



United States  
Department of  
Agriculture

Agricultural  
Marketing  
Service

Livestock,  
Poultry and  
Seed Program

Agricultural  
Analytics  
Division

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

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## Labor Day 2017

Advertised Prices effective through September 04, 2017



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

This report provides a detailed breakdown of supermarket featuring of popular meat and poultry products for the Labor Day marketing period. The Labor Day weekend is the symbolic end of summer and the outdoor cooking season and is a significant demand period for a variety of meat cuts for outdoor grilling and entertaining. Advertised sale prices are shown by region, state, and supermarket banner and include brand names, prices, and any special conditions.

### Contents:

#### Chicken -

Regular and value packs of boneless/skinless (b/s) breasts; b/s thighs; split, bone-in breasts; wings; bone-in thighs and drumsticks; tray and bagged leg quarters; IQF breast and tenders; 8-piece fried chicken.

Northeast.....	03
Southeast.....	18
Midwest.....	31
South Central.....	44
Southwest.....	55
Northwest.....	59

#### Pork -

Sparerib varieties, various pork chop styles, tenderloins, whole boneless loins, pork sausage, and deli-prepared ribs.

Northeast.....	64
Southeast.....	80
Midwest.....	97
South Central.....	117
Southwest.....	131
Northwest.....	136

#### Beef -

Ground beef, beef patties, and various beef steaks for grilling.

Northeast.....	142
Southeast.....	160
Midwest.....	175
South Central.....	190
Southwest.....	202
Northwest.....	206

#### Ground Poultry -

Ground turkey and chicken grinds, sausage, and patties.

Northeast.....	212
Southeast.....	220
Midwest.....	223
South Central.....	226
Southwest.....	228
Northwest.....	229

#### Shell Eggs -

Caged and Cage-Free Varieties

Northeast.....	230
Southeast.....	245
Midwest.....	251
South Central.....	257
Southwest.....	263
Northwest.....	266

## 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.

### Code Key:

n/i .....not identified  
BOGO .....Buy one, get one free  
B2GO .....Buy two get one free  
BOG2 .....Buy two get two free  
BOG3 .....Buy two get three free  
A .....Antibiotic-free  
F .....Free Range  
G .....Grass-Fed  
K .....Kosher  
H .....Halal  
L .....Locally grown or produced  
O .....USDA Certified Organic  
C .....USDA Choice  
P .....USDA Prime  
S .....USDA Select

### Beef Conditions Key:

L ..... limit at sale price  
% ..... ground patty lean percent  
value ..... value pack (regular if not identified)

## 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

## Shell Egg Codes:

JB.....Jumbo  
XL .....Extra Large  
LG .....Large  
MD .....Medium  
SM .....Small  
WH .....White  
BR .....Brown

## Cage-Free Production Systems

**Barn/Aviary** ..... Hens are housed inside climate-controlled barns and roam freely in a single level (barn) or in multiple vertical levels of the building (aviary).  
**Free Range** ..... Hens have access to the outdoors for at least part of the day with housing provided for protection from climate and predators. Flock sizes vary by farm.  
**Pasture** ..... Same as free range except hens are kept outdoors and provided shelter in colder climates.  
**Organic** ..... Hens raised in accordance with the National Organic Program standards. Flock sizes vary by farm.  
**Pasture Organic** ..... Hens raised in accordance with the NOP standards and are kept outdoors and provided shelter.

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## Feature Advertising by U.S. Supermarkets During Key Seasonal Marketing Events (September 2017)

USDA, Agricultural Marketing Service, LPS, Agricultural Analytics Division

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

prices in \$US per pound unless otherwise noted.

Labor Day 2017

**CHICKEN**

State	Supermarket	Brand	Key	B/S Breast		B/S Thighs		Split Breast		Wings		Thighs		Drumsticks		Leg Quarters		IQF		Fried 8-piece	
				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	Breast	Tender		
<b>NORTHEASTERN U.S. - CT,DC,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT</b>																					
CT	ACME Markets	Lancaster		3.99		BOGO				2.99	2.99	BOGO	0.98	BOGO	0.98	0.98				5.99	
		Perdue		3.99		BOGO						BOGO	0.98	BOGO	0.98	0.98				5.99	
		n/i		2.49	1.99																
		Open Nature	A	5.99																	
		O Organics	O											2.49							
	Adams Market	Farm Fresh			1.99																
		AF Basket			1.99																
		Springer Mountain	A			2.49						1.49		1.49							
		n/i										0.89		0.89	0.59						
		Perdue				2.99															
		AG New England			1.99													0.59			
		Associated			1.99																
		Perdue						1.69													
		Harvestland	O											2.99							
		Springer Mountain	A	4.99								1.49		1.49							
	Best Market	n/i		2.47	1.77		2.27		1.27		2.97	1.27	0.77	1.27	0.77						
		Natures Sensation	A	4.97																	
	Big Y	Perdue											0.88		0.88						
		Big Y		3.99	3.69	2.99				2.99											
	Bravo	Perdue				2.99						1.29		0.99							
	C-Town	Perdue				2.99											0.69				
Compare Foods	Perdue											0.99		0.99							
	Farm Fresh																0.49				
Food Bazaar	n/i											1.49		0.99			0.69				
	Sanderson Farms				2.49																
Geissler's	Perdue										0.77		0.77								
Highland Park	Bell & Evans	A									1.99		1.99								
Key Food	Coleman	O	7.99		5.99																
	Harvestland	A	5.49											1.99							
	Perdue	A	3.99	3.79					2.99	2.79	1.29	0.99	1.29	0.99	0.89						
Kings Market	Free Bird	O	7.99																		
	Perdue		3.99																		
Market 32	Price Chopper		2.49	1.88		1.88							1.29		1.29					4.99	
	Coleman	O	6.99		5.99																

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State	Supermarket	Brand	Key	B/S Breast		B/S Thighs		Split Breast		Wings		Thighs		Drumsticks		Leg Quarters		IQF		Fried 8-piece	
				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	Breast	Tender		
CT <i>(cont)</i>	Price Chopper	Price Chopper	O	2.49	1.88		1.88						1.29		1.29					4.99	
		Coleman		6.99		5.99															
	Price Rite	Amick Farms	A		2.49				1.69				0.99		0.99						5.99
		ShopRite		n/i										0.99		0.99					
		Harvestland	O	3.99												1.99					
		Coleman		5.99		4.86															
		Tyson	A	2.99			2.21						1.19		1.19	0.77					
		Wholesome Pantry		4.49		2.99															
	Stew Leonard's	n/i		1.99																	
	Stop & Shop	Stop & Shop		1.69		1.69					BOGO		BOGO								
Target	Market Pantry		1.99																		
Trader Joe's	Trader Joe's	A	3.99																		
DC	Giant Food	Perdue		BOGO																	
	Harris Teeter	Harris Teeter	A		2.97		2.77	1.97			2.97		1.27		1.27	0.97					
		Perdue		4.99									0.99		0.99	0.99					
	Safeway Eastern	Signature Farms	A																		
		Perdue		BOGO																	
Target	Signature Café																			3.99	
Trader Joe's	Market Pantry		1.99																		
DE	ACME Markets	Lancaster		3.99		BOGO				2.99	2.99	BOGO	0.98	BOGO	0.98	0.98				5.99	
		Perdue		3.99		BOGO						BOGO	0.98	BOGO	0.98	0.98				5.99	
		n/i	A		2.49	1.99															
		Open Nature		5.99																	
	Food Lion	O Organics	O											2.49							
		n/i			1.99		1.99														4.99
	Fresh Grocer	Tyson	A		1.77																
		Perdue											0.88		0.88						
		Wholesome Pantry	A							2.99											
		n/i																			
	Giant Food	Perdue		BOGO																	
	Great Valu Market	Tyson	A		2.49																
Gold Leaf																					
Harris Teeter	Harris Teeter	A		2.97		2.77	1.97			2.97		1.27		1.27	0.97	0.69					
	Perdue		4.99																		

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				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	Breast	Tender	
DE <i>(cont)</i>	IGA Stores NJ/PA	n/i	A									1.49		1.49						
		Perdue														0.69				
	Redner's	n/i														0.88				
		Coleman	O												2.28					
	Safeway Eastern	Signature Farms											0.99		0.99	0.99				
		Perdue																		
	ShopRite	Signature Café																		
		n/i				2.49				1.69				0.99		0.99				
	Harvestland		A		3.99															
		Coleman	O		5.99		4.86								1.99					
	Tyson				2.99		2.21							1.19		1.19	0.77			
		Wholesome Pantry	A		4.49		2.99													
	ShurSave	n/i				1.99					2.69		1.29		1.29	1.29				
Target	Market Pantry				1.99															
Trader Joe's	Trader Joe's	A		3.99																
Weis Markets	Perdue											1.29		1.29	0.98					
MA	Adams Market	Farm Fresh			1.99															
	AF Basket	Farm Fresh			1.99															
		Springer Mountain	A				2.49						1.49		1.49					
	n/i													0.89		0.89	0.59			
		Perdue					2.99													
	AG New England Associated	n/i			1.99															
		Farm Fresh				1.99											0.59			
	Perdue																			
		Harvestland	O												2.99					
	Springer Mountain		A		4.99										1.49		1.49			
		Perdue																		
	Big Y				3.99	3.69	2.99				2.99				0.88		0.88			
		Perdue					2.99								1.29		0.99			
Bravo	Perdue					2.99														
C-Town	Perdue					2.99										0.69				
Compare Foods	Perdue												0.99		0.99					
Farm Fresh																0.49				
	Perdue																			
Crosby's Market	n/i						1.99													
Donelan's	n/i													1.19		1.19				
	Bell & Evans				6.49															

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				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	Breast	Tender		
MA (cont)	Food City Market	n/i			1.99		1.88														
	Geissler's	Perdue											0.77	0.77							
	H-Mart	n/i								2.49											
	Hannaford	Hannaford								1.49										6.99	
	Market 32	Price Chopper		2.49	1.88		1.88						1.29	1.29						4.99	
		Coleman	O	6.99		5.99															
	Market Basket	Market Basket		1.79	1.79											0.69					
		Springer Mountain	A	3.99																	
		Perdue									1.69										
		Coleman	O					2.69							2.69						
	Met Foods	Perdue															0.59				
		Springer Mountain	A	4.99		2.99		2.99					1.49	1.49							
		Harvestland	O											2.99							
	Price Chopper	Price Chopper		2.49	1.88		1.88							1.29	1.29						4.99
		Coleman	O	6.99		5.99															
	Price Rite	Amick Farms												0.99	0.99						
	Roche Bros.	Perdue		5.49																	
		Roche Bros.	A	BOGO																	
	Seabra Foods	Perdue											1.19	1.19							
		n/i			2.49		1.99										0.69				
	Shaw's	n/i			1.69		1.69														5.00
		Signature Farms								1.99											
		O Organics	O	6.99		5.99															
		Open Nature	A										1.69	1.69							
	Star Market	O Organics	O	6.99																	
		n/i			1.99		1.99														
		Signature Farms					1.99														
	Open Nature	A										1.69	1.69								
Stop & Shop	Stop & Shop			1.69		1.69						BOGO	BOGO								
Target	Market Pantry			1.99																	
Tops Market	n/i					BOGO														6.99	
	Harvestland	A	4.29																		
	Harvestland	O	6.99																		
	Murray's	A										1.89	1.89								
Trader Joe's	Trader Joe's	A	3.99																		

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				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	Breast	Tender		
MA (cont)	Trucchi's	n/i										0.99		0.99							
		Perdue		3.49												0.79					
		Trucchi's	A					2.49		2.99											
		Wegman's		3.79	1.88		1.99	1.99	1.79		2.49	1.79	0.99		0.79	0.69					
		Wegman's	A	4.49		4.29		3.69		4.29		2.29		1.99							
		Wegman's	O	7.99	6.99	5.49	4.69	5.79				3.99		2.99	1.99				2.80	2.80	
MD	ACME Markets	Lancaster		3.99		BOGO				2.99	2.99	BOGO	0.98	BOGO	0.98	0.98				5.99	
		Perdue		3.99		BOGO						BOGO	0.98	BOGO	0.98	0.98				5.99	
		n/i		2.49	1.99																
		Open Nature	A	5.99																	
		O Organics	O										2.49								
		Associated			1.99											0.59					
		Perdue						1.69													
		Harvestland	O											2.99							
		Springer Mountain	A	4.99								1.49		1.49							
		Food Lion			1.99		1.99														4.99
		Giant Eagle					BOGO														
		Giant Food					BOGO														
		Graul's Market			2.49																
		Great Valu Market			2.49																
			Gold Leaf														0.69				
		H-Mart								2.59											
		Harris Teeter			2.97		2.77	1.97			2.97		1.27		1.27	0.97					
			Perdue	A	4.99																
		Kennie's Market			1.99								1.29		1.29						
		Martin's Foods			1.88		1.88														
		Price Rite											0.99		0.99						
	Redner's														0.88						
		Coleman	O										2.28								
	Safeway Eastern											0.99		0.99	0.99						
		Perdue				BOGO															
		Signature Café																		3.99	
	Shoppers Food			1.99		1.99						1.39		1.39						5.99	



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				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	Breast	Tender		
MD (cont)	Shop'n Save	Tyson											0.98		0.98						
		Gerber's	A	4.49																	
	ShopRite	n/i			2.49								0.99		0.99					5.99	
		Harvestland	A	3.99																	
		Coleman	O	5.99		4.86								1.99							
		Tyson		2.99		2.21							1.19		1.19		0.77				
		Wholesome Pantry	A	4.49		2.99															
		ShurSave	n/i		1.99						2.69		1.29		1.29		1.29				
		Target	Market Pantry		1.99																
		Trader Joe's	Trader Joe's	A	3.99																
		Wegman's	Wegman's		3.79	1.88	1.99	1.99	1.79							0.79	0.69				
			Wegman's	A	4.49		4.29	3.69		4.29		2.29		1.99							
		Wegman's	O	7.99	6.99	5.49	4.69	5.79			3.99		2.99	1.99							
		Tyson																2.80	2.80		
	Weis Markets	Perdue										1.29		1.29		0.98					
ME	AG New England	n/i			1.99																
	Food City Market	n/i			1.99		1.88														
	Hannaford	Hannaford									1.49									6.99	
	Market Basket	Market Basket		1.79	1.79											0.69					
		Springer Mountain	A	3.99																	
		Perdue									1.69										
		Coleman	O					2.69						2.69							
	Shaw's	n/i			1.69		1.69														5.00
		Signature Farms									1.99										
		O Organics	O	6.99		5.99							1.69		1.69						
	Open Nature	A																			
	Target	Market Pantry			1.99																
	Trader Joe's	Trader Joe's	A	3.99																	
NH	AG New England	n/i			1.99																
	Hannaford	Hannaford								1.49											6.99
	Market Basket	Market Basket		1.79	1.79											0.69					
		Springer Mountain	A	3.99							1.69										
	Perdue																				
	Coleman	O					2.69						2.69								

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				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	Breast	Tender		
NH (cont)	Price Chopper	Price Chopper		2.49	1.88		1.88						1.29		1.29					4.99	
		Coleman	O	6.99		5.99															
	Price Rite	Amick Farms											0.99		0.99						
		Shaw's			1.69		1.69														5.00
	Target	Signature Farms							1.99												
		O Organics	O	6.99		5.99															
		Open Nature	A								1.69			1.69							
Trader Joe's	Market Pantry			1.99																	
Trader Joe's	Trader Joe's	A	3.99																		
NJ	ACME Markets	Lancaster		3.99		BOGO				2.99	2.99	BOGO	0.98	BOGO	0.98	0.98				5.99	
		Perdue		3.99		BOGO						BOGO	0.98	BOGO	0.98	0.98				5.99	
		n/i		2.49	1.99																
	Associated	Open Nature	A	5.99																	
		O Organics	O											2.49							
		Farm Fresh			1.99												0.59				
		Perdue							1.69												
	Best Market	Harvestland	O												2.99						
		Springer Mountain	A	4.99								1.49		1.49							
		n/i		2.47	1.77		2.27		1.27		2.97	1.27	0.77	1.27	0.77						
	Bravo	Natures Sensation	A	4.97																	
		Perdue				2.99							1.29		0.99						
	C-Town	Perdue				2.99											0.69				
		Perdue											0.99		0.99						
	Compare Foods	Farm Fresh															0.49				
		Perdue						1.79				1.39		1.19		0.49					
	Food Bazaar	Farm Fresh			1.99																
		n/i											1.49		0.99		0.69				
	Foodtown	Sanderson Farms				2.49															
		Foodtown			1.99																
Great Valu Market	Green Way	A	2.99																		
	Perdue									2.99		1.29		1.29							
H-Mart	Tyson		2.49																		
	Gold Leaf															0.69					
	n/i								2.99												

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				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	Breast	Tender		
NJ (cont)	IGA Stores NJ/PA	n/i	A									1.49		1.49							
		Perdue															0.69				
	Key Food	Coleman	O	7.99		5.99															
		Harvestland	A	5.49										1.99							
		Perdue	A	3.99	3.79					2.99	2.79	1.29	0.99	1.29	0.99		0.89				
	Kings Market	Free Bird	O	7.99																	
		Perdue		3.99																	
	McCaffrey's	McCaffrey's			1.99								0.99		0.99						
	Met Foods	Perdue															0.59				
		Springer Mountain	A	4.99		2.99		2.99				1.49		1.49							
		Harvestland	O											2.99							
	Morton Williams	Perdue													0.89						
	Murphy's	Bell & Evans	A	5.99																	
		Murphy's						1.79													
	Pioneer	Farm Fresh															0.59				
		Perdue											1.29		1.29						
		Springer Mountain	A	4.99		2.99		2.99				1.49		1.49							
	Price Rite	Amick Farms											0.99		0.99						
	Seabra Foods	Perdue				2.49															
	ShopRite	n/i			2.49				1.69					0.99		0.99					5.99
		Harvestland	A	3.99																	
		Coleman	O	5.99		4.86								1.99							
		Tyson		2.99		2.21							1.19		1.19	0.77					
		Wholesome Pantry	A	4.49		2.99															
	Stop & Shop	Stop & Shop			1.69		1.69					BOGO		BOGO							
	Supremo	n/i			2.49												0.59				
	Target	Market Pantry			1.99																
	Top Tomato	n/i					1.99														
		Cookin Good							1.69												
	Trader Joe's	Trader Joe's	A	3.99																	
Uncle Giuseppe's	n/i			2.99				1.99				1.49		1.49							
Wegman's	Wegman's			3.79	1.88	1.99	1.99	1.79		2.49	1.79	0.99		0.79	0.69						
	Wegman's	A	4.49		4.29		3.69		4.29		2.29		1.99								
	Wegman's	O	7.99	6.99	5.49	4.69	5.79				3.99		2.99	1.99							
	Tyson																	2.80	2.80		

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**CHICKEN**

State	Supermarket	Brand	Key	B/S Breast		B/S Thighs		Split Breast		Wings		Thighs		Drumsticks		Leg Quarters		IQF		Fried 8-piece	
				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	Breast	Tender		
NJ (cont)	Weis Markets	Perdue										1.29		1.29		0.98					
	Western Beef	n/i			1.99									0.99							
NY	ACME Markets	Lancaster		3.99		BOGO				2.99	2.99	BOGO	0.98	BOGO	0.98	0.98				5.99	
		Perdue		3.99		BOGO						BOGO	0.98	BOGO	0.98	0.98				5.99	
		n/i		2.49	1.99																
		Open Nature	A	5.99																	
		O Organics	O											2.49							
	AF Basket	Farm Fresh			1.99																
		Springer Mountain	A			2.49						1.49		1.49							
		n/i										0.89		0.89	0.59						
	Perdue						2.99														
			AG New England		n/i	1.99															
	Associated	Farm Fresh			1.99												0.59				
		Perdue							1.69												
		Harvestland	O											2.99							
		Springer Mountain	A	4.99								1.49		1.49							
	Best Market	n/i		2.47	1.77		2.27		1.27		2.97	1.27	0.77	1.27	0.77						
		Natures Sensation	A	4.97																	
	Big M	1893 Premium														0.69					
	Bravo	Perdue				2.99							1.29		0.99						
	C-Town	Perdue				2.99										0.69					
	Compare Foods	Perdue											0.99		0.99						
		Farm Fresh														0.49					
D'Agostino's	1932 Brand		3.49																		
DeCiccio & Sons	DeCiccio & Sons	A										1.79		1.79							
Fairway	Murray's	A									2.49		2.49								
Fine Fare	Perdue						1.79				1.39		1.19		0.49						
	Farm Fresh			1.99																	
Food Bazaar	n/i											1.49		0.99		0.69					
	Sanderson Farms				2.49																
Food Emporium	Coleman	O	7.99		5.99																
	Harvestland	A	5.99																		
Foodtown	Foodtown			1.99																	
	Green Way	A	2.99																		
	Perdue									2.99		1.29		1.29							

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**CHICKEN**

State	Supermarket	Brand	Key	B/S Breast		B/S Thighs		Split Breast		Wings		Thighs		Drumsticks		Leg Quarters		IQF		Fried 8-piece
				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	Breast	Tender	
NY (cont)	Giunta's	Farm Fresh		2.59																
		n/i						1.99												
	Great American	n/i			1.49									0.69	0.69					
	Gristede's	Harvestland	A									2.89		2.89						
		n/i		4.99																
		Perdue							2.99											
	H-Mart	n/i								2.99										
	Hannaford	Hannaford								1.49										
	Key Food	Coleman	O	7.99		5.99														
		Harvestland	A	5.49											1.99					
		Perdue	A	3.99	3.79						2.99	2.79	1.29	0.99	1.29	0.99	0.89			
	Kings Market	Free Bird	O	7.99																
		Perdue		3.99																
	King Kullen	Perdue								1.49				1.29	0.99	1.29	0.99			
		Mountaire			2.99	2.69														
		Murray's	A										2.29		2.29					
		Bell & Evans	A	5.99																
	Market 32	Price Chopper		2.49	1.88		1.88							1.29		1.29				
		Coleman	O	6.99		5.99														
	Met Foods	Perdue															0.59			
		Springer Mountain	A	4.99		2.99		2.99					1.49		1.49					
		Harvestland	O												2.99					
	Morton Williams	Perdue														0.89				
	Net Cost Market	n/i								1.49						0.79				
	North Shore	Country Fresh			1.79												0.89			
		Harvestland	A										1.99		1.99					
		Bell & Evans	O	9.99									3.99		3.99					
	Peck's Market	n/i			1.99															
Pioneer	Farm Fresh																0.59			
	Perdue											1.29		1.29						
	Springer Mountain	A	4.99		2.99		2.99					1.49		1.49						
Price Chopper	Price Chopper		2.49	1.88		1.88							1.29	1.29					4.99	
	Coleman	O	6.99		5.99															
Price Rite	Amick Farms												0.99	0.99						

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**CHICKEN**

State	Supermarket	Brand	Key	B/S Breast		B/S Thighs		Split Breast		Wings		Thighs		Drumsticks		Leg Quarters		IQF		Fried 8-piece	
				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	Breast	Tender		
NY <i>(cont)</i>	Shop'n Save	Tyson											0.98		0.98						
		Gerber's	A	4.49																	
	ShopRite	n/i			2.49									0.99		0.99				5.99	
		Harvestland	A	3.99																	
		Coleman	O	5.99		4.86									1.99						
		Tyson		2.99		2.21								1.19		1.19	0.77				
		Wholesome Pantry	A	4.49		2.99															
		Stew Leonard's	n/i		1.99																
		Stop & Shop	Stop & Shop		1.69		1.69						BOGO		BOGO						
		Target	Market Pantry		1.99																
		Top Tomato	n/i				1.99														
			Cookin Good										1.69								
		Tops Market	n/i				BOGO														6.99
			Harvestland	A	4.29																
			Harvestland	O	6.99																
			Murray's	A									1.89		1.89						
		Trade Fair	n/i				1.99									0.99	0.59				
			Perdue										1.29		1.29						
			Harvestland	A									1.99		1.99						
			n/i	H														0.79			
	Trader Joe's	Trader Joe's	A	3.99																	
	Uncle Giuseppe's	n/i			2.99			1.99					1.49		1.49						
	Wegman's	Wegman's		3.79	1.88	1.99	1.99	1.79			2.49	1.79	0.99	0.79	0.69						
		Wegman's	A	4.49		4.29	3.69		4.29			2.29		1.99							
		Wegman's	O	7.99	6.99	5.49	4.69	5.79				3.99		2.99	1.99						
		Tyson																2.80	2.80		
	Weis Markets	Perdue										1.29		1.29		0.98					
	Western Beef	n/i			1.99									0.99							
PA	ACME Markets	Lancaster		3.99		BOGO				2.99	2.99	BOGO	0.98	BOGO	0.98	0.98				5.99	
		Perdue		3.99		BOGO						BOGO	0.98	BOGO	0.98	0.98				5.99	
		n/i		2.49	1.99																
		Open Nature	A	5.99																	
		O Organics	O											2.49							
	Associated	Farm Fresh			1.99											0.59					
	Perdue							1.69													

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**CHICKEN**

State	Supermarket	Brand	Key	B/S Breast		B/S Thighs		Split Breast		Wings		Thighs		Drumsticks		Leg Quarters		IQF		Fried 8-piece
				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	Breast	Tender	
PA (cont)	Associated (continued)	Harvestland	O											2.99						
		Springer Mountain	A	4.99								1.49		1.49						
		Big M	1893 Premium														0.69			
		Boyers Food	Mrs. B's		2.97	2.47														
		Bravo	Perdue				2.99						1.29		0.99					
		C-Town	Perdue				2.99										0.69			
		Family Owned	n/i		2.49	1.99														
		Fine Fare	Perdue						1.79				1.39		1.19		0.49			
			Farm Fresh			1.99														
		Foodland	Tyson										0.99		0.99					
			Gold Leaf														0.49			
			n/i																1.60	
		Food Lion	n/i			1.99		1.99												
		Foodtown	Foodtown			1.99														
			Green Way	A	2.99															
			Perdue								2.99		1.29		1.29					
		Fresh Grocer	Tyson			1.77														
			Perdue											0.88	0.88					
			Wholesome Pantry	A							2.99									
			n/i																	5.99
		Giant Eagle	Giant Eagle		BOGO															
		Giant Food Stores	Giant			1.88		1.88												
		Gordon Food	Tyson	A					1.49		1.99		0.99				0.89			
		Great Valu Market	Tyson		2.49															
			Gold Leaf														0.69			
		H-Mart	n/i								2.99									
		IGA SpartanNash	n/i					1.99						1.29	1.29					
			Open Acres			2.09														
		Tyson																2.80	2.80	
		Gerber's	A	3.99																
	IGA Stores NJ/PA	n/i	A									1.49		1.49						
		Perdue													0.69					
	Karns Foods	n/i			2.49									0.69				1.60	4.99	
	Kennie's Market	n/i			1.99							1.29		1.29						

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**CHICKEN**

State	Supermarket	Brand	Key	B/S Breast		B/S Thighs		Split Breast		Wings		Thighs		Drumsticks		Leg Quarters		IQF		Fried 8-piece	
				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	Breast	Tender		
PA (cont)	Key Food	Coleman	O	7.99		5.99															
		Harvestland	A	5.49										1.99							
	Perdue		A	3.99	3.79					2.99	2.79	1.29	0.99	1.29	0.99	0.89					
		Kuhn's Market	n/i										0.99	0.99							
	Landis	Allen											0.99	0.99							
		n/i																			5.99
	Martin's Foods	Giant			1.88		1.88														
	McCaffrey's	McCaffrey's			1.99								0.99	0.99							
	Net Cost Market	n/i							1.49						0.79						
	Pioneer	Farm Fresh															0.59				
		Perdue											1.29	1.29							
	Springer Mountain		A	4.99		2.99		2.99				1.49	1.49	1.49	1.29						
		Price Chopper	Price Chopper		2.49	1.88		1.88						1.29	1.29						4.99
	Coleman		O	6.99		5.99															
		Price Rite	Amick Farms										0.99	0.99							
	Redner's	n/i															0.88				
		Coleman		O											2.28						
	Shop'n Save	Tyson											0.98	0.98							
		Gerber's	A	4.49																	
	ShopRite	n/i			2.49					1.69				0.99	0.99						5.99
		Harvestland	A	3.99																	
	Coleman		O	5.99		4.86									1.99						
		Tyson				2.21							1.19	1.19	0.77						
	Wholesome Pantry	A	4.49		2.99																
	ShurSave NE	Sanderson Farms			2.99						2.49	0.99	0.99	0.99	0.99						
	ShurSave	n/i			1.99						2.69	1.29	1.29	1.29	1.29						
	Sparkle	n/i														0.59					
	Supremo	n/i			2.49													0.59			
	Target	Market Pantry				1.99															
	Tops Market	n/i					BOGO														6.99
Harvestland		A	4.29																		
Harvestland		O	6.99																		
	Murray's	A								1.89	1.89	1.89	1.89								
Trader Joe's	Trader Joe's	A	3.99																		



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**CHICKEN**

State	Supermarket	Brand	Key	B/S Breast		B/S Thighs		Split Breast		Wings		Thighs		Drumsticks		Leg Quarters		IQF		Fried 8-piece
				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	Breast	Tender	
PA (cont)	Wegman's	Wegman's		3.79	1.88		1.99	1.99	1.79		2.49	1.79	0.99	0.79	0.69					
		Wegman's	A	4.49		4.29		3.69		4.29		2.29		1.99						
		Wegman's	O	7.99	6.99	5.49	4.69	5.79				3.99		2.99	1.99				2.80	2.80
	Weis Markets	Perdue									1.29		1.29		0.98					
RI	Adams Market Associated	Farm Fresh			1.99												0.59			
		Farm Fresh			1.99															
		Perdue							1.69											
	Bravo	Harvestland	O											2.99						
		Springer Mountain	A	4.99								1.49		1.49						
	Compare Foods	Perdue				2.99						1.29		0.99						
		Perdue										0.99		0.99						
	Dave's Market	Farm Fresh							1.99									0.49		
		Perdue										1.29		1.29				0.69		
	Price Rite	Amick Farms											0.99		0.99					
		Perdue										1.19		1.19						
	Seabra Foods	n/i				2.49		1.99										0.69		
		n/i				1.69		1.69												
	Shaw's	Signature Farms							1.99											
O Organics		O	6.99		5.99															
Open Nature		A									1.69		1.69							
BOGO											BOGO		BOGO							
Stop & Shop	Stop & Shop			1.69		1.69														
Target	Market Pantry			1.99																
Trader Joe's	Trader Joe's	A	3.99																	
VT	AG New England	n/i			1.99															
	Food City Market	n/i			1.99		1.88													
	Hannaford	Hannaford							1.49											
	Price Chopper	Price Chopper		2.49	1.88		1.88						1.29		1.29					6.99
		Coleman	O	6.99		5.99														4.99
	Shaw's	n/i				1.69		1.69												
Signature Farms								1.99												
O Organics		O	6.99		5.99															
	Open Nature	A									1.69		1.69							

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**CHICKEN**

State	Supermarket	Brand	Key	B/S Breast		B/S Thighs		Split Breast		Wings		Thighs		Drumsticks		Leg Quarters		IQF		Fried 8-piece
				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	Breast	Tender	
VT <i>(cont)</i>	Tops Market	n/i				BOGO														6.99
		Harvestland	A	4.29																
		Harvestland	O	6.99																
		Murray's	A									1.89		1.89						
	Trader Joe's	Trader Joe's	A	3.99																

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				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	Breast	Tender	
<b>SOUTHEASTERN U.S. - AL,FL,GA,KY,MS,NC,SC,TN,VA,WV</b>																				
AL	Bruce's Foodland	n/i							1.69											
	Cash Saver	n/i															0.55			
	Dollar General Mkt	n/i										0.95		0.95						
		Cookin' Good																	0.65	
	Earth Fare	n/i																		2.99
	Food Giant	n/i																		2.29
		Tyson																		2.80
	Gateway Foodland	n/i							1.29											2.80
	Greer's Markets	n/i																		1.99
	Hometown Market	n/i																		0.49
	Ingle's Market	Tyson																		0.49
		n/i							0.98											6.99
		Coleman	O											1.88						
	Kroger Atlanta	Simple Truth	A	4.99																
		Heritage Farm																		0.59
		Fresh Foods																		7.99
	Kroger Nashville	Simple Truth	A	4.99																
		Fresh Foods																		6.99
	Lucky's	n/i																		1.79
	Manning's PW	n/i																		0.49
	Piggly Wiggly HAC	n/i																		0.39
		Best Choice																		0.69
	Piggly Wiggly Hchr	n/i																		2.00
		Tyson																		2.29
	Piggly Wiggly Inc.	n/i																		0.49
	Piggly Wiggly JTM	n/i							1.99											2.80
	Publix	Publix Premium		3.99																0.59
	Ramey's	Krispy Krunchy																		0.59
		n/i																		1.98
		Ramey's																		
	Rouses	Tyson	A	3.99									0.98		0.98					
		Rouses	A									1.69	0.87		1.69	0.87				
		Rouses																		5.99
	Shop-Rite	n/i							1.49											

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				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	Breast	Tender			
AL <i>(cont)</i>	Sprout's Market	n/i				3.49																
	Market Corner																				6.99	
	Target	Market Pantry			1.99																	
	Trader Joe's	Trader Joe's	A	3.99																		
	United Grocery	n/i															0.59					
	Vowell's	n/i							1.49													
	Western Market	Springer Mountain	A						1.89							0.99						
	Winn-Dixie	Lip Lickin' Chicken																			4.98	
		Sanderson Farms					2.99				2.99											
	Springer Mountain	A	BOGO																			
	Tyson																		BOGO			
FL	Bravo of FL	Perdue				2.99																
	Dollar General Mkt	n/i										0.95	1.29	0.95	0.99							
		Cookin' Good																0.65				
	Earth Fare	n/i			2.99																	
	Food Giant	n/i			2.29													0.49				
		Tyson																	2.80	2.80		
	Fresco y Mas	Rancher's Home			1.98																	
	Gordon Food	Tyson	A						1.49	1.99	0.99	0.89	0.49									
	Greer's Markets	n/i			1.99																	
	Harris Teeter	Harris Teeter			2.97	2.77	1.97			2.97	1.27	1.27	0.97									
		Perdue	A	4.99																		
	Harvey's	Rancher's Home										0.88	0.88									
		n/i																0.68				6.00
	Hitchcock's	n/i																0.57				
		Tyson				2.99					2.47											
	IGA Florida	n/i							1.59									0.69				6.98
	Lucky's Market	n/i			1.98																	
Piggly Wiggly Hchr	n/i			2.29													0.49					
	Tyson																	2.80	2.80			
Publix	Publix Premium			3.99																		
Sabor Tropical	n/i			1.48																		
Safeway FL	Signature Farms										0.88	0.88	0.88									
	n/i			1.77																		
	Signature Café																				3.99	

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**CHICKEN**

State	Supermarket	Brand	Key	B/S Breast		B/S Thighs		Split Breast		Wings		Thighs		Drumsticks		Leg Quarters		IQF		Fried 8-piece		
				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	Breast	Tender			
FL <i>(cont)</i>	Scaff's Market	Covington Farms							1.59								0.59			6.99		
		Sanderson Farms																				
		Seabra Foods	n/i		1.99																	
		Sedano's	n/i															0.39				
		Sprout's Market	n/i			3.49																
		Market Corner																				
		Target	Market Pantry			1.99																
		Trader Joe's	Trader Joe's	A	3.99																	
		Western Beef	n/i			1.99									0.69			0.49				
		Winn-Dixie	Lip Lickin' Chicken	A	3.99																	4.98
		Sanderson Farms				2.99				2.99												
		Springer Mountain	A	BOGO																		
		Tyson																BOGO				
GA	Bi-Lo	n/i										0.89		0.89								
		Sanderson Farms				2.99				2.99												
		Springer Mountain	A	BOGO																	6.00	
		Lip Lickin' Chicken																				
		Tyson																	BOGO			
		Dollar General Mkt	n/i								0.95		0.95									
		Cookin' Good															0.65					
		Earth Fare	n/i		2.99																	
		Food City	Holly Farms			1.99																
			n/i																		6.99	
		Food Depot	Claxton								1.98		0.88		0.88							
		Food Giant	n/i			2.29												0.49				
			Tyson																2.80	2.80		
		Food Lion	n/i			1.99	1.99														4.99	
	Food Pride	n/i										0.79		0.79								
	Galaxy Food	n/i						1.28														
	Harris Teeter	Harris Teeter			2.97	2.77	1.97			2.97		1.27		1.27	0.97							
		Perdue	A	4.99																		
	Harvey's	Rancher's Home										0.88		0.88								
		n/i														0.68				6.00		

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**CHICKEN**

State	Supermarket	Brand	Key	B/S Breast		B/S Thighs		Split Breast		Wings		Thighs		Drumsticks		Leg Quarters		IQF		Fried 8-piece
				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	Breast	Tender	
GA <i>(cont)</i>	IGA Food Stores	Springer Mountain	A	2.89														0.59		6.99
		n/i																		
	IGA Stores SE	Springer Mountain	A									1.28		1.28						
		n/i															0.49			
	Ingle's Market	Tyson							0.98											6.99
		n/i																		
		Coleman		O											1.88					
	Kroger Atlanta	Simple Truth	A	4.99																
		Heritage Farm																	0.59	
		Fresh Foods																		
		Lucky's Market	n/i			1.98														
		Piggly Wiggly Car	n/i			2.99		1.99				2.99		0.99		0.99			0.59	
		Mrs. Mac's																		
		Piggly Wiggly GA	n/i									2.79							0.59	
		Piggly Wiggly HAC	n/i																0.69	
		Best Choice																	2.00	2.00
		Piggly Wiggly Hchn	n/i			2.29													0.49	
		Tyson																		2.80
		Piggly Wiggly JTM	n/i									1.69							0.59	
		Publix	Publix Premium			3.99														
	Quality Foods	n/i																0.59		
	Shop-Rite	n/i									1.49									
	Sprout's Market	n/i					3.49													
	Market Corner																			
	Target	Market Pantry			1.99															
	Trader Joe's	Trader Joe's	A	3.99																
	United Grocery	n/i																0.59		
	Wayfield's	Wayfield's									2.49									
		n/i			2.49		2.49		1.79				0.79		0.79			0.59		
	Winn-Dixie	Lip Lickin' Chicken																		
		Sanderson Farms					2.99				2.99									
		Springer Mountain	A	BOGO																
		Tyson																	BOGO	

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State	Supermarket	Brand	Key	B/S Breast		B/S Thighs		Split Breast		Wings		Thighs		Drumsticks		Leg Quarters		IQF		Fried 8-piece	
				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	Breast	Tender		
KY	Cox IGA	Sanderson Farms		2.99																	
	Dollar General Mkt	n/i										0.95		0.95							
		Cookin' Good															0.65				
	E.W. James	Sanderson Farms				2.48			1.48										1.66	1.66	
		Best Choice																			
	Earth Fare	n/i			2.99																
	Food City	Holly Farms			1.99																
		n/i																			6.99
	Food Fair	n/i																			6.99
	Food Giant	n/i			2.29												0.49				
		Tyson																	2.80	2.80	
	Food Lion	n/i			1.99		1.99														4.99
	Food Rite	Food Rite									2.79										
		Charley Biggs																			7.99
	Fresh Thyme	Coleman	O		5.99				2.79						2.79						
		n/i			2.77																
	Galaxy Food	n/i								1.28											
	Gordon Food	Tyson	A							1.49		1.99		0.99			0.89				
	IGA Houchen's	Sanderson Farms			1.99																
		IGA Blue Ribbon																			6.99
IGA SpartanNash	n/i					1.99						1.29		1.29							
	Open Acres			2.09																	
	Tyson																	2.80	2.80		
	Gerber's	A		3.99																	
IGA Stores OH/KY	n/i			2.59																	
IGA Stores SE	Springer Mountain	A										1.28		1.28							
	n/i															0.49					
Kroger Cincinnati	Tyson	A		2.99																	
	Fresh Foods																			6.99	
Kroger Delta	Heritage Farm				1.99					2.49											
	Fresh Foods																			7.99	
Kroger Louisville	Simple Truth	A		4.99																	
	Fresh Foods																			7.99	

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State	Supermarket	Brand	Key	B/S Breast		B/S Thighs		Split Breast		Wings		Thighs		Drumsticks		Leg Quarters		IQF		Fried 8-piece				
				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	Breast	Tender					
KY (cont)	Kroger MdAtlantic	Tyson	A						0.99				0.99		0.99									
		Simple Truth	A	4.99																				
	Kroger Nashville	Fresh Foods																				5.99		
		Simple Truth	A	4.99																				
	Lucky's Market	Fresh Foods																					6.99	
		n/i																						
	Meijer	n/i																						5.99
		Piggly Wiggly Hchn	n/i															0.49						
	Remke Markets	Tyson																		2.80	2.80			
		n/i																						
	Super Dollar	Miller	A	3.99																				7.99
		Tyson																						
	SuperVALU Stores	n/i																						
		Gold'n Plump																						
	Target	n/i																						
		Market Pantry																						
TC Grocery	Best Choice																							
	n/i																							
Trader Joe's	Trader Joe's	A	3.99																					
	United Grocery	n/i																						
ValuMarket	n/i																							
	n/i																							
MS	AG Baton Rouge	Sanderson Farms																						
		n/i																						
	Corner Market	Covington Farms																						
		Sanderson Farms					2.49																	
	Dollar General Mrkt	n/i																						
		Cookin' Good																						
	Food Giant	n/i																						
		Tyson																						
	Greer's Markets	n/i																						
		n/i																						
Grocery Depot	n/i																							
	n/i																							
Kroger Delta	Heritage Farm																							
	Fresh Foods																							
Mac's Fresh Mrkt	n/i																							
	n/i																							



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State	Supermarket	Brand	Key	B/S Breast		B/S Thighs		Split Breast		Wings		Thighs		Drumsticks		Leg Quarters		IQF		Fried 8-piece
				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	Breast	Tender	
MS <i>(cont)</i>	Piggly Wiggly Hchn	n/i			2.29												0.49			
		Tyson																2.80	2.80	
	Piggly Wiggly HGR	n/i															0.49			
	Ramey's	Krispy Krunchy																		5.99
		n/i				1.98														
	Rouses	Ramey's											0.98		0.98					
		Tyson	A		3.99									0.87						
		Rouses	A								1.69				1.69					
	Target	Market Pantry				1.99														
	Vowell's	n/i							1.49											
Winn-Dixie	Lip Lickin' Chicken																			
	Sanderson Farms					2.99					2.99									
	Springer Mountain	A		BOGO																
	Tyson																	BOGO		
NC	Bi-Lo	n/i																		
		Sanderson Farms				2.99					2.99		0.89		0.89					
		Springer Mountain	A		BOGO															
		Lip Lickin' Chicken																		
		Tyson																	BOGO	6.00
	Carlie C's IGA	n/i				1.98														
	Compare Foods	n/i							1.28											
	Dollar General Mrkt	n/i										0.95		0.95						
		Cookin' Good															0.65			
	Earth Fare	n/i				2.99														
	Farm Fresh	n/i				1.99	1.99						1.39		1.39					5.99
	Food Lion	n/i				1.99	1.99													4.99
	Food Pride	n/i											0.79		0.79					
	Fresh Foods	Springer Mountain	A		3.49															
	Galaxy Food	n/i							1.28											
	Great Valu Market	Tyson				2.49														
	Gold Leaf															0.69				
H-Mart	n/i				2.38															
Harris Teeter	Harris Teeter				2.97	2.77	1.97			2.97		1.27		1.27	0.97					
	Perdue	A		4.99																

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				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	Breast	Tender		
NC <i>(cont)</i>	Harvey's	Rancher's Home										0.88		0.88			0.68			6.00	
	IGA Food Stores	Springer Mountain	A	2.89														0.59		6.99	
	IGA Stores SE	Springer Mountain	A									1.28		1.28							
	Ingle's Market	Tyson							0.98								0.49			6.99	
		n/i													1.88						
	Just \$ave Foods	Sanderson Farms			1.88																
	Kroger MdAtlantic	Tyson	A						0.99			0.99		0.99							
		Simple Truth	A	4.99																	5.99
		Fresh Foods																			
	Lidl	n/i			1.99	2.29	1.99														
	Lowe's Foods	Perdue		BOGO									0.99		0.99						
		Chicken Kitchen																			7.99
		Amick Farms			1.97																
	Piggly Wiggly Retail	Fieldale																0.49			
		Springer Mountain	A								2.59										
		Wise Buy							1.49												
Piggly Wiggly Strs	n/i														0.79	0.49				6.99	
Publix	Publix Premium			3.99																	
Sprout's Market	n/i				3.49															6.99	
	Market Corner																				
Target	Market Pantry				1.99																
Trader Joe's	Trader Joe's	A		3.99																	
United Grocery	n/i																0.59				
SC	Bi-Lo	n/i											0.89		0.89						
		Sanderson Farms				2.99					2.99										
		Springer Mountain	A	BOGO																	
		Lip Lickin' Chicken																	BOGO	6.00	
Dollar General Mkt	n/i										0.95		0.95								
	Cookin' Good																0.65				
Earth Fare	n/i			2.99																	

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				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	Breast	Tender		
SC (cont)	Food Lion	n/i			1.99		1.99													4.99	
	Galaxy Food	n/i						1.28													
	Harris Teeter	Harris Teeter			2.97		2.77	1.97			2.97		1.27		1.27	0.97					
		Perdue	A		4.99																
		Harvey's	Rancher's Home										0.88		0.88						
			n/i														0.68				6.00
		IGA Food Stores	Springer Mountain	A		2.89													0.59		6.99
			n/i																		
		IGA Stores SE	Springer Mountain	A									1.28		1.28						
			n/i															0.49			
		Ingle's Market	Tyson						0.98												6.99
			n/i																		
			Coleman	O											1.88						
		Kroger Atlanta	Simple Truth	A		4.99															
			Heritage Farm																0.59		
			Fresh Foods																		7.99
	Lidl	n/i			1.99	2.29	1.99														
	Lowe's Foods	Perdue			BOGO								0.99		0.99						
		Chicken Kitchen																		7.99	
		Amick Farms			1.97																
	Piggly Wiggly Car	n/i			2.99		1.99				2.99		0.99		0.99		0.59			7.99	
		Mrs. Mac's																			
	Publix	Publix Premium			3.99																
	Quality Foods	n/i																0.59			
	Target	Market Pantry			1.99																
	Trader Joe's	Trader Joe's	A		3.99																
TN	Cash Saver	n/i														0.55					
	Cash Saver TC	Best Choice																1.33	1.33		
	Chappell's	n/i						1.48													
	Dollar General Mkt	n/i										0.95		0.95							
		Cookin' Good															0.65				
	E.W. James	Sanderson Farms					2.48		1.48												
	Best Choice																	1.66	1.66		
	Earth Fare	n/i			2.99																

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				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	Breast	Tender			
TN (cont)	Food City	Holly Farms			1.99																6.99	
		n/i																				
	Food Country	Butcher's Best			1.99																	
	Food Giant	n/i			2.29												0.49					
		Tyson																	2.80	2.80		
	Food Lion	n/i			1.99		1.99															4.99
	Food Rite	Food Rite									2.79											
		Charley Biggs																				7.99
	Gordon Food	Tyson	A						1.49		1.99		0.99				0.89					
	H.G. Hill	n/i					2.49		1.49													
	IGA Houchen's	Sanderson Farms				1.99																
		IGA Blue Ribbon																				6.99
	IGA Stores OH/KY	n/i			2.59																	
	IGA Stores SE	Springer Mountain	A										1.28		1.28							
		n/i																0.49				
	Ingle's Market	Tyson							0.98													
		n/i																				6.99
		Coleman	O												1.88							
	Kroger Delta	Heritage Farm				1.99					2.49											
		Fresh Foods																				7.99
	Kroger MdAtlantic	Tyson	A						0.99				0.99		0.99							
		Simple Truth	A		4.99																	
		Fresh Foods																				5.99
Kroger Nashville	Simple Truth	A		4.99																		
	Fresh Foods																				6.99	
Lucky's	n/i				1.79												0.49					
Osborne's	Sanderson Farms					2.69		1.49														
Publix	Publix Premium			3.99																		
Shop-Rite	n/i							1.49														
Sprout's Market	n/i					3.49																
	Market Corner																				6.99	
Super Dollar	n/i				1.95																	
TC Grocery	Best Choice																	1.49	1.49			
	n/i							1.29				1.39		1.29							5.69	
Target	Market Pantry				1.99																	

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				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	Breast	Tender		
TN (cont)	Tietgen's	n/i							1.49												
	Trader Joe's	Sanderson Farms				2.69															
	United Grocery	Trader Joe's	A	3.99													0.59				
VA	Associated	Farm Fresh			1.99											0.59					
		Perdue							1.69												
		Harvestland	O											2.99							
		Springer Mountain	A	4.99								1.49		1.49							
	Dollar General Mkt	n/i									0.95		0.95								
		Cookin' Good															0.65				
		Farm Fresh	n/i		1.99		1.99						1.39		1.39						5.99
		Food City	Holly Farms		1.99																
			n/i																		6.99
		Food Country	Butcher's Best		1.99																
		Food Lion	n/i		1.99		1.99														4.99
		Galaxy Food	n/i																		
		Giant Food	Perdue			BOGO															
		Grant's	n/i																		
		Great Valu Market	Tyson		2.49																
			Gold Leaf																		
		H-Mart	n/i								2.59										
		Harris Teeter	Harris Teeter			2.97		2.77	1.97			2.97		1.27		1.27	0.97				
			Perdue	A	4.99																
		IGA Stores SE	Springer Mountain	A										1.28		1.28					
		n/i																			
	Ingle's Market	Tyson																			
		n/i																			
		Coleman	O											1.88							
	Kroger MdAtlantic	Tyson	A										0.99		0.99						
		Simple Truth	A	4.99																	
		Fresh Foods																			
	Lidl	n/i		1.99	2.29	1.99															
	Lowe's Foods	Perdue			BOGO								0.99		0.99						
		Chicken Kitchen																			
		Amick Farms				1.97															

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				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	Breast	Tender	
VA (cont)	Martin's Foods	Giant			1.88		1.88													
	Piggly Wiggly Retail	Fieldale															0.49			
		Springer Mountain	A							2.59										
	Piggly Wiggly Strs	Wise Buy						1.49												
		n/i													0.79	0.49				6.99
	Price Rite	Amick Farms										0.99		0.99						
	Publix	Publix Premium		3.99																
	Safeway Eastern	Signature Farms											0.99		0.99	0.99				
		Perdue		BOGO																
	Shoppers Food	Signature Café																		3.99
		n/i			1.99		1.99							1.39		1.39				5.99
	Shop'n Save	Tyson												0.98		0.98				
		Gerber's	A		4.49															
	Super Dollar	n/i			1.95															
	Target	Market Pantry			1.99															
Trader Joe's	Trader Joe's	A		3.99																
Wegman's	Wegman's			3.79	1.88	1.99	1.99	1.79		2.49	1.79	0.99		0.79	0.69					
	Wegman's	A		4.49		4.29	3.69		4.29		2.29		1.99							
	Wegman's	O		7.99	6.99	5.49	4.69	5.79			3.99		2.99	1.99						
	Tyson																2.80	2.80		
Weis Markets	Perdue										1.29		1.29		0.98					
WV	Dollar General Mkt	n/i									0.95		0.95							
	Food Fair	Cookin' Good														0.65			6.99	
		n/i			1.99		1.99												4.99	
	Food Lion	n/i																		
	Galaxy Food	n/i						1.28												
	Giant Eagle	Giant Eagle		BOGO																
	Grant's	n/i						1.29												
	Great Valu Market	Tyson			2.49															
		Gold Leaf															0.69			
	IGA Stores SE	Springer Mountain	A									1.28		1.28						
n/i																0.49				
Kroger Columbus	Heritage Farm			1.88																
	Fresh Foods Mkt																		5.99	

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				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	Breast	Tender				
WV (cont)	Kroger MdAtlantic	Tyson	A						0.99				0.99		0.99								
		Simple Truth	A	4.99																			
		Fresh Foods																				5.99	
		Martin's Foods				1.88		1.88															
		Piggly Wiggly Strs															0.79	0.49					6.99
		Shop'n Save												0.98		0.98							
		Gerber's	A	4.49																			
		Sparkle																0.59					
		Target					1.99																
		Weis Markets											1.29		1.29		0.98						

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

prices in \$US per pound unless otherwise noted.

**Labor Day 2017**

**CHICKEN**

State	Supermarket	Brand	Key	B/S Breast		B/S Thighs		Split Breast		Wings		Thighs		Drumsticks		Leg Quarters		IQF		Fried 8-piece	
				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	Breast	Tender		
<b>MIDWESTERN U.S. - IA,IL,IN,MI,MN,ND,NE,OH,SD,WI</b>																					
IA	AW Grocers	Sanderson Farms							1.49							1.29					
		n/i															0.49				
	Brothers Market	n/i																		7.99	
		Sanderson Farms															1.29				
		Best Choice																	2.00	2.00	
	Family Fare	Just Bare	A	3.42		2.39															6.99
		n/i																			
	Family Foods	Open Acres															0.89	0.69	2.00		
	Fishers Jack&Jill	Open Acres																	2.00		
	Food Pride	Open Acres															0.89	0.69	2.00		
	Fresh Thyme	Coleman	O	5.99				2.79							2.79						
		n/i		2.77																	
	Hometown Foods	n/i		2.49																	
	Hy-Vee	Hy-Vee		2.99							1.18			1.18							8.88
		Just Bare	A	5.70		3.99															
		Delightful Farms																		2.50	
	Jewel-Osco	Perdue		BOGO																	2.80
		Tyson																			2.80
	Lucky's Market	n/i			1.98																
No Frills	n/i			1.99																6.99	
Target	Market Pantry			1.99																	
Trader Joe's	Trader Joe's	A	3.99																		
Price Chopper	KC Pride		3.99																		
Quillin's	Tyson		2.29																		
Sunshine Foods	n/i			1.99																7.97	
Super Saver	Sanderson Farms															1.18					
Thriftway Stores	n/i															0.99				6.99	
IL	Angelo Caputo	n/i		2.79	1.79										0.69						
		Miller	A	3.99																	
	AW Grocers	Sanderson Farms							1.49												
		n/i																			
Berkot's	n/i		BOGO			1.99									0.69					6.00	
	Berkot's																				



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**CHICKEN**

State	Supermarket	Brand	Key	B/S Breast		B/S Thighs		Split Breast		Wings		Thighs		Drumsticks		Leg Quarters		IQF		Fried 8-piece	
				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	Breast	Tender		
IL <i>(cont)</i>	Borowiak's IGA	n/i															0.59				
	Borowiak's Best																			6.99	
	Brookhaven	n/i		1.99	1.79																
	Butera	n/i		2.29	1.99	2.69		1.79	1.49			1.49	1.19	1.09	0.89	0.69				4.99	
	Cermak's	n/i			1.69										0.59						
	County Market NFI	Chester's																			7.49
		n/i				2.99															
	Cub Foods	Perdue	A	3.99																	
	Dierberg's	Perdue	A					1.99						0.88		0.88					
		Dierberg's																			7.99
	El Guero	n/i		2.39							2.99										
	Fairplay Foods	n/i			1.49						2.49		0.99		0.99		0.69				
	Fishers Jack&Jill	Open Acres																	2.00		
	Food 4 Less	Perdue									1.99										
		n/i																			5.99
	Food Pride	Open Acres														0.89	0.69	2.00			
	Fresh Thyme	Coleman	O	5.99				2.79							2.79						
		n/i		2.77																	
	Garden Fresh	n/i													0.59						
		Miller	A	3.99																	
	Gordon Food	Tyson	A					1.49		1.99		0.99				0.89					
	Heinen's	Gerbers	A	3.99																	
		Smart Chicken	O	7.99																	
Hy-Vee	Hy-Vee		2.99									1.18		1.18						8.88	
	Just Bare	A	5.70		3.99																
IGA Houchen's	Delightful Farms																	2.50			
	Sanderson Farms				1.99																
	IGA Blue Ribbon																			6.99	
IGA Stores IL/IN	n/i			2.29												0.68					
Jewel-Osco	Perdue		BOGO																		
	Tyson																	2.80	2.80		
Jimenez	n/i												0.79								
Kirby Foods IGA	n/i														0.88						
	Gold'n Plump			5.20																	

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Labor Day 2017

**CHICKEN**

State	Supermarket	Brand	Key	B/S Breast		B/S Thighs		Split Breast		Wings		Thighs		Drumsticks		Leg Quarters		IQF		Fried 8-piece	
				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	Breast	Tender		
IL <i>(cont)</i>	Kroger Central	Tyson	A		1.88																
		Heritage Farm				2.49				2.49											
		Fresh Foods																			6.99
	Kroger Louisville	Simple Truth	A		4.99																
		Fresh Foods																			7.99
	La Chiquita	n/i												0.69							
	Mariano's	n/i																		5.00	
	Meijer	n/i			1.79															5.99	
	Pete's Market	n/i			1.99					2.49	1.39				0.59		0.59				
		Harvestland	A			3.99															
	Piggly Wiggly MW	Sun Chef																	1.66		
		Gerber's	A			2.99											1.49				
	Schuettes	Just Bare	A									2.80		2.80							
	Seafood City	n/i													0.69						
	Shop & Save Mrkt	n/i			1.69						1.49										
		n/i	H			2.49															
		Crescent	A					3.49													
		Miller	A			3.49															
		Miller	O					5.49													
	Shop'n Save	n/i										0.99		0.99							
Sullivan's	n/i			1.99																	
Sunset Foods	Miller	A		4.99																	
Target	Market Pantry				1.99																
Tonys Finer Foods	n/i			3.99	1.69	1.99				1.99		0.99		0.99							
Trader Joe's	Trader Joe's	A		3.99																	
Valli Produce	n/i				1.99											0.59					
	Perdue													0.99							
	Walt's Foods	Walt's			1.98																
Walt's Foods	Miller	A				3.29															
	Tyson																			6.99	
IN	Al's Supermarket	Miller	A	2.99																	
	Dollar General Mrkt	n/i										0.95		0.95							
		Cookin' Good															0.65				
Earth Fare	n/i			2.99																	

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**CHICKEN**

State	Supermarket	Brand	Key	B/S Breast		B/S Thighs		Split Breast		Wings		Thighs		Drumsticks		Leg Quarters		IQF		Fried 8-piece	
				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	Breast	Tender		
IN <i>(cont)</i>	Food 4 Less	Perdue									1.99									5.99	
		n/i																			
	Fresh Encounter	Miller	A	3.99																7.99	
		n/i																			
		Open Acres			2.49								1.49		1.49						
	Fresh Thyme	Coleman	O	5.99				2.79							2.79						
		n/i			2.77																
	Giant Eagle	Giant Eagle			BOGO																
	Gordon Food	Tyson	A						1.49		1.99		0.99				0.89				
	Harding's	Open Acres			2.19																
	Harvest Sprmrkt	Sanderson Farms													1.29						
	Holiday Foods	n/i		2.99	1.99												0.59				
	IGA Houchen's	Sanderson Farms			1.99																
		IGA Blue Ribbon																			6.99
	IGA SpartanNash	n/i					1.99						1.29		1.29						
		Open Acres			2.09																
		Tyson																	2.80	2.80	
		Gerber's	A	3.99																	
	IGA Stores IL/IN	n/i			2.29												0.68				
	IGA Stores OH/KY	n/i			2.59																
	Jay C Foods	Tyson	A	2.99																	
		Simple Truth	O	5.99																	
		Fresh Foods Mrkt																			6.99
Jewel-Osco	Perdue			BOGO																	
	Tyson																				
Kirby Foods IGA	n/i															0.88				2.80	
	Gold'n Plump			5.20																	
Kroger Central	Tyson	A		1.88																	
	Heritage Farm					2.49				2.49											
	Fresh Foods																			6.99	
Kroger Cincinnati	Tyson	A	2.99																		
	Fresh Foods																			6.99	
Kroger Louisville	Simple Truth	A	4.99																		
	Fresh Foods																			7.99	
Lucky's Market	n/i			1.98																	

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**CHICKEN**

State	Supermarket	Brand	Key	B/S Breast		B/S Thighs		Split Breast		Wings		Thighs		Drumsticks		Leg Quarters		IQF		Fried 8-piece	
				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	Breast	Tender		
IN (cont)	Martins Super Mrkt	n/i														0.49					
	Meijer	n/i		1.79																5.99	
	Miller's Market	Miller	A			2.99															
	New Market	Miller	A	3.49																	
	Strack & Van Til	Perdue	A		1.89												0.79				
		Sanderson Farms										1.29		1.29							
	Target	Market Pantry			1.99																
	Trader Joe's	Trader Joe's	A	3.99																	
	Walt's Foods	Walt's			1.98																
		Miller	A			3.29															6.99
Wesselman's	Green Peak																1.66				
		n/i														0.59					
MI	County Market	Sanderson Farms						1.49													
		n/i															0.49				
	Busch's	n/i																		6.00	
		Farm Fresh			1.99																
	County Market	Gold'n Plump		2.99																	
	D&W Fresh Mrkt	Open Acres																			5.99
		Miller	A	4.99																	
		Tyson																2.80	2.80		
	Earth Fare	n/i		2.99																	
	Family Fare	Miller	A	4.99																	
		Open Acres																			5.99
	Food Pride	Open Acres			1.99																
		Tyson																	2.80	2.80	
	Fresh Thyme	Gerber's	A								1.59		1.59		1.59						
		Coleman	O	5.99				2.79					2.79								
	n/i		2.77																		
Glory Supermarket	n/i											0.59		0.99		0.59					
Gordon Food	Tyson	A					1.49		1.99		0.99				0.89						
Great Lakes	Sanderson Farms		2.39		2.39				2.69												
Harding's	Open Acres			2.19																	
Hollywood Mrkt	Hollywood																			10.99	

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**CHICKEN**

State	Supermarket	Brand	Key	B/S Breast		B/S Thighs		Split Breast		Wings		Thighs		Drumsticks		Leg Quarters		IQF		Fried 8-piece		
				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	Breast	Tender			
MI <i>(cont)</i>	Kroger Central	Tyson	A		1.88																	
		Heritage Farm					2.49				2.49										6.99	
		Fresh Foods																				6.99
	Kroger Columbus	Heritage Farm				1.88																
		Fresh Foods Mrkt																				5.99
	Kroger Michigan	Heritage Farm				1.99																
		Simple Truth	A		4.99																	6.99
	Lucky's Market	n/i			1.98																	
	Martins Super Mrkt	n/i															0.49					
	Meijer	n/i				1.79																5.99
	Miller's Market	Miller	A				2.99															
	Pat's Foods IGA	Gold'n Plump			3.99																	7.99
		n/i											1.29									
		Gerber's	A		2.99																	
	Polly's Market	Miller	O				4.49															
		Amish	A		3.49																	
		Amish Country					2.49															
	Ric's Food Center	Gerber's	A		3.49		2.69															
	Spartan Stores	Miller	A						1.89													
		Tyson																		2.80	2.80	
	Super One Foods	n/i				1.97																
		Gold'n Plump									2.14		1.14		1.14							6.96
		Gerber's	A		3.99																	
Tadych's	Gold'n Plump																		2.50			
	Gerber's	A		3.69																		
Target	Market Pantry				1.99																	
Toms/Olesons	Miller	A							1.89													
	n/i																				5.99	
Trader Joe's	Trader Joe's	A		3.99																		
VG's Grocery	Miller's	A		4.99																		
	Open Acres																				5.99	
Valueland	n/i				1.79																	

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**CHICKEN**

State	Supermarket	Brand	Key	B/S Breast		B/S Thighs		Split Breast		Wings		Thighs		Drumsticks		Leg Quarters		IQF		Fried 8-piece		
				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	Breast	Tender			
MN	AW Grocers	Spring Valley Sanderson Farms							1.49							1.29			1.80			
		n/i															0.49					
	Cash Wise	Gold'n Plump							BOGO			BOGO		BOGO					2.40			
	Coborn's	Buckley Farms																		6.99		
		n/i																				
	County Market	Gold'n Plump			2.99																	
	Cub Foods	Perdue	A		3.99																	
	Econofoods	Just Bare	A		5.67	3.99															6.99	
		n/i																				
	Family Fare	Just Bare	A		3.42	2.39															6.99	
		n/i																				
	Family Fresh	Just Bare	A		5.67	3.99															6.99	
		n/i																				
	Festival	Gold'n Plump			3.99																6.99	
		Our Own																				7.77
	Food Pride	Open Acres				1.99																
		Tyson																	2.80	2.80		
		Gerber's	A									1.59		1.59		1.59						
	Fresh Thyme	Coleman	O		5.99			2.79								2.79						
		n/i			2.77																	
Hornbacher's	n/i											0.99		0.99						6.99		
Hugo's	Just Bare	A		5.67																		
Hy-Vee	Hy-Vee			2.99								1.18		1.18						8.88		
	Just Bare	A		5.70	3.99																	
	Delightful Farms																		2.50			
Kowalski's	Gerber's	A		5.99																		
Lunds & Byerlys	Bell & Evans	A		5.99																		
	Gold'n Plump												1.71		1.71							
	L&B Signature																				7.99	
Marketplace Foods	Just Bare	A			3.59																	
Quillin's	Tyson			2.29																		
Rainbow Foods	Perdue				1.99					1.99												
Sun Mart	n/i				1.99																6.99	
Sunshine Foods	n/i				1.99																7.97	

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				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	Breast	Tender		
MN <i>(cont)</i>	Super One Foods	n/i			1.97																
		Gold'n Plump									2.14		1.14		1.14					6.96	
		Gerber's	A	3.99																	
	SuperVALU Stores	Gold'n Plump		2.99																6.99	
	Target	Market Pantry			1.99																
	Trader Joe's	Trader Joe's	A	3.99																	
ND	Albertsons Mntrn	n/i			1.88		1.88									0.99					
		Signature Farms											1.39		1.39					5.99	
	AW Grocers	Albertsons									1.49										
		Sanderson Farms														0.49					
		n/i																			
	Cash Wise	Gold'n Plump																			
	Dan's	Just Bare	A	3.42		2.39													2.80	2.80	
		Tyson																			6.99
		Chester's																			6.99
	Family Fare	Just Bare	A	3.42		2.39															6.99
		n/i																			6.99
	Food Pride	Open Acres			1.99																6.99
		Tyson																		2.80	2.80
		Gerber's	A									1.59		1.59							6.99
	Hornbacher's	n/i											0.99		0.99						6.99
Hugo's	Just Bare	A	5.67																	6.99	
Leevers Foods	Open Acres																		2.00	6.99	
	Just Bare	A	5.67		3.99															6.99	
Marketplace Foods	Just Bare	A			3.59															6.99	
Millers Fresh Food	Open Acres																		2.00	6.99	
	Just Bare	A	5.67		3.99															6.99	
SuperVALU Stores	Gold'n Plump			2.99																6.99	
	n/i																			6.99	
Target	Market Pantry			1.99																6.99	
NE	Apple Markets	Sanderson Farms														1.29				6.99	
		n/i																			6.99
		Best Choice																	1.99	1.99	6.99

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				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	Breast	Tender						
NE <i>(cont)</i>	AW Grocers	Spring Valley																	1.80						
		Sanderson Farms							1.49								1.29								
		n/i															0.49								
		Baker's	Tyson	A	1.99																	7.99			
			n/i																				6.99		
		Family Fare	Just Bare	A	3.42		2.39																6.99		
			n/i																					6.99	
		Family Fresh	Just Bare	A	5.67		3.99																	6.99	
			n/i																						6.99
		Food Pride	Open Acres				1.99																		2.80
			Tyson																						2.80
			Gerber's	A									1.59		1.59										
		Fresh Thyme	Coleman	O	5.99				2.79						2.79										
			n/i		2.77																				
	Hy-Vee	Hy-Vee		2.99									1.18		1.18										
		Just Bare	A	5.70		3.99																			
		Delightful Farms																							
	No Frills	n/i				1.99																			
	Safeway Denver	n/i		2.49																					
		Open Nature	A			5.99																			
		Signature Café																							
	Sun Mart	n/i				1.99																			
	Super Saver	Sanderson Farms																							
	Target	Market Pantry				1.99																			
	Thriftway Stores	n/i																							
	Trader Joe's	Trader Joe's	A	3.99																					
OH	Acme Fresh Mrkt	Gerbers	A	3.99																					
		Acme																							
		Valu Time											1.29		1.29										
		Buehler's	Gerbers	A									1.79		1.79										2.39
		Dave's Market	n/i											0.99		0.99									2.39
		PGP Brand																							
	Dollar General Mrkt	n/i											0.95		0.95										
		Cookin' Good																							



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				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	Breast	Tender	
OH (cont)	Dorothy Lane	DLM	A									1.99		1.99						
		Bell & Evans	O									4.99		4.99						
		Earth Fare	n/i		2.99															
		Fishers Foods	Fishers		1.99															
			Tyson																2.00	
			Gerbers	A			2.89										1.39			
		Food Fair	n/i																	6.99
		Fresh Encounter	Miller	A	3.99															
			n/i																	7.99
			Open Acres			2.49							1.49		1.49					
		Fresh Thyme	Coleman	O	5.99				2.79						2.79					
			n/i			2.77														
		Geyer's	n/i							0.98					0.58		0.48			6.99
		Giant Eagle	Giant Eagle			BOGO														
		Gordon Food	Tyson	A						1.49	1.99		0.99			0.89				
		Heinen's	Gerbers	A	3.99															
			Smart Chicken	O	7.99															
		IGA SpartanNash	n/i					1.99					1.29		1.29					
			Open Acres			2.09														
			Tyson																2.80	2.80
			Gerber's	A	3.99															
		IGA Stores OH/KY	n/i			2.59														
		Kroger Central	Tyson	A		1.88														
			Heritage Farm				2.49				2.49									
			Fresh Foods																	6.99
		Kroger Cincinnati	Tyson	A	2.99															
			Fresh Foods																	6.99
		Kroger Columbus	Heritage Farm			1.88														
			Fresh Foods Mrkt																	5.99
		Kroger MdAtlantic	Tyson	A					0.99				0.99		0.99					
		Simple Truth	A	4.99																
		Fresh Foods																	5.99	
	Lucky's Market	n/i			1.98															
	Marc's	Amish Valley		2.29																
	Meijer	n/i			1.79														5.99	

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

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**Labor Day 2017**

**CHICKEN**

State	Supermarket	Brand	Key	B/S Breast		B/S Thighs		Split Breast		Wings		Thighs		Drumsticks		Leg Quarters		IQF		Fried 8-piece	
				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	Breast	Tender		
OH <i>(cont)</i>	Miller's Market	Miller	A			2.99															
	Piggly Wiggly Strs	n/i													0.79	0.49				6.99	
	Remke Markets	n/i			1.97																
		Miller	A	3.99																	7.99
		Tyson																			
	Shop'n Save	Tyson									0.98		0.98								
		Gerber's	A	4.49																	
	Sparkle	n/i													0.59						
	SuperVALU Stores	Gold'n Plump			2.99																7.49
		n/i																			7.99
	Tyson																				
	Gerber's	A								1.69		1.69									
Target	Market Pantry				1.99																
Trader Joe's	Trader Joe's	A	3.99																		
Weis Markets	Perdue										1.29		1.29		0.98						
SD	AW Grocers	Spring Valley																1.80			
		Sanderson Farms						1.49							1.29						
		n/i														0.49					
	Buche Foods	Chester's																		9.98	
		n/i										1.18		1.18							
	Coborn's	Buckley Farms																2.40			
		n/i																		6.99	
	Family Thrift	Just Bare	A	5.67		3.99															
		n/i																			6.99
	Hy-Vee	Hy-Vee			2.99							1.18		1.18							8.88
		Just Bare	A	5.70		3.99															
		Delightful Farms																	2.50		
	IGA Markets	Gold'n Plump											1.43		1.43						
Ken's Super Fair	Chester																			8.29	
Lynns Dakotamart	Open Acres															0.69					
Safeway Denver	n/i			2.49																	
	Open Nature	A			5.99																
	Signature Café																				6.99
Sunshine Foods	n/i				1.99																7.97

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**Labor Day 2017**

**CHICKEN**

State	Supermarket	Brand	Key	B/S Breast		B/S Thighs		Split Breast		Wings		Thighs		Drumsticks		Leg Quarters		IQF		Fried 8-piece	
				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	Breast	Tender		
SD (cont)	SuperVALU Stores	Gold'n Plump n/i		2.99																7.49	
	Target	Market Pantry			1.99																
WI	AW Grocers	Spring Valley Sanderson Farms n/i						1.49								1.29	0.49	1.80			
	Cermak's	n/i			1.69								0.59								
	County Market	Gold'n Plump		2.99																	
	Econofoods	Just Bare n/i	A	5.67		3.99														6.99	
	Family Fresh	Just Bare n/i	A	5.67		3.99														6.99	
	Festival Foods	n/i																		5.00	
	Food Pride	Bell & Evans Open Acres Tyson	A			1.99								2.48					2.80	2.80	
	Fox Bros.	Gerber's Sun Chef	A			2.99					1.59			1.59					1.66		
	Fresh Thyme	Gerber's Coleman n/i	A O	5.99 2.77				2.79						2.79			1.49				
	Gordon Food	Tyson	A					1.49		1.99		0.99				0.89					
	Hy-Vee	Hy-Vee Just Bare Delightful Farms	A	2.99 5.70		3.99						1.18		1.18						8.88	
	Marketplace Cobor	Buckley Farms n/i																2.50 2.40			
	Marketplace Foods	Just Bare n/i	A			3.59														6.99	
	Meijer	n/i			1.79															5.99	
	Pat's Foods IGA	Gold'n Plump n/i		3.99								1.29								7.99	
	Pick'n Save	Gerber's n/i	A	2.99																	5.99
		Roundy's			2.49																

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**Labor Day 2017  
CHICKEN**

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State	Supermarket	Brand	Key	B/S Breast		B/S Thighs		Split Breast		Wings		Thighs		Drumsticks		Leg Quarters		IQF		Fried 8-piece			
				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	Breast	Tender				
WI (cont)	Piggly Wiggly MW	Sun Chef																	1.66				
		Gerber's	A			2.99												1.49					
	Quillin's	Tyson			2.29																		
		Gerbers	A						1.79				1.79		1.79								
	Sentry Foods	Just Bare	A						2.75														
		n/i																				6.49	
	Shurfine Food	Just Bare	A			4.99																	
		Gold'n Plump																				3.49	
	Super One Foods	n/i				1.97																	
		Gold'n Plump									2.14		1.14		1.14								6.96
	SuperVALU Stores	Gerber's	A		3.99																		
		Gold'n Plump				2.99																	6.99
	Tadych's	n/i																					
		Gold'n Plump																					2.50
	Target	Gerber's	A		3.69																		
		Market Pantry					1.99																
Trader Joe's	Trader Joe's	A		3.99																			
Trig's	Gerber's	A		3.99																			
	Trig's																					6.99	
Woodmans	Gold'n Plump											1.14		1.14									

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**CHICKEN**

State	Supermarket	Brand	Key	B/S Breast		B/S Thighs		Split Breast		Wings		Thighs		Drumsticks		Leg Quarters		IQF		Fried 8-piece
				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	Breast	Tender	
<b>SOUTH CENTRAL U.S. - AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT</b>																				
AR	Albertsons Houston	n/i			1.88		1.88													
		Tyson																	2.40	
		Signature Farms			2.99		2.99			2.99		1.49		1.49						
		O Organics	O	7.99																
	Brookshire's	Brookshire's										0.99		0.99						
	CV's Family Food	n/i												0.99						
	Cash Saver TC	Best Choice																1.33	1.33	
	City Market	n/i														0.49				
	Cranford's	n/i												0.98						3.99
	Dollar General Mrkt	n/i									0.95		0.95							
		Cookin' Good														0.65				
	Edwards FG	Sanderson Farms						1.48												
	Food Giant	n/i			2.29											0.49				
		Tyson																2.80	2.80	
	G&W Foods	Mountaire		2.88								1.18		1.18						
		n/i														0.58				
	Harp's	Tyson				2.28														2.80
		n/i			2.69															
	Hays Supermarket	Sanderson Farms						1.48												
	Kroger Delta	Heritage Farm			1.99					2.49										
		Fresh Foods																		7.99
	Mac's Fresh Mrkt	n/i						1.29												
	Piggly Wiggly Hchr	n/i			2.29											0.49				
		Tyson																2.80	2.80	
	Rehkopf's	Sanderson Farms						1.39												
	Super 1 Foods	Country Pride														0.37				
		n/i										0.97		0.97						
		Tyson																1.80		
	Target	Market Pantry			1.99															
	TC Grocery	Best Choice																1.49	1.49	
		n/i						1.29				1.39		1.29		0.59				5.69
	Whole Foods SW	Whole Foods																		7.99

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**Labor Day 2017**

**CHICKEN**

State	Supermarket	Brand	Key	B/S Breast		B/S Thighs		Split Breast		Wings		Thighs		Drumsticks		Leg Quarters		IQF		Fried 8-piece
				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	Breast	Tender	
AZ	Albertsons SW	n/i		BOG2	1.97		1.97													
		Sanderson Farms										0.99	0.99	0.99						
		Signature Café																		
		Open Nature		A	4.99															
		AW Grocers	Sanderson Farms														1.29			
		Basha's	n/i			1.99		1.99												
		El Super	n/i			2.29							0.89	0.89						
		Food City	n/i			1.77								0.77						
		Fry's	Fresh Foods																	
			Kroger																2.66	
		IGA Family	n/i											0.99						
		Los Altos	n/i							0.99				0.89						
		Lowe's	n/i														0.39			
		Safeway SW	Signature Farms																2.40	2.40
			Sanderson Farms										1.29	1.29	1.29					
		O Organics	O					4.49												
		Signature Café																		
		n/i			1.77		1.77													
	Smart & Final	First Street							0.99											
	Smith's	Heritage Farm			1.99															
		Fresh Foods																		
	Sprout's Market	n/i				3.49														
		Market Corner																		
	Target	Market Pantry			1.99															
	Trader Joe's	Trader Joe's	A	3.99																
CO	Affiliated Foods	Pilgrim's							1.49											
	Albertsons Mntn	n/i			1.88		1.88									0.99				
		Signature Farms										1.39	1.39							
		Albertsons																		
	Associated Food	n/i			1.88															
		n/i			1.99															
AW Grocers	Spring Valley																1.80			
	Sanderson Farms								1.49						1.29					
		n/i													0.49					
	Clark's Market	Smart Chicken	O								3.29									

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**CHICKEN**

State	Supermarket	Brand	Key	B/S Breast		B/S Thighs		Split Breast		Wings		Thighs		Drumsticks		Leg Quarters		IQF		Fried 8-piece
				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	Breast	Tender	
CO <i>(cont)</i>	Food King	n/i														0.34				
	King Soopers	Heritage Farm			1.99											0.99				
		Chester's Fried																		5.99
	Lowe's	n/i															0.39			
	Lucky's Market	n/i			1.98															
	Ridley's	Mountaire			1.97															
		n/i																		6.87
	Safeway Denver	n/i		2.49																
		Open Nature		A		5.99														
		Signature Café																		6.99
	Sprout's Market	n/i					3.49													
		Market Corner																		6.99
Sun Mart	n/i				1.99															
Target	Market Pantry				1.99															
Trader Joe's	Trader Joe's		A	3.99																
KS	Affiliated Foods	Pilgrim's							1.49											
	Apple Markets	Sanderson Farms														1.29				
		n/i																1.99	1.99	6.99
		Best Choice																		
	AW Grocers	Sanderson Farms						1.49								1.29				
		n/i															0.49			
	Brothers Market	n/i																		7.99
		Sanderson Farms															1.29			
		Best Choice																2.00	2.00	
	CV's Family Food	n/i												0.99						
	Country Mart	n/i																		7.99
		Sanderson Farms															1.29			
Dillon's	Tyson		A	1.99																
	n/i																			
Dollar General Mkt	n/i										0.95		0.95							
	Cookin' Good																			
Food Pride	Open Acres														0.89	0.65				
G&W Foods	Mountaire			2.88								1.18		1.18		0.69	2.00			
	n/i															0.58				

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**CHICKEN**

State	Supermarket	Brand	Key	B/S Breast		B/S Thighs		Split Breast		Wings		Thighs		Drumsticks		Leg Quarters		IQF		Fried 8-piece	
				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	Breast	Tender		
KS <i>(cont)</i>	Harp's	Tyson				2.28													2.80		
		n/i			2.69																
	Hen House	OMP	A	2.99				2.19													
	Hy-Vee	Hy-Vee		2.99								1.18		1.18						8.88	
		Just Bare	A	5.70		3.99															
		Delightful Farms																	2.50		
	Lowe's	n/i															0.39				
	Price Chopper	KC Pride		3.99																	
	Pyramid Foods	n/i			1.99																6.99
		Tyson	A						1.59												
	Sprout's Market	n/i				3.49															6.99
		Market Corner																			6.99
Sun Fresh	n/i																			7.99	
	Sanderson Farms															1.29					
Target	Market Pantry			1.99																	
Thriftway Stores	n/i														0.99					6.99	
LA	AG Baton Rouge	Sanderson Farms						0.99													
		n/i															0.59				
	Albertsons Houston	n/i			1.88	1.88															
		Tyson																			
		Signature Farms			2.99	2.99				2.99		1.49		1.49						2.40	
		O Organics	O	7.99																	
	Breaux Mart	n/i															0.49				
	Brookshire's	Brookshire's										0.99		0.99							
	Brookshire Bros.	n/i															0.59			8.88	
	David's	n/i															0.49				
	Dollar General Mrkt	n/i										0.95		0.95							
		Cookin' Good																0.65			
Kroger Texas	Heritage Farm						1.29														
	Simple Truth	A	4.99																		
	Fresh Foods																			5.99	
Mac's Fresh Mrkt	n/i																				
Market Basket	n/i																0.43				
	Tyson					2.39								1.39							



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State	Supermarket	Brand	Key	B/S Breast		B/S Thighs		Split Breast		Wings		Thighs		Drumsticks		Leg Quarters		IQF		Fried 8-piece
				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	Breast	Tender	
LA <i>(cont)</i>	Ramey's	Krispy Krunchy			1.98															5.99
		n/i																		
	Rouses	Ramey's	A	3.99							0.98		0.98							
		Tyson	A								0.87		0.87							
		Rouses									1.69		1.69							
		Rouses																		
		Shoppers Value	n/i		1.28					0.98							0.39			5.99
		Spring Market	Pilgrim's		2.48															5.99
		Super 1 Foods	Country Pride																	
			n/i										0.97		0.97					
		Target	Tyson																	1.80
		Market Pantry			1.99															
	Whole Foods SW	Whole Foods																		
	Winn-Dixie	Lip Lickin' Chicken																		
		Sanderson Farms				2.99					2.99									
		Springer Mountain	A	BOGO																
		Tyson																		
																			BOGO	
MO	Apple Markets	Sanderson Farms														1.29				
		n/i																		
		Best Choice																		
	AW Grocers	Sanderson Farms							1.49											
		n/i														0.49				
	C&R Supermarket	Tyson										0.78		0.78						
	Cash Saver TC	Best Choice																		
	County Market NFI	Chester's																		
		n/i			2.99															
	Country Mart	n/i																		
		Sanderson Farms															1.29			
	Dierberg's	Perdue	A						1.99				0.88		0.88					
	Dierberg's																			
Food Giant	n/i			2.29																
	Tyson																			
Fresh Thyme	Coleman	O	5.99					2.79						2.79						
	n/i			2.77																

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**CHICKEN**

State	Supermarket	Brand	Key	B/S Breast		B/S Thighs		Split Breast		Wings		Thighs		Drumsticks		Leg Quarters		IQF		Fried 8-piece		
				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	Breast	Tender			
MO (cont)	G&W Foods	Mountaire		2.88								1.18		1.18								
		n/i														0.58						
	Gerbe's	Tyson	A	1.99																7.99		
		n/i																				
	Gordon Food	Tyson	A					1.49		1.99		0.99				0.89						
	Harp's	Tyson				2.28													2.80			
		n/i			2.69																	
	Harter House	n/i			1.99										0.99							
		Smart Chicken	A							2.69												
	Hays Supermarket	Sanderson Farms								1.48												
	Hen House	OMP	A	2.99				2.19														
	Hy-Klas Foods	n/i														0.99					6.99	
	Hy-Vee	Hy-Vee			2.99							1.18		1.18							8.88	
		Just Bare	A		5.70		3.99															
		Delightful Farms																	2.50			
	IGA Stores IL/IN	n/i			2.29											0.68						
	Kroger Central	Tyson	A		1.88																	
		Heritage Farm				2.49					2.49											
		Fresh Foods																				6.99
	Kroger Delta	Heritage Farm			1.99						2.49											
		Fresh Foods																				7.99
	Lucky's Market	n/i			1.98																	
	Moser's	Champs																				7.99
	Sanderson Farms															1.29						
	Best Choice																	1.66	1.66			
Prenger Foods	Sanderson Farms														1.29							
	n/i																				6.99	
	Best Choice																	1.99	1.99			
Price Chopper	KC Pride			3.99																		
Pyramid Foods	n/i			1.99																	6.99	
	Tyson	A							1.59													
Shop'n Save	n/i											0.99		0.99								
Sprout's Market	n/i					3.49																
	Market Corner																				6.99	

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State	Supermarket	Brand	Key	B/S Breast		B/S Thighs		Split Breast		Wings		Thighs		Drumsticks		Leg Quarters		IQF		Fried 8-piece	
				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	Breast	Tender		
MO <i>(cont)</i>	Sun Fresh	n/i																		7.99	
	TC Grocery	Sanderson Farms Best Choice														1.29			1.49	1.49	
	TC Markets	n/i							1.29				1.39		1.29		0.59			5.69	
	Target	Market Pantry			2.29																6.99
	Thriftway Stores	n/i				1.99										0.99					
NM	Affiliated Foods	Pilgrim's							1.49												
	Albertsons SW	n/i		BOG2	1.97		1.97														
		Sanderson Farms											0.99		0.99	0.99				7.99	
		Signature Café																			
		Open Nature	A		4.99																
	Basha's	n/i				1.99	1.99														
	Food King	n/i															0.34				
	King Soopers	Heritage Farm				1.99										0.99				5.99	
		Chester's Fried																			
	Lawrence Bros.	Sanderson Farms							1.39												
	Lowe's	n/i																0.39			
	Safeway Denver	n/i			2.49																
		Open Nature	A			5.99															
		Signature Café																			
Smith's	Heritage Farm				1.99																
	Fresh Foods																				
Sprout's Market	n/i					3.49															
	Market Corner																				
Target	Market Pantry				1.99																
Trader Joe's	Trader Joe's	A		3.99																	
OK	Affiliated Foods	Pilgrim's							1.49												
	AW Grocers	Sanderson Farms							1.49												
		n/i															0.49				
	Buy for Le\$\$	n/i																		5.99	
	CV's Family Food	n/i												0.99							
	Country Mart	n/i																			
	Sanderson Farms														1.29						

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**CHICKEN**

State	Supermarket	Brand	Key	B/S Breast		B/S Thighs		Split Breast		Wings		Thighs		Drumsticks		Leg Quarters		IQF		Fried 8-piece			
				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	Breast	Tender				
OK (cont)	Dollar General Mkt	n/i	A									0.95		0.95									
		Cookin' Good																	0.65				
	Harp's	Tyson					2.28														2.80		
		n/i				2.69																	
	Homeland	n/i																	0.69				
		Best Choice																		2.40	2.40		
	La Michoacana	n/i																	0.49				
	Morelos	n/i				1.89																	
	Nichols	Sanderson Farms									1.49												
	Pyramid Foods	n/i				1.99																	6.99
		Tyson										1.59											6.99
	Reasor's	n/i																					
		Sanderson Farms								1.88													
	Rehkopf's	Sanderson Farms										1.39											
	Sprout's Market	n/i					3.49																
		Market Corner																					6.99
Super C Mart	n/i																0.49						
	Sanderson Farms									1.49													
Target	Market Pantry			1.99																			
Terry Market	n/i													0.47									
United of OK	Best Choice																		2.00	2.00			
	n/i																						
Warehouse Mrkt	n/i			1.89														0.69					
Whole Foods SW	Whole Foods																				7.99		
Williams	Sanderson Farms			2.49																			
TX	Affiliated Foods	Pilgrim's							1.49														
	Albertsons Houston	n/i			1.88		1.88																
		Tyson																			2.40		
		Signature Farms			2.99		2.99				2.99		1.49		1.49								
	Albertsons SW	O Organics	O	7.99																			
		n/i	BOG2	1.97		1.97																	
	Sanderson Farms											0.99		0.99	0.99						7.99		
	Signature Café																						
	Open Nature	A	4.99																				
	Arlan's	n/i												0.79	0.89						2.52		

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

prices in \$US per pound unless otherwise noted.

**Labor Day 2017  
CHICKEN**

State	Supermarket	Brand	Key	B/S Breast		B/S Thighs		Split Breast		Wings		Thighs		Drumsticks		Leg Quarters		IQF		Fried 8-piece	
				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	Breast	Tender		
TX <i>(cont)</i>	Brookshire's	Brookshire's										0.99		0.99							
	Brookshire Bros.	n/i															0.59			8.88	
	Cash Saver	n/i									1.16										
	Culebra	n/i				1.99								0.69			0.59				
	David's	n/i															0.49				
	Diamond IGA	n/i																			
	El Ahorro	n/i																			
	El Rancho	n/i															0.69				
	El Rio Grande	n/i																			
	Elrod's	n/i															0.58				
	Fiesta Mart	n/i										1.99									
	Food King	n/i																			
	Food Town	n/i																			
	Foodarama	Country Post																			
		Sanderson Farms																			
	Junior's	n/i																			
	Kroger Texas	Heritage Farm																			
		Simple Truth		A	4.99																
		Fresh Foods																			
	La Fiesta	n/i																			
	La Michoacana	n/i																			
	Lawrence Bros.	Sanderson Farms																			
	Lowe's	n/i																			
Market Basket	n/i																				
	Tyson																				
Randalls	n/i																				
	Tyson																				
	Signature Farms																				
	O Organics		O	7.99																	
	Signature Café																				
Rehkopf's	Sanderson Farms																				
Spring Market	Pilgrim's																				
Sprout's Market	n/i																				
	Market Corner																				

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**Labor Day 2017**

**CHICKEN**

State	Supermarket	Brand	Key	B/S Breast		B/S Thighs		Split Breast		Wings		Thighs		Drumsticks		Leg Quarters		IQF		Fried 8-piece
				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	Breast	Tender	
TX <i>(cont)</i>	Super 1 Foods	Country Pride															0.37			
		n/i										0.97		0.97					1.80	
		Tyson																		
	Target	Market Pantry			1.99															
	Terry Market	n/i												0.47						
	Tom Thumb	n/i			1.88		1.88													
		Tyson																		2.40
		Signature Farms									2.99		1.49		1.49					
		O Organics	O		7.99															
		Signature Café																		
Trader Joe's	Trader Joe's	A		3.99																
United	n/i																0.27			
Vista Market	n/i																0.38			
Whole Foods SW	Whole Foods																			
UT	Albertsons Mntn	n/i			1.88		1.88										0.99			
		Signature Farms											1.39		1.39					
		Albertsons																		5.99
	Associated Food	n/i			1.88															
		n/i			1.99															
		Smart Chicken	O										2.99		2.99					
		Just Bare	A		4.56		3.19													
	Clark's Market	Smart Chicken	O										3.29							
	Fresh Market	n/i			1.99															7.99
		Just Bare	A		4.56		3.19													
	Harmon's	Harmon's																		7.00
		n/i			2.99															
	King Soopers	Heritage Farm				1.99											0.99			
		Chester's Fried																		5.99
	Rancho Markets	n/i															0.79			
Ream's	n/i					1.69														
Ridley's	Mountaire				1.97														6.87	
	n/i																			
Smith's	Heritage Farm				1.99															
	Fresh Foods																			

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

**Labor Day 2017**

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**CHICKEN**

State	Supermarket	Brand	Key	B/S Breast		B/S Thighs		Split Breast		Wings		Thighs		Drumsticks		Leg Quarters		IQF		Fried 8-piece
				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	Breast	Tender	
UT <i>(cont)</i>	Sprout's Market	n/i				3.49														
	Market Corner	n/i																		
	Stokes Market	n/i			1.99															
	Target	Market Pantry			1.99															
	Trader Joe's	Trader Joe's	A	3.99																

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

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Labor Day 2017

**CHICKEN**

State	Supermarket	Brand	Key	B/S Breast		B/S Thighs		Split Breast		Wings		Thighs		Drumsticks		Leg Quarters		IQF		Fried 8-piece
				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	Breast	Tender	
<b>SOUTHWESTERN U.S. - CA,HI,NV</b>																				
CA	Albertsons SoCal	n/i		2.99																
	Foster Farms																		3.99	
	Arteaga's	n/i												0.99						
	Cardenas	n/i			1.97															
	Chavez	n/i																		
	Baja Ranch	n/i		2.99	1.99															
	Big Saver	n/i																		
	Dollar General Mkt	n/i																		
	Cookin' Good																			
	Foodland Mercado	n/i			1.78															
	Food 4 Less	n/i																		
	Food Maxx	Foster Farms							0.99											
	Gelson's	Gelson's	A					2.99												
	Grocery Outlet	Foster Farms																		2.40
	H-Mart	n/i																		0.88
	Holiday Market	n/i		2.49																
	Island Pacific	n/i																		0.69
	Jons Marketplace	n/i			1.99															
	K.V. Mart	n/i			2.49				0.99											
	La Perla	n/i			1.99															
	Lola's Market	n/i																		
	Lucky	Foster Farms																		
	Lucky				2.99		2.99													
	Lucky	n/i																		7.99
	Lunardi's	Mary's	O					6.49												
	Mi Pueblo	n/i			1.99															
	Murphy's Markets	n/i		2.49		2.49														
	New Leaf Market	Smart Chicken	A	4.99																
	Northgate	n/i																		
	Nugget Markets	Fresh to Market	F																	
	Nugget Markets	Rosie	O					2.89						2.89						
	Pavilions	Signature																		6.00
	Pavilions	Signature Farms			2.69		2.69													
	R-N Markets	n/i																		0.49



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**Labor Day 2017**

**CHICKEN**

State	Supermarket	Brand	Key	B/S Breast		B/S Thighs		Split Breast		Wings		Thighs		Drumsticks		Leg Quarters		IQF		Fried 8-piece	
				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	Breast	Tender		
CA <i>(cont)</i>	R Ranch Market	n/i			2.29				1.99				0.99	0.99							
	Raley's	Raley's	O					2.99						2.99							
	Ralph's Grocery	n/i			1.77															6.99	
		Simple Truth	O	5.99										2.99							
	Rancho San Migue	n/i														0.59					
	Rays Food Place	n/i																		7.49	
		Draper Valley	A	5.99																	
	Rio Ranch	n/i							1.69						0.59						
	SK Super King	n/i													0.79						
	Safeway Commtly	Foster Farms	A	5.99																	
		Signature Farms		2.99		2.99							1.29	1.29	1.29						
		n/i																			6.99
	Safeway NorCal	Foster Farms	A	5.99																	
		Signature Farms		2.99		2.99							1.29	1.29	1.29						
		n/i																			6.99
	Save Mart	Foster Farms							BOGO				BOGO	BOGO	BOGO	BOGO	BOGO				
	Seafood City	n/i															0.79				
	Select Market	Mary's	A														0.79				
	Smart & Final	First Street								0.99											
	Sprout's Market	n/i					3.49														
	Market Corner																			6.99	
Stater Bros.	Randall Farms			1.99		1.99							0.99	0.99	0.99						
	Cleo & Leo																			6.99	
	Full Circle	O	7.99																		
Super A Foods	n/i				1.79																
	Foster Farms								1.49				1.39	1.39							
Superior Grocers	n/i			1.69	1.99									0.59		0.49				6.99	
Target	Market Pantry				1.99																
Trader Joe's	Trader Joe's	A	3.99																		
Vallarta	n/i													0.89							
Vons	n/i			2.99																	
HI	Don Quijote	50th State				3.39															
	Foodland	Foster Farms											2.49	2.49	2.49						
	Marukai Mart	Tyson					2.59														

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**Labor Day 2017**

**CHICKEN**

State	Supermarket	Brand	Key	B/S Breast		B/S Thighs		Split Breast		Wings		Thighs		Drumsticks		Leg Quarters		IQF		Fried 8-piece
				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	Breast	Tender	
HI (cont)	Safeway NorCal	Open Nature	A	5.99																8.99
		Signature Farms		3.99		3.99						1.79		1.79		1.79				
		n/i																		
	Seafood City	n/i														1.49				
	Tamura's Market	n/i															0.55			
	Simply Raised	A									2.59		2.59							
	50th State				3.59				3.19								1.79			
Target	Market Pantry			1.99																
Times Supermarke	Times	A										2.29		2.29		2.29				
	n/i																0.65			
NV	Albertsons Mntn	n/i			1.88		1.88									0.99				
		Signature Farms										1.39		1.39						
	Albertsons SW	Albertsons			BOG2	1.97		1.97												5.99
		Sanderson Farms										0.99		0.99		0.99				
	Signature Café	Open Nature	A		4.99															7.99
		n/i				1.99														
	Associated Foods	n/i			1.99															
	Cardenas	n/i			1.97															
	Dollar General Mkt	n/i										0.95		0.95						
		Cookin' Good															0.65			
	Grocery Outlet	Foster Farms																	2.40	
	Island Pacific	n/i													0.69					
	La Bonita	n/i							1.99	1.49					0.79					
	Marketon	n/i			2.79						1.89				0.69	0.99				
	Raley's	Raley's	O						2.99						2.99					
	Ridley's	Mountaire				1.97														
n/i																			6.87	
Safeway NorCal	Foster Farms	A		5.99																
	Signature Farms			2.99		2.99						1.29		1.29		1.29				
Save Mart	n/i																		6.99	
	Foster Farms							BOGO				BOGO		BOGO		BOGO				
Scolari's	Foster Farms			4.99												1.29				
Seafood City	n/i																		6.99	
	n/i														0.79					

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**CHICKEN**

State	Supermarket	Brand	Key	B/S Breast		B/S Thighs		Split Breast		Wings		Thighs		Drumsticks		Leg Quarters		IQF		Fried 8-piece		
				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	Breast	Tender			
NV <i>(cont)</i>	Smart & Final	First Street	A						0.99													
	Smith's	Heritage Farm			1.99																	
		Fresh Foods																			7.99	
	Sprout's Market	n/i				3.49																
		Market Corner																				6.99
	Target	Market Pantry				1.99																
	Trader Joe's	Trader Joe's		3.99																		
	Vons	n/i		2.99																		

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**CHICKEN**

State	Supermarket	Brand	Key	B/S Breast		B/S Thighs		Split Breast		Wings		Thighs		Drumsticks		Leg Quarters		IQF		Fried 8-piece	
				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	Breast	Tender		
<b>NORTHWESTERN U.S. - AK, ID, MT, OR, WA, WY</b>																					
AK	Alaskan & Proud Carrs/Safeway	Foster Farms Signature Farms Signature Café			1.77		1.77					1.68		1.48						5.99	
	Fred Meyer	Heritage Farm Simple Truth Fresh Foods Mrkt	O	5.99	1.99															5.99	
	IGA Hometown	n/i											1.59	1.59							
	Meyers Group IGA	n/i											1.59	1.59							
	Northwest Grocers	n/i			2.49								1.59	1.59						7.99	
	Sea Mart	n/i			2.99								1.49	1.29						8.99	
	ID	Albertsons Mntn	n/i			1.88		1.88									0.99				
		Signature Farms Albertsons											1.39	1.39						5.99	
Associated Food		n/i			1.88																
		n/i			1.99																
Family Foods		Foster Farms						1.19						1.19							
Fred Meyer		Heritage Farm Simple Truth Fresh Foods Mrkt	O	5.99	1.99															5.99	
Grocery Outlet		Foster Farms																	2.40		
Harvest Foods		Valu Time																2.39	2.39		
		n/i			1.98																
IGA Markets		Gold'n Plump											1.43	1.43							
Ridley's		Mountaire			1.97																6.87
Rosauer's		n/i																			6.99
		Draper Valley	A	4.69					1.49												
		n/i																			
	Ranger	F					2.99						2.99								
	Just Bare	O				6.39															
Safeway Seattle	Signature Farms Signature Café			1.77		1.77														5.99	
Smith's	Heritage Farm Fresh Foods			1.99																7.99	
Stokes Market	n/i			1.99																	

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**CHICKEN**

State	Supermarket	Brand	Key	B/S Breast		B/S Thighs		Split Breast		Wings		Thighs		Drumsticks		Leg Quarters		IQF		Fried 8-piece		
				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	Breast	Tender			
ID (cont)	Target	Market Pantry	A		1.99																	
	Trader Joe's	Trader Joe's		3.99																		
	Yokes Fresh Mrkt	n/i		2.49		2.49																
	Foster Farms			2.99								0.99		0.99								
MT	Albertsons Mntn	n/i			1.88		1.88									0.99						
		Signature Farms											1.39		1.39						5.99	
	Associated Food	n/i			1.88																	
		n/i			1.99																	
		Smart Chicken		O								2.99		2.99								
		Just Bare		A	4.56		3.19															
	Family Foods	Foster Farms							1.19						1.19							
	Harvest Foods	Valu Time																		2.39	2.39	
		n/i				1.98																
	IGA Markets	Gold'n Plump												1.43		1.43						
	Lucky's Market	n/i				1.98																
	Reynold's	n/i				1.99																
	Rosauer's	Draper Valley		A	4.69					1.49												
		n/i																				6.99
		Ranger		F					2.99							2.99						
		Just Bare		O			6.39															
Smith's	Heritage Farm			1.99																		
	Fresh Foods																			7.99		
Stokes Market	n/i			1.99																		
SuperVALU Stores	Gold'n Plump		2.99																	7.49		
	n/i																					
OR	Albertsons Portlnd	Foster Farms	L						0.87													
		Signature Farms											1.29		1.29	1.29						
		Signature Café																				5.99
		n/i			2.49		2.49															
	Associated Food	n/i			1.88																	
		n/i			1.99																	
CenterPlace	Foster Farms						1.18						1.18									
Family Foods	Foster Farms						1.19						1.19									

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State	Supermarket	Brand	Key	B/S Breast		B/S Thighs		Split Breast		Wings		Thighs		Drumsticks		Leg Quarters		IQF		Fried 8-piece	
				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	Breast	Tender		
OR (cont)	Fred Meyer	Heritage Farm			1.99																
		Simple Truth	O	5.99																	
		Fresh Foods Mrkt																			5.99
		Grocery Outlet	Foster Farms																		2.40
		Harvest Foods	Valu Time																2.39		2.39
			n/i			1.98															
		IGA Markets	Gold'n Plump										1.43		1.43						
		IGA Market Fresh	Gold'n Plump																		5.99
			Mary's	A													0.59				
		Market of Choice	n/i	A					1.69						1.69						
			Roxy	O											1.99						
		McKay's	Foster Farms			1.79					2.79										
		Quality Food Cntr	Simple Truth	A	4.99																
			Signature																		7.99
		Rays Food Place	n/i																		7.49
			Draper Valley	A	5.99																
		Red Apple	n/i			2.49										1.29					
			Smart Chicken	O						3.79					3.79						
		Rosauer's	Draper Valley	A	4.69					1.49											
			n/i																		6.99
			Ranger	F					2.99						2.99						
			Just Bare	O			6.39														
		Roth's	Draper Valley	A		2.99															
			Ranger	F		3.99															
			Roth's																		8.99
		Safeway Portland	Signature Farms			1.77		1.77													
			Signature Café																		5.99
		Safeway Seattle	Signature Farms			1.77		1.77													
		Signature Café																		5.99	
	Select Market	Mary's	A													0.79					
	Target	Market Pantry			1.99																
	The Markets	n/i			1.98				1.48				1.38		0.95						
	Thriftway of OR	n/i			1.99									1.29							
	Trader Joe's	Trader Joe's	A	3.99																	

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State	Supermarket	Brand	Key	B/S Breast		B/S Thighs		Split Breast		Wings		Thighs		Drumsticks		Leg Quarters		IQF		Fried 8-piece	
				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	Breast	Tender		
WA	Albertsons Portlnd	Foster Farms	L						0.87												
		Signature Farms											1.29	1.29	1.29						
	CenterPlace	Signature Café																			5.99
		n/i			2.49	2.49															
	Family Foods	Foster Farms							1.18						1.18						
		Foster Farms							1.19						1.19						
	Fred Meyer	Heritage Farm																			
		Simple Truth	O	5.99																	
	Grocery Outlet	Fresh Foods Mrkt																			5.99
		Foster Farms																			2.40
	Haggen's	Ranger	F					2.99		2.99											
		Harvest Foods																	2.39	2.39	
	IGA Markets	n/i																			
		Gold'n Plump												1.43	1.43						
	IGA Market Fresh	Gold'n Plump																			5.99
		Mary's	A														0.59				
	Island Pacific	n/i								2.79					0.99						
		Gold'n Plump												1.43	1.43						
	PCC Natural	Roxy	O	6.99																	
		Simple Truth	A	4.99																	
	Quality Food Cntr	Signature																			7.99
		Rosauer's																			
	Saars Market	Draper Valley	A	4.69						1.49											6.99
		n/i																			
Safeway Portland	Ranger	F					2.99							2.99							
	Just Bare	O			6.39																
Safeway Seattle	n/i													0.88							
	Signature Farms																			5.99	
Seafood City	Signature Café																			5.99	
	Signature Café																				
Select Market	n/i														0.79						
	Mary's	A													0.79						
Thriftway	Market Pantry																				
	n/i	L										1.49		1.29							
Thriftway of OR	n/i												1.29								

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**CHICKEN**

State	Supermarket	Brand	Key	B/S Breast		B/S Thighs		Split Breast		Wings		Thighs		Drumsticks		Leg Quarters		IQF		Fried 8-piece	
				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	Breast	Tender		
WA (cont)	Town & Country	Roxy	O	5.98																	
	Trader Joe's	Trader Joe's	A	3.99																	
	Yokes Fresh Mrkt	n/i		2.49		2.49															
	Foster Farms					2.99						0.99		0.99							
WY	Albertsons Mntn	n/i			1.88		1.88									0.99					
		Signature Farms											1.39		1.39						5.99
		Albertsons																			
	Associated Food	n/i			1.88																
		n/i				1.99															
	AW Grocers	Spring Valley																	1.80		
	AW Grocers	Sanderson Farms						1.49								1.29					
		n/i															0.49				
	Food Pride	Open Acres				1.99															
		Tyson																		2.80	2.80
		Gerber's		A								1.59		1.59							
	IGA Markets	Gold'n Plump											1.43		1.43						
	King Soopers	Heritage Farm				1.99										0.99					
		Chester's Fried																			5.99
	Lucky's Market	n/i				1.98															
	Ridley's	Mountaire				1.97															
	n/i																			6.87	
Safeway Denver	n/i			2.49																	
	Open Nature		A		5.99																
	Signature Café																			6.99	
Smith's	Heritage Farm				1.99																
	Fresh Foods																				7.99



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

prices in \$US per pound unless otherwise noted.

**Labor Day 2017**

**PORK**

State	Supermarket	Brand	Key	Spareribs				Country Style		Pork Chops/Steaks								Loin		Fresh Sausage	Deli Ribs per lb.	
				Whole Rack	Back Rib	St. Louis	Ribblets	Ribs		Rib End		Bone-in Center		Bnls Center		Sirloin End		Ass't	Tender			Bnls
								bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	bnls	bone-in					
<b>NORTHEASTERN U.S. - CT,DC,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT</b>																						
CT	ACME Markets	Lancaster																	1.98			
		Hatfield												2.99		BOGO						
		n/i				BOG2																
	Adams Market	n/i					2.99															
	AF Basket	Indiana Kitchen					1.99													2.99		
		n/i																		3.99		
		Premio																		2.99		
	AG New England	n/i						1.99												1.79		
	ALDI	n/i					1.79	2.89												2.99		
	Associated	n/i					1.99	3.99												3.99		
		Premio																		3.99		
	Best Market	n/i					2.67	4.27			1.97		1.67	1.27	1.67				1.67	4.27		
		Prairie Fresh																		2.97		
	Big Y	Hormel					2.99													3.99		
		n/i																		7.99		
	Bravo	n/i					1.99													3.99		
		Premio																		2.99		
	C-Town	n/i					1.99													3.99		
		Premio																		2.99		
	Compare Foods	n/i					1.99	2.99												2.99		
		Premio																		2.99		
	Food Bazaar	n/i					1.99	3.99	2.99											1.99		
		Premio																		3.00		
	Geissler's	n/i							2.49		2.49									3.49		
	Highland Park	Smithfield																		2.59		
	Key Food	n/i					1.99	2.99			1.99											
		Yuengling																		4.16		
	Kings Market	Chairmans Reserve																		3.99		
		Kings																		3.99		
	Market 32	n/i									1.99									1.99		
		Premio																		2.99		
		Hatfield																		2.99		

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

**Labor Day 2017**

prices in \$US per pound unless otherwise noted.

**PORK**

State	Supermarket	Brand	Key	Spareribs				Country Style		Pork Chops/Steaks								Loin		Fresh Sausage	Deli Ribs per lb.			
				Whole Rack	Back Rib	St. Louis	Riblets	Ribs		Rib End		Bone-in Center		Bnls Center		Sirloin End		Ass't	Tender			Bnls		
								bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	bnls	bone-in							
CT <i>(cont)</i>	Price Chopper	n/i									1.99		2.99					1.79		1.99				
		Premio																			2.99			
		Hatfield					2.99																	
		Price Rite	n/i																					
		Save-a-Lot	n/i																					
		ShopRite	ShopRite																				1.99	
			n/i											1.99								1.79		5.99
			Smithfield											2.49								2.29		
			Farm Promise	A												4.99						4.99		
			Premio																				2.49	
			Tender Choice											1.99								1.79		
		Stew Leonard's	n/i											1.99										
		Stop & Shop	Stop & Shop				30% off				30% off			2.49							2.88		2.99	
			Perri																				2.50	
			The Sausage Guy																				3.70	
	The Fresh Market	n/i																					3.32	
	Walmart	Johnsonville																						
		Smithfield																					2.97	
	Whole Foods NE	n/i	A																				3.99	
	Whole Foods NATl	n/i	A																				3.49	
DC	ALDI	n/i			1.79	2.89									2.99									
	Giant Food	Giant																		2.88		2.99		
		Giant	A										2.49											
		Johnsonville																					2.91	
	Harris Teeter	Fresh Foods Market																					7.99	
		Smithfield																				1.97		
		Johnsonville																					2.92	
		n/i												3.47		3.97								
	Safeway Eastern	n/i																		1.99				
		Signature Café																						5.99
	Roma																						3.00	
	Johnsonville																						2.92	
	Save-a-Lot	n/i																					1.59	

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

**Labor Day 2017**

*prices in \$US per pound unless otherwise noted.*

**PORK**

State	Supermarket	Brand	Key	Spareribs				Country Style		Pork Chops/Steaks								Loin		Fresh Sausage	Deli Ribs per lb.											
				Whole Rack	Back Rib	St. Louis	Riblets	Ribs		Rib End		Bone-in Center		Bnls Center		Sirloin End		Ass't	Tender			Bnls										
								bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	bnls	bone-in															
DC <i>(cont)</i>	Walmart	Johnsonville																					3.32									
		Smithfield			2.97																											
	Whole Foods MdAt	n/i	A			3.99																										
DE	ACME Markets	Lancaster	A																				1.98									
		Hatfield												2.99																		
		n/i																														
	ALDI	n/i			1.79	2.89																										
	Food Lion	n/i				2.49																										
	Fresh Grocer	Johnsonville																														
		n/i				1.88	3.99					2.99				2.29																
	Giant Food	Bubba Grillers																														
		Giant																														
		Giant																														
	Great Valu Market	Johnsonville																														
		n/i					1.99																									
	Kretschmar	Johnsonville																														
		n/i																														
		Johnsonville																														
	Harris Teeter	Fresh Foods Market																														
		Smithfield																														
	Johnsonville	n/i																														
		Johnsonville																														
	IGA Stores NJ/PA	n/i																														
		Redner's		Yuengling																												
Safeway Eastern	n/i																															
	n/i																															
Signature Café	Roma																															
	Johnsonville																															
	n/i																															
	ShopRite																															
Save-a-Lot	ShopRite																															
	n/i																															
	Smithfield																															
Farm Promise	n/i																															
	n/i																															
Farm Promise	n/i																															
	n/i																															

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

**Labor Day 2017**

prices in \$US per pound unless otherwise noted.

**PORK**

State	Supermarket	Brand	Key	Spareribs				Country Style		Pork Chops/Steaks								Loin		Fresh Sausage	Deli Ribs per lb.		
				Whole Rack	Back Rib	St. Louis	Riblets	Ribs		Rib End		Bone-in Center		Bnls Center		Sirloin End		Ass't	Tender			Bnls	
								bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	bnls	bone-in						
DE <i>(cont)</i>	ShopRite <i>(continued)</i>	Premio Tender Choice											1.99							1.79	2.49		
	ShurSave	n/i		2.29	3.99	3.29				1.79	1.89												
	The Fresh Market	n/i			3.99																	3.32	
	Walmart	Johnsonville Smithfield				2.97																	
	Weis Markets	Swift					3.29																2.92
		Johnsonville Weis					3.99																1.99
MA	Adams Market	n/i				2.99																	
	AF Basket	Indiana Kitchen		1.99										2.99					2.99				
		n/i				3.99																	2.99
	AG New England	Premio					1.99															1.79	
	ALDI	n/i		1.79	2.89									2.99									
	Associated	n/i		1.99	3.99																		3.99
		Premio																					
	Big Y	Hormel		2.99								3.99		3.99									
		n/i																					7.99
	Bravo	n/i		1.99		3.99																	2.99
		Premio																					2.99
	C-Town	n/i		1.99		3.99																	2.99
		Premio																					2.99
	Compare Foods	n/i		1.99	2.99																		2.99
		Premio																					2.99
Crosby's Market	n/i																		3.99				
	Donelan's	n/i				3.99																7.99	
Food City Market	Johnsonville																					4.58	
	Open Prairie											5.49											
Geissler's	n/i		1.99					2.99			2.09	1.99				1.49				1.88			
Hannaford	n/i					2.49	2.49							3.49									
	Hannaford Johnsonville							1.29														8.79	
																						3.33	

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

**Labor Day 2017**

prices in \$US per pound unless otherwise noted.

**PORK**

State	Supermarket	Brand	Key	Spareribs				Country Style		Pork Chops/Steaks								Loin		Fresh Sausage	Deli Ribs per lb.			
				Whole Rack	Back Rib	St. Louis	Riblets	Ribs		Rib End		Bone-in Center		Bnls Center		Sirloin End		Ass't	Tender			Bnls		
								bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	bnls	bone-in							
MA <i>(cont)</i>	Market 32	n/i	A							1.99		2.99					1.79		1.99					
	Premio																				2.99			
	Hatfield						2.99																	
	Market Basket	n/i					1.79																	
	Met Foods	n/i			1.99	3.99						2.99												
	Premio																						3.99	
	Price Chopper	n/i									1.99		2.99					1.79		1.99			2.99	
	Premio																							
	Hatfield						2.99																	
	Price Rite	n/i			1.88																			
	Roche Bros.	n/i					5.99																	
	Niman Ranch														5.99									
	Save-a-Lot	n/i			1.59																			
	Seabra Foods	n/i									1.49	1.59							1.79					
	Shaw's	n/i					2.99																	
	Johnsonville																							2.78
	Smithfield										1.79													
	Signature Kitchen																							5.99
	Star Market	Smithfield									1.79			2.49										
	Signature Farms																							5.00
	Stop & Shop	Stop & Shop					30% off				30% off			2.49							2.88			2.99
	Perri																							2.50
	The Sausage Guy																							3.70
The Fresh Market	n/i				3.99																			
Tops Market	Prairie Grove		A													3.49								
Johnsonville																						3.33		
Trucchi's	DiLuigi																					3.99		
Walmart	Johnsonville																					3.32		
Smithfield					2.97																			
Wegman's	Wegman's		O																					
Wegman's			A											10.49	9.99				15.99	1.89		5.99		
Whole Foods NATl	n/i				3.49																			

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

**Labor Day 2017**

prices in \$US per pound unless otherwise noted.

**PORK**

State	Supermarket	Brand	Key	Spareribs				Country Style		Pork Chops/Steaks								Loin		Fresh Sausage	Deli Ribs per lb.			
				Whole Rack	Back Rib	St. Louis	Ribblets	Ribs		Rib End		Bone-in Center		Bnls Center		Sirloin End		Ass't	Tender			Bnls		
								bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	bnls	bone-in							
MD	ACME Markets	Lancaster	A																		1.98			
		Hatfield										2.99		BOGO										
	n/i																							
	ALDI	n/i		1.79	2.89										2.99									
	Associated	n/i		1.99	3.99																			
	Food Lion	Premio																					3.99	
		n/i																					2.99	
	Giant Eagle	Johnsonville																					2.50	
		n/i		2.49	2.99												BOGO							7.33
	Giant Food	Giant Eagle																					2.99	
		Johnsonville																					2.92	
	Graul's Market	Giant																					2.99	
		Johnsonville																					2.91	
	Great Valu Market	Smithfield												3.19										
		Johnsonville																					4.16	
	Harris Teeter	n/i		1.99					2.59								2.49							
		Kretschmar																						3.33
	Kennie's Market	Johnsonville																					4.16	
		Fresh Foods Market																						7.99
	Martin's Food	Smithfield																					1.97	
		Johnsonville																						2.92
	Price Rite	n/i																						
		n/i													3.47		3.97						1.79	
	Redner's	n/i													1.99									
		Leidy's																					4.99	
	Safeway Eastern	Giant																					2.88	
		Johnsonville																						2.99
	Signature Café	n/i		1.88																				2.91
n/i																						2.92		
Roma	Yuengling																					2.92		
	n/i	1.98																						
Johnsonville	n/i											1.98	1.68								1.99			
	n/i																					5.99		
																						3.00		
																						2.92		

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

**Labor Day 2017**

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**PORK**

State	Supermarket	Brand	Key	Spareribs				Country Style		Pork Chops/Steaks								Loin		Fresh Sausage	Deli Ribs per lb.				
				Whole Rack	Back Rib	St. Louis	Riblets	Ribs		Rib End		Bone-in Center		Bnls Center		Sirloin End		Ass't	Tender			Bnls			
								bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	bnls	bone-in								
MD (cont)	Save-a-Lot	n/i	A	1.59																					
	Shoppers Food	Smithfield		1.99					2.49																
	Shop'n Save	Premio																					3.50		
		n/i			1.98												2.49						3.49		5.99
	ShopRite	Johnsonville																						3.32	
		Uncle Charley																						3.99	
		ShopRite																						1.99	
		n/i			2.49	2.49							1.99											1.79	5.99
	Smithfield												2.49											2.29	
		Farm Promise														4.99								4.99	
	Premio																							2.49	
	Tender Choice												1.99											1.79	
	ShurSave	n/i				2.29	3.99	3.29		1.79	1.89														
	The Fresh Market	n/i																							
	Walmart	Johnsonville																							3.32
Smithfield																							2.97		
Wegman's	Wegman's																								
	Wegman's													10.49	9.99						15.99	1.89	5.99		
Weis Markets	Swift					3.29		1.88															2.92		
	Johnsonville																						1.99		
Weis																						3.99			
Whole Foods MdAt	n/i					3.99																			
ME	AG New England	n/i						1.99							1.99							1.79			
	Food City Market	n/i		1.99							2.09	1.99					1.49					1.88			
	Hannaford	Hannaford																						8.79	
		Johnsonville																						3.33	
	Market Basket	n/i				1.79																			
	Save-a-Lot	n/i		1.59																					
	Shaw's	n/i					2.99																		
		Johnsonville																						2.78	
Smithfield								1.79																	
Signature Kitchen																						5.99			

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

**Labor Day 2017**

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**PORK**

State	Supermarket	Brand	Key	Spareribs				Country Style		Pork Chops/Steaks								Loin		Fresh Sausage	Deli Ribs per lb.				
				Whole Rack	Back Rib	St. Louis	Riblets	Ribs		Rib End		Bone-in Center		Bnls Center		Sirloin End		Ass't	Tender			Bnls			
								bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	bnls	bone-in								
ME (cont)	Walmart	Johnsonville	A																			3.32			
	Smithfield			2.97																					
	Whole Foods NATl	n/i				3.49																			
NH	AG New England	n/i						1.99														1.79			
	ALDI	n/i		1.79	2.89									2.99	1.99										
	Hannaford	Hannaford								1.29														8.79	
	Johnsonville																							3.33	
	Market Basket	n/i				1.79																			
	Price Chopper	n/i									1.99		2.99					1.79			1.99			2.99	
	Premio																								
	Hatfield						2.99																		
	Price Rite	n/i			1.88																				
	Save-a-Lot	n/i			1.59																				
	Shaw's	n/i					2.99																		
		Johnsonville																							2.78
	Smithfield									1.79															
	Signature Kitchen																							5.99	
	The Fresh Market	n/i				3.99																			
	Walmart	Johnsonville																						3.32	
	Smithfield					2.97																			
NJ	ACME Markets	Lancaster																						1.98	
	Hatfield											2.99			BOGO										
	n/i																								
	ALDI	n/i		1.79	2.89										2.99										
	Associated	n/i		1.99	3.99																				
	Premio																							3.99	
	Best Market	n/i		2.67	4.27				1.97		1.67	1.27	1.67				1.67			4.27					
	Prairie Fresh											2.97													
	Bravo	n/i		1.99		3.99																		2.99	
	Premio																								2.99
C-Town	n/i		1.99		3.99																			2.99	
Premio																								2.99	
Compare Foods	n/i		1.99	2.99																				2.99	
Premio																								2.99	



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**Labor Day 2017**

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**PORK**

State	Supermarket	Brand	Key	Spareribs				Country Style		Pork Chops/Steaks								Loin		Fresh Sausage	Deli Ribs per lb.						
				Whole Rack	Back Rib	St. Louis	Riblets	Ribs		Rib End		Bone-in Center		Bnls Center		Sirloin End		Ass't	Tender			Bnls					
								bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	bnls	bone-in										
NJ <i>(cont)</i>	Fine Fare	n/i	A	1.99	2.99																						
	Premio																								2.99		
	Foodtown	n/i		1.99	2.99																						
	Food Bazaar	n/i		1.99	3.99	2.99																		1.99			
	Great Valu Market	Premio																								3.00	
		n/i			1.99				2.59							2.49											
	IGA Stores NJ/PA	Kretschmar																									3.33
		Johnsonville																									4.16
	Key Food	n/i		2.49	3.99				2.49	1.88				1.88			2.49			1.79							
	Kings Market	n/i																									4.16
		Yuengling																									4.16
	McCaffrey's	Chairmans Reserve																							3.99		
		Kings																									3.99
	Met Foods	Hatfield																									4.16
		Johnsonville																									4.16
	Morton Williams	n/i			1.99	3.99																					3.99
		Premio																									3.99
	Murphy's	n/i																									
		Hatfield																									4.16
	Pioneer	Johnsonville																									4.16
		n/i			1.99	3.99																					
	Price Rite	n/i			1.88																						
		n/i			1.59																						
	Seabra Foods	n/i			1.89																						
n/i																											
ShopRite	ShopRite																								1.99		
	n/i		2.49	2.49																					5.99		
Stop & Shop	Smithfield																										
	Farm Promise																								4.99		
Supremo	Premio																								2.49		
	Tender Choice																								1.79		
Supremo	Stop & Shop																								2.99		
	Perri																								2.50		
Supremo	The Sausage Guy																								3.70		
	n/i		1.99			3.99																			1.99		

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

**Labor Day 2017**

prices in \$US per pound unless otherwise noted.

**PORK**

State	Supermarket	Brand	Key	Spareribs				Country Style		Pork Chops/Steaks								Loin		Fresh Sausage	Deli Ribs per lb.				
				Whole Rack	Back Rib	St. Louis	Riblets	Ribs		Rib End		Bone-in Center		Bnls Center		Sirloin End		Ass't	Tender			Bnls			
								bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	bnls	bone-in								
NJ <i>(cont)</i>	The Fresh Market	n/i	O		3.99																				
	Top Tomato	n/i						2.49						1.99	2.59							1.99			
	Uncle Giuseppe's	n/i				4.99					2.99			2.99									3.99		
	Walmart	Johnsonville																					3.32		
	Wegman's	Smithfield				2.97																		5.99	
	Wegman's	Wegman's																							
	Wegman's	Wegman's													10.49	9.99						15.99			
	Weis Markets	Swift					3.29						1.88												
	Weis Markets	Johnsonville																						2.92	
	Weis Markets	Weis																						1.99	
Western Beef	n/i										1.69											1.99			
Whole Foods MdAt	n/i		A			3.99																			
Whole Foods NE	n/i		A			3.99																			
NY	ACME Markets	Lancaster																					1.98		
	ACME Markets	Hatfield																							
	ACME Markets	n/i			BOG2																				
	AF Basket	Indiana Kitchen				1.99																	2.99		
	AF Basket	n/i																					3.99		
	AF Basket	Premio																					2.99		
	AG New England	n/i					1.99								1.99								1.79		
	ALDI	n/i				1.79	2.89									2.99									
	Associated	n/i				1.99	3.99																		
	Associated	Premio																						3.99	
	Best Market	n/i				2.67	4.27					1.97											4.27		
	Best Market	Prairie Fresh																							
	Big M	1893 Premium																							
	Big M	Johnsonville																						4.16	
	Big M	Kretschmar																							7.99
Bravo	n/i				1.99		3.99																	2.99	
Bravo	Premio																							2.99	
C-Town	n/i				1.99		3.99																	2.99	
C-Town	Premio																							2.99	
Compare Foods	n/i				1.99		2.99																	2.99	
Compare Foods	Premio																							2.99	

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

**Labor Day 2017**

prices in \$US per pound unless otherwise noted.

**PORK**

State	Supermarket	Brand	Key	Spareribs				Country Style		Pork Chops/Steaks								Loin		Fresh Sausage	Deli Ribs per lb.														
				Whole Rack	Back Rib	St. Louis	Riblets	Ribs		Rib End		Bone-in Center		Bnls Center		Sirloin End		Ass't	Tender			Bnls													
								bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	bnls	bone-in																		
NY <i>(cont)</i>	D'Agostino's	n/i	A																										4.99						
	DeCiccio Family	n/i			3.99																														
	DeCiccio & Sons	Prairie Grove													4.99																				
	Fairway	n/i			2.99																														
	Fine Fare	n/i			1.99	2.99										2.99																			
	Food Bazaar	Premio																													2.99				
		n/i			1.99	3.99	2.99																								1.99				
	Food Emporium	Premio																														3.00			
		n/i					4.99																												
	Foodtown	n/i			1.99	2.99																													
	Giunta's	n/i			1.99									2.99																					
	Great American	1893 Brand					3.99																												
	Gristede's	n/i																																	
	Hannaford	Hannaford												1.29																					
		Johnsonville																															3.33		
	Key Food	n/i			1.99	2.99								1.99																					
		Yuengling																															4.16		
	Kings Market	Chairmans Reserve					3.99																												
		Kings																																3.99	
	King Kullen	n/i			1.99									1.99																				3.99	
	Market 32	n/i														1.99	2.99																		
		Premio																																2.99	
	Met Foods	Hatfield						2.99																											
		n/i			1.99	3.99								2.99																				3.99	
	Premio	Premio																																	
		n/i															1.99																		2.99
	Morton Williams	n/i																																	
	Peck's Market	n/i						2.99																											
Pioneer	n/i		1.99	3.99																															
Price Chopper	n/i																																		
	Premio																																		
Hatfield	Hatfield					2.99																													
	n/i				1.88																														
Save-a-Lot	n/i				1.59																														

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**PORK**

State	Supermarket	Brand	Key	Spareribs				Country Style		Pork Chops/Steaks								Loin		Fresh Sausage	Deli Ribs per lb.		
				Whole Rack	Back Rib	St. Louis	Riblets	Ribs		Rib End		Bone-in Center		Bnls Center		Sirloin End		Ass't	Tender			Bnls	
								bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	bnls	bone-in						
NY <i>(cont)</i>	Shop'n Save	n/i	A	1.98				2.29								2.49			3.49		3.32	5.99	
	Johnsonville																					3.99	
	Uncle Charley																					1.99	
	ShopRite	ShopRite																					
	n/i			2.49	2.49							1.99										1.79	5.99
	Smithfield											2.49										2.29	
	Farm Promise													4.99								4.99	
	Premio																					2.49	
	Tender Choice												1.99									1.79	
	Stew Leonard's	n/i											1.99										
	Stop & Shop	Stop & Shop					30% off			30% off				2.49						2.88		2.99	
	Perri																					2.50	
	The Sausage Guy																					3.70	
	The Fresh Market	n/i					3.99																
	Top Tomato	n/i							2.49				1.99	2.59								1.99	
	Tops Market	Prairie Grove			A												3.49						
	Johnsonville																						3.33
	Trade Fair	n/i				1.99																1.99	
	Uncle Giuseppe's	n/i					4.99					2.99		2.99									3.99
	Walmart	Johnsonville																					3.32
Smithfield					2.97																		
Wegman's	Wegman's		O											10.49	9.99					15.99	1.89	5.99	
Wegman's	Wegman's																						
Weis Markets	Swift					3.29		1.88															
Johnsonville																					2.92		
Weis					3.99																1.99		
Western Beef	n/i							1.69													1.99		
Whole Foods NE	n/i		A			3.99																	
PA	ACME Markets	Lancaster																				1.98	
		Hatfield									2.99												
		n/i																					
	ALDI	n/i		1.79	2.89											2.99							
	Associated	n/i		1.99	3.99																		
	Premio																					3.99	

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

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**PORK**

State	Supermarket	Brand	Key	Spareribs				Country Style		Pork Chops/Steaks								Loin		Fresh Sausage	Deli Ribs per lb.						
				Whole Rack	Back Rib	St. Louis	Riblets	Ribs		Rib End		Bone-in Center		Bnls Center		Sirloin End		Ass't	Tender			Bnls					
								bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	bnls	bone-in										
PA (cont)	Big M	1893 Premium			2.99			1.99							2.29									4.16			
		Johnsonville																							7.99		
		Kretschmar																									
		Boyer Foods	n/i						1.67		1.97	2.47	2.27											1.67			
			Mrs. B's												2.27									3.97	2.97		
			Hatfield																								
		Bravo	n/i		1.99		3.99																			2.99	
			Premio																								
		C-Town	n/i		1.99		3.99																				2.99
			Premio																								2.99
		Family Owned	Leidy's																								2.99
			n/i				3.99			1.99		1.99															
		Fine Fare	n/i		1.99	2.99									2.99												2.99
			Premio																								2.99
		Foodland	n/i			2.99				1.49		1.99															6.66
		Foodtown	n/i		1.99	2.99																					
		Food Lion	n/i			2.49																		2.99			
			Johnsonville																								2.50
		Fresh Grocer	n/i		1.88	3.99				2.99				2.29										3.99			5.70
			Bubba Grillers																								2.99
		Giant Eagle	n/i		2.49	2.99																					7.33
			Giant Eagle																								2.99
		Johnsonville																								2.92	
	Giant Food Stores	Giant			30% off				30% off			2.49												2.88		2.99	
		Johnsonville																								2.91	
	Gordon Food	Johnsonville																								3.33	
	Great Valu Market	n/i		1.99				2.59						2.49													
		Kretschmar																								3.33	
		Johnsonville																								4.16	
	Grocery Outlet	Tyson																						1.79			
		Swift				2.49																					
	Ideal Market	n/i			3.99	3.99	2.29	1.29							2.99											5.99	

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**PORK**

State	Supermarket	Brand	Key	Spareribs				Country Style		Pork Chops/Steaks								Loin		Fresh Sausage	Deli Ribs per lb.									
				Whole Rack	Back Rib	St. Louis	Riblets	Ribs		Rib End		Bone-in Center		Bnls Center		Sirloin End		Ass't	Tender			Bnls								
								bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	bnls	bone-in													
PA <i>(cont)</i>	IGA SpartanNash	n/i	A		2.99										2.49															
	Johnsonville																											3.33		
	IGA Stores NJ/PA	n/i		2.49	3.99				2.49	1.88				1.88		2.49						1.79								
	Karns Foods	n/i			2.99				1.99	1.69						2.99								1.99						
	Johnsonville																											4.16		
	Kennie's Market	n/i			3.99	3.99							1.99		1.99							1.79							2.49	
	Kennie's																						4.99							
	Leidy's																												4.16	
	Key Food	n/i		1.99	2.99						1.99																			
	Yuengling																												4.16	
	Kuhn's Market	Chairmans Reserve									1.99				2.49							1.99								
	Kuhn's																												2.99	
	Landis	Hatfield		1.99	3.99				2.49							2.49								1.79				6.35		
	Martin's Food	Giant																					2.88						2.99	
	Johnsonville																												2.91	
	McCaffrey's	Hatfield			3.99																				1.69				4.16	
	Johnsonville																												4.16	
	Pioneer	n/i		1.99	3.99																									
	Price Chopper	n/i										1.99			2.99							1.79			1.99					
	Premio																													2.99
Hatfield					2.99																									
Price Rite	n/i	1.88																												
Redner's	Yuengling																											2.92		
n/i		1.98							2.08			1.98	1.68																	
Save-a-Lot	n/i	1.59																												
Shop'n Save	n/i	1.98					2.29										2.49					3.49					5.99			
Johnsonville																												3.32		
Uncle Charley																												3.99		
ShopRite	ShopRite																											1.99		
n/i		2.49	2.49										1.99										1.79				5.99			
Smithfield													2.49															2.29		
Farm Promise														4.99														4.99		
Premio																												2.49		
Tender Choice													1.99															1.79		

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**PORK**

State	Supermarket	Brand	Key	Spareribs				Country Style		Pork Chops/Steaks								Loin		Fresh Sausage	Deli Ribs per lb.			
				Whole Rack	Back Rib	St. Louis	Riblets	Ribs		Rib End		Bone-in Center		Bnls Center		Sirloin End		Ass't	Tender			Bnls		
								bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	bnls	bone-in							
PA <i>(cont)</i>	ShurSave NE	Best Yet																				3.49		
		Hatfield		2.99	4.99	3.49			2.79															
		ShurSave	n/i		2.29	3.99	3.29			1.79		1.89												
		Sparkle	n/i		1.79	2.99																		7.33
		Supremo	n/i		1.99		3.99					1.99												
		The Fresh Market	n/i				3.99																	
		Tops Market	Prairie Grove	A																				
			Johnsonville																					3.33
		Walmart	Johnsonville																					3.32
			Smithfield				2.97																	
		Wegman's	Wegman's																					5.99
			Wegman's	O											10.49	9.99						15.99	1.89	
		Weis Markets	Swift				3.29			1.88														2.92
			Johnsonville																					1.99
			Weis				3.99																	
		Whole Foods MdAt	n/i	A			3.99																	
		ALDI	n/i		1.79	2.89									2.99									
		Associated	n/i		1.99	3.99																		3.99
			Premio																					
		Bravo	n/i		1.99		3.99																	2.99
			Premio																					2.99
		Compare Foods	n/i		1.99	2.99																		2.99
			Premio																					2.99
		Dave's Market	n/i																					1.99
		Price Rite	n/i		1.88																			
		Save-a-Lot	n/i		1.59																			
		Seabra Foods	n/i							1.49		1.59												1.79
		Shaw's	n/i				2.99																	
		Johnsonville																					2.78	
		Smithfield							1.79															
		Signature Kitchen																					5.99	
	Stop & Shop	Stop & Shop			30% off				30% off				2.49										2.99	
		Perri																					2.50	
		The Sausage Guy																					3.70	

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**PORK**

State	Supermarket	Brand	Key	Spareribs				Country Style		Pork Chops/Steaks								Loin			Fresh Sausage	Deli Ribs per lb.			
				Whole Rack	Back Rib	St. Louis	Riblets	Ribs		Rib End		Bone-in Center		Bnls Center		Sirloin End		Ass't	Tender	Bnls					
								bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	bnls	bone-in								
RI <i>(cont)</i>	Walmart	Johnsonville	A																		3.32				
	Smithfield			2.97																					
	Whole Foods NATl	n/i				3.49																			
VT	AG New England	n/i	A					1.99							1.99						1.79				
	ALDI	n/i		1.79	2.89										2.99										
	Food City Market	n/i		1.99						2.99		2.09	1.99					1.49				1.88		8.79	
	Hannaford	Hannaford								1.29															
	Johnsonville																						3.33		
	Price Chopper	n/i									1.99		2.99					1.79				1.99		2.99	
	Premio																							2.99	
	Hatfield						2.99																		
	Shaw's	n/i					2.99																		2.99
	Johnsonville																								2.78
	Smithfield									1.79															5.99
	Signature Kitchen																								
Tops Market	Prairie Grove															3.49							3.33		
Johnsonville																							3.32		
Walmart	Johnsonville																								
Smithfield						2.97																			



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**PORK**

State	Supermarket	Brand	Key	Spareribs				Country Style		Pork Chops/Steaks								Loin		Fresh Sausage	Deli Ribs per lb.	
				Whole Rack	Back Rib	St. Louis	Riblets	Ribs		Rib End		Bone-in Center		Bnls Center		Sirloin End		Ass't	Tender			Bnls
								bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	bnls	bone-in					
<b>SOUTHEASTERN U.S. - AL,FL,GA,KY,MS,NC,SC,TN,VA,WV</b>																						
AL	A&R Supermarket	n/i		1.49					1.73													
	ALDI	n/i		1.79	2.89									2.99								
	Bruce's Foodland	Swift		1.99	2.99	2.69				1.79								1.99				
		Johnsonville																	2.99			
		n/i																		7.30		
	Cash Saver	n/i													1.59	0.98						
	Dollar General Mkt	n/i		1.95																		
		Johnsonville								1.69					1.99					3.29		
	Earth Fare	n/i												3.99								
	Food Giant	n/i		2.29					0.99											3.66		
		Johnsonville																				
		Aunt Bessie's					1.99															
	Gateway Foodland	n/i		1.79						1.79												
	Greer's Markets	n/i							1.89	1.89										7.33		
		Swift			2.99																	
	Hometown Market	n/i		1.99					1.49	1.49												
	Ingle's Market	n/i			2.98															8.66		
		Johnsonville																		3.32		
		Laura Lynn																		3.00		
	Kroger Atlanta	n/i		1.99	2.99									3.99								
		Fresh Foods Market																		9.99		
		Johnsonville																		2.92		
	Kroger Nashville	Fresh Foods Market																		10.99		
		n/i		1.99	3.49									3.99				3.99				
		Johnsonville																		2.92		
	Lucky's	Prairie Fresh							1.69	1.69												
		n/i		1.99	2.99																	
	Manning's PW	n/i		1.75					1.77	1.77												
		Johnsonville																		3.19		
	Piggly Wiggly HAC	n/i		1.79		2.69			1.79				2.49				1.79					
		Johnsonville																		3.33		



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**PORK**

State	Supermarket	Brand	Key	Spareribs				Country Style		Pork Chops/Steaks								Loin			Fresh Sausage	Deli Ribs per lb.						
				Whole Rack	Back Rib	St. Louis	Riblets	Ribs		Rib End		Bone-in Center		Bnls Center		Sirloin End		Ass't	Tender	Bnls								
								bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	bnls	bone-in											
FL	ALDI	n/i		1.79	2.89									2.99														
	Bravo of FL	n/i		1.99		3.99																						
		Premio																							2.99			
	Dollar General Mkt	n/i		1.95																								
		Johnsonville																								3.29		
	Earth Fare	n/i													3.99													
	Food Giant	n/i		2.29								0.99																
		Johnsonville																									3.66	
		Aunt Bessie's					1.99																					
	Fresco y Mas	n/i				1.98																						
	Gordon Food	Johnsonville																									3.33	
	Greer's Markets	n/i										1.89	1.89														7.33	
		Swift				2.99																						
	Harris Teeter	Fresh Foods Market																										7.99
		Smithfield					BOGO																		1.97			
		Johnsonville																									2.92	
		n/i												3.47		3.97												
	Harvey's	n/i		1.68	2.98	2.98						1.88							1.98	2.98							5.99	
		Johnsonville																									3.32	
	Hitchcock's	n/i		1.97																								
	Hitchcock's			3.49	2.99		1.99	1.69		1.79																	3.33	
	Johnsonville																										3.33	
IGA Florida	n/i		1.79	2.99									2.99				2.79		2.59	3.99							3.06	
	Johnsonville																										3.06	
Lucky's Market	n/i														1.98													
Piggly Wiggly Hchn	n/i		2.29									0.99															3.66	
	Johnsonville																										3.66	
	Aunt Bessie's					1.99																						
Publix	Publix				2.49																							
Sabor Tropical	n/i		1.78																					1.58				
Safeway FL	n/i			3.99	2.97						1.69																3.31	
	Johnsonville																										3.00	
	Roma																											
	Signature Café																										9.44	

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**PORK**

State	Supermarket	Brand	Key	Spareribs				Country Style		Pork Chops/Steaks								Loin		Fresh Sausage	Deli Ribs per lb.			
				Whole Rack	Back Rib	St. Louis	Riblets	Ribs		Rib End		Bone-in Center		Bnls Center		Sirloin End		Ass't	Tender			Bnls		
								bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	bnls	bone-in							
FL <i>(cont)</i>	Save-a-Lot	n/i	A	1.59																				
	Scaff's Market	n/i		2.09															1.99			2.50		
	Porky's	n/i																						
	Seabra Foods	n/i																				1.99		
	Sedano's	n/i		0.99									2.29											
	Sprout's Market	n/i				BOGO	BOGO																	
	Market Corner	n/i																					7.24	
	The Fresh Market	n/i																						
	Walmart	Johnsonville																						3.32
	Smithfield																							
Western Beef	n/i		1.99								1.99		1.99		2.49		2.49		1.99			1.49		
Whole Foods FL	n/i																							
Winn-Dixie	n/i		BOGO	3.49	BOGO																BOGO		6.67	
Johnsonville																							2.91	
GA	ALDI	n/i		1.79	2.89												2.99							
	Bi-Lo	n/i		1.99	BOGO	BOGO																BOGO		5.99
	Johnsonville																							2.91
	Dollar General Mkt	n/i		1.95																				3.29
	Johnsonville																							2.49
	Earth Fare	n/i																						2.49
	Food City	Johnsonville																						2.49
	Food City					2.99																		1.99
	Food Depot	n/i		1.38	2.98																			1.98
	Food Giant	n/i		2.29																				0.99
	Johnsonville																							3.66
	Aunt Bessie's																							1.99
	Food Lion	n/i																						2.99
	Johnsonville																							2.50
	Food Pride	n/i		1.99																				2.49
Galaxy Food	n/i		1.68	2.98																			1.98	
Johnsonville																							2.68	
H-Mart	n/i		1.99																					1.68
Harris Teeter	Fresh Foods Market																							3.32
Smithfield																								1.97
BOGO																								7.99

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**PORK**

State	Supermarket	Brand	Key	Spareribs				Country Style		Pork Chops/Steaks								Loin		Fresh Sausage	Deli Ribs per lb.		
				Whole Rack	Back Rib	St. Louis	Riblets	Ribs		Rib End		Bone-in Center		Bnls Center		Sirloin End		Ass't	Tender			Bnls	
								bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	bnls	bone-in						
GA <i>(cont)</i>	Harris Teeter	Johnsonville																			2.92		
	<i>(continued)</i>	n/i											3.47		3.97								
	Harvey's	n/i		1.68	2.98	2.98			1.88								1.98	2.98				5.99	
		Johnsonville																				3.32	
	IGA Food Stores	n/i		1.99	3.59	2.99			1.99	1.99												3.58	
		Johnsonville																				3.32	
	IGA Stores SE	IGA TableRite		1.68	2.98			1.98						2.68								1.68	
		Johnsonville																					3.32
	Ingle's Market	n/i				2.98																	8.66
		Johnsonville																					3.32
		Laura Lynn																					3.00
	Kroger Atlanta	n/i		1.99	2.99											3.99							9.99
		Fresh Foods Market																					2.92
		Johnsonville																					1.98
	Lucky's Market	n/i																					3.99
	Piggly Wiggly Car	n/i		1.78	2.99				1.89	1.89	1.99												1.98
	Piggly Wiggly GA	n/i				2.69			1.69	1.69													3.33
		Johnsonville																					3.33
	Piggly Wiggly HAC	n/i		1.79		2.69			1.79				2.49					1.79					3.33
		Johnsonville																					3.33
Piggly Wiggly Hchn	n/i		2.29					0.99														3.66	
	Johnsonville																					1.99	
	Aunt Bessie's																					3.33	
Piggly Wiggly JTM	Johnsonville																					1.69	
	n/i		1.69	3.29						1.79												3.29	
Publix	Publix				2.49																	2.49	
Quality Foods	Seaboard Farms		1.89																			1.89	
	n/i				2.79			1.59														2.79	
	Johnsonville																					3.33	
Save-a-Lot	n/i		1.59																			1.59	
Shop-Rite	Swift		1.79							1.79												1.79	
	Johnsonville																					2.91	
Sprout's Market	n/i				BOGO	BOGO						3.99										3.99	
	Market Corner																					7.24	

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

**Labor Day 2017**

prices in \$US per pound unless otherwise noted.

**PORK**

State	Supermarket	Brand	Key	Spareribs				Country Style		Pork Chops/Steaks								Loin		Fresh Sausage	Deli Ribs per lb.			
				Whole Rack	Back Rib	St. Louis	Riblets	Ribs		Rib End		Bone-in Center		Bnls Center		Sirloin End		Ass't	Tender			Bnls		
								bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	bnls	bone-in							
GA <i>(cont)</i>	The Fresh Market	n/i	A		3.99																			
	United Grocery	n/i							1.29															
	Walmart	Johnsonville																					3.32	
		Smithfield				2.97																		
	Wayfield's	n/i			1.69	2.99	2.49			1.69				2.69	2.99					1.99				3.33
	Whole Foods Sth Winn-Dixie	n/i Johnsonville			BOGO	3.49	BOGO			BOGO										BOGO				6.67
KY	ALDI	n/i		1.79	2.89									2.99										
	Cox IGA	Hormel		1.99	3.49			1.99	1.39					2.99						1.99			3.33	
		Johnsonville																					3.29	
	Dollar General Mkt	n/i		1.95																				
		Johnsonville																					3.29	
	E.W. James	n/i			2.98	2.48	1.39		1.78															
	Earth Fare	n/i												3.99										
	Foodland	n/i			2.98								2.19						1.58				4.16	
		Johnsonville																					9.99	
		Kretschmar																						
	Food City	Johnsonville																					2.49	
		Food City				2.99			1.99															
	Food Fair	Walnut Creek																						5.99
		Bob Evans																						3.23
	Food Giant	n/i		2.29					0.99															3.66
		Johnsonville																						
Food Lion	Aunt Bessie's																						1.99	
	n/i				2.49													2.99					2.50	
	Johnsonville																						3.33	
Food Rite	Food Rite		1.99																					
	Johnsonville																						2.50	
Fresh Thyme	n/i				2.99			1.99															2.99	
	Fresh Thyme																						2.92	
	Johnsonville																							

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

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prices in \$US per pound unless otherwise noted.

**PORK**

State	Supermarket	Brand	Key	Spareribs				Country Style		Pork Chops/Steaks								Loin		Fresh Sausage	Deli Ribs per lb.					
				Whole Rack	Back Rib	St. Louis	Riblets	Ribs		Rib End		Bone-in Center		Bnls Center		Sirloin End		Ass't	Tender			Bnls				
								bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	bnls	bone-in									
KY (cont)	Galaxy Food	n/i		1.68	2.98			1.98							2.68						1.68					
	Johnsonville																					3.32				
	Gordon Food	Johnsonville																					3.33			
	IGA Houchen's	Hormel			1.99	3.29	2.79									2.99								1.99		
		Purnell's						0.89																		
	IGA SpartanNash	Indian Creek																							5.99	
		n/i				2.99										2.49										
	IGA Stores OH/KY	Johnsonville																							3.33	
		n/i				2.99			1.89	0.99															1.99	
	IGA Stores SE	Prairie Fresh			1.99																					2.92
		Johnsonville																								2.92
	IGA Stores SE	IGA TableRite			1.68	2.98			1.98							2.68									1.68	
		Johnsonville																								3.32
	Kroger Cincinnati	Fresh Foods Market																								9.99
		n/i			1.99	3.49																				
	Kroger Delta	Johnsonville																								2.92
		n/i			1.99	2.99																				
	Kroger Louisville	Fresh Foods Market																								10.99
		Aunt Bessie's						1.69																		2.92
	Kroger Louisville	Johnsonville			1.99	2.49																				2.92
n/i																									9.99	
Kroger MdAtlantic	Fresh Foods Market																								2.92	
	Johnsonville																								2.92	
Kroger MdAtlantic	Fresh Foods Market																								9.99	
	Kroger																								2.99	
Kroger Nashville	n/i			1.99	3.49																				2.92	
	Johnsonville																								2.92	
Kroger Nashville	Fresh Foods Market			1.99	3.49																				10.99	
	n/i														3.99										3.99	
Lucky's Market	Johnsonville																								2.92	
	n/i														1.98										2.92	
Meijer	n/i			1.99	BOGO																				2.99	
	Johnsonville																								2.50	





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prices in \$US per pound unless otherwise noted.

**PORK**

State	Supermarket	Brand	Key	Spareribs				Country Style		Pork Chops/Steaks								Loin		Fresh Sausage	Deli Ribs per lb.			
				Whole Rack	Back Rib	St. Louis	Riblets	Ribs		Rib End		Bone-in Center		Bnls Center		Sirloin End		Ass't	Tender			Bnls		
								bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	bnls	bone-in							
MS (cont)	Kroger Delta	Aunt Bessie's Johnsonville					1.69															2.92		
	Mac's Fresh Mrkt	n/i Johnsonville									1.79				2.49								2.91	
	Piggly Wiggly Hchr	n/i Johnsonville		2.29							0.99												3.66	
	Piggly Wiggly HGR	n/i Johnsonville		1.79			1.99						1.79										3.33	
	Ramey's	Ramey's n/i									2.78												6.66	
	Prairie Fresh Sheboygan			1.98																			2.50	
	Rouses	Rouses n/i		1.79						1.69		1.69							2.99				2.99	
	Save-a-Lot	n/i		1.59																				9.99
	Superlo Foods	Smithfield n/i					2.69																	
	The Fresh Market	n/i					1.49																	
	Vowell's	n/i Johnsonville		1.99			3.99																	3.08
	Walmart	Johnsonville Smithfield					2.97																	3.32
	Whole Foods Sth Winn-Dixie	n/i Johnsonville	A				BOGO																	BOGO
							3.49																	BOGO
							BOGO																	2.91
NC	ALDI	n/i		1.79	2.89										2.99									
	Bi-Lo	n/i Johnsonville		1.99	BOGO	BOGO					BOGO													BOGO
	Carlie C's IGA	n/i Yuengling Johnsonville		1.78	3.18																			2.91
																								2.50
	Compare Foods	n/i Johnsonville		1.68	2.98			1.99							2.69								1.68	3.33
																								3.33



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prices in \$US per pound unless otherwise noted.

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**PORK**

State	Supermarket	Brand	Key	Spareribs				Country Style		Pork Chops/Steaks								Loin		Fresh Sausage	Deli Ribs per lb.								
				Whole Rack	Back Rib	St. Louis	Riblets	Ribs		Rib End		Bone-in Center		Bnls Center		Sirloin End		Ass't	Tender			Bnls							
								bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	bnls	bone-in												
NC <i>(cont)</i>	Kroger MdAtlantic	n/i	A	1.99	3.49																								
	<i>(continued)</i>	Johnsonville																							2.92				
	Lidl	n/i					1.99																		1.99				
	Lowe's Foods	Smokehouse																											
		Hormel																											
	Piggly Wiggly Retail	n/i			1.79	2.79																							
		Johnsonville																											
	Piggly Wiggly Strs	Fresh Buy			1.89	2.89																							
		Johnsonville																											
	Publix	Publix						2.49																					
	Save-a-Lot	n/i			1.59																								
	Sprout's Market	n/i					BOGO	BOGO						3.99															
		Market Corner																											
The Fresh Market	n/i					3.99																							
United Grocery	n/i										1.29																		
Walmart	Johnsonville																												
	Smithfield																												
	Whole Foods Sth	n/i																											
SC	ALDI	n/i		1.79	2.89																								
	Bi-Lo	n/i		1.99	BOGO	BOGO																							
		Johnsonville																											
	Dollar General Mkt	n/i		1.95																									
		Johnsonville																											
	Earth Fare	n/i																											
	Food Lion	n/i					2.49																						
		Johnsonville																											
	Galaxy Food	n/i		1.68	2.98																								
		Johnsonville																											
Harris Teeter	Fresh Foods Market																												
	Smithfield																												
	Johnsonville																												
	n/i																												
Harvey's	n/i		1.68	2.98	2.98																								
	Johnsonville																												

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

prices in \$US per pound unless otherwise noted.

**Labor Day 2017**

**PORK**

State	Supermarket	Brand	Key	Spareribs				Country Style		Pork Chops/Steaks								Loin		Fresh Sausage	Deli Ribs per lb.				
				Whole Rack	Back Rib	St. Louis	Riblets	Ribs		Rib End		Bone-in Center		Bnls Center		Sirloin End		Ass't	Tender			Bnls			
								bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	bnls	bone-in								
SC (cont)	IGA Food Stores	n/i		1.99	3.59	2.99			1.99		1.99								3.29						
	Johnsonville																					3.58			
	IGA Stores SE	IGA TableRite		1.68	2.98				1.98						2.68							1.68			
	Johnsonville																						3.32		
	Ingle's Market	n/i			2.98																			8.66	
	Johnsonville																							3.32	
	Laura Lynn																							3.00	
	Kroger Atlanta	n/i		1.99	2.99											3.99									9.99
	Fresh Foods Market																								2.92
	Johnsonville																								1.99
	Lidl	n/i				1.99			2.59																7.60
	Lowe's Foods	Smokehouse																							
	Hormel					2.99																			
	Piggly Wiggly Car	n/i		1.78	2.99						1.89	1.89		1.99							3.99				
	Publix	Publix				2.49																			
	Quality Foods	Seaboard Farms		1.89																					
n/i					2.79					1.59															
Johnsonville																								3.33	
Save-a-Lot	n/i		1.59																						
The Fresh Market	n/i				3.99																				
Walmart	Johnsonville																							3.32	
Smithfield					2.97																				
Whole Foods Sth	n/i		A			3.99																			
TN	ALDI	n/i		1.79	2.89									2.99											
	Cash Saver	n/i														1.59	0.98								
	Cash Saver TC	n/i			2.62																			7.92	
	Chappell's	Swift			3.19					1.78															
	Johnsonville																							2.99	
	Dollar General Mkt	n/i		1.95																				3.29	
	Johnsonville																								
	E.W. James	n/i			2.98	2.48	1.39			1.78															
	Earth Fare	n/i												3.99											
	Food City	Johnsonville																						2.49	
Food City					2.99				1.99																

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

**Labor Day 2017**

prices in \$US per pound unless otherwise noted.

**PORK**

State	Supermarket	Brand	Key	Spareribs				Country Style		Pork Chops/Steaks								Loin		Fresh Sausage	Deli Ribs per lb.	
				Whole Rack	Back Rib	St. Louis	Ribblets	Ribs		Rib End		Bone-in Center		Bnls Center		Sirloin End		Ass't	Tender			Bnls
								bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	bnls	bone-in					
TN (cont)	Food Country	n/i																			6.66	
		Butcher's Best Johnsonville												2.99						1.99		3.33
	Food Giant	n/i	2.29					0.99														3.66
		Johnsonville Aunt Bessie's						1.99														
	Food Lion	n/i		2.49																2.99		2.50
		Johnsonville																				3.33
	Food Rite	Food Rite	1.99																			3.33
		Johnsonville																				3.33
	Gordon Food H.G. Hill	n/i	1.99	2.99					1.49	1.59												2.91
		Johnsonville																				
	IGA Houchen's	Hormel	1.99	3.29	2.79										2.99							1.99
		Purnell's						0.89														
		Indian Creek																				5.99
	IGA Stores OH/KY	n/i		2.99				1.89	0.99													1.99
		Prairie Fresh Johnsonville	1.99																			
	IGA Stores SE	IGA TableRite	1.68	2.98				1.98							2.68							1.68
		Johnsonville																				3.32
	Ingle's Market	n/i		2.98																		
		Johnsonville																				3.32
		Laura Lynn																				3.00
Kroger Delta	n/i	1.99	2.99																			
	Fresh Foods Market																					
	Aunt Bessie's Johnsonville						1.69														10.99	
Kroger MdAtlantic	Fresh Foods Market																				2.92	
	Kroger																				2.99	
	n/i Johnsonville	1.99	3.49																		2.92	

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

Labor Day 2017  
**PORK**

prices in \$US per pound unless otherwise noted.

State	Supermarket	Brand	Key	Spareribs				Country Style		Pork Chops/Steaks								Loin		Fresh Sausage	Deli Ribs per lb.				
				Whole Rack	Back Rib	St. Louis	Riblets	Ribs		Rib End		Bone-in Center		Bnls Center		Sirloin End		Ass't	Tender			Bnls			
								bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	bnls	bone-in								
TN (cont)	Kroger Nashville	Fresh Foods Market																				10.99			
		n/i		1.99	3.49										3.99				3.99				2.92		
	Lucky's	Johnsonville								1.69	1.69														
		Prairie Fresh		1.99	2.99																				
	Osborne's	Johnsonville		1.79						1.69	1.69													3.33	
	Publix	Publix				2.49																			
	Save-a-Lot	n/i		1.59																					
	Shop-Rite	Swift		1.79							1.79														
		Johnsonville																							2.91
	Sprout's Market	n/i			BOGO	BOGO							3.99												7.24
		Market Corner																							
	Superto Foods	Smithfield			2.69																				
		n/i		1.49																					
	TC Grocery	n/i			2.88	2.69	1.49		1.89	1.69						1.99						1.79			3.33
		Johnsonville																							
	The Fresh Market	n/i			3.99																				
	Tietgen's	n/i		1.79					1.49	1.49															3.33
	Johnsonville																								
United Grocery	n/i							1.29																3.32	
Walmart	Johnsonville																								
	Smithfield			2.97																					
Whole Foods Sth	n/i	A			3.99																				
VA	ALDI	n/i		1.79	2.89										2.99										
	Associated	n/i		1.99	3.99																				
		Premio																						3.99	
	Dollar General Mkt	n/i		1.95																				3.29	
		Johnsonville																							
	Farm Fresh	Smithfield		2.49				2.49																3.50	
		Premio																						2.49	
Food City	Johnsonville				2.99			1.99																	
	Food City																								

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**PORK**

State	Supermarket	Brand	Key	Spareribs				Country Style		Pork Chops/Steaks								Loin		Fresh Sausage	Deli Ribs per lb.				
				Whole Rack	Back Rib	St. Louis	Riblets	Ribs		Rib End		Bone-in Center		Bnls Center		Sirloin End		Ass't	Tender			Bnls			
								bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	bnls	bone-in								
VA (cont)	Food Country	n/i	A																		6.66				
		Butcher's Best Johnsonville																					3.33		
	Food Lion	n/i			2.49																			2.50	
		Johnsonville																						3.32	
	Galaxy Food	n/i			1.68	2.98			1.98							2.68								1.68	
		Johnsonville																						2.99	
	Giant Food	Giant																						2.88	
		Giant Johnsonville											2.49											2.91	
	Grant's	Hormel							1.69									1.99						1.69	
	Great Valu Market	n/i				1.99				2.59								2.49							4.16
		Johnsonville																							3.33
	Harris Teeter	Kretschmar																							7.99
		Fresh Foods Market Smithfield																							1.97
	Johnsonville	n/i																							2.92
		IGA Stores SE		IGA TableRite						1.98															3.47
	Johnsonville	n/i																							3.97
		Johnsonville																							2.68
	Ingle's Market	n/i																							1.68
		Johnsonville																							3.32
	Laura Lynn	n/i																							3.32
Johnsonville																							3.00		
Kroger MdAtlantic	Fresh Foods Market																						9.99		
	Kroger																						2.99		
n/i	n/i																						1.99		
	Johnsonville																						3.49		
Lidl	n/i																						2.92		
	Johnsonville																						1.99		
Lowe's Foods	Smokehouse																						2.59		
	Hormel																						1.99		
Martin's Food	Giant																						2.99		
	Johnsonville																						2.91		
Piggly Wiggly Retail	n/i																						1.79		
	Johnsonville																						2.79		
																							2.99		
																							1.47		
																							3.33		

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

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**Labor Day 2017**

**PORK**

State	Supermarket	Brand	Key	Spareribs				Country Style		Pork Chops/Steaks								Loin		Fresh Sausage	Deli Ribs per lb.								
				Whole Rack	Back Rib	St. Louis	Riblets	Ribs		Rib End		Bone-in Center		Bnls Center		Sirloin End		Ass't	Tender			Bnls							
								bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	bnls	bone-in												
VA <i>(cont)</i>	Piggly Wiggly Strs	Fresh Buy		1.89	2.89																								
		Johnsonville																									3.33		
		Price Rite	n/i		1.88																								
		Publix	Publix				2.49																						
		Safeway Eastern	n/i			3.99	2.97												1.99										
			Signature Café																										5.99
			Roma																										3.00
			Johnsonville																										2.92
		Save-a-Lot	n/i		1.59																								
		Shoppers Food	Smithfield		1.99								2.49																
			Premio																										3.50
		Shop'n Save	n/i		1.98						2.29																3.49		5.99
			Johnsonville																2.49										3.32
			Uncle Charley																										3.99
		The Fresh Market	n/i				3.99																						
	Walmart	Johnsonville																										3.32	
		Smithfield				2.97																							
	Wegman's	Wegman's																										5.99	
		Wegman's	O																										
	Weis Markets	Swift				3.29																							
		Johnsonville																										2.92	
		Weis				3.99																						1.99	
	Whole Foods MdAt	n/i	A			3.99																							
WV	ALDI	n/i		1.79	2.89																								
	Dollar General Mrkt	n/i		1.95																									
		Johnsonville																										3.29	
	Foodland	n/i			2.98																								
		Johnsonville																											4.16
		Kretschmar																											9.99
	Food Fair	Walnut Creek																											5.99
		Bob Evans																											3.23
Food Lion	n/i				2.49																							2.99	
		Johnsonville																											2.50



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

**Labor Day 2017**

prices in \$US per pound unless otherwise noted.

**PORK**

State	Supermarket	Brand	Key	Spareribs				Country Style		Pork Chops/Steaks								Loin		Fresh Sausage	Deli Ribs per lb.					
				Whole Rack	Back Rib	St. Louis	Riblets	Ribs		Rib End		Bone-in Center		Bnls Center		Sirloin End		Ass't	Tender			Bnls				
								bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	bnls	bone-in									
WV <i>(cont)</i>	Galaxy Food	n/i	A	1.68	2.98			1.98						2.68						1.68						
	Johnsonville																					3.32				
	Giant Eagle	n/i		2.49	2.99																			7.33		
	Giant Eagle																							2.99		
	Johnsonville																							2.92		
	Grant's	Hormel							1.69							1.99								1.69		
	Great Valu Market	n/i		1.99					2.59							2.49								4.16		
	Johnsonville																								4.16	
	Kretschmar																								3.33	
	IGA Stores SE	IGA TableRite		1.68	2.98				1.98							2.68						1.68			3.32	
	Johnsonville																								3.32	
	Kroger Columbus	Fresh Foods Market																								9.99
	Simple Truth				4.99	4.99																				
	n/i			1.99	3.49																					
	Johnsonville																									2.92
	Kroger MdAtlantic	Fresh Foods Market																								9.99
	Kroger																									2.99
	n/i			1.99	3.49																					
	Johnsonville																									2.92
	Martin's Food	Giant																				2.88				2.99
	Johnsonville																									2.91
	Piggly Wiggly Strs	Fresh Buy		1.89	2.89																					
	Johnsonville																									3.33
	Riesbeck's	n/i		2.29	3.49				2.99							2.99										1.99
	Johnsonville																									4.16
	Save-a-Lot	n/i		1.59																						
	Shop'n Save	n/i		1.98					2.29									2.49			3.49					5.99
	Johnsonville																									3.32
Uncle Charley																								3.99		
Sparkle	n/i	1.79	2.99																							
Walmart	Johnsonville																							3.32		
Smithfield			2.97																							
Weis Markets	Swift				3.29		1.88																	2.92		
Johnsonville																								2.92		
Weis			3.99																					1.99		

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

Labor Day 2017  
**PORK**

prices in \$US per pound unless otherwise noted.

State	Supermarket	Brand	Key	Spareribs				Country Style		Pork Chops/Steaks								Loin		Fresh Sausage	Deli Ribs per lb.										
				Whole Rack	Back Rib	St. Louis	Riblets	Ribs		Rib End		Bone-in Center		Bnls Center		Sirloin End		Ass't	Tender			Bnls									
								bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	bnls	bone-in														
<b>MIDWESTERN U.S. - IA,IL,IN,MI,MN,ND,NE,OH,SD,WI</b>																															
<b>IA</b>	ALDI	n/i		1.79	2.89									2.99																	
	AW Grocers	n/i			2.99				1.79											2.79											
		Johnsonville																						2.91							
		Hormel		1.99					1.79																						
		Brothers Market	n/i		1.69					1.88													1.88			7.33					
		Farmland																							2.49						
		Johnsonville																							2.49						
		Brothers Market																							3.33						
		Family Fare	Open Acres			2.99				3.99																3.99					
		Johnsonville																								2.92					
		Family Foods	Smithfield			2.99											1.99										3.33				
		Johnsonville																								2.49					
		Fareway	n/i			3.88							1.99														3.33				
		Fishers Jack&Jill	Smithfield				2.59				1.59																2.49				
		Open Acres																										5.99			
		Food Pride	Smithfield				2.99																					3.33			
		Johnsonville																										2.99			
		Fresh Thyme	n/i			2.99				1.99																		2.92			
		Fresh Thyme	Johnsonville																									2.92			
		Hometown Foods	n/i			2.88														1.49								3.23			
		Johnsonville																										3.23			
		Hy-Vee	Hormel				1.99															3.99							9.99		
		Hy-Vee	Johnsonville																									2.49			
		Jewel-Osco	Hormel			BOG2																							BOGO		
	n/i							BOGO																				BOGO			
	Signature Café																												5.00		
	Jewel																											2.80			
	Johnsonville																											3.33			
	Lucky's Market	n/i																											1.88		
	Maynard's	Smithfield				2.99								2.59															2.59		
	Johnsonville																											3.33			

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

**Labor Day 2017**

prices in \$US per pound unless otherwise noted.

**PORK**

State	Supermarket	Brand	Key	Spareribs				Country Style		Pork Chops/Steaks								Loin		Fresh Sausage	Deli Ribs per lb.		
				Whole Rack	Back Rib	St. Louis	Riblets	Ribs		Rib End		Bone-in Center		Bnls Center		Sirloin End		Ass't	Tender			Bnls	
								bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	bnls	bone-in						
IA <i>(cont)</i>	No Frills	Open Acres Johnsonville			2.99				2.49												2.92	6.67	
	Price Chopper	n/i Johnsonville		1.99	3.49						2.69							2.99			3.33		
	Quillin's	Farmland Hormel Johnsonville			2.99			1.49													2.91		
	Save-a-Lot	n/i		1.59																	2.79		
	Schnuck's	Schnuck's Pride of the Farm			2.99					1.49											3.33		
	Sunshine Foods	n/i Johnsonville Hormel									2.49										3.33		
	Super Saver	Smithfield								1.98											1.77		
	Thriftway Stores	n/i Johnsonville		1.99	2.99								2.69					1.99	2.69		3.33		
	Walmart	Johnsonville Farmland Johnsonville																			3.33		
	Whole Foods MW	Smithfield n/i	A		2.97		3.99														3.32		
IL	ALDI	n/i		1.79	2.89									2.99								8.00	
	Angelo Caputo	n/i Johnsonville			2.59			1.39								2.29					2.92		
	AW Grocers	n/i Hormel			2.99			1.79								1.99				2.79			
	Berkot's	Berkot's n/i		1.99				1.79													2.49		
		Aunt Bessie's Johnsonville		BOGO	3.49		0.99		1.99						BOGO						BOGO		2.91
	Borowiak's IGA	IGA TableRite n/i						1.49		1.49						1.99					1.49		
		Kretschmar																					6.66

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

**Labor Day 2017**

prices in \$US per pound unless otherwise noted.

**PORK**

State	Supermarket	Brand	Key	Spareribs				Country Style		Pork Chops/Steaks								Loin		Fresh Sausage	Deli Ribs per lb.			
				Whole Rack	Back Rib	St. Louis	Riblets	Ribs		Rib End		Bone-in Center		Bnls Center		Sirloin End		Ass't	Tender			Bnls		
								bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	bnls	bone-in							
IL <i>(cont)</i>	Brookhaven	Indiana Kitchen	A		2.99			1.99						2.59	2.29						3.33			
	Johnsonville																							
	Butera	Smithfield		1.49		1.99																		
		n/i				2.29		2.99	1.79		2.89	3.29							1.99					
		Aunt Bessie's							1.29														2.49	
		Johnsonville																					2.99	
	Cermak's	Supreme Tender								1.99		1.99	1.99						1.99				2.92	
	County Market NFI	Johnsonville																					5.99	
		Prairie Grove																						
		n/i					3.49									3.49								
	Cub Foods	n/i					2.99																	6.66
		Johnsonville																						3.33
	Dierberg's	Bob's BBQ																						11.99
		Dierberg's											1.99	1.99	2.99	2.99								
		Johnsonville																						4.16
	El Guero	n/i				1.99						1.79				2.99								
	Fairplay Foods	n/i				1.69	3.69		1.79	1.69		1.69				2.29		1.49				1.99		
		Johnsonville																						2.78
	Fareway	n/i					3.88							1.99										2.49
	Fishers Jack&Jill	Smithfield						2.59				1.59												
		Open Acres																						5.99
	Food 4 Less	n/i				1.49		1.99		1.99														
		Aunt Bessie's																						
Food Pride	Smithfield					2.99																		
	Johnsonville																					3.33		
Fresh Thyme	n/i				2.99			1.99																
	Fresh Thyme																					2.99		
	Johnsonville																					2.92		
Garden Fresh	n/i															1.99				1.99		3.33		
	Johnsonville																					3.33		
Gordon Food	Johnsonville																					3.33		
Heinen's	Niman Ranch		A											BOGO								3.16		
	Johnsonville																							
	Heinen's				3.49							4.29												



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**PORK**

State	Supermarket	Brand	Key	Spareribs				Country Style		Pork Chops/Steaks								Loin		Fresh Sausage	Deli Ribs per lb.					
				Whole Rack	Back Rib	St. Louis	Riblets	Ribs		Rib End		Bone-in Center		Bnls Center		Sirloin End		Ass't	Tender			Bnls				
								bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	bnls	bone-in									
IL (cont)	Piggly Wiggly MW	n/i	A	1.49	2.69	1.99																				
		Smithfield Johnsonville												2.89						2.29			2.48			
	Save-a-Lot	n/i		1.59																						
	Schuetz's	n/i			2.98						1.38															
	Schnuck's	Schnuck's				2.99					1.49													2.79		
	Pride of the Farm					2.99					1.49															
	Seafood City	n/i		1.99									1.79													
	Shop & Save Mrkt	Prairie Fresh																								
		n/i																								
		Everyday Essential																							2.50	
		Johnsonville																							3.33	
	Shop'n Save	Smithfield			2.99				1.49			1.49													4.16	
		Johnsonville																								6.66
	Sullivan's	n/i																								
		n/i																								
		Johnsonville																								2.91
	Sunset Foods	Sunset																								2.99
	The Fresh Market	n/i																								6.99
	Tonys Finer Food	Johnsonville																								2.78
		n/i			1.49	2.99	2.99	1.69																		2.99
Valli Produce	Johnsonville																							2.50		
	n/i							2.49	1.79															1.99		
Walmart	Johnsonville																							3.32		
	Smithfield																							2.97		
Walt's Foods	Walt's																									
	Indiana Kitchen		1.79	2.98																					1.98	
	Johnsonville																							1.58		
Whole Foods MW	n/i					3.99																		2.91		
IN	Al's Supermarket	n/i												2.99												
		Johnsonville																						2.50		
	ALDI	n/i		1.79	2.89																			2.99		



U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

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prices in \$US per pound unless otherwise noted.

PORK

State	Supermarket	Brand	Key	Spareribs				Country Style		Pork Chops/Steaks								Loin		Fresh Sausage	Deli Ribs per lb.				
				Whole Rack	Back Rib	St. Louis	Riblets	Ribs		Rib End		Bone-in Center		Bnls Center		Sirloin End		Ass't	Tender			Bnls			
								bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	bnls	bone-in								
IN <i>(cont)</i>	Jay C Foods <i>(continued)</i>	Simple Truth	A		4.99																3.33				
	Jewel-Osco	Johnsonville																							
		Hormel				BOG2																			
		n/i						BOGO								BOGO									
		Signature Café																						5.00	
		Jewel																						2.80	
		Johnsonville																						3.33	
		Kirby Foods IGA		Hormel		1.89	2.68																		
				Johnsonville																					2.92
				Kretschmar																					7.32
		Kroger Central		Fresh Foods Market																					9.99
				Kroger																					2.99
				Johnsonville																					3.33
				n/i		1.99	2.99																1.99		
		Kroger Cincinnati		Fresh Foods Market																					9.99
				n/i		1.99	3.49																		2.92
				Johnsonville																					2.92
		Kroger Louisville		n/i		1.99	2.49																		9.99
				Fresh Foods Market																					2.92
				Johnsonville																					2.92
		Lucky's Market		n/i													1.88								2.50
		Martins Super Mrkt		Johnsonville																					3.99
				Martins			2.99											2.29							2.50
				n/i																					3.99
	Meijer	n/i		1.99	BOGO						2.99								2.99				2.50		
		Johnsonville																					2.50		
	Miller's Market	Smithfield			2.49																		2.49		
		Seaboard Farms						1.89	1.89							1.99							3.33		
		Johnsonville																					3.33		
	New Market	n/i			2.99													2.77	3.99				2.49		
		Johnsonville																					2.49		
	Save-a-Lot	n/i		1.59																			2.79		
	Schnuck's	Schnuck's																					2.79		
		Pride of the Farm			2.99						1.49														



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**PORK**

State	Supermarket	Brand	Key	Spareribs				Country Style		Pork Chops/Steaks								Loin		Fresh Sausage	Deli Ribs per lb.				
				Whole Rack	Back Rib	St. Louis	Riblets	Ribs		Rib End		Bone-in Center		Bnls Center		Sirloin End		Ass't	Tender			Bnls			
								bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	bnls	bone-in								
IN <i>(cont)</i>	Strack & Van Til	n/i	A	1.89																					
	Randolph's																						3.19		
	Smithfield				2.69																		2.49		
	Johnsonville																						2.99		
	Our Own																						2.99		
	The Fresh Market	n/i																					3.32		
	Walmart	Johnsonville																					3.32		
		Smithfield																						2.97	
	Walt's Foods	Walt's														1.98								1.58	
		Indiana Kitchen				1.79	2.98																	2.91	
	Johnsonville																					2.91			
	Wesselman's	n/i																				1.49			
	Whole Foods MW	n/i				3.99																			
MI	ALDI	n/i		1.79	2.89									2.99											
	AW Grocers	n/i			2.99				1.79						1.99					2.79					
	Hormel			1.99					1.79																
	Busch's	n/i			2.39															2.99					
	Valley View													3.49											
	County Market	Smithfield																					1.69		
		Johnsonville																						3.33	
	D&W Fresh Mrkt	Open Acres				2.99									BOGO										
	Earth Fare	n/i												3.99											
	Family Fare	Open Acres				2.99			1.99		1.99					3.99									
		Johnsonville																						2.49	
	Food Pride	n/i				2.99									2.49									1.59	
		Johnsonville																							3.33
	Fresh Thyme	n/i				2.99			1.99																
		Fresh Thyme																							2.99
	Johnsonville																							2.92	
Glory Supermarket	n/i			1.59	2.99			0.99			1.79													1.69	
Gordon Food	Johnsonville																							3.33	
Great Lakes	Smithfield																							1.69	
	Johnsonville																							2.29	
																								3.74	

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

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**PORK**

State	Supermarket	Brand	Key	Spareribs				Country Style		Pork Chops/Steaks								Loin		Fresh Sausage	Deli Ribs per lb.		
				Whole Rack	Back Rib	St. Louis	Ribblets	Ribs		Rib End		Bone-in Center		Bnls Center		Sirloin End		Ass't	Tender			Bnls	
								bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	bnls	bone-in						
MI <i>(cont)</i>	Harding's	Johnsonville																			2.49		
	Harding's	Harding's			3.99			1.59	1.39									3.69					
	Hollywood Mrkt	n/i			3.49			2.49														5.99	
	Kroger Central	Fresh Foods Market																				9.99	
	Kroger	Johnsonville																				2.99	
	Kroger Columbus	n/i		1.99	2.99													1.99				3.33	
	Kroger Columbus	Fresh Foods Market																				9.99	
	Kroger Columbus	Simple Truth	A			4.99	4.99																
	Kroger Columbus	n/i		1.99	3.49																		
	Kroger Michigan	Johnsonville																					2.92
	Kroger Michigan	n/i		1.99	2.77														3.99				10.99
	Lucky's Market	Johnsonville													1.88								2.92
	Martins Super Mrkt	Johnsonville																					2.50
	Martins Super Mrkt	Martins				2.99									2.29								3.99
	Meijer	n/i		1.99	BOGO							2.99							2.99				2.50
	Miller's Market	Johnsonville				2.49																	2.50
	Miller's Market	Smithfield																					
	Miller's Market	Seaboard Farms						1.89	1.89							1.99							
	Miller's Market	Johnsonville																					3.33
	Pat's Foods IGA	n/i					2.29		1.99			2.29											
Pat's Foods IGA	Smithfield				2.99																		
Pat's Foods IGA	Kretschmar																					5.70	
Polly's Market	n/i					1.99									1.99			2.89					
Ric's Food Center	Johnsonville																					2.91	
Save-a-Lot	n/i		1.59																				
Spartan Stores	n/i				2.49										2.49								
Spartan Stores	Open Acres																					2.66	
Spartan Stores	Johnsonville																					3.33	
Super One Foods	Smithfield													1.97						1.97			
Super One Foods	Sheboygan																					2.38	

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**PORK**

State	Supermarket	Brand	Key	Spareribs				Country Style		Pork Chops/Steaks								Loin		Fresh Sausage	Deli Ribs per lb.			
				Whole Rack	Back Rib	St. Louis	Riblets	Ribs		Rib End		Bone-in Center		Bnls Center		Sirloin End		Ass't	Tender			Bnls		
								bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	bnls	bone-in							
MI <i>(cont)</i>	Super One Foods <i>(continued)</i>	Johnsonville	A																		3.33			
	Prairie Grove																							
	Tadych's	Smithfield																				3.49		
	Johnsonville																						2.41	
	Toms/Olesons	n/i																					2.99	
	Johnsonville																						3.33	
	VG's Grocery	Open Acres																					2.99	
	Johnsonville																						1.99	
	Valueland	Open Acres																				2.79		
Walmart	Johnsonville																					3.32		
	Smithfield																					2.97		
	Whole Foods MW	n/i	A																			3.99		
MN	ALDI	n/i		1.79	2.89										2.99									
	AW Grocers	Johnsonville																					2.91	
		n/i																					2.49	
		n/i																					2.99	
		Hormel																					1.79	
		1.99																					1.79	
	Coborn's	Compart Duroc														3.99								
		Prairie Fresh																					3.49	
		Johnsonville																						2.50
	County Market	Smithfield																					1.69	
		Johnsonville																						3.33
	Cub Foods	n/i																					2.99	
		Johnsonville																						3.33
	Econofoods	Open Acres																					2.99	
		Johnsonville																						3.99
	Family Fare	Open Acres																						3.99
		Johnsonville																						2.92
Family Fresh	Open Acres																						2.99	
	Johnsonville																						2.49	
Fareway	n/i																						3.88	
Festival	Smithfield																						2.99	
	Johnsonville																						3.49	
	Kretschmar																						2.92	

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**PORK**

State	Supermarket	Brand	Key	Spareribs				Country Style		Pork Chops/Steaks								Loin		Fresh Sausage	Deli Ribs per lb.			
				Whole Rack	Back Rib	St. Louis	Riblets	Ribs		Rib End		Bone-in Center		Bnls Center		Sirloin End		Ass't	Tender			Bnls		
								bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	bnls	bone-in							
MN (cont)	Food Pride	n/i			2.99									2.49						1.59				
	Johnsonville																				3.33			
	Fresh Thyme	n/i			2.99				1.99													2.99		
	Fresh Thyme																					2.92		
	Hornbacher's	Hormel		1.99	2.99																			
	Kretschmar																						6.66	
	Johnsonville																					3.33		
	Hugo's	Hormel			2.99																		2.78	
	Sheboygan																						9.99	
	Hy-Vee	Hormel				1.99													3.99					
	Hy-Vee																						2.49	
	Johnsonville																						5.99	
	Kowalski's	Signature																					4.99	
	Lunds & Byerlys	n/i				3.99																		
	Butchers Kitchen																						3.33	
	Marketplace Foods	Johnsonville																					3.33	
	Smithfield					3.48					1.68		2.58						1.68		1.98			
	Maynard's	Smithfield					2.99																3.33	
	Johnsonville																						3.33	
	Quillin's	Farmland																					1.49	
Hormel					2.99																	2.91		
Johnsonville																						2.91		
n/i																						6.67		
Rainbow Foods	n/i																					2.99		
Save-a-Lot	n/i			1.59																				
Sun Mart	Open Acres				2.99																	3.99		
Johnsonville																						2.92		
Sunshine Foods	n/i											2.49												
Johnsonville																						3.33		
Hormel																						1.77		
Super One Foods	Smithfield																					1.97		
Sheboygan																						1.97		
																						2.38		

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

**Labor Day 2017**

prices in \$US per pound unless otherwise noted.

**PORK**

State	Supermarket	Brand	Key	Spareribs				Country Style		Pork Chops/Steaks								Loin			Fresh Sausage	Deli Ribs per lb.				
				Whole Rack	Back Rib	St. Louis	Riblets	Ribs		Rib End		Bone-in Center		Bnls Center		Sirloin End		Ass't	Tender	Bnls						
								bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	bnls	bone-in									
MN <i>(cont)</i>	Super One Foods <i>(continued)</i>	Johnsonville Prairie Grove	A																			3.33				
	SuperVALU Stores	n/i			2.88						2.69													3.33		
	Teal's Market	Johnsonville Hormel										2.49												3.33		
		n/i																						1.99	2.29	
	Walmart	Johnsonville																							3.33	
		Smithfield																								3.32
	Whole Foods MW	n/i		A			3.99																			
ND	Albertsons Mntn	n/i		2.49	2.99	2.99																				
		Hometown Butcher									1.99															
		Johnsonville										1.79													3.33	
	AW Grocers	n/i																								
		Hormel		1.99																						
	Dan's	Open Acres																								
		Johnsonville																								
	Family Fare	Open Acres																								
		Johnsonville																								
	Food Pride	n/i																								
		Johnsonville																								
	Hornbacher's	Hormel		1.99	2.99																					
		Kretschmar																								
		Johnsonville																								
	Hugo's	Hormel																								
	Sheboygan																									
Leevers Foods	Hormel				2.99																					
	Johnsonville																									
Marketplace Foods	Johnsonville																									
	Smithfield																									
Millers Fresh Food	Kretschmar																									
	Hormel																									
	Johnsonville																									

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

**Labor Day 2017**  
**PORK**

prices in \$US per pound unless otherwise noted.

State	Supermarket	Brand	Key	Spareribs				Country Style		Pork Chops/Steaks								Loin		Fresh Sausage	Deli Ribs per lb.				
				Whole Rack	Back Rib	St. Louis	Riblets	Ribs		Rib End		Bone-in Center		Bnls Center		Sirloin End		Ass't	Tender			Bnls			
								bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	bnls	bone-in								
ND <i>(cont)</i>	SuperVALU Stores	n/i			2.88						2.69														
		Johnsonville																					3.33		
		Hormel										2.49													
	Teal's Market	n/i																					3.33		
	Walmart	Johnsonville																					3.32		
		Smithfield			2.97																				
NE	ALDI	n/i		1.79	2.89																				
	Apple Market	n/i		1.99					1.68		1.99														
		Farmland																						3.33	
		Johnsonville																						3.32	
	AW Grocers	Johnsonville																						2.91	
		n/i				2.49																		1.99	
		n/i				2.99					1.79						1.99							2.79	
	Baker's	Hormel		1.99						1.79															
		Fresh Foods Market																							
		Kroger																							2.99
		n/i			1.99	3.99																			
		Smithfield						0.99																	2.92
	Family Fare	Johnsonville																							2.92
		Open Acres				2.99				3.99							3.99								2.92
		Johnsonville																							2.92
	Family Fresh	Open Acres				2.99				2.49							3.99								2.92
		Johnsonville																							2.92
	Fareway	n/i				3.88							1.99												2.49
	Food Pride	n/i				2.99																			1.59
		Johnsonville																							3.33
Fresh Thyme	n/i				2.99					1.99														2.99	
	Fresh Thyme																							2.99	
	Johnsonville																							2.92	
Hy-Vee	Hormel					1.99																		3.99	
	Hy-Vee																							9.99	
	Johnsonville																							2.49	

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

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prices in \$US per pound unless otherwise noted.

**PORK**

State	Supermarket	Brand	Key	Spareribs				Country Style		Pork Chops/Steaks								Loin		Fresh Sausage	Deli Ribs per lb.				
				Whole Rack	Back Rib	St. Louis	Riblets	Ribs		Rib End		Bone-in Center		Bnls Center		Sirloin End		Ass't	Tender			Bnls			
								bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	bnls	bone-in								
NE <i>(cont)</i>	No Frills	Open Acres Johnsonville	A		2.99				2.49													2.92			
	Russ's Market	Smithfield				3.49									1.99										
	Safeway Denver	n/i				2.49	2.49						3.49					2.49							
	Signature Farms																						3.99		
	Sun Mart	Open Acres Johnsonville																						2.92	
	Super Saver	Smithfield									1.98														
	Thriftway Stores	n/i			1.99	2.99							2.69					1.99	2.69						
	Johnsonville																							3.33	
	Farmland																							3.33	
Walmart	Johnsonville Smithfield																						3.32		
Whole Foods MW	n/i		A			3.99																			
OH	Acme Fresh Mrkt	Acme Johnsonville	A	1.99	3.99				2.29		2.29												2.49		
	ALDI	n/i			1.79	2.89									2.99										
	Buehler's	n/i				2.99						2.79													2.49
	Johnsonville																								
	Dave's Market	Indiana Kitchen								1.99							1.99								
	Dollar General Mrkt	n/i			1.95																				3.29
	Johnsonville																								
	Dorothy Lane	duBreton								3.99		5.49													
	Earth Fare	n/i													3.99										
	Fisher's Foods	Fishers			1.79	2.99				1.69															
	Johnsonville																								2.91
	Food Fair	Walnut Creek																							
	Bob Evans																								3.23
	Fresh Encounter	n/i					2.99										2.49								3.33
Johnsonville																							3.33		
Fresh Thyme	n/i				2.99			1.99															2.99		
Johnsonville																							2.92		





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

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prices in \$US per pound unless otherwise noted.

**PORK**

State	Supermarket	Brand	Key	Spareribs				Country Style		Pork Chops/Steaks								Loin		Fresh Sausage	Deli Ribs per lb.				
				Whole Rack	Back Rib	St. Louis	Riblets	Ribs		Rib End		Bone-in Center		Bnls Center		Sirloin End		Ass't	Tender			Bnls			
								bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	bnls	bone-in								
OH <i>(cont)</i>	Lucky's Market	n/i													1.88										
	Marc's	n/i			2.88									3.69										2.48	
	Meijer	Johnsonville		1.99	BOGO						2.99								2.99					2.50	
	Miller's Market	Smithfield			2.49																			3.33	
		Seaboard Farms					1.89		1.89							1.99									3.33
	Piggly Wiggly Strs	Fresh Buy		1.89	2.89																				3.33
		Johnsonville																							3.33
	Remke Markets	n/i				BOGO								BOGO						BOGO					4.99
	Riesbeck's	n/i		2.29	3.49			2.99							2.99										1.99
		Johnsonville																							4.16
	Save-a-Lot	n/i		1.59																					
	Shop'n Save	n/i		1.98				2.29								2.49				3.49					5.99
		Johnsonville																							3.32
	Sparkle	Uncle Charley																							3.99
		n/i		1.79	2.99																				7.33
		SuperVALU Stores	n/i																						3.74
		Johnsonville																							3.74
		Seaboard Farms							1.67		1.99														
	The Fresh Market	n/i				3.99																			3.32
	Walmart	Johnsonville																							
	Smithfield				2.97																				
Weis Markets	Swift					3.29		1.88																2.92	
	Johnsonville																							1.99	
	Weis				3.99																				
	Whole Foods MdAt	n/i	A			3.99																			
SD	ALDI	n/i		1.79	2.89									2.99											
	AW Grocers	Johnsonville																						2.91	
		n/i			2.49																				
		n/i			2.99			1.79							1.99					2.79		1.99			
	Hormel			1.99			1.79																		

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

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**Labor Day 2017**

**PORK**

State	Supermarket	Brand	Key	Spareribs				Country Style		Pork Chops/Steaks								Loin		Fresh Sausage	Deli Ribs per lb.		
				Whole Rack	Back Rib	St. Louis	Riblets	Ribs		Rib End		Bone-in Center		Bnls Center		Sirloin End		Ass't	Tender			Bnls	
								bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	bnls	bone-in						
SD (cont)	Buche Foods	n/i			2.98																		
	Sheboygan																			1.98	2.99		
	Coborn's	Compart Duroc													3.99								
		Prairie Fresh				3.49																	2.50
	Family Thrift	Open Acres				2.99					2.49				3.99								2.92
		Johnsonville																					2.49
	Fareway	n/i			3.88							1.99							3.99				2.49
	Hy-Vee	Hormel					1.99																9.99
		Johnsonville																					2.49
	IGA Markets	n/i				3.69											2.29						3.33
		Johnsonville																					2.50
	Ken's Super Fair	Hormel				2.99										2.49						1.59	3.33
		Sheboygan																					2.50
	Lynns Dakotamart	Smithfield					2.99		1.79														3.33
		Johnsonville																					3.33
	Maynard's	Smithfield					2.99								2.59								3.33
		Johnsonville																					3.33
	Safeway Denver	n/i				2.49	2.49		1.88				3.49						2.49				3.99
		Signature Farms																					3.99
	Sunshine Foods	n/i											2.49										3.33
Johnsonville																						3.33	
SuperVALU Stores	Hormel																				1.77	3.33	
	n/i										2.69											3.74	
Teal's Market	Johnsonville																					3.33	
	n/i															1.99						3.32	
Walmart	Johnsonville																					3.32	
	Smithfield				2.97																		
WI	ALDI	n/i		1.79	2.89									2.99									
	AW Grocers	Johnsonville																					2.91
		n/i			2.49																1.99		

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

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**PORK**

State	Supermarket	Brand	Key	Spareribs				Country Style		Pork Chops/Steaks								Loin		Fresh Sausage	Deli Ribs per lb.		
				Whole Rack	Back Rib	St. Louis	Riblets	Ribs		Rib End		Bone-in Center		Bnls Center		Sirloin End		Ass't	Tender			Bnls	
								bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	bnls	bone-in						
WI (cont)	AW Grocers	n/i	A		2.99				1.79						1.99				2.79				
	(continued)	Hormel		1.99					1.79														
	Cermak's	Supreme Tender							1.99		1.99	1.99							1.99				2.99
	County Market	Smithfield																	1.69				3.33
	Econofoods	Open Acres				2.99										3.99							2.92
		Johnsonville																					2.92
	Family Fresh	Open Acres				2.99										3.99							2.92
		Johnsonville																					2.92
	Festival Foods	Prairie Grove																					2.45
		n/i					3.48																2.45
		Johnsonville																					2.45
	Food Pride	n/i					2.99									2.49						1.59	3.33
		Johnsonville																					3.33
	Fox Bros.	Smithfield					3.49	2.49								3.29							2.48
		Johnsonville																					2.48
	Fresh Thyme	n/i					2.99									1.99							2.99
		Fresh Thyme																					2.99
		Johnsonville																					2.92
	Gordon Food	Johnsonville																					3.33
	Hansen's IGA	Johnsonville																					2.48
	n/i				2.98									1.48							3.99		
Hy-Vee	Hormel					1.99															3.99		
	Hy-Vee																				3.99		
	Johnsonville																				2.49		
Marketplace Cobor	Compart Duroc																				3.99		
	Prairie Fresh																				3.99		
Marketplace Foods	Johnsonville																				3.33		
	Smithfield																				3.33		
Meijer	n/i				1.99	BOGO															1.68		
	Johnsonville													2.99							2.99		
Pat's Foods IGA	n/i																				2.29		
	Smithfield																				1.99		
	Kretschmar																				2.99		
																						5.70	

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**PORK**

State	Supermarket	Brand	Key	Spareribs				Country Style		Pork Chops/Steaks								Loin		Fresh Sausage	Deli Ribs per lb.					
				Whole Rack	Back Rib	St. Louis	Riblets	Ribs		Rib End		Bone-in Center		Bnls Center		Sirloin End		Ass't	Tender			Bnls				
								bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	bnls	bone-in									
WI <i>(cont)</i>	Pick'n Save	Johnsonville	A																		4.16	6.67				
		n/i				3.49			2.99					2.99										7.99		
	Piggly Wiggly MW	n/i			1.49	2.69	1.99																			
		Smithfield													2.89								2.29			
		Johnsonville																						2.48		
	Quillin's	Farmland								1.49																
		Hormel					2.99																		2.91	
		Johnsonville																								
		n/i																								
	Save-a-Lot	n/i			1.59																					
	Schnuck's	Schnuck's																							2.79	
		Pride of the Farm					2.99					1.49														3.00
		Sendik's		Klement's																						2.99
		Sendik's																								2.99
	Sentry Foods	Sentry					2.99									2.49									2.99	
		Johnsonville																								3.15
		Klement's																								BOGO
		Sheboygan																								1.99
		Smithfield							1.98																	
		Prairie Fresh					2.98																			
Super One Foods	Smithfield													1.97							1.97		2.38			
	Sheboygan																						3.33			
	Johnsonville																									
	Prairie Grove															2.99										
SuperVALU Stores	n/i				2.88					2.69													3.33			
	Johnsonville																									
	Hormel												2.49							2.29						
Tadych's	Smithfield				2.99																		3.49			
	Johnsonville																									
	Smithfield																									
	Johnsonville																									
The Fresh Market	n/i				3.99																					
Trig's	Smithfield																									
	Trig's																									
	Johnsonville																									
Walmart	Smithfield				2.97																					

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**PORK**

State	Supermarket	Brand	Key	Spareribs				Country Style		Pork Chops/Steaks								Loin		Fresh Sausage	Deli Ribs per lb.	
				Whole Rack	Back Rib	St. Louis	Riblets	Ribs		Rib End		Bone-in Center		Bnls Center		Sirloin End		Ass't	Tender			Bnls
								bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	bnls	bone-in					
WI (cont)	Whole Foods MW	n/i	A			3.99																
	Woodman's	Abbyland																			2.29	
		n/i																			1.59	
		Smithfield					2.99															9.99
	Organic Prairie		O																			2.00
	Sheboygan																					



U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

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PORK

State	Supermarket	Brand	Key	Spareribs				Country Style		Pork Chops/Steaks								Loin			Fresh Sausage	Deli Ribs per lb.			
				Whole Rack	Back Rib	St. Louis	Riblets	Ribs		Rib End		Bone-in Center		Bnls Center		Sirloin End		Ass't	Tender	Bnls					
								bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	bnls	bone-in								
AR (cont)	Kroger Delta	n/i	A	1.99	2.99																				
	Fresh Foods Market																							10.99	
	Aunt Bessie's Johnsonville							1.69																2.92	
	Mac's Fresh Mrkt Johnsonville	n/i								1.79					2.49									2.91	
	Piggly Wiggly Hchrn Johnsonville	n/i			2.29							0.99												3.66	
	Aunt Bessie's Johnsonville	n/i						1.99																2.91	
	Rehkopf's Johnsonville	n/i			1.59					1.79	1.79													2.91	
	Save-a-Lot Super 1 Foods	n/i			1.59																				
	Hormel Johnsonville	n/i			1.67	3.27								1.77											
	TC Grocery Johnsonville	n/i				2.88	2.69	1.49		1.89	1.69					1.99						1.79			6.50
	The Fresh Market Walmart	n/i				3.99																			3.33
	Smithfield Johnsonville	n/i				2.97																			3.32
Whole Foods SW	n/i				3.99																				
AZ	Albertsons SW Johnsonville	n/i			BOG3			1.99	1.99					BOG2										2.49	
	Open Nature Signature Café Johnsonville					4.99																			7.27
	AW Grocers Johnsonville	n/i				2.99			1.79						1.99										2.91
	Basha's Johnsonville	n/i													2.99										8.66
	El Super Food City	Swift Smithfield									0.97		2.59										1.67		3.33
	Fry's Johnsonville	n/i			1.99	BOG2			2.99												3.49				2.92
	Fresh Foods Market Johnsonville	n/i																							9.99
	IGA Family Johnsonville	n/i				3.49									1.99										

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**PORK**

State	Supermarket	Brand	Key	Spareribs				Country Style		Pork Chops/Steaks								Loin		Fresh Sausage	Deli Ribs per lb.					
				Whole Rack	Back Rib	St. Louis	Riblets	Ribs		Rib End		Bone-in Center		Bnls Center		Sirloin End		Ass't	Tender			Bnls				
								bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	bnls	bone-in									
AZ <i>(cont)</i>	Los Altos	n/i	A	0.99					1.29								0.99									
	Lowe's	n/i							0.99		1.69															
	Safeway SW	Johnsonville																						4.16		
		Signature Café		n/i			BOG2	1.77		1.77	1.69			2.99					1.99			1.99			6.66	
	Smart & Final	Open Nature		Johnsonville				3.99																	2.49	
		Johnsonville		n/i		1.49																			3.33	
	Smith's	Fresh Foods Market		n/i		1.99	3.49				2.99															9.99
		Johnsonville		n/i																						2.92
	Sprout's Market	Johnsonville		n/i			BOGO	BOGO						3.99												
		Market Corner		Johnsonville																						7.24
Walmart	Johnsonville																						3.32			
Whole Foods SPac	Smithfield	n/i	A		2.97																					
CO	Affiliated Foods	n/i		2.49													1.79									
	Albertsons Mntn	Hormel					1.59																			
		n/i		2.49	2.99	2.99											BOGO									
	Associated Foods	Hometown Butcher	Johnsonville							1.99															3.33	
		Smithfield	Johnsonville						1.99					2.49											3.33	
	AW Grocers	n/i							1.79								1.79								2.91	
		Johnsonville	n/i																							
		n/i																							1.99	
	Clark's Market	n/i								1.79																
		Hormel	Johnsonville		1.99					1.79								1.99							2.79	
King Soopers	Johnsonville																							3.33		
	n/i			1.99	2.47																					
	Fresh Foods Market	Johnsonville																						9.99		
King Soopers	Johnsonville																							2.99		
	Johnsonville																							2.92		



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**PORK**

State	Supermarket	Brand	Key	Spareribs				Country Style		Pork Chops/Steaks								Loin		Fresh Sausage	Deli Ribs per lb.				
				Whole Rack	Back Rib	St. Louis	Riblets	Ribs		Rib End		Bone-in Center		Bnls Center		Sirloin End		Ass't	Tender			Bnls			
								bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	bnls	bone-in								
CO <i>(cont)</i>	Lowe's	n/i	A						0.99		1.69											4.16			
	Johnsonville	n/i																							
	Lucky's Market	n/i																							
	Ridley's	n/i		1.58																					
	Swift	n/i																							
	Safeway Denver	n/i			2.49	2.49							3.49						2.49						
	Signature Farms	n/i																						3.99	
	Save-a-Lot	n/i		1.59																					
	Sprout's Market	n/i				BOGO	BOGO							3.99											7.24
	Market Corner	n/i																							
Sun Mart	Open Acres	n/i																					2.92		
Johnsonville	n/i																						3.32		
Walmart	Johnsonville	n/i																					2.92		
Smithfield	n/i																						3.32		
Whole Foods Mntr	n/i				3.99																				
KS	Affiliated Foods	n/i		2.49																					
	Hormel	n/i					1.59																		
	ALDI	n/i		1.79	2.89																				
	Apple Market	n/i		1.99																					
	Farmland	n/i																						3.33	
	Johnsonville	n/i																						3.32	
	AW Grocers	Johnsonville	n/i																					2.91	
	n/i				2.99																				
	Hormel	n/i		1.99																					
	Brothers Market	n/i		1.69																					
	Farmland	n/i																						2.49	
	Johnsonville	n/i																						2.49	
	Brothers Market	n/i																						3.33	
	CV'S Family Food	Prairie Fresh	n/i		2.59																			1.99	
	Johnsonville	n/i																						3.66	
	Country Mart	Smithfield	n/i						2.49	1.99														1.99	
n/i																								6.66	
Dillon's	Fresh Foods Market	n/i																						10.99	
Kroger	n/i																							2.99	

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

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prices in \$US per pound unless otherwise noted.

**PORK**

State	Supermarket	Brand	Key	Spareribs				Country Style		Pork Chops/Steaks								Loin		Fresh Sausage	Deli Ribs per lb.						
				Whole Rack	Back Rib	St. Louis	Riblets	Ribs		Rib End		Bone-in Center		Bnls Center		Sirloin End		Ass't	Tender			Bnls					
								bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	bnls	bone-in										
KS (cont)	Dillon's (continued)	n/i	A	1.99	3.99																						
		Smithfield				0.99																	2.92				
	Dollar General Mkt	n/i		1.95																				3.29			
	Food Pride	Smithfield					2.99																			3.33	
		Johnsonville																									
	G&W Foods	Seaboard Farms			2.28	2.98					1.78			2.48											1.98		5.99
		Kretschmar																									3.33
	Harp's	Johnsonville										1.88		2.69													3.32
		Farmland																									3.57
	Hen House	Prairie Fresh			1.99																						
	Hy-Vee	Hormel					1.99														3.99						9.99
		Johnsonville																									2.49
	Lowe's	n/i									0.99		1.69														4.16
	Price Chopper	Johnsonville																									
		n/i			1.99	3.49								2.69								2.99					3.33
	Pyramid Foods	n/i										1.99		1.99													6.67
	Save-a-Lot	n/i			1.59																						
	Sprout's Market	n/i					BOGO	BOGO							3.99												7.24
		Market Corner																									
	Sun Fresh	Smithfield								2.49	1.99						1.99							1.99			7.33
		n/i																									
	Thriftway Stores	n/i			1.99	2.99									2.69						1.99	2.69					
		Johnsonville																									3.33
Walmart	Farmland																								3.33		
	Johnsonville																								3.32		
Whole Foods Mntn	n/i																										

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prices in \$US per pound unless otherwise noted.

**PORK**

State	Supermarket	Brand	Key	Spareribs				Country Style		Pork Chops/Steaks								Loin			Fresh Sausage	Deli Ribs per lb.					
				Whole Rack	Back Rib	St. Louis	Riblets	Ribs		Rib End		Bone-in Center		Bnls Center		Sirloin End		Ass't	Tender	Bnls							
								bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	bnls	bone-in										
KS (cont)	Woods	Johnsonville																				3.32					
		n/i			2.99																			6.67			
		Kretschmar Prairie Fresh			2.99				1.88	1.88																	
LA	AG Baton Rouge	n/i			2.49				1.49		1.49																
	Albertsons Houston	n/i			1.77	1.77																					
		Johnsonville Signature Café																						3.33		7.27	
	ALDI	n/i		1.79	2.89									2.99													
	Breaux Mart	n/i																	2.99								
		Johnsonville Hormel				2.99																		3.33			
		Johnsonville n/i							1.69															3.33		6.66	
	Brookshire Bros.	Swift n/i		0.99									2.88													7.99	
	David's	Swift		0.99									2.99														
	Dollar General Mkt	n/i		1.95																							
		Johnsonville n/i			1.99	1.99				1.99															3.29		
		Fresh Foods Market Kroger Johnsonville																						2.99		9.99	
		Johnsonville n/i									1.79					2.49								2.99			
	Mac's Fresh Mrkt	n/i																						2.91			
		Johnsonville Swift															2.59										
		Market Basket MB Premium Johnsonville					2.69		1.97			1.79													3.33		
		Ramey's Ramey's n/i																								6.66	
	Prairie Fresh Sheboygan		1.98		2.78																			2.50			
	Rouses Rouses n/i		1.79						1.69		1.69								2.99				2.99		9.99		

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**PORK**

State	Supermarket	Brand	Key	Spareribs				Country Style		Pork Chops/Steaks								Loin			Fresh Sausage	Deli Ribs per lb.			
				Whole Rack	Back Rib	St. Louis	Riblets	Ribs		Rib End		Bone-in Center		Bnls Center		Sirloin End		Ass't	Tender	Bnls					
								bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	bnls	bone-in								
LA <i>(cont)</i>	Save-a-Lot	n/i	A	1.59																					
	Shoppers Value	n/i		1.48	1.98			1.28		1.28						0.88									
	Kretschmar																						6.66		
	Spring Market	Hormel					1.97																		
	Super 1 Foods	Hormel			1.67	3.27				1.77														6.50	
	The Fresh Market	n/i				3.99																			
	Walmart	Johnsonville				2.97																		3.32	
	Smithfield																								
Whole Foods SW	n/i					3.99																			
Winn-Dixie	n/i		BOGO	3.49	BOGO			BOGO										BOGO					6.67		
	Johnsonville																						2.91		
MO	ALDI	n/i	A	1.79	2.89									2.99											
	Apple Market	n/i		1.99					1.68		1.99								2.99						
	Farmland																							3.33	
	Johnsonville																							3.32	
	AW Grocers	n/i				2.99									1.99					2.79					
	Hormel				1.99																				
	C&R Supermarket	Smithfield																							
	Ramsey's																								2.78
	Johnsonville																								2.91
	Hormel					2.88																			
	Cash Saver TC	n/i				2.62																			
	County Market NFI	Johnsonville																							2.92
	Prairie Grove	n/i																							5.99
	Country Mart	Smithfield					3.49																		
	n/i								2.49	1.99															1.99
Dierberg's	Bob's BBQ																								
Dierberg's																									
Johnsonville																							4.16		
Food Giant	n/i			2.29																					
Johnsonville																							3.66		
Aunt Bessie's																									

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

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**PORK**

State	Supermarket	Brand	Key	Spareribs				Country Style		Pork Chops/Steaks								Loin		Fresh Sausage	Deli Ribs per lb.											
				Whole Rack	Back Rib	St. Louis	Riblets	Ribs		Rib End		Bone-in Center		Bnls Center		Sirloin End		Ass't	Tender			Bnls										
								bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	bnls	bone-in															
<b>MO</b> <i>(cont)</i>	Fresh Thyme	n/i			2.99				1.99																							
	Fresh Thyme Johnsonville																							2.99			2.92					
	G&W Foods	Seaboard Farms		2.28	2.98				1.78				2.48														1.98					
		Kretschmar Johnsonville																											5.99			
	Gerbe's	Fresh Foods Market																										3.33				
		Kroger																												2.99		
		n/i		1.99	3.99																											
		Smithfield						0.99																						2.92		
	Gordon Food	Johnsonville																												3.33		
	Harp's	Harp's			3.49				1.88		2.69																				3.32	
		Johnsonville Farmland																													3.57	
	Harter House	n/i			3.99	2.99					2.99	1.99																		1.99		
	Hay's Supermarket	n/i		1.98		2.98			1.98																						8.66	
		Prairie Fresh Johnsonville											2.18																		3.33	
	Hen House	Prairie Fresh		1.99																												
	Hy-Klas Foods	n/i		1.99	2.99									2.69					1.99	2.69											3.33	
		Farmland Johnsonville																													3.33	
	Hy-Vee	Hormel				1.99																										
		Hy-Vee Johnsonville																														9.99
	IGA Stores IL/IN	n/i																													2.49	
	Hormel		1.89	2.89																											6.66	
	Johnsonville																														2.92	
Kroger Central	Fresh Foods Market																														9.99	
	Kroger Johnsonville																														2.99	
	n/i		1.99	2.99																											3.33	

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**PORK**

State	Supermarket	Brand	Key	Spareribs				Country Style		Pork Chops/Steaks								Loin		Fresh Sausage	Deli Ribs per lb.							
				Whole Rack	Back Rib	St. Louis	Riblets	Ribs		Rib End		Bone-in Center		Bnls Center		Sirloin End		Ass't	Tender			Bnls						
								bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	bnls	bone-in											
MO (cont)	Kroger Delta	n/i		1.99	2.99																							
	Fresh Foods Market																									10.99		
	Aunt Bessie's Johnsonville						1.69																			2.92		
	Lucky's Market	n/i													1.88													
	Moser's	n/i		1.69				2.49	1.79	1.29																7.33		
	Farmland Johnsonville																									2.49		
	Prenger Foods	n/i		1.99						1.68	1.48										2.99	1.38					2.49	
	Farmland Johnsonville																										3.33	
	Price Chopper	n/i		1.99	3.49								2.69								2.99						3.32	
	Johnsonville																										3.33	
	Pyramid Foods	n/i				2.97					1.99	1.99															6.67	
	Save-a-Lot	n/i		1.59																								
	Schnuck's	Schnuck's																									2.79	
	Pride of the Farm					2.99					1.49																	
	Shop'n Save	Smithfield		2.99				1.49		1.49																	4.16	
	Johnsonville																											6.66
	Sprout's Market	n/i				BOGO	BOGO						3.99															
	Market Corner																											7.24
	Sun Fresh	Smithfield			2.49	1.99										1.99											1.99	
	Johnsonville																											7.33
	TC Grocery	n/i				2.88	2.69	1.49	1.89	1.69						1.99												1.79
	Johnsonville																											3.33
	TC Markets	Top Choice Johnsonville		2.19	3.29				1.79	1.69																		2.49
	Thriftway Stores	n/i		1.99	2.99								2.69								1.99	2.69						3.33
Johnsonville																											3.33	
Farmland Johnsonville																											3.32	
Walmart	Johnsonville				2.97																							
Smithfield																												
Whole Foods MW	n/i		A			3.99																						

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**PORK**

State	Supermarket	Brand	Key	Spareribs				Country Style		Pork Chops/Steaks								Loin			Fresh Sausage	Deli Ribs per lb.			
				Whole Rack	Back Rib	St. Louis	Riblets	Ribs		Rib End		Bone-in Center		Bnls Center		Sirloin End		Ass't	Tender	Bnls					
								bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	bnls	bone-in								
MO (cont)	Woods	Johnsonville																			3.32				
		n/i			2.99																		6.67		
		Kretschmar Prairie Fresh			2.99				1.88	1.88															
NM	Affiliated Foods	n/i		2.49																					
		Hormel					1.59										1.79								
	Albertsons SW	n/i			BOG3			1.99	1.99						BOG2								2.49		
		Johnsonville					4.99																	7.27	
		Open Nature Signature Café																						8.66	
	Basha's	n/i												2.99										3.33	
		Johnsonville							1.39	1.79															
	John Brooks	n/i		2.19																					
	King Soopers	n/i		1.99	2.47										3.99					3.99					9.99
		Fresh Foods Market King Soopers																							2.99
		Johnsonville																							2.92
	Lawrence Bros.	n/i		2.29	3.39				1.49																4.16
	Lowe's	n/i							0.99	1.69															
		Johnsonville																							4.16
	Safeway Denver	n/i			2.49	2.49			1.88				3.49						2.49						
	Signature Farms Fresh Foods Market																								9.99
Smith's	n/i		1.99	3.49				2.99																	2.92
	Johnsonville																								2.92
Sprout's Market	n/i				BOGO	BOGO						3.99													7.24
	Market Corner Johnsonville																								3.32
Walmart	Smithfield			2.97																					
	Whole Foods Mntn	n/i	A			3.99																			
OK	Affiliated Foods	n/i		2.49																					
		Hormel					1.59																		
	ALDI	n/i		1.79	2.89									2.99											

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**PORK**

State	Supermarket	Brand	Key	Spareribs				Country Style		Pork Chops/Steaks								Loin		Fresh Sausage	Deli Ribs per lb.			
				Whole Rack	Back Rib	St. Louis	Riblets	Ribs		Rib End		Bone-in Center		Bnls Center		Sirloin End		Ass't	Tender			Bnls		
								bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	bnls	bone-in							
OK <i>(cont)</i>	AW Grocers	n/i			2.99				1.79										2.79					
	Hormel			1.99					1.79															
	Buy for Le\$\$	n/i							0.99															
	CV'S Family Food	Prairie Fresh			2.59																	1.99		
	Country Mart	Johnsonville																					3.66	
		Smithfield						2.49	1.99														1.99	
		n/i																						6.66
	Dollar General Mrkt	n/i			1.95																			
		Johnsonville																						3.29
	Harp's	Harp's				3.49				1.88	2.69													
		Johnsonville																						3.32
		Farmland																						3.57
	Homeland	Smithfield																					2.49	
		Johnsonville																						3.33
	La Michoacana	n/i											1.79											
	Nichols	n/i				2.99																		
		Johnsonville																						2.91
	Pyramid Foods	n/i				2.97				1.99	1.99													
	Reasor's	Reasor's				2.98				1.98	1.98													
	Rehkopf's	n/i			1.59					1.79	1.79													
		Johnsonville																						2.91
	Save-a-Lot	n/i			1.59																			
	Sprout's Market	n/i				BOGO	BOGO						3.99											
		Market Corner																						7.24
Super C Mart	Hormel			1.49					1.79															
Terry Market	n/i			1.47					1.68															
The Fresh Market	n/i				3.99																			
United of OK	Johnsonville																						3.33	
	Smithfield																						2.49	
Walmart	Johnsonville																						3.32	
	Smithfield				2.97																			
Warehouse Mrkt	n/i			1.69	2.99																			
	Johnsonville																						2.91	
Whole Foods SW	n/i		A			3.99																		



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**PORK**

State	Supermarket	Brand	Key	Spareribs				Country Style		Pork Chops/Steaks								Loin			Fresh Sausage	Deli Ribs per lb.	
				Whole Rack	Back Rib	St. Louis	Riblets	Ribs		Rib End		Bone-in Center		Bnls Center		Sirloin End		Ass't	Tender	Bnls			
								bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	bnls	bone-in						
OK (cont)	Williams	Hormel Sheboygan n/i						2.79	1.49		1.59					1.49						2.50	
TX	Affiliated Foods	n/i Hormel		2.49			1.59									1.79							
	Albertsons Houston	n/i Johnsonville Signature Café			1.77	1.77																3.33	7.27
	Albertsons SW	n/i Johnsonville Open Nature Signature Café			BOG3			1.99	1.99					BOG2								2.49	7.27
	ALDI	n/i		1.79	2.89								2.99										
	Arlan's	n/i Johnsonville										2.39				1.59	1.69					3.66	
	Brookshire's	Hormel Johnsonville			2.99																	3.33	
	Brookshire Bros.	n/i Swift		0.99					1.69				2.88										6.66
	Cash Saver	n/i Johnsonville		1.62	2.98				1.28														7.99
	David's	Swift		0.99									2.99										3.28
	Diamond IGA	n/i Johnsonville		1.99	2.99				1.79	1.79													2.91
	El Ahorro	n/i											1.79										
	El Rancho	n/i							1.59							0.99							
	El Rio Grande	n/i		1.49			1.99		1.59	1.99				2.49									
	Elrod's	n/i		1.48														1.58					
	Fiesta Mart	n/i		2.27					1.97				1.97					1.67					
	Food Town	n/i		1.49																			
	Foodarama	Johnsonville n/i		1.59					1.27														2.91



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PORK**

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State	Supermarket	Brand	Key	Spareribs				Country Style		Pork Chops/Steaks								Loin			Fresh Sausage	Deli Ribs per lb.			
				Whole Rack	Back Rib	St. Louis	Riblets	Ribs		Rib End		Bone-in Center		Bnls Center		Sirloin End		Ass't	Tender	Bnls					
								bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	bnls	bone-in								
TX <i>(cont)</i>	Vista Market	n/i			2.97						1.39														
	Walmart	Johnsonville																					3.32		
	Whole Foods SW	Smithfield			2.97																				
	Whole Foods SW	n/i	A			3.99																			
UT	Albertsons Mntn	n/i		2.49	2.99	2.99																			
		Hometown Butcher							1.99															3.33	
		Johnsonville																						3.33	
		Associated Foods	Smithfield			3.49			1.99						2.49										3.33
		Johnsonville	Smithfield												BOGO										3.33
		Cash & Carry	Chairmans Reserve				2.10																		3.33
		Clark's Market	Johnsonville																						3.33
		Fresh Market	Smithfield				3.49																		3.33
		Harmon's	n/i				3.69	3.59		2.59						3.29	2.49						3.99	2.99	
		King Soopers	n/i		1.99	2.47																			9.99
			Fresh Foods Market																						2.99
			King Soopers																						2.99
			Johnsonville																						2.92
		Rancho Markets	n/i								0.99														2.99
		Ream's	n/i					1.99																	2.99
			Swaggerty's																						2.99
		Ridley's	n/i		1.58							1.58													9.99
			Swift													1.67									9.99
		Smith's	Fresh Foods Market																						2.92
			n/i		1.99	3.49						2.99													2.92
		Johnsonville																						7.24	
	Sprout's Market	n/i				BOGO	BOGO					3.99												7.24	
		Market Corner																						7.24	
	Stokes Market	n/i				2.99																		3.33	
		Smithfield									1.99													3.32	
		Johnsonville																						3.33	
	Walmart	Johnsonville																						3.32	
		Smithfield				2.97																		3.32	
	Whole Foods Mntn	n/i	A			3.99																		3.32	

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**PORK**

State	Supermarket	Brand	Key	Spareribs				Country Style		Pork Chops/Steaks								Loin		Fresh Sausage	Deli Ribs per lb.				
				Whole Rack	Back Rib	St. Louis	Riblets	Ribs		Rib End		Bone-in Center		Bnls Center		Sirloin End		Ass't	Tender			Bnls			
								bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	bnls	bone-in								
<b>SOUTHWESTERN U.S. - CA, HI, NV</b>																									
CA	Albertsons SoCal	Farmer John Johnsonville Signature Café	L		2.69	2.69												3.99				3.99		3.33	7.24
	ALDI	n/i		1.79	2.89													2.99							5.99
	Baja Ranch	n/i		1.99																	1.79				
	Big Saver	n/i					0.99																		
	Cardenas	n/i						1.97																	
	Cash & Carry	Chairmans Reserve				2.10																			
	Chavez	n/i			3.29																				
	Dollar General Mkt	n/i		1.95																					
	Foodland Mercado	Johnsonville		1.99				2.29		1.99								2.49						3.29	
	Food 4 Less	n/i		1.47		1.99		1.99																	
	T&J	n/i																						2.50	
	Food Maxx	n/i																			0.99				
	Food Source	n/i		1.78																					
	Grocery Outlet	Tyson																				1.99			
	Food 4 Less PAQ	n/i			2.98																				
	H-Mart	n/i			3.99																				
	Holiday Market	Prairie Fresh		1.99														2.99							
	Jensen's Foods	n/i			3.99																				
	Jons Marketplace	n/i		1.49																					
	Farmer John	n/i			2.79			1.99										1.99			1.59				
	K.V. Mart	n/i						1.19		1.19											1.19				
	La Perla	n/i						1.99		1.69															
	Lucky	n/i		2.99	3.99			2.99										3.99							6.39
	Lunardi's	n/i		2.99	4.99			2.99																	
	Mar-Val	n/i			2.98																				
	Mi Pueblo	n/i						2.69																	
	Mollie Stone's	n/i			2.99																				
	Murphy's Markets	n/i																2.99							
	New Leaf Markets	Niman Ranch	A		4.99																				

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

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prices in \$US per pound unless otherwise noted.

**PORK**

State	Supermarket	Brand	Key	Spareribs				Country Style		Pork Chops/Steaks								Loin		Fresh Sausage	Deli Ribs per lb.				
				Whole Rack	Back Rib	St. Louis	Ribblets	Ribs		Rib End		Bone-in Center		Bnls Center		Sirloin End		Ass't	Tender			Bnls			
								bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	bnls	bone-in								
CA (cont)	Northgate	n/i	A	1.99																					
	Nugget Markets	Prairie Fresh		2.99																					
		Niman Ranch		4.99																					
		Fresh to Market																					3.99		
		Pavilions		Farmer John	3.99										3.99										
				Johnsonville																				3.33	
				Signature Café																					7.24
		R-N Markets		n/i	2.59																				
		R Ranch Market		n/i	1.99			1.59																	
		Raley's		n/i	2.77	2.77																			
				Prospector's																					6.12
				Raley's						1.99															
		Ralph's Grocery		Fresh Foods Market																					10.99
				n/i	3.99																				
				Johnsonville																					2.92
		Rancho San Miguel		n/i	1.79									1.50											
		Rays Food Place		Smithfield	3.99	3.99																			
				Johnsonville	3.99																				4.16
				n/i	3.99																				
		Rio Ranch		n/i	1.79						1.29														
		Seafood City		n/i	1.99																				2.99
		SK Super King		Farmer John	1.99																				
				T&J																					2.99
		Smithfield						1.49						2.29											
	Safeway Commtly	Farmer John	2.99	3.99	2.99			1.99		2.99									3.99	4.99					
		Johnsonville																					3.33		
		Signature Café																					6.74		
		New York Style																					3.33		
	Safeway NorCal	Farmer John	2.99	3.99	2.99			1.99		2.99									3.99	4.99					
		Johnsonville																					3.33		
		Signature Café																					6.74		
		New York Style																					3.33		

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**PORK**

State	Supermarket	Brand	Key	Spareribs				Country Style		Pork Chops/Steaks								Loin			Fresh Sausage	Deli Ribs per lb.				
				Whole Rack	Back Rib	St. Louis	Riblets	Ribs		Rib End		Bone-in Center		Bnls Center		Sirloin End		Ass't	Tender	Bnls						
								bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	bnls	bone-in									
CA <i>(cont)</i>	Save Mart	n/i		1.59	3.99	2.99			1.99															6.39		
	Johnsonville																							4.17		
	New York Style																							3.50		
	Select Market	n/i							1.99		2.69															
	Smart & Final	n/i		1.49																						
	Johnsonville																								3.33	
	Sprout's Market	n/i				BOGO	BOGO						3.99													
	Market Corner																									7.24
	Stater Bros.	n/i		1.77	2.99	2.99																				
	Farmer John								1.99						2.99	2.99										
	Super A Foods	n/i		1.79	2.99																					
	Superior Grocers	Farmer John		1.99					1.99																	
	The Fresh Market	n/i			3.99																					
	Vallarta	n/i		1.79																						
Vons	Farmer John			2.69	2.69			1.99				3.99														
Johnsonville																								3.33		
Walmart	Johnsonville																							3.32		
Smithfield					2.97																					
Whole Foods NCal	n/i		A			3.99																				
Whole Foods SPac	n/i		A			3.99																				
HI	ChoiceMART	n/i						3.79					3.89													
	Don Quijote	n/i					1.99					2.79														
	Foodland	n/i		1.99																						
	Hormel														3.99											
	Island Grocery	Farmer John		2.99																						
	KTA Super Store	n/i		2.99																						
	Marukai Mart	n/i				3.69									3.59											
	Safeway NorCal	Farmer John		2.99	3.99	2.99			1.99		2.99				3.99				4.99	5.99						
	Johnsonville																							3.33		
	Signature Café																								7.36	
Hawaiian Sausage																							3.33			
Tamura's Market	Farmland										3.29	2.99						2.89								



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**PORK**

State	Supermarket	Brand	Key	Spareribs				Country Style		Pork Chops/Steaks								Loin			Fresh Sausage	Deli Ribs per lb.							
				Whole Rack	Back Rib	St. Louis	Riblets	Ribs		Rib End		Bone-in Center		Bnls Center		Sirloin End		Ass't	Tender	Bnls									
								bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	bnls	bone-in												
NV (cont)	Scolari's	Hormel			2.99	2.99						2.99																	
		Wholey																									3.49		
		Seafood City	n/i		1.99																							2.99	
		Smart & Final	n/i		1.49																								
			Johnsonville																									3.33	
		Smith's	Fresh Foods Market																									9.99	
			n/i		1.99	3.49						2.99																	
			Johnsonville																									2.92	
		Sprout's Market	n/i			BOGO	BOGO						3.99																
			Market Corner																										7.24
		Vons	Farmer John	L		2.69	2.69			1.99				3.99															
			Johnsonville																									3.33	
	Walmart	Johnsonville																									3.32		
		Smithfield			2.97																								
	Whole Foods NCal	n/i	A			3.99																							
	Whole Foods SPac	n/i	A			3.99																							





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**PORK**

State	Supermarket	Brand	Key	Spareribs				Country Style		Pork Chops/Steaks								Loin			Fresh Sausage	Deli Ribs per lb.					
				Whole Rack	Back Rib	St. Louis	Ribblets	Ribs		Rib End		Bone-in Center		Bnls Center		Sirloin End		Ass't	Tender	Bnls							
								bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	bnls	bone-in										
ID (cont)	Ridley's	n/i	A	1.58					1.58																		
	Swift														1.67												
	Rosauer's	Prairie Fresh				2.89				1.69																4.99	
	Longhorn																										
	Safeway Seattle	n/i				3.49	2.99		2.47	1.77		1.77														2.49	
	Johnsonville																									9.44	
	Signature Café																									9.99	
	Smith's	Fresh Foods Market																									
	n/i				1.99	3.49																					2.92
	Johnsonville																										
	Stokes Market	n/i					2.99									2.49											
	Smithfield									1.99																	
Johnsonville																									3.33		
Super 1 Foods	Longhorn																								5.98		
Walmart	Johnsonville																								3.32		
Smithfield					2.97																						
Whole Foods Mntn	n/i					3.99																					
Yokes Fresh Mrkt	Prairie Fresh					3.49					2.49																
MT	Albertsons Mntn	n/i		2.49	2.99	2.99																					
	Hometown Butcher																										
	Johnsonville								1.99																3.33		
	Associated Foods	Smithfield			3.49			1.99						2.49												3.33	
	Johnsonville																										
	Smithfield													BOGO													
	Cash & Carry	Chairmans Reserve				2.10																					
	Family Foods	n/i													2.69												
	Harvest Foods	Prairie Fresh																									
	Longhorn								1.68					2.98												5.98	
IGA Markets	n/i																										
Johnsonville																									3.33		
Lucky's Market	n/i																										
Reynold's	n/i							1.79																			
Rosauer's	Prairie Fresh																										
Longhorn									1.69																4.99		

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

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*prices in \$US per pound unless otherwise noted.*

**PORK**

State	Supermarket	Brand	Key	Spareribs				Country Style		Pork Chops/Steaks								Loin		Fresh Sausage	Deli Ribs per lb.				
				Whole Rack	Back Rib	St. Louis	Riblets	Ribs		Rib End		Bone-in Center		Bnls Center		Sirloin End		Ass't	Tender			Bnls			
								bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	bnls	bone-in								
MT <i>(cont)</i>	Smith's	Fresh Foods Market																				9.99			
		n/i		1.99	3.49				2.99																
	Stokes Market	Johnsonville																				2.92			
		n/i					2.99																		
		Smithfield							1.99														3.33		
	Super 1 Foods	Johnsonville																					5.98		
	SuperVALU Stores	Longhorn																					3.74		
		n/i								2.69															
Three Bears	Johnsonville																					5.99			
	n/i																								
Walmart	Johnsonville																					3.32			
	Smithfield																						2.97		
OR	Albertsons Portlnd	n/i																					5.99		
		Johnsonville																						3.33	
	Associated Foods	Smithfield																						3.33	
		Johnsonville																						3.33	
	Cash & Carry	Chairmans Reserve																						12.99	
	CenterPlace	Prairie Fresh																						2.92	
	Family Foods	n/i																						5.98	
	Fred Meyer	n/i																						3.33	
		2.49																							3.99
	Fresh Market	Johnsonville																						1.99	
	Grocery Outlet	Tyson																						2.92	
	Harvest Foods	Prairie Fresh																						5.98	
		Longhorn																						3.33	
	IGA Markets	n/i																						3.33	
		Johnsonville																						1.99	
	IGA Market Fresh	n/i																						1.99	
Market of Choice	Beeler's																						4.99		
McKay's	n/i																						2.99		
Quality Food Cntr	n/i																						1.99		
	2.49																						3.99		
	Simple Truth																						4.99		
	Fresh Foods Market																						10.99		
	Johnsonville																						2.92		

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**PORK**

State	Supermarket	Brand	Key	Spareribs				Country Style		Pork Chops/Steaks								Loin		Fresh Sausage	Deli Ribs per lb.					
				Whole Rack	Back Rib	St. Louis	Ribblets	Ribs		Rib End		Bone-in Center		Bnls Center		Sirloin End		Ass't	Tender			Bnls				
								bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	bnls	bone-in									
OR <i>(cont)</i>	Rays Food Place	Smithfield	L		3.99	3.99									3.99							4.16				
		Johnsonville				3.99																		8.49		
	Red Apple	Longhorn				3.99																		4.99		
	Rosauer's	Prairie Fresh				2.89					1.69															
		Longhorn																								
	Roth's	Carlton Farms				3.88	3.88														3.99				4.16	
		Johnsonville																							2.49	
	Safeway Portland	n/i				3.49	2.99		2.47	1.77		1.77														9.44
		Johnsonville																								2.49
	Safeway Seattle	n/i				3.49	2.99		2.47	1.77		1.77														9.44
	Johnsonville																							2.49		
	Signature Café																							9.44		
Select Market	n/i							1.99		2.69																
Thriftway of OR	n/i				3.99																					
Walmart	Johnsonville																							3.32		
	Smithfield				2.97																					
	Whole Foods NW	n/i	A			3.99																				
WA	Albertsons Portlnd	n/i			2.99	2.49									3.99									5.99		
		Johnsonville																						3.33		
	Cash & Carry	Chairmans Reserve				2.10																				
	CenterPlace	Prairie Fresh								1.98																
	Family Foods	n/i												2.69												
	Fred Meyer	n/i			2.49										3.99											
		Fresh Market																						12.99		
		Johnsonville																						2.92		
	Grocery Outlet	Tyson																				1.99				
Harvest Foods	Prairie Fresh			2.98			1.68				2.98								1.98							
	Longhorn																							5.98		
IGA Markets	n/i			3.69												2.29										
	Johnsonville																							3.33		
IGA Market Fresh	n/i								1.99																	

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**PORK**

State	Supermarket	Brand	Key	Spareribs				Country Style		Pork Chops/Steaks								Loin		Fresh Sausage	Deli Ribs per lb.			
				Whole Rack	Back Rib	St. Louis	Riblets	Ribs		Rib End		Bone-in Center		Bnls Center		Sirloin End		Ass't	Tender			Bnls		
								bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	bnls	bone-in							
WA (cont)	Island Pacific	n/i			2.99																			
	Metropolitan	n/i	A					2.99								3.99								
		Hickory House																				9.99		
		Meyers Group IGA	Prairie Fresh			3.69										2.29								
			Johnsonville																			3.33		
		Quality Food Cntr	n/i		1.99	2.49									3.99									
			Simple Truth	A		4.99																		
			Fresh Foods Market																				10.99	
			Johnsonville																				2.92	
		Rosauer's	Prairie Fresh			2.89			1.69															4.99
			Longhorn					1.48	1.48							1.58	1.47	1.47						
		Saars Market	n/i																					
		Safeway Portland	n/i			3.49	2.99		2.47	1.77	1.77													2.49
			Johnsonville																					9.44
			Signature Café																					
		Safeway Seattle	n/i			3.49	2.99		2.47	1.77	1.77													2.49
			Johnsonville																					2.49
			Signature Café																					9.44
		Seafood City	n/i		1.99																			2.99
		Select Market	n/i						1.99		2.69													
		Super 1 Foods	Longhorn																					5.98
		The Markets	n/i		2.48				2.48	1.98														1.75
		Market Kitchen																						
		Johnsonville																					3.33	
	Thriftway	Longhorn																					8.49	
		n/i			3.99																			
	Thriftway of OR	n/i			3.99																			
	Town & Country	Niman Ranch	A			3.48																		
		n/i	A											3.79									5.99	
	Yokes Fresh Mrkt	Prairie Fresh				3.49				2.49														
	Walmart	Johnsonville																					3.32	
		Smithfield			2.97																			
	Whole Foods NW	n/i	A			3.99																		

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**PORK**

State	Supermarket	Brand	Key	Spareribs				Country Style		Pork Chops/Steaks								Loin		Fresh Sausage	Deli Ribs per lb.							
				Whole Rack	Back Rib	St. Louis	Riblets	Ribs		Rib End		Bone-in Center		Bnls Center		Sirloin End		Ass't	Tender			Bnls						
								bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	bnls	bone-in											
WY	Albertsons Mntn	n/i		2.49	2.99	2.99																						
		Hometown Butcher Johnsonville																										
		Associated Foods Smithfield																										
		Johnsonville																										
		AW Grocers Johnsonville																										
		n/i																										
		n/i																										
		Hormel			1.99																							
		Food Pride n/i																										
		Johnsonville																										
		IGA Markets n/i																										
		Johnsonville																										
		King Soopers n/i			1.99	2.47																						
		Fresh Foods Market																										
		King Soopers Johnsonville																										
		Lucky's Market n/i																										
		Ridley's n/i			1.58																							
		Swift																										
	Safeway Denver n/i					2.49	2.49						3.49															
	Signature Farms																											
	Smith's Fresh Foods Market																											
	n/i			1.99	3.49																							
	Johnsonville																											
	Walmart Johnsonville																											
	Smithfield																											
						2.97																						

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**BEEF**

State	Supermarket	Brand	Key	Steaks for Grilling								Ground Beef (lean % where noted)								Cond.				
				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin	London Broil	Sirloin Tips	73-75%		80%/Chuck		85-90%		93-95%		Sirloin	Patties		
				bone-in	bnls			bone-in	bnls				reg	value	reg	value	reg	value	reg				value	
<b>NORTHEASTERN U.S. - CT,DC,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT</b>																								
CT	ACME Markets	Lancaster	C	9.99				6.98																
		n/i															3.79	5.29	4.49				5.49	90%
		Open Nature	G															4.99						
	Adams Market	Angus	C							3.49									3.99			4.99	85%	
		Angus	P						5.99															
		Pasture One	G															5.99						
		n/i	C	7.99																				
	AF Basket	n/i	C					7.99		5.99	2.99						2.99							
	AG New England	n/i	C														3.49							
	ALDI	n/i																				4.19		
		Black Angus	C							4.49														
	Associated	n/i	C								2.99	2.99												
	Best Market	n/i			6.47						3.97						1.97					4.57	2.97	80%
		n/i																				4.97		90%
		n/i			5.97																			L2
		Angus	C		6.97																			
		Nature Source	C							6.97														
	Big Y	Big Y	C				9.99	5.99			5.99	8.99							4.99					
		Big Y	A				11.99	12.99	8.99															CH
	Bravo	n/i	C								2.99													
		n/i															3.99		5.99			4.99		
	C-Town	n/i	C								2.99													
		n/i																3.99		5.99		4.99		
	Compare Foods	n/i	C			6.99	6.99																	
		n/i																					5.99	80%
	Fairway	Angus	C					5.99			3.99													
	Food Bazaar	n/i		9.99				7.99																value
		n/i																2.99					4.79	80%
	Geissler's	Angus	C					9.99	6.99															
		n/i																						
		Vermont Farms	G																					
	Highland Park	Angus	C						5.99															
		Highland's Own																					3.00	85%

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**BEEF**

State	Supermarket	Brand	Key	Steaks for Grilling								Ground Beef (lean % where noted)								Cond.				
				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin	London Broil	Sirloin Tips	73-75%		80%/Chuck		85-90%		93-95%		Sirloin	Patties		
				bone-in	bnls			bone-in	bnls				reg	value	reg	value	reg	value	reg				value	
CT <i>(cont)</i>	Key Food	n/i	C	6.99	8.99					3.99														
	Kings Market	Kings	P						8.99															
		Chairmans Reserve	Kings	C			9.99	9.99	9.99															
		Market 32	Butcher's Promise	C					5.99	6.79														
			Angus	C					6.99	7.79														
		Market 32	Market 32																			4.49	80%	
		Market 32	Market 32																			4.79	85%	
		Price Chopper	Butcher's Promise	C					5.99	6.79														
			Angus	C					6.99	7.79														
		Market 32	Market 32																				4.49	80%
		Market 32	Market 32																				4.79	85%
		Save-a-Lot	n/i				4.99						1.98											value
		ShopRite	n/i	C			7.99	7.99	7.99		2.49													L1
			n/i	C	8.99					5.99	3.99													L1
			Angus	C							2.99													L1
			Angus	C						6.99	4.49					3.49								L1
			n/i												2.49									L1
			n/i												2.99									L1
			Clayton's	O													3.99							AU
			Nature's Reserve	G					5.99							3.99								AU
		Farm Promise	A							6.99				5.99										
	Stew Leonard's	n/i		6.99												3.99								
	Stop & Shop	Butcher Shop	C																				> 3 lbs	
		Angus	C																				> 3 lbs	
		n/i															3.49					3.49	80%	
	The Fresh Market	n/i	C					12.99																
	Whole Foods NE	n/i							5.99															
	Whole Foods NATl	n/i							5.99															
DC	ALDI	n/i										1.79									4.19			
		Black Angus	C						4.49															
	Giant Food	Butcher Shop	C			5.77	5.77																> 3 lbs	
		Butcher Shop	C			6.77	6.77																> 3 lbs	
		Angus	C			6.77	6.77																> 3 lbs	



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

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**BEEF**

State	Supermarket	Brand	Key	Steaks for Grilling								Ground Beef (lean % where noted)								Cond.					
				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin	London Broil	Sirloin Tips	73-75%		80%/Chuck		85-90%		93-95%		Sirloin	Patties			
				bone-in	bnls			bone-in	bnls				reg	value	reg	value	reg	value	reg				value		
DC (cont)	Giant Food (continued)	Angus	C			7.77	7.77																		
	Harris Teeter	n/i											2.49				3.49					3.49	80%		
		HT Rancher				9.97	9.97	8.97	7.97	6.97	4.97			3.49			4.99	3.99					value		
		Strauss	G					4.97														6.99	80%		
		Safeway Eastern	n/i	C																			value		
			n/i	C						4.99						1.99									
		Save-a-Lot	n/i				4.99							1.98										value	
	Whole Foods MdAt	n/i							5.99																
DE	ACME Markets	Lancaster	C	9.99				6.98																	
		n/i														3.79	5.29	4.49					5.49	90%	
		Open Nature	G														4.99					4.19			
	ALDI	n/i							4.49				1.79												
		Black Angus	C																						
	Food Lion	n/i	C		7.99																				
		n/i																4.99					4.79	80%	
	Fresh Grocer	n/i												2.48											
		Nature's Reserve	G						8.99															AU	
	Giant Food	Butcher Shop	C			5.77	5.77																	> 3 lbs	
		Butcher Shop	C			6.77	6.77																		
		Angus	C			6.77	6.77																	> 3 lbs	
		Angus	C			7.77	7.77																		
		n/i																3.49						3.49	80%
	Great Valu Market	n/i											2.29												
	Star Ranch	C						6.99	4.99																
Harris Teeter	n/i												2.49												
	HT Rancher				9.97	9.97	8.97	7.97	6.97	4.97				3.49				4.99	3.99				value		
	Strauss	G																				6.99	80%		
IGA Stores NJ/PA	n/i	C	6.99		7.99	7.99				2.99					3.69								6.39	80%	
	Creekstone Farms	A														2.99							6.99	85%	
	n/i																						5.92	80%	

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**BEEF**

State	Supermarket	Brand	Key	Steaks for Grilling									Ground Beef (lean % where noted)								Cond.				
				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin	London Broil	Sirloin Tips	73-75%		80%/Chuck		85-90%		93-95%			Sirloin	Patties		
				bone-in	bnls			bone-in	bnls				reg	value	reg	value	reg	value	reg	value					
DE <i>(cont)</i>	Redner's	n/i								2.98															
		n/i							4.98														value		
		Wild Harvest	A								9.99						4.99						4.49	85%	
		Safeway Eastern	n/i	C				4.97																value	
			n/i	C							4.99														
			n/i																						
		Save-a-Lot	n/i			4.99																		value	
		ShopRite	n/i	C		7.99	7.99	7.99			2.49			1.98										L1	
			n/i	C	8.99					5.99	3.99													L1	
			Angus	C							2.99													L1	
			Angus	C						6.99	4.49							3.49						L1	
			n/i															2.49						L1	
			n/i															2.99						L1	
			Clayton's	O														3.99						AU	
			Nature's Reserve	G					5.99							3.99								AU	
			Farm Promise	A							6.99					5.99									
	ShurSave	n/i																					value		
		Angus	C							6.99	3.99														
		Saubel's												3.49	2.99										
	The Fresh Market	n/i	C					12.99																	
	Weis Markets	n/i	C			5.88	5.88	5.88																	
		n/i																							
		Angus	C																						
		Weis Naturals	G		8.00																				
MA	Adams Market	Angus	C							3.49													4.99	85%	
		Angus	P							5.99															
		Pasture One	G														5.99								
		n/i	C	7.99																					
	AF Basket	n/i	C				7.99			5.99	2.99				2.99										
	AG New England	n/i													3.49										
	ALDI	n/i											1.79									4.19			
	Associated	Black Angus	C							4.49															
	n/i	C								2.99	2.99														

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**BEEF**

State	Supermarket	Brand	Key	Steaks for Grilling									Ground Beef (lean % where noted)								Cond.				
				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin	London Broil	Sirloin Tips	73-75%		80%/Chuck		85-90%		93-95%			Sirloin	Patties		
				bone-in	bnls			bone-in	bnls				reg	value	reg	value	reg	value	reg	value					
MA (cont)	Big Y	Big Y	C				9.99	5.99			5.99	8.99						4.99							
	Big Y	Big Y	A				11.99		12.99	8.99													CH		
	Bravo	n/i	C								2.99										4.99				
		n/i													3.99		5.99					4.99			
	C-Town	n/i	C								2.99														
		n/i														3.99		5.99					4.99		
	Compare Foods	n/i	C			6.99	6.99																		
		n/i																					5.99	80%	
	Crosby's Market	Angus																3.69							
	Donelan's	n/i																3.99						4.49	85%
		Nature Source	A																						
		Creekstone	A																					7.99	93%
	Food City Market	Black Canyon							5.99																
		n/i																							
	Geissler's	Angus	C							9.99	6.99														
		n/i																							
		Vermont Farms	G																						
	H-Mart	n/i				8.99																			
	Hannaford	Hannaford	C																						
		Angus	C																						4.49
Market 32	Butcher's Promise	C																							
	Angus	C																							
	Market 32																							4.49	80%
	Market 32																							4.79	85%
Market Basket	n/i	C										4.99													
	Creekstone	A																							
Met Foods	n/i	C			6.99	6.99																		5.99	80%
	Steakhouse Elite																								kobe
Price Chopper	Butcher's Promise	C																							
	Angus	C																							
	Market 32																							4.49	80%
	Market 32																							4.79	85%



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**BEEF**

State	Supermarket	Brand	Key	Steaks for Grilling								Ground Beef (lean % where noted)								Cond.					
				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin	London Broil	Sirloin Tips	73-75%		80%/Chuck		85-90%		93-95%		Sirloin	Patties			
				bone-in	bnls			bone-in	bnls				reg	value	reg	value	reg	value	reg				value		
MD <i>(cont)</i>	Giant Eagle	n/i	C			6.99	7.49															value			
	Market District	n/i	C			8.99																value			
	Giant Food	Butcher Shop	n/i	C			5.77	5.77								2.49							> 3 lbs		
		Butcher Shop	n/i	C			6.77	6.77															> 3 lbs		
		Angus	n/i	C			6.77	6.77															> 3 lbs		
	Graul's Market	Angus	n/i	C			7.77	7.77															3.49	80%	
		n/i	n/i	C												4.99							3.49	80%	
	Great Valu Market	n/i	n/i	C									2.29												
		Star Ranch	n/i	C					6.99	4.99															
	H-Mart	n/i	n/i	C			5.99																		
	Harris Teeter	n/i	n/i	C										2.49											
		HT Rancher	n/i	C			9.97	9.97	8.97	7.97	6.97	4.97			3.49				4.99	3.99			value		
		Strauss	n/i	G																		6.99	80%		
	Kennie's Market	n/i	n/i	C	6.99																				
		Strauss	n/i	G	16.99																				
	Martins Food	n/i	n/i	C																					
		Butcher Shop	n/i	C			5.77	5.77																> 3 lbs	
		Butcher Shop	n/i	C			6.77	6.77																> 3 lbs	
		Angus	n/i	C			6.77	6.77																> 3 lbs	
	Redner's	Angus	n/i	C			7.77	7.77																3.49	80%
		n/i	n/i	C																				3.49	80%
		n/i	n/i	C						4.98														value	
	Safeway Eastern	Wild Harvest	n/i	A							9.99							4.99					4.49	85%	
n/i		n/i	C					4.97															value		
Save-a-Lot	n/i	n/i	C																						
	n/i	n/i	C			4.99							1.98		1.99								value		
Shoppers Food	n/i	n/i	S					5.99															value		
	Wild Harvest	n/i	A												4.59								value		
	n/i	n/i	A												3.49										

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**BEEF**

State	Supermarket	Brand	Key	Steaks for Grilling								Ground Beef (lean % where noted)								Cond.			
				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin	London Broil	Sirloin Tips	73-75%		80%/Chuck		85-90%		93-95%		Sirloin	Patties	
				bone-in	bnls			bone-in	bnls				reg	value	reg	value	reg	value	reg				value
MD (cont)	Shop'n Save	n/i							4.98				1.98									AU	
	ShopRite	n/i	C			7.99	7.99	7.99			2.49											L1	
		n/i	C	8.99							5.99												L1
		Angus	C								2.99												L1
		Angus	C								6.99				3.49								L1
		n/i													2.49								L1
		n/i													2.99								L1
		Clayton's	O														3.99						AU
		Nature's Reserve	G						5.99						3.99								AU
		Farm Promise	A								6.99				5.99								value
		ShurSave	n/i								5.99												value
		Angus	C								6.99				3.49	2.99							value
		Saubel's																					value
	The Fresh Market	n/i	C						12.99													value	
	Weis Markets	n/i	C			5.88	5.88	5.88														value	
		n/i															4.29					value	
	Angus	C							6.99													value	
	Weis Naturals	G		8.00																		value	
	Whole Foods MdAt	n/i								5.99												value	
ME	AG New England	n/i														3.49						value	
	Food City Market	Black Canyon						5.99								2.77		3.77				value	
		n/i																				value	
	Hannaford	Hannaford	C						3.99													value	
		Angus	C						5.99													value	
	Market Basket	n/i	C																			value	
		Creekstone	A															7.29					value
Save-a-Lot	n/i				4.99							1.98									value		
Shaw's	n/i	C								4.99											value		
	O Organics	O		14.99				14.99							5.00							value	
	Whole Foods NATl	n/i								5.99												value	
NH	AG New England	n/i														3.49						value	
	ALDI	n/i											1.79							4.19		value	
		Black Angus	C							4.49												value	

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**BEEF**

State	Supermarket	Brand	Key	Steaks for Grilling								Ground Beef (lean % where noted)								Cond.			
				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin	London Broil	Sirloin Tips	73-75%		80%/Chuck		85-90%		93-95%		Sirloin	Patties	
				bone-in	bnls			bone-in	bnls				reg	value	reg	value	reg	value	reg				value
NH (cont)	Hannaford	Hannaford	C					3.99															
		Angus	C					5.99													4.49	85%	
	Market Basket	n/i	C																				
		Creekstone	A															7.29					
	Price Chopper	Butcher's Promise	C					5.99		6.79													
		Angus	C					6.99		7.79													
		Market 32																				4.49	80%
		Market 32																				4.79	85%
	Save-a-Lot	n/i				4.99							1.98										value
	Shaw's	n/i	C								4.99	4.88											
	O Organics	O	14.99				14.99							5.00									
	The Fresh Market	n/i	C				12.99																
	Whole Foods NATl	n/i	C						5.99														
NJ	ACME Markets	Lancaster	C	9.99				6.98															
		n/i													3.79	5.29	4.49					5.49	90%
		Open Nature	G													4.99							
	ALDI	n/i							4.49			1.79									4.19		
	Associated	n/i	C							2.99	2.99												
	Best Market	n/i			6.47			5.47		3.97				1.97							4.57	2.97	80%
		n/i																				4.97	90%
		n/i				5.97			4.97														L2
		Angus	C			6.97			5.97														
		Nature Source	C							6.97													
	Bravo	n/i	C								2.99												
		n/i													3.99		5.99					4.99	
	C-Town	n/i	C								2.99												
		n/i													3.99		5.99					4.99	
	Compare Foods	n/i	C			6.99	6.99																
	n/i																					5.99	80%
Fairway	Angus	C					5.99				3.99					3.99							
Fine Fare	n/i													3.59	2.99							4.99	80%
	n/i	S							5.99	2.99													

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**BEEF**

State	Supermarket	Brand	Key	Steaks for Grilling								Ground Beef (lean % where noted)								Cond.							
				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin	London Broil	Sirloin Tips	73-75%		80%/Chuck		85-90%		93-95%		Sirloin	Patties					
				bone-in	bnls			bone-in	bnls				reg	value	reg	value	reg	value	reg				value				
NJ (cont)	Food Bazaar	n/i		9.99				7.99														value					
		n/i													2.99							4.79	80%				
	Foodtown	Rancher's Legend	C					6.99																			
		Green Way	A														5.99										
	Great Valu Market	n/i											2.29														
		Star Ranch	C						6.99	4.99																	
	H-Mart	n/i							8.99																		
	IGA Stores NJ/PA	n/i	C	6.99		7.99	7.99										3.69						6.39	80%			
		Creekstone Farms	A														2.99							6.99	85%		
		n/i																						5.92	80%		
	Key Food	n/i	C	6.99	8.99																						
	Kings Market	Kings	P								8.99																
		Chairmans Reserve	C			9.99	9.99	9.99																			
		Kings	C																						4.99		
	McCaffrey's	Angus	C							10.99	4.99	2.99													4.29	85%	
	Met Foods	n/i	C			6.99	6.99					2.99													5.99	80%	
		Steakhouse Elite																								8.99	kobe
	Morton Williams	n/i															2.99										
	Murphy's	Angus	C							9.99																	
	Pioneer	n/i	C									2.99	4.99														
	Steakhouse Elite																									8.99	Kobe
Save-a-Lot	n/i					4.99								1.98												value	
Seabra Foods	n/i										5.99																3.99
ShopRite	n/i	C				7.99	7.99	7.99																			L1
	n/i	C	8.99								5.99																
	Angus	C																									L1
	Angus	C								6.99	4.49						3.49										L1
	n/i																2.49										L1
	n/i																2.99										L1
	Clayton's	O																									AU
	Nature's Reserve	G																									AU
	Farm Promise	A															3.99										AU
											6.99						5.99										



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**BEEF**

State	Supermarket	Brand	Key	Steaks for Grilling								Ground Beef (lean % where noted)								Cond.				
				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin	London Broil	Sirloin Tips	73-75%		80%/Chuck		85-90%		93-95%		Sirloin	Patties		
				bone-in	bnls			bone-in	bnls				reg	value	reg	value	reg	value	reg				value	
NJ <i>(cont)</i>	Stop & Shop	Butcher Shop	C																			> 3 lbs		
		Angus	C																			> 3 lbs		
		n/i																				3.49		
		Supremo	n/i	S		6.99	6.99																80% value	
			n/i	S												2.99								
			n/i		8.99																			
		The Fresh Market	n/i	C					12.99															
		Top Tomato	Black Angus	C			6.99	5.99																
			n/i	A															9.99					
		Uncle Giuseppe's	Sterling Silver	C			10.99	10.99	12.99														value	
			Sterling Silver	C	12.99						3.99													
		Weis Markets	n/i	C		5.88	5.88	5.88																
		n/i															4.29							
		Angus	C					6.99																
		Weis Naturals	G		8.00																			
	Western Beef	n/i		6.99		6.99	4.99																	
	Whole Foods MdAt	n/i							5.99															
	Whole Foods NE	n/i							5.99															
NY	ACME Markets	Lancaster	C	9.99				6.98																
		n/i																						
		Open Nature	G												3.79	5.29	4.49					5.49	90%	
		AF Basket	n/i	C				7.99		5.99	2.99													
		AG New England	n/i																					
		ALDI	n/i											1.79								4.19		
			Black Angus	C							4.49													
		Associated	n/i	C								2.99	2.99											
		Best Market	n/i			6.47																4.57	2.97	80%
			n/i																				4.97	90%
			n/i			5.97																		L2
		Angus	C		6.97																			
		Nature Source	C							6.97														
	Big M	1893 Premium			6.99	6.99									2.69								value	
	Bravo	n/i	C								2.99													
		n/i																				4.99		

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BEEF**

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State	Supermarket	Brand	Key	Steaks for Grilling								Ground Beef (lean % where noted)								Cond.					
				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin	London Broil	Sirloin Tips	73-75%		80%/Chuck		85-90%		93-95%		Sirloin	Patties			
				bone-in	bnls			bone-in	bnls				reg	value	reg	value	reg	value	reg				value		
NY (cont)	C-Town	n/i	C							2.99															
		n/i																							
	Compare Foods	n/i	C			6.99	6.99								3.99		5.99				4.99				
		n/i																				5.99	80%		
	DeCiccio Family	Sterling Silver	C																						
		Sterling Silver	C																					value	
		Strauss	G	19.99																			12.49	90%	
	DeCiccio & Sons	Pineland Farms	A						7.99															local	
	Fairway	Fairway Angus	C				11.99	9.99			5.99							5.99							
		Fairway	C				10.99																		
		Fairway Premium	P						17.99																
	Fine Fare	n/i													3.59	2.99							4.99	80%	
		n/i	S							5.99	2.99													value	
	Food Bazaar	n/i		9.99					7.99															4.79	80%
		n/i																2.99							
	Food Emporium	Chairmans Reserve	C	10.99							4.99														
	Foodtown	Rancher's Legend	C						6.99		2.99														
		Green Way	A															5.99							
	Giunta's	n/i							4.99									3.99					4.49	80%	
		n/i	C								4.99														
	Great American	1893 Premium								5.99	2.99														
	Gristede's	Nature's Reserve	G													6.99									
	H-Mart	n/i				8.99																			
	Hannaford	Hannaford	C																						
		Angus	C																					4.49	85%
	Key Food	n/i	C	6.99	8.99																				
	Kings Market	Kings	P								8.99														
		Chairmans Reserve	C			9.99	9.99	9.99																	
	Kings	C															4.99								
King Kullen	n/i	C						8.99	6.99	2.49					3.99	3.99									
	Angus	C						9.99	7.99																
Market 32	Butcher's Promise	C						5.99	6.79																
	Angus	C						6.99	7.79								5.49								

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**BEEF**

State	Supermarket	Brand	Key	Steaks for Grilling								Ground Beef (lean % where noted)								Cond.					
				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin	London Broil	Sirloin Tips	73-75%		80%/Chuck		85-90%		93-95%		Sirloin	Patties			
				bone-in	bnls			bone-in	bnls				reg	value	reg	value	reg	value	reg				value		
NY (cont)	Market 32	Market 32																				4.49	80%		
	(continued)	Market 32																				4.79	85%		
	Met Foods	n/i	C			6.99	6.99				2.99											5.99	80%		
		Steakhouse Elite															8.99							kobe	
	Morton Williams	n/i														2.99									
	Net Cost Market	n/i									2.99					2.99									
	North Shore Farms	n/i	C			6.99	7.99										2.99								
		n/i																							
	Peck's Market	Angus	C									2.99													
		n/i	S	6.99																					
		n/i																							
		Pasture One	G															6.49							
	Pioneer	n/i	C									2.99	4.99												
		Steakhouse Elite																8.99							Kobe
	Price Chopper	Butcher's Promise	C						5.99		6.79														
		Angus	C						6.99		7.79														
		Market 32																							
		Market 32																							
	Save-a-Lot	n/i					4.99							1.98											80%
	Shop'n Save	n/i											4.98												85%
	ShopRite	n/i	C				7.99	7.99	7.99			2.49													value
		n/i	C	8.99							5.99	3.99													AU
		Angus	C									2.99													L1
		Angus	C								6.99	4.49						3.49							L1
		n/i																2.49							L1
		n/i																2.99							L1
		Clayton's	O																3.99						AU
		Nature's Reserve	G										5.99						3.99						AU
	Farm Promise	A																							
Stew Leonard's	n/i		6.99																						
Stop & Shop	Butcher Shop	C																						> 3 lbs	
	Angus	C																						> 3 lbs	
	n/i																							80%	
The Fresh Market	n/i	C																							
								12.99																	

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**BEEF**

State	Supermarket	Brand	Key	Steaks for Grilling								Ground Beef (lean % where noted)								Cond.				
				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin	London Broil	Sirloin Tips	73-75%		80%/Chuck		85-90%		93-95%		Sirloin	Patties		
				bone-in	bnls			bone-in	bnls				reg	value	reg	value	reg	value	reg				value	
NY (cont)	Top Tomato	Black Angus	C				6.99	5.99																
		n/i	A																					
	Tops Markets	Moyer	C	6.99	7.99																		value	
		Verde Farms	O																					
	Trade Fair	n/i	C																					
		n/i					6.99				2.99													
	Uncle Giuseppe's	Sterling Silver	C				10.99	10.99	12.99															value
		Sterling Silver	C	12.99							3.99													
	Weis Markets	n/i	C			5.88	5.88	5.88																
		n/i																						
	Angus	C																						
	Weis Naturals	G		8.00																				
	Western Beef	n/i		6.99			6.99	4.99																
	Whole Foods NE	n/i								5.99														
PA	ACME Markets	Lancaster	C	9.99				6.98																
		n/i																						
		Open Nature	G																					
	ALDI	n/i																						
		Black Angus	C							4.49														
	Associated	n/i	C								2.99	2.99												
	Big M	1893 Premium				6.99	6.99								2.69								value	
	Boyer Foods	n/i				5.97	5.97								2.97									
	Bravo	n/i	C																					
		n/i																						
	C-Town	n/i	C																					
		n/i																						
	Family Owned	n/i																						
		n/i																						
	Angus	C																						
Fine Fare	n/i																							
	n/i	S								5.99	2.99													

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**BEEF**

State	Supermarket	Brand	Key	Steaks for Grilling								Ground Beef (lean % where noted)								Cond.				
				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin	London Broil	Sirloin Tips	73-75%		80%/Chuck		85-90%		93-95%		Sirloin	Patties		
				bone-in	bnls			bone-in	bnls				reg	value	reg	value	reg	value	reg				value	
PA (cont)	Foodland	n/i																				3.49	80%	
		n/i	C					6.99																
	Food Lion	n/i	C		7.99																			
		n/i																						
	Foodtown	Rancher's Legend	C					6.99			2.99													
		Green Way	A													5.99								
	Fresh Grocer	n/i											2.48											
		Nature's Reserve	G																					
	Giant Eagle	n/i	C			6.99	7.49																	
		Market District	C			8.99																		
		n/i														2.49								
	Giant Food Stores	Butcher Shop	C			5.77	5.77																> 3 lbs	
		Butcher Shop	C			6.77	6.77																	
		Angus	C			6.77	6.77																> 3 lbs	
		Angus	C			7.77	7.77																	
		n/i																						
	Gordon Food	n/i																					3.49	80%
	Great Valu Market	n/i														2.29								
		Star Ranch	C						6.99	4.99														
	Grocery Outlet	n/i																					1.99	73%
	H-Mart	n/i				8.99																		
	Ideal Market	n/i				4.99	4.99		3.99		3.99		1.99			2.29		3.99						
		n/i	S			8.99																		
	IGA SpartanNash	n/i	C			8.99	8.99	8.99																
		n/i																						
	IGA Stores NJ/PA	n/i	C		6.99		7.99	7.99																
		Creekstone Farms	A																					
		n/i																						
Karns Foods	n/i																							
	n/i	C																						
Kennie's Market	n/i	C		6.99																				
	Strauss	G		16.99																				
	n/i																							
Key Food	n/i	C		6.99	8.99																			

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**BEEF**

State	Supermarket	Brand	Key	Steaks for Grilling									Ground Beef <i>(lean % where noted)</i>								Cond.			
				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin	London Broil	Sirloin Tips	73-75%		80%/Chuck		85-90%		93-95%			Sirloin	Patties	
				bone-in	bnls			bone-in	bnls				reg	value	reg	value	reg	value	reg	value				
PA <i>(cont)</i>	Kuhn's Market	n/i	C	7.99													3.49							
	Landis	n/i														2.49						2.99	80% value AU	
		Angus		C					4.99		3.99							4.49						
		n/i			7.99																			
		Martins Food	Butcher Shop	C			5.77	5.77																> 3 lbs
			Butcher Shop	C			6.77	6.77																> 3 lbs
			Angus	C			6.77	6.77																> 3 lbs
			Angus	C			7.77	7.77																
			n/i															3.49					3.49	80%
		McCaffrey's	Angus	C					10.99	4.99	2.99						3.99						4.29	85%
		Net Cost Market	n/i								2.99					2.99								
		Pioneer	n/i	C							2.99	4.99												
			Steakhouse Elite															8.99						Kobe
		Price Chopper	Butcher's Promise	C					5.99		6.79													
			Angus	C					6.99		7.79													
			Market 32																				4.49	80%
			Market 32																				4.79	85%
		Redner's	n/i									2.98												
			n/i								4.98													value
			Wild Harvest	A								9.99						4.99					4.49	85%
		Save-a-Lot	n/i				4.99							1.98										value
		Shop'n Save	n/i								4.98			1.98										AU
		ShopRite	n/i	C			7.99	7.99	7.99			2.49												L1
			n/i	C	8.99						5.99	3.99												L1
			Angus	C								2.99												L1
			Angus	C							6.99	4.49					3.49							L1
		n/i														2.49							L1	
		n/i														2.99							L1	
		Clayton's	O														3.99						AU	
		Nature's Reserve	G					5.99								3.99							AU	
		Farm Promise	A								6.99				5.99									
	ShurSave NE	ShurSave				5.99	5.99										2.77							
		Angus	C								3.99													

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**BEEF**

State	Supermarket	Brand	Key	Steaks for Grilling									Ground Beef (lean % where noted)								Cond.			
				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin	London Broil	Sirloin Tips	73-75%		80%/Chuck		85-90%		93-95%			Sirloin	Patties	
				bone-in	bnls			bone-in	bnls				reg	value	reg	value	reg	value	reg	value				
PA <i>(cont)</i>	ShurSave	n/i						5.99														value		
		Angus Saubel's	C						6.99	3.99					3.49	2.99								
		Sparkle	n/i	C		5.99	5.99															4.99	80% value	
		Supremo	n/i	S		6.99	6.99						2.39											
			n/i	S											2.99									
		The Fresh Market	n/i	C	8.99																			
		Tops Markets	Moyer	C	6.99	7.99			12.99														value	
			Verde Farms	O															7.99					
		Weis Markets	n/i	C			5.88	5.88	5.88									5.49						
			n/i	C														4.29						
		Angus Weis Naturals	C					6.99																
	Whole Foods MdAt	n/i	G		8.00																			
		n/i							5.99															
RI	Adams Market	Angus	C							3.49												4.99	85%	
		Angus Pasture One	P						5.99								5.99							
		n/i	G																					
	ALDI	n/i	C	7.99																		4.19		
		Black Angus	n/i	C						4.49														
	Associated Bravo	n/i	C							2.99	2.99													
		n/i	C																					
	Compare Foods	n/i	C			6.99	6.99								3.99	5.99						4.99		
		n/i	C																					
	Dave's Market	n/i	C																			5.99	80%	
		Save-a-Lot	n/i	C			4.99															4.99	85%	
		Seabra Foods	n/i	C			4.59	4.59						1.98									value	
		Shaw's	n/i	C							4.99	4.88					2.99	3.49					value	
			O Organics	O	14.99				14.99							5.00								

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State	Supermarket	Brand	Key	Steaks for Grilling								Ground Beef (lean % where noted)								Cond.			
				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin	London Broil	Sirloin Tips	73-75%		80%/Chuck		85-90%		93-95%		Sirloin	Patties	
				bone-in	bnls			bone-in	bnls				reg	value	reg	value	reg	value	reg				value
ME (cont)	Stop & Shop	Butcher Shop	C																			> 3 lbs	
		Angus	C																			> 3 lbs	
		n/i																				3.49	
	Whole Foods NATl	n/i							5.99													3.49	
VT	AG New England	n/i																					
	ALDI	n/i																					
		Black Angus	C							4.49													
	Food City Market	Black Canyon																					
		n/i																					
	Hannaford	Hannaford	C																				
		Angus	C																				
	Price Chopper	Butcher's Promise	C																				
		Angus	C																				
		Market 32																					
		Market 32																					
	Shaw's	n/i	C																				
		O Organics	O	14.99																			
Tops Markets	Moyer	C	6.99	7.99																			
	Verde Farms	O																					
	n/i																						



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**BEEF**

State	Supermarket	Brand	Key	Steaks for Grilling								Ground Beef (lean % where noted)								Cond.			
				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin	London Broil	Sirloin Tips	73-75%		80%/Chuck		85-90%		93-95%		Sirloin	Patties	
				bone-in	bnls			bone-in	bnls				reg	value	reg	value	reg	value	reg				value
<b>SOUTHEASTERN U.S. - AL,FL,GA,KY,MS,NC,SC,TN,VA,WV</b>																							
AL	A&R Supermarket	n/i											1.69								2.19	73%	
		Blackwell Angus					5.50																
	ALDI	n/i											1.79								4.19		
		Black Angus	C						4.49														
	Bruce's Foodland	Bruce's													2.99								
		Bruce's	C	9.99			7.99																
	Cash Saver	Black Canyon	C						4.69														
	Dollar General Mkt	n/i		8.95									1.95								3.95	80%	
	Earth Fare	n/i	G		8.99			8.99									3.99			3.99			
	Food Giant	n/i			5.99								1.99	2.89									
		Black Canyon			7.99				4.69													value	
	Gateway Foodland	n/i											1.89									value	
		Star Ranch				5.99																value	
	Greer's Markets	Black Angus	S			5.89																value	
		n/i				4.89																value	
	Ingle's Market	Ingle's Market	C		8.98																		
		n/i																					
	Kroger Atlanta	n/i	C					9.99														value	
		n/i																					
	Kroger Nashville	n/i											1.99										
	Lucky's	Black Canyon			8.99																		
		n/i													2.49								
	Manning's PW	Angus	C																			value	
		n/i	S																			value	
		n/i													2.49								
	Piggly Wiggly HAC	n/i					5.99						2.49										
	Piggly Wiggly Hchr	n/i			5.99								1.99	2.89									
		Black Canyon			7.99				4.69													value	
	Piggly Wiggly Inc	Angus	C					8.99															
	Piggly Wiggly JTM	Angus	C				9.99																
	Publix	Publix Premium	C	7.99	9.99																		
		GreenWise	A					12.99									5.99					CH	
		Publix													3.79						4.49	80%	

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State	Supermarket	Brand	Key	Steaks for Grilling								Ground Beef (lean % where noted)								Cond.			
				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin	London Broil	Sirloin Tips	73-75%		80%/Chuck		85-90%		93-95%		Sirloin	Patties	
				bone-in	bnls			bone-in	bnls				reg	value	reg	value	reg	value	reg				value
AL (cont)	Ramey's	Black Angus		6.98																		value	
		Black Angus		7.98																			
		n/i																				2.98	80%
	Rouses	n/i												2.47									
		Texas Star		5.97																			value
	Save-a-Lot	n/i			4.99								1.98										value
	Spout's Market	n/i																					
		n/i	G														4.99						
	The Fresh Market	n/i	C				12.99																
	United Grocery	Black Canyon														2.49							
	Vowell's	n/i											1.99									2.49	75%
		Black Canyon	S		8.99																		
	Western Market	Angus	C								BOGO												
		n/i																					
	Naked Beef	G																					
	Hereford	C		14.99																			
Whole Foods Sth	n/i							5.99															
Winn-Dixie	WD Brand	C			7.49			5.99	4.49					3.79	3.49								
	WD Brand	C			6.99																	value	
	Rancher's Home			5.99	5.99																	value	
FL	ALDI	n/i										1.79								4.19			
		Black Angus	C					4.49															
	Bravo of FL	n/i	C																				
		n/i												3.99		5.99					4.99		
	Dollar General Mkt	n/i		8.95									1.95								3.95	80%	
	Earth Fare	n/i	G		8.99			8.99										3.99			3.99		
	Food Giant	n/i			5.99								1.99		2.89								
		Black Canyon			7.99					4.69													value
	Fresco y Mas	Rancher's Home				4.98																	value
	Gordon Food	n/i													2.29								
Greer's Markets	Black Angus	S			5.89																		
	n/i				4.89																	value	

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State	Supermarket	Brand	Key	Steaks for Grilling								Ground Beef (lean % where noted)								Cond.				
				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin	London Broil	Sirloin Tips	73-75%		80%/Chuck		85-90%		93-95%		Sirloin	Patties		
				bone-in	bnls			bone-in	bnls				reg	value	reg	value	reg	value	reg				value	
FL <i>(cont)</i>	Harris Teeter	n/i											2.49											
	HT Rancher Strauss	G		9.97		9.97	8.97		7.97	6.97	4.97			3.49				4.99	3.99			6.99	value 80%	
	Harvey's	n/i											1.98										value	
	Rancher's Home					4.98																	value	
	Hitchcock's	n/i	C							3.98													3.29 80%	
	Market Made														2.97								3.29 80%	
	Hitchcock's				7.97					4.97														
	IGA Florida	n/i				4.99				3.99														value 80%
	Lucky's Market	n/i	A	8.99																				CH
	Piggly Wiggly Hchn	n/i			5.99									1.99		2.89								value
	Black Canyon				7.99						4.69													value
	Publix	Publix Premium	C	7.99	9.99																			
	GreenWise		A																5.99					CH
	Publix															3.79							4.49	80% value
	Safeway FL	n/i	C					4.97			4.99													value
	n/i																							
	Save-a-Lot	n/i				4.99								1.98										value
	Scaff's Market	n/i												2.19										
	Preferred Angus	S				6.99					4.99													
	Sedano's	Angus	C		9.99																			
Spout's Market	n/i									7.99 BOGO														
n/i		G															4.99							
The Fresh Market	n/i	C					12.99																	
Western Beef	n/i								5.99	3.99														
Whole Foods FL	n/i	C							5.99															
Winn-Dixie	WD Brand	C			7.49				5.99	4.49					3.79	3.49								
WD Brand		C			6.99																		value	
Rancher's Home			5.99		5.99																		value	
GA	ALDI	n/i											1.79										4.19	
	Black Angus	C							4.49															
	Bi-Lo	SE Grocers	C			7.49			4.99	4.49														
SE Grocers		C			6.99																		value	

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State	Supermarket	Brand	Key	Steaks for Grilling								Ground Beef (lean % where noted)								Cond.				
				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin	London Broil	Sirloin Tips	73-75%		80%/Chuck		85-90%		93-95%		Sirloin	Patties		
				bone-in	bnls			bone-in	bnls				reg	value	reg	value	reg	value	reg				value	
<b>GA</b>	Bi-Lo	n/i																						
<i>(cont)</i>	<i>(continued)</i>	Rancher's Home		4.99		4.99																value		
	Dollar General Mkt	n/i		8.95									1.95									3.95	80%	
	Earth Fare	n/i	G		8.99																	3.99		
	Food City	Food City																				1.99	75%	
		Angus	C	9.99	9.99																		value	
	Food Depot	n/i											2.28	2.28	3.24	3.24								
		n/i	S			7.75				4.97														
	Food Giant	n/i			5.99									1.99		2.89								
		Black Canyon			7.99						4.69												value	
	Food Lion	n/i	C		7.99																			
		n/i																				4.79	80%	
	Food Pride	n/i				4.99																	value	
		n/i				5.99																	2.69	75%
	Galaxy Food	n/i											2.38	1.98										
		Butcher's Best			7.98																			
	H-Mart	n/i			6.99																			
	Harris Teeter	n/i																						
		HT Rancher			9.97		9.97	8.97		7.97	6.97	4.97			3.49				4.99	3.99				value
		Strauss	G																			6.99	80%	
	Harvey's	n/i												1.98										
		Rancher's Home				4.98																	value	
		n/i	C								3.98													
	IGA Food Stores	Preferred Angus				5.99																	value	
		Preferred Angus				6.89	6.99																	
		n/i																						
		Angus	C													2.59								
	IGA Stores SE	IGA TableRite												1.98		2.99								
		Tender Ridge						5.98		4.98													value	
	Ingle's Market	Ingle's Market	C		8.98																			
		n/i																						
	Kroger Atlanta	n/i	C																				value	
		n/i																						
		n/i																						
	Lucky's Market	n/i	A	8.99																			CH	

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**BEEF**

State	Supermarket	Brand	Key	Steaks for Grilling									Ground Beef (lean % where noted)								Cond.		
				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin	London Broil	Sirloin Tips	73-75%		80%/Chuck		85-90%		93-95%			Sirloin	Patties
				bone-in	bnls			bone-in	bnls				reg	value	reg	value	reg	value	reg	value			
GA <i>(cont)</i>	Piggly Wiggly Car	Angus	C	9.99		6.99		6.99		6.99											3.49	80%	
		n/i	S	7.99																			
	Piggly Wiggly GA	Angus	C										2.49										
		n/i	S					5.99															
	Piggly Wiggly HAC	n/i						5.99					2.49										
	Piggly Wiggly Hchr	n/i										1.99		2.89									
		Black Canyon									4.69											value	
	Piggly Wiggly JTM	Angus	C					9.99															
	Publix	Publix Premium	C	7.99	9.99																		
		GreenWise	A																			5.99	
		Publix																				4.49	
	Quality Foods	n/i				5.99							1.99										
	Save-a-Lot	n/i				4.99							1.98									value	
	Spout's Market	n/i																					
		n/i	G																				
	The Fresh Market	n/i	C						12.99														
United Grocery	Black Canyon																						
Wayfield's	n/i		7.99		5.99																		
Whole Foods Sth	n/i								5.99														
Winn-Dixie	WD Brand	C			7.49				5.99	4.49				3.79	3.49								
	WD Brand	C			6.99																value		
	Rancher's Home		5.99		5.99																value		
KY	ALDI	n/i										1.79								4.19			
		Black Angus	C						4.49														
	Cox IGA	n/i											1.99								2.99		
		Star Ranch				6.99		6.99														75%	
	Dollar General Mkt	n/i		8.95									1.95									80%	
	E.W. James	n/i			7.98								1.98									value	
		n/i																				2.88	
		Black Canyon				6.98																	
Earth Fare	n/i	G		8.99					8.99											3.99	3.99		
Foodland	Star Ranch								7.99														
	n/i																					value	

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**BEEF**

State	Supermarket	Brand	Key	Steaks for Grilling								Ground Beef (lean % where noted)								Cond.				
				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin	London Broil	Sirloin Tips	73-75%		80%/Chuck		85-90%		93-95%		Sirloin	Patties		
				bone-in	bnls			bone-in	bnls				reg	value	reg	value	reg	value	reg				value	
KY <i>(cont)</i>	Food City	Food City																				1.99	75%	
		Angus	C	9.99	9.99																		value	
		Food Fair	n/i	5.99																				
			Black Canyon																					
		Food Giant	n/i		5.99								1.99											
			Black Canyon			7.99					4.69													value
		Food Lion	n/i		7.99																			
			n/i																				4.79	80%
		Food Rite	n/i		7.99																			value
		Fresh Thyme	n/i					5.97																
		Galaxy Food	n/i										2.38	1.98										
			Butcher's Best			7.98																		
		Gordon Food	n/i																					
		IGA Houchen's	IGA Angus	C					7.99															
			Laura's Lean	A																			7.99	92%
		IGA SpartanNash	n/i	C		8.99	8.99	8.99																
			n/i																					
		IGA Stores OH/KY	n/i																					
			n/i	C			6.99		7.99															
		IGA Stores SE	IGA TableRite												1.98									
			Tender Ridge						5.98		4.98													value
		Kroger Cincinnati	n/i	C	6.99																			value
			n/i												1.77									
		Kroger Delta	n/i	C	9.99				6.99															value
			n/i																					
		Kroger Louisville	Kroger												2.49									
		Kroger MdAtlantic	n/i	C		7.99																		value
			n/i																					
	Kroger Nashville	n/i																						
	Lucky's Market	n/i	A	8.99										1.99									CH	
	Meijer	n/i																				2.99	80%	
		Angus	C	9.99																				
	Piggly Wiggly Hchr	n/i			5.99									1.99										
		Black Canyon			7.99																		value	

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**BEEF**

State	Supermarket	Brand	Key	Steaks for Grilling								Ground Beef (lean % where noted)								Cond.				
				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin	London Broil	Sirloin Tips	73-75%		80%/Chuck		85-90%		93-95%		Sirloin	Patties		
				bone-in	bnls			bone-in	bnls				reg	value	reg	value	reg	value	reg				value	
KY <i>(cont)</i>	Remke Markets	n/i																						
	Star Ranch	C					5.99																value	
	Save-a-Lot	n/i			4.99							1.98											value	
	Super Dollar	n/i	S	5.48			8.95																	
	Valu Time																							
	SuperVALU Stores	Angus Farms	C						9.99	4.99														
	TC Grocery	n/i										1.88		2.39										
	n/i		S		7.99																			
	The Fresh Market	n/i	C					12.99																
	United Grocery	Black Canyon													2.49									
ValuMarket	n/i				4.99						1.99											value		
Whole Foods MdAt	n/i								5.99															
MS	AG Baton Rouge	n/i			7.99										2.49									
	ALDI	n/i										1.79								4.19				
	Black Angus	C							4.49															
	Corner Market	Angus	C			6.99	8.99																	
	n/i														1.99							2.99	80%	
	Dollar General Mrkt	n/i		8.95									1.95									3.95	80%	
	Food Giant	n/i			5.99								1.99		2.89									
	Black Canyon				7.99						4.69													value
	Greer's Markets	Black Angus	S			5.89																		value
	n/i					4.89																		value
	Grocery Depot	n/i													1.97							2.72	73%	
	Kroger Delta	n/i	C	9.99				6.99																value
	n/i														3.49									
	Mac's Fresh Mrkt	n/i											1.99											
	n/i		S					5.99																value
Piggly Wiggly Hchr	n/i			5.99									1.99	2.89										value
Black Canyon				7.99						4.69														value
Piggly Wiggly HGR	n/i	C					6.99																	
n/i													1.99											
Ramey's	Black Angus		6.98																					value
Black Angus			7.98																					
n/i																						2.98	80%	

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**BEEF**

State	Supermarket	Brand	Key	Steaks for Grilling								Ground Beef (lean % where noted)								Cond.			
				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin	London Broil	Sirloin Tips	73-75%		80%/Chuck		85-90%		93-95%		Sirloin	Patties	
				bone-in	bnls			bone-in	bnls				reg	value	reg	value	reg	value	reg				value
MS (cont)	Rouses	n/i																					
	Texas Star			5.97																			value
	Save-a-Lot	n/i			4.99								1.98										value
	Superlo Foods	Angus	C	8.99											2.66								
	The Fresh Market	n/i	C				12.99																
	Vowell's	n/i												1.99								2.49	75%
	Black Canyon		S		8.99																		
	Whole Foods Sth	n/i							5.99														
Winn-Dixie	WD Brand	C			7.49			5.99	4.49					3.79	3.49								
	WD Brand	C			6.99																	value	
	Rancher's Home			5.99	5.99																		value
NC	ALDI	n/i										1.79								4.19			
	Black Angus		C						4.49														
	Bi-Lo	SE Grocers	C			7.49			4.99	4.49													
		SE Grocers	C			6.99																	value
		n/i												3.29	2.99								
		Rancher's Home			4.99	4.99																	value
	Carlie C's IGA	n/i				3.98				2.88			1.98										value
		Carlie C's				4.48																	
	Compare Foods	n/i										2.38	1.98										
		Butcher's Best				7.98																	
	Dollar General Mkt	n/i			8.95								1.95									3.95	80%
	Earth Fare	n/i	G		8.99			8.99										3.99			3.99		
	Farm Fresh	n/i	C			5.99	5.99																value
		n/i													3.49								
	Food Lion	n/i	C		7.99																		
		n/i																4.99				4.79	80%
	Food Pride	n/i				4.99																	value
		n/i				5.99							1.99									2.69	75%
Fresh Foods	n/i				5.99							1.99										value	
	Blackwell Angus				5.99																		
Galaxy Food	n/i											2.38	1.98										
	Butcher's Best				7.98																		



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BEEF**

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State	Supermarket	Brand	Key	Steaks for Grilling								Ground Beef (lean % where noted)								Cond.				
				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin	London Broil	Sirloin Tips	73-75%		80%/Chuck		85-90%		93-95%		Sirloin	Patties		
				bone-in	bnls			bone-in	bnls				reg	value	reg	value	reg	value	reg				value	
NC (cont)	Great Valu Market	n/i											2.29											
	Star Ranch	C					6.99	4.99	3.49															
	H-Mart	n/i					6.98																	
	Harris Teeter	n/i												2.49										
	HT Rancher						9.97	9.97	8.97	7.97	6.97	4.97			3.49			4.99	3.99			6.99	value 80%	
	Strauss	G																						
	Harvey's	n/i												1.98									value	
	Rancher's Home							4.98															value	
	n/i	C																					value	
	IGA Food Stores	Preferred Angus						5.99																value
	Preferred Angus							6.89	6.99															
	n/i																							
	Angus	C																						
	IGA Stores SE	IGA TableRite													1.98									
	Tender Ridge								5.98	4.98														value
	Ingle's Market	Ingle's Market	C					8.98																
	n/i																							
	Just \$ave Foods	n/i	G					7.98																
	n/i																							
	Kroger MdAtlantic	n/i	C					7.99																value
	n/i																							
	Lidl	Black Angus	C						8.49	3.49														2.99 80%
	Lowe's Foods	n/i																						
	Piggly Wiggly Retail	n/i													1.89									
	Piggly Wiggly Strs	Preferred Angus																						3.99 75%
	Publix	Publix Premium	C	7.99	9.99																			
	GreenWise	A																						12.99
	Publix																							4.49 80%
Quality Foods	n/i													1.99										
Save-a-Lot	n/i													1.98									value	
Spout's Market	n/i																							
n/i		G																						
The Fresh Market	n/i	C																						
								12.99																

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**BEEF**

State	Supermarket	Brand	Key	Steaks for Grilling								Ground Beef (lean % where noted)								Cond.				
				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin	London Broil	Sirloin Tips	73-75%		80%/Chuck		85-90%		93-95%		Sirloin	Patties		
				bone-in	bnls			bone-in	bnls				reg	value	reg	value	reg	value	reg				value	
NC <i>(cont)</i>	United Grocery	Black Canyon																						
	Whole Foods Sth	n/i							5.99															
SC	ALDI	n/i										1.79								4.19				
	Bi-Lo	Black Angus	C						4.49															
		SE Grocers	C			7.49			4.99	4.49														
		SE Grocers	C			6.99																value		
		n/i												3.29	2.99									
		Rancher's Home			4.99	4.99																	value	
		Dollar General Mkt	n/i		8.95									1.95								3.95	80%	
		Earth Fare	n/i	G		8.99															3.99			
		Food Lion	n/i	C		7.99																		
		n/i																						
		Galaxy Food	n/i										2.38	1.98										
		Butcher's Best				7.98																		
		Harris Teeter	n/i											2.49										
		HT Rancher				9.97		9.97	8.97	7.97	6.97	4.97			3.49						4.99	3.99		value
		Strauss		G																		6.99	80%	
		Harvey's	n/i											1.98										value
		Rancher's Home				4.98																		value
		n/i		C							3.98													value
		IGA Food Stores	Preferred Angus			5.99																		value
			Preferred Angus			6.89	6.99																	
		n/i																						
		Angus	C																					
	IGA Stores SE	IGA TableRite											1.98											
		Tender Ridge						5.98	4.98														value	
	Ingle's Market	Ingle's Market	C		8.98																			
	n/i																							
	Kroger Atlanta	n/i	C																				value	
	n/i																							
	Lidl	Black Angus	C					8.49	3.49														2.99 80%	
	Lowe's Foods	n/i																						
	Piggly Wiggly Car	Angus	C	9.99		6.99		6.99	6.99														3.49 80%	
	n/i		S	7.99																				

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**BEEF**

State	Supermarket	Brand	Key	Steaks for Grilling								Ground Beef (lean % where noted)								Cond.					
				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin	London Broil	Sirloin Tips	73-75%		80%/Chuck		85-90%		93-95%		Sirloin	Patties			
				bone-in	bnls			bone-in	bnls				reg	value	reg	value	reg	value	reg				value		
SC <i>(cont)</i>	Publix	Publix Premium	C	7.99	9.99																				
		GreenWise	A					12.99										5.99					CH		
		Publix																				4.49	80% value		
		Save-a-Lot	n/i			4.99							1.98												
		The Fresh Market	n/i	C					12.99																
	Whole Foods Sth	n/i							5.99																
TN	ALDI	n/i										1.79								4.19					
		Black Angus	C						4.49																
		Cash Saver	Black Canyon	C					4.69																
		Cash Saver TC	n/i										1.98												
		Chappell's	n/i											2.18											
		Chappell's		C			5.98																	value	
		Dollar General Mkt	n/i		8.95										1.95								3.95	80% value	
		E.W. James	n/i			7.98									1.98								2.88	73% value	
			n/i																						
		Black Canyon				6.98																			
		Earth Fare	n/i	G		8.99				8.99												3.99	3.99		
		Food City	Food City													3.49							1.99	75% value	
			Angus	C	9.99	9.99																	2.98	80% value	
		Food Country	n/i											1.98											
			Butcher's Best			7.98																			
		Food Giant	n/i			5.99									1.99		2.89								
			Black Canyon			7.99					4.69														value
		Food Lion	n/i	C		7.99																			
			n/i																				4.99	4.79	80% value
		Food Rite	n/i			7.99																			
	Gordon Food	n/i													2.29										
	H.G. Hill	Black Canyon	S		8.99																				
		n/i											1.99										2.49	75% value	
		n/i		6.99																				value	
	IGA Houchen's	IGA Angus	C					7.99																	
		Laura's Lean	A																				7.99	92% value	
	IGA Stores OH/KY	n/i													2.69										
		n/i	C			6.99			7.99																

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State	Supermarket	Brand	Key	Steaks for Grilling								Ground Beef (lean % where noted)								Cond.				
				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin	London Broil	Sirloin Tips	73-75%		80%/Chuck		85-90%		93-95%		Sirloin	Patties		
				bone-in	bnls			bone-in	bnls				reg	value	reg	value	reg	value	reg				value	
TN <i>(cont)</i>	IGA Stores SE	IGA TableRite											1.98											
		Tender Ridge					5.98		4.98														value	
		Ingle's Market	Ingle's Market	C		8.98																		
			n/i																					
		Kroger Delta	n/i	C	9.99			6.99																value
			n/i																					
		Kroger MdAtlantic	n/i	C		7.99																		value
			n/i								3.99													
		Kroger Nashville	n/i											1.99										
		Lucky's	Black Canyon			8.99																		
			n/i																					
		Osborne's	n/i				6.99							2.19										value
		Publix	Publix Premium	C	7.99	9.99																		
			GreenWise	A																				CH
			Publix																					4.49
		Save-a-Lot	n/i				4.99																	80%
	Spout's Market	n/i																					value	
		n/i	G																					
	Super Dollar	n/i	S	5.48																				
		Valu Time																						
	Superlo Foods	Angus	C	8.99																				
	TC Grocery	n/i																						
		n/i	S		7.99																			
	The Fresh Market	n/i	C																					
	Tietgen's	n/i				6.99																	value	
	United Grocery	Black Canyon																						
	Whole Foods Sth	n/i																						
VA	ALDI	n/i											1.79											
		Black Angus	C							4.49														
	Associated	n/i	C								2.99	2.99												
	Dollar General Mkt	n/i		8.95										1.95									3.95	
	Farm Fresh	n/i	C			5.99	5.99																80%	
		n/i																					value	

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State	Supermarket	Brand	Key	Steaks for Grilling								Ground Beef (lean % where noted)								Cond.					
				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin	London Broil	Sirloin Tips	73-75%		80%/Chuck		85-90%		93-95%		Sirloin	Patties			
				bone-in	bnls			bone-in	bnls				reg	value	reg	value	reg	value	reg				value		
VA (cont)	Food City	Food City																			1.99	75%			
		Angus	C	9.99	9.99																		value		
	Food Country	n/i											1.98									2.98	80%		
		Butcher's Best			7.98																				
	Food Lion	n/i	C		7.99																				
		n/i																4.99					4.79	80%	
	Galaxy Food	n/i										2.38	1.98												
		Butcher's Best			7.98																				
	Giant Food	Butcher Shop	C			5.77	5.77																	> 3 lbs	
		Butcher Shop	C			6.77	6.77																	> 3 lbs	
		Angus	C			6.77	6.77																	> 3 lbs	
		Angus	C			7.77	7.77																	> 3 lbs	
		n/i																							
	Grant's	n/i																3.49					3.49	80%	
	Great Valu Market	n/i																					2.39	75%	
		n/i												2.29											
		Star Ranch	C						6.99	4.99	3.49														
	H-Mart	n/i			5.99																				
	Harris Teeter	n/i																							
		HT Rancher				9.97	9.97	8.97	7.97	6.97	4.97				3.49			4.99	3.99					value	
		Strauss	G																				6.99	80%	
	IGA Stores SE	IGA TableRite													1.98										value
		Tender Ridge						5.98	4.98																
Ingle's Market	Ingle's Market	C		8.98																					
	n/i																								
Kroger MdAtlantic	n/i	C		7.99																				value	
	n/i																								
Lidl	Black Angus	C					8.49	3.49		3.99							3.49					2.99	80%		
Lowe's Foods	n/i																								
Martins Food	Butcher Shop	C			5.77	5.77																		> 3 lbs	
	Butcher Shop	C			6.77	6.77																		> 3 lbs	
	Angus	C			6.77	6.77																		> 3 lbs	
	Angus	C			7.77	7.77																		> 3 lbs	
	n/i																	3.49					3.49	80%	
Piggly Wiggly Retail	n/i				5.89								1.89												

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

prices in \$US per pound unless otherwise noted.

**Labor Day 2017**

**BEEF**

State	Supermarket	Brand	Key	Steaks for Grilling								Ground Beef (lean % where noted)								Cond.					
				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin	London Broil	Sirloin Tips	73-75%		80%/Chuck		85-90%		93-95%		Sirloin	Patties			
				bone-in	bnls			bone-in	bnls				reg	value	reg	value	reg	value	reg				value		
VA <i>(cont)</i>	Piggly Wiggly Strs	Preferred Angus			7.99																	3.99	75%		
	Publix	Publix Premium	C	7.99	9.99																				
		GreenWise	A					12.99																	CH
		Publix																							80% value
		Safeway Eastern	n/i	C				4.97																	
			n/i	C							4.99														
			n/i																						
		Save-a-Lot	n/i				4.99							1.98											value
		Shoppers Food	n/i	S					5.99																value
			Wild Harvest	A											4.59										
			n/i																						
		Shop'n Save	n/i																						
		Super Dollar	n/i	S	5.48				8.95						1.98										AU
			Valu Time												2.65										
	The Fresh Market	n/i	C																						
	Weis Markets	n/i	C			5.88	5.88	5.88																	
		n/i																							
		Angus	C																						
		Weis Naturals	G		8.00																				
	Whole Foods MdAt	n/i																							
WV	ALDI	n/i											1.79										4.19		
		Black Angus	C							4.49															
	Dollar General Mrkt	n/i		8.95										1.95									3.95	80% value	
	Foodland	Star Ranch																							
		n/i																							
	Food Fair	n/i		5.99																					
		Black Canyon																							
	Food Lion	n/i	C		7.99																				
		n/i																							
	Galaxy Food	n/i																							
	Butcher's Best			7.98																					
Giant Eagle	n/i	C			6.99	7.49																		value	
	Market District	n/i	C			8.99																		value	
		n/i																							

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BEEF**

prices in \$US per pound unless otherwise noted.

State	Supermarket	Brand	Key	Steaks for Grilling								Ground Beef (lean % where noted)								Cond.						
				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin	London Broil	Sirloin Tips	73-75%		80%/Chuck		85-90%		93-95%		Sirloin	Patties				
				bone-in	bnls			bone-in	bnls				reg	value	reg	value	reg	value	reg				value			
WV (cont)	Grant's	n/i																			2.39	75%				
	Great Valu Market	n/i										2.29	1.99													
		Star Ranch	C					6.99	4.99	3.49																
		IGA Stores SE	IGA TableRite										1.98													
			Tender Ridge					5.98	4.98															value		
		Kroger Columbus	Private Selection	C					6.99															value		
		Kroger MdAtlantic	n/i	C		7.99																		value		
			n/i								3.99					3.49										
		Martins Food	Butcher Shop	C			5.77	5.77																> 3 lbs		
			Butcher Shop	C			6.77	6.77																> 3 lbs		
			Angus	C			6.77	6.77																> 3 lbs		
			Angus	C			7.77	7.77																> 3 lbs		
			n/i															3.49						3.49	80%	
		Piggly Wiggly Strs	Preferred Angus			7.99										2.79									3.99	75%
		Riesbeck's	Hereford	C					4.99																value	
			n/i																						3.49	80%
		Save-a-Lot	n/i			4.99								1.98											value	
		Shop'n Save	n/i							4.98				1.98											AU	
		Sparkle	n/i	C			5.99	5.99																	4.99	80%
			n/i											2.39												
	Weis Markets	n/i	C			5.88	5.88	5.88																		
		n/i															4.29									
		Angus	C																							
		Weis Naturals	G		8.00																					

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BEEF

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State	Supermarket	Brand	Key	Steaks for Grilling								Ground Beef (lean % where noted)								Cond.			
				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin	London Broil	Sirloin Tips	73-75%		80%/Chuck		85-90%		93-95%		Sirloin	Patties	
				bone-in	bnls			bone-in	bnls				reg	value	reg	value	reg	value	reg				value
MIDWESTERN U.S. - IA,IL,IN,MI,MN,ND,NE,OH,SD,WI																							
IA	ALDI	n/i										1.79								4.19			
		Black Angus	C						4.49														
	AW Grocers	n/i	C					6.99															
		n/i																					
		n/i																					
	Brothers Market	n/i							7.99														
	Family Fare	n/i							9.45														
		n/i																					
	Open Acres	n/i																					
	Family Foods	n/i																					
		Angus Pride	C																				
	Fareway	n/i	C						8.99														
		n/i																					
	Fishers Jack&Jill	n/i																					
	Food Pride	n/i																					
		Angus Pride																					
	Fresh Thyme	n/i																					
	Hometown Foods	n/i																					
	Hy-Vee	n/i																					
		Hy-Vee Reserve	C																				
		Strauss	G																				
	Jewel-Osco	n/i	C	10.99	11.99	5.99			5.99	11.99													
	Lucky's Market	n/i	A	8.99																			
	Maynard's	n/i	C																				
		n/i																					
	Natural Grocers	Organic Prairie	O																				
	No Frills	n/i																					
		Open Acres																					
	Price Chopper	KC Pride																					
	Quillin's	Chairmans Reserve	C																				
		n/i																					
	Save-a-Lot	n/i																					
	Schnuck's	n/i	S																				
		Angus	C																				



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**BEEF**

State	Supermarket	Brand	Key	Steaks for Grilling								Ground Beef (lean % where noted)								Cond.				
				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin	London Broil	Sirloin Tips	73-75%		80%/Chuck		85-90%		93-95%		Sirloin	Patties		
				bone-in	bnls			bone-in	bnls				reg	value	reg	value	reg	value	reg				value	
IA <i>(cont)</i>	Sunshine Foods	n/i						4.99																
	Super Saver	Omaha Natural	L					4.88															value	
	Thriftway Stores	n/i							6.99						2.49							3.49	80%	
	Whole Foods MW	n/i								6.99														
IL	ALDI	n/i											1.79								4.19			
	Angelo Caputo	Black Angus	C			5.99	6.49		6.99	4.49												2.99	value	
	AW Grocers	n/i						7.99							2.59								80%	
	Berkot's	n/i	C					5.32							2.79								value	
	Borowiak's IGA	Berkot's														3.49							value	
	Brookhaven	IGA TableRite			5.99																			
	Butera	Borowiak's Best																2.99					80%	
		n/i												1.89	2.39	1.99						3.99		
		Angus	C			8.99	8.99										3.29	2.99						value
		Diamond Lean			4.99	4.99	4.99																	value
		Diamond Lean				5.29	5.29																	
	Cermak's	Angus	C													2.99								
		n/i		4.99																				
	County Market NFI	n/i												1.88									2.49	75%
		Angus	C			9.99																		
	Cub Foods	n/i														1.99								
		Stockman & Dakota	C														3.99							value
		n/i	C						6.99															
	El Guero	n/i																						2.99
		n/i	C								3.99													
Fairplay Foods	n/i	C			5.99	6.29																		
	n/i																							
Fareway	n/i	C			9.99									2.29										
	n/i							8.99																
Fishers Jack&Jill	n/i																	3.19	2.99					
Food 4 Less	n/i							6.99																

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**BEEF**

State	Supermarket	Brand	Key	Steaks for Grilling								Ground Beef (lean % where noted)								Cond.					
				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin	London Broil	Sirloin Tips	73-75%		80%/Chuck		85-90%		93-95%		Sirloin	Patties			
				bone-in	bnls			bone-in	bnls				reg	value	reg	value	reg	value	reg				value		
IL <i>(cont)</i>	Food Pride	n/i																				3.99	85%		
	Angus Pride			9.60																					
	Fresh Thyme	n/i						5.97																	
	Garden Fresh	Sterling Silver	C																						
	Gordon Food	n/i																							
	H-Mart	Angus	C				7.98																		
	Heinen's	Heinen's	A					13.99																	
		PRE	A							13.99															
	Hy-Vee	n/i																							
		Hy-Vee Reserve	C		9.99					11.99	4.99														
		Strauss	G							9.99															
	IGA Houchen's	IGA Angus	C					7.99																	
		Laura's Lean	A																7.99				7.99	92%	
	IGA Stores IL/IN	IGA TableRite				6.99	7.19									2.97							2.98	80%	
	Jewel-Osco	n/i	C	10.99	11.99	5.99		5.99	11.99																
	Jimenez	n/i	C																						
		n/i												1.99											
	Kirby Foods IGA	IGA TableRite				6.99	7.19												2.97				3.29	85%	
	Kroger Central	n/i	C							6.77															value
		n/i																							
	Kroger Louisville	Kroger												2.49											
	La Chiquita	n/i		4.29															2.99						
	Mariano's	n/i	A	12.50																					
		Strauss	G																9.00						
		PRE	G																7.99						
	Meijer	n/i																	1.99				2.99	80%	
	Angus	C	9.99																						
Pete's Market	Black Angus	C	6.99		6.99	7.39																			
	n/i																								
	Strauss	G		19.99																		9.99	85%		
Piggly Wiggly MW	Angus	C			6.99																	3.99	80%		
	n/i	C																							
Save-a-Lot	n/i				4.99									1.98										value	

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**BEEF**

State	Supermarket	Brand	Key	Steaks for Grilling								Ground Beef (lean % where noted)								Cond.						
				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin	London Broil	Sirloin Tips	73-75%		80%/Chuck		85-90%		93-95%		Sirloin	Patties				
				bone-in	bnls			bone-in	bnls				reg	value	reg	value	reg	value	reg				value			
IL (cont)	Schuettes	Angus	C			7.97			5.97																	
		n/i															3.47									
	Schnuck's	n/i	S						3.99																	
		Angus	C						4.99																	
	Shop & Save Mrkt	n/i	C																							
		n/i												1.99												
		Black Angus	C																							
		Thousand Hills	A							17.99																
		Crescent	G																							
	Shop'n Save	Angus	C																					9.49	85%	
		n/i				4.99									2.98										value	
	Sullivan's	n/i															2.99									
		n/i	C			6.99																				
	Sunset Foods	Angus	C																							
		Sunset																3.99								
The Fresh Market	n/i	C																								
Tonys Finer Foods	n/i	C				5.99			7.99																	
	n/i				4.99																					
Valli Produce	n/i	C							5.99														3.99			
	n/i					4.49	4.99																4.69	2.99		
Walt's Foods	Walt's																1.99							2.99		
	Hereford	C					7.99										2.58							3.49		
Whole Foods MW	n/i																							3.49		
									6.99																	
IN	Al's Supermarket	n/i	C		9.99				9.99																	
		n/i																								
	ALDI	n/i																						4.19		
		Black Angus	C							4.49																
	Dollar General Mrkt	n/i		8.95																				3.95	80%	
	Earth Fare	n/i	G		8.99					8.99														3.99		
	Food 4 Less	n/i								6.99																
	Fresh Encounter	Angus	C							5.99															6.99	
	n/i																							2.49		
Fresh Thyme	n/i								5.97															3.99		
																									80%	

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State	Supermarket	Brand	Key	Steaks for Grilling								Ground Beef (lean % where noted)								Cond.					
				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin	London Broil	Sirloin Tips	73-75%		80%/Chuck		85-90%		93-95%		Sirloin	Patties			
				bone-in	bnls			bone-in	bnls				reg	value	reg	value	reg	value	reg				value		
IN <i>(cont)</i>	Giant Eagle	n/i	C			6.99	7.49															value			
	Market District	n/i	C			8.99																value			
	Gordon Food	n/i															2.49								
	Harding's	Harding's										2.19	1.99				2.29								
		Tender Ridge	n/i	C																			6.99		
		Meadowland	n/i																					3.99	80%
		Harvest Sprmrkt	Black Canyon	C		8.99	7.99	8.99																	
		Holiday Foods	n/i		8.99														2.99						
		IGA Houchen's	IGA Angus	C					7.99																
			Laura's Lean	A																				7.99	92%
		IGA SpartanNash	n/i	C		8.99	8.99	8.99																	
			n/i															3.29						3.99	80%
		IGA Stores IL/IN	IGA TableRite				6.99	7.19											2.97					2.98	80%
		IGA Stores OH/KY	n/i																2.69						
			n/i	C			6.99		7.99																
		Jay C Foods	n/i	C		8.99																			value
			Kroger											2.49											
		Jewel-Osco	n/i	C	10.99	11.99	5.99		5.99	11.99															
		Kirby Foods IGA	IGA TableRite				6.99	7.19												2.97				3.29	85%
		Kroger Central	n/i	C																					value
			n/i																2.79						value
		Kroger Cincinnati	n/i	C	6.99																				value
			n/i																						value
		Kroger Louisville	Kroger																						value
	Lucky's Market	n/i	A	8.99																				CH	
	Martins Super Mrkt	Martin's																						value	
		Martin's	C																					value	
	Meijer	n/i																						2.99	80%
		Angus	C	9.99																				value	
	Miller's Market	n/i			5.99																			value	
		Omaha Hereford	C																					value	

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**BEEF**

State	Supermarket	Brand	Key	Steaks for Grilling									Ground Beef (lean % where noted)								Cond.		
				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin	London Broil	Sirloin Tips	73-75%		80%/Chuck		85-90%		93-95%			Sirloin	Patties
				bone-in	bnls			bone-in	bnls				reg	value	reg	value	reg	value	reg	value			
IN <i>(cont)</i>	New Market	n/i		6.99				5.99										4.99			value		
	Black Angus		C			7.99		8.99													value		
	New Market																				4.99		
	Save-a-Lot	n/i				4.99							1.98								value		
	Schnuck's	n/i	S						3.99														
	Angus		C						4.99														
	Strack & Van Til	n/i													2.69				4.99	3.19	80%		
	Angus		C					6.99		7.99	4.99	4.99											
	The Fresh Market	n/i		C					12.99														
Walt's Foods	Walt's Hereford		C							7.99							2.58			3.49	80%		
Wesselman's	n/i											2.59	1.99										
Whole Foods MW	n/i																				6.99		
MI	ALDI	n/i										1.79								4.19			
	Black Angus		C							4.49													
	AW Grocers	n/i						7.99							2.79							value	
	Busch's	Creekstone		C	9.99	6.99									2.69								
	n/i																						
	County Market	n/i																				2.99	
	Angus		C	8.69																			
	D&W Fresh Mrkt	Open Acres		C					7.99	5.99													value
	Laura's Lean			A													6.99				6.99	92%	
	n/i															3.99							
	Earth Fare	n/i		G		8.99				8.99											3.99		
	Family Fare	n/i													2.99								
	Open Acres									8.99	4.99												value
	Food Pride	Angus Pride				8.99	7.99	7.99							2.99							3.49	80%
	Fresh Thyme	n/i							5.97														
Glory Supermarket	n/i			5.99									1.59										
Gordon Food	n/i																						
Great Lakes	Star Ranch									5.99													
H-Mart	Angus		C																			7.98	

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State	Supermarket	Brand	Key	Steaks for Grilling								Ground Beef (lean % where noted)								Cond.				
				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin	London Broil	Sirloin Tips	73-75%		80%/Chuck		85-90%		93-95%		Sirloin	Patties		
				bone-in	bnls			bone-in	bnls				reg	value	reg	value	reg	value	reg				value	
MI <i>(cont)</i>	Harding's	Harding's										2.19	1.99											
		Tender Ridge	C					6.99														3.99	80%	
		Meadowland																						
		Hollywood Mrkt	n/i												2.69									
		Chairmans Reserve	C		10.99																			
		Kroger Central	n/i	C					6.77															value
		n/i														2.79								value
		Kroger Columbus	Private Selection	C					6.99															value
		Kroger Michigan	n/i	C			5.99																	value
		n/i														2.49								value
		Lucky's Market	n/i	A	8.99																			CH
		Martins Super Mrkt	Martin's															2.99						value
			Martin's	C					7.99															value
		Meijer	n/i													1.99							2.99	80%
			Angus	C	9.99																			value
		Miller's Market	n/i			5.99																		value
			Omaha Hereford	C														3.33						value
		Pat's Foods IGA	n/i															3.79						value
		Polly's Market	Open Prairie	A	12.99																	4.99		CH
			n/i																					value
		n/i	C					7.99															value	
	Ric's Food Center	n/i	S					5.99															value	
		Ric's															3.69						value	
	Save-a-Lot	n/i			4.99									1.98									value	
	Spartan Stores	Chairmans Reserve	n/i		9.99																		value	
		n/i															2.99						value	
	Super One Foods	Black Angus				6.96	7.47																value	
		Pasture One	G															6.96					value	
	Tadych's	Tadych's															2.49					3.49	80%	
		Angus Pride	C		7.99				3.99														value	
	Toms/Olesons	n/i	C																				value	
	VG's Grocery	n/i													2.99	1.77							value	
		Open Acres							8.99	4.99													value	

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**BEEF**

State	Supermarket	Brand	Key	Steaks for Grilling								Ground Beef (lean % where noted)								Cond.			
				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin	London Broil	Sirloin Tips	73-75%		80%/Chuck		85-90%		93-95%		Sirloin	Patties	
				bone-in	bnls			bone-in	bnls				reg	value	reg	value	reg	value	reg				value
MI (cont)	Valueland	n/i						5.99							2.99							value	
	Whole Foods MW	n/i						6.99															
MN	ALDI	n/i										1.79								4.19			
		Black Angus	C						4.49														
		AW Grocers	n/i						5.88						3.99								
			n/i	C					6.99														
			n/i												1.99								
			n/i					7.99							2.79							value	
		Cash Wise	n/i												2.28								
			Hereford	C			6.88																
		Coborn's	Hereford	C		10.15																	
		County Market	n/i																2.99				
			Angus	C	8.69																		
		Cub Foods	n/i													1.99							
			Stockman & Dakota	C											3.99								
			n/i	C					6.99													value	
		Econofoods	n/i										1.99	2.99									
			Open Acres	C												9.44							
		Family Fare	n/i														2.99						
			Open Acres													9.44							
		Family Fresh	n/i												2.99	1.99							
			Open Acres													9.58							
	Fareway	n/i	C		9.99			8.99															
		n/i															3.19	2.99					
	Festival	Black Angus				7.99	8.99										3.99						
	Food Pride	Angus Pride			8.99	7.99	7.99								2.99						3.49		
	Fresh Thyme	n/i						5.97															
	Hornbacher's	n/i													1.99								
		Stockman & Dakota			9.99			6.99	9.99														
	Hugo's	Hugo's																					
		Angus Pride	C	8.99																			
	Hy-Vee	n/i													1.99								
		Hy-Vee Reserve	C		9.99			11.99	4.99														
		Strauss	G					9.99															

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

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**BEEF**

State	Supermarket	Brand	Key	Steaks for Grilling								Ground Beef (lean % where noted)								Cond.			
				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin	London Broil	Sirloin Tips	73-75%		80%/Chuck		85-90%		93-95%		Sirloin	Patties	
				bone-in	bnls			bone-in	bnls				reg	value	reg	value	reg	value	reg				value
MN <i>(cont)</i>	Kowalski's	n/i	A						21.99													Prime	
	Lunds & Byerlys	Premium Choice	C			8.99	8.99																
		L&B Reserve	C							9.99												4.99	85%
	Marketplace Foods	n/i												1.88			3.99						
		Angus Pride	C					7.48															value
		Angus Pride	C					6.98															
	Maynard's	n/i	C			6.99	7.49																
		n/i																3.49					
	Natural Grocers	Organic Prairie	O														7.29						
	Quillin's	Chairmans Reserve	C			6.99																	
		n/i																3.49				3.99	85%
	Rainbow Foods	n/i																					
	Save-a-Lot	n/i				4.99							1.98										value
	Sun Mart	n/i													2.99								
		Open Acres								9.44													
	Sunshine Foods	n/i							4.99														
	Super One Foods	Black Angus				6.96	7.47																
		Pasture One	G															6.96					
SuperVALU Stores	Angus Farms	C		8.99					9.99	4.99													
	n/i																						
Teal's Market	Angus Pride			8.99																			
Whole Foods MW	n/i									6.99													
ND	Albertsons Mntn	Double R Ranch	C	5.99	7.99																	value	
		n/i	C							5.99									2.99				value
	AW Grocers	n/i						7.99								2.79							
	Cash Wise	n/i													2.28								
		Hereford	C			6.88																	
	Dan's	n/i														2.99			3.99				
		Open Acres	C																				
	Family Fare	n/i														2.99							
	Open Acres																						
Food Pride	Angus Pride			8.99	7.99	7.99										2.99					3.49	80%	



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**BEEF**

State	Supermarket	Brand	Key	Steaks for Grilling								Ground Beef (lean % where noted)								Cond.					
				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin	London Broil	Sirloin Tips	73-75%		80%/Chuck		85-90%		93-95%		Sirloin	Patties			
				bone-in	bnls			bone-in	bnls				reg	value	reg	value	reg	value	reg				value		
ND <i>(cont)</i>	Hornbacher's	n/i																							
	Stockman & Dakota																								
	Hugo's	Hugo's																							
	Angus Pride		C	8.99																					
	Leevers Foods	n/i																							
	Preferred Angus																								
	Marketplace Foods	n/i																							
	Angus Pride		C																						
	Angus Pride		C																						
	Millers Fresh Food	n/i																							
Angus Pride		C																							
Natural Grocers	Organic Prairie		O																						
SuperVALU Stores	Angus Farms		C																						
n/i																									
Teal's Market	Angus Pride																								
NE	ALDI	n/i																							
	Black Angus		C																						
	Apple Market	Heartland Pride																							
	Heartland Pride		S																						
	AW Grocers	n/i																							
	n/i		C																						
	n/i																								
	n/i																								
	Baker's	Kroger																							
	Simple Truth		G																						
	Family Fare	n/i																							
	Open Acres																								
	Family Fresh	n/i																							
	Open Acres																								
	Fareway	n/i		C																					
n/i																									
Food Pride	Angus Pride																								
Fresh Thyme	n/i																								

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**BEEF**

State	Supermarket	Brand	Key	Steaks for Grilling								Ground Beef (lean % where noted)								Cond.						
				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin	London Broil	Sirloin Tips	73-75%		80%/Chuck		85-90%		93-95%		Sirloin	Patties				
				bone-in	bnls			bone-in	bnls				reg	value	reg	value	reg	value	reg				value			
NE (cont)	Hy-Vee	n/i																								
		Hy-Vee Reserve	C		9.99				11.99	4.99					1.99											
		Strauss	G						9.99																	
		Natural Grocers No Frills	O													7.29										
			n/i												1.99											
			Open Acres						9.45																	
		Russ's Market	n/i														2.99	2.99				3.49	85%			
			n/i	C			7.99																			
			Concord Farms	G													5.49									
		Safeway Denver	Colorado Angus	C	5.46					3.97													7.99	85%		
			O Organics	O																						
	Sun Mart	n/i													2.99											
		Open Acres						9.44																		
	Super Saver	Omaha Natural	L					4.88															value			
	Thriftway Stores	n/i							6.99							2.49							3.49	80%		
	Whole Foods MW	n/i							6.99																	
OH	Acme Fresh Mrkt	Acme														2.99							4.99	80%		
		Angus	C						10.99															value		
	ALDI	n/i											1.79								4.19					
		Black Angus	C							4.49																
	Buehlers	Angus	C			9.99	9.99								3.19	2.99							3.69	80%		
	Dave's Market	n/i	C												2.99											
		n/i	S	7.99																						
	Dollar General Mrkt	n/i		8.95										1.95										3.95	80%	
	Dorothy Lane	DLM	A						21.99																CH	
		DLM	G													7.99										
	Earth Fare	n/i	G		8.99				8.99														3.99		3.99	
	Fishers Foods	n/i	S					5.99																	value	
		Fishers														2.59										
	Food Fair	n/i		5.99																						
	Black Canyon														2.88											
Fresh Encounter	Angus	C					5.99		6.99															value		
	n/i													2.49									3.99	80%		
	Fresh Thyme	n/i						5.97																		

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**BEEF**

State	Supermarket	Brand	Key	Steaks for Grilling								Ground Beef (lean % where noted)								Cond.								
				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin	London Broil	Sirloin Tips	73-75%		80%/Chuck		85-90%		93-95%		Sirloin	Patties						
				bone-in	bnls			bone-in	bnls				reg	value	reg	value	reg	value	reg				value					
OH (cont)	Geyer's	Black Angus	C					8.98																				
		Su-Karne			5.99																							
		n/i																										
		Giant Eagle	n/i	C			6.99	7.49																				
			Market District	C			8.99																					
			n/i																									
		Gordon Food	n/i																									
		Heinen's	Heinen's	A					13.99																			
			PRE	A						13.99																		
		IGA SpartanNash	n/i	C		8.99	8.99	8.99																				
			n/i																									
		IGA Stores OH/KY	n/i																									
			n/i	C			6.99		7.99																			
		Kroger Central	n/i	C						6.77																		
			n/i																									
		Kroger Cincinnati	n/i	C	6.99																							
			n/i																									
		Kroger Columbus	Private Selection	C																								
		Kroger MdAtlantic	n/i	C		7.99																						
			n/i																									
		Lucky's Market	n/i	A	8.99																							
		Marc's	n/i	C					7.99																			
		Meijer	n/i																									
			Angus	C	9.99																							
		Miller's Market	n/i			5.99																						
			Omaha Hereford	C																								
		Piggly Wiggly Strs	Preferred Angus			7.99																						
		Remke Markets	n/i																									
		Star Ranch	C					5.99																				
	Riesbeck's	Hereford	C					4.99																				
		n/i																										
	Save-a-Lot	n/i				4.99																						
	Shop'n Save	n/i							4.98																			

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**BEEF**

State	Supermarket	Brand	Key	Steaks for Grilling								Ground Beef (lean % where noted)								Cond.				
				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin	London Broil	Sirloin Tips	73-75%		80%/Chuck		85-90%		93-95%		Sirloin	Patties		
				bone-in	bnls			bone-in	bnls				reg	value	reg	value	reg	value	reg				value	
OH <i>(cont)</i>	Sparkle	n/i	C			5.99	5.99																	
	SuperVALU Stores	n/i	C						9.99	4.99			2.39									4.99	80%	
		Angus Farms	n/i	C			4.97								2.57								3.49	80%
	The Fresh Market	Star Ranch	n/i	C					8.99															
		n/i	n/i	C					12.99															
	Weis Markets	n/i	C			5.88	5.88	5.88																
	Whole Foods MdAt	n/i	n/i	C						6.99								4.29						
Angus Weis Naturals		n/i	G		8.00																			
SD	ALDI	n/i	C										1.79									4.19		
	AW Grocers	Black Angus	n/i	C						4.49														
		n/i	n/i	C						5.88							3.99							
		n/i	n/i	C						6.99							1.99							
	Buche Foods	n/i	n/i	C					7.99								2.79							
		n/i	n/i	C					6.98								1.88							
	Coborn's	Hereford	n/i	C		10.15																		
	Family Thrift	n/i	n/i	C										1.99	2.99									
		Open Acres	n/i	C						9.44														
	Fareway	n/i	n/i	C		9.99			8.99															
	Hy-Vee	n/i	n/i	C													1.99		3.19	2.99				
		Hy-Vee Reserve	n/i	C		9.99				11.99	4.99													
	Strauss	n/i	G						9.99															
	IGA Markets	n/i	n/i	C			5.99																3.79	value
	Ken's Super Fair	Demkota	n/i	C					6.99															3.79
Ken's		n/i	C													1.99								
Lynn's Dakotamart	Dakotamart Pride	n/i	C					5.99															value	
Maynard's	n/i	n/i	C			6.99	7.49																	
	n/i	n/i	C																				3.49	

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**BEEF**

State	Supermarket	Brand	Key	Steaks for Grilling								Ground Beef (lean % where noted)								Cond.			
				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin	London Broil	Sirloin Tips	73-75%		80%/Chuck		85-90%		93-95%		Sirloin	Patties	
				bone-in	bnls			bone-in	bnls				reg	value	reg	value	reg	value	reg				value
SD <i>(cont)</i>	Safeway Denver	Colorado Angus	C	5.46						3.97												value	
		O Organics	O																		7.99	85%	
	Sunshine Foods	n/i						4.99															
	SuperVALU Stores	Angus Farms	C							9.99	4.99												
	Teal's Market	Angus Pride			8.99												2.69						
WI	ALDI	n/i										1.79								4.19			
		Black Angus	C							4.49													
	AW Grocers	n/i	C												3.99								
		n/i	C								6.99												
		n/i													1.99								
		n/i													2.79							value	
	Cermak's	Angus	C												2.99								
		n/i			4.99																		
	County Market	n/i																		2.99			
		Angus	C		8.69																		
	Econofoods	n/i											1.99	2.99									
		Open Acres	C																				
	Family Fresh	n/i													2.99	1.99							
		Open Acres																					
	Festival Foods	n/i															3.78	3.48					
	Food Pride	Angus Pride				8.99	7.99	7.99								2.99						3.49	80%
	Fox Bros.	Angus	C													2.99						3.99	80%
	Fresh Thyme	n/i																					
	Gordon Food	n/i														2.29							
	Hansen's IGA	Star Ranch	C			9.98																	value
	n/i	C				7.48																value	
	Hansen's																						
Hy-Vee	n/i														1.99								
	Hy-Vee Reserve	C																					
	Strauss	G																					
Marketplace Foods	n/i															1.88							
	Angus Pride	C																					
	Angus Pride	C																					
Marketplace Cobor	Hereford	C			8.99																	value	



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**BEEF**

State	Supermarket	Brand	Key	Steaks for Grilling								Ground Beef (lean % where noted)								Cond.			
				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin	London Broil	Sirloin Tips	73-75%		80%/Chuck		85-90%		93-95%		Sirloin	Patties	
				bone-in	bnls			bone-in	bnls				reg	value	reg	value	reg	value	reg				value
<b>SOUTH CENTRAL U.S. - AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT</b>																							
AR	Albertsons Houston	n/i	C	4.99		8.99				BOGO									4.99			value	
		n/i																2.99					
		Signature Select	C																				
		O Organics	O		19.99																		
	ALDI	n/i											1.79							4.19			
		Black Angus	C						4.49														
	Bill's Fresh Mrkt	Angus	C		8.99									2.59									
	Brookshire's	n/i		5.99																	3.99	value 80%	
		n/i																					
	CV'S Family Foods	n/i														2.99							
		Angus	C						4.99														
	Cash Saver TC	n/i												1.98									
	City Market	Angus	C		9.82																		
	Cranford's	n/i												1.98									
		n/i	C		7.98																	value	
	Dollar General Mrkt	n/i		8.95										1.95							3.95	value 80%	
	Edwards FG	Angus	C		7.98																		
	Food Giant	n/i			5.99									1.99		2.89							
		Black Canyon			7.99						4.69											value	
	G&W Foods	n/i	C		11.97					6.98	3.98												
		Laura's Lean	O														7.99						
		n/i															3.28						
	Harp's	Harp's Angus	C	13.75																			
		n/i															3.29						
		Laura's Lean	A																6.99		7.49	92%	
	Hay's Supermarket	n/i																			2.98	80%	
		Angus	C		8.98																		
	Kroger Delta	n/i	C	9.99							6.99											value	
		n/i																					
	Mac's Fresh Mrkt	n/i												1.99									
		n/i	S								5.99											value	
	Natural Grocers	Organic Prairie	O															7.29					

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**BEEF**

State	Supermarket	Brand	Key	Steaks for Grilling								Ground Beef (lean % where noted)								Cond.						
				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin	London Broil	Sirloin Tips	73-75%		80%/Chuck		85-90%		93-95%		Sirloin	Patties				
				bone-in	bnls			bone-in	bnls				reg	value	reg	value	reg	value	reg				value			
AR (cont)	Piggly Wiggly Hchn	n/i			5.99								1.99		2.89											
	Black Canyon				7.99					4.69			1.99											value		
	Rehkopf's	n/i											1.99													
	Save-a-Lot	n/i	C		8.99								1.98											value		
	Super 1 Foods	Angus	C			4.99										3.32										
	TC Grocery	n/i											1.88		2.39											
	The Fresh Market	n/i	S		7.99																					
Whole Foods SW	n/i	C					12.99		5.99																	
AZ	Albertsons SW	n/i	C			4.97		4.97		5.99														value		
		n/i															2.99		3.99							
	Open Nature		G												5.99							5.99		85%		
	AW Grocers	n/i	C					6.99																		
		n/i													1.99											
	Basha's	n/i	C			4.97			4.97															value		
		n/i													1.99								3.49		80%	
	El Super	n/i														4.49										
	Food City	n/i				4.77							1.97													
	Fry's	n/i	C	5.97																					value	
		n/i																	3.99							
	IGA Family	n/i				3.97								1.77											value	
		Angus	C								3.99															
	Los Altos	n/i											2.99	1.59												
	Lowe's	n/i					3.99	4.99						1.99									2.69		73%	
Natural Grocers	Organic Prairie	O													7.29											
Safeway SW	n/i	C					3.97			BOG3														value		
	n/i														1.97											
	Signature Farms																						3.20		80%	
Smart & Final	Cattleman's Finest	C																				2.99		75%		
Smith's	n/i	C	6.99																					value		
	Private Selection																3.99									



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State	Supermarket	Brand	Key	Steaks for Grilling								Ground Beef (lean % where noted)								Cond.						
				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin	London Broil	Sirloin Tips	73-75%		80%/Chuck		85-90%		93-95%		Sirloin	Patties				
				bone-in	bnls			bone-in	bnls				reg	value	reg	value	reg	value	reg				value			
AZ <i>(cont)</i>	Spout's Market	n/i	G					BOGO																		
	Whole Foods SPac	n/i							5.99								4.99									
CO	Affiliated Foods	n/i							3.99																	
	Albertsons Mntn	Double R Ranch	C	5.99	7.99																		value			
		n/i	C						5.99																	
	Associated Foods	Angus	C	9.99	8.99				4.99	4.49																
		Stone's																	3.49							
		n/i	C						3.99																	
	AW Grocers	n/i							5.88						3.99											
		n/i	C																							
		n/i																								
		n/i																							value	
	Clark's Market	Angus	C								5.99															
	Food King	n/i			3.77									1.55												
	King Soopers	n/i	C																						value	
		Private Selection																								
	Lowe's	n/i							3.99	4.99				1.99										2.69	73% CH	
	Lucky's Market	n/i	A	8.99																						
	Natural Grocers	Organic Prairie	O														7.29									
	Ridley's	n/i																								
		Hereford	C																							value
Safeway Denver	Colorado Angus	C	5.46																						value	
	O Organics	O																							value	
Spout's Market	n/i																									
	n/i	G																								
Sun Mart	n/i																									
	Open Acres																									
	Whole Foods Mntn	n/i																								
KS	Affiliated Foods	n/i							3.99																	
	ALDI	n/i											1.79													
		Black Angus	C							4.49																
Apple Market	Heartland Pride																									
	Heartland Pride	S																							80% value	

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**BEEF**

State	Supermarket	Brand	Key	Steaks for Grilling								Ground Beef (lean % where noted)								Cond.				
				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin	London Broil	Sirloin Tips	73-75%		80%/Chuck		85-90%		93-95%		Sirloin	Patties		
				bone-in	bnls			bone-in	bnls				reg	value	reg	value	reg	value	reg				value	
KS <i>(cont)</i>	AW Grocers	n/i	C					6.99																
		n/i												1.99										
	Brothers Market	n/i					9.45							2.49	1.99	3.29								
	CV'S Family Foods	n/i												2.99										
		Angus		C						4.99														
	Country Mart	n/i							7.84															
	Dillon's	Kroger													2.99									
		Simple Truth		G													6.99							
	Dollar General Mkt	n/i			8.95								1.95									3.95	80%	
	Food Pride	n/i														2.29						3.99	85%	
		Angus Pride			9.60																			
	G&W Foods	n/i		C		11.97			6.98	3.98														
		Laura's Lean		O													7.99							
		n/i														3.28								
	Harp's	Harp's Angus		C	13.75																			
		n/i																						
		Laura's Lean		A														6.99				7.49	92%	
	Hen House	Hereford		C					7.99															
		n/i															4.89							
	Hy-Vee	n/i														1.99								
	Hy-Vee Reserve		C		9.99			11.99	4.99															
	Strauss		G					9.99																
Lowe's	n/i						3.99	4.99					1.99								2.69	73%		
Natural Grocers	Organic Prairie		O													7.29								
Price Chopper	KC Pride							9.60							1.99									
Pyramid Foods	n/i														2.59						3.49	80%		
	Angus		C				9.99															value		
	Meyer Natural		A						9.99														value	
Save-a-Lot	n/i					4.99							1.98										value	
Spout's Market	n/i								BOGO															
	n/i		G													4.99								
Sun Fresh	n/i							7.84																
Thriftway Stores	n/i							6.99								2.49					3.49	80%		
Whole Foods Mntn	n/i								5.99															

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**BEEF**

State	Supermarket	Brand	Key	Steaks for Grilling								Ground Beef (lean % where noted)								Cond.				
				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin	London Broil	Sirloin Tips	73-75%		80%/Chuck		85-90%		93-95%		Sirloin	Patties		
				bone-in	bnls			bone-in	bnls				reg	value	reg	value	reg	value	reg				value	
KS (cont)	Woods	Butcher's Pride	C					6.19							2.98									
		Butcher's Pride	C					5.99															value	
LA	AG Baton Rouge	n/i			7.99										2.49									
	Albertsons Houston	n/i	C	4.99		8.99				BOGO									4.99				value	
		n/i													2.99									
		Signature Select	C																					
		O Organics	O		19.99																			
	ALDI	n/i										1.79								4.19				
		Black Angus	C						4.49															
	Breaux Mart	Chairmans Reserve	C					9.99																
		n/i													2.49									
	Brookshire's	n/i		5.99																			value	
		n/i																				3.99	80%	
	Brookshire Bros.	Angus Pride	C			5.88																		
		n/i													3.39									
		Panorama	O														8.88							
	David's	n/i	S			5.88																		
		n/i																					3.49	80%
	Dollar General Mkt	n/i			8.95									1.95									3.95	80%
	Kroger Texas	n/i	C		5.49																			value
		Private Selection	C														4.49							
	Mac's Fresh Mkt	n/i												1.99										
	n/i	S					5.99																value	
Market Basket	n/i														2.27									
	MB Premium			6.99																			value	
Ramey's	Black Angus			6.98																			value	
	Black Angus			7.98																				
	n/i																					2.98	80%	
Rouses	n/i														2.47									
	Texas Star			5.97																			value	
Save-a-Lot	n/i					4.99								1.98									value	
Shoppers Value	Angus	C			6.98																			
	n/i													1.48										
	n/i	S					4.98																value	

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**BEEF**

State	Supermarket	Brand	Key	Steaks for Grilling								Ground Beef (lean % where noted)								Cond.				
				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin	London Broil	Sirloin Tips	73-75%		80%/Chuck		85-90%		93-95%		Sirloin	Patties		
				bone-in	bnls			bone-in	bnls				reg	value	reg	value	reg	value	reg				value	
LA <i>(cont)</i>	Spring Market	n/i						6.97																
	Super 1 Foods	Angus	C												3.32									
	The Fresh Market	n/i	C					12.99																
	Whole Foods SW	n/i								5.99														
	Winn-Dixie	WD Brand	C			7.49				5.99	4.49			3.79	3.49									
		WD Brand	C			6.99																		value
	Rancher's Home			5.99		5.99																	value	
MO	ALDI	n/i											1.79								4.19			
		Black Angus	C						4.49															
	Apple Market	Heartland Pride													2.48							3.49	80%	
		Heartland Pride	S																				value	
	AW Grocers	n/i						7.99							2.79								value	
	C&R Supermarket	n/i													1.98							2.49	80%	
	Cash Saver TC	n/i												1.98										
	County Market NFI	n/i												1.88								2.49	75%	
		Angus	C			9.99																		
	Country Mart	n/i																						
	Food Giant	n/i				5.99								1.99		2.89								
		Black Canyon				7.99						4.69												value
	Fresh Thyme	n/i							5.97															
	G&W Foods	n/i	C			11.97				6.98	3.98													
		Laura's Lean	O														7.99							
		n/i														3.28								
	Gerbe's	Kroger														2.99								
		Simple Truth	G														6.99							
	Gordon Food	n/i														2.29								
	Harp's	Harp's Angus	C			13.75																		
	n/i														3.29									
	Laura's Lean	A																6.99				7.49	92%	
Harter House	n/i	C							4.99															
	Angus	C			9.99																			
Hay's Supermarket	n/i																					2.98	80%	
	Angus	C			8.98																			

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State	Supermarket	Brand	Key	Steaks for Grilling								Ground Beef (lean % where noted)								Cond.					
				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin	London Broil	Sirloin Tips	73-75%		80%/Chuck		85-90%		93-95%		Sirloin	Patties			
				bone-in	bnls			bone-in	bnls				reg	value	reg	value	reg	value	reg				value		
MO <i>(cont)</i>	Hen House	Hereford	C					7.99																	
		n/i															4.89								
	Hy-Klas Foods	n/i						6.99							1.99							3.49	value 80%		
	Hy-Vee	n/i												1.99											
		Hy-Vee Reserve	C		9.99				11.99	4.99															
		Strauss	G						9.99																
	IGA Stores IL/IN	IGA TableRite				6.99	7.19									2.97						2.98	80% value		
	Kroger Central	n/i	C						6.77								2.79								
		n/i																							
	Kroger Delta	n/i	C	9.99					6.99															value	
		n/i																							
	Lucky's Market	n/i	A	8.99																				CH value	
	Moser's	n/i								5.99															
	Natural Grocers	Organic Prairie	O																7.29						
	Prenger Foods	n/i							3.98					1.98										value 80%	
		n/i																							
		Heartland Pride	S							7.99															
	Price Chopper	KC Pride								9.60															
	Pyramid Foods	n/i																						3.49	80% value
		Angus	C						9.99																value
		Meyer Natural	A								9.99														
	Save-a-Lot	n/i				4.99									1.98										value
	Schnuck's	n/i	S																						
	Angus	C																							
Shop'n Save	Angus	C						6.99																value	
	n/i														2.98										
Spout's Market	n/i																								
	n/i	G																							
Sun Fresh	n/i																								
TC Grocery	n/i															1.88		2.39							
	n/i	S		7.99																					
TC Markets	Top Choice	C			5.99										1.99										
Thriftway Stores	n/i																						3.49	80%	

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State	Supermarket	Brand	Key	Steaks for Grilling								Ground Beef (lean % where noted)								Cond.			
				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin	London Broil	Sirloin Tips	73-75%		80%/Chuck		85-90%		93-95%		Sirloin	Patties	
				bone-in	bnls			bone-in	bnls				reg	value	reg	value	reg	value	reg				value
MO <i>(cont)</i>	Whole Foods MW	n/i							6.99														
	Woods	Butcher's Pride	C					6.19						2.98									
		Butcher's Pride	C					5.99														value	
NM	Affiliated Foods	n/i							3.99													value	
	Albertsons SW	n/i	C			4.97			4.97		5.99											value	
		n/i															2.99		3.99				
		Open Nature	G														5.99					5.99	
	Basha's	n/i	C			4.97			4.97													5.99	
		n/i															1.99					3.49	
	Food King	n/i					3.77						1.55										
	John Brooks	n/i								4.99	5.99		1.79										
		n/i																					
	King Soopers	n/i	C								4.77											value	
		Private Selection																					
	Lawrence Bros.	n/i															3.19					4.99	
	Lowe's	n/i	S				8.99																
	Natural Grocers	Organic Prairie	O								3.99	4.99		1.99									2.69
	Safeway Denver	Colorado Angus	C					5.46															7.29
	O Organics	O																				7.99	
Smith's	n/i	C					6.99															3.99	
	Private Selection																						
Spout's Market	n/i																						
	n/i	G																					
	Whole Foods Mntr	n/i																					
OK	Affiliated Foods	n/i							3.99														
	ALDI	n/i											1.79									4.19	
		Black Angus	C							4.49													
	AW Grocers	n/i								7.99													
	Buy for Le\$\$	Su-Karne																				4.99	
	CV'S Family Foods	n/i																					
	Angus	C																				2.99	
Country Mart	n/i																					7.84	
Dollar General Mrkt	n/i												1.95									8.95	

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State	Supermarket	Brand	Key	Steaks for Grilling								Ground Beef (lean % where noted)								Cond.				
				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin	London Broil	Sirloin Tips	73-75%		80%/Chuck		85-90%		93-95%		Sirloin	Patties		
				bone-in	bnls			bone-in	bnls				reg	value	reg	value	reg	value	reg				value	
OK <i>(cont)</i>	Harp's	Harp's Angus	C	13.75																				
		n/i													3.29									
		Laura's Lean	A															6.99				7.49	92%	
		Homeland	n/i												2.99									
		Angus	C						7.99															
		La Michoacana	n/i			3.99																		
		Natural Grocers	Organic Prairie	O													7.29							
		Nichols	n/i	S																				
		n/i																						
		Pyramid Foods	n/i																				3.49	80%
		Angus	C						9.99															value
		Meyer Natural	A							9.99														
		Reasor's	Angus	C		7.98																		value
		Rehkopf's	n/i											1.99										
		n/i		C		8.99																		
		Save-a-Lot	n/i				4.99																	value
	Spout's Market	n/i																						
	n/i		G																					
	Super C Mart	n/i						6.99																
	Terry Market	n/i																						
	The Fresh Market	n/i	C					12.99																
	United of OK	Red River Ranch	C																					
	n/i																							
	Warehouse Mrkt	n/i				5.99																	value	
	Whole Foods SW	n/i							5.99														value	
	Williams	n/i				6.99			5.99														value	
TX	Affiliated Foods	n/i							3.99															
	Albertsons Houston	n/i	C	4.99		8.99			BOGO														value	
		n/i																						
		Signature Select	C																					
		O Organics	O		19.99																			
	Albertsons SW	n/i	C			4.97			4.97		5.99												value	
	n/i																							
	Open Nature	G														5.99		2.99		3.99			5.99	85%

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State	Supermarket	Brand	Key	Steaks for Grilling								Ground Beef (lean % where noted)								Cond.			
				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin	London Broil	Sirloin Tips	73-75%		80%/Chuck		85-90%		93-95%		Sirloin	Patties	
				bone-in	bnls			bone-in	bnls				reg	value	reg	value	reg	value	reg				value
TX (cont)	ALDI	n/i										1.79								4.19			
		Black Angus	C					4.49															
		Arlan's	n/i	S	5.99																	value	
		Brookshire's	n/i		5.99																	value	
			n/i																			3.99	
		Brookshire Bros.	Angus Pride	C			5.88																
			n/i												3.39								
			Panorama	O												8.88							
		Cash Saver	n/i			6.48										2.68						value	
		David's	n/i	S			5.88															3.49	
			n/i																			80%	
		Diamond IGA	n/i			7.99										2.69						value	
		El Ahorro	n/i				4.39																
		El Rancho	n/i				4.99									2.99							
		El Rio Grande	Angus	C																			
		Elrod's	n/i				3.98							1.98								value	
		Fiesta Mart	n/i				3.77									3.49							
		Food King	n/i			3.77									1.55								
		Foodarama	n/i				4.99															3.99	
		H-E-B	H-E-B													2.89							
			n/i	S			6.99																
		Junior's	n/i				4.99																
		Kroger Texas	n/i	C	5.49																	value	
			Private Selection	C													4.49						
	La Fiesta	n/i				3.97															2.97		
	La Michoacana	n/i				3.99																	
	Lawrence Bros.	n/i													3.19								
		IGA	S		8.99																		
	Lowe's	n/i					3.99	4.99					1.99								2.69		
	Malone's	n/i											1.79										
	Market Basket	n/i													2.27								
		MB Premium		6.99																	value		
	Natural Grocers	Organic Prairie	O													7.29							



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				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin	London Broil	Sirloin Tips	73-75%		80%/Chuck		85-90%		93-95%		Sirloin	Patties			
				bone-in	bnls			bone-in	bnls				reg	value	reg	value	reg	value	reg				value		
TX <i>(cont)</i>	Porter's Grocery	n/i						5.49						1.99	1.69										
		n/i						4.99															value		
	Randalls	n/i	C	8.99		4.97		4.97								3.99						4.99	93%		
		n/i																				3.99			
		O Organics	O		19.99																				
		Angus	C			9.99																			
		Signature Select																							
	Rehkopf's	n/i												1.99											
		n/i	C		8.99										1.98										value
	Save-a-Lot	n/i				4.99																			
	Spring Market	n/i																							
	Spout's Market	n/i																							
		n/i	G																						
	Super 1 Foods	Angus	C														3.32		4.99						
	Terry Market	n/i												1.47											
	Tom Thumb	n/i	C	8.99		4.97		4.97									3.99						4.99	93%	
		n/i																							
		O Organics	O		19.99																				
	Angus	C			9.99																				
	Signature Select																								
United	Rancher's Reserve	C		7.99																				value	
Vista Market	n/i												1.77												
	Hereford	C					6.98											3.47							
Whole Foods SW	n/i								5.99																
UT	Albertsons Mntn	Double R Ranch	C	5.99	7.99																			value	
		n/i	C						5.99														2.99		
	Associated Foods	Angus	C	9.99					4.99	4.49															
		Stone's																					3.49		
		n/i	C						3.99																
	Cash & Carry	First Street																					2.69	80%	
	Clark's Market	Angus	C							5.99															
	Fresh Market	Angus	C						6.49																
	Harmon's	n/i	C						6.99																
		n/i																3.49							

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				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin	London Broil	Sirloin Tips	73-75%		80%/Chuck		85-90%		93-95%		Sirloin	Patties		
				bone-in	bnls			bone-in	bnls				reg	value	reg	value	reg	value	reg				value	
UT (cont)	King Soopers	n/i	C					4.77														value		
	Private Selection																							
	Natural Grocers	Organic Prairie	O													7.29								
	Ream's	n/i							2.99															
	Ridley's	n/i																						
	Hereford		C							3.47													value	
	Smith's	n/i	C	6.99																			value	
	Private Selection																							
	Spout's Market	n/i																						
	n/i		G														4.99							
Stokes Market	Angus	C	7.99		5.99				5.99		4.49													
Whole Foods Mntn	n/i								5.99															

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				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin	London Broil	Sirloin Tips	73-75%		80%/Chuck		85-90%		93-95%		Sirloin	Patties	
				bone-in	bnls			bone-in	bnls				reg	value	reg	value	reg	value	reg				value
<b>SOUTHWESTERN U.S. - CA, HI, NV</b>																							
CA	Albertsons SoCal	n/i																					
		n/i	C	4.77	7.99			7.99															value
	ALDI	n/i												1.79								4.19	
		Black Angus	C							4.49													
	Baja Ranch	n/i		4.99		4.99								3.49									value
	Big Saver	n/i		4.77		2.99	2.99																limit
		n/i		5.99		3.99	3.99			3.99												3.49	
	Bristol Farms	Wagyu	G					18.99															
	Cardenas	n/i												2.99			3.99						
	Cash & Carry	First Street																					2.69 80%
	Dollar General Mkt	n/i		8.95										1.95									3.95 80%
	Foodland Mercado	n/i				3.78	4.48									3.69							3.99 80%
	Food 4 Less	n/i								4.77													value
	Food 4 Less PAQ	n/i				3.98																	value
	Food Maxx	Moran's																					2.80 80%
	Gelson's	Angus	C	12.99																			
	Grocery Outlet	Thomas Farms	G																				
		Thomas Farms	O														4.99					4.99	
	Holiday Market	n/i														2.99							
		Sterling Silver	C	9.99																			
	Island Pacific	n/i	C		7.99																		
	Jons Marketplace	n/i	C																				
		Willmar	O														5.99						
	K.V. Mart	n/i												1.99									
	Lucky	Angus	C	5.99																			
		Angus	C	13.99						12.99	9.99	5.99											value
		n/i																					
	Lunardi's	n/i		11.99				12.99															
		n/i	G							27.99													
	Mar-Val	Harris Ranch	C							5.99													
	Mi Pueblo	n/i												3.99	3.49								

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**BEEF**

State	Supermarket	Brand	Key	Steaks for Grilling								Ground Beef (lean % where noted)								Cond.							
				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin	London Broil	Sirloin Tips	73-75%		80%/Chuck		85-90%		93-95%		Sirloin	Patties					
				bone-in	bnls			bone-in	bnls				reg	value	reg	value	reg	value	reg				value				
CA <i>(cont)</i>	Mollie Stone's	n/i	G																								
		Piedmontese	A	20.99																							
		Painted Hills	G					17.99																			
		Murphy's Markets	n/i	S			7.99																				
		New Leaf Market	Oregon Country	A						7.99																	
		New Seasons	Oregon Country	A						7.99																	
			SunFed Ranch	G												6.49											
		Northgate	n/i				5.99	5.99								3.49											
		Nugget Markets	Fresh to Market	C																							
			Piedmontese	A	11.99																					6.99	85%
			SunFed Ranch	G					13.99																		
		Pavilions	n/i	C	9.99		9.99																				
		R-N Markets	n/i	C						5.99																	
		R Ranch Markets	n/i													3.99											
		Raley's	n/i	C												2.99									3.49	80%	
			Harris Ranch	C					6.77																		
		Ralph's Grocery	n/i	C	9.99				4.97																		
			Laura's Lean	A																							
		Rays Food Place	n/i													1.88											
			Meyer Natural	A		11.99																					
			Angus	C			9.99																				
		Rio Ranch	n/i																								
		SK Super King	n/i	G												3.79											
		Safeway Commtty	n/i	C	6.99																						value
			n/i																								
			Laura's Lean	A																							
			Signature Select																								
		Open Nature	G						11.99																		
	Safeway NorCal	n/i	C	6.99																							
		n/i																									
		Laura's Lean	A																								
		Signature Select																									
		Open Nature	G						11.99																		
	Save Mart	Angus 43	C			4.99	5.99	4.99		4.99																value	

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

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**BEEF**

State	Supermarket	Brand	Key	Steaks for Grilling								Ground Beef (lean % where noted)								Cond.				
				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin	London Broil	Sirloin Tips	73-75%		80%/Chuck		85-90%		93-95%		Sirloin	Patties		
				bone-in	bnls			bone-in	bnls				reg	value	reg	value	reg	value	reg				value	
CA <i>(cont)</i>	Select Markets	St Helens						5.99														value		
		n/i													2.99									
	Smart & Final Spout's Market	Cattleman's Finest	C																			2.99	75%	
		n/i																						
		n/i	G																					
	Stater Bros.	n/i		4.99		6.99	6.99	4.99															value	
		Stater Bros.											2.99											
		Full Circle	O																					
	Super A Foods	Harris Ranch		4.99																				
		n/i	C										2.99											
	n/i	C						12.99																
	Vallarta	n/i			4.99	4.99																	value	
	Vons	n/i	C	4.77	7.99			7.99															value	
		n/i																						
	Whole Foods NCal	n/i							5.99															
	Whole Foods SPac	n/i							5.99															
HI	ChoiceMART	Big Island	G																					
		n/i	C						6.99															
	Don Quijote	n/i		9.69																				
	Foodland	Angus	C	8.49							7.49													
		n/i																						
	Island Grocery	n/i		9.99																				
	KTA Super Store	n/i																						
	Safeway NorCal	n/i	C	7.99																				
		n/i																						
		Hawaii Natural																						
	Hawaii Natural	G						14.99																
	Tamura's Market	n/i	C			7.99	7.99		6.59															
	Times Supermarke	n/i		7.99																				
	Whole Foods SPac	n/i																						
NV	Albertsons Mntn	Double R Ranch	C	5.99	7.99																		value	
		n/i	C						5.99															

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

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**BEEF**

State	Supermarket	Brand	Key	Steaks for Grilling								Ground Beef (lean % where noted)								Cond.						
				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin	London Broil	Sirloin Tips	73-75%		80%/Chuck		85-90%		93-95%		Sirloin	Patties				
				bone-in	bnls			bone-in	bnls				reg	value	reg	value	reg	value	reg				value			
NV (cont)	Albertsons SW	n/i	C			4.97		4.97		5.99												value				
		n/i															2.99		3.99							
		Open Nature		G																		5.99	85%			
		Associated Food	n/i	C						3.99																
		Cardenas	n/i											2.99												
		Cash & Carry	First Street																					2.69	80%	
		Dollar General Mkt	n/i		8.95										1.95									3.95	80%	
		Grocery Outlet	Thomas Farms	G																						
			Thomas Farms	O																						
		Island Pacific	n/i	C			7.99																			
		Natural Grocers	Organic Prairie	O																						
		Raley's	n/i	C												2.99									3.49	80%
			Harris Ranch	C					6.77																	
		Ridley's	n/i																							
			Hereford	C							3.47															value
		Safeway NorCal	n/i	C	6.99																					
			n/i																							
			Laura's Lean	A																						
			Signature Select																							
			Open Nature	G																						
	Save Mart	Angus 43	C			4.99	5.99	4.99	11.99	4.99															value	
	Scolari's	Harris Ranch	C	7.99				6.99			3.99															
	Smart & Final	Cattleman's Finest	C																					2.99	75%	
	Smith's	n/i	C	6.99																					value	
		Private Selection																								
	Spout's Market	n/i																								
		n/i	G																							
	Vons	n/i	C	4.77	7.99			7.99																	value	
		n/i																								
		n/i																								
	Whole Foods NCal	n/i								5.99																
	Whole Foods SPac	n/i								5.99																

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

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**BEEF**

State	Supermarket	Brand	Key	Steaks for Grilling								Ground Beef (lean % where noted)								Cond.			
				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin	London Broil	Sirloin Tips	73-75%		80%/Chuck		85-90%		93-95%		Sirloin	Patties	
				bone-in	bnls			bone-in	bnls				reg	value	reg	value	reg	value	reg				value
<b>NORTHWESTERN U.S. - AK,ID,MT,OR,WA,WY</b>																							
<b>AK</b>	Alaskan & Proud Carrs/Safeway	n/i			6.88	6.88			6.88							2.68	4.98			4.97	4.97	5.00	85%
		n/i																				5.00	85%
		n/i	C	8.99																			
		n/i	G																				
		Open Nature	G		17.99												6.99						
	Fresh Meyer	n/i	C					5.99	3.99								4.99						
		Private Selection	C			10.99																	
	IGA Hometown	n/i																3.49					
		St Helens	C			7.99													4.29				
	Meyers Group IGA	n/i																					
		St Helens	C			6.99													4.29				value
	Northwest Grocers	St Helens	C	7.99					5.99														value
		n/i															3.29						
	Sea Mart	n/i	C	8.99	9.99				4.99								2.49						value
	Three Bears	n/i			5.99																		value
<b>ID</b>	Albertsons Mntn	Double R Ranch	C	5.99	7.99																		value
		n/i	C						5.99											2.99			
	Associated Foods	Angus	C	9.99					4.99	4.49													
		Stone's																			3.49		
		n/i	C						3.99														
	Cash & Carry	First Street																				2.69	80%
	Family Foods	n/i															2.99						
	Fresh Meyer	n/i	C					5.99	3.99														
		Private Selection	C			10.99											4.99						
	Grocery Outlet	Thomas Farms	G																				
		Thomas Farms	O														4.99						
	Harvest Foods	Angus	C	7.98				7.98	3.98										4.98			4.98	85%
	IGA Markets	n/i				5.99																	value
	Natural Grocers	Organic Prairie	O														7.29						
	Ridley's	n/i																			3.33		
		Hereford	C						3.47														value
	Rosauer's	Angus	C					4.99															
		Painted Hills	A							4.69													

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

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**Labor Day 2017**

**BEEF**

State	Supermarket	Brand	Key	Steaks for Grilling									Ground Beef (lean % where noted)								Cond.				
				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin	London Broil	Sirloin Tips	73-75%		80%/Chuck		85-90%		93-95%			Sirloin	Patties		
				bone-in	bnls			bone-in	bnls				reg	value	reg	value	reg	value	reg	value					
ID (cont)	Rosauer's	Wild Sky	G																						
	(continued)	n/i																							
	Safeway Seattle	n/i																							
		n/i	C	7.99																					
		n/i	G																						
		Open Nature	G		16.99																				
	Smith's	n/i	C	6.99																					
		Private Selection																							
	Stokes Market	Angus	C	7.99		5.99			5.99	4.49															
	Super 1 Foods	Angus	C	5.88																					
	Meyer Natural	A												3.98											
	n/i																								
	Whole Foods Mntn	n/i						5.99																	
	Yokes Fresh Mrkt	Hereford	C			6.79				3.99															
MT	Albertsons Mntn	Double R Ranch	C	5.99	7.99																				
		n/i	C					5.99																	
	Associated Foods	Angus	C	9.99				4.99	4.49																
		Stone's																							
		n/i	C					3.99																	
	Cash & Carry	First Street																					2.69	80%	
	Family Foods	n/i																							
	Harvest Foods	Angus	C	7.98				7.98	3.98			4.98											4.98	85%	
	IGA Markets	n/i				5.99					3.79														
	Lucky's Market	n/i	A	8.99																					
	Natural Grocers	Organic Prairie	O																						
	Reynold's	n/i			7.99				2.99																
	Rosauer's	Angus	C					4.99																	
		Painted Hills	A							4.69															
		Wild Sky	G																						
	n/i																								
Smith's	n/i	C	6.99																						
	Private Selection																								
Stokes Market	Angus	C	7.99		5.99			5.99	4.49																



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**BEEF**

State	Supermarket	Brand	Key	Steaks for Grilling									Ground Beef (lean % where noted)								Cond.			
				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin	London Broil	Sirloin Tips	73-75%		80%/Chuck		85-90%		93-95%			Sirloin	Patties	
				bone-in	bnls			bone-in	bnls				reg	value	reg	value	reg	value	reg	value				
MT <i>(cont)</i>	Super 1 Foods	Angus	C	5.88																		value		
		Meyer Natural	A											3.98								4.48	85%	
	SuperVALU Stores Three Bears	Angus Farms n/i	C		5.79			9.99	4.99														value	
OR	Albertsons Portlnd	n/i	C	7.99		7.99		4.77		4.99	4.99												value	
		n/i													2.99									
	Associated Foods	Angus	C	9.99						4.99	4.49													
		Stone's																3.49						
		n/i	C							3.99														
	Cash & Carry	First Street																				2.69	80%	
	CenterPlace	St Helens									4.48												value	
		n/i													3.68									
	Family Foods	n/i															2.99							
	Fresh Meyer	n/i	C						5.99	3.99														
		Private Selection	C			10.99																		
	Grocery Outlet	Thomas Farms	G																					
		Thomas Farms	O																					
	Harvest Foods	Angus	C	7.98						7.98	3.98												4.98	85%
	IGA Markets	n/i				5.99												2.99					value	
	IGA Market Fresh	St Helens								5.99														value
		n/i														2.99								
Market of Choice	Painted Hills	A									4.99						3.69	3.49					local	
McKay's	Best Buy				3.99																		value	
	n/i															2.59							value	
	Signature Angus	C								3.99													value	
Natural Grocers	Organic Prairie	O															7.29							
New Seasons	Oregon Country	A								8.99														
Quality Food Cntr	Angus	C		12.99						12.99													value	
Rays Food Place	n/i												1.88											
	Meyer Natural	A		11.99						9.99														
	Angus	C				9.99																		
Red Apple	Painted Hills	A	BOGO							6.99													value	

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**BEEF**

State	Supermarket	Brand	Key	Steaks for Grilling								Ground Beef (lean % where noted)								Cond.						
				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin	London Broil	Sirloin Tips	73-75%		80%/Chuck		85-90%		93-95%		Sirloin	Patties				
				bone-in	bnls			bone-in	bnls				reg	value	reg	value	reg	value	reg				value			
OR <i>(cont)</i>	Rosauer's	Angus	C					4.99																		
		Painted Hills	A							4.69																
		Wild Sky	G														6.99									
	Roth's	n/i														2.69										
		Double R Ranch	C															2.99	4.99	5.99						
	Safeway Portland	Painted Hills	A						14.99															CH		
		n/i																			3.97	3.97	5.00	85%		
	Safeway Seattle	n/i	C	7.99																				5.00	85%	
		n/i	G																						5.00	85%
		Open Nature	G		16.99																				5.00	85%
		n/i	G																						5.00	85%
	Safeway Seattle	n/i	C	7.99																					5.00	85%
		n/i	G																						5.00	85%
	Safeway Seattle	Open Nature	G		16.99																					5.00
n/i		G																							5.00	85%
Select Markets	St Helens							5.99																	value	
	n/i																								value	
Thriftway of OR	St Helens	C	8.99						4.99		4.99														value	
Whole Foods NW	n/i								5.99																value	
WA	Albertsons Portlnd	n/i	C	7.99		7.99		4.77		4.99	4.99														value	
		n/i														2.99										value
	Cash & Carry CenterPlace	First Street																							2.69	80%
		St Helens								4.48																value
	Family Foods Fresh Meyer	n/i																								value
		n/i	C							5.99	3.99															value
	Grocery Outlet	Private Selection	C			10.99																				value
		Thomas Farms	G																							value
	Haggen's	Thomas Farms	O																							value
		Double R Ranch	C			12.99						3.99														value
	Harvest Foods	Double R Ranch	C					6.99																		value
Kobe									24.99																value	
IGA Markets	Angus	C	7.98					7.98	3.98		4.98												4.98	85%		
	n/i				5.99						3.79													value		

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**BEEF**

State	Supermarket	Brand	Key	Steaks for Grilling								Ground Beef (lean % where noted)								Cond.							
				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin	London Broil	Sirloin Tips	73-75%		80%/Chuck		85-90%		93-95%		Sirloin	Patties					
				bone-in	bnls			bone-in	bnls				reg	value	reg	value	reg	value	reg				value				
WA (cont)	IGA Market Fresh	St Helens						5.99														value					
		n/i												2.99													
	Metropolitan	Naturally Raised														3.99	3.99						local				
	Meyers Group IGA	n/i														2.99											
		St Helens	C			5.99																		value			
	Natural Grocers	Organic Prairie	O														7.29										
	New Seasons	Oregon Country	A						8.99																		
	PCC Natural	Oregon Country	A					15.99												6.99							
	Quality Food Cntr	Angus	C													12.99									value		
	Rosauer's	Angus	C																								
		Painted Hills	A									4.69															
		Wild Sky	G																								
		n/i															2.69										
	Saars Market	n/i				3.98															2.28				value		
	Safeway Portland	n/i																			3.97	3.97	5.00		85%		
		n/i	C		7.99																						
		n/i	G																							5.00	
		n/i	G																							85%	
	Safeway Seattle	Open Nature	G																							5.00	
		n/i																									85%
		n/i	C		7.99																						5.00
		n/i	G																								85%
		n/i	G																								5.00
	Safeway Seattle	Open Nature	G																								6.99
	Select Markets	St Helens																									value
		n/i																									
Super 1 Foods	Angus	C		5.88																						value	
	Meyer Natural	A																									3.98
	n/i																										4.48
The Markets	Black Angus																									85%	
	n/i																									value	
Thriftway	St Helens	C		8.99																						value	
	St Helens	C		8.99																						value	
Thriftway of OR	St Helens	C		8.99																						value	
Town & Country	Angus	C																								4.49	
Yokes Fresh Mrkt	Hereford	C																								2.59	
Whole Foods NW	n/i																									5.99	

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

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**BEEF**

State	Supermarket	Brand	Key	Steaks for Grilling									Ground Beef (lean % where noted)								Cond.			
				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin	London Broil	Sirloin Tips	73-75%		80%/Chuck		85-90%		93-95%			Sirloin	Patties	
				bone-in	bnls			bone-in	bnls				reg	value	reg	value	reg	value	reg	value				
WY	Albertsons Mntn	Double R Ranch	C	5.99	7.99																	value		
		n/i	C						5.99													2.99		
	Associated Foods	Angus	C	9.99					4.99	4.49														
		Stone's																					3.49	
		n/i	C						3.99															
	AW Grocers	n/i							5.88						3.99									
		n/i	C							6.99														
		n/i													1.99									
		n/i							7.99						2.79									value
	Food Pride	Angus Pride			8.99	7.99	7.99								2.99								3.49	80%
	IGA Markets	n/i				5.99																	value	
	King Soopers	n/i	C						4.77														value	
		Private Selection																						
	Lucky's Market	n/i	A	8.99																				CH
	Natural Grocers	Organic Prairie	O													7.29								
	Ridley's	n/i																						
		Hereford	C							3.47														value
Safeway Denver	Colorado Angus	C	5.46						3.97														value	
	O Organics	O																				7.99	85%	
Smith's	n/i	C	6.99																				value	
	Private Selection																							

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

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**Labor Day 2017  
GROUND POULTRY**

State	Supermarket	Brand	Key	Ground Turkey						Ground Chicken				Conditions
				85% chub	85% tray	93-94%	Breast	Sausage	Patties	97-98%	Breast	Sausage	Patties	
<b>NORTHEASTERN U.S. - CT,DC,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT</b>														
CT	ACME Markets	Jennie-O	A			3.99		4.09						
		Harvestland								3.99				
	Adams Market	Shady Brook							3.99					
	AF Basket	Jennie-O		2.66					2.99					
		Perdue								3.79			3.99	
	Associated	Perdue								3.99			3.99	
		Jennie-O		2.99						2.99				
		Honest Turkey	A			4.29	5.99							
		Shady Brook					4.99	4.12	3.99					
	Best Market	n/i								2.47				
	Bravo	Shady Brook					4.99							
	C-Town	Shady Brook					4.99							
	Compare Foods	Perdue								3.99			3.99	
	Food Bazaar	Butterball		3.00									2 for \$6.00	
Geissler's	Shady Brook								3.99					
Key Food	Harvestland	A								4.49				
	Jennie-O				2.99			3.75	3.49					
	Perdue									2.99				
	Shady Brook						4.99							
Stop & Shop	Shady Brook					2.45								
DC	Giant Food	Shady Brook	A			2.30								
	Harris Teeter	Harris Teeter				3.07								
		Plainville Farms								3.00			2 for \$6.00	
		Shady Brook			3.32									
Safeway Eastern	Shady Brook				3.07									
DE	ACME Markets	Jennie-O	A			3.99		4.09						
		Harvestland								3.99				
	Food Lion	n/i				3.49								
	Giant Food	Shady Brook				2.30								
	Great Valu Markets	Shady Brook				3.84								
	Harris Teeter	Harris Teeter				3.07								
		Plainville Farms	A							3.00			2 for \$6.00	
	Shady Brook			3.32										
IGA Stores NJ/PA	Shady Brook						5.38	3.99	3.99					

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

prices in \$US per pound unless otherwise noted.

Labor Day 2017  
**GROUND POULTRY**

State	Supermarket	Brand	Key	Ground Turkey						Ground Chicken				Conditions
				85% chub	85% tray	93-94%	Breast	Sausage	Patties	97-98%	Breast	Sausage	Patties	
DE <i>(cont)</i>	Redner's	Jennie-O	O		2.66			3.67						
		Coleman		A			3.50				3.50		4.48	
		Harvestland				3.07								
	Safeway Eastern	Shady Brook				3.50								
	ShurSave	Shady Brook					1.88							
MA	Weis Markets	Shady Brook												
	Adams Market	Shady Brook							3.99					
	AF Basket	Jennie-O				2.66			2.99					
		Perdue								3.79			3.99	
	Associated	Perdue								3.99			3.99	
		Jennie-O				2.99			2.99					
		Honest Turkey	A			4.29	5.99							
		Shady Brook					4.99	4.12	3.99					
	Bravo	Shady Brook					4.99							
	C-Town	Shady Brook					4.99							
	Compare Foods	Perdue								3.99			3.99	
	Donelan's	Shady Brook				3.30								
		Plainville Farms	A			4.99								
	Geissler's	Shady Brook							3.99					
	Hannaford	Nature's Place	A						3.99					
	Market Basket	Harvestland	A							3.69				
		Shady Brook					2.68							
	Met Foods	Perdue								3.99			3.99	
		Jennie-O				2.99			2.99					
		Honest Turkey	A			4.29	5.99							
	Shady Brook					4.99	4.16	3.99						
Roche Bros.	Jennie-O						BOGO							
Seabra Foods	Perdue								3.49			3.49		
Shaw's	Jennie-O					BOGO								
Star Market	Jennie-O					BOGO								
Stop & Shop	Shady Brook					2.45								
Tops Market	Jennie-O					3.28		3.28	3.99					
Trucchi's	Shady Brook					3.49								

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

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Labor Day 2017  
**GROUND POULTRY**

State	Supermarket	Brand	Key	Ground Turkey						Ground Chicken				Conditions
				85% chub	85% tray	93-94%	Breast	Sausage	Patties	97-98%	Breast	Sausage	Patties	
MA <i>(cont)</i>	Wegman's	Wegman's	A			2.99	5.99		5.69					
		Wegman's	O			5.99				6.49				
		Perdue									4.99			
		Festive				2.99								
MD	ACME Markets	Jennie-O				3.99		4.09						
	Associated	Harvestland	A							3.99				
		Perdue								3.99			3.99	
		Jennie-O				2.99					2.99			
		Honest Turkey	A			4.29	5.99							
	Food Lion	Shady Brook					4.99	4.12	3.99					
		n/i				3.49								
	Giant Eagle	n/i					4.49							
	Giant Food	Shady Brook				2.30								
	Great Valu Markets	Shady Brook				3.84								
	Harris Teeter	Harris Teeter					3.07							
		Plainville Farms	A							3.00				2 for \$6.00
		Shady Brook				3.32								
		Kennie's Market	Shady Brook					5.38		3.99				
	Martins Food	Shady Brook				2.30								
	Redner's	Jennie-O				2.66			3.67					
		Coleman	O									4.48		
	Safeway Eastern	Harvestland	A				3.50				3.50			
		Shady Brook					3.07							
	Shoppers Food	Shady Brook				2.50								2 for \$5.00
		Shady Brook								3.99				
	Shop'n Save	Honeysuckle				3.07								
Gerber's		A								2.99				
ShurSave	Shady Brook				3.50									
Wegman's	Wegman's	A				2.99	5.99		5.69					
	Wegman's	O				5.99				6.49				
	Perdue										4.99			
	Festive				2.99									
Weis Markets	Shady Brook					1.88								

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

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**Labor Day 2017  
GROUND POULTRY**

State	Supermarket	Brand	Key	Ground Turkey						Ground Chicken				Conditions
				85% chub	85% tray	93-94%	Breast	Sausage	Patties	97-98%	Breast	Sausage	Patties	
ME	Hannaford	Nature's Place	A						3.99					
	Market Basket	Harvestland	A							3.69				
	Shaw's	Shady Brook			2.68									
		Jennie-O				BOGO								
NH	Hannaford	Nature's Place	A						3.99					
	Market Basket	Harvestland	A							3.69				
	Shaw's	Shady Brook			2.68									
		Jennie-O				BOGO								
NJ	ACME Markets	Jennie-O				3.99		4.09						
		Harvestland	A							3.99				
	Associated	Perdue								3.99			3.99	
		Jennie-O			2.99				2.99					
		Honest Turkey	A			4.29	5.99							
		Shady Brook					4.99	4.12	3.99					
	Best Market	n/i								2.47				
	Bravo	Shady Brook					4.99							
	C-Town	Shady Brook					4.99							
	Compare Foods	Perdue								3.99			3.99	
	Fine Fare	Jennie-O			2.66				2.99					
		Shady Brook					4.79	3.79	3.99					
		Perdue								3.79			3.99	
	Food Bazaar	Butterball			3.00									2 for \$6.00
	Great Valu Markets	Shady Brook					3.84							
	IGA Stores NJ/PA	Shady Brook						5.38	3.99	3.99				
	Key Food	Harvestland	A							4.49				
	Jennie-O					2.99		3.75	3.49					
	Perdue								2.99					
	Shady Brook						4.99							
Landis	Shady Brook					3.45								
Met Foods	Perdue								3.99			3.99		
	Jennie-O			2.99				2.99						
	Honest Turkey	A			4.29	5.99								
	Shady Brook						4.99	4.16	3.99					



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

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**Labor Day 2017  
GROUND POULTRY**

State	Supermarket	Brand	Key	Ground Turkey						Ground Chicken				Conditions
				85% chub	85% tray	93-94%	Breast	Sausage	Patties	97-98%	Breast	Sausage	Patties	
NJ (cont)	Pioneer	Perdue	A							3.99			3.99	
		Jennie-O		2.99				2.99						
		Honest Turkey			4.29	5.99								
		Shady Brook				4.99	4.10	3.99						
	Stop & Shop Supremo	Shady Brook	A		2.45									
		Harvestland						3.99						
	Uncle Giuseppe's Wegman's	Shady Brook	A			3.84			3.49					
		n/i							4.99	3.99				
	Wegman's	Wegman's	A		2.99	5.99		5.69						
		Wegman's	O		5.99				6.49					
Weis Markets Western Beef	Perdue Festive	A			2.99					4.99				
	Shady Brook			1.88										
NY	ACME Markets	Jennie-O	A			3.99		4.09						
		Harvestland							3.99					
	AF Basket	Jennie-O	A		2.66				2.99					
		Perdue						3.79				3.99		
	Associated	Perdue	A						3.99				3.99	
		Jennie-O		2.99			2.99							
	Best Market	Honest Turkey	A		4.29	5.99								
		Shady Brook				4.99	4.12	3.99						
	Big M	n/i	A						2.47					
	Bravo	Shady Brook			3.84			4.99						
	C-Town	Shady Brook	A					4.99						
	Compare Foods	Perdue							3.99				3.99	
	DeCiccio & Family Mrkt	Shady Brook	A					4.99						
	Fairway	Plainville Farms			2.99									
	Fine Fare	Jennie-O	A		2.66				2.99					
		Shady Brook					4.79	3.79	3.99					
	Food Bazaar Hannaford	Perdue	A							3.79			3.99	
Butterball				3.00									2 for \$6.00	
	Nature's Place	A						3.99						

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Labor Day 2017  
**GROUND POULTRY**

State	Supermarket	Brand	Key	Ground Turkey						Ground Chicken				Conditions	
				85% chub	85% tray	93-94%	Breast	Sausage	Patties	97-98%	Breast	Sausage	Patties		
NY (cont)	Key Food	Harvestland	A								4.49				
		Jennie-O			2.99			3.75	3.49						
		Perdue									2.99				
	King Kullen	Shady Brook						4.99							
		Plainville Farms	A			3.99									
		Shady Brook						4.99							
	Met Foods	Perdue									3.50	4.69		3.50	
		Perdue									3.99			3.99	
		Jennie-O				2.99							2.99		
	North Shore Farms	Honest Turkey	A			4.29		5.99							
		Shady Brook						4.99	4.16	3.99					
		Shady Brook								4.99					
	Peck's Market	Shady Brook								3.99					
		Perdue									3.99				
		Jennie-O				2.99							2.99		
	Pioneer	Honest Turkey	A			4.29		5.99							
		Shady Brook						4.99	4.10	3.99					
		Honeysuckle				3.07									
	Shop'n Save	Gerber's	A								2.99				
		Shady Brook				2.45									
		Jennie-O				3.28			3.28	3.99					
	Tops Market	Shady Brook						4.99							
		Uncle Giuseppe's				n/i						4.99	3.99		
Wegman's					2.99		5.99		5.69						
Wegman's	Wegman's	A			5.99					6.49					
	Wegman's	O									4.99				
	Perdue														
Weis Markets	Festive				2.99										
	Shady Brook				1.88										
	Western Beef									1.99					
PA	ACME Markets	Jennie-O			3.99			4.09							
		Harvestland	A							3.99					
	Associated	Perdue								3.99			3.99		
		Jennie-O				2.99						2.99			
		Honest Turkey	A			4.29		5.99							
Shady Brook						4.99	4.12	3.99							

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Labor Day 2017  
**GROUND POULTRY**

State	Supermarket	Brand	Key	Ground Turkey						Ground Chicken				Conditions
				85% chub	85% tray	93-94%	Breast	Sausage	Patties	97-98%	Breast	Sausage	Patties	
PA (cont)	Big M	Shady Brook				3.84								
	Bravo	Shady Brook					4.99							
	C-Town	Shady Brook					4.99							
	Fine Fare	Jennie-O			2.66					2.99				
		Shady Brook					4.79		3.79	3.99				
		Perdue								3.79			3.99	
	Foodland	Honeysuckle							3.99	3.99				
	Food Lion	n/i				3.49								
	Giant Eagle	n/i					4.49							
	Giant Food Stores	Shady Brook				2.49								
	Great Valu Markets	Shady Brook				3.84								
	Grocery Outlet	Norbest				2.00								
	IGA Stores NJ/PA	Shady Brook						5.38	3.99	3.99				
	Kennie's Market	Shady Brook						5.38		3.99				
	Key Food	Harvestland		A							4.49			
		Jennie-O				2.99			3.75	3.49				
		Perdue								2.99				
		Shady Brook						4.99						
	Kuhn's Market	Gerber's		A							3.99		3.49	
	Martins Food	Shady Brook				2.30								
	Pioneer	Perdue									3.99			3.99
		Jennie-O			2.99					2.99				
		Honest Turkey		A			4.29	5.99						
		Shady Brook						4.99	4.10	3.99				
	Redner's	Jennie-O			2.66				3.67					
		Coleman		O								4.48		
	Harvestland		A			3.50				3.50				
Shop'n Save	Honeysuckle				3.07									
	Gerber's		A							2.99				
ShurSave	Shady Brook				3.50									
Supremo	Harvestland		A							3.99				
	Shady Brook					3.84			3.49					
Tops Market	Jennie-O					3.28		3.28	3.99					

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State	Supermarket	Brand	Key	Ground Turkey						Ground Chicken				Conditions
				85% chub	85% tray	93-94%	Breast	Sausage	Patties	97-98%	Breast	Sausage	Patties	
PA <i>(cont)</i>	Wegman's	Wegman's	A			2.99	5.99		5.69					
		Wegman's	O			5.99				6.49				
		Perdue									4.99			
		Festive			2.99									
	Weis Markets	Shady Brook				1.88								
RI	Adams Market	Shady Brook							3.99					
	Associated	Perdue								3.99			3.99	
		Jennie-O			2.99				2.99					
		Honest Turkey	A			4.29	5.99							
		Shady Brook					4.99	4.12	3.99					
	Bravo	Shady Brook					4.99							
	Compare Foods	Perdue								3.99			3.99	
	Seabra Foods	Perdue								3.49			3.49	
Shaw's	Jennie-O					BOGO								
Stop & Shop	Shady Brook					2.45								
VT	Hannaford	Nature's Place	A						3.99					
	Shaw's	Jennie-O				BOGO								
	Tops Market	Jennie-O				3.28		3.28	3.99					

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**GROUND POULTRY**

State	Supermarket	Brand	Key	Ground Turkey						Ground Chicken				Conditions
				85% chub	85% tray	93-94%	Breast	Sausage	Patties	97-98%	Breast	Sausage	Patties	
<b>SOUTHEASTERN U.S. - AL,FL,GA,KY,MS,NC,SC,TN,VA,WV</b>														
AL	Kroger Nashville	Kroger			2.99									
	Piggly Wiggly HAC	Honeysuckle					3.33							
	Winn-Dixie	Butterball			BOGO									
		Butterball				2.25								
FL	Bravo of FL	Shady Brook					4.99							
	Fresco y Mas	Butterball			3.98									
	Harris Teeter	Harris Teeter					3.07							
		Plainville Farms	A						3.00					2 for \$6.00
		Shady Brook				3.32								
	Harvey's Supermarket	Butterball											2 for \$3.00	
	IGA Florida	Butterball												
	Lucky's Market	n/i	A				3.99							
	Safeway Florida	Shady Brook					3.07							
	Western Beef	n/i								1.99				
Winn-Dixie	Butterball													
	Butterball				BOGO									
	Butterball				2.25									
GA	Bi-Lo	Butterball												
		Butterball												
	Food Lion	n/i					3.49							
	Harris Teeter	Harris Teeter						3.07						
		Plainville Farms	A							3.00				2 for \$6.00
		Shady Brook						3.32						
	Harvey's Supermarket	Butterball											2 for \$3.00	
	Lucky's Market	n/i	A				3.99							
	Piggly Wiggly HAC	Honeysuckle						3.33						
	Wayfield's	Butterball							2.99	2.50				
Winn-Dixie	Butterball													
	Butterball													
	Butterball				BOGO									
	Butterball				2.25									
KY	Food Lion	n/i					3.49							
	IGA Stores OH/KY	Butterball								2.99				
	Kroger Cincinnati	Simple Truth	A				3.49							
	Kroger Nashville	Kroger					2.99							
	Lucky's Market	n/i	A				3.99							

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GROUND POULTRY**

State	Supermarket	Brand	Key	Ground Turkey						Ground Chicken				Conditions	
				85% chub	85% tray	93-94%	Breast	Sausage	Patties	97-98%	Breast	Sausage	Patties		
KY (cont)	SuperVALU Stores	Jennie-O				3.50									
	ValuMarket	Honeysuckle					3.33								
MS	Winn-Dixie	Butterball			BOGO										
		Butterball			2.25										
NC	Bi-Lo	Butterball	A		BOGO										
		Butterball		2.25											
	Carlie C's IGA	Butterball		2.50	3.00		3.50	3.50							
	Farm Fresh	Shady Brook		2.50											2 for \$5.00
		Shady Brook								3.99					
	Food Lion	n/i			3.49										
	Fresh Foods	Butterball			2.99					3.69					
	Great Valu Market	Shady Brook				3.84									
	Harris Teeter	Harris Teeter				3.07									
		Plainville Farms									3.00				2 for \$6.00
Harvey's Supermarket	Shady Brook			3.32											
Harvey's Supermarket	Butterball			3.00									2 for \$3.00		
Lowe's Foods	Butterball					5.99	3.99	3.99							
Piggly Wiggly Retail	Butterball			2.99											
SC	Bi-Lo	Butterball	A		BOGO										
		Butterball		2.25											
	Food Lion	n/i			3.49										
	Harris Teeter	Harris Teeter				3.07									
		Plainville Farms									3.00				2 for \$6.00
	Harvey's Supermarket	Shady Brook				3.32									
Harvey's Supermarket	Butterball			3.00									2 for \$3.00		
Lowe's Foods	Butterball					5.99	3.99	3.99							
TN	Food Lion	n/i				3.49									
	IGA Stores OH/KY	Butterball							2.99						
	Kroger Nashville	Kroger			2.99										
VA	Associated	Perdue	A							3.99			3.99		
		Jennie-O		2.99					2.99						
		Honest Turkey			4.29	5.99									
	Shady Brook				4.99	4.12	3.99								
	Farm Fresh	Shady Brook				2.50									2 for \$5.00
Shady Brook									3.99						

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GROUND POULTRY**

State	Supermarket	Brand	Key	Ground Turkey						Ground Chicken				Conditions
				85% chub	85% tray	93-94%	Breast	Sausage	Patties	97-98%	Breast	Sausage	Patties	
VA (cont)	Food Lion	n/i				3.49								
	Giant Food	Shady Brook				2.30								
	Great Valu Market	Shady Brook				3.84								
	Harris Teeter	Harris Teeter				3.07								
		Plainville Farms	A							3.00				2 for \$6.00
		Shady Brook				3.32								
	Lowe's Foods	Butterball					5.99	3.99	3.99					
	Martins Food	Shady Brook				2.30								
	Piggly Wiggly Retail	Butterball				2.99								
	Safeway Eastern	Shady Brook				3.07								
	Shoppers Food	Shady Brook				2.50								2 for \$5.00
		Shady Brook								3.99				
	Shop'n Save	Honeysuckle				3.07								
		Gerber's	A							2.99				
	Wegman's	Wegman's	A			2.99	5.99		5.69					
	Wegman's	O			5.99				6.49					
	Perdue									4.99				
	Festive				2.99									
	Weis Markets	Shady Brook				1.88								
WV	Food Lion	n/i				3.49								
	Giant Eagle	n/i					4.49							
	Great Valu Market	Shady Brook				3.84								
	Kroger Columbus	Simple Truth	A			3.49								
	Martins Food	Shady Brook				2.30								
	Shop'n Save	Honeysuckle				3.07								
		Gerber's	A							2.99				
Weis Markets	Shady Brook				1.88									

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State	Supermarket	Brand	Key	Ground Turkey						Ground Chicken				Conditions
				85% chub	85% tray	93-94%	Breast	Sausage	Patties	97-98%	Breast	Sausage	Patties	
<b>MIDWESTERN U.S. - IA,IL,IN,MI,MN,ND,NE,OH,SD,WI</b>														
<b>IA</b>	AW Grocers	Honeysuckle				2.49								
	Brothers Market	Honeysuckle				2.99	2.48							
	Jewel-Osco	Jennie-O				2.99		2.99						
	Lucky's Market	n/i	A			3.99								
	Schnuck's	Perdue							4.49	3.99				
<b>IL</b>	Angelo Caputo	Jennie-O						2.86	3.49					
	Brookhaven Markets	Jennie-O			2.99									
	Butera	Butterball			3.69									
	Heinen's	Plainville Farms	A				5.99							
	IGA Stores IL/IN	Honeysuckle				3.50		3.19	3.50					
	Jewel-Osco	Jennie-O				2.99		2.99						
	Kirby Foods IGA	Honeysuckle				3.50		3.19						
	Kroger Central	Simple Truth	A			3.49								
	Pete's Market	Butterball			2.69									
	Piggly Wiggly MW	Butterball				3.69		3.99						
	Schnuck's	Perdue							4.49	3.99				
	Shop & Save Mrkt	Jennie-O			2.33									
	Tony's Finer Foods	Honeysuckle			2.50									2 for \$5.00
	Valli Produce	Perdue			2.99									
Walt's Food Center	Honeysuckle				3.07	3.99	3.30	2.99						
<b>IN</b>	Fresh Encounter	Honeysuckle				3.49								
	Giant Eagle	n/i					4.49							
	IGA Stores IL/IN	Honeysuckle				3.50		3.19	3.50					
	IGA Stores OH/KY	Butterball							2.99					
	Jewel-Osco	Jennie-O				2.99		2.99						
	Kirby Foods IGA	Honeysuckle				3.50		3.19						
	Kroger Central	Simple Truth	A			3.49								
	Kroger Cincinnati	Simple Truth	A			3.49								
	Lucky's Market	n/i	A			3.99								
	Miller's Markets	Honeysuckle						3.19						
	Schnuck's	Perdue							4.49	3.99				
	Strack & Van Till	Butterball			2.99					3.50				
	Walt's Food Center	Honeysuckle				3.07	3.99	3.30	2.99					



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

prices in \$US per pound unless otherwise noted.

Labor Day 2017  
**GROUND POULTRY**

State	Supermarket	Brand	Key	Ground Turkey						Ground Chicken				Conditions
				85% chub	85% tray	93-94%	Breast	Sausage	Patties	97-98%	Breast	Sausage	Patties	
MI	Family Fare	Jennie-O			2.99									
	Kroger Columbus	Simple Truth	A			3.49								
	Kroger Central	Simple Truth	A			3.49								
	Kroger Michigan	Kroger			2.99									
		Perdue								2.99				
	Lucky's Market	n/i	A			3.99								
	Miller's Markets	Honeysuckle						3.19						
	Pat's Foods IGA	Gerber's	A							3.99				
	Polly's Market	Honeysuckle			2.79									
	Ric's Food Center	Honeysuckle					3.33							
	Spartan Stores	Jennie-O			2.99									
	Super One Foods	Jennie-O					3.69							
VG's Grocery	Jennie-O			2.99										
Valueland	Butterball			2.99										
MN	AW Grocers	Honeysuckle				2.49								
	Coborn's	Jennie-O				3.00								
	Kowalski's	n/i	F						6.49					local
	Lunds & Byerlys	Jennie-O						4.09						
	Super One Foods	Jennie-O				3.69								
	SuperVALU Stores	Jennie-O				3.50								
ND	Albertsons Mntn	Jennie-O				3.99								
	SuperVALU Stores	Jennie-O				3.50								
NE	AW Grocers	Honeysuckle				2.49								
	Safeway Denver	Red Bird	A							BOGO				
OH	Fresh Encounter	Honeysuckle				3.49								
	Giant Eagle	n/i					4.49							
	Heinen's	Plainville Farms	A				5.99							
	IGA Stores OH/KY	Butterball							2.99					
	Kroger Central	Simple Truth	A			3.49								
	Kroger Cincinnati	Simple Truth	A			3.49								
	Kroger Columbus	Simple Truth	A			3.49								
	Lucky's Market	n/i	A			3.99								
	Marc's	Butterball			BOGO									
	Miller's Markets	Honeysuckle						3.19						

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

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**Labor Day 2017  
GROUND POULTRY**

State	Supermarket	Brand	Key	Ground Turkey						Ground Chicken				Conditions
				85% chub	85% tray	93-94%	Breast	Sausage	Patties	97-98%	Breast	Sausage	Patties	
OH (cont)	Shop'n Save	Honeysuckle	A		3.07									
	SuperVALU Stores	Gerber's								2.99				
		Jennie-O				3.50								
	Weis Markets	Honeysuckle Shady Brook				1.88			3.19					
SD	AW Grocers	Honeysuckle	A			2.49								
	Coborn's	Jennie-O				3.00								
	Safeway Denver	Red Bird								BOGO				
	SuperVALU Stores	Jennie-O				3.50								
WI	AW Grocers	Honeysuckle	A			2.49								
	Fox Bros.	Butterball				3.69		3.99						
	Marketplace Coburn	Jennie-O				3.00								
	Pat's Foods IGA	Gerber's								3.99				
	Pick'n Save	Honeysuckle				2.29								
	Piggly Wiggly MW	Butterball				3.69		3.99						
	Schnuck's	Perdue							4.49	3.99				
	Shurfine Food Center	Jennie-O				3.48								
	Super One Foods	Jennie-O				3.69								
	SuperVALU Stores	Jennie-O				3.50								
	Trig's	Jennie-O				3.49								
	Woodman's	Jennie-O				2.33								

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

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Labor Day 2017  
GROUND POULTRY

State	Supermarket	Brand	Key	Ground Turkey						Ground Chicken				Conditions
				85% chub	85% tray	93-94%	Breast	Sausage	Patties	97-98%	Breast	Sausage	Patties	
<b>SOUTH CENTRAL U.S. - AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT</b>														
AR	Albertsons Houston Super 1 Foods	Jennie-O Honeysuckle				3.99		3.30						
AZ	AW Grocers Fry's Smart & Final Smith's	Honeysuckle Simple Truth First Street Jennie-O	A		2.49 3.49 2.49 1.99	3.99								
CO	Albertsons Mntn Associated Foods AW Grocers King Soopers Lucky's Market Ridley's Safeway Denver	Jennie-O Jennie-O Honeysuckle Simple Truth n/i Jennie-O Red Bird	A A A		2.99 2.49 3.49 3.99 2.97	3.99					BOGO			
KS	AW Grocers Brothers Market Country Mart Pyramid Foods Sun Fresh	Honeysuckle Honeysuckle Honeysuckle Honeysuckle Honeysuckle			2.49 2.99 2.99 2.99		2.48		2.80 3.50					
LA	Albertsons Houston Brookshire Bros. David's Market Basket Super 1 Foods Winn-Dixie	Jennie-O Butterball Butterball Butterball Honeysuckle Butterball Butterball				3.99			3.50 3.50	3.50				
MO	Country Mart IGA Stores IL/IN Kroger Central Lucky's Market Moser's Pyramid Foods Schnuck's Sun Fresh	Honeysuckle Honeysuckle Simple Truth n/i Honeysuckle Honeysuckle Perdue Honeysuckle	A A			2.99 3.50 3.49 3.99 2.49			3.19 2.80	3.50 3.50		3.99		
						2.99								

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

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**Labor Day 2017  
GROUND POULTRY**

State	Supermarket	Brand	Key	Ground Turkey						Ground Chicken				Conditions
				85% chub	85% tray	93-94%	Breast	Sausage	Patties	97-98%	Breast	Sausage	Patties	
NM	King Soopers	Simple Truth	A			3.49								
	Safeway Denver	Red Bird	A							BOGO				
	Smith's	Jennie-O		1.99		3.99								
OK	Country Mart	Honeysuckle				2.99								
	Homeland	Honeysuckle					3.33							
	Pyramid Foods	Honeysuckle						2.80	3.50					
	Reasor's	Honeysuckle			2.50									2 for \$5.00
	United of Oklahoma	Honeysuckle					3.33	2.89	3.50					
	Warehouse Market	Honeysuckle			2.29									
TX	Albertsons Houston	Jennie-O				3.99								
	Brookshire Bros.	Butterball						3.50						
	David's	Butterball						3.50	3.50					
	Food Town	Jennie-O		1.99	1.99									
	Market Basket	Butterball			2.50									
	Super 1 Foods	Honeysuckle					3.30							
	United Supermarkets	Honeysuckle					4.10							
UT	Albertsons Mntn	Jennie-O				3.99								
	Associated Foods	Jennie-O				4.99								
		Jennie-O		2.50	2.99									
	Harmons	n/i				3.49								
	King Soopers	Simple Truth	A			3.49								
	Ridley's	Jennie-O			2.97									
	Smith's	Jennie-O		1.99		3.99								
	Stokes Market	Jennie-O			2.99									

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**Labor Day 2017  
GROUND POULTRY**

State	Supermarket	Brand	Key	Ground Turkey						Ground Chicken				Conditions	
				85% chub	85% tray	93-94%	Breast	Sausage	Patties	97-98%	Breast	Sausage	Patties		
<b>SOUTHWESTERN U.S. - CA,HI,NV</b>															
CA	Albertsons SoCal	Jennie-O				2.99								2 for \$7.00	
	Grocery Outlet	Norbest				2.00									
	Jons Marketplace	Jennie-O				3.50									
	Lucky	Jennie-O				BOGO						BOGO			
	Lunardi's	Diestel	A			4.99									
	Nugget Markets	Perdue	A							2.99					
		Fresh to Market										3.99			
	Raley's	Jennie-O					4.99								
	Ralph's Grocery	Simple Truth	A			5.99									
	SK Super King	Foster Farms	O			5.99									
	Save Mart	Jennie-O				2.99						2.99			
	Smart & Final	First Street					2.49								
	Stater Bros.	Jennie-O					2.49								
	Super A Foods	Foster Farms								3.99					
	Superior Grocers	n/i								1.99					
Vons	Foster Farms					3.00							2 for \$3.00		
HI	Don Quijote	Foster Farms				3.99				3.99					
	Times Supermarket	Foster Farms				4.29									
NV	Albertsons Mntn	Jennie-O				3.99									
	Associated Foods	Jennie-O									2.99				
	Grocery Outlet	Norbest				2.00									
	Raley's	Jennie-O					4.99								
	Ridley's	Jennie-O									2.97				
	Save Mart	Jennie-O				2.99						2.99			
	Scolari's	Foster Farms										2.99			
	Smart & Final	First Street										2.49			
	Smith's	Jennie-O				1.99						3.99			
	Vons	Foster Farms										3.00		2 for \$3.00	

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

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Labor Day 2017  
**GROUND POULTRY**

State	Supermarket	Brand	Key	Ground Turkey						Ground Chicken				Conditions
				85% chub	85% tray	93-94%	Breast	Sausage	Patties	97-98%	Breast	Sausage	Patties	
<b>NORTHWESTERN U.S. - AK,ID,MT,OR,WA,WY</b>														
<b>AK</b>	Fred Meyer	Jennie-O					4.99							
<b>ID</b>	Albertsons Mntn	Jennie-O				3.99								
	Associated Foods	Jennie-O			2.99									
	Fred Meyer	Jennie-O					4.99							
	Grocery Outlet	Norbest				2.00								
	Ridley's	Jennie-O			2.97									
	Smith's	Jennie-O		1.99		3.99								
	Stokes Market	Jennie-O			2.99									
<b>MT</b>	Albertsons Mntn	Jennie-O				3.99								
	Associated Foods	Jennie-O			2.99	4.99								
		Jennie-O		2.50										
	Lucky's Market	n/i	A			3.99								
	Reynold's	Jennie-O			2.99									
	Smith's	Jennie-O		1.99		3.99								
	Stokes Market	Jennie-O			2.99									
<b>OR</b>	SuperVALU Stores	Jennie-O				3.50								
	Albertsons Portland	Jennie-O				3.99								
	Associated Foods	Jennie-O			2.99									
	Fred Meyer	Jennie-O					4.99							
	Grocery Outlet	Norbest				2.00								
	Market of Choice	Ranger	F									3.99		
<b>WA</b>	McKay's	Foster Farms									3.59			
	Albertsons Portland	Jennie-O				3.99								
	Fred Meyer	Jennie-O					4.99							
	Grocery Outlet	Norbest				2.00								
	Haggen's	n/i	A			4.99								
<b>WY</b>	Albertsons Mntn	Jennie-O				3.99								
	AW Grocers	Honeysuckle				2.49								
	King Soopers	Simple Truth	A			3.49								
	Lucky's Market	n/i	A			3.99								
	Ridley's	Jennie-O			2.97									
	Safeway Denver	Red Bird	A							BOGO				
	Smith's	Jennie-O		1.99		3.99								



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

Prices in \$US per unit, effective August 23-September 04, 2017

(KEY: v = vegetarian-fed; n = nutritionally-enhanced; f = free-range)

**Labor Day 2017  
SHELL EGGS**

State	Supermarket	Label	Weight Class					Color		Pack Size					Caged	Cage-Free					Specialty		K E Y	Conditions	
			JM	XL	LG	MD	SM	WH	BR	6	12	18	20	30		barn/ aviary	free range	pasture	organic	pasture organic	Ω-3	veg- fed			
			CT	Kings Market	Eggland's Best		•				•			•											
(cont)		Eggland's Best			•			•		•					3.00								n		
		Eggland's Best			•			•			•										3.99				
		Land O Lakes		•					•		•										2.50				
		Horizon		•					•		•														
	Market 32	PCS			•			•				•			1.49										
	Price Chopper	PCS			•			•				•			1.49										
	Price Rite	ShopRite			•			•				•			1.69										
	ShopRite	Eggland's Best			•			•			•				2.50								n		
		Eggland's Best			•			•			•										1.99				
		Land O Lakes			•			•			•											1.99			
		Nellie's			•			•			•														
		Pete & Gerry's			•			•			•													f	
	Stew Leonard's	Stew Leonard's			•			•			•														
	Stop & Shop	Nellie's			•			•			•													f	
		Pete & Gerry's			•			•			•														
		Land O Lakes			•			•			•											2.50			
	Target	Simply Balanced			•			•			•				3.19										
DC	Giant Foods	Nellie's			•			•			•														
		Pete & Gerry's			•			•			•													f	
		Land O Lakes			•			•			•											2.50			
	Harris Teeter	Harris Teeter			•			•				•			0.99										
		Harris Teeter			•			•				•													
		Nest Fresh			•			•			•														
		Organic Valley		•				•			•														
		Nellie's			•			•			•														
	Safeway Eastern	O Organics			•			•			•														
		Lucerne			•			•			•				1.49										
		Eggland's Best			•			•			•														
	Target	Simply Balanced			•			•			•				3.19							2.49			
DE	ACME Markets	O Organics			•			•			•														
		Lucerne			•			•			•				0.88										
		The Happy Egg			•			•			•														
	Food Lion	Eggland's Best			•			•			•											2.50			
	Fresh Grocer	Eggland's Best			•			•			•											1.99			
		ShopRite			•			•			•				1.29										



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

Prices in \$US per unit, effective August 23-September 04, 2017

(KEY: v = vegetarian-fed; n = nutritionally-enhanced; f = free-range)

**Labor Day 2017**

**SHELL EGGS**

State	Supermarket	Label	Weight Class					Color		Pack Size					Caged	Cage-Free					Specialty		KEY	Conditions						
			JM	XL	LG	MD	SM	WH	BR	6	12	18	20	30		barn/aviary	free range	pasture	organic	pasture organic	Ω-3	veg-fed								
DE <i>(cont)</i>	Giant Foods	Nellie's			•				•		•						2.99													
		Pete & Gerry's			•				•		•															f				
		Land O Lakes			•				•		•																			
	Great Valu Market	Land O Lakes			•				•		•						2.99													
		Harris Teeter	Harris Teeter			•				•				•			3.50													
	Harris Teeter	Harris Teeter			•				•				•			0.99														
		Nest Fresh			•				•		•							3.99												
		Organic Valley		•					•		•																			
		Nellie's			•				•		•							3.99												
		IGA Stores NJ/PA	Eggland's Best			•				•		•																	n	
			Nature's Yoke			•				•		•						2.99												v
			Nature's Yoke			•				•		•																		
	The Farmer's Hen				•				•		•							3.99											f	
	Redner's	Redner's			•				•		•					0.88														
		Safeway Eastern	O Organics			•				•		•																		
	Lucerne				•				•		•					1.49													limit 2	
	ShopRite		Eggland's Best			•				•		•						2.50						2.49						
		Eggland's Best			•				•		•													1.99				n		
		Eggland's Best			•				•		•														1.99					
		Land O Lakes			•				•		•															2.99				
	ShurSave	Nellie's			•				•		•																			
Pete & Gerry's				•				•		•																				
Target	Full Circle			•				•		•					2.50															
	Simply Balanced			•				•		•					3.19													f		
Weis Markets	Simply Balanced			•				•		•																				
	Eggland's Best			•				•		•																				
		Weis			•			•		•					0.88										2.50			2 for \$5.00		
MA	AF Basket	Land O Lakes			•				•		•					2.99												v		
		Ideal			•				•		•						2.50													
	Associated	The Farmer's Hen			•				•		•																			
		The Farmer's Hen			•				•		•																		v	
		The Farmer's Hen			•				•		•																			
		Eggland's Best			•				•		•																			
		Eggland's Best			•				•		•						2.99												n	
		Eggland's Best			•				•		•																		n	
		Nature's Yolk			•				•		•						2.99													
					•			•		•																				

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**Labor Day 2017  
SHELL EGGS**

Prices in \$US per unit, effective August 23-September 04, 2017

(KEY: v = vegetarian-fed; n = nutritionally-enhanced; f = free-range)

State	Supermarket	Label	Weight Class					Color		Pack Size					Caged	Cage-Free					Specialty		K E Y	Conditions			
			JM	XL	LG	MD	SM	WH	BR	6	12	18	20	30		barn/ aviary	free range	pasture	organic	pasture organic	Ω-3	veg- fed					
			<b>MA</b>	Big Y	The Farmer's Hen			•				•		•							2.50						
(cont)		Eggland's Best			•				•		•																
		Big Y			•			•			•				0.97												limit 5
		Big Y			•			•			•				0.97												limit 5
	Bravo	Eggland's Best			•			•			•																
	C-Town	Eggland's Best			•			•			•																
	Compare Foods	Eggland's Best		•				•			•											2.19					
		Mitlitsky				•		•			•				0.67												
	Donelan's	Pete & Gerry's			•			•			•														f		
	Hannaford	Eggland's Best			•			•			•											2.99					
	Market 32	PCS			•			•			•		•		1.49												
	Market Basket	Market Basket			•			•			•																
		Market Basket			•			•			•				0.69												
		Market Basket			•			•			•				1.39												
	Met Foods	Eggland's Best			•			•			•						3.00								n	2 for \$6.00	
		Eggland's Best			•			•			•											3.00					2 for \$6.00
	Price Chopper	PCS			•			•			•		•		1.49												
	Price Rite	ShopRite			•			•			•		•		1.69												
	Roche Bros.	The Farmer's Hen			•			•			•											3.49					
		The Farmer's Hen			•			•			•														f		
		Pete & Gerry's			•			•			•														f		
	Shaw's	Pete & Gerry's			•			•		•	•																
		Eggland's Best			•			•			•		•										3.99				
		Lucerne			•			•			•												2.50				
		Lucerne		•				•			•												2.50				
		Lucerne			•			•			•				0.88												
		Nellie's			•			•			•												2.50				limit 1
		O Organics			•			•			•																2 for \$5.00
	Star Market	Eggland's Best			•			•			•		•										3.99				
		O Organics			•			•			•																
		Nellie's		•				•			•												2.99				
		Nellie's			•			•			•												2.99				
	Stop & Shop	Nellie's			•			•			•												2.99				
		Pete & Gerry's			•			•			•																
		Land O Lakes			•			•			•														2.50		2 for \$5.00
	Target	Simply Balanced			•			•			•																
					•			•			•				3.19												

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Labor Day 2017

SHELL EGGS

State	Supermarket	Label	Weight Class					Color		Pack Size					Caged	Cage-Free					Specialty		KEY	Conditions	
			JM	XL	LG	MD	SM	WH	BR	6	12	18	20	30		barn/aviary	free range	pasture	organic	pasture organic	Ω-3	veg-fed			
			<b>MA</b>	Tops Market	Eggland's Best			•				•		•						2.99					
(cont)		Eggland's Best			•				•		•								3.99						
		Eggland's Best			•				•		•									1.88					
	Wegman's	Wegman's			•				•		•				1.29										
		Wegman's			•				•		•		•		1.93										
		Wegman's			•				•		•		•		0.75										
		Wegman's		•					•		•		•		2.23										
		Wegman's		•					•		•		•		1.49										
		Wegman's	•						•		•		•		1.69										
<b>MD</b>	ACME Markets	O Organics			•				•		•								3.99						
		Lucerne			•				•		•				0.88										limit 1
		The Happy Egg			•				•		•								3.99					f	
	Associated	The Farmer's Hen			•				•		•		•		3.99									v	
		The Farmer's Hen			•				•		•		•						3.99						
		Eggland's Best			•				•		•		•						2.99						n
		Eggland's Best			•				•		•		•		2.99										n
		Eggland's Best			•				•		•		•						3.69						
		Nature's Yolk			•				•		•		•		2.99										
	Food Lion	Eggland's Best			•				•		•		•						2.50						2 for \$5.00
	Giant Eagle	Nature's Basket			•				•		•		•						3.50						2 for \$7.00
	Giant Foods	Nellie's			•				•		•		•				2.99								
		Pete & Gerry's			•				•		•		•						3.99					f	
		Land O Lakes			•				•		•		•								2.50				2 for \$5.00
	Great Valu Market	Land O Lakes			•				•		•		•		2.99									v	
	H-Mart	Today's Farm			•				•		•		•		1.29										
		Today's Farm			•				•		•		•		2.00										2 for \$4.00
	Harris Teeter	Harris Teeter			•				•		•		•				3.50								2 for \$7.00
		Harris Teeter			•				•		•		•		0.99										
		Nest Fresh			•				•		•		•				3.99								
		Organic Valley		•					•		•		•						4.99						
		Nellie's			•				•		•		•						3.99						
	Kennie's Market	Kennie's			•				•		•		•		0.99										
	Martin's Food	Nellie's			•				•		•		•						2.99						
		Pete & Gerry's			•				•		•		•						3.99					f	
		Land O Lakes			•				•		•		•									2.50			2 for \$5.00
	Price Rite	ShopRite			•				•		•		•		1.69										

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

Prices in \$US per unit, effective August 23-September 04, 2017

(KEY: v = vegetarian-fed; n = nutritionally-enhanced; f = free-range)

Labor Day 2017

SHELL EGGS

State	Supermarket	Label	Weight Class					Color		Pack Size					Caged	Cage-Free					Specialty		KEY	Conditions							
			JM	XL	LG	MD	SM	WH	BR	6	12	18	20	30		barn/aviary	free range	pasture	organic	pasture organic	Ω-3	veg-fed									
MD <i>(cont)</i>	Redner's	Redner's			•			•			•				0.88																
	Safeway Eastern	O Organics			•				•			•																			
		Lucerne			•				•				•			1.49													limit 2		
	ShopRite	Eggland's Best			•				•				•																n		
		Eggland's Best			•				•				•			2.50															
		Eggland's Best			•				•				•																		
	Land O Lakes	Land O Lakes			•				•				•																		
		Nellie's			•				•				•																		
		Pete & Gerry's			•				•				•																		
	ShurSave	Full Circle			•				•				•																		
		Simply Balanced			•				•				•			2.50														f	
	Target	Simply Balanced			•				•				•			3.19															
	Wegman's	Wegman's			•				•				•			1.29															
		Wegman's			•				•				•			1.93															
		Wegman's			•				•		•					0.75															
Wegman's				•				•				•			2.23																
Wegman's				•				•				•			1.49																
Weis Markets	Wegman's		•					•				•			1.69																
	Eggland's Best			•				•				•																			
	Weis			•				•				•			0.88																
ME	Hannaford	Eggland's Best			•			•				•																			
		Market Basket			•				•				•																		
	Market Basket	Market Basket			•				•				•			0.69															
		Market Basket			•				•				•			1.39															
		Market Basket			•				•				•																		
	Shaw's	Pete & Gerry's			•				•		•																				
		Eggland's Best			•				•				•																		
		Lucerne			•				•				•																		
	Lucerne	Lucerne			•				•				•																		
		Lucerne			•				•				•																		
Lucerne				•				•				•			0.88																
Nellie's	Nellie's			•				•				•																			
	O Organics			•				•				•																			
Target	Simply Balanced			•				•				•			3.19																
NH	Hannaford	Eggland's Best			•			•				•																			
		Market Basket			•				•				•																		
	Market Basket	Market Basket			•				•				•			0.69															
		Market Basket			•				•				•			1.39															
Price Chopper	PCS			•			•				•			1.49																	

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

Prices in \$US per unit, effective August 23-September 04, 2017

(KEY: v = vegetarian-fed; n = nutritionally-enhanced; f = free-range)

Labor Day 2017

SHELL EGGS

State	Supermarket	Label	Weight Class					Color		Pack Size					Caged	Cage-Free					Specialty		K E Y	Conditions							
			JM	XL	LG	MD	SM	WH	BR	6	12	18	20	30		barn/ aviary	free range	pasture	organic	pasture organic	Ω-3	veg- fed									
NH <i>(cont)</i>	Price Rite	ShopRite			•			•							1.69																
	Shaw's	Pete & Gerry's			•			•		•																f					
		Eggland's Best			•																										
		Lucerne			•				•																						
		Lucerne		•					•																						
		Lucerne			•				•							0.88															
		Nellie's			•				•																						
		O Organics			•				•																						
Target	Simply Balanced			•				•																							
NJ	ACME Markets	O Organics			•			•							0.88																
		Lucerne			•				•																						
		The Happy Egg			•				•																						
	Associated	The Farmer's Hen			•				•																						
		The Farmer's Hen			•				•																						
		Eggland's Best			•				•																						
	Best Market	Eggland's Best			•				•																						
		Eggland's Best			•				•																						
		Eggland's Best			•				•																						
		Nature's Yolk			•				•																						
		Eggland's Best			•				•																						
	Bravo	Eggland's Best			•				•																						
		Eggland's Best			•				•																						
	C-Town	Eggland's Best			•				•																						
		Eggland's Best			•				•																						
	Compare Foods	Eggland's Best		•					•																						
		Mitlitsky					•		•							0.67															
	Fairway Market	Land O Lakes			•				•																						
		Nature's Yolk			•				•																						
	Fine Fare	n/i		•					•							1.67															
Esbenshade			•					•																							
Foodtown	Bogopa			•				•							1.00																
	Green Way			•				•																							
	Green Way			•				•																							
	Green Way			•				•																							
	The Farmer's Hen			•				•																							
	Pete & Gerry's			•				•																							
Foodtown	Eggland's Best		•					•																							
	Eggland's Best			•				•																							

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

**Labor Day 2017  
SHELL EGGS**

Prices in \$US per unit, effective August 23-September 04, 2017

(KEY: v = vegetarian-fed; n = nutritionally-enhanced; f = free-range)

State	Supermarket	Label	Weight Class					Color		Pack Size					Caged	Cage-Free					Specialty		K E Y	Conditions				
			JM	XL	LG	MD	SM	WH	BR	6	12	18	20	30		barn/ aviary	free range	pasture	organic	pasture organic	Ω-3	veg- fed						
NJ (cont)	Foodtown	Eggland's Best			•			•			•										1.99							
	(continued)	Organic Valley			•			•			•							2.59										
	Great Valu Market	Land O Lakes			•			•			•				2.99										v			
	H-Mart	Nature's Yoke			•			•			•					2.00											2 for \$4.00	
		Today's Farm	•					•			•					2.50											2 for \$5.00	
	IGA Stores NJ/PA	Eggland's Best			•			•			•							3.99							n			
		Nature's Yoke			•			•			•				2.99											v		
		Nature's Yoke			•			•			•							2.99										
		The Farmer's Hen			•			•			•							3.99								f		
	Key Food	Eggland's Best			•			•			•				2.99											n		
		Eggland's Best			•			•			•										1.80							
		Eggland's Best			•			•			•										1.99							
		Nellie's			•			•			•					2.99												
		Pete & Gerry's					•		•		•							3.99								f		
		The Farmer's Hen			•			•			•				2.49											v		
		Key Food			•			•			•																	
		Key Food			•			•			•							3.79										
		Key Food			•			•			•							3.99										
	Kings Market	Eggland's Best			•			•			•											2.50						
		Eggland's Best			•			•			•					3.00												
		Eggland's Best			•			•			•											3.99						
		Land O Lakes			•			•			•											2.50						2 for \$5.00
		Horizon			•			•			•											3.99						
	Met Foods	Eggland's Best			•			•			•					3.00										n		2 for \$6.00
		Eggland's Best			•			•			•											3.00						2 for \$6.00
	Price Rite	ShopRite			•			•			•				1.69													
	Seabra Foods	n/i					•		•		•				0.89													
	ShopRite	Eggland's Best			•			•			•					2.50										n		
		Eggland's Best			•			•			•											1.99						
		Land O Lakes			•			•			•																	
	Nellie's			•			•			•						2.99												
	Pete & Gerry's			•			•			•															f			
Stop & Shop	Nellie's			•			•			•					2.99											f		
	Pete & Gerry's			•			•			•																		
	Land O Lakes			•			•			•																	2 for \$5.00	
Target	Simply Balanced			•			•			•					3.19													
				•			•			•																		

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

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Labor Day 2017  
SHELL EGGS

State	Supermarket	Label	Weight Class					Color		Pack Size					Caged	Cage-Free					Specialty		KEY	Conditions						
			JM	XL	LG	MD	SM	WH	BR	6	12	18	20	30		barn/aviary	free range	pasture	organic	pasture organic	Ω-3	veg-fed								
NJ (cont)	Wegman's	Wegman's			•			•			•				1.29															
		Wegman's			•			•				•				1.93														
		Wegman's			•			•			•					0.75														
		Wegman's		•				•					•			2.23														
		Wegman's		•				•					•			1.49														
		Wegman's	•					•					•			1.69														
	Weis Markets	Eggland's Best			•			•				•											2.50						2 for \$5.00	
	Weis			•			•				•				0.88															
	Western Beef	n/i				•		•			•				0.67															
NY	ACME Markets	O Organics			•			•			•				0.88					3.99								limit 1		
		Lucerne			•			•			•										3.99								f	
		The Happy Egg			•			•			•										3.99								v	
	AF Basket	Land O Lakes			•			•			•					2.99														
		Ideal			•			•			•					2.50													2 for \$5.00	
	Associated	The Farmer's Hen			•			•				•						3.99												
		The Farmer's Hen			•			•				•				3.99													v	
		The Farmer's Hen			•			•				•									3.99									
	Best Market	Eggland's Best			•			•				•											2.99							
		Eggland's Best			•			•				•											3.69						n	
		Nature's Yolk			•			•				•				2.99													n	
		Eggland's Best			•			•				•				2.99													n	
		Eggland's Best			•			•				•											2.00						2 for \$4.00	
		Pete & Gerry's			•			•				•											3.99						f	
		Eggland's Best			•			•				•											3.99							
	C-Town	Eggland's Best			•			•				•											3.99							
		Eggland's Best			•			•				•											3.99							
	Compare Foods	Eggland's Best		•				•				•											2.19							
		Mitlitsky				•		•				•				0.67														
	D'Agostino's	D'Agostino			•			•				•				1.49														
		Pete & Gerry's			•			•				•											5.99						f	
DeCiccio & Sons	Nature's Yoke		•				•				•											2.99								
	Nature's Yoke			•			•				•											2.99								
	Eggland's Best			•			•				•											3.99						n		
DeCiccio Family	Sunshine Farms			•			•				•				0.99															
	Eggland's Best			•			•				•											3.99						n		
Fairway Market	Land O Lakes			•			•				•													2.99						
	Nature's Yolk			•			•				•						2.99											v		

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SHELL EGGS

State	Supermarket	Label	Weight Class					Color		Pack Size					Caged	Cage-Free					Specialty		K E Y	Conditions				
			JM	XL	LG	MD	SM	WH	BR	6	12	18	20	30		barn/ aviary	free range	pasture	organic	pasture organic	Ω-3	veg- fed						
			NY	Fine Fare	n/i	•					•			•					1.67									
(cont)	Food Bazaar	Esbenshade	•					•			•																5 for \$5.00	
	Foodtown	Bogopa			•			•			•				1.00													
		Green Way			•			•			•					2.50												
		Green Way			•			•			•												2.50				f	
		Green Way			•			•			•																f	
		The Farmer's Hen			•			•			•																	
		Pete & Gerry's			•			•			•																	
		Eggland's Best			•			•			•		•															
		Eggland's Best			•			•			•		•															
		Organic Valley			•			•			•		•															
	Food Emporium	Eggland's Best			•			•			•		•															
		Nellie's			•			•			•		•															
	Giunta's	Eggland's Best			•			•			•		•															
		Eggland's Best			•			•			•		•															n
	Gristede's	ShopRite			•			•			•		•															
	H-Mart	Nature's Yoke			•			•			•		•															
	Hannaford	Eggland's Best			•			•			•		•															
	IGA Stores NJ/PA	Eggland's Best			•			•			•		•															
		Nature's Yoke			•			•			•		•															
		Nature's Yoke			•			•			•		•															
		The Farmer's Hen			•			•			•		•															
	Key Food	Eggland's Best			•			•			•		•															
		Eggland's Best			•			•			•		•															
		Eggland's Best			•			•			•		•															
		Nellie's			•			•			•		•															
		Pete & Gerry's			•			•			•		•															
		The Farmer's Hen			•			•			•		•															
		Key Food			•			•			•		•															
		Key Food			•			•			•		•															
	King Kullen	Land O Lakes			•			•			•		•															
		Nature's Yoke			•			•			•		•															
		Eggland's Best			•			•			•		•															
		Eggland's Best			•			•			•		•															



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Labor Day 2017

SHELL EGGS

State	Supermarket	Label	Weight Class					Color		Pack Size					Caged	Cage-Free					Specialty		KEY	Conditions
			JM	XL	LG	MD	SM	WH	BR	6	12	18	20	30		barn/aviary	free range	pasture	organic	pasture organic	Ω-3	veg-fed		
			NY	Kings Market	Eggland's Best		•				•			•										
(cont)		Eggland's Best			•			•			•										3.00		n	
		Eggland's Best			•			•				•									3.99		n	
		Land O Lakes		•					•			•									2.50		n	2 for \$5.00
		Horizon		•					•			•									3.99		n	
	Market 32	PCS			•			•				•			1.49								n	2 for \$6.00
	Met Foods	Eggland's Best			•			•				•									3.00		n	2 for \$6.00
	Net Cost Market	Sunshine Farms			•			•				•			1.39								n	
		Ecomeal			•			•				•									2.99		n	
		Nellie's					•		•			•									2.19		n	
	North Shore Farms	Eggland's Best			•			•				•									1.99		n	
		Eggland's Best			•			•				•									1.99		n	
		Nellie's			•			•				•									3.99		n	
		Farm Fresh		•				•				•			0.99								n	
	Price Chopper	PCS			•			•				•			1.49								n	
	Price Rite	ShopRite			•			•				•			1.69								n	
	ShopRite	Eggland's Best			•			•				•									2.50		n	
		Eggland's Best			•			•				•									1.99		n	
		Land O Lakes			•			•				•										1.99	n	
		Nellie's			•			•				•									2.99		n	
		Pete & Gerry's			•			•				•									3.99		f	
	Stew Leonard's	Stew Leonard's			•			•				•									1.99		f	
	Stop & Shop	Nellie's			•			•				•									2.99		f	
		Pete & Gerry's			•			•				•									3.99		f	
		Land O Lakes			•			•				•										2.50	n	2 for \$5.00
	Target	Simply Balanced			•			•				•									3.19		n	
	Tops Market	Eggland's Best			•			•				•									2.99		n	
		Eggland's Best			•			•				•										3.99	n	
		Eggland's Best			•			•				•										1.88	n	
	Trade Fair	Nature's Yoke			•			•				•									2.50		n	
		Trade Fair					•	•				•			0.99								n	
	Wegman's	Wegman's			•			•				•			1.29								n	
		Wegman's			•			•				•			1.93								n	
		Wegman's			•			•				•			0.75								n	
		Wegman's		•				•				•			2.23								n	

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

**Labor Day 2017**

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**SHELL EGGS**

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State	Supermarket	Label	Weight Class					Color		Pack Size					Caged	Cage-Free					Specialty		KEY	Conditions					
			JM	XL	LG	MD	SM	WH	BR	6	12	18	20	30		barn/aviary	free range	pasture	organic	pasture organic	Ω-3	veg-fed							
NY (cont)	Wegman's	Wegman's		•				•			•				1.49														
	(continued)	Wegman's	•					•			•				1.69														
	Weis Markets	Eggland's Best			•			•			•										2.50						2 for \$5.00		
	Weis	Weis			•			•			•				0.88														
	Western Beef	n/i				•		•			•			0.67															
PA	ACME Markets	O Organics			•			•			•																		
		Lucerne			•			•			•				0.88													limit 1	
		The Happy Egg			•			•			•																	f	
	Associated	The Farmer's Hen			•			•			•		•		3.99													v	
		The Farmer's Hen			•			•			•																		
		Eggland's Best			•			•			•										2.99							n	
		Eggland's Best			•			•			•				2.99													n	
		Eggland's Best			•			•			•																		
	Boyer Food	Nature's Yolk			•			•			•				2.99														
		n/i			•			•			•				1.33													3 for \$4.00	
		Land O Lakes			•			•			•				2.97														v
	Bravo	Eggland's Best			•			•			•																		
	C-Town	Eggland's Best			•			•			•																		
	Fine Fare	n/i		•				•			•				1.67													3 for \$5.00	
	Food Lion	Eggland's Best			•			•			•										2.50							2 for \$5.00	
	Foodtown	Green Way			•			•			•				2.50														
		Green Way			•			•			•										2.50								
		Green Way			•			•			•											2.50							f
		The Farmer's Hen			•			•			•											2.99							f
		Pete & Gerry's			•			•			•											3.99							f
		Eggland's Best			•			•			•										3.99								
		Eggland's Best			•			•			•											1.99							
		Organic Valley			•			•			•											2.59							
Fresh Grocer	Eggland's Best			•			•			•											1.99								
	ShopRite			•			•			•				1.29															
Giant Eagle	Nature's Basket			•			•			•																	2 for \$7.00		
Giant Food Stores	Nellie's			•			•			•																			
	Pete & Gerry's			•			•			•																			
	Land O Lakes			•			•			•																			
Great Valu Market	Land O Lakes			•			•			•																	2 for \$5.00		
H-Mart	Nature's Yoke			•			•			•				2.99														v	
				•			•			•																		2 for \$4.00	

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Prices in \$US per unit, effective August 23-September 04, 2017

(KEY: v = vegetarian-fed; n = nutritionally-enhanced; f = free-range

**Labor Day 2017  
SHELL EGGS**

State	Supermarket	Label	Weight Class					Color		Pack Size					Caged	Cage-Free					Specialty		K E Y	Conditions					
			JM	XL	LG	MD	SM	WH	BR	6	12	18	20	30		barn/ aviary	free range	pasture	organic	pasture organic	Ω-3	veg- fed							
PA (cont)	Kennie's Market	Kennie's			•			•		•				0.99															
	Key Food	Eggland's Best			•			•		•					2.99														n
		Eggland's Best			•			•		•												1.80							
		Eggland's Best			•			•		•												1.99							
		Nellie's		•				•		•						2.99													
		Pete & Gerry's					•		•		•																	f	
		The Farmer's Hen					•		•		•					2.49													v
		Key Food		•				•		•		•																	
		Key Food			•			•		•		•																	
		Landis Market	Land O Lakes			•			•		•					2.99													v
	Martin's Food	Nellie's			•			•		•						2.99													
		Pete & Gerry's			•			•		•																			
		Land O Lakes			•			•		•																			
	Net Cost Market	Sunshine Farms			•			•		•						1.39													
		Ecomeal			•			•		•																			
		Nellie's					•		•		•																		
	Price Chopper	PCS			•			•		•					1.49														
	Price Rite	ShopRite			•			•		•					1.69														
	Redner's	Redner's			•			•		•					0.88														
	ShopRite	Eggland's Best			•			•		•						2.50													n
		Eggland's Best			•			•		•																			
		Land O Lakes			•			•		•																			
		Nellie's			•			•		•																			
		Pete & Gerry's			•			•		•																			
		ShurSave	Full Circle			•			•		•					2.50													
	ShurSave NE PA	Full Circle			•			•		•					2.50														
	Target	Simply Balanced			•			•		•					3.19														
	Tops Market	Eggland's Best			•			•		•						2.99													
		Eggland's Best			•			•		•																			
		Eggland's Best			•			•		•																			
Wegman's	Wegman's			•			•		•						1.29														
	Wegman's			•			•		•						1.93														
	Wegman's			•			•		•		•				0.75														
	Wegman's		•				•		•						2.23														
	Wegman's		•				•		•						1.49														
	Wegman's		•				•		•						1.69														

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

Prices in \$US per unit, effective August 23-September 04, 2017

(KEY: v = vegetarian-fed; n = nutritionally-enhanced; f = free-range)

**Labor Day 2017  
SHELL EGGS**

State	Supermarket	Label	Weight Class					Color		Pack Size					Caged	Cage-Free					Specialty		K E Y	Conditions				
			JM	XL	LG	MD	SM	WH	BR	6	12	18	20	30		barn/ aviary	free range	pasture	organic	pasture organic	Ω-3	veg- fed						
			PA (cont)	Weis Markets	Eggland's Best Weis			•			•		•														2.50	
RI	Associated	The Farmer's Hen			•			•		•																v		
		The Farmer's Hen			•			•		•																		
		Eggland's Best			•			•		•																		
		Eggland's Best			•			•		•																		
		Eggland's Best			•			•		•																		
		Nature's Yolk			•			•		•																		
	Bravo	Eggland's Best			•			•		•																		
	Compare Foods	Eggland's Best		•				•		•																		
		Mitlitsky					•	•		•																		
	Dave's Market	Nellie's			•			•		•																		
		Little Rhody			•			•		•																		
		The Farmer's Hen			•			•		•																		f
		The Farmer's Hen			•			•		•																		
	Price Rite	ShopRite			•			•		•																		
	Shaw's	Pete & Gerry's			•			•		•																		f
		Eggland's Best			•			•		•																		
		Lucerne			•			•		•																		
		Lucerne		•				•		•																		
		Lucerne			•			•		•																		
		Nellie's			•			•		•																		
		O Organics			•			•		•																		
	Stop & Shop	Nellie's			•			•		•																		
		Pete & Gerry's			•			•		•																		
		Eggland's Best			•			•		•																		
		Land O Lakes			•			•		•																		
	Target	Simply Balanced			•			•		•																		
VT	Hannaford	Eggland's Best			•			•		•																		
	Price Chopper	PCS			•			•		•																		
	Shaw's	Pete & Gerry's			•			•		•																		
		Eggland's Best			•			•		•																		
		Lucerne			•			•		•																		
		Lucerne		•				•		•																		
		Lucerne			•			•		•																		
		Nellie's			•			•		•																		
		O Organics			•			•		•																		



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

Prices in \$US per unit, effective August 23-September 04, 2017

(KEY: v = vegetarian-fed; n = nutritionally-enhanced; f = free-range)

**Labor Day 2017  
SHELL EGGS**

State	Supermarket	Label	Weight Class					Color		Pack Size					Caged	Cage-Free					Specialty		K E Y	Conditions					
			JM	XL	LG	MD	SM	WH	BR	6	12	18	20	30		barn/ aviary	free range	pasture	organic	pasture organic	Ω-3	veg- fed							
<b>SOUTHEASTERN U.S. - AL,FL,GA,KY,MS,NC,SC,TN,VA,WV</b>																													
AL	Bruce's Foodland	Freshland			•			•			•				1.25														4 for \$5.00
	Dollar General Mkt	n/i			•			•			•				1.00														
	Gateway Foodland	Freshland			•			•			•				0.99														
	Ingle's Market	Nellie's			•			•			•									2.98									
		Laura Lynn			•			•			•									3.28									
	Kroger Atlanta	Simple Truth			•			•			•					2.50													2 for \$5.00
	Kroger Nashville	Simple Truth			•			•			•					2.50													2 for \$5.00
	Piggly Wiggly HAC	Best Choice			•			•			•					0.99													
	Piggly Wiggly Hchn	Eggland's Best	•					•			•												1.79						
	Sprout's Market	Handsome Brook			•			•			•											4.99							
		The Happy Egg			•			•			•																	f	
	Target	Simply Balanced			•			•			•																		
Vowell's Market	n/i			•			•			•					0.88				3.19										
Winn-Dixie	Nellie's			•			•			•									2.99										
	Pete & Gerry's			•			•			•																	f		
	Eggland's Best			•			•			•												2.50					2 for \$5.00		
FL	Bravo of FL	Eggland's Best			•			•			•																	n	
	Dollar General Mkt	n/i			•			•			•				1.00														
	Harris Teeter	Harris Teeter			•			•			•								3.50								2 for \$7.00		
		Harris Teeter			•			•			•											3.99							
		Nest Fresh			•			•			•																		
		Organic Valley	•					•			•													4.99					
		Nellie's			•			•			•																		
	Piggly Wiggly Hchn	Eggland's Best	•					•			•																1.79		
	Sabor Tropical	n/i				•			•		•				0.68														
	Safeway Florida	O Organics			•			•			•																		
		Lucerne			•			•			•																		
		Eggland's Best			•			•			•																2.49		
	Sedano's	4 Grain			•			•			•																v		
	Sprout's Market	Handsome Brook			•			•			•																		
		The Happy Egg			•			•			•																f		
Target	Simply Balanced			•			•			•																			
Winn-Dixie	Nellie's			•			•			•																			
	Pete & Gerry's			•			•			•																f			
	Eggland's Best			•			•			•																2.50			
				•			•			•																2 for \$5.00			

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

**Labor Day 2017**

Prices in \$US per unit, effective August 23-September 04, 2017

**SHELL EGGS**

(KEY: v = vegetarian-fed; n = nutritionally-enhanced; f = free-range)

State	Supermarket	Label	Weight Class					Color		Pack Size					Caged	Cage-Free					Specialty		K E Y	Conditions					
			JM	XL	LG	MD	SM	WH	BR	6	12	18	20	30		barn/ aviary	free range	pasture	organic	pasture organic	Ω-3	veg- fed							
GA	Bi-Lo	Eggland's Best	•					•			•											2.99							
		Eggland's Best			•			•			•											2.00						2 for \$4.00	
		Land O Lakes			•				•		•													2.99					
		Nellie's			•				•		•																		
		Pete & Gerry's			•				•		•																f		
		Dollar General Mkt	n/i			•			•		•					1.00													
		Food City	The Happy Egg			•				•		•																	
		Food Lion	Eggland's Best			•			•		•																		
		Harris Teeter	Harris Teeter			•				•				•				3.50											2 for \$5.00
			Harris Teeter			•				•				•			0.99												2 for \$7.00
			Nest Fresh			•				•		•																	
			Organic Valley			•				•		•																	
			Nellie's			•				•		•																	
		IGA Food Stores	KJ Farms			•				•		•					1.25												5 for \$4.00
		Ingle's Market	Nellie's			•				•		•																	
			Laura Lynn			•				•		•																	
		Kroger Atlanta	Simple Truth			•				•		•						2.50											2 for \$5.00
		Piggly Wiggly HAC	Best Choice			•				•		•					0.99												
		Piggly Wiggly Hchn	Eggland's Best			•				•		•																	
		Sprout's Market	Handsome Brook			•				•		•																	
	The Happy Egg			•				•		•																			
Target	Simply Balanced			•				•		•																			
Wayfield's	P&R				•			•		•					0.69														
Winn-Dixie	Nellie's			•				•		•																			
	Pete & Gerry's			•				•		•																			
	Eggland's Best			•				•		•																	2 for \$5.00		
KY	Dollar General Mkt	n/i			•			•		•					1.00														
		E. W. James	Eggland's Best			•			•		•																		2 for \$4.00
		Food City	The Happy Egg			•			•		•																		
		Food Lion	Eggland's Best			•			•		•																		2 for \$5.00
		Foodland	Essential Everyday				•		•		•					0.58													
		Fresh Thyme	Fresh Thyme			•				•		•						2.50											2 for \$5.00
			Mom's Best			•				•		•						2.50											2 for \$5.00
		Kroger Cincinnati	Simple Truth			•			•		•							2.50										2 for \$5.00	
		Kroger Delta	Simple Truth			•			•		•							2.50										2 for \$5.00	
		Kroger Louisville	Simple Truth			•			•		•							2.50										2 for \$5.00	

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Labor Day 2017

SHELL EGGS

State	Supermarket	Label	Weight Class					Color		Pack Size					Caged	Cage-Free					Specialty		KEY	Conditions			
			JM	XL	LG	MD	SM	WH	BR	6	12	18	20	30		barn/aviary	free range	pasture	organic	pasture organic	Ω-3	veg-fed					
KY (cont)	Kroger MdAtlantic	Simple Truth			•				•		•					2.50										2 for \$5.00	
	Kroger Nashville	Simple Truth			•			•		•						2.50										2 for \$5.00	
	Meijer	True Goodness		•				•		•								5.49								2 for \$6.00	
	Meijer	True Goodness		•				•		•						3.00										2 for \$6.00	
	Piggly Wiggly Hchn	Eggland's Best		•				•		•										1.79						2 for \$4.00	
	Remke Markets	Eggland's Best			•			•		•										2.00						2 for \$4.00	
	SuperVALU Stores	Essential Everyday			•			•		•					0.88												
	Target	Simply Balanced			•			•		•						3.19			3.19								
MS	Dollar General Mrkt	n/i			•			•		•					1.00											2 for \$5.00	
	Kroger Delta	Simple Truth			•			•		•						2.50										2 for \$5.00	
	Piggly Wiggly Hchn	Eggland's Best		•				•		•										1.79						2 for \$5.00	
	Target	Simply Balanced			•			•		•						3.19		3.19								2 for \$5.00	
	Vowell's Market	n/i			•			•		•					0.88										f	2 for \$5.00	
	Winn-Dixie	Nellie's			•			•		•								2.99								2 for \$5.00	
		Pete & Gerry's			•			•		•										3.99						2 for \$5.00	
		Eggland's Best			•			•		•										2.50						2 for \$5.00	
NC	Bi-Lo	Eggland's Best	•					•		•										2.99						2 for \$5.00	
		Eggland's Best			•			•		•										2.00						2 for \$4.00	
		Land O Lakes			•			•		•												2.99					2 for \$4.00
		Nellie's			•			•		•								2.99								2 for \$4.00	
		Pete & Gerry's			•			•		•																2 for \$4.00	
	Carlie C's IGA	Carlie C's				•		•		•					BOGO											2 for \$4.00	
	Dollar General Mrkt	n/i			•			•		•					1.00											2 for \$4.00	
	Food Lion	Eggland's Best			•			•		•										2.50						2 for \$5.00	
	Great Valu Market	Land O Lakes			•			•		•												2.00				2 for \$4.00	
	H-Mart	Today's Farm			•			•		•					2.00											2 for \$4.00	
		Today's Farm			•			•		•					1.28												2 for \$4.00
	Harris Teeter	Harris Teeter			•			•		•						3.50										2 for \$7.00	
		Harris Teeter			•			•		•						0.99											2 for \$7.00
		Nest Fresh			•			•		•								3.99									2 for \$7.00
		Organic Valley			•			•		•																	2 for \$7.00
		Nellie's			•			•		•											3.99						2 for \$7.00
IGA Food Stores	KJ Farms			•			•		•					1.25												5 for \$4.00	
Ingle's Market	Nellie's			•			•		•																	5 for \$4.00	
	Laura Lynn			•			•		•																	5 for \$4.00	
Kroger MdAtlantic	Simple Truth			•			•		•											2.50						2 for \$5.00	



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

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Labor Day 2017

SHELL EGGS

State	Supermarket	Label	Weight Class					Color		Pack Size					Caged	Cage-Free					Specialty		KEY	Conditions							
			JM	XL	LG	MD	SM	WH	BR	6	12	18	20	30		barn/aviary	free range	pasture	organic	pasture organic	Ω-3	veg-fed									
NC <i>(cont)</i>	Lowe's Foods	Eggland's Best		•				•				•												3.99							
	Sprout's Market	Handsome Brook				•						•													4.99						
	Target	The Happy Egg Simply Balanced				•						•				3.19									BOGO 3.19		f				
SC	Bi-Lo	Eggland's Best	•					•				•													2.99						
		Eggland's Best				•						•													2.00			2 for \$4.00			
		Land O Lakes				•						•														2.99					
		Nellie's				•						•																			
		Pete & Gerry's				•						•																			
	Dollar General Mkt	n/i				•						•			1.00																
	Food Lion	Eggland's Best				•						•													2.50			2 for \$5.00			
	Harris Teeter	Harris Teeter				•						•				3.50													2 for \$7.00		
		Harris Teeter				•						•			0.99																
		Nest Fresh				•						•							3.99												
		Organic Valley			•							•																			
		Nellie's				•						•																			
	IGA Food Stores	KJ Farms				•						•			1.25															5 for \$4.00	
	Ingle's Market	Nellie's				•						•																			
		Laura Lynn				•						•																			
Kroger Atlanta	Simple Truth				•						•				2.50														2 for \$5.00		
Lowe's Foods	Eggland's Best			•							•														3.99						
Target	Simply Balanced				•						•				3.19																
TN	Chappell's	Freshland				•						•			0.99																
	Dollar General Mkt	n/i				•						•			1.00																
	E. W. James	Eggland's Best			•							•													2.00			2 for \$4.00			
	Food City	The Happy Egg				•						•							2.49												
	Food Country	Food Country				•						•			0.77																
	Food Lion	Eggland's Best				•						•													2.50			2 for \$5.00			
	Ingle's Market	Nellie's				•						•																			
		Laura Lynn				•						•																			
	Kroger Delta	Simple Truth				•						•				2.50													2 for \$5.00		
	Kroger MdAtlantic	Simple Truth				•						•				2.50													2 for \$5.00		
	Kroger Nashville	Simple Truth				•						•				2.50													2 for \$5.00		
Osborne's	Eggland's Best			•							•													2.29							
	Best Choice				•						•				0.69														limit 6		

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

**Labor Day 2017  
SHELL EGGS**

Prices in \$US per unit, effective August 23-September 04, 2017

(KEY: v = vegetarian-fed; n = nutritionally-enhanced; f = free-range)

State	Supermarket	Label	Weight Class					Color		Pack Size					Caged	Cage-Free					Specialty		K E Y	Conditions			
			JM	XL	LG	MD	SM	WH	BR	6	12	18	20	30		barn/ aviary	free range	pasture	organic	pasture organic	Ω-3	veg- fed					
TN <i>(cont)</i>	Sprout's Market	Handsome Brook			•				•		•																
		The Happy Egg			•				•		•															f	
	Target Tietgen's	Simply Balanced			•				•		•																
		Eggland's Best		•					•		•																
		Best Choice			•				•		•																limit 6
VA	Associated	The Farmer's Hen			•				•		•															v	
		The Farmer's Hen			•				•		•																v
		Eggland's Best			•				•		•																n
		Eggland's Best			•				•		•																n
		Eggland's Best			•				•		•																n
		Nature's Yolk			•				•		•																
	Dollar General Mkt	n/i			•				•		•																
					•				•		•																
	Food City	The Happy Egg			•				•		•																
					•				•		•																
	Food Country	Food Country				•			•		•																
					•				•		•																
	Food Lion	Eggland's Best			•				•		•																
					•				•		•																
	Giant Foods	Nellie's			•				•		•																
					•				•		•																
	H-Mart	Pete & Gerry's			•				•		•																f
					•				•		•																
	H-Mart	Land O Lakes			•				•		•																
					•				•		•																
	H-Mart	Today's Farm				•			•		•																
					•				•		•																
Harris Teeter	Today's Farm			•				•		•																	
				•				•		•																	
Harris Teeter	Harris Teeter			•				•		•																	
				•				•		•																	
Harris Teeter	Harris Teeter			•				•		•																	
				•				•		•																	
Harris Teeter	Nest Fresh			•				•		•																	
				•				•		•																	
Harris Teeter	Organic Valley		•					•		•																	
			•					•		•																	
Ingle's Market	Nellie's			•				•		•																	
				•				•		•																	
Ingle's Market	Nellie's			•				•		•																	
				•				•		•																	
Ingle's Market	Laura Lynn			•				•		•																	
				•				•		•																	
Kroger MdAtlantic	Simple Truth			•				•		•																	
				•				•		•																	
Lowe's Foods	Eggland's Best		•					•		•																	
			•					•		•																	
Martin's Food	Nellie's			•				•		•																	
				•				•		•																	
Martin's Food	Pete & Gerry's			•				•		•																	
				•				•		•																	
Martin's Food	Land O Lakes			•				•		•																	
				•				•		•																	
Price Rite	ShopRite			•				•		•																	
				•				•		•																	
Price Rite	ShopRite			•				•		•																	
				•				•		•																	
Safeway Eastern	O Organics			•				•		•																	
				•				•		•																	
Safeway Eastern	Lucerne			•				•		•																	
				•				•		•																	
Safeway Eastern	Eggland's Best			•				•		•																	
				•				•		•																	

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

**Labor Day 2017  
SHELL EGGS**

Prices in \$US per unit, effective August 23-September 04, 2017

(KEY: v = vegetarian-fed; n = nutritionally-enhanced; f = free-range)

State	Supermarket	Label	Weight Class					Color		Pack Size					Caged	Cage-Free					Specialty		K E Y	Conditions				
			JM	XL	LG	MD	SM	WH	BR	6	12	18	20	30		barn/ aviary	free range	pasture	organic	pasture organic	Ω-3	veg- fed						
VA (cont)	Target	Simply Balanced			•				•		•					3.19			3.19									
	Wegman's	Wegman's			•			•		•					1.29													
		Wegman's			•			•			•				1.93													
		Wegman's			•			•		•					0.75													
	Wegman's	Wegman's		•				•							2.23													
	(continued)	Wegman's		•				•							1.49													
		Wegman's			•			•							1.69													
	Weis Markets	Eggland's Best			•			•													2.50						2 for \$5.00	
	Weis			•			•							0.88														
WV	Dollar General Mkt	n/i			•			•		•					1.00													
	Foodland	Essential Everyday				•		•							0.58													
	Food Lion	Eggland's Best			•			•												2.50							2 for \$5.00	
	Giant Eagle	Nature's Basket			•			•										3.50									2 for \$7.00	
	Kroger Columbus	Simple Truth			•			•							2.50												2 for \$5.00	
	Kroger MdAtlantic	Simple Truth			•			•							2.50												2 for \$5.00	
	Martin's Food	Nellie's			•			•									2.99											
		Pete & Gerry's			•			•											3.99									
		Land O Lakes			•			•														2.50						2 for \$5.00
	Target	Simply Balanced			•			•								3.19			3.19									
	Weis Markets	Eggland's Best			•			•													2.50							2 for \$5.00
	Weis			•			•							0.88														

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

Prices in \$US per unit, effective August 23-September 04, 2017

(KEY: v = vegetarian-fed; n = nutritionally-enhanced; f = free-range)

**Labor Day 2017  
SHELL EGGS**

State	Supermarket	Label	Weight Class					Color		Pack Size					Caged	Cage-Free					Specialty		K E Y	Conditions							
			JM	XL	LG	MD	SM	WH	BR	6	12	18	20	30		barn/ aviary	free range	pasture	organic	pasture organic	Ω-3	veg- fed									
<b>MIDWESTERN U.S. - IA,IL,IN,MI,MN,ND,NE,OH,SD,WI</b>																															
IA	AW Grocers	Best Choice			•			•			•				0.98																
	Fareway	Country Lane		•				•			•				0.99																
		Country Daybreak			•			•			•				0.88																
	Fresh Thyme	Fresh Thyme			•			•			•					2.50													2 for \$5.00		
		Mom's Best			•			•			•					2.50														2 for \$5.00	
	Hy-Vee	HealthMart			•			•			•												3.29								
		Hy-Vee			•			•			•		•		1.29																
	Jewel-Osco	Nellie's			•			•			•						2.99														
		Eggland's Best			•			•			•															BOGO					
		Eggland's Best			•			•			•															3.49					
		Blue Sky			•			•			•													4.49	5.99						
		Blue Sky			•			•			•						4.49													v	
	Natural Grocers	Natural Grocers			•			•			•						1.99														
Price Chopper	Eggland's Best			•			•			•		•														3.49					
Super Saver	Best Choice			•			•			•				0.68															limit 3		
Target	Simply Balanced			•			•			•					3.19																
IL	Angelo Caputo	Eggland's Best			•			•			•															2.50				2 for \$5.00	
	Berkot's	Dutch Farms			•			•			•				0.79												1.99				
	Brookhaven	Eggland's Best			•			•			•																				
	Butera's Market	n/i			•			•			•				0.89																
	Cermak's	Dutch Farms		•				•			•				0.99																
	Cub Foods	Cub			•			•			•				0.59															limit 2	
		Wild Harvest			•			•			•															3.99					
	Dierberg's	Nellie's			•			•			•						2.99														
	Fairplay Foods	Dutch Farms			•			•			•		•		0.99															limit 1	
	Fareway	Country Lane		•				•			•				0.99																
		Country Daybreak			•			•			•				0.88																
	Fresh Thyme	Fresh Thyme			•			•			•					2.50														2 for \$5.00	
		Mom's Best			•			•			•					2.50															2 for \$5.00
	Garden Fresh	Dutch Farms		•				•			•				0.99																
	Heinen's	Nellie's			•			•			•						2.99														
	Hy-Vee	HealthMart			•			•			•														3.29						
	Hy-Vee			•			•			•		•		1.29																	
Jewel-Osco	Nellie's			•			•			•						2.99															
	Eggland's Best			•			•			•																BOGO					







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

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Labor Day 2017

SHELL EGGS

State	Supermarket	Label	Weight Class					Color		Pack Size					Caged	Cage-Free					Specialty		KEY	Conditions				
			JM	XL	LG	MD	SM	WH	BR	6	12	18	20	30		barn/aviary	free range	pasture	organic	pasture organic	Ω-3	veg-fed						
NE (cont)	Fareway	Country Lane		•				•			•				0.99													
		Country Daybreak			•			•			•				0.88													
	Fresh Thyme	Fresh Thyme			•				•		•					2.50												2 for \$5.00
		Mom's Best			•				•		•				2.50													2 for \$5.00
	Hy-Vee	HealthMart			•				•		•																	
		Hy-Vee			•				•			•			1.29													
	Natural Grocers Safeway Denver	Natural Grocers			•				•		•																	
		Open Nature			•				•		•				4.49													
	Super Saver	Eggland's Best			•				•		•																	
			Pete & Gerry's			•				•		•																
Best Choice					•				•		•				0.68													
Target	Simply Balanced			•				•		•				3.19														
OH	Acme Fresh Mrkt	Eggland's Best			•			•		•																	2 for \$4.00	
		Full Circle			•			•		•																		2 for \$4.00
	Buehler's	Sauder's			•				•		•				2.00													2 for \$4.00
		Sauder's			•				•		•																	2 for \$4.00
	Dollar General Mrkt	n/i			•			•		•				1.00														
	Fresh Thyme	Fresh Thyme			•				•		•				2.50													2 for \$5.00
		Mom's Best			•				•		•				2.50													2 for \$5.00
	Geyer's	Essential Everyday			•				•		•				0.50													2 for \$5.00; limit 2
		Essential Everyday			•				•		•				0.99													
	Giant Eagle	Nature's Basket			•				•		•																2 for \$7.00	
	Heinen's	Nellie's			•				•		•																	
	Kroger Central	Simple Truth			•				•		•				1.99													
	Kroger Cincinnati	Simple Truth			•				•		•				2.50												2 for \$5.00	
	Kroger Columbus	Simple Truth			•				•		•				2.50												2 for \$5.00	
	Kroger MdAtlantic	Simple Truth			•				•		•				2.50												2 for \$5.00	
	Marc's	Hillandale		•					•		•																	
		Hillandale			•				•		•				0.79													
	Meijer	True Goodness			•				•		•																	
		Meijer			•				•		•				3.00													2 for \$6.00
	Remke Markets	Eggland's Best			•				•		•																2 for \$4.00	
SuperVALU Stores	Essential Everyday			•				•		•				0.88														
Target	Simply Balanced			•				•		•				3.19														







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

Prices in \$US per unit, effective August 23-September 04, 2017

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Labor Day 2017

SHELL EGGS

State	Supermarket	Label	Weight Class					Color		Pack Size					Caged	Cage-Free					Specialty		K E Y	Conditions					
			JM	XL	LG	MD	SM	WH	BR	6	12	18	20	30		barn/ aviary	free range	pasture	organic	pasture organic	Ω-3	veg- fed							
			CO	Albertsons Mntn	O Organics			•				•										3.50							
		Eggland's Best			•			•																				2 for \$6.00	
	AW Grocers	Best Choice			•			•							0.98														
	Associated Stores	Western Family			•			•							1.29														
		Western Family			•			•							0.49													limit 2	
	King Soopers	Simple Truth			•			•							2.50													2 for \$5.00	
	Natural Grocers	Natural Grocers			•			•									1.99		2.99										
	Ridley's	Western Family			•			•							1.27														
		Oakdell				•		•																				60-pack @\$3.47	
	Safeway Denver	Open Nature			•			•							4.49														
		Eggland's Best			•			•																					
		Pete & Gerry's			•			•																					
	Sprout's Market	Handsome Brook			•			•																4.99				n f	
		The Happy Egg			•			•																					
	Target	Simply Balanced			•			•																					
					•			•							3.19														
KS	Apple Markets	Best Choice			•			•							0.98														
	AW Grocers	Best Choice			•			•							0.98														
	Dillon's	Simple Truth			•			•							2.50														2 for \$5.00
	Dollar General Mkt	n/i			•			•							1.00														
	Food Pyramid	Best Choice		•				•							2.29														
	G&W Foods	Eggland's Best			•			•							2.69														
		Eggland's Best			•			•																					
		Best Choice			•			•							1.39														
	Hy-Vee	HealthMart			•			•																					
		Hy-Vee			•			•							1.29														
	Natural Grocers	Natural Grocers			•			•									1.99		2.99										
	Price Chopper	Eggland's Best			•			•																					
	Sprout's Market	Handsome Brook			•			•																					
		The Happy Egg			•			•																					
	Sun Fresh	n/i			•			•							0.79														
	Target	Simply Balanced			•			•																					
		Land O Lakes			•			•																					
		Best Choice			•			•							1.50														
LA	Albertsons Houston	Nellie's			•			•																					
		Farmhouse			•			•																					
		Eggland's Best			•			•																					
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**U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS**

**Labor Day 2017  
SHELL EGGS**

Prices in \$US per unit, effective August 23-September 04, 2017

(KEY: v = vegetarian-fed; n = nutritionally-enhanced; f = free-range)

State	Supermarket	Label	Weight Class					Color		Pack Size					Caged	Cage-Free					Specialty		K E Y	Conditions					
			JM	XL	LG	MD	SM	WH	BR	6	12	18	20	30		barn/ aviary	free range	pasture	organic	pasture organic	Ω-3	veg- fed							
LA (cont)	Albertsons Houston (continued)	Lucerne			•			•				•			1.49												limit 2		
		Pete & Gerry's			•			•				•														f			
	Brookshire's	Brookshire's			•			•				•			1.25												4 for \$5.00		
	Dollar General Mkt	n/i			•			•				•			1.00														
	Kroger Texas	Simple Truth			•			•				•				2.50											2 for \$5.00		
	Shopper's Value	n/i				•		•				•			0.88														
		n/i				•		•					•		1.98														
	Target	Simply Balanced			•			•					•			3.19													
	Winn-Dixie	Nellie's			•			•					•					2.99											
	Pete & Gerry's			•			•					•														f			
	Eggland's Best			•			•					•												2.50			2 for \$5.00		
MO	Apple Markets	Best Choice			•			•				•			0.98														
	C&R Supermarket	Best Choice			•			•				•			0.98														
	Dierberg's	Nellie's			•			•				•					2.99												
	Food Pyramid	Best Choice		•				•				•			2.29														
	Fresh Thyme	Fresh Thyme			•			•				•			2.50												2 for \$5.00		
		Mom's Best			•			•					•		2.50													2 for \$5.00	
	G&W Foods	Eggland's Best			•			•				•			2.69												n		
		Eggland's Best			•			•					•											2.39					
		Best Choice			•			•					•		1.39														
	Gerbe's	Simple Truth			•			•				•				2.50												2 for \$5.00	
	Harter House	Best Choice			•			•				•			0.89														
	Hy-Vee	HealthMart			•			•				•													3.29				
		Hy-Vee			•			•					•		1.29														
	Kroger Central	Simple Truth			•			•				•			1.99														
	Kroger Delta	Simple Truth			•			•				•			2.50													2 for \$5.00	
	Natural Grocers	Natural Grocers			•			•				•					1.99												
	Prenger Foods	Best Choice			•			•				•			0.98														
	Price Chopper	Eggland's Best			•			•					•													3.49			
	Shop'n Save	Shopper's Value				•		•					•		1.49														
		Wild Harvest			•			•					•														3.79		
Sprout's Market	Handsome Brook			•			•					•												4.99					
	The Happy Egg			•			•					•														f			
Sun Fresh	n/i			•			•					•		0.79													limit 1		
Target	Simply Balanced			•			•					•			3.19														

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Labor Day 2017

SHELL EGGS

State	Supermarket	Label	Weight Class					Color		Pack Size					Caged	Cage-Free					Specialty		KEY	Conditions				
			JM	XL	LG	MD	SM	WH	BR	6	12	18	20	30		barn/aviary	free range	pasture	organic	pasture organic	Ω-3	veg-fed						
MO (cont)	Wood's	Land O Lakes Best Choice			•			•	•		•				1.50									2.49		2 for \$3.00		
NM	Albertsons SW	Lucerne			•			•	•		•				0.49											limit 2		
		Lucerne			•			•	•		•				1.59													
		Lucerne			•			•	•		•				1.25												4 for \$5.00	
		Open Nature			•			•	•		•						3.00											
		O Organics			•			•	•		•								3.00									
	Basha's El Super	Farm Fresh			•			•	•		•				0.99												limit 2	
		n/i			•			•	•		•				1.99													
		n/i			•			•	•		•				0.87													
	King Soopers	Simple Truth			•			•	•		•				2.50												2 for \$5.00	
	Natural Grocers	Natural Grocers			•			•	•		•						1.99			2.99								
	Safeway Denver	Open Nature			•			•	•		•				4.49													
		Eggland's Best			•			•	•		•									2.99						n		
		Pete & Gerry's			•			•	•		•									4.49						f		
Simple Truth				•			•	•		•				2.50												2 for \$5.00		
Handsome Brook				•			•	•		•									4.99									
Smith's Food	Simple Truth			•			•	•		•				2.50														
Sprout's Market	Handsome Brook			•			•	•		•																		
	The Happy Egg			•			•	•		•																		
Target	Simply Balanced			•			•	•		•				3.19														
OK	Dollar General Mkt	n/i			•			•	•		•			1.00														
	Food Pyramid	Best Choice		•				•	•		•				2.29													
	Homeland	Best Choice			•			•	•		•				0.99													
	Natural Grocers	Natural Grocers			•			•	•		•						1.99		2.99									
	Sprout's Market	Handsome Brook			•			•	•		•									4.99								
		The Happy Egg			•			•	•		•															f		
	Super C Mart	Eggland's Best			•			•	•		•												1.99					
	Target	Simply Balanced			•			•	•		•				3.19													
United of OK	Best Choice			•			•	•		•				0.99														
TX	Albertsons Houston	Nellie's			•			•	•		•																	
		Farmhouse			•			•	•		•					2.99		2.99										
		Eggland's Best			•			•	•		•												1.49				limit 2	
		Lucerne			•			•	•		•				1.49												limit 2	
	Albertsons SW	Pete & Gerry's			•			•	•		•																	
		Lucerne			•			•	•		•				0.49													limit 2
		Lucerne			•			•	•		•				1.59													
	Lucerne			•			•	•		•				1.25												4 for \$5.00		











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

**Labor Day 2017  
SHELL EGGS**

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State	Supermarket	Label	Weight Class					Color		Pack Size					Caged	Cage-Free					Specialty		K E Y	Conditions		
			JM	XL	LG	MD	SM	WH	BR	6	12	18	20	30		barn/ aviary	free range	pasture	organic	pasture organic	Ω-3	veg- fed				
			<b>NV</b>	Grocery Outlet	Pete & Gerry's				•				•												2.00	
(cont)	Natural Grocers	Natural Grocers			•					•									2.99		1.99					
	Raley's	Raley's			•					•						2.99										
	Ridley's	Western Family			•			•				•														
		Oakdell				•		•							1.27											60-pack @\$3.47
	Safeway NorCal	The Happy Egg			•					•									4.99					f		
		Lucerne			•			•				•														2 for \$5.00
		O Organics			•					•									5.00							
		Open Nature			•					•			•			5.99										
	Save Mart	Barnstar			•					•						2.50										2 for \$5.00
		Market Essentials			•			•				•				1.67										3 for \$5.00
	Scolari's	Willamette			•			•				•				1.50										2 for \$3.00
	Smart & Final	First Street			•			•				•				0.49										w/ coupon
	Smith's Food	Simple Truth			•					•																2 for \$5.00
	Sprout's Market	Handsome Brook			•					•												4.99				
		The Happy Egg			•					•									BOGO					f		
	Target	Simply Balanced			•					•						3.19			3.19							

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

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Labor Day 2017

SHELL EGGS

State	Supermarket	Label	Weight Class					Color		Pack Size					Caged	Cage-Free					Specialty		KEY	Conditions			
			JM	XL	LG	MD	SM	WH	BR	6	12	18	20	30		barn/aviary	free range	pasture	organic	pasture organic	Ω-3	veg-fed					
<b>NORTHWESTERN U.S. - AK,ID,MT,OR,WA,WY</b>																											
AK	AC Value Center	Essential Everyday			•			•			•				1.50												2 for \$3.00
	Alaskan & Proud	Western Family			•			•			•				BOGO												
		Western Family			•			•			•				2.69												
	IGA Hometown	IGA			•			•			•				1.39												
	Meyers Group IGA	IGA			•			•			•				1.39												
	Sitka Seamart	Wilcox			•				•			•									5.49						
ID	Albertsons Mntn	O Organics			•			•			•															2 for \$7.00	
		Eggland's Best			•			•			•												3.00			2 for \$6.00	
	Associated Stores	Western Family			•			•			•				1.29												
		Western Family			•			•			•				0.49											limit 2	
	Grocery Outlet	Pete & Gerry's				•			•		•										2.00					2 for \$4.00	
	IGA Markets	IGA			•			•			•				1.19												
	Natural Grocers	Natural Grocers			•			•			•										1.99						
	Ridley's	Western Family			•			•			•				1.27												
		Oakdell				•			•			•														60-pack @\$3.47	
	Rosauer's	Huckleberry			•			•			•																
	Smith's Food	Simple Truth			•			•			•										2.50					2 for \$5.00	
	Stokes Market	Western Family			•			•			•				1.29												
	Oakdell				•			•			•														60-pak @ \$2.99		
Target	Simply Balanced			•			•			•										3.19							
MT	Albertsons Mntn	O Organics			•			•			•															2 for \$7.00	
		Eggland's Best			•			•			•												3.00			2 for \$6.00	
	Associated Stores	Western Family			•			•			•				1.29												
		Western Family			•			•			•				0.49											limit 2	
	IGA Markets	IGA			•			•			•				1.19												
	Natural Grocers	Natural Grocers			•			•			•										1.99						
	Reynold's	Western Family			•			•			•				1.39												
		Oakdell				•			•			•														60-pak @ \$2.99	
	Rosauer's	Huckleberry			•			•			•																
	Smith's Food	Simple Truth			•			•			•										2.50					2 for \$5.00	
	Stokes Market	Western Family			•			•			•				1.29												
		Oakdell				•			•			•														60-pak @ \$2.99	
SuperVALU Stores	Essential Everyday			•			•			•				0.88													
Target	Simply Balanced			•			•			•										3.19							



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

**Labor Day 2017  
SHELL EGGS**

Prices in \$US per unit, effective August 23-September 04, 2017

(KEY: v = vegetarian-fed; n = nutritionally-enhanced; f = free-range)

State	Supermarket	Label	Weight Class					Color		Pack Size					Caged	Cage-Free					Specialty		K E Y	Conditions				
			JM	XL	LG	MD	SM	WH	BR	6	12	18	20	30		barn/ aviary	free range	pasture	organic	pasture organic	Ω-3	veg- fed						
			<b>WY</b>	IGA Markets	IGA			•			•		•					1.19										
(cont)	King Soopers	Simple Truth			•			•		•					2.50													2 for \$5.00
	Natural Grocers	Natural Grocers			•			•		•							1.99			2.99								
	Ridley's	Western Family			•			•				•		1.27														
		Oakdell				•		•																				60-pack @\$3.47
	Safeway Denver	Open Nature			•			•				•			4.49													
		Eggland's Best			•			•				•								2.99						n		
		Pete & Gerry's			•			•				•								4.49						f		
	Smith's Food	Simple Truth			•			•				•			2.50													2 for \$5.00