

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 June 2021**

# Canadian Fluid Milk Report Executive Summary

One of Field Agent's most popular reports on the Canadian grocery industry is back! The June 2021 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 185 retailers in 20 markets from coast-to-coast between May 7th to June 1st, 2021. The survey compared prices recorded at the same outlets back in March 2020, highlighting any shifts that have taken place over the last 14 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.

Milk has been in the news lately so this report is timely. There have been plenty of reports of increasing food prices across Canada and we see that in the milk category with the average price of 4L milk increasing by 3.6% since our last survey back in March 2020. "We are seeing the price of milk increasing in 18 out of 20 markets surveyed with the only exceptions being Charlottetown, PE and Victoria / Langford, BC. Milk is one of those items making the total at the bottom of the grocery receipt go higher." observed Jeff Doucette, General Manager of Field Agent Canada.

Milk is also at the centre of the Biden administration's first USMCA challenge where it is alleged that the Canadian system of quotas is preventing US milk producers to import its products to Canada. "It is an age-old gripe of Canadians that the price of gasoline and the price of milk is so much cheaper in the US than in Canada." explained Doucette. "We found 3.78L milk in Amherst, NY for \$2.59 (\$3.32 CAD) which is 25% less than the price of the cheapest Canadian 4L jug. There is no doubt that open borders would reduce the milk price for Canadian consumers but the government is unlikely to allow that milk to flow due to the powerful dairy farmers lobby."

Where is the cheapest milk in Canada? For the 4L size it is in Sudbury, ON where shoppers are paying an average of \$4.68 per 4L jug. And the most expensive milk continues to be in St. John's, NL where 4L jugs are not available and shoppers are paying a whopping \$3.90 on average for a small 2L carton.

"Since we first launched this report in 2015 we have been highlighting the inefficiencies and inequalities of the milk market in Canada which has wide swings from city-to-city while the price of a 2L Coca-Cola is essentially the same in every Walmart across Canada. We will continue to publish this report so consumers have the facts to raise to their local politicians to fight for change." stated Doucette

## 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 Ontario, Manitoba and British Columbia with a 4L of 2% Milk retailing for \$4.65 (\$1.07/L).

The **MOST EXPENSIVE** milk in Canada was found in several 7-Eleven Stores and Circle K locations across Canada with 2L of 2% Milk retailing for \$4.99 (\$2.50/L).

# Canadian Fluid Milk Report

## Least Expensive / Most Expensive



### Least Expensive Milk

Costco - ON, MB & BC Locations

4L - \$4.65

Cost Per Litre = \$1.16



### Most Expensive Milk

7-Eleven & Circle K - Across Canada

2L - \$4.99

Cost Per Litre = \$2.50

# Canadian Fluid Milk Report

## Price Survey - Cheapest Overall City To Purchase Milk

The **LEAST EXPENSIVE** city to buy milk in Canada is Sudbury, with an average cost of \$1.17/L on 4L packages of 2% milk.

The **MOST EXPENSIVE** city to buy milk in Canada is St. John's, with an average cost of \$1.95/L on 2L packages of 2% milk. (4L packages of milk are not available in Newfoundland & Labrador)

# Canadian Fluid Milk Report - Average Price by Market

	Average Current Price 2% Milk - 4L Size	Average Price Per Litre	Change vs. March 2020	Index v. National	Rank	Average Current Price 2% Milk - 2L Size	Average Price Per Litre	Index v. National	Rank
National Average	\$5.46	\$1.37	3.2%	100	NA	\$4.15	\$2.08	100	NA
St. John's, NL	NA	NA	NA	NA	NA	\$3.90	\$1.95	70	5
Halifax, NS	\$6.05	\$1.51	10.6%	110	15	\$3.93	\$1.97	95	7
Moncton, NB	\$7.13	\$1.78	4.4%	130	19	\$3.77	\$1.88	90	2
Charlottetown, PE	\$6.64	\$1.66	-4.6%	121	16	\$3.76	\$1.88	90	3
Laval, QC	\$6.95	\$1.74	0.6%	127	18	\$4.01	\$2.00	96	8
Quebec City, QC	\$6.86	\$1.72	3.2%	126	17	\$3.85	\$1.93	93	4
Ottawa / Nepean, ON	\$4.73	\$1.18	4.0%	86	3	\$4.47	\$2.23	107	16
Mississauga, ON	\$4.82	\$1.20	4.3%	88	4	\$4.51	\$2.24	108	18
Scarborough, ON	\$4.72	\$1.18	2.2%	86	2	\$4.44	\$2.22	107	14
Toronto, ON	\$4.93	\$1.23	5.1%	90	7	\$4.57	\$2.28	110	20
London, ON	\$4.90	\$1.23	7.9%	90	5	\$4.46	\$2.23	107	17
Windsor, ON	\$4.93	\$1.23	4.9%	90	7	\$4.51	\$2.26	109	19
Sudbury, ON	\$4.68	\$1.17	5.3%	85	1	\$4.44	\$2.22	107	15
Winnipeg, MB	\$4.97	\$1.24	7.1%	91	9	\$3.64	\$1.82	88	1
Regina, SK	\$5.39	\$1.36	5.3%	99	13	\$4.14	\$2.07	99	10
Edmonton, AB	\$5.06	\$1.26	3.3%	92	10	\$3.91	\$1.95	70	6
Calgary, AB	\$5.49	\$1.37	4.2%	100	14	\$4.19	\$2.10	101	11
Kelowna, BC	\$5.34	\$1.34	2.1%	98	12	\$4.23	\$2.11	101	12
Burnaby / Coquitlam, BC	\$5.31	\$1.33	4.7%	97	11	\$4.22	\$2.11	101	13
Langford/Victoria, BC	\$4.91	\$1.23	-6.1%	90	8	\$4.12	\$2.06	99	9

# 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	\$2.79	\$0.74	\$0.89	\$3.56
Grand Forks, ND	\$3.31	\$0.88	\$1.06	\$4.24
Amherst, NY	\$2.59	\$0.69	\$0.83	\$3.32
Saint Albans, VT	\$3.59	\$0.95	\$1.14	\$4.56
Houlton, ME	\$3.79	\$1.00	\$1.20	\$4.80



**\$2.59** (2.0 ¢/fl oz)  
Great Value 2% Reduced-Fat  
Milk, 128 Fl Oz

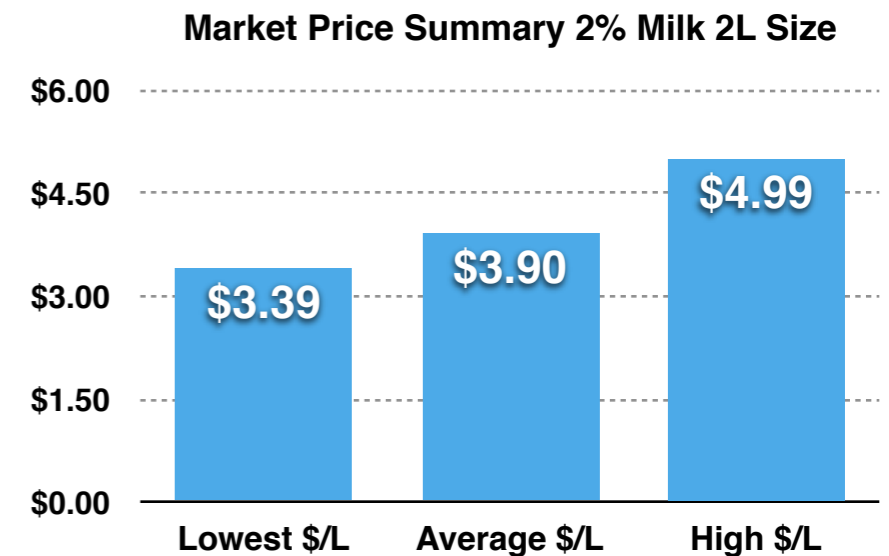
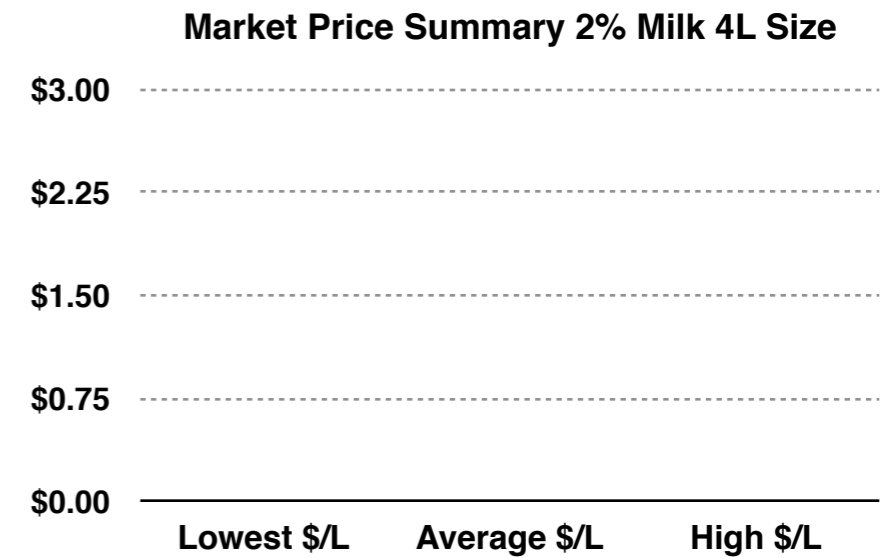
Source: Walmart.com



# Canadian Fluid Milk Report

## St. John's, NL

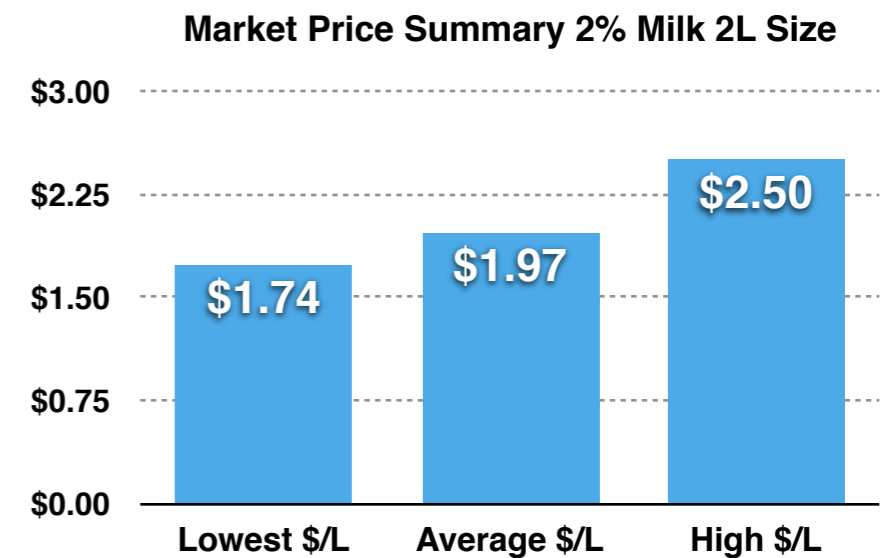
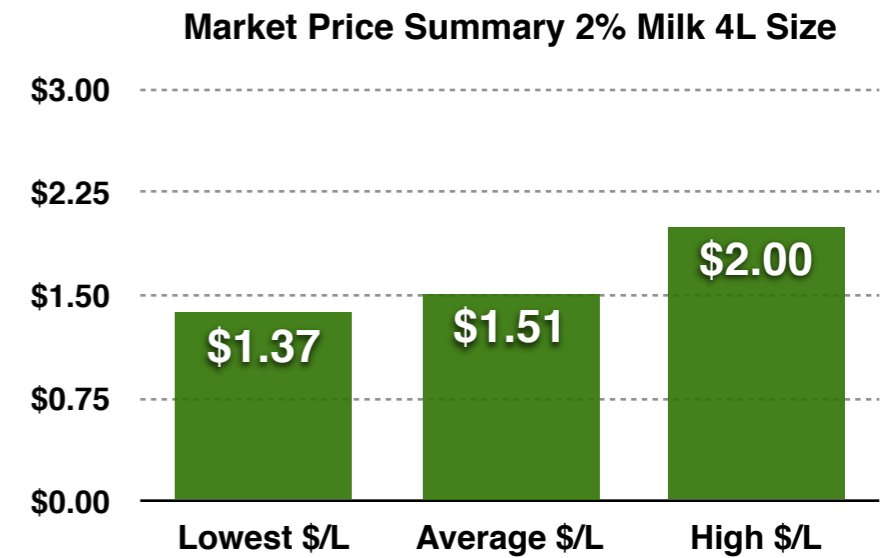
	June 2019 Price 2% Milk - 4L Size	March 2020 Price 2% Milk - 4L Size	Price Per Litre	March 2020 Price 2% Milk - 2L Size	June 2021 Price 2% Milk - 2L Size	Price Per Litre
Circle K	NA	NA	NA	\$4.89	\$4.99	\$2.50
Costco	NA	NA	NA	NA	\$3.39	\$1.70
Dominion	NA	NA	NA	\$3.39	\$3.59	\$1.80
Needs	NA	NA	NA	\$4.29	\$4.29	\$2.15
Shoppers Drug Mart	NA	NA	NA	\$3.24	\$3.58	\$1.79
Sobeys	NA	NA	NA	\$3.39	\$3.88	\$1.94
Walmart	NA	NA	NA	\$3.47	\$3.58	\$1.79



# Canadian Fluid Milk Report

## Halifax, NS

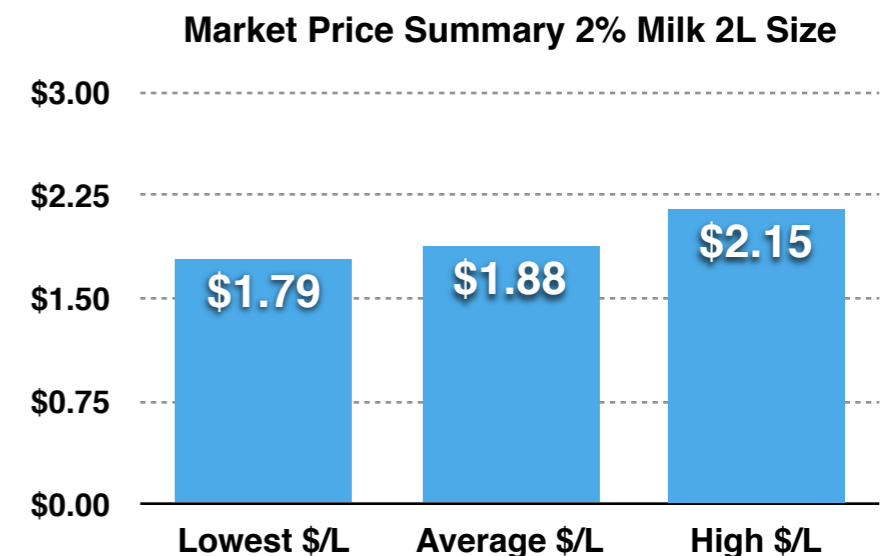
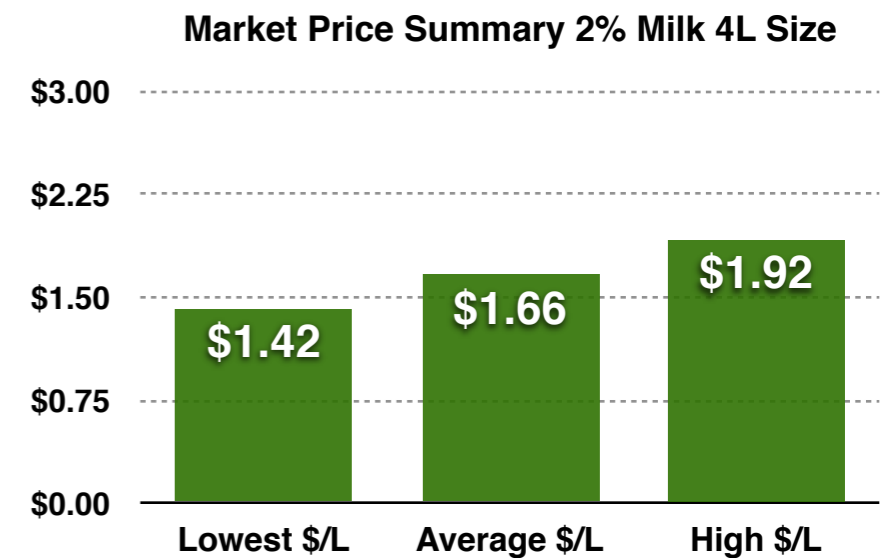
	March 2020 Price 2% Milk - 4L Size	June 2021 Price 2% Milk - 4L Size	Price Per Litre	March 2020 Price 2% Milk - 2L Size	June 2021 Price 2% Milk - 2L Size	Price Per Litre
Circle K	\$5.59	\$5.85	\$1.46	\$4.89	\$4.99	\$2.50
Costco	\$5.39	\$5.75	\$1.44	NA	NA	NA
Needs	NA	\$7.99	\$2.00	\$4.35	\$4.59	\$2.30
Shoppers Drug Mart	NA	\$5.49	\$1.37	\$3.39	\$3.49	\$1.75
Sobeys	\$5.39	\$5.68	\$1.42	\$3.69	\$3.54	\$1.77
Superstore	\$5.59	\$5.79	\$1.45	\$3.79	\$3.49	\$1.75
Walmart	\$5.39	\$5.77	\$1.44	\$3.47	\$3.48	\$1.74



# Canadian Fluid Milk Report

## Charlottetown, PE

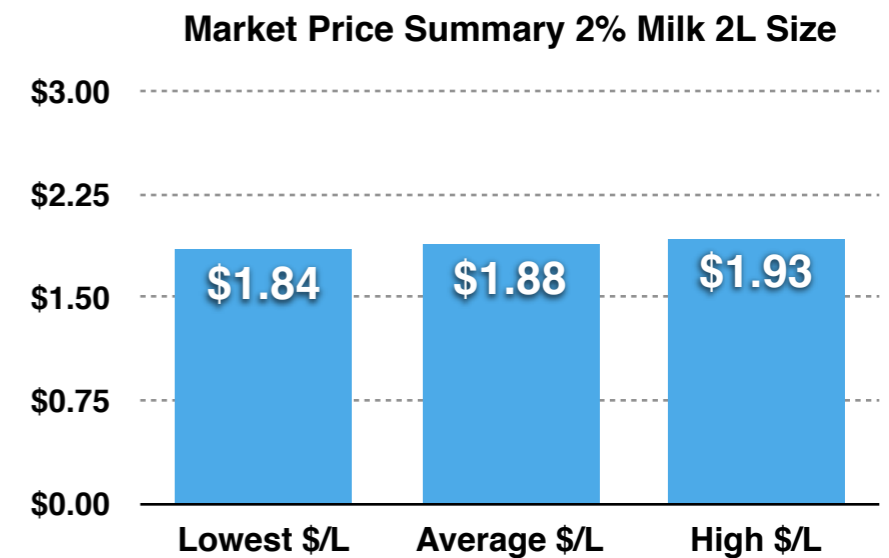
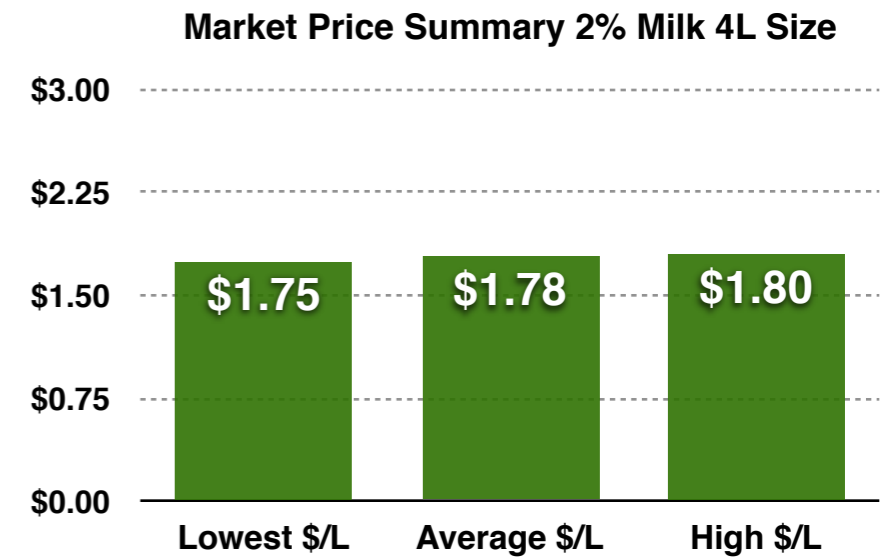
	March 2020 Price 2% Milk - 4L Size	June 2021 Price 2% Milk - 4L Size	Price Per Litre	March 2020 Price 2% Milk - 2L Size	June 2021 Price 2% Milk - 2L Size	Price Per Litre
Circle K	NA	NA	NA	\$4.89	\$4.29	\$2.15
Sobeys	\$6.99	\$5.69	\$1.42	\$3.59	\$3.75	\$1.88
Superstore	\$5.59	\$5.89	\$1.47	\$3.39	\$3.59	\$1.80
Walmart	\$7.65	\$7.29	\$1.82	\$3.86	\$3.58	\$1.79
Shoppers Drug Mart	\$7.59	\$7.69	\$1.92	\$3.49	\$3.58	\$1.79



# Canadian Fluid Milk Report

## Moncton, NB

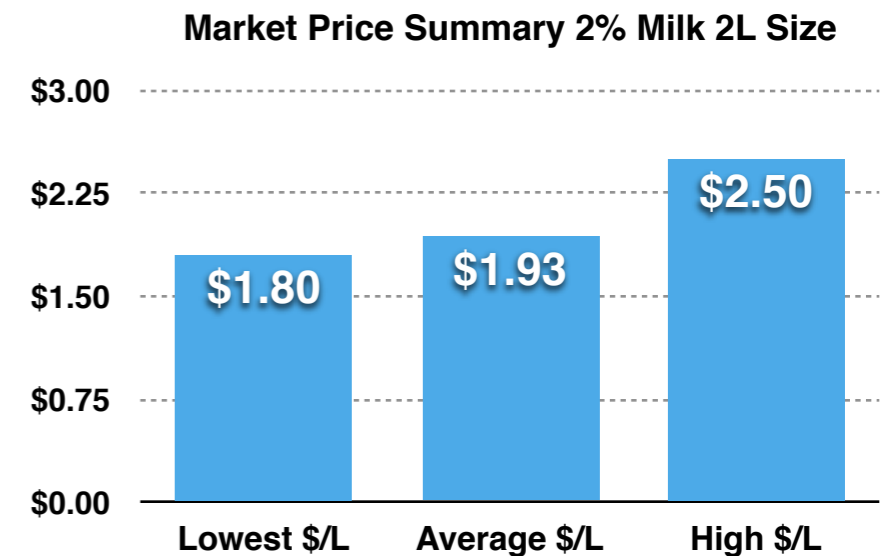
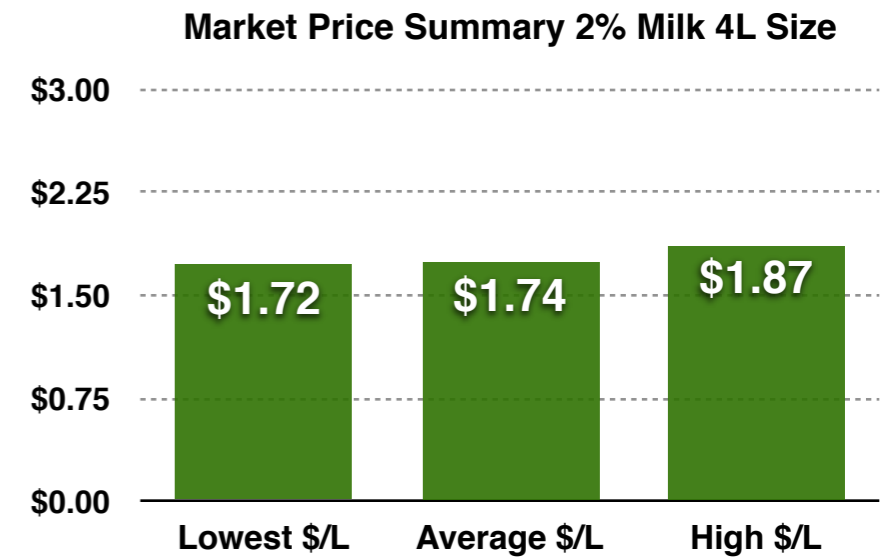
	March 2020 Price 2% Milk - 4L Size	June 2021 Price 2% Milk - 4L Size	Price Per Litre	March 2020 Price 2% Milk - 2L Size	June 2021 Price 2% Milk - 2L Size	Price Per Litre
Costco	\$6.73	\$6.99	\$1.75	\$3.57	\$3.69	\$1.85
Shoppers Drug Mart	\$6.73	\$7.15	\$1.79	\$3.57	\$3.67	\$1.84
Sobeys	\$6.99	\$7.19	\$1.80	\$3.69	\$3.85	\$1.93
Superstore	\$6.85	\$7.19	\$1.80	\$3.69	NA	NA
Walmart	\$6.85	\$7.15	\$1.79	\$3.68	\$3.85	\$1.93



# Canadian Fluid Milk Report

## Laval, QC

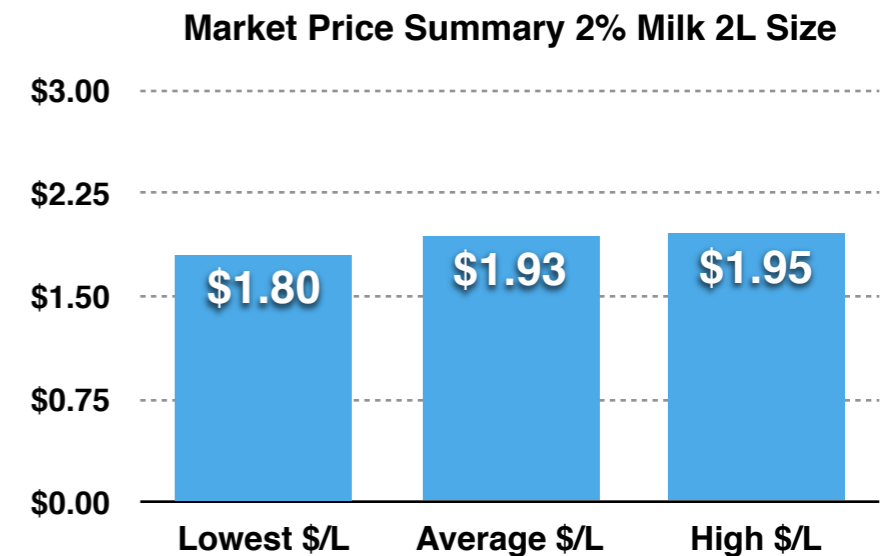
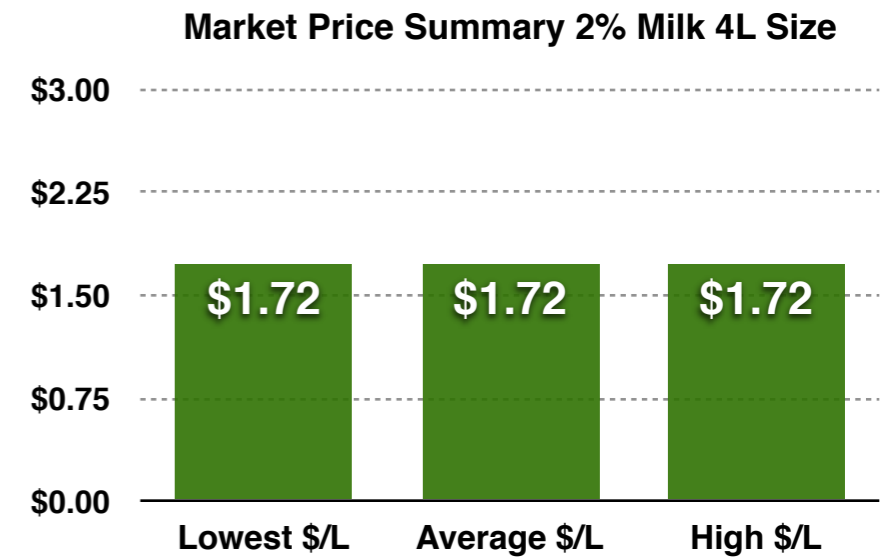
	March 2020 Price 2% Milk - 4L Size	June 2021 Price 2% Milk - 4L Size	Price Per Litre	March 2020 Price 2% Milk - 2L Size	June 2021 Price 2% Milk - 2L Size	Price Per Litre
Costco	NA	\$6.86	\$1.72	NA	\$3.59	\$1.80
IGA Extra	\$6.68	\$6.86	\$1.72	\$3.81	\$3.90	\$1.95
Maxi	\$6.68	\$6.86	\$1.72	\$3.75	\$3.90	\$1.95
Metro	NA	\$6.86	\$1.72	\$4.99	\$3.90	\$1.95
Pharmaprix	\$6.68	\$7.49	\$1.87	\$3.74	\$4.99	\$2.50
Super C	\$6.68	\$6.86	\$1.72	\$3.81	\$3.90	\$1.95
Walmart	\$6.68	\$6.86	\$1.72	\$3.80	\$3.88	\$1.94



# Canadian Fluid Milk Report

## Quebec City, QC

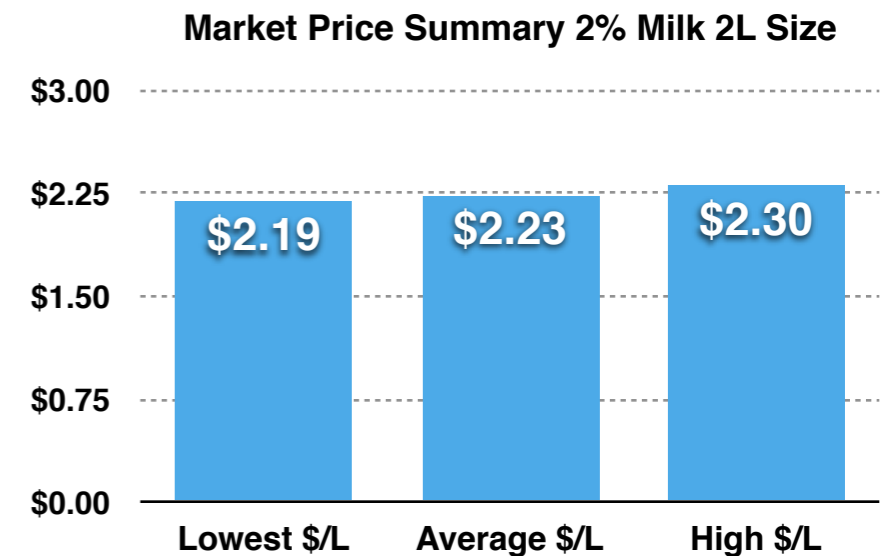
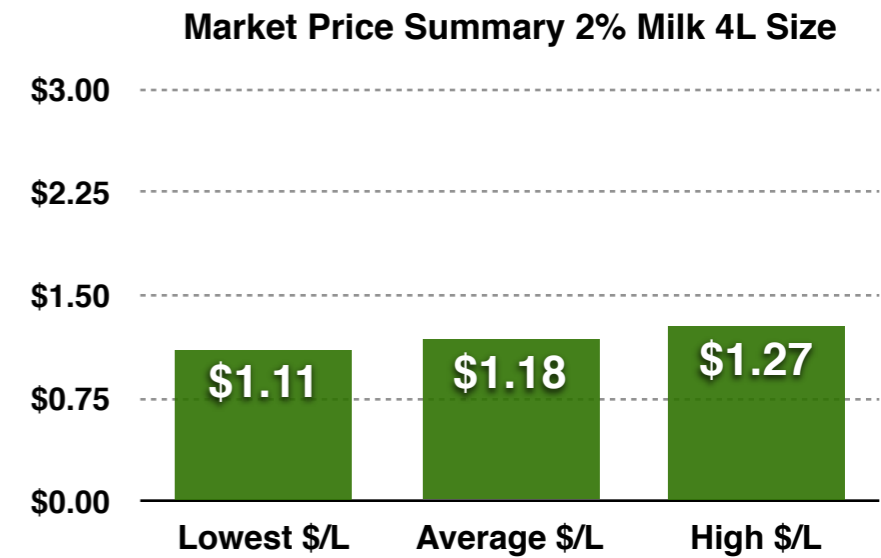
	March 2020 Price 2% Milk - 4L Size	June 2021 Price 2% Milk - 4L Size	Price Per Litre	March 2020 Price 2% Milk - 2L Size	June 2021 Price 2% Milk - 2L Size	Price Per Litre
Boni Soir	\$6.58	\$6.86	\$1.72	\$3.81	\$3.90	\$1.95
IGA Extra	\$6.68	\$6.86	\$1.72	\$3.81	\$3.90	\$1.95
Costco	\$6.68	\$6.86	\$1.72	\$3.49	\$3.59	\$1.80
Maxi	\$6.68	\$6.86	\$1.72	\$3.75	\$3.88	\$1.94
Metro Plus	NA	\$6.86	\$1.72	NA	\$3.90	\$1.95
Pharmaprix	\$6.68	\$6.86	\$1.72	\$3.49	\$3.90	\$1.95
Provigo	NA	\$6.86	\$1.72	NA	\$3.90	\$1.95
Super C	\$6.68	\$6.86	\$1.72	\$3.81	\$3.90	\$1.95
Walmart	\$6.68	\$6.86	\$1.72	\$3.80	\$3.90	\$1.95



# Canadian Fluid Milk Report

## Ottawa / Nepean, ON

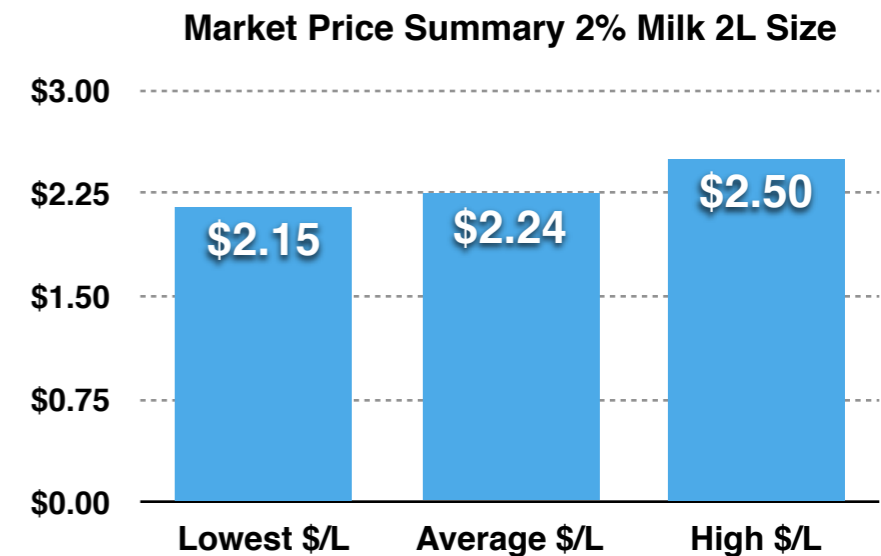
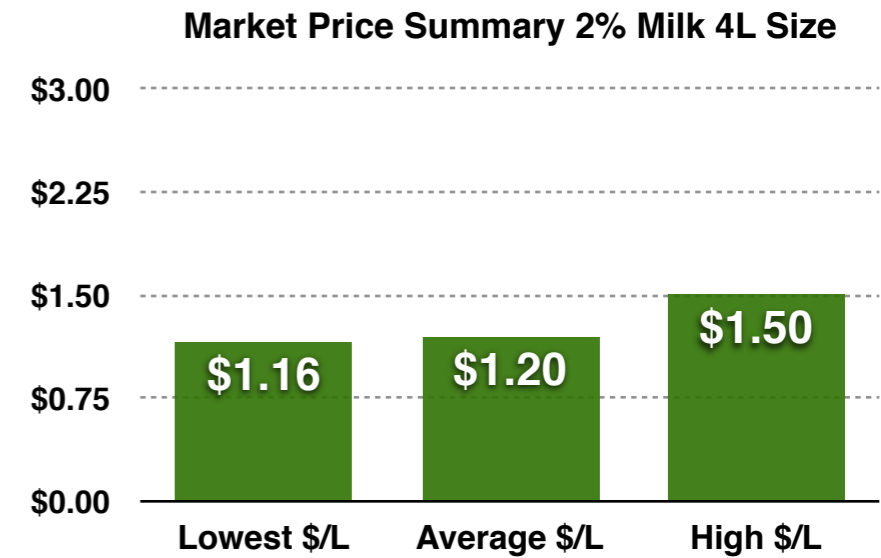
	March 2020 Price 2% Milk - 4L Size	June 2021 Price 2% Milk - 4L Size	Price Per Litre	March 2020 Price 2% Milk - 2L Size	June 2021 Price 2% Milk - 2L Size	Price Per Litre
Costco	\$4.45	\$4.65	\$1.16	\$4.49	NA	NA
Food Basics	\$4.49	\$4.69	\$1.17	\$4.27	\$4.49	\$2.25
FreshCo	\$4.49	\$4.69	\$1.17	\$4.29	\$4.49	\$2.25
Independent	\$4.59	\$4.69	\$1.17	\$4.29	\$4.49	\$2.25
Loblaws	\$4.49	\$4.69	\$1.17	\$4.49	\$4.49	\$2.25
Circle K	\$4.99	\$5.09	\$1.27	\$4.29	\$4.59	\$2.30
Metro	\$4.49	\$4.69	\$1.17	\$4.19	\$4.39	\$2.20
Shoppers Drug Mart	\$4.49	NA	NA	\$4.17	\$4.49	\$2.25
Sobeys	\$4.59	\$4.69	\$1.17	\$4.28	\$4.44	\$2.22
Superstore	\$4.49	\$4.69	\$1.17	\$4.27	\$4.44	\$2.22
Walmart	\$4.49	\$4.69	\$1.17	\$4.49	\$4.37	\$2.19



# Canadian Fluid Milk Report

## Mississauga, ON

	March 2020 Price 2% Milk - 4L Size	June 2021 Price 2% Milk - 4L Size	Price Per Litre	March 2020 Price 2% Milk - 2L Size	June 2021 Price 2% Milk - 2L Size	Price Per Litre
7-Eleven	\$5.69	\$5.99	\$1.50	\$4.99	\$4.99	\$2.50
Costco	\$4.45	\$4.65	\$1.16	NA	NA	NA
Food Basics	\$4.49	\$4.69	\$1.17	\$4.19	NA	NA
FreshCo	\$4.49	\$4.69	\$1.17	\$4.27	\$4.49	\$2.25
Loblaws	\$4.49	\$4.69	\$1.17	\$4.29	\$4.29	\$2.15
Metro	\$4.49	\$4.69	\$1.17	\$4.29	\$4.39	\$2.20
No Frills	\$4.49	\$4.69	\$1.17	NA	NA	NA
Shoppers Drug Mart	\$4.49	\$4.69	\$1.17	\$4.19	NA	NA
Sobeys	\$4.59	\$4.69	\$1.17	\$3.99	\$4.44	\$2.22
Superstore	\$4.49	\$4.69	\$1.17	\$4.28	\$4.44	\$2.22
Walmart	\$4.49	\$4.69	\$1.17	\$4.27	\$4.37	\$2.19

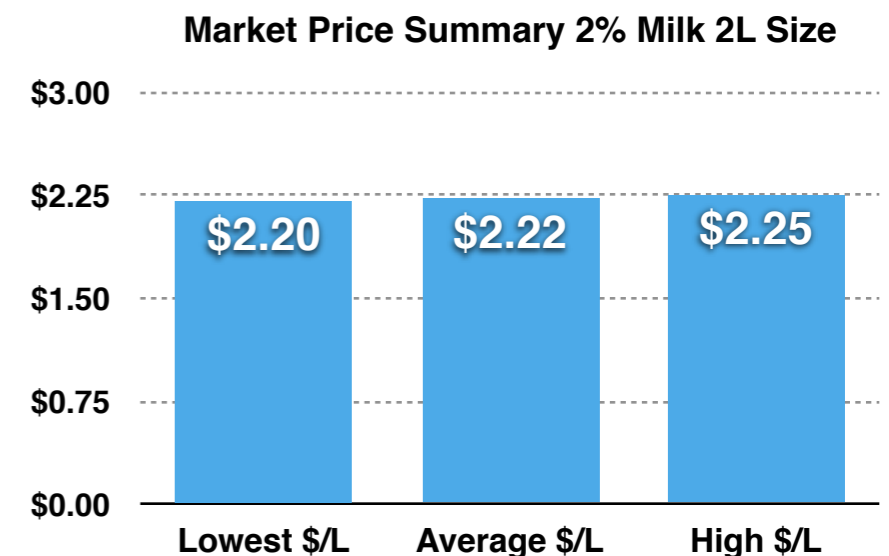
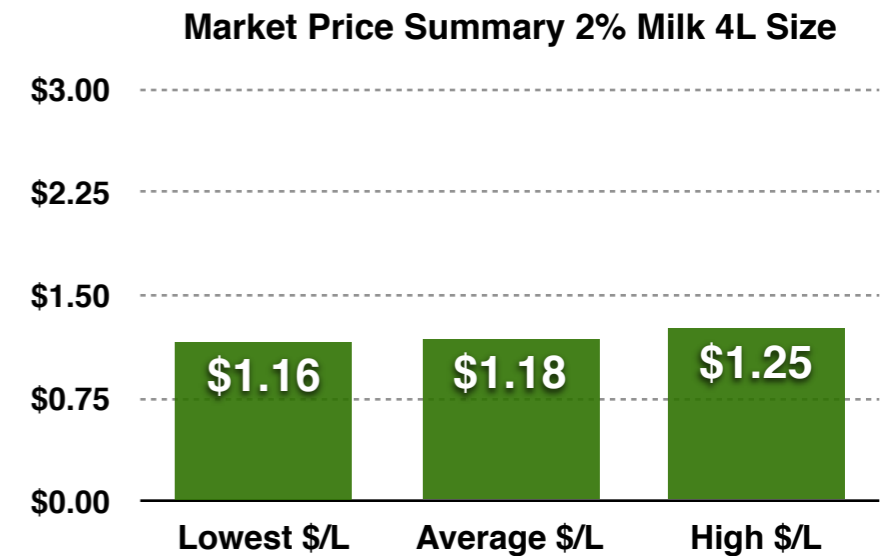




# Canadian Fluid Milk Report

## Scarborough, ON

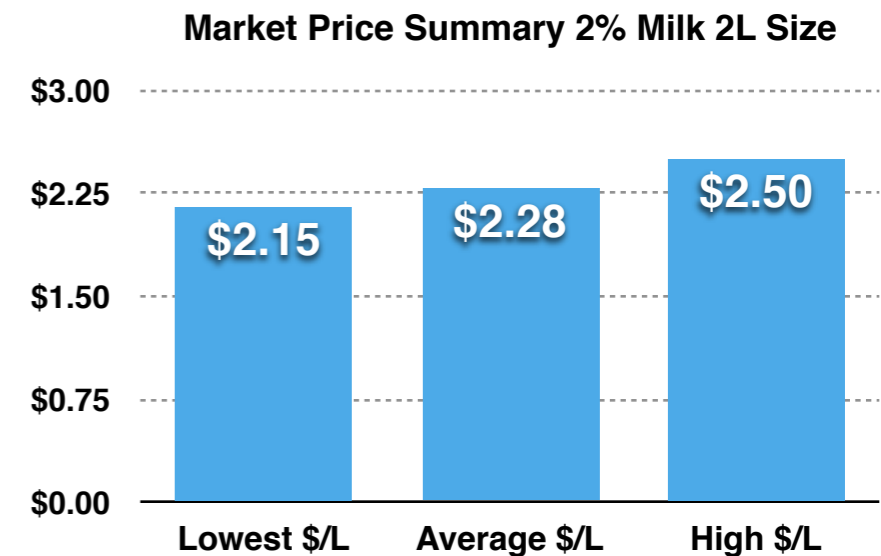
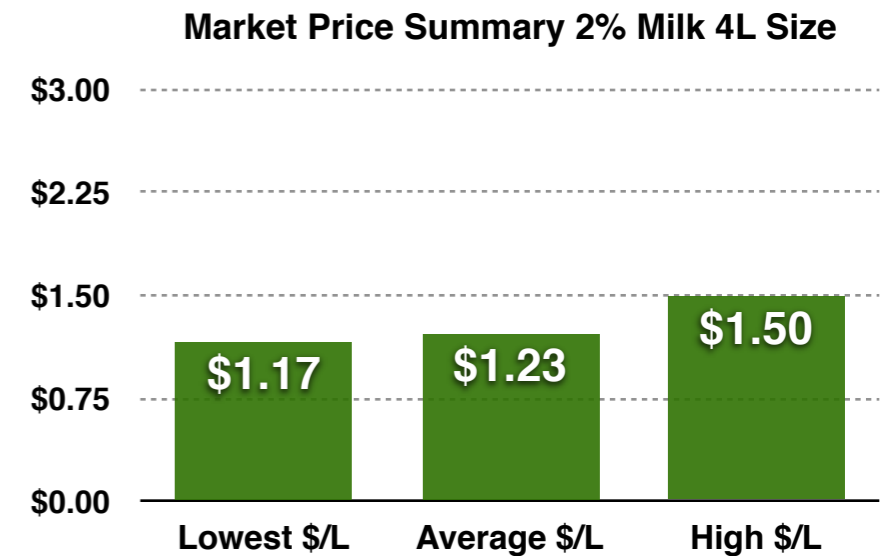
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Costco	\$4.45	\$4.65	\$1.16	NA	NA	NA
Food Basics	\$4.49	\$4.69	\$1.17	\$3.99	\$4.49	\$2.25
FreshCo	\$4.49	\$4.69	\$1.17	\$4.27	\$4.49	\$2.25
Circle K	\$5.69	\$4.99	\$1.25	\$4.49	NA	NA
Metro	\$4.49	\$4.69	\$1.17	\$4.29	\$4.39	\$2.20
No Frills	\$4.49	\$4.69	\$1.17	\$4.27	\$4.44	\$2.22
Shoppers Drug Mart	\$4.49	\$4.69	\$1.17	\$4.19	\$4.49	\$2.25
Superstore	\$4.49	\$4.69	\$1.17	\$4.28	\$4.44	\$2.22
Walmart	\$4.49	\$4.69	\$1.17	\$4.27	\$4.37	\$2.19



# Canadian Fluid Milk Report

## Toronto, ON

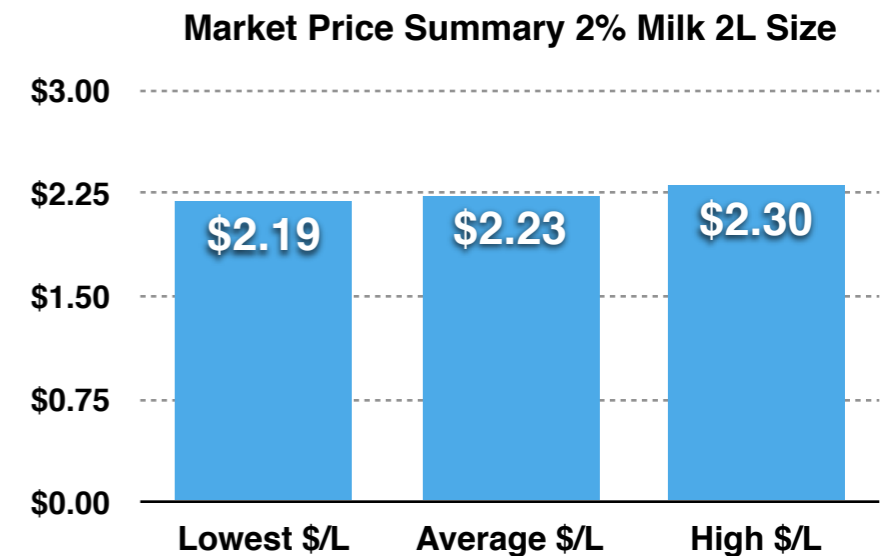
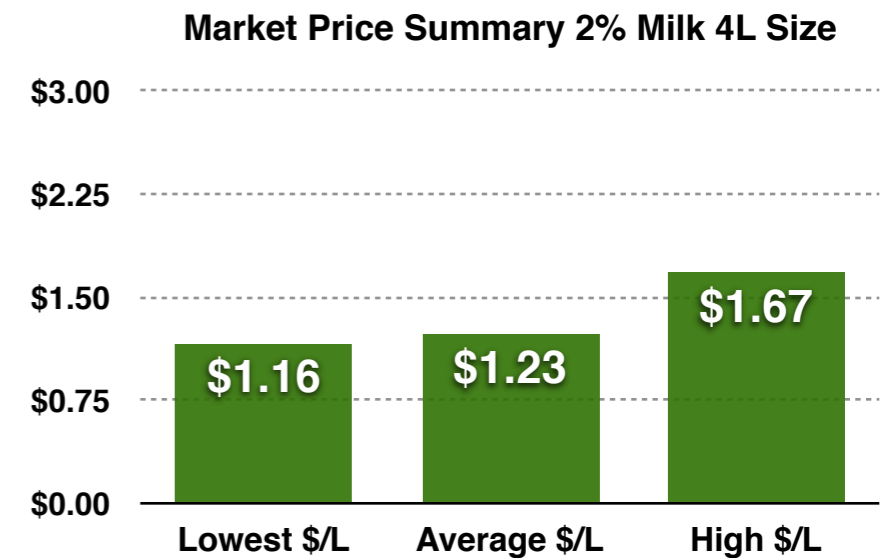
	March 2020 Price 2% Milk - 4L Size	June 2021 Price 2% Milk - 4L Size	Price Per Litre	March 2020 Price 2% Milk - 2L Size	June 2021 Price 2% Milk - 2L Size	Price Per Litre
7-Eleven	\$5.69	\$5.99	\$1.50	NA	\$4.99	\$2.50
Circle K	\$4.79	\$5.09	\$1.27	NA	\$4.59	\$2.30
Food Basics	\$4.49	\$4.69	\$1.17	\$4.19	NA	NA
FreshCo	\$4.49	\$4.69	\$1.17	\$4.27	\$4.49	\$2.25
Hasty Market	NA	\$4.99	\$1.25	NA	\$4.29	\$2.15
Loblaws	\$4.49	\$5.29	\$1.32	\$4.29	\$4.99	\$2.50
Longos	\$4.79	\$4.79	\$1.20	NA	NA	NA
Metro	\$4.49	\$4.69	\$1.17	\$4.29	\$4.39	\$2.20
No Frills	\$4.49	\$4.67	\$1.17	\$4.27	\$4.44	\$2.22
Shoppers Drug Mart	\$4.49	\$4.69	\$1.17	NA	\$4.49	\$2.25
Sobeys	NA	\$4.69	\$1.17	NA	\$4.44	\$2.22



# Canadian Fluid Milk Report

## London, ON

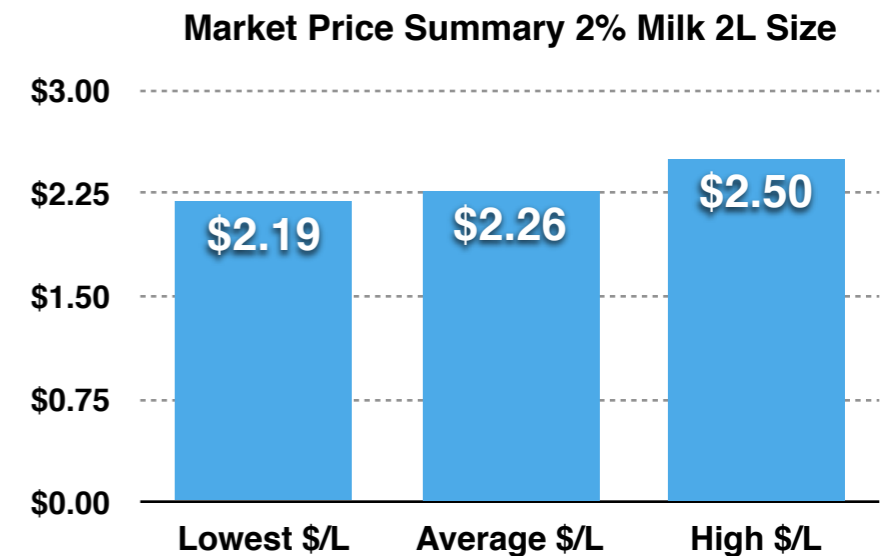
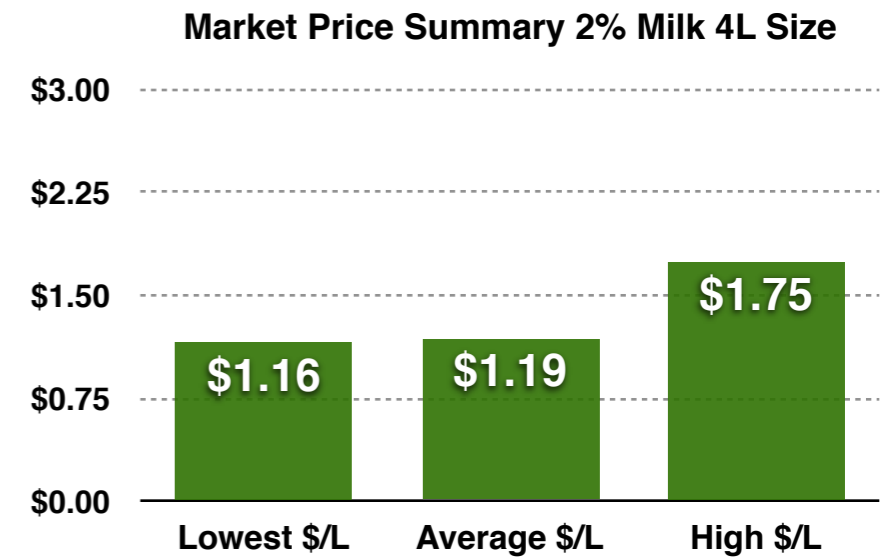
	March 2020 Price 2% Milk - 4L Size	June 2021 Price 2% Milk - 4L Size	Price Per Litre	March 2020 Price 2% Milk - 2L Size	June 2021 Price 2% Milk - 2L Size	Price Per Litre
Costco	NA	\$4.65	\$1.16	NA	NA	NA
Food Basics	NA	\$4.69	\$1.17	NA	\$4.49	\$2.25
FreshCo	\$4.49	\$4.69	\$1.17	\$4.19	\$4.49	\$2.25
Loblaws	\$4.49	\$4.69	\$1.17	\$4.27	\$4.49	\$2.25
Circle K	\$4.59	\$5.09	\$1.27	\$4.29	\$4.59	\$2.30
Metro	\$4.79	\$4.69	\$1.17	\$4.49	\$4.39	\$2.20
No Frills	\$4.49	\$4.69	\$1.17	\$4.29	\$4.44	\$2.22
Shoppers Drug Mart	\$4.49	\$6.69	\$1.67	NA	\$4.49	\$2.25
Sobeys	\$4.49	\$4.69	\$1.17	\$4.19	\$4.44	\$2.22
Superstore	\$4.59	\$4.69	\$1.17	\$4.17	\$4.44	\$2.22
Walmart	\$4.49	\$4.69	\$1.17	\$4.28	\$4.37	\$2.19



# Canadian Fluid Milk Report

## Windsor, ON

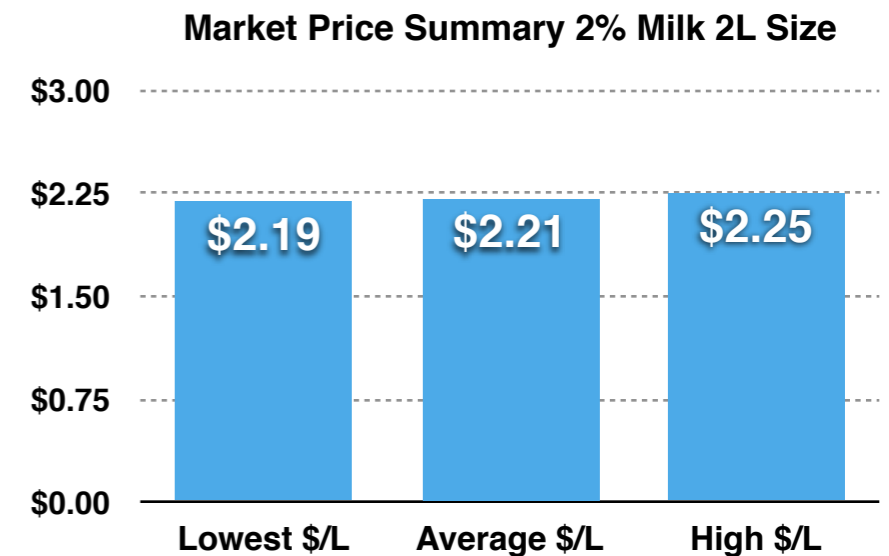
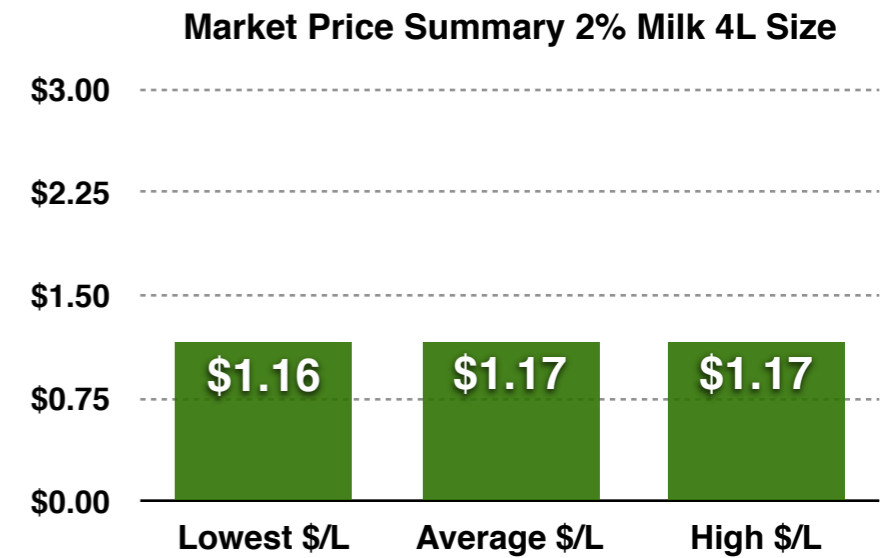
	March 2020 Price 2% Milk - 4L Size	June 2021 Price 2% Milk - 4L Size	Price Per Litre	March 2020 Price 2% Milk - 2L Size	June 2021 Price 2% Milk - 2L Size	Price Per Litre
7-Eleven	\$6.49	\$6.99	\$1.75	\$4.99	\$4.99	\$2.50
Costco	\$4.45	\$4.65	\$1.16	NA	NA	NA
Food Basics	\$4.49	\$4.69	\$1.17	\$4.19	\$4.49	\$2.25
FreshCo	\$4.49	\$4.69	\$1.17	\$4.27	\$4.49	\$2.25
Circle K	\$4.99	\$4.99	\$1.25	\$4.49	\$4.59	\$2.30
Metro	NA	\$4.99	\$1.25	\$4.29	\$4.39	\$2.20
No Frills	\$4.49	\$4.69	\$1.17	\$4.27	\$4.44	\$2.22
Shoppers Drug Mart	\$4.49	\$4.69	\$1.17	\$4.19	\$4.49	\$2.25
Superstore	\$4.49	\$4.69	\$1.17	\$4.28	\$4.44	\$2.22
Sobeys	NA	\$4.69	\$1.17	NA	\$4.44	\$2.22
Walmart	\$4.49	\$4.69	\$1.17	\$4.27	\$4.37	\$2.19
Zehrs	\$4.49	\$4.69	\$1.17	\$4.29	\$4.49	\$2.25



# Canadian Fluid Milk Report

## Sudbury, ON

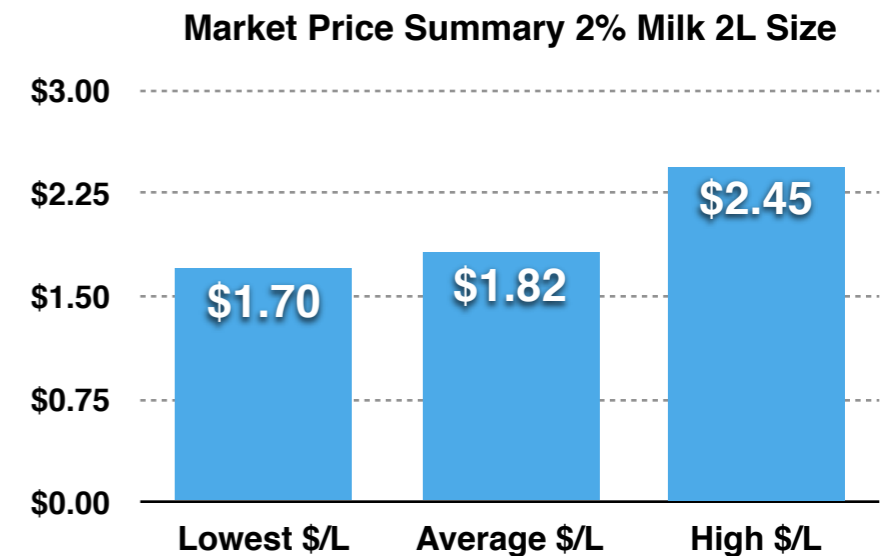
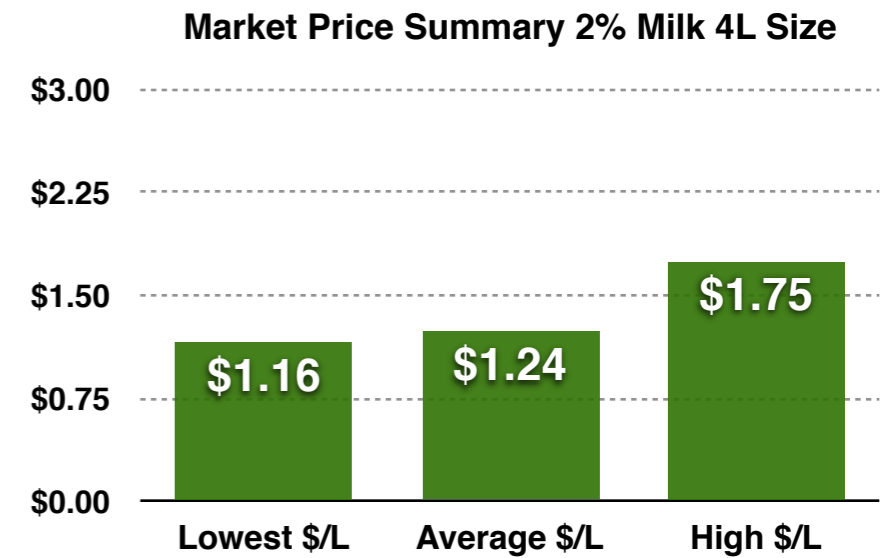
	March 2020 Price 2% Milk - 4L Size	June 2021 Price 2% Milk - 4L Size	Price Per Litre	March 2020 Price 2% Milk - 2L Size	June 2021 Price 2% Milk - 2L Size	Price Per Litre
Costco	\$4.45	\$4.65	\$1.16	NA	NA	NA
Independent	\$4.49	\$4.69	\$1.17	\$4.29	\$4.49	\$2.25
Metro	\$4.49	\$4.69	\$1.17	\$4.29	\$4.39	\$2.20
Shoppers Drug Mart	\$4.49	\$4.69	\$1.17	\$4.19	\$4.49	\$2.25
Superstore	\$4.49	\$4.69	\$1.17	\$4.28	\$4.44	\$2.22
Walmart	\$4.49	\$4.69	\$1.17	\$4.27	\$4.37	\$2.19



# Canadian Fluid Milk Report

## Winnipeg, MB

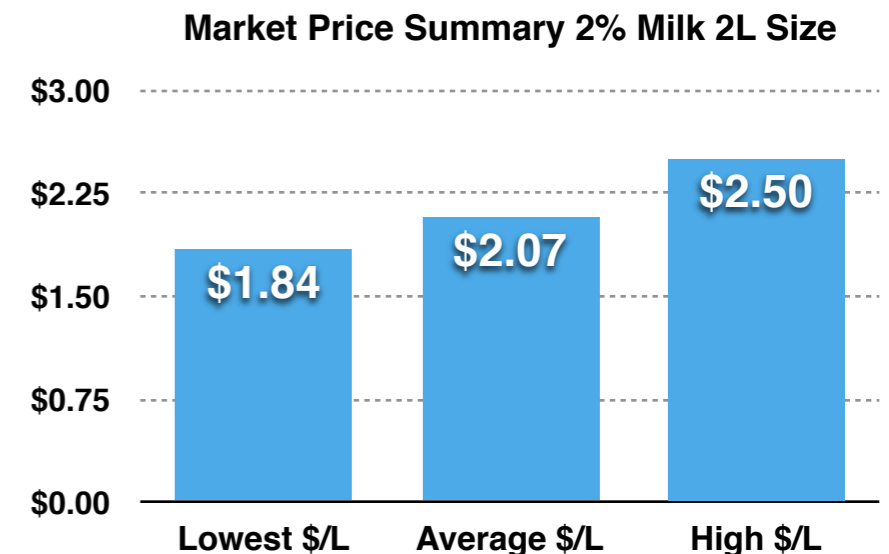
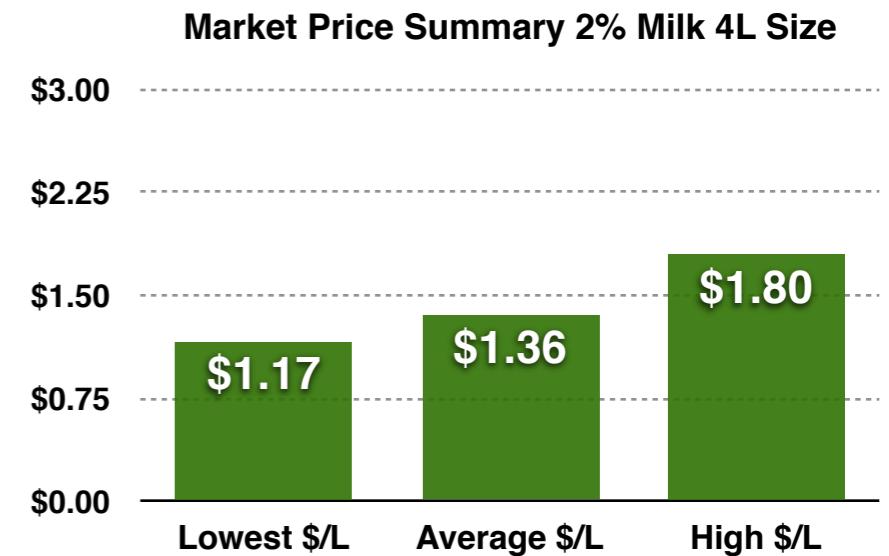
	March 2020 Price 2% Milk - 4L Size	June 2021 Price 2% Milk - 4L Size	Price Per Litre	March 2020 Price 2% Milk - 2L Size	June 2021 Price 2% Milk - 2L Size	Price Per Litre
7-Eleven	\$5.99	\$6.99	\$1.75	\$3.99	\$4.89	\$2.45
Co-op	\$5.59	\$4.89	\$1.22	\$3.19	\$3.44	\$1.72
Costco	\$4.65	\$4.65	\$1.16	NA	NA	NA
No Frills	NA	\$4.65	\$1.16	NA	\$3.47	\$1.74
Safeway	\$4.79	\$4.88	\$1.22	\$3.39	\$3.44	\$1.72
Save on Foods	NA	\$4.79	\$1.20	NA	\$3.49	\$1.75
Shoppers Drug Mart	\$4.75	\$4.65	\$1.16	\$3.99	\$3.79	\$1.90
Sobeys	\$4.79	\$4.88	\$1.22	\$3.39	\$3.44	\$1.72
Superstore	\$4.67	\$4.65	\$1.16	\$3.36	\$3.40	\$1.70
Walmart	\$4.64	\$4.65	\$1.16	\$3.36	\$3.40	\$1.70



# Canadian Fluid Milk Report

## Regina, SK

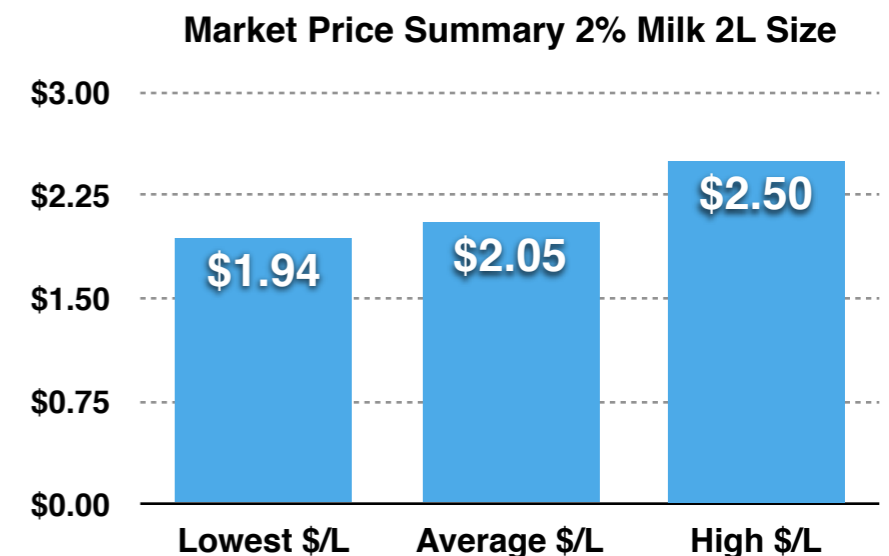
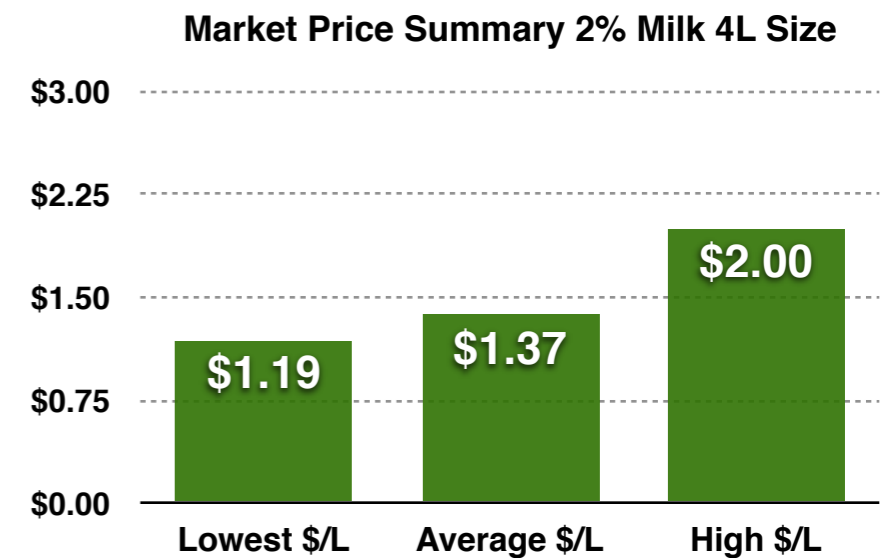
	March 2020 Price 2% Milk - 4L Size	June 2021 Price 2% Milk - 4L Size	Price Per Litre	March 2020 Price 2% Milk - 2L Size	June 2021 Price 2% Milk - 2L Size	Price Per Litre
7-Eleven	\$6.19	\$7.19	\$1.80	\$4.99	\$4.79	\$2.40
Co-op	\$5.59	\$5.79	\$1.45	\$3.79	\$3.99	\$2.00
Costco	\$4.65	\$4.85	\$1.21	NA	NA	NA
No Frills	NA	NA	NA	NA	\$3.97	\$1.99
Circle K	\$6.49	\$6.99	\$1.75	\$5.29	\$4.99	\$2.50
Safeway	\$4.79	\$4.88	\$1.22	\$3.79	\$3.97	\$1.99
Save on Foods	NA	\$4.89	\$1.22	NA	\$3.95	\$1.98
Shoppers Drug Mart	\$4.75	\$4.87	\$1.22	\$3.99	\$4.19	\$2.10
Sobeys	\$4.79	\$4.69	\$1.17	\$3.39	\$3.97	\$1.99
Superstore	\$4.65	\$4.87	\$1.22	\$3.83	\$3.88	\$1.94
Walmart	\$4.67	\$4.87	\$1.22	\$3.87	\$3.67	\$1.84



# Canadian Fluid Milk Report

## Calgary, AB

	March 2020 Price 2% Milk - 4L Size	June 2021 Price 2% Milk - 4L Size	Price Per Litre	March 2020 Price 2% Milk - 2L Size	June 2021 Price 2% Milk - 2L Size	Price Per Litre
7-Eleven	\$5.69	\$6.99	\$1.75	\$4.99	\$4.89	\$2.45
Co-op	\$5.59	\$5.75	\$1.44	\$3.79	\$3.89	\$1.95
Costco	\$4.65	\$4.75	\$1.19	NA	NA	NA
Circle K	\$7.99	\$7.99	\$2.00	\$5.29	\$4.99	\$2.50
No Frills	\$4.67	\$4.78	\$1.20	\$3.87	\$3.97	\$1.99
Safeway	\$4.79	\$4.88	\$1.22	\$3.88	\$4.07	\$2.04
Save on Foods	NA	\$4.89	\$1.22	NA	\$3.99	\$2.00
Shoppers Drug Mart	\$4.75	\$5.37	\$1.34	NA	\$4.19	\$2.10
Superstore	\$4.65	\$4.75	\$1.19	\$3.83	\$3.88	\$1.94
Walmart	\$4.64	\$4.78	\$1.20	\$3.83	\$3.88	\$1.94

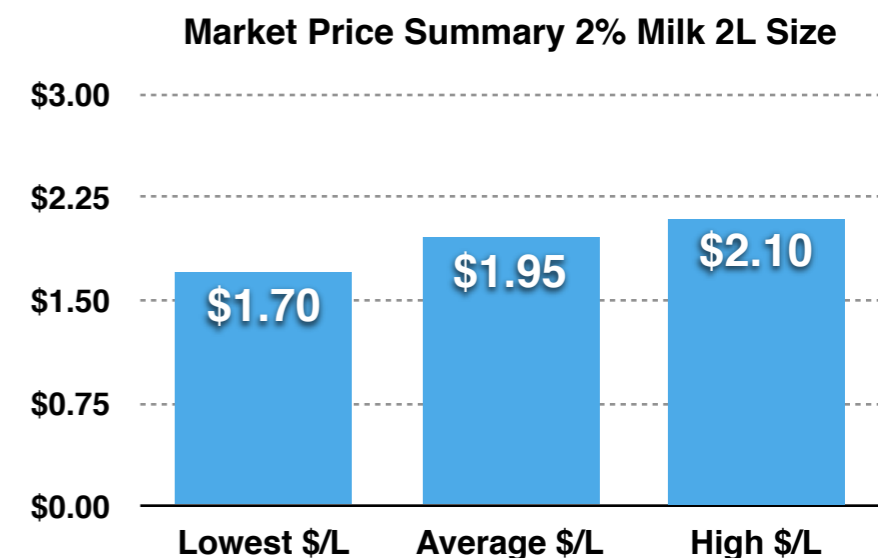
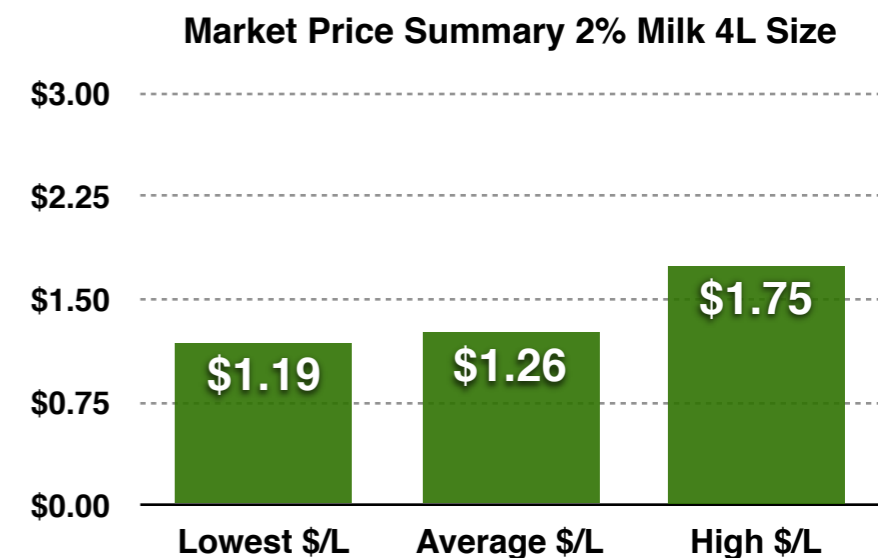




# Canadian Fluid Milk Report

## Edmonton, AB

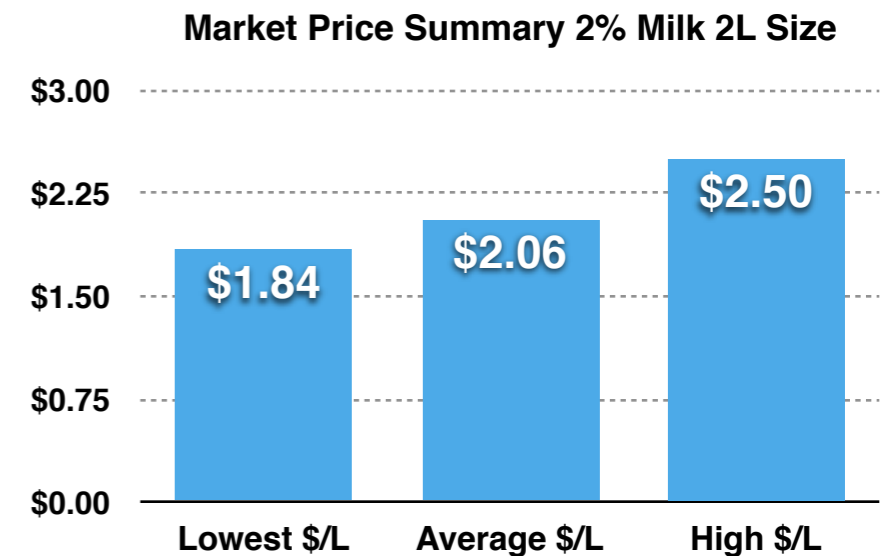
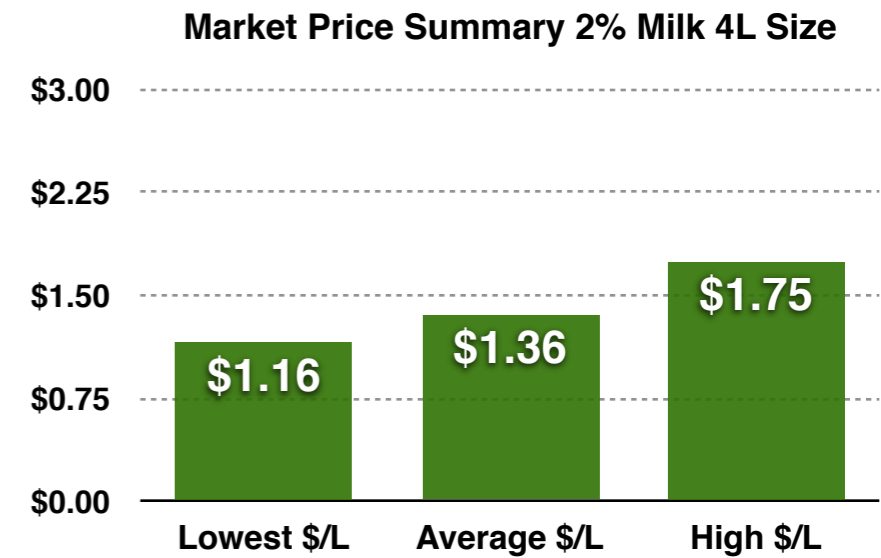
	March 2020 Price 2% Milk - 4L Size	June 2021 Price 2% Milk - 4L Size	Price Per Litre	March 2020 Price 2% Milk - 2L Size	June 2021 Price 2% Milk - 2L Size	Price Per Litre
Costco	\$4.65	\$4.75	\$1.19	NA	NA	NA
Circle K	\$6.49	\$6.99	\$1.75	\$5.29	\$3.39	\$1.70
No Frills	\$4.67	\$4.78	\$1.20	\$3.87	\$3.97	\$1.99
Safeway	\$4.79	\$4.88	\$1.22	\$3.79	\$3.97	\$1.99
Save On Foods	\$4.75	\$4.89	\$1.22	\$3.79	\$3.99	\$2.00
Shoppers Drug Mart	\$4.75	\$4.78	\$1.20	\$3.99	\$4.19	\$2.10
Sobeys	\$4.67	\$4.88	\$1.22	\$3.87	\$3.97	\$1.99
Superstore	\$4.67	\$4.78	\$1.20	\$3.83	\$3.88	\$1.94
Walmart	\$4.64	\$4.78	\$1.20	\$3.83	\$3.88	\$1.94



# Canadian Fluid Milk Report

## Kelowna, BC

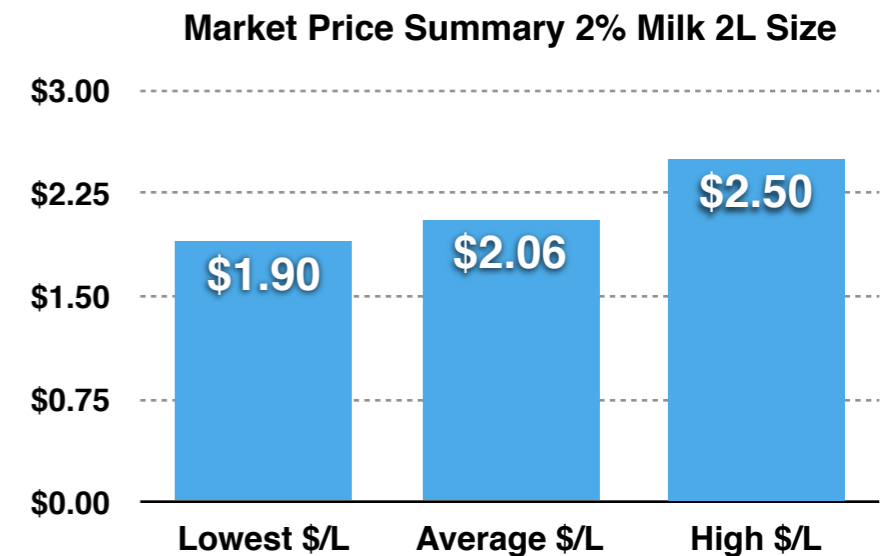
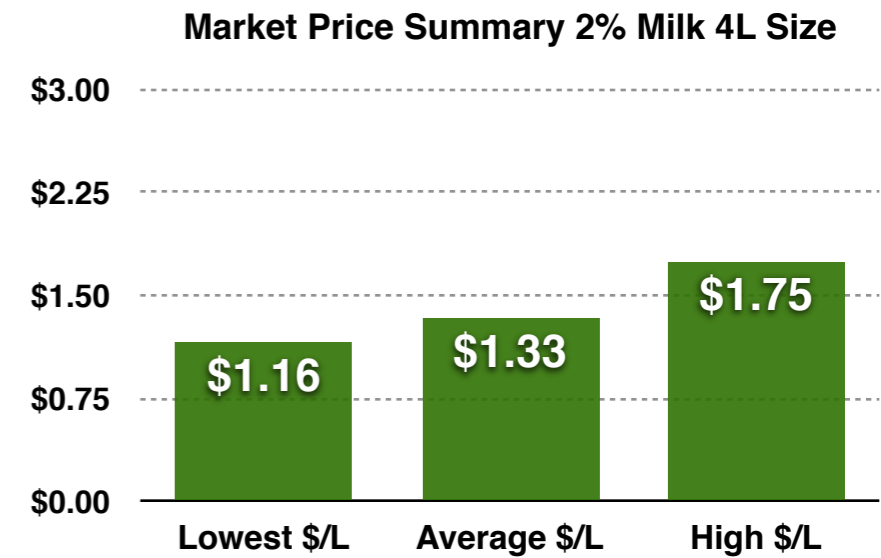
	March 2020 Price 2% Milk - 4L Size	June 2021 Price 2% Milk - 4L Size	Price Per Litre	March 2020 Price 2% Milk - 2L Size	June 2021 Price 2% Milk - 2L Size	Price Per Litre
Costco	\$4.59	\$4.65	\$1.16	NA	NA	NA
7-Eleven	\$6.79	\$6.99	\$1.75	\$4.79	\$4.99	\$2.50
Fresh Co	NA	\$4.65	\$1.16	NA	\$3.67	\$1.84
IGA Marketplace	\$5.09	\$6.29	\$1.57	\$4.45	\$4.39	\$2.20
Circle K	\$6.49	\$6.99	\$1.75	\$5.29	\$4.99	\$2.50
Safeway	NA	\$4.99	\$1.25	NA	\$3.99	\$2.00
Save On Foods	\$4.79	\$4.89	\$1.22	\$4.09	\$3.99	\$2.00
Shoppers Drug Mart	\$4.59	\$4.65	\$1.16	\$3.99	\$3.99	\$2.00
Superstore	\$4.74	\$4.65	\$1.16	\$2.23	NA	NA
Independent	NA	\$4.69	\$1.17	NA	\$3.79	\$1.90



# Canadian Fluid Milk Report

## Burnaby / Coquitlam, BC

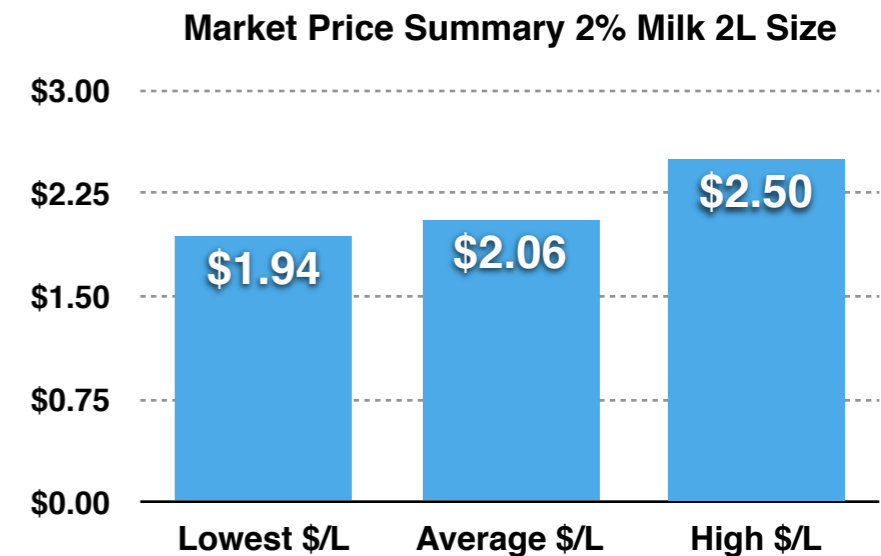
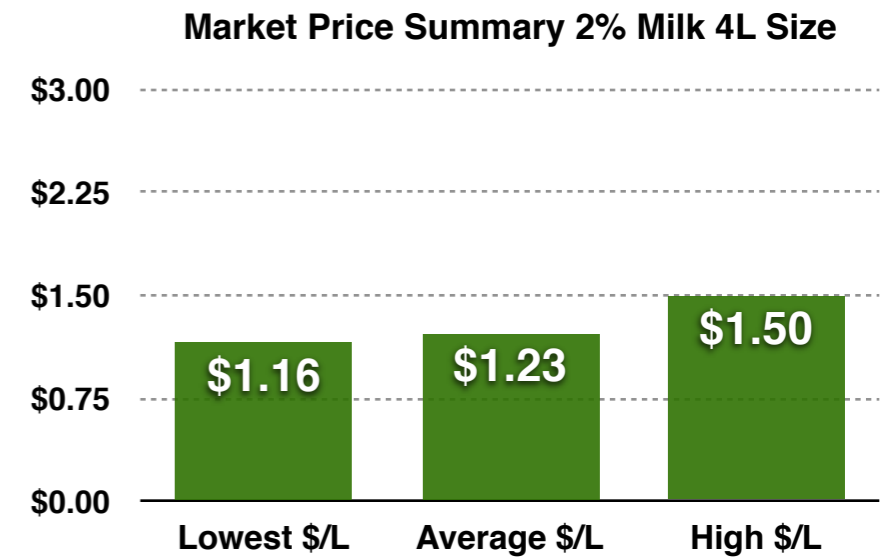
	March 2020 Price 2% Milk - 4L Size	June 2021 Price 2% Milk - 4L Size	Price Per Litre	March 2020 Price 2% Milk - 2L Size	June 2021 Price 2% Milk - 2L Size	Price Per Litre
7-Eleven	\$6.25	\$6.99	\$1.75	\$3.99	\$4.99	\$2.50
Costco	\$4.59	\$4.65	\$1.16	NA	NA	NA
IGA Marketplace	\$4.79	\$6.29	\$1.57	\$4.09	\$4.39	\$2.20
Circle K	\$6.49	\$6.99	\$1.75	\$5.29	\$4.99	\$2.50
No Frills	NA	\$4.65	\$1.16	NA	\$3.87	\$1.94
Save On Foods	\$4.79	\$4.89	\$1.22	\$4.09	NA	NA
Shoppers Drug Mart	\$4.59	\$4.65	\$1.16	\$3.99	\$3.99	\$2.00
Superstore	\$4.74	\$4.65	\$1.16	\$3.83	\$3.88	\$1.94
Walmart	\$4.74	\$4.65	\$1.16	\$3.82	\$3.88	\$1.94
Independent	NA	\$4.69	\$1.17	NA	\$3.79	\$1.90



# Canadian Fluid Milk Report

## Langford/Victoria, BC

	March 2020 Price 2% Milk - 4L Size	June 2021 Price 2% Milk - 4L Size	Price Per Litre	March 2020 Price 2% Milk - 2L Size	June 2021 Price 2% Milk - 2L Size	Price Per Litre
7-Eleven	\$6.25	\$4.69	\$1.17	\$4.59	NA	NA
Costco	\$4.59	\$4.65	\$1.16	NA	NA	NA
Circle K	\$6.49	\$5.99	\$1.50	\$5.29	\$4.99	\$2.50
Save On Foods	\$4.75	\$4.89	\$1.22	\$3.85	\$3.99	\$2.00
Shoppers Drug Mart	\$4.59	\$4.65	\$1.16	\$3.99	\$3.99	\$2.00
Superstore	\$4.74	\$4.67	\$1.17	\$3.83	\$3.98	\$1.99
Thrifty Foods	\$5.68	\$4.99	\$1.25	\$3.73	\$3.95	\$1.98
Walmart	\$4.74	\$4.67	\$1.17	\$3.82	\$3.87	\$1.94



# Canadian Fluid Milk Report - Methodology

Price audits were conducted using Field Agent Canada's panel of over 140,000 smartphone users who have downloaded our free app and conduct audits, mystery shops and shopper surveys from Coast-to-Coast.

Data was collected in 185 stores from May 7-June 1, 2021 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.