



United States  
Department of  
Agriculture

Agricultural  
Marketing  
Service

Livestock,  
Poultry and  
Seed Program

Agricultural  
Analytics  
Division

# Feature Advertising by U.S. Supermarkets Meat, Poultry, and Shell Eggs

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## Thanksgiving 2015

Advertised Prices effective through November 26, 2015



## Feature Advertising by U.S. Supermarkets During Key Seasonal Marketing Events

This report provides a detailed breakdown of supermarket featuring of popular meat, poultry, and shell egg products for the Thanksgiving marketing period. Advertised sale prices and associated purchase conditions are shown by region, state, and supermarket banner and include brand names, prices, and any special conditions.

### Turkey

Whole body, fresh and frozen, hens and toms in conventional, kosher, halal, organic, free-range, antibiotic-free, non-GMO certified, and heritage breed varieties.

Northeast .....	4
Southeast .....	24
Midwest .....	42
South Central.....	62
Southwest.....	76
Northwest .....	82

### Cured Pork

Bone-in, boneless, and semi-boneless; spiral-cut and uncut; whole, half, quartered, and sliced boneless hams; bone-in ham steaks; smoked picnics; and country cured hams.

Northeast .....	89
Southeast .....	104
Midwest .....	122
South Central.....	140
Southwest.....	154
Northwest .....	158

### Fresh Pork Roasts

Fresh pork leg, loin, shoulder, sirloin, and tenderloin roasts; bone-in and boneless, and tenderloins.

Northeast .....	165
Southeast .....	170
Midwest .....	176
South Central.....	182
Southwest.....	187
Northwest .....	189

### Lamb Legs, Racks, and Breasts

Bone-in, semi-boneless, and boneless, whole and half legs; bone-in whole, frenched and crown roast racks; and breasts.

Northeast .....	192
Southeast .....	195
Midwest .....	197
South Central.....	199
Southwest.....	201
Northwest .....	202

### Beef Roasts

Rib, loin, and round roasts, boneless and bone-in.

Northeast .....	203
Southeast .....	211
Midwest .....	219
South Central.....	227
Southwest.....	232
Northwest .....	234

**Miscellaneous Poultry**

Fresh and frozen Bone-in turkey breasts; chicken roasters, Cornish hens, baking hens; capons, livers, and gizzards; ducklings; geese; pheasants, quail, and rabbits.

Northeast.....	238
Southeast .....	250
Midwest .....	261
South Central.....	271
Southwest.....	280
Northwest .....	282

**Shell Eggs, Liquid Egg Products, and Egg Nog**

Conventional and specialty shell eggs; liquid eggs and egg nog.

Northeast.....	286
Southeast .....	291
Midwest .....	295
South Central.....	299
Southwest.....	303
Northwest .....	305

**Store-Prepared Holiday Dinners**

Poultry and meat-based store prepared holiday dinners and sides.

Northeast.....	308
Southeast .....	316
Midwest .....	329
South Central.....	339
Southwest.....	348
Northwest .....	352

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## Report Notes and Key to Abbreviations:

All information is collected from publicly available, on-line supermarket advertising circulars during the holiday marketing period. All prices are in U.S. dollars per pound unless otherwise noted.

### Common Abbreviations:

n/i .....not identified  
BOGO .....Buy one, get one free  
ABF .....Antibiotic-free  
F .....Free Range  
K .....Kosher  
L .....Locally-grown  
O .....USDA Certified Organic  
G .....Grass-fed  
L .....Local (grown/produced)

### Miscellaneous Poultry Weight Ranges:

Turkey Breast, bone-in ..... 4-9 pounds  
Roasters ..... 7-10 pounds  
Cornish Hens ..... 1-2 pounds  
Baking Hens ..... 4-6 pounds  
Capon ..... 7-10 pounds  
Duckling/Duck ..... 4-6 pounds  
Goose ..... 8-12 pounds  
Rabbit ..... 2.5-3.5 pounds  
Pheasant ..... 1.5-2 pounds  
Quail ..... .0.5-.75 pounds

### U.S. Regional Definitions:

Northeast .....CT,DC,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT  
Southeast.....AL,FL,GA,KY,MS,NC,SC,TN,VA,WV  
Midwest.....IA,IL,IN,MI,MN,ND,NE,OH,SD,WI  
South Central .....AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT  
Southwest .....CA, HI, NV  
Northwest.....AK,ID,MT,OR,WA,WY

### Lamb Origin Codes:

US ..... United States  
AU ..... Australia  
NZ..... New Zealand

### Shell Egg Codes:

JB.....Jumbo  
XL .....Extra Large  
LG .....Large  
MD .....Medium  
W .....White Shell  
B .....Brown Shell

**U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS**

**Thanksgiving 2015**

Whole Body Turkeys - prices in \$US per pound unless otherwise noted.

**WHOLE TURKEYS**

State	Supermarket	Label	Conventional		Kosher		Organic		Free Range	ABF	Non-GMO	Heritage	Conditions	
			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	Fresh		
<b>NORTHEASTERN U.S. - CT,DC,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT</b>														
CT	ACME Markets	Shady Brook		0.59									w/ \$25 purchase; limit 1	
		Shady Brook	1.29										limit 1	
		Lancaster	1.29	0.89										limit 1
		Butterball		1.19										limit 1
		Butterball	1.79											limit 1
	Adams	IGA		0.99										w/ \$50 purchase; limit 1
		Master Chef		0.99										w/ \$50 purchase; limit 1
		IGA		1.39										
		Master Chef		1.39										
		Shady Brook	1.79											
	AF Basket	Butterball	1.99	1.79										
		n/i		free										w/ \$175 purchase; limit 1
		n/i		1.29										additional quantities
		Butterball		1.49										< 16 lbs. (hen)
	AG New England	Shady Brook	1.79											< 16 lbs. (hen)
		n/i		0.69										w/ \$25 purchase; limit 2
	ALDI	Butterball		1.19										smoked @1.89/lb.
		Honeysuckle	0.99											
	Associated	Shady Brook		free										w/ \$150 purchase; limit 1
		Balducci's	Plainville Farms								2.99			
	Best Market	D'Artagnan						4.99						
		Best Yet		1.57										
	Big Y	Butterball		1.77										
		Butterball	1.79	1.59										
Bravo	Shady Brook	1.79												
	Big Y		1.39											
	Empire				3.99									
	Shady Brook	0.99	0.79										w/ \$100 purchase; limit 1	
Compare Foods	Butterball		0.99										w/ \$100 purchase; limit 1	
	n/i	1.29											< 16 lbs. (hen)	
C-Town	Shady Brook	0.99	0.79										w/ \$100 purchase; limit 1	
	Butterball		0.99										w/ \$100 purchase; limit 1	
Geissler's	IGA		\$5 off										w/ \$100 purchase; limit 1	
	Waybest		\$5 off										w/ \$100 purchase; limit 1	
	Butterball	1.99	1.69										w/ \$100 purchase; limit 1	
	Plainville Farms									2.79				

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			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	Fresh	
CT <i>(cont)</i>	Key Food	Key Food		0.59									w/ \$50 purchase; limit 1
		Butterball	1.79	0.99									w/ \$50 purchase; limit 1
		Shady Brook	1.49	0.79									w/ \$50 purchase; limit 1
		Empire				2.49							w/ \$50 purchase; limit 1
	Kings	Kings								1.99			local
		Plainville Farms								2.99			
		Bell & Evans					4.49			2.99			
		Butterball		1.99									
	Marc's	Honeysuckle		0.79									limit 2
		Mrs. Green's	Grateful Harvest						1.99	1.99			
	Murray's								2.99				
	Mary's						3.99						brined @ \$2.99/lb.
	Empire				3.99								
	Price Chopper	Butterball		0.99									w/ store card; limit 1
		Butterball	1.69										w/ store card
		Shady Brook	1.29										w/ store card
		n/i		0.48									w/ store card; limit 1
	ShopRite	Plainville Farms								2.49			w/ store card
		ShopRite		free									w/ \$250 accumulated purchase; limit 1
		ShopRite	2.19	1.49									w/o qualifying purchase
		Butterball		0.40									w/ \$250 accumulated purchase; limit 1
	Stew Leonard's	Butterball	2.49	1.89									< 16 lbs. (hen); w/o qualifying purchase
		n/i					3.99						< 16 lbs. (hen)
		Shenandoah Vally	1.69										
		Stew's Naked							2.99	2.99			
	Stop & Shop	Stop & Shop	0.99	0.59									w/ \$25 purchase; limit 2
		Butterball	1.69	0.99									w/ \$25 purchase; limit 2
		Nature's Promise								1.79			frozen
	Target	Butterball		0.99									limit 2
		Market Pantry		0.79									
The Fresh Market	TFM							2.49					
Trader Joe's	Trader Joe's			2.49					1.99			< 16 lbs. (hen)	
Whole Foods NA	Whole Foods					3.99		2.69			3.99	brined @2.99/lb.	
	Plainville Farms							2.99					

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			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	Fresh			
CT <i>(cont)</i>	Whole Foods NE	Whole Foods					3.99		2.69				brined @2.99/lb.		
		Nature's Rancher								1.99					
		Plainville Farms					3.99			2.99					
		Koch's										4.99			
		Kosher Valley			3.99										
DC	ALDI	Butterball		1.19									smoked @1.89/lb.		
		Honeysuckle	0.99												
	Giant	Giant	0.99	0.59										w/ \$25 purchase; limit 2	
		Butterball	1.69	0.99										w/ \$25 purchase; limit 2	
	Harris Teeter	Nature's Promise									1.79				frozen
		Harris Teeter		0.57											w/ \$40 purchase & store card; limit 1
		Harris Teeter	1.99	1.59											w/o store card
		Harris Teeter	1.59												w/ store card
		HT Premium		0.99											w/ store card; limit 2
		HT Premium		1.59											w/o store card
		Butterball	1.79	1.39											w/ store card
		Butterball	2.39	1.99											w/o store card
		Organic Prairie					3.49								w/ store card
		Organic Prairie					3.99								w/o store card
		Plainville Farms									2.69				w/ store card
		Plainville Farms									3.49				w/o store card
		Bell & Evans									2.69				w/ store card
		Bell & Evans									3.49				w/o store card
	Safeway Eastern	Open Nature									1.99				frozen; w/ store card
		Li'l Butterball		2.49											< 16 lbs. (hen)
		Shady Brook		0.59											w/ \$25 purchase and store card; limit 1
		Shady Brook	1.39												w/ store card
		Safeway		0.59											w/ \$25 purchase and store card; limit 1
		Butterball		0.99											w/ \$25 purchase and store card; limit 1
		Butterball	1.99												w/ store card
		Butterball													smoked @\$2.69/lb.
	Target	Butterball		0.99											limit 2
		Market Pantry		0.79											
	Trader Joe's	Trader Joe's			2.49						1.99				< 16 lbs. (hen)
	Whole Foods	n/i			3.49				3.99	2.69		3.69		3.69	
n/i													brined @2.99/lb.		

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			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	Fresh		
DE	ACME Markets	Shady Brook		0.59									w/ \$25 purchase; limit 1	
		Shady Brook	1.29										limit 1	
		Lancaster	1.29	0.89									limit 1	
		Butterball		1.19									limit 1	
		Butterball	1.79										limit 1	
	Food Lion	n/i		0.37									w/ \$35 purchase and store card; limit 2	
		n/i	0.99										w/ store card	
		n/i	2.49	1.59									w/o store card	
		Butterball		1.19									w/ store card	
		Butterball		1.79									w/o store card	
	Fresh Grocer	ShopRite		0.39									w/ \$100 purchase; limit 1	
		Butterball		1.89										
		Shady Brook	2.19											
	Giant	Giant	0.99	0.59									w/ \$25 purchase; limit 2	
		Butterball	1.69	0.99									w/ \$25 purchase; limit 2	
		Nature's Promise								1.79			frozen	
	Great Valu Markets	Honeysuckle		0.99									limit 2	
	Harris Teeter	Harris Teeter		0.57										w/ \$40 purchase & store card; limit 1
		Harris Teeter	1.99	1.59										w/o store card
		Harris Teeter	1.59											w/ store card
		HT Premium		0.99										w/ store card; limit 2
		HT Premium		1.59										w/o store card
		Butterball	1.79	1.39										w/ store card
		Butterball	2.39	1.99										w/o store card
		Organic Prairie					3.49							w/ store card
		Organic Prairie					3.99							w/o store card
		Plainville Farms									2.69			w/ store card
	Plainville Farms									3.49			w/o store card	
	Bell & Evans	Bell & Evans									2.69			w/ store card
		Bell & Evans									3.49			w/o store card
Butterball			0.98										w/ \$25 purchase; limit 1	
Butterball			1.28										additional quantities	
Jennie-O			0.68										w/ \$25 purchase; limit 1	
Jennie-O			0.98										additional quantities	
Jennie-O		1.28											w/ store card	
Jennie-O		1.88											w/o store card	
Redner's	Butterball		0.98										w/ \$25 purchase; limit 1	
	Butterball		1.28										additional quantities	
	Jennie-O		0.68										w/ \$25 purchase; limit 1	
	Jennie-O		0.98										additional quantities	
	Jennie-O	1.28											w/ store card	
	Jennie-O	1.88											w/o store card	



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			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	Fresh		
DE <i>(cont)</i>	Redner's <i>(continued)</i>	Shady Brook		0.68									w/ \$25 purchase; limit 1 additional quantities frozen; w/ store card < 16 lbs. (hen) w/ \$25 purchase and store card; limit 1 w/ store card w/ \$25 purchase and store card; limit 1 w/ \$25 purchase and store card; limit 1 w/ store card smoked @\$2.69/lb. w/ \$250 accumulated purchase; limit 1 w/o qualifying purchase w/ \$250 accumulated purchase; limit 1 < 16 lbs. (hen); w/o qualifying purchase < 16 lbs. (hen) w/o certificate; limit 1 limit 2 < 16 lbs. (hen)	
		Shady Brook		0.98										
	Safeway Eastern	Open Nature									1.99			
		Li'l Butterball		2.49										
		Shady Brook		0.59										
		Shady Brook	1.39											
		Safeway		0.59										
		Butterball		0.99										
		Butterball	1.99											
		Butterball												
	ShopRite	ShopRite		free										
		ShopRite	2.19	1.49										
		Butterball		0.40										
	Shurfine	Butterball	2.49	1.89										
		n/i					3.99							
Target	n/i		0.99											
	Butterball		0.99											
Trader Joe's	Market Pantry		0.79											
	Trader Joe's			2.49						1.99				
MA	Adams	IGA		0.99									w/ \$50 purchase; limit 1 w/ \$50 purchase; limit 1  w/ \$175 purchase; limit 1 additional quantities < 16 lbs. (hen) < 16 lbs. (hen) w/ \$25 purchase; limit 2 smoked @1.89/lb.  w/ \$150 purchase; limit 1	
		Master Chef		0.99										
		IGA		1.39										
		Master Chef		1.39										
		Shady Brook	1.79											
	AF Basket	Butterball	1.99	1.79										
		n/i		free										
		n/i		1.29										
		Butterball		1.49										
	AG New England	Shady Brook	1.79											
		n/i		0.69										
	ALDI	Butterball		1.19										
		Honeysuckle	0.99											
	Associated Big Y	Shady Brook		free										
		Butterball	1.79	1.59										
Shady Brook		1.79												
Big Y			1.39											
	Empire				3.99									

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			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	Fresh		
MA <i>(cont)</i>	Compare Foods	n/i	1.29										< 16 lbs. (hen)	
	C-Town	Shady Brook	0.99	0.79									w/ \$100 purchase; limit 1	
		Butterball		0.99									w/ \$100 purchase; limit 1	
	Donelan's	n/i		0.59									w/ \$25 purchase; limit 1	
		Butterball		1.19									w/ \$25 purchase; limit 1	
	Geissler's	IGA		\$5 off									w/ \$100 purchase; limit 1	
		Waybest		\$5 off									w/ \$100 purchase; limit 1	
		Butterball	1.99	1.69										
	Hannaford	Plainville Farms									2.79			
		n/i		0.59										w/ store card; limit 1
		n/i		1.49										w/o store card
		Shady Brook	1.39											w/ store card
		Shady Brook	1.89											w/o store card
		Butterball	1.59	1.29										
	Market Basket	Hannaford		0.79										
		Shady Brook	0.89											w/ store card; limit 2
		Shady Brook	1.59											w/o store card; limit 2
		Market Basket		0.69										w/ store card; limit 2
	Met Foods	Market Basket		1.19										w/o store card; limit 2
		Shady Brook		free										w/ \$150 purchase; limit 1
	Price Chopper	Empire				2.99								
		Butterball		0.99										w/ store card; limit 1
		Butterball	1.69											w/ store card
		Shady Brook	1.29											w/ store card
	Roche Bros.	n/i		0.48										w/ store card; limit 1
		Plainville Farms									2.49			w/ store card
		n/i		0.59										< 16 lbs. (hen); w/ \$25 purchase; limit 1
		n/i		0.69										> 16 lbs. (tom); w/ \$25 purchase; limit 1
		Roche Bros.									2.99			
	Shaw's	Plainville Farms									2.99			
		n/i		0.49										w/ \$25 purchase; limit 1
	Star Market	n/i		0.49										w/ \$25 purchase; limit 1
	Stop & Shop	Stop & Shop	0.99	0.59										w/ \$25 purchase; limit 2
Butterball		1.69	0.99										w/ \$25 purchase; limit 2	
Target	Nature's Promise									1.79			frozen	
	Butterball		0.99										limit 2	
	Market Pantry		0.79											

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			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	Fresh		
MA <i>(cont)</i>	The Fresh Market	TFM								2.49				
	Trader Joe's	Trader Joe's			2.49					1.99			< 16 lbs. (hen)	
	Trucchi's	n/i		0.69									w/ \$10 purchase; limit 1	
	Wegman's	Wegman's	1.79				4.99							
	Whole Foods NA	Whole Foods Plainville Farms					3.99		2.69 2.99			3.99	brined @2.99/lb.	
MD	ACME Markets	Shady Brook		0.59									w/ \$25 purchase; limit 1	
		Shady Brook	1.29										limit 1	
		Lancaster	1.29	0.89										limit 1
		Butterball		1.19										limit 1
	ALDI	Butterball	1.79											limit 1
		Butterball		1.19										smoked @1.89/lb.
	Associated Balducci's	Honeysuckle	0.99											
		Shady Brook Plainville Farms		free							2.99			w/ \$150 purchase; limit 1
	Food Lion	D'Artagnan					4.99							
		n/i		0.37										w/ \$35 purchase and store card; limit 2
		n/i	0.99											w/ store card
		n/i	2.49	1.59										w/o store card
	Giant	Butterball		1.19										w/ store card
		Butterball		1.79										w/o store card
		Giant	0.99	0.59										w/ \$25 purchase; limit 2
		Butterball	1.69	0.99										w/ \$25 purchase; limit 2
	Giant Eagle	Nature's Promise									1.79			frozen
		Giant Eagle		0.78										w/ \$25 purchase and store card; limit 1
		Giant Eagle	1.79											w/ store card
		Honeysuckle		0.99										w/ \$25 purchase and store card; limit 1
		Honeysuckle	1.89											w/ store card
	Graul's Market	Butterball		1.59										w/ store card
		Nature's Basket									2.89			or frozen
Graul's		2.29												
Bell & Evans										2.99				
Great Valu Markets	Honeysuckle		0.99										limit 2	
	Harris Teeter		0.57										w/ \$40 purchase & store card; limit 1	
Harris Teeter	Harris Teeter	1.99	1.59										w/o store card	
	Harris Teeter	1.59											w/ store card	
	HT Premium		0.99										w/ store card; limit 2	

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			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	Fresh		
MD <i>(cont)</i>	Harris Teeter <i>(continued)</i>	HT Premium		1.59									w/o store card	
		Butterball	1.79	1.39										w/ store card
		Butterball	2.39	1.99										w/o store card
		Organic Prairie					3.49							w/ store card
		Organic Prairie					3.99							w/o store card
		Plainville Farms								2.69				w/ store card
		Plainville Farms								3.49				w/o store card
		Bell & Evans								2.69				w/ store card
		Bell & Evans								3.49				w/o store card
		Mars	Shady Brook		0.79									
	Shady Brook		1.69											
	Martin's Food Mrkt	Butterball		1.19										w/ \$35 purchase ; limit 1
		Giant	1.19	0.79										w/ \$25 purchase; limit 2
		Butterball	1.69	1.19										w/ \$25 purchase; limit 2
		Nature's Promise								1.99				
	Redner's	Nature's Promise								1.79				frozen
		Butterball		0.98										w/ \$25 purchase; limit 1
		Butterball		1.28										additional quantities
		Jennie-O		0.68										w/ \$25 purchase; limit 1
		Jennie-O		0.98										additional quantities
		Jennie-O	1.28											w/ store card
		Jennie-O	1.88											w/o store card
	Safeway Eastern	Shady Brook		0.68										w/ \$25 purchase; limit 1
		Shady Brook		0.98										additional quantities
		Open Nature								1.99				frozen; w/ store card
		Li'l Butterball		2.49										< 16 lbs. (hen)
		Shady Brook		0.59										w/ \$25 purchase and store card; limit 1
		Shady Brook	1.39											w/ store card
		Safeway		0.59										w/ \$25 purchase and store card; limit 1
		Butterball		0.99										w/ \$25 purchase and store card; limit 1
	Shop'n Save	Butterball	1.99											w/ store card
		Butterball												smoked @\$2.69/lb.
		Honeysuckle		0.78										w/ \$25 purchase and store card; limit 2
Honeysuckle		1.89												
Butterball			1.59											
			1.69										< 16 lbs. (hen)	

**U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS**

**Thanksgiving 2015**

Whole Body Turkeys - prices in \$US per pound unless otherwise noted.

**WHOLE TURKEYS**

State	Supermarket	Label	Conventional		Kosher		Organic		Free Range	ABF	Non-GMO	Heritage	Conditions	
			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	Fresh		
MD <i>(cont)</i>	Shoppers Food	Marval		0.68									limit 1	
		Shady Brook	1.19	0.99										
		ShopRite		free									w/ \$250 accumulated purchase; limit 1	
		ShopRite	2.19	1.49									w/o qualifying purchase	
		Butterball		0.40									w/ \$250 accumulated purchase; limit 1	
		Butterball	2.49	1.89									< 16 lbs. (hen); w/o qualifying purchase	
		n/i					3.99						< 16 lbs. (hen)	
		Shurfine	n/i		0.99								w/o certificate; limit 1	
		Target	Butterball		0.99								limit 2	
			Market Pantry		0.79									
		The Fresh Market	TFM							2.49				
		Trader Joe's	Trader Joe's			2.49					1.99			< 16 lbs. (hen)
		Wegman's	Wegman's	1.79				4.99						
		Weis	Weis		0.59									w/ \$20 purchase; limit 1
			Butterball		0.99									w/ \$20 purchase; limit 1
			Li'l Butterball		1.98									< 16 lbs. (hen)
		Honeysuckle								1.99				
	Whole Foods	n/i			3.49		3.99		2.69		3.69	3.69		
		n/i											brined @2.99/lb.	
ME	AG New England	n/i		0.69									w/ \$25 purchase; limit 2	
	Hannaford	n/i		0.59									w/ store card; limit 1	
		n/i		1.49									w/o store card	
		Shady Brook	1.39										w/ store card	
		Shady Brook	1.89										w/o store card	
		Butterball	1.59	1.29										
		Hannaford		0.79										
		Market Basket	Shady Brook	0.89										w/ store card; limit 2
			Shady Brook	1.59										w/o store card; limit 2
			Market Basket		0.69									w/ store card; limit 2
			Market Basket		1.19									w/o store card; limit 2
		Shaw's	n/i		0.49									w/ \$25 purchase; limit 1
		Target	Butterball		0.99									limit 2
			Market Pantry		0.79									
		Whole Foods NA	Whole Foods					3.99		2.69			3.99	brined @2.99/lb.
			Plainville Farms							2.99				

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**WHOLE TURKEYS**

State	Supermarket	Label	Conventional		Kosher		Organic		Free Range	ABF	Non-GMO	Heritage	Conditions	
			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	Fresh		
NH	AG New England	n/i		0.69									w/ \$25 purchase; limit 2	
	ALDI	Butterball		1.19									smoked @1.89/lb.	
	Hannaford	Honeysuckle	0.99											
		n/i		0.59										w/ store card; limit 1
		n/i		1.49										w/o store card
		Shady Brook	1.39											w/ store card
		Shady Brook	1.89											w/o store card
		Butterball	1.59	1.29										
	Market Basket	Hannaford		0.79										
		Market Basket		0.69										w/ store card; limit 2
		Market Basket		1.19										w/o store card; limit 2
		Shady Brook	0.89											w/ store card; limit 2
	Price Chopper	Shady Brook	1.59											w/o store card; limit 2
		Butterball		0.99										w/ store card; limit 1
		Butterball	1.69											w/ store card
	Shaw's	Shady Brook	1.29											w/ store card
		n/i		0.48										w/ store card; limit 1
		Plainville Farms								2.49				w/ store card
	Target	n/i		0.49									w/ \$25 purchase; limit 1	
	The Fresh Market	Butterball		0.99										limit 2
		Market Pantry		0.79										
	Trader Joe's	TFM								2.49				
Whole Foods NA	Trader Joe's				2.49					1.99			< 16 lbs. (hen)	
	Whole Foods						3.99		2.69			3.99	brined @2.99/lb.	
NJ	ACME Markets	Plainville Farms							2.99					
		Shady Brook		0.59										w/ \$25 purchase; limit 1
		Shady Brook	1.29											limit 1
		Lancaster	1.29	0.89										limit 1
		Butterball		1.19										limit 1
	ALDI	Butterball	1.79											limit 1
		Butterball		1.19										smoked @1.89/lb.
		Honeysuckle	0.99											
	Associated Best Market	Shady Brook		free										w/ \$150 purchase; limit 1
		Best Yet		1.57										
	Bravo	Butterball		1.77										
		Shady Brook	0.99	0.79										w/ \$100 purchase; limit 1
		Butterball		0.99										w/ \$100 purchase; limit 1

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Whole Body Turkeys - prices in \$US per pound unless otherwise noted.

**WHOLE TURKEYS**

State	Supermarket	Label	Conventional		Kosher		Organic		Free Range	ABF	Non-GMO	Heritage	Conditions
			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	Fresh	
NJ <i>(cont)</i>	Compare Foods	n/i	1.29										< 16 lbs. (hen)
	C-Town	Shady Brook	0.99	0.79									w/ \$100 purchase; limit 1
		Butterball		0.99									w/ \$100 purchase; limit 1
	Fine Fare	n/i		free									w/ \$150 purchase; limit 1
		Shady Brook	0.99										w/ \$100 purchase; limit 1
	Great Valu Markets	Honeysuckle		0.99									limit 2
	Key Food	Key Food		0.59									w/ \$50 purchase; limit 1
		Butterball	1.79	0.99									w/ \$50 purchase; limit 1
	Kings	Shady Brook	1.49	0.79									w/ \$50 purchase; limit 1
		Empire				2.49							w/ \$50 purchase; limit 1
		Kings								1.99			local
		Plainville Farms								2.99			
		Bell & Evans						4.49		2.99			
		Butterball		1.99									
	Met Foods	Shady Brook		free									w/ \$150 purchase; limit 1
		Empire				2.99							
	Morton Williams	Shady Brook		free									< 16 lbs. (hen); w/ \$150 purchase; limit 1
		Shady Brook		free									> 16 lbs. (tom); w/ \$200 purchase; limit 1
	Mrs. Green's	Bell & Evans								2.99			
		Grateful Harvest							1.99	1.99			
		Murray's								2.99			local
		Mary's					3.99						brined @ \$2.99/lb.
	Pioneer	Empire			3.99								w/ \$150 purchase; limit 1
		Shady Brook		free									
	ShopRite	Empire				2.99							
		ShopRite		free									w/ \$250 accumulated purchase; limit 1
		ShopRite	2.19	1.49									w/o qualifying purchase
		Butterball		0.40									w/ \$250 accumulated purchase; limit 1
		Butterball	2.49	1.89									< 16 lbs. (hen); w/o qualifying purchase
	Stop & Shop	n/i							3.99				< 16 lbs. (hen)
		Stop & Shop	0.99	0.59									w/ \$25 purchase; limit 2
		Butterball	1.69	0.99									w/ \$25 purchase; limit 2
Nature's Promise									1.79			frozen	
Target	Butterball		0.99									limit 2	
	Market Pantry		0.79										
The Fresh Market	TFM								2.49				
Thriftway	n/i		free									w/ \$400 accumulated purchase; limit 1	

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Whole Body Turkeys - prices in \$US per pound unless otherwise noted.

**WHOLE TURKEYS**

State	Supermarket	Label	Conventional		Kosher		Organic		Free Range	ABF	Non-GMO	Heritage	Conditions
			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	Fresh	
NJ <i>(cont)</i>	Trader Joe's	Trader Joe's			2.49					1.99			< 16 lbs. (hen)
	Wegman's	Wegman's	1.79				4.99						w/ \$20 purchase; limit 1
	Weis	Weis		0.59									w/ \$20 purchase; limit 1
		Butterball		0.99									< 16 lbs. (hen)
		Li'l Butterball		1.98									
		Honeysuckle								1.99			
	Western Beef	Shady Brook		0.39									< 16 lbs. (hen); w/ \$100 purchase; limit 1
		Shady Brook		0.59									> 16 lbs. (tom); w/ \$100 purchase; limit 1
		Butterball		0.39									< 16 lbs. (hen); w/ \$100 purchase; limit 1
		Butterball		0.59									> 16 lbs. (tom); w/ \$100 purchase; limit 1
		n/i		0.39									< 16 lbs. (hen); w/ \$100 purchase; limit 1
		n/i		0.59									> 16 lbs. (tom); w/ \$100 purchase; limit 1
		n/i		2.29									
		Whole Foods MidAt	n/i			3.49		3.99		2.69		3.69	3.69
	Whole Foods NE	Whole Foods					3.99		2.69				brined @2.99/lb.
		Nature's Rancher								1.99			
		Plainville Farms					3.99			2.99			
		Koch's										4.99	
		Kosher Valley			3.99								
NY	ACME Markets	Shady Brook		0.59									w/ \$25 purchase; limit 1
		Shady Brook	1.29										limit 1
		Lancaster	1.29	0.89									limit 1
		Butterball		1.19									limit 1
		Butterball	1.79										limit 1
	AF Basket	n/i		free									w/ \$175 purchase; limit 1
		n/i		1.29									additional quantities
		Butterball		1.49									< 16 lbs. (hen)
		Shady Brook	1.79										< 16 lbs. (hen)
	ALDI	Butterball		1.19									smoked @1.89/lb.
		Honeysuckle	0.99										
Associated	Shady Brook		free									w/ \$150 purchase; limit 1	
Balducci's	Plainville Farms								2.99				
	D'Artagnan					4.99							
Best Market	Best Yet		1.57										
	Butterball		1.77										



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Whole Body Turkeys - prices in \$US per pound unless otherwise noted.

**WHOLE TURKEYS**

State	Supermarket	Label	Conventional		Kosher		Organic		Free Range	ABF	Non-GMO	Heritage	Conditions	
			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	Fresh		
NY <i>(cont)</i>	Big M	Honeysuckle		free									w/ \$100 purchase; limit 1	
		Honeysuckle		0.89									w/ \$25 purchase; limit 1	
	Bravo	Shady Brook	0.99	0.79									w/ \$100 purchase; limit 1	
		Butterball		0.99									w/ \$100 purchase; limit 1	
	Compare Foods	n/i	1.29										< 16 lbs. (hen)	
	C-Town	Shady Brook	0.99	0.79										w/ \$100 purchase; limit 1
		Butterball		0.99										w/ \$100 purchase; limit 1
	D'Agostino	Shady Brook	1.89											
		Murray's								2.99				
		Best Yet		1.59										
	DeCiccio	Shady Brook	0.99											w/ \$150 purchase; limit 1
		Butterball		0.99										w/ \$150 purchase; limit 1
	Fine Fare	n/i		free										w/ \$150 purchase; limit 1
		Shady Brook	0.99											w/ \$100 purchase; limit 1
	Giunta's	Norbest		1.79										< 16 lbs. (hen)
		Shady Brook	1.99											
	Great American	Butterball		0.99										w/ \$25 purchase; limit 1
		Best Yet		0.89										limit 1
	Hannaford	n/i		0.59										w/ store card; limit 1
		n/i		1.49										w/o store card
		Shady Brook	1.39											w/ store card
		Shady Brook	1.89											w/o store card
		Butterball	1.59	1.29										
	Key Food	Hannaford		0.79										
		Key Food		0.59										w/ \$50 purchase; limit 1
		Butterball	1.79	0.99										w/ \$50 purchase; limit 1
		Shady Brook	1.49	0.79										w/ \$50 purchase; limit 1
	King Kullen	Empire				2.49								w/ \$50 purchase; limit 1
		King Kullen		0.59										w/ \$25 purchase; limit 1
		King Kullen		1.49										additional quantities
Kings	Butterball		1.59											
	Kings									1.99			local	
	Plainville Farms									2.99				
Met Foods	Bell & Evans					4.49				2.99				
	Butterball		1.99											
	Shady Brook		free										w/ \$150 purchase; limit 1	
	Empire				2.99									

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**WHOLE TURKEYS**

State	Supermarket	Label	Conventional		Kosher		Organic		Free Range	ABF	Non-GMO	Heritage	Conditions	
			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	Fresh		
NY <i>(cont)</i>	Morton Williams	Shady Brook		free									< 16 lbs. (hen); w/ \$150 purchase; limit 1	
		Shady Brook		free									> 16 lbs. (tom); w/ \$200 purchase; limit 1	
	Mrs. Green's	Bell & Evans								2.99				
		Grateful Harvest							1.99	1.99				
		Murray's								2.99				local
	North Shore Farms	Mary's					3.99							brined @ \$2.99/lb.
		Empire			3.99									
		Butterball		0.99										w/ \$25 purchase; limit 1
		Bell & Evans								1.99				w/ \$25 purchase; limit 1
		Murray's								1.99				w/ \$25 purchase; limit 1
		Maple Crest								1.99				
		D'Artagnan							3.99					
	Pioneer	Nature's Finest								2.99				
		Empire			3.99									
	Price Chopper	Shady Brook												w/ \$150 purchase; limit 1
		Empire				2.99								
	Shop'n Save	Butterball		0.99										w/ store card; limit 1
		Butterball	1.69											w/ store card
		Shady Brook	1.29											w/ store card
		n/i		0.48										w/ store card; limit 1
	ShopRite	Plainville Farms									2.49			w/ store card
		Honeysuckle		0.78										w/ \$25 purchase and store card; limit 2
		Honeysuckle	1.89											
	Stew Leonard's	Butterball		1.59										
		Li'l Butterball		1.69										< 16 lbs. (hen)
		ShopRite		free										w/ \$250 accumulated purchase; limit 1
		ShopRite	2.19	1.49										w/o qualifying purchase
		Butterball		0.40										w/ \$250 accumulated purchase; limit 1
	Stop & Shop	Butterball	2.49	1.89										< 16 lbs. (hen); w/o qualifying purchase
		n/i							3.99					< 16 lbs. (hen)
	Target	Shenandoah Vally	1.69											
		Stew's Naked							2.99	2.99				
Target	Stop & Shop	0.99	0.59										w/ \$25 purchase; limit 2	
	Butterball	1.69	0.99										w/ \$25 purchase; limit 2	
Target	Nature's Promise									1.79			frozen	
	Butterball		0.99										limit 2	
	Market Pantry		0.79											

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State	Supermarket	Label	Conventional		Kosher		Organic		Free Range	ABF	Non-GMO	Heritage	Conditions
			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	Fresh	
NY <i>(cont)</i>	The Fresh Market	TFM								2.49			
	Tops Markets	Tops		0.48									w/ \$25 purchase; limit 1
		Honeysuckle	1.69	1.29									
		Butterball		1.49									
	Trade Fair	Shady Brook	free										< 16 lbs. (hen); w/ \$150 purchase; limit 1
		Shady Brook	1.29										< 16 lbs. (hen); w/ \$100 purchase; limit 1
		Norbest		free									< 16 lbs. (hen); w/ \$150 purchase; limit 1
		n/i		0.79									< 16 lbs. (hen); w/ \$100 purchase; limit 1
		Butterball		0.99									< 16 lbs. (hen); w/ \$100 purchase; limit 1
		Tamya	2.29										< 16 lbs. (hen); w/ \$100 purchase; limit 1; Halal
	Trader Joe's	Trader Joe's			2.49					1.99			< 16 lbs. (hen)
	Wegman's	Wegman's	1.79				4.99						
	Weis	Weis		0.59									w/ \$20 purchase; limit 1
		Butterball		0.99									w/ \$20 purchase; limit 1
		Li'l Butterball		1.98									< 16 lbs. (hen)
	Western Beef	Honeysuckle								1.99			
		Shady Brook		0.39									< 16 lbs. (hen); w/ \$100 purchase; limit 1
		Shady Brook		0.59									> 16 lbs. (tom); w/ \$100 purchase; limit 1
		Butterball		0.39									< 16 lbs. (hen); w/ \$100 purchase; limit 1
		Butterball		0.59									> 16 lbs. (tom); w/ \$100 purchase; limit 1
		n/i		0.39									< 16 lbs. (hen); w/ \$100 purchase; limit 1
		n/i		0.59									> 16 lbs. (tom); w/ \$100 purchase; limit 1
		n/i	2.29										
Whole Foods NE	Whole Foods					3.99			2.69				brined @2.99/lb.
	Nature's Rancher									1.99			
	Plainville Farms									2.99			
	Koch's										4.99		
	Kosher Valley			3.99									
PA	ACME Markets	Shady Brook		0.59									w/ \$25 purchase; limit 1
		Shady Brook	1.29										limit 1
		Lancaster	1.29	0.89									limit 1
		Butterball		1.19									limit 1
		Butterball	1.79										limit 1
	ALDI	Butterball		1.19									smoked @1.89/lb.
		Honeysuckle	0.99										
Associated	Shady Brook		free									w/ \$150 purchase; limit 1	

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**WHOLE TURKEYS**

State	Supermarket	Label	Conventional		Kosher		Organic		Free Range	ABF	Non-GMO	Heritage	Conditions
			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	Fresh	
PA <i>(cont)</i>	Big M	Honeysuckle		free									w/ \$100 purchase; limit 1
		Honeysuckle		0.89									w/ \$25 purchase; limit 1
	Boyer Food Market	n/i		0.57									w/ \$25 purchase
		n/i		1.27									w/o purchase requirement
		Butterball	1.47	0.97									w/ \$25 purchase
		Butterball	1.97	1.47									w/o purchase requirement
	Shady Brook		1.27										w/ \$25 purchase
			1.77										w/o purchase requirement
	Koch's									1.97			w/ \$25 purchase
										2.47			w/o purchase requirement
	Bravo	Shady Brook	0.99	0.79									w/ \$100 purchase; limit 1
		Butterball		0.99									w/ \$100 purchase; limit 1
	C-Town	Shady Brook	0.99	0.79									w/ \$100 purchase; limit 1
		Butterball		0.99									w/ \$100 purchase; limit 1
	Family Owned Mrkt	n/i		0.98									w/ \$50 purchase; limit 1
		n/i		1.19									additional quantities
	Fine Fare	n/i		free									w/ \$150 purchase; limit 1
	Food Lion	Shady Brook	0.99										w/ \$100 purchase; limit 1
		n/i		0.37									w/ \$35 purchase and store card; limit 2
		n/i	0.99										w/ store card
		n/i	2.49	1.59									w/o store card
	Butterball			1.19									w/ store card
				1.79									w/o store card
	Foodland	Honeysuckle		0.88									w/ \$20 purchase; limit 1
		Honeysuckle	1.99										
	Fresh Grocer	ShopRite		0.39									w/ \$100 purchase; limit 1
		Butterball		1.89									
	Shady Brook		2.19										
				0.78									w/ \$25 purchase and store card; limit 1
	Giant Eagle	Giant Eagle	1.79										w/ store card
Honeysuckle			0.99									w/ \$25 purchase and store card; limit 1	
Honeysuckle		1.89										w/ store card	
	Butterball		1.59									w/ store card	
Nature's Basket									2.89			or frozen	

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State	Supermarket	Label	Conventional		Kosher		Organic		Free Range	ABF	Non-GMO	Heritage	Conditions	
			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	Fresh		
PA (cont)	Giant Food Stores	Giant	1.19	0.79									w/ \$25 purchase; limit 2	
		Butterball	1.69	1.19									w/ \$25 purchase; limit 2	
		Nature's Promise								1.99				
		Nature's Promise								1.79				frozen
	Gordon Food	n/i		0.99									limit 1	
	Great Valu Markets	Honeysuckle		0.99									limit 2	
	IGA Spartan-Nash	IGA		0.89										w/ \$20 purchase; limit 1
		Butterball			1.09									w/ \$20 purchase; limit 1
	Karn's Foods	Our Family	1.89											
		Prestage	1.99											
	Key Food	Key Food		0.59										w/ \$50 purchase; limit 1
		Butterball	1.79	0.99										w/ \$50 purchase; limit 1
	Kuhn's	Shady Brook	1.49	0.79										w/ \$50 purchase; limit 1
		Empire				2.49								w/ \$50 purchase; limit 1
		Honeysuckle		0.89										limit 1
		Honeysuckle	1.99											
	Martin's Food Mrkt	Butterball		1.79										
		Amish Country	1.99	1.29										
		Giant	1.19	0.79										w/ \$25 purchase; limit 2
	Pioneer	Butterball	1.69	1.19										w/ \$25 purchase; limit 2
		Nature's Promise								1.99				
		Nature's Promise								1.79				frozen
	Price Chopper	Shady Brook		free										w/ \$150 purchase; limit 1
		Empire				2.99								
	Redner's	Butterball		0.99										w/ store card; limit 1
		Butterball	1.69											w/ store card
		Shady Brook	1.29											w/ store card
		n/i		0.48										w/ store card; limit 1
		Plainville Farms									2.49			w/ store card
	Redner's	Butterball		0.98										w/ \$25 purchase; limit 1
		Butterball		1.28										additional quantities
		Jennie-O		0.68										w/ \$25 purchase; limit 1
Jennie-O			0.98										additional quantities	
Jennie-O		1.28											w/ store card	
Jennie-O		1.88											w/o store card	
Shady Brook			0.68										w/ \$25 purchase; limit 1	
Shady Brook			0.98										additional quantities	

**U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS**

**Thanksgiving 2015**

Whole Body Turkeys - prices in \$US per pound unless otherwise noted.

**WHOLE TURKEYS**

State	Supermarket	Label	Conventional		Kosher		Organic		Free Range	ABF	Non-GMO	Heritage	Conditions		
			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	Fresh			
PA (cont)	Safeway Eastern	Open Nature								1.99			frozen; w/ store card		
		Li'l Butterball		2.49									< 16 lbs. (hen)		
		Shady Brook		0.59									w/ \$25 purchase and store card; limit 1		
		Shady Brook	1.39										w/ store card		
		Safeway		0.59									w/ \$25 purchase and store card; limit 1		
		Butterball		0.99									w/ \$25 purchase and store card; limit 1		
		Butterball	1.99										w/ store card		
		Butterball												smoked @\$2.69/lb.	
	Shop'n Save	Honeysuckle		0.78										w/ \$25 purchase and store card; limit 2	
		Honeysuckle	1.89												
		Butterball		1.59											
	ShopRite	Li'l Butterball		1.69										< 16 lbs. (hen)	
		ShopRite		free										w/ \$250 accumulated purchase; limit 1	
		ShopRite	2.19	1.49										w/o qualifying purchase	
		Butterball		0.40										w/ \$250 accumulated purchase; limit 1	
	Shurfine	Butterball	2.49	1.89										< 16 lbs. (hen); w/o qualifying purchase	
		n/i					3.99							< 16 lbs. (hen)	
		n/i		0.99										w/o certificate; limit 1	
		ShurSave	n/i	0.69										w/ \$25 purchase and store card	
		Butterball		1.39										w/ \$20 purchase; limit 1	
		Butterball	1.99											w/ store card	
		Shady Brook	1.79											w/ store card	
		Sparkle	Honeysuckle		0.79										w/ \$30 purchase and store card; limit 1
			Honeysuckle	2.79	1.99										w/o store card
			Honeysuckle	2.29											w/ store card
	Spartan-Nash IGA	Butterball		1.99										w/ store card	
		IGA		0.88										w/ \$20 purchase; limit 1	
		Butterball		1.09											
	Target	Butterball		0.99										limit 2	
		Market Pantry		0.79											
	The Fresh Market	TFM								2.49					
	Thriftway	n/i		free										w/ \$400 accumulated purchase; limit 1	
Tops Markets	Tops		0.48										w/ \$25 purchase; limit 1		
	Honeysuckle	1.69	1.29												
	Butterball		1.49												
Trader Joe's	Trader Joe's			2.49						1.99			< 16 lbs. (hen)		
Wegman's	Wegman's	1.79				4.99									

**U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS**

**Thanksgiving 2015**

Whole Body Turkeys - prices in \$US per pound unless otherwise noted.

**WHOLE TURKEYS**

State	Supermarket	Label	Conventional		Kosher		Organic		Free Range	ABF	Non-GMO	Heritage	Conditions	
			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	Fresh		
PA <i>(cont)</i>	Weis	Weis		0.59									w/ \$20 purchase; limit 1	
		Butterball		0.99									w/ \$20 purchase; limit 1	
		Li'l Butterball		1.98									< 16 lbs. (hen)	
	Whole Foods	Honeysuckle							1.99					
		n/i			3.49		3.99		2.69		3.69	3.69	brined @2.99/lb.	
		n/i												
RI	Adams	IGA		0.99									w/ \$50 purchase; limit 1	
		Master Chef		0.99									w/ \$50 purchase; limit 1	
		IGA		1.39										
		Master Chef		1.39										
		Shady Brook	1.79											
		Butterball	1.99	1.79										
	ALDI	Butterball		1.19										smoked @1.89/lb.
		Honeysuckle	0.99											
	Associated	Shady Brook		free									w/ \$150 purchase; limit 1	
	Bravo	Shady Brook	0.99	0.79										w/ \$100 purchase; limit 1
		Butterball		0.99										w/ \$100 purchase; limit 1
	Compare Foods	n/i	1.29										< 16 lbs. (hen)	
	Dave's Marketplace	Plainville Farms									2.99			
		Bell & Evans									2.99			
	Shaw's	n/i		0.49										w/ \$25 purchase; limit 1
	Stop & Shop	Stop & Shop	0.99	0.59										w/ \$25 purchase; limit 2
		Butterball	1.69	0.99										w/ \$25 purchase; limit 2
Nature's Promise										1.79			frozen	
Target	Butterball		0.99										limit 2	
	Market Pantry		0.79											
Trader Joe's	Trader Joe's			2.49						1.99			< 16 lbs. (hen)	
Whole Foods NA	Whole Foods						3.99		2.69		3.99		brined @2.99/lb.	
	Plainville Farms								2.99					
VT	AG New England	n/i		0.69									w/ \$25 purchase; limit 2	
	ALDI	Butterball		1.19									smoked @1.89/lb.	
		Honeysuckle	0.99											
	Hannaford	n/i		0.59										w/ store card; limit 1
		n/i		1.49										w/o store card
		Shady Brook	1.39											w/ store card
	Shady Brook	1.89											w/o store card	

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Whole Body Turkeys - prices in \$US per pound unless otherwise noted.

**WHOLE TURKEYS**

State	Supermarket	Label	Conventional		Kosher		Organic		Free Range	ABF	Non-GMO	Heritage	Conditions
			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	Fresh	
VT <i>(cont)</i>	Hannaford	Butterball	1.59	1.29									
	<i>(continued)</i>	Hannaford		0.79									
	Price Chopper	Butterball		0.99									w/ store card; limit 1
		Butterball	1.69										w/ store card
		Shady Brook	1.29										w/ store card
		n/i		0.48									w/ store card; limit 1
		Plainville Farms								2.49			w/ store card
	Shaw's	n/i		0.49									w/ \$25 purchase; limit 1
	Tops Markets	Tops		0.48									w/ \$25 purchase; limit 1
		Honeysuckle	1.69	1.29									
	Butterball		1.49										
	Trader Joe's	Trader Joe's			2.49					1.99			< 16 lbs. (hen)



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**Thanksgiving 2015**

Whole Body Turkeys - prices in \$US per pound unless otherwise noted.

**WHOLE TURKEYS**

State	Supermarket	Label	Conventional		Kosher		Organic		Free Range	ABF	Non-GMO	Heritage	Conditions
			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	Fresh	
<b>SOUTHEASTERN U.S. - AL,FL,GA,KY,MS,NC,SC,TN,VA,WV</b>													
AL	ALDI	Butterball		1.19									smoked @1.89/lb.
		Honeysuckle	0.99										
	Dollar General Market	n/i		0.75									< 16 lbs. (hen); limit 1
	Earth Fare	n/i					4.29			2.69			
	Food for Le\$\$	Jennie-O		0.98									
	Food Giant	Butterball		1.18									w/ \$25 purchase; limit 1
		Best Choice		0.68									w/ \$50 purchase; limit 1
	Greer's Market	Best Choice		0.85									
	Hometown Market	Best Choice		0.79									w/ \$20 purchase; limit 2
	Ingle's Markets	Butterball		1.08									w/ \$25 purchase; limit 1
		Butterball	2.58	2.18									additional quantities
		Butterball	2.18										w/ store card
		Honeysuckle		0.57									w/ \$25 purchase; limit 1
		Honeysuckle		1.88									additional quantities
	Kroger Atlanta	Kroger		0.69									w/ store card
		Butterball		1.29									w/ store card
		Honeysuckle	1.79										w/ store card
	Kroger Nashville	Private Selection		0.79									w/ \$25 purchase & store card; limit 1
		Kroger		0.57									w/ \$25 purchase & store card; limit 1
		Butterball	1.99	1.49									w/ store card
		Honeysuckle	1.79										w/ store card
	Lucky's	Best Choice		0.99									
	Piggly Wiggly Hchns	Best Choice		0.68									w/ \$50 purchase
	Piggly Wiggly Inc	Piggly Wiggly		0.99									
	Publix	Greenwise								1.99			frozen; w/ store card
		Greenwise								2.99			frozen; w/o store card
		Publix		0.59									limit 2
		Publix		1.09									additional quantities
		Publix	1.69										w/ store card
		Publix	2.79										w/o store card
		Publix											smoked @\$2.99/lb.
		Butterball		1.09									limit 2
		Butterball		1.29									additional quantities
		Butterball	1.89										
	Ramey's	Best Choice		0.78									< 16 lbs. (hen); w/ \$25 purchase; limit 1

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Whole Body Turkeys - prices in \$US per pound unless otherwise noted.

**WHOLE TURKEYS**

State	Supermarket	Label	Conventional		Kosher		Organic		Free Range	ABF	Non-GMO	Heritage	Conditions	
			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	Fresh		
AL (cont)	Sprout's	n/i	1.29											
		n/i					3.99							
	Target	Butterball		0.99									limit 2	
		Market Pantry		0.79										
	The Fresh Market	TFM								2.49				
	Trader Joe's	Trader Joe's			2.49					1.99			< 16 lbs. (hen)	
	Vowell's	Best Choice		0.89									limit 1	
	Western Market	Jennie-O	1.69										< 16 lbs. (hen)	
	Whole Foods South	Whole Foods					3.99			2.49				
		Bell & Evans								2.99			brined	
Winn-Dixie	Butterball			0.95									w/ store card; limit 2	
	Butterball			1.79									w/o store card	
	Honeysuckle			0.75									w/ store card; limit 2	
	Honeysuckle		1.59										w/ store card	
	Honeysuckle		1.89	1.69									w/o store card	
FL	Albertsons Sthrn	Honeysuckle		0.59									w/ \$20 purchase; limit 1	
		Honeysuckle	1.49											
		Open Nature								1.99				
		Open Nature								1.79			frozen	
	ALDI	Butterball		1.19									smoked @1.89/lb.	
		Honeysuckle	0.99											
	Bravo	n/i		0.59									limit 1	
	Dollar General Market	n/i		0.75									< 16 lbs. (hen); limit 1	
	Earth Fare	n/i					4.29			2.69				
	Food Giant	Butterball		1.18									w/ \$25 purchase; limit 1	
		Best Choice		0.68									w/ \$50 purchase; limit 1	
	Gordon Food	n/i		0.99									limit 1	
	Greer's Market	Best Choice		0.85										
	Harris Teeter	Harris Teeter			0.57									w/ \$40 purchase & store card; limit 1
		Harris Teeter		1.99	1.59									w/o store card
		Harris Teeter		1.59										w/ store card
		HT Premium			0.99									w/ store card; limit 2
		HT Premium			1.59									w/o store card
		Butterball		1.79	1.39									w/ store card
	Butterball		2.39	1.99									w/o store card	
	Organic Prairie						3.49						w/ store card	
	Organic Prairie						3.99						w/o store card	

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**Thanksgiving 2015**

Whole Body Turkeys - prices in \$US per pound unless otherwise noted.

**WHOLE TURKEYS**

State	Supermarket	Label	Conventional		Kosher		Organic		Free Range	ABF	Non-GMO	Heritage	Conditions	
			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	Fresh		
FL <i>(cont)</i>	Harris Teeter <i>(continued)</i>	Plainville Farms								2.69			w/ store card	
		Plainville Farms								3.49			w/o store card	
		Bell & Evans								2.69			w/ store card	
		Bell & Evans								3.49			w/o store card	
	Harvey's	Butterball		0.99									limit 2	
		Butterball		1.89										
		Honeysuckle	1.59	0.79									w/ store card; limit 2	
	Hitchcock's	Honeysuckle	1.89	1.69									w/o store card	
		Farm Fresh		0.69									limit 2	
	Lucky's Market	Butterball		1.59										
		n/i	1.39				3.49							
	Publix	Plainville Farms									1.99			
		Greenwise									1.99			frozen; w/ store card
		Greenwise									2.99			frozen; w/o store card
		Publix		0.59										limit 2
		Publix		1.09										additional quantities
		Publix	1.69											w/ store card
		Publix	2.79											w/o store card
		Publix												smoked @\$2.99/lb.
		Butterball		1.09										limit 2
		Butterball		1.29										additional quantities
	Sedano's	Butterball	1.89											
		Sedano's		0.69										w/ \$10 purchase; limit 1
	Target	Butterball		0.99										limit 2
		Market Pantry		0.79										
	The Fresh Market	TFM									2.49			
	Trader Joe's	Trader Joe's			2.49						1.99			< 16 lbs. (hen)
	Whole Foods	Nature's Rancher									2.69			
		Kosher Valley			3.99									
		n/i					3.99							
Winn-Dixie	n/i												brined @2.99/lb.	
	Butterball		0.95										w/ store card; limit 2	
	Butterball		1.79										w/o store card; limit 2	
	Honeysuckle		0.75										w/ store card; limit 2	
	Honeysuckle	1.59											w/ store card	
	Honeysuckle	1.89	1.69										w/o store card	

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**WHOLE TURKEYS**

State	Supermarket	Label	Conventional		Kosher		Organic		Free Range	ABF	Non-GMO	Heritage	Conditions
			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	Fresh	
GA	ALDI	Butterball		1.19									smoked @1.89/lb.
		Honeysuckle	0.99										
	Bi-Lo	Butterball		0.95									w/ store card; limit 2
		Butterball		1.79									w/o store card; limit 2
		Honeysuckle		0.75									w/ store card; limit 2
		Honeysuckle	1.89	1.69									w/o store card
		Honeysuckle	1.59										w/ store card
	Dollar General Market	n/i		0.75									< 16 lbs. (hen); limit 1
	Earth Fare	n/i					4.29			2.69			
	Food City	Butterball		0.99									limit 2
		Butterball	1.99										
		Food City		0.89									< 16 lbs. (hen); limit 2
		Shady Brook	1.89										< 16 lbs. (hen)
	Food Depot	Farm Fresh		0.62									< 16 lbs. (hen); w/ \$25 purchase; limit 2
	Food Giant	Butterball		1.18									w/ \$25 purchase; limit 1
		Best Choice		0.68									w/ \$50 purchase; limit 1
	Food Lion	n/i		0.37									w/ \$35 purchase and store card; limit 2
		n/i	0.99										w/ store card
		n/i	2.49	1.59									w/o store card
		Butterball		1.19									w/ store card
		Butterball		1.79									w/o store card
	Food Pride	Our Family		1.18									
		Our Family		0.99									limit 2
	Galaxy Food	Butterball		1.18									w/ \$25 purchase; limit 1
		Jennie-O		0.78									< 16 lbs. (hen); w/ \$25 purchase; limit 1
	Harris Teeter	Harris Teeter		0.57									w/ \$40 purchase & store card; limit 1
		Harris Teeter	1.99	1.59									w/o store card
		Harris Teeter	1.59										w/ store card
		HT Premium		0.99									w/ store card; limit 2
		HT Premium		1.59									w/o store card
	Butterball	1.79	1.39									w/ store card	
	Butterball	2.39	1.99									w/o store card	
	Organic Prairie							3.49				w/ store card	
	Organic Prairie							3.99				w/o store card	
	Plainville Farms									2.69		w/ store card	
	Plainville Farms									3.49		w/o store card	

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State	Supermarket	Label	Conventional		Kosher		Organic		Free Range	ABF	Non-GMO	Heritage	Conditions	
			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	Fresh		
GA <i>(cont)</i>	Harris Teeter	Bell & Evans								2.69			w/ store card	
	<i>(continued)</i>	Bell & Evans								3.49			w/o store card	
	Harvey's	Butterball		0.99									limit 2	
			Butterball		1.89									
			Honeysuckle	1.59	0.79									w/ store card; limit 2
			Honeysuckle	1.89	1.69									w/o store card
	IGA		n/i		0.99									w/ \$25 purchase; limit 1
	Ingle's Markets		Butterball		1.08									w/ \$25 purchase; limit 1
			Butterball	2.58	2.18									additional quantities
			Butterball	2.18										w/ store card
			Honeysuckle		0.57									w/ \$25 purchase; limit 1
			Honeysuckle		1.88									additional quantities
	Kroger Atlanta		Kroger		0.69									w/ store card
			Butterball		1.29									w/ store card
			Honeysuckle	1.79										w/ store card
	Lucky's Market		n/i	1.39				3.49						
			Plainville Farms								1.99			
	Piggly Wiggly Car		Piggly Wiggly		free									< 16 lbs. (hen) w/ point redemption
			Piggly Wiggly		1.29									w/ store card
			Butterball	1.79	1.49									w/ store card
	Publix		Greenwise								1.99			frozen; w/ store card
			Greenwise								2.99			frozen; w/o store card
			Publix		0.59									limit 2
			Publix		1.09									additional quantities
			Publix	1.69										w/ store card
			Publix	2.79										w/o store card
			Publix											smoked @\$2.99/lb.
			Butterball		1.09									limit 2
			Butterball		1.29									additional quantities
			Butterball	1.89										
Sprout's		n/i	1.29											
		n/i					3.99							
Target		Butterball		0.99									limit 2	
		Market Pantry		0.79										
The Fresh Market		TFM								2.49				
Trader Joe's		Trader Joe's			2.49					1.99			< 16 lbs. (hen)	
Wayfield's		Honeysuckle		0.89										

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**WHOLE TURKEYS**

State	Supermarket	Label	Conventional		Kosher		Organic		Free Range	ABF	Non-GMO	Heritage	Conditions	
			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	Fresh		
GA <i>(cont)</i>	Whole Foods South	Whole Foods					3.99			2.49			brined w/ store card; limit 2 w/o store card; limit 2 w/ store card; limit 2 w/ store card w/o store card	
	Bell & Evans								2.99					
	Winn-Dixie	Butterball		0.95										
		Butterball		1.79										
		Honeysuckle		0.75										
		Honeysuckle	1.59											
Honeysuckle	1.89	1.69												
KY	ALDI	Butterball		1.19									smoked @1.89/lb.	
		Honeysuckle	0.99											
	Dollar General Market	n/i		0.75									< 16 lbs. (hen); limit 1	
	Cox IGA	IGA		0.89										w/ \$20 purchase; limit 1
		IGA		1.19										w/ store card
		IGA		1.89										w/o store card
	E.W. James	Best Choice		0.88										w/ \$25 purchase; limit 1
		Honeysuckle												smoked @\$2.48/lb.
	Earth Fare	n/i					4.29			2.69				
	Food City	Butterball		0.99										limit 2
		Butterball	1.99											
		Food City		0.89										< 16 lbs. (hen); limit 2
	Shady Brook		1.89											< 16 lbs. (hen)
		Butterball		1.19										limit 1
	Food Fair	Butterball		1.18										w/ \$25 purchase; limit 1
	Food Giant	Butterball		0.68										w/ \$50 purchase; limit 1
		Best Choice		0.37										w/ \$35 purchase and store card; limit 2
	Food Lion	n/i	0.99											w/ store card
		n/i	2.49	1.59										w/o store card
		Butterball		1.19										w/ store card
	Butterball			1.79										w/o store card
		Food Rite	Best Choice		0.97									limit 2
	Foodland	Honeysuckle		0.77										w/ \$25 purchase; limit 1
	Galaxy Food	Butterball		1.18										w/ \$25 purchase; limit 1
		Jennie-O		0.78										< 16 lbs. (hen); w/ \$25 purchase; limit 1
	Gordon Food	n/i		0.99										limit 1
	IGA Houchen's	IGA		0.99										w/ purchase; limit 1
Honeysuckle		1.69												

**U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS**

**Thanksgiving 2015**

Whole Body Turkeys - prices in \$US per pound unless otherwise noted.

**WHOLE TURKEYS**

State	Supermarket	Label	Conventional		Kosher		Organic		Free Range	ABF	Non-GMO	Heritage	Conditions	
			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	Fresh		
KY (cont)	IGA Spartan-Nash	IGA		0.89									w/ \$20 purchase; limit 1	
		Butterball		1.09										w/ \$20 purchase; limit 1
		Our Family	1.89											
	Kroger Cincinnati	Kroger		0.99										w/ \$10 purchase & store card; limit 1
		Honeysuckle	1.99	1.19										w/ store card
		Private Selection		1.19										w/ store card
	Kroger Delta	Kroger		0.78										w/ store card; limit 2
		Honeysuckle	1.79											w/ store card
		Honeysuckle		1.39										w/ store card; limit 2
	Kroger Louisville	Butterball		1.49										w/ store card; limit 2
		Kroger		0.79										w/ store card; limit 2
		Honeysuckle	1.69											w/ store card
	Kroger MdAtlantic	Butterball	1.69	1.29										w/ store card
		Honeysuckle		0.79										w/ \$35 purchase & store card; limit 1
		Shady Brook	1.69											w/ store card
	Kroger Nashville	Butterball		1.19										w/ store card
		Private Selection		0.79										w/ \$25 purchase & store card; limit 1
		Kroger		0.57										w/ \$25 purchase & store card; limit 1
	Lucky's Market	Butterball	1.99	1.49										w/ store card
		Honeysuckle	1.79											w/ store card
		n/i	1.39				3.49							
	Meijer	Plainville Farms									1.99			
		Meijer	1.49	0.52										w/ \$20 purchase & store card; limit 1
		Meijer	2.98	1.04										w/o purchase requirement
		Honeysuckle	1.49	0.52										w/ \$20 purchase & store card; limit 1
		Honeysuckle	2.98	1.04										w/o purchase requirement
		Butterball	1.49	1.09										w/ \$20 purchase & store card; limit 1
	Remke Markets	Butterball	2.98	2.18										w/o purchase requirement
		Honeysuckle		1.28										w/ store card; limit 2
	Riesbeck's	Honeysuckle		free										w/ \$325 accumulated purchase
Honeysuckle			1.29										limit 3	
Honeysuckle		1.99												
Save-a-Lot	Bowman&Landes							2.99	2.99					
	Riverside		0.88										w/ \$25 purchase; limit 1	
Spartan-Nash IGA	IGA		0.88										w/ \$20 purchase; limit 1	
	Butterball		1.09											

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Whole Body Turkeys - prices in \$US per pound unless otherwise noted.

**WHOLE TURKEYS**

State	Supermarket	Label	Conventional		Kosher		Organic		Free Range	ABF	Non-GMO	Heritage	Conditions
			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	Fresh	
KY <i>(cont)</i>	Super Dollar	Butterball		0.99									limit 2
		n/i		0.89									
	Target	Butterball		0.99									limit 2
		Market Pantry		0.79									
	The Fresh Market	TFM								2.49			
	Trader Joe's	Trader Joe's			2.49					1.99			< 16 lbs. (hen)
	Twn&Cntry Grocer	Honeysuckle		1.39									< 16 lbs. (hen); limit1
		Best Choice		0.99									w/ \$300 accumulated purchase; limit 1
	ValuMarket	n/i		free									
Whole Foods	n/i			3.49			3.99		2.69		3.69	3.69	brined @2.99/lb.
MS	ALDI	Butterball		1.19									smoked @1.89/lb.
		Honeysuckle	0.99										
	Corner Market	Farm Fresh		0.89									w/ additional purchase; limit 1
	Dollar General Market	n/i		0.75									< 16 lbs. (hen); limit 1
	Food Giant	Butterball		1.18									w/ \$25 purchase; limit 1
		Best Choice		0.68									w/ \$50 purchase; limit 1
	Greer's Market	Best Choice		0.85									
	Kroger Delta	Kroger		0.78									w/ store card; limit 2
		Honeysuckle	1.79										w/ store card
		Honeysuckle		1.39									w/ store card; limit 2
		Butterball		1.49									w/ store card; limit 2
	Mac's Fresh	Best Choice		9.77									each; w/ \$25 purchase; limit 1
		Norbest											smoked @\$2.39/lb.
	Ramey's	Best Choice		0.78									< 16 lbs. (hen); w/ \$25 purchase; limit 1
	Target	Butterball		0.99									limit 2
		Market Pantry		0.79									
	The Fresh Market	TFM									2.49		
	Vowell's	Best Choice		0.89									limit 1
	Whole Foods South	Whole Foods					3.99				2.49		
		Bell & Evans									2.99		
Winn-Dixie	Butterball		0.95									brined	
	Butterball		1.79									w/ store card; limit 2	
	Honeysuckle		0.75									w/o store card; limit 2	
	Honeysuckle	1.59										w/ store card; limit 2	
	Honeysuckle	1.89	1.69									w/ store card	
	Honeysuckle											w/o store card	



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**WHOLE TURKEYS**

State	Supermarket	Label	Conventional		Kosher		Organic		Free Range	ABF	Non-GMO	Heritage	Conditions	
			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	Fresh		
NC	ALDI	Butterball		1.19									smoked @1.89/lb.	
		Honeysuckle	0.99											
	Bi-Lo	Butterball		0.95									w/ store card; limit 2	
		Butterball		1.79									w/o store card; limit 2	
		Honeysuckle		0.75									w/ store card; limit 2	
		Honeysuckle	1.89	1.69									w/o store card	
		Honeysuckle	1.59										w/ store card	
	Bo's Food Stores	Our Family		0.99										w/ additional purchase; limit 1
	Carlie C's IGA	Butterball		0.98										w/ \$25 purchase; limit 1
		Jennie-O	1.48											
	Compare Foods	n/i		0.59										< 16 lbs. (hen); w/ \$125 purchase
		n/i		0.99										< 16 lbs. (hen)
	Dollar General Market	n/i		0.75										< 16 lbs. (hen); limit 1
	Earth Fare	n/i						4.29			2.69			
	Farm Fresh	Farm Fresh		0.79										w/ \$25 purchase; limit 1
		Butterball		1.49										w/ \$25 purchase; limit 1
		Perdue	1.69											
	Food Lion	n/i		0.37										w/ \$35 purchase and store card; limit 2
		n/i	0.99											w/ store card
		n/i	2.49	1.59										w/o store card
		Butterball		1.19										w/ store card
		Butterball		1.79										w/o store card
	Food Pride	Our Family		1.18										
		Our Family		0.99										limit 2
	Galaxy Food	Butterball		1.18										w/ \$25 purchase; limit 1
		Jennie-O		0.78										< 16 lbs. (hen); w/ \$25 purchase; limit 1
	Great Valu Markets	n/i		0.49										w/ \$25 purchase; limit 1
	Harris Teeter	Harris Teeter		0.57										w/ \$40 purchase & store card; limit 1
		Harris Teeter	1.99	1.59										w/o store card
		Harris Teeter	1.59											w/ store card
		HT Premium		0.99										w/ store card; limit 2
		HT Premium		1.59										w/o store card
	Butterball	1.79	1.39										w/ store card	
	Butterball	2.39	1.99										w/o store card	
	Organic Prairie						3.49						w/ store card	
	Organic Prairie						3.99						w/o store card	
	Plainville Farms									2.69			w/ store card	

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Whole Body Turkeys - prices in \$US per pound unless otherwise noted.

**WHOLE TURKEYS**

State	Supermarket	Label	Conventional		Kosher		Organic		Free Range	ABF	Non-GMO	Heritage	Conditions	
			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	Fresh		
NC <i>(cont)</i>	Harris Teeter <i>(continued)</i>	Plainville Farms								3.49			w/o store card	
		Bell & Evans								2.69			w/ store card	
		Bell & Evans								3.49			w/o store card	
	IGA	n/i		0.99									w/ \$25 purchase; limit 1	
	Ingle's Markets	Butterball			1.08									w/ \$25 purchase; limit 1
		Butterball	2.58	2.18										additional quantities
		Butterball	2.18											w/ store card
		Honeysuckle		0.57										w/ \$25 purchase; limit 1
		Honeysuckle		1.88										additional quantities
	Just \$ave Foods	Butterball	1.58	0.98										
		Jennie-O		BOGO										< 16 lbs. (hen) with ham purchase
	Kroger MdAtlantic	Honeysuckle		0.79										w/ \$35 purchase & store card; limit 1
		Shady Brook	1.69											w/ store card
		Butterball		1.19										w/ store card
	Lowe's Food	Jennie-O		0.57										w/ \$35 purchase & store card; limit 1
		Jennie-O		1.79										w/o store card
		Butterball	1.49	0.99										w/ \$35 purchase & store card; limit 1
		Butterball	2.89	2.39										w/o store card
		Larry Shultz					4.99							w/ store card
	Piggly Wiggly Retail	Blackwing					4.99							w/ store card
		Butterball		0.99										w/ purchase; limit 1
	Piggly Wiggly Stores	Butterball		1.28										
		Jennie-O		0.98										
	Publix	Greenwise									1.99			frozen; w/ store card
		Greenwise									2.99			frozen; w/o store card
		Publix		0.59										limit 2
		Publix		1.09										additional quantities
		Publix	1.69											w/ store card
		Publix	2.79											w/o store card
		Publix												smoked @\$2.99/lb.
Butterball			1.09										limit 2	
Butterball			1.29										additional quantities	
Butterball		1.89												
Target	Butterball		0.99										limit 2	
	Market Pantry		0.79											
The Fresh Market	TFM								2.49					
Trader Joe's	Trader Joe's			2.49					1.99				< 16 lbs. (hen)	

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**WHOLE TURKEYS**

State	Supermarket	Label	Conventional		Kosher		Organic		Free Range	ABF	Non-GMO	Heritage	Conditions
			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	Fresh	
NC	Whole Foods South	Whole Foods					3.99			2.49			
(cont)		Bell & Evans								2.99			brined
SC	ALDI	Butterball		1.19									smoked @1.89/lb.
		Honeysuckle	0.99										
	Bi-Lo	Butterball		0.95									w/ store card; limit 2
		Butterball		1.79									w/o store card; limit 2
		Honeysuckle		0.75									w/ store card; limit 2
		Honeysuckle	1.89	1.69									w/o store card
		Honeysuckle	1.59										w/ store card
	Dollar General Market	n/i		0.75									< 16 lbs. (hen); limit 1
	Earth Fare	n/i					4.29			2.69			
	Food Lion	n/i		0.37									w/ \$35 purchase and store card; limit 2
		n/i	0.99										w/ store card
		n/i	2.49	1.59									w/o store card
		Butterball		1.19									w/ store card
		Butterball		1.79									w/o store card
	Galaxy Food	Butterball		1.18									w/ \$25 purchase; limit 1
		Jennie-O		0.78									< 16 lbs. (hen); w/ \$25 purchase; limit 1
	Harris Teeter	Harris Teeter		0.57									w/ \$40 purchase & store card; limit 1
		Harris Teeter	1.99	1.59									w/o store card
		Harris Teeter	1.59										w/ store card
		HT Premium		0.99									w/ store card; limit 2
		HT Premium		1.59									w/o store card
		Butterball	1.79	1.39									w/ store card
		Butterball	2.39	1.99									w/o store card
		Organic Prairie					3.49						w/ store card
		Organic Prairie					3.99						w/o store card
		Plainville Farms								2.69			w/ store card
		Plainville Farms								3.49			w/o store card
		Bell & Evans								2.69			w/ store card
		Bell & Evans								3.49			w/o store card
	Harvey's	Butterball		0.99									limit 2
		Butterball		1.89									
		Honeysuckle	1.59	0.79									w/ store card; limit 2
		Honeysuckle	1.89	1.69									w/o store card
	IGA	n/i		0.99									w/ \$25 purchase; limit 1

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**WHOLE TURKEYS**

State	Supermarket	Label	Conventional		Kosher		Organic		Free Range	ABF	Non-GMO	Heritage	Conditions	
			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	Fresh		
SC <i>(cont)</i>	Ingle's Markets	Butterball		1.08									w/ \$25 purchase; limit 1	
		Butterball	2.58	2.18									additional quantities	
		Butterball	2.18										w/ store card	
	Kroger Atlanta	Honeysuckle		0.57										w/ \$25 purchase; limit 1
		Honeysuckle		1.88										additional quantities
		Kroger		0.69										w/ store card
		Butterball		1.29										w/ store card
		Honeysuckle	1.79											w/ store card
	Lowe's Food	Jennie-O		0.57										w/ \$35 purchase & store card; limit 1
		Jennie-O		1.79										w/o store card
		Butterball	1.49	0.99										w/ \$35 purchase & store card; limit 1
		Butterball	2.89	2.39										w/o store card
	Piggly Wiggly Car	Larry Shultz					4.99							w/ store card
		Blackwing					4.99							w/ store card
		Piggly Wiggly		free										< 16 lbs. (hen) w/ point redemption
		Piggly Wiggly		1.29										w/ store card
	Publix	Butterball	1.79	1.49										w/ store card
		Greenwise									1.99			frozen; w/ store card
		Greenwise									2.99			frozen; w/o store card
		Publix		0.59										limit 2
		Publix		1.09										additional quantities
		Publix	1.69											w/ store card
		Publix	2.79											w/o store card
Publix													smoked @\$2.99/lb.	
Butterball			1.09										limit 2	
Butterball			1.29										additional quantities	
Target	Butterball	1.89												
	Butterball		0.99										limit 2	
The Fresh Market	Market Pantry		0.79											
The Fresh Market	TFM									2.49				
Trader Joe's	Trader Joe's				2.49					1.99			< 16 lbs. (hen)	
Whole Foods South	Whole Foods							3.99		2.49				
	Bell & Evans									2.99			brined	
TN	ALDI	Butterball		1.19									smoked @1.89/lb.	
	Dollar General Market	Honeysuckle	0.99											
n/i			0.75										< 16 lbs. (hen); limit 1	

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State	Supermarket	Label	Conventional		Kosher		Organic		Free Range	ABF	Non-GMO	Heritage	Conditions	
			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	Fresh		
TN (cont)	E.W. James	Best Choice		0.88									w/ \$25 purchase; limit 1	
		Honeysuckle											smoked @\$2.48/lb.	
	Earth Fare	n/i					4.29			2.69				
	Food City	Butterball		0.99										limit 2
		Butterball	1.99											
	Food City	Food City		0.89										< 16 lbs. (hen); limit 2
		Shady Brook	1.89											< 16 lbs. (hen)
		Food Country USA	Honeysuckle		0.99									limit 1
	Food Country USA	Honeysuckle		1.89										additional quantities
		Food Giant	Butterball		1.18									w/ \$25 purchase; limit 1
	Food Lion	Best Choice		0.68										w/ \$50 purchase; limit 1
		n/i		0.37										w/ \$35 purchase and store card; limit 2
	Food Lion	n/i	0.99											w/ store card
		n/i	2.49	1.59										w/o store card
		Butterball		1.19										w/ store card
		Butterball		1.79										w/o store card
	Food Rite	Best Choice		0.97										limit 2
	Gordon Food	n/i		0.99										limit 1
	H.G Hill	Best Choice		0.89										
		Butterball		1.49										
	Harris Teeter	Harris Teeter		0.57										w/ \$40 purchase & store card; limit 1
		Harris Teeter	1.99	1.59										w/o store card
		Harris Teeter	1.59											w/ store card
		HT Premium		0.99										w/ store card; limit 2
		HT Premium		1.59										w/o store card
		Butterball	1.79	1.39										w/ store card
		Butterball	2.39	1.99										w/o store card
		Organic Prairie					3.49							w/ store card
		Organic Prairie					3.99							w/o store card
		Plainville Farms									2.69			w/ store card
Plainville Farms									3.49			w/o store card		
Bell & Evans	Bell & Evans									2.69			w/ store card	
	Bell & Evans									3.49			w/o store card	
IGA Houchen's	IGA		0.99										w/ purchase; limit 1	
Ingle's Markets	Honeysuckle	1.69												
	Butterball		1.08										w/ \$25 purchase; limit 1	
	Butterball	2.58	2.18										additional quantities	

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State	Supermarket	Label	Conventional		Kosher		Organic		Free Range	ABF	Non-GMO	Heritage	Conditions		
			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	Fresh			
TN <i>(cont)</i>	Ingle's Markets <i>(continued)</i>	Butterball	2.18										w/ store card		
		Honeysuckle		0.57									w/ \$25 purchase; limit 1		
	Kroger Delta	Honeysuckle		1.88									additional quantities		
		Kroger		0.78									w/ store card; limit 2		
		Honeysuckle	1.79										w/ store card		
		Honeysuckle		1.39									w/ store card; limit 2		
	Kroger MdAtlantic	Butterball		1.49									w/ store card; limit 2		
		Honeysuckle		0.79									w/ \$35 purchase & store card; limit 1		
		Shady Brook	1.69										w/ store card		
		Butterball		1.19									w/ store card		
	Kroger Nashville	Private Selection		0.79									w/ \$25 purchase & store card; limit 1		
		Kroger		0.57									w/ \$25 purchase & store card; limit 1		
		Butterball	1.99	1.49									w/ store card		
		Honeysuckle	1.79										w/ store card		
	Lucky's	Best Choice		0.99											
		Publix	Greenwise								1.99			frozen; w/ store card	
	Greenwise										2.99			frozen; w/o store card	
	Publix	Publix		0.59										limit 2	
		Publix		1.09										additional quantities	
		Publix	1.69											w/ store card	
		Publix	2.79											w/o store card	
		Publix												smoked @\$2.99/lb.	
		Butterball		1.09										limit 2	
		Butterball		1.29										additional quantities	
		Butterball	1.89												
		Sprout's	n/i	1.29											
			n/i					3.99							
	Super Dollar	Butterball		0.99										limit 2	
n/i			0.89												
Target	Butterball		0.99										limit 2		
	Market Pantry		0.79												
The Fresh Market	TFM									2.49					
Trader Joe's	Trader Joe's			2.49						1.99			< 16 lbs. (hen)		
Twn&Cntry Grocer	Honeysuckle		1.39												
	Best Choice		0.99										< 16 lbs. (hen); limit1		
Whole Foods South	Whole Foods					3.99				2.49					
	Bell & Evans									2.99			brined		

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State	Supermarket	Label	Conventional		Kosher		Organic		Free Range	ABF	Non-GMO	Heritage	Conditions	
			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	Fresh		
VA	ALDI	Butterball		1.19									smoked @1.89/lb.	
		Honeysuckle	0.99											
	Associated	Shady Brook		free									w/ \$150 purchase; limit 1	
	Balducci's	Plainville Farms								2.99				
		D'Artagnan					4.99							
	Dollar General Market	n/i		0.75										< 16 lbs. (hen); limit 1
	Farm Fresh	Farm Fresh		0.79										w/ \$25 purchase; limit 1
		Butterball		1.49										w/ \$25 purchase; limit 1
		Perdue	1.69											
	Fas-Chek	Butterball		1.39										
	Food City	Butterball		0.99										limit 2
		Butterball	1.99											
		Food City		0.89										< 16 lbs. (hen); limit 2
		Shady Brook	1.89											< 16 lbs. (hen)
	Food Country USA	Honeysuckle		0.99										limit 1
		Honeysuckle		1.89										additional quantities
	Food Lion	n/i		0.37										w/ \$35 purchase and store card; limit 2
		n/i	0.99											w/ store card
		n/i	2.49	1.59										w/o store card
		Butterball		1.19										w/ store card
		Butterball		1.79										w/o store card
	Galaxy Food	Butterball		1.18										w/ \$25 purchase; limit 1
		Jennie-O		0.78										< 16 lbs. (hen); w/ \$25 purchase; limit 1
	Giant	Giant	0.99	0.59										w/ \$25 purchase; limit 2
		Butterball	1.69	0.99										w/ \$25 purchase; limit 2
		Nature's Promise									1.79			frozen
	Great Valu Markets	n/i		0.49										w/ \$25 purchase; limit 1
	Harris Teeter	Harris Teeter		0.57										w/ \$40 purchase & store card; limit 1
		Harris Teeter	1.99	1.59										w/o store card
		Harris Teeter	1.59											w/ store card
		HT Premium		0.99										w/ store card; limit 2
		HT Premium		1.59										w/o store card
	Butterball	1.79	1.39										w/ store card	
	Butterball	2.39	1.99										w/o store card	
	Organic Prairie						3.49						w/ store card	
	Organic Prairie						3.99						w/o store card	
	Plainville Farms								2.69				w/ store card	

**U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS**

**Thanksgiving 2015**

Whole Body Turkeys - prices in \$US per pound unless otherwise noted.

**WHOLE TURKEYS**

State	Supermarket	Label	Conventional		Kosher		Organic		Free Range	ABF	Non-GMO	Heritage	Conditions	
			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	Fresh		
VA <i>(cont)</i>	Harris Teeter <i>(continued)</i>	Plainville Farms								3.49			w/o store card	
		Bell & Evans								2.69			w/ store card	
		Bell & Evans								3.49			w/o store card	
	Ingle's Markets	Butterball		1.08									w/ \$25 purchase; limit 1	
		Butterball	2.58	2.18									additional quantities	
		Butterball	2.18										w/ store card	
		Honeysuckle		0.57									w/ \$25 purchase; limit 1	
		Honeysuckle		1.88									additional quantities	
	Kroger MdAtlantic	Honeysuckle		0.79									w/ \$35 purchase & store card; limit 1	
		Shady Brook	1.69										w/ store card	
		Butterball		1.19									w/ store card	
	Lowe's Food	Jennie-O		0.57									w/ \$35 purchase & store card; limit 1	
		Jennie-O		1.79									w/o store card	
		Butterball	1.49	0.99									w/ \$35 purchase & store card; limit 1	
		Butterball	2.89	2.39									w/o store card	
		Larry Shultz					4.99						w/ store card	
	Martin's Food Mrkt	Blackwing					4.99						w/ store card	
		Giant	1.19	0.79									w/ \$25 purchase; limit 2	
		Butterball	1.69	1.19									w/ \$25 purchase; limit 2	
		Nature's Promise									1.99			
		Nature's Promise									1.79			
	Piggly Wiggly Retail	Butterball		0.99									frozen	
		Butterball		1.28									w/ purchase; limit 1	
	Piggly Wiggly Stores	Butterball		1.28										
		Jennie-O		0.98										
	Riesbeck's	Honeysuckle		1.29									limit 3	
	Safeway Eastern	Open Nature									1.99			frozen; w/ store card
		Li'l Butterball		2.49										< 16 lbs. (hen)
		Shady Brook		0.59										w/ \$25 purchase and store card; limit 1
		Shady Brook	1.39											w/ store card
		Safeway		0.59										w/ \$25 purchase and store card; limit 1
		Butterball		0.99										w/ \$25 purchase and store card; limit 1
		Butterball	1.99											w/ store card
Butterball													smoked @\$2.69/lb.	
Shoppers Food		Marval		0.68									limit 1	
Super Dollar		Shady Brook	1.19	0.99										
	Butterball		0.99										limit 2	
		n/i	0.89											



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State	Supermarket	Label	Conventional		Kosher		Organic		Free Range	ABF	Non-GMO	Heritage	Conditions
			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	Fresh	
VA <i>(cont)</i>	Target	Butterball		0.99									limit 2
		Market Pantry		0.79									
	The Fresh Market	TFM								2.49			
	Wegman's	Wegman's	1.79				4.99						
	Whole Foods	n/i			3.49		3.99		2.69		3.69	3.69	brined @2.99/lb.
		n/i											
WV	ALDI	Butterball		1.19									smoked @1.89/lb.
		Honeysuckle	0.99										
	Dollar General Market	n/i		0.75									< 16 lbs. (hen); limit 1
	Fas-Chek	Butterball		1.39									
	Food Fair	Butterball		1.19									limit 1
	Food Lion	n/i		0.37									w/ \$35 purchase and store card; limit 2
		n/i	0.99										w/ store card
		n/i	2.49	1.59									w/o store card
		Butterball		1.19									w/ store card
		Butterball		1.79									w/o store card
	Foodland	Honeysuckle		0.77									w/ \$25 purchase; limit 1
	Galaxy Food	Butterball		1.18									w/ \$25 purchase; limit 1
		Jennie-O		0.78									< 16 lbs. (hen); w/ \$25 purchase; limit 1
	Giant Eagle	Giant Eagle		0.78									w/ \$25 purchase and store card; limit 1
		Giant Eagle	1.79										w/ store card
		Honeysuckle		0.99									w/ \$25 purchase and store card; limit 1
		Honeysuckle	1.89										w/ store card
		Butterball		1.59									w/ store card
		Nature's Basket									2.89		or frozen
	Great Valu Markets	n/i		0.49									w/ \$25 purchase; limit 1
Kroger Columbus	Kroger		0.98									w/ \$10 purchase; limit 1	
	Private Selection		1.29									w/ store card	
	Honeysuckle	1.49	1.29									w/ store card	
Kroger MdAtlantic	Honeysuckle		0.79									w/ \$35 purchase & store card; limit 1	
	Shady Brook	1.69										w/ store card	
	Butterball		1.19									w/ store card	
Martin's Food Mrkt	Giant	1.19	0.79									w/ \$25 purchase; limit 2	
	Butterball	1.69	1.19									w/ \$25 purchase; limit 2	
	Nature's Promise									1.99			
	Nature's Promise									1.79			frozen

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**WHOLE TURKEYS**

State	Supermarket	Label	Conventional		Kosher		Organic		Free Range	ABF	Non-GMO	Heritage	Conditions
			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	Fresh	
WV (cont)	Piggly Wiggly Stores	Butterball		1.28									
		Jennie-O		0.98									
	Shop'n Save	Honeysuckle		0.78									w/ \$25 purchase and store card; limit 2
		Honeysuckle	1.89										
		Butterball		1.59									
	Sparkle	Li'l Butterball		1.69									< 16 lbs. (hen)
		Honeysuckle		0.79									w/ \$30 purchase and store card; limit 1
		Honeysuckle	2.79	1.99									w/o store card
		Honeysuckle	2.29										w/ store card
	Target	Butterball		1.99									w/ store card
		Butterball		0.99									limit 2
	Weis	Market Pantry		0.79									
		Weis		0.59									w/ \$20 purchase; limit 1
		Butterball		0.99									w/ \$20 purchase; limit 1
		Li'l Butterball		1.98									< 16 lbs. (hen)
		Honeysuckle							1.99				

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State	Supermarket	Label	Conventional		Kosher		Organic		Free Range	ABF	Non-GMO	Heritage	Conditions
			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	Fresh	
<b>MIDWESTERN U.S. - IA,IL,IN,MI,MN,ND,NE,OH,SD,WI</b>													
IA	Affiliated Midwest	Shurfine		1.00									
		Shurfine		0.88									w/ \$25 purchase; limit 1
		Butterball		1.69									
		Li'l Butterball		1.79									< 16 lbs. (hen)
	ALDI	Butterball		1.19									smoked @1.89/lb.
		Honeysuckle	0.99										
	County Market	n/i		free									w/ \$300 accumulated purchase; limit 1
		Honeysuckle	1.89										
	Family Foods	Our Family		0.99									limit 1
		Our Family		1.19									additional quantities
	Fareway	n/i		free									< 16 lbs. (hen); w/ \$50 purchase; limit 1
		Fareway		1.29									
	Food Pride	Our Family		0.79									w/ \$100 purchase; limit 1
		Our Family		0.89									w/ \$60 purchase; limit 1
		Our Family		0.99									w/ \$30 purchase; limit 1
		Our Family		1.19									additional quantities
	Hometown Foods	Shurfine		0.99									
	Hy-Vee	Butterball		1.49									
		Honeysuckle		free									< 16 lbs. (hen) w/ ham purchase; limit 1
		Hy-Vee	1.99										
	Jewel-Osco	Butterball		0.99									limit 1
		Butterball	2.49										
		Honeysuckle		0.37									w/ \$25 purchase; limit 1
		Jennie-O		0.37									w/ \$25 purchase; limit 1
Jennie-O		1.99											
Lucky's Market	Perdue	1.99											
	Amish Country	1.39											
	Plainville Farms								1.99				
Mary's			3.49										
	Shurfresh		0.88									w/ \$25 purchase; limit 1	
Maynard's	Shurfresh		1.18									additional quantities	
	Our Family		0.59									w/ \$25 purchase; limit 1	
No Frills	Our Family	1.49										limit 1	
	Norbest		0.79									limit 1	
	Butterball		0.99									limit 1	
Price Chopper	Best Choice		0.99									limit 1	

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**WHOLE TURKEYS**

State	Supermarket	Label	Conventional		Kosher		Organic		Free Range	ABF	Non-GMO	Heritage	Conditions
			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	Fresh	
IA <i>(cont)</i>	Schnuck's	Schnuck's		0.65									w/ \$25 purchase; limit 1
		Honeysuckle		0.85									w/ \$25 purchase; limit 1
		Butterball		1.29									w/ \$25 purchase; limit 1
		Schnuck's	1.69										limit 2
		Honeysuckle	1.79										limit 2
		Perdue	1.99										limit 2
	Sunshine Foods	Shurfine		0.59									w/ \$100 purchase and coupon; limit 1
		Shurfine		1.09									additional quantities
	Target	Butterball		0.99									limit 2
		Market Pantry		0.79									
	The Fresh Market	TFM								2.49			
	Trader Joe's	Trader Joe's			2.49					1.99			< 16 lbs. (hen)
	Whole Foods	n/i					3.99						
Nature's Ranch										2.49			
Valerie's Farm													brined @2.49/lb.
	Kosher Valley			3.99									
IL	Affiliated Midwest	Shurfine		1.00									
	ALDI	Butterball		1.19									smoked @1.89/lb.
		Honeysuckle	0.99										
		Norbest		0.49									w/ \$50 purchase; limit 1
	Angelo Caputo's	Perdue	2.49										
		Ho-Ka							2.99				
		Peacock Amish							2.99				
		Li'l Butterball		1.69									
		Butterball		1.49									
	Berkot's	Norbest	1.99	0.99									
		Rosebud Farms	1.99										
	Borowiak's IGA	TableRite		1.18									< 16 lbs. (hen)
		TableRite		0.98									< 16 lbs. (hen); w/ \$25 purchase; limit 1
	Brookhaven	Ho-Ka							2.99				
		Peacock Amish							2.59				
		Honeysuckle		1.19									
	Butera Market	Butterball		0.97									w/ \$25 purchase; limit 1
Jennie-O			0.46									w/ \$25 purchase; limit 1	
Honeysuckle		1.99											
Chiquita	Norbest		0.99										

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State	Supermarket	Label	Conventional		Kosher		Organic		Free Range	ABF	Non-GMO	Heritage	Conditions	
			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	Fresh		
IL (cont)	County Market	n/i		free									w/ \$300 accumulated purchase; limit 1	
	Cub Foods	Honeysuckle	1.89											limit 1
		Jennie-O		0.99										additional quantities
		Jennie-O	1.79	1.59										limit 1
		Honeysuckle		0.99										additional quantities
		Honeysuckle	1.79	1.59										frozen
	Dierberg's	Wild Harvest									2.99			w/ \$25 purchase; limit 1
		Honeysuckle		0.85										
		Honeysuckle	1.69											w/ \$25 purchase; limit 1
		Jennie-O		0.65										w/ \$25 purchase; limit 1
		Butterball		1.29										w/ \$25 purchase; limit 1
	Fairplay Foods	Sunny Meadows									2.99			local
		Norbest		0.49										w/ \$50 purchase; limit 1
		Butterball		0.99										w/ \$50 purchase; limit 1
	Fareway	n/i		free										< 16 lbs. (hen); w/ \$50 purchase; limit 1
		Fareway		1.29										
	Food 4 Less	Butterball		0.89										w/ \$25 purchase; limit 1
		Kroger		0.79										w/ \$25 purchase; limit 1
	Food Pride	Our Family		0.79										w/ \$100 purchase; limit 1
		Our Family		0.89										w/ \$60 purchase; limit 1
		Our Family		0.99										w/ \$30 purchase; limit 1
		Our Family		1.19										additional quantities
	Fresh Thyme	n/i	1.27											
	Gordon Food	n/i		0.99										limit 1
	Garden Fresh	Ho-Ka									2.99			
		Norbest		0.99										
		Butterball		1.49										
		Empire				3.99								
	Heinen's	Plainville Farms						3.99			2.99			
		Amish	1.99											
	Hy-Vee	Butterball		1.49										
		Honeysuckle		free										< 16 lbs. (hen) w/ ham purchase; limit 1
		Hy-Vee	1.99											
IGA Houchen's	IGA		0.99										w/ purchase; limit 1	
	Honeysuckle	1.69												
Jewel-Osco	Butterball		0.99										limit 1	
	Butterball	2.49												

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State	Supermarket	Label	Conventional		Kosher		Organic		Free Range	ABF	Non-GMO	Heritage	Conditions	
			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	Fresh		
IL <i>(cont)</i>	Jewel-Osco <i>(continued)</i>	Honeysuckle		0.37									w/ \$25 purchase; limit 1	
		Jennie-O		0.37									w/ \$25 purchase; limit 1	
		Jennie-O	1.99											
	Jimenez	Perdue	1.99											
		Norbest		1.19										
	Joe Caputo	Jennie-O		0.59										w/ \$30 purchase; limit 1
		Jennie-O		1.19										additional quantities
	Kirby Foods IGA	Ho-Ka							2.99					limit 2
		Honeysuckle	1.19											w/ \$25 purchase and store card; limit 1
	Kroger Central	Kroger		0.69										w/ store card
		Honeysuckle	1.49											w/ store card; limit 2
	Kroger Louisville	Kroger		0.79										w/ store card
		Honeysuckle	1.69											w/ store card
	Mariano's Fresh	Butterball	1.69	1.29										w/ store card
		Butterball		0.98										limit 1
	Meijer	Butterball	1.78											
		Meijer	1.49	0.52										w/ \$20 purchase & store card; limit 1
		Meijer	2.98	1.04										w/o purchase requirement
		Honeysuckle	1.49	0.52										w/ \$20 purchase & store card; limit 1
		Honeysuckle	2.98	1.04										w/o purchase requirement
		Butterball	1.49	1.09										w/ \$20 purchase & store card; limit 1
	Mrs. Green's	Butterball	2.98	2.18										w/o purchase requirement
		Grateful Harvest							1.99		1.99			local
		Murray's									2.99			brined @ \$2.99/lb.
		Mary's						3.99						
	Pete's Fresh	Empire												
		Norbest		0.99										limit 2
	Piggly Wiggly	Honeysuckle	1.99											
		Butterball		0.97										w/ \$25 purchase; limit 1
		Jennie-O		0.57										w/ \$25 purchase; limit 1
Butterball			\$5 off										> 16 lbs. (tom); w/ \$15 purchase; limit 1	
Schuette's	Honeysuckle		\$5 off										> 16 lbs. (tom); w/ \$15 purchase; limit 1	
	Honeysuckle		0.98										w/ \$25 purchase; limit 1	
	Farm Fresh		0.78										w/ \$25 purchase; limit 1	
	Butterball		1.48										w/ \$25 purchase; limit 1	
		n/i	1.79											

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			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	Fresh		
IL <i>(cont)</i>	Schnuck's	Schnuck's		0.65									w/ \$25 purchase; limit 1	
		Honeysuckle		0.85									w/ \$25 purchase; limit 1	
		Butterball		1.29									w/ \$25 purchase; limit 1	
		Schnuck's	1.69										limit 2	
		Honeysuckle	1.79										limit 2	
		Perdue	1.99										limit 2	
	Shop & Save Market	Jennie-O	2.29											
		Peacock's									2.99			
		Honeysuckle	2.29											
		Butterball	2.39	1.59										
		Perdue	2.59											
		Ho-Ka							2.99					
	Shop'n Save	Schau's										2.59		
		Farm Fresh		0.49										w/ \$50 purchase; limit 1
		Farm Fresh		0.89										additional quantities
		Tamyra		2.49										Halal
		Farm Fresh		0.79										w/ \$25 purchase; limit 1
		Jennie-O	1.69											
	Strack & VanTil	Butterball		1.69										
		Wild Harvest										1.99		
		Norbest		0.34										w/ \$25 purchase; limit 1
		Norbest		0.99										additional quantities
	Sullivan's	Butterball	2.49	1.29										
		Butterball		0.99										w/ \$25 purchase; limit 1
		Perdue	2.49											
		Norbest		0.29										w/ \$150 purchase
	Sunset Foods	Norbest		0.49										w/ \$100 purchase
Norbest			0.69										w/ \$50 purchase	
Norbest			0.99										no additional purchase	
Norbest			0.89											
Target	Ho-Ka							2.99					local	
	Butterball		0.99										limit 2	
The Fresh Market	Market Pantry		0.79											
Tony's Finer Food	TFM										2.49			
	Jennie-O		0.49										w/ \$25 purchase; limit 1	
	Butterball		0.99										w/ \$25 purchase; limit 1	
		Perdue	1.99											

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State	Supermarket	Label	Conventional		Kosher		Organic		Free Range	ABF	Non-GMO	Heritage	Conditions
			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	Fresh	
IL <i>(cont)</i>	Tony's Finer Food	Peacock Amish							2.99				
		Ho-Ka							2.99				
	Trader Joe's	Trader Joe's			2.49					1.99			< 16 lbs. (hen)
	Treasure Island	Ho-Ka							2.98				local
		Barber							2.68				
		Bell & Evans					3.98						
		Norbest Tradition	2.28										
		Norbest		1.28									< 16 lbs. (hen)
		Norbest		0.88									> 16 lbs. (tom); w/ \$25 purchase; limit 1
		Norbest		0.99									additional quantities
	Ultra Foods	Norbest		0.38									w/ \$25 purchase; limit 1
		Norbest		0.99									additional quantities
		Butterball	2.49	1.29									
		Butterball		0.99									w/ \$25 purchase; limit 1
		Perdue	2.49										
	Valli Produce	Butterball		1.49									
		Jennie-O		0.48									w/ \$50 purchase; limit 1
		Jennie-O		1.39									additional quantities
		Farm Fresh		0.48									w/ \$50 purchase; limit 1
		Honeysuckle	1.99										
	Perdue	2.49											
Walt's Foods	Norbest		0.69									w/ \$50 purchase; limit 1	
	Butterball		0.99									w/ \$50 purchase; limit 1	
	Ho-Ka							2.99					
Whole Foods	Rosebud Farms	2.29											
	n/i					3.99							
	Nature's Ranch									2.49			
	Valerie's Farm											brined @2.49/lb.	
	Kosher Valley				3.99								
IN	ALDI	Butterball		1.19									smoked @1.89/lb.
		Honeysuckle	0.99										
	Al's Supermarket	Honeysuckle	1.48	0.88									w/ \$15 purchase; limit 1
		Butterball		1.28									w/ \$15 purchase; limit 1
	Dollar General Market	n/i		0.75									< 16 lbs. (hen); limit 1
	Earth Fare	n/i					4.29			2.69			
Food 4 Less	Butterball		0.89									w/ \$25 purchase; limit 1	
	Kroger		0.79									w/ \$25 purchase; limit 1	



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State	Supermarket	Label	Conventional		Kosher		Organic		Free Range	ABF	Non-GMO	Heritage	Conditions	
			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	Fresh		
IN <i>(cont)</i>	Fresh Encounter	Honeysuckle	1.46										< 16 lbs. (hen); w/ store card	
		Honeysuckle	2.06										w/o store card	
		Honeysuckle	1.29										> 16 lbs. (tom); w/ store card	
		Honeysuckle	1.89										w/o store card	
		Chief Smokehouse												smoked @\$2.99/lb.
		Our Family		\$10 off										> 16 lbs. (hen); w/ \$20 purchase; limit 1
		Honeysuckle		\$10 off										> 16 lbs. (hen); w/ \$20 purchase; limit 1
		Butterball		\$10 off										> 16 lbs. (hen); w/ \$20 purchase; limit 1
		Our Family		\$17 off										> 16 lbs. (tom); w/ \$20 purchase; limit 1
		Honeysuckle		\$17 off										> 16 lbs. (tom); w/ \$20 purchase; limit 1
	Butterball		\$17 off										> 16 lbs. (tom); w/ \$20 purchase; limit 1	
	Fresh Thyme	n/i	1.27											
	Gordon Food	n/i		0.99										limit 1
	Harding's	Spartan		0.69										w/ \$20 purchase; limit 1
		Spartan	1.79											
		Butterball	1.99	1.49										
	Harvest	Best Choice		0.98										limit 1
	IGA Houchen's	IGA		0.99										w/ purchase; limit 1
		Honeysuckle	1.69											
	IGA Spartan-Nash	IGA		0.89										w/ \$20 purchase; limit 1
		Butterball		1.09										w/ \$20 purchase; limit 1
		Our Family	1.89											
	Jay C	Butterball		1.28										limit 2
		Private Selection		0.98										
	Jewel-Osco	Butterball		0.99										limit 1
		Butterball	2.49											
		Honeysuckle		0.37										w/ \$25 purchase; limit 1
		Jennie-O		0.37										w/ \$25 purchase; limit 1
		Jennie-O	1.99											
	Kirby Foods IGA	Perdue	1.99											
		Honeysuckle	1.19											limit 2
	Kroger Central	Kroger		0.69										w/ \$25 purchase and store card; limit 1
Honeysuckle		1.49											w/ store card	
Kroger Cincinnati	Kroger		0.99										w/ \$10 purchase & store card; limit 1	
	Honeysuckle	1.99	1.19										w/ store card	
	Private Selection		1.19										w/ store card	

**U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS**

**Thanksgiving 2015**

Whole Body Turkeys - prices in \$US per pound unless otherwise noted.

**WHOLE TURKEYS**

State	Supermarket	Label	Conventional		Kosher		Organic		Free Range	ABF	Non-GMO	Heritage	Conditions	
			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	Fresh		
IN <i>(cont)</i>	Kroger Louisville	Kroger		0.79									w/ store card; limit 2	
		Honeysuckle	1.69										w/ store card	
		Butterball	1.69	1.29									w/ store card	
	Lucky's Market	Amish Country	1.39											
		Plainville Farms									1.99			
	Marsh	Mary's					3.49							
		Norbest		0.69										w/ \$25 purchase; limit 1
		Jennie-O		0.69										w/ \$25 purchase; limit 1
		Honeysuckle		0.69										w/ \$25 purchase; limit 1
	Martin's	Butterball		0.89										w/ \$25 purchase; limit 1
		Troyer's		0.59										w/ \$25 purchase and store card; limit 1
		Troyer's		1.69										w/o store card
		Honeysuckle		0.99										w/ \$25 purchase and store card; limit 1
		Honeysuckle	2.19	1.89										w/o store card
		Honeysuckle	1.79											w/ store card
		Butterball		1.19										w/ \$25 purchase and store card; limit 1
	Meijer	Butterball	2.49	1.99										w/o store card
		Butterball	2.99											w/ store card
		Meijer	1.49	0.52										w/ \$20 purchase & store card; limit 1
		Meijer	2.98	1.04										w/o purchase requirement
		Honeysuckle	1.49	0.52										w/ \$20 purchase & store card; limit 1
		Honeysuckle	2.98	1.04										w/o purchase requirement
		Butterball	1.49	1.09										w/ \$20 purchase & store card; limit 1
	New Market	Butterball	2.98	2.18										w/o purchase requirement
		Farm Fresh		0.58										w/ \$30 purchase; limit 1
	Schnuck's	Schnuck's		0.65										w/ \$25 purchase; limit 1
		Honeysuckle		0.85										w/ \$25 purchase; limit 1
		Butterball		1.29										w/ \$25 purchase; limit 1
		Schnuck's	1.69											limit 2
		Honeysuckle	1.79											limit 2
		Perdue	1.99											limit 2
	Spartan-Nash IGA	IGA		0.88										w/ \$20 purchase; limit 1
		Butterball		1.09										
Strack & VanTil	Norbest		0.38										w/ \$25 purchase; limit 1	
	Norbest		0.99										additional quantities	
	Butterball	2.49	1.29											

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Whole Body Turkeys - prices in \$US per pound unless otherwise noted.

**WHOLE TURKEYS**

State	Supermarket	Label	Conventional		Kosher		Organic		Free Range	ABF	Non-GMO	Heritage	Conditions	
			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	Fresh		
IN <i>(cont)</i>	Strack & VanTil <i>(continued)</i>	Butterball		0.99									w/ \$25 purchase; limit 1	
		Perdue	2.49											
	Target	Butterball		0.99										limit 2
		Market Pantry		0.79										
	The Fresh Market	TFM								2.49				
	Trader Joe's	Trader Joe's			2.49					1.99			< 16 lbs. (hen)	
	Ultra Foods	Norbest		0.29										w/ \$25 purchase; limit 1
		Norbest		0.99										additional quantities
		Butterball	2.49	1.29										w/ \$25 purchase; limit 1
		Butterball		0.99										
		Perdue	2.49											
	Walt's Foods	Norbest		0.69										w/ \$50 purchase; limit 1
		Butterball		0.99										w/ \$50 purchase; limit 1
		Ho-Ka							2.99					
	Wesselman's	Rosebud Farms	2.29											
		Jennie-O		0.47										w/ \$25 purchase; limit 1
	Whole Foods	Butterball		0.98										w/ \$25 purchase; limit 1
n/i						3.99								
Nature's Ranch										2.49				
Valerie's Farm													brined @2.49/lb.	
Kosher Valley					3.99									
MI	Affiliated Midwest	Shurfine		1.00										
	ALDI	Butterball		1.19									smoked @ 1.89/lb.	
		Honeysuckle	0.99											
	Busch's	Northern Pride		0.59									w/ \$35 purchase; limit 1	
		Butterball		0.99									limit 1	
	D&W Fresh Market	Honeysuckle		0.99										limit 1
		Spartan		0.49										w/ \$20 purchase; limit 1
		Spartan	1.49											
		Honeysuckle		0.79										w/ \$20 purchase; limit 1
		Butterball		0.99										w/ \$20 purchase; limit 1
	Earth Fare	Bell & Evans									3.49			
		n/i					4.29				2.69			
	Family Fare	Spartan		0.49										w/ \$20 purchase; limit 1
Honeysuckle			0.79										w/ \$20 purchase; limit 1	
Food Pride	Butterball		0.99										w/ \$20 purchase; limit 1	
	Our Family		0.99											

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**WHOLE TURKEYS**

State	Supermarket	Label	Conventional		Kosher		Organic		Free Range	ABF	Non-GMO	Heritage	Conditions	
			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	Fresh		
MI <i>(cont)</i>	Fresh Thyme	n/i	1.27											
	Gordon Food	n/i		0.99									limit 1	
	Glory Supermarket	Honeysuckle			0.59									w/ \$30 purchase; limit 1
		Honeysuckle			1.29									additional quantities
	Harding's	Spartan			0.69									w/ \$20 purchase; limit 1
		Spartan		1.79										
	Hollywood Markets	Butterball		1.99	1.49									
		n/i		1.59										
		Peacock									2.99			
	Kroger Central	Honeysuckle			0.59									w/ \$25 purchase; limit 1
		Amish Country		1.59										limit 1
	Kroger Columbus	Kroger			0.69									w/ \$25 purchase and store card; limit 1
		Honeysuckle		1.49										w/ store card
	Kroger Michigan	Kroger			0.98									w/ \$10 purchase; limit 1
		Private Selection			1.29									w/ store card
		Honeysuckle		1.49	1.29									w/ store card
	Lucky's Market	Kroger			0.59									w/ \$10 purchase; limit 1
		Honeysuckle		1.29										w/ store card; limit 2
		Butterball		1.79										w/ store card
		Amish Country		1.39										
	Martin's	Plainville Farms										1.99		
		Mary's					3.49							
		Troyer's			0.59									w/ \$25 purchase and store card; limit 1
		Troyer's			1.69									w/o store card
		Honeysuckle			0.99									w/ \$25 purchase and store card; limit 1
		Honeysuckle		2.19	1.89									w/o store card
		Honeysuckle		1.79										w/ store card
		Butterball			1.19									w/ \$25 purchase and store card; limit 1
	Meijer	Butterball		2.49	1.99									w/o store card
		Butterball		2.99										w/ store card
Meijer			1.49	0.52									w/ \$20 purchase & store card; limit 1	
Meijer			2.98	1.04									w/o purchase requirement	
Honeysuckle			1.49	0.52									w/ \$20 purchase & store card; limit 1	
Honeysuckle			2.98	1.04									w/o purchase requirement	
Butterball			1.49	1.09									w/ \$20 purchase & store card; limit 1	
Butterball			2.98	2.18									w/o purchase requirement	

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Whole Body Turkeys - prices in \$US per pound unless otherwise noted.

**WHOLE TURKEYS**

State	Supermarket	Label	Conventional		Kosher		Organic		Free Range	ABF	Non-GMO	Heritage	Conditions
			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	Fresh	
MI <i>(cont)</i>	Plumbs/Duthlers	Spartan		0.99									w/ \$25 purchase; limit 1 additional quantities w/ store card w/o store card w/ store card w/o store card w/ store card w/o store card w/ store card w/o store card w/ \$50 purchase; limit 1 additional quantities w/ \$25 purchase; limit 1  w/ \$25 purchase; limit 1 w/ \$25 purchase; limit 1  limit 2  w/ \$20 purchase; limit 1 w/ \$20 purchase; limit 1 < 16 lbs. (hen) w/ \$25 purchase; limit 1 w/ \$20 purchase; limit 1  w/ \$20 purchase; limit 1 w/ \$20 purchase; limit 1  brined @2.49/lb.
		Spartan	1.99	1.80									
	Polly's Market	Butterball		1.59									
		Butterball		1.99									
		Honeysuckle		1.49									
		Honeysuckle		1.89									
		Amish Country		1.39									
		Amish Country		1.79									
	Ric's Food Center	n/i		0.57									
		n/i		1.39									
		Shurfine		0.49									
		Honeysuckle	1.99										
	Spartan Stores	Spartan		0.55									
	Super 1 Foods	Jennie-O		0.77									
		Jennie-O	1.88										
	Tadych's	Honeysuckle	1.79										
	Target	Butterball		0.99									
		Market Pantry		0.79									
	Tom's/Oleson's	Honeysuckle		0.79									
		Butterball		0.99									
	Trader Joe's	Trader Joe's			2.49					1.99			
	Valu Land	Spartan		0.49									
	VG's Food Center	Spartan		0.49									
Spartan		1.49											
Honeysuckle			0.79										
Butterball			0.99										
Whole Foods	n/i					3.99							
	Nature's Ranch								2.49				
	Valerie's Farm Kosher Valley					3.99							
MN	Affiliated Midwest	Shurfine		1.00								w/ \$25 purchase; limit 1  < 16 lbs. (hen) smoked @1.89/lb.	
		Shurfine		0.88									
		Butterball		1.69									
	ALDI	Li'l Butterball		1.79									
		Butterball		1.19									
		Honeysuckle	0.99										

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**WHOLE TURKEYS**

State	Supermarket	Label	Conventional		Kosher		Organic		Free Range	ABF	Non-GMO	Heritage	Conditions	
			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	Fresh		
MN <i>(cont)</i>	Cash Wise Foods	Jennie-O		0.46									w/ \$30 purchase; limit 1	
		Jennie-O	1.78											
	Coborn's	Jennie-O	1.79											
		Cub Foods	Jennie-O		0.99									limit 1
	Jennie-O		1.79	1.59									additional quantities	
	Honeysuckle			0.99									limit 1	
	Honeysuckle		1.79	1.59									additional quantities	
	Wild Harvest									2.99			frozen	
	Econofoods		Our Family		0.78									w/ \$25 purchase; limit 1
		Our Family	1.49										limit 1	
	Family Fare	Butterball		1.19									limit 1	
		Spartan		0.49									w/ \$20 purchase; limit 1	
		Honeysuckle		0.79									w/ \$20 purchase; limit 1	
	Fareway	Butterball		0.99									w/ \$20 purchase; limit 1	
		n/i		free									< 16 lbs. (hen); w/ \$50 purchase; limit 1	
		Fareway		1.29										
	Festival	n/i	1.49										w/ \$25 purchase; limit 1	
	Food Pride	Our Family		0.99										
	Fresh Thyme	n/i	1.27											
	Hornbacher's	Farm Fresh		0.99										
		Butterball		1.39										
	Hugo's	Our Family		0.43										w/ \$30 purchase; limit 1
		Butterball		0.88										w/ \$30 purchase; limit 1
	Hy-Vee	Butterball		1.49										
		Honeysuckle		free										< 16 lbs. (hen) w/ ham purchase; limit 1
		Hy-Vee	1.99											
	Lund's and Byerly's	Lund's & Byerly's	1.89					3.99			1.99			w/ store card
		Lund's & Byerly's	2.69					4.99			2.99			w/o store card
		Honeysuckle		0.99										w/ store card
		Honeysuckle		2.69										w/o store card
Marketplace Foods	Butterball		BOGO											
	Our Family		0.78										w/ \$50 purchase; limit 1	
	Our Family		0.98										additional quantities	
Maynard's	Honeysuckle	1.88												
	Shurfresh		0.88										w/ \$25 purchase; limit 1	
		Shurfresh		1.18									additional quantities	

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**WHOLE TURKEYS**

State	Supermarket	Label	Conventional		Kosher		Organic		Free Range	ABF	Non-GMO	Heritage	Conditions	
			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	Fresh		
MN <i>(cont)</i>	Rainbow Foods	Jennie-O		0.99									w/ store card; limit 1	
		Jennie-O		1.59									w/o store card	
		Jennie-O	1.79											
		Honeysuckle		0.99										w/ store card; limit 1
		Honeysuckle		1.59										w/o store card
		Honeysuckle	1.79											
	Sun Mart	Our Family		0.78										w/ \$25 purchase; limit 1
		Our Family	1.49											limit 1
	Sunshine Foods	Butterball		1.19										limit 1
		Shurfine		0.59										w/ \$100 purchase and coupon; limit 1
	Super 1 Foods	Shurfine		1.09										additional quantities
		Jennie-O		0.77										w/ \$25 purchase; limit 1
	Target	Jennie-O	1.88											
		Butterball		0.99										limit 2
	Teal's Market	Market Pantry		0.79										
Trader Joe's	Our Family		0.88										w/ \$50 purchase; limit 1	
Whole Foods	Trader Joe's				2.49					1.99			< 16 lbs. (hen)	
	n/i						3.99							
	Nature's Ranch									2.49			brined @2.49/lb.	
	Valerie's Farm													
	Kosher Valley				3.99									
ND	Albertsons Mntn	Honeysuckle		free									< 16 lbs. (hen) w/ \$100 purchase; limit 1	
		Honeysuckle		0.69									limit 1	
		Jennie-O	1.79											
	Cash Wise Foods	Jennie-O		0.46										w/ \$30 purchase; limit 1
		Jennie-O	1.78											
	Dan's	Our Family	1.49	0.78										
		Family Fare												
	Family Fare	Spartan		0.49										w/ \$20 purchase; limit 1
		Honeysuckle		0.79										w/ \$20 purchase; limit 1
		Butterball		0.99										w/ \$20 purchase; limit 1
	Food Pride	Our Family		0.99										
		Hornbacher's												
	Hornbacher's	Farm Fresh		0.99										
		Butterball		1.39										
	Hugo's	Our Family		0.43										w/ \$30 purchase; limit 1
Butterball			0.88										w/ \$30 purchase; limit 1	
Leever's Foods	Our Family		0.99											

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State	Supermarket	Label	Conventional		Kosher		Organic		Free Range	ABF	Non-GMO	Heritage	Conditions	
			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	Fresh		
ND <i>(cont)</i>	Marketplace Foods	Butterball		BOGO									w/ \$50 purchase; limit 1 additional quantities  limit 2  w/ \$50 purchase; limit 1	
		Our Family		0.78										
		Our Family		0.98										
	Natural Grocers Target	Honeysuckle	1.88											
		Mary's					4.29		2.79			6.99		
		Butterball		0.99										
Teal's Market	Market Pantry		0.79											
	Teal's Market	Our Family		0.88										
NE	Affiliated Midwest	Shurfine		1.00									w/ \$25 purchase; limit 1	
		Shurfine		0.88										
		Butterball		1.69										
		Li'l Butterball		1.79										
	ALDI	Butterball		1.19									< 16 lbs. (hen) smoked @1.89/lb.	
		Honeysuckle	0.99											
	Apple Market	Best Choice		0.98									w/ \$25 purchase; limit 1 limit 1 limit 1 limit 1	
	Bag'n Save	Our Family		0.59										
		Our Family	1.49											
	Norbest			0.79										
	Baker's	Butterball		0.99										
		Kroger		0.79									w/ store card; limit 2	
		Honeysuckle	1.69	1.09									w/ store card; limit 2	
	Fareway	Private Selection		1.09									w/ store card; limit 2	
		n/i		free									< 16 lbs. (hen); w/ \$50 purchase; limit 1	
	Fareway	Fareway		1.29										
	Food Pride	Our Family		0.99										
	Hy-Vee	Butterball		1.49										
		Honeysuckle		free									< 16 lbs. (hen) w/ ham purchase; limit 1	
		Hy-Vee	1.99											
Natural Grocers	Mary's					4.29		2.79			6.99			
Russ's Market	Honeysuckle		free									< 16 lbs. (hen) w/ point redemption; limit 1		
	Honeysuckle	1.99												
Safeway Denver	Best Choice		free									< 16 lbs. (hen) w/ point redemption; limit 1		
	Honeysuckle		0.69									w/ store card; limit 1		
	Honeysuckle	1.79										w/ store card		
	Butterball	1.99												
		Open Nature							1.99			frozen		



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			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	Fresh		
NE <i>(cont)</i>	Sun Mart	Our Family		0.78									w/ \$25 purchase; limit 1	
		Our Family	1.49										limit 1	
	Super Saver	Butterball		1.19									limit 1	
		Smoke House											smoked @\$2.68/lb.	
	Target	Butterball		0.99									limit 2	
	Trader Joe's	Market Pantry		0.79										
		Trader Joe's				2.49					1.99			< 16 lbs. (hen)
	Whole Foods	n/i						3.99						
Nature's Ranch										2.49			brined @2.49/lb.	
		Valerie's Farm												
		Kosher Valley					3.99							
OH	Acme Fresh Market	Acme Fresh		0.59									w/ store card; limit 1	
		Acme Fresh	2.09	1.69									w/o store card	
		Acme Fresh	1.79										w/ store card	
		Honeysuckle		0.99									w/ store card	
		Honeysuckle		1.79									w/o store card	
		Butterball		1.59									w/ store card	
		Butterball		1.89									w/o store card	
		Butterball		1.19									smoked @1.89/lb.	
	ALDI	Honeysuckle	0.99											
		Honeysuckle	1.99	1.49										
	Buehler	Honeysuckle		0.99										w/ store card; limit 1
		Butterball		1.79										w/ store card
	Chief Supermarket	Bowman&Landes							2.99		2.99			local
		Chief Smokehouse												smoked @2.99/lb.
		Our Family		\$10 off										> 16 lbs. (hen); w/ \$20 purchase; limit 1
		Honeysuckle		\$10 off										> 16 lbs. (hen); w/ \$20 purchase; limit 1
		Butterball		\$10 off										> 16 lbs. (hen); w/ \$20 purchase; limit 1
		Our Family		\$17 off										> 16 lbs. (tom); w/ \$20 purchase; limit 1
		Honeysuckle		\$17 off										> 16 lbs. (tom); w/ \$20 purchase; limit 1
		Butterball		\$17 off										> 16 lbs. (tom); w/ \$20 purchase; limit 1
Dave's Market	Honeysuckle		0.79										> 16 lbs. (tom); w/ \$50 purchase; limit 1	
	Amish	1.88											< 16 lbs. (hen); limit 1	
Dollar General Market	n/i		0.75											
Earth Fare	n/i						4.29			2.69				
Fisher's	Best Choice		0.59										w/ \$50 purchase; limit 1	
	Fisher's	1.89											w/ store card	

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State	Supermarket	Label	Conventional		Kosher		Organic		Free Range	ABF	Non-GMO	Heritage	Conditions	
			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	Fresh		
OH <i>(cont)</i>	Fisher's	Fisher's	2.29										w/o store card	
	<i>(continued)</i>	Honeysuckle		0.99									limit 1	
	Food Fair	Butterball		1.19									limit 1	
	Foodland	Honeysuckle		0.77									w/ \$25 purchase; limit 1	
	Fresh Encounter	Honeysuckle		1.46										< 16 lbs. (hen); w/ store card
		Honeysuckle		2.06										w/o store card
		Honeysuckle		1.29										> 16 lbs. (tom); w/ store card
		Honeysuckle		1.89										w/o store card
		Chief Smokehouse												smoked @\$2.99/lb.
		Our Family			\$10 off									> 16 lbs. (hen); w/ \$20 purchase; limit 1
		Honeysuckle			\$10 off									> 16 lbs. (hen); w/ \$20 purchase; limit 1
		Butterball			\$10 off									> 16 lbs. (hen); w/ \$20 purchase; limit 1
		Our Family			\$17 off									> 16 lbs. (tom); w/ \$20 purchase; limit 1
		Honeysuckle			\$17 off									> 16 lbs. (tom); w/ \$20 purchase; limit 1
	Butterball			\$17 off									> 16 lbs. (tom); w/ \$20 purchase; limit 1	
	Fresh Thyme	n/i		1.27										
	Geyer's	Honeysuckle		1.98	1.38									
		Farm Fresh			1.28									
		Butterball			1.49									
	Giant Eagle	Giant Eagle			0.78									w/ \$25 purchase and store card; limit 1
		Giant Eagle		1.79										w/ store card
		Honeysuckle			0.99									w/ \$25 purchase and store card; limit 1
		Honeysuckle		1.89										w/ store card
		Butterball			1.59									w/ store card
	Gordon Food	Nature's Basket									2.89			or frozen
		n/i			0.99									limit 1
	Heinen's	Plainville Farms						3.99			2.99			
		Amish		1.99										
	IGA Spartan-Nash	IGA			0.89									w/ \$20 purchase; limit 1
		Butterball			1.09									w/ \$20 purchase; limit 1
Our Family			1.89											
Kroger Central	Kroger			0.69									w/ \$25 purchase and store card; limit 1	
	Honeysuckle		1.49										w/ store card	
Kroger Cincinnati	Kroger			0.99									w/ \$10 purchase & store card; limit 1	
	Honeysuckle		1.99	1.19									w/ store card	
	Private Selection			1.19									w/ store card	

**U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS**

**Thanksgiving 2015**

Whole Body Turkeys - prices in \$US per pound unless otherwise noted.

**WHOLE TURKEYS**

State	Supermarket	Label	Conventional		Kosher		Organic		Free Range	ABF	Non-GMO	Heritage	Conditions	
			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	Fresh		
OH <i>(cont)</i>	Kroger Columbus	Kroger		0.98									w/ \$10 purchase; limit 1	
		Private Selection		1.29										w/ store card
		Honeysuckle	1.49	1.29										w/ store card
	Lucky's Market	Amish Country	1.39											
		Plainville Farms									1.99			
	Marc's	Mary's					3.49							
		Honeysuckle		0.79										limit 2
	Marsh	Norbest		0.69										w/ \$25 purchase; limit 1
		Jennie-O		0.69										w/ \$25 purchase; limit 1
		Honeysuckle		0.69										w/ \$25 purchase; limit 1
	Meijer	Butterball		0.89										w/ \$25 purchase; limit 1
		Meijer	1.49	0.52										w/ \$20 purchase & store card; limit 1
		Meijer	2.98	1.04										w/o purchase requirement
		Honeysuckle	1.49	0.52										w/ \$20 purchase & store card; limit 1
		Honeysuckle	2.98	1.04										w/o purchase requirement
		Butterball	1.49	1.09										w/ \$20 purchase & store card; limit 1
	Piggly Wiggly Stores	Butterball	2.98	2.18										w/o purchase requirement
		Butterball		1.28										
	Remke Markets	Jennie-O		0.98										
		Honeysuckle		1.28										w/ store card; limit 2
	Riesbeck's	Honeysuckle		free										w/ \$325 accumulated purchase
		Honeysuckle		1.29										limit 3
		Honeysuckle	1.99											
	Shop'n Save	Bowman&Landes							2.99	2.99				
		Honeysuckle		0.78										w/ \$25 purchase and store card; limit 2
		Honeysuckle	1.89											
		Butterball		1.59										
	Sparkle	Li'l Butterball		1.69										< 16 lbs. (hen)
		Honeysuckle		0.79										w/ \$30 purchase and store card; limit 1
		Honeysuckle	2.79	1.99										w/o store card
		Honeysuckle	2.29											w/ store card
	Spartan-Nash IGA	Butterball		1.99										w/ store card
IGA			0.88										w/ \$20 purchase; limit 1	
Butterball			1.09											
Target	Butterball		0.99										limit 2	
	Market Pantry		0.79											
The Fresh Market	TFM								2.49					

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**WHOLE TURKEYS**

State	Supermarket	Label	Conventional		Kosher		Organic		Free Range	ABF	Non-GMO	Heritage	Conditions	
			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	Fresh		
OH <i>(cont)</i>	Trader Joe's	Trader Joe's			2.49					1.99			< 16 lbs. (hen) w/ \$20 purchase; limit 1 w/ \$20 purchase; limit 1 < 16 lbs. (hen)	
	Weis	Weis		0.59										
		Butterball		0.99										
		Li'l Butterball		1.98										
	Whole Foods	Honeysuckle								1.99				
		n/i			3.49		3.99		2.69		3.69	3.69	brined @2.99/lb.	
		n/i												
SD	Affiliated Midwest	Shurfine		1.00									w/ \$25 purchase; limit 1  < 16 lbs. (hen)  w/ \$25 purchase; limit 1 limit 1 limit 1 < 16 lbs. (hen); w/ \$50 purchase; limit 1  < 16 lbs. (hen) w/ ham purchase; limit 1  w/ \$50 purchase; limit 1 additional quantities limit 2 no limit limit 2 no limit w/ \$25 purchase; limit 1 additional quantities w/ \$25 purchase; limit 1 additional quantities w/ store card; limit 1 w/ store card  frozen	
		Shurfine		0.88										
		Butterball		1.69										
		Li'l Butterball		1.79										
	Buche Foods	Shurfine		1.09										
	Coborn's	Jennie-O	1.79											
	Family Thrift	Our Family		0.78										
		Our Family		1.49										
		Butterball		1.19										
	Fareway	n/i		free										
		Fareway		1.29										
	Hy-Vee	Butterball		1.49										
		Honeysuckle		free										
		Hy-Vee	1.99											
	IGA Markets	Butterball		1.49										
		Farm Fresh		0.69										
		Farm Fresh		1.39										
	Ken's Super Fair	Shurfine		0.97										
		Shurfine		1.49										
		Jennie-O		0.97										
		Jennie-O		1.49										
Lynn's Dakotamart	Our Family		0.88											
	Our Family		1.08											
Maynard's	Shurfresh		0.88											
	Shurfresh		1.18											
Safeway Denver	Honeysuckle		0.69											
	Honeysuckle	1.79												
	Butterball	1.99												
	Open Nature									1.99				

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**WHOLE TURKEYS**

State	Supermarket	Label	Conventional		Kosher		Organic		Free Range	ABF	Non-GMO	Heritage	Conditions
			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	Fresh	
SD <i>(cont)</i>	Sunshine Foods	Shurfine		0.59									w/ \$100 purchase and coupon; limit 1 additional quantities limit 2  w/ \$50 purchase; limit 1
		Shurfine		1.09									
	Target	Butterball		0.99									
		Market Pantry		0.79									
	Teal's Market	Our Family		0.88									
WI	Affiliated Midwest	Shurfine		1.00									w/ \$25 purchase; limit 1
		Shurfine		0.88									
		Butterball		1.69									
		Li'l Butterball		1.79									
	ALDI	Butterball		1.19									< 16 lbs. (hen) smoked @1.89/lb.
		Honeysuckle	0.99										
	Econofoods	Our Family		0.78									w/ \$25 purchase; limit 1 limit 1
		Our Family	1.49										
	Festival	Butterball		1.19									limit 1 w/ store card; brined w/o store card; brined < 16 lbs. (hen); w/ \$10 purchase; limit 1 < 16 lbs. (hen); w/ ham purchase; limit 1
		Plainville Farms								2.28			
		Plainville Farms								2.99			
		Farm Fresh		free									
	Food Pride	Farm Fresh		free									limit 1
		Our Family		0.99									
	Gordon Food	n/i		0.99									< 16 lbs. (hen) w/ ham purchase; limit 1
	Hy-Vee	Butterball		1.49									
		Honeysuckle		free									
	Marketplace Foods	Hy-Vee	1.99										w/ \$50 purchase; limit 1 additional quantities
		Butterball		BOGO									
		Our Family		0.78									
		Our Family		0.98									
	Meijer	Honeysuckle	1.88										w/ \$20 purchase & store card; limit 1 w/o purchase requirement w/ \$20 purchase & store card; limit 1 w/o purchase requirement w/ \$20 purchase & store card; limit 1 w/o purchase requirement
		Meijer	1.49	0.52									
		Meijer	2.98	1.04									
		Honeysuckle	1.49	0.52									
		Honeysuckle	2.98	1.04									
		Butterball	1.49	1.09									
Pick'n Save/Copp's	Butterball	2.98	2.18									w/ \$25 purchase; limit 1 w/ \$25 purchase; limit 1	
	Jennie-O		0.69										
	Butterball		0.99										

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Whole Body Turkeys - prices in \$US per pound unless otherwise noted.

**WHOLE TURKEYS**

State	Supermarket	Label	Conventional		Kosher		Organic		Free Range	ABF	Non-GMO	Heritage	Conditions
			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	Fresh	
WI <i>(cont)</i>	Piggly Wiggly	Honeysuckle	1.99										
		Butterball		0.97									w/ \$25 purchase; limit 1
	Schnuck's	Jennie-O		0.57									w/ \$25 purchase; limit 1
		Schnuck's		0.65									w/ \$25 purchase; limit 1
		Honeysuckle		0.85									w/ \$25 purchase; limit 1
		Butterball		1.29									w/ \$25 purchase; limit 1
		Schnuck's	1.69										limit 2
		Honeysuckle	1.79										limit 2
	Sendik's	Perdue	1.99										limit 2
		Honeysuckle	1.99										
		Butterball		1.39									limit 1
	Sentry Foods	Shurfine		0.99									limit 1
		Butterball		0.99									w/ \$25 purchase; limit 1
		Jennie-O		0.69									w/ \$25 purchase; limit 1
	Super 1 Foods	Farm Fresh		0.69									w/ \$25 purchase; limit 1
		Jennie-O		0.77									w/ \$25 purchase; limit 1
	Tadych's	Jennie-O	1.88										
		Honeysuckle	1.79										
	Target	Butterball		0.99									limit 2
		Market Pantry		0.79									
	The Fresh Market	TFM								2.49			
Trader Joe's	Trader Joe's			2.49					1.99			< 16 lbs. (hen)	
Whole Foods	n/i					3.99							
	Nature's Ranch								2.49				
	Valerie's Farm Kosher Valley				3.99							brined @2.49/lb.	

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**WHOLE TURKEYS**

State	Supermarket	Label	Conventional		Kosher		Organic		Free Range	ABF	Non-GMO	Heritage	Conditions
			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	Fresh	
<b>SOUTH CENTRAL U.S. - AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT</b>													
AR	Albertsons Southrn	Honeysuckle		free									< 16 lbs. (hen); w/ ham purchase w/ \$25 purchase; limit 1 limit 1 < 16 lbs. (hen); smoked @\$2.99/lb. < 16 lbs. (hen); smoked @\$2.99/lb. smoked @1.89/lb.  < 16 lbs. (hen) w/ \$20 purchase; limit 1 additional quantities w/ store card w/o store card smoked @\$2.49/lb. w/ \$20 purchase; limit 1 additional quantities w/ \$20 purchase; limit 1 w/ \$25 purchase; limit 1 w/ \$50 purchase; limit 1 w/ \$20 purchase; limit 1 < 16 lbs. (hen); w/ \$100 purchase; limit 1 w/ \$25 purchase; limit 1 additional quantities  w/ store card; limit 2 w/ store card w/ store card; limit 2 w/ store card; limit 2 each; w/ \$25 purchase; limit 1 smoked @\$2.39/lb.  6.99  < 16 lbs. (hen); w/ ham purchase  w/ \$25 purchase; limit 1 additional quantities w/ \$25 purchase; limit 1
		Honeysuckle		0.49									
		Honeysuckle	1.99										
	ALDI	Butterball											
		Prater's											
	Bill's Fresh	Butterball		1.19									
		Honeysuckle	0.99										
	Brookshire's	Best Choice		0.79									
		Buckley Farms		0.79									
	Cranford's	Buckley Farms		1.29									
		Honeysuckle	1.29										
		Honeysuckle	1.99										
	Edward's Food Giant	Butterball											
		Best Choice		0.88									
	Food Giant	Best Choice		1.18									
		Butterball		0.88									
	G&W Foods	Best Choice		1.18									
		Best Choice		0.68									
	Harp's	Best Choice		0.98									
		Best Choice		0.98									
	Hays Grocer	Best Choice		free									
		Best Choice		0.48									
	Kroger Delta	Best Choice	1.98	0.98									
		Butterball		1.68									
Kroger			0.78										
Mac's Fresh	Honeysuckle	1.79											
	Honeysuckle		1.39										
	Butterball		1.49										
Natural Grocers	Best Choice		9.77										
	Norbest												
Pyramid Foods	Mary's					4.29		2.79			6.99		
	n/i		free										
Super 1 Foods	Honeysuckle	1.79											
	Best Choice		0.99										
	n/i		0.37										
Buckley Farms	n/i		1.29										
	Buckley Farms		0.50										

**U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS**

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Whole Body Turkeys - prices in \$US per pound unless otherwise noted.

**WHOLE TURKEYS**

State	Supermarket	Label	Conventional		Kosher		Organic		Free Range	ABF	Non-GMO	Heritage	Conditions
			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	Fresh	
AR <i>(cont)</i>	Super 1 Foods	Buckley Farms		1.29									additional quantities
	<i>(continued)</i>	Honeysuckle	1.27										
	Target	Butterball		0.99									limit 2
		Market Pantry		0.79									
	The Fresh Market	TFM								2.49			
	Twn&Cntry Grocer	Honeysuckle		1.39									
		Best Choice		0.99									< 16 lbs. (hen); limit1
	Whole Foods SW	n/i											smoked @5.99/lb.
	Nature's Rancher									2.99			
	Diestel										5.49		organic
	Diestel						4.49			3.49			
AZ	Albertsons SW	Honeysuckle		0.79									w/ \$25 purchase; limit 1
		Albertsons		free									< 16 lbs. (hen) w/ \$100 purchase; limit 1
		Albertsons		free									> 16 lbs. (tom) w/ \$150 purchase; limit 1
		Jennie-O	1.99										
		Butterball	1.99	1.49									
	Basha's	Norbest		0.79									w/ \$25 purchase; limit 1
	El Super	Norbest	1.99										
	Food City	Norbest		0.79									w/ \$25 purchase; limit 1
	Fry's	Kroger		0.79									w/ \$25 purchase and store card; limit 1
		Foster Farms	1.49										w/ store card
		Private Selection		0.99									< 16 lbs. (hen); limit 1
	Lowe's	Butterball		1.19									
		Honeysuckle		0.87									
	Natural Grocers	Mary's					4.29			2.79		6.99	
	Safeway SW	Butterball	1.99	1.49									w/ store card
		Honeysuckle		free									< 16 lbs. (hen); w/ \$100 purchase; limit 1
		Honeysuckle		free									> 16 lbs. (tom); w/ \$150 purchase; limit 1
		Jennie-O	1.99										w/ store card
	Smart & Final	First Street		0.57									w/ \$25 purchase; limit 1
		Honeysuckle		0.57									w/ \$25 purchase; limit 1
	Zacky Farms	1.79											
Smith's	Private Selection		0.79									w/ \$25 purchase; limit 1	
Sprout's	n/i	1.59											
	n/i						3.99						
Target	Butterball		0.99										limit 2
	Market Pantry		0.79										



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**WHOLE TURKEYS**

State	Supermarket	Label	Conventional		Kosher		Organic		Free Range	ABF	Non-GMO	Heritage	Conditions
			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	Fresh	
AZ <i>(cont)</i>	Trader Joe's	Trader Joe's			2.49					1.99			< 16 lbs. (hen)
	Whole Foods SthPac	Mary's					3.99		2.79			5.99	brined @3.99/lb.
		Mary's							2.79				
		Diestel							3.29				
		Diestel											< 10 lbs. (hen)
	Heidi's					3.99							
	Kosher Valley			3.99									
CO	Affiliated Foods	Honeysuckle		0.89									
		Shurfine		0.88									w/ \$25 purchase; limit 1
		Butterball		1.69									smoked @\$2.19/lb.
		Li'l Butterball		1.79									< 16 lbs. (hen)
	Albertsons Mntn	Honeysuckle		free									< 16 lbs. (hen) w/ \$100 purchase; limit 1
		Honeysuckle		0.69									limit 1
	Associated Food	Jennie-O	1.79										
		Norbest	1.99	1.49									w/ \$50 purchase; limit 1
	Clark's Market	Norbest		0.69									w/ \$25 purchase; limit 1
		Norbest		1.59									
	King Soopers	Kroger		0.69									w/ store card; limit 1
		Private Selection		0.99									w/ store card; limit 1
		Butterball		1.39									w/ store card; limit 1
		Honeysuckle	1.99										
	Lowe's	Butterball		1.19							2.99		
		Honeysuckle		0.87									
	Lucky's Market	Plainville Farms	1.99								1.99		
		Mary's					3.49						
	Natural Grocers	Mary's					4.29		2.79			6.99	
		Honeysuckle		0.69									w/ store card; limit 1
	Safeway Denver	Honeysuckle	1.79										w/ store card
		Butterball	1.99										
		Open Nature								1.99			frozen
n/i		1.59											
Sprout's	n/i					3.99							
	n/i												

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State	Supermarket	Label	Conventional		Kosher		Organic		Free Range	ABF	Non-GMO	Heritage	Conditions
			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	Fresh	
CO <i>(cont)</i>	Sun Mart	Our Family		0.78									w/ \$25 purchase; limit 1 limit 1 limit 1 limit 2  < 16 lbs. (hen)  < 10 lbs. (hen)  smoked brined
		Our Family	1.49										
	Target	Butterball		1.19									
		Butterball		0.99									
	Trader Joe's	Market Pantry		0.79									
		Trader Joe's			2.49					1.99			
	Whole Foods Mntn	Diestel								5.99			
		Diestel								1.99			
		Diestel					3.69			2.69	2.99	4.99	
		Diestel								8.99			
n/i									1.99				
	Nature's Rancher								1.99				
	Kosher Valley			3.49									
KS	Affiliated Foods	Honeysuckle		0.89									w/ \$25 purchase; limit 1 smoked @\$2.19/lb. < 16 lbs. (hen)  w/ \$25 purchase; limit 1  < 16 lbs. (hen) smoked @1.89/lb.  w/ \$50 purchase; limit 1 w/ store card; limit 2 w/ store card; limit 2 w/ store card; limit 2 w/ \$20 purchase; limit 1  w/ \$400 accumulated purchase; limit 1 smoked @\$2.49/lb.  < 16 lbs. (hen) w/ ham purchase; limit 1
		Shurfine		0.88									
		Butterball		1.69									
		Li'l Butterball		1.79									
	Affiliated Midwest	Shurfine		1.00									
		Shurfine		0.88									
		Butterball		1.69									
	ALDI	Li'l Butterball		1.79									
		Butterball		1.19									
		Honeysuckle	0.99										
	Apple Market	Best Choice		0.98									
	Country Mart	Best Choice		0.69									
	Dillon's	Kroger		0.79									
		Honeysuckle	1.69	1.09									
		Private Selection		1.09									
	G&W Foods	Best Choice		0.98									
	Hen House	n/i	1.99										
		Butterball		1.79									
		Honeysuckle		1.49									
	Homeland	Best Choice		free									
Butterball													
Hy-Vee	Butterball		1.49										
	Honeysuckle		free										
	Hy-Vee	1.99											

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State	Supermarket	Label	Conventional		Kosher		Organic		Free Range	ABF	Non-GMO	Heritage	Conditions	
			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	Fresh		
KS <i>(cont)</i>	Lowe's	Butterball		1.19										
		Honeysuckle		0.87										
	Natural Grocers	Mary's					4.29		2.79			6.99		
	Price Chopper	Butterball			1.59									
		Honeysuckle			1.49									
		Best Choice			0.99									limit 1
	Sprout's	Best Choice		1.99										
		n/i		1.59										
		n/i						3.99						
	Sun Fresh	Best Choice			0.98									limit 1
	Target	Butterball			0.99									limit 2
		Market Pantry			0.79									
	The Fresh Market	TFM								2.49				
	Whole Foods Mntn	Diestel									5.99			
		Diestel									1.99			< 10 lbs. (hen)
		Diestel						3.69			2.69	2.99	4.99	
		Diestel									8.99			smoked
n/i										1.99			brined	
Woods Supermarket	Nature's Rancher									1.99				
	Kosher Valley				3.49									
	Best Choice			0.71									limit 2	
	Best Choice		1.79											
	Butterball			1.39										
LA	Albertsons Southrn	Honeysuckle		free									< 16 lbs. (hen); w/ham purchase	
		Honeysuckle		0.49									w/ \$25 purchase; limit 1	
		Honeysuckle	1.99										limit 1	
	Breax Mart	Butterball											< 16 lbs. (hen); smoked @\$2.99/lb.	
		Prater's											< 16 lbs. (hen); smoked @\$2.99/lb.	
		Shurfine		0.89									limit 2	
	Brookshire's	Shurfine		1.19									additional quantities	
		Buckley Farms		0.79									w/ \$20 purchase; limit 1	
	Kroger Dallas	Buckley Farms		1.29									additional quantities	
		Honeysuckle	1.29										w/ store card	
		Honeysuckle	1.99										w/o store card	
Butterball												smoked @\$2.49/lb.		
	Kroger		free									< 16 lbs. (hen) w/ ham purchase; limit 1		
	Kroger		0.59									w/ \$20 purchase; limit 1		

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**WHOLE TURKEYS**

State	Supermarket	Label	Conventional		Kosher		Organic		Free Range	ABF	Non-GMO	Heritage	Conditions	
			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	Fresh		
LA <i>(cont)</i>	Kroger Dallas <i>(continued)</i>	Jennie-O	1.29										w/ store card	
		Butterball		1.39									w/ store card	
	Kroger Houston	Kroger		free									< 16 lbs. (hen) w/ ham purchase; limit 1	
		Kroger		0.59									w/ \$20 purchase; limit 1	
		Jennie-O	1.29										w/ store card	
		Butterball		1.39									w/ store card	
	LeBlanc's	Butterball											smoked @ \$2.29/lb.	
	Mac's Fresh	Best Choice		9.77									each; w/ \$25 purchase; limit 1	
	Market Basket	Norbest												smoked @\$2.39/lb.
		Jennie-O		0.59										limit 1
		Butterball		1.39										
		Ramey's	Best Choice		0.78									< 16 lbs. (hen); w/ \$25 purchase; limit 1
	Super 1 Foods	n/i		0.37										w/ \$25 purchase; limit 1
		n/i		1.29										additional quantities
		Buckley Farms		0.50										w/ \$25 purchase; limit 1
		Buckley Farms		1.29										additional quantities
	Target	Honeysuckle	1.27											
		Butterball		0.99										limit 2
		Market Pantry		0.79										
		The Fresh Market	TFM								2.49			
Trader Joe's	Trader Joe's			2.49						1.99			< 16 lbs. (hen)	
Whole Foods SW	n/i												smoked @\$5.99/lb.	
	Nature's Rancher									2.99				
	Diestel										5.49		organic	
	Diestel					4.49				3.49				
Winn-Dixie	Butterball		0.95										w/ store card; limit 2	
	Butterball		1.79										w/o store card; limit 2	
	Honeysuckle		0.75										w/ store card; limit 2	
	Honeysuckle	1.59											w/ store card	
	Honeysuckle	1.89	1.69										w/o store card	
MO	Affiliated Midwest	Shurfine		1.00										
	ALDI	Butterball		1.19										
		Honeysuckle	0.99											
	Apple Market	Best Choice		0.98										
	C&R Supermarket	Shurfine		0.88										< 16 lbs. (hen); w/ \$25 purchase; limit 1
Shurfine			free										< 16 lbs. (hen); w/ point redemption; limit 1	
	Butterball		1.49											

**U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS**

**Thanksgiving 2015**

Whole Body Turkeys - prices in \$US per pound unless otherwise noted.

**WHOLE TURKEYS**

State	Supermarket	Label	Conventional		Kosher		Organic		Free Range	ABF	Non-GMO	Heritage	Conditions		
			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	Fresh			
MO <i>(cont)</i>	C&R Supermarket <i>(continued)</i>	Li'l Butterball		1.69											
		Honeysuckle	1.99												
	County Market	n/i		free									w/ \$300 accumulated purchase; limit 1		
		Honeysuckle	1.89												
	Country Mart	Best Choice		0.69									w/ \$50 purchase; limit 1		
		Dierberg's	Honeysuckle		0.85								w/ \$25 purchase; limit 1		
			Honeysuckle	1.69											
			Jennie-O		0.65									w/ \$25 purchase; limit 1	
			Butterball		1.29									w/ \$25 purchase; limit 1	
			Sunny Meadows								2.99			local	
			Food Giant	Butterball		1.18									w/ \$25 purchase; limit 1
			Best Choice		0.68									w/ \$50 purchase; limit 1	
	Fresh Thyme	n/i	1.27												
	G&W Foods	Best Choice		0.98									w/ \$20 purchase; limit 1		
	Gerbe's	Kroger	Honeysuckle	1.69	1.09									w/ store card; limit 2	
			Private Selection		1.09									w/ store card; limit 2	
			Gordon Food	n/i	0.99									limit 1	
	Harp's	Best Choice		free									< 16 lbs. (hen); w/ \$100 purchase; limit 1		
	Harter House	Honeysuckle	Best Choice		0.99									limit 2	
			Butterball	1.99											
			Butterball	2.19											
	Hays Grocer	Best Choice	Honeysuckle	1.99	0.48									w/ \$25 purchase; limit 1	
			Best Choice	1.98	0.98									additional quantities	
			Butterball		1.68										
	Hen House	n/i	Butterball	1.99	1.79										
			Honeysuckle		1.49										
	Hy-Vee	Butterball	Honeysuckle		1.49										
			Honeysuckle		free										< 16 lbs. (hen) w/ ham purchase; limit 1
	Kroger Central	Hy-Vee	Kroger	1.99	0.69									w/ \$25 purchase and store card; limit 1	
			Honeysuckle	1.49										w/ store card	
	Kroger Delta	Kroger	Honeysuckle		0.78									w/ store card; limit 2	
			Honeysuckle	1.79										w/ store card	
Honeysuckle				1.39									w/ store card; limit 2		
Butterball				1.49									w/ store card; limit 2		

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State	Supermarket	Label	Conventional		Kosher		Organic		Free Range	ABF	Non-GMO	Heritage	Conditions	
			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	Fresh		
MO (cont)	Lucky's Market	Amish Country	1.39											
		Plainville Farms								1.99				
	Mary's					3.49								
	Moser's	Best Choice		0.88									w/ \$10 purchase; limit 1	
	Natural Grocers	Mary's					4.29		2.79			6.99		
	Prenger's	Honeysuckle		1.49										
		Butterball		1.49										
		Best Choice		0.84										w/ \$20 purchase; limit 1
	Price Chopper	Butterball		1.59										
		Honeysuckle		1.49										
		Best Choice		0.99										limit 1
	Pyramid Foods	Best Choice	1.99											
		n/i		free										< 16 lbs. (hen); w/ ham purchase
	Shop'n Save	Honeysuckle	1.79											
		Farm Fresh		0.79										w/ \$25 purchase; limit 1
	Schnuck's	Jennie-O	1.69											
		Butterball		1.69										
		Wild Harvest									1.99			
		Schnuck's		0.65										w/ \$25 purchase; limit 1
		Honeysuckle		0.85										w/ \$25 purchase; limit 1
	Sprout's	Butterball		1.29										w/ \$25 purchase; limit 1
		Schnuck's	1.69											limit 2
		Honeysuckle	1.79											limit 2
		Perdue	1.99											limit 2
	Sun Fresh	n/i	1.59											
		n/i					3.99							
	Target	Best Choice		0.98										limit 1
		Butterball		0.99										limit 2
	The Fresh Market	Market Pantry		0.79										
		TFM									2.49			
Twn&Cntry Grocer	Honeysuckle		1.39											
	Best Choice		0.99										< 16 lbs. (hen); limit1	
Twn&Cntry Sprmrkts	Best Choice	1.99	1.09											
	Honeysuckle		1.29											
Whole Foods	Butterball		1.49										smoked @\$2.59/lb.	
	n/i					3.99								
	Nature's Ranch									2.49				

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State	Supermarket	Label	Conventional		Kosher		Organic		Free Range	ABF	Non-GMO	Heritage	Conditions
			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	Fresh	
MO <i>(cont)</i>	Whole Foods	Valerie's Farm											brined @2.49/lb.  limit 2
	<i>(continued)</i>	Kosher Valley			3.99								
	Woods Supermarket	Best Choice		0.71									
		Best Choice Butterball	1.79	1.39									
NM	Affiliated Foods	Honeysuckle		0.89									w/ \$25 purchase; limit 1 smoked @\$2.19/lb. < 16 lbs. (hen) w/ \$25 purchase; limit 1 < 16 lbs. (hen) w/ \$100 purchase; limit 1 > 16 lbs. (tom) w/ \$150 purchase; limit 1  w/ \$25 purchase; limit 1 < 16 lbs. (hen); limit 1 w/ \$25 purchase; limit 1 smoked @\$2.19/lb. w/ store card; limit 1 w/ store card; limit 1 w/ store card; limit 1  < 16 lbs. (hen) w/ ham purchase; limit 1  w/ store card; limit 1 w/ store card  frozen w/ \$25 purchase; limit 1
		Shurfine		0.88									
		Butterball		1.69									
		Li'l Butterball		1.79									
	Albertsons SW	Honeysuckle		0.79									
		Albertsons		free									
		Albertsons		free									
		Jennie-O	1.99										
	Basha's	Butterball	1.99	1.49									
		Norbest		0.79									
	Dollar General Market	n/i		0.75									
	John Brooks	Honeysuckle		0.79									
		Butterball	1.69										
	King Soopers	Kroger		0.69									
		Private Selection		0.99									
		Butterball		1.39									
		Honeysuckle	1.99										
	Lawrence Bros.	Butterball	1.99										
		Red Bird							2.99				
		Best Choice		free									
	Lowe's	Honeysuckle	2.19										
		Butterball		1.19									
	Natural Grocers	Honeysuckle		0.87									
Mary's					4.29			2.79			6.99		
Safeway Denver	Honeysuckle		0.69										
	Honeysuckle	1.79											
	Butterball	1.99											
	Open Nature								1.99				
Smith's	Private Selection		0.79										
	n/i	1.59											
Sprout's	n/i					3.99							

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**WHOLE TURKEYS**

State	Supermarket	Label	Conventional		Kosher		Organic		Free Range	ABF	Non-GMO	Heritage	Conditions	
			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	Fresh		
NM <i>(cont)</i>	Target	Butterball		0.99										
		Market Pantry		0.79										
	Trader Joe's	Trader Joe's			2.49					1.99			< 16 lbs. (hen)	
	Whole Foods Mntn	Diestel	Diestel								5.99			
		Diestel	Diestel								1.99			< 10 lbs. (hen)
		Diestel	Diestel					3.69			2.69	2.99	4.99	
		Diestel	Diestel								8.99			smoked
		n/i	n/i								1.99			brined
	Nature's Rancher	Nature's Rancher								1.99				
	Kosher Valley	Kosher Valley			3.49									
OK	Affiliated Foods	Honeysuckle		0.89										
		Shurfine		0.88										
		Butterball		1.69									w/ \$25 purchase; limit 1	
		Li'l Butterball		1.79									smoked @\$2.19/lb.	
	Affiliated Midwest	Shurfine	Shurfine		1.00									< 16 lbs. (hen)
		Shurfine	Shurfine		0.88									w/ \$25 purchase; limit 1
		Butterball	Butterball		1.69									
		Li'l Butterball	Li'l Butterball		1.79									< 16 lbs. (hen)
	ALDI	Butterball	Butterball		1.19									smoked @1.89/lb.
		Honeysuckle	Honeysuckle	0.99										
	Country Mart	Best Choice	Best Choice		0.69									w/ \$50 purchase; limit 1
	Dollar General Market	n/i	n/i		0.75									< 16 lbs. (hen); limit 1
	Harp's	Best Choice	Best Choice		free									< 16 lbs. (hen); w/ \$100 purchase; limit 1
	Homeland	Best Choice	Best Choice		free									w/ \$400 accumulated purchase; limit 1
		Butterball	Butterball											smoked @\$2.49/lb.
		Honeysuckle	Honeysuckle		0.88									limit 1
	Market Square	Honeysuckle	Honeysuckle		1.19									additional quantities
		Butterball	Butterball		1.69									smoked @\$2.19/lb.
		Mary's	Mary's					4.29		2.79		6.99		
	Natural Grocers	Best Choice	Best Choice		0.99									
n/i		n/i											smoked @\$2.49/lb.	
Pyramid Foods	n/i	n/i		free									< 16 lbs. (hen); w/ ham purchase	
	Honeysuckle	Honeysuckle	1.79											
Rehkopf's	Best Choice	Best Choice		0.99										
Sprout's	n/i	n/i	1.59											
	n/i	n/i					3.99							



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State	Supermarket	Label	Conventional		Kosher		Organic		Free Range	ABF	Non-GMO	Heritage	Conditions	
			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	Fresh		
OK <i>(cont)</i>	Target	Butterball		0.99									limit 2	
		Market Pantry		0.79										
	The Fresh Market	TFM							2.49					
	Warehouse Market	Best Choice		1.13										
	Whole Foods SW	n/i												smoked @5.99/lb.
		Nature's Rancher								2.99				5.49
	Diestel													
	Diestel						4.49			3.49				
TX	Affiliated Foods	Honeysuckle		0.89									w/ \$25 purchase; limit 1 smoked @\$2.19/lb. < 16 lbs. (hen) < 16 lbs. (hen); w/ham purchase w/ \$25 purchase; limit 1 limit 1 < 16 lbs. (hen); smoked @\$2.99/lb. < 16 lbs. (hen); smoked @\$2.99/lb. w/ \$25 purchase; limit 1 < 16 lbs. (hen) w/ \$100 purchase; limit 1 > 16 lbs. (tom) w/ \$150 purchase; limit 1  smoked @1.89/lb.  w/ \$20 purchase; limit 1 additional quantities w/ \$20 purchase; limit 1 additional quantities w/ store card w/o store card smoked @\$2.49/lb. < 16 lbs., w/ ham purchase; limit 1 < 16 lbs. (hen); limit 1  smoked @\$2.99/lb. < 10 lbs., w/ ham purchase; limit 1 > 10 lbs., w/ ham purchase; limit 1	
		Shurfine		0.88										
		Butterball		1.69										
	Albertsons Southrn	Li'l Butterball		1.79										
		Honeysuckle		free										
		Honeysuckle		0.49										
		Honeysuckle	1.99											
		Butterball												
		Prater's												
	Albertsons SW	Honeysuckle		0.79										
		Albertsons		free										
		Albertsons		free										
		Jennie-O	1.99											
		Butterball	1.99	1.49										
	ALDI	Butterball		1.19										
		Honeysuckle	0.99											
	Arlan's Market	Butterball		0.99										
		Butterball		1.49										
	Brookshire's	Buckley Farms		0.79										
		Buckley Farms		1.29										
		Honeysuckle	1.29											
	Honeysuckle	1.99												
	Butterball													
Brookshire Bros.	Shady Brook		free											
	Shady Brook		0.99											
	Shady Brook	1.99												
	Butterball		1.68											
Diamond IGA	Best Choice		free											
	Best Choice		\$11 off											

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**WHOLE TURKEYS**

State	Supermarket	Label	Conventional		Kosher		Organic		Free Range	ABF	Non-GMO	Heritage	Conditions	
			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	Fresh		
TX (cont)	El Rancho	n/i		0.89									w/ \$25 purchase; limit 1	
		Best Choice		0.28									< 16 lbs. (hen); w/ \$25 purchase; limit 1	
	Fiesta Mart	Jennie-O		0.43									< 16 lbs. (hen); w/ \$25 purchase; limit 1	
		Jennie-O	1.79										< 16 lbs. (hen)	
		Butterball		0.99									limit 1	
	Food Town	Butterball		0.99									limit 2	
	Foodarama	Jennie-O		0.69									w/ \$15 purchase; limit 1	
		Jennie-O		free									< 16 lbs. (hen); w/ ham purchase; limit 1	
	H-E-B	Riverside		free									w/ spiral ham purchase; limit 1	
		H-E-B	1.77											
	Homeland	Best Choice		free									w/ \$400 accumulated purchase; limit 1	
		Butterball											smoked @\$2.49/lb.	
	Kroger Dallas	Kroger		free									< 16 lbs. (hen) w/ ham purchase; limit 1	
		Kroger		0.59									w/ \$20 purchase; limit 1	
		Jennie-O	1.29										w/ store card	
		Butterball		1.39									w/ store card	
	Kroger Houston	Kroger		free									< 16 lbs. (hen) w/ ham purchase; limit 1	
		Kroger		0.59									w/ \$20 purchase; limit 1	
		Jennie-O	1.29										w/ store card	
		Butterball		1.39									w/ store card	
	La Fiesta	Jennie-O		0.77									w/ \$20 purchase; limit 1	
	Lawrence Bros.	Best Choice		free									< 16 lbs. (hen) w/ ham purchase; limit 1	
		Honeysuckle	2.19											
	Lowe's	Butterball		1.19										
		Honeysuckle		0.87										
	Market Basket	Jennie-O		0.59										limit 1
		Butterball		1.39										
	Market Square	Honeysuckle		0.88										limit 1
		Honeysuckle		1.19										additional quantities
		Butterball		1.69										smoked @\$2.19/lb.
	Minyard's	Best Choice		0.58										w/ \$25 purchase; limit 1
		Butterball		1.89										
Minyard Sunfresh	Best Choice		0.58										w/ \$20 purchase; limit 1	
	Best Choice		free										w/ ham purchase; limit 1	
	Honeysuckle	1.79												
	Butterball												smoked @\$2.59/lb.	
Natural Grocers	Mary's							4.29		2.79		6.99		

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State	Supermarket	Label	Conventional		Kosher		Organic		Free Range	ABF	Non-GMO	Heritage	Conditions	
			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	Fresh		
TX (cont)	Randalls Food	Open Nature								1.79			frozen	
		Open Nature								1.99				
		Honeysuckle		0.59										w/ \$20 purchase and card; limit 1
		Honeysuckle		0.39										w/ \$50 purchase and card; limit 1
		Honeysuckle	1.49											w/ store card
	Rehkopf's	Butterball		1.29										w/ store card
		Best Choice		0.99										
	Seller Bros.	Jennie-O		0.57										< 16 lbs. (hen); w/ \$25 purchase; limit 1
		Jennie-O		1.29										additional quantities
	Sprout's	n/i	1.59											
		n/i					3.99							
	Super 1 Foods	n/i		0.37										w/ \$25 purchase; limit 1
		n/i		1.29										additional quantities
		Buckley Farms		0.50										w/ \$25 purchase; limit 1
		Buckley Farms		1.29										additional quantities
		Honeysuckle	1.27											
	Target	Butterball		0.99										limit 2
		Market Pantry		0.79										
	The Fresh Market	TFM								2.49				
	The United Family	Traditions		0.57										w/ \$20 purchase; limit 1
		Traditions		1.19										additional quantities
		Honeysuckle		0.77										w/ \$20 purchase; limit 1
		Honeysuckle		1.19										additional quantities
		Honeysuckle	1.99											
	Tom Thumb	Butterball		1.29										
		Prater's												smoked @\$2.69/lb.
		Butterball		0.99										w/ \$25 purchase; limit 1
		Butterball	1.99											w/ store card
Butterball													smoked @\$1.99/lb.	
Trader Joe's	Honeysuckle		0.59										w/ \$25 purchase; limit 1	
	Honeysuckle	1.29												
	Trader Joe's			2.49						1.99			< 16 lbs. (hen)	
Vista Markets	Butterball		1.29											
Whole Foods SW	n/i												smoked @5.99/lb.	
	Nature's Rancher									2.99				
	Diestel										5.49		organic	
	Diestel						4.49			3.49				

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			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	Fresh		
UT	Albertsons Mntn	Honeysuckle		free									< 16 lbs. (hen) w/ \$100 purchase; limit 1 limit 1	
		Honeysuckle		0.69										
	Associated Food	Jennie-O	1.79											
		Norbest	1.99	1.49										
	Clark's Market	Norbest		0.69										w/ \$50 purchase; limit 1
		Norbest		0.69										w/ \$25 purchase; limit 1
	Fresh Market	Norbest		1.59										
		Norbest		0.69										w/ \$50 purchase; limit 1
	Harmon's	Norbest	1.99	1.49										w/ \$25 purchase; limit 1; local
		Norbest	1.69	0.99										limit 2; local
	King Soopers	Family Tradition									2.49			limit 2; local
		Kroger		0.69										w/ store card; limit 1
		Private Selection		0.99										w/ store card; limit 1
		Butterball		1.39										w/ store card; limit 1
	Natural Grocers	Honeysuckle	1.99											
		Butterball	1.99											
		Red Bird									2.99		6.99	
	Ridley's	Mary's					4.29		2.79					
	Smith's	Norbest		0.38										w/ \$100 purchase
		Butterball	0.28											w/ \$100 purchase
	Sprout's	Private Selection		0.79										w/ \$25 purchase; limit 1
		n/i	1.59											
	Stokes Market	n/i						3.99						
		Butterball	0.99											
	Target	Honeysuckle	1.39											
		Butterball		0.99										limit 2
	Trader Joe's	Market Pantry		0.79										
Trader Joe's					2.49					1.99			< 16 lbs. (hen)	
Whole Foods Mntn	Diestel									5.99				
	Diestel									1.99			< 10 lbs. (hen)	
	Diestel						3.69			2.69	2.99	4.99		
	Diestel									8.99			smoked	
	n/i									1.99			brined	
	Nature's Rancher									1.99				
	Kosher Valley				3.49									

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State	Supermarket	Label	Conventional		Kosher		Organic		Free Range	ABF	Non-GMO	Heritage	Conditions	
			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	Fresh		
<b>SOUTHWESTERN U.S. - CA,HI,NV</b>														
CA	Albertsons SoCal	Butterball		BOGO									w/ \$25 purchase; limit 1	
		Butterball	2.39											
		Honeysuckle		0.69										w/ \$25 purchase; limit 1
	Andronico's	Foster Farms	1.99											
		Andronico's							2.69					
	Big Saver	Mary's					4.49							
		Butterball		0.99										w/ \$25 purchase; limit 1
	Bristol Farms	Butterball		1.59										additional quantities
		Bristol Farms							2.79	2.79				
	Cardenas	Butterball		1.49										
		Carolina		0.49										w/ \$50 purchase; limit 1
	Dollar General Market	Carolina		1.29										additional quantities
		n/i		0.75										< 16 lbs. (hen); limit 1
	El Super	Norbest	1.99											
	El Tapatio	Foster Farms		0.79										w/ \$35 purchase; limit 1
		Foster Farms		1.19										additional quantities
	Food 4 Less	Kroger		0.99										< 16 lbs. (hen)
	Holiday Market	Golden Sierra							2.79					local
		Diestel					3.89							
	Jensen's Foods	Diestel							3.39	3.39				
	Jon's Marketplace	Honeysuckle		*										< 16 lbs. (hen); \$7 w/ \$25 purchase; limit 1
		Honeysuckle		*										15-19 lbs.; \$11 w/ \$25 purchase; limit 1
		Honeysuckle		*										> 19 lbs. (tom); \$15 w/ \$25 purchase; limit 1
	La Superior	Norbest		0.69										
Lucky	Riverside		BOGO										w/ \$25 purchase; limit 1	
	Honeysuckle		BOGO										w/ \$25 purchase; limit 1	
	Honeysuckle	1.29												
Lunardi's	Butterball		1.79											
	Butterball	2.29												
	Foster Farms	1.99												
Mar-Val Food	Diestel							2.99						
	Norbest	1.89												
Mi Pueblo	Foster Farms	1.89												
	Jennie-O	1.89												
	Honeysuckle		1.29											
	n/i		1.59											

**U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS**

**Thanksgiving 2015**

Whole Body Turkeys - prices in \$US per pound unless otherwise noted.

**WHOLE TURKEYS**

State	Supermarket	Label	Conventional		Kosher		Organic		Free Range	ABF	Non-GMO	Heritage	Conditions
			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	Fresh	
CA <i>(cont)</i>	Mollie Stone's	Mollie							2.99				
		Willie Bird							3.69				
	Murphy's Markets	Mary's					4.49						
		Diestel								2.69			
	New Seasons	Diestel					3.99		2.49		2.99	4.99	
		Empire			4.99								
	Northgate	Champoeg Farms							5.99				local
		Butterball	1.29	0.99									
	Nugget Market	Diestel							2.69				w/ store card
		Diestel							3.99				w/o store card
	Raley's	Norbest Tradition	1.79										w/ store card
		Norbest Tradition	2.49										w/o store card
		Branigan's Farm							4.19				w/ store card
		Branigan's Farm							4.99				w/o store card
		R Everyday		6.99									8-11.99 lbs.; w/ \$25 purchase; limit 1
		R Everyday		8.99									12-15.99 lbs.; w/ \$25 purchase; limit 1
		R Everyday		11.99									16-19.99 lbs.; w/ \$25 purchase; limit 1
		R Everyday		14.99									20-24 lbs.; w/ \$25 purchase; limit 1
	Ralph's	Raley's	1.18										< 16 lbs. (hen); limit 1
		Jennie-O	1.79										
		Foster Farms	1.79										
		Diestel							2.79				
		Kroger		0.57									w/ \$25 purchase; limit 1
		Jennie-O		0.57									w/ \$25 purchase; limit 1
		Jennie-O	1.37										w/ store card
		Foster Farms	1.37										w/ store card
	Ray's Food Place	Butterball		1.89									w/ store card
		Simple Truth					2.99						w/ store card
		Private Selection		0.99									w/ store card; limit 1
		Norbest		free									< 16 lbs. (hen) w/ ham purchase; limit 2
		Butterball		free									< 16 lbs. (hen) w/ ham purchase; limit 2
	Rio Ranch	Norbest		1.69									
		Butterball		1.69									
SK Super King	Butterball	0.79										w/ \$40 purchase; limit 1	
	Butterball	0.99										additional quantities	

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State	Supermarket	Label	Conventional		Kosher		Organic		Free Range	ABF	Non-GMO	Heritage	Conditions	
			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	Fresh		
CA <i>(cont)</i>	Safeway NorCal	Safeway Farms		0.69									w/ \$25 purchase; store card; limit 1	
		Honeysuckle		0.69									w/ \$25 purchase; store card; limit 1	
		Butterball		0.99									w/ \$25 purchase; store card; limit 1	
		Butterball	2.49											
		Foster Farms	2.29											
		Honeysuckle	1.49										limit 1	
	Save Mart	Open Nature									2.99			
		Riverside		BOGO										w/ \$25 purchase; limit 1
		Foster Farms	1.99											
		Butterball	2.29											
	Smart & Final	Diestel							2.79					
		Honeysuckle		BOGO										w/ \$25 purchase; limit 1
		Honeysuckle	0.99											w/ \$75 purchase; limit 1
		First Street		0.57										w/ \$25 purchase; limit 1
	Sprout's	Honeysuckle		0.57										w/ \$25 purchase; limit 1
		Zacky Farms	1.79											
	Stater Bros.	n/i	1.59											
		n/i					3.99							
	Super A Foods	Jennie-O		0.57										w/ \$25 purchase; limit 1
		Jennie-O		1.19										additional quantities
		Butterball		0.87										w/ \$25 purchase; limit 1
		Butterball		1.29										additional quantities
		Full Circle									2.99			w/ \$25 purchase; limit 1
	Superior Grocers	Zacky Farms	1.69											
		Honeysuckle		0.69										w/ \$25 purchase; limit 1
	Target	Butterball		0.99										w/ \$25 purchase; limit 1
		Butterball		1.59										
		Market Pantry		0.79										limit 2
	The Fresh Market	TFM								2.49				
	Trader Joe's	Trader Joe's			2.49						1.99			< 16 lbs. (hen)
Vallarta	Honeysuckle		10.00										each	
Vons/Pavilions	Butterball		BOGO										w/ \$25 purchase; limit 1	
	Butterball	2.39											w/ store card	
		n/i				4.99							w/ store card	





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State	Supermarket	Label	Conventional		Kosher		Organic		Free Range	ABF	Non-GMO	Heritage	Conditions	
			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	Fresh		
NV	Albertsons SW	Honeysuckle		0.79									w/ \$25 purchase; limit 1	
		Albertsons		free									< 16 lbs. (hen) w/ \$100 purchase; limit 1	
		Albertsons		free									> 16 lbs. (tom) w/ \$150 purchase; limit 1	
	Associated Food	Jennie-O	1.99											
		Butterball	1.99	1.49										
		Norbest	1.99	1.49										
		Norbest		0.69										w/ \$50 purchase; limit 1
	Cardenas	Butterball		1.49										
		Carolina		0.49										w/ \$50 purchase; limit 1
		Carolina		1.29										additional quantities
	Dollar General Market	n/i		0.75									< 16 lbs. (hen); limit 1	
	El Super	Norbest	1.99											
	La Bonita	n/i		0.99										
	Natural Grocers	Mary's					4.29		2.79			6.99		
	Raley's	R Everyday		6.99										8-11.99 lbs.; w/ \$25 purchase; limit 1
		R Everyday		8.99										12-15.99 lbs.; w/ \$25 purchase; limit 1
		R Everyday		11.99										16-19.99 lbs.; w/ \$25 purchase; limit 1
		R Everyday		14.99										20-24 lbs.; w/ \$25 purchase; limit 1
		Raley's		1.18										< 16 lbs. (hen); limit 1
		Jennie-O		1.79										
		Foster Farms		1.79										
	Ridley's	Diestel							2.79					
		Norbest		0.38										w/ \$100 purchase
	Safeway NorCal	Butterball	0.28											w/ \$100 purchase
		Safeway Farms		0.69										w/ \$25 purchase; store card; limit 1
		Honeysuckle		0.69										w/ \$25 purchase; store card; limit 1
		Butterball		0.99										w/ \$25 purchase; store card; limit 1
Butterball		2.49												
Foster Farms		2.29												
Honeysuckle		1.49											limit 1	
Scolari's	Open Nature									2.99				
	Norbest		9.97										< 16 lbs. (hen); each w/ \$25 purchase; limit 1	
	Norbest		12.97										> 16 lbs. (tom); each w/ \$25 purchase; limit 1	
	Norbest	1.99												
	Butterball		1.59											

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**WHOLE TURKEYS**

State	Supermarket	Label	Conventional		Kosher		Organic		Free Range	ABF	Non-GMO	Heritage	Conditions	
			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	Fresh		
NV <i>(cont)</i>	Smart & Final	First Street		0.57									w/ \$25 purchase; limit 1	
		Honeysuckle		0.57									w/ \$25 purchase; limit 1	
	Smith's	Zacky Farms	1.79											
		Private Selection		0.79										w/ \$25 purchase; limit 1
	Sprout's	n/i	1.59											
		n/i					3.99							
	Target	Butterball		0.99										limit 2
		Market Pantry		0.79										
	Trader Joe's	Trader Joe's			2.49						1.99			< 16 lbs. (hen)
		Butterball												w/ \$25 purchase; limit 1
	Vons/Pavilions	Butterball	2.39											w/ store card
		n/i					4.99							w/ store card
	Whole Foods NorCal	Foster Farms	1.99											w/ store card
		Honeysuckle		0.69										w/ \$25 purchase; limit 1
	Whole Foods StHPac	Diestel							5.99			3.49	4.99	brined @4.99/lb.
		Diestel									2.99			< 10 lbs. (hen)
	Whole Foods StHPac	Heidi						4.69						< 10 lbs. (hen)
		Heidi						3.99						
	Whole Foods StHPac	Whole Foods									2.69			
		Mary's						3.99		2.79			5.99	brined @3.99/lb.
Whole Foods StHPac	Mary's													
	Diestel								2.79					
Whole Foods StHPac	Diestel								3.29				< 10 lbs. (hen)	
	Heidi's						3.99							
Whole Foods StHPac	Kosher Valley				3.99									

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**WHOLE TURKEYS**

State	Supermarket	Label	Conventional		Kosher		Organic		Free Range	ABF	Non-GMO	Heritage	Conditions	
			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	Fresh		
<b>NORTHWESTERN U.S. - AK,ID,MT,OR,WA,WY</b>														
AK	AC Value Center	Farm Fresh		1.58										
	Alaskan & Proud	Honeysuckle	BOGO											
		Honeysuckle	1.99											
		Butterball		1.48										
	Carr's/Safeway	Butterball		1.79									w/ store card	
		Honeysuckle		free									w/ \$150 purchase; limit 1	
		Honeysuckle		0.78									w/ \$50 purchase; limit 1	
		Butterball	2.49										smoked @\$2.99/lb.	
		Li'l Butterball	2.99										< 16 lbs. (hen)	
		Jennie-O	2.29											
		Open Nature								2.99				
	Fred Meyer	Kroger		free									w/ \$150 purchase; limit 1	
		Kroger		0.69									w/ \$50 purchase; limit 1	
		Butterball	1.99											
		Foster Farms	1.99											
		IGA Hometown Proud	Butterball		1.79									
		Farm Fresh		1.59										
	Meyers Group IGA	Butterball		1.49										
	Farm Fresh		0.39										w/ \$150 purchase; limit 1	
	Farm Fresh		0.59										w/ \$100 purchase; limit 1	
	Farm Fresh		0.79										w/ \$50 purchase; limit 1	
	Farm Fresh		0.99										additional quantities	
Three Bears Alaska	Honeysuckle		1.89											
	Foster Farms	1.39												
ID	Albertsons Mntn	Honeysuckle		free									< 16 lbs. (hen) w/ \$100 purchase; limit 1	
		Honeysuckle		0.69									limit 1	
		Jennie-O	1.79											
	Associated Food	Norbest	1.99	1.49										
		Norbest		0.69									w/ \$50 purchase; limit 1	
	Fred Meyer	Kroger		free									w/ \$150 purchase; limit 1	
		Kroger		0.79									w/ \$50 purchase; limit 1	
		Butterball	1.99											
		Foster Farms	1.99											
	IGA Markets	Butterball		1.49										
Natural Grocers	Mary's					4.29		2.79			6.99			

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State	Supermarket	Label	Conventional		Kosher		Organic		Free Range	ABF	Non-GMO	Heritage	Conditions
			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	Fresh	
ID <i>(cont)</i>	Paul's Market	Butterball		1.78									
		n/i	2.28										
	Ridley's	Norbest		0.38									w/ \$100 purchase
		Butterball	0.28										w/ \$100 purchase
	Rosauer's	Jennie-O		0.59									w/ \$50 purchase; limit 1
		Norbest		0.59									w/ \$50 purchase; limit 1
		Norbest	1.79										
	Safeway Seattle	Butterball		1.59									w/ store card
		Honeysuckle		free									w/ \$150 purchase; limit 1
		Honeysuckle		0.68									w/ \$50 purchase; limit 1
		Butterball											smoked @\$2.99/lb.
		Open Nature								2.49			
		Jennie-O	1.99										
		Butterball	2.29										
	Smith's	Private Selection		0.79									w/ \$25 purchase; limit 1
	Stokes Market	Butterball	0.99										
		Honeysuckle	1.39										
	Target	Butterball		0.99									limit 2
		Market Pantry		0.79									
	Trader Joe's	Trader Joe's				2.49					1.99		
Whole Foods Mntn	Diestel									5.99			
	Diestel									1.99			< 10 lbs. (hen)
	Diestel					3.69				2.69	2.99	4.99	
	Diestel									8.99			smoked
	n/i									1.99			brined
	Nature's Rancher									1.99			
	Kosher Valley				3.49								
Yoke's	Butterball	1.49	1.09										
MT	Albertsons Mntn	Honeysuckle		free									< 16 lbs. (hen) w/ \$100 purchase; limit 1
		Honeysuckle		0.69									limit 1
		Jennie-O	1.79										
	Associated Food	Norbest	1.99	1.49									
		Norbest		0.69									w/ \$50 purchase; limit 1
	IGA Markets	Butterball		1.49									
	Lucky's Market	Amish Country	1.39										
		Golden Valley									1.99		
	Mary's					3.49							

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State	Supermarket	Label	Conventional		Kosher		Organic		Free Range	ABF	Non-GMO	Heritage	Conditions	
			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	Fresh		
MT <i>(cont)</i>	Natural Grocers	Mary's					4.29		2.79			6.99		
	Rosauer's	Jennie-O		0.59									w/ \$50 purchase; limit 1	
		Norbest			0.59									w/ \$50 purchase; limit 1
	Safeway Seattle	Norbest	1.79											
		Butterball		1.59										w/ store card
		Honeysuckle		free										w/ \$150 purchase; limit 1
		Honeysuckle		0.68										w/ \$50 purchase; limit 1
		Butterball												smoked @\$2.99/lb.
		Open Nature									2.49			
	Smith's	Jennie-O	1.99											
		Butterball	2.29											
	Stokes Market	Private Selection		0.79										w/ \$25 purchase; limit 1
		Butterball	0.99											
Three Bears Alaska	Honeysuckle	1.39												
	Honeysuckle		1.49											
	Foster Farms	1.19												
OR	Albertsons Portland	Honeysuckle		BOGO									w/ \$35 purchase; limit 2	
		Honeysuckle		1.39									additional quantities	
		Butterball	2.19	1.79										
		Foster Farms	2.19											
	Associated Food	Jennie-O	1.79											
		Norbest	1.99	1.49										w/ \$50 purchase; limit 1
		Norbest		0.69										w/ \$150 purchase; limit 1
	Fred Meyer	Kroger		free										w/ \$50 purchase; limit 1
		Kroger		0.79										w/ \$150 purchase; limit 1
		Butterball	1.99											w/ \$50 purchase; limit 1
		Foster Farms	1.99											
	Haggen	n/i		free										w/ \$150 purchase; limit 1
		n/i		0.49										w/ \$100 purchase; limit 1
		n/i		0.69										w/ \$50 purchase; limit 1
		n/i		0.89										
		Jennie-O	1.99											
	IGA Markets	Butterball	2.19	1.69										
		Mary's					3.99		2.99					
		Butterball		1.49										
Jennie-O		1.49												
IGA Market Fresh	Norbest	1.49												

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State	Supermarket	Label	Conventional		Kosher		Organic		Free Range	ABF	Non-GMO	Heritage	Conditions
			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	Fresh	
OR <i>(cont)</i>	Lamb's Market	Mary's							2.49				
		Norbest	1.99										
	Market of Choice	Honeysuckle		0.49									w/ \$100 purchase; limit 1
		Honeysuckle		0.79									w/ \$50 purchase; limit 1
		Shelton's							1.99				limit 2
		Shelton's							3.99				additional quantities
	McKay's	Honeysuckle		0.59									w/ \$40 purchase; limit 1
		Norbest	1.99										
		Foster Farms	1.99										
	Natural Grocers	Mary's							2.19				
		Mary's					4.29		2.79			6.99	
	New Seasons	Diestel					3.99		2.49		2.99	4.99	
		Empire			4.99								
	QFC	Champoeg Farms							5.99				local
		Private Selection		0.69									w/ \$30 purchase; limit 1
		Butterball	1.99	1.89									w/ store card
		Northwest Natural	1.79										w/ store card
	Ray's Food Place	Mary's							2.49				
		Norbest		free									< 16 lbs. (hen) w/ ham purchase; limit 2
		Butterball		free									< 16 lbs. (hen) w/ ham purchase; limit 2
		Norbest		1.69									
	Red Apple/Thriftway	Butterball		1.69									
		n/i	1.89										
	Rosauer's	Jennie-O		0.59									w/ \$50 purchase; limit 1
		Norbest		0.59									w/ \$50 purchase; limit 1
		Norbest	1.79										
	Roth's	Norbest		0.89									w/ \$50 purchase; limit 1
		Norbest	1.99										
		Family Tradition	1.99										
		Foster Farms	1.99										brined @\$3.49/lb.
Butterball		1.79											
Safeway Portland	Mary's					3.99		2.59	2.59	5.99	5.99		
	Butterball		1.79									w/ store card	
	Honeysuckle		free									w/ \$150 purchase; limit 1	
	Honeysuckle		0.68									w/ \$50 purchase; limit 1	
	Butterball											smoked @\$2.99/lb.	
	Open Nature								2.49				

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State	Supermarket	Label	Conventional		Kosher		Organic		Free Range	ABF	Non-GMO	Heritage	Conditions
			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	Fresh	
OR <i>(cont)</i>	Safeway Portland <i>(continued)</i>	Jennie-O	1.99										w/ \$50 purchase; limit 1 additional quantities  limit 2  < 16 lbs. (hen)
		Butterball	2.29										
	Select Markets	Honeysuckle		0.99									
		Honeysuckle		1.49									
		Norbest	1.99										
	Target	Butterball		0.99									
		Market Pantry		0.79									
Trader Joe's	Trader Joe's			2.49					1.99				
Whole Foods NW	n/i					3.99			2.29				
	Mary's										5.99		
WA	Albertsons Portland	Honeysuckle		BOGO									w/ \$35 purchase; limit 2 additional quantities
		Honeysuckle		1.39									
		Butterball	2.19	1.79									
		Foster Farms	2.19										
		Jennie-O	1.79										
	Fred Meyer	Kroger		free									w/ \$150 purchase; limit 1 w/ \$50 purchase; limit 1
		Kroger		0.79									
		Butterball	1.99										
		Foster Farms	1.99										
	Haggen	n/i		free									w/ \$150 purchase; limit 1 w/ \$100 purchase; limit 1 w/ \$50 purchase; limit 1
		n/i		0.49									
		n/i		0.69									
		n/i		0.89									
		Jennie-O	1.99										
	IGA Markets	Butterball	2.19	1.69									w/ \$150 purchase; limit 1 w/ \$100 purchase; limit 1 w/ \$50 purchase; limit 1 additional quantities
		Mary's					3.99		2.99				
		Butterball		1.49									
	IGA Market Fresh	Jennie-O	1.49									w/ \$150 purchase; limit 1 w/ \$100 purchase; limit 1 w/ \$50 purchase; limit 1 additional quantities	
		Norbest	1.49										
	Metropolitan	Metropolitan							2.89				
Butterball			1.49										
Meyers Group IGA	Farm Fresh		0.29										
	Farm Fresh		0.49										
	Farm Fresh		0.69										
	Farm Fresh		0.89										
Natural Grocers	Mary's					4.29		2.79		6.99			

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State	Supermarket	Label	Conventional		Kosher		Organic		Free Range	ABF	Non-GMO	Heritage	Conditions
			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	Fresh	
WA (cont)	New Seasons	Diestel					3.99		2.49		2.99	4.99	
		Empire			4.99								
	QFC	Champoeg Farms							5.99				local
		Private Selection		0.69									w/ \$30 purchase; limit 1
		Butterball	1.99	1.89									w/ store card
		Northwest Natural	1.79										w/ store card
	Red Apple/Thriftway	Mary's							2.49				
		n/i	1.89										
		Jennie-O		0.59									w/ \$50 purchase; limit 1
	Rosauer's	Norbest		0.59									w/ \$50 purchase; limit 1
		Norbest	1.79										
	Saar's Market	Butterball	1.29										
	Safeway Portland	Butterball		1.79									w/ store card
		Honeysuckle		free									w/ \$150 purchase; limit 1
		Honeysuckle		0.68									w/ \$50 purchase; limit 1
		Butterball											smoked @\$2.99/lb.
	Safeway Seattle	Open Nature								2.49			
		Jennie-O	1.99										
		Butterball	2.29										
		Butterball		1.59									w/ store card
		Honeysuckle		free									w/ \$150 purchase; limit 1
		Honeysuckle		0.68									w/ \$50 purchase; limit 1
	Select Markets	Butterball											smoked @\$2.99/lb.
		Open Nature								2.49			
		Jennie-O	1.99										
		Butterball	2.29										
	Target	Honeysuckle		0.99									w/ \$50 purchase; limit 1
		Honeysuckle		1.49									additional quantities
		Norbest	1.99										
	The Markets	Butterball		0.99									limit 2
Market Pantry			0.79										
Twn & Cntry Market	Honeysuckle		0.49									w/ \$35 purchase; limit 1	
	Norbest		0.49									w/ \$35 purchase; limit 1	
	Jennie-O	1.98											
Twn & Cntry Market	Premium Specialist							2.98					
	Heidi's Hens					3.99							
		Diestel						2.79					



**U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS**

**Thanksgiving 2015**

Whole Body Turkeys - prices in \$US per pound unless otherwise noted.

**WHOLE TURKEYS**

State	Supermarket	Label	Conventional		Kosher		Organic		Free Range	ABF	Non-GMO	Heritage	Conditions
			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	Fresh	
WA <i>(cont)</i>	Trader Joe's	Trader Joe's			2.49					1.99			< 16 lbs. (hen)
	Whole Foods NW	n/i					3.99			2.29			
	Yoke's	Mary's Butterball	1.49	1.09								5.99	
WY	Affiliated Midwest	Shurfine		1.00									w/ \$25 purchase; limit 1
		Shurfine		0.88									
		Butterball		1.69									
		Li'l Butterball		1.79									
	Albertsons Mntn	Honeysuckle		free									< 16 lbs. (hen) < 16 lbs. (hen) w/ \$100 purchase; limit 1 limit 1
		Honeysuckle		0.69									
	Associated Food	Jennie-O	1.79										w/ \$50 purchase; limit 1
		Norbest	1.99	1.49									
	IGA Markets	Norbest		0.69									w/ \$50 purchase; limit 1
		Butterball		1.49									
	King Soopers	Butterball		1.49									w/ store card; limit 1 w/ store card; limit 1 w/ store card; limit 1
		Kroger		0.69									
		Private Selection		0.99									
	Lucky's Market	Butterball		1.39									2.99 1.99
		Honeysuckle	1.99										
		Butterball	1.99										
		Red Bird											
	Lucky's Market	Amish Country	1.39										3.49 3.49
		Plainville Farms											
	Lucky's Market	Mary's					3.49						4.29
		n/i	1.39				3.49						
Natural Grocers	Mary's					4.29		2.79			6.99	w/ \$100 purchase w/ \$100 purchase w/ store card; limit 1 w/ store card	
	Ridley's	Norbest		0.38									
Safeway Denver	Butterball	0.28										1.99	
	Honeysuckle		0.69										
	Honeysuckle	1.79											
Smith's	Butterball	1.99										frozen w/ \$25 purchase; limit 1	
	Open Nature												
	Smith's	Private Selection		0.79									

**U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS**

prices in \$US per pound unless otherwise noted.

Thanksgiving 2015

**CURED PORK**

State	Supermarket	Label	Spiral Cut Hams		Bone-in/Semi-Boneless			Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions	
			Bone-in		Whole	Butt	Shank	Whole	Half	1/4	bone-in	bone-in			
<b>NORTHEASTERN U.S. - CT,DC,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT</b>															
CT	ACME Markets	Cook's				1.99	1.79								
	Adams	Alexander & Hornung		1.99		1.39	1.29								
	AF Basket	Sugardale				1.29	1.19								
			Cook's		1.99		1.29	1.19							
	AG New England	Shurfine		1.99		1.09	0.89		2.79	2.99					
	ALDI	Specially Selected	1.89												
			Appleton Farms		1.49				2.99						spiral cut
	Associated	Cook's				1.69	1.59								
			Hatfield							2.99					
	Best Market	Alexander & Hornung				1.47	1.37								
	Big Y	Big Y		2.99	2.28						BOGO				
			Carando		2.99										local
			Cook's				1.79	1.49							
	Bravo	n/i									1.89				
	Compare Foods	Cook's	2.49			1.69	1.49								
			Hatfield							2.99					
	Food Bazaar	Sugardale				1.19	0.99								
			Smithfield	2.49										3.49	
	Geissler's	Carando		2.49											
			Triple M			2.99									
	Key Food	Cook's		1.99		1.49	1.29						3.99		
			Carando		2.69										
	Marc's	Sugardale	1.88												
	Price Chopper	Cook's	2.49			1.29	0.99								
		Hatfield			2.79					3.33					
		Hormel Cure 81	2.99												
		Alexander & Hornung			2.59										
Price Rite	Cook's				0.99	0.89									
Save-a-Lot	Sugardale	1.69			1.39	1.19									
ShopRite	Black Bear							4.49							
		Farm Promise		5.99										ABF	
Stop & Shop	Stop & Shop	1.99	1.99												
		Nature's Promise		4.49										ABF	
Target	Archer Farms	1.99													
The Fresh Market	n/i	2.99													

**U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS**

**Thanksgiving 2015**

prices in \$US per pound unless otherwise noted.

**CURED PORK**

State	Supermarket	Label	Spiral Cut Hams		Bone-in/Semi-Boneless			Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions
			Bone-in		Whole	Butt	Shank	Whole	Half	1/4	bone-in	bone-in		
CT <i>(cont)</i>	Walmart	Sam's Choice	1.94											
	Whole Foods NE	Wellshire Farms	6.99											
DC	ALDI	Specially Selected	1.89											
		Appleton Farms		1.49				2.99						spiral cut
	Giant	Giant	1.99	1.99										
		Nature's Promise		4.49										ABF
	Harris Teeter	Harris Teeter	Harris Teeter		1.99									w/ store card
		Harris Teeter	Harris Teeter		3.99									w/o store card
		HT Traders	HT Traders		2.29									w/ store card
		HT Traders	HT Traders		4.29									w/o store card
		Smithfield	Smithfield		3.99									w/ store card
		Smithfield	Smithfield		4.99									w/o store card
	Safeway Eastern	Smithfield	Smithfield	3.29	2.49								2.99	w/ store card
		Cook's	Cook's		2.29									
		Safeway Select	Safeway Select						3.49	3.99				
		Hormel Cure 81	Hormel Cure 81							4.99				
	Save-a-Lot	Sugardale	Sugardale	1.69			1.39	1.19						
	Target	Archer Farms	Archer Farms	1.99										
	Walmart	Sam's Choice	Sam's Choice	1.94										
Whole Foods	Chef Prepared	Chef Prepared	7.99											
	Creminelli	Creminelli			9.99									
	Niman Ranch	Niman Ranch		7.99									non-GMO	
	Wellshire	Wellshire		6.99									ABF	
	Wellshire	Wellshire		8.99		5.99							boneless	
DE	ACME Markets	Cook's				1.99	1.79							
	Food Lion	My Essentials	1.79				1.17						w/ store card	
		My Essentials	2.49				1.69						w/o store card	
		Smithfield					1.39						w/ store card	
		Smithfield					1.79						w/o store card	
	Fresh Grocer	Cook's	Cook's	2.99			1.49	1.49						
		Hatfield	Hatfield						3.29					
	Giant	Giant	1.99	1.99										
		Nature's Promise	Nature's Promise		4.49									ABF
	Great Valu Markets	Smithfield	Smithfield			1.79								
Kunzler		Kunzler						2.79	2.99					
Sugardale		Sugardale				1.39	1.19							
	John F Martin	John F Martin			2.39			2.79						

**U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS**  
 prices in \$US per pound unless otherwise noted.

**Thanksgiving 2015**  
**CURED PORK**

State	Supermarket	Label	Spiral Cut Hams Bone-in		Bone-in/Semi-Boneless			Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions
			Whole	Half	Whole	Butt	Shank	Whole	Half	1/4	bone-in	bone-in		
DE <i>(cont)</i>	Great Valu Markets <i>(continued)</i>	Jamestown										1.99		
		Berk's						2.99						
		Hatfield						2.99						
	Harris Teeter	Harris Teeter		1.99										w/ store card
		Harris Teeter		3.99										w/o store card
		HT Traders		2.29										w/ store card
		HT Traders		4.29										w/o store card
		Smithfield		3.99										w/ store card
		Smithfield		4.99										w/o store card
	Redner's	Redner's						1.98	1.98					w/ store card
		Redner's						2.98	2.98					w/o store card
		Hormel		1.98										w/ store card
		Hormel		2.98										w/o store card
		Smithfield		2.48		1.48	1.48							w/ store card
		Smithfield		2.98		1.98	1.98							w/o store card
	Safeway Eastern	Smithfield	3.29	2.49									2.99	w/ store card
		Cook's		2.29										
		Safeway Select						3.49	3.99					
		Hormel Cure 81							4.99					
	Save-a-Lot	Sugardale	1.69			1.39	1.19							
ShopRite	Black Bear						4.49							
	Farm Promise		5.99										ABF	
Shurfine	Hatfield						3.39	3.49						
	Leidy's								4.59					
Target	Sugardale				1.49	1.29						3.49		
	Archer Farms	1.99												
Walmart	Sam's Choice	1.94												
MA	Adams	Alexander & Hornung		1.99		1.39	1.29							
	AF Basket	Sugardale				1.29	1.19							
		Cook's		1.99		1.29	1.19							
	AG New England	Shurfine		1.99		1.09	0.89		2.79	2.99				
	ALDI	Specially Selected	1.89											
		Appleton Farms		1.49				2.99						spiral cut
	Associated	Cook's				1.69	1.59							
		Hatfield							2.99					

**U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS**  
 prices in \$US per pound unless otherwise noted.

Thanksgiving 2015  
**CURED PORK**

State	Supermarket	Label	Spiral Cut Hams Bone-in		Bone-in/Semi-Boneless			Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions	
			Whole	Half	Whole	Butt	Shank	Whole	Half	1/4	bone-in	bone-in			
MA <i>(cont)</i>	Big Y	Big Y		2.99	2.28										
		Carando		2.99											local
		Cook's				1.79	1.49								
	Compare Foods	Cook's	2.49			1.69	1.49								
		Hatfield							2.99						
	Geissler's	Carando		2.49											
		Triple M			2.99										
	Hannaford	Sugardale				1.49	1.29								w/ store card
		Sugardale				2.19	1.99								w/o store card
		My Essentials	1.99												w/ store card
		My Essentials	2.79												w/o store card
		Smithfield		2.49									3.79		w/ store card
		Smithfield											4.39		w/o store card
	Market Basket	Taste of Inspirations											4.99		
		Market Basket	1.59												w/ store card
		Market Basket	2.89												w/o store card
	Met Foods	Cook's	2.49			1.69	1.59								
		Hatfield							2.99						
	Price Chopper	Cook's	2.49			1.29	0.99								
		Hatfield							3.33						
		Hormel Cure 81	2.99												
	Price Rite	Alexander & Hornung			2.59										
		Cook's				0.99	0.89								
	Roche Bros.	Roche Bros.	2.99												spiral cut
		Cook's				1.79	1.69								
		Alexander & Hornung			2.49										
	Save-a-Lot	Triple M							3.99						
		Dietz & Watson							4.99						
	Stop & Shop	Sugardale	1.69			1.39	1.19								
		Stop & Shop	1.99	1.99											
Target	Nature's Promise		4.49											ABF	
	Archer Farms	1.99													
	n/i	2.99													
Trucchi's	Cook's		1.99		1.49	1.19						3.69			
	Carando		2.49					5.19						spiral cut	
	Triple M							2.99	4.49						

**U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS**

Thanksgiving 2015

prices in \$US per pound unless otherwise noted.

**CURED PORK**

State	Supermarket	Label	Spiral Cut Hams Bone-in		Bone-in/Semi-Boneless			Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions
			Whole	Half	Whole	Butt	Shank	Whole	Half	1/4	bone-in	bone-in		
MA <i>(cont)</i>	Trucchi's <i>(continued)</i>	Morrell Hormel Cure 81							4.49					
	Walmart	Sam's Choice	1.94						4.99					
	Wegman's	Wegman's	2.99											
MD	ACME Markets	Cook's				1.99	1.79							
	ALDI	Specially Selected	1.89											
		Appleton Farms		1.49				2.99						spiral cut
	Associated	Cook's				1.69	1.59							
		Hatfield							2.99					
	Food Lion	My Essentials	1.79				1.17							w/ store card
		My Essentials	2.49				1.69							w/o store card
		Smithfield					1.39							w/ store card
		Smithfield					1.79							w/o store card
	Giant	Giant	1.99	1.99										
		Nature's Promise		4.49										ABF
	Giant Eagle	Sugardale		2.99					2.99					w/ store card
		Giant Eagle Premium	3.29											
		Giant Eagle	2.49	2.49	1.79				2.49					w/ store card
	Graul's Market	Smithfield		2.79										
		Kunzler							3.29	3.29				
	Great Valu Markets	Smithfield			1.79									
		Kunzler							2.79	2.99				
		Sugardale				1.39	1.19						1.99	
		John F Martin			2.39				2.79					
		Jamestown												
		Berk's							2.99					
		Hatfield							2.99					
Harris Teeter	Harris Teeter		1.99										w/ store card	
	Harris Teeter		3.99										w/o store card	
	HT Traders		2.29										w/ store card	
	HT Traders		4.29										w/o store card	
	Smithfield		3.99										w/ store card	
	Smithfield		4.99										w/o store card	
Mars	Hatfield							2.79						
	Sugardale		2.39			1.69	1.49					3.29		

**U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS**  
 prices in \$US per pound unless otherwise noted.

**Thanksgiving 2015  
 CURED PORK**

State	Supermarket	Label	Spiral Cut Hams		Bone-in/Semi-Boneless			Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions
			Bone-in		Whole	Butt	Shank	Whole	Half	1/4	bone-in	bone-in		
			Whole	Half										
MD (cont)	Martin's Food Market	Giant	1.99	1.99		1.19	0.99							
		Nature's Promise		4.49										ABF
	Price Rite	Cook's				0.99	0.89							
		Redner's						1.98	1.98					w/ store card
	Safeway Eastern	Redner's						2.98	2.98					w/o store card
		Hormel		1.98										w/ store card
		Hormel		2.98										w/o store card
		Smithfield		2.48		1.48	1.48							w/ store card
		Smithfield		2.98		1.98	1.98							w/o store card
		Smithfield	3.29	2.49								2.99		w/ store card
		Cook's		2.29										
		Safeway Select						3.49	3.99					
		Hormel Cure 81							4.99					
		CB Old Country Store		3.49										
	Save-a-Lot	Sugardale	1.69			1.39	1.19							
	Shop'n Save	Sugardale	2.39		2.19			1.98		2.99		3.49		
		Superior						2.19						
	Shoppers Food	Hillshire Farm		2.99										
		Silver Star		3.49	3.59			3.89						
		Cook's		2.29		1.79	1.79							
		Smithfield		2.49										
	ShopRite	Black Bear						4.49						
		Farm Promise		5.99										ABF
	Shurfine	Hatfield						3.39	3.49					
		Leidy's								4.59				
		Sugardale				1.49	1.29					3.49		
	Target	Archer Farms	1.99											
	The Fresh Market	n/i	2.99											
	Walmart	Sam's Choice	1.94											
	Wegman's	Wegman's	2.99											
	Weis	John F Martin						2.69	2.99	2.99				
		From the Smokehouse			3.29			2.99	3.29	3.29				
Smithfield		2.49												
Weis		2.49												
Hormel		2.69												
Berk's							3.49							

**U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS**  
 prices in \$US per pound unless otherwise noted.

**Thanksgiving 2015**  
**CURED PORK**

State	Supermarket	Label	Spiral Cut Hams Bone-in		Bone-in/Semi-Boneless			Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions	
			Whole	Half	Whole	Butt	Shank	Whole	Half	1/4	bone-in	bone-in			
MD <i>(cont)</i>	Weis <i>(continued)</i> Whole Foods	Hatfield						3.49							
		Kunzler						3.49							
		Chef Prepared	7.99												
		Creminelli			9.99									non-GMO	
		Niman Ranch		7.99										ABF	
		Wellshire		6.99											
		Wellshire		8.99		5.99							boneless		
ME	AG New England Hannaford	Shurfine		1.99		1.09	0.89		2.79	2.99					
		Sugardale				1.49	1.29							w/ store card	
		Sugardale				2.19	1.99							w/o store card	
		My Essentials	1.99											w/ store card	
		My Essentials	2.79											w/o store card	
		Smithfield		2.49								3.79		w/ store card	
			Smithfield								4.39			w/o store card	
			Taste of Inspirations								4.99				
		Market Basket	Market Basket	1.59										w/ store card	
			Market Basket	2.89										w/o store card	
		Save-a-Lot	Sugardale	1.69			1.39	1.19							
	Target	Archer Farms	1.99												
	Walmart	Sam's Choice	1.94												
NH	AG New England	Shurfine		1.99		1.09	0.89		2.79	2.99					
		ALDI	1.89												
	Hannaford	Appleton Farms		1.49					2.99						spiral cut
		Sugardale				1.49	1.29								w/ store card
		Sugardale				2.19	1.99								w/o store card
		My Essentials	1.99												w/ store card
		My Essentials	2.79												w/o store card
		Smithfield		2.49								3.79			w/ store card
			Smithfield								4.39			w/o store card	
			Taste of Inspirations								4.99				
		Market Basket	Market Basket	1.59											w/ store card
			Market Basket	2.89											w/o store card
		Price Chopper	Cook's	2.49			1.29	0.99							
			Hatfield						3.33						
			Hormel Cure 81	2.99											
		Alexander & Hornung			2.59										
	Price Rite	Cook's				0.99	0.89								



**U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS**

Thanksgiving 2015

prices in \$US per pound unless otherwise noted.

**CURED PORK**

State	Supermarket	Label	Spiral Cut Hams		Bone-in/Semi-Boneless			Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions
			Bone-in		Whole	Butt	Shank	Whole	Half	1/4	bone-in	bone-in		
NH <i>(cont)</i>	Save-a-Lot	Sugardale	1.69			1.39	1.19							
	Target	Archer Farms	1.99											
	The Fresh Market	n/i	2.99											
	Walmart	Sam's Choice	1.94											
NJ	ACME Markets	Cook's				1.99	1.79							
	ALDI	Specially Selected	1.89											
		Appleton Farms		1.49					2.99					spiral cut
	Associated	Cook's				1.69	1.59							
		Hatfield							2.99					
	Best Market	Alexander & Hornung				1.47	1.37							
	Bravo	n/i								1.89				
	Compare Foods	Cook's	2.49			1.69	1.49							
		Hatfield							2.99					
	Fine Fare	Cook's	2.39			1.49	1.37							
	Food Bazaar	Sugardale				1.19	0.99							
		Smithfield	2.49										3.49	
	Great Valu Markets	Smithfield			1.79									
		Kunzler						2.79	2.99					
		Sugardale				1.39	1.19							
		John F Martin			2.39			2.79						
		Jamestown										1.99		
		Berk's						2.99						
		Hatfield						2.99						
	Key Food	Cook's		1.99		1.49	1.29						3.99	
		Carando		2.69										
	Met Foods	Cook's	2.49			1.69	1.59							
		Hatfield							2.99					
	Pioneer	Cook's	1.99			1.39	1.29							
		Hatfield							2.99					
	Price Rite	Cook's				0.99	0.89							
	Save-a-Lot	Sugardale	1.69			1.39	1.19							
ShopRite	Black Bear							4.49						
	Farm Promise		5.99										ABF	
Stop & Shop	Stop & Shop	1.99	1.99											
	Nature's Promise		4.49										ABF	
Target	Archer Farms	1.99												
The Fresh Market	n/i	2.99												

**U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS**  
 prices in \$US per pound unless otherwise noted.

Thanksgiving 2015  
**CURED PORK**

State	Supermarket	Label	Spiral Cut Hams		Bone-in/Semi-Boneless			Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions
			Bone-in		Whole	Butt	Shank	Whole	Half	1/4	bone-in	bone-in		
NJ <i>(cont)</i>	Walmart	Sam's Choice	1.94											
	Wegman's	Wegman's	2.99											
	Weis	John F Martin						2.69	2.99	2.99				
		From the Smokehouse			3.29			2.99	3.29	3.29				
		Smithfield	2.49											
		Weis	2.49											
		Hormel	2.69											
		Berk's						3.49						
		Hatfield						3.49						
		Kunzler						3.49						
	Western Beef	Mount Vernon	1.99											
	Whole Foods MidAt	Chef Prepared	7.99											
		Creminelli			9.99									non-GMO
Niman Ranch			7.99										ABF	
Wellshire			6.99										boneless	
	Wellshire		8.99		5.99									
Whole Foods NE	Wellshire Farms	6.99												
NY	ACME Markets	Cook's				1.99	1.79							
	AF Basket	Sugardale				1.29	1.19							
		Cook's		1.99		1.29	1.19							
	ALDI	Specially Selected	1.89											
		Appleton Farms		1.49				2.99						spiral cut
	Associated	Cook's				1.69	1.59							
		Hatfield							2.99					
	Best Market	Alexander & Hornung				1.47	1.37							
	Big M	Sugardale	2.59											
		Superior						2.49	2.99					
	Bravo	n/i								1.89				
	Compare Foods	Cook's	2.49			1.69	1.49							
		Hatfield							2.99					
	D'Agostino	Cook's	2.99			1.99	1.99							
		Dietz & Watson						5.99						
Fine Fare	Cook's	2.39			1.49	1.37								
Food Bazaar	Sugardale				1.19	0.99								
	Smithfield	2.49										3.49		
Giunta's	Carando		2.99											

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**Thanksgiving 2015  
 CURED PORK**

State	Supermarket	Label	Spiral Cut Hams		Bone-in/Semi-Boneless			Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions
			Bone-in		Whole	Butt	Shank	Whole	Half	1/4	bone-in	bone-in		
			Whole	Half										
NY <i>(cont)</i>	Great American	Sugardale			1.89	1.89	1.89							
		Alexander & Hornung	1.99			1.29	0.99							
		Cumberland Gap						2.29	2.49					
	Hannaford	Sugardale				1.49	1.29							w/ store card
		Sugardale				2.19	1.99							w/o store card
		My Essentials	1.99											w/ store card
		My Essentials	2.79											w/o store card
		Smithfield		2.49									3.79	w/ store card
		Smithfield											4.39	w/o store card
	Key Food	Taste of Inspirations									4.99			
		Cook's		1.99		1.49	1.29						3.99	
		Carando		2.69										
	King Kullen	Smithfield	2.49			1.49	1.29						3.99	
	Met Foods	Cook's	2.49			1.69	1.59							
		Hatfield								2.99				
	Peck's Market	Alexander & Hornung		1.99										
	Pioneer	Cook's	1.99			1.39	1.29							
		Hatfield								2.99				
	Price Chopper	Cook's	2.49			1.29	0.99							
		Hatfield						3.33						
		Hormel Cure 81	2.99											
	Price Rite	Alexander & Hornung			2.59									
		Cook's				0.99	0.89							
	Save-a-Lot	Sugardale	1.69			1.39	1.19							
	Shop'n Save	Sugardale	2.39			2.19		1.98			2.99		3.49	
		Superior						2.19						
		Hillshire Farm		2.99										
		Silver Star		3.49	3.59			3.89						
	ShopRite	Black Bear						4.49						
		Farm Promise		5.99										ABF
Stop & Shop	Stop & Shop	1.99	1.99											
	Nature's Promise		4.49										ABF	
Target	Archer Farms	1.99												
The Fresh Market	n/i	2.99												
Tops Market	Smithfield Premium	3.49												
	Smithfield	2.29							4.99					
	Tops						2.69	2.99						

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**CURED PORK**

State	Supermarket	Label	Spiral Cut Hams		Bone-in/Semi-Boneless			Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions
			Bone-in		Whole	Butt	Shank	Whole	Half	1/4	bone-in	bone-in		
NY <i>(cont)</i>	Tops Market	Sahlen's			3.49									
	<i>(continued)</i>	Smith's			3.49									
	Walmart	Sam's Choice	1.94											
	Wegman's	Wegman's	2.99											
	Weis	John F Martin						2.69	2.99	2.99				
		From the Smokehouse			3.29			2.99	3.29	3.29				
		Smithfield	2.49											
		Weis	2.49											
		Hormel	2.69											
		Berk's						3.49						
		Hatfield						3.49						
		Kunzler						3.49						
		Western Beef	Mount Vernon	1.99										
	Whole Foods NE	Wellshire Farms	6.99											
PA	ACME Markets	Cook's				1.99	1.79							
	ALDI	Specially Selected	1.89											
		Appleton Farms		1.49				2.99						spiral cut
	Associated	Cook's				1.69	1.59							
		Hatfield							2.99					
	Big M	Sugardale	2.59											
		Superior						2.49	2.99					
	Boyer Food Market	Berk's						3.27						
		Sugardale		2.57		1.37	1.37							
		Kunzler						3.66						
	Bravo	n/i								1.89				
	Family Owned Mrkt	John F. Martin				1.49	1.49					3.29		
	Fine Fare	Cook's	2.39			1.49	1.37							
	Food Lion	My Essentials	1.79				1.17							w/ store card
		My Essentials	2.49				1.69							w/o store card
		Smithfield					1.39							w/ store card
	Smithfield					1.79							w/o store card	
Foodland	Sugardale		2.49		2.29		1.99	2.29						
Fresh Grocer	Cook's	2.99			1.49	1.49								
	Hatfield						3.29							
Giant Eagle	Sugardale		2.99				2.99						w/ store card	
	Giant Eagle Premium	3.29												
	Giant Eagle	2.49	2.49	1.79			2.49						w/ store card	

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**CURED PORK**

State	Supermarket	Label	Spiral Cut Hams Bone-in		Bone-in/Semi-Boneless			Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions	
			Whole	Half	Whole	Butt	Shank	Whole	Half	1/4	bone-in	bone-in			
PA <i>(cont)</i>	Giant Food Stores	Giant	1.99	1.99		1.19	0.99								
		Nature's Promise		4.49											ABF
	Great Valu Markets	Smithfield			1.79										
		Kunzler						2.79	2.99						
		Sugardale				1.39	1.19								
		John F Martin			2.39			2.79					1.99		
		Jamestown													
		Berk's						2.99							
		Hatfield						2.99							
	IGA Spartan-Nash	Cumberland Gap						1.99	2.19						
		Our Family	1.99												
		John Morrell		1.99											
	Karn's Foods	John F. Martin						3.19							
		Smithfield	2.79		1.99										
		Karn's			2.49			2.79							
		Hatfield						3.19							
		Berk's						3.19							
		Jamestown					1.39	1.29					1.79		
	Key Food	Cook's		1.99			1.49	1.29					3.99		
		Carando		2.69											
	Kuhn's	Sugardale		2.39	1.99	2.19		2.19	2.39	2.99					
		Hillshire Farm		3.29											
	Martin's Food Market	Giant	1.99	1.99		1.19	0.99								
		Nature's Promise		4.49											ABF
	Pioneer	Cook's	1.99			1.39	1.29								
		Hatfield							2.99						
	Price Chopper	Cook's	2.49			1.29	0.99								
	Hatfield						3.33								
	Hormel Cure 81	2.99													
	Alexander & Hornung			2.59											
Price Rite	Cook's				0.99	0.89									
Redner's	Redner's						1.98	1.98						w/ store card	
	Redner's						2.98	2.98						w/o store card	
	Hormel		1.98											w/ store card	
	Hormel		2.98											w/o store card	
	Smithfield		2.48		1.48	1.48								w/ store card	
	Smithfield		2.98		1.98	1.98								w/o store card	

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State	Supermarket	Label	Spiral Cut Hams Bone-in		Bone-in/Semi-Boneless			Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions
			Whole	Half	Whole	Butt	Shank	Whole	Half	1/4	bone-in	bone-in		
PA (cont)	Safeway Eastern	Smithfield	3.29	2.49								2.99	w/ store card	
		Cook's		2.29										
		Safeway Select Hormel Cure 81						3.49	3.99			4.99		
	Save-a-Lot	Sugardale	1.69			1.39	1.19							
		Shop'n Save	Sugardale	2.39		2.19			1.98		2.99			3.49
	Superior							2.19						
	Hillshire Farm			2.99										
	ShopRite	Silver Star		3.49	3.59			3.89						
		Black Bear						4.49						
	Shurfine	Farm Promise		5.99										ABF
		Hatfield						3.39	3.49					
	ShurSave	Leidy's								4.59				
		Sugardale				1.49	1.29					3.49		
	Sparkle	Best Yet 1893						2.49	2.99					
	Target	Sparkle						2.49						
		Archer Farms	1.99											
	The Fresh Market	n/i	2.99											
	Thorne's Market	Superior						2.49						
		Sugardale	2.59											
	Tops Market	Smithfield Premium	3.49											
		Smithfield	2.29								4.99			
	Walmart	Tops						2.69	2.99					
		Sahlen's			3.49									
	Wegman's	Smith's			3.49									
		Sam's Choice	1.94											
	Weis	Wegman's	2.99											
		John F Martin						2.69	2.99	2.99				
Walmart	From the Smokehouse			3.29			2.99	3.29	3.29					
	Smithfield	2.49												
	Weis	2.49												
	Hormel	2.69												
	Berk's						3.49							
	Hatfield						3.49							
	Kunzler						3.49							

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			Bone-in		Whole	Butt	Shank	Whole	Half	1/4	bone-in	bone-in			
PA <i>(cont)</i>	Whole Foods	Chef Prepared Creminelli	7.99		9.99									non-GMO ABF  boneless	
		Niman Ranch		7.99											
		Wellshire		6.99											
		Wellshire		8.99		5.99									
RI	Adams ALDI	Alexander & Hornung		1.99		1.39	1.29							spiral cut        ABF	
		Specially Selected	1.89					2.99							
	Appleton Farms		1.49												
	Associated	Cook's			1.69	1.59									
	Bravo	Hatfield						2.99							
	Compare Foods	n/i								1.89					
	Price Rite	Cook's	2.49			1.69	1.49								
	Save-a-Lot	Hatfield							2.99						
	Stop & Shop	Cook's				0.99	0.89								
	Target	Sugardale	1.69			1.39	1.19								
VT	AG New England ALDI	Shurfine		1.99		1.09	0.89		2.79	2.99				spiral cut w/ store card w/o store card w/ store card w/o store card w/ store card w/o store card	
		Specially Selected	1.89					2.99							
	Hannaford	Appleton Farms		1.49											
		Sugardale				1.49	1.29								
		Sugardale				2.19	1.99								
		My Essentials	1.99												
		My Essentials	2.79												
		Smithfield		2.49							3.79				
		Smithfield									4.39				
		Taste of Inspirations								4.99					
Price Chopper		Cook's	2.49			1.29	0.99								
		Hatfield						3.33							
		Hormel Cure 81	2.99												
		Alexander & Hornung			2.59										

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State	Supermarket	Label	Spiral Cut Hams Bone-in		Bone-in/Semi-Boneless			Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions
			Whole	Half	Whole	Butt	Shank	Whole	Half	1/4	bone-in	bone-in		
VT <i>(cont)</i>	Tops Market	Smithfield Premium	3.49											
		Smithfield	2.29											
		Tops						2.69	2.99	4.99				
	Walmart	Sahlen's			3.49									
		Smith's			3.49									
		Sam's Choice	1.94											



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			Whole	Half	Whole	Butt	Shank	Whole	Half	1/4	bone-in	bone-in		
<b>SOUTHEASTERN U.S. - AL,FL,GA,KY,MS,NC,SC,TN,VA,WV</b>														
AL	ALDI	Specially Selected	1.89											
	Dollar General Market	Appleton Farms		1.49					2.99					spiral cut
		John Morrell							1.65					
	Food for Le\$\$	Kentucky Legend									4.35			
		Sugardale					1.18							
	Food Giant	Sugartree	1.77											
		Sugardale				1.18	0.98							
		Sugartree	1.98											
	Greer's Market	Kentucky Legend									3.98			
		Hormel	1.99							4.54				
		Kentucky Legend									4.27			
		Carolina Pride			1.36	1.36	1.36	1.36	1.36	1.36				
		Kretschmar								2.99				
		John Morrell							2.99					
	Hometown Markets	DL Lee									1.36			
		Cook's					1.49							
		Best Choice	1.99	1.99										
		Carolina Pride			1.49									
	Ingle's Markets	Hormel Cure 81							3.98	3.98	3.98			w/ store card
		Hormel Cure 81							5.28	5.28	5.88			w/o store card
		Gwaltney					1.38							w/ store card
		Gwaltney					1.88							w/o store card
		Cades Cove				2.48								w/ store card
		Cades Cove				3.68								w/o store card
	Kroger Atlanta	Kroger	2.49											w/ store card
		Smithfield					1.69							w/ store card
		Private Selection									3.99			w/ store card
	Kroger Nashville	Cook's				1.49	1.49							
		Private Selection		2.49										w/ store card
		Kentucky Legend							2.99					
	Lucky's	Cook's			1.39		1.19							
		Best Choice	1.89											
		Kentucky Legend							3.69					
		Clifty Farms										1.99		
	Piggly Wiggly HAC	Cook's				1.69	1.49							

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			Whole	Half	Whole	Butt	Shank	Whole	Half	1/4	bone-in	bone-in				
AL <i>(cont)</i>	Piggly Wiggly Hchns	Sugardale				1.18	0.98									
		Sugartree	1.98													
	Piggly Wiggly Inc	John Morrell		1.99												
		Cook's				1.69	1.39									
		Carolina Pride						1.68								
		Hormel Cure 81							3.99							
	Piggly Wiggly JTM	Bryan		2.49												
		Zeigler						2.99								
		Carolina Pride									3.29					
	Piggly Wiggly Stores Publix	Bryan		2.39												
		Kentucky Legend									3.98					
		Hormel Cure 81						3.99								
	Ramey's	Publix		2.49	1.99	1.99										w/ store card
		Publix		3.59	2.99	2.99										w/o store card
		Sugardale				1.48	0.98					2.98				
	Rouses	Best Choice	1.75													
		Smithfield									2.98					
	Save-a-Lot	Hormel Cure 81		1.78												
		Sugardale					0.99									
	Shop Rite	Sugardale	1.69			1.39	1.19									
		Cook's				1.59	1.39									
	Sprout's	Smithfield				1.59										
		Sugartree		1.79												
		Clifty Farms														
		Kentucky Legend								3.59					1.99	
		Sprout's	2.49													
	Target	Archer Farms	1.99													
	The Fresh Market	n/i	2.99													
	United Grocery	Sugardale					1.19									
	Vowell's	Sugardale				1.19	0.99									
Kentucky Legend							3.29	3.29								
Cook's					1.49	1.29										
Best Choice		1.89														
Walmart	n/i													2.19		
	Sam's Choice	1.94														
	Cook's					1.29										
Western Market	Hormel Cure 81		1.99						4.69							

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			Bone-in		Whole	Butt	Shank	Whole	Half	1/4	bone-in	bone-in		
AL <i>(cont)</i>	Western Market	Royal Premium			1.89									
	<i>(continued)</i>	Ziegler			2.99									
	Winn-Dixie	Hickory Sweet		1.75			1.25							w/ store card
		Hickory Sweet		3.00			2.00							w/o store card
		Hormel Cure 81							3.50	3.50				w/ store card
	Hormel Cure 81							7.00	7.00				w/o store card	
FL	Albertsons Sthrn	Cook's	2.49			1.99	1.69							
		Smithfield	2.49							3.99				
		Signature Farms							2.99					
	ALDI	Specially Selected	1.89											
		Appleton Farms		1.49				2.99						spiral cut
	Bravo	n/i				1.19	1.19				1.69			
		Jamestown				1.39	1.39							
	Dollar General Market	John Morrell						1.65						
		Kentucky Legend								4.35				
	Food Giant	Sugardale				1.18	0.98							
		Sugartree	1.98											
		Kentucky Legend									3.98			
	Greer's Market	Hormel	1.99							4.54				
		Kentucky Legend									4.27			
		Carolina Pride			1.36	1.36	1.36	1.36	1.36	1.36				
		Kretschmar								2.99				
		John Morrell							2.99					
		DL Lee									1.36			
	Harris Teeter	Harris Teeter		1.99										w/ store card
		Harris Teeter		3.99										w/o store card
		HT Traders		2.29										w/ store card
		HT Traders		4.29										w/o store card
		Smithfield		3.99										w/ store card
	Smithfield		4.99										w/o store card	
Harvey's Supermarket	Hickory Sweet		1.79				1.29						w/ store card; limit 4	
	Hickory Sweet		3.99				1.99						w/o store card	
Hitchcock's	Sugardale				1.29	1.19								
	Cook's		2.59											
	Hormel Cure 81							4.99	4.99					
	Carolina Pride							2.99	3.59	3.59				
	n/i									1.69				

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			Bone-in		Whole	Butt	Shank	Whole	Half	1/4	bone-in	bone-in		
FL <i>(cont)</i>	Lucky's Market	Lucky's	3.49											ABF  w/ store card w/o store card  w/ store card w/o store card w/ store card w/o store card
	Piggly Wiggly Hchns	Sugardale			1.18	0.98								
		Sugartree	1.98											
	Presidente Publix	Carolina Pride				1.58	1.58							
		Hormel Cure 81						3.99						
	Publix	Publix		2.49	1.99	1.99								
		Publix		3.59	2.99	2.99								
	Save-a-Lot	Sugardale	1.69			1.39	1.19							
	Sedano's	Vernon Manor	1.99											
		Carando		3.29						3.99				
	Target	Archer Farms	1.99											
	The Fresh Market	n/i	2.99											
	Walmart	Sam's Choice	1.94											
	Whole Foods	n/i	6.99											
Winn-Dixie	Hickory Sweet		1.75			1.25								
	Hickory Sweet		3.00			2.00								
	Hormel Cure 81							3.50	3.50					
	Hormel Cure 81							7.00	7.00					
GA	ALDI	Specially Selected	1.89										spiral cut w/ store card w/o store card w/ store card w/o store card  2.49  w/ store card w/o store card	
	Bi-Lo	Appleton Farms		1.49				2.99						
		Hickory Sweet		1.75			1.25							
		Hickory Sweet		3.00			2.00							
		Hormel Cure 81							3.50	3.50				
	Dollar General Market	Hormel Cure 81							7.00	7.00				
		John Morrell						1.65						
	Food City	Kentucky Legend								4.35				
		Food City	1.69	1.69	1.99		1.29	2.99	3.99					
	Food Depot	Kentucky Legend						3.99	3.99					
		Clifty Farm												
	Food Giant	Sugardale					0.98							
		Sugardale				1.18	0.98							
	Food Lion	Sugartree	1.98											
Kentucky Legend									3.98					
	My Essentials	1.79				1.17								
	My Essentials	2.49				1.69								

**U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS**

prices in \$US per pound unless otherwise noted.

Thanksgiving 2015

**CURED PORK**

State	Supermarket	Label	Spiral Cut Hams Bone-in		Bone-in/Semi-Boneless			Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions	
			Whole	Half	Whole	Butt	Shank	Whole	Half	1/4	bone-in	bone-in			
GA <i>(cont)</i>	Food Lion	Smithfield					1.39							w/ store card	
	<i>(continued)</i>	Smithfield					1.79							w/o store card	
	Food Pride	Jamestown				1.19	0.99								
			Felt's										2.29		
	Food World		Cook's				1.69	1.49							
	Galaxy Food		Smithfield				1.28	1.28			3.98				
			John Morrell		1.98										
			Hormel Cure 81							4.28					
	Harris Teeter		Harris Teeter		1.99										w/ store card
			Harris Teeter		3.99										w/o store card
			HT Traders		2.29										w/ store card
			HT Traders		4.29										w/o store card
			Smithfield		3.99										w/ store card
			Smithfield		4.99										w/o store card
	Harvey's Supermarket		Hickory Sweet		1.79			1.29							w/ store card; limit 4
			Hickory Sweet		3.99			1.99							w/o store card
	IGA		n/i					1.19							
			Smithfield									3.49			
	Ingle's Markets		Hormel Cure 81						3.98	3.98	3.98				w/ store card
			Hormel Cure 81						5.28	5.28	5.88				w/o store card
			Gwaltney					1.38							w/ store card
			Gwaltney					1.88							w/o store card
			Cades Cove			2.48									w/ store card
			Cades Cove			3.68									w/o store card
	Kroger Atlanta		Kroger	2.49											w/ store card
			Smithfield					1.69							w/ store card
			Private Selection								3.99				w/ store card
	Lucky's Market		Lucky's	3.49											
			Creekstone Farms								5.99				ABF
	Piggly Wiggly Carolina		Smithfield	1.98	1.98										
		n/i				1.39	1.39					2.48			
Piggly Wiggly Hchns		Sugardale				1.18	0.98								
		Sugartree	1.98												
Piggly Wiggly JTM		Carolina Pride								3.29					
		Bryan		2.39											

**U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS**

**Thanksgiving 2015**

prices in \$US per pound unless otherwise noted.

**CURED PORK**

State	Supermarket	Label	Spiral Cut Hams Bone-in		Bone-in/Semi-Boneless			Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions
			Whole	Half	Whole	Butt	Shank	Whole	Half	1/4	bone-in	bone-in		
GA <i>(cont)</i>	Publix	Hormel Cure 81						3.99						
		Publix		2.49	1.99	1.99								w/ store card
	Quality Food	Publix		3.59	2.99	2.99								w/o store card
		n/i									1.39			
	Save-a-Lot	John Morrell		2.29										
		Sugardale				1.39	1.29							
	Shop Rite	Suncrest Farms											2.19	
		Sugardale	1.69			1.39	1.19							
	Wayfield's	Cook's			1.59		1.39							
		Smithfield			1.59									
	Winn-Dixie	Sugartree		1.79										
		Clifty Farms											1.99	
	Walmart	Kentucky Legend								3.59				
		Sprout's	2.49											
	Winn-Dixie	Target	1.99											
		Archer Farms	1.99											
	Winn-Dixie	The Fresh Market	2.99											
		n/i												
	Winn-Dixie	United Grocery	Sugardale					1.19						
		Walmart	Sam's Choice	1.94										
Winn-Dixie	Wayfield's	Sugartree	1.69											
	Sugardale						0.79							
Winn-Dixie	n/i									1.49				
	Hickory Sweet		1.75				1.25						w/ store card	
Winn-Dixie	Hickory Sweet		3.00				2.00						w/o store card	
	Hormel Cure 81							3.50	3.50				w/ store card	
Winn-Dixie	Hormel Cure 81							7.00	7.00				w/o store card	
	ALDI	Specially Selected	1.89											
Cox IGA	Appleton Farms		1.49					2.99					spiral cut	
	Fischer's							2.49	2.69					
Dollar General Market	Smithfield		2.49											
	Kentucky Legend							3.99	3.99					
E.W. James	John Morrell							1.65						
	Kentucky Legend									4.35				
E.W. James	Best Choice	1.98	1.98											
	Kentucky Legend							3.68	3.78					
E.W. James	Carolina Pride				1.38	1.18		2.78	2.98					
	Clifty Farms											1.98		

**U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS**  
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Thanksgiving 2015  
**CURED PORK**

State	Supermarket	Label	Spiral Cut Hams		Bone-in/Semi-Boneless			Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions
			Bone-in		Whole	Butt	Shank	Whole	Half	1/4	bone-in	bone-in		
			Whole	Half										
KY <i>(cont)</i>	Food City	Food City	1.69	1.69	1.99		1.29	2.99	3.99					
		Kentucky Legend						3.99	3.99					
		Clifty Farm											2.49	
	Food Giant	Sugardale				1.18	0.98							
		Sugartree	1.98											
		Kentucky Legend									3.98			
	Food Lion	My Essentials	1.79				1.17							w/ store card
		My Essentials	2.49				1.69							w/o store card
		Smithfield					1.39							w/ store card
	Food Rite	Smithfield					1.79							w/o store card
		Cook's					0.97							limit 2
		Best Choice		1.99										
		Clifty Farm											1.99	
	Foodland	Tripp											1.99	
		John Morrell						2.69	2.69					
		Sugardale		2.49										
	Galaxy Food	Superior						1.99	2.19					
		Smithfield				1.28	1.28							
	IGA - Houchen's	John Morrell		1.98										
		Hormel Cure 81						4.28						
		Smithfield	2.79			1.29	1.29							
		Kentucky Legend						3.49		4.29				
	IGA Spartan-Nash	Clifty Farms											1.99	
		Coon Creek											1.99	
Cumberland Gap							1.99	2.19						
Kroger Cincinnati	Our Family	1.99												
	John Morrell		1.99											
	Cook's			1.49	1.49								w/ store card	
Kroger Delta	Cumberland Gap			1.89			1.99						w/ store card	
	Private Selection	2.49											w/ store card	
	Smithfield		2.49			1.69							w/ store card	
	John Morrell		2.49										w/ store card	
Kroger Louisville	Kroger						2.99						w/ store card	
	Clifty Farm											3.99		
	Kroger		1.89										w/ store card	
		Kentucky Legend					2.99							
		Cumberland Gap			1.79									

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Thanksgiving 2015  
**CURED PORK**

State	Supermarket	Label	Spiral Cut Hams Bone-in		Bone-in/Semi-Boneless			Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions	
			Whole	Half	Whole	Butt	Shank	Whole	Half	1/4	bone-in	bone-in			
KY <i>(cont)</i>	Kroger Mid-Atlantic	Cumberland Gap			1.99									w/ store card	
		Private Selection		2.49										w/ store card	
	Kroger Nashville	Cook's				1.49	1.49								
		Private Selection		2.49											w/ store card
	Lucky's Market	Kentucky Legend						2.99							
		Lucky's	3.49												
	Meijer	Creekstone Farms								5.99					ABF
		Cook's		1.79											
	Piggly Wiggly Hchns	Meijer		2.99											
		Sugardale				1.18	0.98								
	Remke Markets	Sugartree	1.98												
		John Morrell		2.49											
	Save-a-Lot	Kentucky Legend						3.99							spiral cut
		Sugardale					1.49								
	Super Dollar	Sugardale	1.69				1.39	1.19							
		n/i		1.69			1.29	1.29							
	Target	Archer Farms	1.99												
		n/i	2.99												
	Twn&Cntry Grocer	Kretschmar						2.48							
		Cook's			1.69	1.49	1.39								
United Grocery	Best Choice		2.19												
	Our Farms						1.75								
Valu Market	Sugardale					1.19									
	Best Choice		1.99												
Walmart	Cook's				1.49	1.29		1.99							
	Fischer's														
Whole Foods	Sam's Choice	1.94													
	Chef Prepared	7.99													
		Creminelli			9.99									non-GMO	
		Niman Ranch		7.99										ABF	
		Wellshire		6.99											
		Wellshire		8.99		5.99								boneless	
MS	AG Baton Rouge	John Morrell						1.99							
		Smithfield	1.99			1.29	1.19								
	ALDI	Specially Selected	1.89												
Appleton Farms			1.49				2.99							spiral cut	



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**CURED PORK**

State	Supermarket	Label	Spiral Cut Hams Bone-in		Bone-in/Semi-Boneless			Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions	
			Whole	Half	Whole	Butt	Shank	Whole	Half	1/4	bone-in	bone-in			
MS <i>(cont)</i>	Corner Market	Smithfield		1.99											
		Sugardale				1.29	0.99								
	Dollar General Market	John Morrell							1.65						
		Kentucky Legend									4.35				
	Food Giant	Sugardale				1.18	0.98								
		Sugartree	1.98												
		Kentucky Legend									3.98				
	Greer's Market	Hormel	1.99							4.54					
		Kentucky Legend									4.27				
		Carolina Pride			1.36	1.36	1.36	1.36	1.36	1.36					
		Kretschmar								2.99					
		John Morrell										1.36			
		DL Lee													
	Kroger Delta	Smithfield		2.49			1.69								w/ store card
		John Morrell		2.49											w/ store card
		Kroger							2.99						w/ store card
	Mac's Fresh	Jamestown					1.29								
		Best Choice		1.89											
		Carolina Pride					1.49								
	Piggly Wiggly Hchns	Sugardale				1.18	0.98								
		Sugartree	1.98												
	Ramey's	Sugardale				1.48	0.98						2.98		
		Best Choice	1.75												
		Smithfield									2.98				
	Rouses	Hormel Cure 81		1.98											
		Sugardale					0.99								
	Save-a-Lot	Sugardale	1.69			1.39	1.19								
	Superlo Foods	Best Choice	1.99	1.99											
		Cook's					0.99								
	Target	Archer Farms	1.99												
	The Fresh Market	n/i	2.99												
	Vowell's	Sugardale				1.19	0.99								
		Kentucky Legend						3.29	3.29						
	Cook's				1.49	1.29									
	Best Choice	1.89													
	n/i												2.19		
Walmart	Sam's Choice	1.94													

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**Thanksgiving 2015**  
**CURED PORK**

State	Supermarket	Label	Spiral Cut Hams		Bone-in/Semi-Boneless			Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions
			Bone-in		Whole	Butt	Shank	Whole	Half	1/4	bone-in	bone-in		
MS (cont)	Winn-Dixie	Hickory Sweet		1.75			1.25							w/ store card
		Hickory Sweet		3.00			2.00							w/o store card
		Hormel Cure 81							3.50	3.50				w/ store card
		Hormel Cure 81							7.00	7.00				w/o store card
NC	ALDI	Specially Selected	1.89											
		Appleton Farms		1.49				2.99						spiral cut
	Bi-Lo	Hickory Sweet			1.75			1.25						w/ store card
		Hickory Sweet			3.00			2.00						w/o store card
		Hormel Cure 81							3.50	3.50				w/ store card
		Hormel Cure 81							7.00	7.00				w/o store card
	Bo's Food Stores	Jamestown					1.29	1.19						
	Carlie C's IGA	n/i					1.38	1.28			1.38			
		OI Timey				2.18	2.38	2.28						
		John Morrell			1.98									
		Old Fashion							2.49					
	Compare Foods	John Morrell					1.49	1.49						
	Dollar General Market	John Morrell							1.65					
		Kentucky Legend									4.35			
	Farm Fresh	Smithfield		1.99			1.49	1.49						
	Food Lion	My Essentials		1.79				1.17						w/ store card
		My Essentials		2.49				1.69						w/o store card
		Smithfield						1.39						w/ store card
		Smithfield						1.79						w/o store card
	Food Pride	Jamestown					1.19	0.99						
		Felt's											2.29	
	Galaxy Food	Smithfield					1.28	1.28						
		John Morrell			1.98									
		Hormel Cure 81							4.28					
	Great Valu Market	Sugardale		1.99			1.19	0.89					3.99	
	Harris Teeter	Harris Teeter		1.99										w/ store card
		Harris Teeter		3.99										w/o store card
	HT Traders		2.29										w/ store card	
	HT Traders		4.29										w/o store card	
	Smithfield		3.99										w/ store card	
	Smithfield		4.99										w/o store card	
IGA	n/i						1.19							
	Smithfield									3.49				

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Thanksgiving 2015

**CURED PORK**

State	Supermarket	Label	Spiral Cut Hams		Bone-in/Semi-Boneless			Boneless			Smoked	Ham	Country	Conditions	
			Bone-in		Whole	Butt	Shank	Whole	Half	1/4	Picnic	Steak			
			Whole	Half							bone-in	bone-in	Ham		
NC <i>(cont)</i>	Ingle's Markets	Hormel Cure 81						3.98	3.98	3.98				w/ store card	
		Hormel Cure 81					5.28	5.28	5.88					w/o store card	
		Gwaltney													w/ store card
		Gwaltney													w/o store card
		Cades Cove					2.48								w/ store card
		Cades Cove					3.68								w/o store card
	Just \$ave Foods	Kentucky Legend									4.28				
		Smithfield		1.98							3.98				
		Smithfield				BOGO	BOGO								w/ purchase of turkey
	Kroger Mid-Atlantic	Hormel Cure 81									3.98				
		Cumberland Gap				1.99									w/ store card
	Lowe's Food	Private Selection		2.49											w/ store card
		Smithfield	2.99	2.49							3.99				w/ store card
		Smithfield Glazed	3.69												
	Piggly Wiggly Retail	Sonoma	2.99												
		Hormel Cure 81									4.79				
		Frick's					1.67	1.67			4.99				
		Jamestown					1.09	0.99							
		Smithfield	2.59								3.29				
		Felt's												1.99	
	Piggly Wiggly Stores	Dan'l Boone												1.99	
		Sugardale											3.49		
		n/i			1.49							1.39			
		n/i												1.98	
	Publix	Carolina Pride				1.18	1.38	1.28							
		Smithfield		1.98							3.98				
		Hormel Cure 81							3.99						
Save-a-Lot	Publix		2.49	1.99	1.99									w/ store card	
	Publix		3.59	2.99	2.99									w/o store card	
	Sugardale	1.69			1.39	1.19									
Target	Archer Farms	1.99													
The Fresh Market	n/i	2.99													
United Grocery	Sugardale						1.19								
Walmart	Sam's Choice	1.94													
SC	ALDI	Specially Selected	1.89												
		Appleton Farms		1.49					2.99						spiral cut

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**Thanksgiving 2015  
 CURED PORK**

State	Supermarket	Label	Spiral Cut Hams		Bone-in/Semi-Boneless			Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions	
			Bone-in		Whole	Butt	Shank	Whole	Half	1/4	bone-in	bone-in			
SC <i>(cont)</i>	Bi-Lo	Hickory Sweet		1.75			1.25							w/ store card	
		Hickory Sweet		3.00			2.00							w/o store card	
		Hormel Cure 81								3.50	3.50			w/ store card	
		Hormel Cure 81								7.00	7.00			w/o store card	
	Dollar General Market	John Morrell							1.65						
		Kentucky Legend									4.35				
	Food Lion	My Essentials		1.79				1.17							w/ store card
		My Essentials		2.49				1.69							w/o store card
		Smithfield						1.39							w/ store card
	Galaxy Food	Smithfield						1.79							w/o store card
		Smithfield				1.28		1.28							
		John Morrell			1.98										
	Harris Teeter	Hormel Cure 81							4.28						
		Harris Teeter			1.99										w/ store card
		Harris Teeter			3.99										w/o store card
	Harvey's Supermarket	HT Traders			2.29										w/ store card
		HT Traders			4.29										w/o store card
		Smithfield			3.99										w/ store card
		Smithfield			4.99										w/o store card
		Hickory Sweet			1.79			1.29							w/ store card; limit 4
		Hickory Sweet			3.99			1.99							w/o store card
	IGA	n/i						1.19							
		Smithfield									3.49				
	Ingle's Markets	Hormel Cure 81							3.98	3.98	3.98				w/ store card
		Hormel Cure 81							5.28	5.28	5.88				w/o store card
		Gwaltney						1.38							w/ store card
		Gwaltney						1.88							w/o store card
	Kroger Atlanta	Cades Cove					2.48								w/ store card
		Cades Cove					3.68								w/o store card
		Kroger		2.49											w/ store card
		Smithfield						1.69							w/ store card
	Lowe's Food	Private Selection									3.99				w/ store card
Smithfield			2.99	2.49						3.99				w/ store card	
Smithfield Glazed			3.69												
Sonoma			2.99												
	Hormel Cure 81									4.79					
	Frick's				1.47		1.47			4.99					

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 CURED PORK**

State	Supermarket	Label	Spiral Cut Hams Bone-in		Bone-in/Semi-Boneless			Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions
			Whole	Half	Whole	Butt	Shank	Whole	Half	1/4	bone-in	bone-in		
SC <i>(cont)</i>	Piggly Wiggly Carolina	Smithfield	1.98	1.98										
		n/i				1.39	1.39					2.48		
	Publix	Hormel Cure 81						3.99						
		Publix		2.49	1.99	1.99								w/ store card
		Publix		3.59	2.99	2.99								w/o store card
	Quality Food	n/i								1.39				
		John Morrell		2.29										
		Sugardale				1.39	1.29							
		Suncrest Farms											2.19	
	Save-a-Lot	Sugardale	1.69			1.39	1.19							
Target	Archer Farms	1.99												
The Fresh Market	n/i	2.99												
Walmart	Sam's Choice	1.94												
TN	ALDI	Specially Selected	1.89											
		Appleton Farms		1.49					2.99					spiral cut
	Dollar General Market	John Morrell						1.65						
		Kentucky Legend								4.35				
	E.W. James	Best Choice	1.98	1.98										
		Kentucky Legend						3.68	3.78					
		Carolina Pride				1.38	1.18	2.78	2.98					
		Clifty Farms											1.98	
	Food City	Food City	1.69	1.69	1.99		1.29	2.99	3.99					
		Kentucky Legend						3.99	3.99					
		Clifty Farm											2.49	
	Food Country USA	Smithfield								3.99				
	Food Giant	Sugardale				1.18	0.98							
		Sugartree	1.98											
		Kentucky Legend								3.98				
	Food Lion	My Essentials	1.79				1.17							w/ store card
	My Essentials	2.49				1.69							w/o store card	
	Smithfield					1.39							w/ store card	
	Smithfield					1.79							w/o store card	
Food Rite	Cook's					0.97							limit 2	
	Best Choice		1.99											
	Clifty Farm											1.99		
	Tripp											1.99		
	John Morrell						2.69	2.69						

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**CURED PORK**

State	Supermarket	Label	Spiral Cut Hams		Bone-in/Semi-Boneless			Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions
			Bone-in		Whole	Butt	Shank	Whole	Half	1/4	bone-in	bone-in		
			Whole	Half										
TN (cont)	H.G. Hill	Cook's				1.39	1.19							
		Clifty Farm											1.79	
		Harper's											1.79	
		Kentucky Legend							3.19	3.29				
		Best Choice	1.89	1.89										
	Harris Teeter	Harris Teeter												w/ store card
		Harris Teeter												w/o store card
		HT Traders												w/ store card
		HT Traders												w/o store card
		Smithfield												w/ store card
	IGA - Houchen's	Smithfield	2.79				1.29	1.29						w/o store card
		Kentucky Legend							3.49		4.29			
		Clifty Farms											1.99	
		Coon Creek											1.99	
		Hormel Cure 81							3.98	3.98	3.98			w/ store card
	Ingle's Markets	Hormel Cure 81							5.28	5.28	5.88			w/o store card
		Gwaltney										1.38		w/ store card
		Gwaltney										1.88		w/o store card
		Cades Cove					2.48							w/ store card
		Cades Cove					3.68							w/o store card
	Kroger Delta	Smithfield		2.49				1.69						w/ store card
		John Morrell		2.49										w/ store card
		Kroger							2.99					w/ store card
	Kroger Mid-Atlantic	Cumberland Gap					1.99							w/ store card
		Private Selection		2.49										w/ store card
	Kroger Nashville	Cook's					1.49	1.49						
		Private Selection		2.49										w/ store card
	Lucky's	Kentucky Legend							2.99					
		Cook's					1.39	1.19						
		Best Choice	1.89											
	Publix	Kentucky Legend							3.69					
		Clifty Farms											1.99	
Hormel Cure 81								3.99						
Publix			2.49	1.99	1.99								w/ store card	
Publix			3.59	2.99	2.99								w/o store card	
Save-a-Lot	Sugardale	1.69			1.39	1.19								

**U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS**

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Thanksgiving 2015

**CURED PORK**

State	Supermarket	Label	Spiral Cut Hams		Bone-in/Semi-Boneless			Boneless			Smoked	Ham	Country	Conditions
			Bone-in		Whole	Butt	Shank	Whole	Half	1/4	Picnic	Steak		
			Whole	Half							bone-in	bone-in	Ham	
TN <i>(cont)</i>	Shop Rite	Cook's			1.59		1.39						1.99	
		Smithfield			1.59									
		Sugartree		1.79										
		Clifty Farms												
		Kentucky Legend							3.59					
	Sprout's	Sprout's	2.49											
	Super Dollar	n/i		1.69		1.29	1.29							
	Superlo Foods	Best Choice	1.99	1.99										
		Cook's					0.99							
	Target	Archer Farms	1.99											
	The Fresh Market	n/i	2.99											
	Twn&Cntry Grocer	Kretschmar						2.48						
		Cook's			1.69	1.49	1.39							
Best Choice			2.19											
United Grocery	Our Farms						1.75							
	Sugardale					1.19								
Walmart	Sam's Choice	1.94												
VA	ALDI	Specially Selected	1.89										2.49	spiral cut
	Associated	Appleton Farms		1.49				2.99						
		Cook's				1.69	1.59							
	Chappell's	Hatfield							2.99					
		Fieldstone								0.98				
	Dollar General Market	John Morrell						1.65						
		Kentucky Legend									4.35			
	Farm Fresh	Smithfield	1.99			1.49	1.49							
	Food City	Food City	1.69	1.69	1.99		1.29	2.99	3.99					
		Kentucky Legend						3.99	3.99					
	Food Country USA	Clifty Farm												
		Smithfield									3.99			
	Food Lion	My Essentials	1.79											
		My Essentials	2.49											
		Smithfield												
Galaxy Food	Smithfield													
	Smithfield					1.28								
	John Morrell		1.98											
	Hormel Cure 81						4.28							

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**Thanksgiving 2015  
 CURED PORK**

State	Supermarket	Label	Spiral Cut Hams Bone-in		Bone-in/Semi-Boneless			Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions	
			Whole	Half	Whole	Butt	Shank	Whole	Half	1/4	bone-in	bone-in			
VA (cont)	Giant	Giant	1.99	1.99											
		Nature's Promise		4.49											ABF
	Grant's	Hormel Cure 81	1.99												
		Superior						1.99							
	Great Valu Market	Sugardale		1.99		1.19	0.89						3.99		
	Harris Teeter	Harris Teeter		1.99											w/ store card
		Harris Teeter		3.99											w/o store card
		HT Traders		2.29											w/ store card
		HT Traders		4.29											w/o store card
		Smithfield		3.99											w/ store card
		Smithfield		4.99											w/o store card
	Ingle's Markets	Hormel Cure 81							3.98	3.98	3.98				w/ store card
		Hormel Cure 81							5.28	5.28	5.88				w/o store card
		Gwaltney					1.38								w/ store card
		Gwaltney					1.88								w/o store card
		Cades Cove				2.48									w/ store card
		Cades Cove				3.68									w/o store card
	Kroger Mid-Atlantic	Cumberland Gap				1.99									w/ store card
		Private Selection		2.49											w/ store card
	Lowe's Food	Smithfield	2.99	2.49							3.99				w/ store card
		Smithfield Glazed	3.69												
		Sonoma	2.99												
		Hormel Cure 81												4.79	
		Frick's					1.47	1.47						4.99	
	Martin's Food Market	Giant	1.99	1.99			1.19	0.99							
		Nature's Promise		4.49											
	Osborne's	Cook's				1.39	1.39								
		Best Choice	1.99	1.99											
	Clifty Farms												1.99		
Piggly Wiggly Retail	Jamestown					1.09	0.99								
	Smithfield	2.59								3.29					
	Felt's												1.99		
	Dan'l Boone												1.99		
	Sugardale											3.49			
	n/i				1.49						1.39				



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**CURED PORK**

State	Supermarket	Label	Spiral Cut Hams Bone-in		Bone-in/Semi-Boneless			Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions
			Whole	Half	Whole	Butt	Shank	Whole	Half	1/4	bone-in	bone-in		
VA <i>(cont)</i>	Piggly Wiggly Stores	n/i											1.98	
		Carolina Pride Smithfield		1.98	1.18	1.38	1.28			3.98				
	Price Rite	Cook's				0.99	0.89							
	Safeway Eastern	Smithfield	3.29	2.49									2.99	w/ store card
		Cook's		2.29										
	Safeway Select	Hormel Cure 81						3.49	3.99					
									4.99					
	Save-a-Lot	Sugardale	1.69			1.39	1.19							
	Shoppers Food	Cook's		2.29		1.79	1.79							
		Smithfield		2.49										
	Super Dollar	n/i		1.69		1.29	1.29							
	Target	Archer Farms	1.99											
	The Fresh Market	n/i	2.99											
	Walmart	Sam's Choice	1.94											
	Wegman's	Wegman's	2.99											
Whole Foods	Chef Prepared	Creminelli			9.99									non-GMO
		Niman Ranch		7.99										ABF
	Wellshire		6.99											
	Wellshire		8.99		5.99									boneless
WV	ALDI	Specially Selected	1.89											
	Dollar General Market	Appleton Farms		1.49					2.99					spiral cut
		John Morrell							1.65					
		Kentucky Legend									4.35			
	Food Fair	Superior's						1.99	2.19					
	Food Lion	My Essentials	1.79				1.17							w/ store card
		My Essentials	2.49				1.69							w/o store card
		Smithfield					1.39							w/ store card
	Foodland	Smithfield					1.79							w/o store card
		Sugardale		2.49										
Galaxy Food	Superior						1.99	2.19						
	Smithfield				1.28	1.28								
	John Morrell		1.98											
	Hormel Cure 81							4.28						

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 CURED PORK**

State	Supermarket	Label	Spiral Cut Hams Bone-in		Bone-in/Semi-Boneless			Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions	
			Whole	Half	Whole	Butt	Shank	Whole	Half	1/4	bone-in	bone-in			
WV (cont)	Giant Eagle	Sugardale		2.99					2.99					w/ store card	
		Giant Eagle Premium	3.29												
		Giant Eagle	2.49	2.49	1.79				2.49						w/ store card
	Great Valu Market	Sugardale		1.99		1.19	0.89					3.99			
		Kroger Columbus	Private Selection	2.99											w/ store card
	Kroger Mid-Atlantic	Sugardale					1.49								w/ store card
		Cumberland Gap			1.99										w/ store card
		Hickory Hills							2.69						w/ store card
		Cumberland Gap			1.99										w/ store card
		Private Selection		2.49											w/ store card
	Martin's Food Market	Giant	1.99	1.99		1.19	0.99								
		Nature's Promise		4.49											ABF
	Piggly Wiggly Stores	n/i											1.98		
		Carolina Pride			1.18	1.38	1.28								
		Smithfield		1.98							3.98				
	Save-a-Lot	Sugardale	1.69				1.39	1.19							
		Shop'n Save	Sugardale	2.39		2.19				1.98		2.99		3.49	
	Superior								2.19						
	Hillshire Farm			2.99											
	Silver Star			3.49	3.59				3.89						
	Sugardale			2.79											
	Sparkle	Sparkle							2.49						
		Target	Archer Farms	1.99											
	Walmart	Sam's Choice	1.94												
	Weis	John F Martin							2.69	2.99	2.99				
		From the Smokehouse			3.29				2.99	3.29	3.29				
Smithfield		2.49													
Weis		2.49													
Hormel		2.69													
Berk's								3.49							
Hatfield								3.49							
Kunzler							3.49								

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**CURED PORK**

State	Supermarket	Label	Spiral Cut Hams		Bone-in/Semi-Boneless			Boneless			Smoked	Ham	Country	Conditions	
			Bone-in		Whole	Butt	Shank	Whole	Half	1/4	Picnic	Steak			
													Ham		
													bone-in	bone-in	
<b>MIDWESTERN U.S. - IA,IL,IN,MI,MN,ND,NE,OH,SD,WI</b>															
IA	Affiliated Midwest	Sugardale				1.19	1.19								
		Hormel Cure 81							3.88	3.88					
		Double G						1.18		3.49		2.99			
		John Morrell	1.99	1.88		1.98	1.98								
		Farmland								2.99					
		Kretschmar							3.49	3.49					
	ALDI	Specially Selected	1.89												
		Appleton Farms		1.49					2.99					spiral cut	
	County Market	Frick's			2.29	1.89	1.69								
		Korn Top			2.29	1.89	1.69								
		Kretschmar	2.39						2.49						
		Double G							2.89	2.99					
		Kentucky Legend								3.99					
	Family Foods	Cloverdale							3.49	3.59					
		Our Family				1.29	1.09								
	Fareway	Fareway							3.49	3.69					
		Webster City			2.99	2.99	2.99								
		Sugardale	1.99												
	Food Pride	Our Family		2.19	2.29	1.29	0.99								
		Cloverdale							3.49	3.59					
	Hometown Foods	Hormel Cure 81								3.99					
		John Morrell		1.99											
		n/i		2.19	2.29	2.39						3.49			
	Hy-Vee	Cook's				1.99									
		Hy-Vee	2.19	2.39											
		Frick's										4.99			
	Jewel-Osco	Cook's		2.49		1.59	1.29								
		Frick's								4.99					
		Hickory Farms	4.99												
		Smithfield								3.99					
	Lucky's Market	Lucky's	3.49												
		Creekstone Farms								5.99				ABF	
	Maynard's	John Morrell		1.89		1.89	1.89								
		Frick's										3.99			
		Kretschmar							2.99	2.99					
	No Frills	Our Family		1.99			1.49								

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**CURED PORK**

State	Supermarket	Label	Spiral Cut Hams Bone-in		Bone-in/Semi-Boneless			Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions
			Whole	Half	Whole	Butt	Shank	Whole	Half	1/4	bone-in	bone-in		
IA <i>(cont)</i>	Price Chopper	Best Choice	1.77	1.77										
		Smithfield	1.99	1.99										
		Cook's					1.59							
		Farmland						3.99						
		Frick's							0.99					
		Hormel Cure 81						4.99	4.99					
	Quillin's	Sugardale				0.99	0.99							
		Cook's				1.49	1.49							
		John Morrell				1.99	1.99							
	Save-a-Lot	Quillin's							3.49					
		Sugardale	1.69			1.39	1.19							
	Schnuck's	Frick's				1.89	1.69				4.99		3.79	
		Kretschmar						3.29			4.99			
		Double G									4.99			
		Kentucky Legend									4.99			
		Schnuck's	2.29											
		CB Old Country Store	4.29											
	Sunshine Foods	John Morrell		1.88	1.99	2.29								
Double G					1.69	1.69								
Target	Archer Farms	1.99												
The Fresh Market	n/i	2.99												
Walmart	Sam's Choice	1.94												
Whole Foods	Wellshire Farms	5.99		6.99										
IL	Affiliated Midwest	Sugardale				1.19	1.19							
		Hormel Cure 81						3.88	3.88					
		Double G							3.49			2.99		
		John Morrell		1.88		1.98	1.98							
		Farmland							2.99					
	ALDI	Specially Selected	1.89											
		Appleton Farms		1.49				2.99						spiral cut
	Angelo Caputo's	Frick's				1.29	1.29						3.99	
		Hillshire Farm	2.89	2.99										
		Smithfield		3.69										
		Carando		3.69										
Cook's		1.69												
	Prairie Grove		3.69										ABF	

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State	Supermarket	Label	Spiral Cut Hams Bone-in		Bone-in/Semi-Boneless			Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions	
			Whole	Half	Whole	Butt	Shank	Whole	Half	1/4	bone-in	bone-in			
IL <i>(cont)</i>	Berkot's	Berkot's		2.99											
		Hillshire Farm		2.99											
	Borowiak's IGA	Kretschmar						1.98							
		Cumberland Gap													
	Brookhaven	Indiana Kitchen	2.49												
	Butera Market	Cook's										3.49			
		Smithfield		2.99											
		Jamestown					1.29	0.99							
	County Market	Frick's			2.29	1.89	1.69								
		Korn Top			2.29	1.89	1.69								
		Kretschmar	2.39						2.49						
		Double G							2.89	2.99					
		Kentucky Legend								3.99					
	Cub Foods	Hormel Cure 81	2.49						3.99	3.99					w/ store card
		Hormel Cure 81	3.89												w/o store card
		Cook's	2.49												
		Cook's	3.89												
		Smithfield					1.79	1.79							
	Dierberg's	Dierberg's		2.47					3.17						
		Kretschmar		2.97											
	Fairplay Foods	Sugardale	1.79	1.49	1.08	0.88									
		Cook's	1.99		1.49	1.29									
		Kentucky Legend							3.49	3.49	3.99				
	Fareway	Fareway							3.49	3.69					
		Webster City			2.99	2.99	2.99								
		Sugardale	1.99												
	Food 4 Less	Cook's				1.59	1.59								
	Food Pride	Our Family		2.19	2.29	1.29	0.99								
		Cloverdale							3.49	3.59					
	Fresh Encounter	Chief		3.99											w/ store card
	Chief		4.29											w/o store card	
Fresh Thyme	Fresh Thyme	1.99													
Heinen's	Heinen's	4.99									4.49			w/ store card	
	Heinen's										4.99			w/o store card	
	Niman Ranch	6.99												ABF	

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			Whole	Half	Whole	Butt	Shank	Whole	Half	1/4	bone-in	bone-in				
IL <i>(cont)</i>	Hy-Vee	Cook's				1.99										
		Hy-Vee	2.19	2.39								4.99				
	IGA - Houchen's	Frick's														
		Smithfield	2.79			1.29	1.29									
		Kentucky Legend						3.49			4.29					
	Jewel-Osco	Clifty Farms												1.99		
		Coon Creek												1.99		
		Cook's		2.49		1.59	1.29									
	Kirby Foods IGA	Frick's									4.99					
		Hickory Farms	4.99													
		Smithfield									3.99					
	Kroger Central	Kretschmar	2.69					2.49	2.49							
		Frick's				1.99	1.79									
	Kroger Louisville	Kroger	1.99													w/ store card
		Private Selection	2.99													w/ store card
		Cumberland Gap			1.99											w/ store card
		Cook's					1.49									w/ store card
	Mariano's Fresh	Clifty Farm												3.99		
		Kroger		1.89												w/ store card
		Kentucky Legend						2.99								
	Meijer	Cumberland Gap			1.79											
		Roundy's	3.99													
	Pete's Fresh	Cook's		1.79												
		Meijer		2.99												
	Piggly Wiggly	Sugardale	2.49				1.29	0.99					2.99			
		Jamestown					1.29	0.99								
		Badger Premium									3.99					
	Save-a-Lot	Farmland							2.29	3.39						
Sugardale		1.69				1.39	1.19									
Schnuck's	Schuettes		1.97												w/ \$25 purchase; limit 1	
	Ozark			1.99												
	Miller			1.99				2.99								
Schnuck's	Frick's				1.89	1.69				4.99		3.79				
	Kretschmar							3.29		4.99						
	Double G									4.99						
	Kentucky Legend									4.99						

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State	Supermarket	Label	Spiral Cut Hams		Bone-in/Semi-Boneless			Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions
			Bone-in		Whole	Butt	Shank	Whole	Half	1/4	bone-in	bone-in		
			Whole	Half										
IL <i>(cont)</i>	Schnuck's	Schnuck's	2.29											
	<i>(continued)</i>	CB Old Country Store	4.29											
	Shop & Save Market	Hillshire Farm	2.49	2.79										
		Sugardale				1.29	1.29					2.99		
		Amish Valley	2.19											
	Shop'n Save	Kretschmar	1.99							2.99				
		Frick's					1.59							
	Strack & VanTil	Cook's	1.88				1.59	1.29						w/ \$25 purchase; limit 1
		Cook's	2.49											
		Kentucky Legend							3.99	3.99				
	Sullivan's	Cook's	2.29		1.59	1.39	1.19							
		Hillshire Farm	2.49	2.59										
	Sunset Foods	Hillshire Farm	2.99	2.99										
		Sunset	4.99											
	Target	Archer Farms	1.99											
	The Fresh Market	n/i	2.99											
	Tony's Finer Foods	Sugardale	1.99				1.29	0.99				2.99		
		Smithfield									5.99	2.99		
		Kentucky Legend							3.99		4.49			
		Cook's	2.69					1.29						
		Hillshire Farm	2.69											
		Hormel Cure 81		2.69										
	Treasure Island	Carando		2.79										
		Nueskes		6.99										
	Ultra Foods	Cook's					1.28	0.98						w/ \$25 purchase; limit 1
		Cook's	2.49											
	Valli Produce	n/i					1.29	0.99						
		Hillshire Farm	2.79	2.49										
		Indiana Kitchen	2.29											
	Walmart	Sam's Choice	1.94											
	Walt's Foods	Kentucky Legend							3.79	3.89				
		Frick's					1.39	1.29						
		Walt's Signature			3.49	3.59	3.59							
	Sugardale				1.29	0.99								
	Hillshire Farm	2.79	2.89	2.59	2.69	2.69								
Whole Foods	Wellshire Farms	5.99		6.99										

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			Whole	Half	Whole	Butt	Shank	Whole	Half	1/4	bone-in	bone-in		
IN	ALDI	Specially Selected	1.89											
		Appleton Farms		1.49				2.99						spiral cut
	Al's Supermarket	Farm Fresh		2.49										w/ store card
		Farm Fresh		2.79										w/o store card
		Al's		3.49										w/ store card
		Al's		3.79										w/o store card
		Frick's				1.99	1.79							w/ store card
		Frick's				2.89	2.69							w/o store card
		Kentucky Legend						3.49	3.69					
		Cumberland Gap						2.49						
	Dollar General Market	John Morrell						1.65						
		Kentucky Legend									4.35			
	Food 4 Less	Cook's				1.59	1.59							
	Fresh Encounter	Superior						1.99						local
		Chief		3.99										
	Fresh Thyme	Fresh Thyme		1.99										
	Harding's	Sugardale		1.79	1.79			1.29						
		Kentucky Legend									3.99			
	Harvest	Hickory Hills						2.59	2.59					
		Best Choice		1.99	1.99									
		Sugardale				1.39	1.39	1.29						
		Kentucky Legend						3.29						
	IGA - Houchen's	Smithfield		2.79				1.29	1.29					
	Kentucky Legend						3.49			4.29				
	Clifty Farms											1.99		
	Coon Creek											1.99		
IGA Spartan-Nash	Cumberland Gap						1.99	2.19						
	Our Family		1.99											
	John Morrell			1.99										
Jay C	n/i		1.98											
	Private Selection		1.98											
	Kretschmar						2.98	2.98						
Jewel-Osco	Cook's			2.49		1.59	1.29							
	Frick's									4.99				
	Hickory Farms		4.99											
	Smithfield									3.99				



**U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS**

**Thanksgiving 2015**

prices in \$US per pound unless otherwise noted.

**CURED PORK**

State	Supermarket	Label	Spiral Cut Hams		Bone-in/Semi-Boneless			Boneless			Smoked	Ham	Country	Conditions
			Bone-in		Whole	Butt	Shank	Whole	Half	1/4	Picnic	Steak		
			Whole	Half							bone-in	bone-in	Ham	
IN <i>(cont)</i>	Kirby Foods IGA	Kretschmar	2.69					2.49	2.49					
		Frick's				1.99	1.79							
	Kroger Central	Kroger	1.99											w/ store card
		Private Selection	2.99											w/ store card
		Cumberland Gap			1.99									w/ store card
		Cook's					1.49							w/ store card
	Kroger Cincinnati	Cook's				1.49	1.49							w/ store card
		Cumberland Gap			1.89			1.99						w/ store card
		Private Selection	2.49											
	Kroger Louisville	Clifty Farm											3.99	
		Kroger		1.89										w/ store card
		Kentucky Legend						2.99						
		Cumberland Gap			1.79									
	Lucky's Market	Lucky's	3.49											
		Creekstone Farms									5.99			ABF
	Marsh	Smithfield		2.49										
		Marsh		3.79										
	Martin's	Smithfield		2.39										
		Troyer						2.39						w/ store card; local
		Troyer						2.99						w/o store card; local
		Indiana Kitchen									3.99			w/ store card; local
		Indiana Kitchen									4.79			w/o store card; local
	Meijer	Cook's		1.79										
		Meijer		2.99										
	New Market	Smithfield	1.58											
	Save-a-Lot	Sugardale	1.69				1.39	1.19						
	Schnuck's	Frick's					1.89	1.69					3.79	
		Kretschmar							3.29					
		Double G									4.99			
		Kentucky Legend									4.99			
	Schnuck's	2.29												
	CB Old Country Store	4.29												
Strack & VanTil	Cook's	1.88				1.59	1.29						w/ \$25 purchase; limit 1	
	Cook's	2.49												
	Kentucky Legend							3.99	3.99					
Target	Archer Farms	1.99												
The Fresh Market	n/i	2.99												

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**Thanksgiving 2015  
 CURED PORK**

State	Supermarket	Label	Spiral Cut Hams Bone-in		Bone-in/Semi-Boneless			Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions
			Whole	Half	Whole	Butt	Shank	Whole	Half	1/4	bone-in	bone-in		
IN <i>(cont)</i>	Ultra Foods	Cook's				1.28	0.98							w/ \$25 purchase; limit 1
		Cook's	2.49											
	Walmart	Sam's Choice	1.94											
	Walt's Foods	Kentucky Legend						3.79	3.89					
		Frick's				1.39	1.29							
		Walt's Signature			3.49	3.59	3.59							
		Sugardale				1.29	0.99							
		Hillshire Farm	2.79	2.89	2.59	2.69	2.69							
	Wesselman's	Hormel Cure 81	1.89											
		Emge						3.49						
		Kentucky Legend						2.99	3.49	3.99				
		Double G						2.99	3.49					
		Frick's			1.99									
	Cumberland Gap			1.99										
	Whole Foods	Wellshire Farms	5.99		6.99									
MI	Affiliated Midwest	Sugardale				1.19	1.19							spiral cut local local local
		Hormel Cure 81						3.88	3.88			2.99		
		Double G							3.49					
		John Morrell		1.88		1.98	1.98							
		Farmland							2.99					
	ALDI	Specially Selected	1.89											
		Appleton Farms		1.49				2.99						
	Busch's	Dearborn	3.89											
		Busch's	2.89											
		Kentucky Legend								4.49				
	Family Fare	Smithfield					0.99							
		Kentucky Legend								4.29				
		Spartan		2.49										
	Food Pride	Our Family		1.99										
		Cumberland Gap						1.99	2.29					
	Fresh Thyme	Fresh Thyme	1.99											
	Glory Supermarket	Smithfield	1.88											
		Farm Fresh				0.99	0.99							
	Tyson	1.98												
Harding's	Sugardale	1.79	1.79			1.29								
	Kentucky Legend								3.99					
Hollywood Market	Dearborn	3.99	3.99									local		

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**Thanksgiving 2015  
 CURED PORK**

State	Supermarket	Label	Spiral Cut Hams Bone-in		Bone-in/Semi-Boneless			Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions
			Whole	Half	Whole	Butt	Shank	Whole	Half	1/4	bone-in	bone-in		
MI <i>(cont)</i>	Kroger Central	Kroger	1.99											w/ store card
		Private Selection	2.99											w/ store card
		Cumberland Gap			1.99									w/ store card
		Cook's					1.49							w/ store card
	Kroger Columbus	Private Selection	2.99											w/ store card
		Sugardale					1.49							w/ store card
		Cumberland Gap			1.99									w/ store card
	Kroger Michigan	Hickory Hills							2.69					w/ store card
		Kroger	1.79						2.49					w/ store card
		Smithfield					1.59							w/ store card
	Lucky's Market	Cumberland Gap			2.29									w/ store card
		Lucky's	3.49											
	Martin's	Creekstone Farms									5.99			ABF
		Smithfield		2.39										
		Troyer							2.39					w/ store card; local
		Troyer							2.99					w/o store card; local
	Meijer	Indiana Kitchen									3.99			w/ store card; local
		Indiana Kitchen									4.79			w/o store card; local
		Cook's		1.79										
	Plumbs/Duthlers	Meijer		2.99										
		n/i									1.59			
	Polly's Market	Spartan		2.49										
		Our Family		1.99										
		Cumberland Gap							2.29					
	Ric's Food Center	Dearborn		4.29										w/ store card; local
		Dearborn		5.79										w/o store card; local
		Shurfine							2.49	2.69				
Little Town						2.49								
Save-a-Lot	Ric's Premium		3.69											
	Hormel Cure 81			2.49										
	Sugardale		1.69			1.39	1.19							
Spartan Stores	Spartan		2.49											
	Sugardale					0.97	0.97							
Super 1 Foods	Hillshire Farm					2.49								
	Elliot's					1.99								
	Hormel Cure 81		2.49						3.99					

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Thanksgiving 2015

**CURED PORK**

State	Supermarket	Label	Spiral Cut Hams Bone-in		Bone-in/Semi-Boneless			Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions
			Whole	Half	Whole	Butt	Shank	Whole	Half	1/4	bone-in	bone-in		
MI <i>(cont)</i>	Tadych's	Hillshire Farm		2.49										
		Our Family			2.39									
	Target	Archer Farms	1.99											
	Toms/Oleson's	Smithfield					0.99							
		Kentucky Legend								4.29				
		Spartan		2.49										
	VG's Foods	Smithfield					0.99							
Walmart	Sam's Choice		1.94											
Whole Foods	Wellshire Farms		5.99		6.99									
MN	Affiliated Midwest	Sugardale				1.19	1.19							
		Hormel Cure 81						3.88	3.88					
		Double G								3.49			2.99	
		John Morrell		1.88		1.98	1.98							
		Farmland								2.99				
	ALDI	Kretschmar							3.49	3.49				
		Specially Selected	1.89											
	Cash Wise Foods	Appleton Farms		1.49					2.99					spiral cut
		Cash Wise		1.98										
	Coborn's	Four Brothers	1.99											
	Cub Foods	Hormel Cure 81	2.49						3.99	3.99				w/ store card
		Hormel Cure 81	3.89											w/o store card
		Cook's	2.49											
		Cook's	3.89											
	Econofoods	Smithfield				1.79	1.79							
		Our Family		1.99			1.49							
	Family Fare	Smithfield					0.99							
	Fareway	Fareway							3.49	3.69				
		Webster City			2.99	2.99	2.99							
	Festival	Sugardale	1.99											
		Hormel Cure 81		2.79										
Food Pride	Festival			2.79	2.79	2.79								
	Our Family		1.99											
Fresh Thyme	Cumberland Gap							1.99	2.29					
	Fresh Thyme	1.99												
Hugo's	Hugo's					2.58								
	John Morrell			2.48	2.48	2.48								

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Thanksgiving 2015

**CURED PORK**

State	Supermarket	Label	Spiral Cut Hams Bone-in		Bone-in/Semi-Boneless			Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions	
			Whole	Half	Whole	Butt	Shank	Whole	Half	1/4	bone-in	bone-in			
MN <i>(cont)</i>	Hugo's <i>(continued)</i>	Our Family			2.28	2.28	2.28								
		Cloverdale							2.98						
	Hy-Vee	Cook's				1.99									
		Hy-Vee	2.19	2.39											
	Lund's and Byerly's	Frick's										4.99			
		Lund's and Byerly's	4.99												w/ store card
	Marketplace Foods	Lund's and Byerly's	6.99												w/o store card
		Marketplace			2.38	2.48									
	Maynard's	Our Family		2.48											
		John Morrell		1.89		1.89	1.89								
	Quillin's	Frick's										3.99			
		Kretschmar						2.99	2.99						
		Sugardale				0.99	0.99								
		Cook's				1.49	1.49								
	Rainbow Foods	John Morrell				1.99	1.99								
		Quillin's								3.49					
		Hormel Cure 81		2.49				3.99	3.99						
		Smithfield				1.79	1.79								
	Save-a-Lot	Cook's		2.49											
		Sugardale	1.69				1.39	1.19							
	Sun Mart	Our Family		1.99				1.49							
	Sunshine Foods	John Morrell		1.88	1.99	2.29									
		Double G				1.69	1.69								
Super 1 Foods	Sugardale				0.97	0.97									
	Hillshire Farm				2.49										
	Elliot's				1.99										
Target	Hormel Cure 81	2.49						3.99							
Teal's Market	Archer Farms	1.99													
Walmart	Our Family	2.29	2.29												
	Hormel Cure 81		2.49				3.99	3.99							
Whole Foods	Sam's Choice	1.94													
	Wellshire Farms	5.99		6.99											
ND	Albertsons Mntn	n/i				1.69	1.49								
		Smithfield								3.99					
	Cash Wise Foods	Hormel Cure 81	2.49												
Dan's	Cash Wise		1.98												
	Our Family	1.99				1.29									

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**CURED PORK**

State	Supermarket	Label	Spiral Cut Hams		Bone-in/Semi-Boneless			Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions
			Bone-in		Whole	Butt	Shank	Whole	Half	1/4	bone-in	bone-in		
ND <i>(cont)</i>	Family Fare	Smithfield					0.99							
	Food Pride	Our Family		1.99										
		Cumberland Gap						1.99	2.29					
	Hugo's	Hugo's				2.58								
		John Morrell			2.48	2.48	2.48							
		Our Family			2.28	2.28	2.28							
		Cloverdale							2.98					
	Leever's Foods	Our Family		2.39		2.29	2.19							
		Cloverdale							2.99					
	Marketplace Foods	Marketplace			2.38	2.48								
		Our Family		2.48										
	Target	Archer Farms		1.99										
Teal's Market	Our Family		2.29	2.29										
	Hormel Cure 81			2.49			3.99	3.99						
Walmart	Sam's Choice		1.94											
NE	Affiliated Midwest	Sugardale				1.19	1.19							
		Hormel Cure 81						3.88	3.88					
		Double G							3.49			2.99		
		John Morrell		1.88		1.98	1.98							
		Farmland							2.99					
		Kretschmar						3.49	3.49					
	ALDI	Specially Selected	1.89											
		Appleton Farms		1.49				2.99						spiral cut
	Apple Market	Smithfield		2.59						3.99				
		Farmland							3.69					
		Best Choice	1.99	1.99										
		Cook's					1.69							
	Bag'n Save	Our Family		1.99			1.49							
	Baker's	Kroger	1.99											limit 2
		Cook's				1.79	1.79							limit 2
		Cumberland Gap			2.99						3.99			
		Private Selection												
	Hormel Cure 81						4.99	4.99						
Fareway	Fareway						3.49	3.69						
	Webster City			2.99	2.99	2.99								
	Sugardale		1.99											

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**CURED PORK**

State	Supermarket	Label	Spiral Cut Hams		Bone-in/Semi-Boneless			Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions
			Bone-in		Whole	Butt	Shank	Whole	Half	1/4	bone-in	bone-in		
NE <i>(cont)</i>	Food Pride	Our Family		1.99										
		Cumberland Gap						1.99	2.29					
	Hy-Vee	Cook's					1.99							
		Hy-Vee		2.19	2.39									
		Frick's										4.99		
	Russ's Market	Cedar Hollow						3.49						local
		Hormel Cure 81		1.99	1.99			3.99	3.99					
		Smithfield		2.99										
		Cook's		2.49	2.49								3.59	
	Safeway Denver	Hormel Cure 81			1.99					4.99				
		Cook's					1.49							
		Safeway Select							2.99					
	Sun Mart	Our Family			1.99									
	Super Saver	Cook's		1.98	1.98		1.48	1.18						
		Best Choice		1.77	1.77									
	Cedar Hollow							3.48						
Target	Archer Farms		1.99											
Walmart	Sam's Choice		1.94											
Whole Foods	Wellshire Farms		5.99		6.99									
OH	Acme Fresh Market	Acme	2.39					2.49	2.69	2.99				w/ store card
		Acme	4.29					4.09	4.29	4.59				w/o store card
	ALDI	Specially Selected	1.89											spiral cut
		Appleton Farms		1.49				2.99						local
	Buehler's	Superior					1.99							local
		Buehler's	1.99											local
		Kentucky Legend						4.49						
		Berk's							3.49					
		Sugardale			1.39	1.39								local
	Chief Supermarkets	Superior						1.99						w/ store card; local
		Superior						3.89						w/o store card; local
		Chief			3.99									w/ store card
		Chief			4.29									w/o store card
		Our Family			1.99									w/ store card
		Our Family			3.49									w/o store card
Dave's Market	Sugardale			2.29										
Dollar General Market	John Morrell						1.65							
	Kentucky Legend									4.35				

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 CURED PORK**

State	Supermarket	Label	Spiral Cut Hams Bone-in		Bone-in/Semi-Boneless			Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions	
			Whole	Half	Whole	Butt	Shank	Whole	Half	1/4	bone-in	bone-in			
OH <i>(cont)</i>	Fisher's	Best Choice		1.97										w/ store card	
		Best Choice		3.69										w/o store card	
	Food Fair	Superior's						1.99	2.19						
	Foodland	Sugardale		2.49											
		Superior						1.99	2.19						
	Fresh Encounter	Chief		3.99										w/ store card	
		Chief		4.29										w/o store card	
	Fresh Thyme	Fresh Thyme	1.99												
	Geyer's	Farm Fresh		1.99			1.29								
		Sugardale			1.89		1.29	1.89							
		Tyson		2.39											
	Giant Eagle	Sugardale		2.99				2.99						w/ store card	
		Giant Eagle Premium	3.29												
		Giant Eagle	2.49	2.49	1.79			2.49						w/ store card	
	Heinen's	Heinen's	4.99									4.49		w/ store card	
		Heinen's										4.99		w/o store card	
		Niman Ranch	6.99											ABF	
	IGA Spartan-Nash	Cumberland Gap						1.99	2.19						
		Our Family	1.99												
		John Morrell		1.99											
	Kroger Central	Kroger	1.99											w/ store card	
		Private Selection	2.99											w/ store card	
		Cumberland Gap			1.99									w/ store card	
		Cook's					1.49							w/ store card	
	Kroger Cincinnati	Cook's				1.49	1.49							w/ store card	
		Cumberland Gap			1.89			1.99						w/ store card	
		Private Selection	2.49											x`	
	Kroger Columbus	Private Selection	2.99											w/ store card	
		Sugardale					1.49							w/ store card	
		Cumberland Gap			1.99									w/ store card	
	Hickory Hills						2.69						w/ store card		
Kroger Mid-Atlantic	Cumberland Gap			1.99									w/ store card		
	Private Selection		2.49										w/ store card		
Lucky's Market	Lucky's	3.49													
	Creekstone Farms								5.99				ABF		
Marc's	Sugardale	1.88													



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			Bone-in		Whole	Butt	Shank	Whole	Half	1/4	bone-in	bone-in			
			Whole	Half											
OH <i>(cont)</i>	Marsh	Smithfield		2.49											
		Marsh		3.79											
	Meijer	Cook's		1.79											
		Meijer		2.99											
	Piggly Wiggly Stores	n/i											1.98		
		Carolina Pride				1.18	1.38	1.28							
		Smithfield			1.98						3.98				
	Remke Markets	John Morrell			2.49										
		Kentucky Legend							3.99						spiral cut
		Sugardale													
	Save-a-Lot	Sugardale		1.69											
	Shop'n Save	Sugardale		2.39			2.19		1.98		2.99		3.49		
		Superior							2.19						
		Hillshire Farm			2.99										
		Silver Star			3.49		3.59		3.89						
	Sparkle	Sugardale			2.79										
		Sparkle							2.49						
	Target	Archer Farms		1.99											
	The Fresh Market	n/i		2.99											
	Thorne's Market	Superior							2.49						
		Sugardale		2.59											
	Walmart	Sam's Choice		1.94											
	Weis	John F Martin							2.69	2.99	2.99				
		From the Smokehouse					3.29		2.99	3.29	3.29				
		Smithfield		2.49											
		Weis		2.49											
		Hormel		2.69											
	Berk's							3.49							
	Hatfield							3.49							
	Kunzler							3.49							
Whole Foods	Chef Prepared		7.99												
	Creminelli					9.99								non-GMO	
	Niman Ranch			7.99										ABF	
	Wellshire			6.99											
	Wellshire			8.99										boneless	
SD	Affiliated Midwest	Sugardale					1.19	1.19							
		Hormel Cure 81						3.88	3.88						

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			Whole	Half	Whole	Butt	Shank	Whole	Half	1/4	bone-in	bone-in		
SD <i>(cont)</i>	Affiliated Midwest <i>(continued)</i>	Double G							3.49			2.99		
		John Morrell		1.88		1.98	1.98							
		Farmland								2.99				
	Buche Foods	Kretschmar						3.49	3.49					
		John Morrell		1.88										
		Sugardale				1.68	1.48							
	Coborn's	Cloverdale									3.99			
		Four Brothers	1.99											
	Family Thrift	Our Family		1.99			1.49							
		Fareway								3.49	3.69			
	Hy-Vee	Webster City				2.99	2.99	2.99						
		Sugardale	1.99											
		Cook's					1.99							
	IGA Markets	Hy-Vee	2.19	2.39										
		Frick's											4.99	
		Farm Fresh					1.29	1.29						
	Ken's Super Fair	Essential Everyday												
		Hormel Cure 81								4.49	4.49			
		Kretschmar								2.59	2.79			
		John Morrell		1.99										w/ store card
		John Morrell		3.79										w/o store card
	Lynn's Dakotamart	Sugardale					1.39	1.39						w/ store card
		Sugardale					2.09	2.09						w/o store card
		Our Family					1.19	1.19						
	Maynard's	John Morrell		1.99	1.79	1.99	1.99							
		John Morrell		1.89		1.89	1.89							
	Safeway Denver	Frick's											3.99	
		Kretschmar								2.99	2.99			
		Hormel Cure 81		1.99							4.99			
	Sunshine Foods	Cook's						1.49						
Safeway Select										2.99				
John Morrell			1.88	1.99	2.29									
Target	Double G					1.69	1.69							
	Archer Farms	1.99												
Teal's Market	Our Family	2.29	2.29											
	Hormel Cure 81		2.49						3.99	3.99				
Walmart	Sam's Choice	1.94												

**U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS**  
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Thanksgiving 2015  
**CURED PORK**

State	Supermarket	Label	Spiral Cut Hams		Bone-in/Semi-Boneless			Boneless			Smoked	Ham	Country	Conditions
			Bone-in		Whole	Butt	Shank	Whole	Half	1/4	Picnic	Steak		
			Whole	Half							bone-in	bone-in		
WI	Affiliated Midwest	Sugardale				1.19	1.19							
		Hormel Cure 81						3.88	3.88					
		Double G								3.49			2.99	
		John Morrell		1.88		1.98	1.98							
		Farmland								2.99				
		Kretschmar						3.49	3.49					
	ALDI	Specially Selected	1.89											
		Appleton Farms		1.49				2.99						spiral cut
	Econofoods	Our Family		1.99			1.49							
	Food Pride	Our Family		1.99										
		Cumberland Gap						1.99	2.29					
	Gordy's	Hormel Cure 81		1.98										
	Hy-Vee	Cook's					1.99							
		Hy-Vee	2.19	2.39									4.99	
	Marketplace Foods	Frick's												
		Marketplace			2.38	2.48								
	Meijer	Our Family		2.48										
		Cook's		1.79										
	Piggly Wiggly	Meijer		2.99										
		Jamestown					1.29	0.99						
	Quillin's	Badger Premium												
		Farmland							2.29	3.39				
		Sugardale					0.99	0.99						
	Save-a-Lot	Cook's					1.49	1.49						
		John Morrell					1.99	1.99						
		Quillin's								3.49				
	Schnuck's	Sugardale	1.69				1.39	1.19						
		Frick's					1.89	1.69			4.99		3.79	
		Kretschmar							3.29		4.99			
		Double G									4.99			
Kentucky Legend										4.99				
Sentry Foods	Schnuck's	2.29												
	CB Old Country Store	4.29												
Super 1 Foods	Sugardale					1.29	1.29							
	Hormel Cure 81		1.99					2.99	2.99					
Hillshire Farm	Sugardale					0.97	0.97							
	Hillshire Farm					2.49								

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**Thanksgiving 2015  
 CURED PORK**

State	Supermarket	Label	Spiral Cut Hams Bone-in		Bone-in/Semi-Boneless			Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions
			Whole	Half	Whole	Butt	Shank	Whole	Half	1/4	bone-in	bone-in		
WI <i>(cont)</i>	Super 1 Foods	Elliot's				1.99								
	<i>(continued)</i>	Hormel Cure 81	2.49							3.99				
	Tadych's	Hillshire Farm		2.49										
		Our Family			2.39									
	Target	Archer Farms	1.99											
	The Fresh Market	n/i	2.99											
	Trig's	Hormel Cure 81							4.99					
		John Morrell		2.49										
	Walmart	Sam's Choice	1.94											
Whole Foods	Wellshire Farms	5.99		6.99										

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Thanksgiving 2015  
**CURED PORK**

State	Supermarket	Label	Spiral Cut Hams		Bone-in/Semi-Boneless			Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions
			Bone-in		Whole	Butt	Shank	Whole	Half	1/4	bone-in	bone-in		
<b>SOUTH CENTRAL U.S. - AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT</b>														
AR	Albertsons Southern	Cook's	2.99			1.79	1.79							
		Hormel	3.99											
		Hormel Cure 81							3.99	3.99				
	ALDI	Specially Selected	1.89											
		Appleton Farms		1.49					2.99					spiral cut
	Bill's Fresh Market	Double G			1.79	1.18	1.18							
		Best Choice	1.99	1.99										
		Petit Jean			2.99									
		Bryan	2.79											
	Brookshire's	Cook's				1.79	1.59							
		Hormel Cure 81							3.99	3.99				
	Cranford's	Cook's			1.58		1.18							
		Best Choice		1.78										
		Kentucky Legend									3.88			
		Hormel Cure 81							3.88	3.88				
	Edward's Food Giant	Petit Jean			2.78									
		Best Choice		1.98										
		Cook's				1.38	1.18							
		Clifty Farm										1.78		
		Kentucky Legend							3.28	3.28				
	Food Giant	Sugardale				1.18	0.98							
		Sugartree	1.98											
		Kentucky Legend									3.98			
	G&W Foods	Best Choice	1.88	1.88										limit 1
		Sugardale			1.78									
		Cook's					1.48							
	Harp's	Hormel Cure 81	2.19	2.39			1.99							
		Cook's		2.49		1.59	1.49					3.49		
		Wright							3.79					spiral cut
		Kentucky Legend								3.99	4.49			
	Hays Grocer	Best Choice	1.98											
		Cook's		2.48		1.68	1.48							
		John Morrell			3.28			4.48	4.68					
		Kretschmar	2.48											
		Petite Jean		3.28										
		Ozark Pride			2.18									

**U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS**

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Thanksgiving 2015

**CURED PORK**

State	Supermarket	Label	Spiral Cut Hams Bone-in		Bone-in/Semi-Boneless			Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions
			Whole	Half	Whole	Butt	Shank	Whole	Half	1/4	bone-in	bone-in		
AR <i>(cont)</i>	<i>(continued)</i>	Carolina Pride						2.88						
		Kentucky Legend								4.29				
	Kroger Delta	Smithfield		2.49			1.69							w/ store card
		John Morrell		2.49										w/ store card
		Kroger						2.99						w/ store card
	Mac's Fresh	Jamestown					1.29							
		Best Choice		1.89										
		Carolina Pride					1.49							
	Piggly Wiggly Hchns	Sugardale				1.18	0.98							
		Sugartree	1.98											
	Pyramid Foods	Sugardale				1.49	1.29							
		Best Choice	1.89											
		Hormel Cure 81						3.99						
		Cook's			1.69									
	Rehkopf's	Cook's				1.39	1.19							
		Best Choice		1.99										
	Save-a-Lot	Sugardale	1.69			1.39	1.19							
	Super 1 Foods	Cook's				1.77	1.57							
		Hormel Cure 81	1.77											
	Target	Archer Farms	1.99											
	The Fresh Market	n/i	2.99											
	Twn&Cntry Grocer	Kretschmar						2.48						
		Cook's			1.69	1.49	1.39							
	Best Choice		2.19											
	Our Farms						1.75							
Walmart	Sam's Choice	1.94												
Whole Foods SW	American Homestead	5.99												
	Wellshire	5.99												
AZ	Albertsons SW	Cook's				1.69	1.69							
		Hormel Cure 81	1.88											
		Hormel Cure 81	2.49											
	Basha's	Farmland						1.99						
		Cook's				1.99	1.49							
El Super	John Morrell	2.47												
Food City	Cook's					0.99								

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**Thanksgiving 2015  
 CURED PORK**

State	Supermarket	Label	Spiral Cut Hams Bone-in		Bone-in/Semi-Boneless			Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions	
			Whole	Half	Whole	Butt	Shank	Whole	Half	1/4	bone-in	bone-in			
AZ (cont)	Fry's	Kroger	1.57						2.99	2.99				w/ store card; limit 2	
		Sugardale				1.39	1.19								
	Los Altos	Private Selection	2.79												
		n/i			1.99										
	Lowe's	Cook's					1.59								
		Smithfield	3.69												
	Safeway SW	Hormel Cure 81	1.88												w/ store card
		Smithfield	2.99												
	Smart & Final	Cook's				1.89	1.69								w/ store card
		Farmer John	1.99	1.99											
	Smith's	Sugardale	1.89				1.29	1.19							w/ store card
		Kroger							2.99	2.99					
	Sprout's	Sprout's	2.49												w/ store card
	Target	Archer Farms	1.99												
Walmart	Sam's Choice	1.94											limit 1		
Whole Foods SthPac	American Homestead	6.99													
	Pederson's		5.99												
		Wellshire Farms	6.99										ABF		
													ABF		
CO	Affiliated Foods	Hormel Cure 81	1.99						4.19	4.19	4.79				
		Cook's				1.49	1.29								
	Affiliated Midwest	Sugardale					1.19	1.19							
		Hormel Cure 81							3.88	3.88					
	Albertsons Mntn	Double G									3.49		2.99		
		John Morrell		1.88		1.98	1.98								
		Farmland								2.99					
		Kretschmar							3.49	3.49					
	Associated Food	n/i				1.69									
		Smithfield									3.99				
	King Soopers	Hormel Cure 81	2.49												
		Cook's				1.39	1.19								
	King Soopers	Hormel Cure 81		1.89					3.99	3.99					
		n/i		1.49											
Western Family					1.39	1.19									
John Morrell		1.99													
King Soopers	Cook's					1.29	1.29								
	Private Selection	2.49								3.99					

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**CURED PORK**

State	Supermarket	Label	Spiral Cut Hams Bone-in		Bone-in/Semi-Boneless			Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions
			Whole	Half	Whole	Butt	Shank	Whole	Half	1/4	bone-in	bone-in		
CO <i>(cont)</i>	Lowe's	Cook's					1.59							
		Smithfield	3.69											
	Lucky's Market	Creekstone Farms	4.99							5.99				
	Safeway Denver	Hormel Cure 81		1.99						4.99				
		Cook's					1.49							
		Safeway Select							2.99					
	Save-a-Lot	Sugardale	1.69			1.39	1.19							
	Sprout's	Sprout's	2.49											
	Sun Mart	Our Family		1.99			1.49							
	Target	Archer Farms	1.99											
Walmart	Sam's Choice	1.94												
Whole Foods Mntn	n/i	6.99												
KS	Affiliated Foods	Hormel Cure 81	1.99						4.19	4.19	4.79			
		Cook's				1.49	1.29							
	Affiliated Midwest	Sugardale					1.19	1.19						
		Hormel Cure 81							3.88	3.88				
		Double G								3.49		2.99		
		John Morrell		1.88		1.98	1.98							
		Farmland								2.99				
		Kretschmar						3.49	3.49					
	ALDI	Specially Selected	1.89											
		Appleton Farms		1.49					2.99					spiral cut
	Apple Market	Smithfield		2.59							3.99			
		Farmland								3.69				
		Best Choice	1.99	1.99										
	Country Mart	Cook's					1.69							
		Cook's			1.59	1.79	1.79						3.29	
		Smithfield		2.49							3.29			
		Farmland						3.69	3.69					
Dillon's	Hormel Cure 81	1.98	2.18											
	Kroger	1.99											limit 2	
	Cook's				1.79	1.79							limit 2	
	Cumberland Gap			2.99										
	Private Selection									3.99				
	Hormel Cure 81						4.99	4.99						



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Thanksgiving 2015  
**CURED PORK**

State	Supermarket	Label	Spiral Cut Hams Bone-in		Bone-in/Semi-Boneless			Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions
			Whole	Half	Whole	Butt	Shank	Whole	Half	1/4	bone-in	bone-in		
KS <i>(cont)</i>	G&W Foods	Best Choice	1.88	1.88										limit 1
		Sugardale			1.78									
		Cook's					1.48							
	Hen House	Smithfield	1.99											
		Hormel Cure 81						4.49	4.49					
		Cook's					1.89	1.89						
	Homeland Stores	Cook's					1.69	1.49						
		Frick's			2.49									
		Hormel Cure 81	1.99	1.99										
	Hy-Vee	Cook's					1.99							
		Hy-Vee	2.19	2.39										
		Frick's										4.99		
	Lowe's	Cook's					1.59							
		Smithfield	3.69											
	Price Chopper	Cook's					1.79							
		Farmland						3.29						
		Smithfield		2.29										
	Save-a-Lot	Sugardale	1.69			1.39	1.19							
	Sprout's	Sprout's	2.49											
	Sun Fresh	Cook's			1.59	1.79	1.79							
		Smithfield		2.49						3.29				
		Farmland						3.69	3.69					
	Target	Hormel Cure 81	1.98	2.18										
		Archer Farms	1.99											
	The Fresh Market	n/i	2.99											
	Walmart	Sam's Choice	1.94											
	Whole Foods Mntn	n/i	6.99											
Woods Supermarket	Frick's				1.38	1.28								
	Kretschmar	2.48					2.49							
	Cook's			1.68	1.58	1.38								
	Sugardale				1.58	1.38								
	Best Choice	1.88												
	Hillshire Farm		1.98											
LA	AG Baton Rouge	John Morrell						1.99						
		Smithfield	1.99			1.29	1.19							

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**CURED PORK**

State	Supermarket	Label	Spiral Cut Hams		Bone-in/Semi-Boneless			Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions
			Bone-in		Whole	Butt	Shank	Whole	Half	1/4	bone-in	bone-in		
			Whole	Half										
LA <i>(cont)</i>	Albertsons Southern	Cook's	2.99			1.79	1.79							
		Hormel	3.99											
	Breaux Mart	Hormel Cure 81						3.99	3.99					
		Bryan						3.99	3.99					
	Brookshire's	Chisisis Pride						3.49						
		Smithfield	1.89			1.29	1.19							
		Cook's				1.79	1.59							
	Kroger Dallas	Hormel Cure 81						3.99	3.99					
		Kroger	1.99	1.99										w/ store card
	Kroger Houston	Cook's					1.29							
		Private Selection	2.99											
		Kroger	1.99	1.99										w/ store card
	LeBlanc's	Cook's					1.29							
		Private Selection	2.99											
	Mac's Fresh	Smithfield		1.99			1.29							
		John Morrell						2.99						
	Market Basket	Jamestown					1.29							
		Best Choice		1.89										
	Ramey's	Carolina Pride					1.49							
		Cook's					1.29							limit 2
	Rouses	Sugardale				1.48	0.98					2.98		
		Best Choice	1.75											
	Save-a-Lot	Smithfield									2.98			
		Hormel Cure 81		1.98										
	Super 1 Foods	Sugardale					0.99							
		Sugardale	1.69				1.39	1.19						
	Target	Cook's					1.77	1.57						
		Hormel Cure 81	1.77											
	The Fresh Market	Archer Farms	1.99											
		n/i	2.99											
	Winn-Dixie	Walmart	1.94											
		Sam's Choice	1.94											
Whole Foods SW	American Homestead	5.99												
	Wellshire	5.99												
Winn-Dixie	Hickory Sweet		1.75			1.25							w/ store card	
	Hickory Sweet		3.00			2.00							w/o store card	
	Hormel Cure 81							3.50	3.50				w/ store card	
	Hormel Cure 81							7.00	7.00				w/o store card	

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**CURED PORK**

State	Supermarket	Label	Spiral Cut Hams Bone-in		Bone-in/Semi-Boneless			Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions	
			Whole	Half	Whole	Butt	Shank	Whole	Half	1/4	bone-in	bone-in			
MO	Affiliated Midwest	Sugardale				1.19	1.19								
		Hormel Cure 81						3.88	3.88						
		Double G							3.49			2.99			
	ALDI	John Morrell		1.88		1.98	1.98								
		Farmland							2.99						
		Specially Selected	1.89												
	Apple Market	Appleton Farms		1.49				2.99							spiral cut
		Smithfield		2.59							3.99				
	C&R Supermarket	Farmland								3.69					
		Best Choice	1.99	1.99											
		Cook's					1.69								
		Hormel Cure 81		1.78											
		Frick's				1.89	1.69								
	County Market	Sugardale				1.18	0.98								
		Kretschmar						2.49	2.69						
		Frick's			2.29	1.89	1.69								
		Korn Top			2.29	1.89	1.69								
	Country Mart	Kretschmar	2.39					2.49							
		Double G						2.89	2.99						
		Kentucky Legend							3.99						
		Cook's			1.59	1.79	1.79						3.29		
		Smithfield		2.49							3.29				
	Dierberg's	Farmland						3.69	3.69						
		Hormel Cure 81	1.98	2.18											
		Dierberg's		2.47				3.17							
	Food Giant	Kretschmar		2.97											
		Sugardale				1.18	0.98								
	Fresh Thyme	Sugartree	1.98								3.98				
Kentucky Legend															
G&W Foods	Fresh Thyme	1.99													
	Best Choice	1.88	1.88											limit 1	
Gerbe's	Sugardale			1.78											
	Cook's					1.48									
	Kroger	1.99												limit 2	
	Cook's				1.79	1.79								limit 2	
				2.99											

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State	Supermarket	Label	Spiral Cut Hams		Bone-in/Semi-Boneless			Boneless			Smoked	Ham	Country	Conditions
			Bone-in		Whole	Butt	Shank	Whole	Half	1/4	Picnic	Steak		
			Whole	Half							bone-in	bone-in		
MO <i>(cont)</i>	Gerbe's <i>(continued)</i>	Private Selection												
		Hormel Cure 81						4.99	4.99	3.99				
	Harp's	Hormel Cure 81	2.19	2.39			1.99							
		Cook's		2.49			1.59	1.49				3.49		
	Harter House	Wright							3.79					spiral cut
		Kentucky Legend								3.99	4.49			
		Primrose								2.99				
		Our Best			1.99									
		Sugardale				1.39	1.19							
	Hays Grocer	Hormel Cure 81		1.99				3.99						
		Best Choice	1.98	1.98										
		Cook's		2.48			1.68	1.48						
		John Morrell			3.28			4.48	4.68					
		Kretschmar	2.48											
	Hen House	Petite Jean		3.28										
		Ozark Pride			2.18									
		Carolina Pride						2.88						
		Kentucky Legend								4.29				
		Smithfield	1.99											
	Hy-Vee	Hormel Cure 81						4.49	4.49					
		Cook's					1.89	1.89						
		Cook's					1.99							
	Kroger Central	Hy-Vee	2.19	2.39										
		Frick's										4.99		
		Kroger	1.99										w/ store card	
	Kroger Delta	Private Selection	2.99											w/ store card
		Cumberland Gap			1.99									w/ store card
Cook's						1.49							w/ store card	
Smithfield			2.49				1.69						w/ store card	
John Morrell			2.49										w/ store card	
Lucky's Market	Kroger						2.99						w/ store card	
	Lucky's	3.49												
Moser's	Creekstone Farms								5.99				ABF	
	Best Choice	1.78	1.78											
	Cook's			1.48		1.68								
	Frick's				1.39	1.39								
		Smithfield		2.49					3.79					

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**CURED PORK**

State	Supermarket	Label	Spiral Cut Hams		Bone-in/Semi-Boneless			Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions	
			Bone-in		Whole	Butt	Shank	Whole	Half	1/4	bone-in	bone-in			
			Whole	Half											
MO <i>(cont)</i>	Moser's	Farmland						3.69	3.69						
	<i>(continued)</i>	Hormel Cure 81						3.99	4.19	4.49					
	Prenger Foods	Frick's													
		Smithfield		1.97											
		Cook's				1.47									
		Farmland							2.97						
	Price Chopper	Cook's													
		Farmland							3.29						
		Smithfield			2.29										
	Pyramid Foods	Sugardale					1.49	1.29							
		Best Choice		1.89											
		Hormel Cure 81							3.99						
		Cook's				1.69									
	Save-a-Lot	Sugardale		1.69			1.39	1.19							
	Schnuck's	Frick's					1.89	1.69					3.79		
		Kretschmar							3.29		4.99				
		Double G									4.99				
		Kentucky Legend									4.99				
		Schnuck's		2.29											
		CB Old Country Store		4.29											
	Shop'n Save	Kretschmar		1.99											
		Frick's						1.59			2.99				
	Sprout's	Sprout's		2.49											
	Sun Fresh	Cook's				1.59	1.79	1.79							
		Smithfield			2.49							3.29			
		Farmland							3.69	3.69					
	Target	Archer Farms		1.99											
	The Fresh Market	n/i		2.99											
	Twn&Cntry Grocer	Kretschmar							2.48						
		Cook's				1.69	1.49	1.39							
		Best Choice			2.19										
		Our Farms							1.75						
Twn&Cntry Sprmkt	Primrose									2.29					
	Country Ribbon							2.39							
	Kretschmar							2.28	2.48						
	Cook's					1.28	1.08							spiral cut	

**U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS**  
 prices in \$US per pound unless otherwise noted.

Thanksgiving 2015  
**CURED PORK**

State	Supermarket	Label	Spiral Cut Hams Bone-in		Bone-in/Semi-Boneless			Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions
			Whole	Half	Whole	Butt	Shank	Whole	Half	1/4	bone-in	bone-in		
<b>MO</b> <i>(cont)</i>	Twn&Cntry Sprmkt <i>(continued)</i> Walmart Woods Supermarket	Best Choice		1.88										limit 1
		Sugardale			1.58									
		Sam's Choice	1.94											
		Frick's				1.38	1.28							
		Kretschmar	2.48					2.49						
		Cook's			1.68	1.58	1.38							
		Sugardale				1.58	1.38							
		Best Choice	1.88											
	Hillshire Farm		1.98											
<b>NM</b>	Affiliated Foods	Hormel Cure 81	1.99					4.19	4.19	4.79				limit 2
		Cook's				1.49	1.29							
	Albertsons SW	Cook's				1.69	1.69							
		Hormel Cure 81	1.88											
	Basha's	Hormel Cure 81	2.49											
		Farmland						1.99						
	Dollar General Market	Cook's				1.99	1.49							
		John Morrell						1.65						
	John Brooks	Kentucky Legend								4.35				
		Cook's				1.49	1.29							
	King Soopers	Hormel Cure 81	1.99					4.19	4.19	4.79				
		Cook's				1.29	1.29							
	Lawrence Bros.	Private Selection	2.49							3.99				
		Cook's									3.29			
	Los Altos	n/i				1.39	1.19							
		n/i			1.99									
	Lowe's	Cook's					1.59							
		Smithfield	3.69											
	Safeway Denver	Hormel Cure 81		1.99					4.99					
		Cook's					1.49			2.99				
Safeway Select														
Smith's	Sugardale	1.89			1.29	1.19								
	Kroger						2.99	2.99						
Sprout's	Sprout's	2.49												
Target	Archer Farms	1.99												
Walmart	Sam's Choice	1.94												
Whole Foods Mntn	n/i	6.99												

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Thanksgiving 2015  
**CURED PORK**

State	Supermarket	Label	Spiral Cut Hams Bone-in		Bone-in/Semi-Boneless			Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions
			Whole	Half	Whole	Butt	Shank	Whole	Half	1/4	bone-in	bone-in		
OK	Affiliated Foods	Hormel Cure 81	1.99					4.19	4.19	4.79				
		Cook's				1.49	1.29							
	Affiliated Midwest	Double G							3.49			2.99		
	ALDI	Specially Selected	1.89											
		Appleton Farms		1.49				2.99						spiral cut
	Buy for Le\$\$	Sugardale					0.99							
	Country Mart	Cook's			1.59	1.79	1.79						3.29	
		Smithfield		2.49							3.29			
		Farmland						3.69	3.69					
		Hormel Cure 81	1.98	2.18										
	Dollar General Market	John Morrell						1.65						
		Kentucky Legend									4.35			
	Harp's	Hormel Cure 81	2.19	2.39			1.99							
		Cook's		2.49			1.59	1.49				3.49		
		Wright						3.79						spiral cut
		Kentucky Legend							3.99	4.49				
	Homeland Stores	Cook's					1.69	1.49						
		Frick's			2.49									
		Hormel Cure 81	1.99	1.99										
	Market Square	Cook's					1.49	1.29						
		Hormel Cure 81						4.19	4.19	4.79				
	Nichols	Cook's			1.69		1.29							
		Frick's			2.19	1.69	1.69							
		Hormel Cure 81						3.99	3.99					
		Kentucky Legend						3.69	3.69	3.99				
	Pyramid Foods	Sugardale					1.49	1.29						
		Best Choice	1.89											
	Hormel Cure 81						3.99							
	Cook's			1.69										
Reasor's	Redbud Farms					1.48	1.28							
	Hormel Cure 81		1.98										limit 2	
Rehkopf's	Cook's					1.39	1.19							
	Best Choice		1.99											
Save-a-Lot	Sugardale	1.69				1.39	1.19							
Sprout's	Sprout's	2.49												
Target	Archer Farms	1.99												
The Fresh Market	n/i	2.99												

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Thanksgiving 2015

**CURED PORK**

State	Supermarket	Label	Spiral Cut Hams		Bone-in/Semi-Boneless			Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions
			Bone-in		Whole	Butt	Shank	Whole	Half	1/4	bone-in	bone-in		
OK <i>(cont)</i>	Walmart	Sam's Choice	1.94											
	Warehouse Markets	Kentucky Legend						3.74	3.74					
		Sugardale			1.69		1.49							2.89
		Best Choice		1.79										
	Whole Foods SW	American Homestead	5.99											
		Wellshire	5.99											
TX	Affiliated Foods	Hormel Cure 81	1.99					4.19	4.19	4.79				
		Cook's				1.49	1.29							
	Albertsons Southern	Cook's		2.99			1.79	1.79						
		Hormel		3.99										
	Albertsons SW	Hormel Cure 81						3.99	3.99					
		Cook's				1.69	1.69							
		Hormel Cure 81		1.88										limit 2
	ALDI	Hormel Cure 81		2.49										
		Specially Selected		1.89										
		Appleton Farms			1.49			2.99						spiral cut
	Arlan's Market	Cook's				2.19	1.89							
	Brookshire's	Cook's				1.79	1.59							
	Brookshire Bros.	Hormel Cure 81						3.99	3.99					
		Cook's				1.79	1.69							
	Diamond IGA	Hormel Cure 81						4.99	4.99					
		Best Choice		2.99										
		Cook's				1.39	1.19							
	Fiesta Mart	Sugardale				1.39	1.39							limit 2
	Food Town	Cook's		1.88	2.79	1.29	1.29					2.99		
		Sugardale		1.88		1.29	1.29							
	Foodarama	Cook's					1.27							w/ \$10 purchase; limit 1
		n/i									1.27			
	H-E-B	Smithfield				1.47	1.27							
Homeland Stores	Hill Country		1.74			1.99	1.79							
	Cook's					1.69	1.49							
	Frick's			2.49										
Kroger Dallas	Hormel Cure 81		1.99	1.99										
	Kroger		1.99	1.99									w/ store card	
	Cook's					1.29								
	Private Selection		2.99											



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**Thanksgiving 2015  
 CURED PORK**

State	Supermarket	Label	Spiral Cut Hams		Bone-in/Semi-Boneless			Boneless			Smoked	Ham	Country	Conditions
			Bone-in	Bone-in	Whole	Butt	Shank	Whole	Half	1/4	Picnic	Steak		
			Whole	Half							bone-in	bone-in	Ham	
TX (cont)	Kroger Houston	Kroger	1.99	1.99				2.99	2.99					w/ store card
		Cook's					1.29							
		Private Selection	2.99											
	La Fiesta	Cook's					1.57							
		Lawrence Bros.										3.29		
	Los Altos	n/i				1.39	1.19							
		n/i			1.99									
	Lowe's	Cook's					1.59							
		Smithfield	3.69											
	Malone's	Cook's					1.49							
		Market Basket					1.29							
	Market Square	Cook's				1.49	1.29							
		Hormel Cure 81						4.19	4.19	4.79				
	Minyard's	Cook's			1.89	1.69	1.59							
		Best Choice		2.49										
	Minyards Sunfresh	Cook's				1.69	1.59							
		Hormel Cure 81	3.29	3.29										
	Randall's	Smithfield		2.69						3.99				
		Cook's		2.49		1.99	1.79							
		Safeway Farms	2.49											
	Rehkopf's	Cook's				1.39	1.19							
		Best Choice		1.99										
	Save-a-Lot	Sugardale	1.69			1.39	1.19							
	Seller Bros.	Cook's					0.99							
		Cook's		1.99		1.29	1.29							
	Sprout's	Sprout's	2.49											
	Super 1 Foods	Cook's				1.77	1.57							
		Hormel Cure 81	1.77											
	Target	Archer Farms	1.99											
	The Fresh Market	n/i	2.99											
The United Family	Hormel Cure 81	1.57					4.49							
	Cook's					1.69								
Tom Thumb	Cook's	2.49	2.49		1.89	1.89								
	Smithfield	3.99												
Vista Market	Hormel Cure 81						3.99	3.99						
	Cook's				1.59	1.29								
	John Morrell	2.49												

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Thanksgiving 2015  
**CURED PORK**

State	Supermarket	Label	Spiral Cut Hams		Bone-in/Semi-Boneless			Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions	
			Bone-in		Whole	Butt	Shank	Whole	Half	1/4	bone-in	bone-in			
TX <i>(cont)</i>	Walmart	Sam's Choice	1.94												
	Whole Foods SW	American Homestead	5.99												
		Wellshire	5.99												
UT	Albertsons Mntn	n/i				1.69									
		Smithfield								3.99					
		Hormel Cure 81	2.49												
	Associated Food	Cook's				1.39	1.19								
		Hormel Cure 81		1.89				3.99	3.99						
		n/i		1.49											
		Western Family				1.39	1.19								
	Fresh Market	John Morrell	1.99												
		Cook's				1.39									
		Western Family						3.79							
		Hormel Cure 81	1.89					3.99	3.99						
		John Morrell									4.99				
	King Soopers	Cook's				1.29	1.29								
		Private Selection	2.49								3.99				
	Ream's	Sugardale	2.29			1.59	1.29								
	Ridley's	John Morrell						2.99							
		Farmland						1.98							
		Sugardale		1.78		1.28	1.18								
		John Morrell		1.78											
		n/i		1.17											
	Smith's	Sugardale	1.89			1.29	1.19								
		Kroger						2.99	2.99						
	Sprout's	Sprout's	2.49												
	Stokes Market	n/i		1.29											
		Western Family				1.39	1.19								
		John Morrell		1.99											
	Farmland						1.99								
Target	Archer Farms	1.99													
Walmart	Sam's Choice	1.94													
Whole Foods Mntn	n/i	6.99													

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**CURED PORK**

State	Supermarket	Label	Spiral Cut Hams		Bone-in/Semi-Boneless			Boneless			Smoked	Ham	Country Ham	Conditions
			Bone-in		Whole	Butt	Shank	Whole	Half	1/4	Picnic	Steak		
SOUTHWESTERN U.S. - CA,HI,NV														
CA	Albertsons SoCal	Hormel Cure 81		2.49						3.99				
		Farmer John		2.99		1.99								
		Cook's				1.59	1.59				3.49			
	Andronico's	Andronico's				5.49								
		Big Saver	Sunnyvalley				1.69							
	Dollar General Market	John Morrell							1.65					
		Kentucky Legend									4.35			
	El Super	John Morrell	2.47											
	Food 4 Less	Farmer John		2.49		1.99								
	Holiday Market	Sunnyvalley				1.69	1.69			4.99				
		Cook's	2.49									4.49		
	Lucky	Farmer John	BOGO											
		Cook's	1.97											
	Lunardi's	Lunardi's	3.99						4.99					
	Mar-Val Foods	Sunnyvalley		1.99										
		Mar-Val				3.99								
	Mi Pueblo	Cook's	2.49											
	Mollie Stone's	Mollie Stone's			3.99				5.99					
	Murphy's Markets	Premiere Brand							3.99					
	New Seasons	n/i	4.99		3.99				5.99					ABF
	Northgate	Farmer John			1.99	1.99								
	Nugget Market	Sunnyvalley			1.99									w/ store card
		Sunnyvalley			3.49									w/o store card
		Hillshire Farm	2.49											w/ store card
	Raley's	Hillshire Farm	3.59											w/o store card
		Raley's	1.99	1.99										
	Ralph's	Private Selection	1.77											
	Rancho San Miguel	Farmer John				1.47								limit 2
		Sunnyvalley				1.59								
		Farmer John				1.99								
	Ray's Food Place	Farm Fresh					1.49							
		n/i										4.49		
Safeway NorCal	Safeway Select		2.99		1.89	1.89		3.99						
	Safeway		2.29											
Save-a-Lot	Sugardale	1.69			1.39	1.19								

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**CURED PORK**

State	Supermarket	Label	Spiral Cut Hams		Bone-in/Semi-Boneless			Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions	
			Bone-in		Whole	Butt	Shank	Whole	Half	1/4	bone-in	bone-in			
CA <i>(cont)</i>	Save Mart	Farmer John	BOGO		2.49										
		John Morrell					3.49	3.99							
		Hillshire Farm		2.99											
		CB Old Country Store		3.99											
		Hormel Cure 81		1.97											
		Cook's		1.97											
		Sunnyvalley		1.97											
		Smart & Final	Farmer John	1.99	1.99										limit 1
		Sprout's	Sprout's	2.49											
		Stater Bros.	Smithfield	2.99											
	Super A Foods	Farmer John				1.99	1.99								
		Farmer John	2.29												
	Superior Grocers	Sunnyvalley				0.97	0.97								w/ \$25 purchase
		Farmer John				1.99	1.99								
	Target	Archer Farms	1.99												
	The Fresh Market	n/i	2.99												
	Vallarta	Farmer John			2.49		1.99								
		Cook's					1.59	1.59							
		Hormel Cure 81			2.49										
		Cook's					1.59	1.59			3.49		3.99		
Vons/Pavilion's	Hormel Cure 81			2.49											
	Farmer John			2.99		1.99	1.99							local	
Walmart	Safeway Select									2.99					
	Sam's Choice	1.94													
Whole Foods NorCal	Wellshire Farms	7.69	7.99	7.69	5.99				7.99						
Whole Foods SthPac	American Homestead	6.99												ABF	
	Pederson's		5.99											ABF	
Wellshire Farms	Wellshire Farms	6.99													
HI	Don Quijote	Farmer John	2.99		2.29	2.49	2.29								
		Hormel Cure 81						5.99							
	Foodland	Farmer John		2.99	2.69		2.29								
		Farmer John				1.99	1.99								
	KTA Super Stores	Sugardale				1.99	1.99								
		Safeway Select		3.49		1.99	1.99			4.99					
	Safeway NorCal	Safeway		2.49											
Target	Archer Farms	1.99													

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State	Supermarket	Label	Spiral Cut Hams Bone-in		Bone-in/Semi-Boneless			Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions
			Whole	Half	Whole	Butt	Shank	Whole	Half	1/4	bone-in	bone-in		
HI <i>(cont)</i>	Times Supermarket	Farmer John Sunnyvalley			2.19	2.19	1.89							
	Whole Foods SthPac	American Homestead	6.99			1.69	1.59							ABF
		Pederson's		5.99										ABF
		Wellshire Farms	6.99											
NV	Albertsons SW	Cook's				1.69	1.69							
		Hormel Cure 81	1.88											limit 2
		Hormel Cure 81	2.49											
		Associated Food	Cook's				1.39	1.19						
		Hormel Cure 81		1.89				3.99	3.99					
		n/i		1.49										
		Western Family				1.39	1.19							
	Dollar General Market	John Morrell	1.99											
		John Morrell						1.65						
	El Super	Kentucky Legend								4.35				
		John Morrell	2.47											
	Raley's	Raley's	1.99	1.99										
	Ridley's	Farmland						1.98						
		Sugardale		1.78		1.28	1.18							
		John Morrell		1.78										
		n/i		1.17										
	SK Super King	Farmer John				1.59								
	Safeway NorCal	Safeway Select		2.99		1.89	1.89		3.99					
		Safeway		2.29										
	Save-a-Lot	Sugardale	1.69			1.39	1.19							
	Scolari's	Sunnyvalley	2.49				0.99							
	Smart & Final	Farmer John	1.99	1.99										limit 1
	Smith's	Sugardale	1.89			1.29	1.19							
		Kroger						2.99	2.99					
	Sprout's	Sprout's	2.49											
	Target	Archer Farms	1.99											
	Vons/Pavilion's	Cook's				1.59	1.59			3.49		3.99		
Hormel Cure 81			2.49					3.99						
Farmer John			2.99		1.99	1.99							local	
Safeway Select								2.99						
Walmart	Sam's Choice	1.94												
Whole Foods NorCal	Wellshire Farms	7.69	7.99	7.69	5.99			7.99						

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State	Supermarket	Label	Spiral Cut Hams Bone-in		Bone-in/Semi-Boneless			Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions
			Whole	Half	Whole	Butt	Shank	Whole	Half	1/4	bone-in	bone-in		
NV <i>(cont)</i>	Whole Foods SthPac	American Homestead	6.99											ABF
		Pederson's		5.99										ABF
		Wellshire Farms	6.99											

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State	Supermarket	Label	Spiral Cut Hams Bone-in		Bone-in/Semi-Boneless			Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions
			Whole	Half	Whole	Butt	Shank	Whole	Half	1/4	bone-in	bone-in		
<b>NORTHWESTERN U.S. - AK,ID,MT,OR,WA,WY</b>														
AK	AC Value Center	Hormel		2.68										
		Essential Everyday							3.28					
	Alaskan & Proud	n/i				1.49	1.49					3.98		
		Ripple Creek	1.98											
	Carr's/Safeway	Hempler's							5.99					
		Hormel Cure 81	2.29											
		Cook's			2.29		2.29							
		Carando		3.49										
		Safeway Select							4.49					
	Fred Meyer	Kroger	1.89											
		Private Selection	3.49											
	IGA Hometown Proud	Farm Fresh					1.59							
		Essential Everyday								3.29				
		Hormel Cure 81							4.99	4.99				
Meyers Group IGA	Farm Fresh					1.49								
	Essential Everyday								3.29					
	Hormel Cure 81							4.99	4.99					
Three Bears Alaska	Sunnyvalley					1.69	1.69							
Walmart	Sam's Choice	1.94												
ID	Albertsons Mntn	n/i				1.69								
		Smithfield								3.99				
		Hormel Cure 81	2.49											
	Associated Food	Cook's				1.39	1.19							
		Hormel Cure 81		1.89					3.99	3.99				
		n/i		1.49										
		Western Family				1.39	1.19							
		John Morrell	1.99											
	Family Foods	Cook's		1.89		1.68	1.48							
	Fred Meyer	Kroger	1.69											
		Private Selection	2.99											
	Harvest Foods	John Morrell	1.98							2.98	2.98			
		Kretschmar								2.98	2.98			
	IGA Markets	Farm Fresh				1.29	1.29							
	Essential Everyday								2.99					
	Hormel Cure 81							4.49	4.49					
Paul's Market	n/i		1.39		1.49	1.29								

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State	Supermarket	Label	Spiral Cut Hams Bone-in		Bone-in/Semi-Boneless			Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions
			Whole	Half	Whole	Butt	Shank	Whole	Half	1/4	bone-in	bone-in		
ID (cont)	Ridley's	Farmland						1.98						
		Sugardale		1.78		1.28	1.18							
		John Morrell		1.78										
		n/i		1.17										
	Rosauer's	John Morrell		2.19			2.39			2.69				
		Kretschmar									2.69			
		Cook's					1.69	1.39				2.99		
		Hempler's							2.99					
	Safeway Seattle	Longhorn		1.99										
		Hempler's							4.99					
		Hormel Cure 81	1.99											
		Cook's			1.79		1.79							
	Smith's	Carando		2.99										
		Sugardale	1.89				1.29	1.19						
	Stokes Market	Kroger							2.99	2.99				
		n/i		1.29										
		Western Family					1.39	1.19						
	Super 1 Foods	John Morrell							1.99					
		John Morrell		2.18										
	Target	Archer Farms	1.99											
Walmart	Sam's Choice	1.94												
Whole Foods Mntn	n/i	6.99												
Yoke's Fresh	Longhorn	1.97												
	Kretschmar								2.99	2.99				
	John Morrell		2.29						2.99	2.99				
MT	Albertsons Mntn	n/i				1.69								
		Smithfield								3.99				
	Associated Food	Hormel Cure 81	2.49											
		Cook's					1.39	1.19						
		Hormel Cure 81		1.89					3.99	3.99				
		n/i		1.49										
	Family Foods	Western Family					1.39	1.19						
		John Morrell	1.99											
	Harvest Foods	Cook's		1.89			1.68	1.48						
		John Morrell	1.98							2.98	2.98			
		Kretschmar							2.98	2.98				



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Thanksgiving 2015  
**CURED PORK**

State	Supermarket	Label	Spiral Cut Hams		Bone-in/Semi-Boneless			Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions
			Bone-in		Whole	Butt	Shank	Whole	Half	1/4	bone-in	bone-in		
MT <i>(cont)</i>	IGA Markets	Farm Fresh				1.29	1.29							ABF
		Essential Everyday							2.99					
	Lucky's Market	Hormel Cure 81						4.49	4.49					
		Lucky's	3.49											
	Reynold's	Creekstone Farms								5.99				
		Western Family				1.59	1.19							
	Rosauer's	John Morrell		1.99										
		n/i		1.59										
		John Morrell		2.19		2.39			2.69					
		Kretschmar								2.69				
	Safeway Seattle	Cook's				1.69	1.39					2.99		
		Hempler's							2.99					
		Longhorn		1.99										
	Smith's	Hempler's							4.99					
Sugardale		1.89			1.29	1.19								
Stokes Market	Kroger						2.99	2.99						
	n/i		1.29											
Super 1 Foods	Western Family				1.39	1.19								
	John Morrell		1.99											
	Farmland						1.99							
Three Bears Alaska	John Morrell		2.18											
Walmart	Sunnyvalley				1.49	1.49								
		Sam's Choice	1.94											
OR	Albertsons Portland	Cook's				1.79	1.79						local	
		Hormel Cure 81	2.29											
		Hill's						5.49						
	Associated Food	n/i									2.99			
		Cook's				1.39	1.19							
		Hormel Cure 81		1.89				3.99	3.99					
		n/i		1.49										
	CenterPlace Market	Western Family				1.39	1.19							
		John Morrell	1.99											
		Cook's	1.88						3.38					
Family Foods	John Morrell							3.38						
	Kretschmar													
		Cook's		1.89		1.68	1.48							

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**CURED PORK**

State	Supermarket	Label	Spiral Cut Hams Bone-in		Bone-in/Semi-Boneless			Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions	
			Whole	Half	Whole	Butt	Shank	Whole	Half	1/4	bone-in	bone-in			
OR (cont)	Fred Meyer	Kroger	1.69												
		Private Selection	2.99												
	Haggen	Hormel Cure 81		2.49						4.49					
		Hempler's		3.99						3.99					local
	Harvest Foods	Kentucky Legend									4.99				
		John Morrell	1.98							2.98	2.98				
	IGA Markets	Kretschmar								2.98	2.98				
		Farm Fresh				1.29	1.29								
	IGA Market Fresh	Essential Everyday									2.99				
		Hormel Cure 81							4.49	4.49					
	Lamb's Market	Kentucky Legend							3.99						
		Cook's	1.99			1.49	1.29								
	Market of Choice	Western Family								3.99					
		Cook's				1.69	1.69								
	McKay's	Gusto		2.99											
		Beeler's		5.99											ABF
	New Seasons	Sunnyvalley				1.69	1.49								
		Cook's		1.99											
	QFC	Kentucky Legend									4.59				
		n/i	4.99		3.99				5.99						ABF
	Ray's Food Place	Hormel Cure 81		1.69											limit 2
		Cook's				1.29	1.29								limit 2
	Red Apple/Thriftway	Farm Fresh					1.49								
		n/i											4.49		
	Rosauer's	Western Family								3.99					
		Cook's		2.49		1.69	1.69								
	Roth's	John Morrell		2.19		2.39									
		Kretschmar									2.69				
Safeway Portland	Cook's				1.69	1.39					2.99				
	Hempler's							2.99							
Safeway Portland	Longhorn		1.99												
	Norbest		free											< 10 lbs.; w/ ham purchase	
Safeway Portland	Cook's		2.49												
	Hempler's							4.99							
Safeway Portland	Hormel Cure 81	1.99													
	Cook's			1.79		1.79									
		Carando		2.99											

**U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS**

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Thanksgiving 2015

**CURED PORK**

State	Supermarket	Label	Spiral Cut Hams Bone-in		Bone-in/Semi-Boneless			Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions
			Whole	Half	Whole	Butt	Shank	Whole	Half	1/4	bone-in	bone-in		
OR <i>(cont)</i>	Save-a-Lot	Sugardale	1.69			1.39	1.19							
	Select Markets	Western Family						3.99						
		Kentucky Legend								4.49				
	Target	Cook's				2.49	2.49							
	Walmart	Archer Farms	1.99											
	Walmart	Sam's Choice	1.94											
	Whole Foods NW	Wellshire Farms		5.99										
WA	Albertsons Portland	Cook's				1.79	1.79							
		Hormel Cure 81	2.29											
		Hill's						5.49						local
		n/i									2.99			
	CenterPlace Market	Cook's	1.88											
		John Morrell						3.38						
		Kretschmar						3.38						
	Family Foods	Cook's		1.89		1.68	1.48							
	Fred Meyer	Kroger	1.69											
		Private Selection	2.99											
	Haggen	Hormel Cure 81		2.49					4.49					
		Hempler's		3.99					3.99					local
		Kentucky Legend								4.99				
	Harvest Foods	John Morrell	1.98						2.98	2.98				
		Kretschmar							2.98	2.98				
	IGA Markets	Farm Fresh				1.29	1.29							
		Essential Everyday							2.99					
		Hormel Cure 81							4.49	4.49				
	IGA Market Fresh	Kentucky Legend							3.99					
		Cook's	1.99			1.49	1.29							
Metropolitan	Kurobuta	6.49		4.99	5.99			6.99						
	Hempler's							4.99						
	Kentucky Legend							5.49						
Meyers Group IGA	Farm Fresh					1.29								
	Essential Everyday								2.99					
	Hormel Cure 81							4.49	4.49					
New Seasons	n/i	4.99		3.99				5.99					ABF	
QFC	Hormel Cure 81		1.69										limit 2	
	Cook's				1.29	1.29							limit 2	

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Thanksgiving 2015  
**CURED PORK**

State	Supermarket	Label	Spiral Cut Hams		Bone-in/Semi-Boneless			Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions
			Bone-in		Whole	Butt	Shank	Whole	Half	1/4	bone-in	bone-in		
WA <i>(cont)</i>	Red Apple/Thriftway	Western Family							3.99					
		Cook's		2.49		1.69	1.69							
	Rosauer's	John Morrell		2.19			2.39							
		Kretschmar								2.69				
		Cook's				1.69	1.39					2.99		
	Saar's	Hempler's						2.99						
		Longhorn		1.99										
		Farm Fresh				1.49	1.49							
	Safeway Portland	Ripple Creek	1.69						4.99					
		Hempler's												
	Safeway Seattle	Hormel Cure 81	1.99											
		Cook's			1.79		1.79							
		Carando		2.99										
		Hempler's						4.99						
	Save-a-Lot	Hormel Cure 81	1.99											
		Cook's			1.79		1.79							
	Select Markets	Carando		2.99										
		Sugardale	1.69				1.39	1.19						
	Super 1 Foods	Western Family							3.99					
		Kentucky Legend									4.49			
Cook's						2.49	2.49							
Target	John Morrell		2.18											
	Archer Farms	1.99												
The Markets	John Morrell		2.28											
	Sugardale							2.48						
	Sunnyvalley							2.98						
Walmart	Hempler's		4.98	4.88	4.88							local		
	Sam's Choice	1.94												
Whole Foods NW	Wellshire Farms		5.99											
	Longhorn	1.97												
	Kretschmar								2.99	2.99				
Yoke's Fresh	John Morrell		2.29						2.99	2.99				
WY	Affiliated Midwest	Sugardale				1.19	1.19							
		Hormel Cure 81						3.88	3.88					
		Double G							3.49			2.99		
		John Morrell		1.88		1.98	1.98							

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Thanksgiving 2015  
**CURED PORK**

State	Supermarket	Label	Spiral Cut Hams Bone-in		Bone-in/Semi-Boneless			Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions	
			Whole	Half	Whole	Butt	Shank	Whole	Half	1/4	bone-in	bone-in			
WY <i>(cont)</i>	Affiliated Midwest <i>(continued)</i>	Farmland							2.99						
		Kretschmar						3.49	3.49						
	Albertsons Mntn	n/i				1.69									
		Smithfield									3.99				
	Associated Food	Hormel Cure 81	2.49												
		Cook's					1.39	1.19							
		Hormel Cure 81				1.89			3.99	3.99					
		n/i				1.49									
		Western Family					1.39	1.19							
	IGA Markets	John Morrell	1.99												
		Farm Fresh					1.29	1.29							
	King Soopers	Essential Everyday								2.99					
		Hormel Cure 81							4.49	4.49					
		Cook's					1.29	1.29							
	Lucky's Market	Private Selection	2.49									3.99			
		Creekstone Farms	4.99									5.99			
	Ridley's	Farmland							1.98						
		Sugardale				1.78	1.28	1.18							
		John Morrell				1.78									
		n/i				1.17									
		Hormel Cure 81				1.99					4.99				
	Safeway Denver	Cook's						1.49							
		Safeway Select									2.99				
Smith's	Sugardale	1.89				1.29	1.19								
	Kroger							2.99	2.99						
Walmart	Sam's Choice	1.94													

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**Thanksgiving 2015**

**FRESH PORK**

State	Supermarket	Label	Fresh Pork Leg		Loin Roasts				Shoulder Roasts				Sirloin Roasts		Tender loin	Conditions		
			Bone-in		Crown Roast	Loin		Center Cut		Boston Butt		Picnic		bn-in			bnls	
			Whole	Half		bn-in	bnls	bn-in	bnls	bn-in	bnls	bn-in	bnls					
<b>NORTHEASTERN U.S. - CT,DC,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT</b>																		
<b>CT</b>	ACME Markets	Hatfield							3.99									
	Adams	n/i	1.59	1.79	2.99		1.99		2.49		1.99							
	AF Basket	n/i	1.49									0.99				3.49		
	AG New England	n/i									1.99							
	Associated	Hatfield															4.99	
	Best Market	n/i	1.57				1.97						1.47				3.97	
	Big Y	Hormel															5.99	
	Bravo	n/i											0.99					
	C-Town	n/i															3.99	
	Food Bazaar	n/i	1.49	1.69									0.99					
	Geissler's	n/i							3.99									
	Highland Park	Farmland												2.49				
	Key Food	n/i											0.99					
	Kings	Chairman Reserve							3.99									3.99
	Marc's	Amish Valley									2.99							
	Price Chopper	n/i							2.99	1.59								
Price Rite	n/i						1.99											
Save-a-Lot	n/i						1.79											
ShopRite	n/i																3.99	
Stop & Shop	Stop & Shop											0.99					3.99	
The Fresh Market	n/i				5.99													
<b>DC</b>	Safeway Eastern	Smithfield							2.49									
	Save-a-Lot	n/i						1.79										
	Whole Foods MdAtlc	n/i	3.99		7.99			7.99	6.49									
		n/i				5.49											ABF	
<b>DE</b>	ACME Markets	Hatfield							3.99									
	Great Valu Markets	n/i					1.99		2.59	2.29						3.99		
	Redner's	n/i										0.98					w/ store card	
		n/i										1.98					w/o store card	
	Safeway Eastern	Smithfield							2.49									
	Save-a-Lot	n/i					1.79											
	ShopRite	n/i															3.99	
Shurfine	n/i								1.49		1.59							
<b>MA</b>	Adams	n/i	1.59	1.79	2.99		1.99		2.49		1.99							
	AF Basket	n/i	1.49									0.99					3.49	
	AG New England	n/i									1.99							

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**Thanksgiving 2015  
 FRESH PORK**

State	Supermarket	Label	Fresh Pork Leg		Loin Roasts				Shoulder Roasts				Sirloin Roasts		Tender loin	Conditions	
			Bone-in		Crown Roast	Loin		Center Cut		Boston Butt		Picnic		bn-in			bnls
			Whole	Half		bn-in	bnls	bn-in	bnls	bn-in	bnls	bn-in	bnls				
MA <i>(cont)</i>	Associated	Hatfield													4.99	w/ store card w/o store card	
	Big Y	Hormel													5.99		
	C-Town	n/i													3.99		
	Donelan's	n/i													2.99		
	Geissler's	n/i						3.99									
	Hannaford	Hannaford						2.29									
		Hannaford						3.39									
	Market Basket	n/i					1.89										
	Met Foods	n/i							2.99								
	Price Chopper	n/i							2.99	1.59							
	Price Rite	n/i					1.99										
	Save-a-Lot	n/i					1.79										
	Stop & Shop	Stop & Shop										0.99			3.99		
	The Fresh Market	n/i			5.99												
Trucchi's	n/i			3.99					2.29								
MD	ACME Markets	Hatfield						3.99							4.99	ABF w/ store card w/o store card	
	Associated	Hatfield													3.99		
	Great Valu Markets	n/i					1.99		2.59	2.29					3.49		
	Mars	n/i													3.99		
	Martin's Food Market	Giant			4.99												
		Nature's Promise								4.99							
	Price Rite	n/i					1.99										
	Redner's	n/i										0.98					
		n/i										1.98					
	Safeway Eastern	Smithfield						2.49									
	Save-a-Lot	n/i					1.79										
	Shop'n Save	n/i							2.49						3.99		
	Shoppers Food	Smithfield							2.59			1.59					
	ShopRite	n/i													3.99		
	Shurfine	n/i								1.49		1.59					
	The Fresh Market	n/i			5.99												
Weis	Swift							3.49			1.49						
Whole Foods MdAtl	n/i		3.99	7.99		7.99		6.49									
	n/i					5.49									ABF		
ME	AG New England	n/i									1.99					w/ store card w/o store card	
	Hannaford	Hannaford						2.29									
		Hannaford						3.39									

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**Thanksgiving 2015  
 FRESH PORK**

State	Supermarket	Label	Fresh Pork Leg		Loin Roasts				Shoulder Roasts				Sirloin Roasts		Tender loin	Conditions	
			Bone-in		Crown Roast	Loin		Center Cut		Boston Butt		Picnic		bn-in			bnls
			Whole	Half		bn-in	bnls	bn-in	bnls	bn-in	bnls	bn-in	bnls				
ME <i>(cont)</i>	Market Basket	n/i					1.89										
	Save-a-Lot	n/i					1.79										
NH	AG New England	n/i									1.99						
	Hannaford	Hannaford							2.29							w/ store card	
	Hannaford	Hannaford							3.39							w/o store card	
	Market Basket	n/i					1.89										
	Price Chopper	n/i							2.99	1.59							
	Price Rite	n/i						1.99									
	Save-a-Lot	n/i						1.79									
The Fresh Market	n/i			5.99													
NJ	ACME Markets	Hatfield							3.99								
	Associated	Hatfield													4.99		
	Best Market	n/i	1.57				1.97					1.47			3.97		
	Bravo	n/i										0.99					
	C-Town	n/i													3.99		
	Fine Fare	n/i		1.59					2.99				1.29				
	Food Bazaar	n/i	1.49	1.69									0.99				
	Great Valu Markets	n/i					1.99		2.59	2.29					3.99		
	Key Food	n/i											0.99				
	Kings	Chairman Reserve													3.99		
	Met Foods	n/i													3.99		
	Murphy's	Hatfield													3.99		
	Price Rite	n/i						1.99									
	Save-a-Lot	n/i						1.79									
	ShopRite	n/i													3.99		
	Stop & Shop	Stop & Shop											0.99		3.99		
	The Fresh Market	n/i			5.99												
	Thriftway	n/i		1.59											2.99		
Weis	Swift								3.49					1.49			
Western Beef	n/i			2.99			1.99							0.99			
Whole Foods MdAtl	n/i	3.99		7.99			7.99		6.49								
		n/i				5.49										ABF	
NY	ACME Markets	Hatfield							3.99								
	AF Basket	n/i	1.49									0.99			3.49		
	Associated	Hatfield													4.99		
	Best Market	n/i	1.57				1.97					1.47			3.97		
	Big M	1893 Premium					1.99		2.49						2.99		



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 FRESH PORK**

State	Supermarket	Label	Fresh Pork Leg		Loin Roasts				Shoulder Roasts				Sirloin Roasts		Tender loin	Conditions		
			Bone-in		Crown Roast	Loin		Center Cut		Boston Butt		Picnic		bn-in			bnls	
			Whole	Half		bn-in	bnls	bn-in	bnls	bn-in	bnls	bn-in	bnls					
NY (cont)	Bravo	n/i										0.99						
	C-Town	n/i														3.99		
	Fine Fare	n/i		1.59				2.99				1.29						
	Food Bazaar	n/i	1.49	1.69								0.99						
	Giunta's	n/i						3.99			3.49	1.29						
	Great American	1893 Premium														3.99		
	Hannaford	Hannaford						2.29									w/ store card	
	Hannaford	Hannaford						3.39									w/o store card	
	Key Food	n/i										0.99						
	King Kullen	n/i	1.29	1.49				2.99										
	Kings	Chairman Reserve						3.99								3.99		
	Met Foods	n/i						2.99										
	North Shore Farms	n/i			2.99							0.99						
	Peck's Market	n/i					1.99	2.49										
	Price Chopper	n/i						2.99		1.59								
	Price Rite	n/i						1.99										
	Save-a-Lot	n/i						1.79										
	Shop'n Save	n/i							2.49							3.99		
	ShopRite	n/i														3.99		
	Stop & Shop	Stop & Shop										0.99				3.99		
The Fresh Market	n/i			5.99														
Tops Market	Smithfield						2.99		1.99									
Trade Fair	n/i										0.99							
Uncle Giuseppe's	n/i			4.99														
Weis	Swift							3.49			1.49							
Western Beef	n/i			2.99		1.99					0.99							
PA	ACME Markets	Hatfield						3.99										
	Associated	Hatfield														4.99		
	Big M	1893 Premium					1.99	2.49								2.99		
	Boyer Food Market	n/i				1.67				BOGO								
	Bravo	n/i									0.99							
	C-Town	n/i														3.99		
	Family Owned Mrkt	n/i												1.59		2.99		
	Fine Fare	n/i		1.59				2.99				1.29						
	Foodland	n/i						2.99							2.49			
	Giant Food Stores	Giant			4.99											3.99		
	Nature's Promise									4.99							ABF	

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 FRESH PORK**

State	Supermarket	Label	Fresh Pork Leg		Loin Roasts				Shoulder Roasts				Sirloin Roasts		Tender loin	Conditions		
			Bone-in		Crown Roast	Loin		Center Cut		Boston Butt		Picnic		bn-in			bnls	
			Whole	Half		bn-in	bnls	bn-in	bnls	bn-in	bnls	bn-in	bnls					
PA <i>(cont)</i>	Gordon Food	n/i					1.99											
	Great Valu Markets	n/i					1.99		2.59	2.29						3.99		
	IGA Spartan-Nash	n/i														3.29		
	Kam's Foods	n/i					1.99			1.69	1.89					2.99		
	Key Food	n/i										0.99						
	Kuhn's	n/i												2.49				
	Martin's Food Market	Giant			4.99											3.99	ABF	
		Nature's Promise									4.99							
	Price Chopper	n/i							2.99	1.59								
	Price Rite	n/i						1.99										
	Redner's	n/i										0.98					w/ store card	
		n/i										1.98					w/o store card	
	Safeway Eastern	Smithfield							2.49									
	Save-a-Lot	n/i						1.79										
	Shop'n Save	n/i								2.49						3.99		
	ShopRite	n/i														3.99		
	Shurfine	n/i									1.49		1.59					
	ShurSave	ShurSave								2.99								
	The Fresh Market	n/i			5.99													
	Thorne's Market	Hormel				1.99				2.49						3.99		
Thriftway	n/i		1.59												2.99			
Tops Market	Smithfield								2.99	1.99								
Weis	Swift								3.49			1.49						
Whole Foods MdAtlc	n/i		3.99		7.99		7.99		6.49									
	n/i						5.49										ABF	
RI	Adams	n/i	1.59	1.79	2.99		1.99		2.49		1.99							
	Associated	Hatfield														4.99		
	Bravo	n/i										0.99						
	Dave's Marketplace	n/i							1.99									
	Price Rite	n/i					1.99											
	Save-a-Lot	n/i					1.79											
	Stop & Shop	Stop & Shop										0.99				3.99		
VT	AG New England	n/i									1.99							
	Hannaford	Hannaford							2.29								w/ store card	
		Hannaford							3.39								w/o store card	
	Price Chopper	n/i							2.99	1.59								
	Tops Market	Smithfield							2.99	1.99								

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**Thanksgiving 2015  
 FRESH PORK**

State	Supermarket	Label	Fresh Pork Leg		Loin Roasts				Shoulder Roasts				Sirloin Roasts		Tender loin	Conditions	
			Bone-in		Crown Roast	Loin		Center Cut		Boston Butt		Picnic		bn-in			bnls
			Whole	Half		bn-in	bnls	bn-in	bnls	bn-in	bnls	bn-in	bnls				
<b>SOUTHEASTERN U.S. - AL,FL,GA,KY,MS,NC,SC,TN,VA,WV</b>																	
AL	Food for Le\$\$	n/i								1.35							
	Food Giant	n/i					1.98		2.68	0.98						2.98	
	Greer's Market	Swift					2.18			1.31						2.72	
	Ingle's Markets	Ingle's					1.98		2.68						1.98		w/ store card
		Ingle's					4.08								4.18		w/o store card
	Kroger Atlanta	n/i			4.49		1.99			1.49						2.99	
	Kroger Nashville	n/i								1.99							
	Lucky's	Prairie Fresh								1.19							
	Piggly Wiggly HAC	n/i			2.49		1.69						0.79				w/ store card
		n/i			3.99												w/o store card
	Piggly Wiggly Hchn	n/i								0.98						2.98	
	Piggly Wiggly Inc	n/i								1.49							
	Piggly Wiggly JTM	n/i													2.99		
	Publix	Publix								1.99	2.29						w/ store card
		Publix								3.49	3.79						w/o store card
	Rameys	n/i								0.88							
	Rouses	Rouses							1.79	0.99							
	Save-a-Lot	n/i					1.79										
	Shop Rite	Tender Choice					1.99										
	Sprout's	n/i			3.99		1.99								2.49		
The Fresh Market	n/i			5.99													
United Grocery	n/i					1.79											
Vowell's	n/i					1.99											
Western Market	n/i					1.99											
Winn-Dixie	n/i							2.55									
FL	Albertsons Sthrn	Smithfield						1.99	2.49			0.99					limit 4
	Bravo	n/i	1.39	1.59								0.79					
	Food Giant	n/i					1.98		2.68	0.98						2.98	
	Gordon Food	n/i					1.99										
	Greer's Market	Swift					2.18			1.31						2.72	
	Harvey's Supermarket	n/i							2.49	1.99							w/ store card
		n/i							4.99	3.99							w/o store card
	Hitchcock's	Hitchcock's					1.79		2.29	1.19				1.99			
		n/i										1.19					
	Lucky's Market	n/i							2.99								
Piggly Wiggly Hchn	n/i								0.98						2.98		

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 FRESH PORK**

State	Supermarket	Label	Fresh Pork Leg		Loin Roasts				Shoulder Roasts				Sirloin Roasts		Tender loin	Conditions		
			Bone-in		Crown Roast	Loin		Center Cut		Boston Butt		Picnic		bn-in			bnls	
			Whole	Half		bn-in	bnls	bn-in	bnls	bn-in	bnls	bn-in	bnls					
FL <i>(cont)</i>	Presidente	n/i	0.68									0.88						
	Publix	Publix							1.99	2.29						w/ store card		
	Publix	Publix							3.49	3.79						w/o store card		
	Save-a-Lot	n/i																
	Sedano's	n/i										0.69		1.99		w/ \$10 purchase; limit 1		
	The Fresh Market	n/i			5.99													
	Western Beef	n/i										0.69						
Winn-Dixie	n/i							2.55										
GA	Bi-Lo	Gold Star							2.55								w/ store card	
	Bi-Lo	Gold Star							5.49								w/o store card	
	Food Depot	n/i								1.27		1.08						
	Food Giant	n/i									1.98				2.98			
	Food Pride	n/i								2.49								
	Food World	n/i			2.49									0.79			w/ store card	
	Food World	n/i			3.99												w/o store card	
	Galaxy Food	n/i																
	Galaxy Food	Smithfield															2.98	
	IGA	n/i									1.69		1.19				3.69	
	Ingle's Markets	Ingle's														1.98	w/ store card	
	Ingle's Markets	Ingle's														4.18	w/o store card	
	Harvey's Supermarket	n/i								2.49	1.99						w/ store card	
	Harvey's Supermarket	n/i								4.99	3.99						w/o store card	
	Kroger Atlanta	n/i			4.49						1.99						2.99	
	Lucky's Market	n/i									2.99							
	Piggly Wiggly Carolina	n/i												0.98			3.98	
	Piggly Wiggly Hchn	n/i									0.98						2.98	
	Piggly Wiggly JTM	n/i															2.99	
	Publix	Publix									1.99	2.29					w/ store card	
	Publix	Publix									3.49	3.79					w/o store card	
	Quality Food	n/i					1.39	1.99	2.19									
	Save-a-Lot	n/i						1.79										
Shop Rite	Tender Choice						1.99											
Sprout's	n/i			3.99			1.99								2.49			
The Fresh Market	n/i			5.99														
United Grocery	n/i						1.79											
Wayfield's	n/i									1.39		1.29						
Winn-Dixie	n/i								2.55									



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**Thanksgiving 2015  
 FRESH PORK**

State	Supermarket	Label	Fresh Pork Leg		Loin Roasts				Shoulder Roasts				Sirloin Roasts		Tender loin	Conditions	
			Bone-in		Crown Roast	Loin		Center Cut		Boston Butt		Picnic		bn-in			bnls
			Whole	Half		bn-in	bnls	bn-in	bnls	bn-in	bnls	bn-in	bnls				
MS <i>(cont)</i>	The Fresh Market	n/i			5.99												
	Vowell's	n/i					1.99										
	Winn-Dixie	n/i							2.55								
NC	Bi-Lo	Gold Star							2.55							w/ store card	
		Gold Star							5.49							w/o store card	
	Carlie C's IGA	n/i	1.88	2.08			1.88										
	Compare Foods	n/i							1.99			1.19				w/ \$125 purchase	
		n/i										free					
	Food Pride	n/i								0.99							
	Galaxy Food	n/i						1.98									
		Smithfield													2.98		
	Great Valu Markets	n/i						1.99	2.29	1.49					3.99		
	IGA	n/i						1.69		1.19					3.69		
	Ingle's Markets	Ingle's						1.98						1.98		w/ store card	
		Ingle's						4.08						4.18		w/o store card	
	Just \$ave Foods	Smithfield													3.98		
		Smithfield													BOGO		
	Kroger MdAtlantic	n/i								1.69					3.49		
	Lowe's Food	Smithfield								1.99					BOGO		
	Piggly Wiggly Retail	n/i	1.79														
Piggly Wiggly Stores	Fresh Buy						1.98		2.58								
	n/i	1.68															
Publix	Publix								1.99	2.29					w/ store card		
	Publix								3.49	3.79					w/o store card		
Save-a-Lot	n/i						1.79										
The Fresh Market	n/i				5.99												
United Grocery	n/i						1.79										
SC	Bi-Lo	Gold Star							2.55							w/ store card	
		Gold Star							5.49							w/o store card	
	Galaxy Food	n/i					1.98										
		Smithfield												2.98			
	Harvey's Supermarket	n/i							2.49	1.99						w/ store card	
		n/i							4.99	3.99						w/o store card	
	IGA	n/i					1.69			1.19					3.69		
Ingle's Markets	Ingle's					1.98						1.98			w/ store card		
	Ingle's						4.08					4.18			w/o store card		
Kroger Atlanta	n/i				4.49		1.99			1.49				2.99			

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 FRESH PORK**

State	Supermarket	Label	Fresh Pork Leg		Loin Roasts				Shoulder Roasts				Sirloin Roasts		Tender loin	Conditions	
			Bone-in		Crown Roast	Loin		Center Cut		Boston Butt		Picnic		bn-in			bnls
			Whole	Half		bn-in	bnls	bn-in	bnls	bn-in	bnls	bn-in	bnls				
SC <i>(cont)</i>	Lowe's Food	Smithfield								1.99				0.98	3.98	w/ store card w/o store card	
	Piggly Wiggly Carolina	n/i															
	Publix	Publix							1.99	2.29							
	Publix	Publix							3.49	3.79							
	Quality Food	n/i				1.39	1.99		2.19								
	Save-a-Lot	n/i					1.79										
	The Fresh Market	n/i			5.99												
TN	Chappell's	Excel								1.38				1.59 1.98 4.18	2.98	w/ store card w/o store card	
	E.W. James	n/i								0.98							
	Food Country USA	Butcher's Best					1.97		3.49								
	Food Giant	n/i					1.98		2.68	0.98							
	Gordon Food	n/i					1.99										
	H.G. Hill	n/i															
	Ingle's Markets	Ingle's					1.98										
		Ingle's					4.08										
	Kroger Delta	n/i			4.99		1.99										
	Kroger MdAtlantic	n/i							1.69				3.49				
	Kroger Nashville	n/i							1.99								
	Lucky's	Prairie Fresh							1.19								
	Osborne's	n/i							1.19								
	Publix	Publix							1.99	2.29							
		Publix							3.49	3.79							
	Save-a-Lot	n/i					1.79										
	Shop Rite	Tender Choice					1.99										
	Sprout's	n/i			3.99		1.99						2.49				
	Super Dollar	n/i										1.49					
	Superlo Foods	n/i							1.29								
The Fresh Market	n/i			5.99													
Twn&Cntry Grocer	n/i							0.99				1.49					
	United Grocery	n/i				1.79											
VA	Associated	Hatfield												4.99			
	Food Country USA	Butcher's Best					1.97		3.49								
	Galaxy Food	n/i					1.98										
		Smithfield												2.98			
	Great Valu Markets	n/i					1.99	2.29		1.49				3.99			
	Ingle's Markets	Ingle's					1.98						1.98		w/ store card		
		Ingle's					4.08						4.18		w/o store card		

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 FRESH PORK**

State	Supermarket	Label	Fresh Pork Leg		Loin Roasts				Shoulder Roasts				Sirloin Roasts		Tender loin	Conditions		
			Bone-in		Crown Roast	Loin		Center Cut		Boston Butt		Picnic		bn-in			bnls	
			Whole	Half		bn-in	bnls	bn-in	bnls	bn-in	bnls	bn-in	bnls					
VA <i>(cont)</i>	Kroger MdAtlantic	n/i								1.69						3.49	ABF	
	Lowe's Food	Smithfield								1.99								
	Martin's Food Market	Giant														3.99		
		Nature's Promise									4.99							
	Piggly Wiggly Retail	n/i	1.79															
	Piggly Wiggly Stores	Fresh Buy										1.98				2.58		
		n/i	1.68															
	Safeway Eastern	Smithfield											2.49					
	Save-a-Lot	n/i														1.79		
	Shoppers Food	Smithfield														2.59		
	Super Dollar	n/i																1.59
	The Fresh Market	n/i																1.49
Whole Foods MdAtl	n/i															5.99		
	n/i															7.99		
	n/i															3.99		
	n/i															7.99		
	n/i															5.49		
WV	Food Fair	Tender Choice															2.99	
	Foodland	Tender Choice																
	Galaxy Food	n/i															1.99	
		Smithfield															1.98	
	Great Valu Markets	n/i															1.99	
	Kroger Columbus	n/i															2.29	
	Kroger MdAtlantic	n/i															1.49	
	Martin's Food Market	Giant															1.69	
		Nature's Promise																4.99
	Piggly Wiggly Stores	Fresh Buy																1.98
		n/i	1.68															2.58
	Riesbeck's	n/i																2.49
	Save-a-Lot	n/i																1.79
	Shop'n Save	n/i																2.49
Weis	Swift																3.49	
																	1.49	



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**FRESH PORK**

State	Supermarket	Label	Fresh Pork Leg		Loin Roasts				Shoulder Roasts				Sirloin Roasts		Tender loin	Conditions	
			Bone-in		Crown Roast	Loin		Center Cut		Boston Butt		Picnic		bn-in			bnls
			Whole	Half		bn-in	bnls	bn-in	bnls	bn-in	bnls	bn-in	bnls				
<b>MIDWESTERN U.S. - IA,IL,IN,MI,MN,ND,NE,OH,SD,WI</b>																	
IA	Affiliated Midwest	Hormel					1.99										
		n/i							2.79								
	County Market	n/i							2.99								
	Family Foods	Farmland												1.89			
	Fareway	n/i							2.59								
	Food Pride	Premium Farms							2.39								
	Hometown Foods	Hormel					1.99				1.29						
	Hy-Vee	Hormel							2.99								3.99
	Jewel-Osco	Hormel			3.99			2.49									
	Lucky's Market	n/i							2.99								
	Maynard's	Smithfield							2.79								
	Price Chopper	n/i							2.99	0.93							3.99
	Quillin's	Hormel							1.89	1.59							
	Save-a-Lot	n/i					1.79										
	Schnuck's	Pride of the Farm			4.99						1.99						
Sunshine Foods	n/i							2.49									
The Fresh Market	n/i			5.99													
Whole Foods	n/i			7.99	6.99	7.99											
IL	Affiliated Midwest	Hormel					1.99										2.99
	Angelo Caputo's	Indiana Kitchen															2.99
		n/i			2.99			2.69	2.99								3.99
	Berkot's	n/i					1.99	2.49									
	Borowiak's IGA	n/i								1.18							
	Brookhaven	n/i															2.29
	Butera Market	n/i	1.29	1.49	3.99		1.79	1.79	1.39		0.99						limit 2
	Chiquita	n/i	1.29														
	County Market	n/i							2.99								
	Cub Foods	n/i							2.49								
	Dierberg's	Dierberg's															3.67
	El Guero	n/i	1.29							0.99							
	Fairplay Foods	n/i			3.49				2.79	1.29							2.49
	Fareway	n/i							2.59								
	Food Pride	Premium Farms							2.39								
	Fresh Thyme	n/i							2.99								
	Garden Fresh	n/i							2.99								2.99
Gordon Food	n/i					1.99											

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			Bone-in		Crown Roast	Loin		Center Cut		Boston Butt		Picnic		bn-in			bnls
			Whole	Half		bn-in	bnls	bn-in	bnls	bn-in	bnls	bn-in	bnls				
IL <i>(cont)</i>	Heinen's	Heinen's							3.99								
	Hy-Vee	Hormel							2.99							3.99	
	Jewel-Osco	Hormel			3.99			2.49									
	Jimenez	n/i	0.99	1.29						1.29							
	Joe Caputo & Sons	n/i						2.59	2.49	0.99							
	Kroger Louisville	n/i							2.49								
	Meijer	n/i					1.99					1.69					
	Pete's Fresh	n/i	0.99		3.49			1.89		0.99						2.99	
	Piggly Wiggly	Smithfield					1.99		2.49	1.39						3.49	
	Save-a-Lot	n/i					1.79										
	Schuetz's	Maschhoff Farms														2.97	local
	Schnuck's	Pride of the Farm			4.99						1.99					3.99	
	Shop & Save Market	n/i			2.39				1.99							2.89	
	Strack & VanTil	Smithfield					1.99		2.99	1.49		1.99				3.99	
		n/i			4.99												
	Sullivan's	n/i													1.99	3.99	
	Sunset Foods	Sunset										1.99					
	The Fresh Market	n/i			5.99												
	Tony's Finer Foods	n/i	0.99				1.99			0.99		1.29			2.49	2.99	
Ultra Foods	Smithfield					1.99		2.99	1.49		1.99				3.99		
	n/i			4.99					2.49								
Valli Produce	n/i	0.99		2.49		1.99					0.99						
Walt's Foods	Walt's														2.99		
Whole Foods	n/i			7.99	6.99	7.99											
IN	Al's Supermarket	n/i			3.99	BOGO			2.99	BOGO							
	Fresh Thyme	n/i							2.99								
	Gordon Food	n/i					1.99										
	Harvest	Indiana Kitchen												1.49			
	IGA Spartan-Nash	n/i														3.29	
	Jay C	Jay C					1.88										
	Jewel-Osco	Hormel			3.99			2.49									
	Kroger Louisville	n/i							2.49								
	Lucky's Market	n/i							2.99								
	Marsh	Marsh Signature														4.49	
	Martin's	Martin's			4.99												w/ store card
		Martin's			6.39												w/o store card
	Meijer	n/i					1.99					1.69					

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State	Supermarket	Label	Fresh Pork Leg		Loin Roasts					Shoulder Roasts				Sirloin Roasts		Tender loin	Conditions	
			Bone-in		Crown Roast	Loin		Center Cut		Boston Butt		Picnic		bn-in	bnls			
			Whole	Half		bn-in	bnls	bn-in	bnls	bn-in	bnls	bn-in	bnls					
IN <i>(cont)</i>	New Market	n/i					1.99									3.99		
	Save-a-Lot	n/i					1.79											
	Schnuck's	Pride of the Farm			4.99						1.99					3.99		
	Strack & VanTil	Smithfield					1.99		2.99	1.49		1.99				3.99		
		n/i			4.99													
	The Fresh Market	n/i			5.99													
	Ultra Foods	Smithfield					1.99		2.99	1.49		1.99				3.99		
		n/i			4.99						2.49						2.99	
	Walt's Foods	Walt's															2.99	
	Wesselman's	n/i							2.79								2.99	
Whole Foods	n/i			7.99	6.99	7.99												
MI	Affiliated Midwest	Hormel					1.99											
	Family Fare	n/i								1.49								
	Food Pride	n/i														3.29		
	Fresh Thyme	n/i							2.99									
	Glory Supermarket	n/i							1.98	1.49								
	Gordon Food	n/i																
	Hollywood Markets	n/i			4.59													
		Chairman's Reserve															3.69	
	Kroger Columbus	n/i																
	Lucky's Market	n/i								2.99								
	Martin's	Martin's			4.99													w/ store card
		Martin's			6.39													w/o store card
	Meijer	n/i										1.69						
	Plumbs/Duthlers	n/i												0.99				
	Polly's Market	n/i			2.99												3.49	
	Save-a-Lot	n/i																
	Super 1 Foods	Farmland												1.66				
Tadych's	Farmland								2.39							2.99		
Toms/Oleson's	n/i									1.49								
Valu Land	n/i												1.99					
VG's Foods	Spartan															3.99		
Whole Foods	n/i			7.99	6.99	7.99												
MN	Affiliated Midwest	Hormel					1.99											
		n/i							2.79									
	Cash Wise	Duroc			3.98													
	Farmland						1.68											

**U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS**  
 prices in \$US per pound unless otherwise noted.

Thanksgiving 2015  
**FRESH PORK**

State	Supermarket	Label	Fresh Pork Leg		Loin Roasts				Shoulder Roasts				Sirloin Roasts		Tender loin	Conditions		
			Bone-in		Crown Roast	Loin		Center Cut		Boston Butt		Picnic		bn-in			bnls	
			Whole	Half		bn-in	bnls	bn-in	bnls	bn-in	bnls	bn-in	bnls					
MN <i>(cont)</i>	Coborn's	Duroc			3.99													
		n/i										0.99						
	Cub Foods	n/i							2.49									
	Fareway	n/i							2.59									
	Festival	Farmland										2.49						
	Food Pride	n/i														3.29		
	Fresh Thyme	n/i							2.99									
	Hornbacher's	Hormel							2.49									
	Hy-Vee	Hormel							2.99								3.99	
	Marketplace Foods	Farmland									1.28						BOGO	
	Maynard's	Smithfield								2.79								
	Quillin's	Hormel							1.89	1.59								
	Save-a-Lot	n/i						1.79										
	Sunshine Foods	n/i								2.49								
	Super 1 Foods	Farmland												1.66				
Teal's Market	n/i								2.79									
Whole Foods	n/i			7.99	6.99	7.99												
ND	Albertsons Mntn	n/i						1.99		3.49								
	Cash Wise	Duroc			3.98													
		Farmland						1.68										
	Dan's	Our Family																
	Food Pride	n/i														3.29		
	Hornbacher's	Hormel							2.49									
	Leever's Foods	Hormel							2.68									
	Marketplace Foods	Farmland									1.28						BOGO	
Teal's Market	n/i							2.79										
NE	Affiliated Midwest	Hormel						1.99										
		n/i																
	Apple Market	n/i						1.98		2.49					1.28		3.59	
	Baker's	n/i						1.89										
	Fareway	n/i								2.59								
	Food Pride	n/i															3.29	
	Hy-Vee	Hormel								2.99							3.99	
	Russ's Market	Farmland								3.49							3.99	
	Safeway Denver	n/i						1.99			1.99							
	Super Saver	Farmland								2.97								
Whole Foods	n/i			7.99	6.99	7.99												

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**Thanksgiving 2015**

prices in \$US per pound unless otherwise noted.

**FRESH PORK**

State	Supermarket	Label	Fresh Pork Leg		Loin Roasts				Shoulder Roasts				Sirloin Roasts		Tender loin	Conditions		
			Bone-in		Crown Roast	Loin		Center Cut		Boston Butt		Picnic		bn-in			bnls	
			Whole	Half		bn-in	bnls	bn-in	bnls	bn-in	bnls	bn-in	bnls					
OH	Acme Fresh Market	Farmland								1.99						3.99	w/ store card	
		Farmland								3.49						5.99	w/o store card	
	Dave's Markets	Indiana Kitchen								1.99		1.59				3.99		
	Food Fair	Tender Choice																
	Foodland	Tender Choice													1.99			
	Fresh Thyme	n/i																
	Geyer's	n/i													1.99	3.99		
	Gordon Food	n/i																
	Heinen's	Heinen's																
	IGA Spartan-Nash	n/i															3.29	
	Kroger Columbus	n/i															1.99	
	Kroger MdAtlantic	n/i									1.69						3.49	
	Lucky's Market	n/i																
	Marc's	Amish Valley										2.99						
	Marsh	Marsh Signature																4.49
	Meijer	n/i											1.69					
	Piggly Wiggly Stores	Fresh Buy																
		n/i		1.68														
	Riesbeck's	n/i																
	Save-a-Lot	n/i																
Shop'n Save	n/i																3.99	
The Fresh Market	n/i				5.99													
Thorne's Market	Hormel					1.99											3.99	
Weis	Swift											1.49						
Whole Foods MdAtl	n/i		3.99		7.99		7.99		6.49									
	n/i						5.49										ABF	
SD	Affiliated Midwest	Hormel					1.99											
		n/i																
	Buche Foods	Hormel							2.79									
	Coborn's	Duroc			3.99				2.58									
		n/i										0.99						
	Fareway	n/i							2.59									
	Hy-Vee	Hormel							2.99								3.99	
	IGA Markets	n/i							2.79			1.59					3.29	
	Lynn's Dakotamart	Farmland												1.29				
Maynard's	Smithfield							2.79										
Safeway Denver	n/i						1.99			1.99								



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**Thanksgiving 2015  
 FRESH PORK**

State	Supermarket	Label	Fresh Pork Leg		Loin Roasts				Shoulder Roasts				Sirloin Roasts		Tender loin	Conditions		
			Bone-in		Crown Roast	Loin		Center Cut		Boston Butt		Picnic		bn-in			bnls	
			Whole	Half		bn-in	bnls	bn-in	bnls	bn-in	bnls	bn-in	bnls					
<b>SOUTH CENTRAL U.S. - AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT</b>																		
AR	Albertsons Sthrn	n/i								1.99		1.19		1.49				
	Bill's Fresh Market	Prairie Fresh						2.29										
	Brookshire's	Hormel							2.99									
	Cranford's	n/i								1.18								
	Edward's Food Giant	n/i								0.98								
	Food Giant	n/i					1.98		2.68	0.98						2.98		
	G&W Foods	Seaboard Farms														3.49		
		n/i			2.98													
	Harp's	Harp's							2.49	1.99					1.79		3.99	
	Hays Grocer	Prairie Fresh					1.98											
	Kroger Delta	n/i			4.99		1.99											
	Mac's Fresh	n/i					1.99				1.27	0.99		1.19	1.69			
	Piggly Wiggly Hchn	n/i								0.98						2.98		
	Pyramid Foods	n/i							3.99						1.79	3.99		
	Save-a-Lot	n/i					1.79											
	Super 1 Foods	Hormel					1.77											
The Fresh Market	n/i			5.99														
Twn&Cntry Grocer	n/i								0.99					1.49				
Whole Foods SW	n/i			6.99	6.99			7.49										
AZ	Albertsons SW	n/i							BOG2			0.99						
	Basha's	n/i								2.49		1.99						
	El Super	n/i	0.97	0.97			1.77			0.97				1.37				
	Food City	n/i										0.97		0.87				
	Fry's	n/i					1.88											
	Los Altos	n/i								1.29		0.99	1.99					
	Lowe's	n/i							2.99	1.49								
	Safeway SW	n/i						1.99										
	Smart & Final	Farmer John								1.29			1.59					
	Smith's	n/i					1.99		2.29			1.69						
	Sprout's	n/i			3.99		1.99							2.49				
	Whole Foods SthPac	n/i	4.99	4.99	7.99	7.99	7.99	9.99			4.99					11.99	ABF organic	
		n/i			10.99													
CO	Affiliated Foods	n/i						2.49	1.59		1.39		1.19		3.19			
	Affiliated Midwest	Hormel					1.99											
		n/i							2.79									
	Albertsons Mntn	n/i				1.99		3.49										

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**Thanksgiving 2015  
 FRESH PORK**

State	Supermarket	Label	Fresh Pork Leg		Loin Roasts				Shoulder Roasts				Sirloin Roasts		Tender loin	Conditions	
			Bone-in		Crown Roast	Loin		Center Cut		Boston Butt		Picnic		bn-in			bnls
			Whole	Half		bn-in	bnls	bn-in	bnls	bn-in	bnls	bn-in	bnls				
CO <i>(cont)</i>	Associated Food	n/i						2.49		1.79						3.49	
	King Soopers	n/i					1.99										
	Lowe's	n/i							2.99	1.49							
	Safeway Denver	n/i					1.99				1.99						
	Save-a-Lot	n/i					1.79										
	Sprout's	n/i			3.99		1.99								2.49		
	Whole Foods Mntn	n/i			6.99	7.99				7.99							
KS	Affiliated Foods	n/i						2.49		1.59		1.39		1.19		3.19	
	Affiliated Midwest	Hormel					1.99										
		n/i															
	Apple Market	n/i					1.98		2.49					1.28		3.59	
	Country Mart	n/i							2.79								
	Dillon's	n/i					1.89										
	G&W Foods	Seaboard Farms														3.49	
		n/i			2.98												
	Hen House	Prairie Fresh							2.99							3.99	
	Homeland Stores	n/i			2.49				2.99								
	Hy-Vee	Hormel							2.99							3.99	
	Lowe's	n/i							2.99	1.49							
	Price Chopper	n/i							2.99							3.99	
	Save-a-Lot	n/i															
	Sprout's	n/i			3.99		1.99								2.49		
Sun Fresh	n/i							2.79									
The Fresh Market	n/i			5.99													
Whole Foods Mntn	n/i			6.99	7.99			7.99									
Woods Sueprmarket	Prairie Fresh							2.49	1.69				0.98				
LA	Albertsons Sthrn	n/i								1.99		1.19		1.49			
	AG Baton Rouge	Prairie Fresh					1.99			1.39						2.99	
	Breaux Mart	n/i			3.49		1.99			1.29	1.49						
	Brookshire's	Hormel							2.99								
	Kroger Dallas	n/i			3.99												w/ store card
	Kroger Houston	n/i			3.99												w/ store card
	LeBlanc's	Swift					1.99				1.29				2.99		
	Mac's Fresh	n/i					1.99			1.27		0.99		1.19	1.69		
	Market Basket	Swift							2.49	0.99						3.99	
	Rameys	n/i								0.88							
	Rouses	Rouses							1.79	0.99							



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**Thanksgiving 2015  
 FRESH PORK**

State	Supermarket	Label	Fresh Pork Leg		Loin Roasts				Shoulder Roasts				Sirloin Roasts		Tender loin	Conditions		
			Bone-in		Crown Roast	Loin		Center Cut		Boston Butt		Picnic		bn-in			bnls	
			Whole	Half		bn-in	bnls	bn-in	bnls	bn-in	bnls	bn-in	bnls					
LA (cont)	Save-a-Lot	n/i					1.79											
	Super 1 Foods	Hormel					1.77											
	The Fresh Market	n/i			5.99													
	Whole Foods SW	n/i			6.99	6.99			7.49									
	Winn-Dixie	n/i						2.55										
MO	Affiliated Midwest	Hormel					1.99											
	Apple Market	n/i					1.98		2.49					1.28		3.59		
	C&R Supermarket	Hormel				1.59			2.49									
	County Market	n/i							2.99									
	Country Mart	n/i							2.79									
	Dierberg's	Dierberg's															3.67	
	Food Giant	n/i					1.98		2.68	0.98							2.98	
	Fresh Thyme	n/i							2.99									
	G&W Foods	Seaboard Farms																3.49
		n/i			2.98													
	Gerbe's	n/i						1.89										
	Gordon Food	n/i						1.99										
	Harp's	Harp's							2.49	1.99					1.79			3.99
	Harter House	n/i							2.99	1.99					1.99			
	Hays Grocer	Prairie Fresh						1.98										
	Hen House	Prairie Fresh							2.99									3.99
	Hy-Vee	Hormel							2.99									3.99
	Kroger Delta	n/i			4.99			1.99										
	Lucky's Market	n/i							2.99									
	Moser's	n/i							2.39									
	Prenger Foods	n/i						1.99									1.37	
	Price Chopper	n/i							2.99									3.99
	Pyramid Foods	n/i							3.99								1.79	3.99
	Save-a-Lot	n/i							1.79									
	Schnuck's	Pride of the Farm			4.99						1.99							3.99
	Sprout's	n/i			3.99			1.99								2.49		
	Sun Fresh	n/i							2.79									
	The Fresh Market	n/i			5.99													
	Twn&Cntry Grocer	n/i									0.99						1.49	
	Twn&Cntry Sprmkt	Top Choice			2.59			1.99	2.59									
	Whole Foods	n/i			7.99	6.99		7.99										

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**Thanksgiving 2015  
 FRESH PORK**

State	Supermarket	Label	Fresh Pork Leg		Loin Roasts				Shoulder Roasts				Sirloin Roasts		Tender loin	Conditions	
			Bone-in		Crown Roast	Loin		Center Cut		Boston Butt		Picnic		bn-in			bnls
			Whole	Half		bn-in	bnls	bn-in	bnls	bn-in	bnls	bn-in	bnls				
<b>MO</b> <i>(cont)</i>	Woods Sueprmarket	Prairie Fresh						2.49	1.69					0.98			
<b>NM</b>	Affiliated Foods	n/i						2.49	1.59			1.39		1.19		3.19	
	Affiliated Midwest	Hormel															
		n/i						2.79									
	Albertsons SW	n/i						BOG2				0.99					
	Basha's	n/i							2.49			1.99					
	John Brooks	n/i							2.49	1.39	1.59			1.19		3.19	
	King Soopers	n/i															
	Lawrence Bros.	n/i															
	Los Altos	n/i								1.29		0.99	1.99				
	Lowe's	n/i							2.99	1.49							
	Safeway Denver	n/i									1.99						
	Smith's	n/i										1.69				w/ store card	
	Sprout's	n/i			3.99										2.49		
	Whole Foods Mntn	n/i			6.99	7.99			7.99								
<b>OK</b>	Affiliated Foods	n/i							2.49	1.59		1.39		1.19		3.19	
	Country Mart	n/i							2.79								
	Harp's	Harp's							2.49	1.99					1.79	3.99	
	Homeland Stores	n/i			2.49												
	Market Square	n/i								1.59		1.39		1.29		3.99	
	Pyramid Foods	n/i							3.99						1.79	3.99	
	Reasor's	n/i								1.48							
	Save-a-Lot	n/i															
	Sprout's	n/i			3.99										2.49		
	The Fresh Market	n/i			5.99												
	Whole Foods SW	n/i			6.99	6.99			7.49								
<b>TX</b>	Affiliated Foods	n/i							2.49	1.59		1.39		1.19		3.19	
	Albertsons Sthrn	n/i								1.99		1.19		1.49			
	Albertsons SW	n/i							BOG2			0.99					
	Arlan's Market	n/i								1.29							
	Brookshire's	Hormel								2.99							
	Brookshire Bros.	Swift															
	El Ahorro	n/i										0.89					
	El Rancho	n/i	0.78														
	El Rio Grande	n/i	0.79							1.69							
	Fiesta Mart	n/i	1.29									0.97				limit 2	

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 FRESH PORK**

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			Bone-in		Crown Roast	Loin		Center Cut		Boston Butt		Picnic		bn-in			bnls	
			Whole	Half		bn-in	bnls	bn-in	bnls	bn-in	bnls	bn-in	bnls					
TX <i>(cont)</i>	Food Town	n/i								0.99								
	Foodarama	n/i								1.00				1.39			w/ \$10 purchase; limit 2	
	H-E-B	n/i								1.00								
	Homeland Stores	n/i			2.49				2.99									
	Kroger Dallas	n/i			3.99												w/ store card	
	Kroger Houston	n/i			3.99												w/ store card	
	La Fiesta	n/i								1.27		1.00		1.00				
	Lawrence Bros.	n/i										0.99	1.99					
	Los Altos	n/i								1.29								
	Lowe's	n/i							2.99	1.49								
	Malone's	n/i								0.99							limit 1	
			n/i							1.39								
	Market Basket	Swift							2.49	0.99						3.99		
	Market Square	n/i								1.59		1.39		1.29		3.99		
	Minyard's	n/i								1.59								
	Minyard Sunfresh	Excel																
	Randall's	n/i																
		Smithfield			1.99													
	Save-a-Lot	n/i																
	Sprout's	n/i			3.99											2.49		
Super 1 Foods	Hormel																	
The Fresh Market	n/i			5.99														
The United Family	n/i			3.49					3.49	1.67								
Tom Thumb	n/i											1.99						
Vista Markets	n/i									1.19				0.99				
Whole Foods SW	n/i			6.99	6.99				7.49									
UT	Albertsons Mntn	n/i							1.99	3.49								
	Associated Food	n/i								2.49	1.79					3.49		
	Fresh Market	n/i								2.49	1.79					3.49		
	Harmon's	n/i														3.59		
	King Soopers	n/i																
	Ream's	n/i																
	Smith's	n/i											1.69				w/ store card	
	Sprout's	n/i			3.99										2.49			
	Stokes Market	n/i									1.79							
	Whole Foods Mntn	n/i			6.99	7.99				7.99								

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			Bone-in		Crown Roast	Loin		Center Cut		Boston Butt		Picnic		bn-in			bnls
			Whole	Half		bn-in	bnls	bn-in	bnls	bn-in	bnls	bn-in	bnls				
<b>SOUTHWESTERN U.S. - CA,HI,NV</b>																	
<b>CA</b>	Albertsons SoCal	Farmer John							3.99	1.79							
	Baja Ranch	n/i	0.99	0.99						1.99							
	Big Saver	n/i					1.99					0.99					
	Cardenas	n/i	1.49						2.99			1.49					
	El Super	n/i	0.97	0.97			1.77			0.97				1.37			
	El Tapatio	n/i	1.29									0.89	1.29				
	Food 4 Less	n/i										1.49					
	Foodland Mercado	n/i	0.79	0.79									1.99				
	Holiday Market	Prairie Fresh							2.99								
	Island Pacific	n/i	1.49														
	Jon's Marketplace	Farmer John					1.99					0.99					
	KV Mart	n/i												0.89			
	La Superior	n/i											1.99				
	Lola's Market	n/i					2.39										
	Lucky	n/i								2.99	BOGO				1.99		
	Mar-Val Foods	n/i									1.99						
	Mi Pueblo	n/i	0.99	0.99													
	Mollie Stone's	n/i							4.99								
	Northgate	n/i							2.99		1.49			0.99			
	Raley's	Raley's				4.99										3.99	
	Ralph's	Simple Truth					4.99										ABF; w/ store card
	Rancho San Miguel	n/i	0.99										2.48				
	Ray's Food Place	Farmland							3.99							4.49	
	Rio Ranch Market	n/i	0.99									0.89	1.49				
	SK Super King	Farmer John	0.79	0.79			1.99						1.79				
	Safeway NorCal	Farmer John					3.99			1.99	2.99					4.99	
	Save-a-Lot	n/i					1.79										
	Save Mart	n/i							2.99		BOGO				1.99		
	Smart & Final	Farmer John								1.29			1.59				limit 4
	Sprout's	n/i				3.99	1.99								2.49		
	Stater Bros.	Farmer John							2.99		2.99						
	Super A Foods	n/i							2.99	1.49			2.29				
	Super King	n/i												1.29			
	Superior Grocer	n/i	0.97									0.97					
	The Fresh Market	n/i				5.99											
	Vallarta	n/i	0.79						2.59			0.89					

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			Bone-in		Crown Roast	Loin		Center Cut		Boston Butt		Picnic		bn-in			bnls
			Whole	Half		bn-in	bnls	bn-in	bnls	bn-in	bnls	bn-in	bnls				
CA <i>(cont)</i>	Vons/Pavilions	Farmer John							2.99								local
	Whole Foods NorCal	n/i	3.99		8.99												
	Whole Foods SthPac	n/i	4.99	4.99	7.99		7.99	9.99			4.99					11.99	ABF organic
HI	Don Quijote	n/i								1.49							
	Foodland	Hormel							5.99								
	KTA Super Stores	n/i														3.59	
	Safeway NorCal	Farmer John					4.99			2.99	3.99					5.99	
	Tamura's	n/i								1.27	1.79						
	Times Supermarket	n/i								0.99							limit 2
	Whole Foods SthPac	n/i	4.99	4.99	7.99		7.99	9.99			4.99					11.99	ABF organic
NV	Albertsons SW	n/i							BOG2			0.99					
	Associated Food	n/i							2.49	1.79						3.49	
	Cardenas	n/i	1.49						2.99			1.49					
	El Super	n/i	0.97	0.97			1.77			0.97				1.37			
	La Bonita	n/i	0.79	0.99													
	MarketOn	n/i	0.99	1.59													
	Raley's	Raley's			4.99												3.99
	Safeway NorCal	Farmer John								1.99	2.99						4.99
	Save-a-Lot	n/i								1.79							
	Scolari's	Hormel								2.99							
	Smart & Final	Farmer John								1.29			1.59				limit 4 w/ store card
	Smith's	n/i								1.99	2.29		1.69				
	Sprout's	n/i			3.99		1.99								2.49		
	Vons/Pavilions	Farmer John								2.99							local
	Whole Foods NorCal	n/i	3.99		8.99												
	Whole Foods SthPac	n/i	4.99	4.99	7.99		7.99	9.99			4.99					11.99	ABF organic
	n/i			10.99													

**U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS**  
 prices in \$US per pound unless otherwise noted.

**Thanksgiving 2015  
 FRESH PORK**

State	Supermarket	Label	Fresh Pork Leg		Loin Roasts				Shoulder Roasts				Sirloin Roasts		Tender loin	Conditions	
			Bone-in		Crown Roast	Loin		Center Cut		Boston Butt		Picnic		bn-in			bnls
			Whole	Half		bn-in	bnls	bn-in	bnls	bn-in	bnls	bn-in	bnls				
<b>NORTHWESTERN U.S. - AK,ID,MT,OR,WA,WY</b>																	
AK	AC Value Center	n/i														3.98	
	Alaskan & Proud	n/i			4.38				2.88						2.28		
	Carr's/Safeway	n/i			3.99				2.99	1.99							
	Fred Meyer	n/i							2.49								
	IGA Hometown Proud	n/i							3.29			1.79				3.59	
	Meyers Group IGA	Prairie Fresh										1.79				3.59	
ID	Albertsons Mntn	n/i					1.99		3.49								
	Associated Food	n/i							2.49	1.79						3.49	
	Family Foods	Prairie Fresh			2.99		1.99										
	Harvest Foods	Prairie Fresh								2.00					2.98	3.98	
	IGA Markets	n/i							2.79			1.59			3.29		
	Paul's Market	n/i					1.99					1.38	0.99				
	Rosauer's	Prairie Fresh					1.99										
	Safeway Seattle	n/i			3.49				2.49	1.69							
	Smith's	n/i					1.99		2.29			1.69					w/ store card
	Stokes Market	n/i								1.79							
	Super 1 Foods	Prairie Fresh												1.98			
Whole Foods Mntn	n/i			6.99	7.99			7.99									
MT	Albertsons Mntn	n/i					1.99		3.49								
	Associated Food	n/i							2.49	1.79						3.49	
	Family Foods	Prairie Fresh			2.99		1.99										
	Fred Meyer	n/i							2.49								
	Harvest Foods	Prairie Fresh								2.00				2.98	3.98		
	IGA Markets	n/i							2.79			1.59		3.29			
	Lucky's Market	n/i							2.99								
	Reynold's	n/i								1.79							
	Rosauer's	Prairie Fresh					1.99										
	Safeway Seattle	n/i			3.49				2.49	1.69							
	Smith's	n/i					1.99		2.29			1.69					w/ store card
	Stokes Market	n/i								1.79							
Super 1 Foods	Prairie Fresh												1.98				
OR	Albertsons Portland	n/i							2.99			2.99	1.99				
	Associated Food	n/i							2.49	1.79						3.49	
	CenterPlace Market	Prairie Fresh											1.28	1.99			
	Family Foods	Prairie Fresh			2.99		1.99										
	Fred Meyer	n/i							2.49								

**U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS**  
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**Thanksgiving 2015  
 FRESH PORK**

State	Supermarket	Label	Fresh Pork Leg		Loin Roasts				Shoulder Roasts				Sirloin Roasts		Tender loin	Conditions		
			Bone-in		Crown Roast	Loin		Center Cut		Boston Butt		Picnic		bn-in			bnls	
			Whole	Half		bn-in	bnls	bn-in	bnls	bn-in	bnls	bn-in	bnls					
OR (cont)	Haggen	n/i			3.99							1.99				3.99		
	Harvest Foods	Prairie Fresh								2.00					2.98	3.98		
	IGA Markets	n/i							2.79			1.59				3.29		
	IGA Market Fresh	n/i							2.49			1.28		1.49		3.49		
	Lamb's Market	n/i							2.49				1.99					
	McKay's	n/i							2.99									
	QFC	n/i														3.99		
	Ray's Food Place	Farmland							3.99							4.49		
	Red Apple/Thriftway	n/i							2.49				1.99					
	Rosauer's	Prairie Fresh																
	Roth's	Farmland															2.99	
		n/i																
	Safeway Portland	n/i			3.49					2.49	1.69							
	Save-a-Lot	n/i																
Select Markets	n/i													1.49		3.99		
WA	Albertsons Portland	n/i							2.99					1.99				
	Family Foods	Prairie Fresh			2.99													
	Fred Meyer	n/i							2.49									
	Haggen	n/i			3.99								1.99				3.99	
	Harvest Foods	Prairie Fresh								2.00					2.98		3.98	
	IGA Markets	n/i							2.79				1.59				3.29	
	IGA Market Fresh	n/i							2.49				1.28		1.49		3.49	
	Meyers Group IGA	Prairie Fresh							2.79				1.59				3.29	
	QFC	n/i															3.99	
	Red Apple/Thriftway	n/i							2.49				1.99					
	Rosauer's	Prairie Fresh																
	Saar's	n/i												0.98				
	Safeway Portland	n/i			3.49				2.49	1.69								
	Safeway Seattle	n/i			3.49				2.49	1.69								
	Save-a-Lot	n/i																
	Select Markets	n/i								2.99					1.49		3.99	
	Super 1 Foods	Prairie Fresh														1.98		
The Markets LLC	n/i								2.98						1.78			
Twn & Cntry Mrkts	Niman Ranch														5.99			
WY	Affiliated Midwest	Hormel																
		n/i																
	Albertsons Mntn	n/i							1.99									

**U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS**  
 prices in \$US per pound unless otherwise noted.

Thanksgiving 2015  
**FRESH PORK**

State	Supermarket	Label	Fresh Pork Leg		Loin Roasts				Shoulder Roasts				Sirloin Roasts		Tender loin	Conditions	
			Bone-in		Crown Roast	Loin		Center Cut		Boston Butt		Picnic		bn-in			bnls
			Whole	Half		bn-in	bnls	bn-in	bnls	bn-in	bnls	bn-in	bnls				
WY <i>(cont)</i>	Associated Food	n/i							2.49	1.79						3.49	w/ store card
	IGA Markets	n/i							2.79			1.59				3.29	
	King Soopers	n/i						1.99									
	Lucky's Market	n/i							2.99								
	Safeway Denver	n/i						1.99			1.99						
	Smith's	n/i						1.99	2.29			1.69					



**U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS**

**Thanksgiving 2015**

prices in \$US per pound unless otherwise noted.

**LAMB**

State	Supermarket	Label	Origin	Leg of Lamb								Racks			Breast	Conditions
				Bone-in			Semi-Boneless			Boneless		Whole	Crown Roast	French		
				Whole	Butt	Shank	Whole	Butt	Shank	Whole	Half					
<b>NORTHEASTERN U.S. - CT,DC,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT</b>																
<b>CT</b>	Adams	n/i									6.99					
	Best Market	n/i	US	4.97		5.97										
	Big Y	n/i	US							6.99	6.99					
	Bravo	n/i	US											3.99		
	C-Town	n/i	US											3.99		
	Food Bazaar	n/i	US	3.99	4.99	4.99										
	Highland Park	n/i	US							6.99						
	Price Chopper	Chiapetti	AU				4.99			5.99						
ShopRite	Nature's Reserve	AU				4.99						9.99		grass-fed		
<b>DC</b>	Safeway Eastern	Open Nature		5.79						6.79		12.99			ABF	
	Whole Foods	n/i		7.49						8.49		19.99	19.99			
		n/i		8.49						9.99		21.99			organic	
<b>DE</b>	Food Lion	n/i					5.99								w/ store card	
		n/i					6.99								w/o store card	
	Safeway Eastern	Open Nature		5.79						6.79		12.99			ABF	
ShopRite	Nature's Reserve	AU				4.99						9.99		grass-fed		
<b>MA</b>	Adams	n/i									6.99					
	Big Y	n/i	US							6.99	6.99					
	C-Town	n/i	US											3.99		
	Hannaford	Hannaford					5.99								w/ store card	
		Hannaford					7.99								w/o store card	
Price Chopper	Chiapetti	AU				4.99			5.99							
<b>MD</b>	Food Lion	n/i					5.99								w/ store card	
		n/i					6.99								w/o store card	
	Graul's Market	n/i										15.99				
	Martin's Food	Giant	AU				4.99						10.99			
	Safeway Eastern	Open Nature		5.79						6.79		12.99			ABF	
	Shop'n Save	Superior Farms	US				6.49	6.99	6.99							
	Shoppers Food	n/i						5.99	5.99							
	ShopRite	Nature's Reserve	AU				4.99						9.99		grass-fed	
Whole Foods	n/i		7.49						8.49		19.99	19.99				
	n/i		8.49						9.99		21.99			organic		
<b>ME</b>	Hannaford	Hannaford					5.99								w/ store card	
		Hannaford					7.99								w/o store card	

**U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS**

**Thanksgiving 2015**

prices in \$US per pound unless otherwise noted.

**LAMB**

State	Supermarket	Label	Origin	Leg of Lamb								Racks			Breast	Conditions
				Bone-in			Semi-Boneless			Boneless		Whole	Crown Roast	French		
				Whole	Butt	Shank	Whole	Butt	Shank	Whole	Half					
NH	Hannaford	Hannaford					5.99									w/ store card
	Hannaford	Hannaford					7.99									w/o store card
	Price Chopper	Chiapetti	AU				4.99			5.99						
NJ	Best Market	n/i	US	4.97		5.97										
	Bravo	n/i	US												3.99	
	C-Town	n/i	US												3.99	
	Food Bazaar	n/i	US	3.99	4.99	4.99										grass-fed
	ShopRite	Nature's Reserve	AU				4.99							9.99		
	Thriftway	n/i	US							6.99						
	Whole Foods	n/i		7.49						8.49		19.99	19.99			
		n/i		8.49						9.99		21.99				organic
NY	Best Market	n/i	US	4.97		5.97										
	Bravo	n/i	US												3.99	
	C-Town	n/i	US												3.99	
	D'Agostino	Cedar Springs	US	7.99												
	DeCiccio	n/i	US	6.99												
	Food Bazaar	n/i	US	3.99	4.99	4.99										
	Gourmet Garage	n/i								12.99						
	Hannaford	Hannaford					5.99									w/ store card
	Hannaford	Hannaford					7.99									w/o store card
	King Kullen	n/i	US	4.89	4.89	4.99										
	Peck's Market	n/i									6.99					
	Price Chopper	Chiapetti	AU				4.99			5.99						
	Shop'n Save	Superior Farms	US				6.49	6.99	6.99							
ShopRite	Nature's Reserve	AU				4.99							9.99		grass-fed	
PA	Bravo	n/i	US												3.99	
	C-Town	n/i	US												3.99	
	Food Lion	n/i					5.99									w/ store card
		n/i					6.99									w/o store card
	Giant Food Stores	Giant	AU				4.99						10.99			
	Martin's Food	Giant	AU				4.99						10.99			
	Price Chopper	Chiapetti	AU				4.99			5.99						
	Safeway Eastern	Open Nature		5.79						6.79		12.99				ABF
	Shop'n Save	Superior Farms	US				6.49	6.99	6.99							
	ShopRite	Nature's Reserve	AU				4.99							9.99		grass-fed
	Thriftway	n/i	US							6.99						

**U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS**

**Thanksgiving 2015**

prices in \$US per pound unless otherwise noted.

**LAMB**

State	Supermarket	Label	Origin	Leg of Lamb							Racks			Breast	Conditions	
				Bone-in			Semi-Boneless			Boneless		Whole	Crown Roast			French
				Whole	Butt	Shank	Whole	Butt	Shank	Whole	Half					
PA <i>(cont)</i>	Whole Foods	n/i		7.49						8.49		19.99	19.99		organic	
		n/i		8.49					9.99		21.99					
RI	Adams	n/i	US							6.99					3.99	
	Bravo	n/i														
VT	Hannaford	Hannaford	AU				5.99								w/ store card	
		Hannaford						7.99							w/o store card	
	Price Chopper	Chiapetti						4.99			5.99					

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**LAMB**

State	Supermarket	Label	Origin	Leg of Lamb								Racks			Breast	Conditions
				Bone-in			Semi-Boneless			Boneless		Whole	Crown Roast	French		
				Whole	Butt	Shank	Whole	Butt	Shank	Whole	Half					
<b>SOUTHEASTERN U.S. - AL,FL,GA,KY,MS,NC,SC,TN,VA,WV</b>																
AL	Piggly Wiggly Inc.	Rosen	US	5.99												
	Publix	Greenwise	AU	6.49						6.99					w/ store card	
		Greenwise	AU	7.59						8.49					w/o store card	
	Sprout's	n/i								6.99					grass-fed	
FL	Albertsons Sthrn	Open Nature					4.99							9.99	ABF	
	Publix	Greenwise	AU	6.49						6.99					w/ store card	
		Greenwise	AU	7.59						8.49					w/o store card	
GA	Food City	n/i					7.99									
	Food Depot	Superior Farms	US	4.98	4.98	4.98										
	Food Lion	n/i					5.99								w/ store card	
		n/i					6.99								w/o store card	
	Publix	Greenwise	AU	6.49						6.99					w/ store card	
		Greenwise	AU	7.59						8.49					w/o store card	
KY	Sprout's	n/i					6.99								grass-fed	
	Food City	n/i					7.99									
	Food Lion	n/i					5.99								w/ store card	
		n/i					6.99								w/o store card	
	Kroger Mid-Atlantic	Private Selection				6.49									w/ store card	
	Meijer	n/i					4.99									
Whole Foods	n/i			7.49						8.49		19.99	19.99			
	n/i			8.49						9.99		21.99			organic	
	n/i															
MS	Corner Market	n/i	US					6.99								
NC	Food Lion	n/i					5.99								w/ store card	
		n/i					6.99								w/o store card	
	Kroger Mid-Atlantic	Private Selection				6.49									w/ store card	
	Publix	Greenwise	AU	6.49						6.99					w/ store card	
	Greenwise	AU	7.59							8.49				w/o store card		
SC	Food Lion	n/i					5.99								w/ store card	
		n/i					6.99								w/o store card	
	Publix	Greenwise	AU	6.49						6.99					w/ store card	
		Greenwise	AU	7.59						8.49					w/o store card	
TN	Food City	n/i					7.99									
	Food Lion	n/i					5.99								w/ store card	
		n/i					6.99								w/o store card	
	Kroger Mid-Atlantic	Private Selection				6.49									w/ store card	

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Thanksgiving 2015

prices in \$US per pound unless otherwise noted.

LAMB

State	Supermarket	Label	Origin	Leg of Lamb								Racks			Breast	Conditions
				Bone-in			Semi-Boneless			Boneless		Whole	Crown Roast	French		
				Whole	Butt	Shank	Whole	Butt	Shank	Whole	Half					
TN <i>(cont)</i>	Publix	Greenwise	AU	6.49							6.99					w/ store card
		Greenwise	AU	7.59							8.49					w/o store card
	Sprout's	n/i									6.99					grass-fed
VA	Food City	n/i					7.99									w/ store card
	Food Lion	n/i					5.99									w/o store card
		n/i					6.99									w/ store card
	Kroger Mid-Atlantic	Private Selection				6.49										
	Martin's Food	Giant	AU				4.99							10.99		
	Safeway Eastern	Open Nature		5.79							6.79		12.99			ABF
	Shoppers Food	n/i						5.99	5.99							
Whole Foods	n/i		7.49							8.49		19.99	19.99			
		n/i		8.49						9.99		21.99				organic
WV	Food Lion	n/i					5.99									w/ store card
		n/i					6.99									w/o store card
	Kroger Mid-Atlantic	Private Selection				6.49										w/ store card
	Martin's Food	Giant	AU				4.99							10.99		
Shop'n Save	Superior Farms	US				6.49	6.99	6.99								

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LAMB

State	Supermarket	Label	Origin	Leg of Lamb								Racks			Breast	Conditions
				Bone-in			Semi-Boneless			Boneless		Whole	Crown Roast	French		
				Whole	Butt	Shank	Whole	Butt	Shank	Whole	Half					
<b>MIDWESTERN U.S. - IA,IL,IN,MI,MN,ND,NE,OH,SD,WI</b>																
IA	County Market	n/i					7.49									
	Hy-Vee	Strauss	US								6.99					
	Jewel-Osco	n/i	US	6.99												
	Price Chopper	n/i	US				6.99									
	Whole Foods	n/i		9.99							12.99		22.99			
IL	Angelo Caputo's	Strauss	US		7.99	7.99	5.99									
	Butera Market	n/i	US	5.99	5.99	6.49										
	Fairplay Foods	n/i	US	4.99												
	Fresh Thyme	n/i								6.99	6.99					
	Garden Fresh	n/i	US	3.99												
	Heinen's	Shepherd's Pride					7.99									
		Shepherd's Pride					9.29									
	Hy-Vee	Strauss	US							6.99						
	Jewel-Osco	n/i	US	6.99												
	Meijer	n/i					4.99									
	Pete's Fresh	Chiapetti	US	4.99											Halal	
		n/i	US	3.99		4.49									Halal	
	Strack & VanTil	Chiapetti	US	6.99												
	Tony's Finer Foods	n/i	US	4.99												
Ultra Foods	Chiapetti	US	6.99													
Valli Produce	n/i	US	4.49						5.99		14.99					
	Whole Foods	n/i		9.99					12.99		22.99					
IN	Al's Supermarket	Chiapetti	US	5.99											w/ store card	
		Chiapetti	US	8.99											w/o store card	
	Fresh Thyme	n/i							6.99	6.99						
	Jewel-Osco	n/i	US	6.99												
	Martin's	Martin's	US				6.99								w/ store card	
		Martin's	US				8.78								w/o store card	
	Meijer	n/i					4.99									
	Strack & VanTil	Chiapetti	US	6.99												
Ultra Foods	Chiapetti	US	6.99													
	Whole Foods	n/i		9.99					12.99		22.99					
MI	D&W Fresh	n/i					4.99									
	Fresh Thyme	n/i							6.99	6.99						
	Hollywood Markets	n/i					6.99									

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**LAMB**

State	Supermarket	Label	Origin	Leg of Lamb								Racks			Breast	Conditions
				Bone-in			Semi-Boneless			Boneless		Whole	Crown Roast	French		
				Whole	Butt	Shank	Whole	Butt	Shank	Whole	Half					
MI <i>(cont)</i>	Martin's	Martin's	US				6.99									w/ store card
		Martin's	US				8.78									w/o store card
	Meijer	n/i					4.99									
	Polly's Market	n/i	US	5.99												w/ store card
		n/i	US	8.99												w/o store card
	Whole Foods	n/i		9.99						12.99		22.99				
MN	Fresh Thyme	n/i								6.99	6.99					
	Hy-Vee	Strauss	US							6.99						
	Whole Foods	n/i		9.99						12.99		22.99				
ND	Albertsons Mntn	n/i		5.99												
		Open Nature										11.99				ABF
NE	Hy-Vee	Strauss	US							6.99						
	Russ's Market	n/i	US				6.99									
	Safeway Denver	Open Nature		5.99												ABF
	Super Saver	n/i	US				6.77									
	Whole Foods	n/i		9.99						12.99		22.99				
OH	Fresh Thyme	n/i								6.99	6.99					
	Heinen's	Shepherd's Pride					7.99									w/ store card; ABF
		Shepherd's Pride					9.29									w/o store card; ABF
	Kroger Mid-Atlantic	Private Selection				6.49										w/ store card
	Meijer	n/i					4.99									
	Shop'n Save	Superior Farms	US				6.49	6.99	6.99							
	Whole Foods	n/i		7.49						8.49		19.99	19.99			
	n/i		8.49						9.99		21.99				organic	
SD	Hy-Vee	Strauss	US							6.99						
	Safeway Denver	Open Nature		5.99												ABF
WI	Hy-Vee	Strauss	US							6.99						
	Meijer	n/i					4.99									
	Whole Foods	n/i		9.99						12.99		22.99				

**U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS**

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prices in \$US per pound unless otherwise noted.

**LAMB**

State	Supermarket	Label	Origin	Leg of Lamb								Racks			Breast	Conditions
				Bone-in			Semi-Boneless			Boneless		Whole	Crown Roast	French		
				Whole	Butt	Shank	Whole	Butt	Shank	Whole	Half					
<b>SOUTH CENTRAL U.S. - AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT</b>																
AR	Albertsons Sthrn	Open Nature		5.99												grass-fed
	Brookshire's	n/i								7.99						
	Pyramid Foods	n/i				5.99										
	Whole Foods SW	n/i		8.99						10.99			22.99	22.99		
AZ	Albertsons SW	n/i		5.99												
	Safeway SW	n/i				5.99										w/ store card
	Sprout's	n/i								6.99						grass-fed
	Whole Foods SthPac	n/i	NZ	8.99						9.99		19.99	18.99			ABF
CO	Albertsons Mntn	n/i		5.99								11.99				ABF
	Associated Food	Open Nature														
	Safeway Denver	n/i				6.99										ABF
	Sprout's	Open Nature		5.99												grass-fed
	Whole Foods Mntn	n/i								6.99						grass-fed
KS	Hen House	n/i						6.49								
	Hy-Vee	Strauss	US													
	Price Chopper	n/i	US					6.99								
	Sprout's	n/i														grass-fed
	Whole Foods Mntn	n/i		10.99						11.99		19.99	19.99			grass-fed
LA	Albertsons Sthrn	Open Nature		5.99												grass-fed
	Brookshire's	n/i								7.99						
	Whole Foods SW	n/i		8.99						10.99			22.99	22.99		
MO	Fresh Thyme	n/i								6.99	6.99					
	Hen House	n/i						6.49								
	Hy-Vee	Strauss	US													
	Price Chopper	n/i	US					6.99								
	Pyramid Foods	n/i						5.99								
	Sprout's	n/i														grass-fed
	Whole Foods	n/i		9.99						12.99		22.99				
NM	Albertsons SW	n/i		5.99												
	Safeway Denver	Open Nature		5.99												ABF
	Sprout's	n/i								6.99						grass-fed
	Whole Foods Mntn	n/i		10.99						11.99		19.99	19.99			grass-fed
OK	Pyramid Foods	n/i						5.99								
	Sprout's	n/i														grass-fed
	Whole Foods SW	n/i		8.99						10.99			22.99	22.99		



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**LAMB**

State	Supermarket	Label	Origin	Leg of Lamb								Racks			Breast	Conditions
				Bone-in			Semi-Boneless			Boneless		Whole	Crown Roast	French		
				Whole	Butt	Shank	Whole	Butt	Shank	Whole	Half					
TX	Albertsons Sthrn	Open Nature		5.99												grass-fed
	Albertsons SW	n/i		5.99												
	Brookshire's	n/i							7.99							
	Brookshire Bros.															
	Foodarama	n/i		3.99												
	H-E-B	n/i	AU				4.97					9.97				
	Randall's	Open Nature	AU				4.99					10.99				
	Sprout's	n/i								6.99						
	Tom Thumb	Open Nature					6.99									
Whole Foods SW	n/i		8.99						10.99			22.99	22.99		ABF grass-fed w/ store card	
UT	Albertsons Mntn	n/i		5.99												ABF  grass-fed grass-fed
		Open Nature										11.99				
	Associated Food	n/i					6.99									
	Fresh Market	n/i					6.99									
	Sprout's	n/i								6.99						
Whole Foods Mntn	n/i		10.99						11.99		19.99	19.99				

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**LAMB**

State	Supermarket	Label	Origin	Leg of Lamb								Racks			Breast	Conditions
				Bone-in			Semi-Boneless			Boneless		Whole	Crown Roast	French		
				Whole	Butt	Shank	Whole	Butt	Shank	Whole	Half					
<b>SOUTHWESTERN U.S. - CA,HI,NV</b>																
<b>CA</b>	Albertsons SoCal	Open Nature		4.99											ABF	
	Holiday Market	Shepherd's Pride	US	6.99												
	Jons Marketplace	n/i		4.99												
	Lucky	Superior Farms	US	6.99											local	
	Mar-Val Foods	Superior Farms	US	4.99												
	Nugget Market	Shepherd's Pride	US	5.99											ABF; w/ store card	
		Shepherd's Pride	US	8.99											ABF; w/o store card	
	SK Super King	n/i	NZ										7.99			
	Safeway NorCal	Open Nature							6.99				11.99		ABF	
	Save Mart	Superior Farms	US	6.99												
	Sprout's	n/i							6.99						grass-fed	
	Stater Bros.	Superior Farms	US	5.99												
	Super King	n/i											7.99			
	Vons/Pavilions	Open Nature		4.99											ABF	
Whole Foods NorCal	Atkins Ranch	NZ	7.99					9.99				19.99	18.99	ABF		
Whole Foods SthPac	n/i	NZ	8.99					9.99			19.99	18.99		ABF		
<b>HI</b>	Foodland	n/i					7.49			7.99						
	Safeway NorCal	Open Nature								7.49			12.99		ABF	
	Whole Foods SthPac	n/i	NZ	8.99						9.99		19.99	18.99		ABF	
<b>NV</b>	Albertsons SW	n/i		5.99												
	Associated Food	n/i					6.99									
	Safeway NorCal	Open Nature							6.99				11.99		ABF	
	Scolari's	Shepherd's Pride	US	5.99												
	Sprout's	n/i							6.99						grass-fed	
	Vons/Pavilions	Open Nature		4.99											ABF	
	Whole Foods NorCal	Atkins Ranch	NZ	7.99					9.99			19.99	18.99		ABF	
	Whole Foods SthPac	n/i	NZ	8.99					9.99			19.99	18.99		ABF	

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LAMB

State	Supermarket	Label	Origin	Leg of Lamb								Racks			Breast	Conditions
				Bone-in			Semi-Boneless			Boneless		Whole	Crown Roast	French		
				Whole	Butt	Shank	Whole	Butt	Shank	Whole	Half					
<b>NORTHWESTERN U.S. - AK,ID,MT,OR,WA,WY</b>																
<b>AK</b>	Carrs/Safeway	Open Nature					5.00					12.99				
<b>ID</b>	Albertsons Mntn	n/i		5.99								11.99			ABF	
	Associated Food	Open Nature					6.99									
	Rosauer's	n/i								7.99	7.99					
	Safeway Seattle	Superior Farms	US									11.99				
	Whole Foods Mntn	Open Nature		10.99								11.99	19.99	19.99	grass-fed	
Yoke's	n/i									11.99						
	Yoke's	Summit Creek	US							9.99						
<b>MT</b>	Albertsons Mntn	n/i		5.99								11.99			ABF	
	Associated Food	Open Nature														
	Rosauer's	n/i					6.99									
	Rosauer's	Superior Farms	US							7.99	7.99					
<b>OR</b>	Albertsons Portland	Open Nature								7.99						
	Associated Food	n/i					6.99									
	Lamb's Market	n/i	US	6.99												
	Market of Choice	Anderson Ranch	US	10.99											ABF; grass-fed	
	Red Apple/Thriftway	n/i	US	6.99												
	Rosauer's	Superior Farms	US							7.99	7.99					
	Safeway Portland	Open Nature										11.99				
<b>WA</b>	Albertsons Portland	Open Nature								7.99						
	Metropolitan	n/i	US	8.99												
	Red Apple/Thriftway	n/i	US	6.99												
	Rosauer's	Superior Farms	US							7.99	7.99					
	Safeway Portland	Open Nature										11.99				
	Safeway Seattle	Open Nature										11.99				
	The Markets	Superior Farms		6.98												
	Twn&Cntry Market	n/i	US										9.99			
Yoke's	Summit Creek	US							9.99							
<b>WY</b>	Albertsons Mntn	n/i		5.99								11.99			ABF	
	Associated Food	Open Nature														
	Safeway Denver	n/i					6.99								ABF	
	Safeway Denver	Open Nature		5.99												

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Thanksgiving 2015  
**BEEF**

State	Supermarket	Label	KEY	Rib Roasts		Loin Roasts (bnls)			Round Roasts (boneless)						Conditions
				Bone In	Bnls	Filet Mignon	Tender loin	Strip Loin	Bottom Round	Top Round	Sirloin Tip	Top Butt	Eye or Round	Rump	
<b>NORTHEASTERN U.S. - CT,DC,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT</b>															
CT	ACME Markets	Lancaster	C						5.49						
	Adams	n/i		7.99	9.99		6.99				4.99	4.99	3.99		
		Angus	C									5.99			
	AF Basket	n/i												3.49	
	AG New England	n/i	S							2.59				2.79	
	ALDI	n/i	C						4.89						
	Associated	n/i	C											3.99	
	Best Market	n/i		7.77					4.97	5.77	3.97		4.97	4.97	5.77
	Big Y	Big Y	C	10.99			15.98		6.49	6.49		7.99	5.99		
	Fairway Foods	n/i	P	14.99											
		n/i					9.99								
	Food Bazaar	Swift	C						2.99						
	Geissler's	Angus		11.99					3.49	4.99		5.99	4.99	3.49	
	Highland Park	Angus	C							3.99			4.49		3.99
	Kings	Chairman Reserve	C						5.49						
	Marc's	Black Canyon											4.99		
	Price Chopper	Angus		9.99		10.00					4.99		4.49		
	Price Rite	Nature's Reserve					5.99								Australian
	Save-a-Lot	n/i	C						3.49						
	ShopRite	n/i	C						3.99	4.49					
	Angus	C						4.49	4.99						
	n/i	G				8.99								Australian	
Stew Leonard's	n/i				8.99										
Stop & Shop	Nature's Promise	G												9.99	
	Butcher Shop	C										4.99			
Whole Foods NA	n/i		14.99									8.99			
Whole Foods NE	n/i											8.99			
DC	ALDI	n/i	C						4.89						
	Giant	Butcher Shop	C									4.99			
		Nature's Promise	A											9.99	
	Harris Teeter	HT Rancher		7.99			12.99	7.99							w/ store card
		HT Rancher		10.99			16.99	11.99							w/o store card
		HT Reserve	C	8.99			13.99	8.99							w/ store card
		HT Reserve	C	11.99			17.99	12.99							w/o store card
Safeway Eastern	n/i	C	8.99			16.99		3.99		5.49				w/ store card	

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Thanksgiving 2015  
**BEEF**

State	Supermarket	Label	KEY	Rib Roasts		Loin Roasts (bnls)			Round Roasts (boneless)						Conditions		
				Bone In	Bnls	Filet Mignon	Tender loin	Strip Loin	Bottom Round	Top Round	Sirloin Tip	Top Butt	Eye or Round	Rump		London Broil	
DC (cont)	Save-a-Lot	n/i	C						3.49								
	Whole Foods MdAtl	n/i		15.99	17.99		29.99	12.99									
DE	ACME Markets	Lancaster	C						5.49								
	Food Lion	n/i	C						3.99		4.99					w/ store card	
		n/i	C						5.49		6.49					w/o store card	
	Fresh Grocer	n/i	C					3.99					4.29				
	Giant	Butcher Shop	C										4.99				
		Nature's Promise	A												9.99		
	Great Valu Markets	n/i	C					5.99	3.79	3.49			3.79	3.99	3.49		
	Harris Teeter	HT Rancher			7.99			12.99	7.99								w/ store card
		HT Rancher			10.99			16.99	11.99								w/o store card
		HT Reserve	C		8.99			13.99	8.99								w/ store card
		HT Reserve	C		11.99			17.99	12.99								w/o store card
	Redner's	Angus			7.98											3.98	w/ store card
		Angus			8.98											5.98	w/o store card
	Safeway Eastern	n/i	C		8.99		16.99		3.99		5.49						w/ store card
	Save-a-Lot	n/i	C						3.49								
	ShopRite	n/i	C						3.99	4.49							
		Angus	C						4.49	4.99							
n/i		G					8.99									Australian	
Shurfine	Angus	C								4.79		4.99			4.79		
	n/i									3.99					3.99		
MA	Adams	n/i		7.99	9.99		6.99				4.99	4.99	3.99				
		Angus	C									5.99					
	AF Basket	n/i													3.49		
	AG New England	n/i	S							2.59					2.79		
	ALDI	n/i	C						4.89								
	Associated	n/i	C												3.99		
	Big Y	Big Y	C	10.99			15.98		6.49	6.49		7.99	5.99				
	Donelan's	Creekstone Farms	A										6.99				
	Geissler's	Angus		11.99					3.49	4.99		5.99	4.99	3.49			
	Hannaford	Hannaford	C		8.99											3.99	w/ store card
		Hannaford	C		9.79											4.49	w/o store card
	Market Basket	Angus									3.99						
		Angus									4.69						
	Met Foods	n/i	C						2.99				3.99				
Price Chopper	Angus			9.99		10.00				4.99		4.49					

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**BEEF**

State	Supermarket	Label	KEY	Rib Roasts		Loin Roasts (bnls)			Round Roasts (boneless)						Conditions		
				Bone In	Bnls	Filet Mignon	Tender loin	Strip Loin	Bottom Round	Top Round	Sirloin Tip	Top Butt	Eye or Round	Rump		London Broil	
MA <i>(cont)</i>	Price Rite	Nature's Reserve					5.99									Australian	
	Save-a-Lot	n/i	C						3.49								
	Shaw's	Steakhouse Choice	C										5.49				
		n/i	C						5.49								
	Star Market	Steakhouse Choice	C										5.49				
	Stop & Shop	Nature's Promise	G												9.99		
		Butcher Shop	C										4.99				
	Trucchi's	n/i	S					7.49									
		Angus	C	9.99						3.99		5.99					
MD	ACME Markets	Lancaster	C						5.49							w/ store card w/o store card	
	ALDI	n/i	C						4.89								
	Associated	n/i	C												3.99		
	Food Lion	n/i	C						3.99		4.99						
		n/i	C						5.49		6.49						
	Giant	Butcher Shop	C										4.99				
		Nature's Promise	A												9.99		
	Giant Eagle	Angus	C								BOGO						
		n/i	C	8.99				14.99									
		Market District													BOGO		
	Graul's Market	Angus	C										5.99		5.99		
	Great Valu Markets	n/i	C						3.79	3.49			3.79	3.99	3.49		
	Harris Teeter	HT Rancher		7.99				12.99	7.99								w/ store card
		HT Rancher		10.99				16.99	11.99								w/o store card
		HT Reserve	C	8.99				13.99	8.99								w/ store card
		HT Reserve	C	11.99				17.99	12.99								w/o store card
	Mars	n/i	C							3.99							
	Martin's Food Mrkt	Butcher Shop	C	7.99					6.99			5.99	4.99				
		Nature's Promise	A										6.99		9.99		
	Price Rite	Nature's Reserve						5.99									Australian
Redner's	Angus		7.98											3.98	w/ store card		
	Angus		8.98											5.98	w/o store card		
Safeway Eastern	n/i	C	8.99				16.99		3.99		5.49				w/ store card		
Save-a-Lot	n/i	C							3.49								
Shop'n Save	n/i		7.98	8.98	12.99				3.89				4.99		Australian		
Shoppers Food	n/i	S	8.99						4.99				4.49				

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**BEEF**

State	Supermarket	Label	KEY	Rib Roasts		Loin Roasts (bnls)			Round Roasts (boneless)						Conditions	
				Bone In	Bnls	Filet Mignon	Tender loin	Strip Loin	Bottom Round	Top Round	Sirloin Tip	Top Butt	Eye or Round	Rump		London Broil
MD (cont)	ShopRite	n/i	C						3.99	4.49						Australian
		Angus	C						4.49	4.99						
		n/i	G				8.99									
	Shurfine	Angus	C								4.79		4.99		4.79	
	Weis	Black Angus	C							3.99					3.99	
	Whole Foods MdAtl	n/i	C	15.99	17.99		29.99	12.99								
ME	AG New England	n/i	S							2.59					2.79	w/ store card w/o store card
	Hannaford	Hannaford	C	8.99											3.99	
		Hannaford	C	9.79											4.49	
	Market Basket	Angus								3.99						
		Angus								4.69						
	Save-a-Lot	n/i	C						3.49							
	Shaw's	Steakhouse Choice	C									5.49				
		n/i	C						5.49							
NH	AG New England	n/i	S							2.59					2.79	w/ store card w/o store card
	ALDI	n/i	C						4.89							
	Hannaford	Hannaford	C	8.99											3.99	
		Hannaford	C	9.79											4.49	
	Market Basket	Angus								3.99						
		Angus								4.69						
	Price Chopper	Angus		9.99		10.00				4.99			4.49			
	Price Rite	Nature's Reserve					5.99									
	Save-a-Lot	n/i	C						3.49							
	Shaw's	Steakhouse Choice	C									5.49				
		n/i	C						5.49							
NJ	ACME Markets	Lancaster	C						5.49							
	ALDI	n/i	C						4.89							
	Associated	n/i	C												3.99	
	Best Market	n/i		7.77					4.97	5.77	3.97		4.97	4.97	5.77	
	Fairway Foods	n/i	P	14.99												
		n/i					9.99									
	Food Bazaar	Swift	C						2.99							
	Great Valu Markets	n/i	C					5.99	3.79	3.49			3.79	3.99	3.49	
	Kings	Chairman Reserve	C						5.49							
	Met Foods	n/i	C						2.99				3.99			
Morton Williams	Sterling Silver											4.99				

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**BEEF**

State	Supermarket	Label	KEY	Rib Roasts		Loin Roasts (bnls)			Round Roasts (boneless)						Conditions	
				Bone In	Bnls	Filet Mignon	Tender loin	Strip Loin	Bottom Round	Top Round	Sirloin Tip	Top Butt	Eye or Round	Rump		London Broil
NJ (cont)	Murphy's	Angus								3.99					4.99	Australian
	Pioneer	n/i	C						2.99				3.99			
	Price Rite	Nature's Reserve					5.99									
	Save-a-Lot	n/i	C						3.49							
	ShopRite	n/i	C						3.99	4.49						
		Angus	C						4.49	4.99						
		n/i	G				8.99									
	Stop & Shop	Nature's Promise	G												9.99	
		Butcher Shop	C										4.99			
	Thriftway	n/i											4.99			
	Weis	Black Angus	C								4.69					
	Western Beef	n/i			7.99								3.99	4.99		
	Whole Foods MdAtl	n/i			15.99	17.99		29.99	12.99							
Whole Foods NA	n/i			14.99								8.99				
Whole Foods NE	n/i											8.99				
NY	ACME Markets	Lancaster	C						5.49							w/ store card w/o store card
	AF Basket	n/i							4.89						3.49	
	ALDI	n/i	C												3.99	
	Associated	n/i	C												3.99	
	Best Market	n/i		7.77					4.97	5.77	3.97		4.97	4.97	5.77	
	Big M	1893 Angus		8.99				7.99		3.99		5.99			3.99	
	D'Agostino	1932 Brand	C	11.99												
	DeCiccio	Pineland Farms	A												7.99	
	Fairway Foods	n/i	P	14.99												
		n/i					9.99									
	Food Bazaar	Swift	C						2.99							
	Giunta's	n/i	C	6.99					3.99							
	Great American	1893 Premium		8.99									4.49			
	Hannaford	Hannaford	C	8.99											3.99	
		Hannaford	C	9.79											4.49	
	King Kullen	n/i	C	8.99					4.99				4.99	5.29	4.99	
	Kings	Chairman Reserve	C						5.49							
	Met Foods	n/i	C						2.99				3.99			
Morton Williams	Sterling Silver											4.99				
North Shore Farms	North Shore Farms		8.99		5.99									5.99		
	Chairman Reserve	C										4.99				
Peck's Market	Angus	C	8.99								4.99					



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**BEEF**

State	Supermarket	Label	KEY	Rib Roasts		Loin Roasts (bnls)			Round Roasts (boneless)						Conditions	
				Bone In	Bnls	Filet Mignon	Tender loin	Strip Loin	Bottom Round	Top Round	Sirloin Tip	Top Butt	Eye or Round	Rump		London Broil
NY (cont)	Pioneer	n/i	C						2.99					3.99		
	Price Chopper	Angus		9.99		10.00				4.99				4.49		
	Price Rite	Nature's Reserve					5.99									Australian
	Save-a-Lot	n/i	C						3.49							
	Shop'n Save	n/i		7.98	8.98	12.99			3.89					4.99		Australian
	ShopRite	n/i	C						3.99	4.49						
		Angus	C						4.49	4.99						
		n/i	G				8.99									Australian
	Stew Leonard's	n/i				8.99										
	Stop & Shop	Nature's Promise	G												9.99	
		Butcher Shop	C										4.99			
	Tops Markets	n/i	C					5.99	3.99	3.99	3.99		3.99			
		Open Prairie	A								5.49					
	Trade Fair	n/i	C													3.99
	Uncle Giuseppe's	Sterling Silver														5.99
Weis	Black Angus	C								4.69						
Western Beef	n/i			7.99								3.99	4.99			
Whole Foods NA	n/i			14.99								8.99				
Whole Foods NE	n/i											8.99				
PA	ACME Markets	Lancaster	C						5.49							
	ALDI	n/i	C						4.89							
	Associated	n/i	C												3.99	
	Big M	1893 Angus		8.99				7.99		3.99		5.99			3.99	
	Boyer Food Mrkt	n/i											4.97		3.97	
	Family Owned Mrkt	Angus									4.49		4.69		3.99	
	Food Lion	n/i	C						3.99		4.99					w/ store card
		n/i	C						5.49		6.49					w/o store card
	Foodland	n/i	C						4.69		3.99		4.49	4.69		
	Fresh Grocer	n/i	C						3.99					4.29		
	Giant Eagle	Angus	C								BOGO					
		n/i	C	8.99			14.99									
		Market District														BOGO
	Giant Food Stores	Butcher Shop	C	7.99				6.99				5.99	4.99			
		Nature's Promise	A													9.99
Gordon Food	n/i	C								4.99						
Great Valu Markets	n/i	C					5.99	3.79	3.49			3.79	3.99	3.49		

**U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS**

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prices in \$US per pound unless otherwise noted.

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State	Supermarket	Label	KEY	Rib Roasts		Loin Roasts (bnls)			Round Roasts (boneless)						Conditions			
				Bone In	Bnls	Filet Mignon	Tender loin	Strip Loin	Bottom Round	Top Round	Sirloin Tip	Top Butt	Eye or Round	Rump		London Broil		
PA (cont)	IGA Spartan-Nash	Angus Pride	C	8.99							3.99							
		n/i	C	9.99							4.19							
	Karn's Foods	n/i	C						3.29				4.19					
		Angus	C					9.99										
	Martin's Food Mrkt	Butcher Shop	C	7.99				6.99				5.99	4.99					
		Nature's Promise	A										6.99		9.99			
	Pioneer	n/i	C						2.99				3.99					
	Price Chopper	Angus		9.99		10.00				4.99			4.49					
	Price Rite	Nature's Reserve					5.99											Australian
	Redner's	Angus		7.98												3.98		w/ store card
		Angus		8.98												5.98		w/o store card
	Safeway Eastern	n/i	C	8.99				16.99			3.99	5.49						w/ store card
	Save-a-Lot	n/i	C							3.49								
	Shop'n Save	n/i		7.98	8.98	12.99				3.89			4.99					Australian
	ShopRite	n/i	C							3.99	4.49							
		Angus	C							4.49	4.99							
		n/i	G					8.99										Australian
	Shurfine	Angus	C									4.79	4.99			4.79		
		n/i									3.99					3.99		
	ShurSave	Angus	C							3.99					4.49	3.99		w/ store card
Sparkle	n/i	C									3.99			3.99			w/ store card	
	n/i	C									5.99			5.69			w/o store card	
Thorne's Market	1893 Premium		8.99	9.99					3.99	4.99						4.99		
Thriftway	n/i												4.99					
Tops Markets	n/i	C						5.99	3.99	3.99	3.99	3.99						
Weis	Open Prairie	A								5.49								
	Black Angus	C									4.69							
Whole Foods MdAtl	n/i		15.99	17.99			29.99	12.99										
RI	Adams	n/i		7.99	9.99		6.99				4.99	4.99	3.99					
		Angus	C									5.99						
	ALDI	n/i	C						4.89									
	Associated	n/i	C													3.99		
	Dave's Marketplace	n/i	C							4.99								
	Price Rite	Nature's Reserve					5.99											Australian
	Save-a-Lot	n/i	C						3.49									
	Shaw's	Steakhouse Choice	C										5.49					
	n/i	C						5.49										

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State	Supermarket	Label	KEY	Rib Roasts		Loin Roasts ( <i>bnls</i> )			Round Roasts ( <i>boneless</i> )						Conditions	
				Bone In	Bnls	Filet Mignon	Tender loin	Strip Loin	Bottom Round	Top Round	Sirloin Tip	Top Butt	Eye or Round	Rump		London Broil
RI <i>(cont)</i>	Stop & Shop	Nature's Promise	G											9.99		
		Butcher Shop	C										4.99			
VT	AG New England	n/i	S							2.59					2.79	
	ALDI	n/i	C					4.89								
	Hannaford	Hannaford	C		8.99										3.99	w/ store card
		Hannaford	C		9.79										4.49	w/o store card
	Price Chopper	Angus		9.99		10.00				4.99			4.49			
	Shaw's	Steakhouse Choice	C										5.49			
		n/i	C						5.49							
Tops Markets	n/i	C						5.99	3.99	3.99	3.99		3.99			
	Open Prairie	A											5.49			

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State	Supermarket	Label	KEY	Rib Roasts		Loin Roasts (bnls)			Round Roasts (boneless)						Conditions		
				Bone In	Bnls	Filet Mignon	Tender loin	Strip Loin	Bottom Round	Top Round	Sirloin Tip	Top Butt	Eye or Round	Rump		London Broil	
<b>SOUTHEASTERN U.S. - AL,FL,GA,KY,MS,NC,SC,TN,VA,WV</b>																	
AL	ALDI	n/i	C						4.89								
	Earth Fare	n/i	G			11.99	9.99										
	Food for Le\$\$	n/i	S										2.98				
	Food Giant	Black Canyon		7.98						3.48					3.58		
	Greer's Market	Black Angus	S	7.27									3.36				
	Ingle's	Ingle's	C	8.98			12.98									w/ store card	
		Ingle's	C	12.48			15.98										w/o store card
	Kroger Atlanta	n/i	C	7.99				5.99			4.99						
	Kroger Nashville	Private Selection						5.99	4.99		3.99		4.99				w/ store card
	Lucky's	Black Canyon							3.49		3.99						
	Piggly Wiggly Hchn	Black Canyon		7.98						3.48					3.58		
	Piggly Wiggly HAC	n/i	S						3.49					3.49			w/ store card
		n/i	S						5.99					5.99			w/o store card
	Piggly Wiggly Inc	Angus		7.99							3.99				3.99		
		n/i						10.99									
	Piggly Wiggly JTM	n/i							3.49		3.99						
	Publix	Publix Premium	C	8.99					7.99		4.99		4.99				w/ store card
		Publix Premium	C	11.99							5.99		5.99				w/o store card
		Greenwise	A	9.99													w/ store card
		Greenwise	A	12.99													w/o store card
Ramey's	n/i	C												3.48			
Save-a-Lot	n/i	C						3.49									
Shop Rite	Sterling Silver									3.49							
Sprout's	n/i	C	9.99												3.99		
Vowell's	Black Canyon	S												3.49			
Western Market	n/i						10.99		3.99					4.29			
	Angus	C						7.99									
Winn-Dixie	Angus	C						7.00	4.50					4.50			
FL	Albertsons Sthrn	Steakhouse Choice		8.99				7.99	3.99						2.77		
		Open Nature	A	10.99													
	ALDI	n/i	C						4.89								
	Bravo	n/i	S						2.99			4.99	3.49	4.99			
	Earth Fare	n/i	G			11.99	9.99										
	Food Giant	Black Canyon		7.98						3.48					3.58		
	Gordon Food	n/i	C							4.99							
	Greer's Market	Black Angus	S	7.27										3.36			

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State	Supermarket	Label	KEY	Rib Roasts		Loin Roasts (bnls)			Round Roasts (boneless)						Conditions	
				Bone In	Bnls	Filet Mignon	Tender loin	Strip Loin	Bottom Round	Top Round	Sirloin Tip	Top Butt	Eye or Round	Rump		London Broil
FL (cont)	Harris Teeter	HT Rancher		7.99			12.99	7.99								w/ store card
		HT Rancher		10.99			16.99	11.99								w/o store card
		HT Reserve	C	8.99			13.99	8.99								w/ store card
		HT Reserve	C	11.99			17.99	12.99								w/o store card
	Harvey's	Angus	C						4.49		3.49			4.49		w/ store card
		Angus	C						5.99		4.99			5.99		w/o store card
	Lucky's Market	Iowa Premium		7.99							4.99		4.99	4.99		
	Piggly Wiggly Hchn	Black Canyon		7.98						3.48					3.58	
	Presidente	n/i											3.98			
	Publix	Publix Premium	C	8.99					7.99			4.99		4.99		w/ store card
		Publix Premium	C	11.99								5.99		5.99		w/o store card
		Greenwise	A	9.99												w/ store card
		Greenwise	A	12.99												w/o store card
	Save-a-Lot	n/i	C						3.49							
	Sedano's	n/i	C										3.29			
	Western Beef	n/i					6.99						3.99	3.99		
Whole Foods	n/i	C	12.99													
Winn-Dixie	Angus	C					7.00	4.50					4.50			
GA	ALDI	n/i	C						4.89							
	Bi-Lo	Angus	C						5.75							
	Earth Fare	n/i	G			11.99	9.99									
	Food City	Angus		6.99				9.99			4.99		4.99			
	Food Giant	Black Canyon		7.98						3.48					3.58	
	Food Lion	n/i	C						3.99			4.99				w/ store card
		n/i	C						5.49			6.49				w/o store card
	Food Pride	n/i						3.69								
	Food World	n/i	S						3.49					3.49		w/ store card
		n/i	S						5.99					5.99		w/o store card
	Harris Teeter	HT Rancher		7.99				12.99	7.99							w/ store card
		HT Rancher		10.99				16.99	11.99							w/o store card
		HT Reserve	C	8.99				13.99	8.99							w/ store card
		HT Reserve	C	11.99				17.99	12.99							w/o store card
	Harvey's	Angus	C						4.49		3.49			4.49		w/ store card
		Angus	C						5.99		4.99			5.99		w/o store card
Ingle's	Ingle's	C	8.98				12.98								w/ store card	
	Ingle's	C	12.48				15.98								w/o store card	
Kroger Atlanta	n/i	C	7.99				5.99			4.99						

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State	Supermarket	Label	KEY	Rib Roasts		Loin Roasts (bnls)			Round Roasts (boneless)						Conditions	
				Bone In	Bnls	Filet Mignon	Tender loin	Strip Loin	Bottom Round	Top Round	Sirloin Tip	Top Butt	Eye or Round	Rump		London Broil
GA (cont)	Lucky's Market	Iowa Premium		7.99							4.99		4.99	4.99		w/ store card w/o store card w/ store card w/o store card
	Piggly Wiggly Carol	Pig's Pride							4.98					4.98		
	Piggly Wiggly Hchn	Black Canyon		7.98						3.48					3.58	
	Piggly Wiggly JTM	n/i							3.49		3.99					
	Publix	Publix Premium	C	8.99				7.99			4.99		4.99			
		Publix Premium	C	11.99							5.99		5.99			
		Greenwise	A	9.99												
		Greenwise	A	12.99												
	Quality Food	n/i		7.99							3.49				3.29	
	Save-a-Lot	n/i	C						3.49							
	Shop Rite	Sterling Silver									3.49					
	Sprout's	n/i	C	9.99											3.99	
	Wayfield's	Black Canyon	C	6.99												
Winn-Dixie	Angus	C						7.00	4.50				4.50			
KY	ALDI	n/i	C						4.89							w/ store card w/o store card
	Cox IGA	Star Ranch									4.99					
	Earth Fare	n/i	G			11.99	9.99									
	Food City	Angus		6.99				9.99					4.99			
	Food Giant	Black Canyon		7.98						3.48					3.58	
	Food Lion	n/i	C						3.99		4.99					
		n/i	C						5.49		6.49					
	Food Rite	Black Canyon	S						3.99		3.99					
	Foodland	Star Ranch								3.99						
	Gordon Food	n/i	C							4.99						
	IGA Spartan-Nash	Angus Pride	C	8.99							3.99					
		n/i	C	9.99							4.19					
	Kroger Cincinnati	n/i	C					5.99	3.99	3.99						
	Kroger Delta	n/i	C				10.99		3.99						3.99	
	Kroger Louisville	n/i	C	7.99											3.99	
	Kroger MdAtlantic	n/i	C	8.99												
	Kroger Nashville	Private Selection						5.99	4.99		3.99		4.99			
	Lucky's Market	Iowa Premium		7.99							4.99		4.99	4.99		
	Meijer	Angus	C	8.99					6.99							
	Piggly Wiggly Hchn	Black Canyon		7.98								3.48			3.58	
Remke Markets	Star Ranch	C				12.99						3.99	3.99			
Riesbeck's	Hereford											4.99				
Save-a-Lot	n/i	C							3.49							

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State	Supermarket	Label	KEY	Rib Roasts		Loin Roasts (bnls)			Round Roasts (boneless)						Conditions		
				Bone In	Bnls	Filet Mignon	Tender loin	Strip Loin	Bottom Round	Top Round	Sirloin Tip	Top Butt	Eye or Round	Rump		London Broil	
KY (cont)	Super Dollar	n/i							3.99							w/ store card w/o store card	
	Twn&Cntry Grocer	n/i	S					5.99	3.89								
	Valu Market	Black Angus	S	7.99													
		Black Angus	S	9.99													
	Whole Foods MdAtl	n/i	C						3.99								
MS	AG Baton Rouge	n/i												2.99		w/ store card	
	ALDI	n/i	C						4.89								
	Corner Market	Angus		9.99	7.99						3.99				3.99		
	Food Giant	Black Canyon		7.98						3.48					3.58		
	Greer's Market	Black Angus	S	7.27										3.36			
	Kroger Delta	n/i	C				10.99		3.99						3.99		
	Mac's Fresh	n/i	S							3.99			3.99	3.99			
	Piggly Wiggly Hchn	Black Canyon		7.98						3.48					3.58		
	Ramey's	n/i	C												3.48		
	Save-a-Lot	n/i	C						3.49								
	Superlo Foods	Angus									2.69			2.69			
	Vowell's	Black Canyon	S											3.49			
	Winn-Dixie	Angus	C					7.00	4.50					4.50			
NC	ALDI	n/i	C						4.89							w/ store card w/o store card	
	Bi-Lo	Angus	C						5.75						3.49		
	Bo's Foods	n/i	S	4.99							3.99						
	Compare Foods	n/i															
	Earth Fare	n/i	G			11.99	9.99										
	Farm Fresh	n/i	C	8.99													
		Stockman&Dakota										4.99			4.99		
	Food Lion	n/i	C						3.99			4.99					w/ store card
		n/i	C						5.49			6.49					w/o store card
	Food Pride	n/i						3.69									
	Great Valu Markets	Star Ranch							3.98				3.99				
		n/i	C												3.99		
	Harris Teeter	HT Rancher			7.99			12.99	7.99								w/ store card
		HT Rancher			10.99			16.99	11.99								w/o store card
		HT Reserve	C	8.99				13.99	8.99								w/ store card
HT Reserve		C	11.99				17.99	12.99							w/o store card		
Ingle's	Ingle's	C	8.98				12.98								w/ store card		
	Ingle's	C	12.48				15.98								w/o store card		

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				Bone In	Bnls	Filet Mignon	Tender loin	Strip Loin	Bottom Round	Top Round	Sirloin Tip	Top Butt	Eye or Round	Rump		London Broil		
NC (cont)	Just \$ave Foods	Black Angus						4.98			3.98							
	Kroger MdAtlantic	n/i	C	8.99													w/ store card	
	Lowe's Food	Black Angus						9.97										w/ store card; limit 2
		Black Angus						19.99										w/o store card
		Angus						10.97			4.99							w/ store card; limit 2
		Angus						22.99										w/o store card
	Piggly Wiggly Retail	n/i		7.59												3.99		
	Piggly Wiggly Stores	Preferred Angus		6.98														
	Publix	Publix Premium		C	8.99				7.99			4.99		4.99				w/ store card
		Publix Premium		C	11.99							5.99		5.99				w/o store card
		Greenwise		A	9.99													w/ store card
Greenwise			A	12.99													w/o store card	
Save-a-Lot	n/i	C						3.49										
SC	ALDI	n/i	C						4.89									
	Bi-Lo	Angus	C						5.75									
	Earth Fare	n/i	G			11.99	9.99											
	Food Lion	n/i	C						3.99		4.99							w/ store card
		n/i	C						5.49		6.49							w/o store card
	Harris Teeter	HT Rancher			7.99			12.99	7.99									w/ store card
		HT Rancher			10.99			16.99	11.99									w/o store card
		HT Reserve		C	8.99			13.99	8.99									w/ store card
		HT Reserve		C	11.99			17.99	12.99									w/o store card
	Harvey's	Angus		C					4.49		3.49				4.49			w/ store card
		Angus		C					5.99		4.99				5.99			w/o store card
	Ingle's	Ingle's		C	8.98			12.98										w/ store card
		Ingle's		C	12.48			15.98										w/o store card
	Kroger Atlanta	n/i	C	7.99							4.99							
	Lowe's Food	Black Angus						9.97										w/ store card; limit 2
		Black Angus						19.99										w/o store card
		Angus						10.97			4.99							w/ store card; limit 2
		Angus						22.99										w/o store card
	Piggly Wiggly Carol	Pig's Pride							4.98						4.98			
	Publix	Publix Premium		C	8.99				7.99			4.99		4.99				w/ store card
Publix Premium			C	11.99							5.99		5.99				w/o store card	
Greenwise			A	9.99													w/ store card	
Greenwise			A	12.99													w/o store card	



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State	Supermarket	Label	KEY	Rib Roasts		Loin Roasts (bnls)			Round Roasts (boneless)						Conditions		
				Bone In	Bnls	Filet Mignon	Tender loin	Strip Loin	Bottom Round	Top Round	Sirloin Tip	Top Butt	Eye or Round	Rump		London Broil	
SC (cont)	Quality Food	n/i		7.99							3.49				3.29		
	Save-a-Lot	n/i	C						3.49								
TN	ALDI	n/i	C						4.89								
	Chappell's	n/i	C							2.98							
	Earth Fare	n/i	G			11.99	9.99										
	Food City	Angus		6.99				9.99			4.99		4.99				
	Food Country USA	Butcher's Best												3.49			
	Food Giant	Black Canyon		7.98						3.48						3.58	
	Food Lion	n/i	C						3.99		4.99					w/ store card	
		n/i	C						5.49		6.49						w/o store card
	Food Rite	Black Canyon	S						3.99		3.99						
	Gordon Food	n/i	C							4.99							
	H.G. Hill	Angus	C		11.99						3.49						
	Harris Teeter	HT Rancher		7.99			12.99	7.99									w/ store card
		HT Rancher		10.99			16.99	11.99									w/o store card
		HT Reserve	C	8.99			13.99	8.99									w/ store card
		HT Reserve	C	11.99			17.99	12.99									w/o store card
	Ingle's	Ingle's	C	8.98			12.98										w/ store card
		Ingle's	C	12.48			15.98										w/o store card
	Kroger Delta	n/i	C				10.99		3.99							3.99	w/ store card
	Kroger MdAtlantic	n/i	C	8.99													w/ store card
	Kroger Nashville	Private Selection						5.99	4.99		3.99		4.99				w/ store card
	Lucky's	Black Canyon							3.49		3.99						
	Osborne's	n/i								3.69							
	Publix	Publix Premium	C	8.99				7.99			4.99		4.99				w/ store card
	Publix Premium	C	11.99							5.99		5.99				w/o store card	
	Greenwise	A	9.99													w/ store card	
	Greenwise	A	12.99													w/o store card	
Save-a-Lot	n/i	C						3.49									
Shop Rite	Sterling Silver									3.49							
Sprout's	n/i	C	9.99												3.99		
Superlo Foods	Angus										2.69		2.69				
Super Dollar	n/i							3.99									
Twn&Cntry Grocer	n/i	S					5.99	3.89									
VA	ALDI	n/i	C						4.89								
	Associated	n/i	C												3.99		

**U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS**

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**BEEF**

State	Supermarket	Label	KEY	Rib Roasts		Loin Roasts (bnls)			Round Roasts (boneless)						Conditions		
				Bone In	Bnls	Filet Mignon	Tender loin	Strip Loin	Bottom Round	Top Round	Sirloin Tip	Top Butt	Eye or Round	Rump		London Broil	
VA (cont)	Farm Fresh	n/i	C	8.99													
	Stockman&Dakota	Angus									4.99				4.99		
	Food City	Butcher's Best		6.99				9.99			4.99		4.99		3.49		
	Food Country USA	n/i	C						3.99		4.99					w/ store card	
	Food Lion	n/i	C						5.49		6.49					w/o store card	
	Giant	Butcher Shop	C										4.99				
		Nature's Promise	A													9.99	
	Grant's	Black Canyon									3.39						
	Great Valu Markets	Star Ranch							3.98				3.99				
		n/i	C													3.99	
	Harris Teeter	HT Rancher			7.99			12.99	7.99								w/ store card
		HT Rancher			10.99			16.99	11.99								w/o store card
		HT Reserve	C		8.99			13.99	8.99								w/ store card
		HT Reserve	C		11.99			17.99	12.99								w/o store card
	Ingle's	Ingle's	C		8.98			12.98									w/ store card
		Ingle's	C		12.48			15.98									w/o store card
	Kroger MdAtlantic	n/i	C		8.99												w/ store card
	Lowe's Food	Black Angus						9.97									w/ store card; limit 2
		Black Angus						19.99									w/o store card
		Angus						10.97			4.99						w/ store card; limit 2
	Angus						22.99									w/o store card	
Martin's Food Mrkt	Butcher Shop	C		7.99				6.99				5.99	4.99				
	Nature's Promise	A											6.99		9.99		
Piggly Wiggly Retail	n/i			7.59											3.99		
Piggly Wiggly Stores	Preferred Angus			6.98													
Price Rite	Nature's Reserve						5.99									Australian	
Safeway Eastern	n/i	C		8.99			16.99		3.99		5.49					w/ store card	
Save-a-Lot	n/i	C							3.49								
Shoppers Food	n/i	S		8.99					4.99				4.49				
Super Dollar	n/i								3.99								
Whole Foods MdAtl	n/i			15.99	17.99		29.99	12.99									
WV	ALDI	n/i	C						4.89								
	Food Fair	Black Angus	C		7.99						3.99						
	Food Lion	n/i	C						3.99		4.99					w/ store card	
		n/i	C						5.49		6.49					w/o store card	
	Star Ranch								3.99								

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State	Supermarket	Label	KEY	Rib Roasts		Loin Roasts (bnls)			Round Roasts (boneless)						Conditions	
				Bone In	Bnls	Filet Mignon	Tender loin	Strip Loin	Bottom Round	Top Round	Sirloin Tip	Top Butt	Eye or Round	Rump		London Broil
WV (cont)	Giant Eagle	Angus	C													
		n/i	C	8.99			14.99				BOGO					
		Market District													BOGO	
	Great Valu Markets	Star Ranch							3.98				3.99			
		n/i	C												3.99	
	Kroger MdAtlantic	n/i	C	8.99												w/ store card
	Martin's Food Mrkt	Butcher Shop	C	7.99					6.99			5.99	4.99			
		Nature's Promise	A										6.99		9.99	
	Piggly Wiggly Stores	Preferred Angus		6.98												
	Riesbeck's	Hereford									4.99					
	Save-a-Lot	n/i	C						3.49							
	Shop'n Save	n/i	C	7.98	8.98	12.99			3.89				4.99			Australian
	Sparkle	n/i	C								3.99			3.99		w/ store card
	n/i	C								5.99			5.69		w/o store card	
Weis	Black Angus	C								4.69						

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State	Supermarket	Label	KEY	Rib Roasts		Loin Roasts (bnls)			Round Roasts (boneless)						Conditions
				Bone In	Bnls	Filet Mignon	Tender loin	Strip Loin	Bottom Round	Top Round	Sirloin Tip	Top Butt	Eye or Round	Rump	
<b>MIDWESTERN U.S. - IA,IL,IN,MI,MN,ND,NE,OH,SD,WI</b>															
IA	Affiliated Midwest	Star Ranch	C	8.99					3.39						
		Chairman Reserve	C	9.99											
	ALDI	n/i	C						4.89						
	County Market	Rancher's Legend		9.99	10.99			5.99	3.99						
	Family Foods	Angus Pride	C							3.69	3.99				
	Fareway	n/i	C		9.99										
	Food Pride	Angus Pride	C							3.69	3.99				
	Hometown Foods	Star Ranch	C						3.99	3.49				3.99	
	Hy-Vee	Hy-Vee Angus							3.98						
		Hy-Vee Reserve	C	9.99					4.99	3.99					
	Jewel-Osco	Steakhouse Choice	C	8.99					4.99		4.99		4.99		
	Lucky's Market	Iowa Premium		7.99							4.99		4.99	4.99	
	Maynard's	Star Ranch	C		9.99				3.99					3.99	
	No Frills	Tender Ridge		7.99				7.99			4.99				
	Quillin's	Chairman Reserve									3.99				
	Price Chopper	KC Pride		8.99										2.99	
		Angus									4.99			3.99	
	Save-a-Lot	n/i	C						3.49						
	Schnuck's	Angus	C						5.29					5.49	
	n/i	S	8.99												
Sunshine Foods	n/i	C											3.88		
Whole Foods MW	n/i		12.99	18.99			29.99								
IL	Affiliated Midwest	Star Ranch	C	8.99					3.39						
	ALDI	n/i	C						4.89						
	Angelo Caputo's	n/i		6.99			6.99								
		Angus		8.99	10.99				4.99		4.99		4.99	4.99	
		Piedmontese		14.99					5.99	8.99	7.99			6.99	8.99
	Berkot's	Berkot's					7.99								
	Borowiak's	TableRite												3.98	
	Brookhaven	Angus	C				6.99		3.69				4.39		
		n/i					6.99								
	Butera Market	Angus	C	8.99						4.99	4.99		5.49	4.49	
	County Market	Rancher's Legend		9.99	10.99			5.99	3.99						
	Cub Foods	n/i	C					6.99							
	Dierberg's	Dierberg's	C								5.99		5.77		
	Fairplay Foods	Angus	C	6.99					2.99	2.99	3.99				3.99

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State	Supermarket	Label	KEY	Rib Roasts		Loin Roasts (bnls)			Round Roasts (boneless)						Conditions		
				Bone In	Bnls	Filet Mignon	Tender loin	Strip Loin	Bottom Round	Top Round	Sirloin Tip	Top Butt	Eye or Round	Rump		London Broil	
IL (cont)	Fareway	n/i	C		9.99												
	Food 4 Less	n/i	C						3.29		3.29						
	Food Pride	Angus Pride	C							3.69	3.99						
	Garden Fresh	Sterling Silver	C	9.99									3.99	4.49			
	Gordon Food	n/i	C							4.99							
	Heinen's	Heinen's	A	8.99										3.99		w/ store card	
		Heinen's	A	13.99										6.79		w/o store card	
	Hy-Vee	Hy-Vee Angus							3.98								
		Hy-Vee Reserve	C	9.99					4.99	3.99							
	Jewel-Osco	Steakhouse Choice	C	8.99					4.99		4.99		4.99				
	Jimenez	n/i	C								3.49						
	Joe Caputo & Sons	n/i	C								3.99	4.49	4.99				
	Kirby Foods IGA	TableRite		8.99					3.99								
	Kroger Central	n/i	C	8.99					3.99								w/ store card
	Kroger Louisville	n/i	C	7.99												3.99	
	Mariano's	Black Angus	C	8.99										3.50			
	Meijer	Angus	C	8.99					6.99								
	Pete's Fresh	Black Angus	C	7.99													
	Piggly Wiggly	Angus		9.99							3.89						
	Save-a-Lot	n/i	C						3.49								
	Schuetz's	Schuetz's	C								2.97						
	Schnuck's	Angus	C						5.29					5.49			
		n/i	S	8.99													
	Shop & Save Market	Black Angus	C						3.99	3.79	3.99		4.99	3.99	3.79		
		n/i	C						3.49					3.49			
	Shop'n Save	Angus		9.99					5.99								
	Strack & VanTil	Angus		7.99				17.99	9.99	4.99	4.99	4.99					
	Sullivan's	n/i	C	8.99					3.99								
	Sunset Foods	Angus	C					21.99									
	Tony's Finer Food	Angus	C	7.99					4.69	4.69	4.99		4.99	2.99			
Ultra Foods	Angus		7.99					4.99				4.99		4.99			
Valli Produce	n/i	C	6.99										3.69				
Walt's Foods	Hereford	C								3.99	4.59				4.29		
	Walt's	C	9.99														
Whole Foods MW	n/i		12.99	18.99			29.99										
IN	Al's Supermarket	Chairman Reserve	S	8.99													
		Chairman Reserve	C						4.49					4.79			

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State	Supermarket	Label	KEY	Rib Roasts		Loin Roasts (bnls)			Round Roasts (boneless)						Conditions		
				Bone In	Bnls	Filet Mignon	Tender loin	Strip Loin	Bottom Round	Top Round	Sirloin Tip	Top Butt	Eye or Round	Rump		London Broil	
IN (cont)	Earth Fare	n/i	G			11.99	9.99										
	Food 4 Less	n/i	C						3.29		3.29						
	Fresh Encounter	Angus			7.99								5.49				w/ store card
		Angus			13.99								6.09				w/o store card
	Gordon Food	n/i	C							4.99							
	Harding's	Tender Ridge	C		8.99								3.99				
	Harvest	n/i		6.99							3.69			3.49			
	IGA Spartan-Nash	Angus Pride		C	8.99							3.99					
		n/i		C	9.99							4.19					
	Jay C	n/i	C	8.99					3.99								
	Jewel-Osco	Steakhouse Choice	C	8.99					4.99		4.99		4.99				
	Kirby Foods IGA	TableRite		8.99					3.99								
	Kroger Central	n/i	C	8.99					3.99								w/ store card
	Kroger Cincinnati	n/i	C					5.99	3.99	3.99							
	Kroger Louisville	n/i	C	7.99												3.99	
	Lucky's Market	Iowa Premium		7.99							4.99		4.99	4.99			
	Marsh	Marsh Signature	C	10.99	11.99												
		Marsh Angus	C	11.99	12.99												
	Martin's	Martin's	C	9.99							3.99						w/ store card
		Martin's	C	11.88							5.48						w/o store card
	Meijer	Angus	C	8.99				6.99									
	New Market	Black Angus	C						4.99								
	Save-a-Lot	n/i	C						3.49								
	Schnuck's	Angus	C						5.29						5.49		
		n/i	S	8.99													
	Strack & VanTil	Angus		7.99			17.99	9.99	4.99	4.99	4.99						
Ultra Foods	Angus		7.99					4.99				4.99			4.99		
Walt's Foods	Hereford	C								3.99	4.59				4.29		
	Walt's	C	9.99														
Wesselman's	n/i	C	7.99					3.79	3.99								
Whole Foods MW	n/i		12.99	18.99			29.99										
MI	Affiliated Midwest	Star Ranch	C	8.99					3.39								
	ALDI	n/i	C						4.89								
	Busch's	n/i					7.99										
		Creekstone Farms													3.99		
	D&W Fresh	Preferred Angus		9.99				7.99									
Earth Fare	n/i	G			11.99	9.99											

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State	Supermarket	Label	KEY	Rib Roasts		Loin Roasts (bnls)			Round Roasts (boneless)						Conditions			
				Bone In	Bnls	Filet Mignon	Tender loin	Strip Loin	Bottom Round	Top Round	Sirloin Tip	Top Butt	Eye or Round	Rump		London Broil		
MI (cont)	Family Fare	n/i	C							4.49								
	Food Pride	Angus Pride		9.99							4.19							
	Glory Supermarket	n/i		4.98										3.88				
	Gordon Food	n/i	C							4.99								
	Harding's	Tender Ridge	C		8.99								3.99					
	Hollywood Market	n/i		11.99	13.99		14.99											
	Kroger Central	n/i	C	8.99					3.99								w/ store card	
	Lucky's Market	Iowa Premium		7.99							4.99		4.99	4.99				
	Martin's	Martin's	C	9.99							3.99						w/ store card	
		Martin's	C	11.88							5.48							w/o store card
	Meijer	Angus	C	8.99				6.99										
	Plumbs/Duthlers	Tender Ridge			7.99							3.99				4.99		
	Polly's Market	n/i	C	7.59							3.49							
	Ric's Food Center	n/i	C	9.99			7.99											
	Save-a-Lot	n/i	C						3.49									
	Super 1 Foods	Black Angus						6.96										
	Tadych's	n/i					6.99											
		Black Angus	C	7.99							3.89	3.99						
		Naturewell	C					7.49										
Toms/Oleson's	n/i	C								4.49								
VG's Food Center	VG's	C	9.99	6.99														
Whole Foods MW	n/i		12.99	18.99		29.99												
MN	Affiliated Midwest	Star Ranch	C	8.99					3.39									
		Chairman Reserve	C	9.99														
	ALDI	n/i	C						4.89									
	Cash Wise Foods	Hereford		8.88				6.98						3.98				
	Coborn's	Hereford		8.99														
	Cub Foods	n/i	C					6.99										
	Econofoods	Angus Pride	C	9.99														
	Family Fare	Tender Ridge							4.99									
	Fareway	n/i	C		9.99													
	Festival	Black Angus	C	9.99														
	Food Pride	Angus Pride		9.99							4.19							
	Hornbacher's	Stockman&Dakota	C	8.99														
Hugo's	Angus Pride	C	7.98						4.48		5.98	4.98						

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State	Supermarket	Label	KEY	Rib Roasts		Loin Roasts (bnls)			Round Roasts (boneless)						Conditions	
				Bone In	Bnls	Filet Mignon	Tender loin	Strip Loin	Bottom Round	Top Round	Sirloin Tip	Top Butt	Eye or Round	Rump		London Broil
MN (cont)	Hy-Vee	Hy-Vee Angus	C	9.99					3.98							w/ store card w/o store card
		Hy-Vee Reserve	C						4.99	3.99						
	Kowalski's	n/i	A								6.99					
	Lund's and Byerly's	Lund's & Byerly's						12.99								
		Lund's & Byerly's						16.99								
	Marketplace Foods	Angus Pride	C							3.98	3.98					
	Maynard's	Star Ranch	C		9.99				3.99					3.99		
	Quillin's	Chairman Reserve									3.99					
	Rainbow Foods	n/i	C	8.99				6.99								
	Save-a-Lot	n/i	C						3.49							
	Sun Mart	Tender Ridge		9.99												
	Sunshine Foods	n/i	C											3.88		
Super 1 Foods	Black Angus						6.96									
Whole Foods MW	n/i		12.99	18.99			29.99									
ND	Albertsons Mntr	Double R Ranch	C						2.99							
		Steakhouse Choice	C	7.99												
	Cash Wise Foods	Hereford		8.88				6.98						3.98		
	Dan's	Angus Pride	C	9.99							4.99					
	Family Fare	Tender Ridge							4.99							
	Food Pride	Angus Pride		9.99							4.19					
	Hornbacher's	Stockman&Dakota	C	8.99												
	Hugo's	Angus Pride	C	7.98						4.48		5.98	4.98			
	Leever's Foods	Preferred Angus		8.59							3.99					
Marketplace Foods	Angus Pride	C								3.98	3.98					
NE	Affiliated Midwest	Star Ranch	C	8.99					3.39							w/ store card w/o store card
		Chairman Reserve	C	9.99												
	ALDI	n/i	C						4.89							
	Apple Market	Heartland Pride	S							3.99				2.98	4.49	
	Bag'n Save	Tender Ridge		7.99				7.99			4.99					
	Baker's	n/i	C					5.99	3.99	3.99						
	Fareway	n/i	C		9.99											
	Food Pride	Angus Pride		9.99							4.19					
	Hy-Vee	Hy-Vee Angus							3.98							
		Hy-Vee Reserve	C	9.99					4.99	3.99						
	Russ's Market	Platte River	L	9.99				6.99		3.99	4.49					
		Platte River	L								6.19					
Safeway Denver	n/i	C	7.99					4.99					4.99			



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State	Supermarket	Label	KEY	Rib Roasts		Loin Roasts (bnls)			Round Roasts (boneless)						Conditions		
				Bone In	Bnls	Filet Mignon	Tender loin	Strip Loin	Bottom Round	Top Round	Sirloin Tip	Top Butt	Eye or Round	Rump		London Broil	
NE (cont)	Sun Mart	Tender Ridge		9.99													
	Super Saver	Greater Omaha	L	7.97													
	Whole Foods MW	n/i		12.99	18.99		29.99										
OH	Acme Fresh Market	Angus		10.99			16.99		5.99						5.49	w/ store card	
		Angus		14.99			18.99		6.29						6.49	w/o store card	
	ALDI	n/i	C						4.89								
	Buehler's	Angus							4.99								
	Chief Supermarkets	Angus			7.99								5.49			w/ store card	
		Angus			13.99								5.99			w/o store card	
	Dave's Market	n/i	C						3.99			4.99					
	Earth Fare	n/i	G			11.99	9.99										
	Fisher's Foods	Fisher's Angus								4.59							w/ store card
		Fisher's Angus								5.99							w/o store card
	Food Fair	Black Angus	C	7.99							3.99						
	Foodland	Star Ranch									3.99						
	Fresh Encounter	Angus			7.99								5.49			w/ store card	
		Angus			13.99								6.09			w/o store card	
	Geyer's	Black Angus				9.99					4.29	4.49				3.99	
		Star Ranch	C								3.99						
	Giant Eagle	Angus	C									BOGO					
		n/i	C	8.99				14.99									BOGO
	Market District																
	Gordon Food	n/i	C								4.99						
	Heinen's	Heinen's	A	8.99											3.99		w/ store card
		Heinen's	A	13.99											6.79		w/o store card
	IGA Spartan-Nash	Angus Pride	C	8.99								3.99					
		n/i	C	9.99								4.19					
	Kroger Central	n/i	C	8.99					3.99								w/ store card
	Kroger Cincinnati	n/i	C						3.99	3.99							
	Kroger MdAtlantic	n/i	C	8.99													w/ store card
	Lucky's Market	Iowa Premium		7.99								4.99	4.99	4.99			
Marc's	Black Canyon											4.99					
Marsh	Marsh Signature	C	10.99	11.99													
	Marsh Angus	C	11.99	12.99													
Meijer	Angus	C	8.99				6.99										
Piggly Wiggly Stores	Preferred Angus		6.98														
Remke Markets	Star Ranch	C					12.99					3.99	3.99				

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State	Supermarket	Label	KEY	Rib Roasts		Loin Roasts (bnls)			Round Roasts (boneless)						Conditions	
				Bone In	Bnls	Filet Mignon	Tender loin	Strip Loin	Bottom Round	Top Round	Sirloin Tip	Top Butt	Eye or Round	Rump		London Broil
OH <i>(cont)</i>	Riesbeck's	Hereford											4.99			Australian w/ store card w/o store card
	Save-a-Lot	n/i	C						3.49							
	Shop'n Save	n/i		7.98	8.98	12.99			3.89				4.99			
	Sparkle	n/i	C								3.99			3.99		
		n/i	C								5.99			5.69		
	Thorne's Market	1893 Premium		8.99	9.99				3.99	4.99					4.99	
	Weis	Black Angus	C								4.69					
Whole Foods MdAtl	n/i		15.99	17.99		29.99	12.99									
SD	Affiliated Midwest	Star Ranch	C	8.99					3.39							w/ store card w/o store card
		Chairman Reserve	C	9.99												
	Buche Foods	n/i			8.98											
	Coborn's	Hereford		8.99												
	Family Thrift	Angus Pride	C	9.99												
	Fareway	n/i	C		9.99											
	Hy-Vee	Hy-Vee Angus							3.98							
		Hy-Vee Reserve	C	9.99					4.99	3.99						
	IGA Markets	n/i		7.99							3.79					
	Ken's Super Fair	n/i	C		8.99						3.49					
		n/i	C								4.89					
	Lynn's Dakotamart	Dakotamart Pride	C		8.99								3.49			
	Maynard's	Star Ranch	C		9.99				3.99					3.99		
	Safeway Denver	n/i	C	7.99					4.99					4.99		
Sunshine Foods	n/i	C											3.88			
WI	Affiliated Midwest	Star Ranch	C	8.99					3.39							w/ store card w/o store card
		Chairman Reserve	C	9.99												
	ALDI	n/i	C						4.89							
	Econofoods	Angus Pride	C	9.99												
	Festival	n/i					7.98									
		n/i					9.99									
	Food Pride	Angus Pride		9.99							4.19					
	Gordon Food	n/i	C							4.99						
	Hy-Vee	Hy-Vee Angus							3.98							
		Hy-Vee Reserve	C	9.99					4.99	3.99						
	Marketplace Foods	Angus Pride	C								3.98	3.98				
	Meijer	Angus	C	8.99				6.99								
	Piggly Wiggly	Angus		9.99						3.89						
Quillin's	Chairman Reserve										3.99					

**U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS**  
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Thanksgiving 2015  
**BEEF**

State	Supermarket	Label	KEY	Rib Roasts		Loin Roasts ( <i>bnls</i> )			Round Roasts ( <i>boneless</i> )						Conditions	
				Bone In	Bnls	Filet Mignon	Tender loin	Strip Loin	Bottom Round	Top Round	Sirloin Tip	Top Butt	Eye or Round	Rump		London Broil
WI <i>(cont)</i>	Save-a-Lot	n/i	C						3.49							
	Schnuck's	Angus	C						5.29					5.49		
		n/i	S	8.99												
	Sendik's	Sendik's	C				8.99							3.49		
	Sentry Foods	Sentry Angus	C	8.99				7.99		4.99		3.99	4.49			
	Super 1 Foods	Black Angus						6.96								
	Tadych's	n/i					6.99									
		Black Angus	C	7.99							3.89	3.99				
	Naturewell	C					7.49									
	Whole Foods MW	n/i		12.99	18.99		29.99									

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Thanksgiving 2015  
**BEEF**

State	Supermarket	Label	KEY	Rib Roasts		Loin Roasts (bnls)			Round Roasts (boneless)						Conditions	
				Bone In	Bnls	Filet Mignon	Tender loin	Strip Loin	Bottom Round	Top Round	Sirloin Tip	Top Butt	Eye or Round	Rump		London Broil
<b>SOUTH CENTRAL U.S. - AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT</b>																
AR	Albertsons Sthrn	n/i	C	8.99				6.99						3.99		
	ALDI	n/i	C						4.89							
	Bill's Fresh Market	Angus		10.99												
	Brookshire's	Angus	C	6.99	7.99			9.99					4.49			
	Cranford's	n/i	C						3.48							
	Edward's Food Giant	Angus	C				14.98		3.38							
	Food Giant	Black Canyon		7.98						3.48						3.58
	G&W Foods	n/i	C											4.58		
	Harp's	Harp's Angus	C						4.99					4.99		
	Kroger Delta	n/i	C				10.99		3.99							3.99
	Mac's Fresh	n/i	S							3.99				3.99		
	Piggly Wiggly Hchn	Black Canyon		7.98						3.48						3.58
	Pyramid Foods	n/i	C	9.49			13.99				4.29					
	Rehkopf's	n/i	C	7.99												
	Save-a-Lot	n/i	C						3.49							
	Super 1 Foods	n/i												3.97		
Twn&Cntry Grocer	n/i	S					5.99	3.89								
Whole Foods SW	n/i		16.99			29.99										
AZ	Albertsons SW	Steakhouse Choice	C	6.97				4.97	BOG2		BOG2		BOG2			
	Fry's	n/i	C	7.99				4.47								
	Lowe's	n/i													3.59	
	Safeway SW	n/i	C	7.99					4.99	4.99	BOGO		BOGO		3.77	
	Smart & Final	Cattlemen's Finest	S	6.99							3.99					
	Smith's	n/i		7.99				3.99					3.99			
	Sprout's	n/i	C	9.99											3.99	
	Whole Foods SthPc	n/i		13.99	17.99	29.99		18.99	6.99		6.99	8.99				
CO	Affiliated Foods	n/i		9.99					3.49							
	Affiliated Midwest	Chairman Reserve	C	9.99												
	Albertsons Mntn	Double R Ranch	C						2.99							
		Steakhouse Choice	C	7.99												
	Associated Food	n/i		6.99							3.49			3.49		
		Willamette Valley					8.99									
	Clark's	Angus		10.99					4.99							
King Soopers	n/i	C						4.99		4.99						

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Thanksgiving 2015  
**BEEF**

State	Supermarket	Label	KEY	Rib Roasts		Loin Roasts (bnls)			Round Roasts (boneless)						Conditions	
				Bone In	Bnls	Filet Mignon	Tender loin	Strip Loin	Bottom Round	Top Round	Sirloin Tip	Top Butt	Eye or Round	Rump		London Broil
CO (cont)	Lowe's	n/i													3.59	
	Lucky's Market	Piedmontese Pasture One	A	14.99												
	Safeway Denver	n/i	C	7.99					4.99	7.99			7.99	7.99		
	Save-a-Lot	n/i	C						3.49					4.99		
	Sprout's	n/i	C	9.99											3.99	
	Sun Mart	Tender Ridge		9.99												
	Whole Foods Mntr	n/i	A	14.99				29.99								
KS	Affiliated Foods	n/i		9.99					3.49							
	Affiliated Midwest	Star Ranch	C	8.99					3.39							
		Chairman Reserve	C	9.99												
	ALDI	n/i	C						4.89							
	Apple Market	Heartland Pride	S							3.99				2.98	4.49	
	Country Mart	n/i												3.99		
	Dillon's	n/i	C					5.99	3.99	3.99						
	G&W Foods	n/i	C											4.58		
	Hen House	Hereford		9.99	8.99		15.99							4.39		
	Homeland Stores	Red River Ranch		7.99										3.69		
	Hy-Vee	Hy-Vee Angus							3.98							
		Hy-Vee Reserve	C	9.99					4.99	3.99						
	Lowe's	n/i													3.59	
	Price Chopper	KC Pride		8.99										2.99		
		Angus								4.99				3.99		
	Save-a-Lot	n/i	C						3.49							
	Sprout's	n/i	C	9.99											3.99	
Sun Fresh	n/i												3.99			
Whole Foods Mntr	n/i	A	14.99				29.99									
Woods Supermarket	Butchers Pride	C	10.99	11.99				3.98	3.49							
LA	AG Baton Rouge	n/i												2.99		
	Albertsons Sthrn	n/i	C	8.99				6.99					3.99			
	Breaux Mart	Angus												2.99		
	Brookshire's	Angus	C	6.99	7.99			9.99					4.49			
	Kroger Dallas	n/i	S	4.99			11.99									w/ \$20 purchase; limit 2
	Kroger Houston	n/i	S	4.99			11.99									w/ \$20 purchase; limit 2
	LeBlanc's	Black Angus	C											2.99		
	Mac's Fresh	n/i	S							3.99			3.99	3.99		
	Market Basket	MB Premium									2.99			2.99		

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Thanksgiving 2015  
**BEEF**

State	Supermarket	Label	KEY	Rib Roasts		Loin Roasts (bnls)			Round Roasts (boneless)						Conditions		
				Bone In	Bnls	Filet Mignon	Tender loin	Strip Loin	Bottom Round	Top Round	Sirloin Tip	Top Butt	Eye or Round	Rump		London Broil	
LA (cont)	Ramey's	n/i	C												3.48		
	Save-a-Lot	n/i	C						3.49								
	Super 1 Foods	n/i												3.97			
	Whole Foods SW	n/i		16.99			29.99										
	Winn-Dixie	Angus	C					7.00	4.50					4.50			
MO	Affiliated Midwest	Star Ranch	C	8.99					3.39								
	ALDI	n/i	C						4.89								
	Apple Market	Heartland Pride	S							3.99				2.98	4.49		
	C&R Markets	Chairman Reserve	C	9.79									4.19				
	County Market	Rancher's Legend		9.99	10.99			5.99	3.99								
	Country Mart	n/i												3.99			
	Dierberg's	Dierberg's	C								5.99		5.77				
	Food Giant	Black Canyon		7.98						3.48						3.58	
	G&W Foods	n/i	C												4.58		
	Gerbe's	n/i	C					5.99	3.99	3.99							
	Gordon Food	n/i	C							4.99							
	Harp's	Harp's Angus	C						4.99						4.99		
	Harter House	n/i		9.99							3.99						
	Hen House	Hereford		9.99	8.99		15.99								4.39		
	Hy-Vee	Hy-Vee Angus							3.98								
		Hy-Vee Reserve	C	9.99					4.99	3.99							
	Kroger Central	n/i	C	8.99					3.99								
	Kroger Delta	n/i	C				10.99		3.99							3.99	
	Lucky's Market	Iowa Premium		7.99							4.99		4.99	4.99			
	Moser's	n/i													3.49		
	Price Chopper	KC Pride		8.99											2.99		
		Angus									4.99				3.99		
	Pyramid Foods	n/i	C	9.49			13.99					4.29					
		n/i	P	12.99													
	Save-a-Lot	n/i	C						3.49								
	Shop'n Save	Angus							5.99								
	Schnuck's	Angus	C						5.29						5.49		
n/i		S	8.99														
Shop'n Save	Angus		9.99					5.99									
Sprout's	n/i	C	9.99												3.99		
Sun Fresh	n/i													3.99			
Twn&Cntry Grocer	n/i	S					5.99	3.89									

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Thanksgiving 2015  
**BEEF**

State	Supermarket	Label	KEY	Rib Roasts		Loin Roasts (bnls)			Round Roasts (boneless)						Conditions	
				Bone In	Bnls	Filet Mignon	Tender loin	Strip Loin	Bottom Round	Top Round	Sirloin Tip	Top Butt	Eye or Round	Rump		London Broil
MO (cont)	Twn&Cntry Sprmkt	Angus Pride	C											3.99		
		N/I	c	9.69												
	Whole Foods MW	n/i		12.99	18.99		29.99									
	Woods Supermarket	Butchers Pride	C	10.99	11.99				3.98	3.49						
NM	Affiliated Foods	n/i		9.99					3.49							
	Albertsons SW	Steakhouse Choice	C	6.97				4.97	BOG2		BOG2		BOG2			
	John Brooks	n/i		9.99					3.89							
	King Soopers	n/i	C						4.99		4.99					
	Lawrence Bros.	n/i		9.89					2.99					2.99		
	Lowe's	n/i													3.59	
	Safeway Denver	n/i	C	7.99					4.99					4.99		
	Smith's	n/i		7.99				3.99						3.99		w/ store card
	Sprout's	n/i	C	9.99											3.99	
Whole Foods Mntr	n/i	A	14.99			29.99										
OK	Affiliated Foods	n/i		9.99					3.49							
	ALDI	n/i	C						4.89							
	Country Mart	n/i												3.99		
	Harp's	Harp's Angus	C						4.99					4.99		
	Homeland Stores	Red River Ranch		7.99										3.69		
	Market Square	n/i		9.99					3.49							
	Nichols	n/i		7.99							3.49			3.99		
	Pyramid Foods	n/i	C	9.49			13.99				4.29					
		n/i	P	12.99												
	Reasor's	Angus	C	8.98										3.28		
	Rehkopf's	n/i	C	7.99												
	Save-a-Lot	n/i	C						3.49							
	Sprout's	n/i	C	9.99											3.99	
	Warehouse Market	n/i		7.99												
Whole Foods SW	n/i		16.99			29.99										
TX	Affiliated Foods	n/i		9.99					3.49							
	Albertsons SW	Steakhouse Choice	C	6.97				4.97	BOG2		BOG2		BOG2			
	Albertsons Sthrn	n/i	C	8.99					6.99					3.99		
	ALDI	n/i	C						4.89							
	Brookshire's	Angus	C	6.99	7.99			9.99						4.49		
	Brookshire Bros.	Angus Pride														
	Fiesta Mart	Lone Star		5.99					2.99							limit 2
	Foodarama	n/i		3.97												w/ \$10 purchase; limit 1

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**Thanksgiving 2015**  
**BEEF**

State	Supermarket	Label	KEY	Rib Roasts		Loin Roasts (bnls)			Round Roasts (boneless)						Conditions	
				Bone In	Bnls	Filet Mignon	Tender loin	Strip Loin	Bottom Round	Top Round	Sirloin Tip	Top Butt	Eye or Round	Rump		London Broil
TX (cont)	H-E-B	H-E-B	P	12.97												
		H-E-B Angus	C	9.97												
		n/i	C	8.97												
	Homeland Stores	Red River Ranch		7.99									3.69			
	Kroger Dallas	n/i	S	4.99			11.99									w/ \$20 purchase; limit 2
	Kroger Houston	n/i	S	4.99			11.99									w/ \$20 purchase; limit 2
	Lawrence Bros.	n/i		9.89					2.99					2.99		
	Lowe's	n/i													3.59	
	Market Basket	MB Premium									2.99			2.99		
	Market Square	n/i		9.99					3.49							
	Minyard's	n/i	S	6.89					2.97					2.97		
	Minyard Sunfresh	Angus	C	9.99					2.99				4.49			
	Randall's	Angus	C	8.99				9.99								
		Open Nature		10.99												ABF
	Rehkopf's	n/i	C	7.99												
	Save-a-Lot	n/i	C						3.49							
	Seller Bros.	n/i	S						2.79							
	Smith's	n/i		7.99				3.99						3.99		w/ store card
	Sprout's	n/i	C	9.99											3.99	
	Super 1 Foods	n/i												3.97		
The United Family	Genuine Texas												4.99			
Tom Thumb	n/i		8.99					2.99							w/ store card	
Vista Market	Hereford	C						3.59								
Whole Foods SW	n/i		16.99				29.99									
UT	Albertsons Mntn	Double R Ranch	C						2.99							
		Steakhouse Choice	C	7.99												
	Associated Food	n/i		6.99							3.49			3.49		
		Willamette Valley					8.99									
	Clark's	Angus		10.99				4.99								
	Fresh Market	n/i		6.99												
		Willamette Valley					8.99									
	Harmon's	n/i	C	10.99										3.99		
	King Soopers	n/i	C					4.99		4.99						
	Ridley's	n/i	C									3.98				
	Sprout's	n/i	C	9.99											3.99	
	Stokes Market	Angus		7.99										3.49	3.99	
Whole Foods Mntn	n/i	A	14.99				29.99									



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**BEEF**

State	Supermarket	Label	KEY	Rib Roasts		Loin Roasts (bnls)			Round Roasts (boneless)						Conditions		
				Bone In	Bnls	Filet Mignon	Tender loin	Strip Loin	Bottom Round	Top Round	Sirloin Tip	Top Butt	Eye or Round	Rump		London Broil	
<b>SOUTHWESTERN U.S. - CA,HI,NV</b>																	
CA	Albertsons SoCal	n/i	C	6.99		15.99											
	Baja Ranch	Harris Ranch	S									4.99	2.99				
	Bristol Farms	n/i	C									8.99					
	Foodland Mercado	n/i		4.98													
	Holiday Market	Sterling Silver															
	Jons Marketplace	Blackwell		7.99													
	Lucky	n/i		7.99													
		Angus		11.99					5.49								
	Nugget Market	Angus	C											3.99		w/ store card	
		Angus	C											5.99		w/o store card	
	Raley's	Harris Ranch	C	9.99									6.99				
	Ralph's	n/i	C	7.99				5.77									
	Ray's Food Place	Ray's Angus		8.99													
	Rio Ranch Market	n/i		6.99													
	Safeway NorCal	n/i	C	7.99				7.99							6.99	w/ store card	
		Open Nature	G												7.99	w/ store card	
	Save-a-Lot	n/i	C						3.49								
	Save Mart	Angus 43		6.99													
	Smart & Final	Cattlemen's Finest	S	6.99								3.99					
	Sprout's	n/i	C	9.99											3.99		
Stater Bros.	n/i		5.88		13.99				4.99		4.99		4.99	3.99			
Superior Grocers	n/i	S	6.99														
Super A Foods	Harris Ranch		7.99										4.49				
Vallarta	n/i		5.99														
Vons/Pavilions	n/i	C	6.99		15.99					4.99							
Whole Foods NorCA	n/i	A	12.99	14.99			27.99	11.99									
Whole Foods SthPc	n/i		13.99	17.99	29.99		18.99	6.99			6.99	8.99					
	n/i	O			33.99												
HI	Don Quijote	Angus	C	9.99													
	Foodland	n/i		7.99				7.99									
	KTA Super Stores	KTA		8.99													
	Safeway NorCal	n/i	C	7.99				7.99							6.99	w/ store card	
		Open Nature	G												7.99	w/ store card	
	Times Supermarket	n/i		6.99													
	Sterling Silver		9.99														

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State	Supermarket	Label	KEY	Rib Roasts		Loin Roasts (bnls)			Round Roasts (boneless)						Conditions	
				Bone In	Bnls	Filet Mignon	Tender loin	Strip Loin	Bottom Round	Top Round	Sirloin Tip	Top Butt	Eye or Round	Rump		London Broil
HI (cont)	Whole Foods SthPc	n/i		13.99	17.99	29.99		18.99	6.99		6.99	8.99				
		n/i	O			33.99										
NV	Albertsons SW	Steakhouse Choice	C	6.97				4.97	BOG2		BOG2		BOG2			
	Associated Food	n/i		6.99							3.49			3.49		
		Willamette Valley					8.99									
	Raley's	Harris Ranch	C	9.99								6.99				
	Ridley's	n/i	C										3.98			
	Safeway NorCal	n/i	C	7.99				7.99							6.99	w/ store card
		Open Nature	G												7.99	w/ store card
	Save-a-Lot	n/i	C						3.49							
	Scolari's	Harris Ranch	C							3.99				3.99		
		Harris Ranch	S	7.99			12.99									
	Smart & Final	Cattlemen's Finest	S	6.99							3.99					
	Smith's	n/i		7.99				3.99						3.99		w/ store card
	Sprout's	n/i	C	9.99											3.99	
	Vons/Pavilions	n/i	C	6.99		15.99				4.99						
	Whole Foods NorCA	n/i	A	12.99	14.99		27.99	11.99								
	Whole Foods SthPc	n/i		13.99	17.99	29.99		18.99	6.99		6.99	8.99				
		n/i	O			33.99										

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State	Supermarket	Label	KEY	Rib Roasts		Loin Roasts (bnls)			Round Roasts (boneless)						Conditions
				Bone In	Bnls	Filet Mignon	Tender loin	Strip Loin	Bottom Round	Top Round	Sirloin Tip	Top Butt	Eye or Round	Rump	
<b>NORTHWESTERN U.S. - AK,ID,MT,OR,WA,WY</b>															
AK	AC Value Center	n/i		9.78											
	Alaskan & Proud	n/i		7.48								4.48	3.98		
	Carrs/Safeway	n/i	C	8.99				7.49	4.99		3.99				w/ store card
	Fred Meyer	n/i		5.99					5.99						limit 1
	IGA Hometown	n/i		8.99							3.99				
	Meyer Group IGA	n/i	C	9.99							3.79				
	Three Bears Alaska	n/i			7.99										
ID	Albertsons Mntn	Double R Ranch	C						2.99						
		Steakhouse Choice	C	7.99											
	Associated Food	n/i		6.99							3.49			3.49	
		Willamette Valley					8.99								
	Family Foods	St Helens	L	6.99											
	Fred Meyer	n/i		4.99					4.99						limit 1
	Harvest Foods	Angus	C	6.88							3.98	6.98			
	IGA Markets	n/i		7.99							3.79				
	Paul's Market	n/i		8.28							2.99			2.68	
	Ridley's	n/i	C										3.98		
	Rosauer's	St Helens	C	6.99							3.69				
		Painted Hills	C	10.99											
	Safeway Seattle	n/i	C	7.99				6.49	3.99		3.99				ABF
	Smith's	n/i		7.99				3.99						3.99	w/ store card
	Stokes Market	Angus		7.99										3.49	3.99
Super 1 Foods	Painted Hills	C								5.48					ABF
	Angus	C										4.98			
Whole Foods Mntn	n/i	A	14.99											29.99	
Yoke's	Divine Hereford		7.97												
MT	Albertsons Mntn	Double R Ranch	C						2.99						
		Steakhouse Choice	C	7.99											
	Associated Food	n/i		6.99							3.49			3.49	
		Willamette Valley					8.99								
	Family Foods	St Helens	L	6.99											
	Harvest Foods	Angus	C	6.88							3.98	6.98			
	IGA Markets	n/i		7.99							3.79				
	Lucky's Market	Iowa Premium		7.99							4.99		4.99	4.99	
	Reynold's	n/i		6.99							3.49				
	Willamette Valley					8.99									

**U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS**  
 prices in \$US per pound unless otherwise noted.

Thanksgiving 2015  
**BEEF**

State	Supermarket	Label	KEY	Rib Roasts		Loin Roasts (bnls)			Round Roasts (boneless)						Conditions	
				Bone In	Bnls	Filet Mignon	Tender loin	Strip Loin	Bottom Round	Top Round	Sirloin Tip	Top Butt	Eye or Round	Rump		London Broil
MT (cont)	Rosauer's	St Helens	C	6.99						3.69						ABF w/ store card w/ store card ABF
		Painted Hills	C	10.99												
	Safeway Seattle	n/i	C	7.99				6.49	3.99		3.99					
	Smith's	n/i		7.99				3.99					3.99			
	Stokes Market	Angus		7.99									3.49	3.99		
	Super 1 Foods	Painted Hills	C							5.48						
		Angus	C									4.98				
	Three Bears Alaska	n/i			7.49			4.69								
OR	Albertsons Portland	Steakhouse Choice		7.99				7.99	5.99	5.99			5.99			limit 1  local  ABF ABF, local w/ store card
	Associated Food	n/i		6.99							3.49			3.49		
		Willamette Valley					8.99									
	CenterPlace Market	St Helens		6.98							3.68			3.99		
	Family Foods	St Helens	L	6.99												
	Fred Meyer	n/i		4.99					4.99							
	Haggen	Double R Ranch	C	9.99				7.99				6.99				
	Harvest Foods	Angus	C	6.88								3.98	6.98			
	IGA Markets	n/i		7.99								3.79				
	IGA Market Fresh	St Helen's						6.99	3.49							
		Golden Lion		7.99												
	Lamb's Markets	Painted Hills	C	11.99					4.99		5.49					
	Market of Choice	Painted Hills	A					13.99			6.99					
	McKay's	Signature Angus	S	5.99							3.99					
	QFC	Angus	C	10.99							3.99	3.99				
	Ray's Food Place	Ray's Angus		8.99												
	Red Apple/Thriftway	St Helens	L						2.99		3.99					
		n/i	C	9.99												
	Rosauer's	St Helens	C	6.99							3.69					
		Painted Hills	C	10.99												
	Roth's	Painted Hills	C	14.99												
	Divine	C	9.99													
	n/i	C							4.99				4.99			
Safeway Portland	n/i	C	7.99				6.49	3.99		3.99						
Save-a-Lot	n/i	C						3.49								
Select Markets	Signature Angus		7.99					3.99								
Whole Foods NW	n/i		16.99	18.99												



**U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS**

prices in \$US per pound unless otherwise noted.

Thanksgiving 2015

**BEEF**

State	Supermarket	Label	KEY	Rib Roasts		Loin Roasts ( <i>bnls</i> )			Round Roasts ( <i>boneless</i> )						Conditions	
				Bone In	Bnls	Filet Mignon	Tender loin	Strip Loin	Bottom Round	Top Round	Sirloin Tip	Top Butt	Eye or Round	Rump		London Broil
WY <i>(cont)</i>	Lucky's Market	Piedmontese	A	14.99												w/ store card
		Pasture One	A							7.99			7.99	7.99		
	Ridley's	n/i	C										3.98			
	Safeway Denver	n/i	C	7.99					4.99					4.99		
	Smith's	n/i		7.99				3.99						3.99		

**U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS**

Miscellaneous Poultry - prices in \$US per pound unless otherwise noted.

Thanksgiving 2015  
**MISCELLANEOUS POULTRY**

State	Supermarket	Label	Type (regular unless noted)	Turkey Breast		CHICKEN						Duckling		Goose	Pheasant	Quail	Rabbit	
				bone-in		Roaster	Cornish Hen		Hens	Capon	Liver	Gizzard	fresh	frozen	frsh/frzn	frozen	frozen	frozen
				fresh	frozen	fresh	fresh	frozen	frsh/frzn	frsh/frzn	fresh							
<b>NORTHEASTERN U.S. - CT,DC,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT</b>																		
CT	ACME Markets	n/i			1.99													
	Adams	Perdue				1.39												
		Maple Leaf										2.99						
		n/i			1.69													
	AF Basket	Perdue				1.19												
		n/i			1.99													
	ALDI	Honeysuckle			1.39													
	Associated	Maple Leaf										3.99						
		Shady Brook			2.49													
		Perdue					2.99											
		n/i								1.49								
	Big Y	n/i			1.98													
		Butterball			3.29													
		Perdue					1.49											
		D'Artagnan										4.59						
	Bravo	Perdue				0.99	2.89											
		Shady Brook			2.99													
	Compare Foods	Perdue					2.99											
		Maple Leaf										3.99						
		Shady Brook			2.49													
		n/i								1.49								
	C-Town	Perdue				0.99	2.89											
		Shady Brook			2.99													
Food Bazaar	Perdue					0.89												
	Tyson						2.49											
	n/i										3.49					3.49		
Geissler's	Perdue					1.29												
Key Food	Perdue					0.99	2.69	2.49										
	n/i																	
	Shady Brook			2.99	1.99													
	Maple Leaf										3.49							
Kings	Kings		local	3.99														
	Plainville Farms		ABF	4.99														
	Perdue					1.49	2.99											
Price Chopper	Shady Brook			2.49	1.99													
	Butterball				2.99													

**U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS**

Miscellaneous Poultry - prices in \$US per pound unless otherwise noted.

Thanksgiving 2015  
**MISCELLANEOUS POULTRY**

State	Supermarket	Label	Type (regular unless noted)	Turkey Breast		CHICKEN						Duckling		Goose	Pheasant	Quail	Rabbit		
				bone-in		Roaster	Cornish Hen		Hens	Capon	Liver	Gizzard	fresh	frozen	frsh/frzn	frozen	frozen	frozen	
				fresh	frozen	fresh	fresh	frozen	frsh/frzn	frsh/frzn	fresh								
CT <i>(cont)</i>	Price Chopper <i>(continued)</i>	Price Chopper	ABF	4.59	1.49	0.99													
	Save-a-Lot	Honeysuckle												3.49					
	ShopRite	Maple Leaf										1.49	1.49						
	Perdue																		
	Stop & Shop	Stop & Shop					1.99	0.99											
	Target	Market Pantry					1.29												
	Walmart	n/i					1.63												
	Whole Foods NE	Plainville Farms	ABF	5.99															
DC	ALDI	Honeysuckle			1.39														
	Giant	n/i			1.99														
	Harris Teeter	Butterball				2.99													
		Harris Teeter		1.99															
		Perdue				1.49													
		Jurgielewicz											2.99						
		Manchester Farms													4.99	7.69		10.99	
	Safeway Eastern	n/i									3.69								
		Shady Brook		2.99	1.99														
		Whetstone																	
		n/i											2.99						
		Perdue					0.99												
	Tyson							2.49											
	Save-a-Lot	Honeysuckle			1.49														
	Target	Market Pantry			1.29														
Walmart	n/i			1.63															
Whole Foods	n/i							6.99				4.99		6.99	6.99	14.99			
	n/i		A & L	4.99															
DE	ACME Markets	n/i			1.99														
	Food Lion	n/i		1.99	1.59														
	Fresh Grocer	Perdue				0.99													
		ShopRite				1.99													
		Shady Brook				1.99													
	Giant	n/i			1.99														
	Great Valu Markets	Pride of the Farm			1.59														
		Perdue				0.99													
	Harris Teeter	Butterball				2.99													
		Harris Teeter			1.99														





**U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS**

Miscellaneous Poultry - prices in \$US per pound unless otherwise noted.

**Thanksgiving 2015  
MISCELLANEOUS POULTRY**

State	Supermarket	Label	Type (regular unless noted)	Turkey Breast		CHICKEN						Duckling		Goose	Pheasant	Quail	Rabbit	
				bone-in		Roaster	Cornish Hen		Hens	Capon	Liver	Gizzard	fresh	frozen	frsh/frzn	frozen	frozen	frozen
				fresh	frozen	fresh	fresh	frozen	frsh/frzn	frsh/frzn		fresh						
MA <i>(cont)</i>	Geissler's	Perdue				1.29												
	Hannaford	Shady Brook			1.79													
	Market Basket	Jennie-O			1.89													
	Met Foods	Perdue				2.99												
		Maple Leaf										3.99						
		Shady Brook				2.49												
	Price Chopper	Shady Brook			2.49	1.99												
		Butterball				2.99												
		Price Chopper					0.99											
		Plainville Farms		ABF	4.59													
	Roche Bros.	Plainville Farms		ABF	4.99													
		Perdue					1.49											
	Save-a-Lot	Honeysuckle				1.49												
	Shaw's	Perdue					0.88											
	Star Market	Perdue					1.29											
	Stop & Shop	Stop & Shop				1.99	0.99											
	Target	Market Pantry				1.29												
Trucchi's	Perdue					1.29												
Walmart	n/i				1.63													
Wegman's	Wegman's		organic	5.99														
MD	ACME Markets	n/i			1.99													
	ALDI	Honeysuckle			1.39													
	Associated	Maple Leaf			2.49							3.99						
		Shady Brook					2.99											
		Perdue							1.49									
		n/i																
	Food Lion	n/i		1.99	1.59													
		Perdue				0.99												
	Giant	n/i			1.99													
	Giant Eagle	Giant Eagle			3.69													
		Honeysuckle				1.99												
		Tyson						3.25										
		n/i								4.99			3.69					
Graul's Market	Graul's			2.99														
Great Valu Markets	Pride of the Farm				1.59													
	Perdue					0.99												

**U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS**

Miscellaneous Poultry - prices in \$US per pound unless otherwise noted.

**Thanksgiving 2015  
MISCELLANEOUS POULTRY**

State	Supermarket	Label	Type (regular unless noted)	Turkey Breast		CHICKEN						Duckling		Goose	Pheasant	Quail	Rabbit	
				bone-in		Roaster	Cornish Hen		Hens	Capon	Liver	Gizzard	fresh	frozen	frsh/frzn	frozen	frozen	frozen
				fresh	frozen	fresh	fresh	frozen	frsh/frzn	frsh/frzn	fresh	fresh	fresh	fresh	fresh	fresh	fresh	fresh
MD <i>(cont)</i>	Harris Teeter	Butterball			2.99													
		Harris Teeter		1.99														
		Perdue				1.49												
		Jurgielewicz											2.99					
		Manchester Farms															10.99	
	Mars	n/i								3.69					4.99	7.69		
		Shady Brook		2.49	1.89													
	Martin's Food Market	Perdue					1.29											
		n/i				1.99												
	Redner's	n/i					1.18											
		Shady Brook		2.99	1.99													
	Safeway Eastern	Whetstone													5.99			
		n/i											2.99					
		Perdue					0.99											
		Tyson							2.49									
		n/i																
	Save-a-Lot	Honeysuckle				1.49												
		Shop'n Save					1.99											
	Shoppers Food	n/i					1.69											
		Honeysuckle				1.89												
		Perdue					1.29											
		Pride of the Farm				1.99												
		Tyson							2.49									
	ShopRite	Maple Leaf												3.49				
		Perdue									1.49	1.49						
	Shurfine	n/i					1.49											
		Shady Brook				1.99												
	Target	Market Pantry				1.29												
Walmart	n/i				1.63													
Wegman's	Wegman's	organic	5.99															
Weis	Weis				1.98													
	Butterball				3.29													
	Perdue					1.48												
	n/i												2.69					
	n/i											4.99		6.99	6.99	14.99		
Whole Foods	n/i																	
	n/i	A & L	4.99															
ME	Hannaford	Shady Brook			1.79													
	Market Basket	Jennie-O			1.89													

**U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS**

Miscellaneous Poultry - prices in \$US per pound unless otherwise noted.

**Thanksgiving 2015  
MISCELLANEOUS POULTRY**

State	Supermarket	Label	Type (regular unless noted)	Turkey Breast		CHICKEN						Duckling		Goose	Pheasant	Quail	Rabbit	
				bone-in		Roaster	Cornish Hen		Hens	Capon	Liver	Gizzard	fresh	frozen	frsh/frzn	frozen	frozen	frozen
				fresh	frozen	fresh	fresh	frozen	frsh/frzn	frsh/frzn	fresh							
<b>ME</b> <i>(cont)</i>	Save-a-Lot	Honeysuckle			1.49													
	Shaw's	Perdue				0.88												
	Target	Market Pantry			1.29													
	Walmart	n/i			1.63													
<b>NH</b>	ALDI	Honeysuckle			1.39													
	Hannaford	Shady Brook			1.79													
	Market Basket	Jennie-O			1.89													
	Price Chopper	Shady Brook		2.49	1.99													
		Butterball			2.99													
		Price Chopper				0.99												
	Plainville Farms		ABF	4.59														
	Save-a-Lot	Honeysuckle			1.49													
	Shaw's	Perdue				0.88												
	Target	Market Pantry			1.29													
Walmart	n/i			1.63														
<b>NJ</b>	ACME Markets	n/i			1.99													
	ALDI	Honeysuckle			1.39													
	Associated	Maple Leaf											3.99					
		Shady Brook			2.49													
		Perdue				2.99												
	n/i							1.49										
	Bravo	Perdue				0.99	2.89											
	Compare Foods	Shady Brook		2.99														
		Perdue					2.99											
		Maple Leaf											3.99					
	Shady Brook				2.49													
		n/i							1.49									
	C-Town	Perdue				0.99	2.89											
	Shady Brook			2.99														
Perdue					1.39	2.79												
Shady Brook			3.99															
	Perdue				0.89													
Food Bazaar	Tyson						2.49											
	n/i											3.49						
	n/i			1.99													3.49	
Foodtown	n/i																	
	Perdue				1.49													

**U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS**

Miscellaneous Poultry - prices in \$US per pound unless otherwise noted.

Thanksgiving 2015  
**MISCELLANEOUS POULTRY**

State	Supermarket	Label	Type (regular unless noted)	Turkey Breast		CHICKEN						Duckling		Goose	Pheasant	Quail	Rabbit	
				bone-in		Roaster	Cornish Hen		Hens	Capon	Liver	Gizzard	fresh	frozen	frsh/frzn	frozen	frozen	frozen
				fresh	frozen	fresh	fresh	frozen	frsh/frzn	frsh/frzn	fresh	fresh	frozen	frsh/frzn	frozen	frozen	frozen	
NJ <i>(cont)</i>	Great Valu Markets	Pride of the Farm			1.59													
		Perdue				0.99												
	Key Food	Perdue				0.99	2.69	2.49										
		n/i																
		Shady Brook			2.99	1.99												
		Maple Leaf											3.49					
	Kings	Kings	local	3.99														
		Plainville Farms	ABF	4.99														
		Perdue					1.49	2.99										
	Met Foods	Perdue						2.99										
		Maple Leaf												3.99				
		Shady Brook				2.49												
	Pioneer	Perdue						2.99										
		Maple Leaf													3.99			
		Shady Brook				1.99												
		n/i							1.49									
	Save-a-Lot	Honeysuckle				1.49												
	ShopRite	Maple Leaf												3.49				
		Perdue									1.49	1.49						
	Stop & Shop	Stop & Shop				1.99	0.99											
Target	Market Pantry				1.29													
Thriftway	Perdue					1.49	2.99											
	Shady Brook			3.69														
Walmart	n/i				1.63													
Wegman's	Wegman's	organic	5.99															
Weis	Weis				1.98													
	Butterball				3.29													
	Perdue					1.48												
	n/i												2.69					
Western Beef	n/i			2.99			2.99				0.99							
Whole Foods MidAt	n/i						6.99					4.99		6.99	6.99	14.99		
	n/i	A & L	4.99															
Whole Foods NE	Plainville Farms	ABF	5.99															
NY	ACME Markets	n/i			1.99													
	AF Basket	Perdue				1.19												
		n/i			1.99													
	ALDI	Honeysuckle			1.39													

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Miscellaneous Poultry - prices in \$US per pound unless otherwise noted.

Thanksgiving 2015  
MISCELLANEOUS POULTRY

State	Supermarket	Label	Type (regular unless noted)	Turkey Breast		CHICKEN						Duckling		Goose	Pheasant	Quail	Rabbit	
				bone-in		Roaster	Cornish Hen		Hens	Capon	Liver	Gizzard	fresh	frozen	frsh/frzn	frozen	frozen	frozen
				fresh	frozen	fresh	fresh	frozen	frsh/frzn	frsh/frzn		fresh						
NY <i>(cont)</i>	Associated	Maple Leaf																
		Shady Brook		2.49									3.99					
	Big M	Perdue				2.99												
		n/i						1.49										
	Bravo	Shady Brook		1.99														
		1893 Premium				1.39												
	Compare Foods	Tyson						1.99										
		Perdue				0.99	2.89											
	C-Town	Shady Brook		2.99														
		Perdue																
	Fine Fare	Maple Leaf												3.99				
		Shady Brook		2.49														
	Food Bazaar	n/i																
		Perdue				0.99	2.89											
	Foodtown	Shady Brook		2.99														
		Perdue				1.39	2.79											
	Hannaford	Shady Brook		3.99														
		Perdue																
	Key Food	Tyson							2.49									
		n/i												3.49			3.49	
	King Kullen	n/i		1.99														
		Perdue				1.49												
	Kings	Shady Brook		1.79														
		Perdue				0.99	2.69	2.49										
Met Foods	n/i																	
	Shady Brook		2.99	1.99														
Met Foods	Maple Leaf																	
	Shady Brook				1.49	2.99												
Met Foods	Perdue																	
	Maple Leaf												3.99					
Met Foods	Shady Brook																	
	Perdue																	
Met Foods	Maple Leaf																	
	Shady Brook				2.49													

**U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS**

Miscellaneous Poultry - prices in \$US per pound unless otherwise noted.

**Thanksgiving 2015  
MISCELLANEOUS POULTRY**

State	Supermarket	Label	Type (regular unless noted)	Turkey Breast		CHICKEN						Duckling		Goose	Pheasant	Quail	Rabbit	
				bone-in		Roaster	Cornish Hen		Hens	Capon	Liver	Gizzard	fresh	frozen	frsh/frzn	frozen	frozen	frozen
				fresh	frozen	fresh	fresh	frozen	frsh/frzn	frsh/frzn	fresh	fresh	frozen	frsh/frzn	frozen	frozen	frozen	
NY <i>(cont)</i>	North Shore Farms	Perdue				0.99	2.59											
		Shady Brook			1.99													
		Shady Brook			2.49													
	Peck's Market	Perdue					1.39											
		Maple Leaf											2.99					
	Pioneer	Perdue						2.99										
		Maple Leaf												3.99				
		Shady Brook				1.99												
	Price Chopper	n/i							1.49									
		Shady Brook			2.49	1.99												
		Butterball				2.99												
		Price Chopper					0.99											
	Save-a-Lot	Plainville Farms	ABF		4.59													
		Honeysuckle				1.49												
	Shop'n Save	Gerber					1.99											
		n/i					1.69											
	ShopRite	Honeysuckle				1.89												
		Maple Leaf											3.49					
	Stop & Shop	Perdue									1.49	1.49						
		Stop & Shop				1.99	0.99											
	Target	Market Pantry				1.29												
	Tops Markets	Honeysuckle				1.99												
		Jennie-O			2.69													
		Tops					1.49											
		Perdue					1.39											
	Trade Fair	Perdue																
	Walmart	n/i																
	Wegman's	Wegman's	organic		5.99													
Weis	Weis				1.98													
	Butterball				3.29													
	Perdue					1.48												
Western Beef	n/i												2.69					
	n/i			2.99			2.99				0.99							
Whole Foods NE	Plainville Farms	ABF		5.99														
PA	ACME Markets	n/i			1.99													
	ALDI	Honeysuckle			1.39													
	Associated	Maple Leaf											3.99					
		Shady Brook				2.49												

**U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS**

Miscellaneous Poultry - prices in \$US per pound unless otherwise noted.

Thanksgiving 2015  
**MISCELLANEOUS POULTRY**

State	Supermarket	Label	Type (regular unless noted)	Turkey Breast		CHICKEN						Duckling		Goose	Pheasant	Quail	Rabbit	
				bone-in		Roaster	Cornish Hen		Hens	Capon	Liver	Gizzard	fresh	frozen	frsh/frzn	frozen	frozen	frozen
				fresh	frozen	fresh	fresh	frozen	frsh/frzn	frsh/frzn	fresh	fresh	frozen	frsh/frzn	frozen	frozen	frozen	
PA <i>(cont)</i>	Associated <i>(continued)</i>	Perdue					2.99											
		n/i						1.49										
	Big M	Shady Brook			1.99													
		1893 Premium				1.39												
	Boyer Food Market	Tyson						1.99										
		n/i			1.67													
	Bravo	Perdue				1.27												
		Perdue				0.99	2.89											
	C-Town	Shady Brook	2.99															
		Perdue				0.99	2.89											
	Family Owned Market	Shady Brook	2.99		1.99													
		Shady Brook				1.39	2.79											
	Fine Fare	Perdue				3.99												
		Shady Brook			1.99	1.99												
	Food Lion	n/i			1.59													
		Perdue				0.99												
	Foodland	Honeysuckle			1.69													
		n/i			1.99													
	Foodtown	Perdue				1.49												
		ShopRite			1.99													
	Fresh Grocer	Shady Brook			1.99													
		Shady Brook			1.99													
	Giant Eagle	Giant Eagle	3.69															
		Honeysuckle			1.99													
	Giant Food Stores	Tyson						3.25										
		n/i								4.99				3.69				
	Great Valu Markets	n/i			1.99													
Pride of the Farm				1.59														
Karn's Foods	Perdue				0.99													
	n/i			3.49														
Key Food	Perdue				0.99	2.69	2.49											
	n/i																	
Kuhn's	Shady Brook	2.99		1.99														
	Maple Leaf												3.49					
Martin's Food Market	n/i				1.49		1.99						2.99					
	Honeysuckle			1.89														
		n/i		1.99														



**U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS**

Miscellaneous Poultry - prices in \$US per pound unless otherwise noted.

Thanksgiving 2015  
**MISCELLANEOUS POULTRY**

State	Supermarket	Label	Type (regular unless noted)	Turkey Breast		CHICKEN						Duckling		Goose	Pheasant	Quail	Rabbit	
				bone-in		Roaster	Cornish Hen		Hens	Capon	Liver	Gizzard	fresh	frozen	frsh/frzn	frozen	frozen	frozen
				fresh	frozen	fresh	fresh	frozen	frsh/frzn	frsh/frzn	fresh	fresh	frozen	frsh/frzn	frozen	frozen	frozen	
PA <i>(cont)</i>	Pioneer	Perdue	ABF				2.99											
		Maple Leaf										3.99						
		Shady Brook			1.99													
	Price Chopper	n/i						1.49										
		Shady Brook			2.49	1.99												
		Butterball				2.99												
	Redner's	Price Chopper					0.99											
		Plainville Farms			4.59													
		n/i					1.18											
	Safeway Eastern	Shady Brook			2.99	1.99												
		Whetstone													5.99			
		n/i											2.99					
	Save-a-Lot	Perdue					0.99											
		Tyson							2.49									
		Honeysuckle				1.49												
	Shop'n Save	Gerber					1.99											
		n/i					1.69											
		Honeysuckle				1.89												
	ShopRite	Maple Leaf													3.49			
		Perdue										1.49	1.49					
		n/i					1.49											
	Shurfine	Shady Brook				1.99												
		Shady Brook				1.99												
		Sanderson Farms					1.29											
	Sparkle	Honeysuckle				1.99												
		n/i													3.69			
		Mountaire					1.39											
Target	Market Pantry			1.29														
	Honeysuckle			1.99														
	1893 Premium				1.39													
Thriftway	Perdue				1.49	2.99												
	Shady Brook			3.69														
	Honeysuckle			1.99														
Tops Markets	Jennie-O			2.69														
	Tops				1.49													
	n/i			1.63														
Walmart	Wegman's	organic		5.99														

**U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS**

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Thanksgiving 2015  
**MISCELLANEOUS POULTRY**

State	Supermarket	Label	Type (regular unless noted)	Turkey Breast		CHICKEN						Duckling		Goose	Pheasant	Quail	Rabbit	
				bone-in		Roaster	Cornish Hen		Hens	Capon	Liver	Gizzard	fresh	frozen	frsh/frzn	frozen	frozen	frozen
				fresh	frozen	fresh	fresh	frozen	frsh/frzn	frsh/frzn	fresh	fresh	frozen	frsh/frzn	frozen	frozen	frozen	
PA <i>(cont)</i>	Weis	Weis			1.98													
		Butterball			3.29													
		Perdue				1.48												
	Whole Foods	n/i											2.69					
		n/i					6.99					4.99		6.99	6.99	14.99		
		n/i	A & L	4.99														
RI	Adams	Perdue				1.39												
		Maple Leaf											2.99					
		n/i			1.69													
	ALDI	Honeysuckle			1.39													
	Associated	Maple Leaf											3.99					
		Shady Brook			2.49													
		Perdue					2.99											
		n/i							1.49									
	Bravo	Perdue				0.99	2.89											
		Shady Brook			2.99													
	Compare Foods	Perdue					2.99											
		Maple Leaf												3.99				
		Shady Brook			2.49													
		n/i							1.49									
Dave's Marketplace	Perdue				1.49													
Save-a-Lot	Honeysuckle			1.49														
Shaw's	Perdue				0.88													
Stop & Shop	Stop & Shop			1.99	0.99													
Target	Market Pantry			1.29														
Walmart	n/i			1.63														
VT	ALDI	Honeysuckle			1.39													
	Hannaford	Shady Brook			1.79													
	Price Chopper	Shady Brook		2.49	1.99													
		Butterball			2.99													
		Price Chopper				0.99												
		Plainville Farms	ABF	4.59														
	Shaw's	Perdue				0.88												
	Tops Markets	Honeysuckle			1.99													
		Jennie-O		2.69														
		Tops				1.49												
Walmart	n/i			1.63														

**U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS**

Miscellaneous Poultry - prices in \$US per pound unless otherwise noted.

Thanksgiving 2015  
**MISCELLANEOUS POULTRY**

State	Supermarket	Label	Type (regular unless noted)	Turkey Breast		CHICKEN						Duckling		Goose	Pheasant	Quail	Rabbit	
				bone-in		Roaster	Cornish Hen		Hens	Capon	Liver	Gizzard	fresh	frozen	frsh/frzn	frozen	frozen	frozen
				fresh	frozen	fresh	fresh	frozen	frsh/frzn	frsh/frzn	fresh							
<b>SOUTHEASTERN U.S. - AL,FL,GA,KY,MS,NC,SC,TN,VA,WV</b>																		
AL	ALDI	Honeysuckle			1.39													
	Dollar General Market	n/i			1.25													
	Earth Fare	n/i	ABF	5.99														
	Food for Le\$\$	n/i							0.98									
	Food Giant	Perdue					3.62											
		n/i							1.28									
	Greer's Market	Pride of the Farm			1.78													
		Honeysuckle			1.72													
		n/i							1.19									
	Ingle's Markets	Honeysuckle			1.98													
		Perdue			1.38													
	Kroger Atlanta	Pride of the Farm			1.69													
	Kroger Nashville	Honeysuckle			1.49													
	Lucky's	Honeysuckle			1.79													
		Southern							1.19									
	Piggly Wiggly HAC	n/i							0.99									
		Honeysuckle			1.79													
	Piggly Wiggly Hchn	Perdue					3.62											
		n/i							1.28									
	Piggly Wiggly Inc	Honeysuckle			1.49													
		n/i							1.28									
	Piggly Wiggly Stores	Pride of the Farm			1.78													
	Publix	Publix		2.79	1.69													
		Butterball		2.99														
	Ramey's	Tyson						2.65										
		Honeysuckle			1.78													
		n/i							1.38									
	Save-a-Lot	Honeysuckle			1.49													
	Shop Rite	Pride of the Farm			1.49													
	Target	Market Pantry			1.29													
	United Grocery	n/i			1.39													
	Vowell's	n/i							1.09			2.89						
		Butterball			2.89													
		Honeysuckle			1.79													
	Walmart	n/i			1.63													
	Western Market	n/i							1.19									

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Thanksgiving 2015  
**MISCELLANEOUS POULTRY**

State	Supermarket	Label	Type (regular unless noted)	Turkey Breast		CHICKEN						Duckling		Goose	Pheasant	Quail	Rabbit	
				bone-in		Roaster	Cornish Hen		Hens	Capon	Liver	Gizzard	fresh	frozen	frsh/frzn	frozen	frozen	frozen
				fresh	frozen	fresh	fresh	frozen	frsh/frzn	frsh/frzn	fresh	fresh	frozen	frsh/frzn	frozen	frozen	frozen	
AL <i>(cont)</i>	Whole Foods South	n/i	ABF	4.99														
	Winn-Dixie	Tyson n/i			2.00	1.55		2.55										
FL	Albertsons Sthrn	Honeysuckle n/i	ABF		BOGO				0.99									
	ALDI	Honeysuckle			1.39				0.99									
	Bravo	n/i							0.99									
	Dollar General Market	n/i																
	Earth Fare	n/i		5.99														
	Food Giant	Perdue n/i					3.62											
		Pride of the Farm								1.28								
	Greer's Market	Honeysuckle n/i								1.78								
		Honeysuckle								1.72								
		n/i								1.19								
	Harris Teeter	Butterball Harris Teeter Perdue			1.99					2.99								
		Jurgielewicz						1.49						2.99				
		Manchester Farms																10.99
		n/i									3.69					4.99	7.69	
	Harvey's	n/i				1.79				1.19								
	Hitchcock's	n/i				1.79				1.29								
	Piggly Wiggly Hchn	Perdue n/i								3.62								
		n/i								1.28								
	Publix	Publix Butterball			2.79	1.69												
		Butterball			2.99													
	Save-a-Lot	Honeysuckle				1.49												
	Sedano's	n/i								1.39								
Target	Market Pantry			1.29														
Walmart	n/i			1.63														
Whole Foods	Plainville		ABF	6.99														
Winn-Dixie	Tyson n/i							2.55										
	n/i			2.00	1.55													
GA	ALDI	Honeysuckle			1.39													
	Bi-Lo	Tyson n/i			2.00			2.55										
		n/i			2.00			1.45										
	Dollar General Market	n/i			1.25													

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Miscellaneous Poultry - prices in \$US per pound unless otherwise noted.

Thanksgiving 2015  
MISCELLANEOUS POULTRY

State	Supermarket	Label	Type (regular unless noted)	Turkey Breast		CHICKEN						Duckling		Goose	Pheasant	Quail	Rabbit	
				bone-in		Roaster	Cornish Hen		Hens	Capon	Liver	Gizzard	fresh	frozen	frsh/frzn	frozen	frozen	frozen
				fresh	frozen	fresh	fresh	frozen	frsh/frzn	frsh/frzn	fresh	fresh	frozen	frsh/frzn	frozen	frozen	frozen	
GA <i>(cont)</i>	Earth Fare	n/i	ABF	5.99														
	Food City	n/i			1.49													
		Butterball		3.49														
		Shady Brook		2.99														
	Food Giant	Perdue					3.62											
		n/i							1.28									
		Pride of the Farm			1.78													
	Food Lion	n/i		1.99	1.59													
		Perdue				0.99												
	Food Pride	Springer Mountain				1.49												
		n/i	ABF						1.19									
	Food World	n/i							0.99									
		Honeysuckle			1.79													
	Galaxy Food	n/i			1.28				1.28		1.98	1.68						
	Harris Teeter	Butterball			2.99													
		Harris Teeter		1.99														
		Perdue					1.49											
		Jurgielewicz											2.99					
		Manchester Farms															10.99	
		n/i									3.69				4.99	7.69		
	Harvey's	n/i			1.79				1.19									
	Ingle's Markets	Honeysuckle			1.98													
		Perdue			1.38													
	Kroger Atlanta	Pride of the Farm			1.69													
	Piggly Wiggly Carolina	n/i			1.89	1.39												
	Piggly Wiggly Hchn	Perdue						3.62										
		n/i								1.28								
	Publix	Publix			2.79	1.69												
		Butterball			2.99													
	Quality Foods	n/i			1.49					1.19								
Save-a-Lot	Honeysuckle			1.49														
Shop Rite	Pride of the Farm			1.49														
Target	Market Pantry			1.29														
United Grocery	n/i			1.39														
Walmart	n/i			1.63														

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Thanksgiving 2015  
**MISCELLANEOUS POULTRY**

State	Supermarket	Label	Type (regular unless noted)	Turkey Breast		CHICKEN						Duckling		Goose	Pheasant	Quail	Rabbit		
				bone-in		Roaster	Cornish Hen		Hens	Capon	Liver	Gizzard	fresh	frozen	frsh/frzn	frozen	frozen	frozen	
				fresh	frozen	fresh	fresh	frozen	frsh/frzn	frsh/frzn	fresh								
GA <i>(cont)</i>	Wayfield's	n/i	ABF		1.69				0.79										
		Honeysuckle																	
		Perdue					2.18												
	Whole Foods South	n/i		4.99															
	Winn-Dixie	Tyson				2.55													
		n/i		2.00	1.55														
KY	ALDI	Honeysuckle	ABF		1.39														
	Dollar General Market	n/i			1.25														
	E.W. James	Honeysuckle			1.68														
		Butterball			2.98														
		Tip Top							1.08										
		Tyson					2.65							2.98					
		Maple Leaf																	
	Earth Fare	n/i		5.99															
	Food City	n/i		1.49															
		Butterball			3.49														
		Shady Brook			2.99														
	Food Giant	Perdue					3.62												
		n/i							1.28										
		Pride of the Farm				1.78													
	Food Lion	n/i		1.99	1.59														
		Perdue					0.99												
	Food Rite	n/i								0.99									
		Honeysuckle			1.49														
	Galaxy Food	n/i		1.28						1.28		1.98	1.68						
	IGA Houchens	Honeysuckle		1.79															
		Pilgrim's						1.29											
	Kroger Cincinnati	Honeysuckle						1.79											
	Kroger Delta	n/i		1.49															
	Tyson						2.66												
Kroger Louisville	n/i	1.79																	
Kroger Mid-Atlantic	Honeysuckle	1.59																	
Kroger Nashville	Honeysuckle	1.49																	
Piggly Wiggly Hchn	Perdue					3.62													
	n/i								1.28										
Remke Markets	Honeysuckle	1.79																	

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				bone-in		Roaster	Cornish Hen		Hens	Capon	Liver	Gizzard	fresh	frozen	frsh/frzn	frozen	frozen	frozen
				fresh	frozen	fresh	fresh	frozen	frsh/frzn	frsh/frzn	fresh	fresh	frozen	frsh/frzn	frozen	frozen	frozen	
KY <i>(cont)</i>	Riesbeck's	Gerber	ABF			1.59												
		Honeysuckle			2.29													
	Save-a-Lot	Honeysuckle			1.49													
	Target	Market Pantry			1.29													
	Twn&Cntry Grocer	Top Bee					1.29											
	United Grocery	n/i			1.39													
	Valu Market	n/i			1.69													
	Walmart	n/i			1.63													
	Whole Foods	n/i					6.99					4.99		6.99	6.99	14.99		
		n/i	A & L	4.99														
MS	ALDI	Honeysuckle			1.39													
	Corner Market	Sanderson Farms				0.99												
		n/i			1.59													
	Dollar General Market	n/i			1.25													
	Food Giant	Perdue					3.62											
		n/i							1.28									
		Pride of the Farm			1.78													
	Greer's Market	Honeysuckle			1.72													
		n/i							1.19									
	Kroger Delta	n/i			1.49													
		Tyson						2.66										
	Mac's Fresh	n/i							0.99				3.19					
		Tyson						2.92										
		Honeysuckle			1.59													
	Piggly Wiggly Hchn	Perdue					3.62											
		n/i								1.28								
	Ramey's	Tyson						2.65										
		Honeysuckle			1.78													
		n/i								1.38								
	Save-a-Lot	Honeysuckle			1.49													
Superlo Foods	n/i								1.19									
	Honeysuckle			1.49														
Target	Market Pantry			1.29														
Vowell's	n/i								1.09			2.89						
	Butterball			2.89														
	Honeysuckle			1.79														
Walmart	n/i			1.63														

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				bone-in		Roaster	Cornish Hen		Hens	Capon	Liver	Gizzard	fresh	frozen	frsh/frzn	frozen	frozen	frozen
				fresh	frozen	fresh	fresh	frozen	frsh/frzn	frsh/frzn	fresh	fresh	frozen	frsh/frzn	frozen	frozen	frozen	
<b>MS</b> <i>(cont)</i>	Whole Foods South Winn-Dixie	n/i Tyson n/i	ABF	4.99				2.55										
<b>NC</b>	ALDI	Honeysuckle			1.39													
	Bi-Lo	Tyson					2.55											
		n/i			2.00													
	Bo's Foods	n/i			1.39													
	Springer Mountain		ABF			1.29												
	Carlie C's IGA	n/i			1.38													
	Compare Foods	n/i						0.99										
	Dollar General Market	n/i			1.25													
	Earth Fare	n/i	ABF	5.99														
	Farm Fresh	Perdue				1.49												
	Food Lion	n/i		1.99	1.59													
		Perdue				0.99												
	Food Pride	Springer Mountain	ABF			1.49												
		n/i						1.19										
	Galaxy Food	n/i			1.28			1.28		1.98	1.68							
	Great Valu Market	Pride of the Farm			1.59													
		Perdue				0.99												
	Harris Teeter	Butterball			2.99													
		Harris Teeter		1.99														
		Perdue				1.49												
		Jurgielewicz										2.99						
		Manchester Farms															10.99	
		n/i							3.69					4.99	7.69			
	Ingle's Markets	Honeysuckle			1.98													
		Perdue			1.38													
	Just \$ave Foods	n/i						1.48		1.28	1.28							
	Kroger Mid-Atlantic	Honeysuckle			1.59													
	Lowe's Food	Jennie-O			BOGO													
		Perdue				1.49												
		n/i										3.99						
	Piggly Wiggly Retail	Festive			1.39													
		Top Bee						0.99										
	Piggly Wiggly Stores	n/i			1.38													



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State	Supermarket	Label	Type (regular unless noted)	Turkey Breast		CHICKEN						Duckling		Goose	Pheasant	Quail	Rabbit	
				bone-in		Roaster	Cornish Hen		Hens	Capon	Liver	Gizzard	fresh	frozen	frsh/frzn	frozen	frozen	frozen
				fresh	frozen	fresh	fresh	frozen	frsh/frzn	frsh/frzn	fresh							
NC <i>(cont)</i>	Publix	Publix		2.79	1.69													
		Butterball		2.99														
	Save-a-Lot	Honeysuckle			1.49													
	Target	Market Pantry			1.29													
	United Grocery	n/i			1.39													
	Walmart	n/i			1.63													
	Whole Foods South	n/i	ABF	4.99														
SC	ALDI	Honeysuckle			1.39													
	Bi-Lo	Tyson						2.55										
		n/i			2.00				1.45									
	Dollar General Market	n/i			1.25													
	Earth Fare	n/i	ABF	5.99														
	Food Lion	n/i		1.99	1.59													
		Perdue				0.99												
	Galaxy Food	n/i			1.28				1.28		1.98	1.68						
	Harris Teeter	Butterball			2.99													
		Harris Teeter		1.99														
		Perdue				1.49												
		Jurgielewicz											2.99					
		Manchester Farms															10.99	
		n/i									3.69			4.99	7.69			
	Harvey's	n/i			1.79					1.19								
	Ingle's Markets	Honeysuckle			1.98													
		Perdue			1.38													
	Kroger Atlanta	Pride of the Farm			1.69													
	Lowe's Food	Jennie-O			BOGO													
		Perdue				1.49												
		n/i											3.99					
	Piggly Wiggly Carolina	n/i			1.89	1.39												
	Publix	Publix			2.79	1.69												
		Butterball			2.99													
	Quality Foods	n/i			1.49					1.19								
	Save-a-Lot	Honeysuckle			1.49													
	Target	Market Pantry			1.29													
Walmart	n/i			1.63														
Whole Foods South	n/i	ABF	4.99															

**U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS**

Miscellaneous Poultry - prices in \$US per pound unless otherwise noted.

Thanksgiving 2015  
**MISCELLANEOUS POULTRY**

State	Supermarket	Label	Type (regular unless noted)	Turkey Breast		CHICKEN						Duckling		Goose	Pheasant	Quail	Rabbit	
				bone-in		Roaster	Cornish Hen		Hens	Capon	Liver	Gizzard	fresh	frozen	frsh/frzn	frozen	frozen	frozen
				fresh	frozen	fresh	fresh	frozen	frsh/frzn	frsh/frzn	fresh	fresh	frozen	frsh/frzn	frozen	frozen	frozen	
TN	ALDI	Honeysuckle			1.39													
	Dollar General Market	n/i			1.25													
	E.W. James	Honeysuckle			1.68													
		Butterball			2.98													
		Tip Top							1.08									
		Tyson						2.65						2.98				
		Maple Leaf																
	Earth Fare	n/i	ABF	5.99														
	Food City	n/i			1.49													
		Butterball			3.49													
		Shady Brook			2.99													
	Food Country USA	Festive			1.49													
	Food Giant	Perdue						3.62										
		n/i								1.28								
		Pride of the Farm				1.78												
	Food Lion	n/i		1.99	1.59													
		Perdue					0.99											
	Food Rite	n/i								0.99								
		Honeysuckle				1.49												
	H.G. Hill	Honeysuckle				1.79												
		n/i								1.19								
	Harris Teeter	Butterball				2.99												
		Harris Teeter			1.99													
		Perdue					1.49											
		Jurgielewicz											2.99					
		Manchester Farms															10.99	
		n/i									3.69				4.99	7.69		
	IGA Houchens	Honeysuckle				1.79												
		Pilgrim's					1.29											
	Ingle's Markets	Honeysuckle				1.98												
	Perdue				1.38													
Kroger Delta	n/i				1.49													
	Tyson							2.66										
Kroger Mid-Atlantic	Honeysuckle				1.59													
Kroger Nashville	Honeysuckle				1.49													
Lucky's	Honeysuckle				1.79													
	Southern								1.19									

**U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS**

Miscellaneous Poultry - prices in \$US per pound unless otherwise noted.

Thanksgiving 2015  
**MISCELLANEOUS POULTRY**

State	Supermarket	Label	Type (regular unless noted)	Turkey Breast		CHICKEN						Duckling		Goose	Pheasant	Quail	Rabbit	
				bone-in		Roaster	Cornish Hen		Hens	Capon	Liver	Gizzard	fresh	frozen	frsh/frzn	frozen	frozen	frozen
				fresh	frozen	fresh	fresh	frozen	frsh/frzn	frsh/frzn	fresh	fresh	frozen	frsh/frzn	frozen	frozen	frozen	
TN <i>(cont)</i>	Osborne's	Honeysuckle			1.59													
	Publix	Publix		2.79	1.69													
		Butterball		2.99														
	Save-a-Lot	Honeysuckle			1.49													
	Shop Rite	Pride of the Farm			1.49													
	Superlo Foods	n/i						1.19										
		Honeysuckle			1.49													
	Target	Market Pantry			1.29													
	Twn&Cntry Grocer	Top Bee						1.29										
	United Grocery	n/i			1.39													
	Walmart	n/i			1.63													
Whole Foods South	n/i	ABF	4.99															
VA	ALDI	Honeysuckle			1.39													
	Dollar General Market	n/i			1.25													
	Farm Fresh	Perdue				1.49												
	Food City	n/i			1.49													
		Butterball		3.49														
		Shady Brook		2.99														
	Food Country USA	Festive			1.49													
	Food Lion	n/i		1.99	1.59													
		Perdue				0.99												
	Galaxy Food	n/i			1.28				1.28		1.98	1.68						
	Giant	n/i			1.99													
	Grant's	n/i			0.99													
	Great Valu Market	Pride of the Farm			1.59													
		Perdue				0.99												
	Harris Teeter	Butterball			2.99													
		Harris Teeter		1.99														
		Perdue				1.49												
		Jurgielewicz											2.99					
		Manchester Farms															10.99	
	n/i								3.69				4.99	7.69				
Ingle's Markets	Honeysuckle			1.98														
	Perdue			1.38														
Kroger Mid-Atlantic	Honeysuckle			1.59														

**U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS**

Miscellaneous Poultry - prices in \$US per pound unless otherwise noted.

**Thanksgiving 2015  
MISCELLANEOUS POULTRY**

State	Supermarket	Label	Type (regular unless noted)	Turkey Breast		CHICKEN						Duckling		Goose	Pheasant	Quail	Rabbit	
				bone-in		Roaster	Cornish Hen		Hens	Capon	Liver	Gizzard	fresh	frozen	frsh/frzn	frozen	frozen	frozen
				fresh	frozen	fresh	fresh	frozen	frsh/frzn	frsh/frzn	fresh	fresh	fresh	fresh	fresh	fresh	fresh	fresh
VA <i>(cont)</i>	Lowe's Food	Jennie-O			BOGO													
		Perdue				1.49												
		n/i											3.99					
	Martin's Food Market	n/i			1.99													
	Piggly Wiggly Retail	Festive			1.39													
		Top Bee							0.99									
	Piggly Wiggly Stores	n/i			1.38													
	Safeway Eastern	Shady Brook			2.99	1.99												
		Whetstone													5.99			
		n/i											2.99					
		Perdue					0.99											
		Tyson							2.49									
	Save-a-Lot	Honeysuckle				1.49												
	Shoppers Food	Perdue					1.29											
		Pride of the Farm				1.99												
		Tyson							2.49									
Target	Market Pantry				1.29													
Walmart	n/i				1.63													
Wegman's	Wegman's		organic	5.99														
Whole Foods	n/i							6.99				4.99		6.99	6.99	14.99		
	n/i		A & L	4.99														
WV	ALDI	Honeysuckle			1.39													
	Dollar General Market	n/i			1.25													
	Food Lion	n/i		1.99	1.59													
		Perdue				0.99												
	Galaxy Food	n/i			1.28				1.28		1.98	1.68						
	Giant Eagle	Giant Eagle		3.69														
		Honeysuckle				1.99												
		Tyson							3.25									
		n/i								4.99			3.69					
	Great Valu Market	Pride of the Farm			1.59													
		Perdue				0.99												
	Kroger Columbus	Honeysuckle			1.69													
	Kroger Mid-Atlantic	Honeysuckle			1.59													
	Martin's Food Market	n/i			1.99													
Piggly Wiggly Stores	n/i			1.38														
Save-a-Lot	Honeysuckle			1.49														

**U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS**

Miscellaneous Poultry - prices in \$US per pound unless otherwise noted.

Thanksgiving 2015  
**MISCELLANEOUS POULTRY**

State	Supermarket	Label	Type (regular unless noted)	Turkey Breast		CHICKEN						Duckling		Goose	Pheasant	Quail	Rabbit	
				bone-in		Roaster	Cornish Hen		Hens	Capon	Liver	Gizzard	fresh	frozen	frsh/frzn	frozen	frozen	frozen
				fresh	frozen	fresh	fresh	frozen	frsh/frzn	frsh/frzn	fresh	fresh	frozen	frsh/frzn	frozen	frozen	frozen	
WV <i>(cont)</i>	Shop'n Save	Gerber				1.99												
		n/i				1.69												
	Sparkle	Honeysuckle			1.89													
		Honeysuckle			1.99													
	Target	n/i					1.69						3.69					
		Mountaire					1.39											
	Walmart	Market Pantry			1.29													
	Weis	n/i			1.63													
		Weis			1.98													
		Butterball			3.29													
Perdue						1.48												
		n/i										2.69						

**U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS**

Miscellaneous Poultry - prices in \$US per pound unless otherwise noted.

Thanksgiving 2015  
**MISCELLANEOUS POULTRY**

State	Supermarket	Label	Type (regular unless noted)	Turkey Breast		CHICKEN						Duckling		Goose	Pheasant	Quail	Rabbit	
				bone-in		Roaster	Cornish Hen		Hens	Capon	Liver	Gizzard	fresh	frozen	frsh/frzn	frozen	frozen	frozen
				fresh	frozen	fresh	fresh	frozen	frsh/frzn	frsh/frzn	fresh							
<b>MIDWESTERN U.S. - IA,IL,IN,MI,MN,ND,NE,OH,SD,WI</b>																		
IA	Affiliated Midwest	Shurfine			1.69													
		Shurfresh			1.79													
	ALDI	Honeysuckle			1.39													
		County Market	n/i			1.49												
		Honeysuckle		2.99														
		Tyson						2.66										
	Family Foods	Festive			1.09													
	Fareway	Fareway			1.49													
	Food Pride	n/i				0.99												
	Hometown Foods	Festive			1.39													
	Hy-Vee	Honeysuckle			1.38													
		Hy-Vee					1.49											
		Tyson						3.19										
		n/i											2.99					
	Jewel-Osco	Perdue		2.79														
		Butterball		2.99														
		Jennie-O			1.99													
		Maynard's	Shurfresh		1.99													
	No Frills	Festive		1.69														
	Price Chopper	Tyson						2.56										
Quillin's	Festive			1.49														
	Grandpa Bill's							1.29										
	Tyson						2.32											
	Maple Leaf											2.89						
Save-a-Lot	Honeysuckle			1.49														
Schnuck's	Perdue		3.29															
	Maple Leaf										3.49							
	Honeysuckle			1.99														
Target	Market Pantry			1.29														
Walmart	n/i			1.63														
Whole Foods	n/i		organic	6.99														
	n/i			4.99			5.99											
	Culver											4.99						
IL	Affiliated Midwest	Shurfine			1.69													
	ALDI	Honeysuckle			1.39													

**U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS**

Miscellaneous Poultry - prices in \$US per pound unless otherwise noted.

**Thanksgiving 2015  
MISCELLANEOUS POULTRY**

State	Supermarket	Label	Type (regular unless noted)	Turkey Breast		CHICKEN						Duckling		Goose	Pheasant	Quail	Rabbit	
				bone-in		Roaster	Cornish Hen		Hens	Capon	Liver	Gizzard	fresh	frozen	frsh/frzn	frozen	frozen	frozen
				fresh	frozen	fresh	fresh	frozen	frsh/frzn	frsh/frzn	fresh	fresh	frozen	frsh/frzn	frozen	frozen	frozen	
IL <i>(cont)</i>	Angelo Caputo's	Perdue				1.49												
		Maple Leaf										2.99						
		Chef Choice						2.59										
			Centrella		1.99													
			n/i						1.59	1.59								
		Berkot's	n/i		1.99													
		Borowiak's IGA	n/i						0.99									
		Brookhaven	Maple Leaf										2.99					
	Miller		ABF			1.79												
	Perdue					1.39												
			n/i		1.69						0.99	0.99						
		Butera Market	Gerber	ABF			0.99											
	Tyson							2.90										
	Maple Leaf												2.99					
			Honeysuckle		1.69													
			n/i		2.29													
		County Market	n/i		1.49													
			Honeysuckle		2.99													
			Tyson						2.66									
		Cub Foods	Patti Jean					2.80										
		Dierberg's	Honeysuckle		3.19	1.99												
			Perdue				1.69	2.99										
		El Guero	n/i									0.99						
		Fareway	Fareway		1.49													
		Food 4 Less	Honeysuckle		1.99													
		Food Pride	n/i				0.99											
		Fresh Thyme	n/i		1.99													
		Garden Fresh	Centrella		1.99													
			Maple Leaf										2.99					
			Tyson						2.66									
			n/i								0.69	0.69						2.99
		IGA Houchens	Honeysuckle		1.79													
			Pilgrim's				1.29											
	Heinen's	Heinen's		4.29														
		Plainville Farms	ABF	6.99														
	Hy-Vee	Honeysuckle		1.38														
		Hy-Vee				1.49												

**U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS**

Miscellaneous Poultry - prices in \$US per pound unless otherwise noted.

Thanksgiving 2015  
**MISCELLANEOUS POULTRY**

State	Supermarket	Label	Type (regular unless noted)	Turkey Breast		CHICKEN						Duckling		Goose	Pheasant	Quail	Rabbit	
				bone-in		Roaster	Cornish Hen		Hens	Capon	Liver	Gizzard	fresh	frozen	frsh/frzn	frozen	frozen	frozen
				fresh	frozen	fresh	fresh	frozen	frsh/frzn	frsh/frzn	fresh							
IL <i>(cont)</i>	Hy-Vee <i>(continued)</i>	Tyson						3.19										
		n/i										2.99						
	Jewel-Osco	Perdue		2.79														
		Butterball		2.99														
	Joe Caputo & Sons	Jennie-O			1.99													
		Jennie-O			1.79													
	Kroger Central	Maple Leaf											2.99					
		Honeysuckle			1.89													
	Kroger Louisville	n/i			1.79													
		Pete's Fresh	Maple Leaf										2.99					
	Piggly Wiggly	Perdue				1.29												
		Centrella			1.99													
		Gerber's				0.89												
		Honeysuckle			1.69													
		n/i		2.29														
		Honeysuckle			1.49													
	Shop & Save Market	Perdue		3.29														
		Maple Leaf										3.49						
		Honeysuckle			1.99													
		Patti Jean					2.17											
		Pride of the Farm			1.99													
		Butterball			1.89													
	Shop'n Save	Maple Leaf											2.99					
		Whetstone			2.69										5.99			
		n/i			1.99													
	Strack & VanTil	Perdue		3.49		1.49												
		Centrella			1.99													
	Sullivan's	Maple Leaf											3.49					
		n/i							0.99									
	Sunset Foods	Ho-Ka	free-range	3.99														
Target	Market Pantry			1.29														
	Tyson							2.55										
	Perdue				1.49													
Tony's Finer Foods	n/i									0.99	0.99							



**U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS**

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Thanksgiving 2015  
**MISCELLANEOUS POULTRY**

State	Supermarket	Label	Type (regular unless noted)	Turkey Breast		CHICKEN						Duckling		Goose	Pheasant	Quail	Rabbit		
				bone-in		Roaster	Cornish Hen		Hens	Capon	Liver	Gizzard	fresh	frozen	frsh/frzn	frozen	frozen	frozen	
				fresh	frozen	fresh	fresh	frozen	frsh/frzn	frsh/frzn	fresh	fresh	frozen	frsh/frzn	frozen	frozen	frozen		
IL <i>(cont)</i>	Tony's Finer Foods <i>(continued)</i> Treasure Island Ultra Foods Valli Produce Walmart Walt's Foods Whole Foods	Maple Leaf	free-range																
		Centrella			1.99														
		n/i										3.89			6.98				
		Ho-Ka			6.99														
		Perdue					1.49												
		Centrella				1.99													
		Maple Leaf												3.49					
		n/i		1.99	1.69														
		Jennie-O			1.69														
		Maple Leaf													2.99				
		n/i			1.63														
		Rosebud Farm			1.99														
n/i	organic		6.99																
n/i			4.99		5.99														
Culver											4.99								
IN	Al's Supermarket ALDI Dollar General Market Earth Fare Food 4 Less Fresh Encounter Fresh Thyme Harding's Harvest IGA Houchens Jay C Jewel-Osco Kroger Central Kroger Cincinnati Kroger Louisville Marsh	Miller	ABF			1.59													
		Honeysuckle		2.99	1.99														
		Honeysuckle			1.39														
		n/i			1.25														
		n/i	ABF	5.99															
		Honeysuckle			1.99														
		Chief	smoked		3.99														
		n/i		1.99															
		Spartan			1.59														
		Honeysuckle			1.69														
		Honeysuckle			1.79														
		Pilgrim's				1.29													
		Pride of the Farm			1.88														
		Butterball			2.89														
		Perdue			2.79														
		Butterball			2.99														
		Jennie-O				1.99													
		Honeysuckle			1.89														
Honeysuckle					1.79														
n/i				1.79															
n/i						2.49		4.49				4.49	5.49						

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Miscellaneous Poultry - prices in \$US per pound unless otherwise noted.

Thanksgiving 2015  
**MISCELLANEOUS POULTRY**

State	Supermarket	Label	Type (regular unless noted)	Turkey Breast		CHICKEN						Duckling		Goose	Pheasant	Quail	Rabbit		
				bone-in		Roaster	Cornish Hen		Hens	Capon	Liver	Gizzard	fresh	frozen	frsh/frzn	frozen	frozen	frozen	
				fresh	frozen	fresh	fresh	frozen	frsh/frzn	frsh/frzn	fresh	fresh	frozen	frsh/frzn	frozen	frozen	frozen		
IN <i>(cont)</i>	Martin's	Miller	ABF			1.69													
		Honeysuckle		2.89															
	New Market	Honeysuckle			1.77														
		Save-a-Lot		Honeysuckle		1.49													
	Schnuck's	Perdue		3.29															
		Maple Leaf											3.49						
		Honeysuckle			1.99														
	Strack & VanTil	Perdue		3.49	1.49														
		Centrella			1.99														
		Maple Leaf												3.49					
	Target	Market Pantry			1.29														
	Ultra Foods	Perdue			1.49														
		Centrella			1.99														
		Maple Leaf												3.49					
	Walmart	n/i			1.63														
	Walt's Foods	Rosebud Farm			1.99														
Wesselman's	Festive		1.49																
	Pilgrim's			0.99															
	n/i		6.99																
Whole Foods	n/i	organic	4.99				5.99												
	Culver											4.99							
MI	Affiliated Midwest	Shurfine	ABF		1.69														
	ALDI	Honeysuckle			1.39														
	Busch's	Honeysuckle			1.39														
		Timber Valley		2.99															
	Earth Fare	n/i		5.99															
	Family Fare	Spartan				1.59													
	Fresh Thyme	n/i		1.99															
	Glory Supermarket	Tyson							2.50										
		Culver												2.99					
		n/i								1.29									
	Harding's	Spartan			1.59														
	Hollywood Markets	n/i		3.99															
	Kroger Central	Honeysuckle			1.89														
	Kroger Columbus	Honeysuckle			1.69														
	Kroger Michigan	Tyson							2.00										
		Honeysuckle			1.79														

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Thanksgiving 2015  
**MISCELLANEOUS POULTRY**

State	Supermarket	Label	Type (regular unless noted)	Turkey Breast		CHICKEN						Duckling		Goose	Pheasant	Quail	Rabbit		
				bone-in		Roaster	Cornish Hen		Hens	Capon	Liver	Gizzard	fresh	frozen	frsh/frzn	frozen	frozen	frozen	
				fresh	frozen	fresh	fresh	frozen	frsh/frzn	frsh/frzn	fresh								
MI <i>(cont)</i>	Martin's	Miller	ABF		1.69														
		Honeysuckle		2.89															
	Plumbs/Duthlers	Spartan			1.79	1.69													
		Tyson						2.90											
	Ric's Food Center	Festive			1.69														
	Save-a-Lot	Honeysuckle			1.49														
	Spartan Stores	n/i			1.39														
		Spartan			1.69		1.59												
		Tyson						2.90											
	Tadych's	Festive			1.79														
	Target	Market Pantry			1.29														
	Toms/Oleson's	Spartan				1.59													
	Walmart	n/i			1.63														
	Whole Foods	n/i	organic	6.99															
n/i			4.99			5.99													
	Culver											4.99							
MN	Affiliated Midwest	Shurfine			1.69														
		Shurfresh			1.79														
	ALDI	Honeysuckle			1.39														
	Cash Wise Foods	Buckley Farms			1.88														
	Cub Foods	Patti Jean					2.80												
	Econofoods	Festive			1.69														
	Fareway	Fareway			1.49														
	Festival	Festive			1.99														
	Fresh Thyme	n/i		1.99															
	Hugo's	Festive			1.48														
	Hy-Vee	Honeysuckle			1.38														
		Hy-Vee					1.49												
		Tyson						3.19											
		n/i											2.99						
	Lund's and Byerly's	Lund's and Byerly's	ABF	3.99															
	Marketplace Foods	Festive			1.48														
	Maynard's	Shurfresh			1.99														
Quillin's	Festive			1.49															
	Grandpa Bill's							1.29											
	Tyson						2.32												
	Maple Leaf											2.89							

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Thanksgiving 2015  
**MISCELLANEOUS POULTRY**

State	Supermarket	Label	Type (regular unless noted)	Turkey Breast		CHICKEN						Duckling		Goose	Pheasant	Quail	Rabbit	
				bone-in		Roaster	Cornish Hen		Hens	Capon	Liver	Gizzard	fresh	frozen	frsh/frzn	frozen	frozen	frozen
				fresh	frozen	fresh	fresh	frozen	frsh/frzn	frsh/frzn	fresh							
<b>MN</b> <i>(cont)</i>	Rainbow Foods	Patti Jean						2.33										
	Save-a-Lot	Honeysuckle			1.49													
	Sun Mart	Festive			1.69													
	Target	Market Pantry			1.29													
	Teal's Market	Festive			1.69													
	Walmart	n/i			1.63													
	Whole Foods	n/i	organic	6.99														
		n/i		4.99			5.99											
	Culver										4.99							
<b>ND</b>	Albertsons Mntr	Honeysuckle			1.79													
	Cash Wise Foods	Buckley Farms			1.88													
	Hugo's	Festive			1.48													
	Leever's Foods	Festive			1.79													
	Marketplace Foods	Festive			1.48													
	Natural Grocers	Mary's	organic	7.99														
		Mary's	free range											7.99				
	Target	Market Pantry			1.29													
	Teal's Market	Festive			1.69													
Walmart	n/i			1.63														
<b>NE</b>	Affiliated Midwest	Shurfine			1.69													
		Shurfresh			1.79													
	ALDI	Honeysuckle			1.39													
	Apple Market	Honeysuckle			1.99													
		n/i						1.49										
	Bag'n Save	Festive			1.69													
	Baker's	n/i			1.69													
		Honeysuckle			BOGO													
	Fareway	Fareway			1.49													
	Hy-Vee	Honeysuckle			1.38													
		Hy-Vee				1.49												
		Tyson						3.19						2.99				
	Natural Grocers	n/i																
		Mary's	organic	7.99														
	Mary's	free range												7.99				
Russ's Market	n/i												3.49					
	Honeysuckle				1.79													

**U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS**

Miscellaneous Poultry - prices in \$US per pound unless otherwise noted.

Thanksgiving 2015  
**MISCELLANEOUS POULTRY**

State	Supermarket	Label	Type (regular unless noted)	Turkey Breast		CHICKEN						Duckling		Goose	Pheasant	Quail	Rabbit	
				bone-in		Roaster	Cornish Hen		Hens	Capon	Liver	Gizzard	fresh	frozen	frsh/frzn	frozen	frozen	frozen
				fresh	frozen	fresh	fresh	frozen	frsh/frzn	frsh/frzn	fresh							
NE <i>(cont)</i>	Safeway Denver	Tyson						2.49										
		Honeysuckle			1.69													
	Sun Mart	Festive			1.69													
	Target	Market Pantry			1.29													
	Walmart	n/i			1.63													
	Whole Foods	n/i	organic	6.99														
		n/i		4.99			5.99											
	Culver										4.99							
OH	Acme Fresh Market	Buckley Farms			1.89													
	ALDI	Honeysuckle			1.39													
	Buehler Market	Festive			1.37													
	Chief Supermarkets	n/i			1.99													
	Dave's Market	n/i				1.49												
		Honeysuckle			1.99													
	Dollar General Market	n/i			1.25													
	Earth Fare	n/i	ABF	5.99														
	Fisher's	Perdue				1.49												
	Fresh Encounter	Chief	smoked		3.99													
	Fresh Thyme	n/i		1.99														
	Giant Eagle	Giant Eagle			3.69													
		Honeysuckle			1.99													
		Tyson						3.25										
		n/i								4.99			3.69					
	Heinen's	Heinen's		4.29														
		Plainville Farms	ABF	6.99														
	Kroger Central	Honeysuckle			1.89													
	Kroger Cincinnati	Honeysuckle				1.79												
	Kroger Columbus	Honeysuckle			1.69													
	Kroger Mid-Atlantic	Honeysuckle			1.59													
	Marsh	n/i						2.49	4.49			4.49	5.49					
Piggly Wiggly Stores	n/i			1.38														
Remke Markets	Honeysuckle			1.79														
Riesbeck's	Gerber	ABF			1.59													
	Honeysuckle			2.29														
Save-a-Lot	Honeysuckle			1.49														

**U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS**

Miscellaneous Poultry - prices in \$US per pound unless otherwise noted.

Thanksgiving 2015  
**MISCELLANEOUS POULTRY**

State	Supermarket	Label	Type (regular unless noted)	Turkey Breast		CHICKEN						Duckling		Goose	Pheasant	Quail	Rabbit	
				bone-in		Roaster	Cornish Hen		Hens	Capon	Liver	Gizzard	fresh	frozen	frsh/frzn	frozen	frozen	frozen
				fresh	frozen	fresh	fresh	frozen	frsh/frzn	frsh/frzn	fresh							
OH <i>(cont)</i>	Shop'n Save	Gerber				1.99												
		n/i				1.69												
	Sparkle	Honeysuckle			1.89													
		Honeysuckle			1.99													
	Target	n/i							1.69					3.69				
		Mountaire					1.39											
	Thorne's Market	Market Pantry			1.29													
		Honeysuckle			1.99													
	Walmart	1893 Premium					1.39											
		n/i			1.63													
	Weis	Weis			1.98													
		Butterball			3.29													
Whole Foods	Perdue					1.48												
	n/i												2.69					
	n/i	A & L	4.99				6.99					4.99		6.99	6.99	14.99		
SD	Affiliated Midwest	Shurfine			1.69													
		Shurfresh			1.79													
	Buche Foods	Shurfine			1.68													
		Family Thrift	Festive			1.69												
	Fareway	Fareway			1.49													
		Festival	Festive			1.99												
	Hy-Vee	Honeysuckle			1.38													
		Hy-Vee					1.49											
	IGA Markets	Tyson							3.19									
		n/i												2.99				
	Ken's Super Fair	Farm Fresh			1.69													
		Maple Leaf												2.89				
	Maynard's	Shurfresh			1.99													
		Safeway Denver	Tyson						2.49									
	Target	Honeysuckle			1.69													
Market Pantry				1.29														
Teal's Market	Festive			1.69														
	Walmart	n/i		1.63														
WI	Affiliated Midwest	Shurfine			1.69													
		Shurfresh			1.79													
	ALDI	Honeysuckle			1.39													

**U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS**

Miscellaneous Poultry - prices in \$US per pound unless otherwise noted.

**Thanksgiving 2015  
MISCELLANEOUS POULTRY**

State	Supermarket	Label	Type (regular unless noted)	Turkey Breast		CHICKEN						Duckling		Goose	Pheasant	Quail	Rabbit	
				bone-in		Roaster	Cornish Hen		Hens	Capon	Liver	Gizzard	fresh	frozen	frsh/frzn	frozen	frozen	frozen
				fresh	frozen	fresh	fresh	frozen	frsh/frzn	frsh/frzn	fresh							
WI <i>(cont)</i>	Econofoods	Festive			1.69													
	Festival	n/i			1.68													
	Hy-Vee	Honeysuckle				1.38												
		Hy-Vee					1.49											
	Tyson							3.19										
		n/i											2.99					
	Marketplace Foods	Festive				1.48												
		Piggly Wiggly	Gerber's				0.89											
	Honeysuckle					1.69												
		n/i			2.29													
	Quillin's	Festive				1.49												
		Grandpa Bill's							1.29									
	Tyson							2.32										
		Maple Leaf												2.89				
	Save-a-Lot	Honeysuckle				1.49												
		Schnuck's	Perdue		3.29													
	Maple Leaf												3.49					
		Honeysuckle				1.99												
	Sendik's	Honeysuckle				1.79												
	Tadych's	Festive				1.79												
	Target	Market Pantry				1.29												
	Trig's	Jennie-O				1.79												
	Festive					1.79												
Walmart		n/i			1.63													
Whole Foods	n/i		organic	6.99														
	n/i			4.99			5.99											
	Culver											4.99						

**U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS**

Miscellaneous Poultry - prices in \$US per pound unless otherwise noted.

Thanksgiving 2015  
**MISCELLANEOUS POULTRY**

State	Supermarket	Label	Type (regular unless noted)	Turkey Breast		CHICKEN						Duckling		Goose	Pheasant	Quail	Rabbit	
				bone-in		Roaster	Cornish Hen		Hens	Capon	Liver	Gizzard	fresh	frozen	frsh/frzn	frozen	frozen	frozen
				fresh	frozen	fresh	fresh	frozen	frsh/frzn	frsh/frzn	fresh							
<b>SOUTH CENTRAL U.S. - AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT</b>																		
AR	Albertsons Sthrn	Honeysuckle		2.99	BOGO													
		Sanderson Farms				1.49					1.49	1.49						
		Tyson					3.11											
	ALDI	Honeysuckle			1.39													
	Bill's Fresh Market	n/i							1.19									
		Honeysuckle			1.88													
	Brookshire's	Buckley Farms			1.99													
		Honeysuckle		2.79														
		Butterball	smoked		3.59													
		n/i							0.99									
	Cranford's	Honeysuckle			1.48													
		Tip Top							0.98									
	Edwards	Honeysuckle			1.58													
		n/i							1.18									
	Food Giant	Perdue					3.62											
		n/i							1.28									
		Pride of the Farm			1.78													
	G&W Foods	Honeysuckle			1.88													
		Tyson						2.75										
	Hays Grocer	Honeysuckle			1.78													
	Kroger Delta	n/i			1.49													
		Tyson						2.66										
	Mac's Fresh	n/i							0.99				3.19					
		Tyson						2.92										
		Honeysuckle			1.59													
	Natural Grocers	Mary's	organic	7.99														
		Mary's	free range											7.99				
	Piggly Wiggly Hchn	Perdue					3.62											
		n/i							1.28									
	Pyramid Foods	Honeysuckle			1.29													
	Rehkopf's	Honeysuckle			1.79													
	Save-a-Lot	Honeysuckle			1.49													
	Super 1 Foods	n/i							0.97									
	Target	Market Pantry			1.29													
	Twn&Cntry Grocer	Top Bee							1.29									
	Walmart	n/i			1.63													



**U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS**

Miscellaneous Poultry - prices in \$US per pound unless otherwise noted.

**Thanksgiving 2015  
MISCELLANEOUS POULTRY**

State	Supermarket	Label	Type (regular unless noted)	Turkey Breast		CHICKEN						Duckling		Goose	Pheasant	Quail	Rabbit	
				bone-in		Roaster	Cornish Hen		Hens	Capon	Liver	Gizzard	fresh	frozen	frsh/frzn	frozen	frozen	frozen
				fresh	frozen	fresh	fresh	frozen	frsh/frzn	frsh/frzn	fresh	fresh	frozen	frsh/frzn	frozen	frozen	frozen	
<b>AR</b> <i>(cont)</i>	Whole Foods SW	n/i		5.99					6.99				5.49		8.99	6.99	14.99	
		n/i	organic	7.99														
<b>AZ</b>	Albertsons SW	Honeysuckle			1.49													
	Basha's	n/i							1.19									
	Fry's	Private Selection			1.69													
	Lowe's	Top Bee							1.39									
	Natural Grocers	Mary's	organic	7.99											7.99			
		Mary's	free range															
	Safeway SW	Tyson						1.82										
		Honeysuckle			1.49													
	Smart & Final	Jennie-O			1.99													
	Smith's	Honeysuckle			1.39													
	Target	Market Pantry			1.29													
	Walmart	n/i			1.63													
	Whole Foods SthPac	Mary's	free range	5.99														
		Mary's	organic	7.99			6.99					5.99			7.99			
		Diestel	free range	6.59														
		Heidi's	organic	7.99														
<b>CO</b>	Affiliated Foods	Tip Top							1.39									
		Tyson						3.20										
		Honeysuckle			1.79													
	Affiliated Midwest	Shurfresh			1.79													
	Albertsons Mntn	Honeysuckle			1.79													
	Associated Food	Honeysuckle			1.49													
		Gold'n Plump				1.59												
	King Soopers	Honeysuckle			1.99													
	Natural Grocers	Mary's	organic	7.99											7.99			
		Mary's	free range															
	Safeway Denver	Tyson						2.49										
		Honeysuckle			1.69													
	Save-a-Lot	Honeysuckle			1.49													
	Sun Mart	Festive			1.69													
	Target	Market Pantry			1.29													
	Walmart	n/i			1.63													
	Whole Foods Mntn	n/i					5.99					5.99			7.99	8.99	15.99	
<b>KS</b>	Affiliated Midwest	Shurfine			1.69													
		Shurfresh			1.79													

**U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS**

Miscellaneous Poultry - prices in \$US per pound unless otherwise noted.

**Thanksgiving 2015  
MISCELLANEOUS POULTRY**

State	Supermarket	Label	Type (regular unless noted)	Turkey Breast		CHICKEN						Duckling		Goose	Pheasant	Quail	Rabbit		
				bone-in		Roaster	Cornish Hen		Hens	Capon	Liver	Gizzard	fresh	frozen	frsh/frzn	frozen	frozen	frozen	
				fresh	frozen	fresh	fresh	frozen	frsh/frzn	frsh/frzn	fresh	fresh	frozen	frsh/frzn	frozen	frozen	frozen		
KS <i>(cont)</i>	Affiliated Foods	Tip Top							1.39										
		Tyson						3.20											
		Honeysuckle																1.79	
	ALDI	Honeysuckle																1.39	
	Apple Market	Honeysuckle																1.99	
		n/i																	
	Country Mart	Tyson																	
		Maple Leaf																	3.29
	Dillon's	n/i																	1.69
		Honeysuckle																	BOGO
	G&W Foods	Honeysuckle																	1.88
		Tyson																	2.75
	Hen House	n/i																	
		Honeysuckle																	2.19
		Tyson																	2.92
	Homeland Stores	Pilgrim's							1.29										
		Honeysuckle																	1.99
	Hy-Vee	Honeysuckle																	1.38
		Hy-Vee							1.49										
		Tyson																	3.19
		n/i																	
	Natural Grocers	Mary's	organic		7.99														
		Mary's	free range																
Price Chopper	Tyson																	2.56	
Save-a-Lot	Honeysuckle																	1.49	
Sun Fresh	Tyson																	3.10	
	n/i																		
Target	Market Pantry																	1.29	
Walmart	n/i																	1.63	
Whole Foods Mntn	n/i							5.99					5.99		7.99	8.99	15.99		
Woods Supermarket	Honeysuckle			2.99	1.98														
	Tyson																	2.40	
LA	Albertsons Sthrn	Honeysuckle		2.99	BOGO														
		Sanderson Farms				1.49						1.49	1.49						
		Tyson																3.11	
	Breaux Mart	n/i											1.99						
	Buckley Farms				1.49														

**U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS**

Miscellaneous Poultry - prices in \$US per pound unless otherwise noted.

**Thanksgiving 2015  
MISCELLANEOUS POULTRY**

State	Supermarket	Label	Type (regular unless noted)	Turkey Breast		CHICKEN						Duckling		Goose	Pheasant	Quail	Rabbit		
				bone-in		Roaster	Cornish Hen		Hens	Capon	Liver	Gizzard	fresh	frozen	frsh/frzn	frozen	frozen	frozen	
				fresh	frozen	fresh	fresh	frozen	frsh/frzn	frsh/frzn	fresh								
LA <i>(cont)</i>	Brookshire's	Buckley Farms	smoked		1.99														
		Honeysuckle		2.79															
		Butterball			3.59														
	LeBlanc's	n/i						0.99											
		Buckley Farms			1.59														
	Mac's Fresh	n/i										1.39	2.49						
		Tyson							2.92						3.19				
	Market Basket	Honeysuckle				1.59													
		n/i					1.49												
	Ramey's	Tyson																	
		Honeysuckle				1.78													
	Save-a-Lot	n/i																	
		Honeysuckle				1.49													
	Super 1 Foods	n/i																	
	Target	Market Pantry				1.29													
Walmart	n/i			1.63															
Whole Foods SW	n/i											5.49		8.99	6.99	14.99			
Winn-Dixie	Tyson							2.55											
	n/i			2.00	1.55														
MO	Affiliated Midwest	Shurfine			1.69														
	ALDI	Honeysuckle			1.39														
	Apple Market	Honeysuckle			1.99														
		n/i							1.49										
	C&R Supermarket	Festive			1.69														
		Tyson							3.10										
	County Market	n/i			1.49														
		Honeysuckle			2.99														
	Country Mart	Tyson							2.66										
		Tyson							2.20										
	Dierberg's	Maple Leaf												3.29					
		Honeysuckle			3.19	1.99													
	Food Giant	Perdue					1.69	2.99											
Perdue							3.62												
Fresh Thyme	n/i																		
	Pride of the Farm				1.78														

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

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Thanksgiving 2015  
MISCELLANEOUS POULTRY

State	Supermarket	Label	Type (regular unless noted)	Turkey Breast		CHICKEN						Duckling		Goose	Pheasant	Quail	Rabbit	
				bone-in		Roaster	Cornish Hen		Hens	Capon	Liver	Gizzard	fresh	frozen	frsh/frzn	frozen	frozen	frozen
				fresh	frozen	fresh	fresh	frozen	frsh/frzn	frsh/frzn	fresh	fresh	frozen	frsh/frzn	frozen	frozen	frozen	
MO <i>(cont)</i>	G&W Foods	Honeysuckle			1.88													
		Tyson						2.75										
	Gerbe's	n/i			1.69													
		Honeysuckle			BOGO													
	Harter House	Honeysuckle		2.99	1.69													
		Tyson						2.40										
	Hays Grocer	Honeysuckle			1.78													
	Hen House	n/i											3.19					
		Honeysuckle				2.19												
		Tyson						2.92										
	Hy-Vee	Honeysuckle				1.38												
		Hy-Vee					1.49											
		Tyson						3.19										
		n/i												2.99				
	Kroger Central	Honeysuckle				1.89												
	Kroger Delta	n/i				1.49												
		Tyson						2.66										
	Moser's	Honeysuckle				1.69												
		Tyson						2.20										
		n/i												3.29				
	Natural Grocers	Mary's	organic	7.99														
		Mary's	free range												7.99			
	Prenger's	Honeysuckle				1.57												
	Price Chopper	Tyson						2.56										
	Pyramid Foods	Honeysuckle				1.29												
	Save-a-Lot	Honeysuckle				1.49												
	Schnuck's	Perdue			3.29													
		Maple Leaf											3.49					
		Honeysuckle				1.99												
	Shop'n Save	n/i				1.99												
Sun Fresh	Tyson						3.10											
	n/i												3.29					
Target	Market Pantry				1.29													
Twn&Cntry Grocer	Top Bee							1.29										
Twn&Cntry Sprmrkt	Tyson									0.99								
	Maple Leaf												3.49					

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**Thanksgiving 2015  
MISCELLANEOUS POULTRY**

State	Supermarket	Label	Type (regular unless noted)	Turkey Breast		CHICKEN						Duckling		Goose	Pheasant	Quail	Rabbit		
				bone-in		Roaster	Cornish Hen		Hens	Capon	Liver	Gizzard	fresh	frozen	frsh/frzn	frozen	frozen	frozen	
				fresh	frozen	fresh	fresh	frozen	frsh/frzn	frsh/frzn	fresh	fresh	frozen	frsh/frzn	frozen	frozen	frozen		
<b>MO</b> <i>(cont)</i>	Twn&Cntry Sprmrkt <i>(continued)</i>	Honeysuckle	organic		1.58														
	Walmart	n/i					1.29												
	Whole Foods	n/i		6.99	1.63														
		n/i		4.99		5.99													
	Woods Supermarket	Culver Honeysuckle Tyson		2.99	1.98								4.99						
<b>NM</b>	Affiliated Foods	Tip Top Tyson	organic free range																
		Honeysuckle			1.79			3.20		1.39									
	Albertsons SW	Honeysuckle			1.49														
	Basha's	n/i								1.19									
	Dollar General Market	n/i			1.25														
	John Brooks	n/i								1.39									
		Honeysuckle			1.79														
		Tip Top Tyson									1.39								
	King Soopers	Honeysuckle			1.99				3.20										
	Lawrence Bros.	Southern Hens								1.49									
	Natural Grocers	Mary's Mary's		7.99											7.99				
	Safeway Denver	Tyson								2.49									
		Honeysuckle			1.69														
	Smith's	Honeysuckle			1.39														
	Target	Market Pantry			1.29														
Walmart	n/i		1.63																
Whole Foods Mntn	n/i					5.99						5.99		7.99	8.99	15.99			
<b>OK</b>	Affiliated Foods	Tip Top Tyson																	
		Honeysuckle			1.79				3.20										
	Affiliated Midwest	Shurfresh			1.79														
	ALDI	Honeysuckle			1.39														
	Country Mart	Tyson							2.20										
	Dollar General Market	Maple Leaf n/i			1.25									3.29					

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**Thanksgiving 2015  
MISCELLANEOUS POULTRY**

State	Supermarket	Label	Type (regular unless noted)	Turkey Breast		CHICKEN						Duckling		Goose	Pheasant	Quail	Rabbit	
				bone-in		Roaster	Cornish Hen		Hens	Capon	Liver	Gizzard	fresh	frozen	frsh/frzn	frozen	frozen	frozen
				fresh	frozen	fresh	fresh	frozen	frsh/frzn	frsh/frzn	fresh	fresh	frozen	frsh/frzn	frozen	frozen	frozen	
OK <i>(cont)</i>	Homeland Stores	Pilgrim's	organic free range			1.29												
		Honeysuckle			1.99													
	Market Square	Tip Top							1.39									
		Tyson						3.20										
		Honeysuckle			1.79													
	Natural Grocers	Mary's			7.99										7.99			
		Mary's																
	Nichols	Tyson						2.66										
		Honeysuckle			1.59													
		Pilgrims								1.29								
		n/i								1.19								
	Pyramid Foods	Honeysuckle			1.29													
	Reasor's	n/i			1.68													
		Tyson						2.66										
	Rehkopf's	Honeysuckle			1.79													
Save-a-Lot	Honeysuckle		1.49															
Target	Market Pantry		1.29															
Walmart	n/i		1.63															
Whole Foods SW	n/i							6.99				5.49		8.99	6.99	14.99		
TX	Affiliated Foods	Tip Top	smoked							1.39								
		Tyson						3.20										
		Honeysuckle			1.79													
	Albertsons Sthrn	Honeysuckle			2.99	BOGO												
		Sanderson Farms					1.49					1.49	1.49					
		Tyson						3.11										
	Albertsons SW	Honeysuckle			1.49													
	ALDI	Honeysuckle			1.39													
	Brookshire's	Buckley Farms			1.99													
		Honeysuckle			2.79													
		Butterball			3.59													
		n/i								0.99								
	Brookshire Bros.	Pride of the Farm			1.89													
	Diamond IGA	Southern Hens								1.19								
		Honeysuckle			1.79													
El Ahorro	n/i							1.19										
El Rancho	n/i									0.69								
El Rio Grande	n/i							1.29										

**U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS**

Miscellaneous Poultry - prices in \$US per pound unless otherwise noted.

**Thanksgiving 2015  
MISCELLANEOUS POULTRY**

State	Supermarket	Label	Type (regular unless noted)	Turkey Breast		CHICKEN						Duckling		Goose	Pheasant	Quail	Rabbit	
				bone-in		Roaster	Cornish Hen		Hens	Capon	Liver	Gizzard	fresh	frozen	frsh/frzn	frozen	frozen	frozen
				fresh	frozen	fresh	fresh	frozen	frsh/frzn	frsh/frzn	fresh							
TX <i>(cont)</i>	Fiesta Mart	Southern Hens							1.29									
	Food Town	Tyson									0.77	0.77						
	Homeland Stores	Pilgrim's					1.29											
		Honeysuckle																
	Lawrence Bros.	Southern Hens							1.49									
	Market Basket	n/i							0.99									
	Market Square	Tip Top								1.39								
		Tyson							3.20									
		Honeysuckle																
	Minyard's	n/i							1.59									
	Minyard Sunfresh	Honeysuckle					BOGO											
	Natural Grocers	Sanderson Farms					1.59											
		Mary's		organic	7.99													
		Mary's		free range														
	Randall's	Honeysuckle					BOGO											
	Rehkopf's	Honeysuckle					1.79											
	Save-a-Lot	Honeysuckle					1.49											
	Super 1 Foods	n/i								0.97								
	Target	Market Pantry					1.29											
	The United Family	Prater's		smoked			2.99											
Market Fresh									1.47									
	Honeysuckle					1.99												
	n/i								1.29									
Tom Thumb	Honeysuckle					BOGO												
Vista Market	Honeysuckle					1.69												
Walmart	n/i					1.63												
Whole Foods SW	n/i								6.99			5.49		8.99	6.99	14.99		
UT	Albertsons Mntn	Honeysuckle				1.79												
	Associated Food	Honeysuckle				1.49												
		Gold'n Plump							1.59									
	Harmon's	n/i	local	2.99														
	King Soopers	Honeysuckle				1.99												
	Natural Grocers	Mary's		organic	7.99													
		Mary's		free range											7.99			
	Ream's	Honeysuckle				1.59												
Ridley's	Honeysuckle				1.38													
Smith's	Honeysuckle				1.39													

**U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS**

Miscellaneous Poultry - prices in \$US per pound unless otherwise noted.

Thanksgiving 2015  
**MISCELLANEOUS POULTRY**

State	Supermarket	Label	Type (regular unless noted)	Turkey Breast		CHICKEN						Duckling		Goose	Pheasant	Quail	Rabbit	
				bone-in		Roaster	Cornish Hen		Hens	Capon	Liver	Gizzard	fresh	frozen	frsh/frzn	frozen	frozen	frozen
				fresh	frozen	fresh	fresh	frozen	frsh/frzn	frsh/frzn			fresh					
UT <i>(cont)</i>	Stokes Market	Honeysuckle			1.39													
	Target	Market Pantry			1.29													
	Walmart	n/i			1.63													
	Whole Foods Mntn	n/i					5.99					5.99		7.99	8.99	15.99		



**U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS**

Miscellaneous Poultry - prices in \$US per pound unless otherwise noted.

Thanksgiving 2015  
**MISCELLANEOUS POULTRY**

State	Supermarket	Label	Type (regular unless noted)	Turkey Breast		CHICKEN						Duckling		Goose	Pheasant	Quail	Rabbit	
				bone-in		Roaster	Cornish Hen		Hens	Capon	Liver	Gizzard	fresh	frozen	frsh/frzn	frozen	frozen	frozen
				fresh	frozen	fresh	fresh	frozen	frsh/frzn	frsh/frzn	fresh							
<b>SOUTHWESTERN U.S. - CA,HI,NV</b>																		
<b>CA</b>	Big Saver	n/i				1.29												
	Cardenas	n/i									1.59							
	Dollar General Market	n/i			1.25													
	Food 4 Less	Honeysuckle			1.79													
	Foodland Mercado	n/i						1.28										
	Holiday Market	Golden Sierra	free range	3.99														
	Jons Marketplace	n/i						1.99					1.99					
		Tyson																
		Honeysuckle			1.99													
	Lucky	Honeysuckle			BOGO													
	Mar-Val Foods	Norbest		2.49														
	Mollie Stone's	Mary's	free range									4.99						
	New Seasons	Diestel	free range	6.49														
		n/i						5.08										
		Grimaud Farms	free range									6.99		8.99				
	Northgate	n/i				0.99												
	Ralph's	Tyson						2.54										
		Private Selection			1.99													
	Ray's Food Place	n/i			1.99													
	Safeway NorCal	Foster Farms		3.99														
		Tyson									1.99							
	Save-a-Lot	Honeysuckle			1.49													
	Save Mart	Honeysuckle			BOGO													
	Smart & Final	Jennie-O			1.99													
	Stater Bros.	Tyson						2.99										
		Zacky Farms			1.99													
		Honeysuckle			1.99													
	Superior Grocer	n/i								0.77								
	Target	Market Pantry			1.29													
	Vons/Pavilion	Tyson						2.49										
		Foster Farms		2.99														
	Walmart	n/i			1.63													
	Whole Foods NorCal	Diestel	ABF	5.99														
		Mary's	ABF					5.99				4.99		9.99				
		Mary's	organic					6.99										

**U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS**

Miscellaneous Poultry - prices in \$US per pound unless otherwise noted.

Thanksgiving 2015  
**MISCELLANEOUS POULTRY**

State	Supermarket	Label	Type (regular unless noted)	Turkey Breast		CHICKEN						Duckling		Goose	Pheasant	Quail	Rabbit	
				bone-in		Roaster	Cornish Hen		Hens	Capon	Liver	Gizzard	fresh	frozen	frsh/frzn	frozen	frozen	frozen
				fresh	frozen	fresh	fresh	frozen	frsh/frzn	frsh/frzn	fresh							
CA <i>(cont)</i>	Whole Foods SthPac	Mary's	free range	5.99														
		Mary's	organic	7.99			6.99					5.99		7.99				
		Diestel	free range	6.59														
		Heidi's	organic	7.99														
HI	Don Quijote	Patti Jean						2.55										
	KTA Super Stores	Tyson						2.67										
	Target	Market Pantry			1.29													
	Whole Foods SthPac	Mary's	free range	5.99														
		Mary's	organic	7.99			6.99					5.99		7.99				
		Diestel	free range	6.59														
Heidi's		organic	7.99															
NV	Albertsons SW	Honeysuckle			1.49													
	Associated Food	Honeysuckle			1.49													
	Cardenas	Gold'n Plump					1.59											
		n/i									1.59							
	Dollar General Market	n/i			1.25													
	MarketOn	n/i							1.29									
	Natural Grocers	Mary's	organic	7.99														
		Mary's	free range											7.99				
	Ridley's	Honeysuckle			1.38													
	Save-a-Lot	Honeysuckle			1.49													
	Scolari's	Patti Jean							2.66									
		Norbest				1.59												
	Smart & Final	Jennie-O			1.99													
	Smith's	Honeysuckle			1.39													
	Super A Foods	n/i					1.69					0.99						
	Target	Market Pantry				1.29												
	Walmart	n/i				1.63												
	Vons/Pavilion	Tyson							2.49									
		Foster Farms			2.99													
	Whole Foods NorCal	Diestel	ABF	5.99														
		Mary's	ABF					5.99				4.99		9.99				
		Mary's	organic					6.99										
Whole Foods SthPac	Mary's	free range	5.99															
	Mary's	organic	7.99				6.99				5.99		7.99					
	Diestel	free range	6.59															
	Heidi's	organic	7.99															

**U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS**

Miscellaneous Poultry - prices in \$US per pound unless otherwise noted.

Thanksgiving 2015  
**MISCELLANEOUS POULTRY**

State	Supermarket	Label	Type (regular unless noted)	Turkey Breast		CHICKEN						Duckling		Goose	Pheasant	Quail	Rabbit	
				bone-in		Roaster	Cornish Hen		Hens	Capon	Liver	Gizzard	fresh	frozen	frsh/frzn	frozen	frozen	frozen
				fresh	frozen	fresh	fresh	frozen	frsh/frzn	frsh/frzn	fresh	fresh	frozen	frsh/frzn	frozen	frozen	frozen	
<b>NORTHWESTERN U.S. - AK,ID,MT,OR,WA,WY</b>																		
<b>AK</b>	Alaskan & Proud	n/i			2.28													
	Carrs/Safeway	Honeysuckle			1.99													
		Foster Farms			3.99													
	Fred Meyer	Honeysuckle			1.99													
		Foster Farms			2.99													
	IGA Hometown Proud	Farm Fresh			1.89													
	Meyers Group IGA	Farm Fresh			1.79													
Walmart	n/i			1.63														
<b>ID</b>	Albertsons Mntn	Honeysuckle			1.79													
	Associated Food	Honeysuckle			1.49													
		Gold'n Plump				1.59												
	Family Foods	Norbest			1.69													
	Fred Meyer	Honeysuckle			1.99													
		Foster Farms			2.79													
	Harvest Foods	Jennie-O			1.48													
	IGA Markets	Farm Fresh			1.69													
	Natural Grocers	Mary's	organic free range		7.99													
		Mary's												7.99				
	Ridley's	Honeysuckle			1.38													
	Safeway Seattle	Honeysuckle			1.79													
		Foster Farms			3.49													
	Smith's	Honeysuckle			1.39													
	Stokes Market	Honeysuckle			1.39													
	Target	Market Pantry			1.29													
Walmart	n/i			1.63														
Whole Foods Mntn	n/i					5.99						5.99		7.99	8.99	15.99		
Yoke's	Patti Jean						2.39											
	Maple Leaf												3.49					
	n/i			2.79														
<b>MT</b>	Albertsons Mntn	Honeysuckle			1.79													
	Associated Food	Honeysuckle			1.49													
		Gold'n Plump				1.59												
	Family Foods	Norbest			1.69													
	Harvest Foods	Jennie-O			1.48													
	IGA Markets	Farm Fresh			1.69													

**U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS**

Miscellaneous Poultry - prices in \$US per pound unless otherwise noted.

**Thanksgiving 2015  
MISCELLANEOUS POULTRY**

State	Supermarket	Label	Type (regular unless noted)	Turkey Breast		CHICKEN						Duckling		Goose	Pheasant	Quail	Rabbit	
				bone-in		Roaster	Cornish Hen		Hens	Capon	Liver	Gizzard	fresh	frozen	frsh/frzn	frozen	frozen	frozen
				fresh	frozen	fresh	fresh	frozen	frsh/frzn	frsh/frzn	fresh							
MT <i>(cont)</i>	Natural Grocers	Mary's	organic	7.99														
		Mary's	free range											7.99				
	Reynold's	Honeysuckle			1.49													
	Safeway Seattle	Honeysuckle			1.79													
		Foster Farms			3.49													
	Smith's	Honeysuckle			1.39													
	Stokes Market	Honeysuckle			1.39													
	Walmart	n/i		1.63														
OR	Albertsons Portland	Tyson						2.49										
		n/i			1.79													
	Associated Food	Honeysuckle			1.49													
		Gold'n Plump				1.59												
	CenterPlace Markets	n/i			1.78													
		Norbest			1.68													
	Family Foods	Norbest			1.69													
	Fred Meyer	Honeysuckle			1.99													
		Foster Farms			2.79													
	Haggen	Mary's	free range		4.99		4.99						3.49					
		Mary's	organic		6.99													
		n/i			2.29													
	Harvest Foods	Jennie-O			1.48													
	IGA Markets	Farm Fresh			1.69													
	IGA Market Fresh	Jennie-O			1.79													
	Natural Grocers	Mary's	organic		7.99													
		Mary's	free range												7.99			
	New Seasons	Diestel	free range		6.49													
		n/i					5.08											
		Grimaud Farms	free range										6.99		8.99			
	QFC	Private Selection			1.79													
		Northwest Natural			2.79													
	Ray's Food Place	n/i			1.99													
	Roth's	Foster Farms			3.49													
	Safeway Portland	Honeysuckle			1.79													
		Foster Farms			3.49													
	Save-a-Lot	Honeysuckle			1.49													
Select Markets	Jennie-O			1.99														

**U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS**

Miscellaneous Poultry - prices in \$US per pound unless otherwise noted.

Thanksgiving 2015  
**MISCELLANEOUS POULTRY**

State	Supermarket	Label	Type (regular unless noted)	Turkey Breast		CHICKEN						Duckling		Goose	Pheasant	Quail	Rabbit	
				bone-in		Roaster	Cornish Hen		Hens	Capon	Liver	Gizzard	fresh	frozen	frsh/frzn	frozen	frozen	frozen
				fresh	frozen	fresh	fresh	frozen	frsh/frzn	frsh/frzn	fresh							
OR <i>(cont)</i>	Target	Market Pantry			1.29													
	Walmart	n/i			1.63													
WA	Albertsons Portland	Tyson						2.49										
		n/i			1.79													
	CenterPlace Markets	n/i			1.78													
		Norbest			1.68													
	Family Foods	Norbest			1.69													
	Fred Meyer	Honeysuckle			1.99													
		Foster Farms			2.79													
	Haggen	Mary's	free range		4.99		4.99						3.49					
		Mary's	organic		6.99													
		n/i			2.29													
	Harvest Foods	Jennie-O			1.48													
	IGA Markets	Farm Fresh			1.69													
	IGA Market Fresh	Jennie-O			1.79													
	Metropolitan	n/i	free range		5.99													
	Meyers Group IGA	Farm Fresh			1.69													
	Natural Grocers	Mary's	organic		7.99													
		Mary's	free range												7.99			
	New Seasons	Diestel	free range		6.49													
		n/i					5.08											
		Grimaud Farms	free range										6.99		8.99			
	QFC	Private Selection			1.79													
		Northwest Natural			2.79													
	Safeway Portland	Honeysuckle			1.79													
		Foster Farms			3.49													
	Safeway Seattle	Honeysuckle			1.79													
		Foster Farms			3.49													
	Save-a-Lot	Honeysuckle			1.49													
	Select Markets	Jennie-O			1.99													
	Target	Market Pantry			1.29													
	The Markets	n/i			1.98				2.48									
	Twn&Cntry Market	Northwest Natural			2.79													
	Walmart	n/i			1.63													
Yoke's	Patti Jean							2.39										
	Maple Leaf											3.49						
	n/i			2.79														

**U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS**

Miscellaneous Poultry - prices in \$US per pound unless otherwise noted.

**Thanksgiving 2015  
MISCELLANEOUS POULTRY**

State	Supermarket	Label	Type (regular unless noted)	Turkey Breast		CHICKEN						Duckling		Goose	Pheasant	Quail	Rabbit	
				bone-in		Roaster	Cornish Hen		Hens	Capon	Liver	Gizzard	fresh	frozen	frsh/frzn	frozen	frozen	frozen
				fresh	frozen	fresh	fresh	frozen	frsh/frzn	frsh/frzn	fresh							
WY	Affiliated Midwest	Shurfine			1.69													
		Shurfresh			1.79													
	Albertsons Mntn	Honeysuckle			1.79													
		Associated Food	Honeysuckle			1.49												
	IGA Markets	Gold'n Plump				1.59												
		Farm Fresh				1.69												
	King Soopers	Honeysuckle			1.99													
	Natural Grocers	Mary's	organic	7.99														
		Mary's	free range											7.99				
	Ridley's	Honeysuckle			1.38													
	Smith's	Honeysuckle			1.39													
	Walmart	n/i			1.63													

**U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS**  
 Prices in \$US per unit, effective November 06-26, 2015

**Thanksgiving 2015**  
**SHELL EGGS & LIQUID EGG PRODUCTS**

State	Supermarket	Label	Egg Size				Conventional Shell Eggs					Specialty Shell Eggs						Liquid Egg Products				Conditions					
							White					Omega-3		Organic		Cage-Free		Veg-Fed		Liquid Egg (cartoned)			Egg Nog (non-alcoholic)				
			JM	XL	LG	MD	12	18	20	30	60	12	18	12	W	B	W	B	W	B	W		B	16 oz.	32 oz.	32 oz.	64 oz.
															12 pack		12 pack		12 pack								
<b>NORTHEASTERN U.S. - CT,DC,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT</b>																											
CT	AF Basket	Farmer's Hen			x																					18 pack	
		Farmer's Hen			x									3.99													
	Best Market	Mitlitsky's			x	2.77																					
	Big Y	Hood																							5.99		
		Big Y																							4.99		
	Bravo	n/i				x	2.00																				
		Hood																							2.79		
	C-Town	Hood																							2.89		
	Food Bazaar	Nature's Yoke			x										3.99												
		Egg Beaters																							3.50		
	Marc's	Dairymen's																								3.59	
	Price Chopper	Price Chopper			x				4.99																		
	Hood																								2.99		
ShopRite	Farmer's Hen			x																						18 pk; limit 4	
	Turkey Hill																								4.59		
	ShopRite																								3.99		
Stew Leonard's	Stew's		x			1.99																					
	Stew's Naked			x													1.99			1.99							
Target	n/i			x		2.79																					
DC	Harris Teeter	Harris Teeter			x	1.97																					w/ card; limit 2
		Harris Teeter			x	2.50																					w/o card
		Harris Teeter																							3.00		
	Safeway Eastern	Lucerne																							2.50	3.99	
Target	n/i			x		2.79																					
DE	Fresh Grocer	ShopRite			x	2.50																					
	Harris Teeter	Harris Teeter			x	1.97																					w/ card; limit 2
		Harris Teeter			x	2.50																					w/o card
		Harris Teeter																							3.00		
	Redner's	Wild Harvest			x												2.79										
	Safeway Eastern	Lucerne																							2.50	3.99	
	ShopRite	Farmer's Hen			x																					18 pk; limit 4	
		Turkey Hill																								4.59	
		ShopRite																								3.99	
	Shurfine	Best Yet			x		2.50																				2 for \$5.00
Target	n/i			x		2.79																					

**U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS**  
 Prices in \$US per unit, effective November 06-26, 2015

**Thanksgiving 2015**  
**SHELL EGGS & LIQUID EGG PRODUCTS**

State	Supermarket	Label	Egg Size				Conventional Shell Eggs					Specialty Shell Eggs							Liquid Egg Products				Conditions					
							White					Omega-3		Organic		Cage-Free		Veg-Fed		Liquid Egg (cartoned)		Egg Nog (non-alcoholic)						
			JM	XL	LG	MD	12	18	20	30	60	12	18	12	W	B	W	B	W	B	W	B		16 oz.	32 oz.	32 oz.	64 oz.	
MA	AF Basket	Farmer's Hen			x																				18 pack			
		Farmer's Hen			x																							
	Big Y	Hood																							5.99			
		Big Y																								4.99		
	Donelan's	Garelick Farms																								3.99		
	Market Basket	Hood																								3.89		
	Met Foods	Turkey Hill																								5.99		
		Hood																									2.99	
	Price Chopper	Price Chopper			x				4.99																			
	Roche Bros.	Full Circle			x																						3.49	
	Shaw's	Lucerne			x				0.99																			
	Open Nature			x																						3.49		
Star Market	Open Nature			x																						3.49		
Target	n/i			x				2.79																				
Trucchi's	Hood																									4.69		
MD	Harris Teeter	Harris Teeter			x			1.97																				
		Harris Teeter			x			2.50																				
		Harris Teeter																								3.00		
	Redner's	Wild Harvest			x																						2.79	
	Safeway Eastern	Lucerne																									2.50	
	ShopRite	Farmer's Hen			x																						3.99	
		Turkey Hill																									4.59	
		ShopRite																										3.99
	Shurfine	Best Yet			x			2.50																				
	Target	n/i			x			2.79																				
Weis	Eggland's Best			x																							2.99	
	Weis			x																							3.50	
ME	Market Basket	Hood																									3.89	
	Shaw's	Lucerne			x			0.99																				
		Open Nature			x																						3.49	
Target	n/i			x			2.79																				3.49	
NH	Market Basket	Hood																									3.89	
	Price Chopper	Price Chopper			x																							4.99
	Shaw's	Lucerne			x			0.99																				
		Open Nature			x																							3.49
Target	n/i			x			2.79																				3.49	





**U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS**  
 Prices in \$US per unit, effective November 06-26, 2015

**Thanksgiving 2015**  
**SHELL EGGS & LIQUID EGG PRODUCTS**

State	Supermarket	Label	Egg Size				Conventional Shell Eggs					Specialty Shell Eggs						Liquid Egg Products				Conditions										
							White					Omega-3		Organic		Cage-Free		Veg-Fed		Liquid Egg (cartoned)			Egg Nog (non-alcoholic)									
			JM	XL	LG	MD	12	18	20	30	60	12	18	12	W	B	W	B	W	B	W		B	16 oz.	32 oz.	32 oz.	64 oz.					
NY <i>(cont)</i>	<i>(continued)</i>	Farmer's Hen			x										5.49																	
		Eggland's Best			x						3.69																					
		Giunta's Alderfer			x											2.50																
		Met Foods Turkey Hill Hood																								5.99						
		Pioneer Turkey Hill																								2.99						
		Price Chopper Price Chopper				x					4.99																					
		ShopRite Farmer's Hen				x																										
		Turkey Hill																														
		ShopRite																														
		Stew Leonard's Stew's			x					1.99																						
		Stew's Naked				x											1.99						1.99									
		Target n/i				x				2.79																						
		Tops Markets Eggland's Best				x																										
		Tops					x			1.99																						
C.F. Burger																										3.99						
Trade Fair Turkey Hill																																
Weis Eggland's Best					x																											
Weis					x																											
Weis					x										3.50																	
PA	Bravo	n/i				x		2.00																								
		Hood																														
		Fine Fare Turkey Hill																														
		Foodtown Foodtown				x																										
		Land O Lakes			x																											
		Pete & Gerry's				x																										
		Nellie's				x																										
		Farmer's Hen				x																										
		Eggland's Best				x																										
		ShopRite				x				2.50																						
		Fresh Grocer																														
		Pioneer Turkey Hill																														
		Price Chopper Price Chopper				x																										
		Redner's Wild Harvest					x																									
Safeway Eastern																																
ShopRite																																
Farmer's Hen					x																											
Turkey Hill																																
ShopRite																																





**U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS**  
 Prices in \$US per unit, effective November 06-26, 2015

**Thanksgiving 2015**  
**SHELL EGGS & LIQUID EGG PRODUCTS**

State	Supermarket	Label	Egg Size				Conventional Shell Eggs					Specialty Shell Eggs							Liquid Egg Products				Conditions		
							White					Omega-3		Organic		Cage-Free		Veg-Fed		Liquid Egg (cartoned)		Egg Nog (non-alcoholic)			
			JM	XL	LG	MD	12	18	20	30	60	12	18	12	W	B	W	B	W	B	W	B		16 oz.	32 oz.
KY	Dollar General Mkt	n/i			x		1.75																		
	Food City	Eggland's Best			x						3.49														
	Food Club				x		1.99																1.99		
	Food Giant	Best Choice				x	1.67	2.98																	
	Foodland	United																					1.99	3.49	
	Kroger Cincinnati	Simple Truth			x										2.99	2.99									
	Kroger Delta	Simple Truth			x										2.99	2.99									
	Kroger Louisville	Simple Truth			x										2.99	2.99									
	Kroger Atlantic	Simple Truth			x										2.99	2.99									
	Kroger Nashville	Simple Truth			x										2.50	2.50									
	Lucky's Market	Lucky's Market			x											2.50									
	Meijer	True Goodness		x													3.49								
	Remke Markets	Eggland's Best			x						2.50														
	Super Dollar	Food Club			x			1.99																	
Target	n/i			x			2.79																		
MS	Dollar General Mkt	n/i			x		1.75																		
	Food Giant	Best Choice				x	1.67	2.98																	3 for \$5.00
	Kroger Delta	Simple Truth			x									2.99	2.99										
	Piggly Wiggly Hchr	Best Choice				x	1.67	2.98																	3 for \$5.00
Target	n/i			x		2.79																			
NC	Dollar General Mkt	n/i			x		1.75																		
	Harris Teeter	Harris Teeter			x		1.97																		w/ card; limit 2
		Harris Teeter			x		2.50																	3.00	w/o card
		Harris Teeter																							
	Ingle's Markets	Laura Lynn			x		1.25																		w/ card; limit 4
	Kroger Atlantic	Simple Truth			x									2.99	2.99										
	Piggly Wiggly Rtl	Piggly Wiggly				x	1.50																		
	Publix	Publix																						3.00	
Target	n/i			x		2.79																			
SC	Dollar General Mkt	n/i			x		1.75																		
	Harris Teeter	Harris Teeter			x		1.97																		w/ card; limit 2
		Harris Teeter			x		2.50																	3.00	w/o card
		Harris Teeter																							
	Ingle's Markets	Laura Lynn			x		1.25																		w/ card; limit 4
	Kroger Atlanta	Simple Truth			x									2.99	2.99										
	Piggly Wiggly Car	Piggly Wiggly			x		2.00																		2 for \$4.00

**U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS**

Prices in \$US per unit, effective November 06-26, 2015

**Thanksgiving 2015  
SHELL EGGS & LIQUID EGG PRODUCTS**

State	Supermarket	Label	Egg Size				Conventional Shell Eggs					Specialty Shell Eggs							Liquid Egg Products				Conditions				
							White					Omega-3		Organic		Cage-Free		Veg-Fed		Liquid Egg (cartoned)		Egg Nog (non-alcoholic)					
			JM	XL	LG	MD	12	18	20	30	60	12	18	12	W	B	W	B	W	B	W	B		16 oz.	32 oz.	32 oz.	64 oz.
															12 pack	12 pack	12 pack										
SC <i>(cont)</i>	Publix	Publix																						3.00			
	Target	n/i			x				2.79																		
TN	Dollar General Mkt	n/i			x				1.75																		
	Food City	Eggland's Best			x							3.49											1.99				
	Food Club	Food Club			x				1.99																		
	Food Country USA	Green Valley	x						2.50																		
	Food Giant	Best Choice				x			1.67	2.98																	
	Harris Teeter	Harris Teeter	Harris Teeter			x				1.97																	
		Harris Teeter	Harris Teeter			x				2.50														3.00			
	Ingle's Markets	Laura Lynn			x				1.25															w/ card; limit 4			
	Kroger Delta	Simple Truth			x										2.99	2.99											
	Kroger Atlantic	Simple Truth			x										2.99	2.99											
	Kroger Nashville	Simple Truth			x										2.50	2.50											
	Publix	Publix																						3.00			
	Sprout's	Sprout's			x							2.99				2.99											
	Target	n/i			x					2.79																	
VA	Dollar General Mkt	n/i			x				1.75																		
	Food City	Eggland's Best			x							3.49											1.99				
	Food Club	Food Club			x				1.99																		
	Food Country USA	Green Valley	x						2.50															local			
	Grant's	n/i			x				2.00																		
	Harris Teeter	Harris Teeter	Harris Teeter			x				1.97															w/ card; limit 2		
		Harris Teeter	Harris Teeter			x				2.50															w/o card		
		Harris Teeter	Harris Teeter																				3.00				
	Ingle's Markets	Laura Lynn			x				1.25															w/ card; limit 4			
	Kroger Atlantic	Simple Truth			x										2.99	2.99											
	Piggly Wiggly Rtl	Piggly Wiggly				x			1.50																		
Safeway Eastern	Lucerne																					2.50	3.99				
Target	n/i			x					2.79																		
WV	Dollar General Mkt	n/i			x				1.75																		
	Foodland	United																					1.99	3.49			
	Kroger Columbus	Simple Truth			x										2.99	2.99											
	Kroger Atlantic	Simple Truth			x										2.99	2.99											
	Riesbeck's	Hillandale Farms			x				1.49																		
	Sparkle	Sparkle			x				1.25															4 for \$5.00			







**U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS**  
 Prices in \$US per unit, effective November 06-26, 2015

**Thanksgiving 2015**  
**SHELL EGGS & LIQUID EGG PRODUCTS**

State	Supermarket	Label	Egg Size				Conventional Shell Eggs					Specialty Shell Eggs							Liquid Egg Products				Conditions				
							White					Omega-3		Organic		Cage-Free		Veg-Fed		Liquid Egg (cartoned)		Egg Nog (non-alcoholic)					
			JM	XL	LG	MD	12	18	20	30	60	12	18	12	W	B	W	B	W	B	W	B		16 oz.	32 oz.	32 oz.	64 oz.
															12 pack	12 pack	12 pack										
IL (cont)	Ultra Foods	Dutch Farms			x					1.77																	
	Valli Produce	Eggland's Best			x						2.50																
IN	Dollar General Mkt	n/i			x					1.75																	
	Fresh Thyme	Dutch Farms			x					1.88																	
	Harding's	Country Fresh																					2.99				
	Jay C	Simple Truth			x										2.99	2.99											
	Jewel-Osco	Lucerne			x					0.99																	
		O Organics			x											3.99											
	Kroger Central	Simple Truth			x										2.99	2.99											
	Kroger Cincinnati	Simple Truth			x										2.99	2.99											
	Kroger Louisville	Simple Truth			x										2.99	2.99											
	Lucky's Market	Lucky's Market			x											2.50											
	Martin's	Prairie Farms																					2.00				
	Meijer	True Goodness				x										3.49											
	New Market	Dean's																					2.50				
	Strack & VanTil	Oberweis																						5.99			
Target	n/i			x						2.79																	
Ultra Foods	Dutch Farms			x						1.77																	
MI	Affiliated Midwest	Shurfine			x					1.99																	
	Fresh Thyme	Dutch Farms			x					1.88																	
	Glory Supermarket	Twin Pines																					1.25				
	Harding's	Country Fresh																					2.99				
	Kroger Central	Simple Truth			x										2.99	2.99											
	Kroger Columbus	Simple Truth			x										2.99	2.99											
	Kroger Michigan	Simple Truth			x										2.99	2.99											
	Lucky's Market	Lucky's Market			x											2.50											
	Martin's	Prairie Farms																					2.00				
	Meijer	True Goodness				x										3.49											
	Plumbs/Duthlers	Country Fresh																					2.99				
		Dutch Farms			x						1.29																
	Polly's Market	Dutch Farms			x						0.97																
	Spartan Stores	Dean's																					2.77				
Target	n/i			x						2.79																	
Toms/Olesons	Country Fresh																						3.49				
MN	Affiliated Midwest	Shurfine			x					1.99																	
	Cash Wise Foods	Food Club			x					1.48																	













U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Prices in \$US per unit, effective November 06-26, 2015

Thanksgiving 2015  
SHELL EGGS & LIQUID EGG PRODUCTS

State	Supermarket	Label	Egg Size				Conventional Shell Eggs					Specialty Shell Eggs						Liquid Egg Products				Conditions													
							White					Omega-3		Organic		Cage-Free		Veg-Fed		Liquid Egg (cartoned)			Egg Nog (non-alcoholic)												
			JM	XL	LG	MD	12	18	20	30	60	12	18	12	W	B	W	B	W	B	W		B	16 oz.	32 oz.	32 oz.	64 oz.								
															12 pack	12 pack	12 pack																		
<b>SOUTHWESTERN U.S. - CA,HI,NV</b>																																			
CA	Big Saver	Farmer's Gems				x				5.99																									
		Eggland's Best			x																														
	Chavez	Chavez			x				3.99																										
	Dollar General Mkt	n/i			x			2.25																											
	El Super	California Ranch			x				3.97																										
	El Tapatio	n/i				x				3.99																									
	Foodland Mercado	n/i				x				2.79																									
	Gelson's	Eggland's Best			x																														
	Jons Marketplace	n/i			x					3.99																									
	La Perla	n/i				x		3.49																											
	Lucky	Barnstar			x																														
		Sunnyside Farms			x					4.49																									
	Lunardi's	Clover																																	
	Mar-Val Foods	Nulaid			x					4.99																									
		Crystal																																	
	Mi Pueblo	n/i				x																													
	Mollie Stone's	Santa Rosa			x					4.59																									
	Northgate	California Ranch			x					4.49																									
	Nugget Markets	Olivera			x					3.99																									
		Clover																																	
	R Ranch Markets	n/i				x		2.50																											
	Ralph's	Simple Truth			x																														
		Kroger																																	
	Ray's Food Place	Eggland's Best			x																														
	Safeway NorCal	Clover			x																														
		Lucerne																																	
	Save Mart	Sunnyside Farms			x																														
	Sprout's	Sprout's			x																														
	Stater Bros.	Knudsen																																	
		Happy Egg			x																														
	Super A Foods	n/i			x			2.99																											
	Superior Grocers	Eggland's Best			x																														
		California Ranch			x					4.29																									
	Target	n/i			x			3.29																											



U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS  
 Prices in \$US per unit, effective November 06-26, 2015

Thanksgiving 2015  
 SHELL EGGS & LIQUID EGG PRODUCTS

State	Supermarket	Label	Egg Size				Conventional Shell Eggs					Specialty Shell Eggs						Liquid Egg Products				Conditions					
			JM	XL	LG	MD	White					Omega-3		Organic		Cage-Free		Veg-Fed		Liquid Egg (cartoned)			Egg Nog (non-alcoholic)				
							12	18	20	30	60	12	18	12	W	B	W	B	W	B	W		B	16 oz.	32 oz.	32 oz.	64 oz.
HI	Don Quijote	Ka Lei			x		4.89																			Island eggs	
	KTA Super Stores	Willamette			x		3.99																			Mainland eggs	
		1916			x		3.50																			Mainland eggs	
	Safeway NorCal	O Organics			x									5.49													
	Target	Lucerne			x																					3.99	
		n/i			x		2.79																				
NV	Albertsons SW	Lucerne			x		1.99	2.77																		limit 2	
		Albertsons			x			2.49																		limit 1	
	Associated Food	Meadow Gold																								1.89	
	Dollar General Mkt	n/i			x		2.25																				
	El Super	California Ranch			x			3.97																			
	La Bonita	La Bonita			x				3.49																		
	MarketOn	Hickman's		x					2.99																		
	Ridley's	Meadow Gold																								1.67	
	Safeway NorCal	Clover			x										5.99											local	
		Lucerne																									3.99
	Scolari's	Willamette			x		1.50																				limit 2
		Eggland's Best			x						2.59																4.99
		Model																									
Smith's	Simple Truth			x											2.89	2.89											
Sprout's	Sprout's			x						2.99						2.99											
Target	n/i			x		2.79																					







**U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS**

Dinners - prices in US\$ per complete dinner unless otherwise noted

**Thanksgiving 2015  
STORE-PREPARED HOLIDAY DINNERS**

State	Supermarket	Brand	Weight (lb.)	Meat Item	Price	Serves	Sides	Conditions
<b>NORTHEASTERN U.S. - CT,DC,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT</b>								
CT	ACME Markets	n/i	8-9	whole turkey	49.99	8	4	Traditional Turkey Dinner
		n/i	8-9	whole turkey	79.99	8	8	Deluxe Signature Turkey Dinner
	AG New England	Jennie-O	10-12	whole turkey	24.99	6-8	8	Traditional Turkey Dinner
	Balducci's	n/i	10-12	ABF whole turkey	174.99	6-8	7	Thanksgiving Dinner
	Big Y	Shady Brook	10-12	whole turkey	69.99	8-10	9	Thanksgiving Dinner
	King's	n/i	10-12	ABF whole turkey	129.99	6-8	5	Complete Turkey Dinner
		n/i	12-14	ABF whole turkey	184.99	10-12	5	Complete Turkey Dinner
	n/i	10-12	organic whole turkey	149.99	6-8	5	Complete Organic Turkey Dinner	
	n/i	12-14	organic whole turkey	209.99	10-12	5	Complete Organic Turkey Dinner	
	Mrs. Green's Natural Market	Plainville Farms	10-12	ABF whole turkey	149.99	8	5	Turkey Dinner for 8
	Price Chopper	Plainville Farms	4-6	ABF bone-in turkey breast	59.99	6-8	7	Turkey Breast Dinner
		Price Chopper	5	boneless ham	29.99	4-6	4	Smokehouse Ham Dinner
	ShopRite	Butterball	10-12	whole turkey	49.99	8-10	5	Holiday Turkey Dinner
	Stew Leonard's	Shenandoah Valley	10-12	whole turkey	140.00	8	7	Complete Dinner
	The Fresh Market	n/i	10	whole turkey	84.99	5-7	5	Regular Holiday Dinner
		n/i	10	whole turkey	139.99	6-9	8	Deluxe Holiday Dinner
	Whole Foods North Atlantic	n/i	1.5-2	boneless turkey breast	40.00	2	6	Complete Traditional Turkey Dinner for 2
		n/i	3.5-4	boneless turkey breast	80.00	4	7	Complete Traditional Turkey Dinner for 4
		Plainville Farms	10-12	ABF whole turkey	130.00	8	7	Complete Traditional Turkey Dinner for 8
		Plainville Farms	16-18	ABF whole turkey	170.00	12	7	Complete Traditional Turkey Dinner for 12
	Whole Foods Northeast	n/i	10-12	organic whole turkey	199.99	8	6	Signature Organic Turkey Dinner for 8
		n/i	1.5-2	boneless turkey breast	59.99	2	6	Signature Turkey Dinner for 2
		n/i	10-12	whole turkey	99.99	4	6	Signature Turkey Dinner for 4
n/i		10-12	whole turkey	159.99	8	6	Signature Turkey Dinner for 8	
n/i		12-14	whole turkey	229.99	12	6	Signature Turkey Dinner for 12	
n/i		10-12	organic whole turkey	279.99	12	6	Signature Organic Turkey Dinner for 12	
n/i		8-10	spiral cut ham	169.99	8	3	Ham Dinner for 8	
n/i		8-10	bone-in beef rib	219.99	8	4	Rib Roast Dinner for 8	
DC	Harris Teeter	Butterball	9-12	whole turkey	49.99	8-10	5	Turkey Dinner
		Harris Teeter	7-9	spiral cut ham	49.99	8-10	3	Ham Dinner
		n/i	4	beef rib roast	49.99	6-8	3	Prime Rib Dinner
		n/i	12-14	whole turkey	79.99	6-8	8	Fresh Turkey Dinner
		Harris Teeter	5	beef tenderloin	79.99	6-8	8	Beef Tenderloin Dinner
	Safeway Eastern	n/i	3-4	rack of lamb	79.99	6-8	8	Rack of Lamb Dinner
		n/i	10-12	whole turkey	49.99	6-8	4	Turkey Dinner
		n/i	7-7.5	spiral cut ham	49.99	6-8	4	Spiral Ham Dinner
		n/i	4	beef rib roast	79.99	4-5	3	Prime Rib Dinner

**U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS**

Dinners - prices in US\$ per complete dinner unless otherwise noted

**Thanksgiving 2015  
STORE-PREPARED HOLIDAY DINNERS**

State	Supermarket	Brand	Weight (lb.)	Meat Item	Price	Serves	Sides	Conditions
<b>DC</b> <i>(cont)</i>	Whole Foods	n/i	1.5	boneless turkey breast	45.99	2	5	Turkey Dinner for 2 Plus
		n/i	13	whole turkey	119.99	6-8	6	Turkey Dinner for 6 to 8
		n/i	16	whole turkey	199.99	12-16	6	Turkey Dinner for 12 to 16
		n/i	13	organic whole turkey	129.99	6-8	6	Organic Turkey Dinner for 6 to 8
		n/i	7-8	spiral cut ham	119.99	6-8	5	Spiral Sliced Glazed Ham Dinner for 6 to 8
		n/i	2.5	leg of lamb	89.99		4	4
<b>DE</b>	ACME Markets	n/i	8-9	whole turkey	49.99	8	4	Traditional Turkey Dinner
		n/i	8-9	whole turkey	79.99	8	8	Deluxe Signature Turkey Dinner
	Food Lion	Jennie-O	10-12	whole turkey	39.99	6-8	6	Holiday Meal
		Fresh Grocer	n/i	10-12	whole turkey	54.99	6-8	7
	Harris Teeter	n/i	12-14	whole turkey	64.99	10-12	7	Whole Roasted Turkey Dinner
		n/i	8-10	boneless ham	54.99	14-16	5	Whole Boneless Ham Dinner
		Butterball	9-12	whole turkey	49.99	8-10	5	Turkey Dinner
		Harris Teeter	7-9	spiral cut ham	49.99	8-10	3	Ham Dinner
		n/i	4	beef rib roast	49.99	6-8	3	Prime Rib Dinner
		n/i	12-14	whole turkey	79.99	6-8	8	Fresh Turkey Dinner
		Harris Teeter	5	beef tenderloin	79.99	6-8	8	Beef Tenderloin Dinner
	Safeway Eastern	n/i	3-4	rack of lamb	79.99	6-8	8	Rack of Lamb Dinner
		n/i	10-12	whole turkey	49.99	6-8	4	Turkey Dinner
		n/i	7-7.5	spiral cut ham	49.99	6-8	4	Spiral Ham Dinner
		n/i	4	beef rib roast	79.99	4-5	3	Prime Rib Dinner
ShopRite	Butterball	10-12	whole turkey	49.99	8-10	5	Holiday Turkey Dinner	
<b>MA</b>	AG New England	Jennie-O	10-12	whole turkey	24.99	6-8	8	Traditional Turkey Dinner
	Big Y	Shady Brook	10-12	whole turkey	69.99	8-10	9	Thanksgiving Dinner
	Donelan's	n/i	12-14	whole turkey	89.99	8-10	6	Turkey Dinner
		n/i	3	boneless turkey breast	69.99	8-10	6	Turkey Breast Dinner
		n/i	4	spiral cut ham	69.99	8-10	4	Ham Dinner
		Hannaford	Butterball	10-12	whole turkey	59.99	6-8	5
	Carando		7-9	spiral cut ham	59.99	6-8	5	Holiday Ham Dinner
	Market Basket	Butterball	10-12	whole turkey	59.99	8-10	5	Complete Turkey Dinner
	Price Chopper	Plainville Farms	4-6	ABF bone-in turkey breast	59.99	6-8	7	Turkey Breast Dinner
		Price Chopper	5	boneless ham	29.99	4-6	4	Smokehouse Ham Dinner
	Roche Bros.	Plainville Farms	10-12	ABF whole turkey	125.00	8-10	7	Turkey Dinner
		Plainville Farms	14-16	ABF whole turkey	135.00	8-10	7	Turkey Dinner
		Plainville Farms	3	ABF bnls turkey breast	85.00	4-6	7	Boneless Turkey Breast Dinner
		n/i	8-10	spiral cut ham	95.00	10	5	Spiral Cut Ham Dinner
n/i		6	beef rib roast	185.00	10	5	Prime Rib Dinner	
n/i	5	boneless leg of lamb	165.00	10	5	Leg of Lamb Dinner		

**U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS**

Dinners - prices in US\$ per complete dinner unless otherwise noted

**Thanksgiving 2015  
STORE-PREPARED HOLIDAY DINNERS**

State	Supermarket	Brand	Weight (lb.)	Meat Item	Price	Serves	Sides	Conditions
MA <i>(cont)</i>	Shaw's	n/i	10-12	whole turkey	49.99	6-8	6	Traditional Turkey Dinner
	Star Market	n/i	10-12	whole turkey	49.99	6-8	6	Traditional Turkey Dinner
	The Fresh Market	n/i	10	whole turkey	84.99	5-7	5	Regular Holiday Dinner
		n/i	10	whole turkey	139.99	6-9	8	Deluxe Holiday Dinner
	Trucchi's Supermarkets	Butterball	10-12	whole turkey	69.99	6-8	7	Traditional Turkey Dinner
		n/i	1.5-2	bone-in turkey breast	32.99	2-3	7	Mini Turkey Dinner
	Wegman's	Plainville Farms	12-14	ABF whole turkey	139.00	10-12	6	Premium Turkey Dinner
		n/i	12-14	whole turkey	89.00	8-10	6	Traditional Turkey Dinner
	Whole Foods North Atlantic	Wegman's	7-8	spiral cut ham	135.00	10-12	4	Signature Spiral-Sliced Ham Dinner
		n/i	1.5-2	boneless turkey breast	40.00	2	6	Complete Traditional Turkey Dinner for 2
		n/i	3.5-4	boneless turkey breast	80.00	4	7	Complete Traditional Turkey Dinner for 4
		Plainville Farms	10-12	ABF whole turkey	130.00	8	7	Complete Traditional Turkey Dinner for 8
		Plainville Farms	16-18	ABF whole turkey	170.00	12	7	Complete Traditional Turkey Dinner for 12
MD	ACME Markets	n/i	8-9	whole turkey	49.99	8	4	Traditional Turkey Dinner
		n/i	8-9	whole turkey	79.99	8	8	Deluxe Signature Turkey Dinner
	Balducci's	n/i	10-12	ABF whole turkey	174.99	6-8	7	Thanksgiving Dinner
	Food Lion	Jennie-O	10-12	whole turkey	39.99	6-8	6	Holiday Meal
	Harris Teeter	Butterball	9-12	whole turkey	49.99	8-10	5	Turkey Dinner
		Harris Teeter	7-9	spiral cut ham	49.99	8-10	3	Ham Dinner
		n/i	4	beef rib roast	49.99	6-8	3	Prime Rib Dinner
		n/i	12-14	whole turkey	79.99	6-8	8	Fresh Turkey Dinner
		Harris Teeter	5	beef tenderloin	79.99	6-8	8	Beef Tenderloin Dinner
		n/i	3-4	rack of lamb	79.99	6-8	8	Rack of Lamb Dinner
		Martin's Food Markets	n/i	7-8	bone-in turkey breast	76.99	6-8	6
	n/i		7-8	bone-in turkey breast	76.99	6-8	6	Cajun Fried Turkey Breast Dinner
	n/i		12-14	whole turkey	79.99	6-8	6	Turkey Dinner
	n/i		12-14	whole turkey	79.99	6-8	6	Cajun Fried Turkey Dinner
	n/i		7-8	spiral cut ham	69.99	6-8	6	Spiral Sliced Ham Dinner
	Safeway Eastern	n/i	10-12	whole turkey	49.99	6-8	4	Turkey Dinner
		n/i	7-7.5	spiral cut ham	49.99	6-8	4	Spiral Ham Dinner
		n/i	4	beef rib roast	79.99	4-5	3	Prime Rib Dinner
		Shop'n Save	n/i	10-12	whole turkey	74.99	8-10	5
	n/i		7-9	spiral cut ham	74.99	8-10	4	Spiral Ham Dinner
ShopRite	Butterball	10-12	whole turkey	49.99	8-10	5	Holiday Turkey Dinner	
The Fresh Market	n/i	10	whole turkey	84.99	5-7	5	Regular Holiday Dinner	
	n/i	10	whole turkey	139.99	6-9	8	Deluxe Holiday Dinner	

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Dinners - prices in US\$ per complete dinner unless otherwise noted

**Thanksgiving 2015  
STORE-PREPARED HOLIDAY DINNERS**

State	Supermarket	Brand	Weight (lb.)	Meat Item	Price	Serves	Sides	Conditions
MD <i>(cont)</i>	Wegman's	Plainville Farms	12-14	ABF whole turkey	139.00	10-12	6	Premium Turkey Dinner
		n/i	12-14	whole turkey	89.00	8-10	6	Traditional Turkey Dinner
		Wegman's	7-8	spiral cut ham	135.00	10-12	4	Signature Spiral-Sliced Ham Dinner
	Weis	Butterball	10-12	whole turkey	69.99	8-10	8	Complete Turkey Dinner
		n/i	8-10	spiral cut ham	59.99	8-10	7	Complete Ham Dinner
		Butterball	10-12	whole turkey	49.99	6-8	4	Original Turkey Dinner
	Whole Foods	n/i	3-5	boneless turkey breast	54.99	6-8	4	Boneless Turkey Breast Dinner
		n/i	1.5	boneless turkey breast	45.99	2	5	Turkey Dinner for 2 Plus
		n/i	13	whole turkey	119.99	6-8	6	Turkey Dinner for 6 to 8
		n/i	16	whole turkey	199.99	12-16	6	Turkey Dinner for 12 to 16
		n/i	13	organic whole turkey	129.99	6-8	6	Organic Turkey Dinner for 6 to 8
		n/i	7-8	spiral cut ham	119.99	6-8	5	Spiral Sliced Glazed Ham Dinner for 6 to 8
			n/i	2.5	leg of lamb	89.99	4	4
ME	AG New England	Jennie-O	10-12	whole turkey	24.99	6-8	8	Traditional Turkey Dinner
	Hannaford	Butterball	10-12	whole turkey	59.99	6-8	5	Holiday Turkey Dinner
		Carando	7-9	spiral cut ham	59.99	6-8	5	Holiday Ham Dinner
	Market Basket	Butterball	10-12	whole turkey	59.99	8-10	5	Complete Turkey Dinner
	Shaw's	n/i	10-12	whole turkey	49.99	6-8	6	Traditional Turkey Dinner
	Whole Foods North Atlantic	n/i	1.5-2	boneless turkey breast	40.00	2	6	Complete Traditional Turkey Dinner for 2
		n/i	3.5-4	boneless turkey breast	80.00	4	7	Complete Traditional Turkey Dinner for 4
		Plainville Farms	10-12	ABF whole turkey	130.00	8	7	Complete Traditional Turkey Dinner for 8
		Plainville Farms	16-18	ABF whole turkey	170.00	12	7	Complete Traditional Turkey Dinner for 12
NH	AG New England	Jennie-O	10-12	whole turkey	24.99	6-8	8	Traditional Turkey Dinner
	Hannaford	Butterball	10-12	whole turkey	59.99	6-8	5	Holiday Turkey Dinner
		Carando	7-9	spiral cut ham	59.99	6-8	5	Holiday Ham Dinner
	Market Basket	Butterball	10-12	whole turkey	59.99	8-10	5	Complete Turkey Dinner
	Price Chopper	Plainville Farms	4-6	ABF bone-in turkey breast	59.99	6-8	7	Turkey Breast Dinner
		Price Chopper	5	boneless ham	29.99	4-6	4	Smokehouse Ham Dinner
	Shaw's	n/i	10-12	whole turkey	49.99	6-8	6	Traditional Turkey Dinner
	The Fresh Market	n/i	10	whole turkey	84.99	5-7	5	Regular Holiday Dinner
		n/i	10	whole turkey	139.99	6-9	8	Deluxe Holiday Dinner
	Whole Foods North Atlantic	n/i	1.5-2	boneless turkey breast	40.00	2	6	Complete Traditional Turkey Dinner for 2
		n/i	3.5-4	boneless turkey breast	80.00	4	7	Complete Traditional Turkey Dinner for 4
		Plainville Farms	10-12	ABF whole turkey	130.00	8	7	Complete Traditional Turkey Dinner for 8
		Plainville Farms	16-18	ABF whole turkey	170.00	12	7	Complete Traditional Turkey Dinner for 12
NJ	ACME Markets	n/i	8-9	whole turkey	49.99	8	4	Traditional Turkey Dinner
		n/i	8-9	whole turkey	79.99	8	8	Deluxe Signature Turkey Dinner



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**Thanksgiving 2015  
STORE-PREPARED HOLIDAY DINNERS**

State	Supermarket	Brand	Weight (lb.)	Meat Item	Price	Serves	Sides	Conditions	
NJ (cont)	King's	n/i	10-12	ABF whole turkey	129.99	6-8	5	Complete Turkey Dinner	
		n/i	12-14	ABF whole turkey	184.99	10-12	5	Complete Turkey Dinner	
		n/i	10-12	organic whole turkey	149.99	6-8	5	Complete Organic Turkey Dinner	
		n/i	12-14	organic whole turkey	209.99	10-12	5	Complete Organic Turkey Dinner	
	Morton Williams	n/i	12-14	whole turkey	149.00	4-8	5	Complete Thanksgiving Dinner	
		Bell & Evans	12-14	ABF whole turkey	169.00	4-8	5	Thanksgiving Dinner	
	Mrs. Green's Natural Market	Plainville Farms	10-12	ABF whole turkey	149.99	8	5	Turkey Dinner for 8	
	Murphy's Marketplace	Butterball	10-12	whole turkey	89.99	8-10	10	Thanksgiving Dinner	
	ShopRite	Butterball	10-12	whole turkey	49.99	8-10	5	Holiday Turkey Dinner	
	The Fresh Market	n/i	10	whole turkey	84.99	5-7	5	Regular Holiday Dinner	
		n/i	10	whole turkey	139.99	6-9	8	Deluxe Holiday Dinner	
	Wegman's	Plainville Farms	12-14	ABF whole turkey	139.00	10-12	6	Premium Turkey Dinner	
		n/i	12-14	whole turkey	89.00	8-10	6	Traditional Turkey Dinner	
		Wegman's	7-8	spiral cut ham	135.00	10-12	4	Signature Spiral-Sliced Ham Dinner	
	Weis	Butterball	10-12	whole turkey	69.99	8-10	8	Complete Turkey Dinner	
		n/i	8-10	spiral cut ham	59.99	8-10	7	Complete Ham Dinner	
		Butterball	10-12	whole turkey	49.99	6-8	4	Original Turkey Dinner	
		n/i	3-5	boneless turkey breast	54.99	6-8	4	Boneless Turkey Breast Dinner	
	Whole Foods	n/i	1.5	boneless turkey breast	45.99	2	5	Turkey Dinner for 2 Plus	
		n/i	13	whole turkey	119.99	6-8	6	Turkey Dinner for 6 to 8	
		n/i	16	whole turkey	199.99	12-16	6	Turkey Dinner for 12 to 16	
		n/i	13	organic whole turkey	129.99	6-8	6	Organic Turkey Dinner for 6 to 8	
		n/i	7-8	spiral cut ham	119.99	6-8	5	Spiral Sliced Glazed Ham Dinner for 6 to 8	
		n/i	2.5	leg of lamb	89.99	4	4	Leg of Lamb Dinner for Four	
		Whole Foods Northeast	n/i	10-12	organic whole turkey	199.99	8	6	Signature Organic Turkey Dinner for 8
			n/i	1.5-2	boneless turkey breast	59.99	2	6	Signature Turkey Dinner for 2
	n/i		10-12	whole turkey	99.99	4	6	Signature Turkey Dinner for 4	
	n/i		10-12	whole turkey	159.99	8	6	Signature Turkey Dinner for 8	
	n/i		12-14	whole turkey	229.99	12	6	Signature Turkey Dinner for 12	
	n/i		10-12	organic whole turkey	279.99	12	6	Signature Organic Turkey Dinner for 12	
n/i	8-10		spiral cut ham	169.99	8	3	Ham Dinner for 8		
n/i	8-10	bone-in beef rib	219.99	8	4	Rib Roast Dinner for 8			
NY	ACME Markets	n/i	8-9	whole turkey	49.99	8	4	Traditional Turkey Dinner	
		n/i	8-9	whole turkey	79.99	8	8	Deluxe Signature Turkey Dinner	
	Balducci's	n/i	10-12	ABF whole turkey	174.99	6-8	7	Thanksgiving Dinner	
	DeCiccio Market Place	n/i	12-14	ABF whole turkey	199.00	8-10	5	Gourmet Turkey Dinner	
		n/i	14-16	ABF whole turkey	239.00	14-16	5	Large Gourmet Turkey Dinner	
		n/i	3-5	ABF bone-in turkey breast	199.00	8-10	5	Turkey Breast Dinner	

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Thanksgiving 2015  
STORE-PREPARED HOLIDAY DINNERS

State	Supermarket	Brand	Weight (lb.)	Meat Item	Price	Serves	Sides	Conditions
NY <i>(cont)</i>	DeCiccio Market Place	n/i	4-5	beef rib roast	259.00	6-8	5	Prime Rib Dinner
	<i>(continued)</i>	n/i	8-10	spiral cut ham	199.00	10-12	5	Spiral Ham Dinner
	Gourmet Garage	n/i	10-12	whole turkey	219.00	8-10	3	Traditional Turkey Meal
	Hannaford	Butterball	10-12	whole turkey	59.99	6-8	5	Holiday Turkey Dinner
		Carando	7-9	spiral cut ham	59.99	6-8	5	Holiday Ham Dinner
	King's	n/i	10-12	ABF whole turkey	129.99	6-8	5	Complete Turkey Dinner
		n/i	12-14	ABF whole turkey	184.99	10-12	5	Complete Turkey Dinner
		n/i	10-12	organic whole turkey	149.99	6-8	5	Complete Organic Turkey Dinner
		n/i	12-14	organic whole turkey	209.99	10-12	5	Complete Organic Turkey Dinner
	Morton Williams	n/i	12-14	whole turkey	149.00	4-8	5	Complete Thanksgiving Dinner
		Bell & Evans	12-14	ABF whole turkey	169.00	4-8	5	Thanksgiving Dinner
	Mrs. Green's Natural Market	Plainville Farms	10-12	ABF whole turkey	149.99	8	5	Turkey Dinner for 8
	North Shore Farms	n/i	3	boneless turkey	29.99	2	5	Thanksgiving Dinner for 2
		n/i	20	whole turkey	199.99	10	6	Complete Thanksgiving Dinner
	Price Chopper	Plainville Farms	4-6	ABF bone-in turkey breast	59.99	6-8	7	Turkey Breast Dinner
		Price Chopper	5	boneless ham	29.99	4-6	4	Smokehouse Ham Dinner
	Shop'n Save	n/i	10-12	whole turkey	74.99	8-10	5	Turkey Dinner
		n/i	7-9	spiral cut ham	74.99	8-10	4	Spiral Ham Dinner
	ShopRite	Butterball	10-12	whole turkey	49.99	8-10	5	Holiday Turkey Dinner
	Stew Leonard's	Shenandoah Valley	10-12	whole turkey	140.00	8	7	Complete Dinner
	The Fresh Market	n/i	10	whole turkey	84.99	5-7	5	Regular Holiday Dinner
		n/i	10	whole turkey	139.99	6-9	8	Deluxe Holiday Dinner
	Tops Markets	Butterball	10-12	whole turkey	79.99	8-10	7	Fresh Turkey Dinner
		Carando	7-8	spiral cut ham	79.99	8-10	4	Ham Dinner
	Uncle Giuseppe's Marketplace	Bell & Evans	18-20	ABF whole turkey	299.00	12-14	7	Thanksgiving Feast
	Wegman's	Plainville Farms	12-14	ABF whole turkey	139.00	10-12	6	Premium Turkey Dinner
		n/i	12-14	whole turkey	89.00	8-10	6	Traditional Turkey Dinner
		Wegman's	7-8	spiral cut ham	135.00	10-12	4	Signature Spiral-Sliced Ham Dinner
	Weis	Butterball	10-12	whole turkey	69.99	8-10	8	Complete Turkey Dinner
		n/i	8-10	spiral cut ham	59.99	8-10	7	Complete Ham Dinner
		Butterball	10-12	whole turkey	49.99	6-8	4	Original Turkey Dinner
		n/i	3-5	boneless turkey breast	54.99	6-8	4	Boneless Turkey Breast Dinner
	Whole Foods Northeast	n/i	10-12	organic whole turkey	199.99	8	6	Signature Organic Turkey Dinner for 8
n/i		1.5-2	boneless turkey breast	59.99	2	6	Signature Turkey Dinner for 2	
n/i		10-12	whole turkey	99.99	4	6	Signature Turkey Dinner for 4	
n/i		10-12	whole turkey	159.99	8	6	Signature Turkey Dinner for 8	
n/i		12-14	whole turkey	229.99	12	6	Signature Turkey Dinner for 12	

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State	Supermarket	Brand	Weight (lb.)	Meat Item	Price	Serves	Sides	Conditions	
NY <i>(cont)</i>	Whole Foods Northeast <i>(continued)</i>	n/i	10-12	organic whole turkey	279.99	12	6	Signature Organic Turkey Dinner for 12	
		n/i	8-10	spiral cut ham	169.99	8	3	Ham Dinner for 8	
		n/i	8-10	bone-in beef rib	219.99	8	4	Rib Roast Dinner for 8	
PA	ACME Markets	n/i	8-9	whole turkey	49.99	8	4	Traditional Turkey Dinner	
		n/i	8-9	whole turkey	79.99	8	8	Deluxe Signature Turkey Dinner	
	Food Lion	Jennie-O	10-12	whole turkey	39.99	6-8	6	Holiday Meal	
		Fresh Grocer	n/i	10-12	whole turkey	54.99	6-8	7	Whole Roasted Turkey Dinner
	n/i		12-14	whole turkey	64.99	10-12	7	Whole Roasted Turkey Dinner	
	Giant Food Stores	n/i	8-10	boneless ham	54.99	14-16	5	Whole Boneless Ham Dinner	
		Butterball	n/i	7-9	spiral cut ham	49.99	6-10	5	Holiday Ham Dinner
			n/i	9-11	whole turkey	49.99	6-10	6	Holiday Turkey Dinner
	IGA Spartan-Nash	n/i	10-12	whole turkey	59.88	8	7	Turkey Dinner	
		Cumberland Gap	4	boneless ham	59.88	8	7	Ham Dinner	
	Martin's Food Markets	n/i	7-8	bone-in turkey breast	76.99	6-8	6	Turkey Breast Dinner	
		n/i	7-8	bone-in turkey breast	76.99	6-8	6	Cajun Fried Turkey Breast Dinner	
		n/i	12-14	whole turkey	79.99	6-8	6	Turkey Dinner	
		n/i	12-14	whole turkey	79.99	6-8	6	Cajun Fried Turkey Dinner	
		n/i	7-8	spiral cut ham	69.99	6-8	6	Spiral Sliced Ham Dinner	
	Price Chopper	Plainville Farms	4-6	ABF bone-in turkey breast	59.99	6-8	7	Turkey Breast Dinner	
		Price Chopper	5	boneless ham	29.99	4-6	4	Smokehouse Ham Dinner	
	Safeway Eastern	n/i	10-12	whole turkey	49.99	6-8	4	Turkey Dinner	
		n/i	7-7.5	spiral cut ham	49.99	6-8	4	Spiral Ham Dinner	
		n/i	4	beef rib roast	79.99	4-5	3	Prime Rib Dinner	
	Shop'n Save	n/i	10-12	whole turkey	74.99	8-10	5	Turkey Dinner	
		n/i	7-9	spiral cut ham	74.99	8-10	4	Spiral Ham Dinner	
	ShopRite	Butterball	10-12	whole turkey	49.99	8-10	5	Holiday Turkey Dinner	
	The Fresh Market	n/i	10	whole turkey	84.99	5-7	5	Regular Holiday Dinner	
		n/i	10	whole turkey	139.99	6-9	8	Deluxe Holiday Dinner	
	Tops Markets	Butterball	10-12	whole turkey	79.99	8-10	7	Fresh Turkey Dinner	
		Carando	7-8	spiral cut ham	79.99	8-10	4	Ham Dinner	
	Wegman's	Plainville Farms	12-14	ABF whole turkey	139.00	10-12	6	Premium Turkey Dinner	
		n/i	12-14	whole turkey	89.00	8-10	6	Traditional Turkey Dinner	
		Wegman's	7-8	spiral cut ham	135.00	10-12	4	Signature Spiral-Sliced Ham Dinner	
	Weis	Butterball	10-12	whole turkey	69.99	8-10	8	Complete Turkey Dinner	
		n/i	8-10	spiral cut ham	59.99	8-10	7	Complete Ham Dinner	
		Butterball	10-12	whole turkey	49.99	6-8	4	Original Turkey Dinner	
n/i	3-5	boneless turkey breast	54.99	6-8	4	Boneless Turkey Breast Dinner			

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State	Supermarket	Brand	Weight (lb.)	Meat Item	Price	Serves	Sides	Conditions	
PA <i>(cont)</i>	Whole Foods	n/i	1.5	boneless turkey breast	45.99	2	5	Turkey Dinner for 2 Plus	
		n/i	13	whole turkey	119.99	6-8	6	Turkey Dinner for 6 to 8	
		n/i	16	whole turkey	199.99	12-16	6	Turkey Dinner for 12 to 16	
		n/i	13	organic whole turkey	129.99	6-8	6	Organic Turkey Dinner for 6 to 8	
		n/i	7-8	spiral cut ham	119.99	6-8	5	Spiral Sliced Glazed Ham Dinner for 6 to 8	
		n/i	2.5	leg of lamb	89.99	4	4	Leg of Lamb Dinner for Four	
RI	Shaw's	n/i	10-12	whole turkey	49.99	6-8	6	Traditional Turkey Dinner	
	Whole Foods North Atlantic	n/i	1.5-2	boneless turkey breast	40.00	2	6	Complete Traditional Turkey Dinner for 2	
		n/i	3.5-4	boneless turkey breast	80.00	4	7	Complete Traditional Turkey Dinner for 4	
	Plainville Farms		10-12	ABF whole turkey	130.00	8	7	Complete Traditional Turkey Dinner for 8	
	Plainville Farms		16-18	ABF whole turkey	170.00	12	7	Complete Traditional Turkey Dinner for 12	
VT	AG New England	Jennie-O	10-12	whole turkey	24.99	6-8	8	Traditional Turkey Dinner	
	Hannaford	Butterball	10-12	whole turkey	59.99	6-8	5	Holiday Turkey Dinner	
		Carando	7-9	spiral cut ham	59.99	6-8	5	Holiday Ham Dinner	
	Price Chopper	Plainville Farms	4-6	ABF bone-in turkey breast	59.99	6-8	7	Turkey Breast Dinner	
		Price Chopper		5	boneless ham	29.99	4-6	4	Smokehouse Ham Dinner
	Shaw's	n/i	10-12	whole turkey	49.99	6-8	6	Traditional Turkey Dinner	
	Tops Markets	Butterball		10-12	whole turkey	79.99	8-10	7	Fresh Turkey Dinner
		Carando		7-8	spiral cut ham	79.99	8-10	4	Ham Dinner

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**STORE-PREPARED HOLIDAY DINNERS**

State	Supermarket	Brand	Weight (lb.)	Meat Item	Price	Serves	Sides	Conditions
<b>SOUTHEASTERN U.S. - AL,FL,GA,KY,MS,NC,SC,TN,VA,WV</b>								
AL	Earth Fare	n/i	12-14	whole turkey	119.00	6-8	6	Classic Holiday Dinner
	Greer's Market	n/i	10-12	whole turkey	32.00	6-8	3	Turkey Dinner
		Hormel	7-8	spiral cut ham	35.00	6-8	3	Ham Dinner
	Ingle's Markets	Butterball	10-12	whole turkey	45.98	4	2	Basic Turkey Dinner
		Butterball	10-12	whole turkey	55.98	6-8	4	Deluxe Butterball Oven Roasted Turkey Dinner
		n/i	6-8	boneless pit ham	45.98	6-8	3	Old Fashioned Boneless Pit Ham Dinner
		Butterball	4-6	bone-in turkey breast	55.98	6-8	4	Deluxe Bone-in Turkey Breast
	Kroger Atlanta	Prater's	9-11	cajun whole turkey	69.99	6	6	Deluxe Cajun Turkey Dinner
		Private Selection	10-13	whole turkey	69.99	6	6	Deluxe Turkey Dinner
		Private Selection	10-12	smoked whole turkey	69.99	6	6	Deluxe Smoked Turkey Dinner
	Kroger Nashville	Prater's	9-11	cajun whole turkey	69.99	6	6	Deluxe Cajun Turkey Dinner
		Private Selection	10-13	whole turkey	69.99	6	6	Deluxe Turkey Dinner
		Private Selection	10-12	smoked whole turkey	69.99	6	6	Deluxe Smoked Turkey Dinner
	Publix	n/i	10-12	whole turkey	44.99	7-10	5	Turkey Dinner
	Rouses	n/i	10-12	whole turkey	59.99	6-8	7	Traditional Dinner
		n/i	10-12	whole turkey	79.99	8-10	10	Premium Dinner
		n/i	10-12	whole turkey	99.99	10-12	12	Deluxe Dinner
	Sprout's Farmers Market	n/i	10-12	whole turkey	69.99	6-8	6	Natural Turkey Meal
		n/i	8-10	spiral cut ham	69.99	6-8	6	Spiral Sliced Ham Meal
		n/i	4-5	boneless beef rib	79.99	6-8	3	USDA Choice Boneless Rib Roast Meal
		n/i	2-3	boneless turkey breast	29.99	2	6	Boneless Turkey Breast Meal
	The Fresh Market	n/i	10	whole turkey	84.99	5-7	5	Regular Holiday Dinner
		n/i	10	whole turkey	139.99	6-9	8	Deluxe Holiday Dinner
	Western Markets	Butterball	10-12	whole turkey	69.99	6-8	5	Deluxe Turkey Dinner
		n/i	9	spiral cut ham	64.99	6-8	5	Deluxe Spiral Ham Dinner
		n/i	7	rotisserie turkey breast	39.99	4-6	3	Rotisserie Turkey Breast Dinner
	Whole Foods South	n/i	1.5-2	boneless turkey breast	69.99	4	3	Roasted Turkey Breast Dinner for Four
		n/i	7	whole turkey	89.99	4	5	Turkey Dinner for 4
		n/i	13	whole turkey	119.99	6-8	5	Turkey Dinner for 6-8
		n/i	15	whole turkey	149.99	10-12	5	Turkey Dinner for 10-12
		n/i	11	organic whole turkey	139.99	6-8	4	Organic Turkey Dinner for 6-8
		n/i	12	smoked whole turkey	119.99	6-8	4	Smoked Turkey Dinner for 6-8
	n/i	8	spiral cut ham	119.99	6-8	5	Spiral Sliced Ham Dinner for 6-8	
	n/i	4	beef tenderloin	199.99	6-8	4	Beef Tenderloin Dinner for 6-8	
	n/i	3	leg of lamb	99.99	4	3	Roasted Leg of Lamb Dinner for 4	

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Dinners - prices in US\$ per complete dinner unless otherwise noted

**Thanksgiving 2015  
STORE-PREPARED HOLIDAY DINNERS**

State	Supermarket	Brand	Weight (lb.)	Meat Item	Price	Serves	Sides	Conditions	
AL (cont)	Winn-Dixie	Butterball	10-12	whole turkey	50.00	6-8	4	Classic Turkey Dinner	
		Butterball	10-12	whole turkey	55.00	6-8	5	Premium Turkey Dinner	
		n/i	3.5	rotisserie turkey breast	55.00	6-8	4	Signature Rotisserie Turkey Breast Dinner	
		n/i	6-8	spiral cut ham	60.00	6-8	4	Classic Spiral Sliced Ham Dinner	
FL	Albertsons Southern	Prater's	9-11	whole turkey	49.99	6-8	3	Praters Traditional Turkey Dinner	
		Prater's	9-11	cajun whole turkey	49.99	6-8	3	Praters Cajun Turkey Dinner	
		n/i	8-10	spiral cut ham	49.99	6-8	3	Praters Spiral Cut Ham Dinner	
	Earth Fare	n/i	12-14	whole turkey	119.00	6-8	6	Classic Holiday Dinner	
	Greer's Market	n/i	10-12	whole turkey	32.00	6-8	3	Turkey Dinner	
		Hormel	7-8	spiral cut ham	35.00	6-8	3	Ham Dinner	
	Harris Teeter	Butterball	9-12	whole turkey	49.99	8-10	5	Turkey Dinner	
		Harris Teeter	7-9	spiral cut ham	49.99	8-10	3	Ham Dinner	
		n/i	4	beef rib roast	49.99	6-8	3	Prime Rib Dinner	
		n/i	12-14	whole turkey	79.99	6-8	8	Fresh Turkey Dinner	
	Harris Teeter	n/i	5	beef tenderloin	79.99	6-8	8	Beef Tenderloin Dinner	
		n/i	3-4	rack of lamb	79.99	6-8	8	Rack of Lamb Dinner	
		Harvey's Supermarkets	Butterball	10-12	whole turkey	45.00	6-8	5	Premium Turkey Dinner
			n/i	6-8	spiral cut ham	45.00	6-8	4	Classic Spiral Ham Dinner
	Hitchcock's	Butterball	10-12	whole turkey	45.99	6-8	2	Traditional Turkey Dinner	
		Butterball	10-12	whole turkey	65.99	8-10	5	Deluxe Turkey Dinner	
		n/i	4	bone-in turkey breast	55.99	6-8	6	Deluxe Turkey Breast Dinner	
		n/i	6	smoked ham	49.99	6-8	3	Holiday Sliced Ham Dinner	
	IGA	n/i	6-7	spiral cut ham	49.99	6-8	3	Holiday Spiral Ham Dinner	
		n/i	8-10	whole turkey	44.99	6-8	6	Turkey Dinner	
		n/i	6-8	spiral cut ham	44.99	6-8	5	Spiral Sliced Ham Dinner	
	Lucky's Market	n/i	10-12	whole turkey	59.99	4-6	6	Turkey Dinner	
	Publix	n/i	10-12	whole turkey	44.99	7-10	5	Turkey Dinner	
	The Fresh Market	n/i	10	whole turkey	84.99	5-7	5	Regular Holiday Dinner	
		n/i	10	whole turkey	139.99	6-9	8	Deluxe Holiday Dinner	
	Whole Foods	n/i	10-12	whole turkey	119.99	6-8	3	Basic Turkey Dinner	
		n/i	10-12	organic whole turkey	149.99	1	3	Organic Turkey Dinner Package	
		n/i	10-12	whole turkey/spiral ham	229.99	6-8	6	Deluxe Dinner Package	
		n/i	3-4	boneless turkey breast	69.99	4	4	Turkey Dinner for 4	
	Winn-Dixie	Butterball	10-12	whole turkey	50.00	6-8	4	Classic Turkey Dinner	
		Butterball	10-12	whole turkey	55.00	6-8	5	Premium Turkey Dinner	
		n/i	3.5	rotisserie turkey breast	55.00	6-8	4	Signature Rotisserie Turkey Breast Dinner	
n/i		6-8	spiral cut ham	60.00	6-8	4	Classic Spiral Sliced Ham Dinner		

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Dinners - prices in US\$ per complete dinner unless otherwise noted

**Thanksgiving 2015  
STORE-PREPARED HOLIDAY DINNERS**

State	Supermarket	Brand	Weight (lb.)	Meat Item	Price	Serves	Sides	Conditions	
GA	Bi-Lo	Butterball	10-12	whole turkey	50.00	6-8	4	Classic Turkey Dinner	
		Butterball	10-12	whole turkey	55.00	6-8	5	Premium Turkey Dinner	
		n/i	3.5	rotisserie turkey breast	55.00	6-8	4	Signature Rotisserie Turkey Breast Dinner	
		n/i	6-8	spiral cut ham	60.00	6-8	4	Classic Spiral Sliced Ham Dinner	
	Earth Fare	n/i	12-14	whole turkey	119.00	6-8	6	Classic Holiday Dinner	
	Food City	Food City	7-9	spiral cut ham	54.99	8-10	5	Spiral Ham Dinner	
		Butterball	16-18	whole turkey	75.99	12-14	5	Big Turkey Dinner	
		Butterball	10-12	whole turkey	48.99	8-10	5	Classic Turkey Dinner	
		Butterball	10-12	smoked whole turkey	57.99	8-10	5	Smoked Turkey Dinner	
	Food Lion	Jennie-O	10-12	whole turkey	39.99	6-8	6	Holiday Meal	
	Food Pride	n/i	10-12	whole turkey	64.99	6-8	5	Deluxe Turkey Dinner	
		n/i	10-12	whole turkey	49.99	4-6	4	Turkey Dinner	
		n/i	7-9	spiral cut ham	59.99	6-8	4	Ham Dinner	
	Galaxy Food Centers	n/i	5	bone-in turkey breast	39.99	6-8	4	Rotisserie Turkey Breast Meal	
		n/i	8-10	whole turkey	42.99	6-8	4	Turkey Dinner	
		n/i	10-12	whole turkey	53.99	6-8	6	Deluxe Turkey Dinner	
		n/i	7-9	spiral cut ham	49.99	6-8	4	Complete Ham Dinner	
	Harris Teeter	Butterball	9-12	whole turkey	49.99	8-10	5	Turkey Dinner	
		Harris Teeter	7-9	spiral cut ham	49.99	8-10	3	Ham Dinner	
		n/i	4	beef rib roast	49.99	6-8	3	Prime Rib Dinner	
		n/i	12-14	whole turkey	79.99	6-8	8	Fresh Turkey Dinner	
		Harris Teeter	5	beef tenderloin	79.99	6-8	8	Beef Tenderloin Dinner	
	Harvey's Supermarkets	n/i	3-4	rack of lamb	79.99	6-8	8	Rack of Lamb Dinner	
		Butterball	10-12	whole turkey	45.00	6-8	5	Premium Turkey Dinner	
		n/i	6-8	spiral cut ham	45.00	6-8	4	Classic Spiral Ham Dinner	
	Ingle's Markets	Butterball	10-12	whole turkey	45.98	4	2	Basic Turkey Dinner	
		Butterball	10-12	whole turkey	55.98	6-8	4	Deluxe Butterball Oven Roasted Turkey Dinner	
		n/i	6-8	boneless pit ham	45.98	6-8	3	Old Fashioned Boneless Pit Ham Dinner	
	Kroger Atlanta	Butterball	4-6	bone-in turkey breast	55.98	6-8	4	Deluxe Bone-in Turkey Breast	
		Prater's	9-11	cajun whole turkey	69.99	6	6	Deluxe Cajun Turkey Dinner	
		Private Selection	10-13	whole turkey	69.99	6	6	Deluxe Turkey Dinner	
	Lucky's Market	Private Selection	10-12	smoked whole turkey	69.99	6	6	Deluxe Smoked Turkey Dinner	
		n/i	10-12	whole turkey	59.99	4-6	6	Turkey Dinner	
	Piggly Wiggly Carolina	Butterball	10-14	whole turkey	49.99	6-8	5	Traditional Turkey Dinner	
		n/i	10-14	fried whole turkey	49.99	6-8	5	Southern Fried Turkey Dinner	
		Butterball	16-18	whole turkey	69.99	8-12	5	Deluxe Turkey Dinner	
			n/i	7-9	spiral cut ham	49.99	6-8	5	Spiral Ham Dinner

**U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS**

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**Thanksgiving 2015  
STORE-PREPARED HOLIDAY DINNERS**

State	Supermarket	Brand	Weight (lb.)	Meat Item	Price	Serves	Sides	Conditions		
GA (cont)	Publix	n/i	10-12	whole turkey	44.99	7-10	5	Turkey Dinner		
	Sprout's Farmers Market	n/i	10-12	whole turkey	69.99	6-8	6	Natural Turkey Meal		
		n/i	8-10	spiral cut ham	69.99	6-8	6	Spiral Sliced Ham Meal		
		n/i	4-5	boneless beef rib	79.99	6-8	3	USDA Choice Boneless Rib Roast Meal		
		n/i	2-3	boneless turkey breast	29.99	2	6	Boneless Turkey Breast Meal		
		The Fresh Market	n/i	10	whole turkey	84.99	5-7	5	Regular Holiday Dinner	
			n/i	10	whole turkey	139.99	6-9	8	Deluxe Holiday Dinner	
			Whole Foods South	n/i	1.5-2	boneless turkey breast	69.99	4	3	Roasted Turkey Breast Dinner for Four
				n/i	7	whole turkey	89.99	4	5	Turkey Dinner for 4
		n/i		13	whole turkey	119.99	6-8	5	Turkey Dinner for 6-8	
		n/i		15	whole turkey	149.99	10-12	5	Turkey Dinner for 10-12	
	n/i	11		organic whole turkey	139.99	6-8	4	Organic Turkey Dinner for 6-8		
	n/i	12		smoked whole turkey	119.99	6-8	4	Smoked Turkey Dinner for 6-8		
	n/i	8	spiral cut ham	119.99	6-8	5	Spiral Sliced Ham Dinner for 6-8			
	n/i	4	beef tenderloin	199.99	6-8	4	Beef Tenderloin Dinner for 6-8			
	Winn-Dixie	n/i	3	leg of lamb	99.99	4	3	Roasted Leg of Lamb Dinner for 4		
		Butterball	10-12	whole turkey	50.00	6-8	4	Classic Turkey Dinner		
		Butterball	10-12	whole turkey	55.00	6-8	5	Premium Turkey Dinner		
		n/i	3.5	rotisserie turkey breast	55.00	6-8	4	Signature Rotisserie Turkey Breast Dinner		
	n/i	6-8	spiral cut ham	60.00	6-8	4	Classic Spiral Sliced Ham Dinner			
KY	Cox IGA	n/i	4-5	smoked ham	39.99	8-12	5	Traditional Ham Dinner		
		n/i	8-10	spiral cut ham	79.99	12-16	5	Deluxe Ham Dinner		
		n/i	10-12	whole turkey	59.99	8-12	6	Traditional Turkey Dinner		
		n/i	16-18	whole turkey	89.99	12-16	6	Deluxe Turkey Dinner		
	E.W. James	n/i	10-12	whole turkey	39.98	6-8	2	Economy Holiday Turkey Dinner		
		n/i	7-10	spiral cut ham	44.98	6-8	2	Classic Holiday Spiral Ham Dinner		
		n/i	10-12	whole turkey	49.98	6-8	4	Deluxe Holiday Turkey Dinner		
		Earth Fare	n/i	12-14	whole turkey	119.00	6-8	6	Classic Holiday Dinner	
	Food City	Food City	7-9	spiral cut ham	54.99	8-10	5	Spiral Ham Dinner		
		Butterball	16-18	whole turkey	75.99	12-14	5	Big Turkey Dinner		
		Butterball	10-12	whole turkey	48.99	8-10	5	Classic Turkey Dinner		
		Butterball	10-12	smoked whole turkey	57.99	8-10	5	Smoked Turkey Dinner		
	Food Lion	Butterball	4	bone-in turkey breast	40.99	6-8	5	Turkey Breast Dinner		
		Jennie-O	10-12	whole turkey	39.99	6-8	6	Holiday Meal		
	Food Rite	n/i	6-7	bone-in turkey breast	29.99	6-8	2	Turkey Breast Dinner		
n/i		10-12	whole turkey	39.99	6-8	3	Signature Dinner			
n/i		12-14	whole turkey	59.99	8-10	6	Deluxe Thanksgiving Dinner			
n/i		6-7	spiral cut ham	49.99	6-8	5	Spiral Ham Dinner			



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**Thanksgiving 2015  
STORE-PREPARED HOLIDAY DINNERS**

State	Supermarket	Brand	Weight (lb.)	Meat Item	Price	Serves	Sides	Conditions
KY <i>(cont)</i>	Foodland	n/i	10-12	whole turkey	69.99	10-12	6	Holiday Dinner, "The More the Merrier"
		n/i	5-7	bone-in turkey breast	69.99	10-12	6	Holiday Dinner, "The More the Merrier"
		n/i	10	tavern ham	69.99	10-12	6	Holiday Dinner, "The More the Merrier"
		n/i	10-12	whole turkey	54.99	8-10	5	Holiday Dinner, "Dinner with all the Fixins"
		n/i	8	tavern ham	54.99	8-10	5	Holiday Dinner, "Dinner with all the Fixins"
		n/i	5-7	bone-in turkey breast	44.99	6-8	6	Holiday Dinner, "Just the Basics"
		n/i	5	tavern ham	44.99	6-8	6	Holiday Dinner, "Just the Basics"
	Galaxy Food Centers	n/i	5	bone-in turkey breast	39.99	6-8	4	Rotisserie Turkey Breast Meal
		n/i	8-10	whole turkey	42.99	6-8	4	Turkey Dinner
		n/i	10-12	whole turkey	53.99	6-8	6	Deluxe Turkey Dinner
		n/i	7-9	spiral cut ham	49.99	6-8	4	Complete Ham Dinner
	IGA Houchen's	n/i	10-12	whole turkey	39.99	8-10	3	IGA Classic Turkey Dinner
		n/i	10-12	whole turkey	49.99	8-10	6	IGA Deluxe Turkey Dinner
		n/i	7-9	spiral cut ham	49.99	8-10	5	IGA Deluxe Spiral Ham Dinner
	IGA Spartan-Nash	n/i	10-12	whole turkey	59.88	8	7	Turkey Dinner
		Cumberland Gap	4	boneless ham	59.88	8	7	Ham Dinner
	Kroger Cincinnati	Private Selection	10-13	whole turkey	49.99	6	5	Express Turkey Dinner
	Kroger Delta	Prater's	9-11	cajun whole turkey	69.99	6	6	Deluxe Cajun Turkey Dinner
		Private Selection	10-13	whole turkey	69.99	6	6	Deluxe Turkey Dinner
		Private Selection	10-12	smoked whole turkey	69.99	6	6	Deluxe Smoked Turkey Dinner
	Kroger Louisville	Prater's	9-11	cajun whole turkey	69.99	6	6	Deluxe Cajun Turkey Dinner
		Private Selection	10-13	whole turkey	69.99	6	6	Deluxe Turkey Dinner
		Private Selection	10-12	smoked whole turkey	69.99	6	6	Deluxe Smoked Turkey Dinner
	Kroger Mid-Atlantic	Prater's	9-11	cajun whole turkey	69.99	6	6	Deluxe Cajun Turkey Dinner
		Private Selection	10-13	whole turkey	69.99	6	6	Deluxe Turkey Dinner
		Private Selection	10-12	smoked whole turkey	69.99	6	6	Deluxe Smoked Turkey Dinner
	Kroger Nashville	Prater's	9-11	cajun whole turkey	69.99	6	6	Deluxe Cajun Turkey Dinner
		Private Selection	10-13	whole turkey	69.99	6	6	Deluxe Turkey Dinner
		Private Selection	10-12	smoked whole turkey	69.99	6	6	Deluxe Smoked Turkey Dinner
	Lucky's Market	n/i	10-12	whole turkey	59.99	4-6	6	Turkey Dinner
	Meijer	Butterball	10-12	whole turkey	54.99	6-8	5	Deluxe Turkey Dinner
	Remke Markets	n/i	10-12	whole turkey	69.99	4-6	7	Small Family Size Turkey Dinner
		n/i	10-12	whole turkey	89.99	10-12	7	Large Family Size Turkey Dinner
	The Fresh Market	Kretschmar	7-9	spiral cut ham	64.99	8-10	7	Spiral Ham Dinner
		n/i	10	whole turkey	84.99	5-7	5	Regular Holiday Dinner
	Town & Country Grocers	n/i	10	whole turkey	139.99	6-9	8	Deluxe Holiday Dinner
		n/i	10-12	whole turkey	44.95	6-8	3	Turkey Dinner

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Thanksgiving 2015  
STORE-PREPARED HOLIDAY DINNERS

State	Supermarket	Brand	Weight (lb.)	Meat Item	Price	Serves	Sides	Conditions
KY <i>(cont)</i>	Whole Foods	n/i	1.5	boneless turkey breast	45.99	2	5	Turkey Dinner for 2 Plus
		n/i	13	whole turkey	119.99	6-8	6	Turkey Dinner for 6 to 8
		n/i	16	whole turkey	199.99	12-16	6	Turkey Dinner for 12 to 16
		n/i	13	organic whole turkey	129.99	6-8	6	Organic Turkey Dinner for 6 to 8
		n/i	7-8	spiral cut ham	119.99	6-8	5	Spiral Sliced Glazed Ham Dinner for 6 to 8
		n/i	2.5	leg of lamb	89.99	4	4	Leg of Lamb Dinner for Four
MS	Greer's Market	n/i	10-12	whole turkey	32.00	6-8	3	Turkey Dinner
		Hormel	7-8	spiral cut ham	35.00	6-8	3	Ham Dinner
	Kroger Delta	Prater's	9-11	cajun whole turkey	69.99	6	6	Deluxe Cajun Turkey Dinner
		Private Selection	10-13	whole turkey	69.99	6	6	Deluxe Turkey Dinner
		Private Selection	10-12	smoked whole turkey	69.99	6	6	Deluxe Smoked Turkey Dinner
	Rouses	n/i	10-12	whole turkey	59.99	6-8	7	Traditional Dinner
		n/i	10-12	whole turkey	79.99	8-10	10	Premium Dinner
		n/i	10-12	whole turkey	99.99	10-12	12	Deluxe Dinner
	The Fresh Market	n/i	10	whole turkey	84.99	5-7	5	Regular Holiday Dinner
		n/i	10	whole turkey	139.99	6-9	8	Deluxe Holiday Dinner
	Whole Foods South	n/i	1.5-2	boneless turkey breast	69.99	4	3	Roasted Turkey Breast Dinner for Four
		n/i	7	whole turkey	89.99	4	5	Turkey Dinner for 4
		n/i	13	whole turkey	119.99	6-8	5	Turkey Dinner for 6-8
		n/i	15	whole turkey	149.99	10-12	5	Turkey Dinner for 10-12
		n/i	11	organic whole turkey	139.99	6-8	4	Organic Turkey Dinner for 6-8
		n/i	12	smoked whole turkey	119.99	6-8	4	Smoked Turkey Dinner for 6-8
		n/i	8	spiral cut ham	119.99	6-8	5	Spiral Sliced Ham Dinner for 6-8
		n/i	4	beef tenderloin	199.99	6-8	4	Beef Tenderloin Dinner for 6-8
	Winn-Dixie	n/i	3	leg of lamb	99.99	4	3	Roasted Leg of Lamb Dinner for 4
		Butterball	10-12	whole turkey	50.00	6-8	4	Classic Turkey Dinner
Butterball		10-12	whole turkey	55.00	6-8	5	Premium Turkey Dinner	
n/i		3.5	rotisserie turkey breast	55.00	6-8	4	Signature Rotisserie Turkey Breast Dinner	
n/i		6-8	spiral cut ham	60.00	6-8	4	Classic Spiral Sliced Ham Dinner	
NC	Bi-Lo	Butterball	10-12	whole turkey	50.00	6-8	4	Classic Turkey Dinner
		Butterball	10-12	whole turkey	55.00	6-8	5	Premium Turkey Dinner
		n/i	3.5	rotisserie turkey breast	55.00	6-8	4	Signature Rotisserie Turkey Breast Dinner
		n/i	6-8	spiral cut ham	60.00	6-8	4	Classic Spiral Sliced Ham Dinner
	Bo's Food Stores	n/i	10-12	whole turkey	49.99	6-8	2	Thanksgiving Turkey Dinner
	Earth Fare	n/i	12-14	whole turkey	119.00	6-8	6	Classic Holiday Dinner
	Farm Fresh	Butterball	10-12	whole turkey	59.99	6-8	6	Classic Turkey Dinner
	n/i	10-12	whole ham	69.99	6-8	6	Classic Ham Dinner	
	Food Lion	Jennie-O	10-12	whole turkey	39.99	6-8	6	Holiday Meal

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State	Supermarket	Brand	Weight (lb.)	Meat Item	Price	Serves	Sides	Conditions	
NC (cont)	Galaxy Food Centers	n/i	5	bone-in turkey breast	39.99	6-8	4	Rotisserie Turkey Breast Meal	
		n/i	8-10	whole turkey	42.99	6-8	4	Turkey Dinner	
		n/i	10-12	whole turkey	53.99	6-8	6	Deluxe Turkey Dinner	
		n/i	7-9	spiral cut ham	49.99	6-8	4	Complete Ham Dinner	
	Harris Teeter	Butterball	9-12	whole turkey	49.99	8-10	5	Turkey Dinner	
		Harris Teeter	7-9	spiral cut ham	49.99	8-10	3	Ham Dinner	
		n/i	4	beef rib roast	49.99	6-8	3	Prime Rib Dinner	
		n/i	12-14	whole turkey	79.99	6-8	8	Fresh Turkey Dinner	
		Harris Teeter	5	beef tenderloin	79.99	6-8	8	Beef Tenderloin Dinner	
		n/i	3-4	rack of lamb	79.99	6-8	8	Rack of Lamb Dinner	
		IGA	n/i	8-10	whole turkey	44.99	6-8	6	Turkey Dinner
			n/i	6-8	spiral cut ham	44.99	6-8	5	Spiral Sliced Ham Dinner
	Ingle's Markets	Butterball	10-12	whole turkey	45.98	4	2	Basic Turkey Dinner	
		Butterball	10-12	whole turkey	55.98	6-8	4	Deluxe Butterball Oven Roasted Turkey Dinner	
		n/i	6-8	boneless pit ham	45.98	6-8	3	Old Fashioned Boneless Pit Ham Dinner	
		Butterball	4-6	bone-in turkey breast	55.98	6-8	4	Deluxe Bone-in Turkey Breast	
	Just \$ave Markets	n/i	7-8	spiral cut ham	39.99	6-8	4	Spiral Ham Dinner	
		Butterball	4-7	bone-in turkey breast	44.99	6-8	4	Turkey Breast Dinner	
		Butterball	10-12	whole turkey	49.99	6-8	4	Gourmet Turkey Dinner	
		Butterball	8-10	whole turkey	44.99	6-8	4	Premium Turkey Dinner	
		Kroger Mid-Atlantic	Prater's	9-11	cajun whole turkey	69.99	6	6	Deluxe Cajun Turkey Dinner
	Private Selection		10-13	whole turkey	69.99	6	6	Deluxe Turkey Dinner	
	Private Selection		10-12	smoked whole turkey	69.99	6	6	Deluxe Smoked Turkey Dinner	
	Lowe's Food Stores	Butterball	8-10	whole turkey	44.99	6-8	4	Premium Turkey Dinner	
		Butterball	10-12	whole turkey	49.99	6-8	4	Gourmet Turkey Dinner	
		Butterball	4-7	bone-in turkey breast	44.99	6-8	4	Turkey Breast Dinner	
		Boar's Head	3.75	boneless turkey breast	49.99	6-8	4	Turkey Breast Dinner	
		n/i	7-8	spiral cut ham	39.99	6-8	3	Spiral Ham Dinner	
		Boar's Head	5	boneless ham	49.99	6-8	3	Smoked Ham Dinner	
		Piggly Wiggly Retail	Kretschmar	3	boneless turkey breast	65.99	6-8	8	Piggly Wiggly Country Feast
	n/i		12-14	whole turkey	74.99	6-8	9	Piggly Wiggly Turkey Feast	
	Our Family		10-12	whole turkey	49.99	6-8	2	Our Family Turkey Dinner	
	Kretschmar		3	boneless sliced ham	34.99	6-8	2	Sliced Ham Dinner	
	Kretschmar		3	boneless roast beef	42.99	6-8	3	Sliced Roast Beef Dinner	
	Our Family		6-7	bone-in turkey breast	32.99	6-8	2	Turkey Breast Dinner	
	Publix		n/i	10-12	whole turkey	44.99	7-10	5	Turkey Dinner
	The Fresh Market	n/i	10	whole turkey	84.99	5-7	5	Regular Holiday Dinner	
		n/i	10	whole turkey	139.99	6-9	8	Deluxe Holiday Dinner	

**U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS**

Dinners - prices in US\$ per complete dinner unless otherwise noted

**Thanksgiving 2015  
STORE-PREPARED HOLIDAY DINNERS**

State	Supermarket	Brand	Weight (lb.)	Meat Item	Price	Serves	Sides	Conditions
<b>NC</b> <i>(cont)</i>	Whole Foods South	n/i	1.5-2	boneless turkey breast	69.99	4	3	Roasted Turkey Breast Dinner for Four
		n/i	7	whole turkey	89.99	4	5	Turkey Dinner for 4
		n/i	13	whole turkey	119.99	6-8	5	Turkey Dinner for 6-8
		n/i	15	whole turkey	149.99	10-12	5	Turkey Dinner for 10-12
		n/i	11	organic whole turkey	139.99	6-8	4	Organic Turkey Dinner for 6-8
		n/i	12	smoked whole turkey	119.99	6-8	4	Smoked Turkey Dinner for 6-8
		n/i	8	spiral cut ham	119.99	6-8	5	Spiral Sliced Ham Dinner for 6-8
		n/i	4	beef tenderloin	199.99	6-8	4	Beef Tenderloin Dinner for 6-8
		n/i	3	leg of lamb	99.99	4	3	Roasted Leg of Lamb Dinner for 4
<b>SC</b>	Bi-Lo	Butterball	10-12	whole turkey	50.00	6-8	4	Classic Turkey Dinner
		Butterball	10-12	whole turkey	55.00	6-8	5	Premium Turkey Dinner
		n/i	3.5	rotisserie turkey breast	55.00	6-8	4	Signature Rotisserie Turkey Breast Dinner
		n/i	6-8	spiral cut ham	60.00	6-8	4	Classic Spiral Sliced Ham Dinner
	Earth Fare	n/i	12-14	whole turkey	119.00	6-8	6	Classic Holiday Dinner
	Food Lion	Jennie-O	10-12	whole turkey	39.99	6-8	6	Holiday Meal
	Galaxy Food Centers	n/i	5	bone-in turkey breast	39.99	6-8	4	Rotisserie Turkey Breast Meal
		n/i	8-10	whole turkey	42.99	6-8	4	Turkey Dinner
		n/i	10-12	whole turkey	53.99	6-8	6	Deluxe Turkey Dinner
		n/i	7-9	spiral cut ham	49.99	6-8	4	Complete Ham Dinner
	Harris Teeter	Butterball	9-12	whole turkey	49.99	8-10	5	Turkey Dinner
		Harris Teeter	7-9	spiral cut ham	49.99	8-10	3	Ham Dinner
		n/i	4	beef rib roast	49.99	6-8	3	Prime Rib Dinner
		n/i	12-14	whole turkey	79.99	6-8	8	Fresh Turkey Dinner
		Harris Teeter	5	beef tenderloin	79.99	6-8	8	Beef Tenderloin Dinner
		n/i	3-4	rack of lamb	79.99	6-8	8	Rack of Lamb Dinner
	Harvey's Supermarkets	Butterball	10-12	whole turkey	45.00	6-8	5	Premium Turkey Dinner
		n/i	6-8	spiral cut ham	45.00	6-8	4	Classic Spiral Ham Dinner
	IGA	n/i	8-10	whole turkey	44.99	6-8	6	Turkey Dinner
		n/i	6-8	spiral cut ham	44.99	6-8	5	Spiral Sliced Ham Dinner
	Ingle's Markets	Butterball	10-12	whole turkey	45.98	4	2	Basic Turkey Dinner
		Butterball	10-12	whole turkey	55.98	6-8	4	Deluxe Butterball Oven Roasted Turkey Dinner
		n/i	6-8	boneless pit ham	45.98	6-8	3	Old Fashioned Boneless Pit Ham Dinner
		Butterball	4-6	bone-in turkey breast	55.98	6-8	4	Deluxe Bone-in Turkey Breast
	Kroger Atlanta	Prater's	9-11	cajun whole turkey	69.99	6	6	Deluxe Cajun Turkey Dinner
		Private Selection	10-13	whole turkey	69.99	6	6	Deluxe Turkey Dinner
		Private Selection	10-12	smoked whole turkey	69.99	6	6	Deluxe Smoked Turkey Dinner

**U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS**

Dinners - prices in US\$ per complete dinner unless otherwise noted

Thanksgiving 2015  
STORE-PREPARED HOLIDAY DINNERS

State	Supermarket	Brand	Weight (lb.)	Meat Item	Price	Serves	Sides	Conditions
SC (cont)	Lowe's Food Stores	Butterball	8-10	whole turkey	44.99	6-8	4	Premium Turkey Dinner
		Butterball	10-12	whole turkey	49.99	6-8	4	Gourmet Turkey Dinner
		Butterball	4-7	bone-in turkey breast	44.99	6-8	4	Turkey Breast Dinner
		Boar's Head	3.75	boneless turkey breast	49.99	6-8	4	Turkey Breast Dinner
		n/i	7-8	spiral cut ham	39.99	6-8	3	Spiral Ham Dinner
		Boar's Head	5	boneless ham	49.99	6-8	3	Smoked Ham Dinner
	Publix	n/i	10-12	whole turkey	44.99	7-10	5	Turkey Dinner
	The Fresh Market	n/i	10	whole turkey	84.99	5-7	5	Regular Holiday Dinner
		n/i	10	whole turkey	139.99	6-9	8	Deluxe Holiday Dinner
	Whole Foods South	n/i	1.5-2	boneless turkey breast	69.99	4	3	Roasted Turkey Breast Dinner for Four
		n/i	7	whole turkey	89.99	4	5	Turkey Dinner for 4
		n/i	13	whole turkey	119.99	6-8	5	Turkey Dinner for 6-8
		n/i	15	whole turkey	149.99	10-12	5	Turkey Dinner for 10-12
		n/i	11	organic whole turkey	139.99	6-8	4	Organic Turkey Dinner for 6-8
		n/i	12	smoked whole turkey	119.99	6-8	4	Smoked Turkey Dinner for 6-8
		n/i	8	spiral cut ham	119.99	6-8	5	Spiral Sliced Ham Dinner for 6-8
		n/i	4	beef tenderloin	199.99	6-8	4	Beef Tenderloin Dinner for 6-8
	n/i	3	leg of lamb	99.99	4	3	Roasted Leg of Lamb Dinner for 4	
TN	E.W. James	n/i	10-12	whole turkey	39.98	6-8	2	Economy Holiday Turkey Dinner
		n/i	7-10	spiral cut ham	44.98	6-8	2	Classic Holiday Spiral Ham Dinner
	Earth Fare	n/i	10-12	whole turkey	49.98	6-8	4	Deluxe Holiday Turkey Dinner
		n/i	12-14	whole turkey	119.00	6-8	6	Classic Holiday Dinner
	Food City	Food City	7-9	spiral cut ham	54.99	8-10	5	Spiral Ham Dinner
		Butterball	16-18	whole turkey	75.99	12-14	5	Big Turkey Dinner
		Butterball	10-12	whole turkey	48.99	8-10	5	Classic Turkey Dinner
		Butterball	10-12	smoked whole turkey	57.99	8-10	5	Smoked Turkey Dinner
	Food Lion	Butterball	4	bone-in turkey breast	40.99	6-8	5	Turkey Breast Dinner
		Jennie-O	10-12	whole turkey	39.99	6-8	6	Holiday Meal
	Food Rite	n/i	6-7	bone-in turkey breast	29.99	6-8	2	Turkey Breast Dinner
		n/i	10-12	whole turkey	39.99	6-8	3	Signature Dinner
		n/i	12-14	whole turkey	59.99	8-10	6	Deluxe Thanksgiving Dinner
		n/i	6-7	spiral cut ham	49.99	6-8	5	Spiral Ham Dinner
	Harris Teeter	Butterball	9-12	whole turkey	49.99	8-10	5	Turkey Dinner
		Harris Teeter	7-9	spiral cut ham	49.99	8-10	3	Ham Dinner
		n/i	4	beef rib roast	49.99	6-8	3	Prime Rib Dinner
		n/i	12-14	whole turkey	79.99	6-8	8	Fresh Turkey Dinner
Harris Teeter		5	beef tenderloin	79.99	6-8	8	Beef Tenderloin Dinner	
n/i		3-4	rack of lamb	79.99	6-8	8	Rack of Lamb Dinner	

**U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS**

Dinners - prices in US\$ per complete dinner unless otherwise noted

**Thanksgiving 2015  
STORE-PREPARED HOLIDAY DINNERS**

State	Supermarket	Brand	Weight (lb.)	Meat Item	Price	Serves	Sides	Conditions
TN (cont)	IGA Houchen's	n/i	10-12	whole turkey	39.99	8-10	3	IGA Classic Turkey Dinner
		n/i	10-12	whole turkey	49.99	8-10	6	IGA Deluxe Turkey Dinner
		n/i	7-9	spiral cut ham	49.99	8-10	5	IGA Deluxe Spiral Ham Dinner
	Ingle's Markets	Butterball	10-12	whole turkey	45.98	4	2	Basic Turkey Dinner
		Butterball	10-12	whole turkey	55.98	6-8	4	Deluxe Butterball Oven Roasted Turkey Dinner
		n/i	6-8	boneless pit ham	45.98	6-8	3	Old Fashioned Boneless Pit Ham Dinner
	Kroger Delta	Butterball	4-6	bone-in turkey breast	55.98	6-8	4	Deluxe Bone-in Turkey Breast
		Prater's	9-11	cajun whole turkey	69.99	6	6	Deluxe Cajun Turkey Dinner
		Private Selection	10-13	whole turkey	69.99	6	6	Deluxe Turkey Dinner
	Kroger Mid-Atlantic	Private Selection	10-12	smoked whole turkey	69.99	6	6	Deluxe Smoked Turkey Dinner
		Prater's	9-11	cajun whole turkey	69.99	6	6	Deluxe Cajun Turkey Dinner
		Private Selection	10-13	whole turkey	69.99	6	6	Deluxe Turkey Dinner
	Kroger Nashville	Private Selection	10-12	smoked whole turkey	69.99	6	6	Deluxe Smoked Turkey Dinner
		Prater's	9-11	cajun whole turkey	69.99	6	6	Deluxe Cajun Turkey Dinner
		Private Selection	10-13	whole turkey	69.99	6	6	Deluxe Turkey Dinner
	Publix	n/i	10-12	smoked whole turkey	69.99	6	6	Deluxe Smoked Turkey Dinner
	Sprout's Farmers Market	n/i	10-12	whole turkey	44.99	7-10	5	Turkey Dinner
		n/i	10-12	whole turkey	69.99	6-8	6	Natural Turkey Meal
		n/i	8-10	spiral cut ham	69.99	6-8	6	Spiral Sliced Ham Meal
		n/i	4-5	boneless beef rib	79.99	6-8	3	USDA Choice Boneless Rib Roast Meal
	The Fresh Market	n/i	2-3	boneless turkey breast	29.99	2	6	Boneless Turkey Breast Meal
		n/i	10	whole turkey	84.99	5-7	5	Regular Holiday Dinner
	Thorne's Market	n/i	10	whole turkey	139.99	6-9	8	Deluxe Holiday Dinner
		n/i	10-12	whole turkey	79.99	8-10	8	Roast Turkey Dinner
		n/i	7-9	spiral cut ham	89.99	8-10	7	Roast Turkey Dinner
	Town & Country Grocers	n/i	4-5	beef rib roast	119.99	8-10	7	Roast Turkey Dinner
		n/i	10-12	whole turkey	44.95	6-8	3	Turkey Dinner
	Whole Foods South	n/i	1.5-2	boneless turkey breast	69.99	4	3	Roasted Turkey Breast Dinner for Four
		n/i	7	whole turkey	89.99	4	5	Turkey Dinner for 4
		n/i	13	whole turkey	119.99	6-8	5	Turkey Dinner for 6-8
		n/i	15	whole turkey	149.99	10-12	5	Turkey Dinner for 10-12
		n/i	11	organic whole turkey	139.99	6-8	4	Organic Turkey Dinner for 6-8
		n/i	12	smoked whole turkey	119.99	6-8	4	Smoked Turkey Dinner for 6-8
n/i		8	spiral cut ham	119.99	6-8	5	Spiral Sliced Ham Dinner for 6-8	
n/i		4	beef tenderloin	199.99	6-8	4	Beef Tenderloin Dinner for 6-8	
n/i		3	leg of lamb	99.99	4	3	Roasted Leg of Lamb Dinner for 4	
n/i								

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Dinners - prices in US\$ per complete dinner unless otherwise noted

**Thanksgiving 2015  
STORE-PREPARED HOLIDAY DINNERS**

State	Supermarket	Brand	Weight (lb.)	Meat Item	Price	Serves	Sides	Conditions	
VA	Balducci's	n/i	10-12	ABF whole turkey	174.99	6-8	7	Thanksgiving Dinner	
	Farm Fresh	Butterball	10-12	whole turkey	59.99	6-8	6	Classic Turkey Dinner	
		n/i	10-12	whole ham	69.99	6-8	6	Classic Ham Dinner	
	Food City	Food City	Food City	7-9	spiral cut ham	54.99	8-10	5	Spiral Ham Dinner
			Butterball	16-18	whole turkey	75.99	12-14	5	Big Turkey Dinner
			Butterball	10-12	whole turkey	48.99	8-10	5	Classic Turkey Dinner
			Butterball	10-12	smoked whole turkey	57.99	8-10	5	Smoked Turkey Dinner
		Butterball	4	bone-in turkey breast	40.99	6-8	5	Turkey Breast Dinner	
	Food Lion	Jennie-O	10-12	whole turkey	39.99	6-8	6	Holiday Meal	
	Galaxy Food Centers	n/i	5	bone-in turkey breast	39.99	6-8	4	Rotisserie Turkey Breast Meal	
		n/i	8-10	whole turkey	42.99	6-8	4	Turkey Dinner	
		n/i	10-12	whole turkey	53.99	6-8	6	Deluxe Turkey Dinner	
		n/i	7-9	spiral cut ham	49.99	6-8	4	Complete Ham Dinner	
	Harris Teeter	Butterball	9-12	whole turkey	49.99	8-10	5	Turkey Dinner	
		Harris Teeter	7-9	spiral cut ham	49.99	8-10	3	Ham Dinner	
		n/i	4	beef rib roast	49.99	6-8	3	Prime Rib Dinner	
		n/i	12-14	whole turkey	79.99	6-8	8	Fresh Turkey Dinner	
		Harris Teeter	5	beef tenderloin	79.99	6-8	8	Beef Tenderloin Dinner	
		n/i	3-4	rack of lamb	79.99	6-8	8	Rack of Lamb Dinner	
	Ingle's Markets	Butterball	10-12	whole turkey	45.98	4	2	Basic Turkey Dinner	
		Butterball	10-12	whole turkey	55.98	6-8	4	Deluxe Butterball Oven Roasted Turkey Dinner	
		n/i	6-8	boneless pit ham	45.98	6-8	3	Old Fashioned Boneless Pit Ham Dinner	
		Butterball	4-6	bone-in turkey breast	55.98	6-8	4	Deluxe Bone-in Turkey Breast	
	Kroger Mid-Atlantic	Prater's	9-11	cajun whole turkey	69.99	6	6	Deluxe Cajun Turkey Dinner	
		Private Selection	10-13	whole turkey	69.99	6	6	Deluxe Turkey Dinner	
		Private Selection	10-12	smoked whole turkey	69.99	6	6	Deluxe Smoked Turkey Dinner	
	Lowe's Food Stores	Butterball	8-10	whole turkey	44.99	6-8	4	Premium Turkey Dinner	
		Butterball	10-12	whole turkey	49.99	6-8	4	Gourmet Turkey Dinner	
		Butterball	4-7	bone-in turkey breast	44.99	6-8	4	Turkey Breast Dinner	
		Boar's Head	3.75	boneless turkey breast	49.99	6-8	4	Turkey Breast Dinner	
		n/i	7-8	spiral cut ham	39.99	6-8	3	Spiral Ham Dinner	
		Boar's Head	5	boneless ham	49.99	6-8	3	Smoked Ham Dinner	
Martin's Food Markets	n/i	7-8	bone-in turkey breast	76.99	6-8	6	Turkey Breast Dinner		
	n/i	7-8	bone-in turkey breast	76.99	6-8	6	Cajun Fried Turkey Breast Dinner		
	n/i	12-14	whole turkey	79.99	6-8	6	Turkey Dinner		
	n/i	12-14	whole turkey	79.99	6-8	6	Cajun Fried Turkey Dinner		
	n/i	7-8	spiral cut ham	69.99	6-8	6	Spiral Sliced Ham Dinner		

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Dinners - prices in US\$ per complete dinner unless otherwise noted

**Thanksgiving 2015  
STORE-PREPARED HOLIDAY DINNERS**

State	Supermarket	Brand	Weight (lb.)	Meat Item	Price	Serves	Sides	Conditions
VA <i>(cont)</i>	Piggly Wiggly Retail	Kretschmar	3	boneless turkey breast	65.99	6-8	8	Piggly Wiggly Country Feast
		n/i	12-14	whole turkey	74.99	6-8	9	Piggly Wiggly Turkey Feast
		Our Family	10-12	whole turkey	49.99	6-8	2	Our Family Turkey Dinner
		Kretschmar	3	boneless sliced ham	34.99	6-8	2	Sliced Ham Dinner
		Kretschmar	3	boneless roast beef	42.99	6-8	3	Sliced Roast Beef Dinner
		Our Family	6-7	bone-in turkey breast	32.99	6-8	2	Turkey Breast Dinner
	Safeway Eastern	n/i	10-12	whole turkey	49.99	6-8	4	Turkey Dinner
		n/i	7-7.5	spiral cut ham	49.99	6-8	4	Spiral Ham Dinner
		n/i	4	beef rib roast	79.99	4-5	3	Prime Rib Dinner
	The Fresh Market	n/i	10	whole turkey	84.99	5-7	5	Regular Holiday Dinner
		n/i	10	whole turkey	139.99	6-9	8	Deluxe Holiday Dinner
	Wegman's	Plainville Farms	12-14	ABF whole turkey	139.00	10-12	6	Premium Turkey Dinner
		n/i	12-14	whole turkey	89.00	8-10	6	Traditional Turkey Dinner
	Whole Foods	Wegman's	7-8	spiral cut ham	135.00	10-12	4	Signature Spiral-Sliced Ham Dinner
		n/i	1.5	boneless turkey breast	45.99	2	5	Turkey Dinner for 2 Plus
		n/i	13	whole turkey	119.99	6-8	6	Turkey Dinner for 6 to 8
		n/i	16	whole turkey	199.99	12-16	6	Turkey Dinner for 12 to 16
n/i		13	organic whole turkey	129.99	6-8	6	Organic Turkey Dinner for 6 to 8	
n/i		7-8	spiral cut ham	119.99	6-8	5	Spiral Sliced Glazed Ham Dinner for 6 to 8	
n/i	2.5	leg of lamb	89.99	4	4	Leg of Lamb Dinner for Four		
WV	Food Lion	Jennie-O	10-12	whole turkey	39.99	6-8	6	Holiday Meal
	Foodland	n/i	10-12	whole turkey	69.99	10-12	6	Holiday Dinner, "The More the Merrier"
		n/i	5-7	bone-in turkey breast	69.99	10-12	6	Holiday Dinner, "The More the Merrier"
		n/i	10	tavern ham	69.99	10-12	6	Holiday Dinner, "The More the Merrier"
		n/i	10-12	whole turkey	54.99	8-10	5	Holiday Dinner, "Dinner with all the Fixins"
		n/i	8	tavern ham	54.99	8-10	5	Holiday Dinner, "Dinner with all the Fixins"
		n/i	5-7	bone-in turkey breast	44.99	6-8	6	Holiday Dinner, "Just the Basics"
		n/i	5	tavern ham	44.99	6-8	6	Holiday Dinner, "Just the Basics"
	Galaxy Food Centers	n/i	5	bone-in turkey breast	39.99	6-8	4	Rotisserie Turkey Breast Meal
		n/i	8-10	whole turkey	42.99	6-8	4	Turkey Dinner
		n/i	10-12	whole turkey	53.99	6-8	6	Deluxe Turkey Dinner
		n/i	7-9	spiral cut ham	49.99	6-8	4	Complete Ham Dinner
	Kroger Columbus	Private Selection	10-13	whole turkey	49.99	6	5	Express Turkey Dinner
		Prater's	9-11	cajun whole turkey	69.99	6	6	Deluxe Cajun Turkey Dinner
		Private Selection	10-13	whole turkey	69.99	6	6	Deluxe Turkey Dinner
Private Selection		10-12	smoked whole turkey	69.99	6	6	Deluxe Smoked Turkey Dinner	



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Thanksgiving 2015  
STORE-PREPARED HOLIDAY DINNERS

State	Supermarket	Brand	Weight (lb.)	Meat Item	Price	Serves	Sides	Conditions
WV (cont)	Kroger Mid-Atlantic	Prater's	9-11	cajun whole turkey	69.99	6	6	Deluxe Cajun Turkey Dinner
		Private Selection	10-13	whole turkey	69.99	6	6	Deluxe Turkey Dinner
		Private Selection	10-12	smoked whole turkey	69.99	6	6	Deluxe Smoked Turkey Dinner
	Martin's Food Markets	n/i	7-8	bone-in turkey breast	76.99	6-8	6	Turkey Breast Dinner
		n/i	7-8	bone-in turkey breast	76.99	6-8	6	Cajun Fried Turkey Breast Dinner
		n/i	12-14	whole turkey	79.99	6-8	6	Turkey Dinner
		n/i	12-14	whole turkey	79.99	6-8	6	Cajun Fried Turkey Dinner
		n/i	7-8	spiral cut ham	69.99	6-8	6	Spiral Sliced Ham Dinner
	Riesbeck's Food Markets	n/i	6-7	bone-in turkey breast	49.99	4	4	Holiday Small Turkey Dinner
		n/i	10-12	whole turkey	69.99	8-10	5	Holiday Turkey Dinner
		Riesbeck's	4-5	beef rib roast	119.99	8-10	4	Holiday Prime Rib Dinner
	Shop'n Save	n/i	10-12	whole turkey	74.99	8-10	5	Turkey Dinner
		n/i	7-9	spiral cut ham	74.99	8-10	4	Spiral Ham Dinner
	Weis	Butterball	10-12	whole turkey	69.99	8-10	8	Complete Turkey Dinner
		n/i	8-10	spiral cut ham	59.99	8-10	7	Complete Ham Dinner
		Butterball	10-12	whole turkey	49.99	6-8	4	Original Turkey Dinner
		n/i	3-5	boneless turkey breast	54.99	6-8	4	Boneless Turkey Breast Dinner

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**Thanksgiving 2015  
STORE-PREPARED HOLIDAY DINNERS**

State	Supermarket	Brand	Weight (lb.)	Meat Item	Price	Serves	Sides	Conditions
<b>MIDWESTERN U.S. - IA,IL,IN,MI,MN,ND,NE,OH,SD,WI</b>								
IA	County Market	Butterball	10-12	whole turkey	79.00	6-8	6	Holiday Turkey Dinner
	Hy-Vee	Butterball	10-12	whole turkey	80.00	8	5	Traditional Turkey Dinner
		Butterball	14-16	whole turkey	125.00	12	8	Family Feast Turkey Dinner
		Cook's	8-10	pit ham	135.00	12	8	Pit Ham Dinner
		Jennie-O	3-4	boneless turkey breast	50.00	4	5	Boneless Turkey Dinner
		Hormel	5-6	beef rib roast	135.00	8	5	Prime Rib Dinner
		Farmland	5-6	boneless ham	80.00	8	5	Traditional Boneless Ham Dinner
	Jewel-Osco	Butterball	10-12	whole turkey	79.99	6-8	8	Our Signature Ultimate Turkey Dinner
		Butterball	10-12	whole turkey	59.99	6-8	4	Classic Turkey Dinner
		n/i	8-9	spiral cut ham	59.99	6-8	4	Classic Ham Dinner
	Lucky's Market	n/i	10-12	whole turkey	59.99	4-6	6	Turkey Dinner
	No Frills Supermarket	Butterball	10-12	whole turkey	59.99	6-8	5	Traditional Turkey Dinner
		Kretschmar	5-6	boneless spiral ham	59.99	6-8	4	Traditional Spiral Ham Dinner
	Schnuck's	n/i	9-11	whole turkey	39.99	8-10	4	Turkey Dinner
	Sunshine Foods	Butterball	10-12	whole turkey	49.99	8-10	3	The Basic Dinner
		n/i	5	boneless ham	49.99	8-10	3	The Basic Dinner
		Butterball	10-12	whole turkey	89.99	10-12	9	The Deluxe Dinner
		n/i	5	boneless ham	89.99	10-12	9	The Ultimate Feast Dinner
		Butterball	10-12	whole turkey	69.99	8-10	7	The Ultimate Feast Dinner
		n/i	5	boneless ham	69.99	8-10	7	The Deluxe Dinner
	The Fresh Market	n/i	10	whole turkey	84.99	5-7	5	Regular Holiday Dinner
		n/i	10	whole turkey	139.99	6-9	8	Deluxe Holiday Dinner
	Whole Foods	n/i	2.5-3	boneless turkey breast	69.99	4	4	Turkey Meal for Four
		n/i	6-10	whole turkey	109.00	6	5	Family Turkey Dinner
		n/i	10-12	whole turkey	149.99	8	8	Deluxe Turkey Dinner
		n/i	10-12	organic whole turkey	169.99	6	5	Organic Turkey Dinner
		Wellshire	8-10	spiral cut ham	119.99	6-8	4	Classic Ham Dinner
n/i		2.5-3	boneless leg of lamb	99.99	4	3	Lamb Dinner for Four	
IL	Brookhaven	n/i	16	whole turkey	119.99	10-12	4	Oven Roasted Turkey Dinner
		Ho-Ka	20	free range whole turkey	149.99	10-12	4	Oven Roasted Turkey Dinner
		n/i	16	whole turkey	79.99	8-10	2	Basic Turkey Dinner
	County Market	Boar's Head	5	sliced ham	79.99	8-10	3	Boar's Head Sweet Sliced Ham Dinner
		Butterball	10-12	whole turkey	79.00	6-8	6	Holiday Turkey Dinner
	Cub Foods	Jennie-O	10-12	whole turkey	64.99	8-10	3	Classic Turkey Dinner
		Jennie-O	10-12	whole turkey	84.99	8-10	7	Deluxe Turkey Dinner

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Dinners - prices in US\$ per complete dinner unless otherwise noted

**Thanksgiving 2015  
STORE-PREPARED HOLIDAY DINNERS**

State	Supermarket	Brand	Weight (lb.)	Meat Item	Price	Serves	Sides	Conditions	
IL <i>(cont)</i>	Dierberg's	Bob's Smokehouse	3-5	smoked ham	54.99	4	4	Small Glazed Ham Meal	
		Bob's Smokehouse	5-7	smoked ham	109.99	8	4	Large Glazed Ham Meal	
		n/i	1.5	boneless turkey breast	51.99	4	4	Boneless Breast of Turkey Meal	
		n/i	3	boneless turkey breast	103.99	8	4	Boneless Breast of Turkey Meal	
		n/i	12-14	whole turkey	99.99	8-10	5	Deluxe Whole Roasted Turkey Meal	
		Butterball	12-14	whole turkey	79.99	8-10	5	Traditional Turkey Dinner	
		Dierberg's	2.5	boneless ham	52.99	4	4	Honey-Crusted Boneless Sliced Ham Meal	
		Dierberg's	5	boneless ham	105.99	8	4	Honey-Crusted Boneless Sliced Ham Meal	
		n/i	1.5	boneless pork loin	55.99	4	4	Pork Loin Meal	
		n/i	3	boneless pork loin	111.99	8	4	Pork Loin Meal	
		n/i	3.5	boneless beef rib	99.99	4	4	Prime Rib Meal	
		n/i	7	boneless beef rib	199.99	8	4	Prime Rib Meal	
		Fresh Thyme Farmers Mrkt	n/i	10-12	whole turkey	59.99	6-8	6	Thanksgiving Turkey Dinner
		Garden Fresh Market	n/i	16-22	whole turkey	69.99	10-12	7	Turkey Dinner
	Hy-Vee	Butterball	10-12	whole turkey	80.00	8	5	Traditional Turkey Dinner	
		Butterball	14-16	whole turkey	125.00	12	8	Family Feast Turkey Dinner	
		Cook's	8-10	pit ham	135.00	12	8	Pit Ham Dinner	
		Jennie-O	3-4	boneless turkey breast	50.00	4	5	Boneless Turkey Dinner	
		Hormel	5-6	beef rib roast	135.00	8	5	Prime Rib Dinner	
		Farmland	5-6	boneless ham	80.00	8	5	Traditional Boneless Ham Dinner	
		IGA Houchen's	n/i	10-12	whole turkey	39.99	8-10	3	IGA Classic Turkey Dinner
	n/i		10-12	whole turkey	49.99	8-10	6	IGA Deluxe Turkey Dinner	
	n/i		7-9	spiral cut ham	49.99	8-10	5	IGA Deluxe Spiral Ham Dinner	
	Jewel-Osco	Butterball	10-12	whole turkey	79.99	6-8	8	Our Signature Ultimate Turkey Dinner	
		Butterball	10-12	whole turkey	59.99	6-8	4	Classic Turkey Dinner	
		n/i	8-9	spiral cut ham	59.99	6-8	4	Classic Ham Dinner	
	Kroger Central	Private Selection	10-13	whole turkey	49.99	6	5	Express Turkey Dinner	
		Prater's	9-11	cajun whole turkey	69.99	6	6	Deluxe Cajun Turkey Dinner	
		Private Selection	10-13	whole turkey	69.99	6	6	Deluxe Turkey Dinner	
		Private Selection	10-12	smoked whole turkey	69.99	6	6	Deluxe Smoked Turkey Dinner	
	Kroger Louisville	Prater's	9-11	cajun whole turkey	69.99	6	6	Deluxe Cajun Turkey Dinner	
		Private Selection	10-13	whole turkey	69.99	6	6	Deluxe Turkey Dinner	
		Private Selection	10-12	smoked whole turkey	69.99	6	6	Deluxe Smoked Turkey Dinner	
	Mariano's Fresh Market	Butterball	10-12	whole turkey	65.00	6-8	6	Holiday Turkey Dinner	
		n/i	8-10	spiral cut ham	65.00	6-8	6	Holiday Ham Dinner	
	Meijer	Butterball	10-12	whole turkey	54.99	6-8	5	Deluxe Turkey Dinner	
	Mrs. Green's Natural Market	Plainville Farms	10-12	ABF whole turkey	149.99	8	5	Turkey Dinner for 8	

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Thanksgiving 2015  
STORE-PREPARED HOLIDAY DINNERS

State	Supermarket	Brand	Weight (lb.)	Meat Item	Price	Serves	Sides	Conditions
IL <i>(cont)</i>	Pete's Fresh Market	n/i	16-20	whole turkey	79.99	8-10	6	Whole Turkey Dinner
		n/i	7	leg of lamb	89.99	8-10	6	Leg of Lamb Dinner
		n/i	5	beef rib roast	99.99	8-10	6	Prime Rib Dinner
		n/i	7-8	spiral cut ham	49.99	8-10	5	Spiral Ham Dinner
		n/i	9-11	whole turkey	39.99	8-10	4	Turkey Dinner
	Schnuck's	n/i	10-12	whole turkey	49.99	6-8	6	Traditional Turkey Dinner
	Shop & Save Markets	n/i	16-18	whole turkey	79.99	8-12	6	Traditional Turkey Dinner Large
		n/i	6-8	spiral cut ham	49.99	6-8	5	Classic Smoked Ham Dinner
		Butterball	10-12	whole turkey	49.99	8-10	3	Classic Turkey Dinner
	Strack & VanTil	Smithfield	8	spiral cut ham	54.99	6	4	Traditional Spiral Ham Dinner
		Butterball	10-12	whole turkey	59.99	6-8	5	Traditional Turkey Dinner
	n/i	3	rotisserie turkey breast	36.99	4	4	Rotisserie Turkey Breast Dinner	
	Sunset Foods	n/i	10-12	ABF whole turkey	119.99	4-6	6	Complete Thanksgiving Turkey Dinner
	The Fresh Market	n/i	10	whole turkey	84.99	5-7	5	Regular Holiday Dinner
		n/i	10	whole turkey	139.99	6-9	8	Deluxe Holiday Dinner
	Tony's Finer Foods	Butterball	10-12	whole turkey	49.99	6-8	5	Turkey Dinner
		n/i	6-8	spiral cut ham	49.99	6-8	4	Spiral Ham Dinner
	Treasure Island Foods	n/i	10-12	whole turkey	99.99	10-12	8	Roasted Turkey Dinner
	Walt's Foods	Butterball	10-12	whole turkey	54.95	6	4	Turkey Dinner
		n/i	8-9	spiral cut ham	59.95	6	4	Spiral Ham Dinner
		n/i	4-5	beef rib roast	69.95	4-5	4	Prime Rib Dinner
	Whole Foods	n/i	2.5-3	boneless turkey breast	69.99	4	4	Turkey Meal for Four
		n/i	6-10	whole turkey	109.00	6	5	Family Turkey Dinner
		n/i	10-12	whole turkey	149.99	8	8	Deluxe Turkey Dinner
		n/i	10-12	organic whole turkey	169.99	6	5	Organic Turkey Dinner
		Wellshire	8-10	spiral cut ham	119.99	6-8	4	Classic Ham Dinner
		n/i	2.5-3	boneless leg of lamb	99.99	4	3	Lamb Dinner for Four
IN	Al's Supermarkets	n/i	10-12	whole turkey	69.99	6-8	5	Complete Holiday Meal
		n/i	7-9	spiral cut ham	69.99	6-8	5	Complete Holiday Meal
	Earth Fare	n/i	12-14	whole turkey	119.00	6-8	6	Classic Holiday Dinner
	Fresh Thyme Farmers Mrkt	n/i	10-12	whole turkey	59.99	6-8	6	Thanksgiving Turkey Dinner
	IGA Houchen's	n/i	10-12	whole turkey	39.99	8-10	3	IGA Classic Turkey Dinner
		n/i	10-12	whole turkey	49.99	8-10	6	IGA Deluxe Turkey Dinner
		n/i	7-9	spiral cut ham	49.99	8-10	5	IGA Deluxe Spiral Ham Dinner
	IGA Spartan-Nash	n/i	10-12	whole turkey	59.88	8	7	Turkey Dinner
		Cumberland Gap	4	boneless ham	59.88	8	7	Ham Dinner
	Jay C	Private Selection	10-13	whole turkey	49.99	6-8	5	Express Turkey Dinner
		Private Selection	7-9	spiral cut ham	49.99	6-8	5	Spiral Sliced Ham Dinner

**U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS**

Dinners - prices in US\$ per complete dinner unless otherwise noted

Thanksgiving 2015  
STORE-PREPARED HOLIDAY DINNERS

State	Supermarket	Brand	Weight (lb.)	Meat Item	Price	Serves	Sides	Conditions
IN <i>(cont)</i>	Jewel-Osco	Butterball	10-12	whole turkey	79.99	6-8	8	Our Signature Ultimate Turkey Dinner
		Butterball	10-12	whole turkey	59.99	6-8	4	Classic Turkey Dinner
	Kroger Central	n/i	8-9	spiral cut ham	59.99	6-8	4	Classic Ham Dinner
		Private Selection	10-13	whole turkey	49.99	6	5	Express Turkey Dinner
		Prater's	9-11	cajun whole turkey	69.99	6	6	Deluxe Cajun Turkey Dinner
		Private Selection	10-13	whole turkey	69.99	6	6	Deluxe Turkey Dinner
		Private Selection	10-12	smoked whole turkey	69.99	6	6	Deluxe Smoked Turkey Dinner
		Private Selection	10-13	whole turkey	49.99	6	5	Express Turkey Dinner
	Kroger Cincinnati	Private Selection	10-13	whole turkey	49.99	6	5	Express Turkey Dinner
	Kroger Louisville	Prater's	9-11	cajun whole turkey	69.99	6	6	Deluxe Cajun Turkey Dinner
		Private Selection	10-13	whole turkey	69.99	6	6	Deluxe Turkey Dinner
		Private Selection	10-12	smoked whole turkey	69.99	6	6	Deluxe Smoked Turkey Dinner
	Lucky's Market	n/i	10-12	whole turkey	59.99	4-6	6	Turkey Dinner
	Marsh	Plainville Farms	12-14	ABF whole turkey	59.95	6-8	2	Turkey Dinner
	Meijer	Butterball	10-12	whole turkey	54.99	6-8	5	Deluxe Turkey Dinner
	Schnuck's	n/i	9-11	whole turkey	39.99	8-10	4	Turkey Dinner
	Strack & VanTil	Smithfield	8	spiral cut ham	54.99	6	4	Traditional Spiral Ham Dinner
		Butterball	10-12	whole turkey	59.99	6-8	5	Traditional Turkey Dinner
		n/i	3	rotisserie turkey breast	36.99	4	4	Rotisserie Turkey Breast Dinner
		n/i	10	whole turkey	84.99	5-7	5	Regular Holiday Dinner
		n/i	10	whole turkey	139.99	6-9	8	Deluxe Holiday Dinner
	Walt's Foods	Butterball	10-12	whole turkey	54.95	6	4	Turkey Dinner
		n/i	8-9	spiral cut ham	59.95	6	4	Spiral Ham Dinner
		n/i	4-5	beef rib roast	69.95	4-5	4	Prime Rib Dinner
	Wesselman's	n/i	10-12	whole turkey	42.99	6-8	5	Complete Turkey Dinner
		n/i	2.5-3	boneless turkey breast	29.99	4-6	4	Complete Turkey Breast Dinner
	Whole Foods	n/i	2.5-3	boneless turkey breast	69.99	4	4	Turkey Meal for Four
		n/i	6-10	whole turkey	109.00	6	5	Family Turkey Dinner
		n/i	10-12	whole turkey	149.99	8	8	Deluxe Turkey Dinner
		n/i	10-12	organic whole turkey	169.99	6	5	Organic Turkey Dinner
Wellshire		8-10	spiral cut ham	119.99	6-8	4	Classic Ham Dinner	
n/i		2.5-3	boneless leg of lamb	99.99	4	3	Lamb Dinner for Four	
MI	Busch's	n/i	10-12	whole turkey	99.99	8-10	4	Classic Turkey Meal
		n/i	2-3	bone-in turkey breast	34.99	2-4	4	Turkey Breast Meal
		n/i	8-9	spiral cut ham	99.99	10-12	4	Spiral Sliced Ham Meal
		n/i	5-6	beef rib roast	129.99	6-8	4	Rib Roast Meal
		Dearborn	8-9	spiral cut ham	114.99	10-12	4	Spiral Sliced Ham Meal

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**Thanksgiving 2015  
STORE-PREPARED HOLIDAY DINNERS**

State	Supermarket	Brand	Weight (lb.)	Meat Item	Price	Serves	Sides	Conditions
MI <i>(cont)</i>	D&W Fresh Market	Butterball	10-12	whole turkey	54.99	6-8	6	Deluxe Turkey Dinner
		n/i	1.75	bone-in turkey breast	19.99	2	4	Turkey Dinner for Two
		Cook's	6	boneless ham	54.99	6-8	6	Deluxe Boneless Ham Dinner
	Earth Fare	n/i	12-14	whole turkey	119.00	6-8	6	Classic Holiday Dinner
	Family Fare	Butterball	10-12	whole turkey	49.99	6-8	5	Traditional Turkey Dinner
		n/i	1.75	bone-in turkey breast	19.99	2	4	Turkey Dinner for Two
		Cook's	6	boneless ham	49.99	6-8	5	Traditional Boneless Ham Dinner
	Fresh Thyme Farmers Mrkt	n/i	10-12	whole turkey	59.99	6-8	6	Thanksgiving Turkey Dinner
	Kroger Central	Private Selection	10-13	whole turkey	49.99	6	5	Express Turkey Dinner
		Prater's	9-11	cajun whole turkey	69.99	6	6	Deluxe Cajun Turkey Dinner
		Private Selection	10-13	whole turkey	69.99	6	6	Deluxe Turkey Dinner
		Private Selection	10-12	smoked whole turkey	69.99	6	6	Deluxe Smoked Turkey Dinner
	Kroger Columbus	Private Selection	10-13	whole turkey	49.99	6	5	Express Turkey Dinner
		Prater's	9-11	cajun whole turkey	69.99	6	6	Deluxe Cajun Turkey Dinner
		Private Selection	10-13	whole turkey	69.99	6	6	Deluxe Turkey Dinner
		Private Selection	10-12	smoked whole turkey	69.99	6	6	Deluxe Smoked Turkey Dinner
	Kroger Michigan	Private Selection	10-13	whole turkey	49.99	6	5	Express Turkey Dinner
	Lucky's Market	n/i	10-12	whole turkey	59.99	4-6	6	Turkey Dinner
	Meijer	Butterball	10-12	whole turkey	54.99	6-8	5	Deluxe Turkey Dinner
	Plumb's/Duthler's	n/i	10-12	whole turkey	48.99	6-8	7	Deluxe Turkey Dinner
		n/i	10-12	whole turkey	42.99	6-8	5	Turkey Dinner
	Polly's Country Market	n/i	10-12	whole turkey	49.99	8-10	4	Complete Turkey Dinner
	Super 1 Foods	Jennie-O	11-13	whole turkey	49.99	6-8	4	Thanksgiving Turkey Dinner
	Tadych's Econo Foods	n/i	10-12	whole turkey	69.99	6-8	4	Complete Turkey Dinner
	VG's Food Centers	Butterball	10-12	whole turkey	49.99	6-8	5	Traditional Turkey Dinner
		n/i	1.75	bone-in turkey breast	19.99	2	4	Turkey Dinner for Two
		Cook's	6	boneless ham	49.99	6-8	5	Traditional Boneless Ham Dinner
		n/i	2.5-3	boneless turkey breast	69.99	4	4	Turkey Meal for Four
	Whole Foods	n/i	6-10	whole turkey	109.00	6	5	Family Turkey Dinner
		n/i	10-12	whole turkey	149.99	8	8	Deluxe Turkey Dinner
		n/i	10-12	organic whole turkey	169.99	6	5	Organic Turkey Dinner
		Wellshire	8-10	spiral cut ham	119.99	6-8	4	Classic Ham Dinner
n/i		2.5-3	boneless leg of lamb	99.99	4	3	Lamb Dinner for Four	
MN	Cub Foods	Jennie-O	10-12	whole turkey	64.99	8-10	3	Classic Turkey Dinner
		Jennie-O	10-12	whole turkey	84.99	8-10	7	Deluxe Turkey Dinner
	Econofoods	Butterball	10-12	whole turkey	59.99	6-8	5	Traditional Turkey Dinner
		Kretschmar	5-6	spiral cut ham	59.99	6-8	4	Traditional Spiral Cut Ham Dinner
		n/i	2	boneless ham	19.99	2	2	Ham Dinner for Two

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**Thanksgiving 2015  
STORE-PREPARED HOLIDAY DINNERS**

State	Supermarket	Brand	Weight (lb.)	Meat Item	Price	Serves	Sides	Conditions	
MN <i>(cont)</i>	Family Fare	Butterball	10-12	whole turkey	49.99	6-8	5	Traditional Turkey Dinner	
		n/i	1.75	bone-in turkey breast	19.99	2	4	Turkey Dinner for Two	
		Cook's	6	boneless ham	49.99	6-8	5	Traditional Ham Dinner	
	Festival Foods	Butterball	10-12	whole turkey	89.99	6-10	3	Whole Turkey Dinner	
		Butterball	10-12	whole turkey	99.99	6-10	6	Whole Turkey Dinner	
	Fresh Thyme Farmers Mrkt	n/i	10-12	whole turkey	59.99	6-8	6	Thanksgiving Turkey Dinner	
	Hugo's	n/i	10-12	whole turkey	54.99	6-8	4	Holiday Dinner	
	Hy-Vee	Butterball	10-12	whole turkey	80.00	8	5	Traditional Turkey Dinner	
		Butterball	14-16	whole turkey	125.00	12	8	Family Feast Turkey Dinner	
		Cook's	8-10	pit ham	135.00	12	8	Pit Ham Dinner	
		Jennie-O	3-4	boneless turkey breast	50.00	4	5	Boneless Turkey Dinner	
		Hormel	5-6	beef rib roast	135.00	8	5	Prime Rib Dinner	
		Farmland	5-6	boneless ham	80.00	8	5	Traditional Boneless Ham Dinner	
		Kowalski's	n/i	10-12	ABF whole turkey	129.99	10-12	8	Full-Size Turkey Dinner
			n/i	5-6	ABF bone-in turkey brst	84.99	4-6	8	Half Bone-in Turkey Dinner
		Lund's and Byerly's	n/i	3.5	bone-in turkey breast	79.99	3-5	7	Turkey Dinner for 3-5
			n/i	11-13	whole turkey	139.99	8-10	8	Turkey Dinner for 8-10
	Marketplace Foods	n/i	10-12	whole turkey	79.99	8-10	6	Complete Turkey Dinner	
	Sun Mart	Butterball	10-12	whole turkey	59.99	6-8	5	Traditional Turkey Dinner	
		Kretschmar	5-6	boneless spiral cut ham	59.99	6-8	4	Traditional Spiral Ham Dinner	
		n/i	2	boneless ham	19.99	2	3	Ham Dinner for Two	
	Sunshine Foods	Butterball	10-12	whole turkey	49.99	8-10	3	The Basic Dinner	
		n/i	5	boneless ham	49.99	8-10	3	The Basic Dinner	
		Butterball	10-12	whole turkey	89.99	10-12	9	The Deluxe Dinner	
		n/i	5	boneless ham	89.99	10-12	9	The Ultimate Feast Dinner	
		Butterball	10-12	whole turkey	69.99	8-10	7	The Ultimate Feast Dinner	
		n/i	5	boneless ham	69.99	8-10	7	The Deluxe Dinner	
	Super 1 Foods	Jennie-O	11-13	whole turkey	49.99	6-8	4	Thanksgiving Turkey Dinner	
	Whole Foods	n/i	2.5-3	boneless turkey breast	69.99	4	4	Turkey Meal for Four	
		n/i	6-10	whole turkey	109.00	6	5	Family Turkey Dinner	
		n/i	10-12	whole turkey	149.99	8	8	Deluxe Turkey Dinner	
		n/i	10-12	organic whole turkey	169.99	6	5	Organic Turkey Dinner	
Wellshire		8-10	spiral cut ham	119.99	6-8	4	Classic Ham Dinner		
ND	Albertsons Mntn	n/i	10-12	whole turkey	59.99	6-8	5	Our Signature Traditional Oven-Roasted Turkey Dinner	
		Jennie-O	3-3.5	bone-in turkey breast	49.99	6-8	4	Turkey Breast Dinner	
		n/i	8-10	spiral cut ham	69.99	6-8	4	Spiral Cut Ham Dinner	

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**Thanksgiving 2015  
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State	Supermarket	Brand	Weight (lb.)	Meat Item	Price	Serves	Sides	Conditions
<b>ND</b> <i>(cont)</i>	Family Fare	Butterball	10-12	whole turkey	49.99	6-8	5	Traditional Turkey Dinner
		n/i	1.75	bone-in turkey breast	19.99	2	4	Turkey Dinner for Two
		Cook's	6	boneless ham	49.99	6-8	5	Traditional Ham Dinner
	Hugo's	n/i	10-12	whole turkey	54.99	6-8	4	Holiday Dinner
	Marketplace Foods	n/i	10-12	whole turkey	79.99	8-10	6	Complete Turkey Dinner
<b>NE</b>	Bag'n Save	Butterball	10-12	whole turkey	59.99	6-8	5	Traditional Turkey Dinner
		Kretschmar	5-6	boneless spiral ham	59.99	6-8	4	Traditional Spiral Ham Dinner
	Baker's	Prater's	9-11	cajun whole turkey	69.99	6	6	Deluxe Cajun Turkey Dinner
		Private Selection	10-13	whole turkey	69.99	6	6	Deluxe Turkey Dinner
		Private Selection	10-12	smoked whole turkey	69.99	6	6	Deluxe Smoked Turkey Dinner
	Hy-Vee	Butterball	10-12	whole turkey	80.00	8	5	Traditional Turkey Dinner
		Butterball	14-16	whole turkey	125.00	12	8	Family Feast Turkey Dinner
		Cook's	8-10	pit ham	135.00	12	8	Pit Ham Dinner
		Jennie-O	3-4	boneless turkey breast	50.00	4	5	Boneless Turkey Dinner
		Hormel	5-6	beef rib roast	135.00	8	5	Prime Rib Dinner
	Russ's Market	Farmland	5-6	boneless ham	80.00	8	5	Traditional Boneless Ham Dinner
		n/i	12-14	whole turkey	69.99	8	6	Complete Holiday Turkey Dinner
		n/i	7-9	spiral cut ham	69.99	8	6	Complete Holiday Ham Dinner
	Safeway - Denver	n/i	9.5-12	whole turkey	59.99	6-8	6	Turkey Dinner
		n/i	8-10	spiral cut ham	59.99	6-8	6	Spiral Ham Dinner
	Sun Mart	Butterball	10-12	whole turkey	59.99	6-8	5	Traditional Turkey Dinner
		Kretschmar	5-6	boneless spiral cut ham	59.99	6-8	4	Traditional Spiral Ham Dinner
		n/i	2	boneless ham	19.99	2	3	Ham Dinner for Two
	Whole Foods	n/i	2.5-3	boneless turkey breast	69.99	4	4	Turkey Meal for Four
		n/i	6-10	whole turkey	109.00	6	5	Family Turkey Dinner
n/i		10-12	whole turkey	149.99	8	8	Deluxe Turkey Dinner	
n/i		10-12	organic whole turkey	169.99	6	5	Organic Turkey Dinner	
Wellshire		8-10	spiral cut ham	119.99	6-8	4	Classic Ham Dinner	
n/i	2.5-3	boneless leg of lamb	99.99	4	3	Lamb Dinner for Four		
<b>OH</b>	Buehler Food Markets	Honeysuckle	12-14	whole turkey	69.99	8-10	10	Complete Holiday Dinner
	Earth Fare	n/i	12-14	whole turkey	119.00	6-8	6	Classic Holiday Dinner
	Foodland	n/i	10-12	whole turkey	69.99	10-12	6	Holiday Dinner, "The More the Merrier"
		n/i	5-7	bone-in turkey breast	69.99	10-12	6	Holiday Dinner, "The More the Merrier"
		n/i	10	tavern ham	69.99	10-12	6	Holiday Dinner, "The More the Merrier"
		n/i	10-12	whole turkey	54.99	8-10	5	Holiday Dinner, "Dinner with all the Fixins"
		n/i	8	tavern ham	54.99	8-10	5	Holiday Dinner, "Dinner with all the Fixins"
		n/i	5-7	bone-in turkey breast	44.99	6-8	6	Holiday Dinner, "Just the Basics"
		n/i	5	tavern ham	44.99	6-8	6	Holiday Dinner, "Just the Basics"



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Dinners - prices in US\$ per complete dinner unless otherwise noted

Thanksgiving 2015  
STORE-PREPARED HOLIDAY DINNERS

State	Supermarket	Brand	Weight (lb.)	Meat Item	Price	Serves	Sides	Conditions
OH (cont)	Fresh Thyme Farmers Mrkt	n/i	10-12	whole turkey	59.99	6-8	6	Thanksgiving Turkey Dinner
	Geyer's	n/i	11	whole turkey	59.99	6-8	6	Turkey Dinner
		n/i	10	boneless ham	59.99	6-8	6	Ham Dinner
	IGA Spartan-Nash	n/i	10-12	whole turkey	59.88	8	7	Turkey Dinner
		Cumberland Gap	4	boneless ham	59.88	8	7	Ham Dinner
	Kroger Central	Private Selection	10-13	whole turkey	49.99	6	5	Express Turkey Dinner
		Prater's	9-11	cajun whole turkey	69.99	6	6	Deluxe Cajun Turkey Dinner
		Private Selection	10-13	whole turkey	69.99	6	6	Deluxe Turkey Dinner
		Private Selection	10-12	smoked whole turkey	69.99	6	6	Deluxe Smoked Turkey Dinner
	Kroger Cincinnati	Private Selection	10-13	whole turkey	49.99	6	5	Express Turkey Dinner
	Kroger Columbus	Private Selection	10-13	whole turkey	49.99	6	5	Express Turkey Dinner
		Prater's	9-11	cajun whole turkey	69.99	6	6	Deluxe Cajun Turkey Dinner
		Private Selection	10-13	whole turkey	69.99	6	6	Deluxe Turkey Dinner
		Private Selection	10-12	smoked whole turkey	69.99	6	6	Deluxe Smoked Turkey Dinner
	Kroger Mid-Atlantic	Prater's	9-11	cajun whole turkey	69.99	6	6	Deluxe Cajun Turkey Dinner
		Private Selection	10-13	whole turkey	69.99	6	6	Deluxe Turkey Dinner
		Private Selection	10-12	smoked whole turkey	69.99	6	6	Deluxe Smoked Turkey Dinner
	Lucky's Market	n/i	10-12	whole turkey	59.99	4-6	6	Turkey Dinner
	Marsh	Plainville Farms	12-14	ABF whole turkey	59.95	6-8	2	Turkey Dinner
	Meijer	Butterball	10-12	whole turkey	54.99	6-8	5	Deluxe Turkey Dinner
	Remke Markets	n/i	10-12	whole turkey	69.99	4-6	7	Small Family Size Turkey Dinner
		n/i	10-12	whole turkey	89.99	10-12	7	Large Family Size Turkey Dinner
		Kretschmar	7-9	spiral cut ham	64.99	8-10	7	Spiral Ham Dinner
	Riesbeck's Food Markets	n/i	6-7	bone-in turkey breast	49.99	4	4	Holiday Small Turkey Dinner
		n/i	10-12	whole turkey	69.99	8-10	5	Holiday Turkey Dinner
		Riesbeck's	4-5	beef rib roast	119.99	8-10	4	Holiday Prime Rib Dinner
	Shop'n Save	n/i	10-12	whole turkey	74.99	8-10	5	Turkey Dinner
		n/i	7-9	spiral cut ham	74.99	8-10	4	Spiral Ham Dinner
	The Fresh Market	n/i	10	whole turkey	84.99	5-7	5	Regular Holiday Dinner
		n/i	10	whole turkey	139.99	6-9	8	Deluxe Holiday Dinner
	Thorne's Market	n/i	10-12	whole turkey	79.99	8-10	8	Roast Turkey Dinner
		n/i	7-9	spiral cut ham	89.99	8-10	7	Roast Turkey Dinner
		n/i	4-5	beef rib roast	119.99	8-10	7	Roast Turkey Dinner
	Weis	Butterball	10-12	whole turkey	69.99	8-10	8	Complete Turkey Dinner
		n/i	8-10	spiral cut ham	59.99	8-10	7	Complete Ham Dinner
		Butterball	10-12	whole turkey	49.99	6-8	4	Original Turkey Dinner
		n/i	3-5	boneless turkey breast	54.99	6-8	4	Boneless Turkey Breast Dinner

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Dinners - prices in US\$ per complete dinner unless otherwise noted

**Thanksgiving 2015  
STORE-PREPARED HOLIDAY DINNERS**

State	Supermarket	Brand	Weight (lb.)	Meat Item	Price	Serves	Sides	Conditions
<b>OH</b> <i>(cont)</i>	Whole Foods	n/i	1.5	boneless turkey breast	45.99	2	5	Turkey Dinner for 2 Plus
		n/i	13	whole turkey	119.99	6-8	6	Turkey Dinner for 6 to 8
		n/i	16	whole turkey	199.99	12-16	6	Turkey Dinner for 12 to 16
		n/i	13	organic whole turkey	129.99	6-8	6	Organic Turkey Dinner for 6 to 8
		n/i	7-8	spiral cut ham	119.99	6-8	5	Spiral Sliced Glazed Ham Dinner for 6 to 8
		n/i	2.5	leg of lamb	89.99		4	4
<b>SD</b>	Family Thrift	Butterball	10-12	whole turkey	59.99	6-8	5	Traditional Turkey Dinner
		Kretschmar	5-6	spiral cut ham	59.99	6-8	4	Traditional Spiral Cut Ham Dinner
		n/i	2	boneless ham	19.99	2	2	Ham Dinner for Two
	Hy-Vee	Butterball	10-12	whole turkey	80.00	8	5	Traditional Turkey Dinner
		Butterball	14-16	whole turkey	125.00	12	8	Family Feast Turkey Dinner
		Cook's	8-10	pit ham	135.00	12	8	Pit Ham Dinner
		Jennie-O	3-4	boneless turkey breast	50.00	4	5	Boneless Turkey Dinner
		Hormel	5-6	beef rib roast	135.00	8	5	Prime Rib Dinner
	Safeway - Denver	Farmland	5-6	boneless ham	80.00	8	5	Traditional Boneless Ham Dinner
		n/i	9.5-12	whole turkey	59.99	6-8	6	Turkey Dinner
		n/i	8-10	spiral cut ham	59.99	6-8	6	Spiral Ham Dinner
	Sunshine Foods	Butterball	10-12	whole turkey	49.99	8-10	3	The Basic Dinner
		n/i	5	boneless ham	49.99	8-10	3	The Basic Dinner
		Butterball	10-12	whole turkey	89.99	10-12	9	The Deluxe Dinner
		n/i	5	boneless ham	89.99	10-12	9	The Ultimate Feast Dinner
Butterball		10-12	whole turkey	69.99	8-10	7	The Ultimate Feast Dinner	
n/i	5	boneless ham	69.99	8-10	7	The Deluxe Dinner		
<b>WI</b>	Econofoods	Butterball	10-12	whole turkey	59.99	6-8	5	Traditional Turkey Dinner
		Kretschmar	5-6	spiral cut ham	59.99	6-8	4	Traditional Spiral Cut Ham Dinner
		n/i	2	boneless ham	19.99	2	2	Ham Dinner for Two
	Festival	n/i	2	turkey meat	29.99	2-3	5	Small Thanksgiving Dinner
		n/i	5-6	half turkey	54.99	4-5	5	Medium Thanksgiving Dinner
		n/i	10-12	whole turkey	84.99	8-10	5	Large Thanksgiving Dinner
	Hy-Vee	Butterball	10-12	whole turkey	80.00	8	5	Traditional Turkey Dinner
		Butterball	14-16	whole turkey	125.00	12	8	Family Feast Turkey Dinner
		Cook's	8-10	pit ham	135.00	12	8	Pit Ham Dinner
		Jennie-O	3-4	boneless turkey breast	50.00	4	5	Boneless Turkey Dinner
		Hormel	5-6	beef rib roast	135.00	8	5	Prime Rib Dinner
	Marketplace Foods	Farmland	5-6	boneless ham	80.00	8	5	Traditional Boneless Ham Dinner
		n/i	10-12	whole turkey	79.99	8-10	6	Complete Turkey Dinner
		Meijer	Butterball	10-12	whole turkey	54.99	6-8	5
	Schnuck's	n/i	9-11	whole turkey	39.99	8-10	4	Turkey Dinner

**U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS**

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Thanksgiving 2015  
STORE-PREPARED HOLIDAY DINNERS

State	Supermarket	Brand	Weight (lb.)	Meat Item	Price	Serves	Sides	Conditions
WI	Sentry Foods	Butterball	12-14	whole turkey	64.99	10-12	6	Turkey Dinner
		Kretschmar	5-7	smoked ham	64.99	8-10	5	Ham Dinner
	Super 1 Foods	Jennie-O	11-13	whole turkey	49.99	6-8	4	Thanksgiving Turkey Dinner
	Tadych's Econo Foods	n/i	10-12	whole turkey	69.99	6-8	4	Complete Turkey Dinner
	The Fresh Market	n/i	10	whole turkey	84.99	5-7	5	Regular Holiday Dinner
		n/i	10	whole turkey	139.99	6-9	8	Deluxe Holiday Dinner
	Trig's	n/i	10-12	whole turkey	99.00	12	7	Thanksgiving Dinner
		n/i	10-12	whole turkey	79.00	8	7	Thanksgiving Dinner
		n/i	10-12	whole turkey	39.00	3	7	Thanksgiving Dinner
		n/i	7-9	roasted ham	99.00	12	7	Thanksgiving Dinner
		n/i	7-9	roasted ham	79.00	8	7	Thanksgiving Dinner
		n/i	7-9	roasted ham	39.00	3	7	Thanksgiving Dinner
	Whole Foods	n/i	2.5-3	boneless turkey breast	69.99	4	4	Turkey Meal for Four
		n/i	6-10	whole turkey	109.00	6	5	Family Turkey Dinner
		n/i	10-12	whole turkey	149.99	8	8	Deluxe Turkey Dinner
		n/i	10-12	organic whole turkey	169.99	6	5	Organic Turkey Dinner
		Wellshire	8-10	spiral cut ham	119.99	6-8	4	Classic Ham Dinner
		n/i	2.5-3	boneless leg of lamb	99.99	4	3	Lamb Dinner for Four

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**Thanksgiving 2015  
STORE-PREPARED HOLIDAY DINNERS**

State	Supermarket	Brand	Weight (lb.)	Meat Item	Price	Serves	Sides	Conditions
<b>SOUTH CENTRAL U.S. - AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT</b>								
AR	Albertsons Southern	Prater's	9-11	whole turkey	49.99	6-8	3	Praters Traditional Turkey Dinner
		Prater's	9-11	cajun whole turkey	49.99	6-8	3	Praters Cajun Turkey Dinner
		n/i	8-10	spiral cut ham	49.99	6-8	3	Spiral Cut Ham Dinner
		n/i	10-12	whole turkey	49.99	6-8	4	Traditional Turkey Dinner
	Brookshire Grocery Company	n/i	9-11	smoked whole turkey	49.99	6-8	5	Smoked Turkey Dinner
		n/i	9-11	cajun whole turkey	49.99	6-8	5	Cajun Smoked Turkey Dinner
		n/i	6-7	spiral cut ham	49.99	6-8	5	Ham Dinner
	Edwards Food Giant	n/i	12-14	whole turkey	74.98	10-12	7	Deluxe Turkey Dinner
		n/i	12-14	whole turkey	59.98	6-8	4	Turkey Dinner
	Harps Food Stores	Honeysuckle	10-12	whole turkey	85.95	8-10	7	Martha Harp's Feast Holiday Dinner
	Hays Grocer	Butterball	10-12	whole turkey	59.99	6-8	4	Savannah Classic Deluxe Turkey Dinner
		n/i	7-10	spiral cut ham	49.99	6-8	2	Savannah Classic Spiral Sliced Half Ham Dinner
	Kroger Delta	Prater's	9-11	cajun whole turkey	69.99	6	6	Deluxe Cajun Turkey Dinner
		Private Selection	10-13	whole turkey	69.99	6	6	Deluxe Turkey Dinner
		Private Selection	10-12	smoked whole turkey	69.99	6	6	Deluxe Smoked Turkey Dinner
	Pyramid Foods	Butterball	10-12	whole turkey	59.99	8-10	6	Deluxe Turkey Dinner
		n/i	7-9	spiral cut ham	59.99	8-10	5	Spiral Ham Dinner
	The Fresh Market	n/i	10	whole turkey	84.99	5-7	5	Regular Holiday Dinner
		n/i	10	whole turkey	139.99	6-9	8	Deluxe Holiday Dinner
	Town & Country Grocers	n/i	10-12	whole turkey	44.95	6-8	3	Turkey Dinner
	Whole Foods Southwest	n/i	1.5-2	boneless turkey breast	79.99	4	4	Classic Turkey Dinner For 4
n/i		10-12	whole turkey	99.99	6-8	4	Classic Turkey Dinner For 6-8	
n/i		10-12	organic whole turkey	119.99	6-8	4	Classic Organic Turkey Dinner For 6-8	
n/i		10	smoked whole turkey	99.99	6-8	4	Classic Smoked Turkey Dinner For 6-8	
n/i		3-4	bone-in turkey breast	69.99	4	3	Turkey Breast Meal for Four	
Wellshire Farms		8-10	spiral cut ham	109.99	6-8	4	Maple Brown Sugar Glazed Ham Dinner for 6-8	
	n/i	3	leg of lamb	89.99	4	3	Roasted Leg Of Lamb Dinner For 4	
AZ	Albertsons Southwest	n/i	10-12	whole turkey	49.99	6-8	4	Traditional Turkey Dinner
		n/i	6-8	spiral cut ham	54.99	6-8	4	Spiral Cut Ham Dinner
	Basha's	Butterball	9-11	whole turkey	54.99	6-8	6	Deluxe Traditional Turkey Dinner
		n/i	3	bone-in turkey breast	19.99	2	5	Turkey Dinner for Two
	Fry's	Prater's	9-11	cajun whole turkey	69.99	6	6	Deluxe Cajun Turkey Dinner
		Private Selection	10-13	whole turkey	69.99	6	6	Deluxe Turkey Dinner
		Private Selection	10-12	smoked whole turkey	69.99	6	6	Deluxe Smoked Turkey Dinner
	Safeway Southwest	n/i	6-8	spiral cut ham	54.99	6-8	4	Spiral Cut Ham Dinner
		n/i	10-12	whole turkey	49.99	6-8	4	Traditional Turkey Dinner

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**Thanksgiving 2015  
STORE-PREPARED HOLIDAY DINNERS**

State	Supermarket	Brand	Weight (lb.)	Meat Item	Price	Serves	Sides	Conditions
AZ <i>(cont)</i>	Smith's	Prater's	9-11	cajun whole turkey	69.99	6	6	Deluxe Cajun Turkey Dinner
		Private Selection	10-13	whole turkey	69.99	6	6	Deluxe Turkey Dinner
		Private Selection	10-12	smoked whole turkey	69.99	6	6	Deluxe Smoked Turkey Dinner
	Sprout's Farmers Market	n/i	10-12	whole turkey	69.99	6-8	6	Natural Turkey Meal
		n/i	8-10	spiral cut ham	69.99	6-8	6	Spiral Sliced Ham Meal
		n/i	4-5	boneless beef rib	79.99	6-8	3	USDA Choice Boneless Rib Roast Meal
		n/i	2-3	boneless turkey breast	29.99	2	6	Boneless Turkey Breast Meal
	Whole Foods Sthrn Pacific	Diestel	10-12	ABF whole turkey	99.99	8	4	Traditional Turkey Meal for 8
		Diestel	12-14	ABF whole turkey	109.99	8	4	Traditional Turkey Meal for 8
		Diestel	14-16	ABF whole turkey	119.99	8	4	Traditional Turkey Meal for 8
		Diestel	16-18	ABF whole turkey	129.99	8	4	Traditional Turkey Meal for 8
		Diestel	12-14	ABF smoked whole turkey	109.99	8	4	Traditional Turkey Meal for 8
		Diestel	10-12	organic whole turkey	129.99	8	4	Traditional Turkey Meal for 8
		Diestel	12-14	organic whole turkey	139.99	8	4	Traditional Turkey Meal for 8
		n/i	2.6	boneless leg of lamb	89.99	4	3	Lamb Meal for 4
	CO	Albertsons Mntn	n/i	10-12	whole turkey	59.99	6-8	5
Jennie-O			3-3.5	bone-in turkey breast	49.99	6-8	4	Turkey Breast Dinner
n/i			8-10	spiral cut ham	69.99	6-8	4	Spiral Cut Ham Dinner
King Soopers		Private Selection	10-13	whole turkey	44.99	6	5	Express Turkey Dinner
		Safeway - Denver	n/i	9.5-12	whole turkey	59.99	6-8	6
Sprout's Farmers Market		n/i	8-10	spiral cut ham	59.99	6-8	6	Spiral Ham Dinner
		n/i	10-12	whole turkey	69.99	6-8	6	Natural Turkey Meal
		n/i	8-10	spiral cut ham	69.99	6-8	6	Spiral Sliced Ham Meal
		n/i	4-5	boneless beef rib	79.99	6-8	3	USDA Choice Boneless Rib Roast Meal
Sun Mart		n/i	2-3	boneless turkey breast	29.99	2	6	Boneless Turkey Breast Meal
		Butterball	10-12	whole turkey	59.99	6-8	5	Traditional Turkey Dinner
		Kretschmar	5-6	boneless spiral cut ham	59.99	6-8	4	Traditional Spiral Ham Dinner
		n/i	2	boneless ham	19.99	2	3	Ham Dinner for Two
		Whole Foods Rocky Mountain	n/i	4-5	bone-in beef rib	149.99	4	4
n/i			10-12	smoked whole turkey	159.99	8	7	Down Home Smoked Turkey Dinner for 8
n/i			6-10	smoked whole turkey	99.99	4	7	Down Home Smoked Turkey Dinner for 4
n/i			1	boneless turkey breast	39.99	2	6	Brined Turkey Breast Dinner for 2
Diestel			6-10	organic whole turkey	109.99	4	6	Organic Turkey Dinner for 4
Diestel			10-12	organic whole turkey	169.99	8	6	Organic Turkey Dinner for 8
Diestel	6-10		ABF whole turkey	89.99	4	6	Turkey Dinner for 4	
Diestel	10-12	ABF whole turkey	149.99	8	6	Turkey Dinner for 8		

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STORE-PREPARED HOLIDAY DINNERS**

State	Supermarket	Brand	Weight (lb.)	Meat Item	Price	Serves	Sides	Conditions
KS	Dillon's	Prater's	9-11	cajun whole turkey	69.99	6	6	Deluxe Cajun Turkey Dinner
		Private Selection	10-13	whole turkey	69.99	6	6	Deluxe Turkey Dinner
		Private Selection	10-12	smoked whole turkey	69.99	6	6	Deluxe Smoked Turkey Dinner
	Hen House	n/i	12-14	whole turkey	89.99	8-10	6	Holiday Turkey Feast
		n/i	12-14	smoked whole turkey	89.99	8-10	6	Holiday Smoked Turkey Feast
		n/i	7-8	spiral cut ham	89.99	8-10	6	Holiday Ham Feast
		n/i	6	beef rib roast	129.99	8-10	6	Prime Rib Feast
	Homeland Stores	n/i	10-12	whole turkey	49.99	6-8	2	Traditional Turkey Dinner
		n/i	10-12	whole turkey	69.99	8-10	6	Granny Dee's Premium Turkey Dinner
		Hormel Cure 81	8	spiral cut ham	59.99	6-8	6	Cure 81 Hormel Spiral Sliced Ham Dinner
	Hy-Vee	Hormel Cure 81	5	boneless ham	59.99	6-8	6	Cure 81 Hormel Boneless Ham
		Butterball	10-12	whole turkey	80.00	8	5	Traditional Turkey Dinner
		Butterball	14-16	whole turkey	125.00	12	8	Family Feast Turkey Dinner
	Price Chopper	Cook's	8-10	pit ham	135.00	12	8	Pit Ham Dinner
		Jennie-O	3-4	boneless turkey breast	50.00	4	5	Boneless Turkey Dinner
		Hormel	5-6	beef rib roast	135.00	8	5	Prime Rib Dinner
		Farmland	5-6	boneless ham	80.00	8	5	Traditional Boneless Ham Dinner
		n/i	10-12	whole turkey	189.99	8-10	6	Family Buffet
		n/i	10-12	whole turkey	99.99	8-10	7	Gatherings Family Meal
		n/i	10-12	smoked whole turkey	99.99	8-10	7	Gatherings Family Meal
		n/i	10-12	whole turkey	69.99	6-8	5	Turkey Meal
		n/i	10-12	smoked whole turkey	69.99	6-8	5	Turkey Meal
		n/i	7-9	spiral cut ham	99.99	8-10	7	Gatherings Spiral Sliced Ham Meal
	Sprout's Farmers Market	n/i	7-9	spiral cut ham	69.99	6-8	5	Spiral Sliced Ham Meal
		n/i	1.5	rotisserie turkey breast	35.99	2	3	Rotisserie Turkey Breast Meal
		n/i	10-12	whole turkey	69.99	6-8	6	Natural Turkey Meal
		n/i	8-10	spiral cut ham	69.99	6-8	6	Spiral Sliced Ham Meal
		n/i	4-5	boneless beef rib	79.99	6-8	3	USDA Choice Boneless Rib Roast Meal
	The Fresh Market	n/i	2-3	boneless turkey breast	29.99	2	6	Boneless Turkey Breast Meal
		n/i	10	whole turkey	84.99	5-7	5	Regular Holiday Dinner
		n/i	10	whole turkey	139.99	6-9	8	Deluxe Holiday Dinner
	Whole Foods Rocky Mountain	n/i	4-5	bone-in beef rib	149.99	4	4	Prime Rib Dinner for 4
		n/i	10-12	smoked whole turkey	159.99	8	7	Down Home Smoked Turkey Dinner for 8
		n/i	6-10	smoked whole turkey	99.99	4	7	Down Home Smoked Turkey Dinner for 4
		n/i	1	boneless turkey breast	39.99	2	6	Brined Turkey Breast Dinner for 2
		Diestel	6-10	organic whole turkey	109.99	4	6	Organic Turkey Dinner for 4
		Diestel	10-12	organic whole turkey	169.99	8	6	Organic Turkey Dinner for 8

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**Thanksgiving 2015  
STORE-PREPARED HOLIDAY DINNERS**

State	Supermarket	Brand	Weight (lb.)	Meat Item	Price	Serves	Sides	Conditions
<b>KS</b> <i>(cont)</i>	Whole Foods Rocky Mountain <i>(continued)</i>	Diestel	6-10	ABF whole turkey	89.99	4	6	Turkey Dinner for 4
		Diestel	10-12	ABF whole turkey	149.99	8	6	Turkey Dinner for 8
<b>LA</b>	Albertsons Southern	Prater's	9-11	whole turkey	49.99	6-8	3	Praters Traditional Turkey Dinner
		Prater's	9-11	cajun whole turkey	49.99	6-8	3	Praters Cajun Turkey Dinner
		n/i	8-10	spiral cut ham	49.99	6-8	3	Spiral Cut Ham Dinner
		n/i	10-12	whole turkey	49.99	6-8	4	Traditional Turkey Dinner
	Brookshire Grocery Company	n/i	9-11	smoked whole turkey	49.99	6-8	5	Smoked Turkey Dinner
		n/i	9-11	cajun whole turkey	49.99	6-8	5	Cajun Smoked Turkey Dinner
		n/i	6-7	spiral cut ham	49.99	6-8	5	Ham Dinner
	Kroger Dallas	Prater's	9-11	cajun whole turkey	69.99	6	6	Deluxe Cajun Turkey Dinner
		Private Selection	10-13	whole turkey	69.99	6	6	Deluxe Turkey Dinner
		Private Selection	10-12	smoked whole turkey	69.99	6	6	Deluxe Smoked Turkey Dinner
	Kroger Houston	Prater's	9-11	cajun whole turkey	69.99	6	6	Deluxe Cajun Turkey Dinner
		Private Selection	10-13	whole turkey	69.99	6	6	Deluxe Turkey Dinner
		Private Selection	10-12	smoked whole turkey	69.99	6	6	Deluxe Smoked Turkey Dinner
	Market Basket	n/i	10-12	whole turkey	64.99	5-7	4	Turkey Dinner
		n/i	10-12	smoked whole turkey	64.99	5-7	4	Smoked Turkey Dinner
		n/i	6-8	spiral cut ham	59.99	5-7	4	Ham Dinner
	Rouses	n/i	10-12	whole turkey	59.99	6-8	7	Traditional Dinner
		n/i	10-12	whole turkey	79.99	8-10	10	Premium Dinner
		n/i	10-12	whole turkey	99.99	10-12	12	Deluxe Dinner
	The Fresh Market	n/i	10	whole turkey	84.99	5-7	5	Regular Holiday Dinner
		n/i	10	whole turkey	139.99	6-9	8	Deluxe Holiday Dinner
	Whole Foods Southwest	n/i	1.5-2	boneless turkey breast	79.99	4	4	Classic Turkey Dinner For 4
		n/i	10-12	whole turkey	99.99	6-8	4	Classic Turkey Dinner For 6-8
		n/i	10-12	organic whole turkey	119.99	6-8	4	Classic Organic Turkey Dinner For 6-8
		n/i	10	smoked whole turkey	99.99	6-8	4	Classic Smoked Turkey Dinner For 6-8
		n/i	3-4	bone-in turkey breast	69.99	4	3	Turkey Breast Meal for Four
		Wellshire Farms	8-10	spiral cut ham	109.99	6-8	4	Maple Brown Sugar Glazed Ham Dinner for 6-8
	Winn-Dixie	n/i	3	leg of lamb	89.99	4	3	Roasted Leg Of Lamb Dinner For 4
		Butterball	10-12	whole turkey	50.00	6-8	4	Classic Turkey Dinner
		Butterball	10-12	whole turkey	55.00	6-8	5	Premium Turkey Dinner
		n/i	3.5	rotisserie turkey breast	55.00	6-8	4	Signature Rotisserie Turkey Breast Dinner
		n/i	6-8	spiral cut ham	60.00	6-8	4	Classic Spiral Sliced Ham Dinner
<b>MO</b>	County Market	Butterball	10-12	whole turkey	79.00	6-8	6	Holiday Turkey Dinner
	Dierberg's	Bob's Smokehouse	3-5	smoked ham	54.99	4	4	Small Glazed Ham Meal
		Bob's Smokehouse	5-7	smoked ham	109.99	8	4	Large Glazed Ham Meal
		n/i	1.5	boneless turkey breast	51.99	4	4	Boneless Breast of Turkey Meal

**U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS**

Dinners - prices in US\$ per complete dinner unless otherwise noted

**Thanksgiving 2015  
STORE-PREPARED HOLIDAY DINNERS**

State	Supermarket	Brand	Weight (lb.)	Meat Item	Price	Serves	Sides	Conditions	
MO <i>(cont)</i>	Dierberg's <i>(continued)</i>	n/i	3	boneless turkey breast	103.99	8	4	Boneless Breast of Turkey Meal	
		n/i	12-14	whole turkey	99.99	8-10	5	Deluxe Whole Roasted Turkey Meal	
		Butterball	12-14	whole turkey	79.99	8-10	5	Traditional Turkey Dinner	
		Dierberg's	2.5	boneless ham	52.99	4	4	Honey-Crusted Boneless Sliced Ham Meal	
		Dierberg's	5	boneless ham	105.99	8	4	Honey-Crusted Boneless Sliced Ham Meal	
		n/i	1.5	boneless pork loin	55.99	4	4	Pork Loin Meal	
		n/i	3	boneless pork loin	111.99	8	4	Pork Loin Meal	
		n/i	3.5	boneless beef rib	99.99	4	4	Prime Rib Meal	
		n/i	7	boneless beef rib	199.99	8	4	Prime Rib Meal	
		Fresh Thyme Farmers Mrkt	n/i	10-12	whole turkey	59.99	6-8	6	Thanksgiving Turkey Dinner
		Gerbe's	Prater's	9-11	cajun whole turkey	69.99	6	6	Deluxe Cajun Turkey Dinner
			Private Selection	10-13	whole turkey	69.99	6	6	Deluxe Turkey Dinner
			Private Selection	10-12	smoked whole turkey	69.99	6	6	Deluxe Smoked Turkey Dinner
			Harps Food Stores	Honeysuckle	10-12	whole turkey	85.95	8-10	7
	Hays Grocer	Butterball	10-12	whole turkey	59.99	6-8	4	Savannah Classic Deluxe Turkey Dinner	
		n/i	7-10	spiral cut ham	49.99	6-8	2	Savannah Classic Spiral Sliced Half Ham Dinner	
	Hen House	n/i	12-14	whole turkey	89.99	8-10	6	Holiday Turkey Feast	
		n/i	12-14	smoked whole turkey	89.99	8-10	6	Holiday Smoked Turkey Feast	
		n/i	7-8	spiral cut ham	89.99	8-10	6	Holiday Ham Feast	
		n/i	6	beef rib roast	129.99	8-10	6	Prime Rib Feast	
	Hy-Vee	Butterball	10-12	whole turkey	80.00	8	5	Traditional Turkey Dinner	
		Butterball	14-16	whole turkey	125.00	12	8	Family Feast Turkey Dinner	
		Cook's	8-10	pit ham	135.00	12	8	Pit Ham Dinner	
		Jennie-O	3-4	boneless turkey breast	50.00	4	5	Boneless Turkey Dinner	
		Hormel	5-6	beef rib roast	135.00	8	5	Prime Rib Dinner	
		Farmland	5-6	boneless ham	80.00	8	5	Traditional Boneless Ham Dinner	
	Kroger Central	Private Selection	10-13	whole turkey	49.99	6	5	Express Turkey Dinner	
		Prater's	9-11	cajun whole turkey	69.99	6	6	Deluxe Cajun Turkey Dinner	
		Private Selection	10-13	whole turkey	69.99	6	6	Deluxe Turkey Dinner	
		Private Selection	10-12	smoked whole turkey	69.99	6	6	Deluxe Smoked Turkey Dinner	
	Kroger Delta	Prater's	9-11	cajun whole turkey	69.99	6	6	Deluxe Cajun Turkey Dinner	
		Private Selection	10-13	whole turkey	69.99	6	6	Deluxe Turkey Dinner	
		Private Selection	10-12	smoked whole turkey	69.99	6	6	Deluxe Smoked Turkey Dinner	
	Price Chopper	n/i	10-12	whole turkey	189.99	8-10	6	Family Buffet	
		n/i	10-12	whole turkey	99.99	8-10	7	Gatherings Family Meal	
		n/i	10-12	smoked whole turkey	99.99	8-10	7	Gatherings Family Meal	
		n/i	10-12	whole turkey	69.99	6-8	5	Turkey Meal	
		n/i	10-12	smoked whole turkey	69.99	6-8	5	Turkey Meal	



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**Thanksgiving 2015  
STORE-PREPARED HOLIDAY DINNERS**

State	Supermarket	Brand	Weight (lb.)	Meat Item	Price	Serves	Sides	Conditions
<b>MO</b> <i>(cont)</i>	Price Chopper <i>(continued)</i>	n/i	7-9	spiral cut ham	99.99	8-10	7	Gatherings Spiral Sliced Ham Meal
		n/i	7-9	spiral cut ham	69.99	6-8	5	Spiral Sliced Ham Meal
		n/i	1.5	rotisserie turkey breast	35.99	2	3	Rotisserie Turkey Breast Meal
	Pyramid Foods	Butterball	10-12	whole turkey	59.99	8-10	6	Deluxe Turkey Dinner
		n/i	7-9	spiral cut ham	59.99	8-10	5	Spiral Ham Dinner
	Schnuck's	n/i	9-11	whole turkey	39.99	8-10	4	Turkey Dinner
	Shop'n Save	Butterball	10-12	whole turkey	49.99	8-10	3	Classic Turkey Dinner
	Sprout's Farmers Market	n/i	10-12	whole turkey	69.99	6-8	6	Natural Turkey Meal
		n/i	8-10	spiral cut ham	69.99	6-8	6	Spiral Sliced Ham Meal
		n/i	4-5	boneless beef rib	79.99	6-8	3	USDA Choice Boneless Rib Roast Meal
		n/i	2-3	boneless turkey breast	29.99	2	6	Boneless Turkey Breast Meal
		The Fresh Market	n/i	10	whole turkey	84.99	5-7	5
	Town & Country Grocers	n/i	10	whole turkey	139.99	6-9	8	Deluxe Holiday Dinner
		n/i	10-12	whole turkey	44.95	6-8	3	Turkey Dinner
	Whole Foods	n/i	2.5-3	boneless turkey breast	69.99	4	4	Turkey Meal for Four
		n/i	6-10	whole turkey	109.00	6	5	Family Turkey Dinner
		n/i	10-12	whole turkey	149.99	8	8	Deluxe Turkey Dinner
		n/i	10-12	organic whole turkey	169.99	6	5	Organic Turkey Dinner
		Wellshire	8-10	spiral cut ham	119.99	6-8	4	Classic Ham Dinner
	n/i	2.5-3	boneless leg of lamb	99.99	4	3	Lamb Dinner for Four	
<b>NM</b>	Albertsons Southwest	n/i	10-12	whole turkey	49.99	6-8	4	Traditional Turkey Dinner
		n/i	6-8	spiral cut ham	54.99	6-8	4	Spiral Cut Ham Dinner
	Basha's	Butterball	9-11	whole turkey	54.99	6-8	6	Deluxe Traditional Turkey Dinner
		n/i	3	bone-in turkey breast	19.99	2	5	Turkey Dinner for Two
	King Soopers	Private Selection	10-13	whole turkey	44.99	6	5	Express Turkey Dinner
	Safeway - Denver	n/i	9.5-12	whole turkey	59.99	6-8	6	Turkey Dinner
		n/i	8-10	spiral cut ham	59.99	6-8	6	Spiral Ham Dinner
	Smith's	Prater's	9-11	cajun whole turkey	69.99	6	6	Deluxe Cajun Turkey Dinner
		Private Selection	10-13	whole turkey	69.99	6	6	Deluxe Turkey Dinner
		Private Selection	10-12	smoked whole turkey	69.99	6	6	Deluxe Smoked Turkey Dinner
	Sprout's Farmers Market	n/i	10-12	whole turkey	69.99	6-8	6	Natural Turkey Meal
		n/i	8-10	spiral cut ham	69.99	6-8	6	Spiral Sliced Ham Meal
		n/i	4-5	boneless beef rib	79.99	6-8	3	USDA Choice Boneless Rib Roast Meal
		n/i	2-3	boneless turkey breast	29.99	2	6	Boneless Turkey Breast Meal
	Whole Foods Rocky Mountain	n/i	4-5	bone-in beef rib	149.99	4	4	Prime Rib Dinner for 4
n/i		10-12	smoked whole turkey	159.99	8	7	Down Home Smoked Turkey Dinner for 8	
n/i		6-10	smoked whole turkey	99.99	4	7	Down Home Smoked Turkey Dinner for 4	
n/i		1	boneless turkey breast	39.99	2	6	Brined Turkey Breast Dinner for 2	

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Dinners - prices in US\$ per complete dinner unless otherwise noted

Thanksgiving 2015  
STORE-PREPARED HOLIDAY DINNERS

State	Supermarket	Brand	Weight (lb.)	Meat Item	Price	Serves	Sides	Conditions
NM (cont)	Whole Foods Rocky Mountain (continued)	Diestel	6-10	organic whole turkey	109.99	4	6	Organic Turkey Dinner for 4
		Diestel	10-12	organic whole turkey	169.99	8	6	Organic Turkey Dinner for 8
		Diestel	6-10	ABF whole turkey	89.99	4	6	Turkey Dinner for 4
		Diestel	10-12	ABF whole turkey	149.99	8	6	Turkey Dinner for 8
OK	Buy for Le\$\$	Butterball	10-12	whole turkey	59.99	6	7	Deluxe Turkey Dinner
		Hormel Cure 81	7-9	spiral cut ham	49.99	8	5	Spiral Ham Dinner
		n/i	4-5	beef rib roast	99.99	6	6	Prime Rib Dinner
		n/i	1.5	rotisserie turkey breast	29.99	2	5	Turkey Dinner for 2
		Hormel Cure 81	1.5	boneless ham	29.99	2	4	Ham Dinner for 2
		n/i	1.5	beef rib roast	39.99	2	4	Prime Rib Dinner for 2
	Harps Food Stores	Honeysuckle	10-12	whole turkey	85.95	8-10	7	Martha Harp's Feast Holiday Dinner
	Homeland Stores	n/i	10-12	whole turkey	49.99	6-8	2	Traditional Turkey Dinner
		n/i	10-12	whole turkey	69.99	8-10	6	Granny Dee's Premium Turkey Dinner
	Pyramid Foods	Hormel Cure 81	8	spiral cut ham	59.99	6-8	6	Cure 81 Hormel Spiral Sliced Ham Dinner
		Hormel Cure 81	5	boneless ham	59.99	6-8	6	Cure 81 Hormel Boneless Ham
	Sprout's Farmers Market	Butterball	10-12	whole turkey	59.99	8-10	6	Deluxe Turkey Dinner
		n/i	7-9	spiral cut ham	59.99	8-10	5	Spiral Ham Dinner
	The Fresh Market	n/i	10-12	whole turkey	69.99	6-8	6	Natural Turkey Meal
		n/i	8-10	spiral cut ham	69.99	6-8	6	Spiral Sliced Ham Meal
		n/i	4-5	boneless beef rib	79.99	6-8	3	USDA Choice Boneless Rib Roast Meal
		n/i	2-3	boneless turkey breast	29.99	2	6	Boneless Turkey Breast Meal
	Whole Foods	n/i	10	whole turkey	84.99	5-7	5	Regular Holiday Dinner
		n/i	10	whole turkey	139.99	6-9	8	Deluxe Holiday Dinner
		n/i	2.5-3	boneless turkey breast	69.99	4	4	Turkey Meal for Four
		n/i	6-10	whole turkey	109.00	6	5	Family Turkey Dinner
		n/i	10-12	whole turkey	149.99	8	8	Deluxe Turkey Dinner
	TX	Albertsons Southern	n/i	10-12	organic whole turkey	169.99	6	5
Wellshire			8-10	spiral cut ham	119.99	6-8	4	Classic Ham Dinner
n/i			2.5-3	boneless leg of lamb	99.99	4	3	Lamb Dinner for Four
n/i			2.5-3	boneless leg of lamb	99.99	4	3	Lamb Dinner for Four
Albertsons Southwest	Prater's	9-11	whole turkey	49.99	6-8	3	Praters Traditional Turkey Dinner	
	Prater's	9-11	cajun whole turkey	49.99	6-8	3	Praters Cajun Turkey Dinner	
Brookshire Grocery Company	n/i	8-10	spiral cut ham	49.99	6-8	3	Spiral Cut Ham Dinner	
	n/i	10-12	whole turkey	49.99	6-8	4	Traditional Turkey Dinner	
Brookshire Grocery Company	n/i	10-12	whole turkey	49.99	6-8	4	Traditional Turkey Dinner	
	n/i	6-8	spiral cut ham	54.99	6-8	4	Spiral Cut Ham Dinner	
	n/i	9-11	smoked whole turkey	49.99	6-8	5	Smoked Turkey Dinner	
Brookshire Grocery Company	n/i	9-11	cajun whole turkey	49.99	6-8	5	Cajun Smoked Turkey Dinner	
	n/i	6-7	spiral cut ham	49.99	6-8	5	Ham Dinner	

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**Thanksgiving 2015  
STORE-PREPARED HOLIDAY DINNERS**

State	Supermarket	Brand	Weight (lb.)	Meat Item	Price	Serves	Sides	Conditions
TX (cont)	Fiesta Mart	n/i	10-12	whole turkey	59.99	6-8	7	Turkey Dinner
		n/i	7-9	spiral cut ham	59.99	6-8	6	Spiral Ham Dinner
	Homeland Stores	n/i	10-12	whole turkey	49.99	6-8	2	Traditional Turkey Dinner
		n/i	10-12	whole turkey	69.99	8-10	6	Granny Dee's Premium Turkey Dinner
		Hormel Cure 81	8	spiral cut ham	59.99	6-8	6	Cure 81 Hormel Spiral Sliced Ham Dinner
		Hormel Cure 81	5	boneless ham	59.99	6-8	6	Cure 81 Hormel Boneless Ham
	Kroger Dallas	Prater's	9-11	cajun whole turkey	69.99	6	6	Deluxe Cajun Turkey Dinner
		Private Selection	10-13	whole turkey	69.99	6	6	Deluxe Turkey Dinner
		Private Selection	10-12	smoked whole turkey	69.99	6	6	Deluxe Smoked Turkey Dinner
	Kroger Houston	Prater's	9-11	cajun whole turkey	69.99	6	6	Deluxe Cajun Turkey Dinner
		Private Selection	10-13	whole turkey	69.99	6	6	Deluxe Turkey Dinner
		Private Selection	10-12	smoked whole turkey	69.99	6	6	Deluxe Smoked Turkey Dinner
	Market Basket	n/i	10-12	whole turkey	64.99	5-7	4	Turkey Dinner
		n/i	10-12	smoked whole turkey	64.99	5-7	4	Smoked Turkey Dinner
		n/i	6-8	spiral cut ham	59.99	5-7	4	Ham Dinner
	Minyard's	n/i	10-12	whole turkey	44.98	6-8	4	Turkey Dinner
		n/i	10-12	smoked whole turkey	44.98	6-8	4	Smoked Turkey Dinner
		n/i	7-9	spiral cut ham	44.98	6-8	4	Spiral Ham Dinner
	Minyard's Sunfresh	n/i	10-12	whole turkey	44.98	6-8	4	Turkey Dinner
		n/i	10-12	smoked whole turkey	44.98	6-8	4	Smoked Turkey Dinner
		n/i	7-9	spiral cut ham	44.98	6-8	4	Spiral Ham Dinner
	Randall's Food Market	n/i	10-12	whole turkey	49.99	6-8	4	Signature Café Traditional Turkey Dinner
		Prater's	10-12	whole turkey	49.99	6-8	3	Praters Cajun Turkey Dinner
		n/i	8-10	spiral cut ham	49.99	6-8	3	Signature Café Spiral Cut Ham Dinner
		n/i	4	beef rib roast	89.99	6-8	3	Signature Café Prime Rib Dinner
	Sprout's Farmers Market	n/i	10-12	whole turkey	69.99	6-8	6	Natural Turkey Meal
		n/i	8-10	spiral cut ham	69.99	6-8	6	Spiral Sliced Ham Meal
		n/i	4-5	boneless beef rib	79.99	6-8	3	USDA Choice Boneless Rib Roast Meal
		n/i	2-3	boneless turkey breast	29.99	2	6	Boneless Turkey Breast Meal
	The Fresh Market	n/i	10	whole turkey	84.99	5-7	5	Regular Holiday Dinner
		n/i	10	whole turkey	139.99	6-9	8	Deluxe Holiday Dinner
	The United Family	n/i	10-12	whole turkey	54.99	8-10	4	Baked Turkey Holiday Dinner
		n/i	3-5	bone-in turkey breast	49.99	8-10	4	Turkey Breast Holiday Dinner
		n/i	7-9	spiral cut ham	62.99	8-10	5	Spiral Cut Ham
	Tom Thumb	n/i	10-12	smoked whole turkey	54.99	8-10	4	Smoked Turkey Holiday Dinner
		n/i	10-12	whole turkey	49.99	6-8	4	Signature Café Turkey Dinner
		n/i	7-8	spiral cut ham	49.99	8-9	3	Signature Café Spiral Ham Dinner
		n/i	4-5	beef rib roast	79.99	6-8	4	Signature Café Prime Rib Dinner

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STORE-PREPARED HOLIDAY DINNERS**

State	Supermarket	Brand	Weight (lb.)	Meat Item	Price	Serves	Sides	Conditions
TX (cont)	Whole Foods	n/i	2.5-3	boneless turkey breast	69.99	4	4	Turkey Meal for Four
		n/i	6-10	whole turkey	109.00	6	5	Family Turkey Dinner
		n/i	10-12	whole turkey	149.99	8	8	Deluxe Turkey Dinner
		n/i	10-12	organic whole turkey	169.99	6	5	Organic Turkey Dinner
		Wellshire	8-10	spiral cut ham	119.99	6-8	4	Classic Ham Dinner
		n/i	2.5-3	boneless leg of lamb	99.99	4	3	Lamb Dinner for Four
UT	Albertsons Mntn	n/i	10-12	whole turkey	59.99	6-8	5	Our Signature Traditional Oven-Roasted Turkey Dinner
		Jennie-O	3-3.5	bone-in turkey breast	49.99	6-8	4	Turkey Breast Dinner
		n/i	8-10	spiral cut ham	69.99	6-8	4	Spiral Cut Ham Dinner
	Harmon's	n/i	8-10	bone-in turkey breast	180.00	6-8	7	Traditional Turkey Breast Dinner
		n/i	12-14	whole turkey	150.00	6-8	7	Traditional Turkey Dinner
		n/i	12-14	whole turkey	200.00	10-12	7	Traditional Turkey Dinner (Large)
		n/i	8-10	spiral cut ham	150.00	6-8	7	Traditional Ham Dinner
		n/i	8-10	spiral cut ham	130.00	6-8	4	Deluxe Ham Dinner
		n/i	12	beef rib roast	225.00	6-8	4	Prime Rib Dinner
	King Soopers	Private Selection	10-13	whole turkey	44.99	6	5	Express Turkey Dinner
	Smith's	Prater's	9-11	cajun whole turkey	69.99	6	6	Deluxe Cajun Turkey Dinner
		Private Selection	10-13	whole turkey	69.99	6	6	Deluxe Turkey Dinner
		Private Selection	10-12	smoked whole turkey	69.99	6	6	Deluxe Smoked Turkey Dinner
	Sprout's Farmers Market	n/i	10-12	whole turkey	69.99	6-8	6	Natural Turkey Meal
		n/i	8-10	spiral cut ham	69.99	6-8	6	Spiral Sliced Ham Meal
		n/i	4-5	boneless beef rib	79.99	6-8	3	USDA Choice Boneless Rib Roast Meal
	Whole Foods Rocky Mountain	n/i	2-3	boneless turkey breast	29.99	2	6	Boneless Turkey Breast Meal
		n/i	4-5	bone-in beef rib	149.99	4	4	Prime Rib Dinner for 4
		n/i	10-12	smoked whole turkey	159.99	8	7	Down Home Smoked Turkey Dinner for 8
		n/i	6-10	smoked whole turkey	99.99	4	7	Down Home Smoked Turkey Dinner for 4
		n/i	1	boneless turkey breast	39.99	2	6	Brined Turkey Breast Dinner for 2
Diestel		6-10	organic whole turkey	109.99	4	6	Organic Turkey Dinner for 4	
Diestel		10-12	organic whole turkey	169.99	8	6	Organic Turkey Dinner for 8	
Diestel		6-10	ABF whole turkey	89.99	4	6	Turkey Dinner for 4	
Diestel		10-12	ABF whole turkey	149.99	8	6	Turkey Dinner for 8	

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Thanksgiving 2015  
STORE-PREPARED HOLIDAY DINNERS

State	Supermarket	Brand	Weight (lb.)	Meat Item	Price	Serves	Sides	Conditions
<b>SOUTHWESTERN U.S. - CA,HI,NV</b>								
CA	Andronico's	Diestel	6-10	ABF whole turkey	109.99	6	6	Small Turkey Dinner
		Diestel	12-14	ABF whole turkey	159.99	10	6	Large Turkey Dinner
		n/i	8.5	spiral cut ham	159.99	6	6	Holiday Ham Dinner
	Food 4 Less	Private Selection	10-12	whole turkey	39.99	6	4	Turkey Dinner
		Private Selection	8-10	spiral cut ham	39.99	6	4	Ham Dinner
	Gelson's	n/i	14-16	whole turkey	174.99	12	7	Jumbo Turkey Dinner
		n/i	10-12	whole turkey	128.99	8	7	Roasted Turkey Dinner
		n/i	7-9	spiral cut ham	119.99	6	5	Spiral Cut Ham Dinner
	Jon's Marketplace	Zacky Farms	10-12	whole turkey	49.99	6-8	4	Complete Turkey Dinner
		John Morrell	6-7	spiral cut ham	49.99	6-8	4	Complete Ham Dinner
	Lucky	n/i	7-9	spiral cut ham	49.99	4-8	5	Complete Spiral Ham Dinner
		n/i	8-10	whole turkey	49.99	4-8	7	Complete Turkey Dinner
	Lunardi's	Diestel	12-13	free range whole turkey	109.00	12	6	Holiday Dinner
	Mar-Val Food Stores	Butterball	14	whole turkey	59.99	6	7	Turkey Dinner
		n/i	8	glazed ham	59.99	6	6	Ham Dinner
		n/i	4	beef rib roast	79.99	6	4	Prime Rib Dinner
		Mollie's	Mollie's	12-14	free range whole turkey	149.99	10-12	8
	New Seasons	Diestel	12-14	ABF whole turkey	169.99	8-10	7	Turkey Dinner - Large
		Diestel	10-12	ABF whole turkey	129.99	4-6	7	Turkey Dinner - Medium
		Diestel	10-12	ABF whole turkey	139.99	4-6	7	Gluten-Free Turkey Dinner
	Nugget Markets	Diestel	8-10	ABF whole turkey	99.99	4-6	7	Small Turkey Dinner
		Diestel	10-12	ABF whole turkey	169.99	8-10	7	Large Turkey Dinner
	Raley's	Butterball	10-12	whole turkey	59.99	6-8	5	Turkey Dinner
		Diestel	10-12	ABF whole turkey	99.99	6-8	5	Turkey Dinner
		n/i	7-9	spiral cut ham	59.99	6-8	5	Ham Dinner
	Ralph's	Private Selection	10-13	whole turkey	44.99	6	5	Express Turkey Dinner
	Safeway NorCal	n/i	10-12	whole turkey	49.99	6-8	4	Turkey Dinner
		n/i	8-10	spiral cut ham	49.99	6-8	4	Spiral Ham Dinner
	Save Mart	n/i	7-9	spiral cut ham	49.99	4-8	5	Complete Spiral Ham Dinner
		n/i	8-10	whole turkey	49.99	4-8	7	Complete Turkey Dinner
	Sprout's Farmers Market	n/i	10-12	whole turkey	69.99	6-8	6	Natural Turkey Meal
		n/i	8-10	spiral cut ham	69.99	6-8	6	Spiral Sliced Ham Meal
		n/i	4-5	boneless beef rib	79.99	6-8	3	USDA Choice Boneless Rib Roast Meal
n/i		2-3	boneless turkey breast	29.99	2	6	Boneless Turkey Breast Meal	

**U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS**

Dinners - prices in US\$ per complete dinner unless otherwise noted

**Thanksgiving 2015  
STORE-PREPARED HOLIDAY DINNERS**

State	Supermarket	Brand	Weight (lb.)	Meat Item	Price	Serves	Sides	Conditions	
CA <i>(cont)</i>	Stater Bros.	Zacky Farms	10-12	whole turkey	59.99	8	5	Turkey Dinner	
		Zacky Farms	14-16	whole turkey	99.99	16	5	Giant Turkey Feast	
		Hormel	7-9	spiral cut ham	59.99	8	5	Spiral-Sliced Ham Dinner	
		Charlie's Pride	4-5	beef rib roast	79.99	5-6	5	Prime Rib Dinner	
	Super A Foods	n/i	6-8	whole turkey	49.99	4-6	3	Holiday Turkey Dinner	
		Farmer John	5	spiral cut ham	49.99	4-6	3	Holiday Ham Dinner	
	The Fresh Market	n/i	10	whole turkey	84.99	5-7	5	Regular Holiday Dinner	
		n/i	10	whole turkey	139.99	6-9	8	Deluxe Holiday Dinner	
	Vons/Pavilions	n/i	6-8	spiral cut ham	49.99	6-8	4	Spiral Ham Dinner	
		n/i	10-12	whole turkey	59.99	6-8	4	Classic Turkey Dinner	
		n/i	4-5	beef rib roast	79.99	6-8	2	Prime Rib Dinner	
	Whole Foods NorCal	Diestel	10	ABF whole turkey	99.99	8	6	Traditional Turkey Dinner	
			14	ABF whole turkey	159.99	12	6	Large Turkey Dinner	
		Diestel	10	organic whole turkey	159.99	8	6	Traditional Organic Turkey Dinner	
		Diestel	10	smoked whole turkey	129.99	8	6	Traditional Smoked Turkey Dinner	
		Diestel	14	smoked whole turkey	189.99	12	6	Large Traditional Smoked Turkey Dinner	
		n/i	8	spiral cut ham	129.99	8	6	Spiral-Cut Ham Dinner	
		Diestel	16	heirloom whole turkey	289.99	12	9	Large Heirloom Turkey Dinner	
		Whole Foods Sthrn Pacific	Diestel	10-12	ABF whole turkey	99.99	8	4	Traditional Turkey Meal for 8
			Diestel	12-14	ABF whole turkey	109.99	8	4	Traditional Turkey Meal for 8
			Diestel	14-16	ABF whole turkey	119.99	8	4	Traditional Turkey Meal for 8
	Diestel		16-18	ABF whole turkey	129.99	8	4	Traditional Turkey Meal for 8	
	Diestel		12-14	ABF smoked whole turkey	109.99	8	4	Traditional Turkey Meal for 8	
	Diestel		10-12	organic whole turkey	129.99	8	4	Traditional Turkey Meal for 8	
	Diestel		12-14	organic whole turkey	139.99	8	4	Traditional Turkey Meal for 8	
		n/i	2.6	boneless leg of lamb	89.99	4	3	Lamb Meal for 4	
HI	Don Quijote	n/i	10-12	whole turkey	65.99	6-8	4	Thanksgiving Dinner	
	Foodland Supermarket	n/i	12-14	whole turkey	49.99	6-8	6	Turkey Dinner	
		n/i	14-16	whole turkey	99.99	10-12	6	Supreme Turkey Dinner	
		Farmer John	7-9	spiral cut ham	54.99	6-8	5	Ham Dinner	
		Angus	4-6	beef rib roast	69.99	6-8	5	Prime Rib Dinner	
	Safeway NorCal	n/i	10-12	whole turkey	59.99	6-8	4	Turkey Dinner	
		n/i	8-10	spiral cut ham	59.99	6-8	4	Spiral Ham Dinner	
	Times Supermarket	Farmer John	8-10	spiral cut ham	54.97	6-8	4	Ham Dinner	
		Sterling Silver	4-6	beef rib roast	69.97	6-8	6	Prime Rib Dinner	
		n/i	10-12	whole turkey	56.97	7-9	6	Turkey Dinner	

**U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS**

Dinners - prices in US\$ per complete dinner unless otherwise noted

**Thanksgiving 2015  
STORE-PREPARED HOLIDAY DINNERS**

State	Supermarket	Brand	Weight (lb.)	Meat Item	Price	Serves	Sides	Conditions
HI (cont)	Whole Foods Sthrn Pacific	Diestel	10-12	ABF whole turkey	99.99	8	4	Traditional Turkey Meal for 8
		Diestel	12-14	ABF whole turkey	109.99	8	4	Traditional Turkey Meal for 8
		Diestel	14-16	ABF whole turkey	119.99	8	4	Traditional Turkey Meal for 8
		Diestel	16-18	ABF whole turkey	129.99	8	4	Traditional Turkey Meal for 8
		Diestel	12-14	ABF smoked whole turkey	109.99	8	4	Traditional Turkey Meal for 8
		Diestel	10-12	organic whole turkey	129.99	8	4	Traditional Turkey Meal for 8
		Diestel	12-14	organic whole turkey	139.99	8	4	Traditional Turkey Meal for 8
		n/i	2.6	boneless leg of lamb	89.99	4	3	Lamb Meal for 4
NV	Albertsons Southwest	n/i	10-12	whole turkey	49.99	6-8	4	Traditional Turkey Dinner
		n/i	6-8	spiral cut ham	54.99	6-8	4	Spiral Cut Ham Dinner
	Raley's	Butterball	10-12	whole turkey	59.99	6-8	5	Turkey Dinner
		Diestel	10-12	ABF whole turkey	99.99	6-8	5	Turkey Dinner
	Safeway NorCal	n/i	7-9	spiral cut ham	59.99	6-8	5	Ham Dinner
		n/i	10-12	whole turkey	49.99	6-8	4	Turkey Dinner
	Scolari's	n/i	8-10	spiral cut ham	49.99	6-8	4	Spiral Ham Dinner
		n/i	10-12	whole turkey	49.99	4-5	5	Regular Turkey Dinner
		n/i	10-12	whole turkey	59.99	6-8	5	Deluxe Turkey Dinner
	Smith's	n/i	7-8	spiral cut ham	29.99	4-5	3	Regular Ham Dinner
		n/i	7-8	spiral cut ham	39.99	6-8		Deluxe Ham Dinner
		Prater's	9-11	cajun whole turkey	69.99	6	6	Deluxe Cajun Turkey Dinner
		Private Selection	10-13	whole turkey	69.99	6	6	Deluxe Turkey Dinner
	Sprout's Farmers Market	Private Selection	10-12	smoked whole turkey	69.99	6	6	Deluxe Smoked Turkey Dinner
		n/i	10-12	whole turkey	69.99	6-8	6	Natural Turkey Meal
		n/i	8-10	spiral cut ham	69.99	6-8	6	Spiral Sliced Ham Meal
	Vons/Pavilions	n/i	4-5	boneless beef rib	79.99	6-8	3	USDA Choice Boneless Rib Roast Meal
		n/i	2-3	boneless turkey breast	29.99	2	6	Boneless Turkey Breast Meal
		n/i	6-8	spiral cut ham	49.99	6-8	4	Spiral Ham Dinner
		n/i	10-12	whole turkey	59.99	6-8	4	Classic Turkey Dinner
	Whole Foods NorCal	n/i	4-5	beef rib roast	79.99	6-8	2	Prime Rib Dinner
		Diestel	10	ABF whole turkey	99.99	8	6	Traditional Turkey Dinner
		Diestel	14	ABF whole turkey	159.99	12	6	Large Turkey Dinner
		Diestel	10	organic whole turkey	159.99	8	6	Traditional Organic Turkey Dinner
		Diestel	10	smoked whole turkey	129.99	8	6	Traditional Smoked Turkey Dinner
		Diestel	14	smoked whole turkey	189.99	12	6	Large Traditional Smoked Turkey Dinner
		n/i	8	spiral cut ham	129.99	8	6	Spiral-Cut Ham Dinner
Diestel	16	heirloom whole turkey	289.99	12	9	Large Heirloom Turkey Dinner		

**U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS**

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**Thanksgiving 2015  
STORE-PREPARED HOLIDAY DINNERS**

State	Supermarket	Brand	Weight (lb.)	Meat Item	Price	Serves	Sides	Conditions
NV (cont)	Whole Foods Sthrn Pacific	Diestel	10-12	ABF whole turkey	99.99	8	4	Traditional Turkey Meal for 8
		Diestel	12-14	ABF whole turkey	109.99	8	4	Traditional Turkey Meal for 8
		Diestel	14-16	ABF whole turkey	119.99	8	4	Traditional Turkey Meal for 8
		Diestel	16-18	ABF whole turkey	129.99	8	4	Traditional Turkey Meal for 8
		Diestel	12-14	ABF smoked whole turkey	109.99	8	4	Traditional Turkey Meal for 8
		Diestel	10-12	organic whole turkey	129.99	8	4	Traditional Turkey Meal for 8
		Diestel	12-14	organic whole turkey	139.99	8	4	Traditional Turkey Meal for 8
		n/i	2.6	boneless leg of lamb	89.99	4	3	Lamb Meal for 4



**U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS**

Dinners - prices in US\$ per complete dinner unless otherwise noted

**Thanksgiving 2015  
STORE-PREPARED HOLIDAY DINNERS**

State	Supermarket	Brand	Weight (lb.)	Meat Item	Price	Serves	Sides	Conditions
<b>NORTHWESTERN U.S. - AK,ID,MT,OR,WA,WY</b>								
<b>AK</b>	Carr's/Safeway	n/i	10-12	whole turkey	59.99	6-8	4	Turkey Dinner
		n/i	8-10	spiral cut ham	59.99	6-8	4	Spiral Ham Dinner
	Fred Meyer	n/i	10-13	whole turkey	69.99	6	3	Deluxe Turkey Dinner
		n/i	10-13	whole turkey	59.99	6	5	Express Turkey Dinner
<b>ID</b>	Albertsons Mntn	n/i	10-12	whole turkey	59.99	6-8	5	Our Signature Traditional Oven-Roasted Turkey Dinner
		Jennie-O	3-3.5	bone-in turkey breast	49.99	6-8	4	Turkey Breast Dinner
		n/i	8-10	spiral cut ham	69.99	6-8	4	Spiral Cut Ham Dinner
	Fred Meyer	n/i	10-13	whole turkey	69.99	6	3	Deluxe Turkey Dinner
		n/i	10-13	whole turkey	49.99	6	5	Express Turkey Dinner
	Rosauer's Supermarket	Norbest	10-12	whole turkey	54.99	6-8	6	Turkey Dinner
		Longhorn Barbeque	7.5	spiral cut ham	54.99	6-8	5	Spiral Ham Dinner
		Ameristar	4.5-5	beef rib roast	74.99	6-8	5	Prime Rib Dinner
	Safeway Seattle	n/i	10-12	whole turkey	49.99	6-8	4	Turkey Dinner
		n/i	8-10	spiral cut ham	49.99	6-8	4	Spiral Ham Dinner
	Smith's	Prater's	9-11	cajun whole turkey	69.99	6	6	Deluxe Cajun Turkey Dinner
		Private Selection	10-13	whole turkey	69.99	6	6	Deluxe Turkey Dinner
		Private Selection	10-12	smoked whole turkey	69.99	6	6	Deluxe Smoked Turkey Dinner
	Super 1 Foods	n/i	10-12	whole turkey	49.98	3-5	5	Complete Turkey Dinner
	Whole Foods Rocky Mountain	n/i	4-5	bone-in beef rib	149.99	4	4	Prime Rib Dinner for 4
		n/i	10-12	smoked whole turkey	159.99	8	7	Down Home Smoked Turkey Dinner for 8
		n/i	6-10	smoked whole turkey	99.99	4	7	Down Home Smoked Turkey Dinner for 4
		n/i	1	boneless turkey breast	39.99	2	6	Brined Turkey Breast Dinner for 2
		Diestel	6-10	organic whole turkey	109.99	4	6	Organic Turkey Dinner for 4
Diestel		10-12	organic whole turkey	169.99	8	6	Organic Turkey Dinner for 8	
<b>MT</b>	Albertsons Mntn	n/i	10-12	whole turkey	59.99	6-8	5	Our Signature Traditional Oven-Roasted Turkey Dinner
		Jennie-O	3-3.5	bone-in turkey breast	49.99	6-8	4	Turkey Breast Dinner
		n/i	8-10	spiral cut ham	69.99	6-8	4	Spiral Cut Ham Dinner
	Rosauer's Supermarket	Norbest	10-12	whole turkey	54.99	6-8	6	Turkey Dinner
		Longhorn Barbeque	7.5	spiral cut ham	54.99	6-8	5	Spiral Ham Dinner
		Ameristar	4.5-5	beef rib roast	74.99	6-8	5	Prime Rib Dinner
	Safeway Seattle	n/i	10-12	whole turkey	49.99	6-8	4	Turkey Dinner
n/i		8-10	spiral cut ham	49.99	6-8	4	Spiral Ham Dinner	

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**Thanksgiving 2015  
STORE-PREPARED HOLIDAY DINNERS**

State	Supermarket	Brand	Weight (lb.)	Meat Item	Price	Serves	Sides	Conditions
<b>MT</b> <i>(cont)</i>	Smith's	Prater's	9-11	cajun whole turkey	69.99	6	6	Deluxe Cajun Turkey Dinner
		Private Selection	10-13	whole turkey	69.99	6	6	Deluxe Turkey Dinner
		Private Selection	10-12	smoked whole turkey	69.99	6	6	Deluxe Smoked Turkey Dinner
	Super 1 Foods	n/i	10-12	whole turkey	49.98	3-5	5	Complete Turkey Dinner
<b>OR</b>	Albertsons Portland	n/i	9-11	whole turkey	49.99	4-6	4	Our Signature Turkey Dinner
		n/i	6-8	spiral cut ham	49.99	4-6	3	Spiral Cut Ham Dinner
	Fred Meyer	n/i	10-13	whole turkey	69.99	6	3	Deluxe Turkey Dinner
		n/i	10-13	whole turkey	49.99	6	5	Express Turkey Dinner
	Haggen Northwest Fresh	Butterball	14-16	whole turkey	129.00	8	7	Oven Roasted Turkey Dinner
		n/i	4.5	bone-in turkey breast	129.00	8	7	Oven Roasted Turkey Breast Dinner
		Hempler's	5-6	smoked ham	129.00	8	7	Smoked Ham Dinner
	New Seasons	Diestel	12-14	ABF whole turkey	169.99	8-10	7	Turkey Dinner - Large
		Diestel	10-12	ABF whole turkey	129.99	4-6	7	Turkey Dinner - Medium
		Diestel	10-12	ABF whole turkey	139.99	4-6	7	Gluten-Free Turkey Dinner
	Rosauer's Supermarket	Norbest	10-12	whole turkey	54.99	6-8	6	Turkey Dinner
		Longhorn Barbeque	7.5	spiral cut ham	54.99	6-8	5	Spiral Ham Dinner
		Ameristar	4.5-5	beef rib roast	74.99	6-8	5	Prime Rib Dinner
	Roth's	Jennie-O	1.75	bone-in turkey breast	29.99	3-4	4	Oven Roasted Bone-in Breast Dinner
		n/i	10-12	whole turkey	59.99	4-6	4	Family Favorite Turkey Dinner
	Safeway Portland	n/i	10-12	whole turkey	49.99	6-8	4	Turkey Dinner
		n/i	8-10	spiral cut ham	49.99	6-8	4	Spiral Ham Dinner
	Whole Foods Pacific NW	n/i	3-4	bone-in turkey breast	69.99	4	4	Turkey Meal for Four
		Diestel	10-12	ABF whole turkey	129.99	8	7	Traditional Holiday Dinner For 8
		Diestel	6-8	ABF whole turkey	89.99	6	6	Intimate Holiday Dinner For 4
Diestel		10-12	organic whole turkey	149.99	8	7	Traditional Holiday Dinner For 8 With Organic Turkey	
Diestel		6-8	organic whole turkey	99.99	6	6	Intimate Holiday Dinner For 4 with Organic Turkey	
Diestel		10-12	ABF smoked whole turkey	149.99	8	7	Traditional Holiday Dinner For 8 With Smoked Turkey	
Wellshire Farms		7	spiral cut ham	129.99	8	7	Spiral Cut Honey Glazed Ham Dinner For 8	
<b>WA</b>	Albertsons Portland	n/i	9-11	whole turkey	49.99	4-6	4	Our Signature Turkey Dinner
		n/i	6-8	spiral cut ham	49.99	4-6	3	Spiral Cut Ham Dinner
	Fred Meyer	n/i	10-13	whole turkey	69.99	6	3	Deluxe Turkey Dinner
		n/i	10-13	whole turkey	49.99	6	5	Express Turkey Dinner
	Haggen Northwest Fresh	Butterball	14-16	whole turkey	129.00	8	7	Oven Roasted Turkey Dinner
		n/i	4.5	bone-in turkey breast	129.00	8	7	Oven Roasted Turkey Breast Dinner
		Hempler's	5-6	smoked ham	129.00	8	7	Smoked Ham Dinner
	Metropolitan Markets	n/i	10-12	free range whole turkey	142.98	6-8	7	Complete Turkey Dinner

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**Thanksgiving 2015  
STORE-PREPARED HOLIDAY DINNERS**

State	Supermarket	Brand	Weight (lb.)	Meat Item	Price	Serves	Sides	Conditions
<b>WA</b> <i>(cont)</i>	New Seasons	Diestel	12-14	ABF whole turkey	169.99	8-10	7	Turkey Dinner - Large
		Diestel	10-12	ABF whole turkey	129.99	4-6	7	Turkey Dinner - Medium
		Diestel	10-12	ABF whole turkey	139.99	4-6	7	Gluten-Free Turkey Dinner
	Rosauer's Supermarket	Norbest	10-12	whole turkey	54.99	6-8	6	Turkey Dinner
		Longhorn Barbeque	7.5	spiral cut ham	54.99	6-8	5	Spiral Ham Dinner
		Ameristar	4.5-5	beef rib roast	74.99	6-8	5	Prime Rib Dinner
	Safeway Portland	n/i	10-12	whole turkey	49.99	6-8	4	Turkey Dinner
		n/i	8-10	spiral cut ham	49.99	6-8	4	Spiral Ham Dinner
	Safeway Seattle	n/i	10-12	whole turkey	49.99	6-8	4	Turkey Dinner
		n/i	8-10	spiral cut ham	49.99	6-8	4	Spiral Ham Dinner
	Super 1 Foods	n/i	10-12	whole turkey	49.98	3-5	5	Complete Turkey Dinner
	Whole Foods Pacific NW	n/i	3-4	bone-in turkey breast	69.99	4	4	Turkey Meal for Four
		Diestel	10-12	ABF whole turkey	129.99	8	7	Traditional Holiday Dinner For 8
		Diestel	6-8	ABF whole turkey	89.99	6	6	Intimate Holiday Dinner For 4
		Diestel	10-12	organic whole turkey	149.99	8	7	Traditional Holiday Dinner For 8 With Organic Turkey
		Diestel	6-8	organic whole turkey	99.99	6	6	Intimate Holiday Dinner For 4 with Organic Turkey
		Diestel	10-12	ABF smoked whole turkey	149.99	8	7	Traditional Holiday Dinner For 8 With Smoked Turkey
Wellshire Farms		7	spiral cut ham	129.99	8	7	Spiral Cut Honey Glazed Ham Dinner For 8	
	n/i	4-5	boneless beef rib roast	159.99	8	9	Holiday Feast with Boneless Prime Rib Roast Dinner for 8	
<b>WY</b>	Albertsons Mntn	n/i	10-12	whole turkey	59.99	6-8	5	Our Signature Traditional Oven-Roasted Turkey Dinner
		Jennie-O	3-3.5	bone-in turkey breast	49.99	6-8	4	Turkey Breast Dinner
		n/i	8-10	spiral cut ham	69.99	6-8	4	Spiral Cut Ham Dinner
	King Soopers	Private Selection	10-13	whole turkey	44.99	6	5	Express Turkey Dinner
	Smith's	Prater's	9-11	cajun whole turkey	69.99	6	6	Deluxe Cajun Turkey Dinner
		Private Selection	10-13	whole turkey	69.99	6	6	Deluxe Turkey Dinner
		Private Selection	10-12	smoked whole turkey	69.99	6	6	Deluxe Smoked Turkey Dinner