



United States
Department of
Agriculture

Agricultural
Marketing
Service

Livestock and
Poultry Program

Agricultural
Analytics
Division

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

Labor Day 2018

Advertised Prices effective through September 03, 2018



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.

Chicken Cuts

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..... | 04 |
| Southeast | 20 |
| Midwest | 33 |
| South Central..... | 47 |
| Southwest..... | 58 |
| Northwest | 61 |

Fresh Pork Ribs, Chops, Cuts, and Sausage

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

| | |
|--------------------|-----|
| Northeast..... | 66 |
| Southeast | 81 |
| Midwest | 98 |
| South Central..... | 118 |
| Southwest..... | 132 |
| Northwest | 137 |

Beef Steaks and Grinds

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

| | |
|--------------------|-----|
| Northeast..... | 144 |
| Southeast | 162 |
| Midwest | 179 |
| South Central..... | 197 |
| Southwest..... | 210 |
| Northwest | 215 |

Lamb Roasts, Chops, and Grinds

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

| | |
|--------------------|-----|
| Northeast..... | 221 |
| Southeast | 224 |
| Midwest | 225 |
| South Central..... | 226 |
| Southwest..... | 226 |
| Northwest | 227 |

Ground Poultry

Ground turkey and chicken grinds, sausage, and patties.

| | |
|--------------------|-----|
| Northeast..... | 228 |
| Southeast | 235 |
| Midwest | 238 |
| South Central..... | 241 |
| Southwest..... | 243 |
| Northwest | 244 |

Shell Eggs

Caged and Cage-Free Varieties

| | |
|--------------------|-----|
| Northeast..... | 245 |
| Southeast | 254 |
| Midwest | 257 |
| South Central..... | 260 |
| Southwest..... | 262 |
| Northwest | 263 |

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Report Notes and Key to Abbreviations:

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

Code Key:

n/inot identified
BOGOBuy one, get one free
B2GOBuy two get one free
BOG2Buy two get two free
BOG3Buy two get three free
AAntibiotic-free
FFree Range
GGrass-Fed
KKosher
HHalal
LLocally grown or produced
OUSDA Certified Organic
CUSDA Choice
PUSDA Prime
SUSDA Select

Beef Conditions Key:

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

U.S. Regional Definitions:

NortheastCT,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 CentralAR,AZ,CO,KS,LA,MO,NM,OK,TX,UT
SouthwestCA, HI, NV
Northwest.....AK,ID,MT,OR,WA,WY

Lamb Origin Codes:

US United States
AU Australia
NZ New Zealand
IS Iceland
UR Uruguay

Shell Egg Codes:

JBJumbo
XLExtra Large
LGLarge
MDMedium
SMSmall
WHWhite
BRBrown

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.

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

prices in \$US per pound unless otherwise noted.

**Labor Day 2018
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 | |
| NORTHEASTERN U.S. - CT,DC,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT | | | | | | | | | | | | | | | | | | | | |
| CT | ACME Markets | Perdue | A | BOGO | | BOGO | | | | | | BOGO | | BOGO | | | | | | |
| | | Lancaster Brand | | BOGO | | BOGO | | | | | | BOGO | | BOGO | | | | | | |
| | Adams IGA | Springer Mountain | A | | | | | | | | | 1.69 | | 1.69 | | | | | | |
| | | Adams | A | | | | | | | | | 1.69 | | 1.69 | | | | | | |
| | | Farm Fresh | | | | | 1.79 | | | | | | | | | | | | | |
| | AF Basket | Farm Fresh | | | | | | | | | | 0.99 | | 0.99 | | | | | | |
| | | Perdue | A | | | | | | | | | | | | | 0.99 | | | | |
| | AG New England | n/i | | | 1.69 | | | | | 2.49 | | | | | | | | | | |
| | ALDI | n/i | | | 1.69 | | 1.69 | | | | | | | | | | | | | |
| | Best Market | n/i | | | 1.67 | | | | 0.97 | | | | | 0.87 | | 0.87 | | | | |
| | | Farmer Focus | O | 5.99 | | | | | | | | 3.99 | | 2.99 | | | | | | |
| | Big Y | Big Y | | 3.69 | | | | | | | | | | | | | | | | |
| | | Big Y | A | 6.99 | | | | | | | | | | | | | | | | |
| | Cherry Valley | Perdue | A | | | | | | | | | 1.29 | | 1.29 | | | | | | |
| | | Cherry Valley | A | 2.99 | | | | | | | | | | | | | | | | |
| | | Harvestland | A | | | 3.99 | | | | | | | | | | | | | | |
| | Compare Foods | Farm Fresh | | | 1.99 | | | | | | | | | | | | | | | |
| | | Perdue | A | | | | | | | | | | | | | | 0.79 | | | |
| | | Harvestland | O | 7.99 | | | | | | | | | | | | | | | | |
| | | Harvestland | A | | | 3.99 | | | | | | | | | | | | | | |
| | | Springer Mountain | A | 4.99 | | | | | | | | | | | | | | | | |
| | C-Town | Perdue | A | | | | | | | | | | | | | | 0.49 | | | |
| | Fairway Market | Murray's | A | | | | | | | | | | 0.99 | | 0.99 | 0.99 | | | | |
| | | n/i | | | 1.99 | | | | | | | | | | | | | | | |
| | Food Bazaar | n/i | A | | 1.99 | | 2.99 | | | | | | | | | | | | | |
| | | n/i | | | | | | | | 2.99 | | | | | 0.99 | | | | | |
| | Geissler's | n/i | | | | | 1.79 | | | | | | | | | | | | | |
| | | Geissler's | A | | | | | | | | | 1.69 | | 1.69 | | | | | | |
| | | Perdue | A | | | | | | | | | | 0.99 | | 0.99 | | | | | |
| | IGA Stores N.Eng | n/i | | | | | 1.69 | | | | | | | | | | | | | 7.99 |
| | | Springer Mountain | A | | | | | | | | | 1.69 | | 1.69 | | | | | | |
| | Key Food | n/i | | 2.49 | 1.99 | | | | | | | | | | | | | | | |
| | | Perdue | A | 4.49 | 3.99 | | | | | | | 1.69 | 1.49 | 1.69 | 1.49 | | | | | |
| | | Harvestland | A | 5.49 | | | | | | | | 1.99 | | 1.99 | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Labor Day 2018

prices in \$US per pound unless otherwise noted.

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 | | |
| CT <i>(cont)</i> | Key Food <i>(continued)</i> | Coleman | O | 7.99 | | | | | | | | | | 2.69 | | | | | | | |
| | | Nature's Sensation | A | 4.99 | | | | | | | | 1.69 | | | | | | | | | |
| | Kings Food Market | Murray's | A | 4.99 | | | | | | | | | | | | | | | | | |
| | | Market 32 | | | 1.69 | | 1.69 | | | | | | | 1.29 | | 1.29 | | | | | |
| | Price Chopper | Tyson | A | 4.49 | | | | | | | | | | | | | | | | | |
| | | Coleman | O | 6.99 | | | 5.99 | | | | | | | | | | | | | | |
| | | Market 32 | | | 1.69 | | 1.69 | | | | | | | 1.29 | | 1.29 | | | | | |
| | Price Rite | Tyson | A | 4.49 | | | | | | | | | | | | | | | | | |
| | | Coleman | O | 6.99 | | | 5.99 | | | | | | | | | | | | | | |
| | Save-a-Lot | n/i | | | 1.79 | | | | | | | | | 0.89 | | 0.89 | | | | | |
| | | Perdue | A | | | | | | | | 1.99 | | | | | | | | | | |
| | ShopRite | n/i | | | 1.99 | | | | | | | | | | | | | | | | |
| | | n/i | | | 1.99 | | 2.49 | | 1.49 | | | | | 0.99 | | 0.99 | | | | | |
| | Stew Leonard's | ShopRite Kitchen | | | | | | | | | | | | | | | | | | | 5.99 |
| | | Stew's Naked | A | 2.99 | | | | | | | | | | | | | | | | | |
| Stop & Shop | Stop & Shop | | | 1.99 | | | | | | | | | 2.49 | | 0.99 | | 0.99 | | | 6.99 | |
| | Empire | K | 5.99 | | | | | | | | | | | | | | | | | | |
| Trader Joe's | Trader Joe's | O | | | | | | | | | | | | 1.99 | | | | | | | |
| | Tyson | A | | | | | | | | | | 2.27 | | | | | | | | | |
| Walmart | Marketside | A | 4.84 | | | | | | | | | | | | | | | | | | |
| DC | ALDI | n/i | | | 1.69 | | 1.69 | | | | | | | | | | | | | | |
| | Giant Food | Giant | | | 1.99 | | 1.99 | | | | | | | | | | | | | | 6.99 |
| | | Perdue | A | | | | | | | | | | 1.49 | | 1.49 | | 0.99 | | | | |
| | | Nature's Promise | O | 6.99 | | | | | | | | | | | | | | | | | |
| | Harris Teeter | Empire | K | 5.99 | | | | | | | | | | | | | | | | | |
| | | Smart Chicken | O | | | | | | | | | | | 3.49 | | 3.49 | | | | | |
| | Safeway Eastern | Perdue | A | 3.99 | | | | | | | | | | | | | | | | | |
| | | Perdue | A | BOGO | | | | | | | | | | | | | | | | | |
| | | n/i | | | | | | | | | | | | | | | | | | | 4.99 |
| Save-a-Lot | n/i | | | 1.99 | | | | | | | | | | | | | | | | | |
| Trader Joe's | Trader Joe's | O | | | | | | | | | | | | 1.99 | | | | | | | |
| | Tyson | A | | | | | | | | | | 2.27 | | | | | | | | | |
| Walmart | Marketside | A | 4.84 | | | | | | | | | | | | | | | | | | |
| DE | ACME Markets | Perdue | A | BOGO | | BOGO | | | | | | | BOGO | | BOGO | | | | | | |
| | | Lancaster Brand | | BOGO | | BOGO | | | | | | | | BOGO | | BOGO | | | | | |

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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 | | |
| DE (cont) | ALDI | n/i | | | 1.69 | | 1.69 | | | | | | | | | | | | | | |
| | Food Lion | Food Lion | | | | | 1.99 | | 1.49 | | | | | | | | | | | 6.99 | |
| | Fresh Grocer | Tyson | A | | 1.88 | | | | | | | | | | | | | | | | |
| | | Perdue | A | | | | 2.49 | | 1.59 | | | | 0.88 | 0.88 | | | | | | | 4.99 |
| | Giant Food | n/i | | | | | | | | | | | | | | | | | | | 6.99 |
| | | Giant | | | 1.99 | | 1.99 | | | | | | 0.99 | 0.99 | 0.99 | | | | | | |
| | | Perdue | A | | | | | | | | 1.49 | | 1.49 | 1.49 | | | | | | | |
| | Great Valu Market | Nature's Promise | O | | 6.99 | | | | | | | | | | | | | | | | |
| | | Empire | K | | 5.99 | | | | | | | | | | | | | | | | |
| | | Perdue | A | | | | | | | | | | | | | 0.69 | | | | | |
| | Harris Teeter | n/i | | | 1.99 | | | | | | | | | | | | | | | | |
| | | Smart Chicken | O | | | | | | | | | | 3.49 | 3.49 | | | | | | | |
| | IGA Stores NJ/PA | Perdue | A | | 3.99 | | | | | | | | | | | | | | | | |
| | | Perdue | A | | 4.65 | | | | | | | | 1.49 | 0.99 | 1.49 | 0.99 | | | | | |
| | Lidl | n/i | | | | | | | | 1.79 | | | | | 0.89 | | | | | | |
| | Redner's | n/i | | | | | | | | | | | 0.98 | 0.98 | | | | | | | |
| | Safeway Eastern | Perdue | A | | BOGO | | | | | | | | | | | | | | | | |
| | | n/i | | | | | | | | | | | | | | | | | | | 4.99 |
| | Save-a-Lot | n/i | | | 1.99 | | | | | | | | | | | | | | | | |
| | ShopRite | n/i | | | 1.99 | 2.49 | | | 1.49 | | | | | 0.99 | 0.99 | | | | | | |
| ShopRite Kitchen | | | | | | | | | | | | | | | | | | | | 5.99 | |
| ShurSave | n/i | | 2.49 | 1.99 | 2.99 | | | | | | 1.39 | 1.39 | 1.39 | 1.39 | | | | | | | |
| Trader Joe's | Trader Joe's | O | | | | | | | | | | 1.99 | | | | | | | | | |
| Walmart | Tyson | A | | | | | | | | 2.27 | | | | | | | | | | | |
| | Marketside | A | | 4.84 | | | | | | | | | | | | | | | | | |
| Weis Markets | Perdue | A | | 2.98 | | | | | | | | | | | 0.75 | | | | | | |
| MA | Adams IGA | Springer Mountain | A | | | | | | | | | 1.69 | | 1.69 | | | | | | | |
| | | Adams | A | | | | | | | | | 1.69 | | 1.69 | | | | | | | |
| | AF Basket | Farm Fresh | | | | | 1.79 | | | | | | | | | | | | | | |
| | | Perdue | A | | | | | | | | | | 0.99 | 0.99 | | 0.99 | | | | | |
| | AG New England | n/i | | 1.69 | | | | | 2.49 | | | | | | | | | | | | |
| | ALDI | n/i | | 1.69 | | 1.69 | | | | | | | | | | | | | | | |
| | Associated | Perdue | A | | | | | | | | | 0.99 | 0.99 | 0.39 | | | | | | | |
| | Harvestland | O | | 7.99 | | | | | | | | | | | | | | | | | |

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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 | | | |
| MA (cont) | (continued) | Harvestland | A | | | 3.99 | | | | | | | | | | | | | | | | |
| | | Springer Mountain | A | 4.99 | | | | | | | | | | | | | | | | | | |
| | | Big Y | | 3.69 | | | | | | | | | | | | | | | | | | |
| | | Big Y | A | 6.99 | | | | | | | | | | | | | | | | | | |
| | | Crosby's | n/i | | 1.99 | | | | | | | | | | | | | | | | | |
| | | C-Town | Perdue | A | | | | | | | | | | | | | 0.49 | | | | | |
| | | Donelan's | n/i | | 2.99 | | | | | | | | | | | | | | | | | |
| | | Food City Market | n/i | | 1.99 | | | | | | | | | | | | 0.55 | | | | | |
| | | Geissler's | n/i | | | | 1.79 | | | | | | | | | | | | | | | |
| | | Geissler's | A | | | | | | | | | 1.69 | | 1.69 | | | | | | | | |
| | | Perdue | A | | | | | | | | | | 0.99 | | 0.99 | | | | | | | |
| | | Hannaford | Hannaford | | | | | | | 0.99 | | | | | | | | | | | | 6.99 |
| | | Taste of Inspirations | | | | | 2.79 | | | | | | | | | | | | | | | |
| | | Key Food | n/i | | 2.49 | 1.99 | | | | | | | | | | | | | | | | |
| | | Perdue | A | | 4.49 | 3.99 | | | | | | | 1.69 | 1.49 | 1.69 | 1.49 | | | | | | |
| | | Harvestland | A | | 5.49 | | | | | | | | 1.99 | | 1.99 | | | | | | | |
| | | Coleman | O | | 7.99 | | | | | | | | | | 2.69 | | | | | | | |
| | | Nature's Sensation | A | | 4.99 | | | | | | | | 1.69 | | | | | | | | | |
| | | Market 32 | Market 32 | | | 1.69 | | 1.69 | | | | | | | 1.29 | | 1.29 | | | | | |
| | | Tyson | A | | 4.49 | | | | | | | | | | | | | | | | | |
| | | Coleman | O | | 6.99 | | 5.99 | | | | | | | | | | | | | | | |
| | | Market Basket | Market Basket | | | | | | | | | | 0.89 | 0.89 | 0.89 | 0.89 | | | | | | |
| | | Market Basket | A | | | | 2.29 | | | | | | | | | | | | | | | |
| | | Springer Mountain | A | | 3.99 | | | | | | | | | | | | | | | | | |
| | | Harvestland | O | | 7.49 | | | | | | | | | | | | | | | | | |
| | | McKinnon's | n/i | | | 1.88 | | | | | | | | 0.88 | | 0.88 | | | | | | |
| | | Price Chopper | Market 32 | | | 1.69 | | 1.69 | | | | | | 1.29 | | 1.29 | | | | | | |
| | | Tyson | A | | 4.49 | | | | | | | | | | | | | | | | | |
| | | Coleman | O | | 6.99 | | 5.99 | | | | | | | | | | | | | | | |
| | | Price Rite | n/i | | | 1.79 | | | | | | | | 0.89 | | 0.89 | | | | | | |
| Perdue | A | | | | | | | | | 1.99 | | | | | | | | | | | | |
| Roche Bros. | Bell & Evans | A | | | | | | 4.49 | | | | | | | | | | | | | | |
| Roche Bros. | O | | | | 5.49 | | | | | | | | | 2.99 | | | | | | | | |
| Perdue | A | | | | | | | 2.99 | | | | | | | | | | | | | | |
| Save-a-Lot | n/i | | | 1.99 | | | | | | | | | | | | | | | | | | |

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|------------------|-------------------|------------------|-----|------------|-------|------------|-------|--------------|-------|-------|-------|--------|-------|------------|-------|--------------|--------|--------|--------|------------------|------|
| | | | | reg | value | reg | value | reg | value | reg | value | reg | value | reg | value | tray | bagged | Breast | Tender | | |
| MA | Seabra Foods | n/i | | | | | | | | | | | | | | | 0.49 | | | | |
| | | Perdue | A | | | 2.89 | | 2.29 | | | | | | | | | | | | | |
| | Shaw's | Signature Farms | | | | | | | | | | | | | | 0.69 | | | | | |
| | | Open Nature | A | | | | | | | 2.99 | | | | | | | | | | | |
| | Star Market | Perdue | A | | 1.99 | | | | | | | | | | | | | | | | |
| | Stop & Shop | Stop & Shop | | | 1.99 | | | | | | 2.49 | | 0.99 | | 0.99 | | | | | | 6.99 |
| | | Empire | K | | 5.99 | | | | | | | | | | | | | | | | |
| | Trader Joe's | Trader Joe's | O | | | | | | | | | | | | 1.99 | | | | | | |
| | Walmart | Tyson | A | | | | | | | | | 2.27 | | | | | | | | | |
| | | Marketside | A | | 4.84 | | | | | | | | | | | | | | | | |
| Wegman's | Wegman's | | | | | 1.99 | | 1.79 | | 2.79 | | 0.99 | | 0.99 | | 0.69 | | | | | |
| | Wegman's | A | | 4.49 | | 4.29 | | | | | | 2.29 | | 1.99 | | | | | | | |
| | Tyson | A | | | | | | | | | | | | | | | | | 2.99 | | |
| MD | 99 Ranch | n/i | | | | | 1.99 | | | | | | | | | | | | | | |
| | ACME Markets | Perdue | A | BOGO | | BOGO | | | | | | | BOGO | | BOGO | | | | | | |
| | | Lancaster Brand | | BOGO | | BOGO | | | | | | | | BOGO | | BOGO | | | | | |
| | ALDI | n/i | | | 1.69 | | 1.69 | | | | | | | | | | | | | | |
| | Food Lion | Food Lion | | | | | 1.99 | | 1.49 | | | | | | | | | | | | 6.99 |
| | Giant Eagle | n/i | | | | | 1.99 | | | | | | | | | | | | | | 6.99 |
| | | Giant Eagle | | | | | | | | | | | 1.29 | | 1.29 | | | | 2.99 | 2.99 | |
| | Giant Food | Giant | | | 1.99 | | 1.99 | | | | | | 0.99 | | 0.99 | | 0.99 | | | | 6.99 |
| | | Perdue | A | | | | | | | | | 1.49 | | | 1.49 | | | | | | |
| | | Nature's Promise | O | | 6.99 | | | | | | | | | | | | | | | | |
| | | Empire | K | | 5.99 | | | | | | | | | | | | | | | | |
| | Graul's Market | Perdue | A | | 2.79 | | | | | | | | | | | | | | | | |
| | Great Valu Market | Perdue | A | | | | | | | | | | | | | | 0.69 | | | | |
| | | n/i | | | | 1.99 | | | | | | | | | | | | | | | |
| | Harris Teeter | Smart Chicken | O | | | | | | | | | | 3.49 | | 3.49 | | | | | | |
| | | Perdue | A | | 3.99 | | | | | | | | | | | | | | | | |
| | H-Mart | n/i | | | | | | 1.89 | | | | | | | | | | | | | |
| IGA Stores NJ/PA | Perdue | A | | 4.65 | | | | | | | | 1.49 | 0.99 | 1.49 | 0.99 | | | | | | |
| Martin's Food | Giant | | | | 1.77 | | 1.99 | | | | | | 0.88 | | 0.88 | | | | | | |
| | Perdue | A | | | | | | | | | 1.29 | | | 1.29 | | | | | | | |
| | Empire | K | | 5.99 | | | | | | | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Labor Day 2018

prices in \$US per pound unless otherwise noted.

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 | | |
| MD (cont) | Price Rite | n/i | | | 1.79 | | | | | | | | 0.89 | | 0.89 | | | | | | |
| | Perdue | A | | | | | | | | 1.99 | | | | | | | | | | | |
| | Redner's | n/i | | | | | | | | | | | 0.98 | | 0.98 | | | | | | |
| | Safeway Eastern | Perdue | A | BOGO | | | | | | | | | | | | | | | | | 4.99 |
| | Save-a-Lot | n/i | | | 1.99 | | | | | | | | | | | | | | | | |
| | Shop'n Save | Gerber | A | | 4.49 | | | | | | | | | | | | | 0.48 | | | |
| | Shoppers | n/i | | | 1.99 | | 1.99 | | | | 1.99 | | | | | | | | | | 6.99 |
| | ShopRite | n/i | | | 1.99 | 2.49 | | | 1.49 | | | | 0.99 | | 0.99 | | | | | | |
| | | ShopRite Kitchen | | | | | | | | | | | | | | | | | | | 5.99 |
| | ShurSave | n/i | | | 2.49 | 1.99 | 2.99 | | | | | 1.39 | | 1.39 | | 1.39 | | | | | |
| | Sprout's Market | n/i | | | | 2.99 | | | | | | | | | | | | | | | 6.99 |
| | | Market Corner | | | | | | | | | | | | | | | | | | | |
| | Trader Joe's | Trader Joe's | O | | | | | | | | | | | | 1.99 | | | | | | |
| Walmart | Tyson | A | | | | | | | | 2.27 | | | | | | | | | | | |
| | Marketside | A | | 4.84 | | | | | | | | | | | | | | | | | |
| Wegman's | Wegman's | A | | | | 1.99 | | 1.79 | | 2.79 | | 0.99 | | 0.99 | 0.69 | | | | | | |
| | Wegman's | A | | 4.49 | 4.29 | | | | | | 2.29 | | 1.99 | | | | | | 2.99 | | |
| | Tyson | A | | | | | | | | | | | | | | | | | | | |
| Weis Markets | Perdue | A | | 2.98 | | | | | | | | | | | | 0.75 | | | | | |
| ME | AG New England | n/i | | | 1.69 | | | | | 2.49 | | | | | | | | | | | |
| | Best Yet Market | n/i | | 3.49 | 1.79 | | | | | | | | | | | | | | | | |
| | Perdue | A | | | | | | | | 2.99 | | | | | | | | | | | |
| | Food City Market | n/i | | | 1.99 | | | | | | | | | | | 0.55 | | | | | |
| | Hannaford | Hannaford | | | | | | 0.99 | | | | | | | | | | | | | 6.99 |
| | | Taste of Inspirations | | | | 2.79 | | | | | | | | | | | | | | | |
| | IGA Stores N.Eng | n/i | | | 1.79 | | 1.69 | | | | | | | | | | | | | | |
| | Springer Mountain | A | | | | | | | | | 1.69 | | 1.69 | | 1.69 | | | | | | |
| | Market Basket | Market Basket | A | | | | 2.29 | | | | 0.89 | 0.89 | 0.89 | 0.89 | | | | | | | |
| | Springer Mountain | A | | 3.99 | | | | | | | | | | | | | | | | | |
| | Harvestland | O | | 7.49 | | | | | | | | | | | | | | | | | |
| Save-a-Lot | n/i | | | 1.99 | | | | | | | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Labor Day 2018

prices in \$US per pound unless otherwise noted.

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 | | |
| ME (cont) | Shaw's | Signature Farms | | | | | | | | | | | | | | 0.69 | | | | | |
| | | Open Nature | A | | | | | | | 2.99 | | | | | | | | | | | |
| | Trader Joe's | Trader Joe's | O | | | | | | | | | | | 1.99 | | | | | | | |
| | Walmart | Tyson | A | | | | | | | 2.27 | | | | | | | | | | | |
| | | Marketside | A | 4.84 | | | | | | | | | | | | | | | | | |
| NH | AG New England | n/i | | | 1.69 | | | | | 2.49 | | | | | | | | | | | |
| | ALDI | n/i | | | 1.69 | | 1.69 | | | | | | | | | | | | | | |
| | Hannaford | Hannaford | | | | | | | 0.99 | | | | | | | | | | | | 6.99 |
| | | Taste of Inspirations | | | | | 2.79 | | | | | | | | | | | | | | |
| | IGA Stores N.Eng | n/i | | | | | 1.69 | | | | | | | | | | | | | | |
| | | Springer Mountain | A | | | | | | | | | 1.69 | | 1.69 | | | | | | | |
| | Market Basket | Market Basket | | | | | | | | | | 0.89 | 0.89 | 0.89 | 0.89 | | | | | | |
| | | Market Basket | A | | | | 2.29 | | | | | | | | | | | | | | |
| | | Springer Mountain | A | | 3.99 | | | | | | | | | | | | | | | | |
| | | Harvestland | O | | 7.49 | | | | | | | | | | | | | | | | |
| | McKinnon's | n/i | | | 1.88 | | | | | | | | 0.88 | | 0.88 | | | | | | |
| | Price Chopper | Market 32 | | | | 1.69 | | 1.69 | | | | | | 1.29 | | 1.29 | | | | | |
| | | Tyson | A | | 4.49 | | | | | | | | | | | | | | | | |
| | Price Rite | Coleman | O | | 6.99 | | 5.99 | | | | | | | | | | | | | | |
| | | n/i | | | | 1.79 | | | | | | | | 0.89 | | 0.89 | | | | | |
| | | Perdue | A | | | | | | | | 1.99 | | | | | | | | | | |
| | Save-a-Lot | n/i | | | | 1.99 | | | | | | | | | | | | | | | |
| Shaw's | Signature Farms | | | | | | | | | | | | | | | 0.69 | | | | | |
| | Open Nature | A | | | | | | | | 2.99 | | | | | | | | | | | |
| Trader Joe's | Trader Joe's | O | | | | | | | | | | | | 1.99 | | | | | | | |
| Walmart | Tyson | A | | | | | | | | 2.27 | | | | | | | | | | | |
| | Marketside | A | | 4.84 | | | | | | | | | | | | | | | | | |
| NJ | 99 Ranch | n/i | | | 2.19 | | | | | | | | | | | | | | | | |
| | ACME Markets | Perdue | A | BOGO | | BOGO | | | | | | BOGO | | BOGO | | | | | | | |
| | | Lancaster Brand | | | BOGO | | BOGO | | | | | | | | | | | | | | |
| | AF Basket | Farm Fresh | | | | | | | | | | | 0.99 | | 0.99 | | | | | | |
| | | Perdue | A | | | | | | | | | | | | | | 0.99 | | | | |
| ALDI | n/i | | | 1.69 | | 1.69 | | | | | | | | | | | | | | | |
| Associated | Perdue | A | | | | | | | | | | 0.99 | | 0.99 | | 0.39 | | | | | |
| | Harvestland | O | | 7.99 | | | | | | | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Labor Day 2018

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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) | Associated (continued) | Harvestland | A | | | 3.99 | | | | | | | | | | | | | | | |
| | | Springer Mountain | A | 4.99 | | | | | | | | | | | | | | | | | |
| | | Best Market | n/i | | 1.67 | | | | 0.97 | | | | | | | | | | | | |
| | | | Farmer Focus | O | 5.99 | | | | | | | | 3.99 | 0.87 | 2.99 | 0.87 | | | | | |
| | | Compare Foods | Farm Fresh | | | 1.99 | | | | | | | | | | | | | | | |
| | | | Perdue | A | | | | | | | | | | | | | 0.79 | | | | |
| | | | Harvestland | O | 7.99 | | | | | | | | | | | | | | | | |
| | | | Harvestland | A | | | 3.99 | | | | | | | | | | | | | | |
| | | | Springer Mountain | A | 4.99 | | | | | | | | | | | | | | | | |
| | | C-Town | Perdue | A | | | | | | | | | | | | | | | | | |
| | | Fairway Market | Murray's | A | | | | | | | | | | 0.99 | 0.99 | 0.99 | 0.99 | | | | |
| | | | n/i | | | 1.99 | | | | | | | | | | | | | | | |
| | | Fine Fare | Farm Fresh | | | 1.99 | | | | | | | | | | | 1.19 | | | | |
| | | | Perdue | A | | | | | | | | | | | | | | 0.99 | | | |
| | | | Harvestland | A | | | 3.99 | | | | | | | | | | | | | | |
| | | | n/i | | | | | | | | | | | | | | | | | | |
| | | Food Bazaar | n/i | A | | 1.99 | | 2.99 | | | | | | | | | | | | | |
| | | | n/i | | | | | | | | 2.99 | | | | | | | 0.99 | | | |
| | | Foodtown | Perdue | A | 3.53 | | | | | | | | 1.79 | | 1.79 | | | | | | |
| | | | Green Way | A | 2.99 | | | | | | | | | | | | | | | | |
| | | Great Valu Market | Perdue | A | | | | | | | | | | | | | | | | | |
| | | | n/i | | | 1.99 | | | | | | | | | | | | | | | |
| | | H-Mart | n/i | | 2.99 | | | | | | | | | | | | | | | | |
| | | IGA Stores NJ/PA | Perdue | A | 4.65 | | | | | | | | 1.49 | 0.99 | 1.49 | 0.99 | | | | | |
| | | Key Food | n/i | | 2.49 | 1.99 | | | | | | | | | | | | | | | |
| | | | Perdue | A | 4.49 | 3.99 | | | | | | | 1.69 | 1.49 | 1.69 | 1.49 | | | | | |
| | | | Harvestland | A | 5.49 | | | | | | | | 1.99 | | 1.99 | | | | | | |
| | | | Coleman | O | 7.99 | | | | | | | | | | 2.69 | | | | | | |
| | | | Nature's Sensation | A | 4.99 | | | | | | | | 1.69 | | | | | | | | |
| | | Kings Food Market | Murray's | A | 4.99 | | | | | | | | | | | | | | | | |
| | Lidl | n/i | | | | | | | | | 1.79 | | | | | 0.89 | | | | | |
| | McCaffrey's | Bell & Evans | A | | | | | | | | | 1.79 | | 1.79 | | | | | | | |
| | Met Foods | Farm Fresh | | | 1.99 | | | | | | | | | | | | | | | | |
| | | Harvestland | O | 7.99 | | | | | | | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

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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) | Met Foods | Harvestland | A | | | 3.99 | | | | | | | | | | | | | | | |
| | (continued) | Springer Mountain | A | 4.99 | | | | | | | | | | | | | | | | | |
| | | Morton Williams | n/i | | | 2.49 | | | | | | | | | | 0.59 | | | | | |
| | | | Perdue | A | | | | | 1.59 | | | | | | | | | | | | |
| | | | Harvestland | A | 5.99 | | | | | | | | | | | | | | | | |
| | | Murphy's Market | Bell & Evans | A | | | 4.59 | | | 4.59 | | 3.29 | | 3.29 | | | | | | | |
| | | Net Cost | n/i | | | | | 1.69 | | | | | | | | | | | | | |
| | | Pioneer | Farm Fresh | | | 1.99 | | | | | | | | | | | | | | | |
| | | | Perdue | A | | | | | | | | | | | | 0.79 | | | | | |
| | | | Harvestland | A | | | 3.99 | | | | | | | | | | | | | | |
| | | | Harvestland | O | 7.99 | | | | | | | | | | | | | | | | |
| | | | Springer Mountain | A | 4.99 | | | | | | | | | | | | | | | | |
| | | Price Rite | n/i | | | 1.79 | | | | | | | 0.89 | | 0.89 | | | | | | |
| | | | Perdue | A | | | | | | | 1.99 | | | | | | | | | | |
| | | Save-a-Lot | n/i | | | 1.99 | | | | | | | | | | | | | | | |
| | | Seabra Foods | n/i | | | | | | | | | | | | | | 0.49 | | | | |
| | | | Perdue | A | | | 2.89 | | 2.29 | | | | | | | | | | | | |
| | | ShopRite | n/i | | | 1.99 | 2.49 | | | 1.49 | | | 0.99 | | 0.99 | | | | | | |
| | | | ShopRite Kitchen | | | | | | | | | | | | | | | | | | 5.99 |
| | | Stop & Shop | Stop & Shop | | | 1.99 | | | | | | 2.49 | 0.99 | | 0.99 | | | | | | 6.99 |
| | | | Empire | K | 5.99 | | | | | | | | | | | | | | | | |
| | | Supremo Food | n/i | | | 1.98 | | | | | | | | | | 0.75 | | | | | |
| | | Trader Joe's | Trader Joe's | O | | | | | | | | | | 1.99 | | | | | | | |
| | | Uncle Giuseppe's | n/i | | | 1.99 | | | 1.99 | | | | 0.99 | | 0.99 | | | | | | |
| | | Walmart | Tyson | A | | | | | | | | 2.27 | | | | | | | | | |
| | | | Marketside | A | 4.84 | | | | | | | | | | | | | | | | |
| | Wegman's | Wegman's | | | | | 1.99 | | 1.79 | | 2.79 | 0.99 | | 0.99 | 0.69 | | | | | | |
| | | Wegman's | A | 4.49 | | 4.29 | | | | | | 2.29 | | 1.99 | | | | | | | |
| | | Tyson | A | | | | | | | | | | | | | | | 2.99 | | | |
| | Weis Markets | Perdue | A | 2.98 | | | | | | | | | | | | 0.75 | | | | | |
| | Western Beef | n/i | | | | | | 0.89 | | | 1.39 | | | | 0.59 | 0.49 | | | | | |
| NY | ACME Markets | Perdue | A | BOGO | | BOGO | | | | | | BOGO | | BOGO | | | | | | | |
| | | Lancaster Brand | | BOGO | | BOGO | | | | | | BOGO | | BOGO | | | | | | | |
| | AF Basket | Farm Fresh | | | | | | | | | | 0.99 | | 0.99 | | | | | | | |
| | | Perdue | A | | | | | | | | | | | | 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 (cont) | AG New England | n/i | | | 1.69 | | | | | 2.49 | | | | | | | | | | | | |
| | ALDI | n/i | | | 1.69 | | 1.69 | | | | | | | | | | | | | | | |
| | Associated | Perdue | A | | | | | | | | | | 0.99 | | 0.99 | | 0.39 | | | | | |
| | | Harvestland | O | | 7.99 | | | | | | | | | | | | | | | | | |
| | | Harvestland | A | | | | 3.99 | | | | | | | | | | | | | | | |
| | | Springer Mountain | A | | 4.99 | | | | | | | | | | | | | | | | | |
| | Best Market | n/i | | | | 1.67 | | | 0.97 | | | | | 0.87 | | 0.87 | | | | | | |
| | | Farmer Focus | O | | 5.99 | | | | | | | | 3.99 | | 2.99 | | | | | | | |
| | Big M | 1893 Premium | | | | 1.99 | | | | | | | | | | | | | | | | 6.99 |
| | Cherry Valley | Perdue | A | | | | | | | | | | 1.29 | | 1.29 | | | | | | | |
| | | Cherry Valley | A | | | 2.99 | | | | | | | | | | | | | | | | |
| | | Harvestland | A | | | | 3.99 | | | | | | | | | | | | | | | |
| | Compare Foods | Farm Fresh | | | | 1.99 | | | | | | | | | | | | | | | | |
| | | Perdue | A | | | | | | | | | | | | | | | 0.79 | | | | |
| | | Harvestland | O | | | 7.99 | | | | | | | | | | | | | | | | |
| | | Harvestland | A | | | | 3.99 | | | | | | | | | | | | | | | |
| | | Springer Mountain | A | | | 4.99 | | | | | | | | | | | | | | | | |
| | C-Town | Perdue | A | | | | | | | | | | | | | | | | | | | 0.49 |
| | D'Agostino's | 1932 Brand | | | | | | | | | | | | | | | | | | | | 1.49 |
| | | Empire | K | | | 9.99 | | | | | | | | | | | | | | | | 3.99 |
| | DeCiccio Family | DeCiccio's | A | | | 3.99 | 3.49 | | | | | | | | | | | | | | | |
| | | Perdue | A | | | | | | | | | | | 1.39 | | 1.39 | | | | | | |
| | | Harvestland | O | | | 7.99 | | | | | | | | | | | | | | | | |
| | DeCiccio & Sons | DeCiccio & Sons | A | | | | | | | | | | | 1.79 | | 1.79 | | | | | | |
| | Fairway Market | Murray's | A | | | | | | | | | | | 0.99 | | 0.99 | | 0.99 | | | | |
| | | n/i | | | | 1.99 | | | | | | | | | | | | | | | | |
| | Fine Fare | Farm Fresh | | | | 1.99 | | | | | | | | | | 1.19 | | | | | | |
| | | Perdue | A | | | | | | | | | | | | | | | | | | | 0.99 |
| | | Harvestland | A | | | | 3.99 | | | | | | | | | | | | | | | |
| | | n/i | | | | | | | | | | | | | | | | | | | | 0.49 |
| Food Bazaar | n/i | A | | | 1.99 | | 2.99 | | | | | | | | | | | | | | | |
| | n/i | | | | | | | | | | 2.99 | | | | 0.99 | | | | | | | |
| Food Emporium | n/i | | | | 2.99 | | | | | | | | | | | | | | | | | |
| | Harvestland | A | | | | | | | | | | 1.99 | | 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 | | | | |
| NY (cont) | (continued) | Coleman | O | 7.99 | | | | | | | | | | | | | | | | | | | |
| | | Perdue | A | | | | | | | | | 1.69 | | 1.69 | | | | | | | | | |
| | | Foodtown | A | 3.53 | | | | | | | | | 1.79 | | 1.79 | | | | | | | | |
| | | | A | 2.99 | | | | | | | | | | | | | | | | | | | |
| | | Giunta's | | | 1.99 | | | | | | | | | | | | | | | | | | |
| | | | | n/i | | | | | | | | | | 1.29 | | 1.29 | | | | | | | |
| | | Great American | | | 1.99 | | | | | 1.59 | | | | | | | | | | | | | |
| | | | | n/i | | | | | | | | 1.99 | | | | | | | | | | | |
| | | Green's Natural | | | 9.99 | | | | | | | | | | | | | | | | | | |
| | | Hannafor | | | | | | | | 0.99 | | | | | | | | | | | | 6.99 | |
| | | | | Taste of Inspirations | | | | 2.79 | | | | | | | | | | | | | | | |
| | | H-Mart | | | | 2.99 | | | | | | | | | | | | | | | | | |
| | | IGA Stores N.Eng | | | | | | | 1.69 | | | | | | | | | | | | | | 7.99 |
| | | | | Springer Mountain | A | | | | | | | | | 1.69 | | 1.69 | | | | | | | |
| | | Key Food | | | | 2.49 | 1.99 | | | | | | | | | | | | | | | | |
| | | | | Perdue | A | 4.49 | 3.99 | | | | | | | 1.69 | 1.49 | 1.69 | 1.49 | | | | | | |
| | | | | Harvestland | A | 5.49 | | | | | | | | 1.99 | | 1.99 | | | | | | | |
| | | | | Coleman | O | 7.99 | | | | | | | | | | 2.69 | | | | | | | |
| | | | | Nature's Sensation | A | 4.99 | | | | | | | | 1.69 | | | | | | | | | |
| | | King Kullen | | | | 2.99 | 2.69 | | | | | | | | 0.99 | | 0.99 | | | | | | |
| | | | | Perdue | A | 3.99 | 2.99 | | | | | 1.99 | 1.19 | | | 1.19 | | 0.79 | | | | | |
| | | | | Bell & Evans | A | | | | | | | | | | | 2.99 | | | | | | | |
| | | | | Harvestland | A | 7.99 | | | | | | | | | | | | | | | | | |
| | | Kings Food Market | | Murray's | A | 4.99 | | | | | | | | | | | | | | | | | |
| | | Market 32 | | | | | 1.69 | 1.69 | | | | | | | 1.29 | | 1.29 | | | | | | |
| | | | | Tyson | A | 4.49 | | | | | | | | | | | | | | | | | |
| | | | | Coleman | O | 6.99 | | 5.99 | | | | | | | | | | | | | | | |
| | | Met Foods | | | | | 1.99 | | | | | | | | | | | | | | | | |
| | | | | Harvestland | O | 7.99 | | | | | | | | | | | | | | | | | |
| | | | | Harvestland | A | | | 3.99 | | | | | | | | | | | | | | | |
| | | Springer Mountain | A | 4.99 | | | | | | | | | | | | | | | | | | | |
| Morton Williams | | | | | | 2.49 | | | | | | | | | | 0.59 | | | | | | | |
| | | Perdue | A | | | | | 1.59 | | | | | | | | | | | | | | | |
| | | Harvestland | A | 5.99 | | | | | | | | | | | | | | | | | | | |
| Net Cost | | | | | | | 1.69 | | | | | | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Labor Day 2018

prices in \$US per pound unless otherwise noted.

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) | North Shore | Country Fresh | | | 1.29 | | | | | | | | | | | | | | | | | |
| | Peck's Market | n/i | | | | | 1.79 | | | | | | | | | | | | | | 6.99 | |
| | | Peck's | A | | | | | | | | | 1.69 | | 1.69 | | | | | | | | |
| | | Tyson | A | | | | | | | | | | | | | | | | 2.40 | 2.40 | | |
| | | Pioneer | Farm Fresh | | | 1.99 | | | | | | | | | | | | | | | | |
| | | | Perdue | A | | | | | | | | | | | | | 0.79 | | | | | |
| | | | Harvestland | A | | | 3.99 | | | | | | | | | | | | | | | |
| | | | Harvestland | O | 7.99 | | | | | | | | | | | | | | | | | |
| | | | Springer Mountain | A | 4.99 | | | | | | | | | | | | | | | | | |
| | | Price Chopper | Market 32 | | | 1.69 | | 1.69 | | | | | | 1.29 | | 1.29 | | | | | | |
| | | | Tyson | A | 4.49 | | | | | | | | | | | | | | | | | |
| | | | Coleman | O | 6.99 | | 5.99 | | | | | | | | | | | | | | | |
| | | Price Rite | n/i | | | 1.79 | | | | | | | | 0.89 | | 0.89 | | | | | | |
| | | | Perdue | A | | | | | | | 1.99 | | | | | | | | | | | |
| | | Save-a-Lot | n/i | | | 1.99 | | | | | | | | | | | | | | | | |
| | | Shop'n Save | Gerber | A | 4.49 | | | | | | | | | | | | | | | | | |
| | | | n/i | | | | | | | | | | | | | | | 0.48 | | | | |
| | | ShopRite | n/i | | | 1.99 | 2.49 | | 1.49 | | | | | 0.99 | | 0.99 | | | | | | |
| | | | ShopRite Kitchen | | | | | | | | | | | | | | | | | | | 5.99 |
| | | Stew Leonard's | Stew's Naked | A | 2.99 | | | | | | | | | | | | | | | | | |
| | | Stop & Shop | Stop & Shop | | | 1.99 | | | | | | 2.49 | | 0.99 | | 0.99 | | | | | | 6.99 |
| | | | Empire | K | 5.99 | | | | | | | | | | | | | | | | | |
| | | Tops Markets | Tops | | | 1.99 | | | | | | | | 1.29 | | 1.29 | | | | | | |
| | | | Harvestland | A | 4.49 | | | | | | | | | | | | | | | | | |
| | | Trader Joe's | Trader Joe's | O | | | | | | | | | | | 1.99 | | | | | | | |
| | | Trade Fair | Perdue | A | | | | | 1.49 | | | | | | | | | | | | | |
| | | | n/i | | | 1.99 | | | | | | | | | | | | 0.49 | | | | |
| | | | Harvestland | A | 3.99 | | | | | | | | | | | | | | | | | |
| | | n/i | H | | 1.99 | | | | 1.79 | | | | | | | | | | | | | |
| | Uncle Giuseppe's | n/i | | | 1.99 | | | 1.99 | | | | | 0.99 | | 0.99 | | | | | | | |
| | Walmart | Tyson | A | | | | | | | | 2.27 | | | | | | | | | | | |
| | | Marketside | A | 4.84 | | | | | | | | | | | | | | | | | | |
| | Wegman's | Wegman's | | | | 1.99 | | 1.79 | | | 2.79 | | 0.99 | | 0.99 | 0.69 | | | | | | |
| | | Wegman's | A | 4.49 | | 4.29 | | | | | | 2.29 | | 1.99 | | | | | | | | |
| | | Tyson | A | | | | | | | | | | | | | | | | | | 2.99 | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Labor Day 2018

prices in \$US per pound unless otherwise noted.

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) | Weis Markets | Perdue | A | 2.98 | | | | | | | | | | | | 0.75 | | | | | |
| | Western Beef | n/i | | | | | | 0.89 | | 1.39 | | | | 0.59 | | 0.49 | | | | | |
| PA | ACME Markets | Perdue | A | BOGO | | BOGO | | | | | | BOGO | | BOGO | | | | | | | |
| | | Lancaster Brand | | BOGO | | BOGO | | | | | | BOGO | | BOGO | | | | | | | |
| | ALDI | n/i | | | 1.69 | | 1.69 | | | | | | | | | | | | | | |
| | Associated | Perdue | A | | | | | | | | | 0.99 | | 0.99 | | 0.39 | | | | | |
| | | Harvestland | O | | 7.99 | | | 3.99 | | | | | | | | | | | | | |
| | | Harvestland | A | | | | | | | | | | | | | | | | | | |
| | | Springer Mountain | A | | 4.99 | | | | | | | | | | | | | | | | |
| | Big M | 1893 Premium | | | 1.99 | | | | | | | | | | | | | | | | 6.99 |
| | Cash Saver | Sanderson Farms | | | 1.62 | | | | | | | | | | | | | | | | |
| | Compare Foods | Farm Fresh | | | | 1.99 | | | | | | | | | | | | | | | |
| | | Perdue | A | | | | | | | | | | | | | | 0.79 | | | | |
| | | Harvestland | O | | 7.99 | | | | | | | | | | | | | | | | |
| | | Harvestland | A | | | | | 3.99 | | | | | | | | | | | | | |
| | | Springer Mountain | A | | 4.99 | | | | | | | | | | | | | | | | |
| | C-Town | Perdue | A | | | | | | | | | | | | | | 0.49 | | | | |
| | Family Owned | n/i | | 2.49 | 1.99 | | | | | | | | | 1.29 | 0.99 | | | | | | |
| | Fine Fare | Farm Fresh | | | | 1.99 | | | | | | | | | | 1.19 | | | | | |
| | | Perdue | A | | | | | | | | | | | | | | 0.99 | | | | |
| | | Harvestland | A | | | | | 3.99 | | | | | | | | | | | | | |
| | | n/i | | | | | | | | | | | | | | | 0.49 | | | | |
| | Food Lion | Food Lion | | | | | | 1.99 | | 1.49 | | | | | | | | | | | |
| Foodland | Tyson | | | BOGO | | | | | | | | | | | | | | | | | |
| | n/i | | | | | | | | | | | | | | | | | | | | 6.99 |
| Foodtown | Perdue | A | | 3.53 | | | | | | | | 1.79 | | 1.79 | | | | | | | |
| | Green Way | A | | 2.99 | | | | | | | | | | | | | | | | | |
| Fresh Grocer | Tyson | A | | | 1.88 | | | | | | | | | | | | | | | | |
| | Perdue | A | | | | | | | | | | | 0.88 | | 0.88 | | | | | | |
| | n/i | | | | | | 2.49 | | 1.59 | | | | | | | | | | | | 4.99 |
| Giant Eagle | n/i | | | | | | | | | | | | | | | | | | | | 6.99 |
| | Giant Eagle | | | | | | | | | | | | 1.29 | | 1.29 | | | 2.99 | 2.99 | | |
| Giant Food Stores | Giant | | | | 1.77 | | 1.99 | | | | | | 0.88 | | 0.88 | | | | | | |
| | Perdue | A | | | | | | | | | | 1.29 | | 1.29 | | | | | | | |
| | Empire | K | | 5.99 | | | | | | | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Labor Day 2018

prices in \$US per pound unless otherwise noted.

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) | Great Valu Market | Perdue | A | | | | | | | | | | | | | 0.69 | | | | | |
| | | n/i | | | 1.99 | | | | | | | | | | | | | | | | |
| | Grocery Outlet | n/i | | | 1.69 | | | | | | | | | | | | | | | | |
| | H-Mart | n/i | | 2.99 | | | | | | | | | | | | | | | | | |
| | Ideal Market | n/i | | | 1.29 | | 1.99 | | | 2.29 | 1.99 | | | | | | | | | | |
| | IGA SpartanNash | Our Family | | | | | | | | | | | | | 0.99 | | | | | | |
| | | n/i | | | | | | | | | 1.39 | | | | | | | | | | 6.99 |
| | IGA Stores NJ/PA | Perdue | A | 4.65 | | | | | | | | 1.49 | 0.99 | 1.49 | 0.99 | | | | | | |
| | Karns Foods | n/i | | | 1.89 | | | | | | | | | | 0.59 | | | 2.00 | | | 4.99 |
| | | Perdue | A | 3.49 | | | | | | | | | | | | | | | | | |
| | Key Food | n/i | | 2.49 | 1.99 | | | | | | | | | | | | | | | | |
| | | Perdue | A | 4.49 | 3.99 | | | | | | | 1.69 | 1.49 | 1.69 | 1.49 | | | | | | |
| | | Harvestland | A | 5.49 | | | | | | | | 1.99 | | 1.99 | | | | | | | |
| | | Coleman | O | 7.99 | | | | | | | | | | 2.69 | | | | | | | |
| | | Nature's Sensation | A | 4.99 | | | | | | | | 1.69 | | | | | | | | | |
| | Kuhn's Market | n/i | | | 1.79 | | | | | | | | | | | | | | | | |
| | | Gerber | A | 3.49 | | 3.49 | | | 2.49 | | | | | | | | | | | | |
| | Landis Markets | Perdue | A | | | | | | | | | | | | | | 0.89 | | | | |
| | Martin's Food | Giant | | | 1.77 | | 1.99 | | | | | | 0.88 | | 0.88 | | | | | | |
| | | Perdue | A | | | | | | | | | 1.29 | | 1.29 | | | | | | | |
| | | Empire | K | 5.99 | | | | | | | | | | | | | | | | | |
| | McCaffrey's | Bell & Evans | A | | | | | | | | | 1.79 | | 1.79 | | | | | | | |
| | Net Cost | n/i | | | | | 1.69 | | | | | | | | | | | | | | |
| | Pioneer | Farm Fresh | | | 1.99 | | | | | | | | | | | | | | | | |
| | | Perdue | A | | | | | | | | | | | | | | 0.79 | | | | |
| | | Harvestland | A | | | 3.99 | | | | | | | | | | | | | | | |
| | | Harvestland | O | 7.99 | | | | | | | | | | | | | | | | | |
| | | Springer Mountain | A | 4.99 | | | | | | | | | | | | | | | | | |
| | Price Chopper | Market 32 | | | 1.69 | | 1.69 | | | | | | 1.29 | | 1.29 | | | | | | |
| | | Tyson | A | 4.49 | | | | | | | | | | | | | | | | | |
| | Coleman | O | 6.99 | | 5.99 | | | | | | | | | | | | | | | | |
| Price Rite | n/i | | | 1.79 | | | | | | | | 0.89 | | 0.89 | | | | | | | |
| | Perdue | A | | | | | | | | 1.99 | | | | | | | | | | | |
| Redner's | n/i | | | | | | | | | | | 0.98 | | 0.98 | | | | | | | |
| Save-a-Lot | n/i | | | 1.99 | | | | | | | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Labor Day 2018

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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) | Shop'n Save | Gerber | A | 4.49 | | | | | | | | | | | | | | | | | |
| | | n/i | | | | | | | | | | | | | | | 0.48 | | | | |
| | ShopRite | n/i | | | 1.99 | 2.49 | | | | | | | 0.99 | | 0.99 | | | | | | |
| | | ShopRite Kitchen | | | | | | | | | | | | | | | | | | | 5.99 |
| | ShurSave | n/i | | 2.49 | 1.99 | 2.99 | | | | | | | 1.39 | | 1.39 | | 1.39 | | | | |
| | ShurSave - NE PA | Sanderson Farms | | | 1.99 | 2.99 | | | | | | | 1.49 | | 1.49 | | | | | | |
| | Sparkle Market | n/i | | | 1.79 | | | | | | | | | | | | | | | | |
| | Supremo Food | n/i | | | 1.98 | | | | | | | | | | | | 0.75 | | | | |
| | Tops Markets | Tops | | | 1.99 | | | | | | | | | 1.29 | | 1.29 | | | | | |
| | | Harvestland | A | 4.49 | | | | | | | | | | | | | | | | | |
| | Trader Joe's | Trader Joe's | O | | | | | | | | | | | | 1.99 | | | | | | |
| | Walmart | Tyson | A | | | | | | | | 2.27 | | | | | | | | | | |
| | | Marketside | A | 4.84 | | | | | | | | | | | | | | | | | |
| Wegman's | Wegman's | | | | | 1.99 | | | | 2.79 | | | | | 0.99 | | 0.99 | 0.69 | | | |
| | Wegman's | A | 4.49 | | 4.29 | | | | | | | 2.29 | | 1.99 | | | | | 2.99 | | |
| | Tyson | A | | | | | | | | | | | | | | | | | | | |
| Weis Markets | Perdue | A | 2.98 | | | | | | | | | | | | | 0.75 | | | | | |
| RI | Adams IGA | Springer Mountain | A | | | | | | | | | 1.69 | | 1.69 | | | | | | | |
| | | Adams | A | | | | | | | | | 1.69 | | 1.69 | | | | | | | |
| | | Farm Fresh | | | | | 1.79 | | | | | | | | | | | | | | |
| | AF Basket | Farm Fresh | | | | | | | | | | | 0.99 | | 0.99 | | | | | | |
| | | Perdue | A | | | | | | | | | | | | | | 0.99 | | | | |
| | ALDI | n/i | | | 1.69 | | 1.69 | | | | | | | | | | | | | | |
| | Associated | Perdue | A | | | | | | | | | | | 0.99 | | 0.99 | 0.39 | | | | |
| | | Harvestland | O | 7.99 | | | | | | | | | | | | | | | | | |
| | | Harvestland | A | | | 3.99 | | | | | | | | | | | | | | | |
| | | Springer Mountain | A | 4.99 | | | | | | | | | | | | | | | | | |
| | Daves Marketplace | n/i | | 2.99 | 1.69 | | | | | | | | | | | | | | | | |
| | | Perdue | A | | | | | | 1.99 | | | | | | | | | | | | |
| | Price Rite | n/i | | | 1.79 | | | | | | | | | | 0.89 | | 0.89 | | | | |
| | Perdue | A | | | | | | | | 1.99 | | | | | | | | | | | |
| Save-a-Lot | n/i | | | 1.99 | | | | | | | | | | | | | | | | | |
| Seabra Foods | n/i | | | | | | | | | | | | | | | | 0.49 | | | | |
| | Perdue | A | | | 2.89 | | 2.29 | | | | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Labor Day 2018

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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 | | |
| RI (cont) | Shaw's | Signature Farms | | | | | | | | | | | | | | 0.69 | | | | | |
| | | Open Nature | A | | | | | | 2.99 | | | | | | | | | | | | |
| | Stop & Shop | Stop & Shop | | | 1.99 | | | | | 2.49 | | 0.99 | | 0.99 | | | | | | 6.99 | |
| | | Empire | K | 5.99 | | | | | | | | | | | | | | | | | |
| | Trader Joe's | Trader Joe's | O | | | | | | | | | | | 1.99 | | | | | | | |
| | Walmart | Tyson | A | | | | | | 2.27 | | | | | | | | | | | | |
| | | Marketside | A | 4.84 | | | | | | | | | | | | | | | | | |
| VT | AG New England | n/i | | | 1.69 | | | | | 2.49 | | | | | | | | | | | |
| | ALDI | n/i | | | 1.69 | | 1.69 | | | | | | | | | | | | | | |
| | Food City Market | n/i | | | 1.99 | | | | | | | | | | | 0.55 | | | | | |
| | Hannaford | Hannaford | | | | | | | 0.99 | | | | | | | | | | | 6.99 | |
| | | Taste of Inspirations | | | | | 2.79 | | | | | | | | | | | | | | |
| | IGA Stores N.Eng | n/i | | | 1.79 | | 1.69 | | | | | | | | | | | | | | |
| | Price Chopper | Market 32 | | | 1.69 | | 1.69 | | | | | | 1.29 | | 1.29 | | | | | | |
| | | Tyson | A | 4.49 | | | | | | | | | | | | | | | | | |
| | | Coleman | O | 6.99 | | 5.99 | | | | | | | | | | | | | | | |
| | Shaw's | Signature Farms | | | | | | | | | | | | | | 0.69 | | | | | |
| | | Open Nature | A | | | | | | | 2.99 | | | | | | | | | | | |
| | Tops Markets | Tops | | | 1.99 | | | | | | | | 1.29 | | 1.29 | | | | | | |
| | | Harvestland | A | 4.49 | | | | | | | | | | | | | | | | | |
| Trader Joe's | Trader Joe's | O | | | | | | | | | | | 1.99 | | | | | | | | |
| Walmart | Tyson | A | | | | | | | 2.27 | | | | | | | | | | | | |
| | Marketside | A | 4.84 | | | | | | | | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

prices in \$US per pound unless otherwise noted.

**Labor Day 2018
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 | |
| SOUTHEASTERN U.S. - AL,FL,GA,KY,MS,NC,SC,TN,VA,WV | | | | | | | | | | | | | | | | | | | | |
| AL | A&R Supermarket | n/i | | | 0.98 | | | | | | | | | | | | | | | |
| | ALDI | n/i | | | 1.69 | | 1.69 | | | | | | | | | | | | | |
| | Bruce's Foodland | n/i | | | | | 1.99 | | | | | 1.19 | | 1.19 | | | | | | |
| | Cash Saver | n/i | | | | | | | | | | | | | | | 0.35 | | | |
| | Dollar General Mkt | n/i | | | 1.95 | | | | | | | 0.95 | | 0.95 | | | | | | |
| | Earth Fare | n/i | A | 3.99 | | | 2.99 | | | | | | | | | | | | | |
| | Food Giant | Sanderson Farms | | | | | | | | | | 0.98 | | 0.98 | | | | | | |
| | Gateway Foodland | n/i | | | | | | | | | | 0.99 | | 0.99 | | | | | | |
| | Greers Markets | n/i | | | 1.69 | | | | | | | | | | | | 0.45 | | | |
| | Hometown Market | n/i | | | | | | | | | | | | | | | 0.29 | | | |
| | Ingles Markets | Tyson | A | 2.28 | | | | | | | | | | | | | 0.68 | | | |
| | | Harvest Farms | A | | | | 2.38 | | | | | | | | | | | | | |
| | | Coleman | O | | | | | | | | | | | 1.88 | | | | | | |
| | Kroger Atlanta | Fresh Foods | | | | | | | | | | | | | | | | | | 5.99 |
| | | Perdue | A | 2.99 | | | | | | | | | | | | | | | | |
| | | Kroger | | | | | | | | | | | | | | | | | 2.80 | 2.80 |
| | Kroger Nashville | Perdue | A | | 1.88 | | 1.88 | | | | | | | | | | | | | |
| | | Fresh Foods | | | | | | | | | | | | | | | | | 2.80 | 2.80 |
| | | Kroger | | | | | | | | | | | | | | | | | | |
| | Lucky's | n/i | | | 1.79 | | | | | | | | | | | | 0.49 | | | |
| | Mannings PW | n/i | | | | | | | | | | | | | | | 0.29 | | | |
| | Piggly Wiggly Inc. | n/i | | | | | | | 1.99 | | | | | | | | 0.59 | | | |
| | Publix | GreenWise | A | 4.49 | | | | | | | | | 3.19 | | 3.19 | | | | | |
| | | Publix | | | | | | | | | | | | | | | | | | 6.99 |
| | PW Houchen's | Sanderson Farms | | | 1.99 | | | | | | | | | | | | | | | |
| | PW Homeland | n/i | | | | | | 1.49 | | | | | | | | | | | | |
| | Ramey's | n/i | | | 1.58 | | | | | | | | | | | | | | | |
| | | Ramey's | | | | | | | | | | | 0.98 | | 0.98 | | | | | 5.99 |
| | Rouses | Tyson | A | | | | | | | 1.99 | | | | | | | | | | |
| | Save-a-Lot | n/i | | | 1.99 | | | | | | | | | | | | | | | |
| | Sprout's Market | n/i | | | | | 2.99 | | | | | | | | | | | | | |
| | | Market Corner | | | | | | | | | | | | | | | | | | 6.99 |
| | United Grocery | n/i | | | 1.59 | | | | | | | | | | | | | | | |
| | Trader Joe's | Trader Joe's | O | | | | | | | | | | | 1.99 | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

**Labor Day 2018
CHICKEN**

prices in \$US per pound unless otherwise noted.

| 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 | |
| AL (cont) | Vowell's | n/i | | | | | | | | | | | | | | | 0.49 | | | |
| | Walmart | Tyson | A | | | | | | | 2.27 | | | | | | | | | | |
| | | Marketside | A | 4.84 | | | | | | | | | | | | | | | | |
| | Western Market | Springer Mountain | A | | 2.99 | | 2.99 | | | | | | | | | | | | | |
| | Winn-Dixie | Sanderson Farms | | 3.29 | 2.99 | | 2.99 | | | 2.99 | | 1.15 | | 1.15 | | | | | | |
| | Lip Lickin' | | | | | | | | | | | | | | | | | | | 4.99 |
| | Naturally Better | A | 4.99 | | | | | | | | | | | | | | | | | |
| FL | ALDI | n/i | | | 1.69 | | 1.69 | | | | | | | | | | | | | |
| | Bravo | n/i | | | | 1.98 | 1.58 | | | | | 0.78 | | 0.58 | | | | | | |
| | Dollar General Mkt | n/i | | | 1.95 | | | | | | | 0.95 | | 0.95 | | | | | | |
| | Doris Market | n/i | | | 2.99 | | | | | | | | | | | | 0.49 | | | |
| | Earth Fare | n/i | A | 3.99 | | 2.99 | | | | | | | | | | | | | | |
| | Food Giant | Sanderson Farms | | | | | | | | | | 0.98 | | 0.98 | | | | | | |
| | Fresco y Mas | n/i | | | 1.28 | | | | | | | | | | | | | | | 4.98 |
| | Greers Markets | n/i | | | 1.69 | | | | | | | | | | | | 0.45 | | | |
| | Harris Teeter | Smart Chicken | O | | | | | | | | | 3.49 | | 3.49 | | | | | | |
| | | Perdue | A | 3.99 | | | | | | | | | | | | | | | | |
| | Harvey's | n/i | | | 1.98 | | | | | | | 0.88 | | 0.88 | | | | | | |
| | | SE Grocers | | | | | | | | | | | | | | | | 2.60 | 2.60 | |
| | | Lip Lickin' | | | | | | | | | | | | | | | | | | |
| | Hitchcock's | n/i | | | | | | | | | 1.98 | | | | | | 0.48 | | | |
| | IGA Stores -FL | n/i | | | 1.99 | | | | | | | | | | | | 0.69 | | | |
| | | Springer Mountain | A | 3.99 | | | | | | | | | | | | | | | | |
| | Milam's Market | Bell & Evans | O | | | | | | | | | | | | | 3.99 | | | | |
| | | Fieldale Farms | A | | | | | | | | | | | | | 0.99 | | | | |
| | Lucky's Market | n/i | | | 3.49 | | | | | | | | | | | | | | | |
| | Price Choice | n/i | | | | | 1.67 | | | | 1.57 | | | | | | 0.37 | | | |
| Publix | GreenWise | A | 4.49 | | | | | | | | 3.19 | | 3.19 | | | | | | | |
| | Publix | | | | | | | | | | | | | | | | | | | |
| PW Houchen's | Sanderson Farms | | | 1.99 | | | | | | | | | | | | | | | | |
| Sabor Tropical | n/i | | | 0.98 | | | | | | 1.48 | | | | 0.58 | | | | | | |
| Save-a-Lot | n/i | | | 1.99 | | | | | | | | | | | | | | | | |
| Scaff's Market | n/i | | | | | | | | | 1.79 | | | | | | 0.59 | | | | |
| | Sanderson Farms | | | | | | | 1.49 | | | | | | | | | | | | |
| Seabra Foods | n/i | | | 1.99 | | | | | | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

prices in \$US per pound unless otherwise noted.

**Labor Day 2018
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 (cont) | Sedano's | Perdue | A | | | | | | | | | 0.69 | | 0.69 | | | | | | | |
| | Sprout's Market | n/i | | | | 2.99 | | | | | | | | | | | | | | 6.99 | |
| | Trader Joe's | Trader Joe's | O | | | | | | | | | | | 1.99 | | | | | | | |
| | Walmart | Tyson | A | | | | | | | 2.27 | | | | | | | | | | | |
| | | Marketside | A | 4.84 | | | | | | | | | | | | | | | | | |
| | Western Beef | n/i | | | 1.99 | | | | | | | 1.49 | | | | | | | | | |
| | Winn-Dixie | Sanderson Farms | | 3.29 | 2.99 | | 2.99 | | | 2.99 | | | 1.15 | | 1.15 | | | | | | |
| | Lip Lickin' | | | | | | | | | | | | | | | | | | | 4.99 | |
| | Naturally Better | A | 4.99 | | | | | | | | | | | | | | | | | | |
| GA | ALDI | n/i | | | 1.69 | | 1.69 | | | | | | | | | | | | | | |
| | Bi-Lo | Naturally Better | A | 2.99 | | | | | | | | | | | | | | | | | |
| | | Lip Lickin' | | | | | | | | | | | | | | | | | | | 4.99 |
| | | Sanderson Farms | | 3.29 | 2.99 | | 2.99 | | | 2.99 | | | 1.15 | | 1.15 | | | | | | |
| | Dollar General Mkt | n/i | | | 1.95 | | | | | | | | 0.95 | | 0.95 | | | | | | |
| | Earth Fare | n/i | A | 3.99 | | 2.99 | | | | | | | | | | | | | | | |
| | Food City | Holly Farms | | | 1.99 | | | | | | | | | | | | | | | | 6.99 |
| | | n/i | | | | | | | | | | | | | | | | | | | |
| | Food Depot | Claxton | | | | | | | | | | | 0.88 | | 0.88 | | | | | | |
| | Food Giant | Sanderson Farms | | | | | | | | | | | 0.98 | | 0.98 | | | | | | |
| | Food Lion | Food Lion | | | | | 1.99 | | 1.49 | | | | | | | | | | | | 6.99 |
| | Food Pride | n/i | | | | | | | | | | | 0.59 | | 0.59 | | | | | | |
| | Galaxy Foods | n/i | | | 1.68 | | | | | | | | | | | | | | | | |
| | | Springer Mountain | A | | | | | | | | | | 1.18 | | 1.18 | | | | | | |
| | Harris Teeter | Smart Chicken | O | | | | | | | | | | 3.49 | | 3.49 | | | | | | |
| | | Perdue | A | 3.99 | | | | | | | | | | | | | | | | | |
| | Harvey's | n/i | | | 1.98 | | | | | | | | 0.88 | | 0.88 | | | | | | |
| | SE Grocers | | | | | | | | | | | | | | | | | 2.60 | 2.60 | | |
| | Lip Lickin' | | | | | | | | | | | | | | | | | | | 5.98 | |
| IGA Food Stores | n/i | | | | | | | | | | | | | 0.55 | | 0.49 | | | | | |
| | Springer Mountain | A | 3.29 | | | | | | | | | | | | | | | | | | |
| IGA Stores SE | n/i | | | | | | | | | | | | | | | 0.48 | | | | | |
| Ingles Markets | Tyson | A | 2.28 | | | | | | | | | | | | | 0.68 | | | | | |
| | Harvest Farms | A | | | 2.38 | | | | | | | | | | | | | | | | |
| | Coleman | O | | | | | | | | | | | | 1.88 | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Labor Day 2018

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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 (cont) | Kroger Atlanta | Fresh Foods | | | | | | | | | | | | | | | | | | 5.99 | |
| | | Perdue | A | 2.99 | | | | | | | | | | | | | | 2.80 | 2.80 | | |
| | | Kroger | | | | | | | | | | | | | | | | | | | |
| | | Lidl | n/i | | | | | | | | 1.79 | | | | 0.89 | | | | | | |
| | | Little Giant | n/i | 1.99 | 1.99 | 1.99 | 1.99 | | | | | | | | 0.59 | | 0.49 | | | | |
| | | Lucky's Market | n/i | 3.49 | | | | | | | | | | | | | | | | | |
| | | Piggly Wiggly GA | n/i | | | | | | | | 1.59 | | | | | | 0.44 | | | | |
| | | Publix | GreenWise | A | 4.49 | | | | | | | | 3.19 | | 3.19 | | | | | | 6.99 |
| | | | Publix | | | | | | | | | | | | | | | | | | |
| | | PW Carolina Co. | n/i | | 1.99 | | | | | | | | | | | 0.89 | 0.49 | | | | |
| | | | Springer Mountain | A | 3.99 | | | | | | | | | | | | | | | | 5.99 |
| | | | Mrs. Mac's | | | | | | | | | | | | | | | | | | |
| | | PW Houchen's | Sanderson Farms | | 1.99 | | | | | | | | | | | | | | | | |
| | | PW Homeland | n/i | | | | | 1.49 | | | | | | | | | | | | | |
| | | Quality Foods | n/i | 2.99 | | | | | | | | | | | | | 0.39 | | | | |
| | | | Springer Mountain | A | | | | | | | | | 1.49 | | | | | | | | |
| | | Save-a-Lot | n/i | | 1.99 | | | | | | | | | | | | | | | | |
| | | Sprout's Market | n/i | | | 2.99 | | | | | | | | | | | | | | | 6.99 |
| | | | Market Corner | | | | | | | | | | | | | | | | | | |
| | | Trader Joe's | Trader Joe's | O | | | | | | | | | | | 1.99 | | | | | | |
| | United Grocery | n/i | | 1.59 | | | | | | | | | | | | | | | | | |
| | Walmart | Tyson | A | | | | | | | 2.27 | | | | | | | | | | | |
| | | Marketside | A | 4.84 | | | | | | | | | | | | | | | | | |
| | Wayfield's | n/i | | 1.99 | | | 1.79 | 0.99 | 2.79 | 1.99 | | | 0.79 | | | | | | | | |
| | Winn-Dixie | Sanderson Farms | | 3.29 | 2.99 | 2.99 | | | 2.99 | | | 1.15 | | 1.15 | 0.79 | | 0.49 | | | | |
| | | Lip Lickin' | | | | | | | | | | | | | | | | | | 4.99 | |
| | | Naturally Better | A | 4.99 | | | | | | | | | | | | | | | | | |
| KY | ALDI | n/i | | 1.69 | | 1.69 | | | | | | | | | | | | | | | |
| | Chappell's | n/i | | 3.99 | | | | | | | | | | | | | | | | | |
| | Cox IGA | n/i | | | | | | | | | | | | | | | | | | 6.99 | |
| | | Sanderson Farms | | 2.69 | | | | | | | | | | | | | | | | | |
| | Dollar General Mrkt | n/i | | 1.95 | | | | | | | | 0.95 | | 0.95 | | | | | | | |
| | E. W. James | Sanderson Farms | | | | | | | | | | 0.98 | | 0.98 | | | | | | | |
| | Earth Fare | n/i | A | 3.99 | 2.99 | | | | | | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

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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 | | | | |
| KY (cont) | Food City | Holly Farms | | | 1.99 | | | | | | | | | | | | | | | | 6.99 | | |
| | | n/i | | | | | | | | | | | | | | | | | | | | 6.99 | |
| | Food Giant | Sanderson Farms | | | | | | | | | | 0.98 | | 0.98 | | | | | | | | 6.99 | |
| | Food Lion | Food Lion | | | | 1.99 | | 1.49 | | | | | | | | | | | | | | 6.99 | |
| | Food Rite | Food Rite | | | | | | | | | | | | | | | 0.59 | | | | | 6.99 | |
| | | Charley Bigg's | | | | | | | | | | | | | | | | | | | | 6.99 | |
| | Foodland | Chester Fried | | | | | | | | | | | | | | | | | | | | 6.99 | |
| | | Tyson | | A | | | 2.49 | | | | | | | | | | | | | | | | |
| | Fresh Encounter | Miller | | A | | | | | 1.89 | | | | | | | | | | | | | | |
| | | Open Acres | | | | 2.49 | | | | | | | 1.49 | | 1.49 | | | | | | | | |
| | Fresh Thyme | Coleman | | O | | | | | | | | | | 2.99 | | | | | | | | | |
| | | n/i | | | | 2.99 | | | | | | | | | | | | | | | | | |
| | Galaxy Foods | n/i | | | | 1.68 | | | | | | | | | | | | | | | | | |
| | | Springer Mountain | | A | | | | | | | | | 1.18 | | 1.18 | | | | | | | | |
| | IGA Houchens | Sanderson Farms | | | | | | | | | | | 1.29 | | 1.29 | | | | | | | | |
| | IGA SpartanNash | Our Family | | | | | | | | | | | | | 0.99 | | | | | | | | |
| | | n/i | | | | | | | | | | | 1.39 | | | | | | | | | | 6.99 |
| | IGA Stores SE | n/i | | | | | | | | | | | | | | | | | | | | | 0.48 |
| | IGA Stores OH/KY | n/i | | | 2.69 | | | | | | | | | | | | | | | | | | |
| | Kroger Cincinnati | Tyson | | A | | | | | 0.99 | | | | | | 0.99 | | 0.99 | | | | | | |
| | | Fresh Foods | | | | | | | | | | | | | | | | | | | | | 6.99 |
| | | Kroger | | | | | | | | | | | | | | | | | | | | | 2.40 |
| | Kroger Delta | Fresh Foods | | | | | | | | | | | | | | | | | | | | | 5.99 |
| | Sanderson Farms | | | 2.49 | | | | | | | | | | | | | | | | | | | |
| | Heritage Farm | | | | | | | | | | | 1.99 | | | | | | | | | | | |
| Kroger MdAtlantic | Perdue | | A | | 1.88 | | 1.88 | | | | | | | | | | | | | | | | |
| | Fresh Foods | | | | | | | | | | | | | | | | | | | | | 5.99 | |
| | Heritage Farm | | | | | | | | | | | 1.99 | | | | | | | | | | | |
| Kroger Mid-South | Perdue | | A | | 1.88 | | 1.88 | | | | | | | | | | | | | | | | |
| | Fresh Foods | | | | | | | | | | | | | | | | | | | | | 5.99 | |
| | Kroger | | | | | | | | | | | | | | | | | | | | | 2.80 | |
| Kroger Nashville | Perdue | | A | | 1.88 | | 1.88 | | | | | | | | | | | | | | | 2.80 | |
| | Fresh Foods | | | | | | | | | | | | | | | | | | | | | 2.80 | |
| | Kroger | | | | | | | | | | | | | | | | | | | | | 2.80 | |
| Lucky's Market | n/i | | | 3.49 | | | | | | | | | | | | | | | | | | | |

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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 | tray | bagged | Breast | Tender | | | | |
| KY (cont) | Meijer | n/i | | | 1.49 | | | | | | | | | | | | | | | 5.99 | |
| | Meijer | | | 2.49 | | | | | | 2.49 | | | | | | | | | | | |
| | PW Houchen's | Sanderson Farms | | | 1.99 | | | | | | | | | | | | | | | | |
| | Remke Markets | n/i | | | 1.99 | | | | | | | | | | | | | | | | |
| | Save-a-Lot | n/i | | | 1.99 | | | | | | | | | | | | | | | | |
| | Super Dollar | n/i | | | 1.50 | | | | | | | | | | | | | | | | |
| | TC Grocers | n/i | | | | | | | | 2.99 | | 0.99 | | 1.09 | | 0.39 | | | | 7.99 | |
| | Tyson | | A | 2.99 | | | | | | | | | | | | | | | 2.20 | | |
| | Best Choice | | | | | | | | | | | | | | | | | | | | |
| | Trader Joe's | Trader Joe's | O | | | | | | | | | | | 1.99 | | | | | | | |
| | United Grocery | n/i | | | 1.59 | | | | | | | | | | | | | | | | |
| | ValuMarket | Sanderson Farms | | | | | | | | | | | 0.99 | | 0.99 | | | | | | |
| Walmart | Tyson | A | | | | | | | 2.27 | | | | | | | | | | | | |
| | Marketside | A | 4.84 | | | | | | | | | | | | | | | | | | |
| MS | AG Baton Rouge | Sanderson Farms | | | | | | | 0.99 | | | | | | | | | | | | |
| | n/i | | | | | | | | | | | | | | | | 0.49 | | | 4.99 | |
| | ALDI | n/i | | 1.69 | | 1.69 | | | | | | | | | | | | | | | |
| | Corner Market | Sanderson Farms | | | | | | | | | | 0.89 | | 0.89 | | | | | | | |
| | Dollar General Mkt | n/i | | 1.95 | | | | | | | | 0.95 | | 0.95 | | | | | | | |
| | Food Giant | Sanderson Farms | | | | | | | | | | 0.98 | | 0.98 | | | | | | | |
| | Froogle's | n/i | | | | | | | | | | | | | | | 0.39 | | | | |
| | Greers Markets | n/i | | 1.69 | | | | | | | | | | | | | 0.45 | | | | |
| | Grocery Depot | Sanderson Farms | | | | | | | | | | | 0.89 | | 0.89 | | | | | | |
| | Kroger Delta | Fresh Foods | | | | | | | | | | | | | | | | | | 5.99 | |
| | | Sanderson Farms | | 2.49 | | | | | | | | | | | | | | | | | |
| | | Heritage Farm | | | | | | | | | | | 1.99 | | | | | | | | |
| | Mac's Fresh Marke | n/i | | 1.47 | | | | | | | | | | | | | | 0.49 | | | |
| | Piggly Wiggly HGR | n/i | | | | | | | | | | | | | | | | 0.39 | | | |
| | PW Houchen's | Sanderson Farms | | | 1.99 | | | | | | | | | | | | | | | | |
| | Ramey's | n/i | | 1.58 | | | | | | | | | | | | | | | | | |
| | | Ramey's | | | | | | | | | | | 0.98 | | 0.98 | | | | | | 5.99 |
| Rouses | Tyson | A | | | | | | | | 1.99 | | | | | | | | | | | |
| Save-a-Lot | n/i | | 1.99 | | | | | | | | | | | | | | | | | | |
| Shoppers Value | n/i | | 1.48 | | 1.68 | | | | | 1.98 | | | | | | | 0.39 | | | 5.48 | |
| Sullivan's | n/i | | 1.69 | | | | | | | | | | | | | | 0.49 | | | | |

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prices in \$US per pound unless otherwise noted.

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 | | |
| MS (cont) | Vowell's | n/i | | | | | | | | | | | | | | | 0.49 | | | | |
| | Walmart | Tyson | A | | | | | | | 2.27 | | | | | | | | | | | |
| | | Marketside | A | 4.84 | | | | | | | | | | | | | | | | | |
| | Winn-Dixie | Sanderson Farms | | 3.29 | 2.99 | | 2.99 | | | 2.99 | | 1.15 | | 1.15 | | | | | | | 4.99 |
| | | Lip Lickin' Naturally Better | A | 4.99 | | | | | | | | | | | | | | | | | |
| NC | ALDI | n/i | | | 1.69 | | 1.69 | | | | | | | | | | | | | | |
| | Bi-Lo | Naturally Better | A | 2.99 | | | | | | | | | | | | | | | | | |
| | | Lip Lickin' | | | | | | | | | | | | | | | | | | | 4.99 |
| | | Sanderson Farms | | 3.29 | 2.99 | | 2.99 | | | 2.99 | | 1.15 | | 1.15 | | | | | | | |
| | Carlie C's | n/i | | | | | | | | | | | | | | | 0.48 | | | | |
| | Compare Foods | Farm Fresh | | | 1.99 | | | | | | | | | | | | | | | | |
| | | Perdue | A | | | | | | | | | | | | | | 0.79 | | | | |
| | | Harvestland | O | 7.99 | | | | | | | | | | | | | | | | | |
| | | Harvestland | A | | | | 3.99 | | | | | | | | | | | | | | |
| | | Springer Mountain | A | 4.99 | | | | | | | | | | | | | | | | | |
| | Earth Fare | n/i | A | 3.99 | | | 2.99 | | | | | | | | | | | | | | |
| | Food Lion | Food Lion | | | | | 1.99 | | 1.49 | | | | | | | | | | | | 6.99 |
| | Food Pride | n/i | | | | | | | | | | 0.59 | | 0.59 | | | | | | | |
| | Fresh Foods | Springer Mountain | A | | | | | | | | | 0.99 | | 0.99 | | | | | | | |
| | | n/i | | | | | | | | | | | | | | | | 0.39 | | | |
| | Galaxy Foods | n/i | | | 1.68 | | | | | | | | | | | | | | | | |
| | | Springer Mountain | A | | | | | | | | | 1.18 | | 1.18 | | | | | | | |
| | Great Valu Market | Perdue | A | | | | | | | | | | | | | | 0.69 | | | | |
| | | n/i | | | | | 1.99 | | | | | | | | | | | | | | |
| | Harris Teeter | Smart Chicken | O | | | | | | | | | 3.49 | | 3.49 | | | | | | | |
| | Perdue | A | 3.99 | | | | | | | | | | | | | | | | | | |
| Harvey's | n/i | | | | | 1.98 | | | | | | 0.88 | | 0.88 | | | | | | | |
| | SE Grocers | | | | | | | | | | | | | | | | | 2.60 | 2.60 | | |
| | Lip Lickin' | | | | | | | | | | | | | | | | | | | 5.98 | |
| Hills | Springer Mountain | A | | | | | | | | 2.39 | | | | | | | | | | | |
| | Wise Buy | | | | | 1.79 | | | | | | | | | | | | | | | |
| H-Mart | n/i | | | | | | | | 2.28 | | | | | | | | | | | | |
| IGA Food Stores | n/i | | | | | | | | | | | | | 0.55 | | 0.49 | | | | | |
| | Springer Mountain | A | 3.29 | | | | | | | | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Labor Day 2018

prices in \$US per pound unless otherwise noted.

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 | | | |
| NC (cont) | IGA Stores SE | n/i | | | | | | | | | | | | | | | | | | | | |
| | Ingles Markets | Tyson | A | 2.28 | | | | | | | | | | | | | | 0.48 | | | | |
| | | Harvest Farms | A | | | 2.38 | | | | | | | | | | | | 0.68 | | | | |
| | | Coleman | O | | | | | | | | | | | 1.88 | | | | | | | | |
| | Just \$ave | n/i | | | 1.88 | | | | | | | | | | | | | | | | 6.99 | |
| | Lidl | n/i | | | | | | | | | 1.79 | | | | 0.89 | | | | | | | |
| | Lowes Foods | Perdue | | BOGO | | | | | | | | | | | | | | | | | | |
| | | n/i | | | | | | | | | | | | | | | | | | | | 7.99 |
| | Publix | GreenWise | A | 4.49 | | | | | | | | | 3.19 | | 3.19 | | | | | | | 6.99 |
| | | Publix | | | | | | | | | | | | | | | | | | | | 6.99 |
| | PW Retail | Fieldale | | | | | | | | | | | | | | | | | | 0.23 | | |
| | | Wise Buy | | | | | | 1.59 | | | | | | | | | | | | | | |
| | PW Stores | Springer Mountain | A | | | | | | | | | 2.79 | | | | | | | | | | 7.99 |
| | | n/i | | | | | | | | | | | | | | | 0.79 | 0.39 | | | | |
| | | Sanderson Farms | | 2.29 | | | | | | | | | | | | | | | | | | |
| | Save-a-Lot | n/i | | | 1.99 | | | | | | | | | | | | | | | | | |
| | Sprout's Market | n/i | | | | 2.99 | | | | | | | | | | | | | | | | |
| Market Corner | | | | | | | | | | | | | | | | | | | | | 6.99 | |
| Trader Joe's | Trader Joe's | O | | | | | | | | | | | | 1.99 | | | | | | | | |
| United Grocery | n/i | | | 1.59 | | | | | | | | | | | | | | | | | | |
| Walmart | Tyson | A | | | | | | | | | 2.27 | | | | | | | | | | | |
| | Marketside | A | 4.84 | | | | | | | | | | | | | | | | | | | |
| SC | ALDI | n/i | | | 1.69 | | 1.69 | | | | | | | | | | | | | | | |
| | Bi-Lo | Naturally Better | A | 2.99 | | | | | | | | | | | | | | | | | | |
| | | Lip Lickin' | | | | | | | | | | | | | | | | | | | | 4.99 |
| | | Sanderson Farms | | 3.29 | 2.99 | | 2.99 | | | | 2.99 | | 1.15 | | 1.15 | | | | | | | |
| | Dollar General Mkt | n/i | | | 1.95 | | | | | | | | 0.95 | | 0.95 | | | | | | | |
| | Earth Fare | n/i | A | 3.99 | | 2.99 | | | | | | | | | | | | | | | | |
| | Food Lion | Food Lion | | | | 1.99 | | | 1.49 | | | | | | | | | | | | 6.99 | |
| | Galaxy Foods | n/i | | | | 1.68 | | | | | | | | | | | | | | | | |
| | | Springer Mountain | A | | | | | | | | | | 1.18 | | 1.18 | | | | | | | |
| | Harris Teeter | Smart Chicken | O | | | | | | | | | | 3.49 | | 3.49 | | | | | | | |
| Perdue | | A | 3.99 | | | | | | | | | | | | | | | | | | | |
| Harvey's | n/i | | | 1.98 | | | | | | | | 0.88 | | 0.88 | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Labor Day 2018

prices in \$US per pound unless otherwise noted.

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 | | |
| SC (cont) | Harvey's (continued) | SE Grocers | | | | | | | | | | | | | | | | 2.60 | 2.60 | | |
| | Hills | Lip Lickin' Springer Mountain | A | | | | | | | 2.39 | | | | | | | | | | 5.98 | |
| | IGA Food Stores | Wise Buy | | | 1.79 | | | | | | | | | 0.55 | | 0.49 | | | | | |
| | IGA Stores SE | Springer Mountain | A | 3.29 | | | | | | | | | | | | 0.48 | | | | | |
| | Ingles Markets | n/i | | | | | | | | | | | | | | 0.68 | | | | | |
| | | Tyson | A | 2.28 | | | | | | | | | | | | | | | | | |
| | | Harvest Farms | A | | | 2.38 | | | | | | | | | | | | | | | |
| | | Coleman | O | | | | | | | | | | | 1.88 | | | | | | | |
| | Kroger Atlanta | Fresh Foods | | | | | | | | | | | | | | | | | | | 5.99 |
| | | Perdue | A | 2.99 | | | | | | | | | | | | | | | | | |
| | | Kroger | | | | | | | | | | | | | | | | | 2.80 | 2.80 | |
| | Lidl | n/i | | | | | | | | 1.79 | | | | | 0.89 | | | | | | |
| | Lowes Foods | Perdue | | BOGO | | | | | | | | | | | | | | | | | |
| | | n/i | | | | | | | | | | | | | | | | | | | 7.99 |
| | Publix | GreenWise | A | 4.49 | | | | | | | | 3.19 | | 3.19 | | | | | | | 6.99 |
| | | Publix | | | | | | | | | | | | | | | | | | | |
| | PW Carolina Co. | n/i | | | 1.99 | | | | | | | | | | | 0.89 | 0.49 | | | | |
| | | Springer Mountain | A | 3.99 | | | | | | | | | | | | | | | | | |
| | | Mrs. Mac's | | | | | | | | | | | | | | | | | | | 5.99 |
| | Quality Foods | n/i | | 2.99 | | | | | | | | | | | | | 0.39 | | | | |
| | Springer Mountain | A | | | | | | | | | 1.49 | | | | | | | | | | |
| Save-a-Lot | n/i | | | 1.99 | | | | | | | | | | | | | | | | | |
| Sprout's Market | n/i | | | | 2.99 | | | | | | | | | | | | | | | | |
| | Market Corner | | | | | | | | | | | | | | | | | | | 6.99 | |
| Trader Joe's | Trader Joe's | O | | | | | | | | | | | | 1.99 | | | | | | | |
| Walmart | Tyson | A | | | | | | | | 2.27 | | | | | | | | | | | |
| | Marketside | A | 4.84 | | | | | | | | | | | | | | | | | | |
| TN | ALDI | n/i | | | 1.69 | | 1.69 | | | | | | | | | | | | | | |
| | Cash Saver | n/i | | | | | | | | | | | | | | | 0.35 | | | | |
| | Cash Saver TN | n/i | | | | | | | | | | | | | | 0.29 | | | | | |
| | Chappell's | n/i | | 3.99 | | | | | | | | | | | | | | | | | |
| | Dollar General Mkt | n/i | | | 1.95 | | | | | | | 0.95 | | 0.95 | | | | | | | |
| | E. W. James | Sanderson Farms | | | | | | | | | | 0.98 | | 0.98 | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Labor Day 2018

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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 | | | | | |
| TN (cont) | Earth Fare | n/i | A | 3.99 | | 2.99 | | | | | | | | | | | | | | | | | | |
| | Food City | Holly Farms | | | 1.99 | | | | | | | | | | | | | | | 6.99 | | | | |
| | | | n/i | | | | | | | | | | | | | | | | | | 6.99 | | | |
| | Food Country | n/i | | | 1.99 | | | | | | | | | | | | | | | | | | | |
| | Food Giant | Sanderson Farms | | | | | | | | | | 0.98 | | 0.98 | | | | | | | | | | |
| | Food Lion | Food Lion | | | | | 1.99 | | 1.49 | | | | | | | | | | | | 6.99 | | | |
| | Food Rite | Food Rite | | | | | | | | | | | | | | | | 0.59 | | | | | | |
| | | Charley Bigg's | | | | | | | | | | | | | | | | | | | | 6.99 | | |
| | H.G. Hill | n/i | | | | | | | | | | | | | | | | | | | | 0.59 | | |
| | IGA Houchens | Sanderson Farms | | | | | | | | | | | 1.29 | | 1.29 | | | | | | | | | |
| | IGA Stores SE | n/i | | | | | | | | | | | | | | | | | | | | 0.48 | | |
| | IGA Stores OH/KY | n/i | | | 2.69 | | | | | | | | | | | | | | | | | | | |
| | Ingles Markets | Tyson | A | | 2.28 | | | | | | | | | | | | | | | | | | 0.68 | |
| | | Harvest Farms | A | | | | 2.38 | | | | | | | | | | | | | | | | | |
| | | Coleman | O | | | | | | | | | | | | | 1.88 | | | | | | | | |
| | Kroger Delta | Fresh Foods | | | | | | | | | | | | | | | | | | | | | | |
| | | Sanderson Farms | | | | 2.49 | | | | | | | | | | | | | | | | | | 5.99 |
| | | Heritage Farm | | | | | | | | | | | | | | | | | | | | | | 1.99 |
| | Kroger MdAtlantic | Perdue | A | | | 1.88 | | | | | | | | | | | | | | | | | | 1.88 |
| | | Fresh Foods | | | | | | | | | | | | | | | | | | | | | | |
| | | Heritage Farm | | | | | | | | | | | | | | | | | | | | | | 1.99 |
| | Kroger Nashville | Perdue | A | | | 1.88 | | | | | | | | | | | | | | | | | | 1.88 |
| | | Fresh Foods | | | | | | | | | | | | | | | | | | | | | | |
| | | Kroger | | | | | | | | | | | | | | | | | | | | | | 2.80 |
| | Lucky's | n/i | | | | 1.79 | | | | | | | | | | | | | | | | | | 0.49 |
| | Osborne's | n/i | | | | | | | | | | | | | | | | | | | | | | 0.49 |
| | Publix | GreenWise | A | | 4.49 | | | | | | | | | 3.19 | | 3.19 | | | | | | | | |
| | | Publix | | | | | | | | | | | | | | | | | | | | | | 6.99 |
| Save-a-Lot | n/i | | | | 1.99 | | | | | | | | | | | | | | | | | | | |
| Sprout's Market | n/i | | | | | 2.99 | | | | | | | | | | | | | | | | | | |
| | Market Corner | | | | | | | | | | | | | | | | | | | | | | 6.99 | |
| Super Dollar | n/i | | | | 1.50 | | | | | | | | | | | | | | | | | | | |
| TC Grocers | n/i | | | | | | | | | | 2.99 | | 0.99 | | 1.09 | | | | | | | | 0.39 | |
| | Tyson | A | | 2.99 | | | | | | | | | | | | | | | | | | | | |
| | Best Choice | | | | | | | | | | | | | | | | | | | | | | 2.20 | |

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Labor Day 2018

prices in \$US per pound unless otherwise noted.

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 | | |
| TN (cont) | Tietgen's | n/i | | | | | | | | | | | | | | | 0.49 | | | | |
| | Trader Joe's | Trader Joe's | O | | | | | | | | | | | 1.99 | | | | | | | |
| | United Grocery | n/i | | | 1.59 | | | | | | | | | | | | | | | | |
| | Walmart | Tyson Marketside | A A | | 4.84 | | | | | | 2.27 | | | | | | | | | | |
| VA | ALDI | n/i | | | 1.69 | | 1.69 | | | | | | | | | | | | | | |
| | Dollar General Mkt | n/i | | | 1.95 | | | | | | | 0.95 | | 0.95 | | | | | | | |
| | Earth Fare | n/i | A | 3.99 | | 2.99 | | | | | | | | | | | | | | | |
| | Food City | Holly Farms | | | 1.99 | | | | | | | | | | | | | | | 6.99 | |
| | Food Country | n/i | | | 1.99 | | | | | | | | | | | | | | | 6.99 | |
| | Food Lion | Food Lion | | | | | 1.99 | | 1.49 | | | | | | | | | | | 6.99 | |
| | Galaxy Foods | n/i | | | 1.68 | | | | | | | | | | | | | | | | |
| | | Springer Mountain | A | | | | | | | | | 1.18 | | 1.18 | | | | | | | |
| | Giant Food | Giant | | | 1.99 | | 1.99 | | | | | | 0.99 | | 0.99 | 0.99 | | | | | 6.99 |
| | | Perdue | A | | | | | | | | | 1.49 | | 1.49 | | | | | | | |
| | | Nature's Promise | O | | 6.99 | | | | | | | | | | | | | | | | |
| | | Empire | K | | 5.99 | | | | | | | | | | | | | | | | |
| | Grant's | n/i | | | | | | | | | | | | | | | | | | | 5.98 |
| | Great Valu Market | Perdue | A | | | | | | | | | | | | | | 0.69 | | | | |
| | | n/i | | | | 1.99 | | | | | | | | | | | | | | | |
| | Harris Teeter | Smart Chicken | O | | | | | | | | | | 3.49 | | 3.49 | | | | | | |
| | | Perdue | A | | | 3.99 | | | | | | | | | | | | | | | |
| | H-Mart | n/i | | | | | | 1.89 | | | | | | | | | | | | | |
| | IGA Houchens | Sanderson Farms | | | | | | | | | | | 1.29 | | 1.29 | | | | | | |
| | IGA Stores SE | n/i | | | | | | | | | | | | | | | | 0.48 | | | |
| Ingles Markets | Tyson | A | | 2.28 | | | | | | | | | | | | | 0.68 | | | | |
| | Harvest Farms | A | | | | 2.38 | | | | | | | | | | | | | | | |
| | Coleman | O | | | | | | | | | | | | 1.88 | | | | | | | |
| Kroger MdAtlantic | Perdue | A | | | 1.88 | | 1.88 | | | | | | | | | | | | | | |
| | Fresh Foods | | | | | | | | | | | | | | | | | | | | 5.99 |
| | Heritage Farm | | | | | | | | | | | 1.99 | | | | | | | | | |
| Lidl | n/i | | | | | | | | | | 1.79 | | | | 0.89 | | | | | | |
| Lowes Foods | Perdue | | | BOGO | | | | | | | | | | | | | | | | | 7.99 |
| | n/i | | | | | | | | | | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Labor Day 2018

prices in \$US per pound unless otherwise noted.

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 | | |
| VA (cont) | Martin's Food | Giant | | | 1.77 | | 1.99 | | | | | | 0.88 | | 0.88 | | | | | | |
| | | Perdue | A | | | | | | | | | 1.29 | | 1.29 | | | | | | | |
| | | Empire | K | 5.99 | | | | | | | | | | | | | | | | | |
| | Price Rite | n/i | | | 1.79 | | | | | | | | 0.89 | | 0.89 | | | | | | |
| | | Perdue | A | | | | | | | | 1.99 | | | | | | | | | | |
| | Publix | GreenWise | A | 4.49 | | | | | | | | 3.19 | | 3.19 | | | | | | | 6.99 |
| | PW Retail | Fieldale | | | | | | | | | | | | | | | 0.23 | | | | |
| | | Wise Buy | | | | | | 1.59 | | | | | | | | | | | | | |
| | PW Stores | Springer Mountain | A | | | | | | | | 2.79 | | | | | | | 0.79 | 0.39 | | 7.99 |
| | | n/i | | | | | | | | | | | | | | | | | | | |
| | | Sanderson Farms | | | 2.29 | | | | | | | | | | | | | | | | |
| | Safeway Eastern | Perdue | A | BOGO | | | | | | | | | | | | | | | | | 4.99 |
| | | n/i | | | | | | | | | | | | | | | | | | | |
| | Save-a-Lot | n/i | | | | 1.99 | | | | | | | | | | | | | | | |
| | Shop'n Save | Gerber | A | 4.49 | | | | | | | | | | | | | | | | | |
| | | n/i | | | | | | | | | | | | | | | | | | 0.48 | |
| | Shoppers | n/i | | | 1.99 | | 1.99 | | | | | 1.99 | | | | | | | | | 6.99 |
| | Shoppers Value | n/i | | | | | | | | | | 1.29 | | | | 0.63 | | | | | |
| | Super Dollar | n/i | | | | 1.50 | | | | | | | | | | | | | | | |
| | Trader Joe's | Trader Joe's | O | | | | | | | | | | | | 1.99 | | | | | | |
| Walmart | Tyson | A | | | | | | | | | 2.27 | | | | | | | | | | |
| | Marketside | A | 4.84 | | | | | | | | | | | | | | | | | | |
| Wegman's | Wegman's | | | | | 1.99 | | 1.79 | | 2.79 | | | | | 0.99 | 0.99 | 0.69 | | | | |
| | Wegman's | A | 4.49 | | 4.29 | | | | | | 2.29 | | 1.99 | 1.99 | | | | | 2.99 | | |
| | Tyson | A | | | | | | | | | | | | | | | | | | | |
| Weis Markets | Perdue | A | 2.98 | | | | | | | | | | | | | 0.75 | | | | | |
| WV | ALDI | n/i | | | 1.69 | | 1.69 | | | | | | | | | | | | | | |
| | Food Lion | Food Lion | | | | | 1.99 | | 1.49 | | | | | | | | | | | 6.99 | |
| | Foodland | Chester Fried | | | | | | | | | | | | | | | | | | 6.99 | |
| | | Tyson | A | | | 2.49 | | | | | | | | | | | | | | | |
| | Galaxy Foods | n/i | | | 1.68 | | | | | | | | | | | | | | | | |
| | | Springer Mountain | A | | | | | | | | | 1.18 | | 1.18 | | | | | | | |
| Giant Eagle | n/i | | | | | 1.99 | | | | | | | | | | | | | | 6.99 | |
| | Giant Eagle | | | | | | | | | | | 1.29 | | 1.29 | | | | 2.99 | 2.99 | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Labor Day 2018

prices in \$US per pound unless otherwise noted.

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 | | |
| WV (cont) | Grant's | n/i | | | | | | | | | | | | | | | | | | 5.98 | |
| | Open Acres | | | | | | | 1.48 | | | | | | | | | | | | | |
| | IGA Stores SE | n/i | | | | | | | | | | | | | | | 0.48 | | | | |
| | Kroger Columbus | Tyson | A | | 1.88 | | | | | | | | | | | | | | | | |
| | Fresh Foods | | | | | | | | | | | | | | | | | | | 5.99 | |
| | Heritage Farm | | | | | | | | | 2.49 | | | | | | | | | | | |
| | Kroger | | | | | | | | | | | | | | | | | | BOGO | BOGO | |
| | Simple Truth | | A | 4.99 | | | | | | | | | | | | | | | | | |
| | Kroger MdAtlantic | Perdue | A | | 1.88 | | 1.88 | | | | | | | | | | | | | | 5.99 |
| | Fresh Foods | | | | | | | | | | | | | | | | | | | | 5.99 |
| | Heritage Farm | | | | | | | | | | | 1.99 | | | | | | | | | |
| | Martin's Food | Giant | | | 1.77 | | 1.99 | | | | | | 0.88 | | | 0.88 | | | | | |
| | Perdue | | A | | | | | | | | | 1.29 | | 1.29 | | | | | | | |
| | Empire | | K | 5.99 | | | | | | | | | | | | | | | | | |
| | PW Stores | n/i | | | | | | | | | | | | | | | 0.79 | 0.39 | | | 7.99 |
| | Sanderson Farms | | | | 2.29 | | | | | | | | | | | | | | | | |
| | Riesbeck's | n/i | | | | | | | | | | | | | | | | | | | |
| | Save-a-Lot | n/i | | | | 1.99 | | | | | | | | | | | | | | | |
| | Shop'n Save | Gerber | A | | 4.49 | | | | | | | | | | | | | | | | |
| | n/i | | | | | | | | | | | | | | | | | | | | 0.48 |
| Shoppers Value | n/i | | | | | | | | | | | 1.29 | | | 0.63 | | | | | | |
| Sparkle Market | n/i | | | | 1.79 | | | | | | | | | | | | | | | | |
| Walmart | Tyson | A | | | | | | | | | | 2.27 | | | | | | | | | |
| Marketside | | A | | 4.84 | | | | | | | | | | | | | | | | | |
| Weis Markets | Perdue | A | | 2.98 | | | | | | | | | | | | 0.75 | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Labor Day 2018

prices in \$US per pound unless otherwise noted.

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 | |
| MIDWESTERN U.S. - IA,IL,IN,MI,MN,ND,NE,OH,SD,WI | | | | | | | | | | | | | | | | | | | | |
| IA | ALDI | n/i | | | 1.69 | | 1.69 | | | | | | | | | | | | | |
| | AW Grocers | Tyson | A | | | | | | | | | | | | | | | | | 6.99 |
| | Brothers Market | n/i | | | | | | | | | 0.88 | | 0.88 | | | | 0.49 | | | |
| | | Sanderson Farms | | | | | | 1.69 | | | | | | | | | | | | 7.99 |
| | | n/i | | | | | | | | | | | | | | | | | | 6.99 |
| | Family Fare | Open Acres | | | 2.49 | | | | | | | | | | | | | | | |
| | | n/i | | | | | | | | | | | | | | | | | | |
| | Family Foods | n/i | | | | | | | 1.29 | | | | | | | | | | | |
| | Fareway | Farm Fresh | | | 1.88 | | | | | | | | | | | | | | | |
| | | n/i | | 2.99 | | | | | | | | | | | | | | | | |
| | Fisher's Foods | n/i | | | | | | | 1.29 | | | | | | | | 0.49 | | | |
| | Food Pride | n/i | | | 1.69 | | | | 1.29 | | | | | | | | | | | |
| | Fresh Thyme | Coleman | O | | | | | | | | | | 2.99 | | | | | | | |
| | | n/i | | | 2.99 | | | | | | | | | | | | | | | |
| | Hometown Foods | Best Choice | | | | | | | | | | | | | | | | | 2.00 | |
| | Hy-Vee | Hy-Vee | | 2.99 | | | | | | 1.18 | | 1.18 | | | | | | | | 8.88 |
| | | Tyson | A | | | | | | | | | | | | | | | | 2.00 | |
| | Jewel-Osco | Perdue | A | BOGO | | | | | | | | | | | | | | | | |
| | | Signature Farms | | | | | | | 1.99 | | | | | | | | | | | |
| | Lucky's Market | n/i | | 3.49 | | | | | | | | | | | | | | | | |
| | Maynard's | n/i | | | | | | | | | | | | | | | 1.19 | | | |
| | No Frills | n/i | | | 1.99 | | | | | | | | | | | | | | | 6.99 |
| | Price Chopper | n/i | | | 1.99 | | | | | | | | | | | | | | | |
| | | Sanderson Farms | | | | | | | | | | 1.29 | | 1.29 | | | | | | |
| | Quillin's | n/i | | | 1.79 | | | | | | | | | | | | | | | |
| | Save-a-Lot | n/i | | | 1.99 | | | | | | | | | | | | | | | |
| | Schnuck's | n/i | | | | | | | | | | | | | | | | | | 6.99 |
| | | Just Bare | A | 4.99 | | | | | | | | | | | | | | | | |
| | Sunshine Foods | Sanderson Farms | | | | | | 1.49 | | | | | | | | | | | | |
| | Thriftway Stores | n/i | | | | | | | | | | | | | | | | | | 6.99 |
| | Trader Joe's | Trader Joe's | O | | | | | | | | | | 1.99 | | | | | | | |
| | Walmart | Tyson | A | | | | | | | 2.27 | | | | | | | | | | |
| | | Marketside | A | 4.84 | | | | | | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Labor Day 2018

prices in \$US per pound unless otherwise noted.

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 | ALDI | n/i | | | 1.69 | | 1.69 | | | | | | | | | | | | | |
| | Angelo Caputo | n/i | | | 1.69 | | | | | | 1.99 | | | | 0.59 | | | | | |
| | | Miller | O | | | | 5.99 | | | | | | | | | | | | | |
| | | Miller | A | | | | | | | | | 1.99 | | 1.99 | | | | | | |
| | | AW Grocers | n/i | | | | | | | | | | | | | | 0.49 | | | |
| | | Berkot's | n/i | | | 1.99 | | | | 2.19 | | | | | 0.85 | | | | | |
| | | Borowiak's IGA | n/i | | | 1.79 | | 1.79 | | | | | | | | | 0.29 | | | |
| | | Gold'n Plump | | | | | | | | | | | | | | | | | | 7.99 |
| | | Brookhaven | n/i | | | | | | 1.79 | 1.49 | | | | | 0.99 | 0.69 | | | | |
| | | Butera | n/i | | | 0.99 | 2.89 | | | | 1.49 | 1.39 | 1.09 | | 0.69 | 0.79 | | | | 2.33 |
| | | Sun Chef | | | | | | | | | | | | | | | | | | |
| | | Cermak's | n/i | | | | | | | | | | | | 0.59 | | | | | |
| | | Supreme Tender | | | | 1.99 | | | | | | | | | | | | | | |
| | | County Market NFI | Just Bare | A | 5.49 | | | | | | | | | | | | | | | |
| | | Cub Foods | n/i | | | | | | | | | | | | | | | | | 6.99 |
| | | Dierberg's | Perdue | A | | | | | 1.99 | | | | 1.19 | | 0.88 | | | | | 7.99 |
| | | Dierberg's | | | | | | | | | | | | | | | | | | |
| | | Just Bare | A | 4.99 | | | | | | | | | | | | | | | | |
| | | El Guero | n/i | | | 2.29 | | | | | | | | | | | | | | |
| | | Fairplay Foods | n/i | | | 1.49 | | | 1.49 | | 1.99 | | | | 0.79 | | 0.48 | | | |
| | | Fareway | Farm Fresh | | | 1.88 | | | | | | | | | | | | | | |
| | | | n/i | | 2.99 | | | | | | | | | | | | | | | |
| | | Festival Foods | Perdue | A | 3.99 | | | | | 3.99 | | | | | | | | | | |
| | | Food 4 Less | Perdue | A | | | | | | | 1.99 | | | | | | | | | |
| | | Food Pride | n/i | | | 1.69 | | | 1.29 | | | | | | | | | | | |
| | | Fresh Thyme | Coleman | O | | | | | | | | | | 2.99 | | | | | | |
| | | | n/i | | | 2.99 | | | | | | | | | | | | | | |
| | | Garden Fresh | n/i | | | | | | | | | | | | 0.59 | | | | | |
| | Heinen's | Gerber's | A | 3.99 | | | | | | | | | | | | | | | | |
| | H-Mart | n/i | | | | | | | | 1.99 | | | | | | | | | | |
| | Hy-Vee | Hy-Vee | | 2.99 | | | | | | | | 1.18 | | 1.18 | | | | | | |
| | | Tyson | A | | | | | | | | | | | | | | 2.00 | | 8.88 | |
| | IGA Houchens | Sanderson Farms | | | | | | | | | | 1.29 | | 1.29 | | | | | | |
| | IGA Stores - IL/IN | n/i | | | 1.99 | | | | | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Labor Day 2018

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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 (cont) | Jewel-Osco | Perdue | A | BOGO | | | | | | | | | | | | | | | | | |
| | | Signature Farms | | | | | | 1.99 | | | | | | | | | | | | | |
| | | Jimenez | n/i | | | | | | | | | | | | | | 0.59 | | | | |
| | | Kirby Foods IGA | n/i | | | | | | | | | | | | | | | | | | |
| | | Kroger Central | Fresh Foods | | | | | | | | | | | | | | | | | | 6.99 |
| | | | Heritage Farm | | | | | | | | | | 1.29 | | 1.29 | | | | | | |
| | | | Kroger | | | | | | | | | | | | | | | | 2.80 | 2.80 | |
| | | Kroger Mid-South | Perdue | A | | 1.88 | | 1.88 | | | | | | | | | | | | | |
| | | | Fresh Foods | | | | | | | | | | | | | | | | | | |
| | | | Kroger | | | | | | | | | | | | | | | | 2.80 | 2.80 | 5.99 |
| | | La Chiquita | n/i | | | | | | | | | | | | | 0.68 | | | | | |
| | | Mariano's | Perdue | A | 1.88 | | | | | | | | | | | | | | | | 5.00 |
| | | | n/i | | | | | | | | | | | | | | | | | | 5.99 |
| | | Meijer | n/i | | | 1.49 | | | | | | | | | | | | | | | |
| | | | Meijer | | 2.49 | | | | | | 2.49 | | | | | | | | | | |
| | | Pete's Fresh | n/i | | | 1.99 | | | | | 1.99 | | 0.99 | | 0.99 | 0.69 | | | | | |
| | | | Harvestland | | 5.99 | | | | | | | | | | | | | | | | |
| | | Piggly Wiggly MW | n/i | | | 1.69 | | | | | 1.99 | | | | | | | | | | |
| | | Save-a-Lot | n/i | | | 1.99 | | | | | | | | | | | | | | | |
| | | Schnuck's | n/i | | | | | | | | | | | | | | | | | | 6.99 |
| | | | Just Bare | A | 4.99 | | | | | | | | | | | | | | | | |
| | | Shop & Save Mrkt | Gold'n Plump | | | | | | | | | | | | | | | 0.39 | | | |
| | | | Tyson | A | | 1.99 | | | | | | | | | | | | | | | |
| | | | Perdue | A | | | | | | | | | | 1.29 | | 1.29 | | | | | |
| | | | n/i | | | | | | 0.99 | | 1.49 | | | | | | | | | | |
| | | Shop'n Save | Perdue | C | 3.99 | | | | | 3.99 | | | | | | | | | | | |
| | | n/i | | | | | | | | | | | | | | | | | | 6.99 | |
| | Sullivan's | n/i | | | 1.88 | | | | | | | | | | | | | | | | |
| | Sunset Foods | Miller | A | | | | | | | | 1.99 | | 1.99 | | | | | | | | |
| | Tony's Finer Foods | n/i | | 3.99 | 1.49 | | 1.99 | | 1.69 | | 1.49 | | | | 0.99 | 0.99 | | | | | |
| | | Miller | A | 3.99 | | | | | | | | | | | | | | | | | |
| | | Miller | O | | | | | | | | | | | 2.99 | | | | | | | |
| | Trader Joe's | Trader Joe's | O | | | | | | | | | | | 1.99 | | | | | | | |
| | Treasure Island | Perdue | A | 3.59 | | | | | | | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Labor Day 2018

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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 (cont) | Valli Produce | n/i | | | 1.49 | | | | | | | | | | | | | | | | |
| | | Gerber's | A | 4.99 | | | | | | | | | | | | | | | | | |
| | Walmart | Tyson | A | | | | | | | 2.27 | | | | | | | | | | | |
| | | Marketside | A | 4.84 | | | | | | | | | | | | | | | | | |
| | Walt's Food | Walt's | | | | | | | | | | 0.99 | | 0.99 | | | | | | | 7.99 |
| | | Tyson | A | | | | | | | | | | | | | | | | | | |
| | | Miller | A | 3.99 | | | | | | | | | | | | | | | | | |
| IN | ALDI | n/i | | | 1.69 | | 1.69 | | | | | | | | | | | | | | |
| | Al's Supermarket | Miller | A | 2.99 | | | | | | | | | | | | | | | | | |
| | County Market | n/i | | | | | | | | | | | | | | | | | | 4.99 | |
| | County Market NFI | Just Bare | A | 5.49 | | | | | | | | | | | | | | | | | |
| | Dollar General Mkt | n/i | | | 1.95 | | | | | | | 0.95 | | 0.95 | | | | | | | |
| | Earth Fare | n/i | A | 3.99 | | 2.99 | | | | | | | | | | | | | | | |
| | Food 4 Less | Perdue | A | | | | | | | | 1.99 | | | | | | | | | | |
| | Fresh Encounter | Miller | A | | | | | 1.89 | | | | | | | | | | | | | |
| | | Open Acres | | | | 2.49 | | | | | | | 1.49 | | 1.49 | | | | | | |
| | Fresh Thyme | Coleman | O | | | | | | | | | | | 2.99 | | | | | | | |
| | | n/i | | | | 2.99 | | | | | | | | | | | | | | | |
| | Giant Eagle | n/i | | | | | 1.99 | | | | | | | | | | | | | | 6.99 |
| | | Giant Eagle | | | | | | | | | | | 1.29 | | 1.29 | | | | 2.99 | 2.99 | |
| | Harding's | Open Acres | | | | | | | | | | | 1.39 | | 1.39 | | | | | | |
| | | Miller | A | 3.99 | | 2.99 | | | | | | | | | | | | | | | |
| | | n/i | | | | | | | | | | | | | | | | | | | 7.99 |
| | Harvest Market | n/i | | | | | | | | | | | | | | | 0.59 | | | | |
| | Holiday Foods | n/i | | | | | | | | 1.39 | | 1.39 | | 1.39 | | 1.39 | | | | | |
| | | Tender Bird | | | | | | | | | | | | | | | | | | | 2.40 |
| | IGA Houchens | Sanderson Farms | | | | | | | | | | | 1.29 | | 1.29 | | | | | | |
| IGA Stores - IL/IN | n/i | | | | 1.99 | | | | | | | | | | | | | | | | |
| IGA Stores OH/KY | n/i | | | 2.69 | | | | | | | | | | | | | | | | | |
| Jay C Stores | Tyson | A | | 1.88 | | | | | | | | | | | | | | | | | |
| | Fresh Foods | | | | | | | | | | | | | | | | | | | | 5.99 |
| | Kroger | | | | | | | | | | | | | | | | | | 2.80 | 2.80 | |
| Jewel-Osco | Perdue | A | BOGO | | | | | | | | | | | | | | | | | | |
| | Signature Farms | | | | | | | 1.99 | | | | | | | | | | | | | |
| Kirby Foods IGA | n/i | | | | 1.99 | | | | | | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Labor Day 2018

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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) | Kroger Central | Fresh Foods | A | | | | | | | | | | | | | | | | | 6.99 | | | |
| | | Heritage Farm | | | | | | | | | | | | | | | | | | | | | |
| | Kroger Cincinnati | Kroger | | | | | | | | | | | | | | | | | | | | | |
| | | Tyson | | | | | | 0.99 | | | | | | | | 0.99 | | 0.99 | | | 2.80 | 2.80 | |
| | Kroger Mid-South | Fresh Foods | | | | | | | | | | | | | | | | | | | | 6.99 | |
| | | Kroger | | | | | | | | | | | | | | | | | | | | 2.40 | |
| | Lucky's Market | Perdue | | | | 1.88 | | 1.88 | | | | | | | | | | | | | | | 5.99 |
| | | Fresh Foods | | | | | | | | | | | | | | | | | | | | 2.80 | 2.80 |
| | Meijer | Kroger | | | | 3.49 | | | | | | | | | | | | | | | | | 5.99 |
| | | n/i | | | | | | | | | | | | | | | | | | | | | |
| | Millers Markets | n/i | | | | | | | | | | | | | | | | | | | | | |
| | | Meijer | | | | 2.49 | | | | | | 2.49 | | | | | | | | | | | |
| | Needler's | n/i | | | | | | | | | | | | | | | | | | | | | |
| | | Miller | | | | 3.99 | | | | | | | | | | | | | | | | | |
| | New Market | Miller | | | | 3.49 | | | | | | | | | | | | | | | | | |
| | | n/i | | | | | | | | | | | | | | | | | | | | | |
| | Schnuck's | n/i | | | | | | | | | | | | | | | | | | | | | 6.99 |
| | | n/i | | | | | | | | | | | | | | | | | | | | | |
| | Strack & VanTil | Just Bare | | | | 4.99 | | | | | | | | | | | | | | | | | |
| | | Sanderson Farms | | | | | | 1.79 | | 1.79 | | | | | | | | | | | | | |
| Trader Joe's | Perdue | | | 4.49 | | | | | | | | | | | | | | | | | | | |
| | Miller | | | 3.99 | | | | | | | | | | | | | | | | | | | |
| Walmart | n/i | | | | | | | | | 1.79 | | | | | | | | | | | | | |
| | Trader Joe's | | | | | | | | | | | | | 1.99 | | | | | | | | | |
| Walt's Food | Tyson | | | | | | | | | 2.27 | | | | | | | | | | | | | |
| | Marketside | | | 4.84 | | | | | | | | | | | | | | | | | | | |
| Wesselman's | Walt's | | | | | | | | | | | | 0.99 | | 0.99 | | | | | | | | |
| | Tyson | | | | | | | | | | | | | | | | | | | | 7.99 | | |
| MI | Miller | | | 3.99 | | | | | | | | | | | | | | | | | | | |
| | n/i | | | | | | | | | | | | | | | | | | | | | | |
| ALDI | n/i | | | | | 1.69 | | 1.69 | | | | | | | | | | | | | | | |
| | n/i | | | | | | | | | | | | | | | | | | | | | | |
| Busch's | Miller | | | | | | | 1.89 | | | | | | | | | | | | | | | |
| | Farm Fresh | | | | | 1.99 | | | | | | | | | | | | | | | | | |
| D&W Fresh Mrkt | n/i | | | | | | | | | | | | | | | | | | | | 4.99 | | |
| | Miller | | | 4.99 | | | | | | | | | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Labor Day 2018

prices in \$US per pound unless otherwise noted.

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 (cont) | Earth Fare | n/i | A | 3.99 | | 2.99 | | | | | | | | | | | | | | | |
| | Family Fare | Open Acres | | | 2.49 | | | | | | | | | | | | | | | 5.99 | |
| | | Tyson | A | | | | | | | | | | | | | | | | 2.80 | 2.80 | |
| | Food Pride | Open Acres | | | | | | | 1.49 | | | | | | | | | | | | |
| | | Gerber's | A | | | | | | 1.69 | | 1.69 | | | 1.69 | | | | | | | 6.99 |
| | Fresh Thyme | Coleman | O | | | | | | | | | | | 2.99 | | | | | | | |
| | | n/i | | | 2.99 | | | | | | | | | | | | | | | | |
| | Glory Supermarket | n/i | | | 1.38 | | | | | | 1.38 | | 0.99 | | 0.38 | | 0.38 | | | | |
| | Great Lakes Fresh | Gerber's | A | | | | | 1.99 | | | | | | | | | | | | | |
| | Harding's | Open Acres | | | | | | | | | | | 1.39 | | 1.39 | | | | | | |
| | | Miller | A | 3.99 | | 2.99 | | | | | | | | | | | | | | | |
| | | n/i | | | | | | | | | | | | | | | | | | | 7.99 |
| | Hollywood Mrkts. | Farm Fresh | | | | | | | | | 1.99 | | | | | | | | | | |
| | | Hollywood | | | | | | | | | | | | | | | | | | | 10.99 |
| | H-Mart | n/i | | | | | | | | | 1.99 | | | | | | | | | | |
| | Jack's Market | n/i | | | 1.69 | | | | | | | | | | | | 0.39 | | | | |
| | Kroger Central | Fresh Foods | | | | | | | | | | | | | | | | | | | 6.99 |
| | | Heritage Farm | | | | | | | | | | | 1.29 | | 1.29 | | | | | | |
| | | Kroger | | | | | | | | | | | | | | | | | 2.80 | 2.80 | |
| | Kroger Columbus | Tyson | A | | 1.88 | | | | | | | | | | | | | | | | |
| | Fresh Foods | | | | | | | | | | | | | | | | | | | 5.99 | |
| | Heritage Farm | | | | | | | | | 2.49 | | | | | | | | | | | |
| | Kroger | | | | | | | | | | | | | | | | | BOGO | BOGO | | |
| | Simple Truth | A | 4.99 | | | | | | | | | | | | | | | | | | |
| Kroger Michigan | Tyson | A | | 1.88 | | | | | | | | | | | | | | | | | |
| | Heritage Farm | | | | | | | | | 2.49 | | | | | | | | | | | |
| | Fresh Foods | | | | | | | | | | | | | | | | | | | 5.99 | |
| | Kroger | | | | | | | | | | | | | | | | | 2.80 | 2.80 | | |
| | Simple Truth | A | 4.99 | | | | | | | | | | | | | | | | | | |
| Louie's | n/i | | | 1.99 | | 1.79 | | | | | | | | | | | | | | | |
| Lucky's Market | n/i | | | 3.49 | | | | | | | | | | | | | | | | | |
| Meijer | n/i | | | 1.49 | | | | | | | | | | | | | | | | 5.99 | |
| | Meijer | | | 2.49 | | | | | | | 2.49 | | | | | | | | | | |
| Millers Markets | n/i | | | 1.49 | | | | | | | | | | | | 0.49 | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Labor Day 2018

prices in \$US per pound unless otherwise noted.

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 (cont) | Pat's Food IGA | Gold'n Plump | | 3.99 | | | | | | | | | | | | | | | | | |
| | | Gerber | A | | | | | | 2.49 | | | | | | | | | | | | |
| | Polly's Market | Miller | A | 3.19 | | | | | | | | | | | | | | | | | |
| | Ric's Food Center | Ric's Signature | | | 1.99 | | | | | | | | | | | | | | | | |
| | | Gerber | A | 3.99 | | | | | | | | | | | | | | | | | 6.99 |
| | Save-a-Lot | n/i | | | 1.99 | | | | | | | | | | | | | | | | |
| | Spartan Stores | Open Acres | n/i | | | | | | 1.49 | | | | | | | | | | | | |
| | Super One Foods | n/i | | | 1.66 | | | | | | | | | | | | | | | | |
| | | Gold'n Plump | | | | | | | | | | | | | | | | | | | |
| | Tadych's | n/i | | | | | | | | | | | | | | | | | | | 6.96 |
| | | Miller | A | | | | | 1.59 | | | | | | | | | 0.99 | | | | 6.99 |
| | | Tyson | A | | | | | | | | | | | | | | | | 2.00 | | |
| | | Katie's Best | A | | | | | | | | | 1.59 | | 1.59 | | | | | | | |
| | Tom's/Oleson's | Open Acres | | | 1.99 | | | | | | | | | | | | | | | | |
| | | Miller | A | | | | | 1.89 | | 1.89 | | | | | | | | | | | |
| | Trader Joe's | Trader Joe's | O | | | | | | | | | | | 1.99 | | | | | | | |
| | Valuland | n/i | | | 1.79 | | | | | | | | | | | | | | | | |
| VG's Grocery | Open Acres | | | 2.49 | | | | | | | | | | | | | | | | | |
| | Tyson | | | | | | | | | | | | | | | | | 2.80 | 2.80 | | |
| Walmart | Tyson | A | | | | | | | | 2.27 | | | | | | | | | | | |
| | Marketside | A | | 4.84 | | | | | | | | | | | | | | | | | |
| MN | ALDI | n/i | | | 1.69 | | 1.69 | | | | | | | | | | | | | | |
| | AW Grocers | Tyson | A | | | | | | | | | | | | | | | | | | 6.99 |
| | | n/i | | | 1.49 | | | | | | | | 0.88 | 0.88 | | 0.49 | | | | | |
| | Cash Wise | Gold'n Plump | | | | | | | | | | | 1.14 | 1.14 | | | | | | | |
| | | Chicken Shack | | | | | | | | | | | | | | | | | | | 6.98 |
| | Coborn's | Gold'n Plump | | | | | | | | | | | 1.14 | 1.14 | | | | | | | |
| | | Chicken Shack | | | | | | | | | | | | | | | | | | | 6.98 |
| | County Market | n/i | | | | | | | | | | | | | | | | | | | 4.99 |
| | Dick's Market | n/i | | | 1.99 | | | | | | | | | | | | | | | | |
| | Econofoods | Open Acres | | | 2.49 | | | | | | | | | | | | | | | | |
| | n/i | | | | | | | | | | | | | | | | | | | 6.99 | |
| Family Fare | Open Acres | | | 2.49 | | | | | | | | | | | | | | | | | |
| | n/i | | | | | | | | | | | | | | | | | | | | 6.99 |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Labor Day 2018

prices in \$US per pound unless otherwise noted.

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 (cont) | Family Fresh | Open Acres | | | 2.49 | | | | | | | | | | | | | | | | 6.99 | | |
| | Fareway | Farm Fresh | | | 1.88 | | | | | | | | | | | | | | | | | | |
| | Festival Foods | Tyson | A | 2.99 | | | | | | | | | | | | | | | 2.40 | 2.40 | | | |
| | Food Pride | Open Acres | | | | | | | 1.49 | | | | | | | | | | | | | | |
| | | Gerber's | A | | | | | | 1.69 | | 1.69 | | | | 1.69 | | | | | | | | 6.99 |
| | Fresh Thyme | Coleman | O | | 2.99 | | | | | | | | | | 2.99 | | | | | | | | |
| | Hornbacher's | Perdue | A | 3.99 | | | | | | | 3.99 | | | | | | | | | | | | 6.99 |
| | | | | | | | | | | | | | | | | | | | | | | | 7.99 |
| | Hugo's | Chester | | | | | | | | | | | | | | | | | | | | | |
| | | Katie's Best | A | | | | | | | | | | 1.69 | | 1.69 | | | | | | | | |
| | | Miller | A | | | | | | | 2.79 | | | | | | | | | | | | | |
| | | Sun Chef | | | | | | | | | | | | | | | | | | | | | |
| | Hy-Vee | Hy-Vee | | | 2.99 | | | | | | | | | 1.18 | | 1.18 | | | | | | | 8.88 |
| | | Tyson | A | | | | | | | | | | | | | | | | | | | | 2.00 |
| | Kowalski's | Gerber's | A | | 5.99 | | | | | | | | | | | | | | | | | | |
| | Lunds & Byerly's | Bell & Evans | A | | 6.99 | | | | | | | | | | | | | | | | | | |
| | | L&B | | | | | | | | | | | | | | | | | | | | | 7.99 |
| | Marketplace Foods | Gold'n Plump | | | 3.98 | | | | | | | | | | | | | | | | | | |
| | Maynard's | n/i | | | | | | | | | | | | | | | | | | | | | |
| | Nilssen's | n/i | | | | 1.99 | | | | | | | | | | | | | | | | | |
| | | Gold'n Plump | | | | | | | | | | | | | | | | | | | | | 6.99 |
| | | Open Acres | | | | | | | | | | | | | | | | | | | | | 1.33 |
| | Quillin's | n/i | | | | 1.79 | | | | | | | | | | | | | | | | | |
| | Save-a-Lot | n/i | | | | 1.99 | | | | | | | | | | | | | | | | | |
| | Sun Mart | n/i | | | | 1.99 | | | | | | | | | | | | | | | | | 6.99 |
| | Sunshine Foods | Sanderson Farms | | | | | | | 1.49 | | | | | | | | | | | | | | |
| | Super One Foods | n/i | | | | 1.66 | | | | | | | | | | | | | | | | | |
| | | Gold'n Plump | | | | | | | | | | | | | | | | | | | | | 6.96 |
| | SuperVALU Stores | n/i | | | | | | | | | | | | | | | | | | | | | 6.99 |
| | Teal's Market | Open Acres | | | | | | | | 1.49 | | | | | | | | | | | | | |
| Trader Joe's | Trader Joe's | O | | | | | | | | | | | | 1.99 | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Labor Day 2018

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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 (cont) | Walmart | Tyson | A | | | | | | | | 2.27 | | | | | | | | | | | | |
| | | Marketside | A | 4.84 | | | | | | | | | | | | | | | | | | | |
| ND | Alb./Safe. Mount. | n/i | | | 1.67 | | | | | | | | | | | 0.99 | | | | 6.99 | | | |
| | | O Organics | O | 7.49 | | | | | | | | | | | | | | | | | | | |
| | AW Grocers | n/i | | | | | | | | | | | | | | | 0.49 | | | | | | |
| | Cash Wise | Gold'n Plump | | | | | | | | | | | 1.14 | | 1.14 | | | | | | 6.98 | | |
| | | Chicken Shack | | | | | | | | | | | | | | | | | | | | | |
| | Dan's | Open Acres | | | 2.49 | | | | | | | | | | | | | | | | | | |
| | | n/i | | | | | | | | | | | | | | | | | | | | 6.99 | |
| | Family Fare | Open Acres | | | 2.49 | | | | | | | | | | | | | | | | | | |
| | | n/i | | | | | | | | | | | | | | | | | | | | | 6.99 |
| | Food Pride | Open Acres | | | | | | | 1.49 | | | | | | | | | | | | | | |
| | | Gerber's | A | | | | | | 1.69 | | 1.69 | | | | 1.69 | | | | | | | | 6.99 |
| | | n/i | | | | | | | | | | | | | | | | | | | | | 6.99 |
| | Hornbacher's | Perdue | A | 3.99 | | | | | | 3.99 | | | | | | | | | | | | | 6.99 |
| | | n/i | | | | | | | | | | | | | | | | | | | | | 6.99 |
| | Hugo's | Chester | | | | | | | | | | | | | | | | | | | | | 7.99 |
| | | Katie's Best | A | | | | | | | | | 1.69 | | 1.69 | | | | | | | | | |
| | | Miller | A | | | | | | | 2.79 | | | | | | | | | | | | | |
| | | Sun Chef | | | | | | | | | | | | | | | | | | 2.00 | | | |
| | Leevers Foods | Miller | A | 3.99 | | | | | | | | | | | | | | | | | | | |
| | Marketplace Foods | Gold'n Plump | | 3.98 | | | | | | | | | | | | | | | | | | | |
| | Miller's Fresh | Open Acres | | | | | | | 1.69 | | | | | | | | | | | | | | |
| | SuperVALU Stores | n/i | | | | | | | | | | | | | | | | | | | | 6.99 | |
| | Teal's Market | Open Acres | | | | | | | 1.49 | | | | | | | | | | | | | | |
| | Walmart | Tyson | A | | | | | | | | 2.27 | | | | | | | | | | | | |
| | | Marketside | A | 4.84 | | | | | | | | | | | | | | | | | | | |
| NE | Alb./Safe. Denver | Perdue | A | BOGO | | | | | | | | | | | | | | | | | | 4.99 | |
| | | n/i | | | | | | | | | | | | | | | | | | | | | |
| | | n/i | A | BOGO | | | | | | | | | | | | | | | | | | | |
| | Apple Market | Sanderson Farms | | | | | | 1.69 | | | | | | | | | | | | | | | |
| | AW Grocers | Tyson | A | | | | | | | | | | 0.88 | | 0.88 | | 0.49 | | | | | | 6.99 |
| | n/i | | | | 1.49 | | | | | | | | | | | | | | | | | | |
| | ALDI | n/i | | | 1.69 | | 1.69 | | | | | | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Labor Day 2018

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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 | | |
| NE (cont) | Baker's | Tyson | A | 2.49 | | | | | | | | | | | | | | | | | |
| | | Fresh Foods | | | | | | | | | | | | | | | | | | 5.99 | |
| | | Simple Truth | A | 4.99 | | | | | | | | | | | | | | | 2.80 | 2.80 | |
| | | Kroger | | | | | | | | | | | | | | | | | | | |
| | | Family Fare | Open Acres | | | 2.49 | | | | | | | | | | | | | | | 6.99 |
| | | | n/i | | | | | | | | | | | | | | | | | | 6.99 |
| | | Family Fresh | Open Acres | | | 2.49 | | | | | | | | | | | | | | | |
| | | | n/i | | | | | | | | | | | | | | | | | | |
| | | Fareway | Farm Fresh | | | 1.88 | | | | | | | | | | | | | | | |
| | | | n/i | | 2.99 | | | | | | | | | | | | | | | | |
| | | Food Pride | Open Acres | | | | | | 1.49 | | | | | | | | | | | | |
| | | | Gerber's | A | | | | | 1.69 | | 1.69 | | | | 1.69 | | | | | | 6.99 |
| | | | n/i | | | | | | | | | | | | | | | | | | |
| | | Fresh Thyme | Coleman | O | | | | | | | | | | | 2.99 | | | | | | |
| | | | n/i | | | 2.99 | | | | | | | | | | | | | | | |
| | | Hy-Vee | Hy-Vee | | 2.99 | | | | | | | | 1.18 | | 1.18 | | | | | | 8.88 |
| | | | Tyson | A | | | | | | | | | | | | | | | 2.00 | | |
| | No Frills | n/i | | | 1.99 | | | | | | | | | | | | | | | 6.99 | |
| | Russ's Market | Tyson | A | | | | | | | | | | | | | | | | | 8.00 | |
| | Sun Mart | n/i | | | 1.99 | | | | | | | | | | | | | | | 6.99 | |
| | Thriftway Stores | n/i | | | | | | | | | | | | | | | | | | 6.99 | |
| | Trader Joe's | Trader Joe's | O | | | | | | | | | | | 1.99 | | | | | | | |
| | Walmart | Tyson | A | | | | | | | 2.27 | | | | | | | | | | | |
| | | Marketside | A | 4.84 | | | | | | | | | | | | | | | | | |
| OH | Acme Fresh Marke | Gerber | A | 3.99 | | | | | | | | | | | | | | | | | |
| | | Acme | | | | | | | | | | 1.29 | | 1.29 | | | | | | | |
| | | Tyson | A | | | | | | | | | | | | | | | 2.80 | 2.80 | | |
| | | ALDI | n/i | | 1.69 | | 1.69 | | | | | | | | | | | | | | |
| | | Buehler's | n/i | 2.19 | 1.99 | | | | | | | | | | | | | | | | |
| | | | Gerber | A | 3.99 | | 3.99 | | | | | | | | | | | | | | |
| | | Dave's Market | n/i | | | | | | | | | 1.69 | | 1.69 | 0.99 | | | | | | |
| | | Dollar General Mrkt | n/i | | 1.95 | | | | | | | | 0.95 | | 0.95 | | | | | | |
| | Earth Fare | n/i | A | 3.99 | | 2.99 | | | | | | | | | | | | | | | |
| | Fishers Foods | Gerber | A | | | | | | | | 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 | | |
| OH (cont) | Fresh Encounter | Miller | A | | | | | 1.89 | | | | | | | | | | | | | |
| | | Open Acres | | | 2.49 | | | | | | | | 1.49 | | 1.49 | | | | | | |
| | Fresh Thyme | Coleman | O | | 2.99 | | | | | | | | | 2.99 | | | | | | | |
| | | n/i | | | | | | | | | | | | | | | | | | | |
| | Giant Eagle | n/i | | | | | 1.99 | | | | | | | | | | | | | 6.99 | |
| | | Giant Eagle | | | | | | | | | | | 1.29 | | 1.29 | | | | 2.99 | 2.99 | |
| | Heinen's | Gerber's | A | 3.99 | | | | | | | | | | | | | | | | | |
| | IGA Houchens | Sanderson Farms | | | | | | | | | | | 1.29 | | 1.29 | | | | | | |
| | IGA SpartanNash | Our Family | | | | | | | | | | | | | 0.99 | | | | | | |
| | | n/i | | | | | | | | | | | 1.39 | | | | | | | | 6.99 |
| | IGA Stores OH/KY | n/i | | 2.69 | | | | | | | | | | | | | | | | | |
| | Kroger Central | Fresh Foods | | | | | | | | | | | | | | | | | | | 6.99 |
| | | Heritage Farm | | | | | | | | | | | 1.29 | | 1.29 | | | | | | |
| | | Kroger | | | | | | | | | | | | | | | | | 2.80 | 2.80 | |
| | Kroger Cincinnati | Tyson | A | | | | | | 0.99 | | | | | | 0.99 | | 0.99 | | | | 6.99 |
| | | Fresh Foods | | | | | | | | | | | | | | | | | | | |
| | | Kroger | | | | | | | | | | | | | | | | | | | 2.40 |
| | Kroger Columbus | Tyson | A | 1.88 | | | | | | | | | | | | | | | | | |
| | | Fresh Foods | | | | | | | | | | | | | | | | | | | |
| | | Heritage Farm | | | | | | | | | | | 2.49 | | | | | | | | |
| | Kroger | | | | | | | | | | | | | | | | | BOGO | BOGO | | |
| | Simple Truth | A | 4.99 | | | | | | | | | | | | | | | | | | |
| Kroger MdAtlantic | Perdue | A | | 1.88 | | 1.88 | | | | | | | | | | | | | | | |
| | Fresh Foods | | | | | | | | | | | | | | | | | | | | |
| | Heritage Farm | | | | | | | | | | | | 1.99 | | | | | | | 5.99 | |
| Lucky's Market | n/i | | 3.49 | | | | | | | | | | | | | | | | | | |
| Marc's | Tyson | A | | 1.79 | | | | | | | | | | | | | | | | | |
| Meijer | n/i | | | 1.49 | | | | | | | | | | | | | | | | 5.99 | |
| | Meijer | | | 2.49 | | | | | | | | 2.49 | | | | | | | | | |
| Millers Markets | n/i | | | 1.49 | | | | | | | | | | | | | 0.49 | | | | |
| Needler's | Miller | A | 3.99 | | | | | | | | | | | | | | | | | | |
| PW Stores | n/i | | | | | | | | | | | | | | | 0.79 | 0.39 | | | 7.99 | |
| | Sanderson Farms | | | 2.29 | | | | | | | | | | | | | | | | | |
| Remke Markets | n/i | | | 1.99 | | | | | | | | | | | | | | | | | |
| Riesbeck's | n/i | | | | | | | | | | | | 0.99 | | 0.99 | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Labor Day 2018

prices in \$US per pound unless otherwise noted.

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 (cont) | Save-a-Lot | n/i | | | 1.99 | | | | | | | | | | | | | | | | |
| | Shop'n Save | Gerber | A | 4.49 | | | | | | | | | | | | | 0.48 | | | | |
| | Sparkle Market | n/i | | | 1.79 | | | | | | | | | | | | | | | | |
| | SuperVALU Stores | Gerber | A | | | | | 2.29 | | | | | | | | | | | | | |
| | Trader Joe's | Trader Joe's | O | | | | | | | | | | | 1.99 | | | | | | | |
| | Walmart | Tyson | A | | | | | | | 2.27 | | | | | | | | | | | |
| | | Marketside | A | 4.84 | | | | | | | | | | | | | | | | | |
| SD | Alb./Safe. Denver | Perdue | A | BOGO | | | | | | | | | | | | | | | | | |
| | | n/i | | | | | | | | | | | | | | | | | | 4.99 | |
| | | n/i | A | BOGO | | | | | | | | | | | | | | | | | |
| | ALDI | n/i | | | 1.69 | | 1.69 | | | | | | | | | | | | | | |
| | AW Grocers | Tyson | A | | 1.49 | | | | | | | | 0.88 | 0.88 | | 0.49 | | | | | 6.99 |
| | | n/i | | | | 1.49 | | | | | | | | | | | | | | | |
| | Buche Foods | Chester | | | | 1.98 | | | | | | | | | | | | | | | 9.98 |
| | | n/i | | | | 1.98 | | | | | | | | | | | | | | | |
| | Coborn's | Gold'n Plump | | | | | | | | | | | 1.14 | 1.14 | | | | | | | |
| | | Chicken Shack | | | | | | | | | | | | | | | | | | | 6.98 |
| | Family Fare | Open Acres | | | | 2.49 | | | | | | | | | | | | | | | |
| | | n/i | | | | | | | | | | | | | | | | | | | 6.99 |
| | Fareway | Farm Fresh | | | | 1.88 | | | | | | | | | | | | | | | |
| | | n/i | | | 2.99 | | | | | | | | | | | | | | | | |
| | Hy-Vee | Hy-Vee | | | 2.99 | | | | | | | 1.18 | | 1.18 | | | | | | | 8.88 |
| | | Tyson | A | | | | | | | | | | | | | | | | 2.00 | | |
| | IGA Markets | Gold'n Plump | | | 5.32 | | | | | | | | | | | | | | | | |
| | Essential Everyday | | | | | | | | | | | | | | | | | 2.80 | 2.33 | | |
| Ken's Super Fair | Sanderson Farms | | | | | | 1.49 | | | | | | | | | | | | | | |
| Lynns Dakotamart | n/i | | | | | | | 1.29 | | | | | | | | | | | | | |
| Maynard's | n/i | | | | | | | | | | | | | | 1.19 | | | | | | |
| Sunshine Foods | Sanderson Farms | | | | | | 1.49 | | | | | | | | | | | | | | |
| Teal's Market | Open Acres | | | | | | | 1.49 | | | | | | | | | | | | | |
| Walmart | Tyson | A | | | | | | | | 2.27 | | | | | | | | | | | |
| | Marketside | A | | 4.84 | | | | | | | | | | | | | | | | | |
| WI | ALDI | n/i | | | 1.69 | | 1.69 | | | | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Labor Day 2018

prices in \$US per pound unless otherwise noted.

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 | | | | |
| WI (cont) | AW Grocers | Tyson | A | | | | | | | | | | | | | | | | | | 6.99 | | |
| | | n/i | | | 1.49 | | | | | | | | 0.88 | | 0.88 | | 0.49 | | | | | | |
| | | Cermak's | n/i | | | | | | | | | | | | 0.59 | | | | | | | | |
| | | | Supreme Tender | | | 1.99 | | | | | | | | | | | | | | | | | |
| | | County Market | n/i | | | | | | | | | | | | | | | | | | | 4.99 | |
| | | Cub Foods | n/i | | | | | | | | | | | | | | | | | | | 6.99 | |
| | | Econofoods | Open Acres | | | 2.49 | | | | | | | | | | | | | | | | | 6.99 |
| | | | n/i | | | | | | | | | | | | | | | | | | | | 6.99 |
| | | Family Fresh | Open Acres | | | 2.49 | | | | | | | | | | | | | | | | | 6.99 |
| | | | n/i | | | | | | | | | | | | | | | | | | | | 6.99 |
| | | Festival Foods | Tyson | A | | | | | | | | | | | | | | | | 2.40 | 2.40 | | |
| | | Food Pride | Open Acres | | | | | | | 1.49 | | | | | | | | | | | | | |
| | | | Gerber's | A | | | | | | 1.69 | | 1.69 | | | | 1.69 | | | | | | | 6.99 |
| | | | n/i | | | | | | | | | | | | | | | | | | | | 6.99 |
| | | Fox bros. PW | n/i | | | | | | | | | 1.99 | | | | 0.79 | | | | | | | |
| | | Fresh Thyme | Coleman | O | | | | | | | | | | | 2.99 | | | | | | | | |
| | | | n/i | | | 2.99 | | | | | | | | | | | | | | | | | |
| | | Great Lakes Fresh | Gerber's | A | | | | | 1.99 | | | | | | | | | | | | | | |
| | | Hansen's IGA | n/i | | | | | | | | | | | | | | 0.78 | | | | | | 6.98 |
| | | Hy-Vee | Hy-Vee | | 2.99 | | | | | | | | 1.18 | | 1.18 | | | | | | | | 8.88 |
| | | | Tyson | A | | | | | | | | | | | | | | | | 2.00 | | | |
| | | Marketplace Foods | Gold'n Plump | | 3.98 | | | | | | | | | | | | | | | | | | |
| | | Marketplace WI | Gold'n Plump | | | | | | | | | | | | | | | | | | | | |
| | | | Chicken Shack | | | | | | | | | | | | | | | | | | | | 6.98 |
| | | Meijer | n/i | | | 1.49 | | | | | | | | | | | | | | | | | 5.99 |
| | | | Meijer | | 2.49 | | | | | | | 2.49 | | | | | | | | | | | |
| | Nilssen's | n/i | | | 1.99 | | | | | | | | | | | | | | | | | | |
| | | Gold'n Plump | | | | | | | | | | | | | | | | | | | | 6.99 | |
| | | Open Acres | | | | | | | | | | | | | | | | | | | | 1.33 | |
| | Pat's Food IGA | Gold'n Plump | | 3.99 | | | | | | | | | | | | | | | | | | | |
| | | Gerber | A | | | | | | 2.49 | | | | | | | | | | | | | | |
| | Pick'n Save | n/i | | | | | | | | | | | | | | | | | | | | 5.00 | |
| | | Roundy's | | BOGO | | | | | | | | | | | | | | | | | | | |
| | | Kroger | | | | | | | | | | | | | | | | | | 2.80 | 2.80 | | |
| | | Simple Truth | O | 3.55 | | | | | | | | | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Labor Day 2018

prices in \$US per pound unless otherwise noted.

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 | tray | bagged | Breast | Tender | | | | |
| WI (cont) | Piggly Wiggly MW | n/i | | | 1.69 | | | | | | 1.99 | | | | 0.79 | | | | | | |
| | Quillin's | n/i | | | 1.79 | | | | | | | | | | | | | | | | |
| | Save-a-Lot | n/i | | | 1.99 | | | | | | | | | | | | | | | | |
| | Schnuck's | n/i | | | | | | | | | | | | | | | | | | 6.99 | |
| | | Just Bare | A | | 4.99 | | | | | | | | | | | | | | | | |
| | | Sendik's | | | | 2.99 | | | | | | | | | | | | | | | |
| | | Smart Chicken | A | | | | | | | | | | 1.59 | | 1.59 | | | | | | |
| | | Sentry Foods | | | | | | | | 1.99 | | | | | | | | | | | |
| | | | | | | 5.10 | | | | | | | | | | | | | | | |
| | | Shurfine Food | | | | | | | | 0.98 | | | | | | | | | | | |
| | | | | | | 3.49 | | | | | | | | | | | | | | | |
| | | | | A | | | | | | | | | 1.77 | | 1.77 | | | | | | |
| | | | | | | | | | | | | | | | | | | | 1.59 | | |
| | | Super One Foods | | | | 1.66 | | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | | | | | | | | 6.96 |
| | | SuperVALU Stores | | | | | | | | | | | | | | | | | | | 6.99 |
| | | Tadych's | | | | | | | | | | | | | | | | | | | 6.99 |
| | | | | A | | | | | 1.59 | | | | | | | | 0.99 | | | | |
| | | | | A | | | | | | | | | | | | | | | | 2.00 | |
| | | | | A | | | | | | | | | 1.59 | | 1.59 | | | | | | |
| | Trader Joe's | | O | | | | | | | | | | | 1.99 | | | | | | | |
| | Trig's | | A | | | | | | 2.49 | | | | | | | | | | | | |
| | Walmart | | A | | | | | | | | | | | | | | | | | | |
| | | | A | | 4.84 | | | | | | | | | | | | | | | | |
| | Woodman's | | | | | | | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | | | | | | | 2.00 | |
| | | | O | | | | | | | 3.99 | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

prices in \$US per pound unless otherwise noted.

**Labor Day 2018
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 | | |
| SOUTH CENTRAL U.S. - AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT | | | | | | | | | | | | | | | | | | | | | |
| AR | Albert. Houston | n/i | | | 1.88 | | 1.88 | | | | | | | | | BOGO | | | | | |
| | | Signature Farms | | | | | | | | | | | 1.29 | 1.29 | | | | | | | |
| | | Tyson | A | | | | | | | | | | | | | | | | 2.40 | | |
| | ALDI | n/i | | | 1.69 | | 1.69 | | | | | | | | | | | | | | |
| | Brookshires | Sanderson Farms | | | | | | | | | | | 0.99 | 0.99 | | | | | | | |
| | | Brookshires | | | | | | | | | | | | | | | | | 2.00 | | |
| | City Market | n/i | | | | | | | | | | | | | | | | 0.45 | | | |
| | CV's Family Food | n/i | | | | | | | | | | | | | | | | 0.99 | | | |
| | Edwards FG | n/i | | | | | | | | | 1.98 | | 0.98 | 0.98 | | | | 0.59 | | | |
| | Food Giant | Sanderson Farms | | | | | | | | | | | 0.98 | 0.98 | | | | | | | |
| | G&W Foods | Mountaire | | | | 2.19 | | | | | | | 1.29 | 1.29 | | | | | | | |
| | | Springer Mountain | A | | 3.99 | | | | | | | | | | | | | | | | |
| | | n/i | | | | 1.49 | | | | | | | | | | | | | 0.49 | | |
| | Harp's | Tyson | A | | | 3.18 | 2.28 | | | | | | | | | | | | | 2.80 | |
| | | Smart Chicken | A | | | | | | | | | | | | | | 1.18 | | | | |
| | | Martha Harp | | | | | | | | | | | | | | | | | | | 9.99 |
| | Hay's | Sanderson Farms | | | | | | | | | | | 1.18 | 1.18 | | | | | | | |
| | Kroger Delta | Fresh Foods | | | | | | | | | | | | | | | | | | | 5.99 |
| | | Sanderson Farms | | | 2.49 | | | | | | | | | | | | | | | | |
| | | Heritage Farm | | | | | | | | | | 1.99 | | | | | | | | | |
| Mac's Fresh Marke | n/i | | | | 1.47 | | | | | | | | | | | | | 0.49 | | | |
| PW Houchen's | Sanderson Farms | | | | 1.99 | | | | | | | | | | | | | | | | |
| Save-a-Lot | n/i | | | | 1.99 | | | | | | | | | | | | | | | | |
| Super 1 Foods | Sanderson Farms | | | | | | | | | | | | | | | | | | 0.37 | | |
| | n/i | | | | | | | | | | | | | | | | | | | 6.97 | |
| TC Grocers | n/i | | | | | | | | | | 2.99 | 0.99 | 1.09 | | | | | 0.39 | | 7.99 | |
| | Tyson | A | | 2.99 | | | | | | | | | | | | | | | | | |
| | Best Choice | | | | | | | | | | | | | | | | | | 2.20 | | |
| Walmart | Tyson | A | | | | | | | | | 2.27 | | | | | | | | | | |
| | Marketside | A | | 4.84 | | | | | | | | | | | | | | | | | |
| AZ | Albertsons SW | Sanderson Farms | | | | | | 0.87 | | | | 0.87 | 0.87 | 0.87 | | | | | | | |
| | | Signature Café | | | | | | | | | | | | | | | | | | 4.99 | |
| | n/i | | | | 1.99 | | 1.99 | | | | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Labor Day 2018

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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 | | |
| AZ (cont) | AW Grocers | Tyson | A | | | | | | | | | | 0.88 | 0.88 | | | | | | 6.99 | |
| | Basha's | Sanderson Farms | | | | | | | 0.97 | | | | | | | | | | | 5.99 | |
| | Clark's Market | Smart Chicken | O | 8.79 | 1.77 | | | | | | | | | | | | | | | | |
| | El Super | n/i | | | 1.59 | | | | | | | | 0.77 | 0.77 | 0.49 | | | | | | |
| | Food City | n/i | | | 1.47 | | | | | | | | 0.57 | 0.57 | | | | | | | |
| | Fry's | Foster Farms | | | | | | | | | | | 0.97 | 0.97 | | | | | | | |
| | | Fresh Foods | | | | | | | | | | | | | | | | | | | 5.99 |
| | | Kroger | | | | | | | | | | | | | | | | | 2.80 | 2.80 | |
| | IGA Family | n/i | | | 1.57 | | | | | | | | | 0.67 | | 0.57 | | | | | |
| | Los Altos | n/i | | 2.49 | 1.29 | | | | | | | | | 0.59 | | | | | | | |
| | Lowes Market | n/i | | | | | | | | | | | | | | | 0.49 | | | | |
| | Safeway SW | n/i | | | 1.77 | 1.77 | | | | | | | | | | | | | | | |
| | | Sanderson Farms | | | | | | | | | | | 1.29 | 1.29 | 1.29 | 1.29 | | | | | |
| | Smart & Final | First Street | | | | | | | | | | | | | | | | | | | |
| | Smith's | Fresh Foods | | | | | | | | | | | | | | | | | | | 6.99 |
| | | Heritage Farm | | | | | | | 1.29 | | | | 1.29 | 1.29 | | | | | | | |
| | Sprout's Market | n/i | | | | | 2.99 | | | | | | | | | | | | | | 2.80 |
| | Kroger | | | | | | | | | | | | | | | | | | | 2.80 | |
| Trader Joe's | Trader Joe's | O | | | | | | | | | | | | 1.99 | | | | | | 7.99 | |
| Walmart | Tyson | A | | | | | | | | 2.27 | | | | | | | | | | | |
| | Marketside | A | | 4.84 | | | | | | | | | | | | | | | | | |
| CO | Affiliated Foods | n/i | | | | | | | | | | | | | | 0.39 | | | | | |
| | Alb./Safe. Denver | Perdue | A | BOGO | | | | | | | | | | | | | | | | | |
| | | n/i | | | | | | | | | | | | | | | | | | | 4.99 |
| | | n/i | A | BOGO | | | | | | | | | | | | | | | | | |
| | Alb./Safe. Mount. | n/i | | | 1.67 | | | | | | | | | | | 0.99 | | | | | 6.99 |
| | | O Organics | O | 7.49 | | | | | | | | | | | | | | | | | |
| | Associated Food | n/i | | | | | 1.99 | | | | | 0.99 | 1.19 | 0.99 | | | | | | | |
| | Just Bare | A | | | | 3.99 | | | | | | | | | | | | | | | |
| AW Grocers | Tyson | A | | | | | | | | | | | | | | | | | | 6.99 | |
| | n/i | | | | 1.49 | | | | | | | 0.88 | 0.88 | | 0.49 | | | | | | |
| Clark's Market | Smart Chicken | O | 8.79 | | | | | | | | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

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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 (cont) | Food King | n/i | | | | | | | | | | | | | | | 0.34 | | | | | |
| | King Soopers | Fresh Foods | | | | | | | | | | | | | | | | | | | | |
| | | Kroger | | | | | | | | | | | | | | | | | 2.80 | 2.80 | 5.99 | |
| | | n/i | | | 2.99 | | | | | | | | | | | | | | | | | |
| | Lowes Market | n/i | | | | | | | | | | | | | | | 0.49 | | | | | |
| | Lucky's Market | n/i | O | | 7.99 | | | | | | | | | | | | | | | | | |
| | Ridley's Markets | n/i | | | | | | | | | | 1.19 | | 1.19 | | | | | | | | |
| | Save-a-Lot | n/i | | | | 1.99 | | | | | | | | | | | | | | | | |
| | Sprout's Market | n/i | | | | | 2.99 | | | | | | | | | | | | | | | |
| | | Market Corner | | | | | | | | | | | | | | | | | | | 7.99 | |
| Trader Joe's | Trader Joe's | | O | | | | | | | | | | | 1.99 | | | | | | | | |
| Walmart | Tyson | | A | | | | | | | | 2.27 | | | | | | | | | | | |
| | Marketside | | A | | 4.84 | | | | | | | | | | | | | | | | | |
| KS | Affiliated Foods | n/i | | | | | | | | | | | | | | | 0.39 | | | | | |
| | ALDI | n/i | | | 1.69 | | 1.69 | | | | | | | | | | | | | | | |
| | Apple Market | Sanderson Farms | | | | | | 1.69 | | | | | | | | | | | | | | |
| | AW Grocers | Tyson | | A | | | | | | | | | | | | | | | | | 6.99 | |
| | | n/i | | | | | | | | | | 0.88 | | 0.88 | | | | 0.49 | | | | |
| | Brothers Market | Sanderson Farms | | | | | | 1.69 | | | | | | | | | | | | | | |
| | | n/i | | | | | | | | | | | | | | | | | | | 7.99 | |
| | Country Mart | Sanderson Farms | | | | | | | 1.69 | | | | | | | | | | | | | |
| | CV's Family Food | n/i | | | | | | | | | | | | 0.99 | | | 0.99 | | | | | |
| | Dillon's | Tyson | | A | | 2.49 | | | | | | | | | | | | | | | | |
| | | Fresh Foods | | | | | | | | | | | | | | | | | | | | 5.99 |
| | | Simple Truth | | A | | 4.99 | | | | | | | | | | | | | | | | |
| | | Kroger | | | | | | | | | | | | | | | | | | | | 2.80 |
| | Food Pride | n/i | | | | 1.69 | | | | 1.29 | | | | | | | | | | | | |
| | G&W Foods | Mountaire | | | | 2.19 | | | | | | | | 1.29 | | 1.29 | | | | | | |
| | Springer Mountain | | A | | 3.99 | | | | | | | | | | | | | | | | | |
| | n/i | | | | 1.49 | | | | | | | | | | | | | | | | 0.49 | |
| Harp's | Tyson | | A | | 3.18 | | 2.28 | | | | | | | | | | | | | | 2.80 | |
| | Smart Chicken | | A | | | | | | | | | | | | | | 1.18 | | | | | |
| | Martha Harp | | | | | | | | | | | | | | | | | | | | | |
| Hen House | OMP | | | | 3.99 | | | | | | | | | | | | | | | | 9.99 | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Labor Day 2018

prices in \$US per pound unless otherwise noted.

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 (cont) | Hy-Vee | Hy-Vee | | 2.99 | | | | | | | | 1.18 | | 1.18 | | | | | | 8.88 | | |
| | | Tyson | A | | | | | | | | | | | | | | | 2.00 | | | | |
| | Lowes Market | n/i | | | | | | | | | | | | | | 0.49 | | | | | | |
| | Price Chopper | n/i | | | 1.99 | | | | | | | | | | | | | | | | | |
| | | Sanderson Farms | | | | | | | | | | | | | | | | | | | | |
| | Pyramid Foods | Tyson | A | | | 2.39 | | | | | | | 1.29 | | 1.29 | | | | | | | |
| | | Smart Chicken | A | | | | | | | | | | | | | | 0.99 | | | | | |
| | | n/i | | | | | | | | | | | | | | | | | | | 6.99 | |
| | Save-a-Lot | n/i | | | | 1.99 | | | | | | | | | | | | | | | | |
| | Sprout's Market | n/i | | | | | 2.99 | | | | | | | | | | | | | | | |
| | | Market Corner | | | | | | | | | | | | | | | | | | | 7.99 | |
| Sun Fresh | Sanderson Farms | | | | | | | 1.69 | | | | | | | | | | | | | | |
| Thriftway Stores | n/i | | | | | | | | | | | | | | | | | | | 6.99 | | |
| Walmart | Tyson | A | | | | | | | | | | | 2.27 | | | | | | | | | |
| | Marketside | A | | 4.84 | | | | | | | | | | | | | | | | | | |
| Woods Sprmkt | Springer Mountain | A | | 3.99 | | | | | | | | | | | | | | | | | | |
| LA | AG Baton Rouge | Sanderson Farms | | | | | | 0.99 | | | | | | | | | | | | | | |
| | | n/i | | | | | | | | | | | | | | | 0.49 | | | | 4.99 | |
| | Albert. Houston | n/i | | | 1.88 | | 1.88 | | | | | | | | | BOGO | | | | | | |
| | | Signature Farms | | | | | | | | | | | 1.29 | | 1.29 | | | | | | | |
| | | Tyson | A | | | | | | | | | | | | | | | | 2.40 | | | |
| | Breaux Mart | n/i | | | | | | | | | | | | | | | 0.38 | | | | 5.99 | |
| | Brookshires | Sanderson Farms | | | | | | | | | | | 0.99 | | 0.99 | | | | | | | |
| | | Brookshires | | | | | | | | | | | | | | | | | | | 2.00 | |
| | Brookshire Bros. | n/i | | | | | | | | | | | | | | | | 0.44 | | | | |
| | | Tyson | A | | | | | | | | | | | | | | | | | 2.39 | 2.39 | |
| | County Market | n/i | | | | | | | | | | | | | | | | | | | 4.99 | |
| Dollar General Mkt | n/i | | | | 1.95 | | | | | | | 0.95 | | 0.95 | | | | | | | | |
| Kroger Texas | Fresh Foods | | | | | | | | | | | | | | | | | | | | 5.99 | |
| | Kroger | | | | | | | | | | | | | | | | | | | 2.80 | 2.80 | |
| | Heritage Farm | | | | | | | 1.49 | | | | | | | | | | | | | | |
| Mac's Fresh Marke | n/i | | | | 1.47 | | | | | | | | | | | | 0.49 | | | | | |
| Market Basket | S&S | | | | 1.99 | | | | | | | | | | | | | | | | 2.00 | |
| | Best Choice | | | | | | | | | | | | | | | | | | | | 2.00 | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Labor Day 2018

prices in \$US per pound unless otherwise noted.

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 | | |
| LA (cont) | Ramey's | n/i | | | 1.58 | | | | | | | | | | | | | | | | |
| | Ramey's | Ramey's | | | | | | | | | | 0.98 | | 0.98 | | | | | | 5.99 | |
| | Rouses | Tyson | A | | | | | | | | 1.99 | | | | | | | | | | |
| | Save-a-Lot | n/i | | | 1.99 | | | | | | | | | | | | | | | | |
| | Shoppers Value | n/i | | | 1.48 | | 1.68 | | | | | 1.98 | | | | | 0.39 | | | 5.48 | |
| | Super 1 Foods | Sanderson Farms | | | | | | | | | | | | | | | 0.37 | | | 6.97 | |
| | Walmart | Tyson | A | | | | | | | | 2.27 | | | | | | | | | | |
| | Winn-Dixie | Marketside | A | | 4.84 | | | | | | | | | | | | | | | | |
| | Sanderson Farms | | | 3.29 | 2.99 | | 2.99 | | 2.99 | | | 1.15 | | 1.15 | | | | | | 4.99 | |
| | Lip Lickin' | | | | | | | | | | | | | | | | | | | | |
| | Naturally Better | A | | 4.99 | | | | | | | | | | | | | | | | | |
| MO | ALDI | n/i | | | 1.69 | | 1.69 | | | | | | | | | | | | | | |
| | Apple Market | Sanderson Farms | | | | | | 1.69 | | | | | | | | | | | | | |
| | AW Grocers | n/i | | | | | | | | | | | | | | | 0.49 | | | | |
| | Brothers Market | Sanderson Farms | | | | | | 1.69 | | | | | | | | | | | | | |
| | | n/i | | | | | | | | | | | | | | | | | | 7.99 | |
| | C&R Supermarkets | n/i | | | | | | | 0.99 | | | | | | | | | | | | |
| | County Market NFI | Just Bare | A | | 5.49 | | | | | | | | | | | | | | | | |
| | Country Mart | Sanderson Farms | | | | | | | 1.69 | | | | | | | | | | | | |
| | Dierberg's | Perdue | A | | | | | 1.99 | | | | 1.19 | | | 0.88 | | | | | 7.99 | |
| | | Dierberg's | | | | | | | | | | | | | | | | | | | |
| | | Just Bare | A | | 4.99 | | | | | | | | | | | | | | | | |
| | Food Giant | Sanderson Farms | | | | | | | | | | 0.98 | | 0.98 | | | | | | | |
| | Fresh Thyme | Coleman | O | | | | | | | | | | | 2.99 | | | | | | | |
| | | n/i | | | | 2.99 | | | | | | | | | | | | | | | |
| | G&W Foods | Mountaire | | | | 2.19 | | | | | | | 1.29 | | 1.29 | | | | | | |
| | Springer Mountain | A | | 3.99 | | | | | | | | | | | | | | | | | |
| | n/i | | | | 1.49 | | | | | | | | | | | | 0.49 | | | | |
| Gerbe's | Tyson | A | | 2.49 | | | | | | | | | | | | | | | | | |
| | Fresh Foods | | | | | | | | | | | | | | | | | | | 5.99 | |
| | Simple Truth | A | | 4.99 | | | | | | | | | | | | | | | | | |
| | Kroger | | | | | | | | | | | | | | | | 2.80 | 2.80 | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Labor Day 2018

prices in \$US per pound unless otherwise noted.

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) | Harp's | Tyson | A | | 3.18 | 2.28 | | | | | | | | | | | | 2.80 | | | | |
| | | Smart Chicken | A | | | | | | | | | | | | 1.18 | | | | | | | |
| | | Martha Harp | | | | | | | | | | | | | | | | | | | 9.99 | |
| | | Harter House | n/i | | 1.69 | | | | | | | | | | | | | | | | | |
| | | Hay's | Sanderson Farms | | | | | | | | | 1.18 | | | 1.18 | | | | | | | |
| | | Hen House | OMP | | 3.99 | | | | | | | | | | | | | | | | | |
| | | Hy-Klas | Sanderson Farms | | | | | | | 1.69 | | | | | | | | | | | | |
| | | | n/i | | | | | | | | | | | | | | | | | | | 6.99 |
| | | Hy-Vee | Hy-Vee | | 2.99 | | | | | | | | 1.18 | | 1.18 | | | | | | | 8.88 |
| | | | Tyson | A | | | | | | | | | | | | | | | 2.00 | | | |
| | | IGA Stores - IL/IN | n/i | | 1.99 | | | | | | | | | | | | | | | | | |
| | | Kroger Central | Fresh Foods | | | | | | | | | | | | | | | | | | | 6.99 |
| | | | Heritage Farm | | | | | | | | | | | 1.29 | | 1.29 | | | | | | |
| | | | Kroger | | | | | | | | | | | | | | | | 2.80 | 2.80 | | |
| | | Kroger Delta | Fresh Foods | | | | | | | | | | | | | | | | | | | 5.99 |
| | | | Sanderson Farms | | 2.49 | | | | | | | | | | | | | | | | | |
| | | | Heritage Farm | | | | | | | | | | | 1.99 | | | | | | | | |
| | | Lucky's Market | n/i | | 3.49 | | | | | | | | | | | | | | | | | |
| | | Moser's | Sanderson Farms | | | | | | | | | | | | | | | | | | | 1.69 |
| | | Prenger Foods | Champs | | | | | | | | | | | | | | | | | | | 7.97 |
| | | | n/i | | | | | | | | | | | | | | | | | | | 1.69 |
| | | Price Chopper | n/i | | 1.99 | | | | | | | | | | | | | | | | | |
| | | | Sanderson Farms | | | | | | | | | | | | | | | | | | | |
| | Pyramid Foods | Tyson | A | | | 2.39 | | | | | | | | | | | | | | | | |
| | | Smart Chicken | A | | | | | | | | | | | | | | | 0.99 | | | | |
| | | n/i | | | | | | | | | | | | | | | | | | | 6.99 | |
| | Save-a-Lot | n/i | | 1.99 | | | | | | | | | | | | | | | | | | |
| | Schnuck's | n/i | | | | | | | | | | | | | | | | | | | 6.99 | |
| | | Just Bare | A | 4.99 | | | | | | | | | | | | | | | | | | |
| | Shop'n Save | Perdue | C | 3.99 | | | | | | 3.99 | | | | | | | | | | | | |
| | | n/i | | | | | | | | | | | | | | | | | | | 6.99 | |
| | Sprout's Market | n/i | | | | 2.99 | | | | | | | | | | | | | | | | |
| | | Market Corner | | | | | | | | | | | | | | | | | | | | |
| | Sun Fresh | Sanderson Farms | | | | | | | 1.69 | | | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

**Labor Day 2018
CHICKEN**

prices in \$US per pound unless otherwise noted.

| 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) | TC Grocers | n/i | | | | | | | | | 2.99 | | 0.99 | | 1.09 | | 0.39 | | | 7.99 | |
| | | Tyson | A | 2.99 | | | | | | | | | | | | | | | | | |
| | | Best Choice | | | | | | | | | | | | | | | | | 2.20 | | |
| | | TC Markets | n/i | | | | | | 0.99 | | | | | | | | | | | | 7.99 |
| | | Thriftway Stores | n/i | | | | | | | | | | | | | | | | | | 6.99 |
| | | Walmart | Tyson | A | | | | | | | 2.27 | | | | | | | | | | |
| | | Marketside | A | 4.84 | | | | | | | | | | | | | | | | | |
| | Woods Sprmrkt | Springer Mountain | A | 3.99 | | | | | | | | | | | | | | | | | |
| NM | Affiliated Foods | n/i | | | | | | | | | | | | | | | 0.39 | | | | |
| | Albertsons SW | Sanderson Farms | | | | | | | 0.87 | | | | 0.87 | | 0.87 | | 0.87 | | | | |
| | | Signature Café | | | | | | | | | | | | | | | | | | | 4.99 |
| | | n/i | | | 1.99 | | 1.99 | | | | | | | | | | | | | | |
| | Alb./Safe. Denver | Perdue | A | BOGO | | | | | | | | | | | | | | | | | 4.99 |
| | | n/i | | | | | | | | | | | | | | | | | | | |
| | | n/i | A | BOGO | | | | | | | | | | | | | | | | | |
| | Basha's | Sanderson Farms | | | | | | | 0.97 | | | | | | | | | | | | 5.99 |
| | | n/i | | | 1.77 | | | | | | | | | | | | | | | | |
| | El Super | n/i | | | 1.59 | | | | 0.99 | | | | 0.77 | | 0.77 | | 0.49 | | | | |
| | Food King | n/i | | | | | | | | | | | | | | | | 0.34 | | | |
| | John Brooks | n/i | | | | | | | | | | | | | | | | 0.39 | | | |
| | King Soopers | Fresh Foods | | | | | | | | | | | | | | | | | | | 5.99 |
| | | Kroger | | | | | | | | | | | | | | | | | 2.80 | 2.80 | |
| | | n/i | | | 2.99 | | | | | | | | | | | | | | | | |
| | Lowes Market | n/i | | | | | | | | | | | | | | | | 0.49 | | | |
| Trader Joe's | Trader Joe's | O | | | | | | | | | | | | 1.99 | | | | | | | |
| Smith's | Fresh Foods | | | | | | | | | | | | | | | | | | | 6.99 | |
| | Heritage Farm | | | | | | | 1.29 | | | | 1.29 | | 1.29 | | | | | | | |
| | Kroger | | | | | | | | | | | | | | | | | 2.80 | 2.80 | | |
| Sprout's Market | n/i | | | | | 2.99 | | | | | | | | | | | | | | | |
| | Market Corner | | | | | | | | | | | | | | | | | | | 7.99 | |
| | Walmart | Tyson | A | | | | | | | 2.27 | | | | | | | | | | | |
| | | Marketside | A | 4.84 | | | | | | | | | | | | | | | | | |
| OK | Affiliated Foods | n/i | | | | | | | | | | | | | | | 0.39 | | | | |
| | ALDI | n/i | | | 1.69 | | 1.69 | | | | | | | | | | | | | | |
| | AW Grocers | n/i | | | | | | | | | | | | | | | 0.49 | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

**Labor Day 2018
CHICKEN**

prices in \$US per pound unless otherwise noted.

| 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 <i>(cont)</i> | Buy for Le\$\$ | n/i | | | 1.77 | | | | | | | | | | | | | | | | | |
| | Country Mart | Sanderson Farms | | | | | | 1.69 | | | | | | | | | | | | | | |
| | CV's Family Food | n/i | | | | | | | | | | | 0.99 | | 0.99 | | | | | | | |
| | Dollar General Mkt | n/i | | | 1.95 | | | | | | | 0.95 | | 0.95 | | | | | | | | |
| | Harp's | Tyson | A | | 3.18 | 2.28 | | | | | | | | | | | | 2.80 | | | | |
| | | Smart Chicken | A | | | | | | | | | | | | | 1.18 | | | | | 9.99 | |
| | | Martha Harp | | | | | | | | | | | | | | | | | | | | |
| | Homeland | Sanderson Farms | | | | | | | 1.79 | | | | | | | | | | | | | |
| | La Michoacana | n/i | | | | | | | | | | | | | | | | 0.39 | | | | |
| | Market Square | n/i | | | | | | | | | | | | | | | | 0.39 | | | | |
| | Pyramid Foods | Tyson | A | | | 2.39 | | | | | | | | | | | 0.99 | | | | | |
| | | Smart Chicken | A | | | | | | | | | | | | | | | | | | | 6.99 |
| | | n/i | | | | | | | | | | | | | | | | | | | | |
| | Reasor's | Sanderson Farms | | | | | | | 1.78 | | | | | | | | | | | | | |
| | | Redbud Farms | A | | | | 3.48 | | | | | | | | | | | | | | | |
| | | Forester | | | | | | | | | | | | | | | | | 3.19 | 3.19 | | |
| | Save-a-Lot | n/i | | | | 1.99 | | | | | | | | | | | | | | | | |
| | Sprout's Market | n/i | | | | | 2.99 | | | | | | | | | | | | | | | |
| | | Market Corner | | | | | | | | | | | | | | | | | | | | |
| | Super C Mart | Sanderson Farms | | | | | | | | | | | 1.19 | | 1.19 | | | | | | | |
| United of OK | Sanderson Farms | | | | | | | 1.79 | | | | | | | | | | | | | | |
| Walmart | Tyson | A | | | | | | | | | 2.27 | | | | | | | | | | | |
| | Marketside | A | | 4.84 | | | | | | | | | | | | | | | | | | |
| Warehouse Market | n/i | | | | | | | | | | | | | | | | | | | | | |
| Williams | Sanderson Farms | | | | 2.49 | | | | | | | | | | | | | | | | | |
| TX | Affiliated Foods | n/i | | | | | | | | | | | | | | | 0.39 | | | | | |
| | AG Baton Rouge | Sanderson Farms | | | | | | 0.99 | | | | | | | | | | | | | | |
| | | n/i | | | | | | | | | | | | | | | | | | | | |
| | Albert. Houston | n/i | | | 1.88 | 1.88 | | | | | | | | | | | BOGO | | | | | 4.99 |
| | | Signature Farms | | | | | | | | | | 1.29 | | 1.29 | | | | | | | | |
| | | Tyson | A | | | | | | | | | | | | | | | | | | 2.40 | |
| | ALDI | n/i | | | 1.69 | 1.69 | | | | | | | | | | | | | | | | |
| Arlans Market | n/i | | | | | | | | | | | | | | | | | | | | | |
| Brookshires | Sanderson Farms | | | | | | | | | | 0.99 | | 0.99 | | | | | | | | | |
| | Brookshires | | | | | | | | | | | | | | | | | | | | 2.00 | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Labor Day 2018

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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 | | |
| TX (cont) | Brookshire Bros. | n/i | | | | | | | | | | | | | | | 0.44 | | | | |
| | | Tyson | A | | | | | | | | | | | | | | | | 2.39 | 2.39 | |
| | Central Market | Central Market | A | 4.49 | | | | | | | | | | | | | | | | | |
| | David's | n/i | | | | | | | | | | | | | | | 0.44 | | | | |
| | | Tyson | A | | | | | | | | | | | | | | | | 2.39 | 2.39 | |
| | Diamond IGA | n/i | | | | | | | 0.99 | | | | | | | | 0.49 | | | | |
| | Elrod's | n/i | | | | | | | | | | | | | | | 0.39 | | | | |
| | El Ahorro | n/i | | | | | | | | | | | | | | | 0.39 | | | | |
| | El Rancho | n/i | | | | 0.98 | | | | | | | | | 0.79 | | | | | | |
| | El Rio Grande | n/i | | | | 0.99 | | | | | 1.99 | | | | 0.99 | | | | | | |
| | El Super | n/i | | | | 1.59 | | | 0.99 | | | | 0.77 | | 0.77 | 0.49 | | | | | |
| | Fiesta Mart | n/i | | | | 1.47 | | | | | | | | | | | | | | | |
| | Food King | n/i | | | | | | | | | | | | | | | | 0.34 | | | |
| | Food Town | n/i | | | | 1.77 | | 1.77 | | | | | | | | 0.88 | | 0.39 | | | |
| | Foodarama | Country Post | | | | 1.47 | | | | | | | | | | | | | | | |
| | | Sanderson Farms | | | | | | | | | | 1.00 | | 1.00 | | 1.00 | | | | | |
| | | S&S | | | | | | | | | | 1.99 | | | | | | 0.39 | | | |
| | | n/i | | | | | | | | | | | | | | | | | | | |
| | Foodland Market | n/i | | | | | | | | | | | | | 0.69 | | | | | | |
| | H-E-B | H-E-B | | | 3.99 | | | | | | | | | | | | | | | | |
| | H-Mart | n/i | | | | | | | | | | | | | | 0.99 | | | | | |
| | Homeland | Sanderson Farms | | | | | | | 1.79 | | | | | | | | | | | | |
| | Junior's | n/i | | | | | | | | | | | | | 0.69 | | | | | | |
| | Kroger Texas | Fresh Foods | | | | | | | | | | | | | | | | | | | |
| | | Kroger | | | | | | | | | | | | | | | | | 2.80 | 2.80 | 5.99 |
| | | Heritage Farm | | | | | | | 1.49 | | | | | | | | | | | | |
| | La Fiesta | n/i | | | | 0.99 | 0.99 | | | | 1.49 | | | | | | | | | | |
| | La Michoacana | n/i | | | | | | | | | | | | | | | | 0.39 | | | |
| Lowes Market | n/i | | | | | | | | | | | | | | | | 0.49 | | | | |
| Malone's | n/i | | | | | | | 0.99 | | | | | | 0.62 | | | 0.49 | | | | |
| Market Basket | S&S | | | | 1.99 | | | | | | | | | | | | | | | | |
| | Best Choice | | | | | | | | | | | | | | | | | 2.00 | | | |
| Market Square | n/i | | | | | | | | | | | | | | | | 0.39 | | | | |
| Porter's Grocery | n/i | | | | | | | | | | | | | | | | 0.39 | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Labor Day 2018

prices in \$US per pound unless otherwise noted.

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> | Randall's | Signature Farms | A | | 1.99 | | 1.99 | | | | 3.19 | | 1.29 | | 1.29 | | | | | | | | |
| | | Tyson | | | | | | | | | | | | | | | | | 2.40 | | | | |
| | Save-a-Lot | n/i | | | | 1.99 | | | | | | | | | | | | | | | | | |
| | Sprout's Market | n/i | | | | | 2.99 | | | | | | | | | | | | | | | | |
| | | Market Corner | | | | | | | | | | | | | | | | | | | | 7.99 | |
| | Super 1 Foods | Sanderson Farms | | | | | | | | | | | | | | | | 0.37 | | | | | |
| | | n/i | | | | | | | | | | | | | | | | | | | | 6.97 | |
| | Teloloapan | n/i | | | | | | | | | | | | | | | | | 0.39 | | | | |
| | Tom Thumb | Signature Farms | | | | 1.99 | | 1.99 | | | | 3.19 | | 1.29 | | 1.29 | | | | | 2.40 | | |
| | | Tyson | | | A | | | | | | | | | | | | | | | | | | |
| | Trader Joe's | Trader Joe's | | | O | | | | | | | | | | 1.99 | | | | | | | | |
| | United Supermrkt | n/i | | | | | | | | | | | | | | | | | 0.29 | | | | |
| Vista Market | n/i | | | | | | | 0.89 | | | | | | 0.59 | | | 0.39 | | | | | | |
| Walmart | Tyson | | A | | | | | | | 2.27 | | | | | | | | | | | | | |
| | Marketside | | A | 4.84 | | | | | | | | | | | | | | | | | | | |
| UT | Alb./Safe. Mount. | n/i | O | | 1.67 | | | | | | | | | | | 0.99 | | | | | | | |
| | | O Organics | | | 7.49 | | | | | | | | | | | | | | | | | 6.99 | |
| | Albertsons SW | Sanderson Farms | | | | | | | 0.87 | | | | 0.87 | | 0.87 | | 0.87 | | | | | | |
| | | Signature Café | | | | | | | | | | | | | | | | | | | | 4.99 | |
| | | n/i | | | | 1.99 | | 1.99 | | | | | | | | | | | | | | | |
| | Associated Food | n/i | | | | 1.69 | | 1.99 | | | | | | 0.99 | 1.19 | 0.99 | | | | | | | |
| | | Just Bare | | | A | | | 3.99 | | | | | | | | | | | | | | | |
| | | Smart Chicken | | | O | | | 5.49 | | | | | | | | | | | | | | | |
| | Clark's Market | Smart Chicken | | | O | 8.79 | | | | | | | | | | | | | | | | | |
| | Fresh Market | n/i | | | | | 1.69 | | | | | | | 1.19 | | 1.19 | | | | | | | |
| | | Smart Chicken | | | O | | | 5.49 | | | | | | | | | | | | | | | |
| | Harmon's | n/i | | | | | | | | | | | | 0.99 | | 0.99 | | | | | | | |
| | Dietitian's Choice | | A | | 3.49 | | | | | | | | | | | | | | | | | | |
| King Soopers | Fresh Foods | | | | | | | | | | | | | | | | | | | | | | |
| | Kroger | | | | | | | | | | | | | | | | | 2.80 | 2.80 | | 5.99 | | |
| | n/i | | | 2.99 | | | | | | | | | | | | | | | | | | | |
| Rancho Markets | n/i | | | | 1.99 | | | | | | | | | 0.59 | 0.79 | | | | | | | | |
| Ream's | n/i | | | | | 1.89 | | | | | | | | | | | | | | | | | |
| Ridley's Markets | n/i | | | | | | | | | | | 1.19 | | 1.19 | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Labor Day 2018

prices in \$US per pound unless otherwise noted.

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 (cont) | Smith's | Fresh Foods | | | | | | | | | | | | | | | | | | | 6.99 | |
| | | Heritage Farm | | | | | | 1.29 | | | | 1.29 | | 1.29 | | | | | | | | |
| | | Kroger | | | | | | | | | | | | | | | | | 2.80 | 2.80 | | |
| | | Sprout's Market | n/i | | | | 2.99 | | | | | | | | | | | | | | | |
| | | Market Corner | | | | | | | | | | | | | | | | | | | | |
| | | Stoke's Market | n/i | | | | | | | | | | 1.15 | | 1.15 | | | | | | | 7.99 |
| | | Just Bare | | A | 3.95 | 1.65 | | | | | | | | | | | | | | | | |
| | Trader Joe's | Trader Joe's | O | | | | | | | | | | | 1.99 | | | | | | | | |
| | Walmart | Tyson | A | | | | | | | | 2.27 | | | | | | | | | | | |
| | | Marketside | A | 4.84 | | | | | | | | | | | | | | | | | | |

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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 | |
| SOUTHWESTERN U.S. - CA,HI,NV | | | | | | | | | | | | | | | | | | | | |
| CA | 99 Ranch | n/i | | 2.99 | | | | | | | | | | | | | | | | |
| | Albert. SoCal | n/i | | 3.99 | 1.69 | 3.99 | | | | | | | | | | | | | | 5.99 |
| | Rocky | n/i | F | 4.99 | | | | | | | | | | | | | | | | |
| | ALDI | n/i | | | 1.69 | | 1.69 | | | | | | | | | | | | | |
| | Andronico's | Andronico's | | | | 4.99 | | | | | | | | | | | | | | |
| | Artega's | n/i | | | | | | | | | | | | | | | 0.99 | | | |
| | Baja Ranch | n/i | | | | | | | | | | | | | 0.69 | | | | | |
| | Big Saver | Foster Farms | | | | | | | | | 1.19 | | | 1.19 | | | | | | |
| | Cardenas | n/i | | | 1.49 | | | | | | | | | 0.79 | | | | | | |
| | Chavez | n/i | | | | | | | | | | | | | | | 1.99 | | | |
| | Dollar General Mkt | n/i | | | 1.95 | | | | | | | 0.95 | | 0.95 | | | | | | |
| | El Super | n/i | | | 1.59 | | | | 0.99 | | | 0.77 | | 0.77 | | 0.49 | | | | |
| | Food 4 Less | n/i | | | | | | | | | | 1.29 | | 1.29 | | | | | | |
| | Food 4 Less CV | Smart Chicken | A | | | | | | | | | | | 0.99 | | | | | | |
| | Food 4 Less PAQ | Foster Farms | | | | | | 1.19 | | | | | | | | | | | | |
| | Food Maxx | Foster Farms | | | | | | 0.99 | | | | | | | | | | | | |
| | Foodland Market | n/i | | | 1.28 | | | | | | | | | 0.69 | | | | | | |
| | Gelson's | Gelson's | A | | 2.99 | | | | | | | | | | | | | | | |
| | Holiday Market | n/i | | 2.49 | | | | | | | | | | | | | | | | |
| | H-Mart | n/i | | 2.79 | | | | | | | | | | | | | | | | |
| | Jensen's | n/i | | 3.99 | | | | | | | | | | | | | | | | |
| | Jons Marketplace | n/i | | | | | | | | 1.99 | | | | | | | 0.69 | | | |
| | Foster Farms | | | | | | 1.49 | | | | | | | | | | | | | |
| | K.V. Mart | n/i | | | 1.49 | | | | | 0.99 | | 1.49 | | | | | | | 0.69 | |
| | La Perla | n/i | | | | | | | | | | | | 0.59 | | | | | | |
| | La Superior | n/i | | | 1.99 | | | | | | | | | | | | | | | |
| | Lola's Market | n/i | | | | | | | | | | | | | | | | | | |
| | Lucky | Foster Farms | | | 3.49 | | | | | | | BOGO | | 1.19 | BOGO | BOGO | | | | |
| | Lunardi's | Mary's | O | 9.99 | | | | | | | | | | | | | | | | |
| | n/i | | A | | | 4.99 | | | | | | | | | | | | | | |
| | Mar-Val Food | Foster Farms | | | | | | 1.49 | | | | | | | | | | | | |
| | Mollie Stone's | Mollie's | | | | | | | | | | | | | | | | | | 7.99 |
| | New Leaf Markets | Smart Chicken | A | 4.99 | | | | | | | | | | | | | | | | |
| | New Seasons | Smart Chicken | A | 4.99 | | | | | | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Labor Day 2018

prices in \$US per pound unless otherwise noted.

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 (cont) | Northgate | n/i | | | | | | | | | | | | 0.89 | | | | | | | |
| | Nugget Market | Fresh top Market | F | | | | | | | | | | | 0.99 | | | | | | | |
| | | Rosie | O | 7.49 | | | | | | | | | | | | | | | | | 6.99 |
| | | Pavilions | Signature Farms | | 2.49 | | | | | | | | | | | | | | | | |
| | | | n/i | | | | | | | | | | | | | | | | | | 6.99 |
| | | Ralph's | Foster Farms | | | | | | 0.88 | | | | 0.88 | | 0.88 | | | | | | |
| | | | Fresh Foods | | | | | | | | | | | | | | | | | | 5.99 |
| | | Ranch San Miguel | n/i | | | | | | | | | | | | | | | 0.59 | | | |
| | | Rays Food Place | Draper Valley | A | 4.99 | | | | | | | | | | | | | | | | |
| | | Rio Ranch | n/i | | 1.29 | | | | | | | | | | 0.59 | 0.79 | | | | | |
| | | R-N Markets | Foster Farms | | | | | | 0.99 | | | | | | | | | | | | |
| | | | n/i | | | | | | | | | | | | | | | | | | 0.39 |
| | | R-Ranch | n/i | | 1.99 | | | | 0.79 | | | | | | 0.69 | | | | | | |
| | | Safeway NorCal | Signature Farms | | | | | | | | | | 1.99 | | 1.99 | | | | | | |
| | | Save Mart | Foster Farms | | 3.49 | | | | BOGO | | 3.79 | | BOGO | | BOGO | | BOGO | | | | |
| | | Seafood City | n/i | | 1.69 | | | | | | | | | | | | | | | | |
| | | Select Market | n/i | | | | | | | | | | 0.88 | | 0.88 | | | | | | |
| | | SK Super King | n/i | | 1.29 | | | | | | | | | | 0.69 | | | | | | |
| | | Smart & Final | First Street | | | | | | 0.99 | | | | | | | | | | | | |
| | | Sprout's Market | n/i | | | 2.99 | | | | | | | | | | | | | | | |
| | | Market Corner | | | | | | | | | | | | | | | | | | 7.99 | |
| | Stater Bros. | Randall Farms | | | | 1.99 | 1.99 | | | | | 1.29 | | 1.29 | | | | | | | |
| | | Foster Farms | A | 6.99 | | | | | | | | | | | | | | | | 5.99 | |
| | | Cleo & Leo | | | | | | | | | | | | | | | | | | | |
| | Super A Foods | n/i | | 1.79 | | | | | | | | | | | | | | | | | |
| | | Foster Farms | | | | | | 1.49 | | | | | | | | 1.49 | | | | | |
| | Superior Grocers | n/i | | 1.49 | | | | | | | 1.99 | | | 0.49 | | 0.39 | | | | | |
| | Trader Joe's | Trader Joe's | O | | | | | | | | | | | 1.99 | | | | | | | |
| | Vallarta | n/i | | | | | | | | 2.59 | | | | 0.79 | | | | | | | |
| | Vons | n/i | | 3.99 | 1.69 | 3.99 | | | | | | | | | | | | | | 5.99 | |
| | | Rocky | F | 4.99 | | | | | | | | | | | | | | | | | |
| | Walmart | Tyson | A | | | | | | | | 2.27 | | | | | | | | | | |
| | | Marketside | A | 4.84 | | | | | | | | | | | | | | | | | |
| HI | ChoiceMART | Smart Chicken | O | | | | | | | | | 4.99 | | 4.99 | | | | | | | |
| | Don Quijote | 50th State | | | | 2.79 | | | | | | | | | | | | | | | |

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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 | | | |
| HI (cont) | Foodland | Foster Farms | A | | 4.29 | | | | | | | 2.49 | | 2.49 | 2.49 | | | | | | | |
| | KTA Super Stores | n/i | | | | | | | | | | 0.99 | | | | | | | | | | |
| | Marukai | n/i | | | | 2.59 | | | | | | | | | | | | | | | | |
| | Safeway Hawaii | Signature Farms | | | | | | | | | | 1.99 | | 1.99 | | | | | | | | |
| | Tamura's | Tyson | | | | | 1.85 | | | | | | | | | | 0.75 | | | | | |
| | | Foster Farms | | | | | | | | | | | | 2.09 | | 1.99 | | | | | | |
| | | 50th State | | | | 3.49 | | | | | 3.99 | | | 2.39 | | | 1.89 | | | | | |
| | | n/i | | | | | | | | | | | | | | | | | | | | |
| | Times Supermarke | n/i | | | | | | | | | | | | | | | | | | | | |
| | | Gold Leaf | | | | | | | | | | | | | | | 0.59 | | | | | |
| NV | 99 Ranch | n/i | | 2.99 | | | | | | | | | | | | | | | | | | |
| | Albertsons SW | Sanderson Farms | | | | | | 0.87 | | | | 0.87 | | 0.87 | 0.87 | | | | | 4.99 | | |
| | | Signature Café | | | | | | | | | | | | | | | | | | | | |
| | | n/i | | | 1.99 | 1.99 | | | | | | | | | | | | | | | | |
| | Associated Food | n/i | | | | 1.99 | | | | | | | 1.19 | | | | | | | | | |
| | Cardenas | n/i | | | 1.49 | | | | | | | | | 0.79 | | | | | | | | |
| | Dollar General Mkt | n/i | | | 1.95 | | | | | | | 0.95 | | 0.95 | | | | | | | | |
| | El Super | n/i | | | 1.59 | | | 0.99 | | | | 0.77 | | 0.77 | 0.49 | | | | | | | |
| | K.V. Mart | n/i | | | 1.49 | | | | | | 0.99 | | | | | | 0.69 | | | | | |
| | La Bonita | n/i | | | | | | | 2.99 | | | 0.99 | | | | 0.59 | | 0.59 | | | | |
| | Marketon | n/i | | | 1.99 | | | | | | 1.59 | 0.99 | | 0.59 | 0.99 | | | | | | | |
| | Ridley's Markets | n/i | | | | | | | | | | 1.19 | | 1.19 | | | | | | | | |
| | Safeway NorCal | Signature Farms | | | | | | | | | | 1.99 | | 1.99 | | | | | | | | |
| | Save Mart | Foster Farms | | 3.49 | | | | BOGO | | 3.79 | | BOGO | | BOGO | BOGO | | | | | | | |
| | Seafood City | n/i | | | 1.69 | | | | | | | | | | | | | | | | | |
| | Smart & Final | First Street | | | | | | 0.99 | | | | | | | | | | | | | | |
| | Smith's | Fresh Foods | | | | | | | | | | | | | | | | | | | 6.99 | |
| | | Heritage Farm | | | | | | | 1.29 | | | 1.29 | | 1.29 | | | | | | | | |
| | | Kroger | | | | | | | | | | | | | | | | | 2.80 | 2.80 | | |
| | | Sprout's Market | n/i | | | | 2.99 | | | | | | | | | | | | | | | 7.99 |
| | Market Corner | | | | | | | | | | | | | | | | | | | | | |
| | Trader Joe's | Trader Joe's | O | | | | | | | | | | | 1.99 | | | | | | | | |
| | Vons | n/i | | 3.99 | 1.69 | 3.99 | | | | | | | | | | | | | | | 5.99 | |
| | | Rocky | F | 4.99 | | | | | | | | | | | | | | | | | | |
| | Walmart | Tyson | A | | | | | | | | 2.27 | | | | | | | | | | | |
| | | Marketside | A | 4.84 | | | | | | | | | | | | | | | | | | |

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**Labor Day 2018
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 | |
| NORTHWESTERN U.S. - AK, ID, MT, OR, WA, WY | | | | | | | | | | | | | | | | | | | | |
| AK | AC Value Center | n/i | | 2.99 | | | 2.49 | | | | | | | | | | | | | 10.99 |
| | Alaskan & Proud | Alaskan & Proud | | | | | | | | | | | | | | | | | | 5.98 |
| | | n/i | | 2.98 | | | | | | | | 1.18 | | 1.18 | | | | | | |
| | Carrs/Safeway | Signature Café | | | | | | | | | | | | | | | | | | 6.99 |
| | Fred Meyer | Fresh Foods | | | | | | | | | | | | | | | | | | 5.99 |
| | | Foster Farms | | | | | | BOGO | | | | BOGO | | BOGO | | BOGO | | | | |
| | | Simple Truth | A | 5.99 | | | | | | | | | | | | | | | | |
| | IGA Stores AK | n/i | | | 4.99 | | | | | | | | | | | | | | | |
| | | Essential Everyday | | | | | | | | | | | | | | | | | 2.66 | |
| | Meyers Group IGA | Gold'n Plump | | 5.32 | | | | | | | | | | | | | | | | 2.33 |
| | Essential Everyday | | | | | | | | | | | | | | | | | | | |
| Northwest Grocers | n/i | | | 2.29 | | | | | | | | | | | | | | | | |
| Sea Mart | n/i | | | | | | | | | | 1.49 | | 1.49 | | | | | | | |
| | n/i | A | 4.99 | | | | | | | | | | | | | | | | | |
| Walmart | Tyson | A | | | | | | | 3.57 | | | | | | | | | | | |
| | Marketside | A | 6.53 | | | | | | | | | | | | | | | | | |
| ID | Alb./Safe. Mount. | n/i | | | 1.67 | | | | | | | | | | | 0.99 | | | | 6.99 |
| | | O Organics | O | 7.49 | | | | | | | | | | | | | | | | |
| | Family Foods | Foster Farms | | | | | | 1.19 | | | | | | | | 1.19 | | | | |
| | | Simply Raised | A | | | | 2.29 | | | | | | | | | | | | | |
| | Fred Meyer | Fresh Foods | | | | | | | | | | | | | | | | | | 5.99 |
| | | Foster Farms | | | | | BOGO | | | | BOGO | | BOGO | | BOGO | | BOGO | | | |
| | | Simple Truth | A | 4.99 | | | | | | | | | | | | | | | | |
| | Harvest Foods | n/i | | | 1.68 | | 1.68 | | | | | | | | | | | | | |
| | IGA Markets | Gold'n Plump | | 5.32 | | | | | | | | | | | | | | | | |
| | | Essential Everyday | | | | | | | | | | | | | | | | 2.80 | 2.33 | |
| Ridley's Markets | n/i | | | | | | | | | 1.19 | | 1.19 | | | | | | | | |
| Rosauer's | n/i | | | | | | | | | | | | | | | | | | 6.99 | |
| | Rosie's | O | 5.99 | | | | | | | | | | | | | | | | | |
| | Draper Valley | A | | | | | | 1.29 | | | | | | | | | | | | |
| Smith's | Fresh Foods | | | | | | | | | | | | | | | | | | | 6.99 |
| | Heritage Farm | | | | | | 1.29 | | | 1.29 | | 1.29 | | 1.29 | | | | | | |
| | Kroger | | | | | | | | | | | | | | | | 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 | |
| ID (cont) | Stoke's Market | n/i | | | 1.65 | | | | | | | 1.15 | | 1.15 | | | | | | |
| | | Just Bare | A | 3.95 | | | | | | | | | | | | | | | | |
| | Super 1 Foods | Foster Farms | | | | | | | 1.28 | | | | | | | 1.28 | | | | |
| | Trader Joe's | Trader Joe's | O | | | | | | | | | | | 1.99 | | | | | | |
| | Walmart | Tyson | A | | | | | | | | 2.27 | | | | | | | | | |
| | Yoke's Fresh Mrkt | Marketside | A | 4.84 | | | | | | | | | | | | | | | | |
| | | n/i | | 3.49 | 1.99 | 3.49 | | | | | | | | | | | | | | |
| | | Foster Farms | | | | | | | | | | | | | | 1.29 | | | | |
| MT | Alb./Safe. Mount. | n/i | | | 1.67 | | | | | | | | | | | 0.99 | | | | 6.99 |
| | | O Organics | O | 7.49 | | | | | | | | | | | | | | | | |
| | Associated Food | n/i | | | 1.69 | | 1.99 | | | | | 0.99 | 1.19 | 0.99 | | | | | | |
| | | Just Bare | A | | | 3.99 | | | | | | | | | | | | | | |
| | | Smart Chicken | O | | | 5.49 | | | | | | | | | | | | | | |
| | Family Foods | Foster Farms | | | | | | | 1.19 | | | | | | | 1.19 | | | | |
| | | Simply Raised | A | | | | | 2.29 | | | | | | | | | | | | |
| | Harvest Foods | n/i | | | 1.68 | | 1.68 | | | | | | | | | | | | | |
| | IGA Markets | Gold'n Plump | | 5.32 | | | | | | | | | | | | | | | | |
| | | Essential Everyday | | | | | | | | | | | | | | | | 2.80 | 2.33 | |
| | Lucky's Market | n/i | | 3.49 | | | | | | | | | | | | | | | | |
| | Reynold's | n/i | | | 1.69 | | | | | | | | 1.19 | | 1.19 | | | | | |
| | | Just Bare | A | | | 3.19 | | | | | | | | | | | | | | |
| | Rosauer's | n/i | | | | | | | | | | | | | | | | | | 6.99 |
| | | Rosie's | O | 5.99 | | | | | | | | | | | | | | | | |
| | | Draper Valley | A | | | | | | | 1.29 | | | | | | | | | | |
| | Smith's | Fresh Foods | | | | | | | | | | | | | | | | | | 6.99 |
| | | Heritage Farm | | | | | | 1.29 | | | | 1.29 | | 1.29 | | | | | | |
| | Kroger | | | | | | | | | | | | | | | | 2.80 | 2.80 | | |
| Stoke's Market | n/i | | | 1.65 | | | | | | | | 1.15 | | 1.15 | | | | | | |
| | Just Bare | A | 3.95 | | | | | | | | | | | | | | | | | |
| Super 1 Foods | Foster Farms | | | | | | | 1.28 | | | | | | | | 1.28 | | | | |
| Walmart | Tyson | A | | | | | | | | 2.27 | | | | | | | | | | |
| | Marketside | A | 4.84 | | | | | | | | | | | | | | | | | |
| OR | Alb./Safe. NW | Signature Café | | | | | | | | | | | | | | | | | | 5.99 |
| | Associated Food | n/i | | | | 1.99 | | | | | | 0.99 | 1.19 | 0.99 | | | | | | |
| | | Just Bare | A | | | 3.99 | | | | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Labor Day 2018

prices in \$US per pound unless otherwise noted.

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 | | | |
| OR (cont) | CenterPlace | Foster Farms | | | | | | | 1.78 | | | | | | | 0.98 | | | | | | |
| | Family Foods | Foster Farms | | | | | | | 1.19 | | | | | | | 1.19 | | | | | | |
| | | Simply Raised | A | | | | | | 2.29 | | | | | | | | | | | | | |
| | Fred Meyer | Fresh Foods | | | | | | | | | | | | | | | | | | | 5.99 | |
| | | Foster Farms | | | | | | | BOGO | | | BOGO | | BOGO | | BOGO | | | | | | |
| | | Simple Truth | A | 4.99 | | | | | | | | | | | | | | | | | | |
| | Harvest Foods | n/i | | | 1.68 | | 1.68 | | | | | | | | | | | | | | | |
| | IGA Markets | Gold'n Plump | | | 5.32 | | | | | | | | | | | | | | | | | |
| | | Essential Everyday | | | | | | | | | | | | | | | | | 2.80 | 2.33 | | |
| | IGA Market Fresh | Gold'n Plump | | | | | | | | | | | | | | | | | | | | 5.99 |
| | | n/i | | | | | | | | | | | 0.88 | | 0.88 | | | | | | | |
| | Market of Choice | Smart Chicken | O | 8.99 | | | | | | | | | | | | | | | | | | |
| | McKay's | Foster Farms | | | | | | | | | | 2.99 | | | | | | | | | | |
| | New Seasons | Smart Chicken | A | 5.99 | | | | | | | | | | | | | | | | | | |
| | Quality Food Cntr | Draper Valley | A | | | | | | | | | 1.49 | | | | 1.49 | | | | | | |
| | | Simple Truth | O | 5.99 | | | | | | | | | | | | | | | | | | |
| | | Kroger | | | | | | | | | | | | | | | | | 2.80 | 2.80 | | |
| | | Fresh Foods | | | | | | | | | | | | | | | | | | | | 6.99 |
| | Rays Food Place | Draper Valley | A | 4.99 | | | | | | | | | | | | | | | | | | |
| | Red Apple | n/i | | | | 1.79 | | | | | | | | | | | | | | | | |
| | Rosauer's | n/i | | | | | | | | | | | | | | | | | | | | 6.99 |
| | | Rosie's | O | 5.99 | | | | | | | | | | | | | | | | | | |
| | | Draper Valley | A | | | | | | | 1.29 | | | | | | | | | | | | |
| Roth's | Draper Valley | A | 3.99 | | | | | | | | | | | | | | | | | | | |
| | Roxy | O | 6.99 | | | | | | | | | | | | | | | | | | | |
| Select Market | n/i | | | | | | | | | | | 0.88 | | 0.88 | | | | | | | | |
| Thriftway of OR | n/i | | | | 1.99 | | | | | | | | | | | | | | | | | |
| Trader Joe's | Trader Joe's | O | | | | | | | | | | | | 1.99 | | | | | | | | |
| Walmart | Tyson | A | | | | | | | | 2.27 | | | | | | | | | | | | |
| | Marketside | A | 4.84 | | | | | | | | | | | | | | | | | | | |
| WA | Alb./Safe. NW | Signature Café | | | | | | | | | | | | | | | | | | | 5.99 | |
| | CenterPlace | Foster Farms | | | | | | | 1.78 | | | | | | | 0.98 | | | | | | |
| | Family Foods | Foster Farms | | | | | | | 1.19 | | | | | | | 1.19 | | | | | | |
| | Simply Raised | A | | | | | | 2.29 | | | | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Labor Day 2018

prices in \$US per pound unless otherwise noted.

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) | Fred Meyer | Fresh Foods | | | | | | | | | | | | | | | | | | | 5.99 | |
| | | Foster Farms | | | | | | BOGO | | | | BOGO | | BOGO | | BOGO | | | | | | |
| | | Simple Truth | A | 4.99 | | | | | | | | | | | | | | | 2.80 | 2.33 | | |
| | | Haggen's | Mary's | O | 6.99 | | | | | | | | | | | | | | | | | |
| | | Harvest Foods | n/i | | 1.68 | | 1.68 | | | | | | | | | | | | | | | |
| | | IGA Markets | Gold'n Plump | | 5.32 | | | | | | | | | | | | | | | | | |
| | | | Essential Everyday | | | | | | | | | | | | | | | | | | | |
| | | IGA Market Fresh | Gold'n Plump | | | | | | | | | | | | | | | | | | | 5.99 |
| | | | n/i | | | | | | | | | | 0.88 | | 0.88 | | | | | | | |
| | | Metropolitan | Naturally Raised | F | | | | | 4.49 | | | | | | | | | | | | | |
| | | | Metropolitan | O | | | | | | | | | | | 2.99 | | | | | | | |
| | | Meyers Group IGA | Gold'n Plump | | 5.32 | | | | | | | | | | | | | | | | | |
| | | | Essential Everyday | | | | | | | | | | | | | | | | | | | 2.33 |
| | | PCC Market | Ranger | F | 4.99 | | | | | | | | | | 1.99 | | | | | | | |
| | | Quality Food Cntr | Draper Valley | A | | | | | | | | 1.49 | | | | 1.49 | | | | | | |
| | | | Simple Truth | O | 5.99 | | | | | | | | | | | | | | | | | |
| | | | Kroger | | | | | | | | | | | | | | | | | | | 2.80 |
| | | | Fresh Foods | | | | | | | | | | | | | | | | | | | 2.80 |
| | | Rosauer's | n/i | | | | | | | | | | | | | | | | | | | 6.99 |
| | | | Rosie's | O | 5.99 | | | | | | | | | | | | | | | | | 6.99 |
| | | | Draper Valley | A | | | | | | 1.29 | | | | | | | | | | | | |
| | | Saar's | n/i | | 1.48 | | | | | 0.99 | | 1.48 | | 0.68 | | 0.68 | | | | | | 7.49 |
| | | Select Market | n/i | | | | | | | | | | | 0.88 | | 0.88 | | | | | | |
| | Super 1 Foods | Foster Farms | | | | | | | | | | | | | | | | | | | | |
| | The Markets | n/i | | | | | | 1.48 | | | | | 1.28 | | 0.95 | | 1.28 | | | | | |
| | Thriftway | n/i | | 1.79 | | | | | | | | | | | | | | | | | 7.99 | |
| | Thriftway of OR | n/i | | 1.99 | | | | | | | | | | | | | | | | | | |
| | Trader Joe's | Trader Joe's | O | | | | | | | | | | | 1.99 | | | | | | | | |
| | Walmart | Tyson | A | | | | | | | | 2.27 | | | | | | | | | | | |
| | | Marketside | A | 4.84 | | | | | | | | | | | | | | | | | | |
| | Yoke's Fresh Mrkt | n/i | | 3.49 | 1.99 | 3.49 | | | | | | | | | | | | | | | | |
| | | Foster Farms | | | | | | | | | | | | | | | | | | | 1.29 | |
| WY | Alb./Safe. Mount. | n/i | | 1.67 | | | | | | | | | | | | | | | | | 6.99 | |
| | | O Organics | O | 7.49 | | | | | | | | | | | | | 0.99 | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Labor Day 2018

prices in \$US per pound unless otherwise noted.

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 | | | |
| WY (cont) | Alb./Safe. Denver | Perdue | A | BOGO | | | | | | | | | | | | | | | | | 4.99 | |
| | | n/i | | | | | | | | | | | | | | | | | | | | |
| | Associated Food | n/i | A | BOGO | | | | | | | | | | | | | | | | | | |
| | | n/i | | | | | 1.99 | | | | | 0.99 | 1.19 | 0.99 | | | | | | | | |
| | AW Grocers | Just Bare | A | | | | 3.99 | | | | | | | | | | | | | | | |
| | | Tyson | A | | | | | | | | | | | | | | | | | | | 6.99 |
| | Food Pride | n/i | | | | 1.49 | | | | | | | 0.88 | | 0.88 | | | 0.49 | | | | |
| | | Open Acres | | | | | | | 1.49 | | | | | | | | | | | | | |
| | IGA Markets | Gerber's | A | | | | | | 1.69 | | 1.69 | | | | 1.69 | | | | | | | |
| | | n/i | | | | | | | | | | | | | | | | | | | | 6.99 |
| | King Soopers | Gold'n Plump | | | 5.32 | | | | | | | | | | | | | | | 2.80 | 2.33 | |
| | | Essential Everyday | | | | | | | | | | | | | | | | | | | | 5.99 |
| | Lucky's Market | Fresh Foods | | | | | | | | | | | | | | | | | | 2.80 | 2.80 | |
| | | Kroger | | | | | | | | | | | | | | | | | | | | |
| | Ridley's Markets | n/i | | | 2.99 | | | | | | | | | | | | | | | | | |
| | | n/i | O | | 7.99 | | | | | | | | | | | | | | | | | |
| | Smith's | n/i | | | | | | | | | | | 1.19 | | 1.19 | | | | | | | |
| | | Fresh Foods | | | | | | | | | | | | | | | | | | | | 6.99 |
| Walmart | Heritage Farm | | | | | | | 1.29 | | | 1.29 | | 1.29 | | | | | | | | | |
| | Kroger | | | | | | | | | | | | | | | | | | 2.80 | 2.80 | | |
| | Tyson | A | | | | | | | | 2.27 | | | | | | | | | | | | |
| | Marketside | A | | 4.84 | | | | | | | | | | | | | | | | | | |

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 | | | | | |
| NORTHEASTERN U.S. - CT,DC,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT | | | | | | | | | | | | | | | | | | | | | | |
| CT | ACME Markets | Hatfield | | | | | | | | | | | | | | | | | 4.99 | | | |
| | Adams IGA | n/i | | | | 2.99 | | | 1.59 | | | | | 1.99 | | | | | | | | |
| | AF Basket | n/i | | | | 3.49 | | | | | | | | | | | | | | | | |
| | AG New England | n/i | | | | 3.49 | | | | | | | 1.89 | | | | | | | | | |
| | ALDI | n/i | | | | 2.89 | | | | | | | | | | | | | | 2.08 | | |
| | Best Market | n/i | | | | | | | 1.47 | | | | | | 2.77 | 1.97 | | | | 2.47 | | |
| | | Johnsonville | | | | | | | | | | | | | | | | | | 3.99 | | |
| | Big Y | Big Y | | | | | | 1.99 | | | | | | | | | | | | | | |
| | | Hormel | | | | 3.99 | | | | | | | | | | | | 3.99 | | | | |
| | Bravo | n/i | | | | | | | | | | | | | | | | | 1.79 | | | |
| | Cherry Valley | n/i | | | | | | | | | | | | 2.99 | | | | | 1.99 | | | |
| | Compare Foods | n/i | | | 1.99 | 3.99 | | | | | | | | | | | | | | | | |
| | | Premio | | | | | | | | | | | | | | | | | | 2.99 | | |
| | C-Town | Indiana Kitchen | | | | 3.99 | | | | | | | | | | | | | | | | |
| | Fairway Market | n/i | | | 2.49 | | | | | | | | | | | | | | | 2.49 | | |
| | Food Bazaar | n/i | | | 1.79 | 3.99 | 3.29 | | | | | | | | | 3.99 | | | | 1.99 | | |
| | | Premio | | | | | | | | | | | | | | | | | | 3.00 | | |
| | Geissler's | n/i | | | | 2.99 | | 2.49 | | | | | | | | | | | | | | |
| | Highland Park | Smithfield | | | | 3.49 | | | | | | | | | | | | 3.59 | | | | |
| | | Highland's Own | | | | | | | | | | | | | | | | | | 7.49 | | |
| | IGA Stores N.Eng | n/i | | | | 2.99 | | 2.39 | | | | | | | | | | | | | | |
| | | n/i | | | | 3.99 | | | | | | | | | | | | | | | | |
| | Key Food | n/i | | | 1.99 | | 2.99 | | 1.99 | | | | | | | | | | | | | |
| | Market 32 | Chairman's Reserve | | | | | | | | | | | | | BOGO | | | | | 1.69 | | |
| | | Market 32 | | | | | | | 1.99 | | | | | | | | | | | | | |
| | | Hatfield | | | | 2.99 | | | | | | | | | | | | | | | | |
| | | n/i | | | | | | | | 1.99 | | | | | | 1.99 | | | | | | |
| | Price Chopper | Chairman's Reserve | | | | | | | | | | | | | BOGO | | | | | 1.69 | | |
| | | Market 32 | | | | | | | 1.99 | | | | | | | | | | | | | |
| | | Hatfield | | | | 2.99 | | | | | | | | | | | | | | | | |
| | | n/i | | | | | | | | 1.99 | | | | | | 1.99 | | | | | | |
| | Price Rite | n/i | | | 1.79 | | | | | | | | | | | | | | | 1.79 | | |
| | Save-a-Lot | n/i | | | 1.77 | | | | | | | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Labor Day 2018

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> | ShopRite | n/i | | 1.88 | | 2.79 | | | | | | | | 1.99 | | | | | | | | | |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | 3.12 | | |
| | ShopRite | | | | | | | | | | | | | | | | | | | | 1.69 | | |
| | Premio | | | | | | | | | | | | | | | | | | | | 2.99 | | |
| | Stew Leonard's | n/i | | 1.99 | 2.99 | 2.99 | | | | | | | | | | | | | | | | | |
| | Stop & Shop | Stop & Shop | | | 2.99 | | | | | | | 1.99 | | 2.99 | | | | | 2.88 | | 1.99 | | |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | 2.50 | | |
| | Premio | | | | | | | | | | | | | | | | | | | | 3.50 | | |
| | The Fresh Market | n/i | | | | 2.99 | | | | | | | | | | | | | | | | 3.99 | |
| Walmart | n/i | | | | 2.94 | | | | | | | | | | | | | | | | | | |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | | 3.32 | |
| | WFM N. Atlantic | n/i | A | | | 5.99 | | | | | | | | | | | | | | | | | |
| | WFM Northeast | n/i | A | | | 5.99 | | | | | | | | | | | | | | | | | |
| DC | ALDI | n/i | | | 2.89 | | | | | | | | | | | | | | | | | 2.08 | |
| | Giant Food | Giant | | | | | | | | | | 2.49 | | 2.99 | 1.99 | | | | | | | | |
| | Premio | | | | | | | | | | | | | | | | | | | | | 3.50 | |
| | Harris Teeter | Harris Teeter | | | | | | 1.29 | 1.29 | | | | | | | | | | | | | | 5.33 |
| | Smithfield | | | | | 3.47 | | | | | | | | | | | | | | | 3.97 | | |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | | 2.92 | |
| | Safeway Eastern | n/i | | | 2.99 | 2.99 | | | | | | | | 2.99 | | | | | | | 1.99 | | |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | | 3.33 | |
| | Signature Farms | | | | | | | | | | | | | | | | | | | | | 3.99 | |
| Premio | | | | | | | | | | | | | | | | | | | | | 3.00 | | |
| Save-a-Lot | n/i | | | 1.77 | | | | | | | | | | | | | | | | | | | |
| Walmart | n/i | | | | 2.94 | | | | | | | | | | | 1.39 | | | | | | | |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | | 3.32 | |
| | WFM Mid-Atlantic | n/i | A | | | 5.99 | | | | | | | | | | | | | | | | | |
| DE | ACME Markets | Hatfield | | | | | | | | | | | | BOGO | | | | | | | | 4.99 | |
| | ALDI | n/i | | | | 2.89 | | | | | | | | | | | | | | | | | 2.08 |
| | Food Lion | Johnsonville | | | | | | | | | | | | | | | | | | | | | 2.50 |
| | n/i | | | | | 3.49 | 3.49 | | 1.49 | | | | | | | | | | | | | | |
| | Fresh Grocer | n/i | | | 1.88 | | 2.99 | | | | | | | 2.49 | | | | | | | | | 4.66 |
| | Premio | | | | | | | | | | | | | | | | | | | | | 2.99 | |

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Labor Day 2018

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> | Giant Food | Giant Premio | | | | | | | | | | 2.49 | | 2.99 | 1.99 | | | | | | 3.50 | | |
| | Great Valu Markets | n/i | | 1.99 | 3.99 | | | 2.29 | | | | | | 1.99 | | | | | | | 1.79 | 4.16 | |
| | Harris Teeter | Harris Teeter | | | | | | | 1.29 | 1.29 | | | | | | | | | | | 3.97 | 2.92 | |
| | | Smithfield | | | | 3.47 | | | | | | | | | | | | | | | | 2.92 | |
| | | Johnsonville | | | | | | | | | | | | | | | | | | | | 2.92 | |
| | IGA Stores NJ/PA | n/i | | | | | | | | | | 1.77 | | | | | 1.69 | | | | | 2.00 | |
| | Lidl | n/i | | | | | | | | | | | | | | | | | | | | 2.00 | |
| | Redner's | Hatfield | | | | 2.48 | | | | | | | | | 2.18 | | | | | | | 1.68 | |
| | Safeway Eastern | n/i | | | 2.99 | 2.99 | | | | | | | | | 2.99 | | | | | | | 1.99 | |
| | | Johnsonville | | | | | | | | | | | | | | | | | | | | | 3.33 |
| | | Signature Farms | | | | | | | | | | | | | | | | | | | | | 3.99 |
| | | Premio | | | | | | | | | | | | | | | | | | | | | 3.00 |
| | Save-a-Lot | n/i | | 1.77 | | | | | | | | | | | | | 1.39 | | | | | | |
| | ShopRite | n/i | | 1.88 | | 2.79 | | | | | | | | | 1.99 | | | | | | | | 3.12 |
| | | Johnsonville | | | | | | | | | | | | | | | | | | | | | 1.69 |
| | | ShopRite | | | | | | | | | | | | | | | | | | | | | 2.99 |
| | ShurSave | n/i | | | 2.99 | | | | | 1.79 | | | | | BOGO | | | | | | 3.49 | 2.29 | |
| | | Hatfield | | | | 3.49 | | 2.79 | | | | | | | | | | | | | | | 3.49 |
| | | Premio | | | | | | | | | | | | | | | | | | | | | 5.99 |
| | | Farm Promise | A | | | | | | | | | | | | | | | | | | | | 3.99 |
| The Fresh Market | n/i | | | 2.99 | | | | | | | | | | | | | | | | | | 3.99 | |
| Walmart | n/i | | | 2.94 | | | | | | | | | | | | | | | | | | 3.32 | |
| Weis Markets | Johnsonville | | | | | | | | | | | | | | | | | | | | | 1.98 | |
| | Weis | | 1.98 | | | | | | | | | | | | | | | | | | | 3.33 | |
| | Johnsonville | | | 3.99 | | | | | | | | 1.77 | | | | | | | | | | 3.33 | |
| MA | Adams IGA | n/i | | | 2.99 | | | | 1.59 | | | | 1.99 | | | | | | | | | | |
| | AF Basket | n/i | | | 3.49 | | | | | | | | | | | | | | | | | | |
| | AG New England | n/i | | | 3.49 | | | | | | 1.89 | | | | | | | | | | | | |
| | ALDI | n/i | | 2.89 | | | | | | | | | | | | | | | | | | 2.08 | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Labor Day 2018

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> | Star Market | n/i | | | | | | BOGO | | | | 1.99 | | | | | BOGO | | | | | |
| | Stop & Shop | Stop & Shop | | | 2.99 | | | | | | | | 1.99 | | | | | 2.88 | | 1.99 | | |
| | | Johnsonville | | | | | | | | | | | | | | | | | | 2.50 | | |
| | | Premio | | | | | | | | | | | | | | | | | | 3.50 | | |
| | The Fresh Market | n/i | | | 2.99 | | | | | | | | | | | | | | | 3.99 | | |
| | Walmart | n/i | | | 2.94 | | | | | | | | | | | | | | | | 3.32 | |
| | Wegman's | Wegman's | | | 4.49 | 3.19 | | 2.99 | 2.79 | | | | | | 3.99 | 1.99 | | | 4.69 | 1.79 | 3.79 | |
| | Wegman's | | A | | | | | | | | | 6.99 | | 6.99 | | | | | | | | |
| | WFM N. Atlantic | n/i | A | | 5.99 | | | | | | | | | | | | | | | | | |
| MD | ACME Markets | Hatfield | | | | | | | | | | | | | | | | 4.99 | | | | |
| | ALDI | n/i | | | 2.89 | | | | | | | | | | | | | | | | 2.08 | |
| | Food Lion | Johnsonville | | | | | | | | | | | | | | | | | | | 2.50 | |
| | | n/i | | | 3.49 | 3.49 | | | | | | 1.49 | | | | | | | | | | |
| | Giant Eagle | n/i | | | 2.49 | 2.49 | | | | | | 1.89 | | | | | | | | | | 8.66 |
| | | Giant Eagle | | | | | | | | | | | | | | | | | | | 2.99 | |
| | | Johnsonville | | | | | | | | | | | | | | | | | | | 3.33 | |
| | Giant Food | Giant | | | | | | | | | | 2.49 | | 2.99 | 1.99 | | | | | | 3.50 | |
| | | Premio | | | | | | | | | | | | | | | | | | | | 3.50 |
| | Great Valu Markets | n/i | | 1.99 | 3.99 | | 2.29 | | | | | | | | 1.99 | | | | | 1.79 | | 4.16 |
| | | Johnsonville | | | | | | | | | | | | | | | | | | | | 4.16 |
| | Harris Teeter | Harris Teeter | | | | | | | 1.29 | | 1.29 | | | | | | | | | | | 5.33 |
| | | Smithfield | | | | 3.47 | | | | | | | | | | | | | 3.97 | | | |
| | | Johnsonville | | | | | | | | | | | | | | | | | | | | 2.92 |
| | IGA Stores NJ/PA | n/i | | | | | | | | | | 1.77 | | 1.77 | | | | 1.69 | | | | |
| | Martin's Food | Giant | | | 2.99 | 2.99 | | 2.79 | | | | | | | | | | | 2.99 | | | |
| | Price Rite | n/i | | 1.79 | | | | | | | | | | | | | | | | | 1.79 | |
| Redner's | Hatfield | | | | 2.48 | | | | | | | | | 2.18 | | | | | | 1.68 | | |
| Safeway Eastern | n/i | | | 2.99 | 2.99 | | | | | | | | | 2.99 | | | | | | 1.99 | | |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | 3.33 | |
| | Signature Farms | | | | | | | | | | | | | | | | | | | | 3.99 | |
| | Premio | | | | | | | | | | | | | | | | | | | | 3.00 | |
| | Save-a-Lot | n/i | | 1.77 | | | | | | | | | | | | | 1.39 | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Labor Day 2018

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 | | | | | | | | | | |
| MD <i>(cont)</i> | Shop'n Save | n/i | | | | | | 1.99 | | | | | | | | 1.99 | | | | | | | | | | | |
| | | Hatfield | | | | 2.99 | | | | | | | | | | | | | | | | | | | | | |
| | | Botto's | | | | | | | | | | | | | | | | | | | | | | | | | 3.33 |
| | | Johnsonville | | | | | | | | | | | | | | | | | | | | | | | | | 3.33 |
| | | Shoppers | Johnsonville | | | | | | | | | | | | | | | | | | | | | | | | 3.33 |
| | | | Smithfield | | | | | | | | | | | | | 3.99 | | | | | | | | | | | |
| | | | n/i | | | | 3.99 | | | | | | | | | | | | | | | | | | | | 7.33 |
| | | ShopRite | n/i | | 1.88 | | 2.79 | | | | | | | | | 1.99 | | | | | | | | | | | 7.33 |
| | | | Johnsonville | | | | | | | | | | | | | | | | | | | | | | | | 3.12 |
| | | | ShopRite | | | | | | | | | | | | | | | | | | | | | | | | 1.69 |
| | | | Premio | | | | | | | | | | | | | | | | | | | | | | | | 2.99 |
| | | ShurSave | n/i | | | | 2.99 | | | | | | 1.79 | | | | | | | | | | | | | | 3.49 |
| | | | Hatfield | | | | | | 2.79 | | | | | | | | | | | | | | | | | | 2.29 |
| | | | Premio | | | | 3.49 | | | | | | | | | | | | | | | | | | | | 3.49 |
| | | | Farm Promise | A | | | | | | | | | | | | | | | | | | | | | | | 5.99 |
| | | Sprout's Market | n/i | | | | 2.77 | 2.77 | | | | | | | | | | | | | | | | | | | 2.99 |
| | | The Fresh Market | n/i | | | | 2.99 | | | | | | | | | | | | | | | | | | | | 3.99 |
| | Walmart | n/i | | | | 2.94 | | | | | | | | | | | | | | | | | | | | 3.32 | |
| | | Johnsonville | | | | | | | | | | | | | | | | | | | | | | | | 3.79 | |
| | Wegman's | Wegman's | | | | 4.49 | 3.19 | 2.99 | 2.79 | | | | | | 3.99 | 1.99 | | | | | | | | 4.69 | 1.79 | 3.79 | |
| | | Wegman's | A | | | | | | | | 6.99 | | | 6.99 | | | | | | | | | | | | 1.98 | |
| | Weis Markets | Weis | | 1.98 | | | | | | | | | | | | | | | | | | | | | | 1.98 | |
| | | n/i | | | | 3.99 | | | | | | 1.77 | | | | | | | | | | | | | | 3.33 | |
| | | Johnsonville | | | | | | | | | | | | | | | | | | | | | | | | 3.33 | |
| | WFM Mid-Atlantic | n/i | A | | | 5.99 | | | | | | | | | | | | | | | | | | | | 5.99 | |
| ME | AG New England | n/i | | | | 3.49 | | | | | | 1.89 | | | | | | | | | | | | | | | |
| | Best Yet Market | 1893 Brand | | | | | | | | | | | | | 1.99 | | | | | | | | | | 1.89 | 3.99 | |
| | | Premio | | | | | | | | | | | | | | | | | | | | | | | | 3.99 | |
| | Food City Market | n/i | | 1.99 | | | | 1.99 | | | | | | | 1.99 | | | | | | | | | | | 1.99 | |
| | Hannaford | Hannaford | | | | 2.99 | | | | | | | | | | | | | 1.29 | 2.99 | | | | | 2.99 | 4.66 | |
| | IGA Stores N.Eng | n/i | | | | 2.99 | | 2.39 | | | | | | | | | | | | | | | | | | 2.99 | |
| | | 1893 Premium | | | | | | | | | | 1.99 | | | | | | | | | | | | | | 3.99 | |
| | Perri | | | | | | | | | | | | | | | | | | | | | | | | 3.99 | | |
| | Market Basket | n/i | | | | | | | | | | | | 1.79 | 1.79 | | | | | | | | | | | 1.79 | |

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 | | | | | | |
| ME (cont) | Save-a-Lot | n/i | | 1.77 | | | | | | | | | | | | | | | | | | | |
| | Shaw's | n/i | | | | 1.99 | | 0.99 | | | | | 2.49 | | | | | | | | | | |
| | | Johnsonville | | | | | | | | | | | | | | | | | | | 3.33 | | |
| | | Perri | | | | | | | | | | | | | | | | | | | | 1.99 | |
| | Walmart | n/i | | | | | 2.94 | | | | | | | | | | | | | | | 3.32 | |
| | WFM N. Atlantic | n/i | A | | | 5.99 | | | | | | | | | | | | | | | | | |
| NH | AG New England | n/i | | | | 3.49 | | | | | 1.89 | | | | | | | | | | | | |
| | ALDI | n/i | | | | 2.89 | | | | | | | | | | | | | | | | 2.08 | |
| | Hannaford | Hannaford | | | | 2.99 | | | | | | | | | | | 1.29 | 2.99 | | | | 2.99 | 4.66 |
| | IGA Stores N.Eng | n/i | | | | 2.99 | | 2.39 | | | | | | | | | | | | | | | |
| | Market Basket | n/i | | | | | | | | | | | | 1.79 | 1.79 | | | | | | | 1.79 | |
| | McKinnon's | McKinnon's | | | | 2.49 | 2.88 | | 1.69 | | | | | | | | | 2.49 | | | | | 5.44 |
| | | Berkshire | | A | | | | | | | 6.49 | | | | | | | | | | | | |
| | Price Chopper | Chairman's Reserve | | | | | | | | | | | | | | | | | | | | 1.69 | |
| | | Market 32 | | | | | | | | | | | | | | | | | | | | | |
| | | Hatfield | | | | | 2.99 | | | | | | | | | | | | | | | | |
| | | n/i | | | | | | | | | 1.99 | | | | | | | | | | | | |
| | Price Rite | n/i | | | 1.79 | | | | | | | | | | | | | | | | | | 1.79 |
| | Save-a-Lot | n/i | | | 1.77 | | | | | | | | | | | | | | | | | | |
| Shaw's | n/i | | | | | 1.99 | | 0.99 | | | | | 2.49 | | | | | | | | | | |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | | 3.33 | |
| | Perri | | | | | | | | | | | | | | | | | | | | | 1.99 | |
| Walmart | n/i | | | | | 2.94 | | | | | | | | | | | | | | | | 3.32 | |
| | WFM N. Atlantic | n/i | A | | | 5.99 | | | | | | | | | | | | | | | | | |
| NJ | ACME Markets | Hatfield | | | | | | | | | | | | BOGO | | | | | | | | 4.99 | |
| | AF Basket | n/i | | | | 3.49 | | | | | | | | | | | | | | | | | |
| | ALDI | n/i | | | | 2.89 | | | | | | | | | | | | | | | | 2.08 | |
| | Associated | n/i | | 1.99 | 3.99 | | | | | | | | | | | | | | | | | | |
| | | Premio | | | | | | | | | | | | | | | | | | | | | 2.99 |
| | Best Market | n/i | | | | | | 1.47 | | | | | | 2.77 | 1.97 | | | | | | | 2.47 | |
| | | Johnsonville | | | | | | | | | | | | | | | | | | | | | 3.99 |
| Bravo | n/i | | | | | | | | | | | | | | | | | | | | | 1.79 | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Labor Day 2018

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 | | | | | | |
| NJ (cont) | Supremo Food | n/i | | 1.88 | | | | 2.49 | | | | | | 2.49 | | | | | | | | | |
| | | Premio | | | | | | | | | | | | | | | | | | | | 3.99 | |
| | The Fresh Market | n/i | | | 2.99 | | | | | | | | | | | | | | | | | 3.99 | |
| | Top Tomato | n/i | | | | 2.99 | | | | | | | | | | | | | | | | | |
| | Uncle Giuseppe's | n/i | | | 3.99 | | | | | | | | | | | | | | | | | | |
| | Walmart | n/i | | | 2.94 | | | | | | | | | | | | | | | | | | |
| | | Johnsonville | | | | | | | | | | | | | | | | | | | | | 3.32 |
| | Wegman's | Wegman's | | A | 4.49 | 3.19 | | 2.99 | 2.79 | | | | | 3.99 | 1.99 | | | | 4.69 | 1.79 | | 3.79 | |
| | | Wegman's | | | | | | | | | 6.99 | | | 6.99 | | | | | | | | | |
| | Weis Markets | Weis | | | 1.98 | | | | | | | | | | | | | | | | | | 1.98 |
| | n/i | | | | 3.99 | | | | | | 1.77 | | | | | | | | | | | 3.33 | |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | | 3.33 | |
| Western Beef | n/i | | | | 2.99 | | | 1.99 | | | | | | | | | | | | | 1.99 | 2.49 | |
| WFM Mid-Atlantic | n/i | | A | | 5.99 | | | | | | | | | | | | | | | | | | |
| WFM Northeast | n/i | | A | | 5.99 | | | | | | | | | | | | | | | | | | |
| NY | ACME Markets | Hatfield | | | | | | | | | | | | BOGO | | | | | 4.99 | | | | |
| | AF Basket | n/i | | | | 3.49 | | | | | | | | | | | | | | | | | |
| | AG New England | n/i | | | | 3.49 | | | | 1.89 | | | | | | | | | | | | | |
| | ALDI | n/i | | | 2.89 | | | | | | | | | | | | | | | | | 2.08 | |
| | Associated | n/i | | 1.99 | 3.99 | | | | | | | | | | | | | | | | | | |
| | | Premio | | | | | | | | | | | | | | | | | | | | | 2.99 |
| | Best Market | n/i | | | | | | 1.47 | | | | | | 2.77 | 1.97 | | | | | | 2.47 | | |
| | | Johnsonville | | | | | | | | | | | | | | | | | | | | | 3.99 |
| | Big M | 1893 Premium | | | 2.99 | | | | 1.89 | | | | | | | | | 1.69 | 2.99 | | | | |
| | Bravo | n/i | | | | | | | | | | | | | | | | | | | | 1.79 | |
| | Cherry Valley | n/i | | | | | | | | | | | | 2.99 | | | | | | | | 1.99 | |
| | Compare Foods | n/i | | | 1.99 | 3.99 | | | | | | | | | | | | | | | | | 2.99 |
| | | Premio | | | | | | | | | | | | | | | | | | | | | |
| | C-Town | Indiana Kitchen | | | | | 3.99 | | | | | | | | | | | | | | | | |
| | DeCiccio Family | Chairman's Reserve | | | | | | | | | | | | | | | | | | | | | 3.99 |
| | DeCiccio & Sons | Prairie Grove | | A | | | | | | | 3.99 | | | | | | | | | | | | 3.99 |
| | | Pine Ridge Farms | | | | | | | | | | | | | | | | | | | | | |
| Fairway Market | n/i | | | 2.49 | | | | | | | | | | | | | | | | | | 2.49 | |
| Fine Fare | n/i | | | 1.89 | | | | | | | | | | 2.99 | | | | | | | | 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 | | | | | | | |
| NY (cont) | Food Bazaar | n/i | A | 1.79 | 3.99 | 3.29 | | | | | | | | | 3.99 | | | | | 1.99 | | | | |
| | | Premio | | | | | | | | | | | | | | | | | | | | 3.00 | | |
| | Food Emporium | n/i | | 2.99 | | | | | | | | | | | | | | | | | | | | |
| | Foodtown | n/i | | | | | | | | 1.79 | 1.79 | | 1.99 | | | | | 1.79 | 1.79 | | | | | |
| | Giunta's | n/i | | | | 3.99 | | | | | | | | 2.99 | | | | | | | | | | |
| | Great American | 1893 Brand | | | | | | | 1.99 | | | | | | | | | | | | | | 1.49 | |
| | | n/i | | | | | | | | | | | | | | | | | | | | | | 2.99 |
| | Gristede's | Premio | | | | | | | | | | | | | | | | | | | | | | 5.99 |
| | | n/i | | | | | | | | | | | | | | 3.99 | | | | | | | | |
| | Hannaford | Hannaford | | | | 2.99 | | | | | | | | | | | | | 1.29 | 2.99 | | 2.99 | 4.66 | |
| | H-Mart | n/i | | | | | | | | | | | | | | | | | | | | | | |
| | IGA Stores N.Eng | n/i | | | | 2.99 | | | | 2.39 | | | | | | | | | | | | | | |
| | | n/i | | | | 3.99 | | | | | | | | | | | | | | | | | | |
| | Key Food | n/i | | | | 1.99 | | 2.99 | | | 1.99 | | | | | | | | | | | | | |
| | King Kullen | n/i | | | | 2.49 | 3.99 | | | | 1.99 | | | 2.99 | | | | | | | | 3.99 | | |
| | Market 32 | Chairman's Reserve | | | | | | | | | | | | | | | | | | | | | 1.69 | |
| | | Market 32 | | | | | | | | | 1.99 | | | | | | | | | | | | | |
| | | Hatfield | | | | | | 2.99 | | | | | | | | | | | | | | | | |
| | | n/i | | | | | | | | | | | 1.99 | | | | | 1.99 | | | | | | |
| | Met Foods | n/i | | | | 1.99 | 3.99 | 2.99 | | | | | | | | | | | | | | | | 2.99 |
| | | Premio | | | | | | | | | | | | | | | | | | | | | | |
| | Morton Williams | n/i | | | | 2.39 | | 2.79 | | | | | | | | | | | | | | 1.99 | | |
| | Net Cost | n/i | | | | 1.99 | | | | | | | | | | | | | | | | | | |
| | North Shore | n/i | | | | 1.89 | | | | | | | | | | | 2.49 | | | | | | | |
| | Peck's Market | n/i | | | | | 2.99 | | | 2.49 | | | | | | | | | | | | | | |
| | Pioneer | Premio | | | | | | | | | | | | | | | | | | | | | | 2.99 |
| | | n/i | | | | 1.99 | | 2.99 | | | | | | | | | | | | | | | | |
| | Price Chopper | Chairman's Reserve | | | | | | | | | | | | | | | | | | | | | | 1.69 |
| | Market 32 | | | | | | | | 1.99 | | | | | | | | | | | | | | | |
| | Hatfield | | | | | 2.99 | | | | | | | | | | | | | | | | | | |
| | n/i | | | | | | | | | | 1.99 | | | | | 1.99 | | | | | | | | |
| Price Rite | n/i | | | 1.79 | | | | | | | | | | | | | | | | | | 1.79 | | |
| Save-a-Lot | n/i | | | 1.77 | | | | | | | | | | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Labor Day 2018

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 (cont) | Shop'n Save | n/i | | | | | | 1.99 | | | | | | | | 1.99 | | | | | | | |
| | Hatfield | | | | | 2.99 | | | | | | | | | | | | | | | | | |
| | Botto's | | | | | | | | | | | | | | | | | | | | | 3.33 | |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | | 3.33 | |
| | ShopRite | n/i | | 1.88 | | 2.79 | | | | | | | | | 1.99 | | | | | | | | |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | | 3.12 | |
| | ShopRite | | | | | | | | | | | | | | | | | | | | | 1.69 | |
| | Premio | | | | | | | | | | | | | | | | | | | | | 2.99 | |
| | Stew Leonard's | n/i | | 1.99 | 2.99 | 2.99 | | | | | | | | | | | | | | | | | |
| | Stop & Shop | Stop & Shop | | | | 2.99 | | | | | | 1.99 | | | 2.99 | | | | 2.88 | | | 1.99 | |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | | 2.50 | |
| | Premio | | | | | | | | | | | | | | | | | | | | | 3.50 | |
| | The Fresh Market | n/i | | | | 2.99 | | | | | | | | | | | | | | | | 3.99 | |
| | Tops Markets | Johnsonville | | | | | | | | | | | | | | | | | | | | 3.74 | |
| | Pure Farms | A | | | | | | | | | 4.49 | | | | | | | | | | | | |
| | Top Tomato | n/i | | | | 2.99 | | | | | | | | | | | | | | | | | |
| | Trade Fair | n/i | | | | 3.99 | | | | | | | | | | | | | | | | | |
| | Uncle Giuseppe's | n/i | | | | 3.99 | | | | | | | | | | | | | | | | | |
| | Walmart | n/i | | | | 2.94 | | | | | | | | | | | | | | | | | |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | | | |
| Wegman's | Wegman's | | | | 4.49 | 3.19 | 2.99 | 2.79 | | | | | | 3.99 | 1.99 | | | 4.69 | 1.79 | | 3.32 | | |
| Wegman's | Wegman's | A | | | | | | | | 6.99 | | | | 6.99 | | | | | | | 3.79 | | |
| Weis Markets | Weis | | | 1.98 | | | | | | | | | | | | | | | | | 1.98 | | |
| n/i | | | | | 3.99 | | | | | | | 1.77 | | | | | | | | | | | |
| Johnsonville | | | | | | | | | | | | | | | | | | | | | 3.33 | | |
| Western Beef | n/i | | | | 2.99 | | | 1.99 | | | | | | | | | | | | 1.99 | 2.49 | | |
| WFM 365 | n/i | A | | | 4.99 | | | | | | | | | | | | | | | | | | |
| WFM Northeast | n/i | A | | | 5.99 | | | | | | | | | | | | | | | | | | |
| PA | ACME Markets | Hatfield | | | | | | | | | | | | BOGO | | | | 4.99 | | | | | |
| | ALDI | n/i | | | 2.89 | | | | | | | | | | | | | | | | | 2.08 | |
| | Associated | n/i | | 1.99 | 3.99 | | | | | | | | | | | | | | | | | 2.99 | |
| | Premio | | | | | | | | | | | | | | | | | | | | | | |
| | Big M | 1893 Premium | | 2.99 | | | | 1.89 | | | | | | | | 1.69 | 2.99 | | | | | | |
| Boyer Food | Hatfield | | | | | | 1.67 | | 1.87 | | | | | 2.97 | 1.97 | | | | | 1.67 | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Labor Day 2018

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 | | | | | | | | | |
| PA (cont) | Bravo | n/i | A | | | | | | | | | | | | | | | | | 1.79 | | | | | | |
| | Cash Saver | n/i | | | | | | | 0.95 | | | | | | | | | | | | | | | | | |
| | Compare Foods | n/i | | 1.99 | 3.99 | | | | | | | | | | | | | | | | | | | | | |
| | | Premio | | | | | | | | | | | | | | | | | | | | | | 2.99 | | |
| | C-Town | Indiana Kitchen | | | | | 3.99 | | | | | | | | | | | | | | | | | | | |
| | Family Owned | Farm Promise | | | | | | | | | | | | | | | | | | | | | 4.99 | | | |
| | | n/i | | | | 3.69 | | | 2.59 | | | | | | 2.79 | 2.49 | | | | | 3.49 | 1.79 | | | | |
| | Fine Fare | n/i | | 1.89 | | | | | | | | | | | 2.99 | | | | | | | 1.99 | | | | |
| | Food Lion | Johnsonville | | | | | | | | | | | | | | | | | | | | | 2.50 | | | |
| | | n/i | | | | 3.49 | 3.49 | | | 1.49 | | | | | | | | | | | | | | | | |
| | Foodland | n/i | | | | 2.99 | | | BOGO | | | | | | | | 2.49 | | | | | | | | 6.67 | |
| | Foodtown | n/i | | | | | | | | 1.79 | 1.79 | | 1.99 | | | | | | | | | 1.79 | | | | |
| | Fresh Grocer | n/i | | 1.88 | | | 2.99 | | | | | | | | | 2.49 | | | | | | | | | 4.66 | |
| | | Premio | | | | | | | | | | | | | | | | | | | | | | 2.99 | | |
| | Giant Eagle | n/i | | | | 2.49 | 2.49 | | | 1.89 | | | | | | | | | | | | | | | 2.99 | 8.66 |
| | | Giant Eagle | | | | | | | | | | | | | | | | | | | | | | | 2.99 | |
| | | Johnsonville | | | | | | | | | | | | | | | | | | | | | | | 3.33 | |
| | Giant Food Stores | Giant | | | | 2.99 | 2.99 | | | 2.79 | | | | | | | | | | | | 2.99 | | | | |
| | Gordon Food | Smithfield | | | | 2.99 | | | | | | | | | | | | | | | | | | | | |
| | | Johnsonville | | | | | | | | | | | | | | | | | | | | | | | 3.04 | |
| | Great Valu Markets | n/i | | 1.99 | | 3.99 | | | | 2.29 | | | | | | 1.99 | | | | | | | | 1.79 | | |
| | | Johnsonville | | | | | | | | | | | | | | | | | | | | | | | 4.16 | |
| | Grocery Outlet | Swift | | | | | 2.99 | | | | | | | | | | | | | | | | | | | |
| H-Mart | n/i | | | | | | | | | | | | 4.99 | | | | | | | | | | | | | |
| Ideal Market | n/i | | | | | | | | 1.49 | | | | | | | | | | | | | | | | | |
| | Uncle Charley's | | | | | | | | | | | | | | | | | | | | | | 3.29 | | | |
| IGA SpartanNash | n/i | 1.99 | | 2.79 | | | | 1.79 | | | | | | | 2.49 | | 2.29 | | | | | | | | | |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | | | 3.33 | | | |
| IGA Stores NJ/PA | n/i | | | | | | | | | | 1.77 | | | | | | 1.69 | | | | | | | | | |
| Karns Foods | n/i | | | 2.99 | | | | 1.99 | | | | | | 2.99 | | | | | | 3.49 | 1.79 | | | | | |
| Key Food | n/i | 1.99 | | | 2.99 | | | 1.99 | | | | | | | | | | | | | | | | | | |
| Kuhn's Markets | n/i | | | | 2.29 | | | | | | | | | | | | | | | | | | | | | |
| | Chairman's Reserve | | | | | | | | | | 2.59 | | | 2.59 | | | | | | 3.59 | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Labor Day 2018

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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> | Kuhn's Markets | Kuhn's | | | | | | | | | | | | | | | | | | | 3.49 | | | |
| | <i>(continued)</i> | Johnsonville | | | | | | | | | | | | | | | | | | | | 4.16 | | |
| | Landis Market | Johnsonville | | | | | | | | | | | | | | | | | | | | 4.16 | | |
| | Martin's Food | Giant | | | 2.99 | 2.99 | | 2.79 | | | | | | | | | | 2.99 | | | | | | |
| | McCaffrey's | McCaffrey's | L | | | | | | | | | 2.99 | | | | | | | | | | | | |
| | Net Cost | n/i | | 1.99 | | | | | | | | | | | | | | | | | | | | |
| | Pioneer | Premio | | | | | | | | | | | | | | | | | | | | | 2.99 | |
| | | n/i | | 1.99 | | 2.99 | | | | | | | | | | | | | | | | | | |
| | Price Chopper | Chairman's Reserve | | | | | | | | | | | | | | | | | | | | | 1.69 | |
| | | Market 32 | | | | | | | 1.99 | | | | | | | | | | | | | | | |
| | | Hatfield | | | | 2.99 | | | | | | | | | | | | | | | | | | |
| | | n/i | | | | | | | | 1.99 | | | | | | 1.99 | | | | | | | | |
| | Price Rite | n/i | | 1.79 | | | | | | | | | | | | | | | | | | | 1.79 | |
| | Redner's | Hatfield | | | | 2.48 | | | | | | | | | 2.18 | | | | | | | | 1.68 | |
| | Save-a-Lot | n/i | | 1.77 | | | | | | | | | | | | | | | | | | | | |
| | Shop'n Save | n/i | | | | | | 1.99 | | | | | | | | 1.99 | 1.39 | | | | | | | |
| | | Hatfield | | | | 2.99 | | | | | | | | | | | | | | | | | | |
| | | Botto's | | | | | | | | | | | | | | | | | | | | | | 3.33 |
| | | Johnsonville | | | | | | | | | | | | | | | | | | | | | | 3.33 |
| | ShopRite | n/i | | 1.88 | | 2.79 | | | | | | | | | 1.99 | | | | | | | | | |
| | | Johnsonville | | | | | | | | | | | | | | | | | | | | | | 3.12 |
| | | ShopRite | | | | | | | | | | | | | | | | | | | | | | 1.69 |
| | | Premio | | | | | | | | | | | | | | | | | | | | | | 2.99 |
| ShurSave | n/i | | | | 2.99 | | | | 1.79 | | | | | | | | | | | | 3.49 | 2.29 | | |
| | Hatfield | | | | | 3.49 | 2.79 | | | | | | | | | | | | | | | | | |
| | Premio | | | | | | | | | | | | | | | | | | | | | | 3.49 | |
| | Farm Promise | A | | | | | | | | | | | | | | | | | | | | | 5.99 | |
| ShurSave - NE PA | Farm Promise | A | | | | | | | | | 4.49 | | | | | | | | | | | | 5.49 | |
| | Hatfield | | | | | | | 2.79 | | 2.79 | | | 2.99 | | | | | | | | 3.49 | | | |
| | n/i | | | | 2.99 | | | | | | | | | | | | | | | | | | | |
| Sparkle Market | Indiana Kitchen | | 1.79 | | | | | | | | | | | | | | | | | | | | | |
| | n/i | | | | 2.99 | | | | | | | | | | | | | | | | | | | |
| Supremo Food | n/i | | 1.88 | | | | 2.49 | | | | | | 2.49 | | | | | | | | | | | |
| | 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 <i>(cont)</i> | The Fresh Market | n/i | | | 2.99 | | | | | | | | | | | | | | | | 3.99 | | | | |
| | Tops Markets | Johnsonville | | | | | | | | | | | | | | | | | | | | 3.74 | | | |
| | | Pure Farms | | A | | | | | | | 4.49 | | | | | | | | | | | | | | |
| | Walmart | n/i | | | 2.94 | | | | | | | | | | | | | | | | | | | | |
| | | Johnsonville | | | | | | | | | | | | | | | | | | | | | | | |
| | Wegman's | Wegman's | | | 4.49 | 3.19 | | 2.99 | 2.79 | | | | | 3.99 | 1.99 | | | | 4.69 | 1.79 | | | 3.32 | | |
| | | Wegman's | | A | | | | | | | 6.99 | | | 6.99 | | | | | | | | | 3.79 | | |
| Weis Markets | Weis | | | 1.98 | | | | | | | | | | | | | | | | | | 1.98 | | | |
| | n/i | | | | 3.99 | | | | | | | 1.77 | | | | | | | | | | | 1.98 | | |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | | | 3.33 | | |
| | WFM Mid-Atlantic | n/i | A | | 5.99 | | | | | | | | | | | | | | | | | | 3.33 | | |
| RI | Adams IGA | n/i | | | | 2.99 | | 1.59 | | | | | 1.99 | | | | | | | | | | | | |
| | AF Basket | n/i | | | | 3.49 | | | | | | | | | | | | | | | | | | | |
| | ALDI | n/i | | | 2.89 | | | | | | | | | | | | | | | | | | 2.08 | | |
| | Associated | n/i | | 1.99 | 3.99 | | | | | | | | | | | | | | | | | | | | |
| | | Premio | | | | | | | | | | | | | | | | | | | | | | 2.99 | |
| | Bravo | n/i | | | | | | | | | | | | | | | | | | | | | 1.79 | | |
| | Daves Marketplace | n/i | | | 3.99 | | | | | | | | | | | | | | 2.99 | | | | | 1.79 | |
| | Price Rite | n/i | | 1.79 | | | | | | | | | | | | | | | | | | | | 1.79 | |
| | Save-a-Lot | n/i | | 1.77 | | | | | | | | | | | | | | | | | | | | | |
| | Seabra Foods | n/i | | 1.99 | | 2.99 | | | | | | | | 2.49 | | | | | | | | | | 1.99 | |
| | | Shaw's | n/i | | | | 1.99 | | 0.99 | | | | | 2.49 | | | | | | | | | | | |
| | | Johnsonville | | | | | | | | | | | | | | | | | | | | | | 3.33 | |
| | | Perri | | | | | | | | | | | | | | | | | | | | | | 1.99 | |
| | | Stop & Shop | Stop & Shop | | | 2.99 | | | | | | | 1.99 | | 2.99 | | | | | | | | | 2.88 | 1.99 |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | | | | 2.50 | |
| | Premio | | | | | | | | | | | | | | | | | | | | | | | 3.50 | |
| | Walmart | n/i | | | 2.94 | | | | | | | | | | | | | | | | | | | 3.32 | |
| | WFM N. Atlantic | n/i | A | | 5.99 | | | | | | | | | | | | | | | | | | | | |
| VT | AG New England | n/i | | | | 3.49 | | | | 1.89 | | | | | | | | | | | | | | | |
| | ALDI | n/i | | | 2.89 | | | | | | | | | | | | | | | | | | | 2.08 | |
| | Food City Market | n/i | | 1.99 | | | 1.99 | | | | | | 1.99 | | | | | | | | | | | | |
| | Hannaford | Hannaford | | | 2.99 | | | | | | | | | | | | | 1.29 | 2.99 | | | | 2.99 | 4.66 | |

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 | | | | | | | | | |
| VT (cont) | IGA Stores N.Eng. | 1893 Premium Perri | A | | | | | | | | | 1.99 | | | | | | 1.49 | | | 3.99 | | | | | |
| | Price Chopper | Chairman's Reserve Market 32 | | | | | | | | | | | | | | | | | | | | 1.69 | | | | |
| | | Hatfield | | | | | | | | | | | | | | | | | | | | | | | | |
| | | n/i | | | | | | | | | | | | | | | | | | | | | | | | |
| | Shaw's | n/i | | | | | | | | | | | | | | | | | | | | | | | | |
| | | Johnsonville Perri | | | | | | | | | | | | | | | | | | | | | | | | |
| | | Johnsonville | | | | | | | | | | | | | | | | | | | | | | | | |
| | Tops Markets | Johnsonville Pure Farms | | | | | | | | | | | | | | | | | | | | | | | | |
| | Walmart | n/i | | | | | | | | | | | | | | | | | | | | | | | | |
| | | Johnsonville | | | | | | | | | | | | | | | | | | | | | | | | |

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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 | | | | | |
| SOUTHEASTERN U.S. - AL,FL,GA,KY,MS,NC,SC,TN,VA,WV | | | | | | | | | | | | | | | | | | | | | | |
| AL | ALDI | n/i | | | 2.89 | | | | | | | | | | | | | | | 2.08 | | |
| | Bruce's Foodland | Smithfield | | 1.99 | 3.69 | 2.99 | | | | | | | | | | | | | | 1.99 | | |
| | | Johnsonville | | | | | | | | | | | | | | | | | | | 3.33 | |
| | | n/i | | | | | | | | | | | | | | | | | | | 6.67 | |
| | Cash Saver | n/i | | 1.44 | | | | | | | | | | | | | | | | | | |
| | | Johnsonville | | | | | | | | | | | | | | | | | | | 2.73 | |
| | Dollar General Mkt | n/i | | 1.95 | | | | | | | | | | | | | | | | 2.95 | | |
| | | Johnsonville | | | | | | | | | | | | | | | | | | | 3.29 | |
| | Earth Fare | n/i | A | | 3.99 | | | | | | | | | | | | | | | | | |
| | Food Giant | n/i | | 1.68 | | | | | | | | | | | | | | | | | | |
| | | Johnsonville | | | | | | | | | | | | | | | | | | | 3.32 | |
| | | Prairie Fresh | | | | | | 1.78 | 1.78 | | | | | | | | | | | | | |
| | Gateway Foodland | n/i | | 1.59 | | 2.99 | | | | | | | | | | | | | | | | |
| | Greers Market | n/i | | | | | | | | | | | | | | | | | | | 7.33 | |
| | | Swift | | | 2.89 | | | | | | | | | 1.89 | | | | | | 1.49 | | |
| | Hometown Market | n/i | | | 2.99 | 2.99 | | | | | | | | | | | | | | | | |
| | | Johnsonville | | | | | | | | | | | | | | | | | | | 3.33 | |
| | Ingles Markets | n/i | | | | | | | | | | | | | | | | | | | 8.67 | |
| | | Ingles | | | 3.48 | | | 1.68 | | | | | | | | | | | | | | |
| | | Johnsonville | | | | | | | | | | | | | | | | | | | 3.32 | |
| | | Laura Lynn | | | | | | | | | | | | | | | | | | | 3.00 | |
| | Kroger Atlanta | n/i | | | 2.99 | | | | | | | | | | | | | | | 1.79 | | |
| | | Fresh Foods | | | | | | | | | | | | | | | | | | | | |
| | | Johnsonville | | | | | | | | | | | | | | | | | | | 2.92 | |
| | Kroger Nashville | Fresh Foods | | | | | | | | | | | | | | | | | | | | |
| | | n/i | | | 2.99 | | | | | | | | | | | | | | | | | |
| | | Johnsonville | | | | | | | | | | | | | | | | | | | 2.92 | |
| | Lucky's | n/i | | 1.99 | 2.99 | | | 1.49 | 1.69 | | | | | | | | | | | | | |
| | Mannings PW | n/i | | 1.57 | | | | | | | | | | | | | | | | | 7.99 | |
| | Piggly Wiggly Inc. | n/i | | 1.99 | 2.99 | 1.99 | | | | 2.99 | | | 1.99 | | | | | | | 1.49 | | |
| | PriceLe\$\$ | n/i | | | | | | 1.68 | | | | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Labor Day 2018

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 | | | | | | | | |
| AL <i>(cont)</i> | Publix | Publix | A | | | 1.99 | | 2.59 | | | 2.29 | | | | | | | | | | | | | | |
| | | GreenWise Johnsonville | | | 4.99 | | | | | | | | | 4.99 | | | | | | | | | 3.33 | | |
| | PW Houchen's | Swift | | | 1.89 | | 2.99 | | | | | | | | | | | | | | | | 1.19 | | |
| | | n/i Johnsonville | | | 1.69 | 2.99 | | | | | | | | | 1.59 | | | | | | | | | 3.91 | |
| | | Aunt Bessie's | | | | | | 1.99 | | | | | | | | | | | | | | | | | |
| | PW Homeland | n/i Johnsonville | | | 1.99 | | | | | 1.49 | | 1.69 | | | | | | | | | | | | 7.99 | |
| | | Ramey's | | n/i | | 2.98 | | | | | | | | | | | | | | | | | | 3.08 | |
| | | Rouses | | Rouses | | 2.99 | | | | | | 1.69 | | | | | | | | | | | | 1.99 | |
| | | Save-a-Lot | | n/i | | 1.77 | | | | | | | | | | | | | | | | | | | |
| | | Sprout's Market | | n/i | | | 2.77 | 2.77 | | | | | | | | | | | | | | | | | 2.99 |
| | | The Fresh Market | | n/i | | | 2.99 | | | | | | | | | | | | | | | | | | 3.99 |
| | | United Grocery | | n/i | | 1.59 | | | | | | 1.59 | | 1.59 | | | | | | | | | | | |
| | | Vowell's | | n/i | | 1.79 | | 1.29 | | 2.29 | 1.79 | | 1.59 | | | | | | | | | | | | |
| | | Johnsonville | | | | | | | | | | | | | | | | | | | | | | | 3.33 |
| | | Walmart | | n/i | | | 2.94 | | | | | | | | | | | | | | | | | | |
| | | Johnsonville | | | | | | | | | | | | | | | | | | | | | | | 3.32 |
| | | Western Market | | n/i | | 2.29 | BOGO | | | | | BOGO | | | | | | | | | | | | | 2.99 |
| | | Niman Ranch | | Johnsonville | A | | 8.99 | | | | | | | | | | | | | | | | | | 3.33 |
| | WFM South | n/i | A | | 5.99 | | | | | | | | | | | | | | | | | | | | |
| | Winn-Dixie | n/i | | 1.99 | 2.99 | 2.99 | | 2.49 | 2.25 | 2.49 | 2.25 | | | | | | | | | | | | 6.67 | | |
| | Premio | | | | | | | | | | | | | | | | | | | | | | 2.99 | | |
| FL | ALDI | n/i | | | 2.89 | | | | | | | | | | | | | | | | | | 2.08 | | |
| | Bravo | n/i | | 1.88 | | 2.48 | | | | | | | | | | | | | | | | | | | |
| | | Mr. Tango | | | | | | | | | | | | | | | | | | | | | 3.98 | | |
| | Dollar General Mkt | n/i | | 1.95 | | | | | | | | | | | | | | | | | | | 2.95 | | |
| | | Johnsonville | | | | | | | | | | | | | | | | | | | | | | 3.29 | |
| | Earth Fare | n/i | A | | 3.99 | | | | | | | | | | | | | | | | | | | | |
| | Food Giant | n/i | | 1.68 | | | | | | | | | | | | | | | | | | | | | |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | | | 3.32 | | |
| | Prairie Fresh | | | | | | | | 1.78 | | 1.78 | | | | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Labor Day 2018

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 | | | | | | | | | |
| FL <i>(cont)</i> | Fresco y Mas | n/i | A | 0.98 | 2.98 | 2.98 | | BOGO | BOGO | BOGO | BOGO | | | | | | | | | | 2.98 | 6.67 | | | | |
| | Mr. Tango | | | | | | | | | | | | | | | | | | | | | 2.98 | | | | |
| | Gordon Food | Smithfield | | | | 2.99 | | | | | | | | | | | | | | | | | 3.04 | | | |
| | Greers Market | n/i | | | | | | | | | | | | | | | | | | | | | 7.33 | | | |
| | Swift | | | | | 2.89 | | | | | | | | | 1.89 | | | | | | | 1.49 | | | | |
| | Harris Teeter | Harris Teeter | | | | | | | | 1.29 | | 1.29 | | | | | | | | | | | | 5.33 | | |
| | Smithfield | | | | | | 3.47 | | | | | | | | | | | | | | | 3.97 | | | | |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | | | | 2.92 | | |
| | Harvey's | n/i | | | 1.58 | 2.98 | 2.48 | | | 1.98 | | 1.98 | | 2.98 | | | | | | | 1.98 | | | | 2.92 | |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | | | | | 3.32 | |
| | Hitchcock's | n/i | | | 1.99 | 3.49 | 2.99 | | 1.79 | 1.59 | | 1.79 | | | | | | | | | | | | | 6.67 | |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | | | | | 3.33 | |
| | IGA Stores - FL | n/i | | | 1.99 | 2.99 | | | | | | | | 2.99 | | | | | | | | | | | 1.99 | |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | | | | | 2.78 | |
| | Lucky's Market | n/i | | | | 2.77 | | | | | | 1.79 | | | | | | | | | | | | | | |
| | Milam's Market | Chairman's Reserve | | | 1.99 | | | | 2.49 | | | | | | | | | | | | | | | | | |
| | Price Choice | n/i | | | 1.57 | | | | | | | | | 1.87 | | | | | | | | | | | | |
| | Publix | Publix | | | | | 1.99 | | 2.59 | | | 2.29 | | | | | | | | | | | | | | |
| | GreenWise | | | | | 4.99 | | | | | | | | | 4.99 | | | | | | | | | | | |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | | | | | | 3.33 |
| PW Houchen's | Swift | | 1.89 | | 2.99 | | | | | | | | | | | | | | | | | | | 1.19 | | |
| n/i | | | 1.69 | 2.99 | | | | | | | | | | 1.59 | | | | | | | | | | | | |
| Johnsonville | | | | | | | | | | | | | | | | | | | | | | | | 3.91 | | |
| Aunt Bessie's | | | | | | 1.99 | | | | | | | | | | | | | | | | | | | | |
| Sabor Tropical | n/i | | 1.58 | | | | | | | | | | | | | | | | | | | | | | | |
| Save-a-Lot | n/i | | 1.77 | | | | | | | | | | | | | | | | | | | | | | | |
| Scaff's Market | n/i | | 1.89 | | | 1.20 | | | | | 1.79 | | | | | | | | | | | | | | | |
| Johnsonville | | | | | | | | | | | | | | | | | | | | | | | | 3.58 | | |
| Seabra Foods | n/i | | | | | | | | | | | | | | | | | | | | | | | 1.99 | | |
| Sedano's | n/i | | 0.99 | | | | 2.49 | | | | | | | 2.69 | | | | | | | | | | 1.99 | | |
| Sprout's Market | n/i | | | 2.77 | 2.77 | | | | | | | | | | | | | | | | | | | 2.99 | | |
| The Fresh Market | n/i | | | 2.99 | | | | | | | | | | | | | | | | | | | | 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 | | | | | | |
| GA (cont) | WFM South | n/i | A | | 5.99 | | | | | | | | | | | | | | | | | | |
| | Winn-Dixie | n/i | | 1.99 | 2.99 | 2.99 | | 2.49 | 2.25 | 2.49 | 2.25 | | | | | | | | | | | 6.67 | |
| | Premio | | | | | | | | | | | | | | | | | | | | | 2.99 | |
| KY | ALDI | n/i | A | | 2.89 | | | | | | | | | | | | | | | | 2.08 | | |
| | Cox IGA | Salmon Creek | | 1.99 | | | | | | | 1.29 | | | | | | | | | | | | |
| | Dollar General Mkt | n/i | | 1.95 | | | | | | | | | | | | | | | 2.95 | | | 3.29 | |
| | E. W. James | Johnsonville | | 1.69 | 2.98 | 2.58 | | | | 1.78 | | | | | | | | | | | 1.48 | | |
| | | Aunt Bessie's Johnsonville | | | | | 1.29 | | | | | | | | | | | | | | | | 3.32 |
| | Earth Fare | n/i | | | 3.99 | | | | | | | | | | | | | | | | | | |
| | Food City | Food City | | | 3.99 | 2.99 | | | | 1.99 | | | | | | | | | | | | 1.49 | |
| | | Johnsonville | | | | | | | | | | | | | | | | | | | | | 2.48 |
| | Food Fair | Yuengling | | | | | | | | | | | | | | | | | | | | | 2.08 |
| | Food Giant | n/i | | 1.68 | | | | | | | | | | | | | | | | | | | 3.32 |
| | | Johnsonville | | | | | | | | | | | | | | | | | | | | | 3.32 |
| | Food Lion | Prairie Fresh | | | | | | | | 1.78 | | 1.78 | | | | | | | | | | | 2.50 |
| | | Johnsonville | | | | | | | | | | | | | | | | | | | | | 2.50 |
| | Food Rite | Food Rite | | 1.99 | | 3.49 | 3.49 | | | | | 1.99 | | | 2.29 | | | | | 1.59 | | | |
| | | Smithfield | | | | | | | | | | | | | | | | | | | 4.99 | | |
| | Foodland | n/i | | | | | | | | | | | | | 1.99 | | | | | 1.59 | | | |
| | | Johnsonville | | | | | | | | | | | | | | | | | | | | | 4.16 |
| | Fresh Encounter | n/i | | | | 2.49 | | | | | | | | | | 2.49 | | | | | | | 3.33 |
| | | Johnsonville | | | | | | | | | | | | | | | | | | | | | 3.33 |
| | Fresh Thyme | n/i | | | | 2.49 | | | 2.49 | | | | | | | | | | | | 3.99 | | |
| | Fresh Thyme | | | | | | | | | | | | | | | | | | | | | 2.99 | |
| Galaxy Foods | n/i | 1.68 | | 2.98 | | | | | 1.78 | | | | | | | | | | | | | 3.32 | |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | | 3.32 | |
| Gordon Food | Smithfield | | | 2.99 | | | | | | | | | | | | | | | | | | 3.04 | |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | | 3.04 | |
| IGA Houchens | Hormel | | | | | | | | | | | | | 2.99 | | | | | | | 1.69 | | |
| | n/i | | | | | | | | | | | | | | | | | | | | | 6.67 | |

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 | | | | | | | | | | | |
| KY <i>(cont)</i> | IGA SpartanNash | n/i | A | 1.99 | 2.79 | | | | 1.79 | | | | | | | 2.49 | | 2.29 | | | | | | | | | | |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | | | | | 3.33 | | | |
| | IGA Stores OH/KY | n/i | | 1.99 | | | | | | 1.79 | | | | | | | | | | | | | | | | | | |
| | IGA Stores SE | n/i | | 1.88 | 2.98 | | | | | | | | | | | | | | | | | | | | | | | |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | | | | | | 3.32 | | |
| | Kroger Cincinnati | Fresh Foods | | | | | | | | | | | | | | | | | | | | | | | | | 11.00 | |
| | Johnsonville | | | | | 2.99 | | | | | | | | | | 3.49 | | | | | | | | | | | 2.92 | |
| | Johnsonville | Simple Truth | | | | 4.99 | | | | | | | | | | | | | | | | | | | | | | |
| | Kroger Delta | Fresh Foods | | | | | | | | | | | | | | | | | | | | | | | | | 10.00 | |
| | Johnsonville | | | | | | 2.99 | | | | | | | | | | | | | | | | | | | | 2.92 | |
| | Kroger MdAtlantic | Fresh Foods | | | | | | | | | | | | | | | | | | | | | | | | | 11.00 | |
| | Johnsonville | | | | | | 2.99 | | | | | | | | | | | | | | | | | | | | 2.92 | |
| | Kroger Mid-South | Fresh Foods | | | | | | | | | | | | | | 3.49 | | | | | | | | | 1.99 | | 9.99 | |
| | Johnsonville | | | | | | 2.99 | | | | | | | | | | | | | | | | | | | | 2.92 | |
| | Kroger Nashville | Fresh Foods | | | | | | | | | | | | | | | | | | | | | | | | | 2.49 | |
| | Johnsonville | | | | | | 2.99 | | | | | | | | | | | | | | | | | | | | | 10.99 |
| | Lucky's Market | n/i | | | | | 2.77 | | | | 1.79 | | | | | | | | | | | | | | | | | 2.92 |
| | Meijer | n/i | | | | | BOGO | | | | 1.99 | 1.99 | | 1.99 | | 1.99 | | | | | | | | | | | | 2.92 |
| | Johnsonville | | | | | | | | | | 1.68 | | | | | | | | | | | | | | | | | |
| | PriceLe\$\$ | n/i | | | | | | | | | | | | | | | | | | | | | | | | | | |
| PW Houchen's | Swift | | | 1.89 | | 2.99 | | | | | | | | | | | | | | | | | | 1.19 | | | | |
| Johnsonville | | | | 1.69 | 2.99 | | | | | | | | | | 1.59 | | | | | | | | | | | 3.91 | | |
| Johnsonville | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Aunt Bessie's | | | | | | | 1.99 | | | | | | | | | | | | | | | | | | | | | |
| Remke Markets | n/i | | | | | 3.49 | | | 1.99 | | | | | | | | | | | | | | 3.49 | 1.49 | | | | |
| Kretschmar | | | | | | | | | | | | | | | | | | | | | | | | | | 7.99 | | |
| Ruler Foods | n/i | | | | | 2.89 | | | | | | | | | | | | | | | | | | | | | | |
| Kroger | | | | | | | | | | | | | | | | | | | | | | | | | | 2.49 | | |

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 | | | | | | |
| KY <i>(cont)</i> | Save-a-Lot | n/i | | 1.77 | | | | | | | | | | | | | | | | | | | |
| | SuperVALU Stores | n/i | | | | | | | | | 1.99 | | | | 1.79 | | | | | | 4.16 | | |
| | TC Grocers | Johnsonville | | | | | | | | | | 1.79 | | | | | | | | | | 6.67 | |
| | | Kretschmar | n/i | | | 2.88 | | | | | | 1.59 | | | 1.99 | | | | | | | 3.33 | |
| | The Fresh Market | Johnsonville | | | | | | | | | | | | | | | | | | | 3.99 | | |
| | United Grocery | n/i | | | | | | | | | | | | | | | | | | | | | |
| | ValuMarket | Johnsonville | | | | | | | | | | | | | | | | | | | | 6.67 | |
| | | Williams | n/i | | | | | | | | | 1.59 | | | | | | | | | | 2.99 | |
| | Walmart | Johnsonville | | | | | | | | | | | | | | | | | | | | 3.32 | |
| WFM Mid-Atlantic | n/i | A | | | | | | | | | | | | | | | | | | | 5.99 | | |
| MS | AG Baton Rouge | n/i | | | | | | | | | 1.39 | | | | | | | | 2.99 | | | 4.39 | |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | | 3.33 | |
| | | ALDI | n/i | | | | | | | | | | | | | | | | | | | | 2.08 |
| | Corner Market | Prairie Fresh | | | | | | | | | | 1.99 | | | | | | | | | | | 3.33 |
| | | Johnsonville | | | | | | | | | | | | | | | | | | | | | 3.33 |
| | Dollar General Mkt | Johnsonville | | | | | | | | | | | | | | | | | | | | | 3.29 |
| | | Food Giant | n/i | | | | | | | | | | | | | | | | | | | | 1.68 |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | | | 3.32 |
| | | Prairie Fresh | | | | | | | | | | 1.78 | | | | | | | | | | | 1.78 |
| | Froggle's | Prairie Fresh | | | | | | | | | 1.25 | | | | | | | | | | | | 1.25 |
| | n/i | | | | | | | | | | | | | | | | | | | | | | 1.61 |
| | | Greers Market | n/i | | | | | | | | | | | | | | | | | | | | 2.68 |
| | Swift | | | | | | | | | | | | | | | | | | | | | | 2.89 |
| | | Grocery Depot | n/i | | | | | | | | | | | | | | | | | | | | 1.97 |
| | Kroger Delta | Fresh Foods | | | | | | | | | | | | | | | | | | | | | |
| Johnsonville | | | | | | | | | | | | | | | | | | | | | | 1.89 | |
| n/i | | | | | | | | | | | | | | | | | | | | | | 2.99 | |
| | Mac's Fresh Marke | n/i | | | | | | | | | | | | | | | | | | | | 2.49 | |
| Piggly Wiggly HGR | Johnsonville | | | | | | | | | | | | | | | | | | | | | 1.59 | |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | | 1.29 | |
| Johnsonville | | | | | | | | | | | | | | | | | | | | | | 0.89 | |
| Johnsonville | | | | | | | | | | | | | | | | | | | | | | 1.47 | |
| Johnsonville | | | | | | | | | | | | | | | | | | | | | | 1.59 | |
| Johnsonville | | | | | | | | | | | | | | | | | | | | | | 3.33 | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Labor Day 2018

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 <i>(cont)</i> | PW Houchen's | Swift | A | 1.89 | | 2.99 | | | | | | | | | | | | | 1.19 | | | | | |
| | | n/i | | 1.69 | 2.99 | | | | | | | | | 1.59 | | | | | | | | 3.91 | | |
| | | Johnsonville | | | | | | | | | | | | | | | | | | | | | | |
| | | Aunt Bessie's | | | | | 1.99 | | | | | | | | | | | | | | | | | |
| | | Ramey's | | n/i | | 2.98 | | | | | | | | | | | | | | | | | | |
| | | Rouses | | Rouses | | 2.99 | | | | 1.69 | | | | | | | | 1.28 | | | 1.99 | | | |
| | | Save-a-Lot | | n/i | | 1.77 | | | | | | | | | | | | 1.39 | | | | | | |
| | | Shoppers Value | | n/i | | 1.48 | 3.48 | | | | 1.68 | 1.68 | | 2.48 | | 1.98 | | | | | 1.68 | | 4.65 | |
| | | Sullivan's | | n/i | | | 2.99 | | | | 1.89 | 1.79 | | 1.99 | | | | | | 3.99 | | | 6.67 | |
| | | Superlo Foods | | n/i | | 1.69 | 2.49 | | | | | | | | | | | | | | | | | |
| | | The Fresh Market | | n/i | | | 2.99 | | | | | | | | | | | | | | | | 3.99 | |
| | | Vowell's | | n/i | | 1.79 | | | 1.29 | 2.29 | 1.79 | | 1.59 | | | | | | | | | | | |
| | | Johnsonville | | | | | | | | | | | | | | | | | | | | | 3.33 | |
| | | Walmart | | n/i | | | 2.94 | | | | | | | | | | | | | | | | 3.32 | |
| | WFM South | n/i | | | 5.99 | | | | | | | | | | | | | | | | | | | |
| | Winn-Dixie | n/i | | 1.99 | 2.99 | 2.99 | | 2.49 | 2.25 | 2.49 | 2.25 | | | | | | | | | | 6.67 | | | |
| | Premio | | | | | | | | | | | | | | | | | | | | 2.99 | | | |
| NC | ALDI | n/i | A | | 2.89 | | | | | | | | | | | | | | | | 2.08 | | | |
| | Bi-Lo | n/i | | 1.99 | 2.99 | 2.99 | | 2.49 | 1.49 | 2.49 | 1.49 | | | | | | | | | | | | 6.67 | |
| | | Premio | | | | | | | | | | | | | | | | | | | | | 2.99 | |
| | Carlie C's | n/i | | 1.88 | 3.28 | | | | | | | | | | | | | | | | | | 5.33 | |
| | | Johnsonville | | | | | | | | | | | | | | | | | | | | | 3.33 | |
| | Compare Foods | n/i | | 1.99 | 3.99 | | | | | | | | | | | | | | | | | | 2.99 | |
| | | Premio | | | | | | | | | | | | | | | | | | | | | | 2.99 |
| | Earth Fare | n/i | | | | 3.99 | | | | | | | | | | | | | | | | | | 2.50 |
| | Food Lion | Johnsonville | | | | | | | | | | | | | | | | | | | | | | |
| | | n/i | | | | 3.49 | 3.49 | | | | 1.49 | | | | | | | | | | | | | |
| Food Pride | n/i | | | | | | | | | | | | | 1.69 | | | | | | | | | | |
| Fresh Foods | n/i | | 1.59 | | | | | | | | 1.59 | | | | | 1.49 | | | | | | | | |
| | Smithfield | | | | | 1.60 | | | | | | | | | | | | | | | | | | |
| Galaxy Foods | n/i | | 1.68 | 2.98 | | | | | | | 1.78 | | | | | | | | | | | | | |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | 3.32 | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Labor Day 2018

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 | | | | | | | | |
| NC <i>(cont)</i> | Great Valu Markets | n/i | | 1.99 | 3.99 | | | 2.29 | | | | | | | 1.99 | | | | | 1.79 | | | | | |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | 4.16 | | | | |
| | Harris Teeter | Harris Teeter | | | | | | | 1.29 | | 1.29 | | | | | | | | | | | 5.33 | | | |
| | | Smithfield | | | | | 3.47 | | | | | | | | | | | | | | | 3.97 | | | |
| | | Johnsonville | | | | | | | | | | | | | | | | | | | | | 2.92 | | |
| | Harvey's | n/i | | 1.58 | 2.98 | 2.48 | | | 1.98 | | 1.98 | | 2.98 | | | | | | | | 1.98 | | 3.32 | | |
| | | Johnsonville | | | | | | | | | | | | | | | | | | | | | | 3.32 | |
| | Hills | n/i | | | | | 2.39 | | | | 1.69 | | 1.99 | | | | | | | | 1.49 | | | | |
| | IGA Food Stores | Smithfield | | 1.69 | 3.59 | 2.99 | 1.99 | | 1.79 | | 1.79 | | | | | | | | | | 2.99 | 1.39 | | | |
| | | n/i | | | | | | | | | | | 1.99 | | | | | | | | 1.49 | | | | |
| | | Johnsonville | | | | | | | | | | | | | | | | | | | | | | 3.74 | |
| | IGA Stores SE | n/i | | 1.88 | 2.98 | | | | | | | | | | | | | | | | | | | | |
| | | Johnsonville | | | | | | | | | | | | | | | | | | | | | | | 3.32 |
| | Ingles Markets | n/i | | | | | | | | | | | | | | | | | | | | | | | |
| | | Ingles | | | | | 3.48 | | | | | | | | | | | | | | | | | | 8.67 |
| | | Johnsonville | | | | | | | | | | | | | | | | | | | | | | | 3.32 |
| | | Laura Lynn | | | | | | | | | | | | | | | | | | | | | | | 3.00 |
| | Just \$ave | n/i | | 1.88 | | | | | | | | 1.88 | | | | 1.88 | | | | | | | | | 3.32 |
| | | Johnsonville | | | | | | | | | | | | | | | | | | | | | | | 2.00 |
| | Lidl | n/i | | | | | | | | | | | | | | | | | | | | | | | |
| | Lowes Foods | n/i | | | | | 2.99 | | 1.97 | | | | | | | | | | | | | | | | |
| | Publix | Publix | | | | | 1.99 | | 2.59 | | 2.29 | | | | | | | | | | | | | | |
| | | GreenWise | A | | 4.99 | | | | | | | | | 4.99 | | | | | | | | | | | |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | | | | 3.33 | |
| PW Retail | n/i | | 1.89 | 2.79 | | | | | | | | | | | | | | | | | | | | 1.27 | |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | | | | 3.33 | |
| PW Stores | n/i | | 1.89 | 2.69 | | | | | | | | | | | | | | | | | | | | 2.49 | |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | | | | 2.49 | |
| Save-a-Lot | n/i | | 1.77 | | | | | | | | | | | | | | | | | | | | | 2.99 | |
| Sprout's Market | n/i | | | 2.77 | 2.77 | | | | | | | | | | | | | | | | | | | 2.99 | |
| The Fresh Market | n/i | | | 2.99 | | | | | | | | | | | | | | | | | | | | 3.99 | |
| United Grocery | n/i | | 1.59 | | | | | 1.59 | | 1.59 | | | | | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Labor Day 2018

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 | | | | | | | |
| NC (cont) | Walmart | n/i | | | 2.94 | | | | | | | | | | | | | | | | | | | |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | | 3.32 | | |
| | WFM South | n/i | A | | 5.99 | | | | | | | | | | | | | | | | | | | |
| SC | ALDI | n/i | | | 2.89 | | | | | | | | | | | | | | | | | 2.08 | | |
| | Bi-Lo | n/i | | 1.99 | 2.99 | 2.99 | | 2.49 | 1.49 | 2.49 | 1.49 | | | | | | | | | | | | 6.67 | |
| | Premio | | | | | | | | | | | | | | | | | | | | | 2.99 | | |
| | Dollar General Mkt | n/i | | 1.95 | | | | | | | | | | | | | | | | | | 2.95 | | |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | | | 3.29 | |
| | Earth Fare | n/i | A | | 3.99 | | | | | | | | | | | | | | | | | | 2.50 | |
| | Food Lion | Johnsonville | | | | | | | | | | | | | | | | | | | | | 2.50 | |
| | | n/i | | | | 3.49 | 3.49 | | | | | 1.49 | | | | | | | | | | | | 2.50 |
| | Galaxy Foods | n/i | | 1.68 | 2.98 | | | | | | | 1.78 | | | | | | | | | | | | 3.32 |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | | | 3.32 | |
| | Harris Teeter | Harris Teeter | | | | | | | | | | 1.29 | | | | | | | | | | | 5.33 | |
| | | Smithfield | | | | | 3.47 | | | | | | | | | | | | | | | | 3.97 | |
| | | Johnsonville | | | | | | | | | | | | | | | | | | | | | 2.92 | |
| | Harvey's | n/i | | 1.58 | 2.98 | 2.48 | | | | | | 1.98 | | | | | | | | | | 1.98 | 3.32 | |
| | | Johnsonville | | | | | | | | | | | | | | | | | | | | | 3.32 | |
| | Hills | n/i | | | | | 2.39 | | | | | | 1.69 | | | | | | | | | 1.49 | | |
| | IGA Food Stores | Smithfield | | 1.69 | 3.59 | 2.99 | 1.99 | | | | | 1.79 | | | | | | | | | | 2.99 | 1.39 | |
| | | n/i | | | | | | | | | | | | | | | | | | | | 1.49 | | |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | | | 3.74 | |
| IGA Stores SE | n/i | | 1.88 | 2.98 | | | | | | | | | | | | | | | | | | | 3.32 | |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | | | 3.32 | |
| Ingles Markets | n/i | | | | | | | | | | | | | | | | | | | | | | 8.67 | |
| | Ingles | | | | | 3.48 | | | | | | 1.68 | | | | | | | | | | | 3.32 | |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | | | 3.00 | |
| | Laura Lynn | | | | | | | | | | | | | | | | | | | | | | 3.00 | |
| Kroger Atlanta | n/i | | | | | | | | | | | | | | | | | | | | | 1.79 | 10.00 | |
| | Fresh Foods | | | | | | | | | | | | | | | | | | | | | | 2.92 | |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | | | 2.00 | |
| Lidl | n/i | | | | | | | | | | | | | | | | | | | | | | 2.00 | |
| Lowes Foods | n/i | | | | | 2.99 | | 1.97 | | | | | | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Labor Day 2018

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 | | | | | | | | | | | | | |
| SC <i>(cont)</i> | Publix | Publix | A | | | 1.99 | | 2.59 | | | 2.29 | | | | | | | | | | | | | | | | | | | |
| | | GreenWise | | | 4.99 | | | | | | | | | | 4.99 | | | | | | | | | | | | 3.33 | | | |
| | PW Carolina Co. | n/i | | 1.78 | 3.99 | 2.99 | | | | 1.99 | | 1.99 | | | | | | | | | | | | | | | | 5.33 | | |
| | | Johnsonville | | | | | | | | | | | | | | | | | | | | | | | | | | 4.16 | | |
| | Quality Foods | Prairie Fresh | | | | | 2.49 | | | | | 1.59 | | 1.79 | | | | | | | | | | | | | | | | |
| | Save-a-Lot | n/i | | 1.77 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Sprout's Market | n/i | | | 2.77 | 2.77 | | | | | | | | | | | | | | | | | | | | | | | 2.99 | |
| | The Fresh Market | n/i | | | 2.99 | | | | | | | | | | | | | | | | | | | | | | | | 3.99 | |
| | Walmart | n/i | | 2.94 | | | | | | | | | | | | | | | | | | | | | | | | 3.32 | | |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | WFM South | n/i | A | 5.99 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| TN | ALDI | n/i | | | 2.89 | | | | | | | | | | | | | | | | | | | | | | 2.08 | | | |
| | Cash Saver | n/i | | 1.44 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | Johnsonville | | | | | | | | | | | | | | | | | | | | | | | | | | 2.73 | | |
| | Cash Saver TN | n/i | | 1.45 | | | | | | | | | | | | | | | | | | | | | | | | 2.55 | | |
| | | Williams | | | | | | | | | | | | | | | | | | | | | | | | | | | 2.55 | |
| | | Aunt Bessie's | | | | | 1.10 | | | | | | | | | | | | | | | | | | | | | | | |
| | Dollar General Mkt | n/i | | 1.95 | | | | | | | | | | | | | | | | | | | | | | | | 2.95 | | |
| | | Johnsonville | | | | | | | | | | | | | | | | | | | | | | | | | | | 3.29 | |
| | E. W. James | n/i | | 1.69 | 2.98 | 2.58 | | | | | 1.78 | | | | | | | | | | | | | | | | | | 1.48 | |
| | | Aunt Bessie's | | | | | 1.29 | | | | | | | | | | | | | | | | | | | | | | 3.32 | |
| | | Johnsonville | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Earth Fare | n/i | A | | 3.99 | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Food City | Food City | | | 3.99 | 2.99 | | | | | 1.99 | | | | | | | | | | | | | | | | | | 1.49 | |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | | | | | | | | 2.48 | | |
| Food Country | n/i | | | | | | 2.99 | | | | | | | 2.99 | | | | | | | | | | | | | | 1.77 | | |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | | | | | | | | 3.32 | | |
| Food Giant | n/i | | 1.68 | | | | | | | | | | | | | | | | | | | | | | | | | | 3.32 | |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | | | | | | | | | 3.32 | |
| | Prairie Fresh | | | | | | | | | 1.78 | | 1.78 | | | | | | | | | | | | | | | | | 2.50 | |
| Food Lion | Johnsonville | | | | | | | | | | | | | | | | | | | | | | | | | | | | 2.50 | |
| | n/i | | | 3.49 | 3.49 | | | | | 1.49 | | | | | | | | | | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Labor Day 2018

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 | | | | | | | |
| TN <i>(cont)</i> | Food Rite | Food Rite | | 1.99 | | | | | | 1.99 | | 2.29 | | | | | 1.59 | | | | | | | |
| | | Smithfield | | | | | | | | | | | | | | | 4.99 | | | | | | | |
| | Gordon Food | Smithfield | | | 2.99 | | | | | | | | | | | | | | | | 3.04 | | | |
| | H.G. Hill | n/i | | 1.99 | 2.99 | | | | 1.59 | 1.69 | | | | | | | | | | | 2.92 | | | |
| | | Johnsonville | | | | | | | | | | | | 2.99 | | | | | | | 1.69 | | | |
| | IGA Houchens | Hormel | | | | | | | | | | | | | | | | | | | 6.67 | | | |
| | | n/i | | | | | | | | | | | | | | | | | | | | | | |
| | IGA Stores SE | n/i | | 1.88 | 2.98 | | | | | | | | | | | | | | | | | 3.32 | | |
| | | Johnsonville | | | | | | | | | | | | | | | | | | | | | | |
| | IGA Stores OH/KY | n/i | | 1.99 | | | | | | 1.79 | | | | | | | | | | | | | | |
| | | Ingles | | | | | | | | | | | | | | | | | | | | | | |
| | | Ingles | | | | 3.48 | | | | | 1.68 | | | | | | | | | | | | 8.67 | |
| | | Johnsonville | | | | | | | | | | | | | | | | | | | | | 3.32 | |
| | | Laura Lynn | | | | | | | | | | | | | | | | | | | | | 3.00 | |
| | Kroger Delta | Fresh Foods | | | | | | | | | | | | | | | | | | | | | 10.00 | |
| | | Johnsonville | | | | | | | | | | | | | | | | | | | | | 2.92 | |
| | | n/i | | | | 2.99 | | | | | | | | | | | | | | | | | | |
| | Kroger MdAtlantic | Fresh Foods | | | | | | | | | | | | | | | | | | | | | | |
| | | Johnsonville | | | | | | | | | | | | | | | | | | | | | | 11.00 |
| | | n/i | | | | 2.99 | | | | | | | | | 3.49 | | | | | | | 1.99 | | 2.92 |
| Kroger Nashville | Fresh Foods | | | | | | | | | | | | | | | | | | | | | | 10.99 | |
| | n/i | | | | 2.99 | | | | | | | | | | | | | | | | | | 2.92 | |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | | | | |
| Lucky's | n/i | | 1.99 | 2.99 | | | | | 1.49 | 1.69 | | | | | | | | | | | | | | |
| Osborne's | n/i | | 1.79 | | | | | | 1.69 | 1.69 | | | | | | | | | | | | | | |
| PriceLe\$\$ | n/i | | | | | | | | 1.68 | | | | | | | | | | | | | | | |
| Publix | Publix | | | | | 1.99 | | 2.59 | | 2.29 | | | | | | | | | | | | | | |
| | GreenWise | | A | | 4.99 | | | | | | | | | 4.99 | | | | | | | | | | |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | | | 3.33 | |
| Ruler Foods | n/i | | | | 2.89 | | | | | | | | | | | | | | | | | | | |
| | Kroger | | | | | | | | | | | | | | | | | | | | | | 2.49 | |
| Save-a-Lot | n/i | | 1.77 | | | | | | | | | | | | | | | | | | | | | |
| Sprout's Market | n/i | | | 2.77 | 2.77 | | | | | | | | | | | | | | | | | | 2.99 | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Labor Day 2018

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 | | | | | |
| TN (cont) | Superlo Foods | n/i | | 1.69 | 2.49 | | | | | | | | | | | | | | | | | |
| | TC Grocers | n/i | | | 2.88 | | | | 1.79 | 1.59 | | | | 1.99 | | | | | | | | |
| | Kretschmar Johnsonville | | | | | | | | | | | | | | | | | | | | 6.67 | |
| | The Fresh Market | n/i | | | 2.99 | | | | | | | | | | | | | | | | 3.33 | |
| | Tietgen's Johnsonville | n/i | | 1.79 | | | | | 1.49 | 1.49 | | | | | | | | | | | 3.99 | |
| | United Grocery | n/i | | 1.59 | | | | | 1.49 | 1.49 | | | | | | | | | | | 3.33 | |
| | Walmart Johnsonville | n/i | | 1.59 | | | | | 1.59 | 1.59 | | | | | | | | | | | 3.33 | |
| | WFM South | n/i | A | | 5.99 | | | | | | | | | | | | | | | | | 3.32 |
| VA | ALDI | n/i | | | 2.89 | | | | | | | | | | | | | | | | 2.08 | |
| | Dollar General Mkt Johnsonville | n/i | | 1.95 | | | | | | | | | | | | | | 2.95 | | | 3.29 | |
| | Earth Fare | n/i | A | | 3.99 | | | | | | | | | | | | | | | | | |
| | Food City Johnsonville | Food City | | | 3.99 | 2.99 | | | 1.99 | | | | | | | | | | | 1.49 | 2.48 | |
| | Food Country Johnsonville | n/i | | | | | | 2.99 | | | | | | 2.99 | | | | | | 1.77 | 3.32 | |
| | Food Lion Johnsonville | n/i | | | | | | | 1.49 | | | | | | | | | | | | 2.50 | |
| | Galaxy Foods Johnsonville | n/i | | 1.68 | 3.49 | 3.49 | | | 1.49 | | | | | | | | | | | | 3.32 | |
| | Giant Food | Giant | | | | | | | | | 2.49 | | | 2.99 | 1.99 | | | | | | 3.50 | |
| | Grant's | Hormel | | | | | | 1.69 | | | | | | 1.99 | | | | | | | | |
| | Great Valu Markets Johnsonville | n/i | | 1.99 | 3.99 | | | 2.29 | | | | | | 1.99 | | | | | | | 1.79 | |
| | Harris Teeter Smithfield Johnsonville | Harris Teeter | | | | | | | 1.29 | 1.29 | | | | | | | | | | 3.97 | 4.16 | |
| | IGA Houchens | Hormel | | | | | | | | | | | | 2.99 | | | | | | | 1.69 | |
| | | n/i | | | | | | | | | | | | | | | | | | | | 6.67 |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Labor Day 2018

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 | | | | | | | | | |
| VA (cont) | IGA Stores SE | n/i | A | 1.88 | 2.98 | | | | | | | | | | | | | | | | | | | | | |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | | 3.32 | | | | |
| | Ingles Markets | n/i | | | | | | | | | | | | | | | | | | | | | | 8.67 | | |
| | Ingles | | | | | 3.48 | | | | | | | | | | | | | | | | | | | | |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | | | | 3.32 | | |
| | Laura Lynn | | | | | | | | | | | | | | | | | | | | | | | 3.00 | | |
| | Kroger MdAtlantic | Fresh Foods | | | | | | | | | | | | | | | | | | | | | | | 11.00 | |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | | | | | 2.92 | |
| | n/i | | | | | 2.99 | | | | | | | | | 3.49 | | | | | | | | | | 1.99 | |
| | Lidl | n/i | | | | | | | | | | | | | | | | | | | | | | | 2.00 | |
| | Lowes Foods | n/i | | | | | | 2.99 | | 1.97 | | | | | | | | | | | | | | | | |
| | Martin's Food | Giant | | | | | | 2.99 | | 2.79 | | | | | | | | | | | 2.99 | | | | | |
| | PriceLe\$\$ | n/i | | | | | | | | | 1.68 | | | | | | | | | | | | | | | |
| | Price Rite | n/i | | | | 1.79 | | | | | | | | | | | | | | | | | | | | 1.79 |
| | Publix | Publix | | | | | | 1.99 | | 2.59 | | 2.29 | | | | | | | | | | | | | | |
| | GreenWise | | | | | | | 4.99 | | | | | | | 4.99 | | | | | | | | | | | |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | | | | | | 3.33 |
| | PW Retail | n/i | | | | 1.89 | 2.79 | | | | | | | | | | | | | | | | | | | 1.27 |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | | | | | | 3.33 |
| | PW Stores | n/i | | | | 1.89 | 2.69 | | | | | | | | | | | | | | | | | | | |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | | | | | | 2.49 |
| | Safeway Eastern | n/i | | | | | | 2.99 | 2.99 | | | | | | | | | | | | | | | | | 1.99 |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | | | | | | 3.33 |
| Signature Farms | | | | | | | | | | | | | | | | | | | | | | | | 3.99 | | |
| Premio | | | | | | | | | | | | | | | | | | | | | | | | 3.00 | | |
| Save-a-Lot | n/i | | | 1.77 | | | | | | | | | | | | | | | | | | | | | | |
| Shop'n Save | n/i | | | | | | | 1.99 | | | | | | | | | | | | | | | | | | |
| Hatfield | | | | | | 2.99 | | | | | | | | | | | | | | | | | | | | |
| Botto's | | | | | | | | | | | | | | | | | | | | | | | | 3.33 | | |
| Johnsonville | | | | | | | | | | | | | | | | | | | | | | | | 3.33 | | |
| Shoppers | Johnsonville | | | | | | | | | | | | | | | | | | | | | | | 3.33 | | |
| Smithfield | | | | | | | | | | | | | 3.99 | | | | | | | | | | | | | |
| n/i | | | | | | 3.99 | | | | | | | | | | | | | | | | | | 7.33 | | |
| Shoppers Value | n/i | | | | | | | | | | | | | 1.95 | | | | | | | | | | 1.47 | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Labor Day 2018

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 | | | | | | |
| VA (cont) | The Fresh Market | n/i | A | | 2.99 | | | | | | | | | | | | | | | | 3.99 | | |
| | Walmart | n/i | | | 2.94 | | | | | | | | | | | | | | | | | | |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | | | 3.32 |
| | Wegman's | Wegman's | | | 4.49 | 3.19 | | 2.99 | 2.79 | | | | | | 3.99 | 1.99 | | | | 4.69 | 1.79 | | 3.79 |
| | Wegman's | | | | | | | | | | | 6.99 | | | 6.99 | | | | | | | | |
| | Weis Markets | Weis | | | 1.98 | | | | | | | | | | | | | | | | | | |
| | | n/i | | 3.99 | | | | | | | | 1.77 | | | | | | | | | | 3.33 | |
| | WFM Mid-Atlantic | n/i | A | | 5.99 | | | | | | | | | | | | | | | | | | |
| WV | ALDI | n/i | | | 2.89 | | | | | | | | | | | | | | | | | 2.08 | |
| | Food Fair | Yuengling | | | | | | | | | | | | | | | | | | | | 2.08 | |
| | Food Lion | Johnsonville | | | | | | | | | | | | | | | | | | | | 2.50 | |
| | | n/i | | | 3.49 | 3.49 | | | | | | | | | | | | | | | | | 1.49 |
| | Foodland | n/i | | | | | | | | | | | 1.99 | | | | | | | | | 1.59 | |
| | | Johnsonville | | | | | | | | | | | | | | | | | | | | | 4.16 |
| | Galaxy Foods | n/i | | 1.68 | 2.98 | | | | | | | | | | | | | | | | | | 1.78 |
| | | Johnsonville | | | | | | | | | | | | | | | | | | | | | 3.32 |
| | Giant Eagle | n/i | | | 2.49 | 2.49 | | | | | | | | | | | | | | | | | 1.89 |
| | | Giant Eagle | | | | | | | | | | | | | | | | | | | | | 2.99 |
| | | Johnsonville | | | | | | | | | | | | | | | | | | | | | 3.33 |
| | Grant's | Hormel | | | | | | 1.69 | | | | | | | | | | | | | | | 1.99 |
| | IGA Stores SE | n/i | | 1.88 | 2.98 | | | | | | | | | | | | | | | | | | |
| | | Johnsonville | | | | | | | | | | | | | | | | | | | | | 3.32 |
| | Kroger Columbus | Fresh Foods | | | | | | | | | | | | | | | | | | | | | 10.00 |
| | | n/i | | | | | | | | | | | | | | | | | | | | | 2.99 |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | | 2.92 | |
| Kroger MdAtlantic | Fresh Foods | | | | | | | | | | | | | | | | | | | | | 11.00 | |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | | 2.92 | |
| | n/i | | | | | | | | | | | | | | | | | | | | | 2.99 | |
| Martin's Food | Giant | | | | | | | 2.79 | | | | | | | | | | | | | | 3.49 | |
| PW Stores | n/i | | 1.89 | 2.69 | | | | | | | | | | | | | | | | | | 2.99 | |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | | 1.99 | |
| | n/i | | | | | | | | | | | | | | | | | | | | | 2.49 | |
| Riesbeck's | n/i | | 2.29 | 3.99 | | | | | | | | | | | | | | | | | | 2.69 | |
| Save-a-Lot | n/i | | 1.77 | | | | | | | | | | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Labor Day 2018

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 (cont) | Shop'n Save | n/i | | | | | | 1.99 | | | | | | | | | | | | | | |
| | | Hatfield | | | | 2.99 | | | | | | | | | | | | | | | | |
| | | Botto's | | | | | | | | | | | | | | | | | | | 3.33 | |
| | | Johnsonville | | | | | | | | | | | | | | | | | | | 3.33 | |
| | | Shoppers Value | n/i | | | | | | | | | | | | 1.95 | | | | | | 1.47 | |
| | | Sparkle Market | Indiana Kitchen | | 1.79 | | | | | | | | | | | | | | | | | |
| | | | n/i | | | | 2.99 | | | | | | | | | | | | | | | 7.33 |
| | | Walmart | n/i | | | | 2.94 | | | | | | | | | | | | | | | |
| | | | Johnsonville | | | | | | | | | | | | | | | | | | | 3.32 |
| | | Weis Markets | Weis | | 1.98 | | | | | | | | | | | | | | | | | 1.98 |
| | | n/i | | | | 3.99 | | | | | | | 1.77 | | | | | | | | | |
| | | Johnsonville | | | | | | | | | | | | | | | | | | | 3.33 | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Labor Day 2018

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 | Ribslets | 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 | | | | | |
| MIDWESTERN U.S. - IA,IL,IN,MI,MN,ND,NE,OH,SD,WI | | | | | | | | | | | | | | | | | | | | | | |
| IA | ALDI | n/i | | | 2.89 | | | | | | | | | | | | | | | 2.08 | | |
| | AW Grocers | n/i | | 1.99 | 3.69 | | | 1.49 | 1.09 | | | | | | | | | | | | | |
| | Brothers Market | Johnsonville | | | | | | | | | | | | | | | | | | | 2.91 | |
| | Brothers Market | Brothers | | | | 2.99 | | 1.39 | 1.69 | | | | | | | | | | | | 7.99 | |
| | Family Fare | Open Acres | | | 2.99 | | | | | | | | | | 3.99 | | | | | | 3.99 | |
| | Family Fare | Johnsonville | | | | | | | | | | | | | | | | | | | BOGO | |
| | Family Foods | Johnsonville | | | | | | | | | | | | | | | | | | | BOGO | |
| | Family Foods | Smithfield | | | | 2.99 | 1.60 | | 2.39 | 2.59 | | | | | | | | | | | BOGO | |
| | Fareway | Johnsonville | | | | | | | | | | | | | | | | | | | 3.33 | |
| | Fisher's Food | n/i | | | | | | 1.99 | | | | | | | 3.35 | | | | | | 2.99 | |
| | Fisher's Food | Smithfield | | | 2.99 | | | | | | | | | | | | | | | | 1.69 | |
| | Food Pride | Johnsonville | | | | | | | | | | | | | | | | | | | BOGO | |
| | Food Pride | Smithfield | | | | 2.69 | 1.60 | | 2.19 | 2.39 | | | | | | | | | | | BOGO | |
| | Fresh Thyme | n/i | | | 2.49 | | | 2.49 | | | | | | | | | | | | | 3.99 | |
| | Fresh Thyme | Fresh Thyme | | | | | | | | | | | | | | | | | | | 2.99 | |
| | Hometown Foods | n/i | | | | | | | | | | | | | | | | | | | 1.79 | |
| | Hometown Foods | Sheboygan | | | | | | | | | | | | | | | | | | | 2.99 | |
| | Hy-Vee | Johnsonville | | | | | | | | | | | | | | | | | | | 2.49 | |
| | Hy-Vee | Hormel | | | 2.99 | | | | | | | | | | | | | | | | 9.99 | |
| | Hy-Vee | Hy-Vee | | | | | | | | | | | | | | | | | | | 9.99 | |
| | Jewel-Osco | Hormel | | | BOG2 | | | BOGO | | | | | | | BOGO | | | | | | 1.49 | |
| | Jewel-Osco | Signature Café | | | | | | | | | | | | | | | | | | | 7.99 | |
| | Jewel-Osco | Jewel | | | | | | | | | | | | | | | | | | | 2.80 | |
| | Jewel-Osco | Johnsonville | | | | | | | | | | | | | | | | | | | 3.33 | |
| | Lucky's Market | n/i | | | 2.77 | | | 1.79 | | | | | | | | | | | | | | |
| | Maynard's | Smithfield | | | 3.79 | | | | 1.99 | | | | | | | | | | | | | |
| | Maynard's | Hormel | | | | | | | | | | | | 2.59 | | | | | | | 1.88 | |
| | Maynard's | n/i | | | | | | 1.79 | | | | | | | | | | | | | | |
| | Maynard's | Sheboygan | | | | | | | | | | | | | | | | | | | 2.99 | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Labor Day 2018

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 (cont) | No Frills | Johnsonville | A | | | | | | | | | | | | | | | | | BOGO | | | | | | | | | |
| | | Open Acres | | | 2.99 | | | | | | | | | 3.99 | | | | | | | | | | | | | | | |
| | | Pure Farms | | | 5.49 | | | | | | | | | | | | | | | | | | 5.99 | | | | | | |
| | | n/i | | | | | | | | | | | | | | | | | | | | | | 7.99 | | | | | |
| | Price Chopper | Zarda | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | n/i | | | 2.19 | 3.49 | | | | | | | | 2.99 | | | | | | | | | | | 2.79 | | | | |
| | Quillin's | Quillin's | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Save-a-Lot | n/i | | | 1.77 | | | | | | | | | | | | | | | | | | | | | | | | |
| | Schnuck's | n/i | | | | 2.99 | | | | | | | | 1.79 | 1.49 | | | | | | | | | | | | | | |
| | Sunshine Foods | Hormel | | | | 2.99 | | | | | | | | | | | | | | | | | | | | | | | |
| | | n/i | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | Johnsonville | | | | | | | | | | | | | | | | | | | | | | | | 2.92 | | | |
| | Super Saver | Sheboygan | | | | | | | | | | | | | | | | | | | | | | | 1.98 | | | | |
| | Smithfield | | | 2.98 | | | | | | | | 1.78 | 1.78 | | | | | | | | | | | | | | | | |
| Thriftway Stores | n/i | | | | 2.99 | | | | | | | | | | | | | | | | | | | | | | | | |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | | | | | 3.33 | | | | |
| Walmart | n/i | | | 2.94 | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | | | | | | 3.32 | | | |
| WFM Midwest | n/i | | A | 5.99 | | | | | | | | | | | | | | | | | | | | | | | | | |
| IL | ALDI | n/i | | | 2.89 | | | | | | | | | | | | | | | | | | | | | 2.08 | | | |
| | Angelo Caputo | n/i | | | 2.99 | | | | | | | 1.69 | 1.99 | 2.49 | | | | | | | | | | | | | 1.79 | | |
| | AW Grocers | n/i | | | 3.69 | | | | | | | 1.49 | 1.09 | | | | | | | | | | | | | | | | |
| | Berkot's | n/i | | 2.49 | 3.99 | | | | | | | 2.69 | | 1.99 | 2.49 | | | | | | | | | | | | | | |
| | | Moo & Oink | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | Berkot's | | | | | | | | | | | | | | | | | | | | | | | | | | 2.99 | |
| | Borowiak's IGA | IGA TableRite | | | | | | | | | | 1.99 | 1.49 | 1.49 | 1.99 | | | | | | | | | | | | 1.79 | | |
| | Brookhaven | Indiana Kitchen | | | 2.99 | | | | | | | | | | | | | | | | | | | | | | | 2.49 | |
| | | Brookhaven | | | | | | | | | | | | | | | | | | | | | | | | | | | 2.89 |
| | Butera | n/i | | | 1.99 | 2.69 | | | | | | | 0.99 | 2.89 | | | | | | | | | | | | | | 2.33 | |
| | | Johnsonville | | | | | | | | | | | | | | | | | | | | | | | | | | | 3.49 |
| | Cermak's | Supreme Tender | | | | 2.99 | 2.99 | | | | | 1.99 | 1.99 | 1.99 | | | | | | | | | | | | | | | |
| | | Premio | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| County Market NFI | n/i | | | 2.49 | | | | | | | | | | | | | | | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Labor Day 2018

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 (cont) | Cub Foods | n/i | | | 2.99 | 2.99 | | | | | | | | 2.99 | | | | 2.99 | | 7.33 | | |
| | Johnsonville | | | | | | | | | | | | | | | | | | 2.92 | | | |
| | Dierberg's | Bob's BBQ | | | | | | | | | | | | | | | | | | 5.99 | | |
| | Dierberg's | | | | | | | | 1.99 | | | | | | | | | | | | | |
| | Johnsonville | | | | | | | | | | | | | | | | | | | 4.16 | | |
| | El Guero | n/i | | 1.99 | | | | | | | | | | | | | | | | | | |
| | Fairplay Foods | Johnsonville | | | | | | | | | | | | | | | | | | 2.48 | | |
| | Fareway | Johnsonville | | 1.99 | 2.99 | 2.49 | 1.79 | | 1.49 | | 1.69 | | 1.99 | | | | | | | | 3.33 | |
| | Food 4 Less | n/i | | 1.49 | | | | | 1.99 | | | | | 3.35 | | | | | | | | |
| | Food Pride | Johnsonville | | | | | | | | | | | | | | | | | | | 1.99 | |
| | Smithfield | | | | | 2.69 | 1.60 | | | 2.19 | 2.39 | | | | | | | | | | 2.92 | |
| | Fresh Thyme | n/i | | | 2.49 | | | | 2.49 | | | | | | | | | | 3.99 | | | |
| | Fresh Thyme | | | | | | | | | | | | | | | | | | | | | |
| | Garden Fresh | n/i | | | 3.29 | | | | | | | | 1.99 | | | | | 1.99 | | | | 2.99 |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | 2.91 | |
| | Gordon Food | Smithfield | | | 2.99 | | | | | | | | | | | | | | | | | 3.04 |
| | Heinen's | Heinen's | A | | 3.99 | | | | | | | | | | | | | | | | | |
| | Niman Ranch | | A | | | | | | | | | | | 5.49 | | | | | | | | |
| | Hy-Vee | Johnsonville | | | | | | | | | | | | | | | | | | | | 2.49 |
| | Hormel | | | | 2.99 | | | | | | | | | | | | | | | | | |
| Hy-Vee | | | | | | | | | | | | | | | | | | | | | 9.99 | |
| IGA Houchens | Hormel | | | | | | | | | | | | | 2.99 | | | | | | 1.69 | | |
| n/i | | | | | | | | | | | | | | | | | | | | | 6.67 | |
| IGA Stores - IL/IN | Hormel | | 1.99 | | | | | | | | | | | | | | | | | | 3.33 | |
| Johnsonville | | | | | | | | | | | | | | | | | | | | | 3.33 | |
| Jewel-Osco | Hormel | | | BOG2 | | | | BOGO | | | | | BOGO | | | | | | | 1.49 | | |
| Signature Café | | | | | | | | | | | | | | | | | | | | | 7.99 | |
| Jewel | | | | | | | | | | | | | | | | | | | | | 2.80 | |
| Johnsonville | | | | | | | | | | | | | | | | | | | | | 3.33 | |

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 | | | | | |
| IL (cont) | Jimenez | n/i | | 1.99 | | | | | | 1.39 | | | | 1.99 | | 1.39 | | | | 1.99 | | |
| | Kirby Foods IGA | Hormel Johnsonville | | 1.99 | 1.99 | | | | | | | | | | | | | | | 3.33 | | |
| | Kroger Central | n/i | | | 2.99 | | | | | | | | | 2.99 | | | | | | | 11.00 | |
| | Fresh Foods Johnsonville | | | | | | | | | | | | | | | | | | | 2.92 | 9.99 | |
| | Kroger Mid-South | Fresh Foods Johnsonville | | | | | | | | | | | | | | | | | | 2.92 | | |
| | n/i Johnsonville | | | | 2.99 | | | | | | | | | | | | | | | 2.49 | | |
| | La Chiquita | n/i | | 1.98 | | 2.28 | | | | | | | | | | | | | | | 3.32 | |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | 2.50 | |
| | Mariano's | n/i | | | 2.50 | | | | | | | | | | | | | | | | 2.92 | |
| | Meijer | n/i | | | BOGO | | | | 1.99 | 1.99 | 1.99 | | 1.99 | | | | | | | BOGO | 2.92 | |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | 2.92 | |
| | Pete's Fresh | n/i | | 1.99 | 2.99 | 2.49 | | | 1.89 | 1.99 | 1.89 | | | | | | | | | 3.99 | 2.92 | |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | 2.49 | |
| | Piggly Wiggly MW | n/i | | | | | | | 0.99 | | | | | | | | | | | | 2.49 | |
| | Smithfield | | | 1.99 | 3.49 | 2.49 | | | | 1.89 | | | 2.29 | | | | | | | 1.99 | 2.29 | |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | 2.33 | |
| | PriceLe\$\$ | n/i | | | | | | | 1.68 | | | | | | | | | | | | | |
| | Ruler Foods | n/i | | | | 2.89 | | | | | | | | | | | | | | | 2.49 | |
| | Kroger | | | | | | | | | | | | | | | | | | | | | |
| | Save-a-Lot | n/i | | 1.77 | | | | | | | | | | | | | 1.39 | | | | | |
| Schnuck's | n/i | | | 2.99 | | | | | | 1.79 | 1.49 | | | | | | | | | | | |
| Schuettes | Gold Star | | | | | | | 1.79 | 1.37 | 1.98 | | | | | | | | | 1.98 | 2.69 | | |
| Schuettes | | | | | | | | | | | | | | | | | | | | | | |
| Shop & Save Mrkt | Prairie Fresh | | | | | | | | | | | | 1.79 | | | | | | | | | |
| n/i | | | | | 2.29 | | | | 1.49 | | | | | | | 1.49 | | | 1.49 | 2.49 | | |
| Johnsonville | | | | | | | | | | | | | | | | | | | | | | |
| Shop'n Save | Smithfield | | | | | 3.99 | | 1.39 | | 1.39 | | | | 3.99 | | | | 3.99 | | 3.33 | | |
| Johnsonville | | | | | | | | | | | | | | | | | | | | | | |
| 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 | | | | | | |
| IN <i>(cont)</i> | Giant Eagle | n/i | | | 2.49 | 2.49 | | 1.89 | | | | | | | | | | | | | | 8.66 | |
| | Giant Eagle Johnsonville | | | | | | | | | | | | | | | | | | | | | 2.99 | |
| | Gordon Food | Smithfield | | | 2.99 | | | | | | | | | | | | | | | | | 3.33 | |
| | Harding's | Johnsonville | | | 2.99 | | | | | | 2.49 | | | | | | 1.49 | | | | | 3.04 | |
| | Harvest Market | Indiana Kitchen | | | | | | 1.49 | 1.89 | | | | | | | | | | | | | 3.33 | |
| | Holiday Foods | Johnsonville | | | | | | | | | | | | | | | | | | | | 3.33 | |
| | | n/i | | | | | | 1.89 | | | 2.39 | | | | | | | | | | | 1.69 | |
| | | Yuengling | | | | | | | | | | | | | | | | | | | | | 3.74 |
| | IGA Houchens | Hormel | | | | | | | | | | | | | 2.99 | | | | | | | 1.69 | |
| | | n/i | | | | | | | | | | | | | | | | | | | | | 6.67 |
| | IGA Stores - IL/IN | Hormel | | 1.99 | | | | | | | | | | | | | | | | | | | 3.33 |
| | IGA Stores OH/KY | Johnsonville | | | | | | | | | | | | | | | | | | | | | 3.33 |
| | Jay C Stores | n/i | | 1.99 | | | | | 1.79 | | | | | | | | | | | | | | |
| | | n/i | | | | 2.99 | | | | | | | | | | | | | | | | | 9.99 |
| | | Fresh Foods | | | | | | | | | | | | | | | | | | | | | 9.99 |
| | Jewel-Osco | Johnsonville | | | | | | | | | | | | | | | | | | | | | 2.92 |
| | | Hormel | | | | BOG2 | | BOGO | | | | | | | BOGO | | | | | | | | 1.49 |
| | | Signature Café | | | | | | | | | | | | | | | | | | | | | 7.99 |
| | | Jewel | | | | | | | | | | | | | | | | | | | | | 2.80 |
| | | Johnsonville | | | | | | | | | | | | | | | | | | | | | 3.33 |
| | Kirby Foods IGA | Hormel | | 1.99 | 1.99 | | | | | | | | | | | | | | | | | | 3.33 |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | | 3.33 | |
| Kroger Central | n/i | | | | 2.99 | | | | | | | | | | | | | | | | | 11.00 | |
| | Fresh Foods | | | | | | | | | | | | | | | | | | | | | 11.00 | |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | | 2.92 | |
| Kroger Cincinnati | Fresh Foods | | | | | | | | | | | | | | | | | | | | | 11.00 | |
| | n/i | | | | 2.99 | | | | | | | | | | | | | | | | | 2.92 | |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | | 2.92 | |
| | Simple Truth | | A | | 4.99 | | | | | | | | | | | | | | | | | 9.99 | |
| Kroger Mid-South | Fresh Foods | | | | | | | | | | | | | | | | | | | | | 9.99 | |
| | n/i | | | | 2.99 | | | | | | | | | | | | | | | | | 9.99 | |

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 | | | | | | | |
| MI <i>(cont)</i> | D&W Fresh Mrkt | n/i | A | | | | | | | | | | | | | | | | | | 5.99 | | | |
| | Open Acres Johnsonville | | | BOGO | | | | | | | | | | | | | | 3.99 | | | BOGO | | | |
| | Earth Fare | n/i | | | 3.99 | | | | | | | | | | | | | | | | | | | |
| | Family Fare | Open Acres | | | 3.99 | | | | 2.49 | | | | | | 3.99 | | | | | | | | 5.99 | |
| | Food Pride | Grandpa's Smithfield | | | | | | | | | 1.99 | 1.99 | | | | | | | | | | | 2.49 | |
| | | n/i Johnsonville | | | | 3.49 | | | | | | | | | | | | | | | | | | BOGO |
| | Fresh Thyme | n/i Johnsonville | | | | 2.49 | | | 2.49 | | | | | | | | | | | 3.99 | | | | |
| | | Fresh Thyme | | | | | | | | | | | | | | | | | | | | | 2.99 | |
| | Glory Supermarket | n/i | | | 1.38 | 2.49 | 2.49 | | | 0.88 | | | | 2.29 | | | | | 0.88 | | | | | |
| | | Aunt Bessie's Johnsonville | | | | | | 1.69 | | | | | | | | | | | | | | | | 2.78 |
| | Gordon Food | Smithfield Johnsonville | | | | 2.99 | | | | | | | | | | | | | | | | | | 3.04 |
| | | Smithfield Johnsonville | | | | | | | | | | 1.79 | | | | | | | 1.39 | | | | | 3.33 |
| | Harding's | n/i Johnsonville | | | | 2.99 | | | | | | | 2.49 | | | | | | 1.49 | | | | | 3.33 |
| | | n/i Johnsonville | | | | 2.49 | | | 2.99 | | | | | | | | | | | | | | | 3.83 |
| | Jack's Market | n/i | | | 1.69 | 2.69 | | | | | | | | | | | | | | | | | | 2.99 |
| | | Jack's Own | | | | | | | | | | | | | | | | | | | | | | |
| | Kroger Central | n/i | | | | 2.99 | | | | | | | | | | 2.99 | | | | | | | | |
| | | Fresh Foods Johnsonville | | | | | | | | | | | | | | | | | | | | | | 11.00 |
| | Kroger Columbus | Fresh Foods | | | | | | | | | | | | | | | | | | | | | | 2.92 |
| | | n/i Johnsonville | | | | 2.99 | | | | | | | | | | | | | | | | | | 10.00 |
| Kroger Michigan | Johnsonville | | | | | | | | | | | | | | | | | | | | | 2.92 | | |
| | Fresh Foods | | | | | | | | | | | | | | | | | | | | | 9.99 | | |
| | n/i Johnsonville | | | 2.99 | | | | | | | | | | | | | | | | | | 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 | | | | | | |
| MI (cont) | Louie's | n/i | | | | | | | | 1.49 | | | | | | | | | | | | | |
| | Lucky's Market | n/i | | | 2.77 | | | | 1.79 | | | | | | | | | | | | | | |
| | Martin's | Johnsonville | | | | | | | | | | | | | | | | | | | 2.50 | | |
| | | Martin's | | | | 2.99 | | | | | | | | | 2.49 | | | | | | | 4.39 | |
| | Meijer | n/i | | | | BOGO | | | 1.99 | 1.99 | | 1.99 | | | | | | | BOGO | | | | |
| | | Johnsonville | | | | | | | | | | | | | | | | | | | | 2.92 | |
| | Millers Markets | Smithfield | | | | | | | 1.89 | 1.89 | | | | | | 1.79 | | | | | | | |
| | Pat's Food IGA | n/i | | | | | 2.49 | | | | | | | | 2.49 | | | | | | | | |
| | | Kretschmar | | | | | | | | | | | | | | | | | | | | | 6.67 |
| | | Sheboygan | | | | | | | | | | | | | | | | | | | | | 3.49 |
| | | Johnsonville | | | | | | | | | | | | | | | | | | | | | 3.33 |
| | Polly's Market | n/i | | | | 2.49 | | | | | | | | | | 2.49 | | | | | 2.89 | | |
| | | Johnsonville | | | | | | | | | | | | | | | | | | | | | 3.33 |
| | Ric's Food Center | Johnsonville | | | | | | | | | | | | | | | | | | | | | 2.92 |
| | | n/i | | | | | | | 1.49 | 1.49 | | | | | | | | | | | | | |
| | Save-a-Lot | n/i | | | 1.77 | | | | | | | | | | | | 1.39 | | | | | | |
| | Spartan Stores | n/i | | | | 2.49 | | | | | | | | | | | | | | | | 1.59 | |
| | | Johnsonville | | | | | | | | | | | | | | | | | | | | 3.49 | 3.33 |
| | Super One Foods | Smithfield | | | | 2.99 | | | | | | | | | 1.99 | | | | | | | | 1.99 |
| | Tadych's | Smithfield | | | | 2.99 | | | | | | | | | | 1.99 | | | | | | 3.29 | 1.89 |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | | 2.45 | |
| Tom's/Oleson's | n/i | | | | 2.99 | | | | | | | | | | | | | | | | 2.99 | | |
| Valuland | Open Acres | | | 1.99 | | | | | | | | | | | 2.99 | | 1.49 | | | | | | |
| VG's Grocery | Johnsonville | | | | | | | | | | | | | | | | | | | | | BOGO | |
| | Open Acres | | | | 3.99 | | | | 2.49 | | | | | | 3.99 | | | | | | | | |
| | n/i | | | | | | | | | | | | | | | | | | | | | 5.99 | |
| Walmart | n/i | | | | 2.94 | | | | | | | | | | | | | | | | | | |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | | 3.32 | |
| Westborn Market | n/i | | | | 2.99 | | | | | | | | | | | | | | | | | | |
| WFM Midwest | n/i | | A | | 5.99 | | | | | | | | | | | | | | | | | | |
| MN | ALDI | n/i | | | 2.89 | | | | | | | | | | | | | | | | | 2.08 | |
| | AW Grocers | n/i | | 1.99 | 3.69 | | | | 1.49 | 1.09 | | | | | 1.99 | 1.99 | | | | | | | |
| | | Johnsonville | | | | | | | | | | | | | | | | | | | | 2.91 | |
| | Smithfield | | | | | | 1.40 | | | | | | | | | | | | | | | | |

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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 <i>(cont)</i> | Cash Wise | Compart Duroc Johnsonville | | | | | | | | | | | | | | | | | | | 3.32 | | | | | |
| | Coborn's | Compart Duroc Johnsonville | | | | | | | | | | | | | | | | | | | | 3.88 | | | | |
| | Dick's Market | Smithfield | | | | | 1.69 | | | 1.99 | | | | | | | | | | | | | 2.78 | | | |
| | Econofoods | Johnsonville | | | | | | | | | | | | | | | | | | | | | BOGO | | | |
| | | Open Acres | | | | | | | | | | | | | | | | | | | | | | 5.99 | | |
| | | n/i | | | | | | | | | | | | | | | | | | | | | | | | |
| | Family Fare | Open Acres Johnsonville | | | | | | | | | | | | | | | | | | | | | | BOGO | | |
| | | n/i | | | | | | | | | | | | | | | | | | | | | | | 5.99 | |
| | Family Fresh | Open Acres | | | | | | | | | | | | | | | | | | | | | | | 5.99 | |
| | | n/i | | | | | | | | | | | | | | | | | | | | | | | | |
| | Fareway | Johnsonville | | | | | | | | | | | | | | | | | | | | | | | BOGO | |
| | | Johnsonville | | | | | | | | | | | | | | | | | | | | | | | 3.33 | |
| | | n/i | | | | | | | | 1.99 | | | | | | | | | | | | | | | | |
| | Festival Foods | Smithfield | | | | | | | | | | | | | | | | | | | | | | | | |
| | | Johnsonville | | | | | | | | | | | | | | | | | | | | | | | | 3.74 |
| | Food Pride | Grandpa's | | | | | | | | | | | | | | | | | | | | | | | | 2.49 |
| | | Smithfield | | | | | | | | | | | | | | | | | | | | | | | | |
| | | n/i | | | | | | | | | | | | | | | | | | | | | | | | 3.49 |
| | Fresh Thyme | Johnsonville | | | | | | | | | | | | | | | | | | | | | | | | BOGO |
| | | n/i | | | | | | | | | | | | | | | | | | | | | | | | 2.49 |
| | Fresh Thyme | | | | | | | | | | | | | | | | | | | | | | | | 3.99 | |
| Hornbacher's | Hormel | | | | | | | | | | | | | | | | | | | | | | | | 2.99 | |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | | | | | 2.92 | |
| | n/i | | | | | | | | | | | | | | | | | | | | | | | | 7.33 | |
| Hugo's | Hormel | | | | | | | | | | | | | | | | | | | | | | | | 2.99 | |
| Hy-Vee | Johnsonville | | | | | | | | | | | | | | | | | | | | | | | | 2.49 | |
| | Hormel | | | | | | | | | | | | | | | | | | | | | | | | 2.99 | |
| | Hy-Vee | | | | | | | | | | | | | | | | | | | | | | | | 9.99 | |
| Lunds & Byerly's | n/i | | | | | | | | | | | | | | | | | | | | | | | | 4.99 | |
| | Berkshire | | A | | | | | | | | | | | | | | | | | | | | | | 9.99 | |

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 | | | | | | | |
| MN (cont) | Marketplace Foods | Johnsonville | A | | | | | | | | | | | | | | | | | | 3.32 | | | |
| | | Smithfield | | | 3.48 | | | | 1.39 | | | | 2.29 | | | | | | 1.49 | | 1.59 | | | |
| | Maynard's | Smithfield | | | 3.79 | | | | | 1.99 | | | | | | | | | | | | 1.88 | | |
| | | Hormel | | | | | | | | | | | | 2.59 | | | | | | | | | | |
| | | n/i | | | | | | | 1.79 | | | | | | | | | | | | | | 2.99 | |
| | Nilssen's | Sheboygan | | | | | | | | | | | | | | | | | | | | | 1.99 | |
| | | Nilssen's | | | | | | | | | | | | | | | | | | | | | | 2.99 |
| | | Smithfield | | | | 3.49 | | | | | | 2.39 | 2.59 | | | 2.29 | | 1.99 | | | | | 1.99 | |
| | | Farmland | | | | | | 1.60 | | | | | | | | | | | | | | | | |
| | | Johnsonville | | | | | | | | | | | | | | | | | | | | | | 2.92 |
| | | n/i | | | | | | | 2.99 | | | | | | | | | | | | | | | |
| | Quillin's | Quillin's | | | | | | | | | | | | | | | | | | | | | | 2.79 |
| | Save-a-Lot | n/i | | | | 1.77 | | | | | | | | | | | | 1.39 | | | | | | |
| | Sun Mart | Johnsonville | | | | | | | | | | | | | | | | | | | | | | BOGO |
| | | Open Acres | | | | 2.99 | | | | | | | | | | | 3.99 | | | | | | | |
| | | Pure Farms | | | | 5.49 | | | | | | | | | | | | | | | | | | |
| | | n/i | | | | | | | | | | | | | | | | | | | | | | |
| | Sunshine Foods | Hormel | | | | 2.99 | | | | | | | | | | | | | | | | | 2.49 | |
| | | n/i | | | | | | | | | | | | | | | | | | 1.77 | | | | |
| | | Johnsonville | | | | | | | | | | | | | | | | | | | | | | 2.92 |
| Super One Foods | Smithfield | | | 2.99 | | | | | | | | | | 1.99 | | | | | | | 1.99 | | | |
| SuperVALU Stores | Johnsonville | | | | | | | | | | | | | | | | | | | | | 3.33 | | |
| | n/i | | | | | | 1.59 | | | 1.99 | | | | | | 1.79 | | | | | | | | |
| Teal's Market | Johnsonville | | | | | | | | | | | | | | | | | | | | | BOGO | | |
| | n/i | | | | | | | | | | | 2.49 | | | | | | | | | | | | |
| | Smithfield | | | | | 2.99 | | | | | | | | | | | | | | | | | | |
| Walmart | n/i | | | 2.94 | | | | | | | | | | | | | | | | | | | | |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | | 3.32 | | |
| WFM Midwest | n/i | | A | 5.99 | | | | | | | | | | | | | | | | | | | | |
| ND | Alb./Safe. Mount | n/i | | | 2.47 | | | | | | | | | | | | | 1.99 | | | | | | |
| | | Johnsonville | | | | | | | | | | | | | | | | | | | | 3.33 | | |
| | | Signature Café | | | | | | | | | | | | | | | | | | | | | | |
| | | Signature Farms | | | | | | 2.49 | | | 2.99 | | | | | | | | | | | | | |
| | AW Grocers | n/i | | | 3.69 | | | 1.49 | | 1.09 | | | | | | | | | | | | | | |

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 | | | | | | |
| ND <i>(cont)</i> | Cash Wise | Compart Duroc Johnsonville | | | | | | | | | | | 3.88 | | | | | | | | 3.32 | | |
| | Dan's | Open Acres Johnsonville | | | 2.99 | | | | | | | | | | 3.99 | | | | | | BOGO | 5.99 | |
| | Family Fare | Open Acres Johnsonville | | | 2.99 | | | | | | | | | | 3.99 | | | | | | BOGO | 5.99 | |
| | Food Pride | Grandpa's Smithfield | | | | | | | 1.99 | 1.99 | | | | | | | | | | | 2.49 | | |
| | Hornbacher's | Hormel Johnsonville | | | 2.99 | | | | | | | | | 2.99 | | | | 2.99 | | | BOGO | | |
| | Hugo's | Hormel | | | 2.99 | | | | | | | | | | | | | | | | 2.92 | 7.33 | |
| | Leevers Foods | Hormel Sheboygan | | | | | | | 1.49 | | | | | | 1.99 | | | | | | 1.89 | 2.00 | |
| | Marketplace Foods | Johnsonville Smithfield | | | 3.48 | | | | 1.39 | | | 2.29 | | | | | 1.49 | | | | 1.59 | 3.32 | |
| | Miller's Fresh | Smithfield Johnsonville | | | | 2.89 | | | | | 2.49 | | | | | | | | | | | 3.58 | |
| | SuperVALU Stores | Johnsonville | | | | | | 1.59 | | 1.99 | | | | | | 1.79 | | | | | | 3.33 | |
| | Teal's Market | Johnsonville | | | | | | | | | | 2.49 | | | | | | | | | | BOGO | |
| | Walmart | Smithfield Johnsonville | | | 2.94 | 2.99 | | | | | | | | | | | | | | | | 3.32 | |
| | NE | Alb./Safe. Denver | n/i Johnsonville | | | 2.99 | 2.99 | | | | | | | | 2.99 | | | | | | 1.99 | 3.33 | |
| | | | Premio | | | | | | | | | | | | | | | | | | | 3.00 | |
| ALDI | | Signature Café | | | 2.89 | | | | | | | | | | | | | | | | 2.08 | 5.99 | |

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Labor Day 2018

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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 | | | | | |
| NE <i>(cont)</i> | Sun Mart <i>(continued)</i> | Pure Farms n/i | A | | 5.49 | | | | | | | | | | | | | | | | | 5.99 |
| | Super Saver | Sheboygan Smithfield | | | 2.98 | | | 1.78 | | 1.78 | | | | | | | | | | | | 1.98 |
| | Thriftway Stores | n/i Johnsonville | | | | 2.99 | | | | | | | | | 1.79 | | | | | | | 3.33 |
| | Walmart | n/i Johnsonville | | | 2.94 | | | | | | | | | | | | | | | | | 3.32 |
| | WFM Midwest | n/i | A | | 5.99 | | | | | | | | | | | | | | | | | |
| | OH | Acme Fresh Market | Acme Johnsonville | | | 3.99 | 2.29 | | 2.29 | | 2.29 | | | | | | | | | | | |
| ALDI | | n/i | | | 2.89 | | | | | | | | | | | | | | | | | 2.08 |
| Buehler's | | Johnsonville n/i | | | 2.99 | 1.99 | | | | | | | | | | | | | | | | 2.49 |
| Open Acres Market Deli | | n/i | | | | | 2.29 | 1.79 | | 2.49 | | 2.49 | | | | | | | | | | 8.67 |
| Dave's Market | | n/i Indiana Kitchen Johnsonville | | 1.99 | 2.99 | | | | | | | | | | | | | | 2.99 | | | 3.33 |
| Dollar General Market | | n/i Johnsonville | | 1.95 | | | | | | | | | | | | | | | 2.95 | | | 3.29 |
| Dorothy Lane | | duBreton | A | | | | | 3.99 | | 5.49 | 5.49 | | | | | | | | | | | |
| Earth Fare | | n/i | A | | 3.99 | | | | | | | | | | | | | | | | | |
| Fishers Foods | | Fishers Johnsonville | | | 2.99 | | | | | 1.99 | | | | | | | | | | | 1.69 | 2.91 |
| Food Fair | | Yuengling | | | | | | | | | | | | | | | | | | | | 2.08 |
| Fresh Encounter | | n/i Johnsonville | | | 2.49 | | | | | | | | | | 2.49 | | | | | | | 3.33 |
| Fresh Thyme | | n/i Fresh Thyme | | | 2.49 | | | 2.49 | | | | | | | | | | | 3.99 | | | 3.33 |
| Giant Eagle | | n/i Giant Eagle Johnsonville | | | 2.49 | 2.49 | | | 1.89 | | | | | | | | | | | | | 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 | | | | | | | |
| OH <i>(cont)</i> | Remke Markets | n/i | | | 3.49 | | | | 1.99 | | | | | | | | | | 3.49 | 1.49 | | 7.99 | | |
| | | Kretschmar | | | | | | | | | | | | | | | | | | | | | 7.99 | |
| | | Riesbeck's | n/i | | 2.29 | 3.99 | | | | | | | | | 2.99 | | | | | | | | 2.69 | |
| | | Ruler Foods | n/i | | | 2.89 | | | | | | | | | | | | | | | | | 2.49 | |
| | | Save-a-Lot | n/i | | 1.77 | | | | | | | | | | | | | | | | | | 2.49 | |
| | | Shop'n Save | n/i | | | | | | 1.99 | | | | | | | 1.99 | | 1.39 | | | | | | |
| | | | Hatfield | | | | 2.99 | | | | | | | | | | | | | | | | | |
| | | | Botto's | | | | | | | | | | | | | | | | | | | | | 3.33 |
| | | | Johnsonville | | | | | | | | | | | | | | | | | | | | | 3.33 |
| | | Sparkle Market | Indiana Kitchen | | 1.79 | | | | | | | | | | | | | | | | | | | |
| | | | n/i | | | 2.99 | | | | | | | | | | | | | | | | | | 7.33 |
| | | SuperVALU Stores | Smithfield | | | | | | 1.69 | | 1.99 | | | | | | | | | | | | | |
| | | | n/i | | | | | | | | 1.99 | | | | | | | 1.79 | | | | | | |
| | | | Johnsonville | | | | | | | | | | | | | | | | | | | | | 4.16 |
| | | | Yuengling | | | | | | | | | | | | | | | | | | | | | 3.90 |
| | | | Johnsonville | | | | | | | | | | | | | | | | | | | | | 3.33 |
| | The Fresh Market | n/i | | | 2.99 | | | | | | | | | | | | | | | | | | 3.99 | |
| | Walmart | n/i | | | 2.94 | | | | | | | | | | | | | | | | | | 3.32 | |
| | WFM 365 | n/i | A | | 4.99 | | | | | | | | | | | | | | | | | | | |
| | WFM Mid-Atlantic | n/i | A | | 5.99 | | | | | | | | | | | | | | | | | | | |
| SD | Alb./Safe. Denver | n/i | | | 2.99 | 2.99 | | | | | | | | 2.99 | | | | | | | 1.99 | | | |
| | | Johnsonville | | | | | | | | | | | | | | | | | | | | | 3.33 | |
| | | Premio | | | | | | | | | | | | | | | | | | | | | 3.00 | |
| | | Signature Café | | | | | | | | | | | | | | | | | | | | | 5.99 | |
| | | ALDI | n/i | | | 2.89 | | | | | | | | | | | | | | | | | | 2.08 |
| | | AW Grocers | n/i | | 1.99 | 3.69 | | | 1.49 | | 1.09 | | | | 1.99 | 1.99 | | | | | | | | 2.91 |
| | | | Johnsonville | | | | | | | | | | | | | | | | | | | | | 2.91 |
| | | | Smithfield | | | | 1.40 | | | | | | | | | | | | | | | | | |
| | Buche Foods | Hormel | | | 2.98 | | | | | | | | | | | | | | | | | | 2.99 | |
| | | Sheboygan | | | | | | | | | | | | | | | | | | | | | | |
| | Coborn's | Compart Duroc | | | | | | | | | | | 3.88 | | | | | | | | | | | |

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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) | Cub Foods | n/i | | | 2.99 | 2.99 | | | | | | | | | | | | | 2.99 | | | 7.33 | | |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | | 2.92 | | |
| | Econofoods | Johnsonville | | | | | | | | | | | | | | | | | | | | BOGO | | |
| | | Open Acres | | | | 2.99 | | | | | | | | | | | | | | | | | 5.99 | |
| | | n/i | | | | | | | | | | | | | | | | | | | | | 5.99 | |
| | Family Fresh | Open Acres | | | | 2.99 | | | | | | | | | | | | | | | | | BOGO | |
| | | n/i | | | | | | | | | | | | | | | | | | | | | | BOGO |
| | Festival Foods | Johnsonville | | | | | | | | | | | | | | | | | | | | | | 3.74 |
| | | Smithfield | | | | 3.99 | | | | | | | | | | | | | | | | | | 2.49 |
| | Food Pride | Johnsonville | | | | | | | | | | | | | | | | | | | | | | BOGO |
| | | Grandpa's | | | | | | | | | | | | | | | | | | | | | | 2.99 |
| | | Smithfield | | | | | | | | | 1.99 | 1.99 | | | | | | | | | | | | 2.33 |
| | | n/i | | | | 3.49 | | | | | | | | | | | | | | | | | | 2.99 |
| | Fox Bros. PW | Johnsonville | | | | | | | | | | | | | | | | | | | | | | 2.99 |
| | | Smithfield | | | | 3.49 | | | 1.49 | 3.69 | 1.99 | 2.49 | | | | | | | | | | 2.29 | | 2.99 |
| | | Fox Bros. | | | | | | | | | | | | | | | | | | | | | | 2.33 |
| | Fresh Thyme | Johnsonville | | | | | | | | | | | | | | | | | | | | | | 2.99 |
| | | n/i | | | | 2.49 | | 2.49 | | | | | | | | | | | | 3.99 | | | | 2.99 |
| | Fresh Thyme | Fresh Thyme | | | | | | | | | | | | | | | | | | | | | | 2.99 |
| | Gordon Food | Smithfield | | | | | | | | | | | | | | | | | | | | | | 3.04 |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | | | 2.78 | |
| Gordy's | Johnsonville | | | | | | | | | | | | | | | | | | | | | | 2.78 | |
| | Smithfield | | | | | 2.98 | | | | | | | | | | | | | | | | | 2.78 | |
| Great Lakes Fresh | Smithfield | | | | | | | | | | | | | | | | | | | | | | 2.78 | |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | | | 2.78 | |
| | Smithfield | | | | | | | | | | | | | | | | | | | | | | 2.78 | |
| Hansen's IGA | Johnsonville | | | | | | | | | | | | | | | | | | | | | | 2.78 | |
| | Hansen's | | | | | | | | | | | | | | | | | | | | | | 2.78 | |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | | | 2.78 | |
| Hy-Vee | Johnsonville | | | | | | | | | | | | | | | | | | | | | | 2.78 | |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | | | 2.78 | |
| | Hormel | | | | | | | | | | | | | | | | | | | | | | 2.78 | |
| | Hy-Vee | | | | | | | | | | | | | | | | | | | | | | 2.78 | |
| Marketplace Foods | Johnsonville | | | | | | | | | | | | | | | | | | | | | | 2.78 | |
| | Smithfield | | | | | | | | | | | | | | | | | | | | | | 2.78 | |
| | Smithfield | | | | | | | | | | | | | | | | | | | | | | 2.78 | |
| Marketplace WI | Compart Duroc | | | | | | | | | | | | | | | | | | | | | | 2.78 | |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | | | 2.78 | |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | | | 2.78 | |

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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) | Meijer | n/i | A | | BOGO | | | | 1.99 | | 1.99 | | 1.99 | | 1.99 | | | | BOGO | | | | | | |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | | 2.92 | | | |
| | Nilssen's | Nilssen's | | | | | | | | | | | | | | | | | | | | | 1.99 | | |
| | Smithfield | | | | | 3.49 | | | | | | 2.39 | 2.59 | | | 2.29 | | 1.99 | | | | 1.99 | | | |
| | Farmland | | | | | | | 1.60 | | | | | | | | | | | | | | | | 2.92 | |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | | | | 2.92 | |
| | n/i | | | | | | | | | | | | | | | | | | | | | | | 2.99 | |
| | Outpost Natural | Outpost | | | | | | | | | | | | | | | | | | | | | | | 3.29 |
| | Pat's Food IGA | n/i | | | | | | | | | | | | | | 2.49 | | | | | | | | | |
| | | Kretschmar | | | | | | | | | | | | | | | | | | | | | | | |
| | | Sheboygan | | | | | | | | | | | | | | | | | | | | | | | |
| | | Johnsonville | | | | | | | | | | | | | | | | | | | | | | | |
| | Pick'n Save | Johnsonville | | | | | | | | | | | | | | | | | | | | | | | |
| | | Swift | | | | | | | | | | | | | | | | | | | | | | | |
| | Piggly Wiggly MW | n/i | | | | | | | | | | | | | | | | | | | | | | | |
| | | Smithfield | | | | | | | | | | | | | | | | | | | | | | | |
| | | Johnsonville | | | | | | | | | | | | | | | | | | | | | | | |
| | Quillin's | Quillin's | | | | | | | | | | | | | | | | | | | | | | | |
| | Save-a-Lot | n/i | | | | | | | | | | | | | | | | | | | | | | | |
| | Schnuck's | n/i | | | | | | | | | | | | | | | | | | | | | | | |
| | Sendik's | Sendik's | | | | | | | | | | | | | | | | | | | | | | | |
| | Sentry Foods | n/i | | | | | | | | | | | | | | | | | | | | | | | |
| | | Berkshire | | | | | | | | | | | | | | | | | | | | | | | |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | | | | | |
| | Sheboygan | | | | | | | | | | | | | | | | | | | | | | | | |
| Shurfine Food | Prairie Fresh | | | | | | | | | | | | | | | | | | | | | | | | |
| | Smithfield | | | | | | | | | | | | | | | | | | | | | | | | |
| | Sheboygan | | | | | | | | | | | | | | | | | | | | | | | | |
| Super One Foods | Smithfield | | | | | | | | | | | | | | | | | | | | | | | | |
| SuperVALU Stores | Johnsonville | | | | | | | | | | | | | | | | | | | | | | | | |
| | n/i | | | | | | | | | | | | | | | | | | | | | | | | |
| SuperVALU Stores | n/i | | | | | | | | | | | | | | | | | | | | | | | | |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Labor Day 2018

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 | | | | | | |
| WI <i>(cont)</i> | Tadych's | Smithfield | A | | 2.99 | | | | | | | | | 1.99 | | | | 3.29 | 1.89 | | | | |
| | | Johnsonville | | | | | | | | | | | | | | | | | | | 2.45 | | |
| | Trig's | Trig's | | | | | | | | | | | | | | | | | | | 3.33 | | |
| | | Smithfield | | | | 2.79 | | | | | | | | | | | | | | | | | |
| | Walmart | n/i | | | | 2.94 | | | | | | | | | | | | | | | | | |
| | WFM Midwest | Johnsonville | | | | | | | | | | | | | | | | | | | 3.32 | | |
| | | n/i | | | 5.99 | | | | | | | | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Labor Day 2018

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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 | | | | | |
| SOUTH CENTRAL U.S. - AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT | | | | | | | | | | | | | | | | | | | | | | |
| AR | Albert. Houston | Signature Farms | | | | | | 1.99 | | | | | | | | | | | | | | |
| | | Signature Select | | | | 1.99 | | | | | | | | | | | | | | | | |
| | | Signature Café | | | | | | | | | | | | | | | | | | 7.27 | | |
| | ALDI | Johnsonville | | | | | | | | | | | | | | | | | | 3.33 | | |
| | Bills Cost Plus | n/i | | | | 2.89 | | | | | | | | | | | | | | 2.08 | | |
| | Brookshires | Johnsonville | | | | | | | | | | | | | | | | | | 2.89 | | |
| | | Hormel | | | | BOGO | | | | | | | | | | | | 2.99 | | | | |
| | | Johnsonville | | | | | | | | | | | | | | | | | | 3.33 | | |
| | City Market | n/i | | | | | | 1.59 | | 1.59 | | | | | | | | | | 6.67 | | |
| | CV's Family Food | Chairman's Reserve | | | | | | | | | | | | | | | | | | 1.99 | | |
| | | Johnsonville | | | | | | | | | | | | | | | | | | 3.33 | | |
| | Edwards FG | n/i | | | | 2.98 | | | | | | | | | | | | | | | | |
| | | Swift | | | | | | | | | | | 1.98 | | | | | | | 1.18 | | |
| | | Johnsonville | | | | | | | | | | | | | | | | | | 2.92 | | |
| | Food Giant | n/i | | | | | | | | | | | | | | | | | | 1.68 | | |
| | | Johnsonville | | | | | | | | | | | | | | | | | | 3.32 | | |
| | | Prairie Fresh | | | | | | | | | | | | | | | | | | 1.78 | | |
| | G&W Foods | Prairie Fresh | | | | 2.19 | 2.99 | | | | | | | | | | | | | 3.29 | | |
| | | n/i | | | | | | | | | | | | | | | | | | 1.49 | | |
| | | Johnsonville | | | | | | | | | | | | | | | | | | 2.49 | | |
| | | Kretschmar | | | | | | | | | | | | | | | | | | 6.67 | | |
| | Harp's | n/i | | | | | | | | | | | | | | | | | | 3.48 | | |
| | | Johnsonville | | | | | | | | | | | | | | | | | | 1.88 | | |
| | Hay's | n/i | | | | 1.98 | 2.98 | | | | | | | | | | | | | 2.28 | | |
| | | Prairie Fresh | | | | | | | | | | | | | | | | | | 1.98 | | |
| | | Johnsonville | | | | | | | | | | | | | | | | | | 2.28 | | |
| | Kroger Delta | Fresh Foods | | | | | | | | | | | | | | | | | | 3.33 | | |
| | | Johnsonville | | | | | | | | | | | | | | | | | | 2.92 | | |
| | | n/i | | | | | | | | | | | | | | | | | | 2.99 | | |
| | Mac's Fresh Marke | n/i | | | | | | | | | | | | | | | | | | 1.59 | | |
| | PW Houchen's | Swift | | | | | | | | | | | | | | | | | | 1.89 | | |
| | | n/i | | | | | | | | | | | | | | | | | | 1.69 | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Labor Day 2018

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 | | | | | |
| AR <i>(cont)</i> | PW Houchen's <i>(continued)</i> | Johnsonville | | | | | 1.99 | | | | | | | | | | | | | | 3.91 | |
| | Rehkopf's | n/i | | 1.40 | | | | 1.27 | | | | | | | | | | | | | | |
| | Save-a-Lot | n/i | | 1.77 | | | | | | | | | | | | | | | | | | |
| | Shoppers Value | n/i | | | | | | | | | | | | | | | | | | | | |
| | Chairman's Reserve | | | | | | | | | | | | | | | | | | | | | |
| | Super 1 Foods | Hormel | | 1.67 | | | | 1.57 | | | | | | | | | | | | | | |
| | TC Grocers | n/i | | | 2.88 | | | 1.79 | | | | | | | | | | | | | | 6.50 |
| | Kretschmar | | | | | | | | | | | | | | | | | | | | | 6.67 |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | | 3.33 |
| | The Fresh Market | n/i | | | 2.99 | | | | | | | | | | | | | | | | | 3.99 |
| Walmart | n/i | | | 2.94 | | | | | | | | | | | | | | | | | | |
| Johnsonville | | | | | | | | | | | | | | | | | | | | | 3.32 | |
| WFM Southwest | n/i | A | | 5.99 | | | | | | | | | | | | | | | | | | |
| AZ | Albertsons SW | Signature Select | | | 1.99 | | | | | | | 2.99 | | | | | | | | | | |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | | 2.92 |
| | Signature Farms | | | | | | | 1.99 | | 1.99 | | | | | | | | | | | | |
| | n/i | | | | | 1.99 | | | | | | | | | | | | | | | | |
| | AW Grocers | n/i | | 1.99 | | | | | | | | | | | | | | | | | | |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | | 2.91 |
| | Basha's | n/i | | | | | | 2.49 | 0.97 | | | | | | | | | | | | | |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | | 3.33 |
| | Clark's Market | Smithfield | | | | | | 3.59 | | | | | | | | | | | | | | |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | | 3.58 |
| El Super | n/i | | 1.77 | | | | | | | | | | | | | | | | | | | |
| Swift | | | | | | | | 1.29 | | | 1.99 | | | | | | | | | | 0.99 | |
| Food City | n/i | | | | | | | 0.97 | | | | | | | | | | | | | | |
| Smithfield | | | | | | | | | | | | | 1.47 | | | | | | | | 1.47 | |
| Fry's | Fresh Foods | | | | | | | | | | | | | | | | | | | | | |
| n/i | | | | 1.99 | | | | | | | | | | | | | | | | | | |
| Johnsonville | | | | | | | | | | | | | | | | | | | | | 9.99 | |
| IGA Family | n/i | | | | | 1.99 | | 1.27 | | | | | | | | | | | | | | |
| Los Altos | n/i | | 1.79 | | | | | 0.99 | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | | | | | | | | | 6.00 |

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 | | | | | | | |
| KS <i>(cont)</i> | G&W Foods | Johnsonville | A | | | | | | | | | | | | | | | | | 2.49 | | | | |
| | <i>(continued)</i> | Kretschmar | | | | | | | | | | | | | | | | | | | | 6.67 | | |
| | Harp's | n/i | | | 3.48 | | | | 1.88 | | 2.28 | | | | | | | | | | | 3.32 | | |
| | Hen House | Johnsonville | | | | | | | | | | | | | | | | | | | | 2.49 | | |
| | Hy-Vee | Prairie Fresh | | | | | | | | | 2.29 | 2.79 | | | | | | | | | 3.99 | | | |
| | | Johnsonville | | | | | | | | | | | | | | | | | | | | | 2.49 | |
| | | Hormel | | | | 2.99 | | | | | | | | | | | | | | | | | | 9.99 |
| | Lowes Market | Hy-Vee | | | | | | | | | | | | | | | | | | | | | | 9.99 |
| | | n/i | | | | | | | 1.19 | | 1.59 | | | | | | | | | | | | | 3.49 |
| | Price Chopper | Sheboygan | | | | | | | | | | | | | | | | | | | | | | 3.49 |
| | | Zarda | | | | | | | | | | | | | | | | | | | | | | 7.99 |
| | | n/i | | | 2.19 | 3.49 | | | | | | | | 2.99 | | | | | | | | | | |
| | Pyramid Foods | Prairie Fresh | | | | 2.99 | | | | 2.19 | | 2.19 | | | | | | | | | | | | |
| | | n/i | | | | | | | | | | | | | | | | | | | | | | 6.67 |
| | Save-a-Lot | Johnsonville | | | 1.77 | | | | | | | | | | | | | | | | | | | 3.33 |
| | Sprout's Market | n/i | | | | | | | | | | | | | | | | | | | | | | 3.33 |
| | Sun Fresh | Prairie Fresh | | | | 2.77 | 2.77 | | | | | | | | | | | | | | | | | 2.99 |
| | | Smithfield | | | | | | | | 1.99 | | 1.69 | | | | | | | | | | | | |
| | | Johnsonville | | | | | | | | | | | | | | | | | | | | | | 2.49 |
| | Thriftway Stores | n/i | | | 1.99 | 2.99 | | | | | | | | | | | | | | | | | | 2.49 |
| | n/i | | | | 2.99 | | | | | | | | | | 1.79 | | | | | | | 2.49 | | |
| Walmart | Johnsonville | | | | | | | | | | | | | | | | | | | | | 3.33 | | |
| | n/i | | | 2.94 | | | | | | | | | | | | | | | | | | 3.32 | | |
| WFM Rocky Mount | Johnsonville | | | | | | | | | | | | | | | | | | | | | 3.32 | | |
| Woods Sprmrkt | n/i | | | 5.99 | | | | | | | | | | | | | | | | | | 3.32 | | |
| | Prairie Fresh | | | 3.49 | | | | | 2.49 | 2.49 | | | | | | | | | | | | 3.32 | | |
| | Kretschmar | | | | | | | | | | | | | | | | | | | | | 7.33 | | |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | | 3.33 | | |
| LA | AG Baton Rouge | n/i | | | 2.49 | | | | 1.39 | 1.39 | | | | | | | | | | | 2.99 | | 4.39 | |
| | | Johnsonville | | | | | | | | | | | | | | | | | | | | | 3.33 | |
| | Albert. Houston | Signature Farms | | | | | | | 1.99 | | | | | | | | | | | | | | 3.33 | |
| | | Signature Select | | | | 1.99 | | | | | | | | | | | | | | | | | 7.27 | |
| | | Signature Café | | | | | | | | | | | | | | | | | | | | | 7.27 | |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | | 3.33 | | |

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 | | | | | | |
| LA <i>(cont)</i> | Breaux Mart | n/i | A | | 2.29 | | | | 1.39 | | 1.39 | | | | | | | | 2.89 | | | | |
| | Brookshires | Hormel | | | | BOGO | | | | | | | | | | | | | 2.99 | | | | |
| | | Johnsonville | | | | | | | | 1.59 | | 1.59 | | | | | | | | | 3.33 | 6.67 | |
| | Brookshire Bros. | Swift | | | 1.57 | | | | | | | | | | | | | | | | 3.33 | 7.33 | |
| | | Johnsonville | | | | | | | | | | | | | | | | | | 2.95 | | 3.29 | |
| | Dollar General Mkt | n/i | | | 1.95 | | | | | | | | | | | | | | | | | 10.00 | |
| | | Johnsonville | | | | | | | | | | | | | | | | | | | | 2.92 | |
| | Kroger Texas | n/i | | | | | 1.99 | | | | | | 2.99 | | | | | | 1.99 | | | | |
| | | Fresh Foods | | | | | | | | | | | | | | | | | | | | | 10.00 |
| | | Johnsonville | | | | | | | | | | | | | | | | | | | | | 2.92 |
| | | Simple Truth | | | | | 4.99 | | | | | | | | | | | | | | | | |
| | Mac's Fresh Marke | n/i | | | 1.59 | 2.49 | | | | | | | 1.47 | | | | | | | | | | |
| | Market Basket | n/i | | | | | | | | 0.97 | | 1.79 | | | | | | | | | | | 7.33 |
| | | Swift | | | | | 3.89 | | | | | | | | | | | | | | | | |
| | | Smithfield | | | | 1.99 | | | | | | | | | | | | | | | | | 3.33 |
| | | Johnsonville | | | | | | | | | | | | | | | | | | | | | |
| | Ramey's | n/i | | | | | 2.98 | | | | | | | | | | | | | | | | |
| | Rouses | Rouses | | | | | 2.99 | | | | 1.69 | | | | | | | | | | | 1.99 | |
| | Save-a-Lot | n/i | | | | 1.77 | | | | | | | | | | | | | | | | | |
| | Shoppers Value | n/i | | | | 1.48 | 3.48 | | | | 1.68 | 1.68 | | | 2.48 | | 1.98 | | | | | 1.68 | 4.65 |
| Super 1 Foods | Hormel | | | 1.67 | | | | | 1.57 | | | | | | | | | | | | | | |
| | n/i | | | | | | | | | | | | | | | | | | | | 6.50 | | |
| The Fresh Market | n/i | | | | 2.99 | | | | | | | | | | | | | | | | 3.99 | | |
| Walmart | n/i | | | | 2.94 | | | | | | | | | | | | | | | | | | |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | 3.32 | | |
| WFM Southwest | n/i | | A | | 5.99 | | | | | | | | | | | | | | | | | | |
| Winn-Dixie | n/i | | | 1.99 | 2.99 | 2.99 | | 2.49 | 2.25 | 2.49 | 2.25 | | | | | | | | | | 6.67 | | |
| | Premio | | | | | | | | | | | | | | | | | | | | 2.99 | | |
| MO | ALDI | n/i | | | 2.89 | | | | | | | | | | | | | | | | 2.08 | | |
| | Apple Market | Smithfield | | | | | | | 1.99 | | 1.69 | | | | | | | | | | | | |
| | | Johnsonville | | | | | | | | | | | | | | | | | | | 2.74 | | |
| | n/i | | | 1.99 | 2.99 | | | | | | | | | | | | | | | | 2.59 | | |

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 | | | | | | | | |
| MO (cont) | Sun Fresh | Smithfield | A | | | | | 1.99 | | 1.69 | | | | | | | | | | | | | | | |
| | | Johnsonville | | | 1.99 | 2.99 | | | | | | | | | | | | | | | | 2.49 | | | |
| | Thriftway Stores | n/i | | | | | 2.99 | | | | | | | | 1.79 | | | | | | | | 3.33 | | |
| | | Johnsonville | | | | | | | 1.79 | | 1.59 | | | | 1.99 | | | | | | | | | 6.67 | |
| | TC Grocers | n/i | | | | 2.88 | | | | | | | | | | | | | | | | | | 3.33 | |
| | | Kretschmar | | | | | | | | | | | | | | | | | | | | | | | 6.67 |
| | | Johnsonville | | | | | | | | | | | | | | | | | | | | | | | 3.33 |
| | TC Markets | Top Choice | | | | | 3.49 | | | 1.59 | | 1.49 | | | | | | | | | | | | | 2.92 |
| | | Johnsonville | | | | | | | | | | | | | | | | | | | | | | | 2.92 |
| | | Glenn's | | | | | | | | | | | | | | | | | | | | | | | 7.99 |
| Walmart | n/i | | | | 2.94 | | | | | | | | | | | | | | | | | | 3.32 | | |
| WFM Midwest | n/i | | | | 5.99 | | | | | | | | | | | | | | | | | | 3.32 | | |
| Woods Sprmrkt | Prairie Fresh | | | | 3.49 | | | 2.49 | | 2.49 | | | | | | | | | | | | | 7.33 | | |
| | Kretschmar | | | | | | | | | | | | | | | | | | | | | | 7.33 | | |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | | | 3.33 | | |
| NM | Affiliated Foods | n/i | | | 3.69 | | | 1.59 | | 1.29 | | | | | | | | | | | | | | | |
| | Albertsons SW | Signature Select | | | 1.99 | | | | | | 2.99 | | | | 2.99 | | | | | | | | 2.92 | | |
| | | Johnsonville | | | | | | 1.99 | | 1.99 | | | | | | | 1.99 | | | | | | 2.92 | | |
| | | Signature Farms | | | | | | | | | | | | | | | | | | | | | | | |
| | | n/i | | | | 1.99 | | | | | | | | | | | | | | | | | | | |
| | Alb./Safe. Denver | n/i | | | 2.99 | 2.99 | | | | | | | | 2.99 | | | | | | | 1.99 | | 3.33 | | |
| | | Johnsonville | | | | | | | | | | | | | | | | | | | | | 3.00 | | |
| | | Premio | | | | | | | | | | | | | | | | | | | | | | 3.00 | |
| | | Signature Café | | | | | | | | | | | | | | | | | | | | | | 5.99 | |
| | Basha's | n/i | | | | | | 2.49 | 0.97 | | | | | | | | | | | | | | 3.33 | | |
| El Super | n/i | | | 1.77 | | | | | | | | | | | | | | | | | | | | | |
| | Swift | | | | | | | | 1.29 | | | 1.99 | | | | 0.99 | | | | | | | | | |
| John Brooks | n/i | | | | 3.69 | | | | 1.29 | | | | | | | | | | | | | | | | |
| King Soopers | n/i | | | | 2.99 | | | | | | | | | | | | | | | | | | | | |
| | Fresh Foods | | | | | | | | | | | | | | | | | | | | | | 11.00 | | |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | | | 2.92 | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Labor Day 2018

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 | | | | | | | | | | | | |
| NM (cont) | Lawrence Bros. | n/i | | | 3.49 | | | | 1.29 | | 1.59 | | | | | | | | | | | | | | | | | | |
| | Lowes Market | n/i | | | | | | | 1.19 | | 1.59 | | | | | | | | | | | | | | | | | | |
| | Smith's | Sheboygan n/i | | | 2.99 | | | | | | | 2.99 | | | | | | 1.99 | | | | | | | 3.49 | | | | |
| | | Fresh Foods Johnsonville | | | | | | | | | | | | | | | | | | | | | | | | | | 10.00 | |
| | | Sprout's Market | n/i | | | 2.77 | 2.77 | | | | | | | | | | | | | | | | | | | | | 2.92 | |
| | | Walmart | n/i | | | 2.94 | | | | | | | | | | | | | | | | | | | | | | 2.99 | |
| | | WFM Rocky Mount | n/i | A | | 5.99 | | | | | | | | | | | | | | | | | | | | | | 3.32 | |
| OK | Affiliated Foods | n/i | | | 3.69 | | | | 1.59 | | 1.29 | | | | | | | | | | | | | | | | | | |
| | ALDI | n/i | | | 2.89 | | | | | | | | | | | | | | | | | | | | | | | 2.08 | |
| | AW Grocers | n/i | | | 3.69 | | | | 1.49 | | 1.09 | | | | | | | | | | | | | | | | | | |
| | Buy for Le\$\$ | Chairman's Reserve | | 1.99 | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Country Mart | Smithfield | | | | | | | 1.99 | | 1.69 | | | | | | | | | | | | | | | | | | |
| | | n/i | | 1.99 | 2.99 | | | | | | | | | | | | | | | | | | | | | | | 1.99 | |
| | CV's Family Food | Chairman's Reserve Johnsonville | | | | | | | | | | | | | | | | | | | | | | | | | | 3.33 | |
| | Dollar General Mkt | n/i | | 1.95 | | | | | | | | | | | | | | | | | | | | | | | | 2.95 | |
| | | Johnsonville | | | | | | | | | | | | | | | | | | | | | | | | | | | 3.29 |
| | Harp's | n/i | | | 3.48 | | | | 1.88 | | 2.28 | | | | | | | | | | | | | | | | | | |
| | | Johnsonville | | | | | | | | | | | | | | | | | | | | | | | | | | | 3.32 |
| | Homeland | n/i | | | | | | | | | | | | | | | | | | | | | | | | | | | 7.99 |
| | | Smithfield | | | 2.99 | 2.99 | | | | | | | | 2.49 | | | | | | | | | | | | | | | 1.99 |
| | | Johnsonville | | | | | | | | | | | | | | | | | | | | | | | | | | | 3.08 |
| | La Michoacana | n/i | | 1.79 | | | | | | | | | | | | | | | | | | | | | | | | | |
| Market Square | n/i | | | 3.69 | | | | 1.49 | | 1.49 | | | | | | | | | | | | | | | | | | | |
| Morelos | n/i | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Pyramid Foods | Prairie Fresh | | | 2.99 | | | | 2.19 | | 2.19 | | | | | | | | | | | | | | | | | | | |
| | n/i | | | | | | | | | | | | | | | | | | | | | | | | | | | 6.67 | |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | | | | | | | | 3.33 | |
| Reasor's | Reasor's | | | 2.98 | | | | 1.98 | | 1.98 | | | | | | | | | | | | | | | | | | 2.98 | |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | | | | | | | | 3.32 | |
| Rehkopf's | n/i | | | 1.40 | | | | 1.27 | | | | | | | | | | | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Labor Day 2018

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 | | | | | | | |
| OK <i>(cont)</i> | Save-a-Lot | n/i | A | 1.77 | | | | | | | | | | | | 1.39 | | | | | | | | |
| | Shoppers Value | n/i | | | | | | | | | | | | | | | 0.98 | | | 1.58 | | | | |
| | Chairman's Reserve | | | | | | | | | | 1.78 | 2.68 | | | | | | | | | | 2.99 | | |
| | Sprout's Market | n/i | | | 2.77 | 2.77 | | | | | | | | | | | | | | | | | 2.99 | |
| | Super C Mart | n/i | | | | | | | | | | | 1.99 | | | | | | 1.59 | | | | 3.99 | |
| | The Fresh Market | n/i | | | 2.99 | | | | | | | | | | | | | | | | | | 3.99 | |
| | United of OK | n/i | | | | | | | | | | | | | | | | | | | | | 7.99 | |
| | Smithfield | | | | 2.99 | 2.99 | | | | | | | | | 2.49 | | | | | | | | 1.99 | 3.08 |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | | | | 3.08 |
| | Walmart | n/i | | | 2.94 | | | | | | | | | | | | | | | | | | | 3.32 |
| | Warehouse Market | n/i | | | 1.69 | 2.99 | | | | | | | | | | | | | | | | | 1.69 | 2.91 |
| Johnsonville | | | | | | | | | | | | | | | | | | | | | | 2.91 | | |
| WFM Southwest | n/i | | | 5.99 | | | | | | | | | | | | | | | | | | 2.50 | | |
| Williams | | Hormel | | | | | | 1.49 | | 1.99 | | | | | | 1.49 | | | | | | 2.50 | | |
| Sheboygan | | | | | | | | | | | | | | | | | | | | | | 2.50 | | |
| TX | 99 Ranch | n/i | | | | | | | | 1.99 | | | | | | | | | | | | | | |
| | Affiliated Foods | n/i | | | 3.69 | | | | 1.59 | 1.29 | | | | | | | | | | | | | | |
| | AG Baton Rouge | n/i | | | 2.49 | | | | 1.39 | 1.39 | | | | | | | | | 2.99 | | | 4.39 | | |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | | 3.33 | | |
| | Albert. Houston | | Signature Farms | | | | | | 1.99 | | | | | | | | | | | | | | | |
| | Signature Select | | | | | 1.99 | | | | | | | | | | | | | | | | 7.27 | | |
| | Signature Café | | | | | | | | | | | | | | | | | | | | | | | |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | | 3.33 | | |
| | ALDI | n/i | | | 2.89 | | | | | | | | | | | | | | | | | 2.08 | | |
| | Arlans Market | n/i | | 1.99 | | | | | 0.99 | | | | | | | 0.99 | | | | | | 2.99 | | |
| | Brookshires | | Hormel | | | BOGO | | | | | | | | | | | | | | | | 2.99 | | |
| Johnsonville | | | | | | | | | | | | | | | | | | | | | | 3.33 | | |
| n/i | | | | | | | | 1.59 | | 1.59 | | | | | | | | | | | | 6.67 | | |
| Brookshire Bros. | Swift | | 1.57 | | | | | | | | | | | | | | | | | | | 3.33 | | |
| Johnsonville | | | | | | | | | | | | | | | | | | | | | | 3.33 | | |
| n/i | | | | | | | | | | | | | | | | | | | | | | 7.33 | | |
| Cash Saver TX | n/i | | | | 2.99 | | | 0.88 | | 1.48 | | | | | | | | | | | | | | |
| Central Market | | Central Market | | | 5.99 | | | | | | | | | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Labor Day 2018

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 | | | | | | | | | |
| TX (cont) | David's | Swift | A | 1.57 | | | | | | | | | | 2.99 | | | | | | | | | | | | |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | | 3.33 | | | | |
| | Diamond IGA | n/i | | 1.99 | 2.99 | | | | 1.79 | | | | | | | | | | | | | | | 2.92 | | |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Elrod's | n/i | | 1.68 | | | | | | | 1.38 | | | | | | | 1.48 | | | | | | | | |
| | El Ahorro | n/i | | 1.79 | | | | | | | | | | | | | | | | | | | | | | |
| | El Rancho | n/i | | | | | | | | | | | 1.99 | | | | | | | | | | | | | |
| | El Rio Grande | n/i | | | | | | | | | | | | | | | | | | | | | | 2.49 | | |
| | El Super | n/i | | 1.77 | | | | | | | | | | | | | | | | | | | | | | |
| | Swift | | | | | | | | | 1.29 | | | | 1.99 | | | | | | | | | | | | |
| | Fiesta Mart | n/i | | | | | | | | 1.47 | | | | | | | | | | | | | | | | |
| | Food Town | n/i | | 1.49 | | | | | | | | | | | | | | | | | | | | | 1.49 | |
| | Foodarama | n/i | | 1.77 | | | | | | 0.99 | | 1.19 | | | | | | | | | | | | | | |
| | Foodland Markets | n/i | | 1.79 | | | | | | 0.99 | | 1.59 | | | | | 1.59 | | | | | | | | | |
| | H-E-B | n/i | | | | 1.67 | 1.67 | | | | | | | | | | | | | | | | | | | |
| | Homeland | n/i | | | | | | | | | | | | | | | | | | | | | | | 7.99 | |
| | Smithfield | | | | | 2.99 | 2.99 | | | | | | | | | | 2.49 | | | | | | | | 1.99 | |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | | | | | 3.08 | |
| | Junior's | n/i | | 1.69 | | | | | | 1.49 | | 1.39 | | | | | | | | | | | | | | |
| | Kroger Texas | n/i | | | | | | | | | | | | | 2.99 | | | | | | | | | | | |
| | Fresh Foods | | | | | | | | | | | | | | | | | | | | | | | | | 10.00 |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | | | | | | 2.92 |
| | Simple Truth | | | | | | 4.99 | | | | | | | | | | | | | | | | | | | |
| La Fiesta | n/i | | | | | | | 0.99 | | | | | | | | | | | | | | | | | | |
| La Michoacana | n/i | 1.79 | | | | | | | | | | | | | | | | | | | | | | | | |
| Lawrence Bros. | n/i | | | 3.49 | | | | 1.29 | | 1.59 | | | | | | | | | | | | | | | | |
| Lowes Market | n/i | | | | | | | 1.19 | | 1.59 | | | | | | | | | | | | | | | | |
| Sheboygan | | | | | | | | | | | | | | | | | | | | | | | | 3.49 | | |
| Market Basket | n/i | | | | | | | 0.97 | | 1.79 | | | | | | | | | | | | | | | | |
| Swift | | | | | 3.89 | | | | | | | | 2.59 | | | | | | | | | | | | | |
| Smithfield | | | | 1.99 | | | | | | | | | | | | | | | | | | | | | | |
| Johnsonville | | | | | | | | | | | | | | | | | | | | | | | | 3.33 | | |
| Market Square | n/i | | | | 3.69 | | | 1.49 | | 1.49 | | | | | | | | | | | | | | | | |
| Porter's Grocery | n/i | | | | 3.69 | | | 1.49 | | 1.09 | | | | | | | | | | | | | | | | |

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 | | | | | | | |
| UT (cont) | Fresh Market | Smithfield | | | | | | 1.99 | | | | | | | | 1.99 | | | 3.49 | | | | | |
| | | Johnsonville | | | | | | | | | | | | | | | | | | | | 3.33 | | |
| | Harmon's | n/i | | | 2.99 | | | 2.69 | | 1.99 | | 2.49 | | | | 1.99 | | | | | | | | |
| | King Soopers | n/i | | | 2.99 | | | | | | | | | BOGO | | | | | | | | | | |
| | | Fresh Foods | Johnsonville | | | | | | | | | | | | | | | | 1.99 | | | | 2.92 | 11.00 |
| | Rancho Markets | n/i | | | 2.49 | | | | | | | | | | | | | | | | | | | |
| | Ream's | Colosimo's | | | 1.99 | | | | | | | | | | | | | | | | | | 3.99 | |
| | Ridley's Markets | n/i | | | | | | | | 1.79 | | | | | | | | | | | | | | 3.33 |
| | Smart Foodservice | Chairman's Reserve | Johnsonville | | | | 1.99 | | | | | | | | | | | | | | | | | |
| | Smith's | n/i | | | 2.99 | | | | | | | 2.99 | | | | | | | 1.99 | | | | | 10.00 |
| | | Fresh Foods | Johnsonville | | | | | | | | | | | | | | | | | | | | | 2.92 |
| | Sprout's Market | n/i | | | 2.77 | 2.77 | | | | | | | | | | | | | | | | | | 2.99 |
| | Stoke's Market | n/i | | | | | | 1.25 | | | | | | | | | | | | | | | | |
| | Walmart | n/i | | | 2.94 | | | | | | | | | | | | | | | | | | | 3.32 |
| WFM Rocky Mount | n/i | | A | 5.99 | | | | | | | | | | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Labor Day 2018

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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 | | | | | |
| SOUTHWESTERN U.S. - CA,HI,NV | | | | | | | | | | | | | | | | | | | | | | |
| CA | 99 Ranch | n/i | | | 2.99 | | | | | | | | 2.89 | | | | | | | | | |
| | Albert. SoCal | n/i | | | 2.77 | 2.77 | | | | | | | | | | | | | | | | |
| | Signature Farms | | | | | | | 2.49 | | | | | | 2.99 | | 3.99 | | | | 3.99 | | |
| | TJ'S | | | | | | | | | | | | | | | | | | | 3.00 | | |
| | Cantella | | | | | | | | | | | | | | | | | | | 3.00 | | |
| | Johnsonville | | | | | | | | | | | | | | | | | | | 4.16 | | |
| | ALDI | n/i | | | 2.89 | | | | | | | | | | | | | | | 2.08 | | |
| | Andronico's | Chairman's Reserve | | | | 3.99 | | | | | | | | | | | | | | | | |
| | Big Saver | Farmer John | | | | | 0.99 | | | | | | | | | | | | | | | |
| | | n/i | | | | | | | | | | | | | | | | | | 1.39 | | |
| | Cardenas | n/i | | | | | | | | | | | | | | | | | | 0.99 | | |
| | Chavez | n/i | | | | | | | | | | | 2.49 | | | | | | | | | |
| | Dollar General Mkt | n/i | | | 1.95 | | | | | | | | | | | | | | | 2.95 | | |
| | | Johnsonville | | | | | | | | | | | | | | | | | | 3.29 | | |
| | El Super | n/i | | | 1.77 | | | | | | | | | | | | | | | | | |
| | | Swift | | | | | | 1.29 | | | | | | 1.99 | | | | | | 0.99 | | |
| | Food 4 Less | n/i | | | 1.47 | 2.29 | | | | | | | | | | | | | | | | |
| | Food 4 Less CV | n/i | | | 1.38 | | | | | | | | | | | | | | | | | |
| | Food Maxx | n/i | | | 1.49 | | | | | | | | | | | | | | | | | |
| | Food Source | n/i | | | 1.48 | | | | | | | | | | | | | | | | | |
| | Foodland Markets | n/i | | | | | | | | | | | | | | | | | | 1.19 | | |
| | Gelson's | n/i | A | | 5.99 | | | | | | | | | | | | | | | | | |
| | Grocery Outlet | Swift | | | | 2.99 | | | | | | | | | | | | | | | | |
| | Holiday Market | Burger's | | | | | | | | | | | | | | | | | | | | |
| | | Prairie Fresh | | | | 3.99 | | | | | | | | | | | | | | 2.99 | | |
| | Jensen's | n/i | | | | 3.99 | | | | | | | | | | | | | | | | |
| | Jons Marketplace | n/i | | | 2.29 | | | | | | | | | | | | | | | | | |
| | | Johnsonville | | | | | | | | | | | | | | | | | | 3.33 | | |
| | K.V. Mart | n/i | | | 1.69 | | | | | | | | 1.99 | | | | | | | | | |
| | La Perla | n/i | | | 1.99 | | | | | | | | | | | | | | | | | |
| | La Superior | n/i | | | 2.29 | | | | | | | | | | | | | | | | | |
| | Lola's Market | n/i | | | | | | | | | | | | | | | | | | 1.89 | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Labor Day 2018

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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 (cont) | Lucky | n/i | A | 1.49 | | | | | | | | | | 3.49 | | | | | | | | | | | | | |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | | | 4.16 | | | | |
| | Lunardi's | n/i | | 2.99 | 3.99 | | | 2.29 | | | | | | | | | | | | | | | | 6.49 | | | |
| | Saag's | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Mar-Val Food | n/i | | | 2.68 | | | 2.29 | | | | | | | | | | | | | | | | | | | |
| | Murphy's Markets | n/i | | | 3.49 | | | | | | | | | | | | | | | | | | | | | | |
| | Nugget Market | Prairie Fresh | | | 2.99 | 2.99 | | | | | | | | | | | | | | | | | | | | | |
| | | Coleman | | | 4.99 | | | | | | | | | | | | | | | | | | | | | | |
| | | Fresh to Market | | | | | | | | | | | | | | | | | | | | | | | | 3.99 | |
| | Pavilions | Signature Farms | | | | | 2.49 | | | | | | | | | | | | | | | | | | | | |
| | | n/i | | | | | | | | | | | | | | 4.99 | | | | 4.99 | | | | | | | |
| | | Cantella's | | | | | | | | | | | | | | | | | | | | | | | | 3.00 | |
| | Raley's | n/i | | | | | 1.77 | | 1.99 | | | | | | | | | | | | | | | | | | |
| | | Johnsonville | | | | | | | | | | | | | | | | | | | | | | | | | 3.33 |
| | Ralph's | n/i | | | | 3.97 | 3.99 | | | | | | | | 2.99 | | | | | | | | | | | | |
| | | Johnsonville | | | | | | | | | | | | | | | | | | | | | | | | | 2.92 |
| | | Fresh Foods | | | | | | | | | | | | | | | | | | | | | | | | | 9.99 |
| | Rancho San Migue | n/i | | | 1.99 | | | | | | | | | | | | | | | | | | | | | | |
| | Rays Food Place | n/i | | | | 2.99 | | | 1.69 | | 1.69 | | | | | | | | | | | | | | | | |
| | | Smithfield | | | | 3.99 | 3.99 | | | | | | | | | 3.99 | | | | | | | | | | | |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | | | | | 4.16 | | |
| Rio Ranch | n/i | | 1.79 | | | | | | | | | | | | | | | | | | | | | | 1.99 | | |
| R-N Markets | n/i | | | 2.59 | | | | | | | | | | | | | | | | | | | | | | | |
| R-Ranch | n/i | | 1.89 | | | | | | | | 1.99 | | | | | | | | | | | | | | 1.59 | | |
| Safeway NorCal | Signature Select | | | 2.88 | | | | | | | | | | | | | | | | | | | | | | | |
| | Signature Farms | | | | | | 2.99 | | 2.99 | | | | | 2.99 | | | | | | | | | | | 2.99 | | |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | | | | | 3.33 | | |
| | Signature Café | | | | | | | | | | | | | | | | | | | | | | | | | 7.99 | |
| Save Mart | n/i | | 1.99 | 3.99 | 2.99 | | | | BOGO | | | | | 2.99 | 2.49 | | | | | | | | | | | | |
| | Swift | | | 3.99 | | | | | | | | | | | | | | | | | | | | | | | |
| | New York Style | | | | | | | | | | | | | | | | | | | | | | | | 3.50 | | |
| Select Market | Kretschmar | | | | | | | | | | | | | | | | | | | | | | | | 8.66 | | |
| | n/i | | | 2.88 | | | 1.99 | | | | | | | | 2.49 | | | | | | | | | | | | |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | | | | | 3.33 | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Labor Day 2018

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 | | | | | | | | | | | | | |
| CA <i>(cont)</i> | SK Super King | n/i | | | 2.99 | | | | 1.59 | | | | 1.79 | | 1.99 | | | | | | | | | | | | | | | |
| | | Johnsonville | | | | | | | | | | | | | | | | | | | | | | | | | | 2.49 | | |
| | Smart & Final | Farmer John | | 1.69 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | n/i | | | | | | | | 1.79 | | | | | | | | | | | | | | | | | | | 3.33 | |
| | Smart Foodservice | Chairman's Reserve | | | | 1.99 | | | | | | | | | | | | | | | | | | | | | | | 2.99 | |
| | Sprout's Market | n/i | | | 2.77 | 2.77 | | | | | | | | | | | | | | | | | | | | | | | | |
| | Stater Bros. | n/i | | 1.77 | 2.99 | 2.99 | | | | | | | | | | | | | | | | | | | | | | | | |
| | | Farmer John | | | | | | | | 1.99 | | | | 1.99 | | | | | | | | | | | | | | | | |
| | Super A Foods | n/i | | 1.99 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Superior Grocers | n/i | | 1.59 | | 2.29 | | | | | | | | | | | | | | | | | | | | | | | | 3.33 |
| | | Johnsonville | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Vallarta | n/i | | 1.79 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Vons | n/i | | | 2.77 | 2.77 | | | | | | | | | | | | | | | | | | | | | | | | |
| | | Signature Farms | | | | | | | | 2.49 | | | | 2.99 | | 3.99 | | | | | | | | | | | | | | |
| | | TJ'S | | | | | | | | | | | | | | | | | | | | | | | | | | | | 3.00 |
| | Cantella | | | | | | | | | | | | | | | | | | | | | | | | | | | | 3.00 | |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | | | | | | | | | 4.16 | |
| Walmart | n/i | | | 2.94 | | | | | | | | | | | | | | | | | | | | | | | | | 3.32 | |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| WFM 365 | n/i | A | | 5.99 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| WFM NorCal | n/i | A | | 5.99 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| WFM Sth. Pacific | n/i | A | | 5.99 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| HI | ChoiceMART | n/i | | | | | | 3.79 | | | | | | | | | | | | | | | | | | | | | | |
| | Don Quijote | n/i | | 2.29 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Foodland | n/i | | 2.49 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | Hormel | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | Hawaiian Sausage | | | | | | | | | | | | | | | | | | | | | | | | | | | | 4.49 |
| | Island Grocery | Farmer John | | | 3.99 | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Marukai | n/i | | | | | | | | | | | | | 2.99 | | | | | | | | | | | | | | | |
| | Safeway Hawaii | Signature Select | | | 2.99 | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Signature Farms | | | | | | | 2.99 | | 2.99 | | | | | 2.99 | | | | | | | | | | | | | | | |
| | Signature Café | | | | | | | | | | | | | | | | | | | | | | | | | | | | 8.72 | |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | | | | | | | | | 4.16 | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Labor Day 2018

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 | | | | | | | | |
| HI <i>(cont)</i> | Tamura's | n/i | | | | 3.19 | | | | | | | | | | | | | | | | | | | |
| | Farmland | | | | | | | | | | | | | | | | | | | | | | | | |
| | Times Supermarke | n/i | | 2.79 | | | | 1.99 | | 3.29 | | 3.29 | | | | 2.99 | | | | | | 4.29 | | | |
| | Hawaiian Sausage | | | | | | | | | | | | | | | | | | | | | | | | |
| | WFM Sth. Pacific | n/i | A | | 5.99 | | | | | | | | | | | | | | | | | | | | |
| NV | 99 Ranch | n/i | | | 2.99 | | | | | | | 2.89 | | | | | | | | | | | | | |
| | Albertsons SW | Signature Select | | | 1.99 | | | | | | | 2.99 | | | | 2.99 | | | | | | | 2.92 | | |
| | | Johnsonville | | | | | | | 1.99 | | 1.99 | | | | | | | | | | | | | | |
| | | Signature Farms | | | | | | | | | | | | | | | | | | | | | | | |
| | | n/i | | | | 1.99 | | | | | | | | | | | | | | | | | | | |
| | Associated Food | n/i | | | | | | | 1.29 | | | | | | | | | | | | | | | | |
| | | Johnsonville | | | | | | | | | | | | | | | | | | | | | | 3.33 | |
| | Cardenas | n/i | | | | | | | | | | 1.29 | | | | | 0.99 | | | | | | | | |
| | Dollar General Mkt | n/i | | 1.95 | | | | | | | | | | | | | | | 2.95 | | | | | | |
| | | Johnsonville | | | | | | | | | | | | | | | | | | | | | | | 3.29 |
| | El Super | n/i | | 1.77 | | | | | | | | | | | | | | | | | | | | | |
| | | Swift | | | | | | | | | | 1.29 | | 1.99 | | | | 0.99 | | | | | | | |
| | Food Source | n/i | | 1.48 | | | | | | | | | | | | | | | | | | | | | |
| | Grocery Outlet | Swift | | | | 2.99 | | | | | | | | | | | | | | | | | | | |
| | K.V. Mart | n/i | | 1.69 | | | | | | | | | | 1.99 | | | | | | | | | | | |
| | La Bonita | n/i | | 1.59 | | | | | | | | | | 1.99 | | | | | | | | | | | 1.99 |
| | Marketon | n/i | | | | 2.89 | | | | | | 1.29 | | | 2.49 | | | | | | | | | | |
| | Raley's | n/i | | | | 1.77 | | | | | | 1.99 | | | | | | | | | | | | | |
| | | Johnsonville | | | | | | | | | | | | | | | | | | | | | | | 3.33 |
| | Ridley's Markets | n/i | | | | | | | | | | 1.79 | | | | | | | | | | | | | |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | | | | 3.33 | |
| Safeway NorCal | Signature Select | | | | 2.88 | | | | | | | | | | | | | | | | | | | | |
| | Signature Farms | | | | | | | | | | 2.99 | | | | | 2.99 | | | | | | | | 3.33 | |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | | | | 3.33 | |
| | Signature Café | | | | | | | | | | | | | | | | | | | | | | | 7.99 | |
| Save Mart | n/i | | 1.99 | 3.99 | 2.99 | | | | BOGO | | | | | | | 2.99 | 2.49 | | | | | | | | |
| | Swift | | | | 3.99 | | | | | | | | | | | | | | | | | | | | |
| | New York Style | | | | | | | | | | | | | | | | | | | | | | | 3.50 | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Labor Day 2018

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 | | | | | | | | |
| NV (cont) | Smart & Final | Farmer John | | 1.69 | | | | | | | | | | | | | | | | | | | | | |
| | | n/i | | | | | | | 1.79 | | | | | | | | | | | | | | 3.33 | | |
| | Smart Foodservice | Chairman's Reserve | | | | 1.99 | | | | | | | | | | | | | | | | | | | |
| | Smith's | n/i | | | 2.99 | | | | | | | 2.99 | | | | | 1.99 | | | | | | | | |
| | | Fresh Foods | | | | | | | | | | | | | | | | | | | | | | 10.00 | |
| | | Johnsonville | | | | | | | | | | | | | | | | | | | | | 2.92 | | |
| | Sprout's Market | n/i | | | 2.77 | 2.77 | | | | | | | | | | | | | | | | | 2.99 | | |
| | Vons | n/i | | | 2.77 | 2.77 | | | | | | | | | | | | | | | | | | | |
| | | Signature Farms | | | | | | | 2.49 | | | | | | | | | | | | | | | | |
| | | TJ'S | | | | | | | | | | | 2.99 | | | 3.99 | | | | | | | | 3.00 | |
| | | Cantella | | | | | | | | | | | | | | | | | | | | | | 3.00 | |
| | | Johnsonville | | | | | | | | | | | | | | | | | | | | | | 4.16 | |
| | Walmart | n/i | | | | 2.94 | | | | | | | | | | | | | | | | | | | |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | | | | 3.32 | |
| | WFM NorCal | n/i | A | | 5.99 | | | | | | | | | | | | | | | | | | | | |
| | WFM Sth. Pacific | n/i | A | | 5.99 | | | | | | | | | | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Labor Day 2018

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 | | | | | |
| NORTHWESTERN U.S. - AK,ID,MT,OR,WA,WY | | | | | | | | | | | | | | | | | | | | | | |
| AK | AC Value Center | Essential Everyday | | | 4.49 | | | | | | 2.99 | | | | | | | | | 4.50 | | |
| | Alaskan & Proud | Alaskan & Proud | | | 3.28 | | | 2.88 | | | | 3.88 | | | | | | | | | 13.32 | |
| | Carrs/Safeway | n/i | | | | | | 2.49 | | 2.49 | | | | | | | | | | 3.33 | | |
| | Johnsonville | Signature Café | | | | | | | | | | | | | | | | | | 3.33 | 11.19 | |
| | Fred Meyer | n/i | | | BOGO | | | | | | | 3.49 | | | | | | | | 3.33 | | |
| | IGA Stores AK | Swift | | | | | | | | 2.29 | | | | | | | | | | 4.16 | | |
| | Johnsonville | Swift | | 1.99 | | | | | | 1.99 | | | | | | | | | | 3.74 | | |
| | Johnsonville | Swift | | 1.99 | | | | | | 1.99 | | | | | | | | | | 4.16 | | |
| | Northwest Grocers | Prairie Fresh | | | 3.49 | | | 2.49 | | 2.49 | | | | | | | | | | 4.16 | | |
| | Johnsonville | Prairie Fresh | | | | | | 3.99 | 2.49 | | | | | | 2.49 | | | | | 4.16 | | |
| | Sea Mart | n/i | | | | | | | | | | | | | | | | | | 1.99 | | |
| | Three Bears | n/i | | | | | | | | | | | | 2.79 | | | | | | | | |
| | Walmart | n/i | | | 3.98 | | | | | | | | | | | | | | | 4.28 | | |
| | Johnsonville | | | | | | | | | | | | | | | | | | | 4.28 | | |
| ID | Alb./Safe. Mount | n/i | | | 2.47 | | | | | | | | | | | | | 1.99 | | | | |
| | Johnsonville | Signature Café | | | | | | | | | | | | | | | | | | 3.33 | | |
| | Signature Farms | Signature Farms | | | | | | 2.49 | | | | 2.99 | | | | | | | | | 7.27 | |
| | Family Foods | Prairie Fresh | | | 2.99 | | | 2.99 | | | | | | | 1.99 | | | | | | | |
| | Johnsonville | Signature Farms | | | | | | | | | | | | | | | | | | 3.58 | | |
| | Fred Meyer | n/i | | | BOGO | | | | | | | | 2.99 | | | | | | | | | |
| | Fresh Foods | Signature Farms | | | | | | | | | | | | | | | | | | | 11.99 | |
| | Johnsonville | Signature Farms | | | | | | | | | | | | | | | | | | 2.92 | | |
| | Grocery Outlet | Swift | | | | | | 2.99 | | | | | | | | | | | | | | |
| | Harvest Foods | Longhorn | | | | | | | | | | | | | | | | | | | 4.99 | |
| | Prairie Fresh | Longhorn | | | 2.98 | | | | | | | 2.48 | | | | | | 2.99 | 1.98 | | | |
| | IGA Markets | n/i | | | | | | | | | | | | | | | | | | 2.99 | | |
| | Johnsonville | Signature Farms | | | | | | | | | | | | | | | | | | 3.33 | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Labor Day 2018

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 | | | | | | | | |
| ID (cont) | Ridley's Markets | n/i | A | | | | | 1.79 | | | | | | | | | | | | | | | | | |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | | 3.33 | | | |
| | Rosauer's | Prairie Fresh | | | 2.99 | | | | | | | | | | | | | | | | | | 4.99 | | |
| | Smart Foodservice | Chairman's Reserve | | | | | 1.99 | | | | | | | | | | | | | | | | | | |
| | Smith's | n/i | | | 2.99 | | | | | | | 2.99 | | | | | 1.99 | | | | | | | | |
| | Fresh Foods | | | | | | | | | | | | | | | | | | | | | | 10.00 | | |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | | | 2.92 | | |
| | Stoke's Market | n/i | | | | | | | 1.25 | | | | | | | | | | | | | | | 1.98 | |
| | Super 1 Foods | Hill's | | | | | | | | | | | | | | | | | | | | | | 5.98 | |
| | Walmart | n/i | | | | 2.94 | | | | | | | | | | | | | | | | | | | |
| Johnsonville | | | | | | | | | | | | | | | | | | | | | | 3.32 | | | |
| WFM Rocky Mount | n/i | | | 5.99 | | | | | | | | | | | | | | | | | | | | | |
| Yoke's Fresh Mrkt | Prairie Fresh | | | 2.99 | | | 3.49 | | 2.99 | | | | | | | | | | 2.99 | | | | | | |
| MT | Alb./Safe. Mount | n/i | | | 2.47 | | | | | | | | | | | | 1.99 | | | | | | | | |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | | | 3.33 | | |
| | Signature Café | | | | | | | | | | | | | | | | | | | | | | 7.27 | | |
| | Signature Farms | | | | | | | 2.49 | | | 2.99 | | | | | | | | | | | | | | |
| | Associated Food | Smithfield | | | | | 1.79 | | 1.99 | | | | | | 1.99 | | | | | | | | 3.33 | | |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | | | | | |
| | Family Foods | Prairie Fresh | | | 2.99 | | | 2.99 | | | | | | | 1.99 | | | | | | | | | | |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | | | 3.58 | | |
| | Harvest Foods | Longhorn | | | | | | | | | | | | | | | | | | | | | | 4.99 | |
| | Prairie Fresh | | | | 2.98 | | | | | | 2.48 | | | | | | | | 2.99 | 1.98 | | | | | |
| | IGA Markets | n/i | | 1.99 | | | | | | | | | | | | | | | | | | | 2.99 | | |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | | | 3.33 | | |
| | Lucky's Market | n/i | | | 2.77 | | | | 1.79 | | | | | | | | | | | | | | | | |
| Reynold's | n/i | | | | | | 1.29 | | 2.49 | | | | | | | | | 2.49 | | | | | | | |
| Rosauer's | Prairie Fresh | | | 2.99 | | | | | | | | | | | | | | | | | | | | | |
| Longhorn | | | | | | | | | | | | | | | | | | | | | | | 4.99 | | |
| Smart Foodservice | Chairman's Reserve | | | | | 1.99 | | | | | | | | | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Labor Day 2018

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 | n/i | | | 2.99 | | | | | | | 2.99 | | | | | 1.99 | | | | | |
| | Fresh Foods Johnsonville | | | | | | | | | | | | | | | | | | | | 10.00 | |
| | Stoke's Market | n/i | | | | | 1.25 | | | | | | | | | | | | | | 2.92 | |
| | Super 1 Foods | Hill's | | | | | | | | | | | | | | | | | | | 1.98 | |
| | SuperVALU Stores | n/i | | | | | | | | | 1.99 | | | | | 1.79 | | | | | 5.98 | |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | 4.16 | |
| Three Bears | n/i | | | | | | | | | | | | | | 2.59 | | | | | 1.79 | | |
| Walmart | n/i | | | | 2.94 | | | | | | | | | | | | | | | | 3.32 | |
| Johnsonville | | | | | | | | | | | | | | | | | | | | | 3.32 | |
| OR | 99 Ranch | n/i | | | 2.99 | | | | | | | | | | | | | | | | | |
| | Alb./Safe. NW | n/i | | | 2.99 | 2.99 | | 4.00 | 1.99 | | 1.99 | | | | | | | | | | | |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | 2.92 | |
| | Signature Farms | | | | | | | | | | | | | | | | | | | | 3.99 | |
| | Signature Café | | | | | | | | | | | | | | | | | | | | 9.59 | |
| | Associated Food | Smithfield | | | | | | 1.79 | | | | | | | | | | | | | 3.33 | |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | 3.33 | |
| | CenterPlace | Prairie Fresh | | | | | | | | | | | | | | | | | | | 1.98 | |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | 3.57 | |
| | Family Foods | Prairie Fresh | | | | | | 2.99 | | | | | | | | 1.99 | | | | | 3.57 | |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | 3.58 | |
| | Fred Meyer | n/i | | | | BOGO | | | | | | | 2.99 | | | | | | | | | |
| | Fresh Foods | Johnsonville | | | | | | | | | | | | | | | | | | | | 11.99 |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | | 2.92 |
| Grocery Outlet | Swift | | | | | | | | | | | | | | | | | | | | 2.99 | |
| Harvest Foods | Longhorn | | | | | | | | | | | | | | | | | | | | 1.98 | |
| Prairie Fresh | | | | | | | | | | | | | | | | | | | | | 2.98 | |
| H-Mart NW | n/i | | | | | | | | | | | | | | | | | | | | 2.98 | |
| IGA Markets | n/i | | | | | | | | | | | | | | | | | | | | 1.99 | |
| Johnsonville | | | | | | | | | | | | | | | | | | | | | 2.99 | |
| IGA Market Fresh | n/i | | | | | | | | | | | | | | | | | | | | 3.33 | |
| Johnsonville | | | | | | | | | | | | | | | | | | | | | 3.33 | |
| Johnsonville | | | | | | | | | | | | | | | | | | | | | 2.98 | |
| Johnsonville | | | | | | | | | | | | | | | | | | | | | 1.98 | |
| Johnsonville | | | | | | | | | | | | | | | | | | | | | 2.48 | |
| Johnsonville | | | | | | | | | | | | | | | | | | | | | 2.48 | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Labor Day 2018

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 | | | | | | | |
| OR (cont) | Market of Choice | Beeler's | A | | | | | | | | | | | | | | | | | | | | | |
| | | Carlton Farms | A | | 3.99 | | | | | | | | | | | | | | | | | | | |
| | | McKay's | Kretschmar | | | | | | | | | | | | | | | | | | | | 8.66 | |
| | | | n/i | | 3.49 | | | | | | | | | | | | | | | | | | | |
| | | Quality Food Cntr | n/i | | 2.99 | | | | | | | | | | | | | | | | | | | |
| | | | Fresh Foods | | | | | | | | | | | | | | | | | | | | | |
| | | Rays Food Place | n/i | | 2.99 | | | | | | | | | | | | | | | | | | | |
| | | | Smithfield | | 3.99 | 3.99 | | | | | | | | | | | | | | | | | | |
| | | | Johnsonville | | | | | | | | | | | | | | | | | | | | | 4.16 |
| | | Red Apple | Prairie Fresh | | 2.99 | | | | | | | | | | | | | | | | | | | |
| | | | Johnsonville | | | | | | | | | | | | | | | | | | | | | 3.33 |
| | | Rosauer's | Prairie Fresh | | 2.99 | | | | | | | | | | | | | | | | | | | |
| | | | Longhorn | | | | | | | | | | | | | | | | | | | | | 4.99 |
| | | Roth's | Carlton Farms | | 3.99 | 3.99 | | | | | | | | | | | | | | | | | | |
| | | | Smithfield | | 3.99 | 3.99 | | | | | | | | | | | | | | | | | | |
| | | | Johnsonville | | | | | | | | | | | | | | | | | | | | | 2.92 |
| | | Select Market | Kretschmar | | | | | | | | | | | | | | | | | | | | | 8.66 |
| | | n/i | | 2.88 | | | | | | | | | | | | | | | | | | | | |
| | | Johnsonville | | | | | | | | | | | | | | | | | | | | | 3.33 | |
| | Smart Foodservice | Chairman's Reserve | | | 1.99 | | | | | | | | | | | | | | | | | | | |
| | Thriftway of OR | Prairie Fresh | | 2.99 | | | | | | | | | | | | | | | | | | | | |
| | | Johnsonville | | | | | | | | | | | | | | | | | | | | | 3.33 | |
| | Walmart | n/i | | 2.94 | | | | | | | | | | | | | | | | | | | | |
| | | Johnsonville | | | | | | | | | | | | | | | | | | | | | 3.32 | |
| | WFM 365 | n/i | A | 5.99 | | | | | | | | | | | | | | | | | | | | |
| | WFM Northwest | n/i | A | 5.99 | | | | | | | | | | | | | | | | | | | | |
| WA | 99 Ranch | n/i | | | 2.99 | | | | | | | | | | | | | | | | | | | |
| | Alb./Safe. NW | n/i | | | 2.99 | 2.99 | | 4.00 | 1.99 | | 1.99 | | | | | | | | | | | | | |
| | | Johnsonville | | | | | | | | | | | | | | | | | | | | | 2.92 | |
| | | Signature Farms | | | | | | | | | | | | | | | | | | | | | 3.99 | |
| | | Signature Café | | | | | | | | | | | | | | | | | | | | | | 9.59 |
| | CenterPlace | Prairie Fresh | | | | | | | | | 1.98 | | | | | | | | | | | | | |
| | | Johnsonville | | | | | | | | | | | | | | | | | | | | | 3.57 | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Labor Day 2018

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 | | | | | | | | |
| WA (cont) | Family Foods | Prairie Fresh Johnsonville | A | | 2.99 | | | 2.99 | | | | | | | | 1.99 | | | | | | 3.58 | | | |
| | Fred Meyer | n/i | | | BOGO | | | | | | | | 2.99 | | | | | | | | | | | 11.99 | |
| | Fresh Foods Johnsonville | | | | | | | | | | | | | | | | | | | | | | 2.92 | | |
| | Grocery Outlet | Swift | | | | | 2.99 | | | | | | | | | | | | | | | | | | |
| | Haggen's | n/i | | | | 3.99 | | | 1.99 | | | | | | | | | | | | | | | | |
| | Harvest Foods | Longhorn | | | | | | | | | | | | | | | | | | | | | | 4.99 | |
| | Prairie Fresh Johnsonville | | | | | 2.98 | | | | | | | 2.48 | | | | | | | 2.99 | 1.98 | | | | |
| | H-Mart NW | n/i | | | | | | 2.98 | | | | | | | | | | | | | | | | | |
| | IGA Markets | n/i | | | 1.99 | | | | | | | | | | | | | | | | | | | 2.99 | |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | | | | 3.33 | |
| | IGA Market Fresh | n/i | | | | 2.98 | | | 1.98 | | | | | | | | 2.48 | | | | | | | | |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | | | | 3.32 | |
| | Metropolitan | n/i | | | | 6.99 | | | | | | | | | | | | | | | | | | | 4.99 |
| | Our Own | | | | | | | | | | | | | | | | | | | | | | | 4.58 | |
| | Isernio's | | | | | | | | | | | | | | | | | | | | | | | | |
| | Meyers Group IGA | Swift | | | 1.99 | | | | | | | 1.99 | | | | | | | | | | | | | 3.74 |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | | | | | |
| | Quality Food Cntr | n/i | | | | 2.99 | | | | | | | | | | | BOGO | | | | | | | | |
| | Fresh Foods | | | | | | | | | | | | | | | | | | | | | | | | 11.00 |
| | Rosauer's | Prairie Fresh | | | | 2.99 | | | | | | | | | | | | | | | | | | | |
| Longhorn | | | | | | | | | | | | | | | | | | | | | | | 4.99 | | |
| Saar's | n/i | | | | | 1.48 | | 0.99 | | | | 1.48 | | | | | | | | | | | | | |
| Select Market | Kretschmar | | | | | | | | | | | | | | | | | | | | | | 8.66 | | |
| n/i | | | | 2.88 | | | 1.99 | | | | | | | | 2.49 | | | | | | | | | | |
| Johnsonville | | | | | | | | | | | | | | | | | | | | | | | 3.33 | | |
| Smart Foodservice | Chairman's Reserve | | | | | 1.99 | | | | | | | | | | | | | | | | | | | |
| Super 1 Foods | Hill's | | | | | | | | | | | | | | | | | | | | | | 1.98 | | |
| n/i | | | | | | | | | | | | | | | | | | | | | | | 5.98 | | |
| The Markets | n/i | | 1.98 | BOGO | | | 2.48 | 1.78 | | | | | | | 2.98 | | 1.65 | | | | | | 1.98 | | |
| Carando | | | | | | | | | | | | | | | | | | | | | | | 2.98 | | |
| Market Kitchen | | | | | | | | | | | | | | | | | | | | | | | 10.66 | | |
| Johnsonville | | | | | | | | | | | | | | | | | | | | | | | 3.33 | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Labor Day 2018

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 | | | | | | |
| WA (cont) | Thriftway | Kretschmar | A | | | | | | | | | | | | | | | | | | 8.66 | | |
| | | Prairie Fresh Johnsonville | | 2.99 | | 1.99 | 2.49 | | | | | | | | | | | | | | | 3.33 | |
| | Thriftway of OR | Prairie Fresh Johnsonville | | 2.99 | | 1.99 | 2.49 | | | | | | | | | | | | | | | | 3.33 |
| | | Walmart | | n/i Johnsonville | 2.94 | | | | | | | | | | | | | | | | | | 3.32 |
| | WFM Northwest | n/i Johnsonville | | 5.99 | | | | | | | | | | | | | | | | | | | |
| | Yoke's Fresh Mrkt | Prairie Fresh | | 2.99 | | | | 3.49 | 2.99 | | | | | | | | | | 2.99 | | | | |
| WY | Alb./Safe. Denver | n/i Johnsonville | | 2.99 | 2.99 | | | | | | | | | 2.99 | | | | | 1.99 | | 3.33 | | |
| | | Premio | | | | | | | | | | | | | | | | | | | 3.00 | | |
| | | Signature Café | | | | | | | | | | | | | | | | | | | | 5.99 | |
| | Alb./Safe. Mount | n/i Johnsonville | | 2.47 | | | | | | | | | | | | | | 1.99 | | | | 3.33 | |
| | | Signature Café | | | | | | | | | | | | | | | | | | | | 7.27 | |
| | | Signature Farms | | | | | | 2.49 | | | 2.99 | | | | | | | | | | | | |
| | Associated Food | Smithfield | | | | | 1.79 | | | | | | | | | | | | | | | 3.33 | |
| | | Johnsonville | | | | | | | | | | | | | | | | | | | | | |
| | AW Grocers | n/i Johnsonville | 1.99 | 3.69 | | | | 1.49 | | 1.09 | | | | | 1.99 | 1.99 | | | | | | 2.91 | |
| | | Smithfield | | | | 1.40 | | | | | | | | | | | | | | | | 2.49 | |
| | Food Pride | Grandpa's | | | | | | | | | 1.99 | 1.99 | | | | | | | | | | | |
| | | Smithfield | | | | | | | | | | | | | | | | | | | | | |
| | | n/i Johnsonville | | 3.49 | | | | | | | | | | | | | | | | | | | |
| | IGA Markets | n/i Johnsonville | 1.99 | | | | | | | | | | | | | | | | | | | BOGO | |
| | | Johnsonville | | | | | | | | | | | | | | | | | | | | 2.99 | |
| King Soopers | n/i Johnsonville | | 2.99 | | | | | | | | | | | | | | | | | | 3.33 | | |
| | Fresh Foods | | | | | | | | | | | | | | | | | | | | | | |
| Lucky's Market | Johnsonville | | | | | | | | | | | | | | | | | | | | 2.92 | | |
| | n/i Johnsonville | A | 4.99 | | | | | 2.99 | | | | | | | | | | | | | | | |
| Ridley's Markets | n/i Johnsonville | | | | | | 1.79 | | | | | | | | | | | | | | 3.33 | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Labor Day 2018

prices in \$US per pound unless otherwise noted.

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 | Tri-Tip | 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> | Market 32 | Butcher's Promise | C | | | | | 4.99 | 7.99 | | | | | | | | | | | | | | | | | | |
| | | Angus | C | | | | | 6.99 | 9.99 | | | | | | | | | | | | | | | | | | |
| | Market 32 | | | | | | | | | | | | | | | | | | | | | 4.99 | 80% | | | | |
| | | | | | | | | | | | | | | | | | | | | | | | 5.29 | 85% | | | |
| | Price Chopper | Chiapetti | O | | | | | | | | | | | | | | | | | | | | | 9.49 | grass | | |
| | | Butcher's Promise | C | | | | | 4.99 | 7.99 | | | | | | | | | | | | | | | | | | |
| | Price Chopper | Angus | C | | | | | 6.99 | 9.99 | | | | | | | | | | | | | | | | | | |
| | | Market 32 | | | | | | | | | | | | | | | | | | | | | | | 4.99 | 80% | |
| | Price Chopper | Market 32 | | | | | | | | | | | | | | | | | | | | | | | | 5.29 | 85% |
| | | Chiapetti | O | | | | | | | | | | | | | | | | | | | | | | | 9.49 | grass |
| | Save-a-Lot | n/i | | | | 3.99 | | | | | | | | | | 2.39 | | | | | | | | | | value | |
| | | n/i | C | | | 5.99 | | | | | | | | | | | | | | | | | | | | value | |
| | ShopRite | n/i | C | | | 7.99 | 7.99 | | 8.99 | | | | | | | | | | | | | | | | | | |
| | | Angus | C | | | | | | | | | 2.39 | | | | | | | | | | | | | | | |
| | ShopRite | n/i | C | | | | | | | | | 2.89 | | | | | | | | | | | | | | | |
| | | Nature's Reserve | G | | | | | | | | | | | | | | | | | | | | | | | | |
| | Stew Leonard's | Farm Promise | A | | | | | | | | | | | | | | | | | | | | | | | | |
| | | n/i | | | | | | 5.99 | | | | | | | | | | | | | | | | | | | |
| | Stop & Shop | Stop & Shop | | | | | | | | | | | | | | | | | | | | | | | | 4.99 | 85% |
| | | Stop & Shop | | | | | | | | | | | | | | | | | | | | | | | | 3.99 | 80% |
| The Fresh Market | Butcher Shop | C | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Spring Crossing | G | | | | | | | | | | | | | | | | | | | | | | | | | |
| The Fresh Market | n/i | P | | | | | | | | | | | | | | | | | | | | | | | | | |
| | n/i | C | | | | | | | | | | | | | | | | | | | | | | | | | |
| Walmart | n/i | O | | | | | | | | | | | | | | | | | | | | | | | | | |
| | n/i | O | | | | | | | | | | | | | | | | | | | | | | | | | |
| WFM N. Atlantic | n/i | A | | | | | | | | | | | | | | | | | | | | | | | | | |
| | n/i | A | | | | | | | | | | | | | | | | | | | | | | | | | |
| WFM Northeast | n/i | A | | | | | | | | | | | | | | | | | | | | | | | | | |
| | n/i | A | | | | | | | | | | | | | | | | | | | | | | | | | |
| DC | ALDI | n/i | | | | | | | | | | | | 1.79 | | | | | | | | | | | | | |
| | | n/i | P | | 14.99 | | | | | | | | | | | | | | | | | | | | | | |
| | Giant Food | Butcher Shop | C | | | 5.99 | 5.99 | 6.99 | | | | | | | | | | | | | | | | | | value | |
| | | Butcher Shop | C | | | | | 7.99 | | | | | | | | | | | | | | | | | | | |
| Giant | Giant | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Nature's Promise | O | | | | | | 15.99 | | | | | | | | | | | | | | | | | 4.49 | 85% | |
| Nature's Promise | | | | | | | | | | | | | | | | | | | | | | | | | | grass | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Labor Day 2018

prices in \$US per pound unless otherwise noted.

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 | Tri-Tip | 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 <i>(cont)</i> | Harris Teeter | Harris Teeter | | | | | | | | | | | | | | | | | | | | | | | |
| | | Strauss | G | | 17.59 | | | | | | | | | | 1.99 | | | | | | | | | | |
| | | Safeway Eastern | n/i | C | | | | 5.99 | | | | | | | | | | | | | | | | value | |
| | | | n/i | | | | | | | | | | | | 2.99 | | | 3.99 | | | | | | | |
| | | Save-a-Lot | n/i | C | | | 9.99 | 9.99 | | | | | | | | | | | | | | | | value | |
| | | | n/i | | | | 3.99 | | | | | | | | | | | | | | | | | value | |
| | Walmart | n/i | C | | | 5.99 | | | | | | | | | | | | | | | | | value | | |
| | WFM Mid-Atlantic | n/i | O | | | | | | | | | | | | | | 5.98 | | | | | | | | |
| | | n/i | A | | | | | | | | | | | | | | | | | | | | | | |
| DE | ACME Markets | Lancaster Brand | C | | | 6.88 | 6.88 | | | | | | | | | | | | | | | | | value | |
| | | n/i | | | | | | | | | | | | | | | 3.49 | | 4.99 | | | | | | |
| | | ALDI | n/i | | | | | | | | | | | 1.79 | | | | | | | | | | | |
| | | Food Lion | n/i | P | | 14.99 | | | | | | | | | | | | | | | | | | | |
| | | | n/i | C | | 7.99 | | | | | | | | | | | | | | | | | | | |
| | | Fresh Grocer | n/i | | | | | | | | | | | | | | | | | | | | | | |
| | | | n/i | | | | | | | | | | | | | | | | | | | | | | |
| | | Giant Food | Butcher Shop | C | | | 5.99 | 5.99 | 6.99 | | | | | | | | | | | | | | | | value |
| | | | Butcher Shop | C | | | | | 7.99 | | | | | | | | | | | | | | | | |
| | | | Giant | | | | | | | | | | | | | | | | | | | | | | |
| | | | Nature's Promise | O | | | | | 15.99 | | | | | | | | | | | | | | 4.49 | | 85% grass |
| | | Great Valu Market | n/i | C | | | 5.99 | 5.99 | | | | | | | | | | | | | | | | | |
| | | | Angus | C | | | | | | | | | | | | | | | | | | | | | |
| | | Harris Teeter | Harris Teeter | | | | | | | | | | | | | | | | | | | | | | |
| | | | Strauss | G | | 17.59 | | | | | | | | | | | | | | | | | | | |
| | | IGA Stores NJ/PA | n/i | | | | | | | | | | | | | | | | | | | | | | |
| | | | n/i | C | 7.99 | | | | | | | | | | | | | | | | | | | | |
| | Lidl | n/i | O | | | | | | | | | | | | | | | | | | | | | grass | |
| | Redner's | Star Ranch | C | | | | | 5.98 | | | | | | | | | | | | | | | | value | |
| | | Star Ranch | C | | | | | 6.98 | | | | | | | | | | | | | | | | | |
| | Safeway Eastern | n/i | C | | | | | 5.99 | | | | | | | | | | | | | | | | value | |
| | | n/i | | | | | | | | | | | | | | | | | | | | | | | |
| | | n/i | C | | | 9.99 | 9.99 | | | | | | | | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Labor Day 2018

prices in \$US per pound unless otherwise noted.

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 | Tri-Tip | 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) | Food City Market | n/i | C | | | | | 6.99 | 4.99 | | | | | | | | | | | | | | | | |
| | | n/i | | | | | | | | | | | | 2.99 | | | | | | | | | | | |
| | Foodie's Market | Angus | C | 11.99 | | | | | | | | | | | | | | | | | | | | | |
| | Geissler's | Angus | C | | | 8.99 | 8.99 | | | | | | | | | | | | | | | | | | |
| | | n/i | | | | | | | | | | | | | | | | | | | | | | | |
| | Hannaford | Hannaford | C | | | | | | | | | | | | | | | | | | | | | | |
| | | Taste of Inspirations | C | | | | | | | | | | | | | | | | | | | 4.99 | 85% | | |
| | | Nature's Place | A | | | | | | 10.99 | | | | | | | | | | | | | | | | |
| | | Spring Crossing | G | | | | | | | | | | | | | | | | | | | | 5.49 | 85% | |
| | | n/i | | | | | | | | | | | | | | | | | | | | | 4.49 | 80% | |
| | Key Food | n/i | C | 5.99 | | 6.99 | 6.99 | | | | | | | | | | | | | | | | | | |
| | Market 32 | Butcher's Promise | C | | | | | 4.99 | 7.99 | | | | | | | | | | | | | | | | |
| | | Angus | C | | | | | 6.99 | 9.99 | | | | | | | | | | | | | | | 5.49 | |
| | | Market 32 | | | | | | | | | | | | | | | | | | | | | | 4.69 | |
| | | Market 32 | | | | | | | | | | | | | | | | | | | | | | 4.99 | 80% |
| | | Chiapetti | O | | | | | | | | | | | | | | | | | | | | | 5.29 | 85% |
| | Market Basket | n/i | C | | | | | | | | | | | | | | | | | | | | | 9.49 | grass |
| | McKinnon's | McKinnon's | C | | | | | | 11.99 | | 2.99 | | | | | | | | | | | | | | 2.99 |
| | | McKinnon's | P | | | | | | | 6.88 | | | | | | | | | | | | | | | |
| | Price Chopper | Butcher's Promise | C | | | | | 4.99 | 7.99 | | | | | | | | | | | | | | | | |
| | | Angus | C | | | | | 6.99 | 9.99 | | | | | | | | | | | | | | | | 5.49 |
| | | Market 32 | | | | | | | | | | | | | | | | | | | | | | | 4.69 |
| | | Market 32 | | | | | | | | | | | | | | | | | | | | | | | 4.99 |
| | Chiapetti | O | | | | | | | | | | | | | | | | | | | | | | 5.29 | 85% |
| Roche Bros. | Angus | C | | | | | 6.99 | | 8.99 | | | | | | | | | | | | | | | 9.49 | grass |
| | Local Harvest | A | | | | | | | | | | | | | | | | | | | | | | 5.99 | |
| | Spring Crossing | O | | | | | | | 15.99 | | | | | | | | | | | | | | | | |
| Save-a-Lot | n/i | | | | 3.99 | | | | | | | | | | | 2.39 | | | | | | | | | |
| | n/i | C | | | 5.99 | | | | | | | | | | | | | | | | | | | | |
| Shaw's | n/i | | | | | | | | | | | | | | | | | | | | | | | | |
| | n/i | C | | | | | 8.99 | | 6.99 | | | | | | | | | | | | | | | | 3.99 |
| | Open Nature | G | | | | | | | | | | | | | | | 5.00 | 3.99 | | | | | | | |
| Star Market | n/i | C | | | 5.88 | 5.88 | | | | | | | | | | | | | | | | | | | |
| | Open Nature | G | | | | | | | | | | | | | | | 5.00 | 3.99 | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Labor Day 2018

prices in \$US per pound unless otherwise noted.

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 | Tri-Tip | 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) | Stop & Shop | Stop & Shop | | | | | | | | | | | | | | | | | | | 4.99 | 85% | |
| | | Stop & Shop | | | | | | | | | | | | | 3.49 | | | | | | | 3.99 | 80% |
| | | Butcher Shop | C | | | | | | | 1.99 | | | | | | | | | | | | | |
| | | Spring Crossing | G | | | | | | | | | | | | | 5.99 | | | | | | | AU |
| | | The Fresh Market | n/i | P | | | | | 14.99 | | | | | | | | | | | | | | |
| | | | n/i | C | | | | | 12.99 | | | | | | | | | | | | | | |
| | | Trucchi's | n/i | C | | | | | | 4.49 | | | | | | | | | | | | | |
| | | | Angus | C | 8.99 | | | | | | | | | | | | | | | | | | |
| | | Walmart | n/i | O | | | | | | | | | | | | 5.98 | | | | | | | |
| | | Wegman's | Wegman's | O | 11.99 | | 12.49 | | 7.49 | 6.59 | | 11.99 | | | 3.99 | 2.49 | 4.49 | 2.99 | 5.99 | | | 3.49 | 80% |
| | | Wegman's | A | | 18.99 | | | | | | | | | 5.99 | | | | | | | | | |
| | | Wegman's | C | | | | | | 7.59 | | | | | | | | | | | | | | |
| | | Wegman's | O | | | | | | | | | | | | | | | 6.79 | | | | grass | |
| | WFM N. Atlantic | n/i | A | | | | | 11.99 | | | | | | | | | | | | | | | |
| MD | ACME Markets | Lancaster Brand | C | | | 6.88 | 6.88 | | | | | | | | 3.49 | | 4.99 | | | | | value | |
| | | n/i | | | | | | | | | | | | | | | | | | | | | |
| | | ALDI | n/i | | | | | | | | | | 1.79 | | | | | | | | | | |
| | | | n/i | P | 14.99 | | | | | | | | | | | | | | | | | | |
| | | Food Lion | n/i | C | 7.99 | | | | | | | | | | | | | | | | | | |
| | | | n/i | | | | | | | | | | | | | | | | | | | | |
| | | Giant Eagle | n/i | | | | | | | | | | | | | 2.49 | | | | | | | |
| | | | n/i | C | | | | | 7.99 | | | | | | | | | | | | | | |
| | | | Thomas Farms | O | | | | | | | | | | | | | 4.99 | | | | | | grass |
| | | Giant Food | Butcher Shop | C | | | 5.99 | 5.99 | 6.99 | | | | | | | | | | | | | | value |
| | | | Butcher Shop | C | | | | | 7.99 | | | | | | | | | | | | | | |
| | | | Giant | | | | | | | | | | 1.99 | | | | | | | | | 4.49 | 85% |
| | | | Nature's Promise | O | | | | | 15.99 | | | | | | | | | | | | | | grass |
| | | Graul's Market | n/i | | | | | | | | | | | | | | 4.99 | | | | | | |
| | | Great Valu Market | n/i | C | | | 5.99 | 5.99 | | | | | | | | 2.99 | | | | | | | |
| | | | Angus | C | | | | | | | | | | | | | | | | | | | |
| | Harris Teeter | Harris Teeter | | | | | | | | | | | | | | 1.99 | | | | | | | |
| | | Strauss | G | | 17.59 | | | | | | | | | | | | | | | | | | |
| | IGA Stores NJ/PA | n/i | | | | | | | | | | | | | | | | | | | | | |
| | | n/i | C | 7.99 | | | | | | | | | | | | 3.99 | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Labor Day 2018

prices in \$US per pound unless otherwise noted.

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 | Tri-Tip | 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) | Martin's Food | n/i | | | | | | | | | | | | | | | | | | | | | | |
| | Butcher Shop | C | | | 5.77 | | | | | | | | | | | | | | | | | | value | |
| | Nature's Promise | O | | 17.25 | | | 17.25 | | | | | | | | | | | | | | | | grass | |
| | Redner's | Star Ranch | C | | | | 5.98 | | | | | | | | | | | | | | | | value | |
| | Star Ranch | C | | | | | 6.98 | | | 3.48 | | | | | | | | | | | | | value | |
| | Safeway Eastern | n/i | C | | | | 5.99 | | | | | | | | | | | | | | | | value | |
| | n/i | | | | | | | | | | | | | | 2.99 | | 3.99 | | | | | | | |
| | n/i | C | | | 9.99 | 9.99 | | | | | | | | | | | | | | | | | | value |
| | Save-a-Lot | n/i | | | 3.99 | | | | | | | | | | | | 2.39 | | | | | | | value |
| | n/i | C | | | 5.99 | | | | | | | | | | | | | | | | | | | value |
| | Shop'n Save | Star Ranch | C | | | | | 7.98 | 5.99 | 3.99 | | | | | | | 2.48 | | | | | | | value |
| | Shoppers | n/i | C | | | 7.99 | | | | | | | | | | | 2.99 | | | | | | | value |
| | n/i | | | | | | | | | | | | | | | | 2.99 | | | | | | | |
| | ShopRite | n/i | C | | | 7.99 | 7.99 | | 8.99 | | 2.39 | | | | | | | | | | | | | |
| | Angus | C | | | | | | | | | 2.89 | | | | | | 2.99 | | | | | | | |
| | n/i | | | | | | | | | | | | | | | | 2.49 | | 3.29 | | | | | |
| | Nature's Reserve | G | | | | | | | | | | | | | | 3.99 | | | | | | | | AU |
| | Farm Promise | A | | | | | | | | | | 6.99 | | | | | | | | | | | | |
| | ShurSave | n/i | | | | | | | | | | | | | | 3.49 | 2.99 | | | | | | | |
| | Angus | C | | | | 10.99 | 10.99 | | | | 3.99 | | | | | | | | | | | | | |
| | Laura's Lean | A | | | | | | | | | | | | | | | | | | | | | 7.99 | 92% |
| | Sprout's Market | n/i | G | | | | | | | | | | | | | | | 3.99 | | | | | | |
| | The Fresh Market | n/i | P | | | | | | | | | 14.99 | | | | | | | | | | | | |
| n/i | | C | | | | | | | | | 12.99 | | | | | | | | | | | | | |
| Walmart | n/i | O | | | | | | | | | | | | | | | 5.98 | | | | | | | |
| Wegman's | Wegman's | | 11.99 | | | 12.49 | | 7.49 | 6.59 | | | | | | 3.99 | 2.49 | 4.49 | 2.99 | 5.99 | | | 3.49 | 80% | |
| Wegman's | Wegman's | A | | 18.99 | | | | | | | | | | | | 5.99 | | | | | | | | |
| Wegman's | Wegman's | C | | | | | | | 7.59 | | | | | | | | | | | | | | | |
| Wegman's | Wegman's | O | | | | | | | | | | | | | | | | | | | | | | |
| Weis Markets | Angus | C | | | | | | 4.98 | | | | | | | 4.99 | | | | | | | 4.99 | grass | |
| Weis | Weis | G | | | | | | | 4.98 | | | | | | | | | | | | | | 85% | |
| n/i | | | | | | | | | | | | | | | | 2.88 | | | | | | | | |
| WFM Mid-Atlantic | n/i | A | | | | | | | | | 11.99 | | | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Labor Day 2018

prices in \$US per pound unless otherwise noted.

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 | Tri-Tip | 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 | AG New England | n/i | | | | | | | | | | | | | | | | | | | | | | |
| | | n/i | S | | | | | 5.99 | | | | | | | | | 3.49 | | | | | | | |
| | Best Yet Market | n/i | | | 4.99 | | | | 5.99 | | | | | | | | | | | | | | | |
| | Food City Market | n/i | C | | | | | 6.99 | 4.99 | | | | | | | | | | | | | | | |
| | | n/i | | | | | | | | | | | | | 2.99 | | | | | | | | | |
| | Hannaford | Hannaford | C | | | | | | | | | 4.99 | | | | | | | | | | | | |
| | | Taste of Inspirations | C | | | | | | | | | 6.99 | | | | | | | | | | 4.99 | 85% | |
| | | Nature's Place | A | | | | | | 10.99 | | | | | | | | | | | | | | | |
| | | Spring Crossing | G | | | | | | | | | | | | | | | | | | | 5.49 | 85% | |
| | | n/i | | | | | | | | | | | | | | | | | | | | 4.49 | 80% | |
| | IGA Stores N.Eng | n/i | | | | 6.99 | | | | | 2.99 | | | | | | | | | | | | | |
| | | 1893 Premium | | | | 7.99 | | | | 4.99 | | | | | | | | | | | | | | |
| | Market Basket | n/i | C | | | | | | | | | 4.99 | | | | | | | | | | | | |
| | Save-a-Lot | n/i | C | | | 3.99 | | | | | | | | | 2.39 | | | | | | | | value | |
| | n/i | C | | | 5.99 | | | | | | | | | | | | | | | | | value | | |
| Shaw's | n/i | | | | | | | | | | | | | | | | | | | | | | | |
| | n/i | C | | | | | | 8.99 | 6.99 | | | | | | | | | | | | | 3.99 | | |
| | Open Nature | G | | | | | | | | | | | | | | 5.00 | 3.99 | | | | | | | |
| Walmart | n/i | O | | | | | | | | | | | | | | 5.98 | | | | | | | | |
| WFM N. Atlantic | n/i | A | | | | | | | 11.99 | | | | | | | | | | | | | | | |
| NH | AG New England | n/i | | | | | | | | | | | | | | | | | | | | | | |
| | | n/i | S | | | | | | 5.99 | | | | | | | | | 3.49 | | | | | | |
| | ALDI | n/i | | | | | | | | | | | 1.79 | | | | | | | | | | | |
| | | n/i | P | | | 14.99 | | | | | | | | | | | | | | | | | | |
| | Hannaford | Hannaford | C | | | | | | | | | 4.99 | | | | | | | | | | | | |
| | | Taste of Inspirations | C | | | | | | | | | 6.99 | | | | | | | | | | 4.99 | 85% | |
| | | Nature's Place | A | | | | | | 10.99 | | | | | | | | | | | | | | | |
| | | Spring Crossing | G | | | | | | | | | | | | | | | | | | | 5.49 | 85% | |
| | | n/i | | | | | | | | | | | | | | | | | | | | 4.49 | 80% | |
| | IGA Stores N.Eng | n/i | | | | 6.99 | | | | | 2.99 | | | | | | | | | | | | | |
| | Market Basket | n/i | C | | | | | | | | | 4.99 | | | | | | | | | | | | |
| | McKinnon's | McKinnon's | C | | | | | | | 11.99 | | | | | | 2.99 | | | | | | | | |
| | | McKinnon's | P | | | | | | | | 6.88 | | | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Labor Day 2018

prices in \$US per pound unless otherwise noted.

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 | Tri-Tip | 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) | Price Chopper | Butcher's Promise | C | | | | | 4.99 | 7.99 | | | | | | | | | | | | | | | | |
| | | Angus | C | | | | | 6.99 | 9.99 | | | | | | | | 5.49 | | | | | | | | |
| | | Market 32 | | | | | | | | | | | | | | | 4.69 | | | | 4.99 | | 80% | | |
| | | Market 32 | | | | | | | | | | | | | | | | | | | 5.29 | | 85% | | |
| | Save-a-Lot | Chiapetti | O | | | | | | | | | | | | | | 9.49 | | | | | | | grass value value | |
| | | n/i | | | | 3.99 | | | | | | | | | | | | 2.39 | | | | | | | |
| | Shaw's | n/i | C | | | 5.99 | | | | | | | | | | | | | | | | | | | |
| | | n/i | C | | | | | | | | | | | | | | | | | | | | | | |
| | Walmart | n/i | C | | | | | 8.99 | | 6.99 | | | | | | | | | | | | | 3.99 | | |
| | | Open Nature | G | | | | | | | | | | | | | | 5.00 | 3.99 | | | | | | | |
| WFM N. Atlantic | n/i | O | | | | | | | | | | | | | 5.98 | | | | | | | | | | |
| | | n/i | A | | | | | | | | | | | | | | | | | | | | | | |
| NJ | ACME Markets | Lancaster Brand | C | | | 6.88 | 6.88 | | | | | | | | | | | | | | | | value | | |
| | | n/i | | | | | | | | | | | | | | | 3.49 | | 4.99 | | | | | | |
| | AF Basket | n/i | | | | | | | | | | | | | | | 2.77 | | | | | | | | |
| | ALDI | n/i | | | | | | | | | | | 1.79 | | | | | | | | | | | | |
| | | n/i | P | | 14.99 | | | | | | | | | | | | | | | | | | | | |
| | Associated | n/i | C | | | | | | 4.99 | 2.99 | | | | | | | | | | | | | | | |
| | Best Market | n/i | | | | | | | 3.77 | | | | | | | | 3.47 | 1.97 | | | | 3.47 | 80% | | |
| | | Angus | C | 6.97 | | | | | | 4.97 | | | | | | | | | | | | | | | |
| | | Thomas Farms | G | | | | | | | 7.97 | | | | | | | | | | | | | | AU | |
| | Bravo | n/i | | | | | | | | | | | | | | | 3.69 | | 4.99 | | | | | | |
| | | Kobe | | | | | | | | | | | | | | | | | 8.99 | | | | | | |
| | Compare Foods | n/i | C | | | | | 6.99 | | | | | | | | | | | | | | | | | |
| | C-Town | n/i | C | | | | | | | 4.99 | | | | | | | | | | | | | | | |
| | Fairway Market | n/i | P | | | | | 8.99 | | | | | | | | | | | | | | | | | |
| | | n/i | C | | | | | | | | | | | | | | | 2.99 | | | | | | | |
| | Fine Fare | n/i | | | | | 6.99 | | | | | | | | | | | | | | | | | | |
| | Food Bazaar | n/i | C | 9.99 | | | | | | 7.99 | | | | | | | | | | | | | | value | |
| | Foodtown | Rancher's Legend | C | | | | | | | | | | | | | | | | | | | | | | |
| | Green Way | A | | | | | | | | | | | | | | | | | | | | | | | |
| | Steakhouse Elite | G | | | | | | | | | | | | | | | | 8.99 | 5.99 | | | | | | |
| Great Valu Market | n/i | C | | | 5.99 | 5.99 | | | | | | | | | | | 2.99 | | | | | | | | |
| | Angus | C | | | | | | | | | | | | | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Labor Day 2018

prices in \$US per pound unless otherwise noted.

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 | Tri-Tip | 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) | IGA Stores NJ/PA | n/i | | | | | | | | | 2.99 | | | | | | | | | | | | | | |
| | | n/i | C | 7.99 | | | | | | | | | | | | | 3.99 | | | | | | | | |
| | Key Food | n/i | C | 5.99 | | 6.99 | 6.99 | | | | | | | | | | | | | | | | | | |
| | Kings Food Market | n/i | A | | | | | | | | | | | | | | | 5.49 | | | | | | local | |
| | | n/i | P | | | | | | | | | 13.99 | | | | | | | | | | | | | |
| | Steakhouse Elite | | G | | | | | | | | | | | | | | 8.99 | | | | | | | | |
| | Lidl | n/i | O | | | | | | | | | | | | | | 5.49 | | | | | | | | grass |
| | McCaffrey's | Angus | C | | | 9.99 | 9.99 | | | | | 3.99 | | | | | 3.99 | | | | | | | | grass |
| | Met Foods | n/i | C | | | | | 6.99 | | | | 2.99 | | | | | | | | | | | | | |
| | Morton Williams | n/i | C | | | | | | | | | 3.99 | | | | | | | | | | | | | |
| | Murphy's Market | Angus | C | 9.99 | | | | | | | | | | | 4.59 | | | | | | | | | | |
| | Pioneer | n/i | C | | | | | | | | | 6.99 | | | | | | | | | | | | | |
| | Save-a-Lot | n/i | | | | 3.99 | | | | | | | | | | | 2.39 | | | | | | | | value |
| | | n/i | C | | | 5.99 | | | | | | | | | | | | | | | | | | | value |
| | ShopRite | n/i | C | | | 7.99 | 7.99 | | | | | 8.99 | | | | | | | | | | | | | |
| | | Angus | C | | | | | | | | | | | | | | 2.99 | | | | | | | | |
| | | n/i | | | | | | | | | | | | | | | 2.49 | | | 3.29 | | | | | |
| | | Nature's Reserve | G | | | | | | | | | | | | 3.99 | | | | | | | | | | AU |
| | | Farm Promise | A | | | | | | | | | 6.99 | | | | | | | | | | | | | |
| | Stop & Shop | Stop & Shop | | | | | | | | | | | | | | | | | | | | | | 4.99 | 85% |
| | | Stop & Shop | | | | | | | | | | | | | | | 3.49 | | | | | | | 3.99 | 80% |
| | | Butcher Shop | C | | | | | | | | | | 1.99 | | | | | | | | | | | | |
| | | Spring Crossing | G | | | | | | | | | | | | | | | | 5.99 | | | | | | AU |
| | Supremo Food | n/i | S | | | | | | | | | | | | | | 2.99 | | | | | | | | |
| | | n/i | C | 8.99 | | | | | | | | | | | | | | | | | | | | | |
| | The Fresh Market | n/i | P | | | | | | | | | | | | | | | | | | | | | | |
| | | n/i | C | | | | | | | | | | | | | | | | | | | | | | |
| | Uncle Giuseppe's | Sterling Silver | C | 8.99 | | | | | | | | | | | | | | | | | | | | | |
| Walmart | n/i | O | | | | | | | | | | | | | | | | | | | | | | | |
| Wegman's | Wegman's | | 11.99 | | | 12.49 | | 7.49 | 6.59 | | | | | | 3.99 | 2.49 | 4.49 | 2.99 | 5.99 | | | | 3.49 | 80% | |
| | Wegman's | A | | | 18.99 | | | | | | | | | | 5.99 | | | | | | | | | | |
| | Wegman's | C | | | | | | | 7.59 | | | | | | | | | | | | | | | | |
| | Wegman's | O | | | | | | | | | | | | | | | | | 6.79 | | | | | grass | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Labor Day 2018

prices in \$US per pound unless otherwise noted.

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 | Tri-Tip | 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) | Weis Markets | Angus | C | | | | | 4.98 | | | | | | | 4.99 | | | | | | | 4.99 | 85% | | |
| | | Weis | G | | | | | | 4.98 | | | | | | | 2.88 | | | | | | | | | |
| | | WFM Mid-Atlantic | n/i | A | | | | | | 11.99 | | | | | | | | | | | | | | | |
| | | WFM Northeast | n/i | A | | | | | | 11.99 | | | | | | | | | | | | | | | |
| NY | ACME Markets | Lancaster Brand | C | | | 6.88 | 6.88 | | | | | | | | | | | | | | | | value | | |
| | | n/i | | | | | | | | | | | | | 3.49 | | 4.99 | | | | | | | | |
| | | AF Basket | n/i | | | | | | | | | | | | 2.77 | | | | | | | | | | |
| | | AG New England | n/i | | | | | | | | | | | | | | 3.49 | | | | | | | | |
| | | n/i | S | | | | | | 5.99 | | | | | | | | | | | | | | | | |
| | | ALDI | n/i | | | | | | | | | | | 1.79 | | | | | | | | | | | |
| | | n/i | P | | 14.99 | | | | | | | | | | | | | | | | | | | | |
| | | Associated | n/i | C | | | | | | 4.99 | 2.99 | | | | | | | | | | | | | | |
| | | Best Market | n/i | | | | | | | 3.77 | | | | | | 3.47 | 1.97 | | | | | 3.47 | 80% | | |
| | | | Angus | C | 6.97 | | | | | 4.97 | | | | | | | | | | | | | | | |
| | | | Thomas Farms | G | | | | | | 7.97 | | | | | | | | | | | | | | AU | |
| | | Big M | 1893 Premium | | | | | | | | 4.99 | | | | | 2.69 | | | | | | | | | |
| | | Bravo | n/i | | | | | | | | | 3.99 | | | | 3.69 | | 4.99 | | | | | | | |
| | | | Kobe | | | | | | | | | | | | | | | 8.99 | | | | | | | |
| | | Cherry Valley | Chairman's Reserve | | | | | | | | | | | | | | 2.99 | | | | | | | | |
| | | Compare Foods | n/i | C | | | | | 6.99 | | | 2.99 | | | | | | | | | | | | | |
| | | C-Town | n/i | C | | | | | | | 4.99 | | | | | | | | | | | | | | |
| | | D'Agostino's | Hereford | C | 12.99 | | | | | | | | | | | | | | | | | | | | |
| | | DeCiccio Family | Sterling Silver | | | | | | | 7.99 | | | | | | | | | | | | | | value | |
| | | | Sterling Silver | | | | | | | 8.99 | | | | | | | | | | | | | | | |
| | | Dakota | O | | | | | | | | | | | | | | 11.99 | | | | 12.99 | 85% | | | |
| | DeCiccio & Sons | Pineland Farms | A | | | | | | | | 6.99 | | | | | | | | | | | | | | |
| | Fairway Market | n/i | P | | | | | | 8.99 | | | | | | | | | | | | | | | | |
| | | n/i | C | | | | | | | | | | | | 2.99 | | | | | | | | | | |
| | Fine Fare | n/i | | | | | 6.99 | | | | | | | | | | | | | | | | | | |
| | Food Bazaar | n/i | C | 9.99 | | | | | 7.99 | | | | | | | | | | | | | | value | | |
| | Food Emporium | Chairman's Reserve | C | | | 9.99 | 9.99 | | | | | | | | | | | | | | | | | | |
| | | Thomas Farms | O | | | | | | | | | | | | | 7.99 | | | | | | | AU | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Labor Day 2018

prices in \$US per pound unless otherwise noted.

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 | Tri-Tip | 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 | WFM 365 | n/i | | | | | | 11.19 | | | | | | | | | | | | | | | |
| <i>(cont)</i> | WFM Northeast | n/i | A | | | | | 11.99 | | | | | | | | | | | | | | | |
| PA | ACME Markets | Lancaster Brand | C | | | 6.88 | 6.88 | | | | | | | | 3.49 | | 4.99 | | | | | value | |
| | ALDI | n/i | | | | | | | | | | 1.79 | | | | | | | | | | | |
| | | n/i | P | | 14.99 | | | | | | | | | | | | | | | | | | |
| | Associated | n/i | C | | | | | | 4.99 | 2.99 | | | | | | | | | | | | | |
| | Big M | 1893 Premium | | | 7.99 | | | | 4.99 | | | | | 2.69 | | | | | | | | | |
| | Boyers Food | n/i | | | | 4.97 | 4.97 | | 4.97 | 2.97 | | | | 2.97 | | | | | | | 4.97 | 80% | |
| | Bravo | n/i | | | | | | | | 3.99 | | | | 3.69 | | 4.99 | | | | | | | |
| | | Kobe | | | | | | | | | | | | | | 8.99 | | | | | | | |
| | Cash Saver | n/i | | | | | | 4.30 | | | | | | | | | | | | | | | |
| | Compare Foods | n/i | C | | | | | 6.99 | | 2.99 | | | | | | | | | | | | | |
| | C-Town | n/i | C | | | | | | 4.99 | | | | | | | | | | | | | | |
| | Family Owned | n/i | | | | | | 6.49 | | | | | | 2.99 | 2.49 | | | | | | 3.29 | 80% | |
| | | n/i | | | | | | 5.99 | | | | | | | | | | | | | | value | |
| | | Angus | C | | | 9.99 | 9.99 | | | | 3.69 | | | | | | | | | | | | |
| | Fine Fare | n/i | | | | | 6.99 | | | | | | | | | | | | | | | | |
| | Food Lion | n/i | C | | 7.99 | | | | | | | | | | | | | | | | | | |
| | | n/i | | | | | | | | | | | | | | | 4.49 | | | | | | |
| | Foodland | n/i | | | | | | | | | | | | 1.99 | | | | | | | 2.99 | 80% | |
| | | Star Ranch | | | | | | 6.99 | | | | | | | | | | | | | | | |
| | Foodtown | Rancher's Legend | C | | | | | | | 2.99 | | | | | | | | | | | | | |
| | | Green Way | A | | | | | | | | | | | | | | 5.99 | | | | | | |
| | | Steakhouse Elite | G | | | | | | | | | | | | | 8.99 | | | | | | | |
| | Fresh Grocer | n/i | | | | | | | | | | | 1.88 | | | | | | | | | | |
| | | n/i | C | | | | | | | | 3.99 | | | | | | | | | | | | |
| | Giant Eagle | n/i | | | | | | | | | | | | | 2.49 | | | | | | | | |
| | | n/i | C | | | | | 7.99 | | | | | | | | | | | | | | | |
| | | Thomas Farms | O | | | | | | | | | | | | | 4.99 | | | | | | grass | |
| | Giant Food Stores | n/i | | | | | | | | | | | | 1.88 | 3.99 | | | | | | | | |
| | | Butcher Shop | C | | | 5.77 | | | | | | | | | | | | | | | | value | |
| | | Nature's Promise | O | | 17.25 | | | 17.25 | | | | | | | | 6.49 | | | | | | grass | |

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Labor Day 2018

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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 | Tri-Tip | 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) | Gordon Food | n/i | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Halpern's | | | | | | | | 6.40 | | | | | | | | | | | | | | | | | | |
| | Great Valu Market | n/i | C | | 5.99 | 5.99 | | | | | 2.89 | | | | | | | | | | | | | | | | |
| | | Angus | | C | | | | | | | 3.19 | | | | | | | | | | | | | | | | |
| | Grocery Outlet | Thomas Farms | | G | | | | | | | | | | | | | | | | | | | 3.99 | 80% | | | |
| | Ideal Market | n/i | | | 6.99 | | | | | | | | 1.69 | | | | | | | | | | | | | | |
| | | n/i | | S | | | | | 5.99 | | | | | | | | | | | | | | | | | | |
| | IGA SpartanNash | n/i | | | | 3.99 | | | | | | | | | 2.59 | | | 3.99 | | | | | | | value | | |
| | | n/i | | | | | | | | | | | | | 2.39 | | | | 2.19 | | | | | | 2.89 | 80% | |
| | | n/i | | C | | | | | 8.99 | | | | | | | | | | | | | | | | | | |
| | IGA Stores NJ/PA | n/i | | | | | | | | | 2.99 | | | | | | | | | | | | | | | | |
| | | n/i | | C | 7.99 | | | | | | | | | | | | | 3.99 | | | | | | | | | |
| | Karns Foods | n/i | | | | | | | | | | | | | | | 2.99 | | 3.29 | | | | | | | | |
| | | n/i | | C | | 13.99 | | | 8.99 | 6.99 | | 3.59 | | | | | | | | | | | | | | | |
| | | n/i | | P | | | | | 11.99 | | | | | | | | | | | | | | | | | | |
| | Key Food | n/i | | C | 5.99 | 6.99 | 6.99 | | | | | | | | | | | | | | | | | | | | |
| | Kuhn's Market | n/i | | C | | 6.79 | 6.79 | | | | | | | | | | | | | | | | | | | value | |
| | | n/i | | C | | | | | | | 3.99 | | | | | | | | 3.59 | | | | | | | 3.99 | 85% |
| | Landis Market | n/i | | G | | 6.99 | 6.99 | | | | | | | | | | | | | | | | | | | AU | |
| | | Angus | | C | | | | | 8.99 | | 4.99 | | | | | | | | | | | | | | | | |
| | Martin's Food | n/i | | | | | | | | | | | | | | 1.88 | | 3.99 | | | | | | | | | |
| | | Butcher Shop | | C | | 5.77 | | | | | | | | | | | | | | | | | | | | value | |
| | | Nature's Promise | | O | | 17.25 | | | 17.25 | | | | | | | | | | 6.49 | | | | | | | grass | |
| | McCaffrey's | Angus | | C | | 9.99 | 9.99 | | | | 3.99 | | | | | | | | 3.99 | | | | | | | value | |
| | Pioneer | n/i | | C | | | | | 6.99 | | 2.99 | | | | | | | | | | | | | | | | |
| | Price Chopper | Butcher's Promise | | C | | | | | 4.99 | 7.99 | | | | | | | | | | | | | | | | | |
| | | Angus | | C | | | | | 6.99 | 9.99 | | | | | | | | | 5.49 | | | | | | | | |
| | | Market 32 | | | | | | | | | | | | | | | | | 4.69 | | | | | | | 4.99 | 80% |
| | Market 32 | | | | | | | | | | | | | | | | | | | | | | | | | 5.29 | 85% |
| | Chiapetti | | O | | | | | | | | | | | | | | | 9.49 | | | | | | | | grass | |
| Redner's | Star Ranch | | C | | | | | 5.98 | | | | | | | | | | | | | | | | | | value | |
| | Star Ranch | | C | | | | | 6.98 | | 3.48 | | | | | | | | | | | | | | | | | |
| Save-a-Lot | n/i | | | | 3.99 | | | | | | | | | | | | 2.39 | | | | | | | | | value | |
| | n/i | | C | | 5.99 | | | | | | | | | | | | | | | | | | | | | value | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Labor Day 2018

prices in \$US per pound unless otherwise noted.

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 | Tri-Tip | 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) | Shop'n Save | Star Ranch | C | | | | | 7.98 | 5.99 | 3.99 | | | | | 2.48 | | | | | | | | | | |
| | ShopRite | n/i | C | | | 7.99 | 7.99 | 8.99 | | | 2.39 | | | | | | | | | | | | | | |
| | | Angus | C | | | | | | | | 2.89 | | | | 2.99 | | | | | | | | | | |
| | | n/i | | | | | | | | | | | | | 2.49 | | | 3.29 | | | | | | | |
| | | Nature's Reserve | G | | | | | | | | | | | | 3.99 | | | | | | | | | AU | |
| | | Farm Promise | A | | | | | | | | 6.99 | | | | | | | | | | | | | | |
| | | ShurSave | n/i | | | | | | | | | | | | 3.49 | 2.99 | | | | | | | | | |
| | | Angus | C | | | 10.99 | 10.99 | | | | 3.99 | | | | | | | | | | | | | | |
| | | Laura's Lean | A | | | | | | | | | | | | | | | | | | | | 7.99 | 92% | |
| | | ShurSave - NE PA | ShurSave | | | 5.99 | 5.99 | | | | | | | | | 2.49 | | | | | | | | | |
| | | Angus | C | | | 8.99 | 8.99 | | | | | | | | | | | | | | | | | | value |
| | | Angus | C | | | | | | | | 3.99 | | | | | | | | | | | | | | value |
| | | Sparkle Market | n/i | C | | | 5.99 | 5.99 | | | | | | | | | | | | | | | | 4.99 | value |
| | | n/i | | | | | | | | | | | | | | | | | | | | | | | 80% |
| | | n/i | | O | | | | | | | | | | | | | | 4.99 | | | | | | | grass |
| | | Supremo Food | n/i | S | | | | | | | | | | | | 2.99 | | | | | | | | | |
| | | n/i | | C | 8.99 | | | | | | | | | | | | | | | | | | | | |
| | | The Fresh Market | n/i | P | | | | | 14.99 | | | | | | | | | | | | | | | | |
| | | n/i | | C | | | | | 12.99 | | | | | | | | | | | | | | | | |
| | | Tops Markets | n/i | | | | | | | | | | | | | | | 2.99 | 2.99 | | | | | | |
| | Tops | C | 6.99 | | | | | | | | 3.99 | | | | | | | | | | | | | | |
| | Verde Farms | O | | | | | | | | | | | | | | | | | | | | | 7.99 | grass | |
| | Walmart | n/i | O | | | | | | | | | | | | | | | | | | | | 5.98 | | |
| | Wegman's | Wegman's | | 11.99 | | | 12.49 | 7.49 | 6.59 | | | 11.99 | | | 3.99 | 2.49 | 4.49 | 2.99 | 5.99 | | | | 3.49 | 80% | |
| | | Wegman's | A | | 18.99 | | | | | | | | | | 5.99 | | | | | | | | | | |
| | | Wegman's | C | | | | | | 7.59 | | | | | | | | | | | | | | | | |
| | | Wegman's | O | | | | | | | | | | | | | | | | | | | | 6.79 | grass | |
| | Weis Markets | Angus | C | | | | | 4.98 | | | | | | 4.99 | | | | | | | | | 4.99 | 85% | |
| | | Weis | G | | | | | | 4.98 | | | | | | | | | | | | | | | | |
| | | n/i | | | | | | | | | | | | | 2.88 | | | | | | | | | | |
| | WFM Mid-Atlantic | n/i | A | | | | | | 11.99 | | | | | | | | | | | | | | | | |
| RI | Adams IGA | n/i | C | | | | | | | | 1.99 | | | | | | | | | | | | | | |
| | | Angus | P | | | | | | 5.99 | | | | | | | | | | | | | | | | |
| | | Vermont | G | | | | | | | | | | | | | | 6.99 | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Labor Day 2018

prices in \$US per pound unless otherwise noted.

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 | Tri-Tip | 73-75% | | 80%/Chuck | | 85-90% | | 93-95% | | | Sirloin | Patties | | | |
| | | | | bone-in | bnls | | | bone-in | bnls | | | | reg | value | reg | value | reg | value | reg | value | | | | | | |
| RI (cont) | AF Basket | n/i | | | | | | | | | | | | | 2.77 | | | | | | | | | | | |
| | ALDI | n/i | | | | | | | | | | | 1.79 | | | | | | | | | | | | | |
| | Associated | n/i | P | | 14.99 | | | | | | | | | | | | | | | | | | | | | |
| | Bravo | n/i | C | | | | | | 4.99 | 2.99 | | | | | | | | | | | | | | | | |
| | Daves Marketplace | Kobe | n/i | | | | | | | | | | | | | | | | | | | | | | | |
| | | n/i | C | | | 8.99 | 8.99 | | | | | | | | | | | | 2.99 | 3.99 | | | 0.05 | 86% | | |
| | Save-a-Lot | n/i | C | | | 3.99 | | | | | | | | | | | | | | | | | value | | | |
| | Shaw's | n/i | C | | | 5.99 | | | | | | | | | | | | | | | | | | value | | |
| | | n/i | C | | | | | | 8.99 | 6.99 | | | | | | | | | | | | | | | | |
| | Stop & Shop | Open Nature | n/i | G | | | | | | | | | | | | | | | | | | | | | | |
| | | Stop & Shop | n/i | | | | | | | | | | | | | | | | | | | | | 4.99 | 85% | |
| | | Stop & Shop | n/i | | | | | | | | | | | | | | | | | | | | | 3.99 | 80% | |
| Butcher Shop | n/i | C | | | | | | | | | | | | | | | | | | | | | | | | |
| | Spring Crossing | n/i | G | | | | | | | | | | | | | | | | | | | | | AU | | |
| Walmart | n/i | O | | | | | | | | | | | | | | | | | | | | | | | | |
| WFM N. Atlantic | n/i | A | | | | | | | | | | | | | | | | | | | | | | | | |
| VT | AG New England | n/i | | | | | | | | | | | | | | | | | | | | | | | | |
| | ALDI | n/i | S | | | | | | 5.99 | | | | | | | | | | | | | | | | | |
| | | n/i | P | | | 14.99 | | | | | | | | | | | | | | | | | | | | |
| | Food City Market | n/i | C | | | | | | 6.99 | 4.99 | | | | | | | | | | | | | | | | |
| | | n/i | | | | | | | | | | | | | | | | | | | | | | | | |
| | Hannaford | Hannaford | n/i | C | | | | | | | | | | | | | | | | | | | | | | |
| | | Taste of Inspirations | n/i | C | | | | | | | | | | | | | | | | | | | | | 4.99 | 85% |
| | | Nature's Place | n/i | A | | | | | | | | | | | | | | | | | | | | | | |
| | Spring Crossing | n/i | G | | | | | | | | | | | | | | | | | | | | | 5.49 | 85% | |
| | IGA Stores N.Eng. | n/i | | | | | | | | | | | | | | | | | | | | | | | 4.49 | 80% |
| 1893 Premium | | n/i | | | | | | | | | | | | | | | | | | | | | | | | |
| Price Chopper | Butcher's Promise | n/i | C | | | | | | | | | | | | | | | | | | | | | | | |
| | Angus | n/i | C | | | | | | | | | | | | | | | | | | | | | | | |
| Market 32 | n/i | | | | | | | | | | | | | | | | | | | | | | 4.99 | 80% | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Labor Day 2018

prices in \$US per pound unless otherwise noted.

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 | Tri-Tip | 73-75% | | 80%/Chuck | | 85-90% | | 93-95% | | | Sirloin | Patties | |
| | | | | bone-in | bnls | | | bone-in | bnls | | | | reg | value | reg | value | reg | value | reg | value | | | | |
| VT (cont) | Price Chopper (continued) | Market 32 | | | | | | | | | | | | | | | | | | | 5.29 | 85% grass | | |
| | | Chiapetti | O | | | | | | | | | | | | | | | | | | | | | |
| | | Shaw's | n/i | | | | | | | | | | | | | | | | | | | | | |
| | | | n/i | C | | | | 8.99 | | 6.99 | | | | | | | | | | | | | | |
| | | | Open Nature | G | | | | | | | | | | | | 5.00 | 3.99 | | | | | | | |
| | | Tops Markets | n/i | | | | | | | | | | | | | 2.99 | 2.99 | | | | | | | |
| | | | Tops | C | 6.99 | | | | | | | | | | | | | | | | | | | |
| | | Verde Farms | O | | | | | | | | | | | | | | | | | | | | | |
| | Walmart | n/i | O | | | | | | | | | | | | 5.98 | | | | | | | | grass | |

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 | Tri-Tip | 73-75% | | 80%/Chuck | | 85-90% | | 93-95% | | Sirloin | Patties | |
| | | | | bone-in | bnls | | | bone-in | bnls | | | | reg | value | reg | value | reg | value | reg | | | | value |
| SOUTHEASTERN U.S. - AL,FL,GA,KY,MS,NC,SC,TN,VA,WV | | | | | | | | | | | | | | | | | | | | | | | |
| AL | A&R Supermarket | n/i | | | | 5.47 | | | | | | | | 1.79 | | | | | | | | | |
| | ALDI | n/i | | | | | | | | | | | | 1.79 | | | | | | | | | |
| | Bruce's Foodland | n/i | P | | 14.99 | | | | | | | | | 2.19 | | | | | | | | | |
| | Cash Saver | n/i | C | 9.99 | | 6.99 | | | | | | | | | | 2.68 | | | | | | | |
| | | Black Angus | | | | 5.39 | | | | | | | | | | | | | | | | | |
| | | Cost Cutter | | | | 3.99 | | | | | | | | | | | | | | | | | |
| | Dollar General Mkt | n/i | | 8.95 | | | | | | | | | | 1.95 | | | | | | | | 3.95 | 80% |
| | Earth Fare | n/i | G | 8.99 | | | | 8.99 | | | | | | | | | 3.99 | | 4.99 | | 4.99 | | |
| | Food Giant | Black Canyon | | | 7.98 | | | | | | | | | | | | | | | | | 2.98 | value |
| | | n/i | | | | | | | | | | | | | | | | | | | | | 75% |
| | Gateway Foodland | n/i | | | | | | | | | | | | 1.89 | | | | | | | | | |
| | | Star Ranch | | | | 5.99 | | | | | | | | | | | | | | | | | value |
| | Greers Market | Black Angus | S | | | 6.59 | | | | | | | | | | | | | | | | | value |
| | | n/i | | | | 4.89 | | | | | | | | | | | | | | | | | value |
| | Hometown Market | Star Ranch | | | | 7.99 | | | | | | | | | | | | | | | | | |
| | | n/i | | | | | | | | | | | | 1.99 | | | | | | | | | |
| | Ingles Markets | Ingles | C | | | 6.98 | | 7.48 | | | | | | | | | | | | | | | |
| | | Harvest Farms | A | 13.98 | | | | | | | | | | | | | | | | | | | CH |
| | | n/i | | | | | | | | | | | | | | 2.98 | | | | | | | |
| | Kroger Atlanta | n/i | C | | 9.99 | | | | | | | | | | | | | | | | | | value |
| | | n/i | C | | | | | | | 5.99 | | | | | | | | | | | | | |
| | | Simple Truth | A | | | | | | | | | | | | | 4.99 | | | | | | | |
| | Kroger Nashville | n/i | C | | 8.99 | | | | | | | | | | | | | | | | | | value |
| | | Kroger | | | | | | | | | | | | 1.99 | | | | | | | | | |
| | | Simple Truth | O | | | | | | | | | | | | | | 6.99 | | | | | | |
| | Lucky's | n/i | | | | | | | | | | | | 2.18 | | | | | | | | | |
| | | Black Canyon | | | | | | | | | | | | | | | | | | | | | |
| | Mannings PW | n/i | S | | | | | | | | | | | | | | | | | | | | |
| | | Angus | C | | | | | | | | | | | | | | | | | | | | 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 | Tri-Tip | 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 <i>(cont)</i> | Piggly Wiggly Inc. | n/i | | | | | | | | | | | | | | | | | | | | | | | | |
| | | Angus | P | 18.99 | | | | 16.99 | | | | | | | | | | | | | | | | | | |
| | | Angus | C | | | | | | 8.99 | | | | | | | | | | | | | | | | | |
| | Publix | Publix | C | 7.99 | | | | | | | | | | | | | | | | | | | | | | |
| | | Publix | | | | | | | | | | | | | | | | | | | | | | | | |
| | | GreenWise | A | | | | | | 12.99 | | | | | | | | | | | | | | 4.49 | 80% | | |
| | | Maverick Ranch | O | | | | | | | | | | | | | | | | | | | | | | | |
| | PW Houchen's | n/i | | | | | | | | | | | | | | | | | | | | | | | | |
| | | Black Canyon | | | | 5.99 | | | | | | | | | | | | | | | | | | | | |
| | PW Homeland | n/i | | | | | | | | | | | | | | | | | | | | | | | | |
| | | n/i | S | | 8.99 | | | | | | | | | | | | | | | | | | | | | |
| | Ramey's | Black Angus | | 6.98 | | | | | | | | | | | | | | | | | | | | | | |
| | | n/i | | | | | | | | | | | | | | | | | | | | | | | | |
| | Rouses | n/i | | | | | | | | | | | | | | | | | | | | | | | | |
| | | n/i | S | 5.98 | | | | | | | | | | | | | | | | | | | | | | |
| | Save-a-Lot | n/i | | | | 3.99 | | | | | | | | | | | | | | | | | | | | |
| | | n/i | C | | | 5.99 | | | | | | | | | | | | | | | | | | | | |
| | Sprout's Market | n/i | G | | | | | | | | | | | | | | | | | | | | | | | |
| | The Fresh Market | n/i | P | | | | | | 14.99 | | | | | | | | | | | | | | | | | |
| | | n/i | C | | | | | | 12.99 | | | | | | | | | | | | | | | | | |
| United Grocery | n/i | | | | 3.99 | | | | | | | | | | | | | | | | | | | | | |
| Vowell's | Vowell's | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Black Canyon | S | | 8.99 | | | | | | | | | | | | | | | | | | | | | | |
| Walmart | n/i | O | | | | | | | | | | | | | | | | | | | | | | | | |
| Western Market | Angus | C | 9.99 | | | | | 8.99 | 8.99 | BOGO | | | | | | | | | | | | | | | | |
| | n/i | P | | | | | | 15.99 | | | | | | | | | | | | | | | | | | |
| WFM South | n/i | A | | | | | | 11.99 | | | | | | | | | | | | | | | | | | |
| Winn-Dixie | WD Brand | C | 5.99 | 10.99 | | | | | | | | | | | | | | | | | | | | | | |
| | WD Brand | C | 6.49 | 11.49 | | | | | | 4.49 | | | | | 3.49 | 2.99 | | | | | | | | | | |
| | Rancher's Home | | 4.99 | | 4.99 | | | 4.99 | | | | | | | | | | | | | | | | | | |
| FL | ALDI | n/i | | | | | | | | | | | | 1.79 | | | | | | | | | | | | |
| | | n/i | P | | 14.99 | | | | | | | | | | | | | | | | | | | | | |
| | Bravo | n/i | S | | | | | | | 3.48 | | | | | | | | | | | | | | | | |
| | n/i | | | | | | | | | | | | | 3.98 | | | | | | | | | | | | |

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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 | Tri-Tip | 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 (cont) | Dollar General Mkt | n/i | | 8.95 | | | | | | | | | 1.95 | | | | | | | | 3.95 | 80% | | | |
| | Doris Market | n/i | P | | | | 13.99 | | 7.99 | | | | | | | | | | | | | | | | |
| | | n/i | C | | | 5.79 | 5.79 | | | | | | | | 2.99 | | | | | | | | | | |
| | | Sterling Silver | n/i | C | | | | | | | 4.99 | | | | | | | | | | | | | | |
| | Earth Fare | n/i | G | 8.99 | | | | 8.99 | | | | | | | | | 3.99 | | 4.99 | | 4.99 | | | | |
| | Food Giant | Black Canyon | n/i | | | | | | | | | | | | | | | | | | | 4.98 | value | | |
| | Fresco y Mas | n/i | | | | | | | | | | | | | | | | | | | | | 2.98 | 75% value | |
| | | n/i | | C | | | 3.98 | | | | | | | | | | | | | | | | | | |
| | Gordon Food | n/i | | | | | | | | | | | | | | | | | | | | | | | |
| | | Halpern's | n/i | | | | | | | 6.40 | | | | | | | | | | | | | | | |
| | Greers Market | Black Angus | n/i | S | | | 6.59 | | | | | | | | | | | | | | | | | | |
| | | n/i | | | | | 4.89 | | | | | | | | | | | | | | | | | | |
| | Harris Teeter | Harris Teeter | n/i | | | | | | | | | | | | | | | | | | | | | | |
| | | Strauss | n/i | G | | | | | | | | | | | | | | | | | | | | | |
| | Harvey's | n/i | | | | | 17.59 | | | | | | | | | | | | | | | | | | |
| | | n/i | | | | | | | | | | | | | | | | | | | | | | | |
| | | n/i | | C | | | | | | | | | | | | | | | | | | | | | |
| | Hitchcock's | n/i | | | | | | | | | | | | | | | | | | | | | | | |
| | | Hitchcock's | n/i | | | | | | | | | | | | | | | | | | | | | | |
| | IGA Stores - FL | n/i | | | | | | | | | | | | | | | | | | | | | | | |
| | Angus | n/i | C | | | | | | | | | | | | | | | | | | | | | | |
| Lucky's Market | n/i | | C | 8.99 | | | | | | | | | | | | | | | | | | | | | |
| Milam's Market | Angus | n/i | C | | | | | | | | | | | | | | | | | | | | | | |
| | n/i | | | | | | | | | | | | | | | | | | | | | | | | |
| Publix | Publix | n/i | C | 7.99 | | | | | | | | | | | | | | | | | | | | | |
| | Publix | n/i | | | | | | | | | | | | | | | | | | | | | | | |
| | GreenWise | n/i | A | | | | | | | | | | | | | | | | | | | | | | |
| | Maverick Ranch | n/i | O | | | | | | | | | | | | | | | | | | | | | | |
| PW Houchen's | n/i | | | | | | | | | | | | | | | | | | | | | | | | |
| | Black Canyon | n/i | | | | | | | | | | | | | | | | | | | | | | | |
| Save-a-Lot | n/i | | | | | | | | | | | | | | | | | | | | | | | | |
| | n/i | | 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 | Tri-Tip | 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> | Scaff's Market | Preferred Angus | S | | 8.99 | | | | | | | | | | | | | | | | | | | |
| | | n/i | | | | | | | | | | | 1.79 | | 2.49 | | | | | | | | | |
| | Sedano's | Angus | C | | | | | 7.99 | | | | | | | | | | | | | | | | |
| | Sprout's Market | n/i | G | | | | | | | | | | | | | | 3.99 | | | | | | | |
| | The Fresh Market | n/i | P | | | | | | | | | | | | | | | | | | | | | |
| | | n/i | C | | | | | | | | | | | | | | | | | | | | | |
| | Walmart | n/i | O | | | | | | | | | | | | | | | 5.98 | | | | | | |
| | Western Beef | n/i | | | | | | | | | | | | | | | | | 3.99 | | | | | |
| | WFM Florida | n/i | A | | | | | | | | | | | | | | | | | | | | | |
| | Winn-Dixie | WD Brand | C | 5.99 | 10.99 | | | | | | | | | | | | | | | | | | value | |
| | | WD Brand | C | 6.49 | 11.49 | | | | | | 4.49 | | | | | 3.49 | 2.99 | | | | | | value | |
| | | Rancher's Home | | 4.99 | | 4.99 | | | 4.99 | | | | | | | | | | | | | | value | |
| GA | ALDI | n/i | | | | | | | | | | | | 1.79 | | | | | | | | | | |
| | | n/i | P | | 14.99 | | | | | | | | | | | | | | | | | | | |
| | Bi-Lo | Gold Star | C | 9.99 | 6.99 | | | | | | | | | | | | | | | | | | value | |
| | | Gold Star | C | 10.49 | 7.49 | | | | | | 4.49 | | | | | 3.49 | 2.99 | | | | | | | value |
| | | Rancher's Home | | 4.99 | | 4.99 | | | 4.99 | | | | | | | | | | | | | | | value |
| | Dollar General Mkt | n/i | | 8.95 | | | | | | | | | | 1.95 | | | | | | | | 3.95 | 80% | |
| | Earth Fare | n/i | G | 8.99 | | | | 8.99 | | | | | | | | | | 3.99 | | 4.99 | | 4.99 | | |
| | Food City | Food City | | | | | | | | | | | | | | | | | | | | | | |
| | | Angus | C | 8.99 | | | | | | | | | | | | | | | | | | | | value |
| | | Angus | C | 7.99 | | | | | | | | | | | | | | | | | | | | value |
| | Food Depot | n/i | S | | | 6.97 | | | | | 3.98 | | | | | | | | | | | | | |
| | | n/i | | | | | | | | | | | 1.88 | 1.88 | | | | | | | | | 2.98 | 75% |
| | Food Giant | Black Canyon | | | 7.98 | | | | | | | | | | | | | | | | | | 2.98 | 75% |
| | | n/i | | | | | | | | | | | | | | | | | | | | | 2.98 | 75% |
| | Food Lion | n/i | C | | 7.99 | | | | | | | | | | | | | | | | | | | |
| | | n/i | | | | | | | | | | | | | | | | | | | | | | |
| Food Pride | n/i | | | | | | | | | | | | | | | | | | | | | 2.49 | 73% | |
| Galaxy Foods | n/i | | | | | | | | | | | 2.58 | 1.98 | | | | | | | | | | | |
| | Tender Ridge | | | 7.98 | | | | | | | | | | | | | | | | | | | | |
| Harris Teeter | Harris Teeter | | | | | | | | | | | | | | | | | | | | | | | |
| | Strauss | G | | 17.59 | | | | | | | | | | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Labor Day 2018

prices in \$US per pound unless otherwise noted.

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 | Tri-Tip | 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 (cont) | The Fresh Market | n/i | P | | | | | 14.99 | | | | | | | | | | | | | | | |
| | | n/i | C | | | | | 12.99 | | | | | | | | | | | | | | | |
| | United Grocery | n/i | | | 3.99 | | | | | | | | | | | | | | | | | value | |
| | Walmart | n/i | O | | | | | | | | | | | | | 5.98 | | | | | | value | |
| | Wayfield's | n/i | | | | | | | | | | | 2.69 | | 2.99 | | | | | | | value | |
| | | n/i | | | 7.99 | 5.99 | | | | | | | | | | | | | | | | value | |
| | WFM South | n/i | A | | | | | 11.99 | | | | | | | | | | | | | | value | |
| | Winn-Dixie | WD Brand | C | 5.99 | 10.99 | | | | | | | | | | | | | | | | | | value |
| | WD Brand | C | 6.49 | 11.49 | | | | | 4.49 | | | | | 3.49 | 2.99 | | | | | | | value | |
| | Rancher's Home | | 4.99 | | 4.99 | | | 4.99 | | | | | | | | | | | | | | value | |
| KY | ALDI | n/i | | | | | | | | | | | 1.79 | | | | | | | | | | |
| | | n/i | P | | 14.99 | | | | | | | | | | | | | | | | | | |
| | Chappell's | n/i | | 12.99 | | | | | | | | | | 2.99 | 2.79 | 3.89 | 3.69 | | | | | | |
| | Cox IGA | n/i | C | | | 7.99 | | 7.99 | | | | | | | | | | | | | | | |
| | | n/i | | | | | | | | | | | | | 2.49 | | | | | | | | |
| | Dollar General Mkt | n/i | | 8.95 | | | | | | | | | 1.95 | | | | | | | | 3.95 | 80% | |
| | E.W. James | Black Canyon | S | | 7.98 | | | | | 2.98 | | | | | | | | | | | | | |
| | | n/i | | | | | | | | | | | 1.98 | | | | | | | | | | |
| | Earth Fare | n/i | G | 8.99 | | | | 8.99 | | | | | | | | 3.99 | | 4.99 | | 4.99 | | | |
| | Food City | Food City | | | | | | | | | | | | | 2.99 | | | | | | | | |
| | | Angus | C | 8.99 | | | | | | | | | | | | | | | | | | | |
| | | Angus | C | 7.99 | | | | | | | | | | | | | | | | | | | value |
| | Food Fair | Black Canyon | | | | | | | 6.99 | | | | | | | 2.88 | | | | | | | |
| | Food Giant | Black Canyon | | | 7.98 | | | | | | | | | | | | | | | | | 2.98 | value |
| | | n/i | | | | | | | | | | | | | | | | | | | | | 75% |
| | Food Lion | n/i | C | | 7.99 | | | | | | | | | | | | | | | | | | |
| | | n/i | | | | | | | | | | | | | | | | 4.49 | | | | | |
| Food Rite | Food Rite | | | | | | | | | | | 1.99 | | | | | | | | | | | |
| | n/i | S | | 6.99 | | | | | | | | | | | | | | | | | | | |
| Foodland | n/i | | | | | | | | | | | | 2.29 | | | | | | | | | | |
| | n/i | C | | | | | | | 5.99 | | | | | | | | | | | | | | |
| Fresh Encounter | n/i | | | | | | | 5.99 | 5.99 | | | | 2.49 | | | | | | | | | value | |
| | n/i | | | | | | | | | | | | | | | | | | | | 3.99 | 80% | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Labor Day 2018

prices in \$US per pound unless otherwise noted.

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 | Tri-Tip | 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 (cont) | Remke Markets | n/i | | | | | | | | 5.99 | | | | | | | | | | | | | | |
| | Ruler Foods | n/i | | | | | | | | | | 1.99 | | | | | | | | | | | | |
| | Save-a-Lot | n/i | | | 3.99 | | | | | | | | | 2.39 | | | | | | | | value | | |
| | | n/i | C | | | 5.99 | | | | | | | | | | | | | | | | | value | |
| | Super Dollar | n/i | | | | | | | | | | | | | 2.75 | | | | | | | | | |
| | SuperVALU Stores | n/i | | | | | | | | | | | | | | | 3.49 | | | | | | | |
| | Angus Farms | | C | | | | | 8.99 | | | | | | | | | | | | | | | | |
| | TC Grocers | n/i | | | | | | | | | | 1.99 | | 2.59 | | | | | | | | 2.69 | 80% | |
| | | n/i | S | | | | | | 6.99 | | | | | | | | | | | | | | | |
| | The Fresh Market | n/i | P | | | | | | 14.99 | | | | | | | | | | | | | | | |
| | | n/i | C | | | | | | 12.99 | | | | | | | | | | | | | | | |
| | United Grocery | n/i | | | | 3.99 | | | | | | | | | | | | | | | | | | value |
| ValuMarket | n/i | | | | 5.99 | | | | | | | 1.99 | | | | | | | | | | | | |
| Walmart | n/i | O | | | | | | | | | | | | | | 5.98 | | | | | | | | |
| WFM Mid-Atlantic | n/i | A | | | | | | 11.99 | | | | | | | | | | | | | | | | |
| MS | AG Baton Rouge | n/i | | 7.99 | | | | | | | | | | | | | | | | | | | | |
| | ALDI | n/i | | | | | | | | | | | 1.79 | | | | | | | | | | | |
| | | n/i | P | | 14.99 | | | | | | | | | | | | | | | | | | | |
| | Corner Market | Angus | C | | 9.99 | | | | | | | | | | | | | | | | | | | |
| | Dollar General Mkt | n/i | | 8.95 | | | | | | | | | 1.95 | | | | | | | | | 3.95 | 80% | |
| | Food Giant | Black Canyon | | | 7.98 | | | | | | | | | | | | | | | | | | 2.98 | 75% |
| | | n/i | | | | | | | | | | | | | | | | | | | | | | |
| | Froogel's | n/i | | | | | | | | | | | 1.85 | | | | | | | | | | | |
| | Greers Market | Black Angus | S | | | 6.59 | | | | | | | | | | | | | | | | | | |
| | | n/i | | | | 4.89 | | | | | | | | | | | | | | | | | | value |
| | Grocery Depot | n/i | | | | | | | | | | | 1.63 | | | | | | | | | 1.98 | 73% | |
| | Kroger Delta | n/i | C | | | | | 5.99 | | | | | | | | | | | | | | | | value |
| | | Kroger | | | | | | | | | | | | 1.88 | | | | | | | | | | |
| | | Simple Truth | A | | | | | | | | | | | | | 4.99 | | | | | | | | |
| | Mac's Fresh Marke | n/i | S | | 8.99 | | | | | | | | | | | | | | | | | | | |
| Piggly Wiggly HGR | n/i | C | | | | | | 6.99 | | | | | | | | | | | | | | | | |
| PW Houchen's | n/i | | | | | | | | | | | 1.79 | | 2.69 | | | | | | | | 2.29 | 75% | |
| | Black Canyon | | | | 5.99 | | | | | | | | | | | | | | | | | | value | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Labor Day 2018

prices in \$US per pound unless otherwise noted.

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 | Tri-Tip | 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) | Ramey's | Black Angus | | 6.98 | | | | | | | | | | | | | | | | | | value | |
| | | n/i | | | | | | | | | | | | | 2.48 | | | | | | | | |
| | | Rouses | n/i | | | | | | | | | | | | 2.48 | | | | | | | | |
| | | | n/i | S | 5.98 | | | | | | | | | | | | | | | | | | |
| | | Save-a-Lot | n/i | | | 3.99 | | | | | | | | | | 2.39 | | | | | | | value |
| | | | n/i | C | | 5.99 | | | | | | | | | | | | | | | | | value |
| | | Shoppers Value | n/i | C | | 6.98 | | | | | | | | | | | | | | | | | value |
| | | | n/i | | | 7.98 | | | | | | | 1.77 | | | | | | | | | | value |
| | | Sullivan's | n/i | | | | | | | | | | 1.99 | | | | | | | | | | |
| | | Superlo Foods | Angus | C | | 6.99 | | | | | | | | 1.79 | | | | | | | | | |
| | | | n/i | | | | | | | | | | | | | | | | | | | | |
| | | The Fresh Market | n/i | P | | | | | 14.99 | | | | | | | | | | | | | | |
| | | | n/i | C | | | | | 12.99 | | | | | | | | | | | | | | |
| | Vowell's | Vowell's | | | | | | | | | | 1.79 | | | | | | | | | | | |
| | | Black Canyon | S | | 8.99 | | | | | | | | | | | | | | | | | | |
| | Walmart | n/i | O | | | | | | | | | | | | | 5.98 | | | | | | | |
| | WFM South | n/i | A | | | | | 11.99 | | | | | | | | | | | | | | | |
| | Winn-Dixie | WD Brand | C | 5.99 | 10.99 | | | | | | | | | | | | | | | | | value | |
| | | WD Brand | C | 6.49 | 11.49 | | | | | 4.49 | | | | 3.49 | 2.99 | | | | | | | | |
| | | Rancher's Home | | 4.99 | | 4.99 | | | 4.99 | | | | | | | | | | | | | value | |
| NC | ALDI | n/i | | | | | | | | | | 1.79 | | | | | | | | | | | |
| | | n/i | P | | 14.99 | | | | | | | | | | | | | | | | | | |
| | | Bi-Lo | Gold Star | C | 9.99 | 6.99 | | | | | | | | | | | | | | | | | value |
| | | | Gold Star | C | 10.49 | 7.49 | | | | 4.49 | | | | | 3.49 | 2.99 | | | | | | | value |
| | | | Rancher's Home | | 4.99 | | 4.99 | | 4.99 | | | | | | | | | | | | | | |
| | | Carlie C's IGA | Carlie C's | | | | 5.38 | | | 2.98 | | | | | | | | | | | | | |
| | | | Carlie C's Angus | C | | | 6.38 | | | | | | | | | | | | | | | | |
| | | | n/i | | | | | | | | | | 1.98 | | | | | | | | | | |
| | | Compare Foods | n/i | C | | | | | 6.99 | | 2.99 | | | | | | | | | | | | |
| | | Earth Fare | n/i | G | 8.99 | | | | 8.99 | | | | | | | 3.99 | | 4.99 | | 4.99 | | | |
| | | Food Lion | n/i | C | | 7.99 | | | | | | | | | | | | | | | | | |
| | | n/i | | | | | | | | | | | | | | | 4.49 | | | | | | |
| | Food Pride | n/i | | | | | | | | | | 1.99 | | | | | | | | | 2.49 | 73% | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Labor Day 2018

prices in \$US per pound unless otherwise noted.

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 | Tri-Tip | 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) | Fresh Foods | n/i | | 5.49 | | | | | | | | | 1.99 | | | | | | | | | value | | |
| | | Blackwell Angus | | 8.49 | | | | | | | | | | | | | | | | | | | | |
| | | Galaxy Foods | n/i | | | | | | | | | | 2.58 | 1.98 | | | | | | | | | | |
| | | | Tender Ridge | | | | | | | | | | | | | | | | | | | | | |
| | | Great Valu Market | n/i | C | | | 5.99 | 5.99 | | | | | | | | | | | | | | | | |
| | | | Angus | C | | | | | | | | | | | | | | | | | | | | |
| | | Harris Teeter | Harris Teeter | | | | | | | | | | | | | | | | | | | | | |
| | | | Strauss | G | | | | | | | | | | | | | | | | | | | | |
| | | Harvey's | n/i | | | | | | | | | | | | | | | | | | | | | |
| | | | n/i | | | | | | | | | | | | | | | | | | | | | value |
| | | | n/i | C | | | | | | | | | | | | | | | | | | | | |
| | | Hills | n/i | | | | | | | | | | | | | | | | | | | | | value |
| | | | Blackwell Angus | | | | | | | | | | | | | | | | | | | | | |
| | | IGA Food Stores | Preferred Angus | | | | | | | | | | | | | | | | | | | | | value |
| | | | Preferred Angus | | | | | | | | | | | | | | | | | | | | | |
| | | | Angus | C | | | | | | | | | | | | | | | | | | | | |
| | | | n/i | | | | | | | | | | | | | | | | | | | | | |
| | | IGA Stores SE | Tender Ridge | | | | | | | | | | | | | | | | | | | | | |
| | | Ingles Markets | Ingles | C | | | | | | | | | | | | | | | | | | | | |
| | | | Harvest Farms | A | | | | | | | | | | | | | | | | | | | | CH |
| | | | n/i | | | | | | | | | | | | | | | | | | | | | |
| | | Just \$ave | n/i | | | | | | | | | | | | | | | | | | | | | |
| | | Lidl | n/i | O | | | | | | | | | | | | | | | | | | | | grass |
| | | Lowes Food | n/i | | | | | | | | | | | | | | | | | | | | | |
| | | Publix | Publix | C | | | | | | | | | | | | | | | | | | | | |
| | | | Publix | | | | | | | | | | | | | | | | | | | | | |
| | | GreenWise | A | | | | | | | | | | | | | | | | | | | | 80% | |
| | | Maverick Ranch | O | | | | | | | | | | | | | | | | | | | | | |
| | PW Retail | n/i | | | | | | | | | | | | | | | | | | | | | grass | |
| | PW Stores | Preferred Angus | | | | | | | | | | | | | | | | | | | | | | |
| | Save-a-Lot | n/i | | | | | | | | | | | | | | | | | | | | | value | |
| | | n/i | C | | | | | | | | | | | | | | | | | | | | value | |
| | Sprout's Market | n/i | G | | | | | | | | | | | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Labor Day 2018

prices in \$US per pound unless otherwise noted.

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 | Tri-Tip | 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> | The Fresh Market | n/i | P | | | | | 14.99 | | | | | | | | | | | | | | | | |
| | | n/i | C | | | | | 12.99 | | | | | | | | | | | | | | | | |
| | United Grocery | n/i | | | 3.99 | | | | | | | | | | | | | | | | | | value | |
| | Walmart | n/i | O | | | | | | | | | | | | 5.98 | | | | | | | | | |
| | WFM South | n/i | A | | | | | 11.99 | | | | | | | | | | | | | | | | |
| SC | ALDI | n/i | P | | 14.99 | | | | | | | | 1.79 | | | | | | | | | | | |
| | | n/i | | | | | | | | | | | | | | | | | | | | | | |
| | Bi-Lo | Gold Star | C | 9.99 | 6.99 | | | | | | | | | | | | | | | | | | | value |
| | | Gold Star | C | 10.49 | 7.49 | | | | | 4.49 | | | | | 3.49 | 2.99 | | | | | | | | value |
| | | Rancher's Home | | 4.99 | | 4.99 | | | 4.99 | | | | | | | | | | | | | | 3.95 | 80% |
| | Dollar General Mkt | n/i | | 8.95 | | | | | | | | | 1.95 | | | | | | | | | | | |
| | Earth Fare | n/i | G | 8.99 | | | | 8.99 | | | | | | | | 3.99 | | 4.99 | | 4.99 | | | | |
| | Food Lion | n/i | C | | 7.99 | | | | | | | | | | | | | | | | | | | |
| | | n/i | | | | | | | | | | | | | | | | | | | | | | |
| | Galaxy Foods | n/i | | | | | | | | | | | 2.58 | 1.98 | | | | | | | | | | |
| | | Tender Ridge | | | 7.98 | | | | | | | | | | | | | | | | | | | |
| | Harris Teeter | Harris Teeter | | | | | | | | | | | | | | 1.99 | | | | | | | | |
| | | Strauss | G | | 17.59 | | | | 17.59 | | | | | | | | | | | | | | | |
| | Harvey's | n/i | | | | | | | | | | | | | 1.88 | | | | | | | | 4.48 | |
| | | n/i | | | | 4.98 | | | | | | | | | | | | | | | | | | value |
| | | n/i | C | | | | | | | | | | | | | | | | | | | | | value |
| | Hills | n/i | | | 5.99 | | | | | | | | | | 1.99 | | | | | | | | | value |
| | IGA Food Stores | Blackwell Angus | | | | 6.99 | | | | | | | | | | | | | | | | | | |
| | | Preferred Angus | | | | 5.99 | 6.09 | | | | | | | | | | | | | | | | | value |
| | | Preferred Angus | | | | | 7.09 | | | | | | | | | | | | | | | | | |
| Angus | | C | | | | | | | | | | | | | | 2.89 | | | | | | | | |
| IGA Stores SE | n/i | | | | | | | | | | | | | | 2.99 | 2.59 | | | | | | | | |
| | Tender Ridge | | | 7.98 | | | | | | | | 2.58 | 1.78 | | | | | | | | | | | |
| | Ingles | C | | | 6.98 | 7.48 | | | | | | | | | | | | | | | | | | |
| Ingles Markets | Harvest Farms | A | 13.98 | | | | | | | | | | | | | | | | | | | | CH | |
| | n/i | | | | | | | | | | | | | | 2.98 | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Labor Day 2018

prices in \$US per pound unless otherwise noted.

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 | Tri-Tip | 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 (cont) | Kroger Atlanta | n/i | C | | 9.99 | | | | | | | | | | | | | | | | | value | | | |
| | | n/i | C | | | | | | | 5.99 | | | | | | | | | | | | | | | |
| | | Simple Truth | A | | | | | | | | | | | 4.99 | | | | | | | | | | | |
| | Lidl | n/i | O | | | | | | | | | | | | | 5.49 | | | | | | | grass | | |
| | Lowes Food | n/i | | | | | | | | | | | | | | | | 3.97 | | | | | | | |
| | Publix | Publix | C | 7.99 | | | | | | | | | | | | | | | | | | 4.49 | 80% | | |
| | | Publix | | | | | | | | | | | | | | | | 2.99 | | | | | | | |
| | | GreenWise | A | | | | | | | | | | | | | | | | | | | | | | |
| | | Maverick Ranch | O | | | | | | | | | | | | | | | | 5.99 | | | | | | grass |
| | PW Carolina Co. | n/i | | | 6.99 | | | | | | 2.99 | | | | | | | | | | | | 3.99 | 80% | |
| | | Angus | C | | 9.99 | | | | | | | | | | | | | | | | | | | | |
| | Quality Foods | n/i | | | | | | | | | | | | | | | | | | | | | | | |
| | Save-a-Lot | n/i | | | | | 3.99 | | | | | | | | | | | | | | | | | | value |
| | | n/i | C | | | | 5.99 | | | | | | | | | | | | | | | | | | value |
| | Sprout's Market | n/i | G | | | | | | | | | | | | | | | | | | | | | | |
| The Fresh Market | n/i | P | | | | | | | | | | | | | | | | | | | | | | | |
| | n/i | C | | | | | | | | | | | | | | | | | | | | | | | |
| Walmart | n/i | O | | | | | | | | | | | | | | | | | | | | | | | |
| WFM South | n/i | A | | | | | | | | | | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | | | | | | | | | | | | |
| TN | ALDI | n/i | | | | | | | | | | | | 1.79 | | | | | | | | | | | |
| | | n/i | P | | 14.99 | | | | | | | | | | | | | | | | | | | | |
| | Cash Saver | n/i | | | | | | | | | | | | | | | | | | | | | | | |
| | | Black Angus | | | | | 5.39 | | | | | | | | | | | | | | | | | | |
| | | Cost Cutter | | | | | 3.99 | | | | | | | | | | | | | | | | | | |
| | Cash Saver TC | n/i | | | | | | | | | | | | | | | | | | | | | | | |
| | | n/i | S | | | | | | | | | | | | | | | | | | | | | | |
| | Chappell's | n/i | | | 12.99 | | | | | | | | | | | | | | | | | | | | |
| | Dollar General Mkt | n/i | | | 8.95 | | | | | | | | | | | | | | | | | | | | |
| | E.W. James | Black Canyon | S | | 7.98 | | | | | | | | | | | | | | | | | | | | |
| | | n/i | | | | | | | | | | | | | | | | | | | | | | | |
| Earth Fare | n/i | G | 8.99 | | | | | | | | | | | | | | | | | | | | | | |
| Food City | Food City | | | | | | | | | | | | | | | | | | | | | | | | |
| | Angus | C | | 8.99 | | | | | | | | | | | | | | | | | | | | | |
| | Angus | C | | 7.99 | | | | | | | | | | | | | | | | | | | | | value |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

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prices in \$US per pound unless otherwise noted.

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 | Tri-Tip | 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 (cont) | Food Country | n/i | | | | | | | | | | 2.49 | | | 2.58 | | | 3.99 | | | 2.69 | 75% | | |
| | | n/i | | | | | | | | | | | | | | | | | | | 2.88 | 80% | | |
| | | Black Angus | | | | | | | 4.98 | | | | | | | | | | | | | | | |
| | Food Giant | Black Canyon | | | | | | | | | | | | | | | | | | | | value | | |
| | | n/i | | | | | | | | | | | | | | | | | | | | 2.98 | 75% | |
| | Food Lion | n/i | C | | | | | | | | | | | | | | | | | | | | | |
| | | n/i | | | | | | | | | | | | | | | | | 4.49 | | | | | |
| | Food Rite | Food Rite | | S | | | | | | | | | 1.99 | | | | | | | | | | | |
| | | n/i | | | | | | | | | | | | | | | | | | | | | | |
| | Gordon Food | n/i | | | | | | | | | | | | | | 1.99 | | | | | | | | |
| | | Halpern's | | | | | | | | | | | | | | | | | | | | | | |
| | H.G. Hill | Black Canyon | | S | | | | | | | | | | | | | | | | | | | | |
| | | n/i | | | | | | | | | | | | | | | | | | | | | 2.49 | 75% |
| | IGA Houchens | n/i | | S | | | | | | | | | | | | | | | | | | | | |
| | IGA Stores SE | Tender Ridge | | | | | | | | | | | | | | | | | | | | | | |
| | IGA Stores OH/KY | n/i | | C | | | | | | | | | | | | | | | | | | | value | |
| | | n/i | | | | | | | | | | | | | | | | | | | | | | |
| | Ingles Markets | Ingles | | C | | | | | | | | | | | | | | | | | | | | |
| | | Harvest Farms | | A | 13.98 | | | | | | | | | | | | | | | | | | | CH |
| | | n/i | | | | | | | | | | | | | | | | | | | | | | |
| Kroger Delta | n/i | | C | | | | | | | | | | | | | | | | | | | | value | |
| | Kroger | | | | | | | | | | | | | | | | | | | | | | | |
| | Simple Truth | | A | | | | | | | | | | | | | | | | | | | | | |
| Kroger MdAtlantic | n/i | | C | | | | | | | | | | | | | | | | | | | | | |
| | Kroger | | | | | | | | | | | | | | | | | | | | | | | |
| | Simple Truth | | A | | | | | | | | | | | | | | | | | | | | | |
| Kroger Nashville | n/i | | C | | | | | | | | | | | | | | | | | | | | value | |
| | Kroger | | | | | | | | | | | | | | | | | | | | | | | |
| | Simple Truth | | O | | | | | | | | | | | | | | | | | | | | | |
| Lucky's | n/i | | | | | | | | | | | | | | | | | | | | | | | |
| | Black Canyon | | | | | | | | | | | | | | | | | | | | | | | |
| Osborne's | n/i | | | | | | | | | | | | | | | | | | | | | | value | |
| Publix | Publix | | C | 7.99 | | | | | | | | | | | | | | | | | | | | |
| | Publix | | | | | | | | | | | | | | | | | | | | | | 4.49 | 80% |

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 | Tri-Tip | 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> | Publix | GreenWise | A | | | | | 12.99 | | | | | | | | | | 5.99 | | | | | grass | |
| | <i>(continued)</i> | Maverick Ranch | O | | | | | | | | | | | | | | | 5.99 | | | | | | |
| | Ruler Foods | n/i | | | | | | | | | | 1.99 | | | | | | | | | | | | |
| | Save-a-Lot | n/i | | | 3.99 | | | | | | | | | 2.39 | | | | | | | | | value | |
| | | n/i | C | | | 5.99 | | | | | | | | | | | | | | | | | | value |
| | Sprout's Market | n/i | G | | | | | | | | | | | | | | | 3.99 | | | | | | |
| | Super Dollar | n/i | | | | | | | | | | | | | | | | 2.75 | | | | | | |
| | Superlo Foods | Angus | C | | | 6.99 | | | | | | | | | | | | | | | | | | |
| | | n/i | | | | | | | | | | | 1.79 | | | | | | | | | | | |
| | TC Grocers | n/i | | | | | | | | | | | 1.99 | | 2.59 | | | | | | | 2.69 | 80% | |
| | | n/i | S | | | | | | 6.99 | | | | | | | | | | | | | | | |
| | The Fresh Market | n/i | P | | | | | | 14.99 | | | | | | | | | | | | | | | |
| | | n/i | C | | | | | | 12.99 | | | | | | | | | | | | | | | |
| | Tietgen's | n/i | | | | 6.99 | | | | | | | | 1.99 | | | | | | | | | | value |
| United Grocery | n/i | | | | 3.99 | | | | | | | | | | | | | | | | | | value | |
| Walmart | n/i | O | | | | | | | | | | | | | | | | 5.98 | | | | | | |
| WFM South | n/i | A | | | | | | 11.99 | | | | | | | | | | | | | | | | |
| VA | ALDI | n/i | | | | | | | | | | | 1.79 | | | | | | | | | | | |
| | | n/i | P | | 14.99 | | | | | | | | | | | | | | | | | | | |
| | Dollar General Mkt | n/i | | 8.95 | | | | | | | | | 1.95 | | | | | | | | 3.95 | 80% | | |
| | Earth Fare | n/i | G | 8.99 | | | | 8.99 | | | | | | | | 3.99 | | 4.99 | | 4.99 | | | | |
| | Food City | Food City | | | | | | | | | | | | | 2.99 | | | | | | | | | |
| | | Angus | C | 8.99 | | | | | | | | | | | | | | | | | | | | value |
| | | Angus | C | 7.99 | | | | | | | | | | | | | | | | | | | | |
| | Food Country | n/i | | | | | | | | | | | 2.49 | | 2.58 | | | | | | 3.99 | 2.69 | 75% | |
| | | n/i | | | | | | | | | | | | | | | | | | | | 2.88 | 80% | |
| | | Black Angus | | | 8.98 | | | | | 4.98 | | 3.89 | | | | | | | | | | | | |
| | Food Lion | n/i | C | | 7.99 | | | | | | | | | | | | | | | | | | | |
| | | n/i | | | | | | | | | | | | | | | | | | | | | | |
| Galaxy Foods | n/i | | | | | | | | | | | 2.58 | 1.98 | | | | | | | | | | | |
| | Tender Ridge | | | 7.98 | | | | | | | | | | | | | | | | | | | | |
| Giant Food | Butcher Shop | C | | | 5.99 | 5.99 | 6.99 | | | | | | | | | | | | | | | | value | |
| | Butcher Shop | C | | | | | 7.99 | | | | | | | | | | | | | | | | | |

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BEEF

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|--------|-------------------|------------------|-----|---------------------|-------|--------|--------------|------------|------|-------------|--------------|----------------------------------|--------|-------|-----------|-------|--------|-------|--------|-------|---------|-----------|-------|
| | | | | Ribeye | | T-Bone | Porter House | Strip Loin | | Top Sirloin | London Broil | Tri-Tip | 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 | Giant Food | Giant | | | | | | | | | | 1.99 | | | | | | 4.99 | | | 4.49 | 85% grass | |
| (cont) | (continued) | Nature's Promise | O | | | | 15.99 | | | | | | | | | | | | | | | | |
| | Grant's | Black Canyon | | | | | | | | | | | | 1.99 | | | | | | | | | |
| | Great Valu Market | n/i | C | | 5.99 | 5.99 | | | | | | | | | | | | | | | | | |
| | Harris Teeter | Angus | C | | | | | | | | | | | | | | | | | | | | |
| | Harris Teeter | Harris Teeter | | | | | | | | | | | | | | | | | | | | | |
| | Harris Teeter | Strauss | G | | 17.59 | | | 17.59 | | | | | | | | | | | | | | | |
| | IGA Houchens | n/i | S | | | | | 7.99 | | | | | | | | | | | | | | | |
| | IGA Stores SE | Tender Ridge | | | 7.98 | | | | | | | 2.58 | 1.78 | | | | | | | | | | |
| | Ingles Markets | Ingles | C | | | 6.98 | 7.48 | | | | | | | | | | | | | | | | |
| | Ingles Markets | Harvest Farms | A | 13.98 | | | | | | | | | | | | | | | | | | CH | |
| | Ingles Markets | n/i | | | | | | | | | | | | | | | | | | | | | |
| | Kroger MdAtlantic | n/i | C | | 8.99 | | | | | | | | | | | | | | | | | | |
| | Kroger | Kroger | | | | | | | | | | | | | | | | | | | | | |
| | Kroger | Simple Truth | A | | | | | | | | | | | | | | | | | | | | |
| | Lidl | n/i | O | | | | | | | | | | | | | | | | | | | grass | |
| | Lowes Food | n/i | | | | | | | | | | | | | | | | | | | | | |
| | Martin's Food | n/i | | | | | | | | | | | | | | | | | | | | | |
| | Martin's Food | Butcher Shop | C | | | 5.77 | | | | | | | | | | | | | | | | value | |
| | Martin's Food | Nature's Promise | O | | 17.25 | | | 17.25 | | | | | | | | | | | | | | grass | |
| | Publix | Publix | C | 7.99 | | | | | | | | | | | | | | | | | | | |
| | Publix | Publix | | | | | | | | | | | | | | | | | | | | 80% | |
| | Publix | GreenWise | A | | | | | 12.99 | | | | | | | | | | | | | | | |
| | Publix | Maverick Ranch | O | | | | | | | | | | | | | | | | | | | grass | |
| | PW Retail | n/i | | | | 4.99 | | | | | | | | | | | | | | | | | |
| | PW Stores | Preferred Angus | | | 7.99 | | | | | | | | | 1.97 | | | | | | | | | |
| | Safeway Eastern | n/i | C | | | | | 5.99 | | | | | | | | | | | | | | value | |
| | Safeway Eastern | n/i | | | | | | | | | | | | | | | | | | | | | |
| | Safeway Eastern | n/i | C | | | 9.99 | 9.99 | | | | | | | | | | | | | | | | |
| | Save-a-Lot | n/i | | | | 3.99 | | | | | | | | | | | | | | | | value | |
| | Save-a-Lot | n/i | C | | | 5.99 | | | | | | | | | | | | | | | | value | |
| | Shop'n Save | Star Ranch | C | | | | | 7.98 | 5.99 | 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 | Tri-Tip | 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) | Shoppers | n/i | C | | | 7.99 | | | | | | | | | | | | | | | | value | | |
| | | n/i | | | | | | | | | | | | | 2.99 | | | | | | | | | |
| | Shoppers Value | n/i | | | | | | | | | | | | | 2.17 | | | | | | | | | |
| | | n/i | G | | | | | | 5.97 | | | | | | | | | | | | | | AU | |
| | Super Dollar | n/i | | | | | | | | | | | | | | | | | | | | | | |
| | The Fresh Market | n/i | P | | | | | | | | | | | | | | | | | | | | | |
| | | n/i | C | | | | | | | | | | | | | | | | | | | | | |
| | Walmart | n/i | O | | | | | | | | | | | | | | | | | | | | | |
| | Wegman's | Wegman's | | | 11.99 | | 12.49 | | 7.49 | 6.59 | | | | | | 3.99 | 2.49 | 4.49 | 2.99 | 5.99 | | | 3.49 | 80% |
| | | Wegman's | A | | | 18.99 | | | | | | | | | | 5.99 | | | | | | | | |
| | Wegman's | C | | | | | | | 7.59 | | | | | | | | | | | | | | | |
| | Wegman's | O | | | | | | | | | | | | | | | | | | | | | grass | |
| | Weis Markets | Angus | C | | | | | 4.98 | | | | | | | 4.99 | | | | | | | 4.99 | 85% | |
| | | Weis | G | | | | | | 4.98 | | | | | | | | | | | | | | | |
| | | n/i | | | | | | | | | | | | | | | | | | | | | | |
| | WFM Mid-Atlantic | n/i | A | | | | | | 11.99 | | | | | | | | | | | | | | | |
| WV | ALDI | n/i | | | | | | | | | | | 1.79 | | | | | | | | | | | |
| | | n/i | P | | 14.99 | | | | | | | | | | | | | | | | | | | |
| | Food Fair | Black Canyon | | | | | | | | | | | | | | 2.88 | | | | | | | | |
| | Food Lion | n/i | C | | 7.99 | | | | | | | | | | | | | | | | | | | |
| | | n/i | | | | | | | | | | | | | | | | | | | | | | |
| | Foodland | n/i | | | | | | | | | | | | 2.29 | | | | | | | | | | |
| | | n/i | C | | | | | | | 5.99 | | | | | | | | | | | | | | |
| | Galaxy Foods | n/i | | | | | | | | | | | 2.58 | 1.98 | | | | | | | | | | |
| | | Tender Ridge | | | | 7.98 | | | | | | | | | | | | | | | | | | |
| | Giant Eagle | n/i | | | | | | | | | | | | | | 2.49 | | | | | | | | |
| | n/i | C | | | | | 7.99 | | | | | | | | | | | | | | | | | |
| | Thomas Farms | | O | | | | | | | | | | | | | | 4.99 | | | | | | grass | |
| Grant's | Black Canyon | | | | | | | | | | | | | | | | | | | | | | | |
| | n/i | | | | | | | | | | | | | | | | | | | | | | | |
| IGA Stores SE | Tender Ridge | | | | 7.98 | | | | | | | 2.58 | 1.78 | | | | | | | | | | | |
| Kroger Columbus | n/i | C | | 5.99 | | | | | | | | | | | | | | | | | | | value | |
| | n/i | | | | | | | | | | | | | | | | | | | | | | | |
| | Laura's Lean | | A | | | | | | | | | | | | | | | | | | | | | |

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BEEF

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|--------------|-------------------|------------------|-----------------|---------------------|------|--------|--------------|------------|------|-------------|--------------|---------|----------------------------------|-------|-----------|-------|--------|-------|--------|-------|-------|---------|---------|
| | | | | Ribeye | | T-Bone | Porter House | Strip Loin | | Top Sirloin | London Broil | Tri-Tip | 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) | Kroger MdAtlantic | n/i | C | | 8.99 | | | | | | | | | | | | | | | | | | |
| | | Kroger | | | | | | | | | | | | | 3.49 | | | | | | | | |
| | | Simple Truth | A | | | | | | | | | | | | | | 4.99 | | | | | | |
| | | Martin's Food | n/i | | | | | | | | | | | | 1.88 | 3.99 | | | | | | | |
| | | Butcher Shop | C | | | 5.77 | | | | | | | | | | | | | | | | | value |
| | | Nature's Promise | O | | | | | 17.25 | | | | | | | | | 6.49 | | | | | | grass |
| | | PW Stores | Preferred Angus | | | 7.99 | | | | | | | | | | | | | | | | | |
| | | Riesbeck's | Hereford | C | 6.99 | | | | | | | | | | | | | | | | | 2.99 | value |
| | | | n/i | | | | | | | | | | | | | | | | | | | | 75% |
| | | Save-a-Lot | n/i | | | 3.99 | | | | | | | | | | 2.39 | | | | | | | value |
| | | | n/i | C | | 5.99 | | | | | | | | | | | | | | | | | value |
| | | Shop'n Save | Star Ranch | C | | | | | 7.98 | 5.99 | 3.99 | | | | | | 2.48 | | | | | | |
| | | Shoppers Value | n/i | | | | | | | | | | | | | 2.17 | | | | | | | |
| | | | n/i | G | | | | | 5.97 | | | | | | | | | | | | | | AU |
| | | Sparkle Market | n/i | C | | 5.99 | 5.99 | | | | | | | | | | | | | | | | 4.99 |
| | | | n/i | | | | | | | | | | | | | | | 4.99 | | | | | 80% |
| | | n/i | O | | | | | | | | | | | | | | 5.98 | | | | | grass | |
| | Walmart | n/i | O | | | | | | | | | | | | | | | | | | | | |
| | Weis Markets | Angus | C | | | | 4.98 | | | | | | | 4.99 | | | | 5.69 | | | 4.99 | 85% | |
| | | Weis | G | | | | | 4.98 | | | | | | | | | | | | | | | |
| | | n/i | | | | | | | | | | | | | 2.88 | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Labor Day 2018

prices in \$US per pound unless otherwise noted.

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 | Tri-Tip | 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 | | | | | | | | | | |
| | AW Grocers | n/i | P | 14.99 | | | | | | | | | 2.29 | 1.98 | | | | | | | | | |
| | | Angus | C | | | | | 7.49 | | | | | | | | | | | | | | value | |
| | | Angus | C | | | | | 7.99 | | | | | | | | | | | | | | | |
| | Brothers Market | n/i | C | | 6.99 | | | 7.99 | | | | | | | | | | | | | 4.49 | 85% | |
| | | n/i | | | | | | | | | | | | | | | | | | | | | |
| | Family Fare | Open Acres | C | | | | | 9.59 | | | | | | | | | | | | | | | |
| | | n/i | | | | | | | | | | | | 2.99 | | | | | | | | | |
| | Family Foods | n/i | | | | | | | | | | | | | | | | | | | | | |
| | | Angus Pride | | 8.98 | | | | | 4.99 | | | | | | | | | | | | | | |
| | Fareway | n/i | | | | | | | | | | | | | | | | 2.69 | 2.49 | | | | |
| | | n/i | C | 8.99 | | | | | | | 3.88 | | | | | | | | | | | | |
| | Fisher's Food | n/i | | | | | | | | | | | | | | | | 3.49 | 2.99 | | | | |
| | | n/i | C | 8.99 | | | | | | | | | | | | | | | | | | | |
| | Food Pride | Angus | C | 6.99 | | | | | | | | | | | | | | | | | | | |
| | | n/i | | | | | | | 4.88 | | | | | | | | | | | | | | |
| | Fresh Thyme | n/i | C | | | | 5.99 | | | | | | | | | | | | | | | | |
| | | n/i | | | | | | | | | | | | | | | | | | | | | |
| | | Laura's Lean | A | | | | | | | | | | | | | | | 7.99 | | | 7.99 | 85% | |
| | Hometown Foods | n/i | | | | | | | | | | | | | | | | 3.49 | | 5.88 | | | |
| | | Angus | C | 9.99 | | | | | | | | | | | | | | | | | | | |
| | Hy-Vee | n/i | | | | | | | | | | | | 3.99 | 1.88 | | | | | | | | |
| | | Strauss | G | | | | | | | | | | | | | | | | 6.99 | | | | |
| | | Hy-Vee True | A | | | | | | | | | | | | | | | | 5.99 | | | | |
| | | Wahlburgers | | | | | | | | | | | | | | | | | | | 8.99 | 80% | |
| | | Hy-Vee Reserve | C | | | | | | | | | | | | | | | | | | | | |
| | | Hy-Vee Angus | C | 8.99 | | | | | | | | | | | | | | | | | | | |
| | Jewel-Osco | n/i | C | | 5.99 | | | 6.99 | | | | | | | | | | | | | | | |
| | | n/i | | | | | | | | | | | | | | | | | | | | 5.99 | |
| | Lucky's Market | n/i | C | 8.99 | | | | | 8.98 | 4.48 | | | | | | | | | 2.99 | 2.77 | | | |
| | Maynard's | n/i | C | | 7.99 | 9.99 | | | | | | | | | 2.49 | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Labor Day 2018

prices in \$US per pound unless otherwise noted.

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 | Tri-Tip | 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> | No Frills | Open Acres | C | | | | | 7.99 | | | | | | | | | | | | | | | | | |
| | Price Chopper | KC Pride | | | | | | | | | | | | | 2.99 | | | | | | | | | | |
| | | KC Pride | | | | | | 9.99 | | | | | | | 1.99 | | | | | | | 2.99 | 80% value | | |
| | Quillin's | n/i | | | | | | | | | | | | | 2.49 | | | | | | | | | | |
| | | n/i | C | 8.99 | | | | | | | | | | | | | | | | | | | | | |
| | | Chairman's Reserve | | | | | | | | | | | | | | | | | | | | | | | |
| | Save-a-Lot | n/i | | | | 3.99 | | | | | | | | | | | | | | | | | | | |
| | | n/i | C | | | 5.99 | | | | | | | | | | | | | | | | | | | |
| | Schnuck's | Angus | C | | | 7.99 | | | | | | | | | | | | | | | | | | | |
| | | n/i | C | | | 6.99 | | | | | | | | | | | | | | | | | | | |
| | Sunshine Foods | n/i | C | | | | | 9.99 | | | | | | | | | | | | | | | | | |
| | | Sunshine's Own | | | | | | | | | | | | | | | | | | | | | | | |
| | Super Saver | n/i | | | | | | | | | | | | 1.78 | | | | | | | | | | | |
| | Star Ranch | | | | | | 7.77 | | | | | | | | | | | | | | | | | | |
| | Concord Farms | G | | | | | | | | | | | | | | | | | | | | | | | |
| Thriftway Stores | n/i | | | | | | | | | | | | | | | | | | | | | | | | |
| Walmart | n/i | O | | | | | | | | | | | | | | | | | | | | | | | |
| WFM Midwest | n/i | A | | | | | | 11.99 | | | | | | | | | | | | | | | | | |
| IL | ALDI | n/i | | | | | | | | | | | 1.79 | | | | | | | | | | | | |
| | | n/i | P | | 14.99 | | | | | | | | | | | | | | | | | | | | |
| | Angelo Caputo | Iowa Premium | C | | | | | | 4.99 | | | | | | | | | | | | | | | | |
| | | Laura's Lean | A | | | | | | | | | | | | | | | 6.99 | | | | | 7.99 | 92% value | |
| | | n/i | | | | 6.99 | 6.99 | | | | | | | | | | | | | | | | 2.99 | 80% value | |
| | | n/i | | | | | | | | | | | | | | | | | | | | | | | |
| | AW Grocers | Angus | C | | | | | | 7.49 | | | | | | | | | | | | | | | | |
| | | Angus | C | | | | | | 7.99 | | | | | | | | | | | | | | | | |
| | | n/i | | | | | | | | | | | | 2.29 | | | | | | | | | | | |
| | Berkot's | n/i | | | | | | | | | | | | | | | | | | | | | | | |
| | n/i | C | | | 8.99 | 8.99 | | 7.99 | | | | | | | | | | | | | | | | | |
| Borowiak's IGA | Borowiak's Best | | | | | | | | | | | | | | | | | | | | | | | | |
| | IGA TableRite | | | | 6.99 | | | | | | | | | | | | | | | | | | | | |
| Brookhaven | n/i | P | | | | | | 9.99 | | | | | | | | | | | | | | | | | |
| | n/i | | | | | | | | | | | | | 2.29 | 1.99 | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Labor Day 2018

prices in \$US per pound unless otherwise noted.

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 | Tri-Tip | 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) | Butera | n/i | | | | | | | | | | | 1.99 | 3.59 | 3.29 | 3.79 | 3.49 | | | | | | | | |
| | | Angus | C | | 5.99 | | | | 5.99 | | 4.99 | | | | | | | | | 3.99 | | | value | | |
| | | Diamond Lean | | | 4.99 | 4.99 | 4.99 | | 5.99 | | | | | | 2.99 | | | | | | | | | value | |
| | | Cermak's | Angus | C | | | | | | | | | | | | 1.99 | | | | | | | | value | |
| | | Cub Foods | n/i | | | | 7.99 | | | | | | | | | | | | | | | | | value | |
| | | Dierberg's | Dierberg's | C | | | | | 11.99 | | | | | | | | | | | | | | | | |
| | | El Guero | n/i | | | | | | | | | | | | | | | 2.99 | | | | | | | |
| | | Fairplay Foods | n/i | | 5.99 | | 5.99 | | | | | | | 1.98 | | | | | | | | | | | value |
| | | | n/i | C | | | | | | | | | | | | | | | | | | | | | |
| | | | Angus | C | | | | | | | | 3.79 | | | | | | | | | | | | | |
| | | | Fairplay | | | | | | | | | | | | | | | | | | | | | | |
| | | Fareway | n/i | | | | | | | | | | | | | | 2.69 | 2.49 | | | | | | | |
| | | | n/i | C | | 8.99 | | | | | | 3.88 | | | | | | | | | | | | | |
| | | Food 4 Less | n/i | C | 7.99 | | | | | | | | | | | | | | | | | | | | |
| | | Food Pride | Angus | C | | 6.99 | | | | | | | | | | | | | | | | | | | |
| | | | n/i | | | | | | | | | | | | | | | | | | | | | | |
| | | Fresh Thyme | n/i | C | | | | | 5.99 | | 4.88 | | | | | | | | 2.99 | | | | | | |
| | | | n/i | | | | | | | | | | | | | | | | | | | | | | |
| | | | Laura's Lean | A | | | | | | | | | | | | | | 7.99 | | | | 7.99 | | 85% | |
| | | Gordon Food | n/i | | | | | | | | | | | | | | 1.99 | | | | | | | | |
| | | Halpern's | | | | | | | | 6.40 | | | | | | | | | | | | | | | |
| | Heinen's | Heinen's | A | | | | | | | 12.99 | | | | | | | | 4.99 | | | | | | | |
| | H-Mart | n/i | | | 6.99 | | | | | | | | | | | | | | | | | | | | |
| | Hy-Vee | n/i | | | | | | | | | | | | 3.99 | 1.88 | | | | | | | | | | |
| | | Strauss | G | | | | | | | | | | | | | | 6.99 | | | | | | | | |
| | | Hy-Vee True | A | | | | | | | | | | | | | | 5.99 | | | | | | | | |
| | | Wahlburgers | | | | | | | | | | | | | | | | | | | 8.99 | | 80% | | |
| | | Hy-Vee Reserve | C | | | | | | | 11.99 | | | | | | | | | | | | | | | |
| | | Hy-Vee Angus | C | | 8.99 | | | | | | 5.88 | | | | | | | | | | | | | | |
| | IGA Houchens | n/i | S | | | | | | | 7.99 | | | | | | | | | | | | | | | |
| | IGA Stores - IL/IN | IGA TableRite | | 6.99 | | | 7.19 | | | | | | | | | | 2.99 | | | | 3.29 | | 85% | | |
| | Jewel-Osco | n/i | C | | | 5.99 | | 6.99 | | | | | | | | | | | | | | | | | |
| | | n/i | | | | | | | | | | | | | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Labor Day 2018

prices in \$US per pound unless otherwise noted.

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 | Tri-Tip | 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 | Jimenez | n/i | C | | | | | | | | | | | | | | | | | | | | |
| (cont) | Kirby Foods IGA | IGA TableRite | | | | 6.99 | 7.19 | | | | | | | | | | | 2.99 | | | 3.29 | 85% | |
| | Kroger Central | n/i | C | 5.99 | | | | | | | | | | | | | | | | 4.99 | | | |
| | | Private Selection | | | | | | | | | | | | | | | | | | | | | |
| | | Simple Truth | O | | | | | | | | | | | | | | | | | | | | |
| | Kroger Mid-South | n/i | C | | | 8.99 | | | | | | | | | | | | | | | | | |
| | | Kroger | | | | | | | | | | | 1.99 | | | | | | | | | | |
| | | Simple Truth | O | | | | | | | | | | | | | | | | | | | | |
| | Mariano's | n/i | | | | | | | | | | | | 1.98 | | | | | | | | | |
| | | Black Angus | C | | | 6.88 | | | | | | | | | | | | | | | | | |
| | Meijer | n/i | | | | | | | | | | | | | | | | | | | | | |
| | | Angus | C | 9.99 | | | | | | 6.99 | | | | | | | | | | | | | |
| | Pete's Fresh | Black Angus | C | 7.99 | | | | | | | | | | | | | | | | | | | |
| | | Strauss | G | | | | | | | | | | | | | | | | | | | | |
| | Piggly Wiggly MW | Angus | C | | | 6.99 | | | | | | | | | | | | | | | | | |
| | | Diamond Lean | | | | 5.99 | 3.99 | | | | | | | | | | | | | | | | |
| | Ruler Foods | n/i | | | | | | | | | | | | | | | | | | | | | |
| | Save-a-Lot | n/i | | | | 3.99 | | | | | | | | | | | | | | | | | |
| | | n/i | C | | | 5.99 | | | | | | | | | | | | | | | | | |
| | Schnuck's | Angus | C | | | 7.99 | | | | | | | | | | | | | | | | | |
| | | n/i | C | | | 6.99 | | | | | | | | | | | | | | | | | |
| | Schuettes | n/i | C | | | 7.98 | 8.48 | | | | | | | | | | | | | | | | |
| | | Schuettes | | | | | | | | | | | | | | | | | | | | | |
| | Shop & Save Mrkt | Black Angus | C | 8.99 | | | | | | | | | | | | | | | | | | | |
| | Shop'n Save | Angus | C | | | 6.99 | | | | | | | | | | | | | | | | | |
| | | n/i | | | | | | | | | | | | | | | | | | | | | |
| | Sullivan's | Sullivan's | | | | | | | | | | | | | | | | | | | | | |
| | Sunset Foods | Angus | C | | | | | | | | | | | | | | | | | | | | |
| | The Fresh Market | n/i | P | | | | | | | | | | | | | | | | | | | | |
| | | n/i | C | | | | | | | | | | | | | | | | | | | | |
| | Tony's Finer Foods | n/i | C | | | 6.99 | | | | 5.99 | | | | | | | | | | | | | |
| | | n/i | | | | 4.99 | | | | | | | | | | | | | | | | | |
| | Treasure Island | n/i | | | | | | | | | | | | | | | | | | | | | |
| | | n/i | | | | | | | | | | | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Labor Day 2018

prices in \$US per pound unless otherwise noted.

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 | Tri-Tip | 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) | Valli Produce | n/i | C | | | 5.99 | | | | 4.99 | | | | | | 3.49 | | | | | | | | | |
| | | PRE | G | | 10.99 | | | | | | | | | | | | | | | | | | | | |
| | Walmart | n/i | O | | | | | | | | | | | | | 5.98 | | | | | | | | | |
| | Walt's Food | Walt's | | | | | | | | | | | | 2.89 | | | | | | 4.29 | 3.29 | 80% | | | |
| | | Hereford | C | | 9.99 | | | | | | | | | | | | | | | | | | | | |
| | WFM Midwest | n/i | A | | | | | | 11.99 | | | | | | | | | | | | | | | | |
| Woodman's | Sommers | O | | | | | | | | | | | | | | 6.99 | | | | | | | | | |
| IN | ALDI | n/i | | | | | | | | | | | 1.79 | | | | | | | | | | | | |
| | | n/i | P | | 14.99 | | | | | | | | | | | | | | | | | | | | |
| | Al's Supermarket | Angus | C | | | | | 9.99 | | | | 3.99 | | | | 3.49 | | | | | | | | | |
| | County Market | Angus | C | | | | | 6.99 | | | | | | | | | | | | | | | | | |
| | | n/i | | | | | | | | | | | | | | | 2.69 | | | | | | | | |
| | Dollar General Mkt | n/i | | 8.95 | | | | | | | | | 1.95 | | | | | | | | | 3.95 | 80% | | |
| | Earth Fare | n/i | G | 8.99 | | | | 8.99 | | | | | | | | 3.99 | | 4.99 | | 4.99 | | | | | |
| | Food 4 Less | n/i | C | 7.99 | | | | | | | | | | | | | | | | | | | | | |
| | Fresh Encounter | n/i | | | | | | 5.99 | | 5.99 | | | | 2.49 | | | | | | | | | value | | |
| | | n/i | | | | | | | | | | | | | | | | | | | | | 3.99 | 80% | |
| | Fresh Thyme | n/i | C | | | | | 5.99 | | | | | | | | | | | | | | | | | |
| | | n/i | | | | | | | | | | | | | | | | 3.99 | | | | | | | |
| | | Laura's Lean | A | | | | | | | | | | | | | | 7.99 | | | | | | 7.99 | 85% | |
| | Giant Eagle | n/i | | | | | | | | | | | | | | 2.49 | | | | | | | | | |
| | | n/i | C | | | | | | | | | | | | | | | | | | | | | | |
| | | Thomas Farms | O | | | | | | | | | | | | | | | | | | | | | grass | |
| | Gordon Food | n/i | | | | | | | | | | | | | | | 1.99 | | | | | | | | |
| | Harding's | Halpern's | | | | | | | | | 6.40 | | | | | | | | | | | | | | |
| | | Harding's | | | | | | | | | | | | | 2.99 | 2.79 | | | | | | | | | |
| | | Tender Ridge | C | | 9.99 | | | | 5.99 | | | | | | | | | | | | | | | | |
| Harvest Market | Black Canyon | C | | | | | | | | | | | | | | | | | | | | | | | |
| Holiday Foods | n/i | | | | | | | | | | | | | | | | | | | | | | | | |
| IGA Houchens | n/i | S | | | | | | | | | | | | | | | | | | | | | | | |
| IGA Stores - IL/IN | IGA TableRite | | | 6.99 | | | 7.19 | | | | | | | | | | | | | | | | 3.29 | 85% | |
| IGA Stores OH/KY | n/i | C | | | 7.99 | | | 7.99 | | | | | | | | | | | | | | | | value | |
| | n/i | | | | | | | | | | | | | | | | 2.69 | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Labor Day 2018

prices in \$US per pound unless otherwise noted.

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 | Tri-Tip | 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 (cont) | Jay C Stores | n/i | C | | 6.99 | | | | | | | | | | | | | | | | | | value | | |
| | Kroger | | | | | | | | | | | 1.99 | | | | | | | | | | | | | |
| | Simple Truth | A | | | | | | | | | | | 4.99 | | | | | | | | | | | | |
| | Jewel-Osco | n/i | C | | | 5.99 | | 6.99 | | | | | | | | | | | | | | | | | |
| | n/i | | | | | | | | | | | | | | | | | | | | | | | | |
| | Kirby Foods IGA | IGA TableRite | | | | 6.99 | 7.19 | | | | | | | | | | | 2.99 | | | | 3.29 | 85% | | |
| | Kroger Central | n/i | C | 5.99 | | | | | | | | | | | | | | | | | | | value | | |
| | Private Selection | | | | | | | | | | | | | | | | | | | | | 4.99 | | | |
| | Simple Truth | O | | | | | | | | | | | | | | | | 5.99 | | | | | | | |
| | Kroger Cincinnati | n/i | C | 5.99 | | | | | | | | | | | | | | | | | | | | value | |
| | Laura's Lean | A | | | | | | | | | | | | | | | | | | | | 4.99 | | | |
| | Private Selection | | | | | | | | | | | | | | | | | | | | | | 4.99 | | |
| | Kroger Mid-South | n/i | C | | 8.99 | | | | | | | | | | | | | | | | | | | value | |
| | Kroger | | | | | | | | | | | | | 1.99 | | | | | | | | | | | |
| | Simple Truth | O | | | | | | | | | | | | | | | | | | | | | | | |
| | Lucky's Market | n/i | C | 8.99 | | | | | 8.98 | 4.48 | | | | | | | | | | | | | | | |
| | Martin's | Martin's | C | | | | | | 7.99 | | | | | | | | | | | | | | | | |
| | Meijer | n/i | | | | | | | | | | | | | | | | | | | | | | | |
| | Angus | C | 9.99 | | | | | | | 6.99 | | | | | | | | | | | | | | | |
| | Millers Markets | Hereford | C | | | | | | | | | | | | | | | | | | | | | | |
| | n/i | | | | | 3.99 | | | | | | | | | | | | | | | | | | | |
| | Needler's | n/i | | | | | | | | 5.99 | 5.99 | | | | | | | | | | | | | value | |
| | n/i | | | | | | | | | | | | | | | | | | | | | | 3.99 | 80% | |
| | New Market | n/i | | | 6.99 | | 4.99 | | 4.99 | | | | | | | | | | | | | | | value | |
| | Star Ranch | C | 9.99 | | | 9.99 | | | 9.99 | | | | | | | | | | | | | | | | |
| | n/i | | | | | | | | | | 6.99 | | | | | | | | | | | | | 4.99 | 93% |
| | Ruler Foods | n/i | | | | | | | | | | | | 1.99 | | | | | | | | | | | |
| | Save-a-Lot | n/i | | | | | 3.99 | | | | | | | | | | | | | | | | | value | |
| n/i | C | | | | | 5.99 | | | | | | | | | | | | | | | | | value | | |
| Schnuck's | Angus | C | | | | 7.99 | | | | | | | | | | | | | | | | | value | | |
| n/i | C | | | | | 6.99 | | | | | | | | | | | | | | | | | value | | |
| Strack & VanTil | Angus | C | | | 6.79 | 6.79 | 7.79 | | | | 4.99 | | | | | | | | | | | | | | |
| n/i | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | | | | | | | | | | 2.79 | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Labor Day 2018

prices in \$US per pound unless otherwise noted.

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 | Tri-Tip | 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 (cont) | Festival Foods | Black Angus | C | | | 7.99 | | | | | | | | | | | | | | | | | | | | |
| | | n/i | | | | | | | | | | | | | | | 3.99 | | | | | | | | | |
| | Food Pride | n/i | | | | | | | | | | | | | | | | 2.99 | | | | | | | | |
| | | Angus Pride | C | | | | | | 5.99 | | | | | | | | | | | | | | | | | |
| | Fresh Thyme | n/i | C | | | | | 5.99 | | | | | | | | | | | | | | | | | | |
| | | n/i | | | | | | | | | | | | | | | | | | | | | | | | |
| | | Laura's Lean | A | | | | | | | | | | | | | | | 7.99 | | | | | 7.99 | | 85% | |
| | Hornbacher's | n/i | | | | | | | | | | | | | | | | 1.99 | | | | | | | | |
| | | Stockman & Dakota | | | | | 7.99 | | | | | | | | | | | | | | | | | | | |
| | Hugo's | Hugo's | | | | | | | | | | | | | | | | | | | | | | | | |
| | | Angus Pride | C | | 8.99 | | | | | | | | | | | | | | | | | | | | | |
| | Hy-Vee | n/i | | | | | | | | | | | | | | | | | | | | | | | | |
| | | Strauss | G | | | | | | | | | | | | | | | | | | | | | | | |
| | | Hy-Vee True | A | | | | | | | | | | | | | | | | | | | | | | | |
| | | Wahlburgers | | | | | | | | | | | | | | | | | | | | | | | | |
| | | Hy-Vee Reserve | C | | | | | | | | | | | | | | | | | | | | | | 8.99 | 80% |
| | | Hy-Vee Angus | C | | | | | | | | | | | | | | | | | | | | | | | |
| | | Hy-Vee Angus | C | | | | | | | | | | | | | | | | | | | | | | | |
| | Kowalski's | Kowalski's | P | | | | | | | | | | | | | | | | | | | | | | | |
| | | Kowalski's | P | | | | | | | | | | | | | | | | | | | | | | | |
| | Lunds & Byerly's | Premium | C | | | | | | | | | | | | | | | | | | | | | | | |
| | | Premium | C | | | | | | | | | | | | | | | | | | | | | | | |
| | | Snake River Farms | | | | | | | | | | | | | | | | | | | | | | | | |
| | Snake River Farms | | | | | | | | | | | | | | | | | | | | | | | | | |
| Marketplace Foods | Angus Pride | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Angus Pride | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Angus Pride | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Angus Pride | | | | | | | | | | | | | | | | | | | | | | | | | |
| Maynard's | n/i | C | | | | | | | | | | | | | | | | | | | | | | | | |
| | n/i | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Angus Pride | C | | | | | | | | | | | | | | | | | | | | | | | | |
| Quillin's | n/i | | | | | | | | | | | | | | | | | | | | | | | | | |
| | n/i | C | | | | | | | | | | | | | | | | | | | | | | | | |
| | Chairman's Reserve | | | | | | | | | | | | | | | | | | | | | | | | | |
| Save-a-Lot | n/i | | | | | | | | | | | | | | | | | | | | | | | | | |
| | n/i | C | | | | | | | | | | | | | | | | | | | | | | | | |
| | n/i | | | | | | | | | | | | | | | | | | | | | | | | | |
| Sun Mart | Open Acres | C | | | | | | | | | | | | | | | | | | | | | | | | |
| | Open Acres | C | | | | | | | | | | | | | | | | | | | | | | | | |
| | n/i | | | | | | | | | | | | | | | | | | | | | | | | | |
| Sunshine Foods | n/i | C | | | | | | | | | | | | | | | | | | | | | | | | |
| | n/i | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Sunshine's Own | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Sunshine's Own | | | | | | | | | | | | | | | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Labor Day 2018

prices in \$US per pound unless otherwise noted.

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 | Tri-Tip | 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> | Super One Foods | Black Angus | C | | | 6.96 | | | | | | | | | | | | | | | | | | |
| | SuperVALU Stores | n/i | | | | | | | | | | | | 2.49 | | | | | | | | 4.94 | 85% | |
| | | Revier Cattle Co. | | | | | | | 7.99 | | | | | | | | | | | | | | | |
| | | n/i | | | | | | | | | | | | | | | | | | | | | | |
| | Teal's Market | Angus Farms | C | | | | | | 8.99 | | | | | | | | | | | | | | | |
| | | n/i | | | | | | | | | | | | | | | | | | | | | | |
| | Walmart | Angus Pride | O | | 8.99 | | | | | | | | | | | | | | | | | | | |
| | WFM Midwest | n/i | A | | | | | | | | | | | | | | | | | | | | | |
| ND | Alb./Safe. Mount. | Double R Ranch | C | | 8.99 | | | | 7.99 | | 6.99 | | | | | | | | | | | | | |
| | | Double R Ranch | C | 5.77 | | | | | | | | | | | | | | | | | | | value | |
| | | n/i | | | | | | | | | | | | | | | | | | | | | value | |
| | AW Grocers | Angus | C | | | | | | 7.49 | | | | | | | | | | | | | | | |
| | | Angus | C | | | | | | 7.99 | | | | | | | | | | | | | | | |
| | | n/i | | | | | | | | | | | 2.29 | | | | | | | | | | | |
| | Cash Wise | Hereford | C | | 6.98 | | | | | | | | | | | | | | | | | | | |
| | Dan's | Open Acres | C | | | | | | | | | | | | | | | | | | | | | |
| | | n/i | | | | | | | | | | | | | | | | | | | | | | |
| | Family Fare | Open Acres | C | | | | | | | | | | | | | | | | | | | | | |
| | | n/i | | | | | | | | | | | | | | | | | | | | | | |
| | Food Pride | n/i | | | | | | | | | | | | | | | | | | | | | | |
| | | Angus Pride | C | | | | | | | 5.99 | | | | | | | | | | | | | | |
| | Hornbacher's | n/i | | | | | | | | | | | | | | | | | | | | | | |
| | | Stockman & Dakota | | | | 7.99 | | | | | | | | | | | | | | | | | | |
| | Hugo's | Hugo's | | | | | | | | | | | | | | | | | | | | | | |
| | | Angus Pride | C | 8.99 | | | | | | | | | | | | | | | | | | | | |
| Leevers Foods | n/i | | | | | | | | | | | | | | | | | | | | | | | |
| | Preferred Angus | | | | | | | | | | | | | | | | | | | | | | | |
| Marketplace Foods | Angus Pride | | | | | | | | | | | | | | | | | | | | | | | |
| | Angus Pride | | | | | | | | | | | | | | | | | | | | | | | |
| Miller's Fresh | n/i | | | | | | | | | | | | | | | | | | | | | | | |
| | Angus Pride | C | | 10.99 | | | | | | | | | | | | | | | | | | | | |

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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 | Tri-Tip | 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> | SuperVALU Stores | Revier Cattle Co. | | | | | | 7.99 | | | | | | | | 2.69 | | | | | | | |
| | | n/i | | | | | | | | | | | | | | 3.49 | | | | | | | |
| | Teal's Market | Angus Farms | C | | | | | 8.99 | | | | | | | | 2.69 | | | | | | | |
| | Walmart | Angus Pride | O | | 8.99 | | | | | | | | | | | | 5.98 | | | | | | |
| NE | Alb./Safe. Denver | n/i | C | | | 9.99 | 9.99 | 5.99 | | | | | | | 2.99 | | 3.99 | | | | | | |
| | ALDI | n/i | | | | | | | | | | 1.79 | | | | | | | | | | | |
| | Apple Market | n/i | P | | 14.99 | | | | 7.99 | | | | | | 2.29 | | | | | | 2.49 | 80% | |
| | AW Grocers | n/i | | | 9.98 | | | | | | | 2.29 | | | 1.98 | | | | | | | value | |
| | Baker's | Angus | C | | | | | | 7.49 | | | | | | | | | | | | | value | |
| | | Angus | C | | | | | | 7.99 | | | | | | | | | | | | | | value |
| | | n/i | C | | | | | | 6.99 | | | | | | | | | | | | | | value |
| | | Kroger | | | | | | | | | | | | | 2.99 | | | | | | | | |
| | Family Fare | Laura's Lean | A | | | | | | | | | | | | | | | 5.99 | | | | | |
| | | Open Acres | C | | | | | | 9.59 | | | | | | | | | | | | | | |
| | | n/i | | | | | | | | | | | | | 2.99 | | | | | | | | |
| | Family Fresh | Open Acres | | | | | | | 9.59 | | | | | 2.99 | 1.88 | | | | | | | | |
| | Fareway | n/i | | | | | | | | | | | | | | 2.69 | 2.49 | | | | | | |
| | | n/i | C | | | 8.99 | | | | | | | | | | | | | | | | | |
| | Food Pride | n/i | | | | | | | | | | | | | | | | 2.99 | | | | | |
| | Fresh Thyme | Angus Pride | C | | | | | | 5.99 | | | | | | | | | | | | | | |
| | | n/i | C | | | | | | | 5.99 | | | | | | | | | | | | | |
| | n/i | | | | | | | | | | | | | | | | 3.99 | | | | | | |
| Hy-Vee | Laura's Lean | A | | | | | | | | | | | | | 7.99 | | | | | 7.99 | 85% | | |
| | n/i | | | | | | | | | | | | 3.99 | 1.88 | | | | | | | | | |
| | Strauss | G | | | | | | | | | | | | | 6.99 | | | | | | | | |
| | Hy-Vee True | A | | | | | | | | | | | | | 5.99 | | | | | | | | |
| | Wahlburgers | | | | | | | | | | | | | | | | | | | | 8.99 | 80% | |
| | Hy-Vee Reserve | C | | | | | | 11.99 | | | | | | | | | | | | | | | |
| | Hy-Vee Angus | C | | | 8.99 | | | | 5.88 | | | | | | | | | | | | | | |

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|-----------------|---------------------|---------------|------------|---------------------|-------|--------|--------------|------------|------|-------------|--------------|---------|----------------------------------|-------|-----------|-------|--------|-------|--------|-------|-------|---------|---------|-------|
| | | | | Ribeye | | T-Bone | Porter House | Strip Loin | | Top Sirloin | London Broil | Tri-Tip | 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) | No Frills | Open Acres | C | | | | | 7.99 | | | | | | | | | | | | | | | | |
| | Russ's Market | n/i | | | | | | | | | | | | 2.99 | | | | | | | | | | |
| | | n/i | | | 5.99 | 6.99 | | | | | | | | | | | 2.79 | 2.79 | | | | 2.99 | 85% | |
| | Sun Mart | Open Acres | C | | | | | 9.59 | | | | | | | | | | | | | | | | |
| | | n/i | | | | | | | | | | | | | | | | | | | | | | |
| | Super Saver | n/i | | | | | | | | | | | 1.78 | | | | | | | | | 2.68 | 80% | |
| | | Star Ranch | | | | | | | | | | | | | | | | | | | | | | |
| | | Concord Farms | G | | 7.77 | | | | | | | | | | | | | 4.98 | | | | | | |
| | Thriftway Stores | n/i | | | | | | | | | | | | | | | 2.99 | | | | | 3.49 | 80% | |
| | Walmart | n/i | O | | | | | | | | | | | | | | | | | | | | | |
| | WFM Midwest | n/i | A | | | | | 11.99 | | | | | | | | | | | | | | | | |
| OH | Acme Fresh Marke | Angus | C | | | | | 10.99 | 4.99 | | | | | | | | | | | | | | value | |
| | | Acme | | | | | | | | | | | | | 2.59 | | | | | | | 3.99 | 80% | |
| | ALDI | n/i | | | | | | | | | | | 1.79 | | | | | | | | | | | |
| | | n/i | P | | 14.99 | | | | | | | | | | | | | | | | | | | |
| | Buehler's | Open Acres | C | | 10.99 | | | 7.99 | | | | | | | 2.99 | 2.79 | | | | | | 3.29 | 80% | |
| | | Angus | C | | 12.99 | | | 9.99 | | | | | | | | | | | | | | | | |
| | Dave's Market | n/i | S | | | 7.99 | | | | | | | | | | | | | | | | | | |
| | | n/i | C | | | | | 6.99 | | | | | | | | | | | | | | | | |
| | Dollar General Mrkt | n/i | | 8.95 | | | | | | | | | | 1.95 | | | | | | | | 3.95 | 80% | |
| | | Dorothy Lane | DLM Prime | A | | 21.99 | | | | | | | | | | | | | | | | | | |
| | | | DLM Choice | A | | | | | | | | | | | | | 6.49 | | | | | 6.49 | 85% | |
| | Earth Fare | n/i | G | 8.99 | | | | 8.99 | | | | | | | | | 3.99 | | 4.99 | | 4.99 | | | |
| | Fishers Foods | n/i | C | | | 7.99 | 7.99 | | | | | | | | | | | | | | | | | value |
| | | Fishers | | | | | | | | | | | | | | 2.99 | | | | | | | | |
| | Food Fair | Black Canyon | | | | | | | 6.99 | | | | | | | 2.88 | | | | | | | | |
| Fresh Encounter | n/i | | | | | | 5.99 | | 5.99 | | | | 2.49 | | | | | | | | | | value | |
| | n/i | | | | | | | | | | | | | | | | | | | | 3.99 | 80% | | |
| Fresh Thyme | n/i | C | | | | | 5.99 | | | | | | | | | | | | | | | | | |
| | n/i | | | | | | | | | | | | | | | | | | | | | | | |
| | Laura's Lean | A | | | | | | | | | | | | | | 7.99 | | 3.99 | | | 7.99 | 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 | Tri-Tip | 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> | Giant Eagle | n/i | | | | | | | | | | | | | 2.49 | | | | | | | | | | | |
| | | n/i | C | | | | | 7.99 | | | | | | | | | | | | | | | grass | | | |
| | | Thomas Farms | | O | | | | | | | | | | | | | | | | | | | | | | |
| | | Gordon Food | n/i | | | | | | | | | | | | 1.99 | | | | | | | | | | | |
| | | Halpern's | | | | | | | | | 6.40 | | | | | | | | | | | | | | | |
| | | Heinen's | Heinen's | A | | | | | | | | | | | | | | | | | | | | | | |
| | | IGA Houchens | n/i | S | | | | | | | | | | | | | | | | | | | | | | |
| | | IGA SpartanNash | n/i | | | | 3.99 | | | | | | | | | | | | | | | | | value | | |
| | | | n/i | | | | | | | | | | | | | | | | | | | | 2.89 | 80% | | |
| | | | n/i | C | | | | | | | | | | | | | | | | | | | | | | |
| | | IGA Stores OH/KY | n/i | C | | | 7.99 | | 7.99 | | | | | | | | | | | | | | | value | | |
| | | | n/i | | | | | | | | | | | | | | | | | | | | | | | |
| | | Kroger Central | n/i | C | 5.99 | | | | | | | | | | | | | | | | | | | value | | |
| | | | Private Selection | | | | | | | | | | | | | | | | | | | | | 4.99 | | |
| | | | Simple Truth | O | | | | | | | | | | | | | | | | | | | | | | |
| | | Kroger Cincinnati | n/i | C | 5.99 | | | | | | | | | | | | | | | | | | | | value | |
| | | | Laura's Lean | A | | | | | | | | | | | | | | | | | | | | | | |
| | | | Private Selection | | | | | | | | | | | | | | | | | | | | | | 4.99 | |
| | | Kroger Columbus | n/i | C | 5.99 | | | | | | | | | | | | | | | | | | | | value | |
| | | | n/i | | | | | | | | | | | | | | | | | | | | | | | |
| | | Laura's Lean | A | | | | | | | | | | | | | | | | | | | | | | | |
| | Kroger MdAtlantic | n/i | C | | | 8.99 | | | | | | | | | | | | | | | | | | | | |
| | | Kroger | | | | | | | | | | | | | | | | | | | | | | | | |
| | | Simple Truth | A | | | | | | | | | | | | | | | | | | | | | | | |
| | Lucky's Market | n/i | C | 8.99 | | | | | | | | | | | | | | | | | | | | | | |
| | | Pinebrook Valley | | | | | | | | | | | | | | | | | | | | | | | | |
| | | n/i | S | | | | | | | | | | | | | | | | | | | | | 3.49 | | |
| | | n/i | | | | | | | | | | | | | | | | | | | | | | 80% | | |
| | Meijer | n/i | | | | | | | | | | | | | | | | | | | | | | | | |
| | | Angus | C | 9.99 | | | | | | | | | | | | | | | | | | | | | | |
| | Millers Markets | Hereford | C | | | | | | | | | | | | | | | | | | | | | | | |
| | | n/i | | | | | | | | | | | | | | | | | | | | | | | | |
| | | n/i | | | | | | | | | | | | | | | | | | | | | | | | |
| | Needler's | n/i | | | | | | | | | | | | | | | | | | | | | | value | | |
| | | n/i | | | | | | | | | | | | | | | | | | | | | | 80% | | |
| | PW Stores | Preferred Angus | | | | | | | | | | | | | | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Labor Day 2018

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

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 | Tri-Tip | 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) | Remke Markets | n/i | | | | | | | | 5.99 | | | | | | | 3.49 | | | | | | | | |
| | Riesbeck's | Hereford | C | 6.99 | | | | | | | | | | | | | | | | | | 2.99 | value 75% | | |
| | Ruler Foods | n/i | | | | | | | | | | | 1.99 | | | | | | | | | | | | |
| | Save-a-Lot | n/i | | | | 3.99 | | | | | | | | | 2.39 | | | | | | | | value | | |
| | | n/i | | C | | | 5.99 | | | | | | | | | | | | | | | | | value | |
| | Shop'n Save | Star Ranch | | C | | | | | | 7.98 | 5.99 | 3.99 | | | | 2.48 | | | | | | | | value | |
| | Sparkle Market | n/i | | C | | | 5.99 | 5.99 | | | | | | | | | | | | | | | | value | |
| | | n/i | | | | | | | | | | | | | | | | 4.99 | | | | | | 80% grass | |
| | SuperVALU Stores | n/i | | O | | | | | | | | | | | | 2.49 | | | | | | | | 3.99 | 80% |
| | | n/i | | | | | | | | | | | | | | | | 3.49 | | | | | | | |
| | Angus Farms | | | C | | | | | | 8.99 | | | | | | | | | | | | | | | |
| | Star Ranch | | | C | | 9.99 | | | | | | | | | | | | | | | | | | | |
| | The Fresh Market | n/i | | P | | | | | | 14.99 | | | | | | | | | | | | | | | |
| | | n/i | | | | | | | | 12.99 | | | | | | | | | | | | | | | |
| Walmart | n/i | | O | | | | | | | | | | | | | 5.98 | | | | | | | | | |
| WFM Mid-Atlantic | n/i | | A | | | | | | 11.99 | | | | | | | | | | | | | | | | |
| WFM 365 | n/i | | | | | | | | 11.19 | | | | | | | | | | | | | | | | |
| SD | Alb./Safe. Denver | n/i | | | | 9.99 | 9.99 | 5.99 | | | | | | | | | 2.99 | | 3.99 | | | | | | |
| | | n/i | | | | | | | | | | | | | | | | | | | | | | | |
| | ALDI | n/i | | | | | | | | | | | 1.79 | | | | | | | | | | | | |
| | | n/i | | P | | 14.99 | | | | | | | | | | | | | | | | | | | |
| | AW Grocers | n/i | | | | 9.98 | | | | | | | | 2.29 | | 1.98 | | | | | | | | | |
| | | Angus | | C | | | | | | 7.49 | | | | | | | | | | | | | | value | |
| | | Angus | | C | | | | | | 7.99 | | | | | | | | | | | | | | | |
| | Buche Foods | n/i | | | | | 9.98 | | | | | | | | | | 1.88 | | | | | | | | |
| | Coborn's | Hereford | | C | | | | | | 8.75 | | | | | | | | | | | | | | | |
| | | 1881 Legendary | | | | | | | | 7.98 | | | | | | | | | | | | | | | |
| | Family Fare | Greater Omaha | | | | | | | | | | | | | | | | | 2.98 | | | | | | |
| | Open Acres | | C | | | | | | 9.59 | | | | | | | | | | | | | | | | |
| | n/i | | | | | | | | | | | | | | 2.99 | | | | | | | | | | |
| Fareway | n/i | | | | | | | | | | | | | | | 2.69 | 2.49 | | | | | | | | |
| | n/i | | C | | 8.99 | | | | | | | | | | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Labor Day 2018

prices in \$US per pound unless otherwise noted.

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 | Tri-Tip | 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 (cont) | Hy-Vee | n/i | | | | | | | | | | | | 3.99 | 1.88 | | | | | | | | |
| | | Strauss | G | | | | | | | | | | | | | 6.99 | | | | | | | |
| | | Hy-Vee True | A | | | | | | | | | | | | | 5.99 | | | | | | | |
| | | Wahlburgers | | | | | | | | | | | | | | | | | | | | 8.99 | 80% |
| | | Hy-Vee Reserve | C | | | | | | | | | | | | | | | | | | | | |
| | | Hy-Vee Angus | C | | 8.99 | | | | | 5.88 | | | | | | | | | | | | | |
| | | IGA Markets | n/i | | | 5.99 | | | | | | | | | | | | | | | | | |
| | | Ken's Super Fair | Ken's | | | | | | | | | | | | | | 1.99 | | | | | | |
| | | | Demkota | C | | 9.99 | | | | | | | | | | | | | | | | | |
| | | Lynns Dakotamart | Dakotamart Pride | C | | | | | | | | | | | | | | | | | | | |
| | | | Dakotamart Pride | C | | | | | | | | | | | | | | | | | | | |
| | | | n/i | | | | | | | | | | | | | | | | | | | | |
| | | Maynard's | n/i | C | | 7.99 | 9.99 | | | | | | | | | | 2.49 | | | | | | |
| | | Sunshine Foods | n/i | C | | 9.99 | | | | | | | | | | | | | | | | | |
| | | | Sunshine's Own | | | | | | | | | | | | | | 2.49 | | | | | | |
| | | SuperVALU Stores | n/i | | | | | | | | | | | | | | | | | | | | |
| | | Angus Farms | C | | | | | | | | | | | | | | | | | | | | |
| | Teal's Market | n/i | | | | | | | | | | | | | | | | | | | | | |
| | | Angus Pride | | | 8.99 | | | | | | | | | | | | | | | | | | |
| | Walmart | n/i | O | | | | | | | | | | | | | | | | | | | | |
| WI | ALDI | n/i | | | | | | | | | | | 1.79 | | | | | | | | | | |
| | | n/i | P | | 14.99 | | | | | | | | | | | | | | | | | | |
| | AW Grocers | n/i | | | 9.98 | | | | | | | | 2.29 | | 1.98 | | | | | | | | |
| | | Angus | C | | | | | | | | | | | | | | | | | | | | |
| | | Angus | C | | | | | | | | | | | | | | | | | | | | |
| | Cermak's | Angus | C | | | | | | | | | | | | 2.99 | | | | | | | | |
| | County Market | Angus | C | | | | | 6.99 | | | | | | | | | | | | | | | |
| | | n/i | | | | | | | | | | | | | | | | | | | | | |
| | Cub Foods | n/i | | | | | | | | | | | | | | 1.99 | | | | | | | |
| | | n/i | C | | | 7.99 | | | | | | | | | | | | | | | | | |
| Econofoods | Open Acres | C | | | | | | | | | | | | | 5.99 | | | | | | | | |
| | n/i | | | | | | | | | | | | | | | 2.99 | 1.88 | | | | | | |
| Family Fresh | Open Acres | | | | | | | | | | | | | | | 2.99 | 1.88 | | | | | | |
| Festival Foods | Black Angus | C | | | 7.99 | | | | | | | | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Labor Day 2018

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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 | Tri-Tip | 73-75% | | 80%/Chuck | | 85-90% | | 93-95% | | | Sirloin | Patties | | | |
| | | | | bone-in | bnls | | | bone-in | bnls | | | | reg | value | reg | value | reg | value | reg | value | | | | | | |
| WI <i>(cont)</i> | Food Pride | n/i | | | | | | | | | | | | | | | | | | | | | | | | |
| | | Angus Pride | C | | | | | 5.99 | | | | | | | | | | | | | | | | | | |
| | Fox Bros. PW | Angus | C | | 6.99 | | | | | | | | | | | | | | | | | 3.49 | 85% | | | |
| | Fresh Thyme | n/i | C | | | | | 5.99 | | | | | | | | | | | | | | | | | | |
| | | n/i | | | | | | | | | | | | | | | | | | | | | | | | |
| | | Laura's Lean | A | | | | | | | | | | | | | | | | | | | | 7.99 | 85% | | |
| | Gordon Food | n/i | | | | | | | | | | | | | | | | | | | | | | | | |
| | | Halpern's | | | | | | | | | | | | | | | | | | | | | | | | |
| | Gordy's | n/i | | | | | | | | | | | | | | | | | | | | | | | | |
| | | Angus Pride | | | | | | | | | | | | | | | | | | | | | | | value | |
| | Great Lakes Fresh | Star Ranch | C | | | | | | | | | | | | | | | | | | | | | | | |
| | | n/i | | | | | | | | | | | | | | | | | | | | | | | | |
| | Hansen's IGA | Star Ranch | C | | | 6.98 | | | | | | | | | | | | | | | | | | | | |
| | | Hansen's | | | | | | | | | | | | | | | | | | | | | | | | |
| | Hy-Vee | n/i | | | | | | | | | | | | | | | | | | | | | | | | |
| | | Strauss | G | | | | | | | | | | | | | | | | | | | | | | | |
| | | Hy-Vee True | A | | | | | | | | | | | | | | | | | | | | | | | |
| | | Wahlburgers | | | | | | | | | | | | | | | | | | | | | | | | |
| | | Hy-Vee Reserve | C | | | | | | | | | | | | | | | | | | | | | | | |
| | | Hy-Vee Angus | C | | | | | | | | | | | | | | | | | | | | | | | |
| Marketplace Foods | Angus Pride | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Angus Pride | | | | | | | | | | | | | | | | | | | | | | | | | |
| Marketplace WI | Hereford | C | | | | | | | | | | | | | | | | | | | | | | | | |
| | 1881 Legendary | C | | | | | | | | | | | | | | | | | | | | | | | | |
| | Greater Omaha | | | | | | | | | | | | | | | | | | | | | | | | | |
| Meijer | n/i | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Angus | C | | 9.99 | | | | | | | | | | | | | | | | | | | | | | |
| Nilssen's | n/i | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Angus Pride | C | | | | | | | | | | | | | | | | | | | | | | | | |
| Outpost Natural | Wisconsin Meadows | G | | | | | | | | | | | | | | | | | | | | | | | | |
| Pat's Food IGA | n/i | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Angus | C | | | | | | | | | | | | | | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Labor Day 2018

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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 | Tri-Tip | 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) | TC Grocers | n/i | | | | | | | | | | | 1.99 | | 2.59 | | | | | | 2.69 | 80% | |
| | | n/i | S | | | | | 6.99 | | | | | | | | | | | | | | | |
| | The Fresh Market | n/i | P | | | | | 14.99 | | | | | | | | | | | | | | | |
| | | n/i | C | | | | | 12.99 | | | | | | | | | | | | | | | |
| | Walmart | n/i | O | | | | | | | | | | | | | 5.98 | | | | | | | |
| | WFM Southwest | n/i | A | | | | | 11.99 | | | | | | | | | | | | | | | |
| AZ | Albertsons SW | n/i | C | 5.77 | | 5.77 | | 5.77 | | | 3.99 | 3.99 | | | | | | | | | | value | |
| | | n/i | | | | | | | | | | | | | | 2.77 | | | | | | | |
| | AW Grocers | n/i | | | 9.98 | | | | | | | | | | 1.98 | | | | | | | | |
| | Basha's | n/i | C | | | 4.97 | | 4.97 | | | | | | | | | | | | | | value | |
| | | n/i | | | | 4.99 | | | | | | | | | | | | | | | | value | |
| | Clark's Market | Angus | C | | | | | | | | 5.99 | | | | | | | | | | | | |
| | El Super | n/i | | | | | | | | | | | 1.99 | | | | | | | | | | |
| | Food City | n/i | | | | | | | | | | | 1.77 | | | | | | | | | | |
| | Fry's | n/i | C | 4.77 | | | | | | | 4.49 | | | | | | | | | | | value | |
| | | Laura's Lean | A | | | | | | | | | | | | | | | | | | | 5.99 | |
| | IGA Family | n/i | | | | 3.97 | 4.97 | | | | | | | | | 3.99 | | | | | | value | |
| | Los Altos | n/i | | | 6.99 | | 6.99 | | | | | | | | | | | | | | | | |
| | Lowes Market | n/i | | | | | | | 6.99 | | | | | | | | | | | | | 2.29 | 73% |
| | Safeway SW | n/i | C | 6.97 | | 5.77 | | 5.77 | | | | | | | | | | | | | | | value |
| | | n/i | C | | | | | | | 6.49 | 3.99 | | | | | | | | | | | | |
| | n/i | | | | | | | | | | | | | 1.77 | | | | | | | | | |
| Smith's | n/i | C | 5.99 | | | | | | | | | | | | | | | | | | | value | |
| | Private Selection | | | | | | | | | | | | | | | | | | | | | | |
| | Laura's Lean | A | | | | | | | | | | | | | | | | | | | | 5.99 | |
| Sprout's Market | n/i | G | | | | | | | | | | | | | 3.99 | | | | | | | | |
| | n/i | A | | | | | | | | | | | | | | | | | | | | | |
| Walmart | n/i | O | | | | | | | | | | | | | | | | | | | | | |
| | WFM Sth. Pacific | n/i | A | | | | | 11.99 | | | | | | | | | | | | | | | |
| CO | Affiliated Foods | n/i | | | | | | | | | | | 1.99 | | | | | | | | | | |
| | | n/i | | | | | | | | | | | | | | | | | | | | value | |
| | Alb./Safe. Denver | n/i | C | | | 9.99 | 9.99 | 5.99 | | | | | | | | | | | | | | | |
| | n/i | | | | | | | | | | | | | 2.99 | | 3.99 | | | | | | | |

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 | Tri-Tip | 73-75% | | 80%/Chuck | | 85-90% | | 93-95% | | Sirloin | Patties | | |
| | | | | bone-in | bnls | | | bone-in | bnls | | | | reg | value | reg | value | reg | value | reg | | | | value | |
| CO <i>(cont)</i> | Alb./Safe. Mount. | Double R Ranch | C | | 8.99 | | | | | 7.99 | | | | | | | | | | | | | | |
| | | Double R Ranch | C | 5.77 | | | | | | | | | | | | | | | | | | | value | |
| | | n/i | | | | | | | | | | | | | | | 2.99 | | | | | | | |
| | | Associated Food | Angus | C | | | | | 7.99 | | 3.79 | | | | | | | | | | | | | value |
| | | | Angus | C | | | | | 9.99 | 3.99 | | | | | | | | | | | | | | |
| | | AW Grocers | n/i | | 9.98 | | | | | | | | 2.29 | | 1.98 | | | | | | | | | |
| | | | Angus | C | | | | | 7.49 | | | | | | | | | | | | | | | value |
| | | | Angus | C | | | | | 7.99 | | | | | | | | | | | | | | | |
| | | Clark's Market | Angus | C | | | | | 13.99 | | 5.99 | | | | | | | | | | | | | |
| | | Food King | n/i | | | | | | | | | | 1.39 | | | | | | | | | | | |
| | | | True Texas | | | | | | | | | | | | | | | | | | | | | |
| | | King Soopers | n/i | C | 4.99 | | | | | | | | | | | | | | | | | | | value |
| | | | Laura's Lean | A | | | | | | | | | | | | | | 5.99 | | | | | | |
| | | Lowes Market | n/i | | | | | | 6.99 | | | | 1.69 | | | | | | | | | 2.29 | | 73% |
| | | Lucky's Market | Piedmontese | A | 12.99 | | | | | | | | | | | | | | | | | | | |
| | | | n/i | G | | | | | | | | | | | | | 4.99 | | | | | | | |
| | | Ridley's Markets | Stone's | | | | | | | | | | | | | | | | | | | 2.19 | | 80% |
| | | | n/i | | | | | | 3.99 | | | | | | | | | | | | | | | value |
| | | Hereford | C | 6.99 | | | | | 5.49 | | | | | | | | | | | | | | value | |
| | Save-a-Lot | n/i | | | | 3.99 | | | | | | | | | | 2.39 | | | | | | | value | |
| | | n/i | C | | | 5.99 | | | | | | | | | | | | | | | | | value | |
| | Sprout's Market | n/i | G | | | | | | | | | | | | | | 3.99 | | | | | | | |
| | | n/i | A | | 11.99 | | | | | | | | | | | | | | | | | | | |
| | Walmart | n/i | O | | | | | | | | | | | | | | 5.98 | | | | | | | |
| | WFM Rocky Mount | n/i | A | | | | | 11.99 | | | | | | | | | | | | | | | | |
| KS | Affiliated Foods | n/i | | | | | | 6.49 | | | | | 1.99 | | | | | | | | | | | |
| | | n/i | | | | | | 5.99 | | | | | | | | | | | | | | | value | |
| | ALDI | n/i | | | | | | | | | | | 1.79 | | | | | | | | | | | |
| | | n/i | P | | 14.99 | | | | | | | | | | | | | | | | | | | |
| | Apple Market | n/i | | | | | | 7.99 | | | | | | | 2.29 | | | | | | 2.49 | | 80% | |
| | AW Grocers | n/i | | | 9.98 | | | | | | | | 2.29 | | 1.98 | | | | | | | | | |
| | | Angus | C | | | | | 7.49 | | | | | | | | | | | | | | | value | |
| | | Angus | C | | | | | 7.99 | | | | | | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Labor Day 2018

prices in \$US per pound unless otherwise noted.

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 | Tri-Tip | 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> | Brothers Market | n/i | C | | | 6.99 | | | 7.99 | | | | | | | | | | | | | | | |
| | | n/i | | | | | | | | | | | | | | 3.99 | | | | | 4.49 | 85% | | |
| | Country Mart | n/i | | | | | | | | | | | | | 1.99 | | | | | | | | | |
| | CV's Family Food | n/i | | | | | | | | | | | | | 2.99 | | | | | | | | | |
| | | Chairman's Reserve | | | | | 9.99 | | | | | | | | | | | | | | | | | |
| | Dillon's | n/i | C | | | | | | 6.99 | | | | | | | | | | | | | | value | |
| | | Kroger | | | | | | | | | | | | | | 2.99 | | | | | | | | |
| | | Laura's Lean | | A | | | | | | | | | | | | | | | 5.99 | | | | | |
| | Food Pride | Angus | | C | | | 6.99 | | | | | | | | | | | | | | | | | |
| | | n/i | | | | | | | | 4.88 | | | | | | | | | 2.99 | | | | | |
| | G&W Foods | n/i | | C | | | 11.99 | 6.99 | | | | | | | | | | | | | | | | value |
| | | n/i | | | | | | | | | | | | | | | | | | | | | | |
| | Harp's | Harp's | | C | 13.70 | | | | | 11.45 | | | | | | | | | | | | | | |
| | | Wahlburgers | | | | | | | | | | | | | | | | | | | | | | |
| | Hen House | Hereford | | C | | | 7.99 | 8.99 | | 12.79 | | 4.59 | | | | | | | | | | | | |
| | | n/i | | | | | | | | | | | | | | | | | | | | | | |
| | | Good Natured | | G | | | | | | 13.99 | | | | | | | | | | | | | | |
| | Hy-Vee | n/i | | | | | | | | | | | | | | 3.99 | 1.88 | | | | | | | |
| | | Strauss | | G | | | | | | | | | | | | | | | | | | | | |
| | | Hy-Vee True | | A | | | | | | | | | | | | | | | | | | | | |
| | | Wahlburgers | | | | | | | | | | | | | | | | | | | | | 8.99 | 80% |
| | | Hy-Vee Reserve | | C | | | | | | 11.99 | | | | | | | | | | | | | | |
| | | Hy-Vee Angus | | C | | | 8.99 | | | | 5.88 | | | | | | | | | | | | | |
| | Lowes Market | n/i | | | | | | | | 6.99 | | | | 1.69 | | | | | | | | | 2.29 | 73% |
| Price Chopper | KC Pride | | | | | | | | | | | | | | | | | | | | | 2.99 | 80% | |
| | KC Pride | | | | | 9.99 | | | 7.99 | | | | | | | | | | | | | | value | |
| Pyramid Foods | Midwest Reserve | | C | | | 10.65 | 6.99 | | | | | | | | 2.49 | | | | | | | | value | |
| | Meyer Natural | | A | | | | | | | 9.99 | | | | | | | | | | | | | | |
| | Laura's Lean | | A | | | | | | | | | | | | | | | | | | | 6.99 | 92% | |
| | Wahlburgers | | | | | | | | | | | | | | | | | | | | | | | |
| Save-a-Lot | n/i | | | | | 3.99 | | | | | | | | | | | | | | | | | value | |
| | n/i | | C | | | 5.99 | | | | | | | | | | | | | | | | | value | |
| Sprout's Market | n/i | | G | | | | | | | | | | | | | | | | | | | | | |
| | n/i | | A | | | 11.99 | | | | | | | | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Labor Day 2018

prices in \$US per pound unless otherwise noted.

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 | Tri-Tip | 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> | Sun Fresh | n/i | | | | | | 7.99 | | | | | | | 1.99 | | | | | | | | | |
| | Thriftway Stores | n/i | | | | | | | | | | | | | 2.99 | | | | | | 3.49 | 80% | | |
| | Walmart | n/i | O | | | | | | | | | | | | | | 5.98 | | | | | | | |
| | WFM Rocky Mount | n/i | A | | | | | 11.99 | | | | | | | | | | | | | | | | |
| | Woods Sprmrkt | Butcher's Pride | C | | | | | 5.99 | | | | | | | | | | | | | | | value | |
| | | n/i | | | | | | | | | | | | 1.99 | | | | | | | | | | |
| LA | AG Baton Rouge | n/i | | 7.99 | | | | | | | | | | | | | | | | | | | | |
| | Albert. Houston | Signature Farms | | | | | | | | | | | | | 2.99 | | | | | 3.99 | | | value | |
| | | n/i | C | 4.99 | | 7.99 | | 4.99 | | | | | | | | | | | | | | | | value |
| | Breaux Mart | Angus | C | | 8.79 | | | | | | | | 1.99 | | | | | | | | | | | value |
| | Brookshires | n/i | S | 5.99 | | | | | | | | | | | | | | | | | | | | value |
| | | Angus | C | | 10.99 | | | | 9.99 | 5.99 | | | | | 2.66 | | | | | | | | | value |
| | | n/i | | | | | | | | | | | | | | | | | | | 4.99 | | | value |
| | Brookshire Bros. | n/i | S | | | 4.99 | | | | | | | | | | | | | | | | | | value |
| | | n/i | | | | | | | | | | | | | 2.88 | | | | | | | | | value |
| | County Market | Angus | C | | | | | 6.99 | | | | | | | | | | | | | | | | value |
| | | n/i | | | | | | | | | | | | | | | | 2.69 | | | | | | value |
| | Dollar General Mkt | n/i | | 8.95 | | | | | | | | | 1.95 | | | | | | | | | 3.95 | 80% | |
| | Kroger Texas | n/i | C | 4.99 | | | | | | | | | | | | | | | | | | | | value |
| | | Laura's Lean | A | | | | | | | | | | | | | | | | | | 5.99 | | | value |
| | Mac's Fresh Marke | n/i | S | | 8.99 | | | | | | | | | | | | | | | | | | | value |
| | Market Basket | n/i | | | | | | | | | | | | 1.27 | | | | | | | | | | value |
| | | MB Premium | S | | 8.99 | | | | | | | | | | | | | | | | | | | value |
| | Ramey's | Black Angus | | 6.98 | | | | | | | | | | | | | | | | | | | | value |
| | | n/i | | | | | | | | | | | | | | 2.48 | | | | | | | | value |
| Rouses | n/i | | | | | | | | | | | | | 2.48 | | | | | | | | | value | |
| | n/i | S | 5.98 | | | | | | | | | | | | | | | | | | | | value | |
| Save-a-Lot | n/i | | | | 3.99 | | | | | | | | | | | | | | | | | | value | |
| | n/i | C | | | 5.99 | | | | | | | | | | | | | | | | | | value | |
| Shoppers Value | n/i | C | | | 6.98 | | | | | | | | | | | | | | | | | | value | |
| | n/i | | | 7.98 | | | | | | | | | 1.77 | | | | | | | | | | value | |
| Super 1 Foods | n/i | S | | | 4.97 | | | | | | | | | | | | | | | | | | value | |
| | n/i | | | | | | | | | | | | | | 2.39 | | | | | | | | value | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Labor Day 2018

prices in \$US per pound unless otherwise noted.

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 | Tri-Tip | 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> | The Fresh Market | n/i | P | | | | | 14.99 | | | | | | | | | | | | | | | |
| | | n/i | C | | | | | 12.99 | | | | | | | | | | | | | | | |
| | Walmart | n/i | O | | | | | | | | | | | | | 5.98 | | | | | | | |
| | Winn-Dixie | WD Brand | C | 5.99 | 10.99 | | | | | | | | | | | | | | | | | value | |
| | | WD Brand | C | 6.49 | 11.49 | | | | | 4.49 | | | | | 3.49 | 2.99 | | | | | | | value |
| | | Rancher's Home | C | 4.99 | | 4.99 | | | 4.99 | | | | | | | | | | | | | | value |
| | WFM Southwest | n/i | A | | | | | 11.99 | | | | | | | | | | | | | | | |
| MO | ALDI | n/i | | | | | | | | | | | 1.79 | | | | | | | | | | |
| | | n/i | P | | 14.99 | | | | | | | | | | | | | | | | | | |
| | Apple Market | n/i | | | | | | 7.99 | | | | | | | 2.29 | | | | | | 2.49 | 80% value | |
| | AW Grocers | Angus | C | | | | | 7.49 | | | | | | | | | | | | | | | |
| | | Angus | C | | | | | 7.99 | | | | | | | | | | | | | | | |
| | | n/i | | | | | | | | | | | 2.29 | | | | | | | | | | |
| | Brothers Market | n/i | C | | | 6.99 | | | | | | | | | | | | | | | | | |
| | | n/i | | | | | | | 7.99 | | | | | | | | | | | | | | |
| | C&R Supermarket | n/i | | 5.99 | | | | | | | | | | | | 1.89 | | | | | 4.49 | 85% value | |
| | | n/i | C | | | 7.99 | | | | | | | | | | | | | | | | | |
| | Country Mart | n/i | | | | | | | | | | | | | | | | | | | | | |
| | Dierberg's | Dierberg's | C | | | | | | 11.99 | | | | | | | | | | | | | | |
| | Food Giant | Black Canyon | | | | 7.98 | | | | | | | | | | | | | | | | value | |
| | | n/i | | | | | | | | | | | | | | | | | | | | 2.98 | 75% |
| | Fresh Thyme | n/i | C | | | | | 5.99 | | | | | | | | | | | | | | | |
| | | n/i | | | | | | | | | | | | | | | | | | | | | |
| | | Laura's Lean | A | | | | | | | | | | | | | | | | | | | 7.99 | 85% value |
| | G&W Foods | n/i | C | | 11.99 | 6.99 | | | | | | | | | | | | | | | | | value |
| | | n/i | | | | | | | | | | | | | | | | | | | | | |
| | Gerbe's | n/i | C | | | | | | 6.99 | | | | | | | | | | | | | | value |
| | Kroger | | | | | | | | | | | | | | | | | | | | | | |
| | Laura's Lean | A | | | | | | | | | | | | | | | | | | | | | |
| Gordon Food | n/i | | | | | | | | | | | | | | | | | | | | | | |
| | Halpern's | | | | | | | | 6.40 | | | | | | | | | | | | | | |
| Harp's | Harp's | C | 13.70 | | | | | 11.45 | | | | | | | | | | | | | | | |
| | Wahlburgers | | | | | | | | | | | | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Labor Day 2018

prices in \$US per pound unless otherwise noted.

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 | Tri-Tip | 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 (cont) | Harter House | n/i | C | | | | | 9.99 | | | | | | | | | | | | | | | | | |
| | | n/i | | | | | | | | | | | | 1.99 | | | | | | | | | | | |
| | Hay's | Angus | C | | 8.98 | | | | | | | | | | | | | | | | | | | | |
| | Hen House | Hereford | C | | | 7.99 | 8.99 | | | | 4.59 | | | | | | | | | | | | | | |
| | | n/i | | | | | | | | | | | | | | | | | | | | | | | |
| | | Good Natured | G | | | | | | 13.99 | | | | | | | | | | | | | | | | |
| | Hy-Klas | n/i | | | | | | | 7.99 | | | | | | | | | | | | | | | | |
| | | n/i | | | | | | | | | | | | | | | | | | | | | | | |
| | Hy-Vee | n/i | | | | | | | | | | | | | 3.99 | 1.88 | | | | | | | | | |
| | | Strauss | G | | | | | | | | | | | | | | | | | | | | | | |
| | | Hy-Vee True | A | | | | | | | | | | | | | | | | | | | | | | |
| | | Wahlburgers | | | | | | | | | | | | | | | | | | | | | 8.99 | 80% | |
| | | Hy-Vee Reserve | C | | | | | | 11.99 | | | | | | | | | | | | | | | | |
| | | Hy-Vee Angus | C | | 8.99 | | | | | 5.88 | | | | | | | | | | | | | | | |
| | IGA Stores - IL/IN | IGA TableRite | | | 6.99 | | | 7.19 | | | | | | | | | | | | | | | 3.29 | 85% | |
| | Kroger Central | n/i | C | | 5.99 | | | | | | | | | | | | | | | | | | | | |
| | | Private Selection | | | | | | | | | | | | | | | | | | | | | | 4.99 | |
| | | Simple Truth | O | | | | | | | | | | | | | | | | | | | | | | |
| | Kroger Delta | n/i | C | | | | | | 5.99 | | | | | | | | | | | | | | | | |
| | | Kroger | | | | | | | | | | | | | 1.88 | | | | | | | | | | |
| | | Simple Truth | A | | | | | | | | | | | | | | | | | | | | | | |
| | Lucky's Market | n/i | C | | 8.99 | | | | 8.98 | 4.48 | | | | | | | | | | | | | | | |
| | Moser's | n/i | | | | | | | 6.99 | | | | | | | | | | | | | | | | |
| | Prenger Foods | Market Fresh | | | | | | | | | | | | | | | | | | | | | | | |
| | | n/i | | | | | 6.47 | 6.97 | | | | | | | | | | | | | | | | | |
| | Price Chopper | KC Pride | | | | | | | | | | | | | | | | | | | | | | | |
| | | KC Pride | | | | | | | | | | | | | | | | | | | | | | | |
| Pyramid Foods | Midwest Reserve | C | | | | | | | | | | | | | | | | | | | | | | | |
| | Meyer Natural | A | | | | | | | | | | | | | | | | | | | | | | | |
| | Laura's Lean | A | | | | | | | | | | | | | | | | | | | | | | | |
| | Wahlburgers | | | | | | | | | | | | | | | | | | | | | | | | |
| Ruler Foods | n/i | | | | | | | | | | | | | | | | | | | | | | | | |
| Save-a-Lot | n/i | | | | | 3.99 | | | | | | | | | | | | | | | | | | | |
| | n/i | C | | | | 5.99 | | | | | | | | | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Labor Day 2018

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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 | Tri-Tip | 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 (cont) | Schnuck's | Angus | C | | | 7.99 | | | | | | | | | | | | | | | | value | |
| | | n/i | C | | | 6.99 | | | | | | | | | | | | | | | | value | |
| | Shop'n Save | Angus | C | | | 6.99 | | | | | | | | | | | | | | | | value | |
| | | n/i | | | | | | | | | | 2.99 | | | | | | | | | | | |
| | Sprout's Market | n/i | G | | | | | | | | | | | | | 3.99 | | | | | | | |
| | | n/i | A | | 11.99 | | | | | | | | | | | | | | | | | | |
| | Sun Fresh | n/i | | | | | | 7.99 | | | | | | | | | 1.99 | | | | | | |
| | TC Grocers | n/i | | | | | | | | | | 1.99 | | | 2.59 | | | | | | | 2.69 | 80% |
| | | n/i | S | | | | | | 6.99 | | | | | | | | | | | | | | |
| | TC Markets | Top Choice | C | | | | | | 7.99 | | | | | | | | 2.69 | | | | | | value |
| | Thriftway Stores | n/i | | | 9.99 | | | | | | | | | | | 2.99 | | | | | | 3.49 | 80% |
| | Walmart | n/i | O | | | | | | | | | | | | | | 5.98 | | | | | | |
| WFM Midwest | n/i | A | | | | | | 11.99 | | | | | | | | | | | | | | | |
| Woods Sprmkt | Butcher's Pride | C | | | | | | 5.99 | | | 4.99 | | | | | | | | | | | value | |
| | n/i | | | | | | | | | | | 1.99 | | | | | | | | | | | |
| NM | Affiliated Foods | n/i | | | | | | | 6.49 | | | | 1.99 | | | | | | | | | | value |
| | | n/i | | | | | | | 5.99 | | | | | | | | | | | | | | value |
| | Albertsons SW | n/i | C | 5.77 | | 5.77 | | 5.77 | | | 3.99 | 3.99 | | | | | | | | | | | value |
| | | n/i | | | | | | | | | | | | | | | 2.77 | | | | | | |
| | Alb./Safe. Denver | n/i | C | | | 9.99 | 9.99 | 5.99 | | | | | | | | 2.99 | | 3.99 | | | | | |
| | | n/i | | | | | | | | | | | | | | | | | | | | | |
| | Basha's | n/i | C | | | 4.97 | | 4.97 | | | | | | | | | | | | | | | value |
| | | n/i | | | | | | | | | | | | | | | | | | | | | |
| | El Super | n/i | | | | | | | | | | | 1.99 | | | | | | | | | | |
| | Food King | n/i | | | | | | | | | | | 1.39 | | | | | | | | | | |
| | | True Texas | | | | | | | | | | | | | | | | | | | | | |
| | John Brooks | Hereford | C | | | | | | 5.99 | | | | | | | | | | | | | | value |
| | Hereford | C | | | | | | 6.49 | | | | | | | | | | | | | | | |
| | n/i | | | | | | | | | | | | 1.99 | | | | | | | | | | |
| King Soopers | n/i | C | 4.99 | | | | | | | | | | | | | | | | | | | value | |
| | Laura's Lean | A | | | | | | | | | | | | | | | | | | | 5.99 | | |
| Lawrence Bros. | n/i | | | | | | | | | | | | | | | 2.59 | | | | | | | |
| Lowes Market | n/i | | | | | | | 6.99 | | | | | 1.69 | | | | | | | | | 2.29 | 73% |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

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prices in \$US per pound unless otherwise noted.

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 | Tri-Tip | 73-75% | | 80%/Chuck | | 85-90% | | 93-95% | | | Sirloin | Patties | | |
| | | | | bone-in | bnls | | | bone-in | bnls | | | | reg | value | reg | value | reg | value | reg | value | | | | | |
| NM (cont) | Smith's | n/i | C | 5.99 | | | | | | | | | | | | | | | | | | value | | | |
| | | Private Selection | | | | | | | | | | | | | | | 3.99 | | | | | | | | |
| | | Laura's Lean | A | | | | | | | | | | | | | | | | 5.99 | | | | | | |
| | Sprout's Market | n/i | G | | | | | | | | | | | | | 3.99 | | | | | | | | | |
| | Walmart | n/i | A | | 11.99 | | | | | | | | | | | | | | | | | | | | |
| | WFM Rocky Mount | n/i | O | | | | | | | | | | | | | | 5.98 | | | | | | | | |
| | | | A | | | | | | 11.99 | | | | | | | | | | | | | | | | |
| OK | Affiliated Foods | n/i | | | | | | 6.49 | | | | | 1.99 | | | | | | | | | | value | | |
| | | n/i | | | | | | 5.99 | | | | | | 1.79 | | | | | | | | | | value | |
| | ALDI | n/i | | | | | | | | | | | | | | | | | | | | | | | |
| | | n/i | P | | 14.99 | | | | | | | | | | | | | | | | | | | | |
| | AW Grocers | Angus | C | | | | | 7.49 | | | | | | | | | | | | | | | | value | |
| | | Angus | C | | | | | 7.99 | | | | | | | | | | | | | | | | | |
| | | n/i | | | | | | | | | | | 2.29 | | | | | | | | | | | | |
| | Buy for Le\$\$ | SuKarne | | | | 4.99 | | | | | | | | | | | | | | | | | | MX | |
| | | Peach Crest Ranch | | | | | | | 8.99 | | | | | | | | | | | | | | | | |
| | Country Mart | n/i | | | | | | | | | | | | | | | 1.99 | | | | | | | | |
| | CV's Family Food | n/i | | | | | | | | | | | | | | | 2.99 | | | | | | | | |
| | | Chairman's Reserve | | | | | | | | | | | | | | | | | | | | | | | |
| | Dollar General Mkt | n/i | | | 8.95 | | | | | | | | | 1.95 | | | | | | | | | | 3.95 | 80% |
| | Harp's | Harp's | C | | 13.70 | | | | | | | | | | | | | | | | | | | | |
| | | Wahlburgers | | | | | | | | | | | | | | | | | | | | | | | |
| | Homeland | n/i | | | | | | | | | | | | | | | 2.99 | | | | | | | | |
| | | Red River Ranch | | | | | | | | | | | | | | | | | | | | | | | |
| | La Michoacana | n/i | | | | | | | | | | | | | | | | | | | | | | | |
| | Market Square | n/i | | | | | | | | | | | | | | | | | | | | | | | value |
| | | n/i | | | | | | | | | | | | | | | | | | | | | | | |
| Morelos | n/i | | | | | | | | | | | | | | | | | | | | | | | | |
| Pyramid Foods | Midwest Reserve | C | | 10.65 | 6.99 | | | | | | | | | | | | | | | | | | | value | |
| | Meyer Natural | A | | | | | | | | | | | | | | | | | | | | | | | |
| | Laura's Lean | A | | | | | | | | 9.99 | | | | | | | | | | | | | | 6.99 | 92% |
| | Wahlburgers | | | | | | | | | | | | | | | | | | | | | | | | |
| Reasor's | Angus | C | | 7.98 | | | | | | | | | | | | | | | | | | | | value | |
| | n/i | G | | | | | | | | | | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | | | | 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 | Tri-Tip | 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 (cont) | Rehkopf's | n/i | C | | | 5.98 | | | | | | | | | | | | | | | | value | |
| | Save-a-Lot | n/i | | | | 3.99 | | | | | | | | | 2.39 | | | | | | | value | |
| | | n/i | C | | | 5.99 | | | | | | | | | | | | | | | | value | |
| | Shoppers Value | n/i | | | | 2.99 | | | | | | | | | | | | | | | | | |
| | | Chairman's Reserve | | | | | | | 9.98 | | | | | | | | | | | | | | |
| | Sprout's Market | n/i | G | | | | | | | | | | | | | 3.99 | | | | | | | |
| | | n/i | A | | 11.99 | | | | | | | | | | | | | | | | | | |
| | Super C Mart | n/i | | | | | | | | | | | | | | | | | 3.79 | | | | |
| | The Fresh Market | n/i | P | | | | | | 14.99 | | | | | | | | | | | | | | |
| | | n/i | C | | | | | | 12.99 | | | 3.99 | | | | | | | | | | | |
| | United of OK | n/i | | | | | | | | | | | | | 2.99 | | | | | | | | |
| | | Red River Ranch | | | | | 9.99 | | | | | | | | | | | | | | | | |
| Walmart | n/i | O | | | | | | | | | | | | | | 5.98 | | | | | | | |
| WFM Southwest | n/i | A | | | | | | 11.99 | | | | | | | | | | | | | | | |
| Williams | n/i | | | | 6.99 | | | | 5.99 | | | | | | | | | | | | | value | |
| | Standard Pride | | | | | | | | | | | | | | | | | | | | | | 1.99 |
| TX | Affiliated Foods | n/i | | | | | | 6.49 | | | | | 1.99 | | | | | | | | | | value |
| | | n/i | | | | | | 5.99 | | | | | | | | | | | | | | | |
| | AG Baton Rouge | n/i | | 7.99 | | | | | | | | | | | | | | | | | | | |
| | Albert. Houston | Signature Farms | | | | | | | | | | | | | 2.99 | | | | 3.99 | | | | value |
| | | n/i | C | 4.99 | | 7.99 | | 4.99 | | | | | | | | | | | | | | | |
| | ALDI | n/i | | | | | | | | | | | 1.79 | | | | | | | | | | |
| | | n/i | P | | | 14.99 | | | | | | | | | | | | | | | | | |
| | Arlans Market | Blackwell Angus | S | | | | | | | 3.99 | | | | | | | | | | | | | value |
| | Brookshires | n/i | S | 5.99 | | | | | | | | | | | | | | | | | | | value |
| | | Angus | C | | | 10.99 | | | 9.99 | 5.99 | | | | | | 2.66 | | | | | | | |
| | | n/i | | | | | | | | | | | | | | | | | | 4.99 | | | |
| | Brookshire Bros. | n/i | S | | | 4.99 | | | | | | | | | | | | | | | | | value |
| | | n/i | | | | | | | | | | | | | | 2.88 | | | | | | | |
| | Cash Saver TX | n/i | | | | 5.95 | | | | | | | | | 2.45 | | | | | | | | value |
| | Central Market | Angus | A | | | 14.99 | | | | | | | | | | | | | | | | | CH |
| Culebra | n/i | C | | | 3.99 | | | | | | | | | | | | | | | | | | |
| David's | n/i | S | | | 4.99 | | | | | | | | | | | | | | | | | value | |
| | n/i | | | | | | | | | | | | | | 2.88 | | | | | | | | |

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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 | Tri-Tip | 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 | Diamond IGA | n/i | | | 6.99 | | | | | | | | | | 2.49 | | | | | | | | |
| (cont) | Elrod's | n/i | | | | 3.28 | | | | | | | 1.98 | | | | | | | | | | value |
| | El Rancho | n/i | | | | | | | | | | | | | 2.99 | | | | | | | | |
| | El Rio Grande | n/i | | | | 2.99 | | | | | | | 1.99 | | | | | | | | | | |
| | El Super | n/i | | | | | | | | | | | 1.99 | | | | | | | | | | |
| | Fiesta Mart | n/i | | | | 3.97 | | 3.97 | | 3.97 | | | | | | | | | | | | | value |
| | Foodarama | Angus | C | | 5.99 | | | | | | | | | | | | | | | | | | value |
| | Food King | n/i | | | | | | | | | | | 1.39 | | | | | | | | | | |
| | | True Texas | | | | | | | | | | | | | | | | | | | | | |
| | Food Town | Kobe | | | | | | | | | | | | | 2.99 | | | | | | | | |
| | Foodland Market | n/i | | | | | | 3.99 | | | | | | | 2.19 | | | | | | | | |
| | H-E-B | n/i | C | | | 4.97 | | | | | | | | | | | | | | | | | value |
| | | n/i | P | | | 9.97 | | | | | | | | | | | | | | | | | value |
| | Homeland | n/i | | | | | | | | | | | | | 2.99 | | | | | | | | |
| | | Red River Ranch | | | 9.99 | | | | | | | | | | | | | | | | | | |
| | Junior's | n/i | | 7.99 | | | | | | | | | | | | | | | | | | | |
| | Kroger Texas | n/i | C | 4.99 | | | | | | | | | | | | | | | | | | | value |
| | | Laura's Lean | A | | | | | | | | | | | | | | | | | | | | |
| | La Fiesta | n/i | | | | | | | | | | | | | | | | | | | | 2.49 | 80% |
| | | n/i | | | | 3.99 | | | | | | | | | | | | | | | | | value |
| | La Michoacana | n/i | | | | | | | | | | | | | 2.69 | | | | | | | | |
| | Lawrence Bros. | n/i | | | | | | | | | | | | 2.59 | | | | | | | | | |
| | Lowes Market | n/i | | | | | | | 6.99 | | | | 1.69 | | | | | | | | | 2.29 | 73% |
| | Malone's | n/i | | | | | | | | | | | 1.99 | | | | | | | | | | |
| | Market Basket | n/i | | | | | | | | | | | 1.27 | | | | | | | | | | |
| | | MB Premium | S | | 8.99 | | | | | | | | | | | | | | | | | | value |
| | Market Square | n/i | | | | | | | | | | | | | | | | | | | | | value |
| | | n/i | | | | | | | | | | | | | | | | | | | | | |
| | Porter's Grocery | n/i | | | | | | | 5.99 | | | | | | | | | | | | | | value |
| | | n/i | | | | | | | 6.49 | | | | | | | | | | | | | | |
| | Randall's | n/i | C | 8.99 | | 4.99 | | | 4.99 | | | | | | | | | | | | | | value |
| | | Signature Farms | | | | | | | | | | | | | 3.99 | | | | | | | 3.99 | |
| | Rehkopf's | n/i | C | | | 5.98 | | | | | | | | | | | | | | | | | 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 | Tri-Tip | 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) | Save-a-Lot | n/i | | | | 3.99 | | | | | | | | | 2.39 | | | | | | | value | |
| | | n/i | C | | | 5.99 | | | | | | | | | | | | | | | | value | |
| | Sellers Bros. | n/i | | | 0.99 | | | | | | | | | | | | | | | | | | |
| | Sprout's Market | n/i | G | | | | | | | | | | | | | 3.99 | | | | | | | |
| | | n/i | A | | | 11.99 | | | | | | | | | | | | | | | | | |
| | Super 1 Foods | n/i | S | | | 4.97 | | | | | | | | | | | | | | | | value | |
| | | n/i | | | | | | | | | | | | | 2.39 | | | | | | | | |
| | Tom Thumb | n/i | C | 8.99 | | 4.99 | | 4.99 | | | | | | | | | | | | | | | value |
| | | Signature Farms | | | | | | | | | | | | | 3.99 | | | | | | | 3.99 | |
| | United Supermarket | n/i | C | | | | | | | | | | | | | | | | | | | 2.65 | 80% |
| | | Rancher's Reserve | | C | | | 7.99 | | 7.99 | | | | | | | | | | | | | | |
| Vista Market | Hereford | | C | | | | | | | | | 1.78 | | | | | | | | | | | |
| Walmart | n/i | | O | | | | | | | | | | | | | | | | | | | | |
| WFM 365 | n/i | | | | | | | 11.19 | | | | | | | | | | | | | | | |
| WFM Southwest | n/i | | A | | | | | 11.99 | | | | | | | | | | | | | | | |
| UT | Alb./Safe. Mount. | Double R Ranch | C | | 8.99 | | | | 7.99 | | 6.99 | | | | | | | | | | | | |
| | | Double R Ranch | C | 5.77 | | | | | | | | | | | | | | | | | | | value |
| | | n/i | | | | | | | | | | | | | | 2.99 | | | | | | | |
| | Albertsons SW | n/i | C | 5.77 | | 5.77 | | 5.77 | | 3.99 | 3.99 | | | | | | | | | | | | value |
| | | n/i | | | | | | | | | | | | | | | | | | | | | |
| | Associated Food | Angus | C | | | | | | 7.99 | | 3.79 | | | | | | | | | | | | value |
| | | Angus | C | | | | | | 9.99 | 4.49 | | | | | | | | | | | | | |
| | | n/i | | | | | | | | | | | | | | | | | | | | | |
| | | Laura's Lean | A | | | | | | | | | | | | | | | | | | | | |
| | Clark's Market | Angus | C | | | | | | 13.99 | | 5.99 | | | | | | | | | | | | |
| | Fresh Market | n/i | | | | | | | 6.99 | | | | | | | | | | | | | | |
| | | Angus | C | | | | | | 8.99 | 4.49 | 2.99 | | | | | | | | | | | | |
| | | Laura's Lean | A | | | | | | | | | | | | | | | | | | | | |
| | | Stone's | | | | | | | | | | | | | | | | | | | | | 2.19 |
| Harmon's | n/i | | | | | | | | | | | | | | 3.49 | | | | | | 4.49 | 85% | |
| | n/i | C | 12.99 | | | | | 6.99 | | | | | | | | | | | | | | | |
| King Soopers | n/i | C | 4.99 | | | | | | | | | | | | | | | | | | | | value |
| | Laura's Lean | A | | | | | | | | | | | | | | | | | | | | | |
| Ream's | n/i | | | | | | | | 2.99 | | | | | | | | | | | | | | |

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|-----------------|-------------------|-------------------|-----|---------------------|-------|--------|--------------|------------|------|-------------|--------------|----------------------------------|--------|-------|-----------|-------|--------|-------|--------|-------|---------|---------|-------|
| | | | | Ribeye | | T-Bone | Porter House | Strip Loin | | Top Sirloin | London Broil | Tri-Tip | 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) | Ridley's Markets | Stone's | | | | | | 3.99 | | | | | | | | | | | | | 2.19 | 80% | |
| | | n/i | | | | | | | | | | | | | | | | | | | | value | |
| | | Hereford | C | 6.99 | | | | | 5.49 | | | | | | | | | | | | | | value |
| | Smart Foodservice | IBP | | | | | | | | | | | | | | | | | | | | | |
| | Smith's | n/i | C | 5.99 | | | | | | | | | | | | | | | | | | | value |
| | | Private Selection | | | | | | | | | | | | | | | 3.99 | | | | | | |
| | | Laura's Lean | A | | | | | | | | | | | | | | | | | | | | |
| | Sprout's Market | n/i | G | | | | | | | | | | | | | 3.99 | | | | | | | |
| | | n/i | A | | 11.99 | | | | | | | | | | | | | | | | | | |
| | Stoke's Market | Angus | C | | | | | 8.95 | 3.95 | 3.75 | | | | | | | | | | | | | |
| | Laura's Lean | A | | | | | | | | | | | | | | | | | | | | | |
| Walmart | n/i | O | | | | | | | | | | | | | 5.98 | | | | | | | | |
| WFM Rocky Mount | n/i | A | | | | | | 11.99 | | | | | | | | | | | | | | | |

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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 | Tri-Tip | 73-75% | | 80%/Chuck | | 85-90% | | 93-95% | | Sirloin | Patties | |
| | | | | bone-in | bnls | | | bone-in | bnls | | | | reg | value | reg | value | reg | value | reg | | | | value |
| SOUTHWESTERN U.S. - CA,HI,NV | | | | | | | | | | | | | | | | | | | | | | | |
| CA | Albert. SoCal | n/i | C | 6.99 | 7.99 | | | 7.99 | | 5.99 | | 5.99 | | | | | | | | | 4.99 | | value |
| | ALDI | n/i | | | | | | | | | | | 1.79 | | | 3.99 | | | | | | | value |
| | Andronico's | Angus | P | | 14.99 | | | | | | | | | | | | | | | | | | value |
| | Big Saver | n/i | C | 9.99 | | 3.99 | 3.99 | | | 3.99 | | 3.49 | | | | | | | | | 3.99 | | value |
| | Bristol Farms | n/i | C | | | | | | | | | | | | | | | | | | | | value |
| | | n/i | P | | | | | | | | | | | | | | | | | | | | value |
| | | Wagyu | G | | | | | | | | | | | | | | | | | | | | value |
| | Cardenas | n/i | | | | | | | | | | | | | | 1.99 | | | | | | | value |
| | | Black Canyon | | | | 6.99 | 6.99 | | | | | | | | | | | | | | | | value |
| | Chavez | Harris Ranch | | | | | | | | | | 4.49 | | | | | | | | | | | value |
| | Dollar General Mkt | n/i | | 8.95 | | | | | | | | | | | | 1.95 | | | | | | 3.95 | 80% |
| | El Super | n/i | | | | | | | | | | | | | | 1.99 | | | | | | | value |
| | Food 4 Less | n/i | C | 4.77 | | | | | | | | | | | | | | | | | | | value |
| | Food 4 Less PAQ | n/i | | | | 4.98 | | | | | | | | | | | | | | | | | value |
| | Food Maxx | n/i | | | | | | | | | | 2.28 | | | | | | | | | | | value |
| | Food Source | n/i | | | | | | | | | | 2.48 | | | | | | | | | | | value |
| | Foodland Market | n/i | | | | 3.48 | 3.98 | | | | | | | | | 2.68 | | | | | | | value |
| | Gelson's | Angus | C | 12.99 | | | | | | | | | | | | | | | | | | 6.99 | 85% |
| | Grocery Outlet | Willamette Valley | | | | 4.99 | | | | | | | | | | | | | | | | | value |
| | | Thomas Farms | G | | | | | | | | | | | | | | | | | | | 3.99 | 80% |
| | Holiday Market | Sterling Silver | C | | | | | | | | | 7.49 | | | | 2.99 | | | | | | | value |
| | H-Mart | n/i | | | 7.49 | | | | | | | | | | | | | | | | | | value |
| | Jensen's | n/i | C | | | 11.99 | 11.99 | | | | | | | | | | | | | | | | value |
| | Jons Marketplace | n/i | | | | 3.99 | | | | | | 2.99 | | | | | 3.99 | | | | 2.99 | | value |
| | | n/i | C | | | | | 7.99 | | | | | | | | | | | | | | | value |
| | | Wilmar | O | | | | | | | | | | | | | | 5.99 | | | | | | value |
| | K.V. Mart | n/i | | 4.99 | 4.99 | 3.99 | 4.49 | | | | | 3.99 | | | | | | | | | | | value |
| | La Perla | n/i | | 6.99 | | | | | | | | 3.39 | | | | | | | | | | | value |
| | Lucky | Angus | C | 5.88 | | | | | | | | | | | | | | | | | | | value |
| | | Angus | C | 11.99 | | | | 9.99 | 9.99 | | | | | | | | | | | | | | value |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

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prices in \$US per pound unless otherwise noted.

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 | Tri-Tip | 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 (cont) | Safeway NorCal | n/i | C | | | | | | 7.99 | | 5.99 | 2.88 | | | | | | | | | | | | | |
| | | n/i | C | | | | | 4.77 | | | | | | | | | | | | | | | value | | |
| | | Signature Farms Kobe | | | | | | | | | | | | | 2.88 | | | | | | | | | | |
| | | Open Nature O Organic | G | | | | | | | 7.99 | | | | | | | | | | | | | | | |
| | | Save Mart Angus 43 | | | | | | | | | | | | | | | | | | | | | | | |
| | | Spring Crossing | O | | | | | | | | | | | | | | | | | | | | | | |
| | | Seafood City | n/i | | | | | | | | | | | | | | | | | | | | | | |
| | | Select Market | St Helen's | C | | | | | | | | | | | | | | | | | | | | | value |
| | | | n/i | | | | | | | | | | | | | | | | | | | | | | |
| | | Smart Foodservice | IBP | | | | | | | | | | | | | | | | | | | | | | |
| | | Sprout's Market | n/i | G | | | | | | | | | | | | | | | | | | | | | |
| | | | n/i | A | | | | | | | | | | | | | | | | | | | | | |
| | | Stater Bros. | n/i | | | | | | | | | | | | | | | | | | | | | | |
| | | | Stater Bros. | | | | | | | | | | | | | | | | | | | | | | |
| | | Super A Foods | Harris Ranch | | | | | | | | | | | | | | | | | | | | | | |
| | | Superior Grocers | n/i | | | | | | | | | | | | | | | | | | | | | | |
| | | Vallarta | n/i | | | | | | | | | | | | | | | | | | | | | | |
| | Vons | n/i | C | | | | | | | | | | | | | | | | | | | | | | |
| | | n/i | | | | | | | | | | | | | | | | | | | | | | | |
| | Walmart | n/i | O | | | | | | | | | | | | | | | | | | | | | | |
| | WFM 365 | n/i | | | | | | | | | | | | | | | | | | | | | | | |
| | WFM Sth. Pacific | n/i | A | | | | | | | | | | | | | | | | | | | | | | |
| HI | ChoiceMART | n/i | C | | | | | | | | | | | | | | | | | | | | | | |
| | | Big Island | G | | | | | | | | | | | | | | | | | | | | | | |
| | Don Quijote | n/i | | | | | | | | | | | | | | | | | | | | | | | |
| | | Angus | C | | | | | | | | | | | | | | | | | | | | | | |
| | Foodland | Angus | C | | | | | | | | | | | | | | | | | | | | | | |
| | | n/i | | | | | | | | | | | | | | | | | | | | | | | |
| | Island Grocery | n/i | | | | | | | | | | | | | | | | | | | | | | | |
| Safeway Hawaii | n/i | C | | | | | | | | | | | | | | | | | | | | | | | |
| | n/i | C | | | | | | | | | | | | | | | | | | | | | | | |
| | Open Nature | | G | | | | | | | | | | | | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Labor Day 2018

prices in \$US per pound unless otherwise noted.

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 | Tri-Tip | 73-75% | | 80%/Chuck | | 85-90% | | 93-95% | | | Sirloin | Patties | |
| | | | | bone-in | bnls | | | bone-in | bnls | | | | reg | value | reg | value | reg | value | reg | value | | | | |
| HI <i>(cont)</i> | Safeway Hawaii <i>(continued)</i> | Signature Farms | | | | | | | | | | | | | 2.99 | | | | | | | | | |
| | | O Organics | O | | | | | | | | | | | | | 6.99 | | | | | | 6.99 | 85% | |
| | | Tamura's | n/i | C | 12.29 | 12.99 | 11.99 | 11.99 | | | 5.99 | | | 3.99 | | | | | | | | | | |
| | | Times Supermarke | n/i | | 7.99 | | | | | | 7.99 | | | | | 2.99 | | | | | | | | |
| | WFM Sth. Pacific | n/i | A | | | | | | 11.99 | | | | | | | | | | | | | | | |
| NV | Albertsons SW | n/i | C | 5.77 | | 5.77 | | 5.77 | | | 3.99 | 3.99 | | | | | | | | | | | | value |
| | | n/i | | | | | | | | | | | | | | 2.77 | | | | | | | | |
| | Associated Food | Angus | C | | | | | | 9.99 | 3.99 | | | | | | | | | | | | | | |
| | Cardenas | n/i | | | | | | | | | | | 1.99 | | | | | | | | | | | |
| | | Black Canyon | | | | 6.99 | 6.99 | | | | | | | | | | | | | | | | | |
| | Dollar General Mkt | n/i | | 8.95 | | | | | | | | | | 1.95 | | | | | | | | 3.95 | 80% | |
| | El Super | n/i | | | | | | | | | | | | 1.99 | | | | | | | | | | |
| | Food Source | n/i | | | | | | | | | | | 2.48 | | | | | | | | | | | |
| | Grocery Outlet | Willamette Valley | | | | 4.99 | | | | | | | | | | | | | | | | | | value |
| | | Thomas Farms | | G | | | | | | | | | | | | | | | | | | | 3.99 | 80% |
| | K.V. Mart | n/i | | | 4.99 | 4.99 | 3.99 | 4.49 | | | | | 3.99 | | | | | | | | | | | value |
| | La Bonita | n/i | | | | | 4.69 | | | | | | | | | | | | | | | | | |
| | Marketon | n/i | C | | | | 7.99 | | | | | | | | | | | | | | | | | |
| | | n/i | | | | | | | | | | | | | | | 3.79 | | | | | | | |
| | | n/i | | S | | | | | | | | | | | | | | | | | | | | |
| | Raley's | Harris Ranch | | C | | | | | 5.77 | | | | | | | | | | | | | | | |
| | | Raley's | | | | | | | | | | | | | 3.99 | | | | | | | | | |
| Ridley's Markets | Stone's | | | | | | | | | | | | | | | | | | | | | 2.19 | 80% | |
| | n/i | | | | | | | | | | | | | | | | | | | | | | value | |
| | Hereford | | C | 6.99 | | | | | | 5.49 | | | | | | | | | | | | | | value |
| Safeway NorCal | n/i | | C | | | | | | | | | | | | | | | | | | | | | |
| | n/i | | C | | | | | 4.77 | | | | | | | | | | | | | | | | value |
| | Signature Farms | | | | | | | | | | | | | | | 2.88 | | | | | | | | |
| | Kobe | | | | | | | | | | | | | | | | 5.99 | | | | | | | |
| | Open Nature | | G | | | | | | | 7.99 | | | | | | | | | | | | | | |
| | O Organic | | O | | | | | | | | | | | | | | 6.99 | | | | | 6.99 | 85% | |
| Save Mart | Angus 43 | | | | 6.99 | | | 6.99 | | | | | | | 3.99 | | | | | | | | | |
| | Spring Crossing | | O | | | | | | | | | | | | | | 5.99 | | | | | 5.99 | 85% | |
| Seafood City | 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 | Tri-Tip | 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) | Smart Foodservice | IBP | | | | | | | | | | | | | | | | | | | | | | |
| | Smith's | n/i | C | 5.99 | | | | | | | | | | | | | | | | | | | value | |
| | | Private Selection | | | | | | | | | | | | | | | | | | | | | | |
| | | Laura's Lean | | A | | | | | | | | | | | | | | | | | | | | |
| | Sprout's Market | n/i | G | | | | | | | | | | | | | | | | | | | | | |
| | | n/i | A | | 11.99 | | | | | | | | | | | | | | | | | | | |
| | Vons | n/i | C | 6.99 | 7.99 | | | 7.99 | | 5.99 | | | | | | | | | | | | | | value |
| | n/i | | | | | | | | | | | | | 3.99 | | | | | | | | 4.99 | | |
| | Walmart | n/i | O | | | | | | | | | | | | | | | | | | | | | |
| | WFM Sth. Pacific | n/i | A | | | | | | | | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | | | | | | | | | | | |

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 | Tri-Tip | 73-75% | | 80%/Chuck | | 85-90% | | 93-95% | | | Sirloin | Patties | | | |
| | | | | bone-in | bnls | | | bone-in | bnls | | | | reg | value | reg | value | reg | value | reg | value | | | | | | |
| NORTHWESTERN U.S. - AK, ID, MT, OR, WA, WY | | | | | | | | | | | | | | | | | | | | | | | | | | |
| AK | AC Value Center | Blackwell Angus | C | 7.99 | | | | | | | | | | | | | 3.29 | | | | | | value | | | |
| | Alaskan & Proud | n/i | | 7.98 | 8.88 | | | | | | | | | | | | | 5.48 | | | | | | | | |
| | Carrs/Safeway | n/i | C | 7.99 | 10.99 | 7.99 | | 7.99 | | | | | | | | | | | | | | | 5.49 | 5.49 | value | |
| | | n/i | | | | | | | | | | | | | | | | | | | | | | | | |
| | Fred Meyer | Open Nature | G | | 16.99 | | | | 16.99 | | 7.99 | | | | | | | | | | | | | | | value |
| | | n/i | C | | | | | | 6.77 | 3.99 | | | 6.77 | | | | | | | | | | | | | value |
| | IGA Stores AK | n/i | | | | | | | | | | | | | | | | | | | | | | | | |
| | | Simple Truth | O | | | | | | | | | | | | | | | | | | | | | 7.99 | | |
| | Meyers Group IGA | n/i | | | | | 7.99 | | | | | | | | | | | | | | | | | | | value |
| | | St Helens | C | | | 6.99 | | | | | | | | | | | | | 2.99 | | | | | | | value |
| Northwest Grocers | n/i | | | | | | | | | | | | | | | | | | | | | | | | value | |
| | St Helens | C | | | | | | 8.99 | | | | | | | | | | | | | | | | | value | |
| Sea Mart | n/i | C | | | | | | | 4.99 | | | | | | | | | | | | | | | | | |
| Three Bears | n/i | P | | | | | | | 5.49 | 3.69 | | | | | | | | | | | | | | | | |
| Walmart | n/i | O | | | | | | | | | | | | | | | | | | | | | | | value | |
| | | | | | | | | | | | | | | | | | | 7.00 | | | | | | | | |
| ID | Alb./Safe. Mount. | Double R Ranch | C | | 8.99 | | | | | 7.99 | | | | | | | | | | | | | | | value | |
| | | Double R Ranch | C | 5.77 | | | | | | | | | | | | | | | | | | | | | | value |
| | Family Foods | n/i | | | | | | | | | | | | | | | | | | | | | | | | |
| | | St Helens | | 6.99 | | | | | | | | | | | | | | | 2.99 | | | | | | | |
| | Fred Meyer | n/i | C | | | | | | 5.77 | 3.49 | | | 5.77 | | | | | | | | | | | | | value |
| | | n/i | | | | | | | | | | | | | | | | | 3.49 | | | | | | | |
| | Grocery Outlet | Simple Truth | O | | | | | | | | | | | | | | | | | | | | | 6.99 | | |
| | | Willamette Valley | | | | 4.99 | | | | | | | | | | | | | | | | | | | | value |
| | Thomas Farms | G | | | | | | | | | | | | | | | | | | | | | | | 3.99 | |
| | Harvest Foods | Angus | C | 6.98 | | | | | 5.98 | 4.98 | 3.98 | 4.98 | | | | | | | | | | | 4.99 | 3.98 | 85% | |
| IGA Markets | n/i | | | | 5.99 | | | | | | | | | | | | | | | | | | | value | | |
| Ridley's Markets | Stone's | | | | | | | | | | | | | | | | | | | | | | | 2.19 | 80% | |
| | n/i | | | | | | | 3.99 | | | | | | | | | | | | | | | | | value | |
| | Hereford | C | 6.99 | | | | | | | 5.49 | | | | | | | | | | | | | | | 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 | Tri-Tip | 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> | Smith's | n/i | C | 5.99 | | | | | | | | | | | | | | | | | | value | | |
| | | Private Selection | | | | | | | | | | | | | | | 3.99 | | | | | | | |
| | | Laura's Lean | A | | | | | | | | | | | | | | | | 5.99 | | | | | |
| | Stoke's Market | Angus | C | | | | | 8.95 | 3.95 | 3.75 | | | | | | | | | | | | | | |
| | | Laura's Lean | A | | | | | | | | | | | | | | | | 4.99 | | | | | |
| | Super 1 Foods | n/i | | | | | | | | | | | | | 1.98 | | | | | | | | | |
| | | Meyer Natural | A | 9.98 | | | | | | | | | | | | | | | | | | | | |
| | | Angus | C | | | | | | | | | 3.98 | | | | | | | | | | | | |
| SuperVALU Stores | n/i | | | | | | | | | | | | | | | | | 3.49 | | | | | | |
| | Angus Farms | C | | | | | 8.99 | | | | | | | | | | | | | | | | | |
| Three Bears | n/i | | P | | | | | | 5.29 | 3.49 | | | | | | | | | | | | | | |
| Walmart | n/i | | O | | | | | | | | | | | | | 5.98 | | | | | | | | |
| OR | Alb./Safe. NW | n/i | C | 6.99 | 9.99 | 6.99 | | 6.99 | | | | | | | | | | | | | | | value | |
| | | n/i | | | | | | | | | | | | | | | | | 4.49 | | 4.49 | | | value |
| | | Open Nature | G | | 15.99 | | | | 15.99 | | 6.99 | | | | | | | | | | | | | |
| | Associated Food | Angus | C | | | | | 7.99 | | 3.79 | | | | | | | | | | | | | | value |
| | | Angus | C | | | | | 9.99 | 3.99 | | | | | | | | | | | | | | | |
| | CenterPlace | St Helens | | | | | | 6.98 | | | | | | | | | | | | | | | | value |
| | Family Foods | St Helens | | 6.99 | | | | | | | | | | | | 2.99 | | | | | | | | value |
| | Fred Meyer | n/i | C | | | | | 5.77 | 3.49 | | | 5.77 | | | | | | | | | | | | value |
| | | n/i | | | | | | | | | | | | | 3.49 | | | | | | | | | |
| | | Simple Truth | O | | | | | | | | | | | | | | | | | 6.99 | | | | |
| | Grocery Outlet | Willamette Valley | | | | 4.99 | | | | | | | | | | | | | | | | | | value |
| | | Thomas Farms | G | | | | | | | | | | | | | | | | | | | | 3.99 | 80% |
| | Harvest Foods | Angus | C | 6.98 | | | | 5.98 | 4.98 | 3.98 | 4.98 | 4.98 | | | | | | | | | 4.99 | 3.98 | 85% | |
| | IGA Markets | n/i | | | | 5.99 | | | | | | | | | | | 2.99 | | | | | | | value |
| | IGA Market Fresh | St Helens | C | 6.98 | | | | | | | | | | | | | | | | | | | | value |
| | | n/i | | | | | | | | | | | | | 2.98 | | | | | | | | | |
| Market of Choice | Painted Hills | A | | | | | | | | | | | | 2.99 | | | | | | | | | | |
| | Carman Ranch | G | | | | | | | | | | | | | | | | | | 8.99 | | | | |
| McKay's | Signature | S | 6.77 | | | | | | 3.99 | 5.99 | | | | | | | | | | | | | value | |
| | n/i | | | | | | | | | | | | | 2.59 | | | | | | | | | | |
| New Seasons | Oregon Country | G | | | | | | | | | | | | | | | | | | | | | 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 | Tri-Tip | 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> | Quality Food Cntr | Angus | C | | | | | 6.99 | | | | | | | | | | | | | | value | |
| | Rays Food Place | n/i | | | | | | | | | | | 1.77 | | | | 3.99 | | | | | | |
| | | Meyer Natural | A | | | | | 9.99 | | | | | | | | | | | | | | | |
| | Red Apple | Angus | C | | | 9.99 | | | | | | | | | | 2.99 | | | | | | local | |
| | | St Helens | C | | | | | 9.99 | | | | | | | | | | | | | | | |
| | Rosauer's | Angus | C | | | | | 5.99 | | | | | | | | | | | | | | | |
| | | Painted Hills | A | | | | | | | 4.69 | | | | | | | | | | | | | |
| | | n/i | | | | | | | | | | | | | | 2.49 | | | | | | | |
| | Roth's | Double R Ranch | C | | | | | | | | | 6.99 | | | | | | 2.99 | | | | | value |
| | | Painted Hills | G | | | | | 14.99 | | | | | | | | | | | 5.99 | | 5.49 | | |
| | Select Market | St Helen's | C | 6.99 | | | | | | | | | 4.49 | | | | | | | | | | value |
| | | n/i | | | | | | | | | | | | | | | 2.88 | | | | | | |
| | Smart Foodservice | IBP | | | | | | | | | | | 2.88 | | | | | | | | | | |
| | Thriftway of OR | n/i | | | | | | | | | | | | | | | 2.79 | | | | | | |
| | St Helens | C | | | | | 9.99 | | | | | | | | | | | | | | | local | |
| Walmart | n/i | O | | | | | | | | | | | | | | | 5.98 | | | | | | |
| WFM 365 | n/i | | | | | | 11.19 | | | | | | | | | | | | | | | | |
| WFM Northwest | n/i | A | | | | | 11.99 | | | | | | | | | | | | | | | | |
| WA | Alb./Safe. NW | n/i | C | 6.99 | 9.99 | 6.99 | | 6.99 | | | | | | | | | | | | | | | value |
| | | n/i | | | | | | | | | | | | | | | | | 4.49 | | 4.49 | | |
| | | Open Nature | G | | 15.99 | | | 15.99 | | 6.99 | | | | | | | | | | | | | |
| | CenterPlace | St Helens | | | | | 6.98 | | | | | | | | | | | | | | | | value |
| | Family Foods | St Helens | | 6.99 | | | | | | | | | | | | 2.99 | | | | | | | |
| | Fred Meyer | n/i | C | | | | | 5.77 | 3.49 | | | 5.77 | | | | | | | | | | | value |
| | | n/i | | | | | | | | | | | | | | 3.49 | | | | | | | |
| | | Simple Truth | O | | | | | | | | | | | | | | | | 6.99 | | | | |
| | Grocery Outlet | Willamette Valley | | | | 4.99 | | | | | | | | | | | | | | | | | value |
| | | Thomas Farms | G | | | | | | | | | | | | | | | | | | | 3.99 | 80% |
| Haggen's | Double R Ranch | C | | 9.99 | | | | | | 5.99 | | | | | | 1.99 | | | | | | value | |
| | Wagyu | | | | | | | | | | | | 5.99 | | | | | | | | | | |
| Harvest Foods | Angus | C | 6.98 | | | | 5.98 | 4.98 | 3.98 | 4.98 | | | | | | | | | | 4.99 | 3.98 | 85% | |
| IGA Markets | n/i | | | | 5.99 | | | | | | | | | | | | 2.99 | | | | | value | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Labor Day 2018

prices in \$US per pound unless otherwise noted.

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 | Tri-Tip | 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 | C | 6.98 | | | | | | | | | | | | | | | | | | value | | |
| | | n/i | | | | | | | | | | | | | 2.98 | | | | | | | | | |
| | Metropolitan | Naturally Raised | A | | | | | | | | | | | | | | 3.99 | 3.99 | | | | | | |
| | | Naturally Raised | C | | | | | 16.99 | | | | | | | | | | | | | | | | |
| | Meyers Group IGA | n/i | | | | | | | | | | | | | 2.99 | | | | | | | | | |
| | | St Helens | C | | | 6.99 | | | | | | 3.99 | | | | | | | | | | | value | |
| | PCC Market | Oregon Country | A | | 16.49 | | | | | | | | | | | | | | | | | | | |
| | Quality Food Cntr | Angus | C | | | | | 6.99 | | | | | 4.48 | | | | | | | | | | value | |
| | | n/i | | | | | | | | | | | | | | | | 3.99 | | | | | | |
| | Rosauer's | Angus | C | | | | | 5.99 | | | | | | | | | | | | | | | | |
| | | Painted Hills | A | | | | | | | | 4.69 | | | | | | | | | | | | | |
| | | n/i | | | | | | | | | | | | | 2.49 | | | | | | | | | |
| | Saar's | n/i | | 3.99 | | | | 3.99 | | | | 3.99 | | | | | | | | 2.68 | | | value | |
| | Select Market | St Helen's | C | 6.99 | | | | | | | | 4.49 | | | | | | | | | | | value | |
| | | n/i | | | | | | | | | | | | | 2.88 | | | | | | | | | |
| | Smart Foodservice | IBP | | | | | | | | | | 2.88 | | | | | | | | | | | | |
| | Super 1 Foods | n/i | | | | | | | | | | | | | 1.98 | | | | | | | | | |
| | | Meyer Natural | A | 9.98 | | | | | | | | | | | | | | | | | | | | |
| | | Angus | C | | | | | | | | | 3.98 | | | | | | | | | | | | |
| | The Markets | Black Angus | | | | | | 4.95 | BOGO | 3.98 | | | | | | | | | | | | | value | |
| | n/i | | | | | | | | | | | | 2.95 | 3.48 | | | | | | | | | | |
| Thriftway | St Helens | C | | | | | 9.99 | | | | | | | | | | | | | | | value | | |
| | n/i | | | | | | | | | | | | | 2.99 | | | | | | | | | | |
| Thriftway of OR | n/i | | | | | | | | | | | | | 2.79 | | | | | | | | | | |
| | St Helens | C | | | | | 9.99 | | | | | | | | | | | | | | | local | | |
| Town & Country | Strauss | G | | | | | | | | | | | | | 5.98 | | | | | | | | | |
| | Angus | C | 12.99 | | | | | | | | | 9.99 | | | | | | | | | | | | |
| | Oregon Country | A | | | | | | | | | | | | | | | | | | | | | | |
| Walmart | n/i | O | | | | | | | | | | | | | 5.98 | | | | | | | | | |
| WFM Northwest | n/i | A | | | | | 11.99 | | | | | | | | | | | | | | | | | |
| Yoke's Fresh Mrkt | Hereford | C | | | 5.99 | | | | | | | | | | | 2.69 | 2.69 | | | | | | | |
| | Snake River Farms | | | | | | | | | 6.99 | | 5.99 | | | | | | | | | | Wagyu | | |
| WY | Alb./Safe. Denver | n/i | C | | | 9.99 | 9.99 | 5.99 | | | | | | | | | | | | | | | | |
| | | n/i | | | | | | | | | | | | 2.99 | | 3.99 | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Labor Day 2018

prices in \$US per pound unless otherwise noted.

LAMB

| State | Supermarket | Label | Key | Origin | Leg Roasts | | | | | | Chops (bone-in) | | | | Racks | | | Fore shank | Ground Lamb 80% | Conditions | | |
|------------------|-------------------|------------------|-----|--------|------------|------|-------|---------------|------|-------|-----------------|-------|-------|------|----------|-------|-------|------------|-----------------|------------|-------------|--------|
| | | | | | Bone-in | | | Semi-Boneless | | | Boneless | | Loin | Rib | Shoulder | | Whole | | | | Crown Roast | French |
| | | | | | Whole | Butt | Shank | Whole | Butt | Shank | Whole | Half | | | blade | round | | | | | | |
| NJ | Best Market | n/i | C | US | | | | | | | | 8.97 | | | | | | | | | | |
| | Bravo | n/i | C | US | | | | | | | | 12.99 | | | | | | | | | | |
| | C-Town | n/i | C | US | | | | | | | | 8.99 | | | | | | | | | | |
| | Foodtown | Cedar Springs | C | US | | | | | | | | 7.99 | | | | | | | | | | |
| | Net Cost | n/i | | | | | | | | | | | | | 3.49 | | | | | | | |
| | ShopRite | Nature's Reserve | A | AU | | 7.49 | 7.49 | | | | | | 7.99 | | 4.49 | 4.49 | 11.99 | | | 6.49 | 6.99 | |
| | Uncle Giuseppe's | n/i | C | US | | | | | | | | | 10.99 | | | | | | | | | |
| | Wegman's | Thomas Farms | A | AU | | | | | | | | | | | | | | | | | 7.49 | |
| NY | Best Market | n/i | C | US | | | | | | | | 8.97 | | | | | | | | | | |
| | Bravo | n/i | C | US | | | | | | | | 12.99 | | | | | | | | | | |
| | C-Town | n/i | C | US | | | | | | | | 8.99 | | | | | | | | | | |
| | DeCiccio Family | n/i | C | US | | | | | | | | 12.99 | | | | | | | | | | |
| | DeCiccio & Sons | n/i | C | US | | | | | | | | 12.99 | | | | | | | | | | |
| | Foodtown | Cedar Springs | C | US | | | | | | | | 7.99 | | | | | | | | | | |
| | Hannaford | Catelli Bros. | C | US | | | | | | | | 9.99 | | | | | | | | | | |
| | IGA Stores N. Eng | n/i | C | US | | | | | | | | 9.99 | | | | | | | | | | |
| | | n/i | | | | | | | | | | 13.99 | | | | | | | | | | |
| | King Kullen | Cedar Springs | C | US | | | | | | | | 8.99 | | | | | | | | | | |
| | Net Cost | n/i | | | | | | | | | | | | | 3.49 | | | | | | | |
| | North Shore | n/i | C | US | | | | | | | | | | | 5.99 | 5.99 | | | | | | |
| | Peck's Market | n/i | | | | | | | | | | 9.99 | | | | | | | | | | |
| | ShopRite | Nature's Reserve | A | AU | | 7.49 | 7.49 | | | | | | 7.99 | | 4.49 | 4.49 | 11.99 | | | 6.49 | 6.99 | |
| | Stew Leonard's | Stew's Naked | A | | | | | | | | | 5.99 | | | | | | | | | | |
| | Trade Fair | n/i | C | US | 3.99 | | | | | | | | | | | | | | | | | |
| Uncle Giuseppe's | n/i | C | US | | | | | | | | | 10.99 | | | | | | | | | | |
| Wegman's | Thomas Farms | A | AU | | | | | | | | | | | | | | | | | 7.49 | | |
| PA | Bravo | n/i | C | US | | | | | | | | 12.99 | | | | | | | | | | |
| | C-Town | n/i | C | US | | | | | | | | 8.99 | | | | | | | | | | |
| | Foodtown | Cedar Springs | C | US | | | | | | | | 7.99 | | | | | | | | | | |
| | Net Cost | n/i | | | | | | | | | | | | | 3.49 | | | | | | | |
| | ShopRite | Nature's Reserve | A | AU | | 7.49 | 7.49 | | | | | 7.99 | | 4.49 | 4.49 | 11.99 | | | 6.49 | 6.99 | | |
| | ShurSave | n/i | | | | | | | | | | 8.99 | | | | | | | | | | |
| | Wegman's | Thomas Farms | A | AU | | | | | | | | | | | | | | | | 7.49 | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Labor Day 2018

prices in \$US per pound unless otherwise noted.

LAMB

| State | Supermarket | Label | Key | Origin | Leg Roasts | | | | | | Chops (<i>bone-in</i>) | | | | Racks | | | Fore shank | Ground Lamb 80% | Conditions | | |
|-------|-------------|---------------|-----|--------|------------|------|-------|---------------|------|-------|--------------------------|------|------|-----|----------|-------|-------|------------|-----------------|------------|-------------|--------|
| | | | | | Bone-in | | | Semi-Boneless | | | Boneless | | Loin | Rib | Shoulder | | Whole | | | | Crown Roast | French |
| | | | | | Whole | Butt | Shank | Whole | Butt | Shank | Whole | Half | | | blade | round | | | | | | |
| RI | Adams IGA | n/i | | | | | | | | | | | | | | | | | | | | |
| | Bravo | n/i | C | US | | | | | | | | 9.99 | | | | | | | | | | |
| VT | Hannaford | Catelli Bros. | C | US | | | | | | | | 9.99 | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Labor Day 2018

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LAMB

| State | Supermarket | Label | Key | Origin | Leg Roasts | | | | | | Chops (bone-in) | | | | Racks | | | Fore shank | Ground Lamb 80% | Conditions | | |
|--|-----------------------------|-----------------------------|--------|----------|------------|------|-------|---------------|------|-------|-----------------|------|------|-----|----------|-------|-------|------------|-----------------|------------|-------------|--------|
| | | | | | Bone-in | | | Semi-Boneless | | | Boneless | | Loin | Rib | Shoulder | | Whole | | | | Crown Roast | French |
| | | | | | Whole | Butt | Shank | Whole | Butt | Shank | Whole | Half | | | blade | round | | | | | | |
| SOUTHEASTERN U.S. - AL,FL,GA,KY,MS,NC,SC,TN,VA,WV | | | | | | | | | | | | | | | | | | | | | | |
| AL | Sprout's Market | n/i | G | | | | | | | | | | 8.99 | | | | | | | | | |
| FL | Sprout's Market | n/i | G | | | | | | | | | | 8.99 | | | | | | | | | |
| GA | Sprout's Market | n/i | G | | | | | | | | | | 8.99 | | | | | | | | | |
| KY | Fresh Thyme | Nature's Reserve | G | AU | | | | | | | | | | | | | | | 6.49 | | | |
| MS | N/A | | | | | | | | | | | | | | | | | | | | | |
| NC | Sprout's Market | n/i | G | | | | | | | | | | 8.99 | | | | | | | | | |
| SC | Sprout's Market | n/i | G | | | | | | | | | | 8.99 | | | | | | | | | |
| TN | Sprout's Market | n/i | G | | | | | | | | | | 8.99 | | | | | | | | | |
| VA | Safeway Eastern Wegman's | Open Nature Thomas Farms | A A | AU AU | | | | | | | | | 8.99 | | | | | | 7.49 | | | |
| WV | N/A | | | | | | | | | | | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Labor Day 2018

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LAMB

| State | Supermarket | Label | Key | Origin | Leg Roasts | | | | | | Chops (bone-in) | | | | Racks | | | Fore shank | Ground Lamb 80% | Conditions | | |
|--|--------------------|------------------|-----|--------|------------|------|-------|---------------|------|-------|-----------------|------|------|------|----------|-------|-------|------------|-----------------|------------|-------------|--------|
| | | | | | Bone-in | | | Semi-Boneless | | | Boneless | | Loin | Rib | Shoulder | | Whole | | | | Crown Roast | French |
| | | | | | Whole | Butt | Shank | Whole | Butt | Shank | Whole | Half | | | blade | round | | | | | | |
| MIDWESTERN U.S. - IA,IL,IN,MI,MN,ND,NE,OH,SD,WI | | | | | | | | | | | | | | | | | | | | | | |
| IA | Fresh Thyme | Nature's Reserve | G | AU | | | | | | | | | | | | | | | | 6.49 | | |
| IL | Butera | n/i | C | US | | | | | | | | | | 5.99 | 6.39 | | | | | 4.99 | | |
| | Fresh Thyme | Nature's Reserve | G | AU | | | | | | | | | | | | | | | | 6.49 | | |
| | Shop & Save Market | n/i | H | US | | | | | | | | | | 4.49 | 4.99 | | | | | | | |
| | Tony's Finer Foods | n/i | C | US | 4.99 | 5.49 | 5.99 | | | | 8.99 | | | | 4.99 | | | | | | | |
| | Valli Produce | n/i | C | US | | | | | | | 8.99 | | | | | | | | | | | |
| IN | Fresh Thyme | Nature's Reserve | G | AU | | | | | | | | | | | | | | | | 6.49 | | |
| MI | Fresh Thyme | Nature's Reserve | G | AU | | | | | | | | | | | | | | | | 6.49 | | |
| | Glory Supermarket | n/i | | | | | | | | | | | | 5.99 | 5.99 | | | | | | | |
| | Hollywood Mrkts. | n/i | C | US | | | | | | | 10.99 | | | | | | | | | | | |
| | Polly's Market | n/i | C | US | | | | | | | 8.99 | | | | | | | | | | | |
| MN | Fresh Thyme | Nature's Reserve | G | AU | | | | | | | | | | | | | | | | 6.49 | | |
| ND | N/A | | | | | | | | | | | | | | | | | | | | | |
| NE | Alb./Safe. Denver | Open Nature | A | AU | | | | | | | 8.99 | | | | | | | | | | | |
| | Fresh Thyme | Nature's Reserve | G | AU | | | | | | | | | | | | | | | | 6.49 | | |
| OH | Fresh Thyme | Nature's Reserve | G | AU | | | | | | | | | | | | | | | | 6.49 | | |
| SD | Alb./Safe. Denver | Open Nature | A | AU | | | | | | | 8.99 | | | | | | | | | | | |
| WI | Fresh Thyme | Nature's Reserve | G | AU | | | | | | | | | | | | | | | | 6.49 | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Labor Day 2018

prices in \$US per pound unless otherwise noted.

LAMB

| State | Supermarket | Label | Key | Origin | Leg Roasts | | | | | | Chops (bone-in) | | | | Racks | | | Fore shank | Ground Lamb 80% | Conditions | | |
|---|---|---|-----------------------|----------------------------|------------|------|-------|---------------|------|-------|-----------------|----------------------|------|--------------|----------|-------|-------|------------|-----------------|------------|-------------|--------|
| | | | | | Bone-in | | | Semi-Boneless | | | Boneless | | Loin | Rib | Shoulder | | Whole | | | | Crown Roast | French |
| | | | | | Whole | Butt | Shank | Whole | Butt | Shank | Whole | Half | | | blade | round | | | | | | |
| SOUTH CENTRAL U.S. - AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT | | | | | | | | | | | | | | | | | | | | | | |
| AR | N/A | | | | | | | | | | | | | | | | | | | | | |
| AZ | N/A | | | | | | | | | | | | | | | | | | | | | |
| CO | Alb./Safe. Denver | Open Nature | A | AU | | | | | | | | 8.99 | | | | | | | | | | |
| KS | N/A | | | | | | | | | | | | | | | | | | | | | |
| LA | N/A | | | | | | | | | | | | | | | | | | | | | |
| MO | Fresh Thyme Harter House | Nature's Reserve n/i | G C | AU US | | | | | | | | 9.99 | | | | | | | 6.49 | | | |
| NM | Alb./Safe. Denver | Open Nature | A | AU | | | | | | | | 8.99 | | | | | | | | | | |
| OK | N/A | | | | | | | | | | | | | | | | | | | | | |
| TX | N/A | | | | | | | | | | | | | | | | | | | | | |
| UT | N/A | | | | | | | | | | | | | | | | | | | | | |
| SOUTHWESTERN U.S. - CA,HI,NV | | | | | | | | | | | | | | | | | | | | | | |
| CA | Albert. SoCal Pavilions Safeway NorCal SK Super King Vons | Open Nature Open Nature Open Nature n/i Open Nature | A A A A A | AU AU AU AU AU | | | | | | | | 7.99 7.99 7.99 | | | | 14.99 | | 11.99 | | | | |
| HI | Foodland Safeway Hawaii | n/i Open Nature | | | | | | | | | | | | 9.99 9.99 | | | | 11.99 | | | | |
| NV | Safeway NorCal Vons | Open Nature Open Nature | A A | AU AU | | | | | | | | 7.99 | | | | | | 11.99 | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

prices in \$US per pound unless otherwise noted.

**Labor Day 2018
GROUND POULTRY**

| State | Supermarket | Brand | Key | Ground Turkey | | | | Ground Chicken | | | | Conditions | |
|--|------------------|------------------|-----|---------------|----------|--------|--------|----------------|---------|--------|--------|------------|--------------|
| | | | | 85% chub | 85% tray | 93-94% | Breast | Sausage | Patties | 97-98% | Breast | | Sausage |
| NORTHEASTERN U.S. - CT,DC,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT | | | | | | | | | | | | | |
| CT | ACME Market | Jennie-O | | | | | | 3.99 | | | | | |
| | Adams IGA | Shady Brook | | | 3.53 | | | 3.67 | | | | | |
| | Best Market | n/i | | | | | | | | 2.97 | | | |
| | Big Y | Perdue | A | | 3.50 | | | | | | | | 2 for \$7.00 |
| | Bravo | Shady Brook | | | | | 4.99 | | | | | | |
| | | Premio | | | | | | | | | | 4.39 | |
| | Cherry Valley | Premio | | | | | | | | | | 3.99 | |
| | | Jennie-O | | | | | | 4.99 | | | | | |
| | | Shady Brook | | | 2.99 | | | 4.99 | | | | | |
| | Compare Foods | Jennie-O | | | | | | 4.99 | | | | | |
| | | Shady Brook | | | 3.33 | | | 4.99 | | | | | |
| | C-Town | Premio | | | | | | | | | | 4.39 | |
| | | Shady Brook | | | 2.99 | | | 4.99 | | | | | |
| | Food Bazaar | Butterball | | | 3.00 | | | | | | | | |
| | Geissler's | Shady Brook | | | | 2.30 | | | | | | | |
| | Highland Park | Bell & Evans | A | | | | | | | | 6.99 | | |
| | | Plainville Farms | A | | | 4.99 | | | | | | | |
| | IGA Stores N.Eng | Shady Brook | | | | 3.38 | | | 3.67 | | | | |
| | Shady Brook | | | | | | 5.38 | 3.99 | | | | | |
| Key Food | Jennie-O | | | 2.66 | | | | | 3.69 | | | | |
| | Harvestland | A | | | 3.99 | | | | | | | | |
| | Shady Brook | | | | | | | 3.67 | | | | | |
| Kings Food Markets | Plainville Farms | A | | | | | 4.99 | | | | | | |
| ShopRite | Butterball | | | | 2.50 | | | | | | | | |
| Stop & Shop | Perdue | A | | | 3.49 | | | | | 2.88 | | | |
| | Shady Brook | | | | | | | | 3.00 | | | | |
| DC | Giant Food | Perdue | A | | | 3.50 | | | | | 3.50 | | 2 for \$7.00 |
| | | Shady Brook | | | | | | | | 3.00 | | | 2 for \$6.00 |
| | Safeway Eastern | Jennie-O | | | | 3.00 | | | | | | | 2 for \$6.00 |
| DE | ACME Market | Jennie-O | | | | | | 3.99 | | | | | |
| | Food Lion | Food Lion | | | 2.99 | | | | | | | | |
| | Fresh Grocer | Perdue | A | | | | | | | 3.99 | | | |
| | Butterball | | | | 2.50 | | | 2.50 | | | | | 2 for \$5.00 |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

prices in \$US per pound unless otherwise noted.

**Labor Day 2018
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 (cont) | Giant Food | Perdue | A | | | 3.50 | | | | | 3.50 | | | 2 for \$7.00 |
| | | Shady Brook | | | | | | | | 3.00 | | | | 2 for \$6.00 |
| | IGA Stores - NJ/PA | Shady Brook | | | | 3.85 | | | | 3.99 | | | | |
| | Redner's | Jennie-O | | | 2.33 | | | | | | | | | |
| | Safeway Eastern | Jennie-O | | | | 3.00 | | | | | | | | 2 for \$6.00 |
| | ShopRite | Butterball | | | | 2.50 | | | | | | | | |
| | ShurSave | Shady Brook | | | 3.50 | | | | | | | | | 2 for \$7.00 |
| | Weis Markets | Weis | | | | 3.50 | | | | | | | | |
| | | Perdue | A | | | | | | | | 3.50 | | | |
| MA | Adams IGA | Shady Brook | | | | 3.53 | | 3.67 | | | | | | |
| | Associated | Jennie-O | | | | | 4.99 | | | | | | | |
| | | Shady Brook | | | 3.33 | | 4.99 | | | | | | | |
| | Big Y | Perdue | A | | 3.50 | | | | | | | | | 2 for \$7.00 |
| | Bravo | Shady Brook | | | | | 4.99 | | | | | | | |
| | | Premio | | | | | | | | | | 4.39 | | |
| | C-Town | Premio | | | | | | | | | | 4.39 | | |
| | | Shady Brook | | | 2.99 | | 4.99 | | | | | | | |
| | Donelan's | Plainville Farms | A | | | 5.49 | | | | | | | | |
| | Geissler's | Shady Brook | | | | 2.30 | | | | | | | | |
| | Hannaford | Coleman | O | | | | | | | 5.49 | | | | |
| | Key Food | Jennie-O | | | 2.66 | | | | | | 3.69 | | | |
| | | Harvestland | A | | | 3.99 | | | | | | | | |
| | | Shady Brook | | | | | | | 3.67 | | | | | |
| | Market Basket | Shady Brook | | | 2.53 | | | | | | | | | |
| | | Plainville Farms | A | | | | | | | | 3.69 | | | |
| | McKinnon's | n/i | | | | | | | | 2.99 | | | | |
| | Roche Bros. | Plainville Farms | A | | | 4.99 | | | | | | | | |
| | | Jennie-O | | | | | | | | | 3.50 | | | |
| | Star Market | Shady Brook | | | | 4.99 | | | | | | | | |
| Stop & Shop | Perdue | A | | | 3.49 | | | | | 2.88 | | | | |
| | Shady Brook | | | | | | | | | | 3.00 | | | |
| Wegman's | Wegman's | | | 2.99 | 4.69 | 5.99 | | | | | 5.69 | | | |
| | Wegman's | O | | | 5.99 | | | | | | | | | |
| | Perdue | A | | | | | | | | 4.99 | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

prices in \$US per pound unless otherwise noted.

**Labor Day 2018
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 | | |
| MD | ACME Market | Jennie-O | | | | | | 3.99 | | | | | | | |
| | Food Lion | Food Lion | | 2.99 | | | | | | | | | | | |
| | Giant Eagle | Nature's Basket | A | | | 4.49 | | | | | | | | | |
| | Giant Food | Perdue | A | | | 3.50 | | | | 3.50 | | | | 2 for \$7.00 | |
| | | Shady Brook | | | | | | | | | | 3.00 | | | 2 for \$6.00 |
| | IGA Stores - NJ/PA | Shady Brook | | | | 3.85 | | | | | | 3.99 | | | |
| | Martin's Food | Nature's Promise | A | | | 3.00 | | | | | | | | | |
| | Redner's | Jennie-O | | 2.33 | | | | | | | | | | | |
| | Safeway Eastern | Jennie-O | | | | 3.00 | | | | | | | | | 2 for \$6.00 |
| | Shop'n Save | Honeysuckle | | | | 3.99 | | | | | | | | | |
| | Shoppers | Shady Brook | | | | 3.84 | | | | | | | | | |
| | ShopRite | Butterball | | | | 2.50 | | | | | | | | | |
| | ShurSave | Shady Brook | | | 3.50 | | | | | | | | | | 2 for \$7.00 |
| | Sprout's | n/i | | | | | | | | | | | 2.99 | | |
| | Wegman's | Wegman's | | | 2.99 | 4.69 | 5.99 | | | 5.69 | | | | | |
| | Wegman's | O | | | 5.99 | | | | | | | | | | |
| | Perdue | A | | | | | | | | 4.99 | | | | | |
| Weis Markets | Weis | | | | 3.50 | | | | | | | | | | |
| | Perdue | A | | | | | | | | 3.50 | | | | | |
| ME | Hannaford | Coleman | O | | | | | | | 5.49 | | | | | |
| | IGA Stores N.Eng | Shady Brook | | | | 3.38 | | 3.67 | | | | | | | |
| | Market Basket | Shady Brook | | 2.53 | | | | | | | | | | | |
| | Plainville Farms | A | | | | | | | 3.69 | | | | | | |
| NH | Hannaford | Coleman | O | | | | | | | 5.49 | | | | | |
| | IGA Stores N.Eng | Shady Brook | | | | 3.38 | | 3.67 | | | | | | | |
| | Market Basket | Shady Brook | | 2.53 | | | | | | | | | | | |
| | | Plainville Farms | A | | | | | | 3.69 | | | | | | |
| McKinnon's | n/i | | | | | | | | 2.99 | | | | | | |
| NJ | ACME Market | Jennie-O | | | | | | 3.99 | | | | | | | |
| | Associated | Jennie-O | | | | | 4.99 | | | | | | | | |
| | | Shady Brook | | 3.33 | | | 4.99 | | | | | | | | |
| | Best Market | n/i | | | | | | | | 2.97 | | | | | |
| | Bravo | Shady Brook | | | | | 4.99 | | | | | | | | |
| | Premio | | | | | | | | | | 4.39 | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

prices in \$US per pound unless otherwise noted.

Labor Day 2018
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) | Compare Foods | Jennie-O | | | | | 4.99 | | | | | | | 2 for \$6.00 |
| | | Shady Brook | | | | | 4.99 | | | | | | | |
| | C-Town | Premio | | | | | | | | | | 4.39 | | |
| | | Shady Brook | | | | | | 4.99 | | | | | | |
| | Fine Fare | Premio | | | | | | | | | | 3.99 | | |
| | | Shady Brook | | | | | | 4.99 | | | | | | |
| | Food Bazaar | Jennie-O | | | | | | 4.99 | | | | | | |
| | | Butterball | | | | | | | | | | | | |
| | Foodtown | Premio | | | | | | | | | | 4.49 | | |
| | IGA Stores - NJ/PA | Shady Brook | | | | 3.85 | | | | | 3.99 | | | |
| | | Key Food | Jennie-O | | | | 2.66 | | | | | 3.69 | | |
| | | | Harvestland | A | | | | 3.99 | | | | | | |
| | | | Shady Brook | | | | | | | 3.67 | | | | |
| | Kings Food Markets | Plainville Farms | A | | | | | 4.99 | | | | | | |
| | McCaffrey's | Plainville Farms | A | | | | | 3.99 | | | 3.99 | | | |
| | Met Foods | Jennie-O | | | | | | 4.99 | | | | | | |
| | | Shady Brook | | | | | | 4.99 | | | | | | |
| | Morton Williams | Shady Brook | | | | | | 3.33 | | | | | | |
| | Pioneer | Shady Brook | | | | | | 3.66 | | | | | | |
| | | Jennie-O | | | | | | 4.99 | | | | | | |
| | ShopRite | Shady Brook | | | | | | 3.33 | | | | | | |
| | | Butterball | | | | | | | 2.50 | | | | | |
| | Stop & Shop | Perdue | A | | | | | 3.49 | | | | 2.88 | | |
| Shady Brook | | | | | | | | | | | 3.00 | | | |
| Supremo Food | Shady Brook | | | | | | 3.84 | | | | 3.99 | | | |
| Wegman's | Wegman's | | | | | | 2.99 | 4.69 | 5.99 | | | 5.69 | | |
| | Wegman's | O | | | | | | 5.99 | | | | | | |
| Weis Markets | Perdue | A | | | | | | | | | 4.99 | | | |
| | Weis | | | | | | | 3.50 | | | | | | |
| | | Perdue | A | | | | | | | | 3.50 | | | |
| | | | | | | | | | | | | | | |
| NY | ACME Market | Jennie-O | | | | | | 3.99 | | | | | | |
| | Associated | Jennie-O | | | | | 4.99 | | | | | | | |
| | | Shady Brook | | | | | | 3.33 | | | | 4.99 | | |
| | Best Market | n/i | | | | | | | | | 2.97 | | | |
| | Bravo | Shady Brook | | | | | | 4.99 | | | | | | |
| Premio | | | | | | | | | | | 4.39 | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

prices in \$US per pound unless otherwise noted.

**Labor Day 2018
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) | Cherry Valley | Premio | | | | | | | | | | | | |
| | | Jennie-O | | | | 4.99 | | | | | | 3.99 | | |
| | | Shady Brook | | | 2.99 | 4.99 | | | | | | | | |
| | Compare Foods | Jennie-O | | | | 4.99 | | | | | | | | |
| | | Shady Brook | | | 3.33 | 4.99 | | | | | | | | |
| | C-Town | Premio | | | | | | | | | | 4.39 | | |
| | | Shady Brook | | | 2.99 | 4.99 | | | | | | | | |
| | D'Agostino's | Empire | K | | | 5.99 | | | | | | | | |
| | Fine Fare | Premio | | | | | | | | | | 3.99 | | |
| | | Shady Brook | | | 2.99 | 4.99 | | | | | | | | |
| | Jennie-O | | | | | 4.99 | | | | | | | | |
| | Food Bazaar | Butterball | | | 3.00 | | | | | | | | | 2 for \$6.00 |
| | Foodtown | Premio | | | | | | | | | | 4.49 | | |
| | Hannaford | Coleman | O | | | | | | | 5.49 | | | | |
| | IGA Stores N.Eng | Shady Brook | | | | 3.38 | | | 3.67 | | | | | |
| | | Shady Brook | | | | | | 5.38 | 3.99 | | | | | |
| | Key Food | Jennie-O | | | 2.66 | | | | | | 3.69 | | | |
| | | Harvestland | A | | | 3.99 | | | | | | | | |
| | Shady Brook | | | | | | | | 3.67 | | | | | |
| | | King Kullen | Perdue | A | | | 3.50 | | | | | | | 2 for \$7.00 |
| | Perdue | | A | | | | | 4.49 | | | 4.00 | | | |
| | | Plainville Farms | A | | | 4.69 | | | | | 4.69 | | | |
| | Kings Food Markets | Plainville Farms | A | | | | 4.99 | | | | | | | |
| | Met Foods | Jennie-O | | | | | | 4.99 | | | | | | |
| | | Shady Brook | | | 3.33 | 4.99 | | | | | | | | |
| | Morton Williams | Shady Brook | | | 3.66 | | | | | | | | | |
| | North Shore | n/i | | | | | | | | | 2.99 | 5.99 | | |
| | Peck's Market | Shady Brook | | | | 3.39 | | | | | | | | |
| | Pioneer | Jennie-O | | | | | | 4.99 | | | | | | |
| | | Shady Brook | | | 3.33 | 4.99 | | | | | | | | |
| Shop'n Save | Honeysuckle | | | | 3.99 | | | | | | | | | |
| ShopRite | Butterball | | | | 2.50 | | | | | | | | | |
| Stop & Shop | Perdue | A | | | 3.49 | | | | | 2.88 | | | | |
| | Shady Brook | | | | | | | | | | 3.00 | | | |
| Tops Markets | Jennie-O | | | | | | | | | 3.99 | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

prices in \$US per pound unless otherwise noted.

**Labor Day 2018
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) | Trade Fair | Shady Brook | | | 2.99 | | 4.99 | | | | | | | |
| | Wegman's | Wegman's | | | 2.99 | 4.69 | 5.99 | | 5.69 | | | | | |
| | | Wegman's | O | | | 5.99 | | | | | | | | |
| | | Perdue | A | | | | | | | 4.99 | | | | |
| | Weis Markets | Weis | | | | 3.50 | | | | | | | | |
| Perdue | | A | | | | | | | | 3.50 | | | | |
| PA | ACME Market | Jennie-O | | | | | | 3.99 | | | | | | |
| | ACME Market | Jennie-O | | | | | | 3.99 | | | | | | |
| | Associated | Jennie-O | | | | | 4.99 | | | | | | | |
| | | Shady Brook | | | 3.33 | | 4.99 | | | | | | | |
| | Bravo | Shady Brook | | | | | 4.99 | | | | | | | |
| | | Premio | | | | | | | | | | 4.39 | | |
| | Compare Foods | Jennie-O | | | | | 4.99 | | | | | | | |
| | | Shady Brook | | | 3.33 | | 4.99 | | | | | | | |
| | C-Town | Premio | | | | | | | | | | | 4.39 | |
| | | Shady Brook | | | 2.99 | | 4.99 | | | | | | | |
| | Family Owned | n/i | | | | | | | | 2.99 | | | | |
| | Fine Fare | Premio | | | | | | | | | | | 3.99 | |
| | | Shady Brook | | | 2.99 | | 4.99 | | | | | | | |
| | | Jennie-O | | | | | 4.99 | | | | | | | |
| | Food Lion | Food Lion | | | 2.99 | | | | | | | | | |
| | Foodland | Honeysuckle | | | | | | | 3.99 | 3.99 | | | | |
| | Foodtown | Premio | | | | | | | | | | | 4.49 | |
| | Fresh Grocer | Perdue | A | | | | | | | | 3.99 | | | |
| | | Butterball | | | | | 2.50 | | 2.50 | | | | | |
| | Giant Eagle | Nature's Basket | A | | | | 4.49 | | | | | | | |
| Giant Food Stores | Nature's Promise | A | | | | 3.00 | | | | | | | | |
| Gordon Food | Jennie-O | | | | | 3.33 | | | | | | | | |
| IGA Stores - NJ/PA | Shady Brook | | | | | 3.85 | | | 3.99 | | | | | |
| Karns Foods | n/i | | | | | | | | | 2.39 | | | | |
| Key Food | Jennie-O | | | 2.66 | | | | | | | 3.69 | | | |
| | Harvestland | A | | | | 3.99 | | | | | | | | |
| | Shady Brook | | | | | | | 3.67 | | | | | | |

2 for \$5.00

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

prices in \$US per pound unless otherwise noted.

Labor Day 2018
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) | Kuhn's Market | Gerber | A | | | | | | | | 2.99 | | | | 2 for \$7.00 |
| | | Butterball | | | | 3.99 | | | | | | | | | |
| | Landis Market | Kuhn's | | | | | | | | | | | 2.99 | | |
| | | Shady Brook | | | 3.45 | | | | | | | | | | |
| | Martin's Food | Nature's Promise | A | | | 3.00 | | | | | | | | | |
| | McCaffrey's | Plainville Farms | A | | | 3.99 | | | | 3.99 | | | | | |
| | | Jennie-O | | | | | 4.99 | | | | | | | | |
| | Pioneer | Shady Brook | | | 3.33 | | 4.99 | | | | | | | | |
| | | Jennie-O | | | 2.33 | | | | | | | | | | |
| | Redner's | Jennie-O | | | | 3.99 | | | | | | | | | |
| | Shop'n Save | Honeysuckle | | | | 3.99 | | | | | | | | | |
| | ShopRite | Butterball | | | | 2.50 | | | | | | | | | |
| | ShurSave | Shady Brook | | | 3.50 | | | | | | | | | | |
| | ShurSave - NE Penn | Shady Brook | | | 3.49 | | | | | | | | | | |
| | Supremo Food | Shady Brook | | | | 3.84 | | | | 3.99 | | | | | |
| | Tops Markets | Jennie-O | | | | | | | | 3.99 | | | | | |
| Wegman's | Wegman's | | | 2.99 | 4.69 | 5.99 | | | 5.69 | | | | | | |
| | Wegman's | O | | | 5.99 | | | | | | | | | | |
| | Perdue | A | | | | | | | 4.99 | | | | | | |
| Weis Markets | Weis | | | | 3.50 | | | | | | | | | | |
| | Perdue | A | | | | | | | 3.50 | | | | | | |
| RI | Adams IGA | Shady Brook | | | 3.53 | | | 3.67 | | | | | | | |
| | | Jennie-O | | | | 4.99 | | | | | | | | | |
| | Associated | Shady Brook | | | 3.33 | | 4.99 | | | | | | | | |
| | | Shady Brook | | | | | 4.99 | | | | | | | | |
| | Bravo | Premio | | | | | | | | | 4.39 | | | | |
| | | Dave's Marketplace | Dave's | | | | | | | | 3.99 | | | | |
| Stop & Shop | Perdue | A | | | 3.49 | | | | 2.88 | | | | | | |
| | Shady Brook | | | | | | | | 3.00 | | | | | | |
| VT | Hannaford | Coleman | O | | | | | | | 5.49 | | | | | |
| | Tops Markets | Jennie-O | | | | | | | 3.99 | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

prices in \$US per pound unless otherwise noted.

**Labor Day 2018
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 | |
| SOUTHEASTERN U.S. - AL,FL,GA,KY,MS,NC,SC,TN,VA,WV | | | | | | | | | | | | | | |
| AL | Ingles Markets | Butterball | | | 2.78 | | | | | | | | | |
| | Publix | Jennie-O | | | | 2.99 | | 3.33 | | | | | | |
| | Sprout's | n/i | | | | | | | | | 2.99 | | | |
| FL | Gordon Food | Jennie-O | | | | 3.33 | | | | | | | | |
| | IGA Stores - FL | Butterball | | | 2.99 | | | | | | | | | |
| | Lucky's Market | Simple Truth | A | | | | 4.99 | | | | | | | |
| | Publix | Jennie-O | | | | 2.99 | | 3.33 | | | | | | |
| | Sprout's | n/i | | | | | | | | | | 2.99 | | |
| | Western Beef | n/i | | | | | | | | 1.99 | | 1.99 | | |
| GA | Food Lion | Food Lion | | | 2.99 | | | | | | | | | |
| | Ingles Markets | Butterball | | | 2.78 | | | | | | | | | |
| | Lucky's Market | Simple Truth | A | | | | 4.99 | | | | | | | |
| | Publix | Jennie-O | | | | 2.99 | | 3.33 | | | | | | |
| | PW Carolina Co. | Shady Brook | | | | 3.99 | | 3.19 | | | | | | |
| | Sprout's | n/i | | | | | | | | | | 2.99 | | |
| | Wayfield's | Butterball | | | 2.50 | | | | 2.50 | | | | | 2 for \$5.00 |
| KY | Cox IGA | Butterball | | | 2.50 | | | | | | | | | |
| | Food Lion | Food Lion | | | 2.99 | | | | | | | | | |
| | Gordon Food | Jennie-O | | | | 3.33 | | | | | | | | |
| | IGA Stores OH/KY | Butterball | | | 2.50 | | | | 2.99 | | | | | |
| | Lucky's Market | Simple Truth | A | | | | 4.99 | | | | | | | |
| | Remke Markets | Honeysuckle | | | | 3.99 | | | | | | | | |
| MS | N/A | | | | | | | | | | | | | |
| NC | Carlie C's IGA | Butterball | | | 2.50 | 3.00 | 3.50 | | 3.50 | | | | | |
| | Compare Foods | Jennie-O | | | | | 4.99 | | | | | | | |
| | | Shady Brook | | | 3.33 | | 4.99 | | | | | | | |
| | | Food Lion | Food Lion | | | 2.99 | | | | | | | | |
| | Ingles Markets | Butterball | | | 2.78 | | | | | | | | | |
| | Lowes Foods | Perdue | | | | | | | | | BOGO | | | |
| | | Butterball | | | 2.99 | | | | | | | | | |
| | Publix | Jennie-O | A | | | 2.99 | | 3.33 | | | | | | |
| | PW Retail | Butterball | | | 2.50 | | | | | | | | | 2 for \$5.00 |
| | Sprout's | n/i | | | | | | | | | | 2.99 | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

prices in \$US per pound unless otherwise noted.

**Labor Day 2018
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 | | |
| SC | Food Lion | Food Lion | | | 2.99 | | | | | | | | | | |
| | Ingles Markets | Butterball | | | 2.78 | | | | | | | | | | |
| | Lowes Foods | Perdue | A | | | | | | | BOGO | | | | | |
| | | Butterball | | | 2.99 | | | | | | | | | | |
| | | Publix | Jennie-O | | | 2.99 | | | 3.33 | | | | | | |
| | | PW Carolina Co. | Shady Brook | | | 3.99 | | | 3.19 | | | | | | |
| | Sprout's | n/i | | | | | | | | | | 2.99 | | | |
| TN | Food Lion | Food Lion | | | 2.99 | | | | | | | | | | |
| | Gordon Food | Jennie-O | | | | 3.33 | | | | | | | | | |
| | IGA Stores OH/KY | Butterball | | | 2.50 | | | | 2.99 | | | | | | |
| | Ingles Markets | Butterball | | | 2.78 | | | | | | | | | | |
| | Publix | Jennie-O | | | | 2.99 | | 3.33 | | | | | | | |
| | Sprout's | n/i | | | | | | | | | | 2.99 | | | |
| VA | Food Lion | Food Lion | | | 2.99 | | | | | | | | | | |
| | Giant Food | Perdue | A | | | 3.50 | | | | | 3.50 | | | 2 for \$7.00 | |
| | | Shady Brook | | | | | | 3.00 | | | | | 2 for \$6.00 | | |
| | Ingles Markets | Butterball | | | 2.78 | | | | | | | | | | |
| | Lowes Foods | Perdue | A | | | | | | | | BOGO | | | | |
| | | Butterball | | | 2.99 | | | | | | | | | | |
| | Martin's Food | Nature's Promise | A | | | 3.00 | | | | | | | | | |
| | Publix | Jennie-O | | | | 2.99 | | 3.33 | | | | | | | |
| | PW Retail | Butterball | | | 2.50 | | | | | | | | | 2 for \$5.00 | |
| | Safeway Eastern | Jennie-O | | | | 3.00 | | | | | | | | 2 for \$6.00 | |
| | Shop'n Save | Honeysuckle | | | | 3.99 | | | | | | | | | |
| | Shoppers | Shady Brook | | | | 3.84 | | | | | | | | | |
| | Wegman's | Wegman's | | | 2.99 | 4.69 | 5.99 | | | 5.69 | | | | | |
| | | Wegman's | | O | | 5.99 | | | | | | | | | |
| | | Perdue | | A | | | | | | | 4.99 | | | | |
| Weis Markets | Weis | | | | 3.50 | | | | | | | | | | |
| | Perdue | | A | | | | | | | 3.50 | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

prices in \$US per pound unless otherwise noted.

Labor Day 2018
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 | |
| WV | Food Lion | Food Lion | | | 2.99 | | | | | | | | | |
| | Giant Eagle | Nature's Basket | A | | | 4.49 | | | | | | | | |
| | Martin's Food | Nature's Promise | A | | | 3.00 | | | | | | | | |
| | Riesbeck's | Gerber's | A | | | | | | | | 2.99 | | | |
| | Shop'n Save | Honeysuckle | | | | 3.99 | | | | | | | | |
| | Weis Markets | Weis | | | | 3.50 | | | | | | | | |
| | | Perdue | A | | | | | | | 3.50 | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

prices in \$US per pound unless otherwise noted.

**Labor Day 2018
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 | |
| MIDWESTERN U.S. - IA,IL,IN,MI,MN,ND,NE,OH,SD,WI | | | | | | | | | | | | | | |
| IA | Brothers Market | Honeysuckle | | | | 3.08 | | | | | | | | |
| | Family Fare | Jennie-O | | | | 3.99 | | | | | | | | |
| | Hy-Vee | Honeysuckle | | | | | | 3.20 | | | | | | |
| | Jewel-Osco | Jennie-O | | | | BOGO | | 3.33 | | | | | | |
| | | Perdue | A | | | | | | | 3.50 | 3.50 | | | |
| | Lucky's Market | Simple Truth | A | | | | 4.99 | | | | | | | |
| | No Frills | Jennie-O | | | | 3.99 | | | | | | | | |
| | Price Chopper | Honeysuckle | | | | 3.49 | | | | | | | | |
| | Schnuck's | Jennie-O | | | 2.99 | | | | | | | | | |
| | Super Saver | Honeysuckle | | | | 3.15 | | | | | | | | |
| | Thriftway Stores | Honeysuckle | | | | 3.08 | | | | | | | | |
| IL | Berkot's | Butterball | | | 2.99 | | | | | | | | | |
| | Brookhaven | Jennie-O | | | | 3.99 | | | | | | | | |
| | Gordon Food | Jennie-O | | | | 3.33 | | | | | | | | |
| | Hy-Vee | Honeysuckle | | | | | | 3.20 | | | | | | |
| | IGA Stores - IL/IN | Honeysuckle | | | | 3.50 | | | 3.50 | | | | | |
| | Jewel-Osco | Jennie-O | | | | BOGO | | 3.33 | | | | | | |
| | | Perdue | A | | | | | | | 3.50 | 3.50 | | | |
| | Kirby Foods IGA | Honeysuckle | | | | 3.50 | | | | 3.50 | | | | 2 for \$7.00 |
| | Kroger Central | Simple Truth | A | | | 3.99 | | | | | | | | |
| | Pete's Fresh | Butterball | | | 2.69 | | | | | | | | | |
| | Piggly Wiggly MW | Gerber | A | | | | | | | | 3.29 | | | |
| | | Butterball | | | | | 3.69 | | 3.99 | 3.99 | | | | |
| | Schnuck's | Jennie-O | | | 2.99 | | | | | | | | | |
| | Shop & Save Market | Perdue | A | | | 2.99 | | | | 2.99 | | | | |
| | Lombardi's | | | | | | | | | | 2.99 | | | |
| Tony's Finer Foods | Honeysuckle | | | 2.00 | | | | | | | | | 2 for \$4.00 | |
| Walt's Food Center | Honeysuckle | | | | | | | 3.19 | 2.99 | | | | | |
| IN | Giant Eagle | Nature's Basket | A | | | 4.49 | | | | | | | | |
| | Gordon Food | Jennie-O | | | | 3.33 | | | | | | | | |
| | IGA Stores - IL/IN | Honeysuckle | | | | 3.50 | | | 3.50 | | | | | |
| | IGA Stores OH/KY | Butterball | | | 2.50 | | | | 2.99 | | | | | |
| | Jewel-Osco | Jennie-O | | | | BOGO | | 3.33 | | | | | | |
| | Perdue | A | | | | | | | 3.50 | 3.50 | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

prices in \$US per pound unless otherwise noted.

**Labor Day 2018
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 | |
| IN (cont) | Kirby Foods IGA | Honeysuckle | | | | 3.50 | | | 3.50 | | | | | 2 for \$7.00 |
| | Kroger Central | Simple Truth | A | | | 3.99 | | | | | | | | |
| | Lucky's Market | Simple Truth | A | | | | 4.99 | | | | | | | |
| | Schnuck's | Jennie-O | | | 2.99 | | | | | | | | | |
| | Strack & VanTil | n/i | | | | | | | | | | 3.79 | | |
| | Walt's Food Center | Perdue | A | | | 3.50 | | | | 3.50 | | | | |
| | Walt's Food Center | Honeysuckle | | | | | | 3.19 | 2.99 | | | | | |
| MI | D&W Fresh Market | Jennie-O | | | | 3.99 | | | | | | | | 2 for \$5.00 2 for \$5.00 |
| | Family Fare | Jennie-O | | | | 3.99 | | | | | | | | |
| | Gordon Food | Jennie-O | | | | 3.33 | | | | | | | | |
| | Kroger Central | Simple Truth | A | | | 3.99 | | | | | | | | |
| | Lucky's Market | Simple Truth | A | | | | 4.99 | | | | | | | |
| | Pat's Food IGA | Jennie-O | | | | | 4.99 | | | | | 3.49 | | |
| | Tom's/Oleson's | Butterball | A | | 2.50 | | | | | | | | | |
| | Valuland | Butterball | | | 2.50 | | | | | | | | | |
| MN | VG's Grocery | Jennie-O | | | | 3.99 | | | | | | | | antibiotic-free |
| | AW Grocers | Honeysuckle | | | | 3.08 | | | | | | | | |
| | Coborn's | Jennie-O | | 2.98 | | | | | | | | | | |
| | Econofoods | Jennie-O | | | | 3.99 | | | | | | | | |
| | Family Fare | Jennie-O | | | | 3.99 | | | | | | | | |
| | Family Fresh | Jennie-O | | | | 3.99 | | | | | | | | |
| | Hy-Vee | Honeysuckle | | | | | | 3.20 | | | | | | |
| | Kowalski's | Kowalski's | A | | | | | | 6.59 | | | | | |
| ND | Sun Mart | Jennie-O | | | | 3.99 | | | | | | | | |
| | Dan's Supermarket | Jennie-O | | | | 3.99 | | | | | | | | |
| | Family Fare | Jennie-O | | | | 3.99 | | | | | | | | |
| NE | Alb./Safe. Denver | Jennie-O | | | | 3.00 | | | | | | | | 2 for \$6.00 |
| | Apple Markets | Honeysuckle | | | | 2.91 | | | | | | | | |
| | AW Grocers | Honeysuckle | | | | 3.08 | | | | | | | | |
| | Family Fare | Jennie-O | | | | 3.99 | | | | | | | | |
| | Family Fresh | Jennie-O | | | | 3.99 | | | | | | | | |
| | Hy-Vee | Honeysuckle | | | | | | 3.20 | | | | | | |
| | No Frills | Jennie-O | | | | 3.99 | | | | | | | | |
| | Russ's Market | Honeysuckle | | | | 2.91 | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

prices in \$US per pound unless otherwise noted.

**Labor Day 2018
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 | |
| NE (cont) | Sun Mart | Jennie-O | | | | 3.99 | | | | | | | | |
| | Super Saver | Honeysuckle | | | | 3.15 | | | | | | | | |
| | Thriftway Stores | Honeysuckle | | | | 3.08 | | | | | | | | |
| OH | Giant Eagle | Nature's Basket | A | | | 4.49 | | | | | | | | |
| | Gordon Food | Jennie-O | | | | 3.33 | | | | | | | | |
| | IGA Stores OH/KY | Butterball | | 2.50 | | | | | 2.99 | | | | | |
| | Kroger Central | Simple Truth | A | | | 3.99 | | | | | | | | |
| | Lucky's Market | Simple Truth | A | | | | 4.99 | | | | | | | |
| | Remke Markets | Honeysuckle | | | | 3.99 | | | | | | | | |
| | Riesbeck's | Gerber's | A | | | | | | | | 2.99 | | | |
| Shop'n Save | Honeysuckle | | | | 3.99 | | | | | | | | | |
| SD | Alb./Safe. Denver | Jennie-O | | | | 3.00 | | | | | | | | 2 for \$6.00 |
| | AW Grocers | Honeysuckle | | | | 3.08 | | | | | | | | |
| | Coborn's | Jennie-O | | 2.98 | | | | | | | | | | |
| | Family Fare | Jennie-O | | | | 3.99 | | | | | | | | |
| | Hy-Vee | Honeysuckle | | | | | | 3.20 | | | | | | |
| WI | AW Grocers | Honeysuckle | | | | 3.08 | | | | | | | | 2 for \$7.00 |
| | Econofoods | Jennie-O | | | | 3.99 | | | | | | | | |
| | Family Fresh | Jennie-O | | | | 3.99 | | | | | | | | |
| | Fox Bros. PW | Gerber | A | | | | | | | 3.29 | | | | |
| | | Butterball | | | | 3.69 | | 3.99 | 3.99 | | | | | |
| | Gordon Food | Jennie-O | | | | 3.33 | | | | | | | | |
| | Gordy's | Jennie-O | | | | 3.98 | | | | | | | | |
| | Hy-Vee | Honeysuckle | | | | | | 3.20 | | | | | | |
| | Marketplace WI | Jennie-O | | 2.98 | | | | | | | | | | |
| | Pat's Food IGA | Jennie-O | | | | | 4.99 | | | | | | | |
| | | Gerber | A | | | | | | | | | 3.49 | | |
| | Piggly Wiggly MW | Gerber | A | | | | | | | 3.29 | | | | |
| | | Butterball | | | | 3.69 | | 3.99 | 3.99 | | | | | |
| | Schnuck's | Jennie-O | | | 2.99 | | | | | | | | | |
| | Sentry Foods | Jennie-O | | | | | 4.29 | | | | | | | |
| | Shurfine Food Centers | Jennie-O | | | | 3.50 | | | | | | | | |
| Trig's | Jennie-O | | | | | 4.99 | | | | | | | | |
| Woodman's | Jennie-O | | | | 3.99 | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

prices in \$US per pound unless otherwise noted.

**Labor Day 2018
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 |
| SOUTH CENTRAL U.S. - AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT | | | | | | | | | | | | | | |
| AR | Brookshire's | Jennie-O | | | | 3.50 | | | 3.50 | | | | | |
| AZ | Safeway SW | Jennie-O | | | | 2.99 | | | | | | | | |
| | Smith's | Simple Truth | O | | | 5.99 | | | | | | | | |
| | Sprout's | n/i | | | | | | | | | 2.99 | | | |
| CO | Alb./Safe. Denver | Jennie-O | | | | 3.00 | | | | | | | | 2 for \$6.00 |
| | Associated Food | Jennie-O | | | | | 4.59 | | | | | | | |
| | AW Grocers | Honeysuckle | | | | 3.08 | | | | | | | | |
| | King Soopers | Jennie-O | | | | 3.99 | | | | | | | | |
| | Lucky's Market | Mary's | A | | | | 6.99 | | | | | | | free-range |
| | Ridley's Markets | Jennie-O | | | | | 4.59 | | | | | | | |
| | Sprout's | n/i | | | | | | | | | 2.99 | | | |
| KS | Apple Markets | Honeysuckle | | | | 2.91 | | | | | | | | |
| | Brothers Market | Honeysuckle | | | | 3.08 | | | | | | | | |
| | Country Mart | Honeysuckle | | | | 2.91 | | | | | | | | |
| | Hy-Vee | Honeysuckle | | | | | | 3.20 | | | | | | |
| | Price Chopper | Honeysuckle | | | | 3.49 | | | | | | | | |
| | Sprout's | n/i | | | | | | | | | 2.99 | | | |
| | Sun Fresh | Honeysuckle | | | | 2.91 | | | | | | | | |
| | Thriftway Stores | Honeysuckle | | | | 3.08 | | | | | | | | |
| LA | Brookshire's | Jennie-O | | | | 3.50 | | | 3.50 | | | | | |
| | Market Basket | Butterball | | | 2.50 | | | | | | | | | 2 for \$5.00 |
| MO | Apple Markets | Honeysuckle | | | | 2.91 | | | | | | | | |
| | Brothers Market | Honeysuckle | | | | 3.08 | | | | | | | | |
| | Country Mart | Honeysuckle | | | | 2.91 | | | | | | | | |
| | Gordon Food | Jennie-O | | | | 3.33 | | | | | | | | |
| | Hy-Klas | Honeysuckle | | | | 3.08 | | | | | | | | |
| | Hy-Vee | Honeysuckle | | | | | | 3.20 | | | | | | |
| | IGA Stores - IL/IN | Honeysuckle | | | | 3.50 | | | 3.50 | | | | | |
| | Kroger Central | Simple Truth | A | | | 3.99 | | | | | | | | |
| | Lucky's Market | Simple Truth | A | | | | 4.99 | | | | | | | |
| | Moser's | Honeysuckle | | | | 2.91 | | | | | | | | |
| | Prenger Foods | Honeysuckle | | | | 2.91 | | | | | | | | |
| | Price Chopper | Honeysuckle | | | | 3.49 | | | | | | | | |
| | Schnuck's | Jennie-O | | | 2.99 | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

prices in \$US per pound unless otherwise noted.

**Labor Day 2018
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 | |
| MO (cont) | Sprout's | n/i | | | | | | | | | | 2.99 | | |
| | Sun Fresh | Honeysuckle | | | | 2.91 | | | | | | | | |
| | Thriftway Stores | Honeysuckle | | | | 3.08 | | | | | | | | |
| NM | Alb./Safe. Denver | Jennie-O | | | | 3.00 | | | | | | | | 2 for \$6.00 |
| | Smith's | Simple Truth | O | | | 5.99 | | | | | | | | |
| | Sprout's | n/i | | | | | | | | | 2.99 | | | |
| OK | Country Mart | Honeysuckle | | | | 2.91 | | | | | | | | |
| | Sprout's | n/i | | | | | | | | | | 2.99 | | |
| | Super C Mart | Honeysuckle | | | | 3.49 | | | | | | | | |
| | Warehouse Market | Honest Turkey | A | | | | 4.99 | | | | | | | |
| TX | Brookshire's | Jennie-O | | | | 3.50 | | | 3.50 | | | | | |
| | Market Basket | Butterball | | | 2.50 | | | | | | | | | 2 for \$5.00 |
| | Sprout's | n/i | | | | | | | | | 2.99 | | | |
| UT | Associated Food | Jennie-O | | | | | 4.59 | 3.33 | | | | | | |
| | | Jennie-O | A | | | 3.49 | | | | | | | | |
| | Fresh Market | Jennie-O | A | | | 3.49 | | | | | | | | |
| | | Jennie-O | | | | | | 3.27 | | | | | | |
| | Ridley's Markets | Jennie-O | | | | | 4.59 | | | | | | | |
| | Smith's | Simple Truth | O | | | 5.99 | | | | | | | | |
| | Sprout's | n/i | | | | | | | | | 2.99 | | | |
| Stoke's Market | Jennie-O | | | | | 4.55 | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

prices in \$US per pound unless otherwise noted.

**Labor Day 2018
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 | | |
| SOUTHWESTERN U.S. - CA, HI, NV | | | | | | | | | | | | | | | |
| CA | Albert. SoCal | Foster Farms | A | | | | 4.99 | | | | | | | | |
| | Big Saver | Jennie-O | | 1.97 | | | | | | | | | | | |
| | Food Source | Perdue | | | | | | | | 2.68 | | | | | |
| | Jons Marketplace | Jennie-O | | | | 2.99 | | | | | | | | | |
| | K.V. Mart | n/i | | | | | | | | | 2.49 | | | | |
| | Lucky | Jennie-O | | | | 3.99 | | 3.33 | | | | | | | |
| | Mollie Stone's | Mollie Stone's | | | | | | | | | | | 5.99 | | |
| | Nugget Market | Fresh to Market | | | | | | | | | | | 3.99 | | |
| | Ralph's | Simple Truth | | O | | | 6.99 | | | | | | | | |
| | Safeway NorCal | Foster Farms | | | | | 2.88 | | | | | | | | |
| | Save Mart | Jennie-O | | | | | 3.50 | | 2.92 | | | | | | |
| | Sprout's | n/i | | | | | | | | | | | 2.99 | | |
| | Super A Foods | Foster Farms | | | | | | | 4.29 | | | | | | |
| | Superior Grocers | Jennie-O | | | | | 2.99 | | | | | | | | |
| | Vallarta | n/i | | | | | | | | | 2.49 | | | | |
| Vons | Foster Farms | | | | | | 4.99 | | | | | | | | |
| HI | Safeway Hawaii | Foster Farms | | | | 2.99 | | | | | | | | | |
| NV | Associated Food | Jennie-O | A | | | | 4.59 | | | | | | | | |
| | Food Source | Perdue | | | | | | | | 2.68 | | | | | |
| | K.V. Mart | n/i | | | | | | | | | 2.49 | | | | |
| | Ridley's Markets | Jennie-O | | | | | | 4.59 | | | | | | | |
| | Safeway NorCal | Foster Farms | | | | | 2.88 | | | | | | | | |
| | Save Mart | Jennie-O | | | | | 3.50 | | 2.92 | | | | | | |
| | Smith's | Simple Truth | | O | | | 5.99 | | | | | | | | |
| | Sprout's | n/i | | | | | | | | | | 2.99 | | | |
| Vons | Foster Farms | | | | | | 4.99 | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

prices in \$US per pound unless otherwise noted.

Labor Day 2018
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 | |
| NORTHWESTERN U.S. - AK,ID,MT,OR,WA,WY | | | | | | | | | | | | | | |
| AK | AC Value Center | Jennie-O | | 2.00 | | | | | | | | | | 2 for \$4.00 |
| ID | Ridley's Markets | Jennie-O | | | | | 4.59 | | | | | | | |
| | Smith's | Simple Truth | O | | | 5.99 | | | | | | | | |
| | Stoke's Market | Jennie-O | | | | | 4.55 | | | | | | | |
| | Yoke's Fresh Market | Jennie-O | | | | 3.49 | | | 3.49 | | | | | |
| MT | Associated Food | Jennie-O | | | | | 4.59 | 3.33 | | | | | | |
| | | Jennie-O | A | | | 3.49 | | | | | | | | |
| | Lucky's Market | Simple Truth | A | | | | 4.99 | | | | | | | |
| | Reynold's | Jennie-O | | | | | 4.59 | | | | | | | |
| | Smith's | Simple Truth | O | | | 5.99 | | | | | | | | |
| | Stoke's Market | Jennie-O | | | | | 4.55 | | | | | | | |
| OR | Associated Food | Jennie-O | | | | | 4.59 | | | | | | | |
| | McKay's | Foster Farms | | | 2.99 | | | | | | | | | |
| | Quality Food Center | Jennie-O | | | | 3.99 | | | | | | | | |
| | Roth's | Foster Farms | | | | 3.49 | | | | | | | | |
| WA | Quality Food Center | Jennie-O | | | | 3.99 | | | | | | | | |
| | Yoke's Fresh Market | Jennie-O | | | | 3.49 | | | 3.49 | | | | | |
| WY | Alb./Safe. Denver | Jennie-O | | | | 3.00 | | | | | | | | 2 for \$6.00 |
| | Associated Food | Jennie-O | | | | | 4.59 | | | | | | | |
| | AW Grocers | Honeysuckle | | | | 3.08 | | | | | | | | |
| | Lucky's Market | Mary's | A | | | | 6.99 | | | | | | | free-range |
| | Ridley's Markets | Jennie-O | | | | | 4.59 | | | | | | | |
| | Smith's | Simple Truth | O | | | 5.99 | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

**Labor Day 2018
SHELL EGGS**

prices in \$US per unit

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

| State | Supermarket | Label | K E Y | Weight Class | | | | | Color | | Pack Size | | | | | Caged | | | Cage-Free | | | | | Conditions | | | | | | |
|-----------------|---------------------------|------------------|---------------|--------------|----|----|----|----|-------|----|-----------|----|----|----|----|-------|-----------|---------|-----------------|---------------|---------|---------|--------------------|------------|------|------|------|--------------|--------------|--------------|
| | | | | JM | XL | LG | MD | SM | WH | BR | 6 | 12 | 18 | 20 | 30 | Conv. | Specialty | | barn/ aviary | free range | pasture | organic | pasture organic | | | | | | | |
| | | | | | | | | | | | | | | | | | Ω-3 | veg-fed | | | | | | | | | | | | |
| NY (cont) | Associated (continued) | The Farmer's Hen | v | | | • | | | | • | | | • | | | | | | | | | | | 3.49 | | | | | | |
| | | The Farmer's Hen | v | | | • | | | | | • | | • | | | | | | | | | | | 3.49 | | | | | | |
| | Best Market | Land O Lakes | | | | • | | | | | • | | • | | | | | | | | | | | | | | | | | 2 for \$5.00 |
| | | CFO | | | | • | | | | | • | | • | | | | | | | | | | | | | | 3.99 | | | |
| | Bravo | Eggland's Best | | | | • | | | | • | | | • | | • | | | | | | | | | 3.49 | | | | | | |
| | | Cherry Valley | Cherry Valley | | | • | | | | | • | | • | | | | | 1.67 | | | | | | | | | | | | 3 for \$5.00 |
| | | | Cherry Valley | | | | • | | | | • | | • | | | | | | | | | | | | | | 3.99 | | | |
| | | Compare Foods | Nature's Yoke | v | | • | | | | | • | | • | | | | | | | | | | | | | | 4.69 | | | |
| | Eggland's Best | | n | | | • | | | | • | | • | | • | | | | | | 2.99 | | | | | | | | | | |
| | C-Town | Eggland's Best | | | | • | | | | • | | • | | • | | | | | | | | | 3.69 | | | | | | | |
| | | Eggland's Best | n | | | • | | | | • | | • | | • | | | | | | | | | | | | 3.99 | | | | |
| | DeCiccio Family | Eggland's Best | n | | | • | | | | • | | • | | • | | | | | | | | | | | | 3.99 | | | | |
| | DeCiccio & Sons | Eggland's Best | n | | | • | | | | • | | • | | • | | | | | | | | | | | | 3.99 | | | | |
| | Fairway Market | Fairway | | | | • | | | | • | | • | | • | | | | | | | | | | | | 3.50 | | | 2 for \$7.00 | |
| | Fine Fare | Nature's Yoke | v | | | • | | | | • | | • | | • | | | | | | 2.99 | | | | | | | | | | |
| | | Nature's Yoke | v | | | • | | | | • | | • | | • | | | | | | | | | | | | 4.69 | | | | |
| | Food Emporium | Pete & Gerry's | f | | | • | | | | • | | • | | • | | | | | | | | | | | | 4.99 | | | | |
| | Foodtown | Land O Lakes | | | | • | | | | • | | • | | • | | | | | | | | | | | | 2.50 | | | | |
| | | Nellie's | n | | | • | | | | • | | • | | • | | | | | | | 3.49 | | | | | | | | | |
| | Giunta's | Eggland's Best | | | | • | | | • | | | • | | • | | | | | | | | | 1.88 | | | | | | | |
| | | Eggland's Best | n | | | • | | | | • | | • | | • | | | | | | | | | | | | 3.88 | | | | |
| | H-Mart | Nature's Yoke | v | | | • | | | | • | | • | | • | | | | | | 2.50 | | | | | | | | | 2 for \$5.00 | |
| | IGA Stores N.Eng | Seven Farms | | | | • | | | • | | | • | | • | | | | | | 2.99 | | | | | | | | | | |
| | Key Food | Pete & Gerry's | f | | | • | | | | • | | • | | • | | | | | | | | | | | | 4.19 | | | | |
| | | Pete & Gerry's | f | | | • | | | | • | | • | | • | | | | | | | | | | | | 3.99 | | | | |
| | King Kullen | Land O Lakes | | | | • | | | | • | | • | | • | | | | | | 2.99 | | | | | | | | | | |
| | | Handsome Brook | | | | • | | | | • | | • | | • | | | | | | | | | | | | | 5.99 | | | |
| | Kings Food Market | Eggland's Best | n | | | • | | | | • | | • | | • | | | | | | 2.99 | | | | | | | | | | |
| | | Eggland's Best | n | | | • | | | | • | | • | | • | | | | | | 3.50 | | | | | | | | | 2 for \$7.00 | |
| | Market 32 | Full Circle | | | | • | | | | • | | • | | • | | | | | | | | | | | | 3.99 | | | | |
| Met Foods | Eggland's Best | | | | • | | | • | | | • | | • | | | | | | 2.50 | | | | | | | | | 2 for \$5.00 | | |
| | Eggland's Best | n | | | • | | | | • | | • | | • | | | | | | | | | | | | 3.50 | | | 2 for \$7.00 | | |
| Morton Williams | Eco Meal | | | | • | | | | • | | • | | • | | | | | | | | | | | | 3.99 | | | | | |
| Net Cost | Sunshine Farms | | | | • | | | | • | | • | | • | | | | | | | | | | | | 2.49 | | | | | |
| | Eco Meal | n | | | • | | | | • | | • | | • | | | | | | 2.49 | | | | | | | | | | | |
| | Eco Meal | n | | | • | | | | • | | • | | • | | | | | | 2.49 | | | | | | 3.49 | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

**Labor Day 2018
SHELL EGGS**

prices in \$US per unit

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

| State | Supermarket | Label | K E Y | Weight Class | | | | | Color | | Pack Size | | | | | Caged | | | Cage-Free | | | | | Conditions | | | |
|--------------|-------------------|-----------------|-------------|--------------|----|----|----|----|-------|----|-----------|----|----|------|------|-------|-----------|---------|-----------------|---------------|---------|---------|--------------------|------------|------|--------------|--------------|
| | | | | JM | XL | LG | MD | SM | WH | BR | 6 | 12 | 18 | 20 | 30 | Conv. | Specialty | | barn/ aviary | free range | pasture | organic | pasture organic | | | | |
| | | | | | | | | | | | | | | | | | Ω-3 | veg-fed | | | | | | | | | |
| PA (cont) | Family Owned | Barnyard's Best | | | | • | | | | | | | | | | | | 1.50 | | | | | | | | 2 for \$3.00 | |
| | Fine Fare | Nature's Yoke | v | | • | | | | | | | | | | | | | 2.99 | | | | | | | | | |
| | | Nature's Yoke | v | | • | | | | | | | | | | | | | | | | | | | 4.69 | | | |
| | Foodland | n/i | | | | • | | | | • | | | | | 0.79 | | | | | | | | | | | limit 1 | |
| | Foodtown | Land O Lakes | | | • | | | | | | • | | | | | | | | | | | | | | 2.50 | | |
| | | Nellie's | n | | | • | | | | | • | | | | | | | | | | | | | | 3.49 | | |
| | Fresh Grocer | ShopRite | | | | • | | | | • | | | | | 1.99 | | | | | | | | | | | | |
| | | ShopRite | | | | • | | | | | • | | | | | | | | | | | | | | 2.99 | | |
| | Giant Eagle | Pete & Gerry's | f | | | • | | | | | • | | | | | | | | | | | | | | | 3.99 | |
| | Giant Food Stores | Eggland's Best | | | | • | | | | • | | | | | | | | | | | | | | | 3.00 | | 2 for \$6.00 |
| | | Pete & Gerry's | f | | | • | | | | | • | | | | | | | | | | | | | | | 3.99 | |
| | Grocery Outlet | Hillside Acres | | | | • | | | | | • | | | | | | | | | | | | | | | 2.00 | 2 for \$4.00 |
| | H-Mart | Nature's Yoke | v | | | • | | | | | • | | | | | | | | | | | | | | | 2.50 | 2 for \$5.00 |
| | IGA Stores NJ/PA | Eggland's Best | n | | | • | | | | | • | | | | | | | | | | | | | | | 2.99 | |
| | Karns Foods | Land O Lakes | v | | | • | | | | | • | | | | | | | | | | | | | | | 3.00 | 2 for \$6.00 |
| | Key Food | Pete & Gerry's | f | | • | | | | | | • | | | | | | | | | | | | | | | | 4.19 |
| | | Pete & Gerry's | f | | | • | | | | | • | | | | | | | | | | | | | | | | 3.99 |
| | Martin's Food | Eggland's Best | | | | • | | | | • | | | | | | | | | | | | | | | | 3.00 | 2 for \$6.00 |
| | | Pete & Gerry's | f | | | • | | | | | • | | | | | | | | | | | | | | | | 3.99 |
| | Net Cost | Sunshine Farms | | | | • | | | | | • | | | | | | | | | | | | | | | | 2.49 |
| | | Eco Meal | n | | | • | | | | | • | | | | | | | | | | | | | | | | 2.49 |
| | | Eco Meal | n | | | • | | | | | • | | | | | | | | | | | | | | | | 3.49 |
| | Pioneer | Eggland's Best | | | | • | | | | • | | | | | | | | | | | | | | | | 2.50 | 2 for \$5.00 |
| | | Eggland's Best | n | | | • | | | | | • | | | | | | | | | | | | | | | | 3.99 |
| | Price Chopper | Full Circle | | | | • | | | | | • | | | | | | | | | | | | | | | | 3.99 |
| | Price Rite | Eggland's Best | | | | • | | | | • | | | | | | | | | | | | | | | | 2.27 | |
| | Shop'n Save | Nellie's | | | | • | | | | | • | | | | | | | | | | | | | | | | 2.99 |
| | ShopRite | ShopRite | | | | • | | | | • | | | | | 1.99 | | | | | | | | | | | | |
| | ShurSave | Full Circle | | | | • | | | | | • | | | | | | | | | | | | | | | 2.50 | 2 for \$5.00 |
| | Tops Markets | Eggland's Best | | | | • | | | | • | | | | | | | | | | | | | | | | 1.99 | |
| | Eggland's Best | n | | | • | | | | | • | | | | | | | | | | | | | | | | 3.99 | |
| Wegman's | Wegman's | | | | • | | | | | • | | | | | | | | | | | | | | | | 3.99 | |
| | Wegman's | | | • | | | | | | • | | | | | | | | | | | | | | | | 4.19 | |
| | Wegman's | | • | | | | | | | • | | | | | | | | | | | | | | | | 5.29 | |
| | Wegman's | | | | • | | • | | | • | | | | | | | | | | | | | | | | 3.49 | |
| | Wegman's | | | | • | | | | • | | | | | 1.79 | | | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

**Labor Day 2018
SHELL EGGS**

prices in \$US per unit

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

| State | Supermarket | Label | K E Y | Weight Class | | | | | Color | | Pack Size | | | | | Caged | | | Cage-Free | | | | | Conditions | | | | | |
|--------------|-----------------|-----------------|-------------|--------------|----|----|----|----|-------|----|-----------|----|----|----|------|-------|-----------|---------|-----------------|---------------|---------|---------|--------------------|------------|--|------|------|---------------|--|
| | | | | JM | XL | LG | MD | SM | WH | BR | 6 | 12 | 18 | 20 | 30 | Conv. | Specialty | | barn/ aviary | free range | pasture | organic | pasture organic | | | | | | |
| | | | | | | | | | | | | | | | | | Ω-3 | veg-fed | | | | | | | | | | | |
| TN (cont) | Ruler Foods | Simple Truth | | | | • | | | | • | | | | | | | | | 2.79 | | | | | | | | | | |
| | Sprout's Market | Happy Egg Co. | f | | | • | | | | • | | | | | | | | | | | | | | | | | 3.25 | | |
| | | Happy Egg Co. | f | | | • | | | | • | | | | | | | | | | | | | | | | | BOGO | | |
| | Tietgen's | Best Choice | | | | • | | | | • | | | | | 0.99 | | | | | | | | | | | | | limit 4 | |
| VA | Giant Food | Eggland's Best | | | | • | | | | • | | | | | | | | | | | | | | | | | | 2 for \$5.00 | |
| | | Pete & Gerry's | f | | | • | | | | • | | | | | | | | | | | | | | | | | 3.99 | | |
| | Harris Teeter | Land O Lakes | | | | • | | | | • | | | | | | | | | | | | | | | | | | 2 for \$5.00 | |
| | H-Mart | Pete & Gerry's | f | | • | | | | | • | | | | | | | | | | | | | | | | | 4.99 | | |
| | Ingles Markets | The Farmers Hen | v | | | • | | | | • | | | | | | | | | | | | | | | | | | | |
| | Lowes Foods | Pete & Gerry's | f | | • | | | | | • | | | | | | | | | | | | | | | | | 3.99 | | |
| | Martin's Food | Eggland's Best | | | | • | | | | • | | | | | | | | | | | | | | | | | | 2 for \$6.00 | |
| | | Pete & Gerry's | f | | | • | | | | • | | | | | | | | | | | | | | | | | | 3.99 | |
| | Price Rite | Eggland's Best | | | | • | | | | • | | | | | | | | | | | | | | | | | | | |
| | Publix | Alfresco | | | | • | | | | • | | | | | | | | | | | | | | | | | 5.00 | 2 for \$10.00 | |
| | Safeway Eastern | Pete & Gerry's | f | | | • | | | | • | | | | | | | | | | | | | | | | | 3.99 | | |
| | Shop'n Save | Nellie's | | | | • | | | | • | | | | | | | | | | | | | | | | 2.99 | | | |
| | Wegman's | Wegman's | | | | • | | | | • | | | | | | | | | | | | | | | | | 3.99 | | |
| | | Wegman's | | | | • | | | | • | | | | | | | | | | | | | | | | | 4.19 | | |
| | | Wegman's | | • | | | | | | • | | | | | | | | | | | | | | | | | 5.29 | | |
| | | Wegman's | | | | | • | | | • | | | | | | | | | | | | | | | | | 3.49 | | |
| | | Wegman's | | | | • | | | | • | | | | | | 1.79 | | | | | | | | | | | | | |
| | | Wegman's | | | | • | | | | • | | | | | | 2.68 | | | | | | | | | | | | | |
| | | Wegman's | | | | • | | | | • | | | | | | 1.99 | | | | | | | | | | | | | |
| | | Wegman's | | | | • | | | | • | | | | | | 2.98 | | | | | | | | | | | | | |
| | Wegman's | | • | | | | | | • | | | | | | 2.19 | | | | | | | | | | | | | | |
| | Born Free | | | | • | | | | • | | | | | | | | | | | | | | | | | | 6.99 | | |
| | Eggland's Best | n | | | • | | | | • | | | | | | | | | | | | | | | | | 4.99 | | | |
| | Eggland's Best | | | | • | | | | • | | | | | | | | | | | | | | | | | 3.19 | | | |
| | Eggland's Best | | | | • | | | | • | | | | | | | | | | | | | | | | | 3.99 | | | |
| | Eggland's Best | | | | • | | | | • | | | | | | | | | | | | | | | | | 2.50 | | 2 for \$5.00 | |
| WV | Giant Eagle | Pete & Gerry's | f | | | • | | | | • | | | | | | | | | | | | | | | | | 3.99 | | |
| | Martin's Food | Eggland's Best | | | | • | | | | • | | | | | | | | | | | | | | | | | | 2 for \$6.00 | |
| | | Pete & Gerry's | f | | | • | | | | • | | | | | | | | | | | | | | | | | 3.99 | | |
| | Shop'n Save | Nellie's | | | | • | | | | • | | | | | | | | | | | | | | | | 2.99 | | | |
| | Weis Markets | Eggland's Best | | | | • | | | | • | | | | | | | | | | | | | | | | | 2.50 | 2 for \$5.00 | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

**Labor Day 2018
SHELL EGGS**

prices in \$US per unit

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

| State | Supermarket | Label | K E Y | Weight Class | | | | | Color | | Pack Size | | | | | Caged | | | Cage-Free | | | | | Conditions | | |
|--------------|--------------------------|----------------|-------------|--------------|----|----|----|----|-------|----|-----------|----|----|----|----|-------|-----------|---------|-----------------|---------------|---------|---------|--------------------|------------|--|--|
| | | | | JM | XL | LG | MD | SM | WH | BR | 6 | 12 | 18 | 20 | 30 | Conv. | Specialty | | barn/ aviary | free range | pasture | organic | pasture organic | | | |
| | | | | | | | | | | | | | | | | | Ω-3 | veg-fed | | | | | | | | |
| WI (cont) | Pick'n Save Woodman's | Simple Truth | f n | | | • | | | | • | | • | | | | | | | | | | | 3.49 | | | |
| | | Pete & Gerry's | | | | • | | | | • | | • | | | | | | | | | | | | 4.99 | | |
| | | Eggland's Best | | | | • | | | | • | | • | | | | | | | | | | | | 4.39 | | |
| | | S&R | | | | • | | | | • | | • | | | | | | 1.69 | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

**Labor Day 2018
SHELL EGGS**

prices in \$US per unit

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

| State | Supermarket | Label | K E Y | Weight Class | | | | | Color | | Pack Size | | | | | Caged | | Cage-Free | | | | | Conditions | | |
|---|-------------------|--|-------------|--------------|----|--------|----|----|-------------|----|-----------|----|----|----|----|-------|-----------|-----------|-----------------|---------------|---------|---------|--------------|--------------------|--------------|
| | | | | JM | XL | LG | MD | SM | WH | BR | 6 | 12 | 18 | 20 | 30 | Conv. | Specialty | | barn/ aviary | free range | pasture | organic | | pasture organic | |
| | | | | | | | | | | | | | | | | | Ω-3 | veg-fed | | | | | | | |
| SOUTH CENTRAL U.S. - AR,AZ,CO,KS,LA,MO,NM,OK,T*,UT | | | | | | | | | | | | | | | | | | | | | | | | | |
| AR | Albert. Houston | Lucerne | | | | • | | | • | | | | | | | 0.77 | | | | | | | | | limit 2 |
| | Brookshire's | Farmhouse | | | | • | | | • | | | | | | | | | 2.50 | | | | | | | 2 for \$5.00 |
| | G&W Foods | Best Choice | | | | • | | | • | | | | | | | 1.50 | | | | | | | | | 2 for \$3.00 |
| AZ | El Super | n/i | | | | • | | | • | | | | | | | 2.50 | | | | | | | | | 2 for \$5.00 |
| | Safeway SW | Nellie's | | | | • | | | • | | | | | | | | | 3.00 | | | | | | | 2 for \$6.00 |
| | Sprout's Market | Happy Egg Co. Happy Egg Co. | f f | | | • • | | | • • | | | | | | | | | | | | | | 3.25 BOGO | | |
| CO | Alb./Safe. Denver | Pete & Gerry's | f | | | • | | | • | | | | | | | | | | | | | | | | |
| | Alb./Safe. Mount. | Eggland's Best | | | • | | | | • | | | | | | | 1.29 | 2.50 | | | | | | | | 2 for \$5.00 |
| | Associated Food | Western Market | | | | • | | | • | | | | | | | 1.25 | | | | | | | | | 4 for \$5.00 |
| | Sprout's Market | Happy Egg Co. Happy Egg Co. | f f | | | • • | | | • • | | | | | | | | | | | | | | | 3.25 BOGO | |
| KS | G&W Foods | Best Choice | | | | • | | | • | | | | | | | 1.50 | | | | | | | | | 2 for \$3.00 |
| | Hen House | Eggland's Best | | | • | | | | • | | | | | | | | 2.49 | | | | | | | | |
| | Hy-Vee | Hy-Vee | | | | • | | | • | | | | | | | 1.98 | | | | | | | | | |
| | Sprout's Market | Happy Egg Co. Happy Egg Co. | f f | | | • • | | | • • | | | | | | | | | | | | | | | 3.25 BOGO | |
| LA | Albert. Houston | Lucerne | | | | • | | | • | | | | | | | 0.77 | | | | | | | | | limit 2 |
| | Brookshire's | Farmhouse | | | | • | | | • | | | | | | | | | 2.50 | | | | | | | 2 for \$5.00 |
| | Brookshire Bros. | Eggland's Best | | | | • | | | • | | | | | | | | | | | | | | | | 2 for \$4.00 |
| | Rouses | Eggland's Best | | | | • | | | • | | | | | | | | | | | | | | | | |
| | Winn-Dixie | Clearly Organic Eggland's Best Nellie's Happy Egg | | | • | | | | • • • | | | | | | | | | | | | | | | 4.49 | |
| MO | Fresh Thyme | Fresh Thyme | | | | • | | | • | | | | | | | | | 2.50 | | | | | | | 2 for \$5.00 |
| | | Fresh Thyme | | | | • | | | • | | | | | | | | | 2.50 | | | | | | | 2 for \$5.00 |
| | G&W Foods | Best Choice | | | | • | | | • | | | | | | | 1.50 | | | | | | | | | 2 for \$3.00 |
| | Harter House | Best Choice | | | | • | | | • | | | | | | | 0.89 | | | | | | | | | |
| | Hen House | Eggland's Best | | | • | | | | • | | | | | | | | 2.49 | | | | | | | | |
| | Hy-Vee | Hy-Vee | | | | • | | | • | | | | | | | 1.98 | | | | | | | | | |
| | Ruler Foods | Simple Truth | | | | • | | | • | | | | | | | | | | 2.79 | | | | | | |
| Shop'n Save | Eggland's Best | | | | • | | | • | | | | | | | | | | | | | | | | | |

