

A glass of milk with a blue and white striped straw on a wooden table. The background is a blurred green lawn.

How much are Canadians paying for milk?
Canadian Fluid Milk Report - February 2022

Canadian Fluid Milk Report

Executive Summary

One of Field Agent's most popular reports on the Canadian grocery industry is back! The February 2022 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.

Inflation is at its highest level in thirty years and Canadian consumers are paying more for a wide range of products. This is putting a strain on household budgets and increasing the grocery bill for Canadians from coast-to-coast.

In late 2021, the Canadian Dairy Commission (CDC) announced a farm gate price increase scheduled for February 1, 2022 of \$0.06 per litre of milk, in order to cover increasing input and production costs such as feed, fertilizer and energy. "If these prices were passed directly through to consumers we would have seen an increase of \$0.24 per 4L package of milk." explained Jeff Doucette, General Manager of Field Agent Canada.

"However, since our last report in June 2021 we have seen prices of 4L milk increase by an average of \$0.52 per unit nationally, which is equivalent to a 9.5% increase." Doucette said. "The current inflation rate, which is at historic levels, is 5.1%. We are seeing milk prices growing at almost twice the rate of inflation as dairies and retailers also pass along their own increases on top of the farm gate increase."

The most expensive average price for milk in Canada is now in Charlottetown, PE where a 4L package of 2% milk currently averages a whopping \$7.85, an 18.1% increase vs. June 2021. The cheapest average price for milk is found in Mississauga, ON where a 4L jug is \$5.23. "The disparity between regions in the price of this commodity starkly underlines that the inefficiencies of smaller producers and markets has a direct impact on the pocketbooks of families." highlights Doucette.

Field Agent found that the cheapest stores to buy milk in Canada right now include Costco in Mississauga and Scarborough, as well as at Walmart in Winnipeg. All three stores had the same price in June 2021, so we may still see those prices increase in the near future as it is very challenging for retailers to not pass along cost increases that are hitting stores en masse right now.

Field Agent Canada conducted its cross-country price survey on fluid milk prices at 169 retailers in 20 markets from coast-to-coast between February 7th to February 16, 2022. The survey compared prices recorded at the same outlets back in June 2021, highlighting any shifts that have taken place over the last 8 months. Additionally, we looked at prices for milk at Walmart stores in five border communities in the US to provide a comparative benchmark of the cost of similar products in the larger US market.

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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.

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Canadian Fluid Milk Report

Price Survey - Cheapest Average 4L Milk Prices by City

The **LEAST EXPENSIVE** city to buy milk in Canada is Mississauga, with an average cost of \$1.31/L on 4L packages of 2% milk.

The **MOST EXPENSIVE** city to buy milk in Canada is Charlottetown, with an average cost of \$1.96/L on 4L packages of 2% milk.

Canadian Fluid Milk Report

Price Survey - Cheapest Milk Across Canada

The **LEAST EXPENSIVE** milk in Canada is at Costco in Mississauga & Scarborough and Walmart in Winnipeg with a 4L of 2% Milk retailing for \$4.65 (\$1.16/L).

The **MOST EXPENSIVE** milk in Canada was found at Circle K in Halifax with 2L of 2% Milk retailing for \$5.85 (\$2.93/L).

Canadian Fluid Milk Report

Least Expensive / Most Expensive Milk Packages



Least Expensive Milk

Costco - Mississauga & Scarborough
Walmart - Winnipeg

4L - \$4.65

Cost Per Litre = \$1.16



Most Expensive Milk

Circle K - Halifax

2L - \$5.85

Cost Per Litre = \$2.93

Canadian Fluid Milk Report - Average Price by Market

	Average Current Price 2% Milk - 4L Size	Average Price Per Litre	Change vs. June 2021	Index v. National	Rank	Average Current Price 2% Milk - 2L Size	Average Price Per Litre	Index v. National	Rank
National Average	\$6.00	\$1.50	9.5%	100	NA	\$4.40	\$2.20	100	NA
St. John's, NL	NA	NA	NA	NA	NA	\$3.82	\$1.91	87	1
Halifax, NS	\$6.51	\$1.63	9.2%	109	15	\$4.36	\$2.18	99	9
Moncton, NB	\$7.61	\$1.90	6.7%	127	18	\$4.13	\$2.06	94	4
Charlottetown, PE	\$7.85	\$1.96	18.1%	131	19	\$4.21	\$2.11	96	6
Laval, QC	\$7.16	\$1.79	2.9%	119	16	\$4.14	\$2.07	94	4
Quebec City, QC	\$7.29	\$1.82	5.8%	121	17	\$4.07	\$2.04	93	3
Ottawa / Nepean, ON	\$5.31	\$1.33	12.7%	89	3	\$4.81	\$2.41	110	16
Mississauga, ON	\$5.23	\$1.31	1.6%	87	1	\$4.81	\$2.40	109	15
Scarborough, ON	\$5.28	\$1.32	11.9%	88	2	\$4.56	\$2.28	104	13
Toronto, ON	\$5.55	\$1.39	13.0%	93	9	\$4.82	\$2.41	110	16
London, ON	\$5.35	\$1.33	8.1%	89	3	\$4.81	\$2.41	110	16
Windsor, ON	\$5.46	\$1.37	11.4%	91	7	\$4.90	\$2.45	111	19
Sudbury, ON	\$5.39	\$1.35	15.4%	90	6	\$4.74	\$2.37	108	14
Winnipeg, MB	\$5.63	\$1.41	13.7%	94	10	\$3.88	\$1.94	88	2
Regina, SK	\$5.63	\$1.41	3.7%	94	10	\$4.36	\$2.18	99	9
Edmonton, AB	\$5.38	\$1.34	6.3%	89	3	\$4.30	\$2.15	98	7
Calgary, AB	\$5.68	\$1.46	6.6%	97	12	\$4.45	\$2.22	101	12
Kelowna, BC	\$5.81	\$1.45	8.2%	97	12	\$4.30	\$2.15	98	7
Burnaby / Coquitlam, BC	\$5.85	\$1.46	9.8%	97	12	\$4.67	\$2.34	106	14
Langford/Victoria, BC	\$5.44	\$1.36	10.6%	91	7	\$4.39	\$2.20	100	11

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	\$3.19	\$0.84	\$1.06	\$4.24
Grand Forks, ND	\$3.54	\$0.94	\$1.19	\$4.76
Amherst, NY	\$2.92	\$0.77	\$0.97	\$3.88
Saint Albans, VT	\$3.99	\$1.06	\$1.34	\$5.36
Houlton, ME	\$3.99	\$1.06	\$1.34	\$5.36



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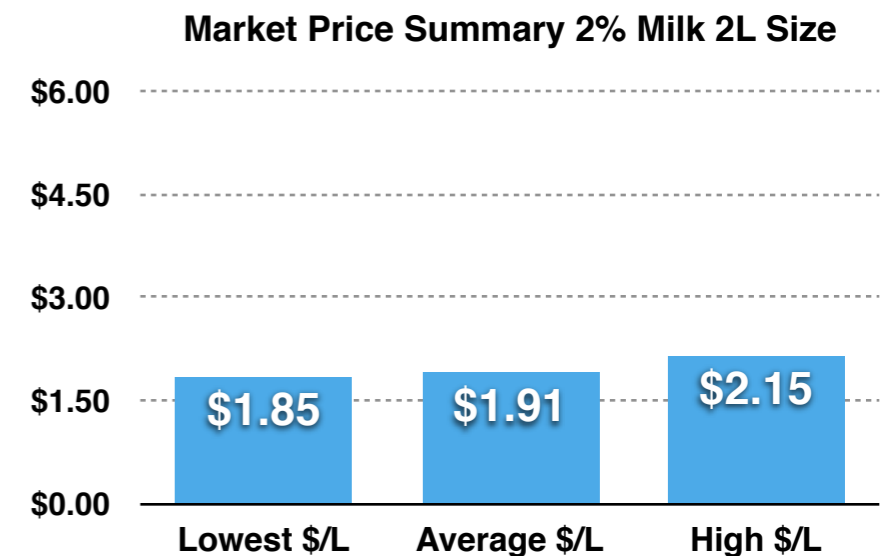
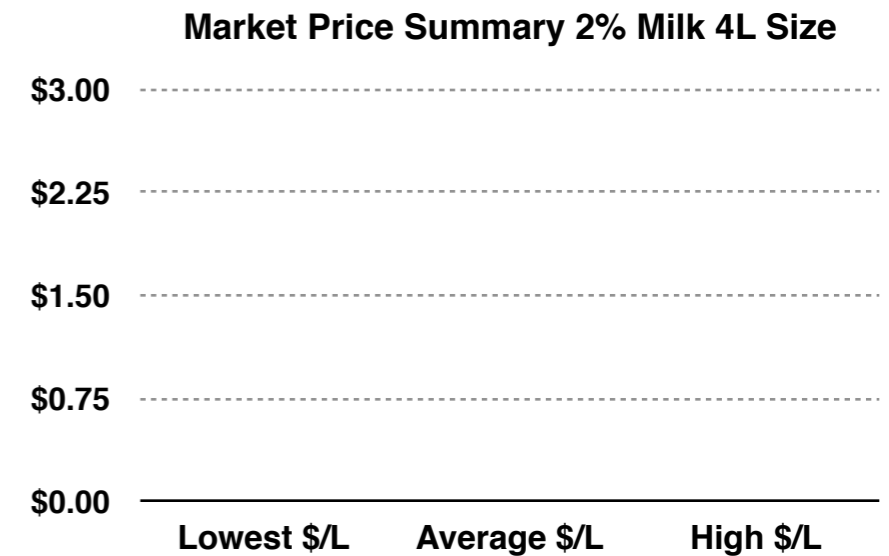
\$3.54 2.8 ¢/fl oz
 Great Value 2% Reduced Fat Milk,
 Gallon, 128 fl oz

Source: Walmart.com

Canadian Fluid Milk Report

St. John's, NL

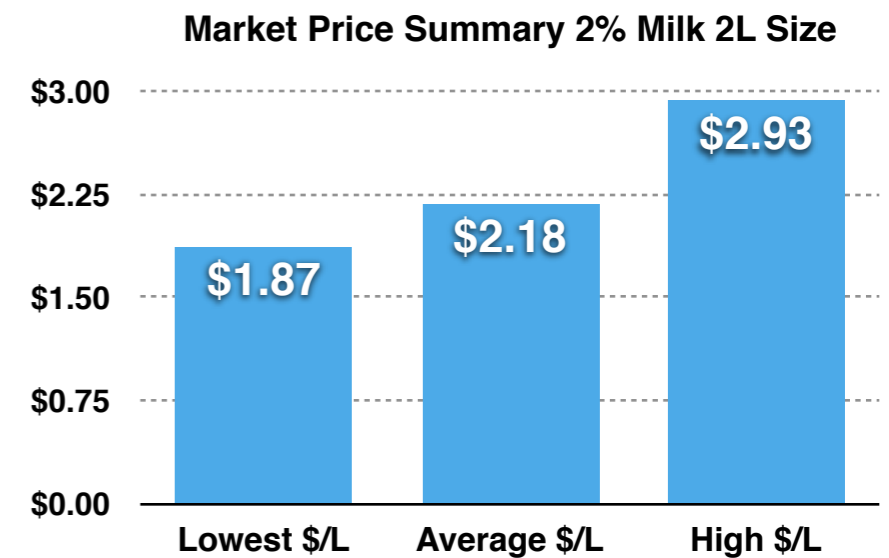
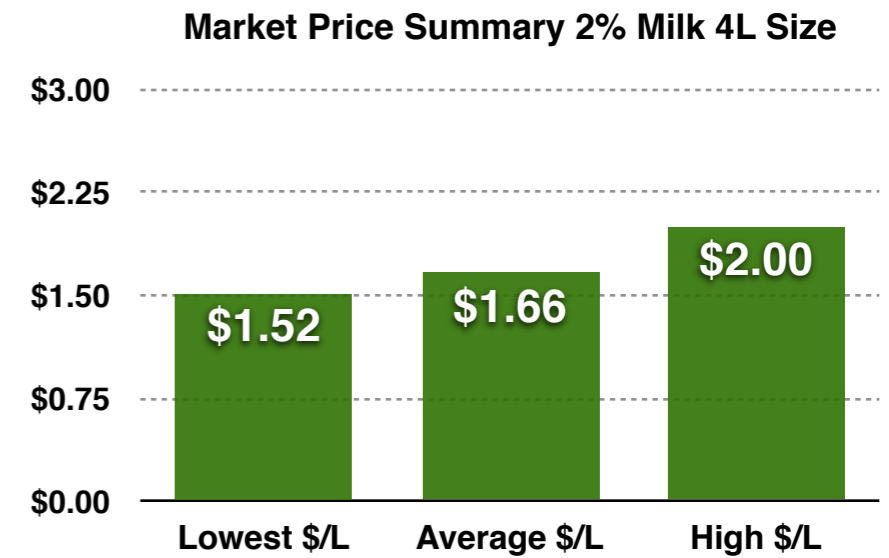
	March 2020 Price 2% Milk - 4L Size	February 2022 Price 2% Milk - 4L Size	Price Per Litre	June 2021 Price 2% Milk - 2L Size	February 2022 Price 2% Milk - 2L Size	Price Per Litre
Circle K	NA	NA	NA	\$4.99	NA	NA
Costco	NA	NA	NA	\$3.39	\$3.69	\$1.85
Dominion	NA	NA	NA	\$3.59	\$3.89	\$1.95
Needs	NA	NA	NA	\$4.29	\$4.29	\$2.15
Shoppers Drug Mart	NA	NA	NA	\$3.58	\$3.89	\$1.95
Sobeys	NA	NA	NA	\$3.88	\$3.93	\$1.97
Walmart	NA	NA	NA	\$3.58	\$3.89	\$1.95



Canadian Fluid Milk Report

Halifax, NS

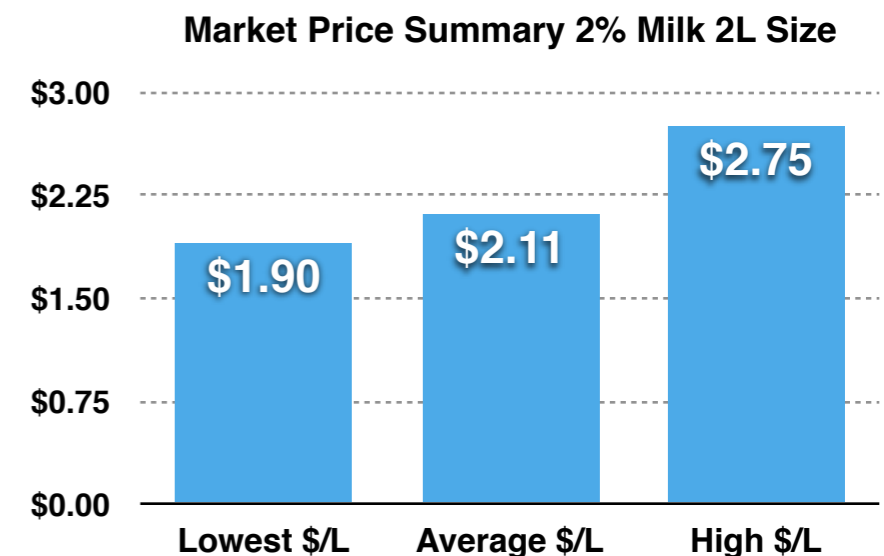
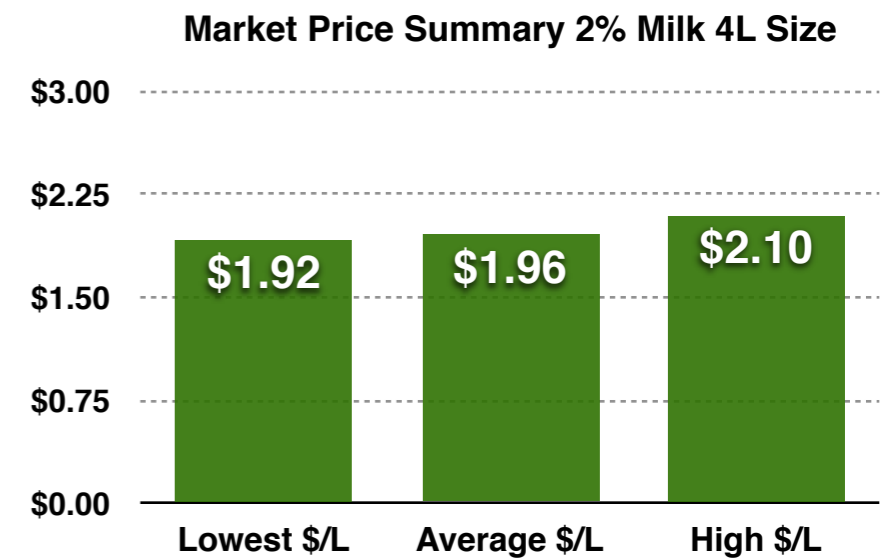
	June 2021 Price 2% Milk - 4L Size	February 2022 Price 2% Milk - 4L Size	Price Per Litre	June 2021 Price 2% Milk - 2L Size	February 2022 Price 2% Milk - 2L Size	Price Per Litre
Circle K	\$5.85	NA	NA	\$4.99	\$5.85	\$2.93
Costco	\$5.75	\$6.09	\$1.52	NA	NA	NA
Petro Canada	NA	\$7.99	\$2.00	NA	\$4.59	\$2.30
Shoppers Drug Mart	\$5.49	\$6.19	\$1.55	\$3.49	\$3.74	\$1.87
Sobeys	\$5.68	\$6.89	\$1.72	\$3.54	\$4.39	\$2.20
Superstore	\$5.79	\$6.29	\$1.57	\$3.49	\$3.79	\$1.90
Walmart	\$5.77	\$6.29	\$1.57	\$3.48	\$3.79	\$1.90



Canadian Fluid Milk Report

Charlottetown, PE

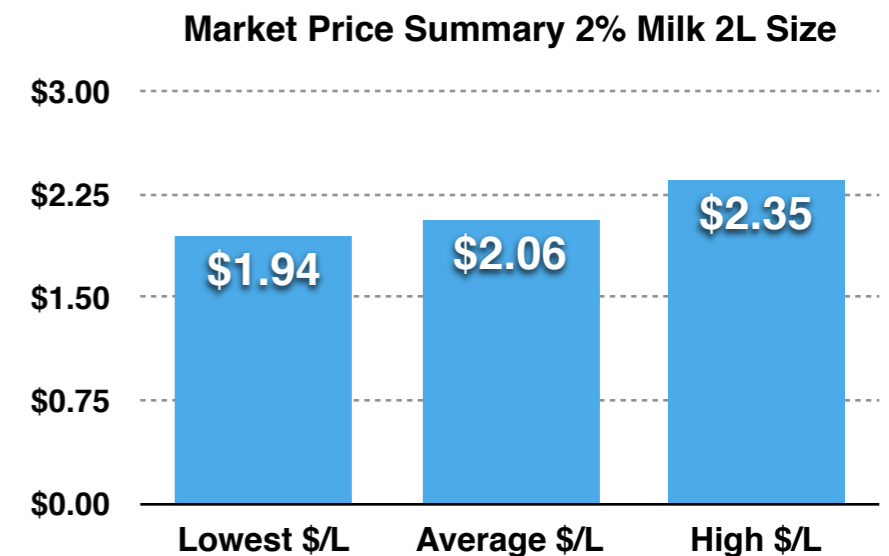
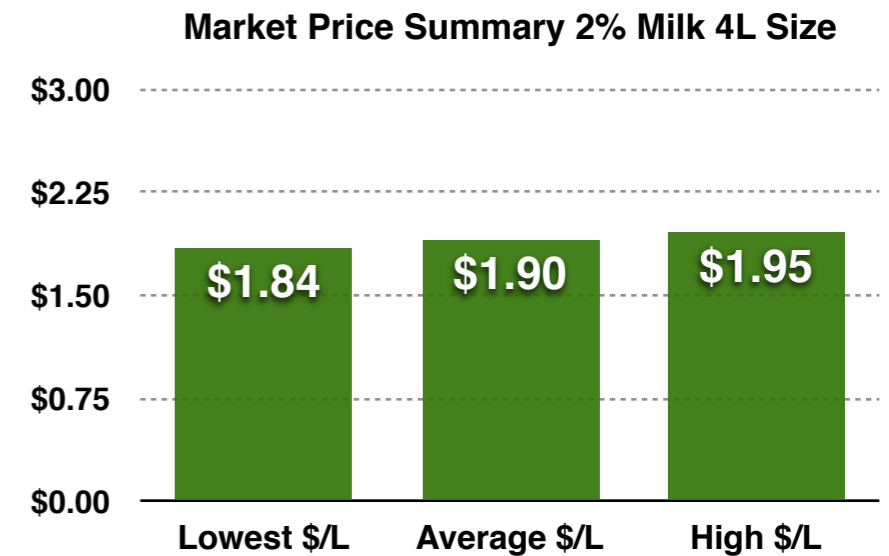
	June 2021 Price 2% Milk - 4L Size	February 2022 Price 2% Milk - 4L Size	Price Per Litre	June 2021 Price 2% Milk - 2L Size	February 2022 Price 2% Milk - 2L Size	Price Per Litre
Circle K	NA	\$8.39	\$2.10	\$4.29	\$5.49	\$2.75
Sobeys	\$5.69	\$7.79	\$1.95	\$3.75	\$3.99	\$2.00
Superstore	\$5.89	\$7.69	\$1.92	\$3.59	\$3.89	\$1.95
Walmart	\$7.29	\$7.69	\$1.92	\$3.58	\$3.89	\$1.95
Shoppers Drug Mart	\$7.69	\$7.69	\$1.92	\$3.58	\$3.79	\$1.90



Canadian Fluid Milk Report

Moncton, NB

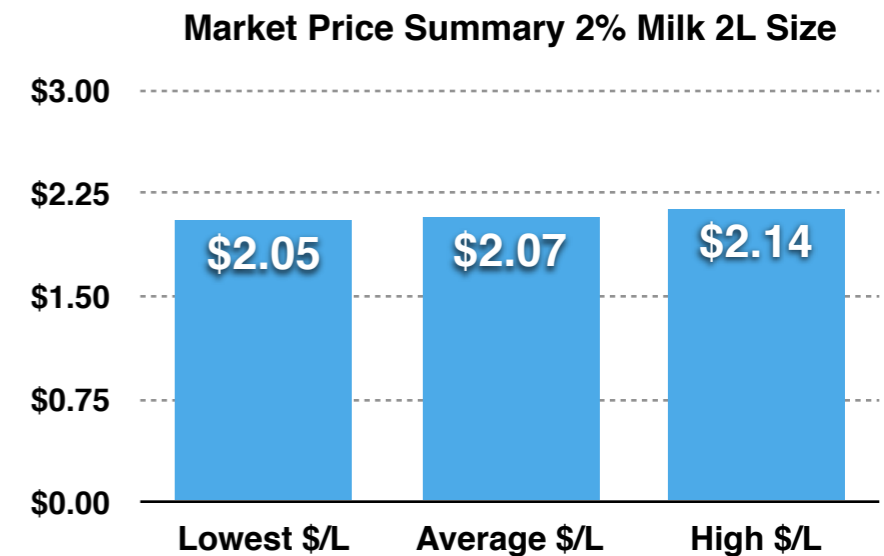
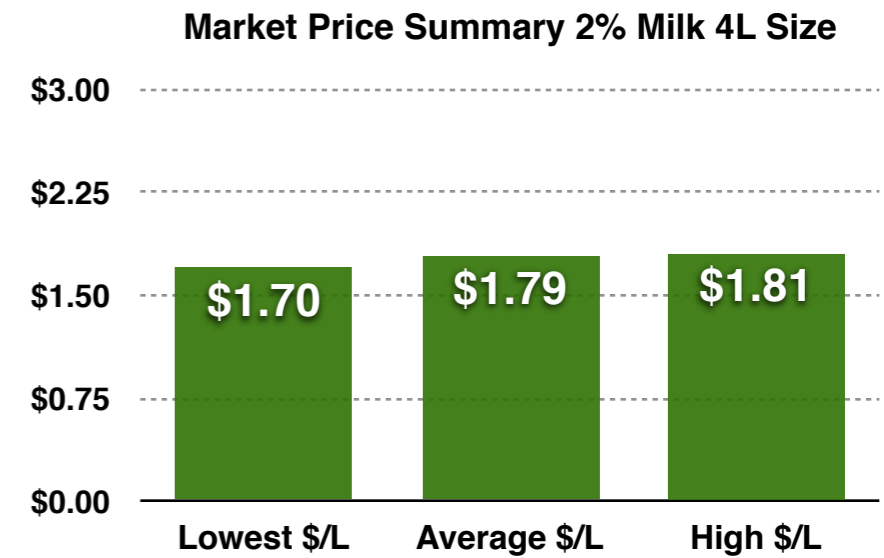
	June 2021 Price 2% Milk - 4L Size	February 2022 Price 2% Milk - 4L Size	Price Per Litre	June 2021 Price 2% Milk - 2L Size	February 2022 Price 2% Milk - 2L Size	Price Per Litre
Costco	\$6.99	\$7.60	\$1.90	\$3.69	\$3.89	\$1.95
Shoppers Drug Mart	\$7.15	\$7.35	\$1.84	\$3.67	\$3.88	\$1.94
Sobeys	\$7.19	\$7.69	\$1.92	\$3.85	\$4.09	\$2.05
Walmart	\$7.15	\$7.79	\$1.95	\$3.85	\$4.09	\$2.05
Needs	NA	NA	NA	NA	\$4.69	\$2.35



Canadian Fluid Milk Report

Laval, QC

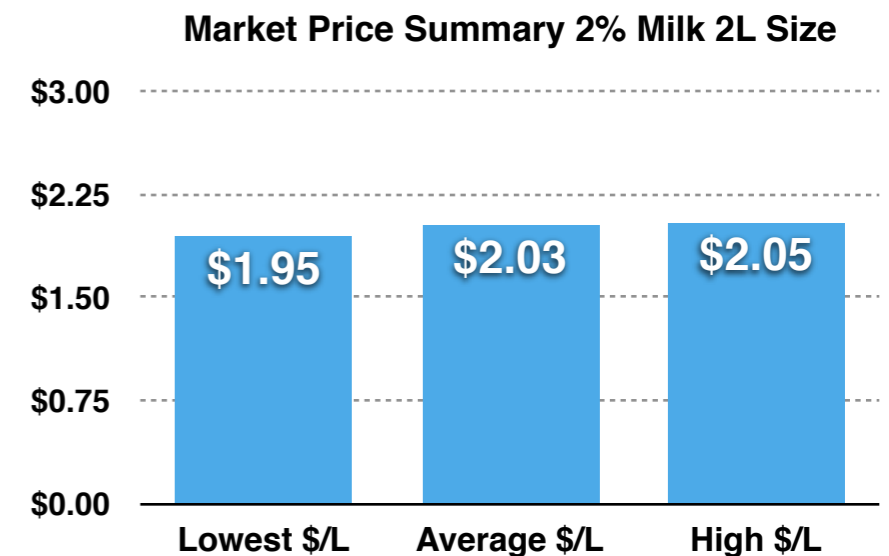
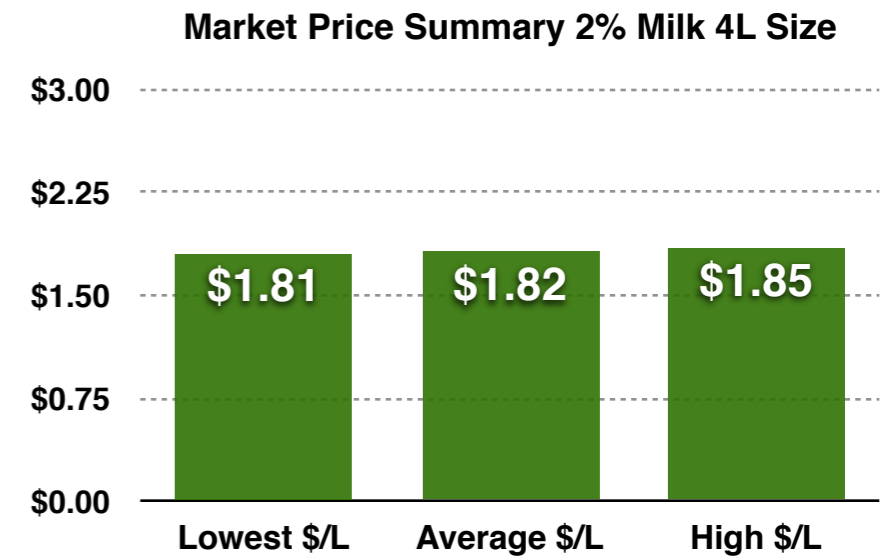
	June 2021 Price 2% Milk - 4L Size	February 2022 Price 2% Milk - 4L Size	Price Per Litre	June 2021 Price 2% Milk - 2L Size	February 2022 Price 2% Milk - 2L Size	Price Per Litre
IGA Extra	\$6.86	\$7.25	\$1.81	\$3.90	\$4.10	\$2.05
Maxi	\$6.86	\$6.79	\$1.70	\$3.90	\$4.10	\$2.05
Metro	\$6.86	\$7.25	\$1.81	\$3.90	\$4.10	\$2.05
Pharmaprix	\$7.49	\$7.25	\$1.81	\$4.99	\$4.28	\$2.14
Walmart	\$6.86	\$7.25	\$1.81	\$3.88	\$4.10	\$2.05



Canadian Fluid Milk Report

Quebec City, QC

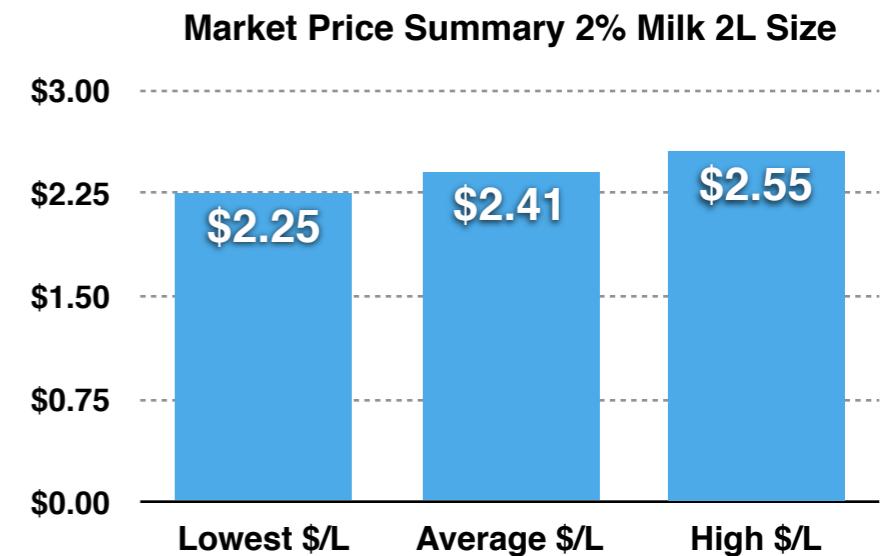
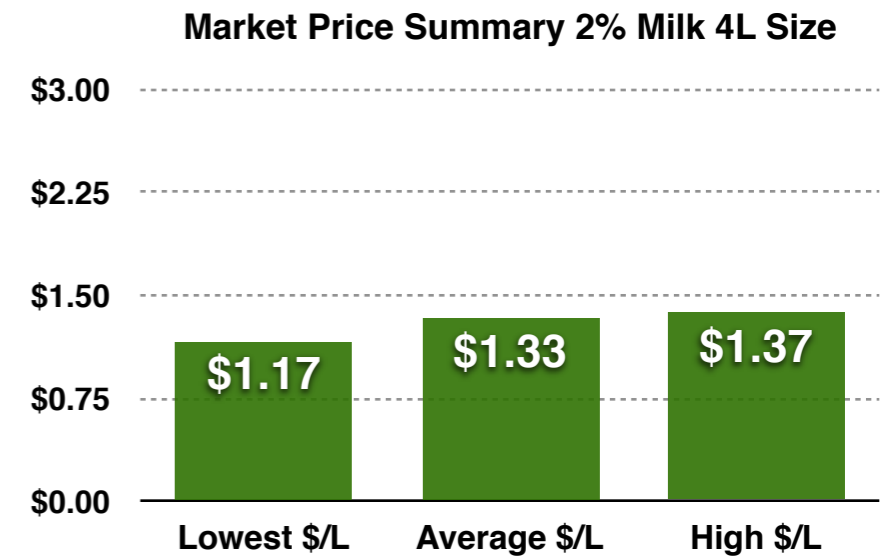
	June 2021 Price 2% Milk - 4L Size	February 2022 Price 2% Milk - 4L Size	Price Per Litre	June 2021 Price 2% Milk - 2L Size	June 2021 Price 2% Milk - 2L Size	Price Per Litre
IGA Extra	\$6.86	\$7.25	\$1.81	\$3.90	\$4.10	\$2.05
Costco	\$6.86	\$7.25	\$1.81	\$3.59	\$3.89	\$1.95
Maxi	\$6.86	\$7.39	\$1.85	\$3.88	\$4.10	\$2.05
Pharmaprix	\$6.86	\$7.25	\$1.81	\$3.90	\$4.10	\$2.05
Provigo	\$6.86	\$7.39	\$1.85	\$3.90	\$4.10	\$2.05
Super C	\$6.86	\$7.25	\$1.81	\$3.90	\$4.10	\$2.05
Walmart	\$6.86	\$7.25	\$1.81	\$3.90	\$4.10	\$2.05
Shell/Boni Soir	NA	\$7.25	\$1.81	NA	\$4.10	\$2.05



Canadian Fluid Milk Report

Ottawa / Nepean, ON

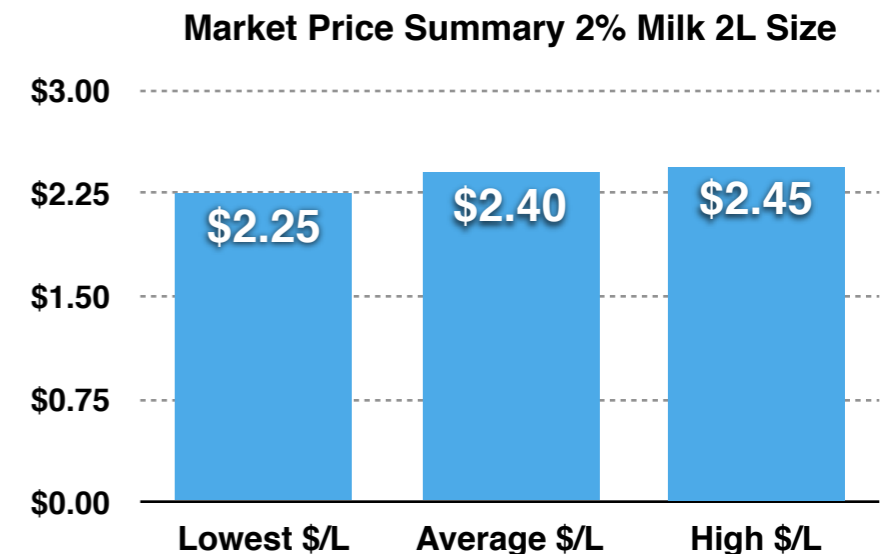
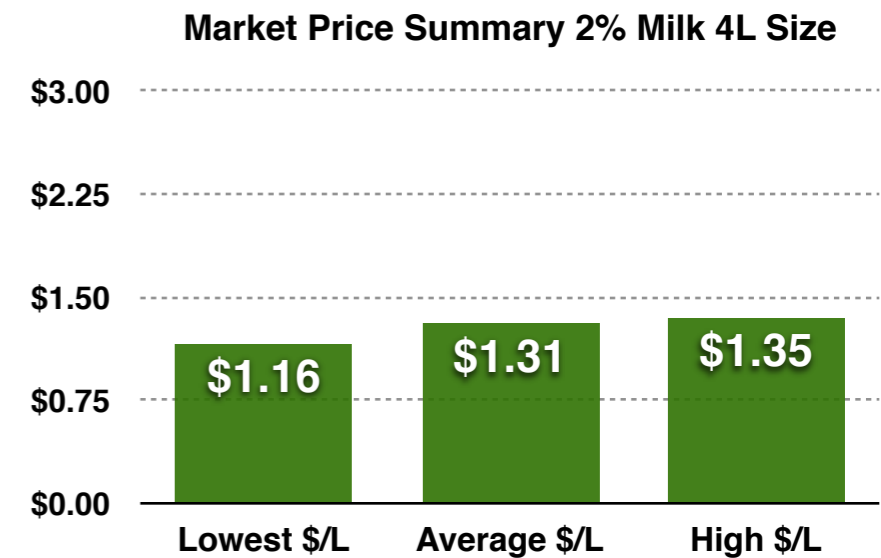
	June 2021 Price 2% Milk - 4L Size	February 2022 Price 2% Milk - 4L Size	Price Per Litre	June 2021 Price 2% Milk - 2L Size	February 2022 Price 2% Milk - 2L Size	Price Per Litre
Costco	\$4.65	\$5.15	\$1.29	NA	NA	NA
Food Basics	\$4.69	\$5.39	\$1.35	\$4.49	NA	NA
FreshCo	\$4.69	\$5.39	\$1.35	\$4.49	\$4.77	\$2.39
Independent	\$4.69	\$5.39	\$1.35	\$4.49	\$4.89	\$2.45
Loblaws	\$4.69	\$5.39	\$1.35	\$4.49	\$4.89	\$2.45
Circle K	\$5.09	\$5.49	\$1.37	\$4.59	\$5.09	\$2.55
Metro	\$4.69	\$5.39	\$1.35	\$4.39	\$4.79	\$2.40
Shoppers Drug Mart	NA	\$5.39	\$1.35	\$4.49	\$4.49	\$2.25
Superstore	\$4.69	\$5.39	\$1.35	\$4.44	\$4.79	\$2.40
Walmart	\$4.69	\$4.69	\$1.17	\$4.37	\$4.77	\$2.39



Canadian Fluid Milk Report

Mississauga, ON

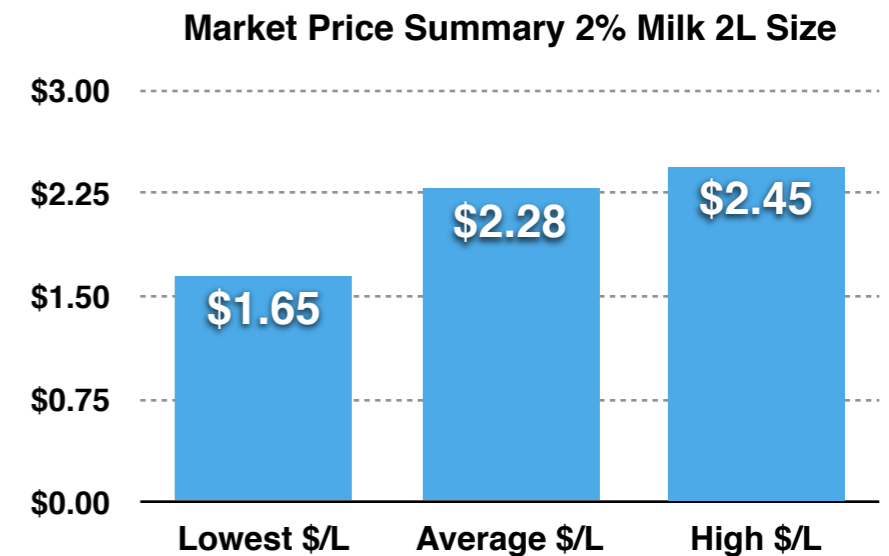
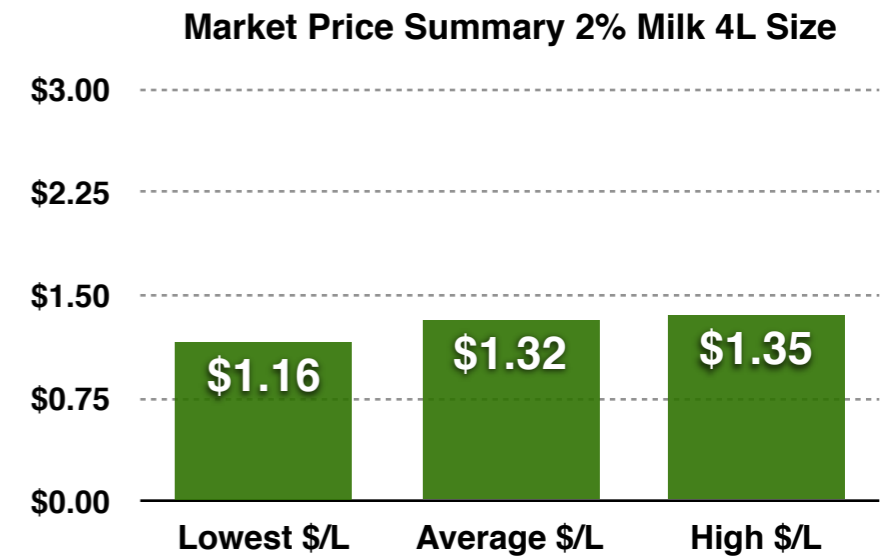
	June 2021 Price 2% Milk - 4L Size	February 2022 Price 2% Milk - 4L Size	Price Per Litre	June 2021 Price 2% Milk - 2L Size	February 2022 Price 2% Milk - 2L Size	Price Per Litre
Costco	\$4.65	\$4.65	\$1.16	NA	NA	NA
Food Basics	\$4.69	\$5.39	\$1.35	NA	\$4.79	\$2.40
FreshCo	\$4.69	\$5.39	\$1.35	\$4.49	\$4.87	\$2.44
Loblaws	\$4.69	\$5.39	\$1.35	\$4.29	\$4.89	\$2.45
Metro	\$4.69	\$5.39	\$1.35	\$4.39	\$4.79	\$2.40
No Frills	\$4.69	\$5.39	\$1.35	NA	\$4.89	\$2.45
Shoppers Drug Mart	\$4.69	\$5.39	\$1.35	NA	\$4.49	\$2.25
Sobeys	\$4.69	\$5.39	\$1.35	\$4.44	\$4.89	\$2.45
Superstore	\$4.69	NA	NA	NA	\$4.89	\$2.45
Walmart	\$4.69	\$4.69	\$1.17	\$4.37	\$4.77	\$2.39



Canadian Fluid Milk Report

Scarborough, ON

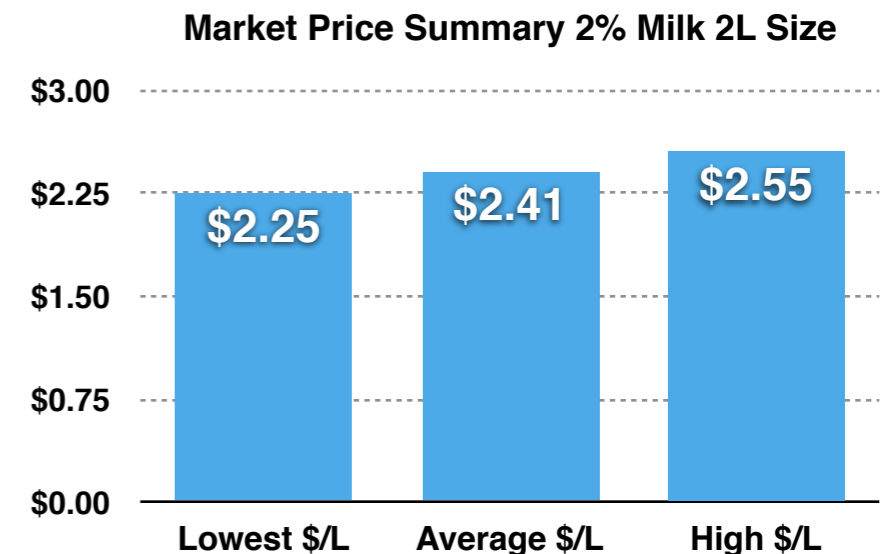
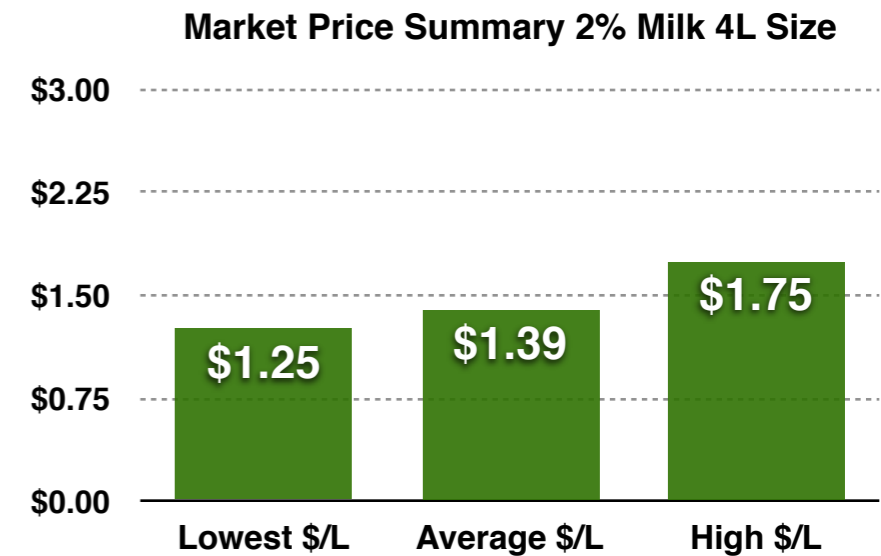
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Costco	\$4.65	\$4.65	\$1.16	NA	NA	NA
Food Basics	\$4.69	\$5.39	\$1.35	\$4.49	\$4.79	\$2.40
FreshCo	\$4.69	\$5.39	\$1.35	\$4.49	\$3.29	\$1.65
Metro	\$4.69	\$5.39	\$1.35	\$4.39	\$4.79	\$2.40
No Frills	\$4.69	NA	NA	\$4.44	\$4.89	\$2.45
Shoppers Drug Mart	\$4.69	\$5.39	\$1.35	\$4.49	\$4.49	\$2.25
Superstore	\$4.69	\$5.39	\$1.35	\$4.44	\$4.89	\$2.45
Walmart	\$4.69	\$5.39	\$1.35	\$4.37	\$4.77	\$2.39



Canadian Fluid Milk Report

Toronto, ON

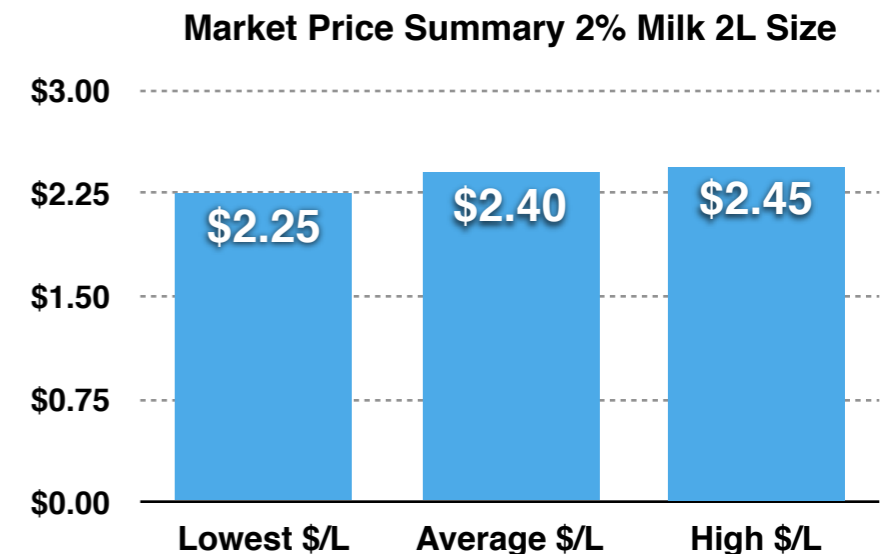
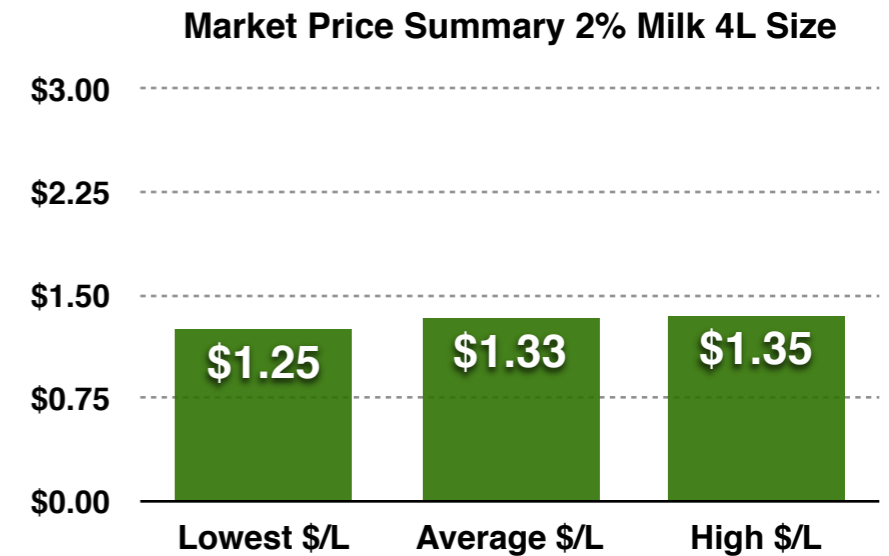
	June 2021 Price 2% Milk - 4L Size	February 2022 Price 2% Milk - 4L Size	Price Per Litre	June 2021 Price 2% Milk - 2L Size	February 2022 Price 2% Milk - 2L Size	Price Per Litre
7-Eleven	\$5.99	\$6.99	\$1.75	\$4.99	NA	NA
Circle K	\$5.09	\$4.99	\$1.25	\$4.59	\$5.09	\$2.55
Esso	NA	\$5.89	\$1.47	NA	NA	NA
Food Basics	\$4.69	\$5.39	\$1.35	NA	\$4.79	\$2.40
FreshCo	\$4.69	\$5.39	\$1.35	\$4.49	\$4.77	\$2.39
Loblaws	\$5.29	\$5.39	\$1.35	\$4.99	\$4.99	\$2.50
Longos	\$4.79	\$5.49	\$1.37	NA	NA	NA
Metro	\$4.69	\$5.39	\$1.35	\$4.39	\$4.79	\$2.40
Shoppers Drug Mart	\$4.69	\$5.39	\$1.35	\$4.49	\$4.49	\$2.25
Sobeys	\$4.69	\$5.39	\$1.35	\$4.44	\$4.89	\$2.45
Walmart	NA	\$5.39	\$1.35	NA	\$4.77	\$2.39



Canadian Fluid Milk Report

London, ON

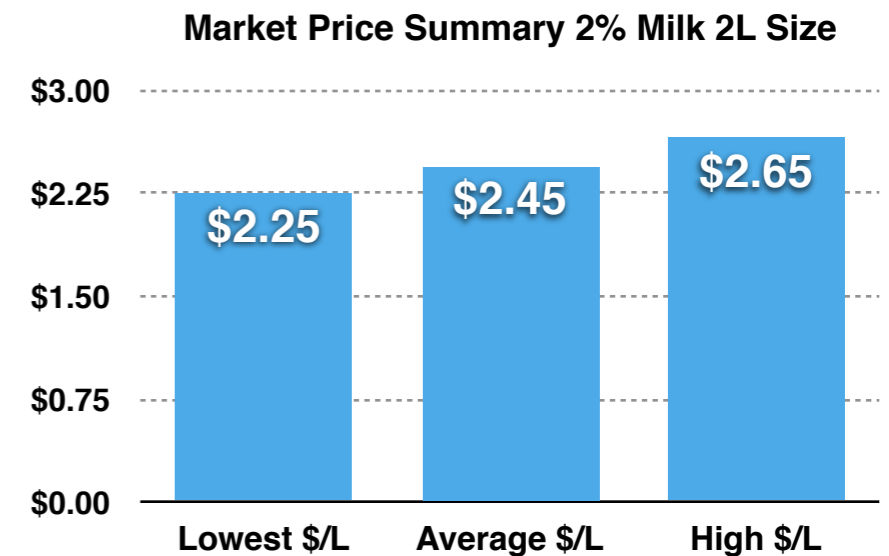
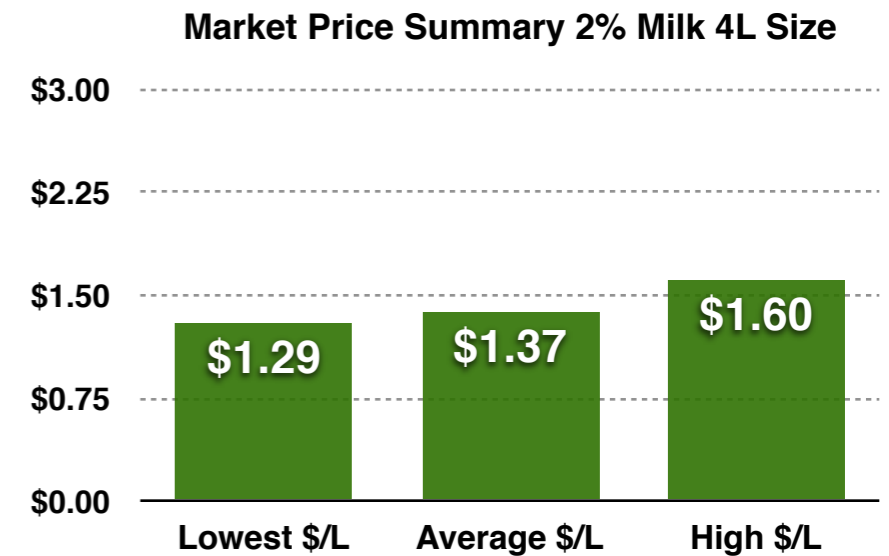
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Costco	\$4.65	\$4.99	\$1.25	NA	NA	NA
FreshCo	\$4.69	\$5.39	\$1.35	\$4.49	\$4.87	\$2.44
Loblaws	\$4.69	\$5.39	\$1.35	\$4.49	\$4.89	\$2.45
Metro	\$4.69	\$5.39	\$1.35	\$4.39	\$4.79	\$2.40
No Frills	\$4.69	\$5.39	\$1.35	\$4.44	\$4.89	\$2.45
Shoppers Drug Mart	\$6.69	\$5.39	\$1.35	\$4.49	\$4.49	\$2.25
Sobeys	\$4.69	\$5.39	\$1.35	\$4.44	\$4.89	\$2.45
Superstore	\$4.69	\$5.39	\$1.35	\$4.44	\$4.89	\$2.45
Walmart	\$4.69	\$5.39	\$1.35	\$4.37	\$4.77	\$2.39



Canadian Fluid Milk Report

Windsor, ON

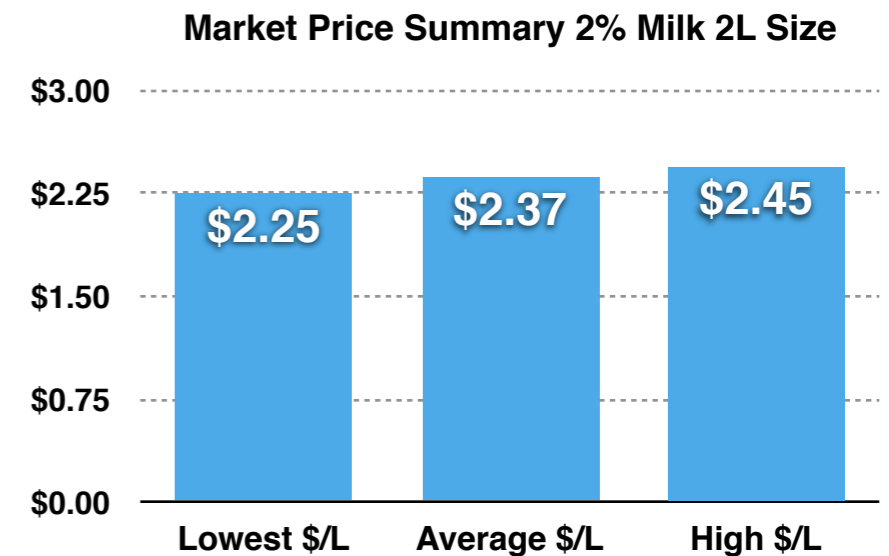
	June 2021 Price 2% Milk - 4L Size	February 2022 Price 2% Milk - 4L Size	Price Per Litre	June 2021 Price 2% Milk - 2L Size	February 2022 Price 2% Milk - 2L Size	Price Per Litre
7-Eleven	\$6.99	\$6.39	\$1.60	\$4.99	\$5.29	\$2.65
Costco	\$4.65	\$5.15	\$1.29	NA	NA	NA
Food Basics	\$4.69	\$5.39	\$1.35	\$4.49	\$4.99	\$2.50
FreshCo	\$4.69	\$5.39	\$1.35	\$4.49	\$4.87	\$2.44
Circle K	\$4.99	\$5.49	\$1.37	\$4.59	\$5.09	\$2.55
Metro	\$4.99	\$5.39	\$1.35	\$4.39	\$4.79	\$2.40
No Frills	\$4.69	\$5.39	\$1.35	\$4.44	\$4.89	\$2.45
Shoppers Drug Mart	\$4.69	\$5.39	\$1.35	\$4.49	\$4.49	\$2.25
Superstore	\$4.69	\$5.39	\$1.35	\$4.44	\$4.89	\$2.45
Sobeys	\$4.69	\$5.39	\$1.35	\$4.44	\$4.89	\$2.45
Walmart	\$4.69	\$5.39	\$1.35	\$4.37	\$4.77	\$2.39
Zehrs	\$4.69	\$5.39	\$1.35	\$4.49	\$4.89	\$2.45



Canadian Fluid Milk Report

Sudbury, ON

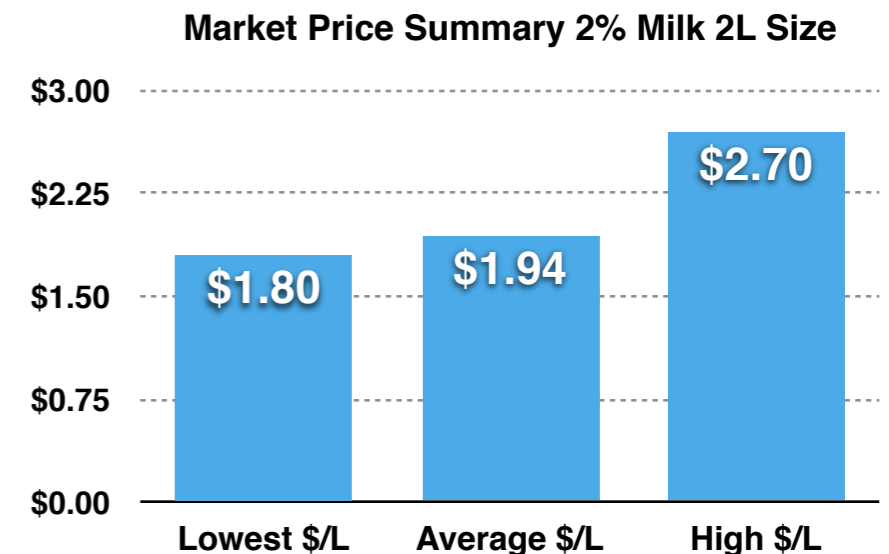
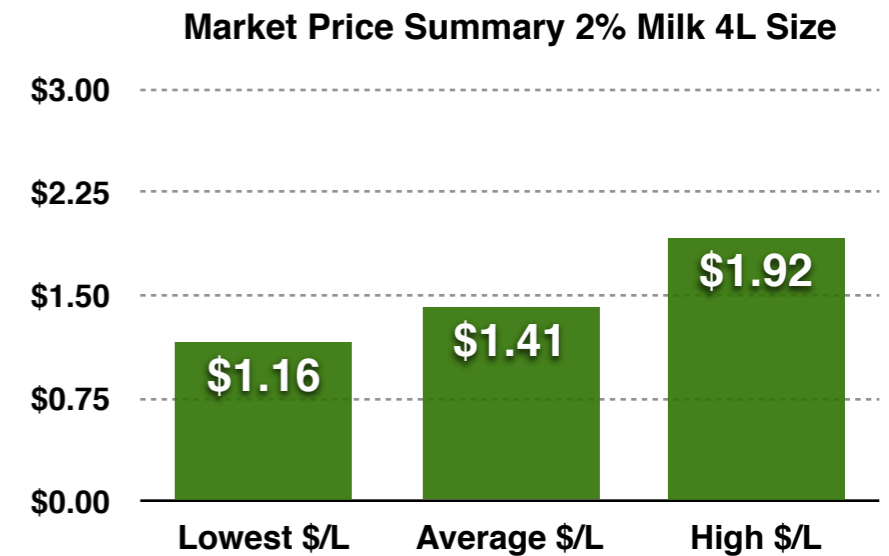
	June 2021 Price 2% Milk - 4L Size	February 2022 Price 2% Milk - 4L Size	Price Per Litre	June 2021 Price 2% Milk - 2L Size	February 2022 Price 2% Milk - 2L Size	Price Per Litre
Metro	\$4.69	\$5.39	\$1.35	\$4.39	\$4.79	\$2.40
Shoppers Drug Mart	\$4.69	\$5.39	\$1.35	\$4.49	\$4.49	\$2.25
Superstore	\$4.69	\$5.39	\$1.35	\$4.44	\$4.89	\$2.45
Walmart	\$4.69	\$5.39	\$1.35	\$4.37	\$4.77	\$2.39



Canadian Fluid Milk Report

Winnipeg, MB

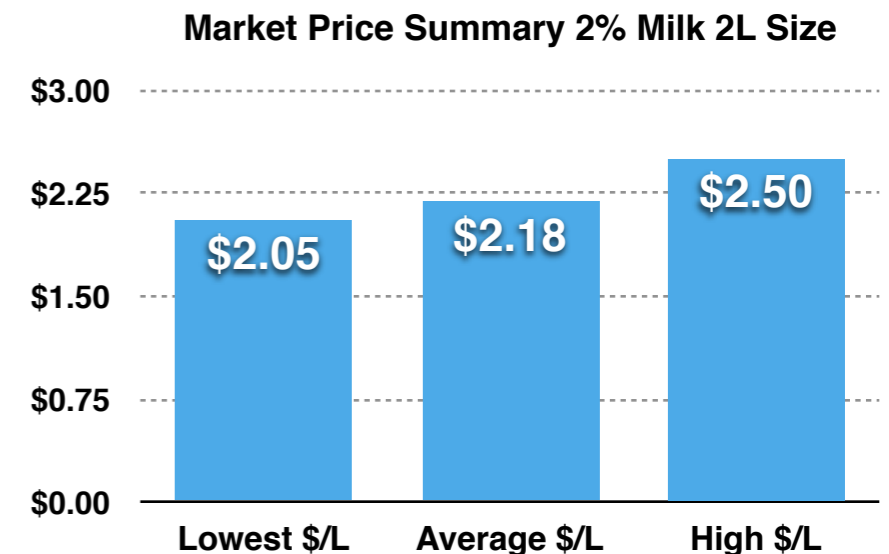
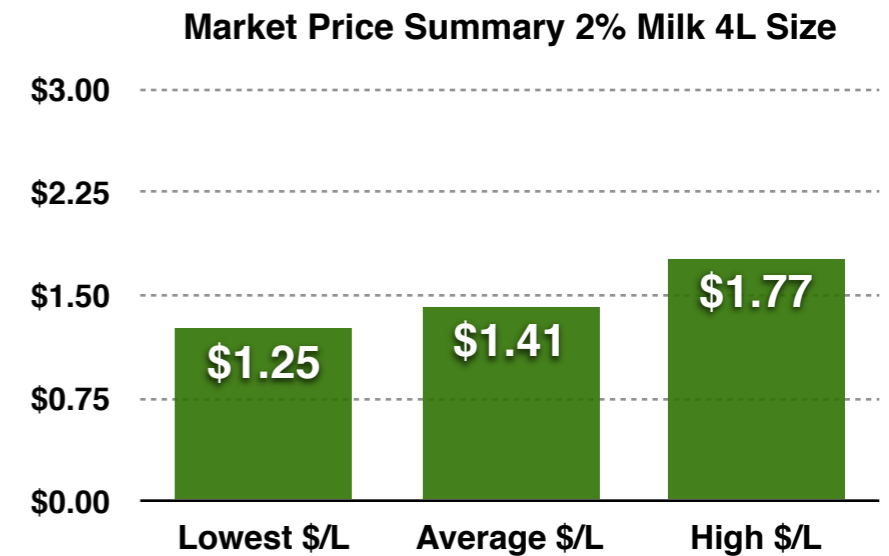
	June 2021 Price 2% Milk - 4L Size	February 2022 Price 2% Milk - 4L Size	Price Per Litre	June 2021 Price 2% Milk - 2L Size	February 2022 Price 2% Milk - 2L Size	Price Per Litre
7-Eleven	\$6.99	\$7.69	\$1.92	\$4.89	\$5.39	\$2.70
Circle K	NA	\$7.69	\$1.92	NA	NA	NA
Co-op	\$4.89	\$5.98	\$1.50	\$3.44	\$3.44	\$1.72
Costco	\$4.65	\$5.09	\$1.27	NA	NA	NA
No Frills	\$4.65	\$4.95	\$1.24	\$3.47	\$3.69	\$1.98
Safeway	\$4.88	\$5.39	\$1.35	\$3.44	\$3.79	\$1.90
Save on Foods	\$4.79	\$5.19	\$1.30	\$3.49	\$3.79	\$1.90
Shoppers Drug Mart	\$4.65	\$4.95	\$1.24	\$3.79	\$3.79	\$1.90
Sobeys	\$4.88	\$5.39	\$1.35	\$3.44	\$3.79	\$1.90
Superstore	\$4.65	\$4.99	\$1.25	\$3.40	\$3.60	\$1.80
Walmart	\$4.65	\$4.65	\$1.16	\$3.40	\$3.60	\$1.80



Canadian Fluid Milk Report

Regina, SK

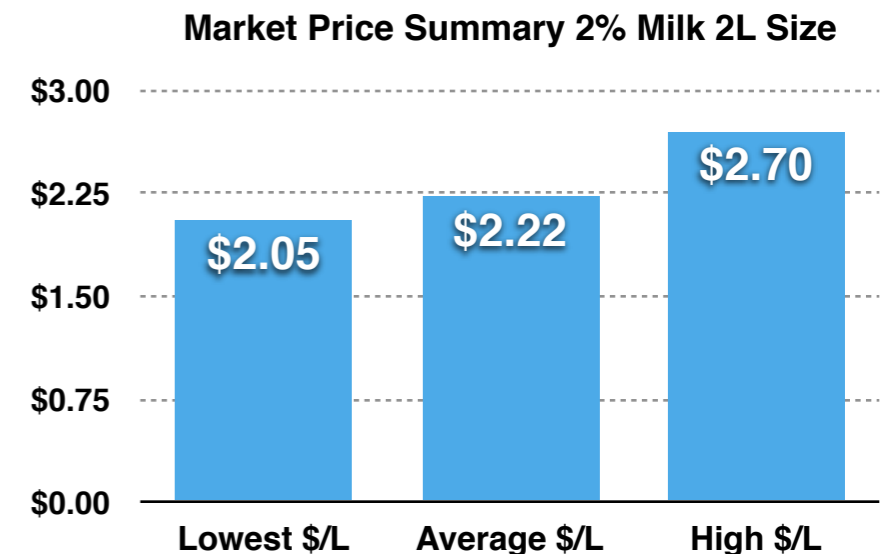
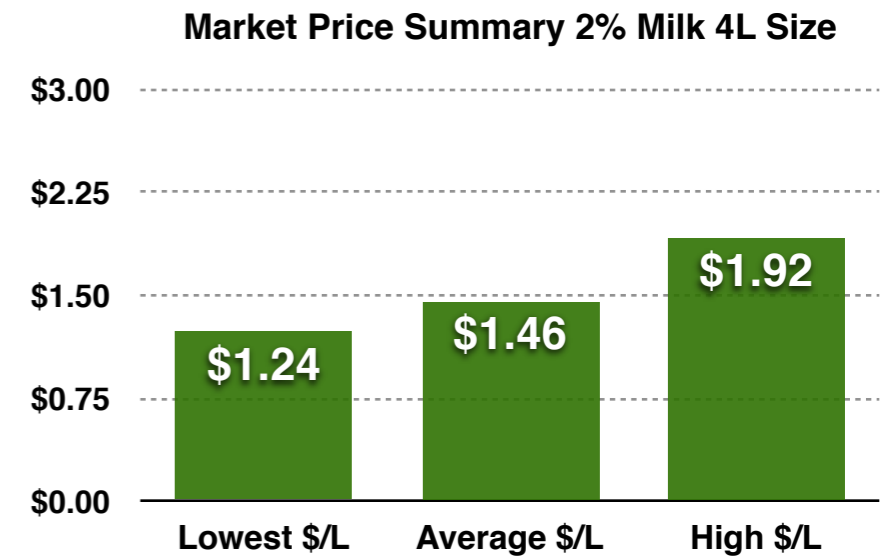
	June 2021 Price 2% Milk - 4L Size	February 2022 Price 2% Milk - 4L Size	Price Per Litre	June 2021 Price 2% Milk - 2L Size	February 2022 Price 2% Milk - 2L Size	Price Per Litre
7-Eleven	\$7.19	\$6.99	\$1.75	\$4.79	\$4.99	\$2.50
Circle K	\$6.99	\$7.09	\$1.77	\$4.99	\$4.99	\$2.50
Co-op	\$5.79	\$5.98	\$1.50	\$3.99	\$4.19	\$2.10
Costco	\$4.85	\$5.09	\$1.27	NA	NA	NA
No Frills	NA	\$5.17	\$1.29	\$3.97	\$4.19	\$2.10
Safeway	\$4.88	\$5.39	\$1.35	\$3.97	\$4.29	\$2.15
Save on Foods	\$4.89	\$5.19	\$1.30	\$3.95	\$4.29	\$2.15
Shoppers Drug Mart	\$4.87	\$5.01	\$1.25	\$4.19	\$4.19	\$2.10
Sobeys	\$4.69	\$5.39	\$1.35	\$3.97	\$4.29	\$2.15
Superstore	\$4.87	NA	NA	\$3.88	\$4.09	\$2.05
Walmart	\$4.87	\$5.01	\$1.25	\$3.67	\$4.09	\$2.05



Canadian Fluid Milk Report

Calgary, AB

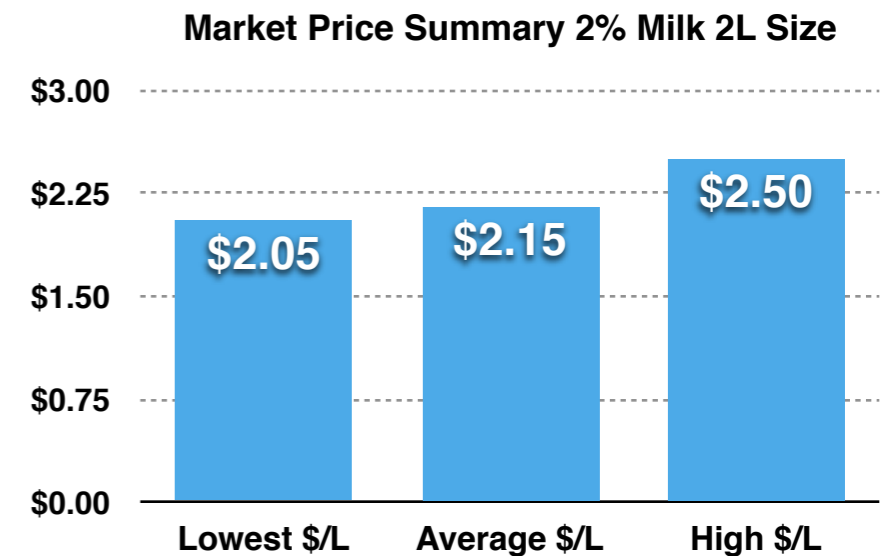
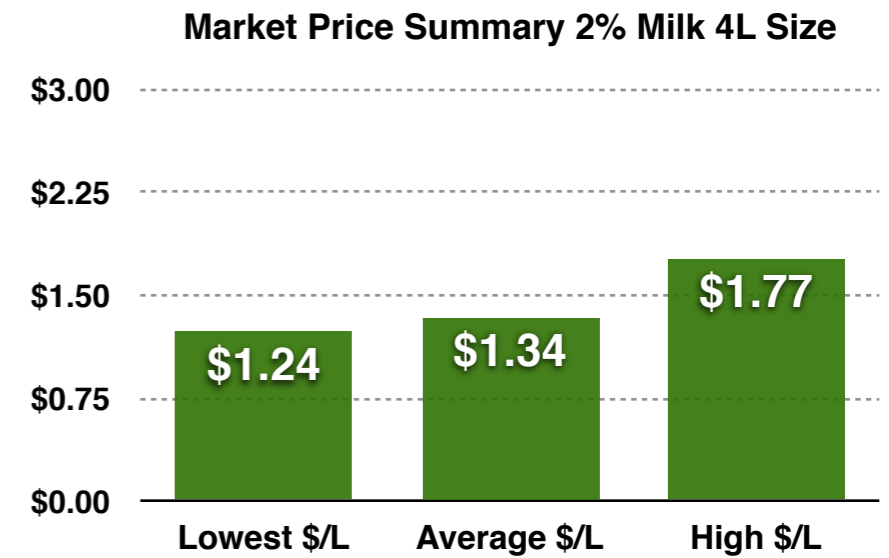
	June 2021 Price 2% Milk - 4L Size	February 2022 Price 2% Milk - 4L Size	Price Per Litre	June 2021 Price 2% Milk - 2L Size	February 2022 Price 2% Milk - 2L Size	Price Per Litre
7-Eleven	\$6.99	\$7.69	\$1.92	\$4.89	\$5.39	\$2.70
Circle K	\$7.99	\$7.09	\$1.77	\$4.99	\$4.99	\$2.50
Co-op	\$5.75	\$6.35	\$1.59	\$3.89	\$4.29	\$2.15
Costco	\$4.75	\$5.09	\$1.27	NA	NA	NA
No Frills	\$4.78	\$5.08	\$1.27	\$3.97	\$4.19	\$2.10
Safeway	\$4.88	\$5.39	\$1.35	\$4.07	\$4.49	\$2.25
Save on Foods	\$4.89	\$5.19	\$1.30	\$3.99	\$4.29	\$2.15
Shoppers Drug Mart	\$5.37	\$4.95	\$1.24	\$4.19	\$4.19	\$2.10
Superstore	\$4.75	\$4.99	\$1.25	\$3.88	\$4.09	\$2.05
Walmart	\$4.78	\$4.95	\$1.24	\$3.88	\$4.09	\$2.05



Canadian Fluid Milk Report

Edmonton, AB

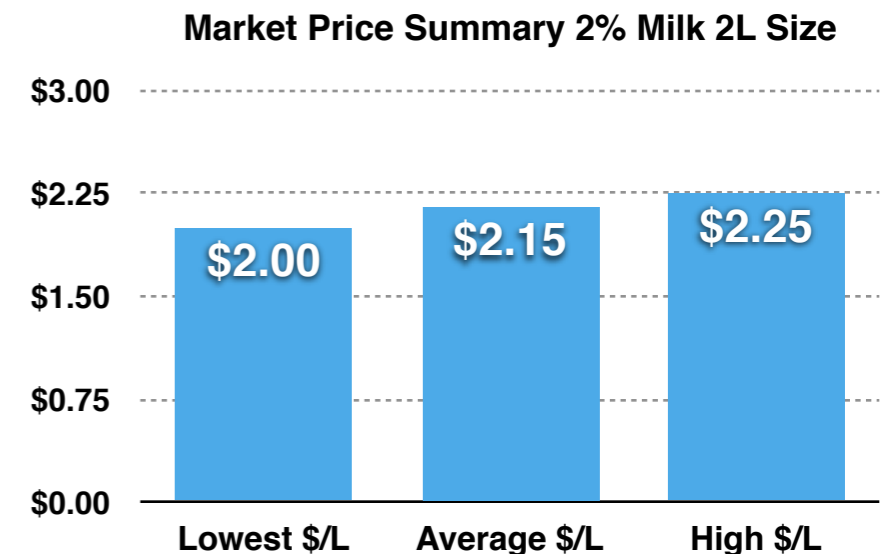
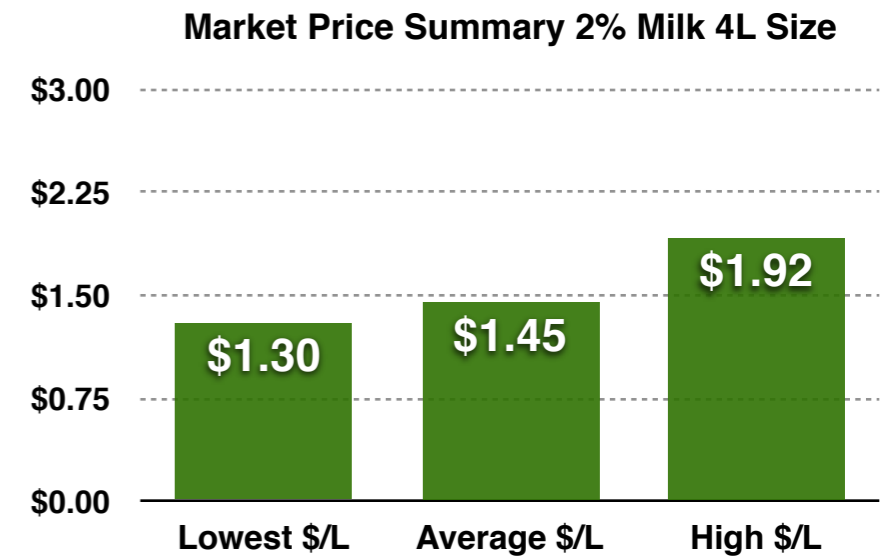
	June 2021 Price 2% Milk - 4L Size	February 2022 Price 2% Milk - 4L Size	Price Per Litre	June 2021 Price 2% Milk - 2L Size	February 2022 Price 2% Milk - 2L Size	Price Per Litre
Costco	\$4.75	\$5.09	\$1.27	NA	NA	NA
Circle K	\$6.99	\$7.09	\$1.77	\$3.39	\$4.99	\$2.50
No Frills	\$4.78	\$5.08	\$1.27	\$3.97	\$4.19	\$2.10
Safeway	\$4.88	\$5.39	\$1.35	\$3.97	\$4.29	\$2.15
Save On Foods	\$4.89	\$5.19	\$1.30	\$3.99	\$4.29	\$2.15
Shoppers Drug Mart	\$4.78	\$4.95	\$1.24	\$4.19	\$4.19	\$2.10
Sobeys	\$4.88	\$5.39	\$1.35	\$3.97	\$4.29	\$2.15
Superstore	\$4.78	\$4.99	\$1.25	\$3.88	\$4.09	\$2.05
Walmart	\$4.78	\$4.95	\$1.24	\$3.88	\$4.09	\$2.05



Canadian Fluid Milk Report

Kelowna, BC

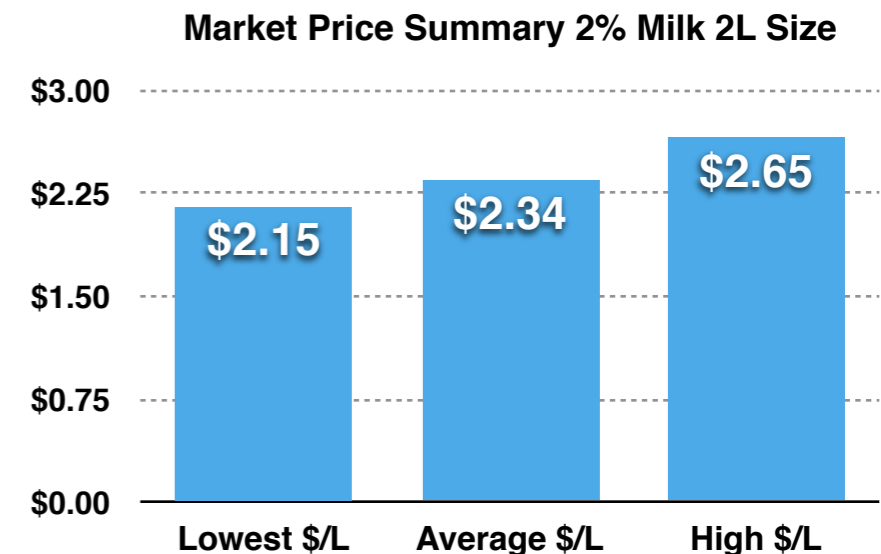
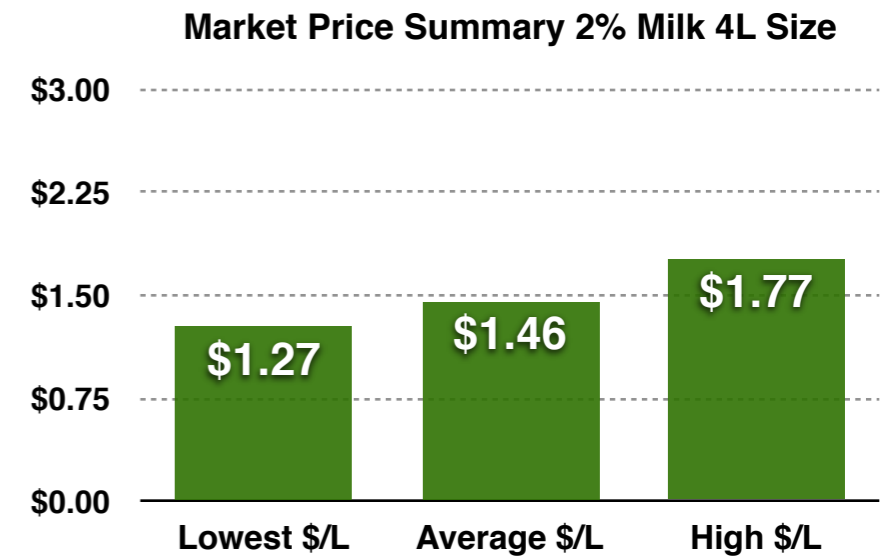
	June 2021 Price 2% Milk - 4L Size	February 2022 Price 2% Milk - 4L Size	Price Per Litre	June 2021 Price 2% Milk - 2L Size	February 2022 Price 2% Milk - 2L Size	Price Per Litre
Costco	\$4.65	\$5.19	\$1.30	NA	NA	NA
7-Eleven	\$6.99	\$7.69	\$1.92	\$4.99	NA	NA
Fresh Co	\$4.65	\$5.37	\$1.34	\$3.67	\$4.27	\$2.14
IGA Marketplace	\$6.29	\$6.79	\$1.70	\$4.39	\$4.49	\$2.25
Safeway	\$4.99	\$5.39	\$1.35	\$3.99	\$4.29	\$2.15
Save On Foods	\$4.89	\$5.59	\$1.40	\$3.99	\$4.39	\$2.20
Shoppers Drug Mart	\$4.65	\$5.39	\$1.35	\$3.99	\$3.99	\$2.00
Superstore	\$4.65	\$5.39	\$1.35	NA	NA	NA
Your Independent Grocer	\$4.69	\$5.49	\$1.37	\$3.79	\$4.39	\$2.20



Canadian Fluid Milk Report

Burnaby / Coquitlam, BC

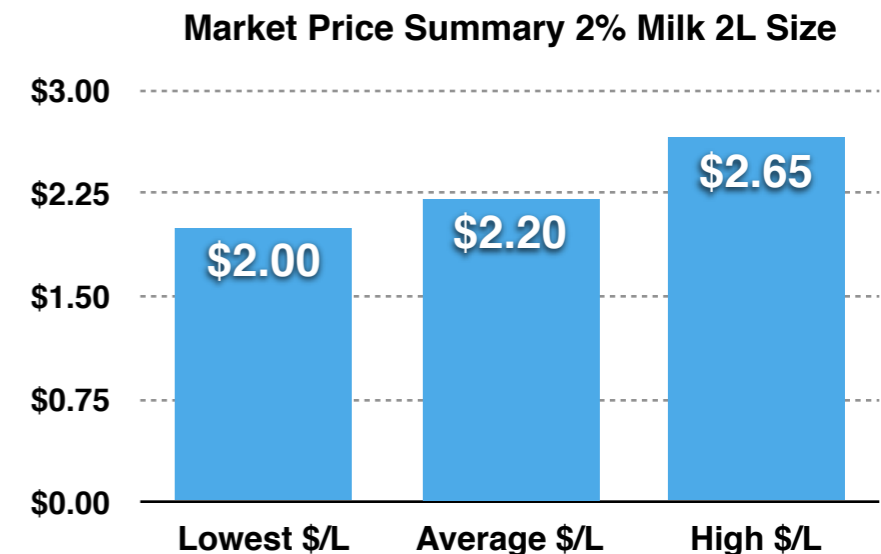
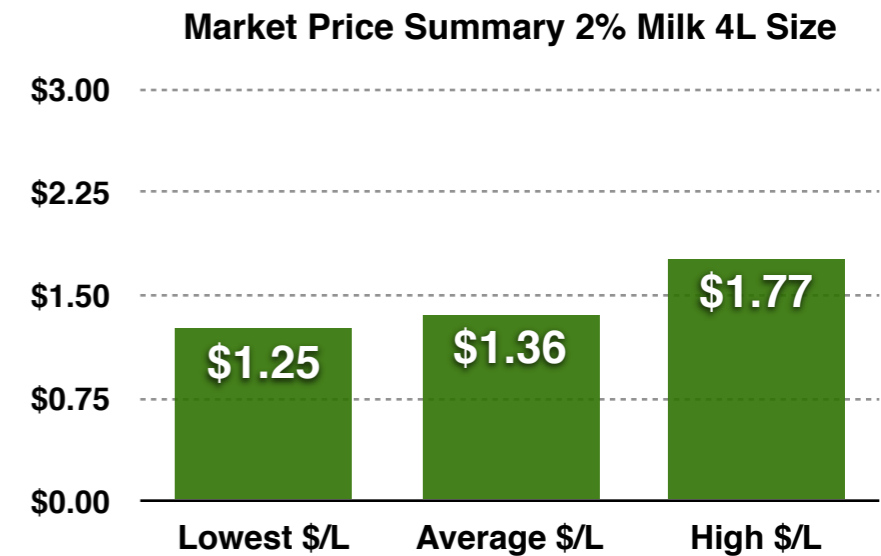
	June 2021 Price 2% Milk - 4L Size	February 2022 Price 2% Milk - 4L Size	Price Per Litre	June 2021 Price 2% Milk - 2L Size	February 2022 Price 2% Milk - 2L Size	Price Per Litre
7-Eleven	\$6.99	\$6.99	\$1.75	\$4.99	\$4.99	\$2.50
Costco	\$4.65	\$5.09	\$1.27	NA	NA	NA
IGA Marketplace	\$6.29	\$6.29	\$1.57	\$4.39	\$4.69	\$2.35
Circle K	\$6.99	\$7.09	\$1.77	\$4.99	\$5.29	\$2.65
No Frills	\$4.65	\$5.39	\$1.35	\$3.87	\$4.29	\$2.15
Save On Foods	\$4.89	\$5.59	\$1.40	NA	\$4.39	\$2.20
Shoppers Drug Mart	\$4.65	\$5.39	\$1.35	\$3.99	NA	NA
Superstore	\$4.65	\$5.39	\$1.35	\$3.88	\$4.39	\$2.20
Walmart	\$4.65	\$5.39	\$1.35	\$3.88	NA	NA



Canadian Fluid Milk Report

Langford/Victoria, BC

	June 2021 Price 2% Milk - 4L Size	February 2022 Price 2% Milk - 4L Size	Price Per Litre	June 2021 Price 2% Milk - 2L Size	February 2022 Price 2% Milk - 2L Size	Price Per Litre
Costco	\$4.65	\$4.99	\$1.25	NA	NA	NA
Circle K	\$5.99	\$7.09	\$1.77	\$4.99	\$5.29	\$2.65
Save On Foods	\$4.89	\$5.39	\$1.35	\$3.99	\$4.39	\$2.20
Your Independent Grocer	NA	\$5.49	\$1.37	NA	\$4.39	\$2.20
Shoppers Drug Mart	\$4.65	\$4.99	\$1.25	\$3.99	\$3.99	\$2.00
Superstore	\$4.67	\$4.99	\$1.25	\$3.98	\$4.19	\$2.10
Thrifty Foods	\$4.99	\$5.59	\$1.40	\$3.95	\$4.29	\$2.15
Walmart	\$4.67	\$4.99	\$1.25	\$3.87	\$4.19	\$2.10



Canadian Fluid Milk Report - Methodology

Price audits were conducted using Field Agent Canada's panel of over 174,000 smartphone users who have downloaded our free app and conduct audits, mystery shops and shopper surveys from Coast-to-Coast.

Data was collected in 169 stores from February 7- 16, 2022 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.