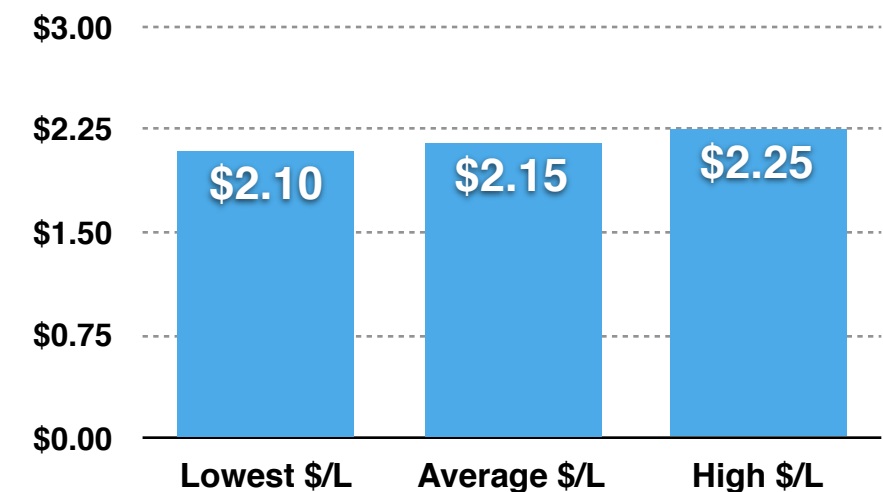
## Sudbury, ON

	June 2019 Price 2% Milk - 4L Size	March 2020 Price 2% Milk - 4L Size	Price Per Litre	June 2019 Price 2% Milk - 2L Size	March 2020 Price 2% Milk - 2L Size	Price Per Litre
Costco	NA	\$4.45	\$1.11	NA	NA	NA
Food Basics	\$4.39	\$4.49	\$1.12	\$3.99	NA	NA
Independent	\$4.39	\$4.49	\$1.12	\$4.09	\$4.29	\$2.15
Mac's	NA	\$4.79	\$1.20	NA	\$4.49	\$2.25
Metro	\$4.39	\$4.49	\$1.12	\$4.39	\$4.29	\$2.15
Shoppers Drug Mart	\$4.47	\$4.49	\$1.12	\$4.19	\$4.19	\$2.10
Superstore	\$4.39	\$4.49	\$1.12	\$4.17	\$4.28	\$2.14
Walmart	NA	\$4.49	\$1.12	NA	\$4.27	\$2.14

Market Price Summary 2% Milk 4L Size



Market Price Summary 2% Milk 2L Size

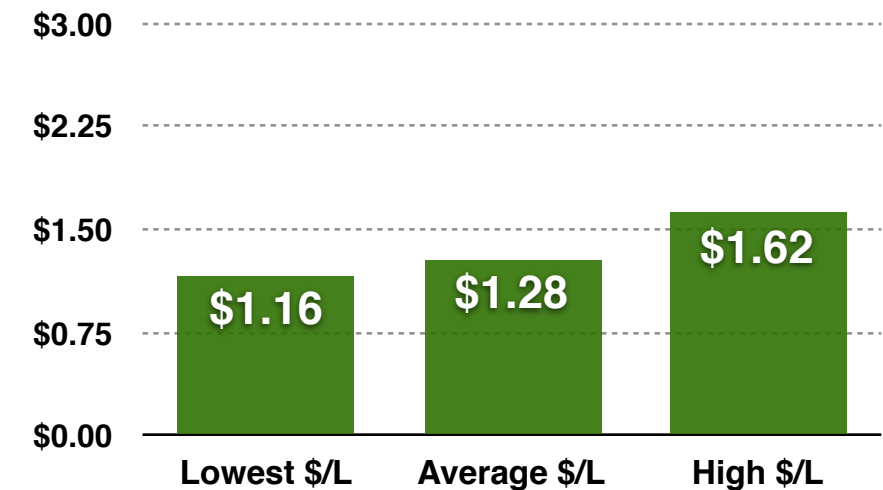


# Canadian Fluid Milk Report

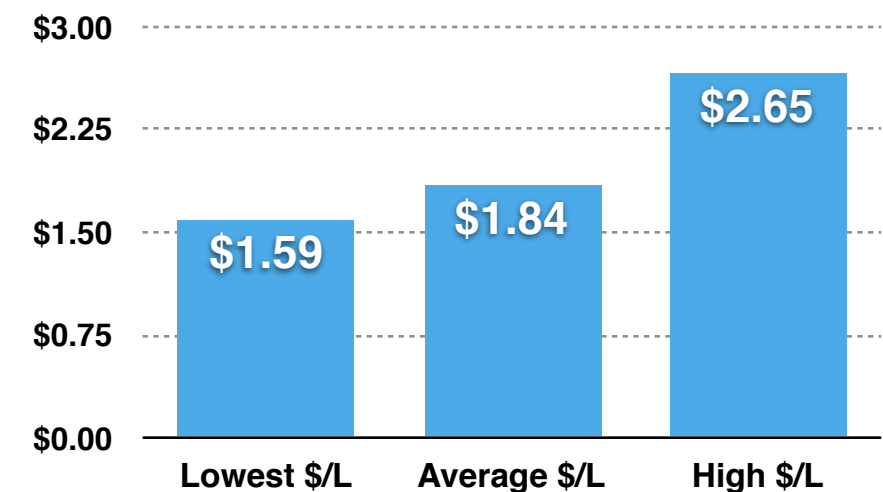
## Winnipeg, MB

	June 2019 Price 2% Milk - 4L Size	March 2020 Price 2% Milk - 4L Size	Price Per Litre	June 2019 Price 2% Milk - 2L Size	March 2020 Price 2% Milk - 2L Size	Price Per Litre
7-Eleven	\$5.99	\$5.99	\$1.50	\$3.99	\$3.99	\$2.00
Co-op	\$4.59	\$5.59	\$1.40	\$3.09	\$3.19	\$1.60
Costco	\$4.55	\$4.65	\$1.16	NA	NA	NA
Extra Foods	\$4.55	\$4.67	\$1.17	\$3.28	\$3.17	\$1.59
Mac's	\$5.99	\$6.49	\$1.62	NA	\$5.29	\$2.65
Safeway	\$4.67	\$4.79	\$1.20	\$3.36	\$3.39	\$1.70
Shoppers Drug Mart	\$4.74	\$4.75	\$1.19	\$3.99	\$3.99	\$2.00
Sobeys	\$4.67	\$4.79	\$1.20	\$3.36	\$3.39	\$1.70
Superstore	\$4.55	\$4.67	\$1.17	\$3.38	\$3.36	\$1.68
Walmart	\$4.64	\$4.64	\$1.16	\$3.09	\$3.36	\$1.68

Market Price Summary 2% Milk 4L Size



Market Price Summary 2% Milk 2L Size

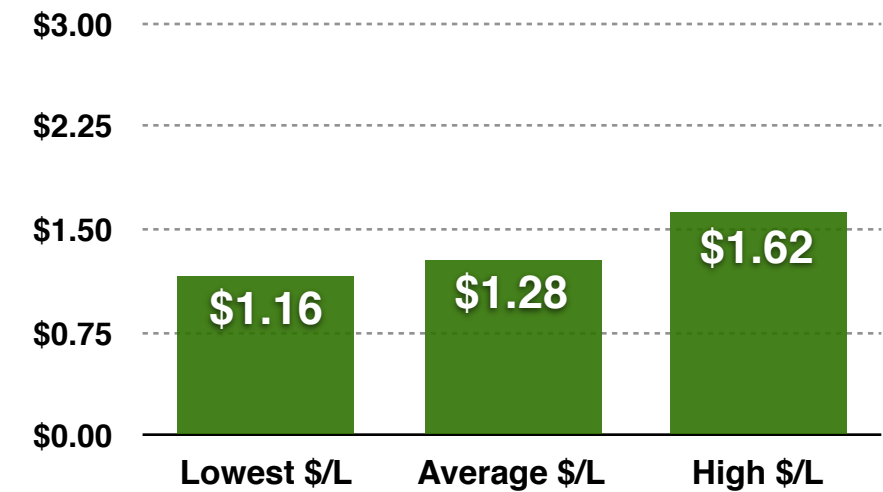


# Canadian Fluid Milk Report

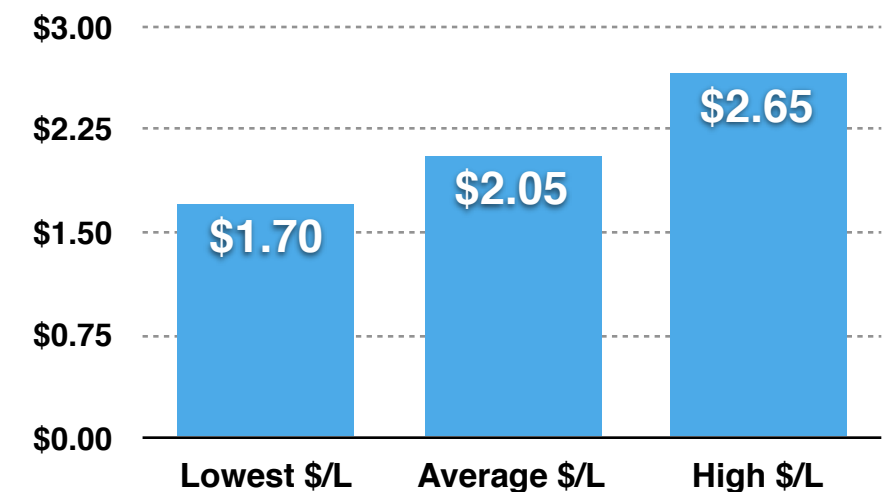
## Regina, SK

	June 2019 Price 2% Milk - 4L Size	March 2020 Price 2% Milk - 4L Size	Price Per Litre	June 2019 Price 2% Milk - 2L Size	March 2020 Price 2% Milk - 2L Size	Price Per Litre
7-Eleven	\$5.99	\$6.19	\$1.55	\$4.59	\$4.99	\$2.50
Co-op	\$4.59	\$5.59	\$1.40	\$3.69	\$3.79	\$1.90
Costco	\$4.55	\$4.65	\$1.16	NA	NA	NA
Extra Foods	\$4.55	\$4.67	\$1.17	\$3.57	\$3.87	\$1.94
Mac's	\$5.99	\$6.49	\$1.62	\$4.79	\$5.29	\$2.65
Safeway	\$4.75	\$4.79	\$1.20	\$3.63	\$3.79	\$1.90
Shoppers Drug Mart	\$4.74	\$4.75	\$1.19	\$3.99	\$3.99	\$2.00
Sobeys	\$4.75	\$4.79	\$1.20	\$3.63	\$3.39	\$1.70
Superstore	\$4.74	\$4.65	\$1.16	\$3.58	\$3.83	\$1.92
Walmart	\$4.74	\$4.67	\$1.17	\$3.43	\$3.87	\$1.94

Market Price Summary 2% Milk 4L Size



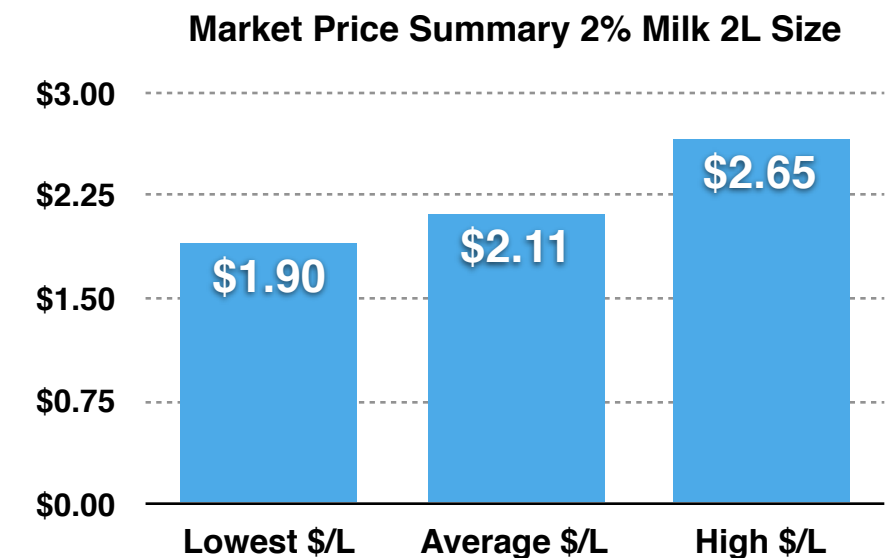
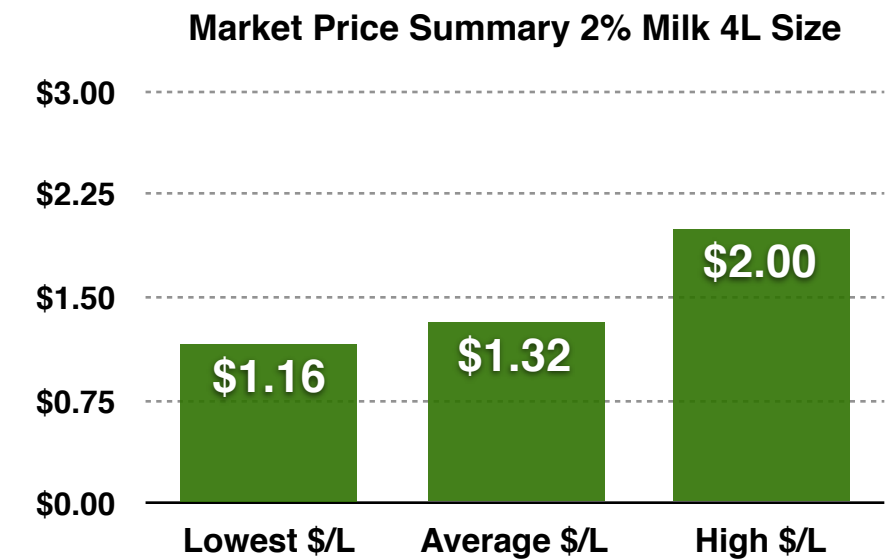
Market Price Summary 2% Milk 2L Size



# Canadian Fluid Milk Report

## Calgary, AB

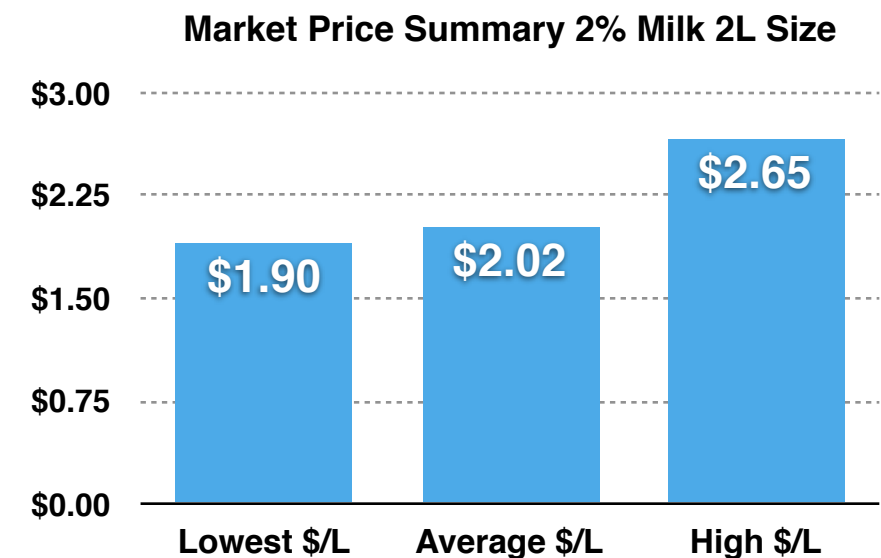
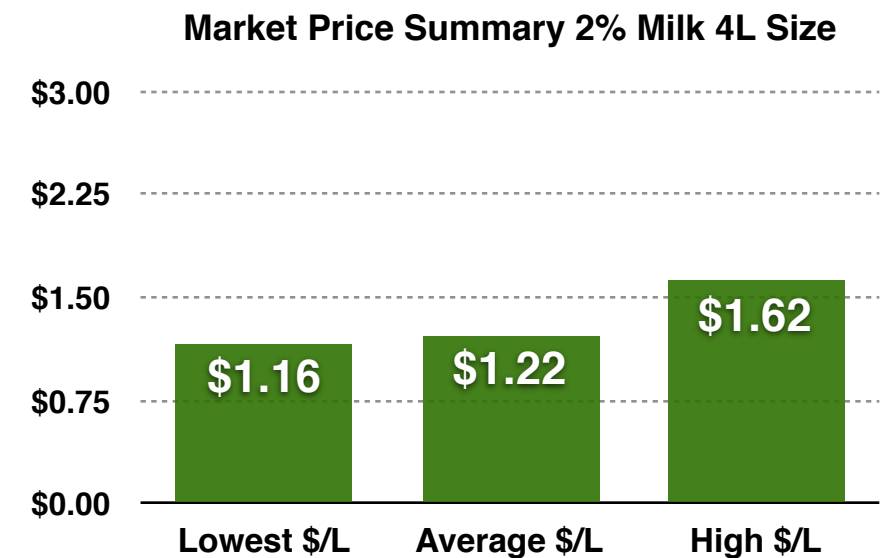
	June 2019 Price 2% Milk - 4L Size	March 2020 Price 2% Milk - 4L Size	Price Per Litre	June 2019 Price 2% Milk - 2L Size	March 2020 Price 2% Milk - 2L Size	Price Per Litre
7-Eleven	\$5.49	\$5.69	\$1.42	\$4.79	\$4.99	\$2.50
Co-op	\$4.59	\$5.59	\$1.40	\$3.69	\$3.79	\$1.90
Costco	\$4.49	\$4.65	\$1.16	NA	NA	NA
Mac's	\$5.99	\$7.99	\$2.00	\$4.79	\$5.29	\$2.65
No Frills	\$4.55	\$4.67	\$1.17	\$3.67	\$3.87	\$1.94
Safeway	\$4.75	\$4.79	\$1.20	\$3.73	\$3.88	\$1.94
Shoppers Drug Mart	\$4.74	\$4.75	\$1.19	NA	NA	NA
Superstore	\$4.55	\$4.65	\$1.16	\$3.68	\$3.83	\$1.92
Walmart	\$4.74	\$4.64	\$1.16	NA	\$3.83	\$1.92



# Canadian Fluid Milk Report

## Edmonton, AB

	June 2019 Price 2% Milk - 4L Size	March 2020 Price 2% Milk - 4L Size	Price Per Litre	June 2019 Price 2% Milk - 2L Size	March 2020 Price 2% Milk - 2L Size	Price Per Litre
Costco	\$4.49	\$4.65	\$1.16	NA	NA	NA
Mac's	\$5.99	\$6.49	\$1.62	\$4.79	\$5.29	\$2.65
No Frills	\$4.55	\$4.67	\$1.17	NA	\$3.87	\$1.94
Safeway	\$4.75	\$4.79	\$1.20	\$3.63	\$3.79	\$1.90
Save On Foods	\$4.59	\$4.75	\$1.19	\$3.69	\$3.79	\$1.90
Shoppers Drug Mart	\$4.74	\$4.75	\$1.19	\$3.99	\$3.99	\$2.00
Superstore	\$4.55	\$4.67	\$1.17	\$3.68	\$3.83	\$1.92
Walmart	\$4.55	\$4.64	\$1.16	\$3.43	\$3.83	\$1.92
Sobeys	\$4.75	\$4.67	\$1.17	\$3.63	\$3.87	\$1.94

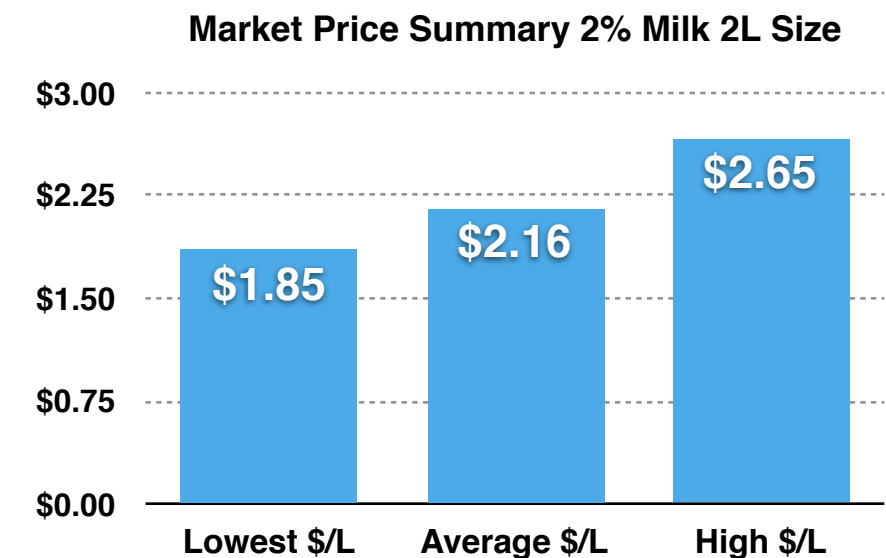
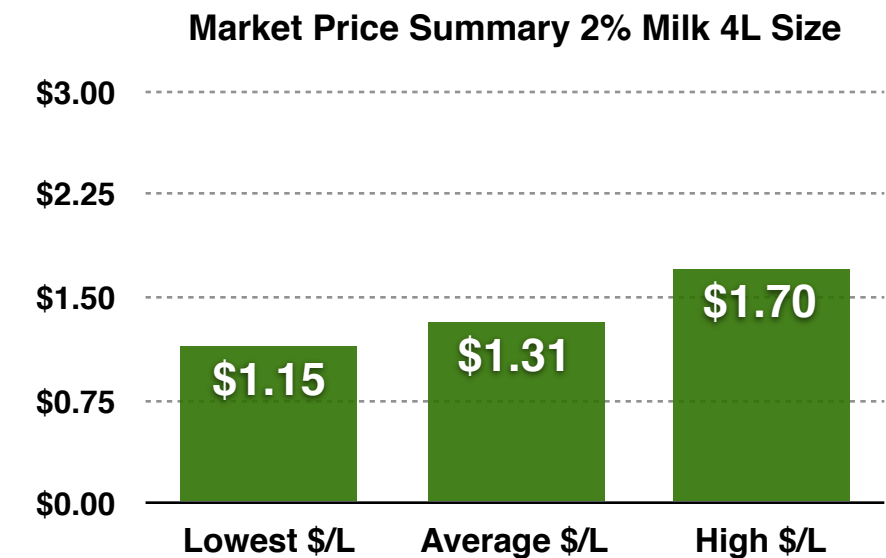




# Canadian Fluid Milk Report

## Kelowna, BC

	June 2019 Price 2% Milk - 4L Size	March 2020 Price 2% Milk - 4L Size	Price Per Litre	June 2019 Price 2% Milk - 2L Size	March 2020 Price 2% Milk - 2L Size	Price Per Litre
Costco	NA	\$4.59	\$1.15	NA	NA	NA
7-Eleven	NA	\$6.79	\$1.70	\$4.49	\$4.79	\$2.40
Extra Foods	\$4.89	\$4.79	\$1.20	\$3.59	\$3.69	\$1.85
IGA Marketplace	\$5.09	\$5.09	\$1.27	\$3.79	\$4.45	\$2.23
Mac's	\$5.99	\$6.49	\$1.62	\$4.79	\$5.29	\$2.65
Save On Foods	\$4.55	\$4.79	\$1.20	\$3.69	\$4.09	\$2.05
Shoppers Drug Mart	\$4.67	\$4.59	\$1.15	\$3.99	\$3.99	\$2.00
Superstore	\$4.49	\$4.74	\$1.19	\$3.78	\$3.83	\$1.92

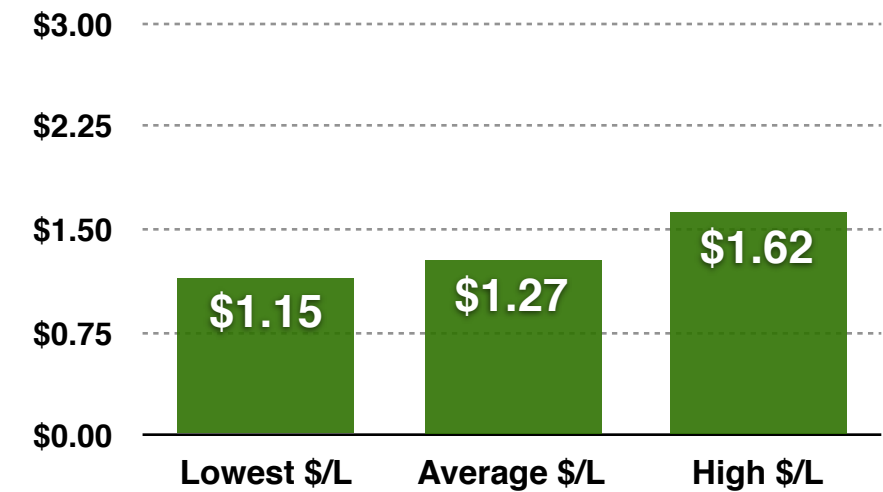


# Canadian Fluid Milk Report

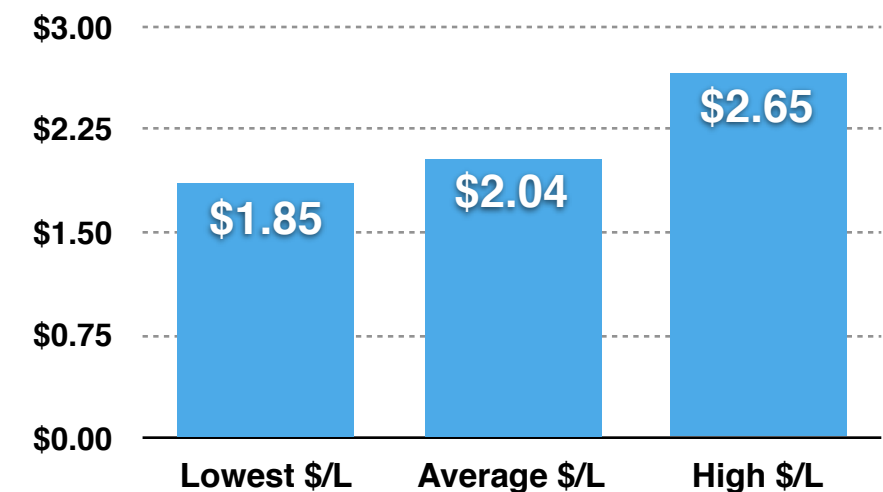
## Burnaby / Coquitlam, BC

	June 2019 Price 2% Milk - 4L Size	March 2020 Price 2% Milk - 4L Size	Price Per Litre	June 2019 Price 2% Milk - 2L Size	March 2020 Price 2% Milk - 2L Size	Price Per Litre
7-Eleven	\$5.99	\$6.25	\$1.56	\$3.99	\$3.99	\$2.00
Costco	\$4.49	\$4.59	\$1.15	NA	NA	NA
Extra Foods	\$4.89	\$4.99	\$1.25	\$3.59	\$3.69	\$1.85
IGA Marketplace	\$4.55	\$4.79	\$1.20	\$3.69	\$4.09	\$2.05
Mac's	\$5.99	\$6.49	\$1.62	\$4.79	\$5.29	\$2.65
Save On Foods	\$4.55	\$4.79	\$1.20	\$3.69	\$4.09	\$2.05
Shoppers Drug Mart	\$4.67	\$4.59	\$1.15	NA	\$3.99	\$2.00
Superstore	\$4.49	\$4.74	\$1.19	\$3.78	\$3.83	\$1.92
Thrifty Foods	\$4.55	\$4.79	\$1.20	\$3.69	\$3.85	\$1.93
Walmart	\$4.49	\$4.74	\$1.19	\$3.58	\$3.82	\$1.91

Market Price Summary 2% Milk 4L Size



Market Price Summary 2% Milk 2L Size

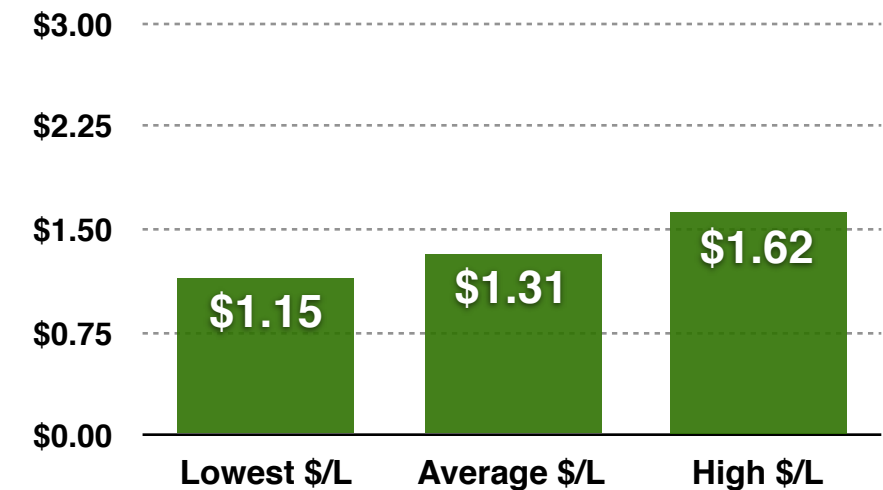


# Canadian Fluid Milk Report

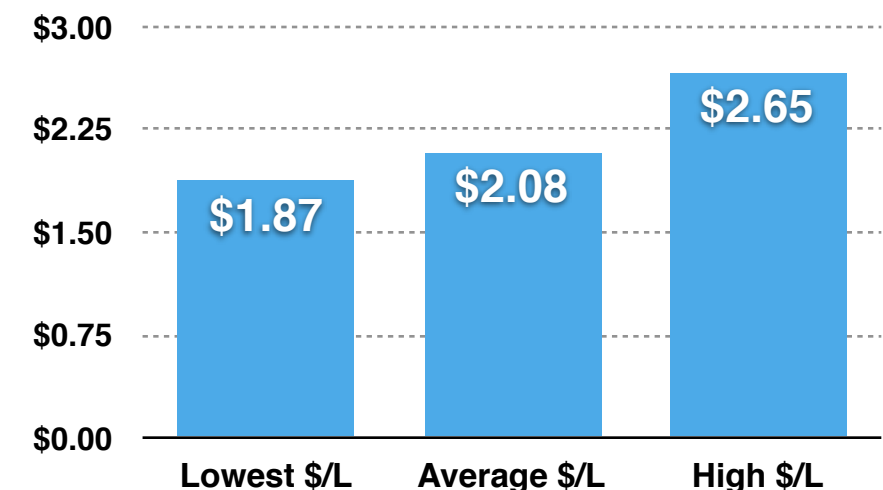
## Langford/Victoria, BC

	June 2019 Price 2% Milk - 4L Size	March 2020 Price 2% Milk - 4L Size	Price Per Litre	June 2019 Price 2% Milk - 2L Size	March 2020 Price 2% Milk - 2L Size	Price Per Litre
7-Eleven	\$5.99	\$6.25	\$1.56	\$4.39	\$4.59	\$2.30
Costco	\$4.49	\$4.59	\$1.15	NA	NA	NA
Mac's	\$5.99	\$6.49	\$1.62	\$4.79	\$5.29	\$2.65
Save On Foods	\$4.55	\$4.75	\$1.19	\$3.69	\$3.85	\$1.93
Shoppers Drug Mart	\$4.67	\$4.59	\$1.15	\$3.99	\$3.99	\$2.00
Superstore	\$4.49	\$4.74	\$1.19	\$3.78	\$3.83	\$1.92
Thrifty Foods	\$4.68	\$5.68	\$1.42	\$3.73	\$3.73	\$1.87
Walmart	\$4.49	\$4.74	\$1.19	\$3.68	\$3.82	\$1.91

Market Price Summary 2% Milk 4L Size



Market Price Summary 2% Milk 2L Size



# Canadian Fluid Milk Report - Methodology

Price audits were conducted using Field Agent Canada's panel of over 100,000 smartphone users who have downloaded our free app and conduct audits, mystery shops and shopper surveys from Coast-to-Coast.

Data was collected in 174 stores from February 25 - March 4, 2020 in 20 markets across Canada with at least one market in each of the ten provinces.

We measured retail prices on 2% milk products which represent the largest segment of Canadian Fluid Milk sales.

Agents collected the regular price point and any promotional price points available for 2% Milk including both 2L and 4L sizes, and carton, jug and bagged formats.

The CURRENT PRICE reflected in this report is the retail shelf price excluding any current promotions.

Prices recorded were the prices shown on shelf tags, on-pack price stickers or store signage. Where prices were not available the current price was sourced through the store clerk and recorded.

When multiple offerings of 2% milk were present, the lowest priced 2% Milk in both the 2L and 4L segments was recorded.

Prices are for base milk products. Value added products such as "fine-filtered", "organic" or "lactose free" varieties were excluded.