



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

Easter 2016

Advertised Prices effective through March 27, 2016



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

This report provides a detailed breakdown of supermarket featuring of popular poultry, meat, and shell egg products for the Easter 2016 holiday marketing period. Advertised sale prices are shown by region, state, and supermarket banner and include brand names, prices, and special purchase conditions.

Whole Turkeys

Northeast	4
Southeast	9
Midwest	13
South Central.....	17
Southwest.....	19
Northwest	20

Cured Pork (Hams)

Northeast	22
Southeast	45
Midwest	63
South Central.....	89
Southwest.....	103
Northwest	107

Fresh Pork Roasts

Northeast	115
Southeast	121
Midwest	128
South Central.....	134
Southwest.....	139
Northwest	141

Beef Roasts

Northeast	144
Southeast	154
Midwest	162
South Central.....	170
Southwest.....	175
Northwest	176

Lamb Roasts and Chops

Northeast	180
Southeast	188
Midwest	192
South Central.....	197
Southwest.....	200
Northwest	201

Miscellaneous Poultry

Northeast	203
Southeast	212
Midwest	220
South Central.....	226
Southwest.....	230
Northwest	231

Shell Eggs

Northeast	233
Southeast	242
Midwest	247
South Central.....	254
Southwest.....	260
Northwest	263

Report Notes:

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. In 2016, Easter was on Sunday, March 27.

Sample Size = 30,600 supermarkets.

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

Code Key -

N/I.....	Not identified
BOGO.....	Buy one, get one free
ABF	Antibiotic-free
O.....	USDA Certified Organic
L	Locally Grown (as indicated by the featuring store)
G.....	Grass-Fed
K.....	Kosher

Ham Definitions –

Bone-in/Semi-Boneless	
Whole	the entire ham
Half	half of a whole ham; center slices not removed
Butt.....	upper portion of a whole ham, center slices removed
Shank	lower portion of a whole ham, center slices removed

Lamb Origin Codes -

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

Shell Egg Size Codes -

JB	Jumbo
XL.....	Extra Large
LG.....	Large
MD.....	Medium
SM.....	Small

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U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Prices in \$US per pound unless otherwise noted.

Easter 2016
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	
NORTHEASTERN U.S. - CT,DC,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT													
CT	ACME Markets	Lancaster	1.79										w/ \$25 purchase w/ \$25 purchase; limit 3 local w/ \$400 purchase w/ store card w/ store card
		Shady Brook	1.79										
		Butterball	1.99										
	Adams IGA	Shady Brook	1.99										
	AG New England	Jennie-O		0.69									
	ALDI	Butterball		1.19									
	Big Y	Shady Brook	1.69										
	Bravo	Shady Brook	1.99										
	C-Town	Shady Brook	1.99										
	Key Food	Key		0.99									
		Shady Brook	1.99										
	Kings	Kings								1.99			
	Price Chopper	Shady Brook	1.69										
ShopRite	ShopRite	0.70	free										
	ShopRite	2.19	1.49										
Stop & Shop	Stop & Shop	1.49	0.99										
	Nature's Promise									1.99			
DC	ALDI	Butterball		1.19									
	Giant Food	Giant	1.49	0.99									
		Nature's Promise									1.99		
	Harris Teeter	Harris Teeter	1.69										
		Harris Teeter	1.99										
	Safeway Eastern	Shady Brook	1.79										
Butterball		1.99											
Whole Food MdAt	n/i					3.99				2.69			
DE	ACME Markets	Lancaster	1.79										
		Shady Brook	1.79										
		Butterball	1.99										
	Fresh Grocer	Shady Brook	1.99										
	Giant Food	Giant	1.49	0.99									
		Nature's Promise									1.99		
	Great Valu Markets	Honeysuckle		1.69									
	Harris Teeter	Harris Teeter	1.69										
		Harris Teeter	1.99										
Redner's	Jennie-O		0.98										

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			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	Fresh		
DE <i>(cont)</i>	Safeway Eastern	Shady Brook	1.79										w/ store card	
		Butterball	1.99										w/ store card	
	ShopRite	ShopRite	0.70	free									w/ \$400 purchase	
		ShopRite	2.19	1.49										
MA	Adams IGA	Shady Brook	1.99											
	AG New England	Jennie-O		0.69									w/ \$25 purchase	
		Butterball		1.19										
	Big Y	Shady Brook	1.69											
	C-Town	Shady Brook	1.99											
	Donelan's	Shady Brook	1.49											
	Hannaford	Shady Brook	1.49											
		Shady Brook	1.29											w/ store card
	Market Basket	Shady Brook	1.49											w/o store card
		Jennie-O		1.19										w/ store card
		Jennie-O		1.39										w/o store card
	Price Chopper	Shady Brook	1.69											
	Roche Bros.	Farm Fresh	1.59											w/ store card
		Farm Fresh	2.29											w/o store card
		Plainville Farms								2.99				
	Shaw's	n/i		0.89										
	Star Market	n/i		0.89										
Stop & Shop	Stop & Shop	1.49	0.99										w/ store card	
	Nature's Promise									1.99			w/ store card	
MD	ACME Markets	Lancaster	1.79											
		Shady Brook	1.79											
		Butterball	1.99											
	ALDI	Butterball		1.19										
		Giant Eagle	Giant Eagle	1.89	1.49									
	Giant Food	Honeysuckle	1.99	1.69										
		Giant	1.49	0.99										w/ store card
		Nature's Promise									1.99			w/ store card
	Great Valu Markets	Honeysuckle		1.69										
	Harris Teeter	Harris Teeter	1.69											w/ store card
		Harris Teeter	1.99											w/o store card
	Mars	Shady Brook		0.99										limit 1
		Shady Brook	1.39											
Butterball			1.29										limit 1	

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			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	Fresh		
MD <i>(cont)</i>	Martin's Food	Giant	1.49	0.99									w/ store card	
		Nature's Promise								1.99			w/ store card	
	Redner's	Jennie-O		0.98										
	Safeway Eastern	Shady Brook		1.79										w/ store card
		Butterball		1.99										w/ store card
	Shop'n Save	Honeysuckle												
	Shoppers Food	Shady Brook												
	ShopRite	ShopRite		free										w/ \$400 purchase
	ShopRite		2.19	1.49										
	Whole Food MdAt	n/i					3.99			2.69				
ME	AG New England	Jennie-O		0.69									w/ \$25 purchase	
	Hannaford	Shady Brook	1.49											
	Market Basket	Shady Brook	1.29											w/ store card
		Shady Brook	1.49											w/o store card
		Jennie-O		1.19										w/ store card
		Jennie-O		1.39										w/o store card
Shaw's	n/i		0.89											
NH	AG New England	Jennie-O		0.69									w/ \$25 purchase	
	ALDI	Butterball		1.19										
	Hannaford	Shady Brook	1.49											
	Price Chopper	Shady Brook	1.69											
	Market Basket	Shady Brook	1.29											w/ store card
		Shady Brook	1.49											w/o store card
		Jennie-O		1.19										w/ store card
		Jennie-O		1.39										w/o store card
Shaw's	n/i		0.89											
NJ	ACME Markets	Lancaster	1.79											
		Shady Brook	1.79											
		Butterball	1.99											
	ALDI	Butterball		1.19										
	Bravo	Shady Brook	1.99											
	C-Town	Shady Brook	1.99											
	Fine Fare	Shady Brook	1.99											
	Great Valu Markets	Honeysuckle		1.69										
	Key Food	Key		0.99										w/ \$25 purchase; limit 3
		Shady Brook	1.99											
	Kings	Kings								1.99				local

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			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	Fresh		
NJ <i>(cont)</i>	ShopRite	ShopRite	0.70	free									w/ \$400 purchase	
		ShopRite	2.19	1.49										
	Stop & Shop	Stop & Shop	1.49	0.99										w/ store card
		Nature's Promise								1.99				w/ store card
	Supremo Food	n/i	1.29											
	Thriftway/Shop'nBag	Shady Brook	1.79											< 16 lbs. (hen)
	Western Beef	Butterball	1.69											
Whole Food MdAt	n/i					3.99			2.69					
NY	ACME Markets	Lancaster	1.79											
		Shady Brook	1.79											
		Butterball	1.99											
	ALDI	Butterball		1.19										
	Bravo	Shady Brook	1.99											
	C-Town	Shady Brook	1.99											
	DeCiccio	Shady Brook	1.99											
	Fine Fare	Shady Brook	1.99											
	Hannaford	Shady Brook	1.49											
	Key Food	Key		0.99										w/ \$25 purchase; limit 3
		Shady Brook	1.99											
	Kings	Kings								1.99				local
	King Kullen	Shady Brook	1.69											
	Peck's Market	IGA		1.39										
	Price Chopper	Shady Brook	1.69											
	Shop'n Save	Honeysuckle	1.59											
	ShopRite	ShopRite	0.70	free										w/ \$400 purchase
ShopRite		2.19	1.49											
Stop & Shop	Stop & Shop	1.49	0.99										w/ store card	
	Nature's Promise								1.99				w/ store card	
Tops Market	Jennie-O	1.69												
Western Beef	Butterball	1.69												
PA	ACME Markets	Lancaster	1.79											
		Shady Brook	1.79											
		Butterball	1.99											
	ALDI	Butterball		1.19										
	Bravo	Shady Brook	1.99											
	C-Town	Shady Brook	1.99											
Fine Fare	Shady Brook	1.99												

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			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	Fresh	
PA <i>(cont)</i>	Fresh Grocer	Shady Brook	1.99										
	Giant Eagle	Giant Eagle	1.89	1.49									
		Honeysuckle	1.99	1.69									
	Giant Food Stores	Giant	1.49	0.99									w/ store card
		Nature's Promise								1.99			w/ store card
	Great Valu Markets	Honeysuckle		1.69									
	Karn's	n/i		1.39									> 20 lbs.
	Key Food	Key		0.99									w/ \$25 purchase; limit 3
		Shady Brook	1.99										
	Martin's Food	Giant	1.49	0.99									w/ store card
		Nature's Promise								1.99			w/ store card
	Price Chopper	Shady Brook	1.69										
	Redner's	Jennie-O		0.98									
	Safeway Eastern	Shady Brook	1.79										w/ store card
		Butterball	1.99										w/ store card
	Shop'n Save	Honeysuckle	1.59										
	ShopRite	ShopRite	0.70	free									w/ \$400 purchase
		ShopRite	2.19	1.49									
	ShurSave	Shady Brook	1.79										
	Sparkle	Honeysuckle	1.69										w/ store card
	Honeysuckle	2.29										w/o store card	
Supremo Food	n/i	1.29											
Thriftway/Shop'nBag	Shady Brook	1.79										< 16 lbs. (hen)	
Tops Market	Jennie-O	1.69											
Whole Food MdAt	n/i					3.99				2.69			
RI	Adams IGA	Shady Brook	1.99										
	ALDI	Butterball		1.19									
	Bravo	Shady Brook	1.99										
	Shaw's	n/i		0.89									
	Stop & Shop	Stop & Shop	1.49	0.99									w/ store card
	Nature's Promise								1.99			w/ store card	
VT	AG New England	Jennie-O		0.69									w/ \$25 purchase
	ALDI	Butterball		1.19									
	Hannaford	Shady Brook	1.49										
	Price Chopper	Shady Brook	1.69										
	Shaw's	n/i		0.89									
	Tops Market	Jennie-O	1.69										

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			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	Fresh	
SOUTHEASTERN U.S. - AL,FL,GA,KY,MS,NC,SC,TN,VA,WV													
AL	A&R Supermarkets	Shurfine		1.00									smoked
	ALDI	Butterball		1.19									
	Food for Le\$\$	Butterball		1.57									
		Jennie-O		0.69									
	Greer's Market	Best Choice		0.72									
	Kroger Atlanta	Kroger		1.19									
		Honeysuckle	1.79										
	Publix	Publix		1.19									
		Publix		2.99									
		Sprout's	Sprout's	1.99									
	Whole Foods South	WFM							2.69				
FL	ALDI	Butterball		1.19									w/ store card w/o store card w/ store card w/o store card smoked
	Greer's Market	Best Choice		0.72									
	Harris Teeter	Harris Teeter	1.69										
		Harris Teeter	1.99										
	Harvey's	n/i		0.99									
		n/i		1.69									
	Publix	Publix		1.19									
	Publix		2.99										
GA	ALDI	Butterball		1.19									w/ store card; limit 1 w/ store card; limit 2 w/ store card w/o store card w/ store card w/o store card smoked
	Food City	Butterball		1.49									
		Food City		1.29									
	Harris Teeter	Harris Teeter	1.69										
		Harris Teeter	1.99										
	Harvey's	n/i		0.99									
		n/i		1.69									
	Kroger Atlanta	Kroger		1.19									
		Honeysuckle	1.79										
	Piggly Wiggly Car.	Piggly Wiggly		1.29									
	Publix	Publix		1.19									
		Publix		2.99									
	Sprout's	Sprout's	1.99										
Wayfield's	Honeysuckle		0.79										
	Whole Foods South	WFM							2.69				

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WHOLE TURKEYS

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			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	Fresh	
KY	ALDI	Butterball		1.19									
	Food City	Butterball		1.49									w/ store card; limit 1
	Food City	Butterball		1.29									w/ store card; limit 2
	Food Fair	Butterball		1.59									
	IGA Houchen's	Honeysuckle	1.59										
	Kroger Cincinnati	Private Selection		0.99									w/ store card
	Kroger Cincinnati	Honeysuckle	1.99										w/ store card
	SuperVALU Stores	Farm Fresh		1.49									
	TC Grocery	Best Choice		1.19									
Whole Food MdAt	n/i					3.99				2.69			
MS	ALDI	Butterball		1.19									
	Greer's Market	Best Choice		0.72									
	Whole Foods South	WFM								2.69			
NC	ALDI	Butterball		1.19									
	Farm Fresh	Perdue	1.59										
	Harris Teeter	Harris Teeter	1.69										w/ store card
	Harris Teeter	Harris Teeter	1.99										w/o store card
	Lowe's Foods	Butterball	1.99										w/ store card
	Piggly Wiggly Retail	Butterball		0.99									
	Piggly Wiggly Retail	Jennie-O	1.49										< 16 lbs. (hen)
	Publix	Publix		1.19									
Publix	Publix		2.99									smoked	
Whole Foods South	WFM									2.69			
SC	ALDI	Butterball		1.19									
	Harris Teeter	Harris Teeter	1.69										w/ store card
	Harris Teeter	Harris Teeter	1.99										w/o store card
	Harvey's	n/i		0.99									w/ store card
	Harvey's	n/i		1.69									w/o store card
	Kroger Atlanta	Kroger		1.19									
	Kroger Atlanta	Honeysuckle	1.79										
	Lowe's Foods	Butterball	1.99										w/ store card
	Piggly Wiggly Car.	Piggly Wiggly		1.29									
	Publix	Publix		1.19									
Publix	Publix		2.99									smoked	
Whole Foods South	WFM									2.69			

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			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	Fresh	
TN	ALDI	Butterball		1.19									
	Food City	Butterball		1.49									w/ store card; limit 1
	Food City	Butterball		1.29									w/ store card; limit 2
	Harris Teeter	Harris Teeter	1.69										w/ store card
	Harris Teeter	Harris Teeter	1.99										w/o store card
	IGA Houchen's	Honeysuckle	1.59										
	Publix	Publix		1.19									
	Publix	Publix		2.99									smoked
	Sprout's	Sprout's	1.99										
TC Grocery	Best Choice		1.19										
Whole Foods South	WFM								2.69				
VA	ALDI	Butterball		1.19									
	Farm Fresh	Perdue	1.59										
	Food City	Butterball		1.49									w/ store card; limit 1
	Food City	Butterball		1.29									w/ store card; limit 2
	Giant Food	Giant	1.49	0.99									w/ store card
	Giant Food	Nature's Promise								1.99			w/ store card
	Harris Teeter	Harris Teeter	1.69										w/ store card
	Harris Teeter	Harris Teeter	1.99										w/o store card
	Lowe's Foods	Butterball	1.99										w/ store card
	Martin's Food	Giant	1.49	0.99									w/ store card
	Martin's Food	Nature's Promise								1.99			w/ store card
	Piggly Wiggly Retail	Butterball		0.99									
	Piggly Wiggly Retail	Jennie-O	1.49										< 16 lbs. (hen)
Safeway Eastern	Shady Brook	1.79										w/ store card	
Safeway Eastern	Butterball	1.99										w/ store card	
Shoppers Food	Shady Brook	1.29											
Whole Food MdAt	n/i						3.99		2.69				
WV	ALDI	Butterball		1.19									
	Giant Eagle	Giant Eagle	1.89	1.49									
	Giant Eagle	Honeysuckle	1.99	1.69									
	Kroger Columbus	Honeysuckle	1.69										w/ store card
	Martin's Food	Giant	1.49	0.99									w/ store card
	Riesbeck's	Honeysuckle		1.49									
	Sentry	Jennie-O		1.39									

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			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	Fresh	
WV (cont)	Shop'n Save	Honeysuckle	1.59										
	Sparkle	Honeysuckle	1.69										w/ store card
		Honeysuckle	2.29										w/o store card

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			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	Fresh	
MIDWESTERN U.S. - IA,IL,IN,MI,MN,ND,NE,OH,SD,WI													
IA	Affiliated MW	Shurfine		1.39									
		Jennie-O		1.39									
	ALDI	Butterball		1.19									
	Hometown Foods	Shurfine		1.29									
	Hy-Vee	Hy-Vee		1.39									
	Maynard's	Shurfine		1.39									
	Price Chopper	Best Choice	1.69										
	Schnuck's	Schnuck's		0.99									
		Honeysuckle		0.99									
	Sunshine Foods	Norbest		1.39									
	Shurfine		1.39										
Super Saver	Smoke House		2.68									smoked; local	
IL	ALDI	Butterball		1.19									
	County Market	n/i		0.99									
	Cub Foods	Jennie-O	1.79										
	Dierberg's	Honeysuckle	1.99										
	Fairplay Foods	Butterball	1.99										
	Hy-Vee	Hy-Vee		1.39									
	IGA Houchen's	Honeysuckle	1.59										
	Kroger Central	Honeysuckle	1.49										w/ store card
	Pete's Market	Norbest		1.49									< 20 lbs.
		Norbest		1.69									> 20 lbs.
	Shop & Save Market	Farm Fresh		1.29									
	Schnuck's	Schnuck's		0.99									
		Honeysuckle		0.99									
	Strack & VanTil	Perdue	2.49										
		Norbest		1.19									
Tony's Finer Foods	Perdue	1.99											
Ultra Foods	Perdue	2.49											
	Norbest		1.19										
IN	ALDI	Butterball		1.19									
	Al's Supermarkets	Honeysuckle	1.79										w/ store card
		Honeysuckle	2.29										w/o store card
	IGA Houchen's	Honeysuckle	1.59										
	Jay C	Private Selection		0.99									w/ store card
	Kroger Central	Honeysuckle	1.49										w/ store card

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Prices in \$US per pound unless otherwise noted.

Easter 2016
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 Cincinnati	Private Selection		0.99									w/ store card	
		Honeysuckle	1.99										w/ store card	
	Marsh	Butterball	1.69											
		Martin's Supermarket	Honeysuckle	1.89										w/ store card
	Strack & VanTil	Honeysuckle	2.19											w/o store card
		Perdue	2.49											
	Ultra Foods	Norbest		1.19										
		Perdue	2.49											
Wesselman's	Norbest		1.19											
		Jennie-O		0.99										
MI	ALDI	Butterball		1.19										
	Glory Supermarket	Honeysuckle		0.88									< 16 lbs. (hen); limit 2	
	Hollywood Market	Amish Country	1.99											
	Kroger Central	Honeysuckle	1.49										w/ store card	
	Kroger Columbus	Honeysuckle	1.69										w/ store card	
	Kroger Michigan	Honeysuckle	1.69										w/ store card	
	Martin's Supermarket	Honeysuckle	1.89											w/ store card
		Honeysuckle	2.19											w/o store card
	Polly's Market	Amish Country	1.89											
	Ric's Food Center	Honeysuckle	1.69											
		Shurfine	1.49											
	Schnuck's	Schnuck's		0.99										
Honeysuckle			0.99											
Spartan Stores	Spartan		0.99											
MN	ALDI	Butterball		1.19										
	Cash Wise	Jennie-O	1.78											
	Coborn's	Jennie-O	1.79											
	Cub Foods	Jennie-O	1.79											
	Hornbacher's	Farm Fresh		0.99										
	Hugo's	Honeysuckle	1.78											
	Hy-Vee	Hy-Vee		1.39										
	Maynard's	Shurfine		1.39										
	Rainbow Foods	Jennie-O	1.79											
	Sunshine Foods	Norbest		1.39										
		Shurfine		1.39										
	SuperVALU Stores	Farm Fresh		1.49										
	Teal's Market	Our Family		1.29										

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Easter 2016
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	
ND	Albertsons Mtn	Jennie-O	1.79										w/ store card
	Cash Wise	Jennie-O	1.78										
	Hornbacher's	Farm Fresh		0.99									
	Hugo's	Honeysuckle	1.78										
	SuperVALU Stores	Farm Fresh		1.49									
	Teal's Market	Our Family		1.29									
NE	ALDI	Butterball		1.19									smoked; local
	Hy-Vee	Hy-Vee		1.39									
	Super Saver	Smoke House		2.68									
OH	Acme Fresh Market	Honeysuckle		1.49									w/ store card
		Honeysuckle		1.79									w/o store card
	ALDI	Butterball		1.19									
	Dave's Market	Honeysuckle		0.99									w/ store card
		Honeysuckle		1.69									w/o store card
	Giant Eagle	Giant Eagle	1.89	1.49									
		Honeysuckle	1.99	1.69									
	Kroger Central	Honeysuckle	1.49										w/ store card
		Private Selection		0.99									w/ store card
	Kroger Cincinnati	Honeysuckle	1.99										w/ store card
		Honeysuckle	1.69										w/ store card
	Marsh	Butterball	1.69										
	Riesbeck's	Honeysuckle		1.49									
	Shop'n Save	Honeysuckle	1.59										
	Sparkle	Honeysuckle	1.69										w/ store card
Honeysuckle		2.29										w/o store card	
SuperVALU Stores	Farm Fresh		1.49										
Whole Food MdAt	n/i					3.99				2.69			
SD	Coborn's	Jennie-O	1.79										w/ store card w/o store card
	Hy-Vee	Hy-Vee		1.39									
	IGA Markets	Farm Fresh		1.59									
		Shurfine		1.39									
	Ken's Super Fair	Shurfine		1.69									
		Shurfine		1.39									
	Maynard's	Shurfine		1.39									
	Sunshine Foods	Norbest		1.39									
		Shurfine		1.39									
	SuperVALU Stores	Farm Fresh		1.49									
Teal's Market	Our Family		1.29										

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

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Easter 2016
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	ALDI	Butterball		1.19										
	Hy-Vee	Hy-Vee		1.39										
	Marketplace (WI)	n/i	1.79											
	Pick'n Save/Copps	Butterball		1.19										
	Schnuck's	Schnuck's		0.99										
		Honeysuckle		0.99										
	Sentry Foods	Farm Fresh		1.39										
		Jennie-O		1.39										
	SuperVALU Stores	Farm Fresh		1.59										

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Easter 2016
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	
SOUTH CENTRAL U.S. - AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT													
AR	Albertsons Houston	Honeysuckle		0.99									w/ store card
	ALDI	Butterball		1.19									
	Bill's Fresh Market	Best Choice		0.99									
	Brookshire's	Butterball		1.39									
	G&W Foods	Best Choice	1.78										
	Hays Supermarket	Best Choice	1.68										
	Pyramid Foods	Honeysuckle	1.79	1.17									
	TC Grocery	Best Choice		1.19									
AZ	Albertsons SW	Honeysuckle		0.99									w/ store card
	Safeway Southwest	Honeysuckle		0.99									
	Sprout's	Sprout's	1.99										
CO	Albertsons Mtn	Jennie-O	1.79										w/ store card
	King Soopers	Butterball		0.79									w/ store card
		Kroger		0.79									w/ store card
	Sprout's	Sprout's	1.99										
KS	ALDI	Butterball		1.19									
	Country Mart	Best Choice	1.69										
	G&W Foods	Best Choice	1.78										
	Hen House	n/i	2.29										
	Hy-Vee	Hy-Vee		1.39									
	Price Chopper	Best Choice	1.69										
	Sprout's	Sprout's	1.99										
LA	Albertsons Houston	Honeysuckle		0.99									w/ store card
	Brookshire's	Butterball		1.39									
MO	ALDI	Butterball		1.19									w/ store card
	C&R Market	Shurfine		1.69									
	County Market	n/i		0.99									
	Country Mart	Best Choice	1.69										
	Dierberg's	Honeysuckle	1.99										
	G&W Foods	Best Choice	1.78										
	Hays Supermarket	Best Choice	1.68										
	Hen House	n/i	2.29										
	Hy-Vee	Hy-Vee		1.39									
	Kroger Central	Honeysuckle	1.49										
	Moser's	Best Choice	1.69										

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Easter 2016
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>	Price Chopper	Best Choice	1.69										w/ \$25 purchase; limit 1
	Pyramid Foods	Honeysuckle	1.79	1.17									
	Schnuck's	Schnuck's		0.99									
		Honeysuckle		0.99									
	Sprout's	Sprout's	1.99										
	TC Grocery	Best Choice		1.19									
	Town & Country	Best Choice		0.69									
		Best Choice		1.09									
NM	Albertsons SW	Honeysuckle		0.99									w/ store card w/ store card
	King Soopers	Butterball		0.79									
		Kroger		0.79									
	Sprout's	Sprout's	1.99										
OK	ALDI	Butterball		1.19									
	Country Mart	Best Choice	1.69										
	Pyramid Foods	Honeysuckle	1.79	1.17									
	Sprout's	Sprout's	1.99										
	Warehouse	Best Choice		0.99									
TX	Albertsons SW	Honeysuckle		0.99									w/ store card w/ store card
	Albertsons Houston	Honeysuckle		0.99									
	ALDI	Butterball		1.19									
	Brookshire's	Butterball		1.39									
	Brookshire Bros.	Shady Brook		0.99									
	Foodarama	Jennie-O		0.97									w/ \$10 purchase; limit 1 w/ store card
	Randall's	Honeysuckle		0.99									
	Sprout's	Sprout's	1.99										
	Tom Thumb	Honeysuckle	1.69										w/ store card w/ store card
		Butterball	1.99										
UT	Albertsons Mtn	Jennie-O	1.79										w/ store card w/ store card w/ store card
	King Soopers	Butterball		0.79									
		Kroger		0.79									
	Sprout's	Sprout's	1.99										

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

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Easter 2016
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		
SOUTHWESTERN U.S. - CA,HI,NV														
CA	Albertsons SoCal	n/i				3.99							< 16 lbs. (hen); w/ store card	
	ALDI	Butterball		1.19										
	Holiday Market	Foster Farms	1.98						3.39					
	Jensen's	Diestel								2.99				
	Lucky	Foster Farms	1.99											
	Lunardi's	Diestel								2.99				
	Mar-Val Foods	Foster Farms	1.59											
	Nuggets Market	Diestel								2.99				
	Ralph's	Foster Farms	1.49											
	Ray's Food Place	n/i	1.99	1.49										
	Safeway NorCal	Honeysuckle		1.49										w/ store card
	Save Mart	Honeysuckle		1.39										
		Riverside		1.29										
		Foster Farms	1.99											
Sprout's	Sprout's	1.99												
Stater Bros.	Zacky Farms	1.69												
Superior Grocers	Honeysuckle		1.29											
Vons/Pavilions	n/i				4.99							< 16 lbs. (hen); w/ store card		
HI	Foodland	Foster Farms	2.99										w/ store card	
	KTA Super Store	Norbest		1.49										
	Safeway NorCal	Honeysuckle		1.49										
	Times Supermarket	Butterball	1.99	1.89										
NV	Albertsons SW	Honeysuckle		0.99									w/ store card	
	Safeway NorCal	Honeysuckle		1.49										
	Sprout's	Sprout's	1.99											
	Vons/Pavilions	n/i				4.99						< 16 lbs. (hen); w/ store card		

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Easter 2016
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	
NORTHWESTERN U.S. - AK, ID, MT, OR, WA, WY													
AK	AC Value Center	Butterball	2.78										< 16 lbs. (hen) w/ store card
		Farm Fresh		1.68									
	Alaskan & Proud	n/i		BOGO									
		n/i		1.99									
	Carrs/Safeway Seat	Jennie-O	2.49										
	Fred Meyer	Foster Farms	1.99										
	IGA Hometown Proud	Farm Fresh		1.89									
Meyers Group IGA	Farm Fresh		1.89										
Sea Mart	n/i	1.49											
ID	Albertsons Mtn	Jennie-O	1.79										w/ store card w/ store card
	Fred Meyer	Foster Farms	1.89										
	IGA Markets	Farm Fresh		1.59									
	Rosauer's	n/i	1.59	0.99									
	Safeway Seattle	Jennie-O	1.99										
	Yoke's Fresh Market	n/i	1.57										
MT	Albertsons Mtn	Jennie-O	1.79										w/ store card w/ store card
	IGA Markets	Farm Fresh		1.59									
	Rosauer's	n/i	1.59	0.99									
	Safeway Seattle	Jennie-O	1.99										
	SuperVALU Stores	Farm Fresh		1.49									
	SuperVALU Stores	Farm Fresh		1.49									
OR	Fred Meyer	Foster Farms	1.89										w/ store card w/o store card w/ store card
	IGA Markets	Farm Fresh		1.59									
	IGA Market Fresh	Jennie-O	1.49										
		Jennie-O	2.49										
	Lamb's Market	n/i	1.69										
	McKay's Markets	Norbest	1.79										
		Foster Farms	1.79										
	Ray's Food Place	n/i	1.99	1.49									
	Red Apple/Thriftway	n/i	1.69										
	Rosauer's	n/i	1.59	0.99									
	Roth's	Mary's							2.89				
		Foster Farms								2.29			
	Norbest	1.99							2.29				
Safeway Portland	Jennie-O	1.99											

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Easter 2016
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	Fred Meyer	Foster Farms	1.89										
	IGA Markets	Farm Fresh		1.59									
	IGA Market Fresh	Jennie-O	1.49										w/ store card
		Jennie-O	2.49										w/o store card
	Metropolitan	n/i							2.99				
	Meyers Group IGA	Farm Fresh		1.59									
	Red Apple/Thriftway	n/i	1.69										
	Rosauer's	n/i	1.59	0.99									
	Safeway Portland	Jennie-O	1.99										w/ store card
	Safeway Seattle	Jennie-O	1.99										w/ store card
	The Markets	Jennie-O	1.98										
	Yoke's Fresh Market	n/i	1.57										
	Sunnyvalley			3.49									smoked
WY	Albertsons Mtn	Jennie-O	1.79										w/ store card
	King Soopers	Butterball		0.79									w/ store card
		Kroger		0.79									w/ store card
	IGA Markets	Farm Fresh		1.59									

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

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Easter 2016
CURED PORK

State	Supermarket	Label	Spiral Cut Hams		Bone-in/Semi-Boneless				Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions	
			Bone-in		Whole	Half	Butt	Shank	Whole	Half	1/4	bone-in	bone-in			
			Whole	Half												
NORTHEASTERN U.S. - CT,DC,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT																
CT	ACME Market	Lancaster	1.99		2.49	2.49				2.99						
		Hormel	1.99													
		Cook's					1.29	0.99								limit 1
	Adams IGA	Dietz & Watson								3.99						
		Hatfield								2.99						
		Alexander & Hornung					1.39	1.00					3.69			
	AF Basket	Jamestown	1.49													
		Carando		2.99												
		Triple M	2.99													
	ALDI	Cook's	1.99				1.39	1.29					3.99			
		Sugardale					1.39	1.29								
	Associated	Appleton Farms		1.49			0.99	0.79								
		Appleton Farms	3.49													ABF
	Best Market	Specially Selected	1.79													
		Cook's	1.99				1.19	0.99								w/ \$50 purchase; limit 1
	Big Y	Sugardale					1.19	0.99								w/ \$50 purchase; limit 1
		Cook's	2.49				1.39	1.29								
	Bravo	Cook's					0.98	0.68								
		Carando		2.59												local
		Big Y		1.79	2.28											
		Hatfield			2.69	2.69										
		Budaball			2.69											
	C-Town	Triple M								2.69						
		Cook's	1.99				1.19	0.99								w/ \$50 purchase; limit 1
	Compare Foods	Cook's	1.99				1.19	0.99								w/ \$50 purchase; limit 1
		Sugardale					1.59	1.49								
	Food Bazaar	Sugardale	1.99				1.59	1.49					2.99			
		Cook's					1.59	1.49								
	Geissler's	Carando		1.99												
		Triple M			2.99	2.99										
Alexander & Hornung					1.99											
Highland Park	John Morrell			3.49	3.49			4.99	4.99							
	Highland Park	3.29														
Key Food	Carando		2.69													

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**Easter 2016
CURED PORK**

State	Supermarket	Label	Spiral Cut Hams		Bone-in/Semi-Boneless				Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions	
			Whole	Half	Whole	Half	Butt	Shank	Whole	Half	1/4					
CT <i>(cont)</i>	Key Food <i>(continued)</i>	Cook's					1.19	0.99								w/ \$25 purchase; limit 1
		Cook's		1.99										3.99		
	Kings	Kings			2.99											local
		Carando	2.99													
		McKenzie of VT		4.99												ABF
	Creekstone Farms	Creekstone Farms		4.99												ABF
		Sugardale	1.88				1.09	0.99								
		Prairie Grove	4.99													w/ store card
	Mrs. Green's	Prairie Grove	5.99													w/o store card
		Garrett Valley	4.99													w/ store card
		Garrett Valley	5.99													w/o store card
	Price Chopper	Cook's					1.59	1.19								w/ store card
		Cook's					2.89	2.49								w/o store card
		Cook's	1.29													w/ \$25 purchase
		Cook's	3.99													w/o store card
		Carando	2.99													
		Hormel Cure 81	2.99													
		Alexander & Hornung			2.59	2.79										
		Smithfield	2.99													
	Price Rite	Cook's					0.99	0.89								
	Save-a-Lot	Sugardale	1.69					0.87						2.99		
		Cook's	0.99				0.10	free								w/ \$250 purchase
	ShopRite	Cook's	2.78				1.89	1.79								
		Hatfield							1.20							w/ \$400 purchase
		Hatfield							2.99							
	Stew Leonard's	Stew Leonard's	2.99													local
		Stew's Naked	4.99													local; ABF
	Stop & Shop	Stop & Shop	1.47	1.47			1.19	0.99								w/ store card; limit 2
		Smithfield	1.99													w/ store card; limit 2
		Stop & Shop	3.99						3.49	3.49						w/ store card
		Nature's Promise							4.49	4.49						w/ store card; organic
	Target	Nature's Promise		4.49												w/ store card; ABF
Archer Farms			1.69													
The Fresh Market	n/i	2.99														
Whole Foods NATIntc	Wellshire Farms		6.99												ABF	
	American Homestead		6.99												ABF/Non-GMO	
Whole Foods NE	Wellshire Farms		6.99												ABF	

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**Easter 2016
CURED PORK**

State	Supermarket	Label	Spiral Cut Hams		Bone-in/Semi-Boneless				Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions		
			Whole	Half	Whole	Half	Butt	Shank	Whole	Half	1/4	bone-in	bone-in				
DC	ALDI	Appleton Farms		1.49			0.99	0.79								ABF	
		Appleton Farms	3.49														
		Specially Selected	1.79														
	Giant Food	Giant	1.47	1.47			1.19	0.99									w/ store card; limit 2
		Smithfield	1.99														w/ store card; limit 2
		Giant	3.99							3.49	3.49						w/ store card
	Harris Teeter	Nature's Promise								4.49	4.49						w/ store card; organic
		Nature's Promise		4.49													w/ store card; ABF
		Harris Teeter	1.49	1.49													w/ store card
		Harris Teeter	3.99	3.99													w/o store card
		HT Traders		1.99													w/ store card
		HT Traders		4.29													w/o store card
		Smithfield		2.99													w/ store card
		Smithfield		4.69													w/o store card
	Safeway Eastern	Hormel Cure 81									4.99						w/ store card
		Hormel Cure 81									6.99						w/o store card
		Signature Farms		1.49													w/ store card; limit 2
		Signature Select								3.49							
Smithfield		2.99	2.49	1.39		1.49	1.39									w/ store card	
Save-a-Lot	Sugardale	1.69					0.87						2.99				
Target	Archer Farms		1.69														
Whole Foods MdAt	Niman Ranch		6.99													ABF	
	Wellshire Farms		5.99													ABF	
DE	ACME Market	Lancaster	1.99		2.49	2.49											
		Hormel	1.99														
		Cook's					1.29	0.99									limit 1
	Food Lion	Dietz & Watson								3.99							
		Hatfield								2.99							
		Food Lion	1.47						0.97								w/ store card
		Food Lion	2.49						1.69								w/o store card
		Smithfield							1.29								w/ store card
		Smithfield							1.79								w/o store card
		Sugardale							1.29								w/ store card
	Fresh Grocer	Sugardale							1.79								w/o store card
		Cook's	1.88				0.78	0.68									w/ store card; limit 1
		Cook's	2.49				1.49	1.39						3.99			w/o store card
Hatfield								2.99									

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Prices in \$US per pound unless otherwise noted.

**Easter 2016
CURED PORK**

State	Supermarket	Label	Spiral Cut Hams		Bone-in/Semi-Boneless				Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions	
			Bone-in		Whole	Half	Butt	Shank	Whole	Half	1/4	bone-in	bone-in			
DE <i>(cont)</i>	Giant Food	Giant	1.47	1.47			1.19	0.99								w/ store card; limit 2
		Smithfield	1.99													w/ store card; limit 2
		Giant	3.99							3.49	3.49					w/ store card
		Nature's Promise								4.49	4.49					w/ store card; organic
		Nature's Promise		4.49												w/ store card; ABF
	Great Valu Markets	Sugardale		1.99			1.19	0.99	1.59							
		Berk's							2.99							
		Hatfield							2.99							
		Kunzler							2.99							
	Harris Teeter	Harris Teeter	1.49	1.49												w/ store card
		Harris Teeter	3.99	3.99												w/o store card
		HT Traders		1.99												w/ store card
		HT Traders		4.29												w/o store card
		Smithfield		2.99												w/ store card
		Smithfield		4.69												w/o store card
		Hormel Cure 81									4.99					w/ store card
		Hormel Cure 81									6.99					w/o store card
	Redner's	Redner's							1.78							w/ store card
		Redner's							2.98							w/o store card
		Hormel		1.48												w/ store card
		Hormel		2.98												w/o store card
		Smithfield					1.48	1.48								
		Hatfield										2.98				boneless
	Safeway Eastern	Signature Farms		1.49												w/ store card; limit 2
		Signature Select							3.49							
		Smithfield	2.99	2.49	1.39		1.49	1.39								w/ store card
	Save-a-Lot	Sugardale	1.69					0.87					2.99			
	ShopRite	Cook's	0.99				0.10	free								w/ \$250 purchase
		Cook's	2.78				1.89	1.79								
		Hatfield							1.20							w/ \$400 purchase
	Shurfine	Hatfield							2.99							
		Sugardale		1.99												
		Best Yet 1893							1.99							
Berk's								3.49								
Hatfield								3.49								
Target	Kunzler							3.49								
	Archer Farms		1.69													

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Easter 2016
CURED PORK

State	Supermarket	Label	Spiral Cut Hams		Bone-in/Semi-Boneless				Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions
			Bone-in		Whole	Half	Butt	Shank	Whole	Half	1/4	bone-in	bone-in		
MA	Adams IGA	Alexander & Hornung					1.39	1.00					3.69		
		Jamestown	1.49												
		Carando		2.99											
	AF Basket	Triple M	2.99												
		Cook's	1.99				1.39	1.29					3.99		
	ALDI	Sugardale					1.39	1.29							
		Appleton Farms		1.49			0.99	0.79							
		Appleton Farms	3.49												ABF
	Associated	Specially Selected	1.79												
		Cook's	1.99				1.19	0.99							w/ \$50 purchase; limit 1
	Big Y	Sugardale					1.19	0.99							w/ \$50 purchase; limit 1
		Cook's					0.98	0.68							
		Carando		2.59											local
		Big Y		1.79	2.28										
		Hatfield			2.69	2.69									
	C-Town	Budaball			2.69										
		Triple M							2.69						
		Cook's	1.99				1.19	0.99							w/ \$50 purchase; limit 1
	Compare Foods	Cook's	1.99				1.59	1.49							
		Sugardale					1.59	1.49							
	Crosby's Market	Carando		2.69											
		Jones Dairy							4.99						
		Triple M								3.49					
		Vermont								6.99					
	Donelan's	Carando		1.99											
		Triple M								3.99					
	Food City	Smithfield								4.99					spiral cut
Cook's		2.39				1.29	0.99								
Geissler's	Alexander & Hornung			2.19											
	Carando		1.99												
	Triple M			2.99	2.99										
Hannaford	Alexander & Hornung					1.99									
	Hannaford						0.88	0.66						w/ store card	
	Hannaford						1.91	1.69						w/o store card	
	Hannaford	1.16												w/ store card; limit 2	
	Carando		1.66											w/ store card; limit 2	
	Carando		2.99											w/o store card	

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**Easter 2016
CURED PORK**

State	Supermarket	Label	Spiral Cut Hams		Bone-in/Semi-Boneless				Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions		
			Bone-in		Whole	Half	Butt	Shank	Whole	Half	1/4						
MA <i>(cont)</i>	Hannaford	Taste of Inspirations		2.49												w/ store card; limit 2	
	<i>(continued)</i>	Hormel Cure 81									3.99						
	Market Basket	Carando							2.49							w/ store card; spiral cut	
			Carando						2.99								w/o store card; spiral cut
			Carando		1.49												w/ store card
			Carando		2.59												w/o store card
			Smithfield					0.89	0.79								w/ store card
			Smithfield					1.09	0.99								w/o store card
			Sugardale					0.89	0.79								w/ store card
			Sugardale					1.09	0.99								w/o store card
		Market Basket			1.49												
		Market Basket			2.59												
		Met Foods	Cook's							0.69							w/ \$50 purchase; limit 1
			Cook's	1.99													
		Price Chopper	Cook's					1.59	1.19								w/ store card
			Cook's					2.89	2.49								w/o store card
			Cook's	1.29													w/ \$25 purchase
			Cook's	3.99													w/o store card
			Carando	2.99													
			Hormel Cure 81	2.99													
			Alexander & Hornung			2.59	2.79										
			Smithfield	2.99													
		Price Rite	Cook's					0.99	0.89								
		Roche Bros.	Sugardale	1.29													w/ store card
			Sugardale	3.99													w/o store card
			Morrell							5.99							
			Hummel Bros.							4.99							
			Carando		2.99												
			Alexander & Hornung			2.49		1.29	0.99								
			Berkshire Black	5.99													
			Triple M							3.99							
			Roche Bros.	2.99													
			Roche Bros.Premium		6.99												
	Save-a-Lot	Sugardale	1.69					0.87				2.99					
	Seabra Foods	n/i						0.99									
		Budaball							3.49	3.49							

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**Easter 2016
CURED PORK**

State	Supermarket	Label	Spiral Cut Hams		Bone-in/Semi-Boneless				Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions		
			Whole	Half	Whole	Half	Butt	Shank	Whole	Half	1/4						
MA <i>(cont)</i>	Shaw's	Cook's	1.29				1.19	0.99								w/ \$25 purchase; limit 2	
		Hormel Cure 81	1.29				1.19	0.99								w/ \$25 purchase; limit 2	
	Star Market	Cook's											2.99				
		Cook's	1.29				1.19	0.99								w/ \$25 purchase; limit 2	
		Hormel Cure 81	1.29				1.19	0.99								w/ \$25 purchase; limit 2	
		Cook's											2.99				
	Stop & Shop	Stop & Shop	1.47	1.47			1.19	0.99								w/ store card; limit 2	
		Smithfield	1.99													w/ store card; limit 2	
		Stop & Shop	3.99							3.49	3.49					w/ store card	
		Nature's Promise								4.49	4.49					w/ store card; organic	
	Target	Nature's Promise		4.49												w/ store card; ABF	
		Archer Farms		1.69													
	The Fresh Market	n/i	2.99														
	Trucchi's	Cook's		1.69			1.39	0.99						3.79			
		Carando		1.99						5.29							
		Jones Dairy								4.99							
		Hormel Cure 81															
John Morrell																	
Triple M					2.99												
Wegman's		Wegman's	1.69		1.69												
Whole Foods NATntc	Wellshire Farms		6.99												ABF		
	American Homestead		6.99												ABF/Non-GMO		
MD	ACME Market	Lancaster	1.99		2.49	2.49			2.99								
		Hormel	1.99														
		Cook's					1.29	0.99								limit 1	
		Dietz & Watson							3.99								
	ALDI	Hatfield							2.99								
		Appleton Farms		1.49			0.99	0.79									
		Appleton Farms	3.49													ABF	
	Associated	Specially Selected	1.79														
		Cook's	1.99				1.19	0.99								w/ \$50 purchase; limit 1	
	Food Lion	Sugardale					1.19	0.99								w/ \$50 purchase; limit 1	
		Food Lion	1.47						0.97							w/ store card	
		Food Lion	2.49						1.69							w/o store card	
		Smithfield							1.29							w/ store card	
Smithfield								1.79							w/o store card		

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**Easter 2016
CURED PORK**

State	Supermarket	Label	Spiral Cut Hams		Bone-in/Semi-Boneless				Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions		
			Whole	Half	Whole	Half	Butt	Shank	Whole	Half	1/4						
MD <i>(cont)</i>	Food Lion <i>(continued)</i>	Sugardale						1.29								w/ store card	
		Sugardale						1.79								w/o store card	
	Giant Eagle	Giant Eagle	1.79	1.79	0.99											limit 1	
		Giant Eagle		2.99					1.99	2.29	2.49						
		Sugardale		2.69	1.19				2.49							limit 1	
		Hillshire Farm		3.29													
		Market District			4.49	4.49											
		Giant Food	Giant	1.47	1.47			1.19	0.99							w/ store card; limit 2	
	Graul's Market	Smithfield	1.99													w/ store card; limit 2	
		Giant	3.99						3.49	3.49						w/ store card	
		Nature's Promise							4.49	4.49						w/ store card; organic	
		Nature's Promise		4.49												w/ store card; ABF	
		Kunzler							2.99	2.99							
		Smithfield	2.49				1.99	1.99									
	Great Valu Markets	Sugardale		1.99			1.19	0.99	1.59								
		Berk's							2.99								
		Hatfield							2.99								
		Kunzler							2.99								
		Harris Teeter	Harris Teeter	1.49	1.49												w/ store card
			Harris Teeter	3.99	3.99												w/o store card
			HT Traders		1.99												w/ store card
			HT Traders		4.29												w/o store card
	Smithfield			2.99												w/ store card	
	Smithfield			4.69												w/o store card	
	Mars	Hormel Cure 81								4.99						w/ store card	
		Hormel Cure 81								6.99						w/o store card	
		Sugardale					1.99	1.79								spiral cut	
		Sugardale					1.29	0.99					3.29				
	Martin's Food	Hatfield							2.59								
		Giant	1.29	1.29			0.99	0.79								w/ store card; limit 2	
		Smithfield	1.99													w/ store card; limit 2	
		Berk's							3.49							w/ store card	
		Kunzler							3.49							w/ store card	
Redner's	Giant	3.99													w/ store card		
	Nature's Promise							4.49	4.49						w/ store card; organic		
	Redner's							1.78							w/ store card		
	Redner's							2.98							w/o store card		

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**Easter 2016
CURED PORK**

State	Supermarket	Label	Spiral Cut Hams		Bone-in/Semi-Boneless				Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions	
			Whole	Half	Whole	Half	Butt	Shank	Whole	Half	1/4	bone-in	bone-in			
MD <i>(cont)</i>	Redner's <i>(continued)</i>	Hormel		1.48											w/ store card	
		Hormel		2.98											w/o store card	
		Smithfield					1.48	1.48								
	Safeway Eastern	Hatfield										2.98			boneless	
		Signature Farms		1.49											w/ store card; limit 2	
		Signature Select							3.49							
		Smithfield	2.99	2.49	1.39		1.49	1.39							w/ store card	
		Save-a-Lot	Sugardale	1.69					0.87					2.99		
			Sugardale	1.98	2.18					1.98	2.18	2.79		3.99		w/ store card
		Shop'n Save	Sugardale	2.99						2.99						w/o store card
			Sugardale			0.98										w/ \$25 purchase; limit 1
			Superior							2.29	2.49					
			Hillshire Farm		2.79											
	CB Country Store			3.49												
	Silver Star			3.49	3.49	3.69			3.69	3.89						
	Shoppers Food		Essential Everyday	1.48				0.98	0.98							
			Smithfield					1.18	1.18							
		Smithfield					1.78	1.78							spiral cut	
	ShopRite	Cook's	0.99				0.10	free							w/ \$250 purchase	
		Cook's	2.78				1.89	1.79								
	Shurfine	Hatfield							1.20						w/ \$400 purchase	
		Hatfield							2.99							
		Sugardale		1.49												
		Best Yet 1893							1.99							
		Berk's							3.49							
		Hatfield							3.49							
	Target	Kunzler							3.49							
		Archer Farms		1.69												
	The Fresh Market	n/i	2.99													
	Wegman's	Wegman's	1.69		1.69											
Weis Markets	Weis	1.48		2.88		1.39	1.19	2.99	3.49	3.49				w/ store card		
	John F. Martin							1.98	2.99	2.99				w/ store card		
	Berk's							3.29						w/ store card		
	Hatfield							3.29						w/ store card		
	Kunzler							3.29						w/ store card		
	Smithfield	2.49												w/ store card		

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CURED PORK**

State	Supermarket	Label	Spiral Cut Hams		Bone-in/Semi-Boneless				Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions	
			Whole	Half	Whole	Half	Butt	Shank	Whole	Half	1/4	bone-in	bone-in			
MD <i>(cont)</i>	Weis Markets <i>(continued)</i>	Sugardale n/i	2.49					1.19							w/ store card w/ store card	
	Whole Foods MdAt	Niman Ranch Wellshire Farms		6.99 5.99											ABF ABF	
ME	Food City	Cook's Alexander & Hornung	2.39		2.19		1.29	0.99								
	Hannaford	Hannaford Hannaford Hannaford Carando Carando Taste of Inspirations Hormel Cure 81					0.88 1.91	0.66 1.69							w/ store card w/o store card w/ store card; limit 2 w/ store card; limit 2 w/o store card w/ store card; limit 2	
	Market Basket	Carando Carando Carando Carando Smithfield Smithfield Sugardale Sugardale Market Basket Market Basket	1.16	1.66 2.99 2.49					2.49 2.99	3.99					w/ store card; spiral cut w/o store card; spiral cut w/ store card w/o store card w/ store card w/o store card w/ store card w/o store card	
	Save-a-Lot	Sugardale	1.69					0.87					2.99			
	Shaw's	Cook's Hormel Cure 81 Cook's	1.29 1.29				1.19 1.19	0.99 0.99					2.99		w/ \$25 purchase; limit 2 w/ \$25 purchase; limit 2	
	Target	Archer Farms		1.69												
	Whole Foods NATIntc	Wellshire Farms American Homestead		6.99 6.99											ABF ABF/Non-GMO	
	NH	ALDI	Appleton Farms Appleton Farms Specially Selected		1.49			0.99	0.79							ABF
		Hannaford	Hannaford Hannaford Hannaford Carando					0.88 1.91	0.66 1.69							w/ store card w/o store card w/ store card; limit 2 w/ store card; limit 2
				1.16												
					1.66											

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Easter 2016
CURED PORK

State	Supermarket	Label	Spiral Cut Hams		Bone-in/Semi-Boneless				Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions
			Whole	Half	Whole	Half	Butt	Shank	Whole	Half	1/4	bone-in	bone-in		
NH <i>(cont)</i>	Hannaford <i>(continued)</i>	Carando		2.99											w/o store card
		Taste of Inspirations		2.49											w/ store card; limit 2
	Market Basket	Carando							2.49						w/ store card; spiral cut
		Carando							2.99						w/o store card; spiral cut
		Carando		1.49											w/ store card
		Carando		2.59											w/o store card
		Smithfield					0.89	0.79							w/ store card
		Smithfield					1.09	0.99							w/o store card
		Sugardale					0.89	0.79							w/ store card
		Sugardale					1.09	0.99							w/o store card
		Market Basket		1.49											
		Market Basket		2.59											
		Price Chopper	Cook's					1.59	1.19						
	Cook's						2.89	2.49							w/o store card
	Cook's		1.29												w/ \$25 purchase
	Cook's		3.99												w/o store card
	Carando		2.99												
	Hormel Cure 81		2.99												
	Alexander & Hornung				2.59	2.79									
	Save-a-Lot	Smithfield	2.99												
		Sugardale	1.69										2.99		
	Shaw's	Cook's	1.29				1.19	0.99							w/ \$25 purchase; limit 2
		Hormel Cure 81	1.29				1.19	0.99							w/ \$25 purchase; limit 2
Target	Cook's											2.99			
	Archer Farms		1.69												
The Fresh Market	n/i	2.99													
Whole Foods NATlntc	Wellshire Farms		6.99											ABF	
	American Homestead		6.99											ABF/Non-GMO	
NJ	ACME Market	Lancaster	1.99		2.49	2.49			2.99						
		Hormel	1.99												
		Cook's					1.29	0.99							limit 1
	ALDI	Dietz & Watson							3.99						
		Hatfield							2.99						
		Appleton Farms		1.49			0.99	0.79							
		Appleton Farms	3.49												ABF
	Specialty Selected	1.79													

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CURED PORK

State	Supermarket	Label	Spiral Cut Hams		Bone-in/Semi-Boneless				Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions		
			Whole	Half	Whole	Half	Butt	Shank	Whole	Half	1/4	bone-in	bone-in				
NJ <i>(cont)</i>	Associated	Cook's	1.99				1.19	0.99								w/ \$50 purchase; limit 1	
		Sugardale					1.19	0.99								w/ \$50 purchase; limit 1	
	Best Market	Cook's	2.49														
		Alexander & Hornung					1.39	1.29									
	Bravo	Cook's	1.99				1.19	0.99								w/ \$50 purchase; limit 1	
	C-Town	Cook's	1.99				1.19	0.99								w/ \$50 purchase; limit 1	
	Compare Foods	Cook's	1.99				1.59	1.49									
		Sugardale					1.59	1.49									
	Fine Fare	Cook's	2.39				1.19	0.99									
		Sugardale					1.19	0.99									
		Hatfield									3.99						
	Food Bazaar	Sugardale	1.99				1.59	1.49					2.99				
	Foodtown	Smithfield	2.49														limit 1
		Hatfield							2.99	3.49	3.49						
	Great Valu Markets	Sugardale		1.99			1.19	0.99	1.59								
		Berk's							2.99								
		Hatfield							2.99								
		Kunzler							2.99								
	Key Food	Carando		2.69													
		Cook's					1.19	0.99									w/ \$25 purchase; limit 1
	Kings	Cook's		1.99										3.99			
		Kings				2.99											local
		Carando	2.99														
		McKenzie of VT															ABF
	Creekstone Farms																ABF
		McCaffrey's	3.49														
	Met Foods	Cook's															w/ \$50 purchase; limit 1
		Cook's	1.99														
	Morton Williams	n/i					1.99	1.89									
	Mrs. Green's	Prairie Grove	4.99														w/ store card
		Prairie Grove	5.99														w/o store card
		Garrett Valley	4.99														w/ store card
		Garrett Valley	5.99														w/o store card
Pioneer	Cook's	1.99						1.09	0.99								
	Sugardale							1.09	0.99								
	Sugardale Prestige							1.89	1.99								
Price Rite	Cook's						0.99	0.89									

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Easter 2016
CURED PORK

State	Supermarket	Label	Spiral Cut Hams		Bone-in/Semi-Boneless				Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions
			Bone-in		Whole	Half	Butt	Shank	Whole	Half	1/4	bone-in	bone-in		
			Whole	Half											
NJ <i>(cont)</i>	Save-a-Lot	Sugardale	1.69					0.87					2.99		
	Seabra Foods	n/i						0.99							
		Budaball								3.49	3.49				
	ShopRite	Cook's	0.99				0.10	free							w/ \$250 purchase
		Cook's	2.78					1.89	1.79						
		Hatfield								1.20					w/ \$400 purchase
		Hatfield								2.99					
	Stop & Shop	Stop & Shop	1.47	1.47			1.19	0.99							w/ store card; limit 2
		Smithfield	1.99												w/ store card; limit 2
		Stop & Shop	3.99							3.49	3.49				w/ store card
		Nature's Promise								4.49	4.49				w/ store card; organic
		Nature's Promise		4.49											w/ store card; ABF
	Supremo Foods	n/i					1.39	1.39							
	Target	Archer Farms		1.69											
	The Fresh Market	n/i	2.99												
	Thriftway/Shop'nBag	Hatfield								1.99					w/ \$25 purchase; limit 1
		Hatfield								2.99					
		Berk's								1.99					w/ \$25 purchase; limit 1
		Berk's								2.99					
		Cook's	2.59										3.99		
		Hormel		1.99											
	Top Tomato	Carando	2.89												
	Uncle Giuseppe's	Hormel	3.99												
	Wegman's	Wegman's	1.69			1.69									
	Weis Markets	Weis	1.48			2.88		1.39	1.19	2.99	3.49	3.49			w/ store card
		John F. Martin								1.98	2.99	2.99			w/ store card
		Berk's								3.29					w/ store card
		Hatfield								3.29					w/ store card
		Kunzler								3.29					w/ store card
		Smithfield	2.49												w/ store card
	Sugardale	2.49												w/ store card	
	n/i							1.19						w/ store card	
Western Beef	Vernon Manor	1.99													
	Cook's							1.99							
Whole Foods MdAt	Niman Ranch		6.99											ABF	
	Wellshire Farms		5.99											ABF	
Whole Foods NE	Wellshire Farms		6.99											ABF	

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Prices in \$US per pound unless otherwise noted.

Easter 2016
CURED PORK

State	Supermarket	Label	Spiral Cut Hams		Bone-in/Semi-Boneless				Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions	
			Bone-in		Whole	Half	Butt	Shank	Whole	Half	1/4	bone-in	bone-in			
			Whole	Half												
NY	ACME Market	Lancaster	1.99		2.49	2.49			2.99							
		Hormel	1.99													
		Cook's					1.29	0.99								limit 1
		Dietz & Watson								3.99						
		Hatfield								2.99						
	AF Basket	Cook's	1.99				1.39	1.29						3.99		
		Sugardale					1.39	1.29								
	ALDI	Appleton Farms		1.49			0.99	0.79								
		Appleton Farms	3.49													ABF
		Specially Selected	1.79													
	Associated	Cook's	1.99				1.19	0.99								w/ \$50 purchase; limit 1
		Sugardale					1.19	0.99								w/ \$50 purchase; limit 1
	Best Market	Cook's	2.49													
	Big M Supermarkets	Alexander & Hornung					1.39	1.29								
		Superior							1.79							
		Sugardale	1.79			1.69										
	Bravo	Cook's	1.99				1.19	0.99								w/ \$50 purchase; limit 1
	C-Town	Cook's	1.99				1.19	0.99								w/ \$50 purchase; limit 1
	Compare Foods	Cook's	1.99				1.59	1.49								
		Sugardale					1.59	1.49								
	D'Agostino's	Cook's	2.99													
	DeCiccio	Cook's	2.69				1.79	1.59								
	Fairway Foods	Hormel	2.99													
	Fine Fare	Cook's	2.39				1.19	0.99								
		Sugardale					1.19	0.99								
		Hatfield									3.99					
	Food Bazaar	Sugardale	1.99				1.59	1.49					2.99			
	Foodtown	Smithfield	2.49													limit 1
		Hatfield							2.99	3.49	3.49					
	Giunta's	Carando		2.99												
		Cook's					2.19	1.99								
	Great American	Sugardale	1.79				1.29	0.89								
Cook's						1.29	0.89									
Alexander & Hornung		1.79			1.79								3.99			
Gristede's	Cumberland Gap				1.79											
	Cook's					2.49	2.49									

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**Easter 2016
CURED PORK**

State	Supermarket	Label	Spiral Cut Hams		Bone-in/Semi-Boneless				Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions
			Bone-in		Whole	Half	Butt	Shank	Whole	Half	1/4	bone-in	bone-in		
NY <i>(cont)</i>	Hannafood	Hannafood					0.88	0.66							w/ store card
		Hannafood					1.91	1.69							w/o store card
		Hannafood	1.16												w/ store card; limit 2
		Carando		1.66											w/ store card; limit 2
		Carando		2.99											w/o store card
		Taste of Inspirations		2.49											w/ store card; limit 2
		Hormel Cure 81													
	Key Food	Carando		2.69							3.99				
		Cook's					1.19	0.99							w/ \$25 purchase; limit 1
		Cook's		1.99									3.99		
	King Kullen	Smithfield	1.69				1.59	1.39							
	Kings	Kings				2.99									local
		Carando	2.99												
		McKenzie of VT		4.99											ABF
	Met Foods	Creekstone Farms		4.99											ABF
		Cook's						0.69							w/ \$50 purchase; limit 1
		Cook's	1.99												
	Morton Williams	n/i					1.99	1.89							
	Mrs. Green's	Prairie Grove	4.99												w/ store card
		Prairie Grove	5.99												w/o store card
		Garrett Valley	4.99												w/ store card
		Garrett Valley	5.99												w/o store card
	North Shore Farms	n/i													
	Peck's Market	Cook's					1.59	1.59							
		Alexander & Hornung				1.99	1.19	0.99							
	Pioneer	Budaball							2.79	2.99					
		Cook's	1.99				1.09	0.99							
	Price Chopper	Sugardale					1.09	0.99							
		Sugardale Prestige					1.89	1.99							
		Cook's					1.59	1.19							w/ store card
		Cook's					2.89	2.49							w/o store card
		Cook's	1.29												w/ \$25 purchase
Cook's		3.99												w/o store card	
Carando		2.99													
Hormel Cure 81		2.99													
Alexander & Hornung				2.59	2.79										
Smithfield	2.99														

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**Easter 2016
CURED PORK**

State	Supermarket	Label	Spiral Cut Hams		Bone-in/Semi-Boneless				Boneless			Smoked Picnic bone-in	Ham Steak bone-in	Country Ham	Conditions		
			Bone-in Whole	Bone-in Half	Whole	Half	Butt	Shank	Whole	Half	1/4						
NY <i>(cont)</i>	Price Rite	Cook's					0.99	0.89									
	Save-a-Lot	Sugardale	1.69					0.87					2.99				
	Shop'n Save	Sugardale	1.98	2.18						1.98	2.18	2.79		3.99		w/ store card	
		Sugardale	2.99							2.99						w/o store card	
		Sugardale			0.98											w/ \$25 purchase; limit 1	
		Superior								2.29	2.49						
		Hillshire Farm		2.79													
		CB Country Store		3.49													
		Silver Star		3.49	3.49	3.69				3.69	3.89						
	ShopRite	Cook's	0.99				0.10	free								w/ \$250 purchase	
		Cook's	2.78				1.89	1.79									
		Hatfield							1.20							w/ \$400 purchase	
		Hatfield							2.99								
	Stew Leonard's	Stew Leonard's	2.99													local	
		Stew's Naked	4.99													local; ABF	
	Stop & Shop	Stop & Shop	1.47	1.47			1.19	0.99								w/ store card; limit 2	
		Smithfield	1.99													w/ store card; limit 2	
		Stop & Shop	3.99							3.49	3.49					w/ store card	
		Nature's Promise								4.49	4.49					w/ store card; organic	
		Nature's Promise		4.49												w/ store card; ABF	
	Target	Archer Farms		1.69													
	The Fresh Market	n/i	2.99														
	Tops Markets	Sugardale			1.69		1.69	1.69									
		Smithfield	1.88														
		Smithfield Premium	3.49														
		Tops	2.68							2.49	2.69						
		Sahlen's			3.99												
		Smith's			3.99												
		Sugardale			1.69	1.69											
		Carando	2.89														
Cook's						1.39	1.29						3.99				
Trade Fair	Hormel	3.99															
Uncle Giuseppe's	Wegman's	1.69		1.69													
Wegman's	Wegman's	1.69		1.69													
	Weis	1.48		2.88		1.39	1.19	2.99	3.49	3.49					w/ store card		
	John F. Martin							1.98	2.99	2.99					w/ store card		
	Berk's							3.29							w/ store card		
Weis Markets	Hatfield							3.29							w/ store card		

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**Easter 2016
CURED PORK**

State	Supermarket	Label	Spiral Cut Hams		Bone-in/Semi-Boneless				Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions		
			Bone-in	Bone-in	Whole	Half	Butt	Shank	Whole	Half	1/4	bone-in	bone-in				
NY <i>(cont)</i>	Weis Markets <i>(continued)</i>	Kunzler								3.29						w/ store card	
		Smithfield	2.49													w/ store card	
		Sugardale	2.49													w/ store card	
		n/i						1.19								w/ store card	
		Western Beef	Vernon Manor	1.99													
		Cook's							1.99								
	Whole Foods NE	Wellshire Farms		6.99												ABF	
PA	ACME Market	Lancaster	1.99		2.49	2.49				2.99							
		Hormel	1.99														
		Cook's					1.29	0.99									limit 1
		Dietz & Watson								3.99							
		Hatfield								2.99							
	ALDI	Appleton Farms		1.49				0.99	0.79								
		Appleton Farms	3.49														ABF
	Associated	Specially Selected	1.79														
		Cook's	1.99					1.19	0.99								w/ \$50 purchase; limit 1
	Big M Supermarkets	Sugardale															w/ \$50 purchase; limit 1
		Superior								1.79							
	Boyer Food Market	Sugardale	1.79				1.69										
		Sugardale		1.47													w/ \$25 purchase
	Hazle Park	Sugardale		1.97													w/ \$25 purchase
		Hazle Park		2.47													
	Hatfield									2.47							
		Berk's								2.47							
	Kunzler									2.47							
		Cook's	1.99					1.19	0.99								w/ \$50 purchase; limit 1
	C-Town	Cook's	1.99					1.19	0.99								w/ \$50 purchase; limit 1
		John F. Martin			1.98						1.88						
	Sugardale			1.98													
		Kunzler									2.68						
	Best Yet									1.98							
Cook's		2.39					1.19	0.99									
Sugardale							1.19	0.99									
	Hatfield										3.99						
Food Lion	Food Lion	1.47														w/ store card	
	Food Lion	2.49														w/o store card	

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**Easter 2016
CURED PORK**

State	Supermarket	Label	Spiral Cut Hams		Bone-in/Semi-Boneless				Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions
			Whole	Half	Whole	Half	Butt	Shank	Whole	Half	1/4				
PA <i>(cont)</i>	Food Lion <i>(continued)</i>	Smithfield						1.29							w/ store card
		Smithfield						1.79							w/o store card
		Sugardale						1.29							w/ store card
		Sugardale						1.79							w/o store card
	Foodland	Sugardale			0.99										w/ \$20 purchase; limit 1
		Sugardale	1.99	1.99					1.98	1.98				3.99	
	Foodtown	Smithfield	2.49												limit 1
		Hatfield							2.99	3.49	3.49				
	Fresh Grocer	Cook's	1.88					0.78	0.68						w/ store card; limit 1
		Cook's	2.49					1.49	1.39					3.99	w/o store card
	Giant Eagle	Hatfield							2.99						
		Giant Eagle	1.79	1.79	0.99										limit 1
	Giant Food Stores	Giant Eagle		2.99					1.99	2.29	2.49				
		Sugardale		2.69	1.19				2.49						limit 1
		Hillshire Farm		3.29											
		Market District			4.49	4.49									
		Giant	1.29	1.29			0.99	0.79							w/ store card; limit 2
		Smithfield	1.99												w/ store card; limit 2
	Great Valu Markets	Berk's							3.49						w/ store card
		Kunzler							3.49						w/ store card
		Giant	3.99												
		Nature's Promise							4.49	4.49					organic
		Sugardale		1.99			1.19	0.99	1.59						
	Grocery Outlet	Berk's							2.99						
		Hatfield							2.99						
		Kunzler							2.99						
	IGA SpartanNash	Smithfield		1.59											
		Jamestown		1.59											
	Karn's	John Morrell		1.99											
		IGA					1.19	0.99							
	Karn's	Cumberland Gap							1.99	2.29					
		Smithfield	2.79		2.19										
		Karn's			2.69				2.89						
Kunzler		3.29						3.19							
Berk's								3.19							
	Kessler's							3.19							

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**Easter 2016
CURED PORK**

State	Supermarket	Label	Spiral Cut Hams		Bone-in/Semi-Boneless				Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions		
			Bone-in		Whole	Half	Butt	Shank	Whole	Half	1/4						
			Whole	Half								bone-in	bone-in				
PA <i>(cont)</i>	Key Food	Carando		2.69													
		Cook's					1.19	0.99								w/ \$25 purchase; limit 1	
	Cook's		1.99										3.99				
	Kuhn's	Sugardale				0.99											w/ \$25 purchase; limit 1
		Sugardale		2.29					1.99	2.19	2.79						
		Silver Star		2.99	3.49	3.69											
		Hillshire Farm		2.99													
		Kuhn's		3.49													
		Amish Country		1.99													
		Martin's Food	Giant	1.29	1.29			0.99	0.79								w/ store card; limit 2
		Smithfield	1.99														w/ store card; limit 2
		Berk's							3.49								w/ store card
		Kunzler							3.49								w/ store card
		Giant	3.99														w/ store card
		Nature's Promise							4.49	4.49							w/ store card; organic
	McCaffrey's	McCaffrey's	3.49														
	Pioneer	Cook's	1.99					1.09	0.99								
		Sugardale						1.09	0.99								
	Price Chopper	Sugardale Prestige						1.89	1.99								
		Cook's						1.59	1.19								w/ store card
		Cook's						2.89	2.49								w/o store card
		Cook's	1.29														w/ \$25 purchase
		Cook's	3.99														w/o store card
		Carando	2.99														
		Hormel Cure 81	2.99														
		Alexander & Hornung			2.59	2.79											
	Price Rite	Smithfield	2.99														
		Cook's					0.99	0.89									
		Redner's							1.78								w/ store card
		Redner's							2.98								w/o store card
		Hormel		1.48													w/ store card
		Hormel		2.98													w/o store card
		Smithfield					1.48	1.48									
	Safeway Eastern	Hatfield											2.98				boneless
Signature Farms			1.49													w/ store card; limit 2	
Signature Select								3.49									
Smithfield		2.99	2.49	1.39		1.49	1.39									w/ store card	

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CURED PORK**

State	Supermarket	Label	Spiral Cut Hams		Bone-in/Semi-Boneless				Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions
			Whole	Half	Whole	Half	Butt	Shank	Whole	Half	1/4	bone-in	bone-in		
PA <i>(cont)</i>	Save-a-Lot	Sugardale	1.69					0.87					2.99		
	Shop'n Save	Sugardale	1.98	2.18					1.98	2.18	2.79		3.99		w/ store card
		Sugardale	2.99						2.99						w/o store card
		Sugardale			0.98										w/ \$25 purchase; limit 1
		Superior							2.29	2.49					
		Hillshire Farm		2.79											
		CB Country Store		3.49											
		Silver Star		3.49	3.49	3.69			3.69	3.89					
	ShopRite	Cook's	0.99				0.10	free							w/ \$250 purchase
		Cook's	2.78				1.89	1.79							
		Hatfield							1.20						w/ \$400 purchase
	Shurfine	Hatfield							2.99						
		Sugardale		1.49											
		Best Yet 1893							1.99						
		Berk's							3.49						
		Hatfield							3.49						
	ShurSave	Kunzler							3.49						
		Hatfield		2.99	1.99	1.99			2.49	2.99	3.49				
		Kunzler							2.49						
		Sugardale		1.99			1.59	1.19					3.99		
		Best Yet 1893							1.49						w/ \$25 purchase; limit 1
	Sparkle	Best Yet 1893							1.99	2.49	2.99				
		Sahlen's							3.99						
		Sparkle							1.39						w/ store card; limit 1
		Sparkle							2.39						w/o store card
		Sugardale		1.99											w/ store card
		Sugardale		2.69											w/o store card
		Hillshire Farm		3.29											
		Kentucky Legend							4.99						
	Supremo Foods	n/i					1.39	1.39							
	Target	Archer Farms		1.69											
	The Fresh Market	n/i	2.99												
	Thorne's Market	Sugardale			1.99	2.09	0.87	0.77					3.99		
Sugardale								2.39						spiral cut	
Superior								2.29	2.39	2.69					
Thriftway/Shop'nBag	Hatfield							1.99						w/ \$25 purchase; limit 1	
	Hatfield							2.99							

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**Easter 2016
CURED PORK**

State	Supermarket	Label	Spiral Cut Hams		Bone-in/Semi-Boneless				Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions		
			Whole	Half	Whole	Half	Butt	Shank	Whole	Half	1/4						
PA <i>(cont)</i>	Thriftway/Shop'nBag <i>(continued)</i>	Berk's							1.99							w/ \$25 purchase; limit 1	
		Berk's							2.99								
	Tops Markets	Cook's	2.59											3.99			
		Hormel		1.99													
		Sugardale			1.69		1.69	1.69									
		Smithfield	1.88														
		Smithfield Premium	3.49														
		Tops	2.68						2.49	2.69							
		Sahlen's					3.99										
		Smith's					3.99										
		Sugardale				1.69	1.69										
		Wegman's	Wegman's	1.69				1.69									
	Weis Markets	Weis	1.48						2.99	3.49	3.49						w/ store card
		John F. Martin							1.98	2.99	2.99						w/ store card
		Berk's							3.29								w/ store card
		Hatfield							3.29								w/ store card
		Kunzler							3.29								w/ store card
		Smithfield	2.49														w/ store card
Sugardale		2.49													w/ store card		
n/i															w/ store card		
Whole Foods MdAt	Niman Ranch		6.99												ABF		
	Wellshire Farms		5.99												ABF		
RI	Adams IGA	Alexander & Hornung						1.39	1.00					3.69			
		Jamestown	1.49														
		Carando		2.99													
	ALDI	Triple M	2.99														
		Appleton Farms		1.49			0.99	0.79								ABF	
		Appleton Farms	3.49														
	Associated	Specially Selected	1.79														
		Cook's	1.99				1.19	0.99								w/ \$50 purchase; limit 1	
	Bravo	Sugardale					1.19	0.99								w/ \$50 purchase; limit 1	
		Cook's	1.99				1.19	0.99								w/ \$50 purchase; limit 1	
	Compare Foods	Cook's	1.99				1.59	1.49									
		Sugardale					1.59	1.49									
Dave's Marketplace	Cook's		1.99														
	Carando		2.99														
	Triple M		3.99					3.99									

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CURED PORK**

State	Supermarket	Label	Spiral Cut Hams		Bone-in/Semi-Boneless				Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions		
			Whole	Half	Whole	Half	Butt	Shank	Whole	Half	1/4	bone-in	bone-in				
RI <i>(cont)</i>	Price Rite	Cook's					0.99	0.89									
	Save-a-Lot	Sugardale	1.69										2.99				
	Seabra Foods	n/i															
		Budaball							3.49	3.49							
	Shaw's	Cook's	1.29				1.19	0.99								w/ \$25 purchase; limit 2	
		Hormel Cure 81	1.29				1.19	0.99									w/ \$25 purchase; limit 2
		Cook's											2.99				
	Stop & Shop	Stop & Shop	1.47	1.47			1.19	0.99									w/ store card; limit 2
		Smithfield	1.99														w/ store card; limit 2
		Stop & Shop	3.99						3.49	3.49							w/ store card
		Nature's Promise							4.49	4.49							w/ store card; organic
	Nature's Promise		4.49													w/ store card; ABF	
Target	Archer Farms		1.69														
Whole Foods NATntc	Wellshire Farms		6.99													ABF	
	American Homestead		6.99													ABF/Non-GMO	
VT	ALDI	Appleton Farms		1.49			0.99	0.79									
		Appleton Farms	3.49														ABF
		Specially Selected	1.79														
	Food City	Cook's	2.39				1.29	0.99									
		Alexander & Hornung			2.19												
	Hannaford	Hannaford					0.88	0.66									w/ store card
		Hannaford					1.91	1.69									w/o store card
		Hannaford	1.16														w/ store card; limit 2
		Carando		1.66													w/ store card; limit 2
		Carando		2.99													w/o store card
		Taste of Inspirations		2.49													w/ store card; limit 2
		Hormel Cure 81									3.99						
	Price Chopper	Cook's					1.59	1.19									w/ store card
		Cook's					2.89	2.49									w/o store card
		Cook's	1.29														w/ \$25 purchase
		Cook's	3.99														w/o store card
		Carando	2.99														
	Hormel Cure 81	2.99															
	Alexander & Hornung			2.59	2.79												
	Smithfield	2.99															

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Prices in \$US per pound unless otherwise noted.

Easter 2016
CURED PORK

State	Supermarket	Label	Spiral Cut Hams		Bone-in/Semi-Boneless				Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions	
			Bone-in		Whole	Half	Butt	Shank	Whole	Half	1/4	bone-in	bone-in			
VT (cont)	Shaw's	Cook's	1.29				1.19	0.99								w/ \$25 purchase; limit 2
		Hormel Cure 81	1.29				1.19	0.99								w/ \$25 purchase; limit 2
	Tops Markets	Cook's												2.99		
		Sugardale			1.69		1.69	1.69								
		Smithfield	1.88													
		Smithfield Premium	3.49													
		Tops	2.68						2.49	2.69						
		Sahlen's			3.99											
		Smith's			3.99											
Sugardale			1.69	1.69												

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Easter 2016
CURED PORK

State	Supermarket	Label	Spiral Cut Hams		Bone-in/Semi-Boneless				Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions	
			Bone-in		Whole	Half	Butt	Shank	Whole	Half	1/4	bone-in	bone-in			
			Whole	Half												
SOUTHEASTERN U.S. - AL,FL,GA,KY,MS,NC,SC,TN,VA,WV																
AL	A&R Supermarkets	Sugardale					0.95									
		Mariah							1.88							
		Fieldstone			0.98											
		Gwaltney	2.39													
	ALDI	Appleton Farms		1.49			0.99	0.79								ABF
		Appleton Farms	3.49													
		Specially Selected	1.79													
	Cash Saver	Kentucky Legend							2.68							
		Cook's					0.98	0.98								
	Dollar General Market	Kentucky Legend								4.45						
		Smithfield		1.85												limit 1
	Food for Le\$\$	Jamestown						0.95								
	Food Giant	Cook's						0.98								
		Best Choice	1.78	1.78												
	Greer's Market	Carolina Pride					1.36	1.26								
		Hormel		1.81												
		Kretschmar								2.72						
	Hometown Markets	n/i									0.99					
	Ingle's Markets	Smithfield		1.78												w/ store card; limit 2
		Smithfield		2.98				1.88								w/o store card
		Smithfield						1.28								w/ store card
		Hormel Cure 81								3.98	3.98					w/ store card
		Hormel Cure 81								5.68	5.68					w/o store card
	Kroger Atlanta	Smithfield						0.99								w/ store card
		Kroger	1.79													w/ store card
	Kroger Nashville	Private Selection		1.69												w/ store card; limit 1
		Cook's					0.99	0.99								w/ store card; limit 1
		Kentucky Legend							2.99							w/ store card
		Cumberland Gap			1.39											w/ store card
	Lucky's	Cook's						1.19								
		Best Choice	1.99													
		Kentucky Legend								3.29						
	Piggly Wiggly HAC	Best Choice		1.69												w/ store card
		Best Choice		2.99												w/o store card
		Cook's					1.19	0.99					3.49			w/ store card
		Cook's					2.69	2.49								w/o store card

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

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Easter 2016
CURED PORK

State	Supermarket	Label	Spiral Cut Hams		Bone-in/Semi-Boneless				Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions	
			Bone-in		Whole	Half	Butt	Shank	Whole	Half	1/4	bone-in	bone-in			
AL <i>(cont)</i>	Piggly Wiggly Hchn's	Cook's					1.18	0.98								
		Sugar Tree	1.78													
		Kentucky Legend									3.98					
		Carolina Pride									2.98					
		Jamestown											0.98			
	Piggly Wiggly Inc.	Cook's					1.59	1.29								
		John Morrell		1.99												
	Piggly Wiggly JTM	Sugardale					1.49	1.19								
		n/i	2.59													
	Publix	Publix		2.69	1.69	1.69										w/ store card
		Publix		3.59	2.99	2.99										w/o store card
		Publix								4.99						spiral cut
	Ramey's Marketplace	Cook's					1.38	0.99					2.98			
	Rouses	Sugardale		1.57				0.99						3.29		limit 2
	Save-a-Lot	Sugardale	1.69					0.87						2.99		
	Shop Rite	Royal										1.39				
	Sprout's	Old Tyme	1.79													
	Target	Archer Farms		1.69												
	The Fresh Market	n/i	2.99													
	Vowell's	Cook's					1.19	0.99								
Best Choice		1.99														
Kentucky Legend										3.99						
Western Market	Hormel Cure 81		1.88							4.69						
	Cook's						1.29									
	Ziegler			2.99												
Whole Foods South	n/i		4.99													
Winn-Dixie	n/i		1.95			1.50	1.00								w/ store card; limit 1	
	n/i		3.00			2.50	2.00								w/o store card	
FL	ALDI	Appleton Farms		1.49			0.99	0.79								
		Appleton Farms	3.49													
		Specially Selected	1.79													
	Bravo Supermarkets	n/i	2.69				1.49	1.39								
		Jamestown					1.39	1.29								
	Dollar General Market	Kentucky Legend								4.45						
	Food Giant	Smithfield		1.85												limit 1
		Cook's						0.98								
	Best Choice	1.78	1.78													

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

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Easter 2016
CURED PORK

State	Supermarket	Label	Spiral Cut Hams		Bone-in/Semi-Boneless				Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions	
			Bone-in		Whole	Half	Butt	Shank	Whole	Half	1/4	bone-in	bone-in			
FL <i>(cont)</i>	Greer's Market	Carolina Pride					1.36	1.26								
		Hormel		1.81												
		Kretschmar									2.72					
	Harris Teeter	Harris Teeter		1.49	1.49											w/ store card
		Harris Teeter		3.99	3.99											w/o store card
		HT Traders			1.99											w/ store card
		HT Traders			4.29											w/o store card
		Smithfield			2.99											w/ store card
		Smithfield			4.69											w/o store card
		Hormel Cure 81									4.99					w/ store card
		Hormel Cure 81									6.99					w/o store card
	Harvey's	Hickory Sweet			1.79				0.98							w/ store card
		Hickory Sweet			3.00				2.00							w/o store card
	Hitchcock's	Sugardale		1.99				1.29	1.19							w/ store card
		Sugardale						1.99	1.89							w/o store card
	IGA Florida	Smithfield		1.99				1.19	0.99							
	Lucky's Market	Lucky's Market		2.99												
		Creekstone Farms		4.99								5.99				
	Piggly Wiggly Hchn's	Cook's						1.18	0.98							
		Sugar Tree		1.78												
		Kentucky Legend										3.98				
		Carolina Pride										2.98				
	Jamestown	Jamestown												0.98		
		n/i										0.98				
	Publix	Publix			2.69	1.69	1.69									w/ store card
		Publix			3.59	2.99	2.99									w/o store card
		Publix									4.99					spiral cut
Save-a-Lot	Sugardale					1.19	0.99									
Sedano's	Smithfield								3.99			1.89				
	Carando			2.99					4.59						spiral cut	
Target	Archer Farms			1.69												
The Fresh Market	n/i		2.99													
Winn-Dixie	n/i			1.95			1.50	1.00							w/ store card; limit 1	
	n/i			3.00			2.50	2.00							w/o store card	
GA	ALDI	Appleton Farms		1.49			0.99	0.79								
		Appleton Farms		3.49												ABF
		Specialty Selected		1.79												

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

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**Easter 2016
CURED PORK**

State	Supermarket	Label	Spiral Cut Hams		Bone-in/Semi-Boneless				Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions
			Bone-in		Whole	Half	Butt	Shank	Whole	Half	1/4				
GA <i>(cont)</i>	Bi-Lo	n/i		1.79			1.25	0.80							w/ store card; limit 1
		n/i		3.00			2.50	2.00							w/o store card
	Dollar General Market	Kentucky Legend Smithfield		1.85							4.45				limit 1
	Food City	Kentucky Legend Hormel Cure 81							3.99						w/ store card
		Food City		1.99	1.99	1.99	1.29	1.29	2.69		3.99				w/ store card
	Food Depot	Sugardale Sunset Farms				1.18									w/ store card
	Food Giant	Cook's Best Choice		1.78	1.78			0.98							
	Food Lion	Food Lion Food Lion Smithfield Smithfield Sugardale Sugardale		1.47 2.49				0.97 1.69 1.29 1.79 1.29 1.79							w/ store card w/o store card w/ store card w/o store card w/ store card w/o store card
	Food Pride	Sugardale											3.69		
	Galaxy Food	Smithfield Hormel Cure 81		1.78	1.68		0.88	0.88			5.28				
	Harris Teeter	Harris Teeter Harris Teeter HT Traders HT Traders Smithfield Smithfield Hormel Cure 81 Hormel Cure 81		1.49 3.99	1.49 3.99										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
	Harvey's	Hickory Sweet Hickory Sweet			1.79 3.00			0.98 2.00							w/ store card w/o store card
	IGA	n/i						0.99							
	Ingle's Markets	Smithfield Smithfield Smithfield Hormel Cure 81 Hormel Cure 81			1.78 2.98			1.88 1.28							w/ store card; limit 2 w/o store card w/ store card w/ store card w/o store card

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

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**Easter 2016
CURED PORK**

State	Supermarket	Label	Spiral Cut Hams		Bone-in/Semi-Boneless				Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions		
			Whole	Half	Whole	Half	Butt	Shank	Whole	Half	1/4	bone-in	bone-in				
GA <i>(cont)</i>	Kroger Atlanta	Smithfield						0.99								w/ store card	
		Kroger	1.79													w/ store card	
	Lucky's Market	Lucky's Market	2.99														
		Creekstone Farms	4.99								5.99						
	Piggly Wiggly Carolina	n/i	1.88	1.88			0.98	0.98									w/ store card
		n/i	3.99	3.99			1.99	1.99									w/o store card
	Piggly Wiggly GA	Cook's					1.39	1.19									w/ store card
		Cook's					1.89	1.69									w/o store card
		Sugartree	1.79														w/ store card
		Sugartree	2.99														w/o store card
		Smithfield									3.49						w/ store card
		Smithfield									4.99						w/o store card
	Piggly Wiggly HAC	Best Choice		1.69													w/ store card
		Best Choice		2.99													w/o store card
		Cook's					1.19	0.99					3.49				w/ store card
		Cook's					2.69	2.49									w/o store card
	Piggly Wiggly Hchn's	Cook's					1.18	0.98									
		Sugar Tree	1.78														
		Kentucky Legend									3.98						
		Carolina Pride									2.98						
		Jamestown												0.98			
	Piggly Wiggly JTM	Sugardale					1.49	1.19									
		n/i	2.59														
	Publix	Publix		2.69	1.69	1.69											w/ store card
		Publix		3.59	2.99	2.99											w/o store card
		Publix									4.99						spiral cut
	Quality Foods	Sugardale					1.39	1.19									
		Smithfield		2.29													
		Carolina Pride					1.59	1.49									
		Suncrest Farms													1.99		
		Hormel Cure 81								3.33							
		n/i										1.19					
	Save-a-Lot	Sugardale	1.69					0.87						2.99			
Shop Rite	Royal										1.39						
	Cook's						0.99										
Sprout's	Old Tyme	1.79															
Target	Archer Farms		1.69														

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**Easter 2016
CURED PORK**

State	Supermarket	Label	Spiral Cut Hams		Bone-in/Semi-Boneless				Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions			
			Bone-in	Bone-in	Whole	Half	Butt	Shank	Whole	Half	1/4	bone-in	bone-in					
GA <i>(cont)</i>	The Fresh Market	n/i	2.99															
	Wayfield's	D.L. Lee										1.19						
		Hormel Cure 81																
	Whole Foods South Winn-Dixie	Sugardale						0.99										
		n/i																
n/i																w/ store card; limit 1		
	n/i															w/o store card		
KY	ALDI	Appleton Farms		1.49			0.99	0.79										
		Appleton Farms	3.49														ABF	
	Cox IGA	Specially Selected	1.79															
		Sugardale	1.99															w/ store card
	Dollar General Market	Sugardale	2.49															w/o store card
		Kentucky Legend										4.99						w/ store card
		Kentucky Legend										5.39						w/o store card
		Kentucky Legend										4.45						limit 1
	E.W. James	Smithfield		1.85														
		Cook's					1.18	0.98										2.98
	Food City	Best Choice	1.88	1.88														
		Sugardale																2.98
		Kentucky Legend										3.88						
		John Morrell							2.68	2.78								
		Kentucky Legend							3.99									
	Food Fair	Hormel Cure 81																
		Food City	1.99	1.99	1.99		1.29	1.29	2.69			3.99						w/ store card
	Food Giant	Superior							1.89									
		Kentucky Legend							3.99									
	Food Lion	Cook's						0.98										
		Best Choice	1.78	1.78														
	Food Rite	Food Lion	1.47						0.97									w/ store card
		Food Lion	2.49						1.69									w/o store card
		Smithfield							1.29									w/ store card
		Smithfield							1.79									w/o store card
		Sugardale							1.29									w/ store card
	Food Rite	Sugardale							1.79									w/o store card
Cook's								0.99										
Kentucky Legend									3.99	3.99								
	Best Choice	1.99																

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**Easter 2016
CURED PORK**

State	Supermarket	Label	Spiral Cut Hams		Bone-in/Semi-Boneless				Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions		
			Bone-in		Whole	Half	Butt	Shank	Whole	Half	1/4						
KY <i>(cont)</i>	Foodland	Superior							1.88	2.19							
		Sugardale		2.49			1.29	1.29									
	Fresh Thyme	Fresh Thyme	1.99														
		Galaxy Food	Smithfield	1.78	1.68			0.88	0.88								
	IGA Houchen's	Hormel Cure 81															
		Smithfield		2.19					0.99								limit 2
		IGA								2.99							1.99
	IGA SpartanNash	Clifty Farm															
		Kentucky Legend								3.79							4.49
		John Morrell		1.99													
	Kroger Cincinnati	IGA							1.19	0.99							
		Cumberland Gap								1.99	2.29						
		Kroger	1.17														w/ \$25 purchase; limit 2
	Kroger Delta	Cumberland Gap								1.79							w/ store card
		Private Selection	2.49														w/ store card
		Cook's											0.99				w/ store card
	Kroger Louisville	Smithfield		1.79									0.99				w/ store card
		John Morrell		1.79													w/ store card
		Private Selection		1.79													w/ store card
	Kroger MidAtlantic	Kentucky Legend											2.99				w/ store card
		Cumberland Gap				1.79											w/ store card
		Private Selection	1.49														w/ store card; limit 2
	Kroger Nashville	Cumberland Gap								2.49							w/ store card
		Private Selection		1.69													w/ store card; limit 1
		Cook's						0.99	0.99								w/ store card; limit 1
	Lucky's Market	Kentucky Legend								2.99							w/ store card
		Cumberland Gap				1.39											w/ store card
		Lucky's Market	2.99														
Meijer	Creekstone Farms	4.99														5.99	
	Cook's		1.17													limit 2	
	Sugardale								1.69							limit 2	
Piggly Wiggly Hchn's	Smithfield		2.49														
	Dearborn		3.49														
	Cook's						1.18	0.98									
	Sugar Tree	1.78															
		Kentucky Legend														3.98	

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CURED PORK**

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			Bone-in		Whole	Half	Butt	Shank	Whole	Half	1/4						
KY <i>(cont)</i>	Piggly Wiggly Hchn's	Carolina Pride									2.98						
		Jamestown											0.98				
	Remke Markets	John Morrell		2.28													
		Kentucky Legend							3.99								
	Save-a-Lot	Sugardale						1.49									
		Sugardale	1.69					0.87						2.99			
	Super Dollar	n/i	1.99					1.29	1.29								
	SuperVALU Stores	Essential Everyday			1.59	1.69					2.99						
		Hormel Cure 81		1.99					3.99	3.99							
	Target	Cloverdale							3.99								
		Archer Farms		1.69													
	TC Grocery	Kretschmar							1.99								
		Cook's			1.49		1.39	1.29									
		Sugardale			1.49												
		Best Choice	1.99														
	The Fresh Market	n/i	2.99														
		Cook's					1.39	1.29									
	ValuMarket	Kentucky Legend							3.29	3.39							
Best Choice		1.99	1.99														
Clifty Farm	Fischer's									2.39							
	Niman Ranch		6.99													ABF	
Whole Foods MdAt	Wellshire Farms		5.99													ABF	
MS	AG Baton Rouge	Smithfield	1.99					1.19									
	ALDI	Appleton Farms		1.49			0.99	0.79									ABF
		Appleton Farms	3.49														
		Specially Selected	1.79														
	Corner Market	Smithfield		2.29													
	Dollar General Market	Kentucky Legend									4.45						
		Smithfield		1.85													limit 1
	Food Giant	Cook's						0.98									
		Best Choice	1.78	1.78													
	Greer's Market	Carolina Pride					1.36	1.26									
		Hormel		1.81													
	Kretschmar										2.72						
Sugardale						0.97	0.97										

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**Easter 2016
CURED PORK**

State	Supermarket	Label	Spiral Cut Hams		Bone-in/Semi-Boneless				Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions		
			Whole	Half	Whole	Half	Butt	Shank	Whole	Half	1/4	bone-in	bone-in				
MS <i>(cont)</i>	Kroger Delta	Smithfield		1.79				0.99								w/ store card	
		John Morrell		1.79												w/ store card	
	Mac's Fresh Market	Carolina Pride						0.99									
		Best Choice		1.88													
	Piggly Wiggly Hchn's	n/i			0.99												
		Cook's					1.18	0.98									
		Sugar Tree	1.78														
		Kentucky Legend									3.98						
		Carolina Pride									2.98						
	Ramey's Marketplace	Jamestown												0.98			
		Cook's					1.38	0.99						2.98			
	Rouses	Sugardale		1.57				0.99						3.29		limit 2	
	Save-a-Lot	Sugardale	1.69					0.87						2.99			
	Superlo Foods	Cook's						0.99									
	Target	Archer Farms		1.69													
	The Fresh Market	n/i	2.99														
	Vowell's	Cook's					1.19	0.99									
Best Choice		1.99															
Kentucky Legend										3.99							
Whole Foods South	n/i		4.99														
Winn-Dixie	n/i		1.95			1.50	1.00									w/ store card; limit 1	
	n/i		3.00			2.50	2.00									w/o store card	
NC	ALDI	Appleton Farms		1.49			0.99	0.79									
		Appleton Farms	3.49													ABF	
		Specially Selected	1.79														
	Bi-Lo	n/i		1.79			1.25	0.80									w/ store card; limit 1
		n/i		3.00			2.50	2.00									w/o store card
	Carlie C's IGA	n/i					0.88	0.78									
		Vernon Manor	1.18														
		Sugardale									2.49						
	Compare Foods	Carolina Pride												2.38			
		Hatfield										2.99				boneless	
	Dollar General Market	n/i		1.99			1.19	1.19									
	Farm Fresh	Kentucky Legend									4.45						
Smithfield			1.85													limit 1	
Smithfield		1.79				0.97	0.97										
	Essential Everyday	1.47															

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Prices in \$US per pound unless otherwise noted.

Easter 2016
CURED PORK

State	Supermarket	Label	Spiral Cut Hams		Bone-in/Semi-Boneless				Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions		
			Whole	Half	Whole	Half	Butt	Shank	Whole	Half	1/4	bone-in	bone-in				
NC (cont)	Food Lion	Food Lion	1.47					0.97								w/ store card	
		Food Lion	2.49					1.69								w/o store card	
		Smithfield						1.29								w/ store card	
		Smithfield						1.79								w/o store card	
		Sugardale						1.29								w/ store card	
		Sugardale						1.79								w/o store card	
	Food Pride	Sugardale											3.69				
	Fresh Foods IGA	Jamestown					1.19	0.99									
		D.L. Lee										0.99					
	Galaxy Food	Smithfield	1.78	1.68			0.88	0.88									
		Hormel Cure 81									5.28						
	Great Valu Markets	Sugardale		1.98			0.89	0.69						3.99		limit 2	
	Harris Teeter	Harris Teeter	1.49	1.49												w/ store card	
		Harris Teeter	3.99	3.99												w/o store card	
		HT Traders		1.99												w/ store card	
		HT Traders		4.29												w/o store card	
		Smithfield		2.99												w/ store card	
		Smithfield		4.69												w/o store card	
		Hormel Cure 81									4.99					w/ store card	
		Hormel Cure 81									6.99					w/o store card	
		IGA	n/i						0.99								
		Ingle's Markets	Smithfield		1.78												w/ store card; limit 2
	Smithfield			2.98												w/o store card	
	Smithfield															w/ store card	
	Hormel Cure 81										3.98	3.98				w/ store card	
	Hormel Cure 81										5.68	5.68				w/o store card	
	Smithfield																
	Just \$ave	Smithfield		1.78			0.88	0.88									
	Kroger MidAtlantic	Private Selection	1.49													w/ store card; limit 2	
		Cumberland Gap			1.89					2.49						w/ store card	
Lowe's Foods	Smithfield		1.37												w/ store card; coupon		
	Smithfield		1.57												w/ store card; no coupon		
	Smithfield		2.99								4.49				w/o store card		
Piggly Wiggly HGR	Frick's					1.99	1.99				4.99				w/ store card		
	Cook's					1.49	1.29										
Piggly Wiggly Retail	Sugartree	1.99															
	Jamestown						1.09	0.99									
		Smithfield		1.99							3.19	0.99					

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

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**Easter 2016
CURED PORK**

State	Supermarket	Label	Spiral Cut Hams		Bone-in/Semi-Boneless				Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions
			Bone-in		Whole	Half	Butt	Shank	Whole	Half	1/4	bone-in	bone-in		
			Whole	Half											
NC <i>(cont)</i>	Piggly Wiggly Retail <i>(continued)</i>	Smithfield Premium		2.39											
		Sugardale											3.29		
	Piggly Wiggly Stores	Felt's												1.99	
		n/i			0.98							1.19		1.98	
		Smithfield					1.18	0.98							
	Publix	Publix		2.69	1.69	1.69									
		Publix		3.59	2.99	2.99					4.99				w/ store card
	Save-a-Lot	Publix													w/o store card
Sugardale		1.69					0.87					2.99		spiral cut	
Target	Archer Farms		1.69												
The Fresh Market	n/i	2.99													
Whole Foods South	n/i		4.99												
SC	ALDI	Appleton Farms		1.49			0.99	0.79							
		Appleton Farms	3.49												ABF
	Bi-Lo	Specially Selected	1.79												
		n/i		1.79			1.25	0.80							w/ store card; limit 1
	Dollar General Market	n/i		3.00			2.50	2.00							w/o store card
		Kentucky Legend									4.45				
	Food Lion	Smithfield		1.85											limit 1
		Food Lion	1.47					0.97							w/ store card
		Food Lion	2.49					1.69							w/o store card
		Smithfield						1.29							w/ store card
		Smithfield						1.79							w/o store card
		Sugardale						1.29							w/ store card
	Galaxy Food	Sugardale						1.79							w/o store card
		Smithfield	1.78	1.68			0.88	0.88							
		Hormel Cure 81									5.28				
		Harris Teeter	1.49	1.49											w/ store card
	Harris Teeter	Harris Teeter	3.99	3.99											w/o store card
		HT Traders		1.99											w/ store card
		HT Traders		4.29											w/o store card
		Smithfield		2.99											w/ store card
Smithfield			4.69											w/o store card	
Hormel Cure 81										4.99				w/ store card	
Hormel Cure 81										6.99				w/o store card	
Harvey's	Hickory Sweet		1.79				0.98							w/ store card	
	Hickory Sweet		3.00				2.00							w/o store card	

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

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**Easter 2016
CURED PORK**

State	Supermarket	Label	Spiral Cut Hams		Bone-in/Semi-Boneless				Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions	
			Whole	Half	Whole	Half	Butt	Shank	Whole	Half	1/4	bone-in	bone-in			
SC <i>(cont)</i>	IGA	n/i							0.99							
	Ingle's Markets	Smithfield		1.78												w/ store card; limit 2
		Smithfield		2.98												w/o store card
		Smithfield							1.28							w/ store card
		Hormel Cure 81									3.98	3.98				w/ store card
		Hormel Cure 81									5.68	5.68				w/o store card
		Kroger Atlanta	Smithfield						0.99							w/ store card
		Kroger		1.79												w/ store card
		Lowe's Foods	Smithfield		1.37											w/ store card; coupon
			Smithfield		1.57											w/ store card; no coupon
			Smithfield		2.99								4.49			w/o store card
			Frick's					1.99	1.99				4.99			w/ store card
		Piggly Wiggly Carolina	n/i	1.88	1.88			0.98	0.98							w/ store card
			n/i	3.99	3.99			1.99	1.99							w/o store card
		Publix	Publix		2.69	1.69	1.69									w/ store card
			Publix		3.59	2.99	2.99									w/o store card
			Publix								4.99					spiral cut
		Quality Foods	Sugardale					1.39	1.19							
			Smithfield		2.29											
			Carolina Pride					1.59	1.49							
		Suncrest Farms												1.99		
		n/i										1.19				
	Save-a-Lot	Sugardale	1.69					0.87					2.99			
	Target	Archer Farms		1.69												
	The Fresh Market	n/i	2.99													
	Whole Foods South	n/i		4.99												
TN	ALDI	Appleton Farms		1.49				0.99	0.79							
		Appleton Farms	3.49													
		Specially Selected	1.79													
	Cash Saver	Kentucky Legend								2.68						
		Cook's					0.98	0.98								
	Chappell's	Cook's						0.98								
		Kentucky Legend							2.88	2.88						
	Fieldstone										0.98					
	Dollar General Market	Kentucky Legend											4.45			
		Smithfield		1.85												limit 1

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

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**Easter 2016
CURED PORK**

State	Supermarket	Label	Spiral Cut Hams		Bone-in/Semi-Boneless				Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions	
			Whole	Half	Whole	Half	Butt	Shank	Whole	Half	1/4	bone-in	bone-in			
TN <i>(cont)</i>	E.W. James	Cook's					1.18	0.98					2.98			
		Best Choice	1.88	1.88									2.98			
		Sugardale														
		Kentucky Legend									3.88					
		John Morrell							2.68	2.78						
	Food City	Kentucky Legend							3.99							
		Hormel Cure 81									3.99				w/ store card	
		Food City	1.99	1.99	1.99		1.29	1.29	2.69						w/ store card	
	Food Country	Hormel Cure 81									2.99	2.99			w/ store card	
		Hormel Cure 81									4.99	4.99			w/o store card	
		Clifty Farms												1.99	w/ store card	
	Food Giant	Clifty Farms												2.99	w/o store card	
		Cook's						0.98								
	Food Lion	Best Choice	1.78	1.78												
		Food Lion	1.47						0.97						w/ store card	
	Food Rite	Food Lion	2.49						1.69						w/o store card	
		Smithfield							1.29						w/ store card	
		Smithfield							1.79						w/o store card	
		Sugardale							1.29						w/ store card	
		Sugardale							1.79						w/o store card	
		Cook's						0.99								
		Kentucky Legend							3.99	3.99						
		Best Choice	1.99													
		H.G. Hill	Cook's			1.79		1.19	0.99							
			Best Choice	1.79	1.89											
	Clifty Farm													1.79		
	Kentucky Legend								2.99	3.49						
	Harris Teeter	Harris Teeter	1.49	1.49											w/ store card	
		Harris Teeter	3.99	3.99											w/o store card	
		HT Traders		1.99											w/ store card	
HT Traders			4.29											w/o store card		
Smithfield			2.99											w/ store card		
Smithfield			4.69											w/o store card		
Hormel Cure 81										4.99				w/ store card		
Hormel Cure 81										6.99				w/o store card		
IGA Houchen's	Smithfield		2.19				0.99							limit 2		
	IGA							2.99								

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Easter 2016

CURED PORK

State	Supermarket	Label	Spiral Cut Hams		Bone-in/Semi-Boneless				Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions		
			Whole	Half	Whole	Half	Butt	Shank	Whole	Half	1/4	bone-in	bone-in				
TN <i>(cont)</i>	IGA Houchen's <i>(continued)</i>	Clifty Farm													1.99		
		Kentucky Legend								3.79		4.49					
	Ingle's Markets	Smithfield		1.78													w/ store card; limit 2
		Smithfield		2.98									1.88				w/o store card
	Kroger Delta	Smithfield											1.28				w/ store card
		Hormel Cure 81										3.98	3.98				w/ store card
		Hormel Cure 81										5.68	5.68				w/o store card
		Smithfield		1.79									0.99				w/ store card
		John Morrell		1.79													w/ store card
		Private Selection	1.49														w/ store card; limit 2
	Kroger MidAtlantic	Cumberland Gap			1.89					2.49							w/ store card
		Private Selection		1.69													w/ store card; limit 1
	Kroger Nashville	Cook's					0.99	0.99									w/ store card; limit 1
		Kentucky Legend								2.99							w/ store card
		Cumberland Gap			1.39												w/ store card
	Lowe's Foods	Smithfield		1.57													w/ store card
		Smithfield		2.99													w/o store card
	Lucky's	Frick's					1.99	1.99									
		Cook's						1.19									
	Publix	Best Choice	1.99														
		Kentucky Legend										3.29					
		Publix		2.69	1.69	1.69											w/ store card
		Publix		3.59	2.99	2.99											w/o store card
	Osborne's	Publix										4.99					spiral cut
		Cook's					1.29	1.29									
	Save-a-Lot	Kentucky Legend								3.49	3.49						
		Best Choice	1.99	1.99													
Shop Rite	Sugardale	1.69											1.39	2.99			
Sprout's	Royal																
	Cook's						0.99										
Super Dollar	Old Tyme	1.79															
Superlo Foods	n/i	1.99					1.29	1.29									
Target	Cook's							0.99									
	Archer Farms		1.69														
TC Grocery	Kretschmar								1.99								
	Cook's			1.49		1.39	1.29										

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Easter 2016
CURED PORK

State	Supermarket	Label	Spiral Cut Hams		Bone-in/Semi-Boneless				Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions		
			Whole	Half	Whole	Half	Butt	Shank	Whole	Half	1/4	bone-in	bone-in				
TN <i>(cont)</i>	TC Grocery <i>(continued)</i>	Sugardale			1.49												
		Best Choice	1.99														
	The Fresh Market	n/i	2.99														
	Tietgens	Cook's					1.09	0.99									
		Best Choice	1.99	1.99													
Whole Foods South	Kentucky Legend							2.99	2.99								
VA	ALDI	Appleton Farms		1.49			0.99	0.79									
		Appleton Farms	3.49													ABF	
		Specially Selected	1.79														
	Associated	Cook's	1.99				1.19	0.99									w/ \$50 purchase; limit 1
		Sugardale					1.19	0.99									w/ \$50 purchase; limit 1
	Dollar General Market	Kentucky Legend									4.45						
		Smithfield		1.85													limit 1
	Farm Fresh	Smithfield	1.79				0.97	0.97									
	Food City	Essential Everyday	1.47														
		Kentucky Legend							3.99								
	Food Country	Hormel Cure 81										3.99					w/ store card
		Food City	1.99	1.99	1.99		1.29	1.29	2.69								w/ store card
		Hormel Cure 81								2.99	2.99						w/ store card
		Hormel Cure 81								4.99	4.99						w/o store card
		Clifty Farms												1.99			w/ store card
	Food Lion	Clifty Farms												2.99			w/o store card
		Food Lion	1.47					0.97									w/ store card
		Food Lion	2.49						1.69								w/o store card
		Smithfield							1.29								w/ store card
		Smithfield							1.79								w/o store card
		Sugardale							1.29								w/ store card
		Sugardale							1.79								w/o store card
	Galaxy Food	Smithfield	1.78	1.68			0.88	0.88									
		Hormel Cure 81									5.28						
	Giant Food	Giant	1.47	1.47			1.19	0.99									w/ store card; limit 2
		Smithfield	1.99														w/ store card; limit 2
		Giant	3.99						3.49	3.49							w/ store card
Grant's	Nature's Promise							4.49	4.49							w/ store card; organic	
	Nature's Promise		4.49													w/ store card; ABF	
	Smithfield	1.79															

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**Easter 2016
CURED PORK**

State	Supermarket	Label	Spiral Cut Hams		Bone-in/Semi-Boneless				Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions
			Bone-in		Whole	Half	Butt	Shank	Whole	Half	1/4	bone-in	bone-in		
VA (cont)	Great Valu Markets	Sugardale		1.98			0.89	0.69					3.99		limit 2
	Harris Teeter	Harris Teeter	1.49	1.49											w/ store card
		Harris Teeter	3.99	3.99											w/o store card
		HT Traders		1.99											w/ store card
		HT Traders		4.29											w/o store card
		Smithfield		2.99											w/ store card
		Smithfield		4.69											w/o store card
		Hormel Cure 81								4.99					w/ store card
		Hormel Cure 81								6.99					w/o store card
	Ingle's Markets	Smithfield		1.78											w/ store card; limit 2
		Smithfield		2.98				1.88							w/o store card
		Smithfield						1.28							w/ store card
		Hormel Cure 81								3.98	3.98				w/ store card
		Hormel Cure 81								5.68	5.68				w/o store card
	Kroger MidAtlantic	Private Selection	1.49												w/ store card; limit 2
		Cumberland Gap			1.89					2.49					w/ store card
	Lowe's Foods	Smithfield		1.37											w/ store card; coupon
		Smithfield		1.57											w/ store card; no coupon
		Smithfield		2.99								4.49			w/o store card
	Martin's Food	Frick's					1.99	1.99				4.99			w/ store card
		Giant	1.29	1.29			0.99	0.79							w/ store card; limit 2
		Smithfield	1.99												w/ store card; limit 2
		Berk's							3.49						w/ store card
		Kunzler							3.49						w/ store card
	Piggly Wiggly Retail	Giant	3.99												w/ store card
		Nature's Promise							4.49	4.49					w/ store card; organic
		Jamestown					1.09	0.99							
		Smithfield		1.99							3.19	0.99			
		Smithfield Premium		2.39											
	Piggly Wiggly Stores	Sugardale											3.29		
		Felt's												1.99	
	Safeway Eastern	n/i			0.98							1.19		1.98	
		Smithfield					1.18	0.98							
Signature Farms			1.49											w/ store card; limit 2	
Save-a-Lot	Signature Select							3.49							
	Smithfield	2.99	2.49	1.39		1.49	1.39							w/ store card	
		Sugardale	1.69				0.87					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	Half	Butt	Shank	Whole	Half	1/4	bone-in	bone-in		
VA <i>(cont)</i>	Shoppers Food	Essential Everyday	1.48				0.98	0.98							spiral cut
		Smithfield					1.18	1.18							
		Smithfield					1.78	1.78							
	Super Dollar	n/i	1.99				1.29	1.29							
	Target	Archer Farms		1.69											
	The Fresh Market	n/i	2.99												
	Wegman's	Wegman's	1.69		1.69										
Whole Foods MdAt	Niman Ranch		6.99											ABF	
	Wellshire Farms		5.99											ABF	
WV	ALDI	Appleton Farms		1.49			0.99	0.79							ABF
		Appleton Farms	3.49												
		Specially Selected	1.79												
	Dollar General Market	Kentucky Legend									4.45				limit 1
		Smithfield		1.85											
	Food Fair	Superior							1.89						w/ store card
		Kentucky Legend							3.99						
	Food Lion	Food Lion	1.47						0.97						w/ store card
		Food Lion	2.49						1.69						w/o store card
		Smithfield							1.29						w/ store card
		Smithfield							1.79						w/o store card
		Sugardale							1.29						w/ store card
	Sugardale	Sugardale							1.79						w/o store card
		Superior								1.88	2.19				
	Sugardale	Sugardale		2.49			1.29	1.29							
		Smithfield	1.78	1.68			0.88	0.88							
	Galaxy Food	Hormel Cure 81										5.28			
		Giant Eagle	1.79	1.79	0.99										limit 1
	Giant Eagle	Giant Eagle		2.99						1.99	2.29	2.49			
		Sugardale		2.69	1.19					2.49					limit 1
Hillshire Farm			3.29												
Market District	Market District			4.49	4.49										
	Smithfield	1.79													
Grant's	Smithfield	1.79													
Great Valu Markets	Sugardale		1.98			0.89	0.69					3.99		limit 2	
	Kroger Columbus	Cumberland Gap			1.27									w/ \$20 purchase; limit 1	
Kroger Columbus	Kroger	1.79												w/ store card	
	Sugardale						0.99							w/ store card	
	Great Lakes	4.99												w/ store card	

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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	Bone-in	Whole	Half	Butt	Shank	Whole	Half	1/4	bone-in	bone-in				
WV (cont)	Kroger MidAtlantic	Private Selection	1.49													w/ store card; limit 2	
		Cumberland Gap			1.89				2.49							w/ store card	
	Martin's Food	Giant	1.29	1.29			0.99	0.79								w/ store card; limit 2	
		Smithfield	1.99													w/ store card; limit 2	
	Piggly Wiggly Stores	Berk's							3.49							w/ store card	
		Kunzler							3.49							w/ store card	
		Giant	3.99													w/ store card	
		Nature's Promise							4.49	4.49						w/ store card; organic	
		n/i			0.98							1.19		1.98			
		Smithfield					1.18	0.98									
		Riesbeck's	Superior						1.49								
		Smithfield	2.39														
		Save-a-Lot	Sugardale	1.69					0.87					2.99			
		Shop'n Save	Sugardale	1.98	2.18					1.98	2.18	2.79			3.99		w/ store card
	Sugardale		2.99						2.99							w/o store card	
	Sugardale				0.98											w/ \$25 purchase; limit 1	
	Superior								2.29	2.49							
	Hillshire Farm			2.79													
	CB Country Store			3.49													
	Silver Star			3.49	3.49	3.69			3.69	3.89							
	Sparkle		Sparkle							1.39							w/ store card; limit 1
			Sparkle							2.39							w/o store card
			Sugardale		1.99												w/ store card
		Sugardale		2.69												w/o store card	
		Hillshire Farm		3.29													
		Kentucky Legend							4.99								
	Target	Archer Farms		1.69													
	Weis Markets	Weis	1.48		2.88		1.39	1.19	2.99	3.49	3.49					w/ store card	
		John F. Martin							1.98	2.99	2.99					w/ store card	
		Berk's							3.29							w/ store card	
Hatfield								3.29							w/ store card		
Kunzler								3.29							w/ store card		
Smithfield		2.49													w/ store card		
Sugardale		2.49													w/ store card		
n/i							1.19								w/ store card		

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Prices in \$US per pound unless otherwise noted.

Easter 2016
CURED PORK

State	Supermarket	Label	Spiral Cut Hams		Bone-in/Semi-Boneless				Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions
			Whole	Half	Whole	Half	Butt	Shank	Whole	Half	1/4	bone-in	bone-in		
MIDWESTERN U.S. - IA,IL,IN,MI,MN,ND,NE,OH,SD,WI															
IA	Affiliated MW	Double G					1.28	1.18			2.99		2.49		
		Hormel Cure 81		1.88					3.69	3.69					
		Farmland									2.79				
		John Morrell	1.88			1.99									
		Sugardale					1.29	1.19							
	ALDI	Kretschmar									2.99				
		Appleton Farms		1.49			0.99	0.79							
		Appleton Farms	3.49												ABF
	Family Foods	Specially Selected	1.79												
		Our Family	1.99				1.29	1.19							
		Sugardale			1.79	1.79			1.79						
	Fareway	Cloverdale									3.49				
		Hormel Cure 81									3.99				
		Sugardale			0.99										w/ \$30 purchase; limit 1
		Sugardale		1.77											
	Food Pride	Webster City			2.99										
		Fareway							2.99	3.49					
		n/i										3.99			
	Fresh Thyme	Our Family	1.99				1.29	0.99							
		Sugardale			1.79	1.79									
		Cloverdale							3.49						
	Hometown Foods	Hormel Cure 81							3.99						
		Fresh Thyme	1.99												
	Hy-Vee	Sugardale					1.49	1.19							
Hormel Cure 81			1.88							3.49					
Cook's				1.49		1.98	1.98								
Jewel-Osco	Hy-Vee	1.98	2.38												
	Hormel Cure 81		2.99					3.99	3.99						
	Cook's		1.49			0.99	0.69							w/ \$25 purchase; limit 1	
	Hormel		2.49												
Lucky's Market	Smithfield		2.99												
	Frick's									4.99					
	Lucky's Market	2.99													
	Creekstone Farms	4.99								5.99					

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**Easter 2016
CURED PORK**

State	Supermarket	Label	Spiral Cut Hams		Bone-in/Semi-Boneless				Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions		
			Whole	Half	Whole	Half	Butt	Shank	Whole	Half	1/4	bone-in	bone-in				
IA <i>(cont)</i>	Maynard's	John Morrell		1.77	1.77	1.77											
		Kretschmar							2.59	2.59							
	No Frills	Frick's					1.59	1.49									
		Our Family		1.57				0.99									
		Hormel Cure 81							3.99					2.99			
	Price Chopper	Sugardale															
		Best Choice	1.89	1.89													
	Quillin's	Cook's						1.69									
		Hormel Cure 81	1.88	1.98					3.99	3.99							
	Save-a-Lot	Sugardale					0.99	0.99									
		Quillin's				1.99					3.49						
	Schnuck's	Sugardale	1.69					0.87						2.99			
		Schnuck's	1.39														w/ \$25 purchase; limit 1
	Sunshine Foods	Kretschmar							1.29								w/ \$25 purchase; limit 1
		Frick's			1.99		1.49	1.29						3.79			
		Double G			1.99				2.49								
		Cook's						0.79									w/ \$25 purchase; limit 1
		Double G					1.49	1.49						2.99			
	Super Saver	John Morrell	1.88		1.99	2.19											
		Kretschmar									2.99						
		Best Choice	1.68	1.68													
	Target	Cook's					1.48	1.28						2.98			local
		Cedar Hollow							3.28								
The Fresh Market	Farmland							3.48	3.48								
	Archer Farms		1.69														
Thriftway Stores	n/i	2.99															
	Cook's			1.39			1.49						2.99				
	Best Choice	1.79	1.79														
	Smithfield		1.99														
	Hormel Cure 81							3.99	3.99								
Whole Foods MW	Kretschmar							2.99	2.99								
	Farmland							2.99	2.99								
IL	Affiliated MW	Wellshire Farms		5.99		6.99										ABF	
		Double G					1.28	1.18					2.49				
		Hormel Cure 81		1.88						3.69	3.69						
		Farmland															

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**Easter 2016
CURED PORK**

State	Supermarket	Label	Spiral Cut Hams		Bone-in/Semi-Boneless				Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions		
			Whole	Half	Whole	Half	Butt	Shank	Whole	Half	1/4	bone-in	bone-in				
IL <i>(cont)</i>	Affiliated MW <i>(continued)</i>	John Morrell	1.88			1.99											
		Sugardale					1.29	1.19									
		Kretschmar									2.99						
	ALDI	Appleton Farms		1.49			0.99	0.79									
		Appleton Farms	3.49														
	Angelo Caputo	Specially Selected	1.79														
		Sugardale					0.99	0.99									
		La Bella Romana		3.99													
		Hillshire Farm	2.79	2.99													
		Smithfield		3.69													
		Carando		3.69													
		Prairie Grove		3.69													
		Indiana Kitchen	2.99													ABF local	
		Berkot's	Frick's											3.99			
			Berkot's				2.99										
	Sugardale						1.19	0.99									
	Borowiak's IGA	Hillshire Farm				2.99											
		Cook's					0.99	0.99								limit 2	
		Cumberland Gap			1.78											w/ \$25 purchase; limit 1	
	Brookhaven	Kretschmar							1.88								
		Indiana Kitchen	2.49														
	Butera Market	Jamestown					0.69	0.49								w/ \$25 purchase; limit 1	
		Smithfield		1.45												w/ \$25 purchase; limit 1	
		Hillshire Farm		2.89	2.49	2.69			2.49	2.69							
	County Market	Kretschmar		1.19												w/ \$25 purchase; limit 1	
		Kretschmar							2.49								
		Indiana Kitchen	2.99														
		Frick's			1.99		1.89	1.69									
		Sugardale					1.39	1.19									
	Cub Foods	Double G							2.79	2.99							
		Korn Top			1.99		1.89	1.69									
		Kentucky Legend								3.79							
		Hormel		1.77												w/ store card	
Hormel			3.89												w/o store card		
Hormel Cure 81								3.99	3.99								
Cook's						1.49	1.49										

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**Easter 2016
CURED PORK**

State	Supermarket	Label	Spiral Cut Hams		Bone-in/Semi-Boneless				Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions		
			Bone-in		Whole	Half	Butt	Shank	Whole	Half	1/4						
IL <i>(cont)</i>	Dierberg's	Dierberg's		1.39												w/ \$25 purchase; limit 1	
		Double G			2.29		2.39	2.29	2.49								
		Kretschmar							1.29								w/ \$25 purchase; limit 1
	Fairplay Foods	Frick's				2.29		2.39	2.29								
		Cook's		1.99				1.49	1.29								w/ \$25 purchase; limit 1
		Cook's						0.89	0.69								
		Sugardale		1.79	1.49												limit 1
		Sugardale						0.99	0.79								
		Kentucky Legend										7.99					
	Fareway	Sugardale				0.99											w/ \$30 purchase; limit 1
		Sugardale		1.77													
		Webster City				2.99											
		Fareway								2.99	3.49						
	Food 4 Less	n/i												3.99			
		Smithfield						0.57	0.57								w/ \$25 purchase; limit 1
	Food Pride	Hormel		1.79													
		Our Family		1.99					1.29	0.99							
		Sugardale				1.79	1.79										
	Fresh Thyme	Cloverdale															
		Hormel Cure 81															
		Fresh Thyme		1.99													
	Garden Fresh	Hillshire Farm		2.69	2.99												
		Heinen's		4.99		2.49											w/ store card
	Hy-Vee	Heinen's				3.49											w/o store card
		Cook's				1.49		1.98	1.98								
		Hy-Vee		1.98	2.38												
	IGA Houchen's	Hormel Cure 81								3.99	3.99						
		Smithfield															limit 2
IGA									2.99								
Clifty Farm													1.99				
Jewel-Osco	Kentucky Legend								3.79		4.49						
	Cook's			1.49			0.99	0.69								w/ \$25 purchase; limit 1	
	Hormel			2.49													
	Smithfield			2.99													
Joe Caputo	Frick's										4.99						
	Indiana Kitchen		2.49														
	Sugardale						1.49	1.29									

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**Easter 2016
CURED PORK**

State	Supermarket	Label	Spiral Cut Hams		Bone-in/Semi-Boneless				Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions	
			Bone-in		Whole	Half	Butt	Shank	Whole	Half	1/4	bone-in	bone-in			
IL <i>(cont)</i>	Kirby Foods IGA	Kretschmar	1.99						1.78	1.78						
		Frick's					1.49	1.29								w/ store card
	Frick's					2.89	2.69								w/o store card	
	Kroger Central	Kroger	1.27													w/ store card; limit 2
		Sugardale						0.97								w/ store card
		Indiana Kitchen	2.99													w/ store card
	Kroger Louisville	Cumberland Gap			1.99											w/ store card
		Hickory Hills							2.49							w/ store card
		Private Selection		1.79												w/ store card
		Kentucky Legend							2.99							w/ store card
	Mariano's	Cumberland Gap			1.79											w/ store card
		Roundy's	3.95													
	Meijer	Cook's		1.17												limit 2
		Sugardale							1.69							limit 2
		Smithfield		2.49												
	Mrs. Green's	Dearborn		3.49												
		Prairie Grove	4.99													w/ store card
		Prairie Grove	5.99													w/o store card
		Garrett Valley	4.99													w/ store card
	Pete's Market	Garrett Valley	5.99													w/o store card
		Sugardale	2.39				1.39	0.99								
	Piggly Wiggly MW	Badger							3.49	3.89	3.99					
		Smithfield	1.39	1.49												w/ \$25 purchase
		Sugardale					0.89	0.69								w/ \$25 purchase
		Sugardale											2.99			
	Save-a-Lot	Hillshire Farm			1.99	1.99										
		Sugardale	1.69						0.87					2.99		
	Schnuck's	Schnuck's	1.39													w/ \$25 purchase; limit 1
		Kretschmar							1.29							w/ \$25 purchase; limit 1
		Frick's			1.99		1.49	1.29						3.79		
Double G				1.99				2.49								
Schuette's	Cook's							0.79							w/ \$25 purchase; limit 1	
	Miller			1.98											local	
	Ozark Butcher			1.98												
	Sugar Creek							1.98							local	
	Sugardale	1.98														

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**Easter 2016
CURED PORK**

State	Supermarket	Label	Spiral Cut Hams		Bone-in/Semi-Boneless				Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions		
			Bone-in		Whole	Half	Butt	Shank	Whole	Half	1/4	bone-in	bone-in				
IL <i>(cont)</i>	Schuetze's <i>(continued)</i>	Farm Fresh					1.18	0.78								w/ \$25 purchase; limit 1	
		Kretschmar							\$4 off							w/ \$25 purchase; limit 1	
	Shop & Save Market	Sugardale	1.99				0.69	0.69								w/ \$25 purchase; limit 1	
		Sugardale					0.89	0.89									
		Hillshire Farm	2.59		2.39												
	Shop'n Save	Essential Everyday			1.69			0.97									
		Kretschmar	1.37						1.37								w/ \$25 purchase; limit 1
	Strack & VanTil	Sugardale	1.25				0.69	0.59									w/ \$25 purchase; limit 1
		Sugardale	1.99				1.19	0.79									
		Cook's	1.25				0.69	0.59									w/ \$25 purchase; limit 1
		Cook's	1.99				1.19	0.79									
		n/i					0.79	0.59									w/ \$25 purchase; limit 1
	Sullivan's	Cook's		2.49	1.49		1.39	1.19									
		Hillshire Farm			2.39	2.49											
	Sunset Foods	Hillshire Farm			2.99	2.99											
		Sunset's	4.99														
	Target	Archer Farms		1.69													
	The Fresh Market	n/i	2.99														
	Tony's Finer Foods	Sugardale		1.99				0.69						3.49			w/ \$25 purchase; limit 1
		Hillshire Farm		2.99		2.69											
		Hormel Cure 81		2.49													
		Kentucky Legend										3.99					
	Treasure Island	Carando	2.99														w/ store card
		Carando	4.99														w/o store card
		Nueskes	6.99														w/ store card
		Nueskes	9.99														w/o store card
	Ultra Foods	Sugardale	1.25														w/ \$25 purchase; limit 1
		Sugardale	1.99														
		Cook's	1.25														w/ \$25 purchase; limit 1
		Cook's	1.99														
	n/i					0.69	0.49									w/ \$25 purchase; limit 1	
	n/i					1.19	0.69										
Valli Produce	Sugardale					1.29	0.99										
	n/i												2.99				
Walt's	Sugardale					0.79	0.59									w/ \$25 purchase; limit 1	
	Hillshire Farm	2.69	2.79	2.49	2.59												
	Indiana Kitchen		1.99														

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Easter 2016

CURED PORK

State	Supermarket	Label	Spiral Cut Hams		Bone-in/Semi-Boneless				Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions		
			Bone-in		Whole	Half	Butt	Shank	Whole	Half	1/4						
IL <i>(cont)</i>	Walt's <i>(continued)</i> Whole Foods MW Woodman's	Walt's			2.99	3.19											
		Kentucky Legend							3.79	3.89							
		Wellshire Farms		5.99		6.99				7.99						ABF	
		Sugardale Klondike		2.19		1.49											
IN	Al's Supermarket	Frick's			1.98		1.18	0.98								w/ store card	
		Frick's			3.29		2.89	2.69								w/o store card	
		Smithfield		1.88												w/ store card	
		Smithfield		3.49												w/o store card	
		Smithfield Premium	2.48													w/ store card	
		Smithfield Premium	3.99													w/o store card	
		Hickory Hills							1.98	2.28						w/ store card	
		Hickory Hills							2.99	3.29						w/o store card	
		Al's	3.48														
		Kentucky Legend								3.48	3.68						
		Cumberland Gap								2.18	2.28						w/ store card
		Cumberland Gap								3.29	3.39						w/o store card
		ALDI	Appleton Farms		1.49				0.99	0.79							
	Appleton Farms		3.49														
	Specially Selected		1.79														
	Dollar General Market	Kentucky Legend									4.45						
		Smithfield		1.85													limit 1
	Food 4 Less	Smithfield					0.57	0.57									w/ \$25 purchase; limit 1
		Hormel	1.79														
	Fresh Encounter	Sugardale						0.78									w/ \$25 purchase; limit 1; local
		Sugardale											3.29				
		Our Family		1.59													w/ \$25 purchase; limit 1
		Our Family		3.49													
		Kentucky Legend									4.69						w/ store card
		Kentucky Legend									5.29						w/o store card
		Chief		3.99													w/ store card
	Fresh Thyme	Chief		4.29													w/o store card
Superior									0.99							w/ \$25 purchase; limit 1; local	
Superior									3.89							local	
Fresh Thyme		1.99															

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CURED PORK**

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			Bone-in		Whole	Half	Butt	Shank	Whole	Half	1/4						
IN <i>(cont)</i>	Harding's	Sugardale		1.69				0.88	1.69								
		Winter's		3.99													
		Kentucky Legend										3.99					
	Harvest Supermarkets	Kentucky Legend								2.99	3.49						
		Holiday Foods	Cumberland Gap			1.68				1.99							w/ \$20 purchase; limit 1
		Kentucky Legend								2.79	2.99						w/ \$20 purchase; limit 1
	IGA Houchen's	Emge								2.79	2.99						w/ \$20 purchase; limit 1
		Hormel Cure 81		1.99													
		Smithfield		2.19				0.99									limit 2
	IGA SpartanNash	IGA								2.99					1.99		
		Clifty Farm															
		Kentucky Legend								3.79		4.49					
	Jay C	John Morrell		1.99													
		IGA					1.19	0.99									
		Cumberland Gap								1.99	2.29						w/ store card
	Jewel-Osco	Kentucky Legend								2.89	2.89						w/ store card
		Private Selection	1.69														w/ store card
		Cook's							1.19								w/ store card
	Kirby Foods IGA	Cumberland Gap			2.29												w/ store card
		Cook's		1.49			0.99	0.69									w/ \$25 purchase; limit 1
		Hormel		2.49													
	Kroger Central	Smithfield		2.99													
		Frick's										4.99					
		Kretschmar	1.99							1.78	1.78						w/ store card
	Kroger Cincinnati	Frick's					1.49	1.29									w/o store card
		Frick's					2.89	2.69									w/ store card; limit 2
		Kroger	1.27														w/ store card
	Kroger Cincinnati	Sugardale							0.97								w/ store card
		Indiana Kitchen	2.99														w/ store card
Cumberland Gap				1.99												w/ store card	
Hickory Hills									2.49							w/ store card	
Kroger		1.17														w/ \$25 purchase; limit 2	
Cumberland Gap									1.79							w/ store card	
Kroger Cincinnati	Private Selection	2.49														w/ store card	
	Cook's							0.99								w/ store card	

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CURED PORK

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			Whole	Half	Whole	Half	Butt	Shank	Whole	Half	1/4	bone-in	bone-in				
IN <i>(cont)</i>	Kroger Louisville	Private Selection		1.79												w/ store card	
		Kentucky Legend								2.99						w/ store card	
		Cumberland Gap			1.79											w/ store card	
	Lucky's Market	Lucky's Market	2.99														
		Creekstone Farms	4.99									5.99					
	Marsh	Marsh	2.98														
		Indiana Kitchen	0.98														w/ \$25 purchase; limit 1
		Indiana Kitchen	2.69														
		Sugardale					1.18	0.98									w/ \$25 purchase; limit 1
	Martin's Supermarkets	Indiana Kitchen								3.48							
		Cumberland Gap			1.98	1.98				3.48							
		Hatfield								3.48							
		Smithfield		1.47													w/ store card; limit 2
		Smithfield		2.99													w/o store card
		Trayer's								1.87							w/ store card; limit 2; local
		Trayer's								2.59							w/o store card; local
		Frick's					1.57	1.37									w/ store card
		Frick's					2.29	2.09									w/o store card
		Cumberland Gap								2.17	2.27						w/ store card
		Cumberland Gap								2.69	2.79						w/o store card
	Meijer	Kentucky Legend								3.37	3.47						w/ store card
		Kentucky Legend								4.19	4.29						w/o store card
		Cook's		1.17													limit 2
		Sugardale								1.69							limit 2
		Smithfield		2.49													
		Dearborn		3.49													
		Essential Everyday						1.39	1.19								
	Miller's Markets	Essential Everyday	1.69														limit 2
		Cumberland Gap								1.99	2.19						
		Kentucky Legend								3.69	3.79						
		Smithfield	2.69														
	New Market	Cumberland Gap								1.99							
		Smithfield	1.99														
Save-a-Lot	Sugardale	1.69					0.87						2.99				
Schnuck's	Schnuck's	1.39														w/ \$25 purchase; limit 1	
	Kretschmar								1.29							w/ \$25 purchase; limit 1	
	Frick's			1.99		1.49	1.29						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	Half	Butt	Shank	Whole	Half	1/4	bone-in	bone-in					
IN <i>(cont)</i>	Schnuck's <i>(continued)</i>	Double G			1.99					2.49								
		Cook's						0.79								w/ \$25 purchase; limit 1		
	Strack & VanTil	Sugardale	1.25				0.69	0.59									w/ \$25 purchase; limit 1	
		Sugardale	1.99				1.19	0.79										
		Cook's	1.25				0.69	0.59									w/ \$25 purchase; limit 1	
		Cook's	1.99				1.19	0.79										
		n/i					0.79	0.59									w/ \$25 purchase; limit 1	
		Target	Archer Farms		1.69													
		The Fresh Market	n/i	2.99														
		Ultra Foods	Sugardale	1.25														w/ \$25 purchase; limit 1
			Sugardale	1.99														
			Cook's	1.25														w/ \$25 purchase; limit 1
	Cook's		1.99															
	Walt's	n/i					0.69	0.49									w/ \$25 purchase; limit 1	
		n/i					1.19	0.69										
		Sugardale					0.79	0.59									w/ \$25 purchase; limit 1	
		Hillshire Farm	2.69	2.79	2.49	2.59												
		Indiana Kitchen		1.99														
		Walt's			2.99	3.19												
Wesselman's	Kentucky Legend							3.79	3.89									
	Kentucky Legend							1.99	2.49							w/ \$20 purchase; limit 1		
	Kentucky Legend									3.99								
	Hormel Cure 81		1.99															
	Cumberland Gap			1.79	1.89													
	Double G			1.69	1.79													
	Emge							2.99	3.29									
Whole Foods MW	Frick's			1.69		1.39	1.39											
	Wellshire Farms		5.99		6.99			2.39	2.49							ABF		
MI	Affiliated MW	Double G					1.28	1.18		2.99			2.49					
		Hormel Cure 81		1.88					3.69	3.69								
		Farmland									2.79							
		John Morrell	1.88			1.99												
	ALDI	Sugardale					1.29	1.19										
		Kretschmar									2.99							
		Appleton Farms		1.49			0.99	0.79										
	Appleton Farms	3.49														ABF		
	Specially Selected	1.79																

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Prices in \$US per pound unless otherwise noted.

Easter 2016

CURED PORK

State	Supermarket	Label	Spiral Cut Hams		Bone-in/Semi-Boneless				Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions
			Bone-in		Whole	Half	Butt	Shank	Whole	Half	1/4				
MI <i>(cont)</i>	Busch's	Dearborn	2.49												local
		Dearborn Blue Box	3.99												local
		Kentucky Legend									3.99				
	D&W Fresh Market	Spartan		1.27											w/ \$20 purchase; limit 2
		Smithfield						1.19							w/ \$20 purchase; limit 2
		Winter's		4.99											
	Family Fare	Hormel Cure 81									1.99				w/ \$20 purchase; limit 2
		Spartan		1.27					1.69						w/ \$20 purchase; limit 2
		Smithfield						1.19							w/ \$20 purchase; limit 2
	Food Pride	Hormel Cure 81		1.99											w/ \$20 purchase; limit 2
		Our Family		1.99			1.19	0.99							
		Cumberland Gap							1.99	2.29					
	Fresh Thyme	Fresh Thyme	1.99												
	Glory Supermarket	Farm Fresh	1.77												
		Tyson	1.88												
	Harding's	Sugardale		1.69							1.69				
		Winter's		3.99											
		Kentucky Legend												3.99	
	Hollywood Markets	Dearborn	2.99	2.99	2.49	2.49									local
	Kroger Central	Kroger	1.27												w/ store card; limit 2
		Sugardale									0.97				w/ store card
		Indiana Kitchen	2.99												w/ store card
		Cumberland Gap					1.99								w/ store card
		Hickory Hills									2.49				w/ store card
		Cumberland Gap					1.27								w/ \$20 purchase; limit 1
	Kroger Columbus	Kroger	1.79												w/ store card
		Sugardale									0.99				w/ store card
		Great Lakes	4.99												w/ store card
		Kroger	1.17												w/ \$10 purchase; limit 2
	Kroger Michigan	Cumberland Gap					1.99								w/ store card
Dearborn		3.99												w/ store card	
Smithfield							0.88							w/ store card; limit 2	
Lucky's Market	Lucky's Market	2.99													
	Creekstone Farms	4.99									5.99				
Martin's Supermarkets	Smithfield		1.47											w/ store card; limit 2	
	Smithfield		2.99											w/o store card	
	Trayer's							1.87						w/ store card; limit 2; local	

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**Easter 2016
CURED PORK**

State	Supermarket	Label	Spiral Cut Hams		Bone-in/Semi-Boneless				Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions	
			Bone-in		Whole	Half	Butt	Shank	Whole	Half	1/4	bone-in	bone-in			
MI <i>(cont)</i>	Martin's Supermarkets <i>(continued)</i>	Trayer's							2.59							w/o store card; local
		Frick's					1.57	1.37								w/ store card
		Frick's					2.29	2.09								w/o store card
		Cumberland Gap							2.17	2.27						w/ store card
		Cumberland Gap							2.69	2.79						w/o store card
		Kentucky Legend							3.37	3.47						w/ store card
		Kentucky Legend							4.19	4.29						w/o store card
	Meijer	Cook's		1.17												limit 2
		Sugardale							1.69							limit 2
		Smithfield		2.49												
	Dearborn			3.49												
		Essential Everyday					1.39	1.19								
		Essential Everyday	1.69													limit 2
	Cumberland Gap								1.99	2.19						
		Kentucky Legend							3.69	3.79						
		Smithfield	2.69													
	Pat's Foods IGA	Hormel Cure 81	1.99													
		Pat's Signature							2.49	2.49						
	Sugardale						1.49	1.49					3.29			
		John Morrell		2.49												
		Spartan		1.99					2.49							w/ store card
	Plumb's/Duthler's	Spartan		4.29					4.49							
		Vernon Manor					1.19	0.99								w/ store card
	Vernon Manor						3.39	3.19								
		Old Fashioned										1.29				w/ store card
		Old Fashioned										2.69				
	Polly's Market	n/i										0.99				
		Cumberland Gap							1.99	2.29						
		Our Family						0.99								w/ \$25 purchase; limit 1
	Our Family			1.99												w/ store card
			2.99												w/o store card	
Dearborn		3.49													w/ store card	
Dearborn		5.49													w/o store card	
	Kentucky Legend							3.99								
	Hormel Cure 81		1.15													
Ric's Food Center	Cumberland Gap							2.49								

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Easter 2016
CURED PORK

State	Supermarket	Label	Spiral Cut Hams		Bone-in/Semi-Boneless				Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions			
			Bone-in		Whole	Half	Butt	Shank	Whole	Half	1/4							
MI <i>(cont)</i>	Ric's Food Center <i>(continued)</i>	Ric's Premium Little Town	3.49			1.99												
	Save-a-Lot	Sugardale	1.69										2.99					
	Spartan Stores	Smithfield																
		Spartan								1.99								
	Dearborn																	
	Super One Foods	Elliott's								3.79								
	Sugardale													3.49				
		Tadych's	Our Family			1.48	1.48											
	Hillshire Farm																	
		John Morrell											2.99					
	Target	Archer Farms																
	Toms/Olsens	Smithfield								\$10 off	\$10 off						w/ \$10 purchase	
		Spartan								\$10 off	\$10 off						w/ \$10 purchase	
	Cumberland Gap									\$10 off	\$10 off						w/ \$10 purchase	
Kentucky Legend													3.99					
Valu Land	Spartan															w/ \$10 purchase; limit 2		
Smithfield																w/ \$10 purchase; limit 2		
	VG's Food Centers	Smithfield														w/ \$10 purchase; limit 2		
Spartan																w/ \$10 purchase; limit 2		
	Hormel Cure 81												1.99			w/ \$10 purchase; limit 2		
Dearborn																local		
	Whole Foods MW	Wellshire Farms														ABF		
MN	Affiliated MW	Double G					1.28	1.18										
		Hormel Cure 81																
		Farmland								3.69	3.69							
	John Morrell			1.88			1.99											
		Sugardale																
		Kretschmar												2.99				
	Sugardale																	
		ALDI	Appleton Farms															
	Appleton Farms																	
		Specially Selected								3.49								ABF
Cash Wise	Sugardale																limit 1	
	Cloverdale																	
	Cash Wise												2.47					

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**Easter 2016
CURED PORK**

State	Supermarket	Label	Spiral Cut Hams		Bone-in/Semi-Boneless				Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions		
			Bone-in		Whole	Half	Butt	Shank	Whole	Half	1/4	bone-in	bone-in				
MN <i>(cont)</i>	Coborn's	Four Brothers			1.99	1.99											
		Coborn's		2.19													
	Cub Foods	Hormel		1.77												w/ store card	
		Hormel		3.89												w/o store card	
	Econofoods	Hormel Cure 81							3.99	3.99							
		Cook's					1.49	1.49									
		Our Family		1.77	1.57	1.57		1.29									
	Family Fare	Hormel Cure 81							3.99	3.99				2.99			
		n/i															
		Spartan		1.27												w/ \$20 purchase; limit 2	
		Smithfield						1.19								w/ \$20 purchase; limit 2	
	Family Fresh Market	Our Family		1.77	1.57	1.57											
		Cloverdale							2.47	2.47							
		Hormel Cure 81							3.99								
		n/i												2.99			
	Festival	Our Family		1.67	1.57	1.57		1.29									
		Hormel Cure 81							3.99	3.99							
		Cloverdale							2.99								
	Food Pride	Our Own			2.29	2.29										w/ \$25 purchase; limit 1	
		Hormel Cure 81		1.99												w/ \$25 purchase; limit 1	
		Hormel Cure 81							3.99							w/ \$25 purchase; limit 1	
	Fresh Thyme	Cook's			1.99	1.99											
		Our Family		1.99			1.19	0.99									
	Geyer's	Cumberland Gap							1.99	2.29							
		Fresh Thyme	1.99														
	Hornbacher's	Sugardale				1.89			1.98								
		Essential Everyday		1.98													
	Hugo's	John Morrell			1.29		1.29	1.29									
Hormel Cure 81			1.99					4.49									
Cloverdale									2.79								
Hugo's	Our Family			0.87											w/ \$30 purchase; limit 1		
	Hormel Cure 81				1.17										w/ \$30 purchase; limit 1		
	Hormel Cure 81								3.98								
	Cloverdale								1.97						w/ \$30 purchase; limit 1		
	John Morrell							1.97							w/ \$30 purchase; limit 1		
	Hugo's				1.17										w/ \$30 purchase; limit 1		

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Easter 2016
CURED PORK

State	Supermarket	Label	Spiral Cut Hams		Bone-in/Semi-Boneless				Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions		
			Whole	Half	Whole	Half	Butt	Shank	Whole	Half	1/4	bone-in	bone-in				
MN <i>(cont)</i>	Hy-Vee	Cook's			1.49		1.98	1.98									
		Hy-Vee	1.98	2.38													
		Hormel Cure 81		2.99						3.99	3.99						
	Lunds & Byerlys	Lunds & Byerlys	4.99														w/ store card
		Lunds & Byerlys	6.99														w/o store card
		Hormel Cure 81	1.99														w/ store card
	Marketplace Foods	Hormel Cure 81	4.99														w/o store card
		Our Family		2.28	1.38	1.48											
		Cloverdale			1.88	1.98			2.78	2.88							
	Maynard's	Marketplace			1.88	1.98											
		John Morrell		1.77	1.77	1.77											
	Pat's Foods IGA	Kretschmar							2.59	2.59							
		Frick's					1.59	1.49									
		Hormel Cure 81		1.99													
	Quillin's	Pat's Signature							2.49	2.49							
		John Morrell		2.49													
		Sugardale					1.49	1.49						3.29			
	Rainbow Foods	Sugardale					0.99	0.99									
		John Morrell				1.99											
		Quillin's									3.49						
	Save-a-Lot	Cook's					1.49	1.49									
		Hormel Cure 81		1.77					3.99	3.99							
	Sun Mart	Sugardale	1.69														2.99
		Our Family		1.59	1.49	1.49			0.99								
	Sunshine Foods	Hormel Cure 81							3.99								
		n/i															2.99
		Double G					1.49	1.49									2.99
	Super One Foods	John Morrell	1.88		1.99	2.19											
		Kretschmar									2.99						
	SuperVALU Stores	Elliott's							3.79								
		Sugardale															3.49
	Target	Essential Everyday			1.59	1.69					2.99						
		Hormel Cure 81		1.99					3.99	3.99							
Cloverdale								3.99									
Target	Sugardale					1.28	1.28										
	Archer Farms		1.69														

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**Easter 2016
CURED PORK**

State	Supermarket	Label	Spiral Cut Hams		Bone-in/Semi-Boneless				Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions		
			Bone-in		Whole	Half	Butt	Shank	Whole	Half	1/4	bone-in	bone-in				
MN <i>(cont)</i>	Teal's Market	Hormel Cure 81							3.99	3.99							
		Hormel		2.39													
		Our Family					0.97	0.77								limit 2	
	John Morrell		2.29		1.99	1.99				2.99							
	Cloverdale								3.49								
	Whole Foods MW	Wellshire Farms		5.99		6.99				7.99						ABF	
ND	Albertsons Mtn	n/i					1.27	0.97								w/ store card; limit 1	
		n/i											3.99			w/ store card	
		Sunnyvalley				3.99			3.79							w/ store card	
		Hormel Cure 81								4.49						w/ store card	
		Hormel Cure 81	1.69													w/ store card; limit 1	
	Cash Wise	Sugardale					0.87	0.87								limit 1	
		Cloverdale									2.47						
		Cash Wise		1.98													
	Dan's	Our Family		1.77	1.57	1.57		1.29									
		Cloverdale							2.47	2.47							
	Family Fare	Spartan		1.27													w/ \$20 purchase; limit 2
		Smithfield						1.19									w/ \$20 purchase; limit 2
	Food Pride	Our Family		1.99				1.19	0.99								
		Cumberland Gap							1.99	2.29							
	Hornbacher's	John Morrell			1.29			1.29	1.29								
		Hormel Cure 81		1.99					4.49								
		Cloverdale								2.79							
	Hugo's	Our Family			0.87												w/ \$30 purchase; limit 1
		Hormel Cure 81				1.17											w/ \$30 purchase; limit 1
		Hormel Cure 81								3.98							
		Cloverdale								1.97							w/ \$30 purchase; limit 1
	John Morrell							1.97								w/ \$30 purchase; limit 1	
	Hugo's				1.17											w/ \$30 purchase; limit 1	
Leevers Foods	Cloverdale									2.99							
	Hormel Cure 81									4.19							
	John Morrell									2.99							
Marketplace Foods	Our Family		2.28	1.38	1.48												
	Cloverdale							2.78	2.88								
	Marketplace			1.88	1.98												

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CURED PORK**

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			Bone-in		Whole	Half	Butt	Shank	Whole	Half	1/4	bone-in	bone-in			
ND <i>(cont)</i>	SuperVALU Stores	Essential Everyday			1.59	1.69				2.99						
		Hormel Cure 81		1.99					3.99	3.99						
		Cloverdale							3.99							
	Target	Archer Farms		1.69												
		Teal's Market	Hormel Cure 81						3.99	3.99						
		Hormel		2.39												
		Our Family					0.97	0.77								limit 2
	John Morrell		2.29		1.99	1.99			2.99							
	Cloverdale							3.49								
NE	Affiliated MW	Double G					1.28	1.18		2.99			2.49			
		Hormel Cure 81		1.88					3.69	3.69						
		Farmland								2.79						
		John Morrell	1.88			1.99										
		Sugardale					1.29	1.19								
		Kretschmar								2.99						
	ALDI	Sugardale					1.29	1.19								
		Appleton Farms		1.49			0.99	0.79								
		Appleton Farms	3.49													
		Specially Selected	1.79													
	Apple Market	Cook's			1.48				1.48							
		Best Choice	1.79	1.79												
		Smithfield		2.39												
		Farmland							3.29	3.29						
	Bag'n Save	Farmland Traditional								3.69						
		Our Family		1.57					0.99							
		Hormel Cure 81							3.99							
	Baker's	Sugardale											2.99			
		Kroger	1.69												w/ store card; limit 2	
		Cook's						1.49							w/ store card	
Hillshire Farm														w/ store card		
Hormel		2.99												w/ store card		
Private Selection		2.99												w/ store card		
Cumberland Gap				2.99				3.49	3.49					w/ store card		
Hormel Cure 81								3.99	3.99	3.99				w/ store card		
Kentucky Legend							3.99	3.99	3.99				w/ store card			
Smithfield							3.99	3.99	3.99				w/ store card			

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CURED PORK

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			Whole	Half	Whole	Half	Butt	Shank	Whole	Half	1/4	bone-in	bone-in				
NE <i>(cont)</i>	Family Fresh Market	Our Family		1.67	1.57	1.57		1.29									
		Hormel Cure 81							3.99	3.99							
	Fareway	Cloverdale								2.99							
		Sugardale				0.99											w/ \$30 purchase; limit 1
		Sugardale		1.77													
		Webster City				2.99											
		Fareway								2.99	3.49						
	Food Pride	n/i												3.99			
		Our Family		1.99			1.19	0.99									
	Fresh Thyme	Cumberland Gap								1.99	2.29						
		Fresh Thyme	1.99														
	Hy-Vee	Cook's			1.49		1.98	1.98									
		Hy-Vee	1.98	2.38													
	Russ's Market	Hormel Cure 81								3.99	3.99						
		Cedar Hollow								3.49							w/ store card
		Cedar Hollow								4.69							w/o store card
		Hormel Cure 81	1.99	1.99						3.99	3.99						w/ store card
		Hormel Cure 81	2.99	2.99						5.29	5.29						w/o store card
	Safeway Denver	Cook's												2.99			w/ store card
		n/i		1.57													w/ store card; limit 1
	Sun Mart	Cook's						0.97									w/ store card
		Our Family		1.59	1.49	1.49		0.99									
	Super Saver	Hormel Cure 81								3.99							
		n/i												2.99			
	Target	Best Choice	1.68	1.68													
		Cook's					1.48	1.28						2.98			local
		Cedar Hollow								3.28							
		Farmland								3.48	3.48						
Thriftway Stores	Archer Farms		1.69														
	Cook's			1.39			1.49						2.99				
Whole Foods MW	Best Choice	1.79	1.79														
	Smithfield		1.99														
	Hormel Cure 81								3.99	3.99							
	Kretschmar								2.99	2.99							
	Farmland								2.99	2.99							
	Wellshire Farms		5.99		6.99					7.99						ABF	

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CURED PORK**

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			Bone-in		Whole	Half	Butt	Shank	Whole	Half	1/4					
			Whole	Half								bone-in	bone-in			
OH	Acme Fresh Market	Sugardale					0.79	0.79	2.29						w/ store card	
		Sugardale					3.19	3.19	3.99						w/o store card	
		Acme	1.69												w/ store card; limit 2	
		Acme	4.29												w/o store card	
		Acme Gold	2.99												w/ store card	
		Acme Gold	4.99												w/o store card	
		Acme								1.99	2.49	2.69				w/ store card
		Acme								3.89	4.29	4.49				w/o store card
	ALDI	Appleton Farms			1.49			0.99	0.79							
		Appleton Farms	3.49													ABF
		Specially Selected	1.79													
	Buehler's	Buehler's	1.99													local
		Superior							1.99	2.79						local
		Sugardale					1.29	1.29								local
	Chief Supermarkets	Kentucky Legend							3.99	4.29	4.49					
		Berk's							2.99	3.49	3.69					
		Sugardale												3.29		w/ \$25 purchase; limit 1; local
		Sugardale														
		Our Family		1.59												w/ \$25 purchase; limit 1
		Our Family		3.49												
		Kentucky Legend										4.69				
		Kentucky Legend										5.29				w/o store card
		Chief		3.99												w/ store card
		Chief		4.29												w/o store card
	Dave's Markets	Superior							0.99							w/ \$25 purchase; limit 1; local
		Superior							3.89							local
	Dollar General Market	Sugardale		1.99			1.29	1.29								w/ store card
		Sugardale		3.29			2.29	2.29								w/o store card
	Fishers Foods	Kentucky Legend									4.45					
		Smithfield			1.85											limit 1
	Fishers Foods	Sugardale					0.99	0.99								w/ store card
		Sugardale					1.99	1.99								w/o store card
		Superior							1.99							w/ store card; limit 1
Superior					1.59										w/ store card	
Superior					3.19										w/o store card	
Fishers				1.99											w/ store card	
Fishers			3.59											w/o store card		

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Prices in \$US per pound unless otherwise noted.

**Easter 2016
CURED PORK**

State	Supermarket	Label	Spiral Cut Hams		Bone-in/Semi-Boneless				Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions		
			Bone-in		Whole	Half	Butt	Shank	Whole	Half	1/4	bone-in	bone-in				
OH <i>(cont)</i>	Food Fair	Superior							1.89								
		Kentucky Legend							3.99								
	Foodland	Superior							1.88	2.19							
		Sugardale		2.49			1.29	1.29									
	Fresh Encounter	Sugardale						0.78								w/ \$25 purchase; limit 1; local	
		Sugardale											3.29				
		Our Family		1.59													w/ \$25 purchase; limit 1
		Our Family		3.49													
		Kentucky Legend												4.69			w/ store card
		Kentucky Legend												5.29			w/o store card
		Chief		3.99													w/ store card
		Chief		4.29													w/o store card
		Superior								0.99							w/ \$25 purchase; limit 1; local
		Superior								3.89							local
		Fresh Thyme	Fresh Thyme	1.99													
		Geyer's	Essential Everyday		1.98												
			Sugardale			1.89				1.98							
		Giant Eagle	Giant Eagle	1.79	1.79	0.99											limit 1
			Giant Eagle		2.99					1.99	2.29	2.49					
			Sugardale		2.69	1.19				2.49							limit 1
			Hillshire Farm		3.29												
			Market District			4.49	4.49										
		Heinen's	Heinen's	4.99		2.49											w/ store card
			Heinen's			3.49											w/o store card
		IGA SpartanNash	John Morrell		1.99												
			IGA					1.19	0.99								
		Cumberland Gap							1.99	2.29							
	Kroger Central	Kroger	1.27													w/ store card; limit 2	
		Sugardale						0.97								w/ store card	
		Indiana Kitchen	2.99													w/ store card	
		Cumberland Gap			1.99											w/ store card	
		Hickory Hills							2.49							w/ store card	
	Kroger Cincinnati	Kroger	1.17													w/ \$25 purchase; limit 2	
		Cumberland Gap							1.79							w/ store card	
		Private Selection	2.49													w/ store card	
		Cook's						0.99								w/ store card	

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**Easter 2016
CURED PORK**

State	Supermarket	Label	Spiral Cut Hams		Bone-in/Semi-Boneless				Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions		
			Bone-in	Bone-in	Whole	Half	Butt	Shank	Whole	Half	1/4	bone-in	bone-in				
OH <i>(cont)</i>	Kroger Columbus	Cumberland Gap			1.27											w/ \$20 purchase; limit 1	
		Kroger	1.79													w/ store card	
		Sugardale						0.99								w/ store card	
	Kroger MidAtlantic	Great Lakes	4.99													w/ store card	
		Private Selection	1.49													w/ store card; limit 2	
		Cumberland Gap			1.89				2.49							w/ store card	
	Lucky's Market	Lucky's Market	2.99														
		Creekstone Farms	4.99								5.99						
	Marc's	Sugardale	1.88				1.09	0.99									
		Marsh	2.98														
	Indiana Kitchen	Indiana Kitchen	0.98														w/ \$25 purchase; limit 1
		Indiana Kitchen	2.69														
		Sugardale					1.18	0.98									w/ \$25 purchase; limit 1
		Indiana Kitchen							3.48								
		Cumberland Gap			1.98	1.98			3.48								
	Hatfield	Hatfield							3.48								
		Cook's		1.17													limit 2
		Sugardale							1.69								limit 2
		Smithfield		2.49													
	Dearborn	Dearborn		3.49													
		Essential Everyday					1.39	1.19									
	Miller's Markets	Essential Everyday	1.69														limit 2
		Cumberland Gap							1.99	2.19							
		Kentucky Legend							3.69	3.79							
	Smithfield	Smithfield	2.69														
		n/i			0.98							1.19		1.98			
	Smithfield	Smithfield					1.18	0.98									
		John Morrell		2.28													
Kentucky Legend	Kentucky Legend							3.99									
	Sugardale							1.49									
Superior	Superior							1.49									
	Smithfield	2.39															
Sugardale	Sugardale	1.69					0.87						2.99				
	Sugardale	1.98	2.18					1.98	2.18	2.79			3.99			w/ store card	
Sugardale	Sugardale	2.99						2.99								w/o store card	
	Sugardale			0.98												w/ \$25 purchase; limit 1	
	Superior							2.29	2.49								

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Easter 2016
CURED PORK

State	Supermarket	Label	Spiral Cut Hams		Bone-in/Semi-Boneless				Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions		
			Whole	Half	Whole	Half	Butt	Shank	Whole	Half	1/4	bone-in	bone-in				
OH <i>(cont)</i>	Shop'n Save <i>(continued)</i>	Hillshire Farm		2.79													
		CB Country Store		3.49													
	Sparkle	Silver Star		3.49	3.49	3.69			3.69	3.89							
		Sparkle							1.39								w/ store card; limit 1
	Sugardale	Sparkle							2.39								w/o store card
		Sugardale		1.99													w/ store card
	Sugardale	Sugardale		2.69													w/o store card
		Hillshire Farm		3.29													
	Kentucky Legend	Kentucky Legend							4.99								
		Essential Everyday		1.99	1.59	1.69	1.19	1.19		2.49							
	SuperVALU Stores	Hormel Cure 81		1.99					3.99	3.99							
		Cloverdale							3.99								
	Target	Archer Farms		1.69													
	The Andersons	The Andersons	2.99														
	Old Fashion	The Andersons			2.99												
		Old Fashion															
	The Fresh Market	n/i	2.99														
	Thorne's Market	Sugardale			1.99	2.09	0.87	0.77						3.99			
		Sugardale							2.39								spiral cut
	Superior	Superior							2.29	2.39	2.69						
Superior								2.29	2.39	2.69							
Weis Markets	Weis	1.48		2.88		1.39	1.19	2.99	3.49	3.49						w/ store card	
	Weis							1.98	2.99	2.99						w/ store card	
John F. Martin	John F. Martin							3.29								w/ store card	
	John F. Martin							3.29								w/ store card	
Berk's	Berk's							3.29								w/ store card	
	Berk's							3.29								w/ store card	
Hatfield	Hatfield							3.29								w/ store card	
	Hatfield							3.29								w/ store card	
Kunzler	Kunzler							3.29								w/ store card	
	Kunzler							3.29								w/ store card	
Smithfield	Smithfield	2.49														w/ store card	
	Smithfield	2.49														w/ store card	
Sugardale	Sugardale															w/ store card	
	Sugardale															w/ store card	
n/i	n/i						1.19									w/ store card	
	n/i															w/ store card	
Whole Foods MdAt	Niman Ranch		6.99													ABF	
	Wellshire Farms		5.99													ABF	
SD	Affiliated MW	Double G				1.28	1.18		2.99				2.49				
		Hormel Cure 81		1.88				3.69	3.69								
	Farmland	Farmland								2.79							
		Farmland															
	John Morrell	John Morrell	1.88			1.99											
		John Morrell															
	Sugardale	Sugardale					1.29	1.19									
		Sugardale								2.99							
	Kretschmar	Kretschmar															
		Kretschmar															
Buche Foods	Double G					1.79	1.59						3.99				
	Double G					1.18	0.98										

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**Easter 2016
CURED PORK**

State	Supermarket	Label	Spiral Cut Hams		Bone-in/Semi-Boneless				Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions	
			Whole	Half	Whole	Half	Butt	Shank	Whole	Half	1/4	bone-in	bone-in			
SD <i>(cont)</i>	Buche Foods <i>(continued)</i>	Hormel Cure 81		1.98												
		Cloverdale									3.99					
	Coborn's	Four Brothers			1.99	1.99										
		Coborn's		2.19												
	Family Thrift	Our Family		1.77	1.57	1.57		1.29								
		Hormel Cure 81							3.99	3.99						
	Fareway	n/i												2.99		
		Sugardale			0.99											
		Sugardale		1.77												
		Webster City			2.99											
	Fareway	n/i							2.99	3.49						
		n/i												3.99		
	Hy-Vee	Cook's			1.49		1.98	1.98								
		Hy-Vee	1.98	2.38												
	IGA Markets	Hormel Cure 81		2.99					3.99	3.99						
		Essential Everyday		1.89			1.39	0.99			2.59					
	Ken's Super Fair	Hormel Cure 81							3.99							
		Kretschmar							2.49	2.69						
	Lynn's Dakotamart	John Morrell			1.88		1.88									
		Sugardale					1.39	1.39								
		Double G					1.39	1.39						2.59		
		Sugardale			1.69	1.89	0.99	0.99								
	Maynard's	Our Family	1.99													
		Cloverdale									3.49					
	Safeway Denver	John Morrell		1.77	1.77	1.77										
		Kretschmar							2.59	2.59						
	Sunshine Foods	Frick's					1.59	1.49								
		n/i		1.57												
	SuperVALU Stores	Cook's						0.97								
		Double G					1.49	1.49						2.99		
Target	John Morrell	1.88		1.99	2.19											
	Kretschmar									2.99						
Target	Essential Everyday			1.59	1.69					2.99						
	Hormel Cure 81		1.99					3.99	3.99							
Target	Cloverdale							3.99								
	Archer Farms		1.69													

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**Easter 2016
CURED PORK**

State	Supermarket	Label	Spiral Cut Hams		Bone-in/Semi-Boneless				Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions	
			Bone-in		Whole	Half	Butt	Shank	Whole	Half	1/4					
SD <i>(cont)</i>	Teal's Market	Hormel Cure 81							3.99	3.99						limit 2
		Hormel		2.39												
		Our Family					0.97	0.77								
		John Morrell	2.29		1.99	1.99					2.99					
		Cloverdale						3.49								
WI	Affiliated MW	Double G					1.28	1.18		2.99			2.49			
		Hormel Cure 81		1.88					3.69	3.69						
		Farmland								2.79						
		John Morrell	1.88			1.99										
		Sugardale					1.29	1.19								
	ALDI	Kretschmar								2.99						
		Appleton Farms		1.49			0.99	0.79								
		Appleton Farms	3.49													
	Econofoods	Specially Selected	1.79													
		Our Family		1.77	1.57	1.57		1.29								
	Family Fresh Market	Hormel Cure 81							3.99	3.99				2.99		
		n/i														
		Our Family		1.67	1.57	1.57		1.29								
	Festival	Hormel Cure 81							3.99	3.99						
		Cloverdale							2.99							
		Hillshire Farm			2.28	2.28									w/ store card	
		Hillshire Farm			3.99	3.99									w/o store card	
		Farmland							2.98	2.98					w/ store card	
		Farmland							4.49	4.49					w/o store card	
		Hormel Cure 81								2.28					w/ store card	
	Food Pride	Hormel Cure 81								3.99					w/o store card	
		Our Family		1.99			1.19	0.99								
Cumberland Gap								1.99	2.29							
Fox Bros.	Sugardale					0.89	0.69							w/ \$25 purchase		
	Smithfield		1.49											w/ \$25 purchase		
	Hillshire Farm			1.99	1.99											
	Farmland							2.89	2.99							
Gordy's Market	Badger							3.49	3.89	3.99				local		
	Our Family					0.68	0.68							w/ \$25 purchase; limit 2		
	Our Family					1.99	1.99									
	Hormel Cure 81		1.98					3.98	3.98					w/ store card		
		Hormel Cure 81		3.49				5.99	5.99					w/o store card		

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Easter 2016

CURED PORK

State	Supermarket	Label	Spiral Cut Hams		Bone-in/Semi-Boneless				Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions	
			Whole	Half	Whole	Half	Butt	Shank	Whole	Half	1/4	bone-in	bone-in			
WI <i>(cont)</i>	Hy-Vee	Cook's			1.49		1.98	1.98								
		Hy-Vee	1.98	2.38												
		Hormel Cure 81		2.99						3.99	3.99					
	Marketplace Foods	Our Family		2.28	1.38	1.48										
		Cloverdale							2.78	2.88						
		Marketplace			1.88	1.98										
	Marketplace (WI)	Hormel Cure 81	1.98						3.29	3.29						
		Four Brothers	1.98	1.98												
		Coborn's							2.99							
	Meijer	Cook's		1.17												limit 2
		Sugardale							1.69							limit 2
		Smithfield		2.49												
	Pat's Foods IGA	Dearborn		3.49												
		Hormel Cure 81	1.99													
		Pat's Signature							2.49	2.49						
	Sugardale						1.49	1.49						3.29		
		John Morrell		2.49												
		Sugardale					0.88	0.88								w/ \$25 purchase; limit 1
	Pick'n Save/Copps	Hillshire Farm		2.99	2.69											
		Cook's		2.99												
		Roundy's	3.99													
	Piggly Wiggly MW	Badger							3.49	3.89	3.99					
		Smithfield	1.39	1.49												w/ \$25 purchase
		Sugardale					0.89	0.69								w/ \$25 purchase
	Sugardale													2.99		
		Hillshire Farm			1.99	1.99										
		Sugardale					0.99	0.99								
	Quillin's	John Morrell				1.99										
		Quillin's									3.49					
		Sugardale	1.69						0.87					2.99		
Save-a-Lot	Schnuck's	1.39														
	Schnuck's														w/ \$25 purchase; limit 1	
	Kretschmar							1.29							w/ \$25 purchase; limit 1	
Frick's				1.99		1.49	1.29						3.79			
	Double G			1.99				2.49								
	Cook's						0.79								w/ \$25 purchase; limit 1	
	Hormel Cure 81		1.99													
	Sendik's							4.99	4.99						spiral cut	

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CURED PORK**

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			Bone-in		Whole	Half	Butt	Shank	Whole	Half	1/4	bone-in	bone-in				
WI <i>(cont)</i>	Sentry	Hormel Cure 81		0.99												w/ \$25 purchase; limit 1	
		Hormel Cure 81							2.99	2.99							
		John Morrell		2.29													
	Shurfine Food Centers	Sugardale					0.79	0.79									w/ \$25 purchase
		Sugardale		2.19			1.29	1.29	2.29	2.39			1.89	2.99			
		Cook's															
	Super One Foods	Elliott's							3.79								
		Sugardale												3.49			
	SuperVALU Stores	Essential Everyday			1.59	1.69											
		Hormel Cure 81		1.99					3.99	3.99							
		Cloverdale							3.99								
	Tadych's	Sugardale					1.28	1.28									
		Our Family			1.48	1.48											
		Hillshire Farm				2.19											
	Target	John Morrell												2.99			
		Archer Farms		1.69													
	The Fresh Market	n/i	2.99														
	Trig's	John Morrell	2.49														
Whole Foods MW	Wellshire Farms		5.99														
	Woodman's	Sugardale	2.19														
	Klondike				1.49												

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			Whole	Half	Whole	Half	Butt	Shank	Whole	Half	1/4	bone-in	bone-in				
SOUTH CENTRAL U.S. - AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT																	
AR	Albertsons Houston	Hormel		1.78												w/ store card	
		Cook's					1.18	0.98								w/ store card	
		Smithfield	2.69	1.99												w/ store card	
	ALDI	Appleton Farms		1.49				0.99	0.79								
		Appleton Farms	3.49														ABF
	Bill's Fresh Market	Specially Selected	1.79														
		Sugardale						0.99	0.99								
		Double G			2.99			1.58	1.58								
	Brookshire's	Petite Jean			2.99												
		Frick's						1.58	1.58								
		Brookshire's	1.59														
	Cranford's	Hormel	1.59							3.99	3.99						
		Cook's							0.98								limit 1
	Edward's	Cook's							1.18								
		Best Choice		1.78													
		Cook's						1.28	0.98								
	Food Giant	Best Choice		1.88													
		Kentucky Legend								3.48	3.48						
		Cook's							0.98								
	G&W Foods	Best Choice	1.78	1.78													
		Best Choice	1.78	1.78													limit 2
		Cook's						1.58	1.38								
	Harp's Foods	Carolina Pride										1.18					
		Kretschmar								2.88	2.88						
		Kentucky Legend								2.99	3.99						
	Hays Supermarket	Cook's						1.69	1.49								
		Best Choice	1.99					2.49	2.29								spiral cut
Best Choice		1.98	1.98														
Kroger Delta	Kretschmar	2.17							2.48								
	Cook's						1.07	0.87								limit 2	
	Kentucky Legend										4.69						
Mac's Fresh Market	Smithfield		1.79					0.99								w/ store card	
	John Morrell		1.79													w/ store card	
		Carolina Pride						0.99									
		Best Choice		1.88													
		n/i			0.99												

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			Bone-in		Whole	Half	Butt	Shank	Whole	Half	1/4					
AR <i>(cont)</i>	Piggly Wiggly Hchn's	Cook's					1.18	0.98								
		Sugar Tree	1.78													
		Kentucky Legend										3.98				
		Carolina Pride										2.98				
		Jamestown											0.98			
	Pyramid Foods	Smithfield	1.97				1.49	1.29				3.99				
		Kretschmar							2.79	2.99						
		Cook's			1.69								3.49			
	Rehkopf's	Double G					1.79	1.59	3.29	3.49						
		Cook's						1.19								
	Save-a-Lot	n/i		1.79												
	Super 1 Foods	Hormel Cure 81	1.57				1.39	1.19								
	Target	Archer Farms		1.69												
	TC Grocery	Kretschmar							1.99							
		Cook's			1.49		1.39	1.29								
Sugardale				1.49												
	Best Choice	1.99														
Whole Foods SW	n/i	5.99														
AZ	Albertsons SW	Hormel Cure 81	1.47													w/ store card; limit 1
	Basha's	Cook's					1.07	0.77								w/ store card
		Hormel Cure 81	1.99													w/ store card; limit 1
		Champ's	1.59													w/ store card
	Food City	Cook's						0.87								limit 1
		Fry's	1.37						2.99							w/ store card
		Sugardale					1.19	1.19								w/ store card
		Private Selection	2.99													w/ store card
		Cook's					0.99	0.99								
	IGA Family Friends	Cook's				1.17	0.97									
	Lowe's	Cook's					0.97									
	Safeway Southwest	Cook's														w/ store card; limit 2
		Cook's											2.99			w/ store card
		Hormel Cure 81	1.57													w/ store card
	Smart & Final	Farmer John	1.57	1.57												w/ \$25 purchase; limit 1
Smith's	Sugardale	1.59					1.19								w/ store card	
Sprout's	Kroger							2.49	2.49							
	Old Tyme	1.79														

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Easter 2016
CURED PORK

State	Supermarket	Label	Spiral Cut Hams		Bone-in/Semi-Boneless				Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions		
			Whole	Half	Whole	Half	Butt	Shank	Whole	Half	1/4	bone-in	bone-in				
AZ <i>(cont)</i>	Target	Archer Farms		1.69													
	The Fresh Market	n/i	2.99														
	Whole Foods SPac	Pederson's	5.99														ABF
		Wellshire Farms			5.99												ABF
	American Homestead		5.99													ABF	
CO	Affiliated Foods	Hormel		2.19													
		Hormel Cure 81							3.99	3.99							
		Cook's					1.29	0.97									
	Affiliated MW	Double G					1.28	1.18			2.99			2.49			
		Hormel Cure 81		1.88						3.69	3.69						
		Farmland									2.79						
		John Morrell	1.88			1.99											
	Albertsons Mtn	Sugardale					1.29	1.19									
		Kretschmar									2.99						
		n/i					1.27	0.97									w/ store card; limit 1
		n/i												3.99			w/ store card
	Associated Foods	Sunnyvalley					3.99			3.79							w/ store card
		Hormel Cure 81									4.49						w/ store card
		Hormel Cure 81	1.69														w/ store card; limit 1
		Cook's							1.19								
	King Soopers	Hormel Cure 81	1.69							3.99	3.99						
		n/i	1.39														
		Western Family					1.39	1.19									
		John Morrell		1.89													
	Lowe's	Kroger	1.59														w/ store card
		Cook's							0.88								w/ store card
		Private Selection	2.49														w/ store card
Lucky's Market	Smithfield										3.99					w/ store card	
	Cook's					1.17	0.97										
Ridley's	Lucky's Market	2.99															
	Creekstone Farms	4.99									6.99						
	Western Family					1.38	1.18										
	Farmland								1.78								
	John Morrell		1.88														
	Hormel Cure 81								3.78	3.78							
	Ridley's		0.97													limit 1	

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

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**Easter 2016
CURED PORK**

State	Supermarket	Label	Spiral Cut Hams		Bone-in/Semi-Boneless				Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions		
			Whole	Half	Whole	Half	Butt	Shank	Whole	Half	1/4	bone-in	bone-in				
CO <i>(cont)</i>	Safeway Denver	n/i		1.57												w/ store card; limit 1	
		Cook's						0.97								w/ store card	
	Sprout's	Old Tyme	1.79														
	Sun Mart	Our Family		1.59	1.49	1.49		0.99									
		Hormel Cure 81							3.99								
		n/i											2.99				
	Target	Archer Farms		1.69													
KS	Affiliated Foods	Hormel		2.19													
		Hormel Cure 81							3.99	3.99							
		Cook's					1.29	0.97									
	Affiliated MW	Double G					1.28	1.18			2.99				2.49		
		Hormel Cure 81		1.88					3.69	3.69							
		Farmland								2.79							
	ALDI	John Morrell	1.88			1.99											
		Sugardale					1.29	1.19									
		Kretschmar									2.99						
	Apple Market	Appleton Farms		1.49			0.99	0.79									
		Appleton Farms	3.49														
		Specially Selected	1.79														
	Country Mart	Cook's			1.48				1.48								
		Best Choice	1.79	1.79													
		Smithfield		2.39													
		Farmland							3.29	3.29							
		Farmland Traditional								3.69							
	Dillon's	Hormel Cure 81	1.79	1.99					3.99	3.99	4.99						
		Cook's			1.49									2.99			
		Smithfield		2.29													
	Dillon's	Farmland							2.99	2.99							
Kroger		1.69														w/ store card; limit 2	
Cook's								1.49								w/ store card	
Hillshire Farm																w/ store card	
Hormel		2.99														w/ store card	
Private Selection		2.99														w/ store card	
Cumberland Gap					2.99				3.49	3.49						w/ store card	
Dillon's	Hormel Cure 81							3.99	3.99	3.99						w/ store card	
	Kentucky Legend							3.99	3.99	3.99						w/ store card	
	Smithfield							3.99	3.99	3.99						w/ store card	

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CURED PORK

State	Supermarket	Label	Spiral Cut Hams		Bone-in/Semi-Boneless				Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions
			Whole	Half	Whole	Half	Butt	Shank	Whole	Half	1/4	bone-in	bone-in		
KS <i>(cont)</i>	G&W Foods	Best Choice	1.78	1.78											limit 2
		Cook's					1.58	1.38							
		Carolina Pride										1.18			
	Hen House	Kretschmar							2.88	2.88					
		Smithfield		1.99											
	Homeland	Hormel Cure 81							4.29	4.29					
		Cook's					1.19	0.99					3.49		
	Hy-Vee	Hormel		1.79											
		Cook's			1.49		1.98	1.98							
	Lowe's	Hy-Vee	1.98	2.38											
		Hormel Cure 81		2.99					3.99	3.99					
	Price Chopper	Cook's					1.17	0.97							
		Best Choice	1.89	1.89											
	Save-a-Lot	Cook's							1.69						
		Hormel Cure 81	1.88	1.98					3.99	3.99					
	Sprout's	Sugardale	1.69											2.99	
		Old Tyme	1.79												
	Sun Fresh	Cook's			1.49									2.99	
		Hormel Cure 81	1.79	1.99							4.99				
	Target	Archer Farms		1.69											
		n/i	2.99												
	Thriftway Stores	Cook's			1.39									2.99	
		Best Choice	1.79	1.79											
Woods	Smithfield		1.99												
	Hormel Cure 81							3.99	3.99						
	Kretschmar							2.99	2.99						
	Farmland							2.99	2.99						
	Best Choice	1.79													
	Kretschmar							2.68	2.88						
	Sugardale			1.49		1.18									
LA	AG Baton Rouge	Cook's					1.49	1.39							
		Smithfield	1.99												
	Albertsons Houston	Hormel		1.78										w/ store card	
		Cook's					1.18	0.98						w/ store card	
Breax Mart	Smithfield	2.69	1.99										w/ store card		
	Smithfield	1.99				1.29	1.19								

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Easter 2016
CURED PORK

State	Supermarket	Label	Spiral Cut Hams		Bone-in/Semi-Boneless				Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions	
			Whole	Half	Whole	Half	Butt	Shank	Whole	Half	1/4					
LA <i>(cont)</i>	Brookshire's	Brookshire's	1.59													
		Hormel	1.59						3.99	3.99						
	Kroger Houston	Kroger	1.59													w/ \$10 purchase; limit 2
		Cook's						1.49								w/ store card
		Private Selection	2.99													w/ store card
		Hormel Cure 81								3.99						w/ store card
	LeBlanc's	Smithfield		1.99												
	Mac's Fresh Market	Carolina Pride						0.99								
		Best Choice		1.88												
		n/i			0.99											
	Ramey's Marketplace	Cook's					1.38	0.99					2.98			
	Rouses	Sugardale		1.57				0.99					3.29			limit 2
	Save-a-Lot	Sugardale	1.69					0.87					2.99			
	Super 1 Foods	Hormel Cure 81	1.57													
	Target	Archer Farms		1.69												
	The Fresh Market	n/i	2.99													
	Whole Foods SW	n/i	5.99													
Winn-Dixie	n/i		1.95				1.50	1.00							w/ store card; limit 1	
	n/i		3.00				2.50	2.00							w/o store card	
MO	Affiliated MW	Double G					1.28	1.18		2.99			2.49			
		Hormel Cure 81		1.88					3.69	3.69						
		Farmland								2.79						
		John Morrell	1.88			1.99										
		Sugardale					1.29	1.19								
		Kretschmar								2.99						
	ALDI	Appleton Farms		1.49			0.99	0.79								
		Appleton Farms	3.49													
		Specially Selected	1.79													
	Apple Market	Cook's			1.48			1.48								
		Best Choice	1.79	1.79												
		Smithfield		2.39												
		Farmland							3.29	3.29						
	Farmland Traditional								3.69							
C&R Market	Frick's						1.49									
	Hormel Cure 81		1.68							3.99						
	Sugardale					1.18	0.98									
	Kretschmar							2.89	2.99							

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			Whole	Half	Whole	Half	Butt	Shank	Whole	Half	1/4	bone-in	bone-in			
MO <i>(cont)</i>	County Market	Kretschmar		1.39												w/ \$25 purchase; limit 1
		Kretschmar							2.49							
		Indiana Kitchen	2.99													
		Frick's			1.99		1.89	1.69								
		Sugardale					1.39	1.19								
		Double G							2.79	2.99						
		Korn Top				1.99		1.89	1.69							
		Kentucky Legend									3.79					
	Country Mart	Hormel Cure 81	1.79	1.99					3.99	3.99	4.99					
		Cook's			1.49			1.69					2.99			
		Smithfield		2.29												
		Farmland							2.99	2.99						
	Dierberg's	Dierberg's		1.39												w/ \$25 purchase; limit 1
		Double G			2.29		2.39	2.29	2.49							
		Kretschmar							1.29							w/ \$25 purchase; limit 1
	Frick's	Frick's			2.29		2.39	2.29								
		Cook's						0.98								
	Food Giant	Best Choice	1.78	1.78												
	Fresh Thyme	Fresh Thyme	1.99													
	G&W Foods	Best Choice	1.78	1.78												limit 2
		Cook's					1.58	1.38								
		Carolina Pride										1.18				
		Kretschmar							2.88	2.88						
	Gerbe's	Kroger	1.69													w/ store card; limit 2
		Cook's						1.49								w/ store card
		Hillshire Farm														w/ store card
		Hormel	2.99													w/ store card
		Private Selection	2.99													w/ store card
		Cumberland Gap			2.99				3.49	3.49						w/ store card
		Hormel Cure 81							3.99	3.99	3.99					w/ store card
		Kentucky Legend							3.99	3.99	3.99					w/ store card
		Smithfield							3.99	3.99	3.99					w/ store card
		Kentucky Legend	Kentucky Legend							2.99	3.99					
Cook's						1.69	1.49									
Best Choice	Best Choice	1.99				2.49	2.29								spiral cut	
	Our Very Best			1.99												
Harter House	Hormel Cure 81	1.99						3.59								

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			Whole	Half	Whole	Half	Butt	Shank	Whole	Half	1/4	bone-in	bone-in				
MO <i>(cont)</i>	Hays Supermarket	Best Choice	1.98	1.98													
		Kretschmar	2.17						2.48								
		Cook's					1.07	0.87									limit 2
	Hen House	Kentucky Legend									4.69						
		Smithfield		1.99													
	Hy-Klas Foods	Hormel Cure 81							4.29	4.29							
		Cook's			1.49									2.99			
	Hy-Vee	Best Choice	1.79	1.79													
		Cook's			1.49		1.98	1.98									
		Hy-Vee	1.98	2.38													
	Kroger Central	Hormel Cure 81		2.99					3.99	3.99							
		Kroger	1.27														w/ store card; limit 2
		Sugardale						0.97									w/ store card
		Indiana Kitchen	2.99														w/ store card
	Kroger Delta	Cumberland Gap			1.99												w/ store card
		Hickory Hills								2.49							w/ store card
		Smithfield		1.79				0.99									w/ store card
		John Morrell		1.79													w/ store card
	Lucky's Market	Lucky's Market	2.99														
		Creekstone Farms	4.99									5.99					
	Moser's	Cook's			1.49									2.99			
		Hormel Cure 81	1.67	1.67					3.99	3.99	4.99						
		Kretschmar	4.99														
		Smithfield		2.29													
	Prenger Foods	Farmland							2.99	2.99							
		Frick's			1.59		1.17	0.97									
		Best Choice	1.67	1.67													
	Price Chopper	Farmland							2.97								
		Best Choice	1.89	1.89													
	Pyramid Foods	Cook's						1.69									
Hormel Cure 81		1.88	1.98					3.99	3.99								
Smithfield		1.97								3.99							
Save-a-Lot	Kretschmar							2.79	2.99								
	Cook's			1.69									3.49				
	Double G					1.79	1.59	3.29	3.49								
	Sugardale	1.69					0.87						2.99				

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			Whole	Half	Whole	Half	Butt	Shank	Whole	Half	1/4					
MO <i>(cont)</i>	Schnuck's	Schnuck's	1.39													w/ \$25 purchase; limit 1
		Kretschmar							1.29							w/ \$25 purchase; limit 1
		Frick's			1.99		1.49	1.29						3.79		
		Double G			1.99				2.49							
		Cook's						0.79								w/ \$25 purchase; limit 1
	Shop'n Save	Essential Everyday			1.69			0.97								
		Kretschmar	1.37						1.37							w/ \$25 purchase; limit 1
	Sprout's	Old Tyme	1.79													
	Sun Fresh	Cook's			1.49			1.69						2.99		
		Hormel Cure 81	1.79	1.99							4.99					
	Target	Archer Farms		1.69												
		Kretschmar							1.99							
	TC Grocery	Cook's			1.49		1.39	1.29								
		Sugardale			1.49											
		Best Choice	1.99													
		n/i	2.99													
		Cook's			1.39			1.49						2.99		
	The Fresh Market	Best Choice	1.79	1.79												
		Smithfield		1.99												
	Thriftway Stores	Hormel Cure 81							3.99	3.99						
		Kretschmar							2.99	2.99						
		Farmland							2.99	2.99						
		Kretschmar							1.98							
Best Choice			1.68													
Sugardale						1.19	0.99								limit 1	
Primrose											1.99					
Whole Foods MW	Wellshire Farms		5.99		6.99						7.99				ABF	
	Best Choice	1.79														
Woods	Kretschmar			1.49				2.68	2.88							
	Sugardale															
	Cook's					1.49	1.39									
NM	Affiliated Foods	Hormel		2.19												
		Hormel Cure 81							3.99	3.99						
	Albertsons SW	Cook's					1.29	0.97								
		Hormel Cure 81	1.47													w/ store card; limit 1
		Cook's						0.97								w/ store card

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			Whole	Half	Whole	Half	Butt	Shank	Whole	Half	1/4						
NM <i>(cont)</i>	Basha's	Cook's					1.07	0.77								w/ store card; limit 1	
		Hormel Cure 81	1.99													w/ store card	
		Champ's	1.59													w/ store card	
	Dollar General Market	Kentucky Legend									4.45						
		Smithfield		1.85													limit 1
	John Brooks	Cook's					1.29	0.97									
		Hormel		2.19													
	King Soopers	Hormel Cure 81							3.99	3.99							
		Kroger	1.59														w/ store card
		Cook's						0.88									w/ store card
	Lawrence Bros.	Private Selection	2.49														w/ store card
		Smithfield									3.99						w/ store card
		Cook's					1.29	0.99									
	Lowe's	Sugardale			3.59												
Cook's						1.17	0.97										
Smith's	Sugardale	1.59					1.19									w/ store card	
Sprout's	Kroger							2.49	2.49								
	Old Tyme	1.79															
Target	Archer Farms		1.69														
OK	Affiliated Foods	Hormel		2.19													
		Hormel Cure 81							3.99	3.99							
	Affiliated MW	Cook's					1.29	0.97									
		Double G					1.28	1.18			2.99			2.49			
		Hormel Cure 81		1.88					3.69	3.69							
		Farmland									2.79						
	ALDI	John Morrell	1.88			1.99											
		Sugardale					1.29	1.19									
		Kretschmar									2.99						
		Appleton Farms		1.49			0.99	0.79									
	Buy for Le\$\$	Appleton Farms	3.49														
		Specially Selected	1.79														
	Country Mart	Sugardale						0.97									
		Hormel Cure 81	1.79	1.99					3.99	3.99	4.99						
Cook's				1.49			1.69						2.99				
	Smithfield		2.29														
	Farmland							2.99	2.99								

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			Bone-in		Whole	Half	Butt	Shank	Whole	Half	1/4					
OK <i>(cont)</i>	Dollar General Market	Kentucky Legend									4.45					
		Smithfield		1.85												limit 1
	Harp's Foods	Kentucky Legend							2.99	3.99						
		Cook's					1.69	1.49								
		Best Choice	1.99				2.49	2.29								spiral cut
	Homeland	Cook's					1.19	0.99					3.49			
		Hormel		1.79												
	Market Square	Cook's					1.29	0.97								
		Hormel Cure 81		2.29					3.99	3.99						
	Nichols	Sugardale											2.99			
		Hormel Cure 81	1.79	1.79												
		Kentucky Legend							3.79	3.79						
	Pyramid Foods	Smithfield	1.97				1.49	1.29			3.99					
		Kretschmar			1.69				2.79	2.99						
		Cook's											3.49			
	Reasor's	Double G					1.79	1.59	3.29	3.49						
		Rosebud Farms					1.48	1.28						2.98		
		Hormel Cure 81		1.98												
	Rehkopf's	Cook's						1.19								
		Best Choice		1.79												
Safeway Denver	n/i		1.57												w/ store card; limit 1	
	Cook's						0.97								w/ store card	
Save-a-Lot	Sugardale	1.69					0.87					2.99				
Sprout's	Old Tyme	1.79														
Target	Archer Farms		1.69													
The Fresh Market	n/i	2.99														
Warehouse	Sugardale						0.99									
	Best Choice		1.59													
	Kentucky Legend							3.69	3.69	3.69						
Whole Foods SW	n/i	5.99														
TX	Affiliated Foods	Hormel		2.19												
		Hormel Cure 81						3.99	3.99							
		Cook's					1.29	0.97								
	Albertsons Houston	Hormel		1.78											w/ store card	
	Cook's					1.18	0.98							w/ store card		
	Smithfield	2.69	1.99											w/ store card		

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			Bone-in	Bone-in	Whole	Half	Butt	Shank	Whole	Half	1/4	bone-in	bone-in		
TX <i>(cont)</i>	Albertsons SW	Hormel Cure 81	1.47												w/ store card; limit 1
		Cook's					0.97								w/ store card
	ALDI	Appleton Farms		1.49			0.99	0.79							
		Appleton Farms	3.49												ABF
		Specially Selected	1.79												
	Arlan's Market	Cook's						1.59							
	Brookshire's	Brookshire's	1.59												
		Hormel	1.59						3.99	3.99					
	Brookshire Bros.	Cook's					1.29	0.99							w/ \$20 purchase; limit 2
		Cook's		2.88											
		Hormel Cure 81								4.49					
	Cash Saver	Cook's					1.20	0.88							
	Diamond IGA	Cook's					1.39	1.19							
		Best Choice		1.79											
	Elrod's	Cook's					1.38	1.38							w/ store card
		Cook's					2.29	2.29							w/o store card
	Fiesta Mart	Smithfield	2.19				1.47	1.47							w/ \$10 purchase; limit 2
	Food Town	Sugardale					1.29	1.29							
	Foodarama	Cook's						1.69							w/ \$10 purchase; limit 1
		John Morrell									4.77				
	H-E-B	Hill Country Fare	1.77												
	Homeland	Cook's					1.19	0.99					3.49		
		Hormel		1.79											
	Kroger Dallas	Kroger	1.49												w/ \$10 purchase; limit 4
		Cook's						1.49							w/ store card
		Private Selection	2.99												w/ store card
		Hormel Cure 81								3.99					w/ store card
	Kroger Houston	Kroger	1.59												w/ \$10 purchase; limit 2
		Cook's						1.49							w/ store card
		Private Selection	2.99												w/ store card
	Hormel Cure 81								3.99					w/ store card	
La Fiesta	Cook's						1.59							w/ \$10 purchase; limit 1	
	John Morrell									4.77					
Lawrence Bros.	Cook's					1.29	0.99								
	Sugardale			3.59											
Lowe's	Cook's					1.17	0.97								

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Prices in \$US per pound unless otherwise noted.

**Easter 2016
CURED PORK**

State	Supermarket	Label	Spiral Cut Hams		Bone-in/Semi-Boneless				Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions		
			Whole	Half	Whole	Half	Butt	Shank	Whole	Half	1/4						
TX <i>(cont)</i>	Market Square	Cook's					1.29	0.97									
		Hormel Cure 81		2.29					3.99	3.99							
	Minyard's	Cook's					1.18	0.98									
		Best Choice		2.29													
	Minyard's Sun Fresh	Best Choice		1.59													
		Cook's					1.18	0.98									
	Porter's Grocery	Cook's					1.29	0.97									
		Hormel		2.19													
		Hormel Cure 81							3.99	3.99							
	Randall's	Hormel		1.59												w/ store card	
		Hormel Premium		1.99													
		Smithfield		1.99			1.59	1.39								w/ store card	
	Rehkopf's	Cook's						1.19									
		Best Choice		1.79													
	Save-a-Lot	Sugardale	1.69					0.87					2.99				
	Sprout's	Old Tyme	1.79														
	Super 1 Foods	Hormel Cure 81	1.57														
	Target	Archer Farms		1.69													
	The Fresh Market	n/i	2.99														
	The United Family	Cook's						0.97									
	Hormel Cure 81	1.99															
Tom Thumb	Hormel	1.47													w/ store card		
	Cook's				1.27										w/ store card		
Vista Market	Cook's					1.19	0.99										
Whole Foods SW	n/i	5.99															
UT	Albertsons Mtn	n/i					1.27	0.97								w/ store card; limit 1	
		n/i										3.99			w/ store card		
		Sunnyvalley				3.99			3.79						w/ store card		
		Hormel Cure 81								4.49					w/ store card		
		Hormel Cure 81	1.69												w/ store card; limit 1		
	Associated Foods	Cook's						1.19									
		Hormel Cure 81	1.69						3.99	3.99							
		n/i	1.39	1.59													
		Western Family					1.39	1.19									
	Fresh Market	John Morrell		1.89													
	Cook's						1.19										
	Hormel Cure 81	1.69						3.99	3.99								

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Easter 2016
CURED PORK

State	Supermarket	Label	Spiral Cut Hams		Bone-in/Semi-Boneless				Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions	
			Bone-in	Bone-in	Whole	Half	Butt	Shank	Whole	Half	1/4	bone-in	bone-in			
UT <i>(cont)</i>	King Soopers	Kroger	1.59													w/ store card
		Cook's						0.88								w/ store card
		Private Selection	2.49													w/ store card
	Ridley's	Smithfield									3.99					w/ store card
		Western Family					1.38	1.18								
		Farmland							1.78							
		John Morrell		1.88												
		Hormel Cure 81							3.78	3.78						
	Smith's	Ridley's	0.97													limit 1
		Sugardale	1.59					1.19								w/ store card
	Sprout's	Kroger							2.49	2.49						
		Old Tyme	1.79													
	Stokes Market	Western Family		1.39				1.39	1.19							
		John Morrell		1.89												
Target	Archer Farms		1.69													

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Easter 2016
CURED PORK

State	Supermarket	Label	Spiral Cut Hams		Bone-in/Semi-Boneless				Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions		
			Whole	Half	Whole	Half	Butt	Shank	Whole	Half	1/4	bone-in	bone-in				
SOUTHWESTERN U.S. - CA,HI,NV																	
CA	Albertsons SoCal	Hormel Cure 81		1.99						3.99						w/ store card	
		Farmer John		2.49												w/ store card; local	
		Cook's					1.59	1.59								w/ store card	
	ALDI	Appleton Farms		1.49				0.99	0.79								
		Appleton Farms	3.49														ABF
		Specially Selected	1.79														
	Andronico's	Andronico's					4.99										
	Baja Ranch	Farmer John					1.99										
	Big Saver	Farmer John					1.79										
	Bristol Farms	Dabecca	5.49														
	Dollar General Market	Kentucky Legend										4.45					
		Smithfield		1.85													limit 1
	Food 4 Less	Farmer John					1.99										
	Grocery Outlet	Smithfield		1.59													
		Jamestown		1.59													
	Holiday Market	Burgers	3.99														w/ store card
		Burgers	4.99														w/o store card
		Sunnyvalley	2.49					1.59	1.59								w/ store card
		Sunnyvalley	3.99					3.49	3.49								w/o store card
	Jensen's	Nueskes	8.99														
	Lucky	Cook's	1.88					1.59	1.29								
	Lunardi's	Lunardi's	3.99								4.99						
		Cook's		1.98					1.59	1.49							
	Mar-Val Foods	Sunnyvalley		1.98					1.59	1.49							
		Mollie's Own			3.99												
	Murphy's	Premiere Brand								4.99							
	Nugget Markets	Sunnyvalley					1.99										
		Hillshire Farms	2.99														
Raley's	Raley's	1.99	1.99													local	
	Sunnyvalley			1.49			1.69	1.49									
Ralph's	Private Selection	1.27														w/ store card; limit 2	
	Farmer John					0.99										w/ store card; limit 1	
Ray's Food Place	Jamestown	1.69															
	Hempler's					4.99											
	n/i							1.39									

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Easter 2016
CURED PORK

State	Supermarket	Label	Spiral Cut Hams		Bone-in/Semi-Boneless				Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions
			Bone-in		Whole	Half	Butt	Shank	Whole	Half	1/4	bone-in	bone-in		
CA <i>(cont)</i>	Safeway NorCal	Farmer John			0.98			0.98							w/ store card; limit 2
		Farmer John		1.88											w/ store card
		Safeway Farms		1.88											w/ store card
		Signature Farms								2.99					w/ store card
		Ashley Farms		3.49											w/ store card
		Hormel Cure 81									4.99				w/ store card
	Save Mart	Cook's	1.88												
		Farmer John	1.88		1.99	1.49									
		Hormel Cure 81	1.88												
		Sunnyvalley	1.88												
		Hillshire Farm	2.99												
		CB Old Country Store	3.99												
	Save-a-Lot	John Morrell							2.99	3.49					
		Sugardale	1.69					0.87					2.99		
	Smart & Final	Farmer John	1.57	1.57											w/ \$25 purchase; limit 1
	Sprout's	Old Tyme	1.79												
	Stater Bros.	Smithfield	1.99			0.89									w/ \$25 purchase; limit 1
	Super A Foods	Hormel	1.79												
	Superior Grocers	Sunnyvalley					1.29	1.29							
	Target	Archer Farms		1.69											
The Fresh Market	n/i	2.99													
Vons/Pavilions	Hormel Cure 81		1.99							3.99				w/ store card	
	Farmer John		2.49											w/ store card	
Whole Foods SPac	Cook's					1.59	1.59							w/ store card	
	Pederson's	5.99												ABF	
	Wellshire Farms		5.99											ABF	
	American Homestead	5.99												ABF	
HI	Don Quijote	Farmer John						1.69							
	Island Grocery	Farmer John				2.19									
		Sugardale				2.29									
		Farmer John					2.29	2.29							
	Safeway NorCal	Farmer John			0.98			0.98							w/ store card; limit 2
		Farmer John		1.88											w/ store card
		Safeway Farms		1.88											w/ store card
Signature Farms									3.49					w/ store card	

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**Easter 2016
CURED PORK**

State	Supermarket	Label	Spiral Cut Hams		Bone-in/Semi-Boneless				Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions	
			Whole	Half	Whole	Half	Butt	Shank	Whole	Half	1/4	bone-in	bone-in			
HI <i>(cont)</i>	Safeway NorCal <i>(continued)</i> Tamura's Market Target Times Supermarket Whole Foods SPac	Ashley Farms		3.99											w/ store card	
		Hormel Cure 81								5.99					w/ store card	
		Farmer John			1.79	1.79										
		Archer Farms			1.99											
		Sunnyvalley					1.79	1.69								
		Farmer John					2.49	2.39	2.29							
		Pederson's	5.99												ABF	
		Wellshire Farms		5.99											ABF	
		American Homestead	5.99												ABF	
NV	Albertsons SW	Hormel Cure 81	1.47												w/ store card; limit 1	
		Cook's						0.97							w/ store card	
	Associated Foods	n/i	1.39													
		Western Family					1.39	1.19								
	Dollar General Market	John Morrell		1.89												
		Kentucky Legend									4.45					
	Grocery Outlet	Smithfield		1.85												limit 1
		Smithfield		1.59												
	Raley's	Jamestown		1.59												
		Raley's	1.99	1.99												local
	Ridley's	Sunnyvalley			1.49		1.69	1.49								
		Western Family					1.38	1.18								
	Safeway NorCal	Farmland							1.78							
		John Morrell		1.88												
		Hormel Cure 81							3.78	3.78						
		Ridley's	0.97													limit 1
		Farmer John			0.98			0.98								w/ store card; limit 2
Farmer John			1.88												w/ store card	
Safeway Farms			1.88												w/ store card	
Save-a-Lot	Signature Farms									2.99					w/ store card	
	Ashley Farms		3.49												w/ store card	
	Hormel Cure 81									4.99					w/ store card	
	Sugardale	1.69										2.99				
Scolari's	Sunnyvalley					1.09	0.99								limit 1	
	Hormel Cure 81							3.99								
Smart & Final	Kentucky Legend							3.99								
	Farmer John	1.57	1.57												w/ \$25 purchase; limit 1	

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**Easter 2016
CURED PORK**

State	Supermarket	Label	Spiral Cut Hams		Bone-in/Semi-Boneless				Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions		
			Bone-in		Whole	Half	Butt	Shank	Whole	Half	1/4	bone-in	bone-in				
NV <i>(cont)</i>	Smith's	Sugardale	1.59					1.19								w/ store card	
		Kroger							2.49	2.49							
	Sprout's	Old Tyme	1.79														
	Target	Archer Farms		1.69													
	Vons/Pavilions	Hormel Cure 81		1.99							3.99					w/ store card	
		Farmer John		2.49													w/ store card
		Cook's					1.59	1.59									w/ store card
	Whole Foods SPac	Pederson's	5.99														ABF
		Wellshire Farms		5.99													ABF
	American Homestead	5.99														ABF	

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Easter 2016

CURED PORK

State	Supermarket	Label	Spiral Cut Hams		Bone-in/Semi-Boneless				Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions		
			Whole	Half	Whole	Half	Butt	Shank	Whole	Half	1/4	bone-in	bone-in				
NORTHWESTERN U.S. - AK, ID, MT, OR, WA, WY																	
AK	AC Value Center	Cook's		2.48			1.78	1.78								w/ store card	
		Cook's		4.99												w/o store card	
	Alaskan & Proud	n/i		1.98			1.48	1.48									
		Carrs/Safeway Seattle	Hormel Cure 81	1.87													w/ store card
	Fred Meyer	Cook's			1.87		1.97	1.87									w/ store card
		Carando		2.99													w/ store card
		Hempler's								4.99							w/ store card
		Signature Select									3.99						w/ store card
		Kroger		1.69													w/ store card; limit 2
		Kroger								2.99	2.99						
	IGA Hometown Proud	Cook's					1.19	1.19									
		F.G. Meyer		4.99													w/ store card; limit 2
	Meyers Group IGA	Essential Everyday			2.29												
		Hormel Cure 81								4.49							
Sea Mart	Essential Everyday									2.99							
	Hormel Cure 81																
Three Bears	Cook's		2.49				1.99	1.79									
	Sunnyvalley						1.79	1.79									
ID	Albertsons Mtn	Kirkland		2.59													
		n/i					1.27	0.97								w/ store card; limit 1	
		n/i											3.99			w/ store card	
		Sunnyvalley					3.99			3.79						w/ store card	
	Associated Foods	Hormel Cure 81		1.69							4.49						w/ store card
		Hormel Cure 81															w/ store card; limit 1
		Western Family					1.39	1.19									
	Family Foods	John Morrell			1.89												
		n/i			1.59												
		Cook's							1.49								
	Fred Meyer	Longhorn			1.99												
		John Morrell									3.29						
		Kroger		1.49													w/ store card; limit 2
	Grocery Outlet	Kroger								2.99	2.99						
Cook's						1.19	1.19										
F.G. Meyer			4.99													w/ store card; limit 2	
Smithfield				1.59													
	Jamestown			1.59													

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Easter 2016
CURED PORK

State	Supermarket	Label	Spiral Cut Hams		Bone-in/Semi-Boneless				Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions		
			Bone-in		Whole	Half	Butt	Shank	Whole	Half	1/4						
ID <i>(cont)</i>	Harvest Foods	Cook's						1.69									
		John Morrell		2.19		1.68											
	IGA Markets	Essential Everyday		1.89			1.39	0.99		2.59							
		Hormel Cure 81							3.99								
	Ridley's	Western Family					1.38	1.18									
		Farmland							1.78								
		John Morrell		1.88													
		Hormel Cure 81							3.78	3.78							
		Ridley's		0.97												limit 1	
	Rosauer's	Longhorn		1.99													
		Hempler's							3.49	3.69							
		Cook's						1.49									
	Safeway Seattle	Hormel Cure 81		1.57												w/ store card	
		Cook's			1.57		1.87	1.57								w/ store card	
		Carando			2.49											w/ store card	
		Hempler's							3.99							w/ store card	
		Signature Select								3.99						w/ store card	
	Smith's	Sugardale		1.59					1.19							w/ store card	
		Kroger							2.49	2.49							
	Stokes Market	Western Family			1.39			1.39	1.19								
	John Morrell			1.89													
Super 1 Foods	Cook's							0.97							limit 1		
Target	Archer Farms			1.69													
Yoke's Fresh Market	Yoke's		2.49														
	Longhorn		1.97												w/ store card; local		
	Longhorn		3.99												w/o store card; local		
	John Morrell		2.29			2.09			2.99								
MT	Albertsons Mtn	n/i					1.27	0.97								w/ store card; limit 1	
		n/i											3.99			w/ store card	
		Sunnyvalley				3.99			3.79							w/ store card	
		Hormel Cure 81								4.49						w/ store card	
	Associated Foods	Hormel Cure 81		1.69												w/ store card; limit 1	
		Cook's						1.19									
		Hormel Cure 81		1.69					3.99	3.99							
		n/i		1.39	1.59												
		Western Family					1.39	1.19									
	John Morrell			1.89													

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**Easter 2016
CURED PORK**

State	Supermarket	Label	Spiral Cut Hams		Bone-in/Semi-Boneless				Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions		
			Bone-in		Whole	Half	Butt	Shank	Whole	Half	1/4						
MT <i>(cont)</i>	Family Foods	Cook's						1.49									
		Longhorn		1.99													
		John Morrell									3.29						
	Harvest Foods	Cook's						1.69									
		John Morrell		2.19		1.68											
	IGA Markets	Essential Everyday		1.89			1.39	0.99			2.59						
		Hormel Cure 81							3.99								
	Lucky's Market	Lucky's Market	2.99														
		Creekstone Farms	4.99								5.99						
	Reynold's Market	n/i	1.49														
		Western Family					1.39	0.99									
	Rosauer's	Longhorn		1.99													
		Hempler's							3.49	3.69							
		Cook's						1.49									
	Safeway Seattle	Hormel Cure 81	1.57														w/ store card
		Cook's			1.57		1.87	1.57									w/ store card
		Carando		2.49													w/ store card
		Hempler's							3.99								w/ store card
		Signature Select								3.99							w/ store card
	Smith's	Sugardale	1.59					1.19									w/ store card
Kroger								2.49	2.49								
Stokes Market	Western Family		1.39				1.39	1.19									
	John Morrell		1.89														
Super 1 Foods	Cook's							0.97								limit 1	
	Essential Everyday			1.59	1.69					2.99							
SuperVALU Stores	Hormel Cure 81		1.99						3.99	3.99							
	Cloverdale								3.99								
	Sunnyvalley					1.69	1.69										
Three Bears	Kirkland		2.59														
OR	Albertsons Portland	Hill's					1.27	1.27					3.99			w/ store card	
		Hormel Cure 81	1.57													w/ store card	
	Associated Foods	n/i	1.39														
		Western Family					1.39	1.19									
	CenterPlace Markets	John Morrell		1.89													
		Jamestown						0.98									
		Ripple Creek	1.98														
	John Morrell								3.48								

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			Whole	Half	Whole	Half	Butt	Shank	Whole	Half	1/4	bone-in	bone-in				
OR <i>(cont)</i>	Family Foods	Cook's						1.49									
		Longhorn		1.99													
		John Morrell										3.29					
	Fred Meyer	Kroger	1.49														w/ store card; limit 2
		Kroger							2.99	2.99							
		Cook's					1.19	1.19									
	Grocery Outlet	F.G. Meyer	4.99														w/ store card; limit 2
		Smithfield		1.59													
		Jamestown		1.59													
	Haggen's	Hempler's	3.99				3.99		4.99								local
		Hill's	2.99				2.99		4.99								
		Kentucky Legend							4.99								
		Fletcher's							4.99								
		Hormel Cure 81							4.99								
	Harvest Foods	Cook's	1.69														limit 1
		Cook's						1.69									
		John Morrell		2.19		1.68											
	IGA Markets	Essential Everyday		1.89				1.39	0.99		2.59						
		Hormel Cure 81								3.99							
	IGA Market Fresh	Cook's	1.89					1.39	0.99								w/ store card
		Cook's	2.89					2.39	1.99								w/o store card
	Lamb's Market	Kentucky Legend										3.99					
		Cook's	1.99					1.69	1.69								
		Beeler's		5.99													ABF
	Market of Choice	Cook's		1.99													
		Kentucky Legend										3.99					
		John Morrell									3.49						
	McKay's Market	Cook's		1.99													
		Kentucky Legend										3.99					
		John Morrell									3.49						
QFC	Hormel Cure 81		1.49													w/ store card; limit 2	
	Cook's						1.19	1.19								w/ store card	
	Fletcher's									3.99						w/ store card; local	
Ray's Food Place	Kentucky Legend									3.49						w/ store card	
	Jamestown	1.69															
	Hempler's					4.99											
Red Apple/Thriftway	n/i							1.39									
	Cook's		1.99					1.69	1.69								

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**Easter 2016
CURED PORK**

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			Bone-in		Whole	Half	Butt	Shank	Whole	Half	1/4						
OR <i>(cont)</i>	Rosauer's	Longhorn		1.99													
		Hempler's							3.49	3.69							
		Cook's						1.49									
	Roth's	Cook's		1.99													
		Beeler's	5.99						5.99								limit 2 ABF local
		Hempler's				4.49											
	Safeway Portland	Kentucky Legend									4.49						
		Hormel Cure 81	1.57														w/ store card
		Cook's			1.57		1.87	1.57									w/ store card
		Carando		2.49													w/ store card
	Select Markets	Hempler's							3.99								w/ store card
		Signature Select								3.99							w/ store card
Cook's			1.99			1.69	1.49										
Smithfield												3.00					
Target	Kentucky Legend							3.99	3.99								
	John Morrell								3.99								
WA	Albertsons Portland	Archer Farms		1.69													
		Hill's					1.27	1.27					3.99			w/ store card	
	CenterPlace Markets	Hormel Cure 81	1.57														w/ store card
		Jamestown							0.98								
		Ripple Creek	1.98														
	Family Foods	John Morrell															
		Cook's															
	Fred Meyer	Longhorn		1.99													
		John Morrell															
		Kroger	1.49														w/ store card; limit 2
	Grocery Outlet	Kroger							2.99	2.99							
		Cook's					1.19	1.19									
		F.G. Meyer	4.99														w/ store card; limit 2
		Smithfield		1.59													
	Haggen's	Jamestown		1.59													
		Hempler's	3.99				3.99			4.99							local
		Hill's	2.99				2.99			4.99							
Kentucky Legend									4.99								
Fletcher's									4.99								
Hormel Cure 81									4.99								
	Cook's	1.69														limit 1	

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Prices in \$US per pound unless otherwise noted.

Easter 2016
CURED PORK

State	Supermarket	Label	Spiral Cut Hams		Bone-in/Semi-Boneless				Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions		
			Bone-in		Whole	Half	Butt	Shank	Whole	Half	1/4						
WA (cont)	Harvest Foods	Cook's						1.69									
		John Morrell		2.19		1.68											
	IGA Markets	Essential Everyday		1.89			1.39	0.99		2.59							
		Hormel Cure 81							3.99								
	IGA Market Fresh	Cook's	1.89				1.39	0.99								w/ store card	
		Cook's	2.89				2.39	1.99									w/o store card
		Kentucky Legend									3.99						
	Metropolitan	Kurobuta	6.49		5.99	5.99			6.99								
		Kentucky Legend							5.49								
		Hempler's							3.99							local	
		Fletcher's				4.49										local	
	Meyers Group IGA	Essential Everyday		1.89			1.29	1.29		2.59							
		Hormel Cure 81							3.99								
	PCC Natural	Beeler's		4.99						4.49							ABF
	QFC	Hormel Cure 81		1.49													w/ store card; limit 2
		Cook's					1.19	1.19									w/ store card
		Fletcher's								3.99							w/ store card; local
		Kentucky Legend									3.49						w/ store card
	Red Apple/Thriftway	Cook's		1.99			1.69	1.69									
	Rosauer's	Longhorn		1.99													
		Hempler's							3.49	3.69							
		Cook's															
	Saar's Market	n/i					0.99	0.99									limit 1
		n/i					1.49	1.49									
		Ripple Creek		1.49													
	Safeway Portland	Hormel Cure 81	1.57														w/ store card
		Cook's			1.57		1.87	1.57									w/ store card
		Carando		2.49													w/ store card
		Hempler's							3.99								w/ store card
		Signature Select								3.99							w/ store card
Safeway Seattle	Hormel Cure 81	1.57														w/ store card	
	Cook's			1.57		1.87	1.57									w/ store card	
	Carando		2.49													w/ store card	
	Hempler's							3.99								w/ store card	
	Signature Select								3.99							w/ store card	
Select Markets	Cook's		1.99			1.69	1.49										
	Smithfield											3.00					

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Prices in \$US per pound unless otherwise noted.

Easter 2016

CURED PORK

State	Supermarket	Label	Spiral Cut Hams		Bone-in/Semi-Boneless				Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions	
			Bone-in	Bone-in	Whole	Half	Butt	Shank	Whole	Half	1/4	bone-in	bone-in			
WA <i>(cont)</i>	Select Markets <i>(continued)</i>	Kentucky Legend							3.99	3.99						
		John Morrell								3.99						
	Super 1 Foods	Cook's						0.97								limit 1
	Target	Archer Farms		1.69												
	The Markets	Sugardale		1.89			BOGO	BOGO	2.48							limit 1
		Sunnyvalley							2.98							
		Hempler's		4.98	4.78	4.78										local
	Town & Country	Kurobuta								6.49						w/ store card
		Kurobuta								7.79						w/o store card
		Porter & York						3.98								w/ store card
	Porter & York						6.49								w/o store card	
	Yoke's Fresh Market	Yoke's	2.49													
		Longhorn	1.97													w/ store card; local
		Longhorn	3.99													w/o store card; local
		John Morrell	2.29				2.09			2.99						
WY	Affiliated MW	Double G					1.28	1.18		2.99			2.49			
		Hormel Cure 81		1.88					3.69	3.69						
		Farmland								2.79						
		John Morrell	1.88			1.99										
		Sugardale					1.29	1.19								
	Albertsons Mtn	Kretschmar								2.99						
		n/i					1.27	0.97								w/ store card; limit 1
		n/i											3.99			w/ store card
		Sunnyvalley				3.99			3.79							w/ store card
		Hormel Cure 81								4.49						w/ store card
	Associated Foods	Hormel Cure 81	1.69													w/ store card; limit 1
		Western Family					1.39	1.19								
		John Morrell		1.89												
		n/i		1.59												
	King Soopers	Kroger	1.59													w/ store card
	Cook's							0.88							w/ store card	
	Private Selection	2.49													w/ store card	
	Smithfield									3.99					w/ store card	
IGA Markets	Essential Everyday		1.89			1.39	0.99		2.59							
	Hormel Cure 81							3.99								
Ridley's	Western Family					1.38	1.18									
	Farmland							1.78								

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Prices in \$US per pound unless otherwise noted.

Easter 2016
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	Half	Butt	Shank	Whole	Half	1/4	bone-in	bone-in			
WY <i>(cont)</i>	Ridley's <i>(continued)</i>	John Morrell Hormel Cure 81		1.88						3.78	3.78					
		Ridley's	0.97													limit 1
	Safeway Denver	n/i		1.57												w/ store card; limit 1
	Smith's	Cook's Sugardale Kroger	1.59				0.97 1.19			2.49	2.49					w/ store card w/ store card

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Prices in \$US per pound unless otherwise noted.

**Easter 2016
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					
			Whole	Half		bn-in	bnls	bn-in	bnls	bn-in	bnls	bn-in	bnls				
NORTHEASTERN U.S. - CT,DC,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT																	
CT	ACME Markets	Hatfield						2.79	2.99							2.99	
	Adams IGA	n/i			2.99			2.99									
	AF Basket	n/i										0.99					
	Associated	n/i										0.99					
	Best Market	n/i	1.47		2.97	1.69			1.97			1.47				3.97	
	Big Y	Hormel														3.99	
	Bravo	n/i	1.29									0.99				3.99	
	C-Town	n/i	1.29									0.99				3.99	
	Compare Foods	n/i							1.99			0.97					
	Fairway Foods	n/i														2.99	w/ store card
		n/i														3.99	w/o store card
	Food Bazaar	n/i							1.99			0.99					
	Geissler's	n/i							3.79							2.99	
	Highland Park	Farmland							2.99								
	Key Food	n/i	0.99	1.29								0.99					
	Marc's	n/i					1.79										
	Price Chopper	n/i	1.99		3.99												
	n/i							1.99								w/ store card	
Save-a-Lot	n/i										0.99						
ShopRite	n/i	1.49						4.99								w/o store card	
Stop & Shop	Stop & Shop			3.99									1.38		2.99		
DC	Giant Food	Giant			3.99									1.38		2.99	
	Harris Teeter	HT Natural							2.99								w/ store card
		HT Natural							5.49								w/o store card
		Smithfield					1.99			1.97							w/ store card
		Smithfield					3.99			2.99							w/o store card
	Safeway Eastern	Smithfield							2.99								
	Save-a-Lot	n/i										0.99					
Whole Foods MdAt	n/i	3.99		7.99				7.99									
DE	ACME Markets	Hatfield						2.79	2.99							2.99	
	Fresh Grocer	n/i							1.88								limit 4
	Giant Food	Giant			3.99								1.38		2.99		
	Great Valu Markets	n/i					1.99	1.99	1.49	1.69							
	Harris Teeter	HT Natural							2.99								w/ store card
	HT Natural							5.49								w/o store card	

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Prices in \$US per pound unless otherwise noted.

**Easter 2016
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					
DE <i>(cont)</i>	Harris Teeter	Smithfield					1.99					1.97					w/ store card	
	<i>(continued)</i>	Smithfield					3.99					2.99					w/o store card	
	Redner's	n/i										1.68					w/ store card	
		n/i										2.48					w/o store card	
	Safeway Eastern	Smithfield											2.99					
	Save-a-Lot	n/i												0.99				
	ShopRite	n/i	1.49															
	Shurfine	n/i					1.99		2.29		1.79							
MA	Adams IGA	n/i			2.99				2.99									
	AF Basket	n/i											0.99					
	Associated	n/i											0.99					
	Big Y	Hormel														3.99		
	C-Town	n/i	1.29											0.99		3.99		
	Compare Foods	n/i							1.99					0.97				
	Crosby's	n/i							2.99									
	Donelan's	n/i						2.99	2.99									
	Food City	n/i							1.99						1.77	3.39		
	Geissler's	n/i							3.79							2.99		
	Hannaford	Hannaford					1.99											
	Market Basket	n/i									1.39	1.79						
	Met Foods	n/i											0.99					
	Price Chopper	n/i	1.99		3.99													
		n/i								1.99								w/ store card
	Price Rite	n/i								1.79				0.99				
	Roche Bros.	n/i			4.99				3.99	3.99								
		Berkshire Black			9.99				8.99	8.99								
		Niman Ranch								7.99								
	Save-a-Lot	n/i											0.99					
Seabra Foods	n/i					1.89		1.99		1.99								
Shaw's	Hormel					BOGO												
Star Market	Hormel					BOGO												
Stop & Shop	Stop & Shop			3.99										1.38	2.99			
Trucchi's	n/i			3.49														
Wegman's	Wegman's											0.99						
MD	ACME Markets	Hatfield						2.79	2.99							2.99		
	Associated	n/i										0.99						
	Giant Eagle	n/i													3.99	w/ store card		

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Prices in \$US per pound unless otherwise noted.

**Easter 2016
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					
MD <i>(cont)</i>	Giant Food	Giant			3.99									1.38		2.99		
	Great Valu Markets	n/i						1.99	1.99	1.49	1.69							
	Harris Teeter	HT Natural								2.99								w/ store card
		HT Natural								5.49								w/o store card
	Smithfield	Smithfield						1.99			1.97							w/ store card
		Smithfield						3.99			2.99							w/o store card
	Mars	n/i													2.59	3.49		
	Martin's Food	Giant			3.99											2.99		
	Price Rite	n/i							1.79			0.99						
	Redner's	n/i							1.68		1.38							w/ store card
		n/i							2.48		1.98							w/o store card
	Safeway Eastern	Smithfield								2.99								
	Save-a-Lot	n/i											0.99					
	Shop'n Save	n/i								3.29								
	Shoppers Food	Smithfield											1.49					
	Shurfine	n/i						1.99		2.29	1.79							
Wegman's	Wegman's											0.99						
Weis Markets	n/i								1.88							2.98	w/ store card	
Whole Foods MdAt	n/i		3.99		7.99				7.99									
ME	Food City	n/i							1.99						1.77	3.39		
	Hannaford	Hannaford						1.99										
	Market Basket	n/i									1.79							
	Shaw's	Hormel						BOGO				0.99						
NH	Hannaford	Hannaford						1.99										
	Market Basket	n/i									1.79							
	Price Chopper	n/i	1.99		3.99				1.99									
	Price Rite	n/i										0.99						w/ store card
		n/i										0.99						
	Shaw's	Hormel						BOGO										
NJ	ACME Markets	Hatfield						2.79	2.99							2.99		
	Associated	n/i										0.99						
	Best Market	n/i	1.47		2.97	1.69			1.97			1.47				3.97		
	Bravo	n/i	1.29									0.99				3.99		
	C-Town	n/i	1.29									0.99				3.99		
	Compare Foods	n/i							1.99			0.97						

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

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**Easter 2016
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				
NJ <i>(cont)</i>	Fairway Foods	n/i													2.99	w/ store card	
		n/i													3.99	w/o store card	
	Fine Fare	n/i	1.39	1.59								0.99			3.99		
	Food Bazaar	n/i						1.99				0.99					
	Foodtown	n/i	1.29	1.39								1.29					
	Great Valu Markets	n/i					1.99	1.99	1.49	1.69							
	Key Food	n/i	0.99	1.29								0.99					
	Met Foods	n/i							1.39			0.99					
	Morton Williams	n/i	1.59	1.59								0.99					
	Pioneer	n/i										0.99					
	Save-a-Lot	n/i										0.99					
	Seabra Foods	n/i					1.89	1.99		1.99							
	ShopRite	n/i	1.49														
	Stop & Shop	Stop & Shop			3.99									1.38	2.99		
	Supremo Food	n/i				1.79	1.99		2.49				1.59				
	Thriftway/Shop'n Bag	n/i		1.79					2.89			1.39			4.99		
	Top Tomato	n/i	1.99	1.99					2.49			0.89					
	Uncle Giuseppe's	n/i	1.99	1.99	5.99							1.49					
	Wegman's	Wegman's										0.99					
Weis Markets	n/i							1.88						2.98	w/ store card		
Western Beef	n/i	1.49									1.09						
Whole Foods MdAt	n/i	3.99		7.99				7.99									
NY	ACME Markets	Hatfield						2.79	2.99						2.99		
	AF Basket	n/i									0.99						
	Associated	n/i									0.99						
	Best Market	n/i	1.47		2.97	1.69		1.97			1.47			3.97			
	Big M Supermarkets	1893 Premium						2.29									
	Bravo	n/i	1.29								0.99			3.99			
	C-Town	n/i	1.29								0.99			3.99			
	Compare Foods	n/i						1.99			0.97						
	D'Agostino's	n/i						3.99									
	DeCiccio's	n/i				1.99											
	Fairway Foods	n/i												2.99	w/ store card		
		n/i												3.99	w/o store card		
	Fine Fare	n/i	1.39	1.59								0.99		3.99			
	Food Bazaar	n/i							1.99			0.99					
Foodtown	n/i	1.29	1.39								1.29						

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

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**Easter 2016
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 <i>(cont)</i>	Giunta's	n/i	1.79	1.99				2.99									
	Great American	1893						1.69				0.99			1.49	3.99	
	Gristede's	n/i							4.99							5.99	
	Hannaford	Hannaford							1.99								
	Key Food	n/i	0.99	1.29								0.99					
	King Kullen	n/i	1.29	1.49					2.99							3.99	
	Met Foods	n/i								1.39		0.99					
	Morton Williams	n/i	1.59	1.59								0.99					
	North Shore Farms	n/i	1.29		2.99							0.89					
	Peck's Market	n/i							1.88				0.99				
	Pioneer	n/i										0.99					
	Price Chopper	n/i	1.99		3.99												
		n/i								1.99							w/ store card
	Save-a-Lot	n/i										0.99					
	Shop'n Save	n/i								3.29							
	ShopRite	n/i	1.49														
	Stop & Shop	Stop & Shop			3.99									1.38		2.99	
	Top Tomato	n/i	1.99	1.99					2.49			0.89					
	Trade Fair	n/i	1.29	1.29						1.49		0.99					
	Uncle Giuseppe's	n/i	1.99	1.99	5.99							1.49					
Wegman's	Wegman's										0.99						
Weis Markets	n/i							1.88							2.98	w/ store card	
Western Beef	n/i	1.49									1.09						
PA	ACME Markets	Hatfield						2.79	2.99							2.99	
	Associated	n/i									0.99						
	Big M Supermarkets	1893 Premium							2.29								
	Boyer Foods	Hatfield				1.47					0.97						
	Bravo	n/i	1.29								0.99					3.99	
	C-Town	n/i	1.29								0.99					3.99	
	Family Owned	n/i							1.99	2.19	1.69	1.99					
	Fine Fare	n/i	1.39	1.59								0.99				3.99	
	Foodland	n/i							BOGO				1.99				
	Foodtown	n/i	1.29	1.39								1.29					
	Fresh Grocer	n/i							1.88								limit 4
	Giant Eagle	n/i														3.99	w/ store card
	Giant Food Stores	Giant			3.99											2.99	
	Great Valu Markets	n/i						1.99	1.99	1.49	1.69						

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**Easter 2016
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>	IGA SpartanNash	n/i												1.89			
	Kam's	n/i								1.89					3.99		
	Key Food	n/i	0.99	1.29								0.99					
	Kuhn's	Chairman's Reserve													4.49		
	Martin's Food	Giant			3.99										2.99		
	Pioneer	n/i										0.99					
	Price Chopper	n/i	1.99		3.99												
		n/i							1.99								w/ store card
	Redner's	n/i						1.68		1.38							w/ store card
		n/i						2.48		1.98							w/o store card
	Safeway Eastern	Smithfield								2.99							
	Save-a-Lot	n/i										0.99					
	Shop'n Save	n/i								3.29							
	ShopRite	n/i	1.49														
	Shurfine	n/i						1.99		2.29	1.79						
	Sparkle	n/i								1.78							w/ store card
		n/i								4.99							w/o store card
	Supremo Food	n/i						1.79	1.99	2.49			1.59				
Thorne's Market	Hormel								2.59								
Thriftway/Shop'n Bag	n/i		1.79						2.89				1.39		4.99		
Wegman's	Wegman's												0.99				
Weis Markets	n/i								1.88						2.98	w/ store card	
Whole Foods MdAt	n/i	3.99		7.99					7.99								
RI	Adams IGA	n/i			2.99				2.99								
	Associated	n/i										0.99					
	Bravo	n/i	1.29									0.99			3.99		
	Compare Foods	n/i							1.99			0.97					
	Dave's Marketplace	n/i			2.99										3.99		
	Save-a-Lot	n/i										0.99					
	Seabra Foods	n/i						1.89	1.99		1.99						
	Shaw's	Hormel						BOGO									
Stop & Shop	Stop & Shop			3.99									1.38		2.99		
VT	Food City	n/i							1.99						1.77	3.39	
	Hannaford	Hannaford							1.99								
	Price Chopper	n/i	1.99		3.99												
	Shaw's	n/i							1.99								w/ store card
	Shaw's	Hormel						BOGO									

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Prices in \$US per pound unless otherwise noted.

**Easter 2016
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		bnls				
			Whole	Half		bn-in	bnls	bn-in	bnls	bn-in	bnls	bn-in	bnls					
SOUTHEASTERN U.S. - AL,FL,GA,KY,MS,NC,SC,TN,VA,WV																		
AL	A&R Supermarkets	n/i								1.19								
	Cash Saver	n/i				1.42												
	Dollar General Mrkt	n/i														2.95		
	Earth Fare	n/i							5.99								ABF	
	Food Giant	Prairie Fresh												2.00				
	Greer's Markets	n/i								1.17						2.63		
	Ingle's Markets	Ingle's												1.98			w/ store card	
		Ingle's												4.18			w/o store card	
	Kroger Atlanta	n/i														3.99	w/ store card	
	Kroger Nashville	n/i															w/ store card	
	Lucky's	n/i											0.98					
		Prairie Fresh								2.19							3.49	
	Piggly Wiggly HAC	n/i									1.29							w/ store card
		n/i									2.99							w/o store card
	Piggly Wiggly Hchn's	n/i				0.98												
	Piggly Wiggly Inc.	n/i									1.49							
	Piggly Wiggly JTM	n/i									1.49							
	Publix	Publix												1.19				
	Ramey's Marketplace	n/i												0.98				
	Rouses	Rouses							1.88	1.49								
Save-a-Lot	n/i												0.99					
Sprout's	n/i																	
United Grocery	n/i									0.99								
Vowell's	n/i									0.99			0.99				2.99	
Western Market	n/i									1.29								
Winn-Dixie	Winn-Dixie															3.50	w/ store card	
	Winn-Dixie															5.99	w/o store card	
FL	Bravo Supermarkets	n/i	1.29	1.49									1.49					
	Dollar General Mrkt	n/i															2.95	
	Earth Fare	n/i							5.99								ABF	
	Food Giant	Prairie Fresh												2.00				
	Greer's Markets	n/i								1.17						2.63		
	Harris Teeter	HT Natural								2.99							w/ store card	
		HT Natural								5.49							w/o store card	
		Smithfield								1.99				1.97			w/ store card	
	Smithfield								3.99				2.99			w/o store card		

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Prices in \$US per pound unless otherwise noted.

**Easter 2016
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>	Hitchcock's	Hitchcock's					1.68		1.99	1.29				1.99		w/ store card		
		Hitchcock's					2.79		4.59							w/o store card		
	IGA Florida	n/i					1.99			1.59		1.19						
	Piggly Wiggly Hchn's	n/i				0.98												
	Publix	Publix										1.19						
	Sabor Tropical	n/i										0.78						
	Save-a-Lot	n/i										0.99						
	Seabra Foods	n/i				1.89	2.29											
	Sedano's	IBP											1.69					
		n/i											0.49				w/ \$10 purchase; limit 1	
	n/i													1.99				
Western Beef	n/i						1.99					0.99						
Winn-Dixie	Winn-Dixie						2.25								3.50	w/ store card		
	Winn-Dixie						2.55								5.99	w/o store card		
GA	Bi-Lo	n/i					2.25									3.50	w/ store card	
		n/i					2.55									5.99	w/o store card	
	Dollar General Mrkt	n/i														2.95		
	Earth Fare	n/i							5.99								ABF	
	Food City	Food City											1.49	1.99				
	Food Depot	n/i								1.15		1.18						
	Food Giant	Prairie Fresh													2.00			
	Food Pride	n/i					1.79					0.89						
	Galaxy Food	n/i					1.78		1.98				1.18					
		Smithfield																
	Harris Teeter	HT Natural																w/ store card
		HT Natural																w/o store card
		Smithfield					1.99				1.97							w/ store card
		Smithfield					3.99				2.99							w/o store card
	IGA	n/i					1.59				1.19					2.69		
	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														3.99	w/ store card		
Piggly Wiggly Carolina	Pig's Pride					1.88				1.28			0.98		2.99		w/ store card	
Piggly Wiggly GA	n/i												0.99					
Piggly Wiggly HAC	n/i									1.29							w/ store card	
	n/i									2.99							w/o store card	
Piggly Wiggly Hchn's	n/i					0.98												

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

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Easter 2016
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				
GA <i>(cont)</i>	Piggly Wiggly JTM	n/i								1.49							
	Publix	Publix										1.19					
	Quality Foods	n/i					1.69		1.89	1.39							
	Save-a-Lot	n/i										0.99					
	Shop Rite	n/i					1.99			1.39							
	Swift														3.49		
	Sprout's	n/i					1.99										
	United Grocery	n/i								0.99							
	Wayfield's	n/i	0.99									1.29					
Winn-Dixie	Winn-Dixie					2.25									3.50	w/ store card	
	Winn-Dixie					2.55									5.99	w/o store card	
KY	Cox IGA	Hormel														3.99	w/ store card
		Hormel														4.59	w/o store card
	Dollar General Mrkt	n/i														2.95	
	Earth Fare	n/i							5.99								ABF
	E.W. James	n/i					1.78										
	Food City	Food City											1.49	1.99			
	Food Fair	Tender Choice							2.99								
	Food Giant	Prairie Fresh														2.00	
	Food Rite	Food Rite										0.79					
		Swift														3.69	
	Foodland	Tender Choice					1.99		2.49						1.99		
	Fresh Thyme	n/i														3.99	
	Galaxy Food	n/i					1.78		1.98								
		Smithfield											1.18				
	IGA Houchen's	Hormel					1.99										
	IGA SpartanNash	n/i													1.89		
	Kroger Louisville	n/i					2.49										w/ store card
	Kroger Nashville	n/i					2.49										w/ store card
	Meijer	n/i					1.99										
	Piggly Wiggly Hchn's	n/i					0.98						0.99				
Save-a-Lot	n/i																
Super Dollar	n/i												0.99				
SuperVALU Stores	n/i								2.29								
TC Grocery	n/i						1.79			1.29							
United Grocery	n/i									0.99							

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**Easter 2016
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				
KY	ValuMarket	n/i					1.79										
<i>(cont)</i>	Whole Foods MdAt	n/i	3.99		7.99				7.99								
MS	AG Baton Rouge	Prairie Fresh				1.49	1.79									3.49	
	Corner Market	Prairie Fresh					1.99										
	Dollar General Mrkt	n/i														2.95	
	Food Giant	Prairie Fresh												2.00			
	Greer's Markets	n/i					1.54			1.17						2.63	
	Mac's Fresh	n/i		1.49			1.89			1.39							
	Piggly Wiggly Hchn's	n/i				0.98											
	Ramey's Marketplace	n/i										0.98					
	Rouses	Rouses							1.88	1.49							
	Save-a-Lot	n/i										0.99					
	Superlo Foods	n/i					1.69			0.99							
	Vowell's	n/i								0.99		0.99				2.99	
	Winn-Dixie	Winn-Dixie					2.25									3.50	w/ store card
	Winn-Dixie	Winn-Dixie					2.55									5.99	w/o store card
NC	Bi-Lo	n/i					2.25									3.50	w/ store card
	Bi-Lo	n/i					2.55									5.99	w/o store card
	Carlie C's IGA	n/i					1.78										
	Compare Foods	n/i							1.79			0.99					
	Dollar General Mrkt	n/i														2.95	
	Earth Fare	n/i							5.99								ABF
	Food Pride	n/i					1.79					0.89					
	Fresh Foods IGA	n/i								1.09							
	Galaxy Food	n/i					1.78		1.98								
	Smithfield	Smithfield										1.18					
	Great Valu Markets	n/i					1.68	2.29		1.69							
	Harris Teeter	HT Natural								2.99							w/ store card
	Harris Teeter	HT Natural								5.49							w/o store card
	Smithfield	Smithfield					1.99			1.97							w/ store card
	Smithfield	Smithfield					3.99			2.99							w/o store card
	IGA	n/i					1.59			1.19						2.69	
	Ingle's Markets	Ingle's					1.98							1.98			w/ store card
	Ingle's	Ingle's					4.08							4.18			w/o store card
	Just \$ave	Smithfield										0.88					
	Lowe's Foods	Smithfield												3.99			w/ store card
	Piggly Wiggly HGR	n/i								1.19							

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**Easter 2016
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				
NC <i>(cont)</i>	Piggly Wiggly Stores	n/i				1.29				1.18							
	Publix	Publix										1.19					
	Save-a-Lot	n/i										0.99					
	United Grocery	n/i								0.99							
SC	Bi-Lo	n/i					2.25								3.50	w/ store card	
		n/i					2.55								5.99	w/o store card	
	Dollar General Mrkt	n/i													2.95		
	Earth Fare	n/i							5.99							ABF	
	Galaxy Food	n/i					1.78		1.98								
		Smithfield										1.18					
	Harris Teeter	HT Natural							2.99							w/ store card	
		HT Natural							5.49							w/o store card	
		Smithfield					1.99				1.97					w/ store card	
		Smithfield					3.99				2.99					w/o store card	
	IGA	n/i					1.59				1.19				2.69		
	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													3.99	w/ store card	
	Lowe's Foods	Smithfield												3.99		w/ store card	
Piggly Wiggly Carolina	Pig's Pride					1.88				1.28			0.98	2.99	w/ store card		
Publix	Publix										1.19						
Quality Foods	n/i					1.69		1.89	1.39								
Save-a-Lot	n/i										0.99						
TN	Dollar General Mrkt	n/i													2.95		
	Earth Fare	n/i							5.99							ABF	
	E.W. James	n/i					1.78										
	Food City	Food City											1.49	1.99			
	Food Country	Butcher's Best					1.99		2.99							w/ store card	
		Butcher's Best							3.99							w/o store card	
	Food Giant	Prairie Fresh												2.00			
	Food Rite	Food Rite									0.79						
		Swift													3.69		
	H.G. Hill	n/i							1.59								
Harris Teeter	HT Natural							2.99							w/ store card		
	HT Natural							5.49							w/o store card		
	Smithfield					1.99				1.97					w/ store card		
	Smithfield					3.99				2.99					w/o store card		

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**Easter 2016
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					
TN (cont)	IGA Houchen's	Hormel					1.99											
	Ingle's Markets	Ingle's					1.98								1.98		w/ store card	
		Ingle's					4.08								4.18		w/o store card	
	Kroger Nashville	n/i					2.49										w/ store card	
	Lucky's	n/i										0.98						
		Prairie Fresh					1.88		2.19								3.49	
	Osborne's	n/i					1.69											
	Publix	Publix											1.19					
	Save-a-Lot	n/i											0.99					
	Shop Rite	n/i					1.99				1.39							
		Swift															3.49	
	Sprout's	n/i					1.99											
	Super Dollar	n/i												0.99				
	Superlo Foods	n/i					1.69				0.99							
TC Grocery	n/i					1.79				1.29								
Tietgens	n/i					1.69												
United Grocery	n/i									0.99								
VA	Associated	n/i										0.99						
	Dollar General Mrkt	n/i														2.95		
	Food City	Food City											1.49	1.99				
	Food Country	Butcher's Best					1.99		2.99								w/ store card	
		Butcher's Best							3.99								w/o store card	
	Galaxy Food	n/i					1.78		1.98									
		Smithfield										1.18						
	Giant Food	Giant			3.99									1.38		2.99		
	Great Valu Markets	n/i					1.68	2.29		1.69								
	Harris Teeter	HT Natural							2.99								w/ store card	
		HT Natural							5.49								w/o store card	
		Smithfield					1.99				1.97						w/ store card	
		Smithfield					3.99				2.99						w/o store card	
	Ingle's Markets	Ingle's					1.98								1.98		w/ store card	
		Ingle's					4.08								4.18		w/o store card	
	Lowe's Foods	Smithfield													3.99		w/ store card	
	Martin's Food	Giant			3.99											2.99		
Piggly Wiggly Stores	n/i				1.29				1.18									
Price Rite	n/i								1.79		0.99							
Safeway Eastern	Smithfield								2.99									

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Easter 2016
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>	Save-a-Lot	n/i										0.99					
	Shoppers Food	Smithfield										1.49					
	Super Dollar	n/i											0.99				
	Wegman's	Wegman's										0.99					
	Whole Foods MdAt	n/i	3.99		7.99				7.99								
WV	Dollar General Mrkt	n/i													2.95		
	Food Fair	Tender Choice							2.99								
	Foodland	Tender Choice					1.99		2.49					1.99			
	Galaxy Food	n/i					1.78		1.98								
		Smithfield										1.18					
	Giant Eagle	n/i													3.99	w/ store card	
	Great Valu Markets	n/i					1.68	2.29		1.69							
	Martin's Food	Giant			3.99										2.99		
	Piggly Wiggly Stores	n/i				1.29				1.18							
	Riesbeck's	n/i	1.99	1.99					2.99			0.99					
	Save-a-Lot	n/i															
	Shop'n Save	n/i							3.29								
	Sparkle	n/i							1.78							w/ store card	
		n/i							4.99							w/o store card	
Weis Markets	n/i							1.88						2.98	w/ store card		

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Easter 2016
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					
MIDWESTERN U.S. - IA,IL,IN,MI,MN,ND,NE,OH,SD,WI																		
IA	Affiliated Foods MW	Hormel					1.99											
	Family Foods	n/i					1.59											
		Smithfield																
	Fareway	n/i																
	Food Pride	Smithfield																
	Fresh Thyme	n/i																
	Hometown Foods	n/i																
		n/i																
	Jewel-Osco	Hormel			3.49		2.99	1.99					1.99					
	Maynard's	Smithfield																
	Price Chopper	n/i																
	Quillin's	Hormel																
	Save-a-Lot	n/i																
	Schnuck's	Pride of the Farm																
Sunshine Foods	n/i																	
Thriftway Stores	n/i						1.99							0.99		1.28	2.99	
IL	Angelo Caputo's	n/i																2.29
		Smithfield			2.99			2.69	2.69				1.29	1.69				2.99
	Berkot's	n/i					1.79	1.99	2.49									3.99
	Brookhaven	Indiana Kitchen											1.29		0.99			2.99
		n/i																
	Butera Market	n/i	1.29	1.49	3.99				1.99	1.79			0.99					
		n/i																
	Cermak's	n/i																
	County Market	n/i																
	Cub Foods	n/i																
	El Guero	n/i																
	Fairplay Foods	n/i			3.49									1.19				3.29
	Fareway	n/i																
	Food 4 Less	n/i								1.59								
	Food Pride	Smithfield																
	Fresh Thyme	n/i																3.99
	Garden Fresh	n/i			2.99													
	IGA Houchen's	Hormel																
	Jewel-Osco	Hormel			3.49									1.99				
Jimenez	n/i																	

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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				
IL <i>(cont)</i>	Joe Caputo	n/i								1.49							
	Kirby Foods IGA	Hormel									1.79						
	Kroger Central	n/i										1.99					w/ store card
	Kroger Louisville	n/i										2.49					w/ store card
	Meijer	n/i										1.99					
	Pete's Market	n/i			2.69				2.49							3.89	
	Piggly Wiggly MW	Smithfield							1.99								
	Save-a-Lot	n/i											0.99				
	Schnuck's	Pride of the Farm										1.69					
	Shop & Save Market	n/i			1.99			1.69	1.89	1.39	1.99	0.89				2.99	
	Shop'n Save	n/i									2.99						
	Strack & VanTil	Smithfield						3.49		2.49							
	Sullivan's	n/i						2.29	2.99	1.39						3.99	
	Sunset Foods	Sunset Prime Sunset			4.99											4.99	ABF
	Tony's Finer Foods	n/i	0.99					1.99		1.49		1.49				2.99	
	Treasure Island	n/i														3.99	
	Ultra Foods	Smithfield						3.49		2.49		0.99					
	Valli Produce	n/i	1.29		2.99			1.49	1.79				0.89				limit 2
		n/i						1.99					1.49		1.89	2.49	
Walt's	Walt's								3.29						3.49		
Woodman's	Smithfield											1.49					
IN	Al's Supermarkets	n/i			3.99				2.99								
	Dollar General Mrkt	n/i													2.95		ABF
	Earth Fare	n/i							5.99								
	Food 4 Less	n/i							2.49								
	Fresh Encounter	n/i										1.19					
	Fresh Thyme	n/i										1.79			1.99		
	Harding's	Harding's													3.99		
	Holiday Foods	n/i						1.79							3.49		limit 2
	IGA Houchen's	Hormel						1.99									
	IGA SpartanNash	n/i													1.89		
	Jay C	n/i										1.29					w/ store card
	Jewel-Osco	Hormel			3.49			2.99	1.99			1.99					
	Kirby Foods IGA	Hormel									1.79						
	Kroger Central	n/i						1.99									w/ store card
	Kroger Louisville	n/i						2.49									w/ store card

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Prices in \$US per pound unless otherwise noted.

**Easter 2016
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				
IN <i>(cont)</i>	Marsh	n/i							2.48								
	Martin's Supermarkets	Martin's			4.99												w/ store card
		Martin's			6.48												w/o store card
		Indiana Kitchen								1.29	2.29						w/ store card; local
		Indiana Kitchen								1.69	3.68						w/o store card; local
	Meijer	n/i					1.99										
	Miller Markets	Seaboard Farms							2.49							3.69	
	Save-a-Lot	n/i											0.99				
	Schnuck's	Pride of the Farm									1.69						
	Strack & VanTil	Smithfield						3.49		2.49							
Ultra Foods	Smithfield						3.49		2.49			0.99					
Walt's	Walt's								3.29						3.49		
Wesselman's	n/i								1.69								
MI	Busch's	n/i							1.69							3.29	
	D&W Fresh Market	Spartan														3.99	
	Earth Fare	n/i							5.99								ABF
	Food Pride	n/i													1.89	3.69	
	Fresh Thyme	n/i														3.99	
	Glory Supermarkets	n/i	0.99	0.99						1.49							
	Harding's	Harding's														3.49	
	Hollywood Markets	n/i			4.59												
	Kroger Central	n/i					1.99										w/ store card
	Kroger Michigan	n/i					1.88									2.99	w/ store card
	Martin's Supermarkets	Martin's			4.99												w/ store card
		Martin's			6.48												w/o store card
		Indiana Kitchen								1.29	2.29						w/ store card; local
		Indiana Kitchen								1.69	3.68						w/o store card; local
	Meijer	n/i					1.99										
	Miller Markets	Seaboard Farms							2.49							3.69	
	Pat's Foods IGA	Premium Standard								1.79							
	Plumbs/Duthlers	n/i														3.99	w/ store card
		n/i														5.09	w/o store card
Save-a-Lot	n/i										0.99						
Tadych's	Smithfield							1.99							3.49		
Toms/Olsens	n/i						1.79										
Valuland	n/i														1.49		

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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					
MN	Cash Wise	Compart Duroc						3.88									w/store card; ABF; local w/o store card;ABF;local	
	Coborn's	Compart Duroc						3.99										
	Cub Foods	n/i																
	Econofoods	n/i														3.99		
	Family Fresh Markets	n/i														3.99		
	Fareway	n/i																
	Festival	Smithfield																
	Food Pride	n/i														1.89		3.69
	Fresh Thyme	n/i																3.99
	Lunds & Byerlys	n/i																
		n/i																
	Maynard's	Smithfield																
	Quillin's	Hormel																3.49
	Save-a-Lot	n/i											0.99					
Sunshine Foods	n/i															1.28		
SuperVALU Stores	n/i															2.29		
Teal's Market	n/i															1.79		
ND	Albertsons Mtn	n/i						1.88										
	Cash Wise	Compart Duroc															3.88	
	Food Pride	n/i															2.29	
	SuperVALU Stores	n/i															1.79	
Teal's Market	n/i															1.79		
NE	Apple Market	n/i															3.29	
	Baker's	n/i						1.79									1.19	
	Family Fresh Markets	n/i															3.99	
	Fareway	n/i															1.59	
	Food Pride	n/i															1.89	
	Fresh Thyme	n/i															3.69	
		n/i															3.99	
	Russ's Market	Smithfield															1.49	
		Smithfield																3.99
Safeway Denver	n/i															2.69		
Thriftway Stores	n/i															1.99		
OH	Acme Fresh Market	Smithfield															2.99	
		Smithfield															4.59	
	Chief	n/i															1.99	
	Dave's Markets	Indiana Kitchen															1.99	
	Indiana Kitchen																2.89	

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Easter 2016

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 <i>(cont)</i>	Dollar General Mrkt	n/i														2.95		
	Earth Fare	n/i							5.99								ABF	
	Food Fair	Tender Choice							2.99									
	Foodland	Tender Choice						1.99	2.49					1.99				
	Fresh Encounter	n/i										1.79		1.99				
	Fresh Thyme	n/i														3.99		
	Geyer's	n/i							1.88							3.69		
	Giant Eagle	n/i														3.99	w/ store card	
	IGA SpartanNash	n/i												1.89			w/ store card	
	Kroger Central	n/i						1.99										
	Marc's	n/i						1.79										
	Marsh	n/i							2.48									
	Meijer	n/i						1.99										
	Miller Markets	Seaboard Farms							2.49								3.69	
	Piggly Wiggly Stores	n/i				1.29				1.18								
	Riesbeck's	n/i	1.99	1.99					2.99				0.99					
	Save-a-Lot	n/i																
	Shop'n Save	n/i							3.29									
	Sparkle	n/i							1.78								w/ store card	
	n/i							4.99									w/o store card	
SuperVALU Stores	Seaboard Farms						1.79									3.99		
Thorne's Market	Hormel							2.59										
Weis Markets	n/i							1.88								2.98	w/ store card	
Whole Foods MdAt	n/i				7.99			7.99										
SD	Coborn's	Compart Duroc						3.99										
	Family Thrift	n/i														3.99		
	Fareway	n/i							1.59									
	IGA Markets	n/i						1.89				1.49						
	Ken's Super Fair	Hormel				1.69												
	Lynn's Dakotamart	Smithfield												1.99				
	Maynard's	Smithfield						2.79										
	Safeway Denver	n/i						2.69									w/ store card	
	Sunshine Foods	n/i												1.28				
	SuperVALU Stores	n/i						2.29										
Teal's Market	n/i										1.79							
WI	Cermak's	n/i										1.69	1.49					
	Econofoods	n/i														3.99		

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**Easter 2016
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				
WI <i>(cont)</i>	Family Fresh Markets	n/i														3.99	
	Food Pride	n/i														1.89	3.69
	Fox Bros.	Smithfield															
	Gordy's Market	Hormel															
	Marketplace (WI)	Prairie Fresh															
	Meijer	n/i															
	Pat's Foods IGA	Premium Standard															
	Pick'n Save/Copps	n/i															
	Piggly Wiggly MW	Smithfield															
	Quillin's	Hormel															
	Save-a-Lot	n/i															
	Schnuck's	Pride of the Farm															
	Shurfine Food Centers	n/i															
	Sendik's	Sendik's															
		Sendik's															
Sentry Foods	n/i																
Tadych's	Smithfield																
Woodman's	Smithfield																

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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				
SOUTH CENTRAL U.S. - AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT																	
AR	Albertsons Houston	Smithfield														3.99	w/ store card w/o store card
	Bill's Fresh Market	Prairie Fresh															
		Prairie Fresh															
	Cranford's	n/i							1.18								
	Edward's	n/i			0.98							0.78					
		Swift														2.98	
	Food Giant	Prairie Fresh													2.00		
	G&W Foods	Seaboard															
	Harp's	Harp's						2.49	1.79	2.19				1.49	1.99	3.99	
	Mac's Fresh	n/i		1.49													
	Piggly Wiggly Hchn's	n/i			0.98												
	Pyramid Foods	n/i							3.99							1.79	
Save-a-Lot	n/i											0.99					
Super 1 Foods	Hormel									1.57							
TC Grocery	n/i									1.29							
AZ	Basha's	n/i							1.99								
	El Super	n/i										0.89		0.97			
	Food City	Smithfield															
	Fry's	n/i														2.99	
	IGA Family Friends	n/i										1.49		1.39		w/ store card	
	Los Altos	n/i								1.27				0.99			
	Lowe's	n/i												1.39			
	Smart & Final	Farmer John											1.59				
	Smith's	n/i									1.69						
Sprout's	n/i													1.99			
CO	Affiliated Foods	n/i								1.19							3.99
	Albertsons Mtn	n/i															
	Associated Foods	n/i										1.79		1.99			
	King Soopers	n/i														3.99	
	Lowe's	n/i												1.39		w/ store card	
	Ridley's	Smithfield								1.48							
	Safeway Denver	n/i							2.69								
	Save-a-Lot	n/i										0.99					
	Sprout's	n/i													1.99		
KS	Affiliated Foods	n/i								1.19							3.99
	Apple Market	n/i															3.29

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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					
KS <i>(cont)</i>	Country Mart	n/i						1.99										
	Dillon's	n/i					1.79							1.19			w/ store card	
	G&W Foods	Seaboard					1.98											
	Hen House	Prairie Fresh							2.69							3.99		
	Lowe's	n/i											1.39					
	Price Chopper	n/i							2.49									
	Save-a-Lot	n/i										0.99						
	Sprout's	n/i					1.99											
	Sun Fresh	n/i					1.99							1.79				
	Thriftway Stores	n/i					1.99						0.99			2.99		
	Woods	Prairie Fresh								1.67				0.98				
LA	AG Baton Rouge	Prairie Fresh				1.49	1.79									3.49		
	Albertsons Houston	Smithfield														3.99		
	Breaux Mart	n/i					1.79											
	Kroger Dallas	n/i					1.99										w/ store card	
	Kroger Houston	n/i					1.99										w/ store card	
	LeBlanc's	Swift					1.77											
	Mac's Fresh	n/i		1.49			1.89			1.39								
	Market Basket	Swift					1.79			1.69						3.39		
	Ramey's Marketplace	n/i										0.98						
	Rouses	Rouses							1.88	1.49								
	Save-a-Lot	n/i										0.99						
	Super 1 Foods	Hormel								1.57								
	Winn-Dixie	Winn-Dixie					2.25									3.50	w/ store card	
Winn-Dixie	Winn-Dixie					2.55									5.99	w/o store card		
MO	Apple Market	n/i														3.29		
	C&R Market	Hormel					1.58		1.79	1.39								
	County Market	n/i							2.88									
	Country Mart	n/i							1.99									
	Food Giant	Prairie Fresh												2.00				
	Fresh Thyme	n/i														3.99		
	G&W Foods	Seaboard					1.98											
	Gerbe's	n/i					1.79											
	Harp's	Harp's							2.49	1.79	2.19		1.49	1.19		1.99	3.99	w/ store card
	Harter House	n/i													1.99			
	Hen House	Prairie Fresh							2.69							3.99		
	Hy-Klas Foods	n/i					1.99						0.99			2.99		

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Easter 2016
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					
MO <i>(cont)</i>	Kroger Central	n/i					1.99										w/ store card	
	Moser's	n/i					1.49		1.99						1.79			
	Prenger Foods	n/i				1.68											limit 2	
	Price Chopper	n/i							2.49									
	Pyramid Foods	n/i					2.49		3.99						1.79			
	Save-a-Lot	n/i										0.99						
	Schnuck's	Pride of the Farm									1.69							
	Shop'n Save	n/i							2.99									
	Sprout's	n/i					1.99											
	Sun Fresh	n/i					1.99								1.79			
	TC Grocery	n/i					1.79			1.29								
	Thriftway Stores	n/i					1.99							0.99		2.99		
	Woods	Prairie Fresh									1.67			0.98				
NM	Affiliated Foods	n/i								1.19							3.99	
	Basha's	n/i							1.99									
	Dollar General Mrkt	n/i								0.99							2.95	
	John Brooks	n/i															3.99	
	King Soopers	n/i				1.99											3.99	
	Los Altos	n/i								1.27				0.99				
	Lowe's	n/i												1.39				
	Safeway Denver	n/i							2.69									
	Smith's	n/i								1.69								
Sprout's	n/i					1.99												
OK	Affiliated Foods	n/i								1.19							3.99	
	Buy for Le\$\$	n/i															2.49	
	Country Mart	n/i							1.99									
	Dollar General Mrkt	n/i															2.95	
	Harp's	Harp's						2.49	1.79	2.19			1.49	1.99			3.99	
	Market Square	n/i							1.17									
	Nichols	n/i															1.99	
		Hormel								1.29								
	Pyramid Foods	n/i					2.49		3.99						1.79			
	Reasor's	n/i								0.98								
	Save-a-Lot	n/i										0.99						
	Sprout's	n/i					1.99											
Super C Mart	Hormel													1.79				

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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	Affiliated Foods	n/i								1.19						3.99	
	Albertsons Houston	Smithfield														3.99	
	Arlan's Market	n/i					2.29										
	Brookshire Bros.	Swift							2.88								
	Diamond IGA	n/i					1.59										
	El Rio Grande	n/i										1.19					
	Elrod's	n/i								1.28							
	Food Town	n/i										0.88					
	Foodarama	n/i					1.69										
	H-E-B	n/i								1.00							
	Kroger Dallas	n/i					1.99										w/ store card
	Kroger Houston	n/i					1.99										w/ store card
	La Fiesta	n/i										1.29					
	Los Altos	n/i								1.27				0.99			
	Lowe's	n/i												1.39			
	Market Basket	Swift					1.79			1.69						3.39	
	Market Square	n/i								1.17							
	Malone's	n/i								0.99							
	Minyard's Sun Fresh	n/i								1.49							
	Porter's Grocery	n/i								0.99						3.99	
	Randall's	Smithfield														3.99	w/ store card
	Save-a-Lot	n/i										0.99					
	Sprout's	n/i					1.99										
Super 1 Foods	Hormel								1.57								
The United Family	Smithfield								1.49								
Tom Thumb	n/i									2.99							
Vista Markets	n/i								1.19								
UT	Albertsons Mtn	n/i					1.88										
	Associated Foods	n/i					1.89					1.79			1.59	3.49	
		n/i													1.99		
	Fresh Market	n/i					1.89					1.79			1.99		
	Harmon's	n/i							3.49								
	King Soopers	n/i					1.99									3.99	w/ store card
	Rancho Markets	n/i								1.79							
	Ridley's	Smithfield								1.48							
Smith's	n/i								1.69								

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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						
UT (cont)	Sprout's Stoke's Market	n/i n/i					1.99					1.79					0.99		

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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					
SOUTHWESTERN U.S. - CA,HI,NV																		
CA	Andronico's	Chairman's Reserve							4.99									
	Big Saver	n/i						1.99					0.79					
	Cardenas	n/i											1.49					
	Dollar General Mrkt	n/i														2.95		
	El Super	n/i											0.89	0.97				
	Food 4 Less	n/i											0.79	1.49				
	Foodland IGA	n/i	0.99	0.99														
	Grocery Outlet	Tyson							1.99									
	Holiday Market	Prairie Fresh							2.49	2.99							3.99	w/ store card
																	4.99	w/o store card
	Jons Marketplace	Farmer John							1.79							1.49		
	K.V. Mart	n/i							1.99					0.69				
	Lola's Market	n/i												1.49				
	Lucky	n/i							1.48								3.99	
	Lunardi's	n/i				4.00												
	Murphy's	n/i								2.99								
	Northgate	n/i												0.99				
		Farmer John												0.99				
	Ralph's	n/i												1.79			3.99	w/ store card
	Ray's Food Place	Smithfield								3.99								
Rio Ranch Market	Smithfield												1.79					
Safeway NorCal	Farmer John								2.49								w/ store card	
Save-a-Lot	n/i												0.99					
Seafood City	n/i								2.79									
Smart & Final	Farmer John														1.59			
Sprout's	n/i								1.99									
Stater Bros.	Farmer John								2.99									
Super A Foods	n/i									1.29			1.29	1.79				
Superior Grocers	n/i												0.77	1.47	0.99			
HI	Foodland	n/i																
	Island Grocery	n/i											2.79					
	Safeway NorCal	Farmer John								3.49							w/ store card	
	Tamura's	n/i											1.27					
	Times Supermarket	n/i											1.29	2.29				

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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					
NV	Associated Foods	n/i					1.89						1.79					
	Cardenas	n/i											1.49					
	Dollar General Mrkt	n/i																
	El Super	n/i											0.89		0.97		2.95	
	Grocery Outlet	Tyson					1.99											
	La Bonita	n/i					1.99											
	MarketOn	n/i											0.99					
	Ridley's	Smithfield								1.48								
	Safeway NorCal	Farmer John							2.49					0.99				w/ store card
	Save-a-Lot	n/i																
	Scolari's	Hormel					1.99											
	Seafood City	n/i							2.79									
	Smart & Final	Farmer John												1.59				
	Smith's	n/i								1.69								
Sprout's	n/i					1.99												

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Prices in \$US per pound unless otherwise noted.

**Easter 2016
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					
			Whole	Half		bn-in	bnls	bn-in	bnls	bn-in	bnls	bn-in	bnls				
NORTHWESTERN U.S. - AK,ID,MT,OR,WA,WY																	
AK	Alaskan & Proud	n/i			3.88				2.48								w/ store card
	Carrs/Safeway Seattle	n/i				1.99			3.49								
	Fred Meyer	n/i							2.99								
	Sea Mart	n/i											2.29	3.99			
	Three Bears	n/i					2.29					1.89		3.29			
ID	Albertsons Mtn	n/i					1.88										w/ store card
	Associated Foods	n/i											1.59	3.49			
		n/i											1.99				
	Family Foods	Prairie Fresh											1.29				
	Fred Meyer	n/i						2.49									
	Grocery Outlet	Tyson					1.99										
	Harvest Foods	Prairie Fresh						1.98									
	IGA Markets	n/i						1.89			1.49						
	Ridley's	Smithfield							1.48								
	Rosauer's	Prairie Fresh					1.99										
	Safeway Seattle	n/i					1.79		2.49								
	Smith's	n/i								1.69							
Stoke's Market	n/i								1.79			0.99					
Super 1 Foods	Prairie Fresh												1.98				
Yoke's Fresh Market	Prairie Fresh										1.77						
MT	Albertsons Mtn	n/i					1.88									w/ store card	
	Associated Foods	n/i					1.89					1.79	1.59	3.49			
		n/i											1.99				
	Family Foods	Prairie Fresh										1.29					
	Harvest Foods	Prairie Fresh						1.98									
	IGA Markets	n/i						1.89			1.49						
	Reynold's Market	n/i							1.79								
	Rosauer's	Prairie Fresh					1.99										
	Safeway Seattle	n/i					1.79		2.49								
	Smith's	n/i								1.69							
	Stoke's Market	n/i								1.79			0.99				
	Super 1 Foods	Prairie Fresh												1.98			
SuperVALU Stores	n/i							2.29									
Three Bears	n/i						1.99				1.89			3.19			
OR	Albertsons Portland	n/i							2.99			2.69	1.79			w/ store card	
	Associated Foods	n/i					1.89					1.79	1.99				

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Prices in \$US per pound unless otherwise noted.

Easter 2016
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 <i>(cont)</i>	CenterPlace Market	Prairie Fresh					1.99		2.28			1.98					
	Family Foods	Prairie Fresh												1.29			
	Fred Meyer	n/i							2.49								
	Grocery Outlet	Tyson					1.99										
	Haggen's	n/i			3.99				3.99								
	Harvest Foods	Prairie Fresh							1.98								
	IGA Markets	n/i							1.89			1.49					
	IGA Market Fresh	n/i							2.49								
	Lamb's Market	n/i													3.99		
	Market of Choice	n/i								3.49							
	McKay's Markets	n/i								2.59							
	New Seasons	New Seasons		4.99		3.99					5.99						ABF
	Quality Food Center	n/i								2.49		1.49					
	Ray's Food Place	Smithfield								3.99							
	Red Apple/Thriftway	n/i													3.99		
	Rosauer's	Prairie Fresh					1.99										
	Roth's	Smithfield											2.99				
Safeway Portland	n/i					1.79			2.49							w/ store card	
Save-a-Lot	n/i										0.99						
WA	Albertsons Portland	n/i							2.99			2.69		1.79			w/ store card
	CenterPlace Market	Prairie Fresh					1.99		2.28			1.98					
	Family Foods	Prairie Fresh							2.49					1.29			
	Fred Meyer	n/i															
	Grocery Outlet	Tyson					1.99										
	Haggen's	n/i			3.99				3.99								
	Harvest Foods	Prairie Fresh							1.98								
	IGA Markets	n/i							1.89			1.49					
	IGA Market Fresh	n/i							2.49								
	Meyers Group IGA	n/i													3.99		
	New Seasons	New Seasons		4.99		3.99					5.99						ABF
	Quality Food Center	n/i							2.49			1.49					
	Red Apple/Thriftway	n/i													3.99		
	Rosauer's	Prairie Fresh					1.99										
	Saar's Market	n/i										0.99	1.28				
	Safeway Portland	n/i					1.79			2.49							w/ store card
	Safeway Seattle	n/i					1.79			2.49							w/ store card

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Prices in \$US per pound unless otherwise noted.

**Easter 2016
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				
WA <i>(cont)</i>	Save-a-Lot	n/i										0.99					
	Seafood City	n/i												1.99			
	Super 1 Foods	Prairie Fresh												1.98			
	The Markets	n/i						2.98					1.98				
	Town & Country	n/i			4.99												
	Yoke's Fresh Market	Prairie Fresh											1.77				
WY	Albertsons Mtn	n/i					1.88										
	Associated Foods	n/i												1.59	3.49		
		n/i												1.99			
	IGA Markets	n/i						1.89				1.49					
	King Soopers	n/i					1.99								3.99	w/ store card	
	Ridley's	Smithfield								1.48							
	Safeway Denver	n/i							2.69							w/ store card	
Smith's	n/i								1.69								

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Easter 2016

Prices in \$US per pound unless otherwise noted.

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	
NORTHEASTERN U.S. - CT,DC,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT															
CT	ACME Markets	Lancaster	C	7.99			9.99		4.49				4.99	4.99	
	Adams IGA	Angus	C							4.99	4.99	5.99			
		n/i	C	7.99			7.99					4.99			
	ALDI	n/i	C								2.99				
	Associated	n/i	C					3.99				3.99		2.99	
	Best Market	Angus	C	4.97				4.99				4.97			
		Naturewell	A							5.99					
	Big Y	Big Y	C	7.99			15.98					6.99			6.49
	Bravo	n/i	C						2.99				4.99	3.99	
	C-Town	n/i	C	9.99					2.99				4.99	3.99	
	Compare Foods	n/i	C	7.97						3.99					4.99
	Fairway Foods	n/i		14.99			7.99								w/ store card
		n/i		19.99			10.99								w/o store card
	Food Bazaar	Black Angus	C						2.99		3.79		3.99	2.99	
	Geissler's	Angus	C	10.99						3.99		6.99		4.39	
	Key Food	n/i	C						2.99				3.39	3.29	
	Kings	Kings	C	8.99			14.99								
		Kings	P	15.99											
		Chairman Reserve	C						4.99						
	Marc's	Black Canyon	C										3.99		
Price Chopper	Angus	C	9.99						3.99		6.99			w/ store card	
	Angus	C	12.99						5.49		7.99			w/o store card	
Save-a-Lot	n/i			5.49											
ShopRite	n/i	C	6.99	5.77										w/ store card	
	n/i	C	9.99	8.99										w/o store card	
Stew Leonard's	n/i		8.99		7.99										
Stop & Shop	Angus	C							4.99			4.99			
	Stop & Shop		4.99				10.99	6.99							
The Fresh Market	n/i	C					13.99								
DC	ALDI	n/i	C							2.99					
	Giant Food	Angus	C							4.99		4.99			
		Giant		4.99			10.99	6.99							
	Harris Teeter	HT Reserve Angus	C	10.99			11.99	7.99			4.97			w/ store card	
		HT Reserve Angus	C	11.99			19.99	11.99			5.99			w/o store card	
		HT Rancher		9.99			10.99	5.97						w/ store card	
	HT Rancher		10.99			16.99	10.99						w/o store card		

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Easter 2016

Prices in \$US per pound unless otherwise noted.

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	
DC (cont)	Safeway Eastern	n/i	C	8.99				5.88	3.99				3.99		w/ store card
	Open Nature	n/i	G	11.99											w/ store card
	Save-a-Lot	n/i			5.49										
DE	ACME Markets	Lancaster	C	7.99			9.99		4.49				4.99	4.99	
	Food Lion	n/i	C								4.99			3.49	w/ store card
		n/i	C								5.49			5.99	w/o store card
	Fresh Grocer	n/i	C						3.99					4.29	
		n/i	C	4.77											w/ \$25 purchase; limit 1
		n/i	C	8.99											w/o store card
		Nature's Reserve	n/i	G		5.99									w/ store card; limit 1
		Nature's Reserve	n/i	G		8.99									w/o store card
	Giant Food	Angus	C							4.99			4.99		
		Giant	n/i	C	4.99			10.99	6.99						
	Great Valu Markets	n/i	C	5.99					3.69	3.69	3.99		3.99	3.99	
	Harris Teeter	HT Reserve Angus	C	10.99			11.99	7.99			4.97				w/ store card
		HT Reserve Angus	C	11.99			19.99	11.99			5.99				w/o store card
		HT Rancher	C	9.99			10.99	5.97							w/ store card
		HT Rancher	C	10.99			16.99	10.99							w/o store card
	Redner's	Angus	C	7.98											w/ store card
		Angus	C	10.98											w/o store card
	Safeway Eastern	n/i	C	8.99				5.88	3.99				3.99		w/ store card
		Open Nature	n/i	G	11.99										w/ store card
	Save-a-Lot	n/i			5.49										
ShopRite	n/i	C	6.99	5.77										w/ store card	
	n/i	C	9.99	8.99										w/o store card	
Shurfine	Angus	C								4.99		4.99			
	n/i							4.49					4.79		
MA	Adams IGA	Angus	C							4.99	4.99	5.99			
		n/i	C	7.99			7.99					4.99			
	ALDI	n/i	C								2.99				
	Associated	n/i	C						3.99				3.99	2.99	
	Big Y	Big Y	C	7.99			15.98							6.49	
	C-Town	n/i	C	9.99					2.99					3.99	
	Compare Foods	n/i	C	7.97						3.99				4.99	
	Crosby's	Angus	C	9.99											w/ store card
	Angus	C	14.99											w/o store card	

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Easter 2016

Prices in \$US per pound unless otherwise noted.

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 (cont)	Donelan's	Donelan's	C	9.99												
		Creekstone Farms	A						6.99					6.99		
	Food City	n/i	C						3.99	3.99	3.99			3.99		
		n/i	S	9.99												
	Geissler's	Angus	C	10.99						3.99		6.99		4.39		
	Hannaford	Hannaford	C	5.99												w/ store card
		Hannaford	C	9.79												w/o store card
		Angus	C	6.99												w/ store card
		Angus	C	11.49		15.99	11.99									w/o store card
		Nature's Place	C								6.99					ABF; w/ store card
		Nature's Place	C								8.69					ABF; w/o store card
	Met Foods	n/i	C							3.99			3.99			
	Price Chopper	Angus	C	9.99							3.99		6.99			w/ store card
		Angus	C	12.99							5.49		7.99			w/o store card
	Roche Bros.	n/i	C	8.99					7.99		3.99		6.99			
		Angus	C	9.99					8.99		4.99		7.99			
		Local Harvest	A	11.99					10.99		6.99		8.99			
	Save-a-Lot	n/i			5.49											
	Seabra Foods	n/i								2.99			2.99	3.49		
	Shaw's	n/i		6.88												
Star Market	n/i		6.88													
Stop & Shop	Angus	C								4.99		4.99				
	Stop & Shop		4.99					10.99	6.99							
The Fresh Market	n/i	C														
Trucchi's	n/i	C								3.99						
MD	ACME Markets	Lancaster	C	7.99			9.99		4.49				4.99	4.99		
	ALDI	n/i	C								2.99					
	Associated	n/i	C						3.99				3.99		2.99	
	Food Lion	n/i	C								4.99				3.49	w/ store card
		n/i	C								5.49				5.99	w/o store card
	Giant Eagle	n/i	C	8.99					BOGO							w/ store card
		Angus	C	9.99												w/ store card
	Giant Food	Angus	C							4.99			4.99			
		Giant		4.99			10.99	6.99								
	Graul's Market	Graul's					9.99									
	Great Valu Markets	n/i	C	5.99					3.69	3.69	3.99		3.99		3.99	

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Easter 2016

Prices in \$US per pound unless otherwise noted.

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 <i>(cont)</i>	Harris Teeter	HT Reserve Angus	C	10.99			11.99	7.99			4.97					w/ store card
		HT Reserve Angus	C	11.99			19.99	11.99			5.99					w/o store card
		HT Rancher		9.99			10.99	5.97								w/ store card
		HT Rancher		10.99			16.99	10.99								w/o store card
	Mars	n/i	C						3.99						3.99	
	Martin's Food	Butcher Shop	C	5.99			10.99	6.99			4.99		4.99			w/ store card
		Angus	C													
	Redner's	Angus	C	7.98												w/ store card
		Angus	C	10.98												w/o store card
	Safeway Eastern	n/i	C	8.99				5.88	3.99				3.99			w/ store card
		Open Nature	G	11.99												w/ store card
	Save-a-Lot	n/i			5.49											
	Shop'n Save	n/i	C	8.99	9.99					3.78		3.88				w/ store card
		n/i	C									5.99				w/o store card
	ShopRite	n/i	C	6.99	5.77											w/ store card
		n/i	C	9.99	8.99											w/o store card
	Shoppers Food	n/i	C						4.99				3.99			
		Shurfine	Angus	C							4.99		4.99			
The Fresh Market	n/i	C					13.99		4.49				4.79			
	Weis Markets	n/i	C				12.99								w/ store card	
		Angus	C	7.88						4.99				5.49	w/ store card	
ME	Food City	n/i	C						3.99	3.99	3.99			3.99		
		n/i	S	9.99												
	Hannaford	Hannaford	C	5.99												w/ store card
		Hannaford	C	9.79												w/o store card
		Angus	C	6.99												w/ store card
		Angus	C	11.49		15.99	11.99				6.99					w/o store card
	Nature's Place	Nature's Place	C							6.99						ABF; w/ store card
		Nature's Place	C							8.69						ABF; w/o store card
Save-a-Lot	n/i			5.49												
Shaw's	n/i		6.88													
NH	ALDI	n/i	C								2.99					
	Hannaford	Hannaford	C	5.99												w/ store card
		Hannaford	C	9.79												w/o store card
		Angus	C	6.99												w/ store card
		Angus	C	11.49		15.99	11.99									w/o store card

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Easter 2016

Prices in \$US per pound unless otherwise noted.

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
NH <i>(cont)</i>	Hannaford	Nature's Place	C							6.99					ABF; w/ store card ABF; w/o store card w/ store card w/o store card	
	<i>(continued)</i>	Nature's Place	C							8.69						
	Price Chopper	Angus	C	9.99						3.99		6.99				
		Angus	C	12.99						5.49		7.99				
	Save-a-Lot	n/i			5.49											
	Shaw's	n/i		6.88												
	The Fresh Market	n/i	C											13.99		
NJ	ACME Markets	Lancaster	C	7.99			9.99		4.49			4.99	4.99		w/ store card w/o store card w/ store card; coupon; limit 1 w/ store card; limit 1 w/ store card w/o store card	
	ALDI	n/i	C								2.99					
	Associated	n/i	C						3.99			3.99		2.99		
	Best Market	Angus	C	4.97				4.99				4.97				
		Naturewell	A								5.99					
	Bravo	n/i	C						2.99				4.99	3.99		
	C-Town	n/i	C	9.99					2.99				4.99	3.99		
	Compare Foods	n/i	C	7.97							3.99			4.99		
	Fairway Foods	n/i		14.99			7.99									
		n/i		19.99			10.99									
	Fine Fare	n/i											3.99			
	Food Bazaar	Black Angus	C						2.99		3.79		3.99	2.99		
	Foodtown	Ranchers Legend	C	4.77												
		Ranchers Legend	C	5.77												
		Ranchers Legend	C	11.99												
	Great Valu Markets	n/i	C	5.99						3.69	3.69	3.99	3.99			3.99
	Key Food	n/i	C							2.99			3.39	3.29		
	Kings	Kings	C	8.99			14.99									
		Kings	P	15.99												
		Chairman Reserve	C							4.99						
	McCaffrey's	Angus	C										4.99			
	Met Foods	n/i	C							3.99			3.99			
	Morton Williams	n/i	C										4.99			
	Pioneer	n/i	C							3.99						2.99
	Save-a-Lot	n/i			5.49											
	Seabra Foods	n/i								2.99			2.99	3.49		
	ShopRite	n/i	C	6.99	5.77											
	n/i	C	9.99	8.99												
Stop & Shop	Angus	C							4.99			4.99				
	Stop & Shop		4.99				10.99	6.99								

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Easter 2016

Prices in \$US per pound unless otherwise noted.

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 <i>(cont)</i>	The Fresh Market	n/i	C				13.99									
	Thriftway/Shop'nBag	n/i							3.79				3.99		3.99	
	Top Tomato	Black Angus	A												2.99	
		n/i	C	8.99												
	Uncle Giuseppe's	Sterling Silver		15.99												
	Weis Markets	n/i	C				12.99									w/ store card
		Angus	C	7.88						4.99					5.49	w/ store card
	Western Beef	n/i		5.99						3.99		4.99				
NY	ACME Markets	Lancaster	C	7.99			9.99		4.49				4.99	4.99		
	ALDI	n/i	C								2.99					
	Associated	n/i	C						3.99				3.99		2.99	
	Best Market	Angus	C	4.97				4.99					4.97			
		Naturewell	A								5.99					
	Big M Supermarkets	1893 Premium	C	7.99					3.99							
	Bravo	n/i	C						2.99					4.99	3.99	
	C-Town	n/i	C	9.99					2.99					4.99	3.99	
	Compare Foods	n/i	C	7.97						3.99					4.99	
	D'Agostino's	1932 Brand	C												5.99	
	DeCiccio	n/i		10.99												
		Sterling Silver		9.99												
	Fairway Foods	n/i		14.99			7.99									w/ store card
		n/i		19.99			10.99									w/o store card
	Fine Fare	n/i											3.99			
	Foodtown	Ranchers Legend	C	4.77												w/ store card; coupon; limit 1
		Ranchers Legend	C	5.77												w/ store card; limit 1
		Ranchers Legend	C	11.99												
	Food Bazaar	Black Angus	C						2.99		3.79		3.99	2.99		
	Giunta's	n/i	C						3.99				3.99			
	Great American	1893 Premium		6.99											3.99	
	Hannaford	Hannaford	C	5.99												w/ store card
	Hannaford	C	9.79												w/o store card	
	Angus	C	6.99												w/ store card	
	Angus	C	11.49		15.99	11.99									w/o store card	
	Nature's Place	C							6.99						ABF; w/ store card	
	Nature's Place	C							8.69						ABF; w/o store card	
	Key Food	n/i						2.99				3.39	3.29			

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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)	King Kullen	n/i	C										4.99		5.99		
		Angus	C										5.99				
	Kings	Kings	C	8.99			14.99										
		Kings	P	15.99													
		Chairman Reserve	C							4.99							
	Met Foods	n/i	C						3.99					3.99			
	Morton Williams	n/i	C											4.99			
	Net Cost	n/i							3.99								
	North Shore Farm	n/i	C					6.99						2.99			
		North Shore Farm	P						5.99							5.99	
	Peck's Market	Angus	C						5.99								
		n/i	S	8.99													
	Pioneer	n/i	C							3.99						2.99	
	Price Chopper	Angus	C	9.99							3.99		6.99				w/ store card
		Angus	C	12.99							5.49		7.99				w/o store card
	Save-a-Lot	n/i			5.49												
	Shop'n Save	n/i	C	8.99	9.99					3.78			3.88				w/ store card
		n/i	C										5.99				w/o store card
	ShopRite	n/i	C	6.99	5.77												w/ store card
		n/i	C	9.99	8.99												w/o store card
	Stew Leonard's	n/i		8.99		7.99											
	Stop & Shop	Angus	C								4.99			4.99			
		Stop & Shop		4.99				10.99	6.99								
	The Fresh Market	n/i	C					13.99									
	Top Tomato	Black Angus	A													2.99	
		n/i	C	8.99													
Tops Market	n/i	C								4.49							
Trade Fair	n/i	C									3.99				3.49		
Uncle Giuseppe's	Sterling Silver		15.99														
Weis Markets	n/i	C					12.99									w/ store card	
	Angus	C	7.88							4.99					5.49	w/ store card	
Western Beef	n/i		5.99								3.99		4.99				
PA	ACME Markets	Lancaster	C	7.99			9.99		4.49				4.99	4.99			
	ALDI	n/i	C								2.99						
	Associated	n/i	C						3.99				3.99		2.99		
	Big M Supermarkets	1893 Premium	C	7.99					3.99								
	Boyer Foods	n/i											4.97		3.97		

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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	
PA (cont)	Bravo	n/i	C						2.99					4.99	3.99		
	C-Town	n/i	C	9.99					2.99					4.99	3.99		
	Family Owned	Angus	C								4.69		4.29				
		n/i							3.89								
	Fine Fare	n/i											3.99				
	Foodland	n/i	C								3.99		3.99				
	Foodtown	Ranchers Legend	C	4.77													w/ store card;coupon; limit 1
		Ranchers Legend	C	5.77													w/ store card; limit 1
		Ranchers Legend	C	11.99													
	Food Lion	n/i	C									4.99			3.49		w/ store card
		n/i	C									5.49			5.99		w/o store card
	Fresh Grocer	n/i	C						3.99					4.29			
		n/i	C	4.77													w/ \$25 purchase; limit 1
		n/i	C	8.99													w/o store card
		Nature's Reserve	G		5.99												w/ store card; limit 1
		Nature's Reserve	G		8.99												w/o store card
	Giant Eagle	n/i	C	8.99													w/ store card
		Angus	C	9.99													w/ store card
	Giant Food Stores	Butcher Shop	C	5.99				10.99	6.99								w/ store card
		Angus	C								4.99			4.99			
	Great Valu Markets	n/i	C	5.99						3.69	3.69	3.99		3.99		3.99	
	IGA SpartanNash	n/i	C	7.99								3.99		4.29			
	Karn's	Angus	C						9.99								
		n/i	C									3.59				3.99	
	Key Food	n/i	C							2.99				3.39	3.29		
	Kuhn's	n/i	C				12.99					4.79					
		n/i	C	10.99													
	Martin's Food	Butcher Shop	C	5.99				10.99	6.99								w/ store card
		Angus	C								4.99			4.99			
	McCaffrey's	Angus	C											4.99			
Pioneer	n/i	C							3.99						2.99		
Price Chopper	Angus	C	9.99							3.99		6.99				w/ store card	
	Angus	C	12.99							5.49		7.99				w/o store card	
Redner's	Angus	C	7.98													w/ store card	
	Angus	C	10.98													w/o store card	
Safeway Eastern	n/i	C	8.99					5.88	3.99				3.99			w/ store card	
	Open Nature	G	11.99													w/ store card	

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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
PA <i>(cont)</i>	Save-a-Lot	n/i			5.49											
	Shop'n Save	n/i	C	8.99	9.99				3.78		3.88					w/ store card
		n/i	C								5.99					w/o store card
	ShopRite	n/i	C	6.99	5.77											w/ store card
		n/i	C	9.99	8.99											w/o store card
	Shurfine	Angus	C									4.99				
		n/i							4.49					4.79		
	ShurSave	Angus	C	8.99					4.49			3.99		4.79		
	Sparkle	n/i	C	8.99										3.99		w/ store card
		n/i	C	11.99										5.69		w/o store card
	The Fresh Market	n/i	C					13.99								
	Thorne's Market	n/i	C						3.99							
	1893 Angus	C	8.99													
Thriftway/Shop'nBag	n/i								3.79		3.99			3.99		
Tops Market	n/i	C							4.49							
Weis Markets	n/i	C					12.99								w/ store card	
	Angus	C	7.88						4.99					5.49	w/ store card	
RI	Adams IGA	Angus	C						4.99	4.99	5.99					
		n/i	C	7.99			7.99				4.99					
	ALDI	n/i	C							2.99						
	Bravo	n/i	C						2.99				4.99	3.99		
	Compare Foods	n/i	C	7.97						3.99				4.99		
	Dave's Marketplace	n/i			7.99											
	Save-a-Lot	n/i			5.49											
	Seabra Foods	n/i							2.99			2.99	3.49			
	Shaw's	n/i		6.88												
Stop & Shop	Angus	C						4.99			4.99					
	Stop & Shop		4.99				10.99	6.99								
VT	ALDI	n/i	C							2.99						
	Food City	n/i	C						3.99	3.99	3.99		3.99			
		n/i	S	9.99												
	Hannaford	Hannaford	C	5.99											w/ store card	
		Hannaford	C	9.79											w/o store card	
		Angus	C	6.99											w/ store card	
		Angus	C	11.49		15.99	11.99								w/o store card	
		Nature's Place	C						6.99						ABF; w/ store card	
	Nature's Place	C						8.69						ABF; w/o store card		

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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
VT (cont)	Price Chopper	Angus	C	9.99						3.99		6.99				w/ store card
		Angus	C	12.99						5.49		7.99				w/o store card
	Shaw's	n/i		6.88												
	Tops Market	n/i	C							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	
SOUTHEASTERN U.S. - AL,FL,GA,KY,MS,NC,SC,TN,VA,WV															
AL	A&R Supermarkets	Blackwell Angus	C							2.78	3.65				
		n/i	S								3.65				
	ALDI	n/i	C								2.99				
	Cash Saver	Angus	C		10.79										
	Food Giant	Black Canyon	C										3.00		
	Greer's Market	Swift Angus	C										3.36		
		n/i	S	5.36					3.18					3.18	
	Hometown Market	n/i	C						3.79	3.99					
	Ingle's Markets	Ingle's	C	8.98				12.98	2.98						w/ store card
		Ingle's	C	12.48				15.98	5.48						w/o store card
	Kroger Atlanta	n/i	C	6.99				9.99						5.99	w/ store card
	Kroger Nashville	Private Selection	C	7.99							3.99			3.99	
	Lucky's	Black Canyon	C		9.99						3.69	3.99			
	Piggly Wiggly Hchn's	Black Canyon	C						3.68					2.98	
	Piggly Wiggly Inc.	Angus	C											3.99	
	Piggly Wiggly JTM	n/i	C						3.59		3.99				
	Publix	Publix Premium	C	6.99				12.99	6.99						w/ store card
		Publix Premium	C	11.99				15.99	13.69						w/o store card
		Greenwise	A	8.99											
	Rouses	Rouses Angus	C								3.47				
Save-a-Lot	n/i	C		5.49											
Sprout's	n/i	C	7.99			12.99									
The Fresh Market	n/i	C					13.99								
United Grocery	n/i	S											2.99		
Vowell's	Black Canyon	S											3.77		
Western Market	n/i	C					8.99	7.99							
	Angus	C	7.99										3.99		
Winn-Dixie	Angus	C								4.25				4.25 w/ store card	
	Angus	C								7.00				7.00 w/o store card	
FL	ALDI	n/i	C								2.99				
	Bravo Supermarkets	n/i	S						3.68				3.99	4.39	
		n/i	C		6.99								3.00		
	Food Giant	Black Canyon	C										3.00		
	Greer's Market	Swift Angus	C										3.36		
	n/i	S	5.36						3.18				3.18		

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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	
FL <i>(cont)</i>	Harris Teeter	HT Reserve Angus	C	10.99			11.99	7.99			4.97					w/ store card	
		HT Reserve Angus	C	11.99			19.99	11.99			5.99					w/o store card	
		HT Rancher		9.99			10.99	5.97								w/ store card	
		HT Rancher		10.99			16.99	10.99								w/o store card	
	Harvey's	Angus	C												4.49	w/ store card	
		Angus	C												6.49	w/o store card	
	Hitchcock's	Hitchcock's Angus	C	7.99					3.99	4.29	3.99		4.49	3.99	3.99	w/ store card	
		Hitchcock's Angus	C	11.99					6.49		6.79			6.49	5.99	w/o store card	
	IGA Florida	n/i												4.39			
		Angus	C	7.99													
	Piggly Wiggly Hchn's	Black Canyon	C						3.68				2.98				
	Publix	Publix Premium	C	6.99				12.99	6.99								w/ store card
		Publix Premium	C	11.99				15.99	13.69								w/o store card
	Greenwise		A	8.99													
	Save-a-Lot	n/i			5.49												
	Seabra Foods	n/i							3.99			4.29					
	Sedano's	Angus	C		9.99			6.99									
		n/i	C										2.99				
The Fresh Market	n/i	C				13.99											
Western Beef	n/i		6.99					3.99	3.99								
Winn-Dixie	Angus	C								4.25				4.25	w/ store card		
	Angus	C								7.00				7.00	w/o store card		
GA	ALDI	n/i	C							2.99							
	Bi-Lo	Angus	C							4.25				4.25	w/ store card		
		Angus	C							7.00				7.00	w/o store card		
	Food City	Angus	C							3.99							
	Food Depot	n/i	S							4.44							
	Food Giant	Black Canyon	C									3.00					
	Food Lion	n/i	C								4.99			3.49	w/ store card		
		n/i	C								5.49			5.99	w/o store card		
	Food Pride	n/i						3.99									
	Galaxy Foods	Butcher's Best							3.28	3.28				2.98			
	Harris Teeter	HT Reserve Angus	C	10.99				11.99	7.99		4.97					w/ store card	
		HT Reserve Angus	C	11.99				19.99	11.99		5.99					w/o store card	
		HT Rancher		9.99				10.99	5.97							w/ store card	
		HT Rancher		10.99				16.99	10.99							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	
GA (cont)	Harvey's	Angus	C											4.49	w/ store card
		Angus	C											6.49	w/o store card
	IGA	Preferred Angus	C								3.49				
	Ingle's Markets	Ingle's	C	8.98			12.98		2.98						w/ store card
		Ingle's	C	12.48			15.98		5.48						w/o store card
	Kroger Atlanta	n/i	C	6.99			9.99					5.99			w/ store card
	Piggly Wiggly Car.	Pig's Pride							3.78				3.78		
	Piggly Wiggly GA	Angus	C						3.99				3.99		
	Piggly Wiggly Hchn's	Black Canyon	C						3.68			2.98			
	Piggly Wiggly JTM	n/i							3.59		3.99				
	Publix	Publix Premium	C	6.99			12.99	6.99							w/ store card
		Publix Premium	C	11.99			15.99	13.69							w/o store card
		Greenwise	A	8.99											
	Quality Foods	n/i							2.99				3.49	3.19	
	Save-a-Lot	n/i			5.49										
	Shop Rite	Sterling Silver									3.49				
	Sprout's	n/i	C	7.99		12.99									
	The Fresh Market	n/i	C				13.99								
United Grocery	n/i	S											2.99		
Winn-Dixie	Angus	C							4.25				4.25	w/ store card	
	Angus	C							7.00				7.00	w/o store card	
KY	ALDI	n/i	C							2.99					
	Cox IGA	Star Ranch	C						4.79						w/ store card
	E. W. James	Black Canyon							3.38				3.38		
	Food City	Angus	C							3.99					
	Food Fair	Black Canyon	C	7.99						3.99					
	Food Giant	Black Canyon	C									3.00			
	Food Lion	n/i	C							4.99				3.49	w/ store card
		n/i	C							5.49				5.99	w/o store card
	Food Rite	Black Canyon	C							3.99					
	Foodland	Star Ranch	C										3.99		
	Fresh Thyme	n/i										4.99	4.99		
	Galaxy Foods	Butcher's Best							3.28	3.28				2.98	
	IGA SpartanNash	n/i	C	7.99						3.99		4.29			
	Kroger Cincinnati	n/i	C	6.99											w/ store card
Kroger Delta	n/i	C	6.99							3.99				w/ store card	

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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	
KY (cont)	Kroger Louisville	n/i	C							3.99			3.99			w/ store card	
		Private Selection	C	7.99							3.99					w/ store card	
	Kroger MidAtlantic	n/i	C	6.99			10.99		3.99				3.99			w/ store card	
	Kroger Nashville	Private Selection	C	7.99							3.99		3.99				
	Meijer	Angus	C	6.49				8.99		4.99							
	Piggly Wiggly Hchn's	Black Canyon	C						3.68				2.98				
	Remke Markets	Star Ranch	C				12.99				3.49		3.49				
	Save-a-Lot	n/i			5.49												
	SuperVALU Stores	Angus Farms	C		10.99					4.59							
	TC Grocery	n/i			5.79												
	The Fresh Market	n/i	C				13.99										
	United Grocery	n/i	S												2.99		
ValuMarket	n/i	C								3.69							
MS	AG Baton Rouge	n/i												3.49			
	ALDI	n/i	C								2.99						
	Corner Market	Angus	C	8.99				5.99					3.99		3.99		
	Food Giant	Black Canyon	C										3.00				
	Greer's Market	Swift Angus	C										3.36				
		n/i	S	5.36					3.18					3.18			
	Kroger Delta	n/i	C	6.99							3.99					w/ store card	
	Mac's Fresh	n/i	S											2.99			
	Piggly Wiggly Hchn's	Black Canyon	C						3.68				2.98				
	Piggly Wiggly HGR	n/i									3.99						
	Rouses	Rouses Angus	C								3.47						
	Save-a-Lot	n/i			5.49												
	Superlo Foods	Angus	C								2.99			2.99			
	The Fresh Market	n/i	C				13.99										
	Vowell's	Black Canyon	S											3.77			
Winn-Dixie	Angus	C							4.25					4.25	w/ store card		
	Angus	C							7.00					7.00	w/o store card		
NC	ALDI	n/i	C								2.99						
	Bi-Lo	Angus	C							4.25				4.25	w/ store card		
		Angus	C							7.00				7.00	w/o store card		
	Carlie C's IGA	Carlie C's		4.78													
	Compare Foods	n/i									3.99						
	Farm Fresh	Stockman&Dakota	C								3.99		3.99	3.99			
	n/i	C	8.99														

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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	
NC (cont)	Food Lion	n/i	C								4.99				3.49	w/ store card	
		n/i	C								5.49				5.99	w/o store card	
	Fresh Foods	n/i		3.99													
		n/i	S												3.49		
	Galaxy Foods	Butcher's Best								3.28	3.28				2.98		
	Great Valu Markets	n/i	C												3.99		
		Star Ranch			6.99					3.99	3.99						
	Harris Teeter	HT Reserve Angus	C	10.99			11.99	7.99			4.97						w/ store card
		HT Reserve Angus	C	11.99			19.99	11.99			5.99						w/o store card
		HT Rancher		9.99			10.99	5.97									w/ store card
		HT Rancher		10.99			16.99	10.99									w/o store card
	IGA	Preferred Angus	C										3.49				
	Ingle's Markets	Ingle's	C	8.98			12.98			2.98							w/ store card
		Ingle's	C	12.48			15.98			5.48							w/o store card
	Just \$ave	Angus	C								3.98		3.28				
	Kroger MidAtlantic	n/i	C	6.99			10.99			3.99			3.99				w/ store card
	Lowe's Foods	Black Angus	C				9.99										w/ store card
		Black Angus	C				17.99										w/o store card
		Angus	C	10.99			10.99						3.99				w/ store card
		Angus	C				18.99						7.99				w/o store card
Piggly Wiggly HGR	n/i	C											3.49				
Piggly Wiggly Retail	n/i		8.59												3.79		
Piggly Wiggly Stores	Preferred Angus	C		7.98											2.99		
Publix	Publix Premium	C	6.99			12.99	6.99									w/ store card	
	Publix Premium	C	11.99			15.99	13.69									w/o store card	
	Greenwise	A	8.99														
Save-a-Lot	n/i			5.49													
The Fresh Market	n/i	C				13.99											
United Grocery	n/i	S													2.99		
SC	ALDI	n/i	C								2.99						
	Bi-Lo	Angus	C						4.25						4.25	w/ store card	
		Angus	C						7.00						7.00	w/o store card	
	Food Lion	n/i	C								4.99				3.49	w/ store card	
		n/i	C								5.49				5.99	w/o store card	
	Galaxy Foods	Butcher's Best							3.28	3.28					2.98		
	Harris Teeter	HT Reserve Angus	C	10.99			11.99	7.99			4.97					w/ store card	
	HT Reserve Angus	C	11.99			19.99	11.99			5.99						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 <i>(cont)</i>	Harris Teeter	HT Rancher		9.99			10.99	5.97								w/ store card
	<i>(continued)</i>	HT Rancher		10.99			16.99	10.99								w/o store card
	Harvey's	Angus	C											4.49		w/ store card
		Angus	C											6.49		w/o store card
	IGA	Preferred Angus	C									3.49				
	Ingle's Markets	Ingle's	C	8.98			12.98		2.98							w/ store card
		Ingle's	C	12.48			15.98		5.48							w/o store card
	Kroger Atlanta	n/i	C	6.99			9.99						5.99			w/ store card
	Lowe's Foods	Black Angus	C				9.99									w/ store card
		Black Angus	C				17.99									w/o store card
		Angus	C	10.99			10.99						3.99			w/ store card
		Angus	C				18.99						7.99			w/o store card
	Piggly Wiggly Car.	Pig's Pride							3.78						3.78	
	Publix	Publix Premium	C	6.99			12.99	6.99								w/ store card
		Publix Premium	C	11.99			15.99	13.69								w/o store card
		Greenwise	A	8.99												
Quality Foods	n/i							2.99					3.49	3.19		
Save-a-Lot	n/i			5.49												
The Fresh Market	n/i	C				13.99										
TN	ALDI	n/i	C								2.99					
	Cash Saver	Angus	C		10.79											
	E. W. James	Black Canyon							3.38					3.38		
	Food City	Angus	C								3.99					
	Food Country	Butcher's Best										3.99		3.99		w/ store card
		Butcher's Best										5.49		6.49		w/o store card
	Food Lion	n/i	C								4.99			3.49		w/ store card
		n/i	C								5.49			5.99		w/o store card
	Food Rite	Black Canyon	C								3.99					
	H.G. Hill	Black Canyon	S		9.89						3.49					
	Harris Teeter	HT Reserve Angus	C	10.99			11.99	7.99			4.97					w/ store card
		HT Reserve Angus	C	11.99			19.99	11.99			5.99					w/o store card
		HT Rancher		9.99			10.99	5.97								w/ store card
		HT Rancher		10.99			16.99	10.99								w/o store card
	Ingle's Markets	Ingle's	C	8.98			12.98		2.98							w/ store card
		Ingle's	C	12.48			15.98		5.48							w/o store card
Kroger Delta	n/i	C	6.99							3.99					w/ store card	
Kroger MidAtlantic	n/i	C	6.99			10.99		3.99				3.99			w/ 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
TN <i>(cont)</i>	Kroger Nashville	Private Selection	C	7.99							3.99		3.99			w/ store card w/o store card
	Lucky's	Black Canyon	C		9.99					3.69	3.99					
	Osborne's	n/i									3.69					
	Publix	Publix Premium	C	6.99			12.99	6.99								
		Publix Premium	C	11.99			15.99	13.69								
	Greenwise	A	8.99													
	Save-a-Lot	n/i			5.49											
	Shop Rite	Sterling Silver									3.49					
	Sprout's	n/i	C	7.99		12.99										
	Superlo Foods	Angus	C								2.99		2.99			
	TC Grocery	n/i			5.79											
	The Fresh Market	n/i	C				13.99									
	Tietgens	n/i									3.89					
	United Grocery	n/i	S											2.99		
VA	ALDI	n/i	C								2.99					
	Associated	n/i	C						3.99			3.99		2.99		
	Farm Fresh	Stockman&Dakota	C									3.99		3.99		
		n/i	C	8.99												
	Food City	Angus	C								3.99					
	Food Country	Butcher's Best											3.99	3.99	w/ store card	
		Butcher's Best											5.49	6.49	w/o store card	
	Food Lion	n/i	C									4.99		3.49	w/ store card	
		n/i	C									5.49		5.99	w/o store card	
	Galaxy Foods	Butcher's Best												2.98		
	Giant Food	Angus	C							3.28	3.28					
	Giant	Giant		4.99			10.99	6.99			4.99		4.99			
		Black Canyon	C									3.69				
	Grant's	n/i	C											3.99		
	Great Valu Markets	Star Ranch		6.99						3.99		3.99				
		HT Reserve Angus	C	10.99			11.99	7.99				4.97			w/ store card	
	Harris Teeter	HT Reserve Angus	C	11.99			19.99	11.99				5.99			w/o store card	
		HT Rancher		9.99			10.99	5.97							w/ store card	
	HT Rancher	HT Rancher		10.99			16.99	10.99							w/o store card	
		Ingle's	C	8.98			12.98			2.98					w/ store card	
Ingle's Markets	Ingle's	C	12.48			15.98			5.48					w/o store card		
	n/i	C	6.99			10.99			3.99		3.99			w/ 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
VA (cont)	Lowe's Foods	Black Angus	C				9.99								w/ store card	
		Black Angus	C				17.99								w/o store card	
		Angus	C	10.99			10.99				3.99				w/ store card	
		Angus	C				18.99				7.99				w/o store card	
	Martin's Food	Butcher Shop	C	5.99			10.99	6.99							w/ store card	
		Angus	C						4.99		4.99					
	Piggly Wiggly Retail	n/i	C	8.59										3.79		
	Piggly Wiggly Stores	Preferred Angus	C		7.98									2.99		
	Safeway Eastern	n/i	C	8.99				5.88		3.99			3.99			w/ store card
		Open Nature	G	11.99												w/ store card
	Save-a-Lot	n/i	C		5.49											
Shoppers Food	n/i	C						4.99				3.99				
The Fresh Market	n/i	C				13.99										
WV	ALDI	n/i	C								2.99					
	Food Fair	Black Canyon	C	7.99							3.99					
	Food Lion	n/i	C								4.99			3.49	w/ store card	
		n/i	C								5.49			5.99	w/o store card	
	Foodland	Star Ranch	C									3.99				
	Galaxy Foods	Butcher's Best	C						3.28	3.28				2.98		
	Giant Eagle	n/i	C	8.99												w/ store card
		Angus	C	9.99												w/ store card
	Great Valu Markets	n/i	C											3.99		
		Star Ranch	C	6.99						3.99	3.99					
	Kroger Columbus	n/i	C							3.99						
		Private Selection	C	7.99				9.99								
	Kroger MidAtlantic	n/i	C	6.99			10.99		3.99			3.99			w/ store card	
	Martin's Food	Butcher Shop	C	5.99			10.99	6.99								w/ store card
		Angus	C						4.99			4.99				
	Piggly Wiggly Stores	Preferred Angus	C		7.98									2.99		
	Riesbeck's	Hereford	C	9.99					3.99			3.99	4.49			
	Save-a-Lot	n/i	C		5.49											
	Shop'n Save	n/i	C	8.99	9.99				3.78		3.88					w/ store card
		n/i	C								5.99					w/o store card
	Sparkle	n/i	C	8.99									3.99			w/ store card
n/i		C	11.99									5.69			w/o store card	
Weis Markets	n/i	C				12.99									w/ store card	
	Angus	C	7.88						4.99				5.49		w/ 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	
MIDWESTERN U.S. - IA,IL,IN,MI,MN,ND,NE,OH,SD,WI															
IA	Affiliated MW	n/i	C								3.99		3.79		
		Star Ranch	C	8.99					3.99						
	ALDI	n/i	C								2.99				
	Family Foods	n/i					7.99	4.99							
		Angus Pride	C	6.99	7.99							5.99			
	Fareway	n/i	C											2.99	
	Food Pride	Angus Pride	C		5.99										
		n/i			6.99										
	Fresh Thyme	n/i											4.99	4.99	
	Hometown Foods	Star Ranch	C						3.69						
	Hy-Vee	Choice Reserve	C	9.99					5.99						
	Jewel-Osco	n/i	C	6.99					3.99				3.99		
	Maynard's	Star Ranch	S		9.99										
	No Frills	Tender Ridge	C	7.99						4.99					
	Quillin's	Chairman Reserve	C		7.99					3.99	3.99				
	Save-a-Lot	n/i			5.49										
	Schnuck's	Angus	C						4.99	4.79				5.19	4.99
Sunshine Foods	n/i	C											2.99		
Super Saver	Omaha Natural	C	7.97					4.48							
The Fresh Market	n/i	C					13.99								
Thriftway Stores	n/i	C							4.49				3.99	local	
IL	Affiliated MW	Star Ranch	C						3.99				3.79		
		Star Ranch	C	8.99					3.99						
	ALDI	n/i	C								2.99				
	Angelo Caputo's	n/i	C						2.79						
		n/i		6.99	7.49		8.99								
		Angus	C	8.99	9.99				4.99	5.99	4.99		4.99	4.99	
	Berkot's	Berkot's Own					7.99								
		n/i	C	6.99	8.99			7.99			3.99		3.99	3.99	
	Brookhaven	n/i				8.99	6.99								
		Angus	C								3.99				
	Butera Market	Angus	C	8.99							4.99		4.99	3.99	
		Angus	C											2.99	
		n/i		4.99	5.99										
County Market	Ranchers Legend	C	8.99	7.99				3.49	3.49						
Cub Foods	n/i	C	8.99					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)	Fairplay Foods	Angus	C	7.99					2.99		3.99					
		n/i	C	7.99			7.99									
	Fareway	n/i	C										2.99			
	Food 4 Less	n/i	C						4.49						3.99	
	Food Pride	Angus Pride	C		5.99											
		n/i			6.99											
	Fresh Thyme	n/i											4.99	4.99		
	Garden Fresh	Sterling Silver	C	9.99												
	Heinen's	Heinen's	A					8.99							4.99	w/ store card
		Heinen's	A					15.49							7.99	w/o store card
		Heinen's	O					27.99								
	Hy-Vee	Choice Reserve	C	9.99						5.99						
	Jewel-Osco	n/i	C	6.99						3.99				3.99		
	Joe Caputo	n/i	C												3.69	
	Kirby Foods IGA	IGA TableRite		7.99						3.99						
	Kroger Central	n/i	C	6.99						3.99	3.99					w/ store card
	Kroger Louisville	n/i	C								3.99			3.99		w/ store card
		Private Selection	C	7.99							3.99					w/ store card
	Mariano's	Angus	C	7.95												
	Meijer	Angus	C	6.49				8.99			4.99					
	Pete's Market	Black Angus	C	7.99						4.49						
		Black Angus	C								4.69					halal
	Piggly Wiggly MW	Angus	C		8.99							4.49				
	Save-a-Lot	n/i			5.49											
	Schnuck's	Angus	C							4.99	4.79				5.19	4.99
	Shop & Save Market	Black Angus	C							3.19	4.59	4.19		4.69	3.19	4.59
	Shop'n Save	Angus	C							4.99						
	Strack & VanTil	Angus	C	6.99							5.99	5.99				
	Sullivan's	n/i	C	8.99						3.99						
	Sunset Foods	n/i	C													
The Fresh Market	n/i	C														
Tony's Finer Foods	Angus	C								7.99			4.99		4.99	
Treasure Island	Sterling Silver	C													w/ store card	
	Sterling Silver	C													w/o store card	
Ultra Foods	Angus	C	6.99							5.99	5.99					
Valli Produce	Black Angus	C											3.79			

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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	
IL (cont)	Walt's	Hereford n/i	C		9.99		7.99			4.79			4.79		4.99		
IN	Al's Supermarket	Chairman Reserve	C						3.88				4.49			w/ store card	
		Chairman Reserve	C						5.79				5.79			w/o store card	
	ALDI	n/i	C										2.99				
	Food 4 Less	n/i	C						4.49						3.99		
	Fresh Encounter	Angus	n/i	C	7.99					3.99	4.49					4.49	w/ store card
				C	13.99				5.99	5.99				5.99	w/o store card		
	Fresh Thyme	n/i											4.99	4.99			
	Harding's	Tender Ridge			9.99								4.49				
	Harvest Market	n/i												3.99			
	Holiday Foods	Angus	C											3.99			
	IGA SpartanNash	n/i	C	7.99									3.99	4.29			
	Jay C	n/i	C	7.99												w/ store card	
	Jewel-Osco	n/i	C	6.99						3.99				3.99			
	Kirby Foods IGA	IGA TableRite		7.99						3.99							
	Kroger Central	n/i	C	6.99						3.99	3.99					w/ store card	
	Kroger Cincinnati	n/i	C	6.99												w/ store card	
	Kroger Louisville	n/i	C								3.99			3.99		w/ store card	
		Private Selection	C	7.99										3.99		w/ store card	
	Marsh	Marsh	C							3.98							
	Martin's	Martin's	n/i	C										3.99		w/ store card	
				C										5.88		w/o store card	
	Meijer	Angus	C	6.49				8.99			4.99						
	Millers Markets	Hereford	C	8.99							4.29	3.99					
Save-a-Lot	n/i			5.49													
Schnuck's	Angus	C							4.99	4.79				5.19	4.99		
Strack & VanTil	Angus	C	6.99							5.99	5.99						
The Fresh Market	n/i	C															
Ultra Foods	Angus	C	6.99							5.99	5.99						
Walt's	Hereford n/i	n/i	C		9.99					4.79			4.79		4.99		
			C														
Wesselman's	Star Ranch													4.59			
MI	Affiliated MW	Star Ranch	C	8.99					3.99								
	ALDI	n/i	C								2.99						
	Busch's	Creekstone Farms	C	9.99			14.99				4.99						
	D&W Fresh Market	Preferred Angus	C	7.99					4.99		4.99			4.99			

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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	
MI (cont)	Family Fare	Tender Ridge	C	8.99					3.99								
	Food Pride	n/i	S	7.99							3.99		4.29				
	Fresh Thyme	n/i											4.99	4.99			
	Harding's	Tender Ridge			9.99								4.49				
	Hollywood Markets	n/i	C	11.99							4.59						
	Kroger Central	n/i	C	6.99					3.99	3.99						w/ store card	
	Kroger Columbus	n/i	C						3.99								
		Private Selection	C	7.99			9.99										
	Kroger Michigan	n/i	C	5.99					3.49								w/ store card
	Martin's	Martin's	C								3.99						w/ store card
		Martin's	C								5.88						w/o store card
	Meijer	Angus	C	6.49				8.99		4.99							
	Millers Markets	Hereford	C	8.99						4.29	3.99						
	Pat's Foods IGA	Angus	C		9.99								3.99				
	Plumbs/Duthlers	Tender Ridge	C	9.99	5.99					3.99	4.59						w/ store card
		Tender Ridge	C		12.19						6.39						w/o store card
	Polly's Market	n/i	C	7.19					3.99								w/ store card
		n/i	C	13.19					4.99								w/o store card
	Ric's Food Center	n/i	C	9.99			6.99				3.99						
	Save-a-Lot	n/i			5.49												
Spartan Stores	Chairman Reserve		9.99														
Super One Foods	Black Angus									3.99							
Tadych's	Angus Pride	C	7.98							3.69							
VG's Food Centers	VG's Angus	C	7.99						4.99								
MN	Affiliated MW	n/i	C								3.99		3.79				
		Star Ranch	C	8.99					3.99								
	ALDI	n/i	C								2.99						
	Cash Wise	Hereford	C		8.88									3.98			
	Coborn's	Hereford	C		8.99									3.99			
	Cub Foods	n/i	C	8.99					3.99		3.99						
	Econofoods	Angus Pride		8.99					3.99								
	Family Fare	Angus Pride	C	8.99					3.99								
	Family Fresh Market	Angus Pride	C	8.99										4.99			
	Fareway	n/i	C											2.99			
	Festival	Black Angus	C	8.99												w/ store card	
		Black Angus	C	12.99												w/o store card	
	Food Pride	n/i	S	7.99							3.99		4.29				

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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
MN (cont)	Fresh Thyme	n/i										4.99	4.99		w/ store card w/o store card	
	Hornbacher's	Stockman&Dakota			7.99											
	Hugo's	Angus Pride	C	8.98					3.98		5.98					
	Hy-Vee	Choice Reserve	C	9.99				5.99								
	Lunds & Byerlys	Premium Choice	C						9.99							
		Premium Choice	C						15.99							
	Marketplace Foods	Angus Pride	C	10.78									4.38			
	Maynard's	Star Ranch	S		9.99											
	Meijer	Angus	C	6.49					8.99	4.99						
	Quillin's	Chairman Reserve	C		7.99					3.99	3.99					
	Rainbow Foods	n/i	C	8.99						3.99	3.99					
	Save-a-Lot	n/i			5.49											
	Sun Mart	Tender Ridge	C	8.99						3.99						
	Sunshine Foods	n/i	C										2.99			
	Super One Foods	Black Angus									3.99					
SuperVALU Stores	Angus Farms	C		10.99					4.59							
ND	Albertsons Mtn	Double R Ranch	C	6.47					3.49						w/ store card; limit 1	
	Cash Wise	Hereford	C		8.88								3.98			
	Dan's	Angus Pride	C	7.99					4.99							
	Food Pride	n/i	S	7.99							3.99	4.29				
	Hornbacher's	Stockman&Dakota			7.99											
	Hugo's	Angus Pride	C	8.98						3.98		5.98				
	Leevers Foods	Preferred Angus	C		10.99							4.89				
	Marketplace Foods	Angus Pride	C	10.78									4.38			
	SuperVALU Stores	Angus Farms	C		10.99					4.59						
NE	Affiliated MW	n/i	C								3.99		3.79		w/ store card	
		Star Ranch	C	8.99					3.99							
	ALDI	n/i	C								2.99					
	Apple Market	Heartland Pride	S										3.98			
	Bag'n Save	Tender Ridge	C	7.99						4.99						
	Baker's	n/i	C	6.99					4.99	4.99		4.99				
	Family Fresh Market	Angus Pride	C	8.99									4.99			
	Fareway	n/i	C										2.99			
	Food Pride	n/i	S	7.99							3.99	4.29				
	Fresh Thyme	n/i										4.99	4.99			
	Hy-Vee	Choice Reserve	C	9.99					5.99							

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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)	Russ's Market	Platte River Ranch	C		9.99				3.99							w/ store card; local
		Platte River Ranch	C		11.49				6.19							w/o store card; local
	Safeway Denver	n/i	C	5.77					3.99							w/ store card
	Sun Mart	Tender Ridge	C	8.99					3.99							
	Super Saver	Omaha Natural	C	7.97					4.48							local
	Thriftway Stores	n/i								4.49				3.99		
OH	Acme Fresh Market	Angus	C	9.99		16.99					5.99					w/ store card
		Angus	C	14.99		23.99					6.99					w/o store card
		n/i	C				13.99									w/ store card
		n/i	C				18.99									w/o store card
	ALDI	n/i	C								2.99					
	Buehlers	Angus	C	8.99			12.99									
	Chief	Angus	C	7.99				3.99	4.49						4.49	w/ store card
		Angus	C	13.99				5.99	5.99						5.99	w/o store card
	Dave's Markets	n/i	C	8.99										3.99		w/ store card
		n/i	C	10.99										5.99		w/o store card
	Fishers Foods	Fishers Angus	C						3.99							
	Food Fair	Black Canyon	C	7.99							3.99					
	Foodland	Star Ranch	C											3.99		
	Fresh Encounter	Angus	C	7.99				3.99	4.49						4.49	w/ store card
		Angus	C	13.99				5.99	5.99						5.99	w/o store card
	Fresh Thyme	n/i										4.99	4.99			
	Geyer's	Star Ranch	C		9.89											
	Giant Eagle	n/i	C	8.99												w/ store card
		Angus	C	9.99												w/ store card
	Heinen's	Heinen's	A					8.99							4.99	w/ store card
		Heinen's	A					15.49							7.99	w/o store card
		Heinen's	O				27.99									
	IGA SpartanNash	n/i	C	7.99							3.99		4.29			
	Kroger Central	n/i	C	6.99					3.99	3.99						w/ store card
	Kroger Cincinnati	n/i	C	6.99												w/ store card
	Kroger Columbus	n/i	C						3.99							
		Private Selection	C	7.99				9.99								
Kroger MidAtlantic	n/i	C	6.99				10.99		3.99			3.99			w/ store card	
Marc's	Black Canyon	C										3.99				
Marsh	Marsh	C						3.98								
Meijer	Angus	C	6.49					8.99	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	
OH <i>(cont)</i>	Millers Markets	Hereford	C	8.99						4.29	3.99						
	Piggly Wiggly Stores	Preferred Angus	C		7.98										2.99		
	Remke Markets	Star Ranch	C				12.99				3.49		3.49				
	Riesbeck's	Hereford	C	9.99					3.99				3.99	4.49			
	Save-a-Lot	n/i			5.49												
	Shop'n Save	n/i	C	8.99	9.99					3.78		3.88					w/ store card
		n/i	C									5.99					w/o store card
	Sparkle	n/i	C	8.99										3.99			w/ store card
		n/i	C	11.99											5.69		w/o store card
	SuperVALU Stores	Star Ranch	C		9.99												
	The Andersons	Angus	C				9.99								4.99		
	The Fresh Market	n/i	C				13.99										
	Thorne's Market	n/i	C							3.99							
	Weis Markets	1893 Angus	C	8.99													
n/i		C				12.99										w/ store card	
	Angus	C	7.88							4.99					5.49	w/ store card	
SD	Affiliated MW	n/i	C								3.99		3.79				
		Star Ranch	C	8.99					3.99								
	Buche Foods	n/i		8.98							3.98						
	Coborn's	Hereford	C		8.99									3.99			
	Family Thrift	Angus Pride		8.99					3.99					2.99			
	Fareway	n/i	C														
	Hy-Vee	Choice Reserve	C	9.99					5.99								
	IGA Markets	n/i		5.99							3.99						
	Ken's Super Fair	n/i	C		9.99												w/ store card
		n/i	C		11.99												w/o store card
	Lynn's Dakotamart	Dakotamart Pride	C		8.99								3.79				
	Maynard's	Star Ranch	S		9.99												
	Safeway Denver	n/i	C	5.77					3.99								w/ store card
	Sunshine Foods	n/i	C											2.99			
SuperVALU Stores	Angus Farms	C		10.99						4.59							
WI	Affiliated MW	n/i	C								3.99		3.79				
		Star Ranch	C	8.99					3.99								
	ALDI	n/i	C								2.99						
	Econofoods	Angus Pride		8.99				3.99									
Family Fresh Market	Angus Pride	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	
WI (cont)	Festival	n/i	C	7.98												w/ store card	
		n/i	C	11.99												w/o store card	
	Food Pride	n/i	S	7.99							3.99		4.29				
	Fox Bros.	Angus	C	8.99							4.49						
	Gordy's Market	Tender Ridge	C		8.98				3.88						3.88		w/ store card
		Tender Ridge	C		12.99												w/o store card
	Hy-Vee	Choice Reserve	C	9.99				5.99									
	Marketplace Foods	Angus Pride	C	10.78										4.38			
	Marketplace (WI)	Chairman Reserve	C		9.99						3.98						
	Meijer	Angus	C	6.49				8.99		4.99							
	Pat's Foods IGA	Angus	C		9.99								3.99				
	Pick'n Save/Copps	Black Angus	C	8.99											4.49		
		n/i						9.99									
	Piggly Wiggly MW	Angus	C		8.99												
	Quillin's	Chairman Reserve	C		7.99						3.99		3.99				
	Save-a-Lot	n/i			5.49												
	Schnuck's	Angus	C						4.99	4.79					5.19	4.99	
	Sendik's	Sendik's						8.99									
	Sentry	Sentry Angus	C	7.99						4.99	4.49						
	Shurfine Food	Black Canyon	C	8.98													
Super One Foods	Black Angus																
SuperVALU Stores	Angus Farms	C		10.99						4.59							
Tadych's	Angus Pride	C	7.98											3.69			
The Fresh Market	n/i	C															
Trig's	n/i																

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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	
SOUTH CENTRAL U.S. - AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT															
AR	Albertsons Houston	n/i	C	6.99					3.99						w/ store card
		Open Nature	G	9.99											w/ store card
	ALDI	n/i	C								2.99				
	Cranford's	n/i	C						2.98						
	Food Giant	Black Canyon	C									3.00			
	G&W Foods	n/i	C	9.98					3.98					3.98	
	Hays Supermarkets	Angus	C						2.98					2.98	
	Kroger Delta	n/i	C	6.99							3.99				w/ store card
	Mac's Fresh	n/i	S											2.99	
	Piggly Wiggly Hchn's	Black Canyon	C						3.68				2.98		
	Pyramid Foods	n/i	C	9.99										3.99	
	Rehkopf's	n/i	S								2.99				
	Save-a-Lot	n/i			5.49										
	TC Grocery	n/i			5.79										
The Fresh Market	n/i	C												13.99	
AZ	Albertsons SW	n/i	C	5.77					4.99				4.99		w/ store card
	Basha's	n/i	C						BOGO	2.99				2.77	
	Fry's	n/i	C	5.97											w/ store card; limit 1
		n/i	C	6.97											w/ store card
	Safeway SW	n/i	C	6.97					4.99				4.99		w/ store card
	Smith's	n/i								5.99					w/ store card
	Sprout's	n/i	C	7.99											12.99
CO	Affiliated Foods	n/i							3.99						
	Affiliated MW	n/i	C								3.99		3.79		
	Albertsons Mtn	Double R Ranch	C	6.47					3.49						w/ store card; limit 1
	Associated Food	n/i		6.99									3.99	3.99	
		Willamette Valley													
	Clark's Market	n/i											3.99		
	King Soopers	n/i	C	5.67											w/ store card; limit 1
	Ridley's	Hereford	C								2.97			2.97	
	Safeway Denver	n/i	C	5.77					3.99						w/ store card
	Save-a-Lot	n/i			5.49										
	Sprout's	n/i	C	7.99											12.99
	Sun Mart	Tender Ridge	C	8.99					3.99						

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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
KS	Affiliated Foods	n/i							3.99							
	Affiliated MW	n/i	C								3.99		3.79			
	Star Ranch		C	8.99					3.99							
	ALDI	n/i	C								2.99					
	Apple Market	Heartland Pride	S											3.98		
	Country Mart	n/i		9.99										3.49		
	Dillon's	n/i	C	6.99					4.99	4.99			4.99			w/ store card
	G&W Foods	n/i	C	9.98					3.98					3.98		
	Hen House	Hereford	C	9.99	11.99		14.99							4.99		
	Homeland Stores	Red River Ranch	C					6.99						3.99		
	Hy-Vee	Choice Reserve	C	9.99					5.99							
	Save-a-Lot	n/i			5.49											
	Sprout's	n/i	C	7.99		12.99										
	Sun Fresh	n/i		9.99										3.49		
	The Fresh Market	n/i	C				13.99									
Thriftway Stores	n/i								4.49					3.99		
Woods	Butcher's Pride	C								3.68						
LA	AG Baton Rouge	n/i												3.49		
	Albertsons Houston	n/i	C	6.99					3.99							w/ store card
		Open Nature	G	9.99												w/ store card
	Breaux Mart	n/i												3.49		
	LeBlanc's	Black Angus	C											3.99		
	Mac's Fresh	n/i	S											2.99		
	Market Basket	MB Premium	C										2.99	2.69		
	Rouses	Rouses Angus	C								3.47					
	Save-a-Lot	n/i			5.49											
	The Fresh Market	n/i	C				13.99									
Winn-Dixie	Angus	C							4.25					4.25	w/ store card	
	Angus	C							7.00					7.00	w/o store card	
MO	Affiliated MW	Star Ranch	C	8.99					3.99							
	ALDI	n/i	C								2.99					
	Apple Market	Heartland Pride	S											3.98		
	C&R Market	Chairman Reserve	C							3.79			3.99			
	County Market	Ranchers Legend	C	8.99	7.99				3.49	3.49						
	Country Mart	n/i		9.99										3.49		
	Food Giant	Black Canyon	C										3.00			
	Fresh Thyme	n/i											4.99	4.99		

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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	
MO <i>(cont)</i>	G&W Foods	n/i	C	9.98					3.98					3.98			
	Gerbe's	n/i	C	6.99					4.99	4.99			4.99				w/ store card
	Harter House	n/i	C	9.99							3.99				4.99		
	Hays Supermarkets	Angus	C						2.98					2.98			
	Hen House	Hereford	C	9.99	11.99		14.99							4.99			
	Hy-Klas Foods	n/i								4.49				3.99			
	Hy-Vee	Choice Reserve	C	9.99					5.99								
	Kroger Central	n/i	C	6.99					3.99	3.99							w/ store card
	Kroger Delta	n/i	C	6.99							3.99						w/ store card
	Moser's	n/i		7.99										2.99			
	Prenger Foods	Heartland Pride	S											3.98			
	Pyramid Foods	n/i	C	9.99										3.99			
	Save-a-Lot	n/i			5.49												
	Schnuck's	Angus	C						4.99	4.79					5.19	4.99	
	Shop'n Save	Angus	C						4.99								
	Sprout's	n/i	C	7.99			12.99										
	Sun Fresh	n/i		9.99										3.49			
	TC Grocery	n/i			5.79												
	The Fresh Market	n/i	C														
	Thriftway Stores	n/i													3.99		
Woods	Butcher's Pride	C								3.68							
NM	Affiliated Foods	n/i							3.99								
	Albertsons SW	n/i	C	5.77					4.99				4.99				w/ store card
	Basha's	n/i	C						BOGO	2.99					2.77		
	John Brooks	n/i							3.59								
	King Soopers	n/i	C	5.67													w/ store card; limit 1
	Safeway Denver	n/i	C	5.77					3.99								w/ store card
	Smith's	n/i								5.99							w/ store card
Sprout's	n/i	C	7.99			12.99											
OK	Affiliated Foods	n/i							3.99								
	Affiliated MW	n/i	C								3.99		3.79				
	ALDI	n/i	C								2.99						
	Buy for Le\$\$	Chairman Reserve	C									2.99	2.99				
		SuKarne		4.99			7.99										
		n/i															
Country Mart	n/i		9.99										3.49				
Homeland Stores	Red River Ranch	C							6.99					3.99			

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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	
OK <i>(cont)</i>	Nichols	n/i												3.49			
	Pyramid Foods	n/i	C	9.99										3.99			
	Reasor's	n/i	C	9.98													
	Rehkopf's	n/i	S							2.99							
	Save-a-Lot	n/i			5.49												
	Sprout's	n/i	C	7.99		12.99											
	Super C Mart	n/i						5.99							3.69		
	The Fresh Market	n/i	C														
TX	Affiliated Foods	n/i							3.99								
	Albertsons Houston	n/i	C	6.99					3.99							w/ store card	
		Open Nature	G	9.99													w/ store card
	Albertsons SW	n/i	C	5.77					4.99				4.99			w/ store card	
	ALDI	n/i	C								2.99						
	Arlan's Market	n/i	C											3.99			
	Brookshire Bros.	Angus Pride	C											3.88		w/ \$10 purchase; limit 2	
	Diamond IGA	n/i	S							2.99							
	Food Town	n/i											2.77				
	Foodarama	n/i		4.77													
	H-E-B	n/i	C	8.97													
		H-E-B Natural	C	9.97													
		H-E-B Prime 1	P	12.97													
	Homeland Stores	Red River Ranch	C					6.99							3.99		
	La Fiesta	n/i		4.97													
	Market Basket	MB Premium	C										2.99	2.69			
	Minyard's	n/i	C										3.89				
	Minyard's Sun Fresh	Angus	C	9.99				12.98			3.99						
	Porter's Grocery	n/i							3.99								
	Randall's	n/i	C	7.99					3.99							w/ store card	
		Open Nature	G	9.99												ABF; w/ store card	
	Rehkopf's	n/i	S								2.99						
	Save-a-Lot	n/i			5.49												
	Sprout's	n/i	C	7.99		12.99											
	Super 1 Foods	n/i	S												2.97		
	The Fresh Market	n/i	C														
The United Family	n/i			6.97						3.99							
Tom Thumb	n/i	C						9.99									

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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
UT	Albertsons Mtn	Double R Ranch	C	6.47					3.49							w/ store card; limit 1
	Associated Food	n/i		6.99				4.99				3.99	3.99			
		Willamette Valley					8.59									
	Clark's Market	n/i										3.99				
	Fresh Market	n/i		6.99							3.99					
		Willamette Valley					8.59									
	Harmon's	n/i	C										3.99			
	King Soopers	n/i	C	5.67												w/ store card; limit 1
	Ream's	n/i											3.49			
	Ridley's	Hereford	C								2.97		2.97			
	Smith's	n/i						5.99								w/ store card
Sprout's	n/i	C	7.99		12.99											
Stokes Market	Angus	C												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	
SOUTHWESTERN U.S. - CA, HI, NV															
CA	Albertsons SoCal	n/i	C	5.88											w/ store card
	ALDI	n/i	C								2.99				
	Baja Ranch	Harris Ranch										2.99			
	Holiday Market	Sterling Silver									4.49				w/ store card
		Sterling Silver									4.99				w/o store card
	Jons Marketplace	Blackwell Angus	C											3.49	
	Lucky	Angus	C	9.99											
	Lunardi's	n/i				18.99									
	Mollie Stones	n/i	C	13.99											
	Raley's	Harris Ranch	C	9.99											
	Ralph's	n/i	C	5.77								4.99			w/ store card
	Ray's Food Place	Angus	C	6.99									4.89	4.99	
	Safeway NorCal	n/i	C	7.99	9.99				4.99						
	Save-a-Lot	n/i			5.49										
	Save Mart	Angus 43	C						3.99					3.99	
	Sprout's	n/i	C	7.99		12.99									
Stater Bros.	n/i	C	5.88		12.99					3.99			3.99		
The Fresh Market	n/i	C					13.99								
Vons/Pavilions	n/i	C	5.88											w/ store card	
HI	Foodland	Angus	C	8.99											
	Island Grocery	n/i		7.99											
	Safeway NorCal	n/i	C	7.99	10.99				4.99						
	Times Supermarket	n/i		9.99											
NV	Albertsons SW	n/i	C	5.77					4.99				4.99		w/ store card
	Associated Food	n/i		6.99								3.99	3.99		
		Willamette Valley					8.59		4.99						
	Raley's	Harris Ranch	C	9.99											
	Ridley's	Hereford	C							2.97			2.97		
	Safeway NorCal	n/i	C	7.99	9.99				4.99						
	Save-a-Lot	n/i			5.49										
	Scolari's	Harris Ranch	C	7.99						3.99			3.99	3.99	
	Smith's	n/i						5.99							w/ store card
	Sprout's	n/i	C	7.99		12.99									
Vons/Pavilions	n/i	C	5.88											w/ store card	

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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
NORTHWESTERN U.S. - AK, ID, MT, OR, WA, WY																
AK	AC Value Center	n/i		13.98												
		n/i	S	8.98						4.78					w/ store card	
		n/i	S	14.09											w/o store card	
	Alaskan & Proud	n/i										3.98				
		Carrs/Safeway Seat	n/i	C	7.77	9.99									w/ store card	
	Fred Meyer	Open Nature	G	12.99											w/ store card	
		n/i		6.97						5.99					w/ store card; limit 1	
	IGA Hometown Proud	n/i		8.59							4.29					
	Meyers Group IGA	n/i	C	8.59							4.29					
	Sea Mart	n/i	C	8.99						3.99						
Three Bears	n/i	C		6.99					4.69							
ID	Albertsons Mtn	Double R Ranch	C	6.47					3.49						w/ store card; limit 1	
	Associated Food	n/i										3.99				
	Family Foods	St Helens		7.99					2.99				2.99			
	Fred Meyer	n/i		5.97											w/ store card; limit 1	
		n/i							4.99							
	Harvest Foods	Angus	C	7.98							4.98	4.98				
	IGA Markets	n/i		5.99							3.99					
	Ridley's	Hereford	C								2.97		2.97			
	Rosauer's	St Helens	C	6.99					3.99							
	Safeway Seattle	Painted Hills	A	9.99												
		n/i	C	6.77	8.99										w/ store card	
	Smith's	Open Nature	G	11.99											w/ store card	
		n/i						5.99							w/ store card	
	Stokes Market	Angus	C											3.99		
Super 1 Foods	Angus	C									4.98		3.98			
Yoke's Fresh Market	Hereford	C	7.97									3.99		w/ store card		
	Hereford	C	11.99											w/o store card		
MT	Albertsons Mtn	Double R Ranch	C	6.47					3.49						w/ store card; limit 1	
	Associated Food	n/i		6.99								3.99	3.99			
		Willamette Valley					8.59	4.99								
	Family Foods	St Helens		7.99					2.99				2.99			
	Harvest Foods	Angus	C	7.98							4.98	4.98				
	IGA Markets	n/i		5.99							3.99					
	Reynold's Market	n/i										3.99	3.99			

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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
MT <i>(cont)</i>	Rosauer's	St Helens	C	6.99						3.99						
		Painted Hills	A	9.99												
	Safeway Seattle	n/i	C	6.77	8.99											w/ store card
		Open Nature	G	11.99												w/ store card
	Smith's	n/i						5.99								w/ store card
	Stokes Market	Angus	C												3.99	
	Super 1 Foods	Angus	C									4.98			3.98	
	SuperVALU Stores	Angus Farms	C		10.99						4.59					
Three Bears	n/i	C		6.79					4.69							
OR	Albertsons Portland	Steakhouse Choice	C	5.99				5.99	5.99				5.99			w/ store card
	Associated Food	n/i		6.99				4.99					3.99	3.99		
		Willamette Valley					8.59									
	CenterPlace	Washington Beef						4.99								
		St Helens			6.99					4.68						
	Family Foods	St Helens		7.99					2.99					2.99		
	Fred Meyer	n/i		5.97												w/ store card; limit 1
		n/i						4.99								
	Haggen's	Double R Ranch	C				14.99	7.99	3.99				3.99			
		Double R Ranch	P		7.99											
	Harvest Foods	Angus	C	7.98							4.98	4.98				
	IGA Markets	n/i		5.99							3.99					
	IGA Market Fresh	n/i							3.49							
		St Helens		6.99												
	Lamb's Market	Painted Hills	C	9.99					4.99							ABF; local
	Market of Choice	Painted Hills	A								5.99					local
	McKay's	Signature Angus	S												3.99	
		n/i	C	6.99												
	New Seasons	Country Natural		10.99												
	QFC	Angus	C				18.99				BOGO		BOGO			w/ store card
Ray's Food Place	Angus	C	6.99										4.89	4.99		
Red Apple/Thriftway	Painted Hills	C	9.99					4.99							local	
Rosauer's	St Helens	C	6.99							3.99						
	Painted Hills	A	9.99													
Roth's	n/i	C								4.99						
	Divine	C	10.99													
	Painted Hills	A	14.99													

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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
OR <i>(cont)</i>	Safeway Portland	n/i	C	6.77	8.99											w/ store card
		Open Nature	G	11.99												w/ store card
	Save-a-Lot	n/i			5.49											
	Select Markets	Angus	C	7.99					4.99						3.98	
WA	Albertsons Portland	Steakhouse Choice	C	5.99				5.99	5.99				5.99			w/ store card
	CenterPlace	Washington Beef						4.99								
		St Helens			6.99					4.68						
	Family Foods	St Helens		7.99					2.99					2.99		
	Fred Meyer	n/i		5.97												w/ store card; limit 1
		n/i							4.99							
	Haggen's	Double R Ranch	C				14.99	7.99	3.99				3.99			
		Double R Ranch	P		7.99											
	Harvest Foods	Angus	C	7.98							4.98	4.98				
	IGA Markets	n/i		5.99							3.99					
	IGA Market Fresh	n/i							3.49							
		St Helens		6.99												
	Metropolitan	n/i	C				24.99									local
	Meyers Group IGA	n/i	C	7.99							3.99					
	New Seasons	Country Natural		10.99												
	PCC Natural	Sunfed Ranch	G								8.49					
	QFC	Angus	C				18.99				BOGO		BOGO			w/ store card
	Red Apple/Thriftway	Painted Hills	C	9.99					4.99							local
	Rosauer's	St Helens	C	6.99						3.99						
		Painted Hills	A	9.99												
Safeway Portland	n/i	C	6.77	8.99											w/ store card	
	Open Nature	G	11.99												w/ store card	
Safeway Seattle	n/i	C	6.77	8.99											w/ store card	
	Open Nature	G	11.99												w/ store card	
Save-a-Lot	n/i			5.49												
Select Markets	Angus	C	7.99					4.99						3.98		
Super 1 Foods	Angus	C									4.98			3.98		
The Markets	n/i		6.98				5.98	4.98							limit 1	
Yoke's Fresh Market	Hereford	C	7.97									3.99			w/ store card	
	Hereford	C	11.99												w/o store card	

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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
WY	Affiliated MW	n/i	C								3.99		3.79			
	Star Ranch		C	8.99					3.99							
	Albertsons Mtn	Double R Ranch	C	6.47					3.49							w/ store card; limit 1
	Associated Food	n/i											3.99			
	King Soopers	n/i	C	5.67												w/ store card; limit 1
	IGA Markets	n/i		5.99							3.99					
	Ridley's	Hereford	C								2.97			2.97		
	Safeway Denver	n/i	C	5.77					3.99							w/ store card
Smith's	n/i						5.99								w/ store card	

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LAMB

State	Supermarket	Label	Key	Origin	Leg Roasts						Loin Chops		Racks			Breast	Conditions		
					Bone-in			Semi-Boneless			Boneless		bone-in	bnls	Whole			Crown Roast	French
					Whole	Butt	Shank	Whole	Butt	Shank	Whole	Half							
NORTHEASTERN U.S. - CT,DC,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT																			
CT	ACME Markets	Open Nature	G	NZ	4.99						5.99								
		Catelli		US									9.99						
	Adams IGA	n/i			5.99														
	AF Basket	n/i									7.99		9.99						
	ALDI	Specially Selected									6.49								
	Associated	n/i		US				4.99											
	Best Market	n/i		US	3.97		5.97				7.99								
	Big Y	n/i		US	3.99	3.99	3.99				4.99	4.99	11.49		11.99				
	Bravo	n/i	C	US			5.99	4.99											
	C-Town	n/i	C	US			5.99	4.99											
	Compare Foods	n/i		US				4.99											
	Fairway Foods	n/i				7.49												w/ store card	
		n/i				9.99												w/o store card	
	Food Bazaar	n/i	C	US	3.99														
	Highland Park	n/i	C	US	6.99														
	Key Food	n/i	C	US	3.99	4.99	4.99				7.99								
	Kings	Kings	C	US				7.99											
	Mrs. Green's	Shepherd's Pride	A	US	7.99						10.99							w/ store card	
		Shepherd's Pride	A	US	9.99						12.99							w/o store card	
	Price Chopper	Chiapetti		AU							4.99		6.99					w/ store card	
	Chiapetti		AU							7.99		8.99					w/o store card		
	Chiapetti		US							3.99							w/ store card		
	Chiapetti		US							6.99							w/o store card		
ShopRite	Nature's Reserve		AU				4.99									9.99			
	n/i		US	5.49															
Stew Leonard's	Stew's Naked	A								4.99							w/ store card		
	Stew's Naked	A								7.99							w/o store card		
Stop & Shop	Stop & Shop		AU				3.99	4.49	4.49	4.99							w/ store card		
	Stop & Shop		AU				2.99										w/ coupon; limit 1		
The Fresh Market	n/i	A			6.99								14.99						
Whole Foods NE	Atkins Ranch	G	NZ	7.99							12.99					22.99			
DC	ALDI	Specially Selected								6.49									
	Giant Food	Giant		AU			3.99	4.49	4.49	4.99						9.99	w/ store card		
		Giant		AU			2.99										w/ coupon; limit 1		
	Harris Teeter	n/i	C	US			5.99	5.99	5.99								w/ store card		
	n/i	C	US			8.99	8.99	8.99									w/o store card		

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LAMB

State	Supermarket	Label	Key	Origin	Leg Roasts						Loin Chops		Racks			Breast	Conditions		
					Bone-in			Semi-Boneless			Boneless		bone-in	bnls	Whole			Crown Roast	French
					Whole	Butt	Shank	Whole	Butt	Shank	Whole	Half							
DC <i>(cont)</i>	Safeway Eastern	Open Nature	G	NZ	3.99						4.99		7.99		12.99			w/ store card	
	Whole Food MdAt	n/i			7.49						8.49				19.99	19.99			
		n/i	O		8.99						9.99				21.99				
DE	ACME Markets	Open Nature	G	NZ	4.99						5.99							w/ store card w/o store card w/ store card w/ coupon; limit 1 w/ store card w/o store card w/ store card	
		Catelli		US									9.99						
	Food Lion	n/i					4.99												
		n/i					6.99												
	Fresh Grocer	Nature's Reserve	G	AU			4.99												
	Giant Food	Giant		AU			3.99	4.49	4.49	4.99						9.99			
		Giant		AU			2.99												
	Harris Teeter	n/i	C	US			5.99	5.99	5.99										
		n/i	C	US			8.99	8.99	8.99										
	Redner's	n/i									6.98								
Safeway Eastern	Open Nature	G	NZ	3.99						4.99		7.99		12.99			w/ store card		
ShopRite	Nature's Reserve		AU			4.99									9.99				
	n/i		US	5.49															
	Shurfine	n/i			4.99	5.69	5.99												
MA	Adams IGA	n/i			5.99													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/ store card w/o store card w/ store card w/o store card w/ store card w/o store card	
	AF Basket	n/i								7.99		9.99							
	ALDI	Specially Selected								6.49									
	Associated	n/i		US			4.99												
	Big Y	n/i		US	3.99	3.99	3.99			4.99	4.99	11.49		11.99					
	C-Town	n/i	C	US			5.99			4.99									
	Compare Foods	n/i		US						4.99									
	Crosby's	n/i		US	5.99														
		n/i		US	5.99														
		Catelli	C	US							7.99								
	Hannaford	Hannaford					4.99												
		Hannaford					7.99												
	Market Basket	n/i	C	US			5.49	5.49	5.49										
		n/i	C	US			5.99	5.99	5.99										
	Met Foods	n/i		US			4.99												
Price Chopper	Chiapetti		AU						4.99		6.99								
	Chiapetti		AU						7.99		8.99								
	Chiapetti		US						3.99										
	Chiapetti		US						6.99										
Roche Bros.	Shepherd's Pride	A	US			6.99			7.99							18.99			

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State	Supermarket	Label	Key	Origin	Leg Roasts						Loin Chops		Racks			Breast	Conditions		
					Bone-in			Semi-Boneless			Boneless		bone-in	bnls	Whole			Crown Roast	French
					Whole	Butt	Shank	Whole	Butt	Shank	Whole	Half							
MA <i>(cont)</i>	Shaw's	n/i	G	NZ				5.99					5.99						
	Star Market	n/i	G	NZ				5.99					5.99						
	Stop & Shop	Stop & Shop		AU				3.99	4.49	4.49	4.99					9.99		w/ store card	
		Stop & Shop		AU				2.99										w/ coupon; limit 1	
	The Fresh Market	n/i	A		6.99									14.99					
	Trucchi's	n/i	US		4.99														
	Wegman's	Wegman's	O								7.99								
MD	ACME Markets	Open Nature	G	NZ	4.99														
		Catelli		US									9.99						
	ALDI	Specially Selected											6.49						
	Associated	n/i		US				4.99											
	Food Lion	n/i						4.99										w/ store card	
		n/i						6.99										w/o store card	
	Giant Eagle	Nature's Reserve	A	AU				6.59			7.59								
	Giant Food	Giant		AU				3.99	4.49	4.49	4.99					9.99		w/ store card	
		Giant		AU				2.99										w/ coupon; limit 1	
	Graul's Market	n/i	C					8.99			9.99								
	Harris Teeter	n/i	C	US				5.99	5.99	5.99								w/ store card	
		n/i	C	US				8.99	8.99	8.99								w/o store card	
	Martin's Food	Giant		AU				3.99			4.99					9.99			
	Redner's	n/i									6.98								
	Safeway Eastern	Open Nature	G	NZ	3.99						4.99		7.99		12.99			w/ store card	
	Shop'n Save	Superior Farms		US				6.99	6.99	6.99									
	Shoppers Food	n/i								5.99	5.99								
	ShopRite	Nature's Reserve		AU				4.99								9.99			
		n/i		US	5.49														
Shurfine	n/i			4.99	5.69	5.99													
The Fresh Market	n/i	A		6.99									14.99						
Wegman's	Wegman's	O								7.99									
Weis Markets	n/i	G	AU				3.99						10.99				w/ store card		
Whole Food MdAt	n/i			7.49						8.49			19.99	19.99					
	n/i	O		8.99						9.99			21.99						
ME	Hannaford	Hannaford					4.99											w/ store card	
	Hannaford	Hannaford					4.99											w/ store card	
		Hannaford					7.99											w/o store card	

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State	Supermarket	Label	Key	Origin	Leg Roasts						Loin Chops		Racks			Breast	Conditions		
					Bone-in			Semi-Boneless			Boneless		bone-in	bnls	Whole			Crown Roast	French
					Whole	Butt	Shank	Whole	Butt	Shank	Whole	Half							
ME <i>(cont)</i>	Market Basket	n/i	C	US				5.49	5.49	5.49							w/ store card		
		n/i	C	US				5.99	5.99	5.99							w/o store card		
	Shaw's	n/i	G	NZ				5.99				5.99							
NH	ALDI	Specially Selected									6.49								
	Hannaford	Hannaford					4.99										w/ store card		
		Hannaford					7.99										w/o store card		
	Market Basket	n/i	C	US			5.49	5.49	5.49								w/ store card		
		n/i	C	US			5.99	5.99	5.99								w/o store card		
	Price Chopper	Chiapetti		AU						4.99		6.99					w/ store card		
		Chiapetti		AU						7.99		8.99					w/o store card		
		Chiapetti		US						3.99							w/ store card		
	Chiapetti		US						6.99							w/o store card			
Shaw's	n/i	G	NZ				5.99				5.99								
The Fresh Market	n/i	A		6.99										14.99					
NJ	ACME Markets	Open Nature	G	NZ	4.99						5.99								
		Catelli		US								9.99							
	ALDI	Specially Selected									6.49								
	Associated	n/i		US			4.99												
	Best Market	n/i		US	3.97		5.97				7.99								
	Bravo	n/i	C	US			5.99	4.99											
	C-Town	n/i	C	US			5.99	4.99											
	Compare Foods	n/i		US				4.99											
	Fairway Foods	n/i			7.49												w/ store card		
		n/i			9.99												w/o store card		
	Food Bazaar	n/i	C	US	3.99														
	Foodtown	Cedar Springs		US			5.99				7.99				14.99				
	Key Food	n/i	C	US	3.99	4.99	4.99				7.99								
	Kings	Kings	C	US			7.99												
	Met Foods	n/i		US			4.99												
	Mrs. Green's	Shepherd's Pride	A	US	7.99						10.99						w/ store card		
		Shepherd's Pride	A	US	9.99						12.99						w/o store card		
	Pioneer	n/i		US			4.99												
	Stop & Shop	Stop & Shop		AU			3.99	4.49	4.49	4.99					9.99		w/ store card		
		Stop & Shop		AU			2.99										w/ coupon; limit 1		
ShopRite	Nature's Reserve		AU			4.99								9.99					
	n/i		US	5.49															
The Fresh Market	n/i	A		6.99										14.99					

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LAMB

State	Supermarket	Label	Key	Origin	Leg Roasts						Loin Chops		Racks			Breast	Conditions		
					Bone-in			Semi-Boneless			Boneless		bone-in	bnls	Whole			Crown Roast	French
					Whole	Butt	Shank	Whole	Butt	Shank	Whole	Half							
NJ <i>(cont)</i>	Thriftway/Shop'nBag	n/i		US							6.99								
		Marcho Farms		US									13.99						
	Top Tomato	n/i		US	3.99	3.99	3.99												
		n/i		AU										0.99					
	Uncle Giuseppe's	n/i		US	6.99								12.99		24.99				
	Wegman's	Wegman's	O								7.99								
	Weis Markets	n/i	G	AU				3.99						10.99				w/ store card	
	Western Beef	n/i		AU	3.99														
	Whole Food MdAt	n/i			7.49						8.49			19.99	19.99				
	n/i	O		8.99						9.99			21.99						
Whole Foods NE	Atkins Ranch	G	NZ	7.99						12.99				22.99					
NY	ACME Markets	Open Nature	G	NZ	4.99						5.99								
		Catelli		US									9.99						
	AF Basket	n/i								7.99			9.99						
	ALDI	Specially Selected								6.49									
	Associated	n/i		US				4.99											
	Best Market	n/i		US	3.97		5.97				7.99								
	Bravo	n/i	C	US			5.99	4.99											
	C-Town	n/i	C	US			5.99	4.99											
	Compare Foods	n/i		US				4.99											
	D'Agostino's	Cedar Springs	C	US	4.99														
	DeCiccio	n/i		US				5.99					12.99						
	Fairway Foods	n/i			7.49													w/ store card	
		n/i			9.99													w/o store card	
	Food Bazaar	n/i	C	US	3.99														
	Foodtown	Cedar Springs		US				5.99			7.99					14.99			
	Giunta's	n/i		US	4.99	4.99	5.99												
	Gourmet Garage	n/i									11.99								
	Gristede's	n/i		AU									18.99		14.99				
	Hannaford	Hannaford						4.99										w/ store card	
		Hannaford						7.99										w/o store card	
	Key Food	n/i	C	US	3.99	4.99	4.99				7.99								
	King Kullen	n/i	C	US	4.89	4.89	4.99												
	Kings	Kings	C	US				7.99											
Met Foods	n/i		US				4.99												
Mrs. Green's	Shepherd's Pride	A	US	7.99						10.99							w/ store card		
	Shepherd's Pride	A	US	9.99						12.99							w/o store card		

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LAMB

State	Supermarket	Label	Key	Origin	Leg Roasts						Loin Chops		Racks			Breast	Conditions			
					Bone-in			Semi-Boneless			Boneless		bone-in	bnls	Whole			Crown Roast	French	
					Whole	Butt	Shank	Whole	Butt	Shank	Whole	Half								
NY <i>(cont)</i>	North Shore Farms	n/i		US	3.99								7.99							
		n/i	G	US	5.99														local	
	Peck's Market	n/i		US	4.99						7.99									
	Pioneer	n/i		US				4.99												
	Price Chopper	Chiapetti		AU							4.99		6.99						w/ store card	
		Chiapetti		AU							7.99		8.99						w/o store card	
		Chiapetti		US							3.99								w/ store card	
		Chiapetti		US							6.99								w/o store card	
	Shop'n Save	Superior Farms		US				6.99	6.99	6.99										
	ShopRite	Nature's Reserve		AU				4.99									9.99			
		n/i		US	5.49															
	Stew Leonard's	Stew's Naked		A							4.99								w/ store card	
		Stew's Naked		A							7.99								w/o store card	
	Stop & Shop	Stop & Shop		AU				3.99	4.49	4.49	4.99							9.99		w/ store card
		Stop & Shop		AU				2.99												w/ coupon; limit 1
	The Fresh Market	n/i		A	6.99										14.99					
	Top Tomato	n/i		US	3.99	3.99	3.99													
		n/i		AU											0.99					
	Tops Market	n/i			4.99	4.99	4.99													
	Trade Fair	n/i		C	US	4.99	4.99													
	n/i		H	US	4.99															
Uncle Giuseppe's	n/i		US	6.99									12.99		24.99					
Wegman's	Wegman's		O							7.99										
Weis Markets	n/i		G	AU			3.99							10.99				w/ store card		
Western Beef	n/i		AU	3.99																
Whole Foods NE	Atkins Ranch		G	NZ	7.99						12.99					22.99				
PA	ACME Markets	Open Nature	G	NZ	4.99						5.99									
		Catelli		US									9.99							
	ALDI	Specially Selected									6.49									
	Associated	n/i		US				4.99												
	Bravo	n/i	C	US			5.99	4.99												
	C-Town	n/i	C	US			5.99	4.99												
	Family Owned	n/i			4.69															
	Foodtown	Cedar Springs		US				5.99			7.99						14.99			
	Food Lion	n/i						4.99											w/ store card	
		n/i						6.99											w/o store card	
Fresh Grocer	Nature's Reserve	G	AU				4.99													

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LAMB

State	Supermarket	Label	Key	Origin	Leg Roasts						Loin Chops		Racks			Breast	Conditions		
					Bone-in			Semi-Boneless			Boneless		bone-in	bnls	Whole			Crown Roast	French
					Whole	Butt	Shank	Whole	Butt	Shank	Whole	Half							
PA <i>(cont)</i>	Giant Eagle	Nature's Reserve	A	AU				6.59			7.59								
	Giant Food Stores	Giant		AU				3.99			4.99							9.99	
	Karn's	n/i		US	6.79	7.49	7.49												
	Key Food	n/i		C	US	3.99	4.99	4.99			7.99								
	Kuhn's	n/i		US				6.49	6.49	6.69									
	Martin's Food	Giant		AU				3.99			4.99							9.99	
	Pioneer	n/i		US				4.99											
	Price Chopper	Chiapetti			AU						4.99		6.99						w/ store card
		Chiapetti			AU						7.99		8.99						w/o store card
		Chiapetti			US						3.99								w/ store card
		Chiapetti			US						6.99								w/o store card
	Redner's	n/i								6.98									
	Safeway Eastern	Open Nature		G	NZ	3.99					4.99		7.99		12.99				w/ store card
	Shop'n Save	Superior Farms			US				6.99	6.99	6.99								
	ShopRite	Nature's Reserve			AU				4.99										9.99
		n/i			US	5.49													
	Shurfine	n/i				4.99	5.69	5.99											
	ShurSave	n/i				4.99													
	Sparkle	n/i			G	US			6.99										
	The Fresh Market	n/i			A				6.99						14.99				
Thorne's Market	n/i				4.99						7.99								
Thriftway/Shop'nBag	n/i			US							6.99								
	Marcho Farms			US								13.99							
Tops Market	n/i				4.99	4.99	4.99												
Wegman's	Wegman's			O						7.99									
Weis Markets	n/i			G	AU			3.99						10.99				w/ store card	
Whole Food MdAt	n/i				7.49						8.49			19.99	19.99				
	n/i			O	8.99						9.99			21.99					
RI	Adams IGA	n/i			5.99														
	ALDI	Specially Selected									6.49								
	Associated	n/i		US				4.99											
	Bravo	n/i		C	US		5.99	4.99											
	Compare Foods	n/i		US				4.99											
	Dave's Marketplace	n/i		US	5.99						7.99								
	Shaw's	n/i		G	NZ			5.99				5.99							
	Stop & Shop	Stop & Shop			AU				3.99	4.49	4.49	4.99							9.99
Stop & Shop				AU				2.99										w/ coupon; limit 1	

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LAMB

State	Supermarket	Label	Key	Origin	Leg Roasts						Loin Chops		Racks			Breast	Conditions		
					Bone-in			Semi-Boneless			Boneless		bone-in	bnls	Whole			Crown Roast	French
					Whole	Butt	Shank	Whole	Butt	Shank	Whole	Half							
VT	ALDI	Specially Selected									6.49								
	Hannaford	Hannaford					4.99											w/ store card	
		Hannaford					7.99											w/o store card	
	Price Chopper	Chiapetti			AU						4.99		6.99						w/ store card
		Chiapetti			AU						7.99		8.99						w/o store card
		Chiapetti			US						3.99								w/ store card
		Chiapetti			US						6.99								w/o store card
	Shaw's	n/i		G	NZ				5.99			5.99							
Tops Market	n/i				4.99	4.99	4.99												

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State	Supermarket	Label	Key	Origin	Leg Roasts						Loin Chops		Racks			Breast	Conditions		
					Bone-in			Semi-Boneless			Boneless		bone-in	bnls	Whole			Crown Roast	French
					Whole	Butt	Shank	Whole	Butt	Shank	Whole	Half							
SOUTHEASTERN U.S. - AL,FL,GA,KY,MS,NC,SC,TN,VA,WV																			
AL	ALDI	Specially Selected									6.49								
	Ingle's Market	n/i						6.48	6.48	6.48							w/ store card		
		n/i						7.48	7.48	7.48							w/o store card		
	Piggly Wiggly Inc.	Rosen	C	US								11.99							
	Publix	Greenwise	A	AU	6.49						6.99						w/ store card		
		Greenwise	A	AU	7.99						8.49						w/o store card		
	Sprout's	n/i									6.99								
	The Fresh Market	n/i	A		6.99									14.99					
	Western Market	Superior Farms		US								7.99							
	Whole Foods South	n/i	G	NZ	9.99										21.99				
Winn-Dixie	n/i						5.00									w/ store card			
	n/i						7.00									w/o store card			
FL	ALDI	Specially Selected									6.49								
	Bravo Supermarket	n/i			3.49														
	Harris Teeter	n/i	C	US				5.99	5.99	5.99							w/ store card		
		n/i	C	US				8.99	8.99	8.99							w/o store card		
	Hitchcock's	n/i	C	US							6.99		11.99				w/ store card		
		n/i	C	US							7.99						w/o store card		
	IGA Florida	n/i			4.99														
	Lucky's Market	n/i			5.99														
	Publix	Greenwise	A	AU	6.49						6.99						w/ store card		
		Greenwise	A	AU	7.99						8.49						w/o store card		
Sedano's	n/i		NZ							5.99									
The Fresh Market	n/i	A		6.99									14.99						
Winn-Dixie	n/i						5.00									w/ store card			
	n/i						7.00									w/o store card			
GA	ALDI	Specially Selected									6.49								
	Bi-Lo	n/i						5.00									w/ store card		
		n/i						7.00									w/o store card		
	Food City	n/i						7.99									w/ store card		
	Food Depot	Superior Farms		US	4.98	4.98	4.98												
	Food Lion	n/i						4.99									w/ store card		
		n/i						6.99									w/o store card		
	Harris Teeter	n/i	C	US				5.99	5.99	5.99							w/ store card		
		n/i	C	US				8.99	8.99	8.99							w/o store card		
	Lucky's Market	n/i			5.99														

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State	Supermarket	Label	Key	Origin	Leg Roasts						Loin Chops		Racks			Breast	Conditions		
					Bone-in			Semi-Boneless			Boneless		bone-in	bnls	Whole			Crown Roast	French
					Whole	Butt	Shank	Whole	Butt	Shank	Whole	Half							
GA <i>(cont)</i>	Piggly Wiggly Car.	n/i						6.99											
	Publix	Greenwise	A	AU	6.49						6.99							w/ store card	
		Greenwise	A	AU	7.99						8.49							w/o store card	
	Sprout's	n/i								6.99									
	The Fresh Market	n/i		A	6.99									14.99					
	Wayfield's	n/i			2.99														
	Whole Foods South	n/i		G	NZ	9.99					10.99			21.99					
	Winn-Dixie	n/i						5.00										w/ store card	
		n/i						7.00										w/o store card	
KY	ALDI	Specially Selected									6.49								
	Cox IGA	Cedar Springs		US				5.99										w/ store card	
		Cedar Springs		US				8.49										w/o store card	
	E.W. James	n/i						6.98											
	Food City	n/i						7.99										w/ store card	
	Food Lion	n/i						4.99										w/ store card	
		n/i						6.99										w/o store card	
	Fresh Thyme	n/i									5.99	5.99						w/ store card	
	Kroger Cincinnati	n/i						4.99										w/ store card	
	Kroger Delta	Private Selection					5.99	5.99										w/ store card	
	Kroger Louisville	n/i			5.99													w/ store card	
	Lucky's Market	n/i			5.99														
	Meijer	n/i		A					4.99								9.99		
	The Fresh Market	n/i		A					6.99					14.99					
Whole Food MdAt	n/i							7.49					19.99	19.99					
	n/i		O					8.99					21.99						
MS	ALDI	Specially Selected									6.49								
	Corner Market	n/i		US					6.99										
	Kroger Delta	Private Selection					5.99											w/ store card	
	The Fresh Market	n/i		A			6.99						14.99						
	Whole Foods South	n/i		G	NZ		9.99						21.99						
	Winn-Dixie	n/i						5.00										w/ store card	
	n/i							7.00									w/o store card		
NC	ALDI	Specially Selected									6.49								
	Bi-Lo	n/i						5.00										w/ store card	
		n/i						7.00										w/o store card	
	Carlie C's	n/i							4.98	4.98									
	Farm Fresh	Superior Farms	C	US				5.99											

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					Bone-in			Semi-Boneless			Boneless		bone-in	bnls	Whole			Crown Roast	French
					Whole	Butt	Shank	Whole	Butt	Shank	Whole	Half							
NC <i>(cont)</i>	Food Lion	n/i						4.99									w/ store card		
		n/i						6.99									w/o store card		
	Harris Teeter	n/i	C	US				5.99	5.99	5.99							w/ store card		
		n/i	C	US				8.99	8.99	8.99								w/o store card	
	Lowe's Foods	n/i								6.99							w/ store card		
	Publix	Greenwise	A	AU	6.49						6.99							w/ store card	
		Greenwise	A	AU	7.99						8.49							w/o store card	
	The Fresh Market	n/i	A		6.99									14.99					
Whole Foods South	n/i	G	NZ	9.99						10.99							21.99		
SC	ALDI	Specially Selected									6.49								
	Bi-Lo	n/i						5.00											
		n/i						7.00											
	Food Lion	n/i						4.99											
		n/i						6.99											
	Harris Teeter	n/i	C	US				5.99	5.99	5.99									
		n/i	C	US				8.99	8.99	8.99									
	Lowe's Foods	n/i								6.99									
	Piggly Wiggly Car.	n/i						6.99											
	Publix	Greenwise	A	AU	6.49						6.99								
	Greenwise	A	AU	7.99						8.49									
The Fresh Market	n/i	A		6.99									14.99						
Whole Foods South	n/i	G	NZ	9.99						10.99									
TN	ALDI	Specially Selected									6.49								
	E.W. James	n/i						6.98											
	Food City	n/i						7.99											
	Food Lion	n/i						4.99											
		n/i						6.99											
	Harris Teeter	n/i	C	US				5.99	5.99	5.99									
		n/i	C	US				8.99	8.99	8.99									
	Kroger Delta	Private Selection				5.99													
	Publix	Greenwise	A	AU	6.49						6.99								
		Greenwise	A	AU	7.99						8.49								
Sprout's	n/i									6.99									
The Fresh Market	n/i	A		6.99									14.99						
Whole Foods South	n/i	G	NZ	9.99						10.99									
VA	ALDI	Specially Selected									6.49								
	Associated	n/i		US				4.99											

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					Bone-in			Semi-Boneless			Boneless		bone-in	bnls	Whole			Crown Roast	French
					Whole	Butt	Shank	Whole	Butt	Shank	Whole	Half							
VA <i>(cont)</i>	Farm Fresh	Superior Farms	C	US				5.99											
	Food City	n/i						7.99										w/ store card	
	Food Lion	n/i						4.99										w/ store card	
		n/i						6.99										w/o store card	
	Giant Food	Giant		AU				3.99	4.49	4.49	4.99						9.99	w/ store card	
		Giant		AU				2.99										w/ coupon; limit 1	
	Harris Teeter	n/i	C	US				5.99	5.99	5.99								w/ store card	
		n/i	C	US				8.99	8.99	8.99								w/o store card	
	Lowe's Foods	n/i								6.99								w/ store card	
	Martin's Food	Giant		AU				3.99			4.99						9.99		
	Safeway Eastern	Open Nature	G	NZ	3.99						4.99		7.99		12.99			w/ store card	
	Shoppers Food	n/i							5.99	5.99									
	The Fresh Market	n/i	A		6.99										14.99				
Wegman's	Wegman's	O								7.99									
Whole Food MdAt	n/i			7.49						8.49				19.99	19.99				
	n/i	O		8.99						9.99				21.99					
WV	ALDI	Specially Selected								6.49									
	Food Lion	n/i						4.99										w/ store card	
		n/i						6.99										w/o store card	
	Giant Eagle	Nature's Reserve	A	AU				6.59			7.59								
	Kroger Columbus	n/i						5.99										w/ store card	
	Martin's Food	Giant		AU				3.99			4.99					9.99			
	Riesbeck's	n/i						4.99											
	Shop'n Save	Superior Farms		US				6.99	6.99	6.99									
	Sparkle	n/i	G	US				6.99											
Weis Markets	n/i	G	AU				3.99							10.99			w/ store card		

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					Bone-in			Semi-Boneless			Boneless		bone-in	bnls	Whole			Crown Roast	French
					Whole	Butt	Shank	Whole	Butt	Shank	Whole	Half							
MIDWESTERN U.S. - IA,IL,IN,MI,MN,ND,NE,OH,SD,WI																			
IA	ALDI	Specially Selected									6.49								
	Fresh Thyme	n/i									5.99	5.99							
	Hy-Vee	Strauss		US	5.99			7.99											
	Jewel-Osco	n/i			4.49														
	Lucky's Market	n/i			5.99														
	Price Chopper	n/i		C US				6.99											
	Super Saver	n/i		US				6.48											
	The Fresh Market	n/i		A	6.99								14.99						
Whole Foods MW	n/i		G NZ	9.99						12.99			22.99	22.99					
IL	ALDI	Specially Selected									6.49								
	Angelo Caputo's	n/i		US				4.99	6.99	6.99									
	Berkot's	Chiapetti		US	3.99								6.99						
	Brookhaven	n/i		C US	3.99						7.99								
	Butera Market	n/i		C US	3.99	3.99	4.49												
	County Market	n/i						5.99											
	Cub Foods	n/i							5.99	5.99									
	Dierberg's	Dierberg's		US				7.99											
	Fairplay Foods	n/i		C US				6.99	6.99	6.99	7.99								
	Fresh Thyme	n/i									5.99	5.99							
	Garden Fresh	n/i		C US	4.99														
	Heinen's	Heinen's			4.99											w/ store card			
		Heinen's			7.99											w/o store card			
		Shepherd's Pride		A US				6.99								w/ store card			
		Shepherd's Pride		A US				9.29								w/o store card			
	Hy-Vee	Strauss		US	5.99			7.99											
	Jewel-Osco	n/i			4.49														
	Joe Caputo	n/i		C US	4.99														
	Kroger Louisville	n/i			5.99											w/ store card			
	Mariano's	n/i		C US				7.00											
	Meijer	n/i		A				4.99							9.99				
	Mrs. Green's	Shepherd's Pride		A US	7.99						10.99					w/ store card			
		Shepherd's Pride		A US	9.99						12.99					w/o store card			
Pete's Market	Chiapetti		H US	4.69								8.99							
Piggly Wiggly MW	n/i		C US				5.99	6.49	6.99										
Shop & Save Market	n/i		C US	3.99	4.49	4.49													
Strack& Van Til	Chiapetti		C US	5.99															

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	Key	Origin	Leg Roasts						Loin Chops		Racks			Breast	Conditions		
					Bone-in			Semi-Boneless			Boneless		bone-in	bnls	Whole			Crown Roast	French
					Whole	Butt	Shank	Whole	Butt	Shank	Whole	Half							
IL <i>(cont)</i>	Sullivan's	n/i	C	US								9.99							
	Sunset Foods	Chiapetti	C	US			5.99	6.99											
	The Fresh Market	n/i	A		6.99									14.99					
	Tony's Finer Foods	n/i	C	US	4.99							6.99						3.99	
	Treasure Island	n/i	C	US	4.99						6.99	6.99						w/ store card	
		n/i	C	US	7.99						9.99	9.99						w/o store card	
		n/i		NZ										11.99				w/ store card	
		n/i		NZ										16.99				w/o store card	
	Ultra Foods	Chiapetti	C	US	5.99														
	Valli Produce	n/i	C	US	4.69		4.99											10.99	
		n/i	C	US														12.99	
	Walt's	Chiapetti	C	US									8.99						
		n/i	C	US	4.99			6.99											
Whole Foods MW	n/i	G	NZ	9.99						12.99				22.99	22.99				
IN	ALDI	Specially Selected								6.49									
	Al's Supermarkets	Chiapetti	H	US			6.99											w/ store card	
		Chiapetti	H	US			8.99											w/o store card	
		Chiapetti	K	US			6.99											w/ store card	
		Chiapetti	K	US			8.99											w/o store card	
	Fresh Encounter	n/i					4.99											w/ store card	
		n/i					6.99											w/o store card	
	Fresh Thyme	n/i								5.99	5.99								
	Harding's	n/i		US			4.99												
	Jewel-Osco	n/i			4.49														
	Kroger Cincinnati	n/i					4.99											w/ store card	
	Kroger Louisville	n/i			5.99													w/ store card	
	Lucky's Market	n/i			5.99														
	Marsh	n/i										7.99						w/ store card	
	Martin's	Martin's		US			6.59											w/ store card	
		Martin's		US			8.78											w/o store card	
	Meijer	n/i	A				4.99										9.99		
	Strack& Van Til	Chiapetti	C	US	5.99														
	The Fresh Market	n/i	A		6.99									14.99					
	Ultra Foods	Chiapetti	C	US	5.99														
Walt's	Chiapetti	C	US									8.99							
	n/i	C	US	4.99			6.99												
Whole Foods MW	n/i	G	NZ	9.99						12.99				22.99	22.99				

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LAMB

State	Supermarket	Label	Key	Origin	Leg Roasts						Loin Chops		Racks			Breast	Conditions				
					Bone-in			Semi-Boneless			Boneless		bone-in	bnls	Whole			Crown Roast	French		
					Whole	Butt	Shank	Whole	Butt	Shank	Whole	Half									
MI	ALDI	Specially Selected									6.49						2.99				
	Busch's	n/i				5.49					7.99										
	D&W Fresh	n/i					4.99														
	Family Fare	n/i			4.99																
	Fresh Thyme	n/i								5.99	5.99										
	Glory Supermarkets	n/i																			
	Harding's	n/i		US			4.99														
	Hollywood Markets	n/i		US			5.99														
	Kroger Columbus	n/i					5.99												w/ store card		
	Kroger Michigan	Private Selection			4.99															w/ store card	
	Lucky's Market	n/i			5.99																
	Martin's	Martin's		US			6.59													w/ store card	
		Martin's		US			8.78														w/o store card
	Meijer	n/i		A			4.99														9.99
	Plumbs/Duthlers	n/i					4.99														w/ store card
		n/i					7.99														w/o store card
	Polly's Market	n/i		US			5.99														w/ store card
	n/i		US			8.99													w/o store card		
Toms/Olsens	n/i					4.99															
VG's Food Centers	n/i					4.99															
Spartan Stores	n/i					3.99															
Tadych's	Provimi		C	US		5.99															
Whole Foods MW	n/i		G	NZ	9.99						12.99					22.99	22.99				
MN	ALDI	Specially Selected									6.49										
	Cash Wise	n/i					6.88														
	Coborn's	n/i					6.99														
	Cub Foods	n/i						5.99	5.99												
	Family Fresh Market	n/i					4.99														
	Fresh Thyme	n/i								5.99	5.99										
	Hy-Vee	Strauss		US	5.99		7.99														
	Rainbow Foods	n/i						5.99	5.99												
Whole Foods MW	n/i		G	NZ	9.99					12.99					22.99	22.99					
ND	Albertsons Mtn	Open Nature	G	NZ	4.99							7.99								w/ store card	
	Cash Wise	n/i					6.88														
NE	ALDI	Specially Selected									6.49										
	Family Fresh Market	n/i					4.99														
	Fresh Thyme	n/i								5.99	5.99										

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LAMB

State	Supermarket	Label	Key	Origin	Leg Roasts						Loin Chops		Racks			Breast	Conditions		
					Bone-in			Semi-Boneless			Boneless		bone-in	bnls	Whole			Crown Roast	French
					Whole	Butt	Shank	Whole	Butt	Shank	Whole	Half							
NE <i>(cont)</i>	Hy-Vee	Strauss		US	5.99			7.99											
	Russ's Market	n/i		US				6.99				6.99							
	Safeway Denver	Open Nature	G	NZ	4.99													w/ store card	
	Super Saver	n/i		US				6.48											
	Whole Foods MW	n/i	G	NZ	9.99							12.99			22.99	22.99			
OH	Acme Fresh Market	Cedar Springs		US				6.99							17.99			w/ store card	
		Cedar Springs		US				7.99							19.99			w/o store card	
	ALDI	Specially Selected									6.49								
	Buehlers	n/i						5.99			6.99			9.99					
	Chief Supermarkets	n/i						4.99										w/ store card	
		n/i						6.99										w/o store card	
	Dave's Markets	n/i							5.99	5.99								w/ store card	
		n/i							6.99	6.99								w/o store card	
	Fishers Foods	Fishers		US	5.99													w/ store card	
		Fishers		US	9.99													w/o store card	
	Fresh Encounter	n/i						4.99										w/ store card	
		n/i						6.99										w/o store card	
	Fresh Thyme	n/i									5.99	5.99							
	Giant Eagle	Nature's Reserve	A	AU				6.59			7.59								
	Heinen's	Heinen's				4.99													w/ store card
		Heinen's				7.99													w/o store card
		Shepherd's Pride	A	US				6.99											w/ store card
		Shepherd's Pride	A	US				9.29											w/o store card
	Kroger Cincinnati	n/i						4.99											w/ store card
	Kroger Columbus	n/i						5.99											w/ store card
	Lucky's Market	n/i				5.99													
	Marsh	n/i											7.99						w/ store card
	Meijer	n/i	A					4.99									9.99		
Riesbeck's	n/i						4.99												
Shop'n Save	Superior Farms		US				6.99	6.99	6.99										
Sparkle	n/i	G	US				6.99												
The Andersons	n/i									5.99									
The Fresh Market	n/i	A			6.99									14.99					
Thorne's Market	n/i				4.99					7.99									
Weis Markets	n/i	G	AU				3.99							10.99				w/ store card	
Whole Food MdAt	n/i				7.49					8.49				19.99	19.99				
	n/i		O		8.99					9.99				21.99					

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LAMB

State	Supermarket	Label	Key	Origin	Leg Roasts						Loin Chops		Racks			Breast	Conditions		
					Bone-in			Semi-Boneless			Boneless		bone-in	bnls	Whole			Crown Roast	French
					Whole	Butt	Shank	Whole	Butt	Shank	Whole	Half							
SD	Coborn's	n/i						6.99											
	Hy-Vee	Strauss		US	5.99			7.99											
	Safeway Denver	Open Nature	G	NZ	4.99													w/ store card	
WI	ALDI	Specially Selected									6.49								
	Family Fresh Market	n/i						4.99											
	Fox Bros.	n/i	C	US				5.99	6.49	6.99									
	Hy-Vee	Strauss		US	5.99			7.99											
	Marketplace (WI)	Shepherd's Pride		US				7.99											
	Meijer	n/i	A					4.99									9.99		
	Pick'n Save/Copps	n/i	C	US				6.99											
	Piggly Wiggly MW	n/i	C	US				5.99	6.49	6.99									
	Sendik's	Sendik's	C	US				5.99											
	Sentry Foods	n/i	C	US								10.99							
	Shurfine Food	n/i		AU															
	Tadych's	Provimi	C	US				5.99											
	The Fresh Market	n/i	A			6.99										14.99			
Whole Foods MW	n/i	G	NZ		9.99										22.99	22.99			

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State	Supermarket	Label	Key	Origin	Leg Roasts						Loin Chops		Racks			Breast	Conditions		
					Bone-in			Semi-Boneless			Boneless		bone-in	bnls	Whole			Crown Roast	French
					Whole	Butt	Shank	Whole	Butt	Shank	Whole	Half							
SOUTH CENTRAL U.S. - AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT																			
AR	Albertsons Houston	Open Nature	G	NZ				4.99								9.99	w/ store card		
	ALDI	Specially Selected									6.49								
	Cranford's	n/i					6.98	6.98	6.98										
	G&W Foods	n/i		US															
	Harp's Foods	Cedar Springs		US						7.99	7.99								
	Kroger Delta	Private Selection															w/ store card		
	Pyramid Foods	n/i						5.99											
The Fresh Market	n/i		A				6.99						14.99						
AZ	Albertsons SW	Open Nature	G	NZ	4.99								7.99		12.99		w/ store card		
	Associated Foods	n/i							5.99										
	Basha's	n/i			7.99	7.99	7.99										w/ store card		
	Safeway Southwest	Open Nature	G	NZ	5.00							5.00		12.99					
	Sprout's	n/i									6.99								
Whole Foods SPac	n/i		G	NZ	8.99									19.99					
CO	Albertsons Mtn	Open Nature	G	NZ	4.99								7.99				w/ store card		
	Associated Foods	n/i							5.99										
	King Soopers	n/i							5.99								w/ store card		
	Lucky's Market	n/i						5.99											
	Safeway Denver	Open Nature	G	NZ	4.99												w/ store card		
	Sprout's	n/i									6.99								
	Whole Foods Mtn	n/i		US	8.99														
KS	ALDI	Specially Selected																	
	Country Mart	n/i																	
	G&W Foods	n/i		US	6.98	6.98	6.98												
	Hy-Vee	Strauss		US	5.99														
	Price Chopper	n/i		C	US														
	Sprout's	n/i																	
	Sun Fresh	n/i																	
	The Fresh Market	n/i		A	6.99									14.99					
	Whole Foods Mtn	n/i		US	8.99														
	Wood's	n/i											10.99						
LA	Albertsons Houston	Open Nature	G	NZ				4.99								9.99	w/ store card		
	Breaux Mart	n/i			4.99														
	LeBlanc's	n/i									7.99								
	The Fresh Market	n/i		A	6.99									14.99					

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State	Supermarket	Label	Key	Origin	Leg Roasts						Loin Chops		Racks			Breast	Conditions		
					Bone-in			Semi-Boneless			Boneless		bone-in	bnls	Whole			Crown Roast	French
					Whole	Butt	Shank	Whole	Butt	Shank	Whole	Half							
LA <i>(cont)</i>	Winn-Dixie	n/i						5.00									w/ store card		
		n/i						7.00									w/o store card		
MO	ALDI	Specially Selected									6.49								
	County Market	n/i						5.99											
	Country Mart	n/i						6.99											
	Dierberg's	Dierberg's		US				7.99											
	Fresh Thyme	n/i									5.99	5.99							
	G&W Foods	n/i		US	6.98	6.98	6.98												
	Harp's Foods	Cedar Springs		US					7.99	7.99									
	Harter House	n/i						6.99											
	Hy-Vee	Strauss		US	5.99				7.99										
	Kroger Delta	Private Selection					5.99										w/ store card		
	Lucky's Market	n/i					5.99												
	Moser's	n/i							6.99										
	Price Chopper	n/i		C	US				6.99										
	Sprout's	n/i									6.99								
	Sun Fresh	n/i							6.99										
The Fresh Market	n/i		A		6.99								14.99						
Whole Foods MW	n/i		G	NZ	9.99					12.99			22.99	22.99					
Wood's	n/i							6.88				10.99							
NM	Albertsons SW	Open Nature	G	NZ	4.99								7.99		12.99				
	Basha's	n/i			7.99	7.99	7.99										w/ store card		
	King Soopers	n/i						5.99									w/ store card		
	Safeway Denver	Open Nature	G	NZ	4.99												w/ store card		
	Sprout's	n/i								6.99							w/ store card		
	Whole Foods Mtn	n/i		US	8.99														
OK	ALDI	Specially Selected									6.49								
	Country Mart	n/i						6.99											
	Harp's Foods	Cedar Springs		US					7.99	7.99									
	Reasor's	n/i		US							6.99				15.99				
	Sprout's	n/i									6.99								
	The Fresh Market	n/i		A	6.99									14.99					
TX	Albertsons Houston	Open Nature	G	NZ				4.99								9.99			
	Albertsons SW	Open Nature	G	NZ	4.99								7.99		12.99		w/ store card		
	ALDI	Specially Selected									6.49								
	H-E-B	H-E-B											9.97			11.97			
	Foodarama	n/i			2.99												w/ \$10 purchase; limit 1		

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					Bone-in			Semi-Boneless			Boneless		bone-in	bnls	Whole			Crown Roast	French
					Whole	Butt	Shank	Whole	Butt	Shank	Whole	Half							
TX <i>(cont)</i>	Minyard's Sun Fresh	n/i						6.99											
	Randall's	Open Nature	G	NZ				5.99									9.99		w/ store card
	Sprout's	n/i									6.99								
	The Fresh Market	n/i	A		6.99									14.99					
	Tom Thumb	Open Nature	G	NZ				5.99					7.99				13.99		w/ store card
UT	Albertsons Mtn	Open Nature	G	NZ	4.99								7.99						w/ store card
	Associated Foods	n/i						5.99											
	Fresh Market	n/i						5.99											
	King Soopers	n/i						5.99											w/ store card
	Sprout's	n/i									6.99								
	Whole Foods Mtn	n/i		US	8.99														

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State	Supermarket	Label	Key	Origin	Leg Roasts						Loin Chops		Racks			Breast	Conditions		
					Bone-in			Semi-Boneless			Boneless		bone-in	bnls	Whole			Crown Roast	French
					Whole	Butt	Shank	Whole	Butt	Shank	Whole	Half							
SOUTHWESTERN U.S. - CA,HI,NV																			
CA	Albertsons SoCal	Open Nature	G	NZ	6.99							6.99							
	ALDI	Specially Selected									6.49								
	Andronico's	Superior Farms		US	9.99														
	Holiday Market	Shepherd's Pride			6.99													w/ store card	
		Shepherd's Pride			7.99													w/o store card	
	Jensen's	n/i		US	8.99						10.99								
	Jons Marketplace	n/i		AU	3.99														
	Lucky	Superior Farms	C	US	4.99														
	Lunardi's	n/i												7.00					
	Mar-Val Foods	n/i		US	4.99													local	
	Mollie Stones	n/i	C	US	6.99	6.99	6.99				9.99								
	Nugget Markets	Shepherd's Pride	A	US	5.99									15.99					
	Ralph's	Private Selection			5.99														
	Ray's Food Place	Superior Farms	C	US	6.99														
	Safeway NorCal	Open Nature	G	NZ				4.99			5.99		6.99				11.99	w/ store card	
	Save Mart	Superior Farms	C	US	5.99														
	Sprout's	n/i									6.99								
Stater Bros.	Superior Farms	C	US	5.99															
Super King	n/i		NZ													7.99			
The Fresh Market	n/i	A		6.99									14.99						
Vons/Pavilions	Open Nature	G	NZ	7.99								5.00					w/ store card		
Whole Foods SPac	n/i	G	NZ	8.99						9.99						19.99			
HI	Foodland	n/i			7.49											14.99			
	Safeway NorCal	Open Nature	G	NZ				4.99			6.99		6.99				12.99	w/ store card	
	Whole Foods SPac	n/i	G	NZ	8.99						9.99					19.99			
NV	Albertsons SW	Open Nature	G	NZ	4.99							7.99		12.99				w/ store card	
	Associated Foods	n/i						5.99											
	Safeway NorCal	Open Nature	G	NZ				4.99			5.99		6.99				11.99	w/ store card	
	Scolari's	Shepherd's Pride	A	US	5.99							6.99							
	Sprout's	n/i									6.99								
	Vons/Pavilions	Open Nature	G	NZ	7.99								5.00					w/ store card	
Whole Foods SPac	n/i	G	NZ	8.99						9.99					19.99				

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					Bone-in			Semi-Boneless			Boneless		bone-in	bnls	Whole			Crown Roast	French
					Whole	Butt	Shank	Whole	Butt	Shank	Whole	Half							
NORTHWESTERN U.S. - AK,ID,MT,OR,WA,WY																			
AK	Alaskan & Proud	n/i			4.98									9.48					
	Carr's/Safeway	Open Nature	G	NZ				5.49			5.00					12.99			
	Fred Meyer	n/i			5.99														
	Sea Mart	n/i	C	US	6.99						9.99								
ID	Albertsons Mtn	Open Nature	G	NZ	4.99							7.99					w/ store card		
	Albertsons Mtn	Open Nature	G	NZ	4.99							7.99					w/ store card		
	Fred Meyer	n/i			5.49														
	Rosauer's	Superior Farms	C	US	5.99														
	Safeway Seattle	Open Nature	G	NZ			4.99				5.00		5.00			11.99	w/ store card		
	Whole Foods Mtn	n/i		US	8.99														
	Yoke's Fresh Market	Summit Creek		US							9.99								
MT	Albertsons Mtn	Open Nature	G	NZ	4.99							7.99					w/ store card		
	Associated Foods	n/i						5.99											
	Lucky's Market	n/i			5.99														
	Rosauer's	Superior Farms	C	US	5.99														
	Safeway Seattle	Open Nature	G	NZ			4.99				5.00		5.00			11.99	w/ store card		
OR	Albertsons Portland	Open Nature	G	NZ				6.99					7.99				w/ store card		
	Associated Foods	n/i						5.99											
	Fred Meyer	n/i			5.49														
	Haggen's	n/i	A	US				6.99						14.99					
	IGA Market Fresh	Market Fresh								8.99									
	Market of Choice	Anderson Ranch	G	US						11.99							local		
	McKay's Markets	Anderson Ranch	G	US						7.99							local		
	New Seasons	n/i		US						9.99									
	QFC	Private Selection	C	US				6.99									w/ store card		
	Ray's Food Place	Superior Farms	C	US	6.99														
	Red Apple/Thriftway	n/i	C	US	6.99						9.99								
	Rosauer's	Superior Farms	C	US	5.99														
	Roth's	Anderson Ranch	G	US	6.99	7.99	7.99										local		
	Safeway Portland	Open Nature	G	NZ			4.99				5.00					11.99			
	Whole Foods NW	Atkins Ranch	G	US	7.99														
WA	Albertsons Portland	Open Nature	G	NZ				6.99					7.99				w/ store card		
	Fred Meyer	n/i			5.49														
	Haggen's	n/i	A	US				6.99						14.99					
	IGA Market Fresh	Market Fresh								8.99									
	Metropolitan	n/i	C	US	8.99														

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Easter 2016

Prices in \$US per pound unless otherwise noted.

LAMB

State	Supermarket	Label	Key	Origin	Leg Roasts						Loin Chops		Racks			Breast	Conditions		
					Bone-in			Semi-Boneless			Boneless		bone-in	bnls	Whole			Crown Roast	French
					Whole	Butt	Shank	Whole	Butt	Shank	Whole	Half							
WA <i>(cont)</i>	New Seasons	n/i		US							9.99								
	PCC Natural	Umpqua Valley		US								14.99							
	QFC	Private Selection	C	US				6.99										w/ store card	
	Red Apple/Thriftway	n/i	C	US	6.99						9.99								
	Rosauer's	Superior Farms	C	US	5.99														
	Safeway Portland	Open Nature	G	NZ				4.99			5.00						11.99		
	Safeway Seattle	Open Nature	G	NZ				4.99			5.00		5.00				11.99	w/ store card	
	The Markets	Superior Farms	C	US	6.98														
	Town & Country	n/i	C	US								8.99			14.99			w/ store card	
	Whole Foods NW	n/i	C	US								11.99			26.99			w/o store card	
Yoke's Fresh Market	Atkins Ranch	G	US	7.99															
	Summit Creek		US							9.99									
WY	Albertsons Mtn	Open Nature	G	NZ	4.99								7.99					w/ store card	
	King Soopers	n/i						5.99										w/ store card	
	Lucky's Market	n/i			5.99														
	Safeway Denver	Open Nature	G	NZ	4.99													w/ store card	

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Prices in \$US per pound unless otherwise noted.

Easter 2016
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							
NORTHEASTERN U.S. - CT,DC,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT																		
CT	ACME Market	Perdue				0.98												
	Adams IGA	Perdue				1.39												
		Shady Brook				1.79												
		Maple Leaf											2.99					
	AF Basket	Perdue				1.29												
	Associated	Perdue				1.49	2.99											
		Shady Brook				1.99												
	Big Y	n/i				1.48												
		D'Artagnan	ABF										3.99					
	Bravo	Shady Brook			2.99													
		Perdue					1.49	2.69										
	C-Town	Shady Brook			2.99													
		Perdue					1.49	2.69										
	Compare Foods	Perdue					1.39	2.99										
		Shady Brook				1.99												
	Food Bazaar	Perdue					1.29											
	Key Food	n/i							0.99									
	Kings	Perdue					1.49	2.99										
		Kings	ABF		3.49													
	Price Chopper	Price Chopper					1.29											
	Shady Brook				1.99													
Save-a-Lot	n/i				1.79													
ShopRite	ShopRite				1.99													
	Shady Brook				1.99													
	Maple Leaf											3.49						
Stop & Shop	n/i				1.99													
Target	Market Pantry				0.99													
DC	Giant Food	n/i			1.99													
	Harris Teeter	Harris Teeter			2.29													
	Safeway Eastern	Perdue				1.49												
		Shady Brook			3.49													
	Save-a-Lot	n/i			1.79													
	Target	Market Pantry			0.99													
Whole Food MdAt	n/i	ABF		4.99														

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Prices in \$US per pound unless otherwise noted.

Easter 2016
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	
DE	ACME Market	Perdue				0.98												
	Food Lion	n/i			1.59													
		Perdue				1.49												
	Fresh Grocer	Perdue				0.98		1.79										
	Giant Food	n/i			1.99													
	Great Valu Markets	Perdue				0.99												
		Pride of the Farm				1.59												
	Harris Teeter	Harris Teeter				2.29												
	Redner's	n/i				0.98												
	Safeway Eastern	Perdue				1.49												
		Shady Brook			3.49													
	Save-a-Lot	n/i				1.79												
	ShopRite	ShopRite				1.99												
		Shady Brook				1.99												
Shurfine	n/i				1.99	0.99						3.49						
Target	Market Pantry				0.99													
MA	Adams IGA	Perdue				1.39												
		Shady Brook				1.79												
		Maple Leaf											2.99					
	AF Basket	Perdue				1.29												
	Associated	Perdue				1.49	2.99											
		Shady Brook				1.99												
	Big Y	n/i				1.48												
		D'Artagnan	ABF										3.99					
	C-Town	Shady Brook			2.99													
		Perdue				1.49	2.69											
	Compare Foods	Perdue				1.39	2.99											
		Shady Brook				1.99												
	Donelan's	Perdue				1.49												
	Hannaford	Hannaford				1.19												
		Shady Brook			2.49													
	Market Basket	Shady Brook			2.29													
	Springer	ABF				1.39												
	Jennie-O				1.69													
Met Foods	Perdue				1.49	2.99												
	Shady Brook				1.99													

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Prices in \$US per pound unless otherwise noted.

Easter 2016
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	
MA <i>(cont)</i>	Price Chopper	Price Chopper	ABF			1.29												
		Shady Brook			1.99													
	Roche Bros.	Plainville Farms		4.99														
		Perdue				1.59												
	Save-a-Lot	n/i			1.79													
	Seabra Foods	Perdue				1.29	2.39											
	Shaw's	Perdue				1.29												
		n/i			1.88													
	Star Market	Perdue				1.29												
		n/i		1.88														
Stop & Shop	n/i		1.99															
Target	Market Pantry		0.99															
Trucchi's	Perdue			1.29														
Wegman's	Wegman's	brined	4.99															
MD	ACME Market	Perdue				0.98												
	Associated	Perdue				1.49	2.99											
		Shady Brook			1.99													
	Food Lion	n/i		1.59														
		Perdue			1.49													
	Giant Eagle	Honeysuckle		1.99														
		Giant Eagle			1.39													
	Giant Food	n/i		1.99														
	Graul's Market	Perdue			1.29													
	Great Valu Markets	Perdue			0.99													
		Pride of the Farm			1.59													
	Harris Teeter	Harris Teeter			2.29													
	Mars	Shady Brook	2.49	1.79														
	Martin's Food	n/i		1.99														
	Redner's	n/i			0.98													
	Safeway Eastern	Perdue			1.49													
		Shady Brook		3.49														
	Save-a-Lot	n/i		1.79														
	ShopRite	ShopRite		1.99														
	Shady Brook		1.99															
	Maple Leaf										3.49							
Shop'n Save	Pride of the Farm		1.79															
Shoppers Food	Perdue			0.99														

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Prices in \$US per pound unless otherwise noted.

Easter 2016
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	
MD <i>(cont)</i>	Shurfine	n/i			1.99	0.99												
	Target	Market Pantry			0.99													
	Wegman's	Wegman's	brined	4.99														
	Weis Markets	Perdue				1.49		1.98										
	Weis	Weis		2.69	1.98													
	Whole Food MdAt	n/i	ABF	4.99														
ME	Hannaford	Hannaford				1.19												
		Shady Brook		2.49														
	Market Basket	Shady Brook		2.29														
		Springer	ABF			1.39												
		Jennie-O			1.69													
	Save-a-Lot	n/i			1.79													
	Shaw's	Perdue				1.29												
		n/i			1.88													
	Target	Market Pantry			0.99													
NH	Hannaford	Hannaford				1.19												
		Shady Brook		2.49														
	Market Basket	Shady Brook		2.29														
		Springer	ABF			1.39												
		Jennie-O			1.69													
	Price Chopper	Price Chopper				1.29												
		Shady Brook			1.99													
	Save-a-Lot	n/i			1.79													
	Shaw's	Perdue				1.29												
	n/i			1.88														
	Target	Market Pantry			0.99													
NJ	ACME Market	Perdue				0.98												
	Associated	Perdue				1.49	2.99											
		Shady Brook			1.99													
	Bravo	Shady Brook		2.99														
		Perdue				1.49	2.69											
	C-Town	Shady Brook		2.99														
		Perdue				1.49	2.69											
	Compare Foods	Perdue				1.39	2.99											
	Shady Brook			1.99														
	Fine Fare	Perdue				1.49	2.79											
	Food Bazaar	Perdue				1.29												

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Prices in \$US per pound unless otherwise noted.

Easter 2016
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	frozen	
NJ <i>(cont)</i>	Foodtown	Perdue	ABF			1.49	2.69												
	Foodtown	Foodtown			1.99														
	Great Valu Markets	Perdue				0.99													
		Pride of the Farm				1.59													
	Key Food	n/i							0.99										
	Kings	Perdue				1.49	2.99												
		Kings			3.49														
	McCaffrey's	Perdue				0.99													
	Met Foods	Perdue				1.49	2.99												
		Shady Brook				1.99													
	Morton Williams	Perdue						2.39											
	Pioneer	Perdue				1.49	2.99												
		Shady Brook				1.99													
	Save-a-Lot	n/i				1.79													
	Seabra Foods	Perdue				1.29	2.39												
	ShopRite	ShopRite				1.99													
		Shady Brook				1.99													
		Maple Leaf												3.49					
	Stop & Shop	n/i				1.99													
	Supremo Food	n/i							1.29										
Target	Market Pantry			0.99															
Thriftway/Shop'n Bag	Perdue			1.59	2.79														
Wegman's	Wegman's	brined	4.99																
Weis Markets	Perdue			1.49		1.98													
	Weis		2.69	1.98															
Western Beef	n/i			1.99						1.29									
Whole Food MdAt	n/i	ABF	4.99																
NY	ACME Market	Perdue				0.98													
	AF Basket	Perdue				1.29													
	Associated	Perdue				1.49	2.99												
		Shady Brook			1.99														
	Big M Supermarkets	1893 Premium				1.19													
		Shady Brook			1.89														
	Bravo	Shady Brook		2.99															
		Perdue			1.49	2.69													
	C-Town	Shady Brook		2.99															
		Perdue			1.49	2.69													

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Easter 2016
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 (cont)	Compare Foods	Perdue	ABF			1.39	2.99												
		Shady Brook			1.99														
	DeCiccio	Perdue				1.59	2.69												
		Shady Brook			3.49														
	Fine Fare	Perdue				1.49	2.79												
	Food Bazaar	Perdue				1.29													
	Foodtown	Perdue				1.49	2.69												
		Foodtown				1.99													
	Giunta's	Shady Brook				2.49													
	Great American	Perdue				0.99													
	Hannaford	Hannaford				1.19													
		Shady Brook				2.49													
	Key Food	n/i							0.99										
	King Kullen	Perdue				3.29	1.49	2.69											
	Kings	Perdue				1.49	2.99												
		Kings				3.49													
	Met Foods	Perdue				1.49	2.99												
		Shady Brook				1.99													
	Morton Williams	Perdue					2.39												
	North Shore Farms	Shady Brook				1.89													
	Peck's Market	Shady Brook				1.79													
	Pioneer	Perdue				1.49	2.99												
		Shady Brook				1.99													
	Price Chopper	Price Chopper				1.29													
		Shady Brook				1.99													
	Save-a-Lot	n/i				1.79													
	Shop'n Save	Pride of the Farm				1.79													
	ShopRite	ShopRite				1.99													
		Shady Brook				1.99													
		Maple Leaf											3.49						
	Stop & Shop	n/i				1.99													
	Target	Market Pantry				0.99													
Trade Fair	Perdue			0.99	1.99														
	n/i							1.39											
Wegman's	Wegman's	brined	4.99																

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Easter 2016
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>	Weis Markets	Perdue				1.49		1.98										
	Weis			2.69	1.98													
	Western Beef	n/i			1.99				1.29									
PA	ACME Market	Perdue				0.98												
	Associated	Perdue				1.49	2.99											
	Big M Supermarkets	Shady Brook						1.99										
		1893 Premium							1.19									
	Bravo	Shady Brook							1.89									
		Perdue			2.99					1.49	2.69							
	C-Town	Shady Brook								2.99								
		Perdue									1.49	2.69						
	Family Owned	Shady Brook										1.99						
		n/i									0.99							
	Fine Fare	Perdue									1.49	2.79						
	Foodtown	Perdue										1.49	2.69					
		Foodtown											1.99					
	Food Lion	n/i											1.59					
		Perdue												1.49				
	Foodland	Tyson																
		Pride of the Farm																
	Fresh Grocer	Perdue																
	Giant Eagle	Honeysuckle																
		Giant Eagle																
	Giant Food Stores	n/i																
	Great Valu Markets	Perdue																
		Pride of the Farm																
	Karn's	Shady Brook																
Key Food	n/i																	
Kuhn's	Pride of the Farm																	
	n/i																	
Martin's Food	n/i																	
McCaffrey's	Perdue																	
Pioneer	Perdue																	
	Shady Brook																	
Price Chopper	Price Chopper																	
	Shady Brook																	

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Easter 2016
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>	Redner's	n/i				0.98												
	Safeway Eastern	Perdue				1.49												
		Shady Brook		3.49														
	Save-a-Lot	n/i			1.79													
	Shop'n Save	Pride of the Farm			1.79													
	ShopRite	ShopRite			1.99													
		Shady Brook			1.99													
		Maple Leaf										3.49						
	Shurfine	n/i			1.99	0.99												
	ShurSave	n/i			1.99													
	Sparkle	n/i							1.69									
		Honeysuckle			1.99													
	Supremo Food	n/i							1.29									
	Target	Market Pantry			0.99													
	Thorne's Market	1893 Premium				1.39												
	Thriftway/Shop'n Bag	Perdue				1.59	2.79											
Wegman's	Wegman's	brined	4.99															
Weis Markets	Perdue				1.49		1.98											
	Weis			2.69	1.98													
	Whole Food MdAt	n/i	ABF	4.99														
RI	Adams IGA	Perdue				1.39												
		Shady Brook			1.79													
		Maple Leaf										2.99						
	Associated	Perdue				1.49	2.99											
		Shady Brook			1.99													
	Bravo	Shady Brook		2.99														
		Perdue				1.49	2.69											
	Compare Foods	Perdue				1.39	2.99											
		Shady Brook			1.99													
	Dave's Marketplace	Perdue				1.29												
	Save-a-Lot	n/i			1.79													
	Seabra Foods	Perdue				1.29	2.39											
	Shaw's	Perdue				1.29												
		n/i			1.88													
Stop & Shop	n/i			1.99														
Target	Market Pantry			0.99														

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Easter 2016
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	
VT	Hannaford	Hannaford				1.19												
		Shady Brook		2.49														
	Price Chopper	Price Chopper				1.29												
		Shady Brook			1.99													
	Shaw's	Perdue				1.29												
		n/i			1.88													

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Easter 2016
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							
SOUTHEASTERN U.S. - AL,FL,GA,KY,MS,NC,SC,TN,VA,WV																		
AL	A&R Supermarkets	n/i			1.53				0.90									
	Food Giant	n/i							1.00									
		Honeysuckle			1.70													
	Greer's Market	n/i							1.12									
	Ingle's Market	Perdue					1.38											
		Honeysuckle			1.78													
	Kroger Atlanta	Pride of the Farm			1.69													
		Perdue					0.99											
		Tyson						2.33										
	Kroger Nashville	Honeysuckle			1.49													
	Lucky's	Honeysuckle			1.79													
	Piggly Wiggly Hchns	n/i							0.98									
	Piggly Wiggly Inc.	Honeysuckle			1.79													
	Piggly Wiggly JTM	Honeysuckle			1.79													
	Publix	Publix			1.79													
		Publix		smoked	4.49													
	Ramey's Marketplace	n/i								0.98								
Rouses	Tyson						2.72											
Save-a-Lot	n/i			1.79														
Target	Market Pantry			0.99														
Vowell's	n/i							0.99										
	Honeysuckle			1.69														
Whole Foods South	n/i		ABF	4.99														
Winn-Dixie	n/i			2.00														
FL	Bravo Supermarkets	n/i				0.99			0.98									
	Food Giant	n/i							1.00									
		Honeysuckle			1.70													
	Greer's Market	n/i							1.12									
	Harris Teeter	Harris Teeter			2.29													
	Harvey's	n/i			1.69				1.29									
	Hitchcock's	Tyson								1.29	1.29							
		n/i			1.79				1.29									
	IGA Florida	n/i					2.33		1.39									
	Piggly Wiggly Hchns	n/i							0.98									
Presidente	n/i							0.78										

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Prices in \$US per pound unless otherwise noted.

Easter 2016
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	
FL <i>(cont)</i>	Publix	Publix	smoked		1.79													
	Publix	Publix			4.49													
	Sabor Tropical	n/i							0.98									
	Save-a-Lot	n/i				1.79												
	Target	Market Pantry				0.99												
	Western Beef	n/i				1.99												
	Winn-Dixie	n/i				2.00												
GA	Bi-Lo	n/i	ABF		2.00													
	Food City	n/i			1.69													
	Food Giant	n/i							1.00									
	Honeysuckle					1.70												
	Food Lion	n/i				1.59												
	Perdue						1.49											
	Galaxy Food	n/i				1.58				1.28								
	Harris Teeter	Harris Teeter				2.29												
	Harvey's	n/i				1.69				1.29								
	IGA	Springer Mtn					1.29											
	n/i						1.89											
	Ingle's Market	Perdue					1.38											
	Honeysuckle						1.78											
	Kroger Atlanta	Pride of the Farm					1.69											
	Perdue						0.99											
	Tyson								2.33									
	Piggly Wiggly GA	Honeysuckle					1.79											
	Piggly Wiggly Hchns	n/i								0.98								
	Piggly Wiggly JTM	Honeysuckle					1.79											
	Publix	Publix					1.79											
	Publix	Publix		smoked			4.49											
	Quality Foods	n/i					1.59				1.19	0.79	0.79					
	Save-a-Lot	n/i					1.79											
Shop Rite	Pride of the Farm				1.49													
Top Bee									0.99									
Target	Market Pantry				0.99													
Wayfield's	n/i								0.99									
Honeysuckle					1.39													
Whole Foods South	n/i	ABF	4.99															
Winn-Dixie	n/i				2.00													

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

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Easter 2016
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							
KY	Cox IGA	Honeysuckle			1.99													
	E.W James	Tyson						2.65										
		Honeysuckle			1.68													
		n/i							0.98									
	Food City	n/i			1.69													
	Food Giant	n/i							1.00									
		Honeysuckle			1.70													
	Food Lion	n/i			1.59													
		Perdue				1.49												
	Food Rite	Honeysuckle			1.69													
	Foodland	Pride of the Farm			1.49													
	Galaxy Food	n/i			1.58				1.28									
	Kroger Cincinnati	Honeysuckle			1.49													
	Kroger Delta	n/i			1.69													
	Kroger Louisville	Butterball			1.79													
		Perdue				0.99												
	Kroger MidAtlantic	Pride of the Farm			1.59													
		Shady Brook		2.49														
		Tyson							2.33									
	Kroger Nashville	Honeysuckle			1.49													
	Piggly Wiggly Hchns	n/i								0.98								
	Remke Markets	Honeysuckle			1.79													
		Tyson							2.40									
Save-a-Lot	n/i			1.79														
Super Dollar	n/i			1.69														
Target	Market Pantry			0.99														
TC Grocery	Top Bee								1.19									
	Honeysuckle			1.69														
ValuMarket	Honeysuckle			1.79														
Whole Food MdAt	n/i	ABF		4.99														
MS	Food Giant	n/i							1.00									
		Honeysuckle			1.70													
	Greer's Market	n/i							1.12									
	Grocery Depot	n/i							0.78									
	Kroger Delta	n/i		1.69														

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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							
MS <i>(cont)</i>	Mac's Fresh Market	n/i								0.99								
		Tyson								2.66								
		Honeysuckle			1.59													
	Piggly Wiggly HGR	n/i								0.99								
	Piggly Wiggly Hchns	n/i								0.98								
	Ramey's Marketplace	n/i								0.98								
	Rouses	Tyson								2.72								
	Save-a-Lot	n/i			1.79													
	Target	Market Pantry			0.99													
	Vowell's	n/i								0.99								
	Honeysuckle			1.69														
	Whole Foods South	n/i	ABF	4.99														
	Winn-Dixie	n/i		2.00														
NC	Bi-Lo	n/i			2.00													
	Carlie C's IGA	n/i			1.38													
	Farm Fresh	Perdue			1.59													
	Food Lion	n/i			1.59													
		Perdue					1.49											
	Fresh Foods IGA	n/i			1.29													
	Galaxy Food	n/i			1.58					1.28								
	Great Valu Markets	Pride of the Farm			1.48													
		Perdue					0.99											
	Harris Teeter	Harris Teeter			2.29													
	IGA	Springer Mtn		ABF			1.29											
		n/i			1.89													
	Ingle's Market	Perdue					1.38											
		Honeysuckle					1.78											
	Just \$ave	Sanderson Farms									1.18	1.18						
		n/i			1.58					1.28								
Kroger MidAtlantic	Pride of the Farm			1.59														
	Shady Brook			2.49														
	Tyson								2.33									
Lowe's Foods	Perdue					1.69												
	Jennie-O					1.99												
Piggly Wiggly HGR	Honeysuckle					1.69												

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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	fresh	frozen	frsh/frzn	frozen	frozen	frozen	
NC <i>(cont)</i>	Piggly Wiggly Retail	Top Bee							0.99									
		Festive			1.39													
		Springer Mtn	ABF			1.39												
	Piggly Wiggly Stores	n/i			1.38													
	Publix	Publix			1.79													
		Publix	smoked			4.49												
	Save-a-Lot	n/i			1.79													
Target	Market Pantry			0.99														
Whole Foods South	n/i	ABF		4.99														
SC	Bi-Lo	n/i			2.00													
	Food Lion	n/i			1.59													
		Perdue				1.49												
	Galaxy Food	n/i			1.58				1.28									
	Harris Teeter	Harris Teeter			2.29													
	Harvey's	n/i			1.69				1.29									
	IGA	Springer Mtn	ABF			1.29												
		n/i			1.89													
	Ingle's Market	Perdue				1.38												
		Honeysuckle				1.78												
	Kroger Atlanta	Pride of the Farm				1.69												
		Perdue				0.99												
		Tyson						2.33										
	Lowe's Foods	Perdue				1.69												
		Jennie-O				1.99												
	Publix	Publix				1.79												
		Publix	smoked			4.49												
Quality Foods	n/i				1.59				1.19		0.79	0.79						
Save-a-Lot	n/i				1.79													
Target	Market Pantry				0.99													
Whole Foods South	n/i	ABF		4.99														
TN	Chappell's	Top Bee							0.99									
		Pride of the Farm			1.38													
	E.W James	Tyson						2.65										
		Honeysuckle			1.68													
		n/i							0.98									
Food City	n/i			1.69														
Food Country	n/i			1.58														

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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>	Food Lion	n/i			1.59													
	Perdue					1.49												
	Food Rite	Honeysuckle			1.69													
	H.G. Hill	n/i							0.99									
	Honeysuckle				1.69													
	Harris Teeter	Harris Teeter			2.29													
	Ingle's Market	Perdue				1.38												
	Honeysuckle				1.78													
	Kroger Delta	n/i			1.69													
	Kroger MidAtlantic	Pride of the Farm			1.59													
	Shady Brook			2.49														
	Tyson						2.33											
	Kroger Nashville	Honeysuckle			1.49													
	Lucky's	Honeysuckle			1.79													
	Osborne's	Honeysuckle			1.69													
	Publix	Publix			1.79													
	Publix	Publix	smoked		4.49													
	Save-a-Lot	n/i			1.79													
	Shop Rite	Pride of the Farm			1.49													
Top Bee								0.99										
Super Dollar	n/i			1.69														
Target	Market Pantry			0.99														
TC Grocery	Top Bee							1.19										
Honeysuckle				1.69														
Tietgens	Honeysuckle			1.79														
Whole Foods South	n/i	ABF		4.99														
VA	Associated	Perdue				1.49	2.99											
	Shady Brook				1.99													
	Farm Fresh	Perdue			1.59													
	Food City	n/i			1.69													
	Food Country	n/i			1.58													
	Food Lion	n/i			1.59													
	Perdue					1.49												
	Galaxy Food	n/i			1.58				1.28									
	Giant Food	n/i			1.99													
	Grant's	n/i			1.49													
	Harris Teeter	Harris Teeter			2.29													

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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	
VA <i>(cont)</i>	Ingle's Market	Perdue				1.38												
		Honeysuckle			1.78													
	Kroger MidAtlantic	Pride of the Farm			1.59													
		Shady Brook		2.49														
		Tyson					2.33											
	Lowe's Foods	Perdue				1.69												
		Jennie-O			1.99													
	Martin's Food	n/i			1.99													
	Piggly Wiggly Retail	Top Bee						0.99										
		Festive			1.39													
		Springer Mtn	ABF			1.39												
	Piggly Wiggly Stores	n/i			1.38													
	Safeway Eastern	Perdue				1.49												
		Shady Brook		3.49														
	Save-a-Lot	n/i			1.79													
	Shoppers Food	Perdue				0.99												
Super Dollar	n/i			1.69														
Target	Market Pantry			0.99														
Wegman's	Wegman's	brined	4.99															
Whole Food MdAt	n/i	ABF	4.99															
WV	Food Lion	n/i			1.59													
		Perdue				1.49												
	Foodland	Pride of the Farm			1.49													
	Galaxy Food	n/i			1.58				1.28									
	Giant Eagle	Honeysuckle			1.99													
		Giant Eagle				1.39												
	Grant's	n/i			1.49													
	Kroger Columbus	Honeysuckle			1.89													
	Kroger MidAtlantic	Pride of the Farm			1.59													
		Shady Brook		2.49														
		Tyson					2.33											
	Martin's Food	n/i			1.99													
	Piggly Wiggly Stores	n/i			1.38													
	Riesbeck's	Festive			1.99													
Save-a-Lot	n/i			1.79														
Shop'n Save	Pride of the Farm			1.79														

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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							
WV <i>(cont)</i>	Sparkle	n/i								1.69								
		Honeysuckle			1.99													
	Target	Market Pantry			0.99													
	Weis Markets	Perdue				1.49												
	Weis			2.69	1.98													

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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							
MIDWESTERN U.S. - IA,IL,IN,MI,MN,ND,NE,OH,SD,WI																		
IA	Affiliated MW	Shurfine			1.59													
	Family Foods	Festive			1.39													
	Hometown Foods	Festive			1.59													
	Hy-Vee	Honeysuckle			1.48													
		n/i											2.99					
	Jewel-Osco	Jennie-O			1.99													
		Perdue				1.49												
		Tyson						3.11										
	Maynard's	Shurfine			1.99													
	No Frills	Festive			1.69													
	Price Chopper	Honeysuckle			1.99													
	Quillin's	Festive			1.59													
	Save-a-Lot	n/i			1.79													
	Sunshine Foods	Shurfine			1.79													
Super Saver	Honeysuckle			1.48														
Target	Market Pantry			0.99														
Thriftway Stores	Honeysuckle			1.69														
IL	Affiliated MW	Shurfine			1.59													
	Berkot's	n/i			1.79													
	Borowiak's IGA	n/i			1.48													
	Brookhaven	n/i											3.49					
	Butera Market	Gerber	ABF			1.19												
		Honeysuckle			1.99													
		n/i		2.29									2.99					
	County Market	n/i			1.49													
	Cub Foods	Jennie-O			1.79													
	Dierberg's	Honeysuckle		3.49	2.17													
		Perdue				1.69												
	Fairplay Foods	Butterball			1.69													
		Maple Leaf											2.79					
		Tyson						2.55										
Heinen's	Heinen's		3.99															
Hy-Vee	Honeysuckle			1.48														
	n/i											2.99						
Jewel-Osco	Jennie-O			1.99														
Joe Caputo	Tyson						1.99											

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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	frozen
IL <i>(cont)</i>	Kroger Central	Honeysuckle			1.79													
	Kroger Louisville	Butterball			1.79													
		Perdue				0.99												
	Pete's Market	Perdue				1.39												
	Piggly Wiggly MW	Perdue									1.03	1.03						
		n/i			2.49													
	Save-a-Lot	n/i			1.79													
	Shop & Save Market	n/i			2.69						0.99	0.99						
		Patti Jean						2.47										
		Maple Leaf											3.59					
	Shop'n Save	Honeysuckle				1.99												
	Strack & VanTil	Sanderson Farms				1.79												
		n/i												2.99				
	Sullivan's	n/i				1.49												
	Target	Market Pantry				0.99												
	Tony's Finer Foods	Perdue					1.29											
		Centrella					1.99											
Ultra Foods	Sanderson Farms					1.79												
	n/i												2.99					
Valli Produce	Maple Leaf												2.99					
Walt's	n/i				1.99													
Woodman's	Honeysuckle				1.59													
IN	Al's Supermarkets	Honeysuckle		2.79	1.79													
		Miller	ABF			1.69												
		Tyson						2.33										
	Fresh Encounter	n/i			1.99													
	Jay C	Pride of the Farm			1.79													
	Jewel-Osco	Jennie-O			1.99													
	Kroger Central	Honeysuckle			1.79													
	Kroger Cincinnati	Honeysuckle			1.49													
	Kroger Louisville	Butterball			1.79													
		Perdue					0.99											
	Millers Market	Honeysuckle			1.99													
	Save-a-Lot	n/i			1.79													
	Strack & VanTil	Sanderson Farms					1.79											
	n/i												2.99					
Target	Market Pantry				0.99													

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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							
IN <i>(cont)</i>	Ultra Foods	Sanderson Farms				1.79												
		n/i										2.99						
	Walt's	n/i			1.99													
	Wesselman's	Festive Pilgrim's			1.69													
MI	Affiliated MW	Shurfine			1.59													
	Busch's	Miller	ABF			1.49												
	Family Fare	Spartan			1.79													
	Glory Supermarket	Tyson						2.54										
		Pride of the Farm			1.99													
		Chef's Choice						2.33										
		Culver											2.99					
	Kroger Central	Honeysuckle			1.79													
	Kroger Columbus	Honeysuckle			1.89													
	Kroger Michigan	Honeysuckle			1.79													
	Millers Market	Honeysuckle			1.99													
	Plumbs/Duthlers	n/i			1.59													
	Spartan Stores	n/i					1.39											
	Target	Market Pantry			0.99													
	Toms/Oleson's	Spartan			1.79													
		n/i					1.39											
Save-a-Lot	n/i			1.79														
Super One Foods	Jennie-O			1.49														
	Gold'n Plump					1.66												
Tadych's	Festive			1.49														
VG's Food Center	Spartan			1.79														
MN	Affiliated MW	Shurfine			1.59													
	Cub Foods	Jennie-O			1.79													
	Econofoods	Festive			1.69													
	Family Fare	Festive			1.69													
	Family Fresh Market	Festive			1.69													
	Hornbacher's	Farm Fresh			1.79													
	Hugo's	Festive			1.48													
	Hy-Vee	Honeysuckle			1.48													
		n/i											2.99					
	Maynard's	Shurfine			1.99													
	Quillin's	Festive			1.59													

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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							
MN <i>(cont)</i>	Save-a-Lot	n/i			1.79													
	Sun Mart	Festive			1.69													
	Sunshine Foods	Shurfine			1.79													
	Super One Foods	Jennie-O			1.49													
	Target	Gold'n Plump Market Pantry			0.99	1.66												
ND	Hornbacher's	Farm Fresh			1.79													
	Hugo's	Festive			1.48													
	Target	Market Pantry			0.99													
NE	Affiliated MW	Shurfine			1.59													
	Apple Market	Honeysuckle			1.99													
	Bag'n Save	Festive			1.69													
	Baker's	Honeysuckle			2.49													
	Family Fresh Market	Festive			1.69													
	Hy-Vee	Honeysuckle			1.48													
		n/i										2.99						
	Russ's Market	Honeysuckle			1.49													
	Safeway Denver	Honeysuckle			1.89													
	Sun Mart	Festive			1.69													
	Super Saver	Honeysuckle			1.48													
	Target	Market Pantry			0.99													
Thriftway Stores	Honeysuckle			1.69														
OH	Acme Fresh Market	Gerber	ABF			1.89												
	Buehlers	n/i			1.17													
	Chief	n/i			1.99													
	Dave's Markets	n/i				1.49												
	Foodland	Pride of the Farm			1.49													
	Fresh Encounter	n/i			1.99													
	Giant Eagle	Honeysuckle			1.99													
		Giant Eagle				1.39												
	Heinen's	Heinen's		3.99														
	Kroger Central	Honeysuckle			1.79													
	Kroger Cincinnati	Honeysuckle			1.49													
	Kroger Columbus	Honeysuckle			1.89													
	Kroger MidAtlantic	Pride of the Farm			1.59													
	Shady Brook			2.49														
	Tyson							2.33										

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Prices in \$US per pound unless otherwise noted.

Easter 2016
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	
OH <i>(cont)</i>	Millers Market	Honeysuckle			1.99													
	Piggly Wiggly Stores	n/i			1.38													
	Remke Markets	Honeysuckle			1.79													
		Tyson						2.40										
	Riesbeck's	Festive			1.99													
	Save-a-Lot	n/i			1.79													
	Shop'n Save	Pride of the Farm			1.79													
	Sparkle	n/i																
		Honeysuckle				1.99												
	Target	Market Pantry				0.99												
	Thorne's Market	1893 Premium					1.39											
Weis Markets	Perdue					1.49		1.98										
	Weis			2.69	1.98													
	Whole Food MdAt	n/i	ABF	4.99														
SD	Affiliated MW	Shurfine			1.59													
	Family Thrift	Festive			1.69													
	Hy-Vee	Honeysuckle			1.48													
		n/i											2.99					
	Ken's Super Fair	Festive			1.59													
		Maple Leaf												2.99				
	Maynard's	Shurfine			1.99													
	Safeway Denver	Honeysuckle			1.89													
	Sunshine Foods	Shurfine			1.79													
Target	Market Pantry			0.99														
WI	Affiliated MW	Shurfine			1.59													
	Econofoods	Festive			1.69													
	Family Fresh Market	Festive			1.69													
	Hy-Vee	Honeysuckle			1.48													
		n/i												2.99				
	Marketplace (WI)	Gold'n Plump				1.59												
	Pick'n Save/Copps	Jennie-O			1.99													
		Perdue						2.80										
	Piggly Wiggly MW	Perdue									1.03	1.03						
		n/i		2.49														
Quillin's	Festive			1.59														
Save-a-Lot	n/i			1.79														

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Prices in \$US per pound unless otherwise noted.

Easter 2016
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>	Shurfine Food	Honeysuckle			1.68													
		Tyson				1.49												
	Super One Foods	Jennie-O			1.49													
		Gold'n Plump				1.66												
	Tadych's	Festive			1.49													
	Target	Market Pantry			0.99													
Woodman's	Honeysuckle			1.59														

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Prices in \$US per pound unless otherwise noted.

Easter 2016
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							
SOUTH CENTRAL U.S. - AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT																		
AR	Bill's Fresh Market	n/i							1.29									
		Honeysuckle			1.79													
	Cranford's	Honeysuckle			1.48													
		n/i							0.88									
	Edward's	Honeysuckle			1.58													
	Food Giant	n/i							1.00									
		Honeysuckle				1.70												
	G&W Foods	Tyson						2.33										
		Honeysuckle				1.58												
	Hays Supermarkets	n/i							0.98									
	Kroger Delta	n/i				1.69												
	Mac's Fresh Market	n/i							0.99									
		Tyson						2.66										
		Honeysuckle				1.59												
	Piggly Wiggly Hchns	n/i							0.98									
Pyramid Foods	Honeysuckle				1.69													
Rehkopf's	Honeysuckle				1.79													
Save-a-Lot	n/i				1.79													
Target	Market Pantry				0.99													
TC Grocery	Top Bee							1.19										
	Honeysuckle				1.69													
AZ	Fry's	n/i			1.59													
	Safeway Southwest	Sanderson Farms				1.49												
		Tyson						1.82										
	Smith's	Honeysuckle				1.59												
Target	Market Pantry				0.99													
CO	Associated Foods	Jennie-O			1.39													
	King Soopers	Honeysuckle			1.99													
	Ridley's	Jennie-O			1.27													
	Safeway Denver	Honeysuckle			1.89													
	Save-a-Lot	n/i			1.79													
	Sun Mart	Festive			1.69													
	Target	Market Pantry			0.99													
KS	Affiliated MW	Shurfine			1.59													
	Apple Market	Honeysuckle			1.99													

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Prices in \$US per pound unless otherwise noted.

Easter 2016
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>	Country Mart	n/i											3.29					
		Honeysuckle			1.79													
		Tyson						2.92										
	Dillon's	Honeysuckle			2.49													
	G&W Foods	Tyson					2.33											
		Honeysuckle			1.58													
	Hen House	n/i		3.29														
	Hy-Vee	Honeysuckle			1.48													
		n/i											2.99					
	Price Chopper	Honeysuckle			1.99													
	Save-a-Lot	n/i			1.79													
	Sun Fresh	n/i											3.29					
	Tyson						2.92											
Target	Market Pantry			0.99														
Thriftway Stores	Honeysuckle			1.69														
Wood's	Honeysuckle			1.88														
LA	Breaux Mart	n/i							0.99									
	Kroger Dallas	Tyson					2.33											
	Kroger Houston	Tyson					2.33											
	Mac's Fresh Market	n/i						0.99										
		Tyson					2.66											
		Honeysuckle			1.59													
	Ramey's Marketplace	n/i						0.98										
	Rouses	Tyson					2.72											
	Save-a-Lot	n/i			1.79													
	Target	Market Pantry			0.99													
Winn-Dixie	n/i			2.00														
MO	Affiliated MW	Shurfine			1.59													
	Apple Market	Honeysuckle			1.99													
	C&R Market	Festive			1.89													
	County Market	n/i			1.49													
	Country Mart	n/i										3.29						
		Honeysuckle			1.79													
		Tyson					2.92											
	Dierberg's	Honeysuckle		3.49	2.17													
	Perdue				1.69													

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Prices in \$US per pound unless otherwise noted.

Easter 2016
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>	Food Giant	n/i							1.00									
		Honeysuckle			1.70													
	G&W Foods	Tyson						2.33										
		Honeysuckle			1.58													
	Gerbe's	Honeysuckle			2.49													
	Hays Supermarkets	n/i							0.98									
	Hen House	n/i		3.29														
	Hy-Klas Foods	Honeysuckle			1.69													
	Hy-Vee	Honeysuckle			1.48													
		n/i											2.99					
	Kroger Central	Honeysuckle			1.79													
	Kroger Delta	n/i			1.69													
	Moser's	Honeysuckle			1.79													
		Tyson						2.92										
		n/i											3.29					
	Prenger Foods	Honeysuckle			1.57													
		Tyson						2.66										
	Price Chopper	Honeysuckle			1.99													
	Pyramid Foods	Honeysuckle			1.69													
	Save-a-Lot	n/i			1.79													
Shop'n Save	Honeysuckle			1.99														
Sun Fresh	n/i												3.29					
	Tyson						2.92											
Target	Market Pantry			0.99														
TC Grocery	Top Bee								1.19									
	Honeysuckle			1.69														
Thriftway Stores	Honeysuckle			1.69														
Town & Country	Honeysuckle			1.79														
Wood's	Honeysuckle			1.88														
NM	King Soopers	Honeysuckle			1.99													
	Lawrence Bros.	Honeysuckle			1.79													
	Safeway Denver	Honeysuckle			1.89													
	Smith's	Honeysuckle			1.59													
	Target	Market Pantry			0.99													
OK	Country Mart	n/i											3.29					
		Honeysuckle			1.79													
		Tyson					2.92											

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Prices in \$US per pound unless otherwise noted.

Easter 2016
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>	Nichols	Honeysuckle			1.79													
		Tyson						2.66										
	Pyramid Foods	Honeysuckle			1.69													
	Reasor's	Honeysuckle			1.98													
		Tyson						2.92										
	Rehkopf's	Honeysuckle			1.79													
	Save-a-Lot	n/i			1.79													
Target	Market Pantry			0.99														
TX	Diamond IGA	Honeysuckle			1.79													
	Kroger Dallas	Tyson						2.33										
	Kroger Houston	Tyson						2.33										
	Lawrence Bros.	Honeysuckle			1.79													
	Minyard's Sun Fresh	Honeysuckle			1.89													
	Rehkopf's	Honeysuckle			1.79													
	Save-a-Lot	n/i			1.79													
	Target	Market Pantry			0.99													
UT	Associated Foods	Jennie-O			1.39													
	Fresh Market	Jennie-O			1.39													
	Harmon's	n/i		2.59														
	King Soopers	Honeysuckle			1.99													
	Ridley's	Jennie-O			1.27													
	Smith's	Honeysuckle			1.59													
	Stokes Market	Jennie-O			1.29													
	Target	Market Pantry			0.99													

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Prices in \$US per pound unless otherwise noted.

Easter 2016
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							
SOUTHWESTERN U.S. - CA,HI,NV																		
CA	Albertsons SoCal	Tyson n/i	ABF		1.99				1.99									
	Jons Marketplace	Tyson							2.49									
	Mollie Stones	Mary's		5.99														
	Ralph's	Tyson							1.99									
	Ray's Food Place	n/i							1.99									
	Save Mart	Foster Farms		2.99														
	Save-a-Lot	n/i							1.79									
	Stater Bros.	Buckley Farms							1.99									
	Target	Honeysuckle Market Pantry							1.99 0.99									
HI	Target	Market Pantry					0.99											
NV	Associated Foods	Jennie-O						1.29										
	Ridley's	Jennie-O						1.27										
	Save-a-Lot	n/i						1.79										
	Smith's	Honeysuckle						1.59										
	Target	Market Pantry						0.99										

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Prices in \$US per pound unless otherwise noted.

Easter 2016
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							
NORTHWESTERN U.S. - AK,ID,MT,OR,WA,WY																		
AK	Carrs/Safeway Seattle	Jennie-O		3.49														
	Fred Meyer	Foster Farms		2.99														
ID	Fred Meyer	Foster Farms		2.99														
	Ridley's	Jennie-O			1.27													
	Safeway Seattle	Jennie-O		2.99														
	Smith's	Honeysuckle			1.59													
	Stokes Market	Jennie-O			1.29													
	Target	Market Pantry			0.99													
	Yoke's Fresh Market	n/i			2.29													
MT	Associated Foods	Jennie-O			1.39													
	Reynold's Market	n/i			1.49													
	Safeway Seattle	Jennie-O		2.99														
	Smith's	Honeysuckle			1.59													
	Stokes Market	Jennie-O			1.29													
OR	Albertsons Portland	Jennie-O			BOGO													
	Associated Foods	Jennie-O			1.29													
	Fred Meyer	Foster Farms		2.99														
	IGA Market Fresh	Jennie-O			1.99													
	QFC	Northwest Natural		2.79														
	Ray's Food Place	n/i			1.99													
	Safeway Portland	Jennie-O		2.99														
	Save-a-Lot	n/i			1.79													
	Select Markets	Jennie-O			1.99													
	Target	Market Pantry			0.99													
WA	Albertsons Portland	Jennie-O			BOGO													
	Fred Meyer	Foster Farms		2.99														
	IGA Market Fresh	Jennie-O			1.99													
	Metropolitan	Northwest Natural		2.99														
	QFC	Northwest Natural		2.79														
	Safeway Portland	Jennie-O		2.99														
	Safeway Seattle	Jennie-O		2.99														
	Save-a-Lot	n/i			1.79													
	Select Markets	Jennie-O			1.99													
	Target	Market Pantry			0.99													
	The Markets	n/i			1.98			2.48										
	Yoke's Fresh Market	n/i		2.29														

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

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Easter 2016
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 MW	Shurfine			1.59													
	King Soopers	Honeysuckle			1.99													
	Ridley's	Jennie-O			1.27													
	Safeway Denver	Honeysuckle			1.89													
	Smith's	Honeysuckle			1.59													

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Prices in \$US per unit

Easter 2016
SHELL EGGS

State	Supermarket	Label	Egg Size					Conventional Shell Eggs					Specialty Shell Eggs						Conditions		
								White					Omega-3		Organic		Cage-Free			Veg-Fed	
			JM	XL	LG	MD	SM	12	18	20	30	60	White	Brown	White	Brown	White	Brown		White	Brown
															12 pack	12 pack	12 pack				
NORTHEASTERN U.S. - CT,DC,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT																					
CT	ACME Markets	ISE			x					3.88											
	AF Basket	Farmer's Hen			x												2.50		2 for \$5.00		
	Associated	Farmer's Hen			x									3.99							
		Farmer's Hen			x										1.49				6-pack		
		Nature's Yoke			x									2.99					6-pack		
		Nature's Yoke			x												3.99				
	Best Market	Mitlitsky's		x				1.50											2 for \$3.00		
	Big Y	Eggland's Best			x					2.50									2 for \$5.00		
		Farmer's Hen			x													2.99			
		Full Circle	x															3.99			
		Full Circle			x													3.99			
	Bravo	Land O Lakes		x															2.79		
		Land O Lakes			x														2.99		
	C-Town	Land O Lakes		x															2.79		
		Land O Lakes			x														2.99		
	Food Bazaar	Sunshine Farms	x															2.99			
		Pete & Gerry's			x									4.99							
		Bogopa			x													2.99			
		Esbenshade				x		1.00											5 for \$5.00		
	Highland Park	Farmer's Cow			x													3.00	2 for \$6.00		
	Key Food	n/i	x					0.98											w/\$10 purchase; limit 1		
		Pete & Gerry's		x										4.29							
		Pete & Gerry's			x									2.99							
		Land O Lakes		x															2.99		
		Land O Lakes			x														2.79		
	Kings	Safest Choice			x			3.50											pasteurized; 2 for \$7		
	Marc's	Eggland's Best		x						2.50									2 for \$5.00		
	Mrs. Green's	Mountainside		x													3.99		local		
		Mountainside			x												3.99		local		
		Mountainside			x									3.99							
	ShopRite	ShopRite			x					6.49								2.50			
		ShopRite			x			1.77											limit 4		
		Eggland's Best			x						2.49								limit 4		
	Stew Leonard's	Stew's			x									2.99							
	Target	Market Pantry			x			0.99	2.49												

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Prices in \$US per unit

Easter 2016
SHELL EGGS

State	Supermarket	Label	Egg Size					Conventional Shell Eggs					Specialty Shell Eggs						Conditions		
								White					Omega-3		Organic		Cage-Free			Veg-Fed	
			JM	XL	LG	MD	SM	12	18	20	30	60	White	Brown	White	Brown	White	Brown		White	Brown
															12 pack	12 pack	12 pack				
DC	Harris Teeter Safeway Eastern Target	Harris Teeter			x															w/ store card	
		Harris Teeter			x															w/o store card	
		Pete & Gerry's			x										4.49					w/ store card	
		Pete & Gerry's			x										5.99					w/o store card	
		Open Nature Market Pantry			x x												3.99			18-pack	
DE	ACME Markets Fresh Grocer	ISE			x																
		ShopRite			x																
	Harris Teeter	Egglan's Best			x									2.50							2 for \$5.00
		Harris Teeter			x																w/ store card
		Harris Teeter			x																w/o store card
	Pete & Gerry's	Pete & Gerry's			x																w/ store card
		Pete & Gerry's			x																w/o store card
		Pete & Gerry's			x																w/o store card
	Redner's	Redner's			x																limit 3
		Redner's			x																
	Safeway Eastern ShopRite	Egglan's Best			x																
		Open Nature			x																18-pack
		ShopRite			x																
ShopRite	ShopRite			x																	
	ShopRite			x																limit 4	
	Egglan's Best			x																limit 4	
Shurfine	Best Yet			x																2 for \$3.00; limit 1	
	Best Yet			x																3 for \$4.00	
Target	Market Pantry			x																	
MA	AF Basket Associated	Farmer's Hen			x															2 for \$5.00	
		Farmer's Hen			x																
		Farmer's Hen			x																
	Big Y	Nature's Yoke			x																6-pack
		Nature's Yoke			x																6-pack
		Egglan's Best			x																2 for \$5.00
		Farmer's Hen			x																
	Full Circle	Full Circle			x																
		Full Circle			x																
		Full Circle			x																
	C-Town	Land O Lakes			x																2.79
Land O Lakes				x																2.99	
Market Basket	Land O Lakes			x																2.50	

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Prices in \$US per unit

Easter 2016
SHELL EGGS

State	Supermarket	Label	Egg Size					Conventional Shell Eggs					Specialty Shell Eggs								Conditions	
								White					Omega-3			Organic		Cage-Free		Veg-Fed		
			JM	XL	LG	MD	SM	12	18	20	30	60	White	Brown	White	Brown	White	Brown	White	Brown		
													12	18	12	12 pack	12 pack	12 pack				
MA <i>(cont)</i>	Met Foods	Land O Lakes		x															2.99	18-pack		
		Eggland's Best			x						2.99											
	Seabra Foods	n/i			x					1.49										brown		
	Shaw's	Land O Lakes			x														2.99			
		Open Nature																	2.50	4 for \$10		
		Lucerne			x						2.50										4 for \$10	
		Lucerne				x					2.50										4 for \$10	
		Lucerne				x						2.99										
		Eggland's Best			x						2.99											
		Eggland's Best				x					2.99											
		Pete & Gerry's				x													2.00		6-pack	
	Star Market	Land O Lakes				x														2.99		
		Open Nature																		2.50	4 for \$10	
		Lucerne			x						2.50											4 for \$10
		Lucerne				x					2.50											4 for \$10
		Lucerne				x						2.99										
		Eggland's Best			x						2.99											
		Eggland's Best				x					2.99											
		Pete & Gerry's				x														2.00		6-pack
	Target	Market Pantry				x					0.99	2.49										
Trucchi's	Land O Lakes				x															2.69		
	Farmer's Hen				x														3.99			
	Farmer's Hen				x															3.99	18-pack	
	Wegman's	Wegman's			x																	
MD	ACME Markets	ISE			x							3.88										
	Associated	Farmer's Hen			x														3.99			
		Farmer's Hen			x														1.49		6-pack	
		Nature's Yoke			x														2.99		6-pack	
		Nature's Yoke			x															3.99		
	Harris Teeter	Harris Teeter			x					1.97												w/ store card
		Harris Teeter			x					2.50												w/o store card
		Pete & Gerry's			x														4.49			w/ store card
		Pete & Gerry's			x														5.99			w/o store card
	Redner's	Redner's			x					0.99												limit 3
		Redner's			x					1.79												
		Eggland's Best			x								2.29									

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Prices in \$US per unit

Easter 2016
SHELL EGGS

State	Supermarket	Label	Egg Size					Conventional Shell Eggs					Specialty Shell Eggs						Conditions		
								White					Omega-3		Organic		Cage-Free			Veg-Fed	
			JM	XL	LG	MD	SM	12	18	20	30	60	White	Brown	White	Brown	White	Brown		White	Brown
															12 pack	12 pack	12 pack				
MD <i>(cont)</i>	Safeway Eastern	Open Nature			x													3.99			18-pack limit 4 limit 4 2 for \$3.00; limit 1 3 for \$4.00
	Shoppers Food	Essential Everyday			x				1.99												
	ShopRite	ShopRite			x					6.49								2.50			
	ShopRite	ShopRite			x				1.77												
	Shurfine	Eggland's Best			x							2.49									
	Shurfine	Best Yet			x				1.50												
	Shurfine	Best Yet			x				1.33												
	Target	Market Pantry			x				0.99	2.49											
Wegman's	Wegman's			x													3.99				
ME	Market Basket	Land O Lakes			x															2.50	2 for \$5.00 2.99 4 for \$10 4 for \$10 4 for \$10 6-pack
	Shaw's	Land O Lakes			x																
	Shaw's	Open Nature																2.50			
	Shaw's	Lucerne			x							2.50									
	Shaw's	Lucerne				x						2.50									
	Shaw's	Lucerne				x			2.99												
	Shaw's	Eggland's Best			x																
	Shaw's	Eggland's Best				x															
	Target	Pete & Gerry's			x											2.00					
Target	Market Pantry			x				0.99	2.49												
NH	Market Basket	Land O Lakes			x															2.50	2 for \$5.00 2.99 4 for \$10 4 for \$10 4 for \$10 6-pack
	Shaw's	Land O Lakes			x																
	Shaw's	Open Nature																2.50			
	Shaw's	Lucerne			x							2.50									
	Shaw's	Lucerne				x						2.50									
	Shaw's	Lucerne				x			2.99												
	Shaw's	Eggland's Best			x																
	Shaw's	Eggland's Best				x															
	Target	Pete & Gerry's			x											2.00					
Target	Market Pantry			x				0.99	2.49												
NJ	ACME Markets	ISE			x																6-pack 6-pack 2 for \$3.00
	Associated	Farmer's Hen			x											3.99					
	Associated	Farmer's Hen			x												1.49				
	Associated	Nature's Yoke			x											2.99					
	Associated	Nature's Yoke			x													3.99			
	Best Market	Mitlitsky's			x				1.50												

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Prices in \$US per unit

Easter 2016
SHELL EGGS

State	Supermarket	Label	Egg Size					Conventional Shell Eggs					Specialty Shell Eggs						Conditions					
			JM	XL	LG	MD	SM	White					Omega-3		Organic		Cage-Free			Veg-Fed				
								12	18	20	30	60	White	Brown	White	Brown	White	Brown		White	Brown			
													12 pack		12 pack		12 pack							
NJ <i>(cont)</i>	Bravo	Land O Lakes		x																2.79				
		Land O Lakes			x																2.99			
	C-Town	Land O Lakes		x																	2.79			
		Land O Lakes			x																	2.99		
	Fine Fare	n/i		x				1.29																
	Food Bazaar	Sunshine Farms	x																		2.99			
		Pete & Gerry's			x																4.99			
		Bogopa			x																	2.99		
		Esbenshade				x		1.00															5 for \$5.00	
	Foodtown	Land O Lakes		x																		2.48	w/ store card	
		Nature's Yoke			x																	3.59		
	Key Food	n/i	x					0.98															w/\$10 purchase; limit 1	
		Pete & Gerry's			x																	4.29		
		Pete & Gerry's			x																	2.99		
		Land O Lakes			x																		2.99	
		Land O Lakes				x																	2.79	
	Kings	Safest Choice				x		3.50															pasteurized; 2 for \$7	
	Met Foods	Land O Lakes		x																			2.99	18-pack
		Eggland's Best				x								2.99										
	Mrs. Green's	Mountainside			x																		3.99	local
		Mountainside				x																	3.99	local
		Mountainside				x																	3.99	
	Pioneer Foods	Land O Lakes			x																		2.99	18-pack
Seabra Foods	n/i			x			1.49																brown	
ShopRite	ShopRite				x					6.49													2.50	
	ShopRite				x			1.77															limit 4	
	Eggland's Best				x								2.49										limit 4	
Supremo Food	Hillandale Farms					x																2.50	2 for \$5.00	
Target	Market Pantry				x		0.99	2.49																
Thriftway	Land O Lakes			x																			2.99	
	Land O Lakes				x																		2.99	
Uncle Giuseppe's	Land O Lakes			x																			2.50	2 for \$5.00
Wegman's	Wegman's				x																		3.99	
Western Beef	Farm Fresh					x	0.99																	
NY	ACME Markets	ISE			x					3.88														
	AF Basket	Farmer's Hen			x																		2.50	2 for \$5.00

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Prices in \$US per unit

Easter 2016
SHELL EGGS

State	Supermarket	Label	Egg Size					Conventional Shell Eggs					Specialty Shell Eggs						Conditions							
								White					Omega-3		Organic		Cage-Free			Veg-Fed						
			JM	XL	LG	MD	SM	12	18	20	30	60	White	Brown	White	Brown	White	Brown		White	Brown					
												12 pack		12 pack		12 pack										
NY <i>(cont)</i>	Associated	Farmer's Hen			x											3.99										
		Farmer's Hen			x												1.49									6-pack
		Nature's Yoke			x												2.99									6-pack
		Nature's Yoke			x														3.99							
	Best Market	Mitlitsky's		x				1.50																		2 for \$3.00
		Bravo		x																						2.79
	C-Town	Land O Lakes			x																					2.99
		Land O Lakes				x																				2.79
	D'Agostino's	Land O Lakes				x																				2.99
		DeCiccio	Land O Lakes				x																			2.99
	Fine Fare	Sunshine Farms	x														3.99									
		n/i		x				1.29																		
	Food Bazaar	Sunshine Farms	x																							2.99
		Pete & Gerry's				x											4.99									
		Bogopa				x																				2.99
		Esbenshade					x	1.00																		
	Foodtown	Land O Lakes			x																					2.48
		Nature's Yoke				x																				3.59
	Great American	Best Yet					x	0.79																		
		Key Food	n/i	x				0.98																		w/\$10 purchase; limit 1
	King Kullen	Pete & Gerry's			x												4.29									
		Pete & Gerry's				x											2.99									
		Land O Lakes			x																					2.99
		Land O Lakes				x																				2.79
		Land O Lakes			x																					2.50
		Land O Lakes				x																				2.50
	Kings	Safest Choice				x		3.50																		pasteurized; 2 for \$7
		Met Foods	Land O Lakes			x																				2.99
	Mrs. Green's	Eggland's Best					x							2.99												
		Mountainside			x																					local
Mountainside					x																				local	
Mountainside					x											3.99										
Net Cost Market	Pine Belt			x			0.95																		w/ store card	
	Pine Belt			x			1.39																		w/o store card	

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Prices in \$US per unit

Easter 2016
SHELL EGGS

State	Supermarket	Label	Egg Size					Conventional Shell Eggs					Specialty Shell Eggs						Conditions							
								White					Omega-3		Organic		Cage-Free			Veg-Fed						
			JM	XL	LG	MD	SM	12	18	20	30	60	White	Brown	White	Brown	White	Brown		White	Brown					
															12 pack	12 pack	12 pack									
NY (cont)	North Shore	n/i		x							0.99												limit 4			
		n/i		x							1.49						3.99									
	Peck's Market	Farmer's Hen				x																1.99				
	Pioneer Foods	Land O Lakes				x																	2.99	18-pack		
	ShopRite	ShopRite																					2.50			
		ShopRite										1.77													limit 4	
		Egglard's Best																							limit 4	
	Stew Leonard's	Stew's																								
	Target	Market Pantry										0.99	2.49													
	Tops Market	Tops										BOGO														
	Trade Fair	Nature's Yoke																								
	Uncle Giuseppe's	Land O Lakes																								
Wegman's	Wegman's																									
Western Beef	Farm Fresh																									
PA	ACME Markets	ISE																								
	Associated	Farmer's Hen																								
		Farmer's Hen																								
		Nature's Yoke																								
		Nature's Yoke																								
	Boyer Food	Egglard's Best																								
	Bravo	Land O Lakes																								
		Land O Lakes																								
	C-Town	Land O Lakes																								
		Land O Lakes																								
	Family Owned	Family Owned																								
	Fine Fare	n/i																								
	Foodtown	Land O Lakes																								
		Nature's Yoke																								
	Fresh Grocer	ShopRite																								
		Egglard's Best																								
	Key Food	n/i																								
	Pete & Gerry's																									
	Pete & Gerry's																									
	Land O Lakes																									
	Land O Lakes																									
Kuhn's	Kuhn's																									

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Prices in \$US per unit

Easter 2016
SHELL EGGS

State	Supermarket	Label	Egg Size					Conventional Shell Eggs					Specialty Shell Eggs						Conditions								
								White					Omega-3		Organic		Cage-Free			Veg-Fed							
			JM	XL	LG	MD	SM	12	18	20	30	60	White	Brown	White	Brown	White	Brown		White	Brown						
															12 pack	12 pack	12 pack										
PA (cont)	Net Cost Market	Pine Belt		x							0.95												w/ store card				
		Pine Belt		x							1.39												w/o store card				
	Pioneer Foods	Land O Lakes		x																		2.99	18-pack				
	Redner's	Redner's			x						0.99												limit 3				
		Redner's			x						1.79																
		Egglard's Best		x										2.29													
	Safeway Eastern	Open Nature			x																		3.99	18-pack			
	ShopRite	ShopRite			x																		2.50				
		ShopRite			x							1.77													limit 4		
		Egglard's Best			x									2.49											limit 4		
	Shurfine	Best Yet			x																			1.50	2 for \$3.00; limit 1		
		Best Yet			x																			1.33	3 for \$4.00		
	ShurSave	Best Yet			x																				1.99		
	Supremo Food	Hillandale Farms					x																		2.50	2 for \$5.00	
	Target	Market Pantry			x							0.99	2.49														
	Thriftway	Land O Lakes		x																					2.99		
	Land O Lakes			x																				2.99			
Tops Market	Tops					x					BOGO																
Wegman's	Wegman's			x																					3.99		
RI	Associated	Farmer's Hen			x																				3.99		
		Farmer's Hen			x																				1.49	6-pack	
		Nature's Yoke			x																				2.99	6-pack	
		Nature's Yoke			x																					3.99	
	Bravo	Land O Lakes		x																						2.79	
		Land O Lakes			x																					2.99	
	Dave's Marketplace	Farmer's Hen			x																				3.99		
	Seabra Foods	n/i		x								1.49															brown
	Shaw's	Land O Lakes			x																					2.99	
		Open Nature																								2.50	4 for \$10
		Lucerne		x											2.50												4 for \$10
		Lucerne			x										2.50												4 for \$10
		Lucerne			x								2.99														
		Egglard's Best		x											2.99												
		Egglard's Best			x										2.99												
	Pete & Gerry's			x																					2.00	6-pack	
Target	Market Pantry			x							0.99	2.49															

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS
 Prices in \$US per unit

Easter 2016
 SHELL EGGS

State	Supermarket	Label	Egg Size					Conventional Shell Eggs					Specialty Shell Eggs								Conditions		
			JM	XL	LG	MD	SM	White					Omega-3		Organic		Cage-Free		Veg-Fed				
								12	18	20	30	60	White	Brown	White	Brown	White	Brown	White	Brown		White	Brown
VT	Shaw's	Land O Lakes			x															2.99			
		Open Nature																				4 for \$10	
		Lucerne		x								2.50										4 for \$10	
		Lucerne			x							2.50										4 for \$10	
		Lucerne			x					2.99													
		Eggland's Best		x								2.99											
		Eggland's Best			x							2.99											
	Pete & Gerry's			x																			
Tops Market	Tops				x				BOGO												6-pack		

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Prices in \$US per unit

Easter 2016
SHELL EGGS

State	Supermarket	Label	Egg Size					Conventional Shell Eggs					Specialty Shell Eggs						Conditions											
								White					Omega-3			Organic		Cage-Free		Veg-Fed										
			JM	XL	LG	MD	SM	12	18	20	30	60	12	18	12	White	Brown	White		Brown	White	Brown	White	Brown						
																12 pack		12 pack		12 pack										
SOUTHEASTERN U.S. - AL,FL,GA,KY,MS,NC,SC,TN,VA,WV																														
AL	Dollar General Market	n/i			x					1.50																				
	Food for Less	n/i																								2 for \$5.00				
	Ingle's Market	Pete & Gerry's			x																									
	Kroger Atlanta	Kroger			x																					2 for \$5.00				
		Simple Truth			x																						2 for \$5.00			
	Kroger Nashville	Kroger			x																									
		Simple Truth			x																									
	Piggly Wiggly HAC	Crystal Farm			x																									
		Crystal Farm			x																									
	Piggly Wiggly Hchr	P&R																												
		Best Choice																												
	Piggly Wiggly JTM	n/i																												
		n/i																												
	Publix	Publix			x																							limit 4		
	Sprout's	Sprout's			x																							2 for \$5.00		
Target	Market Pantry			x																										
United Grocery	n/i			x																										
Vowell's	Best Choice																													
	Best Choice			x																										
Winn-Dixie	Eggland's Best			x																										
FL	Dollar General Market	n/i			x																									
	Harris Teeter	Harris Teeter			x																							w/ store card		
		Harris Teeter			x																							w/o store card		
		Pete & Gerry's			x																							w/ store card		
		Pete & Gerry's			x																							w/o store card		
	IGA Florida	Morning Fresh																												
	Lucky's Market	Lucky's Market			x																						2 for \$5.00			
	Piggly Wiggly Hchr	P&R																												
		Best Choice																												
	Publix	Publix			x																								limit 4	
	Sedano's	Pete & Gerry's			x																									
	Target	Market Pantry			x																									
Winn-Dixie	Eggland's Best			x																										

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Prices in \$US per unit

Easter 2016
SHELL EGGS

State	Supermarket	Label	Egg Size					Conventional Shell Eggs					Specialty Shell Eggs						Conditions		
								White					Omega-3		Organic		Cage-Free			Veg-Fed	
			JM	XL	LG	MD	SM	12	18	20	30	60	White	Brown	White	Brown	White	Brown		White	Brown
													12	18	12	12 pack	12 pack	12 pack			
GA	Bi-Lo	Eggland's Best			x						2.50										
	Dollar General Mkt	n/i			x					1.50											
	Food City	Full Circle			x												2.99				
	Harris Teeter	Harris Teeter			x							1.97								w/ store card	
		Harris Teeter			x							2.50								w/o store card	
	Pete & Gerry's	Pete & Gerry's			x											4.49				w/ store card	
		Pete & Gerry's			x											5.99				w/o store card	
	Ingle's Market	Pete & Gerry's			x											3.48					
	Kroger Atlanta	Kroger			x							2.50								2 for \$5.00	
		Simple Truth			x													2.50	2.50	2 for \$5.00	
	Lucky's Market	Lucky's Market			x													2.50		2 for \$5.00	
	Piggly Wiggly GA	Piggly Wiggly			x						1.25									4 for \$5.00	
	Piggly Wiggly HAC	Crystal Farm			x						1.29									w/ store card	
		Crystal Farm			x						1.49									w/o store card	
	Piggly Wiggly Hchr	P&R					x				0.99										
		Best Choice					x				0.99										
	Piggly Wiggly JTM	n/i			x						0.99										
		n/i					x				0.89										
Publix	Publix			x						1.29									limit 4		
Sprout's	Sprout's			x							2.50						2.50	2.50	2 for \$5.00		
Target	Market Pantry			x						0.99	2.49										
United Grocery	n/i			x						1.00											
Wayfield's	P&R			x						0.99									limit 3		
Winn-Dixie	Eggland's Best			x								2.50									
KY	Cox IGA	IGA			x					1.25									4 for \$5.00		
	Dollar General Mkt	n/i			x					1.50											
	Food City	Full Circle			x													2.99			
	Foodland	Essential Everyday			x						1.88										
	Fresh Thyme	Dutch Farms			x					1.49											
	Kroger Cincinnati	Kroger			x							2.50								2 for \$5.00	
		Simple Truth			x												2.50	2.50	2 for \$5.00		
	Kroger Delta	Simple Truth			x											2.50	2.50	2 for \$5.00			
	Kroger Louisville	Kroger			x						2.50								2 for \$5.00		
	Kroger MidAtlantic	Simple Truth			x											2.50	2.50	2 for \$5.00			
		Kroger			x						3.00									2 for \$6.00	
		Simple Truth			x											2.50	2.50	2 for \$5.00			

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Prices in \$US per unit

Easter 2016
SHELL EGGS

State	Supermarket	Label	Egg Size					Conventional Shell Eggs					Specialty Shell Eggs						Conditions		
								White					Omega-3		Organic		Cage-Free			Veg-Fed	
			JM	XL	LG	MD	SM	12	18	20	30	60	White	Brown	White	Brown	White	Brown		White	Brown
															12 pack	12 pack				12 pack	
KY <i>(cont)</i>	Kroger Nashville	Kroger			x						2.39										
		Simple Truth			x												2.50	2.50			
	Lucky's Market	Lucky's Market			x												2.50				
	Meijer	Meijer			x					0.99											
	Piggly Wiggly Hchr	P&R				x				0.99											
		Best Choice				x				0.99											
	Remke Markets	Remke			x					0.99											
	Target	Market Pantry			x					0.99	2.49										
	TC Grocery	Best Choice			x					0.99											
United Grocery	n/i			x					1.00												
MS	Dollar General Mkt	n/i			x					1.50											
	Kroger Delta	Simple Truth			x											2.50	2.50				
	Piggly Wiggly Hchr	P&R				x				0.99											
		Best Choice				x				0.99											
	Target	Market Pantry			x					0.99	2.49										
	Vowell's	Best Choice				x				1.00											
		Best Choice			x						1.69										
Winn-Dixie	Egglan's Best			x									2.50								
NC	Bi-Lo	Egglan's Best			x									2.50							
	Dollar General Mkt	n/i			x					1.50											
	Farm Fresh	Essential Everyday			x					0.99											
		Wild Harvest			x												2.99				
	Harris Teeter	Harris Teeter			x					1.97											
		Harris Teeter			x					2.50											
		Pete & Gerry's			x										4.49						
		Pete & Gerry's			x										5.99						
	Ingle's Market	Pete & Gerry's			x										3.48						
	Kroger MidAtlantic	Kroger			x					3.00											
		Simple Truth			x											2.50	2.50				
	Piggly Wiggly	Piggly Wiggly				x				0.99											
	Publix	Publix			x					1.29											
	Target	Market Pantry			x					0.99	2.49										
United Grocery	n/i			x					1.00												
SC	Bi-Lo	Egglan's Best			x									2.50							
	Dollar General Mkt	n/i			x					1.50											

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Prices in \$US per unit

Easter 2016
SHELL EGGS

State	Supermarket	Label	Egg Size					Conventional Shell Eggs					Specialty Shell Eggs						Conditions					
								White					Omega-3		Organic		Cage-Free			Veg-Fed				
			JM	XL	LG	MD	SM	12	18	20	30	60	White	Brown	White	Brown	White	Brown		White	Brown			
															12 pack	12 pack	12 pack							
SC <i>(cont)</i>	Harris Teeter	Harris Teeter			x						1.97										w/ store card			
		Harris Teeter			x						2.50										w/o store card			
		Pete & Gerry's			x										4.49						w/ store card			
		Pete & Gerry's			x										5.99						w/o store card			
	Ingle's Market	Pete & Gerry's			x										3.48									
	Kroger Atlanta	Kroger			x						2.50										2 for \$5.00			
		Simple Truth			x												2.50	2.50				2 for \$5.00		
	Publix	Publix			x						1.29											limit 4		
	Target	Market Pantry			x						0.99	2.49												
Tietgens	Egglan's Best			x									2.29											
TN	Chappell's	n/i			x						1.00													
	Dollar General Mkt	n/i			x						1.50													
	Food City	Full Circle			x																2.99			
	Food Country	Dutt & Wagner				x					1.00											5 for \$5.00		
		Food Country				x					1.00											5 for \$5.00		
	Harris Teeter	Harris Teeter			x						1.97											w/ store card		
		Harris Teeter			x						2.50											w/o store card		
		Pete & Gerry's			x										4.49							w/ store card		
		Pete & Gerry's			x										5.99							w/o store card		
	Ingle's Market	Pete & Gerry's			x										3.48									
	Kroger Delta	Simple Truth			x												2.50	2.50				2 for \$5.00		
	Kroger MidAtlantic	Kroger			x							3.00										2 for \$6.00		
		Simple Truth			x												2.50	2.50				2 for \$5.00		
	Kroger Nashville	Kroger			x							2.39												
		Simple Truth			x												2.50	2.50				2 for \$5.00		
	Osborne's	Egglan's Best			x									2.29										
		Land O Lakes			x																2.50	2 for \$5.00		
Publix	Publix			x						1.29												limit 4		
Sprout's	Sprout's			x									2.50									2 for \$5.00		
Target	Market Pantry			x						0.99	2.49													
TC Grocery	Best Choice			x						0.99														
United Grocery	n/i			x						1.00														
VA	Associated	Farmer's Hen			x												3.99							
		Farmer's Hen			x												1.49						6-pack	
		Nature's Yoke			x												2.99							6-pack
		Nature's Yoke			x																3.99			

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Prices in \$US per unit

Easter 2016
SHELL EGGS

State	Supermarket	Label	Egg Size					Conventional Shell Eggs					Specialty Shell Eggs						Conditions			
			JM	XL	LG	MD	SM	White					Omega-3		Organic		Cage-Free			Veg-Fed		
								12	18	20	30	60	White	Brown	White	Brown	White	Brown		White	Brown	
																						12
VA (cont)	Dollar General Mkt	n/i			x			1.50														limit 2 5 for \$5.00 5 for \$5.00 10 for \$10.00 w/ store card w/o store card w/ store card w/o store card 2 for \$6.00 2 for \$5.00 18-pack
	Farm Fresh	Essential Everyday			x			0.99												2.99		
		Wild Harvest			x															2.99		
	Food City	Full Circle			x																	
	Food Country	Dutt & Wagner				x		1.00														
		Food Country				x		1.00														
	Grant's	n/i				x		1.00														
	Harris Teeter	Harris Teeter			x				1.97													
		Harris Teeter			x				2.50													
		Pete & Gerry's			x											4.49						
		Pete & Gerry's			x											5.99						
	Ingle's Market	Pete & Gerry's			x											3.48						
	Kroger MidAtlantic	Kroger			x				3.00													
		Simple Truth			x													2.50	2.50			
	Safeway Eastern	Open Nature			x															3.99		
Shoppers Food	Essential Everyday			x				1.99														
Target	Market Pantry			x			0.99	2.49														
Wegman's	Wegman's			x															3.99			
WV	Dollar General Mkt	n/i			x			1.50														10 for \$10.00 2 for \$5.00 2 for \$5.00 2 for \$6.00 2 for \$5.00 w/ store card w/o store card
	Foodland	Essential Everyday			x				1.88													
	Grant's	n/i				x		1.00														
	Kroger Columbus	Kroger			x				2.50													
		Simple Truth			x													2.50	2.50			
	Kroger MidAtlantic	Kroger			x				3.00													
		Simple Truth			x													2.50	2.50			
	Riesbeck's	Hillandale Farms			x			0.88														
	Hillandale Farms			x			1.99															
Target	Market Pantry			x			0.99	2.49														

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Prices in \$US per unit

Easter 2016
SHELL EGGS

State	Supermarket	Label	Egg Size					Conventional Shell Eggs					Specialty Shell Eggs						Conditions					
								White					Omega-3		Organic		Cage-Free			Veg-Fed				
			JM	XL	LG	MD	SM	12	18	20	30	60	12	18	12	White	Brown	White		Brown	White	Brown	White	Brown
																12 pack				12 pack			12 pack	
MIDWESTERN U.S. - IA,IL,IN,MI,MN,ND,NE,OH,SD,WI																								
IA	Affiliated MW	Shurfine			x						0.99													
	Family Foods	Our Family			x						0.49												w/ \$10 purchase; limit 1	
	Fresh Thyme	Dutch Farms			x						1.49													
	Hometown Foods	Shurfine			x							0.69												limit 2
		Shurfine			x							0.99												
	Hy-Vee	Hy-Vee			x							2.49												
		Full Circle			x																			
	Jewel-Osco	O Organics			x																			
	Lucky's Market	Lucky's Market			x																			
	Maynard's	Shurfine			x							0.99												
	Price Chopper	Eggland's Best			x																			
	Quillin's	n/i			x							0.79												limit 2
	Sunshine Foods	n/i			x							0.77												
	Super Saver	Best Choice			x							1.88												
Target	Market Pantry			x							0.99	2.49												
IL	Affiliated MW	Shurfine			x						0.99													
	Borowiak's	IGA			x						0.69												limit 3	
	Brookhaven	Dutch Farms			x						0.99													
	Butera Market	n/i			x						0.79												limit 2	
	Cermak's	Dutch Farms	x									1.25												3 for \$5.00
		Dutch Farms	x									0.99												
	County Market	County Market			x						0.99												limit 2	
	Cub Foods	Cub			x							1.99												limit 2
		Cub			x							3.69												
		Wild Harvest			x																			
	Dierberg's	Eggland's Best			x																		2 for \$5.00	
	El Guero	n/i	x								0.99												limit 4	
	Fairplay Foods	Dutch Farms					x					0.89												
		Dutch Farms			x							1.69												
	Food 4 Less	Kroger			x							2.50												2 for \$5.00
		Simple Truth			x																			2 for \$5.00
	Fresh Thyme	Dutch Farms			x						1.49													
	Garden Fresh	Dutch Farms	x								0.99													
Hy-Vee	Hy-Vee			x							2.49													
	Full Circle			x																				

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS
 Prices in \$US per unit

**Easter 2016
 SHELL EGGS**

State	Supermarket	Label	Egg Size					Conventional Shell Eggs					Specialty Shell Eggs							Conditions						
								White					Omega-3		Organic		Cage-Free		Veg-Fed							
			JM	XL	LG	MD	SM	12	18	20	30	60	White	Brown	White	Brown	White	Brown	White		Brown					
															12 pack	12 pack	12 pack									
IL <i>(cont)</i>	Jewel-Osco	O Organics			x											3.79										
	Jimenez	Dutch Farms	x								1.25													4 for \$5.00		
	Joe Caputo	Hamilton	x								0.99													limit 4		
	Kirby Food IGA	IGA			x						0.99															
	Kroger Central	Kroger			x							2.50												2 for \$5.00		
		Simple Truth			x																		2.50	2.50	2 for \$5.00	
	Kroger Louisville	Kroger			x							2.50													2 for \$5.00	
		Simple Truth			x																		2.50	2.50	2 for \$5.00	
	Mariano's	Roundy's			x																				18-pack	
	Meijer	Meijer			x						0.99															
	Mrs. Green's	Phil's Fresh			x																		2.99		local	
	Pete's Market	Hamilton			x						0.99															
	Piggly Wiggly MW	n/i			x						0.79														limit 2	
	Shop & Save Mrkt	Dutch Farms			x						0.99															
		Dutch Farms		x							0.99															
	Shop'n Save	Shoppers Value					x					1.79														
	Sunset Foods	Egglan's Best			x								1.99													
		Dutch Farms			x																					
		Phil's Fresh			x																					
	Target	Market Pantry			x						0.99	2.49														
Tony's Finer Food	n/i			x						0.99															limit 2	
Valli Produce	Dutch Farms			x						0.98															limit 2	
	Dutch Farms			x						1.49																
Walt's	Dutch Farms		x							1.19																
	Dutch Farms			x						0.99																
	Dutch Farms				x					0.79															limit 2	
	Dutch Farms				x					0.99																
	Dutch Farms				x																		2.50		2 for \$5.00	
	Rose Acres		x							1.19																
	Rose Acres			x						0.99																
	Rose Acres				x					0.79																
	Rose Acres				x					0.99															limit 2	
IN	Al's Supermarkets	Dutch Farms			x					0.69															limit 2	
		Dutch Farms			x					1.19																
	Dollar General Mrkt	n/i			x					1.50																
	Food 4 Less	Kroger			x					2.50															2 for \$5.00	

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Prices in \$US per unit

Easter 2016
SHELL EGGS

State	Supermarket	Label	Egg Size					Conventional Shell Eggs					Specialty Shell Eggs						Conditions							
								White					Omega-3		Organic		Cage-Free			Veg-Fed						
			JM	XL	LG	MD	SM	12	18	20	30	60	White	Brown	White	Brown	White	Brown		White	Brown					
															12 pack	12 pack	12 pack									
IN <i>(cont)</i>	Fresh Encounter	n/i			x						1.50													2 for \$3.00		
	Fresh Thyme	Dutch Farms			x						1.49															
	Harding's	Full Circle			x																		2.99			
	Holiday Foods	Weidenbenner			x						1.19															
	Jay C	Simple Truth			x																		2.50	2.50	2 for \$5.00	
	Jewel-Osco	O Organics			x																		3.79			
	Kirby Food IGA	IGA			x						0.99															
	Kroger Central	Kroger			x							2.50													2 for \$5.00	
		Simple Truth			x																		2.50	2.50	2 for \$5.00	
	Kroger Cincinnati	Kroger			x							2.50													2 for \$5.00	
		Simple Truth			x																		2.50	2.50	2 for \$5.00	
	Kroger Louisville	Kroger			x							2.50													2 for \$5.00	
		Simple Truth			x																		2.50	2.50	2 for \$5.00	
	Lucky's Market	Lucky's Market			x																		2.50	2.50	2 for \$5.00	
	Martin's	Full Circle			x																		3.98	2.78		
	Meijer	Meijer			x							0.99														
	Millers Markets	Dutch Farms		x								1.67														3 for \$5.00
	New Market	Essential Everyday			x							1.50														2 for \$3.00
	Target	Market Pantry			x							0.99	2.49													
	Walt's	Dutch Farms		x								1.19														
		Dutch Farms			x							0.99														
	Dutch Farms			x							0.79														limit 2	
	Dutch Farms			x							0.99															
	Dutch Farms			x																			2.50		2 for \$5.00	
	Rose Acres		x								1.19															
	Rose Acres			x							0.99															
	Rose Acres			x							0.79															
	Rose Acres			x							0.99														limit 2	
	Wesselman's	Country Day Break				x					0.98															
MI	Affiliated MW	Shurfine			x						0.99															
	Busch's	Full Circle			x																		2.99			
	Fresh Thyme	Dutch Farms			x						1.49															
	Glory Supermarket	n/i			x						1.67														3 for \$5.00	
	Harding's	Full Circle			x																		2.99			
	Hollywood Market	Hamilton			x						0.88														local	

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Prices in \$US per unit

Easter 2016
SHELL EGGS

State	Supermarket	Label	Egg Size					Conventional Shell Eggs					Specialty Shell Eggs						Conditions					
			JM	XL	LG	MD	SM	White					Omega-3		Organic		Cage-Free			Veg-Fed				
								12	18	20	30	60	White		Brown	White	Brown	White		Brown	White	Brown		
													12	18	12	12 pack		12 pack		12 pack				
MI <i>(cont)</i>	Kroger Central	Kroger			x																2 for \$5.00			
		Simple Truth			x													2.50	2.50			2 for \$5.00		
	Kroger Columbus	Kroger			x																2 for \$5.00			
		Simple Truth			x														2.50	2.50		2 for \$5.00		
	Kroger Michigan	Kroger			x																	2 for \$4.00		
		Simple Truth			x														2.50	2.50		2 for \$5.00		
	Lucky's Market	Lucky's Market			x																	2 for \$5.00		
	Martin's	Full Circle			x															3.98		2.78		
	Meijer	Meijer			x																			
	Millers Markets	Dutch Farms		x																			3 for \$5.00	
	Plumb's/Duthler's	Full Circle			x																			
	Polly's Market	Dutch Farms			x																		w/ \$25 purchase; limit 1	
		Dutch Farms			x																		w/ store card	
		Dutch Farms			x																		w/o store card	
Ric's Food Center	Dutch Farms			x																		limit 4		
Target	Market Pantry			x																				
VG's Food Center	Full Circle			x																				
MN	Affiliated MW	Shurfine			x																			
	Coborn's	Food Club			x																			
	Cub Foods	Cub			x																		limit 2	
		Cub			x																			
		Wild Harvest			x																			
	Econofoods	Full Circle			x																			
	Family Fare	Full Circle			x																			
	Family Fresh Mrkt	Full Circle			x																			
	Fresh Thyme	Dutch Farms			x																			
	Hy-Vee	Hy-Vee			x																			
		Full Circle			x																			
	Maynard's	Shurfine			x																			
	Quillin's	n/i			x																			limit 2
	Sunshine Foods	n/i			x																			
	Super Saver	Best Choice			x																			
	Target	Market Pantry			x																			

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Easter 2016
SHELL EGGS

State	Supermarket	Label	Egg Size					Conventional Shell Eggs					Specialty Shell Eggs						Conditions				
								White					Omega-3		Organic		Cage-Free			Veg-Fed			
			JM	XL	LG	MD	SM	12	18	20	30	60	White	Brown	White	Brown	White	Brown		White	Brown		
															12 pack	12 pack	12 pack						
ND	Albertsons Mtn	Lucerne			x						free										w/ qualifying purchase		
	Family Fare	Full Circle			x											3.99		3.49					
	Leevers Foods	n/i			x						1.69												
	Target	Market Pantry			x						0.99	2.49											
NE	Affiliated MW	Shurfine			x						0.99										local		
	Baker's	Dillon's			x							2.49											
		Simple Truth			x												2.99	2.99					
	Family Fresh Mrkt	Full Circle			x													3.49					
	Fresh Thyme	Dutch Farms			x						1.49												
	Hy-Vee	Hy-Vee			x							2.49											
		Full Circle			x												3.88						
	Russ's Market	Land O Lakes			x															2.29			
		Best Choice			x							1.29											w/ store card
		Best Choice			x							2.57											w/o store card
Safeway Denver	Lucerne			x						0.99	1.99										w/ card; limit 2		
Target	Market Pantry			x						0.99	2.49												
OH	Acme Fresh	Acme			x						1.50										2 for \$3.00		
		Acme			x							2.00										2 for \$4.00	
	Buehler's	Buehler's			x						1.50											2 for \$3.00	
	Chief Supermarket	n/i			x						1.50											2 for \$3.00	
	Dave's Markets	Country Daybreak			x							1.99											
		Country Daybreak			x								2.99									w/ store card	
	Dollar General Mrkt	n/i			x							1.50										w/o store card	
	Fishers Foods	Fishers			x							1.50										2 for \$3.00	
	Foodland	Essential Everyday			x								1.88										
	Fresh Encounter	n/i			x							1.50										2 for \$3.00	
	Fresh Thyme	Dutch Farms			x							1.49											
	Geyer's	Essential Everyday			x							0.99											
	Kroger Central	Kroger			x								2.50									2 for \$5.00	
		Simple Truth			x													2.50	2.50				2 for \$5.00
	Kroger Cincinnati	Kroger			x							2.50										2 for \$5.00	
		Simple Truth			x													2.50	2.50				2 for \$5.00
	Kroger Columbus	Kroger			x							2.50										2 for \$5.00	
	Simple Truth			x													2.50	2.50				2 for \$5.00	
Kroger MidAtlantic	Kroger			x							3.00										2 for \$6.00		
	Simple Truth			x													2.50	2.50				2 for \$5.00	

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Easter 2016
SHELL EGGS

State	Supermarket	Label	Egg Size					Conventional Shell Eggs					Specialty Shell Eggs						Conditions				
								White					Omega-3		Organic		Cage-Free			Veg-Fed			
			JM	XL	LG	MD	SM	12	18	20	30	60	White	Brown	White	Brown	White	Brown		White	Brown		
															12 pack	12 pack	12 pack						
OH <i>(cont)</i>	Lucky's Market	Lucky's Market			x													2.50			2 for \$5.00		
	Marc's	Eggland's Best		x							2.50										2 for \$5.00		
	Meijer	Meijer			x					0.99													
	Millers Markets	Dutch Farms	x							1.67											3 for \$5.00		
	Remke Markets	Remke			x					0.99											limit 2		
	Riesbeck's	Hillandale Farms			x					0.88											w/ store card		
		Hillandale Farms			x					1.99												w/o store card	
	SuperVALU Foods	Morning Fresh			x					1.37													
	Target	Market Pantry			x					0.99	2.49												
The Andersons	Hertzfeld			x					1.25												4 for \$5.00		
SD	Affiliated MW	Shurfine			x					0.99													
	Buche Foods	Shurfine			x					0.78												limit 3	
	Coborn's	Food Club			x					0.99													
	Family Thrift	Full Circle			x									3.79			3.49						
	Hy-Vee	Hy-Vee			x						2.49												
		Full Circle			x												3.88						
	IGA Markets	n/i			x					0.99												limit 3	
	Ken's Super Fair	Farm Fresh			x					0.97													
		Shurfine			x					0.97													
	Maynard's	Shurfine			x					0.99													
	Safeway Denver	Lucerne			x					0.99	1.99											w/ card; limit 2	
	Sunshine Foods	n/i			x					0.77													
Target	Market Pantry			x					0.99	2.49													
WI	Affiliated MW	Shurfine			x					0.99													
	Cermak's	Dutch Farms	x							1.25												3 for \$5.00	
		Dutch Farms	x							0.99													
	Econofoods	Full Circle			x										3.79			3.49					
	Family Fresh Mrkt	Full Circle			x													3.49					
	Festival	Festival			x					0.98												w/ \$5 purchase; limit 1	
		Wild Harvest			x													3.68					
	Fox Bros.	n/i			x					0.79												limit 2	
	Gordy's Market	Our Family			x					0.68												limit 1	
	Hy-Vee	Hy-Vee			x						2.49												
		Full Circle			x													3.88					
	Marketplace (WI)	Shurfine			x					0.98													
Meijer	Meijer			x					0.99														

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

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Easter 2016
SHELL EGGS

State	Supermarket	Label	Egg Size					Conventional Shell Eggs					Specialty Shell Eggs								Conditions			
								White					Omega-3			Organic		Cage-Free		Veg-Fed				
			JM	XL	LG	MD	SM	12	18	20	30	60	White	Brown	White	Brown	White	Brown	White	Brown				
															12 pack	12 pack	12 pack							
WI (cont)	Pick'n Save/Copps	Roundy's			x						1.98												limit 1	
	Piggly Wiggly MW	n/i			x						0.79												limit 2	
	Quillin's	n/i			x						0.79												limit 2	
	Sendik's	Shurfine		x							0.99													
		Blue Sky			x												4.29		3.89					free range
		Blue Sky			x												4.89							pasture-raised
		Shurfine Food	Shurfine			x						0.88												local; limit 2
		Super Saver	Best Choice			x							1.88											
		Target	Market Pantry			x						0.99	2.49											
		Trig's	Essential Everyday			x						0.79												limit 1

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SHELL EGGS

State	Supermarket	Label	Egg Size					Conventional Shell Eggs					Specialty Shell Eggs						Conditions					
								White					Omega-3		Organic		Cage-Free			Veg-Fed				
			JM	XL	LG	MD	SM	12	18	20	30	60	12	18	12	White	Brown	White		Brown	White	Brown	White	Brown
																12 pack		12 pack			12 pack			
SOUTH CENTRAL U.S. - AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT																								
AR	Albertsons Houston	Open Nature			x																	3.99	18-pack	
		Open Nature			x																			2.99
		Eggland's Best			x																			3.29
	G&W Foods	Best Choice			x					1.99														
		Eggland's Best			x							2.99												
	Harp's	Land O Lakes																			2.58			
	Kroger Delta	Simple Truth			x												2.50	2.50						
		Piggly Wiggly Hchn	P&R				x			0.99														
	Pyramid Foods	Best Choice				x				0.99														
		Best Choice			x																	2.19		
	Super 1 Foods	Eggland's Best				x						2.50												
		Brookshire's				x																		
Target	Brookshire's				x				1.57															
	Market Pantry				x				0.99	2.49														
TC Grocery	Best Choice				x				0.99															
AZ	Albertsons SW	Lucerne			x				1.47	1.99														
		O Organics			x											3.00								
	El Super	n/i			x						2.99													
		n/i			x					2.69														
	Food City	Food City				x						2.99												
		Fry's	Fry's			x				1.99														
	IGA Family Friends	Simple Truth			x												2.50	2.50						
		Hickman's				x						5.77												
	Los Altos	Sunshine			x				1.50													2 for \$3.00		
	Lowe's	Shurfine			x					1.50												limit 2		
	Safeway SW	Lucerne			x				1.47													limit 2		
	Smith's	Smith's			x						2.49													
Simple Truth				x												2.50	2.50					2 for \$5.00		
Sprout's	Sprout's			x								2.50				2.50	2.50					2 for \$5.00		
Target	Market Pantry			x					0.99	2.49														
CO	Affiliated Foods	Shurfine			x					1.99														
	Affiliated MW	Shurfine			x				0.98															
	Albertsons Mtn	Lucerne			x				free													w/ qualifying purchase		
	Associated Foods	Western Family			x				1.25													4 for \$5.00		

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Prices in \$US per unit

Easter 2016
SHELL EGGS

State	Supermarket	Label	Egg Size					Conventional Shell Eggs					Specialty Shell Eggs						Conditions		
								White					Omega-3		Organic		Cage-Free			Veg-Fed	
			JM	XL	LG	MD	SM	12	18	20	30	60	White	Brown	White	Brown	White	Brown		White	Brown
															12 pack	12 pack	12 pack				
CO <i>(cont)</i>	Food King	Shurfine			x																
	King Soopers	Simple Truth			x												2.50				
	Lowe's	Shurfine			x																
	Lucky's Market	Lucky's Market			x												2.50				
	Ridley's	Western Family			x					1.25											
		Western Family			x					0.98											
	Safeway Denver	Lucerne			x					0.99	1.99										
	Sprout's	Sprout's			x								2.50				2.50	2.50			
Target	Market Pantry			x					0.99	2.49											
KS	Affiliated Foods	Shurfine			x						1.99										
	Affiliated MW	Shurfine			x					0.99											
	Dillon's	Dillon's			x						2.49										
		Simple Truth			x												2.99	2.99			
	G&W Foods	Best Choice			x						1.99										
		Eggland's Best			x								2.99								
	Hen House	Eggland's Best			x							1.89									
	Homeland	Best Choice			x					1.29											
		Eggland's Best			x								1.99								
	Hy-Vee	Hy-Vee			x						2.49										
		Full Circle			x											3.88					
	Lowe's	Shurfine			x						1.50										
	Price Chopper	Eggland's Best			x								3.99								
	Sprout's	Sprout's			x								2.50				2.50	2.50			
Target	Market Pantry			x					0.99	2.49											
Wood's	Best Choice			x					free												
	Best Choice			x					0.98												
LA	Albertsons Houston	Open Nature			x												3.99				
		Open Nature			x												2.99				
		Eggland's Best			x												3.29				
	Kroger Houston	Kroger			x					2.50											
		Simple Truth			x												2.50	2.50			
	Kroger Dallas	Kroger			x					2.50											
		Simple Truth			x												2.50	2.50			
	LeBlanc's	LeBlanc's			x					1.88											
Market Basket	Happy Hen			x					1.89												

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Prices in \$US per unit

Easter 2016
SHELL EGGS

State	Supermarket	Label	Egg Size					Conventional Shell Eggs					Specialty Shell Eggs						Conditions		
								White					Omega-3		Organic		Cage-Free			Veg-Fed	
			JM	XL	LG	MD	SM	12	18	20	30	60	White	Brown	White	Brown	White	Brown		White	Brown
															12 pack	12 pack	12 pack				
LA <i>(cont)</i>	Super 1 Foods	Brookshire's			x															36-pack; \$4.98	
		Brookshire's			x																
	Target	Market Pantry			x																
	Winn-Dixie	Eggland's Best			x								2.50								
MO	Affiliated MW	Shurfine			x						0.99									limit 2 limit 2 2 for \$5.00 local 2.58 2 for \$5.00 2 for \$5.00 2 for \$5.00 2 for \$5.00 limit 1 2 for \$5.00 2 for \$5.00 2 for \$5.00 limit 3 w/ purchase; limit 1	
	C&R Market	Shurfine			x						0.78										
	County Market	County Market			x						0.99										
	Dierberg's	Eggland's Best			x									2.50							
	Fresh Thyme	Dutch Farms			x						1.49										
	G&W Foods	Best Choice			x							1.99									
		Eggland's Best			x										2.99						
	Gerbe's	Dillon's			x								2.49								
		Simple Truth			x											2.99	2.99				
	Harp's	Land O Lakes																	2.58		
	Hen House	Eggland's Best			x								1.89								
	Hy-Vee	Hy-Vee			x								2.49								
		Full Circle			x											3.88					
	Kroger Central	Kroger			x								2.50								
		Simple Truth			x												2.50	2.50			
	Kroger Delta	Simple Truth			x												2.50	2.50			
	Lucky's Market	Lucky's Market			x													2.50			
	Prenger Foods	Best Choice			x							0.97									
	Price Chopper	Eggland's Best			x										3.99						
	Pyramid Foods	Best Choice			x							0.99									
	Best Choice			x													2.19				
	Eggland's Best			x										2.50							
Shop'n Save	Shoppers Value					x															
Sprout's	Sprout's			x												2.50	2.50				
Target	Market Pantry			x							0.99	2.49									
TC Grocery	Best Choice			x							0.99										
Town & Country	Best Choice					x					0.88										
Wood's	Best Choice			x							free										
	Best Choice			x							0.98										
NM	Affiliated Foods	Shurfine			x						1.99									limit 2 2 for \$6.00	
	Albertsons SW	Lucerne			x						1.47	1.99									
		O Organics			x											3.00					

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Prices in \$US per unit

Easter 2016

SHELL EGGS

State	Supermarket	Label	Egg Size					Conventional Shell Eggs					Specialty Shell Eggs						Conditions							
			JM	XL	LG	MD	SM	White					Omega-3		Organic		Cage-Free			Veg-Fed						
								12	18	20	30	60	White	Brown	White	Brown	White	Brown		White	Brown					
																						12	18	12	12 pack	12 pack
NM <i>(cont)</i>	Dollar General Mkt	n/i			x			1.50																		
	John Brooks	Shurfine			x				1.98																	
	King Soopers	Simple Truth			x														2.50						2 for \$5.00	
	Los Altos	Sunshine			x			1.50																	2 for \$3.00	
	Lowe's	Shurfine			x				1.50																limit 2	
	Safeway Denver	Lucerne			x			0.99	1.99																w/ card; limit 2	
	Smith's	Smith's			x				2.49																	
		Simple Truth			x															2.50	2.50					2 for \$5.00
	Sprout's	Sprout's			x								2.50							2.50	2.50					2 for \$5.00
Target	Market Pantry			x			0.99	2.49																		
OK	Affiliated Foods	Shurfine			x				1.99																	
	Affiliated MW	Shurfine			x			0.98																		
	Buy for Le\$\$	n/i			x			free																	w/ purchase; limit 1	
	Dollar General Mkt	n/i			x			1.50																		
	Harp's	Land O Lakes																						2.58		
	Homeland	Best Choice			x			1.29																		
		Egglan's Best			x								1.99													
	Market Square	Shurfine			x				1.98																	
	Nichols	Egglan's Best			x									3.49												
	Pyramid Foods	Best Choice			x			0.99																		
		Best Choice			x																					
		Egglan's Best			x								2.50												2 for \$5.00	
	Reasor's	Egglan's Best			x									3.99												
		Best Choice			x			1.25																	4 for \$5.00	
Sprout's	Sprout's			x								2.50							2.50	2.50				2 for \$5.00		
Target	Market Pantry			x			0.99	2.49																		
Warehouse Market	Warehouse					x	1.19																			
TX	Affiliated Foods	Shurfine			x				1.99																	
	Albertsons Houston	Open Nature			x															3.99					18-pack	
		Open Nature			x															2.99						
		Egglan's Best			x															3.29						
	Albertsons SW	Lucerne			x			1.47	1.99																limit 2	
		O Organics			x													3.00							2 for \$6.00	
	El Rancho	Featherland					x	0.67																	3 for \$2.00	
	El Rio Grande	Parade					x		1.50																2 for \$3.00	
	Fiesta Mart	Farmhouse			x														1.67						3 for \$5.00; limit 3	

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Prices in \$US per unit

Easter 2016
SHELL EGGS

State	Supermarket	Label	Egg Size					Conventional Shell Eggs					Specialty Shell Eggs						Conditions			
			JM	XL	LG	MD	SM	White					Omega-3		Organic		Cage-Free			Veg-Fed		
								12	18	20	30	60	White	Brown	White	Brown	White	Brown		White	Brown	
																						12 pack
TX <i>(cont)</i>	Food King	Shurfine			x				1.50													
	Food Town	Happy Hen			x				0.99													also brown
	Foodarama	Maxim's			x				1.39													w/ \$10 purchase; limit 1
	Homeland	Best Choice			x				1.29													
	Kroger Houston	Egglan's Best			x									1.99								
		Kroger			x				2.50													2 for \$5.00
	Kroger Dallas	Simple Truth			x													2.50	2.50			2 for \$5.00
		Kroger			x				2.50													2 for \$5.00
	La Fiesta	Simple Truth			x													2.50	2.50			2 for \$5.00
		Maxim's				x			0.99													
	Los Altos	Sunshine			x				1.50													2 for \$3.00
	Lowe's	Shurfine			x				1.50													limit 2
	Market Basket	Happy Hen			x				1.89													
	Market Square	Shurfine			x				1.98													
	Minyard's	Best Choice			x						2.89											
	Minyard's Sun Fres	Best Choice			x				1.58													
	Porter's Grocery	Shurfine			x				1.98													
	Randall's	Open Nature			x													3.99				18-pack
		Open Nature			x													2.99				
		Egglan's Best			x													3.29				
	Seller's Bros.	Kieke's				x			1.99													
Kieke's				x				1.88														
Sprout's	Sprout's			x									2.50								2 for \$5.00	
Super 1 Foods	Brookshire's			x													2.50	2.50			36-pack; \$4.98	
	Brookshire's			x				1.57														
Target	Market Pantry			x				0.99	2.49													
The United Family	Lucerne		x						1.97													
Vista Markets	Shurfine			x				1.89	2.50													
UT	Albertsons Mtn	Lucerne			x				free												w/ qualifying purchase	
	Associated Foods	Western Family			x				0.99												limit 3	
		Western Family			x				1.25												4 for \$5.00	
	Fresh Market	Western Family			x				1.25												4 for \$5.00	
	Harmon's	Harmon's			x					2.50												2 for \$5.00
		Harmon's			x				1.25													4 for \$5.00
King Soopers	Simple Truth			x													2.50				2 for \$5.00	

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Prices in \$US per unit

Easter 2016
SHELL EGGS

State	Supermarket	Label	Egg Size					Conventional Shell Eggs					Specialty Shell Eggs								Conditions				
								White					Omega-3			Organic		Cage-Free		Veg-Fed					
			JM	XL	LG	MD	SM	12	18	20	30	60	White	Brown	White	Brown	White	Brown	White	Brown					
															12 pack	12 pack	12 pack								
UT <i>(cont)</i>	Ridley's	Western Family			x						1.25													4 for \$5.00	
		Western Family			x						0.98													must buy 2; limit 2	
	Smith's	Smith's			x							2.49													
		Simple Truth			x													2.50	2.50						2 for \$5.00
	Sprout's	Sprout's			x									2.50				2.50	2.50						2 for \$5.00
	Stokes Market	Western Family			x						1.25														4 for \$5.00
Target	Market Pantry			x						0.99	2.49														

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Prices in \$US per unit

Easter 2016
SHELL EGGS

State	Supermarket	Label	Egg Size					Conventional Shell Eggs					Specialty Shell Eggs						Conditions		
								White					Omega-3			Organic		Cage-Free		Veg-Fed	
			JM	XL	LG	MD	SM	12	18	20	30	60	White	Brown	White	Brown	White	Brown		White	Brown
															12 pack	12 pack	12 pack				
SOUTHWESTERN U.S. - CA,HI,NV																					
CA	Albertsons SoCal	Open Nature			x													5.99		18-pack; limit 4	
	Baja Ranch	n/i			x					2.99											
	Baron's Market	Fluegge		x														2.69			
	Big Saver	Farmer's Gems			x					3.99											
	Bristol Farms	Happy Egg Co.			x													4.99		free range	
	Cardenas	California Ranch		x						2.50										2 for \$5.00	
	Dollar General Mkt	n/i			x				1.50												
	El Super	n/i			x					2.99											
		n/i			x					2.69											
	Food 4 Less	Kroger			x					2.99											
	Foodland Mercado	n/i			x					1.99										limit 1	
		n/i			x					3.69											
	Gelson's	Gelson's		x						3.99											
		California Ranch		x						3.99											
	Holiday Market	Eggland's Best			x							3.33								3 for \$10.00	
		Nulaid			x					3.50										2 for \$7.00	
	Jons Marketplace	n/i			x					2.79											
	K.V. Mart	California Ranch			x				1.99												
		n/i			x					2.99											
	Lucky	Barnstar			x												3.49				
		Sunnyside Farms			x					2.50										2 for \$5.00	
	Lunardi's	Clover			x											4.99					
		Lunardi's			x				0.99											limit 8	
	Mar-Val Foods	Eggland's Best			x							2.50								2 for \$5.00	
		Nulaid			x					2.99											
	Mi Pueblo	n/i			x					2.99											
		California Ranch			x					2.99											
	Mollie Stones	Eggland's Best			x							2.99									
		Santa Rose			x					2.69											
	Murphy's Market	Petaluma Farms			x					3.29											
	New Seasons	Clover			x											5.99					
	Northgate	Gonzalez		x								3.49									
	Nugget Markets	Clover			x											5.99					
	R-Ranch Market	n/i					x		2.00											2 for \$4.00	

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Prices in \$US per unit

Easter 2016
SHELL EGGS

State	Supermarket	Label	Egg Size					Conventional Shell Eggs					Specialty Shell Eggs						Conditions		
								White					Omega-3		Organic		Cage-Free			Veg-Fed	
			JM	XL	LG	MD	SM	12	18	20	30	60	White	Brown	White	Brown	White	Brown		White	Brown
													12	18	12	12 pack	12 pack	12 pack			
CA (cont)	Ralph's	Kroger			x				2.99												
		Simple Truth			x												3.49	3.49			
	Rancho San Miguel	n/i			x			1.48													
	Ray's Food Place	Eggland's Best			x								2.50							2 for \$5.00	
	SK Super King	n/i			x					2.99											
	Safeway NorCal	Lucerne			x			2.99													
		Open Nature			x													4.99			
	Save Mart	Sunnyside Farms			x			free													
		Sunnyside Farms			x				3.48												
	Sprout's	Sprout's			x								2.50				2.50	2.50		2 for \$5.00	
	Stater Bros.	Stater Bros.			x			2.99													
		Full Circle			x											4.99					
	Super A Foods	n/i			x			2.99													
		n/i			x			2.50												2 for \$5.00	
Superior Grocers	n/i		x				2.79														
Target	Market Pantry			x			1.49	2.99													
Vallarta	Trafficanda			x			2.99														
Vons/Pavilions	O Organics			x											5.99						
HI	Don Quijote	KaLei				x		3.99												Island	
	Foodland	Hawaiian Maid			x			4.50												2 for \$9.00	
	Island Grocery	Akahi			x			2.29												Mainland	
	KTA Super Store	1916		x				3.50												Mainland	
		Cherry Lane				x		2.00												3 for \$6.00	
	Safeway NorCal	Open Nature			x												6.49			18-pack; Mainland	
	Target	Market Pantry			x			0.99	2.49												
Times Supermarket	Sunnyside				x		1.50												Mainland		
NV	Albertsons SW	Lucerne			x			1.47	1.99											limit 2	
		O Organics			x											3.00				2 for \$6.00	
	Associated Foods	Western Family			x			1.25												4 for \$5.00	
	Cardenas	California Ranch		x				2.50												2 for \$5.00	
	Dollar General Market	n/i			x			1.50													
	EI Super	n/i			x					2.99											
		n/i			x				2.69												
	La Bonita	La Bonita		x						2.50											
	MarketOn	Hickman's				x					2.99										
R-Ranch Market	n/i				x		2.50														

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Prices in \$US per unit

Easter 2016

SHELL EGGS

State	Supermarket	Label	Egg Size					Conventional Shell Eggs					Specialty Shell Eggs								Conditions							
								White					Omega-3			Organic		Cage-Free		Veg-Fed								
			JM	XL	LG	MD	SM	12	18	20	30	60	White	Brown	White	Brown	White	Brown	White	Brown								
NV <i>(cont)</i>	Ridley's	Western Family			x						1.25															4 for \$5.00		
		Western Family			x						0.98															must buy 2; limit 2		
	Safeway NorCal	Lucerne			x						2.99																	
		Open Nature			x																				4.99		18-pack	
	Scolari's	Willamette			x																						2 for \$3.00	
	Smith's	Smith's			x																							
		Simple Truth			x																					2.50	2.50	2 for \$5.00
	Sprout's	Sprout's			x																					2.50	2.50	2 for \$5.00
	Target	Market Pantry			x							0.99	2.49															
Vons/Pavilions	O Organics			x																								

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Prices in \$US per unit

**Easter 2016
SHELL EGGS**

State	Supermarket	Label	Egg Size					Conventional Shell Eggs					Specialty Shell Eggs						Conditions		
								White					Omega-3		Organic		Cage-Free			Veg-Fed	
			JM	XL	LG	MD	SM	12	18	20	30	60	White	Brown	White	Brown	White	Brown		White	Brown
															12 pack	12 pack	12 pack				
NORTHWESTERN U.S. - AK,ID,MT,OR,WA,WY																					
AK	AC Value Center	Essential Everyday			x						2.49										
	Alaskan & Proud	Western Family			x						1.98										
	Carrs/Safeway	Lucerne			x					free									w/ qualifying purchase		
	Fred Meyer	Fred Meyer			x						2.50								limit 2		
		Simple Truth			x												2.79	2.79		limit 4	
	Sea Mart	Western Family			x					1.67									3 for \$5.00		
ID	Albertsons Mtn	Lucerne			x						free								w/ qualifying purchase		
	Associated Foods	Western Family			x						0.99								limit 3		
	Fred Meyer	Fred Meyer			x						1.99								limit 2		
		Simple Truth			x												2.50	2.50		limit 4	
	Harvest Foods	Western Family			x						0.99								limit 2		
	IGA Markets	n/i			x						0.99								limit 3		
	Ridley's	Western Family			x						1.25								4 for \$5.00		
		Western Family			x							0.98							must buy 2; limit 2		
	Rosauer's	Rosauer's			x							0.99							limit 4		
	Safeway-Seattle	Lucerne			x						free								w/ qualifying purchase		
	Smith's	Smith's			x							2.49									
		Simple Truth			x												2.50	2.50		2 for \$5.00	
	Stokes Market	Western Family			x							1.25								4 for \$5.00	
Super 1 Foods	Western Family			x							0.68								limit 1		
Target	Market Pantry			x							0.99	2.49									
Yoke's Fresh Marke	Yoke's			x							1.50								2 for \$3.00		
MT	Albertsons Mtn	Lucerne			x						free								w/ qualifying purchase		
	Associated Foods	Western Family			x						0.99								limit 3		
		Western Family			x							1.25							4 for \$5.00		
	Harvest Foods	Western Family			x							0.99							limit 2		
	IGA Markets	n/i			x							0.99							limit 3		
	Lucky's Market	Lucky's Market			x												2.50		2 for \$5.00		
	Reynold's Market	Western Family			x							1.25							4 for \$5.00		
	Rosauer's	Rosauer's			x							0.99							limit 4		
	Safeway-Seattle	Lucerne			x							free							w/ qualifying purchase		
	Smith's	Smith's			x								2.49								
		Simple Truth			x												2.50	2.50		2 for \$5.00	
	Stokes Market	Western Family			x							1.25								4 for \$5.00	
	Super 1 Foods	Western Family			x							0.68								limit 1	

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Prices in \$US per unit

Easter 2016

SHELL EGGS

State	Supermarket	Label	Egg Size					Conventional Shell Eggs					Specialty Shell Eggs						Conditions		
								White					Omega-3		Organic		Cage-Free			Veg-Fed	
			JM	XL	LG	MD	SM	12	18	20	30	60	White	Brown	White	Brown	White	Brown		White	Brown
															12 pack	12 pack				12 pack	
OR	Albertsons Portland	Open Nature			x														18-pack		
		Open Nature			x														18-pack; limit 2		
	Associated Foods	Western Family			x					1.25									4 for \$5.00		
	CenterPlace	Western Family			x														limit 2		
	Fred Meyer	Fred Meyer			x														limit 2		
		Simple Truth			x															limit 4	
	Haggen's	Alfresco			x															free-range	
	Harvest Foods	Western Family			x					0.99										limit 2	
	IGA Markets	n/i			x					0.99										limit 3	
	IGA Market Fresh	IGA			x					0.98	1.79									limit 2	
	Lamb's Market	Eggland's Best			x															2 for \$5.00	
		Chris'			x															2 for \$3.00; local	
		Willamette			x															2 for \$3.00; local	
		Nest Best			x															2 for \$3.00; local	
		Western Family			x															2 for \$3.00; local	
	McKay's Market	Willamette			x															2 for \$4.00; limit 2	
	New Seasons	Happy Egg			x																
		Stiebrs Fry'n Try			x																4.99
		New Seasons			x																3.69
	Ray's Food Place	Eggland's Best			x																2 for \$5.00
Red Apple/Thriftwa	n/i			x																2 for \$3.00	
Rosauer's	Rosauer's			x																limit 4	
Roth's	Willamette			x																2 for \$4; limit 2; local	
	Willamette			x																2 for \$3; limit 2; local	
Quality Food Cntr	QFC			x																2 for \$5.00; local	
	Simple Truth			x																2 for \$5.00	
Safeway-Portland	Lucerne			x																w/ qualifying purchase	
Select Markets	n/i			x																BOGO	
Target	Market Pantry			x																0.99 2.49	
WA	CenterPlace	Western Family			x															limit 2	
	Fred Meyer	Fred Meyer			x															limit 2	
		Simple Truth			x															limit 4	
	Haggen's	Alfresco			x															free-range	
	Harvest Foods	Western Family			x					0.99										limit 2	
	IGA Markets	n/i			x					0.99										limit 3	
	IGA Market Fresh	IGA			x					0.98	1.79									limit 2	

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Prices in \$US per unit

Easter 2016
SHELL EGGS

State	Supermarket	Label	Egg Size					Conventional Shell Eggs					Specialty Shell Eggs						Conditions						
			JM	XL	LG	MD	SM	White					Omega-3		Organic		Cage-Free			Veg-Fed					
								12	18	20	30	60	White		Brown	White	Brown	White		Brown	White	Brown			
													12 pack		12 pack		12 pack								
WA <i>(cont)</i>	Metropolitan	Metropolitan			x																				
		Wilcox			x																				
	New Seasons	Happy Egg			x																				
		Stiebrs Fry'n Try			x			1.69																	
		New Seasons			x																				
	PCC Natural	Sunrise			x																				
	Quality Food Cntr	QFC			x					2.50															
		Simple Truth			x																				
	Red Apple/Thriftwa	n/i			x			1.50																	
	Rosauer's	Rosauer's			x			0.99																	
	Saar's Market	Oakdell					x																		
		Oakdell					x																		
	Safeway-Portland	Lucerne			x			free																	
	Safeway-Seattle	Lucerne			x			free																	
	Select Markets	n/i			x						BOGO														
	Super 1 Foods	Western Family			x			0.68																	
Target	Market Pantry			x			0.99	2.49																	
The Markets	Broadview					x				BOGO															
Town & Country	Stiebrs Fry'n Try			x					2.50																
	Sunrise			x																					
Yoke's Fresh Marke	Yoke's			x			1.50																		
WY	Affiliated MW	Shurfine			x			0.99																	
	Albertsons Mtn	Lucerne			x			free																	
	Associated Foods	Western Family			x			0.99																	
	IGA Markets	n/i			x			0.99																	
	King Soopers	Simple Truth			x																				
	Lucky's Market	Lucky's Market			x																				
	Ridley's	Western Family			x			1.25																	
		Western Family			x			0.98																	
	Safeway Denver	Lucerne			x			0.99	1.99																
	Smith's	Smith's			x				2.49																
	Simple Truth			x																					