



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

Thanksgiving 2018

Advertised Prices effective through November 22, 2018



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

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

Turkey

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

| | |
|--------------------|-----|
| Northeast..... | 4 |
| Southeast..... | 31 |
| Midwest..... | 51 |
| South Central..... | 76 |
| Southwest..... | 93 |
| Northwest..... | 100 |

Cured Pork

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

| | |
|--------------------|-----|
| Northeast..... | 107 |
| Southeast..... | 122 |
| Midwest..... | 140 |
| South Central..... | 162 |
| Southwest..... | 179 |
| Northwest..... | 183 |

Fresh Pork Roasts

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

| | |
|--------------------|-----|
| Northeast..... | 190 |
| Southeast..... | 198 |
| Midwest..... | 206 |
| South Central..... | 213 |
| Southwest..... | 220 |
| Northwest..... | 223 |

Beef Roasts

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

| | |
|--------------------|-----|
| Northeast..... | 226 |
| Southeast..... | 237 |
| Midwest..... | 247 |
| South Central..... | 257 |
| Southwest..... | 265 |
| Northwest..... | 268 |

Beef Roasts II

Chuck and Brisket roasts, boneless and bone-in.

| | |
|--------------------|-----|
| Northeast..... | 272 |
| Southeast..... | 278 |
| Midwest..... | 284 |
| South Central..... | 291 |
| Southwest..... | 297 |
| Northwest..... | 299 |

Lamb Roasts and Chops

Bone-in, semi-boneless, and boneless, whole and half legs; bone-in whole, loin, rib, and shoulder chops; frenched and crown racks; and 80% lean ground lamb.

Northeast..... 301
Southeast 306
Midwest 308
South Central..... 310
Southwest..... 312
Northwest 313

Miscellaneous Poultry

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

Northeast..... 314
Southeast 328
Midwest 340
South Central..... 353
Southwest..... 364
Northwest 366

Shell Eggs

Caged and cage-free varieties

Northeast..... 370
Southeast 395
Midwest 408
South Central..... 418
Southwest..... 428
Northwest 433

Store-Prepared Holiday Dinners

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

Northeast..... 439
Southeast 450
Midwest 464
South Central..... 477
Southwest..... 488
Northwest 493

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Report Notes and Key to Abbreviations:

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

Common Abbreviations:

n/inot identified
BOGOBuy one, get one free
ABFAntibiotic-free
FFree Range
KKosher
LLocally-grown
OUSDA Certified Organic
GGrass-fed
LLocal (grown/produced)

Miscellaneous Poultry Weight Ranges:

Turkey Breast, bone-in 4-9 pounds
Roasters 7-10 pounds
Cornish Hens 1-2 pounds
Baking Hens 4-6 pounds
Capon 7-10 pounds
Duckling/Duck 4-6 pounds
Goose 8-12 pounds
Rabbit 2.5-3.5 pounds
Pheasant 1.5-2 pounds
Quail05-.75 pounds

U.S. Regional Definitions:

NortheastCT,DC,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT
SoutheastAL,FL,GA,KY,MS,NC,SC,TN,VA,WV
MidwestIA,IL,IN,MI,MN,ND,NE,OH,SD,WI
South CentralAR,AZ,CO,KS,LA,MO,NM,OK,TX,UT
SouthwestCA, HI, NV
NorthwestAK,ID,MT,OR,WA,WY

Lamb Origin Codes:

US United States
AU Australia
NZ New Zealand

Shell Egg Codes:

JBJumbo
XLExtra Large
LGLarge
MDMedium
WHWhite Shell
BRBrown Shell

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

Thanksgiving 2018

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

WHOLE TURKEYS

| State | Supermarket | Label | Conventional | | Antibiotic-Free | | Kosher | | Organic | | Free Range | Non-GMO | Heritage | Conditions |
|--|-----------------|------------------|--------------|--------|-----------------|--------|--------|--------|---------|--------|------------|---------|----------------------------|---------------------------|
| | | | Fresh | Frozen | Fresh | Frozen | Fresh | Frozen | Fresh | Frozen | Fresh | Fresh | Fresh | |
| NORTHEASTERN U.S. - CT,DC,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT | | | | | | | | | | | | | | |
| CT | ACME Market | Lancaster Brand | 0.99 | | | | | | | | | | | limit 1 |
| | | Butterball | 1.79 | 1.19 | | | | | | | | | | limit 1 |
| | | Jennie-O | 0.99 | 0.39 | | | | | | | | | | limit 1 |
| | | Signature Farms | | 0.39 | | | | | | | | | | limit 1 |
| | Adams Superfood | Shady Brook | 1.39 | 1.00 | | | | | | | | | | |
| | | Butterball | | 1.59 | | | | | | | | | | |
| | AF Basket | Plainville Farms | | | 3.00 | | | | | | | | | |
| | | Shady Brook | 0.89 | | | | | | | | | | | w/ \$99 purchase |
| | | Shady Brook | 1.99 | | | | | | | | | | | w/ \$99 purchase |
| | | n/i | | free | | | | | | | | | | w/ \$99 purchase |
| | AG New England | n/i | | 0.79 | | | | | | | | | | |
| | | Butterball | 1.79 | 1.49 | | | | | | | | | | |
| | | Shady Brook | | 0.49 | | | | | | | | | | w/ \$25 purchase; limit 2 |
| | ALDI | Butterball | | 1.99 | | | | | | | | | | smoked |
| | | Butterball | | 0.87 | | | | | | | | | | limit 2 |
| | | Never Any! | | | 1.19 | | | | | | | | | limit 2 |
| | Best Market | Honeysuckle | 1.19 | 0.45 | | | | | | | | | | limit 2 |
| | | Simply Nature | | | | | | | 2.99 | | | | | limit 2 |
| | | Butterball | 2.07 | 1.77 | | | | | | | | | | |
| | Big Y | Best Yet | | 1.37 | | | | | | | | | | |
| | | Shady Brook | 1.97 | | | | | | | | | | | |
| | | D'Artagnan | | | | | | | 4.49 | | | | | free-range |
| | Bravo | Big Y | | 0.59 | | | | | | | | | | limit 2 |
| | | Butterball | 1.29 | 0.99 | | | | | | | | | | limit 2 |
| | | Shady Brook | 1.19 | | | | | | | | | | | limit 2 |
| | | Plainville Farms | | | 2.69 | | | | | | | | | |
| | | Miller's Farm | | | | | | | | | 3.49 | | | local |
| | Cherry Valley | Empire | | | | | | | 3.99 | | | | | |
| | | Shady Brook | 0.89 | 0.69 | | | | | | | | | | w/ point redemption |
| | C-Town | Butterball | | 0.89 | | | | | | | | | | w/ point redemption |
| Shady Brook | | | free | | | | | | | | | | w/ \$200 purchase; limit 1 | |
| Shady Brook | | | 0.69 | | | | | | | | | | w/ \$75 purchase | |
| Butterball | | | free | | | | | | | | | | w/ \$200 purchase; limit 1 | |
| Butterball | | | 0.69 | | | | | | | | | | w/ \$75 purchase | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Thanksgiving 2018

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

WHOLE TURKEYS

| State | Supermarket | Label | Conventional | | Antibiotic-Free | | Kosher | | Organic | | Free Range | Non-GMO | Heritage | Conditions | |
|---------------------|--------------------|------------------|------------------|--------|-----------------|--------|--------|--------|---------|--------|------------|---------|----------|--|--|
| | | | Fresh | Frozen | Fresh | Frozen | Fresh | Frozen | Fresh | Frozen | Fresh | Fresh | Fresh | | |
| CT <i>(cont)</i> | Fairway Market | Fairway | | | 1.99 | | | | | | | | | | |
| | | Fairway | | | 2.49 | | | | | | | | | | |
| | | n/i | | | | | | | | 3.99 | | | | 9.99 | brined free-range; antibiotic-free |
| | | Shady Brook | | 1.49 | | | | | | | | | | | |
| | | | Murray's | | | 3.49 | | | | | | | | | |
| | | D'Artagnan | | | | | | | | 4.99 | | | | | |
| | | | Empire | | | | | | 3.99 | | | | | | |
| | Food Bazaar | Honeysuckle | | | 0.99 | | | | | | | | | | |
| | | | Shady Brook | 1.99 | | | | | | | | | | | |
| | Geissler's | Waybest | | 0.99 | 0.79 | | | | | | | | | | w/ \$25 purchase; limit 1 |
| | | | Butterball | 1.99 | 1.59 | | | | | | | | | | |
| | IGA Stores N. Eng. | Plainville Farms | | | | 2.59 | | | | | | | | | |
| | | | Shady Brook | | 0.59 | | | | | | | | | | |
| | | Shady Brook | | | 0.79 | | | | | | | | | | w/ \$75 purchase |
| | | | | | 0.89 | | | | | | | | | | |
| | Key Food | Shady Brook | | | 0.99 | | | | | | | | | | w/ \$25 purchase |
| | | | Butterball | 1.59 | 0.99 | | | | | | | | | | |
| | | Li'l Butterball | | | 1.99 | | | | | | | | | | < 10 lbs. (hen) |
| | | | Empire | | | | | 2.49 | | | | | | | |
| | | Shady Brook | | 1.29 | 0.69 | | | | | | | | | | w/ \$50 purchase; limit 1 |
| | | | Urban Meadow | | 0.39 | | | | | | | | | | |
| | King's Market | King's | | 1.99 | | | | | | | | | | | |
| | | | Plainville Farms | | | 2.99 | | | | | | | | | |
| | | Plainville Farms | | | | 2.79 | | | | 3.99 | | | | | |
| | | | D'Artagnan | | | | | | | 4.49 | | | | | |
| | | Murray's | | | | 2.99 | | | | | | | | | local |
| | | | Bell & Evans | | | 2.99 | | | | 3.99 | | | | | |
| | Empire | | | | | | 3.99 | | | | | | | | |
| | | Butterball | | 0.99 | | | | | | | | | | | w/ store card; limit 1 |
| Market 32 | Butterball | | 1.69 | | | | | | | | | | | | |
| | | Shady Brook | | 0.37 | | | | | | | | | | | w/ \$25 purchase and store card; limit 1 |
| | Shady Brook | | 0.99 | | | | | | | | | | | limit 1 | |
| | | Plainville Farms | | | 2.49 | | | | 3.99 | | | | | | |
| Price Chopper | Butterball | | | 0.99 | | | | | | | | | | w/ store card; limit 1 | |
| | | Butterball | 1.69 | | | | | | | | | | | | |
| | Shady Brook | | | 0.37 | | | | | | | | | | w/ \$25 purchase and store card; limit 1 | |
| | | Shady Brook | 0.99 | | | | | | | | | | | | limit 1 |
| | Plainville Farms | | | | 2.49 | | | | 3.99 | | | | | | |
| | | Butterball | | 0.99 | | | | | | | | | | | w/ store card; limit 1 |
| | Butterball | | 1.69 | | | | | | | | | | | | |
| | | Shady Brook | | 0.37 | | | | | | | | | | | w/ \$25 purchase and store card; limit 1 |
| | Shady Brook | | 0.99 | | | | | | | | | | | limit 1 | |
| | | Plainville Farms | | | 2.49 | | | | 3.99 | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Thanksgiving 2018

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

WHOLE TURKEYS

| State | Supermarket | Label | Conventional | | Antibiotic-Free | | Kosher | | Organic | | Free Range | Non-GMO | Heritage | Conditions | |
|---------------------|------------------|------------------|--------------|--------|-----------------|--------|--------|--------|---------|--------|------------|---------|----------|-----------------|--|
| | | | Fresh | Frozen | Fresh | Frozen | Fresh | Frozen | Fresh | Frozen | Fresh | Fresh | Fresh | | |
| CT <i>(cont)</i> | PriceRite Market | n/i | | 0.39 | | | | | | | | | | limit 1 | |
| | | n/i | | 0.99 | | | | | | | | | | | |
| | | Butterball | | 0.79 | | | | | | | | | | | limit 1 |
| | | Butterball | | 1.39 | | | | | | | | | | | |
| | | Wholesome Pantry | | 0.99 | | | | | | | | | | | limit 1 |
| | | Wholesome Pantry | | 1.69 | | | | | | | | | | | |
| | Sam's Club | Member's Mark | | | 1.98 | | | | | | | | | | smoked |
| | | Member's Mark | 0.99 | | | 1.99 | | | | | | | | | |
| | Save-a-Lot | Honeysuckle | | | 0.49 | | | | | | | | | | w/ \$25 purchase |
| | | ShopRite | 1.99 | | 1.49 | | | | | | | | | | w/ \$400 accumulated purchase; limit 1 |
| | ShopRite | ShopRite | | | free | | | | | | | | | | w/ \$400 accumulated purchase; limit 1 |
| | | Butterball | 2.49 | | 1.99 | | | | | | | | | | w/ \$400 accumulated purchase; limit 1 |
| | | Butterball | | | 0.50 | | | | | | | | | | w/ \$400 accumulated purchase; limit 1 |
| | | ShopRite | 1.99 | | | | | | | | | | | | < 16 lbs. (hen) |
| | | Butterball | 2.49 | | | | | | | 3.99 | | | | | < 16 lbs. (hen) |
| | | Wholesome Pantry | | | | 2.49 | | | | 2.50 | | | | | |
| | Stew Leonard's | n/i | 1.29 | | | | | | | | | | | | |
| | | n/i | | | | | | | | | | 2.99 | | | local |
| | Stop & Shop | Stop & Shop | | | 0.39 | | | | | | | | | | w/ \$25 purchase; limit 2 |
| | | Butterball | 1.49 | | 0.99 | | | | | | | | | | limit 2 |
| | | Butterball | 1.69 | | 1.39 | | | | | | | | | | w/ store card |
| | Target | Nature's Promise | | | | 0.79 | 0.49 | | | | | | | | w/ store card |
| | | Market Pantry | | | 0.59 | | | | | | | | | | w/ 25% off coupon; limit 4 |
| | | Market Pantry | | | 0.79 | | | | | | | | | | limit 4 |
| | | Butterball | | | 0.99 | | | | | | | | | | limit 4 |
| | The Fresh Market | TFM | | | 2.49 | | | | | 3.99 | | | | | |
| Trader Joe's | Trader Joe's | | | | 1.99 | | | | | | | | | brined | |
| | Trader Joe's | | | | | | | 2.99 | | 3.49 | | | | < 16 lbs. (hen) | |
| Walmart | n/i | | | 0.98 | | | | | | | | | | | |
| WFM Northeast | WFM | | | | 2.49 | | | | | | | 2.49 | | | |
| | WFM | | | | | | | | | | | 2.99 | | brined | |
| | WFM | | | | | | | | | 3.49 | | | | free-range | |
| | Kosher Valley | | | | | | | 3.49 | | | | | | antibiotic-free | |
| | Koch | | | | | | | | | | | | 3.99 | | |
| WFM North Atlantic | WFM | | | | | | | | | | | 2.49 | | | |
| | WFM | | | | | | | | | | | 2.99 | | brined | |
| | WFM | | | | | | | | | 3.49 | | | | free-range | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Thanksgiving 2018

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

WHOLE TURKEYS

| State | Supermarket | Label | Conventional | | Antibiotic-Free | | Kosher | | Organic | | Free Range | Non-GMO | Heritage | Conditions |
|----------------------------|--|--------------------------|--------------|--------|-----------------|--------|--------|--------|---------|--------|------------|---------|----------|----------------------------|
| | | | Fresh | Frozen | Fresh | Frozen | Fresh | Frozen | Fresh | Frozen | Fresh | Fresh | Fresh | |
| CT <i>(cont)</i> | WFM North Atlantic <i>(continued)</i> | Plainville Farms Koch | | | | | | | | | 2.49 | | 2.99 | |
| DC | ALDI | Butterball | | 1.99 | | | | | | | | | | smoked |
| | | Shady Brook | | 0.59 | | | | | | | | | | limit 2 |
| | | Never Any! | | | | 1.19 | | | | | | | | |
| | | Honeysuckle | 1.19 | 0.45 | | | | | | | | | | limit 2 |
| | | Simply Nature | | | | | | | 2.99 | | | | | limit 2 |
| | Giant Food | Nature's Promise | | | | 0.59 | | | | | | | | w/ store card |
| | | Nature's Promise | | | | 0.89 | | | | | | | | w/ \$25 purchase; limit 2 |
| | | Nature's Promise | | | | | | | 3.99 | | | | | < 16 lbs. (hen) |
| | | Nature's Promise | | | | 2.99 | | | | | | | | < 16 lbs. (hen); brined |
| | | Nature's Promise | | 2.99 | | | | | | | | | | < 16 lbs. (hen); smoked |
| | | Butterball | 1.99 | 1.39 | | | | | | | | | | |
| | | Giant | | 0.39 | | | | | | | | | | w/ \$25 purchase; limit 2 |
| | Harris Teeter | Harris Teeter | | 0.99 | | | | | | | | | | w/ store card |
| | | Harris Teeter | | 1.59 | | | | | | | | | | |
| | | Butterball | 1.39 | 1.29 | | | | | | | | | | w/ store card |
| | | Butterball | 2.39 | 1.99 | | | | | | | | | | |
| | MOM's Organic | Maple Lawn | | | | | | | | | 2.29 | | | local |
| | | Koch's | | | | | | | 3.49 | | 2.29 | | | local |
| | | Kelly Bronze | | | | | | | | | | 9.99 | | local |
| | Safeway Eastern | Signature Farms | | 0.39 | | | | | | | | | | w/ \$25 purchase; limit 1 |
| | | Honeysuckle | | 0.39 | | | | | | | | | | w/ \$25 purchase; limit 1 |
| | | Butterball | | 0.99 | | | | | | | | | | w/ \$25 purchase; limit 2 |
| | | Butterball | 1.99 | | | | | | | | | | | w/ store card |
| | | Shady Brook | 1.69 | | | | | | | | | | | w/ store card |
| | Save-a-Lot | Honeysuckle | | 0.49 | | | | | | | | | | w/ \$25 purchase |
| | Target | Market Pantry | | 0.59 | | | | | | | | | | w/ 25% off coupon; limit 4 |
| | | Market Pantry | | 0.79 | | | | | | | | | | limit 4 |
| | | Butterball | | 0.99 | | | | | | | | | | limit 4 |
| | Trader Joe's | Trader Joe's | | | | 1.99 | | | | | | | | brined |
| | | Trader Joe's | | | | | | 2.99 | | 3.49 | | | | < 16 lbs. (hen) |
| | Walmart | n/i | | 0.98 | | | | | | | | | | |
| | WFM Mid-Atlantic | Kosher Valley | | | | | | 3.49 | | | | | | antibiotic-free |
| | | WFM | | | | 2.49 | | | | 3.49 | | | 2.99 | |
| DE | ACME Market | Lancaster Brand | 0.99 | | | | | | | | | | | limit 1 |
| | | Butterball | 1.79 | 1.19 | | | | | | | | | | limit 1 |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Thanksgiving 2018

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

WHOLE TURKEYS

| State | Supermarket | Label | Conventional | | Antibiotic-Free | | Kosher | | Organic | | Free Range | Non-GMO | Heritage | Conditions | |
|---------------------|--------------------|-------------------|--------------------|--------|-----------------|--------|--------|--------|---------|--------|------------|---------|----------|---------------------------|---------------------------|
| | | | Fresh | Frozen | Fresh | Frozen | Fresh | Frozen | Fresh | Frozen | Fresh | Fresh | Fresh | | |
| DE <i>(cont)</i> | ACME Market | Jennie-O | 0.99 | 0.39 | | | | | | | | | | limit 1 | |
| | <i>(continued)</i> | Signature Farms | | 0.39 | | | | | | | | | | limit 1 | |
| | ALDI | Butterball | | 1.99 | | | | | | | | | | smoked | |
| | | | Shady Brook | | 0.59 | | | | | | | | | | limit 2 |
| | | | Never Any! | | | | 1.19 | | | | | | | | |
| | | | Honeysuckle | 1.19 | 0.45 | | | | | | | | | | limit 2 |
| | | | Simply Nature | | | | | | | 2.99 | | | | | limit 2 |
| | | Food Lion | n/i | | 0.27 | | | | | | | | | | w/ \$35 purchase; limit 2 |
| | | | n/i | | 1.79 | | | | | | | | | | w/ store card |
| | | | Butterball | 0.99 | 0.99 | | | | | | | | | | w/ store card |
| | | | Butterball | 1.99 | 1.99 | | | | | | | | | | w/ store card |
| | | | Jennie-O | 1.49 | | | | | | | | | | | w/ store card |
| | | Fresh Grocer | ShopRite | 1.99 | 1.49 | | | | | | | | | | w/ store card |
| | | | Butterball | 2.15 | 1.99 | | | | | | | | | | < 16 lbs. (hen) |
| | | Giant Food | Nature's Promise | | | | 0.59 | | | | | | | | w/ store card |
| | | | Nature's Promise | | | 0.89 | | | | | | | | | w/ \$25 purchase; limit 2 |
| | | | Nature's Promise | | | | | | | 3.99 | | | | | < 16 lbs. (hen) |
| | | | Nature's Promise | | | 2.99 | | | | | | | | | < 16 lbs. (hen); brined |
| | | | Nature's Promise | | 2.99 | | | | | | | | | | < 16 lbs. (hen); smoked |
| | | | Butterball | | 1.39 | | | | | | | | | | |
| | | | Butterball | 1.99 | 1.39 | | | | | | | | | | |
| | | | Giant | | 0.39 | | | | | | | | | | w/ \$25 purchase; limit 2 |
| | | Great Valu Market | Essential Everyday | | 0.68 | | | | | | | | | | w/ \$25 purchase; limit 1 |
| | | Harris Teeter | Harris Teeter | | 0.99 | | | | | | | | | | w/ store card |
| | | | Harris Teeter | | 1.59 | | | | | | | | | | |
| | | | Butterball | 1.39 | 1.29 | | | | | | | | | | w/ store card |
| | | | Butterball | 2.39 | 1.99 | | | | | | | | | | |
| | | IGA Stores NJ/PA | John F Martin | | 2.99 | | | | | | | | | | smoked |
| | | Lidl | Jennie-O | 0.99 | 0.78 | | | | | | | | | | |
| | | Redner's | Jennie-O | | 0.48 | | | | | | | | | | w/ \$25 purchase; limit 1 |
| | | | Jennie-O | 1.48 | 0.96 | | | | | | | | | | |
| | | | Butterball | | 0.98 | | | | | | | | | | w/ \$25 purchase; limit 1 |
| | | | Butterball | | 1.28 | | | | | | | | | | |
| | Safeway Eastern | Signature Farms | | 0.39 | | | | | | | | | | w/ \$25 purchase; limit 1 | |
| | | Honeysuckle | | 0.39 | | | | | | | | | | w/ \$25 purchase; limit 1 | |
| | | Butterball | | 0.99 | | | | | | | | | | w/ \$25 purchase; limit 2 | |
| | | Butterball | 1.99 | | | | | | | | | | | w/ store card | |
| | | Shady Brook | 1.69 | | | | | | | | | | | w/ store card | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Thanksgiving 2018

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

WHOLE TURKEYS

| State | Supermarket | Label | Conventional | | Antibiotic-Free | | Kosher | | Organic | | Free Range | Non-GMO | Heritage | Conditions | |
|---------------------|------------------|------------------|--------------|--------|-----------------|--------|--------|--------|---------|--------|------------|---------|----------|----------------------------|--|
| | | | Fresh | Frozen | Fresh | Frozen | Fresh | Frozen | Fresh | Frozen | Fresh | Fresh | Fresh | | |
| DE <i>(cont)</i> | Sam's Club | Member's Mark | | 1.98 | | | | | | | | | | smoked | |
| | | Member's Mark | 0.99 | | 1.99 | | | | | | | | | | |
| | Save-a-Lot | Honeysuckle | | 0.49 | | | | | | | | | | w/ \$25 purchase | |
| | ShopRite | ShopRite | 1.99 | 1.49 | | | | | | | | | | | w/ \$400 accumulated purchase; limit 1 |
| | | ShopRite | | free | | | | | | | | | | | |
| | | Butterball | 2.49 | 1.99 | | | | | | | | | | | w/ \$400 accumulated purchase; limit 1 |
| | | Butterball | | 0.50 | | | | | | | | | | | |
| | | ShopRite | 1.99 | | | | | | | | | | | | < 16 lbs. (hen) |
| | | Butterball | 2.49 | | | | | | 3.99 | | | | | | < 16 lbs. (hen) |
| | | Wholesome Pantry | | | 2.49 | | | | 2.50 | | | | | | |
| | ShurSave | Shady Brook | 1.79 | | | | | | | | | | | | |
| | Target | Market Pantry | | 0.59 | | | | | | | | | | | w/ 25% off coupon; limit 4 |
| | | Market Pantry | | 0.79 | | | | | | | | | | | limit 4 |
| | | Butterball | | 0.99 | | | | | | | | | | | limit 4 |
| | The Fresh Market | TFM | | | 2.49 | | | | | 3.99 | | | | | |
| | Trader Joe's | Trader Joe's | | | 1.99 | | | | | | | | | | brined |
| | | Trader Joe's | | | | | 2.99 | | 3.49 | | | | | | < 16 lbs. (hen) |
| Walmart | n/i | | 0.98 | | | | | | | | | | | | |
| Weis Markets | Weis | | 0.25 | | | | | | | | | | | w/ point redemption | |
| | David Elliot | | | | | | | 0.99 | | | | | | w/ point redemption | |
| | Empire | | | | | | | 0.99 | | | | | | w/ point redemption | |
| MA | Adams Superfood | Shady Brook | 1.39 | 1.00 | | | | | | | | | | | |
| | | Butterball | | 1.59 | | | | | | | | | | | |
| | | Plainville Farms | | | 3.00 | | | | | | | | | | |
| | AF Basket | Shady Brook | 0.89 | | | | | | | | | | | | w/ \$99 purchase |
| | | Shady Brook | 1.99 | | | | | | | | | | | | |
| | | n/i | | free | | | | | | | | | | w/ \$99 purchase | |
| | | n/i | | 0.79 | | | | | | | | | | | |
| | | Butterball | 1.79 | 1.49 | | | | | | | | | | | |
| | AG New England | Shady Brook | | 0.49 | | | | | | | | | | w/ \$25 purchase; limit 2 | |
| | ALDI | Butterball | | 1.99 | | | | | | | | | | | smoked |
| | | Butterball | | 0.87 | | | | | | | | | | | limit 2 |
| | | Never Any! | | | | 1.19 | | | | | | | | | |
| | | Honeysuckle | 1.19 | 0.45 | | | | | | | | | | | limit 2 |
| | Simply Nature | | | | | | | 2.99 | | | | | | limit 2 | |
| Associated | Shady Brook | | free | | | | | | | | | | | w/ \$150 purchase; limit 1 | |
| Big Y | D'Artagnan | | | | | | | 4.49 | | | | | | free-range | |
| | Big Y | | 0.59 | | | | | | | | | | | limit 2 | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Thanksgiving 2018

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

WHOLE TURKEYS

| State | Supermarket | Label | Conventional | | Antibiotic-Free | | Kosher | | Organic | | Free Range | Non-GMO | Heritage | Conditions | |
|---------------|----------------------|------------------|--------------|--------|-----------------|--------|--------|--------|---------|--------|------------|---------|----------|---------------------------|--|
| | | | Fresh | Frozen | Fresh | Frozen | Fresh | Frozen | Fresh | Frozen | Fresh | Fresh | Fresh | | |
| MA (cont) | Big Y (continued) | Butterball | 1.29 | 0.99 | | | | | | | | | | limit 2 | |
| | | Shady Brook | 1.19 | | | | | | | | | | | limit 2 | |
| | Bravo | Plainville Farms | | | 2.69 | | | | | | | | | | |
| | | Miller's Farm | | | | | | | | | | | | | local |
| | Bravo | Empire | | | | | | 3.99 | | | | | | | |
| | | Shady Brook | 0.89 | 0.69 | | | | | | | | 3.49 | | | w/ point redemption |
| | Crosby's | Butterball | | 0.89 | | | | | | | | | | | w/ point redemption |
| | | Plainville Farms | | | | | 3.29 | | | | | | | | |
| | C-Town | Bell & Evans | | | | | 3.29 | | | | | | | | |
| | | Shady Brook | 1.49 | | | | | | | | | | | | |
| | Donelan's | Shady Brook | 0.99 | 0.79 | | | | | | | | | | | w/ \$75 purchase |
| | | Butterball | | 0.99 | | | | | | | | | | | w/ \$75 purchase |
| | Food City Market | n/i | 0.89 | 0.59 | | | | | | | | | | | w/ \$25 purchase; limit 1 |
| | | Butterball | 1.99 | 1.19 | | | | | | | | | | | |
| | Geissler's | Bell & Evans | | | | | 2.99 | | | | | | | | |
| | | Best Yet | | 0.99 | | | | | | | | | | | |
| | Hannafor | Waybest | 0.99 | 0.79 | | | | | | | | | | | w/ \$25 purchase; limit 1 |
| | | Butterball | 1.99 | 1.59 | | | | | | | | | | | |
| | Key Food | Plainville Farms | | | | | 2.59 | | | | | | | | |
| | | Butterball | | 1.29 | | | | | | | | | | | w/ store card |
| | Market Basket | Butterball | | 1.49 | | | | | | | | | | | |
| | | n/i | | 0.39 | | | | | | | | | | | w/ store card; limit 4 |
| | Market Basket | n/i | | 1.49 | | | | | | | | | | | |
| | | Shady Brook | 0.99 | | | | | | | | | | | | w/ store card |
| | Market Basket | Shady Brook | 1.69 | | | | | | | | | | | | |
| | | Hannafor | | 0.59 | | | | | | | | | | | w/ store card |
| | Market Basket | Hannafor | | 0.59 | | | | | | | | | | | |
| | | Nature's Place | | | | | 2.29 | | | | | | | | w/ store card |
| | Market Basket | Nature's Place | | | | | 2.79 | | | | | | | | |
| | | Butterball | 1.59 | 0.99 | | | | | | | | | | | w/ \$50 purchase; limit 1 |
| | Market Basket | Li'l Butterball | | 1.99 | | | | | | | | | | | < 10 lbs. (hen) |
| | | Empire | | | | | | | 2.49 | | | | | | < 16 lbs. (hen); w/ \$50 purchase; limit 1 |
| Market Basket | Shady Brook | 1.29 | 0.69 | | | | | | | | | | | w/ \$50 purchase; limit 1 | |
| | Urban Meadow | | 0.39 | | | | | | | | | | | w/ \$50 purchase; limit 1 | |
| Market Basket | Jennie-O | | 0.69 | | | | | | | | | | | limit 2 | |
| | Jennie-O | | 1.29 | | | | | | | | | | | | |
| Market Basket | Market Basket | | 0.69 | | | | | | | | | | | limit 2 | |
| | Market Basket | | 1.29 | | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Thanksgiving 2018

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

WHOLE TURKEYS

| State | Supermarket | Label | Conventional | | Antibiotic-Free | | Kosher | | Organic | | Free Range | Non-GMO | Heritage | Conditions | |
|------------------|------------------|------------------|------------------|--------|-----------------|--------|--------|--------|---------|--------|------------|---------|----------|---------------------------|--|
| | | | Fresh | Frozen | Fresh | Frozen | Fresh | Frozen | Fresh | Frozen | Fresh | Fresh | Fresh | | |
| MA (cont) | Market Basket | Shady Brook | 0.89 | | | | | | | | | | | limit 2 | |
| | (continued) | Shady Brook | 1.49 | | | | | | | | | | | | |
| | Market 32 | Butterball | | 0.99 | | | | | | | | | | w/ store card; limit 1 | |
| | | | Butterball | 1.69 | | | | | | | | | | | w/ \$25 purchase and store card; limit 1 |
| | | | Shady Brook | | 0.37 | | | | | | | | | | limit 1 |
| | | | Shady Brook | 0.99 | | | | | | | | | | | |
| | | | Plainville Farms | | | 2.49 | | | | 3.99 | | | | | |
| | McKinnon's | n/i | | 0.49 | | | | | | | | | | | w/ \$30 purchase; limit 2 |
| | Price Chopper | Butterball | | 0.99 | | | | | | | | | | | w/ store card; limit 1 |
| | | | Butterball | 1.69 | | | | | | | | | | | |
| | | | Shady Brook | | 0.37 | | | | | | | | | | w/ \$25 purchase and store card; limit 1 |
| | | | Shady Brook | 0.99 | | | | | | | | | | | limit 1 |
| | | | Plainville Farms | | | 2.49 | | | | 3.99 | | | | | |
| | PriceRite Market | n/i | | | 0.39 | | | | | | | | | | limit 1 |
| | | | n/i | | 0.99 | | | | | | | | | | |
| | | | Butterball | | 0.79 | | | | | | | | | | limit 1 |
| | | | Butterball | | 1.39 | | | | | | | | | | |
| | | | Wholesome Pantry | | 0.99 | | | | | | | | | | limit 1 |
| | | | Wholesome Pantry | | 1.69 | | | | | | | | | | |
| | Roche Bros. | Plainville Farms | | | | 2.99 | | | | | | | | | |
| | | Roche Bros. | | 1.29 | | | | | | | | | | | w/ \$25 purchase; limit 1 |
| | Save-a-Lot | Honeysuckle | | | 0.49 | | | | | | | | | | w/ \$25 purchase |
| | Shaw's | n/i | | 0.88 | 0.39 | | | | | | | | | | w/ \$25 purchase; limit 1 |
| | | | Butterball | | 1.29 | | | | | | | | | | |
| | Star Market | n/i | | 0.88 | 0.39 | | | | | | | | | | w/ \$25 purchase; limit 1 |
| | | | Butterball | | 1.29 | | | | | | | | | | |
| | Stop & Shop | Stop & Shop | | | 0.39 | | | | | | | | | | w/ \$25 purchase; limit 2 |
| | | | Butterball | 1.49 | 0.99 | | | | | | | | | | limit 2 |
| | | | Butterball | 1.69 | 1.39 | | | | | | | | | | w/ store card |
| | | | Nature's Promise | | | 0.79 | 0.49 | | | | | | | | w/ store card |
| | Target | Market Pantry | | | 0.59 | | | | | | | | | | w/ 25% off coupon; limit 4 |
| | | | Market Pantry | | 0.79 | | | | | | | | | | limit 4 |
| | | | Butterball | | 0.99 | | | | | | | | | | limit 4 |
| The Fresh Market | TFM | | | | 2.49 | | | | 3.99 | | | | | | |
| Trader Joe's | Trader Joe's | | | | 1.99 | | | | | | | | | brined | |
| | | Trader Joe's | | | | | 2.99 | | 3.49 | | | | | < 16 lbs. (hen) | |
| Trucchi's | Norbest | | | 0.69 | | | | | | | | | | w/ \$10 purchase; limit 1 | |
| Walmart | n/i | | | 0.98 | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Thanksgiving 2018

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

WHOLE TURKEYS

| State | Supermarket | Label | Conventional | | Antibiotic-Free | | Kosher | | Organic | | Free Range | Non-GMO | Heritage | Conditions | |
|---------------------|--------------------|--------------------------|--------------|--------|-----------------|--------|--------|--------|---------|--------|------------|---------|----------|--|---------------------------|
| | | | Fresh | Frozen | Fresh | Frozen | Fresh | Frozen | Fresh | Frozen | Fresh | Fresh | Fresh | | |
| MA <i>(cont)</i> | Wegmans | Wegmans | 1.69 | | | | | | | | | | | | |
| | | Wegmans | 0.99 | | | | | | | | | | | w/ \$25 purchase; limit 1 < 16 lbs. (hen) | |
| | | Round Hill | | 1.49 | | | | | | | | | | | |
| | WFM North Atlantic | Butterball | | 1.29 | | | | | | | | | | | |
| | | Shady Brook | | 0.25 | | | | | | | | | | | w/ \$25 purchase; limit 1 |
| | | WFM | | | | | | | | | 2.49 | | | | |
| | | WFM | | | | | | | | | 2.99 | | | | brined |
| | | WFM | | | | | | | | 3.49 | | | | | free-range |
| | | Plainville Farms Koch | | | | | | | | | | 2.49 | | | |
| | | | | | | | | | | | | 2.99 | | | |
| MD | ACME Market | Lancaster Brand | 0.99 | | | | | | | | | | | | limit 1 |
| | | Butterball | 1.79 | 1.19 | | | | | | | | | | | limit 1 |
| | | Jennie-O | 0.99 | 0.39 | | | | | | | | | | | limit 1 |
| | ALDI | Signature Farms | | 0.39 | | | | | | | | | | | limit 1 |
| | | Butterball | | 1.99 | | | | | | | | | | | smoked |
| | | Shady Brook | | 0.59 | | | | | | | | | | | limit 2 |
| | | Never Any! | | | | 1.19 | | | | | | | | | |
| | | Honeysuckle | 1.19 | 0.45 | | | | | | | | | | | limit 2 |
| | Food Lion | Simply Nature | | | | | | | | 2.99 | | | | | limit 2 |
| | | n/i | | 0.27 | | | | | | | | | | | w/ \$35 purchase; limit 2 |
| | | n/i | | 1.79 | | | | | | | | | | | w/ store card |
| | | Butterball | 0.99 | 0.99 | | | | | | | | | | | w/ store card |
| | Giant Eagle | Butterball | 1.99 | 1.99 | | | | | | | | | | | w/ store card |
| | | Jennie-O | 1.49 | | | | | | | | | | | | w/ store card |
| | | Giant Eagle | | 0.68 | | | | | | | | | | | w/ \$25 purchase; limit 1 |
| | | Giant Eagle | 1.39 | | | | | | | | | | | | |
| | | Butterball | 1.79 | 1.39 | | | | | | | | | | | |
| | | Nature's Basket | | | 2.49 | 1.99 | | | | | | | | | |
| | Giant Food | Honeysuckle | 1.49 | | | | | | | | | | | | |
| | | Plainville Farms | | | 2.99 | | | | | | | | | | |
| | | Bell & Evans | | | 2.99 | | | | | | | | | | |
| Nature's Promise | | | | | 0.59 | | | | | | | | | w/ store card | |
| Nature's Promise | | | | 0.89 | | | | | | | | | | w/ \$25 purchase; limit 2 | |
| Nature's Promise | | | | | | | | 3.99 | | | | | | < 16 lbs. (hen) | |
| Nature's Promise | | | | 2.99 | | | | | | | | | | < 16 lbs. (hen); brined | |
| Nature's Promise | | | 2.99 | | | | | | | | | | | < 16 lbs. (hen); smoked | |
| Butterball | | 1.39 | | | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Thanksgiving 2018

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

WHOLE TURKEYS

| State | Supermarket | Label | Conventional | | Antibiotic-Free | | Kosher | | Organic | | Free Range | Non-GMO | Heritage | Conditions |
|---------------------|--------------------|--------------------|--------------|--------|-----------------|--------|--------|--------|---------|--------|------------|---------|--|---------------------------|
| | | | Fresh | Frozen | Fresh | Frozen | Fresh | Frozen | Fresh | Frozen | Fresh | Fresh | Fresh | |
| MD <i>(cont)</i> | Giant Food | Butterball | 1.99 | 1.39 | | | | | | | | | | |
| | <i>(continued)</i> | Giant | | 0.39 | | | | | | | | | | w/ \$25 purchase; limit 2 |
| | Graul's Market | Graul's | 1.99 | | | | | | | | | | | |
| | | Bell & Evans | | | 2.99 | | | | | | | | | |
| | Great Valu Market | Essential Everyday | | 0.68 | | | | | | | | | | w/ \$25 purchase; limit 1 |
| | Harris Teeter | Harris Teeter | | 0.99 | | | | | | | | | | w/ store card |
| | | Harris Teeter | | 1.59 | | | | | | | | | | |
| | | Butterball | 1.39 | 1.29 | | | | | | | | | | w/ store card |
| | | Butterball | 2.39 | 1.99 | | | | | | | | | | |
| | IGA Stores NJ/PA | John F Martin | | 2.99 | | | | | | | | | | smoked |
| | Lidl | Jennie-O | 0.99 | 0.78 | | | | | | | | | | |
| | Martin's Foods | Butterball | 2.49 | | | | | | | | | | | |
| | | Nature's Promise | | | 3.99 | | | | | | | | | smoked |
| | MOM's Organic | Maple Lawn | | | | | | | | | 2.29 | | | local |
| | | Koch's | | | | | | | 3.49 | | 2.29 | | | local |
| | | Kelly Bronze | | | | | | | | | | | 9.99 | local |
| | PriceRite Market | n/i | | 0.39 | | | | | | | | | | limit 1 |
| | | n/i | | 0.99 | | | | | | | | | | |
| | | Butterball | | 0.79 | | | | | | | | | | limit 1 |
| | | Butterball | | 1.39 | | | | | | | | | | |
| | | Wholesome Pantry | | 0.99 | | | | | | | | | | limit 1 |
| | | Wholesome Pantry | | 1.69 | | | | | | | | | | |
| | Redner's | Jennie-O | | 0.48 | | | | | | | | | | w/ \$25 purchase; limit 1 |
| | | Jennie-O | 1.48 | 0.96 | | | | | | | | | | w/ \$25 purchase; limit 1 |
| | | Butterball | | 0.98 | | | | | | | | | | |
| | | Butterball | | 1.28 | | | | | | | | | | |
| | Safeway Eastern | Signature Farms | | 0.39 | | | | | | | | | | w/ \$25 purchase; limit 1 |
| | | Honeysuckle | | 0.39 | | | | | | | | | | w/ \$25 purchase; limit 1 |
| | | Butterball | | 0.99 | | | | | | | | | | w/ \$25 purchase; limit 2 |
| | | Butterball | 1.99 | | | | | | | | | | | w/ store card |
| | Shady Brook | 1.69 | | | | | | | | | | | w/ store card | |
| Sam's Club | Member's Mark | | 1.98 | | | | | | | | | | smoked | |
| | Member's Mark | 0.99 | | 1.99 | | | | | | | | | | |
| Save-a-Lot | Honeysuckle | | 0.49 | | | | | | | | | | w/ \$25 purchase | |
| ShopRite | ShopRite | 1.99 | 1.49 | | | | | | | | | | | |
| | ShopRite | | free | | | | | | | | | | w/ \$400 accumulated purchase; limit 1 | |
| | Butterball | 2.49 | 1.99 | | | | | | | | | | | |
| | Butterball | | 0.50 | | | | | | | | | | w/ \$400 accumulated purchase; limit 1 | |

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|---------------------|--------------------------------|--------------------|--------------|--------|-----------------|--------|--------|--------|---------|--------|------------|---------|----------|---------------------------|----------------------------|
| | | | Fresh | Frozen | Fresh | Frozen | Fresh | Frozen | Fresh | Frozen | Fresh | Fresh | Fresh | | |
| MD <i>(cont)</i> | ShopRite <i>(continued)</i> | ShopRite | 1.99 | | | | | | | | | | | < 16 lbs. (hen) | |
| | | Butterball | 2.49 | | | | | | 3.99 | | | | | < 16 lbs. (hen) | |
| | Shop'n Save | Wholesome Pantry | | | 2.49 | | | | 2.50 | | | | | | |
| | | Essential Everyday | | 0.68 | | | | | | | | | | | w/ \$25 purchase; limit 1 |
| | | Li'l Butterball | | 1.69 | | | | | | | | | | | < 10 lbs. (hen) |
| | | Butterball | | 1.59 | | | | | | | | | | | |
| | | Honeysuckle | | 0.99 | | | | | | | | | | | w/ \$25 purchase; limit 1 |
| | Shoppers | Honeysuckle | 1.39 | | | | | | | | | | | | |
| | | Marval | | 0.47 | | | | | | | | | | | w/ \$25 purchase; limit 1 |
| | | Shady Brook | | 0.77 | | | | | | | | | | | limit 1 |
| | | Shady Brook | 0.99 | | | | | | | | | | | | w/ \$25 purchase; limit 1 |
| | | Butterball | | 0.97 | | | | | | | | | | | limit 1 |
| | ShurSave | Butterball | 1.79 | | | | | | | | | | | | |
| | | Shady Brook | 1.79 | | | | | | | | | | | | |
| | Sprout's Market | Sprout's | | | 1.29 | | | | 2.99 | | | | | | |
| | Target | Market Pantry | | 0.59 | | | | | | | | | | | w/ 25% off coupon; limit 4 |
| | | Market Pantry | | 0.79 | | | | | | | | | | | limit 4 |
| | | Butterball | | 0.99 | | | | | | | | | | | limit 4 |
| | The Fresh Market | TFM | | | 2.49 | | | | 3.99 | | | | | | |
| | Trader Joe's | Trader Joe's | | | 1.99 | | | | | | | | | | brined |
| | | Trader Joe's | | | | | | 2.99 | 3.49 | | | | | | < 16 lbs. (hen) |
| | Walmart | n/i | | 0.98 | | | | | | | | | | | |
| | Wegmans | Wegmans | 1.69 | | | | | | | | | | | | |
| Wegmans | | 0.99 | | | | | | | | | | | | w/ \$25 purchase; limit 1 | |
| Round Hill | | | 1.49 | | | | | | | | | | | < 16 lbs. (hen) | |
| Butterball | | | 1.29 | | | | | | | | | | | | |
| Shady Brook | | | 0.25 | | | | | | | | | | | w/ \$25 purchase; limit 1 | |
| Weis Markets | Weis | | 0.25 | | | | | | | | | | | w/ point redemption | |
| | David Elliot | | | | | | | 0.99 | | | | | | w/ point redemption | |
| | Empire | | | | | | | 0.99 | | | | | | w/ point redemption | |
| WFM Mid-Atlantic | Kosher Valley | | | | | | 3.49 | | | | | | | w/ point redemption | |
| | WFM | | | 2.49 | | | | | 3.49 | | | | 2.99 | antibiotic-free | |
| ME | AG New England | Shady Brook | | 0.49 | | | | | | | | | | w/ \$25 purchase; limit 2 | |
| | Food City Market | Best Yet | | 0.99 | | | | | | | | | | | |
| | Hannaford | Butterball | | 1.29 | | | | | | | | | | | w/ store card |
| | | Butterball | | 1.49 | | | | | | | | | | | |
| | | n/i | | 0.39 | | | | | | | | | | | w/ store card; limit 4 |
| | | n/i | | 1.49 | | | | | | | | | | | |

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|-------------------------------|---------------------------------|----------------|--------------|--------|-----------------|--------|--------|--------|---------|--------|------------|---------|----------|---------------------------|----------------------------|---------|
| | | | Fresh | Frozen | Fresh | Frozen | Fresh | Frozen | Fresh | Frozen | Fresh | Fresh | Fresh | | | |
| ME <i>(cont)</i> | Hannaford <i>(continued)</i> | Shady Brook | 0.99 | | | | | | | | | | | w/ store card | | |
| | | Shady Brook | 1.69 | | | | | | | | | | | | | |
| | IGA Stores N. Eng. | Hannaford | | 0.59 | | | | | | | | | | | w/ store card | |
| | | Hannaford | | 0.59 | | | | | | | | | | | | |
| | | Nature's Place | | | 2.29 | | | | | | | | | | w/ store card | |
| | | Nature's Place | | | 2.79 | | | | | | | | | | | |
| | | Shady Brook | | 0.59 | | | | | | | | | | | w/ \$100 purchase | |
| | | Shady Brook | | 0.79 | | | | | | | | | | | w/ \$75 purchase | |
| | | Shady Brook | | 0.89 | | | | | | | | | | | w/ \$50 purchase | |
| | | Shady Brook | | 0.99 | | | | | | | | | | | w/ \$25 purchase | |
| | | Market Basket | Jennie-O | | 0.69 | | | | | | | | | | | limit 2 |
| | | | Jennie-O | | 1.29 | | | | | | | | | | | |
| | Market Basket | | | 0.69 | | | | | | | | | | | limit 2 | |
| | Market Basket | | | 1.29 | | | | | | | | | | | | |
| | Sam's Club | Shady Brook | 0.89 | | | | | | | | | | | | limit 2 | |
| | | Shady Brook | 1.49 | | | | | | | | | | | | | |
| | Save-a-Lot | Member's Mark | | 1.98 | | | | | | | | | | | smoked | |
| | | Member's Mark | 0.99 | | 1.99 | | | | | | | | | | | |
| | Shaw's | Honeysuckle | | 0.49 | | | | | | | | | | | w/ \$25 purchase | |
| | | n/i | 0.88 | 0.39 | | | | | | | | | | | w/ \$25 purchase; limit 1 | |
| | Target | Butterball | | 1.29 | | | | | | | | | | | | |
| | | Market Pantry | | 0.59 | | | | | | | | | | | w/ 25% off coupon; limit 4 | |
| | | Market Pantry | | 0.79 | | | | | | | | | | | limit 4 | |
| Trader Joe's | Butterball | | 0.99 | | | | | | | | | | | limit 4 | | |
| | Trader Joe's | | | 1.99 | | | | | | | | | | brined | | |
| | Trader Joe's | | | | | 2.99 | | 3.49 | | | | | | < 16 lbs. (hen) | | |
| Walmart WFM North Atlantic | n/i | | 0.98 | | | | | | | | | | | | | |
| | WFM | | | | | | | | | | 2.49 | | | | | |
| | WFM | | | | | | | | | | 2.99 | | | brined | | |
| | WFM | | | | | | | | 3.49 | | | | | free-range | | |
| | Plainville Farms Koch | | | | | | | | | | 2.49 | | | | | |
| | | | | | | | | | | | | 2.99 | | | | |
| NH | AG New England | Shady Brook | | 0.49 | | | | | | | | | | w/ \$25 purchase; limit 2 | | |
| | ALDI | Butterball | | 1.99 | | | | | | | | | | smoked | | |
| | | Butterball | | 0.87 | | | | | | | | | | limit 2 | | |
| | | Never Any! | | | | 1.19 | | | | | | | | | | |
| | | Honeysuckle | 1.19 | 0.45 | | | | | | | | | | limit 2 | | |
| | | Simply Nature | | | | | | | 2.99 | | | | | limit 2 | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Thanksgiving 2018

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

WHOLE TURKEYS

| State | Supermarket | Label | Conventional | | Antibiotic-Free | | Kosher | | Organic | | Free Range | Non-GMO | Heritage | Conditions | | |
|------------------|--------------------|------------------|--------------|--------|-----------------|--------|--------|--------|---------|--------|------------|---------|----------|---------------------------|--|---------------|
| | | | Fresh | Frozen | Fresh | Frozen | Fresh | Frozen | Fresh | Frozen | Fresh | Fresh | Fresh | | | |
| NH (cont) | Hannaford | Butterball | | 1.29 | | | | | | | | | | w/ store card | | |
| | | Butterball | | 1.49 | | | | | | | | | | | | |
| | | n/i | | 0.39 | | | | | | | | | | | w/ store card; limit 4 | |
| | | n/i | | 1.49 | | | | | | | | | | | | |
| | | Shady Brook | 0.99 | | | | | | | | | | | | w/ store card | |
| | | Shady Brook | 1.69 | | | | | | | | | | | | | |
| | | Hannaford | | 0.59 | | | | | | | | | | | w/ store card | |
| | | Hannaford | | 0.59 | | | | | | | | | | | | |
| | | Nature's Place | | | | 2.29 | | | | | | | | | | w/ store card |
| | | Nature's Place | | | | 2.79 | | | | | | | | | | |
| | IGA Stores N. Eng. | Shady Brook | | 0.59 | | | | | | | | | | | w/ \$100 purchase | |
| | | Shady Brook | | 0.79 | | | | | | | | | | | w/ \$75 purchase | |
| | | Shady Brook | | 0.89 | | | | | | | | | | | w/ \$50 purchase | |
| | | Shady Brook | | 0.99 | | | | | | | | | | | w/ \$25 purchase | |
| | Market Basket | Jennie-O | | 0.69 | | | | | | | | | | | limit 2 | |
| | | Jennie-O | | 1.29 | | | | | | | | | | | | |
| | | Market Basket | | 0.69 | | | | | | | | | | | limit 2 | |
| | | Market Basket | | 1.29 | | | | | | | | | | | | |
| | | Shady Brook | 0.89 | | | | | | | | | | | | limit 2 | |
| | | Shady Brook | 1.49 | | | | | | | | | | | | | |
| | McKinnon's | n/i | | 0.49 | | | | | | | | | | | w/ \$30 purchase; limit 2 | |
| | Price Chopper | Butterball | | 0.99 | | | | | | | | | | | w/ store card; limit 1 | |
| | | Butterball | 1.69 | | | | | | | | | | | | | |
| | | Shady Brook | | 0.37 | | | | | | | | | | | w/ \$25 purchase and store card; limit 1 | |
| | | Shady Brook | 0.99 | | | | | | | | | | | | limit 1 | |
| | PriceRite Market | Plainville Farms | | | | 2.49 | | | | 3.99 | | | | | | |
| | | n/i | | 0.39 | | | | | | | | | | | limit 1 | |
| | | n/i | | 0.99 | | | | | | | | | | | | |
| | | Butterball | | 0.79 | | | | | | | | | | | limit 1 | |
| | | Butterball | | 1.39 | | | | | | | | | | | | |
| Wholesome Pantry | | | 0.99 | | | | | | | | | | | limit 1 | | |
| | Wholesome Pantry | | 1.69 | | | | | | | | | | | | | |
| | Member's Mark | | 1.98 | | | | | | | | | | | smoked | | |
| Sam's Club | Member's Mark | 0.99 | | 1.99 | | | | | | | | | | | | |
| Save-a-Lot | Honeysuckle | | 0.49 | | | | | | | | | | | w/ \$25 purchase | | |
| Shaw's | n/i | 0.88 | 0.39 | | | | | | | | | | | w/ \$25 purchase; limit 1 | | |
| | Butterball | | 1.29 | | | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Thanksgiving 2018

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

WHOLE TURKEYS

| State | Supermarket | Label | Conventional | | Antibiotic-Free | | Kosher | | Organic | | Free Range | Non-GMO | Heritage | Conditions | |
|---------------------|-----------------------|-----------------|--------------|--------|-----------------|--------|--------|--------|---------|--------|------------|---------|----------|-----------------------------|---------------------|
| | | | Fresh | Frozen | Fresh | Frozen | Fresh | Frozen | Fresh | Frozen | Fresh | Fresh | Fresh | | |
| NH <i>(cont)</i> | Target | Market Pantry | | 0.59 | | | | | | | | | | w/ 25% off coupon; limit 4 | |
| | | Market Pantry | | 0.79 | | | | | | | | | | limit 4 | |
| | | Butterball | | 0.99 | | | | | | | | | | limit 4 | |
| | Trader Joe's | Trader Joe's | | | 1.99 | | | | | | | | | brined | |
| | | Trader Joe's | | | | | 2.99 | | 3.49 | | | | | < 16 lbs. (hen) | |
| | Walmart | n/i | | 0.98 | | | | | | | | | | | |
| | WFM North Atlantic | WFM | | | | | | | | | | 2.49 | | | |
| | | WFM | | | | | | | | | | 2.99 | | | brined |
| WFM | | | | | | | | 3.49 | | | | | | free-range | |
| | Plainville Farms Koch | | | | | | | | | | 2.49 | | | | |
| | | | | | | | | | | | | 2.99 | | | |
| NJ | ACME Market | Lancaster Brand | 0.99 | | | | | | | | | | | limit 1 | |
| | | Butterball | 1.79 | 1.19 | | | | | | | | | | limit 1 | |
| | | Jennie-O | 0.99 | 0.39 | | | | | | | | | | limit 1 | |
| | | Signature Farms | | 0.39 | | | | | | | | | | limit 1 | |
| | AF Basket | Shady Brook | 0.89 | | | | | | | | | | | w/ \$99 purchase | |
| | | Shady Brook | 1.99 | | | | | | | | | | | w/ \$99 purchase | |
| | | n/i | | free | | | | | | | | | | | |
| | | n/i | | 0.79 | | | | | | | | | | | |
| | ALDI | Butterball | 1.79 | 1.49 | | | | | | | | | | | |
| | | Butterball | | 1.99 | | | | | | | | | | | smoked |
| | | Butterball | | 0.87 | | | | | | | | | | | limit 2 |
| | | Shady Brook | | 0.59 | | | | | | | | | | | limit 2 |
| | | Never Any! | | | | 1.19 | | | | | | | | | |
| | Best Market | Honeysuckle | 1.19 | | | | | | | | | | | | limit 2 |
| | | Simply Nature | | | | | | | 2.99 | | | | | | limit 2 |
| | | Butterball | 2.07 | 1.77 | | | | | | | | | | | |
| | | Best Yet | | 1.37 | | | | | | | | | | | |
| | | Shady Brook | 1.97 | | | | | | | | | | | | |
| | Bravo | Shady Brook | 0.89 | 0.69 | | | | | | | | | | | w/ point redemption |
| | | Butterball | | 0.89 | | | | | | | | | | | w/ point redemption |
| C-Town | Shady Brook | 0.99 | 0.79 | | | | | | | | | | | w/ \$75 purchase | |
| | Butterball | | 0.99 | | | | | | | | | | | w/ \$75 purchase | |
| Fairway Market | Fairway | | | 1.99 | | | | | | | | | | | |
| | Fairway | | | 2.49 | | | | | | | | | | brined | |
| | n/i | | | | | | | 3.99 | | | | | 9.99 | free-range; antibiotic-free | |
| | Shady Brook | 1.49 | | | | | | | | | | | | | |
| | Murray's | | | 3.49 | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Thanksgiving 2018

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

WHOLE TURKEYS

| State | Supermarket | Label | Conventional | | Antibiotic-Free | | Kosher | | Organic | | Free Range | Non-GMO | Heritage | Conditions | |
|------------------|-------------------|--------------------|--------------|--------|-----------------|--------|--------|--------|---------|--------|------------|---------|----------|---|-----------------------------|
| | | | Fresh | Frozen | Fresh | Frozen | Fresh | Frozen | Fresh | Frozen | Fresh | Fresh | Fresh | | |
| NJ (cont) | Fairway Market | D'Artagnan | | | | | | | 4.99 | | | | | | |
| | (continued) | Empire | | | | | | 3.99 | | | | | | | |
| | Food Bazaar | Honeysuckle | | 0.99 | | | | | | | | | | | |
| | | Shady Brook | 1.99 | | | | | | | | | | | | |
| | Foodtown | Shady Brook | 0.49 | | | | | | | | | | | w/ certificate redemption; limit 1 | |
| | | Butterball | | 0.49 | | | | | | | | | | w/ certificate redemption; limit 1 | |
| | Great Valu Market | Essential Everyday | | 0.68 | | | | | | | | | | w/ \$25 purchase; limit 1 | |
| | IGA Stores NJ/PA | John F Martin | | 2.99 | | | | | | | | | | smoked | |
| | Key Food | Butterball | 1.59 | 0.99 | | | | | | | | | | w/ \$50 purchase; limit 1 | |
| | | Li'l Butterball | | 1.99 | | | | | | | | | | < 10 lbs. (hen) | |
| | | Empire | | | | | | 2.49 | | | | | | < 16 lbs. (hen); w/ \$50 purchase; limit 1 | |
| | | Shady Brook | 1.29 | 0.69 | | | | | | | | | | w/ \$50 purchase; limit 1 | |
| | | Urban Meadow | | 0.39 | | | | | | | | | | w/ \$50 purchase; limit 1 | |
| | King's Market | King's | 1.99 | | | | | | | | | | | | |
| | | Plainville Farms | | | 2.99 | | | | | | | | | | brined |
| | | Plainville Farms | | | 2.79 | | | | | 3.99 | | | | | |
| | | D'Artagnan | | | | | | | | 4.49 | | | | | free-range; antibiotic-free |
| | | Murray's | | | 2.99 | | | | | | | | | | local |
| | | Bell & Evans | | | 2.99 | | | | | 3.99 | | | | | |
| | | Empire | | | | | | | 3.99 | | | | | | |
| | Lidl | Jennie-O | 0.99 | 0.78 | | | | | | | | | | | |
| | McCaffrey's | McCaffrey's | | | 2.49 | | | | | | | 2.49 | | | |
| | | Essential Everyday | | 0.99 | | | | | | | | | | | |
| | | Butterball | | 1.69 | | | | | | | | | | | |
| | | Shady Brook | 1.49 | | | | | | | | | | | | |
| | | Empire | | | | | | | 2.99 | | | | | | |
| | | Griggstown Farms | | | | | | | | | | 3.99 | | | local |
| | | Bell & Evans | | | 2.99 | | | | | | | | | | |
| | MOM's Organic | Maple Lawn | | | | | | | | | | 2.29 | | | local |
| | | Koch's | | | | | | | | 3.49 | | 2.29 | | | local |
| | Kelly Bronze | | | | | | | | | | | 9.99 | | local | |
| Morton Williams | Shady Brook | | free | | | | | | | | | | | < 16 lbs. (hen); w/ \$150 purchase; limit 1 | |
| | Shady Brook | | free | | | | | | | | | | | > 16 lbs. (tom); w/ \$200 purchase; limit 1 | |
| | Bell & Evans | | | 2.99 | | | | | | | | | | | |
| Net Cost Market | Plainville Farms | | | 0.99 | | | | | | | | | | | |
| PriceRite Market | n/i | | 0.39 | | | | | | | | | | | limit 1 | |
| | n/i | | 0.99 | | | | | | | | | | | | |
| | Butterball | | 0.79 | | | | | | | | | | | limit 1 | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Thanksgiving 2018

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

WHOLE TURKEYS

| State | Supermarket | Label | Conventional | | Antibiotic-Free | | Kosher | | Organic | | Free Range | Non-GMO | Heritage | Conditions | |
|---------------------|--|--------------------|---------------|--------|-----------------|--------|--------|--------|---------|--------|------------|---------|----------|---------------------------|---|
| | | | Fresh | Frozen | Fresh | Frozen | Fresh | Frozen | Fresh | Frozen | Fresh | Fresh | Fresh | | |
| NJ <i>(cont)</i> | PriceRite Market <i>(continued)</i> | Butterball | | 1.39 | | | | | | | | | | | |
| | | Wholesome Pantry | | 0.99 | | | | | | | | | | | limit 1 |
| | | Wholesome Pantry | | 1.69 | | | | | | | | | | | |
| | Sam's Club | Member's Mark | | 1.98 | | | | | | | | | | | smoked |
| | | Member's Mark | 0.99 | | 1.99 | | | | | | | | | | w/ \$25 purchase |
| | Save-a-Lot | Honeysuckle | | 0.49 | | | | | | | | | | | |
| | | ShopRite | 1.99 | 1.49 | | | | | | | | | | | w/ \$400 accumulated purchase; limit 1 |
| | ShopRite | ShopRite | | free | | | | | | | | | | | |
| | | Butterball | 2.49 | 1.99 | | | | | | | | | | | w/ \$400 accumulated purchase; limit 1 |
| | ShopRite | Butterball | | 0.50 | | | | | | | | | | | w/ \$400 accumulated purchase; limit 1 |
| | | ShopRite | 1.99 | | | | | | | | | | | | < 16 lbs. (hen) |
| | ShopRite | Butterball | 2.49 | | | | | | | 3.99 | | | | | < 16 lbs. (hen) |
| | | Wholesome Pantry | | | 2.49 | | | | | 2.50 | | | | | |
| | Stop & Shop | Stop & Shop | | 0.39 | | | | | | | | | | | w/ \$25 purchase; limit 2 |
| | | Butterball | 1.49 | 0.99 | | | | | | | | | | | limit 2 |
| | Stop & Shop | Butterball | 1.69 | 1.39 | | | | | | | | | | | w/ store card |
| | | Nature's Promise | | | 0.79 | 0.49 | | | | | | | | | w/ store card |
| | Supremo | Farm Fresh | | 1.29 | | | | | | | | | | | |
| | | Butterball | | 1.49 | | | | | | | | | | | |
| | Supremo | Shady Brook | 1.49 | | | | | | | | | | | | |
| | | Essential Everyday | | 1.29 | | | | | | | | | | | |
| | Supremo | Essential Everyday | | free | | | | | | | | | | | < 16 lbs. (hen); w/ \$125 purchase; limit 1 |
| | | Target | Market Pantry | 0.59 | | | | | | | | | | | w/ 25% off coupon; limit 4 |
| | Target | Market Pantry | | 0.79 | | | | | | | | | | | limit 4 |
| | | Butterball | | 0.99 | | | | | | | | | | | limit 4 |
| | The Fresh Market | TFM | | | 2.49 | | | | | 3.99 | | | | | |
| | Trader Joe's | Trader Joe's | | | 1.99 | | | | | | | | | | brined |
| | | Trader Joe's | | | | | | 2.99 | | 3.49 | | | | | < 16 lbs. (hen) |
| | Walmart | n/i | | 0.98 | | | | | | | | | | | |
| | Wegmans | Wegmans | 1.69 | | | | | | | | | | | | |
| Wegmans | | 0.99 | | | | | | | | | | | | w/ \$25 purchase; limit 1 | |
| Wegmans | Round Hill | | 1.49 | | | | | | | | | | | < 16 lbs. (hen) | |
| | Butterball | | 1.29 | | | | | | | | | | | | |
| Wegmans | Shady Brook | | 0.25 | | | | | | | | | | | w/ \$25 purchase; limit 1 | |
| | Weis Markets | Weis | | 0.25 | | | | | | | | | | w/ point redemption | |
| Weis Markets | David Elliot | | | | | | | 0.99 | | | | | | w/ point redemption | |
| | Empire | | | | | | | 0.99 | | | | | | w/ point redemption | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Thanksgiving 2018

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

WHOLE TURKEYS

| State | Supermarket | Label | Conventional | | Antibiotic-Free | | Kosher | | Organic | | Free Range | Non-GMO | Heritage | Conditions | |
|---------------------|------------------|-----------------|--------------|--------|-----------------|--------|--------|--------|---------|--------|------------|---------|----------|---|----------------------------|
| | | | Fresh | Frozen | Fresh | Frozen | Fresh | Frozen | Fresh | Frozen | Fresh | Fresh | Fresh | | |
| NJ <i>(cont)</i> | Western Beef | Shady Brook | | 0.19 | | | | | | | | | | < 16 lbs. (hen); w/ \$100 purchase; limit 1 | |
| | | Shady Brook | | 0.99 | | | | | | | | | | < 16 lbs. (hen); w/ \$100 purchase; limit 1 | |
| | | n/i | | 0.19 | | | | | | | | | | < 16 lbs. (hen); w/ \$100 purchase; limit 1 | |
| | | n/i | | 0.99 | | | | | | | | | | < 16 lbs. (hen); w/ \$100 purchase; limit 1 | |
| | WFM Mid-Atlantic | Butterball | 0.99 | | | | | | | | | | | | w/ \$100 purchase; limit 1 |
| | | Kosher Valley | | | | | 3.49 | | | | | | | 2.99 | antibiotic-free |
| | WFM Northeast | WFM | | | 2.49 | | | | 3.49 | | | | | | |
| | | WFM | | | 2.49 | | | | | | 2.49 | | | | brined |
| WFM | | | | | | | | 3.49 | | 2.99 | | | | free-range | |
| Kosher Valley | | | | | | 3.49 | | | | | | | | antibiotic-free | |
| | Koch | | | | | | | | | | | | 3.99 | | |
| NY | ACME Market | Lancaster Brand | 0.99 | | | | | | | | | | | | limit 1 |
| | | Butterball | 1.79 | 1.19 | | | | | | | | | | | limit 1 |
| | | Jennie-O | 0.99 | 0.39 | | | | | | | | | | | limit 1 |
| | | Signature Farms | | 0.39 | | | | | | | | | | | limit 1 |
| | AF Basket | Shady Brook | 0.89 | | | | | | | | | | | | w/ \$99 purchase |
| | | Shady Brook | 1.99 | | | | | | | | | | | | w/ \$99 purchase |
| | | n/i | | free | | | | | | | | | | | w/ \$99 purchase |
| | | n/i | | 0.79 | | | | | | | | | | | w/ \$99 purchase |
| | AG New England | Butterball | 1.79 | 1.49 | | | | | | | | | | | |
| | | Shady Brook | | 0.49 | | | | | | | | | | | w/ \$25 purchase; limit 2 |
| | ALDI | Butterball | | 1.99 | | | | | | | | | | | smoked |
| | | Butterball | | 0.87 | | | | | | | | | | | limit 2 |
| | | Never Any! | | | | 1.19 | | | | | | | | | limit 2 |
| | | Honeysuckle | 1.19 | | | | | | | | | | | | limit 2 |
| | Simply Nature | Simply Nature | | | | | | | 2.99 | | | | | | limit 2 |
| | | Best Market | Butterball | 2.07 | 1.77 | | | | | | | | | | |
| | | | Best Yet | | 1.37 | | | | | | | | | | |
| | Big M | Shady Brook | 1.97 | | | | | | | | | | | | |
| | | Honeysuckle | | free | | | | | | | | | | | w/ \$100 purchase; limit 1 |
| | Bravo | Honeysuckle | | 0.69 | | | | | | | | | | | w/ \$25 purchase; limit 1 |
| Shady Brook | | 0.89 | 0.69 | | | | | | | | | | | w/ point redemption | |
| Cherry Valley | Butterball | | 0.89 | | | | | | | | | | | w/ point redemption | |
| | Shady Brook | | free | | | | | | | | | | | w/ \$200 purchase; limit 1 | |
| | Shady Brook | | 0.69 | | | | | | | | | | | w/ \$75 purchase | |
| | Butterball | | free | | | | | | | | | | | w/ \$200 purchase; limit 1 | |
| | Butterball | | 0.69 | | | | | | | | | | | w/ \$75 purchase | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Thanksgiving 2018

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

WHOLE TURKEYS

| State | Supermarket | Label | Conventional | | Antibiotic-Free | | Kosher | | Organic | | Free Range | Non-GMO | Heritage | Conditions | |
|--------------|---------------------------------|------------------|--------------|---------|-----------------|---------|--------|--------|---------|--------|------------|---------|----------|------------------------|------------------------------------|
| | | | Fresh | Frozen | Fresh | Frozen | Fresh | Frozen | Fresh | Frozen | Fresh | Fresh | Fresh | | |
| NY (cont) | C-Town | Shady Brook | 0.99 | 0.79 | | | | | | | | | | w/ \$75 purchase | |
| | | Butterball | | 0.99 | | | | | | | | | | | w/ \$75 purchase |
| | D'Agostino's DeCiccio Family | Shady Brook | 1.99 | | | | | | | | | | | | < 16 lbs. (hen) |
| | | Shady Brook | | 0.99 | | | | | | | | | | | |
| | DeCiccio & Sons | Shady Brook | | 0.99 | | | | | | | | | | | |
| | | Fairway Market | | | | | | | | | | | | | |
| | Fairway Market | Fairway | | | 1.99 | | | | | | | | | | |
| | | Fairway | | | 2.49 | | | | | | | | | | brined |
| | n/i | Shady Brook | 1.49 | | | | | | | 3.99 | | | | 9.99 | free-range; antibiotic-free |
| | | Murray's | | | 3.49 | | | | | | | | | | |
| | D'Artagnan | Shady Brook | | | | | | | | 4.99 | | | | | |
| | | Empire | | | | | | | 3.99 | | | | | | |
| | Food Bazaar | Honeysuckle | | 0.99 | | | | | | | | | | | |
| | | Shady Brook | 1.99 | | | | | | | | | | | | |
| | Food Emporium | Bell & Evans | | | 2.99 | | | | | | | | | | |
| | | Shady Brook | 1.99 | 1.39 | | | | | | | | | | | |
| | Foodtown | Shady Brook | 0.49 | | | | | | | | | | | | w/ certificate redemption; limit 1 |
| | | Butterball | | 0.49 | | | | | | | | | | | w/ certificate redemption; limit 1 |
| | Giunta's | Norbest | | 1.19 | | | | | | | | | | | |
| | | Shady Brook | 1.49 | | | | | | | | | | | | |
| | Great American | Butterball | | 0.98 | | | | | | | | | | | w/ \$25 purchase; limit 1 |
| | | Best Yet | | 0.89 | | | | | | | | | | | w/ \$25 purchase; limit 1 |
| | Shady Brook | Shady Brook | 1.49 | | | | | | | | | | | | |
| | | Mary's | | | 2.39 | | | | | 3.79 | | | | 3.79 | |
| | Green's Natural | Plainville Farms | | | 2.39 | | | | | | | | | | |
| | | Butterball | \$5 off | \$5 off | | | | | | | | | | | |
| | Gristede's | Shady Brook | \$5 off | \$5 off | | | | | | | | | | | |
| | | Perdue | | | \$5 off | \$5 off | | | | | | | | | |
| Bell & Evans | Bell & Evans | | | \$5 off | \$5 off | | | | | | | | | | |
| | Butterball | | 1.29 | | | | | | | | | | | w/ store card | |
| Hannaford | Butterball | | 1.49 | | | | | | | | | | | | |
| | n/i | | 0.39 | | | | | | | | | | | w/ store card; limit 4 | |
| n/i | n/i | | 1.49 | | | | | | | | | | | | |
| | Shady Brook | 0.99 | | | | | | | | | | | | w/ store card | |
| Shady Brook | Shady Brook | 1.69 | | | | | | | | | | | | | |
| | Hannaford | | 0.59 | | | | | | | | | | | w/ store card | |
| Hannaford | Hannaford | | 0.59 | | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Thanksgiving 2018

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

WHOLE TURKEYS

| State | Supermarket | Label | Conventional | | Antibiotic-Free | | Kosher | | Organic | | Free Range | Non-GMO | Heritage | Conditions | |
|---------------------|--------------------|------------------|--------------|--------|-----------------|--------|--------|--------|---------|--------|------------|---------|----------|---------------------------|---|
| | | | Fresh | Frozen | Fresh | Frozen | Fresh | Frozen | Fresh | Frozen | Fresh | Fresh | Fresh | | |
| NY <i>(cont)</i> | Hannaford | Nature's Place | | | 2.29 | | | | | | | | | w/ store card | |
| | <i>(continued)</i> | Nature's Place | | | 2.79 | | | | | | | | | | |
| | IGA Stores N. Eng. | Shady Brook | | 0.59 | | | | | | | | | | | w/ \$100 purchase |
| | | Shady Brook | | 0.79 | | | | | | | | | | | w/ \$75 purchase |
| | | Shady Brook | | 0.89 | | | | | | | | | | | w/ \$50 purchase |
| | | Shady Brook | | 0.99 | | | | | | | | | | | w/ \$25 purchase |
| | Key Food | Butterball | | 1.59 | 0.99 | | | | | | | | | | w/ \$50 purchase; limit 1 |
| | | Li'l Butterball | | | 1.99 | | | | | | | | | | < 10 lbs. (hen) |
| | | Empire | | | | | | 2.49 | | | | | | | < 16 lbs. (hen); w/ \$50 purchase; limit 1 |
| | King Kullen | Shady Brook | | 1.29 | 0.69 | | | | | | | | | | w/ \$50 purchase; limit 1 |
| | | Urban Meadow | | | 0.39 | | | | | | | | | | w/ \$50 purchase; limit 1 |
| | | Butterball | | 1.79 | 1.59 | | | | | | | | | | |
| | King's Market | Shady Brook | | | 0.39 | | | | | | | | | | w/ \$50 purchase; limit 1 |
| | | Perdue | | | | 1.89 | | | | | | | | | < 16 lbs. (hen) |
| | | King's | | 1.99 | | | | | | | | | | | |
| | Market 32 | Plainville Farms | | | | 2.99 | | | | | | | | | brined |
| | | Plainville Farms | | | | 2.79 | | | | 3.99 | | | | | |
| | | D'Artagnan | | | | | | | | 4.49 | | | | | free-range; antibiotic-free |
| | | Murray's | | | | 2.99 | | | | | | | | | local |
| | | Bell & Evans | | | | 2.99 | | | | 3.99 | | | | | |
| | | Empire | | | | | | | 3.99 | | | | | | |
| | | Butterball | | | 0.99 | | | | | | | | | | w/ store card; limit 1 |
| | Morton Williams | Butterball | | 1.69 | | | | | | | | | | | |
| | | Shady Brook | | | 0.37 | | | | | | | | | | w/ \$25 purchase and store card; limit 1 |
| | | Shady Brook | | 0.99 | | | | | | | | | | | limit 1 |
| | Net Cost Market | Plainville Farms | | | | 2.49 | | | | 3.99 | | | | | |
| | | Shady Brook | | | free | | | | | | | | | | < 16 lbs. (hen); w/ \$150 purchase; limit 1 |
| | | Shady Brook | | | free | | | | | | | | | | > 16 lbs. (tom); w/ \$200 purchase; limit 1 |
| | North Shore Farms | Bell & Evans | | | | 2.99 | | | | | | | | | |
| | | Plainville Farms | | | | 0.99 | | | | | | | | | |
| | Price Chopper | Bell & Evans | | | | 1.99 | | | | | | | | | w/ \$25 purchase; limit 1 |
| | | Murray's | | | | 1.99 | | | | | | | | | w/ \$25 purchase; limit 1 |
| | | Maplecrest | | 0.99 | | | | | | | | | | | w/ \$25 purchase; limit 1 |
| Norbest | | | | 0.99 | | | | | | | | | | w/ \$25 purchase; limit 1 | |
| D'Artagnan | | | | | | | | | 3.99 | | | | | | |
| Empire | | | | | | | | 3.99 | | | | | | | |
| Price Chopper | Butterball | | | 0.99 | | | | | | | | | | w/ store card; limit 1 | |
| | Butterball | | 1.69 | | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Thanksgiving 2018

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

WHOLE TURKEYS

| State | Supermarket | Label | Conventional | | Antibiotic-Free | | Kosher | | Organic | | Free Range | Non-GMO | Heritage | Conditions | |
|---------------------|-------------------------------------|--------------------|--------------|--------|-----------------|--------|--------|--------|---------|--------|------------|---------|----------|--|--|
| | | | Fresh | Frozen | Fresh | Frozen | Fresh | Frozen | Fresh | Frozen | Fresh | Fresh | Fresh | | |
| NY <i>(cont)</i> | Price Chopper <i>(continued)</i> | Shady Brook | | 0.37 | | | | | | | | | | w/ \$25 purchase and store card; limit 1 | |
| | | Shady Brook | 0.99 | | | | | | | | | | | limit 1 | |
| | PriceRite Market | Plainville Farms | | | 2.49 | | | | 3.99 | | | | | | |
| | | n/i | | 0.39 | | | | | | | | | | | limit 1 |
| | | n/i | | 0.99 | | | | | | | | | | | |
| | | Butterball | | 0.79 | | | | | | | | | | | limit 1 |
| | | Butterball | | 1.39 | | | | | | | | | | | |
| | | Wholesome Pantry | | 0.99 | | | | | | | | | | | limit 1 |
| | Sam's Club | Wholesome Pantry | | 1.69 | | | | | | | | | | | |
| | | Member's Mark | | 1.98 | | | | | | | | | | | smoked |
| | Save-a-Lot | Member's Mark | 0.99 | | 1.99 | | | | | | | | | | |
| | | Honeysuckle | | 0.49 | | | | | | | | | | | w/ \$25 purchase |
| | Shop'n Save | Essential Everyday | | 0.68 | | | | | | | | | | | w/ \$25 purchase; limit 1 |
| | | Li'l Butterball | | 1.69 | | | | | | | | | | | < 10 lbs. (hen) |
| | ShopRite | Butterball | | 1.59 | | | | | | | | | | | |
| | | Honeysuckle | | 0.99 | | | | | | | | | | | w/ \$25 purchase; limit 1 |
| | | Honeysuckle | 1.39 | | | | | | | | | | | | |
| | | ShopRite | 1.99 | 1.49 | | | | | | | | | | | |
| | | ShopRite | | free | | | | | | | | | | | w/ \$400 accumulated purchase; limit 1 |
| | | Butterball | 2.49 | 1.99 | | | | | | | | | | | |
| | | Butterball | | 0.50 | | | | | | | | | | | w/ \$400 accumulated purchase; limit 1 |
| | | ShopRite | 1.99 | | | | | | | | | | | | < 16 lbs. (hen) |
| | | Butterball | 2.49 | | | | | | | 3.99 | | | | | < 16 lbs. (hen) |
| | | Wholesome Pantry | | | 2.49 | | | | | 2.50 | | | | | |
| | Stew Leonard's | n/i | 1.29 | | | | | | | | | | | | |
| | | n/i | | | | | | | | | | 2.99 | | | local |
| | Stop & Shop | Stop & Shop | | 0.39 | | | | | | | | | | | w/ \$25 purchase; limit 2 |
| | | Butterball | 1.49 | 0.99 | | | | | | | | | | | limit 2 |
| | | Butterball | 1.69 | 1.39 | | | | | | | | | | | w/ store card |
| | Target | Nature's Promise | | | 0.79 | 0.49 | | | | | | | | | w/ store card |
| | | Market Pantry | | 0.59 | | | | | | | | | | | w/ 25% off coupon; limit 4 |
| | | Market Pantry | | 0.79 | | | | | | | | | | | limit 4 |
| Butterball | | | 0.99 | | | | | | | | | | | limit 4 | |
| The Fresh Market | TFM | | | 2.49 | | | | 3.99 | | | | | | | |
| Tops Markets | Jennie-O | | 0.48 | | | | | | | | | | | w/ \$25 purchase; limit 1 | |
| | Jennie-O | 1.39 | | | | | | | | | | | | | |
| | Honeysuckle | 1.49 | 0.99 | | | | | | | | | | | | |
| | Butterball | 1.69 | 1.19 | | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Thanksgiving 2018

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

WHOLE TURKEYS

| State | Supermarket | Label | Conventional | | Antibiotic-Free | | Kosher | | Organic | | Free Range | Non-GMO | Heritage | Conditions | |
|---------------------|------------------------------------|------------------|--------------|--------|-----------------|--------|--------|--------|---------|--------|------------|---------|----------|----------------------------|---|
| | | | Fresh | Frozen | Fresh | Frozen | Fresh | Frozen | Fresh | Frozen | Fresh | Fresh | Fresh | | |
| NY <i>(cont)</i> | Tops Markets <i>(continued)</i> | Plainville Farms | | | | 0.78 | | | | | | | | w/ \$25 purchase; limit 1 | |
| | | Plainville Farms | | | 2.99 | | | | | | | | | | |
| | Trade Fair | Shady Brook | | 0.99 | | | | | | | | | | | limit 2 |
| | | Butterball | | 1.79 | | | | | | | | | | | |
| | Trader Joe's | Trader Joe's | | | 1.99 | | | | | | | | | | brined |
| | | Trader Joe's | | | | | 2.99 | | 3.49 | | | | | | < 16 lbs. (hen) |
| | Walmart | n/i | | 0.98 | | | | | | | | | | | |
| | Wegmans | Wegmans | 1.69 | | | | | | | | | | | | |
| | | Wegmans | 0.99 | | | | | | | | | | | | w/ \$25 purchase; limit 1 |
| | | Round Hill | | 1.49 | | | | | | | | | | | < 16 lbs. (hen) |
| | | Butterball | | 1.29 | | | | | | | | | | | |
| | Weis Markets | Shady Brook | | 0.25 | | | | | | | | | | | w/ \$25 purchase; limit 1 |
| | | Weis | | 0.25 | | | | | | | | | | | w/ point redemption |
| | | David Elliot | | | | | | 0.99 | | | | | | | w/ point redemption |
| | Western Beef | Empire | | | | | | 0.99 | | | | | | | w/ point redemption |
| | | Shady Brook | | 0.19 | | | | | | | | | | | < 16 lbs. (hen); w/ \$100 purchase; limit 1 |
| | | Shady Brook | | 0.99 | | | | | | | | | | | |
| | | n/i | | 0.19 | | | | | | | | | | | < 16 lbs. (hen); w/ \$100 purchase; limit 1 |
| | WFM 365 | n/i | | 0.99 | | | | | | | | | | | |
| | | Butterball | 0.99 | | | | | | | | | | | | w/ \$100 purchase; limit 1 |
| n/i | | | | | | 1.99 | | 2.99 | | | | | | | |
| WFM Northeast | WFM | | | 2.49 | | | | | | | 2.49 | | | | |
| | WFM | | | | | | | | | | 2.99 | | | brined | |
| | WFM | | | | | | | 3.49 | | | | | | free-range | |
| | Kosher Valley Koch | | | | | 3.49 | | | | | | | 3.99 | antibiotic-free | |
| PA | ACME Market | Lancaster Brand | 0.99 | | | | | | | | | | | limit 1 | |
| | | Butterball | 1.79 | 1.19 | | | | | | | | | | limit 1 | |
| | | Jennie-O | 0.99 | 0.39 | | | | | | | | | | limit 1 | |
| | ALDI | Signature Farms | | 0.39 | | | | | | | | | | | limit 1 |
| | | Butterball | | 1.99 | | | | | | | | | | | smoked |
| | | Butterball | | 0.87 | | | | | | | | | | | limit 2 |
| | | Shady Brook | | 0.59 | | | | | | | | | | | limit 2 |
| | | Never Any! | | | | 1.19 | | | | | | | | | limit 2 |
| | Big M | Honeysuckle | 1.19 | | | | | | | | | | | | limit 2 |
| | | Simply Nature | | | | | | | 2.99 | | | | | | limit 2 |
| Honeysuckle | | | free | | | | | | | | | | | w/ \$100 purchase; limit 1 | |
| | | Honeysuckle | | 0.69 | | | | | | | | | | w/ \$25 purchase; limit 1 | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Thanksgiving 2018

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

WHOLE TURKEYS

| State | Supermarket | Label | Conventional | | Antibiotic-Free | | Kosher | | Organic | | Free Range | Non-GMO | Heritage | Conditions | |
|--------------|-------------------|------------------|--------------|--------|-----------------|--------|--------|--------|---------|--------|------------|---------|----------|---------------------------|------------------------------------|
| | | | Fresh | Frozen | Fresh | Frozen | Fresh | Frozen | Fresh | Frozen | Fresh | Fresh | Fresh | | |
| PA (cont) | Boyers Food | Butterball | 1.47 | 0.97 | | | | | | | | | | w/ \$50 purchase; limit 1 | |
| | | Butterball | 1.97 | 1.47 | | | | | | | | | | | |
| | | n/i | | 0.27 | | | | | | | | | | | w/ \$50 purchase; limit 1 |
| | | n/i | | 0.97 | | | | | | | | | | | |
| | | Shady Brook | 0.97 | | | | | | | | | | | | w/ \$50 purchase; limit 1 |
| | | Shady Brook | 1.47 | | | | | | | | | | | | |
| | | Koch's | | | | | 1.97 | | | | | | | | w/ \$50 purchase; limit 1 |
| | | Koch's | | | | | 2.47 | | | | | | | | |
| | Bravo | Shady Brook | 0.89 | 0.69 | | | | | | | | | | | w/ point redemption |
| | | Butterball | | 0.89 | | | | | | | | | | | w/ point redemption |
| | Cash Saver | Best Choice | | 0.71 | | | | | | | | | | | |
| | C-Town | Shady Brook | 0.99 | 0.79 | | | | | | | | | | | w/ \$75 purchase |
| | | Butterball | | 0.99 | | | | | | | | | | | w/ \$75 purchase |
| | Family Owned | Best Yet | | 0.25 | | | | | | | | | | | w/ \$50 purchase; limit 1 |
| | | Best Yet | | 1.19 | | | | | | | | | | | |
| | | Butterball | | 1.39 | | | | | | | | | | | |
| | Food Lion | n/i | | 0.27 | | | | | | | | | | | w/ \$35 purchase; limit 2 |
| | | n/i | | 1.79 | | | | | | | | | | | w/ store card |
| | | Butterball | 0.99 | 0.99 | | | | | | | | | | | w/ store card |
| | | Butterball | 1.99 | 1.99 | | | | | | | | | | | w/ store card |
| | | Jennie-O | 1.49 | | | | | | | | | | | | w/ store card |
| | Foodland | Honeysuckle | | 0.78 | | | | | | | | | | | w/ \$20 purchase; limit 1 |
| | | Honeysuckle | 1.49 | | | | | | | | | | | | |
| | Foodtown | Shady Brook | 0.49 | | | | | | | | | | | | w/ certificate redemption; limit 1 |
| | | Butterball | | 0.49 | | | | | | | | | | | w/ certificate redemption; limit 1 |
| | Fresh Grocer | ShopRite | 1.99 | 1.49 | | | | | | | | | | | w/ store card |
| | | Butterball | 2.15 | 1.99 | | | | | | | | | | | < 16 lbs. (hen) |
| | Giant Eagle | Giant Eagle | | 0.68 | | | | | | | | | | | w/ \$25 purchase; limit 1 |
| | | Giant Eagle | 1.39 | | | | | | | | | | | | |
| | | Butterball | 1.79 | 1.39 | | | | | | | | | | | |
| | | Nature's Basket | | | 2.49 | 1.99 | | | | | | | | | |
| | | Honeysuckle | 1.49 | | | | | | | | | | | | |
| | | Plainville Farms | | | 2.99 | | | | | | | | | | |
| | | Bell & Evans | | | 2.99 | | | | | | | | | | |
| | Giant Food Stores | Butterball | 2.49 | | | | | | | | | | | | |
| | | Nature's Promise | | | | 3.99 | | | | | | | | | smoked |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Thanksgiving 2018

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| State | Supermarket | Label | Conventional | | Antibiotic-Free | | Kosher | | Organic | | Free Range | Non-GMO | Heritage | Conditions | |
|---------------------|--------------------|--------------------|--------------|--------|-----------------|--------|--------|--------|---------|--------|------------|---------|----------|--|--|
| | | | Fresh | Frozen | Fresh | Frozen | Fresh | Frozen | Fresh | Frozen | Fresh | Fresh | Fresh | | |
| PA <i>(cont)</i> | Gordon Food | Jennie-O | | 0.79 | | | | | | | | | | limit 1 | |
| | | Jennie-O | | 1.99 | | | | | | | | | | | |
| | | Butterball | | 1.69 | | | | | | | | | | | |
| | Great Valu Market | Essential Everyday | | 0.68 | | | | | | | | | | w/ \$25 purchase; limit 1 | |
| | Grocery Outlet | n/i | | 0.57 | | | | | | | | | | < 16 lbs. (hen); w/ \$30 purchase; limit 1 | |
| | Ideal Market | Honeysuckle | | 0.79 | | | | | | | | | | | w/ \$25 purchase; limit 1 |
| | | n/i | 1.29 | | | | | | | | | | | | |
| | IGA Stores NJ/PA | John F Martin | | 2.99 | | | | | | | | | | | smoked |
| | IGA SpartanNash | Butterball | | 1.49 | | | | | | | | | | | |
| | | Shady Brook | 1.49 | 1.29 | | | | | | | | | | | |
| | Karn's Foods | Butterball | | 1.79 | | | | | | | | | | | |
| | | Honeysuckle | | | 1.89 | 1.49 | | | | | | | | | |
| | Key Food | Butterball | 1.59 | 0.99 | | | | | | | | | | | w/ \$50 purchase; limit 1 |
| | | Li'l Butterball | | 1.99 | | | | | | | | | | | < 10 lbs. (hen) |
| | | Empire | | | | | 2.49 | | | | | | | | < 16 lbs. (hen); w/ \$50 purchase; limit 1 |
| | Shady Brook | | 1.29 | 0.69 | | | | | | | | | | | w/ \$50 purchase; limit 1 |
| | | Urban Meadow | | 0.39 | | | | | | | | | | | w/ \$50 purchase; limit 1 |
| | | Honeysuckle | 1.59 | 0.75 | | | | | | | | | | | limit 1 |
| | Kuhn's Market | Amish Country | 1.59 | 0.99 | | | | | | | | | | | |
| | | Butterball | | 1.59 | | | | | | | | | | | |
| | Landis Markets | Essential Everyday | | 0.59 | | | | | | | | | | | w/ \$25 purchase; limit 1 |
| | | Essential Everyday | | 0.99 | | | | | | | | | | | |
| | | Butterball | 1.59 | 1.49 | | | | | | | | | | | |
| Shady Brook | | 1.49 | | | | | | | | | | | | | |
| | York Springs Farm | | | | 1.79 | | | | | | | | | local | |
| Martin's Foods | Butterball | 2.49 | | | | | | | | | | | | smoked | |
| | Nature's Promise | | | | 3.99 | | | | | | | | | | |
| McCaffrey's | McCaffrey's | | | 2.49 | | | | | | | 2.49 | | | | |
| | Essential Everyday | | 0.99 | | | | | | | | | | | | |
| | Butterball | | 1.69 | | | | | | | | | | | | |
| Shady Brook | | 1.49 | | | | | | | | | | | | | |
| | Empire | | | | | 2.99 | | | | | | | | | |
| | Griggstown Farms | | | | | | | | | 3.99 | | | | local | |
| MOM's Organic | Bell & Evans | | | 2.99 | | | | | | | | | | | |
| | Maple Lawn | | | | | | | | | 2.29 | | | | local | |
| | Koch's | | | | | | | | 3.49 | 2.29 | | | | local | |
| Kelly Bronze | | | | | | | | | | | | 9.99 | | local | |
| | Plainville Farms | | | 0.99 | | | | | | | | | | | |
| Net Cost Market | | | | | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

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|-----------------|------------------|--------------------|--------------|--------|-----------------|--------|--------|--------|---------|--------|------------|---------|----------|---------------------------|--|
| | | | Fresh | Frozen | Fresh | Frozen | Fresh | Frozen | Fresh | Frozen | Fresh | Fresh | Fresh | | |
| PA (cont) | Price Chopper | Butterball | | 0.99 | | | | | | | | | | w/ store card; limit 1 | |
| | | Butterball | 1.69 | | | | | | | | | | | | |
| | | Shady Brook | | 0.37 | | | | | | | | | | | w/ \$25 purchase and store card; limit 1 |
| | | Shady Brook | 0.99 | | | | | | | | | | | | limit 1 |
| | | Plainville Farms | | | | 2.49 | | | | 3.99 | | | | | |
| | PriceRite Market | n/i | | 0.39 | | | | | | | | | | | limit 1 |
| | | n/i | | 0.99 | | | | | | | | | | | |
| | | Butterball | | 0.79 | | | | | | | | | | | limit 1 |
| | | Butterball | | 1.39 | | | | | | | | | | | limit 1 |
| | Wholesome Pantry | Wholesome Pantry | | 0.99 | | | | | | | | | | | limit 1 |
| | | Wholesome Pantry | | 1.69 | | | | | | | | | | | |
| | | Jennie-O | | 0.48 | | | | | | | | | | | w/ \$25 purchase; limit 1 |
| | | Jennie-O | 1.48 | 0.96 | | | | | | | | | | | |
| | Redner's | Butterball | | 0.98 | | | | | | | | | | | w/ \$25 purchase; limit 1 |
| | | Butterball | | 1.28 | | | | | | | | | | | |
| | | Member's Mark | | 1.98 | | | | | | | | | | | smoked |
| | Sam's Club | Member's Mark | 0.99 | | 1.99 | | | | | | | | | | |
| | | Honeysuckle | | 0.49 | | | | | | | | | | | w/ \$25 purchase |
| | Save-a-Lot | ShopRite | 1.99 | 1.49 | | | | | | | | | | | |
| | | ShopRite | | free | | | | | | | | | | | w/ \$400 accumulated purchase; limit 1 |
| | ShopRite | Butterball | 2.49 | 1.99 | | | | | | | | | | | w/ \$400 accumulated purchase; limit 1 |
| | | Butterball | | 0.50 | | | | | | | | | | | < 16 lbs. (hen) |
| | | ShopRite | 1.99 | | | | | | | | | | | | < 16 lbs. (hen) |
| | | Butterball | 2.49 | | | | | | 3.99 | | | | | | |
| | | Wholesome Pantry | | | | 2.49 | | | | 2.50 | | | | | |
| | Shop'n Save | Essential Everyday | | 0.68 | | | | | | | | | | | w/ \$25 purchase; limit 1 |
| | | Li'l Butterball | | 1.69 | | | | | | | | | | | < 10 lbs. (hen) |
| | | Butterball | | 1.59 | | | | | | | | | | | |
| Honeysuckle | | | 0.99 | | | | | | | | | | | w/ \$25 purchase; limit 1 | |
| ShurSave | Honeysuckle | 1.39 | | | | | | | | | | | | | |
| | Shady Brook | 1.79 | | | | | | | | | | | | | |
| ShurSave NE PA | Best Yet | | 0.49 | | | | | | | | | | | w/ \$25 purchase; limit 1 | |
| | Butterball | | 0.79 | | | | | | | | | | | w/ \$25 purchase; limit 1 | |
| | Butterball | 1.99 | | | | | | | | | | | | | |
| Sparkle Markets | Shady Brook | 0.79 | | | | | | | | | | | | w/ \$25 purchase; limit 1 | |
| | Honeysuckle | | 0.68 | | | | | | | | | | | limit 1 | |
| | Honeysuckle | 1.99 | | | | | | | | | | | | | |
| | Butterball | | | | 1.99 | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Thanksgiving 2018

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

WHOLE TURKEYS

| State | Supermarket | Label | Conventional | | Antibiotic-Free | | Kosher | | Organic | | Free Range | Non-GMO | Heritage | Conditions | |
|---------------------|------------------|--------------------|--------------|--------|-----------------|--------|--------|--------|---------|--------|------------|---------|----------|---------------------------|---|
| | | | Fresh | Frozen | Fresh | Frozen | Fresh | Frozen | Fresh | Frozen | Fresh | Fresh | Fresh | | |
| PA <i>(cont)</i> | Supremo | Farm Fresh | | 1.29 | | | | | | | | | | | |
| | | Butterball | | 1.49 | | | | | | | | | | | |
| | | Shady Brook | 1.49 | | | | | | | | | | | | |
| | | Essential Everyday | | 1.29 | | | | | | | | | | | |
| | | Essential Everyday | | free | | | | | | | | | | | |
| | Target | Market Pantry | | 0.59 | | | | | | | | | | | < 16 lbs. (hen); w/ \$125 purchase; limit 1 w/ 25% off coupon; limit 4 |
| | | Market Pantry | | 0.79 | | | | | | | | | | | limit 4 |
| | | Butterball | | 0.99 | | | | | | | | | | | limit 4 |
| | The Fresh Market | TFM | | | 2.49 | | | | | 3.99 | | | | | |
| | Tops Markets | Jennie-O | | | 0.48 | | | | | | | | | | w/ \$25 purchase; limit 1 |
| | | Jennie-O | 1.39 | | | | | | | | | | | | |
| | | Honeysuckle | 1.49 | 0.99 | | | | | | | | | | | |
| | | Butterball | 1.69 | 1.19 | | | | | | | | | | | |
| | Trader Joe's | Plainville Farms | | | | 0.78 | | | | | | | | | w/ \$25 purchase; limit 1 |
| | | Plainville Farms | | | 2.99 | | | | | | | | | | |
| | | Trader Joe's | | | 1.99 | | | | | | | | | | brined |
| | | Trader Joe's | | | | | 2.99 | | | 3.49 | | | | | < 16 lbs. (hen) |
| | Walmart | n/i | | 0.98 | | | | | | | | | | | |
| | Wegmans | Wegmans | 1.69 | | | | | | | | | | | | |
| | | Wegmans | 0.99 | | | | | | | | | | | | w/ \$25 purchase; limit 1 |
| Round Hill | | | 1.49 | | | | | | | | | | | < 16 lbs. (hen) | |
| Butterball | | | 1.29 | | | | | | | | | | | | |
| Weis Markets | Shady Brook | | 0.25 | | | | | | | | | | | w/ \$25 purchase; limit 1 | |
| | Weis | | 0.25 | | | | | | | | | | | w/ point redemption | |
| | David Elliot | | | | | | | 0.99 | | | | | | w/ point redemption | |
| WFM Mid-Atlantic | Empire | | | | | | | 0.99 | | | | | | w/ point redemption | |
| | Kosher Valley | | | | | 3.49 | | | | | | | | antibiotic-free | |
| | WFM | | | 2.49 | | | | | 3.49 | | | | 2.99 | | |
| RI | Adams Superfood | Shady Brook | 1.39 | 1.00 | | | | | | | | | | | |
| | | Butterball | | 1.59 | | | | | | | | | | | |
| | | Plainville Farms | | | 3.00 | | | | | | | | | | |
| | | Shady Brook | 0.89 | | | | | | | | | | | | w/ \$99 purchase |
| | | Shady Brook | 1.99 | | | | | | | | | | | | |
| | AF Basket | n/i | | free | | | | | | | | | | | w/ \$99 purchase |
| | | n/i | | 0.79 | | | | | | | | | | | |
| | | Butterball | 1.79 | 1.49 | | | | | | | | | | | |
| | | Butterball | | 1.99 | | | | | | | | | | | smoked |
| | | Butterball | | 0.87 | | | | | | | | | | | limit 2 |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Thanksgiving 2018

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

WHOLE TURKEYS

| State | Supermarket | Label | Conventional | | Antibiotic-Free | | Kosher | | Organic | | Free Range | Non-GMO | Heritage | Conditions | |
|---------------------|----------------------------|------------------|--------------|--------|-----------------|--------|--------|--------|---------|--------|------------|---------|----------|---------------------------|----------------------------|
| | | | Fresh | Frozen | Fresh | Frozen | Fresh | Frozen | Fresh | Frozen | Fresh | Fresh | Fresh | | |
| RI <i>(cont)</i> | ALDI <i>(continued)</i> | Never Any! | | | | 1.19 | | | | | | | | | |
| | | Honeysuckle | 1.19 | | | | | | | | | | | limit 2 | |
| | | Simply Nature | | | | | | | 2.99 | | | | | limit 2 | |
| | Bravo | Shady Brook | 0.89 | 0.69 | | | | | | | | | | w/ point redemption | |
| | | Butterball | | 0.89 | | | | | | | | | | w/ point redemption | |
| | Dave's Marketplace | n/i | 1.59 | | | | | | | | | | | | |
| | | Plainville Farms | | | | | 2.99 | | | | | | | | |
| | | Bell & Evans | | | | | 2.99 | | | | | | | | |
| | Save-a-Lot | Honeysuckle | | 0.49 | | | | | | | | | | w/ \$25 purchase | |
| | Shaw's | n/i | 0.88 | 0.39 | | | | | | | | | | w/ \$25 purchase; limit 1 | |
| | | Butterball | | 1.29 | | | | | | | | | | | |
| | Stop & Shop | Stop & Shop | | 0.39 | | | | | | | | | | w/ \$25 purchase; limit 2 | |
| | | Butterball | 1.49 | 0.99 | | | | | | | | | | limit 2 | |
| | | Butterball | 1.69 | 1.39 | | | | | | | | | | w/ store card | |
| | Target | Nature's Promise | | | 0.79 | 0.49 | | | | | | | | | w/ store card |
| | | Market Pantry | | 0.59 | | | | | | | | | | | w/ 25% off coupon; limit 4 |
| | | Market Pantry | | 0.79 | | | | | | | | | | | limit 4 |
| | | Butterball | | 0.99 | | | | | | | | | | | limit 4 |
| | Trader Joe's | Trader Joe's | | | 1.99 | | | | | | | | | | brined |
| | | Trader Joe's | | | | | | 2.99 | | 3.49 | | | | | < 16 lbs. (hen) |
| Walmart | n/i | | 0.98 | | | | | | | | | | | | |
| WFM North Atlantic | WFM | | | | | | | | | | 2.49 | | | | |
| | WFM | | | | | | | | | | 2.99 | | | brined | |
| | WFM | | | | | | | | 3.49 | | | | | free-range | |
| | Plainville Farms Koch | | | | | | | | | | 2.49 | | 2.99 | | |
| VT | AG New England | Shady Brook | | 0.49 | | | | | | | | | | w/ \$25 purchase; limit 2 | |
| | ALDI | Butterball | | 1.99 | | | | | | | | | | smoked | |
| | | Butterball | | 0.87 | | | | | | | | | | limit 2 | |
| | | Never Any! | | | | 1.19 | | | | | | | | | |
| | | Honeysuckle | 1.19 | | | | | | | | | | | limit 2 | |
| | | Simply Nature | | | | | | | 2.99 | | | | | limit 2 | |
| | Food City Market | Best Yet | | 0.99 | | | | | | | | | | | |
| | Hannaford | Butterball | | 1.29 | | | | | | | | | | | w/ store card |
| | | Butterball | | 1.49 | | | | | | | | | | | |
| | | n/i | | 0.39 | | | | | | | | | | w/ store card; limit 4 | |
| | n/i | | 1.49 | | | | | | | | | | | | |
| | Shady Brook | 0.99 | | | | | | | | | | | | w/ store card | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Thanksgiving 2018

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

WHOLE TURKEYS

| State | Supermarket | Label | Conventional | | Antibiotic-Free | | Kosher | | Organic | | Free Range | Non-GMO | Heritage | Conditions | |
|---------------------|---------------------------------|------------------|--------------|--------|-----------------|--------|--------|--------|---------|--------|------------|---------|----------|-----------------|--|
| | | | Fresh | Frozen | Fresh | Frozen | Fresh | Frozen | Fresh | Frozen | Fresh | Fresh | Fresh | | |
| VT <i>(cont)</i> | Hannaford <i>(continued)</i> | Shady Brook | 1.69 | | | | | | | | | | | | |
| | | Hannaford | | 0.59 | | | | | | | | | | w/ store card | |
| | Hannaford | | 0.59 | | | | | | | | | | | | |
| | Nature's Place | | | 2.29 | | | | | | | | | | w/ store card | |
| | Nature's Place | | | 2.79 | | | | | | | | | | | |
| | Price Chopper | Butterball | | 0.99 | | | | | | | | | | | w/ store card; limit 1 |
| | | Butterball | 1.69 | | | | | | | | | | | | |
| | | Shady Brook | | 0.37 | | | | | | | | | | | w/ \$25 purchase and store card; limit 1 |
| | Shady Brook | | 1.29 | | | | | | | | | | | | |
| | Shaw's | Plainville Farms | | | 2.49 | | | | | | | | | | |
| | | n/i | 0.88 | 0.39 | | | | | | | | | | | w/ \$25 purchase; limit 1 |
| | Target | Butterball | | 1.29 | | | | | | | | | | | |
| | | Market Pantry | | 0.59 | | | | | | | | | | | w/ 25% off coupon; limit 4 |
| | Tops Markets | Market Pantry | | 0.79 | | | | | | | | | | | limit 4 |
| | | Butterball | | 0.99 | | | | | | | | | | | limit 4 |
| | | Jennie-O | | 0.48 | | | | | | | | | | | w/ \$25 purchase; limit 1 |
| | | Jennie-O | 1.39 | | | | | | | | | | | | |
| | | Honeysuckle | 1.49 | 0.99 | | | | | | | | | | | |
| | Trader Joe's | Butterball | 1.69 | 1.19 | | | | | | | | | | | |
| | | Plainville Farms | | | | 0.78 | | | | | | | | | w/ \$25 purchase; limit 1 |
| Plainville Farms | | | | 2.99 | | | | | | | | | | | |
| Trader Joe's | | | | 1.99 | | | | | | | | | | brined | |
| Walmart | Trader Joe's | | | | | | 2.99 | | 3.49 | | | | | < 16 lbs. (hen) | |
| | n/i | | 0.98 | | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Thanksgiving 2018

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

WHOLE TURKEYS

| State | Supermarket | Label | Conventional | | Antibiotic-Free | | Kosher | | Organic | | Free Range | Non-GMO | Heritage | Conditions |
|--|---------------------|--------------------|--------------|--------|-----------------|--------|--------|--------|---------|--------|------------|---------|----------|---------------------------|
| | | | Fresh | Frozen | Fresh | Frozen | Fresh | Frozen | Fresh | Frozen | Fresh | Fresh | Fresh | |
| SOUTHEASTERN U.S. - AL,FL,GA,KY,MS,NC,SC,TN,VA,WV | | | | | | | | | | | | | | |
| AL | ALDI | Butterball | | 1.99 | | | | | | | | | | smoked |
| | | Never Any! | | | | 1.19 | | | | | | | | |
| | | Honeysuckle | 1.19 | | | | | | | | | | | limit 2 |
| | | Simply Nature | | | | | | | 2.99 | | | | | limit 2 |
| | Bruce's Foodland | Food Club | | 0.89 | | | | | | | | | | |
| | Cash Saver | Best Choice | | 0.71 | | | | | | | | | | |
| | Dollar General Mrkt | Jennie-O | | 0.95 | | | | | | | | | | < 16 lbs. (hen); limit 1 |
| | Earth Fare | n/i | | | 2.69 | | | | 3.99 | | | | | |
| | Food Giant | Butterball | | 1.19 | | | | | | | | | | w/ \$25 purchase; limit 1 |
| | | Best Choice | | 0.69 | | | | | | | | | | w/ \$25 purchase; limit 1 |
| | Gateway Foodland | Food Club | | 0.79 | | | | | | | | | | limit 1 |
| | Greer's Market | n/i | | 0.79 | | | | | | | | | | |
| | Hometown Markets | Essential Everyday | | 0.79 | | | | | | | | | | limit 2 |
| | Ingle's Market | Butterball | | 0.98 | | | | | | | | | | w/ store card; limit 2 |
| | | Butterball | 2.58 | 2.18 | | | | | | | | | | |
| | | Butterball | 1.98 | | | | | | | | | | | w/ store card |
| | | Honeysuckle | | 0.48 | | | | | | | | | | w/ \$25 purchase; limit 1 |
| | | Honeysuckle | | 1.88 | | | | | | | | | | |
| | Kroger Atlanta | Kroger | | 0.59 | | | | | | | | | | w/ \$25 purchase; limit 2 |
| | | Butterball | | 0.99 | | | | | | | | | | w/ store card; limit 2 |
| | | Butterball | 1.69 | | | | | | | | | | | w/ store card |
| | | Honeysuckle | 1.49 | | | | | | | | | | | w/ store card |
| | | Simple Truth | | | | 1.59 | | | | | | | | w/ store card |
| | Kroger Nashville | Kroger | | 0.49 | | | | | | | | | | w/ \$25 purchase; limit 2 |
| | | Butterball | | 1.29 | | | | | | | | | | w/ store card |
| | | Simple Truth | | | | 1.79 | | | | | | | | w/ store card |
| | | Butterball | 1.99 | | | | | | | | | | | w/ store card |
| | Luckys Sprmrkt | Best Choice | | 0.99 | | | | | | | | | | limit 2 |
| | Piggly Wiggly Inc. | Piggly Wiggly | | 0.99 | | | | | | | | | | |
| | Piggly Wiggly JTM | Piggly Wiggly | | 0.39 | | | | | | | | | | w/ \$50 purchase; limit 1 |
| | | Piggly Wiggly | | 0.99 | | | | | | | | | | |
| | Publix | Publix | | 0.49 | | | | | | | | | | limit 2 |
| | | Publix | | 1.19 | | | | | | | | | | |
| | | GreenWise | | | 1.69 | 1.49 | | | | | | | | |
| | | Butterball | | 0.99 | | | | | | | | | | limit 2 |
| | | Butterball | 1.89 | 1.39 | | | | | | | | | | |
| | | Publix | | 2.99 | | | | | | | | | | smoked |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Thanksgiving 2018

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

WHOLE TURKEYS

| State | Supermarket | Label | Conventional | | Antibiotic-Free | | Kosher | | Organic | | Free Range | Non-GMO | Heritage | Conditions | |
|---------------------|---------------------|---------------|--------------|--------|-----------------|--------|--------|--------|---------|--------|------------|---------|----------|---------------------------|----------------------------|
| | | | Fresh | Frozen | Fresh | Frozen | Fresh | Frozen | Fresh | Frozen | Fresh | Fresh | Fresh | | |
| AL <i>(cont)</i> | PW Homeland | Best Choice | | 0.49 | | | | | | | | | | w/ \$25 purchase; limit 1 | |
| | PW Houchens | Butterball | | 1.38 | | | | | | | | | | | |
| | | Best Choice | | 0.78 | | | | | | | | | | w/ purchase; limit 1 | |
| | Ramey's | Best Choice | | 0.68 | | | | | | | | | | < 16 lbs. (hen); limit 1 | |
| | | Best Choice | | 1.28 | | | | | | | | | | < 16 lbs. (hen) | |
| | Rouses Market | Honeysuckle | | 0.49 | | | | | | | | | | w/ \$20 purchase; limit 1 | |
| | | Honeysuckle | 1.19 | 0.99 | | | | | | | | | | | |
| | | Butterball | 1.49 | | | | | | | | | | | | |
| | Sam's Club | Member's Mark | | 1.98 | | | | | | | | | | | smoked |
| | | Member's Mark | 0.99 | | 1.99 | | | | | | | | | | |
| | Save-a-Lot | Honeysuckle | | 0.49 | | | | | | | | | | | w/ \$25 purchase |
| | Target | Market Pantry | | 0.59 | | | | | | | | | | | w/ 25% off coupon; limit 4 |
| | | Market Pantry | | 0.79 | | | | | | | | | | | limit 4 |
| | | Butterball | | 0.99 | | | | | | | | | | | limit 4 |
| | The Fresh Market | TFM | | | 2.49 | | | | | 3.99 | | | | | |
| | Trader Joe's | Trader Joe's | | | 1.99 | | | | | | | | | | brined |
| | | Trader Joe's | | | | | 2.99 | | | 3.49 | | | | | < 16 lbs. (hen) |
| | Vowel's | Best Choice | | 0.89 | | | | | | | | | | | |
| | Walmart | n/i | | 0.98 | | | | | | | | | | | |
| | Western Markets | Jennie-O | 1.39 | | | | | | | | | | | | < 16 lbs. (hen) |
| WFM South | WFM | | | 2.49 | | | | | 3.49 | | | | 3.99 | | |
| | WFM | | | 2.99 | | | | | | | | | | brined | |
| | WFM | | | | 4.99 | | | | | | | | | smoked | |
| Winn-Dixie | Butterball | | 0.99 | | | | | | | | | | | w/ store card; limit 2 | |
| | Butterball | | 1.89 | | | | | | | | | | | | |
| | Honeysuckle | | 0.49 | | | | | | | | | | | w/ \$30 purchase; limit 1 | |
| | Honeysuckle | | 0.99 | | | | | | | | | | | | |
| | Honeysuckle | 0.99 | | | | | | | | | | | | w/ store card; limit 2 | |
| | Honeysuckle | 1.89 | | | | | | | | | | | | | |
| FL | ALDI | Butterball | | 1.99 | | | | | | | | | | smoked | |
| | | Never Any! | | | | 1.19 | | | | | | | | | |
| | | Honeysuckle | 1.19 | | | | | | | | | | | limit 2 | |
| | | Simply Nature | | | | | | | 2.99 | | | | | limit 2 | |
| | Bravo | n/i | | 0.77 | | | | | | | | | | limit 1 | |
| | Dollar General Mrkt | Jennie-O | | 0.95 | | | | | | | | | | < 16 lbs. (hen); limit 1 | |
| | Earth Fare | n/i | | | 2.69 | | | | 3.99 | | | | | | |
| | Food Giant | Butterball | | 1.19 | | | | | | | | | | w/ \$25 purchase; limit 1 | |
| | Best Choice | | 0.69 | | | | | | | | | | | w/ \$25 purchase; limit 1 | |

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Thanksgiving 2018

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WHOLE TURKEYS

| State | Supermarket | Label | Conventional | | Antibiotic-Free | | Kosher | | Organic | | Free Range | Non-GMO | Heritage | Conditions | |
|---------------------|-----------------|--------------------|--------------|--------|-----------------|--------|--------|--------|---------|--------|------------|---------|----------|------------------------|---------------------------|
| | | | Fresh | Frozen | Fresh | Frozen | Fresh | Frozen | Fresh | Frozen | Fresh | Fresh | Fresh | | |
| FL <i>(cont)</i> | Fresco y Mas | Butterball | | 0.98 | | | | | | | | | | w/ store card; limit 2 | |
| | | Honeysuckle | | 0.38 | | | | | | | | | | | w/ \$30 purchase; limit 1 |
| | | Honeysuckle | | 0.98 | | | | | | | | | | | limit 2 |
| | Gordon Food | Jennie-O | | 0.79 | | | | | | | | | | | limit 1 |
| | | Jennie-O | | 1.99 | | | | | | | | | | | |
| | | Butterball | | 1.69 | | | | | | | | | | | |
| | Greer's Market | n/i | | 0.79 | | | | | | | | | | | |
| | Harris Teeter | Harris Teeter | | 0.99 | | | | | | | | | | | w/ store card |
| | | Harris Teeter | | 1.59 | | | | | | | | | | | |
| | | Butterball | 1.39 | 1.29 | | | | | | | | | | | w/ store card |
| | Harvey's | Butterball | 2.39 | 1.99 | | | | | | | | | | | |
| | | Butterball | | 0.98 | | | | | | | | | | | w/ store card; limit 2 |
| | | Butterball | | 1.89 | | | | | | | | | | | |
| | | Honeysuckle | | 0.38 | | | | | | | | | | | w/ \$30 purchase; limit 1 |
| | | Honeysuckle | | 0.98 | | | | | | | | | | | |
| | Hitchcock's | Honeysuckle | 0.98 | | | | | | | | | | | | w/ store card; limit 2 |
| | | Honeysuckle | 1.89 | | | | | | | | | | | | |
| | | Butterball | | 1.29 | | | | | | | | | | | |
| | IGA Stores - FL | Essential Everyday | | 0.78 | | | | | | | | | | | |
| | | Jennie-O | | 0.69 | | | | | | | | | | | limit 2 |
| | Lucky's Market | Jennie-O | | 0.99 | | | | | | | | | | | |
| | | Butterball | | 0.99 | | | | | | | | | | | |
| | | Lucky's Market | | | | 1.48 | | | 3.88 | | | 2.98 | | | |
| | Milam's Market | Butterball | | 0.88 | | | | | | | | | | limit 1 | |
| | Price Choice | Mary's | | | | | | | | 1.99 | | | | | |
| | | n/i | | 0.67 | | | | | | | | | | | < 16 lbs. (hen); limit 1 |
| | Publix | Publix | | 0.49 | | | | | | | | | | | limit 2 |
| | | Publix | | 1.19 | | | | | | | | | | | |
| | | GreenWise | | | 1.69 | 1.49 | | | | | | | | | |
| | | Butterball | | 0.99 | | | | | | | | | | | limit 2 |
| | | Butterball | 1.89 | 1.39 | | | | | | | | | | | |
| | PW Houchens | Publix | | 2.99 | | | | | | | | | | | smoked |
| | | Butterball | | 1.38 | | | | | | | | | | | |
| Best Choice | | | 0.78 | | | | | | | | | | | w/ purchase; limit 1 | |
| Sam's Club | Member's Mark | | 1.98 | | | | | | | | | | | smoked | |
| | Member's Mark | 0.99 | | 1.99 | | | | | | | | | | | |
| Save-a-Lot | Honeysuckle | | 0.49 | | | | | | | | | | | w/ \$25 purchase | |
| Scaff's Market | Honeysuckle | | 0.99 | | | | | | | | | | | | |

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WHOLE TURKEYS

| State | Supermarket | Label | Conventional | | Antibiotic-Free | | Kosher | | Organic | | Free Range | Non-GMO | Heritage | Conditions | |
|---------------------|---------------------|---------------|--------------|--------|-----------------|--------|--------|--------|---------|--------|------------|---------|--|----------------------------|--|
| | | | Fresh | Frozen | Fresh | Frozen | Fresh | Frozen | Fresh | Frozen | Fresh | Fresh | Fresh | | |
| FL <i>(cont)</i> | Sedano's | Sedano's | | 0.39 | | | | | | | | | | w/ \$20 purchase; limit 1 | |
| | Target | Market Pantry | | 0.59 | | | | | | | | | | w/ 25% off coupon; limit 4 | |
| | | Market Pantry | | 0.79 | | | | | | | | | | limit 4 | |
| | | Butterball | | 0.99 | | | | | | | | | | limit 4 | |
| | The Fresh Market | TFM | | | 2.49 | | | | 3.99 | | | | | | |
| | Trader Joe's | Trader Joe's | | | 1.99 | | | | | | | | | brined | |
| | | Trader Joe's | | | | | 2.99 | | 3.49 | | | | | < 16 lbs. (hen) | |
| | Walmart | n/i | | 0.98 | | | | | | | | | | | |
| | WFM Florida | WFM | | | 2.49 | | | | 3.49 | | | | 4.99 | | |
| | | WFM | | | 2.99 | | | | | | | | | brined | |
| | Winn-Dixie | Kosher Valley | | | | | 3.99 | | | | | | | antibiotic-free | |
| | | Butterball | | 0.99 | | | | | | | | | | w/ store card; limit 2 | |
| | | Butterball | | 1.89 | | | | | | | | | | | |
| | | Honeysuckle | | 0.49 | | | | | | | | | | w/ \$30 purchase; limit 1 | |
| Honeysuckle | | | 0.99 | | | | | | | | | | w/ store card; limit 2 | | |
| | Honeysuckle | | 1.89 | | | | | | | | | | | | |
| GA | AF Basket | Shady Brook | 0.89 | | | | | | | | | | | w/ \$99 purchase | |
| | | Shady Brook | 1.99 | | | | | | | | | | | w/ \$99 purchase | |
| | | n/i | | free | | | | | | | | | | | |
| | ALDI | n/i | | 0.79 | | | | | | | | | | | |
| | | Butterball | 1.79 | 1.49 | | | | | | | | | | | |
| | | Butterball | | 1.99 | | | 1.19 | | | | | | | smoked | |
| | | Never Any! | | | | | | | | | | | | limit 2 | |
| | Bi-Lo | Honeysuckle | 1.19 | | | | | | 2.99 | | | | | limit 2 | |
| | | Simply Nature | | | | | | | | | | | | limit 2 | |
| | | Butterball | | 0.99 | | | | | | | | | | w/ store card; limit 2 | |
| | | Butterball | | 1.89 | | | | | | | | | | | |
| | | Honeysuckle | | 0.33 | | | | | | | | | | w/ \$30 purchase; limit 1 | |
| | | Honeysuckle | | 0.99 | | | | | | | | | | | |
| | | Honeysuckle | 0.99 | | | | | | | | | | | limit 2 | |
| | Honeysuckle | 1.89 | | | | | | | | | | | | | |
| | Dollar General Mrkt | Jennie-O | | 0.95 | | | | | | | | | | < 16 lbs. (hen); limit 1 | |
| | Earth Fare | n/i | | | 2.69 | | | | 3.99 | | | | | | |
| Food City | Butterball | | 0.99 | | | | | | | | | | w/ store card; limit 2 | | |
| Food Depot | n/i | | 0.43 | | | | | | | | | | < 16 lbs. (hen); w/ \$25 purchase; limit 2 | | |
| Food Giant | Butterball | | 1.19 | | | | | | | | | | w/ \$25 purchase; limit 1 | | |
| | Best Choice | | 0.69 | | | | | | | | | | w/ \$25 purchase; limit 1 | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Thanksgiving 2018

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

WHOLE TURKEYS

| State | Supermarket | Label | Conventional | | Antibiotic-Free | | Kosher | | Organic | | Free Range | Non-GMO | Heritage | Conditions | |
|-------------------|-----------------|---------------|--------------|--------|-----------------|--------|--------|--------|---------|--------|------------|---------|----------|---------------------------|---------------------------|
| | | | Fresh | Frozen | Fresh | Frozen | Fresh | Frozen | Fresh | Frozen | Fresh | Fresh | Fresh | | |
| GA (cont) | Food Lion | n/i | | 0.27 | | | | | | | | | | w/ \$35 purchase; limit 2 | |
| | | n/i | | 1.79 | | | | | | | | | | w/ store card | |
| | | Butterball | 0.99 | 0.99 | | | | | | | | | | | w/ store card |
| | | Butterball | 1.99 | 1.99 | | | | | | | | | | | w/ store card |
| | | Jennie-O | 1.49 | | | | | | | | | | | | w/ store card |
| | Food Pride | Open Acres | | 0.99 | | | | | | | | | | | |
| | Galaxy Foods | n/i | | 0.78 | | | | | | | | | | | w/ \$25 purchase; limit 1 |
| | | Butterball | | 1.29 | | | | | | | | | | | |
| | Harris Teeter | Harris Teeter | | 0.99 | | | | | | | | | | | w/ store card |
| | | Harris Teeter | | 1.59 | | | | | | | | | | | |
| | | Butterball | 1.39 | 1.29 | | | | | | | | | | | w/ store card |
| | Harvey's | Butterball | 2.39 | 1.99 | | | | | | | | | | | |
| | | Butterball | | 0.98 | | | | | | | | | | | w/ store card; limit 2 |
| | | Butterball | | 1.89 | | | | | | | | | | | |
| | Harvey's | Honeysuckle | | 0.38 | | | | | | | | | | | w/ \$30 purchase; limit 1 |
| | | Honeysuckle | | 0.98 | | | | | | | | | | | |
| | | Honeysuckle | 0.98 | | | | | | | | | | | | w/ store card; limit 2 |
| | | Honeysuckle | 1.89 | | | | | | | | | | | | |
| | IGA Food Stores | n/i | | 0.69 | | | | | | | | | | | w/ \$25 purchase; limit 2 |
| | | n/i | | 0.99 | | | | | | | | | | | |
| | | Honeysuckle | | 0.69 | | | | | | | | | | | w/ \$25 purchase; limit 2 |
| | IGA Stores SE | n/i | | 0.98 | | | | | | | | | | | |
| | | Butterball | 1.38 | | | | | | | | | | | | |
| | Ingle's Market | Butterball | | 0.98 | | | | | | | | | | | w/ store card; limit 2 |
| | | Butterball | 2.58 | 2.18 | | | | | | | | | | | |
| | | Butterball | 1.98 | | | | | | | | | | | | w/ store card |
| | Kroger Atlanta | Honeysuckle | | 0.48 | | | | | | | | | | | w/ \$25 purchase; limit 1 |
| | | Honeysuckle | | 1.88 | | | | | | | | | | | |
| | | Kroger | | 0.59 | | | | | | | | | | | w/ \$25 purchase; limit 2 |
| | | Butterball | | 0.99 | | | | | | | | | | | w/ store card; limit 2 |
| | Kroger Atlanta | Butterball | 1.69 | | | | | | | | | | | | w/ store card |
| | | Honeysuckle | 1.49 | | | | | | | | | | | | w/ store card |
| Simple Truth | | | | | 1.59 | | | | | | | | | w/ store card | |
| Lidl | Jennie-O | 0.99 | 0.78 | | | | | | | | | | | | |
| Little Giant | Butterball | 0.99 | | | | | | | | | | | | | |
| Lucky's Market | Lucky's Market | | | | 1.48 | | | 3.88 | | 2.98 | | | | | |
| Piggly Wiggly JTM | Piggly Wiggly | | 0.39 | | | | | | | | | | | w/ \$50 purchase; limit 1 | |
| | Piggly Wiggly | | 0.99 | | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Thanksgiving 2018

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

WHOLE TURKEYS

| State | Supermarket | Label | Conventional | | Antibiotic-Free | | Kosher | | Organic | | Free Range | Non-GMO | Heritage | Conditions | |
|---------------------|-----------------|------------------|--------------|--------|-----------------|--------|--------|--------|---------|--------|------------|---------|----------|---------------------------|----------------------------|
| | | | Fresh | Frozen | Fresh | Frozen | Fresh | Frozen | Fresh | Frozen | Fresh | Fresh | Fresh | | |
| GA <i>(cont)</i> | Publix | Publix | | 0.49 | | | | | | | | | | limit 2 | |
| | | Publix | | 1.19 | | | | | | | | | | | |
| | GreenWise | GreenWise | | | 1.69 | 1.49 | | | | | | | | | |
| | | Butterball | | 0.99 | | | | | | | | | | | limit 2 |
| | Butterball | Butterball | 1.89 | 1.39 | | | | | | | | | | | |
| | | Publix | | 2.99 | | | | | | | | | | | smoked |
| | PW Carolina Co. | Piggly Wiggly | | 0.98 | | | | | | | | | | | |
| | | Butterball | | 1.38 | | | | | | | | | | | |
| | n/i | | 1.69 | | | | | | | | | | | | |
| | PW Homeland | Best Choice | | 0.49 | | | | | | | | | | | w/ \$25 purchase; limit 1 |
| | PW Houchens | Butterball | | 1.38 | | | | | | | | | | | |
| | | Best Choice | | 0.78 | | | | | | | | | | | w/ purchase; limit 1 |
| | Sam's Club | Member's Mark | | 1.98 | | | | | | | | | | | smoked |
| | | Member's Mark | 0.99 | | 1.99 | | | | | | | | | | |
| | Save-a-Lot | Honeysuckle | | 0.49 | | | | | | | | | | | w/ \$25 purchase |
| | Target | Market Pantry | | 0.59 | | | | | | | | | | | w/ 25% off coupon; limit 4 |
| | | Market Pantry | | 0.79 | | | | | | | | | | | limit 4 |
| | Butterball | Butterball | | 0.99 | | | | | | | | | | | limit 4 |
| | | The Fresh Market | TFM | | | 2.49 | | | | 3.99 | | | | | |
| | Trader Joe's | Trader Joe's | | | 1.99 | | | | | | | | | | brined |
| Trader Joe's | | | | | | 2.99 | | | 3.49 | | | | | < 16 lbs. (hen) | |
| Walmart | n/i | | 0.98 | | | | | | | | | | | | |
| Wayfield's | Shady Brook | | 0.69 | | | | | | | | | | | | |
| WFM South | WFM | | | 2.49 | | | | | 3.49 | | | | 3.99 | | |
| | WFM | | | 2.99 | | | | | | | | | | brined | |
| Winn-Dixie | Butterball | | 0.99 | | | | | | | | | | | w/ store card; limit 2 | |
| | Butterball | | 1.89 | | | | | | | | | | | | |
| | Honeysuckle | | 0.49 | | | | | | | | | | | w/ \$30 purchase; limit 1 | |
| | Honeysuckle | | 0.99 | | | | | | | | | | | | |
| | Honeysuckle | 0.99 | | | | | | | | | | | | w/ store card; limit 2 | |
| | Honeysuckle | 1.89 | | | | | | | | | | | | | |
| KY | ALDI | Butterball | | 1.99 | | | | | | | | | | smoked | |
| | | Shady Brook | | 0.59 | | | | | | | | | | | |
| | | Never Any! | | | | 1.19 | | | | | | | | | |
| | Cox IGA | Honeysuckle | 1.19 | | | | | | | | | | | | limit 2 |
| | | Simply Nature | | | | | | | | 2.99 | | | | | limit 2 |
| | | IGA | | 0.99 | | | | | | | | | | | |
| Butterball | | 1.29 | | | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Thanksgiving 2018

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

WHOLE TURKEYS

| State | Supermarket | Label | Conventional | | Antibiotic-Free | | Kosher | | Organic | | Free Range | Non-GMO | Heritage | Conditions | |
|------------------|---------------------|--------------------|--------------|--------|-----------------|--------|--------|--------|---------|--------|------------|---------|----------|--------------------------|--|
| | | | Fresh | Frozen | Fresh | Frozen | Fresh | Frozen | Fresh | Frozen | Fresh | Fresh | Fresh | | |
| KY (cont) | Dollar General Mrkt | Jennie-O | | 0.95 | | | | | | | | | | < 16 lbs. (hen); limit 1 | |
| | E.W. James | Butterball | | 1.68 | | | | | | | | | | | |
| | | Best Choice | | 0.79 | | | | | | | | | | | w/ \$25 purchase; limit 1 |
| | Food City | Butterball | | 0.99 | | | | | | | | | | w/ store card; limit 2 | |
| | Food Fair | Butterball | | 1.19 | | | | | | | | | | | limit 1 |
| | | Butterball | 1.89 | | | | | | | | | | | | |
| | Walnut Creek | Butterball | | 2.99 | | | | | | | | | | | smoked |
| | | Butterball | | 1.19 | | | | | | | | | | | w/ \$25 purchase; limit 1 |
| | Food Giant | Best Choice | | 0.69 | | | | | | | | | | | w/ \$25 purchase; limit 1 |
| | | n/i | | 0.27 | | | | | | | | | | | w/ \$35 purchase; limit 2 |
| | Food Lion | n/i | | 1.79 | | | | | | | | | | | w/ store card |
| | | Butterball | 0.99 | 0.99 | | | | | | | | | | | w/ store card |
| | Butterball | 1.99 | 1.99 | | | | | | | | | | | | w/ store card |
| | | Jennie-O | 1.49 | | | | | | | | | | | | w/ store card |
| | Food Rite | Best Choice | | 0.59 | | | | | | | | | | | w/ \$25 purchase; limit 1 |
| | Foodland | Honeysuckle | | 0.88 | | | | | | | | | | | w/ store card; limit 1 |
| | | Honeysuckle | | 0.99 | | | | | | | | | | | w/ \$25 purchase; limit 1 |
| | Butterball | 1.59 | | | | | | | | | | | | | |
| | | Essential Everyday | | 0.68 | | | | | | | | | | | > 16 lbs. (tom); w/ \$25 purchase; limit 1 |
| | Li'l Butterball | 1.69 | | | | | | | | | | | | | < 10 lbs. (hen) |
| | | Honeysuckle | 1.39 | | | | | | | | | | | | w/ \$25 purchase; limit 1 |
| | Open Acres | 0.39 | | | | | | | | | | | | | w/ \$25 purchase; limit 1 |
| | | Honeysuckle | | 0.99 | | | | | | | | | | | w/ \$25 purchase; limit 1 |
| | Butterball | 1.19 | | | | | | | | | | | | | w/ \$25 purchase; limit 1 |
| | | Fresh Thyme | 0.97 | | | | | | | | | | | | |
| | Organic Prairie | 2.88 | | | | | | | | | | | | | |
| | | n/i | | 0.78 | | | | | | | | | | | w/ \$25 purchase; limit 1 |
| | Butterball | 1.29 | | | | | | | | | | | | | |
| | | Jennie-O | | 0.79 | | | | | | | | | | | limit 1 |
| | Jennie-O | 1.99 | | | | | | | | | | | | | |
| | | Butterball | | 1.69 | | | | | | | | | | | |
| | IGA Houchen's | IGA | | 0.79 | | | | | | | | | | | w/ \$10 purchase; limit 1 |
| | | Honeysuckle | 1.29 | | | | | | | | | | | | |
| IGA Stores KY/OH | Honeysuckle | 1.39 | | | | | | | | | | | | | |
| IGA Stores SE | n/i | | 0.98 | | | | | | | | | | | | |
| | Butterball | 1.38 | | | | | | | | | | | | | |
| IGA SpartanNash | Butterball | | 1.49 | | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Thanksgiving 2018

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

WHOLE TURKEYS

| State | Supermarket | Label | Conventional | | Antibiotic-Free | | Kosher | | Organic | | Free Range | Non-GMO | Heritage | Conditions |
|---------------|---------------------|----------------|--------------|--------|-----------------|--------|--------|--------|---------|--------|------------|---------|----------|--|
| | | | Fresh | Frozen | Fresh | Frozen | Fresh | Frozen | Fresh | Frozen | Fresh | Fresh | Fresh | |
| KY (cont) | Kroger Cincinnati | Kroger | | 0.47 | | | | | | | | | | w/ \$25 purchase; limit 2 |
| | | Honeysuckle | | 1.39 | | | | | | | | | | w/ store card |
| | | Butterball | | 1.29 | | | | | | | | | | w/ store card |
| | | Simple Truth | | | | 1.69 | | | | | | | | w/ store card |
| | Kroger Delta | Kroger | | 0.77 | | | | | | | | | | w/ store card; limit 2 |
| | | Honeysuckle | 1.39 | | | | | | | | | | | w/ store card |
| | | Simple Truth | | | | 1.69 | | | | | | | | w/ store card |
| | Kroger Mid-Atlantic | Butterball | | 1.49 | | | | | | | | | | w/ store card |
| | | Honeysuckle | | 0.37 | | | | | | | | | | w/ \$25 purchase; limit 2 |
| | Kroger Mid-South | Butterball | 1.29 | 1.09 | | | | | | | | | | w/ store card |
| | | Kroger | | 0.47 | | | | | | | | | | w/ \$25 purchase; limit 2 |
| | Kroger Nashville | Butterball | 1.69 | 0.99 | | | | | | | | | | w/ store card |
| | | Simple Truth | | | 1.99 | | | | | | | | | w/ store card |
| | | Kroger | | 0.59 | | | | | | | | | | w/ \$25 purchase; limit 2 |
| | | Butterball | | 1.29 | | | | | | | | | | w/ store card |
| | Lucky's Market | Simple Truth | | | | 1.79 | | | | | | | | w/ store card |
| | | Butterball | 1.99 | | | | | | | | | | | w/ store card |
| | | Lucky's Market | | | | 1.48 | | | 3.88 | | | 2.98 | | w/ store card |
| | Meijer | Meijer | 0.87 | 0.37 | | | | | | | | | | limit 1 |
| | | Butterball | 1.47 | 0.97 | | | | | | | | | | limit 1 |
| | | Honeysuckle | | 0.67 | | | | | | | | | | limit 1 |
| | | True Goodness | | | 1.97 | | | | | | | | | limit 1 |
| | PW Houchens | Butterball | | 1.38 | | | | | | | | | | w/ purchase; limit 1 |
| | | Best Choice | | 0.78 | | | | | | | | | | w/ \$25 purchase; limit 1 |
| | Remke Markets | Honeysuckle | 1.39 | 0.99 | | | | | | | | | | w/ \$25 purchase; limit 1 |
| | | Norbest | | 0.39 | | | | | | | | | | w/ \$25 purchase; limit 1 |
| | | Butterball | | 1.19 | | | | | | | | | | w/ \$25 purchase; limit 1 |
| | Ruler Foods | Kroger | | 0.47 | | | | | | | | | | |
| | | Butterball | | 0.98 | | | | | | | | | | |
| | Sam's Club | Member's Mark | | 1.98 | | | | | | | | | | |
| Member's Mark | | 0.99 | | 1.99 | | | | | | | | | | |
| Save-a-Lot | Honeysuckle | | 0.49 | | | | | | | | | | | w/ \$25 purchase |
| Super Dollar | Food City | | 0.85 | | | | | | | | | | | limit 2 |
| Target | Market Pantry | | 0.59 | | | | | | | | | | | w/ 25% off coupon; limit 4 |
| | Market Pantry | | 0.79 | | | | | | | | | | | limit 4 |
| | Butterball | | 0.99 | | | | | | | | | | | limit 4 |
| TC Grocers | Best Choice | | 1.09 | | | | | | | | | | | |
| | Best Choice | | 0.48 | | | | | | | | | | | < 16 lbs. (hen); w/ \$25 purchase; limit 1 |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Thanksgiving 2018

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

WHOLE TURKEYS

| State | Supermarket | Label | Conventional | | Antibiotic-Free | | Kosher | | Organic | | Free Range | Non-GMO | Heritage | Conditions |
|---------------------|---------------------|--------------------|--------------|--------|-----------------|--------|--------|--------|---------|--------|------------|---------|----------|--|
| | | | Fresh | Frozen | Fresh | Frozen | Fresh | Frozen | Fresh | Frozen | Fresh | Fresh | Fresh | |
| KY <i>(cont)</i> | The Fresh Market | TFM | | | 2.49 | | | | 3.99 | | | | | |
| | Trader Joe's | Trader Joe's | | | 1.99 | | | | | | | | | brined |
| | | Trader Joe's | | | | | 2.99 | | 3.49 | | | | | < 16 lbs. (hen) |
| | Walmart | n/i | | 0.98 | | | | | | | | | | antibiotic-free |
| | WFM Mid-Atlantic | Kosher Valley WFM | | | 2.49 | | | 3.49 | | | | | 2.99 | |
| MS | ALDI | Butterball | | 1.99 | | | | | | | | | | smoked |
| | | Never Any! | | | | 1.19 | | | | | | | | limit 2 |
| | | Honeysuckle | 1.19 | | | | | | 2.99 | | | | | limit 2 |
| | | Simply Nature | | | | | | | | | | | | limit 2 |
| | Corner Market | Essential Everyday | | 0.69 | | | | | | | | | | w/ additional purchase; limit 1 |
| | Dollar General Mrkt | Jennie-O | | 0.95 | | | | | | | | | | < 16 lbs. (hen); limit 1 |
| | Food Giant | Butterball | | 1.19 | | | | | | | | | | w/ \$25 purchase; limit 1 |
| | | Best Choice | | 0.69 | | | | | | | | | | w/ \$25 purchase; limit 1 |
| | Froogle's Cost Plus | Best Choice | | 0.68 | | | | | | | | | | limit 4 |
| | Greer's Market | n/i | | 0.79 | | | | | | | | | | |
| | Kroger Delta | Kroger | | 0.77 | | | | | | | | | | w/ store card; limit 2 |
| | | Honeysuckle | 1.39 | | | | | | | | | | | w/ store card |
| | | Simple Truth | | | | 1.69 | | | | | | | | w/ store card |
| | | Butterball | | 1.49 | | | | | | | | | | w/ store card |
| | Mac's Fresh | Best Choice | | * | | | | | | | | | | < 16 lbs. (hen); w/ \$50 purchase; \$7.77; limit 1 |
| | PW Houchens | Butterball | | 1.38 | | | | | | | | | | |
| | | Best Choice | | 0.78 | | | | | | | | | | w/ purchase; limit 1 |
| | Ramey's | Best Choice | | 0.68 | | | | | | | | | | < 16 lbs. (hen); limit 1 |
| | | Best Choice | | 1.28 | | | | | | | | | | < 16 lbs. (hen) |
| | Rouses | Honeysuckle | | 0.57 | | | | | | | | | | w/ \$20 purchase; limit 1 |
| | | Honeysuckle | | 0.99 | | | | | | | | | | |
| | Sam's Club | Member's Mark | | 1.98 | | | | | | | | | | smoked |
| | | Member's Mark | 0.99 | | 1.99 | | | | | | | | | |
| | Save-a-Lot | Honeysuckle | | 0.49 | | | | | | | | | | w/ \$25 purchase |
| | Sullivan's Grocery | n/i | | 0.99 | | | | | | | | | | |
| | Target | Market Pantry | | 0.59 | | | | | | | | | | w/ 25% off coupon; limit 4 |
| | | Market Pantry | | 0.79 | | | | | | | | | | limit 4 |
| | Butterball | | 0.99 | | | | | | | | | | limit 4 | |
| The Fresh Market | TFM | | | 2.49 | | | | | 3.99 | | | | | |
| Vowel's | Best Choice | | 0.89 | | | | | | | | | | | |
| Walmart | n/i | | 0.98 | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Thanksgiving 2018

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

WHOLE TURKEYS

| State | Supermarket | Label | Conventional | | Antibiotic-Free | | Kosher | | Organic | | Free Range | Non-GMO | Heritage | Conditions | |
|-------------------|--------------------|---------------|--------------|--------|-----------------|--------|--------|--------|---------|--------|------------|---------|----------|---|---------------------------|
| | | | Fresh | Frozen | Fresh | Frozen | Fresh | Frozen | Fresh | Frozen | Fresh | Fresh | Fresh | | |
| MS (cont) | WFM South | WFM | | | 2.49 | | | | 3.49 | | | | 3.99 | brined w/ store card; limit 2 w/ \$30 purchase; limit 1 w/ store card; limit 2 | |
| | (cont) | WFM | | | 2.99 | | | | | | | | | | |
| | Winn-Dixie | Butterball | | | 0.99 | | | | | | | | | | |
| | | Butterball | | | 1.89 | | | | | | | | | | |
| | | Honeysuckle | | | 0.49 | | | | | | | | | | |
| | | Honeysuckle | | | 0.99 | | | | | | | | | | |
| | | Honeysuckle | | 0.99 | | | | | | | | | | | |
| | Honeysuckle | | 1.89 | | | | | | | | | | | | |
| NC | ALDI | Butterball | | 1.99 | | | | | | | | | | smoked | |
| | | Shady Brook | | 0.59 | | | | | | | | | | | |
| | | Never Any! | | | | 1.19 | | | | | | | | | |
| | | Honeysuckle | 1.19 | | | | | | | | | | | | limit 2 |
| | Bi-Lo | Simply Nature | | | | | | | 2.99 | | | | | | limit 2 |
| | | Butterball | | 0.99 | | | | | | | | | | | w/ store card; limit 2 |
| | | Butterball | | 1.89 | | | | | | | | | | | |
| | | Honeysuckle | | 0.33 | | | | | | | | | | | w/ \$30 purchase; limit 1 |
| | | Honeysuckle | | 0.99 | | | | | | | | | | | |
| | | Honeysuckle | 0.99 | | | | | | | | | | | | limit 2 |
| | Carlie C's IGA | Honeysuckle | 1.89 | | | | | | | | | | | | |
| | | n/i | 0.98 | 0.36 | | | | | | | | | | | w/ \$35 purchase; limit 1 |
| | Earth Fare | Butterball | | 0.98 | | | | | | | | | | | w/ \$35 purchase; limit 1 |
| | | n/i | | | 2.69 | | | | 3.99 | | | | | | |
| | Food Lion | n/i | | 0.27 | | | | | | | | | | | w/ \$35 purchase; limit 2 |
| | | n/i | | 1.79 | | | | | | | | | | | w/ store card |
| | | Butterball | 0.99 | 0.99 | | | | | | | | | | | w/ store card |
| | | Butterball | 1.99 | 1.99 | | | | | | | | | | | w/ store card |
| | | Jennie-O | 1.49 | | | | | | | | | | | | w/ store card |
| | Food Pride | Open Acres | | 0.99 | | | | | | | | | | | |
| | Fresh Foods | Open Acres | | 1.09 | | | | | | | | | | | < 16 lbs. (hen) |
| | | Butterball | | 1.49 | | | | | | | | | | | |
| | Galaxy Foods | n/i | | 0.78 | | | | | | | | | | | w/ \$25 purchase; limit 1 |
| Butterball | | | 1.29 | | | | | | | | | | | | |
| Great Valu Market | Essential Everyday | | 0.68 | | | | | | | | | | | w/ \$25 purchase; limit 1 | |
| Harris Teeter | Harris Teeter | | 0.99 | | | | | | | | | | | w/ store card | |
| | Harris Teeter | | 1.59 | | | | | | | | | | | | |
| | Butterball | 1.39 | 1.29 | | | | | | | | | | | w/ store card | |
| | Butterball | 2.39 | 1.99 | | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Thanksgiving 2018

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

WHOLE TURKEYS

| State | Supermarket | Label | Conventional | | Antibiotic-Free | | Kosher | | Organic | | Free Range | Non-GMO | Heritage | Conditions | |
|----------------------|-------------------|-----------------|--------------|--------|-----------------|--------|--------|--------|---------|--------|------------|---------|----------|------------------------|--------------------------------------|
| | | | Fresh | Frozen | Fresh | Frozen | Fresh | Frozen | Fresh | Frozen | Fresh | Fresh | Fresh | | |
| NC <i>(cont)</i> | Harvey's | Butterball | | 0.98 | | | | | | | | | | w/ store card; limit 2 | |
| | | Butterball | | 1.89 | | | | | | | | | | | |
| | | Honeysuckle | | 0.38 | | | | | | | | | | | w/ \$30 purchase; limit 1 |
| | | Honeysuckle | | 0.98 | | | | | | | | | | | |
| | | Honeysuckle | 0.98 | | | | | | | | | | | | w/ store card; limit 2 |
| | | Honeysuckle | 1.89 | | | | | | | | | | | | |
| | Hills Food Stores | Open Acres | | 1.09 | | | | | | | | | | | |
| | IGA Food Stores | n/i | | 0.69 | | | | | | | | | | | w/ \$25 purchase; limit 2 |
| | | n/i | | 0.99 | | | | | | | | | | | |
| | IGA Stores SE | Honeysuckle | | 0.69 | | | | | | | | | | | w/ \$25 purchase; limit 2 |
| | | n/i | | 0.98 | | | | | | | | | | | |
| | Ingle's Market | Butterball | 1.38 | | | | | | | | | | | | |
| | | Butterball | | 0.98 | | | | | | | | | | | w/ store card; limit 2 |
| | | Butterball | 2.58 | 2.18 | | | | | | | | | | | |
| | Just \$ave Foods | Butterball | 1.98 | | | | | | | | | | | | w/ store card |
| | | Honeysuckle | | 0.48 | | | | | | | | | | | w/ \$25 purchase; limit 1 |
| | | Honeysuckle | | 1.88 | | | | | | | | | | | |
| | | n/i | | 0.58 | | | | | | | | | | | limit 2 |
| | Lidl | Butterball | | 1.48 | | | | | | | | | | | |
| | | Jennie-O | 0.99 | 0.78 | | | | | | | | | | | |
| | Lowe's Food | Li'l Butterball | | free | | | | | | | | | | | < 16 lbs. (hen); w/ ham purchase |
| | | Jennie-O | | 0.37 | | | | | | | | | | | w/ \$35 purchase; limit 1 |
| | | Butterball | | 1.49 | | | | | | | | | | | limit 4 |
| | | Butterball | 1.67 | | | | | | | | | | | | |
| | | Shady Brook | 1.27 | | | | | | | | | | | | w/ \$35 purchase; limit 1 |
| | | Shady Brook | 0.98 | | | | | | | | | | | | w/ \$35 purchase and coupon; limit 1 |
| | | Blackwing | | | | | | | | 5.99 | | | | | < 16 lbs. (hen) |
| | | Perdue | | | 2.99 | | | | | | | | | | < 16 lbs. (hen) |
| | | Joyce Farms | | | | | | | | | | | | 5.99 | |
| | | Publix | Publix | | 0.49 | | | | | | | | | | |
| Publix | | | 1.19 | | | | | | | | | | | | |
| GreenWise | | | | 1.69 | 1.49 | | | | | | | | | | |
| Butterball | | | 0.99 | | | | | | | | | | | limit 2 | |
| Butterball | 1.89 | | 1.39 | | | | | | | | | | | | |
| Piggly Wiggly Retail | Publix | | 2.99 | | | | | | | | | | | smoked | |
| | Butterball | | 1.39 | | | | | | | | | | | | |
| Piggly Wiggly Stores | Jennie-O | | 0.78 | | | | | | | | | | | limit 2 | |
| | Butterball | | 0.98 | | | | | | | | | | | limit 2 | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Thanksgiving 2018

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

WHOLE TURKEYS

| State | Supermarket | Label | Conventional | | Antibiotic-Free | | Kosher | | Organic | | Free Range | Non-GMO | Heritage | Conditions | |
|---------------------|---------------------|---------------|--------------|--------|-----------------|--------|--------|--------|---------|--------|------------|---------|----------|------------------------|----------------------------|
| | | | Fresh | Frozen | Fresh | Frozen | Fresh | Frozen | Fresh | Frozen | Fresh | Fresh | Fresh | | |
| NC <i>(cont)</i> | Sam's Club | Member's Mark | | 1.98 | | | | | | | | | | smoked | |
| | | Member's Mark | 0.99 | | 1.99 | | | | | | | | | | |
| | Save-a-Lot | Honeysuckle | | 0.49 | | | | | | | | | | w/ \$25 purchase | |
| | Target | Market Pantry | | 0.59 | | | | | | | | | | | w/ 25% off coupon; limit 4 |
| | | Market Pantry | | 0.79 | | | | | | | | | | | limit 4 |
| | | Butterball | | 0.99 | | | | | | | | | | | limit 4 |
| | The Fresh Market | TFM | | | 2.49 | | | | 3.99 | | | | | | |
| | Trader Joe's | Trader Joe's | | | 1.99 | | | | | | | | | | brined |
| | | Trader Joe's | | | | | 2.99 | | 3.49 | | | | | | < 16 lbs. (hen) |
| | Walmart | n/i | | 0.98 | | | | | | | | | | | |
| WFM South | WFM | | | 2.49 | | | | 3.49 | | | | | 3.99 | | |
| | WFM | | | 2.99 | | | | | | | | | | brined | |
| SC | ALDI | Butterball | | 1.99 | | | | | | | | | | | smoked |
| | | Shady Brook | | 0.59 | | | | | | | | | | | |
| | | Never Any! | | | | 1.19 | | | | | | | | | |
| | | Honeysuckle | 1.19 | | | | | | | | | | | | limit 2 |
| | Bi-Lo | Simply Nature | | | | | | | 2.99 | | | | | | limit 2 |
| | | Butterball | | 0.99 | | | | | | | | | | | w/ store card; limit 2 |
| | | Butterball | | 1.89 | | | | | | | | | | | |
| | | Honeysuckle | | 0.33 | | | | | | | | | | | w/ \$30 purchase; limit 1 |
| | | Honeysuckle | | 0.99 | | | | | | | | | | | limit 2 |
| | | Honeysuckle | 0.99 | | | | | | | | | | | | |
| | Dollar General Mrkt | Jennie-O | | 0.95 | | | | | | | | | | | < 16 lbs. (hen); limit 1 |
| | | Earth Fare | n/i | | 2.69 | | | | 3.99 | | | | | | |
| | | Food Lion | n/i | | 0.27 | | | | | | | | | | w/ \$35 purchase; limit 2 |
| | | | n/i | | 1.79 | | | | | | | | | | w/ store card |
| | Galaxy Foods | Butterball | 0.99 | 0.99 | | | | | | | | | | | w/ store card |
| | | Butterball | 1.99 | 1.99 | | | | | | | | | | | w/ store card |
| | | Jennie-O | 1.49 | | | | | | | | | | | | w/ store card |
| | | n/i | | 0.78 | | | | | | | | | | | w/ \$25 purchase; limit 1 |
| | | Butterball | | 1.29 | | | | | | | | | | | |
| | | Butterball | | 1.29 | | | | | | | | | | | |
| Harris Teeter | Harris Teeter | | 0.99 | | | | | | | | | | | w/ store card | |
| | Harris Teeter | | 1.59 | | | | | | | | | | | | |
| | Butterball | 1.39 | 1.29 | | | | | | | | | | | w/ store card | |
| Harvey's | Butterball | 2.39 | 1.99 | | | | | | | | | | | | |
| | Butterball | | 0.98 | | | | | | | | | | | w/ store card; limit 2 | |
| | Butterball | | 1.89 | | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Thanksgiving 2018

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

WHOLE TURKEYS

| State | Supermarket | Label | Conventional | | Antibiotic-Free | | Kosher | | Organic | | Free Range | Non-GMO | Heritage | Conditions | |
|-----------------|-------------------------|-----------------|--------------|--------|-----------------|--------|--------|--------|---------|--------|------------|---------|----------|---------------------------|--------------------------------------|
| | | | Fresh | Frozen | Fresh | Frozen | Fresh | Frozen | Fresh | Frozen | Fresh | Fresh | Fresh | | |
| SC (cont) | Harvey's (continued) | Honeysuckle | | 0.38 | | | | | | | | | | w/ \$30 purchase; limit 1 | |
| | | Honeysuckle | | 0.98 | | | | | | | | | | | |
| | | Honeysuckle | 0.98 | | | | | | | | | | | | w/ store card; limit 2 |
| | | Honeysuckle | 1.89 | | | | | | | | | | | | |
| | Hills Food Stores | Open Acres | | 1.09 | | | | | | | | | | | |
| | IGA Food Stores | n/i | | 0.69 | | | | | | | | | | | w/ \$25 purchase; limit 2 |
| | | n/i | | 0.99 | | | | | | | | | | | |
| | IGA Stores SE | Honeysuckle | | 0.69 | | | | | | | | | | | w/ \$25 purchase; limit 2 |
| | | n/i | | 0.98 | | | | | | | | | | | |
| | Ingle's Market | Butterball | 1.38 | | | | | | | | | | | | |
| | | Butterball | | 0.98 | | | | | | | | | | | w/ store card; limit 2 |
| | | Butterball | 2.58 | 2.18 | | | | | | | | | | | |
| | Kroger Atlanta | Butterball | 1.98 | | | | | | | | | | | | w/ store card |
| | | Honeysuckle | | 0.48 | | | | | | | | | | | w/ \$25 purchase; limit 1 |
| | | Honeysuckle | | 1.88 | | | | | | | | | | | |
| | | Kroger | | 0.59 | | | | | | | | | | | w/ \$25 purchase; limit 2 |
| | | Butterball | | 0.99 | | | | | | | | | | | w/ store card; limit 2 |
| | Lidl | Butterball | 1.69 | | | | | | | | | | | | w/ store card |
| | | Honeysuckle | 1.49 | | | | | | | | | | | | w/ store card |
| | | Simple Truth | | | | 1.59 | | | | | | | | | w/ store card |
| | | Jennie-O | 0.99 | 0.78 | | | | | | | | | | | |
| | Lowe's Food | Li'l Butterball | | free | | | | | | | | | | | < 16 lbs. (hen); w/ ham purchase |
| | | Jennie-O | | 0.37 | | | | | | | | | | | w/ \$35 purchase; limit 1 |
| | | Butterball | | 1.49 | | | | | | | | | | | limit 4 |
| | | Butterball | 1.67 | | | | | | | | | | | | |
| | | Shady Brook | 1.27 | | | | | | | | | | | | w/ \$35 purchase; limit 1 |
| | | Shady Brook | 0.98 | | | | | | | | | | | | w/ \$35 purchase and coupon; limit 1 |
| | | Blackwing | | | | | | | | 5.99 | | | | | < 16 lbs. (hen) |
| Perdue | | | | | 2.99 | | | | | | | | | < 16 lbs. (hen) | |
| PW Carolina Co. | Joyce Farms | | | | | | | | | | | | 5.99 | | |
| | Piggly Wiggly | | 0.98 | | | | | | | | | | | | |
| | Butterball | | 1.38 | | | | | | | | | | | | |
| Publix | n/i | 1.69 | | | | | | | | | | | | | |
| | Publix | | 0.49 | | | | | | | | | | | limit 2 | |
| | Publix | | 1.19 | | | | | | | | | | | | |
| | GreenWise | | | 1.69 | 1.49 | | | | | | | | | | |
| | Butterball | | 0.99 | | | | | | | | | | | limit 2 | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

**Thanksgiving 2018
WHOLE TURKEYS**

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

| State | Supermarket | Label | Conventional | | Antibiotic-Free | | Kosher | | Organic | | Free Range | Non-GMO | Heritage | Conditions |
|---------------------|---------------------|---------------|--------------|--------|-----------------|--------|--------|--------|---------|--------|------------|---------|---------------------------|--|
| | | | Fresh | Frozen | Fresh | Frozen | Fresh | Frozen | Fresh | Frozen | Fresh | Fresh | Fresh | |
| SC <i>(cont)</i> | Publix | Butterball | 1.89 | 1.39 | | | | | | | | | | |
| | <i>(continued)</i> | Publix | | 2.99 | | | | | | | | | | smoked |
| | Sam's Club | Member's Mark | | 1.98 | | | | | | | | | | smoked |
| | | Member's Mark | 0.99 | | 1.99 | | | | | | | | | |
| | Save-a-Lot | Honeysuckle | | 0.49 | | | | | | | | | | w/ \$25 purchase |
| | Target | Market Pantry | | 0.59 | | | | | | | | | | w/ 25% off coupon; limit 4 |
| | | Market Pantry | | 0.79 | | | | | | | | | | limit 4 |
| | | Butterball | | 0.99 | | | | | | | | | | limit 4 |
| | The Fresh Market | TFM | | | 2.49 | | | | 3.99 | | | | | |
| | Trader Joe's | Trader Joe's | | | 1.99 | | | | | | | | | brined |
| | | Trader Joe's | | | | | 2.99 | | 3.49 | | | | | < 16 lbs. (hen) |
| Walmart | n/i | | 0.98 | | | | | | | | | | | |
| WFM South | WFM | | | 2.49 | | | | 3.49 | | | | 3.99 | | |
| | WFM | | | 2.99 | | | | | | | | | brined | |
| TN | ALDI | Butterball | | 1.99 | | | | | | | | | | smoked |
| | | Never Any! | | | | 1.19 | | | | | | | | |
| | | Honeysuckle | 1.19 | | | | | | 2.99 | | | | | limit 2 |
| | | Simply Nature | | | | | | | | | | | | limit 2 |
| | Cash Saver | Best Choice | | 0.71 | | | | | | | | | | |
| | Cash Saver TC | Best Choice | | 0.69 | | | | | | | | | | < 16 lbs. (hen); w/ 25 purchase; limit 1 |
| | Dollar General Mrkt | Jennie-O | | 0.95 | | | | | | | | | | < 16 lbs. (hen); limit 1 |
| | E.W. James | Butterball | | 1.68 | | | | | | | | | | |
| | | Best Choice | | 0.79 | | | | | | | | | | w/ \$25 purchase; limit 1 |
| | Earth Fare | n/i | | | 2.69 | | | | 3.99 | | | | | |
| | Food City | Butterball | | 0.99 | | | | | | | | | | w/ store card; limit 2 |
| | Food Country | Honeysuckle | | 0.99 | | | | | | | | | | |
| | Food Giant | Butterball | | 1.19 | | | | | | | | | | w/ \$25 purchase; limit 1 |
| | | Best Choice | | 0.69 | | | | | | | | | | w/ \$25 purchase; limit 1 |
| | Food Lion | n/i | | 0.27 | | | | | | | | | | w/ \$35 purchase; limit 2 |
| | | n/i | | 1.79 | | | | | | | | | | w/ store card |
| | | Butterball | 0.99 | 0.99 | | | | | | | | | | w/ store card |
| | Butterball | 1.99 | 1.99 | | | | | | | | | | w/ store card | |
| | Jennie-O | 1.49 | | | | | | | | | | | w/ store card | |
| Food Rite | Best Choice | | 0.59 | | | | | | | | | | w/ \$25 purchase; limit 1 | |
| Gordon Food | Jennie-O | | 0.79 | | | | | | | | | | limit 1 | |
| | Jennie-O | | 1.99 | | | | | | | | | | | |
| | Butterball | | 1.69 | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Thanksgiving 2018

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

WHOLE TURKEYS

| State | Supermarket | Label | Conventional | | Antibiotic-Free | | Kosher | | Organic | | Free Range | Non-GMO | Heritage | Conditions | |
|--------------|---------------------|--------------|--------------|--------|-----------------|--------|--------|--------|---------|--------|------------|---------|----------|----------------------------|---------------------------|
| | | | Fresh | Frozen | Fresh | Frozen | Fresh | Frozen | Fresh | Frozen | Fresh | Fresh | Fresh | | |
| TN (cont) | H.G. Hill | Best Choice | | 0.99 | | | | | | | | | | | |
| | | Butterball | | 1.49 | | | | | | | | | | | |
| | IGA Houchen's | IGA | | 0.79 | | | | | | | | | | w/ \$10 purchase; limit 1 | |
| | | Honeysuckle | 1.29 | | | | | | | | | | | | |
| | IGA Stores SE | n/i | | 0.98 | | | | | | | | | | | |
| | | Butterball | 1.38 | | | | | | | | | | | | |
| | Ingle's Market | Butterball | | 0.98 | | | | | | | | | | | w/ store card; limit 2 |
| | | Butterball | 2.58 | 2.18 | | | | | | | | | | | |
| | | Butterball | 1.98 | | | | | | | | | | | | w/ store card |
| | | Honeysuckle | | 0.48 | | | | | | | | | | | w/ \$25 purchase; limit 1 |
| | | Honeysuckle | | 1.88 | | | | | | | | | | | |
| | Kroger Delta | Kroger | | 0.77 | | | | | | | | | | | w/ store card; limit 2 |
| | | Honeysuckle | 1.39 | | | | | | | | | | | | w/ store card |
| | | Simple Truth | | | | 1.69 | | | | | | | | | w/ store card |
| | | Butterball | | 1.49 | | | | | | | | | | | w/ store card |
| | Kroger Mid-Atlantic | Honeysuckle | | 0.37 | | | | | | | | | | | w/ \$25 purchase; limit 2 |
| | | Butterball | 1.29 | 1.09 | | | | | | | | | | | w/ store card |
| | Kroger Nashville | Kroger | | 0.59 | | | | | | | | | | | w/ \$25 purchase; limit 2 |
| | | Butterball | | 1.29 | | | | | | | | | | | w/ store card |
| | | Simple Truth | | | | 1.79 | | | | | | | | | w/ store card |
| | | Butterball | 1.99 | | | | | | | | | | | | w/ store card |
| | Luckys Sprmrkt | Best Choice | | 0.99 | | | | | | | | | | | limit 2 |
| | Osborne's | Best Choice | | 0.89 | | | | | | | | | | | w/ \$20 purchase; limit 2 |
| | Publix | Publix | | 0.49 | | | | | | | | | | | limit 2 |
| | | Publix | | 1.19 | | | | | | | | | | | |
| | | GreenWise | | | | 1.69 | 1.49 | | | | | | | | |
| | | Butterball | | 0.99 | | | | | | | | | | | limit 2 |
| | | Butterball | 1.89 | 1.39 | | | | | | | | | | | |
| | | Publix | | 2.99 | | | | | | | | | | | smoked |
| | Ruler Foods | Kroger | | 0.47 | | | | | | | | | | | |
| | Butterball | | 0.98 | | | | | | | | | | | | |
| Sam's Club | Member's Mark | | 1.98 | | | | | | | | | | | smoked | |
| | Member's Mark | 0.99 | | | 1.99 | | | | | | | | | | |
| Save-a-Lot | Honeysuckle | | 0.49 | | | | | | | | | | | w/ \$25 purchase | |
| Super Dollar | Food City | | 0.85 | | | | | | | | | | | limit 2 | |
| Target | Market Pantry | | 0.59 | | | | | | | | | | | w/ 25% off coupon; limit 4 | |
| | Market Pantry | | 0.79 | | | | | | | | | | | limit 4 | |
| | Butterball | | 0.99 | | | | | | | | | | | limit 4 | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Thanksgiving 2018

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

WHOLE TURKEYS

| State | Supermarket | Label | Conventional | | Antibiotic-Free | | Kosher | | Organic | | Free Range | Non-GMO | Heritage | Conditions | |
|---------------------|---------------------|------------------|--------------|--------|-----------------|--------|--------|--------|---------|--------|------------|---------|----------|---|--|
| | | | Fresh | Frozen | Fresh | Frozen | Fresh | Frozen | Fresh | Frozen | Fresh | Fresh | Fresh | | |
| TN <i>(cont)</i> | TC Grocers | Best Choice | | 1.09 | | | | | | | | | | < 16 lbs. (hen); w/ \$25 purchase; limit 1 w/ \$20 purchase; limit 2 brined < 16 lbs. (hen) 3.99 brined | |
| | | Best Choice | | 0.48 | | | | | | | | | | | |
| | The Fresh Market | TFM | | | 2.49 | | | | 3.99 | | | | | | |
| | Tietgen's | Best Choice | | 0.79 | | | | | | | | | | | |
| | Trader Joe's | Trader Joe's | | | 1.99 | | | | | | | | | | |
| | | Trader Joe's | | | | | 2.99 | | | 3.49 | | | | | |
| | Walmart | n/i | | 0.98 | | | | | | | | | | | |
| WFM South | WFM | | | 2.49 | | | | | 3.49 | | | 3.99 | | | |
| | WFM | | | 2.99 | | | | | | | | | | | |
| VA | ALDI | Butterball | | 1.99 | | | | | | | | | | smoked limit 2 limit 2 < 16 lbs. (hen); limit 1 w/ store card; limit 2 w/ \$35 purchase; limit 2 w/ store card w/ store card w/ store card w/ store card w/ \$25 purchase; limit 1 w/ store card w/ \$25 purchase; limit 2 < 16 lbs. (hen) < 16 lbs. (hen); brined < 16 lbs. (hen); smoked w/ \$25 purchase; limit 2 w/ \$50 purchase; limit 2 w/ \$25 purchase; limit 1 w/ store card | |
| | | Shady Brook | | 0.59 | | | | | | | | | | | |
| | | Never Any! | | | | 1.19 | | | | | | | | | |
| | | Honeysuckle | 1.19 | | | | | | | 2.99 | | | | | |
| | Simply Nature | | | | | | | | | | | | | | |
| | Dollar General Mrkt | Jennie-O | | 0.95 | | | | | | | | | | | |
| | | n/i | | | 2.69 | | | | | 3.99 | | | | | |
| | Food City | Butterball | | 0.99 | | | | | | | | | | | |
| | Food Country | Honeysuckle | | 0.99 | | | | | | | | | | | |
| | Food Lion | n/i | | 0.27 | | | | | | | | | | | |
| | | n/i | | 1.79 | | | | | | | | | | | |
| | | Butterball | 0.99 | 0.99 | | | | | | | | | | | |
| | | Butterball | 1.99 | 1.99 | | | | | | | | | | | |
| | | Jennie-O | 1.49 | | | | | | | | | | | | |
| | | Galaxy Foods | n/i | | 0.78 | | | | | | | | | | |
| | Giant Food | Butterball | | 1.29 | | | | | | | | | | | |
| | | Nature's Promise | | | | 0.59 | | | | | | | | | |
| | | Nature's Promise | | | 0.89 | | | | | | | | | | |
| | | Nature's Promise | | | | | | | 3.99 | | | | | | |
| | | Nature's Promise | | 2.99 | | | | | | | | | | | |
| | | Butterball | | 1.39 | | | | | | | | | | | |
| Butterball | | 1.99 | 1.39 | | | | | | | | | | | | |
| Grant's Market | Giant | | 0.39 | | | | | | | | | | | | |
| | n/i | | 0.39 | | | | | | | | | | | | |
| Great Valu Market | Essential Everyday | | 0.68 | | | | | | | | | | | | |
| Harris Teeter | Harris Teeter | | 0.99 | | | | | | | | | | | | |
| | Harris Teeter | | 1.59 | | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Thanksgiving 2018

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

WHOLE TURKEYS

| State | Supermarket | Label | Conventional | | Antibiotic-Free | | Kosher | | Organic | | Free Range | Non-GMO | Heritage | Conditions | |
|------------------|----------------------|------------------|--------------|--------|-----------------|--------|--------|--------|---------|--------|------------|---------|----------|---------------------------|--------------------------------------|
| | | | Fresh | Frozen | Fresh | Frozen | Fresh | Frozen | Fresh | Frozen | Fresh | Fresh | Fresh | | |
| VA (cont) | Harris Teeter | Butterball | 1.39 | 1.29 | | | | | | | | | | w/ store card | |
| | (continued) | Butterball | 2.39 | 1.99 | | | | | | | | | | | |
| | IGA Houchen's | IGA | | 0.79 | | | | | | | | | | w/ \$10 purchase; limit 1 | |
| | | Honeysuckle | 1.29 | | | | | | | | | | | | |
| | IGA Stores SE | n/i | | 0.98 | | | | | | | | | | | |
| | | Butterball | 1.38 | | | | | | | | | | | | |
| | Ingle's Market | Butterball | | 0.98 | | | | | | | | | | | w/ store card; limit 2 |
| | | Butterball | 2.58 | 2.18 | | | | | | | | | | | |
| | | Butterball | 1.98 | | | | | | | | | | | | w/ store card |
| | | Honeysuckle | | 0.48 | | | | | | | | | | | w/ \$25 purchase; limit 1 |
| | | Honeysuckle | | 1.88 | | | | | | | | | | | |
| | Kroger Mid-Atlantic | Honeysuckle | | 0.37 | | | | | | | | | | | w/ \$25 purchase; limit 2 |
| | | Butterball | 1.29 | 1.09 | | | | | | | | | | | w/ store card |
| | Lidl | Jennie-O | 0.99 | 0.78 | | | | | | | | | | | |
| | Lowe's Food | Li'l Butterball | | free | | | | | | | | | | | < 16 lbs. (hen); w/ ham purchase |
| | | Jennie-O | | 0.37 | | | | | | | | | | | w/ \$35 purchase; limit 1 |
| | | Butterball | | 1.49 | | | | | | | | | | | limit 4 |
| | | Butterball | 1.67 | | | | | | | | | | | | |
| | | Shady Brook | 1.27 | | | | | | | | | | | | w/ \$35 purchase; limit 1 |
| | | Shady Brook | 0.98 | | | | | | | | | | | | w/ \$35 purchase and coupon; limit 1 |
| | | Blackwing | | | | | | | | 5.99 | | | | | < 16 lbs. (hen) |
| | | Perdue | | | 2.99 | | | | | | | | | | < 16 lbs. (hen) |
| | | Joyce Farms | | | | | | | | | | | | 5.99 | |
| | Martin's Foods | Butterball | 2.49 | | | | | | | | | | | | smoked |
| | | Nature's Promise | | | | 3.99 | | | | | | | | | local |
| | MOM's Organic | Maple Lawn | | | | | | | | | | 2.29 | | | local |
| | | Koch's | | | | | | | | 3.49 | | 2.29 | | | local |
| | | Kelly Bronze | | | | | | | | | | | | 9.99 | local |
| | Piggly Wiggly Retail | Butterball | | 1.39 | | | | | | | | | | | |
| | Piggly Wiggly Stores | Jennie-O | | 0.78 | | | | | | | | | | | limit 2 |
| | Butterball | | 0.98 | | | | | | | | | | | limit 2 | |
| PriceRite Market | n/i | | 0.39 | | | | | | | | | | | limit 1 | |
| | n/i | | 0.99 | | | | | | | | | | | | |
| | Butterball | | 0.79 | | | | | | | | | | | limit 1 | |
| | Butterball | | 1.39 | | | | | | | | | | | | |
| | Wholesome Pantry | | 0.99 | | | | | | | | | | | limit 1 | |
| | Wholesome Pantry | | 1.69 | | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Thanksgiving 2018

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

WHOLE TURKEYS

| State | Supermarket | Label | Conventional | | Antibiotic-Free | | Kosher | | Organic | | Free Range | Non-GMO | Heritage | Conditions | |
|---------------------|--------------------|--------------------|--------------|--------|-----------------|--------|--------|--------|---------|--------|------------|---------|----------|---------------------------|----------------------------|
| | | | Fresh | Frozen | Fresh | Frozen | Fresh | Frozen | Fresh | Frozen | Fresh | Fresh | Fresh | | |
| VA <i>(cont)</i> | Publix | Publix | | 0.49 | | | | | | | | | | limit 2 | |
| | | Publix | | 1.19 | | | | | | | | | | | |
| | GreenWise | GreenWise | | | 1.69 | 1.49 | | | | | | | | | |
| | | Butterball | | 0.99 | | | | | | | | | | | limit 2 |
| | Butterball | Butterball | 1.89 | 1.39 | | | | | | | | | | | |
| | | Publix | | 2.99 | | | | | | | | | | | smoked |
| | PW Retail | Butterball | | 1.39 | | | | | | | | | | | |
| | PW Stores | Jennie-O | | 0.78 | | | | | | | | | | | limit 2 |
| | | Butterball | | 0.98 | | | | | | | | | | | limit 2 |
| | Safeway Eastern | Signature Farms | | 0.39 | | | | | | | | | | | w/ \$25 purchase; limit 1 |
| | | Honeysuckle | | 0.39 | | | | | | | | | | | w/ \$25 purchase; limit 1 |
| | Butterball | Butterball | | 0.99 | | | | | | | | | | | w/ \$25 purchase; limit 2 |
| | | Butterball | 1.99 | | | | | | | | | | | | w/ store card |
| | Shady Brook | Shady Brook | 1.69 | | | | | | | | | | | | w/ store card |
| | | Member's Mark | | 1.98 | | | | | | | | | | | smoked |
| | Member's Mark | Member's Mark | 0.99 | | 1.99 | | | | | | | | | | |
| | | Honeysuckle | | 0.49 | | | | | | | | | | | w/ \$25 purchase |
| | Essential Everyday | Essential Everyday | | 0.68 | | | | | | | | | | | w/ \$25 purchase; limit 1 |
| | | Li'l Butterball | | 1.69 | | | | | | | | | | | < 10 lbs. (hen) |
| | Butterball | Butterball | | 1.59 | | | | | | | | | | | |
| | | Honeysuckle | | 0.99 | | | | | | | | | | | w/ \$25 purchase; limit 1 |
| | Honeysuckle | Honeysuckle | 1.39 | | | | | | | | | | | | |
| | | Marval | | 0.47 | | | | | | | | | | | w/ \$25 purchase; limit 1 |
| | Shady Brook | Shady Brook | | 0.77 | | | | | | | | | | | limit 1 |
| | | Shady Brook | 0.99 | | | | | | | | | | | | w/ \$25 purchase; limit 1 |
| | Butterball | Butterball | | 0.97 | | | | | | | | | | | limit 1 |
| | | Food City | | 0.85 | | | | | | | | | | | limit 2 |
| | Market Pantry | Market Pantry | | 0.59 | | | | | | | | | | | w/ 25% off coupon; limit 4 |
| | | Market Pantry | | 0.79 | | | | | | | | | | | limit 4 |
| | Butterball | Butterball | | 0.99 | | | | | | | | | | | limit 4 |
| TFM | | | | 2.49 | | | | | 3.99 | | | | | | |
| Trader Joe's | Trader Joe's | | | 1.99 | | | | | | | | | | brined | |
| | Trader Joe's | | | | | | 2.99 | | 3.49 | | | | | < 16 lbs. (hen) | |
| Walmart | n/i | | 0.98 | | | | | | | | | | | | |
| Wegmans | Wegmans | 1.69 | | | | | | | | | | | | | |
| | Wegmans | 0.99 | | | | | | | | | | | | w/ \$25 purchase; limit 1 | |
| Round Hill | Round Hill | | 1.49 | | | | | | | | | | | < 16 lbs. (hen) | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Thanksgiving 2018

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

WHOLE TURKEYS

| State | Supermarket | Label | Conventional | | Antibiotic-Free | | Kosher | | Organic | | Free Range | Non-GMO | Heritage | Conditions | |
|---------------------|--------------------|--------------------|--------------|--------|-----------------|--------|--------|--------|---------|--------|------------|---------|----------|---------------------------|--|
| | | | Fresh | Frozen | Fresh | Frozen | Fresh | Frozen | Fresh | Frozen | Fresh | Fresh | Fresh | | |
| VA <i>(cont)</i> | Wegmans | Butterball | | 1.29 | | | | | | | | | | | |
| | <i>(continued)</i> | Shady Brook | | 0.25 | | | | | | | | | | w/ \$25 purchase; limit 1 | |
| | Weis Markets | Weis | | 0.25 | | | | | | | | | | w/ point redemption | |
| | | David Elliot | | | | | | 0.99 | | | | | | | w/ point redemption |
| | | Empire | | | | | | 0.99 | | | | | | | w/ point redemption |
| | WFM Mid-Atlantic | Kosher Valley | | | | | 3.49 | | | | | | | antibiotic-free | |
| | | WFM | | | 2.49 | | | | 3.49 | | | | 2.99 | | |
| WV | ALDI | Butterball | | 1.99 | | | | | | | | | | smoked | |
| | | Never Any! | | | | 1.19 | | | | | | | | limit 2 | |
| | | Honeysuckle | 1.19 | | | | | | | | | | | limit 2 | |
| | | Simply Nature | | | | | | | 2.99 | | | | | limit 1 | |
| | Food Fair | Butterball | | 1.19 | | | | | | | | | | | |
| | | Butterball | 1.89 | | | | | | | | | | | | |
| | | Walnut Creek | | 2.99 | | | | | | | | | | smoked | |
| | Food Lion | n/i | | 0.27 | | | | | | | | | | w/ \$35 purchase; limit 2 | |
| | | n/i | | 1.79 | | | | | | | | | | w/ store card | |
| | | Butterball | 0.99 | 0.99 | | | | | | | | | | w/ store card | |
| | | Butterball | 1.99 | 1.99 | | | | | | | | | | w/ store card | |
| | | Jennie-O | 1.49 | | | | | | | | | | | w/ store card | |
| | Foodland | Honeysuckle | | 0.88 | | | | | | | | | | w/ store card; limit 1 | |
| | | Honeysuckle | | 0.99 | | | | | | | | | | w/ \$25 purchase; limit 1 | |
| | | Butterball | | 1.59 | | | | | | | | | | | |
| | | Essential Everyday | | 0.68 | | | | | | | | | | | > 16 lbs. (tom); w/ \$25 purchase; limit 1 |
| | | Li'l Butterball | | 1.69 | | | | | | | | | | | < 10 lbs. (hen) |
| | Galaxy Foods | n/i | | 0.78 | | | | | | | | | | | w/ \$25 purchase; limit 1 |
| | | Butterball | | 1.29 | | | | | | | | | | | |
| | Giant Eagle | Giant Eagle | | 0.68 | | | | | | | | | | | w/ \$25 purchase; limit 1 |
| | | Giant Eagle | 1.39 | | | | | | | | | | | | |
| | | Butterball | 1.79 | 1.39 | | | | | | | | | | | |
| | | Nature's Basket | | | 2.49 | 1.99 | | | | | | | | | |
| | Honeysuckle | 1.49 | | | | | | | | | | | | | |
| | Plainville Farms | | | 2.99 | | | | | | | | | | | |
| | Bell & Evans | | | 2.99 | | | | | | | | | | | |
| Grant's Market | n/i | | 0.39 | | | | | | | | | | | w/ \$50 purchase; limit 2 | |
| IGA Stores SE | n/i | | 0.98 | | | | | | | | | | | | |
| | Butterball | 1.38 | | | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Thanksgiving 2018

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

WHOLE TURKEYS

| State | Supermarket | Label | Conventional | | Antibiotic-Free | | Kosher | | Organic | | Free Range | Non-GMO | Heritage | Conditions | |
|--------------|----------------------|--------------------|--------------|--------|-----------------|--------|--------|--------|---------|--------|------------|---------|----------|----------------------------|---------------------------|
| | | | Fresh | Frozen | Fresh | Frozen | Fresh | Frozen | Fresh | Frozen | Fresh | Fresh | Fresh | | |
| WV (cont) | Kroger Columbus | Kroger | | 0.47 | | | | | | | | | | w/ \$25 purchase; limit 2 | |
| | | Butterball | 1.59 | 1.29 | | | | | | | | | | w/ store card | |
| | | Simple Truth | | | 1.99 | | | | | | | | | w/ store card | |
| | Kroger Mid-Atlantic | Honeysuckle | | 0.37 | | | | | | | | | | w/ \$25 purchase; limit 2 | |
| | | Butterball | 1.29 | 1.09 | | | | | | | | | | w/ store card | |
| | Martin's Foods | Butterball | 2.49 | | | | | | | | | | | | |
| | | Nature's Promise | | | | 3.99 | | | | | | | | | smoked |
| | Piggly Wiggly Stores | Jennie-O | | 0.78 | | | | | | | | | | | limit 2 |
| | | Butterball | | 0.98 | | | | | | | | | | | limit 2 |
| | Riesbeck's | Honeysuckle | | 0.88 | | | | | | | | | | | limit 2 |
| | | Honeysuckle | 1.49 | | | | | | | | | | | | |
| | Bowman & Landes | | | | | | | | | | | | | | |
| | | Member's Mark | | 1.98 | | | | | | | | | | | smoked |
| | Sam's Club | Member's Mark | 0.99 | | 1.99 | | | | | | | | | | |
| | Save-a-Lot | Honeysuckle | | 0.49 | | | | | | | | | | | w/ \$25 purchase |
| | Shop'n Save | Essential Everyday | | 0.68 | | | | | | | | | | | w/ \$25 purchase; limit 1 |
| | | Li'l Butterball | | 1.69 | | | | | | | | | | | < 10 lbs. (hen) |
| | | Butterball | | 1.59 | | | | | | | | | | | |
| | Honeysuckle | | | 0.99 | | | | | | | | | | | w/ \$25 purchase; limit 1 |
| | | | 1.39 | | | | | | | | | | | | |
| | | | | 0.68 | | | | | | | | | | | limit 1 |
| | Sparkle Markets | Honeysuckle | 1.99 | | | | | | | | | | | | |
| | | Butterball | | | 1.99 | | | | | | | | | | |
| Target | Market Pantry | | 0.59 | | | | | | | | | | | w/ 25% off coupon; limit 4 | |
| | Market Pantry | | 0.79 | | | | | | | | | | | limit 4 | |
| | Butterball | | 0.99 | | | | | | | | | | | limit 4 | |
| Walmart | n/i | | 0.98 | | | | | | | | | | | | |
| Weis Markets | Weis | | 0.25 | | | | | | | | | | | w/ point redemption | |
| | David Elliot | | | | | | 0.99 | | | | | | | w/ point redemption | |
| | Empire | | | | | | 0.99 | | | | | | | w/ point redemption | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Thanksgiving 2018

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

WHOLE TURKEYS

| State | Supermarket | Label | Conventional | | Antibiotic-Free | | Kosher | | Organic | | Free Range | Non-GMO | Heritage | Conditions |
|--|---------------------|-----------------|--------------|--------|-----------------|--------|--------|--------|---------|--------|------------|---------|----------|--|
| | | | Fresh | Frozen | Fresh | Frozen | Fresh | Frozen | Fresh | Frozen | Fresh | Fresh | Fresh | |
| MIDWESTERN U.S. - IA,IL,IN,MI,MN,ND,NE,OH,SD,WI | | | | | | | | | | | | | | |
| IA | ALDI | Butterball | | 1.99 | | | | | | | | | | smoked |
| | | Never Any! | | | | 1.19 | | | | | | | | |
| | | Honeysuckle | 1.19 | | | | | | | | | | | limit 2 |
| | | Simply Nature | | | | | | | 2.99 | | | | | limit 2 |
| | AW Grocers | Best Choice | | 0.99 | | | | | | | | | | |
| | | Best Choice | | 0.68 | | | | | | | | | | w/ \$25 purchase; limit 1 |
| | | Butterball | | 1.49 | | | | | | | | | | |
| | | Butterball | | 1.59 | | | | | | | | | | |
| | Brothers Market | Best Choice | | 0.99 | | | | | | | | | | w/ \$25 purchase; limit 1 |
| | | Butterball | | 1.69 | | | | | | | | | | |
| | Family Fare | Open Acres | | free | | | | | | | | | | w/ ham purchase; limit 1 |
| | | Open Acres | | 0.47 | | | | | | | | | | w/ \$25 purchase; limit 1 |
| | | Open Acres | 1.39 | | | | | | | | | | | |
| | | Butterball | | 1.29 | | | | | | | | | | |
| | Family Foods | Open Acres | | 0.99 | | | | | | | | | | w/ \$25 purchase; limit 1 |
| | Fareway | Fareway | | free | | | | | | | | | | < 16 lbs. (hen); w/ \$50 purchase; limit 1 |
| | | Fareway | | 1.29 | | | | | | | | | | |
| | Fishers Jack & Jill | Open Acres | | 0.89 | | | | | | | | | | w/ \$25 purchase; limit 1 |
| | Food Pride | Open Acres | | 0.89 | | | | | | | | | | w/ \$25 purchase; limit 1 |
| | Fresh Thyme | Fresh Thyme | 0.97 | | | | | | | | | | | |
| | | Organic Prairie | | | | | | | 2.88 | | | | | |
| | Hometown Foods | Best Choice | | 0.88 | | | | | | | | | | limit 1 |
| | | Best Choice | | 0.98 | | | | | | | | | | |
| | Hy-Vee | Honeysuckle | | free | | | | | | | | | | w/ ham purchase; limit 1 |
| | | Honeysuckle | | 1.39 | | | | | | | | | | |
| | | Butterball | | 1.39 | | | | | | | | | | |
| | | Hy-Vee | 1.69 | | | | | | | | | | | |
| | Jewel-Osco | Jennie-O | | 0.39 | | | | | | | | | | w/ \$25 purchase; limit 1 |
| | | Jennie-O | 1.99 | | | | | | | | | | | |
| | | Butterball | | 0.99 | | | | | | | | | | limit 1 |
| | | Butterball | 2.49 | | | | | | | | | | | |
| | | n/i | | | | | | 1.99 | | | | | | < 16 lbs. (hen) |
| | Lucky's Market | Lucky's Market | | | | 1.48 | | | 3.88 | | 2.98 | | | |
| | Maynard Foods | Best Choice | | 0.78 | | | | | | | | | | w/ \$50 purchase; limit 1 |
| | | Best Choice | | 1.18 | | | | | | | | | | limit 1 |
| | Natural Grocers | Mary's | | | | | | | 3.99 | | 2.79 | | 6.49 | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Thanksgiving 2018

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

WHOLE TURKEYS

| State | Supermarket | Label | Conventional | | Antibiotic-Free | | Kosher | | Organic | | Free Range | Non-GMO | Heritage | Conditions | | |
|--------------|------------------|----------------|--------------|--------|-----------------|--------|--------|--------|---------|--------|------------|---------|----------|---------------------------|---------------------------|----------------------------|
| | | | Fresh | Frozen | Fresh | Frozen | Fresh | Frozen | Fresh | Frozen | Fresh | Fresh | Fresh | | | |
| IA (cont) | No Frills | Open Acres | | 0.39 | | | | | | | | | | w/ \$20 purchase; limit 1 | | |
| | | Open Acres | 1.49 | | | | | | | | | | | | | |
| | Price Chopper | Butterball | | 1.19 | | | | | | | | | | | w/ \$25 purchase; limit 1 | |
| | | Best Choice | 1.49 | | | | | | | | | | | | | |
| | | Best Choice | | 0.78 | | | | | | | | | | | | |
| | Russ's Market | Butterball | | 1.39 | | | | | | | | | | | smoked | |
| | | Honeysuckle | | 1.19 | | | | | | | | | | | | |
| | | Best Choice | | 0.99 | | | | | | | | | | | | |
| | Sam's Club | Honeysuckle | 1.49 | | | | | | | | | | | | smoked | |
| | | Smoke House | | 1.99 | | | | | | | | | | | | |
| | Member's Mark | Member's Mark | | 1.98 | | | | | | | | | | | smoked | |
| | | Member's Mark | 0.99 | | 1.99 | | | | | | | | | | | |
| | Save-a-Lot | Honeysuckle | | 0.49 | | | | | | | | | | | w/ \$25 purchase | |
| | Schnuck's | Honeysuckle | | 0.59 | | | | | | | | | | | w/ \$25 purchase; limit 1 | |
| | | Jennie-O | | 0.39 | | | | | | | | | | | w/ \$25 purchase; limit 1 | |
| | | Schnuck's | | 0.39 | | | | | | | | | | | w/ \$25 purchase; limit 1 | |
| | | Butterball | | 0.99 | | | | | | | | | | | w/ \$25 purchase; limit 1 | |
| | | Schnuck's | 1.49 | | | | | | | | | | | | w/ \$25 purchase; limit 1 | |
| | | Honeysuckle | 1.59 | | | | | | | | | | | | w/ \$25 purchase; limit 2 | |
| | | Butterball | 1.99 | | | | | | | | | | | | w/ \$25 purchase; limit 2 | |
| | | Perdue | | | 1.99 | | | | | | | | | | | w/ \$25 purchase; limit 2 |
| | | D'Artagnan | | | | | | | | 3.89 | | | | | | free-range |
| | | Sunshine Foods | Best Choice | | 0.99 | | | | | | | | | | | |
| | Super Saver | Best Choice | | BOGO | | | | | | | | | | | | |
| | | Best Choice | 1.48 | | | | | | | | | | | | | |
| | Target | Smoke House | | 1.98 | | | | | | | | | | | | smoked |
| | | Market Pantry | | 0.59 | | | | | | | | | | | | w/ 25% off coupon; limit 4 |
| | | Market Pantry | | 0.79 | | | | | | | | | | | | limit 4 |
| | Thriftway Stores | Butterball | | 0.99 | | | | | | | | | | | | limit 4 |
| | | Best Choice | | 0.89 | | | | | | | | | | | | w/ \$25 purchase; limit 1 |
| | | Butterball | | 1.69 | | | | | | | | | | | | |
| | Trader Joe's | Trader Joe's | | | 1.99 | | | | | | | | | | | brined |
| | | Trader Joe's | | | | | 2.99 | | 3.49 | | | | | | | < 16 lbs. (hen) |
| Walmart | n/i | | 0.98 | | | | | | | | | | | | | |
| WFM Midwest | WFM | | | 1.99 | | | | | 2.99 | | | | 3.99 | | | |
| | WFM | | | 2.49 | | | | | | | | | | brined | | |
| | Larry Schultz | | | | | | | | 3.49 | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Thanksgiving 2018

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

WHOLE TURKEYS

| State | Supermarket | Label | Conventional | | Antibiotic-Free | | Kosher | | Organic | | Free Range | Non-GMO | Heritage | Conditions | |
|---------------------|----------------------------------|--------------------|--------------|--------|-----------------|--------|--------|--------|---------|--------|------------|---------|----------|---------------------------|--|
| | | | Fresh | Frozen | Fresh | Frozen | Fresh | Frozen | Fresh | Frozen | Fresh | Fresh | Fresh | | |
| IL <i>(cont)</i> | Dierberg's <i>(continued)</i> | Butterball | 2.37 | | | | | | | | | | | | |
| | | Sunny Meadows | | | 2.99 | | | | | | | | | | |
| | | Honest Turkey | | | 2.99 | | | | | | | | | | |
| | Fairplay Foods | Diestel | | | | | | | | 3.99 | | | | | |
| | | Butterball | | 0.99 | | | | | | | | | | | w/ \$25 purchase; limit 1 |
| | | Butterball | 1.79 | | | | | | | | | | | | |
| | Fareway | Norbest | | 0.49 | | | | | | | | | | | w/ \$25 purchase; limit 1 |
| | | Rosebud Farms | 1.79 | | | | | | | | | | | | |
| | | Fareway | | free | | | | | | | | | | | < 16 lbs. (hen); w/ \$50 purchase; limit 1 |
| | Fishers Jack & Jill | Fareway | | 1.29 | | | | | | | | | | | |
| | | Open Acres | | 0.89 | | | | | | | | | | | w/ \$25 purchase; limit 1 |
| | Food 4 Less | Kroger | | 0.37 | | | | | | | | | | | w/ \$25 purchase; limit 1 |
| | | Butterball | | 0.99 | | | | | | | | | | | w/ \$25 purchase; limit 1 |
| | Food Pride | Open Acres | | 0.89 | | | | | | | | | | | w/ \$25 purchase; limit 1 |
| | | Fresh Thyme | 0.97 | | | | | | | | | | | | |
| | Garden Fresh Mrkt | Organic Prairie | | | | | | | | 2.88 | | | | | |
| | | HoKa | | | 2.98 | | | | | | | | | | |
| | | Midamar | | 1.88 | | | | | | | | | | | halal |
| | Gordon Food | Hayter's Farm | | | 1.88 | | | | | | | | 1.88 | | limit 1 |
| | | Jennie-O | | 0.79 | | | | | | | | | | | |
| | | Jennie-O | | 1.99 | | | | | | | | | | | |
| | Heinen's | Butterball | | 1.69 | | | | | | | | | | | |
| | | Amish Country | 1.59 | | | | | | | | | | | | |
| | Hy-Vee | Plainville Farms | | | 2.99 | | | | | | | | | | |
| | | Honeysuckle | | free | | | | | | | | | | | w/ ham purchase; limit 1 |
| | | Honeysuckle | | 1.39 | | | | | | | | | | | |
| | | Butterball | | 1.39 | | | | | | | | | | | |
| | IGA Houchen's | Hy-Vee | 1.69 | | | | | | | | | | | | |
| | | IGA | | 0.79 | | | | | | | | | | | w/ \$10 purchase; limit 1 |
| | IGA Stores IL/IN | Honeysuckle | 1.29 | | | | | | | | | | | | |
| | | IGA | | 0.58 | | | | | | | | | | | w/ \$25 purchase; limit 1 |
| | Jewel-Osco | Essential Everyday | | 0.58 | | | | | | | | | | | w/ \$25 purchase; limit 1 |
| | | Jennie-O | | 0.39 | | | | | | | | | | | w/ \$25 purchase; limit 1 |
| Jennie-O | | 1.99 | | | | | | | | | | | | w/ \$25 purchase; limit 1 | |
| Butterball | | | 0.99 | | | | | | | | | | | limit 1 | |
| Jimenez | Butterball | 2.49 | | | | | | | | | | | | | |
| | n/i | | | | | | | 1.99 | | | | | | < 16 lbs. (hen) | |
| | Norbest | | 0.99 | | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Thanksgiving 2018

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

WHOLE TURKEYS

| State | Supermarket | Label | Conventional | | Antibiotic-Free | | Kosher | | Organic | | Free Range | Non-GMO | Heritage | Conditions | |
|---------------------|------------------|---------------|--------------|--------|-----------------|--------|--------|--------|---------|--------|------------|---------|----------|---------------------------|---------------------------|
| | | | Fresh | Frozen | Fresh | Frozen | Fresh | Frozen | Fresh | Frozen | Fresh | Fresh | Fresh | | |
| IL <i>(cont)</i> | Kirby Foods IGA | Honeysuckle | 0.88 | | | | | | | | | | | limit 2 | |
| | Kroger Central | Kroger | | 0.69 | | | | | | | | | | limit 2 | |
| | | Butterball | 1.69 | | | | | | | | | | | | |
| | | Simple Truth | | | | 1.69 | | | | | | | | | w/ store card |
| | Kroger Mid-South | Kroger | | 0.47 | | | | | | | | | | | w/ \$25 purchase; limit 2 |
| | | Butterball | 1.69 | 0.99 | | | | | | | | | | | w/ store card |
| | | Simple Truth | | | | 1.99 | | | | | | | | | w/ store card |
| | La Chiquita | Norbest | | 0.98 | | | | | | | | | | | |
| | Mariano's | Butterball | | 0.88 | | | | | | | | | | | w/ \$25 purchase; limit 1 |
| | | Butterball | 1.48 | | | | | | | | | | | | w/ store card |
| | Meijer | Meijer | 0.87 | 0.37 | | | | | | | | | | | limit 1 |
| | | Butterball | 1.47 | 0.97 | | | | | | | | | | | limit 1 |
| | | Honeysuckle | | 0.67 | | | | | | | | | | | limit 1 |
| | | True Goodness | | | | 1.97 | | | | | | | | | limit 1 |
| | Pete's Market | Butterball | 1.99 | 1.69 | | | | | | | | | | | |
| | | Norbest | | 0.69 | | | | | | | | | | | w/ \$25 purchase; limit 1 |
| | Piggly Wiggly MW | Jennie-O | | 0.38 | | | | | | | | | | | w/ \$20 purchase; limit 1 |
| | | Butterball | | 0.88 | | | | | | | | | | | w/ \$20 purchase; limit 1 |
| | | Honeysuckle | 1.99 | | | | | | | | | | | | |
| | Plum Market | GCC Organics | | | | | | | | 5.99 | | | | | |
| | | n/i | | | | | | | | | | 2.49 | | | |
| | | Bell & Evans | | | | 3.99 | | | | 5.99 | | | | | |
| | | Bell & Evans | | | | 4.99 | | | | | | | | | brined |
| | | Empire | | | | | | 4.99 | | | | | | | |
| | Ruler Foods | Kroger | | 0.47 | | | | | | | | | | | |
| | | Butterball | | 0.98 | | | | | | | | | | | |
| | Sam's Club | Member's Mark | | 1.98 | | | | | | | | | | | smoked |
| | | Member's Mark | 0.99 | | | 1.99 | | | | | | | | | |
| | Save-a-Lot | Honeysuckle | | 0.49 | | | | | | | | | | | w/ \$25 purchase |
| | Schnuck's | Honeysuckle | | 0.59 | | | | | | | | | | | w/ \$25 purchase; limit 1 |
| | Jennie-O | | 0.39 | | | | | | | | | | | w/ \$25 purchase; limit 1 | |
| | Schnuck's | | 0.39 | | | | | | | | | | | w/ \$25 purchase; limit 1 | |
| | Butterball | | 0.99 | | | | | | | | | | | w/ \$25 purchase; limit 1 | |
| | Schnuck's | 1.49 | | | | | | | | | | | | w/ \$25 purchase; limit 2 | |
| | Honeysuckle | 1.59 | | | | | | | | | | | | w/ \$25 purchase; limit 2 | |
| | Butterball | 1.99 | | | | | | | | | | | | w/ \$25 purchase; limit 2 | |
| | Perdue | | | | 1.99 | | | | | | | | | w/ \$25 purchase; limit 2 | |
| | D'Artagnan | | | | | | | | 3.89 | | | | | free-range | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Thanksgiving 2018

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

WHOLE TURKEYS

| State | Supermarket | Label | Conventional | | Antibiotic-Free | | Kosher | | Organic | | Free Range | Non-GMO | Heritage | Conditions | |
|---------------------|-------------------|--------------------|--------------|--------|-----------------|--------|--------|--------|---------|--------|------------|---------|----------|---------------------------|----------------------------|
| | | | Fresh | Frozen | Fresh | Frozen | Fresh | Frozen | Fresh | Frozen | Fresh | Fresh | Fresh | | |
| IL <i>(cont)</i> | Shop & Save Mrkt | Essential Everyday | | 0.69 | | | | | | | | | | w/ \$35 purchase; limit 1 | |
| | | Essential Everyday | | 0.99 | | | | | | | | | | | |
| | | Butterball | | 1.29 | | | | | | | | | | | |
| | | Midamar | | 1.69 | | | | | | | | | | | halal |
| | Sullivan's Foods | Norbest | | 0.89 | | | | | | | | | | | w/ \$50 purchase; limit 1 |
| | | Norbest | | 0.69 | | | | | | | | | | | w/ \$100 purchase; limit 1 |
| | | Norbest | | 0.49 | | | | | | | | | | | |
| | Sunset Foods | Norbest | | 0.99 | | | | | | | | | | | |
| | | HoKa | | | | 2.99 | | | | | | | | | |
| | Target | Market Pantry | | 0.59 | | | | | | | | | | | w/ 25% off coupon; limit 4 |
| | | Market Pantry | | 0.79 | | | | | | | | | | | limit 4 |
| | | Butterball | | 0.99 | | | | | | | | | | | limit 4 |
| | The Fresh Market | TFM | | | | 2.49 | | | | 3.99 | | | | | |
| | Tony's Fresh Mrkt | Butterball | 1.99 | | | | | | | | | | | | |
| | | Butterball | | 0.99 | | | | | | | | | | | w/ \$25 purchase; limit 1 |
| | | Jennie-O | | 0.39 | | | | | | | | | | | w/ \$25 purchase; limit 1 |
| | | HoKa | | | | 2.99 | | | | | | | | | |
| | | Perdue | | | | 1.99 | | | | | | | | | |
| | Trader Joe's | Trader Joe's | | | | 1.99 | | | | | | | | | brined |
| | | Trader Joe's | | | | | | 2.99 | | | 3.49 | | | | < 16 lbs. (hen) |
| | Valli Produce | Honeysuckle | | 0.99 | | | | | | | | | | | |
| | | Honeysuckle | | 0.49 | | | | | | | | | | | w/ \$30 purchase; limit 1 |
| | | n/i | 1.99 | | | | | | | | | | | | |
| | Walmart | n/i | | 0.98 | | | | | | | | | | | |
| | Walt's Food Cntr | Norbest | | 0.59 | | | | | | | | | | | w/ \$25 purchase; limit 1 |
| | | HoKa | | | | 2.99 | | | | | | | | | |
| Rosebud Farms | | | | | 2.99 | | | | | | | | | | |
| WFM Midwest | WFM | | | | 1.99 | | | | | 2.99 | | | 3.99 | | |
| | WFM | | | | 2.49 | | | | | | | | | brined | |
| | Larry Schultz | | | | | | | | | 3.49 | | | | | |
| Woodman's | Jennie-O | | 0.99 | | | | | | | | | | | | |
| | Butterball | | 1.29 | | | | | | | | | | | | |
| IN | Al's Supermarket | Honeysuckle | | 0.78 | | | | | | | | | | w/ \$15 purchase; limit 1 | |
| | | Honeysuckle | 1.38 | | | | | | | | | | | | |
| | ALDI | Butterball | | 1.18 | | | | | | | | | | | w/ \$15 purchase; limit 1 |
| | | Butterball | | 1.99 | | | | | | | | | | | smoked |
| | | Honeysuckle | 1.19 | 0.59 | | | | | | | | | | | limit 2 |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Thanksgiving 2018

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

WHOLE TURKEYS

| State | Supermarket | Label | Conventional | | Antibiotic-Free | | Kosher | | Organic | | Free Range | Non-GMO | Heritage | Conditions |
|---------------------|---------------------|--------------------|--------------|--------|-----------------|--------|--------|--------|---------|--------|------------|---------|---------------------------|---------------------------|
| | | | Fresh | Frozen | Fresh | Frozen | Fresh | Frozen | Fresh | Frozen | Fresh | Fresh | Fresh | |
| IN <i>(cont)</i> | ALDI | Never Any! | | | | 1.19 | | | | | | | | |
| | <i>(continued)</i> | Simply Nature | | | | | | | 2.99 | | | | | limit 2 |
| | County Market | Jennie-O | | 0.69 | | | | | | | | | | limit 1 |
| | | Jennie-O | 1.39 | | | | | | | | | | | |
| | | Honeysuckle | 1.39 | | | | | | | | | | | |
| | County Market NFI | Essential Everyday | | 0.49 | | | | | | | | | | w/ \$25 purchase; limit 1 |
| | | Jennie-O | 1.39 | | | | | | | | | | | |
| | Dollar General Mrkt | Jennie-O | | 0.95 | | | | | | | | | | < 16 lbs. (hen); limit 1 |
| | Earth Fare | n/i | | | 2.69 | | | | 3.99 | | | | | |
| | Food 4 Less | Kroger | | 0.37 | | | | | | | | | | w/ \$25 purchase; limit 1 |
| | | Butterball | | 0.99 | | | | | | | | | | w/ \$25 purchase; limit 1 |
| | Fresh Encounter | Honeysuckle | 1.39 | | | | | | | | | | | w/ \$25 purchase; limit 1 |
| | | Open Acres | | 0.39 | | | | | | | | | | w/ \$25 purchase; limit 1 |
| | | Honeysuckle | | 0.99 | | | | | | | | | | w/ \$25 purchase; limit 1 |
| | | Butterball | | 1.19 | | | | | | | | | | w/ \$25 purchase; limit 1 |
| | Fresh Thyme | Fresh Thyme | 0.97 | | | | | | | | | | | |
| | | Organic Prairie | | | | | | | 2.88 | | | | | |
| | Giant Eagle | Giant Eagle | | 0.68 | | | | | | | | | | w/ \$25 purchase; limit 1 |
| | | Giant Eagle | 1.39 | | | | | | | | | | | |
| | | Butterball | 1.79 | 1.39 | | | | | | | | | | |
| | | Nature's Basket | | | 2.49 | 1.99 | | | | | | | | |
| | | Honeysuckle | 1.49 | | | | | | | | | | | |
| | | Plainville Farms | | | 2.99 | | | | | | | | | |
| | | Bell & Evans | | | 2.99 | | | | | | | | | |
| | Gordon Food | Jennie-O | | 0.79 | | | | | | | | | | limit 1 |
| | | Jennie-O | | 1.99 | | | | | | | | | | |
| | | Butterball | | 1.69 | | | | | | | | | | |
| | Harding's | Open Acres | | 0.38 | | | | | | | | | | w/ \$50 purchase; limit 1 |
| | | Open Acres | 1.49 | | | | | | | | | | | |
| | | Butterball | 1.79 | 1.39 | | | | | | | | | | |
| | Harvest Supermrkts | Best Choice | 1.29 | 0.99 | | | | | | | | | | |
| IGA Houchen's | IGA | | 0.79 | | | | | | | | | | w/ \$10 purchase; limit 1 | |
| | Honeysuckle | 1.29 | | | | | | | | | | | | |
| IGA Stores IL/IN | IGA | | 0.58 | | | | | | | | | | w/ \$25 purchase; limit 1 | |
| | Essential Everyday | | 0.58 | | | | | | | | | | w/ \$25 purchase; limit 1 | |
| Jay C Foods | Kroger | | 0.47 | | | | | | | | | | w/ \$25 purchase; limit 2 | |
| | Butterball | 1.69 | 0.99 | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Thanksgiving 2018

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

WHOLE TURKEYS

| State | Supermarket | Label | Conventional | | Antibiotic-Free | | Kosher | | Organic | | Free Range | Non-GMO | Heritage | Conditions | |
|---------------------|-----------------------|--------------------|--------------|--------|-----------------|--------|--------|--------|---------|--------|------------|---------|----------|---------------------------|---------------------------|
| | | | Fresh | Frozen | Fresh | Frozen | Fresh | Frozen | Fresh | Frozen | Fresh | Fresh | Fresh | | |
| IN <i>(cont)</i> | Jewel-Osco | Jennie-O | | 0.39 | | | | | | | | | | w/ \$25 purchase; limit 1 | |
| | | Jennie-O | 1.99 | | | | | | | | | | | limit 1 | |
| | | Butterball | | 0.99 | | | | | | | | | | | limit 1 |
| | | Butterball | 2.49 | | | | | | | | | | | | < 16 lbs. (hen) |
| | Kirby Foods IGA | n/i | | | | | 1.99 | | | | | | | | limit 2 |
| | | Honeysuckle | 0.88 | | | | | | | | | | | | limit 2 |
| | Kroger Central | Kroger | | 0.69 | | | | | | | | | | | limit 2 |
| | | Butterball | 1.69 | | | | | | | | | | | | w/ store card |
| | Kroger Cincinnati | Simple Truth | | | | 1.69 | | | | | | | | | w/ \$25 purchase; limit 2 |
| | | Kroger | | 0.47 | | | | | | | | | | | w/ store card |
| | | Honeysuckle | | 1.39 | | | | | | | | | | | w/ store card |
| | Kroger Mid-South | Butterball | | 1.29 | | | | | | | | | | | w/ store card |
| | | Simple Truth | | | | 1.69 | | | | | | | | | w/ store card |
| | | Kroger | | 0.47 | | | | | | | | | | | w/ \$25 purchase; limit 2 |
| | Lucky's Market | Butterball | 1.69 | 0.99 | | | | | | | | | | | w/ store card |
| | | Simple Truth | | | 1.99 | | | | | | | | | | w/ store card |
| | | Lucky's Market | | | | 1.48 | | | 3.88 | | | 2.98 | | | |
| | Martin's Super Market | Honeysuckle | | 0.78 | | | | | | | | | | | w/ \$25 purchase; limit 1 |
| | | Butterball | | 0.89 | | | | | | | | | | | w/ \$25 purchase; limit 1 |
| | | Open Acres | | 0.47 | | | | | | | | | | | w/ \$25 purchase; limit 1 |
| | | Honeysuckle | 1.69 | | | | | | | | | | | | |
| | Meijer | Butterball | 1.89 | | | | | | | | | | | | |
| | | Meijer | 0.87 | 0.37 | | | | | | | | | | | limit 1 |
| | | Butterball | 1.47 | 0.97 | | | | | | | | | | | limit 1 |
| | Miller's Markets | Honeysuckle | | 0.67 | | | | | | | | | | | limit 1 |
| | | True Goodness | | | 1.97 | | | | | | | | | | limit 1 |
| | | Essential Everyday | | 0.49 | | | | | | | | | | | w/ \$50 purchase; limit 1 |
| | | Essential Everyday | | 1.09 | | | | | | | | | | | |
| | | Honeysuckle | | 0.49 | | | | | | | | | | | w/ \$50 purchase; limit 1 |
| | Needler's Fresh | Honeysuckle | | 1.09 | | | | | | | | | | | |
| Butterball | | | 1.39 | | | | | | | | | | | | |
| Honeysuckle | | 1.39 | 0.99 | | | | | | | | | | | w/ \$25 purchase; limit 1 | |
| New Market | Norbest | | 0.39 | | | | | | | | | | | w/ \$25 purchase; limit 1 | |
| | Butterball | | 1.19 | | | | | | | | | | | w/ \$25 purchase; limit 1 | |
| | Essential Everyday | | 0.58 | | | | | | | | | | | w/ \$40 purchase; limit 1 | |
| Ruler Foods | Kroger | | 0.47 | | | | | | | | | | | | |
| | Butterball | | 0.98 | | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Thanksgiving 2018

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

WHOLE TURKEYS

| State | Supermarket | Label | Conventional | | Antibiotic-Free | | Kosher | | Organic | | Free Range | Non-GMO | Heritage | Conditions | |
|---------------------|------------------|---------------|--------------|--------|-----------------|--------|--------|--------|---------|--------|------------|---------|----------|---------------------------|----------------------------|
| | | | Fresh | Frozen | Fresh | Frozen | Fresh | Frozen | Fresh | Frozen | Fresh | Fresh | Fresh | | |
| IN <i>(cont)</i> | Sam's Club | Member's Mark | | 1.98 | | | | | | | | | | smoked | |
| | | Member's Mark | 0.99 | | 1.99 | | | | | | | | | | |
| | Save-a-Lot | Honeysuckle | | 0.49 | | | | | | | | | | | w/ \$25 purchase |
| | Schnuck's | Honeysuckle | | 0.59 | | | | | | | | | | | w/ \$25 purchase; limit 1 |
| | | Jennie-O | | 0.39 | | | | | | | | | | | w/ \$25 purchase; limit 1 |
| | | Schnuck's | | 0.39 | | | | | | | | | | | w/ \$25 purchase; limit 1 |
| | | Butterball | | 0.99 | | | | | | | | | | | w/ \$25 purchase; limit 1 |
| | | Schnuck's | 1.49 | | | | | | | | | | | | w/ \$25 purchase; limit 2 |
| | | Honeysuckle | 1.59 | | | | | | | | | | | | w/ \$25 purchase; limit 2 |
| | | Butterball | 1.99 | | | | | | | | | | | | w/ \$25 purchase; limit 2 |
| | | Perdue | | | 1.99 | | | | | | | | | | w/ \$25 purchase; limit 2 |
| | | D'Artagnan | | | | | | | 3.89 | | | | | | free-range |
| | Strack & VanTil | Butterball | | 0.99 | | | | | | | | | | | w/ \$25 purchase; limit 1 |
| | | Butterball | 1.99 | 1.39 | | | | | | | | | | | |
| | | Norbest | | 0.49 | | | | | | | | | | | w/ \$25 purchase; limit 1 |
| | | Norbest | | 0.99 | | | | | | | | | | | |
| | | Honeysuckle | 1.69 | | | | | | | | | | | | |
| | Target | Market Pantry | | 0.59 | | | | | | | | | | | w/ 25% off coupon; limit 4 |
| | | Market Pantry | | 0.79 | | | | | | | | | | | limit 4 |
| | | Butterball | | 0.99 | | | | | | | | | | | limit 4 |
| | The Fresh Market | TFM | | | 2.49 | | | | | 3.99 | | | | | |
| | Trader Joe's | Trader Joe's | | | 1.99 | | | | | | | | | | brined |
| | | Trader Joe's | | | | | | 2.99 | | 3.49 | | | | | < 16 lbs. (hen) |
| | Walmart | n/i | | 0.98 | | | | | | | | | | | |
| | Walt's Food Cntr | Norbest | | 0.59 | | | | | | | | | | | w/ \$25 purchase; limit 1 |
| | | HoKa | | | 2.99 | | | | | | | | | | |
| | | Rosebud Farms | | | 2.99 | | | | | | | | | | |
| Wesselman's | Jennie-O | | 0.68 | | | | | | | | | | | w/ \$25 purchase; limit 1 | |
| | Honeysuckle | | 0.68 | | | | | | | | | | | w/ \$25 purchase; limit 1 | |
| | Butterball | | 0.98 | | | | | | | | | | | w/ \$25 purchase; limit 1 | |
| WFM Midwest | WFM | | | 1.99 | | | | | 2.99 | | | | 3.99 | | |
| | WFM | | | 2.49 | | | | | | | | | | brined | |
| | Larry Schultz | | | | | | | | 3.49 | | | | | | |
| MI | ALDI | Butterball | | 1.99 | | | | | | | | | | smoked | |
| | | Butterball | | 0.87 | | | | | | | | | | limit 2 | |
| | | Never Any! | | | | 1.19 | | | | | | | | | |
| | | Honeysuckle | 1.19 | | | | | | | | | | | limit 2 | |
| | | Simply Nature | | | | | | | 2.99 | | | | | limit 2 | |

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|---------------------|--------------------|------------------|--------------|--------|-----------------|--------|--------|--------|---------|--------|------------|---------|----------|---------------------------|---------------------------|
| | | | Fresh | Frozen | Fresh | Frozen | Fresh | Frozen | Fresh | Frozen | Fresh | Fresh | Fresh | | |
| MI <i>(cont)</i> | AW Grocers | Best Choice | | 0.99 | | | | | | | | | | | |
| | | Butterball | | 1.49 | | | | | | | | | | | |
| | Busch's | Jennie-O | | 0.49 | | | | | | | | | | w/ \$25 purchase; limit 1 | |
| | | Butterball | | 0.99 | | | | | | | | | | | limit 1 |
| | | Honeysuckle | | 0.99 | | | | | | | | | | | limit 1 |
| | | Timber Valley | | 1.99 | | | | | | | | | | | |
| | County Market | Jennie-O | | | 0.69 | | | | | | | | | | limit 1 |
| | | Jennie-O | | 1.39 | | | | | | | | | | | |
| | | Honeysuckle | | 1.39 | | | | | | | | | | | |
| | D&W Fresh Market | Open Acres | | 0.99 | 0.38 | | | | | | | | | | w/ \$30 purchase; limit 1 |
| | | Butterball | | | 0.97 | | | | | | | | | | w/ \$30 purchase; limit 1 |
| | | Honeysuckle | | | 0.77 | | | | | | | | | | w/ \$30 purchase; limit 1 |
| | | Plainville Farms | | | | | 1.49 | | | | | | | | |
| | | Bell & Evans | | | | | | 3.49 | | | | | | | |
| | Earth Fare | n/i | | | | 2.69 | | | | 3.99 | | | | | |
| | Family Fare | Open Acres | | 0.99 | 0.38 | | | | | | | | | | w/ \$30 purchase; limit 1 |
| | | Butterball | | | 0.97 | | | | | | | | | | w/ \$30 purchase; limit 1 |
| | | Honeysuckle | | | 0.77 | | | | | | | | | | w/ \$30 purchase; limit 1 |
| | Food Pride | Butterball | | | 0.98 | | | | | | | | | | limit 1 |
| | | Open Acres | | | 0.48 | | | | | | | | | | limit 1 |
| | Fresh Thyme | Fresh Thyme | | 0.97 | | | | | | | | | | | |
| | | Organic Prairie | | | | | | | | 2.88 | | | | | |
| | Glory Supermarket | Butterball | | | 0.98 | | | | | | | | | | |
| | | Butterball | | | 0.58 | | | | | | | | | | w/ \$20 purchase; limit 1 |
| | | Honeysuckle | | 0.98 | | | | | | | | | | | |
| | Gordon Food | Jennie-O | | | 0.79 | | | | | | | | | | limit 1 |
| | | Jennie-O | | | 1.99 | | | | | | | | | | |
| | | Butterball | | | 1.69 | | | | | | | | | | |
| | Great Lakes Market | Jennie-O | | | 0.99 | | | | | | | | | | |
| | | Butterball | | | 1.29 | | | | | | | | | | |
| | Harding's | Open Acres | | | 0.38 | | | | | | | | | | w/ \$50 purchase; limit 1 |
| | | Open Acres | | 1.49 | | | | | | | | | | | |
| | Butterball | | 1.79 | 1.39 | | | | | | | | | | | |
| Hollywood Markets | Honeysuckle | | | 0.59 | | | | | | | | | | w/ \$25 purchase; limit 1 | |
| | Amish Country | | 1.29 | | | | | | | | | | | limit 1 | |
| Jack's Market | Amish Country | | 1.59 | | | | | | | | | | | | |

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|----------------|-----------------------|--------------------|--------------|--------|-----------------|--------|--------|--------|---------|--------|------------|---------|----------|---------------------------|---------------------------|
| | | | Fresh | Frozen | Fresh | Frozen | Fresh | Frozen | Fresh | Frozen | Fresh | Fresh | Fresh | | |
| MI (cont) | Kroger Central | Kroger | | 0.69 | | | | | | | | | | limit 2 | |
| | | Butterball | 1.69 | | | | | | | | | | | | |
| | | Simple Truth | | | | 1.69 | | | | | | | | | w/ store card |
| | Kroger Columbus | Kroger | | 0.47 | | | | | | | | | | | w/ \$25 purchase; limit 2 |
| | | Butterball | 1.59 | 1.29 | | | | | | | | | | | w/ store card |
| | | Simple Truth | | | 1.99 | | | | | | | | | | w/ store card |
| | Kroger Michigan | Kroger | | 0.47 | | | | | | | | | | | w/ \$25 purchase; limit 2 |
| | | Butterball | 1.59 | 0.97 | | | | | | | | | | | w/ store card |
| | | Simple Truth | | | | | | | 2.99 | | | | | | |
| | Lucky's Market | Lucky's Market | | | | 1.48 | | | 3.88 | | | 2.98 | | | |
| | Martin's Super Market | Honeysuckle | | 0.78 | | | | | | | | | | | w/ \$25 purchase; limit 1 |
| | | Butterball | | 0.89 | | | | | | | | | | | w/ \$25 purchase; limit 1 |
| | | Open Acres | | 0.47 | | | | | | | | | | | w/ \$25 purchase; limit 1 |
| | | Honeysuckle | 1.69 | | | | | | | | | | | | |
| | | Butterball | 1.89 | | | | | | | | | | | | |
| | Meijer | Meijer | 0.87 | 0.37 | | | | | | | | | | | limit 1 |
| | | Butterball | 1.47 | 0.97 | | | | | | | | | | | limit 1 |
| | | Honeysuckle | | 0.67 | | | | | | | | | | | limit 1 |
| | | True Goodness | | | 1.97 | | | | | | | | | | limit 1 |
| | Miller's Markets | Essential Everyday | | 0.49 | | | | | | | | | | | w/ \$50 purchase; limit 1 |
| | | Essential Everyday | | 1.09 | | | | | | | | | | | |
| | | Honeysuckle | | 0.49 | | | | | | | | | | | w/ \$50 purchase; limit 1 |
| | | Honeysuckle | | 1.09 | | | | | | | | | | | |
| | | Butterball | | 1.39 | | | | | | | | | | | |
| | Pat's Foods IGA | Butterball | | 1.48 | | | | | | | | | | | |
| | | Jennie-O | | 0.99 | | | | | | | | | | | |
| | | Essential Everyday | | 0.99 | | | | | | | | | | | |
| | Plum Market | GCC Organics | | | | | | | | 5.99 | | | | | |
| n/i | | | | | | | | | | | 2.49 | | | | |
| Bell & Evans | | | | 3.99 | | | | | 5.99 | | | | | | |
| Bell & Evans | | | | 4.99 | | | | | | | | | | brined | |
| Polly's Market | Empire | | | | | 4.99 | | | | | | | | | |
| | Amish Country | | 0.39 | | | | | | | | | | | w/ \$25 purchase; limit 1 | |
| | Round Hill | | 0.39 | | | | | | | | | | | w/ \$25 purchase; limit 1 | |
| | Honeysuckle | | 1.09 | | | | | | | | | | | | |
| | Butterball | | 1.49 | | | | | | | | | | | | |
| | Amish Country | 1.59 | | | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Thanksgiving 2018

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

WHOLE TURKEYS

| State | Supermarket | Label | Conventional | | Antibiotic-Free | | Kosher | | Organic | | Free Range | Non-GMO | Heritage | Conditions |
|---------------------|-------------------|---------------|--------------|--------|-----------------|--------|--------|--------|---------|--------|------------|---------|---------------------------|---------------------------|
| | | | Fresh | Frozen | Fresh | Frozen | Fresh | Frozen | Fresh | Frozen | Fresh | Fresh | Fresh | |
| MI <i>(cont)</i> | Ric's Food Center | Best Choice | | 0.49 | | | | | | | | | | w/ \$25 purchase; limit 1 |
| | | Honeysuckle | 1.29 | | | | | | | | | | | |
| | Sam's Club | Member's Mark | | 1.98 | | | | | | | | | | smoked |
| | | Member's Mark | 0.99 | | 1.99 | | | | | | | | | |
| | Save-a-Lot | Honeysuckle | | 0.49 | | | | | | | | | | w/ \$25 purchase |
| | Spartan Stores | Butterball | 1.49 | | | | | | | | | | | |
| | | Bell & Evans | | | 3.49 | | | | | | | | | |
| | | Open Acres | | 1.19 | | | | | | | | | | |
| | | Open Acres | | 0.36 | | | | | | | | | | |
| | Super One Foods | Jennie-O | | 0.58 | | | | | | | | | | |
| | | Jennie-O | 1.66 | | | | | | | | | | | |
| | Tadych's | Honeysuckle | 1.39 | | | | | | | | | | | |
| | Target | Market Pantry | | 0.59 | | | | | | | | | | |
| | | Market Pantry | | 0.79 | | | | | | | | | | |
| | | Butterball | | 0.99 | | | | | | | | | | |
| | Tom's/Oleson's | Open Acres | 1.39 | | | | | | | | | | | |
| | Trader Joe's | Trader Joe's | | | 1.99 | | | | | | | | | |
| | | Trader Joe's | | | | | 2.99 | | 3.49 | | | | | |
| | Valuland | Open Acres | | 0.38 | | | | | | | | | | |
| | VG's Grocery | Open Acres | 0.99 | 0.38 | | | | | | | | | | |
| | Butterball | | 0.97 | | | | | | | | | | | |
| | Honeysuckle | | 0.77 | | | | | | | | | | | |
| Walmart | n/i | | 0.98 | | | | | | | | | | | |
| WFM Midwest | WFM | | | 1.99 | | | | | 2.99 | | | | 3.99 | |
| | WFM | | | 2.49 | | | | | | | | | | |
| | Larry Schultz | | | | | | | | 3.49 | | | | | |
| MN | ALDI | Butterball | | 1.99 | | | | | | | | | | smoked |
| | | Butterball | | 0.87 | | | | | | | | | | limit 2 |
| | | Never Any! | | | | 1.19 | | | | | | | | |
| | | Honeysuckle | 1.19 | | | | | | | | | | | limit 2 |
| | | Simply Nature | | | | | | | 2.99 | | | | | limit 2 |
| | AW Grocers | Best Choice | | 0.99 | | | | | | | | | | |
| | | Butterball | | 1.49 | | | | | | | | | | |
| | | Butterball | | 0.89 | | | | | | | | | | |
| | | Butterball | | 1.09 | | | | | | | | | | |
| | | Best Choice | | 0.68 | | | | | | | | | | |
| Cash Wise | Jennie-O | | 0.66 | | | | | | | | | | w/ \$25 purchase; limit 1 | |
| | Butterball | 1.18 | | | | | | | | | | | limit 1 | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Thanksgiving 2018

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

WHOLE TURKEYS

| State | Supermarket | Label | Conventional | | Antibiotic-Free | | Kosher | | Organic | | Free Range | Non-GMO | Heritage | Conditions | |
|---------------------|---------------------|--------------------|--------------|--------|-----------------|--------|--------|--------|---------|--------|------------|---------|----------|--------------------------|--|
| | | | Fresh | Frozen | Fresh | Frozen | Fresh | Frozen | Fresh | Frozen | Fresh | Fresh | Fresh | | |
| MN <i>(cont)</i> | Coborn's | Butterball | 1.18 | | | | | | | | | | | | |
| | County Market | Jennie-O | | 0.69 | | | | | | | | | | limit 1 | |
| | | Jennie-O | 1.39 | | | | | | | | | | | | |
| | | Honeysuckle | 1.39 | | | | | | | | | | | | |
| | Cub Foods | Essential Everyday | | 0.69 | | | | | | | | | | | limit 1 |
| | | Jennie-O | | 0.99 | | | | | | | | | | | limit 1 |
| | | Jennie-O | 1.69 | | | | | | | | | | | | |
| | | Butterball | | 1.59 | | | | | | | | | | | |
| | Dick's Fresh Market | Honeysuckle | 1.59 | | | | | | | | | | | | |
| | | Essential Everyday | | 0.78 | | | | | | | | | | | |
| | Econofoods | Open Acres | | 0.67 | | | | | | | | | | | w/ \$25 purchase; limit 1 |
| | | Butterball | | 1.19 | | | | | | | | | | | |
| | Family Fare | Open Acres | | free | | | | | | | | | | | w/ ham purchase; limit 1 |
| | | Open Acres | | 0.47 | | | | | | | | | | | w/ \$25 purchase; limit 1 |
| | | Open Acres | 1.39 | | | | | | | | | | | | |
| | Family Fresh | Butterball | | 1.29 | | | | | | | | | | | |
| | | Open Acres | | 0.67 | | | | | | | | | | | w/ \$25 purchase; limit 1 |
| | | Open Acres | 1.49 | | | | | | | | | | | | |
| | Fareway | Butterball | | 1.19 | | | | | | | | | | | |
| | | Fareway | | free | | | | | | | | | | | < 16 lbs. (hen); w/ \$50 purchase; limit 1 |
| | | Fareway | | 1.29 | | | | | | | | | | | |
| | Festival | Jennie-O | 1.19 | | | | | | | | | | | | w/ \$25 purchase; limit 1 |
| | Food Pride | Butterball | | 0.98 | | | | | | | | | | | limit 1 |
| | | Open Acres | | 0.48 | | | | | | | | | | | limit 1 |
| | Fresh Thyme | Fresh Thyme | 0.97 | | | | | | | | | | | | |
| | | Organic Prairie | | | | | | | | 2.88 | | | | | |
| | Hornbacher's | Essential Everyday | | 0.69 | | | | | | | | | | | limit 1 |
| | | Essential Everyday | | 0.39 | | | | | | | | | | | w/ \$25 purchase; limit 1 |
| | | Essential Everyday | 1.49 | | | | | | | | | | | | |
| | Hugo's | Butterball | | 1.29 | | | | | | | | | | | |
| | | Open Acres | | 0.45 | | | | | | | | | | | w/ \$30 purchase; limit 1 |
| | | Open Acres | | 1.29 | | | | | | | | | | | |
| | | Butterball | | 0.99 | | | | | | | | | | | w/ \$30 purchase; limit 1 |
| Hy-Vee | Butterball | | 1.39 | | | | | | | | | | | | |
| | Honeysuckle | | free | | | | | | | | | | | w/ ham purchase; limit 1 | |
| | Honeysuckle | | 1.39 | | | | | | | | | | | | |
| | Butterball | | 1.39 | | | | | | | | | | | | |
| | Hy-Vee | 1.69 | | | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Thanksgiving 2018

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

WHOLE TURKEYS

| State | Supermarket | Label | Conventional | | Antibiotic-Free | | Kosher | | Organic | | Free Range | Non-GMO | Heritage | Conditions | |
|---------------------|-------------------|------------------|---------------|--------|-----------------|--------|--------|--------|---------|--------|------------|---------|----------|---------------------------|----------------------------|
| | | | Fresh | Frozen | Fresh | Frozen | Fresh | Frozen | Fresh | Frozen | Fresh | Fresh | Fresh | | |
| MN <i>(cont)</i> | Lunds & Byerly's | Honeysuckle | | 0.99 | | | | | | | | | | limit 2 | |
| | Lunds & Byerly's | Lunds & Byerly's | 1.79 | | 1.89 | | | | 3.79 | | 3.99 | | | | |
| | Marketplace Foods | Open Acres | Open Acres | | 0.69 | | | | | | | | | | w/ \$25 purchase; limit 1 |
| | | Open Acres | Open Acres | | 0.99 | | | | | | | | | | |
| | Maynard Foods | Butterball | Butterball | | 0.68 | | | | | | | | | | limit 2 |
| | | Butterball | Butterball | | 0.99 | | | | | | | | | | |
| | | Best Choice | Best Choice | | 0.78 | | | | | | | | | | w/ \$50 purchase; limit 1 |
| | | Best Choice | Best Choice | | 1.18 | | | | | | | | | | limit 1 |
| | Natural Grocers | Mary's | | | | | | | 3.99 | | 2.79 | | 6.49 | | |
| | Nilssen's Foods | Butterball | | 0.99 | | | | | | | | | | limit 2 | |
| | Sam's Club | Member's Mark | Member's Mark | | 1.98 | | | | | | | | | | smoked |
| | | Member's Mark | Member's Mark | 0.99 | | 1.99 | | | | | | | | | |
| | Save-a-Lot | Honeysuckle | | 0.49 | | | | | | | | | | | w/ \$25 purchase |
| | Sun Mart | Open Acres | Open Acres | | 0.67 | | | | | | | | | | w/ \$25 purchase; limit 1 |
| | | Open Acres | Open Acres | 1.49 | | | | | | | | | | | |
| | | Butterball | Butterball | | 1.19 | | | | | | | | | | |
| | Sunshine Foods | Best Choice | Best Choice | | 0.99 | | | | | | | | | | |
| | Super One Foods | Jennie-O | Jennie-O | | 0.58 | | | | | | | | | | w/ \$25 purchase; limit 1 |
| | | Jennie-O | Jennie-O | 1.66 | | | | | | | | | | | |
| | SuperVALU Foods | Jennie-O | Jennie-O | 1.59 | | | | | | | | | | | |
| | Target | Market Pantry | Market Pantry | | 0.59 | | | | | | | | | | w/ 25% off coupon; limit 4 |
| | | Market Pantry | Market Pantry | | 0.79 | | | | | | | | | | limit 4 |
| | | Butterball | Butterball | | 0.99 | | | | | | | | | | limit 4 |
| Teal's Markets | Open Acres | Open Acres | | 0.68 | | | | | | | | | | w/ \$50 purchase | |
| Trader Joe's | Trader Joe's | Trader Joe's | | | 1.99 | | | | | | | | | brined | |
| | Trader Joe's | Trader Joe's | | | | | 2.99 | | 3.49 | | | | | < 16 lbs. (hen) | |
| Walmart | n/i | n/i | | 0.98 | | | | | | | | | | | |
| WFM Midwest | WFM | WFM | | | 1.99 | | | | 2.99 | | | | 3.99 | | |
| | WFM | WFM | | | 2.49 | | | | | | | | | brined | |
| | Larry Schultz | Larry Schultz | | | | | | | 3.49 | | | | | | |
| ND | Albrt/Safe Mount. | Butterball | | 0.89 | | | | | | | | | | w/ \$25 purchase; limit 1 | |
| | | Honeysuckle | | 0.45 | | | | | | | | | | w/ \$25 purchase; limit 1 | |
| | | Norbest | 1.47 | | | | | | | | | | | | |
| | AW Grocers | Open Nature | Open Nature | | | 1.99 | | | | | | | | | |
| | | Best Choice | Best Choice | | 0.99 | | | | | | | | | | |
| | Cash Wise | Butterball | Butterball | | 1.49 | | | | | | | | | | |
| | | Jennie-O | Jennie-O | | 0.66 | | | | | | | | | | limit 1 |
| | Butterball | Butterball | 1.18 | | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Thanksgiving 2018

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

WHOLE TURKEYS

| State | Supermarket | Label | Conventional | | Antibiotic-Free | | Kosher | | Organic | | Free Range | Non-GMO | Heritage | Conditions | |
|---------------------|-------------------|--------------------|--------------|--------|-----------------|--------|--------|--------|---------|--------|------------|---------|------------------|----------------------------|---------------------------|
| | | | Fresh | Frozen | Fresh | Frozen | Fresh | Frozen | Fresh | Frozen | Fresh | Fresh | Fresh | | |
| ND <i>(cont)</i> | Dan's Supermarket | Open Acres | | free | | | | | | | | | | w/ ham purchase; limit 1 | |
| | | Open Acres | | 0.69 | | | | | | | | | | w/ \$25 purchase; limit 1 | |
| | | Open Acres | 1.39 | | | | | | | | | | | | |
| | | Butterball | | 1.29 | | | | | | | | | | | |
| | Family Fare | Open Acres | | free | | | | | | | | | | | w/ ham purchase; limit 1 |
| | | Open Acres | | 0.47 | | | | | | | | | | | w/ \$25 purchase; limit 1 |
| | | Open Acres | 1.39 | | | | | | | | | | | | |
| | Food Pride | Butterball | | 1.29 | | | | | | | | | | | |
| | | Butterball | | 0.98 | | | | | | | | | | | limit 1 |
| | Hornbacher's | Open Acres | | 0.48 | | | | | | | | | | | limit 1 |
| | | Essential Everyday | | 0.69 | | | | | | | | | | | limit 1 |
| | Hugo's | Butterball | | 1.29 | | | | | | | | | | | |
| | | Essential Everyday | | 0.39 | | | | | | | | | | | w/ \$25 purchase; limit 1 |
| | | Essential Everyday | 1.49 | | | | | | | | | | | | |
| | | Open Acres | | 0.45 | | | | | | | | | | | w/ \$30 purchase; limit 1 |
| | Leevers Foods | Open Acres | | 1.29 | | | | | | | | | | | |
| | | Butterball | | 0.99 | | | | | | | | | | | w/ \$30 purchase; limit 1 |
| | Marketplace Foods | Butterball | | 1.39 | | | | | | | | | | | |
| | | Open Acres | | 0.81 | | | | | | | | | | | w/ \$30 purchase; limit 1 |
| | | Open Acres | | 0.69 | | | | | | | | | | | w/ \$25 purchase; limit 1 |
| | | Open Acres | | 0.99 | | | | | | | | | | | |
| | Miller's Fresh | Butterball | | 0.68 | | | | | | | | | | | limit 2 |
| | | Butterball | | 0.99 | | | | | | | | | | | |
| Natural Grocers | Open Acres | | 1.09 | | | | | | | | | | | | |
| Sam's Club | Mary's | | | | | | | 3.99 | | | 2.79 | | 6.49 | | |
| | Member's Mark | | 1.98 | | | | | | | | | | | smoked | |
| SuperVALU Foods | Member's Mark | 0.99 | | 1.99 | | | | | | | | | | | |
| | Jennie-O | 1.59 | | | | | | | | | | | | | |
| Target | Market Pantry | | 0.59 | | | | | | | | | | | w/ 25% off coupon; limit 4 | |
| | Market Pantry | | 0.79 | | | | | | | | | | | limit 4 | |
| | Butterball | | 0.99 | | | | | | | | | | | limit 4 | |
| Teal's Markets | Open Acres | | 0.68 | | | | | | | | | | w/ \$50 purchase | | |
| Walmart | n/i | | 0.98 | | | | | | | | | | | | |
| NE | Alb./Safe. Denver | Honeysuckle | | 0.49 | | | | | | | | | | w/ \$20 purchase; limit 1 | |
| | | Butterball | | 0.99 | | | | | | | | | | w/ store card; limit 1 | |
| | | Honeysuckle | 1.79 | | | | | | | | | | | | |
| | | Butterball | 1.99 | | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Thanksgiving 2018

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

WHOLE TURKEYS

| State | Supermarket | Label | Conventional | | Antibiotic-Free | | Kosher | | Organic | | Free Range | Non-GMO | Heritage | Conditions |
|---------------------|-------------------|---------------|--------------|--------|-----------------|--------|--------|--------|---------|--------|------------|---------|--------------------------|----------------------------|
| | | | Fresh | Frozen | Fresh | Frozen | Fresh | Frozen | Fresh | Frozen | Fresh | Fresh | Fresh | |
| NE <i>(cont)</i> | Russ's Market | Best Choice | | 0.99 | | | | | | | | | | |
| | | Honeysuckle | 1.49 | | | | | | | | | | | |
| | Sam's Club | Smoke House | | 1.99 | | | | | | | | | | smoked |
| | | Member's Mark | | 1.98 | | | | | | | | | | smoked |
| | Super Saver | Member's Mark | 0.99 | | 1.99 | | | | | | | | | |
| | | Best Choice | | BOGO | | | | | | | | | | |
| | Target | Best Choice | 1.48 | | | | | | | | | | | |
| | | Smoke House | | 1.98 | | | | | | | | | | smoked |
| | | Market Pantry | | 0.59 | | | | | | | | | | w/ 25% off coupon; limit 4 |
| | Thriftway Stores | Market Pantry | | 0.79 | | | | | | | | | | limit 4 |
| | | Butterball | | 0.99 | | | | | | | | | | limit 4 |
| | | Best Choice | | 0.89 | | | | | | | | | | w/ \$25 purchase; limit 1 |
| | Trader Joe's | Butterball | | 1.69 | | | | | | | | | | |
| | | Trader Joe's | | | 1.99 | | | | | | | | | brined |
| Walmart | Trader Joe's | | | | | 2.99 | | 3.49 | | | | | < 16 lbs. (hen) | |
| | n/i | | 0.98 | | | | | | | | | | | |
| WFM Midwest | WFM | | | 1.99 | | | | | 2.99 | | | 3.99 | | |
| | WFM | | | 2.49 | | | | | | | | | brined | |
| OH | Acme Fresh Market | Larry Schultz | | | | | | | 3.49 | | | | | |
| | | Acme Fresh | 1.49 | 0.38 | | | | | | | | | | w/ store card; limit 1 |
| | ALDI | Acme Fresh | 2.09 | 1.69 | | | | | | | | | | |
| | | Honeysuckle | | 0.99 | | | | | | | | | | w/ store card |
| | | Honeysuckle | | 1.89 | | | | | | | | | | |
| | | Butterball | | 1.59 | | | | | | | | | | w/ store card |
| | | Butterball | | 1.89 | | | | | | | | | | |
| | | Butterball | | 1.99 | | | | | | | | | | smoked |
| | | Butterball | | 0.87 | | | | | | | | | | limit 2 |
| | | Never Any! | | | | 1.19 | | | | | | | | |
| | | Honeysuckle | 1.19 | | | | | | | | | | | limit 2 |
| | | Simply Nature | | | | | | | 2.99 | | | | | limit 2 |
| | Buehler's | Honeysuckle | | 0.49 | | | | | | | | | | w/ store card; limit 1 |
| | | Honeysuckle | 1.69 | 1.19 | | | | | | | | | | |
| Honeysuckle | | | 2.99 | | | | | | | | | | smoked | |
| Dave's Markets | Butterball | | 1.49 | | | | | | | | | | | |
| | Bowman & Landes | | | 2.99 | | | | | | | 2.99 | | | |
| | Honeysuckle | | 0.59 | | | | | | | | | | > 16 lbs. (tom); limit 1 | |
| | Honeysuckle | | 0.99 | | | | | | | | | | | |
| | | Amish Country | 1.49 | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Thanksgiving 2018

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

WHOLE TURKEYS

| State | Supermarket | Label | Conventional | | Antibiotic-Free | | Kosher | | Organic | | Free Range | Non-GMO | Heritage | Conditions | |
|---------------------|---------------------|------------------|--------------|--------|-----------------|--------|--------|--------|---------|--------|------------|---------|----------|---------------------------|---------------------------|
| | | | Fresh | Frozen | Fresh | Frozen | Fresh | Frozen | Fresh | Frozen | Fresh | Fresh | Fresh | | |
| OH <i>(cont)</i> | Dollar General Mrkt | Jennie-O | | 0.95 | | | | | | | | | | < 16 lbs. (hen); limit 1 | |
| | Dorothy Lane | DLM | | | | | | | | | 3.99 | | | | |
| | | DLM | | | | | | | | | 4.99 | | | brined | |
| | Earth Fare | n/i | | | 2.69 | | | | 3.99 | | | | | | |
| | Fishers Foods | Best Choice | | 0.38 | | | | | | | | | | limit 1 | |
| | | Fishers | | 1.59 | | | | | | | | | | | |
| | | Honeysuckle | | | 0.97 | | | | | | | | | | limit 2 |
| | | Bell & Evans | | | | | | | 4.99 | | | | | | |
| | Food Fair | Butterball | | | 1.19 | | | | | | | | | | limit 1 |
| | | Butterball | | 1.89 | | | | | | | | | | | |
| | | Walnut Creek | | | 2.99 | | | | | | | | | | smoked |
| | Fresh Encounter | Honeysuckle | | 1.39 | | | | | | | | | | | w/ \$25 purchase; limit 1 |
| | | Open Acres | | | 0.39 | | | | | | | | | | w/ \$25 purchase; limit 1 |
| | | Honeysuckle | | | 0.99 | | | | | | | | | | w/ \$25 purchase; limit 1 |
| | | Butterball | | | 1.19 | | | | | | | | | | w/ \$25 purchase; limit 1 |
| | Fresh Thyme | Fresh Thyme | | 0.97 | | | | | | | | | | | |
| | | Organic Prairie | | | | | | | | 2.88 | | | | | |
| | Giant Eagle | Giant Eagle | | | 0.68 | | | | | | | | | | w/ \$25 purchase; limit 1 |
| | | Giant Eagle | | 1.39 | | | | | | | | | | | |
| | | Butterball | | 1.79 | 1.39 | | | | | | | | | | |
| | | Nature's Basket | | | | 2.49 | 1.99 | | | | | | | | |
| | | Honeysuckle | | 1.49 | | | | | | | | | | | |
| | | Plainville Farms | | | | 2.99 | | | | | | | | | |
| | | Bell & Evans | | | | 2.99 | | | | | | | | | |
| | Gordon Food | Jennie-O | | | 0.79 | | | | | | | | | | limit 1 |
| | | Jennie-O | | | 1.99 | | | | | | | | | | |
| | | Butterball | | | 1.69 | | | | | | | | | | |
| | Heinen's | Amish Country | | 1.59 | | | | | | | | | | | |
| | | Plainville Farms | | | | 2.99 | | | | | | | | | |
| | IGA Houchen's | IGA | | | 0.79 | | | | | | | | | | w/ \$10 purchase; limit 1 |
| | Honeysuckle | | 1.29 | | | | | | | | | | | | |
| IGA SpartanNash | Butterball | | | 1.49 | | | | | | | | | | | |
| Kroger Central | Kroger | | | 0.69 | | | | | | | | | | limit 2 | |
| | Butterball | | 1.69 | | | | | | | | | | | | |
| | Simple Truth | | | | | 1.69 | | | | | | | | w/ store card | |
| Kroger Cincinnati | Kroger | | | 0.47 | | | | | | | | | | w/ \$25 purchase; limit 2 | |
| | Honeysuckle | | | 1.39 | | | | | | | | | | w/ store card | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Thanksgiving 2018

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

WHOLE TURKEYS

| State | Supermarket | Label | Conventional | | Antibiotic-Free | | Kosher | | Organic | | Free Range | Non-GMO | Heritage | Conditions | |
|--------------|----------------------------------|--------------------|--------------|--------|-----------------|--------|--------|--------|---------|--------|------------|---------|----------|---------------------------|---------------------------|
| | | | Fresh | Frozen | Fresh | Frozen | Fresh | Frozen | Fresh | Frozen | Fresh | Fresh | Fresh | | |
| OH (cont) | Kroger Cincinnati (continued) | Butterball | | 1.29 | | | | | | | | | | w/ store card | |
| | | Simple Truth | | | | 1.69 | | | | | | | | | w/ store card |
| | Kroger Columbus | Kroger | | 0.47 | | | | | | | | | | | w/ \$25 purchase; limit 2 |
| | | Butterball | 1.59 | 1.29 | | | | | | | | | | | w/ store card |
| | Kroger Mid-Atlantic | Simple Truth | | | | 1.99 | | | | | | | | | w/ store card |
| | | Honeysuckle | | 0.37 | | | | | | | | | | | w/ \$25 purchase; limit 2 |
| | Lucky's Market | Butterball | 1.29 | 1.09 | | | | | | | | | | | w/ store card |
| | | Lucky's Market | | | | 1.48 | | | 3.88 | | | 2.98 | | | |
| | Marc's | Honeysuckle | | 0.59 | | | | | | | | | | | limit 2 |
| | Meijer | Meijer | 0.87 | 0.37 | | | | | | | | | | | limit 1 |
| | | Butterball | 1.47 | 0.97 | | | | | | | | | | | limit 1 |
| | Miller's Markets | Honeysuckle | | 0.67 | | | | | | | | | | | limit 1 |
| | | True Goodness | | | | 1.97 | | | | | | | | | limit 1 |
| | | Essential Everyday | | 0.49 | | | | | | | | | | | w/ \$50 purchase; limit 1 |
| | | Essential Everyday | | 1.09 | | | | | | | | | | | |
| | | Honeysuckle | | 0.49 | | | | | | | | | | | w/ \$50 purchase; limit 1 |
| | Needler's Fresh | Honeysuckle | | 1.09 | | | | | | | | | | | |
| | | Butterball | | 1.39 | | | | | | | | | | | |
| | | Honeysuckle | 1.39 | 0.99 | | | | | | | | | | | w/ \$25 purchase; limit 1 |
| | Piggly Wiggly Stores | Norbest | | 0.39 | | | | | | | | | | | w/ \$25 purchase; limit 1 |
| | | Butterball | | 1.19 | | | | | | | | | | | w/ \$25 purchase; limit 1 |
| | | Jennie-O | | 0.78 | | | | | | | | | | | limit 2 |
| | Remke Markets | Butterball | | 0.98 | | | | | | | | | | | limit 2 |
| | | Honeysuckle | 1.39 | 0.99 | | | | | | | | | | | w/ \$25 purchase; limit 1 |
| | Riesbeck's | Norbest | | 0.39 | | | | | | | | | | | w/ \$25 purchase; limit 1 |
| | | Butterball | | 1.19 | | | | | | | | | | | w/ \$25 purchase; limit 1 |
| | | Honeysuckle | | 0.88 | | | | | | | | | | | limit 2 |
| | Ruler Foods | Honeysuckle | 1.49 | | | | | | | | | 2.99 | | | |
| | | Bowman & Landes | | | | | | | | | | | | | |
| | | Kroger | | 0.47 | | | | | | | | | | | |
| Sam's Club | Butterball | | 0.98 | | | | | | | | | | | | |
| | Member's Mark | | 1.98 | | | | | | | | | | | smoked | |
| Save-a-Lot | Member's Mark | 0.99 | | | 1.99 | | | | | | | | | | |
| | Honeysuckle | | 0.49 | | | | | | | | | | | w/ \$25 purchase | |
| Shop'n Save | Essential Everyday | | 0.68 | | | | | | | | | | | w/ \$25 purchase; limit 1 | |
| | Li'l Butterball | | 1.69 | | | | | | | | | | | < 10 lbs. (hen) | |
| | | Butterball | | 1.59 | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

**Thanksgiving 2018
WHOLE TURKEYS**

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

| State | Supermarket | Label | Conventional | | Antibiotic-Free | | Kosher | | Organic | | Free Range | Non-GMO | Heritage | Conditions | |
|---------------------|--------------------|---------------|--------------|--------|-----------------|--------|--------|--------|---------|--------|------------|---------|----------|--|----------------------------|
| | | | Fresh | Frozen | Fresh | Frozen | Fresh | Frozen | Fresh | Frozen | Fresh | Fresh | Fresh | | |
| OH <i>(cont)</i> | Shop'n Save | Honeysuckle | | 0.99 | | | | | | | | | | w/ \$25 purchase; limit 1 | |
| | <i>(continued)</i> | Honeysuckle | 1.39 | | | | | | | | | | | | |
| | Sparkle Markets | Honeysuckle | | 0.68 | | | | | | | | | | limit 1 | |
| | | Honeysuckle | 1.99 | | | | | | | | | | | | |
| | | Butterball | | | 1.99 | | | | | | | | | | |
| | SuperVALU Stores | Honeysuckle | | 0.89 | | | | | | | | | | | |
| | Target | Market Pantry | | 0.59 | | | | | | | | | | | w/ 25% off coupon; limit 4 |
| | | Market Pantry | | 0.79 | | | | | | | | | | | limit 4 |
| | | Butterball | | 0.99 | | | | | | | | | | | limit 4 |
| | The Fresh Market | TFM | | | 2.49 | | | | 3.99 | | | | | | |
| | Trader Joe's | Trader Joe's | | | 1.99 | | | | | | | | | | brined |
| | | Trader Joe's | | | | | | 2.99 | 3.49 | | | | | | < 16 lbs. (hen) |
| | Walmart | n/i | | 0.98 | | | | | | | | | | | |
| | WFM 365 | n/i | | | | | | 1.99 | 2.99 | | | | | | |
| WFM Mid-Atlantic | Kosher Valley | | | | | | 3.49 | | | | | | | antibiotic-free | |
| | WFM | | | 2.49 | | | | 3.49 | | | | | 2.99 | | |
| SD | Alb./Safe. Denver | Honeysuckle | | 0.49 | | | | | | | | | | w/ \$20 purchase; limit 1 | |
| | | Butterball | | 0.99 | | | | | | | | | | w/ store card; limit 1 | |
| | ALDI | Butterball | | 1.99 | | | | | | | | | | smoked | |
| | | Butterball | | 0.87 | | | | | | | | | | limit 2 | |
| | | Never Any! | | | | 1.19 | | | | | | | | | |
| | | Honeysuckle | 1.19 | | | | | | | | | | | limit 2 | |
| | | Simply Nature | | | | | | | 2.99 | | | | | limit 2 | |
| | AW Grocers | Best Choice | | 0.99 | | | | | | | | | | | |
| | | Butterball | | 1.49 | | | | | | | | | | | |
| | | Butterball | | 0.89 | | | | | | | | | | limit 1 | |
| | | Butterball | | 1.09 | | | | | | | | | | | |
| | | Best Choice | | 0.68 | | | | | | | | | | | w/ \$25 purchase; limit 1 |
| | Coborn's | Butterball | 1.18 | | | | | | | | | | | | |
| | Family Fare | Open Acres | | free | | | | | | | | | | | w/ ham purchase; limit 1 |
| | | Open Acres | | 0.47 | | | | | | | | | | | w/ \$25 purchase; limit 1 |
| | | Open Acres | 1.39 | | | | | | | | | | | | |
| | | Butterball | | 1.29 | | | | | | | | | | | |
| Fareway | Fareway | | free | | | | | | | | | | | < 16 lbs. (hen); w/ \$50 purchase; limit 1 | |
| | Fareway | | 1.29 | | | | | | | | | | | | |
| Hy-Vee | Honeysuckle | | free | | | | | | | | | | | w/ ham purchase; limit 1 | |
| | Honeysuckle | | 1.39 | | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Thanksgiving 2018

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

WHOLE TURKEYS

| State | Supermarket | Label | Conventional | | Antibiotic-Free | | Kosher | | Organic | | Free Range | Non-GMO | Heritage | Conditions | |
|---------------------|--------------------|--------------------|--------------|--------|-----------------|--------|--------|--------|---------|--------|------------|---------|----------|---------------------------|----------------------------|
| | | | Fresh | Frozen | Fresh | Frozen | Fresh | Frozen | Fresh | Frozen | Fresh | Fresh | Fresh | | |
| SD <i>(cont)</i> | Hy-Vee | Butterball | | 1.39 | | | | | | | | | | | |
| | <i>(continued)</i> | Hy-Vee | 1.69 | | | | | | | | | | | | |
| | IGA Markets | Essential Everyday | | 0.79 | | | | | | | | | | w/ \$25 purchase; limit 1 | |
| | Ken's Super Fair | Best Choice | | 0.99 | | | | | | | | | | | limit 2 |
| | | Best Choice | | 0.89 | | | | | | | | | | | w/ \$25 purchase; limit 1 |
| | Lynn's Dakotamart | Open Acres | | 0.88 | | | | | | | | | | | |
| | | Open Acres | | 1.29 | | | | | | | | | | | |
| | Maynard Foods | Best Choice | | 0.78 | | | | | | | | | | | w/ \$50 purchase; limit 1 |
| | | Best Choice | | 1.18 | | | | | | | | | | | limit 1 |
| | Sam's Club | Member's Mark | | 1.98 | | | | | | | | | | | smoked |
| | | Member's Mark | 0.99 | | 1.99 | | | | | | | | | | |
| | Sunshine Foods | Best Choice | | 0.99 | | | | | | | | | | | |
| | Target | Market Pantry | | 0.59 | | | | | | | | | | | w/ 25% off coupon; limit 4 |
| | | Market Pantry | | 0.79 | | | | | | | | | | | limit 4 |
| | Butterball | | 0.99 | | | | | | | | | | | limit 4 | |
| Teal's Markets | Open Acres | | 0.68 | | | | | | | | | | | w/ \$50 purchase | |
| Walmart | n/i | | 0.98 | | | | | | | | | | | | |
| WI | ALDI | Butterball | | 1.99 | | | | | | | | | | | smoked |
| | | Never Any! | | | | 1.19 | | | | | | | | | |
| | | Honeysuckle | 1.19 | | | | | | | | | | | | limit 2 |
| | | Simply Nature | | | | | | | 2.99 | | | | | | limit 2 |
| | AW Grocers | Best Choice | | 0.99 | | | | | | | | | | | |
| | | Butterball | | 1.49 | | | | | | | | | | | |
| | | Butterball | | 0.89 | | | | | | | | | | | limit 1 |
| | | Butterball | | 1.09 | | | | | | | | | | | |
| | | Best Choice | | 0.68 | | | | | | | | | | | w/ \$25 purchase; limit 1 |
| | | Norbest | | 0.49 | | | | | | | | | | | |
| | Cermak's | Butterball | 1.18 | | | | | | | | | | | | |
| | Coborn's | Butterball | | | | | | | | | | | | | |
| | | Jennie-O | | 0.69 | | | | | | | | | | | limit 1 |
| | County Market | Jennie-O | 1.39 | | | | | | | | | | | | |
| | | Honeysuckle | 1.39 | | | | | | | | | | | | |
| | Econofoods | Open Acres | | 0.67 | | | | | | | | | | | w/ \$25 purchase; limit 1 |
| Butterball | | | 1.19 | | | | | | | | | | | | |
| Family Fresh | Open Acres | | 0.67 | | | | | | | | | | | w/ \$25 purchase; limit 1 | |
| | Open Acres | 1.49 | | | | | | | | | | | | | |
| | Butterball | | 1.19 | | | | | | | | | | | | |
| | Essential Everyday | | 0.69 | | | | | | | | | | | w/ \$20 purchase; limit 1 | |
| Festival Foods | Butterball | | 0.99 | | | | | | | | | | | w/ \$20 purchase; limit 1 | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Thanksgiving 2018

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

WHOLE TURKEYS

| State | Supermarket | Label | Conventional | | Antibiotic-Free | | Kosher | | Organic | | Free Range | Non-GMO | Heritage | Conditions | |
|---------------------|--------------------|------------------|--------------|--------|-----------------|--------|--------|--------|---------|--------|------------|---------|----------|---------------------------|---------------------------|
| | | | Fresh | Frozen | Fresh | Frozen | Fresh | Frozen | Fresh | Frozen | Fresh | Fresh | Fresh | | |
| WI <i>(cont)</i> | Festival Foods | Plainville Farms | | | | 1.99 | | | | | | | | brined | |
| | <i>(continued)</i> | Honeysuckle | 1.49 | | | | | | | | | | | | |
| | Food Pride | Butterball | | 0.98 | | | | | | | | | | limit 1 | |
| | | Open Acres | | 0.48 | | | | | | | | | | limit 1 | |
| | Fox Bros. PW | Jennie-O | | 0.38 | | | | | | | | | | w/ \$20 purchase; limit 1 | |
| | | Butterball | | 0.88 | | | | | | | | | | w/ \$20 purchase; limit 1 | |
| | | Norbest | 1.99 | | | | | | | | | | | | |
| | Fresh Thyme | Fresh Thyme | 0.97 | | | | | | | | | | | | |
| | | Organic Prairie | | | | | | | 2.88 | | | | | | |
| | Gordon Food | Jennie-O | | 0.79 | | | | | | | | | | limit 1 | |
| | | Jennie-O | | 1.99 | | | | | | | | | | | |
| | | Butterball | | 1.69 | | | | | | | | | | | |
| | Great Lakes Market | Jennie-O | | 0.99 | | | | | | | | | | | |
| | | Butterball | | 1.29 | | | | | | | | | | | |
| | Hansen's IGA | Best Choice | | 0.98 | | | | | | | | | | | |
| | | Butterball | | 1.48 | | | | | | | | | | | |
| | Hy-Vee | Honeysuckle | | free | | | | | | | | | | | w/ ham purchase; limit 1 |
| | | Honeysuckle | | 1.39 | | | | | | | | | | | |
| | | Butterball | | 1.39 | | | | | | | | | | | |
| | | Hy-Vee | 1.69 | | | | | | | | | | | | |
| | Marketplace Foods | Open Acres | | 0.69 | | | | | | | | | | | w/ \$25 purchase; limit 1 |
| | | Open Acres | | 0.99 | | | | | | | | | | | |
| | | Butterball | | 0.68 | | | | | | | | | | | limit 2 |
| | | Butterball | | 0.99 | | | | | | | | | | | |
| | Meijer | Meijer | 0.87 | 0.37 | | | | | | | | | | | limit 1 |
| | | Butterball | 1.47 | 0.97 | | | | | | | | | | | limit 1 |
| | | Honeysuckle | | 0.67 | | | | | | | | | | | limit 1 |
| | | True Goodness | | | | 1.97 | | | | | | | | | limit 1 |
| | Nilssen's Foods | Butterball | | 0.99 | | | | | | | | | | | limit 2 |
| | Outpost Natural | Ferndale Farm | | | | 1.69 | | | | | | | | | w/ \$100 purchase |
| | Ferndale Farm | | | | 2.49 | | | | | | | | | | |
| | Larry Schultz | | | | | | | | 3.89 | | | | | | |
| | Kellner | | | | | | | | | | | | 9.99 | organic; pastured | |
| | Happy Destiny | | | | | | | | | | | | 8.99 | pastured | |
| Pat's Foods IGA | Butterball | | 1.48 | | | | | | | | | | | | |
| | Jennie-O | | 0.99 | | | | | | | | | | | | |
| | Essential Everyday | | 0.99 | | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Thanksgiving 2018

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

WHOLE TURKEYS

| State | Supermarket | Label | Conventional | | Antibiotic-Free | | Kosher | | Organic | | Free Range | Non-GMO | Heritage | Conditions | |
|--------------|----------------------|---------------|--------------|--------|-----------------|--------|--------|--------|---------|--------|------------|---------|----------|----------------------------|---------------------------|
| | | | Fresh | Frozen | Fresh | Frozen | Fresh | Frozen | Fresh | Frozen | Fresh | Fresh | Fresh | | |
| WI (cont) | Pick'n Save | Butterball | | 0.97 | | | | | | | | | | w/ \$25 purchase; limit 1 | |
| | | Jennie-O | | 0.47 | | | | | | | | | | w/ \$25 purchase; limit 1 | |
| | Piggly Wiggly MW | Butterball | 1.59 | | | | | | | | | | | | w/ store card |
| | | Jennie-O | | 0.38 | | | | | | | | | | | w/ \$20 purchase; limit 1 |
| | | Butterball | | 0.88 | | | | | | | | | | | w/ \$20 purchase; limit 1 |
| | Sam's Club | Honeysuckle | 1.99 | | | | | | | | | | | | |
| | | Member's Mark | | 1.98 | | | | | | | | | | | smoked |
| | Save-a-Lot | Member's Mark | 0.99 | | 1.99 | | | | | | | | | | |
| | | Honeysuckle | | 0.49 | | | | | | | | | | | w/ \$25 purchase |
| | Schnuck's | Honeysuckle | | 0.59 | | | | | | | | | | | w/ \$25 purchase; limit 1 |
| | | Jennie-O | | 0.39 | | | | | | | | | | | w/ \$25 purchase; limit 1 |
| | | Schnuck's | | 0.39 | | | | | | | | | | | w/ \$25 purchase; limit 1 |
| | | Butterball | | 0.99 | | | | | | | | | | | w/ \$25 purchase; limit 1 |
| | | Schnuck's | 1.49 | | | | | | | | | | | | w/ \$25 purchase; limit 2 |
| | | Honeysuckle | 1.59 | | | | | | | | | | | | w/ \$25 purchase; limit 2 |
| | | Butterball | 1.99 | | | | | | | | | | | | w/ \$25 purchase; limit 2 |
| | | Perdue | | | 1.99 | | | | | | | | | | w/ \$25 purchase; limit 2 |
| | | D'Artagnan | | | | | | | | 3.89 | | | | | free-range |
| | | Sendik's | Sendik's | 1.99 | | | | | | | | | | | |
| | Sentry Foods | Butterball | | 0.99 | | | | | | | | | | | w/ coupon; limit 1 |
| | | Jennie-O | | 0.39 | | | | | | | | | | | w/ coupon; limit 1 |
| | Shurfine Food Center | Shurfine | | 0.58 | | | | | | | | | | | w/ \$25 purchase; limit 1 |
| | | Shurfine | | 0.98 | | | | | | | | | | | |
| | Super One Foods | Jennie-O | | 0.58 | | | | | | | | | | | w/ \$25 purchase; limit 1 |
| | | Jennie-O | 1.66 | | | | | | | | | | | | |
| | SuperVALU Foods | Jennie-O | 1.59 | | | | | | | | | | | | |
| Tadych's | Honeysuckle | 1.39 | | | | | | | | | | | | | |
| Target | Market Pantry | | 0.59 | | | | | | | | | | | w/ 25% off coupon; limit 4 | |
| | Market Pantry | | 0.79 | | | | | | | | | | | limit 4 | |
| | Butterball | | 0.99 | | | | | | | | | | | limit 4 | |
| Trader Joe's | Trader Joe's | | | 1.99 | | | | | | | | | | brined | |
| | Trader Joe's | | | | | | 2.99 | | 3.49 | | | | | < 16 lbs. (hen) | |
| Trig's | Butterball | | 0.87 | | | | | | | | | | | w/ \$25 purchase; limit 1 | |
| | Jennie-O | | 0.77 | | | | | | | | | | | w/ \$25 purchase; limit 1 | |
| | Jennie-O | 1.29 | | | | | | | | | | | | | |
| Walmart | Essential Everyday | | 0.77 | | | | | | | | | | | w/ \$25 purchase; limit 1 | |
| | n/i | | 0.98 | | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Thanksgiving 2018

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

WHOLE TURKEYS

| State | Supermarket | Label | Conventional | | Antibiotic-Free | | Kosher | | Organic | | Free Range | Non-GMO | Heritage | Conditions |
|---------------------|-------------|---------------|--------------|--------|-----------------|--------|--------|--------|---------|--------|------------|---------|----------|------------|
| | | | Fresh | Frozen | Fresh | Frozen | Fresh | Frozen | Fresh | Frozen | Fresh | Fresh | Fresh | |
| WI <i>(cont)</i> | WFM Midwest | WFM | | | 1.99 | | | | 2.99 | | | | 3.99 | brined |
| | | WFM | | | 2.49 | | | | | | | | | |
| | | Larry Schultz | | | | | | | 3.49 | | | | | |
| | Woodman's | Jennie-O | | 0.99 | | | | | | | | | | |
| | | Butterball | | 1.29 | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Thanksgiving 2018

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

WHOLE TURKEYS

| State | Supermarket | Label | Conventional | | Antibiotic-Free | | Kosher | | Organic | | Free Range | Non-GMO | Heritage | Conditions | |
|---|--------------------|-----------------|-----------------|--------|-----------------|--------|--------|--------|---------|--------|------------|---------|--|--|--|
| | | | Fresh | Frozen | Fresh | Frozen | Fresh | Frozen | Fresh | Frozen | Fresh | Fresh | Fresh | | |
| SOUTH CENTRAL U.S. - AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT | | | | | | | | | | | | | | | |
| AR | Albertsons Houston | Butterball | | 0.99 | | | | | | | | | | w/ store card | |
| | | Honeysuckle | | 0.25 | | | | | | | | | | w/ \$25 purchase; limit 1 | |
| | | Signature Farms | | 0.25 | | | | | | | | | | w/ \$25 purchase; limit 1 | |
| | | Butterball | | 2.49 | | | | | | | | | | smoked | |
| | ALDI | | Honeysuckle | 1.19 | | | | | | | | | | | w/ store card |
| | | | Butterball | 1.99 | | | | | | | | | | | w/ store card |
| | | | Butterball | | 1.99 | | | | | | | | | | smoked |
| | | | Butterball | | 0.87 | | | | | | | | | | limit 2 |
| | | | Honeysuckle | 1.19 | 0.59 | | | | | | | | | | limit 2 |
| | | | Never Any! | | | | 1.19 | | | | | | | | limit 2 |
| | Bill's Cost Plus | | Simply Nature | | | | | | | 2.99 | | | | | limit 2 |
| | | | Best Choice | | 0.89 | | | | | | | | | | < 16 lbs. (hen) |
| | | | Best Choice | | 0.88 | | | | | | | | | | < 16 lbs. (hen); limit 2 |
| | Brookshire's | | Best Choice | | 0.67 | | | | | | | | | | < 16 lbs. (hen); limit 2 |
| | | | Jennie-O | | free | | | | | | | | | | w/ ham purchase; limit 1 |
| | | | Jennie-O | | 0.79 | | | | | | | | | | w/ \$20 purchase; limit 1 |
| | | | Honeysuckle | 1.29 | | | | | | | | | | | w/ \$20 purchase; limit 1 |
| | | | Butterball | | 2.49 | | | | | | | | | | smoked |
| | | | Best Choice | | 0.69 | | | | | | | | | | < 16 lbs. (hen); w/ \$25 purchase; limit 1 |
| | Cash Saver TC | | 0.99 | | | | | | | | | | | limit 2 | |
| | City Market | | free | | | | | | | | | | | < 16 lbs. (hen); w/ \$50 purchase; limit 1 | |
| | CV's Family Foods | | 0.78 | | | | | | | | | | | w/ purchase; limit 2 | |
| | Edward's FG | | 1.19 | | | | | | | | | | | w/ \$25 purchase; limit 1 | |
| | Food Giant | | Butterball | | 0.69 | | | | | | | | | | w/ \$25 purchase; limit 1 |
| | | | Best Choice | | 0.97 | | | | | | | | | | w/ \$25 purchase; limit 1 |
| | G&W Foods | | Best Choice | 1.59 | | | | | | | | | | | w/ \$25 purchase; limit 1 |
| | | | Best Choice | | 1.69 | | | | | | | | | | < 10 lbs. (hen) |
| | Hays Supermarket | | Li'l Butterball | | 0.78 | | | | | | | | | | limit 1 |
| | | | Best Choice | | 0.48 | | | | | | | | | | w/ store card; limit 1 |
| | | | Best Choice | 1.98 | | | | | | | | | | | |
| | Kroger Delta | | Butterball | | 1.48 | | | | | | | | | | |
| | | | Kroger | | 0.77 | | | | | | | | | | w/ store card; limit 2 |
| | | | Honeysuckle | 1.39 | | | | | | | | | | | w/ store card |
| | | | Simple Truth | | | | 1.69 | | | | | | | | w/ store card |
| | | | Butterball | | 1.49 | | | | | | | | | | w/ store card |
| | | | Best Choice | | * | | | | | | | | | | w/ store card |
| Mac's Fresh | | | | | | | | | | | | | < 16 lbs. (hen); w/ \$50 purchase; \$7.77; limit 1 | | |
| Natural Grocers | | | | | | | | 3.99 | | 2.79 | | 6.49 | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Thanksgiving 2018

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

WHOLE TURKEYS

| State | Supermarket | Label | Conventional | | Antibiotic-Free | | Kosher | | Organic | | Free Range | Non-GMO | Heritage | Conditions |
|---------------------|------------------|--------------------|--------------|--------|-----------------|--------|--------|--------|---------|--------|------------|---------|---------------------------|--|
| | | | Fresh | Frozen | Fresh | Frozen | Fresh | Frozen | Fresh | Frozen | Fresh | Fresh | Fresh | |
| AR <i>(cont)</i> | PW Houchens | Butterball | | 1.38 | | | | | | | | | | |
| | | Best Choice | | 0.78 | | | | | | | | | | w/ purchase; limit 1 |
| | Rehkopf's | Honeysuckle | | 1.29 | | | | | | | | | | |
| | | Butterball | | 1.59 | | | | | | | | | | |
| | | Best Choice | | 0.99 | | | | | | | | | | |
| | Sam's Club | Member's Mark | | 1.98 | | | | | | | | | | smoked |
| | | Member's Mark | 0.99 | | 1.99 | | | | | | | | | |
| | Save-a-Lot | Honeysuckle | | 0.49 | | | | | | | | | | w/ \$25 purchase |
| | Shoppers Value | Essential Everyday | | 0.67 | | | | | | | | | | w/ \$20 purchase; limit 1 |
| | Super 1 Foods | Jennie-O | | 0.47 | | | | | | | | | | w/ \$25 purchase; limit 1 |
| | | Butterball | 1.97 | | | | | | | | | | | |
| | Target | Market Pantry | | 0.59 | | | | | | | | | | w/ 25% off coupon; limit 4 |
| | | Market Pantry | | 0.79 | | | | | | | | | | limit 4 |
| | | Butterball | | 0.99 | | | | | | | | | | limit 4 |
| | TC Grocers | Best Choice | | 1.09 | | | | | | | | | | |
| | | Best Choice | | 0.48 | | | | | | | | | | < 16 lbs. (hen); w/ \$25 purchase; limit 1 |
| The Fresh Market | TFM | | | 2.49 | | | | | 3.99 | | | | | |
| Walmart | n/i | | 0.98 | | | | | | | | | | | |
| WFM Southwest | WFM | | | 2.49 | | | | | 2.99 | | | | | |
| | Diestel | | | 2.49 | | | | | | | 2.49 | 4.99 | | |
| | Diestel | | | 3.99 | | | | | | | | | < 16 lbs. (hen); brined | |
| AZ | Albertsons SW | Signature Farms | | 0.79 | | | | | | | | | | w/ store card; limit 1 |
| | | Signature Farms | | free | | | | | | | | | | w/ \$150 purchase; limit 1 |
| | | Jennie-O | 1.57 | | | | | | | | | | | limit 1 |
| | Basha's | Norbest | | 0.69 | | | | | | | | | | limit 1 |
| | | Jennie-O | 1.79 | | | | | | | | | | | |
| | | Butterball | 1.99 | | | | | | | | | | | |
| | El Super | Honeysuckle | 1.29 | | | | | | | | | | | |
| | Food City | Norbest | | 0.69 | | | | | | | | | | w/ \$25 purchase; limit 1 |
| | Fry's | Kroger | | free | | | | | | | | | | < 16 lbs. (hen); w/ ham purchase; limit 1 |
| | | Kroger | | 0.69 | | | | | | | | | | w/ store card; limit 1 |
| | | Simple Truth | | | | 1.69 | | | | | | | | w/ store card |
| | | Jennie-O | 1.49 | | | | | | | | | | | w/ store card |
| IGA Family Markets | n/i | | 0.79 | | | | | | | | | | w/ \$25 purchase; limit 1 | |
| Los Altos Markets | Jennie-O | | 0.69 | | | | | | | | | | w/ \$25 purchase; limit 1 | |
| | Jennie-O | | 1.29 | | | | | | | | | | | |
| | Plainville Farms | | | | 0.69 | | | | | | | | | w/ \$25 purchase; limit 1 |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Thanksgiving 2018

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

WHOLE TURKEYS

| State | Supermarket | Label | Conventional | | Antibiotic-Free | | Kosher | | Organic | | Free Range | Non-GMO | Heritage | Conditions |
|---------------------|--------------------|------------------|--------------|--------|-----------------|--------|--------|--------|---------|--------|------------|---------|-----------------|---------------------------------------|
| | | | Fresh | Frozen | Fresh | Frozen | Fresh | Frozen | Fresh | Frozen | Fresh | Fresh | Fresh | |
| AZ <i>(cont)</i> | Los Altos Markets | Plainville Farms | | | | 1.29 | | | | | | | | |
| | <i>(continued)</i> | Butterball | 1.99 | | | | | | | | | | | |
| | Lowe's Markets | Butterball | | 2.49 | | | | | | | | | | smoked |
| | | Butterball | | 1.19 | | | | | | | | | | w/ \$20 purchase; \$6.00 off; limit 1 |
| | | n/i | | * | | | | | | | | | | |
| | Natural Grocers | Mary's | | | | | | | 3.99 | | 2.79 | | 6.49 | |
| | Safeway SW | Signature Farms | | 0.99 | | | | | | | | | | limit 1 |
| | | Jennie-O | 1.57 | | | | | | | | | | | limit 1 |
| | Sam's Club | Member's Mark | | 1.98 | | | | | | | | | | smoked |
| | | Member's Mark | 0.99 | | 1.99 | | | | | | | | | |
| | Smart & Final | First Street | | 0.39 | | | | | | | | | | w/ \$25 purchase; limit 1 |
| | | Zacky Farms | 1.59 | | | | | | | | | | | |
| | Smith's | Kroger | | 0.67 | | | | | | | | | | w/ \$25 purchase; limit 1 |
| | | Jennie-O | 1.39 | | | | | | | | | | | w/ store card |
| | | Butterball | | 1.49 | | | | | | | | | | w/ store card |
| | Target | Market Pantry | | 0.59 | | | | | | | | | | w/ 25% off coupon; limit 4 |
| | | Market Pantry | | 0.79 | | | | | | | | | | limit 4 |
| | | Butterball | | 0.99 | | | | | | | | | | limit 4 |
| | Trader Joe's | Trader Joe's | | | 1.99 | | | | | | | | | brined |
| | | Trader Joe's | | | | | 2.99 | | 3.49 | | | | | < 16 lbs. (hen) |
| Walmart | n/i | | 0.98 | | | | | | | | | | | |
| WFM South. Pacific | Mary's | | | 2.49 | | | | 3.49 | | | 2.49 | 4.99 | | |
| | Mary's | | | 3.99 | | | | | | | | | brined | |
| | Diestel | | | 2.49 | | | | 3.49 | | | 2.49 | 4.99 | | |
| | Diestel | | | 3.49 | | | | | | | 3.49 | | < 10 lbs. (hen) | |
| | Kosher Valley | | | | | | 3.99 | | | | | | antibiotic-free | |
| | WFM | | | | | | | 2.99 | | | | | | |
| CO | Affiliated Foods | Honeysuckle | | 0.99 | | | | | | | | | | |
| | | Butterball | | 1.39 | | | | | | | | | | |
| | Albrt/Safe Mount. | Butterball | | 0.89 | | | | | | | | | | w/ \$25 purchase; limit 1 |
| | | Honeysuckle | | 0.45 | | | | | | | | | | w/ \$25 purchase; limit 1 |
| | | Norbest | 1.47 | | | | | | | | | | | |
| | | Open Nature | | | | 1.99 | | | | | | | | |
| | Alb./Safe. Denver | Honeysuckle | | 0.49 | | | | | | | | | | w/ \$20 purchase; limit 1 |
| | | Butterball | | 0.99 | | | | | | | | | | w/ store card; limit 1 |
| | AW Grocers | Best Choice | | 0.99 | | | | | | | | | | |
| | | Butterball | | 1.49 | | | | | | | | | | |
| | Butterball | | 0.89 | | | | | | | | | | limit 1 | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Thanksgiving 2018

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

WHOLE TURKEYS

| State | Supermarket | Label | Conventional | | Antibiotic-Free | | Kosher | | Organic | | Free Range | Non-GMO | Heritage | Conditions | |
|---------------------|--------------------|----------------|--------------|--------|-----------------|--------|--------|--------|---------|--------|------------|---------|----------|---------------------------------------|---|
| | | | Fresh | Frozen | Fresh | Frozen | Fresh | Frozen | Fresh | Frozen | Fresh | Fresh | Fresh | | |
| CO <i>(cont)</i> | AW Grocers | Butterball | | 1.09 | | | | | | | | | | | |
| | <i>(continued)</i> | Best Choice | | 0.68 | | | | | | | | | | w/ \$25 purchase; limit 1 | |
| | Food King | Butterball | | 1.04 | | | | | | | | | | | |
| | King Soopers | Kroger | | 0.49 | | | | | | | | | | w/ \$25 purchase; limit 1 | |
| | | Butterball | | 1.29 | | | | | | | | | | w/ store card; limit 1 | |
| | | Butterball | 1.99 | | | | | | | | | | | w/ store card | |
| | | Simple Truth | | | | 2.49 | | | | | | | | w/ store card | |
| | | Jennie-O | 1.79 | | | | | | | | | | | w/ store card | |
| | Lowe's Markets | Butterball | | 2.49 | | | | | | | | | | smoked | |
| | | Butterball | | 1.19 | | | | | | | | | | | |
| | | n/i | | * | | | | | | | | | | w/ \$20 purchase; \$6.00 off; limit 1 | |
| | Lucky's Market | Lucky's Market | | | | 1.25 | | | 2.98 | | 2.98 | | | | |
| | Natural Grocers | Mary's | | | | | | | 3.99 | | 2.79 | | 6.49 | | |
| | Ridley's | Norbest | | BOGO | | | | | | | | | | | < 16 lbs. (hen); w/ \$100 purchase; limit 1 |
| | | Norbest | | free | | | | | | | | | | | |
| | | Norbest | 1.49 | | | | | | | | | | | | |
| | Sam's Club | Member's Mark | | 1.98 | | | | | | | | | | | smoked |
| | | Member's Mark | 0.99 | | 1.99 | | | | | | | | | | |
| | Save-a-Lot | Honeysuckle | | 0.49 | | | | | | | | | | | w/ \$25 purchase |
| | Target | Market Pantry | | 0.59 | | | | | | | | | | | w/ 25% off coupon; limit 4 |
| | Market Pantry | | 0.79 | | | | | | | | | | | limit 4 | |
| | Butterball | | 0.99 | | | | | | | | | | | limit 4 | |
| Trader Joe's | Trader Joe's | | | 1.99 | | | | | | | | | | brined | |
| | Trader Joe's | | | | | 2.99 | | 3.49 | | | | | | < 16 lbs. (hen) | |
| Walmart | n/i | | 0.98 | | | | | | | | | | | | |
| WFM Rocky Mount. | n/i | | | 1.99 | | | | 2.99 | | | | | | | |
| | n/i | | | | | | | 4.99 | | | | 4.99 | | heritage | |
| | Diestel | | | | | | | | | 5.99 | | | | | |
| KS | Affiliated Foods | Honeysuckle | | 0.99 | | | | | | | | | | | |
| | | Butterball | | 1.39 | | | | | | | | | | | |
| | ALDI | Butterball | | 1.99 | | | | | | | | | | smoked | |
| | | Butterball | | 0.87 | | | | | | | | | | limit 2 | |
| | | Honeysuckle | 1.19 | 0.59 | | | | | | | | | | limit 2 | |
| | | Never Any! | | | | 1.19 | | | | | | | | | |
| | | Simply Nature | | | | | | | 2.99 | | | | | limit 2 | |
| Apple Markets | Best Choice | | 0.88 | | | | | | | | | | | | |
| | Butterball | | 1.39 | | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

**Thanksgiving 2018
WHOLE TURKEYS**

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

| State | Supermarket | Label | Conventional | | Antibiotic-Free | | Kosher | | Organic | | Free Range | Non-GMO | Heritage | Conditions | |
|---------------------|--------------------|--------------------|--------------|--------|-----------------|--------|--------|--------|---------|--------|------------|---------|----------|---|--|
| | | | Fresh | Frozen | Fresh | Frozen | Fresh | Frozen | Fresh | Frozen | Fresh | Fresh | Fresh | | |
| KS <i>(cont)</i> | Apple Markets | Honeysuckle | | 1.29 | | | | | | | | | | | |
| | <i>(continued)</i> | n/i | 1.79 | | | | | | | | | | | | |
| | AW Grocers | Best Choice | | 0.99 | | | | | | | | | | | |
| | | Best Choice | | 0.68 | | | | | | | | | | w/ \$25 purchase; limit 1 | |
| | | Butterball | | 1.49 | | | | | | | | | | | |
| | | Butterball | | 1.59 | | | | | | | | | | | |
| | Brothers Market | Best Choice | | 0.99 | | | | | | | | | | w/ \$25 purchase; limit 1 | |
| | | Butterball | | 1.69 | | | | | | | | | | | |
| | Country Mart | Best Choice | | 0.88 | | | | | | | | | | | |
| | | Butterball | | 1.39 | | | | | | | | | | | |
| | | Honeysuckle | | 1.29 | | | | | | | | | | | |
| | | n/i | | 1.79 | | | | | | | | | | | |
| | CV's Family Foods | Essential Everyday | | | free | | | | | | | | | | < 16 lbs. (hen); w/ \$50 purchase; limit 1 |
| | Dillon's | Kroger | | | 0.59 | | | | | | | | | | w/ \$25 purchase; limit 2 |
| | | Honeysuckle | | 1.49 | 0.89 | | | | | | | | | | w/ \$25 purchase; limit 2 |
| | | Simple Truth | | | | 1.99 | | | | | | | | | |
| | Food Pride | Open Acres | | | 0.89 | | | | | | | | | | w/ \$25 purchase; limit 1 |
| | G&W Foods | Best Choice | | | 0.97 | | | | | | | | | | w/ \$25 purchase; limit 1 |
| | | Best Choice | | 1.59 | | | | | | | | | | | |
| | | Li'l Butterball | | | 1.69 | | | | | | | | | | < 10 lbs. (hen) |
| | Hen House | n/i | | 1.79 | | | | | | | | | | | |
| | | Honeysuckle | | | 1.49 | | | | | | | | | | |
| | | Butterball | | | 1.79 | | | | | | | | | | |
| | Hy-Vee | Honeysuckle | | | free | | | | | | | | | | w/ ham purchase; limit 1 |
| | | Honeysuckle | | | 1.39 | | | | | | | | | | |
| | | Butterball | | | 1.39 | | | | | | | | | | |
| | | Hy-Vee | | 1.69 | | | | | | | | | | | |
| | Lowe's Markets | Butterball | | | 2.49 | | | | | | | | | | smoked |
| | | Butterball | | | 1.19 | | | | | | | | | | |
| | | n/i | | | * | | | | | | | | | | w/ \$20 purchase; \$6.00 off; limit 1 |
| | Natural Grocers | Mary's | | | | | | | | 3.99 | | 2.79 | | 6.49 | |
| | Price Chopper | Best Choice | | 1.49 | | | | | | | | | | | |
| | | Best Choice | | | 0.78 | | | | | | | | | | w/ \$25 purchase; limit 1 |
| | Butterball | | | 1.39 | | | | | | | | | | | |
| | Honeysuckle | | | 1.19 | | | | | | | | | | | |
| Pyramid Foods | Best Choice | | | free | | | | | | | | | | < 16 lbs. (hen); w/ ham purchase; limit 1 | |
| | Butterball | | 1.29 | | | | | | | | | | | | |
| | Butterball | | | 2.19 | | | | | | | | | | smoked | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Thanksgiving 2018

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

WHOLE TURKEYS

| State | Supermarket | Label | Conventional | | Antibiotic-Free | | Kosher | | Organic | | Free Range | Non-GMO | Heritage | Conditions |
|---------------------|--------------------|-----------------|--------------|--------|-----------------|--------|--------|--------|---------|--------|------------|---------|----------|--|
| | | | Fresh | Frozen | Fresh | Frozen | Fresh | Frozen | Fresh | Frozen | Fresh | Fresh | Fresh | |
| KS <i>(cont)</i> | Sam's Club | Member's Mark | | 1.98 | | | | | | | | | | smoked |
| | | Member's Mark | 0.99 | | 1.99 | | | | | | | | | w/ \$25 purchase |
| | Save-a-Lot | Honeysuckle | | 0.49 | | | | | | | | | | |
| | Sun Fresh | Best Choice | | 0.88 | | | | | | | | | | |
| | | Butterball | | 1.39 | | | | | | | | | | |
| | | Honeysuckle | | 1.29 | | | | | | | | | | |
| | | n/i | 1.79 | | | | | | | | | | | |
| | Target | Market Pantry | | 0.59 | | | | | | | | | | w/ 25% off coupon; limit 4 |
| | | Market Pantry | | 0.79 | | | | | | | | | | limit 4 |
| | | Butterball | | 0.99 | | | | | | | | | | limit 4 |
| | Thriftway Stores | Best Choice | | 0.89 | | | | | | | | | | w/ \$25 purchase; limit 1 |
| | | Butterball | | 1.69 | | | | | | | | | | |
| | Trader Joe's | Trader Joe's | | | 1.99 | | | | | | | | | brined |
| | | Trader Joe's | | | | | 2.99 | | 3.49 | | | | | < 16 lbs. (hen) |
| | Walmart | n/i | | 0.98 | | | | | | | | | | |
| WFM Rocky Mount. | n/i | | | 1.99 | | | | | 2.99 | | | | | |
| | n/i | | | | | | | | 4.99 | | | 4.99 | heritage | |
| Woods Supermarkets | Best Choice | | 0.67 | | | | | | | | 5.99 | | limit 2 | |
| | Best Choice | 1.49 | | | | | | | | | | | | |
| LA | Albertsons Houston | Butterball | | 0.99 | | | | | | | | | | w/ store card |
| | | Honeysuckle | | 0.25 | | | | | | | | | | w/ \$25 purchase; limit 1 |
| | | Signature Farms | | 0.25 | | | | | | | | | | w/ \$25 purchase; limit 1 |
| | | Butterball | | 2.49 | | | | | | | | | | smoked |
| | | Honeysuckle | 1.19 | | | | | | | | | | | w/ store card |
| | | Butterball | 1.99 | | | | | | | | | | | w/ store card |
| | Breaux Mart | Honeysuckle | 0.98 | | | | | | | | | | | limit 1 |
| | | Shurfine | | 0.57 | | | | | | | | | | limit 1 |
| | Brookshire's | Jennie-O | | free | | | | | | | | | | w/ ham purchase; limit 1 |
| | | Jennie-O | | 0.79 | | | | | | | | | | w/ \$20 purchase; limit 1 |
| | | Honeysuckle | 1.29 | | | | | | | | | | | |
| | | Butterball | | 2.49 | | | | | | | | | | smoked |
| | Brookshire Bros. | Shady Brook | | 0.58 | | | | | | | | | | < 16 lbs. (hen); w/ \$20 purchase; limit 1 |
| | | Buckley Farms | | free | | | | | | | | | | < 16 lbs. (hen); w/ ham purchase |
| | | Buckley Farms | | 0.58 | | | | | | | | | | < 16 lbs. (hen); w/ \$20 purchase; limit 1 |
| | Butterball | | 2.99 | | | | | | | | | | smoked | |
| | Butterball | | * | | | | | | | | | | 10% off | |
| | Shady Brook | 1.88 | | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Thanksgiving 2018

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

WHOLE TURKEYS

| State | Supermarket | Label | Conventional | | Antibiotic-Free | | Kosher | | Organic | | Free Range | Non-GMO | Heritage | Conditions | |
|---------------|---------------------|--------------------|--------------|--------|-----------------|--------|--------|--------|---------|--------|------------|---------|----------|---------------------------|--|
| | | | Fresh | Frozen | Fresh | Frozen | Fresh | Frozen | Fresh | Frozen | Fresh | Fresh | Fresh | | |
| LA (cont) | County Market | Jennie-O | | 0.69 | | | | | | | | | | limit 1 | |
| | | Jennie-O | 1.39 | | | | | | | | | | | | |
| | | Honeysuckle | 1.39 | | | | | | | | | | | | |
| | Dollar General Mrkt | Jennie-O | | 0.95 | | | | | | | | | | | < 16 lbs. (hen); limit 1 |
| | | Kroger Texas | Kroger | | 0.37 | | | | | | | | | | w/ \$25 purchase; limit 1 |
| | | Jennie-O | 1.99 | | | | | | | | | | | | w/ store card; limit 2 |
| | | Simple Truth | | | | 1.69 | | | | | | | | | |
| | | Butterball | 2.29 | 1.29 | | | | | | | | | | | |
| | Mac's Fresh | Best Choice | | * | | | | | | | | | | | < 16 lbs. (hen); w/ \$50 purchase; \$7.77; limit 1 |
| | Market Basket | Best Choice | | 0.49 | | | | | | | | | | | w/ \$10 purchase; limit 1 |
| | | n/i | | free | | | | | | | | | | | w/ ham purchase; limit 1 |
| | Ramey's | Best Choice | | 0.68 | | | | | | | | | | | < 16 lbs. (hen); limit 1 |
| | | Best Choice | | 1.28 | | | | | | | | | | | < 16 lbs. (hen) |
| | Rouses | Honeysuckle | | 0.57 | | | | | | | | | | | w/ \$20 purchase; limit 1 |
| | | Honeysuckle | | 0.99 | | | | | | | | | | | |
| | Sam's Club | Member's Mark | | 1.98 | | | | | | | | | | | smoked |
| | | Member's Mark | 0.99 | | 1.99 | | | | | | | | | | |
| | Save-a-Lot | Honeysuckle | | 0.49 | | | | | | | | | | | w/ \$25 purchase |
| | Shopper's Value | Essential Everyday | | 0.77 | | | | | | | | | | | < 16 lbs. (hen) |
| | | Butterball | | 1.48 | | | | | | | | | | | |
| | | n/i | | 2.48 | | | | | | | | | | | smoked |
| | Spring Market | Jennie-O | | 0.68 | | | | | | | | | | | w/ \$20 purchase; limit 1 |
| | Super 1 Foods | Jennie-O | | 0.47 | | | | | | | | | | | w/ \$25 purchase; limit 1 |
| | | Butterball | 1.97 | | | | | | | | | | | | |
| | Target | Market Pantry | | 0.59 | | | | | | | | | | | w/ 25% off coupon; limit 4 |
| | | Market Pantry | | 0.79 | | | | | | | | | | | limit 4 |
| | | Butterball | | 0.99 | | | | | | | | | | | limit 4 |
| | The Fresh Market | TFM | | | 2.49 | | | | 3.99 | | | | | | |
| | Trader Joe's | Trader Joe's | | | 1.99 | | | | | | | | | | brined |
| | | Trader Joe's | | | | | 2.99 | | 3.49 | | | | | | < 16 lbs. (hen) |
| Walmart | n/i | | 0.98 | | | | | | | | | | | | |
| WFM Southwest | WFM | | | 2.49 | | | | 3.49 | | | | | | | |
| | Diestel | | | 2.49 | | | | | | | 2.49 | | 4.99 | | |
| | Diestel | | | 3.99 | | | | | | | | | | < 16 lbs. (hen); brined | |
| Winn-Dixie | Butterball | | 0.99 | | | | | | | | | | | w/ store card; limit 2 | |
| | Butterball | | 1.89 | | | | | | | | | | | | |
| | Honeysuckle | | 0.49 | | | | | | | | | | | w/ \$30 purchase; limit 1 | |
| | Honeysuckle | | 0.99 | | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

**Thanksgiving 2018
WHOLE TURKEYS**

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

| State | Supermarket | Label | Conventional | | Antibiotic-Free | | Kosher | | Organic | | Free Range | Non-GMO | Heritage | Conditions | |
|--------------|---------------------------|--------------------|--------------|--------|-----------------|--------|--------|--------|---------|--------|------------|---------|----------|---------------------------|--|
| | | | Fresh | Frozen | Fresh | Frozen | Fresh | Frozen | Fresh | Frozen | Fresh | Fresh | Fresh | | |
| LA (cont) | Winn-Dixie (continued) | Honeysuckle | 0.99 | | | | | | | | | | | w/ store card; limit 2 | |
| | | Honeysuckle | 1.89 | | | | | | | | | | | | |
| MO | ALDI | Butterball | | 1.99 | | | | | | | | | | smoked | |
| | | Butterball | | 0.87 | | | | | | | | | | limit 2 | |
| | | Honeysuckle | 1.19 | 0.59 | | | | | | | | | | | limit 2 |
| | Apple Markets | Never Any! | | | | 1.19 | | | | | | | | | |
| | | Simply Nature | | | | | | | 2.99 | | | | | | limit 2 |
| | | Best Choice | | 0.88 | | | | | | | | | | | |
| | | Butterball | | 1.39 | | | | | | | | | | | |
| | AW Grocers | Honeysuckle | | 1.29 | | | | | | | | | | | |
| | | n/i | 1.79 | | | | | | | | | | | | |
| | Brothers Market | Best Choice | | 0.99 | | | | | | | | | | | |
| | | Butterball | | 1.49 | | | | | | | | | | | |
| | C&R Markets | Best Choice | | 0.99 | | | | | | | | | | | w/ \$25 purchase; limit 1 |
| | | Butterball | | 1.69 | | | | | | | | | | | |
| | Cash Saver TC | Best Choice | | 0.79 | | | | | | | | | | | w/ \$25 purchase; limit 1 |
| | | Best Choice | | free | | | | | | | | | | | w/ point redemption; limit 1 |
| | | Butterball | | 1.69 | | | | | | | | | | | |
| | County Market NFI | Honeysuckle | 1.49 | | | | | | | | | | | | |
| | | Best Choice | | 0.69 | | | | | | | | | | | < 16 lbs. (hen); w/ 25 purchase; limit 1 |
| | Country Mart | Essential Everyday | | 0.49 | | | | | | | | | | | w/ \$25 purchase; limit 1 |
| | | Jennie-O | 1.39 | | | | | | | | | | | | |
| | | Best Choice | | 0.88 | | | | | | | | | | | |
| | Dierberg's | Butterball | | 1.39 | | | | | | | | | | | |
| | | Honeysuckle | | 1.29 | | | | | | | | | | | |
| | | n/i | 1.79 | | | | | | | | | | | | |
| | | Honeysuckle | | 0.79 | | | | | | | | | | | w/ \$25 purchase; limit 1 |
| | | Jennie-O | | 0.59 | | | | | | | | | | | w/ \$25 purchase; limit 1 |
| | | Butterball | | 1.39 | | | | | | | | | | | w/ \$25 purchase; limit 1 |
| Food Giant | Honeysuckle | 1.59 | | | | | | | | | | | | | |
| | Butterball | 2.37 | | | | | | | | | | | | | |
| | Sunny Meadows | | | | 2.99 | | | | | | | | | | |
| | Honest Turkey | | | | 2.99 | | | | | | | | | | |
| | Diestel | | | | | | | | 3.99 | | | | | | |
| Fresh Thyme | Butterball | | 1.19 | | | | | | | | | | | w/ \$25 purchase; limit 1 | |
| | Best Choice | | 0.69 | | | | | | | | | | | w/ \$25 purchase; limit 1 | |
| Fresh Thyme | Fresh Thyme | 0.97 | | | | | | | | | | | | | |
| | Organic Prairie | | | | | | | | 2.88 | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Thanksgiving 2018

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

WHOLE TURKEYS

| State | Supermarket | Label | Conventional | | Antibiotic-Free | | Kosher | | Organic | | Free Range | Non-GMO | Heritage | Conditions | |
|----------------|------------------|--------------------|--------------|--------|-----------------|--------|--------|--------|---------|--------|------------|---------|----------|---------------------------|---------------------------|
| | | | Fresh | Frozen | Fresh | Frozen | Fresh | Frozen | Fresh | Frozen | Fresh | Fresh | Fresh | | |
| MO (cont) | G&W Foods | Best Choice | | 0.97 | | | | | | | | | | w/ \$25 purchase; limit 1 | |
| | | Best Choice | 1.59 | | | | | | | | | | | | |
| | Gerbe's | Li'l Butterball | | 1.69 | | | | | | | | | | | < 10 lbs. (hen) |
| | | Kroger | | 0.59 | | | | | | | | | | | w/ \$25 purchase; limit 2 |
| | | Honeysuckle | 1.49 | 0.89 | | | | | | | | | | | w/ \$25 purchase; limit 2 |
| | Gordon Food | Simple Truth | | | 1.99 | | | | | | | | | | |
| | | Jennie-O | | 0.79 | | | | | | | | | | | limit 1 |
| | | Jennie-O | | 1.99 | | | | | | | | | | | |
| | Harter House | Butterball | | 1.69 | | | | | | | | | | | |
| | | Butterball | 1.99 | | | | | | | | | | | | > 16 lbs. (tom) |
| | | Honeysuckle | 1.59 | | | | | | | | | | | | |
| | Hays Supermarket | n/i | | 0.77 | | | | | | | | | | | |
| | | Best Choice | | 0.78 | | | | | | | | | | | limit 1 |
| | | Best Choice | | 0.48 | | | | | | | | | | | w/ store card; limit 1 |
| | Hen House | Best Choice | 1.98 | | | | | | | | | | | | |
| | | Butterball | | 1.48 | | | | | | | | | | | |
| | | n/i | 1.79 | | | | | | | | | | | | |
| | Hy-Klas Foods | Honeysuckle | | 1.49 | | | | | | | | | | | |
| | | Butterball | | 1.79 | | | | | | | | | | | |
| | | Best Choice | | 0.99 | | | | | | | | | | | |
| | Hy-Vee | Butterball | | 1.69 | | | | | | | | | | | |
| | | Honeysuckle | | free | | | | | | | | | | | w/ ham purchase; limit 1 |
| | | Honeysuckle | | 1.39 | | | | | | | | | | | |
| | IGA Stores IL/IN | Butterball | | 1.39 | | | | | | | | | | | |
| | | Hy-Vee | 1.69 | | | | | | | | | | | | |
| | | IGA | | 0.58 | | | | | | | | | | | w/ \$25 purchase; limit 1 |
| | Kroger Central | Essential Everyday | | 0.58 | | | | | | | | | | | w/ \$25 purchase; limit 1 |
| Kroger | | | 0.69 | | | | | | | | | | | limit 2 | |
| Butterball | | 1.69 | | | | | | | | | | | | | |
| Kroger Delta | Simple Truth | | | | 1.69 | | | | | | | | | w/ store card | |
| | Kroger | | 0.77 | | | | | | | | | | | w/ store card; limit 2 | |
| | Honeysuckle | 1.39 | | | | | | | | | | | | w/ store card | |
| | Simple Truth | | | | 1.69 | | | | | | | | | w/ store card | |
| Lucky's Market | Butterball | | 1.49 | | | | | | | | | | | w/ store card | |
| | Lucky's Market | | | | 1.48 | | | 3.88 | | | 2.98 | | | | |
| | Moser's | | | | | | | | | | | | | w/ \$10 purchase; limit 1 | |
| Moser's | Best Choice | | 0.88 | | | | | | | | | | | | |
| | Honeysuckle | | 1.29 | | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Thanksgiving 2018

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WHOLE TURKEYS

| State | Supermarket | Label | Conventional | | Antibiotic-Free | | Kosher | | Organic | | Free Range | Non-GMO | Heritage | Conditions | | |
|------------------|-----------------|---------------|--------------|--------|-----------------|--------|--------|--------|---------|--------|------------|---------|----------|--|---|---------------------------|
| | | | Fresh | Frozen | Fresh | Frozen | Fresh | Frozen | Fresh | Frozen | Fresh | Fresh | Fresh | | | |
| MO (cont) | Moser's | Butterball | | 1.39 | | | | | | | | | | | | |
| | (continued) | n/i | 1.79 | | | | | | | | | | | | | |
| | Natural Grocers | Mary's | | | | | | | 3.99 | | 2.79 | | 6.49 | | | |
| | Prenger Foods | Best Choice | | 0.87 | | | | | | | | | | | limit 1 | |
| | | n/i | | 1.79 | | | | | | | | | | | | |
| | Price Chopper | Butterball | | | 1.39 | | | | | | | | | | | |
| | | Honeysuckle | | | 1.29 | | | | | | | | | | | |
| | | Best Choice | | 1.49 | | | | | | | | | | | | |
| | | Best Choice | | | 0.78 | | | | | | | | | | w/ \$25 purchase; limit 1 | |
| | Pyramid Foods | Butterball | | | 1.39 | | | | | | | | | | | |
| | | Honeysuckle | | | 1.19 | | | | | | | | | | | |
| | | Best Choice | | | free | | | | | | | | | | < 16 lbs. (hen); w/ ham purchase; limit 1 | |
| | Sam's Club | Butterball | | 1.29 | | | | | | | | | | | | |
| | | Butterball | | | 2.19 | | | | | | | | | | smoked | |
| | Save-a-Lot | Member's Mark | | | 1.98 | | | | | | | | | | smoked | |
| | | Member's Mark | | 0.99 | | 1.99 | | | | | | | | | | |
| | Schnuck's | Honeysuckle | | | 0.49 | | | | | | | | | | w/ \$25 purchase | |
| | | Honeysuckle | | | 0.59 | | | | | | | | | | w/ \$25 purchase; limit 1 | |
| | | Jennie-O | | | 0.39 | | | | | | | | | | w/ \$25 purchase; limit 1 | |
| | | Schnuck's | | | 0.39 | | | | | | | | | | w/ \$25 purchase; limit 1 | |
| | | Butterball | | | 0.99 | | | | | | | | | | w/ \$25 purchase; limit 1 | |
| | | Schnuck's | | 1.49 | | | | | | | | | | | w/ \$25 purchase; limit 2 | |
| | | Honeysuckle | | 1.59 | | | | | | | | | | | w/ \$25 purchase; limit 2 | |
| | | Butterball | | 1.99 | | | | | | | | | | | w/ \$25 purchase; limit 2 | |
| | | Sun Fresh | Perdue | | | | 1.99 | | | | | | | | | w/ \$25 purchase; limit 2 |
| | | | D'Artagnan | | | | | | | | 3.89 | | | | | free-range |
| | Best Choice | | | | 0.88 | | | | | | | | | | | |
| | Butterball | | | | 1.39 | | | | | | | | | | | |
| | Honeysuckle | | | | 1.29 | | | | | | | | | | | |
| | Target | n/i | | 1.79 | | | | | | | | | | | | |
| | | Market Pantry | | | 0.59 | | | | | | | | | | w/ 25% off coupon; limit 4 | |
| | | Market Pantry | | | 0.79 | | | | | | | | | | limit 4 | |
| | TC Grocers | Butterball | | | 0.99 | | | | | | | | | | limit 4 | |
| Best Choice | | | | 1.09 | | | | | | | | | | | | |
| TC Supermarkets | Best Choice | | | 0.48 | | | | | | | | | | < 16 lbs. (hen); w/ \$25 purchase; limit 1 | | |
| | Best Choice | | | free | | | | | | | | | | w/ \$100 purchase; limit 1 | | |
| Thriftway Stores | Best Choice | | | 0.89 | | | | | | | | | | w/ \$25 purchase; limit 1 | | |
| | Butterball | | | 1.69 | | | | | | | | | | | | |

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WHOLE TURKEYS

| State | Supermarket | Label | Conventional | | Antibiotic-Free | | Kosher | | Organic | | Free Range | Non-GMO | Heritage | Conditions | | |
|---------------------|-------------------|-----------------|--------------|--------|-----------------|--------|--------|--------|---------|--------|------------|---------|----------|--|--------|---------------------------|
| | | | Fresh | Frozen | Fresh | Frozen | Fresh | Frozen | Fresh | Frozen | Fresh | Fresh | Fresh | | | |
| MO <i>(cont)</i> | Trader Joe's | Trader Joe's | | | 1.99 | | | | | | | | | brined < 16 lbs. (hen) | | |
| | | Trader Joe's | | | | | 2.99 | | 3.49 | | | | | | | |
| | Walmart | n/i | | 0.98 | | | | | | | | | | | | |
| | WFM South | WFM | | | | 2.49 | | | | 3.49 | | | 3.99 | | | |
| | | WFM | | | | 2.49 | | | | | | | | | brined | |
| | Larry Schultz | | | | | | | | 3.49 | | | | | | | |
| Woods Supermarkets | Best Choice | | | 0.67 | | | | | | | | | | limit 2 | | |
| | Best Choice | | 1.49 | | | | | | | | | | | | | |
| NM | Affiliated Foods | Honeysuckle | | 0.99 | | | | | | | | | | w/ \$20 purchase; limit 1 w/ store card; limit 1 w/ store card; limit 1 w/ \$150 purchase; limit 1 limit 1 limit 1 w/ \$20 purchase; limit 1 w/ \$25 purchase; limit 1 w/ store card; limit 1 w/ store card w/ store card w/ store card < 10 lbs. (hen) smoked smoked w/ \$20 purchase; \$6.00 off; limit 1 smoked | | |
| | | Butterball | | 1.39 | | | | | | | | | | | | |
| | Alb./Safe. Denver | Honeysuckle | | | 0.49 | | | | | | | | | | | |
| | | Butterball | | | 0.99 | | | | | | | | | | | |
| | Albertsons SW | Signature Farms | | | 0.79 | | | | | | | | | | | |
| | | Signature Farms | | | free | | | | | | | | | | | |
| | Basha's | Jennie-O | | 1.57 | | | | | | | | | | | | |
| | | Norbest | | | 0.69 | | | | | | | | | | | |
| | | Jennie-O | | 1.79 | | | | | | | | | | | | |
| | El Super | Butterball | | 1.99 | | | | | | | | | | | | |
| | | Honeysuckle | | 1.29 | | | | | | | | | | | | |
| | Food King | Butterball | | | 1.04 | | | | | | | | | | | |
| | John Brooks | Honeysuckle | | | 0.69 | | | | | | | | | | | w/ \$20 purchase; limit 1 |
| | | Honeysuckle | | | 1.09 | | | | | | | | | | | |
| | King Soopers | Butterball | | | 1.39 | | | | | | | | | | | |
| | | Kroger | | | 0.49 | | | | | | | | | | | w/ \$25 purchase; limit 1 |
| | | Butterball | | | 1.29 | | | | | | | | | | | w/ store card; limit 1 |
| | Lawrence Bros. | Butterball | | 1.99 | | | | | | | | | | | | w/ store card |
| | | Simple Truth | | | | | 2.49 | | | | | | | | | w/ store card |
| | | Jennie-O | | 1.79 | | | | | | | | | | | | w/ store card |
| | Lowe's Markets | Best Choice | | 1.59 | | | | | | | | | | | | |
| | | Li'l Butterball | | | 1.99 | | | | | | | | | | | < 10 lbs. (hen) |
| | | Butterball | | | 2.99 | | | | | | | | | | | smoked |
| Natural Grocers | Butterball | | | 2.49 | | | | | | | | | | smoked | | |
| | Butterball | | | 1.19 | | | | | | | | | | | | |
| | n/i | | | * | | | | | | | | | | w/ \$20 purchase; \$6.00 off; limit 1 | | |
| Sam's Club | Mary's | | | | | | | 3.99 | | | 2.79 | | 6.49 | | | |
| | Member's Mark | | | 1.98 | | | | | | | | | | smoked | | |
| | Member's Mark | | 0.99 | | 1.99 | | | | | | | | | | | |

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|---------------------|--------------------|-----------------|--------------|--------|-----------------|--------|--------|--------|---------|--------|------------|---------|----------|-------------------------|----------------------------|
| | | | Fresh | Frozen | Fresh | Frozen | Fresh | Frozen | Fresh | Frozen | Fresh | Fresh | Fresh | | |
| OK <i>(cont)</i> | Rehkopf's | Honeysuckle | | 1.29 | | | | | | | | | | | |
| | | Butterball | | 1.59 | | | | | | | | | | | |
| | | Best Choice | | 0.99 | | | | | | | | | | | |
| | Sam's Club | Member's Mark | | 1.98 | | | | | | | | | | smoked | |
| | | Member's Mark | 0.99 | | 1.99 | | | | | | | | | | |
| | Save-a-Lot | Honeysuckle | | 0.49 | | | | | | | | | | w/ \$25 purchase | |
| | Super C Mart | Butterball | | 2.59 | | | | | | | | | | | smoked |
| | | Best Choice | | 0.79 | | | | | | | | | | | |
| | Target | Market Pantry | | 0.59 | | | | | | | | | | | w/ 25% off coupon; limit 4 |
| | | Market Pantry | | 0.79 | | | | | | | | | | | limit 4 |
| | | Butterball | | 0.99 | | | | | | | | | | | limit 4 |
| | The Fresh Market | TFM | | | 2.49 | | | | 3.99 | | | | | | |
| | Trader Joe's | Trader Joe's | | | 1.99 | | | | | | | | | | brined |
| | | Trader Joe's | | | | | 2.99 | | 3.49 | | | | | | < 16 lbs. (hen) |
| | United of OK | Best Choice | | 0.49 | | | | | | | | | | | w/ \$25 purchase; limit 1 |
| | | Honeysuckle | 1.79 | 1.19 | | | | | | | | | | | |
| | | Butterball | | 1.39 | | | | | | | | | | | |
| | Walmart | Butterball | | 2.59 | | | | | | | | | | | smoked |
| n/i | | | 0.98 | | | | | | | | | | | | |
| Warehouse Mrkt | Best Choice | | 0.98 | | | | | | | | | | | limit 3 | |
| WFM Southwest | WFM | | | 2.49 | | | | 3.49 | | | | | | | |
| | Diestel | | | 2.49 | | | | | | | 2.49 | 4.99 | | | |
| | Diestel | | | 3.99 | | | | | | | | | | < 16 lbs. (hen); brined | |
| Williams Foods | Best Choice | | 0.89 | | | | | | | | | | | | |
| TX | Affiliated Foods | Honeysuckle | | 0.99 | | | | | | | | | | | |
| | | Butterball | | 1.39 | | | | | | | | | | | |
| | Albertsons Houston | Butterball | | 0.99 | | | | | | | | | | | w/ store card |
| | | Honeysuckle | | 0.25 | | | | | | | | | | | w/ \$25 purchase; limit 1 |
| | | Signature Farms | | 0.25 | | | | | | | | | | | w/ \$25 purchase; limit 1 |
| | | Butterball | | 2.49 | | | | | | | | | | | smoked |
| | | Honeysuckle | 1.19 | | | | | | | | | | | | w/ store card |
| | ALDI | Butterball | 1.99 | | | | | | | | | | | | w/ store card |
| | | Butterball | | 1.99 | | | | | | | | | | | smoked |
| | | Butterball | | 1.29 | | | | | | | | | | | |
| | | Butterball | | 0.87 | | | | | | | | | | | limit 2 |
| | | Never Any! | | | | 1.19 | | | | | | | | | |
| | Honeysuckle | 1.19 | | | | | | | | | | | | limit 2 | |
| | Simply Nature | | | | | | | 2.99 | | | | | | limit 2 | |

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|---------------------|-------------------|------------------|--------------|--------|-----------------|--------|--------|--------|---------|--------|------------|---------|----------|--|--|
| | | | Fresh | Frozen | Fresh | Frozen | Fresh | Frozen | Fresh | Frozen | Fresh | Fresh | Fresh | | |
| TX <i>(cont)</i> | Arlan's Market | Butterball | | 0.99 | | | | | | | | | | w/ \$20 purchase; limit 1 | |
| | | Butterball | | 1.69 | | | | | | | | | | | |
| | Brookshire's | Jennie-O | | free | | | | | | | | | | w/ ham purchase; limit 1 | |
| | | Jennie-O | | 0.79 | | | | | | | | | | | w/ \$20 purchase; limit 1 |
| | | Honeysuckle | 1.29 | | | | | | | | | | | | |
| | | Butterball | | 2.49 | | | | | | | | | | | smoked |
| | Brookshire Bros. | Shady Brook | | 0.58 | | | | | | | | | | | < 16 lbs. (hen); w/ \$20 purchase; limit 1 |
| | | Buckley Farms | | free | | | | | | | | | | | < 16 lbs. (hen); w/ ham purchase |
| | | Buckley Farms | | 0.58 | | | | | | | | | | | < 16 lbs. (hen); w/ \$20 purchase; limit 1 |
| | | Butterball | | 2.99 | | | | | | | | | | | smoked |
| | | Butterball | | * | | | | | | | | | | | 10% off |
| | | Shady Brook | 1.88 | | | | | | | | | | | | |
| | Cash Saver Texas | Best Choice | | free | | | | | | | | | | | w/ ham purchase; limit 1 |
| | | Best Choice | 1.35 | | | | | | | | | | | | |
| | | Li'l Butterball | | 1.72 | | | | | | | | | | | < 10 lbs. (hen) |
| | | Butterball | | 2.58 | | | | | | | | | | | smoked |
| | Central Market | Mary's | | | | | | | | | | 2.49 | 2.49 | | |
| | | Mary's | | | | | | | | | | 3.49 | | | brined |
| | | Mary's | | | | | | | | 3.49 | | | | 6.49 | free-range |
| | | Plainville Farms | | | | 4.49 | | | | | | | | | < 16 lbs. (hen); smoked |
| | | Greenberg | | | | 5.97 | | | | | | | | | < 16 lbs. (hen); smoked |
| | David's | Shady Brook | | 0.58 | | | | | | | | | | | < 16 lbs. (hen); w/ \$20 purchase; limit 1 |
| | | Buckley Farms | | free | | | | | | | | | | | < 16 lbs. (hen); w/ ham purchase |
| | | Buckley Farms | | 0.58 | | | | | | | | | | | < 16 lbs. (hen); w/ \$20 purchase; limit 1 |
| | | Butterball | | 2.99 | | | | | | | | | | | smoked |
| | | Butterball | | * | | | | | | | | | | | 10% off |
| | | Shady Brook | 1.88 | | | | | | | | | | | | |
| | Diamond Foods IGA | Best Choice | | 0.99 | | | | | | | | | | | |
| | El Ahorro | Honeysuckle | | 0.89 | | | | | | | | | | | |
| | El Rancho | n/i | | 0.39 | | | | | | | | | | | w/ \$10 purchase; limit 1 |
| | | n/i | | 0.19 | | | | | | | | | | | w/ \$10 purchase; limit 1 |
| | El Rio Grande | Jennie-O | 1.99 | | | | | | | | | | | | |
| | | n/i | | 0.69 | | | | | | | | | | | |
| El Super | Honeysuckle | 1.29 | | | | | | | | | | | | | |
| Elrod's Cost Plus | Jennie-O | | 0.46 | | | | | | | | | | | w/ \$10 purchase; limit 1 | |
| Fiesta Mart | Jennie-O | | 0.47 | | | | | | | | | | | < 16 lbs. (hen); w/ \$25 purchase; limit 1 | |
| | Jennie-O | 1.29 | 0.99 | | | | | | | | | | | | |
| Food King | Butterball | | 1.04 | | | | | | | | | | | | |

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|---------------------|--------------------|-----------------|--------------|--------|-----------------|--------|--------|--------|---------|--------|------------|---------|----------|----------------------------|---------------------------------------|
| | | | Fresh | Frozen | Fresh | Frozen | Fresh | Frozen | Fresh | Frozen | Fresh | Fresh | Fresh | | |
| TX <i>(cont)</i> | Foodarama | Jennie-O | | 0.69 | | | | | | | | | | w/ \$15 purchase; limit 2 | |
| | Foodland Markets | Jennie-O | | 0.49 | | | | | | | | | | w/ \$10 purchase; limit 2 | |
| | Food Town | Butterball | | 0.99 | | | | | | | | | | limit 2 | |
| | H-E-B | Riverside | | | free | | | | | | | | | | w/ spiral ham purchase; limit 1 |
| | | H-E-B | | 0.99 | | | | | | | | | | | |
| | Homeland | Best Choice | | | 0.49 | | | | | | | | | | w/ \$25 purchase; limit 1 |
| | | Honeysuckle | | 1.79 | 1.19 | | | | | | | | | | |
| | | Butterball | | | 1.39 | | | | | | | | | | |
| | Junior's | Butterball | | | 2.59 | | | | | | | | | | smoked |
| | | Butterball | | | 1.29 | | | | | | | | | | limit 1 |
| | | Butterball | | | 1.39 | | | | | | | | | | |
| | Kroger Texas | Jennie-O | | | 0.99 | | | | | | | | | | w/ \$25 purchase; limit 1 |
| | | Kroger | | | 0.37 | | | | | | | | | | w/ store card; limit 2 |
| | | Jennie-O | | 1.99 | | | 1.69 | | | | | | | | |
| | | Simple Truth | | | 2.29 | 1.29 | | | | | | | | | |
| | La Fiesta | Jennie-O | | | 0.77 | | | | | | | | | | w/ \$20 purchase; limit 1 |
| | Lawrence Bros. | Best Choice | | 1.59 | | | | | | | | | | | < 10 lbs. (hen) |
| | | Li'l Butterball | | | 1.99 | | | | | | | | | | smoked |
| | | Butterball | | | 2.99 | | | | | | | | | | smoked |
| | Lowe's Markets | Butterball | | | 2.49 | | | | | | | | | | |
| | | Butterball | | | 1.19 | | | | | | | | | | |
| | Malone's Cost Plus | n/i | | | * | | | | | | | | | | w/ \$20 purchase; \$6.00 off; limit 1 |
| | | Butterball | | | 0.19 | | | | | | | | | | w/ \$25 purchase; limit 1 |
| | | Butterball | | | 1.29 | | | | | | | | | | |
| | Market Basket | Best Choice | | | 0.49 | | | | | | | | | | w/ \$10 purchase; limit 1 |
| | | n/i | | | free | | | | | | | | | | w/ ham purchase; limit 1 |
| | Market Square | Honeysuckle | | | 0.69 | | | | | | | | | | limit 1 |
| | | Honeysuckle | | | 0.99 | | | | | | | | | | |
| | Natural Grocers | Mary's | | | | | | | 3.99 | | | 2.79 | | 6.49 | |
| | Porter's Grocery | Honeysuckle | | | 0.99 | | | | | | | | | | |
| Butterball | | | 1.39 | | | | | | | | | | | | |
| Randall's | Honeysuckle | | | free | | | | | | | | | | w/ \$100 purchase; limit 1 | |
| | Honeysuckle | | | 0.49 | | | | | | | | | | w/ \$25 purchase; limit 1 | |
| | Honeysuckle | | 0.99 | | | | | | | | | | | w/ store card | |
| | Signature Farms | | | free | | | | | | | | | | w/ \$100 purchase; limit 1 | |
| | Signature Farms | | | 0.49 | | | | | | | | | | w/ \$25 purchase; limit 1 | |
| | Butterball | | | 0.99 | | | | | | | | | | w/ store card | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Thanksgiving 2018

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

WHOLE TURKEYS

| State | Supermarket | Label | Conventional | | Antibiotic-Free | | Kosher | | Organic | | Free Range | Non-GMO | Heritage | Conditions | | |
|---------------------|---------------------------------|---------------|-----------------|--------|-----------------|--------|--------|--------|---------|--------|------------|---------|-------------------------|------------------|----------------------------|----------------------------|
| | | | Fresh | Frozen | Fresh | Frozen | Fresh | Frozen | Fresh | Frozen | Fresh | Fresh | Fresh | | | |
| TX <i>(cont)</i> | Randall's <i>(continued)</i> | Butterball | 1.99 | | | | | | | | | | | w/ store card | | |
| | | Butterball | | 2.49 | | | | | | | | | | smoked | | |
| | | Rehkopf's | | | | | | | | | | | | | | |
| | | Honeysuckle | Butterball | | 1.59 | | | | | | | | | | | |
| | | | Best Choice | | 0.99 | | | | | | | | | | | |
| | | | Member's Mark | | 1.98 | | | | | | | | | | smoked | |
| | Sam's Club | Member's Mark | 0.99 | | 1.99 | | | | | | | | | | | |
| | Save-a-Lot | Honeysuckle | | 0.49 | | | | | | | | | | w/ \$25 purchase | | |
| | Sellers Bros. | Jennie-O | | 0.47 | | | | | | | | | | | w/ \$20 purchase; limit 1 | |
| | | Jennie-O | | 1.29 | | | | | | | | | | | | |
| | Spring Market | Jennie-O | | 0.68 | | | | | | | | | | | w/ \$20 purchase; limit 1 | |
| | Super 1 Foods | Jennie-O | | 0.47 | | | | | | | | | | | w/ \$25 purchase; limit 1 | |
| | Target | Butterball | | 1.97 | | | | | | | | | | | | |
| | | | Market Pantry | | 0.59 | | | | | | | | | | | w/ 25% off coupon; limit 4 |
| | | | Market Pantry | | 0.79 | | | | | | | | | | | limit 4 |
| | Tom Thumb | Butterball | | | 0.99 | | | | | | | | | | limit 4 | |
| | | | Honeysuckle | | free | | | | | | | | | | w/ \$100 purchase; limit 1 | |
| | | | Honeysuckle | | 0.49 | | | | | | | | | | w/ \$25 purchase; limit 1 | |
| | Trader Joe's | Honeysuckle | | 1.19 | | | | | | | | | | | w/ store card | |
| | | | Signature Farms | | free | | | | | | | | | | w/ \$100 purchase; limit 1 | |
| | | | Signature Farms | | 0.49 | | | | | | | | | | w/ \$25 purchase; limit 1 | |
| | | | Butterball | | 0.99 | | | | | | | | | | w/ store card | |
| | | | Butterball | 1.99 | | | | | | | | | | | w/ store card | |
| | | | Butterball | | 2.49 | | | | | | | | | | smoked | |
| | United Supermarkets | Trader Joe's | Trader Joe's | | | 1.99 | | | 2.99 | | 3.49 | | | | brined | |
| | | | Trader Joe's | | | | | | | | | | | | < 16 lbs. (hen) | |
| | Vista Market | Honeysuckle | | 1.99 | 0.97 | | | | | | | | | | | |
| Butterball | | | | 1.49 | | | | | | | | | | | | |
| Open Nature | | | | | 1.69 | | | | | | | | | | | |
| Signature Farms | | | | 0.77 | | | | | | | | | | | | |
| Walmart | Prater's | Prater's | 2.69 | | | | | | | | | | | smoked | | |
| | | Butterball | | 1.39 | | | | | | | | | | | | |
| WFM 365 | n/i | | 0.98 | | | | | | | | | | | | | |
| WFM Southwest | n/i | | | | | | | 1.99 | | 2.99 | | | | | | |
| | | WFM | | | 2.49 | | | | | 3.49 | | | | | | |
| | | Diestel | | | 2.49 | | | | | | | 2.49 | 4.99 | | | |
| | Diestel | | | | 3.99 | | | | | | | | < 16 lbs. (hen); brined | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Thanksgiving 2018

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

WHOLE TURKEYS

| State | Supermarket | Label | Conventional | | Antibiotic-Free | | Kosher | | Organic | | Free Range | Non-GMO | Heritage | Conditions | |
|---------------|-------------------|------------------|--------------|--------|-----------------|--------|--------|--------|---------|--------|------------|---------|----------|----------------------------|---|
| | | | Fresh | Frozen | Fresh | Frozen | Fresh | Frozen | Fresh | Frozen | Fresh | Fresh | Fresh | | |
| UT | Albrt/Safe Mount. | Butterball | | 0.89 | | | | | | | | | | w/ \$25 purchase; limit 1 | |
| | | Honeysuckle | | 0.45 | | | | | | | | | | w/ \$25 purchase; limit 1 | |
| | | Norbest | 1.47 | | | | | | | | | | | | |
| | | Open Nature | | | | 1.99 | | | | | | | | | |
| | Albertsons SW | Signature Farms | | 0.79 | | | | | | | | | | | w/ store card; limit 1 |
| | | Signature Farms | | free | | | | | | | | | | | w/ \$150 purchase; limit 1 |
| | Associated Food | Jennie-O | 1.57 | | | | | | | | | | | | limit 1 |
| | | Norbest | 1.79 | | | | | | | | | | | | |
| | Fresh Market | Norbest | 1.79 | | | | | | | | | | | | |
| | | Norbest | | 1.09 | | | | | | | | | | | |
| | Harmon's | Norbest | | 0.89 | | | | | | | | | | | w/ store card; limit 1 |
| | | Norbest | 1.69 | | | | | | | | | | | | limit 1 |
| | King Soopers | Family Tradition | 1.79 | | | | | | | | | | | | |
| | | Kroger | | 0.49 | | | | | | | | | | | w/ \$25 purchase; limit 1 |
| | | Butterball | | 1.29 | | | | | | | | | | | w/ store card; limit 1 |
| | | Butterball | 1.99 | | | | | | | | | | | | w/ store card |
| | Natural Grocers | Simple Truth | | | | 2.49 | | | | | | | | | w/ store card |
| | | Jennie-O | 1.79 | | | | | | | | | | | | w/ store card |
| | | Mary's | | | | | | | 3.99 | | 2.79 | | 6.49 | | |
| | | Norbest | | 0.89 | | | | | | | | | | | |
| | Ream's | Norbest | | BOGO | | | | | | | | | | | |
| | | Norbest | | free | | | | | | | | | | | < 16 lbs. (hen); w/ \$100 purchase; limit 1 |
| | Ridley's | Norbest | 1.49 | | | | | | | | | | | | |
| | | Norbest | | | | | | | | | | | | | |
| | Sam's Club | Member's Mark | | 1.98 | | | | | | | | | | | smoked |
| | | Member's Mark | 0.99 | | 1.99 | | | | | | | | | | |
| | Smith's | Kroger | | 0.67 | | | | | | | | | | | w/ \$25 purchase; limit 1 |
| Jennie-O | | 1.39 | | | | | | | | | | | | w/ store card | |
| Stokes Market | Butterball | | 1.49 | | | | | | | | | | | w/ store card | |
| | Butterball | | 0.99 | | | | | | | | | | | | |
| Target | Norbest | | 0.99 | | | | | | | | | | | | |
| | Market Pantry | | 0.59 | | | | | | | | | | | w/ 25% off coupon; limit 4 | |
| Trader Joe's | Market Pantry | | 0.79 | | | | | | | | | | | limit 4 | |
| | Butterball | | 0.99 | | | | | | | | | | | limit 4 | |
| Walmart | Trader Joe's | | | 1.99 | | | | | | | | | | brined | |
| | Trader Joe's | | | | | 2.99 | | 3.49 | | | | | | < 16 lbs. (hen) | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

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

Thanksgiving 2018

WHOLE TURKEYS

| State | Supermarket | Label | Conventional | | Antibiotic-Free | | Kosher | | Organic | | Free Range | Non-GMO | Heritage | Conditions |
|--------------|------------------|-----------------------|--------------|--------|-----------------|--------|--------|--------|--------------|--------|------------|---------|----------|------------|
| | | | Fresh | Frozen | Fresh | Frozen | Fresh | Frozen | Fresh | Frozen | Fresh | Fresh | Fresh | |
| UT (cont) | WFM Rocky Mount. | n/i n/i Diestel | | | 1.99 | | | | 2.99 4.99 | | 5.99 | | 4.99 | heritage |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Thanksgiving 2018

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WHOLE TURKEYS

| State | Supermarket | Label | Conventional | | Antibiotic-Free | | Kosher | | Organic | | Free Range | Non-GMO | Heritage | Conditions | |
|---------------------------------------|------------------|------------------|------------------|--------|-----------------|--------|--------|--------|---------|--------|------------|---------|----------|---------------------------|---------------------------|
| | | | Fresh | Frozen | Fresh | Frozen | Fresh | Frozen | Fresh | Frozen | Fresh | Fresh | Fresh | | |
| SOUTHWESTERN U.S. - CA, HI, NV | | | | | | | | | | | | | | | |
| CA | Albertsons SoCal | Signature Farms | | 0.37 | | | | | | | | | | w/ \$25 purchase; limit 1 | |
| | | Butterball | | 1.49 | | | | | | | | | | limit 1 | |
| | | Butterball | 2.39 | | | | | | | | | | | | |
| | | Jennie-O | 1.39 | | | | | | | | | | | w/ store card; limit 1 | |
| | | Foster Farms | 2.29 | | | | | | | | | | | | |
| | | Open Nature | | | 2.99 | | | | | | | | | | |
| | | Huntsinger | | | 2.59 | | | | | | | | | | |
| | ALDI | Butterball | | 1.99 | | | | | | | | | | | smoked |
| | | Honeysuckle | 1.19 | 0.45 | | | | | | | | | | | limit 2 |
| | Baja Ranch | Jennie-O | 0.99 | | | 1.19 | | | 2.99 | | | | | | limit 2 |
| | Barons Market | Butterball | 0.99 | | | | | | | | | | | | |
| | | Foster Farms | | | | | | | 2.99 | | | | | | |
| | | Diestel | | | | 2.99 | | | | 3.69 | | | 2.99 | | frozen |
| | Big Saver | Mary's | | | | | | | | | | | | | |
| | | Jennie-O | | 0.57 | | | | | | | | | | | w/ \$75 purchase; limit 1 |
| | | Jennie-O | | 0.77 | | | | | | | | | | | w/ \$50 purchase; limit 1 |
| | | Jennie-O | | 0.87 | | | | | | | | | | | w/ \$30 purchase; limit 1 |
| | | Jennie-O | | 0.97 | | | | | | | | | | | |
| | | Plainville Farms | | | | 0.57 | | | | | | | | | w/ \$75 purchase; limit 1 |
| | | Plainville Farms | | | | 0.77 | | | | | | | | | w/ \$50 purchase; limit 1 |
| | | Plainville Farms | | | | 0.87 | | | | | | | | | w/ \$30 purchase; limit 1 |
| | Bristol Farms | Plainville Farms | | | | 0.97 | | | | | | | | | |
| | | Bristol Farms | | | 2.49 | | | | | | | 2.49 | | | |
| | Mary's | Mary's | | | | | | | 3.89 | | | | 6.99 | | free-range |
| | | Cardenas | Plainville Farms | | | | 0.69 | | | | | | | | |
| | Jennie-O | Jennie-O | | 0.69 | | | | | | | | | | | |
| | | Butterball | 1.99 | | | | | | | | | | | | |
| Dollar General Mrkt | Jennie-O | | 0.95 | | | | | | | | | | | < 16 lbs. (hen); limit 1 | |
| El Super | Honeysuckle | 1.29 | | | | | | | | | | | | | |
| Food 4 Less | Kroger | | 0.99 | | | | | | | | | | | w/ \$25 purchase; limit 1 | |
| | Kroger | | 1.49 | | | | | | | | | | | | |
| Food Maxx | Zacky Farms | | 0.29 | | | | | | | | | | | w/ \$25 purchase; limit 2 | |
| | Honeysuckle | 0.79 | | | | | | | | | | | | w/ \$25 purchase; limit 2 | |
| Food Source | n/i | | 0.38 | | | | | | | | | | | w/ \$25 purchase; limit 1 | |
| Gelson's Market | Gelson's | | | | 3.89 | | | | 5.99 | | | | | | |
| | Diestel | | | | 3.99 | | | | 6.59 | | | | 5.99 | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Thanksgiving 2018

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

WHOLE TURKEYS

| State | Supermarket | Label | Conventional | | Antibiotic-Free | | Kosher | | Organic | | Free Range | Non-GMO | Heritage | Conditions | |
|----------------|------------------------------|------------------|--------------|--------|-----------------|--------|--------|--------|---------|--------|------------|---------|----------|---------------------------|---------------------------|
| | | | Fresh | Frozen | Fresh | Frozen | Fresh | Frozen | Fresh | Frozen | Fresh | Fresh | Fresh | | |
| CA (cont) | Grocery Outlet | n/i | | 0.50 | | | | | | | | | | w/ \$30 purchase; limit 1 | |
| | Holiday Market | Golden Sierra | | | | | | | | | 2.99 | | | free-range | |
| | | Diestel | | | | | | | 3.99 | | | | | | |
| | Jensen's Jons Marketplace | Diestel | | | 3.39 | | | | 5.99 | | 3.39 | | | | |
| | | Plainville Farms | | | | 0.79 | | | | | | | | | |
| | K.V. Mart | Honeysuckle | | 0.49 | | | | | | | | | | | w/ \$25 purchase; limit 1 |
| | | Honeysuckle | | 1.19 | | | | | | | | | | | limit 1 |
| | | Plainville Farms | | | | 0.59 | | | | | | | | | limit 1 |
| | | Plainville Farms | | | | 0.99 | | | | | | | | | limit 1 |
| | Lucky | Zacky Farms | | 0.39 | | 0.99 | | | | 1.99 | 0.99 | | | | |
| | | Butterball | 2.29 | 1.99 | | | | | | | | | | | |
| | | Butterball | | 2.19 | | | | | | | | | | | smoked |
| | | Diestel | | | 3.49 | | | | | | 3.49 | | | | |
| | | Foster Farms | 2.49 | | | | | | | | | | | | |
| | | Honeysuckle | 0.99 | | | | | | | | | | | | |
| | Lunardi's | Mary's | | | | | | | | | 3.29 | | 5.99 | | |
| | | Shady Brook | 1.79 | | | | | | | | | | | | |
| | Mar-Val Food | Diestel | | | 2.99 | | | | | | 2.99 | | | | |
| | | Norbest | 1.48 | | | | | | | | | | | | |
| | Mollie Stone's | Foster Farms | 1.79 | | | | | | | | | | | | |
| | | Jennie-O | | 1.09 | | | | | | | | | | | |
| | | Mollie's | | | | | | | | | 3.19 | | | | |
| | | Willie Bird | | | | | | | | | 3.69 | | | | |
| | Murphy's Markets | Willie Bird | | | | | | | | | 4.99 | | | 5.99 | brined |
| | | Mary's | | | | | | | 4.59 | | | | | | |
| | New Leaf Markets | Diestel | | | 2.69 | | | | | | 2.69 | | | | |
| | | Diestel | | | 2.79 | | | | | | | | | | < 10 lbs. (hen) |
| | | Diestel | | | 4.99 | | | | | | | | | | brined |
| | | Diestel | | | 2.79 | | | | 3.99 | | | 3.49 | | | |
| | | Diestel | | | | | | | 3.99 | | | | | | < 10 lbs. (hen) |
| | Northgate | Diestel | | | | | | | 4.99 | | | | | | heritage |
| | | Butterball | | 0.99 | | | | | | | | | | | |
| Nugget Markets | Foster Farms | 1.29 | | | | | | | | | | | | | |
| | Norbest | 1.49 | | | | | | | | | | | | | |
| Pavilion's | Branigan's | | | | | | | | | 4.39 | | | | local; free-range | |
| | Diestel | | | 2.79 | | | | 3.99 | | | | | | | |
| | Butterball | | 0.99 | | | | | | | | | | | w/ \$25 purchase; limit 1 | |
| | Butterball | 1.49 | | | | | | | | | | | | limit 1 | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Thanksgiving 2018

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WHOLE TURKEYS

| State | Supermarket | Label | Conventional | | Antibiotic-Free | | Kosher | | Organic | | Free Range | Non-GMO | Heritage | Conditions | |
|---------------------|----------------------------------|-----------------|--------------|--------|-----------------|--------|--------|--------|---------|--------|------------|---------|----------|---------------------------|---|
| | | | Fresh | Frozen | Fresh | Frozen | Fresh | Frozen | Fresh | Frozen | Fresh | Fresh | Fresh | | |
| CA <i>(cont)</i> | Pavilion's <i>(continued)</i> | Signature Farms | | 0.89 | | | | | | | | | | w/ \$25 purchase; limit 1 | |
| | | Jennie-O | 1.39 | | | | | | | | | | | limit 1 | |
| | Raley's | R Everyday | | 0.47 | | | | | | | | | | | |
| | | Nob Hill | 1.99 | | | | | | | | | | | | |
| | Ralph's Grocery | Kroger | | 0.47 | | | | | | | | | | | w/ \$25 purchase; limit 1 |
| | | Jennie-O | 1.47 | | | | | | | | | | | | w/ store card |
| | Rays Food Place | Simple Truth | | | | 1.99 | | | | | | | | | w/ store card |
| | | Butterball | | 1.49 | | | | | | | | | | | w/ store card; limit 2 |
| | | Norbest | | free | | | | | | | | | | | w/ ham purchase; limit 1 |
| | | Norbest | | 1.29 | | | | | | | | | | | |
| | | Butterball | | free | | | | | | | | | | | w/ ham purchase; limit 1 |
| | | Butterball | | 1.29 | | | | | | | | | | | |
| | | Norbest | 1.79 | | | | | | | | | | | | |
| | R-N Market | Foster Farms | 1.79 | | | | | | | | | | | | |
| | | Butterball | 0.99 | | | | | | | | | | | | limit 2 |
| | Safeway NorCal | Signature Farms | | 0.69 | | | | | | | | | | | w/ \$25 purchase; limit 1 |
| | | Signature Farms | | * | | | | | | | | | | | < 16 lbs. (hen); \$5.99 w/ \$25 purchase; limit 1 |
| | | Signature Farms | | * | | | | | | | | | | | > 16 lbs. (tom); \$7.99 w/ \$25 purchase; limit 1 |
| | | Butterball | | 1.19 | | | | | | | | | | | w/ \$25 purchase; limit 1 |
| | | Honeysuckle | 0.99 | | | | | | | | | | | | w/ store card |
| | | Butterball | 1.99 | | | | | | | | | | | | w/ store card |
| | | Foster Farms | 1.99 | | | | | | | | | | | | w/ store card; local smoked |
| | Sam's Club | Member's Mark | | 1.98 | | | | | | | | | | | |
| | | Member's Mark | 0.99 | | 1.99 | | | | | | | | | | |
| | Save Mart | Zacky Farms | | 0.59 | | 0.99 | | | | 1.99 | | 0.99 | | | |
| | | Shady Brook | 1.79 | | | | | | | | | | | | |
| | | Butterball | 2.29 | 1.99 | | | | | | | | | | | |
| | | Butterball | | 2.19 | | | | | | | | | | | smoked |
| | | Diestel | | | 3.49 | | | | | | | 3.49 | | | |
| | | Foster Farms | 2.49 | | | | | | | | | | | | |
| Honeysuckle | | 2.49 | | | | | | | | | | | | | |
| Select Markets | Mary's | | | | | | | | | | 3.29 | | 5.99 | | |
| | Norbest | | 0.99 | | | | | | | | | | | | |
| SK Super King | Jennie-O | | 0.79 | | | | | | | | | | | | |
| | Plainville Farms | | | | 0.79 | | | | | | | | | | |
| | Foster Farms | 1.49 | | | | | | | | | | | | | |
| | | Butterball | 1.49 | | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Thanksgiving 2018

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

WHOLE TURKEYS

| State | Supermarket | Label | Conventional | | Antibiotic-Free | | Kosher | | Organic | | Free Range | Non-GMO | Heritage | Conditions | |
|---------------------|------------------|------------------|--------------|--------|-----------------|--------|--------|--------|---------|--------|------------|---------|----------|---------------------------|----------------------------|
| | | | Fresh | Frozen | Fresh | Frozen | Fresh | Frozen | Fresh | Frozen | Fresh | Fresh | Fresh | | |
| CA <i>(cont)</i> | Smart & Final | First Street | | 0.39 | | | | | | | | | | w/ \$25 purchase; limit 1 | |
| | | Zacky Farms | 1.59 | | | | | | | | | | | | |
| | Stater Bros. | Jennie-O | | 0.47 | | | | | | | | | | | w/ \$25 purchase; limit 1 |
| | | Jennie-O | | 1.19 | | | | | | | | | | | limit 1 |
| | | Californian | | 0.47 | | | | | | | | | | | w/ \$25 purchase; limit 1 |
| | | Californian | | 1.19 | | | | | | | | | | | limit 1 |
| | | Butterball | | 0.99 | | | | | | | | | | | limit 1 |
| | | Zacky Farms | 1.59 | | | | | | | | | | | | |
| | Super A Foods | Jennie-O | | 0.59 | | | | | | | | | | | w/ \$25 purchase; limit 1 |
| | | Butterball | | 0.99 | | | | | | | | | | | w/ \$25 purchase; limit 1 |
| | Superior Grocers | Plainville Farms | | | | 0.99 | | | | | | | | | |
| | Target | Market Pantry | | 0.59 | | | | | | | | | | | w/ 25% off coupon; limit 4 |
| | | Market Pantry | | 0.79 | | | | | | | | | | | limit 4 |
| | | Butterball | | 0.99 | | | | | | | | | | | limit 4 |
| | Trader Joe's | Trader Joe's | | | 1.99 | | | | | | | | | | brined |
| | | Trader Joe's | | | | | 2.99 | | 3.49 | | | | | | < 16 lbs. (hen) |
| | Vallarta | Jennie-O | | 0.29 | | | | | | | | | | | w/ \$100 purchase; limit 1 |
| | | Jennie-O | | 1.29 | | | | | | | | | | | |
| | Vons | Signature Farms | | 0.37 | | | | | | | | | | | w/ \$25 purchase; limit 1 |
| | | Butterball | | 1.49 | | | | | | | | | | | limit 1 |
| | | Butterball | 2.39 | | | | | | | | | | | | |
| | | Jennie-O | 1.39 | | | | | | | | | | | | w/ store card; limit 1 |
| | | Foster Farms | 2.29 | | | | | | | | | | | | |
| | Walmart | Open Nature | | | 2.99 | | | | | | | | | | |
| | | Huntsinger | | | 2.59 | | | | | | | | | | |
| | WFM 365 | n/i | 0.98 | | | | | | | | | | | | |
| | WFM North Calif. | n/i | | | | | 1.99 | | 2.99 | | | | | | |
| | | Diestel | | | 2.49 | | | | 3.49 | | 6.99 | 2.49 | | | |
| | | Diestel | | | 4.99 | | | | | | | | | | < 10 lbs. (hen); brined |
| | | Diestel | | | | | | | 5.49 | | | | | | heritage |
| Mary's | | | | 2.49 | | | | | | | 2.49 | | | | |
| Nature's Rancher | | | | | 1.89 | | | | | | | | | | |
| WFM | | | | 1.99 | | | | 2.99 | | | | | | | |
| WFM South. Pacific | | Mary's | | 2.49 | | | | 3.49 | | | 2.49 | 4.99 | | | |
| Mary's | | | | 3.99 | | | | | | | | | 4.99 | brined | |
| Diestel | | | | 2.49 | | | | 3.49 | | | 2.49 | 4.99 | | | |
| WFM | Diestel | | | 3.49 | | | | | | | 3.49 | | | < 10 lbs. (hen) | |
| | Kosher Valley | | | | | 3.99 | | | | | | | | antibiotic-free | |
| | WFM | | | | | | | 2.99 | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Thanksgiving 2018

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

WHOLE TURKEYS

| State | Supermarket | Label | Conventional | | Antibiotic-Free | | Kosher | | Organic | | Free Range | Non-GMO | Heritage | Conditions |
|--------------------|---------------------|------------------|--------------|--------|-----------------|--------|--------|--------|---------|--------|------------|---------|----------|---|
| | | | Fresh | Frozen | Fresh | Frozen | Fresh | Frozen | Fresh | Frozen | Fresh | Fresh | Fresh | |
| HI | Don Quijote | Norbest | | 1.59 | | | | | | | | | | |
| | | Butterball | | 1.79 | | | | | | | | | | |
| | Foodland | Maika'i | | * | | | | | | | | | | < 16 lbs. (hen);\$6.99/each;w/\$25 purchase; L1 |
| | | Maika'i | | * | | | | | | | | | | > 16 lbs. (tom);\$8.99/each;w/\$25 purchase; L1 |
| | KTA Super Stores | Foster Farms | 2.49 | | | | | | | | | | | |
| | | Norbest | | 1.47 | | | | | | | | | | |
| | | Foster Farms | 1.99 | | | | | | | | | | | |
| | Safeway Hawaii | Fircrest | | | | | | | | | | 2.79 | | |
| | | Signature Farms | | * | | | | | | | | | | < 16 lbs. (hen);\$6.99 each;w/ \$25 purchase;L1 |
| | | Signature Farms | | * | | | | | | | | | | > 16 lbs. (tom);\$8.99 each;w/ \$25 purchase;L1 |
| | | Butterball | | 1.29 | | | | | | | | | | w/ \$25 purchase; limit 1 |
| | Sam's Club | Honeysuckle | 1.19 | | | | | | | | | | | |
| | | Foster Farms | 1.99 | | | | | | | | | | | |
| | | Member's Mark | | 1.98 | | | | | | | | | | smoked |
| | Target | Member's Mark | 0.99 | | 1.99 | | | | | | | | | |
| | | Market Pantry | | 1.49 | | | | | | | | | | limit 4 |
| | Times Supermarkets | Butterball | | 1.99 | | | | | | | | | | limit 4 |
| | | Norbest | | 1.69 | | | | | | | | | | |
| | Walmart | Butterball | | 1.89 | | | | | | | | | | |
| | Walmart | n/i | | 0.98 | | | | | | | | | | |
| WFM South. Pacific | Mary's | | | 2.49 | | | | | 3.49 | | | 2.49 | 4.99 | |
| | Mary's | | | 3.99 | | | | | | | | | | brined |
| | Diestel | | | 2.49 | | | | | 3.49 | | | 2.49 | 4.99 | |
| | Diestel | | | 3.49 | | | | | | | | 3.49 | | < 10 lbs. (hen) |
| | Kosher Valley | | | | | | 3.99 | | | | | | | antibiotic-free |
| WFM | | | | | | | | 2.99 | | | | | | |
| NV | Albertsons SW | Signature Farms | | 0.79 | | | | | | | | | | w/ store card; limit 1 |
| | | Signature Farms | | free | | | | | | | | | | w/ \$150 purchase; limit 1 |
| | | Jennie-O | 1.57 | | | | | | | | | | | limit 1 |
| | Cardenas | Plainville Farms | | | | 0.69 | | | | | | | | |
| | | Jennie-O | | 0.69 | | | | | | | | | | |
| | Dollar General Mrkt | Butterball | 1.99 | | | | | | | | | | | |
| | | Jennie-O | | 0.95 | | | | | | | | | | < 16 lbs. (hen); limit 1 |
| | El Super | Honeysuckle | 1.29 | | | | | | | | | | | |
| | Food Source | n/i | | 0.38 | | | | | | | | | | w/ \$25 purchase; limit 1 |
| | K.V. Mart | Plainville Farms | | | | 0.59 | | | | | | | | |
| Plainville Farms | | | | | 0.99 | | | | | | | | | limit 1 |
| La Bonita | n/i | 0.99 | | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Thanksgiving 2018

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

WHOLE TURKEYS

| State | Supermarket | Label | Conventional | | Antibiotic-Free | | Kosher | | Organic | | Free Range | Non-GMO | Heritage | Conditions | |
|--------------|-----------------|-----------------|-----------------|--------|-----------------|--------|--------|--------|---------|--------|------------|---------|----------|---------------------------|---|
| | | | Fresh | Frozen | Fresh | Frozen | Fresh | Frozen | Fresh | Frozen | Fresh | Fresh | Fresh | | |
| NV (cont) | Marketon | Carolina | | 0.89 | | | | | | | | | | | |
| | Natural Grocers | Mary's | | | | | | | 3.99 | | 2.79 | | 6.49 | | |
| | Raley's | R Everyday | | 0.47 | | | | | | | | | | | |
| | | | Nob Hill | 1.99 | | | | | | | | | | | |
| | | Ridley's | Norbest | | BOGO | | | | | | | | | | |
| | | | Norbest | | free | | | | | | | | | | < 16 lbs. (hen); w/ \$100 purchase; limit 1 |
| | | | Norbest | 1.49 | | | | | | | | | | | |
| | | Safeway NorCal | Signature Farms | | 0.69 | | | | | | | | | | w/ \$25 purchase; limit 1 |
| | | | Signature Farms | | * | | | | | | | | | | < 16 lbs. (hen); \$5.99 w/ \$25 purchase; limit 1 |
| | | | Signature Farms | | * | | | | | | | | | | > 16 lbs. (tom); \$7.99 w/ \$25 purchase; limit 1 |
| | | | Butterball | | 1.19 | | | | | | | | | | w/ \$25 purchase; limit 1 |
| | | | Honeysuckle | 0.99 | | | | | | | | | | | w/ store card |
| | | | Butterball | 1.99 | | | | | | | | | | | w/ store card |
| | | | Foster Farms | 1.99 | | | | | | | | | | | w/ store card; local |
| | | Sam's Club | Member's Mark | | 1.98 | | | | | | | | | | smoked |
| | | | Member's Mark | 0.99 | | 1.99 | | | | | | | | | |
| | | Save Mart | Zacky Farms | | 0.59 | | 0.99 | | | | 1.99 | | 0.99 | | |
| | | | Shady Brook | 1.79 | | | | | | | | | | | |
| | | | Butterball | 2.29 | 1.99 | | | | | | | | | | |
| | | | Butterball | | 2.19 | | | | | | | | | | smoked |
| | | | Diestel | | | 3.49 | | | | | | | 3.49 | | |
| | | | Foster Farms | 2.49 | | | | | | | | | | | |
| | | | Honeysuckle | 2.49 | | | | | | | | | | | |
| | | | Mary's | | | | | | | | | | 3.29 | 5.99 | |
| | | Smart & Final | First Street | | 0.39 | | | | | | | | | | w/ \$25 purchase; limit 1 |
| | | | Zacky Farms | 1.59 | | | | | | | | | | | |
| | | Smith's | Kroger | | 0.67 | | | | | | | | | | w/ \$25 purchase; limit 1 |
| | | | Jennie-O | 1.39 | | | | | | | | | | | w/ store card |
| | | | Butterball | | 1.49 | | | | | | | | | | w/ store card |
| | | Target | Market Pantry | | 0.59 | | | | | | | | | | w/ 25% off coupon; limit 4 |
| | | Market Pantry | | 0.79 | | | | | | | | | | limit 4 | |
| | | Butterball | | 0.99 | | | | | | | | | | limit 4 | |
| | Trader Joe's | Trader Joe's | | | 1.99 | | | | | | | | | brined | |
| | | Trader Joe's | | | | | 2.99 | | 3.49 | | | | | < 16 lbs. (hen) | |
| | Vons | Signature Farms | | 0.37 | | | | | | | | | | w/ \$25 purchase; limit 1 | |
| | | Butterball | | 1.49 | | | | | | | | | | limit 1 | |
| | | Butterball | 2.39 | | | | | | | | | | | | |
| | | Jennie-O | 1.39 | | | | | | | | | | | w/ store card; limit 1 | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Thanksgiving 2018

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

WHOLE TURKEYS

| State | Supermarket | Label | Conventional | | Antibiotic-Free | | Kosher | | Organic | | Free Range | Non-GMO | Heritage | Conditions | |
|---------------|---------------------|------------------|--------------|--------|-----------------|--------|--------|--------|---------|--------|------------|---------|----------|-----------------|-------------------------|
| | | | Fresh | Frozen | Fresh | Frozen | Fresh | Frozen | Fresh | Frozen | Fresh | Fresh | Fresh | | |
| NV (cont) | Vons (continued) | Foster Farms | 2.29 | | | | | | | | | | | | |
| | | Open Nature | | | 2.99 | | | | | | | | | | |
| | | Huntsinger | | | 2.59 | | | | | | | | | | |
| | Walmart | Honeysuckle | | | * | | | | | | | | | \$9.68 each | |
| | WFM North Calif. | Diestel | | | 2.49 | | | | 3.49 | | 6.99 | 2.49 | | | < 10 lbs. (hen); brined |
| | | Diestel | | | 4.99 | | | | | | | | | | heritage |
| | | Diestel | | | | | | | 5.49 | | | | | | |
| | | Mary's | | | 2.49 | | | | | | | 2.49 | | | |
| | | Nature's Rancher | | | | 1.89 | | | | | | | | | |
| | | WFM | | | 1.99 | | | | 2.99 | | | | | | |
| | WFM South. Pacific | Mary's | | | 2.49 | | | | 3.49 | | | 2.49 | 4.99 | | brined |
| | | Mary's | | | 3.99 | | | | | | | | | | |
| | | Diestel | | | 2.49 | | | | 3.49 | | | 2.49 | 4.99 | | |
| | | Diestel | | | 3.49 | | | | | | | 3.49 | | | < 10 lbs. (hen) |
| Kosher Valley | | | | | | | 3.99 | | | | | | | antibiotic-free | |
| | WFM | | | | | | | 2.99 | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Thanksgiving 2018

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

WHOLE TURKEYS

| State | Supermarket | Label | Conventional | | Antibiotic-Free | | Kosher | | Organic | | Free Range | Non-GMO | Heritage | Conditions | |
|--|-------------------|--------------------|--------------|--------|-----------------|--------|--------|--------|---------|--------|------------|---------|----------|---------------------------|----------------------------|
| | | | Fresh | Frozen | Fresh | Frozen | Fresh | Frozen | Fresh | Frozen | Fresh | Fresh | Fresh | | |
| NORTHWESTERN U.S. - AK,ID,MT,OR,WA,WY | | | | | | | | | | | | | | | |
| AK | Alaska Comm. Co. | Essential Everyday | | 1.59 | | | | | | | | | | | |
| | | Butterball | | 1.99 | | | | | | | | | | | |
| | Alaskan & Proud | Norbest | | BOGO | | | | | | | | | | | |
| | | Norbest | | 2.59 | | | | | | | | | | | |
| | Carrs/Safeway | Butterball | | 2.18 | | | | | | | | | | | |
| | | Butterball | 2.49 | 1.89 | | | | | | | | | | | w/ store card |
| | | Open Nature | | | 2.49 | 2.29 | | | | | | | | | |
| | | Butterball | | 2.99 | | | | | | | | | | | smoked |
| | | O Organics | | | | | | | | 3.99 | | | | | |
| | | Signature Farms | | 2.99 | | | | | | | | | | | smoked |
| | | Signature Farms | | free | | | | | | | | | | | w/ \$150 purchase; limit 1 |
| | Fred Meyer | Signature Farms | | 0.49 | | | | | | | | | | | w/ \$50 purchase; limit 1 |
| | | Signature Farms | | 1.29 | | | | | | | | | | | w/ store card |
| | | Jennie-O | 1.59 | | | | | | | | | | | | w/ store card |
| | | Kroger | | free | | | | | | | | | | | w/ \$150 purchase; limit 1 |
| | | Kroger | | 0.47 | | | | | | | | | | | w/ \$50 purchase; limit 1 |
| | | Jennie-O | 1.29 | | | | | | | | | | | | |
| | | Butterball | 1.69 | 1.59 | | | | | | | | | | | |
| | IGA Stores - AK | Simple Truth | | | | | | | | 2.99 | | | | | |
| | | Essential Everyday | | 1.59 | | | | | | | | | | | |
| | Northwest Grocers | n/i | | 1.19 | | | | | | | | | | | |
| Sea Mart | Butterball | | 1.57 | | | | | | | | | | | | |
| | Jennie-O | | 1.27 | | | | | | | | | | | | |
| Target | Market Pantry | | 1.49 | | | | | | | | | | | limit 4 | |
| | Butterball | | 1.99 | | | | | | | | | | | limit 4 | |
| Three Bears | Foster Farms | 1.49 | | | | | | | | | | | | | |
| | Butterball | | 1.99 | | | | | | | | | | | | |
| Walmart | Butterball | | 1.48 | | | | | | | | | | | | |
| ID | Albrt/Safe Mount. | Butterball | | 0.89 | | | | | | | | | | w/ \$25 purchase; limit 1 | |
| | | Honeysuckle | | 0.45 | | | | | | | | | | w/ \$25 purchase; limit 1 | |
| | | Norbest | 1.47 | | | | | | | | | | | | |
| | Family Foods | Open Nature | | | | 1.99 | | | | | | | | | |
| | | Norbest | | 0.89 | | | | | | | | | | | limit 1 |
| | | Norbest | | 1.09 | | | | | | | | | | | |
| | | Jennie-O | | 0.99 | | | | | | | | | | | limit 1 |
| Jennie-O | | 1.09 | | | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Thanksgiving 2018

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

WHOLE TURKEYS

| State | Supermarket | Label | Conventional | | Antibiotic-Free | | Kosher | | Organic | | Free Range | Non-GMO | Heritage | Conditions | |
|---------------------|-------------------|--------------------|--------------|--------|-----------------|--------|--------|--------|---------|--------|------------|---------|----------|----------------------------|---|
| | | | Fresh | Frozen | Fresh | Frozen | Fresh | Frozen | Fresh | Frozen | Fresh | Fresh | Fresh | | |
| ID (cont) | Fred Meyer | Kroger | | free | | | | | | | | | | w/ \$150 purchase; limit 1 | |
| | | Kroger | | 0.47 | | | | | | | | | | w/ \$50 purchase; limit 1 | |
| | | Jennie-O | 1.29 | | | | | | | | | | | | |
| | | Butterball | 1.69 | 1.59 | | | | | | | | | | | |
| | | Simple Truth | | | | | | | | 2.99 | | | | | |
| | Grocery Outlet | n/i | | 0.57 | | | | | | | | | | w/ \$30 purchase; limit 1 | |
| | IGA Markets | Essential Everyday | | 0.79 | | | | | | | | | | w/ \$25 purchase; limit 1 | |
| | Natural Grocers | Mary's | | | | | | | 3.99 | | 2.79 | | 6.49 | | |
| | Ridley's | Norbest | | | BOGO | | | | | | | | | | |
| | | Norbest | | | free | | | | | | | | | | < 16 lbs. (hen); w/ \$100 purchase; limit 1 |
| | | Norbest | 1.49 | | | | | | | | | | | | |
| | Rosauer's | Norbest | | | 0.49 | | | | | | | | | | w/ \$50 purchase; limit 1 |
| | | Jennie-O | | | 0.49 | | | | | | | | | | w/ \$50 purchase; limit 1 |
| | | Norbest | 1.49 | | | | | | | | | | | | |
| | | Jennie-O | 1.49 | | | | | | | | | | | | |
| | Sam's Club | Member's Mark | | | 1.98 | | | | | | | | | | smoked |
| | | Member's Mark | 0.99 | | | 1.99 | | | | | | | | | |
| | Smith's | Kroger | | | 0.67 | | | | | | | | | | w/ \$25 purchase; limit 1 |
| | Stokes Market | Butterball | | | 0.99 | | | | | | | | | | |
| | | Norbest | | | 0.99 | | | | | | | | | | |
| | Target | Market Pantry | | | 0.59 | | | | | | | | | | w/ 25% off coupon; limit 4 |
| | | Market Pantry | | | 0.79 | | | | | | | | | | limit 4 |
| | | Butterball | | | 0.99 | | | | | | | | | | limit 4 |
| | Trader Joe's | Trader Joe's | | | | 1.99 | | | | | | | | | brined |
| | | Trader Joe's | | | | | 2.99 | | 3.49 | | | | | | < 16 lbs. (hen) |
| | Walmart | n/i | | | 0.98 | | | | | | | | | | |
| WFM Rocky Mount. | n/i | | | | 1.99 | | | | | 2.99 | | | | | |
| | n/i | | | | | | | | 4.99 | | | 4.99 | | heritage | |
| | Diestel | | | | | | | | | | 5.99 | | | | |
| Yoke's Fresh Market | Butterball | 1.39 | | | | | | | | | | | | | |
| | Butterball | | | 1.09 | | | | | | | | | | limit 1 | |
| MT | Albrt/Safe Mount. | Butterball | | 0.89 | | | | | | | | | | w/ \$25 purchase; limit 1 | |
| | | Honeysuckle | | 0.45 | | | | | | | | | | w/ \$25 purchase; limit 1 | |
| | | Norbest | 1.47 | | | | | | | | | | | | |
| | Family Foods | Open Nature | | | | 1.99 | | | | | | | | | |
| | | Norbest | | | 0.89 | | | | | | | | | | limit 1 |
| | | Norbest | | | 1.09 | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Thanksgiving 2018

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

WHOLE TURKEYS

| State | Supermarket | Label | Conventional | | Antibiotic-Free | | Kosher | | Organic | | Free Range | Non-GMO | Heritage | Conditions | |
|---------------------|--------------------|--------------------|--------------|--------|-----------------|--------|--------|--------|---------|--------|------------|---------|----------|-----------------------------------|------------------------------------|
| | | | Fresh | Frozen | Fresh | Frozen | Fresh | Frozen | Fresh | Frozen | Fresh | Fresh | Fresh | | |
| MT <i>(cont)</i> | Family Foods | Jennie-O | | 0.99 | | | | | | | | | | limit 1 | |
| | <i>(continued)</i> | Jennie-O | | 1.09 | | | | | | | | | | | |
| | IGA Markets | Essential Everyday | | 0.79 | | | | | | | | | | w/ \$25 purchase; limit 1 | |
| | Lucky's Market | Lucky's Market | | | | 1.48 | | | 3.88 | | 2.98 | | | | |
| | Natural Grocers | Mary's | | | | | | | 3.99 | | 2.79 | | 6.49 | | |
| | Rosauer's | Norbest | | 0.49 | | | | | | | | | | w/ \$50 purchase; limit 1 | |
| | | Jennie-O | | 0.49 | | | | | | | | | | w/ \$50 purchase; limit 1 | |
| | | Norbest | | 1.49 | | | | | | | | | | | |
| | | Jennie-O | | 1.49 | | | | | | | | | | | |
| | Sam's Club | Member's Mark | | | 1.98 | | | | | | | | | | smoked |
| | | Member's Mark | | 0.99 | | 1.99 | | | | | | | | | |
| | Smith's | Kroger | | | 0.67 | | | | | | | | | | w/ \$25 purchase; limit 1 |
| | Stokes Market | Butterball | | | 0.99 | | | | | | | | | | |
| | | Norbest | | | 0.99 | | | | | | | | | | |
| | Target | Market Pantry | | | 0.59 | | | | | | | | | | w/ 25% off coupon; limit 4 |
| | Market Pantry | | | 0.79 | | | | | | | | | | limit 4 | |
| | Butterball | | | 0.99 | | | | | | | | | | limit 4 | |
| Three Bears | Butterball | | 1.39 | 1.69 | | | | | | | | | | | |
| Walmart | n/i | | | 0.98 | | | | | | | | | | | |
| OR | Alb./Safe. NW | Butterball | 1.99 | 1.69 | | | | | | | | | | w/ store card | |
| | | Open Nature | | | 2.29 | 1.89 | | | | | | | | | smoked |
| | | Butterball | | 2.79 | | | | | | | | | | | smoked |
| | | Signature Farms | | 2.79 | | | | | | | | | | | free-range |
| | | O Organics | | | | | | | 3.99 | 3.49 | | | | | w/ \$150 purchase; limit 1 |
| | | Signature Farms | | free | | | | | | | | | | | w/ \$50 purchase; limit 1 |
| | | Signature Farms | | 0.49 | | | | | | | | | | | w/ store card |
| | | Signature Farms | | 1.29 | | | | | | | | | | | w/ store card |
| | | Jennie-O | | 1.39 | | | | | | | | | | | < 16 lbs. (hen); w/ \$150 purchase |
| | CenterPlace | Norbest | | free | | | | | | | | | | | < 16 lbs. (hen); w/ \$100 purchase |
| | | Norbest | | 0.58 | | | | | | | | | | | < 16 lbs. (hen); w/ \$50 purchase |
| | | Norbest | | 0.98 | | | | | | | | | | | |
| | | Norbest | | 1.39 | | | | | | | | | | | |
| | | Jennie-O | | free | | | | | | | | | | | < 16 lbs. (hen); w/ \$150 purchase |
| | | Jennie-O | | 0.58 | | | | | | | | | | | < 16 lbs. (hen); w/ \$100 purchase |
| | Jennie-O | | 0.98 | | | | | | | | | | | < 16 lbs. (hen); w/ \$50 purchase | |
| Family Foods | Norbest | | 0.89 | | | | | | | | | | | limit 1 | |
| | Norbest | | 1.09 | | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Thanksgiving 2018

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

WHOLE TURKEYS

| State | Supermarket | Label | Conventional | | Antibiotic-Free | | Kosher | | Organic | | Free Range | Non-GMO | Heritage | Conditions | |
|--------------|-------------------|--------------------|--------------|--------|-----------------|--------|--------|--------|---------|--------|------------|---------|----------|----------------------------|----------------------------|
| | | | Fresh | Frozen | Fresh | Frozen | Fresh | Frozen | Fresh | Frozen | Fresh | Fresh | Fresh | | |
| OR (cont) | Family Foods | Jennie-O | | 0.99 | | | | | | | | | | limit 1 | |
| | (continued) | Jennie-O | | 1.09 | | | | | | | | | | | |
| | Fred Meyer | Kroger | | free | | | | | | | | | | w/ \$150 purchase; limit 1 | |
| | | Kroger | | 0.47 | | | | | | | | | | | w/ \$50 purchase; limit 1 |
| | | Jennie-O | | 1.29 | | | | | | | | | | | |
| | | Butterball | | 1.69 | 1.59 | | | | | | | | | | |
| | | Simple Truth | | | | | | | | 2.99 | | | | | |
| | Grocery Outlet | n/i | | | 0.57 | | | | | | | | | | w/ \$30 purchase; limit 1 |
| | IGA Markets | Essential Everyday | | | 0.79 | | | | | | | | | | w/ \$25 purchase; limit 1 |
| | IGA Market Fresh | n/i | | | 0.98 | | | | | | | | | | |
| | | Jennie-O | | 1.48 | | | | | | | | | | | |
| | Market of Choice | Shelton's | | | | 2.49 | | | | | | | | | |
| | McKay's Market | Butterball | | 0.99 | | | | | | | | | | | limit 1 |
| | | Norbest | | | 0.59 | | | | | | | | | | w/ \$25 purchase; limit 1 |
| | Meysers Group IGA | Essential Everyday | | | 0.29 | | | | | | | | | | w/ \$150 purchase; limit 1 |
| | | Essential Everyday | | | 0.49 | | | | | | | | | | w/ \$100 purchase; limit 1 |
| | | Essential Everyday | | | 0.99 | | | | | | | | | | |
| | Natural Grocers | Mary's | | | | | | | | 3.99 | | 2.79 | | 6.49 | |
| | New Seasons | Diestel | | | | | | | | | | 2.79 | | | |
| | Quality Food Cntr | Jennie-O | | | 0.67 | | | | | | | | | | w/ \$25 purchase; limit 1 |
| | | Butterball | | | 1.49 | | | | | | | | | | |
| | | Northwest | | 1.79 | | | | | | | | | | | |
| | | Mary's | | | | | | | | | | 2.49 | | | |
| | Rays Food Place | Norbest | | | free | | | | | | | | | | w/ ham purchase; limit 1 |
| | | Norbest | | | 1.29 | | | | | | | | | | |
| | | Butterball | | | free | | | | | | | | | | w/ ham purchase; limit 1 |
| | | Butterball | | | 1.29 | | | | | | | | | | |
| | | Norbest | | 1.79 | | | | | | | | | | | |
| | | Foster Farms | | 1.79 | | | | | | | | | | | |
| | Rosauer's | Norbest | | | 0.49 | | | | | | | | | | w/ \$50 purchase; limit 1 |
| | | Jennie-O | | | 0.49 | | | | | | | | | | w/ \$50 purchase; limit 1 |
| | | Norbest | | 1.49 | | | | | | | | | | | |
| | Jennie-O | | 1.49 | | | | | | | | | | | | |
| Roth's | Norbest | | | 0.69 | | | | | | | | | | w/ \$50 purchase; limit 1 | |
| | Norbest | | 1.79 | 1.29 | | | | | 3.89 | | | | | | |
| | Butterball | | | 1.69 | | | | | | | | | | | |
| | Mary's | | | | 2.69 | | | | 3.89 | | 2.69 | | | | |
| | Foster Farms | | 1.99 | | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Thanksgiving 2018

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

WHOLE TURKEYS

| State | Supermarket | Label | Conventional | | Antibiotic-Free | | Kosher | | Organic | | Free Range | Non-GMO | Heritage | Conditions | |
|---------------------|-----------------|-----------------|--------------|--------|-----------------|--------|--------|--------|---------|--------|------------|---------|----------|----------------------------|------------------------------------|
| | | | Fresh | Frozen | Fresh | Frozen | Fresh | Frozen | Fresh | Frozen | Fresh | Fresh | Fresh | | |
| OR <i>(cont)</i> | Select Markets | Norbest | | 0.99 | | | | | | | | | | | |
| | Target | Market Pantry | | 0.59 | | | | | | | | | | w/ 25% off coupon; limit 4 | |
| | | Market Pantry | | 0.79 | | | | | | | | | | limit 4 | |
| | | Butterball | | 0.99 | | | | | | | | | | limit 4 | |
| | Thriftway of OR | Norbest | | 0.49 | | | | | | | | | | w/ \$50 purchase; limit 1 | |
| | Trader Joe's | Trader Joe's | | | 1.99 | | | | | | | | | | brined |
| | | Trader Joe's | | | | | | 2.99 | | 3.49 | | | | | < 16 lbs. (hen) |
| | Walmart | n/i | | 0.98 | | | | | | | | | | | |
| WFM 365 | n/i | | | | | | 1.99 | | 2.99 | | | | | | |
| WFM Pacific NW | n/i | | | 1.99 | | | | | 2.99 | | | | | | |
| WA | Alb./Safe. NW | Butterball | 1.99 | 1.69 | | | | | | | | | | | w/ store card |
| | | Open Nature | | | 2.29 | 1.89 | | | | | | | | | smoked |
| | | Butterball | | 2.79 | | | | | | | | | | | smoked |
| | | Signature Farms | | 2.79 | | | | | | | | | | | free-range |
| | | O Organics | | | | | | | 3.99 | 3.49 | | | | | w/ \$150 purchase; limit 1 |
| | | Signature Farms | | free | | | | | | | | | | | w/ \$50 purchase; limit 1 |
| | | Signature Farms | | 0.49 | | | | | | | | | | | w/ store card |
| | | Signature Farms | | 1.29 | | | | | | | | | | | w/ store card |
| | | Jennie-O | 1.39 | | | | | | | | | | | | < 16 lbs. (hen); w/ \$150 purchase |
| | | Jennie-O | | free | | | | | | | | | | | < 16 lbs. (hen); w/ \$100 purchase |
| | CenterPlace | Norbest | | 0.58 | | | | | | | | | | | < 16 lbs. (hen); w/ \$50 purchase |
| | | Norbest | | 0.98 | | | | | | | | | | | |
| | | Norbest | | 1.39 | | | | | | | | | | | |
| | | Jennie-O | | free | | | | | | | | | | | < 16 lbs. (hen); w/ \$150 purchase |
| | | Jennie-O | | 0.58 | | | | | | | | | | | < 16 lbs. (hen); w/ \$100 purchase |
| | | Jennie-O | | 0.98 | | | | | | | | | | | < 16 lbs. (hen); w/ \$50 purchase |
| | Family Foods | Norbest | | 0.89 | | | | | | | | | | | limit 1 |
| | | Norbest | | 1.09 | | | | | | | | | | | |
| | | Jennie-O | | 0.99 | | | | | | | | | | | limit 1 |
| | | Jennie-O | | 1.09 | | | | | | | | | | | |
| | Fred Meyer | Kroger | | free | | | | | | | | | | | w/ \$150 purchase; limit 1 |
| | | Kroger | | 0.47 | | | | | | | | | | | w/ \$50 purchase; limit 1 |
| Jennie-O | | 1.29 | | | | | | | | | | | | | |
| Butterball | | 1.69 | 1.59 | | | | | | | | | | | | |
| Grocery Outlet | Simple Truth | | | | | | | | 2.99 | | | | | | |
| | n/i | | 0.57 | | | | | | | | | | | w/ \$30 purchase; limit 1 | |
| Haggen's | Jennie-O | | 0.49 | | | | | | | | | | | w/ \$50 purchase; limit 1 | |
| | Butterball | 1.99 | 1.69 | | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Thanksgiving 2018

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

WHOLE TURKEYS

| State | Supermarket | Label | Conventional | | Antibiotic-Free | | Kosher | | Organic | | Free Range | Non-GMO | Heritage | Conditions | |
|-----------------|-------------------------|--------------------|--------------|--------|-----------------|--------|--------|--------|---------|--------|------------|---------|----------|---------------------------|----------------------------|
| | | | Fresh | Frozen | Fresh | Frozen | Fresh | Frozen | Fresh | Frozen | Fresh | Fresh | Fresh | | |
| WA (cont) | Haggen's (continued) | Mary's | | | | | | | 3.99 | | 2.99 | | 5.99 | | |
| | | Mary's | | | | | | | | | 4.99 | | | smoked | |
| | | Mary's | | | | | | | | | 3.49 | | | brined | |
| | IGA Markets | Essential Everyday | | 0.79 | | | | | | | | | | w/ \$25 purchase; limit 1 | |
| | IGA Market Fresh | n/i | | 0.98 | | | | | | | | | | | |
| | Metropolitan | Jennie-O | 1.48 | | | | | | | | | | | | |
| | | Metropolitan | | | | 2.69 | | | | | | 2.69 | 2.69 | | |
| | Meyers Group IGA | Mary's | | | | | | | 3.99 | | | | | 7.99 | |
| | | Essential Everyday | | 0.29 | | | | | | | | | | | w/ \$150 purchase; limit 1 |
| | | Essential Everyday | | 0.49 | | | | | | | | | | | w/ \$100 purchase; limit 1 |
| | Natural Grocers | Essential Everyday | | 0.99 | | | | | | | | | | | |
| | | Mary's | | | | | | | 3.99 | | 2.79 | | | 6.49 | |
| | | New Seasons | Diestel | | | | | | | | 2.79 | | | | |
| | PCC Natural | PCC | | | | | | | 3.49 | | | | | | |
| | | Diestel | | | | | | | | | | | | 5.99 | organic |
| | Quality Food Cntr | Mary's | | | | | | | | | | | | | |
| | | Jennie-O | | 0.67 | | | | | | | | | | | w/ \$25 purchase; limit 1 |
| | | Butterball | | 1.49 | | | | | | | | | | | |
| | Rosauer's | Northwest | 1.79 | | | | | | | | | | | | |
| | | Mary's | | | | | | | | | | 2.49 | | | |
| | | Norbest | | 0.49 | | | | | | | | | | | w/ \$50 purchase; limit 1 |
| | | Jennie-O | | 0.49 | | | | | | | | | | | w/ \$50 purchase; limit 1 |
| | Saar's Markets | Norbest | 1.49 | | | | | | | | | | | | |
| | | Jennie-O | 1.49 | | | | | | | | | | | | |
| | Select Markets | Butterball | 1.28 | | | | | | | | | | | | |
| | | Norbest | | 0.99 | | | | | | | | | | | |
| | Target | Market Pantry | | 0.59 | | | | | | | | | | | w/ 25% off coupon; limit 4 |
| | | Market Pantry | | 0.79 | | | | | | | | | | | limit 4 |
| | | Butterball | | 0.99 | | | | | | | | | | | limit 4 |
| | The Markets | Norbest | | free | | | | | | | | | | | w/ \$100 purchase; limit 1 |
| Jennie-O | | 1.98 | | | | | | | | | | | | | |
| Thriftway | Premium Specialist | | | | | | | | | | 2.48 | | | | |
| | Mary's | | | | | | | | | | | | | | |
| Thriftway of OR | Norbest | | 0.49 | | | | | | | | | | | w/ \$50 purchase; limit 1 | |
| Town & Country | Northwest | 1.88 | | | | | | | | | | | | | |
| Trader Joe's | Trader Joe's | | | | 1.99 | | | | | | | | | brined | |
| | Trader Joe's | | | | | | 2.99 | | 3.49 | | | | | < 16 lbs. (hen) | |
| Walmart | n/i | | 0.98 | | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Thanksgiving 2018

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

WHOLE TURKEYS

| State | Supermarket | Label | Conventional | | Antibiotic-Free | | Kosher | | Organic | | Free Range | Non-GMO | Heritage | Conditions |
|--------------|---------------------|--------------------|--------------|--------|-----------------|--------|--------|--------|---------|--------|------------|---------|----------------------------|---|
| | | | Fresh | Frozen | Fresh | Frozen | Fresh | Frozen | Fresh | Frozen | Fresh | Fresh | Fresh | |
| WA (cont) | WFM Pacific NW | n/i | | | 1.99 | | | | 2.99 | | | | | |
| | Yoke's Fresh Market | Butterball | 1.39 | | | | | | | | | | | limit 1 |
| WY | Albrt/Safe Mount. | Butterball | | 0.89 | | | | | | | | | | w/ \$25 purchase; limit 1 |
| | | Honeysuckle | | 0.45 | | | | | | | | | | w/ \$25 purchase; limit 1 |
| | | Norbest | 1.47 | | | | | | | | | | | |
| | | Open Nature | | | | 1.99 | | | | | | | | |
| | Alb./Safe. Denver | Honeysuckle | | 0.49 | | | | | | | | | | w/ \$20 purchase; limit 1 |
| | | Butterball | | 0.99 | | | | | | | | | | w/ store card; limit 1 |
| | AW Grocers | Best Choice | | 0.99 | | | | | | | | | | |
| | | Butterball | | 1.49 | | | | | | | | | | |
| | | Butterball | | 0.89 | | | | | | | | | | limit 1 |
| | | Butterball | | 1.09 | | | | | | | | | | |
| | Food Pride | Best Choice | | 0.68 | | | | | | | | | | w/ \$25 purchase; limit 1 |
| | | Butterball | | 0.98 | | | | | | | | | | limit 1 |
| | IGA Markets | Open Acres | | 0.48 | | | | | | | | | | limit 1 |
| | | Essential Everyday | | 0.79 | | | | | | | | | | w/ \$25 purchase; limit 1 |
| | King Soopers | Kroger | | 0.49 | | | | | | | | | | w/ \$25 purchase; limit 1 |
| | | Butterball | | 1.29 | | | | | | | | | | w/ store card; limit 1 |
| | | Butterball | 1.99 | | | | | | | | | | | w/ store card |
| | | Simple Truth | | | | 2.49 | | | | | | | | w/ store card |
| | Lucky's Market | Jennie-O | 1.79 | | | | | | | | | | | w/ store card |
| | | Lucky's Market | | | | 1.48 | | | 3.88 | | 2.98 | | | |
| | Natural Grocers | Mary's | | | | | | | 3.99 | | 2.79 | | 6.49 | |
| | | Ridley's | Norbest | | BOGO | | | | | | | | | |
| | Sam's Club | Norbest | | free | | | | | | | | | | < 16 lbs. (hen); w/ \$100 purchase; limit 1 |
| Norbest | | 1.49 | | | | | | | | | | | | |
| Norbest | | | | | | | | | | | | | smoked | |
| Smith's | Member's Mark | | 1.98 | | | | | | | | | | | |
| | Member's Mark | 0.99 | | 1.99 | | | | | | | | | w/ \$25 purchase; limit 1 | |
| Target | Kroger | | 0.67 | | | | | | | | | | w/ store card | |
| | Jennie-O | 1.39 | | | | | | | | | | | w/ store card | |
| | Butterball | | 1.49 | | | | | | | | | | w/ store card | |
| | Market Pantry | | 0.59 | | | | | | | | | | w/ 25% off coupon; limit 4 | |
| Walmart | Market Pantry | | 0.79 | | | | | | | | | | limit 4 | |
| | Butterball | | 0.99 | | | | | | | | | | limit 4 | |
| | n/i | | 0.98 | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

prices in \$US per pound unless otherwise noted.

**Thanksgiving 2018
CURED PORK**

| State | Supermarket | Label | Spiral Cut Hams | | Semi-Boneless | | Bone-in Portions | | Boneless | | | Smoked Picnic | Ham Steak | Country Ham | Conditions |
|--|-----------------------|---------------------|-----------------|------|---------------|------|------------------|-------|----------|------|------|---------------|-----------|-------------|------------|
| | | | Whole | Half | Whole | Half | Butt | Shank | Whole | Half | 1/4 | bone-in | bone-in | | |
| NORTHEASTERN U.S. - CT,DC,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT | | | | | | | | | | | | | | | |
| CT | ACME Market | Lancaster Brand | 1.99 | | | | | | 2.99 | 2.99 | | | | | |
| | Adams Superfood | Alexander & Hornung | | 2.00 | | | | 1.39 | 1.00 | | | | | | |
| | | n/i | | | | | | 1.99 | 1.69 | | | | | | |
| | AF Basket | Cook's | 1.99 | | | | | 0.99 | 0.99 | | | | 3.49 | | |
| | AG New England | Sugardale | | 1.99 | | | | 1.09 | 0.89 | | | | | | |
| | | Shurfine | | | | | | | | 2.69 | 2.99 | 2.99 | | | |
| | ALDI | Appleton Farms | | 1.69 | | | | 1.29 | 1.19 | 2.99 | | | | | |
| | | Appleton Farms Spcl | | 1.89 | | | | | | | | | | | |
| | Best Market | Cook's | | 2.87 | | | | | | | | | | | |
| | | Alexander & Hornung | | | | 1.57 | | | | | | | | | |
| | | Smithfield Premium | 3.47 | | | | | | | | | | | | |
| | Big Y | Big Y | | 2.29 | | | | 1.59 | 1.29 | | | | | | |
| | | Carando | | 2.59 | | | | | | | | | | | local |
| | | Buckley Farms | 2.59 | | | | | | | | | | | | |
| | Bravo | Cook's | 2.69 | | | | | 1.49 | 1.39 | | | | | | |
| | Cherry Valley | Sugardale | 2.79 | | | | | 1.59 | 1.49 | | | | 3.49 | | |
| | Compare Foods | Cook's | | 2.49 | | | | 1.49 | 1.39 | | | | | | |
| | | Sugardale | | 2.49 | | | | 1.49 | 1.39 | | | | 3.99 | | |
| | C-Town | Cook's | 2.69 | | | | | 1.49 | 1.39 | | | | | | |
| | Food Bazaar | Sugardale | | | | | | 1.09 | 0.99 | | | | 2.99 | | |
| | | Smithfield | 2.49 | | | | | | | | | | | | |
| | | Smithfield Premium | 2.79 | | | | | | | | | | | | |
| | Geissler's | Triple M | | | 2.99 | 2.99 | | | | | | | | | |
| | | Geissler's | | 2.79 | | | | | | | | | | | |
| | | Carando | | 2.49 | | | | | | | | | | | |
| | IGA Stores N. England | Alexander & Hornung | | 1.99 | | | | 1.39 | 1.19 | | | | | | |
| | Key Food | Cook's | | 1.99 | | | | 1.19 | 0.99 | | | | 3.99 | | |
| | | Carando | | 2.69 | | | | | | | 3.99 | | | | |
| | Market 32 | Cook's | | 2.49 | | | | 1.49 | 1.29 | | | | 3.79 | | |
| | | Smithfield | 2.79 | | | | | | | | | | | | |
| | Price Chopper | Cook's | | 2.49 | | | | 1.29 | 0.99 | | | | 3.79 | | |
| | | Smithfield | 2.79 | | | | | | | | | | | | |
| | Save-a-Lot | Sugardale | | | | | | | 0.99 | | | | 2.79 | | |
| | ShopRite | Cook's | 2.99 | | | | | 2.09 | 1.99 | | | | | | |
| | | Hatfield | | | | | | | | 3.49 | | | | | |
| | | Carando | 2.99 | | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

**Thanksgiving 2018
CURED PORK**

prices in \$US per pound unless otherwise noted.

| State | Supermarket | Label | Spiral Cut Hams | | Semi-Boneless | | Bone-in Portions | | Boneless | | | Smoked Picnic | Ham Steak | Country Ham | Conditions |
|---------------------|--------------------|------------------|-----------------|------|---------------|------|------------------|-------|----------|------|------|---------------|-----------|-------------|---|
| | | | Bone-in | | Whole | Half | Butt | Shank | Whole | Half | 1/4 | bone-in | bone-in | | |
| CT <i>(cont)</i> | Stop & Shop | Stop & Shop | | 1.99 | | | 0.99 | 0.89 | | | | | 2.49 | | limit 2 spiral cut antibiotic-free; uncured antibiotic-free antibiotic-free |
| | | Carando | | 2.49 | | | | | | | | | | | |
| | Target | Archer Farms | 1.99 | | | | | | | | | | | | |
| | The Fresh Market | n/i | 2.99 | | | | | | 6.99 | | | | | | |
| | Trader Joe's | Trader Joe's | 4.99 | | | | | | | | | | | | |
| | Walmart | Sam's Choice | 1.98 | | | | | | | | | | | | |
| | WFM Northeast | Wellshire | 6.99 | | | | | | | | | | | | |
| | | n/i | 3.99 | | | | | | | | | | | | |
| | WFM North Atlantic | Woodstown | 3.99 | | | | | | | | | | | | |
| DC | ALDI | Appleton Farms | | | | | 1.29 | 1.19 | | | | | | | limit 2 antibiotic-free; uncured w/ point redemption w/ point redemption w/ point redemption antibiotic-free |
| | Giant Food | Giant | | 1.99 | | | 1.19 | 0.99 | | | | | 2.49 | | |
| | Harris Teeter | Harris Teeter | | 1.99 | | | | | | | | | | | |
| | | HT Traders | | 2.29 | | | | | | | | | | | |
| | Safeway Eastern | Signature Select | 1.99 | | | | | | 3.49 | 2.99 | | | | | |
| | | Smithfield | | 2.99 | | | 1.69 | 1.69 | | | | | | | |
| | | Hormel Cure 81 | 2.69 | | | | | | | | | | | | |
| | Save-a-Lot | Sugardale | | | | | | 0.99 | | | | | 2.79 | | |
| | Target | Archer Farms | 1.99 | | | | | | | | | | | | |
| | Trader Joe's | Trader Joe's | 4.99 | | | | | | | | | | | | |
| | Walmart | Sam's Choice | 1.98 | | | | | | | | | | | | |
| | Weis Markets | n/i | | | | | 0.25 | 0.25 | | | | | | | |
| | | John F Martin | | | | | | | 0.99 | | | | | | |
| | Weis | 0.99 | | | | | | | | | | | | | |
| | WFM Mid-Atlantic | n/i | 5.99 | | | | | | | | | | | | |
| DE | ACME Market | Lancaster Brand | 1.99 | | | | | | 2.99 | 2.99 | | | | | 2.49 |
| | ALDI | Appleton Farms | | | | | 1.29 | 1.19 | | | | | | | |
| | Food Lion | Food Lion | 1.79 | | | | | 1.17 | | | | | | | |
| | | Smithfield | 1.99 | | | | | 1.39 | | | | | | | |
| | Fresh Grocer | Cook's | 2.99 | | | | 1.99 | 1.99 | | | | | | | |
| | | Kentucky Legend | | | | | | | | | 3.79 | | | | |
| | Great Valu Markets | Sugardale | 1.99 | | | | 1.39 | 1.19 | | | | | | | |
| | | Felt's | | | | | | | | | | | | | |
| | Harris Teeter | Harris Teeter | | 1.99 | | | | | | | | | | | |
| | | HT Traders | | 2.29 | | | | | | | | | | | |
| IGA Stores NJ/PA | Kunzler | | | 2.99 | 2.99 | | | 2.99 | | | | | | | |
| | Smithfield | | 2.49 | | | | | | | | | | | | |
| | John F Martin | | | | | | | | 3.49 | 3.49 | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

prices in \$US per pound unless otherwise noted.

**Thanksgiving 2018
CURED PORK**

| State | Supermarket | Label | Spiral Cut Hams | | Semi-Boneless | | Bone-in Portions | | Boneless | | | Smoked Picnic | Ham Steak | Country Ham | Conditions |
|---------------------|------------------|----------------------|-----------------|------|---------------|------|------------------|-------|----------|------|------|---------------|-----------|-------------|------------|
| | | | Bone-in | | Whole | Half | Butt | Shank | Whole | Half | 1/4 | bone-in | bone-in | | |
| MA <i>(cont)</i> | Food City Market | Sugardale | | | 1.99 | | 1.29 | 0.99 | | | | | | | |
| | | Carando | 3.69 | | | | | | | | | | | | |
| | | Cook's | 1.99 | | | | | | | | | | | | |
| | Geissler's | Triple M | | | 2.99 | 2.99 | | | | | | | | | |
| | | Geissler's | | 2.79 | | | | | | | | | | | |
| | | Carando | | 2.49 | | | | | | | | | | | |
| | Hannaford | Taste of Inspiration | | | | | | | | | 3.99 | | | | |
| | | Hannaford | | 1.79 | | | | | | | | | | | |
| | | Kentucky Legend | | | | | | | | | 3.99 | | | | |
| | Key Food | Carando | | 1.99 | | | | | | | | | | | |
| | | Cook's | | 1.99 | | | 1.19 | 0.99 | | | | | 3.99 | | |
| | Market 32 | Carando | | 2.69 | | | | | | | 3.99 | | | | |
| | | Cook's | | 2.49 | | | 1.49 | 1.29 | | | | | | 3.79 | |
| | Market Basket | Smithfield | 2.79 | | | | | | | | | | | | |
| | | Carando | | | | | | | 2.49 | | | | | | |
| | Price Chopper | Leidy's | | | | | | | | | 4.69 | | | | |
| | | Cook's | | 2.49 | | | 1.49 | 1.29 | | | | | | 3.79 | |
| | Roche Bros. | Smithfield | 2.79 | | | | | | | | | | | | |
| | | Roche Bros. | 2.49 | | | | | | | | | | | | |
| | Save-a-Lot | Triple M | | | | | | | 3.99 | | | | | | |
| | | Cook's | | | | | 1.69 | 1.69 | | | | | | | |
| | | Kentucky Legend | | | | | | | 3.99 | | | | | | |
| | Seabra Foods | Sugardale | | | | | | 0.99 | | | | | | 2.79 | |
| | | Buddaball | | | 2.99 | | | | | | | | | | |
| | Shaw's | Alexander & Hornung | | | | 1.19 | | | | | | | | | |
| | | Kretschmar | | 2.49 | | | | | | | | | | | |
| | Star Market | Smithfield | 2.49 | | | | | | | | | | | | |
| | | Smithfield | 2.49 | | | | | | | | | | | | |
| | Stop & Shop | Stop & Shop | | 1.99 | | | 0.99 | 0.89 | | | | | | 2.49 | |
| | | Carando | | 2.49 | | | | | | | | | | | |
| Target | Archer Farms | 1.99 | | | | | | | | | | | | | |
| | n/i | 2.99 | | | | | | | 6.99 | | | | | | |
| Trucchi's | Trucchi's | 4.99 | | | | | | | | | | | | | |
| | Trucchi's | 2.99 | | | | | | 3.99 | | | | | | | |
| The Fresh Market | Sugardale | | | | | 1.29 | 0.99 | | | | | | | | |
| | Carando | 2.59 | | | | | | | | | | | | | |
| | Cook's | 1.99 | | | | | | | | | | | | | |

limit 2

limit 2
spiral cut
antibiotic-free; uncured

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

**Thanksgiving 2018
 CURED PORK**

| State | Supermarket | Label | Spiral Cut Hams Bone-in | | Semi-Boneless | | Bone-in Portions | | Boneless | | | Smoked Picnic | Ham Steak | Country Ham | Conditions |
|---------------------|---------------------------------|------------------------|----------------------------|------|---------------|------|------------------|-------|----------|------|------|------------------|--------------|-----------------|-----------------|
| | | | Whole | Half | Whole | Half | Butt | Shank | Whole | Half | 1/4 | bone-in | bone-in | | |
| MA <i>(cont)</i> | Trucchi's <i>(continued)</i> | Triple M | | | | | | | | | | | | | |
| | | Hormel Cure 81 | | | | | | | | 4.79 | | | | | |
| | | Jones Dairy | | | | | | | | 4.99 | | | | | |
| | Walmart | Sam's Choice | 1.98 | | | | | | | | | | | | |
| | Wegmans | Wegmans | 1.99 | 1.99 | | | | | | | 3.99 | 4.99 | | 3.69 | |
| | | Signature Sugardale | | 5.99 | | | | | | | | | | 4.19 | |
| WFM North Atlantic | Woodstown | 3.99 | | | | | | | | | | | | antibiotic-free | |
| MD | ACME Market | Lancaster Brand | 1.99 | | | | | | | 2.99 | 2.99 | | | | |
| | ALDI | Appleton Farms | | | | | 1.29 | 1.19 | | | | | | | antibiotic-free |
| | Earth Origins | Garrett Valley | | 5.99 | | | | | | | | | | | |
| | Food Lion | Food Lion | 1.79 | | | | | | | | | | | | |
| | | Smithfield | 1.99 | | | | | | | | | | | | |
| | Giant Eagle | Giant Eagle | | 2.39 | 1.69 | 1.89 | | | | 2.39 | 2.69 | | | | |
| | | Sugardale | | 2.59 | | | 1.59 | 1.59 | | | | | | | |
| | | Hillshire Farm | | 3.59 | | | | | | | | | | | |
| | Graul's Market | Kunzler | | | | | | | | 2.99 | 2.99 | | | | |
| | Great Valu Markets | Sugardale | 1.99 | | | | 1.39 | 1.19 | | | | | | | |
| | | Felt's | | | | | | | | | | | | | 2.49 |
| | Harris Teeter | Harris Teeter | | 1.99 | | | | | | | | | | | |
| | | HT Traders | | 2.29 | | | | | | | | | | | |
| | IGA Stores NJ/PA | Kunzler | | | 2.99 | 2.99 | | | | 2.99 | | | | | |
| | | Smithfield | | 1.99 | | | | | | | | | | | |
| | | John F Martin | | | | | | | | | 3.49 | 3.49 | | | |
| | | Hatfield | | | | | | | | | 2.99 | | | | |
| | Lidl | Leidy's | | | | | | | | | 4.49 | | | | uncured |
| | | Preferred Selection | 1.89 | | | | | | | | | 2.99 | | | |
| | Martin's Food | n/i | 1.69 | | | | 0.99 | 0.99 | | | | | | | |
| | | Hatfield | | | | | | | | 1.99 | | | | | |
| | Redner's | Berks | | | | | | | | 1.99 | | | | | |
| Kunzler | | | | | | | | | 1.99 | | | | | | |
| Giant | | | 2.29 | | | | | 1.19 | | | | | | | |
| Kentucky Legend | | | | | | | | | | 3.99 | | | | | |
| Sugardale | | | 1.98 | | | 1.68 | 1.68 | | | | | | | | |
| Redner's | | | | | | | | | 2.48 | | | | | | |
| | Hatfield | | | | | | | 2.98 | | | | | | | |
| | Kunzler | | | | | | | 2.98 | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

**Thanksgiving 2018
CURED PORK**

prices in \$US per pound unless otherwise noted.

| State | Supermarket | Label | Spiral Cut Hams Bone-in | | Semi-Boneless | | Bone-in Portions | | Boneless | | | Smoked Picnic | Ham Steak | Country Ham | Conditions |
|---------------------|----------------------|------------------|----------------------------|------|---------------|------|------------------|-------|----------|------|------|------------------|--------------|---------------------|--------------------------|
| | | | Whole | Half | Whole | Half | Butt | Shank | Whole | Half | 1/4 | | | | |
| MD <i>(cont)</i> | Safeway Eastern | Signature Select | 1.99 | | | | | | 3.49 | 2.99 | | | | | |
| | | Smithfield | | 2.99 | | | 1.69 | 1.69 | | | | | | | |
| | Save-a-Lot | Hormel Cure 81 | 2.69 | | | | | | | | | | | | |
| | | Sugardale | | | | | | 0.99 | | | | | 2.79 | | |
| | ShopRite | Cook's | 2.99 | | | | 2.09 | 1.99 | | | | | | | |
| | | Hatfield | | | | | | | 3.49 | | | | | | |
| | Shop'n Save | Carando | 2.99 | | | | | | | | | | | | |
| | | Superior | | | | | | | 2.49 | 2.69 | | | | | |
| | | Sugardale | | | 1.99 | 2.19 | | | | 3.49 | | | | | |
| | | Smithfield | | 2.99 | | | | | | | | | | | |
| | Shoppers | Silver Star | | 3.49 | 3.49 | 3.69 | | | 3.79 | 3.99 | | | | | |
| | | Hillshire Farm | | 2.99 | | | | | | | | | | | |
| | | Smithfield | 1.99 | 1.99 | | | | | | | | | | | limit 1 |
| | | Smithfield | | | | | 0.99 | 0.99 | | | | | | | |
| | ShurSave | Hormel Cure 81 | | 1.79 | | | | | | | | | | | |
| | | Best Yet | | | | | | | 2.49 | | | | | | |
| | Sprout's Market | Butcher Shop | 2.49 | | | | | | | | | | | | |
| | Target | Archer Farms | 1.99 | | | | | | | | | | | | limit 2 |
| | The Fresh Market | n/i | 2.99 | | | | | | 6.99 | | | | | | spiral cut |
| | Trader Joe's | Trader Joe's | 4.99 | | | | | | | | | | | | antibiotic-free; uncured |
| Walmart | Sam's Choice | 1.98 | | | | | | | | | | | | | |
| Wegmans | Wegmans | 1.99 | 1.99 | | | | | | 3.99 | 4.99 | | | 3.69 | | |
| | Signature | | 5.99 | | | | | | | | | | 4.19 | | |
| | Sugardale | | | | | | | | | | | | | | |
| Weis Markets | n/i | | | | | 0.25 | 0.25 | | | | | | | w/ point redemption | |
| | John F Martin | | | | | | | 0.99 | | | | | | w/ point redemption | |
| | Weis | 0.99 | | | | | | | | | | | | w/ point redemption | |
| WFM Mid-Atlantic | n/i | 5.99 | | | | | | | | | | | | antibiotic-free | |
| ME | AG New England | Sugardale | | 1.99 | | | 1.09 | 0.89 | | | | | | | |
| | | Shurfine | | | | | 1.79 | 1.49 | 2.69 | 2.99 | 2.99 | | | | |
| | Best Yet Markets | n/i | | | | | 1.29 | 0.99 | | | | | | | |
| | | Sugardale | | | 1.99 | | | | | | | | | | |
| | Food City Market | Carando | 3.69 | | | | | | | | | | | | |
| | | Cook's | 1.99 | | | | | | | | | | | | |
| | | Hannaford | | | | | | | | | 3.99 | | | | |
| Hannaford | Taste of Inspiration | | | | | | | | | | | | | | |
| | Hannaford | | 1.79 | | | | | | | | | | | limit 2 | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

prices in \$US per pound unless otherwise noted.

**Thanksgiving 2018
CURED PORK**

| State | Supermarket | Label | Spiral Cut Hams Bone-in | | Semi-Boneless | | Bone-in Portions | | Boneless | | | Smoked Picnic | Ham Steak | Country Ham | Conditions | |
|---------------------|---|----------------------|-------------------------|------|---------------|------|------------------|-------|----------|------|------|---------------|-----------|-------------|-----------------|--------------------------|
| | | | Whole | Half | Whole | Half | Butt | Shank | Whole | Half | 1/4 | | | | | |
| ME <i>(cont)</i> | Hannaford <i>(continued)</i> IGA Stores N. England Market 32 Save-a-Lot Shaw's Target Trader Joe's Walmart WFM North Atlantic | Kentucky Legend | | | | | | | | | 3.99 | | | | | |
| | | Carando | | 1.99 | | | | | | | | | | | | |
| | | Alexander & Hornung | | 1.99 | | | 1.39 | 1.19 | | | | | | | | |
| | | n/i | | | | | 1.79 | 1.49 | | | | | | | | |
| | | Cook's | | 2.49 | | | 1.49 | 1.29 | | | | | 3.79 | | | |
| | | Smithfield | | 2.79 | | | | | | | | | | | | |
| | | Sugardale | | | | | | | 0.99 | | | | | 2.79 | | |
| | | Smithfield | | 2.49 | | | | | | | | | | | | |
| | | Archer Farms | | 1.99 | | | | | | | | | | | | limit 2 |
| | | Trader Joe's | | 4.99 | | | | | | | | | | | | antibiotic-free; uncured |
| | | Sam's Choice | | 1.98 | | | | | | | | | | | | |
| | | Woodstown | | 3.99 | | | | | | | | | | | antibiotic-free | |
| NH | AG New England ALDI Hannaford IGA Stores N. England Market 32 Price Chopper Save-a-Lot Shaw's Target Trader Joe's Walmart WFM North Atlantic | Sugardale | | 1.99 | | | 1.09 | 0.89 | | | | | | | | |
| | | Shurfine | | | | | | | 2.69 | 2.99 | 2.99 | | | | | |
| | | Appleton Farms | | | | | 1.29 | 1.19 | | | | | | | | |
| | | Taste of Inspiration | | | | | | | | | | 3.99 | | | | |
| | | Hannaford | | | 1.79 | | | | | | | | | | | |
| | | Kentucky Legend | | | | | | | | | | 3.99 | | | | |
| | | Carando | | | 1.99 | | | | | | | | | | | |
| | | Alexander & Hornung | | | 1.99 | | 1.39 | 1.19 | | | | | | | | |
| | | Cook's | | | 2.49 | | 1.49 | 1.29 | | | | | 3.79 | | | |
| | | Smithfield | | | 2.79 | | | | | | | | | | | |
| | | Cook's | | | 2.49 | | 1.49 | 1.29 | | | | | 3.79 | | | |
| | | Smithfield | | | 2.79 | | | | | | | | | | | |
| | | Sugardale | | | | | | | 0.99 | | | | 2.79 | | | |
| | | Smithfield | | | 2.49 | | | | | | | | | | | |
| | | Archer Farms | | | 1.99 | | | | | | | | | | | |
| | | Trader Joe's | | | 4.99 | | | | | | | | | | | |
| | | Sam's Choice | | 1.98 | | | | | | | | | | | | |
| | | Woodstown | | 3.99 | | | | | | | | | | | | |
| NJ | ACME Market AF Basket ALDI Associated | Lancaster Brand | | 1.99 | | | | | 2.99 | 2.99 | | | | | | |
| | | Cook's | | 1.99 | | | 0.99 | 0.99 | | | | | 3.49 | | | |
| | | Appleton Farms | | | | | 1.29 | 1.19 | | | | | | | | |
| | | Cook's | | | 2.49 | | 1.49 | 1.39 | | | | | | | | |
| | | Sugardale | | | 2.49 | | 1.49 | 1.39 | | | | | 3.99 | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

prices in \$US per pound unless otherwise noted.

**Thanksgiving 2018
CURED PORK**

| State | Supermarket | Label | Spiral Cut Hams | | Semi-Boneless | | Bone-in Portions | | Boneless | | | Smoked Picnic | Ham Steak | Country Ham | Conditions | |
|---------------------|--------------------|---------------------|-----------------|------|---------------|------|------------------|-------|----------|------|------|---------------|-----------|-------------|------------|--|
| | | | Whole | Half | Whole | Half | Butt | Shank | Whole | Half | 1/4 | | | | | |
| NJ <i>(cont)</i> | Best Market | Cook's | | 2.87 | | | | | | | | | | | | |
| | | Alexander & Hornung | | | | 1.57 | | | | | | | | | | |
| | | Smithfield Premium | 3.47 | | | | | | | | | | | | | |
| | Bravo | Cook's | 2.69 | | | | 1.49 | 1.39 | | | | | | | | |
| | | Compare Foods | Cook's | | 2.49 | | 1.49 | 1.39 | | | | | | | | |
| | C-Town | Sugardale | | 2.49 | | | 1.49 | 1.39 | | | | | | 3.99 | | |
| | | Cook's | 2.69 | | | | 1.49 | 1.39 | | | | | | | | |
| | Fine Fare | Sugardale | | | | | | 1.39 | | | | | | | | |
| | | Food Bazaar | Sugardale | | | | 1.09 | 0.99 | | | | | | 2.99 | | |
| | Foodtown | Smithfield | 2.49 | | | | | | | | | | | | | |
| | | Smithfield Premium | 2.79 | | | | | | | | | | | | | |
| | Great Valu Markets | Hormel Cure 81 | | | | | | | | | | 4.99 | | | | |
| | | Sugardale | 1.99 | | | | 1.39 | 1.19 | | | | | | | | |
| | IGA Stores NJ/PA | Felt's | | | | | | | | | | | | | 2.49 | |
| | | Kunzler | | | 2.99 | 2.99 | | | | 2.99 | | | | | | |
| | | Smithfield | | 1.99 | | | | | | | | | | | | |
| | | John F Martin | | | | | | | | | 3.49 | 3.49 | | | | |
| | | Hatfield | | | | | | | | | 2.99 | | | | | |
| | Key Food | Leidy's | | | | | | | | | 4.49 | | | | | |
| | | Cook's | | 1.99 | | | 1.19 | 0.99 | | | | | | 3.99 | | |
| | Lidl | Carando | | 2.69 | | | | | | | | | | 3.99 | | |
| | | Preferred Selection | 1.89 | | | | | | | | | | | 2.99 | | |
| | Met Foods | n/i | 1.69 | | | | 0.99 | 0.99 | | | | | | | | |
| | | Sugardale | | 2.49 | | | 1.49 | 1.39 | | | | | | | | |
| | Morton Williams | Cook's | | 2.49 | | | 1.49 | 1.39 | | | | | | | | |
| | | n/i | 2.99 | | | | | | | | | | | | | |
| | Pioneer | Sugardale | | 2.49 | | | 1.49 | 1.39 | | | | | | | | |
| | | Cook's | | 2.49 | | | 1.49 | 1.39 | | | | | | | | |
| | Save-a-Lot | Sugardale | | | | | | 0.99 | | | | | | 2.79 | | |
| | | ShopRite | Cook's | 2.99 | | | 2.09 | 1.99 | | | | | | | | |
| | Stop & Shop | Hatfield | | | | | | | | 3.49 | | | | | | |
| | | Carando | 2.99 | | | | | | | | | | | | | |
| Stop & Shop | | | 1.99 | | | 0.99 | 0.89 | | | | | | 2.49 | | | |
| Supremo | Carando | | 2.49 | | | | | | | | | | | | | |
| | Cook's | 1.99 | 1.99 | | | | | | | | | | | | | |
| Target | n/i | | | | | 1.49 | 1.49 | | | | | | | | | |
| | Archer Farms | 1.99 | | | | | | | | | | | | | limit 2 | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

**Thanksgiving 2018
CURED PORK**

prices in \$US per pound unless otherwise noted.

| State | Supermarket | Label | Spiral Cut Hams | | Semi-Boneless | | Bone-in Portions | | Boneless | | | Smoked Picnic | Ham Steak | Country Ham | Conditions | |
|---------------------|---------------------|---------------------|-----------------|------|---------------|------|------------------|-------|----------|------|------|---------------|-----------|-------------|----------------------------|----------------------------|
| | | | Bone-in | | Whole | Half | Butt | Shank | Whole | Half | 1/4 | | | | | |
| NJ <i>(cont)</i> | The Fresh Market | n/i | 2.99 | | | | | | 6.99 | | | | | | spiral cut | |
| | Top Tomato | Carando | 2.99 | | | | | | | | | | | | | |
| | Trader Joe's | Trader Joe's | 4.99 | | | | | | | | | | | | antibiotic-free; uncured | |
| | Uncle Giuseppe's | Carando | 3.99 | | | | | | | | | | | | | |
| | Walmart | Sam's Choice | 1.98 | | | | | | | | | | | | | |
| | Wegmans | Wegmans | | 1.99 | 1.99 | | | | | | 3.99 | 4.99 | | 3.69 | | |
| | | Signature | | | 5.99 | | | | | | | | | 4.19 | | |
| | | Sugardale | | | | | | | | | | | | | | |
| | Weis Markets | n/i | | | | | 0.25 | 0.25 | | | | | | | | w/ point redemption |
| | | John F Martin | | | | | | | 0.99 | | | | | | | w/ point redemption |
| | | Weis | | 0.99 | | | | | | | | | | | | w/ point redemption |
| | Western Beef | Sugardale | | | | | 1.99 | 1.99 | | | | | | | | |
| | | Sugardale | | | | | 0.99 | 0.99 | | | | | | | | w/ \$100 purchase; limit 1 |
| | | Vernon Manor | | 1.99 | | | | | | | | | | | | |
| | | Vernon Manor | | | 0.99 | | | | | | | | | | | w/ \$100 purchase; limit 1 |
| WFM Mid-Atlantic | Alexander & Hornung | | | 0.99 | | | | | | | | | | | w/ \$100 purchase; limit 1 | |
| | n/i | | 5.99 | | | | | | | | | | | | antibiotic-free | |
| | WFM Northeast | Wellshire | 6.99 | | | | | | | | | | | | antibiotic-free | |
| | | n/i | 3.99 | | | | | | | | | | | | | |
| NY | ACME Market | Lancaster Brand | 1.99 | | | | | | 2.99 | 2.99 | | | | | | |
| | AF Basket | Cook's | 1.99 | | | | 0.99 | 0.99 | | | | | 3.49 | | | |
| | AG New England | Sugardale | | | 1.99 | | | 1.09 | 0.89 | | | | | | | |
| | | Shurfine | | | | | | | | 2.69 | 2.99 | 2.99 | | | | |
| | ALDI | Appleton Farms | | | | | 1.29 | 1.19 | | | | | | | | |
| | Associated | Cook's | | | 2.49 | | | 1.49 | 1.39 | | | | | | | |
| | | Sugardale | | | 2.49 | | | 1.49 | 1.39 | | | | | 3.99 | | |
| | Best Market | Cook's | | | 2.87 | | | | | | | | | | | |
| | | Alexander & Hornung | | | | | 1.57 | | | | | | | | | |
| | | Smithfield Premium | | 3.47 | | | | | | | | | | | | |
| | Big M | Sugardale | 1.99 | | | | 1.19 | 0.99 | 1.99 | | | | 3.99 | | | |
| | Bravo | Cook's | 2.69 | | | | 1.49 | 1.39 | | | | | | | | |
| | Cherry Valley | Sugardale | 2.79 | | | | 1.59 | 1.49 | | | | | 3.49 | | | |
| | Compare Foods | Cook's | | | 2.49 | | | 1.49 | 1.39 | | | | | | | |
| | | Sugardale | | | 2.49 | | | 1.49 | 1.39 | | | | | 3.99 | | |
| | C-Town | Cook's | 2.69 | | | | 1.49 | 1.39 | | | | | | | | |
| | D'Agostino's | Cook's | | 2.99 | | | | | | | | | | | | |
| | | Triple M | | | | | | | | 3.99 | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

prices in \$US per pound unless otherwise noted.

**Thanksgiving 2018
CURED PORK**

| State | Supermarket | Label | Spiral Cut Hams | | Semi-Boneless | | Bone-in Portions | | Boneless | | | Smoked Picnic | Ham Steak | Country Ham | Conditions | |
|---------------------|-----------------------|----------------------|-----------------|------|---------------|------|------------------|-------|----------|------|------|---------------|-----------|-------------|------------|------|
| | | | Whole | Half | Whole | Half | Butt | Shank | Whole | Half | 1/4 | bone-in | bone-in | | | |
| NY <i>(cont)</i> | DeCiccio Family | Carando | | 3.49 | | | | | | | | | | | | |
| | DeCiccio & Sons | Alexander & Hornung | | | | | | | | | | | | | | |
| | Fine Fare | Sugardale | | | | | | | | | | | | | | |
| | Food Bazaar | Sugardale | | | | | | | | | | | | | | |
| | | Smithfield | | 2.49 | | | | | | | | | | | | |
| | | Smithfield Premium | | 2.79 | | | | | | | | | | | | |
| | Food Emporium | Cook's | | | 2.99 | | | | | | | | | | | |
| | Foodtown | Hormel Cure 81 | | | | | | | | | | | | 4.99 | | |
| | Giunta's | Carando | | | 2.99 | | | | | | | | | | | |
| | Great American | Sugardale | | | 1.79 | 1.79 | 1.79 | 1.29 | 0.99 | | | | | | | |
| | | Cumberland Gap | | | | | | | | | 2.19 | 2.29 | | | | |
| | Gristede's | Cook's | | | | | | | | | | | | | | |
| | | Smithfield | | 3.99 | | | | | | | | | | | | |
| | Hannaford | Taste of Inspiration | | | | | | | | | | | | | | |
| | | Hannaford | | | 1.79 | | | | | | | | | | | |
| | | Kentucky Legend | | | | | | | | | | | | | | |
| | | Carando | | | 1.99 | | | | | | | | | | | |
| | IGA Stores N. England | Alexander & Hornung | | | 1.99 | | | 1.39 | 1.19 | | | | | | | |
| | Key Food | Cook's | | | 1.99 | | | 1.19 | 0.99 | | | | | | | 3.99 |
| | | Carando | | | 2.69 | | | | | | | | | | | 3.99 |
| | King Kullen | Smithfield | | 2.49 | | | | 1.49 | 1.29 | | | | | | | 4.49 |
| | | Kentucky Legend | | | | | | | | | | 3.99 | | | | 3.99 |
| | Market 32 | Cook's | | | 2.49 | | | 1.49 | 1.29 | | | | | | | 3.79 |
| | | Smithfield | | 2.79 | | | | | | | | | | | | |
| | Met Foods | Sugardale | | | 2.49 | | | 1.49 | 1.39 | | | | | | | |
| | | Cook's | | | 2.49 | | | 1.49 | 1.39 | | | | | | | |
| | Morton Williams | n/i | | 2.99 | | | | | | | | | | | | |
| | North Shore | Cook's | | 2.49 | | | | | | | | | | | | |
| | Peck's Market | Alexander & Hornung | | | 1.99 | | | 1.39 | 0.99 | | | | | | | |
| | | Cook's | | | 1.99 | | | | | | | | | | | |
| | | Farm Promise | | 5.99 | | | | | | | | | | | | |
| | | Buddaball | | | | | | | | | 2.99 | | | | | |
| | Kentucky Legend | | | | | | | | | | | | 4.59 | | | |
| Pioneer | Sugardale | | | 2.49 | | | 1.49 | 1.39 | | | | | | | | |
| | Cook's | | | 2.49 | | | 1.49 | 1.39 | | | | | | | | |
| Price Chopper | Cook's | | | 2.49 | | | 1.49 | 1.29 | | | | | | | 3.79 | |
| | Smithfield | | 2.79 | | | | | | | | | | | | | |

limit 2

antibiotic-free; uncured

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

**Thanksgiving 2018
CURED PORK**

prices in \$US per pound unless otherwise noted.

| State | Supermarket | Label | Spiral Cut Hams | | Semi-Boneless | | Bone-in Portions | | Boneless | | | Smoked Picnic | Ham Steak | Country Ham | Conditions |
|---------------|---------------------|----------------|-----------------|------|---------------|------|------------------|-------|----------|------|------|---------------|-----------|----------------------------|--------------------------|
| | | | Whole | Half | Whole | Half | Butt | Shank | Whole | Half | 1/4 | | | | |
| NY (cont) | Save-a-Lot | Sugardale | | | | | | 0.99 | | | | | 2.79 | | |
| | ShopRite | Cook's | 2.99 | | | | 2.09 | 1.99 | | | | | | | |
| | | Hatfield | | | | | | | | 3.49 | | | | | |
| | Shop'n Save | Carando | 2.99 | | | | | | | | | | | | |
| | | Superior | | | | | | | | 2.49 | 2.69 | | | | |
| | | Sugardale | | | 1.99 | 2.19 | | | | | 3.49 | | | | |
| | | Smithfield | | 2.99 | | | | | | | | | | | |
| | | Silver Star | | 3.49 | 3.49 | 3.69 | | | | 3.79 | 3.99 | | | | |
| | Stop & Shop | Hillshire Farm | | 2.99 | | | | | | | | | | | |
| | | Stop & Shop | | 1.99 | | | 0.99 | 0.89 | | | | | 2.49 | | |
| | | Carando | | 2.49 | | | | | | | | | | | |
| | Target | Archer Farms | 1.99 | | | | | | | | | | | | limit 2 |
| | The Fresh Market | n/i | 2.99 | | | | | | | 6.99 | | | | | spiral cut |
| | Tops Markets | Sugardale | 1.99 | | | | | | | | | | | | antibiotic-free; uncured |
| | | Full Circle | 3.99 | | | | | | | | | | | | |
| | | Tops | | | | | | | | 2.69 | 2.99 | | | 3.99 | |
| | | Smithfield | | | | | | | | | | | | | |
| | | Sahlen's | | | 3.99 | 3.99 | | | | | | | | | |
| | Top Tomato | Carando | 2.99 | | | | | | | | | | | | |
| | Trade Fair | Cook's | | | | | 0.99 | 0.99 | | | | | | | |
| | Trader Joe's | Trader Joe's | 4.99 | | | | | | | | | | | | antibiotic-free; uncured |
| | Uncle Giuseppe's | Carando | 3.99 | | | | | | | | | | | | |
| | Walmart | Sam's Choice | 1.98 | | | | | | | | | | | | |
| | Wegmans | Wegmans | 1.99 | 1.99 | | | | | | | 3.99 | 4.99 | | 3.69 | |
| | | Signature | | 5.99 | | | | | | | | | | | |
| | | Sugardale | | | | | | | | | | | | 4.19 | |
| | Weis Markets | n/i | | | | | 0.25 | 0.25 | | | | | | | w/ point redemption |
| | | John F Martin | | | | | | | | 0.99 | | | | | w/ point redemption |
| | | Weis | 0.99 | | | | | | | | | | | | w/ point redemption |
| | Western Beef | Sugardale | | | | | 1.99 | 1.99 | | | | | | | |
| Sugardale | | | | | | 0.99 | 0.99 | | | | | | | w/ \$100 purchase; limit 1 | |
| | Vernon Manor | 1.99 | | | | | | | | | | | | | |
| | Vernon Manor | | 0.99 | | | | | | | | | | | w/ \$100 purchase; limit 1 | |
| | Alexander & Hornung | | 0.99 | | | | | | | | | | | w/ \$100 purchase; limit 1 | |
| WFM 365 | Woodtown Farms | 3.99 | | | | | | | | | | | | antibiotic-free | |
| WFM Northeast | Wellshire | 6.99 | | | | | | | | | | | | antibiotic-free | |
| | n/i | 3.99 | | | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

prices in \$US per pound unless otherwise noted.

**Thanksgiving 2018
CURED PORK**

| State | Supermarket | Label | Spiral Cut Hams | | Semi-Boneless | | Bone-in Portions | | Boneless | | | Smoked Picnic | Ham Steak | Country Ham | Conditions |
|--------------------|---------------------|-----------------|-----------------|------|---------------|------|------------------|-------|----------|------|------|---------------|-----------|-------------|------------|
| | | | Bone-in | | Whole | Half | Butt | Shank | Whole | Half | 1/4 | | | | |
| PA | ACME Market | Lancaster Brand | 1.99 | | | | | | 2.99 | 2.99 | | | | | |
| | ALDI | Appleton Farms | | | | | 1.29 | 1.19 | | | | | | | |
| | Associated | Cook's | | 2.49 | | | 1.49 | 1.39 | | | | | | | |
| | | | Sugardale | | 2.49 | | | 1.49 | 1.39 | | | | | 3.99 | |
| | Big M | Sugardale | 1.99 | | | | 1.19 | 0.99 | 1.99 | | | | | 3.99 | |
| | Boyer's Food | Berks | | | | | | | 2.97 | 3.27 | | | | | |
| | | | Sugardale | 2.27 | | | | 1.47 | 1.47 | | | | | | |
| | Bravo | Cook's | | | | | 1.49 | 1.39 | | | | | | | |
| | Cash Saver | Cook's | | | | | | 1.03 | | | | | | | |
| | | | Clifty Farm | | | | | | | | | | | 1.75 | |
| | | | Kentucky Legend | | | | | | | 2.55 | | | | | |
| | Compare Foods | Cook's | | 2.49 | | | 1.49 | 1.39 | | | | | | | |
| | | | Sugardale | | 2.49 | | | 1.49 | 1.39 | | | | | 3.99 | |
| | C-Town | Cook's | | 2.69 | | | 1.49 | 1.39 | | | | | | | |
| | Family Owned | John F Martin | | | | 2.49 | | | | | | | | | |
| | | | Stoltzfus | | | 2.99 | 3.39 | | | | | | | | |
| | Fine Fare | Sugardale | | | | | | 1.39 | | | | | | | |
| | Food Lion | Food Lion | | | | | | 1.17 | | | | | | | |
| | | | Smithfield | | | | | 1.39 | | | | | | | |
| | Foodland | Sugardale | | 1.99 | 1.99 | 1.99 | | | 1.99 | 2.19 | | | | | |
| | Foodtown | Hormel Cure 81 | | | | | | | | | | 4.99 | | | |
| | Fresh Grocer | Cook's | | 2.99 | | | 1.99 | 1.99 | | | | | | | |
| | | | Kentucky Legend | | | | | | | | | 3.79 | | | |
| | Giant Eagle | Giant Eagle | | | 2.39 | 1.69 | 1.89 | | | 2.39 | 2.69 | | | | |
| | | | Sugardale | | 2.59 | | | 1.59 | 1.59 | | | | | | |
| | | | Hillshire Farm | | 3.59 | | | | | | | | | | |
| | Giant Food Stores | Hatfield | | | | | | | | 1.99 | | | | | |
| | | | Berks | | | | | | | 1.99 | | | | | |
| | | | Kunzler | | | | | | | 1.99 | | | | | |
| | | | Giant | | 2.29 | | | | 1.19 | | | | | | |
| | | Kentucky Legend | | | | | | | | 3.99 | | | | | |
| Gordon Food | GFS | | 2.29 | | | | | | | | | | | | |
| Great Valu Markets | Sugardale | | 1.99 | | | | 1.39 | 1.19 | | | | | | | |
| | | Felt's | | | | | | | | | | | | 2.49 | |
| Ideal Market | Alexander & Hornung | | | | | | | 1.29 | | | | | | | |
| | | Sugardale | 1.99 | | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

prices in \$US per pound unless otherwise noted.

**Thanksgiving 2018
CURED PORK**

| State | Supermarket | Label | Spiral Cut Hams Bone-in | | Semi-Boneless | | Bone-in Portions | | Boneless | | | Smoked Picnic | Ham Steak | Country Ham | Conditions | |
|--------------|------------------------|-----------------|----------------------------|------|---------------|------|------------------|-------|----------|------|------|------------------|--------------|----------------|------------|---------|
| | | | Whole | Half | Whole | Half | Butt | Shank | Whole | Half | 1/4 | bone-in | bone-in | | | |
| PA (cont) | IGA Stores NJ/PA | Kunzler | | | 2.99 | 2.99 | | | 2.99 | | | | | | | uncured |
| | | Smithfield | | 1.99 | | | | | | | | | | | | |
| | | John F Martin | | | | | | | | 3.49 | 3.49 | | | | | |
| | | Hatfield | | | | | | | | 2.99 | | | | | | |
| | | Leidy's | | | | | | | | 4.49 | | | | | | |
| | Karn's Foods | Karn's | | | 2.69 | | | | 2.99 | | | | | | | |
| | | John E. Martin | | | 2.69 | | | | 3.49 | | | | | | | |
| | | Berk's | | | | | | | 3.29 | | | | | | | |
| | Key Food | Kunzler | | | | | | | 3.29 | | | | | | | |
| | | Cook's | | 1.99 | | | 1.19 | 0.99 | | | | | | 3.99 | | |
| | Kuhn's Market | Carando | | 2.69 | | | | | | | 3.99 | | | | | |
| | | Amish Country | | 2.49 | | | | | | | | | | | | |
| | Landis Markets | Sugardale | | | 1.79 | 1.99 | | | 2.49 | 2.69 | 2.99 | | | 2.49 | | |
| | | Hillshire Farm | | 2.79 | | | | | | | | | | | | |
| | | Silver Star | 3.49 | | 3.69 | 3.89 | | | 3.99 | | | | | | | |
| | | Smithfield | | 2.49 | | | | | | | | | | | | |
| | | Landis | | | | | | | 3.49 | | 3.99 | | | | | |
| | Martin's Food | Hatfield | | | | | | | 2.99 | 3.69 | 3.99 | | | | | |
| | | Leidy's | | | | | | | 2.99 | 3.69 | 3.99 | | | | | |
| | | Alderfer | | | | | 2.49 | 2.49 | | | | | | | | |
| | | Hatfield | | | | | | | 1.99 | | | | | | | |
| | | Berks | | | | | | | 1.99 | | | | | | | |
| | Pioneer | Kunzler | | | | | | | 1.99 | | | | | | | |
| | | Giant | | 2.29 | | | | | | | 1.19 | | | | | |
| | | Kentucky Legend | | | | | | | | 3.99 | | | | | | |
| | Price Chopper | Sugardale | | 2.49 | | | 1.49 | 1.39 | | | | | | | | |
| | | Cook's | | 2.49 | | | 1.49 | 1.39 | | | | | | | | |
| | Redner's | Cook's | | 2.49 | | | 1.49 | 1.29 | | | | | | 3.79 | | |
| | | Smithfield | 2.79 | | | | | | | | | | | | | |
| | | Sugardale | | 1.98 | | | 1.68 | 1.68 | | | | | | | | |
| | Save-a-Lot ShopRite | Redner's | | | | | | | 2.48 | | | | | | | |
| | | Hatfield | | | | | | | 2.98 | | | | | | | |
| Kunzler | | | | | | | | 2.98 | | | | | | | | |
| Sugardale | | | | | | | 0.99 | | | | | | 2.79 | | | |
| Cook's | | 2.99 | | | | 2.09 | 1.99 | | | | | | | | | |
| | Hatfield | | | | | | | 3.49 | | | | | | | | |
| | Carando | 2.99 | | | | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

**Thanksgiving 2018
CURED PORK**

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| State | Supermarket | Label | Spiral Cut Hams Bone-in | | Semi-Boneless | | Bone-in Portions | | Boneless | | | Smoked Picnic | Ham Steak | Country Ham | Conditions | |
|---------------------|------------------|---------------------|-------------------------|------|---------------|------|------------------|-------|----------|------|------|---------------|-----------------|--------------------------|------------|--------------------------|
| | | | Whole | Half | Whole | Half | Butt | Shank | Whole | Half | 1/4 | bone-in | bone-in | | | |
| PA <i>(cont)</i> | Shop'n Save | Superior | | | | | | | 2.49 | 2.69 | | | | | | |
| | | Sugardale | | | 1.99 | 2.19 | | | | 3.49 | | | | | | |
| | | Smithfield | | 2.99 | | | | | | | | | | | | |
| | | Silver Star | | 3.49 | 3.49 | 3.69 | | | 3.79 | 3.99 | | | | | | |
| | | Hillshire Farm | | 2.99 | | | | | | | | | | | | |
| | ShurSave | Best Yet | | | | | | | 2.49 | | | | | | | |
| | | ShurSave NE PA | Best Yet | | | | | | 2.49 | 2.99 | | | | | | |
| | | | Sugardale | | 1.99 | | | | | | | | | | | |
| | | | Hatfield | | 2.99 | | | | | 2.99 | 3.49 | | | | | |
| | Sparkle Markets | | Sugardale | | 2.49 | | | | | | | | | | | |
| | Sprout's Market | | Butcher Shop | 2.49 | | | | | | | | | | | | |
| | Supremo | | Cook's | 1.99 | 1.99 | | | | | | | | | | | |
| | | | n/i | | | | | 1.49 | 1.49 | | | | | | | |
| | Target | | Archer Farms | 1.99 | | | | | | | | | | | limit 2 | |
| | The Fresh Market | | n/i | 2.99 | | | | | | 6.99 | | | | | spiral cut | |
| | Tops Markets | | Sugardale | 1.99 | | | | | | | | | | | | antibiotic-free; uncured |
| | | | Full Circle | 3.99 | | | | | | | | | | | | |
| Tops | | | | | | | | | 2.69 | 2.99 | | | | | | |
| Smithfield | | | | | | | | | | | 3.99 | | | | | |
| Sahlen's | | | | | 3.99 | 3.99 | | | | | | | | | | |
| Trader Joe's | | Trader Joe's | 4.99 | | | | | | | | | | | antibiotic-free; uncured | | |
| Walmart | | Sam's Choice | 1.98 | | | | | | | | | | | | | |
| Wegmans | | Wegmans | 1.99 | 1.99 | | | | | | 3.99 | 4.99 | | 3.69 | | | |
| | | Signature | | 5.99 | | | | | | | | | | | | |
| | | Sugardale | | | | | | | | | | | 4.19 | | | |
| Weis Markets | | n/i | | | | | 0.25 | 0.25 | | | | | | w/ point redemption | | |
| | | John F Martin | | | | | | | 0.99 | | | | | w/ point redemption | | |
| | | Weis | 0.99 | | | | | | | | | | | w/ point redemption | | |
| WFM Mid-Atlantic | | n/i | 5.99 | | | | | | | | | | antibiotic-free | | | |
| RI | Adams Superfood | Alexander & Hornung | | 2.00 | | | 1.39 | 1.00 | | | | | | | | |
| | | n/i | | | | | 1.99 | 1.69 | | | | | | | | |
| | AF Basket | | Cook's | 1.99 | | | 0.99 | 0.99 | | | | | 3.49 | | | |
| | ALDI | | Appleton Farms | | | | 1.29 | 1.19 | | | | | | | | |
| | Associated | | Cook's | | 2.49 | | | 1.49 | 1.39 | | | | | | | |
| | | | Sugardale | | 2.49 | | | 1.49 | 1.39 | | | | | 3.99 | | |
| Bravo | | Cook's | 2.69 | | | | 1.49 | 1.39 | | | | | | | | |

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|---------------------|-----------------------|----------------------|-----------------|------|---------------|------|------------------|-------|----------|------|------|---------------|-----------|--------------------------|--------------------------|
| | | | Whole | Half | Whole | Half | Butt | Shank | Whole | Half | 1/4 | bone-in | bone-in | | |
| RI <i>(cont)</i> | Dave's Marketplace | Cook's | | 2.99 | | | | | | | | | | | |
| | | Dave's | | 3.99 | | | | | | | 3.99 | | | | |
| | | Triple M | | 3.99 | | | | | | 3.99 | | | | | |
| | Save-a-Lot | Sugardale | | | | | | 0.99 | | | | | | 2.79 | |
| | | Seabra Foods | Buddaball | | | 2.99 | | | | | | | | | |
| | | Alexander & Hornung | | | | 1.19 | | | | | | | | | |
| | Shaw's | Kretschmar | | 2.49 | | | | | | | | | | | |
| | Stop & Shop | Smithfield | 2.49 | | | | | | | | | | | | |
| | | Stop & Shop | | 1.99 | | | 0.99 | 0.89 | | | | | | 2.49 | |
| | | Carando | | 2.49 | | | | | | | | | | | |
| | Target | Archer Farms | 1.99 | | | | | | | | | | | | limit 2 |
| | Trader Joe's | Trader Joe's | 4.99 | | | | | | | | | | | | antibiotic-free; uncured |
| Walmart | Sam's Choice | 1.98 | | | | | | | | | | | | | |
| WFM North Atlantic | Woodstown | 3.99 | | | | | | | | | | | | antibiotic-free | |
| VT | AG New England | Sugardale | | 1.99 | | | 1.09 | 0.89 | | | | | | | |
| | | Shurfine | | | | | | | 2.69 | 2.99 | 2.99 | | | | |
| | ALDI | Appleton Farms | | | | | 1.29 | 1.19 | | | | | | | |
| | | Food City Market | Sugardale | | | 1.99 | | | 1.29 | 0.99 | | | | | |
| | | Carando | 3.69 | | | | | | | | | | | | |
| | | Cook's | 1.99 | | | | | | | | | | | | |
| | Hannaford | Taste of Inspiration | | | | | | | | | | | | 3.99 | |
| | | Hannaford | | 1.79 | | | | | | | | | | | limit 2 |
| | | Kentucky Legend | | | | | | | | | | | | 3.99 | |
| | | Carando | | 1.99 | | | | | | | | | | | |
| | IGA Stores N. England | n/i | | | | | 1.79 | 1.49 | | | | | | | |
| | Price Chopper | Cook's | | 2.49 | | | 1.49 | 1.29 | | | | | | 3.79 | |
| | | Smithfield | 2.79 | | | | | | | | | | | | |
| | Shaw's | Smithfield | 2.49 | | | | | | | | | | | | |
| | Target | Archer Farms | 1.99 | | | | | | | | | | | | limit 2 |
| | Tops Markets | Sugardale | 1.99 | | | | | | | | | | | | |
| | | Full Circle | 3.99 | | | | | | | | | | | | antibiotic-free; uncured |
| | | Tops | | | | | | | 2.69 | 2.99 | | | | | |
| | Smithfield | | | | | | | | | 3.99 | | | | | |
| | Sahlen's | | | 3.99 | 3.99 | | | | | | | | | | |
| Trader Joe's | Trader Joe's | 4.99 | | | | | | | | | | | | antibiotic-free; uncured | |
| Walmart | Sam's Choice | 1.98 | | | | | | | | | | | | | |

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| State | Supermarket | Label | Spiral Cut Hams Bone-in | | Semi-Boneless | | Bone-in Portions | | Boneless | | | Smoked Picnic | Ham Steak | Country Ham | Conditions |
|--|---------------------|-----------------|----------------------------|------|---------------|------|------------------|-------|----------|------|------|------------------|--------------|----------------|-----------------|
| | | | Whole | Half | Whole | Half | Butt | Shank | Whole | Half | 1/4 | bone-in | bone-in | | |
| SOUTHEASTERN U.S. - AL,FL,GA,KY,MS,NC,SC,TN,VA,WV | | | | | | | | | | | | | | | |
| AL | A&R Supermarket | Cook's | | | | | 1.19 | 1.19 | | | | | | | |
| | Bruce's Foodland | Cook's | | | | | | 1.19 | | | | | | | |
| | | Sugar Tree | | 1.69 | | | | | | | | | | | |
| | | Kentucky Legend | | | | | | | 3.99 | 3.99 | | | | | |
| | | Clifty Farm | | | | | | | | | | | | 1.99 | |
| | Cash Saver | Cook's | | | | | | 1.03 | | | | | 1.75 | | |
| | | Clifty Farm | | | | | | | | | | | | | |
| | | Kentucky Legend | | | | | | | 2.55 | | | | | | |
| | Dollar General Mrkt | Smithfield | 1.75 | | | | | | | | | | | | limit 1 |
| | | Kentucky Legend | | | | | | | | | 4.00 | | | | antibiotic-free |
| | Earth Fare | Beeler's | 4.99 | | | | | | | | | | | | |
| | Food Giant | Cook's | | | | | | | 1.19 | | | | | | |
| | | Sugar Tree | 1.49 | | | | | | | | | | | | |
| | | Kentucky Legend | | | | | | | | | 3.99 | | | | |
| | Gateway Foodland | Cook's | | | 1.49 | | | | 1.19 | | | | | 2.99 | |
| | | Sugar Tree | | 1.49 | | | | | | | | | | | |
| | Greer's Markets | Sugardale | | | 1.59 | 1.69 | | | | | | | | | |
| | | Hormel Cure 81 | 2.19 | | | | | | | | | | | | |
| | Hometown Markets | Cook's | | | | | 0.99 | 0.99 | | | | | | | limit 2 |
| | Ingle's Markets | Smithfield | | | | | | 1.38 | | | | | | | |
| | | Hormel Cure 81 | | | | | | | 4.88 | 4.88 | 4.88 | | | | |
| | | Cade's Cover | | | 2.38 | | | | | | | | | | |
| | Kroger Atlanta | Kroger | 2.49 | | | | | | | | | | | | |
| | Smithfield | | | | | | 1.69 | | | | | | | | |
| Kroger Nashville | Kentucky Legend | | | | | | | 3.49 | | | | | | | |
| | Kroger | 1.99 | | | | | | | | | | | | | |
| | Cook's | | | | | 1.49 | 1.49 | | | | | | | | |
| Luckys Supermarket | Cook's | | | 1.59 | | | 1.19 | | | | | 2.99 | | | |
| | Sugardale | | | | | | 1.19 | | | | | | | | |
| | Clifty Farm | | | | | | | | | | | | 1.99 | | |
| | Best Choice | 1.99 | | | | | | | | | | | | | |
| | Kentucky Legend | | | | | | | | | 3.49 | | | | | |
| Manning's PW | Cook's | | | | | | | 1.17 | | | | | | | |
| | Sugar Tree | 1.38 | | | | | | | | | | | | | |
| Piggly Wiggly JTM | D.L. Lee | | | | | | 1.69 | 1.49 | | | | | | | |

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**Thanksgiving 2018
CURED PORK**

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| State | Supermarket | Label | Spiral Cut Hams Bone-in | | Semi-Boneless | | Bone-in Portions | | Boneless | | | Smoked Picnic | Ham Steak | Country Ham | Conditions | | |
|---------------------|------------------------|-----------------|----------------------------|------|---------------|------|------------------|-------|----------|------|------|------------------|--------------|----------------|------------|-----------------|---|
| | | | Whole | Half | Whole | Half | Butt | Shank | Whole | Half | 1/4 | bone-in | bone-in | | | | |
| AL <i>(cont)</i> | Piggly Wiggly Inc. | Smithfield | | 1.99 | 1.69 | | | | | | | | | | | | |
| | | Cook's | | | | | 1.69 | 1.39 | | | | | | | | | |
| | | Bryan | | 2.49 | | | | | | | | | | | | | |
| | Price Le\$\$ Foods IGA | Hormel Cure 81 | | | | | | | | | 3.99 | | | | | | |
| | | Clifty Farm | | | | | | | | | | | | | 2.99 | | |
| | | Publix | | 2.49 | 1.99 | 1.99 | | | | 4.99 | | | | | | | |
| | PW Homeland | Best Choice | | 1.79 | | | | | | | | | | | | | |
| | | Cook's | | | | | 1.69 | 1.49 | | | | | | | | | |
| | | Hormel Cure 81 | | | | | | | 3.99 | 3.99 | | | | | | | |
| | PW Houchens | Cook's | | 1.98 | 1.58 | | 1.58 | 1.38 | | | | | | 2.98 | | | |
| | | Hormel Cure 81 | | 1.98 | | | | | | | 3.98 | | | | | | |
| | | Kentucky Legend | | | | | | | 3.58 | 3.98 | | | | | | | |
| | Ramey's | Best Choice | | 1.98 | | | | | | | | | | | | | |
| | | Kentucky Legend | | | | | | | | | | 3.98 | | | | | |
| | Rouses Market | Cook's | | | | | 1.38 | 1.18 | | | | | | | | | |
| | | Smithfield | 1.98 | | | | | | | | | 2.98 | | | | | |
| | Save-a-Lot | Hormel Cure 81 | | | 1.99 | | | | | | | | | | | | |
| | | Sugardale | | | | | 1.37 | 1.17 | | | | | | 2.79 | | | |
| | Sprout's Market | Sugardale | | | | | | 0.99 | | | | | | | | | |
| | | Butcher Shop | 2.49 | | | | | | | | | | | | | | |
| | Target | Archer Farms | 1.99 | | | | | | | | | | | | | | |
| | The Fresh Market | n/i | 2.99 | | | | | | | 6.99 | | | | | | | limit 2 spiral cut antibiotic-free; uncured |
| | Trader Joe's | Trader Joe's | 4.99 | | | | | | | | | | | | | | |
| | United Grocery | Sugar Tree | 1.49 | 0.98 | | | | | | | | | | | | | |
| | Vowell's | Kentucky Legend | | | | | | | | | | 3.99 | | | | | |
| | | Cook's | | | | | 1.39 | 1.19 | | | | | | | | | |
| | Walmart | Sam's Choice | 1.98 | | | | | | | | | | | | | | |
| Western Markets | Hormel Cure 81 | | | 1.99 | | | | | | | 3.99 | | | | | | |
| | Royal | | | | 1.99 | | | | | | | | | | | | |
| | Cook's | | | | | | 1.29 | | | | | | | | | | |
| WFM South | n/i | 5.99 | | | | | | | | | | | | | | antibiotic-free | |
| | Nature's Rancher | 3.99 | | | | | | | | | | | | | | antibiotic-free | |
| Winn-Dixie | Smithfield | | | 1.99 | | 1.39 | 1.19 | | | | | | | | | limit 2 | |
| | Smithfield | | | | | | | | | | | | 2.99 | | | | |
| FL | Bravo | Jamestown | | | | | 1.57 | 1.57 | | | | | | | | | |
| | Dollar General Mrkt | Smithfield | 1.75 | | | | | | | | | | | | | limit 1 | |
| | | Kentucky Legend | | | | | | | | | | 4.00 | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

prices in \$US per pound unless otherwise noted.

**Thanksgiving 2018
CURED PORK**

| State | Supermarket | Label | Spiral Cut Hams Bone-in | | Semi-Boneless | | Bone-in Portions | | Boneless | | | Smoked Picnic | Ham Steak | Country Ham | Conditions | |
|---------------------|-----------------|---------------------|----------------------------|------|---------------|------|------------------|-------|----------|------|------|------------------|--------------|--------------------------|-----------------|--|
| | | | Whole | Half | Whole | Half | Butt | Shank | Whole | Half | 1/4 | bone-in | bone-in | | | |
| FL <i>(cont)</i> | Earth Fare | Beeler's | 4.99 | | | | | | | | | | | | antibiotic-free | |
| | Earth Origins | Garrett Valley | | 5.99 | | | | | | | | | | | antibiotic-free | |
| | Food Giant | Cook's | | | | | | 1.19 | | | | | | | | |
| | | | Sugar Tree | 1.49 | | | | | | | | | | | | |
| | | | Kentucky Legend | | | | | | | | 3.99 | | | | | |
| | Fresco y Mas | Smithfield | | | | | 1.08 | 0.88 | | | | | | | limit 2 | |
| | | | Smithfield | | 1.98 | | | | | | | | | | limit 2 | |
| | Gordon Food | GFS | 2.29 | | | | | | | | | | | | | |
| | Greer's Markets | Sugardale | | | 1.59 | 1.69 | | | | | | | | | | |
| | | | Hormel Cure 81 | 2.19 | | | | | | | | | | | | |
| | Harris Teeter | Harris Teeter | | 1.99 | | | | | | | | | | | | |
| | | | HT Traders | | 2.29 | | | | | | | | | | | |
| | Harvey's | n/i | | 1.78 | | | 0.98 | 0.88 | | | | 1.38 | | | | |
| | | | Smithfield | | 1.78 | | | | | | | | | | | |
| | Hitchcock's | Cook's | | | | | 1.39 | 1.29 | | | | | | | | |
| | | | Hormel Cure 81 | | 1.99 | | | | | | | | | | | |
| | IGA Stores FL | Smithfield | 1.99 | | | | 1.59 | 1.39 | | | | | | | | |
| | | | n/i | | | | | | | | | 1.59 | | | | |
| | Lucky's Market | Alexander & Hornung | | | | 1.99 | | | | | | | | | uncured | |
| | Milam's Market | n/i | 2.99 | 2.90 | | | | | | | | | | | | |
| | Publix | Publix | | 2.49 | 1.99 | 1.99 | | | 4.99 | | | | | | | |
| | PW Houchens | Cook's | | 1.98 | 1.58 | | 1.58 | 1.38 | | | | | | 2.98 | | |
| | | | Hormel Cure 81 | | 1.98 | | | | | | 3.98 | | | | | |
| | | | Kentucky Legend | | | | | | | 3.58 | 3.98 | | | | | |
| | | | Best Choice | | 1.98 | | | | | | | | | | | |
| | Sabor Tropical | Smithfield | | | | | | | | | | 0.98 | | | | |
| | Save-a-Lot | Sugardale | | | | | | 0.99 | | | | | | 2.79 | | |
| | Scaff's Market | D.L Lee | | | | | 1.39 | 1.29 | | | | | | | | |
| | | | Sugardale | | 2.49 | | | | | | | | | | | |
| | Sedano's | Smithfield | 4.99 | | | | | | | | | | | | | |
| | | Carando | | 3.29 | | | | 3.99 | | 3.99 | | | | | | |
| | | Sugardale | 2.99 | | | 1.69 | 1.69 | | | | | | 2.99 | | | |
| Sprout's Market | Butcher Shop | 2.49 | | | | | | | | | | | | | | |
| Target | Archer Farms | 1.99 | | | | | | | | | | | | limit 2 | | |
| The Fresh Market | n/i | 2.99 | | | | | | 6.99 | | | | | | spiral cut | | |
| Trader Joe's | Trader Joe's | 4.99 | | | | | | | | | | | | antibiotic-free; uncured | | |
| Walmart | Sam's Choice | 1.98 | | | | | | | | | | | | | | |

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

**Thanksgiving 2018
 CURED PORK**

| State | Supermarket | Label | Spiral Cut Hams Bone-in | | Semi-Boneless | | Bone-in Portions | | Boneless | | | Smoked Picnic | Ham Steak | Country Ham | Conditions |
|---------------------|---------------------|--------------------------|----------------------------|------|---------------|------|------------------|-------|----------|------|------|------------------|--------------|----------------|--|
| | | | Whole | Half | Whole | Half | Butt | Shank | Whole | Half | 1/4 | bone-in | bone-in | | |
| FL <i>(cont)</i> | WFM Florida | n/i | 6.99 | | | | | | | | | | | | antibiotic-free antibiotic-free; uncured limit 2 |
| | Woodstown | | 3.99 | | | | | | | | | | | | |
| | Winn-Dixie | Smithfield Smithfield | | 1.99 | | | 1.39 | 1.19 | | | | | 2.99 | | |
| GA | AF Basket | Cook's | 1.99 | | | | 0.99 | 0.99 | | | | | 3.49 | | limit 2 limit 1 antibiotic-free |
| | Bi-Lo | Smithfield Smithfield | | 1.79 | | | 1.19 | 0.99 | | | | | 2.99 | | |
| | Dollar General Mrkt | Hormel Cure 81 | | | | | | | | 3.99 | 3.99 | | | | |
| | | Smithfield | | 1.75 | | | | | | | | | | | |
| | Earth Fare | Kentucky Legend | | | | | | | | | 4.00 | | | | |
| | | Beeler's | | 4.99 | | | | | | | | | | | |
| | Food City | Food City | | 1.99 | 1.99 | | 1.49 | 1.49 | | | | | | | |
| | | Hormel Cure 81 | | | | | | | | | 4.49 | | | | |
| | Food Depot | Kentucky Legend | | | | | | | | | 4.49 | | | | |
| | | Sugardale | | 1.18 | | | | 0.98 | | | | | | | |
| | | Vernon Manor | | 1.18 | | | | | | | | | | | |
| | Food Giant | Royal | | | | 1.58 | | | | | | | | | |
| | | Cook's | | | | | | 1.19 | | | | | | | |
| | | Sugar Tree | | 1.49 | | | | | | | | | | | |
| | Food Lion | Kentucky Legend | | | | | | | | | 3.99 | | | | |
| | | Food Lion | | 1.79 | | | | 1.17 | | | | | | | |
| | Food Pride | Smithfield | | 1.99 | | | | 1.39 | | | | | | | |
| | | n/i | | | | | | | | | | 1.49 | | | |
| | Galaxy Foods | Open Acres | | 2.29 | | | 1.29 | 0.99 | | | | | | 2.49 | |
| | | Felt's | | | | | | | | | | | | | |
| | Harris Teeter | Smithfield | | | 1.98 | | 1.18 | 1.18 | | | 3.78 | | | | |
| | | Kentucky Legend | | | | | | | | | 3.98 | | | | |
| | Harvey's | Harris Teeter | | | 1.99 | | | | | | | | | | |
| HT Traders | | | | 2.29 | | | | | | | | | | | |
| IGA Food Stores | n/i | | | 1.78 | | 0.98 | 0.88 | | | | 1.38 | | | | |
| | Smithfield | | | 1.78 | | | | | | | | | | | |
| IGA Stores SE | n/i | | | | | 1.19 | 1.09 | | | | 1.09 | | 2.99 | | |
| | Smithfield | | | | | | | | | | | | | | |
| | Smithfield | | | 1.98 | | 1.18 | 1.18 | | | 3.78 | | | | | |
| | Kentucky Legend | | | | | | | | | 3.98 | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

**Thanksgiving 2018
CURED PORK**

prices in \$US per pound unless otherwise noted.

| State | Supermarket | Label | Spiral Cut Hams Bone-in | | Semi-Boneless | | Bone-in Portions | | Boneless | | | Smoked Picnic | Ham Steak | Country Ham | Conditions | | |
|--------------|------------------|---------------------|-------------------------|------|---------------|------|------------------|-------|----------|------|------|---------------|-----------|-------------|------------------------------------|---|--|
| | | | Whole | Half | Whole | Half | Butt | Shank | Whole | Half | 1/4 | | | | | | |
| GA (cont) | Ingle's Markets | Smithfield | | | | | | 1.38 | | | | | | | | | |
| | | Hormel Cure 81 | | | | | | | 4.88 | 4.88 | 4.88 | | | | | | |
| | | Cade's Cover | | | 2.38 | | | | | | | | | | | | |
| | Kroger Atlanta | Kroger | 2.49 | | | | | | | | | | | | | | |
| | | Smithfield | | | | | | 1.69 | | | | | | | | | |
| | Lidl | Preferred Selection | 1.89 | | | | | | | | 2.99 | | | | | | |
| | | n/i | 1.69 | | | | 0.99 | 0.99 | | | | | | | | | |
| | Little Giant | Hormel Cure 81 | | 1.99 | | | | | | | | | | | | | |
| | | Cook's | | | | | 1.49 | 1.29 | | | | | | | | | |
| | Lucky's Market | Alexander & Hornung | | | | 1.99 | | | | | | | | | | uncured | |
| | Publix | Publix | | 2.49 | 1.99 | 1.99 | | | | 4.99 | | | | | | | |
| | PW Atlanta | Sugar Tree | 1.29 | | | | | | | | | | | | | | |
| | PW Carolina Co. | n/i | 1.79 | 1.79 | | | 1.39 | 1.39 | | | | | | | | | |
| | PW Homeland | Best Choice | | 1.79 | | | | | | | | | | | | | |
| | | Cook's | | | | | 1.69 | 1.49 | | | | | | | | | |
| | PW Houchens | Hormel Cure 81 | | | | | | | | 3.99 | 3.99 | | | | | | |
| | | Cook's | | 1.98 | 1.58 | | 1.58 | 1.38 | | | | | 2.98 | | | | |
| | | Hormel Cure 81 | | 1.98 | | | | | | | 3.98 | | | | | | |
| | | Kentucky Legend | | | | | | | | 3.58 | 3.98 | | | | | | |
| | Quality Foods | Best Choice | | 1.98 | | | | | | | | | | | | | |
| | | Smithfield | | 2.19 | | | 1.29 | 1.19 | | | | | | | 2.19 | | |
| | | Clifty Farm | | | | | | | | | | | | | | | |
| | Save-a-Lot | Kentucky Legend | | | | | | | | | 3.99 | | | | | | |
| | | Sugardale | | | | | | | | | | | 2.79 | | | | |
| | Sprout's Market | n/i | 1.69 | | | | 0.99 | 0.99 | | | | | | | | | |
| | | Butcher Shop | 2.49 | | | | | | | | | | | | | | |
| | Target | Archer Farms | 1.99 | | | | | | | | | | | | | | |
| | The Fresh Market | n/i | 2.99 | | | | | | | 6.99 | | | | | | limit 2 spiral cut antibiotic-free; uncured | |
| | Trader Joe's | Trader Joe's | 4.99 | | | | | | | | | | | | | | |
| | United Grocery | Sugar Tree | 1.49 | 0.98 | | | | | | | | | | | | | |
| Walmart | Sam's Choice | 1.98 | | | | | | | | | | | | | | | |
| Wayfield's | Smithfield | 1.99 | 1.99 | | | | 1.69 | | | | | | | | | | |
| WFM South | n/i | 5.99 | | | | | | | | | | | | | antibiotic-free antibiotic-free | | |
| | Nature's Rancher | 3.99 | | | | | | | | | | | | | limit 2 | | |
| Winn-Dixie | Smithfield | | 1.99 | | | 1.39 | 1.19 | | | | | | | | | | |
| | Smithfield | | | | | | | | | | | 2.99 | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

**Thanksgiving 2018
CURED PORK**

prices in \$US per pound unless otherwise noted.

| State | Supermarket | Label | Spiral Cut Hams Bone-in | | Semi-Boneless | | Bone-in Portions | | Boneless | | | Smoked Picnic | Ham Steak | Country Ham | Conditions |
|----------------|---------------------|-----------------|-------------------------|------|---------------|------|------------------|-------|----------|------|------|---------------|-----------|-------------|---------------------------|
| | | | Whole | Half | Whole | Half | Butt | Shank | Whole | Half | 1/4 | bone-in | bone-in | | |
| KY | Chappell's | n/i | 2.59 | | | | 1.69 | | | | | 1.89 | | | |
| | Cox IGA | Kentucky Legend | | | | | | | | | 4.49 | | | | |
| | | Cumberland Gap | | | | | | | 2.49 | | | | | | |
| | | Superior | | | | | | | 2.49 | | | | | | |
| | | Clifty Farms | | | | | | | | | | | | 1.99 | |
| | | Fischer's | | | | | | | 2.69 | 2.89 | | | | | |
| | Dollar General Mrkt | Smithfield | | 1.75 | | | | | | | | | | | |
| | | Kentucky Legend | | | | | | | 3.99 | | | | | | |
| | | Smithfield | | | | | | | | | | | | | limit 1 |
| | E.W. James | Kentucky Legend | | | | | | | | | | 4.00 | | | |
| | | Clifty Farms | | | | | | | | | | | | 1.98 | |
| | Food City | Cook's | | | | | 1.38 | 1.08 | | | | | | | |
| | | Cook's | | | | | | 0.98 | | | | | | | w/ \$25 purchase; limit 1 |
| | | Best Choice | | 1.98 | 1.98 | | | | | | | | | | |
| | Food Fair | Food City | | 1.99 | 1.99 | | | 1.49 | 1.49 | | | | | | |
| | | Hormel Cure 81 | | | | | | | | | | 4.49 | | | |
| | | Kentucky Legend | | | | | | | | | | 4.49 | | | |
| | Food Giant | Superior | | | | | | | 1.99 | 2.19 | | | | | |
| | | Kentucky Legend | | | | | | | 3.99 | | | | | | |
| | | Walnut Creek | | 2.59 | | 2.59 | | | | | | | | | |
| | Food Lion | Cook's | | | | | | 1.19 | | | | | | | |
| | | Sugar Tree | | 1.49 | | | | | | | | | | | |
| | | Kentucky Legend | | | | | | | | | | 3.99 | | | |
| | Food Rite | Food Lion | | 1.79 | | | | | 1.17 | | | | | | |
| | | Smithfield | | 1.99 | | | | | 1.39 | | | | | | |
| | | Kentucky Legend | | | | | | | 3.99 | | 4.29 | | | | |
| | Foodland | Clifty Farms | | | | | | | | | | | | 1.99 | |
| | | Tripp | | | | | | | | | | | | 1.99 | |
| | | Cook's | | | | | | 0.99 | | | | | | | |
| | | Best Choice | | 1.79 | | | | | | | | | | | |
| Royal | | | | | | | | | | | 1.19 | | | | |
| John Morrell | | | | | | | | 2.79 | 2.79 | | | | | | |
| Superior | | | | | | | | 1.99 | 2.19 | | | | | | |
| Sugardale | | | | 2.19 | 1.99 | 2.19 | 1.49 | 1.49 | | 3.49 | | | | | |
| Hillshire Farm | | | 2.99 | | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS
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**Thanksgiving 2018
 CURED PORK**

| State | Supermarket | Label | Spiral Cut Hams Bone-in | | Semi-Boneless | | Bone-in Portions | | Boneless | | | Smoked Picnic | Ham Steak | Country Ham | Conditions | | |
|------------------------|---------------------|-----------------|----------------------------|------|---------------|------|------------------|-------|----------|------|------|------------------|--------------|----------------|------------|---------|--|
| | | | Whole | Half | Whole | Half | Butt | Shank | Whole | Half | 1/4 | bone-in | bone-in | | | | |
| KY (cont) | Fresh Encounter | Chief | | 3.99 | | | | | | | | | | | | | |
| | | Smithfield | | 1.99 | | | | | | | | | | | | | |
| | | Cumberland Gap | | | | | | | 1.99 | | | | | | | | |
| | | Kentucky Legend | | | | | | | | | | 4.99 | | | | | |
| | Fresh Thyme | Fresh Thyme | 1.99 | | | | | | | | | | | | | | |
| | | Galaxy Foods | | 1.98 | | | 1.18 | 1.18 | | | | 3.78 | | | | | |
| | Gordon Food | Kentucky Legend | | | | | | | | | | 3.98 | | | | | |
| | | IGA Houchen's | GFS | 2.29 | | | | | | | | | | | | | |
| | IGA Stores - OH/KY | IGA Houchen's | Hormel Cure 81 | | 1.99 | | | | | | | | | | | | |
| | | | Coon Creek | | | | | | | | | | | | 2.19 | | |
| | | Coon Creek | | | | | | | | | | | | 1.77 | limit 1 | | |
| | | Clifty Farms | | | | | | | | | | | | 2.19 | | | |
| | | Clifty Farms | | | | | | | | | | | | 1.77 | limit 1 | | |
| | | Kentucky Legend | | | | | | | 2.99 | | | | | | | | |
| | | Smithfield | | | | | 1.49 | 1.49 | | | | | | | | | |
| | | Cook's | | | | | 1.49 | 1.49 | | | | | | | | | |
| | | Best Choice | 1.99 | 1.99 | | | | | | | | | | | | | |
| | | Sugardale | | 1.99 | | | 1.79 | 1.59 | | | | | | 3.29 | | | |
| | IGA Stores SE | Kentucky Legend | | | | | | | 3.99 | 4.29 | 4.79 | | | | | | |
| | | Smithfield | | 1.98 | | | 1.18 | 1.18 | | | | 3.78 | | | | | |
| | Kroger Cincinnati | Kentucky Legend | | | | | | | | | | 3.98 | | | | | |
| | | Cook's | | | | | 1.39 | 1.39 | | | | | 2.99 | | | | |
| | Kroger Delta | Kroger | 1.69 | | | | | | | | | | | | | | |
| | | Kroger | 1.99 | | | | | | | | 1.69 | | | | | | |
| | Kroger Mid-Atlantic | Smithfield | | | | | | | | | | | | | | | |
| | | Kroger | 1.79 | | | | | | | | | | | | | | |
| | Kroger Mid-South | Cumberland Gap | | | | 1.99 | | | | | | | | | | | |
| | | Kentucky Legend | | | | | | | 2.99 | 2.99 | | | | | | | |
| | Kroger Nashville | Kroger | 1.79 | | | | | | | | | | | | | | |
| | | Smithfield | | | | | 1.49 | 1.49 | | | | | | | | | |
| Lucky's Market | Kentucky Legend | | | | | | | 3.49 | | | | | | | | | |
| | Kroger | 1.99 | | | | | | | | | | | | | | | |
| Meijer | Cook's | | | | | 1.49 | 1.49 | | | | | | | | | | |
| | Alexander & Hornung | | | | 1.99 | | | | | | | | | | | uncured | |
| Price Le\$\$ Foods IGA | Meijer | | 1.59 | | | 1.49 | 1.49 | | | | | | | | | | |
| | Clifty Farm | | 2.49 | | | | | | | | | | | | | 2.99 | |

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**Thanksgiving 2018
CURED PORK**

| State | Supermarket | Label | Spiral Cut Hams Bone-in | | Semi-Boneless | | Bone-in Portions | | Boneless | | | Smoked Picnic | Ham Steak | Country Ham | Conditions |
|---------------------|---------------------|-----------------|----------------------------|------|---------------|------|------------------|-------|----------|------|------|------------------|--------------|-----------------|--------------------------|
| | | | Whole | Half | Whole | Half | Butt | Shank | Whole | Half | 1/4 | bone-in | bone-in | | |
| KY <i>(cont)</i> | PW Houchens | Cook's | | 1.98 | 1.58 | | 1.58 | 1.38 | | | | | 2.98 | | |
| | | Hormel Cure 81 | | 1.98 | | | | | | | 3.98 | | | | |
| | | Kentucky Legend | | | | | | | | 3.58 | 3.98 | | | | |
| | | Best Choice | | 1.98 | | | | | | | | | | | |
| | Remke Markets | Sugardale | | | | | | 0.99 | | | | | | 3.49 | |
| | | n/i | | 3.99 | | | | | | | | | | | |
| | | Kentucky Legend | | | | | | | | | | 4.99 | | | |
| | | Cumberland Gap | | | | | | | | 1.99 | | | | | |
| | Ruler Foods | Smithfield | | 1.99 | | | | | | | | | | | |
| | | Kroger | 1.69 | | | | | | | | | | | | |
| | Save-a-Lot | Sugardale | | | | | 0.99 | | | | | | 2.79 | | |
| | Target | Archer Farms | 1.99 | | | | | | | | | | | | limit 2 |
| | TC Grocers | Ozark Pride | | | | | | | | 2.48 | | | | | |
| | | Kretschmar | | | | | | | | 2.48 | | | | | |
| | The Fresh Market | Cook's | | | | | | 1.39 | | | | | | | |
| | | n/i | 2.99 | | | | | | | 6.99 | | | | | spiral cut |
| | Trader Joe's | Trader Joe's | 4.99 | | | | | | | | | | | | antibiotic-free; uncured |
| | United Grocery | Sugar Tree | 1.49 | 0.98 | | | | | | | | | | | |
| | ValueMarket | Best Choice | 1.99 | 1.99 | | | | | | | | | | | |
| | | Kentucky Legend | | | | | | | | 3.69 | 3.69 | | | | |
| Walmart | Cook's | | | | | 1.49 | 1.39 | | | | | | | 1.99 | |
| | Clifty Farm | | | | | | | | | | | | | 1.99 | |
| Walmart | Harper's | | | | | | | | | | | | | | |
| Walmart | Sam's Choice | 1.98 | | | | | | | | | | | | | |
| WFM Mid-Atlantic | n/i | 5.99 | | | | | | | | | | | | antibiotic-free | |
| MS | AG of Baton Rouge | Smithfield | | 1.99 | | | 1.39 | 1.19 | | | | | | | |
| | | Bryan | | | | | | | 1.99 | | | | | | |
| | | John Morrell | | | 1.39 | | | | | | | | | | |
| | Corner Market | Frick's | | | | | 1.49 | 1.29 | | | | | | | |
| | | Polk's | | | | | | | 3.29 | | | | | | |
| | Dollar General Mrkt | Smithfield | 1.75 | | | | | | | | | | | | limit 1 |
| | | Kentucky Legend | | | | | | | | | 4.00 | | | | |
| | Food Giant | Cook's | | | | | | 1.19 | | | | | | | |
| | | Sugar Tree | 1.49 | | | | | | | | | | | | |
| | Froogle's Cost Plus | Kentucky Legend | | | | | | | | | 3.99 | | | | |
| Royal | | | | | | | | | | | 0.99 | | | | |
| | | Best Choice | 1.48 | | | | | | | | | | | | |

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**Thanksgiving 2018
CURED PORK**

| State | Supermarket | Label | Spiral Cut Hams Bone-in | | Semi-Boneless | | Bone-in Portions | | Boneless | | | Smoked Picnic | Ham Steak | Country Ham | Conditions |
|---------------------|--------------------|-----------------|-------------------------|------|---------------|------|------------------|-------|----------|------|------|---------------|-----------|-----------------|-----------------------|
| | | | Whole | Half | Whole | Half | Butt | Shank | Whole | Half | 1/4 | bone-in | bone-in | | |
| MS <i>(cont)</i> | Greer's Markets | Sugardale | | | 1.59 | 1.69 | | | | | | | | | |
| | | Hormel Cure 81 | 2.19 | | | | | | | | | | | | |
| | Kroger Delta | Kroger | 1.99 | | | | | | | | | | | | |
| | | Smithfield | | | | | | 1.69 | | | | | | | |
| | PW Houchens | Cook's | | 1.98 | 1.58 | | 1.58 | 1.38 | | | | | | 2.98 | |
| | | Hormel Cure 81 | | 1.98 | | | | | | | 3.98 | | | | |
| | | Kentucky Legend | | | | | | | | 3.58 | 3.98 | | | | |
| | | Best Choice | | 1.98 | | | | | | | | | | | |
| | Ramey's | Kentucky Legend | | | | | | | | | | | | 3.98 | |
| | | Cook's | | | | | 1.38 | 1.18 | | | | | | | |
| | | Smithfield | 1.98 | | | | | | | | | | | 2.98 | |
| | Rouses Market | Hormel Cure 81 | | 1.99 | | | | | | | | | | | |
| | | Sugardale | | | | | 1.37 | 1.17 | | | | | | | |
| | Save-a-Lot | Sugardale | | | | | | 0.99 | | | | | | 2.79 | |
| | Sullivan's Grocery | n/i | | | | | | | | | | 1.09 | | | |
| | | Sugardale | | | | | | | | | | | | | |
| | | Cook's | | | | | | 1.29 | | | | | | | |
| | | Hormel Cure 81 | | 1.99 | | | | 1.29 | | | | | | | |
| | Superlo Foods | Best Choice | 1.99 | | | | | | | | | | | | |
| | | Sugardale | | | | | | | | | | | | | |
| | Target | Archer Farms | 1.99 | | | | | | | | | | | | |
| | The Fresh Market | n/i | 2.99 | | | | | | | | 6.99 | | | | limit 2 spiral cut |
| | Vowell's | Kentucky Legend | | | | | | | | | | | | | |
| | Cook's | | | | | 1.39 | 1.19 | | | | | | | | |
| Walmart | Sam's Choice | 1.98 | | | | | | | | | | | | | |
| WFM South | n/i | 5.99 | | | | | | | | | | | | antibiotic-free | |
| | Nature's Rancher | 3.99 | | | | | | | | | | | | antibiotic-free | |
| Winn-Dixie | Smithfield | | 1.99 | | | 1.39 | 1.19 | | | | | | | limit 2 | |
| | Smithfield | | | | | | | | | | | | 2.99 | | |
| NC | Bi-Lo | Smithfield | | 1.79 | | | | 0.99 | | | | | | | limit 2 |
| | | Smithfield | | | | | | | | | | | 2.99 | | |
| | | Hormel Cure 81 | | | | | | | | 3.99 | 3.99 | | | | |
| | Carlie C's IGA | n/i | | | | | 1.28 | 1.28 | | | | 1.28 | | | |
| | | Vernon Manor | 1.58 | | | | | | | | | | | | |
| | | Ol Timey | | | | | 2.08 | 1.98 | | | | | | | |
| | Compare Foods | Cook's | | 2.49 | | | 1.49 | 1.39 | | | | | | | |
| | Sugardale | | 2.49 | | | 1.49 | 1.39 | | | | | | 3.99 | | |

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

**Thanksgiving 2018
 CURED PORK**

| State | Supermarket | Label | Spiral Cut Hams | | Semi-Boneless | | Bone-in Portions | | Boneless | | | Smoked | Ham | Country Ham | Conditions |
|--------------|----------------------|--------------------|---------------------|------|---------------|------|------------------|-------|----------|------|------|---------|---------|-------------|-----------------|
| | | | Bone-in | | Whole | Half | Butt | Shank | Whole | Half | 1/4 | Picnic | Steak | | |
| | | | Whole | Half | | | | | | | | bone-in | bone-in | | |
| NC (cont) | Earth Fare | Beeler's | 4.99 | | | | | | | | | | | | antibiotic-free |
| | Food Lion | Food Lion | 1.79 | | | | | 1.17 | | | | | | | |
| | | Smithfield | 1.99 | | | | | 1.39 | | | | | | | |
| | | Food Pride | n/i | | | | | | | | | 1.49 | | | |
| | | | Open Acres | 2.29 | | | | 1.29 | 0.99 | | | | | | |
| | | | Felt's | | | | | | | | | | | 2.49 | |
| | | Fresh Foods | Open Acres | | | | | 1.29 | 1.19 | | | | | | |
| | | | D.L Lee | | | | | | | | | 1.29 | | | |
| | | | n/i | 1.99 | | | | | | | | | | | |
| | | Galaxy Foods | Smithfield | | 1.98 | | | 1.18 | 1.18 | | | 3.78 | | | |
| | | | Kentucky Legend | | | | | | | | | 3.98 | | | |
| | | Great Valu Markets | Sugardale | 1.99 | | | | 1.39 | 1.19 | | | | | | |
| | | | Felt's | | | | | | | | | | | 2.49 | |
| | | Harris Teeter | Harris Teeter | | 1.99 | | | | | | | | | | |
| | | | HT Traders | | 2.29 | | | | | | | | | | |
| | | Harvey's | n/i | | 1.78 | | | 0.98 | 0.88 | | | | 1.38 | | |
| | | | Smithfield | | 1.78 | | | | | | | | | | |
| | | Hills Food Stores | Jamestown | | 1.29 | | | | | | | | | | |
| | | | Open Acres | | | | | 1.39 | 1.29 | | | | | | |
| | | IGA Food Stores | n/i | | | | | 1.19 | 1.09 | | | | 1.09 | | |
| | | | Smithfield | | | | | | | | | | | 2.99 | |
| | | IGA Stores SE | Smithfield | | 1.98 | | | 1.18 | 1.18 | | | 3.78 | | | |
| | | | Kentucky Legend | | | | | | | | | 3.98 | | | |
| | | Ingle's Markets | Smithfield | | | | | | 1.38 | | | | | | |
| | | | Hormel Cure 81 | | | | | | | 4.88 | 4.88 | 4.88 | | | |
| | | | Cade's Cover | | | 2.38 | | | | | | | | | |
| | | Just \$ave Foods | Smithfield | | 1.98 | | | 1.18 | 1.18 | | | 3.98 | | | |
| | | | Kentucky Legend | | | | | | | | | 3.98 | | | |
| | | Lidl | Preferred Selection | 1.89 | | | | | | | | 2.99 | | | |
| | | | n/i | 1.69 | | | | 0.99 | 0.99 | | | | | | |
| | Lowe's Foods | Frick's | | | | | 1.79 | 1.79 | | | | | | | |
| | | Smithfield Premium | 3.29 | | | | | | | | | | | | |
| | | Smithfield | 2.99 | | | | | | | | | | | | |
| | | Smokehouse | 2.49 | | | | | | 3.99 | | 4.99 | | 3.99 | | |
| | Piggly Wiggly Retail | Open Acres | | 1.99 | | 2.19 | 1.17 | 1.17 | | | | | | | |
| | | Smithfield | | 2.39 | | | | | | | 3.79 | | | | |
| | | Smithfield Premium | | 2.79 | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

**Thanksgiving 2018
CURED PORK**

prices in \$US per pound unless otherwise noted.

| State | Supermarket | Label | Spiral Cut Hams | | Semi-Boneless | | Bone-in Portions | | Boneless | | | Smoked Picnic | Ham Steak | Country Ham | Conditions | |
|---------------------|--|-----------------|------------------|------|---------------|------|------------------|-------|----------|------|------|---------------|-----------|-------------|--------------------------|--|
| | | | Bone-in | | Whole | Half | Butt | Shank | Whole | Half | 1/4 | bone-in | bone-in | | | |
| NC <i>(cont)</i> | Piggly Wiggly Retail <i>(continued)</i> | D.L. Lee | | | | | | | | | | 1.29 | | | | |
| | | Dan'l Boone | | | | | | | | | | | | 1.99 | | |
| | Piggly Wiggly Stores | Felt's | | | | | | | | | | | | 2.29 | | |
| | | Smithfield | | 1.78 | | | 1.19 | 0.98 | | | | | | | 1.98 | |
| | Publix | Publix | | 2.49 | 1.99 | 1.99 | | | 4.99 | | | | | | | |
| | Save-a-Lot | Sugardale | | | | | | 0.99 | | | | | 2.79 | | | |
| | Sprout's Market | Butcher Shop | 2.49 | | | | | | | | | | | | | |
| | Target | Archer Farms | 1.99 | | | | | | | | | | | | limit 2 | |
| | The Fresh Market | n/i | 2.99 | | | | | | | 6.99 | | | | | spiral cut | |
| | Trader Joe's | Trader Joe's | 4.99 | | | | | | | | | | | | antibiotic-free; uncured | |
| | United Grocery | Sugar Tree | 1.49 | 0.98 | | | | | | | | | | | | |
| | Walmart | Sam's Choice | 1.98 | | | | | | | | | | | | | |
| | WFM South | n/i | 5.99 | | | | | | | | | | | | antibiotic-free | |
| | | | Nature's Rancher | 3.99 | | | | | | | | | | | antibiotic-free | |
| SC | Bi-Lo | Smithfield | | 1.79 | | | | 0.99 | | | | | | | limit 2 | |
| | | Smithfield | | | | | | | | | | | 2.99 | | | |
| | Dollar General Mrkt | Hormel Cure 81 | | | | | | | | 3.99 | 3.99 | | | | | |
| | | Smithfield | 1.75 | | | | | | | | | | | | limit 1 | |
| | Earth Fare | Kentucky Legend | | | | | | | | | 4.00 | | | | | |
| | Food Lion | Beeler's | 4.99 | | | | | | | | | | | | antibiotic-free | |
| | Food Lion | Food Lion | 1.79 | | | | | 1.17 | | | | | | | | |
| | | Smithfield | 1.99 | | | | | 1.39 | | | | | | | | |
| | Galaxy Foods | Smithfield | | 1.98 | | | 1.18 | 1.18 | | | | 3.78 | | | | |
| | | Kentucky Legend | | | | | | | | | | 3.98 | | | | |
| | Harris Teeter | Harris Teeter | | 1.99 | | | | | | | | | | | | |
| | | HT Traders | | 2.29 | | | | | | | | | | | | |
| | Harvey's | n/i | | 1.78 | | | 0.98 | 0.88 | | | | 1.38 | | | | |
| | | Smithfield | | 1.78 | | | | | | | | | | | | |
| | Hills Food Stores | Jamestown | | 1.29 | | | | | | | | | | | | |
| | | Open Acres | | | | | 1.39 | 1.29 | | | | | | | | |
| | IGA Food Stores | n/i | | | | | 1.19 | 1.09 | | | | 1.09 | | | | |
| Smithfield | | | | | | | | | | | | 2.99 | | | | |
| IGA Stores SE | Smithfield | | 1.98 | | | 1.18 | 1.18 | | | | 3.78 | | | | | |
| | Kentucky Legend | | | | | | | | | | 3.98 | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS
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**Thanksgiving 2018
 CURED PORK**

| State | Supermarket | Label | Spiral Cut Hams Bone-in | | Semi-Boneless | | Bone-in Portions | | Boneless | | | Smoked Picnic | Ham Steak | Country Ham | Conditions | |
|---------------------|---------------------|---------------------|-------------------------|------|---------------|------|------------------|-------|----------|------|------|---------------|-----------|-------------|---|---------|
| | | | Whole | Half | Whole | Half | Butt | Shank | Whole | Half | 1/4 | bone-in | bone-in | | | |
| SC <i>(cont)</i> | Ingle's Markets | Smithfield | | | | | | 1.38 | | | | | | | | |
| | | Hormel Cure 81 | | | | | | | 4.88 | 4.88 | 4.88 | | | | | |
| | | Cade's Cover | | | 2.38 | | | | | | | | | | | |
| | Lidl | Preferred Selection | 1.89 | | | | | | | | 2.99 | | | | | |
| | | n/i | 1.69 | | | | 0.99 | 0.99 | | | | | | | | |
| | Lowe's Foods | Frick's | | | | | 1.79 | 1.79 | | | | | | | | |
| | | Smithfield Premium | 3.29 | | | | | | | | | | | | | |
| | | Smithfield | 2.99 | | | | | | | | | | | | | |
| | Kroger Atlanta | Smokehouse | 2.49 | | | | | | | 3.99 | | 4.99 | | 3.99 | | |
| | | Kroger | 2.49 | | | | | | | | | | | | | |
| | | Smithfield | | | | | | | 1.69 | | | | | | | |
| | Publix | Publix | | 2.49 | 1.99 | 1.99 | | | | 4.99 | | | | | | |
| | PW Carolina Co. | n/i | 1.79 | 1.79 | | | 1.39 | 1.39 | | | | | | | | |
| | Quality Foods | Smithfield | | 2.19 | | | 1.29 | 1.19 | | | | | | | | |
| | | Clifty Farm | | | | | | | | | | | | | 2.19 | |
| | | Kentucky Legend | | | | | | | | | 3.99 | | | | | |
| | Save-a-Lot | Sugardale | | | | | | 0.99 | | | | | 2.79 | | | |
| | Sprout's Market | Butcher Shop | 2.49 | | | | | | | | | | | | | |
| | Target | Archer Farms | 1.99 | | | | | | | | | | | | | |
| The Fresh Market | n/i | 2.99 | | | | | | | 6.99 | | | | | | limit 2 spiral cut antibiotic-free; uncured | |
| Trader Joe's | Trader Joe's | 4.99 | | | | | | | | | | | | | | |
| Walmart | Sam's Choice | 1.98 | | | | | | | | | | | | | | |
| WFM South | n/i | 5.99 | | | | | | | | | | | | | antibiotic-free | |
| | Nature's Rancher | 3.99 | | | | | | | | | | | | | antibiotic-free | |
| TN | Cash Saver | Cook's | | | | | | 1.03 | | | | | | | | |
| | | Clifty Farm | | | | | | | | | | | 1.75 | | | |
| | | Kentucky Legend | | | | | | | 2.55 | | | | | | | |
| | Cash Saver Memphis | Cook's | | | | | 1.08 | 1.08 | | | | | | | | |
| | | Ozark Pride | | | | | | | 2.15 | | | | | | | |
| | Cash Saver TC | Kretschmar | | | | | | | 2.15 | | | | | | | |
| | | n/i | 2.59 | | | | 1.69 | | | | | 1.89 | | | | |
| | Chappell's | Kentucky Legend | | | | | | | | | 4.49 | | | | | |
| | | Smithfield | 1.75 | | | | | | | | | | | | | |
| | Dollar General Mrkt | Kentucky Legend | | | | | | | | | | 4.00 | | | | limit 1 |
| Clifty Farms | | | | | | | | | | | | | | 1.98 | | |
| E.W. James | Cook's | | | | | 1.38 | 1.08 | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Thanksgiving 2018
CURED PORK

prices in \$US per pound unless otherwise noted.

| State | Supermarket | Label | Spiral Cut Hams Bone-in | | Semi-Boneless | | Bone-in Portions | | Boneless | | | Smoked Picnic | Ham Steak | Country Ham | Conditions | | |
|---------------------|----------------------------------|-----------------|----------------------------|------|---------------|------|------------------|-------|----------|------|------|------------------|--------------|----------------|------------|---------------------------|-----------------|
| | | | Whole | Half | Whole | Half | Butt | Shank | Whole | Half | 1/4 | bone-in | bone-in | | | | |
| TN <i>(cont)</i> | E.W. James <i>(continued)</i> | Cook's | | | | | | 0.98 | | | | | | | | w/ \$25 purchase; limit 1 | |
| | | Best Choice | 1.98 | 1.98 | | | | | | | | | | | | | |
| | | Earth Fare | 4.99 | | | | | | | | | | | | | | antibiotic-free |
| | Food City | Food City | 1.99 | 1.99 | | | | 1.49 | 1.49 | | | | | | | | |
| | | Hormel Cure 81 | | | | | | | | | | 4.49 | | | | | |
| | | Kentucky Legend | | | | | | | | | | 4.49 | | | | | |
| | | Food Country | Smithfield | | 1.99 | | | | | | | | | | | | |
| | | Hormel Cure 81 | | | | | | | | | 3.99 | 3.99 | | | | | |
| | Food Giant | Clifty Farm | | | | | | | | | | | | | 2.49 | | |
| | | Cook's | | | | | | | 1.19 | | | | | | | | |
| | | Sugar Tree | 1.49 | | | | | | | | | | | | | | |
| | Food Lion | Kentucky Legend | | | | | | | | | | 3.99 | | | | | |
| | | Food Lion | 1.79 | | | | | | 1.17 | | | | | | | | |
| | Food Rite | Smithfield | 1.99 | | | | | | 1.39 | | | | | | | | |
| | | Kentucky Legend | | | | | | | | 3.99 | | 4.29 | | | | | |
| | Gordon Food H.G. Hill | Clifty Farms | | | | | | | | | | | | | 1.99 | | |
| | | Tripp | | | | | | | | | | | | | 1.99 | | |
| | | Cook's | | | | | | | 0.99 | | | | | | | | |
| | | Best Choice | 1.79 | | | | | | | | | | | | | | |
| | | Royal | | | | | | | | | | | 1.19 | | | | |
| | | John Morrell | | | | | | | | 2.79 | 2.79 | | | | | | |
| | | GFS | 2.29 | | | | | | | | | | | | | | |
| | | Clifty Farms | | | | | | | | | | | | | 1.99 | | |
| | | Harper's | | | | | | | | | | | | | 1.99 | | |
| | | Kentucky Legend | | | | | | | | 2.89 | 3.59 | 3.99 | | | | | |
| | IGA Houchen's | Cook's | | | 1.49 | | 1.39 | 1.19 | | | | | | | | | |
| | | Best Choice | 1.99 | 1.99 | | | | | | | | | | | | | |
| | | Hormel Cure 81 | | 1.99 | | | | | | | | | | | | | |
| | | Coon Creek | | | | | | | | | | | | | 2.19 | | |
| | | Coon Creek | | | | | | | | | | | | | 1.77 | limit 1 | |
| Clifty Farms | | | | | | | | | | | | | | 2.19 | | | |
| Clifty Farms | | | | | | | | | | | | | | 1.77 | limit 1 | | |
| Kentucky Legend | | | | | | | | | 2.99 | | | | | | | | |
| Smithfield | | | | | | 1.49 | 1.49 | | | | | | | | | | |
| Cook's | | | | | | 1.49 | 1.49 | | | | | | | | | | |
| Best Choice | 1.99 | 1.99 | | | | | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

prices in \$US per pound unless otherwise noted.

**Thanksgiving 2018
CURED PORK**

| State | Supermarket | Label | Spiral Cut Hams Bone-in | | Semi-Boneless | | Bone-in Portions | | Boneless | | | Smoked Picnic bone-in | Ham Steak bone-in | Country Ham | Conditions |
|---------------------|------------------------|-----------------|-------------------------|------|---------------|------|------------------|-------|----------|------|------|-----------------------|-------------------|-------------|------------|
| | | | Whole | Half | Whole | Half | Butt | Shank | Whole | Half | 1/4 | | | | |
| TN <i>(cont)</i> | IGA Stores - OH/KY | Sugardale | | 1.99 | | | 1.79 | 1.59 | | | | | 3.29 | | |
| | | Kentucky Legend | | | | | | | 3.99 | 4.29 | 4.79 | | | | |
| | IGA Stores SE | Smithfield | | 1.98 | | | 1.18 | 1.18 | | | 3.78 | | | | |
| | | Kentucky Legend | | | | | | | | | 3.98 | | | | |
| | Ingle's Markets | Smithfield | | | | | | 1.38 | | | | | | | |
| | | Hormel Cure 81 | | | | | | | 4.88 | 4.88 | 4.88 | | | | |
| | Kroger Delta | Cade's Cover | | | | 2.38 | | | | | | | | | |
| | | Kroger | | 1.99 | | | | | | | | | | | |
| | Kroger Mid-Atlantic | Smithfield | | | | | | 1.69 | | | | | | | |
| | | Kroger | | 1.79 | | | | | | | | | | | |
| | Kroger Nashville | Cumberland Gap | | | | 1.99 | | | | | | | | | |
| | | Kentucky Legend | | | | | | | 3.49 | | | | | | |
| | Luckys Supermarket | Kroger | | 1.99 | | | | | | | | | | | |
| | | Cook's | | | | | 1.49 | 1.49 | | | | | | | |
| | | Cook's | | | | 1.59 | | 1.19 | | | | | 2.99 | | |
| | | Sugardale | | | | | | 1.19 | | | | | | | |
| | Osborne's | Clifty Farm | | | | | | | | | | | | 1.99 | |
| | | Best Choice | | 1.99 | | | | | | | | | | | |
| | | Kentucky Legend | | | | | | | | 3.49 | | | | | |
| | | Cook's | | | | 1.49 | | 1.29 | 1.29 | | | | | | |
| | Price Le\$\$ Foods IGA | Best Choice | | 1.79 | 1.79 | | | | | | | | | | |
| | | Clifty Farm | | | | | | | | | | | | 1.99 | |
| | | Kentucky Legend | | | | | | | 2.99 | 2.99 | | | | | |
| | | Clifty Farm | | | | | | | | | | | | 2.99 | |
| | Publix | Publix | | 2.49 | 1.99 | 1.99 | | | 4.99 | | | | | | |
| | Ruler Foods | Kroger | | 1.69 | | | | | | | | | | | |
| | Save-a-Lot | Sugardale | | | | | | 0.99 | | | | | 2.79 | | |
| n/i | | | 1.69 | | | | 0.99 | 0.99 | | | | | | | |
| Sprout's Market | Butcher Shop | | 2.49 | | | | | | | | | | | | |
| Superlo Foods | Best Choice | | 1.99 | | | | | | | | | | | | |
| | Sugardale | | | | | | | 1.19 | | | | | | | |
| Target | Archer Farms | | 1.99 | | | | | | | | | | | limit 2 | |
| TC Grocers | Ozark Pride | | | | | | | | 2.48 | | | | | | |
| | Kretschmar | | | | | | | | 2.48 | | | | | | |
| The Fresh Market | Cook's | | | | | | 1.39 | | | | | | | | |
| | n/i | | 2.99 | | | | | | 6.99 | | | | | spiral cut | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

**Thanksgiving 2018
CURED PORK**

prices in \$US per pound unless otherwise noted.

| State | Supermarket | Label | Spiral Cut Hams Bone-in | | Semi-Boneless | | Bone-in Portions | | Boneless | | | Smoked Picnic | Ham Steak | Country Ham | Conditions | |
|---------------------|--|-----------------|----------------------------|------|---------------|------|------------------|-------|----------|------|------|------------------|--------------|-----------------|--------------------------|--|
| | | | Whole | Half | Whole | Half | Butt | Shank | Whole | Half | 1/4 | bone-in | bone-in | | | |
| TN <i>(cont)</i> | Tietgen's | Best Choice | 1.79 | 1.79 | | | | | | | | | | 1.99 | antibiotic-free; uncured | |
| | | Cook's | | | 1.49 | | | | | | | | | | | |
| | | Kentucky Legend | | | | | | | 2.99 | 2.99 | | | | | | |
| | Trader Joe's United Grocery Walmart WFM South | Clifty Farms | | | | | | | | | | | | | | |
| | | Trader Joe's | 4.99 | | | | | | | | | | | | | |
| | | Sugar Tree | 1.49 | 0.98 | | | | | | | | | | | | |
| | | Sam's Choice | 1.98 | | | | | | | | | | | | | |
| | n/i | 5.99 | | | | | | | | | | | | antibiotic-free | | |
| | Nature's Rancher | 3.99 | | | | | | | | | | | | antibiotic-free | | |
| VA | Dollar General Mrkt | Smithfield | 1.75 | | | | | | | | | | | 2.49 | limit 1 | |
| | | Kentucky Legend | | | | | | | | | 4.00 | | | | antibiotic-free | |
| | Earth Fare | Beeler's | 4.99 | | | | | | | | | | | | | |
| | | Food City | 1.99 | 1.99 | | | 1.49 | 1.49 | | | | | | | | |
| | Food Country | Hormel Cure 81 | | | | | | | | | | 4.49 | | | | |
| | | Kentucky Legend | | | | | | | | | | 4.49 | | | | |
| | | Smithfield | | 1.99 | | | | | | | | | | | | |
| | Food Lion | Hormel Cure 81 | | | | | | | | | 3.99 | 3.99 | | | | |
| | | Clifty Farm | | | | | | | | | | | | | | |
| | Galaxy Foods | Food Lion | 1.79 | | | | | | | 1.17 | | | | | | |
| | | Smithfield | 1.99 | | | | | | | 1.39 | | | | | | |
| | Grant's Market | Smithfield | | 1.98 | | | 1.18 | 1.18 | | | | 3.78 | | | | |
| | | Kentucky Legend | | | | | | | | | | 3.98 | | | | |
| | Great Valu Markets | Hormel Cure 81 | 1.89 | | | | | | | | | | | | | |
| | | Smithfield | | | | | 1.19 | 1.19 | | | | | | | | |
| | Harris Teeter | n/i | | | | | | | 1.99 | | | | | | | |
| | | Sugardale | 1.99 | | | | 1.39 | 1.19 | | | | | | | | |
| | IGA Houchen's | Felt's | | | | | | | | | | | | | 2.49 | |
| | | Harris Teeter | | 1.99 | | | | | | | | | | | | |
| | IGA Houchen's | HT Traders | | 2.29 | | | | | | | | | | | | |
| Hormel Cure 81 | | | 1.99 | | | | | | | | | | | | | |
| Coon Creek | | | | | | | | | | | | | 2.19 | | | |
| Coon Creek | | | | | | | | | | | | | 1.77 | | | |
| Clifty Farms | | | | | | | | | | | | | 2.19 | | | |
| Clifty Farms | | | | | | | | | | | | | 1.77 | | | |
| IGA Houchen's | Kentucky Legend | | | | | | | 2.99 | | | | | | | | |
| | Smithfield | | | | | 1.49 | 1.49 | | | | | | | | | |

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

**Thanksgiving 2018
 CURED PORK**

| State | Supermarket | Label | Spiral Cut Hams | | Semi-Boneless | | Bone-in Portions | | Boneless | | | Smoked Picnic | Ham Steak | Country Ham | Conditions |
|---------------------|-------------------------------------|---------------------|-----------------|------|---------------|------|------------------|-------|----------|------|------|---------------|-----------|-------------|------------|
| | | | Whole | Half | Whole | Half | Butt | Shank | Whole | Half | 1/4 | bone-in | bone-in | | |
| VA <i>(cont)</i> | IGA Houchen's <i>(continued)</i> | Cook's | | | | | 1.49 | 1.49 | | | | | | | |
| | | Best Choice | 1.99 | 1.99 | | | | | | | | | | | |
| | IGA Stores SE | Smithfield | | 1.98 | | | 1.18 | 1.18 | | | 3.78 | | | | |
| | | Kentucky Legend | | | | | | | | | 3.98 | | | | |
| | Ingle's Markets | Smithfield | | | | | | 1.38 | | | | | | | |
| | | Hormel Cure 81 | | | | | | | 4.88 | 4.88 | 4.88 | | | | |
| | Kroger Mid-Atlantic | Cade's Cover | | | 2.38 | | | | | | | | | | |
| | | Kroger | 1.79 | | | | | | | | | | | | |
| | Lidl | Cumberland Gap | | | 1.99 | | | | | | | | | | |
| | | Preferred Selection | 1.89 | | | | | | | | 2.99 | | | | |
| | Lowe's Foods | n/i | 1.69 | | | | 0.99 | 0.99 | | | | | | | |
| | | Frick's | | | | | 1.79 | 1.79 | | | | | | | |
| | Martin's Food | Smithfield Premium | 3.29 | | | | | | | | | | | | |
| | | Smithfield | 2.99 | | | | | | | | | | | | |
| | | Smokehouse | 2.49 | | | | | | | 3.99 | 4.99 | | 3.99 | | |
| | | Hatfield | | | | | | | | 1.99 | | | | | |
| | | Berks | | | | | | | | 1.99 | | | | | |
| | | Kunzler | | | | | | | | 1.99 | | | | | |
| | Piggly Wiggly Stores | Giant | | 2.29 | | | | 1.19 | | | | | | | |
| | | Kentucky Legend | | | | | | | | | 3.99 | | | | |
| | | Smithfield | | 1.78 | | | 1.19 | 0.98 | | | | | | | |
| | Price Le\$\$ Foods IGA | n/i | | | | | | | | | | | | 1.98 | |
| | | Clifty Farm | | | | | | | | | | | | 2.99 | |
| | Piggly Wiggly Retail | Open Acres | | 1.99 | | 2.19 | 1.17 | 1.17 | | | | | | | |
| | | Smithfield | | 2.29 | | | | | | | 3.79 | | | | |
| | | Smithfield Premium | | 2.69 | | | | | | | | | | | |
| | | D.L. Lee | | | | | | | | | | 1.29 | | | |
| | Publix | Dan'l Boone | | | | | | | | | | | | 1.99 | |
| | | Felt's | | | | | | | | | | | | 2.29 | |
| | Publix | Publix | | 2.49 | 1.99 | 1.99 | | | 4.99 | | | | | | |
| Smithfield | | | 1.78 | | | 1.19 | 0.98 | | | | | | | | |
| PW Stores | Smithfield | | | | | | | | | | | | | | |
| | Signature Select | 1.99 | | | | | | 3.49 | 2.99 | | | | | | |
| Safeway Eastern | Smithfield | | 2.99 | | | 1.69 | 1.69 | | | | | | | | |
| | Hormel Cure 81 | 2.69 | | | | | | | | | | | | | |
| Save-a-Lot | Sugardale | | | | | | 0.99 | | | | | 2.79 | | | |
| | Superior | | | | | | | 2.49 | 2.69 | | | | | | |
| Shop'n Save | Superior | | | | | | | | | | | | | | |
| | Sugardale | | | 1.99 | 2.19 | | | | | 3.49 | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

**Thanksgiving 2018
CURED PORK**

prices in \$US per pound unless otherwise noted.

| State | Supermarket | Label | Spiral Cut Hams Bone-in | | Semi-Boneless | | Bone-in Portions | | Boneless | | | Smoked Picnic | Ham Steak | Country Ham | Conditions |
|---------------------|-----------------------------------|-----------------|-------------------------|------|---------------|------|------------------|-------|----------|------|------|---------------|-----------|---------------------|--------------------------|
| | | | Whole | Half | Whole | Half | Butt | Shank | Whole | Half | 1/4 | bone-in | bone-in | | |
| VA <i>(cont)</i> | Shop'n Save <i>(continued)</i> | Smithfield | | 2.99 | | | | | | | | | | | |
| | | Silver Star | | 3.49 | 3.49 | 3.69 | | | 3.79 | 3.99 | | | | | |
| | | Hillshire Farm | | 2.99 | | | | | | | | | | | |
| | Shoppers | Smithfield | | 1.99 | | | | | | | | | | | |
| | | Smithfield | | | | | 0.99 | 0.99 | | | | | | | limit 1 |
| | Shoppers Value | Hormel Cure 81 | | 1.79 | | | | | | | | | | | |
| | | Clifty Farm | | | | | | | | | | | | | 1.69 |
| | | n/i | | 1.47 | | | | | | | | | | | |
| | Target | Archer Farms | 1.99 | | | | | | | | | | | | limit 2 |
| | The Fresh Market | n/i | 2.99 | | | | | | 6.99 | | | | | | spiral cut |
| | Trader Joe's | Trader Joe's | 4.99 | | | | | | | | | | | | antibiotic-free; uncured |
| | Walmart | Sam's Choice | 1.98 | | | | | | | | | | | | |
| | Wegmans | Wegmans | 1.99 | 1.99 | | | | | | | 3.99 | 4.99 | | 3.69 | |
| | | Signature | | 5.99 | | | | | | | | | | | |
| | | Sugardale | | | | | | | | | | | | 4.19 | |
| n/i | | | | | | 0.25 | 0.25 | | | | | | | w/ point redemption | |
| Weis Markets | John F Martin | | | | | | | 0.99 | | | | | | w/ point redemption | |
| | Weis | 0.99 | | | | | | | | | | | | w/ point redemption | |
| WFM Mid-Atlantic | n/i | 5.99 | | | | | | | | | | | | antibiotic-free | |
| WV | Food Fair | Superior | | | | | | | 1.99 | 2.19 | | | | | |
| | | Kentucky Legend | | | | | | | 3.99 | | | | | | |
| | | Walnut Creek | 2.59 | | 2.59 | | | | | | | | | | |
| | Food Lion | Food Lion | 1.79 | | | | | | | 1.17 | | | | | |
| | | Smithfield | 1.99 | | | | | | | 1.39 | | | | | |
| | Foodland | Superior | | | | | | | 1.99 | 2.19 | | | | | |
| | | Sugardale | | 2.19 | 1.99 | 2.19 | 1.49 | 1.49 | | | | | | 3.49 | |
| | | Smithfield | | 2.99 | | | | | | | | | | | |
| | Galaxy Foods | Hillshire Farm | | 2.99 | | | | | | | | | | | |
| | | Smithfield | | 1.98 | | | 1.18 | 1.18 | | | | 3.78 | | | |
| | Giant Eagle | Kentucky Legend | | | | | | | | | | 3.98 | | | |
| | | Giant Eagle | | 2.39 | 1.69 | 1.89 | | | 2.39 | 2.69 | | | | | |
| | | Sugardale | | 2.59 | | | 1.59 | 1.59 | | | | | | | |
| | Grant's Market | Hillshire Farm | | 3.59 | | | | | | | | | | | |
| | | Hormel Cure 81 | 1.89 | | | | | | | | | | | | |
| Smithfield | | | | | | 1.19 | 1.19 | | | | | | | | |
| | n/i | | | | | | | 1.99 | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

**Thanksgiving 2018
CURED PORK**

prices in \$US per pound unless otherwise noted.

| State | Supermarket | Label | Spiral Cut Hams Bone-in | | Semi-Boneless | | Bone-in Portions | | Boneless | | | Smoked Picnic | Ham Steak | Country Ham | Conditions | |
|-----------------|----------------------|-----------------|----------------------------|------|---------------|------|------------------|-------|----------|------|------|------------------|--------------|----------------|--------------------------|--|
| | | | Whole | Half | Whole | Half | Butt | Shank | Whole | Half | 1/4 | bone-in | bone-in | | | |
| WV (cont) | IGA Stores SE | Smithfield | | 1.98 | | | 1.18 | 1.18 | | | 3.78 | | | | | |
| | | Kentucky Legend | | | | | | | | | 3.98 | | | | | |
| | Kroger Columbus | Sugardale | | | | | | 1.29 | | | | | | | | |
| | | Kroger | 1.79 | | | | | | | | | | | | | |
| | Kroger Mid-Atlantic | Cumberland Gap | | | 1.99 | | | | | | | | | | | |
| | | Kroger | 1.79 | | | | | | | | | | | | | |
| | Martin's Food | Cumberland Gap | | | 1.99 | | | | | | | | | | | |
| | | Hatfield | | | | | | | 1.99 | | | | | | | |
| | | Berks | | | | | | | 1.99 | | | | | | | |
| | Piggly Wiggly Stores | Kunzler | | | | | | | 1.99 | | | | | | | |
| | | Giant | | 2.29 | | | | 1.19 | | | | | | | | |
| | | Kentucky Legend | | | | | | | | 3.99 | | | | | | |
| | Riesbeck's | Smithfield | | 1.78 | | | 1.19 | 0.98 | | | | | | | 1.98 | |
| | | n/i | | | | | | | | | | | | | | |
| | Save-a-Lot | Best Choice | | 1.99 | | | | | | | | | | | | |
| | | Sugardale | | | | | | | 0.99 | | | | | 2.79 | | |
| | Shop'n Save | Superior | | | | | | | | 2.49 | 2.69 | | | | | |
| | | Sugardale | | | 1.99 | 2.19 | | | | | 3.49 | | | | | |
| | Shoppers Value | Smithfield | | 2.99 | | | | | | | | | | | | |
| | | Silver Star | | 3.49 | 3.49 | 3.69 | | | 3.79 | 3.99 | | | | | | |
| | | Hillshire Farm | | 2.99 | | | | | | | | | | | | |
| | | Clifty Farm | | | | | | | | | | | | | 1.69 | |
| | | n/i | | 1.47 | | | | | | | | | | | | |
| Sparkle Markets | Sugardale | | 2.49 | | | | | | | | | | | | | |
| Target | Archer Farms | 1.99 | | | | | | | | | | | | | | |
| Trader Joe's | Trader Joe's | 4.99 | | | | | | | | | | | | | limit 2 | |
| Walmart | Sam's Choice | 1.98 | | | | | | | | | | | | | antibiotic-free; uncured | |
| Weis Markets | n/i | | | | | 0.25 | 0.25 | | | | | | | | w/ point redemption | |
| | John F Martin | | | | | | | 0.99 | | | | | | | w/ point redemption | |
| | Weis | 0.99 | | | | | | | | | | | | | w/ point redemption | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

**Thanksgiving 2018
CURED PORK**

prices in \$US per pound unless otherwise noted.

| State | Supermarket | Label | Spiral Cut Hams | | Semi-Boneless | | Bone-in Portions | | Boneless | | | Smoked Picnic | Ham Steak | Country Ham | Conditions | |
|--|---------------------|--------------------|-----------------|------|---------------|------|------------------|-------|----------|------|------|---------------|-----------|-------------|------------|--|
| | | | Whole | Half | Whole | Half | Butt | Shank | Whole | Half | 1/4 | | | | | |
| MIDWESTERN U.S. - IA,IL,IN,MI,MN,ND,NE,OH,SD,WI | | | | | | | | | | | | | | | | |
| IA | AW Grocers | Cook's | | | | | 1.49 | 1.29 | | | | | | | | |
| | | Farmland | | | | | | | 2.79 | 2.79 | | | | | | |
| | | Best Choice | 1.79 | 1.79 | | | | | | | | | | | | |
| | | John Morrell | | | 1.99 | | | | | | | | | | | |
| | | Hormel Cure 81 | 1.99 | 1.99 | | | | | | | | | | | | |
| | | Hormel Cure 81 | | 1.88 | | | | | | 2.98 | 2.98 | | | | | |
| | Brothers Market | Sugardale | | | 1.89 | | 1.68 | 1.48 | | | | | | | | |
| | | Cook's | | | 1.69 | 1.69 | | | | | | | | 2.99 | | |
| | | Farmland | | | | | | | | | 3.99 | | | | | |
| | | Best Choice | | 1.99 | | | | | | | | | | | | |
| | | Smithfield Premium | | 2.99 | | | | | | | | | | | | |
| | | Hormel Cure 81 | | | | | | | | 3.99 | 3.99 | | | | | |
| | Family Fare | Kretschmar | | | | | | | | 2.99 | 2.99 | | | | | |
| | | Best Choice | 1.99 | 1.99 | | | | | | | | | | | | |
| | Family Foods | John Morrell | | | 3.49 | 3.49 | | | | | 3.49 | | | | | |
| | | Open Acres | | 2.29 | | | 1.59 | 1.29 | | | | | | | | |
| | Fareway | Smithfield | 2.99 | | | | | | | | | | | | | |
| | | Cloverdale | | | | | | | | | 3.69 | | | | | |
| | | Fareway | | | | | | | 2.99 | 2.99 | | | | | | |
| | | Webster City | | | 2.99 | | | | | | | | | | | |
| | Fishers Jack & Jill | Sugardale | 1.99 | | | | | | | | | | | | | |
| | | Open Acres | | 2.29 | | | | | | | | | | | | |
| | Food Pride | Smithfield Premium | | 2.99 | | | | | | | | | | | | |
| | | Open Acres | | 2.29 | | | 1.29 | 1.09 | | | | | | | | |
| | | Smithfield | 2.99 | | | | | | | | | | | | | |
| | Fresh Thyme | Cloverdale | | | | | | | | | 3.69 | | | | | |
| Fresh Thyme | | 1.99 | | | | | | | | | | | | | | |
| Hometown Foods | Cook's | | | | | 1.59 | 1.29 | | | | | | | | | |
| | Hormel Cure 81 | | | | | | | | | 3.88 | | | | | | |
| | Hillshire Farm | | | | 2.39 | | | | | | | | | | | |
| | Best Choice | | 1.88 | | | | | | | | | | | | | |
| Hy-Vee | Hormel Cure 81 | | 2.48 | | | | | 3.99 | | | | | | | | |
| | Cook's | | | | 1.99 | | | | | | | | | | | |
| | Frick's | | | | | 1.98 | 1.98 | | | | | | | | | |
| | Hy-Vee | 2.19 | 2.39 | | | | | | | | | | 2.99 | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

**Thanksgiving 2018
CURED PORK**

prices in \$US per pound unless otherwise noted.

| State | Supermarket | Label | Spiral Cut Hams Bone-in | | Semi-Boneless | | Bone-in Portions | | Boneless | | | Smoked Picnic | Ham Steak | Country Ham | Conditions | | | |
|---------------------|----------------|---------------------|----------------------------|------|---------------|------|------------------|-------|----------|------|------|------------------|--------------|----------------|------------|--|---------|------|
| | | | Whole | Half | Whole | Half | Butt | Shank | Whole | Half | 1/4 | bone-in | bone-in | | | | | |
| IA <i>(cont)</i> | Jewel-Osco | Cook's | | 2.49 | | | 1.49 | 1.29 | | | | | | | | | | |
| | | Frick's | | | | 1.99 | 1.49 | 1.29 | | | | | | | | | | |
| | | Smithfield | 3.99 | | | | | | | | | | | | | | | |
| | Lucky's Market | Alexander & Hornung | | | | 1.99 | | | | | | | | | | | uncured | |
| | | Maynard's | | | | | | | 1.49 | 1.29 | | | | 3.49 | | | | |
| | | Sugardale | | | | | | | | | | | | | | | | |
| | | Hormel Cure 81 | | 2.19 | | | | | | | 3.99 | 3.99 | | | | | | |
| | | Cook's | | | | | | | 1.39 | 1.19 | | | | | | | | |
| | | John Morrell | | | | 1.79 | 1.99 | | | | | | | | | | | |
| | | Kretschmar | | | | | | | | | 2.69 | 2.69 | | | | | | |
| | | Smithfield | | 2.19 | | | | | | | | | | | | | | |
| | | Open Acres | | 1.99 | | | | | | | | | | | | | | |
| | No Frills | John Morrell | | | | 3.49 | 3.49 | | | | | | | | | | | |
| | | Price Chopper | | | | | | | | 1.79 | | | | | | | | |
| | | Cook's | | | | | | | | | | | | | | | | |
| | | Farmland | | | | | | | | | 3.49 | | | | | | | |
| | | Frick's | | | | | | | | | 3.49 | 3.49 | | | | | | |
| | | Smithfield | 2.99 | 2.99 | | | | | | | | | 3.49 | | | | | |
| | | Smithfield Premium | | 3.19 | | | | | | | | | | | | | | |
| | | Quillin's | | | | | | | 0.99 | 0.99 | | | | | | | limit 2 | |
| | | John Morrell | | | | 1.99 | 2.19 | | | | | | | | | | | |
| | | Smithfield | | | | | | | | | | | 2.99 | | | | | |
| | Russ's Market | Hormel Cure 81 | 1.99 | 1.99 | | | | | | | 3.49 | | | | | | | |
| | | Cedar Hollow | | | | | | | | | | | 2.99 | | | | local | |
| | Save-a-Lot | Sugardale | | | | | | | 0.99 | | | | | | | | 2.79 | |
| | Schnuck's | Frick's | | | | 2.99 | | | 1.99 | 1.79 | 3.99 | | | | | | | 4.29 |
| | | Double G | | | | 2.99 | | | | | | | | | | | | |
| | | Kretschmar | | | | | | | | | 3.49 | | | | | | | 4.29 |
| | | Cook's | | | | | | | | | | | | | | | | |
| | | Schnuck's | 2.49 | | | | | | | | | | | | | | | |
| Cook's | | | | | | | | 0.99 | 0.99 | | | | | | | | | |
| Sunshine Foods | Hormel Cure 81 | 1.77 | | | | | | | | | | | | | | | | |
| | Kretschmar | | | | | | | | | | | 2.99 | | | | | | |
| Super Saver | Best Choice | 1.68 | 1.68 | | | | | | | | | | | | | | | |
| | Cook's | | | | | | | 1.28 | 0.98 | | | | | | | | 2.98 | |
| | Hormel Cure 81 | | | | | | | | | 3.48 | 3.48 | | | | | | | |
| | Cedar Hollow | | | | | | | | | | | 2.98 | | | | | | |
| | Target | Archer Farms | 1.99 | | | | | | | | | | | | | | limit 2 | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

prices in \$US per pound unless otherwise noted.

**Thanksgiving 2018
CURED PORK**

| State | Supermarket | Label | Spiral Cut Hams Bone-in | | Semi-Boneless | | Bone-in Portions | | Boneless | | | Smoked Picnic | Ham Steak | Country Ham | Conditions |
|---------------------|------------------|--------------------|----------------------------|------|---------------|------|------------------|-------|----------|------|------|------------------|--------------|----------------|--------------------------|
| | | | Whole | Half | Whole | Half | Butt | Shank | Whole | Half | 1/4 | bone-in | bone-in | | |
| IA <i>(cont)</i> | Thriftway Stores | Cook's | | | 1.69 | 1.69 | | | | | | | 2.99 | | |
| | | Smithfield | | 2.69 | | | | | | | | | | | |
| | | Smithfield Premium | | 2.99 | | | | | | | | | | | |
| | | Farmland | | | | | | | | | 3.99 | | | | |
| | | Kretschmar | | | | | | | | 2.99 | 2.99 | | | | |
| | | Hormel Cure 81 | | | | | | | | 3.99 | 3.99 | | | | |
| | Best Choice | 1.89 | 1.89 | | | | | | | | | | | | |
| | Trader Joe's | 4.99 | | | | | | | | | | | | | antibiotic-free; uncured |
| Walmart | Sam's Choice | 1.98 | | | | | | | | | | | | | |
| WFM Midwest | n/i | 3.99 | 7.99 | | | | | | | | | | | | antibiotic-free |
| IL | Angelo Caputo's | Frick's | | | | | 1.49 | 1.29 | | | | | | | |
| | | Sugardale | | | | | | | | | | | 2.49 | | |
| | | Kentucky Legend | | | | | | | | 3.99 | 4.29 | 4.69 | | | |
| | | Hillshire Farm | 2.69 | 2.89 | 2.69 | | | | | | | | | | |
| | | Best Choice | | 1.99 | | | | | | | | | | | |
| | AW Grocers | Romana | 3.79 | | | | | | | | | | | | |
| | | Cook's | | | | | 1.49 | 1.29 | | | | | | | |
| | | Farmland | | | | | | | 2.79 | 2.79 | | | | | |
| | | Best Choice | 1.79 | 1.79 | | | | | | | | | | | |
| | | John Morrell | | | 1.99 | | | | | | | | | | |
| | Berkot's | Hormel Cure 81 | 1.99 | 1.99 | | | | | | | | | | | |
| | | Best Choice | 1.99 | 1.99 | | | | | | | | | | | |
| | | Berkot's | | | 3.69 | 3.99 | | | | | | | | | |
| | | Sugardale | | 2.49 | | | 1.49 | 1.49 | | | | | | | |
| | | Cook's | | | | | 1.49 | 1.49 | | | | | | | |
| | Borowiak's IGA | Kentucky Legend | | | | | | | 3.99 | 3.99 | | | | | |
| | | Hillshire Farm | | 2.49 | 2.79 | | | | | | | | | | |
| | | Cumberland Gap | | | 1.88 | 1.98 | | | | | | | | | |
| | | EMGE | | | | | | | 3.89 | 3.99 | | | | | |
| | | Kretschmar | | | | | | | 1.88 | | | | | | |
| Brookhaven | Frick's | | | | | 1.19 | 1.19 | 3.49 | 2.99 | 3.49 | | | | | |
| | Hillshire Farm | | 1.99 | | | | | | | | | | | | |
| Butera Market | Sugardale | | | | | 1.49 | 1.29 | | | | | | | | |
| | Smithfield | 1.99 | | | | | | | | | | | | | |
| County Market NFI | Frick's | | | 1.99 | | 1.79 | 1.59 | | | | | | 3.99 | | |
| | Kretschmar | 2.39 | | | | | | 2.49 | | | | | | | |
| | Kentucky Legend | | | | | | | | | 3.99 | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

**Thanksgiving 2018
CURED PORK**

prices in \$US per pound unless otherwise noted.

| State | Supermarket | Label | Spiral Cut Hams Bone-in | | Semi-Boneless | | Bone-in Portions | | Boneless | | | Smoked Picnic | Ham Steak | Country Ham | Conditions |
|---------------------|---|--------------------|-------------------------|------|---------------|------|------------------|-------|----------|------|------|---------------|-----------|-------------|------------|
| | | | Whole | Half | Whole | Half | Butt | Shank | Whole | Half | 1/4 | | | | |
| IL <i>(cont)</i> | County Market NFI <i>(continued)</i> | Double G | | | | | | | | 3.29 | 3.49 | | | | |
| | | Corn Top | | | 1.99 | | | | | | | | | | |
| | Cub Foods | Indiana Kitchen | | 3.49 | | | | | | | | | | | |
| | | Smithfield | 1.99 | | | | 1.69 | 1.69 | | | | | | | |
| | Dierberg's | Hormel Cure 81 | | 1.79 | | | | | | 3.99 | 3.99 | | | | |
| | | Hillshire Farm | | 3.29 | | | | | | | | | | | |
| | Fairplay Foods | Hormel Cure 81 | | 2.97 | | | | | | | | | | | |
| | | Cook's | | 1.99 | 1.69 | | 1.39 | 1.29 | | | | | | | |
| | | Sugardale | | 1.99 | 1.69 | | 1.39 | 1.29 | | | | | | | |
| | Fareway | Hillshire Farms | 2.49 | | 2.49 | 2.49 | | | | | | | | | |
| | | Kentucky Legend | | | | | | | 3.79 | 3.79 | 3.99 | | | | |
| | | Fareway | | | | | | | 2.99 | 2.99 | | | | | |
| | | Webster City | | | 2.99 | | | | | | | | | | |
| | Fishers Jack & Jill | Sugardale | 1.99 | | | | | | | | | | | | |
| | | Open Acres | | 2.29 | | | | | | | | | | | |
| | Food 4 Less | Smithfield Premium | | 2.99 | | | | | | | | | | | |
| | | Cook's | | | | | 1.59 | 1.59 | | | | | | | |
| | Food Pride | Hormel Cure 81 | 2.49 | | | | | | | | | | | | |
| | | Open Acres | | 2.29 | | | 1.29 | 1.09 | | | | | | | |
| | Fresh Thyme | Smithfield | 2.99 | | | | | | | | | | | | |
| | | Cloverdale | | | | | | | | | 3.69 | | | | |
| | | Fresh Thyme | 1.99 | | | | | | | | | | | | |
| | Garden Fresh Market | Sugardale | | | | | 1.48 | | | | | | | | |
| | Gordon Food | GFS | 2.29 | | | | | | | | | | | | |
| | Heinen's | Heinen's | 4.99 | | | | | | | | | | | | |
| | Hy-Vee | Hormel Cure 81 | | 2.48 | | | | | | 3.99 | | | | | |
| | | Cook's | | | | 1.99 | | | | | | | | | |
| | IGA Houchen's | Frick's | | | | | 1.98 | 1.98 | | | | | | | |
| | | Hy-Vee | 2.19 | 2.39 | | | | | | | | | 2.99 | | |
| | | Hormel Cure 81 | | 1.99 | | | | | | | | | | | |
| Coon Creek | | | | | | | | | | | | | 2.19 | | |
| Coon Creek | | | | | | | | | | | | | 1.77 | limit 1 | |
| Clifty Farms | | | | | | | | | | | | | 2.19 | | |
| Kentucky Legend | Clifty Farms | | | | | | | | | | | | 1.77 | limit 1 | |
| | Kentucky Legend | | | | | | | 2.99 | | | | | | | |
| | Smithfield | | | | | 1.49 | 1.49 | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

prices in \$US per pound unless otherwise noted.

**Thanksgiving 2018
CURED PORK**

| State | Supermarket | Label | Spiral Cut Hams | | Semi-Boneless | | Bone-in Portions | | Boneless | | | Smoked Picnic | Ham Steak | Country Ham | Conditions |
|------------------------|-------------------------------------|-----------------|-----------------|------|---------------|------|------------------|-------|----------|------|------|---------------|-----------|-----------------|------------------------|
| | | | Bone-in | | Whole | Half | Butt | Shank | Whole | Half | 1/4 | bone-in | bone-in | | |
| IL <i>(cont)</i> | IGA Houchen's <i>(continued)</i> | Cook's | | | | | 1.49 | 1.49 | | | | | | | |
| | | Best Choice | 1.99 | 1.99 | | | | | | | | | | | |
| | IGA Stores IL/IN | Kretschmar | 2.69 | | | | | | 2.49 | 2.49 | | | | | |
| | | Frick's | | | | | 1.89 | 1.69 | | | | | | | |
| | Jewel-Osco | Kentucky Legend | | | | | | | 3.99 | 3.99 | | | | | |
| | | Cook's | | 2.49 | | | 1.49 | 1.29 | | | | | | | |
| | | Frick's | | | 1.99 | | 1.49 | 1.29 | | | | | | | |
| | Kirby Foods IGA | Smithfield | 3.99 | | | | | | | | | | | | |
| | | Kretschmar | 2.69 | | | | | | 2.49 | 2.48 | | | | | |
| | | Frick's | | | | | 1.89 | 1.69 | | | | | | | |
| | Kroger Central | Kentucky Legend | | | | | | | 3.99 | 3.99 | | | | | |
| | | Cook's | | | | | | | | | | | 2.99 | | |
| | | Kroger | 1.69 | | | | | | | | | | | | w/ store card; limit 1 |
| | Kroger Mid-South | Sugardale | | | | | | 1.19 | | | | | | | |
| | | Kentucky Legend | | | | | | | 2.99 | 2.99 | | | | | |
| | | Kroger | 1.79 | | | | | | | | | | | | |
| | La Chiquita | Smithfield | | | | | 1.49 | 1.49 | | | | | | | |
| | | Cook's | 1.98 | | | | 1.38 | 1.38 | | | | | | | |
| | Mariano's | Roundy's | | 3.99 | | | | | | | | | | | |
| | Meijer | Cook's | | 1.59 | | | 1.49 | 1.49 | | | | | | | |
| | | Meijer | | 2.49 | | | | | | | | | | | |
| | Pete's Market | Smithfield | 2.49 | | | | 1.39 | 1.19 | | | | | | | |
| | | Kentucky Legend | | | | | | | | 3.99 | 3.99 | | | | |
| | | Sugardale | 2.69 | | | | | | | | | | | | |
| | Piggly Wiggly MW | Cook's | 2.69 | | | | | | | | | | | | |
| | | Badger | | | | | | | 2.99 | 3.99 | | | | | |
| | | Sugardale | | | | | 1.49 | 1.29 | | | | | | | |
| | Plum Market | Smithfield | | 1.99 | | | | | | | | | | | |
| Alexander & Hornung | | | 2.99 | | | | | | | | | | | | |
| Dearborn | | | 4.99 | | | | | | | | | | | | |
| Price Le\$\$ Foods IGA | Niman Ranch | 5.99 | | | | | | | | | | | | antibiotic-free | |
| | Clifty Farm | | | | | | | | | | | | 2.99 | | |
| Ruler Foods | Kroger | 1.69 | | | | | | | | | | | | | |
| Save-a-Lot | Sugardale | | | | | | 0.99 | | | | | 2.79 | | | |
| Schnuck's | Frick's | | | 2.99 | | 1.99 | 1.79 | 3.99 | | | | 4.29 | | | |
| | Double G | | | 2.99 | | | | | | | | | | | |
| | Kretschmar | | | | | | | 3.49 | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

prices in \$US per pound unless otherwise noted.

**Thanksgiving 2018
CURED PORK**

| State | Supermarket | Label | Spiral Cut Hams | | Semi-Boneless | | Bone-in Portions | | Boneless | | | Smoked Picnic | Ham Steak | Country Ham | Conditions | |
|---------------------|---|-----------------|-----------------|------|---------------|------|------------------|-------|----------|------|-----|---------------|-----------|-------------|-----------------------|--------------------------|
| | | | Bone-in | | Whole | Half | Butt | Shank | Whole | Half | 1/4 | | | | | |
| IL <i>(cont)</i> | Schnuck's <i>(continued)</i> Shop & Save Market | Cook's | | | | | | | | | | | 4.29 | | | |
| | | Schnuck's | 2.49 | | | | | | | | | | | | | |
| | Sullivan's Foods | Double G | | | | | 1.49 | 1.29 | | | | | | | | |
| | | Hillshire Farm | | 2.99 | | | | | | | | | | | | |
| | | Kentucky Legend | | | | | | | 4.29 | 4.29 | | | | | | |
| | | Cook's | | | 1.49 | | 1.29 | 1.09 | | | | | | | | |
| | Sunset Foods | Best Choice | 1.99 | | | | | | | | | | | | | |
| | | Kentucky Legend | | | | | | | 3.79 | 3.99 | | | | | | |
| | | Hillshire Farm | | | 2.99 | 2.99 | | | | | | | | | | |
| | Target | Archer Farms | 1.99 | | | | | | | | | | | | | |
| | The Fresh Market | n/i | 2.99 | | | | | | 6.99 | | | | | | limit 2 spiral cut | |
| | Tony's Fresh Mrkt | Cook's | | 2.49 | | | | | | 0.99 | | | | | | |
| | | Smithfield | 2.49 | | | | | | | | | | | | | |
| | | Sugardale | | 2.49 | | | | | | | | | | | | |
| | | Hormel Cure 81 | | 2.49 | | | | | | | | | | | | |
| | | Hillshire Farm | | 2.99 | | | | | | | | | | | | |
| | Trader Joe's Valli Produce | Trader Joe's | 4.99 | | | | | | | | | | | | | antibiotic-free; uncured |
| | | Double G | | | | | 1.49 | 1.29 | | | | | | | | |
| | | Sugardale | | | | | | | | | | | 1.99 | | | |
| | Walmart | Hillshire Farm | 2.49 | 1.99 | | | | | | | | | | | | |
| Walt's Food Cntr | Sam's Choice | 1.98 | | | | | | | | | | | | | | |
| | Hillshire Farm | | 2.69 | 2.49 | | | | | | | | | | | | |
| | Sugardale | | 1.99 | | | 1.39 | 1.19 | | | | | | | | | |
| WFM Midwest | Kentucky Legend | | | | | | | 3.49 | 3.69 | | | | | | | |
| | Walt's Signature | | | 2.89 | 2.99 | | | | | | | | | | | |
| | n/i | 3.99 | 7.99 | | | | | | | | | | | | antibiotic-free | |
| IN | Al's Supermarket | Smithfield | | 2.49 | | | | | | | | | | | | |
| | | Frick's | | | | | 1.79 | 1.59 | | | | | | | | |
| | County Market | Kentucky Legend | | | | | | | 3.49 | | | | | | | |
| | | Frick's | | | | | 1.29 | 1.29 | | | | | | | | |
| | County Market NFI | County Market | | | 2.99 | 2.99 | | | | | | | | | | |
| | | Hormel Cure 81 | 1.99 | | | | | | | | | | | | | |
| | | Frick's | | | | | | | | | | | 3.99 | | | |
| Kretschmar | Kretschmar | 2.39 | | | | | | 2.49 | | | | | | | | |
| | Kentucky Legend | | | | | | | | | | | 3.99 | | | | |
| Double G | | | | | | | 3.29 | 3.49 | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

prices in \$US per pound unless otherwise noted.

**Thanksgiving 2018
CURED PORK**

| State | Supermarket | Label | Spiral Cut Hams Bone-in | | Semi-Boneless | | Bone-in Portions | | Boneless | | | Smoked Picnic | Ham Steak | Country Ham | Conditions | | |
|---------------------|----------------------|-----------------|----------------------------|------|---------------|------|------------------|-------|----------|------|------|------------------|--------------|----------------|------------|-----------------|--|
| | | | Whole | Half | Whole | Half | Butt | Shank | Whole | Half | 1/4 | | | | | | |
| IL <i>(cont)</i> | County Market NFI | Corn Top | | | 1.99 | | | | | | | | | | | | |
| | <i>(continued)</i> | Indiana Kitchen | | 3.49 | | | | | | | | | | | | | |
| | Dollar General Mrkt | Smithfield | 1.75 | | | | | | | | | | | | limit 1 | | |
| | | Kentucky Legend | | | | | | | | | 4.00 | | | | | | |
| | Earth Fare | Beeler's | 4.99 | | | | | | | | | | | | | antibiotic-free | |
| | Food 4 Less | Cook's | | | | | 1.59 | 1.59 | | | | | | | | | |
| | | Hormel Cure 81 | 2.49 | | | | | | | | | | | | | | |
| | Fresh Encounter | Chief | | 3.99 | | | | | | | | | | | | | |
| | | Smithfield | | 1.99 | | | | | | | | | | | | | |
| | | Cumberland Gap | | | | | | | 1.99 | | | | | | | | |
| | | Kentucky Legend | | | | | | | | | 4.99 | | | | | | |
| | Fresh Thyme | Fresh Thyme | 1.99 | | | | | | | | | | | | | | |
| | Giant Eagle | Giant Eagle | | 2.39 | 1.69 | 1.89 | | | 2.39 | 2.69 | | | | | | | |
| | | Sugardale | | 2.59 | | | 1.59 | 1.59 | | | | | | | | | |
| | | Hillshire Farm | | 3.59 | | | | | | | | | | | | | |
| | Gordon Food | GFS | 2.29 | | | | | | | | | | | | | | |
| | Harding's | Sugardale | | 1.79 | | | 1.39 | 1.19 | 1.79 | | | | | | | | |
| | Harvest Supermarkets | Kentucky Legend | | | | | | | 2.99 | | | | | | | | |
| | | Sugardale | | | 1.39 | | | | | | | | | | | | |
| | IGA Houchen's | Hormel Cure 81 | | 1.99 | | | | | | | | | | | | | |
| | | Coon Creek | | | | | | | | | | | | | 2.19 | | |
| | | Coon Creek | | | | | | | | | | | | | 1.77 | limit 1 | |
| | | Clifty Farms | | | | | | | | | | | | | 2.19 | | |
| | | Clifty Farms | | | | | | | | | | | | | 1.77 | limit 1 | |
| | | Kentucky Legend | | | | | | | 2.99 | | | | | | | | |
| | | Smithfield | | | | | 1.49 | 1.49 | | | | | | | | | |
| | | Cook's | | | | | 1.49 | 1.49 | | | | | | | | | |
| | | Best Choice | 1.99 | 1.99 | | | | | | | | | | | | | |
| IGA Stores IL/IN | Kretschmar | 2.69 | | | | | | | | 2.49 | 2.49 | | | | | | |
| | Frick's | | | | | 1.89 | 1.69 | | | | | | | | | | |
| | Kentucky Legend | | | | | | | 3.99 | 3.99 | | | | | | | | |
| IGA Stores - OH/KY | Sugardale | | 1.99 | | | 1.79 | 1.59 | | | | | | 3.29 | | | | |
| | Kentucky Legend | | | | | | | 3.99 | 4.29 | 4.79 | | | | | | | |
| Jay C Foods | Kentucky Legend | | | | | | | 2.99 | 2.99 | | | | | | | | |
| | Kroger | 1.79 | | | | | | | | | | | | | | | |
| | Smithfield | | | | | 1.49 | 1.49 | | | | | | | | | | |
| | Cumberland Gap | | | | | | | 2.29 | 2.29 | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

**Thanksgiving 2018
CURED PORK**

prices in \$US per pound unless otherwise noted.

| State | Supermarket | Label | Spiral Cut Hams Bone-in | | Semi-Boneless | | Bone-in Portions | | Boneless | | | Smoked Picnic | Ham Steak | Country Ham | Conditions |
|------------------------|-------------------|---------------------|----------------------------|------|---------------|------|------------------|-------|----------|------|------|------------------|--------------|----------------|------------|
| | | | Whole | Half | Whole | Half | Butt | Shank | Whole | Half | 1/4 | bone-in | bone-in | | |
| IL <i>(cont)</i> | Jewel-Osco | Cook's | | 2.49 | | | 1.49 | 1.29 | | | | | | | |
| | | Frick's | | | | 1.99 | 1.49 | 1.29 | | | | | | | |
| | | Smithfield | 3.99 | | | | | | | | | | | | |
| | Kirby Foods IGA | Kretschmar | 2.69 | | | | | | | 2.49 | 2.48 | | | | |
| | | Frick's | | | | | 1.89 | 1.69 | | | | | | | |
| | | Kentucky Legend | | | | | | | 3.99 | 3.99 | | | | | |
| | Kroger Central | Cook's | | | | | | | | | | | 2.99 | | |
| | | Kroger | 1.69 | | | | | | | | | 1.19 | | | |
| | | Sugardale | | | | | | | | | | | | 2.99 | |
| | Kroger Cincinnati | Cook's | | | | | | | | | | | | 2.99 | |
| | | Kroger | 1.69 | | | | | | | | | | | | |
| | | Kentucky Legend | | | | | | | 2.99 | 2.99 | | | | | |
| | Kroger Mid-South | Kroger | 1.79 | | | | | | | | | | | | |
| | | Smithfield | | | | | 1.49 | 1.49 | | | | | | | |
| | | Alexander & Hornung | | | | 1.99 | | | | | | | | | |
| | Lucky's Market | Smithfield | | 2.39 | | | | | | | | | | | |
| | | Open Acres | | | | | 1.49 | 1.29 | | | | | | | |
| | | Troyer's | | | | | | | 2.39 | | | | | | |
| | Meijer | Cook's | | 1.59 | | | 1.49 | 1.49 | | | | | | | |
| | | Meijer | | 2.49 | | | | | | | | | | | |
| | | Smithfield | | 1.99 | | | | | | | | | | | |
| | Miller's Markets | Cumberland Gap | | | | | | | 2.49 | 2.59 | | | | | |
| | | Frick's | | | | | 1.49 | 1.29 | | | | | | | |
| | | Kentucky Legend | | | | | | | | | 3.99 | | | | |
| | Needler's Fresh | Sugardale | | | | | | | | | | | 3.49 | | |
| | | n/i | | 3.99 | | | | | | | | | | | |
| | | Kentucky Legend | | | | | | | | | 4.99 | | | | |
| | Cumberland Gap | Cumberland Gap | | | 1.99 | | | | | | | | | | |
| | | Smithfield | | 1.99 | | | | | | | | | | | |
| | | Chief | | 3.99 | | | | | | | | | | | |
| New Market | Smithfield | 1.99 | | | | | | | | | | | | | |
| | Cumberland Gap | | | | | | | 1.99 | | | | | | | |
| | Clifty Farm | | | | | | | | | | | | 2.99 | | |
| Price Le\$\$ Foods IGA | Kroger | 1.69 | | | | | | | | | | | | | |
| Ruler Foods | Sugardale | | | | | | 0.99 | | | | | 2.79 | | | |
| Save-a-Lot | Frick's | | | 2.99 | | 1.99 | 1.79 | 3.99 | | | | 4.29 | | | |
| Schnuck's | Double G | | | 2.99 | | | | | | | | | | | |

w/ store card; limit 1

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

**Thanksgiving 2018
 CURED PORK**

| State | Supermarket | Label | Spiral Cut Hams Bone-in | | Semi-Boneless | | Bone-in Portions | | Boneless | | | Smoked Picnic | Ham Steak | Country Ham | Conditions |
|---------------------|--------------------|--------------------|----------------------------|----------------|---------------|------|------------------|-------|----------|------|------|------------------|--------------|----------------|------------|
| | | | Whole | Half | Whole | Half | Butt | Shank | Whole | Half | 1/4 | bone-in | bone-in | | |
| IL <i>(cont)</i> | <i>(continued)</i> | Kretschmar | | | | | | | | 3.49 | | | | | |
| | | Cook's | | | | | | | | | | | 4.29 | | |
| | | Schnuck's | 2.49 | | | | | | | | | | | | |
| | | Strack & VanTil | 2.69 | 2.49 | 1.99 | 1.99 | | | 1.39 | 1.29 | | | | | |
| | | Sugardale | | | | | | | | | | | | | |
| | | Kentucky Legend | | | | | | | | | 3.99 | 3.99 | | | |
| | | Target | 1.99 | | | | | | | | | | | | |
| | | The Fresh Market | 2.99 | | | | | | | | 6.99 | | | | |
| | | Trader Joe's | 4.99 | | | | | | | | | | | | |
| | | Walmart | 1.98 | | | | | | | | | | | | |
| | | Walt's Food Cntr | | | 2.69 | 2.49 | | | | | | | | | |
| | | | | | 1.99 | | | | 1.39 | 1.19 | | | | | |
| | | | | | | | 2.89 | 2.99 | | | 3.49 | 3.69 | | | |
| | | Wesselman's | | Frick's | | | | | 1.69 | 1.69 | | | | | |
| WFM Midwest | | n/i | 3.99 | 7.99 | | | | | | | | | | | |
| MI | | ALDI | | | | | 1.29 | 1.19 | | | | | | | |
| | | AW Grocers | | | | | 1.49 | 1.29 | | | | | | | |
| | | | | Farmland | | | | | | 2.79 | 2.79 | | | | |
| | | | | Best Choice | 1.79 | 1.79 | | | | | | | | | |
| | | | | John Morrell | | | 1.99 | | | | | | | | |
| | | | | Hormel Cure 81 | 1.99 | 1.99 | | | | | | | | | |
| | | Busch's | | Busch's | 2.79 | | | | | | | | | | |
| | | | | Dearborn | 3.99 | | | | | | | | | | |
| | | County Market | | Frick's | | | | | 1.29 | 1.29 | | | | | |
| | | | | County Market | | | 2.99 | 2.99 | | | | | | | |
| | | | | Hormel Cure 81 | 1.99 | | | | | | | | | | |
| | | D&W Fresh Market | | Open Acres | | 1.59 | | | | | | | | | |
| | | Earth Fare | | Beeler's | 4.99 | | | | | | | | | | |
| | | Family Fare | | Open Acres | | | | | | 1.27 | | | | | |
| | | Food Pride | | Open Acres | | | 1.99 | 1.99 | | | | | | | |
| | | Fresh Thyme | | Fresh Thyme | 1.99 | | | | | | | | | | |
| | | Glory Supermarket | | Smithfield | | 1.98 | | | | | | | | | |
| | | Gordon Food | | GFS | 2.29 | | | | | | | | | | |
| | | Great Lakes Market | | Sugardale | | | 1.79 | 1.89 | | | | | | | |
| | | Harding's | | Sugardale | | 1.79 | | | 1.39 | 1.19 | 1.79 | | | | |
| Hollywood Markets | | Dearborn | 3.99 | 3.99 | 2.69 | 2.69 | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

**Thanksgiving 2018
CURED PORK**

prices in \$US per pound unless otherwise noted.

| State | Supermarket | Label | Spiral Cut Hams Bone-in | | Semi-Boneless | | Bone-in Portions | | Boneless | | | Smoked Picnic | Ham Steak | Country Ham | Conditions |
|---------------------|-----------------------|---------------------|----------------------------|------|---------------|------|------------------|-------|----------|------|------|------------------|--------------|----------------|------------------------|
| | | | Whole | Half | Whole | Half | Butt | Shank | Whole | Half | 1/4 | bone-in | bone-in | | |
| MI <i>(cont)</i> | Jack's Market | Michigan | | | 3.29 | 3.49 | | | 3.69 | 3.89 | | | | | |
| | | Dearborn | | 3.99 | | | | | | | | | | | |
| | Kroger Central | Cook's | | | | | | | | | | | 2.99 | | |
| | | Kroger | | 1.69 | | | | | | | | | | | w/ store card; limit 1 |
| | | Sugardale | | | | | | 1.19 | | | | | | | |
| | Kroger Columbus | Sugardale | | | | | | 1.29 | | | | | | | |
| | | Kroger | | 1.79 | | | | | | | | | | | |
| | | Cumberland Gap | | | | 1.99 | | | | | | | | | |
| | Kroger Michigan | Smithfield | | | | | | | 1.59 | | | | | | |
| | | Kroger | | 1.79 | | | | | | | | | | | |
| | | Dearborn | | 3.99 | | | | | | | | | | | |
| | Lucky's Market | Alexander & Hornung | | | | | | 1.99 | | | | | | | uncured |
| | Martin's Super Market | Smithfield | | 2.39 | | | | | | | | | | | |
| | | Open Acres | | | | | 1.49 | 1.29 | | | | | | | |
| | | Troyer's | | | | | | | 2.39 | | | | | | |
| | Meijer | Cook's | | | | | 1.49 | 1.49 | | | | | | | |
| | | Meijer | | 2.49 | | | | | | | | | | | |
| | Miller's Markets | Smithfield | | 1.99 | | | | | | | | | | | |
| | | Cumberland Gap | | | | | | | 2.49 | 2.59 | | | | | |
| | | Frick's | | | | | 1.49 | 1.29 | | | | | | | |
| | | Kentucky Legend | | | | | | | | | 3.99 | | | | |
| | Pat's Foods IGA | Hormel Cure 81 | | | | | | | 3.79 | 3.79 | | | | | |
| | | Hillshire Farm | | | 2.29 | 2.29 | | | | | | | | | |
| | | Sugardale | | | | | | | | | | | 2.99 | | |
| | | John Morrell | | | | | | | | | 5.29 | | | | |
| | Plum Market | Alexander & Hornung | | 2.99 | | | | | | | | | | | |
| | | Dearborn | | 4.99 | | | | | | | | | | | |
| | | Niman Ranch | | 5.99 | | | | | | | | | | | antibiotic-free |
| Polly's Market | Smithfield | | 2.19 | | | | | | | | | | | | |
| | Dearborn | | 3.99 | | | | | | | | | | | | |
| | Frick's | | | | | 1.49 | 1.49 | | | | | | | | |
| | Cumberland Gap | | | | | | | 1.99 | | | | | | | |
| | Alexander & Hornung | | 2.19 | | | | | | | | | | | | |
| Ric's Food Center | Ric's | | 3.69 | | | | | | | | | | | | |
| | Blue Ribbon | | | | | | | 2.49 | | | | | | | |
| | Best Choice | | | 1.99 | | | | | | | | | | | |
| Save-a-Lot | Sugardale | | | | | | | 0.99 | | | | | 2.79 | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

**Thanksgiving 2018
CURED PORK**

prices in \$US per pound unless otherwise noted.

| State | Supermarket | Label | Spiral Cut Hams | | Semi-Boneless | | Bone-in Portions | | Boneless | | | Smoked Picnic | Ham Steak | Country Ham | Conditions |
|---------------------|---------------------|-----------------|-----------------|------|---------------|------|------------------|-------|----------|------|------|---------------|-----------|-----------------|--------------------------|
| | | | Bone-in | | Whole | Half | Butt | Shank | Whole | Half | 1/4 | bone-in | bone-in | | |
| MI <i>(cont)</i> | Spartan Stores | Open Acres | | 1.99 | | | | | | | | | | | |
| | Super One Foods | Smithfield | 1.99 | | | | 1.49 | 1.49 | | | | | | | |
| | | Hormel Cure 81 | 1.88 | | | | | | | | | | | | |
| | | Hillshire Farm | | | | 2.49 | | | | | | | | | |
| | | Elliott's | | | | | | | 3.99 | | | | | | |
| | | Beeler's | | | | | | | 5.95 | | | | | | antibiotic-free; uncured |
| | Tadych's | Open Acres | | | | 1.99 | | | | | | | | | |
| | | Hillshire Farm | | | | 2.19 | | | | | | | | | |
| | Target | Archer Farms | 1.99 | | | | | | | | | | | | limit 2 |
| | Tom's/Oleson's | Kentucky Legend | | | | | | | | | 4.49 | | | | |
| | | Open Acres | | 2.49 | | | | | | | | | | | |
| | | Smithfield | | 2.49 | | | | | | | | | | | |
| | Trader Joe's | Trader Joe's | 4.99 | | | | | | | | | | | | antibiotic-free; uncured |
| | Valuland | Open Acres | | | | | 1.27 | 1.27 | | | | | | | |
| VG's Grocery | Open Acres | | | | | | 1.27 | | | | | | | | |
| Walmart | Sam's Choice | 1.98 | | | | | | | | | | | | | |
| WFM Midwest | n/i | 3.99 | 7.99 | | | | | | | | | | | antibiotic-free | |
| MN | AW Grocers | Cook's | | | | | 1.49 | 1.29 | | | | | | | |
| | | Farmland | | | | | | | 2.79 | 2.79 | | | | | |
| | | Hormel Cure 81 | | | | | | | | 3.99 | | | | | |
| | | Best Choice | 1.79 | 1.79 | | | | | | | | | | | |
| | | John Morrell | | | 1.99 | | | | | | | | | | |
| | | Hormel Cure 81 | 1.99 | 1.99 | | | | | | | | | | | |
| | | Hormel Cure 81 | | 1.88 | | | | | 2.98 | 2.98 | | | | | |
| | | Sugardale | | | 1.89 | | 1.68 | 1.48 | | | | | | | |
| | Cash Wise | Hormel Cure 81 | | 2.88 | | | | | | | | | | | |
| | | Four Brothers | | 2.78 | | 2.78 | | | | | | | | | |
| | Coborn's | Hormel Cure 81 | | 2.98 | | | | | | | | | | | |
| | | Four Brothers | | 2.78 | | 2.78 | | | | | | | | | |
| | County Market | Frick's | | | | | 1.29 | 1.29 | | | | | | | |
| | | County Market | | | 2.99 | 2.99 | | | | | | | | | |
| | | Hormel Cure 81 | 1.99 | | | | | | | | | | | | |
| | Cub Foods | Smithfield | 1.99 | | | | 1.69 | 1.69 | | | | | | | |
| | | Hormel Cure 81 | | 1.79 | | | | | 3.99 | 3.99 | | | | | |
| | Dick's Fresh Market | Sugardale | | | 1.99 | | | | | | | | | | |
| | | Hormel Cure 81 | | | | | | | 3.99 | 3.99 | | | | | |
| Econofoods | Open Acres | | 1.99 | | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

prices in \$US per pound unless otherwise noted.

**Thanksgiving 2018
CURED PORK**

| State | Supermarket | Label | Spiral Cut Hams Bone-in | | Semi-Boneless | | Bone-in Portions | | Boneless | | | Smoked Picnic | Ham Steak | Country Ham | Conditions | |
|--------------|-------------------|------------------|----------------------------|------|---------------|------|------------------|-------|----------|------|------|------------------|--------------|----------------|------------|------|
| | | | Whole | Half | Whole | Half | Butt | Shank | Whole | Half | 1/4 | bone-in | bone-in | | | |
| MN (cont) | Family Fare | John Morrell | | | 3.49 | 3.49 | | | | | 3.49 | | | | | |
| | Family Fresh | Open Acres | | 1.99 | | | | | | | | | | | | |
| | Fareway | John Morrell | | | | | | | 3.49 | 3.49 | | | | | | |
| | | Fareway | | | | | | | 2.99 | 2.99 | | | | | | |
| | | Webster City | | | | 2.99 | | | | | | | | | | |
| | Festival | Sugardale | | 1.99 | | | | | | | | | | | | |
| | | Our Own | | | | 2.69 | 2.69 | | | | | | | | | |
| | Food Pride | Hormel Cure 81 | | | 2.49 | | | | | | | | | | | |
| | Fresh Thyme | Open Acres | | | 1.99 | 1.99 | | | | | | | | | | |
| | Hornbacher's | Fresh Thyme | | 1.99 | | | | | | | | | | | | |
| | | Hormel Cure 81 | | | | 1.79 | | | | | 3.99 | 3.99 | | | | |
| | Hugo's | Smithfield | | | | 1.99 | 1.99 | | | | | | | | | |
| | | Cloverdale | | | | | | | | | | 3.99 | | | | |
| | | John Morrell | | | | | | | | | 2.19 | 2.19 | | | | |
| | | Smithfield | | 2.39 | | | | | | | | | | | | |
| | Hy-Vee | Hormel Cure 81 | | | | | | | | | | 3.99 | | | | |
| | | Cloverdale | | | | | | | | | | 3.29 | | | | |
| | | Hormel Cure 81 | | | | 2.48 | | | | | 3.99 | | | | | |
| | Lunds & Byerly's | Cook's | | | | | 1.99 | | | | | | | | | |
| | | Frick's | | | | | | 1.98 | 1.98 | | | | | | | 2.99 |
| | | Hy-Vee | | 2.19 | 2.39 | | | | | | | | | | | |
| | Marketplace Foods | Lunds & Byerly's | | 4.99 | | | | | | | | | | | | |
| | | John Morrell | | | | | | | | | 2.59 | 2.59 | | | | |
| | | Marketplace | | | | 1.89 | 1.99 | | | | | | | | | |
| | | Open Acres | | | | | | | | | | | | | | |
| | Maynard's | Cloverdale | | | | 2.28 | | | | | | | | | | |
| | | Sugardale | | | | | | 1.49 | 1.29 | | 2.89 | 3.19 | | | | 3.49 |
| | | Hormel Cure 81 | | | | 2.19 | | | | | 3.99 | 3.99 | | | | |
| Nilssen's | Cook's | | | | | | 1.39 | 1.19 | | | | | | | | |
| | John Morrell | | | | 1.79 | 1.99 | | | | | | | | | | |
| | Kretschmar | | | | | | | | | 2.69 | 2.69 | | | | | |
| | Smithfield | | | | 2.19 | | | | | | | | | | | |
| | Open Acres | | | | | | 1.19 | 1.19 | | | | | | | | |
| | John Morrell | | | | | | | | | 2.99 | | | | | | |
| | Nilssen's | | | | 2.49 | | | | | | | | | | | |
| | Hormel Cure 81 | | 2.39 | | | | | | | 3.99 | 3.99 | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

**Thanksgiving 2018
CURED PORK**

prices in \$US per pound unless otherwise noted.

| State | Supermarket | Label | Spiral Cut Hams Bone-in | | Semi-Boneless | | Bone-in Portions | | Boneless | | | Smoked Picnic bone-in | Ham Steak bone-in | Country Ham | Conditions |
|---------------|-----------------------|------------------|-------------------------|------|---------------|------|------------------|-------|----------|------|------|-----------------------|-------------------|-------------|------------|
| | | | Whole | Half | Whole | Half | Butt | Shank | Whole | Half | 1/4 | | | | |
| MN (cont) | Quillin's | Cook's | | | | | 0.99 | 0.99 | | | | | | | limit 2 |
| | | John Morrell | | | 1.99 | 2.19 | | | | | | | | | |
| | | Smithfield | | | | | | | | | 2.99 | | | | |
| | Save-a-Lot | Sugardale | | | | | | | 0.99 | | | | 2.79 | | |
| | | Sun Mart | Open Acres | | 1.99 | | | | | | | | | | |
| | Sunshine Foods | John Morrell | | | 3.49 | 3.49 | | | | | 3.49 | | | | |
| | | Cook's | | | | | 0.99 | 0.99 | | | | | | | |
| | Super One Foods | Hormel Cure 81 | 1.77 | | | | | | | | | | | | |
| | | Kretschmar | | | | | | | | | 2.99 | | | | |
| | | Smithfield | 1.99 | | | | 1.49 | 1.49 | | | | | | | |
| | | Hormel Cure 81 | 1.88 | | | | | | | | | | | | |
| | SuperVALU Stores | Hillshire Farm | | | | | | | | | | | | | |
| | | Elliott's | | | | | | | | | 3.99 | | | | |
| | | Beeler's | | | | | | | | | 5.95 | | | | |
| | | Sugardale | | | 1.79 | 1.79 | | | | | | | | | |
| | Target | Hormel Cure 81 | 2.29 | | | | | | | | 3.99 | 3.99 | | | |
| | | Archer Farms | 1.99 | | | | | | | | | | | | |
| Teal's Market | Open Acres | | 2.19 | | | 1.49 | 1.29 | | | | | | | | |
| | John Morrell | | | | | | | 2.19 | 2.19 | | | | | | |
| Trader Joe's | Hormel Cure 81 | | | | | | | 3.99 | 3.99 | | | | | | |
| | Cloverdale | | | | | | | | | 3.99 | 3.99 | | | | |
| Walmart | Trader Joe's | 4.99 | | | | | | | | | | | | | |
| WFM Midwest | Sam's Choice | 1.98 | | | | | | | | | | | | | |
| | | n/i | 3.99 | 7.99 | | | | | | | | | | | |
| ND | Albert./Safeway. Mntn | Cook's | | | | | 1.39 | 1.19 | | | | | | | |
| | | Signature Select | | | | | | | 3.29 | | | | | | |
| | AW Grocers | Hormel Cure 81 | 2.49 | | | | | | | | | | | | |
| | | Cook's | | | | | 1.49 | 1.29 | | | | | | | |
| | | Farmland | | | | | | | 2.79 | 2.79 | | | | | |
| | Cash Wise | Best Choice | 1.79 | 1.79 | | | | | | | | | | | |
| | | John Morrell | | | 1.99 | | | | | | | | | | |
| | | Hormel Cure 81 | 1.99 | 1.99 | | | | | | | | | | | |
| | Dan's Supermarket | Hormel Cure 81 | | | | | | | | | | | | | |
| | | Four Brothers | | | | | | | | | | | | | |
| Family Fare | John Morrell | | | | | | | | 3.49 | | | | | | |
| Food Pride | John Morrell | | | 3.49 | 3.49 | | | | 3.49 | | | | | | |
| | | Open Acres | | | 1.99 | 1.99 | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

**Thanksgiving 2018
CURED PORK**

prices in \$US per pound unless otherwise noted.

| State | Supermarket | Label | Spiral Cut Hams Bone-in | | Semi-Boneless | | Bone-in Portions | | Boneless | | | Smoked Picnic | Ham Steak | Country Ham | Conditions | | |
|---------------------|---------------------|--------------------|----------------------------|------|---------------|------|------------------|-------|----------|------|------|------------------|--------------|----------------|------------|---------|--|
| | | | Whole | Half | Whole | Half | Butt | Shank | Whole | Half | 1/4 | bone-in | bone-in | | | | |
| ND <i>(cont)</i> | Hornbacher's | Hormel Cure 81 | | 1.79 | | | | | | 3.99 | 3.99 | | | | | | |
| | | Smithfield | | | 1.99 | 1.99 | | | | | | | | | | | |
| | | Cloverdale | | | | | | | | | | 3.99 | | | | | |
| | Hugo's | John Morrell | | | | | | | | | 2.19 | 2.19 | | | | | |
| | | Smithfield | 2.39 | | | | | | | | | | | | | | |
| | | Hormel Cure 81 | | | | | | | | | | 3.99 | | | | | |
| | Leever's Foods | Cloverdale | | | | | | | | | | 3.29 | | | | | |
| | | Cloverdale | | | | | | | | | | 2.99 | | | | | |
| | | John Morrell | | | 2.29 | 2.29 | | | | | | | | | | | |
| | Marketplace Foods | John Morrell | | | | | | | | | 2.59 | 2.59 | | | | | |
| | | Marketplace | | | 1.89 | 1.99 | | | | | | | | | | | |
| | | Open Acres | | 2.28 | | | | | | | | | | | | | |
| | Miller's Fresh | Cloverdale | | | | | | | | | 2.89 | 3.19 | | | | | |
| | | John Morrell | | | 2.49 | 2.49 | | | | | | 2.99 | | | | | |
| | | Open Acres | | | 2.49 | 2.49 | | | | | | | | | | | |
| | SuperVALU Stores | Cloverdale | | | | | | | | | 2.99 | | | | | | |
| | | Miller's | | | 2.29 | 2.39 | | | | | | | | | | | |
| | | Sugardale | | | 1.79 | 1.79 | | | | | | | | | | | |
| Target | Hormel Cure 81 | 2.29 | | | | | | | | 3.99 | 3.99 | | | | | | |
| | Archer Farms | 1.99 | | | | | | | | | | | | | | limit 2 | |
| Teal's Market | Open Acres | | 2.19 | | | | 1.49 | 1.29 | | | | | | | | | |
| | John Morrell | | | | | | | | | 2.19 | 2.19 | | | | | | |
| | Hormel Cure 81 | | | | | | | | | 3.99 | 3.99 | | | | | | |
| Walmart | Cloverdale | | | | | | | | | | 3.99 | | 3.99 | | | | |
| | Sam's Choice | 1.98 | | | | | | | | | | | | | | | |
| NE | Albert/Safe. Denver | Cook's | | | | | | 0.97 | | | | | | | | limit 1 | |
| | | Cook's | | | | | | 1.27 | | | | | | 3.99 | | | |
| | | Hormel Cure 81 | | 1.97 | | | | | | | | 4.99 | | | | | |
| | Apple Markets | Signature Select | | | | | | | | | 2.99 | | | | | | |
| | | Cook's | | | | | 1.69 | 1.49 | | | | | | | | | |
| | | Hormel Cure 81 | 1.69 | 1.69 | | | | | | | 3.99 | 3.99 | | | | | |
| | | Sugardale | | | | | | | | | | | | 2.99 | | | |
| | AW Grocers | Smithfield | 2.49 | | | | | | | | | | | | | | |
| | | Smithfield Premium | 2.49 | 2.49 | | | | | | | | | | | | | |
| | | Farmland | | | | | | | | | 3.99 | | | | | | |
| AW Grocers | Cook's | | | | | | 1.49 | 1.29 | | | | | | | | | |
| | Farmland | | | | | | | | | 2.79 | 2.79 | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

prices in \$US per pound unless otherwise noted.

**Thanksgiving 2018
CURED PORK**

| State | Supermarket | Label | Spiral Cut Hams Bone-in | | Semi-Boneless | | Bone-in Portions | | Boneless | | | Smoked Picnic | Ham Steak | Country Ham | Conditions |
|---------------------|----------------------------------|------------------|-------------------------|------|---------------|------|------------------|-------|----------|------|------|---------------|-----------|--------------------------|------------|
| | | | Whole | Half | Whole | Half | Butt | Shank | Whole | Half | 1/4 | bone-in | bone-in | | |
| NE <i>(cont)</i> | AW Grocers <i>(continued)</i> | Hormel Cure 81 | | | | | | | | | 3.99 | | | | |
| | | Best Choice | 1.79 | 1.79 | | | | | | | | | | | |
| | | John Morrell | | | 1.99 | | | | | | | | | | |
| | | Hormel Cure 81 | 1.99 | 1.99 | | | | | | | | | | | |
| | | Hormel Cure 81 | | 1.88 | | | | | | 2.98 | 2.98 | | | | |
| | | Sugardale | | | 1.89 | | 1.68 | 1.48 | | | | | | | |
| | | Baker's | Kroger | 1.89 | | | | | | | | | | | |
| | | | Cook's | | | | | 1.49 | 1.49 | | | | | | |
| | | Family Fare | John Morrell | | | 3.49 | 3.49 | | | | | 3.49 | | | |
| | | Family Fresh | Open Acres | | 1.99 | | | | | | | | | | |
| | | | John Morrell | | | | | | | 3.49 | 3.49 | | | | |
| | | Fareway | Fareway | | | | | | | 2.99 | 2.99 | | | | |
| | | | Webster City | | | 2.99 | | | | | | | | | |
| | | | Sugardale | 1.99 | | | | | | | | | | | |
| | | Food Pride | Open Acres | | | 1.99 | 1.99 | | | | | | | | |
| | | Fresh Thyme | Fresh Thyme | 1.99 | | | | | | | | | | | |
| | | Hy-Vee | Hormel Cure 81 | | 2.48 | | | | | | | 3.99 | | | |
| | | | Cook's | | | | 1.99 | | | | | | | | |
| | | | Frick's | | | | | 1.98 | 1.98 | | | | | | |
| | | | Hy-Vee | 2.19 | 2.39 | | | | | | | | | 2.99 | |
| | | No Frills | Open Acres | | 1.99 | | | | | | | | | | |
| | | | John Morrell | | | 3.49 | 3.49 | | | | | 3.49 | | | |
| | | Russ's Market | Hormel Cure 81 | 1.99 | 1.99 | | | | | | | 3.49 | | | |
| | | | Cedar Hollow | | | | | | | | | 2.99 | | | local |
| | | Super Saver | Best Choice | 1.68 | 1.68 | | | | | | | | | | |
| | | | Cook's | | | | | 1.28 | 0.98 | | | | | 2.98 | |
| | | | Hormel Cure 81 | | | | | | | 3.48 | 3.48 | | | | |
| | | | Cedar Hollow | | | | | | | | | 2.98 | | | |
| | | Target | Archer Farms | 1.99 | | | | | | | | | | | limit 2 |
| | | Thriftway Stores | Cook's | | | 1.69 | 1.69 | | | | | | | 2.99 | |
| | | | Smithfield | | 2.69 | | | | | | | | | | |
| | | | Smithfield Premium | | 2.99 | | | | | | | | | | |
| | Farmland | | | | | | | | | 3.99 | | | | | |
| | Kretschmar | | | | | | | 2.99 | 2.99 | | | | | | |
| | Hormel Cure 81 | | | | | | | 3.99 | 3.99 | | | | | | |
| | Best Choice | 1.89 | 1.89 | | | | | | | | | | | | |
| Trader Joe's | Trader Joe's | 4.99 | | | | | | | | | | | | antibiotic-free; uncured | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

**Thanksgiving 2018
CURED PORK**

prices in \$US per pound unless otherwise noted.

| State | Supermarket | Label | Spiral Cut Hams Bone-in | | Semi-Boneless | | Bone-in Portions | | Boneless | | | Smoked Picnic | Ham Steak | Country Ham | Conditions |
|---------------------|---------------------|-----------------|----------------------------|------|---------------|------|------------------|-------|----------|------|------|------------------|--------------|----------------|-----------------|
| | | | Whole | Half | Whole | Half | Butt | Shank | Whole | Half | 1/4 | bone-in | bone-in | | |
| NE <i>(cont)</i> | Walmart | Sam's Choice | 1.98 | | | | | | | | | | | | |
| | WFM Midwest | n/i | 3.99 | 7.99 | | | | | | | | | | | antibiotic-free |
| OH | Acme Fresh Market | Acme Fresh | 2.29 | | 1.99 | | | | 3.29 | 2.69 | 2.99 | | | | |
| | ALDI | Appleton Farms | | | | | 1.29 | 1.19 | | | | | | | |
| | Buehler's | Sugardale | | | | | 0.99 | 0.99 | | | | | | | |
| | | Smithfield | 2.49 | | | | | | | 1.99 | 2.49 | | | | |
| | | Superior | | | | | | | | | | | | | |
| | | Buehler's | 1.99 | | | | | | | | | | | | |
| | | Kentucky Legend | | | | | | | | 4.29 | 4.69 | 4.99 | | | |
| | | Berk's | | | | | | | | 2.99 | 3.49 | | | | |
| | Dave's Markets | Hatfield | | | | | | | | | 1.99 | | | | |
| | | Sugardale | | 2.19 | | | | | | | | | | | |
| | Dollar General Mrkt | Smithfield | 1.75 | | | | | | | | | | | | limit 1 |
| | | Kentucky Legend | | | | | | | | | | 4.00 | | | |
| | Dorothy Lane | Heavenly Ham | | 6.99 | | | | | | | | | | | |
| | Earth Fare | Beeler's | 4.99 | | | | | | | | | | | | antibiotic-free |
| | Fisher's Foods | Sugardale | | 2.49 | | | | | | | | | | | local |
| | Food Fair | Superior | | | | | | | | 1.99 | 2.19 | | | | |
| | | Kentucky Legend | | | | | | | | 3.99 | | | | | |
| | | Walnut Creek | 2.59 | | 2.59 | | | | | | | | | | |
| | Fresh Encounter | Chief | | 3.99 | | | | | | | | | | | |
| | | Smithfield | | 1.99 | | | | | | | | | | | |
| | | Cumberland Gap | | | | | | | | 1.99 | | | | | |
| | | Kentucky Legend | | | | | | | | | | 4.99 | | | |
| | Fresh Thyme | Fresh Thyme | 1.99 | | | | | | | | | | | | |
| Giant Eagle | Giant Eagle | | 2.39 | 1.69 | 1.89 | | | | 2.39 | 2.69 | | | | | |
| | Sugardale | | 2.59 | | | 1.59 | 1.59 | | | | | | | | |
| | Hillshire Farm | | 3.59 | | | | | | | | | | | | |
| Gordon Food | GFS | 2.29 | | | | | | | | | | | | | |
| Heinen's | Heinen's | 4.99 | | | | | | | | | | | | | |
| IGA Houchen's | Hormel Cure 81 | | 1.99 | | | | | | | | | | | | |
| | Coon Creek | | | | | | | | | | | | 2.19 | | |
| | Coon Creek | | | | | | | | | | | | 1.77 | limit 1 | |
| | Clifty Farms | | | | | | | | | | | | 2.19 | | |
| | Clifty Farms | | | | | | | | | | | | 1.77 | limit 1 | |
| | Kentucky Legend | | | | | | | | 2.99 | | | | | | |
| | Smithfield | | | | | 1.49 | 1.49 | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

prices in \$US per pound unless otherwise noted.

**Thanksgiving 2018
CURED PORK**

| State | Supermarket | Label | Spiral Cut Hams Bone-in | | Semi-Boneless | | Bone-in Portions | | Boneless | | | Smoked Picnic | Ham Steak | Country Ham | Conditions | |
|---------------------|-------------------------------------|---------------------|----------------------------|------|---------------|------|------------------|-------|----------|------|------|------------------|--------------|----------------|------------|------------------------|
| | | | Whole | Half | Whole | Half | Butt | Shank | Whole | Half | 1/4 | bone-in | bone-in | | | |
| OH <i>(cont)</i> | IGA Houchen's <i>(continued)</i> | Cook's | | | | | 1.49 | 1.49 | | | | | | | | |
| | | Best Choice | 1.99 | 1.99 | | | | | | | | | | | | |
| | IGA Stores - OH/KY | Sugardale | | 1.99 | | | 1.79 | 1.59 | | | | | | 3.29 | | |
| | | Kentucky Legend | | | | | | | 3.99 | 4.29 | 4.79 | | | | | |
| | Kroger Central | Cook's | | | | | | | | | | | | 2.99 | | w/ store card; limit 1 |
| | | Kroger | 1.69 | | | | | | | | | | | | | |
| | Kroger Cincinnati | Sugardale | | | | | | 1.19 | | | | | | 2.99 | | |
| | | Cook's | | | | | | | | | | | | | | |
| | Kroger Columbus | Kroger | 1.69 | | | | | | | | | | | | | |
| | | Sugardale | | | | | | 1.29 | | | | | | | | |
| | Kroger Mid-Atlantic | Kroger | 1.79 | | | 1.99 | | | | | | | | | | |
| | | Cumberland Gap | | | | 1.99 | | | | | | | | | | |
| | Lucky's Market | Alexander & Hornung | | | | 1.99 | | 1.99 | | | | | | | | uncured |
| | Marc's | Sugardale | | 1.88 | | | | | | | | | | | | |
| | | Hormel Cure 81 | | 2.29 | | | | | | | | | | | | |
| | Meijer | Cook's | | | | | 1.49 | 1.49 | | | | | | | | |
| | | Meijer | | 2.49 | | | | | | | | | | | | |
| | Miller's Markets | Smithfield | | 1.99 | | | | | | | | | | | | |
| | | Cumberland Gap | | | | | | | 2.49 | 2.59 | | | | | | |
| | Needler's Fresh | Frick's | | | | | 1.49 | 1.29 | | | | | | | | |
| | | Kentucky Legend | | | | | | | | | 3.99 | | | | | |
| | Piggly Wiggly Stores | Sugardale | | | | | | | | | | | | 3.49 | | |
| | | n/i | | 3.99 | | | | | | | | | | | | |
| | Remke Markets | Kentucky Legend | | | | 1.99 | | | | | | | | | | |
| | | Cumberland Gap | | | | 1.99 | | | | | | | | | | |
| | Riesbeck's | Smithfield | | 1.99 | | | | | | | | | | | | |
| | | Chief | | 3.99 | | | | | | | | | | | | |
| | Riesbeck's | Smithfield | | 1.99 | | | | | | | | | | | | |
| Best Choice | | | 1.99 | | | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

**Thanksgiving 2018
CURED PORK**

prices in \$US per pound unless otherwise noted.

| State | Supermarket | Label | Spiral Cut Hams Bone-in | | Semi-Boneless | | Bone-in Portions | | Boneless | | | Smoked Picnic | Ham Steak | Country Ham | Conditions | |
|---------------------|---------------------|------------------|-------------------------|------|---------------|------|------------------|-------|----------|------|------|---------------|-----------|-----------------|--------------------------|--|
| | | | Whole | Half | Whole | Half | Butt | Shank | Whole | Half | 1/4 | bone-in | bone-in | | | |
| OH <i>(cont)</i> | Ruler Foods | Kroger | 1.69 | | | | | | | | | | | | | |
| | Save-a-Lot | Sugardale | | | | | 0.99 | | | | | | 2.79 | | | |
| | Shop'n Save | Superior | | | | | | | 2.49 | 2.69 | | | | | | |
| | | Sugardale | | | 1.99 | 2.19 | | | | 3.49 | | | | | | |
| | | Smithfield | | | | 2.99 | | | | | | | | | | |
| | | Silver Star | | | 3.49 | 3.69 | | | 3.79 | 3.99 | | | | | | |
| | | Hillshire Farm | | | | 2.99 | | | | | | | | | | |
| | | Sugardale | | | | 2.49 | | | | | | | | | | |
| | Sparkle Markets | Sugardale | | | | | | | | | | | | | | |
| | Target | Archer Farms | 1.99 | | | | | | | | | | | | limit 2 | |
| | The Fresh Market | n/i | 2.99 | | | | | | 6.99 | | | | | | spiral cut | |
| | Trader Joe's | Trader Joe's | 4.99 | | | | | | | | | | | | antibiotic-free; uncured | |
| Walmart | Sam's Choice | 1.98 | | | | | | | | | | | | | | |
| WFM Mid-Atlantic | n/i | 5.99 | | | | | | | | | | | | antibiotic-free | | |
| SD | Albert/Safe. Denver | Cook's | | | | | 0.97 | | | | | | | | | |
| | | Cook's | | | | | 1.27 | | | | | | 3.99 | | limit 1 | |
| | | Hormel Cure 81 | | 1.97 | | | | | | 4.99 | | | | | | |
| | | Signature Select | | | | | | | 2.99 | | | | | | | |
| | | ALDI | Appleton Farms | | | | | 1.29 | 1.19 | | | | | | | |
| | | AW Grocers | Cook's | | | | | 1.49 | 1.29 | | | | | | | |
| | | | Farmland | | | | | | | 2.79 | 2.79 | | | | | |
| | | | Hormel Cure 81 | | | | | | | | 3.99 | | | | | |
| | | | Best Choice | 1.79 | 1.79 | | | | | | | | | | | |
| | | Buche Foods | John Morrell | | | 1.99 | | | | | | | | | | |
| | Hormel Cure 81 | | 1.99 | 1.99 | | | | | | | | | | | | |
| | Hormel Cure 81 | | | 1.88 | | | | | 2.98 | 2.98 | | | | | | |
| | Sugardale | | | | 1.89 | | 1.68 | 1.48 | | | | | | | | |
| | Cook's | | | | | | 1.38 | 1.18 | | | | | | | | |
| | Best Choice | | | 1.98 | | | | | | | | | | | | |
| | Coborn's | Cloverdale | | | | | | | 3.99 | | | | | | | |
| | | Hormel Cure 81 | | 2.98 | | | | | | | | | | | | |
| | | Four Brothers | | 2.78 | | 2.78 | | | | | | | | | | |
| | Family Fare | John Morrell | | | 3.49 | 3.49 | | | | 3.49 | | | | | | |
| | | Fareway | | | | | | | 2.99 | 2.99 | | | | | | |
| Hy-Vee | Webster City | | | 2.99 | | | | | | | | | | | | |
| | Sugardale | 1.99 | | | | | | | | | | | | | | |
| | Hormel Cure 81 | | 2.48 | | | | | 3.99 | | | | | | | | |
| | | Cook's | | | | 1.99 | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

**Thanksgiving 2018
CURED PORK**

prices in \$US per pound unless otherwise noted.

| State | Supermarket | Label | Spiral Cut Hams Bone-in | | Semi-Boneless | | Bone-in Portions | | Boneless | | | Smoked Picnic | Ham Steak | Country Ham | Conditions |
|---------------------|------------------------------|--------------------|-------------------------|------|---------------|------|------------------|-------|----------|------|------|---------------|-----------|-------------|------------|
| | | | Whole | Half | Whole | Half | Butt | Shank | Whole | Half | 1/4 | bone-in | bone-in | | |
| SD <i>(cont)</i> | Hy-Vee <i>(continued)</i> | Frick's | | | | | 1.98 | 1.98 | | | | | | | |
| | | Hy-Vee | 2.19 | 2.39 | | | | | | | | | 2.99 | | |
| | IGA Markets | Cloverdale | | | | | | | | | 3.49 | | | | |
| | | Hormel Cure 81 | | 1.99 | | | | | | | | | | | |
| | | Cook's | | | | | | 1.29 | | | | | | | |
| | | Essential Everyday | | | | | | | | | 2.99 | | | | |
| | Ken's Super Fair | John Morrell | | | | 2.19 | | | | | | | | | |
| | | Kretschmar | | | | | | | 2.59 | 2.79 | | | | | |
| | | Best Choice | 1.99 | | | | | | | | | | | | |
| | | Sugardale | | | | | 1.59 | 1.59 | | | | | | | |
| | Lynn's Dakotamart | Cloverdale | | | | | | | | | 3.39 | | | | |
| | | Open Acres | | 1.69 | | | 0.99 | 0.99 | | | | | | | |
| | | Cloverdale | | | | | | | | | 3.69 | | | | |
| | Maynard's | Sugardale | | | | | 1.49 | 1.29 | | | | | 3.49 | | |
| | | Hormel Cure 81 | | 2.19 | | | 3.99 | 3.99 | | | | | | | |
| | | Cook's | | | | | 1.39 | 1.19 | | | | | | | |
| | | John Morrell | | | 1.79 | 1.99 | | | | | | | | | |
| | Sunshine Foods | Kretschmar | | | | | | | 2.69 | 2.69 | | | | | |
| | | Smithfield | | 2.19 | | | | | | | | | | | |
| | | Cook's | | | | | 0.99 | 0.99 | | | | | | | |
| | | Hormel Cure 81 | 1.77 | | | | | | | | | | | | |
| Target | Kretschmar | | | | | | | | | 2.99 | | | | | |
| | Archer Farms | 1.99 | | | | | | | | | | | | | |
| Teal's Market | Open Acres | | 2.19 | | | 1.49 | 1.29 | | | | | | | | |
| | John Morrell | | | | | | | 2.19 | 2.19 | | | | | | |
| | Hormel Cure 81 | | | | | 3.99 | 3.99 | | | | | | | | |
| Walmart | Cloverdale | | | | | | | | | 3.99 | 3.99 | | | | |
| | Sam's Choice | 1.98 | | | | | | | | | | | | | |
| WI | AW Grocers | Cook's | | | | | 1.49 | 1.29 | | | | | | | |
| | | Farmland | | | | | | | 2.79 | 2.79 | | | | | |
| | | Hormel Cure 81 | | | | | | | | | 3.99 | | | | |
| | | Best Choice | 1.79 | 1.79 | | | | | | | | | | | |
| | | John Morrell | | | 1.99 | | | | | | | | | | |
| | | Hormel Cure 81 | 1.99 | 1.99 | | | | | | | | | | | |
| | | Hormel Cure 81 | | 1.88 | | | | | 2.98 | 2.98 | | | | | |
| Sugardale | | | 1.89 | | 1.68 | 1.48 | | | | | | | | | |

limit 2

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

**Thanksgiving 2018
CURED PORK**

prices in \$US per pound unless otherwise noted.

| State | Supermarket | Label | Spiral Cut Hams Bone-in | | Semi-Boneless | | Bone-in Portions | | Boneless | | | Smoked Picnic | Ham Steak | Country Ham | Conditions | |
|---------------------|--------------------|----------------|----------------------------|------|---------------|------|------------------|-------|----------|------|------|------------------|--------------|----------------|-----------------|--|
| | | | Whole | Half | Whole | Half | Butt | Shank | Whole | Half | 1/4 | bone-in | bone-in | | | |
| WI <i>(cont)</i> | Coborn's | Hormel Cure 81 | | 2.98 | | | | | | | | | | | | |
| | | Four Brothers | | 2.78 | | 2.78 | | | | | | | | | | |
| | County Market | Frick's | | | | | 1.29 | 1.29 | | | | | | | | |
| | | County Market | Hormel Cure 81 | 1.99 | | 2.99 | 2.99 | | | | | | | | | |
| | Econofoods | Open Acres | | 1.99 | | | | | | | | | | | | |
| | Family Fresh | Open Acres | | 1.99 | | | | | | | | | | | | |
| | | John Morrell | | | | | | | | 3.49 | 3.49 | | | | | |
| | Festival Foods | Hormel Cure 81 | | 1.99 | | | | | | | | | | | | |
| | | Festival's Own | | | | 2.99 | 2.99 | | | 2.98 | 2.98 | | | | | |
| | | Hillshire Farm | | | | 2.99 | 2.99 | | | | | | | | | |
| | | Sugardale | | | | | | 1.69 | 1.49 | | | | | | | |
| | Food Pride | Open Acres | | | | 1.99 | 1.99 | | | | | | | | | |
| | Fox Bros. PW | Badger | | | | | | | | 2.99 | 3.99 | | | | | |
| | | Sugardale | | | | | | 1.49 | 1.29 | | | | | | | |
| | | Smithfield | | 1.99 | | | | | | | | | | | | |
| | Fresh Thyme | Fresh Thyme | | 1.99 | | | | | | | | | | | | |
| | Gordon Food | GFS | | 2.29 | | | | | | | | | | | | |
| | Gordy's | Hillshire Farm | | | | 2.48 | 2.48 | | | | | | | | | |
| | | Hormel Cure 81 | | 2.28 | | | | | | 3.98 | 3.98 | | | | | |
| | Great Lakes Market | Sugardale | | | | 1.79 | 1.89 | | | | | | | | | |
| | Hansen's IGA | Hansen's | | | | 2.98 | 2.98 | | | | | | | | | |
| | | Cook's | | | | | | 1.28 | 1.28 | | | | | | | |
| | | Hormel Cure 81 | | | 1.98 | | | | | | | | | | | |
| | Marketplace Foods | John Morrell | | | | | | | | 2.59 | 2.59 | | | | | |
| | | Marketplace | | | | 1.89 | 1.99 | | | | | | | | | |
| | | Open Acres | | | 2.28 | | | | | | | | | | | |
| | | Cloverdale | | | | | | | | 2.89 | 3.19 | | | | | |
| | Meijer | Cook's | | | | | | 1.49 | 1.49 | | | | | | | |
| | | Meijer | | | 2.49 | | | | | | | | | | | |
| | Nilssen's | Open Acres | | | | | | 1.19 | 1.19 | | | | | | | |
| | | John Morrell | | | | | | | | | 2.99 | | | | | |
| | | Nilssen's | | | | 2.49 | | | | | | | | | | |
| | Hormel Cure 81 | | 2.39 | | | | | | 3.99 | 3.99 | | | | | | |
| Outpost Natural | Beeler's | | | | | | | | | 6.99 | | | | | antibiotic-free | |
| Pat's Foods IGA | Hormel Cure 81 | | | | | | | | 3.79 | 3.79 | | | | | | |
| | Hillshire Farm | | | | 2.29 | 2.29 | | | | | | | | | | |

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|---------------------|--|----------------|-------------------------|------|---------------|------|------------------|-------|----------|------|------|---------------|--------------------------|-------------|--------------------------|
| | | | Whole | Half | Whole | Half | Butt | Shank | Whole | Half | 1/4 | | | | |
| WI <i>(cont)</i> | Pat's Foods IGA <i>(continued)</i> Pick'n Save | Sugardale | | | | | | | | | | | 2.99 | | |
| | | John Morrell | | | | | | | | | 5.29 | | | | |
| | | Cook's | | 1.99 | | | | | | | | | | | |
| | Piggly Wiggly MW | Kroger | | 1.99 | | | | | | | | | | | |
| | | Hillshire Farm | | 2.99 | | | | | | | | | | | |
| | | Sugardale | | | | 1.69 | | | | | | | | | |
| | | Badger | | | | | | | 2.99 | 3.99 | | | | | |
| | | Sugardale | | | | | | 1.49 | 1.29 | | | | | | |
| | | Smithfield | | 1.99 | | | | | | | | | | | |
| | Quillin's | Cook's | | | | | 0.99 | 0.99 | | | | | | | limit 2 |
| | | John Morrell | | | 1.99 | 2.19 | | | | | | | | | |
| | Save-a-Lot Schnuck's | Smithfield | | | | | | | | | 2.99 | | | | |
| | | Sugardale | | | | | | | 0.99 | | | | 2.79 | | |
| | | Frick's | | | 2.99 | | 1.99 | 1.79 | 3.99 | | | | 4.29 | | |
| | | Double G | | | 2.99 | | | | | | | | | | |
| | | Kretschmar | | | | | | | | | 3.49 | | | | |
| | Sentry Foods | Cook's | | | | | | | | | | | 4.29 | | |
| | | Schnuck's | 2.49 | | | | | | | | | | | | |
| | | Hormel Cure 81 | | 1.99 | | | | | 3.49 | 3.49 | | | | | |
| | Shurfine Food Cntr | Sugardale | | | | | 1.49 | 1.49 | 3.49 | | | | 2.99 | | |
| | | Smithfield | 2.99 | | | | | | | | | | | | |
| | | Sugardale | | 2.39 | | | 1.49 | 1.49 | | | | | 2.99 | | |
| | Super One Foods | Jones Dairy | | | | | | | | | 5.48 | | | | |
| | | Smithfield | 1.99 | | | | 1.49 | 1.49 | | | | | | | |
| | SuperVALU Stores | Hormel Cure 81 | 1.88 | | | | | | | | | | | | |
| | | Hillshire Farm | | | | 2.49 | | | | | | | | | |
| | | Elliott's | | | | | | | 3.99 | | | | | | |
| | | Beeler's | | | | | | | 5.95 | | | | | | antibiotic-free; uncured |
| Sugardale | | | | 1.79 | 1.79 | | | | | | | | | | |
| Hormel Cure 81 | | 2.29 | | | | | | 3.99 | 3.99 | | | | | | |
| Tadych's | Open Acres | | | | | | | | | | | | | | |
| | Hillshire Farm | | | | 1.99 | | | | | | | | | | |
| Target | Archer Farms | 1.99 | | | | | | | | | | | limit 2 | | |
| Trader Joe's | Trader Joe's | 4.99 | | | | | | | | | | | antibiotic-free; uncured | | |
| Trig's | Trig's | | | 2.69 | 2.69 | | | | | | | | | | |
| | Smithfield | | 2.99 | | | | | | | | | | | | |
| Walmart | Sam's Choice | 1.98 | | | | | | | | | | | | | |

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|---------------------|-------------|--------------------------------------|-------------------------|------|---------------|------|------------------|-------|----------|------|-----|---------------|-----------|-------------|-----------------|
| | | | Whole | Half | Whole | Half | Butt | Shank | Whole | Half | 1/4 | bone-in | bone-in | | |
| WI <i>(cont)</i> | WFM Midwest | n/i | 3.99 | 7.99 | | | | | | | | | | | antibiotic-free |
| | Woodman's | Hormel Cure 81 Cook's Klondike | 2.39 | | 1.89 | | | | | 4.29 | | | | | |

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|---|--------------------|--------------------|----------------------------|------|---------------|------|------------------|-------|----------|------|------|------------------|--------------|----------------|------------|
| | | | Whole | Half | Whole | Half | Butt | Shank | Whole | Half | 1/4 | bone-in | bone-in | | |
| SOUTH CENTRAL U.S. - AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT | | | | | | | | | | | | | | | |
| AR | Albertsons Houston | Signature Farms | | | | | 2.19 | 1.99 | | | | | | | |
| | | Signature Select | | 2.49 | | | | | | | | | | | |
| | | Hormel | 2.49 | | | | | | | | | | | | |
| | | Smithfield Premium | | | | | | | | | | | | | |
| | | Hormel Cure 81 | | | | | | | | 4.49 | | | | | |
| | ALDI | Appleton Farms | | | | | 1.29 | 1.19 | | | | | | | |
| | Bill's Cost Plus | Best Choice | | 1.67 | | | | | | | | | | | |
| | | Double G | | | | | 1.47 | 1.47 | | | | | | | |
| | | Sugardale | | | | | 1.07 | 1.07 | | | | | | | |
| | | Petit Jean | | | 2.68 | | | | | | | | | | |
| | Brookshire's | Smithfield | | | | | | | | | | | 3.99 | | |
| | | Cook's | | | | | 1.69 | 1.49 | | | | | | | |
| | | Hormel Cure 81 | | | | | | | 3.99 | 3.99 | | | | | |
| | Cash Saver TC | Ozark Pride | | | | | | | 2.15 | | | | | | |
| | | Kretschmar | | | | | | | 2.15 | | | | | | |
| | City Market | Jamestown | 1.28 | | | | | | | | | | | | |
| | | Cook's | | | | | | 1.36 | | | | | | | |
| | | Petit Jean | | | 2.69 | | | | | | | | | | |
| | | n/i | | 1.49 | | | | | | | | | | | |
| | CV'S Family Foods | Frick's | | | | | 1.89 | 1.69 | | | | | | | |
| | Edward's FG | Cook's | | | | | 1.28 | 0.98 | | | | | | | |
| | | Petit Jean | | | 2.68 | | | | | | | | | | |
| | | Smithfield | | | | | | | | | | | 2.68 | | |
| | Food Giant | Cook's | | | | | | 1.19 | | | | | | | |
| | | Sugar Tree | 1.49 | | | | | | | | | | | | |
| | | Kentucky Legend | | | | | | | | | | | 3.99 | | |
| | G&W Foods | Kretschmar | | | | | | | 1.97 | | | | | | limit 1 |
| | | Kretschmar | | | | | | | 2.39 | | | | | | |
| | | Cook's | | | | | 1.39 | 1.19 | | | | | | | |
| | | Best Choice | 1.89 | 1.89 | | | | | | | | | | | |
| | | Frick's | | | | | | 1.59 | | | | | | | |
| | Harp's | Hormel Cure 81 | | 1.98 | | | | | | | | | | | |
| | | Kentucky Legend | | | | | | | 4.48 | 4.48 | 4.99 | | | | |
| | | Cook's | | | | | 1.79 | 1.69 | | | | | | | |
| | Hays Supermarket | Cook's | | | | | 1.18 | 0.98 | | | | | | | limit 2 |
| | | Cook's | 2.49 | 2.48 | | | 1.48 | 1.28 | | | | | | | |

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|---------------------|--|-----------------|----------------------------|--------|---------------|------|------------------|-------|----------|------|------|------------------|--------------|----------------|------------|------------|---------|--|
| | | | Whole | Half | Whole | Half | Butt | Shank | Whole | Half | 1/4 | bone-in | bone-in | | | | | |
| AR <i>(cont)</i> | Hays Supermarket <i>(continued)</i> | Best Choice | 1.98 | 1.98 | | | | | | | | | | | | | | |
| | | Ozark Pride | | | | 2.48 | | | 3.18 | | | | | | | | | |
| | | Kentucky Legend | | | | | | | | | 4.49 | | | | | | | |
| | | John Morrell | | | | | | | 2.98 | | | | | | | | | |
| | | Hillshire Farm | 2.48 | | | | | | | | | | | | | | | |
| | | Kretschmar | 2.48 | | | | | | 2.68 | 2.98 | | | | | | | | |
| | | Petit Jean | | | | 3.48 | | | | | | | | | | | | |
| | | Kroger Delta | Kroger | 1.99 | | | | | | | | | | | | | | |
| | | | Smithfield | | | | | | 1.69 | | | | | | | | | |
| | | | PW Houchens | Cook's | | 1.98 | 1.58 | | 1.58 | 1.38 | | | | | 2.98 | | | |
| | | | Hormel Cure 81 | | 1.98 | | | | | | 3.98 | | | | | | | |
| | | | Kentucky Legend | | | | | | | 3.58 | 3.98 | | | | | | | |
| | | | Best Choice | | 1.98 | | | | | | | | | | | | | |
| | | Rehkopf's | Kentucky Legend | | | | | | | 3.49 | 3.99 | 3.99 | | | | | | |
| | | | Cook's | | | | | 1.49 | 1.29 | | | | | | | | | |
| | | | Hormel Cure 81 | 1.99 | | | | | | | | | | | | | | |
| | | Save-a-Lot | Sugardale | | | | | | | | | | | 2.79 | | | | |
| | | Shoppers Value | Frick's | | | | | 1.38 | 1.58 | | | | | | | | | |
| | | Super 1 Foods | Cook's | | | 1.57 | 1.57 | 1.57 | 1.37 | | | | | | | | | |
| | | | Hormel Cure 81 | | 1.78 | | | | | | | | | | | | | |
| | Target | Archer Farms | 1.99 | | | | | | | | | | | | | limit 2 | | |
| | TC Grocers | Ozark Pride | | | | | | | | 2.48 | | | | | | | | |
| | | Kretschmar | | | | | | | | 2.48 | | | | | | | | |
| | | Cook's | | | | | | 1.39 | | | | | | | | | | |
| | The Fresh Market | n/i | 2.99 | | | | | | | 6.99 | | | | | | spiral cut | | |
| | Walmart | Sam's Choice | 1.98 | | | | | | | | | | | | | | | |
| | WFM Southwest | n/i | 3.99 | | | | | | | | | | | | | | | |
| AZ | Albertsons SW | Cook's | | | | | | 1.27 | | | | | | | | | | |
| | | Hormel Cure 81 | 1.67 | | | | | | | | | | | | | | limit 1 | |
| | | Smithfield | 1.99 | | | | | | | | | | | | | | | |
| | AW Grocers | Hormel Cure 81 | | 1.88 | | | | | | 2.98 | 2.98 | | | | | | | |
| | | Sugardale | | | 1.89 | | 1.68 | 1.48 | | | | | | | | | | |
| | Basha's | Cook's | | | | | | 1.49 | 1.27 | | | | | 2.99 | | | limit 1 | |
| | | Cook's | | | | | | | | | | | | | | | limit 1 | |
| | | Hormel Cure 81 | 1.33 | | | | | | | | | | | | | | | |
| | Hormel Cure 81 | | | | | | | | 3.99 | | | | | | | | | |
| | Smithfield Premium | 2.99 | | | | | | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

**Thanksgiving 2018
CURED PORK**

prices in \$US per pound unless otherwise noted.

| State | Supermarket | Label | Spiral Cut Hams Bone-in | | Semi-Boneless | | Bone-in Portions | | Boneless | | | Smoked Picnic | Ham Steak | Country Ham | Conditions | | | |
|-------------------|-----------------------|------------------|----------------------------|------|---------------|------|------------------|-------|----------|------|------|------------------|--------------|----------------|-----------------|--------------------------|--|--|
| | | | Whole | Half | Whole | Half | Butt | Shank | Whole | Half | 1/4 | | | | | | | |
| AZ (cont) | El Super | Smithfield | 1.97 | | | | | 0.99 | | | | | | | | | | |
| | Food City | Cook's | | | | | | 1.27 | 1.27 | | | | | | limit 1 | | | |
| | Fry's | Sugardale | | | | | 1.27 | | | | | | | | limit 2 | | | |
| | | Kroger | 1.69 | | | | | | | | | | | | | | | |
| | Lowe's Market | Cook's | | | | | 1.59 | 1.49 | | | | | | | | | | |
| | | Hormel Cure 81 | 2.59 | 2.59 | | | | | | | | | | | | | | |
| | Safeway SW | Cook's | | | | | | | 1.27 | | | | | | limit 1 | | | |
| | | Hormel Cure 81 | 1.67 | | | | | | | | | | | | limit 1 | | | |
| | | Smithfield | 1.99 | | | | | | | | | | | | | | | |
| | Smart & Final | Farmer John | 1.99 | 1.99 | | | | | | | | | | | | | | |
| | | Sugardale | | | | 1.69 | | | | | | | | | | | | |
| | Smith's | Kroger | 1.88 | | | | | | | 2.99 | 2.99 | | | | | | | |
| | | Sugardale | | | | | | 1.49 | 1.29 | | | | | | | | | |
| | Sprout's Market | Butcher Shop | 2.49 | | | | | | | | | | | | | | | |
| | Target | Archer Farms | 1.99 | | | | | | | | | | | | | limit 2 | | |
| | Trader Joe's | Trader Joe's | 4.99 | | | | | | | | | | | | | antibiotic-free; uncured | | |
| Walmart | Sam's Choice | 1.98 | | | | | | | | | | | | | | | | |
| WFM South Pacific | Niman Ranch | 5.99 | | | | | | | | | | | | | antibiotic-free | | | |
| | Nature's Rancher | | 6.99 | | | | | | | | | | | | antibiotic-free | | | |
| | Wellshire | 5.99 | | | | | | | | | | | | | antibiotic-free | | | |
| | n/i | 3.99 | | | | | | | | | | | | | antibiotic-free | | | |
| CO | Affiliated Foods | Hormel Cure 81 | 1.89 | 1.89 | 2.39 | | | | 3.99 | 3.99 | 4.59 | | | | | | | |
| | | Cook's | | | | | 1.49 | 1.29 | | | | | | | | | | |
| | Albert./Safeway. Mntn | Cook's | | | | | 1.39 | 1.19 | | | | | | | | | | |
| | | Signature Select | | | | | | | 3.29 | | | | | | | | | |
| | | Hormel Cure 81 | 2.49 | | | | | | | | | | | | | | | |
| | Albert/Safe. Denver | Cook's | | | | | | 0.97 | | | | | | | | | | |
| | | Cook's | | | | | | 1.27 | | | | | 3.99 | | | | | |
| | | Hormel Cure 81 | | 1.97 | | | | | | | 4.99 | | | | | | | |
| | | Signature Select | | | | | | | 2.99 | | | | | | | | | |
| | Associated Foods | Cook's | 1.88 | | | | 1.39 | 1.19 | | | | | | | | | | |
| | | Cook's | 1.99 | | | | | | | | | | | | | | | |
| | | Dubuque | 1.49 | | | | | | | | | | | | | | | |
| | | n/i | | 1.29 | | | | | | | | | | | | | | |
| AW Grocers | Cook's | | | | | 1.49 | 1.29 | | | | | | | | | | | |
| | Farmland | | | | | | | 2.79 | 2.79 | | | | | | | | | |
| | Hormel Cure 81 | | | | | | | | 3.99 | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

**Thanksgiving 2018
CURED PORK**

prices in \$US per pound unless otherwise noted.

| State | Supermarket | Label | Spiral Cut Hams Bone-in | | Semi-Boneless | | Bone-in Portions | | Boneless | | | Smoked Picnic | Ham Steak | Country Ham | Conditions | | |
|---------------------|--|---------------------|-------------------------|------|---------------|------|------------------|-------|----------|------|------|---------------|-----------|--------------------------|------------|---------|--|
| | | | Whole | Half | Whole | Half | Butt | Shank | Whole | Half | 1/4 | bone-in | bone-in | | | | |
| CO <i>(cont)</i> | AW Grocers <i>(continued)</i> Food King King Soopers Lowe's Market Lucky's Market Ridley's Save-a-Lot Sprout's Market Target Trader Joe's Walmart WFM Rocky Mount. | Best Choice | 1.79 | 1.79 | | | | | | | | | | | | | |
| | | John Morrell | | | 1.99 | | | | | | | | | | | | |
| | | Hormel Cure 81 | 1.99 | 1.99 | | | | | | | | | | | | | |
| | | Hormel Cure 81 | | 1.88 | | | | | 2.98 | 2.98 | | | | | | | |
| | | Sugardale | | | 1.89 | | 1.68 | 1.48 | | | | | | | | | |
| | | Cook's | | | | | 1.18 | 1.17 | | | | | | | | | |
| | | Cook's | | | | | 0.99 | 0.99 | | | | | | | | limit 2 | |
| | | Private Selection | 2.99 | | | | | | | | | | | | | | |
| | | Cook's | | | | | 1.59 | 1.49 | | | | | | | | | |
| | | Hormel Cure 81 | 2.59 | 2.59 | | | | | | | | | | | | | |
| | | Alexander & Hornung | | | 1.99 | | | | | | | | | | | uncured | |
| | | Cook's | 1.89 | | | | 1.39 | 1.19 | | | | | | | | | |
| | | Sugardale | | | | | | 0.99 | | | | | | 2.79 | | | |
| | | Butcher Shop | 2.49 | | | | | | | | | | | | | | |
| | | Archer Farms | 1.99 | | | | | | | | | | | | | limit 2 | |
| Trader Joe's | 4.99 | | | | | | | | | | | | | antibiotic-free; uncured | | | |
| Sam's Choice | 1.98 | | | | | | | | | | | | | | | | |
| n/i | 5.99 | | | | | | | | | | | | | | | | |
| KS | Affiliated Foods Apple Markets AW Grocers Brothers Market | Hormel Cure 81 | 1.89 | 1.89 | 2.39 | | | | 3.99 | 3.99 | 4.59 | | | | | | |
| | | Cook's | | | | | 1.49 | 1.29 | | | | | | | | | |
| | | Cook's | | | | | 1.69 | 1.49 | | | | | | | | | |
| | | Hormel Cure 81 | 1.69 | 1.69 | | | | | 3.99 | 3.99 | | | | 2.99 | | | |
| | | Sugardale | 2.49 | | | | | | | | | | | | | | |
| | | Smithfield | 2.49 | 2.49 | | | | | | | | | | | | | |
| | | Smithfield Premium | 2.49 | | | | | | | | | | | | | | |
| | | Farmland | | | | | | | 3.99 | | | | | | | | |
| | | Cook's | | | | | 1.49 | 1.29 | | | | | | | | | |
| | | Farmland | | | | | | | 2.79 | 2.79 | | | | | | | |
| | | Best Choice | 1.79 | 1.79 | | | | | | | | | | | | | |
| | | John Morrell | | | 1.99 | | | | | | | | | | | | |
| | | Hormel Cure 81 | 1.99 | 1.99 | | | | | | | | | | | | | |
| | | Hormel Cure 81 | | 1.88 | | | | | 2.98 | 2.98 | | | | | | | |
| | | Sugardale | | | 1.89 | | 1.68 | 1.48 | | | | | | | | | |
| Cook's | | | 1.69 | 1.69 | | | | | | | | 2.99 | | | | | |
| Farmland | | | | | | | | | 3.99 | | | | | | | | |
| Best Choice | | 1.99 | | | | | | | | | | | | | | | |
| Smithfield Premium | | 2.99 | | | | | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

prices in \$US per pound unless otherwise noted.

**Thanksgiving 2018
CURED PORK**

| State | Supermarket | Label | Spiral Cut Hams Bone-in | | Semi-Boneless | | Bone-in Portions | | Boneless | | | Smoked Picnic | Ham Steak | Country Ham | Conditions |
|---------------------|---------------------------------------|--------------------|-------------------------|------|---------------|------|------------------|-------|----------|------|------|---------------|-----------|-------------|------------|
| | | | Whole | Half | Whole | Half | Butt | Shank | Whole | Half | 1/4 | bone-in | bone-in | | |
| KS <i>(cont)</i> | Brothers Market <i>(continued)</i> | Hormel Cure 81 | | | | | | | 3.99 | 3.99 | | | | | |
| | | Kretschmar | | | | | | | 2.99 | 2.99 | | | | | |
| | | Best Choice | 1.99 | 1.99 | | | | | | | | | | | |
| | Country Mart | Cook's | | | | | 1.69 | 1.49 | | | | | | | |
| | | Hormel Cure 81 | 1.69 | 1.69 | | | | | 3.99 | 3.99 | | | | 2.99 | |
| | | Sugardale | | | | | | | | | | | | | |
| | | Smithfield | 2.49 | | | | | | | | | | | | |
| | | Smithfield Premium | 2.49 | 2.49 | | | | | | | | | | | |
| | CV'S Family Foods | Farmland | | | | | | | 3.99 | | | | | | |
| | | Frick's | | | | | 1.89 | 1.69 | | | | | | | |
| | | Dillon's | 1.89 | | | | | | | | | | | | |
| | Food Pride | Cook's | | | | | | | 1.49 | 1.49 | | | | | |
| | | Open Acres | | 2.29 | | | 1.29 | 1.09 | | | | | | | |
| | | Smithfield | 2.99 | | | | | | | | | | | | |
| | G&W Foods | Cloverdale | | | | | | | | | 3.69 | | | | |
| | | Kretschmar | | | | | | | 1.97 | | | | | | |
| | | Kretschmar | | | | | | | 2.39 | | | | | | |
| | | Cook's | | | | | 1.39 | 1.19 | | | | | | | |
| | | Best Choice | 1.89 | 1.89 | | | | | | | | | | | |
| | Harp's | Frick's | | | | | | | | 1.59 | | | | | |
| | | Hormel Cure 81 | | 1.98 | | | | | | | | | | | |
| | | Kentucky Legend | | | | | | | 4.48 | 4.48 | 4.99 | | | | |
| | Hen House | Cook's | | | | | 1.79 | 1.69 | | | | | | | |
| | | Smithfield | 1.99 | | | | | | | | | | | | |
| | | Cook's | | | | | 1.89 | 1.89 | | | | | | | |
| | Hy-Vee | Hormel Cure 81 | | | | | | | 3.99 | 3.99 | | | | | |
| | | Hormel Cure 81 | | 2.48 | | | | | 3.99 | | | | | | |
| | | Cook's | | | | 1.99 | | | | | | | | | |
| | | Frick's | | | | | 1.98 | 1.98 | | | | | | | |
| | Lowe's Market | Hy-Vee | 2.19 | 2.39 | | | | | | | | | | 2.99 | |
| Cook's | | | | | | 1.59 | 1.49 | | | | | | | | |
| Pyramid Foods | Hormel Cure 81 | 2.59 | 2.59 | | | | | | | | | | | | |
| | Smithfield | | 1.99 | | | | | | 1.19 | | | | | | |
| | Sugardale | | | 1.69 | | | | | | | | | | | |
| | Frick's | | | | | | | 1.49 | 3.29 | | | | | | |
| | Kretschmar | | 2.29 | | | | | | | | | | | | |
| | | Ozark Pride | | | | | | | | 2.99 | | | | | |

limit 1

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

**Thanksgiving 2018
CURED PORK**

prices in \$US per pound unless otherwise noted.

| State | Supermarket | Label | Spiral Cut Hams Bone-in | | Semi-Boneless | | Bone-in Portions | | Boneless | | | Smoked Picnic | Ham Steak | Country Ham | Conditions |
|-------------------|--------------------|--------------------|-------------------------|------|---------------|------|------------------|-------|----------|------|------|---------------|-----------|-------------|--------------------------|
| | | | Whole | Half | Whole | Half | Butt | Shank | Whole | Half | 1/4 | | | | |
| KS (cont) | Save-a-Lot | Sugardale | | | | | | 0.99 | | | | | 2.79 | | |
| | Sprout's Market | Butcher Shop | 2.49 | | | | | | | | | | | | |
| | Sun Fresh | Cook's | | | | | 1.69 | 1.49 | | | | | | | |
| | | Hormel Cure 81 | 1.69 | 1.69 | | | | | 3.99 | 3.99 | | | | | |
| | | Sugardale | | | | | | | | | | | 2.99 | | |
| | | Smithfield | 2.49 | | | | | | | | | | | | |
| | | Smithfield Premium | 2.49 | 2.49 | | | | | | | | | | | |
| | | Farmland | | | | | | | 3.99 | | | | | | |
| | Target | Archer Farms | 1.99 | | | | | | | | | | | | limit 2 |
| | Thriftway Stores | Cook's | | | 1.69 | 1.69 | | | | | | | 2.99 | | |
| | | Smithfield | | 2.69 | | | | | | | | | | | |
| | | Smithfield Premium | | 2.99 | | | | | | | | | | | |
| | | Farmland | | | | | | | | | 3.99 | | | | |
| | | Kretschmar | | | | | | | 2.99 | 2.99 | | | | | |
| | | Hormel Cure 81 | | | | | | | 3.99 | 3.99 | | | | | |
| | | Best Choice | 1.89 | 1.89 | | | | | | | | | | | |
| | Trader Joe's | Trader Joe's | 4.99 | | | | | | | | | | | | antibiotic-free; uncured |
| | Walmart | Sam's Choice | 1.98 | | | | | | | | | | | | |
| WFM Rocky Mount. | n/i | 5.99 | | | | | | | | | | | | | |
| Woods Supermarket | Double G | | | 1.99 | | 1.69 | 1.49 | 3.49 | | | | | | | |
| | Best Choice | 1.99 | 1.99 | | | | | | | | | | | | |
| | Kretschmar | | | | | | | 2.99 | 2.99 | | | | | | |
| LA | AG of Baton Rouge | Smithfield | | 1.99 | | | 1.39 | 1.19 | | | | | | | |
| | | Bryan | | | | | | | 1.99 | | | | | | |
| | Albertsons Houston | John Morrell | | | 1.39 | | | | | | | | | | |
| | | Signature Farms | | | | | 2.19 | 1.99 | | | | | | | |
| | | Signature Select | | 2.49 | | | | | | | | | | | |
| | | Hormel | 2.49 | | | | | | | | | | | | |
| | | Smithfield Premium | | | | | | | | | | | | | |
| | | Hormel Cure 81 | | | | | | | | 4.49 | | | | | |
| | Breaux Mart | Smithfield | 1.88 | | | | 1.39 | 1.19 | | | | | 2.99 | | |
| | Brookshire's | Smithfield | | | | | | | | | 3.99 | | | | |
| | Cook's | | | | | 1.69 | 1.49 | | | | | | | | |
| | Hormel Cure 81 | | | | | | | 3.99 | 3.99 | | | | | | |
| Brookshire Bros. | Buckley Farms | | | | | | | 3.29 | 3.29 | 3.49 | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

**Thanksgiving 2018
CURED PORK**

prices in \$US per pound unless otherwise noted.

| State | Supermarket | Label | Spiral Cut Hams Bone-in | | Semi-Boneless | | Bone-in Portions | | Boneless | | | Smoked Picnic | Ham Steak | Country Ham | Conditions | |
|---------------------|---------------------|--------------------|-------------------------|------|---------------|------|------------------|-------|----------|------|------|---------------|-----------|-------------|--------------------------|---------------------------|
| | | | Whole | Half | Whole | Half | Butt | Shank | Whole | Half | 1/4 | bone-in | bone-in | | | |
| LA <i>(cont)</i> | County Market | Frick's | | | | | 1.29 | 1.29 | | | | | | | | |
| | | County Market | | | 2.99 | 2.99 | | | | | | | | | | |
| | Dollar General Mrkt | Hormel Cure 81 | 1.99 | | | | | | | | | | | | | |
| | | Smithfield | 1.75 | | | | | | | | | | | | | limit 1 |
| | Kroger Texas | Kentucky Legend | | | | | | | | | 4.00 | | | | | w/ \$25 purchase; limit 2 |
| | | Kroger | 1.99 | | | | | | | | | | | | | |
| | Market Basket | Private Selection | 2.99 | | | | | | | | | | | | | |
| | | Cook's | | | | | | 0.99 | | | | | | | | limit 2 |
| | Ramey's | Kentucky Legend | | | | | | | | | 3.98 | | | | | |
| | | Cook's | | | | | 1.38 | 1.18 | | | | | | | | |
| | Rouses Market | Smithfield | 1.98 | | | | | | | | 2.98 | | | | | |
| | | Hormel Cure 81 | | 1.99 | | | | | | | | | | | | |
| | Save-a-Lot | Sugardale | | | | | 1.37 | 1.17 | | | | | | | | |
| | | Sugardale | | | | | | 0.99 | | | | | | 2.79 | | |
| | Shopper's Value | Hormel Cure 81 | 1.98 | | | | | | | | | | | | | |
| | | Cook's | | | | | | | | | | | | | | |
| | Spring Market | Hormel Cure 81 | | 1.98 | | | | | | | | | | | | |
| | | Cook's | | | 1.57 | 1.57 | 1.57 | 1.37 | | | | | | | | |
| | Super 1 Foods | Hormel Cure 81 | | 1.78 | | | | | | | | | | | | |
| | | Cook's | | | | | | | | | | | | | | |
| Target | Archer Farms | 1.99 | | | | | | | | | | | | | limit 2 | |
| The Fresh Market | n/i | 2.99 | | | | | | | 6.99 | | | | | | spiral cut | |
| Trader Joe's | Trader Joe's | 4.99 | | | | | | | | | | | | | antibiotic-free; uncured | |
| Walmart | Sam's Choice | 1.98 | | | | | | | | | | | | | | |
| WFM Southwest | n/i | 3.99 | | | | | | | | | | | | | | |
| Winn-Dixie | Smithfield | | 1.99 | | | | | 1.39 | 1.19 | | | | | | limit 2 | |
| | Smithfield | | | | | | | | | | | | 2.99 | | | |
| MO | ALDI | Appleton Farms | | | | | 1.29 | 1.19 | | | | | | | | |
| | Apple Markets | Cook's | | | | | 1.69 | 1.49 | | | | | | | | |
| | | Hormel Cure 81 | 1.69 | 1.69 | | | | | 3.99 | 3.99 | | | | | | |
| | | Sugardale | | | | | | | | | | | 2.99 | | | |
| | | Smithfield | 2.49 | | | | | | | | | | | | | |
| | AW Grocers | Smithfield Premium | 2.49 | 2.49 | | | | | | | | | | | | |
| | | Farmland | | | | | | | 3.99 | | | | | | | |
| | | Cook's | | | | | 1.49 | 1.29 | | | | | | | | |
| Farmland | | | | | | | | 2.79 | 2.79 | | | | | | | |
| | Best Choice | 1.79 | 1.79 | | | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

**Thanksgiving 2018
CURED PORK**

prices in \$US per pound unless otherwise noted.

| State | Supermarket | Label | Spiral Cut Hams Bone-in | | Semi-Boneless | | Bone-in Portions | | Boneless | | | Smoked Picnic | Ham Steak | Country Ham | Conditions |
|---------------------|--------------------|--------------------|-------------------------|------|---------------|------|------------------|-------|----------|------|------|---------------|-----------|-------------|------------|
| | | | Whole | Half | Whole | Half | Butt | Shank | Whole | Half | 1/4 | bone-in | bone-in | | |
| MO <i>(cont)</i> | AW Grocers | John Morrell | | | 1.99 | | | | | | | | | | |
| | <i>(continued)</i> | Hormel Cure 81 | 1.99 | 1.99 | | | | | | | | | | | |
| | Brothers Market | Cook's | | | 1.69 | 1.69 | | | | | | | 2.99 | | |
| | | Farmland | | | | | | | | | 3.99 | | | | |
| | | Best Choice | | 1.99 | | | | | | | | | | | |
| | | Smithfield Premium | | 2.99 | | | | | | | | | | | |
| | | Hormel Cure 81 | | | | | | | 3.99 | 3.99 | | | | | |
| | | Kretschmar | | | | | | | 2.99 | 2.99 | | | | | |
| | | Best Choice | 1.99 | 1.99 | | | | | | | | | | | |
| | C&R Supermarkets | Sugardale | | | | | 1.49 | 1.39 | | | | | | | |
| | | Sugardale | | | | | 1.17 | 0.97 | | | | | | | limit 1 |
| | | Hormel Cure 81 | | 1.69 | | | | | | | | | | | |
| | | Kretschmar | | | | | | | 2.79 | 2.99 | | | | | |
| | Cash Saver TC | Ozark Pride | | | | | | | 2.15 | | | | | | |
| | | Kretschmar | | | | | | | 2.15 | | | | | | |
| | Country Mart | Cook's | | | | | 1.69 | 1.49 | | | | | | | |
| | | Hormel Cure 81 | 1.69 | 1.69 | | | | | 3.99 | 3.99 | | | | 2.99 | |
| | | Sugardale | | | | | | | | | | | | | |
| | | Smithfield | 2.49 | | | | | | | | | | | | |
| | | Smithfield Premium | 2.49 | 2.49 | | | | | | | | | | | |
| | County Market NFI | Farmland | | | | | | | 3.99 | | | | | | |
| | | Frick's | | | | | | | | | | | | 3.99 | |
| | | Kretschmar | 2.39 | | | | | | 2.49 | | | | | | |
| | | Kentucky Legend | | | | | | | | 3.99 | | | | | |
| | | Double G | | | | | | | 3.29 | 3.49 | | | | | |
| | | Corn Top | | | 1.99 | | | | | | | | | | |
| | Dierberg's | Indiana Kitchen | | 3.49 | | | | | | | | | | | |
| | | Hillshire Farm | | 3.29 | | | | | | | | | | | |
| | | Hormel Cure 81 | | 2.97 | | | | | | | | | | | |
| | Food Giant | Cook's | | | | | | | | 1.19 | | | | | |
| | | Sugar Tree | 1.49 | | | | | | | | | | | | |
| | | Kentucky Legend | | | | | | | | | 3.99 | | | | |
| Fresh Thyme | Fresh Thyme | 1.99 | | | | | | | | | | | | | |
| G&W Foods | Kretschmar | | | | | | | 1.97 | | | | | | limit 1 | |
| | Kretschmar | | | | | | | 2.39 | | | | | | | |
| | Cook's | | | | | 1.39 | 1.19 | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

**Thanksgiving 2018
CURED PORK**

prices in \$US per pound unless otherwise noted.

| State | Supermarket | Label | Spiral Cut Hams Bone-in | | Semi-Boneless | | Bone-in Portions | | Boneless | | | Smoked Picnic | Ham Steak | Country Ham | Conditions | | |
|---------------------|---------------------------------|--------------------|-------------------------|------|---------------|------|------------------|-------|----------|------|------|---------------|-----------|-------------|------------|--|---------|
| | | | Whole | Half | Whole | Half | Butt | Shank | Whole | Half | 1/4 | | | | | | |
| MO <i>(cont)</i> | G&W Foods <i>(continued)</i> | Best Choice | 1.89 | 1.89 | | | | | | | | | | | | | |
| | | Frick's | | | | | | 1.59 | | | | | | | | | |
| | Gerbe's | 1.89 | | | | | | | | | | | | | | | |
| | Gordon Food Harp's | Cook's | | | | | 1.49 | 1.49 | | | | | | | | | |
| | | GFS | 2.29 | | | | | | | | | | | | | | |
| | | Hormel Cure 81 | | 1.98 | | | | | | | | | | | | | |
| | Harter House | Kentucky Legend | | | | | | | 4.48 | 4.48 | 4.99 | | | | | | |
| | | Cook's | | | | | 1.79 | 1.69 | | | | | | | | | |
| | | n/i | | | | | | 2.99 | | | | | | | | | |
| | | Our Best | | | 1.99 | | | | | | | | | | | | |
| | | Primrose | | | | | | | | | 2.99 | | | | | | |
| | Hays Supermarket | Hormel Cure 81 | | 1.99 | | | | | | | | | | | | | |
| | | Cook's | | | | | 1.18 | 0.98 | | | | | | | | | limit 2 |
| | | Cook's | 2.49 | 2.48 | | | 1.48 | 1.28 | | | | | | | | | |
| | | Best Choice | 1.98 | 1.98 | | | | | | | | | | | | | |
| | | Ozark Pride | | | | | | 2.48 | | | 3.18 | | | | | | |
| | | Kentucky Legend | | | | | | | | | | 4.49 | | | | | |
| | | John Morrell | | | | | | | | | 2.98 | | | | | | |
| | Hen House | Hillshire Farm | 2.48 | | | | | | | | | | | | | | |
| | | Kretschmar | 2.48 | | | | | | | | 2.68 | 2.98 | | | | | |
| | | Petit Jean | | | | | | 3.48 | | | | | | | | | |
| | | Smithfield | 1.99 | | | | | | | | | | | | | | |
| | | Cook's | | | | | | | 1.89 | 1.89 | | | | | | | |
| | Hy-Klas Foods | Hormel Cure 81 | | | | | | | | | 3.99 | 3.99 | | | | | |
| | | Cook's | | | 1.69 | 1.69 | | | | | | | | 2.99 | | | |
| | | Farmland | | | | | | | | | | 3.99 | | | | | |
| | | Smithfield | | 2.69 | | | | | | | | | | | | | |
| | | Smithfield Premium | | 2.99 | | | | | | | | | | | | | |
| | | Hormel Cure 81 | | | | | | | | | 3.99 | 3.99 | | | | | |
| | Hy-Vee | Kretschmar | | | | | | | | | 2.99 | 2.99 | | | | | |
| Best Choice | | 1.89 | 1.89 | | | | | | | | | | | | | | |
| Hormel Cure 81 | | | 2.48 | | | | | | | 3.99 | | | | | | | |
| Cook's | | | | | 1.99 | | | | | | | | | | | | |
| Frick's | | | | | | 1.98 | 1.98 | | | | | | | | | | |
| | Hy-Vee | 2.19 | 2.39 | | | | | | | | | | 2.99 | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

prices in \$US per pound unless otherwise noted.

**Thanksgiving 2018
CURED PORK**

| State | Supermarket | Label | Spiral Cut Hams Bone-in | | Semi-Boneless | | Bone-in Portions | | Boneless | | | Smoked Picnic | Ham Steak | Country Ham | Conditions | |
|---------------------|------------------|---------------------|-------------------------|------|---------------|------|------------------|-------|----------|------|------|---------------|-----------|-------------|------------|------------------------|
| | | | Whole | Half | Whole | Half | Butt | Shank | Whole | Half | 1/4 | bone-in | bone-in | | | |
| MO <i>(cont)</i> | IGA Stores IL/IN | Kretschmar | 2.69 | | | | | | 2.49 | 2.49 | | | | | | |
| | | Frick's | | | | | 1.89 | 1.69 | | | | | | | | |
| | | Kentucky Legend | | | | | | | 3.99 | 3.99 | | | | | | |
| | Kroger Central | Cook's | | | | | | | | | | | 2.99 | | | w/ store card; limit 1 |
| | | Kroger | 1.69 | | | | | | | | | | | | | |
| | | Sugardale | | | | | | | | 1.19 | | | | | | |
| | Kroger Delta | Kroger | 1.99 | | | | | | | | | | | | | |
| | | Smithfield | | | | | | | | 1.69 | | | | | | |
| | Lucky's Market | Alexander & Hornung | | | | | 1.99 | | | | | | | | | uncured |
| | | Moser's | | | | | | | 1.18 | 1.18 | | | | | | |
| | | | Cook's | | | | | | 1.28 | 1.28 | 2.99 | 2.99 | | | | |
| | | | Hormel Cure 81 | | 2.99 | | | | | | 3.99 | 3.99 | | | | |
| | | | Smithfield Premium | | 2.49 | | | | | | | | | | | |
| | | | Smithfield | 2.49 | | | | | | | | | | 2.99 | | |
| | | | Sugardale | | | | | | | | | | | | | |
| | | Prenger Foods | Farmland | | | | | | | | 3.99 | | | | | |
| | | | Smithfield Premium | | 2.49 | | | | | | | | | | | |
| | | | Smithfield | 2.49 | | | | | | | | | | | | |
| | | | Farmland | | | | | | | | 3.99 | | | | | |
| | | | Cook's | | | | | | 1.69 | 1.49 | | | | | | |
| | | | Hormel Cure 81 | 1.69 | 1.69 | | | | | | 3.99 | 3.99 | | | | |
| | | Pyramid Foods | Frick's | | | | | | 1.17 | 0.97 | | | | | | |
| | | | Smithfield | | 1.99 | | | | | 1.19 | | | | | | |
| | | | Sugardale | | | 1.69 | | | | | | | | | | |
| | | | Frick's | | | | | | | 1.49 | 3.29 | | | | | |
| | | | Kretschmar | | 2.29 | | | | | | | | | | | |
| | | | Ozark Pride | | | | | | | | | 2.99 | | | | |
| | | Ruler Foods | Kroger | 1.69 | | | | | | | | | | | | |
| | Save-a-Lot | Sugardale | | | | | | | 0.99 | | | | | 2.79 | | |
| | Schnuck's | Frick's | | | 2.99 | | | 1.99 | 1.79 | 3.99 | | | | 4.29 | | |
| | | Double G | | | 2.99 | | | | | | | | | | | |
| | | Kretschmar | | | | | | | | 3.49 | | | | | | |
| | | Cook's | | | | | | | | | | | 4.29 | | | |
| | Sprout's Market | Schnuck's | 2.49 | | | | | | | | | | | | | |
| | | Butcher Shop | 2.49 | | | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

**Thanksgiving 2018
CURED PORK**

prices in \$US per pound unless otherwise noted.

| State | Supermarket | Label | Spiral Cut Hams Bone-in | | Semi-Boneless | | Bone-in Portions | | Boneless | | | Smoked Picnic | Ham Steak | Country Ham | Conditions |
|---------------------|---------------------|--------------------|----------------------------|------|---------------|------|------------------|-------|----------|------|------|------------------|--------------|-----------------|------------|
| | | | Whole | Half | Whole | Half | Butt | Shank | Whole | Half | 1/4 | | | | |
| MO <i>(cont)</i> | Sun Fresh | Cook's | | | | | 1.69 | 1.49 | | | | | | | |
| | | Hormel Cure 81 | 1.69 | 1.69 | | | | | 3.99 | 3.99 | | | | | |
| | | Sugardale | | | | | | | | | | | | 2.99 | |
| | | Smithfield | 2.49 | | | | | | | | | | | | |
| | | Smithfield Premium | 2.49 | 2.49 | | | | | | | | | | | |
| | | Farmland | | | | | | | | 3.99 | | | | | |
| | Target | Archer Farms | 1.99 | | | | | | | | | | | | limit 2 |
| | TC Grocers | Ozark Pride | | | | | | | | 2.48 | | | | | |
| | | Kretschmar | | | | | | | | 2.48 | | | | | |
| | TC Supermarkets | Cook's | | | | | | | | | 1.39 | | | | |
| | | Kretschmar | | | | | | | | 2.29 | | | | | limit 1 |
| | | Kretschmar | | | | | | | | 2.49 | | | | | |
| | | Cook's | | | | | | | | | 1.09 | | | | |
| | | Cook's | | | | | | | 1.59 | 1.49 | | | | | |
| | | Best Choice | | 1.87 | | | | | | | | | | | |
| | | Sugardale | | | 1.59 | | | | | | | | | | |
| | | Hormel Cure 81 | | | | | | | | 3.69 | | | | | |
| | | Frick's | | | | | | | 1.69 | 1.49 | | | | | |
| | | Ozark Pride | | | | | | | | 2.99 | | | | | |
| | Thriftway Stores | Cook's | | | 1.69 | 1.69 | | | | | | | | 2.99 | |
| | | Smithfield | | 2.69 | | | | | | | | | | | |
| | | Smithfield Premium | | 2.99 | | | | | | | | | | | |
| | | Farmland | | | | | | | | | 3.99 | | | | |
| | | Kretschmar | | | | | | | | 2.99 | 2.99 | | | | |
| | | Hormel Cure 81 | | | | | | | | 3.99 | 3.99 | | | | |
| | | Best Choice | 1.89 | 1.89 | | | | | | | | | | | |
| | | Trader Joe's | Trader Joe's | 4.99 | | | | | | | | | | | |
| Walmart | Sam's Choice | 1.98 | | | | | | | | | | | | | |
| WFM Midwest | n/i | 3.99 | 7.99 | | | | | | | | | | | antibiotic-free | |
| Woods Supermarket | Double G | | | 1.99 | | 1.69 | 1.49 | 3.49 | | | | | | | |
| | Best Choice | 1.99 | 1.99 | | | | | | | | | | | | |
| | Kretschmar | | | | | | | 2.99 | 2.99 | | | | | | |
| NM | Affiliated Foods | Hormel Cure 81 | 1.89 | 1.89 | 2.39 | | | | 3.99 | 3.99 | 4.59 | | | | |
| | Albert/Safe. Denver | Cook's | | | | | 1.49 | 1.29 | | | | | | | |
| | | Cook's | | | | | | 0.97 | | | | | | | |
| | | Cook's | | | | | | 1.27 | | | | | 3.99 | | limit 1 |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

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**Thanksgiving 2018
CURED PORK**

| State | Supermarket | Label | Spiral Cut Hams Bone-in | | Semi-Boneless | | Bone-in Portions | | Boneless | | | Smoked Picnic | Ham Steak | Country Ham | Conditions | |
|---------------------|---|--|----------------------------|------|---------------|------|------------------|-------|----------|------|------|------------------|--------------|----------------|--------------------------|--|
| | | | Whole | Half | Whole | Half | Butt | Shank | Whole | Half | 1/4 | bone-in | bone-in | | | |
| NM <i>(cont)</i> | Albert/Safe. Denver <i>(continued)</i> | Hormel Cure 81 | | 1.97 | | | | | | | | | | | | |
| | Albertsons SW | Signature Select Cook's | | | | | | 1.27 | | 2.99 | 4.99 | | | | limit 1 | |
| | Basha's | Hormel Cure 81 Smithfield Cook's Cook's | 1.67 1.99 | | | | | | | | | | 2.99 | | limit 1 limit 1 | |
| | El Super | Hormel Cure 81 Smithfield Premium Smithfield | 1.33 2.99 1.97 | | | | | | | 3.99 | | | | | | |
| | Food King | Cook's | | | | | 1.18 | 1.17 | | | | | | | | |
| | John Brooks | Hormel Cure 81 Cook's | | 1.89 | 2.39 | | | | | 3.99 | 3.99 | 4.59 | | | | |
| | King Soopers | Cook's | | | | | 0.99 | 0.99 | | | | | | | limit 2 | |
| | Lawrence Bros. | Private Selection Cook's | 2.99 | | | | | | | | | | 3.39 | | | |
| | Lowe's Market | Hillshire Farm Hormel Cure 81 Cook's | | 3.09 | | | | | | | 4.39 | | | | | |
| | Smith's | Hormel Cure 81 | 2.59 | 2.59 | | | | | | | | | | | | |
| | Sprout's Market | Kroger Sugardale | 1.88 | | | | 1.49 | 1.29 | | 2.99 | 2.99 | | | | | |
| | Target | Butcher Shop | 2.49 | | | | | | | | | | | | | |
| | Trader Joe's | Archer Farms | 1.99 | | | | | | | | | | | | | |
| | Walmart | Trader Joe's | 4.99 | | | | | | | | | | | | antibiotic-free; uncured | |
| | WFM Rocky Mount. | Sam's Choice | 1.98 | | | | | | | | | | | | | |
| | | n/i | 5.99 | | | | | | | | | | | | | |
| | OK | Affiliated Foods | Hormel Cure 81 | 1.89 | 1.89 | 2.39 | | | | 3.99 | 3.99 | 4.59 | | | | |
| | | | Cook's | | | | | | 1.49 | 1.29 | | | | | | |
| | | AW Grocers | Cook's | | | | | | 1.49 | 1.29 | | | | | | |
| | | | Farmland | | | | | | | | 2.79 | 2.79 | | | | |
| | | | Best Choice | 1.79 | 1.79 | | | | | | | | | | | |
| | | | John Morrell | | | 1.99 | | | | | | | | | | |
| | Buy for Le\$\$ | Hormel Cure 81 Frick's | 1.99 | 1.99 | | | | | | 2.49 | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

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**Thanksgiving 2018
CURED PORK**

| State | Supermarket | Label | Spiral Cut Hams Bone-in | | Semi-Boneless | | Bone-in Portions | | Boneless | | | Smoked Picnic | Ham Steak | Country Ham | Conditions |
|---------------------|-------------------|---------------------|----------------------------|------|---------------|------|------------------|-------|----------|------|------|------------------|--------------|----------------|------------|
| | | | Whole | Half | Whole | Half | Butt | Shank | Whole | Half | 1/4 | bone-in | bone-in | | |
| OK <i>(cont)</i> | Country Mart | Cook's | | | | | 1.69 | 1.49 | | | | | | | |
| | | Hormel Cure 81 | 1.69 | 1.69 | | | | | 3.99 | 3.99 | | | | | |
| | | Sugardale | | | | | | | | | | | 2.99 | | |
| | | Smithfield | 2.49 | | | | | | | | | | | | |
| | | Smithfield Premium | 2.49 | 2.49 | | | | | | | | | | | |
| | | Farmland | | | | | | | | 3.99 | | | | | |
| | CV'S Family Foods | Frick's | | | | | 1.89 | 1.69 | | | | | | | |
| | | Dollar General Mrkt | Smithfield | 1.75 | | | | | | | | | | | |
| | Harp's | Kentucky Legend | | | | | | | | | | 4.00 | | | |
| | | Hormel Cure 81 | | 1.98 | | | | | | | | | | | |
| | Homeland | Kentucky Legend | | | | | | | 4.48 | 4.48 | 4.99 | | | | |
| | | Cook's | | | | | 1.79 | 1.69 | | | | | | | |
| | Market Square | Hormel Cure 81 | | 1.79 | | | | | 3.99 | 3.99 | | | | | |
| | | Cook's | | | | | 1.69 | 1.49 | | | | | | | |
| | | Frick's | | | 2.49 | | 1.99 | 1.99 | | | | | | | |
| | | Smithfield | | | | | | | | | 3.99 | | | | |
| | Pyramid Foods | Hormel Cure 81 | | 1.88 | | | | | | | | | | | |
| | | Smithfield | | 1.99 | | | | | 1.19 | | | | | | |
| | Reason's | Sugardale | | | 1.69 | | | | | | | | | | |
| | | Frick's | | | | | | | 1.49 | 3.29 | | | | | |
| | | Kretschmar | | 2.29 | | | | | | | | | | | |
| | | Ozark Pride | | | | | | | | | 2.99 | | | | |
| | Rehkopf's | Frick's | | | | | 1.78 | 1.58 | | | | | | | |
| | | Hormel Cure 81 | 1.78 | | | | | | | | | | | | |
| | Save-a-Lot | Kentucky Legend | | | | | | | 3.49 | 3.99 | 3.99 | | | | |
| | | Cook's | | | | | 1.49 | 1.29 | | | | | | | |
| | Sprout's Market | Hormel Cure 81 | 1.99 | | | | | | | | | | | | |
| | | Sugardale | | | | | | | | 0.99 | | | 2.79 | | |
| | Super C Mart | Butcher Shop | 2.49 | | | | | | | | | | | | |
| | | Frick's | | | | | 1.69 | 1.59 | | | | | | | |
| Target | Cook's | | | | | 1.39 | 1.19 | | | | | | | | |
| | Archer Farms | 1.99 | | | | | | | | | | | | | |
| The Fresh Market | n/i | 2.99 | | | | | | | 6.99 | | | | | | |
| | Trader Joe's | 4.99 | | | | | | | | | | | | | |
| United of OK | Trader Joe's | | | | | | | | | | | | | | |
| | Hormel Cure 81 | | 1.79 | | | | | 3.99 | 3.99 | | | | | | |
| | | Cook's | | | | 1.69 | 1.49 | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS
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**Thanksgiving 2018
 CURED PORK**

| State | Supermarket | Label | Spiral Cut Hams Bone-in | | Semi-Boneless | | Bone-in Portions | | Boneless | | | Smoked Picnic | Ham Steak | Country Ham | Conditions |
|---------------------|--|---------------------------|----------------------------|------|---------------|------|------------------|-------|----------|------|------|------------------|--------------|--------------------------|------------|
| | | | Whole | Half | Whole | Half | Butt | Shank | Whole | Half | 1/4 | bone-in | bone-in | | |
| OK <i>(cont)</i> | United of OK <i>(continued)</i> Walmart Warehouse Market WFM Southwest Williams Foods | Frick's | | | 2.49 | | 1.99 | 1.99 | | | | | | | |
| | | Smithfield | | | | | | | | | 3.99 | | | | |
| | | Sam's Choice | 1.98 | | | | | | | | | | | | |
| | | John Morrell | | | | | | | | 3.49 | | | | | |
| | | Kentucky Legend | | | | | | | | 3.49 | 3.99 | 3.99 | | | |
| | | Hormel Cure 81 | | | | | | | | | | 4.79 | | | |
| | | Sugardale | | 1.79 | | | 1.29 | | | | | | | | |
| | | n/i | 3.99 | | | | | | | | | | | | |
| | | Best Choice | | 1.89 | | | | | | | | | | | |
| | | Kentucky Legend Cook's | | | | | | | 1.19 | | 3.88 | 3.88 | | | |
| TX | Affiliated Foods | Hormel Cure 81 | 1.89 | 1.89 | 2.39 | | | | 3.99 | 3.99 | 4.59 | | | | |
| | | Cook's | | | | | 1.49 | 1.29 | | | | | | | |
| | AG of Baton Rouge | Smithfield | | 1.99 | | | | | | | | | | | |
| | | Bryan | | | | | | | 1.99 | | | | | | |
| | Albertsons Houston | John Morrell | | | 1.39 | | | | | | | | | | |
| | | Signature Farms | | | | | 2.19 | 1.99 | | | | | | | |
| | | Signature Select | | 2.49 | | | | | | | | | | | |
| | Brookshire's | Hormel | 2.49 | | | | | | | | | | | | |
| | | Smithfield Premium | | | | | | | | | | | | | |
| | | Hormel Cure 81 | | | | | | | | | 4.49 | | | | |
| | | Smithfield | | | | | | | | | | 3.99 | | | |
| | Brookshire Bros. | Cook's | | | | | 1.69 | 1.49 | | | | | | | |
| | | Hormel Cure 81 | | | | | | | 3.99 | 3.99 | | | | | |
| | Cash Saver TX | Buckley Farms | | | | | | | 3.29 | 3.29 | 3.49 | | | | |
| | | Cook's | | | 2.98 | | 1.35 | 0.98 | | | | | | | |
| | Central Market | Hillshire Farm | | 2.86 | | | | | | | | | | | |
| | | Hormel Cure 81 | | | | | | | | | 3.98 | | | | |
| | | Central Market | | 4.99 | | | | | 6.99 | | | | | | |
| | David's | H-E-B Natural | | 4.99 | | | | | | | | | | | |
| | | H-E-B | | 2.99 | | | | | | | | | | | |
| Buckley Farms | | | | | | | | 3.29 | 3.29 | 3.49 | | | | | |
| Diamond Foods IGA | Best Choice | 1.99 | | | | | | | | | | | | | |
| | Cook's | | | | | 1.59 | 1.39 | | | | | | | | |
| El Rancho | Cook's | | | | | | 1.28 | | | | | | | | |
| | n/i | 1.99 | | 2.79 | | | | | | | | | | | |
| El Super | Smithfield | 1.97 | | | | | | | | | | | | antibiotic-free; uncured | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

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**Thanksgiving 2018
CURED PORK**

| State | Supermarket | Label | Spiral Cut Hams | | Semi-Boneless | | Bone-in Portions | | Boneless | | | Smoked | Ham | Country Ham | Conditions | |
|--------------|--------------------|--------------------|-----------------|------|---------------|------|------------------|-------|----------|------|------|---------|---------|-------------|------------|---------------------------|
| | | | Bone-in | | Whole | Half | Butt | Shank | Whole | Half | 1/4 | Picnic | Steak | | | |
| | | | Whole | Half | | | | | | | | bone-in | bone-in | | | |
| TX (cont) | Elrod's Cost Plus | Cook's | | | | | 1.28 | 1.28 | | | | | | | | |
| | Fiesta Mart | Cook's | 2.49 | | | | 1.49 | 1.49 | | | | | | | | |
| | Food King | Cook's | | | | | 1.18 | 1.17 | | | | | | | | |
| | Foodarama | Cook's | | | | | | | 1.39 | | | | | | | |
| | | Cook's | | | | | | | 0.99 | | | | | | | w/ \$10 purchase; limit 1 |
| | Sugardale | | | | | | 0.99 | 0.99 | | | | | | | | |
| | Foodland Markets | Cook's | | | | | 1.39 | 1.39 | | | | | | | | |
| | Food Town | Sugardale | | 1.77 | | | 0.99 | 0.99 | | | | | | 2.99 | | |
| | H-E-B | Hill Country Fare | 1.69 | | | | | | | | | | | | | |
| | Homeland | Hormel Cure 81 | | | 1.79 | | | | | 3.99 | 3.99 | | | | | |
| | | Cook's | | | | | 1.69 | 1.49 | | | | | | | | |
| | Junior's | Frick's | | | | 2.49 | 1.99 | 1.99 | | | | | | | | |
| | | Smithfield | | | | | | | | | 3.99 | | | | | |
| | | Hormel Cure 81 | | 2.99 | | | | | | | | | | | | |
| | La Fiesta | Cook's | | | | | | | 1.99 | | | | 1.49 | | | |
| | | n/i | | | | | | | | | | | | | | |
| | Lawrence Bros. | Cook's | | | | | | | 1.47 | | | | | | | |
| | | Cook's | | | | | 1.49 | 1.19 | | | | | | 3.39 | | |
| | Lowe's Market | Hillshire Farm | | | 3.09 | | | | | | | | | | | |
| | | Hormel Cure 81 | | | | | | | | | 4.39 | | | | | |
| | | Cook's | | | | | 1.59 | 1.49 | | | | | | | | |
| | Malone's Cost Plus | Hormel Cure 81 | 2.59 | 2.59 | | | | | | | | | | | | |
| | | Cook's | | | | | | | 0.99 | | | | | | | |
| | Market Basket | Cook's | | | | | 1.29 | 1.49 | | | | | | | | |
| | | Cook's | | | | | | | 0.99 | | | | | | | |
| | Market Square | Hormel Cure 81 | | 1.88 | | | | | | | | | | | | |
| | | Cook's | | | | | | | | | | | | | | |
| | Porter's Grocery | Hormel Cure 81 | 1.89 | 1.88 | 2.39 | | | | | 3.99 | 3.99 | 4.59 | | | | |
| | | Cook's | | | | | 1.49 | 1.29 | | | | | | | | |
| | Randall's | Smithfield Premium | 2.99 | | | | | | | | | | | | | |
| | | Signature Farms | | | | | 2.19 | 1.99 | | | | | | | | |
| | | Signature Select | | 2.49 | | | | | | | | | | | | |
| Rehkopf's | Hormel | 2.49 | | | | | | | | | | | | | | |
| | Hormel Cure 81 | | | | | | | | | 4.49 | | | | | | |
| | Kentucky Legend | | | | | | | | 3.49 | 3.99 | 3.99 | | | | | |
| Save-a-Lot | Cook's | | | | | 1.49 | 1.29 | | | | | | | | | |
| | Hormel Cure 81 | 1.99 | | | | | | | | | | | | | | |
| | Sugardale | | | | | | 0.99 | | | | | | 2.79 | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

**Thanksgiving 2018
CURED PORK**

prices in \$US per pound unless otherwise noted.

| State | Supermarket | Label | Spiral Cut Hams | | Semi-Boneless | | Bone-in Portions | | Boneless | | | Smoked Picnic | Ham Steak | Country Ham | Conditions |
|---------------------|-----------------------|--------------------|-----------------|------|---------------|------|------------------|-------|----------|------|-----|---------------|-----------|-------------|---------------------------|
| | | | Bone-in | | Whole | Half | Butt | Shank | Whole | Half | 1/4 | | | | |
| TX <i>(cont)</i> | Sellers Bros. | Cook's | | | | | | 0.99 | | | | | | | w/ \$10 purchase; limit 2 |
| | | Cook's | | 1.99 | | | 1.29 | | | | | | | | |
| | Spring Market | Hormel Cure 81 | | 1.98 | | | | | | | | | | | |
| | Sprout's Market | Butcher Shop | 2.49 | | | | | | | | | | | | |
| | Super 1 Foods | Cook's | | | 1.57 | 1.57 | 1.57 | 1.37 | | | | | | | |
| | | Hormel Cure 81 | | 1.78 | | | | | | | | | | | |
| | Target | Archer Farms | 1.99 | | | | | | | | | | | | limit 2 |
| | Tom Thumb | Smithfield Premium | 2.99 | | | | | | | | | | | | |
| | | Signature Farms | | | | | 2.19 | 1.99 | | | | | | | |
| | | Signature Select | | 2.49 | | | | | | | | | | | |
| | | Hormel | 2.49 | | | | | | | | | | | | |
| | | Hormel Cure 81 | | | | | | | | 4.49 | | | | | |
| | Trader Joe's | Trader Joe's | 4.99 | | | | | | | | | | | | antibiotic-free; uncured |
| | United Supermarket | Signature Select | | | | | | | | 2.99 | | | | | |
| | | Smithfield Premium | 2.99 | | | | | | | | | | | | |
| | | Hormel Cure 81 | 1.47 | | | | | | | | | | | | |
| | Vista Market | Signature Farms | | | 1.79 | 1.79 | | | | | | | | | |
| | Hormel Cure 81 | | | 1.99 | | | | | | | | | | | |
| | Cook's | | | | | 1.65 | 1.38 | | | | | | | | |
| | Smithfield | 2.49 | | | | | | | | | | | | | |
| Walmart | Sam's Choice | 1.98 | | | | | | | | | | | | | |
| WFM Southwest | n/i | 3.99 | | | | | | | | | | | | | |
| UT | Albert./Safeway. Mntn | Cook's | | | | | 1.39 | 1.19 | | | | | | | |
| | | Signature Select | | | | | | | 3.29 | | | | | | |
| | | Hormel Cure 81 | 2.49 | | | | | | | | | | | | |
| | Albertsons SW | Cook's | | | | | | 1.27 | | | | | | | |
| | | Hormel Cure 81 | 1.67 | | | | | | | | | | | | |
| | | Smithfield | 1.99 | | | | | | | | | | | | |
| | Associated Food | Hormel Cure 81 | | 1.89 | | | | | | 3.99 | | | | | |
| | | Cook's | 1.88 | | | | 1.39 | 1.19 | | | | | | | |
| | | Cook's | 1.99 | | | | | | | | | | | | |
| | | Dubuque | 1.49 | | | | | | | | | | | | |
| | | n/i | | 1.29 | | | | | | | | | | | |
| | Fresh Market | Hormel Cure 81 | | 1.89 | | | | | | 3.99 | | | | | |
| | Harmon's | Harmon's | 2.49 | | | | | | | | | | | | |
| King Soopers | Cook's | | | | | 0.99 | 0.99 | | | | | | | limit 2 | |
| | Private Selection | 2.99 | | | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

prices in \$US per pound unless otherwise noted.

**Thanksgiving 2018
CURED PORK**

| State | Supermarket | Label | Spiral Cut Hams Bone-in | | Semi-Boneless | | Bone-in Portions | | Boneless | | | Smoked Picnic | Ham Steak | Country Ham | Conditions |
|---------------------|-------------------|----------------|----------------------------|------|---------------|------|------------------|-------|----------|------|-----|------------------|--------------|----------------|------------|
| | | | Whole | Half | Whole | Half | Butt | Shank | Whole | Half | 1/4 | bone-in | bone-in | | |
| UT <i>(cont)</i> | Ream's | John Morrell | | | | | | | 3.39 | | | | | | |
| | | Hormel Cure 81 | 1.99 | | | | | | | | | | | | |
| | | Sugardale | | 1.99 | | | 1.49 | 1.29 | | | | | | | |
| | Ridley's | Cook's | 1.89 | | | | 1.39 | 1.19 | | | | | | | |
| | | Hormel Cure 81 | | | | | | | 3.99 | | | | | | |
| | Smart Foodservice | Chef's Friend | | | | | | | 2.18 | | | | | | |
| | | Farmland | | | | | | | 2.78 | | | | | | |
| | Smith's | Kroger | 1.88 | | | | | | 2.99 | 2.99 | | | | | |
| | | Sugardale | | | | | 1.49 | 1.29 | | | | | | | |
| | Sprout's Market | Butcher Shop | 2.49 | | | | | | | | | | | | |
| | Stokes Market | Cook's | 1.88 | | | | 1.39 | 1.19 | | | | | | | |
| | | Dubuque | 1.29 | | | | | | | | | | | | |
| | Target | Archer Farms | 1.99 | | | | | | | | | | | | |
| | Trader Joe's | Trader Joe's | 4.99 | | | | | | | | | | | | |
| Walmart | Sam's Choice | 1.98 | | | | | | | | | | | | | |
| WFM Rocky Mount. | n/i | 5.99 | | | | | | | | | | | | | |

limit 2
antibiotic-free; uncured

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

**Thanksgiving 2018
 CURED PORK**

| State | Supermarket | Label | Spiral Cut Hams | | Semi-Boneless | | Bone-in Portions | | Boneless | | | Smoked Picnic | Ham Steak | Country Ham | Conditions |
|-------------------------------------|---------------------|--------------------|-----------------|------|---------------|------|------------------|-------|----------|------|------|---------------|-----------|-------------|------------|
| | | | Whole | Half | Whole | Half | Butt | Shank | Whole | Half | 1/4 | bone-in | bone-in | | |
| SOUTHWESTERN U.S. - CA,HI,NV | | | | | | | | | | | | | | | |
| CA | Albertsons SoCal | Cook's | | | | | 1.79 | 1.79 | | | | | | | |
| | | Hormel Cure 81 | 2.49 | | | | | | 4.49 | 4.49 | | | | | |
| | | Farmer John | 2.49 | | | | | | | | | | | | |
| | | Smithfield Premium | 3.49 | | | | | | | | | | | | |
| | Big Saver | Farmer John | | | | 1.49 | 1.59 | 1.59 | | | | | | | |
| | Bristol Farm | n/i | 4.99 | | | | | | | | | | | | |
| | Dollar General Mrkt | Smithfield | 1.75 | | | | | | | | | | | | |
| | | Kentucky Legend | | | | | | | | | 4.00 | | | | |
| | El Super | Smithfield | 1.97 | | | | | | | | | | | | |
| | Food 4 Less | Farmer John | 2.49 | | | 1.99 | | | | | | | | | |
| | Food Maxx | Farmer John | 1.97 | | | | | | | | | | | | |
| | | Cook's | 1.97 | | | | | | | | | | | | |
| | Sunny Valley | Sunny Valley | 1.97 | | | | | | | | | | | | |
| | | Hormel Cure 81 | 1.97 | | | | | | | | | | | | |
| | Food Source | Sunny Valley | | | | | 1.18 | 1.18 | | | | | | | |
| | Gelson's | Sugardale | | 3.29 | | | | | | | | | | | |
| | Holiday Market | Sunny Valley | 2.49 | | | | | | | | | | | | |
| | Jon's Marketplace | Hormel Cure 81 | 2.29 | | | | | | | | | | | | |
| | Lucky | Cook's | | 1.97 | | | | | | | | | | | |
| | | Farmer John | | 1.97 | | | | | | | | | | | |
| | Hillshire Farm | Hillshire Farm | 3.29 | 3.49 | | | | | | | | | | | |
| | | Hormel Cure 81 | | 1.97 | | | | | | 4.99 | 5.49 | | | | |
| | John Morrell | John Morrell | | | | | | | | | 4.49 | | | | |
| | | Sunny Valley | | | 2.99 | | 2.99 | 2.99 | 3.49 | | | | | | |
| | Lunardi's | Lunardi's | 3.99 | | | | | | | 4.99 | | | | | |
| | | Bell's Mill | | | 3.99 | | | | | | | | | | |
| | Mar-Val Foods | Hormel Cure 81 | | 1.88 | | | | | | | | | | | |
| | | Cook's | | 2.19 | | | 1.59 | 1.49 | | | | | | | |
| Sunny Valley | Sunny Valley | | 2.19 | | | 1.59 | 1.49 | | | | | | | | |
| | Mollie Stone's | 5.99 | | 4.99 | | | | | | | | | | | |
| Cloverdale | Cloverdale | | | | | | | | | 4.99 | | | | | |
| | Premiere Brand | | | | | | | 4.99 | | | | | | | |
| Murphy's Market | Premiere Brand | | | | | | | | | | | | | | |
| Northgate | Farmer John | 2.49 | | | | | | | | | | | | | |
| Nugget Markets | Sunny Valley | | | | 2.49 | | | | | | | | | | |
| | Hillshire Farm | 2.99 | | | | | | | | | | | | | |

uncured
 limit 1

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

**Thanksgiving 2018
CURED PORK**

prices in \$US per pound unless otherwise noted.

| State | Supermarket | Label | Spiral Cut Hams Bone-in | | Semi-Boneless | | Bone-in Portions | | Boneless | | | Smoked Picnic | Ham Steak | Country Ham | Conditions | |
|---------------------|-------------------|--------------------|----------------------------|------|---------------|------|------------------|-------|----------|------|------|------------------|--------------|----------------|------------|--------------------------|
| | | | Whole | Half | Whole | Half | Butt | Shank | Whole | Half | 1/4 | bone-in | bone-in | | | |
| CA <i>(cont)</i> | Pavilion's | Hormel Cure 81 | 2.49 | | | | | | 4.49 | 4.49 | | | | | | |
| | | Farmer John | 2.49 | | | | | | | | | | | | | |
| | Raley's | Sunny Valley | 1.99 | 1.99 | | | | | | | | | | | | |
| | Ralph's Grocery | Farmer John | 1.99 | | | 1.47 | | | | | | | | | limit 2 | |
| | Ray's Food Place | n/i | | | | | | 1.69 | | | | | | | | |
| | R-N Market | Country Ribbon | | 1.59 | | | | | | | | | | | | |
| | | Farmer John | | | | 1.59 | | | | | | | | | | |
| | Safeway NorCal | Signature Select | 2.49 | | | 1.99 | | | | | | | | | | |
| | | Smithfield Premium | 3.99 | | | | | | | | | | | | | |
| | Save Mart | Cook's | | 1.97 | | | | | | | | | | | | |
| | | Farmer John | 2.49 | 1.97 | | | | | | | | | | | | |
| | | Hillshire Farm | 2.99 | 3.99 | | 3.49 | | | | | | | | | | |
| | | Hormel Cure 81 | | 1.97 | | | | | 4.49 | 4.99 | | | | | | |
| | | John Morrell | | | | | | | | 3.99 | | | | | | |
| | Select Markets | Sunny Valley | | | 2.99 | | 2.99 | 2.99 | 3.49 | | | | | | | |
| | | Kentucky Legend | | | | | | | | | 4.99 | | | | | |
| | | Cook's | | | | | 1.69 | 1.69 | | | | | | | | |
| | SK Super King | Hormel Cure 81 | | 1.99 | | | | | | | | | | | | |
| | | Farmer John | | | | 1.49 | | | | | | | | | | |
| | Smart & Final | Farmer John | 1.99 | 1.99 | | | | | | | | | | | | |
| | | Sugardale | | | | 1.69 | | | | | | | | | | |
| | Smart Foodservice | Chef's Friend | | | | | | | 2.18 | | | | | | | |
| | | Farmland | | | | | | | 2.78 | | | | | | | |
| | Sprout's Market | Butcher Shop | 2.49 | | | | | | | | | | | | | |
| | Stater Bros. | Smithfield | 2.69 | | | | | | | | | | | | | |
| | | Sugardale | | | | 1.99 | | | | | | | | | | |
| | Superior Grocers | Cook's | | | | | 1.29 | 1.29 | | | | | | | | |
| | | Hormel Cure 81 | 2.59 | | | | | | | | | | | | | |
| | Super A Foods | Hormel Cure 81 | 1.99 | | | | | | | | | | | | | |
| | Target | Archer Farms | 1.99 | | | | | | | | | | | | | |
| | Trader Joe's | Trader Joe's | 4.99 | | | | | | | | | | | | | limit 2 |
| | Vallarta | Hormel Cure 81 | | 2.59 | | | | | | | | | | | | antibiotic-free; uncured |
| Farmer John | | | 2.59 | | | | | | | | | | | | | |
| Vons | Cook's | | | | | 1.59 | 1.59 | | | | | | | | | |
| | Cook's | | | | | 1.79 | 1.79 | | | | | | | | | |
| | Hormel Cure 81 | 2.49 | | | | | | 4.49 | 4.49 | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

**Thanksgiving 2018
CURED PORK**

prices in \$US per pound unless otherwise noted.

| State | Supermarket | Label | Spiral Cut Hams | | Semi-Boneless | | Bone-in Portions | | Boneless | | | Smoked Picnic | Ham Steak | Country Ham | Conditions |
|---------------------|---------------------|--------------------|-----------------|------|---------------|------|------------------|-------|----------|------|-----|---------------|-----------|-----------------|-----------------|
| | | | Bone-in | | Whole | Half | Butt | Shank | Whole | Half | 1/4 | bone-in | bone-in | | |
| CA <i>(cont)</i> | Vons | Farmer John | 2.49 | | | | | | | | | | | | |
| | <i>(continued)</i> | Smithfield Premium | 3.49 | | | | | | | | | | | | |
| | Walmart | Sam's Choice | 1.98 | | | | | | | | | | | | |
| | WFM North Calif. | Niman Ranch | 5.99 | | | | | | | | | | | | antibiotic-free |
| | | n/i | 3.99 | | | | | | | | | | | | antibiotic-free |
| | WFM South Pacific | Niman Ranch | 5.99 | | | | | | | | | | | | antibiotic-free |
| | | Nature's Rancher | | 6.99 | | | | | | | | | | | antibiotic-free |
| | Wellshire | 5.99 | | | | | | | | | | | | antibiotic-free | |
| | n/i | 3.99 | | | | | | | | | | | | antibiotic-free | |
| HI | ChoiceMART | Farmer John | | 3.29 | | 2.49 | | | | | | | | | |
| | Don Quijote | Farmer John | 2.39 | | 1.89 | | 2.19 | 1.79 | | | | | | | |
| | Foodland | Farmer John | | 2.99 | 1.99 | 2.29 | | | | | | | | | |
| | Marukai Mart | Farmer John | | | | | 2.29 | 1.98 | | | | | | | |
| | Safeway Hawaii | Signature Select | 2.49 | | | 1.99 | | | | | | | | | |
| | | Smithfield Premium | 3.99 | | | | | | | | | | | | |
| | Tamura's Market | Farmer John | 2.49 | | 1.89 | 1.89 | | | | | | | | | |
| | Target | Archer Farms | 2.49 | | | | | | | | | | | | |
| | Times Supermarkets | Country Ribbon | | | | | | | 2.29 | | | | | | |
| | | Farmer John | | | 2.39 | | 2.19 | 1.99 | | | | | | | |
| | | Sunny Valley | | | | | 1.69 | 1.59 | | | | | | | |
| | Walmart | Sam's Choice | * | | | | | | | | | | | | \$19.88 each |
| | WFM South Pacific | Niman Ranch | 5.99 | | | | | | | | | | | | antibiotic-free |
| | Nature's Rancher | | 6.99 | | | | | | | | | | | antibiotic-free | |
| | Wellshire | 5.99 | | | | | | | | | | | | antibiotic-free | |
| | n/i | 3.99 | | | | | | | | | | | | antibiotic-free | |
| NV | Albertsons SW | Cook's | | | | | 1.27 | | | | | | | | |
| | | Hormel Cure 81 | 1.67 | | | | | | | | | | | | |
| | | Smithfield | 1.99 | | | | | | | | | | | | |
| | Associated Foods | Cook's | 1.88 | | | | 1.39 | 1.19 | | | | | | | |
| | | n/i | | 1.29 | | | | | | | | | | | |
| | Dollar General Mrkt | Smithfield | 1.75 | | | | | | | | | | | | |
| | | Kentucky Legend | | | | | | | | 4.00 | | | | | |
| | El Super | Smithfield | 1.97 | | | | | | | | | | | | |
| | Food Source | Sunny Valley | | | | | 1.18 | 1.18 | | | | | | | |
| Raley's | Sunny Valley | 1.99 | 1.99 | | | | | | | | | | | | |
| Ridley's | Cook's | 1.89 | | | | 1.39 | 1.19 | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

**Thanksgiving 2018
CURED PORK**

prices in \$US per pound unless otherwise noted.

| State | Supermarket | Label | Spiral Cut Hams Bone-in | | Semi-Boneless | | Bone-in Portions | | Boneless | | | Smoked Picnic | Ham Steak | Country Ham | Conditions |
|--------------|-------------------|--------------------|-------------------------|------|---------------|------|------------------|-------|----------|------|------|---------------|-----------|-----------------|--------------------------|
| | | | Whole | Half | Whole | Half | Butt | Shank | Whole | Half | 1/4 | bone-in | bone-in | | |
| NV (cont) | Safeway NorCal | Signature Select | 2.49 | | | 1.99 | | | | | | | | | |
| | | Smithfield Premium | 3.99 | | | | | | | | | | | | |
| | Save Mart | Cook's | | 1.97 | | | | | | | | | | | |
| | | Farmer John | 2.49 | 1.97 | | | | | | | | | | | |
| | | Hillshire Farm | 2.99 | 3.99 | | 3.49 | | | | | | | | | |
| | | Hormel Cure 81 | | 1.97 | | | | | | 4.49 | 4.99 | | | | |
| | | John Morrell | | | | | | | | | 3.99 | | | | |
| | | Sunny Valley | | | 2.99 | | 2.99 | 2.99 | 3.49 | | | | | | |
| | Smart & Final | Farmer John | 1.99 | 1.99 | | | | | | | | | | | |
| | | Sugardale | | | | 1.69 | | | | | | | | | |
| | Smart Foodservice | Chef's Friend | | | | | | | | 2.18 | | | | | |
| | | Farmland | | | | | | | | 2.78 | | | | | |
| | Smith's | Kroger | 1.88 | | | | | | | 2.99 | 2.99 | | | | |
| | | Sugardale | | | | | 1.49 | 1.29 | | | | | | | |
| | Sprout's Market | Butcher Shop | 2.49 | | | | | | | | | | | | |
| | Target | Archer Farms | 1.99 | | | | | | | | | | | | limit 2 |
| | Trader Joe's | Trader Joe's | 4.99 | | | | | | | | | | | | antibiotic-free; uncured |
| | Vons | Cook's | | | | | 1.79 | 1.79 | | | | | | | |
| | | Hormel Cure 81 | 2.49 | | | | | | | 4.49 | 4.49 | | | | |
| | | Farmer John | 2.49 | | | | | | | | | | | | |
| | | Smithfield Premium | 3.49 | | | | | | | | | | | | |
| | Walmart | Sam's Choice | 1.98 | | | | | | | | | | | | |
| | WFM North Calif. | Niman Ranch | 5.99 | | | | | | | | | | | | antibiotic-free |
| | | n/i | 3.99 | | | | | | | | | | | | antibiotic-free |
| | WFM South Pacific | Niman Ranch | 5.99 | | | | | | | | | | | | antibiotic-free |
| | | Nature's Rancher | | 6.99 | | | | | | | | | | | antibiotic-free |
| | Wellshire | 5.99 | | | | | | | | | | | | antibiotic-free | |
| | n/i | 3.99 | | | | | | | | | | | | antibiotic-free | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

prices in \$US per pound unless otherwise noted.

**Thanksgiving 2018
CURED PORK**

| State | Supermarket | Label | Spiral Cut Hams Bone-in | | Semi-Boneless | | Bone-in Portions | | Boneless | | | Smoked Picnic | Ham Steak | Country Ham | Conditions |
|--|-----------------------|--------------------------------|-------------------------|------|---------------|------|------------------|-------|----------|------|------|---------------|-----------|-------------|--------------------------|
| | | | Whole | Half | Whole | Half | Butt | Shank | Whole | Half | 1/4 | bone-in | bone-in | | |
| NORTHWESTERN U.S. - AK,ID,MT,OR,WA,WY | | | | | | | | | | | | | | | |
| AK | Alaska Comm. Co. | Cook's Hills | 3.59 | | | | 1.89 | 1.89 | | | | | | | antibiotic-free; uncured |
| | | Alaskan & Proud Carrs/Safeway | n/i | | 2.38 | | | 1.68 | 1.68 | | | | | | |
| | Fred Meyer | Signature Farms Hormel Cure 81 | | | | | | | | | 4.99 | | | | |
| | | Hempler's Signature Select | 1.79 | | | | | | | | 4.49 | | | | |
| | | Kroger | 1.89 | | | | | | | | | | | | |
| | IGA Stores - AK | F.G. Meyer | 4.99 | | | | | | | | | | | | |
| | | Cook's Essential Everyday | | | | | | | 1.49 | | | 3.49 | | | |
| | Meyers Group IGA | Hormel Cure 81 | | 2.49 | | | | | | | | | | | |
| | | n/i | | 2.49 | | | | 1.49 | 1.49 | | | | | | |
| | Northwest Grocers | Kentucky Legend | | | | | | | | | | 4.99 | | | |
| | | Sea Mart | Kentucky Legend | | | | | | | | | 4.99 | | | |
| | Target | Cook's Archer Farms | 2.49 | 2.79 | 1.99 | 1.89 | | | | | | | | | |
| | | Three Bears | Sugardale | | | | | 1.59 | 1.59 | | | | | | |
| | Walmart | Kentucky Legend | | | | | | | | | | 4.29 | | | |
| | | Sam's Choice | 1.98 | | | | | | | | | | | | |
| ID | Albert./Safeway. Mntn | Cook's | | | | | 1.39 | 1.19 | | | | | | | |
| | | Signature Select | | | | | | | 3.29 | | | | | | |
| | Associated Foods | Hormel Cure 81 | 2.49 | | | | | | | | | | | | |
| | | Cook's | 1.88 | | | | 1.39 | 1.19 | | | | | | | |
| | | Cook's | 1.99 | | | | | | | | | | | | |
| | Family Foods | Dubuque | 1.49 | | | | | | | | | | | | |
| | | n/i | | 1.29 | | | | | | | | | | | |
| | | Smithfield | 1.99 | | | | | | | | | | | | |
| | Fred Meyer | Kroger | 1.67 | | | | | | | | | | | | |
| | | F.G. Meyer | 4.99 | | | | | | | | | | | | |
| | Harvest Foods | Cook's | 2.48 | | | | | | 1.28 | | | | | | |
| | | IGA Markets | Cloverdale | | | | | | | | 3.49 | | | | |
| | | Hormel Cure 81 | | 1.99 | | | | | | | | | | | |
| | | Cook's | | | | | | 1.29 | | | | | | | |
| | | Essential Everyday | | | | | | | | | 2.99 | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

prices in \$US per pound unless otherwise noted.

**Thanksgiving 2018
CURED PORK**

| State | Supermarket | Label | Spiral Cut Hams Bone-in | | Semi-Boneless | | Bone-in Portions | | Boneless | | | Smoked Picnic | Ham Steak | Country Ham | Conditions |
|----------------|-----------------------|--------------------|-------------------------|------|---------------|------|------------------|-------|----------|------|------|---------------|-----------|-------------|--------------------------|
| | | | Whole | Half | Whole | Half | Butt | Shank | Whole | Half | 1/4 | | | | |
| ID (cont) | Ridley's | Cook's | 1.89 | | | | 1.39 | 1.19 | | | | | | | |
| | Rosauer's | Cook's | | 2.29 | | | 1.79 | 1.49 | | | | | 2.89 | | |
| | | John Morrell | | | | | 2.49 | 2.19 | | | | | | | |
| | | Longhorn | | | 1.99 | | | | | | | | | | |
| | Smart Foodservice | Hempler's | | | | | | | | 4.99 | | | | | |
| | | Kretschmar | | | | | | | | | 3.49 | | | | |
| | | Chef's Friend | | | | | | | 2.18 | | | | | | |
| | Smith's | Farmland | | | | | | | 2.78 | | | | | | |
| | | Kroger | 1.88 | | | | | | 2.99 | 2.99 | | | | | |
| | Stokes Market | Sugardale | | | | | 1.49 | 1.29 | | | | | | | |
| | | Cook's | 1.88 | | | | 1.39 | 1.19 | | | | | | | |
| | Target | Dubuque | 1.29 | | | | | | | | | | | | |
| | | Archer Farms | 1.99 | | | | | | | | | | | | |
| | Trader Joe's | Trader Joe's | 4.99 | | | | | | | | | | | | limit 2 |
| | Walmart | Sam's Choice | 1.98 | | | | | | | | | | | | antibiotic-free; uncured |
| | WFM Rocky Mount. | n/i | 5.99 | | | | | | | | | | | | |
| | Yoke's Fresh Mrkt | Smithfield Premium | | | 2.69 | | | | | | | | | | |
| | | Longhorn | | | 2.49 | | | | | | | | | | |
| Divine | | | | | 3.49 | | | | | | | | | | |
| Yoke's | | 1.99 | | | | | | | | | | | | | |
| Farmland | | 3.99 | | | | | | | | | | | | uncured | |
| MT | Albert./Safeway. Mntn | Cook's | | | | | 1.39 | 1.19 | | | | | | | |
| | | Signature Select | | | | | | | 3.29 | | | | | | |
| | Associated Food | Hormel Cure 81 | 2.49 | | | | | | | | | | | | |
| | | Hormel Cure 81 | | 1.89 | | | | | | | 3.99 | | | | |
| | | Cook's | 1.88 | | | | 1.39 | 1.19 | | | | | | | |
| | Family Foods | Cook's | 1.99 | | | | | | | | | | | | |
| | | Dubuque | 1.49 | | | | | | | | | | | | |
| | | n/i | | 1.29 | | | | | | | | | | | |
| | Harvest Foods | Smithfield | 1.99 | | | | | | | | | | | | |
| | IGA Markets | Cook's | 2.48 | | | | | | 1.28 | | | | | | |
| | | Cloverdale | | | | | | | | | 3.49 | | | | |
| | | Hormel Cure 81 | | 1.99 | | | | | | | | | | | |
| Lucky's Market | Cook's | | | | | | | 1.29 | | | | | | | |
| | Essential Everyday | | | | | | | | | 2.99 | | | | | |
| | Alexander & Hornung | | | | 1.99 | | | | | | | | | uncured | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

**Thanksgiving 2018
CURED PORK**

prices in \$US per pound unless otherwise noted.

| State | Supermarket | Label | Spiral Cut Hams Bone-in | | Semi-Boneless | | Bone-in Portions | | Boneless | | | Smoked Picnic | Ham Steak | Country Ham | Conditions | |
|---------------------|--------------------|-----------------|----------------------------|------|---------------|------|------------------|-------|----------|------|------|------------------|--------------|----------------|------------|--------------------------|
| | | | Whole | Half | Whole | Half | Butt | Shank | Whole | Half | 1/4 | bone-in | bone-in | | | |
| MT <i>(cont)</i> | Reynold's | Hormel Cure 81 | 1.99 | 1.49 | | | | | | | | | | | | |
| | | Cook's | | 1.49 | | | | 0.99 | | | | | | | | |
| | | Sugardale | | | | | | | | | | | | 2.99 | | |
| | | Cloverdale | | | | | | | | 3.49 | | | | | | |
| | Rosauer's | Cook's | | 2.29 | | | 1.79 | 1.49 | | | | | | 2.89 | | |
| | | John Morrell | | | | | 2.49 | 2.19 | | | | | | | | |
| | | Longhorn | | 1.99 | | | | | | | | | | | | |
| | Smart Foodservice | Hempler's | | | | | | | | | 4.99 | | | | | antibiotic-free; uncured |
| | | Kretschmar | | | | | | | | | | 3.49 | | | | |
| | | Chef's Friend | | | | | | | | 2.18 | | | | | | |
| | Smith's | Farmland | | | | | | | | 2.78 | | | | | | |
| | | Kroger | 1.88 | | | | | | | 2.99 | 2.99 | | | | | |
| | Stokes Market | Sugardale | | | | | 1.49 | 1.29 | | | | | | | | |
| | | Cook's | 1.88 | | | | 1.39 | 1.19 | | | | | | | | |
| | Target | Dubuque | 1.29 | | | | | | | | | | | | | |
| Archer Farms | | 1.99 | | | | | | | | | | | | | limit 2 | |
| Three Bears | Sugardale | | | | | 1.39 | 1.39 | | | | | | | | | |
| | Kentucky Legend | | | | | | | | | | 3.99 | | | | | |
| Walmart | Sam's Choice | 1.98 | | | | | | | | | | | | | | |
| OR | Albert/Safe NW | Signature Farms | | | | | 1.49 | 1.39 | | | | | | | | |
| | | Hormel Cure 81 | | | | | | | | | | | | | | |
| | Associated Foods | Hempler's | | | | | | | | 3.99 | 4.49 | | | | | antibiotic-free; uncured |
| | | Cook's | 1.88 | | | | 1.39 | 1.19 | | | | | | | | |
| | | Cook's | 1.99 | | | | | | | | | | | | | |
| | CenterPlace | Dubuque | 1.49 | | | | | | | | | | | | | |
| | | n/i | | 1.29 | | | | | | | | | | | | |
| | Family Foods | Sugardale | 2.28 | | | | 1.28 | 1.28 | | | | | | | | |
| | | Cook's | | | | | | | | | | | | 3.48 | | |
| | Fred Meyer | Smithfield | 1.99 | | | | | | | | | | | | | |
| | | Kroger | 1.67 | | | | | | | | | | | | | |
| | Harvest Foods | F.G. Meyer | 4.99 | | | | | | | | | | | | | |
| | | Cook's | 2.48 | | | | | | 1.28 | | | | | | | |
| IGA Markets | Cloverdale | | | | | | | | | 3.49 | | | | | | |
| | Hormel Cure 81 | | 1.99 | | | | | | | | | | | | | |
| | Cook's | | | | | | | 1.29 | | | | | | | | |
| | Essential Everyday | | | | | | | | | 2.99 | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

**Thanksgiving 2018
CURED PORK**

prices in \$US per pound unless otherwise noted.

| State | Supermarket | Label | Spiral Cut Hams Bone-in | | Semi-Boneless | | Bone-in Portions | | Boneless | | | Smoked Picnic | Ham Steak | Country Ham | Conditions | |
|---------------------|-------------------|--------------------|----------------------------|------|---------------|------|------------------|-------|----------|------|------|------------------|--------------|----------------|--------------------------|--------------------------|
| | | | Whole | Half | Whole | Half | Butt | Shank | Whole | Half | 1/4 | bone-in | bone-in | | | |
| OR <i>(cont)</i> | IGA Market Fresh | Sugar Tree | | 1.27 | | | | | | | | | | | | |
| | | Sunny Valley | | | | | 0.98 | 0.98 | | | | | | | | |
| | | Hormel Cure 81 | | 1.98 | | | | | | | | | | | | |
| | | Kentucky Legend | | | | | | | | | 3.98 | | | | | |
| | Market of Choice | Market of Choice | | | | | | | | | | | | | | antibiotic-free; uncured |
| | | Beeler's | | 5.99 | | | | | | | | | | | | antibiotic-free; uncured |
| | McKay's | Kentucky Legend | | 1.99 | | | | | | | | | | | | |
| | | Hormel Cure 81 | | 1.69 | | | | | | | | | | | | |
| | Meyers Group IGA | Hill's | | | | | | | | | 3.99 | | | | | |
| | | Cook's | | | | | | | | 1.29 | | | | | | |
| | | Essential Everyday | | | | | | | | | 2.99 | | | | | |
| | Quality Food Cntr | Hormel Cure 81 | | 1.69 | | | | | | | | | | | | limit 2 |
| | | Ray's Food Place | n/i | | | | | | | | | | | | | |
| | Rosauer's | Cook's | | | 2.29 | | | | 1.79 | 1.49 | | | | | 2.89 | |
| | | John Morrell | | | | | | | 2.49 | 2.19 | | | | | | |
| | | Longhorn | | | 1.99 | | | | | | | | | | | |
| | | Hempler's | | | | | | | | | 4.99 | | | | | antibiotic-free; uncured |
| | Roth's | Kretschmar | | | | | | | | | | 3.49 | | | | |
| | | Hempler's | | | | | | | | | 4.99 | | | | | antibiotic-free; uncured |
| | | Cook's | | 2.49 | | | | | | | | | | | | |
| | Select Markets | Hormel Cure 81 | | 2.49 | | | | | | | | | | | | |
| | | Beeler's | | 4.99 | | | | | | | | | | | | antibiotic-free; uncured |
| | | Kentucky Legend | | | | | | | | | | 4.99 | | | | |
| | Smart Foodservice | Cook's | | | | | | | 1.69 | 1.69 | | | | | | |
| | | Hormel Cure 81 | | | 1.99 | | | | | | | | | | | |
| | | Chef's Friend | | | | | | | | | 2.18 | | | | | |
| Target | Farmland | | | | | | | | | 2.78 | | | | | | |
| | Archer Farms | | 1.99 | | | | | | | | | | | | limit 2 | |
| Trader Joe's | Trader Joe's | | 4.99 | | | | | | | | | | | | antibiotic-free; uncured | |
| Walmart | Sam's Choice | | 1.98 | | | | | | | | | | | | | |
| WFM Pacific NW | n/i | | 5.99 | | | | | | | | | | | | antibiotic-free | |
| | Niman Ranch | | 3.99 | | | | | | | | | | | | antibiotic-free | |
| WA | Albert/Safe NW | Signature Farms | | | | | 1.49 | 1.39 | | | | | | | | |
| | | Hormel Cure 81 | | | | | | | | | 4.49 | | | | | |
| | | Hempler's | | | | | | | | 3.99 | | | | | | antibiotic-free; uncured |

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

**Thanksgiving 2018
 CURED PORK**

| State | Supermarket | Label | Spiral Cut Hams Bone-in | | Semi-Boneless | | Bone-in Portions | | Boneless | | | Smoked Picnic | Ham Steak | Country Ham | Conditions |
|---------------------|-------------------|--------------------|----------------------------|------|---------------|------|------------------|-------|----------|------|------|------------------|--------------|----------------|-------------------------------------|
| | | | Whole | Half | Whole | Half | Butt | Shank | Whole | Half | 1/4 | bone-in | bone-in | | |
| WA <i>(cont)</i> | CenterPlace | Sugardale | 2.28 | | | | 1.28 | 1.28 | | | | | | | |
| | | Cook's | | | | | | | | | | | 3.48 | | |
| | Family Foods | Smithfield | 1.99 | | | | | | | | | | | | |
| | Fred Meyer | Kroger | 1.67 | | | | | | | | | | | | |
| | | F.G. Meyer | 4.99 | | | | | | | | | | | | |
| | Haggen's | Hill's | 2.99 | | | | 1.99 | 1.99 | 4.99 | | | | | | |
| | | Hempler's | 3.99 | | | | | | 4.99 | | | | | | antibiotic-free |
| | | Kentucky Legend | | | | | | | 4.99 | | | | | | |
| | | Snake River Farms | | | | | | | 4.99 | | | | | | |
| | Harvest Foods | Cook's | 2.48 | | | | | | | 1.28 | | | | | |
| | IGA Markets | Cloverdale | | | | | | | | | 3.49 | | | | |
| | | Hormel Cure 81 | | 1.99 | | | | | | | | | | | |
| | | Cook's | | | | | | | 1.29 | | | | | | |
| | | Essential Everyday | | | | | | | | | 2.99 | | | | |
| | IGA Market Fresh | Sugar Tree | | 1.27 | | | | | | | | | | | |
| | | Sunny Valley | | | | | 0.98 | 0.98 | | | | | | | |
| | | Hormel Cure 81 | | 1.98 | | | | | | | | | | | |
| | | Kentucky Legend | | | | | | | | | 3.98 | | | | |
| | Metropolitan | Metropolitan | 6.99 | | | 5.99 | | | 6.99 | | | | | | Kurobuta |
| | Meyers Group IGA | Cook's | | | | | | | 1.29 | | | | | | |
| | | Essential Everyday | | | | | | | | | 2.99 | | | | |
| | | Hormel Cure 81 | | 1.99 | | | | | | | | | | | |
| | PCC Natural | Beeler's | 5.99 | | | 4.99 | | | | | | | | | antibiotic-free; uncured limit 2 |
| | Quality Food Cntr | Hormel Cure 81 | 1.69 | | | | | | | | | | | | |
| | Rosauer's | Cook's | | 2.29 | | | 1.79 | 1.49 | | | | | 2.89 | | |
| | | John Morrell | | | | | 2.49 | 2.19 | | | | | | | |
| | | Longhorn | | 1.99 | | | | | | | | | | | |
| | | Hempler's | | | | | | | | 4.99 | | | | | antibiotic-free; uncured |
| | | Kretschmar | | | | | | | | | 3.49 | | | | |
| | Saar's Markets | Sugar Tree | 1.48 | | | | | | | | | | | | |
| | Sunny Valley | | | | | 1.28 | 1.28 | | | | | | | | |
| Select Markets | Kentucky Legend | | | | | | | | | 4.99 | | | | | |
| | Cook's | | | | | 1.69 | 1.69 | | | | | | | | |
| | Hormel Cure 81 | | 1.99 | | | | | | | | | | | | |
| Smart Foodservice | Chef's Friend | | | | | | | | 2.18 | | | | | | |
| | Farmland | | | | | | | | 2.78 | | | | | | |
| Sprout's Market | Butcher Shop | 2.49 | | | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

**Thanksgiving 2018
CURED PORK**

prices in \$US per pound unless otherwise noted.

| State | Supermarket | Label | Spiral Cut Hams Bone-in | | Semi-Boneless | | Bone-in Portions | | Boneless | | | Smoked Picnic | Ham Steak | Country Ham | Conditions |
|--------------|-----------------------|--------------------|----------------------------|------|---------------|------|------------------|-------|----------|------|------|------------------|--------------|----------------|-----------------|
| | | | Whole | Half | Whole | Half | Butt | Shank | Whole | Half | 1/4 | bone-in | bone-in | | |
| WA (cont) | Target | Archer Farms | 1.99 | | | | | | | | | | | | limit 2 |
| | The Markets | Cook's | | 2.45 | | | | | | | | | | | antibiotic-free |
| | | Hempler's | | | | 4.98 | | | | 4.48 | | | | | |
| | Thriftway | Kentucky Legend | | | | | | | | | 4.99 | | | | |
| | Walmart | Sam's Choice | 1.98 | | | | | | | | | | | | |
| | WFM Pacific NW | n/i | 5.99 | | | | | | | | | | | | antibiotic-free |
| | | Niman Ranch | 3.99 | | | | | | | | | | | | antibiotic-free |
| | Yoke's Fresh Mrkt | Smithfield Premium | | 2.69 | | | | | | | | | | | |
| | | Longhorn | | 2.49 | | | | | | | | | | | |
| | | Divine | | | | 3.49 | | | | | | | | | |
| | Yoke's | | 1.99 | | | | | | | | | | | | |
| | Farmland | | 3.99 | | | | | | | | | | | | uncured |
| WY | Albert/Safe. Denver | Cook's | | | | | | 0.97 | | | | | | | limit 1 |
| | | Cook's | | | | | | 1.27 | | | | | 3.99 | | |
| | | Hormel Cure 81 | | 1.97 | | | | | | | 4.99 | | | | |
| | Albert./Safeway. Mntn | Signature Select | | | | | | | 2.99 | | | | | | |
| | | Cook's | | | | | 1.39 | 1.19 | | | | | | | |
| | | Signature Select | | | | | | | 3.29 | | | | | | |
| | Associated Foods | Hormel Cure 81 | 2.49 | | | | | | | | | | | | |
| | | Cook's | 1.88 | | | | 1.39 | 1.19 | | | | | | | |
| | | Cook's | 1.99 | | | | | | | | | | | | |
| | | Dubuque | 1.49 | | | | | | | | | | | | |
| | AW Grocers | n/i | | 1.29 | | | | | | | | | | | |
| | | Cook's | | | | | 1.49 | 1.29 | | | | | | | |
| | | Farmland | | | | | | | 2.79 | 2.79 | | | | | |
| | | Hormel Cure 81 | | | | | | | | 3.99 | | | | | |
| | | Best Choice | 1.79 | 1.79 | | | | | | | | | | | |
| | | John Morrell | | | 1.99 | | | | | | | | | | |
| | | Hormel Cure 81 | 1.99 | 1.99 | | | | | | | | | | | |
| | Food Pride | Hormel Cure 81 | | 1.88 | | | | | 2.98 | 2.98 | | | | | |
| | | Sugardale | | | 1.89 | | 1.68 | 1.48 | | | | | | | |
| | | Open Acres | | | 1.99 | 1.99 | | | | | | | | | |
| IGA Markets | | Cloverdale | | | | | | | | 3.49 | | | | | |
| | | Hormel Cure 81 | | 1.99 | | | | | | | | | | | |
| | | Cook's | | | | | | 1.29 | | | | | | | |
| | | Essential Everyday | | | | | | | | 2.99 | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

prices in \$US per pound unless otherwise noted.

**Thanksgiving 2018
CURED PORK**

| State | Supermarket | Label | Spiral Cut Hams Bone-in | | Semi-Boneless | | Bone-in Portions | | Boneless | | | Smoked Picnic | Ham Steak | Country Ham | Conditions |
|---------------------|----------------|---------------------|-------------------------|------|---------------|------|------------------|-------|----------|------|-----|---------------|-----------|-------------|------------|
| | | | Whole | Half | Whole | Half | Butt | Shank | Whole | Half | 1/4 | bone-in | bone-in | | |
| WY <i>(cont)</i> | King Soopers | Cook's | | | | | 0.99 | 0.99 | | | | | | | limit 2 |
| | | Private Selection | 2.99 | | | | | | | | | | | | |
| | Lucky's Market | Alexander & Hornung | | | | 1.99 | | | | | | | | | uncured |
| | Ridley's | Cook's | 1.89 | | | | 1.39 | 1.19 | | | | | | | |
| | Smith's | Kroger | 1.88 | | | | | | 2.99 | 2.99 | | | | | |
| | | Sugardale | | | | | 1.49 | 1.29 | | | | | | | |
| | Target | Archer Farms | 1.99 | | | | | | | | | | | | limit 2 |
| Walmart | Sam's Choice | 1.98 | | | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

prices in \$US per pound unless otherwise noted.

**Thanksgiving 2018
FRESH PORK**

| State | Supermarket | Label | Shoulder Roasts | | | | Loin Roasts | | | | | | Sirloin Roasts | | Leg Roasts | | Conditions | | |
|--|---------------------|------------|-----------------|------|--------|------|---------------|-------|----------------|------|------------|------|----------------|---------|------------|-------|------------|-----------------|------------------------|
| | | | boston butt | | picnic | | loin, bone-in | | loin, boneless | | center-cut | | tender | bone-in | | | | | |
| | | | bn-in | bnls | bn-in | bnls | crown | whole | whole | half | bn-in | bnls | loin | bn-in | bnls | whole | | half | |
| NORTHEASTERN U.S. - CT,DC,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT | | | | | | | | | | | | | | | | | | | |
| CT | ACME Market | Hatfield | | | | | | | | | 1.77 | | | 5.99 | | | | | |
| | Adam's Superfood | n/i | | | 1.00 | | 2.99 | 1.00 | 1.79 | | 1.99 | | | | | | | | |
| | AF Basket | n/i | | | 0.99 | | | | | | | | | | | 1.29 | 1.39 | | |
| | AG New England | n/i | | 1.99 | | | | | 1.69 | | | | 2.99 | 1.49 | | | | | |
| | Best Market | n/i | | | 1.77 | | 3.47 | | 1.97 | | | 2.47 | 3.47 | | | | | | |
| | Big Y | Big Y | | | | | | | | | 3.99 | 3.99 | | | | | | | |
| | | Hormel | | | 1.29 | | | | | | | | | | | | 1.29 | 1.49 | shank half @ \$1.39 |
| | Bravo | n/i | | | | | | | | | | | | | | | | | |
| | Cherry Valley | n/i | | | 1.29 | | | | | | | | | | | | | | |
| | Compare Foods | n/i | | | 0.99 | | | | | | | | | | | | | | |
| | C-Town | n/i | | | 0.79 | | | | 1.99 | | | | | | | | | | |
| | Food Bazaar | n/i | | | 0.99 | | | | | | | | | | | | 1.49 | | |
| | Geissler's | n/i | | | | | | | | | | 3.49 | | | | | | | |
| | Highland Park | Smithfield | | | 2.99 | | | | | | 2.29 | | | 2.99 | | | | | |
| | IGA Stores - N.Eng. | n/i | | | 1.19 | | | | | 1.99 | | | | | | | 1.79 | 1.79 | |
| | Key Food | n/i | | | 0.99 | 2.99 | | | | | | | 1.99 | | | | 1.29 | 1.69 | shank ham @ \$1.49 |
| | Kings Market | n/i | | 3.49 | | | | | | | | | | | | | | | antibiotic-free; local |
| | Market 32 | Market 32 | | 1.99 | | | | | | | | | 2.99 | 2.99 | | | | | |
| | Price Chopper | Market 32 | | 1.99 | | | | 3.99 | | | | | 2.99 | 2.99 | | | | | |
| | PriceRite Markets | n/i | | | 0.88 | | | | | | | | | | | | | | |
| Save-a-Lot | n/i | | | | | | | | 1.69 | | | | | | | | | | |
| ShopRite | Farm Promise | | | | | | | | | | | | 5.99 | | | | | antibiotic-free | |
| | Smithfield | | | | | | | | | | | | 3.29 | | | | | | |
| | n/i | | | 0.99 | | | | | | | | | | | | 1.49 | | | |
| Stew Leonard's | n/i | | | | | | | | | | | | 1.99 | | | | | | |
| The Fresh Market | n/i | | | | | | 5.99 | | | | | | | | | | | | |
| WFM Northeast | n/i | | | | | | 8.99 | | | | | 8.99 | 15.99 | | | | | antibiotic-free | |
| WFM North Atlantic | n/i | | | | | | 8.99 | | | | | 7.99 | 13.99 | | | | | antibiotic-free | |
| DC | Safeway Eastern | n/i | | | 1.99 | | | | 1.99 | | | | | | | | | | |
| | Save-a-Lot | n/i | | | | | | | 1.69 | | | | | | | | | | |
| | WFM Mid-Atlantic | n/i | | | | | 7.99 | | | | | 7.99 | 13.99 | | | | | antibiotic-free | |
| DE | ACME Market | Hatfield | | | | | | | | | 1.77 | | 5.99 | | | | | | |
| | Food Lion | n/i | 1.59 | | | | | | 1.49 | | | | | | | | | | |
| | Fresh Grocer | n/i | | | 0.88 | | | | | | | | | | | | | | |
| | Great Valu Markets | n/i | | | 1.29 | | | | | | | 2.49 | 3.99 | | 1.79 | | | | |

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

**Thanksgiving 2018
 FRESH PORK**

| State | Supermarket | Label | Shoulder Roasts | | | | Loin Roasts | | | | | | | Sirloin Roasts | | Leg Roasts | | Conditions | |
|---------------------|--------------------|--------------|-----------------|------|--------|------|---------------|-------|----------------|------|------------|------|--------|----------------|------|------------|------|---------------------|--------------------|
| | | | boston butt | | picnic | | loin, bone-in | | loin, boneless | | center-cut | | tender | bone-in | | | | | |
| | | | bn-in | bnls | bn-in | bnls | crown | whole | whole | half | bn-in | bnls | loin | bn-in | bnls | whole | half | | |
| DE <i>(cont)</i> | IGA Stores - NJ/PA | n/i | | | 1.79 | | | | 1.89 | | 1.69 | 2.69 | 3.99 | | | 1.49 | 1.99 | antibiotic-free | |
| | Leidy's | n/i | | | | | | | | 3.99 | | | 4.99 | | | | | | |
| | Lidl | n/i | | | | | | | | | | | 2.39 | | | | | | |
| | Redner's | Hatfield | | | 0.88 | | | | | 1.68 | | 1.98 | | | | | | | |
| | Safeway Eastern | n/i | | | 1.99 | | | | | | 1.99 | | | | | | | | |
| | Save-a-Lot | n/i | | | | | | | | | 1.69 | | | | | | | | |
| | ShurSave | n/i | 1.99 | | | | | | | | | | | 1.89 | 1.49 | 1.99 | 2.19 | | |
| | ShopRite | Hatfield | | | | | | | | | | 2.29 | | | | | | | |
| | | Farm Promise | | | | | | | | | | | | 5.99 | | | | | antibiotic-free |
| | | Smithfield | n/i | | | 0.99 | | | | | | | | | | | 1.49 | | |
| | The Fresh Market | n/i | | | | 5.99 | | | | | | | | | | | | | |
| | Weis Markets | Swift | 1.99 | | | | | 1.49 | 1.88 | | | | | | | | | | |
| MA | Adam's Superfood | n/i | | | 1.00 | | 2.99 | 1.00 | 1.79 | | 1.99 | | | | | | | shank half @ \$1.39 | |
| | AF Basket | n/i | | | 0.99 | | | | | | | | | | | 1.29 | 1.39 | | |
| | AG New England | n/i | | 1.99 | | | | | 1.69 | | | | | 2.99 | 1.49 | | | | |
| | Associated | n/i | | | 1.39 | | | | | | | | 2.99 | | | | | | |
| | Big Y | Big Y | | | | | | | | | 3.99 | 3.99 | | | | | | | |
| | | Hormel | n/i | | | 1.29 | | | | | | | | | | | | | |
| | Bravo | n/i | | | | | | | | | | | | | | 1.29 | 1.49 | | |
| | C-Town | n/i | | | 0.79 | | | | 1.99 | | | | | | | | | | |
| | Donelan's | n/i | | | | | | | | | | | 2.99 | 2.99 | | | | | |
| | | Open Prairie | n/i | | | | | | | | | | | 7.99 | | | | | antibiotic-free |
| | Food City Market | n/i | | | | | | | | | | | 2.99 | 1.39 | | | | | |
| | Geissler's | n/i | | | | | | | | | | 3.49 | | | | | | | |
| | Hannaford | Hannaford | | | | | | | | | | | | 2.99 | | | | | |
| | H-Mart | n/i | | | 3.99 | | | | | | | | 4.99 | | | | | | |
| | Key Food | n/i | | | 0.99 | 2.99 | | | | | | | 1.99 | | | 1.29 | 1.69 | | shank ham @ \$1.49 |
| | Market 32 | Market 32 | 1.99 | | | | | | | | | | 2.99 | 2.99 | | | | | |
| | Market Basket | n/i | | | | | | | | | 1.49 | | | | | | | | |
| | McKinnon's | n/i | | | | | 3.29 | | | | | | 2.48 | | | | | | |
| | Price Chopper | Market 32 | 1.99 | | | | | | | | | | 2.99 | 2.99 | | | | | |
| | PriceRite Markets | n/i | | | 0.88 | | | | | | | | | | | | | | |
| | Save-a-Lot | n/i | | | | | | | | 1.69 | | | | | | | | | |
| | Seabra Foods | n/i | | | | | 1.99 | | 1.79 | 1.79 | | 1.99 | 2.99 | | | | | | |
| | Shaw's | n/i | | | | | | | | | | | | | 1.99 | | | | |
| Star Market | n/i | | | | | | | | | | | | | 1.99 | | | | | |

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

**Thanksgiving 2018
 FRESH PORK**

| State | Supermarket | Label | Shoulder Roasts | | | | Loin Roasts | | | | | | | Sirloin Roasts | | Leg Roasts | | Conditions | |
|----------------------------|---------------------|--------------|-----------------|------|--------|------|---------------|-------|----------------|------|------------|------|--------|----------------|------|------------|------|-----------------|-----------------|
| | | | boston butt | | picnic | | loin, bone-in | | loin, boneless | | center-cut | | tender | bone-in | | | | | |
| | | | bn-in | bnls | bn-in | bnls | crown | whole | whole | half | bn-in | bnls | loin | bn-in | bnls | whole | half | | |
| MA <i>(cont)</i> | The Fresh Market | n/i | | | | | | 5.99 | | | | | | | | | | | |
| | Trucchi's | n/i | 1.99 | | | | | | | | | 1.49 | 2.99 | | | | | | |
| | Wegmans | Wegmans | 1.49 | | | | | | | 1.69 | | | 3.19 | 2.69 | | | | | |
| | WFM North Atlantic | n/i | | | | | | 8.99 | | | | | 7.99 | 13.99 | | | | | antibiotic-free |
| MD | ACME Market | Hatfield | | | | | | | | | | 1.77 | | 5.99 | | | | | |
| | Food Lion | n/i | 1.59 | | | | | | | 1.49 | | | | | | | | | |
| | Giant Eagle | n/i | 1.99 | | | | | | | | | | 1.99 | | | | | | |
| | Great Valu Markets | n/i | | | 1.29 | | | | | | | | 2.49 | 3.99 | 1.79 | | | | |
| | IGA Stores - NJ/PA | n/i | | | 1.79 | | | | | 1.89 | | | 1.69 | 2.69 | 3.99 | 1.49 | 1.99 | | |
| | Leidy's | n/i | | | | | | | | | | | 3.99 | 4.99 | | | | | antibiotic-free |
| | Lidl | n/i | | | | | | | | | | | | 2.39 | | | | | |
| | PriceRite Markets | n/i | | | 0.88 | | | | | | | | | | | | | | |
| | Redner's | Hatfield | | | 0.88 | | | | | | 1.68 | | 1.98 | | | | | | |
| | Safeway Eastern | n/i | | | 1.99 | | | | | 1.99 | | | | | | | | | |
| | Save-a-Lot | n/i | | | | | | | | 1.69 | | | | | | | | | |
| | Shop'n Save | n/i | | | | | | | | | | | | 3.49 | | | | | |
| | Shoppers Food | Smithfield | | | | | | | | | | | 2.99 | | | | | | |
| | ShopRite | Farm Promise | | | | | | | | | | | | 5.99 | | | | | |
| | | Smithfield | | | | | | | | | | | | 3.29 | | | | | |
| | | n/i | | | | 0.99 | | | | | | | | | | 1.49 | | | |
| | ShurSave | n/i | 1.99 | | | | | | | | | | 1.89 | | 1.49 | 1.99 | 2.19 | | |
| | | Hatfield | | | | | | | | | | | | 2.29 | | | | | |
| | Sprout's Market | n/i | | | | 1.99 | | | | | 2.99 | | | | | | | | |
| | The Fresh Market | n/i | | | | | | | 5.99 | | | | | | | | | | |
| Wegmans | Wegmans | 1.49 | | | | | | | | 1.69 | | | 3.19 | 2.69 | | | | | |
| Weis Markets | Swift | 1.99 | | | | | | | 1.49 | 1.88 | | | | | | | | | |
| WFM Mid-Atlantic | n/i | | | | | | | 7.99 | | | | | 7.99 | 13.99 | | | | | antibiotic-free |
| ME | AG New England | n/i | | 1.99 | | | | | | 1.69 | | | | 2.99 | 1.49 | | | | |
| | Best Yet Markets | 1893 Premium | | | | | | | | | | | 1.99 | 2.99 | | | | | |
| | Food City Market | n/i | | | | | | | | | | | | 2.99 | 1.39 | | | | |
| | Hannaford | Hannaford | | | | | | | | | | | | 2.99 | | | | | |
| | IGA Stores - N.Eng. | n/i | | | 1.19 | | | | | 1.99 | | | | 2.99 | | | | | |
| | | 1893 Premium | | | | | | | | | | | | 1.99 | | | | | |
| | Market Basket | n/i | | | | | | | | | | 1.49 | | | | | | | |
| | Save-a-Lot | n/i | | | | | | | | 1.69 | | | | | | | | | |
| | Shaw's | n/i | | | | | | | | | | | | | 1.99 | | | | |
| WFM North Atlantic | n/i | | | | | | 8.99 | | | | | 7.99 | 13.99 | | | | | antibiotic-free | |

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

**Thanksgiving 2018
 FRESH PORK**

| State | Supermarket | Label | Shoulder Roasts | | | | Loin Roasts | | | | | | | Sirloin Roasts | | Leg Roasts | | Conditions |
|--------------|---------------------|-----------|-----------------|------|--------|------|---------------|-------|----------------|------|------------|------|--------|----------------|------|------------|------|------------------------|
| | | | boston butt | | picnic | | loin, bone-in | | loin, boneless | | center-cut | | tender | bone-in | | | | |
| | | | bn-in | bnls | bn-in | bnls | crown | whole | whole | half | bn-in | bnls | loin | bn-in | bnls | whole | half | |
| NH | AG New England | n/i | | 1.99 | | | | | 1.69 | | | | | 2.99 | 1.49 | | | |
| | Hannaford | Hannaford | | | | | | | | | | | | 2.99 | | | | |
| | IGA Stores - N.Eng. | n/i | | | 1.19 | | | 1.99 | | | | | | | | | | |
| | Market Basket | n/i | | | | | | | | | 1.49 | | | | | | | |
| | McKinnon's | n/i | | | | | 3.29 | | | | | 2.48 | | | | | | |
| | Price Chopper | Market 32 | 1.99 | | | | | | | | | 2.99 | 2.99 | | | | | |
| | PriceRite Markets | n/i | | | 0.88 | | | | | | | | | | | | | |
| | Save-a-Lot | n/i | | | | | | | 1.69 | | | | | | | | | |
| | Shaw's | n/i | | | | | | | | | | | | 1.99 | | | | |
| | WFM North Atlantic | n/i | | | | | 8.99 | | | | | 7.99 | 13.99 | | | | | antibiotic-free |
| NJ | ACME Market | Hatfield | | | | | | | | | 1.77 | | 5.99 | | | | | |
| | AF Basket | n/i | | | 0.99 | | | | | | | | | | | 1.29 | 1.39 | |
| | Associated | n/i | | | 1.39 | | | | | | | | | | | | | |
| | Best Market | n/i | | | 1.77 | | 3.47 | 1.97 | | | 2.47 | 3.47 | | | | | | |
| | Bravo | n/i | | | | | | | | | | | | | | 1.29 | 1.49 | shank half @ \$1.39 |
| | Compare Foods | n/i | | | 0.99 | | | | | | | | | | | | | |
| | C-Town | n/i | | | 0.79 | | | | 1.99 | | | | | | | | | |
| | Fine Fare | n/i | | | 0.99 | | | | | | | | | | | | | |
| | Food Bazaar | n/i | | | 0.99 | | | | | | | | | | | 1.49 | | |
| | Foodtown | n/i | | | 2.49 | | | | 1.99 | | | | | | | 1.29 | | |
| | Great Valu Markets | n/i | | | 1.29 | | | | | | | 2.49 | 3.99 | 1.79 | | | | |
| | H-Mart | n/i | | 3.99 | | | | | | | | 4.99 | | | | | | |
| | IGA Stores - NJ/PA | n/i | | | 1.79 | | | | 1.89 | | 1.69 | 2.69 | 3.99 | | | 1.49 | 1.99 | |
| | Leidy's | | | | | | | | | | 3.99 | | 4.99 | | | | | antibiotic-free |
| | Key Food | n/i | | | 0.99 | 2.99 | | | | | | 1.99 | | | | 1.29 | 1.69 | shank ham @ \$1.49 |
| | Kings Market | n/i | | 3.49 | | | | | | | | | | | | | | antibiotic-free; local |
| | Lidl | n/i | | | | | | | | | | | 2.39 | | | | | |
| | Met Foods | n/i | | | 0.99 | | | | | | | | | | | | | |
| | Morton Williams | n/i | | | 1.59 | | | | | | | | | | | | | |
| | Murphy's Market | Leidy's | | | | | | | 1.99 | | | | | | | | | |
| | Net Cost Market | n/i | | | 0.99 | | | | | | | | | | | | | |
| | Pioneer | n/i | | | 0.99 | | | | | | 1.99 | 2.99 | | | | | | |
| | PriceRite Markets | n/i | | | 0.88 | | | | | | | | | | | | | |
| Save-a-Lot | n/i | | | | | | | | 1.69 | | | | | | | | | |
| Seabra Foods | n/i | | | 1.19 | | | | | 1.99 | 1.99 | | 2.49 | | | 1.49 | | | |

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

**Thanksgiving 2018
 FRESH PORK**

| State | Supermarket | Label | Shoulder Roasts | | | | Loin Roasts | | | | | | | Sirloin Roasts | | Leg Roasts | | Conditions | | |
|--------------|---------------------|--------------------|-----------------|------|--------|------|---------------|-------|----------------|------|------------|------|--------|----------------|------|------------|------|-----------------|---------------------|-----------------|
| | | | boston butt | | picnic | | loin, bone-in | | loin, boneless | | center-cut | | tender | bone-in | | | | | | |
| | | | bn-in | bnls | bn-in | bnls | crown | whole | whole | half | bn-in | bnls | loin | bn-in | bnls | whole | half | | | |
| NJ (cont) | ShopRite | Farm Promise | | | | | | | | | | | | 5.99 | | | | | antibiotic-free | |
| | | Smithfield | | | | | | | | | | | | 3.29 | | | | | | |
| | | n/i | | | 0.99 | | | | | | | | | | | | 1.49 | | | |
| | | Supremo | n/i | | 1.29 | | | | | | | | | | | | | | | |
| | | The Fresh Market | n/i | | | | 5.99 | | | | | | | | | | | | | |
| | | Uncle Giuseppe's | n/i | | 3.99 | | | | | | | | | | 3.99 | | 2.99 | 2.99 | | |
| | | Wegmans | Wegmans | 1.49 | | | | | 1.69 | | | 3.19 | | 2.69 | | | | | | |
| | | Weis Markets | Swift | 1.99 | | | | | 1.49 | 1.88 | | | | | | | | | | |
| | | Western Beef | n/i | | | 1.19 | | | | | | | 2.99 | | | | | | | |
| | WFM Mid-Atlantic | n/i | | | | | | | | | | | 7.99 | 13.99 | | | | antibiotic-free | | |
| | WFM Northeast | n/i | | | | | | | | | | | 8.99 | 15.99 | | | | antibiotic-free | | |
| NY | ACME Market | Hatfield | | | | | | | | | 1.77 | | | 5.99 | | | | | | |
| | AF Basket | n/i | | | 0.99 | | | | | | | | | | | | 1.29 | 1.39 | | |
| | AG New England | n/i | | 1.99 | | | | | 1.69 | | | | | 2.99 | 1.49 | | | | | |
| | Associated | n/i | | | 1.39 | | | | | | | | | | | | | | | |
| | Best Market | n/i | | | 1.77 | | | 3.47 | 1.97 | | | 2.47 | 3.47 | | | | | | | |
| | Big M | 1893 Premium | | | | | | | 1.99 | | 1.99 | | 3.99 | | 1.99 | | | | | |
| | Bravo | n/i | | | | | | | | | | | | | | | 1.29 | 1.49 | shank half @ \$1.39 | |
| | Cherry Valley | n/i | | | 1.29 | | | | | | | | | | | | | | | |
| | Compare Foods | n/i | | | 0.99 | | | | | | | | | | | | | | | |
| | C-Town | n/i | | | 0.79 | | | | 1.99 | | | | | | | | | | | |
| | D'Agostino's | Smithfield | | | | | | | | | | | 3.29 | 5.49 | | | | | | |
| | | n/i | | | 1.99 | | | | | | | | | | | | | | | |
| | DeCiccio & Sons | Prairie Grove | | | | | 5.99 | | | | | | | | | | | | | antibiotic-free |
| | DeCiccio Family | Chairman's Reserve | | | | | | | 1.99 | | | | | 3.99 | | | | | | |
| | Fine Fare | n/i | | | 0.99 | | | | | | | | | | | | | | | |
| | Food Bazaar | n/i | | | 0.99 | | | | | | | | | | | | 1.49 | | | |
| | Food Emporium | n/i | | | 1.69 | | | | | | | | | | | | | | | |
| | Foodtown | n/i | | | 2.49 | | | | 1.99 | | | | | | | | 1.29 | | | |
| | Giunta's | n/i | | | 0.99 | | | | | | | | 2.99 | | | | | | | |
| | Great American | 1893 Premium | | 1.79 | | | | 2.69 | | | | | | | | | | | | |
| | Gristede's | Prairie Fresh | | | | | | | | | | | | 5.99 | | | | | | |
| | Hannaford | Hannaford | | | | | | | | | | | | 2.99 | | | | | | |
| | H-Mart | n/i | | | 3.99 | | | | | | | | 4.99 | | | | | | | |
| | IGA Stores - N.Eng. | n/i | | | 1.19 | | | | 1.99 | | | | | | | | 1.79 | 1.79 | | |
| | Key Food | n/i | | | 0.99 | 2.99 | | | | | | | 1.99 | | | | 1.29 | 1.69 | shank ham @ \$1.49 | |
| | King Kullen | n/i | | | | | | | | | | | 2.99 | 3.99 | | | 1.39 | 1.39 | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Thanksgiving 2018

prices in \$US per pound unless otherwise noted.

FRESH PORK

| State | Supermarket | Label | Shoulder Roasts | | | | Loin Roasts | | | | | | Sirloin Roasts | | Leg Roasts | | Conditions | |
|---------------------|-------------------|--------------|-----------------|------|--------|------|---------------|-------|----------------|------|------------|-------|----------------|---------|------------|-------|---------------------|------------------------|
| | | | boston butt | | picnic | | loin, bone-in | | loin, boneless | | center-cut | | tender | bone-in | | | | |
| | | | bn-in | bnls | bn-in | bnls | crow | whole | whole | half | bn-in | bnls | loin | bn-in | bnls | whole | | half |
| NY <i>(cont)</i> | Kings Market | n/i | 3.49 | | | | | | | | | | | | | | | antibiotic-free; local |
| | Market 32 | Market 32 | 1.99 | | | | | | | | | 2.99 | 2.99 | | | | | |
| | Met Foods | n/i | | | 0.99 | | | | | | | | | | | | | |
| | Morton Williams | n/i | | | 1.59 | | | | | | | | | | | | | |
| | Net Cost Market | n/i | | | 0.99 | | | | | | | | | | | | | |
| | North Shore | n/i | | | 0.99 | | 2.99 | | | | | 2.99 | 2.99 | | | 0.99 | 0.99 | |
| | Peck's Market | n/i | | | 1.00 | | 3.49 | | 1.79 | | 2.49 | | | | | 1.69 | 1.99 | |
| | Farm Promise | | | | | | | | | | | 5.99 | | | | | | antibiotic-free |
| | Pioneer | n/i | | | 0.99 | | | | | | | 1.99 | 2.99 | | | | | |
| | Price Chopper | Market 32 | 1.99 | | | | | | | | | | 2.99 | 2.99 | | | | |
| | PriceRite Markets | n/i | | | 0.88 | | | | | | | | | | | | | |
| | Save-a-Lot | n/i | | | | | | | 1.69 | | | | | | | | | |
| | Shop'n Save | n/i | | | | | | | | | | | 3.49 | | | | | |
| | ShopRite | Farm Promise | | | | | | | | | | | 5.99 | | | | | antibiotic-free |
| | Smithfield | | | | | | | | | | | | 3.29 | | | | | |
| | n/i | | | | 0.99 | | | | | | | | | | | 1.49 | | |
| | Stew Leonard's | n/i | | | | | | | | | | | 1.99 | | | | | |
| | The Fresh Market | n/i | | | | | 5.99 | | | | | | | | | | | |
| | Trade Fair | n/i | | | 0.99 | | | | | | | | | | | 0.99 | | |
| | Uncle Giuseppe's | n/i | | | 3.99 | | | | | | | | | | | | | |
| Wegmans | Wegmans | 1.49 | | | | | | 1.69 | | | 3.19 | 2.69 | | | | | | |
| Weis Markets | Swift | 1.99 | | | | | 1.49 | 1.88 | | | | | | | | | | |
| Western Beef | n/i | | | 1.19 | | 2.99 | | | | | 2.99 | | | | | | | |
| WFM Northeast | n/i | | | | | 8.99 | | | | | 8.99 | 15.99 | | | | | antibiotic-free | |
| PA | ACME Market | Hatfield | | | | | | | | 1.77 | | 5.99 | | | | | | |
| | Associated | n/i | | | 1.39 | | | | | | | | | | | | | |
| | Big M | 1893 Premium | | | | | | 1.99 | | 1.99 | | 3.99 | | 1.99 | | | | |
| | Boyers Food | Hatfield | | | | 1.97 | | | | 1.67 | | 2.47 | 2.97 | | | | | |
| | Bravo | n/i | | | | | | | | | | | | | 1.29 | 1.49 | shank half @ \$1.39 | |
| | Compare Foods | n/i | | | 0.99 | | | | | | | | | | | | | |
| | C-Town | n/i | | | 0.79 | | | | 1.99 | | | | | | | | | |
| | Family Owned | n/i | 1.79 | | | | | | | | 1.89 | | | | 1.89 | | | |
| | Hatfield | | | | | | | | | | | 2.99 | | | | | | |
| | Farm Promise | | | | | | | | | | | 5.99 | | | | | antibiotic-free | |
| | Fine Fare | n/i | | | 0.99 | | | | | | | | | | | | | |
| | Food Lion | n/i | 1.59 | | | | | | 1.49 | | | | | | | | | |
| Foodland | n/i | | | | | | | | | 1.99 | | | | 1.99 | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

**Thanksgiving 2018
FRESH PORK**

prices in \$US per pound unless otherwise noted.

| State | Supermarket | Label | Shoulder Roasts | | | | Loin Roasts | | | | | | | Sirloin Roasts | | Leg Roasts | | Conditions | | |
|---------------------|--------------------|--------------------|-----------------|------|--------|------|---------------|-------|----------------|------|------------|------|--------|----------------|------|------------|------|------------|---------------------|--------------------|
| | | | boston butt | | picnic | | loin, bone-in | | loin, boneless | | center-cut | | tender | Roasts | | bone-in | | | | |
| | | | bn-in | bnls | bn-in | bnls | crown | whole | whole | half | bn-in | bnls | loin | bn-in | bnls | whole | half | | | |
| PA <i>(cont)</i> | Foodtown | n/i | | | 2.49 | | | | 1.99 | | | | | | | | 1.29 | | | |
| | Fresh Grocer | n/i | | | 0.88 | | | | | | | | | | | | | | | |
| | Giant Eagle | n/i | 1.99 | | | | | | | | | | 1.99 | | | | | | | |
| | Great Valu Markets | n/i | | | 1.29 | | | | | | | | | 3.99 | | 1.79 | | | | |
| | Grocery Outlet | Chairmans Reserve | | | | | | | | 1.99 | | | | | | | | | | |
| | H-Mart | n/i | | 3.99 | | | | | | | | | | | | | | | | |
| | Ideal Market | n/i | | | | | | | 1.88 | | | | 2.99 | | 0.98 | 1.86 | | | | |
| | IGA Stores - NJ/PA | n/i | | | 1.79 | | | | 1.89 | | 1.69 | 2.69 | 3.99 | | | | 1.49 | 1.99 | | |
| | | Leidy's | | | | | | | | | 3.99 | | 4.99 | | | | | | | antibiotic-free |
| | IGA SpartanNash | n/i | | | | | | | 1.99 | | | | | | | | | | | |
| | Karn's Foods | n/i | 1.99 | | | | | | 1.99 | | | | | | | | | | | |
| | Key Food | n/i | | | 0.99 | 2.99 | | | | | | | 1.99 | | | | 1.29 | 1.69 | | shank ham @ \$1.49 |
| | Kuhn's Market | Chairman's Reserve | | | | | | | | | | | 2.79 | | | | | | | |
| | Landis Markets | Hatfield | | | 0.99 | | | 1.49 | | | | 1.69 | | | | | | | | |
| | Net Cost Market | n/i | | | 0.99 | | | | | | | | | | | | | | | |
| | Pioneer | n/i | | | 0.99 | | | | | | | 1.99 | 2.99 | | | | | | | |
| | Price Chopper | Market 32 | 1.99 | | | | | | | | | | 2.99 | 2.99 | | | | | | |
| | PriceRite Markets | n/i | | | 0.88 | | | | | | | | | | | | | | | |
| | Redner's | Hatfield | | | 0.88 | | | | | | | 1.68 | 1.98 | | | | | | | |
| | Save-a-Lot | n/i | | | | | | | | | | 1.69 | | | | | | | | |
| | Shop'n Save | n/i | | | | | | | | | | | | | | | | | | 3.49 |
| | ShopRite | Farm Promise | | | | | | | | | | | | | | | | | | 5.99 |
| | | Smithfield | | | | | | | | | | | | | | | | | | 3.29 |
| | | n/i | | | 0.99 | | | | | | | | | | | | | 1.49 | | |
| | ShurSave | n/i | 1.99 | | | | | | | | | | | | | 1.49 | 1.99 | 2.19 | | |
| | | Hatfield | | | | | | | | | | | | | | | | | | |
| | ShurSave NE PA | Hatfield | | | | | | 1.99 | | | | | | 2.99 | | | | | | |
| Sparkle Markets | n/i | | | | | | | | | | 1.99 | | | | | | | | | |
| Sprout's Market | n/i | | | 1.99 | | | | | | | 2.99 | | | | | | | | | |
| Supremo | n/i | | | 1.29 | | | | | | | | | | | | | | | | |
| The Fresh Market | n/i | | | | | | 5.99 | | | | | | | | | | | | | |
| Wegmans | Wegmans | 1.49 | | | | | | | | | 1.69 | 3.19 | 2.69 | | | | | | | |
| Weis Markets | Swift | 1.99 | | | | | | 1.49 | 1.88 | | | | | | | | | | | |
| WFM Mid-Atlantic | n/i | | | | | | 7.99 | | | | | 7.99 | 13.99 | | | | | | antibiotic-free | |
| RI | Adam's Superfood | n/i | | | 1.00 | | 2.99 | 1.00 | 1.79 | | | 1.99 | | | | | | | | |
| | AF Basket | n/i | | | 0.99 | | | | | | | | | | | | 1.29 | 1.39 | | |
| | Bravo | n/i | | | | | | | | | | | | | | 1.29 | 1.49 | | shank half @ \$1.39 | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

**Thanksgiving 2018
FRESH PORK**

prices in \$US per pound unless otherwise noted.

| State | Supermarket | Label | Shoulder Roasts | | | | Loin Roasts | | | | | | | Sirloin Roasts | | Leg Roasts | | Conditions |
|---------------------|---------------------|--------------|-----------------|------|--------|------|---------------|-------|----------------|------|------------|------|--------|----------------|------|------------|------|-----------------|
| | | | boston butt | | picnic | | loin, bone-in | | loin, boneless | | center-cut | | tender | bone-in | | | | |
| | | | bn-in | bnls | bn-in | bnls | crown | whole | whole | half | bn-in | bnls | loin | bn-in | bnls | whole | half | |
| RI <i>(cont)</i> | Dave's Marketplace | n/i | | | | | 2.99 | | | | | 1.99 | 2.99 | | | | | |
| | PriceRite Markets | n/i | | | 0.88 | | | | | | | | | | | | | |
| | Save-a-Lot | n/i | | | | | | | | 1.69 | | | | | | | | |
| | Seabra Foods | n/i | | | | 1.99 | | | 1.79 | 1.79 | | 1.99 | 2.99 | | | | | |
| | Shaw's | n/i | | | | | | | | | | | | 1.99 | | | | |
| | WFM North Atlantic | n/i | | | | 8.99 | | | | | | 7.99 | 13.99 | | | | | antibiotic-free |
| VT | AG New England | n/i | | 1.99 | | | | | | 1.69 | | | 2.99 | 1.49 | | | | |
| | Food City Market | n/i | | | | | | | | | | | 2.99 | 1.39 | | | | |
| | Hannaford | Hannaford | | | | | | | | | | | 2.99 | | | | | |
| | IGA Stores - N.Eng. | n/i | | | | | | | 1.99 | | | | | | | | | |
| | | 1893 Premium | | | | | | | | | | | 1.99 | | | | | |
| | Price Chopper | Market 32 | 1.99 | | | | | | | | | | 2.99 | 2.99 | | | | |
| | Shaw's | n/i | | | | | | | | | | | | 1.99 | | | | |

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

Thanksgiving 2018
FRESH PORK

| State | Supermarket | Label | Shoulder Roasts | | | | Loin Roasts | | | | | | Sirloin Roasts | | Leg Roasts | | Conditions | |
|--|---------------------|---------------|-----------------|------|--------|------|---------------|-------|----------------|------|------------|------|----------------|---------|------------|-------|-----------------|-----------------|
| | | | boston butt | | picnic | | loin, bone-in | | loin, boneless | | center-cut | | tender | bone-in | | | | |
| | | | bn-in | bnls | bn-in | bnls | crown | whole | whole | half | bn-in | bnls | loin | bn-in | bnls | whole | | half |
| SOUTHEASTERN U.S. - AL,FL,GA,KY,MS,NC,SC,TN,VA,WV | | | | | | | | | | | | | | | | | | |
| AL | A&R Supermarkets | n/i | 1.69 | | | | | | | | | | | | | | | |
| | Bruce's Foodland | Hormel | 1.49 | | | | | | | | | | | | | | | |
| | Dollar General Mrkt | n/i | | | | | | | | | | | | | 2.00 | | | |
| | Food Giant | Hormel | | | | | 2.99 | | | | | | | | | | | |
| | Gateway Foodland | n/i | 1.29 | | | | | | 1.79 | | | | | | | | | |
| | Greer's Markets | Swift | 1.39 | | | | | | | | | | | | | | | |
| | | n/i | | | | | | | | | | | | | | | | |
| | Ingle's Market | Swift | | | | | | | | | | | | 2.98 | | | | |
| | | Ingle's | | | | | | | | | | | | | | | | |
| | Hometown Markets | n/i | | | | | | | | | | | 1.99 | | | | | |
| | Kroger Nashville | n/i | 1.79 | | | | | | | | | | | | | | | |
| | Luckys Supermarket | Prairie Fresh | | | | | | | | 1.99 | | | | | 2.99 | | | |
| | Manning's PW | n/i | 1.28 | | | | | | | | | | | | | | | |
| | Piggly Wiggly Inc. | n/i | 1.69 | | | | | | | | | | | | | | | |
| | Piggly Wiggly JTM | n/i | 1.59 | | | | | | | | | | | | | | | |
| | Publix | GreenWise | | | | | | | | | | | | 3.69 | | | | antibiotic-free |
| | PW Homeland | n/i | | | | | | | | 1.79 | | | | | | | | |
| | PW Houchen's | Prairie Fresh | | | | | | | | 1.58 | | | | | | | | |
| | Rouses Market | n/i | | | | | | 3.99 | | | 1.99 | | | | | | | |
| | Save-a-Lot | n/i | | | | | | | | 1.69 | | | | | | | | |
| | Sedano's | n/i | | | | 0.69 | | | | | | | | | | | | |
| | Sprout's Market | n/i | | | | 1.99 | | | | | 2.99 | | | | | | | |
| | The Fresh Market | n/i | | | | | | 5.99 | | | | | | | | | | |
| United Grocery | n/i | | | | | | | | 1.99 | | | | | | | | | |
| Vowell's | Prairie Fresh | | | | | | | | 1.89 | | | 2.29 | 2.59 | | | | | |
| | n/i | 1.29 | | | | | | | | | | | | | | | | |
| Western Market | n/i | 1.59 | | | | | | | 1.99 | 1.99 | | | | | | | | |
| | Niman Ranch | | | | | | 8.99 | | | | | | | | | | antibiotic-free | |
| WFM South | n/i | | | | | | 8.99 | | | | | 7.99 | 13.99 | | | | antibiotic-free | |
| Winn-Dixie | n/i | 1.99 | | | | | 3.49 | | | 1.99 | | | 2.99 | | | | | |
| FL | Bravo | n/i | | | 0.77 | 1.87 | | | | | | | | | | | | |
| | Dollar General Mrkt | n/i | | | | | | | | | | | | | 2.00 | | | |
| | Doris Markets | n/i | | | | | | | | | | 2.29 | | | | | | |
| | Food Giant | Hormel | | | | | 2.99 | | | | | | | | | | | |
| | Fresco y Mas | n/i | | | 0.68 | | | | | 1.68 | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

**Thanksgiving 2018
FRESH PORK**

prices in \$US per pound unless otherwise noted.

| State | Supermarket | Label | Shoulder Roasts | | | | Loin Roasts | | | | | | | Sirloin Roasts | | Leg Roasts | | Conditions | |
|---------------------|---------------------|-------------------|-----------------|------|--------|------|---------------|-------|----------------|------|------------|------|--------|----------------|------|------------|------|-----------------|-----------------|
| | | | boston butt | | picnic | | loin, bone-in | | loin, boneless | | center-cut | | tender | bone-in | | | | | |
| | | | bn-in | bnls | bn-in | bnls | crown | whole | whole | half | bn-in | bnls | loin | bn-in | bnls | whole | half | | |
| FL <i>(cont)</i> | Greer's Markets | Swift | 1.39 | | | | | | | | | | | | | | | | |
| | | n/i | | | | | | | 1.69 | | | | | | | | | | |
| | Harvey's | n/i | 1.58 | | | | | | | 1.98 | | | | | | | | | |
| | Hitchcock's | n/i | 1.39 | 1.59 | 1.29 | | | | | | 1.89 | | | | 1.59 | 1.89 | | | |
| | IGA Stores FL | n/i | 1.59 | | 1.39 | | | | | 1.99 | | | | | | | 1.39 | | |
| | Lucky's Market | n/i | | | 1.79 | | | | | | | | 2.99 | | | | | | antibiotic-free |
| | Milam's Market | Chairmans Reserve | | | 1.29 | | | | | | | | 2.99 | | | | | | |
| | Price Choice Market | n/i | | | 0.87 | | | | 1.97 | 1.97 | | | | | | | 0.87 | | |
| | Publix | GreenWise | | | | | | | | | | | 3.69 | | | | | | antibiotic-free |
| | PW Houchen's | Prairie Fresh | | | | | | | | 1.58 | | | | | | | | | |
| | Sabor Tropical | n/i | | | | | | | | 1.58 | | | | | | | 0.78 | | |
| | Save-a-Lot | n/i | | | | | | | | 1.69 | | | | | | | | | |
| | Scaff's Market | n/i | 1.49 | | | 1.20 | | | | | | | | | | | | | |
| | Sprout's Market | n/i | | | 1.99 | | | | | 2.99 | | | | | | | | | |
| | The Fresh Market | n/i | | | | | | 5.99 | | | | | | | | | | | |
| | Western Beef | n/i | | | 1.29 | | | | | 1.99 | | | | | | | | | |
| WFM Florida | n/i | | | | | | 8.99 | | | | | | 7.49 | 12.99 | | | | antibiotic-free | |
| Winn-Dixie | n/i | | 1.99 | | | | 3.49 | | 1.99 | | | | | 2.99 | | | | | |
| GA | AF Basket | n/i | | | 0.99 | | | | | | | | | | | | 1.29 | 1.39 | |
| | Bi-Lo | n/i | 1.79 | | | | 3.49 | | | 1.99 | | | | 2.99 | | | | | |
| | Dollar General Mrkt | n/i | | | | | | | | | | | | | 2.00 | | | | |
| | Food Depot | n/i | 1.35 | | 0.98 | | | | | | | | | | | | | | |
| | Food Giant | Hormel | | | | | 2.99 | | | | | | | | | | | | |
| | Food Lion | n/i | 1.59 | | | | | | | 1.49 | | | | | | | | | |
| | Food Pride | n/i | | | | | | | | 1.69 | | | | | | | | | |
| | Galaxy Foods | n/i | | | | | | | | 1.78 | | | | | | 1.68 | | | |
| | | Smithfield | | | | | | | | | | | | 2.98 | | | | | |
| | H-Mart | n/i | | 1.99 | 1.29 | | | | | | | | | | | | | | |
| | IGA Food Stores | Smithfield | 1.39 | | | | | | | 1.79 | 1.39 | | | 2.99 | | | | | |
| | IGA Stores - SE | n/i | | | | | | | | | | | | 2.98 | | 1.78 | | | |
| | Ingle's Market | Swift | | | | | | | | | | | | 2.98 | | | | | |
| | | Ingle's | | | | | | | | 1.98 | | | | | | | | | |
| | Lidl | n/i | | | | | | | | | | | | 2.39 | | | | | |
| | Little Giant | n/i/i | 1.69 | | | | | | | | | | | | | | | | |
| Lucky's Market | n/i | | | 1.79 | | | | | | | | 2.99 | | | | | | antibiotic-free | |
| Piggly Wiggly JTM | n/i | 1.59 | | | | | | | | | | | | | | | | | |
| Publix | GreenWise | | | | | | | | | | | 3.69 | | | | | | antibiotic-free | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

**Thanksgiving 2018
FRESH PORK**

prices in \$US per pound unless otherwise noted.

| State | Supermarket | Label | Shoulder Roasts | | | | Loin Roasts | | | | | | | Sirloin Roasts | | Leg Roasts | | Conditions | |
|----------------|---------------------|---------------|-----------------|------|--------|------|---------------|-------|----------------|------|------------|------|--------|----------------|------|------------|------|-----------------|-----------------|
| | | | boston butt | | picnic | | loin, bone-in | | loin, boneless | | center-cut | | tender | bone-in | | | | | |
| | | | bn-in | bnls | bn-in | bnls | crown | whole | whole | half | bn-in | bnls | loin | bn-in | bnls | whole | half | | |
| GA (cont) | PW Atlanta | n/i | 1.39 | | | | | | | | | | | | | | | | |
| | PW Carolina Co. | Pig's Pride | | | | | | 1.28 | | | | | | 3.99 | | | | | |
| | | n/i | 1.18 | | | | | | | | | | | | | | | | |
| | PW Houchen's | Prairie Fresh | | | | | | | | 1.58 | | | | | | | | | |
| | PW Homeland | n/i | | | | | | | | 1.79 | | | | | | | | | |
| | Quality Foods | Prairie Fresh | | | | | | | | 1.59 | | | | | | | | | |
| | Save-a-Lot | n/i | | | | | | | | 1.69 | | | | | | | | | |
| | Sprout's Market | n/i | | | 1.99 | | | | | 2.99 | | | | | | | | | |
| | The Fresh Market | n/i | | | | | 5.99 | | | | | | | | | | | | |
| | United Grocery | n/i | | | | | | | 1.99 | | | | | | | | | | |
| | Wayfield's | n/i | 1.79 | | 1.39 | | | | | | | | | | | | | | |
| | WFM South | n/i | | | | | 8.99 | | | | | 7.99 | 13.99 | | | | | | antibiotic-free |
| Winn-Dixie | n/i | | 1.99 | | | 3.49 | | | 1.99 | | | | 2.99 | | | | | | |
| KY | Chappell's | n/i | 1.39 | | 1.19 | | | | | | | 2.49 | | | | | | | |
| | Cox IGA | n/i | 1.79 | | | | | | | | | | | | | | | | |
| | Dollar General Mrkt | n/i | | | | | | | | | | | | | | 2.00 | | | |
| | E.W. James | n/i | | | | | | | | 1.68 | | | | | | | | | |
| | Food Giant | Hormel | | | | | 2.99 | | | | | | | | | | | | |
| | Food Lion | n/i | 1.59 | | | | | | | 1.49 | | | | | | | | | |
| | Food Rite | Food Rite | | | | | | | | 1.69 | | | | | | | | | |
| | Foodland | n/i | | | | | | | | | | | 3.49 | | | | | | |
| | Fresh Encounter | n/i | | | | | | | | | | 1.69 | 3.49 | | | | | | |
| | Fresh Thyme | n/i | | | | 1.99 | | | | | | | 2.99 | | 2.99 | | | | |
| | Galaxy Foods | n/i | | | | | | | | 1.78 | | | | | | 1.68 | | | |
| | | Smithfield | | | | | | | | | | | | 2.98 | | | | | |
| | IGA Houchen's | Hormel | | | | | | | | | 1.99 | | 1.69 | | 1.59 | | | | |
| | IGA Stores - OH/KY | n/i | 1.79 | | | | | | | 1.99 | | | | | | | | | |
| | IGA SpartanNash | n/i | | | | | | | | 1.99 | | | | | | | | | |
| | IGA Stores - SE | n/i | | | | | | | | | | | 2.98 | | 1.78 | | | | |
| | Kroger Cincinnati | n/i | | | | | | | | | | | 3.99 | | | | | | |
| | Kroger Mid-Atlantic | n/i | | | | | | | | | 1.69 | | | | | | | | |
| | Kroger Mid-South | n/i | 1.79 | | | | | | | | | | | | | | | | |
| | Kroger Nashville | n/i | 1.79 | | | | | | | | | | | | | | | | |
| Lucky's Market | n/i | | | 1.79 | | | | | | | | 2.99 | | | | | | antibiotic-free | |
| Meijer | n/i | | | 1.99 | | | | | | | 1.99 | | 3.99 | | | | | | |
| PW Houchen's | Prairie Fresh | | | | | | | | | 1.58 | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

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| State | Supermarket | Label | Shoulder Roasts | | | | Loin Roasts | | | | | | | Sirloin Roasts | | Leg Roasts | | Conditions | |
|---------------------|---------------------|---------------|-----------------|------|--------|------|---------------|-------|----------------|------|------------|-------|--------|----------------|------|------------|------|---------------------|-----------------|
| | | | boston butt | | picnic | | loin, bone-in | | loin, boneless | | center-cut | | tender | bone-in | | | | | |
| | | | bn-in | bnls | bn-in | bnls | crown | whole | whole | half | bn-in | bnls | loin | bn-in | bnls | whole | half | | |
| KY <i>(cont)</i> | Remke Markets | Prairie Fresh | | | 1.19 | | | | | | | | | | 1.99 | | | | |
| | Save-a-Lot | n/i | | | | | | | 1.69 | | | | | | | | | | |
| | TC Grocers | n/i | 1.18 | 1.58 | | | | | 1.99 | | | | | | | | | | |
| | The Fresh Market | n/i | | | | | 5.99 | | | | | | | | | | | | |
| | ValuMarket | Hormel | | | | | | | 1.79 | | | | | | | | | | |
| | United Grocery | n/i | | | | | | | 1.99 | | | | | | | | | | |
| | WFM Mid-Atlantic | n/i | | | | | 7.99 | | | | | 7.99 | 13.99 | | | | | | antibiotic-free |
| MS | AG Baton Rouge | n/i | 1.29 | | | | | | 1.79 | | 2.49 | | | | | | | | |
| | Corner Market | Prairie Fresh | | | | | | | 1.39 | | | | | | | | | | |
| | Dollar General Mrkt | n/i | | | | | | | | | | | | | 2.00 | | | | |
| | Food Giant | Hormel | | | | | 2.99 | | | | | | | | | | | | |
| | Froogle's Cost Plus | Prairie Fresh | 1.25 | | | | | | | | | | 2.45 | | | | | | |
| | Greer's Markets | Swift | 1.39 | | | | | | | | | | | | | | | | |
| | | n/i | | | | | | | 1.69 | | | | | | | | | | |
| | Mac's Fresh | n/i | | | | | | | 1.47 | | | | | | | | | | |
| | PW Houchen's | Prairie Fresh | | | | | | | 1.58 | | | | | | | | | | |
| | Rouses Market | n/i | | | | | 3.99 | | | 1.99 | | | | | | | | | |
| | Save-a-Lot | n/i | | | | | | | 1.69 | | | | | | | | | | |
| | Sullivan's Grocery | n/i | 1.39 | | | | | | | | | | | | | | | | |
| | Superlo Foods | n/i | 1.19 | | | | | | | | | | | | | | | | |
| | The Fresh Market | n/i | | | | | 5.99 | | | | | | | | | | | | |
| | Vowell's | Prairie Fresh | | | | | | | 1.89 | | | 2.29 | 2.59 | | | | | | |
| | n/i | 1.29 | | | | | | | | | | | | | | | | | |
| WFM South | n/i | | | | | 8.99 | | | | | 7.99 | 13.99 | | | | | | antibiotic-free | |
| Winn-Dixie | n/i | 1.99 | | | | 3.49 | | | 1.99 | | | 2.99 | | | | | | | |
| NC | Bi-Lo | n/i | 1.79 | | | | 3.49 | | | 1.99 | | | 2.99 | | | | | | |
| | Carlie C's IGA | n/i | 1.28 | 1.48 | 0.98 | | | | 1.68 | | | | | | | 1.68 | 1.88 | shank half @ \$1.78 | |
| | Compare Foods | n/i | | | 0.99 | | | | | | | | | | | | | | |
| | Food Lion | n/i | 1.59 | | | | | | 1.49 | | | | | | | | | | |
| | Food Pride | n/i | | | | | | | 1.69 | | | | | | | | | | |
| | Fresh Foods | n/i | 1.39 | | | | | | | | | | | | | 1.39 | | | |
| | | Open Acres | | | | | | | | | | | | | | | | 1.29 | |
| | Galaxy Foods | n/i | | | | | | | 1.78 | | | | | | 1.68 | | | | |
| | | Smithfield | | | | | | | | | | | 2.98 | | | | | | |
| | Great Valu Markets | n/i | | | 1.29 | | | | | | | 2.49 | 3.99 | | 1.79 | | | | |
| Hills Food Stores | n/i | | | | | | | 1.29 | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Thanksgiving 2018
FRESH PORK

prices in \$US per pound unless otherwise noted.

| State | Supermarket | Label | Shoulder Roasts | | | | Loin Roasts | | | | | | | Sirloin Roasts | | Leg Roasts | | Conditions | |
|---------------------|----------------------|---------------|-----------------|------|--------|------|---------------|-------|----------------|------|------------|-------|--------|----------------|------|------------|------|-----------------|-----------------|
| | | | boston butt | | picnic | | loin, bone-in | | loin, boneless | | center-cut | | tender | bone-in | | | | | |
| | | | bn-in | bnls | bn-in | bnls | crown | whole | whole | half | bn-in | bnls | loin | bn-in | bnls | whole | half | | |
| NC <i>(cont)</i> | IGA Food Stores | Smithfield | 1.39 | | | | | | 1.79 | 1.39 | | | | 2.99 | | | | | |
| | IGA Stores - SE | n/i | | | | | | | | | | | | 2.98 | 1.78 | | | | |
| | Ingle's Market | Swift | | | | | | | | | | | | 2.98 | | | | | |
| | Ingle's | Ingle's | | | | | | | 1.98 | | | | | | | | | | |
| | Just \$ave Foods | n/i | 1.38 | | | | | | | | | | | | 1.68 | | | | |
| | Smithfield | Smithfield | | | | | | | | | | | | 2.98 | | | | | |
| | Lidl | n/i | | | | | | | | | | | | 2.39 | | | | | |
| | Lowe's Foods | Hormel | 2.49 | | | | | | | | | | | | | | | | |
| | Piggly Wiggly Retail | n/i | | | | | | | 1.99 | | | | | | | | 1.49 | | |
| | Piggly Wiggly Stores | n/i | | | | | | 1.19 | 1.68 | | | | | | | | 1.48 | | |
| | Publix | GreenWise | | | | | | | | | | 3.69 | | | | | | | antibiotic-free |
| | Save-a-Lot | n/i | | | | | | | 1.69 | | | | | | | | | | |
| | Sprout's Market | n/i | | | 1.99 | | | | 2.99 | | | | | | | | | | |
| | The Fresh Market | n/i | | | | | 5.99 | | | | | | | | | | | | |
| United Grocery | n/i | | | | | | | 1.99 | | | | | | | | | | | |
| WFM South | n/i | | | | | 8.99 | | | | | 7.99 | 13.99 | | | | | | antibiotic-free | |
| SC | Bi-Lo | n/i | 1.79 | | | | 3.49 | | | 1.99 | | | | 2.99 | | | | | |
| | Dollar General Mrkt | n/i | | | | | | | | | | | | | 2.00 | | | | |
| | Food Lion | n/i | 1.59 | | | | | | 1.49 | | | | | | | | | | |
| | Galaxy Foods | n/i | | | | | | | 1.78 | | | | | | 1.68 | | | | |
| | Smithfield | Smithfield | | | | | | | | | | | | 2.98 | | | | | |
| | Hills Food Stores | n/i | | | | | | 1.29 | | | | | | | | | | | |
| | IGA Food Stores | Smithfield | 1.39 | | | | | | 1.79 | 1.39 | | | | 2.99 | | | | | |
| | IGA Stores - SE | n/i | | | | | | | | | | | | 2.98 | 1.78 | | | | |
| | Ingle's Market | Swift | | | | | | | | | | | | 2.98 | | | | | |
| | Ingle's | Ingle's | | | | | | | 1.98 | | | | | | | | | | |
| | Lidl | n/i | | | | | | | | | | | | 2.39 | | | | | |
| | Lowe's Foods | Hormel | 2.49 | | | | | | | | | | | | | | | | |
| | Publix | GreenWise | | | | | | | | | | 3.69 | | | | | | | antibiotic-free |
| | PW Carolina Co. | Pig's Pride | | | | | | | 1.28 | | | | | 3.99 | | | | | |
| | n/i | n/i | 1.18 | | | | | | | | | | | | | | | | |
| | Quality Foods | Prairie Fresh | | | | | | | | 1.59 | | | | | | | | | |
| Save-a-Lot | n/i | | | | | | | 1.69 | | | | | | | | | | | |
| Sprout's Market | n/i | | | 1.99 | | | | 2.99 | | | | | | | | | | | |
| The Fresh Market | n/i | | | | | 5.99 | | | | | | | | | | | | | |
| WFM South | n/i | | | | | 8.99 | | | | | 7.99 | 13.99 | | | | | | antibiotic-free | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

**Thanksgiving 2018
FRESH PORK**

prices in \$US per pound unless otherwise noted.

| State | Supermarket | Label | Shoulder Roasts | | | | Loin Roasts | | | | | | | Sirloin Roasts | | Leg Roasts | | Conditions | | | | |
|------------------|---------------------|---------------|-----------------|------|--------|------|---------------|-------|----------------|------|------------|------|--------|----------------|------|------------|------|------------|--|--|-----------------|-----------------|
| | | | boston butt | | picnic | | loin, bone-in | | loin, boneless | | center-cut | | tender | bone-in | | | | | | | | |
| | | | bn-in | bnls | bn-in | bnls | crown | whole | whole | half | bn-in | bnls | loin | bn-in | bnls | whole | half | | | | | |
| TN | Cash Saver Memphis | n/i | | | 1.05 | | | | | | | | | | | | | | | | | |
| | Cash Saver - TC | n/i | 1.08 | | | | | | | | | | | | | | | | | | | |
| | Chappell's | n/i | 1.39 | | 1.19 | | | | | | | 2.49 | | | | | | | | | | |
| | Dollar General Mrkt | n/i | | | | | | | | | | | | | | 2.00 | | | | | | |
| | E.W. James | n/i | | | | | | | 1.68 | | | | | | | | | | | | | |
| | Food Country | n/i | | | | | | | 1.99 | | | | | | | | | | | | | |
| | Food Giant | Hormel | | | | | 2.99 | | | | | | | | | | | | | | | |
| | Food Lion | n/i | 1.59 | | | | | | 1.49 | | | | | | | | | | | | | |
| | Food Rite | Food Rite | | | | | | | 1.69 | | | | | | | | | | | | | |
| | H.G. Hill | n/i | | | | | | | 1.59 | | | | | 2.99 | | | | | | | | |
| | IGA Houchen's | Hormel | | | | | | | | 1.99 | | 1.69 | | | | 1.59 | | | | | | |
| | IGA Stores - OH/KY | n/i | 1.79 | | | | | | 1.99 | | | | | | | | | | | | | |
| | IGA Stores - SE | n/i | | | | | | | | | | | | 2.98 | | 1.78 | | | | | | |
| | Ingle's Market | Swift | | | | | | | | | | | | 2.98 | | | | | | | | |
| | | Ingle's | | | | | | | 1.98 | | | | | | | | | | | | | |
| | Kroger Mid-Atlantic | n/i | | | | | | | | 1.69 | | | | | | | | | | | | |
| | Kroger Nashville | n/i | 1.79 | | | | | | | | | | | | | | | | | | | |
| | Luckys Supermarket | Prairie Fresh | | | | | | | 1.99 | | | | | | | | | | | | | |
| | Osborne's | n/i | 1.49 | | | | | | | | | | | | | | | | | | | |
| | Publix | GreenWise | | | | | | | | | | | 3.69 | | | | | | | | | antibiotic-free |
| | Save-a-Lot | n/i | | | | | | | 1.69 | | | | | | | | | | | | | |
| Sprout's Market | n/i | | | 1.99 | | | | 2.99 | | | | | | | | | | | | | | |
| Superlo Foods | n/i | 1.19 | | | | | | | | | | | | | | | | | | | | |
| TC Grocers | n/i | 1.18 | 1.58 | | | | | 1.99 | | | | | | | | | | | | | | |
| The Fresh Market | n/i | | | | | 5.99 | | | | | | | | | | | | | | | | |
| Tietgen's | n/i | 1.19 | | | | 3.99 | | 1.69 | | | | | | | | | | | | | | |
| United Grocery | n/i | | | | | | | 1.99 | | | | | | | | | | | | | | |
| WFM South | n/i | | | | | 8.99 | | | | | | 7.99 | 13.99 | | | | | | | | antibiotic-free | |
| VA | Dollar General Mrkt | n/i | | | | | | | | | | | | | 2.00 | | | | | | | |
| | Food Country | n/i | | | | | | | 1.99 | | | | | | | | | | | | | |
| | Food Lion | n/i | 1.59 | | | | | | 1.49 | | | | | | | | | | | | | |
| | Galaxy Foods | n/i | | | | | | | 1.78 | | | | | | | 1.68 | | | | | | |
| | | Smithfield | | | | | | | | | | | | 2.98 | | | | | | | | |
| | Grant's | Hormel | | | | | | | 1.39 | | | | | | | | | | | | | |
| | Great Valu Markets | n/i | | | 1.29 | | | | | | | | 2.49 | 3.99 | | 1.79 | | | | | | |
| | IGA Houchen's | Hormel | | | | | | | | 1.99 | | 1.69 | | | | 1.59 | | | | | | |
| IGA Stores - SE | n/i | | | | | | | | | | | | 2.98 | | 1.78 | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Thanksgiving 2018

prices in \$US per pound unless otherwise noted.

FRESH PORK

| State | Supermarket | Label | Shoulder Roasts | | | | Loin Roasts | | | | | | | Sirloin Roasts | | Leg Roasts | | Conditions | |
|---------------------|----------------------|------------|-----------------|------|--------|------|---------------|-------|----------------|------|------------|------|--------|----------------|------|------------|------|-----------------|-----------------|
| | | | boston butt | | picnic | | loin, bone-in | | loin, boneless | | center-cut | | tender | bone-in | | | | | |
| | | | bn-in | bnls | bn-in | bnls | crown | whole | whole | half | bn-in | bnls | loin | bn-in | bnls | whole | half | | |
| VA <i>(cont)</i> | Ingle's Market | Swift | | | | | | | | | | | | 2.98 | | | | | antibiotic-free |
| | Ingle's | Ingle's | | | | | | | 1.98 | | | | | | | | | | |
| | Kroger Mid-Atlantic | n/i | | | | | | | | 1.69 | | | | | | | | | |
| | Lidl | n/i | | | | | | | | | | | | 2.39 | | | | | |
| | Lowe's Foods | Hormel | 2.49 | | | | | | | | | | | | | | | | |
| | Piggly Wiggly Retail | n/i | | | | | | | 1.99 | | | | | | | | 1.49 | | |
| | Piggly Wiggly Stores | n/i | | | | | | 1.19 | 1.68 | | | | | | | | 1.48 | | |
| | PriceRite Markets | n/i | | | 0.88 | | | | | | | | | | | | | | |
| | Publix | GreenWise | | | | | | | | | | | 3.69 | | | | | | |
| | Safeway Eastern | n/i | | | 1.99 | | | | | 1.99 | | | | | | | | | |
| | Save-a-Lot | n/i | | | | | | | | 1.69 | | | | | | | | | |
| | Shop'n Save | n/i | | | | | | | | | | | | 3.49 | | | | | |
| | Shoppers Value | n/i | | | 0.88 | | | | | 1.48 | | | | | | | | | |
| | The Fresh Market | n/i | | | | | 5.99 | | | | | | | | | | | | |
| Wegmans | Wegmans | 1.49 | | | | | | | 1.69 | | | | 3.19 | 2.69 | | | | | |
| Weis Markets | Swift | 1.99 | | | | | | 1.49 | 1.88 | | | | | | | | | | |
| WFM Mid-Atlantic | n/i | | | | | 7.99 | | | | | | 7.99 | 13.99 | | | | | antibiotic-free | |
| WV | Food Lion | n/i | 1.59 | | | | | | 1.49 | | | | | | | | | | |
| | Foodland | n/i | | | | | | | | | | | | 3.49 | | | | | |
| | Galaxy Foods | n/i | | | | | | | 1.78 | | | | | | 1.68 | | | | |
| | Smithfield | Smithfield | | | | | | | | | | | | 2.98 | | | | | |
| | Giant Eagle | n/i | 1.99 | | | | | | | | | | 1.99 | | | | | | |
| | Grant's | Hormel | | | | | | | 1.39 | | | | | | | | | | |
| | IGA Stores - SE | n/i | | | | | | | | | | | | 2.98 | 1.78 | | | | |
| | Kroger Mid-Atlantic | n/i | | | | | | | | | 1.69 | | | | | | | | |
| | Kroger Columbus | n/i | | | | | | | | | 1.79 | | | | | | | | |
| | Piggly Wiggly Stores | n/i | | | | | | | 1.19 | 1.68 | | | | | | 1.48 | | | |
| | Riesbeck's | n/i | | | | | | | | | | 2.99 | 2.99 | | | | | | |
| | Save-a-Lot | n/i | | | | | | | | 1.69 | | | | | | | | | |
| | Shop'n Save | n/i | | | | | | | | | | | | 3.49 | | | | | |
| | Shoppers Value | n/i | | | 0.88 | | | | | 1.48 | | | | | | | | | |
| | Sparkle Markets | n/i | | | | | | | | 1.99 | | | | | | | | | |
| | Weis Markets | Swift | 1.99 | | | | | | 1.49 | 1.88 | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Thanksgiving 2018
FRESH PORK

prices in \$US per pound unless otherwise noted.

| State | Supermarket | Label | Shoulder Roasts | | | | Loin Roasts | | | | | | Sirloin Roasts | | Leg Roasts | | Conditions | |
|--|---------------------|-----------------|-----------------|------|--------|------|---------------|-------|----------------|------|------------|------|----------------|---------|------------|-------|------------|-----------------|
| | | | boston butt | | picnic | | loin, bone-in | | loin, boneless | | center-cut | | tender | bone-in | | | | |
| | | | bn-in | bnls | bn-in | bnls | crown | whole | whole | half | bn-in | bnls | loin | bn-in | bnls | whole | | half |
| MIDWESTERN U.S. - IA,IL,IN,MI,MN,ND,NE,OH,SD,WI | | | | | | | | | | | | | | | | | | |
| IA | AW Grocers | n/i | | | | | | | | | | 2.79 | | | 1.79 | | | |
| | Brother's Market | Smithfield | | | | | | | | | | 1.99 | 2.99 | | 1.69 | | | |
| | Family Fare | n/i | | | BOGO | | | | | | | | | | | | | |
| | Open Acres | | | | | | | | | | | | | 3.99 | | | | |
| | Family Foods | Smithfield | 1.99 | | | | | | | | | 1.59 | | | 1.49 | | | |
| | Fareway | n/i | 1.88 | | | | | | | | | | | | | | | |
| | Fishers Jack & Jill | Smithfield | | | | | | | 1.79 | | | | | | | | | |
| | Food Pride | n/i | 1.39 | | | | | | | | | | | | | | | |
| | Smithfield | | | | 1.99 | | | | | | | | | | 1.49 | | | |
| | Fresh Thyme | n/i | | | | 1.99 | | | | | | | | 2.99 | 2.99 | | | |
| | Hometown Foods | n/i | | | | | | | | | | | 2.19 | | | | | |
| | Hy-Vee | Hormel | | | | 1.99 | | | 1.98 | | | | | 3.99 | | | | |
| | Hy-Vee Midwest | | | | | | 3.99 | 2.88 | | | | | | 3.99 | | | | |
| | Jewel-Osco | Hormel | | | | | 3.99 | 1.99 | | | | | | 3.99 | | | | |
| | Lucky's Market | n/i | | | 1.79 | | | | | | | | | 2.99 | | | | antibiotic-free |
| | Maynard's | n/i | | | | | | | | | | | | 2.59 | | | | |
| | No Frills | Open Acres | | | | | | | | | | | | 3.99 | | | | |
| | Price Chopper | n/i | | 1.99 | | | | | | | | | | 2.49 | 2.99 | | | |
| | Quillin's | Smithfield | 1.89 | | | | | | | | | | | | | | | |
| | Russ's Market | Smithfield | | | | | | | | | | | | 2.49 | 2.99 | 1.89 | | |
| | Save-a-Lot | n/i | | | | | | | 1.69 | | | | | | | | | |
| | Schnuck's | n/i | | 1.79 | | | | | 1.49 | | | | | 2.49 | | | | |
| | Sunshine Foods | n/i | | | | | | | | | | | | 1.77 | | | | |
| | Super Saver | Smithfield | 1.48 | | | | | | 1.68 | | | | | 1.98 | | | | |
| | Thriftway Stores | n/i | | | | | | | | | | 1.99 | | | 1.69 | | | |
| | WFM Midwest | n/i | | | | | 7.99 | | | | | 7.99 | 14.99 | | | | | antibiotic-free |
| IL | Angelo Caputo's | n/i | 1.49 | | | | 3.99 | 1.99 | | | | 2.29 | 2.99 | | | | | |
| | AW Grocers | n/i | | | | | | | | | | 2.79 | | | | | | |
| | Berkot's | n/i | 1.49 | 2.49 | | | | | | | 1.99 | 2.99 | 2.69 | | | | | |
| | Borowiak's IGA | IGA TableRite | 1.48 | | | | | | 1.98 | | | | | | | | | |
| | Brookhaven | Indiana Kitchen | | | | | 2.69 | 1.49 | 1.99 | | | | | | | | | |
| | Butera Markets | n/i | 1.79 | | 1.19 | | | | | | | | 2.29 | | 1.29 | 1.49 | | |
| | Cermak's | n/i | 1.99 | | | | | | | | | | | | | | | |
| | Supreme Tender | | 1.29 | | | | | | 1.99 | | | 1.99 | | 1.99 | 0.89 | | | |
| | County Market NFI | n/i | | | | | | | | | | | 2.99 | | | | | |
| | Cub Foods | Smithfield | | | | | | | 2.99 | | | | 2.99 | | | | | |

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

Thanksgiving 2018
FRESH PORK

| State | Supermarket | Label | Shoulder Roasts | | | | Loin Roasts | | | | | | | Sirloin Roasts | | Leg Roasts | | Conditions | | | |
|---------------------|--------------------|--------------------|-----------------|------|--------|------|---------------|-------|----------------|------|------------|------|--------|----------------|-------|------------|------|------------|--|-----------------|--|
| | | | boston butt | | picnic | | loin, bone-in | | loin, boneless | | center-cut | | tender | bone-in | | | | | | | |
| | | | bn-in | bnls | bn-in | bnls | crown | whole | whole | half | bn-in | bnls | loin | bn-in | bnls | whole | half | | | | |
| MI <i>(cont)</i> | Food Pride | Smithfield | | | | | | | | | | 1.99 | | | | | | | | | |
| | Fresh Thyme | n/i | | | | 1.99 | | | | | | | | 2.99 | | 2.99 | | | | | |
| | Glory Supermarket | n/i | 0.98 | | | | | | | | | | | | | | 1.19 | 1.29 | | shank half | |
| | Great Lakes Market | Smithfield | 1.79 | 1.89 | | | | | | | | | | | | | | | | | |
| | Harding's | Harding's | 1.79 | | | | | | | | | | | 2.99 | 1.00 | | | | | | |
| | Hollywood Markets | Chairman's Reserve | | | | | | | | | | | | 3.99 | | | | | | | |
| | Jack's Meat Market | n/i | | | | | | | | | | | | 1.99 | | | | | | | |
| | Kroger Central | n/i | | | | | | | | | | | | 3.99 | | | | | | | |
| | Kroger Columbus | n/i | | | | | | | | 1.79 | | | | 3.99 | | | | | | | |
| | Louie's Market | n/i | 2.29 | | 1.59 | | | | 1.99 | | | | 2.29 | | | 1.69 | | | | | |
| | Lucky's Market | n/i | | | 1.79 | | | | | | | | | 2.99 | | | | | | antibiotic-free | |
| | Martins Super Mrkt | Martin's | 1.69 | | | | | | | | | | | 2.49 | | 2.99 | | | | | |
| | Meijer | n/i | | | 1.99 | | | | | | 1.99 | | | | | 3.99 | | | | | |
| | Miller's Markets | Smithfield | | | | | | | 1.99 | | | | | | | | | | | | |
| | Pat's Foods IGA | n/i | 1.59 | 2.19 | | | | | | | | | | 2.19 | | 2.99 | 2.19 | | | | |
| | Plum Market | Niman Ranch | | | | | 9.99 | | | | | | | 7.99 | | 16.99 | | | | antibiotic-free | |
| | Polly's Market | Seaboard Farms | 1.79 | | | | | | 1.99 | | | | | | | | | | | | |
| | | n/i | | | | | | | | | | | | | | | | | | | |
| | Ric's Food Center | n/i | | | | | | | | | 1.69 | | | 2.49 | | | | | | | |
| | Save-a-Lot | n/i | | | | | | | | | 1.69 | | | | | | | | | | |
| Super One Foods | n/i | 1.49 | | | | | | | | | | | | | 1.49 | | | | | | |
| Tadych's | Smithfield | 1.79 | | | | | | | | | | | | | 2.99 | | | | | | |
| Tom/s Oleson's | n/i | | | 1.99 | | | | | | | | | | | | | | | | | |
| Valuland | Open Acres | | | | | | | | | | | | | | 1.99 | | | | | | |
| VG's Grocery | Open Prairie | | | | | | | | | | | | | | | | | | | | |
| | Open Acres | | | | | | | | | | | | | | | | | | | | |
| Westborn Market | n/i | | | | | | | | | | | | | | | 2.99 | | | | | |
| WFM Midwest | n/i | | | | | | 7.99 | | | | | | 7.99 | | 14.99 | | | | | antibiotic-free | |
| MN | AW Grocers | n/i | | | | | | | | | | | 2.79 | | | 1.79 | | | | | |
| | | Supreme Tender | | | | | | | | | | | 2.69 | | | | | | | | |
| | Cash Wise | Prairie Fresh | | | | | | | 1.58 | | | | | | | 1.28 | | | | | |
| | | Compart Duroc | | | | | | | | | | | | 4.98 | | | | | | | |
| | Coborn's | n/i | 1.48 | | | | | | | | | | | | | | | | | | |
| | Prairie Fresh | | | | | | | | | | | | | | | | | | | | |
| | Compart Duroc | | | | | | | | | | | | | | | | | | | | |
| County Market | Smithfield | | | | | | | | | | | | | | | 1.89 | | | | | |
| Cub Foods | Smithfield | | | | | | | | | | | 2.99 | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

**Thanksgiving 2018
FRESH PORK**

prices in \$US per pound unless otherwise noted.

| State | Supermarket | Label | Shoulder Roasts | | | | Loin Roasts | | | | | | | Sirloin Roasts | | Leg Roasts | | Conditions |
|---------------------|--------------------|----------------|-----------------|------|--------|------|---------------|-------|----------------|------|------------|------|--------|----------------|------|------------|-----------------|-----------------|
| | | | boston butt | | picnic | | loin, bone-in | | loin, boneless | | center-cut | | tender | bone-in | | | | |
| | | | bn-in | bnls | bn-in | bnls | crown | whole | whole | half | bn-in | bnls | loin | bn-in | bnls | whole | half | |
| MN <i>(cont)</i> | Dick's Fresh | n/i | | | | | | | | | | | 1.79 | | 1.39 | | | |
| | Econofoods | Open Acres | | | BOGO | BOGO | | | | | | | 2.49 | | | | | |
| | Family Fare | n/i | | | BOGO | | | | | | | | | | | | | |
| | | Open Acres | | | | | | | | | | | | 3.99 | | | | |
| | Family Fresh | Open Acres | | | | | | | | | | | | 3.99 | | | | |
| | Fareway | n/i | 1.88 | | | | | | | | | | | | | | | |
| | Festival | Smithfield | | | | | | | | | 3.49 | | | | | | | |
| | Food Pride | Smithfield | | | | | | | | | | | | 1.99 | | | | |
| | Fresh Thyme | n/i | | | | 1.99 | | | | | | | | 2.99 | 2.99 | | | |
| | Hornbacher's | Smithfield | | | | | | | | 2.99 | | | | 2.99 | | | | |
| | Hugo's | Hormel | | | | | | | | | | | | 2.29 | 1.79 | | | |
| | Hy-Vee | Hormel | | | | 1.99 | | | 1.98 | | | | | 3.99 | | | | |
| | | Hy-Vee Midwest | | | | | 3.99 | | 2.88 | | | | | 3.99 | | | | |
| | Kowalski's | Kowalski's | | | | | | | | | | | | 7.99 | | | | antibiotic-free |
| | Marketplace Foods | Smithfield | 1.18 | | | | | | | | | | | | 1.99 | | | |
| | Maynard's | n/i | | | | | | | | | | | | 2.59 | | | | |
| | Nilssen's | Smithfield | | | 1.69 | | | | | | | | | | 1.99 | | | |
| | Quillin's | Smithfield | 1.89 | | | | | | | | | | | | | | | |
| | Save-a-Lot | n/i | | | | | | | 1.69 | | | | | | | | | |
| | Sun Mart | Open Acres | | | | | | | | | | | | 3.99 | | | | |
| Sunshine Foods | n/i | | | | | | | | | | | | 1.77 | | | | | |
| Super One Foods | n/i | 1.49 | | | | | | | | | | | | 1.49 | | | | |
| SuperVALU Stores | n/i | | | | | | | | | 1.88 | 1.89 | | | 1.08 | | | limit 6 | |
| Teal's Market | Smithfield | 1.49 | | | | | | 1.69 | | | | | | | 1.79 | | | |
| WFM Midwest | n/i | | | | | | 7.99 | | | | | | 7.99 | 14.99 | | | antibiotic-free | |
| ND | Albert./Safe. Mntn | n/i | | | | | | | 1.49 | | | | | | | | | |
| | AW Grocers | n/i | | | | | | | | | | | 2.79 | | | | | |
| | Cash Wise | Prairie Fresh | | | | | | | 1.58 | | | | | | 1.28 | | | |
| | | Compart Duroc | | | | | | | | | | 4.98 | | | | | | |
| | Dan's Supermarkets | n/i | | | BOGO | | | | | | | | | | | | | |
| | | Open Acres | | | | | | | | | | | | 3.99 | | | | |
| | Family Fare | n/i | | | BOGO | | | | | | | | | | | | | |
| | | Open Acres | | | | | | | | | | | | 3.99 | | | | |
| | Food Pride | Smithfield | | | | | | | | | | | 1.99 | | | | | |
| Hornbacher's | Smithfield | | | | | | | | 2.99 | | | | 2.99 | | | | | |
| Hugo's | Hormel | | | | | | | | | | | | | 1.79 | | | | |

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

**Thanksgiving 2018
 FRESH PORK**

| State | Supermarket | Label | Shoulder Roasts | | | | Loin Roasts | | | | | | | Sirloin Roasts | | Leg Roasts | | Conditions | |
|---------------------|---------------------|-----------------|-----------------|------|--------|------|---------------|-------|----------------|------|------------|------|--------|----------------|------|------------|------|-----------------|-----------------|
| | | | boston butt | | picnic | | loin, bone-in | | loin, boneless | | center-cut | | tender | bone-in | | | | | |
| | | | bn-in | bnls | bn-in | bnls | crown | whole | whole | half | bn-in | bnls | loin | bn-in | bnls | whole | half | | |
| ND <i>(cont)</i> | Leever's Foods | Smithfield | | | 1.69 | | | | | | 1.59 | | | | | | | | |
| | Marketplace Foods | Smithfield | 1.18 | | | | | | | | | | | | 1.99 | | | | |
| | Miller's Fresh | Hormel | | | 1.89 | | | | | | | | | | 1.79 | | | | |
| | SuperVALU Stores | n/i | | | | | | | 1.88 | 1.89 | | | | 1.08 | | | | | limit 6 |
| | Teal's Market | Smithfield | 1.49 | | | | | | | 1.69 | | | | | 1.79 | | | | |
| NE | Albert/Safe. Denver | n/i | 1.99 | | | | | | | | | 2.49 | | | | | | | |
| | Apple Markets | Smithfield | | | | | | | | | | 2.49 | 2.99 | | 1.99 | | | | |
| | AW Grocers | n/i | | | | | | | | | | 2.79 | | | 1.79 | | | | |
| | | Supreme Tender | | | | | | | | | | 2.69 | | | | | | | |
| | Family Fare | n/i | | | BOGO | | | | | | | | | | | | | | |
| | | Open Acres | | | | | | | | | | | | 3.99 | | | | | |
| | Family Fresh | Open Acres | | | | | | | | | | | | 3.99 | | | | | |
| | Fareway | n/i | 1.88 | | | | | | | | | | | | | | | | |
| | Food Pride | Smithfield | | | | | | | | | | | 1.99 | | | | | | |
| | Fresh Thyme | n/i | | | | 1.99 | | | | | | | | | 2.99 | | 2.99 | | |
| | Hy-Vee | Hormel | | | | 1.99 | | | | 1.98 | | | | | 3.99 | | | | |
| | | Hy-Vee Midwest | | | | | 3.99 | | | 2.88 | | | | | 3.99 | | | | |
| | No Frills | Open Acres | | | | | | | | | | | | | 3.99 | | | | |
| | Russ's Market | Smithfield | | | | | | | | | | | | 2.49 | 2.99 | | 1.89 | | |
| Super Saver | Smithfield | 1.48 | | | | | | | 1.68 | | | | | 1.98 | | | | | |
| Thriftway Stores | n/i | | | | | | | | | | | 1.99 | | | | 1.69 | | | |
| WFM Midwest | n/i | | | | | 7.99 | | | | | | | 7.99 | 14.99 | | | | antibiotic-free | |
| OH | Dave's Market | Indiana Kitchen | 1.99 | | 1.39 | | | | | | | | | | | | | | |
| | Dollar General Mrkt | n/i | | | | | | | | | | | | | 2.00 | | | | antibiotic-free |
| | Dorothy Lane | duBreton | | | | | | | | | | 8.99 | | | | | | | |
| | Fishers Foods | Fishers | | | | | | | | | | 1.99 | 2.99 | | 1.99 | | | | |
| | Fresh Encounter | n/i | | | | | | | | | | 1.69 | 3.49 | | 2.99 | | | | |
| | Fresh Thyme | n/i | | | | 1.99 | | | | | | | | | 2.99 | | | | |
| | Giant Eagle | n/i | 1.99 | | | | | | | | | | 1.99 | | | | | | |
| | Heinen's | Heinen's | | | | | | | | | | | | 3.99 | | | | | |
| | IGA Houchen's | Hormel | | | | | | | | 1.99 | | | 1.69 | | 1.59 | | | | |
| | IGA Stores - OH/KY | n/i | 1.79 | | | | | | | 1.99 | | | | | | | | | |
| | IGA SpartanNash | n/i | | | | | | | | 1.99 | | | | | | | | | |
| | Kroger Central | n/i | | | | | | | | | | | | 3.99 | | | | | |
| | Kroger Cincinnati | n/i | | | | | | | | | | | | 3.99 | | | | | |
| Kroger Columbus | n/i | | | | | | | | | 1.79 | | | 3.99 | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

**Thanksgiving 2018
FRESH PORK**

prices in \$US per pound unless otherwise noted.

| State | Supermarket | Label | Shoulder Roasts | | | | Loin Roasts | | | | | | | Sirloin Roasts | | Leg Roasts | | Conditions | | |
|---------------------|----------------------|----------------|-----------------|------|--------|------|---------------|-------|----------------|------|------------|------|--------|----------------|------|------------|------|------------|-----------------|-----------------|
| | | | boston butt | | picnic | | loin, bone-in | | loin, boneless | | center-cut | | tender | bone-in | | | | | | |
| | | | bn-in | bnls | bn-in | bnls | crown | whole | whole | half | bn-in | bnls | loin | bn-in | bnls | whole | half | | | |
| OH <i>(cont)</i> | Kroger Mid-Atlantic | n/i | | | | | | | | | 1.69 | | | | | | | | antibiotic-free | |
| | Lucky's Market | n/i | | | 1.79 | | | | | | | | 2.99 | | | | | | | |
| | Meijer | n/i | | | 1.99 | | | | | | 1.99 | | | | | | | 3.99 | | |
| | Miller's Markets | Smithfield | | | | | | | | 1.99 | | | | | | | | | | |
| | Needler's Fresh | n/i | | | | | | | | | 1.69 | | | | | | | 3.49 | | |
| | Piggly Wiggly Stores | n/i | | | | | | 1.19 | 1.68 | | | | | | | | | 1.48 | | |
| | Remke Markets | Prairie Fresh | | | 1.19 | | | | | | | | | | | | 1.99 | | | |
| | | n/i | | | | | | | | | | 1.69 | | | | | | 3.49 | | |
| | Riesbeck's | n/i | | | | | | | | | | | 2.99 | 2.99 | | | | | | |
| | Save-a-Lot | n/i | | | | | | | | | 1.69 | | | | | | | | | |
| | Shop'n Save | n/i | | | | | | | | | | | | | | | | 3.49 | | |
| | Sparkle Markets | n/i | | | | | | | | | 1.99 | | | | | | | | | |
| | SuperVALU Stores | Smithfield | | | | | | | | | | 1.69 | | | | | | | | |
| | The Fresh Market | n/i | | | | | | | 5.99 | | | | | | | | | | | |
| | WFM Mid-Atlantic | n/i | | | | | | | 7.99 | | | | | | 7.99 | 13.99 | | | | antibiotic-free |
| SD | AW Grocers | n/i | | | | | | | | | | | | 2.79 | | | 1.79 | | | |
| | | Supreme Tender | | | | | | | | | | | | 2.69 | | | | | | |
| | Buche Foods | n/i | | | 1.68 | | | | | 1.98 | | | | | | | | | | |
| | Coborn's | n/i | 1.48 | | | | | | | | | | | | | | | | | |
| | | Prairie Fresh | | | | | | | | | 2.18 | | | | | | | | | |
| | | Compart Duroc | | | | | | | | | | | | 4.98 | | | | | | |
| | Family Fare | n/i | | | BOGO | | | | | | | | | | | | | | | |
| | | Open Acres | | | | | | | | | | | | | | | | | 3.99 | |
| | Fareway | n/i | 1.88 | | | | | | | | | | | | | | | | | |
| | Hy-Vee | Hormel | | | | 1.99 | | | | | 1.98 | | | | | | | | | 3.99 |
| | | Hy-Vee Midwest | | | | | | | 3.99 | | 2.88 | | | | | | | | | 3.99 |
| | IGA Markets | n/i | | | 1.59 | | | | | | 1.99 | | | | | | 1.99 | 1.69 | | |
| | Lynn's Dakotamart | Smithfield | | | 0.99 | | | | | | | | | | | | | | | |
| Maynard's | n/i | | | | | | | | | | | | | | | | | | 2.59 | |
| Sunshine Foods | n/i | | | | | | | | | | | | | | | | | | 1.77 | |
| Teal's Market | Smithfield | 1.49 | | | | | | | | 1.69 | | | | | | | | | 1.79 | |
| WI | AW Grocers | n/i | | | | | | | | | | | | 2.79 | | | 1.79 | | | |
| | | Supreme Tender | | | | | | | | | | | | 2.69 | | | | | | |
| | Cermak's | n/i | 1.99 | | | | | | | | | | | | | | | | | |
| | Supreme Tender | | 1.29 | | | | | | | 1.99 | | 1.99 | | | | | 1.99 | 0.89 | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

**Thanksgiving 2018
FRESH PORK**

prices in \$US per pound unless otherwise noted.

| State | Supermarket | Label | Shoulder Roasts | | | | Loin Roasts | | | | | | Sirloin Roasts | | Leg Roasts | | Conditions | |
|---|--------------------|--------------------|-----------------|------|--------|------|---------------|-------|----------------|------|------------|------|----------------|---------|------------|-------|-----------------|-----------------|
| | | | boston butt | | picnic | | loin, bone-in | | loin, boneless | | center-cut | | tender | bone-in | | | | |
| | | | bn-in | bnls | bn-in | bnls | crown | whole | whole | half | bn-in | bnls | loin | bn-in | bnls | whole | | half |
| SOUTH CENTRAL U.S. - AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT | | | | | | | | | | | | | | | | | | |
| AR | Albertsons Houston | n/i | 0.99 | | | | | | | | | | | | | | | |
| | Brookshire's | Hormel | 0.99 | | | | | | | | | | | | | | | |
| | | n/i | | | | | | | | | 2.99 | | | | | | | |
| | CV's Family Foods | Chairman's Reserve | | | | | | | | | | | | 0.99 | | | | |
| | Edward's FG | n/i | | | | | | | | | | | 2.98 | | | | | |
| | | Hormel | | | | | | | 1.58 | | | | | | | | | |
| | Food Giant | Hormel | | | | | 2.99 | | | | | | | | | | | |
| | G&W Foods | Seaboard Farms | | | | | | | | | | | | 1.19 | | | | |
| | | Prairie Fresh | | | | | | | | | | | | 2.99 | | | | |
| | Harp's | Harp's | | | | | | | | | | | | 3.98 | 1.38 | | | |
| | Hays Supermarket | n/i | 1.18 | | | | | | | | | | | | | | | |
| | | Hormel | | | | | | | | | | | | | | | | |
| | Mac's Fresh | n/i | | | | | | | | | | | | | | | | |
| | PW Houchen's | Prairie Fresh | | | | | | | | | | | | | | | | |
| | Rehkopf's | n/i | | | | | | | | | | | | | | | | |
| | Save-a-Lot | n/i | | | | | | | | | | | | | | | | |
| | Shoppers Value | n/i | 1.18 | | | | | | | | | | | | | | | |
| Super 1 Foods | Hormel | 1.58 | | | | | | | | | | | | | | | | |
| TC Grocers | n/i | 1.18 | 1.58 | | | | | | | | | | | | | | | |
| The Fresh Market | n/i | | | | | 5.99 | | | | | | | | | | | | |
| WFM Southwest | n/i | | | | | 6.99 | | | | | | 7.49 | 11.99 | | | 4.99 | antibiotic-free | |
| AZ | Albertsons SW | Signature Farms | | | | | | | 1.99 | | | | | | | | | |
| | AW Grocers | n/i | | | | | | | | | | | | | 1.79 | | | |
| | Basha's | Smithfield | | | | | | | | | | 2.99 | | | | | | |
| | Clark's Market | Smithfield | | | | | | | | | | | | 3.89 | | | | |
| | El Super | n/i | | | | | | | | | | | | | | 1.49 | | |
| | | Swift | | | | 1.49 | | | 1.99 | | | | | | 1.29 | 0.59 | 0.59 | |
| | Food City | n/i | | | | | | | | | | | | 0.87 | | | | |
| | Fry's | n/i | | | | | | | | 1.79 | | | | | | | | |
| | IGA Family Markets | n/i | | | 0.97 | | | | | | | | | | | 0.89 | 0.97 | |
| | Lowe's Market | n/i | 1.79 | | | | | | | | | | | | | | | |
| | Los Altos | n/i | 1.79 | | | | | | | | | | | | | 0.79 | 0.79 | |
| | Safeway Southwest | Signature Farms | | | | | | | 1.99 | 1.67 | | | | | | | | |
| | Smart & Final | Farmer John | 1.39 | | | 1.59 | | | | | | | | 1.39 | | | | |
| | Sprout's Market | n/i | | | 1.99 | | | | 2.99 | | | | | | | | | |
| | WFM South. Pacific | n/i | | | | | 7.99 | | | | | | 7.99 | 12.99 | | | 4.99 | antibiotic-free |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS
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**Thanksgiving 2018
 FRESH PORK**

| State | Supermarket | Label | Shoulder Roasts | | | | Loin Roasts | | | | | | | Sirloin Roasts | | Leg Roasts | | Conditions | |
|------------------|--------------------|--------------------|-----------------|------|--------|------|---------------|-------|----------------|------|------------|------|--------|----------------|------|------------|------|-----------------|-----------------|
| | | | boston butt | | picnic | | loin, bone-in | | loin, boneless | | center-cut | | tender | bone-in | | | | | |
| | | | bn-in | bnls | bn-in | bnls | crown | whole | whole | half | bn-in | bnls | loin | bn-in | bnls | whole | half | | |
| CO | Affiliated Foods | n/i | 1.79 | | | | | | | | | 2.79 | | 0.99 | | | | | antibiotic-free |
| | Albert./Safe. Mntn | n/i | | | | | | | | | | 1.49 | | | | | | | |
| | Associated Food | Smithfield | 1.99 | | | | | | | | | | 2.29 | | | | | | |
| | | n/i | 1.89 | | | | | | | | | | | 0.99 | | | | | |
| | AW Grocers | n/i | | | | | | | | | | | 2.79 | | 1.79 | | | | |
| | | Supreme Tender | | | | | | | | | | | 2.69 | | | | | | |
| | Clark's Market | Smithfield | | | | | | | | | | | | 3.89 | | | | | |
| | Food King | n/i | 0.99 | | | | | | | | | | | | | | | | |
| | King Soopers | n/i | | | 1.79 | | | | | | | | | | | | | | |
| | Lowe's Market | n/i | 1.79 | | | | | | | | | | | | | | | | |
| | Lucky's Market | n/i | | | 1.79 | | | | | | | | 2.99 | | | | | | |
| | Ridley's | Smithfield | | | | | | | | | | 1.99 | | 0.79 | | | | | |
| | | n/i | 1.89 | | | | | | | | | | | | | | | | |
| | Save-a-Lot | n/i | | | | | | | | | | 1.69 | | | | | | | |
| Sprout's Market | n/i | | | 1.99 | | | | | | | 2.99 | | | | | | | | |
| WFM Rocky Mount. | n/i | | | | | 6.99 | | | | | | 7.99 | 16.99 | | | 4.99 | | antibiotic-free | |
| KS | Affiliated Foods | n/i | 1.79 | | | | | | | | | 2.79 | | 0.99 | | | | | |
| | Apple Markets | Smithfield | | | | | | | | | | 2.49 | 2.99 | | 1.99 | | | | |
| | AW Grocers | n/i | | | | | | | | | | 2.79 | | | 1.79 | | | | |
| | Brother's Market | Smithfield | | | | | | | | | 1.99 | 2.99 | | | 1.69 | | | | |
| | Country Mart | Smithfield | | | | | | | | | | 2.49 | 2.99 | | 1.99 | | | | |
| | CV's Family Foods | Chairman's Reserve | | | | | | | | | | | | 0.99 | | | | | |
| | Food Pride | n/i | 1.39 | | | | | | | | | | | | | | | | |
| | | Smithfield | | | 1.99 | | | | | | | | | | | 1.49 | | | |
| | G&W Foods | Seaboard Farms | | | | | | | | | | | | 1.19 | | | | | |
| | | Prairie Fresh | | | | | | | | | | | | 2.99 | | | | | |
| | Harp's | Harp's | | | | | | | | | | | | 3.98 | 1.38 | | | | |
| | Hen House | Prairie Fresh | | | | | | | | | | 2.99 | 3.99 | | | | | | |
| | Hy-Vee | Hormel | | | | 1.99 | | | | | | 1.98 | 3.99 | | | | | | |
| | | Hy-Vee Midwest | | | | | 3.99 | | | | | 2.88 | 3.99 | | | | | | |
| | Lowe's Market | n/i | 1.79 | | | | | | | | | | | | | | | | |
| | Price Chopper | n/i | | 1.99 | | | | | | | | | 2.49 | 2.99 | | | | | |
| | Pyramid Foods | Prairie Fresh | | | | | | | | | 1.99 | 2.99 | | | | | | | |
| | Save-a-Lot | n/i | | | | | | | | | | 1.69 | | | | | | | |
| Sprout's Market | n/i | | | 1.99 | | | | | | | 2.99 | | | | | | | | |
| Sun Fresh | Smithfield | | | | | | | | | | | 2.49 | | 1.99 | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS
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**Thanksgiving 2018
 FRESH PORK**

| State | Supermarket | Label | Shoulder Roasts | | | | Loin Roasts | | | | | | | Sirloin Roasts | | Leg Roasts | | Conditions | |
|----------------------------|---------------------|----------------|-----------------|------|--------|------|---------------|-------|----------------|------|------------|------|--------|----------------|------|------------|------|------------|-----------------|
| | | | boston butt | | picnic | | loin, bone-in | | loin, boneless | | center-cut | | tender | bone-in | | | | | |
| | | | bn-in | bnls | bn-in | bnls | crown | whole | whole | half | bn-in | bnls | loin | bn-in | bnls | whole | half | | |
| KS <i>(cont)</i> | Thriftway Stores | n/i | | | | | | | | | | 1.99 | | | | 1.69 | | | |
| | WFM Rocky Mount. | n/i | | | | | 6.99 | | | | | | 7.99 | 16.99 | | | 4.99 | | antibiotic-free |
| LA | AG Baton Rouge | n/i | 1.29 | | | | | | | 1.79 | | 2.49 | | | | | | | |
| | Albertsons Houston | n/i | 0.99 | | | | | | | 1.79 | | | | | | | | 1.39 | |
| | Breaux Mart | n/i | | | | | | | | | | | | | | | | | |
| | Brookshire's | Hormel | 0.99 | | | | | | | | | | | | | | | | |
| | | n/i | | | | | | | | | | | 2.99 | | | | | | |
| | Brookshire Bros. | Swift | | | 0.97 | | | | | | | | 1.77 | | | | | | |
| | County Market | Smithfield | | | | | | | | | | | | | | 1.89 | | | |
| | Dollar General Mrkt | n/i | | | | | | | | | | | | | 2.00 | | | | |
| | Kroger Texas | n/i | | | 0.99 | | | | | | 0.99 | | | | | | | | |
| | Mac's Fresh | n/i | | | | | | | | | 1.47 | | | | | | | | |
| | Market Basket | Swift | | | | | | | | | | | | 2.99 | | | | | |
| | Rouses Market | n/i | | | | | 3.99 | | | | | | | | | | | | |
| | Save-a-Lot | n/i | | | | | | | | 1.69 | | | | | | | | | |
| | Shopper's Value | n/i | 1.18 | | | | | | 1.48 | 1.68 | | | | | | 0.98 | | | |
| | Smith's | n/i | | | 1.49 | | | | | | | | | | | | | | |
| | Super 1 Foods | Hormel | 1.58 | | | | | | | | | | | | | | | | |
| | The Fresh Market | n/i | | | | | 5.99 | | | | | | | | | | | | |
| | WFM Southwest | n/i | | | | | 6.99 | | | | | | 7.49 | 11.99 | | | 4.99 | | antibiotic-free |
| | Winn-Dixie | n/i | 1.99 | | | | 3.49 | | | | 1.99 | | | 2.99 | | | | | |
| MO | Apple Markets | Smithfield | | | | | | | | | | | 2.49 | 2.99 | | 1.99 | | | |
| | AW Grocers | n/i | | | | | | | | | | | 2.79 | | | | | | |
| | Brother's Market | Smithfield | | | | | | | | | | | | 1.99 | | 1.69 | | | |
| | C&R Supermarkets | Hormel | | | | | | | | 1.79 | | | | 1.99 | 2.99 | | | | |
| | | Smithfield | 1.39 | | | | | | | | | | | | | | | | |
| | County Market NFI | n/i | | | | | | | | | | | | 2.99 | | | | | |
| | Country Mart | Smithfield | | | | | | | | | | | | 2.49 | 2.99 | 1.99 | | | |
| | Dierberg's | Dierberg's | | | | | | | | | | | | | 4.99 | | | | |
| | Food Giant | Hormel | | | | | 2.99 | | | | | | | | | | | | |
| | Fresh Thyme | n/i | | | 1.99 | | | | | | | | | 2.99 | | 2.99 | | | |
| | G&W Foods | Seaboard Farms | | | | | | | | | | | | | 1.19 | | | | |
| | | Prairie Fresh | | | | | | | | | | | | | 2.99 | | | | |
| | Harp's | Harp's | | | | | | | | | | | | | 3.98 | 1.38 | | | |
| | Harter House | n/i | | | | | | | | | | | 2.99 | | | | | | |
| | Hays Supermarket | n/i | 1.18 | | | | | | | 1.48 | | | | | | | | | |
| | | Hormel | | | | | | | | 1.68 | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

**Thanksgiving 2018
FRESH PORK**

prices in \$US per pound unless otherwise noted.

| State | Supermarket | Label | Shoulder Roasts | | | | Loin Roasts | | | | | | | Sirloin Roasts | | Leg Roasts | | Conditions | |
|---------------------|------------------|----------------------------------|-----------------|------|--------|------|---------------|-------|----------------|------|------------|------|--------|----------------|------|------------|------|-----------------|-----------------|
| | | | boston butt | | picnic | | loin, bone-in | | loin, boneless | | center-cut | | tender | bone-in | | | | | |
| | | | bn-in | bnls | bn-in | bnls | crown | whole | whole | half | bn-in | bnls | loin | bn-in | bnls | whole | half | | |
| MO <i>(cont)</i> | Hen House | Prairie Fresh | | | | | | | | | | | 2.99 | 3.99 | | | | | antibiotic-free |
| | Hy-Klas Foods | n/i | | | | | | | | | | 1.99 | | | 1.69 | | | | |
| | Hy-Vee | Hormel | | | | 1.99 | | | 1.98 | | | | | 3.99 | | | | | |
| | Hy-Vee Midwest | | | | | | 3.99 | | 2.88 | | | | | 3.99 | | | | | |
| | IGA Stores IL/IN | Hormel | | | | | | | | | | | | 2.49 | | | | | |
| | Kroger Central | n/i | | | | | | | | | | | | 3.99 | | | | | |
| | Lucky's Market | n/i | | | 1.79 | | | | | | | | | 2.99 | | | | | |
| | Moser's | n/i | | | | | | | 1.99 | | | | | 2.99 | 1.59 | | | | |
| | Prenger Foods | Smithfield | | | | | | | | | | | | 2.49 | 1.99 | | | | |
| | Price Chopper | n/i | | | 1.99 | | | | | | | | | 2.49 | 2.99 | | | | |
| | Pyramid Foods | Prairie Fresh | | | | | | | | | | 1.99 | | 2.99 | | | | | |
| | Save-a-Lot | n/i | | | | | | | | 1.69 | | | | | | | | | |
| | Schnuck's | n/i | | | 1.79 | | | | | 1.49 | | | | 2.49 | | | | | |
| | Sprout's Market | n/i | | | | 1.99 | | | | 2.99 | | | | | | | | | |
| | Sun Fresh | Smithfield | | | | | | | | | | | | 2.49 | 1.99 | | | | |
| | TC Grocers | n/i | | 1.18 | 1.58 | | | | | 1.99 | | | | | | | | | |
| | TC Supermarkets | Top Choice | | | | | | | | | | | | 2.49 | | | | | |
| Thriftway Stores | n/i | | | | | | | | | | 1.99 | | | 1.69 | | | | | |
| WFM Midwest | n/i | | | | | 7.99 | | | | | | | 7.99 | 14.99 | | | | antibiotic-free | |
| NM | Affiliated Foods | n/i | 1.79 | | | | | | | | | | 2.79 | | 0.99 | | | | antibiotic-free |
| | Albertsons SW | Signature Farms | | | | | | | | 1.99 | | | | | | | | | |
| | Basha's | Smithfield | | | | | | | | | | | | 2.99 | | | | | |
| | El Super | n/i | | | | | | | | | | | | | | 1.49 | | | |
| | | Swift | | | | 1.49 | | | | 1.99 | | | | | 1.29 | 0.59 | 0.59 | | |
| | Food King | n/i | 0.99 | | | | | | | | | | | | | | | | |
| | John Brooks | n/i | 1.79 | | 1.59 | | | | | | | | | 2.79 | 0.99 | | | | |
| | King Soopers | n/i | | | 1.79 | | | | | | | | | | | | | | |
| | Lawrence Bros. | n/i | | | | | | | 1.99 | | | | | | | | | | |
| | Lowe's Market | n/i | 1.79 | | | | | | | | | | | | | | | | |
| | Smith's | n/i | | | 1.49 | | | | | | | | | | | | | | |
| | Sprout's Market | n/i | | | 1.99 | | | | | 2.99 | | | | | | | | | |
| WFM Rocky Mount. | n/i | | | | | 6.99 | | | | | | | 7.99 | 16.99 | | | 4.99 | antibiotic-free | |
| OK | Affiliated Foods | n/i | 1.79 | | | | | | | | | | 2.79 | | 0.99 | | | | antibiotic-free |
| | AW Grocers | n/i | | | | | | | | | | | 2.79 | | | | | | |
| | Buy for Le\$\$ | n/i | | | | | | | | | | | | | 0.99 | | | | |
| | Country Mart | Chairman's Reserve Smithfield | | | | | | | 1.99 | | | | | 2.49 | 2.99 | 1.99 | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

**Thanksgiving 2018
FRESH PORK**

prices in \$US per pound unless otherwise noted.

| State | Supermarket | Label | Shoulder Roasts | | | | Loin Roasts | | | | | | | Sirloin Roasts | | Leg Roasts | | Conditions | |
|---------------------|---------------------|--------------------|-----------------|------|--------|------|---------------|-------|----------------|------|------------|------|--------|----------------|------|------------|------|------------|------|
| | | | boston butt | | picnic | | loin, bone-in | | loin, boneless | | center-cut | | tender | Roasts | | bone-in | | | |
| | | | bn-in | bnls | bn-in | bnls | crown | whole | whole | half | bn-in | bnls | loin | bn-in | bnls | whole | half | | |
| OK <i>(cont)</i> | CV's Family Foods | Chairman's Reserve | | | | | | | | | | | | 0.99 | | | | | |
| | Dollar General Mrkt | n/i | | | | | | | | | | | | | 2.00 | | | | |
| | Harp's | Harp's | | | | | | | | | | | 3.98 | 1.38 | | | | | |
| | Homeland | Smithfield | | | | | | | | | | 2.99 | | | | | | | |
| | La Michoacana | n/i | 1.69 | | | | | | | | | | | | | | 0.99 | | |
| | Market Square | n/i | | | | | | | | | | | | 0.99 | | | | | |
| | Pyramid Foods | Prairie Fresh | | | | | | | | | | 1.99 | 2.99 | | | | | | |
| | Reasor's | Reasor's | | | | | | | | | | | | 2.98 | | 1.78 | | | |
| | Rehkopf's | n/i | | | | | | | | | | | | | | | | 1.99 | |
| | Save-a-Lot | n/i | | | | | | | | | | | | | | | | 1.69 | |
| | Sprout's Market | n/i | | | 1.99 | | | | | | | | | | | | | | 2.99 |
| | Super C Mart | n/i | | | | | | | | | | | | | | | | | 1.69 |
| | | Hormel | | | | | | | | | | | | | | | | | 1.79 |
| | United of OK | Smithfield | | | | | | | | | | | | | | | | | 2.99 |
| | The Fresh Market | n/i | | | | | | 5.99 | | | | | | | | | | | |
| | Warehouse Mrkt | n/i | | | | | | | | | | | | | | | | | 1.79 |
| WFM Southwest | n/i | | | | | | 6.99 | | | | | | | | | | | 7.49 | |
| Williams | n/i | 1.49 | | | | | | | | | | | | | | | | 11.99 | |
| | Hormel | | | | | | | | | | | | | | | | | | |
| TX | Affiliated Foods | n/i | 1.79 | | | | | | | | | | | | | | | | 0.99 |
| | AG Baton Rouge | n/i | 1.29 | | | | | | | | | | | | | | | | |
| | Albertsons Houston | n/i | 0.99 | | | | | | | | | | | | | | | | |
| | Arlan's | n/i | | | | | | | | | | | | | | | | | 1.29 |
| | Brookshire's | Hormel | 0.99 | | | | | | | | | | | | | | | | |
| | | n/i | | | | | | | | | | | | | | | | | 2.99 |
| | Brookshire Bros. | Swift | | | 0.97 | | | | | | | | | | | | | | 1.77 |
| | Cash Saver Texas | n/i | | | | | | | | | | | | | | | | | 1.99 |
| | | Hormel | | | | | | 2.89 | | | | | | | | | | | |
| | Central Market | n/i | | | | | | 6.99 | | | | | | | | | | | 7.99 |
| | | Berkshire | | | | | | | | | | | | | | | | | 9.99 |
| | David's | Swift | | | 0.97 | | | | | | | | | | | | | | |
| | Diamond IGA | n/i | 1.39 | | | | | | | | | | | | | | | | 1.99 |
| | El Ahorro | n/i | 1.69 | | 0.99 | | | | | | | | | | | | | | |
| | El Rancho | n/i | | | | | | | | | | | | | | | | | 0.99 |
| | El Rio Grande | n/i | | | | | | | | | | | | | | | | | 0.99 |
| El Super | n/i | | | | | | | | | | | | | | | | | 0.79 | |
| | Swift | | | | 1.49 | | | | | | | | | | | | | | 1.49 |
| | | | | | | | | | | | | | | 1.29 | | | | | 0.59 |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

**Thanksgiving 2018
FRESH PORK**

prices in \$US per pound unless otherwise noted.

| State | Supermarket | Label | Shoulder Roasts | | | | Loin Roasts | | | | | | | Sirloin Roasts | | Leg Roasts | | Conditions | |
|---------------------|--------------------|-----------------|-----------------|------|--------|------|---------------|-------|----------------|------|------------|------|--------|----------------|------|------------|------|-----------------|--|
| | | | boston butt | | picnic | | loin, bone-in | | loin, boneless | | center-cut | | tender | bone-in | | | | | |
| | | | bn-in | bnls | bn-in | bnls | crown | whole | whole | half | bn-in | bnls | loin | bn-in | bnls | whole | half | | |
| TX <i>(cont)</i> | Elrod's Cost Plus | n/i | 1.18 | | | | | | | | | | | | | | | | |
| | Fiesta Mart | n/i | | | 1.27 | | | | | | | | | | | | 1.49 | 1.49 | |
| | Food King | n/i | 0.99 | | | | | | | | | | | | | | | | |
| | Food Town | n/i | | | 0.99 | | | | | | | | | | | | | | |
| | Foodarama | n/i | 0.97 | | 0.97 | | | | | | | | | 0.97 | | | | | |
| | Foodland Markets | n/i | 1.39 | | | | | | | | | | | | | | | | |
| | H-E-B | n/i | 1.00 | | | | | | 1.29 | | | | | | | | | | |
| | Homeland | Smithfield | | | | | | | | | | | 2.99 | | | | | | |
| | Junior's | n/i | | | 0.79 | | | | | | | | | | | | | | |
| | Kroger Texas | n/i | | | 0.99 | | | | | | 0.99 | | | | | | | | |
| | La Fiesta | n/i | 1.27 | | 0.77 | | | | | 1.97 | | | | | 0.77 | | | | |
| | La Michoacana | n/i | 1.69 | | | | | | | | | | | | | | 0.99 | | |
| | Lawrence Bros. | n/i | | | | | | | | 1.99 | | | | | | | | | |
| | Lowe's Market | n/i | 1.79 | | | | | | | | | | | | | | | | |
| | Malone's Cost Plus | n/i | | | | | | | | | | | | | 1.09 | | | | |
| | Market Basket | Swift | | | | | | | | | | 1.77 | | 2.99 | | | | | |
| | Market Square | n/i | | | | | | | | | | | | | 0.99 | | | | |
| | Porter's Grocery | n/i | 1.79 | | 1.59 | | | | | | | | | 2.79 | 0.99 | | | | |
| | Rehkopf's | n/i | | | | | | | | 1.99 | | | | | | | | | |
| | Save-a-Lot | n/i | | | | | | | | 1.69 | | | | | | | | | |
| | Sellers Bros. | n/i | | | 0.99 | | | | | | | | | | | | | | |
| | Sprout's Market | n/i | | | 1.99 | | | | | 2.99 | | | | | | | | | |
| | Super 1 Foods | Hormel | | 1.58 | | | | | | | | | | | | | | | |
| Teloloapan | n/i | | | 1.69 | | | | | | | | | | | | | 0.98 | | |
| United Supermarkets | n/i | | | | | | 3.49 | | | | | | 3.49 | | | | | | |
| Vista Market | n/i | | 1.39 | | | | | | | | | | 2.26 | 1.07 | | | | | |
| WFM Southwest | n/i | | | | | | 6.99 | | | | | | 7.49 | 11.99 | | | 4.99 | antibiotic-free | |
| UT | Albert./Safe. Mntn | n/i | | | | | | | 1.49 | | | | | | | | | | |
| | Albertsons SW | Signature Farms | | | | | | | 1.99 | | | | | | | | | | |
| | Associated Food | Smithfield | 1.99 | | | | | | | | | | 2.29 | | 1.99 | | | | |
| | | n/i | 1.89 | | | | | | | | | | | 0.99 | | | | | |
| | Clark's Market | Smithfield | | | | | | | | | | | | 3.89 | | | | | |
| | Fresh Market | Smithfield | 1.99 | | | | | | | | | | | | 1.99 | | | | |
| | Harmon's | n/i | | | | | | | | | | | 2.99 | 3.99 | | | | | |
| | King Soopers | n/i | | | 1.79 | | | | | | | | | | | | | | |
| Ream's | n/i | | | | | | | 1.99 | | | | | | 0.99 | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

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**Thanksgiving 2018
FRESH PORK**

| State | Supermarket | Label | Shoulder Roasts | | | | Loin Roasts | | | | | | | Sirloin Roasts | | Leg Roasts | | Conditions |
|---------------------|-------------------|------------|-----------------|------|--------|------|---------------|-------|----------------|------|------------|-------|--------|----------------|------|------------|-----------------|------------|
| | | | boston butt | | picnic | | loin, bone-in | | loin, boneless | | center-cut | | tender | bone-in | | bone-in | | |
| | | | bn-in | bnls | bn-in | bnls | crown | whole | whole | half | bn-in | bnls | loin | bn-in | bnls | whole | half | |
| UT <i>(cont)</i> | Ridley's | Smithfield | | | | | | | | | | | | 0.79 | | | | |
| | | n/i | 1.89 | | | | | | 1.99 | | | | | | | | | |
| | Smart Foodservice | IBP | | 1.55 | | 1.27 | | | | | | | | | | | | |
| | Smith's | n/i | | | 1.49 | | | | | | | | | | | | | |
| | Sprout's Market | n/i | | | 1.99 | | | | 2.99 | | | | | | | | | |
| | Stokes Market | Smithfield | 1.89 | | | | | | | | | | | 2.79 | 0.99 | | | |
| WFM Rocky Mount. | n/i | | | | | 6.99 | | | | | 7.99 | 16.99 | | | 4.99 | | antibiotic-free | |

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**Thanksgiving 2018
FRESH PORK**

| State | Supermarket | Label | Shoulder Roasts | | | | Loin Roasts | | | | | | Sirloin Roasts | | Leg Roasts | | Conditions | |
|-------------------------------------|---------------------|-------------------|-----------------|------|--------|------|---------------|-------|----------------|------|------------|------|----------------|---------|------------|------|------------|-----------------|
| | | | boston butt | | picnic | | loin, bone-in | | loin, boneless | | center-cut | | tender | bone-in | | | | |
| | | | bn-in | bnls | bn-in | bnls | crown | whole | whole | half | bn-in | bnls | | loin | bn-in | bnls | | whole |
| SOUTHWESTERN U.S. - CA,HI,NV | | | | | | | | | | | | | | | | | | |
| CA | Artega's | n/i | 1.79 | | | 1.79 | | | | | | | | | | | | |
| | Baja Ranch | n/i | | | | | | | | | | | | | | | 0.99 | 0.99 |
| | Big Saver | n/i | | | | | | | | | | | | | | | 0.79 | |
| | Cardenas | n/i | | | | | | | | | | | | | | | 0.79 | 1.99 |
| | Dollar General Mrkt | n/i | | | | | | | | | | | | | | | | |
| | El Super | n/i | | | | | | | | | | | | | | | 1.49 | |
| | | Swift | | | | 1.49 | | | 1.99 | | | | | 1.29 | | | 0.59 | 0.59 |
| | Food 4 Less | n/i | | | 0.77 | 1.49 | | | | | | | | | | | | 0.77 |
| | Food 4 Less - CVIly | n/i | 0.98 | | | | | | | | | | | | | | | |
| | Food Maxx | n/i | 0.99 | | | | | | | | | | | | | | | |
| | Food Source | n/i | | | 0.98 | | | | | | | | | | | | | |
| | Foodland IGA | n/i | | | | 1.69 | | | | | | | | | | | 0.89 | 0.89 |
| | Grocery Outlet | Chairmans Reserve | | | | | | | 1.99 | | | | | | | | | |
| | Jensen's | n/i | | | | | | | | | | | 5.99 | | | | | |
| | Jon's Marketplace | n/i | | | 1.29 | 1.99 | | | | | | | | | | | 0.99 | 0.99 |
| | K.V.Mart | Farmer John | | | | | | | 1.39 | | | | | | | | 0.69 | limit 1 |
| | | n/i | | | | | | | | | | | | | | | 1.29 | |
| | | n/i | | | | | | | | | | | | | | | | |
| | Lola's Market | n/i | | | 1.89 | | | | | | | 2.39 | | | | | | |
| | Lucky | n/i | 1.99 | | | | 4.49 | | | | | | | | | | | |
| | Lunardi's | n/i | | | | | 4.99 | | | | | | | | | | | |
| | Mollie Stones | n/i | | | | | | | | | | | 3.99 | | | | | |
| | Murphy's Market | n/i | | | | | | | | | | | 3.49 | | | | | |
| | New Leaf Market | Beeler's | | | | | | 7.49 | | | | | 7.99 | | | | | antibiotic-free |
| | Northgate | Farmer John | | | 0.99 | | | | 2.29 | | | | | | | | | |
| | | n/i | 1.49 | | | | | | | | | | | | | | | |
| | Nugget Markets | Prairie Fresh | | | | | | | | | | | 3.99 | | | | | |
| | Raley's | n/i | 1.99 | | | | | | | | | | 4.99 | | | | | |
| | Ralph's | n/i | | | | | | | | | | | | | | | | |
| | Rancho San Miguel | n/i | | | | 1.49 | | | | | | | | | | | 0.99 | |
| | Ray's Food Place | Smithfield | | | 2.29 | | | | | | | 3.99 | | | | | | |
| | Rio Ranch | n/i | | | | 1.79 | | | 1.99 | | | | | | | | 0.79 | 0.79 |
| | R-N Markets | n/i | 1.29 | | 0.99 | | | | | | | | | | | | | |
| | R-Ranch Markets | n/i | | | | 1.49 | | | | | | | | | | | 0.99 | |
| | Safeway NorCal | n/i | 1.49 | | | | | | 1.99 | | | | | | | | | |
| | Select Markets | Prairie Fresh | | | | | | | | | | 2.49 | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS
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**Thanksgiving 2018
 FRESH PORK**

| State | Supermarket | Label | Shoulder Roasts | | | | Loin Roasts | | | | | | | Sirloin Roasts | | Leg Roasts | | Conditions | |
|---------------------|---------------------|-------------------|-----------------|------|--------|------|---------------|-------|----------------|------|------------|------|--------|----------------|------|------------|------|-----------------|-----------------|
| | | | boston butt | | picnic | | loin, bone-in | | loin, boneless | | center-cut | | tender | bone-in | | | | | |
| | | | bn-in | bnls | bn-in | bnls | crown | whole | whole | half | bn-in | bnls | loin | bn-in | bnls | whole | half | | |
| CA <i>(cont)</i> | SK Super King | n/i | | | | | | | 1.99 | | 1.69 | | | | | | 0.79 | 0.79 | |
| | Smart & Final | Farmer John | 1.39 | | | 1.59 | | | | | | | | 1.39 | | | | | |
| | Smart Foodservice | IBP | | 1.55 | | 1.27 | | | | | | | | | | | | | |
| | Smart & Final | Farmer John | | | | | | | | | | | | 1.39 | | | | | |
| | Sprout's Market | n/i | | | 1.99 | | | | 2.99 | | | | | | | | | | |
| | Stater Bros. | Farmer John | 1.99 | | | | | | | | | | | | | | | | |
| | Superior Grocers | n/i | | | | 1.69 | | | | | | | | | | | 0.69 | | |
| | Super A Foods | n/i | 1.29 | | 1.29 | 2.29 | | | | | | 2.99 | | | | | | | |
| | Vallarta | n/i | | | 1.29 | 1.79 | | | | | | | | | | | 0.79 | | |
| | Vons | Signature Farms | | 2.49 | | 2.49 | | | | | | | | | | | | | |
| | WFM North Calif. | n/i | | | | | 9.99 | | | | | | 7.99 | 14.99 | | | | | antibiotic-free |
| WFM South. Pacific | n/i | | | | | 7.99 | | | | | | 7.99 | 12.99 | | | 4.99 | | antibiotic-free | |
| HI | ChoiceMART | n/i | | | | | 4.69 | | | | | | | | | | | | |
| | Don Quijote | n/i | | 1.99 | | | | | | | | | | | | | | | |
| | Foodland | Hormel | 3.99 | | | | | | | | | | 5.99 | | | | | | |
| | Island Grocery | n/i | 1.69 | | | | | | | | | | | | | | | | |
| | KTA Super Stores | n/i | | 1.99 | | | | | | | | | | | | | | | |
| | Marukai Mart | n/i | | 2.59 | | | | | | | | | | | | | | | |
| | Safeway Hawaii | n/i | 1.99 | | | | | | 2.99 | | | | | | | | | | |
| | Tamura's Market | n/i | | 1.59 | | | | | | | | | | | | | | | |
| | Farmland | | | 2.39 | | | | | | | | | | | | | | | |
| | Times Supermarkets | n/i | | 2.99 | | 2.99 | | | | | | | | | | | | | |
| WFM South. Pacific | n/i | | | | | 7.99 | | | | | | 7.99 | 12.99 | | | 4.99 | | antibiotic-free | |
| NV | 99 Ranch Market | n/i | | | | | | | | | | | 2.99 | | | | | | |
| | Albertsons SW | Signature Farms | | | | | | | 1.99 | | | | | | | | | | |
| | Associated Foods | n/i | 1.89 | | | | | | 1.99 | | | | | 0.99 | | | | | |
| | Cardenas | n/i | | | | | | | | | | | | | | 0.79 | 1.99 | | |
| | Dollar General Mrkt | n/i | | | | | | | | | | | | | | | | | |
| | El Super | n/i | | | | | | | | | | | | | | | | | |
| | Swift | | | | 1.49 | | | | 1.99 | | | | | 1.29 | | 1.49 | 0.59 | 0.59 | |
| | Food Source | n/i | | 0.98 | | | | | | | | | | | | | | | |
| | Grocery Outlet | Chairmans Reserve | | | | | | | | 1.99 | | | | | | | | | |
| | K.V.Mart | Farmer John | | | | | | | 1.39 | | | | | | | | | | |
| | | n/i | | | | | | | | | | | | | | 0.69 | | | limit 1 |
| | | n/i | | | | | | | | | | | | | | 1.29 | | | |
| La Bonita | n/i | | | | | | | 2.39 | | | | | | | 0.77 | | | | |
| Marketon | n/i | | 0.99 | 1.79 | | | | | | | | | | | 0.99 | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

**Thanksgiving 2018
FRESH PORK**

prices in \$US per pound unless otherwise noted.

| State | Supermarket | Label | Shoulder Roasts | | | | Loin Roasts | | | | | | | Sirloin Roasts | | Leg Roasts | | Conditions | |
|--------------------|-------------------|-----------------|-----------------|------|--------|------|---------------|-------|----------------|------|------------|------|--------|----------------|-------|------------|------|-----------------|-----------------|
| | | | boston butt | | picnic | | loin, bone-in | | loin, boneless | | center-cut | | tender | bone-in | | | | | |
| | | | bn-in | bnls | bn-in | bnls | crown | whole | whole | half | bn-in | bnls | loin | bn-in | bnls | whole | half | | |
| NV (cont) | Raley's | n/i | 1.99 | | | | | | | | | | | | | | | | |
| | Ridley's | Smithfield | | | | | | | | | | | | | | | | | |
| | | | n/i | 1.89 | | | | | | | | | | | | | | | |
| | Safeway NorCal | n/i | 1.49 | | | | | | | | | | | | | | | | |
| | Smart Foodservice | IBP | | 1.55 | | 1.27 | | | | | | | | | | | | | |
| | Smart & Final | Farmer John | | 1.39 | | 1.59 | | | | | | | | | | | | | |
| | Smith's | n/i | | | | 1.49 | | | | | | | | | | | | | |
| | Sprout's Market | n/i | | | | 1.99 | | | | | 2.99 | | | | | | | | |
| | Vons | Signature Farms | | | | 2.49 | | | | | | | | | | | | | |
| | WFM North Calif. | n/i | | | | | | | 9.99 | | | | | 7.99 | 14.99 | | | | antibiotic-free |
| WFM South. Pacific | n/i | | | | | | | 7.99 | | | | | 7.99 | 12.99 | | | 4.99 | antibiotic-free | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

**Thanksgiving 2018
FRESH PORK**

prices in \$US per pound unless otherwise noted.

| State | Supermarket | Label | Shoulder Roasts | | | | Loin Roasts | | | | | | Sirloin Roasts | | Leg Roasts | | Conditions |
|--|--------------------|-------------------|-----------------|------|--------|------|---------------|-------|----------------|------|------------|-------|----------------|---------|------------|-----------------|------------|
| | | | boston butt | | picnic | | loin, bone-in | | loin, boneless | | center-cut | | tender | bone-in | | | |
| | | | bn-in | bnls | bn-in | bnls | crown | whole | whole | half | bn-in | bnls | loin | bn-in | bnls | whole | |
| NORTHWESTERN U.S. - AK,ID,MT,OR,WA,WY | | | | | | | | | | | | | | | | | |
| AK | Alaska Comm. Co. | n/i | | | | | | | | | | 2.99 | 4.49 | | | | |
| | Alaskan & Proud | n/i | | | | | | | 2.28 | | | | 3.48 | | | | |
| | Carrs/Safeway | n/i | | | | | | | | | | | 4.99 | | | | |
| | IGA Stores - AK | n/i | | | | | | | | | | | | 1.79 | | | |
| | Meyers Group IGA | n/i | | | | | | | 1.79 | | | | | | | | |
| | Northwest Grocers | Prairie Fresh | | | | | | | | | | 2.49 | | | | | |
| | Three Bears | n/i | | | | 2.29 | | | | | | | | | | | |
| ID | Albert./Safe. Mntn | n/i | | | | | | | 1.49 | | | | | | | | |
| | Associated Food | Smithfield | 1.99 | | | | | | | | | 2.29 | | | | | |
| | | n/i | 1.89 | | | | | | | | | | | 0.99 | | | |
| | Grocery Outlet | Chairmans Reserve | | | | | | | | 1.99 | | | | | | | |
| | Harvest Foods | Prairie Fresh | | | 1.98 | | | | 1.98 | | | | | | | | |
| | IGA Markets | n/i | | | 1.59 | | | | 1.99 | | | | | 1.99 | 1.69 | | |
| | Ridley's | Smithfield | | | | | | | 1.99 | | | | | 0.79 | | | |
| | | n/i | 1.89 | | | | | | | | | | | | | | |
| | Rosauer's | Prairie Fresh | | | | | | | 1.99 | | | | | | | | |
| | Smart Foodservice | IBP | | 1.55 | | 1.27 | | | | | | | | | | | |
| | Smith's | n/i | | | 1.49 | | | | | | | | | | | | |
| | Stokes Market | Smithfield | 1.89 | | | | | | | | | | 2.79 | 0.99 | | | |
| | Super 1 Foods | Prairie Fresh | | | 1.68 | | | | | | | | | | | | |
| WFM Rocky Mount. | n/i | | | | | 6.99 | | | | | 7.99 | 16.99 | | | 4.99 | antibiotic-free | |
| Yoke's Fresh Mrkt | n/i | | 2.49 | | | | | | | | | | | | | | |
| MT | Albert./Safe. Mntn | n/i | | | | | | | 1.49 | | | | | | | | |
| | Associated Food | Smithfield | 1.99 | | | | | | | | | 2.29 | | | 1.99 | | |
| | | n/i | 1.89 | | | | | | | | | | | 0.99 | | | |
| | Harvest Foods | Prairie Fresh | | | 1.98 | | | | 1.98 | | | | | | | | |
| | IGA Markets | n/i | | | 1.59 | | | | 1.99 | | | | | 1.99 | 1.69 | | |
| | Lucky's Market | n/i | | | 1.79 | | | | | | | 2.99 | | | | | |
| | Reynold's | n/i | 1.89 | | | | | | 1.99 | | | | | 0.79 | | | |
| | Rosauer's | Prairie Fresh | | | | | | | 1.99 | | | | | | | | |
| | Smart Foodservice | IBP | | 1.55 | | 1.27 | | | | | | | | | | | |
| | Smith's | n/i | | | 1.49 | | | | | | | | | | | | |
| | Stokes Market | Smithfield | 1.89 | | | | | | | | | 2.79 | 0.99 | | | | |
| | Super 1 Foods | Prairie Fresh | | | 1.68 | | | | | | | | | | | | |
| | Three Bears | n/i | | | | 1.99 | | | | | | | | | | | |

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

**Thanksgiving 2018
 FRESH PORK**

| State | Supermarket | Label | Shoulder Roasts | | | | Loin Roasts | | | | | | | Sirloin Roasts | | Leg Roasts | | Conditions | | | | |
|-------------------|-------------------|-------------------|-----------------|------|--------|------|---------------|-------|----------------|------|------------|------|--------|----------------|------|------------|------|------------|--|--|-----------------|-----------------|
| | | | boston butt | | picnic | | loin, bone-in | | loin, boneless | | center-cut | | tender | bone-in | | | | | | | | |
| | | | bn-in | bnls | bn-in | bnls | crown | whole | whole | half | bn-in | bnls | loin | bn-in | bnls | whole | half | | | | | |
| OR | Albert/Safe NW | n/i | | | | | | | | | | | | 3.99 | | | | | | | | |
| | Associated Food | Smithfield | 1.99 | | | | | | | | | | 2.29 | | | | | | | | | |
| | | n/i | 1.89 | | | | | | 1.99 | | | | | | | 0.99 | | | | | | |
| | CenterPlace | Prairie Fresh | 2.28 | | | 2.98 | | | | | | | | | 3.98 | | | | | | | |
| | Grocery Outlet | Chairmans Reserve | | | | | | | | 1.99 | | | | | | | | | | | | |
| | Harvest Foods | Prairie Fresh | | | 1.98 | | | | 1.98 | | | | | | | | | | | | | |
| | IGA Markets | n/i | | | 1.59 | | | | 1.99 | | | | | | | 1.99 | 1.69 | | | | | |
| | IGA Market Fresh | n/i | | | 1.57 | | | | 1.77 | | | | | | | | 1.47 | | | | | |
| | | Prairie Fresh | | | | | | | | | | | | 2.48 | | | | | | | | |
| | Market of Choice | Berkshire | | | | | | | | | | | | 5.99 | | | | | | | antibiotic-free | |
| | McKay's | n/i | | | | | | | | | | | | 2.59 | | | | | | | | |
| | Meyers Group IGA | n/i | | | | 1.79 | | | | | | | | | | | 1.69 | | | | | |
| | Ray's Food Place | Smithfield | | | 2.29 | | | | | | | | | 3.99 | | | | | | | | |
| | Red Apple Markets | n/i | | | | | | | | | | | | | | | | | | | | |
| | Rosauer's | Prairie Fresh | | | | | | | | | | | | 1.88 | | | | | | | | |
| | | | | | | | | | | | | | | 1.99 | | | | | | | | |
| | Roth's | Carlton Farms | | | | 3.49 | | | | | | | | | | | | | | | local | |
| | Select Markets | Prairie Fresh | | | | | | | | | | | | 2.49 | | | | | | | | |
| Smart Foodservice | IBP | | 1.55 | | 1.27 | | | | | | | | | | | | | | | | | |
| Thriftway of OR | Prairie Fresh | | | | | | | | | | | | 2.49 | | | | | | | | | |
| WFM Pacific NW | n/i | | | | | | 7.99 | | | | | | 7.99 | 12.99 | | | | | | | antibiotic-free | |
| WA | Albert/Safe NW | n/i | | | | | | | | | | | | 3.99 | | | | | | | | |
| | CenterPlace | Prairie Fresh | 2.28 | | | 2.98 | | | | | | | | 2.68 | | | | | | | | |
| | Grocery Outlet | Chairmans Reserve | | | | | | | | | 1.99 | | | | | | | | | | | |
| | Haggen's | n/i | | | | | | | | | | | | | | | | | | | | |
| | Harvest Foods | Prairie Fresh | | | 1.98 | | | | | | 1.98 | | | | | | | | | | | |
| | IGA Markets | n/i | | | 1.59 | | | | | | 1.99 | | | | | 1.99 | 1.69 | | | | | |
| | IGA Market Fresh | n/i | | | 1.57 | | | | | | 1.77 | | | | | | 1.47 | | | | | |
| | | Prairie Fresh | | | | | | | | | | | | 2.48 | | | | | | | | |
| | Metropolitan | n/i | | | | 3.99 | 6.99 | | 5.99 | | | | | | | | | | | | | antibiotic-free |
| | | Duroc | | | | | | | | | | | | 5.99 | | | | | | | | antibiotic-free |
| | Meyers Group IGA | n/i | | | | 1.79 | | | | | | | | | | | 1.69 | | | | | |
| | Rosauer's | Prairie Fresh | | | | | | | | | 1.99 | | | | | | | | | | | |
| | Saar's Market | n/i | | | 0.99 | | | | | | | | | | | 1.18 | | | | | | |
| | Select Markets | Prairie Fresh | | | | | | | | | | | | 2.49 | | | | | | | | |
| | Smart Foodservice | IBP | | 1.55 | | 1.27 | | | | | | | | | | | | | | | | |
| Sprout's Market | n/i | | | | 1.99 | | | | | 2.99 | | | | | | | | | | | | |
| Super 1 Foods | Prairie Fresh | | | | 1.68 | | | | | | | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

prices in \$US per pound unless otherwise noted.

**Thanksgiving 2018
FRESH PORK**

| State | Supermarket | Label | Shoulder Roasts | | | | Loin Roasts | | | | | | | Sirloin Roasts | | Leg Roasts | | Conditions | |
|----------------------------|--------------------|----------------|-----------------|------|--------|------|---------------|-------|----------------|------|------------|------|--------|----------------|------|------------|------|------------|-----------------|
| | | | boston butt | | picnic | | loin, bone-in | | loin, boneless | | center-cut | | tender | bone-in | | | | | |
| | | | bn-in | bnls | bn-in | bnls | crown | whole | whole | half | bn-in | bnls | loin | bn-in | bnls | whole | half | | |
| WA <i>(cont)</i> | The Markets | n/i | | | | | | | | | | | | 1.58 | | | | | |
| | Thriftway | Prairie Fresh | | | 1.98 | | | | 1.95 | | | | 2.49 | 3.48 | | | | | |
| | Thriftway of OR | Prairie Fresh | | | | | | | | | | | 2.49 | | | | | | |
| | Town & Country | Heritage | | | | | | | | | | | 7.99 | | | | | | antibiotic-free |
| | WFM Pacific NW | n/i | | | | | 7.99 | | | | | | 7.99 | 12.99 | | | | | antibiotic-free |
| | Yoke's Fresh Mrkt | n/i | | 2.49 | | | | | | | | | | | | | | | |
| WY | Albert./Safe. Mntn | n/i | | | | | | | 1.49 | | | | | | | | | | |
| | Associated Food | Smithfield | 1.99 | | | | | | | | | | 2.29 | | | | | | |
| | | n/i | 1.89 | | | | | | 1.99 | | | | | 0.99 | | | | | |
| | AW Grocers | n/i | | | | | | | | | | | 2.79 | | 1.79 | | | | |
| | | Supreme Tender | | | | | | | | | | | 2.69 | | | | | | |
| | Food Pride | Smithfield | | | | | | | | | | | 1.99 | | | | | | |
| | IGA Markets | n/i | | | 1.59 | | | 1.99 | | | | | | 1.99 | 1.69 | | | | |
| | King Soopers | n/i | | | 1.79 | | | | | | | | | | | | | | |
| | Lucky's Market | n/i | | | 1.79 | | | | | | | | 2.99 | | | | | | antibiotic-free |
| | Ridley's | Smithfield | | | | | | 1.99 | | | | | | 0.79 | | | | | |
| | n/i | 1.89 | | | | | | | | | | | | | | | | | |
| | Smith's | n/i | | | 1.49 | | | | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Thanksgiving 2018

prices in \$US per pound unless otherwise noted.

BEEF

(KEY: P=Prime; C=Choice; S=Select; A=antibiotic-free; O=organic; G=grass-fed; K=kosher; H=halal)

| State | Supermarket | Label | KEY | Rib Roasts | | Loin Roasts (boneless) | | | | Round Roasts (boneless) | | | | | | Conditions | |
|--|---------------------|-------------------|-----|------------|------|------------------------|-------------|------------|---------|-------------------------|-----------|-------------|----------|--------------|------|------------|--------------|
| | | | | Bone In | Bnls | Filet Mignon | Tender loin | Strip Loin | Tri-Tip | Bottom Round | Top Round | Sirloin Tip | Top Butt | Eye of Round | Rump | | London Broil |
| NORTHEASTERN U.S. - CT,DC,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT | | | | | | | | | | | | | | | | | |
| CT | ACME Markets | Lancaster Brand | C | 6.99 | | | | | | 4.49 | | | | 4.99 | 4.99 | | |
| | Adams Superfood | Angus | C | 10.00 | | | | | | | | | 4.00 | | | 3.99 | |
| | | Angus | P | | | | | | | | | | 5.00 | | | 5.99 | |
| | | n/i | | 8.00 | | | | | | | | | | | | | |
| | | n/i | C | 9.00 | | | | | | | | | | | | | |
| | AF Basket | n/i | C | 10.99 | | | | | | 3.49 | | | | | | | |
| | AG New England | n/i | S | | | | | | 2.99 | 2.99 | | 3.99 | | | 3.29 | | |
| | ALDI | n/i | C | | | | | | | | | 3.99 | | | | | |
| | Best Market | n/i | C | 4.97 | | 8.49 | | 4.97 | | 4.47 | 2.47 | | | | 4.47 | 2.97 | |
| | | Angus | C | | | | | 4.97 | | | | | | | | | |
| | | n/i | | | | | 8.47 | | | | | | | | | | |
| | Big Y | Angus | C | 7.99 | | | 12.99 | | | 3.99 | | | 3.99 | 4.99 | 3.99 | | |
| | | n/i | P | | | | | | | | | | 4.99 | | | | |
| | Bravo | n/i | C | | | | | | | 2.99 | | 3.99 | | | | 3.99 | |
| | Cherry Valley | n/i | | | | | | | | 2.89 | | | | | | 3.99 | |
| | | Chairmans Reserve | C | | | | | | | 3.59 | | | | | 3.79 | 3.99 | |
| | Compare Foods | n/i | C | | | | | | | 2.99 | | | 3.99 | | | 2.99 | |
| | C-Town | n/i | C | | | | | | | 2.99 | | | | | | | |
| | Fairway Market | Fairway | P | 19.99 | | | | | | | | | | | | | |
| | | n/i | | | | | 10.99 | | | | | | | | | | |
| | Food Bazaar | n/i | | 7.99 | | | | | | 2.99 | | | 2.99 | 2.99 | 2.99 | | |
| | Geissler's | Angus | C | 11.99 | | | | | | 3.99 | | | 4.99 | | | 3.99 | |
| | Highland Park | Angus | C | | | | | 7.99 | | | | | | 3.99 | | | |
| | IGA Stores - N.Eng. | n/i | | 8.99 | | | | | | | 2.99 | | 3.99 | 3.69 | | 3.49 | |
| | Key Food | n/i | C | | | | | | | 2.99 | | | | 3.99 | 4.29 | 4.99 | |
| | Kings Market | n/i | A | | | | | | | 4.99 | | | | | | | |
| | Market 32 | Angus | C | | | | | | | | 4.99 | | | | | 4.99 | |
| | | Butcher's Promise | C | 8.99 | | | | | | | | | | | | | |
| | | Chiapetti | G | | | | | | | | | | | | | 9.99 | |
| | Price Chopper | Angus | C | 9.99 | | | | | | | 4.99 | 4.99 | | | | 4.99 | |
| | | Butcher's Promise | C | 8.99 | | | | | | | | | | | | | |
| | | Chiapetti | G | | | | | | | | | | | | | 9.99 | |
| | PriceRite Market | n/i | G | | | | 7.99 | | | | | | | | | | Australia |
| | Save-a-Lot | n/i | C | | | | | | | 2.99 | | | | | | | |
| | | n/i | | | 4.99 | | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

**Thanksgiving 2018
BEEF**

prices in \$US per pound unless otherwise noted.

(KEY: P=Prime; C=Choice; S=Select; A=antibiotic-free; O= organic; G=grass-fed; K=kosher; H=halal)

| State | Supermarket | Label | SKU | Rib Roasts | | Loin Roasts (boneless) | | | | Round Roasts (boneless) | | | | | | Conditions | |
|--------------|--------------------|------------------|-------|------------|-------|------------------------|-------------|------------|---------|-------------------------|-----------|-------------|----------|--------------|------|------------|--------------|
| | | | | Bone In | Bnls | Filet Mignon | Tender loin | Strip Loin | Tri-Tip | Bottom Round | Top Round | Sirloin Tip | Top Butt | Eye of Round | Rump | | London Broil |
| CT (cont) | ShopRite | n/i | C | 8.99 | | | | | | 3.49 | 3.99 | | | 4.49 | 3.29 | | Australia |
| | | Angus | C | 9.99 | | | | | | 3.99 | 4.49 | | | 4.99 | 3.79 | | |
| | | Nature's Reserve | G | | 7.99 | | | | | | | | | | | | |
| | Stew Leonard's | n/i | | | | 8.99 | | 5.99 | | | | | | | | | |
| | Stop & Shop | Butcher Shop | C | 7.99 | | | | | | 33% off | | | | 33% off | | | |
| | The Fresh Market | n/i | C | 9.99 | | | | 11.99 | | | | | | | | | |
| | | n/i | P | | | | | 15.99 | | | | | | | | | |
| | WFM Northeast | n/i | C | 12.99 | 13.99 | | | 19.99 | | | | 9.99 | | | | | |
| | n/i | A | | | | | 29.99 | | | | | | | | | | |
| | n/i | P | 19.99 | 19.99 | | | | | | | | | | | | | |
| | WFM North Atlantic | n/i | A | 12.99 | 13.99 | | | 29.99 | | | | | | | | | |
| DC | ALDI | n/i | C | | | | | | | | | 3.99 | | | | | |
| | Giant Food | Giant | P | | | | | | | | | | 4.99 | | 4.99 | | |
| | | Butcher Shop | C | 7.99 | | | | 6.99 | | | | | | | | | |
| | Harris Teeter | HT Rancher | | 5.99 | | 11.99 | 9.99 | 6.99 | | | | | | | | | |
| | | HT Reserve | C | 6.99 | | 12.99 | 10.99 | 7.99 | | | | | | | | | |
| | Safeway Eastern | n/i | C | 8.99 | | | | | | 3.99 | | | | 3.99 | | | |
| | Save-a-Lot | n/i | C | | 4.99 | | | | | 2.99 | | | | | | | |
| | n/i | | | | | | | | | | | | | | | | |
| | WFM Mid-Atlantic | n/i | A | 12.99 | 13.99 | | | 29.99 | | | | | | | | | |
| DE | ACME Markets | Lancaster Brand | C | 6.99 | | | | | | 4.49 | | | | 4.99 | 4.99 | | |
| | ALDI | n/i | C | | | | | | | | | 3.99 | | | | | |
| | Food Lion | n/i | C | | | | | | | 4.49 | | | | | 4.99 | | |
| | Giant Food | Giant | P | | | | | | | | | | 4.99 | | 4.99 | | |
| | | Butcher Shop | C | 7.99 | | | | 6.99 | | | | | | | | | |
| | Great Valu Markets | n/i | C | | | | | 5.99 | | | | | | | 2.99 | | |
| | | Star Ranch | C | 10.99 | | | | | | 3.99 | | | | | | | |
| | Harris Teeter | HT Rancher | | 5.99 | | 11.99 | 9.99 | 6.99 | | | | | | | | | |
| | | HT Reserve | C | 6.99 | | 12.99 | 10.99 | 7.99 | | | | | | | | | |
| | IGA Stores - NJ/PA | Angus | C | 7.99 | | | | | | 3.99 | 4.99 | 3.99 | | 3.99 | | 3.99 | |
| | Lidl | n/i | | | 7.99 | | | 9.99 | | | | | | | | | |
| | Redner's | Star Ranch | C | 6.98 | | | | | | | | | | | | | |
| | Safeway Eastern | n/i | C | 8.99 | | | | 12.99 | | 3.99 | | | | 3.99 | | | |
| | Save-a-Lot | n/i | C | | 4.99 | | | | | 2.99 | | | | | | | |
| | n/i | | | | | | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Thanksgiving 2018

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BEEF

(KEY: P=Prime; C=Choice; S=Select; A=antibiotic-free; O= organic; G=grass-fed; K=kosher; H=halal)

| State | Supermarket | Label | KEY | Rib Roasts | | Loin Roasts (boneless) | | | | Round Roasts (boneless) | | | | | | Conditions | | |
|---------------|-------------------|----------------------|-------|------------|-------|------------------------|-------------|------------|---------|-------------------------|-----------|-------------|----------|--------------|------|------------|--------------|------|
| | | | | Bone In | Bnls | Filet Mignon | Tender loin | Strip Loin | Tri-Tip | Bottom Round | Top Round | Sirloin Tip | Top Butt | Eye of Round | Rump | | London Broil | |
| DE (cont) | ShopRite | n/i | C | 8.99 | | | | | | 3.49 | 3.99 | | | 4.49 | 3.29 | | Australia | |
| | | Angus | C | 9.99 | | | | | | 3.99 | 4.49 | | | 4.99 | 3.79 | | | |
| | ShurSave | Nature's Reserve | G | | 7.99 | | | | | | | | | | | | | |
| | | Angus | C | | | | | 5.99 | 4.29 | | | | | 4.49 | 4.59 | | | |
| | The Fresh Market | n/i | C | 8.49 | | | | | | | | 2.99 | | | | | | BOGO |
| | | n/i | C | 9.99 | | | | 11.99 | | | | | | | | | | |
| Weis Markets | Angus | C | | | | | 15.99 | | | | | | 2.49 | | | 3.99 | | |
| MA | Adams Superfood | Angus | C | 10.00 | | | | | | | | | 4 | | | 3.99 | | |
| | | Angus | P | | | | | | | | | | 5.00 | | | 5.99 | | |
| | AF Basket | n/i | C | 8.00 | | | | | | | | | | | | | | |
| | | n/i | C | 9.00 | | | | | | | | | | | | | | |
| | AG New England | n/i | C | 10.99 | | | | | | 3.49 | | | | | | | | |
| | ALDI | n/i | C | | | | | | | 2.99 | 2.99 | | 3.99 | | | 3.29 | | |
| | | n/i | C | | | | | | | 2.99 | | 3.99 | | | | | | |
| | Associated | n/i | C | | | | | | 2.99 | | | | | | | | | |
| | Big Y | Angus | C | 7.99 | | | | 12.99 | | 3.99 | | | | 3.99 | 4.99 | 3.99 | | |
| | | n/i | P | | | | | | | | | | | 4.99 | | | | |
| | Bravo | n/i | C | | | | | | 2.99 | | 3.99 | | | | | | 3.99 | |
| | Crosby's | Angus | C | | | | | | | | | | 5.99 | 4.99 | | | | |
| | C-Town | n/i | C | | | | | | 2.99 | | | | | | | | | |
| | Donelan's | Donelan's | C | | 11.99 | | | | | | | | | | | | | |
| | | Nature Source | A | | | | | | | 5.99 | | | | | | 5.99 | | |
| | Food City Market | n/i | C | | | | | 3.99 | | | 2.88 | | | | | | | |
| | Geissler's | Angus | C | 11.99 | | | | | 3.99 | | | | 4.99 | | | | 3.99 | |
| | Hannaford | Hannaford | C | 8.99 | | | | | 2.49 | 2.49 | | | | | | | | |
| | | Taste of Inspiration | C | 10.99 | | | 16.99 | 11.99 | | | | | | | | | | |
| | Key Food | n/i | C | | | | | | 2.99 | | | | | 3.99 | 4.29 | | 4.99 | |
| Market 32 | Angus | C | | | | | | | | 4.99 | | | | | | | 4.99 | |
| | Butcher's Promise | C | 8.99 | | | | | | | | | | | | | | 9.99 | |
| Market Basket | Chiapetti | G | | | | | | | | | | | | | | | | |
| | Angus | C | | | | | | | | | | | 2.99 | | | | | |
| McKinnon's | Angus | C | 10.88 | | | | | | | | | | 5.88 | | | | 2.99 | |
| | Angus | P | | | | | | | | | | | | | | | | |
| | n/i | C | | | | | 9.99 | 6.49 | | | | | | | | | | |
| | Local Harvest | A | | 17.99 | | | | 4.99 | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

**Thanksgiving 2018
BEEF**

prices in \$US per pound unless otherwise noted.

(KEY: P=Prime; C=Choice; S=Select; A=antibiotic-free; O= organic; G=grass-fed; K=kosher; H=halal)

| State | Supermarket | Label | KEY | Rib Roasts | | Loin Roasts (boneless) | | | | Round Roasts (boneless) | | | | | | Conditions | |
|--------------------|--------------------|-------------------|-------|------------|-------|------------------------|-------------|------------|---------|-------------------------|-----------|-------------|----------|--------------|------|------------|--------------|
| | | | | Bone In | Bnls | Filet Mignon | Tender loin | Strip Loin | Tri-Tip | Bottom Round | Top Round | Sirloin Tip | Top Butt | Eye of Round | Rump | | London Broil |
| MA (cont) | Price Chopper | Angus | C | | | | | | | | 4.99 | | | | | 4.99 | Australia |
| | | Butcher's Promise | C | 8.99 | | | | | | | | | | | | 9.99 | |
| | | Chiapetti | G | | | | | | | | | | | | | | |
| | PriceRite Market | n/i | G | | | | 7.99 | | | | | | | | | | |
| | Save-a-Lot | n/i | C | | | | | | | 2.99 | | | | | | | |
| | | n/i | | | 4.99 | | | | | | | | | | | | |
| | Seabra Foods | n/i | S | | | | | 5.79 | | | | | | | | | |
| | | n/i | G | 5.99 | | | | | | | | | | | | | |
| | | n/i | C | | | | | | | | 2.99 | | | | | | |
| | Stop & Shop | Butcher Shop | C | 7.99 | | | | | | 33% off | | | | 33% off | | | |
| | The Fresh Market | n/i | C | 9.99 | | | | 11.99 | | | | | | | | | |
| | | n/i | P | | | | | 15.99 | | | | | | | | | |
| | Trucchi's | n/i | C | | | | | | 7.99 | 3.99 | | | | | | | |
| | | Angus | C | | | | | | | | 3.99 | | 4.99 | 3.99 | | | |
| Wegmans | Wegmans | C | | | 23.49 | | 13.99 | | | 5.49 | | 7.49 | 5.49 | | | | |
| | Wegmans | P | | | | | 31.99 | | | | | | | | | | |
| | Wegmans | A | | | | | | | | 10.49 | | | | | | | |
| WFM North Atlantic | n/i | A | 12.99 | 13.99 | | | 29.99 | | | | | | | | | | |
| MD | 99 Ranch Market | n/i | | | | | | | | | | | 4.99 | | | | |
| | ACME Markets | Lancaster Brand | C | 6.99 | | | | | | 4.49 | | | 4.99 | 4.99 | | | |
| | ALDI | n/i | C | | | | | | | | 3.99 | | | | | | |
| | Food Lion | n/i | C | | | | | | | 4.49 | | | | | | 4.99 | |
| | Giant Eagle | n/i | C | 8.99 | | | 11.99 | | | | | | | | | | |
| | | Angus | C | 9.99 | | | 13.99 | | | | | | | | | | |
| | | Market District | C | 9.99 | | | 13.99 | | | | | | | | | 3.49 | |
| | Giant Food | Giant | P | | | | | | | | | | 4.99 | | | 4.99 | |
| | | Butcher Shop | C | 7.99 | | | | 6.99 | | | | | | 4.99 | | | |
| | Graul's Market | Angus | C | | | | | | | | | | 4.99 | | | | |
| | Great Valu Markets | n/i | C | | | | | 5.99 | | | | | | | | 2.99 | |
| | | Star Ranch | C | 10.99 | | | | | | | 3.99 | | | | | | |
| | Harris Teeter | HT Rancher | | 5.99 | | 11.99 | 9.99 | 6.99 | | | | | | | | | |
| | | HT Reserve | C | 6.99 | | 12.99 | 10.99 | 7.99 | | | | | | | | | |
| | IGA Stores - NJ/PA | Angus | C | 7.99 | | | | | | | 3.99 | 4.99 | 3.99 | 3.99 | | 3.99 | |
| | Lidl | n/i | | | 7.99 | | 9.99 | | | | | | | | | | |
| | Martins Foods | Butcher Shop | C | 8.99 | | | | 7.99 | | 40% off | | | | 40% off | | | |
| PriceRite Market | n/i | G | | | | 7.99 | | | | | | | | | | | |
| Redner's | Star Ranch | C | 6.98 | | | | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

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| State | Supermarket | Label | KEY | Rib Roasts | | Loin Roasts (boneless) | | | | Round Roasts (boneless) | | | | | | Conditions | |
|---------------------|---------------------|----------------------|---------|------------|-------|------------------------|-------------|------------|---------|-------------------------|-----------|-------------|----------|--------------|------|------------|--|
| | | | | Bone In | Bnls | Filet Mignon | Tender loin | Strip Loin | Tri-Tip | Bottom Round | Top Round | Sirloin Tip | Top Butt | Eye of Round | Rump | | London Broil |
| MD <i>(cont)</i> | Safeway Eastern | n/i | C | 8.99 | | | 12.99 | | | 3.99 | | | | 3.99 | | | Australia Australia BOGO |
| | Save-a-Lot | n/i | C | | | | | | | 2.99 | | | | | | | |
| | Shop'n Save | n/i | C | | 4.99 | | | | | | | 3.99 | 3.99 | | | | |
| | | Star Ranch | n/i | C | | | | 11.99 | | | 2.98 | 4.19 | 2.98 | | 4.49 | | |
| | ShopRite | n/i | C | 7.99 | | | | | | 3.49 | 3.99 | | | 4.49 | 3.29 | | |
| | | Angus | n/i | C | 8.99 | | | | | 3.99 | 4.49 | | | 4.99 | 3.79 | | |
| | | Nature's Reserve | n/i | G | 9.99 | 7.99 | | | | | | | | | | | |
| | Shoppers | n/i | C | 9.99 | | | | | | 4.99 | 4.99 | | | | | | |
| | | ShurSave | Angus | C | | | | | 5.99 | 4.29 | | | | 4.49 | 4.59 | | |
| | Sprout's Market | n/i | C | 8.49 | | | | | | | 2.99 | | | | | | |
| | | n/i | C | 9.99 | 11.99 | 16.99 | 14.99 | | | | | | | | | | |
| | The Fresh Market | n/i | P | 12.99 | | | | | | | | | | | | | |
| | | n/i | C | 9.99 | | | | 11.99 | | | | | | | | | |
| | Wegmans | n/i | P | | | | | 15.99 | | | | | | | | | |
| | | Wegmans | Wegmans | C | | | 23.49 | 13.99 | | | 5.49 | 7.49 | 5.49 | | | | |
| Wegmans | | Wegmans | P | | | | 31.99 | | | | | | | | | | |
| Weis Markets | Wegmans | Wegmans | A | | | | | | | 10.49 | | | | | | | |
| | Angus | Wegmans | C | | | | | | | 2.49 | | | 2.49 | | 3.99 | | |
| WFM Mid-Atlantic | n/i | A | 12.99 | 13.99 | | 29.99 | | | | | | | | | | | |
| ME | AG New England | n/i | S | | | | | | | 2.99 | 2.99 | | 3.99 | | 3.29 | | |
| | Best Yet Markets | n/i | | | | | 6.99 | | | | | | 3.99 | | | | |
| | | 1893 Premium | n/i | | | | | | 3.99 | | | | | | | | |
| | Food City Market | n/i | C | | | | | | | 2.88 | | | | | | | |
| | Hannaford | Hannaford | C | 8.99 | | | | | | 2.49 | 2.49 | | | | | | |
| | | Taste of Inspiration | C | 10.99 | | 16.99 | 11.99 | | | | | | | | | | |
| | IGA Stores - N.Eng. | n/i | C | 8.99 | | | 6.99 | | | | 2.99 | | 3.99 | 3.69 | | 3.49 | |
| | | 1893 Premium | n/i | | | | | | | | | | 3.99 | | | | |
| Market Basket | Angus | C | | | | | | | | | | 2.99 | | | | | |
| Save-a-Lot | n/i | C | | | | | | | 2.99 | | | | | | | | |
| | n/i | | | 4.99 | | | | | | | | | | | | | |
| WFM North Atlantic | n/i | A | 12.99 | 13.99 | | 29.99 | | | | | | | | | | | |
| NH | AG New England | n/i | S | | | | | | | 2.99 | 2.99 | | 3.99 | | 3.29 | | |
| | ALDI | n/i | C | | | | | | | | | 3.99 | | | | | |
| | Hannaford | Hannaford | C | 8.99 | | | | | | 2.49 | 2.49 | | | | | | |
| | | Taste of Inspiration | C | 10.99 | | 16.99 | 11.99 | | | | | | | | | | |

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| State | Supermarket | Label | KEY | Rib Roasts | | Loin Roasts (boneless) | | | | Round Roasts (boneless) | | | | | | Conditions | |
|-----------------|---------------------|-------------------|-----|------------|-------|------------------------|-------------|------------|---------|-------------------------|-----------|-------------|----------|--------------|------|------------|--------------|
| | | | | Bone In | Bnls | Filet Mignon | Tender loin | Strip Loin | Tri-Tip | Bottom Round | Top Round | Sirloin Tip | Top Butt | Eye of Round | Rump | | London Broil |
| NH (cont) | IGA Stores - N.Eng. | n/i | | 8.99 | | | | | | | 2.99 | | 3.99 | 3.69 | | 3.49 | Australia |
| | Market Basket | Angus | C | | | | | | | | | | 2.99 | | | | |
| | McKinnon's | Angus | C | 10.88 | | | | | | | | 5.88 | | | | 2.99 | |
| | | Angus | P | | | | | 6.49 | | | | | | | | | |
| | | n/i | | | | | 9.99 | 4.99 | | | | | | | | | |
| | | Local Harvest | A | | 17.99 | | | | | | | | | | | | |
| | Price Chopper | Angus | C | | | | | | | 4.99 | | | | | | 4.99 | |
| | | Butcher's Promise | C | 8.99 | | | | | | | | | | | | 9.99 | |
| | PriceRite Market | Chiapetti | G | | | | | | | | | | | | | | |
| Save-a-Lot | n/i | G | | | | 7.99 | | | | | | | | | | | |
| | n/i | C | | | | | | | 2.99 | | | | | | | | |
| | n/i | | | 4.99 | | | | | | | | | | | | | |
| | WFM North Atlantic | n/i | A | 12.99 | 13.99 | | 29.99 | | | | | | | | | | |
| NJ | ACME Markets | Lancaster Brand | C | 6.99 | | | | | | 4.49 | | | | 4.99 | 4.99 | | |
| | AF Basket | n/i | C | 10.99 | | | | | | 3.49 | | | | | | | |
| | ALDI | n/i | C | | | | | | | | | 3.99 | | | | | |
| | Associated | n/i | C | | | | | | | 2.99 | | | | | | | |
| | Best Market | n/i | C | 4.97 | | 8.49 | | 4.97 | | 4.47 | 2.47 | | | | 4.47 | 2.97 | |
| | | Angus | C | | | | | 4.97 | | | | | | | | | |
| | | n/i | | | | | 8.47 | | | | | | | | | | |
| | Bravo | n/i | C | | | | | | | 2.99 | | 3.99 | | | | 3.99 | |
| | Compare Foods | n/i | C | | | | | | | 2.99 | | | 3.99 | | | 2.99 | |
| | C-Town | n/i | C | | | | | | | 2.99 | | | | | | | |
| | Fairway Market | Fairway | P | 19.99 | | | | | | | | | | | | | |
| | | n/i | | | | | | 10.99 | | | | | | | | | |
| | Fine Fare | n/i | | | | | | | | 2.99 | | | | 3.99 | 3.59 | | |
| | Food Bazaar | n/i | | 7.99 | | | | | | 2.99 | | 2.99 | | 2.99 | 2.99 | | |
| | Foodtown | Ranchers Legend | C | | | | | | | 3.29 | | | | 3.99 | 3.29 | | |
| | Great Valu Markets | n/i | C | | | | | 5.99 | | | | | | | | 2.99 | |
| | | Star Ranch | C | 10.99 | | | | | | 3.99 | | | | | | | |
| | IGA Stores - NJ/PA | Angus | C | 7.99 | | | | | | 3.99 | 4.99 | 3.99 | | 3.99 | | 3.99 | |
| | Key Food | n/i | C | | | | | | | 2.99 | | | | 3.99 | 4.29 | 4.99 | |
| | Kings Market | n/i | A | | | | | | | 4.99 | | | | | | | |
| Lidl | n/i | | | 7.99 | | 9.99 | | | | | | | | | | | |
| Met Foods | n/i | C | | | | | | | 2.99 | | | | 3.99 | 3.49 | 2.99 | | |
| Morton Williams | Sterling Silver | C | | | | | | | 4.99 | | | | | 4.99 | | | |
| Pioneer | n/i | C | | | | | | | 2.99 | | | | 3.99 | 3.49 | 2.99 | | |

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| State | Supermarket | Label | KEY | Rib Roasts | | Loin Roasts (boneless) | | | | Round Roasts (boneless) | | | | | | Conditions | | |
|------------------|------------------|-------------------|-----|------------|-------|------------------------|-------------|------------|---------|-------------------------|-----------|-------------|----------|--------------|------|------------|--------------|-----------|
| | | | | Bone In | Bnls | Filet Mignon | Tender loin | Strip Loin | Tri-Tip | Bottom Round | Top Round | Sirloin Tip | Top Butt | Eye of Round | Rump | | London Broil | |
| NJ (cont) | PriceRite Market | n/i | G | | | | 7.99 | | | | | | | | | | Australia | |
| | Save-a-Lot | n/i | C | | | | | | | 2.99 | | | | | | | | |
| | | n/i | | | 4.99 | | | | | | | | | | | | | |
| | Seabra Foods | n/i | | | | | | | | 3.49 | 2.99 | 2.99 | | | | 3.90 | | |
| | ShopRite | n/i | C | 8.99 | | | | | | 3.49 | 3.99 | | 4.49 | 3.29 | | | | |
| | | Angus | | C | 9.99 | | | | | | 3.99 | 4.49 | | 4.99 | 3.79 | | | |
| | | Nature's Reserve | | G | | 7.99 | | | | | | | | | | | | Australia |
| | Stop & Shop | Butcher Shop | | C | 7.99 | | | | | | 33% off | | | 33% off | | | | |
| | Supremo | Angus | | C | | | | | | | | | 3.99 | | | | | |
| | The Fresh Market | n/i | | C | 9.99 | | | 11.99 | | | | | | | | | | |
| | | n/i | | P | | | | 15.99 | | | | | | | | | | |
| | Uncle Giuseppe's | Sterling Silver | | C | | | | | | | | | | | | | 3.99 | |
| | Wegmans | Wegmans | | C | | | 23.49 | 13.99 | | | | 5.49 | 7.49 | 5.49 | | | | |
| | | Wegmans | | P | | | | 31.99 | | | | | | | | | | |
| | | Wegmans | | A | | | | | | | | 10.49 | | | | | | |
| | Weis Markets | Angus | | C | | | | | | | | 2.49 | | 2.49 | | | 3.99 | |
| | Western Beef | n/i | | | 6.99 | | | | | | 3.99 | | | 3.99 | 2.99 | | | |
| WFM Mid-Atlantic | n/i | | A | 12.99 | 13.99 | | 29.99 | | | | | | | | | | | |
| WFM Northeast | n/i | | C | 12.99 | 13.99 | | | 19.99 | | | | | 9.99 | | | | | |
| | n/i | | A | | | | 29.99 | | | | | | | | | | | |
| | n/i | | P | 19.99 | 19.99 | | | | | | | | | | | | | |
| NY | ACME Markets | Lancaster Brand | C | 6.99 | | | | | | 4.49 | | | | 4.99 | 4.99 | | | |
| | AF Basket | n/i | C | 10.99 | | | | | | 3.49 | | | | | | | | |
| | AG New England | n/i | S | | | | | | | 2.99 | 2.99 | | 3.99 | | 3.29 | | | |
| | ALDI | n/i | C | | | | | | | | | 3.99 | | | | | | |
| | Associated | n/i | C | | | | | | | 2.99 | | | | | | | | |
| | Best Market | n/i | C | 4.97 | | 8.49 | | 4.97 | | 4.47 | 2.47 | | | | 4.47 | 2.97 | | |
| | | Angus | | C | | | | | 4.97 | | | | | | | | | |
| | | n/i | | | | | | 8.47 | | | | | | | | | | |
| | Big M | 1893 Premium | | | 7.99 | | | 7.99 | 7.99 | | | | | 2.99 | | | 2.99 | |
| | Bravo | n/i | | C | | | | | | 2.99 | | 3.99 | | | | | 3.99 | |
| | Cherry Valley | n/i | | | | | | | | 2.89 | | | | | | | 3.99 | |
| | | Chairmans Reserve | | C | | | | | | 3.59 | | | | | 3.79 | | 3.99 | |
| | Compare Foods | n/i | | C | | | | | | 2.99 | | | | 3.99 | | | 2.99 | |
| | C-Town | n/i | | C | | | | | | 2.99 | | | | | | | | |
| DeCiccio Family | Sterling Silver | | | 10.99 | | | | | 3.49 | | | | 4.39 | | | | | |

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| State | Supermarket | Label | KEY | Rib Roasts | | Loin Roasts (boneless) | | | | Round Roasts (boneless) | | | | | | Conditions | | |
|------------------|---------------------|----------------------|------|------------|------|------------------------|-------------|------------|---------|-------------------------|-----------|-------------|----------|--------------|------|------------|--------------|--|
| | | | | Bone In | Bnls | Filet Mignon | Tender loin | Strip Loin | Tri-Tip | Bottom Round | Top Round | Sirloin Tip | Top Butt | Eye of Round | Rump | | London Broil | |
| NY (cont) | DeCiccio & Sons | Pineland | A | 12.99 | | | | | | | | | | | | | | |
| | | Angus | C | 10.99 | | | | | | | | | | | | | | |
| | Fairway Market | Fairway | P | 19.99 | | | | | | | | | | | | | | |
| | | n/i | | | | | | 10.99 | | | | | | | | | | |
| | Fine Fare | n/i | | | | | | | | 2.99 | | | | 3.99 | 3.59 | | | |
| | Food Bazaar | n/i | | 7.99 | | | | | | 2.99 | | 2.99 | | 2.99 | 2.99 | | | |
| | Food Emporium | Chairmans Reserve | | | | | | | | 4.99 | | | | | | | 4.99 | |
| | Foodtown | Ranchers Legend | C | | | | | | | 3.29 | | | | 3.99 | 3.29 | | | |
| | Giunta's | n/i | C | 6.99 | | | | | | 3.99 | 4.99 | | | 3.99 | | | | |
| | Great American | 1893 Premium | | 6.99 | 5.99 | | | | | | 2.99 | | | 3.99 | | | 3.29 | |
| | HannaFord | HannaFord | C | 8.99 | | | | | | 2.49 | 2.49 | | | | | | | |
| | | Taste of Inspiration | C | 10.99 | | 16.99 | | 11.99 | | | | | | | | | | |
| | IGA Stores - N.Eng. | n/i | | 8.99 | | | | | | | 2.99 | | 3.99 | 3.69 | | | 3.49 | |
| | Key Food | n/i | C | | | | | | | 2.99 | | | | 3.99 | 4.29 | | 4.99 | |
| | King Kullen | n/i | C | | | | | | | 2.49 | 4.99 | | | 4.99 | | | 4.99 | |
| | | Angus | C | 9.99 | | | | | | 5.29 | 5.99 | | | 5.29 | 5.59 | | 5.99 | |
| | Kings Market | n/i | A | | | | | | | 4.99 | | | | | | | | |
| | Market 32 | Angus | C | | | | | | | | 4.99 | | | | | | 4.99 | |
| | | Butcher's Promise | C | 8.99 | | | | | | | | | | | | | | |
| | | Chiapetti | G | | | | | | | | | | | | | | 9.99 | |
| | Met Foods | n/i | C | | | | | | | 2.99 | | | | 3.99 | 3.49 | | 2.99 | |
| | Morton Williams | Sterling Silver | C | | | | | | | 4.99 | | | | | 4.99 | | | |
| | North Shore | n/i | P | | | | | | | 3.29 | | | | | 3.29 | | 3.99 | |
| | | n/i | C | 6.99 | | | | | | | | | | | | | | |
| | | n/i | | | | | | 5.99 | | | | | | | | | | |
| | Peck's Market | Angus | C | 7.99 | | | | | | | 2.99 | | | 3.49 | | | 3.49 | |
| | Pioneer | n/i | C | | | | | | | 2.99 | | | | 3.99 | 3.49 | | 2.99 | |
| | Price Chopper | Angus | C | | | | | | | | 4.99 | | | | | | 4.99 | |
| | | Butcher's Promise | C | 8.99 | | | | | | | | | | | | | | |
| | | Chiapetti | G | | | | | | | | | | | | | | 9.99 | |
| PriceRite Market | n/i | G | | | | | 7.99 | | | | | | | | | | | |
| Save-a-Lot | n/i | C | | | | | | | 2.99 | | | | | | | | | |
| | n/i | | | 4.99 | | | | | | | | | | | | | | |
| ShopRite | n/i | C | 8.99 | | | | | | 3.49 | 3.99 | | | 4.49 | 3.29 | | | | |
| | Angus | C | 9.99 | | | | | | 3.99 | 4.49 | | | 4.99 | 3.79 | | | | |
| | Nature's Reserve | G | | 7.99 | | | | | | | | | | | | Australia | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

**Thanksgiving 2018
BEEF**

prices in \$US per pound unless otherwise noted.

(KEY: P=Prime; C=Choice; S=Select; A=antibiotic-free; O= organic; G=grass-fed; K=kosher; H=halal)

| State | Supermarket | Label | KEY | Rib Roasts | | Loin Roasts (boneless) | | | | Round Roasts (boneless) | | | | | | Conditions | |
|-------------------|------------------|-----------------|-------|------------|-------|------------------------|-------------|------------|---------|-------------------------|-----------|-------------|----------|--------------|------|------------|--------------|
| | | | | Bone In | Bnls | Filet Mignon | Tender loin | Strip Loin | Tri-Tip | Bottom Round | Top Round | Sirloin Tip | Top Butt | Eye of Round | Rump | | London Broil |
| NY (cont) | Shop'n Save | n/i | C | | | | | | | | 3.99 | 3.99 | | | | | Australia |
| | Star Ranch | n/i | C | | | | | | | 2.98 | 4.19 | 2.98 | | 4.49 | | | |
| | Stop & Shop | Butcher Shop | C | 7.99 | | | 11.99 | | | 33% off | | | | 33% off | | | |
| | The Fresh Market | n/i | C | 7.99 | | | 11.99 | | | | | | | | | | |
| | | n/i | P | 9.99 | | | 15.99 | | | | | | | | | | |
| | Tops Markets | Tops Premium | C | | | | | | | 2.99 | 2.99 | 2.99 | | 2.99 | | | |
| | Trade Fair | n/i | C | | | | | | 2.99 | | | 3.59 | | | 2.99 | | |
| | | n/i | H | | | | | | | | | 3.99 | | 4.99 | | | |
| | Uncle Giuseppe's | Sterling Silver | C | | | | | | | | | | | 3.99 | | | |
| | Wegmans | Wegmans | C | | | 23.49 | 13.99 | | | | 5.49 | 7.49 | 5.49 | | | | |
| | | Wegmans | P | | | | 31.99 | | | | | | | | | | |
| | | Wegmans | A | | | | | | | | 10.49 | | | | | | |
| | Weis Markets | Angus | C | | | | | | | | 2.49 | | | 2.49 | 3.99 | | |
| | Western Beef | n/i | C | 6.99 | | | | | | 3.99 | | | 3.99 | 2.99 | | | |
| | WFM Northeast | n/i | C | 12.99 | 13.99 | | | 19.99 | | | | | 9.99 | | | | |
| | n/i | A | | | | 29.99 | | | | | | | | | | | |
| | n/i | P | 19.99 | 19.99 | | | | | | | | | | | | | |
| PA | ACME Markets | Lancaster Brand | C | 6.99 | | | | | | 4.49 | | | | 4.99 | 4.99 | | |
| | ALDI | n/i | C | | | | | | | | 3.99 | | | | | | |
| | Associated | n/i | C | | | | | | | 2.99 | | | | | | | |
| | Big M | 1893 Premium | C | 7.99 | | | 7.99 | 7.99 | | | | | | 2.99 | | 2.99 | |
| | Boyer Foods | n/i | C | | | 6.97 | 6.97 | | | | 2.97 | | | 3.97 | 2.97 | 2.97 | |
| | Bravo | n/i | C | | | | | | | 2.99 | | 3.99 | | | | 3.99 | |
| | Compare Foods | n/i | C | | | | | | | 2.99 | | | | 3.99 | | 2.99 | |
| | C-Town | n/i | C | | | | | | | 2.99 | | | | | | | |
| | Family Owned | n/i | C | 7.99 | | | | | 4.99 | | 3.49 | | | | | 3.49 | |
| | | Angus | C | | | | | | | | | | | 3.99 | | | |
| | Fine Fare | n/i | C | | | | | | | 2.99 | | | | 3.99 | 3.59 | | |
| | Food Lion | n/i | C | | | | | | | 4.49 | | | | | | 4.99 | |
| | Foodland | n/i | C | | | | | | | 2.99 | 2.99 | | | | 2.99 | 3.49 | |
| | Foodtown | Ranchers Legend | C | | | | | | | 3.29 | | | | 3.99 | 3.29 | | |
| | Giant Eagle | n/i | C | 8.99 | | | 11.99 | | | | | | | | | | |
| | | Angus | C | 9.99 | | | 13.99 | | | | | | | | | | |
| | | Market District | C | 9.99 | | | 13.99 | | | | | | | | | 3.49 | |
| Giant Food Stores | Butcher Shop | C | 8.99 | | | | 7.99 | | 40% off | | | | 40% off | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

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| State | Supermarket | Label | KEY | Rib Roasts | | Loin Roasts (boneless) | | | | Round Roasts (boneless) | | | | | | Conditions | | |
|------------------|--------------------|-------------------|-------|------------|-------|------------------------|-------------|------------|---------|-------------------------|-----------|-------------|----------|--------------|------|------------|--------------|------------|
| | | | | Bone In | Bnls | Filet Mignon | Tender loin | Strip Loin | Tri-Tip | Bottom Round | Top Round | Sirloin Tip | Top Butt | Eye of Round | Rump | | London Broil | |
| PA (cont) | Great Valu Markets | n/i | C | | | | | 5.99 | | | | | | | | 2.99 | | |
| | Star Ranch | | C | 10.99 | | | | | | 3.99 | | | | | | | | |
| | Ideal Market | n/i | S | 5.99 | | 5.99 | | | | 3.99 | | | | | 3.99 | 3.99 | | |
| | IGA Stores - NJ/PA | Angus | C | 7.99 | | | | | | 3.99 | 4.99 | 3.99 | | 3.99 | | 3.99 | | |
| | IGA SpartanNash | n/i | | | | | | | | | 3.49 | | | | | | | |
| | Karn's Foods | n/i | C | | 11.99 | | 13.99 | 8.99 | | | | | 3.99 | | | | 3.99 | |
| | | Angus | C | | | | | | | | | | | | | | 4.49 | |
| | Key Food | n/i | C | | | | | | | 2.99 | | | | 3.99 | 4.29 | 4.99 | | |
| | Kuhn's Market | n/i | C | | 11.99 | | | | | | | | | 3.49 | | | | |
| | Landis Markets | Angus | C | | | | | | | 3.69 | | | | 4.49 | 3.69 | | | |
| | | n/i | | | 6.99 | | | 10.99 | | | | | | | | | | Australian |
| | Martins Foods | Butcher Shop | C | 8.99 | | | | | 7.99 | | 40% off | | | 40% off | | | | |
| | Pioneer | n/i | C | | | | | | | | 2.99 | | | 3.99 | 3.49 | 2.99 | | |
| | Price Chopper | Angus | C | | | | | | | | | 4.99 | | | | | 4.99 | |
| | | Butcher's Promise | C | 8.99 | | | | | | | | | | | | | | |
| | | Chiapetti | G | | | | | | | | | | | | | | 9.99 | |
| | PriceRite Market | n/i | G | | | | | 7.99 | | | | | | | | | | Australia |
| | Redner's | Star Ranch | C | 6.98 | | | | | | | | | | | | | | |
| | Save-a-Lot | n/i | C | | | | | | | | 2.99 | | | | | | | |
| | | n/i | | | 4.99 | | | | | | | | | | | | | |
| | Shop'n Save | n/i | C | | | | | | | | | 3.99 | 3.99 | | | | | |
| | | Star Ranch | C | | | | | | | 2.98 | 4.19 | 2.98 | | 4.49 | | | | |
| | | n/i | | | 7.99 | | | 11.99 | | | | | | | | | | Australia |
| | ShopRite | n/i | C | 8.99 | | | | | | | 3.49 | 3.99 | | 4.49 | 3.29 | | | |
| | | Angus | C | 9.99 | | | | | | | 3.99 | 4.49 | | 4.99 | 3.79 | | | |
| | | Nature's Reserve | G | | 7.99 | | | | | | | | | | | | | Australia |
| | ShurSave | Angus | C | | | | | | | 5.99 | 4.29 | | | 4.49 | 4.59 | | | |
| | | n/i | | 8.49 | | | | | | | | 2.99 | | | | | BOGO | |
| | ShurSave NE PA | Angus | C | | | | | | | | 3.49 | | | 3.99 | | | 3.99 | |
| | | ShurSave | | 7.99 | | | | | | | | | | | | | | |
| Sparkle Markets | n/i | C | | | | | | | | | | | | | 2.99 | | | |
| Sprout's Market | n/i | C | 9.99 | 11.99 | 16.99 | 14.99 | | | | | | | | | | | | |
| | n/i | P | 12.99 | | | | | | | | | | | | | | | |
| Supremo | Angus | C | | | | | | | | | | 3.99 | | | | | | |
| The Fresh Market | n/i | C | 9.99 | | | | 11.99 | | | | | | | | | | | |
| | n/i | P | | | | | 15.99 | | | | | | | | | | | |
| Tops Markets | Tops Premium | C | | | | | | | | 2.99 | 2.99 | 2.99 | | 2.99 | | | | |

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| State | Supermarket | Label | KEY | Rib Roasts | | Loin Roasts (boneless) | | | | Round Roasts (boneless) | | | | | | Conditions | |
|--------------|---------------------|----------------------|------|------------|-------|------------------------|-------------|------------|---------|-------------------------|-----------|-------------|----------|--------------|------|------------|--------------|
| | | | | Bone In | Bnls | Filet Mignon | Tender loin | Strip Loin | Tri-Tip | Bottom Round | Top Round | Sirloin Tip | Top Butt | Eye of Round | Rump | | London Broil |
| PA (cont) | Wegmans | Wegmans | C | | | 23.49 | 13.99 | | | | 5.49 | | 7.49 | 5.49 | | | |
| | | Wegmans | P | | | | 31.99 | | | | | | | | | | |
| | | Wegmans | A | | | | | | | | 10.49 | | | | | | |
| | Weis Markets | Angus | C | | | | | | | | 2.49 | | | 2.49 | | | 3.99 |
| | WFM Mid-Atlantic | n/i | A | 12.99 | 13.99 | | 29.99 | | | | | | | | | | |
| RI | Adams Superfood | Angus | C | 10.00 | | | | | | | | | 4 | | | | 3.99 |
| | | Angus | P | | | | | | | | | | 5.00 | | | | 5.99 |
| | | n/i | | 8.00 | | | | | | | | | | | | | |
| | | n/i | C | 9.00 | | | | | | | | | | | | | |
| | AF Basket | n/i | C | 10.99 | | | | | | 3.49 | | | | | | | |
| | ALDI | n/i | C | | | | | | | | | 3.99 | | | | | |
| | Associated | n/i | C | | | | | | | 2.99 | | | | | | | |
| | Bravo | n/i | C | | | | | | | 2.99 | | 3.99 | | | | | 3.99 |
| | Dave's Marketplace | n/i | C | 7.99 | | | | | | 4.99 | 4.99 | | 4.99 | | | | |
| | PriceRite Market | n/i | G | | | | 7.99 | | | | | | | | | | |
| | Save-a-Lot | n/i | C | | | | | | | 2.99 | | | | | | | |
| | | n/i | | | 4.99 | | | | | | | | | | | | |
| | Seabra Foods | n/i | S | | | | | 5.79 | | | | | | | | | |
| | | n/i | G | 5.99 | | | | | | | | | | | | | |
| | n/i | C | | | | | | | | | 2.99 | | | | | | |
| Stop & Shop | Butcher Shop | C | 7.99 | | | | | | 33% off | | | | | 33% off | | | |
| | WFM North Atlantic | n/i | A | 12.99 | 13.99 | | 29.99 | | | | | | | | | | |
| VT | AG New England | n/i | S | | | | | | | 2.99 | 2.99 | | 3.99 | | 3.29 | | |
| | ALDI | n/i | C | | | | | | | | | 3.99 | | | | | |
| | Food City Market | n/i | C | | | | | 3.99 | | | 2.88 | | | | | | |
| | Hannaford | Hannaford | C | 8.99 | | | | | | 2.49 | 2.49 | | | | | | |
| | | Taste of Inspiration | C | 10.99 | | 16.99 | 11.99 | | | | | | | | | | |
| | IGA Stores - N.Eng. | n/i | | | | | 6.99 | | | | | | | | | | |
| | | 1893 Premium | | | | | | | | | | | 3.99 | | | | |
| | Price Chopper | Angus | C | | | | | | | | 4.99 | | | | | | 4.99 |
| | Butcher's Promise | C | 8.99 | | | | | | | | | | | | | | |
| | Chiapetti | G | | | | | | | | | | | | | | | 9.99 |
| | Tops Markets | Tops Premium | C | | | | | | | 2.99 | 2.99 | 2.99 | | 2.99 | | | |

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|--|--------------------|-------------------|-----|------------|-------|------------------------|-------------|------------|---------|-------------------------|-----------|-------------|----------|--------------|------|------------|
| | | | | Bone In | Bnls | Filet Mignon | Tender loin | Strip Loin | Tri-Tip | Bottom Round | Top Round | Sirloin Tip | Top Butt | Eye of Round | Rump | |
| SOUTHEASTERN U.S. - AL,FL,GA,KY,MS,NC,SC,TN,VA,WV | | | | | | | | | | | | | | | | |
| AL | A&R Supermarket | Angus | C | | | | | | | | | 2.99 | | | | |
| | ALDI | n/i | C | | | | | | | | | 3.99 | | | | |
| | Bruce's Foodland | n/i | C | 9.99 | | | | | 5.99 | 3.49 | 2.99 | | | | | |
| | Earth Fare | n/i | G | 8.99 | | | 9.99 | 9.99 | | | | 4.99 | | | | |
| | Food Giant | Black Canyon | | 8.99 | | | | | | 2.99 | 3.39 | 2.99 | | | 2.99 | |
| | Gateway Foodland | Star Ranch | C | | | | | | | 3.49 | 2.99 | 2.99 | | | | |
| | Greer's Market | Black Angus | S | 8.79 | | | | | | 2.99 | | 2.99 | | | 2.99 | |
| | Ingle's Market | Ingle's Premium | C | 7.98 | | | | | | 2.98 | | | | | | |
| | | Ingle's Certified | C | | | | 10.98 | | | | | | | | | |
| | Kroger Atlanta | n/i | C | 8.99 | | | | 6.99 | | 3.99 | | | 3.99 | | | |
| | Kroger Nashville | n/i | C | | 6.99 | | | 6.99 | | | | 5.99 | | | | |
| | Luckys Supermrkts | Black Canyon | | | 10.99 | | | | | 2.99 | | 3.49 | | | | |
| | Manning's PW | Angus | C | | | | | | | | | 2.97 | | | | |
| | Piggly Wiggly Inc. | Angus | C | 8.99 | | | | | | | | 3.99 | | | 3.99 | |
| | | n/i | | | | | 9.99 | | | | | | | | | |
| | Piggly Wiggly JTM | Angus | C | 8.99 | | | | | | 3.29 | | 3.29 | | | | |
| | Publix | Publix | C | 7.99 | | | 11.99 | | | | | 3.99 | | | | 3.99 |
| | PW Homeland | n/i | S | | | | | | | | 3.49 | | | 3.99 | | |
| | PW Houchen's | Black Canyon | | | | | | | | 2.58 | 2.98 | | | 2.58 | | |
| | Ramey's | n/i | | | | | | | | | | 3.48 | | | | 2.98 |
| | Rouses Market | n/i | S | 7.99 | | | 9.99 | | | | | | | | | |
| | | Angus | C | 8.99 | | | | | | | | | | 3.99 | | |
| | Save-a-Lot | n/i | C | | | | | | | 2.99 | | | | | | |
| | | n/i | | | 4.99 | | | | | | | | | | | |
| | Sprout's Market | n/i | C | 9.99 | 11.99 | 16.99 | 14.99 | | | | | | | | | |
| | | n/i | P | 12.99 | | | | | | | | | | | | |
| | The Fresh Market | n/i | C | 9.99 | | | 11.99 | | | | | | | | | |
| | | n/i | P | | | | 15.99 | | | | | | | | | |
| | Vowell's | Black Canyon | S | | | | | | | | | 2.99 | | | 2.99 | |
| | Western Market | Chairmans Reserve | C | 10.99 | | | | | | | | | | | | |
| | | n/i | C | | | | | 6.99 | | | | | 3.69 | | | |
| | WFM South | n/i | A | 12.99 | 13.99 | | 29.99 | | | | | | | | | |
| | Winn-Dixie | WD Brand | C | | | | | | | 3.99 | 4.99 | | | | 4.99 | 4.99 |
| FL | ALDI | n/i | C | | | | | | | | | 3.99 | | | | |
| | Bravo | n/i | S | | | | | | | 2.97 | 3.97 | | | | | |
| | Doris Market | n/i | P | | | | 14.99 | | | | | 5.99 | 4.99 | | | |

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|------------------|----------------|-----------------|-------|------------|-------|------------------------|-------------|------------|---------|-------------------------|-----------|-------------|----------|--------------|------|------------|------------------------------------|
| | | | | Bone In | Bnls | Filet Mignon | Tender loin | Strip Loin | Tri-Tip | Bottom Round | Top Round | Sirloin Tip | Top Butt | Eye of Round | Rump | | London Broil |
| FL (cont) | Earth Fare | n/i | G | 8.99 | | | 9.99 | 9.99 | | | | 4.99 | | | | | antibiotic-free antibiotic-free |
| | Food Giant | Black Canyon | | 8.99 | | | | | | 2.99 | 3.39 | 2.99 | | | 2.99 | | |
| | Fresco y Mas | Angus | C | | | | | | | | 2.98 | 2.98 | | 2.98 | | | |
| | Greer's Market | Black Angus | S | 8.79 | | | | | | 2.99 | | 2.99 | | | 2.99 | | |
| | Harris Teeter | HT Rancher | | 5.99 | | 11.99 | 9.99 | 6.99 | | | | | | | | | |
| | | HT Reserve | C | 6.99 | | 12.99 | 10.99 | 7.99 | | | | | | | | | |
| | Harvey's | Angus | C | | | | | | | 4.98 | 4.98 | | | 4.98 | 4.98 | | |
| | | n/i | | 4.98 | | | | | | | | | | | | | |
| | Hitchcock's | Hitchcock's | | 7.98 | | | | | | | | 3.99 | | | | | |
| | | n/i | | | | | 8.88 | | | | | | | | | | |
| | IGA Stores FL | n/i | | 5.99 | | | | | | | | | | | 2.99 | | |
| | Lucky's Market | n/i | C | 8.98 | | | | | | | 3.98 | 3.98 | | | | | |
| | | n/i | P | 12.99 | | | | | | | | | | | | | |
| | Milam's Market | Angus | C | | | | 14.99 | | | 3.99 | | | | | | | |
| | PW Houchen's | Black Canyon | | | | | | | | 2.58 | 2.98 | | | | 2.58 | | |
| | Publix | Publix | C | 7.99 | | | | 11.99 | | | | 3.99 | | | | 3.99 | |
| | Save-a-Lot | n/i | C | | | | | | | 2.99 | | | | | | | |
| | | n/i | | | 4.99 | | | | | | | | | | | | |
| | Scaff's Market | Preferred Angus | S | | | | | | | 3.49 | | | | | | | |
| | Sedano's | n/i | C | | | | | | | | | | | 2.99 | | | |
| | n/i | | | | | | 5.99 | | | | 4.99 | | | | | | |
| Sprout's Market | n/i | C | 9.99 | 11.99 | 16.99 | 14.99 | | | | | | | | | | | |
| | n/i | P | 12.99 | | | | | | | | | | | | | | |
| The Fresh Market | n/i | C | 9.99 | | | | 11.99 | | | | | | | | | | |
| | n/i | P | | | | | 15.99 | | | | | | | | | | |
| Western Beef | n/i | | | | | | | | | 3.49 | | 4.99 | 3.99 | | 2.99 | | |
| WFM Florida | n/i | A | 12.99 | 13.99 | | 29.99 | | | | | | | | | | | |
| Winn-Dixie | WD Brand | C | | | | | | | 3.99 | 4.99 | | | | 4.99 | 4.99 | | |
| GA | AF Basket | n/i | C | 10.99 | | | | | | 3.49 | | | | | | | |
| | ALDI | n/i | C | | | | | | | | 3.99 | | | | | | |
| | Bi-Lo | Gold Star | C | | | | | | 4.99 | 4.99 | | | | 4.99 | 4.99 | | |
| | Earth Fare | n/i | G | 8.99 | | | 9.99 | 9.99 | | | | 4.99 | | | | | |
| | Food City | Angus | C | | | | | | | | 2.99 | | 3.99 | | | | |
| | Food Depot | n/i | S | | | | | | | | 3.98 | | | | | | |
| | Food Giant | Black Canyon | | 8.99 | | | | | 2.99 | 3.39 | 2.99 | | | 2.99 | | | |
| | Food Lion | n/i | C | | | | | | 4.49 | | | | | | 4.99 | | |
| | | n/i | | | | | | | 2.99 | | 3.49 | | | | | | |
| | | n/i | | | | | | | | | | | | | | | |

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| State | Supermarket | Label | KEY | Rib Roasts | | Loin Roasts (boneless) | | | | Round Roasts (boneless) | | | | | | Conditions | |
|--------------|-------------------|-------------------|-------|------------|-------|------------------------|-------------|------------|---------|-------------------------|-----------|-------------|----------|--------------|------|------------|--------------|
| | | | | Bone In | Bnls | Filet Mignon | Tender loin | Strip Loin | Tri-Tip | Bottom Round | Top Round | Sirloin Tip | Top Butt | Eye of Round | Rump | | London Broil |
| GA (cont) | Galaxy Foods | Tender Ridge | | | | | | | | 2.98 | | | | | 3.28 | | |
| | Harris Teeter | HT Rancher | | 5.99 | | 11.99 | 9.99 | 6.99 | | | | | | | | | |
| | | HT Reserve | C | 6.99 | | 12.99 | 10.99 | 7.99 | | | | | | | | | |
| | Harvey's | Angus | C | | | | | | | 4.98 | 4.98 | | | 4.98 | 4.98 | | |
| | | n/i | | 4.98 | | | | | | | | | | | | | |
| | H-Mart | n/i | C | | | | | | | | | | | 4.99 | | | |
| | IGA Stores SE | Tender Ridge | | | | | | | | 2.40 | | 2.98 | | 3.40 | 3.40 | | |
| | | n/i | | | 5.99 | | | | | 3.69 | | | | 3.99 | 3.69 | | |
| | Ingle's Market | Ingle's Premium | C | 7.98 | | | | | | 2.98 | | | | | | | |
| | | Ingle's Certified | C | | | | 10.98 | | | | | | | | | | |
| | Kroger Atlanta | n/i | C | 8.99 | | | | 6.99 | | 3.99 | | | | 3.99 | | | |
| | Lidl | n/i | | | 7.99 | | | 9.99 | | | | | | | | | |
| | Little Giant | Angus | C | | | | | | | | | 3.99 | | | | | |
| | | n/i | C | 4.99 | | | | | | | | | | | | | |
| | Lucky's Market | n/i | C | 8.98 | | | | | | | 3.98 | 3.98 | | | | | |
| | | n/i | P | 12.99 | | | | | | | | | | | | | |
| | PW Atlanta | n/i | S | | | | | 3.99 | | | | | | | | | |
| | PW Carolina Co. | Pig's Pride | | | | | | | | 3.99 | | | | | | | |
| | PW Homeland | n/i | S | | | | | | | | 3.49 | | | | 3.99 | | |
| | PW Houchen's | Black Canyon | | | | | | | | 2.58 | 2.98 | | | | 2.58 | | |
| | Piggly Wiggly JTM | Angus | C | 8.99 | | | | | | 3.29 | | 3.29 | | | | | |
| | Publix | Publix | C | 7.99 | | | | 11.99 | | | | 3.99 | | | | | 3.99 |
| | PW Homeland | n/i | S | | | | | | | | | | | | 3.99 | | |
| | Quality Foods | n/i | | 8.49 | | | | | | | | 3.39 | | | | | |
| | Save-a-Lot | n/i | C | | | | | | | 2.99 | | | | | | | |
| | | n/i | | | 4.99 | | | | | | | | | | | | |
| | Sprout's Market | n/i | C | 9.99 | 11.99 | 16.99 | 14.99 | | | | | | | | | | |
| | | n/i | P | 12.99 | | | | | | | | | | | | | |
| | The Fresh Market | n/i | C | 9.99 | | | | 11.99 | | | | | | | | | |
| | | n/i | P | | | | | 15.99 | | | | | | | | | |
| WFM South | n/i | A | 12.99 | 13.99 | | | 29.99 | | | | | | | | | | |
| Winn-Dixie | WD Brand | C | | | | | | | 3.99 | 4.99 | | | | 4.99 | 4.99 | | |
| KY | ALDI | n/i | C | | | | | | | | 3.99 | | | | | | |
| | Chappell's | n/i | | | | | | | 4.49 | 4.39 | 4.69 | | | 4.69 | 4.49 | | |
| | E.W. James | Black Canyon | | 8.98 | | | | | 3.08 | | | | | 3.08 | | | |
| | Food Fair | Black Canyon | | 7.99 | | | | | | | 2.99 | | | | | | |
| | Food Giant | Black Canyon | | 8.99 | | | | | 2.99 | 3.39 | 2.99 | | | 2.99 | | | |

antibiotic-free
antibiotic-free

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Thanksgiving 2018
BEEF

prices in \$US per pound unless otherwise noted.

(KEY: P=Prime; C=Choice; S=Select; A=antibiotic-free; O= organic; G=grass-fed; K=kosher; H=halal)

| State | Supermarket | Label | KEY | Rib Roasts | | Loin Roasts (boneless) | | | | Round Roasts (boneless) | | | | | | Conditions | | |
|--------------|-------------------|---------------------|--------------|------------|-------|------------------------|-------------|------------|---------|-------------------------|-----------|-------------|----------|--------------|------|------------|--------------|-----------------|
| | | | | Bone In | Bnls | Filet Mignon | Tender loin | Strip Loin | Tri-Tip | Bottom Round | Top Round | Sirloin Tip | Top Butt | Eye of Round | Rump | | London Broil | |
| KY (cont) | Food Lion | n/i | C | | | | | | | 4.49 | | | | | | 4.99 | Australian | |
| | Food Rite | Black Canyon | | | 9.99 | | | | | | | | | | | | | |
| | Foodland | n/i | C | | | 10.99 | | | | 3.48 | | | 4.49 | | | | | |
| | | n/i | | | 7.99 | 8.99 | 11.99 | | | | | | | | | | | |
| | | Star Ranch | | C | | | | | | 2.98 | | | | | | | | |
| | | Angus | | C | | | | | | | | 3.99 | | | | | | |
| | | Fresh Encounter | Angus Beef | C | 8.99 | | | | | 4.99 | | | | | | | | 3.99 |
| | | Fresh Thyme | n/i | | | | | 14.99 | | | | 3.99 | 3.49 | 3.49 | 3.49 | 3.49 | | 4.99 |
| | | Galaxy Foods | Tender Ridge | | | | | | | 2.98 | | | | | | 3.28 | | |
| | | IGA Houchen's | n/i | | | | | | | | | | 3.59 | | | | | |
| | | IGA Stores OH/KY | n/i | C | | | | | 6.49 | | | | 3.69 | | | | | |
| | | IGA SpartanNash | n/i | | | | | | | | | 3.49 | | | | | | |
| | | IGA Stores SE | Tender Ridge | | | | | | | 2.40 | | | 2.98 | 3.40 | 3.40 | | | |
| | | | n/i | | | 5.99 | | | | 3.69 | | | | 3.99 | 3.69 | | | |
| | | Kroger Cincinnati | n/i | C | 7.99 | | | | | 3.49 | 3.49 | | | | | | | |
| | | Kroger Delta | n/i | C | 8.99 | | | 12.99 | | | | | 3.99 | 3.99 | | | | |
| | | Kroger Mid-Atlantic | n/i | C | 8.99 | | | 12.99 | | 2.99 | | | | 2.99 | | | | |
| | | Kroger Mid-South | n/i | C | 7.99 | | | | 6.99 | | | | 3.99 | | | | | |
| | | Kroger Nashville | n/i | C | | 6.99 | | | 6.99 | | | | 5.99 | | | | | |
| | | Lucky's Market | n/i | C | 8.98 | | | | | | | 3.98 | 3.98 | | | | | antibiotic-free |
| | | | n/i | P | 12.99 | | | | | | | | | | | | | antibiotic-free |
| | | Meijer | Angus | C | 8.99 | | | | | | | 4.99 | | 3.49 | | | | |
| | | PW Houchen's | Black Canyon | | | | | | | 2.58 | 2.98 | | | | | 2.58 | | |
| | | Remke Markets | Angus | C | 8.99 | | | | | 4.99 | | | | 2.99 | | | | 3.99 |
| | | Save-a-Lot | n/i | C | | | | | | 2.99 | | | | | | | | |
| | | | n/i | | | 4.99 | | | | | | | | | | | | |
| | SuperVALU Stores | Angus Farms | C | | | | | | | | | 3.79 | | | | | | |
| | TC Grocers | n/i | S | | | | | 4.99 | | | | | | | | | | |
| | The Fresh Market | n/i | C | 9.99 | | | 11.99 | | | | | | | | | | | |
| | | n/i | P | | | | 15.99 | | | | | | | | | | | |
| | ValuMarket | n/i | C | | | | | | | | 2.99 | | | | | | | |
| | WFM Mid-Atlantic | n/i | A | 12.99 | 13.99 | | 29.99 | | | | | | | | | | | |
| MS | AG of Baton Rouge | n/i | | | | | | | | | | | | | 2.99 | | | |
| | | Black Angus | C | 9.99 | | | | | | | | | | | | | | |
| | ALDI | n/i | C | | | | | | | | 3.99 | | | | | | | |
| | Corner Market | Angus | C | 9.99 | | | | | | | 3.49 | | 3.99 | | | | | |
| | Food Giant | Black Canyon | | 8.99 | | | | | 2.99 | 3.39 | 2.99 | | | 2.99 | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Thanksgiving 2018

prices in \$US per pound unless otherwise noted.

BEEF

(KEY: P=Prime; C=Choice; S=Select; A=antibiotic-free; O=organic; G=grass-fed; K=kosher; H=halal)

| State | Supermarket | Label | KEY | Rib Roasts | | Loin Roasts (boneless) | | | | Round Roasts (boneless) | | | | | | Conditions | | |
|-------------------|---------------------|--------------|-------|------------|------|------------------------|-------------|------------|---------|-------------------------|-----------|-------------|----------|--------------|------|------------|--------------|--|
| | | | | Bone In | Bnls | Filet Mignon | Tender loin | Strip Loin | Tri-Tip | Bottom Round | Top Round | Sirloin Tip | Top Butt | Eye of Round | Rump | | London Broil | |
| MS (cont) | Greer's Market | Black Angus | S | 8.79 | | | | | | 2.99 | | 2.99 | | | 2.99 | | | |
| | Grocery Depot | Angus | C | | | | | | | | | 2.68 | | | | | | |
| | Froogle's Cost Plus | Angus | C | | | | | | | | | 2.68 | | | 2.68 | | | |
| | Kroger Delta | n/i | C | 8.99 | | | 12.99 | | | | | 3.99 | | 3.99 | | | | |
| | Mac's Fresh Market | Angus | C | | | | | | | | | | | | 2.99 | | | |
| | Piggly Wiggly HGR | n/i | C | | | | | | | | | 2.89 | | | | | | |
| | PW Houchen's | Black Canyon | | | | | | | | 2.58 | 2.98 | | | | 2.58 | | | |
| | Ramey's | n/i | | | | | | | | | | 3.48 | | | | 2.98 | | |
| | Rouses Market | n/i | S | | | | 9.99 | | | | | | | | | | | |
| | | Angus | C | 8.99 | | | | | | | | | | | | 3.99 | | |
| | Save-a-Lot | n/i | C | | | | | | | 2.99 | | | | | | | | |
| | | n/i | | | 4.99 | | | | | | | | | | | | | |
| | Sullivan's Grocery | n/i | S | | 9.99 | | | | | | | | | | | 2.99 | | |
| | The Fresh Market | n/i | C | 9.99 | | | | 11.99 | | | | | | | | | | |
| | | n/i | P | | | | | 15.99 | | | | | | | | | | |
| Vowell's | Black Canyon | S | | | | | | | | | 2.99 | | | | 2.99 | | | |
| WFM South | n/i | A | 12.99 | 13.99 | | | 29.99 | | | | | | | | | | | |
| Winn-Dixie | WD Brand | C | | | | | | | | 3.99 | 4.99 | | | | 4.99 | 4.99 | | |
| NC | ALDI | n/i | C | | | | | | | | | 3.99 | | | | | | |
| | Bi-Lo | Gold Star | C | | | | | | | 4.99 | 4.99 | | | | 4.99 | 4.99 | | |
| | Carlie C's IGA | Carlie C's | | 6.78 | | | | | | | | | | | | | | |
| | Compare Foods | n/i | C | | | | | | | 2.99 | | | 3.99 | | | 2.99 | | |
| | Earth Fare | n/i | G | 8.99 | | | 9.99 | 9.99 | | | | 4.99 | | | | | 4.99 | |
| | Food Lion | n/i | C | | | | | | | 4.49 | | | | | | | 4.99 | |
| | Food Pride | n/i | | | | | | | | 2.99 | | 3.49 | | | | | | |
| | Fresh Foods | n/i | S | 3.99 | | | | | | | | 3.29 | | | | | | |
| | Galaxy Foods | Tender Ridge | | | | | | | | 2.98 | | | | | 3.28 | | | |
| | Great Valu Markets | n/i | C | | | | | 5.99 | | | | | | | | 2.99 | | |
| | | Star Ranch | C | 10.99 | | | | | | | 3.99 | | | | | | | |
| | Harris Teeter | HT Rancher | | 5.99 | | 11.99 | 9.99 | 6.99 | | | | | | | | | | |
| | | HT Reserve | C | 6.99 | | 12.99 | 10.99 | 7.99 | | | | | | | | | | |
| | Harvey's | Angus | C | | | | | | | 4.98 | 4.98 | | | 4.98 | 4.98 | | | |
| | | n/i | | 4.98 | | | | | | | | | | | | | | |
| Hills Food Stores | n/i | S | 4.99 | 4.99 | | 6.99 | | | | | | | | | | 3.19 | | |
| IGA Stores SE | Tender Ridge | | | | | | | | 2.40 | | 2.98 | | 3.40 | 3.40 | | | | |
| | n/i | | | 5.99 | | | | | 3.69 | | | | 3.99 | 3.69 | | | | |

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| State | Supermarket | Label | KEY | Rib Roasts | | Loin Roasts (boneless) | | | | Round Roasts (boneless) | | | | | | Conditions | | |
|------------------|----------------------|-------------------|-------|------------|-------|------------------------|-------------|------------|---------|-------------------------|-----------|-------------|----------|--------------|------|------------|--------------|--|
| | | | | Bone In | Bnls | Filet Mignon | Tender loin | Strip Loin | Tri-Tip | Bottom Round | Top Round | Sirloin Tip | Top Butt | Eye of Round | Rump | | London Broil | |
| NC (cont) | Ingle's Market | Ingle's Premium | C | 7.98 | | | | | | 2.98 | | | | | | | | |
| | | Ingle's Certified | C | | | | 10.98 | | | | | | | | | | | |
| | Just \$ave Foods | Angus | C | | | | | | | 2.98 | | 2.98 | | | | | | |
| | Lidl | n/i | | | 7.99 | | 9.99 | | | | | | | | | | | |
| | Lowe's Foods | n/i | G | 5.97 | | | 10.99 | | | | | | | | | | | |
| | | Black Angus | | | | | 12.99 | | | | | | | | | | | |
| | | Angus | C | 11.97 | | | 14.99 | | | | | | | | | | | |
| | | Angus | P | | | | | | | 4.99 | | | | | | | | |
| | Piggly Wiggly Retail | n/i | | 7.88 | | | | | | | | 2.99 | | | | | 3.69 | |
| | Piggly Wiggly Stores | Preferred Angus | | 7.98 | | | | | | | | 2.98 | | | | | | |
| | Publix | Publix | C | 7.99 | | | 11.99 | | | | | 3.99 | | | | | 3.99 | |
| | Save-a-Lot | n/i | C | | | | | | | 2.99 | | | | | | | | |
| | | n/i | | | 4.99 | | | | | | | | | | | | | |
| | Sprout's Market | n/i | C | 9.99 | 11.99 | 16.99 | 14.99 | | | | | | | | | | | |
| | | n/i | P | 12.99 | | | | | | | | | | | | | | |
| The Fresh Market | n/i | C | 9.99 | | | 11.99 | | | | | | | | | | | | |
| | n/i | P | | | | 15.99 | | | | | | | | | | | | |
| WFM South | n/i | A | 12.99 | 13.99 | | 29.99 | | | | | | | | | | | | |
| SC | ALDI | n/i | C | | | | | | | | | 3.99 | | | | | | |
| | Bi-Lo | Gold Star | C | | | | | | | 4.99 | 4.99 | | | | 4.99 | 4.99 | | |
| | Earth Fare | n/i | G | 8.99 | | | 9.99 | 9.99 | | | | 4.99 | | | | | | |
| | Food Lion | n/i | C | | | | | | | 4.49 | | | | | | 4.99 | | |
| | Galaxy Foods | Tender Ridge | | | | | | | | 2.98 | | | | | 3.28 | | | |
| | Harris Teeter | HT Rancher | | 5.99 | | 11.99 | 9.99 | 6.99 | | | | | | | | | | |
| | | HT Reserve | C | 6.99 | | 12.99 | 10.99 | 7.99 | | | | | | | | | | |
| | Harvey's | Angus | C | | | | | | | 4.98 | 4.98 | | | 4.98 | 4.98 | | | |
| | | n/i | | 4.98 | | | | | | | | | | | | | | |
| | Hills Food Stores | n/i | S | 4.99 | 4.99 | | 6.99 | | | | | | | | | | 3.19 | |
| | IGA Stores SE | Tender Ridge | | | | | | | | | 2.40 | | 2.98 | | 3.40 | 3.40 | | |
| | | n/i | | | 5.99 | | | | | | 3.69 | | | | 3.99 | 3.69 | | |
| | Ingle's Market | Ingle's Premium | C | 7.98 | | | | | | | 2.98 | | | | | | | |
| | | Ingle's Certified | C | | | | 10.98 | | | | | | | | | | | |
| | Kroger Atlanta | n/i | C | 8.99 | | | | 6.99 | | | 3.99 | | | | 3.99 | | | |
| Lidl | n/i | | | 7.99 | | 9.99 | | | | | | | | | | | | |
| Lowe's Foods | n/i | G | 5.97 | | | 10.99 | | | | | | | | | | | | |
| | Black Angus | | | | | 12.99 | | | | | | | | | | | | |

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| State | Supermarket | Label | KEY | Rib Roasts | | Loin Roasts (boneless) | | | | Round Roasts (boneless) | | | | | | Conditions | | |
|--------------|---------------------|-------------------|-------|------------|-------|------------------------|-------------|------------|---------|-------------------------|-----------|-------------|----------|--------------|------|------------|--------------|--|
| | | | | Bone In | Bnls | Filet Mignon | Tender loin | Strip Loin | Tri-Tip | Bottom Round | Top Round | Sirloin Tip | Top Butt | Eye of Round | Rump | | London Broil | |
| SC (cont) | Lowe's Foods | Angus | C | 11.97 | | | 14.99 | | | | | | | | | | | |
| | (continued) | Angus | P | | | | | | | 4.99 | | | | | | | | |
| | Publix | Publix | C | 7.99 | | | 11.99 | | | | | 3.99 | | | | | 3.99 | |
| | PW Carolina Co. | Pig's Pride | | | | | | | | 3.99 | | | | | | | | |
| | Quality Foods | n/i | | 8.49 | | | | | | | | 3.39 | | | | | | |
| | Save-a-Lot | n/i | C | | | | | | | 2.99 | | | | | | | | |
| | | n/i | | | 4.99 | | | | | | | | | | | | | |
| | Sprout's Market | n/i | C | 9.99 | 11.99 | 16.99 | 14.99 | | | | | | | | | | | |
| | | n/i | P | 12.99 | | | | | | | | | | | | | | |
| | The Fresh Market | n/i | C | 9.99 | | | 11.99 | | | | | | | | | | | |
| | n/i | P | | | | 15.99 | | | | | | | | | | | | |
| WFM South | n/i | A | 12.99 | 13.99 | | 29.99 | | | | | | | | | | | | |
| TN | ALDI | n/i | C | | | | | | | | | 3.99 | | | | | | |
| | Cash Saver Memphis | Angus | C | | | | | | | | | 3.95 | | | | | | |
| | Chappell's | n/i | | | | | | | | 4.49 | 4.39 | 4.69 | | | 4.69 | 4.49 | | |
| | E.W. James | Black Canyon | | 8.98 | | | | | | 3.08 | | | | | 3.08 | | | |
| | Earth Fare | n/i | G | 8.99 | | | 9.99 | 9.99 | | | | 4.99 | | | | | | |
| | Food Country | Preferred Angus | C | | | | | | | | | 3.48 | | | | | | |
| | Food Giant | Black Canyon | | 8.99 | | | | | | 2.99 | 3.39 | 2.99 | | | 2.99 | | | |
| | Food Lion | n/i | C | | | | | | | 4.49 | | | | | | 4.99 | | |
| | Food Rite | Black Canyon | | | 9.99 | | | | | | | | | | | | | |
| | H.G. Hill | Black Canyon | S | | 10.99 | | | | | 2.79 | | 3.49 | | | 2.99 | | | |
| | IGA Houchen's | n/i | | | | | | | | | | 3.59 | | | | | | |
| | IGA Stores OH/KY | n/i | C | | | | | 6.49 | | | | 3.69 | | | | | | |
| | IGA Stores SE | Tender Ridge | | | | | | | | 2.40 | | 2.98 | | 3.40 | 3.40 | | | |
| | | n/i | | | 5.99 | | | | | 3.69 | | | | 3.99 | 3.69 | | | |
| | Ingle's Market | Ingle's Premium | C | 7.98 | | | | | | 2.98 | | | | | | | | |
| | | Ingle's Certified | C | | | | 10.98 | | | | | | | | | | | |
| | Kroger Delta | n/i | C | 8.99 | | | 12.99 | | | | | 3.99 | | 3.99 | | | | |
| | Kroger Mid-Atlantic | n/i | C | 8.99 | | | 12.99 | | | 2.99 | | | | 2.99 | | | | |
| | Kroger Nashville | n/i | C | | 6.99 | | | 6.99 | | | | 5.99 | | | | | | |
| | Luckys Supermrkts | Black Canyon | | | 10.99 | | | | | 2.99 | | 3.49 | | | | | | |
| Osborne's | n/i | | | | | | | | | | 2.99 | | 3.49 | | | | | |
| Publix | Publix | C | 7.99 | | | 11.99 | | | | | 3.99 | | | | | 3.99 | | |
| Save-a-Lot | n/i | C | | | | | | | 2.99 | | | | | | | | | |
| | n/i | | | 4.99 | | | | | | | | | | | | | | |

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| State | Supermarket | Label | KEY | Rib Roasts | | Loin Roasts (boneless) | | | | Round Roasts (boneless) | | | | | | Conditions | | |
|----------------------|---------------------|-------------------|------|------------|-------|------------------------|-------------|------------|---------|-------------------------|-----------|-------------|----------|--------------|------|------------|--------------|--|
| | | | | Bone In | Bnls | Filet Mignon | Tender loin | Strip Loin | Tri-Tip | Bottom Round | Top Round | Sirloin Tip | Top Butt | Eye of Round | Rump | | London Broil | |
| TN (cont) | Sprout's Market | n/i | C | 9.99 | 11.99 | 16.99 | 14.99 | | | | | | | | | | | |
| | | n/i | P | 12.99 | | | | | | | | | | | | | | |
| | TC Grocers | n/i | S | | | | | 4.99 | | | | | | | | | | |
| | The Fresh Market | n/i | C | 9.99 | | | 11.99 | | | | | | | | | | | |
| | | n/i | P | | | | 15.99 | | | | | | | | | | | |
| | Tietgen's | n/i | | | | | | | | | | | 2.99 | | | | | |
| | WFM South | n/i | A | 12.99 | 13.99 | | 29.99 | | | | | | | | | | | |
| VA | ALDI | n/i | C | | | | | | | | | 3.99 | | | | | | |
| | Earth Fare | n/i | G | 8.99 | | | 9.99 | 9.99 | | | | 4.99 | | | | | | |
| | Food Country | Preferred Angus | C | | | | | | | | | 3.48 | | | | | | |
| | Food Lion | n/i | C | | | | | | | 4.49 | | | | | | 4.99 | | |
| | Galaxy Foods | Tender Ridge | | | | | | | | 2.98 | | | | | 3.28 | | | |
| | Giant Food | Giant | P | | | | | | | | | | 4.99 | | | 4.99 | | |
| | | Butcher Shop | C | 7.99 | | | | 6.99 | | | | | | | | | | |
| | Grant's Market | Black Canyon | | | | | | | | | | 2.99 | | | | | 2.99 | |
| | Great Valu Markets | n/i | C | | | | | 5.99 | | | | | | | | | 2.99 | |
| | | Star Ranch | C | 10.99 | | | | | | | 3.99 | | | | | | | |
| | Harris Teeter | HT Rancher | | 5.99 | | 11.99 | 9.99 | 6.99 | | | | | | | | | | |
| | | HT Reserve | C | 6.99 | | 12.99 | 10.99 | 7.99 | | | | | | | | | | |
| | IGA Houchen's | n/i | | | | | | | | | | 3.59 | | | | | | |
| | IGA Stores SE | Tender Ridge | | | | | | | | 2.40 | | 2.98 | | 3.40 | 3.40 | | | |
| | | n/i | | | 5.99 | | | | | 3.69 | | | | 3.99 | 3.69 | | | |
| | Ingle's Market | Ingle's Premium | C | 7.98 | | | | | | 2.98 | | | | | | | | |
| | | Ingle's Certified | C | | | | 10.98 | | | | | | | | | | | |
| | Kroger Mid-Atlantic | n/i | C | 8.99 | | | | 12.99 | | | 2.99 | | | 2.99 | | | | |
| | Lidl | n/i | | | 7.99 | | | 9.99 | | | | | | | | | | |
| | Lowe's Foods | n/i | G | 5.97 | | | | 10.99 | | | | | | | | | | |
| | | Black Angus | | | | | | 12.99 | | | | | | | | | | |
| | | Angus | C | 11.97 | | | | 14.99 | | | | | | | | | | |
| | | Angus | P | | | | | | | | 4.99 | | | | | | | |
| Martins Foods | Butcher Shop | C | 8.99 | | | | | 7.99 | | 40% off | | | 40% off | | | | | |
| Piggly Wiggly Retail | n/i | | 7.88 | | | | | | | | 2.99 | | | | | 3.69 | | |
| Piggly Wiggly Stores | Preferred Angus | | 7.98 | | | | | | | | 2.98 | | | | | | | |
| PriceRite Market | n/i | G | | | | 7.99 | | | | | | | | | | | Australia | |
| Publix | Publix | C | 7.99 | | | | 11.99 | | | | 3.99 | | | | | 3.99 | | |
| Safeway Eastern | n/i | C | 8.99 | | | | 12.99 | | | 3.99 | | | 3.99 | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

**Thanksgiving 2018
BEEF**

prices in \$US per pound unless otherwise noted.

(KEY: P=Prime; C=Choice; S=Select; A=antibiotic-free; O= organic; G=grass-fed; K=kosher; H=halal)

| State | Supermarket | Label | KEY | Rib Roasts | | Loin Roasts (boneless) | | | | Round Roasts (boneless) | | | | | | Conditions | |
|------------------|----------------------|-----------------|-------|------------|------|------------------------|-------------|------------|---------|-------------------------|-----------|-------------|----------|--------------|------|------------|--------------|
| | | | | Bone In | Bnls | Filet Mignon | Tender loin | Strip Loin | Tri-Tip | Bottom Round | Top Round | Sirloin Tip | Top Butt | Eye of Round | Rump | | London Broil |
| VA (cont) | Save-a-Lot | n/i | C | | 4.99 | | | | | 2.99 | | | | | | | Australia |
| | Shop'n Save | n/i | C | | | | | | | | 3.99 | 3.99 | | | | | |
| | Star Ranch | n/i | C | 7.99 | | | 11.99 | | | 2.98 | 4.19 | 2.98 | | 4.49 | | | |
| | Shoppers | n/i | C | | | | | | 4.99 | 4.99 | | | | | | | |
| | Shoppers Value | n/i | C | 5.99 | 5.99 | | | | | | 2.99 | | | 2.96 | | 2.99 | |
| | The Fresh Market | n/i | C | 9.99 | | | 11.99 | | | | | | | | | | |
| | | n/i | P | | | | 15.99 | | | | | | | | | | |
| | Wegmans | Wegmans | C | | | 23.49 | 13.99 | | | | | 5.49 | 7.49 | 5.49 | | | |
| | | Wegmans | P | | | | 31.99 | | | | | | | | | | |
| | | Wegmans | A | | | | | | | | 10.49 | | | | | | |
| Weis Markets | Angus | C | | | | | | | | 2.49 | | | 2.49 | | 3.99 | | |
| WFM Mid-Atlantic | n/i | A | 12.99 | 13.99 | | | 29.99 | | | | | | | | | | |
| WV | ALDI | n/i | C | | | | | | | | | 3.99 | | | | | Australian |
| | Food Fair | Black Canyon | C | 7.99 | | | | | | | | 2.99 | | | | | |
| | Food Lion | n/i | C | | | | | | | 4.49 | | | | | | 4.99 | |
| | Foodland | n/i | C | | | 10.99 | | | | 3.48 | | | 4.49 | | | | |
| | | n/i | C | 7.99 | 8.99 | 11.99 | | | | | | | | | | | |
| | Star Ranch | Angus | C | | | | | | | 2.98 | | 3.99 | | | | | |
| | Galaxy Foods | Tender Ridge | C | | | | | | | 2.98 | | | | | 3.28 | | |
| | Giant Eagle | n/i | C | 8.99 | | | 11.99 | | | | | | | | | | |
| | | Angus | C | 9.99 | | | 13.99 | | | | | | | | | | |
| | | Market District | C | 9.99 | | | 13.99 | | | | | | | | | 3.49 | |
| | Grant's Market | Black Canyon | C | | | | | | | | | 2.99 | | | | 2.99 | |
| | IGA Stores SE | Tender Ridge | C | | | | | | | 2.40 | | 2.98 | 3.40 | 3.40 | | | |
| | | n/i | C | | 5.99 | | | | | 3.69 | | | 3.99 | 3.69 | | | |
| | Kroger Columbus | n/i | C | 8.99 | | | | | | | | | | | | | |
| | Kroger Mid-Atlantic | n/i | C | 8.99 | | | 12.99 | | | 2.99 | | | | 2.99 | | | |
| | Martins Foods | Butcher Shop | C | 8.99 | | | | 7.99 | | 40% off | | | | 40% off | | | |
| | Piggly Wiggly Stores | Preferred Angus | C | 7.98 | | | | | | | | 2.98 | | | | | |
| | Riesbeck's | Hereford | C | | | | | | | 3.99 | 3.99 | | | | | | |
| Save-a-Lot | n/i | C | | | | | | | 2.99 | | | | | | | | |
| | n/i | C | | 4.99 | | | | | | | | | | | | | |

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| State | Supermarket | Label | KEY | Rib Roasts | | Loin Roasts (boneless) | | | | Round Roasts (boneless) | | | | | | Conditions | |
|--------------|-----------------|-------|-----|------------|------|------------------------|-------------|------------|---------|-------------------------|-----------|-------------|----------|--------------|------|------------|--------------|
| | | | | Bone In | Bnls | Filet Mignon | Tender loin | Strip Loin | Tri-Tip | Bottom Round | Top Round | Sirloin Tip | Top Butt | Eye of Round | Rump | | London Broil |
| WV (cont) | Shop'n Save | n/i | C | | | | | | | | 3.99 | 3.99 | | | | | Australia |
| | Star Ranch | n/i | C | | | | 11.99 | | | 2.98 | 4.19 | 2.98 | | 4.49 | | | |
| | Shoppers Value | n/i | | 7.99 | | | | | | | | | | | | | |
| | Sparkle Markets | n/i | C | 5.99 | 5.99 | | | | | | 2.99 | | | 2.96 | | 2.99 | |
| | Weis Markets | Angus | C | | | | | | | | 2.49 | | | 2.49 | | 3.99 | |

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| State | Supermarket | Label | KEY | Rib Roasts | | Loin Roasts (boneless) | | | | Round Roasts (boneless) | | | | | | Conditions | |
|--|----------------------|-------------------|-------|------------|-------|------------------------|-------------|------------|---------|-------------------------|-----------|-------------|----------|--------------|------|------------|--------------|
| | | | | Bone In | Bnls | Filet Mignon | Tender loin | Strip Loin | Tri-Tip | Bottom Round | Top Round | Sirloin Tip | Top Butt | Eye of Round | Rump | | London Broil |
| MIDWESTERN U.S. - IA,IL,IN,MI,MN,ND,NE,OH,SD,WI | | | | | | | | | | | | | | | | | |
| IA | ALDI | n/i | C | | | | | | | | | 3.99 | | | | | |
| | AW Grocers | Angus | C | | 8.99 | | | | | 2.98 | | 3.79 | | 3.79 | | | |
| | | n/i | | | 12.99 | | | | | | | | | | | | |
| | Brother's Market | n/i | C | | | | | | | | | | | | 2.99 | | |
| | Family Fare | Open Acres | C | 8.99 | | | | | | 3.99 | 3.99 | | | | | | |
| | | n/i | | | | 6.99 | | | | | | | | | | | |
| | Family Foods | Angus Pride | | | | | | | | 3.99 | 3.99 | | | 3.99 | | | |
| | Fareway | n/i | C | 8.99 | 9.99 | | | | | | | | | | | | |
| | Fisher's Jack & Jill | n/i | C | 8.99 | | | | | | 3.29 | | | | | | | |
| | | n/i | P | 9.99 | | | | | | | | 3.99 | | | | | |
| | Food Pride | Angus | C | 6.99 | | | | | | | | | | | | | |
| | | n/i | | 6.49 | 10.99 | | | 5.99 | | | | | | | | | |
| | | Angus Pride | C | | | | | | | 3.69 | | | | | | | |
| | Fresh Thyme | n/i | | | | | 14.99 | | | | 3.99 | 3.49 | | 3.49 | 3.49 | 4.99 | |
| | Hometown Foods | Angus | C | 10.99 | | | | | | 3.99 | | | | | 3.99 | | |
| | Hy-Vee | Angus Reserve | C | 9.99 | 10.99 | | | 15.99 | | 2.99 | | | | | | | |
| | | HV Choice Reserve | C | 10.99 | 11.99 | | | | | | | 3.88 | | | | | |
| | Jewel-Osco | n/i | C | 9.99 | | | | | | 4.99 | 2.49 | 4.99 | | BOGO | | | |
| | Lucky's Market | n/i | C | 8.98 | | | | | | | 3.98 | 3.98 | | | | | |
| | | n/i | P | 12.99 | | | | | | | | | | | | | |
| | Maynard's | Star Ranch | S | | 9.99 | | | | | | | | | | | 3.59 | |
| No Frills | Open Acres | C | 8.99 | | | | | | 3.99 | 3.99 | | | | | 4.99 | | |
| | n/i | | | | | 6.99 | | | | | | | | | | | |
| Price Chopper | KC Pride | | 8.99 | | | | | 5.99 | | | | | | | 3.99 | | |
| Quillin's | Chairmans Reserve | | | | | | | | | | 3.49 | | 3.49 | | | | |
| Russ's Market | n/i | C | 8.99 | | | | | | 3.49 | 3.49 | | 4.99 | | | | | |
| Save-a-Lot | n/i | C | | | | | | | 2.99 | | | | | | | | |
| | n/i | | | 4.99 | | | | | | | | | | | | | |
| Schnuck's | Angus | C | | 9.99 | | | | | 2.99 | 3.49 | | | | 3.49 | 3.99 | | |
| Sunshine Foods | n/i | C | 9.99 | | | | | | | | | | | | | | |
| Super Saver | Star Ranch | | | 8.88 | | | | | | 3.48 | | | | | | | |
| Thriftway Stores | n/i | | | | | | | | | | | | | 2.99 | | | |
| WFM Midwest | n/i | A | 12.99 | 13.99 | | | 29.99 | | | | | | | | | | |
| IL | ALDI | n/i | C | | | | | | | | 3.99 | | | | | | |
| | Angelo Caputo's | Iowa Angus | C | 9.99 | 11.99 | | 6.99 | | | 3.69 | 3.99 | 3.89 | | 4.29 | | | |

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| State | Supermarket | Label | KEY | Rib Roasts | | Loin Roasts (boneless) | | | | Round Roasts (boneless) | | | | | | Conditions | |
|---------------|----------------------|---------------|-----|------------|-------|------------------------|-------------|------------|---------|-------------------------|-----------|-------------|----------|--------------|------|------------|--------------|
| | | | | Bone In | Bnls | Filet Mignon | Tender loin | Strip Loin | Tri-Tip | Bottom Round | Top Round | Sirloin Tip | Top Butt | Eye of Round | Rump | | London Broil |
| IL (cont) | AW Grocers | Angus | C | | 12.99 | | | | | 3.99 | | 3.79 | | 3.79 | | | |
| | Berkot's | Berkot's | C | | | | 8.99 | | | | | 5.99 | | | | 4.99 | |
| | | n/i | P | | 10.99 | | | | | | | | | | | | |
| | Borowiak's IGA | IGA TableRite | | | | | | | | 3.48 | | 3.49 | | | | 3.48 | |
| | | n/i | | | | | | | | | | 2.99 | | | | | |
| | Brookhaven | Angus | C | | | | | | | 3.49 | 3.49 | 3.49 | | | | | |
| | | n/i | | | | | | 6.99 | | | | | | | | | |
| | Butera Market | n/i | | | | | 5.99 | 3.99 | | | | | | | | | |
| | | Angus | C | | | | | | | | | 4.99 | | 3.99 | | 3.69 | |
| | County Market NFI | Angus | C | | 10.99 | | | | 10.99 | | 2.99 | | | | | | |
| | Cub Foods | n/i | C | | 9.99 | | | | 9.99 | | | | 4.99 | | | | |
| | Dierberg's | Angus | C | | | | | | | | | | | 4.99 | | 5.99 | |
| | Fairplay Foods | Angus | C | | 7.99 | | | | | | | 2.99 | 2.99 | | | | 3.69 |
| | Fareway | n/i | C | | 8.99 | 9.99 | | | | | | | | | | | |
| | Fisher's Jack & Jill | n/i | C | | 8.99 | | | | | | 3.29 | | | | | | |
| | | n/i | P | | 9.99 | | | | | | | | 3.99 | | | | |
| | Food Pride | Angus | C | | 6.99 | | | | | | | | | | | | |
| | | n/i | | | 6.49 | 10.99 | | | 5.99 | | | | | | | | |
| | | Angus Pride | C | | | | | | | | 3.69 | | | | | | |
| | Food 4 Less | n/i | C | | 6.99 | | | | | | | | | | | | |
| | Fresh Thyme | n/i | | | | | | 14.99 | | | | | 3.49 | | 3.49 | | 4.99 |
| | Garden Fresh | n/i | H | | | | | | | | | | | 4.98 | | | |
| | Heinen's | Heinen's | A | | 11.99 | | | | | | | | | | | 4.99 | |
| | Hy-Vee | Angus Reserve | C | | | | | | | | 2.99 | | | | | | |
| | IGA Houchen's | n/i | | | | | | | | | | | 3.59 | | | | |
| | IGA Stores IL/IN | IGA TableRite | | | 7.99 | | | | | | 3.49 | | | | | | |
| | Jewel-Osco | n/i | C | | 9.99 | | | | | | 4.99 | 2.49 | 4.99 | | BOGO | | |
| | Kirby Foods IGA | IGA TableRite | | | 7.99 | | | | | | 3.49 | | | | | | |
| | Kroger Central | n/i | C | | 7.99 | | | | | | 3.49 | 3.49 | | | | | |
| | Kroger Mid-South | n/i | C | | 7.99 | | | | 6.99 | | | | | 3.99 | | | |
| La Chiquita | n/i | C | | | | | | | | | | | 3.48 | | | | |
| Mariano's | Black Angus | C | | 5.99 | | | | | | | | | | | | | |
| Meijer | Angus | C | | 8.99 | | | | | | | 4.99 | | | 3.49 | | | |
| Pete's Market | Black Angus | C | | 8.99 | | | | | | | | 4.49 | | 4.99 | 4.99 | | |

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| State | Supermarket | Label | KEY | Rib Roasts | | Loin Roasts (boneless) | | | | Round Roasts (boneless) | | | | | | Conditions | |
|------------------|--------------------|-----------------|-------|------------|-------|------------------------|-------------|------------|---------|-------------------------|-----------|-------------|----------|--------------|------|------------|--------------|
| | | | | Bone In | Bnls | Filet Mignon | Tender loin | Strip Loin | Tri-Tip | Bottom Round | Top Round | Sirloin Tip | Top Butt | Eye of Round | Rump | | London Broil |
| IL (cont) | Plum Market | Grass Run Farms | G | 19.99 | | | | | | | | | | | | | |
| | | Niman Ranch | A | 16.99 | | | 25.99 | | | | | | | | | | |
| | | n/i | C | | | | 16.99 | | | | | | | | | | |
| | Piggly Wiggly MW | Angus | C | | | | | 7.99 | | | | | | | 2.99 | 3.89 | |
| | Save-a-Lot | n/i | C | | | | | | | 2.99 | | | | | | | |
| | | n/i | C | | 4.99 | | | | | | | | | | | | |
| | Schnuck's | Angus | C | | 9.99 | | | | | 2.99 | 3.49 | | | | | 3.49 | 3.99 |
| | Shop & Save Mrkt | Star Ranch | C | | | | | | | 3.49 | | | | 3.99 | | 3.49 | |
| | | n/i | H | | | | | | | | | | | | | | |
| | Sullivan's Foods | n/i | C | | 10.99 | | | | | 3.49 | 3.99 | 2.99 | | | | 3.49 | |
| | Sunset Foods | Angus | C | | | | 19.99 | | | | | | | | | | |
| | The Fresh Market | n/i | C | 9.99 | | | 11.99 | | | | | | | | | | |
| | | n/i | P | | | | 15.99 | | | | | | | | | | |
| | Tony's Finer Foods | n/i | C | 7.99 | | | | | | | | 3.99 | 3.99 | 4.49 | 2.99 | | |
| Valli Produce | Angus | C | 6.99 | 8.99 | | 10.99 | | | 2.99 | 2.99 | 2.99 | | | | | 3.99 | |
| Walt's Food Cntr | Hereford | C | 6.99 | | | | | | 3.49 | 3.79 | 3.99 | | | | | 3.99 | |
| WFM Midwest | n/i | A | 12.99 | 13.99 | | 29.99 | | | | | | | | | | | |
| IN | Al's Supermarket | Angus | C | 8.99 | | | | | | 3.49 | 3.49 | | | | | | |
| | ALDI | n/i | C | | | | | | | | | 3.99 | | | | | |
| | County Mart | Angus | C | | | | | | | 2.99 | | 2.99 | | | | | |
| | County Market NFI | Angus | C | 10.99 | | | | 10.99 | | 2.99 | | | | | | | |
| | Earth Fare | n/i | G | 8.99 | | | 9.99 | 9.99 | | | | 4.99 | | | | | |
| | Food 4 Less | n/i | C | 6.99 | | | | | | | | | | | | | |
| | Fresh Encounter | Angus Beef | C | 8.99 | | | | | | 4.99 | | | | | | | 3.99 |
| | Fresh Thyme | n/i | C | | | | 14.99 | | | | 3.99 | 3.49 | | 3.49 | 3.49 | | 4.99 |
| | Giant Eagle | n/i | C | 8.99 | | | 11.99 | | | | | | | | | | |
| | | Angus | C | 9.99 | | | 13.99 | | | | | | | | | | |
| | | Market District | C | 9.99 | | | 13.99 | | | | | | | | | | 3.49 |
| | Harding's | Tender Ridge | C | 8.99 | 9.99 | | | | | | | | | 2.99 | | | |
| | Harvest Supermrkts | Black Canyon | C | 9.99 | | | | | | | | | | | | | |
| | Holiday Foods | Star Ranch | C | | | | | | | | | 3.49 | | | | | |
| | IGA Houchen's | n/i | C | | | | | | | | | 3.59 | | | | | |
| | IGA Stores IL/IN | IGA TableRite | C | 7.99 | | | | | | 3.49 | | | | | | | |
| | IGA Stores OH/KY | n/i | C | | | | | 6.49 | | | | 3.69 | | | | | |
| | Jay C Foods | n/i | C | 7.99 | | | | 6.99 | | | | 3.99 | | | | | |
| | Jewel-Osco | n/i | C | 9.99 | | | | | | 4.99 | 2.49 | 4.99 | | BOGO | | | |
| | Kirby Foods IGA | IGA TableRite | C | 7.99 | | | | | | 3.49 | | | | | | | |

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| State | Supermarket | Label | KEY | Rib Roasts | | Loin Roasts (boneless) | | | | Round Roasts (boneless) | | | | | | Conditions | |
|---------------------|---------------------|-------------|-------|------------|-------|------------------------|-------------|------------|---------|-------------------------|-----------|-------------|----------|--------------|------|------------|------------------------------------|
| | | | | Bone In | Bnls | Filet Mignon | Tender loin | Strip Loin | Tri-Tip | Bottom Round | Top Round | Sirloin Tip | Top Butt | Eye of Round | Rump | | London Broil |
| IN <i>(cont)</i> | Kroger Central | n/i | C | 7.99 | | | | | | 3.49 | 3.49 | | | | | | antibiotic-free antibiotic-free |
| | Kroger Cincinnati | n/i | C | 7.99 | | | | | | 3.49 | 3.49 | | | | | | |
| | Kroger Mid-South | n/i | C | 7.99 | | | | 6.99 | | | | 3.99 | | | | | |
| | Lucky's Market | n/i | C | 8.98 | | | | | | | | 3.98 | 3.98 | | | | |
| | | n/i | P | 12.99 | | | | | | | | | | | | | |
| | Martin's Super Mrkt | Martin's | C | 8.99 | | | | | | | | | | | | | |
| | Meijer | Angus | C | 8.99 | | | | | | | | 4.99 | | 3.49 | | | |
| | Miller's Markets | Hereford | C | | | | | | 4.39 | | | | | 3.89 | | | |
| | | n/i | | | | | 6.99 | | | | | | | | | | |
| | Needler's Fresh | n/i | | 8.99 | | | | | 7.99 | | 4.99 | | | | | 3.99 | |
| | Save-a-Lot | n/i | C | | | | | | | 2.99 | | | | | | | |
| | | n/i | | | 4.99 | | | | | | | | | | | | |
| | Schnuck's | Angus | C | | 9.99 | | | | | 2.99 | 3.49 | | | | 3.49 | 3.99 | |
| | Strack & VanTil | Angus | C | 7.99 | | | 16.99 | 7.99 | | 2.99 | 2.99 | 4.99 | | 4.99 | 2.99 | | |
| | The Fresh Market | n/i | C | 9.99 | | | | | | | | | | | | | |
| | n/i | P | | | | | 15.99 | | | | | | | | | | |
| Walt's Food Cntr | Hereford | C | 6.99 | | | | | | | 3.49 | 3.79 | 3.99 | | | 3.99 | | |
| Wesselman's | Star Ranch | | | | | | | | 3.49 | 3.99 | | | | | | | |
| WFM Midwest | n/i | A | 12.99 | 13.99 | | | 29.99 | | | | | | | | | | |
| MI | ALDI | n/i | C | | | | | | | | | 3.99 | | | | | |
| | AW Grocers | Angus | C | | | | | | | 3.99 | | 3.79 | | 3.79 | | | |
| | | n/i | | | 12.99 | | | | | | | | | | | | |
| | Busch's | n/i | | | | | 6.99 | | | | | | | | | | |
| | | Creekstone | C | 10.99 | | | | | | | 3.99 | | | | | | |
| | County Mart | Angus | C | | | | | | | 2.99 | | 2.99 | | | | | |
| | D&W Fresh Mrkt | Open Acres | C | 8.99 | | | | | 6.99 | 4.99 | | 4.99 | | | 4.99 | 3.99 | |
| | Earth Fare | n/i | G | 8.99 | | | 9.99 | 9.99 | | | | 4.99 | | | | | |
| | Family Fare | Open Acres | C | 8.99 | | | | | | 3.99 | 3.99 | | | | 4.99 | | |
| | | n/i | | | | | 7.99 | | | | | | | | | | |
| | Food Pride | Angus Pride | C | | | | | | | | | | | | 2.99 | | |
| | Fresh Thyme | n/i | | | | | 14.99 | | | | 3.99 | 3.49 | | 3.49 | 3.49 | 4.99 | |
| | Glory Supermarket | n/i | | 3.98 | | | | | | | | | | | 2.68 | | |
| | Great Lakes Market | Star Ranch | C | | | | | | | | 2.99 | | | | | | |
| | | n/i | | | | | 6.99 | | | | | | | | | | |
| Harding's | Tender Ridge | C | 8.99 | 9.99 | | | | | | | | | 2.99 | | | | |
| Hollywood Markets | Chairman's Reserv | C | 12.99 | | | | | | | | | | | | 3.99 | | |
| Jack's Market | Iowa Premium | C | 9.49 | 9.99 | | | | | | 3.49 | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

**Thanksgiving 2018
BEEF**

prices in \$US per pound unless otherwise noted.

(KEY: P=Prime; C=Choice; S=Select; A=antibiotic-free; O=organic; G=grass-fed; K=kosher; H=halal)

| State | Supermarket | Label | KEY | Rib Roasts | | Loin Roasts (boneless) | | | | Round Roasts (boneless) | | | | | | Conditions | |
|-----------------|---------------------|-------------------|-------|------------|-------|------------------------|-------------|------------|---------|-------------------------|-----------|-------------|----------|--------------|------|------------|------------------------------------|
| | | | | Bone In | Bnls | Filet Mignon | Tender loin | Strip Loin | Tri-Tip | Bottom Round | Top Round | Sirloin Tip | Top Butt | Eye of Round | Rump | | London Broil |
| MI (cont) | Kroger Central | n/i | C | 7.99 | | | | | | 3.49 | 3.49 | | | | | | antibiotic-free antibiotic-free |
| | Kroger Columbus | n/i | C | 8.99 | | | | | | | | | | | | | |
| | Kroger Michigan | n/i | C | 8.99 | | | | | | 3.49 | | | | | 3.49 | | |
| | Louie's Market | Angus | C | | | | | | | 3.19 | | 3.39 | | | | | |
| | Lucky's Market | n/i | C | 8.98 | | | | | | | | 3.98 | 3.98 | | | | |
| | | n/i | P | 12.99 | | | | | | | | | | | | | |
| | Martin's Super Mrkt | Martin's | C | 8.99 | | | | | | | | | | | | | |
| | Meijer | Angus | C | 8.99 | | | | | | | | 4.99 | | 3.49 | | | |
| | Miller's Markets | Hereford | C | | | | | | 4.39 | | | | | 3.89 | | | |
| | | n/i | | | | | 6.99 | | | | | | | | | | |
| | Pat's Food IGA | Angus | C | 10.99 | | | | | | | | 4.29 | 4.29 | | | | |
| | Plum Market | Grass Run Farms | G | 19.99 | | | | | | | | | | | | | |
| | | Niman Ranch | A | 16.99 | | | | 25.99 | | | | | | | | | |
| | | n/i | C | | | | | 16.99 | | | | | | | | | |
| | Polly's Market | Iowa Angus | C | | 10.79 | | | | | 5.99 | 3.49 | 3.49 | 3.79 | | | 3.99 | |
| | Ric's Food Center | n/i | C | | | | | | | | 3.69 | | 3.49 | | | | |
| | Save-a-Lot | n/i | C | | | | | | | | 2.99 | | | | | | |
| | | n/i | | | 4.99 | | | | | | | | | | | | |
| Super One Foods | Black Angus | C | | | | | | 6.96 | | | | | 3.99 | | | | |
| Tadych's | Angus Pride | C | | | | | | | | | | 3.39 | 3.99 | | | | |
| Tom's/Oleson's | n/i | C | | | | | | | | | | 3.99 | 3.99 | | | | |
| VG's Grocery | Open Acres | C | 7.99 | | | | | | | 3.99 | 3.99 | | | | 4.99 | | |
| | n/i | | | | | | 7.99 | | | | | | | | | | |
| WFM Midwest | n/i | A | 12.99 | 13.99 | | | 29.99 | | | | | | | | | | |
| MN | ALDI | n/i | C | | | | | | | | | 3.99 | | | | | |
| | AW Grocers | n/i | C | 9.99 | | | | | | | | | | | 3.49 | | |
| | | Angus | C | | 8.99 | | | | | | 2.98 | | 3.79 | 3.79 | | | |
| | | n/i | | | 12.99 | | | | | | | | | | | | |
| | Cash Wise | Hereford | C | | 8.88 | | | | | | | | 4.88 | | | | |
| | Coborn's | Hereford | C | | 8.88 | | | 7.88 | | | | | 4.98 | | 3.88 | | |
| | County Mart | Angus | C | | | | | | | 2.99 | | 2.99 | | | | | |
| | Cub Foods | n/i | C | 9.99 | | | | | 9.99 | | | | 4.99 | | | | |
| | Dick's Fresh Market | Revier Cattle Co. | C | | | | | | | | | | 2.99 | 3.49 | | | |
| | Econofoods | Open Acres | C | | | | 6.99 | | | 3.99 | 3.99 | | | | | | |
| | Family Fare | Open Acres | C | 8.99 | | | | | | 3.99 | 3.99 | | | | | | |
| | n/i | | | | | | 6.99 | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

**Thanksgiving 2018
BEEF**

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| State | Supermarket | Label | KEY | Rib Roasts | | Loin Roasts (boneless) | | | | Round Roasts (boneless) | | | | | | Conditions | |
|-------------------|--------------------|-------------------|-------|------------|-------|------------------------|-------------|------------|---------|-------------------------|-----------|-------------|----------|--------------|------|------------|--------------|
| | | | | Bone In | Bnls | Filet Mignon | Tender loin | Strip Loin | Tri-Tip | Bottom Round | Top Round | Sirloin Tip | Top Butt | Eye of Round | Rump | | London Broil |
| MN (cont) | Family Fresh | Open Acres | C | 8.99 | | | 6.99 | | | 3.99 | 3.99 | | | | | | |
| | | n/i | | | | | | | | | | | | | | | |
| | Fareway | n/i | C | 8.99 | 9.99 | | | | | | | | | | | | |
| | Festival | Black Angus | C | 9.99 | | | | | | | | 3.99 | | | | | |
| | Food Pride | Angus Pride | C | | | | | | | | | | | | 2.99 | | |
| | Fresh Thyme | n/i | | | | | 14.99 | | | | | 3.99 | 3.49 | 3.49 | 3.49 | 4.99 | |
| | Hornbacher's | Stockman&Dakota | | 9.99 | | | | 8.99 | | | | 4.99 | | | | | |
| | Hugo's | Angus Pride | C | 9.99 | | | | 7.99 | | 3.99 | 4.49 | 3.69 | 5.99 | | | | |
| | Hy-Vee | Angus Reserve | C | | | | | | | 2.99 | | | | | | | |
| | Lunds & Byerly's | Premium Choice | C | | | | | 12.99 | | | | | | | | | |
| | Marketplace Foods | Angus Pride | C | | 11.98 | | | | | | | | | | | 3.98 | |
| | Maynard's | Star Ranch | S | | 9.99 | | | | | 3.59 | | | | | | 3.59 | |
| | Nilssen's Foods | Angus Pride | C | | 9.99 | | | | | | | | | | | 3.99 | |
| | Quillin's | Chairmans Reserve | | | | | | | | | | 3.49 | | 3.49 | | | |
| | Save-a-Lot | n/i | C | | | | | | | 2.99 | | | | | | | |
| | | n/i | | | 4.99 | | | | | | | | | | | | |
| | Sun Mart | Open Acres | C | 8.99 | | | | | | 3.99 | 3.99 | | | | | | |
| | | n/i | | | | | 6.99 | | | | | | | | | | |
| | Sunshine Foods | n/i | C | 9.99 | | | | | | | | | | | 3.99 | | |
| | Super One Foods | Black Angus | C | | | | | 6.96 | | | | | | | | | |
| SuperVALU Stores | Revier Cattle Co. | | | | | | | 3.28 | | | 2.99 | | | | 2.99 | | |
| | Angus Farms | C | | | | | | | | 3.79 | | | | | | | |
| Teal's Market | Angus Pride | C | | 10.99 | | | | | | | | | | | 2.99 | | |
| WFM Midwest | n/i | A | 12.99 | 13.99 | | | 29.99 | | | | | | | | | | |
| ND | Albert./Safe. Mntn | Double R Ranch | C | 7.99 | | | | 7.99 | 6.99 | 2.77 | | | | 4.99 | | 3.77 | |
| | AW Grocers | Angus | C | | | | | | | 3.99 | | 3.79 | | 3.79 | | | |
| | | n/i | | | 12.99 | | | | | | | | | | | | |
| | Cash Wise | Hereford | C | | 8.88 | | | | | | | | 4.88 | | | | |
| | Dan's | Open Acres | C | | 9.99 | | | | | 3.99 | 3.99 | | | | | 4.99 | |
| | | n/i | | | | | 6.99 | | | | | | | | | | |
| | Family Fare | Open Acres | C | 8.99 | | | | | | 3.99 | 3.99 | | | | | | |
| | | n/i | | | | | 6.99 | | | | | | | | | | |
| | Food Pride | Angus Pride | C | | | | | | | | | | | | 2.99 | | |
| | Hornbacher's | Stockman&Dakota | | 9.99 | | | | 8.99 | | | | 4.99 | | | | | |
| | Hugo's | Angus Pride | C | 9.99 | | | | 7.99 | | 3.99 | 4.49 | 3.69 | 5.99 | | | | |
| | Leever's Foods | Preferred Angus | | | | | | 7.99 | | 3.49 | 3.99 | | | 3.99 | | | |
| Marketplace Foods | Angus Pride | C | | 11.98 | | | | | | | | | | | 3.98 | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

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| State | Supermarket | Label | KEY | Rib Roasts | | Loin Roasts (boneless) | | | | Round Roasts (boneless) | | | | | | Conditions | | |
|------------------|---------------------|----------------------------|--------|------------|-------|------------------------|-------------|------------|---------|-------------------------|-----------|-------------|----------|--------------|------|------------|--------------|--|
| | | | | Bone In | Bnls | Filet Mignon | Tender loin | Strip Loin | Tri-Tip | Bottom Round | Top Round | Sirloin Tip | Top Butt | Eye of Round | Rump | | London Broil | |
| ND (cont) | Miller's Fresh | Angus Pride | C | | | | | 9.99 | | 3.49 | 4.29 | | | | | | | |
| | SuperVALU Stores | Revier Cattle Co. | C | | | | | | 3.28 | | | 2.99 | | | 2.99 | | | |
| | Teal's Market | Angus Farms Angus Pride | C C | | 10.99 | | | | | | | 3.79 | | | | 2.99 | | |
| NE | Albert/Safe. Denver | Colorado Angus | C | 9.99 | | 9.97 | | | | 2.97 | | | | | | | | |
| | | Open Nature | G | | | | | | | 5.99 | | | | | | | 6.99 | |
| | ALDI | n/i | C | | | | | | | | | 3.99 | | | | | | |
| | Apple Markets | n/i | C | | | | | | | 2.99 | | | | | | | | |
| | AW Grocers | n/i | C | 9.99 | | | | | | | | | | | | 3.49 | | |
| | | Angus | C | | 8.99 | | | | | 2.98 | | | 3.79 | | 3.79 | | | |
| | | n/i | C | | 12.99 | | | | | | | | | | | | | |
| | Baker's | n/i | C | 8.99 | | | | 5.99 | | 3.49 | 3.49 | | | | | | | |
| | Family Fare | Open Acres | C | 8.99 | | | | | | 3.99 | 3.99 | | | | | | | |
| | | n/i | C | | | | | 6.99 | | | | | | | | | | |
| | Family Fresh | Open Acres | C | 8.99 | | | | | | 3.99 | 3.99 | | | | | | | |
| | | n/i | C | | | | | 6.99 | | | | | | | | | | |
| | Fareway | n/i | C | 8.99 | 9.99 | | | | | | | | | | | | | |
| | Food Pride | Angus Pride | C | | | | | | | | | | | | | 2.99 | | |
| | Fresh Thyme | n/i | C | | | | | 14.99 | | | | 3.99 | 3.49 | | 3.49 | 3.49 | 4.99 | |
| | Hy-Vee | Angus Reserve | C | | | | | | | 2.99 | | | | | | | | |
| No Frills | Open Acres | C | 8.99 | | | | | | 3.99 | 3.99 | | | | | | | 4.99 | |
| | n/i | C | | | | | 6.99 | | | | | | | | | | | |
| Russ's Market | n/i | C | 8.99 | | | | | | 3.49 | 3.49 | | 4.99 | | | | | | |
| Super Saver | Star Ranch | C | | 8.88 | | | | | | | 3.48 | | | | | | | |
| Thriftway Stores | n/i | C | | | | | | | | | | | | | 2.99 | | | |
| WFM Midwest | n/i | A | 12.99 | 13.99 | | | 29.99 | | | | | | | | | | | |
| OH | Acme Fresh Market | Angus | C | 9.99 | | | | | | | | | | 3.99 | | | | |
| | | n/i | C | | | | 12.99 | | | | | | | | | | | |
| | ALDI | n/i | C | | | | | | | | | 3.99 | | | | | | |
| | Buehler's | n/i | C | | | | 6.99 | | | | | | | | | | | |
| | | Open Acres | C | | | | | | | | 3.69 | | | | | | 3.69 | |
| | Dave's Markets | Angus | C | 8.99 | | | | | | | | | | | | | | |
| | Earth Fare | n/i | G | 8.99 | | | 9.99 | 9.99 | | | | 4.99 | | | | | | |
| | Fisher Foods | Angus | C | | | | | | | | 2.99 | | | | | | | |
| | Food Fair | Black Canyon | C | 7.99 | | | | | | | | 2.99 | | | | | | |
| Fresh Encounter | Angus Beef | C | 8.99 | | | | | | 4.99 | | | | | | | 3.99 | | |
| | n/i | C | | | | | 14.99 | | | | 3.99 | 3.49 | | 3.49 | 3.49 | 4.99 | | |

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| State | Supermarket | Label | KEY | Rib Roasts | | Loin Roasts (boneless) | | | | Round Roasts (boneless) | | | | | | Conditions | | |
|--------------|---------------------|----------------------|-----------------|------------|-------|------------------------|-------------|------------|---------|-------------------------|-----------|-------------|----------|--------------|------|------------|--------------|-----------------|
| | | | | Bone In | Bnls | Filet Mignon | Tender loin | Strip Loin | Tri-Tip | Bottom Round | Top Round | Sirloin Tip | Top Butt | Eye of Round | Rump | | London Broil | |
| OH (cont) | Giant Eagle | n/i | C | 8.99 | | | 11.99 | | | | | | | | | | | |
| | | Angus | C | 9.99 | | | 13.99 | | | | | | | | | | | |
| | | Market District | C | 9.99 | | | 13.99 | | | | | | | | | 3.49 | | |
| | | Heinen's | Heinen's | A | 11.99 | | | | | | | | | | 4.99 | | | |
| | | IGA Houchen's | n/i | | | | | | | | | 3.59 | | | | | | |
| | | IGA SpartanNash | n/i | | | | | | | | 3.49 | | | | | | | |
| | | IGA Stores OH/KY | n/i | C | | | | | 6.49 | | | 3.69 | | | | | | |
| | | Kroger Central | n/i | C | 7.99 | | | | | | 3.49 | 3.49 | | | | | | |
| | | Kroger Cincinnati | n/i | C | 7.99 | | | | | | 3.49 | 3.49 | | | | | | |
| | | Kroger Columbus | n/i | C | 8.99 | | | | | | | | | | | | | |
| | | Kroger Mid-Atlantic | n/i | C | 8.99 | | | 12.99 | | | 2.99 | | | 2.99 | | | | |
| | | Lucky's Market | n/i | C | 8.98 | | | | | | | 3.98 | 3.98 | | | | | antibiotic-free |
| | | | n/i | P | 12.99 | | | | | | | | | | | | | antibiotic-free |
| | | Marc's | n/i | C | | | | | | | | | | | | | 4.99 | |
| | | Meijer | Angus | C | 8.99 | | | | | | | 4.99 | | 3.49 | | | | |
| | | Miller's Markets | Hereford | C | | | | 6.99 | | 4.39 | | | | 3.89 | | | | |
| | | | n/i | | | | | | | | | | | | | | | |
| | | Needler's Fresh | n/i | | | | | | | | | | | | | | 3.99 | |
| | | Piggly Wiggly Stores | Preferred Angus | | 7.98 | | | | | | | | 2.98 | | | | | |
| | | Remke Markets | Angus | C | 8.99 | | | | | | 4.99 | | | 2.99 | | | 3.99 | |
| | | Riesbeck's | Hereford | C | | | | | | | 3.99 | 3.99 | | | | | | |
| | | Save-a-Lot | n/i | C | | | | | | | 2.99 | | | | | | | |
| | | | n/i | | | 4.99 | | | | | | | | | | | | |
| | Shop'n Save | n/i | C | | | | | | | | 3.99 | 3.99 | | | | | | |
| | | Star Ranch | C | | | | | | | 2.98 | 4.19 | 2.98 | | 4.49 | | | | |
| | | n/i | | 7.99 | | | 11.99 | | | | | | | | | | Australia | |
| | Sparkle Markets | n/i | C | | | | | | | | | | | | 2.99 | | | |
| | SuperVALU Stores | Angus Farms | C | | | | | | | | 3.79 | | | | | | | |
| | | Star Ranch | C | | | 7.99 | | | | | 3.49 | | | | | 3.99 | | |
| | The Fresh Market | n/i | C | 9.99 | | | 11.99 | | | | | | | | | | | |
| | | n/i | P | | | | 15.99 | | | | | | | | | | | |
| | WFM Mid-Atlantic | n/i | A | 12.99 | 13.99 | | 29.99 | | | | | | | | | | | |
| SD | Albert/Safe. Denver | Colorado Angus | C | | | 9.97 | | | | 2.97 | | | | | | | | |
| | | Open Nature | G | | | | | | | 5.99 | | | | | | 6.99 | | |
| | ALDI | n/i | C | | | | | | | | 3.99 | | | | | | | |

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|-----------------|-------------------|------------------|------|------------|-------|------------------------|-------------|------------|---------|-------------------------|-----------|-------------|----------|--------------|------|------------|--------------|
| | | | | Bone In | Bnls | Filet Mignon | Tender loin | Strip Loin | Tri-Tip | Bottom Round | Top Round | Sirloin Tip | Top Butt | Eye of Round | Rump | | London Broil |
| SD (cont) | AW Grocers | n/i | C | 9.99 | | | | | | | | | | | | | |
| | | Angus | C | | 8.99 | | | | | 2.98 | | 3.79 | | 3.79 | | 3.49 | |
| | | n/i | | | 12.99 | | | | | | | | | | | | |
| | Buche Foods | n/i | C | | 9.98 | | | | | | 2.98 | 2.98 | | | | | |
| | Coborn's | Hereford | C | | 8.88 | | | 7.88 | | | | | 4.98 | | | 3.88 | |
| | Family Fare | Open Acres | C | 8.99 | | | | | | 3.99 | 3.99 | | | | | | |
| | | n/i | | | | | 6.99 | | | | | | | | | | |
| | Fareway | n/i | C | 8.99 | 9.99 | | | | | | | | | | | | |
| | Hy-Vee | Angus Reserve | C | | | | | | | 2.99 | | | | | | | |
| | IGA Markets | n/i | | | | | | | | 2.99 | | 3.29 | | | | 2.99 | |
| | Ken's Super Fair | Demkota | C | | 9.99 | | | | | | 2.99 | 3.49 | | | | | |
| | Lynns Dakotamart | Dakotamart Pride | C | | 8.99 | | | | | | | | 3.29 | 3.29 | | | |
| | Maynard's | Star Ranch | S | | 9.99 | | | | | 3.59 | | | | | | 3.59 | |
| | Sunshine Foods | n/i | C | 9.99 | | | | | | | | | | | | | |
| | SuperVALU Stores | Angus Farms | C | | | | | | | | 3.79 | | | | | | |
| Teal's Market | Angus Pride | C | | 10.99 | | | | | | | | | | | 2.99 | | |
| WI | ALDI | n/i | C | | | | | | | | 3.99 | | | | | | |
| | AW Grocers | n/i | C | 9.99 | | | | | | | | | | | | 3.49 | |
| | | Angus | C | | 8.99 | | | | | 2.98 | | 3.79 | | 3.79 | | | |
| | | n/i | | | 12.99 | | | | | | | | | | | | |
| | Coborn's | Hereford | C | | 8.88 | | | 7.88 | | | | | 4.98 | | | 3.88 | |
| | County Mart | Angus | C | | | | | | 2.99 | | 2.99 | | | | | | |
| | Econofoods | Open Acres | C | | | | 6.99 | | 3.99 | 3.99 | | | | | | | |
| | Family Fresh | Open Acres | C | 8.99 | | | | | 3.99 | 3.99 | | | | | | | |
| | | n/i | | | | | 6.99 | | | | | | | | | | |
| | Festival Foods | Legendary | | 11.99 | | | | 11.99 | | | | | | | | | |
| | | n/i | | | | | 7.99 | | | | | | | | | | |
| | Food Pride | Angus Pride | C | | | | | | | | | | | | | 2.99 | |
| | Fox Bros. PW | Angus | C | | | | | 7.99 | | | 2.99 | | | | | | 3.89 |
| | Fresh Thyme | n/i | | | | | 14.99 | | | | 3.99 | 3.49 | | 3.49 | 3.49 | | 4.99 |
| | Gordy's | n/i | | | | | 8.98 | 6.98 | | | | | 3.98 | | | | |
| | | Angus Pride | C | | | | | | | 3.48 | 3.98 | | | 3.48 | 3.98 | | |
| | Hansen's IGA | Star Ranch | C | | 10.98 | | | | | | 3.48 | | | | | | |
| | Marketplace Foods | Angus Pride | C | | 11.98 | | | | | | | | | | | 3.98 | |
| Meijer | Angus | C | 8.99 | | | | | | | 4.99 | | | 3.49 | | | | |
| Nilssen's Foods | Angus Pride | C | | 9.99 | | | | | | | | | | | 3.99 | | |
| Outpost Natural | Wisconsin Meadow | G | | | | | | 11.99 | | | | | | | | | |

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Thanksgiving 2018

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BEEF

(KEY: P=Prime; C=Choice; S=Select; A=antibiotic-free; O= organic; G=grass-fed; K=kosher; H=halal)

| State | Supermarket | Label | KEY | Rib Roasts | | Loin Roasts (boneless) | | | | Round Roasts (boneless) | | | | | | Conditions | |
|--------------|---------------------|-------------------|-------|------------|------|------------------------|-------------|------------|---------|-------------------------|-----------|-------------|----------|--------------|------|------------|--------------|
| | | | | Bone In | Bnls | Filet Mignon | Tender loin | Strip Loin | Tri-Tip | Bottom Round | Top Round | Sirloin Tip | Top Butt | Eye of Round | Rump | | London Broil |
| WI (cont) | Pat's Food IGA | Angus | C | 10.99 | | | | | | | 4.29 | 4.29 | | | | | |
| | Pick'n Save | Black Angus | C | 8.99 | | | 8.99 | | | 2.99 | 2.99 | | | | | 3.99 | |
| | Piggly Wiggly MW | Angus | C | | | | | 7.99 | | | | | | | | 2.99 | 3.89 |
| | Quillin's | Chairmans Reserve | | | | | | | | | | 3.49 | | 3.49 | | | |
| | Save-a-Lot | n/i | C | | | | | | | 2.99 | | | | | | | |
| | | n/i | | | 4.99 | | | | | | | | | | | | |
| | Schnuck's | Angus | C | | 9.99 | | | | | 2.99 | 3.49 | | | | | 3.49 | 3.99 |
| | Sendik's | Black Angus | C | | | | 8.99 | | | | 2.99 | | | | | | |
| | | Sendik's | | | | | 8.99 | | | | | | | | | | |
| | Sentry Foods | Sentry Angus | C | 9.99 | | | 6.99 | 7.99 | | | | 3.99 | | | | 3.99 | |
| | Shurfine Food Cente | Black Canyon | C | | | | | | | | | | 3.98 | | 2.98 | | |
| | | Creekstone Farms | | | | | | 5.98 | | | | | | | | | |
| | Super One Foods | Black Angus | C | | | | | 6.96 | | | | | | 3.99 | | | |
| | SuperVALU Stores | Revier Cattle Co. | | | | | | | 3.28 | | | 2.99 | | | | 2.99 | |
| | | Angus Farms | C | | | | | | | | | 3.79 | | | | | |
| Tadych's | Angus Pride | C | | | | | | | | | 3.39 | 3.99 | | | | | |
| Trig's | Angus | C | | | | | | | | | 3.49 | 3.99 | | | | | |
| | n/i | | | | | 5.88 | | | | | | | | | | | |
| WFM Midwest | n/i | A | 12.99 | 13.99 | | 29.99 | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

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| State | Supermarket | Label | KEY | Rib Roasts | | Loin Roasts (boneless) | | | | Round Roasts (boneless) | | | | | | Conditions |
|---|--------------------|-------------------|-----|------------|-------|------------------------|-------------|------------|---------|-------------------------|-----------|-------------|----------|--------------|------|------------|
| | | | | Bone In | Bnls | Filet Mignon | Tender loin | Strip Loin | Tri-Tip | Bottom Round | Top Round | Sirloin Tip | Top Butt | Eye of Round | Rump | |
| SOUTH CENTRAL U.S. - AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT | | | | | | | | | | | | | | | | |
| AR | Albertsons Houston | n/i | C | 7.99 | | | | | | | | | | | | |
| | ALDI | n/i | C | | | | | | | | | 3.99 | | | | |
| | Brookshire's | n/i | S | 5.99 | | | | 4.99 | | | | | | | | |
| | | Angus | | C | | | | | | | | | 3.99 | 3.99 | | |
| | Food Giant | Black Canyon | | | 8.99 | | | | | 2.99 | 3.39 | 2.99 | | | 2.99 | |
| | G&W Foods | n/i | C | 9.99 | | | | | | | 3.99 | | 3.99 | | 4.29 | |
| | Harp's | Harp's Angus | | C | | | | | 4.48 | | 3.99 | | 4.48 | | | |
| | Hays Supermarket | Angus | | C | 11.98 | 11.98 | | 12.99 | | 2.98 | 2.98 | | | | 2.98 | |
| | Kroger Delta | n/i | C | 8.99 | | | 12.99 | | | | | 3.99 | | 3.99 | | |
| | Mac's Fresh Market | Angus | | C | | | | | | | | | | | 2.99 | |
| | PW Houchen's | Black Canyon | | | | | | | | 2.58 | 2.98 | | | | 2.58 | |
| | Rehkopf's | n/i | S | 9.99 | | | | | | | | | | | | |
| | | n/i | | C | | | | | | | | 3.49 | | | | |
| | Save-a-Lot | n/i | | C | | | | | | 2.99 | | | | | | |
| | | n/i | | | | 4.99 | | | | | | | | | | |
| | Shoppers Value | Chairmans Reserve | | | | | | | | | | 2.47 | | | | |
| Super 1 Foods | n/i | | S | | | | | | | | | | | 2.99 | | |
| TC Grocers | n/i | | S | | | | | 4.99 | | | | | | | | |
| The Fresh Market | n/i | | C | 9.99 | | | 11.99 | | | | | | | | | |
| | n/i | | P | | | | 15.99 | | | | | | | | | |
| WFM Southwest | n/i | | A | 12.99 | 13.99 | | 29.99 | | | | | | | | | |
| AZ | Albertsons SW | n/i | C | 5.97 | | | | 4.77 | | 2.97 | 2.97 | 2.97 | | 2.97 | | 2.97 |
| | | n/i | C | 4.97 | | | | | | | | | | | | limit 1 |
| | AW Grocers | Angus | | C | | 8.99 | | | | 2.98 | | | | | | |
| | Basha's | n/i | | | | | 7.99 | | | | | 3.99 | | | | |
| | | n/i | | C | | | | | | 2.99 | 2.99 | 2.99 | | | | |
| | Clark's Market | Angus | | C | 10.99 | | | | | | | | | | | |
| | Food City | n/i | | | | | | | | | 2.77 | | | | | |
| | Fry's | n/i | | C | | | | 5.97 | | 3.99 | 3.99 | | | | | |
| | IGA Family Market | Angus | | C | | | | | | | 3.49 | | | | 3.49 | |
| | Lowe's Market | True Texas | | | 8.99 | | | | | | | | | | | |
| | Safeway SW | n/i | | C | 6.97 | | | | 4.77 | 2.97 | 2.97 | 2.97 | | 2.97 | | 3.99 |
| | | n/i | | C | 5.97 | | | | | | | | | | | |
| | Smart & Final | First Street | | | | | | | | | | 5.99 | | | | |
| Smith's | n/i | | C | 7.99 | | | | 4.97 | | | | BOGO | | BOGO | BOGO | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

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| State | Supermarket | Label | KEY | Rib Roasts | | Loin Roasts (boneless) | | | | Round Roasts (boneless) | | | | | | Conditions | |
|------------------|----------------------|----------------|-------|------------|-------|------------------------|-------------|------------|---------|-------------------------|-----------|-------------|----------|--------------|------|------------|--------------|
| | | | | Bone In | Bnls | Filet Mignon | Tender loin | Strip Loin | Tri-Tip | Bottom Round | Top Round | Sirloin Tip | Top Butt | Eye of Round | Rump | | London Broil |
| AZ (cont) | Sprout's Market | n/i | C | 9.99 | 11.99 | 16.99 | 14.99 | | | | | | | | | | |
| | | n/i | P | 12.99 | | | | | | | | | | | | | |
| | WFM South. Pacific | n/i | A | 12.99 | 13.99 | | 29.99 | | | | | | | | | | |
| | | n/i | O | 19.99 | | | 33.99 | | | | | | | | | | |
| CO | Affiliated Foods | n/i | | 8.99 | | | | | | 2.99 | | | | | | | |
| | Albert./Safe. Mntn | Double R Ranch | C | 7.99 | | | | 7.99 | 6.99 | 2.77 | | | 4.99 | | | 3.77 | |
| | Albert./Safe. Denver | Colorado Angus | C | | | 9.97 | | | | 2.97 | | | | | | | |
| | | Open Nature | G | | | | | | | 5.99 | | | | | | 6.99 | |
| | Associated Food | Angus | C | 9.99 | | | | | 5.99 | | | | 3.99 | 2.99 | | | |
| | AW Grocers | n/i | C | 9.99 | | | | | | | | | | 3.49 | | | |
| | | Angus | C | | 8.99 | | | | | | 2.98 | 3.79 | | 3.79 | | | |
| | | n/i | | | 12.99 | | | | | | | | | | | | |
| | Clark's Market | Angus | C | 10.99 | | | | | | | | | | | | | |
| | King Soopers | n/i | C | | | | | | | 3.97 | | | | | | 3.97 | |
| | Lowe's Market | True Texas | | 8.99 | | | | | | | | | | | | | |
| | Lucky's Market | n/i | C | 8.98 | | | | | | | | 3.98 | 3.98 | | | | |
| | | n/i | P | 12.99 | | | | | | | | | | | | | |
| | Ridley's | Hereford | C | 7.99 | | | | | 5.99 | | | | | 2.99 | 2.69 | | |
| | Save-a-Lot | n/i | C | | | | | | | 2.99 | | | | | | | |
| | n/i | | | 4.99 | | | | | | | | | | | | | |
| Sprout's Market | n/i | C | 9.99 | 11.99 | 16.99 | 14.99 | | | | | | | | | | | |
| | n/i | P | 12.99 | | | | | | | | | | | | | | |
| WFM Rocky Mount. | n/i | A | 12.99 | 13.99 | | 29.99 | | | | | | | | | | | |
| KS | Affiliated Foods | n/i | | 8.99 | | | | | | 2.99 | | | | | | | |
| | ALDI | n/i | C | | | | | | | | 3.99 | | | | | | |
| | Apple Markets | n/i | | | | | | | | 2.99 | | | | | | | |
| | AW Grocers | Angus | C | | 8.99 | | | | | 2.98 | | 3.79 | | 3.79 | | | |
| | | n/i | | | 12.99 | | | | | | | | | | | | |
| | Brother's Market | n/i | C | | | | | | | | | | | | 2.99 | | |
| | Country Mart | n/i | | | | | | | | 2.99 | | | | | | | |
| | Dillon's | n/i | C | 8.99 | | | | 5.99 | | 3.49 | 3.49 | | | | | | |
| | Food Pride | Angus | C | 6.99 | | | | | | | | | | | | | |
| | | n/i | | 6.49 | 10.99 | | | 5.99 | | | | | | | | | |
| | | Angus Pride | C | | | | | | | 3.69 | | | | | | | |
| | G&W Foods | n/i | C | 9.99 | | | | | | | 3.99 | | | 3.99 | | 4.29 | |
| | Harp's | Harp's Angus | C | | | | | | | 4.48 | | 3.99 | | 4.48 | | | |
| Hen House | Hereford | C | 13.99 | | | 15.99 | 9.99 | | | | | | | 3.59 | | | |

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| State | Supermarket | Label | KEY | Rib Roasts | | Loin Roasts (boneless) | | | | Round Roasts (boneless) | | | | | | Conditions | | | |
|-------------------|--------------------|---------------|------|------------|-------|------------------------|-------------|------------|---------|-------------------------|-----------|-------------|----------|--------------|------|------------|--------------|--|--|
| | | | | Bone In | Bnls | Filet Mignon | Tender loin | Strip Loin | Tri-Tip | Bottom Round | Top Round | Sirloin Tip | Top Butt | Eye of Round | Rump | | London Broil | | |
| KS (cont) | Hy-Vee | Angus Reserve | C | | | | | | | 2.99 | | | | | | | | | |
| | Lowe's Market | True Texas | | 8.99 | | | | | | | | | | | | | | | |
| | Price Chopper | KC Pride | | 8.99 | | | | 5.99 | | | | | | | 3.99 | | | | |
| | Pyramid Foods | Black Angus | C | 9.99 | | | | | 4.99 | | 3.99 | | 4.99 | | | | 4.29 | | |
| | | Meyer Natural | A | 13.99 | | | | | | | | | | | | | | | |
| | Save-a-Lot | n/i | C | | | | | | | | 2.99 | | | | | | | | |
| | | n/i | | | 4.99 | | | | | | | | | | | | | | |
| | Sprout's Market | n/i | C | 9.99 | 11.99 | 16.99 | 14.99 | | | | | | | | | | | | |
| | | n/i | P | 12.99 | | | | | | | | | | | | | | | |
| | Sun Fresh | n/i | | | | | | | | | 2.99 | | | | | 2.99 | | | |
| | Thriftway Stores | n/i | | | | | | | | | | | | | | 2.99 | | | |
| | WFM Rocky Mount. | n/i | A | 12.99 | 13.99 | | 29.99 | | | | | | | | | | | | |
| Woods Supermarket | Butcher's Pride | C | | | | | | | | 3.99 | | | | | | | | | |
| LA | AG of Baton Rouge | n/i | | | | | | | | | | | | | | 2.99 | | | |
| | | Black Angus | C | 9.99 | | | | | | | | | | | | | | | |
| | Albertsons Houston | n/i | C | 7.99 | | | | | | | | | | | | | | | |
| | Breaux Mart | Angus | C | 9.99 | | | | | | | | | | | | 2.99 | | | |
| | Brookshire Bros. | Angus Pride | C | | | | | | | | | | | | | 2.99 | | | |
| | Brookshire's | n/i | S | 5.99 | | | | 4.99 | | | | | | | | | | | |
| | | Angus | C | | | | | | | | | | 3.99 | | 3.99 | | | | |
| | County Mart | Angus | C | | | | | | | 2.99 | | 2.99 | | | | | | | |
| | Kroger Texas | n/i | C | 4.77 | | | | | | | | | | | | | | | |
| | | n/i | | | | | 12.99 | | | | | | | | | | | | |
| | Mac's Fresh Market | Angus | C | | | | | | | | | | | | | 2.99 | | | |
| | Market Basket | MB Premium | | 7.99 | | | | | | | | | | | | 2.27 | | | |
| | Ramey's | n/i | | | | | | | | | | 3.48 | | | | | 2.98 | | |
| | Rouses Market | n/i | S | | | | 9.99 | | | | | | | | | | | | |
| | | Angus | C | 8.99 | | | | | | | | | | | | 3.99 | | | |
| | Save-a-Lot | n/i | C | | | | | | | | 2.99 | | | | | | | | |
| | | n/i | | | 4.99 | | | | | | | | | | | | | | |
| | Shoppers Value | Angus | C | | | | | | | | | | | | | 2.98 | | | |
| | Spring Market | n/i | S | | | | | | | | 3.98 | | | | | | | | |
| | Super 1 Foods | n/i | S | | | | | | | | | | | | | 2.99 | | | |
| | n/i | | | | | | | | | | | | | | | | | | |
| The Fresh Market | n/i | C | 9.99 | | | 11.99 | | | | | | | | | | | | | |
| | n/i | P | | | | 15.99 | | | | | | | | | | | | | |

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| State | Supermarket | Label | KEY | Rib Roasts | | Loin Roasts (boneless) | | | | Round Roasts (boneless) | | | | | | Conditions | |
|---------------|-------------------|---------------|-------|------------|-------|------------------------|-------------|------------|---------|-------------------------|-----------|-------------|----------|--------------|------|------------|--------------|
| | | | | Bone In | Bnls | Filet Mignon | Tender loin | Strip Loin | Tri-Tip | Bottom Round | Top Round | Sirloin Tip | Top Butt | Eye of Round | Rump | | London Broil |
| LA (cont) | WFM Southwest | n/i | A | 12.99 | 13.99 | | 29.99 | | | | | | | | | | |
| | Winn-Dixie | WD Brand | C | | | | | | | 3.99 | 4.99 | | | | | 3.99 | 4.99 |
| MO | ALDI | n/i | C | | | | | | | | | 3.99 | | | | | |
| | Apple Markets | n/i | | | | | | | | 2.99 | | | | | | | |
| | AW Grocers | Angus | C | | 12.99 | | | | | 3.99 | | 3.79 | | 3.79 | | | |
| | Brother's Market | n/i | C | | | | | | | | | | | | | 2.99 | |
| | C&R Supermarkets | Angus | C | | | | | | | | | | | | | 3.49 | |
| | | n/i | C | | | | | | | | 2.99 | | | | | | |
| | | n/i | S | | | | | 4.99 | | | | | | | | | |
| | Country Mart | n/i | | | | | | | | 2.99 | | | | | | | |
| | County Market NFI | Angus | C | 10.99 | | | | 10.99 | | 2.99 | | | | | | | |
| | Dierberg's | Angus | C | | | | | | | | | | | 4.99 | | | 5.99 |
| | Food Giant | Black Canyon | | 8.99 | | | | | | 2.99 | 3.39 | 2.99 | | | | 2.99 | |
| | Fresh Thyme | n/i | | | | | 14.99 | | | | 3.99 | 3.49 | | 3.49 | 3.49 | 4.99 | |
| | G&W Foods | n/i | C | 9.99 | | | | | | | 3.99 | | | | 3.99 | | 4.29 |
| | Gerbe's | n/i | C | 8.99 | | | | | 5.99 | | 3.49 | 3.49 | | | | | |
| | Harp's | Harp's Angus | C | | | | | | | 4.48 | | | 3.99 | | 4.48 | | |
| | Harter House | n/i | C | 9.99 | 12.99 | | | | 4.99 | | | | | | | | 3.99 |
| | Hays Supermarket | Angus | C | 11.98 | 11.98 | | 12.99 | | | 2.98 | 2.98 | | | | | | 2.98 |
| | Hen House | Hereford | C | 13.99 | | | 15.99 | 9.99 | | | | | | | | | 3.59 |
| | Hy-Klas Foods | n/i | | | | | | | | | | | | | | | 2.99 |
| | Hy-Vee | Angus Reserve | C | | | | | | | 2.99 | | | | | | | |
| | IGA Stores IL/IN | IGA TableRite | | 7.99 | | | | | | 3.49 | | | | | | | |
| | Kroger Central | n/i | C | 7.99 | | | | | | 3.49 | 3.49 | | | | | | |
| | Kroger Delta | n/i | C | 8.99 | | | 12.99 | | | | | | 3.99 | | 3.99 | | |
| | Lucky's Market | n/i | C | 8.98 | | | | | | | | 3.98 | 3.98 | | | | |
| | | n/i | P | 12.99 | | | | | | | | | | | | | |
| | Moser's | n/i | | 6.99 | | | | | | | | | | | | | 2.99 |
| | Prenger Foods | n/i | | | | | | | | 2.99 | | | | | | | |
| Price Chopper | KC Pride | | 8.99 | | | | 5.99 | | | | | | | | | 3.99 | |
| Pyramid Foods | Black Angus | C | 9.99 | | | | | 4.99 | | 3.99 | | 4.99 | | | | 4.29 | |
| | Meyer Natural | A | 13.99 | | | | | | | | | | | | | | |
| Save-a-Lot | n/i | C | | | | | | | 2.99 | | | | | | | | |
| | n/i | | | 4.99 | | | | | | | | | | | | | |
| Schnuck's | Angus | C | | 9.99 | | | | | 2.99 | 3.49 | | | | | 3.49 | 3.99 | |

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|---------------------|---------------------|-------------------|-------|------------|-------|------------------------|-------------|------------|---------|-------------------------|-----------|-------------|----------|--------------|------|------------|--------------|
| | | | | Bone In | Bnls | Filet Mignon | Tender loin | Strip Loin | Tri-Tip | Bottom Round | Top Round | Sirloin Tip | Top Butt | Eye of Round | Rump | | London Broil |
| MO <i>(cont)</i> | Sprout's Market | n/i | C | 9.99 | 11.99 | 16.99 | 14.99 | | | | | | | | | | |
| | | n/i | P | 12.99 | | | | | | | | | | | | | |
| | Sun Fresh | n/i | | | | | | | | 2.99 | | | | | 2.99 | | |
| | TC Grocers | n/i | S | | | | | 4.99 | | | | | | | | | |
| | TC Supermarkets | Top Choice | C | | | | | | | | | | 3.69 | | 3.99 | | |
| | Thriftway Stores | n/i | | | | | | | | | | | | | 2.99 | | |
| | WFM Midwest | n/i | A | 12.99 | 13.99 | | 29.99 | | | | | | | | | | |
| | Woods Supermarket | Butcher's Pride | C | | | | | | | 3.99 | | | | | | | |
| NM | Affiliated Foods | n/i | C | 8.99 | | | | | | 2.99 | | | | | | | |
| | Albert/Safe. Denver | Colorado Angus | C | | | 9.97 | | | | 2.97 | | | | | | | |
| | | Open Nature | G | | | | | | | 5.99 | | | | | | 6.99 | |
| | Albertsons SW | n/i | C | 5.97 | | | | 4.77 | | 2.97 | 2.97 | 2.97 | | 2.97 | | 2.97 | |
| | | n/i | C | 4.97 | | | | | | | | | | | | | |
| | Basha's | n/i | | | | | 7.99 | | | | | | 3.99 | | | | |
| | | n/i | C | | | | | | | 2.99 | 2.99 | 2.99 | | | | | |
| | John Brooks | n/i | | 8.99 | | | | | | 3.39 | | 3.79 | | | | | |
| | King Soopers | n/i | C | | | | | | | 3.97 | | | | | | 3.97 | |
| | Lawrence Bros. | n/i | C | | | | | | | | 2.99 | | | | | | |
| | | n/i | S | | 9.99 | | | | | | | | | | | | |
| | Lowe's Market | True Texas | | 8.99 | | | | | | | | | | | | | |
| | Smith's | n/i | C | 7.99 | | | | 4.97 | | | | BOGO | | BOGO | BOGO | | |
| | Sprout's Market | n/i | C | 9.99 | 11.99 | 16.99 | 14.99 | | | | | | | | | | |
| | n/i | P | 12.99 | | | | | | | | | | | | | | |
| WFM Rocky Mount. | n/i | A | 12.99 | 13.99 | | 29.99 | | | | | | | | | | | |
| OK | Affiliated Foods | n/i | | 8.99 | | | | | | 2.99 | | | | | | | |
| | ALDI | n/i | C | | | | | | | | | 3.99 | | | | | |
| | AW Grocers | Angus | C | | | | | | | 3.99 | | 3.79 | | 3.79 | | | |
| | | n/i | | | 12.99 | | | | | | | | | | | | |
| | Buy for Le\$\$ | Chairmans Reserve | | | | | | | 4.99 | | | | | | | 3.49 | |
| | Country Mart | n/i | | | | | | | | 2.99 | | | | | | | |
| | Harp's | Harp's Angus | C | | | | | | | 4.48 | | 3.99 | | 4.48 | | | |
| | Homeland | Red River Ranch | C | 9.99 | | | | | | | | | | | 3.99 | | |
| | Market Square | n/i | | | | | | | | 2.99 | | | | | | | |
| | Pyramid Foods | Black Angus | C | | | | | | 4.99 | | | | | | | | |
| | | Meyer Natural | A | 13.99 | | | | | | | | | | | | | |
| | Reasor's | Angus | P | | | 19.98 | | | | | | | | | | | |
| | Angus | C | | | | | | | | 3.58 | | | | | | 3.98 | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Thanksgiving 2018
BEEF

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| State | Supermarket | Label | KEY | Rib Roasts | | Loin Roasts (boneless) | | | | Round Roasts (boneless) | | | | | | Conditions | | |
|----------------|--------------------|-------------------|-------|------------|-------|------------------------|-------------|------------|---------|-------------------------|-----------|-------------|----------|--------------|------|------------|--------------|------|
| | | | | Bone In | Bnls | Filet Mignon | Tender loin | Strip Loin | Tri-Tip | Bottom Round | Top Round | Sirloin Tip | Top Butt | Eye of Round | Rump | | London Broil | |
| OK (cont) | Rehkopf's | n/i | S | 9.99 | | | | | | | | | | | | | | |
| | | n/i | C | | | | | | | | | | | | | | | |
| | Save-a-Lot | n/i | C | | | | | | | 2.99 | 3.49 | | | | | | | |
| | | n/i | | | 4.99 | | | | | | | | | | | | | |
| | Shoppers Value | Chairmans Reserve | | | | | | | | | 2.47 | | | | | | | |
| | Sprout's Market | n/i | C | 9.99 | 11.99 | 16.99 | 14.99 | | | | | | | | | | | |
| | | n/i | P | 12.99 | | | | | | | | | | | | | | |
| | Super C Mart | n/i | | | | | | | | | | | | | | | | 3.79 |
| | The Fresh Market | n/i | C | 9.99 | | | 11.99 | | | | | | | | | | | |
| | | n/i | P | | | | 15.99 | | | | | | | | | | | |
| United of OK | Red River Ranch | C | 9.99 | | | | | | | | | | | | | | 3.99 | |
| Warehouse Mrkt | n/i | | | | | 6.99 | | | | | | | | | | | | |
| | n/i | S | 9.98 | | | | | | | | | | | | | | | |
| WFM Southwest | n/i | A | 12.99 | 13.99 | | 29.99 | | | | | | | | | | | | |
| Williams Foods | n/i | | 7.99 | | | | | | | | | | | | | | 3.79 | |
| TX | 99 Ranch Market | n/i | | | | | | | | | | | | 3.79 | | | | |
| | Affiliated Foods | n/i | | 8.99 | | | | | | 2.99 | | | | | | | | |
| | Albertsons Houston | n/i | C | 7.99 | | | | | | | | | | | | | | |
| | AG of Baton Rouge | n/i | | | | | | | | | | | | | | | 2.99 | |
| | | Black Angus | C | 9.99 | | | | | | | | | | | | | | |
| | ALDI | n/i | C | | | | | | | | | 3.99 | | | | | | |
| | Brookshire's | n/i | S | 5.99 | | | | 4.99 | | | | | | | | | | |
| | | Angus | C | | | | | | | | | | | 3.99 | | 3.99 | | |
| | Brookshire Bros. | Angus Pride | C | | | | | | | | | | | | | 2.99 | | |
| | Cash Saver Texas | n/i | | | 8.99 | | | | | | | | | | | | | |
| | | | | | | | | | | | 2.75 | | | | | | | |
| | Central Market | Angus | P | 18.99 | | 34.99 | 33.99 | | | | | | | | | | | |
| | | Angus | C | 13.99 | | 29.99 | 28.99 | | | | | | | | | | | |
| | | n/i | G | 21.99 | | | | | | | | | | | | | | |
| | | Wagyu | | | | | 49.99 | | | | | | | | | | | |
| | Diamond IGA | n/i | | | | | | | | | | 3.49 | | | | | 3.49 | |
| | El Ahorro | n/i | | 4.99 | | | | | | | | | | | | | | |
| Fiesta Mart | n/i | | | | | | | | 3.59 | | | | | | | | | |
| Food Town | n/i | | | | | | | | 2.49 | | | | 2.77 | | | | | |
| Foodarama | Angus | C | 4.97 | | | | | | 2.97 | | 2.97 | | | | | | | |
| | Angus | S | 4.77 | | | | | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

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| State | Supermarket | Label | KEY | Rib Roasts | | Loin Roasts (boneless) | | | | Round Roasts (boneless) | | | | | | Conditions | | |
|---------------------|--------------------|-------------------|------------|------------|-------|------------------------|-------------|------------|---------|-------------------------|-----------|-------------|----------|--------------|------|------------|--------------|--|
| | | | | Bone In | Bnls | Filet Mignon | Tender loin | Strip Loin | Tri-Tip | Bottom Round | Top Round | Sirloin Tip | Top Butt | Eye of Round | Rump | | London Broil | |
| TX (cont) | H-E-B | H-E-B Prime 1 | P | 12.99 | | | | | | | | | | | | | limit 2 | |
| | | Natural Angus | C | 12.99 | | | | | | | | | | | | | | |
| | | n/i | S | | | | | | | | | | 3.98 | 3.98 | | | | |
| | Homeland | Red River Ranch | C | 9.99 | | | | | | | | | | | | | | |
| | | Kroger Texas | n/i | 4.77 | | | | 12.99 | | | | | | | | | | |
| | La Fiesta | n/i | | 3.97 | | | | | | | | | | | | | | |
| | | Lawrence Bros. | n/i | | | | | | | | 2.99 | | | | | | | |
| | Lowe's Market | True Texas | | 8.99 | 9.99 | | | | | | | | | | | | | |
| | | Market Basket | MB Premium | | 7.99 | | | | | | | | | | | 2.27 | | |
| | Market Square | n/i | | | | | | | | 2.99 | | | | | | | | |
| | Porter's Grocery | n/i | | 8.99 | | | | | | 2.99 | | | | | | | | |
| | Randall's | n/i | C | 7.99 | | 7.99 | | | | | | | | | | | | |
| | Rehkopf's | n/i | S | 9.99 | | | | | | | | | | | | | | |
| | | n/i | C | | | | | | | | | | | | | | | |
| | Save-a-Lot | n/i | C | | | | | | | 2.99 | | | | | | | | |
| | | n/i | | | 4.99 | | | | | | | | | | | | | |
| | Sellers Bros. | n/i | | | | | | | | | | 2.99 | | | | | | |
| | Spring Market | n/i | S | | | | | | | 3.98 | | | | | | | | |
| | Sprout's Market | n/i | C | 9.99 | 11.99 | 16.99 | 14.99 | | | | | | | | | | | |
| | | n/i | P | 12.99 | | | | | | | | | | | | | | |
| Super 1 Foods | n/i | S | | | | | | | | | | | | 2.99 | | | | |
| Tom Thumb | n/i | C | 7.99 | | 7.99 | | | | | | | | | | | | | |
| United Supermarkets | Rancher's Reserve | C | | | | | | | | | | | | | 3.99 | | | |
| Vista Market | Hereford | C | | | | | | | 3.28 | | BOGO | | 2.99 | | | | | |
| WFM Southwest | n/i | A | 12.99 | 13.99 | | 29.99 | | | | | | | | | | | | |
| UT | Albert./Safe. Mntn | Double R Ranch | C | 7.99 | | | | 7.99 | 6.99 | 2.77 | | | | 4.99 | | 3.77 | limit 1 | |
| | Albertsons SW | n/i | C | 5.97 | | | | 4.77 | | 2.97 | 2.97 | 2.97 | | 2.97 | | 2.97 | | |
| | | n/i | C | 4.97 | | | | | | | | | | | | | | |
| | Associated Food | Angus | C | 9.99 | | | | | | 5.99 | | | | 3.99 | 2.99 | | | |
| | | Willamette Valley | | | | | 7.99 | | | | | | | | | | | |
| | Clark's Market | Angus | C | 10.99 | | | | | | | | | | | | | | |
| | Fresh Market | Angus | C | 9.99 | | | | | | 5.99 | | | | 3.99 | | | | |
| | | Willamette Valley | | | | | 7.99 | | | | | | | | | | | |
| | Harmon's | n/i | C | 9.99 | | | | | | | | 2.99 | | | 3.49 | | | |
| King Soopers | n/i | C | | | | | | | 3.97 | | | | | | 3.97 | | | |

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| State | Supermarket | Label | KEY | Rib Roasts | | Loin Roasts (boneless) | | | | Round Roasts (boneless) | | | | | | Conditions | | |
|-------------------|-------------------|----------|-------|------------|-------|------------------------|-------------|------------|---------|-------------------------|-----------|-------------|----------|--------------|------|------------|--------------|--|
| | | | | Bone In | Bnls | Filet Mignon | Tender loin | Strip Loin | Tri-Tip | Bottom Round | Top Round | Sirloin Tip | Top Butt | Eye of Round | Rump | | London Broil | |
| UT (cont) | Ream's | n/i | | | | | | | | | | 2.99 | | | | | | |
| | Ridley's | Hereford | C | 7.99 | | | | | 5.99 | | | | | 2.99 | 2.69 | | | |
| | Smart Foodservice | IBP | | | 8.15 | | | | | | | | | | | | | |
| | Smith's | n/i | C | 7.99 | | | | 4.97 | | | | BOGO | | BOGO | BOGO | | | |
| | Sprout's Market | n/i | P | 9.99 | 11.99 | 16.99 | 14.99 | | | | | | | | | | | |
| | | | | 12.99 | | | | | | | | | | | | | | |
| | Stoke's Market | Angus | C | 7.99 | | | | | | 5.99 | | | | | 3.99 | 2.79 | | |
| Willamette Valley | | | | | | | 7.99 | | | | | | | | | | | |
| WFM Rocky Mount. | n/i | A | 12.99 | 13.99 | | | 29.99 | | | | | | | | | | | |

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| State | Supermarket | Label | KEY | Rib Roasts | | Loin Roasts (boneless) | | | | Round Roasts (boneless) | | | | | | Conditions | |
|---------------------------------------|-------------------|-----------------|-----|------------|-------|------------------------|-------------|------------|---------|-------------------------|-----------|-------------|----------|--------------|------|------------|--------------|
| | | | | Bone In | Bnls | Filet Mignon | Tender loin | Strip Loin | Tri-Tip | Bottom Round | Top Round | Sirloin Tip | Top Butt | Eye of Round | Rump | | London Broil |
| SOUTHWESTERN U.S. - CA, HI, NV | | | | | | | | | | | | | | | | | |
| CA | Albertsons SoCal | n/i | C | 4.77 | | | | | 4.99 | | | | | | 4.99 | 4.99 | |
| | ALDI | n/i | C | | | | | | | | | 3.99 | | | | | |
| | Arteaga's | n/i | | | | | | | | | | | 3.99 | | | | |
| | Cardenas | n/i | | | | | | | | | 3.99 | | | | | | |
| | Food 4 Less | n/i | C | 6.99 | | | | | | | | | | | | | |
| | Food Maxx | n/i | | 6.99 | | | | | | | | | | | | | |
| | Food Source | n/i | | | | | | | | | | | | | 2.78 | | |
| | Holiday Market | Sterling Silver | C | 8.99 | | | | | 5.99 | | | 3.99 | | | | | |
| | Jon's Marketplace | n/i | | | | | | | 2.99 | | | 3.99 | | | | | |
| | K.V Mart | n/i | | | | | | | 2.69 | | | | | | | | |
| | La Perla | n/i | | | | | | | 3.69 | | | | | | | | |
| | Lucky | Angus 43 | C | | | | | | | | | | | | | | |
| | | n/i | C | 14.99 | | | | | | | | | | | | | |
| | | n/i | S | 10.99 | | | | | | | | | | | | | |
| | | Angus 43 | C | 7.99 | | | | | | 4.99 | | | | | | | |
| | Mollie Stone's | Angus | P | 15.99 | | 7.99 | | 12.99 | | | | | | | | | |
| | Murphy's Market | n/i | S | | | | | | | | | 3.99 | | | 3.99 | | |
| | | n/i | C | | | | | | | | | | 5.99 | | | | |
| | New Leaf Market | Sunfed Ranch | G | 17.99 | 19.99 | | 26.99 | | | | | | | | | | |
| | | Oregon Country | | 14.99 | 15.99 | | 19.99 | | | | | | | | | | |
| | Nugget Markets | Fresh to Market | C | 12.99 | | | | | | | | | | | | | |
| | Pavilion's | n/i | C | 6.99 | | | 11.99 | | | | | | | | 4.99 | | |
| | Raley's | n/i | C | 8.99 | | | | | | | | | | | | | |
| | Ralph's | n/i | C | 7.99 | | | | 7.99 | 3.99 | | | | | | | | |
| | Ray's Food Place | Angus | C | 7.99 | | | | | | | | | | | | | |
| | R-N Markets | n/i | C | | 8.99 | | | 5.99 | 2.69 | | | | | | | 2.69 | |
| | R-Ranch Market | n/i | | | | | | | | | | 2.99 | | | | | |
| | Safeway NorCal | n/i | C | 7.99 | | | | 6.99 | | 2.99 | | | | | | | |
| | Save Mart | Angus 43 | C | 7.99 | | | | | | | | | | | | | |
| | | n/i | C | 10.99 | | | | | | | | | | | | | |
| | | n/i | S | 10.99 | | | | | | | | | | | | | |
| | Seafood City | n/i | C | | | | | | | | 3.99 | | | | | | |
| | Select Markets | St Helens | C | 8.99 | | | | | | 2.99 | | 3.99 | | | | | |
| | Smart Foodservice | IBP | | | 8.15 | | | | | | | | | | | | |
| | Smart & Final | First Street | | | | | | | 5.99 | | | | | | | | |

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| State | Supermarket | Label | KEY | Rib Roasts | | Loin Roasts (boneless) | | | | Round Roasts (boneless) | | | | | | Conditions | | |
|--------------------|--------------------|-----------------|-------|------------|-------|------------------------|-------------|------------|---------|-------------------------|-----------|-------------|----------|--------------|------|------------|--------------|--|
| | | | | Bone In | Bnls | Filet Mignon | Tender loin | Strip Loin | Tri-Tip | Bottom Round | Top Round | Sirloin Tip | Top Butt | Eye of Round | Rump | | London Broil | |
| CA (cont) | Sprout's Market | n/i | C | 9.99 | 11.99 | 16.99 | 14.99 | | | | | | | | | | | |
| | | n/i | P | 12.99 | | | | | | | | | | | | | | |
| | Stater Bros. | n/i | | 4.99 | | 12.99 | | | 4.99 | 4.99 | | 3.99 | | 4.99 | | | 2.99 | |
| | Superior Grocers | n/i | | 3.99 | | | | | | | | | | | | | 3.49 | |
| | Super A Foods | Harris Ranch | | 7.99 | | | | | | | 3.99 | | | | | | | |
| | Vallarta | n/i | | 5.99 | | | | | | | 3.99 | | | | | | | |
| | Vons | n/i | C | 4.77 | | 14.99 | | | 4.99 | | | | | | 4.99 | | 4.99 | |
| | WFM North Calif. | n/i | A | 12.99 | 13.99 | | 29.99 | | | | | | | | | | | |
| | WFM South. Pacific | n/i | A | 12.99 | 13.99 | | 29.99 | | | | | | | | | | | |
| | | n/i | O | 19.99 | | | 33.99 | | | | | | | | | | | |
| HI | ChoiceMART | n/i | C | 12.99 | | | | | | | | 5.79 | | | | | | |
| | Don Quijote | Angus Beef | | | | | | | 5.99 | | | | | | | | | |
| | Foodland | Angus | C | 8.99 | | | | | 8.99 | | | | | | 6.99 | | 7.49 | |
| | | Angus | P | 10.99 | | | | | | | | | | | | | | |
| | Island Grocery | n/i | | | 8.99 | | | | | | | | | | | | | |
| | Safeway Hawaii | n/i | C | 8.99 | | | | 7.99 | | 3.99 | | | 4.99 | | | | | |
| | Seafood City | n/i | C | | | | | | | | | | | | | | | |
| | Tamura's Market | n/i | C | | | | | | 4.99 | | | | | | | | | |
| | Times Supermarkets | Sterling Silver | C | 8.99 | | | | | 6.99 | | | | | | | | | |
| | | n/i | | 6.99 | | | | | | | | | | | | | | |
| WFM South. Pacific | n/i | A | 12.99 | 13.99 | | 29.99 | | | | | | | | | | | | |
| | | n/i | O | 19.99 | | | 33.99 | | | | | | | | | | | |
| NV | Albertsons SW | n/i | C | 5.97 | | | | 4.77 | | 2.97 | 2.97 | 2.97 | | 2.97 | | 2.97 | | |
| | | n/i | C | 4.97 | | | | | | | | | | | | | | |
| | Associated Food | Angus | C | 9.99 | | | | | 5.99 | | | 3.99 | | 3.99 | 3.19 | | | |
| | Cardenas | n/i | | | | | | | | | 3.99 | | | | | | | |
| | Food Source | n/i | | | | | | | | | | | | | 2.78 | | | |
| | K.V Mart | n/i | | | | | | | 2.69 | | | | | | | | | |
| | Marketon | n/i | S | 5.99 | | | | | | | | 5.99 | | | | 3.99 | Brazil | |
| | Raley's | n/i | C | 8.99 | | | | | | | | | | | | | | |
| | Ridley's | Hereford | C | 7.99 | | | | | 5.99 | | | | | 2.99 | 2.69 | | | |
| | Safeway NorCal | n/i | C | 7.99 | | | | 6.99 | | 2.99 | | | | | | | | |
| | Save Mart | Angus 43 | C | 7.99 | | | | | | | | | | | | | | |
| | | n/i | C | 10.99 | | | | | | | | | | | | | | |
| | | n/i | S | 10.99 | | | | | | | | | | | | | | |
| | Seafood City | n/i | C | | | | | | | | | 3.99 | | | | | | |

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| | | | | Bone In | Bnls | Filet Mignon | Tender loin | Strip Loin | Tri-Tip | Bottom Round | Top Round | Sirloin Tip | Top Butt | Eye of Round | Rump | | London Broil | |
| NV (cont) | Smart Foodservice | IBP | | | 8.15 | | | | | | | | | | | | | |
| | Smart & Final | First Street | | | | | | | 5.99 | | | | | | | | | |
| | Smith's | n/i | C | 7.99 | | | | 4.97 | | | BOGO | | BOGO | BOGO | | | | |
| | Sprout's Market | n/i | C | 9.99 | 11.99 | 16.99 | 14.99 | | | | | | | | | | | |
| | | n/i | P | 12.99 | | | | | | | | | | | | | | |
| | Vons | n/i | C | 4.77 | | 14.99 | | | 4.99 | | | | | | 4.99 | 4.99 | | |
| | WFM North Calif. | n/i | A | 12.99 | 13.99 | | 29.99 | | | | | | | | | | | |
| | WFM South. Pacific | n/i | A | 12.99 | 13.99 | | 29.99 | | | | | | | | | | | |
| n/i | | O | 19.99 | | | 33.99 | | | | | | | | | | | | |

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|---|--------------------|-------------------|-------|------------|------|------------------------|-------------|------------|---------|-------------------------|-----------|-------------|----------|--------------|------|------------|
| | | | | Bone In | Bnls | Filet Mignon | Tender loin | Strip Loin | Tri-Tip | Bottom Round | Top Round | Sirloin Tip | Top Butt | Eye of Round | Rump | |
| NORTHWESTERN U.S. - AK, ID, MT, OR, WA, WY | | | | | | | | | | | | | | | | |
| AK | Alaska Comm. Co. | Blackwell Angus | | 8.99 | | | | | | | | | | | | |
| | Alaskan & Proud | n/i | | 8.88 | | | | | | | | | | | | |
| | Carrs/Safeway | n/i | C | 7.99 | | | 11.99 | 6.49 | | 5.99 | | 5.99 | | 5.99 | | |
| | Fred Meyer | n/i | C | | | | | 5.77 | | 3.99 | | | | 3.99 | | 3.99 |
| | IGA Stores - AK | St Helens | C | | | | | | | 3.49 | | | | 4.29 | 3.49 | |
| | Meyers Group IGA | St Helens | C | | | | | | | 3.49 | | | | | 3.49 | |
| | | n/i | | | | | | | | | | | | 4.29 | | |
| | Northwest Grocers | St Helens | C | | | | | | | 3.49 | 3.49 | | | | | |
| | Sea Mart | n/i | C | 9.99 | | | | | | 3.99 | | | | | | |
| Three Bears | n/i | | | | | | 3.49 | | | | | | | | | |
| ID | Albert./Safe. Mntn | Double R Ranch | C | 7.99 | | | | 7.99 | 6.99 | 2.77 | | | | 4.99 | | 3.77 |
| | Associated Food | Angus | C | 9.99 | | | | | 5.99 | | | | | 3.99 | 2.99 | |
| | Family Foods | n/i | | 7.99 | | | | | | | | | | 2.99 | | |
| | | St Helens | | 7.99 | | | | | | | | | | | | |
| | Fred Meyer | n/i | C | | | | | 4.77 | | 3.49 | | | | 3.49 | | 3.49 |
| | Harvest Foods | Angus | C | 6.98 | | | | | 6.98 | | | 3.98 | 3.98 | | | 4.00 |
| | IGA Markets | n/i | | | | | | | | 2.99 | | | | | 2.99 | |
| | Ridley's | Hereford | C | 7.99 | | | | | 5.99 | | | | | 2.99 | 2.69 | |
| | Rosauer's | Strauss | G | | | | | | | 6.99 | | | | | | |
| | | Angus | C | 6.99 | | | | | | | 2.99 | | | | | |
| | | Painted Hills | A | | | | | | | | | | 5.99 | | | |
| | Smart Foodservice | IBP | | | 8.15 | | | | | | | | | | | |
| | Smith's | n/i | C | 7.99 | | | | 4.97 | | | | | | BOGO | BOGO | BOGO |
| | Stoke's Market | Angus | C | 7.99 | | | | | 5.99 | | | | | 3.99 | 2.79 | |
| | | Willamette Valley | | | | | | 7.99 | | | | | | | | |
| Super 1 Foods | Angus | C | | | | | | | | | | 3.98 | | | | |
| WFM Rocky Mount. | n/i | A | 12.99 | 13.99 | | | 29.99 | | | | | | | | | |
| Yoke's Fresh Mrkt | Hereford | C | 8.99 | | | | | | | | | | | | 3.49 | |
| | Snake River Farms | | | | | | | | | | 4.99 | 9.99 | | | | |
| | n/i | | | | | | 11.99 | | | | | | | | | |
| MT | Albert./Safe. Mntn | Double R Ranch | C | 7.99 | | | | 7.99 | 6.99 | 2.77 | | | | 4.99 | | 3.77 |
| | Associated Food | Angus | C | 9.99 | | | | | 5.99 | | | | | 3.99 | 2.99 | |
| | | Willamette Valley | | | | | | 7.99 | | | | | | | | |
| | Family Foods | n/i | | 7.99 | | | | | | | | | | 2.99 | | |
| | Harvest Foods | Angus | C | 6.98 | | | | | 6.98 | | | 3.98 | 3.98 | | | 4.00 |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

**Thanksgiving 2018
BEEF**

prices in \$US per pound unless otherwise noted.

(KEY: P=Prime; C=Choice; S=Select; A=antibiotic-free; O=organic; G=grass-fed; K=kosher; H=halal)

| State | Supermarket | Label | K/U | Rib Roasts | | Loin Roasts (boneless) | | | | Round Roasts (boneless) | | | | | | Conditions | |
|--------------|-------------------|-------------------|-------|------------|------|------------------------|-------------|------------|---------|-------------------------|-----------|-------------|----------|--------------|------|------------|-----------------|
| | | | | Bone In | Bnls | Filet Mignon | Tender loin | Strip Loin | Tri-Tip | Bottom Round | Top Round | Sirloin Tip | Top Butt | Eye of Round | Rump | | London Broil |
| MT (cont) | IGA Markets | n/i | | | | | | | | 2.99 | | 3.29 | | | 2.99 | | |
| | Lucky's Market | n/i | C | 8.98 | | | | | | | 3.98 | 3.98 | | | | | antibiotic-free |
| | | n/i | P | 12.99 | | | | | | | | | | | | | antibiotic-free |
| | Reynold's | Willamette Valley | | | | | 7.99 | | | | | | | | | | |
| | | n/i | S | 7.99 | | | | | | | 3.29 | 2.99 | | | | 2.79 | |
| | Rosauer's | Strauss | G | | | | | | 6.99 | | | | | | | | |
| | | Angus | C | 6.99 | | | | | | | 2.99 | | | | | | |
| | | Painted Hills | A | | | | | | | | | | 5.99 | | | | |
| | Smart Foodservice | IBP | | | 8.15 | | | | | | | | | | | | |
| | Smith's | n/i | C | 7.99 | | | | 4.97 | | | | BOGO | | BOGO | BOGO | | |
| | Stoke's Market | Angus | C | 7.99 | | | | | 5.99 | | | | | 3.99 | 2.79 | | |
| | Willamette Valley | | | | | 7.99 | | | | | | | | | | | |
| | Super 1 Foods | Angus | C | | | | | | | | | 3.98 | | | | | |
| | SuperVALU Stores | Angus Farms | C | | | | | | | 3.79 | | | | | | | |
| | Three Bears | n/i | | | | | | 3.29 | | | | | | | | | |
| OR | Albert/Safe NW | n/i | C | 6.99 | | | 10.99 | | | 4.99 | | 4.99 | 5.49 | 4.99 | | | |
| | Associated Food | Angus | C | 9.99 | | | | | 5.99 | | | | | 3.99 | 2.99 | | |
| | CenterPlace | St Helens | C | 7.98 | | | | | | | 4.68 | 3.48 | | | | | |
| | Family Foods | n/i | | 7.99 | | | | | | | | | | 2.99 | | | |
| | | St Helens | | 7.99 | | | | | | | | | | | | | |
| | Fred Meyer | n/i | C | | | | 4.77 | | | 3.49 | | | | 3.49 | | 3.49 | |
| | Harvest Foods | Angus | C | 6.98 | | | | | 6.98 | | | 3.98 | 3.98 | | | 4.00 | |
| | IGA Markets | n/i | | | | | | | | 2.99 | | 3.29 | | | 2.99 | | |
| | IGA Market Fresh | St Helens | C | 8.98 | | | | 4.97 | 3.97 | 2.98 | | 3.98 | | | | | |
| | Market of Choice | Painted Hills | A | 14.99 | | | 19.99 | | | | | | | | | | Choice |
| | McKay's | Signature Angus | C | 7.99 | | | | | | | | | | | | | |
| | | Signature Angus | S | | | | | | | | | 3.99 | | | 3.99 | | |
| | Meyers Group IGA | St Helens | C | | | | | | 5.79 | 3.29 | | | | 3.79 | 3.29 | | |
| | Quality Food Cntr | Angus | C | 9.99 | | | | | | | BOGO | BOGO | | BOGO | | BOGO | |
| | Ray's Food Place | Angus | C | 7.99 | | | | | | | | | | | | | |
| | Red Apple Markets | St Helens | C | 7.98 | | | | | | 3.99 | | | | | | | |
| | | Angus | C | 7.98 | | | | | | | | | | | | | |
| | Rosauer's | Strauss | G | | | | | | | 6.99 | | | | | | | |
| | | Angus | C | 6.99 | | | | | | | 2.99 | | | | | | |
| | | Painted Hills | A | | | | | | | | | | 5.99 | | | | |
| Roth's | Double R Ranch | C | 10.99 | | | | | | | | | | | | | | |
| | Painted Hills | A | 12.99 | | | | | 14.99 | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

**Thanksgiving 2018
BEEF**

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(KEY: P=Prime; C=Choice; S=Select; A=antibiotic-free; O= organic; G=grass-fed; K=kosher; H=halal)

| State | Supermarket | Label | KTY | Rib Roasts | | Loin Roasts (boneless) | | | | Round Roasts (boneless) | | | | | | Conditions | | |
|---------------------|-------------------|----------------|-------|------------|-------|------------------------|-------------|------------|---------|-------------------------|-----------|-------------|----------|--------------|------|------------|--------------|------|
| | | | | Bone In | Bnls | Filet Mignon | Tender loin | Strip Loin | Tri-Tip | Bottom Round | Top Round | Sirloin Tip | Top Butt | Eye of Round | Rump | | London Broil | |
| OR <i>(cont)</i> | Select Markets | St Helens | C | 8.99 | | | | | | 2.99 | | 3.99 | | | | | | |
| | Smart Foodservice | IBP | | | 8.15 | | | | | | | | | | | | | |
| | Thriftway of OR | Painted Hills | A | | | | | | 7.99 | 3.99 | | | | | | | | |
| | WFM Pacific NW | St Helens | C | 9.99 | | | | | | | 3.99 | | | | | | | |
| | | n/i | A | 12.99 | 13.99 | | 29.99 | | | | | | | | | | | |
| WA | Albert/Safe NW | n/i | C | 6.99 | | | 10.99 | | | 4.99 | | 4.99 | 5.49 | 4.99 | | | | |
| | CenterPlace | St Helens | C | 7.98 | | | | | | | 4.68 | 3.48 | | | | | | |
| | Family Foods | n/i | | 7.99 | | | | | | | | | 2.99 | | | | | |
| | | St Helens | | 7.99 | | | | | | | | | | | | | | |
| | Fred Meyer | n/i | C | | | | | 4.77 | | 3.49 | | | | 3.49 | | | 3.49 | |
| | Haggen's | Double R Ranch | P | | | | | | | | | | 6.99 | | | | | |
| | | Double R Ranch | C | 10.99 | | | | | 9.99 | | | | 3.99 | | | | | |
| | Harvest Foods | Angus | C | 6.98 | | | | | | 6.98 | | | 3.98 | 3.98 | | | | 4.00 |
| | IGA Markets | n/i | | | | | | | | | 2.99 | | 3.29 | | | 2.99 | | |
| | IGA Market Fresh | St Helens | C | 8.98 | | | | | 4.97 | 3.97 | 2.98 | | 3.98 | | | | | |
| | Metropolitan | n/i | A | 15.99 | | | | | | | | | | | | | | |
| | Meyers Group IGA | St Helens | C | | | | | | | 5.79 | 3.29 | | | 3.79 | 3.29 | | | |
| | Quality Food Cntr | Angus | C | 9.99 | | | | | | | | BOGO | BOGO | | BOGO | | | BOGO |
| | PCC Natural | Oregon Country | A | 17.49 | | | | | | | | | | | | | | |
| | | n/i | G | 19.99 | | | | | | | | | | | | | | |
| | Rosauer's | Strauss | G | | | | | | | | 6.99 | | | | | | | |
| | | Angus | C | 6.99 | | | | | | | | 2.99 | | | | | | |
| | | Painted Hills | A | | | | | | | | | | | 5.99 | | | | |
| | Saar's Markets | n/i | | 4.99 | | | | | | | | | | | | | | |
| | Select Markets | St Helens | C | 8.99 | | | | | | | 2.99 | | 3.99 | | | | | |
| | Smart Foodservice | IBP | | | 8.15 | | | | | | | | | | | | | |
| | Sprout's Market | n/i | C | 9.99 | 11.99 | 16.99 | 14.99 | | | | | | | | | | | |
| | | n/i | P | 12.99 | | | | | | | | | | | | | | |
| | Super 1 Foods | Angus | C | | | | | | | | | | | 3.98 | | | | |
| | The Markets | Black Angus | C | | | | | | 4.95 | | 3.95 | | 3.95 | | | | | |
| | Thriftway | St Helens | C | | | | | | | | 2.99 | | | | | | | |
| | | Painted Hills | A | 11.99 | | | | | | | | | | | | | | |
| Thriftway of OR | Painted Hills | A | | | | | | | 7.99 | 3.99 | | | | | | | | |
| | St Helens | C | 9.99 | | | | | | | | 3.99 | | | | | | | |
| Town & Country | Oregon Country | A | | | | | | | | | | 6.99 | | | | 7.99 | | |
| WFM Pacific NW | n/i | A | 12.99 | 13.99 | | 29.99 | | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

**Thanksgiving 2018
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prices in \$US per pound unless otherwise noted.

(KEY: P=Prime; C=Choice; S=Select; A=antibiotic-free; O= organic; G=grass-fed; K=kosher; H=halal)

| State | Supermarket | Label | KEY | Rib Roasts | | Loin Roasts (boneless) | | | | Round Roasts (boneless) | | | | | | Conditions | |
|--------------|---------------------|-----------------------------------|-----|------------|-------|------------------------|-------------|------------|---------|-------------------------|-----------|-------------|----------|--------------|------|------------|-----------------|
| | | | | Bone In | Bnls | Filet Mignon | Tender loin | Strip Loin | Tri-Tip | Bottom Round | Top Round | Sirloin Tip | Top Butt | Eye of Round | Rump | | London Broil |
| WA (cont) | Yoke's Fresh Mrkt | Hereford Snake River Farms n/i | C | 8.99 | | | 11.99 | | | | | 4.99 | 9.99 | | | 3.49 | Wagyu |
| WY | Albert/Safe. Denver | Colorado Angus | C | | | 9.97 | | | | 2.97 | | | | | | | |
| | | Open Nature | G | | | | | | | 5.99 | | | | | | 6.99 | |
| | Albert./Safe. Mntn | Double R Ranch | C | 7.99 | | | | 7.99 | 6.99 | 2.77 | | | 4.99 | | | 3.77 | |
| | Associated Food | Angus | C | 9.99 | | | | | 5.99 | | | | 3.99 | 2.99 | | | |
| | AW Grocers | n/i | C | 9.99 | | | | | | | | | | 3.49 | | | |
| | | Angus | C | | 8.99 | | | | | 2.98 | | 3.79 | 3.79 | | | | |
| | | n/i | | | 12.99 | | | | | | | | | | | | |
| | Food Pride | Angus Pride | C | | | | | | | | | | | | 2.99 | | |
| | IGA Markets | n/i | | | | | | | | 2.99 | | 3.29 | | | 2.99 | | |
| | King Soopers | n/i | C | | | | | | | 3.97 | | | | | | 3.97 | |
| | Lucky's Market | n/i | C | 8.98 | | | | | | | 3.98 | 3.98 | | | | | antibiotic-free |
| | | n/i | P | 12.99 | | | | | | | | | | | | | antibiotic-free |
| | Ridley's | Hereford | C | 7.99 | | | | | 5.99 | | | | | 2.99 | 2.69 | | |
| | Smith's | n/i | C | 7.99 | | | | 4.97 | | | | BOGO | | BOGO | BOGO | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Thanksgiving 2018

prices in \$US per pound unless otherwise noted.

BEEF

| State | Supermarket | Label | SKU | Chuck Roasts (boneless) | | | | | | | Chuck (bone-in) | | Brisket | | Shank | Conditions | |
|--|--------------------|-------------------|-----|-------------------------|------------|-----------|-----------|-----------|------|--------------|-----------------|------------|---------|------|------------|------------|--|
| | | | | Shoulder | Bnls Chuck | Arm Roast | Cross Rib | Chuck Eye | Clod | London Broil | 7-Bone | Short Ribs | Whole | Flat | Fore Shank | | |
| NORTHEASTERN U.S. - CT,DC,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT | | | | | | | | | | | | | | | | | |
| CT | ACME Market | Lancaster Brand | C | 4.99 | 4.99 | | | | | | | | | | | | |
| | Adam's Superfood | n/i | | | | | | | | | | | | | 4.00 | grass-fed | |
| | ALDI | Simply Nature | O | | 7.99 | | | | | | | | | | | | |
| | Best Market | Angus | C | | | | | | | | | | 5.49 | | | | |
| | Big Y | Angus | C | | 5.99 | | | | | | | | | | | | |
| | Bravo | n/i | | | | | | | | | | | 6.49 | | | | |
| | Cherry Valley | n/i | | 3.99 | | | | | | | | | | | 3.39 | | |
| | | Chairmans Reserve | C | | | | | | | | | | 6.99 | | | | |
| | C-Town | n/i | C | | | 4.99 | | | | 2.69 | | | 6.49 | | | | |
| | Food Bazaar | n/i | | | 3.99 | | | | | | | | 4.49 | | | | |
| | IGA New England | n/i | C | 2.99 | | | | | | | | | | | | | |
| | Key Food | n/i | C | | | | | | | 3.99 | | | | | | | |
| | Market 32 | Angus | C | | 4.99 | | | | | | | | | | | | |
| | Price Chopper | Angus | C | | 4.99 | | | | | | | | | | | | |
| | Save-a-Lot | n/i | C | | 3.99 | | | | | | | | | | | | |
| | ShopRite | n/i | C | | | | | | | | | | 4.99 | | | | |
| The Fresh Market | n/i | P | | 5.99 | | | | | | | | | | | | | |
| Walmart | n/i | S | | 4.47 | | | | | | | | | | | | | |
| WFM Northeast | n/i | A | | | | | | | | | | | 9.99 | | | | |
| DC | ALDI | Simply Nature | O | | 7.99 | | | | | | | | | | | grass-fed | |
| | Giant Food | Giant | P | | 4.99 | | | | | | | | | | | | |
| | Save-a-Lot | n/i | C | | 3.99 | | | | | | | | | | | | |
| | Walmart | n/i | S | | 4.47 | | | | | | | | | | | | |
| | WFM Mid-Atlantic | n/i | | | | | | | | | | | 9.99 | | | | |
| DE | ACME Market | Lancaster Brand | C | 4.99 | 4.99 | | | | | | | | | | | grass-fed | |
| | ALDI | Simply Nature | O | | 7.99 | | | | | | | | | | | | |
| | IGA Stores - NJ/PA | Angus | C | 3.49 | 3.88 | | | | | | | 5.99 | | | | | |
| | Redner's | Star Ranch | C | 3.49 | 4.98 | | | | | 3.48 | | | | | | | |
| | Save-a-Lot | n/i | C | | 3.99 | | | | | | | | | | | | |
| | ShopRite | n/i | C | | | | | | | | | 4.99 | | | | | |
| | ShurSave | n/i | | | 3.49 | | | 3.39 | | | | | | | | | |
| | | Angus | C | 3.99 | | | | | | | | | | | | | |
| | The Fresh Market | n/i | P | | 5.99 | | | | | | | | | | | | |
| | Walmart | n/i | S | | 4.47 | | | | | | | | | | | | |
| Weis Markets | Angus | C | | 3.88 | | | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

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BEEF

| State | Supermarket | Label | SKU | Chuck Roasts (<i>boneless</i>) | | | | | | Chuck (<i>bone-in</i>) | | Brisket | | Shank | Conditions | | |
|---------|--------------------|-----------------|-----|----------------------------------|------------|-----------|-----------|-----------|------|--------------------------|--------|------------|-------|-------|------------|------------|-----------------|
| | | | | Shoulder | Bnls Chuck | Arm Roast | Cross Rib | Chuck Eye | Clod | London Broil | 7-Bone | Short Ribs | Whole | Flat | | Fore Shank | |
| MA | Adam's Superfood | n/i | | | | | | | | | | | | | 4.00 | grass-fed | |
| | ALDI | Simply Nature | O | | 7.99 | | | | | | | | | | | | |
| | Associated | n/i | | | | 3.99 | | | | 2.99 | | | | | | | |
| | Big Y | Angus | C | | 5.99 | | | | | | | | | | | | |
| | Bravo | n/i | | | | | | | | | | 6.49 | | | | | |
| | Crosby's | Angus | C | | 4.99 | | | | | | | | | | | | |
| | C-Town | n/i | C | | | 4.99 | | | | 2.69 | | 6.49 | | | | | |
| | Hannaford | Hannaford | C | 2.49 | | | | | | | | 4.99 | | | | | |
| | Key Food | n/i | C | | | | | | | 3.99 | | | | | | | |
| | Market 32 | Angus | C | | 4.99 | | | | | | | | | | | | |
| | McKinnon's | Angus | C | | | 3.49 | | | | | | | 3.88 | | | | |
| | Price Chopper | Angus | C | | 4.99 | | | | | | | | | | | | |
| | Roche Bros. | n/i | C | | 4.99 | | | | | | | | | | | | |
| | Save-a-Lot | n/i | C | | 3.99 | | | | | | | | | | | | |
| | Seabra Foods | n/i | C | | | | | | | | 2.99 | | | | | | |
| | Shaw's | n/i | C | | | | | 2.49 | | | | | | | | | |
| | Star Market | n/i | C | | | | | 2.49 | | | | | | | | | |
| | The Fresh Market | n/i | P | | 5.99 | | | | | | | | | | | | |
| | Walmart | n/i | S | | 4.47 | | | | | | | | | | | | |
| Wegmans | Wegmans | | | 6.39 | | | 5.49 | | | | | 8.49 | | 7.29 | | | |
| Wegmans | Wegmans | A | | 11.49 | | | | | | | | | | | | | |
| MD | ACME Market | Lancaster Brand | C | 4.99 | 4.99 | | | | | | | | | | | grass-fed | |
| | ALDI | Simply Nature | O | | 7.99 | | | | | | | | | | | | |
| | Giant Eagle | Market District | C | 3.99 | | | | | | | | | | | | | |
| | Graul's | n/i | C | | 4.99 | | | | | | | | | | | | |
| | H-Mart | n/i | C | | | | | 5.99 | | | | | | | | | |
| | IGA Stores - NJ/PA | Angus | C | 3.49 | 3.88 | | | | | | | 5.99 | | | | | |
| | Redner's | Star Ranch | C | 3.49 | 4.98 | | | | | 3.48 | | | | | | | |
| | Save-a-Lot | n/i | C | | 3.99 | | | | | | | | | | | | |
| | Shop'n Save | n/i | C | | 4.99 | | | | | | | | | | | | |
| | Shoppers Food | n/i | C | | 3.99 | | | | | | | | | | | | |
| | ShopRite | n/i | C | | | | | | | | | 4.99 | | | | | |
| | ShurSave | n/i | | | 3.49 | | | 3.39 | | | | | | | | | |
| | | Angus | C | 3.99 | | | | | | | | | | | | | |
| | Sprout's Market | n/i | C | | 4.99 | | | | | | | | | | | | antibiotic-free |
| | The Fresh Market | n/i | P | | 5.99 | | | | | | | | | | | | |
| Walmart | n/i | S | | 4.47 | | | | | | | | | | | | | |

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| State | Supermarket | Label | Key | Chuck Roasts (boneless) | | | | | | Chuck (bone-in) | | Brisket | | Shank | Conditions | |
|--------------|--------------------|-----------------|-----|-------------------------|------------|-----------|-----------|-----------|------|-----------------|--------|------------|-------|-------|------------|------------|
| | | | | Shoulder | Bnls Chuck | Arm Roast | Cross Rib | Chuck Eye | Clod | London Broil | 7-Bone | Short Ribs | Whole | Flat | | Fore Shank |
| MD (cont) | Wegmans | Wegmans | | | 6.39 | | | 5.49 | | | | 8.49 | | 7.29 | | |
| | Wegmans | Wegmans | A | | 11.49 | | | | | | | | | | | |
| | Weis Markets | Angus | C | | 3.88 | | | | | | | | | | | |
| | WFM Mid-Atlantic | n/i | | | | | | | | | | | 9.99 | | | |
| ME | Best Yet Markets | 1893 Premium | | | 3.99 | | | | | | | | | | | |
| | Hannaford | Hannaford | C | 2.49 | | | | | | | | 4.99 | | | | |
| | Save-a-Lot | n/i | C | | 3.99 | | | | | | | | | | | |
| | Shaw's | n/i | C | | | | | 2.49 | | | | | | | | |
| | Walmart | n/i | S | | 4.47 | | | | | | | | | | | |
| NH | ALDI | Simply Nature | O | | 7.99 | | | | | | | | | | | grass-fed |
| | Hannaford | Hannaford | C | 2.49 | | | | | | | | 4.99 | | | | |
| | McKinnon's | Angus | C | | | 3.49 | | | | | | | 3.88 | | | |
| | Price Chopper | Angus | C | | 4.99 | | | | | | | | | | | |
| | Save-a-Lot | n/i | C | | 3.99 | | | | | | | | | | | |
| | Shaw's | n/i | C | | | | | 2.49 | | | | | | | | |
| | Walmart | n/i | S | | 4.47 | | | | | | | | | | | |
| NJ | ACME Market | Lancaster Brand | C | 4.99 | 4.99 | | | | | | | | | | | |
| | ALDI | Simply Nature | O | | 7.99 | | | | | | | | | | | grass-fed |
| | Associated | n/i | | | | 3.99 | | | | 2.99 | | | | | | |
| | Best Market | Angus | C | | | | | | | | | 5.49 | | | | |
| | Bravo | n/i | | | | | | | | | | 6.49 | | | | |
| | C-Town | n/i | C | | | 4.99 | | | | 2.69 | | 6.49 | | | | |
| | Fine Fare | n/i | | | | | | | | 3.99 | | 6.99 | | | 3.39 | |
| | Food Bazaar | n/i | | | 3.99 | | | | | | | 4.49 | | | | |
| | IGA Stores - NJ/PA | Angus | C | 3.49 | 3.88 | | | | | | | 5.99 | | | | |
| | Key Food | n/i | C | | | | | | | 3.99 | | | | | | |
| | McCaffrey's | Angus | C | | 4.49 | | | | | | | | | | | |
| | Murphy's Market | Angus | C | | 3.99 | | | | | | | | | | | |
| | Save-a-Lot | n/i | C | | 3.99 | | | | | | | | | | | |
| | ShopRite | n/i | C | | | | | | | | | 4.99 | | | | |
| | Supremo | Angus | C | 3.99 | 3.99 | | | | | | | | | | | |
| | The Fresh Market | n/i | P | | 5.99 | | | | | | | | | | | |
| | Uncle Giuseppe's | Sterling Silver | C | | | 3.99 | | | | | | | | | | |
| | Walmart | n/i | S | | 4.47 | | | | | | | | | | | |
| | Wegmans | Wegmans | | | 6.39 | | | 5.49 | | | | | 8.49 | | 7.29 | |
| | Wegmans | Wegmans | A | | 11.49 | | | | | | | | | | | |
| Western Beef | n/i | | | 3.99 | | | | | | 3.99 | | 3.99 | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Thanksgiving 2018

prices in \$US per pound unless otherwise noted.

BEEF

| State | Supermarket | Label | SKU | Chuck Roasts (boneless) | | | | | | | Chuck (bone-in) | | Brisket | | Shank | Conditions |
|---------------|------------------|-------------------|------|-------------------------|------------|-----------|-----------|-----------|------|--------------|-----------------|------------|---------|------|------------|------------|
| | | | | Shoulder | Bnls Chuck | Arm Roast | Cross Rib | Chuck Eye | Clod | London Broil | 7-Bone | Short Ribs | Whole | Flat | Fore Shank | |
| NJ (cont) | Weis Markets | Angus | C | | 3.88 | | | | | | | | | | | |
| | WFM Mid-Atlantic | n/i | | | | | | | | | | | 9.99 | | | |
| | WFM Northeast | n/i | A | | | | | | | | | | 9.99 | | | |
| NY | ACME Market | Lancaster Brand | C | 4.99 | 4.99 | | | | | | | | | | | |
| | ALDI | Simply Nature | O | | 7.99 | | | | | | | | | | | |
| | Associated | n/i | | | | 3.99 | | | | 2.99 | | | | | | |
| | Best Market | Angus | C | | | | | | | | | 5.49 | | | | |
| | Big M | 1893 Premium | | | 3.99 | | | | | | | | | | | |
| | Bravo | n/i | | | | | | | | | | | 6.49 | | | |
| | Cherry Valley | n/i | | 3.99 | | | | | | | | | | | | 3.39 |
| | | Chairmans Reserve | C | | | | | | | | | | 6.99 | | | |
| | C-Town | n/i | C | | | 4.99 | | | | 2.69 | | | 6.49 | | | |
| | DeCiccio Family | Sterling Silver | C | | | | | | | | | | 6.99 | 8.99 | | |
| | DeCiccio & Sons | Pineland Farms | A | | 4.99 | | | | | | | | | | | |
| | Fine Fare | n/i | | | | | | | | 3.99 | | | 6.99 | | | 3.39 |
| | Food Bazaar | n/i | | | 3.99 | | | | | | | | 4.49 | | | |
| | Hannaford | Hannaford | C | 2.49 | | | | | | | | | 4.99 | | | |
| | Key Food | n/i | C | | | | | | | 3.99 | | | | | | |
| | King Kullen | n/i | C | | | | | | | | | | | 5.99 | | |
| | Market 32 | Angus | C | | 4.99 | | | | | | | | | | | |
| | North Shore | n/i | C | | | | | | | 2.99 | | | | | | |
| | Price Chopper | Angus | C | | 4.99 | | | | | | | | | | | |
| | Save-a-Lot | n/i | C | | 3.99 | | | | | | | | | | | |
| | Shop'n Save | n/i | C | | 4.99 | | | | | | | | | | | |
| | ShopRite | n/i | C | | | | | | | | | | 4.99 | | | |
| | The Fresh Market | n/i | P | | 5.99 | | | | | | | | | | | |
| | Trade Fair | n/i | C | 3.99 | | | | | | | | | 3.99 | | | |
| | Uncle Giuseppe's | Sterling Silver | C | | | 3.99 | | | | | | | | | | |
| | Walmart | n/i | S | | 4.47 | | | | | | | | | | | |
| | Wegmans | Wegmans | | | 6.39 | | | | 5.49 | | | | 8.49 | 7.29 | | |
| | Wegmans | A | | 11.49 | | | | | | | | | | | | |
| Weis Markets | Angus | C | | 3.88 | | | | | | | | | | | | |
| Western Beef | n/i | | 3.99 | | | | | | 3.99 | | | 3.99 | | | | |
| WFM Northeast | n/i | A | | | | | | | | | | | 9.99 | | | |
| PA | ACME Market | Lancaster Brand | C | 4.99 | 4.99 | | | | | | | | | | | |
| | ALDI | Simply Nature | O | | 7.99 | | | | | | | | | | | |
| | Associated | n/i | | | | 3.99 | | | | 2.99 | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Thanksgiving 2018

prices in \$US per pound unless otherwise noted.

BEEF

| State | Supermarket | Label | KEY | Chuck Roasts (boneless) | | | | | | Chuck (bone-in) | | Brisket | | Shank | Conditions | | |
|------------------|--------------------|-----------------|-----|-------------------------|------------|-----------|-----------|-----------|------|-----------------|--------|------------|-------|-------|------------|------------|-----------|
| | | | | Shoulder | Bnls Chuck | Arm Roast | Cross Rib | Chuck Eye | Clod | London Broil | 7-Bone | Short Ribs | Whole | Flat | | Fore Shank | |
| PA (cont) | Big M | 1893 Premium | | | 3.99 | | | | | | | | | | | | |
| | Boyers Food | n/i | | | 3.97 | | | | | | | | | | | | |
| | Bravo | n/i | | | | | | | | | | 6.49 | | | | | |
| | C-Town | n/i | C | | | 4.99 | | | | 2.69 | | 6.49 | | | | | |
| | Family Owned | n/i | | | 3.99 | | | | | | | | | | | | |
| | | Angus | C | | | | | | 3.99 | | | | | | | | |
| | Fine Fare | n/i | | | | | | | | 3.99 | | 6.99 | | | | 3.39 | |
| | Foodland | n/i | C | | | | 2.99 | | | | | | | | | | |
| | Giant Eagle | Market District | C | | 3.99 | | | | | | | | | | | | |
| | IGA Stores - NJ/PA | Angus | C | | 3.49 | 3.88 | | | | | | | 5.99 | | | | |
| | Karn's Foods | n/i | C | | | 4.49 | | | | | | | | | | | |
| | | n/i | P | | 3.69 | | | | | | | | | | | | |
| | Key Food | n/i | C | | | | | | | 3.99 | | | | | | | |
| | Kuhn's Market | n/i | C | | 2.99 | | | | | | | | | | | | |
| | Landis Markets | Angus | C | | | | | | | | | | 5.99 | | | | |
| | McCaffrey's | Angus | C | | | 4.49 | | | | | | | | | | | |
| | Price Chopper | Angus | C | | | 4.99 | | | | | | | | | | | |
| | Redner's | Star Ranch | C | | 3.49 | 4.98 | | | | | 3.48 | | | | | | |
| | Save-a-Lot | n/i | C | | | 3.99 | | | | | | | | | | | |
| | Shop'n Save | n/i | C | | | 4.99 | | | | | | | | | | | |
| | ShopRite | n/i | C | | | | | | | | | | 4.99 | | | | |
| | ShurSave | n/i | | | | 3.49 | | | 3.39 | | | | | | | | |
| | | Angus | C | | 3.99 | | | | | | | | | | | | |
| | ShurSave NE PA | Angus | C | | | 4.99 | | | | | | | | | | | |
| | Sparkle Market | n/i | C | | | 3.99 | | | | | | | | | | | |
| | Supremo | Angus | C | | 3.99 | 3.99 | | | | | | | | | | | |
| | The Fresh Market | n/i | P | | | 5.99 | | | | | | | | | | | |
| | Walmart | n/i | S | | | 4.47 | | | | | | | | | | | |
| | Wegmans | Wegmans | | | | 6.39 | | | 5.49 | | | | 8.49 | | 7.29 | | |
| | | Wegmans | A | | | 11.49 | | | | | | | | | | | |
| Weis Markets | Angus | C | | | 3.88 | | | | | | | | | | | | |
| WFM Mid-Atlantic | n/i | | | | | | | | | | | | 9.99 | | | | |
| RI | Adam's Superfood | n/i | | | | | | | | | | | | | 4.00 | | |
| | ALDI | Simply Nature | O | | 7.99 | | | | | | | | | | | | grass-fed |
| | Associated | n/i | | | | 3.99 | | | | 2.99 | | | | | | | |
| | Bravo | n/i | | | | | | | | | | 6.49 | | | | | |
| | Dave's Marketplace | n/i | C | | 4.99 | | | | | | | 6.99 | | 5.99 | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Thanksgiving 2018

prices in \$US per pound unless otherwise noted.

BEEF

| State | Supermarket | Label | KEY | Chuck Roasts (<i>boneless</i>) | | | | | | Chuck (<i>bone-in</i>) | | Brisket | | Shank | Conditions | |
|---------------------|---------------|---------------|-----|----------------------------------|------------|-----------|-----------|-----------|------|--------------------------|--------|------------|-------|-------|------------|------------|
| | | | | Shoulder | Bnls Chuck | Arm Roast | Cross Rib | Chuck Eye | Clod | London Broil | 7-Bone | Short Ribs | Whole | Flat | | Fore Shank |
| RI <i>(cont)</i> | Save-a-Lot | n/i | C | | 3.99 | | | | | | | | | | | |
| | Seabra Foods | n/i | C | | | | | | | | 2.99 | | | | | |
| | Shaw's | n/i | C | | | | | 2.49 | | | | | | | | |
| | Walmart | n/i | S | | 4.47 | | | | | | | | | | | |
| VT | ALDI | Simply Nature | O | | 7.99 | | | | | | | | | | | grass-fed |
| | Hannaford | Hannaford | C | 2.49 | | | | | | | | 4.99 | | | | |
| | Price Chopper | Angus | C | | 4.99 | | | | | | | | | | | |
| | Shaw's | n/i | C | | | | | 2.49 | | | | | | | | |
| | Walmart | n/i | S | | 4.47 | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Thanksgiving 2018

prices in \$US per pound unless otherwise noted.

BEEF

| State | Supermarket | Label | SKU | Chuck Roasts (boneless) | | | | | | | Chuck (bone-in) | | Brisket | | Shank | Conditions | |
|--|---------------------|-------------------|-----|-------------------------|------------|-----------|-----------|-----------|------|--------------|-----------------|------------|---------|------|------------|-----------------|--|
| | | | | Shoulder | Bnls Chuck | Arm Roast | Cross Rib | Chuck Eye | Clod | London Broil | 7-Bone | Short Ribs | Whole | Flat | Fore Shank | | |
| SOUTHEASTERN U.S. - AL,FL,GA,KY,MS,NC,SC,TN,VA,WV | | | | | | | | | | | | | | | | | |
| AL | ALDI | Simply Nature | O | | 7.99 | | | | | | | | | | | grass-fed | |
| | Dollar General Mrkt | n/i | | | 4.50 | | | | | | | | | | | | |
| | Earth Fare | n/i | C | | 4.99 | | | | | | | | | | | | |
| | Greer's Market | Black Angus | S | | | | | 2.99 | | | | | | | | | |
| | Hometown Markets | Star Ranch | | 2.99 | 3.79 | | | | | | | | | | | | |
| | Ingle's Market | Ingle's Premium | C | | 3.98 | | | | | | | | | | | | |
| | Kroger Atlanta | n/i | C | | 5.99 | | | | | | | | | | | | |
| | Kroger Nashville | n/i | C | | 5.99 | | | | | | | | | | | | |
| | Piggly Wiggly Inc. | n/i | C | | | | | | | | | | 6.99 | | | | |
| | Publix | GreenWise | A | | 6.39 | | | | | | | | | | | | |
| | PW Homeland | n/i | S | | 4.99 | | | | | | | | | | | | |
| | Rouses Market | Angus | C | | 3.99 | | | | | | | | 2.99 | | | | |
| | Save-a-Lot | n/i | C | | 3.99 | | | | | | | | | | | | |
| | The Fresh Market | n/i | P | | 5.99 | | | | | | | | | | | | |
| | Walmart | n/i | S | | 4.47 | | | | | | | | | | | | |
| | Western Markets | Chairmans Reserve | C | | 4.99 | | | | | | | | | 6.99 | | | |
| WFM South | n/i | | | | | | | | | | | | 8.99 | | | | |
| Winn-Dixie | WD Brand | | | 4.99 | | | | | | | | | | | | | |
| FL | ALDI | Simply Nature | O | | 7.99 | | | | | | | | | | | grass-fed | |
| | Bravo | n/i | | | | | | | | | | | | | 3.47 | | |
| | Dollar General Mrkt | n/i | | | 4.50 | | | | | | | | | | | | |
| | Doris Markets | n/i | C | | | | | | | 3.49 | | | | | | | |
| | | n/i | P | | | | | | | | | | 3.99 | | | | |
| | Earth Fare | n/i | C | | 4.99 | | | | | | | | | | | | |
| | Harvey's | Angus | C | | 3.98 | | | | | | | | | | | | |
| | Hitchcock's | Hitchcock's | | | 3.99 | | | | | | | | | | | | |
| | IGA Stores FL | n/i | | | 3.99 | | | | | | | 4.99 | 2.99 | | | | |
| | Lucky's Market | n/i | C | | 3.98 | | | | | | | | | | | antibiotic-free | |
| | Milam's Market | Angus | C | | 4.99 | | | | | | | | | | | | |
| | Price Choice | n/i | | | | | | 2.97 | | | | | | | | | |
| | Publix | GreenWise | A | | 6.39 | | | | | | | | | | | | |
| | Sabor Tropical | Angus | C | | | | | 2.98 | | | | | | | | | |
| | Save-a-Lot | n/i | C | | 3.99 | | | | | | | | | | | | |
| | Scaff's Market | Preferred Angus | S | | 3.99 | | | | | | | | | | | | |
| Sedano's | n/i | C | | | | | | | | | | | | | | | |
| The Fresh Market | n/i | P | | 5.99 | | | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Thanksgiving 2018

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BEEF

| State | Supermarket | Label | KY | Chuck Roasts (boneless) | | | | | | | Chuck (bone-in) | | Brisket | | Shank | Conditions |
|--------------|---------------------|-----------------|----|-------------------------|------------|-----------|-----------|-----------|------|--------------|-----------------|------------|---------|------|------------|-----------------|
| | | | | Shoulder | Bnls Chuck | Arm Roast | Cross Rib | Chuck Eye | Clod | London Broil | 7-Bone | Short Ribs | Whole | Flat | Fore Shank | |
| FL (cont) | Walmart | n/i | S | | 4.47 | | | | | | | | | | | |
| | Western Beef | n/i | | 2.99 | | | | | | | | 4.49 | | | | |
| | WFM Florida | n/i | | | | | | | | | | | 7.99 | 9.99 | | |
| | Winn-Dixie | WD Brand | A | | 4.99 | | | | | | | | 9.99 | | | |
| GA | ALDI | Simply Nature | O | | 7.99 | | | | | | | | | | | grass-fed |
| | Bi-Lo | Gold Star | | | 4.99 | | | | | | | | | | | |
| | Dollar General Mrkt | n/i | | | 4.50 | | | | | | | | | | | |
| | Earth Fare | n/i | C | | 4.99 | | | | | | | | | | | |
| | Food Depot | n/i | S | 3.98 | | | | | | | 3.66 | | | | | |
| | Galaxy Foods | Tender Ridge | | | 3.28 | | | | | | | | | | | |
| | IGA Food Stores | Preferred Angus | C | 2.99 | | | | | | | | | | | | |
| | IGA Stores SE | Tender Ridge | | | 3.40 | | | | | | | | | | | |
| | Ingle's Market | Ingle's Premium | C | | 3.98 | | | | | | | | | | | |
| | Kroger Atlanta | n/i | C | | 5.99 | | | | | | | | | | | |
| | Little Giant | Angus | C | 3.99 | | | | | | | | | | | | |
| | Lucky's Market | n/i | C | | 3.98 | | | | | | | | | | | antibiotic-free |
| | Piggly Wiggly GA | Angus | C | | 4.00 | | | | | | | | | | | |
| | Publix | GreenWise | A | | 6.39 | | | | | | | | | | | |
| | PW Carolina | Pig's Pride | | | 3.98 | | | | | | | | | | | |
| | Quality Foods | n/i | | | | | | | | | | | 2.99 | | | |
| | Save-a-Lot | n/i | C | | 3.99 | | | | | | | | | | | |
| | The Fresh Market | n/i | P | | 5.99 | | | | | | | | | | | |
| Walmart | n/i | S | | 4.47 | | | | | | | | | | | | |
| Wayfield's | n/i | | | 3.99 | | | | | | | | | | | | |
| WFM South | n/i | | | | | | | | | | | | 8.99 | | | |
| Winn-Dixie | WD Brand | | | 4.99 | | | | | | | | | | | | |
| KY | ALDI | Simply Nature | O | | 7.99 | | | | | | | | | | | grass-fed |
| | Chappell's | n/i | | 4.19 | 5.39 | | | | | | | | | | | |
| | Cox IGA | n/i | | | 4.49 | | | | | | | | | | | |
| | Dollar General Mrkt | n/i | | | 4.50 | | | | | | | | | | | |
| | E.W. James | Black Canyon | S | 2.98 | | 2.98 | | | | | | | | | | |
| | Food Fair | Black Canyon | | | | | 2.88 | | | | | | | | | |
| | Food Rite | n/i | | 2.99 | | | | | | | | | | | | |
| | Fresh Thyme | n/i | | | 4.99 | | | | | | | 4.99 | | | | |
| | Galaxy Foods | Tender Ridge | | | 3.28 | | | | | | | | | | | |
| | IGA Houchen's | n/i | | | 3.49 | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Thanksgiving 2018

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BEEF

| State | Supermarket | Label | KEY | Chuck Roasts (boneless) | | | | | | | Chuck (bone-in) | | Brisket | | Shank | Conditions |
|------------------|---------------------|---------------|-----|-------------------------|------------|-----------|-----------|-----------|------|--------------|-----------------|------------|---------|------|------------|-----------------|
| | | | | Shoulder | Bnls Chuck | Arm Roast | Cross Rib | Chuck Eye | Clod | London Broil | 7-Bone | Short Ribs | Whole | Flat | Fore Shank | |
| KY (cont) | IGA Stores - OH/KY | n/i | C | 4.29 | 4.49 | | | | | | | | | | | antibiotic-free |
| | IGA Stores SE | Tender Ridge | | | 3.40 | | | | | | | | | | | |
| | Kroger Cincinnati | n/i | C | | 3.49 | | | | | | | | | | | |
| | Kroger Delta | n/i | C | | 3.99 | | | | | | | | | | | |
| | Kroger Mid-Atlantic | n/i | C | | 3.49 | | | | | | | | | | | |
| | Kroger Mid-South | n/i | C | | 5.99 | | | | | | | | | | | |
| | Kroger Nashville | n/i | C | | 5.99 | | | | | | | | | | | |
| | Lucky's Market | n/i | C | | 3.98 | | | | | | | | | | | |
| | Meijer | Angus | C | | | | | 4.99 | | | | | | | | |
| | Remke Markets | n/i | | | 3.25 | | | | | | | 4.49 | | | | |
| | Save-a-Lot | n/i | C | | 3.99 | | | | | | | | | | | |
| | TC Grocers | n/i | S | | 3.99 | | | | | | | | | | | |
| | The Fresh Market | n/i | P | | 5.99 | | | | | | | | | | | |
| | ValueMarket | n/i | C | | 3.99 | | | | | | | | | | | |
| | Walmart | n/i | S | | 4.47 | | | | | | | | | | | |
| WFM Mid-Atlantic | n/i | | | | | | | | | | | | 9.99 | | | |
| MS | AG Baton Rouge | n/i | | 2.99 | | | | | | | | | | | grass-fed | |
| | ALDI | Simply Nature | O | | 7.99 | | | | | | | | | | | |
| | Dollar General Mrkt | n/i | | | 4.50 | | | | | | | | | | | |
| | Froogle's | Angus | C | | 3.18 | | | | | | | | | | | |
| | Grocery Depot | Angus | C | 2.72 | | | | | | | | | | | | |
| | Kroger Delta | n/i | C | | 3.99 | | | | | | | | | | | |
| | Mac's Fresh Mrkt | n/i | S | 2.99 | 2.99 | | | | | | | | | | | |
| | Rouses Market | Angus | C | | 3.99 | | | | | | | 2.99 | | | | |
| | Save-a-Lot | n/i | C | | 3.99 | | | | | | | | | | | |
| | Sullivan's Grocery | n/i | S | 2.99 | | | | | | | | | | | | |
| | Superlo Foods | n/i | | | 3.99 | | | | | | | | | | | |
| | The Fresh Market | n/i | P | | 5.99 | | | | | | | | | | | |
| | Walmart | n/i | S | | 4.47 | | | | | | | | | | | |
| | WFM South | n/i | | | | | | | | | | | 8.99 | | | |
| Winn-Dixie | WD Brand | | | 4.99 | | | | | | | | | | | | |
| NC | ALDI | Simply Nature | O | | 7.99 | | | | | | | | | | grass-fed | |
| | Bi-Lo | Gold Star | | | 4.99 | | | | | | | | | | | |
| | Carlie C's IGA | n/i | | 2.98 | 3.28 | | | | | | | | | | | |
| | Earth Fare | n/i | C | | 4.99 | | | | | | | | | | | |
| | Galaxy Foods | Tender Ridge | | | 3.28 | | | | | | | | | | | |
| | Hills Food Stores | n/i | S | 3.49 | | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

**Thanksgiving 2018
BEEF**

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| State | Supermarket | Label | SKU | Chuck Roasts (boneless) | | | | | | | Chuck (bone-in) | | Brisket | | Shank | Conditions | |
|--------------|----------------------|-----------------|-----|-------------------------|------------|-----------|-----------|-----------|------|--------------|-----------------|------------|---------|------|------------|------------|-----------|
| | | | | Shoulder | Bnls Chuck | Arm Roast | Cross Rib | Chuck Eye | Clod | London Broil | 7-Bone | Short Ribs | Whole | Flat | Fore Shank | | |
| NC (cont) | H-Mart | n/i | C | | | | | | | | | 7.98 | | | | | |
| | IGA Stores SE | Tender Ridge | | | 3.40 | | | | | | | | | | | | |
| | Ingle's Market | Ingle's Premium | C | | 3.98 | | | | | | | | | | | | |
| | Piggly Wiggly Retail | n/i | | | 3.99 | | | | | | | | | | | | |
| | Publix | GreenWise | A | | 6.39 | | | | | | | | | | | | |
| | PW Stores | Preferred Angus | | | 3.79 | | | | | | | | | | | | |
| | Save-a-Lot | n/i | C | | 3.99 | | | | | | | | | | | | |
| | The Fresh Market | n/i | P | | 5.99 | | | | | | | | | | | | |
| | Walmart | n/i | S | | 4.47 | | | | | | | | | | | | |
| | WFM South | n/i | | | | | | | | | | | | 8.99 | | | |
| SC | ALDI | Simply Nature | O | | 7.99 | | | | | | | | | | | | grass-fed |
| | Bi-Lo | Gold Star | | | 4.99 | | | | | | | | | | | | |
| | Dollar General Mrkt | n/i | | | 4.50 | | | | | | | | | | | | |
| | Earth Fare | n/i | C | | 4.99 | | | | | | | | | | | | |
| | Galaxy Foods | Tender Ridge | | | 3.28 | | | | | | | | | | | | |
| | Hills Food Stores | n/i | S | 3.49 | | | | | | | | | | | | | |
| | IGA Stores SE | Tender Ridge | | | 3.40 | | | | | | | | | | | | |
| | Ingle's Market | Ingle's Premium | C | | 3.98 | | | | | | | | | | | | |
| | Kroger Atlanta | n/i | C | | 5.99 | | | | | | | | | | | | |
| | Publix | GreenWise | A | | 6.39 | | | | | | | | | | | | |
| | PW Carolina | Pig's Pride | | | 3.98 | | | | | | | | | | | | |
| | Quality Foods | n/i | | | | | | | | | | | 2.99 | | | | |
| | Save-a-Lot | n/i | C | | 3.99 | | | | | | | | | | | | |
| | The Fresh Market | n/i | P | | 5.99 | | | | | | | | | | | | |
| | Walmart | n/i | S | | 4.47 | | | | | | | | | | | | |
| WFM South | n/i | | | | | | | | | | | | 8.99 | | | | |
| TN | ALDI | Simply Nature | O | | 7.99 | | | | | | | | | | | | grass-fed |
| | Cash Saver Memphis | Angus | C | 3.65 | | | | | | | | | | | | | |
| | Chappell's | n/i | | 4.19 | 5.39 | | | | | | | | | | | | |
| | Dollar General Mrkt | n/i | | | 4.50 | | | | | | | | | | | | |
| | E.W. James | Black Canyon | S | 2.98 | | 2.98 | | | | | | | | | | | |
| | Earth Fare | n/i | C | | 4.99 | | | | | | | | | | | | |
| | IGA Houchen's | n/i | | | 3.49 | | | | | | | | | | | | |
| | IGA Stores - OH/KY | n/i | C | 4.29 | 4.49 | | | | | | | | | | | | |
| | IGA Stores SE | Tender Ridge | | | 3.40 | | | | | | | | | | | | |
| | Ingle's Market | Ingle's Premium | C | | 3.98 | | | | | | | | | | | | |
| | Kroger Delta | n/i | C | | 3.99 | | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Thanksgiving 2018

prices in \$US per pound unless otherwise noted.

BEEF

| State | Supermarket | Label | KEY | Chuck Roasts (<i>boneless</i>) | | | | | | | Chuck (<i>bone-in</i>) | | Brisket | | Shank | Conditions |
|---------------------|----------------------|-----------------|-----|----------------------------------|------------|-----------|-----------|-----------|------|--------------|--------------------------|------------|---------|------|------------|------------|
| | | | | Shoulder | Bnls Chuck | Arm Roast | Cross Rib | Chuck Eye | Clod | London Broil | 7-Bone | Short Ribs | Whole | Flat | Fore Shank | |
| TN <i>(cont)</i> | Kroger Mid-Atlantic | n/i | C | | 3.49 | | | | | | | | | | | |
| | Kroger Nashville | n/i | C | | 5.99 | | | | | | | | | | | |
| | Osborne's | n/i | | 2.99 | | | | | | | | | | | | |
| | Save-a-Lot | n/i | C | | 3.99 | | | | | | | | | | | |
| | Superlo Foods | n/i | | | 3.99 | | | | | | | | | | | |
| | TC Grocers | n/i | S | | 3.99 | | | | | | | | | | | |
| | The Fresh Market | n/i | P | | 5.99 | | | | | | | | | | | |
| | Tietgen's | n/i | | 2.99 | | | | | | | | | | | | |
| | Publix | GreenWise | A | | 6.39 | | | | | | | | | | | |
| | Walmart | n/i | S | | 4.47 | | | | | | | | | | | |
| WFM South | n/i | | | | | | | | | | | | 8.99 | | | |
| VA | ALDI | Simply Nature | O | | 7.99 | | | | | | | | | | | grass-fed |
| | Dollar General Mrkt | n/i | | | 4.50 | | | | | | | | | | | |
| | Earth Fare | n/i | C | | 4.99 | | | | | | | | | | | |
| | Galaxy Foods | Tender Ridge | | | 3.28 | | | | | | | | | | | |
| | IGA Houchen's | n/i | | | 3.49 | | | | | | | | | | | |
| | IGA Stores SE | Tender Ridge | | | 3.40 | | | | | | | | | | | |
| | Ingle's Market | Ingle's Premium | C | | 3.98 | | | | | | | | | | | |
| | Kroger Mid-Atlantic | n/i | C | | 3.49 | | | | | | | | | | | |
| | Piggly Wiggly Retail | n/i | | | 3.99 | | | | | | | | | | | |
| | Publix | GreenWise | A | | 6.39 | | | | | | | | | | | |
| | PW Stores | Preferred Angus | | | 3.79 | | | | | | | | | | | |
| | Save-a-Lot | n/i | C | | 3.99 | | | | | | | | | | | |
| | Shop'n Save | n/i | C | | 4.99 | | | | | | | | | | | |
| | Shoppers Value | n/i | | | 2.99 | | | | | | | | | | | |
| | The Fresh Market | n/i | P | | 5.99 | | | | | 2.99 | | | | | | |
| | Walmart | n/i | S | | 4.47 | | | | | | | | | | | |
| | Wegmans | Wegmans | | | 6.39 | | | | 5.49 | | | 8.49 | | 7.29 | | |
| Wegmans | Wegmans | A | | 11.49 | | | | | | | | | | | | |
| Weis Markets | Angus | C | | 3.88 | | | | | | | | | | | | |
| WFM Mid-Atlantic | n/i | | | | | | | | | | | | 9.99 | | | |
| WV | ALDI | Simply Nature | O | | 7.99 | | | | | | | | | | | grass-fed |
| | Food Fair | Black Canyon | | | | | 2.88 | | | | | | | | | |
| | Galaxy Foods | Tender Ridge | | | 3.28 | | | | | | | | | | | |
| | Giant Eagle | Market District | C | 3.99 | | | | | | | | | | | | |
| | IGA Stores SE | Tender Ridge | | | 3.40 | | | | | | | | | | | |
| | Kroger Columbus | n/i | C | BOGO | | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Thanksgiving 2018

prices in \$US per pound unless otherwise noted.

BEEF

| State | Supermarket | Label | KY | Chuck Roasts (<i>boneless</i>) | | | | | | Chuck (<i>bone-in</i>) | | Brisket | | Shank | Conditions |
|--------------|---------------------|-----------------|----|----------------------------------|------------|-----------|-----------|-----------|------|--------------------------|--------|------------|-------|-------|------------|
| | | | | Shoulder | Bnls Chuck | Arm Roast | Cross Rib | Chuck Eye | Clod | London Broil | 7-Bone | Short Ribs | Whole | Flat | |
| WV (cont) | Kroger Mid-Atlantic | n/i | C | | 3.49 | | | | | | | | | | |
| | PW Stores | Preferred Angus | | | 3.79 | | | | | | | | | | |
| | Save-a-Lot | n/i | C | | 3.99 | | | | | | | | | | |
| | Shop'n Save | n/i | C | | 4.99 | | | | | | | | | | |
| | Shoppers Value | n/i | | | 2.99 | | | | 2.99 | | | | | | |
| | Sparkle Market | n/i | C | | 3.99 | | | | | | | | | | |
| | Walmart | n/i | S | | 4.47 | | | | | | | | | | |
| | Weis Markets | Angus | C | | 3.88 | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Thanksgiving 2018

prices in \$US per pound unless otherwise noted.

BEEF

| State | Supermarket | Label | SKU | Chuck Roasts (boneless) | | | | | | Chuck (bone-in) | | Brisket | | Shank | Conditions | |
|--|---------------------|--------------------|-----|-------------------------|------------|-----------|-----------|-----------|------|-----------------|--------|------------|-------|-------|------------|-----------------|
| | | | | Shoulder | Bnls Chuck | Arm Roast | Cross Rib | Chuck Eye | Clod | London Broil | 7-Bone | Short Ribs | Whole | Flat | | Fore Shank |
| MIDWESTERN U.S. - IA,IL,IN,MI,MN,ND,NE,OH,SD,WI | | | | | | | | | | | | | | | | |
| IA | ALDI | Simply Nature | O | | 7.99 | | | | | | | | | | | grass-fed |
| | AW Grocers | n/i | | | 4.49 | | | | | | | | | | | |
| | Brother's Market | n/i | C | | 3.99 | 2.99 | | | | | | | | | | |
| | Family Fare | Open Acres | C | | | 4.99 | | | | | | | | | | |
| | Family Foods | Angus Pride | | | | 3.79 | | | | | | | | | | |
| | Fareway | n/i | C | | 3.99 | 2.99 | 3.99 | | | | | | | | | |
| | Fishers Jack & Jill | n/i | C | | | 3.49 | | | | | | | | | | |
| | Food Pride | Angus Pride | C | | | 3.79 | | | | | | | | | | |
| | Fresh Thyme | n/i | | | 4.99 | | | | | | | 4.99 | | | | |
| | Hometown Foods | Angus | C | | 3.99 | 3.99 | | | | | | 5.88 | | | | |
| | Hy-Vee | Hy-Vee Reserve | C | | | | | | | | | | 2.99 | | | |
| | Jewel-Osco | n/i | C | | 3.99 | | | | | | | | | | | |
| | Lucky's Market | n/i | C | | 3.98 | | | | | | | | | | | antibiotic-free |
| | Maynard's | n/i | C | | 4.49 | | | | | | | | | | | |
| | Price Chopper | KC Pride | | | | | 3.49 | | | | | | | 4.99 | | |
| | Quillin's | Chairman's Reserve | C | | 3.99 | 3.49 | | | | | | | | | | |
| | Save-a-Lot | n/i | C | | 3.99 | | | | | | | | | | | |
| Sunshine Foods | n/i | C | | | | 3.49 | | | | | | | | | | |
| Super Saver | Star Ranch | C | | 3.98 | | | | | | | | | | | | |
| Thriftway Stores | n/i | | | | | 2.99 | | | | | | | | | | |
| Walmart | n/i | S | | 4.47 | | | | | | | | | | | | |
| WFM Midwest | n/i | A | | | | | | | | | | | 9.99 | | | |
| IL | ALDI | Simply Nature | O | | 7.99 | | | | | | | | | | | grass-fed |
| | Angelo Caputo's | Iowa Angus | C | | | | | | 3.89 | | | | 3.99 | | | |
| | AW Grocers | n/i | | | 4.49 | | | | | | | | | | | |
| | Berkot's | n/i | C | | | 4.99 | | | | | | | | | | |
| | Borowiak's IGA | IGA TableRite | | | | | | | | | | | 3.49 | | | |
| | Butera Market | n/i | | | | | | | | | | | 4.99 | | 1.49 | |
| | | Angus | C | | | | 2.88 | | | | | | | | | |
| | Cermak's | n/i | | | | | | | | | | | | | 2.69 | |
| | | Angus | C | | | | | | | | | | 5.99 | | | |
| | Cub Foods | n/i | C | | 4.99 | | | | | | | | | | | |
| | El Guero | n/i | | | | | | | | | | | | | 3.29 | |
| | Fairplay Foods | Angus | C | | 3.99 | 3.49 | | | | | 2.98 | 4.99 | | | | |
| Fareway | n/i | C | | 3.99 | 2.99 | 3.99 | | | | | | | | | | |
| Fishers Jack & Jill | n/i | C | | | | 3.49 | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

**Thanksgiving 2018
BEEF**

prices in \$US per pound unless otherwise noted.

| State | Supermarket | Label | Key | Chuck Roasts (<i>boneless</i>) | | | | | | Chuck (<i>bone-in</i>) | | Brisket | | Shank | Conditions | |
|---------------------|--------------------|-----------------|-----|----------------------------------|------------|-----------|-----------|-----------|------|--------------------------|--------|------------|-------|-------|------------|------------|
| | | | | Shoulder | Bnls Chuck | Arm Roast | Cross Rib | Chuck Eye | Clod | London Broil | 7-Bone | Short Ribs | Whole | Flat | | Fore Shank |
| IL <i>(cont)</i> | Food Pride | Angus Pride | C | | | 3.79 | | | | | | | | | | |
| | Fresh Thyme | n/i | | | 4.99 | | | | | | | 4.99 | | | | |
| | Garden Fresh | Sterling Silver | C | | | | | | | | | 4.99 | | | | |
| | | n/i | C | | | | | | 5.98 | | | | | | | |
| | Hy-Vee | Hy-Vee Reserve | C | | | | | | | | | | 2.99 | | | |
| | IGA Houchen's | n/i | | | 3.49 | | | | | | | | | | | |
| | IGA Stores IL/IN | IGA TableRite | | 2.99 | | | | | | | | | | | | |
| | Jewel-Osco | n/i | C | | 3.99 | | | | | | | | | | | |
| | Jimenez | n/i | C | | | 3.19 | | | | | | | | | 2.99 | |
| | Kirby Foods IGA | TableRite | | 2.99 | | | | | | | | | | | | |
| | Kroger Central | n/i | C | | | | 4.49 | | | | | | | | | |
| | Kroger Mid-South | n/i | C | | 5.99 | | | | | | | | | | | |
| | La Chiquita | n/i | C | | 3.58 | | | | | | | | | | | |
| | Mariano's | Black Angus | C | | 3.77 | | | | | | | | | | | |
| | Meijer | Angus | C | | | | | | 4.99 | | | | | | | |
| | Pete's Market | Black Angus | C | | | | | | | 4.99 | | | | | 2.49 | |
| | Piggly Wiggly MW | Angus | C | | | | 3.69 | | | | | | | | | |
| | Plum Market | Niman Ranch | A | | 6.99 | | | | | | | | 9.99 | | | |
| | Save-a-Lot | n/i | C | | 3.99 | | | | | | | | | | | |
| | Seafood City | n/i | | | | | | | | 3.99 | | | | | | |
| | Shop & Save Mrkt | Star Ranch | C | | 3.99 | | | | | | | | 4.99 | | | |
| | Sunset Foods | Angus | C | | | | | | | | | | 5.99 | | | |
| | The Fresh Market | n/i | P | | 5.99 | | | | | | | | | | | |
| | Tony's Finer Foods | n/i | C | | | | | | | 3.99 | | | 4.99 | | 2.99 | |
| | Torres Fresh Mrkt | n/i | | | | | | | | | | | | | 3.28 | |
| | Valli Produce | Angus | C | | | | | | 2.99 | | | | | | | |
| | Walmart | n/i | S | | 4.47 | | | | | | | | | | | |
| Walt's Food Center | Hereford | C | | 4.29 | | | | | | | | | | | | |
| WFM Midwest | n/i | A | | | | | | | | | | 9.99 | | | | |
| IN | Al's Supermarket | Angus | C | | | 2.99 | | | | | | | | | | |
| | ALDI | Simply Nature | O | | 7.99 | | | | | | | | | | | grass-fed |
| | Earth Fare | n/i | C | | 4.99 | | | | | | | | | | | |
| | Fresh Thyme | n/i | | | 4.99 | | | | | | | 4.99 | | | | |
| | Giant Eagle | Market District | C | 3.99 | | | | | | | | | | | | |
| | Harding's | Tender Ridge | C | | | | 3.99 | | | | | | | | | |
| | Harvest Supermrkts | Black Canyon | C | | 4.59 | | | | | | | | | | | |
| | Holiday Foods | Star Ranch | | | 3.89 | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Thanksgiving 2018

prices in \$US per pound unless otherwise noted.

BEEF

| State | Supermarket | Label | KEY | Chuck Roasts (boneless) | | | | | | Chuck (bone-in) | | Brisket | | Shank | Conditions | | |
|--------------|---------------------|---------------|-----|-------------------------|------------|-----------|-----------|-----------|------|-----------------|--------|------------|-------|-------|------------|-----------------|-----------------|
| | | | | Shoulder | Bnls Chuck | Arm Roast | Cross Rib | Chuck Eye | Clod | London Broil | 7-Bone | Short Ribs | Whole | Flat | | Fore Shank | |
| IN (cont) | Dollar General Mrkt | n/i | | | 4.50 | | | | | | | | | | | | antibiotic-free |
| | Harvest Supermarket | Black Canyon | C | | 4.59 | | | | | | | | | | | | |
| | IGA Houchen's | n/i | | | 3.49 | | | | | | | | | | | | |
| | IGA Stores IL/IN | IGA TableRite | | 2.99 | | | | | | | | | | | | | |
| | IGA Stores - OH/KY | n/i | C | 4.29 | 4.49 | | | | | | | | | | | | |
| | Jay C Foods | n/i | C | | 5.99 | | | | | | | | | | | | |
| | Jewel-Osco | n/i | C | | 3.99 | | | | | | | | | | | | |
| | Kirby Foods IGA | TableRite | | 2.99 | | | | | | | | | | | | | |
| | Kroger Central | n/i | C | | | | 4.49 | | | | | | | | | | |
| | Kroger Mid-South | n/i | C | | 5.99 | | | | | | | | | | | | |
| | Lucky's Market | n/i | C | | 3.98 | | | | | | | | | | | | |
| | Meijer | Angus | C | | | | | 4.99 | | | | | | | | | |
| | Miller's Markets | Hereford | C | | | | | 6.99 | | | | | | | | | |
| | New Market | Star Ranch | C | | 4.99 | | 2.99 | | | | | | | | | | |
| | Save-a-Lot | n/i | C | | 3.99 | | | | | | | | | | | | |
| | Strack & VanTil | Angus | C | | | | | | | | | 5.99 | | | | | |
| | The Fresh Market | n/i | P | | 5.99 | | | | | | | | | | | | |
| | Walmart | n/i | S | | 4.47 | | | | | | | | | | | | |
| Wesselman's | n/i | C | | 3.79 | | | | | | | | | | | | | |
| WFM Midwest | n/i | A | | | | | | | | | | 9.99 | | | | | |
| MI | ALDI | Simply Nature | O | | 7.99 | | | | | | | | | | | | grass-fed |
| | AW Grocers | n/i | | | 4.49 | | | | | | | | | | | | |
| | D&W Fresh Mrkt | Meyer Natural | A | | 6.99 | | | | | | | | | | | | |
| | | Open Acres | C | | | | 4.99 | | | | | | | | | | |
| | Earth Fare | n/i | C | | 4.99 | | | | | | | | | | | | |
| | Family Fare | Open Acres | C | | | | 4.99 | | | | | | | | | | |
| | Food Pride | Angus Pride | C | | 3.49 | | | | | | | | | | | | |
| | Fresh Thyme | n/i | | | 4.99 | | | | | | | 4.99 | | | | | |
| | Glory Supermarket | n/i | | | 3.99 | | 2.68 | | | | | | | | 2.79 | | |
| | Great Lakes Fresh | Star Ranch | C | | | | 2.99 | | | | | | | | | | |
| | Harding's | Tender Ridge | C | | | | 3.99 | | | | | | | | | | |
| | Jack's Meat Market | Iowa Angus | C | | | | 3.99 | | | | | | | | | | |
| | Kroger Central | n/i | C | | | | 4.49 | | | | | | | | | | |
| | Kroger Michigan | n/i | C | | BOGO | | | | | | | | | | | | |
| | Louie's | n/i | | | | | 3.29 | | | | | | | | | | |
| | Lucky's Market | n/i | C | | 3.98 | | | | | | | | | | | antibiotic-free | |
| Meijer | Angus | C | | | | | 4.99 | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

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BEEF**

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| State | Supermarket | Label | SKU | Chuck Roasts (boneless) | | | | | | Chuck (bone-in) | | Brisket | | Shank | Conditions | |
|--------------|---------------------|--------------------|-----|-------------------------|------------|-----------|-----------|-----------|------|-----------------|--------|------------|-------|-------|------------|------------|
| | | | | Shoulder | Bnls Chuck | Arm Roast | Cross Rib | Chuck Eye | Clod | London Broil | 7-Bone | Short Ribs | Whole | Flat | | Fore Shank |
| MI (cont) | Miller's Markets | Hereford | C | | | | | 6.99 | | | | | | | | |
| | Pat's Foods IGA | n/i | | | 4.29 | | | | | | | | | | | |
| | Plum Market | Niman Ranch | A | | 6.99 | | | | | | | 9.99 | | | | |
| | Polly's Market | Iowa Premium | C | | | 3.99 | 3.99 | | | | | | | | | |
| | Save-a-Lot | n/i | C | | 3.99 | | | | | | | | | | | |
| | Spartan Stores | n/i | C | | 3.99 | | | | | | | | | | | |
| | Super One Foods | Black Angus | C | | | | | 3.99 | | | | | | | | |
| | | Meyer Natural | A | | 4.94 | | | | | | | | | | | |
| | Tadych's | Nature Source | A | | | | | 4.99 | | | | | | | | |
| | Tom's/Oleson's | n/i | C | | 4.99 | | | | | | | | | | | |
| | Valuland | Open Acres | C | | | | 3.88 | | | | | | | | | |
| | VG's Grocery | Open Nature | C | | | | 4.99 | | | | | | | | | |
| | Walmart | n/i | S | | 4.47 | | | | | | | | | | | |
| | WFM Midwest | n/i | A | | | | | | | | | 9.99 | | | | |
| MN | ALDI | Simply Nature | O | | 7.99 | | | | | | | | | | | grass-fed |
| | AW Grocers | n/i | | | 4.49 | | | | | | | | | | | |
| | Cash Wise | Hereford | C | | 4.58 | | | | | | | | | | | |
| | Cub Foods | n/i | C | | 4.99 | | | | | | | | | | | |
| | Dick's Fresh | Revier Cattle Co. | C | | 3.99 | | | | | | | | | | | |
| | Econofoods | Open Acres | C | | | 4.99 | | | | | | | | | | |
| | Family Fare | Open Acres | C | | | 4.99 | | | | | | | | | | |
| | Family Fresh Market | Open Acres | C | | | 4.99 | | | | | | | | | | |
| | Fareway | n/i | C | | 3.99 | 2.99 | 3.99 | | | | | | | | | |
| | Festival | Black Angus | C | 3.99 | 3.99 | 3.99 | | | | | | | | | | |
| | Food Pride | Angus Pride | C | | 3.49 | | | | | | | | | | | |
| | Fresh Thyme | n/i | | | 4.99 | | | | | | | 4.99 | | | | |
| | Hornbacher's | Stockman&Dakota | C | | 4.99 | | | | | | | | | | | |
| | Hy-Vee | Hy-Vee Reserve | C | | | | | | | | | 2.99 | | | | |
| | Kowalski's | Kowalski's | C | | 6.99 | | | | | | | | | | | |
| | Marketplace Foods | Angus Pride | C | | | 3.99 | | | | | | | | | | |
| | Maynard's | n/i | C | | 4.49 | | | | | | | | | | | |
| | Nilssen's | Angus Pride | C | | | 3.79 | | | | | | | | | | |
| | Quillin's | Chairman's Reserve | C | | 3.99 | 3.49 | | | | | | | | | | |
| | Save-a-Lot | n/i | C | | 3.99 | | | | | | | | | | | |
| | Sun Mart | Open Acres | C | | | 4.99 | | | | | | | | | | |
| | Sunshine Foods | n/i | C | | | 3.49 | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Thanksgiving 2018

prices in \$US per pound unless otherwise noted.

BEEF

| State | Supermarket | Label | SKU | Chuck Roasts (boneless) | | | | | | Chuck (bone-in) | | Brisket | | Shank | Conditions | |
|---------------------|--------------------|---------------------|----------------|-------------------------|------------|-----------|-----------|-----------|------|-----------------|--------|------------|-------|-------|------------|------------|
| | | | | Shoulder | Bnls Chuck | Arm Roast | Cross Rib | Chuck Eye | Clod | London Broil | 7-Bone | Short Ribs | Whole | Flat | | Fore Shank |
| MN <i>(cont)</i> | Super One Foods | Black Angus | C | | | | | 3.99 | | | | | | | | |
| | | Meyer Natural | A | | 4.94 | | | | | | | | | | | |
| | SuperVALU Stores | Revier Cattle Co. | | | 3.88 | | | | | | | | | | | |
| | Teal's Market | Angus Pride | C | | 3.99 | 3.49 | | | | | | | | | | |
| | Walmart | n/i | S | | 4.47 | | | | | | | | | | | |
| | WFM Midwest | n/i | A | | | | | | | | | | 9.99 | | | |
| ND | Albert./Safe. Mntn | Double R Ranch | C | | | | 3.99 | 4.99 | | | | | | | | |
| | AW Grocers | n/i | | | 4.49 | | | | | | | | | | | |
| | Cash Wise | Hereford | C | | 4.58 | | | | | | | | | | | |
| | Dan's Supermarket | Open Acres | C | | | 4.99 | | | | | | | | | | |
| | Family Fare | Open Acres | C | | | 4.99 | | | | | | | | | | |
| | Food Pride | Angus Pride | C | | 3.49 | | | | | | | | | | | |
| | Hornbacher's | Stockman&Dakota | C | | 4.99 | | | | | | | | | | | |
| | Leever's Foods | Preferred Angus | | | | 3.99 | | | | | | | | | | |
| | Marketplace Foods | Angus Pride | C | | | 3.99 | | | | | | | | | | |
| | Miller's Fresh | Angus Pride | C | | | 4.19 | | | | | | | | | | |
| | SuperVALU Stores | Revier Cattle Co. | | | 3.88 | | | | | | | | | | | |
| | Teal's Market | Angus Pride | C | | 3.99 | 3.49 | | | | | | | | | | |
| | Walmart | n/i | S | | 4.47 | | | | | | | | | | | |
| | NE | Albert/Safe. Denver | Colorado Angus | C | | 3.98 | | 2.97 | | | | | | | | |
| ALDI | | Simply Nature | O | | 7.99 | | | | | | | | | | | grass-fed |
| Apple Markets | | n/i | | | 3.99 | 2.99 | | | | | | | | | | |
| AW Grocers | | n/i | | | 4.49 | | | | | | | | | | | |
| Baker's | | n/i | C | | 3.49 | | | | | | | | | | | |
| Family Fare | | Open Acres | C | | | 4.99 | | | | | | | | | | |
| Family Fresh Market | | Open Acres | C | | | 4.99 | | | | | | | | | | |
| Fareway | | n/i | C | | 3.99 | 2.99 | 3.99 | | | | | | | | | |
| Food Pride | | Angus Pride | C | | 3.49 | | | | | | | | | | | |
| Fresh Thyme | | n/i | | | 4.99 | | | | | | | 4.99 | | | | |
| Hy-Vee | | Hy-Vee Reserve | C | | | | | | | | | | 2.99 | | | |
| Sun Mart | | Open Acres | C | | | 4.99 | | | | | | | | | | |
| Super Saver | | Star Ranch | C | | 3.98 | | | | | | | | | | | |
| Thriftway Stores | | n/i | | | | 2.99 | | | | | | | | | | |
| Walmart | | n/i | S | | 4.47 | | | | | | | | | | | |
| WFM Midwest | | n/i | A | | | | | | | | | | 9.99 | | | |
| OH | Acme Fresh Market | Angus | C | | 4.99 | | 4.99 | | | | 2.49 | | | | | |
| | ALDI | Simply Nature | O | | 7.99 | | | | | | | | | | | grass-fed |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Thanksgiving 2018

prices in \$US per pound unless otherwise noted.

BEEF

| State | Supermarket | Label | KEY | Chuck Roasts (boneless) | | | | | | | Chuck (bone-in) | | Brisket | | Shank | Conditions | |
|------------------|---------------------|------------------|-----|-------------------------|------------|-----------|-----------|-----------|------|--------------|-----------------|------------|---------|------|------------|------------|-----------------|
| | | | | Shoulder | Bnls Chuck | Arm Roast | Cross Rib | Chuck Eye | Clod | London Broil | 7-Bone | Short Ribs | Whole | Flat | Fore Shank | | |
| OH (cont) | Buehler's | Open Acres | C | | | | 3.99 | | | | | | | | | | antibiotic-free |
| | Dave's Market | n/i | C | | 4.99 | | 3.99 | | | | | | | | | | |
| | Dollar General Mrkt | n/i | | | 4.50 | | | | | | | | | | | | |
| | Earth Fare | n/i | C | | 4.99 | | | | | | | | | | | | |
| | Fisher's Foods | Angus | C | | | | 2.99 | | | | | | | | | | |
| | Food Fair | Black Canyon | | | | | 2.88 | | | | | | | | | | |
| | Fresh Thyme | n/i | | | 4.99 | | | | | | | 4.99 | | | | | |
| | Giant Eagle | Market District | C | 3.99 | | | | | | | | | | | | | |
| | IGA Houchen's | n/i | | | 3.49 | | | | | | | | | | | | |
| | IGA Stores - OH/KY | n/i | C | 4.29 | 4.49 | | | | | | | | | | | | |
| | Kroger Central | n/i | C | | | | 4.49 | | | | | | | | | | |
| | Kroger Mid-Atlantic | n/i | C | | 3.49 | | | | | | | | | | | | |
| | Lucky's Market | n/i | C | | 3.98 | | | | | | | | | | | | |
| | Meijer | Angus | C | | | | | 4.99 | | | | | | | | | |
| | Miller's Markets | Hereford | C | | | | | 6.99 | | | | | | | | | |
| | PW Stores | Preferred Angus | | | 3.79 | | | | | | | | | | | | |
| | Remke Markets | n/i | | | 3.25 | | | | | | | | 4.49 | | | | |
| | Save-a-Lot | n/i | C | | 3.99 | | | | | | | | | | | | |
| | Shop'n Save | n/i | C | | 4.99 | | | | | | | | | | | | |
| | Sparkle Market | n/i | C | | 3.99 | | | | | | | | | | | | |
| The Fresh Market | n/i | P | | 5.99 | | | | | | | | | | | | | |
| Walmart | n/i | S | | 4.47 | | | | | | | | | | | | | |
| WFM Mid-Atlantic | n/i | | | | | | | | | | | | 9.99 | | | | |
| SD | Albert/Safe. Denver | Colorado Angus | C | | 3.98 | | 2.97 | | | | | | | | | grass-fed | |
| | ALDI | Simply Nature | O | | 7.99 | | | | | | | | | | | | |
| | AW Grocers | n/i | | | 4.49 | | | | | | | | | | | | |
| | Family Fare | Open Acres | C | | | 4.99 | | | | | | | | | | | |
| | Fareway | n/i | C | | 3.99 | 2.99 | 3.99 | | | | | | | | | | |
| | Hy-Vee | Hy-Vee Reserve | C | | | | | | | | | 2.99 | | | | | |
| | Lynn's Dakotamart | Dakotamart Pride | C | | 3.99 | | | | | | | | | | | | |
| | Maynard's | n/i | C | | 4.49 | | | | | | | | | | | | |
| | Sunshine Foods | n/i | C | | | 3.49 | | | | | | | | | | | |
| | Teal's Market | Angus Pride | C | | 3.99 | 3.49 | | | | | | | | | | | |
| | Walmart | n/i | S | | 4.47 | | | | | | | | | | | | |
| WI | ALDI | Simply Nature | O | | 7.99 | | | | | | | | | | | grass-fed | |
| | AW Grocers | n/i | | | 4.49 | | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Thanksgiving 2018

prices in \$US per pound unless otherwise noted.

BEEF

| State | Supermarket | Label | SKU | Chuck Roasts (boneless) | | | | | | Chuck (bone-in) | | Brisket | | Shank | Conditions | |
|------------------|---------------------|--------------------|------|-------------------------|------------|-----------|-----------|-----------|------|-----------------|--------|------------|-------|-------|------------|------------|
| | | | | Shoulder | Bnls Chuck | Arm Roast | Cross Rib | Chuck Eye | Clod | London Broil | 7-Bone | Short Ribs | Whole | Flat | | Fore Shank |
| WI (cont) | Cermak's | n/i | | | | | | | | | | | | | 2.69 | |
| | | Angus | C | | | | | | | | | 5.99 | | | | |
| | Econofoods | Open Acres | C | | | 4.99 | | | | | | | | | | |
| | Family Fresh Market | Open Acres | C | | | 4.99 | | | | | | | | | | |
| | Fresh Thyme | n/i | | | 4.99 | | | | | | | 4.99 | | | | |
| | Food Pride | Angus Pride | C | | 3.49 | | | | | | | | | | | |
| | Fox Bros. PW | Angus | C | | | | 3.69 | | | | | | | | | |
| | Gordy's | Angus Pride | C | | | 3.98 | | | | | | | | | | |
| | Great Lakes Fresh | Star Ranch | C | | | | 2.99 | | | | | | | | | |
| | Marketplace Foods | Angus Pride | C | | | 3.99 | | | | | | | | | | |
| | Meijer | Angus | C | | | | | 4.99 | | | | | | | | |
| | Nilssen's | Angus Pride | C | | | 3.79 | | | | | | | | | | |
| | Pat's Foods IGA | n/i | | | 4.29 | | | | | | | | | | | |
| | Piggly Wiggly MW | Angus | C | | | | 3.69 | | | | | | | | | |
| | Quillin's | Chairman's Reserve | C | | 3.99 | 3.49 | | | | | | | | | | |
| | Save-a-Lot | n/i | C | | 3.99 | | | | | | | | | | | |
| | Sendik's | Black Angus | C | | 3.99 | | | | | | | | | | | |
| | Sentry Foods | Sentry Angus | C | | 4.49 | | | | | | | | 5.99 | | | |
| | Super One Foods | Black Angus | C | | | | | 3.99 | | | | | | | | |
| | | Meyer Natural | A | | 4.94 | | | | | | | | | | | |
| SuperVALU Stores | Revier Cattle Co. | | | 3.88 | | | | | | | | | | | | |
| Tadych's | Nature Source | A | | | | | 4.99 | | | | | | | | | |
| Trig's | Angus | C | 2.99 | | | | | | | | | | | | | |
| Walmart | n/i | S | | 4.47 | | | | | | | | | | | | |
| WFM Midwest | n/i | A | | | | | | | | | | 9.99 | | | | |
| Woodman's | Black Angus | C | | 5.49 | | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Thanksgiving 2018

prices in \$US per pound unless otherwise noted.

BEEF

| State | Supermarket | Label | SKU | Chuck Roasts (boneless) | | | | | | | Chuck (bone-in) | | Brisket | | Shank | Conditions |
|---|---------------------|----------------|-----|-------------------------|------------|-----------|-----------|-----------|------|--------------|-----------------|------------|---------|------|------------|------------|
| | | | | Shoulder | Bnls Chuck | Arm Roast | Cross Rib | Chuck Eye | Clod | London Broil | 7-Bone | Short Ribs | Whole | Flat | Fore Shank | |
| SOUTH CENTRAL U.S. - AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT | | | | | | | | | | | | | | | | |
| AR | Albertsons Houston | n/i | C | 4.99 | 5.99 | | | | | | | | | | | grass-fed |
| | ALDI | Simply Nature | O | | 7.99 | | | | | | | | | | | |
| | Edward's FG | Angus | C | | | 3.98 | | | | | | | | | | |
| | G&W Foods | n/i | | | | 3.59 | | | | | | | | 2.79 | | |
| | Harp's | Black Angus | C | | | | | | | | | 3.48 | | | | |
| | Hay's Supermarket | Angus | C | | | | 3.48 | | | | | | | | | |
| | Kroger Delta | n/i | C | | 3.99 | | | | | | | | | | | |
| | Mac's Fresh Mrkt | n/i | S | 2.99 | 2.99 | | | | | | | | | | | |
| | Rehkopf's | n/i | S | 2.99 | | | | | | | | | | | | |
| | Save-a-Lot | n/i | C | | 3.99 | | | | | | | | | | | |
| | Super 1 Foods | n/i | | | | | | | | | | | | 2.97 | | |
| | | n/i | S | | | | | 2.98 | | | | | | | | |
| | TC Grocers | n/i | S | | 3.99 | | | | | | | | | | | |
| | The Fresh Market | n/i | P | | 5.99 | | | | | | | | | | | |
| Walmart | n/i | S | | 4.47 | | | | | | | | | | | | |
| WFM Southwest | n/i | | | | | | | | | | 6.99 | | | | | |
| AZ | Albertsons SW | n/i | C | | 2.97 | | 2.97 | 4.66 | | | | | | | | |
| | Basha's | n/i | | | | | 3.99 | | | | | | | | | |
| | | n/i | C | | | | 2.99 | | | | | | | | | |
| | Clark's Market | Angus | C | | 4.99 | | | | | | | | | | | |
| | El Super | n/i | | | 3.29 | | | | | | 2.89 | | | 1.99 | | |
| | Food City | n/i | | | | | 2.57 | | | | | | | | | |
| | Fry's | n/i | C | | 2.97 | | | | | | | | | | | |
| | IGA Family Markets | Angus | C | 3.49 | | | | | | | | | | 2.49 | | |
| | Los Altos | n/i | | | | | | | 2.49 | | 3.69 | | | 2.99 | | |
| | Lowe's Market | Rodney's | | | | | | | | | | 3.99 | | | | |
| | Safeway SW | n/i | C | | 2.97 | | 2.97 | BOGO | | 2.97 | 2.97 | | | | | |
| | Smart & Final | First Street | | | | | | | 3.99 | | | | | | | |
| | Walmart | n/i | S | | 4.47 | | | | | | | | | | | |
| | WFM South. Pacific | n/i | A | | | | | | | | | 9.99 | | | | |
| | n/i | O | | | | | | | | | 10.99 | | | | | |
| CO | Albert/Safe. Denver | Colorado Angus | C | | 3.98 | | 2.97 | | | | | | | | | |
| | Albert./Safe. Mntn | Double R Ranch | C | | | | 3.99 | 4.99 | | | | | | | | |
| | AW Grocers | n/i | | | 4.49 | | | | | | | | | | | |
| | Associated Food | Angus | C | | | 3.99 | | 3.49 | | | | | | | | |
| | Clark's Market | Angus | C | | 4.99 | | | | | | | | | | | |

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BEEF

| State | Supermarket | Label | KEY | Chuck Roasts (<i>boneless</i>) | | | | | | Chuck (<i>bone-in</i>) | | Brisket | | Shank | Conditions | |
|---------------------|---------------------|----------------|-----|----------------------------------|------------|-----------|-----------|-----------|------|--------------------------|--------|------------|-------|-------|------------|-----------------|
| | | | | Shoulder | Bnls Chuck | Arm Roast | Cross Rib | Chuck Eye | Clod | London Broil | 7-Bone | Short Ribs | Whole | Flat | | Fore Shank |
| CO <i>(cont)</i> | King Soopers | n/i | C | | 4.99 | | | | | | | | | | | antibiotic-free |
| | Lowe's Market | Rodney's | | | | | | | | | | | 3.99 | | | |
| | Lucky's Market | n/i | C | | 3.98 | | | | | | | | | | | |
| | Ridley's | Hereford | C | | 3.59 | | | 3.49 | | | | | | | | |
| | Save-a-Lot | n/i | C | | 3.99 | | | | | | | | | | | |
| | Walmart | n/i | S | | 4.47 | | | | | | | | | | | |
| | WFM Rocky Mount. | n/i | | | | | | | | | | | | 9.99 | | |
| KS | ALDI | Simply Nature | O | | 7.99 | | | | | | | | | | | grass-fed |
| | Apple Markets | n/i | | | 3.99 | 2.99 | | | | | | | | | | |
| | AW Grocers | n/i | | | 4.49 | | | | | | | | | | | |
| | Brother's Market | n/i | C | | 3.99 | 2.99 | | | | | | | | | | |
| | Country Mart | n/i | | | | 2.99 | | | | | | | | | | |
| | Dillon's | n/i | C | | 3.49 | | | | | | | | | | | |
| | Food Pride | Angus Pride | C | | | 3.79 | | | | | | | | | | |
| | G&W Foods | n/i | | | | 3.59 | | | | | | | | | 2.79 | |
| | Harp's | Black Angus | C | | | | | | | | | 3.48 | | | | |
| | Hen House | Hereford | C | | | | | | | | | | 7.99 | | | |
| | Hy-Vee | Hy-Vee Reserve | C | | | | | | | | | 2.99 | | | | |
| | Lowe's Market | Rodney's | | | | | | | | | | | 3.99 | | | |
| | Price Chopper | KC Pride | | | | 3.49 | | | | | | 4.99 | | | | |
| | Pyramid Foods | Black Angus | C | | | 3.79 | | | | | | | | | | |
| | | Meyer Natural | A | | 4.99 | | | | | | | | | | | |
| | Save-a-Lot | n/i | C | | 3.99 | | | | | | | | | | | |
| | Sun Fresh | n/i | | | | 2.99 | | | | | | | | | | |
| | Thriftway Stores | n/i | | | | 2.99 | | | | | | | | | | |
| Walmart | n/i | S | | 4.47 | | | | | | | | | | | | |
| WFM Rocky Mount. | n/i | | | | | | | | | | | | 9.99 | | | |
| Wood's Supermarket | Butcher's Pride | C | | 3.99 | | | | | | | | | | | | |
| LA | AG Baton Rouge | n/i | | 2.99 | | | | | | | | | | | | limit 2 |
| | Albertsons Houston | n/i | C | 4.99 | 5.99 | | | | | | | | | | | |
| | Brookshire Bros. | n/i | S | 3.99 | | | | | | | | | | | | |
| | Dollar General Mrkt | n/i | | | 4.50 | | | | | | | | | | | |
| | Kroger Texas | n/i | | | 3.99 | | | | | | | 1.99 | | | | |
| | Mac's Fresh Mrkt | n/i | S | 2.99 | 2.99 | | | | | | | | | | | |
| | Market Basket | MB Premium | | 2.67 | | | | | | | | | | | | |
| | Rouses Market | Angus | C | | 3.99 | | | | | | | 2.99 | | | | |
| | Save-a-Lot | n/i | C | | 3.99 | | | | | | | | | | | |

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|---------------------|-------------------|----------------|-----|----------------------------------|------------|-----------|-----------|-----------|------|--------------------------|--------|------------|-------|-------|------------|-----------------|
| | | | | Shoulder | Bnls Chuck | Arm Roast | Cross Rib | Chuck Eye | Clod | London Broil | 7-Bone | Short Ribs | Whole | Flat | | Fore Shank |
| LA <i>(cont)</i> | Super 1 Foods | n/i | | | | | | 2.98 | | | | | | | 2.97 | |
| | The Fresh Market | n/i | S | | | | | | | | | | | | | |
| | Walmart | n/i | P | | 5.99 | | | | | | | | | | | |
| | WFM Southwest | n/i | S | | 4.47 | | | | | | | | | 6.99 | | |
| | Winn-Dixie | WD Brand | | | 4.99 | | | | | | | | | | | |
| MO | ALDI | Simply Nature | O | | 7.99 | | | | | | | | | | | grass-fed |
| | Apple Markets | n/i | | | 3.99 | 2.99 | | | | | | | | | | |
| | AW Grocers | n/i | | | 4.49 | | | | | | | | | | | |
| | Brother's Market | n/i | C | | 3.99 | 2.99 | | | | | | | | | | |
| | Country Mart | n/i | | | | 2.99 | | | | | | | | | | |
| | Fresh Thyme | n/i | | | 4.99 | | | | | | | 4.99 | | | | |
| | G&W Foods | n/i | | | | 3.59 | | | | | | | | | 2.79 | |
| | Gerbe's | n/i | C | | 3.49 | | | | | | | | | | | |
| | Harp's | Black Angus | C | | | | | | | | | | 3.48 | | | |
| | Harter House | n/i | P | | | | | | | | | | 3.99 | | | |
| | | n/i | C | | | | | | | | | | | 4.99 | | |
| | Hay's Supermarket | Angus | C | | | | | 3.48 | | | | | | | | |
| | Hen House | Hereford | C | | | | | | | | | | | 7.99 | | |
| | Hy-Klas Foods | n/i | | | | 2.99 | | | | | | | | | | |
| | Hy-Vee | Hy-Vee Reserve | C | | | | | | | | | | 2.99 | | | |
| | IGA Stores IL/IN | IGA TableRite | | | 2.99 | | | | | | | | | | | |
| | Kroger Central | n/i | C | | | | | 4.49 | | | | | | | | |
| | Kroger Delta | n/i | C | | | 3.99 | | | | | | | | | | |
| | Lucky's Market | n/i | C | | | 3.98 | | | | | | | | | | antibiotic-free |
| | Moser's | n/i | | | | | 2.99 | 2.99 | | | | | | | | |
| | Prenger Foods | n/i | | | | | 2.99 | | | | | | | | | |
| | Price Chopper | KC Pride | | | | | 3.49 | | | | | | 4.99 | | | |
| | Pyramid Foods | Black Angus | C | | | | 3.79 | | | | | | | | | |
| | | Meyer Natural | A | | | 4.99 | | | | | | | | | | |
| | Save-a-Lot | n/i | C | | | 3.99 | | | | | | | | | | |
| | Sun Fresh | n/i | | | | | 2.99 | | | | | | | | | |
| | TC Grocers | n/i | S | | | 3.99 | | | | | | | | | | |
| | Thriftway Stores | n/i | | | | | 2.99 | | | | | | | | | |
| | Walmart | n/i | S | | | 4.47 | | | | | | | | | | |
| | WFM Midwest | n/i | A | | | | | | | | | | 9.99 | | | |
| Wood's Supermarket | Butcher's Pride | C | | | 3.99 | | | | | | | | | | | |

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BEEF

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|---------|---------------------|--------------------|-----|-------------------------|------------|-----------|-----------|-----------|------|-----------------|--------|------------|-------|-------|------------|------------|
| | | | | Shoulder | Bnls Chuck | Arm Roast | Cross Rib | Chuck Eye | Clod | London Broil | 7-Bone | Short Ribs | Whole | Flat | | Fore Shank |
| NM | Albert/Safe. Denver | Colorado Angus | C | | 3.98 | | 2.97 | | | | | | | | | |
| | Albertsons SW | n/i | C | | 2.97 | | 2.97 | 4.66 | | | | | | | | |
| | Basha's | n/i | | | | | 3.99 | | | | | | | | | |
| | | n/i | C | | | | 2.99 | | | | | | | | | |
| | EI Super | n/i | | | 3.29 | | | | | | 2.89 | | | | 1.99 | |
| | John Brooks | n/i | | | 3.79 | 3.19 | | | | | | | 3.99 | | | |
| | King Soopers | n/i | C | | 4.99 | | | | | | | | | | | |
| | Lawrence Bros. | n/i | S | | | 3.69 | | | | | | | | | | |
| | Lowe's Market | Rodney's | | | | | | | | | | | | 3.99 | | |
| | Walmart | n/i | S | | 4.47 | | | | | | | | | | | |
| | WFM Rocky Mount. | n/i | | | | | | | | | | | 9.99 | | | |
| OK | ALDI | Simply Nature | O | | 7.99 | | | | | | | | | | | grass-fed |
| | AW Grocers | n/i | | | 4.49 | | | | | | | | | | | |
| | Buy for Le\$\$ | Chairman's Reserve | | 2.99 | | | | | | | | | | | | |
| | Country Mart | n/i | | | | 2.99 | | | | | | | | | | |
| | Dollar General Mrkt | n/i | | | 4.50 | | | | | | | | | | | |
| | Harp's | Black Angus | C | | | | | | | | | | 3.48 | | | |
| | Homeland | Red River Ranch | C | | 4.99 | | | | | | | | | | | |
| | La Michoacana | n/i | | | | | | | | | | | | | 2.59 | |
| | Market Square | n/i | | | 3.49 | 2.98 | | | | | | | | | | |
| | Pyramid Foods | Black Angus | C | | | 3.79 | | | | | | | | | | |
| | | Meyer Natural | A | | 4.99 | | | | | | | | | | | |
| | Reasor's | Angus | C | | 3.98 | | | | | | | | | | | |
| | Rehkopf's | n/i | S | 2.99 | | | | | | | | | | | | |
| | Save-a-Lot | n/i | C | | 3.99 | | | | | | | | | | | |
| | Super C Mart | n/i | | 3.49 | | | | 2.99 | | | | | | | | |
| | The Fresh Market | n/i | P | | 5.99 | | | | | | | | | | | |
| | United of OK | Red River Ranch | C | | 4.99 | | | | | | | | | | | |
| Walmart | n/i | S | | 4.47 | | | | | | | | | | | | |
| | WFM Southwest | n/i | | | | | | | | | | 6.99 | | | | |
| | Williams Foods | n/i | | | | 2.49 | | | | | | | | | | |
| TX | AG Baton Rouge | n/i | | 2.99 | | | | | | | | | | | | |
| | Albertsons Houston | n/i | C | 4.99 | 5.99 | | | | | | | | | | | |
| | ALDI | Simply Nature | O | | 7.99 | | | | | | | | | | | grass-fed |
| | Brookshire Bros. | n/i | S | 3.99 | | | | | | | | | | | | |
| | Cash Saver TX | n/i | | | | 2.99 | | | | | | | | | | |
| | David's | n/i | S | 3.99 | | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Thanksgiving 2018

prices in \$US per pound unless otherwise noted.

BEEF

| State | Supermarket | Label | KTY | Chuck Roasts (boneless) | | | | | | Chuck (bone-in) | | Brisket | | Shank | Conditions | | | |
|--------------------|--------------------|-----------------|-----|-------------------------|------------|-----------|-----------|-----------|------|-----------------|--------|------------|-------|-------|------------|------------|------|---------|
| | | | | Shoulder | Bnls Chuck | Arm Roast | Cross Rib | Chuck Eye | Clod | London Broil | 7-Bone | Short Ribs | Whole | Flat | | Fore Shank | | |
| TX (cont) | Diamond IGA | n/i | | | | | | 3.49 | | | | | | | | | | |
| | El Ahorro | n/i | | | | | | | | | | | | | | | 2.59 | |
| | El Rancho | n/i | | | | | | | | | | | | | | | 2.68 | |
| | El Rio Grande | n/i | C | | 3.49 | | | | | | | | 2.49 | | | | 1.99 | |
| | El Super | n/i | | | 3.29 | | | | | | 2.89 | | | | | | 1.99 | |
| | Elrod's Cost Plus | n/i | | | 2.38 | | | | | | | | | | | | | |
| | Fiesta Mart | n/i | | | | | | | | | | 3.99 | 2.99 | | | | 2.49 | |
| | Foodarama | n/i | S | | 1.99 | | | | | | | | | | | | | |
| | | Angus | C | | | 2.97 | | | | | | | | | | | | |
| | Foodland Markets | n/i | | | 2.79 | | | | | | | | | | | | | |
| | H-E-B | n/i | S | | 2.47 | | | | | | | | | | | | | |
| | Homeland | Red River Ranch | C | | | 4.99 | | | | | | | | | | | | |
| | Junior's | n/i | | | 2.89 | | | | | | | | | | | | | |
| | Kroger Texas | n/i | | | | 3.99 | | | | | | | | 1.99 | | | | |
| | La Fiesta | n/i | S | | 2.97 | | | | | | | | 3.97 | | | | | |
| | La Michoacana | n/i | | | | | | | | | | | | | | | | 2.59 |
| | Lawrence Bros. | n/i | S | | | | 3.69 | | | | | | | | | | | |
| | Lowe's Market | Rodney's | | | | | | | | | | | | | 3.99 | | | |
| | Market Basket | MB Premium | | | 2.67 | | | | | | | | | | | | | limit 2 |
| | Market Square | n/i | | | | 3.49 | 2.98 | | | | | | | | | | | |
| | Porter's Grocery | n/i | | | | | 2.98 | | | | | | | | 3.99 | | | |
| | Randall's | Angus | C | | | 5.99 | | | | | | | | | | | | |
| | | n/i | C | | 4.99 | | | | | | | | | | | | | |
| | Rehkopf's | n/i | S | | 2.99 | | | | | | | | | | | | | |
| | Save-a-Lot | n/i | C | | | 3.99 | | | | | | | | | | | | |
| | Super 1 Foods | n/i | | | | | | | | | | | | | | | | 2.97 |
| | | n/i | S | | | | | | 2.98 | | | | | | | | | |
| Tom Thumb | Angus | C | | | 5.99 | | | | | | | | | | | | | |
| | n/i | C | | 4.99 | 5.99 | | | | | | | | | | | | | |
| United Supermarket | Rancher's Reserve | C | | | BOGO | | | | | | | | | | | | | |
| Vista Market | Hereford | C | | 2.99 | | | | | | | | | | | | | | |
| | n/i | | | | | | | | | | | | 3.99 | | | | | |
| Walmart | n/i | S | | | 4.47 | | | | | | | | | | | | | |
| WFM Southwest | n/i | | | | | | | | | | | | 6.99 | | | | | |
| UT | Albert./Safe. Mntn | Double R Ranch | C | | | | 3.99 | 4.99 | | | | | | | | | | |
| | Albertsons SW | n/i | C | | 2.97 | | 2.97 | 4.66 | | | | | | | | | | |
| | Associated Food | Angus | C | | 3.99 | | | 2.99 | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Thanksgiving 2018

prices in \$US per pound unless otherwise noted.

BEEF

| State | Supermarket | Label | Key | Chuck Roasts (boneless) | | | | | | Chuck (bone-in) | | Brisket | | Shank | Conditions | |
|--------------|------------------|----------|-----|-------------------------|------------|-----------|-----------|-----------|------|-----------------|--------|------------|-------|-------|------------|------------|
| | | | | Shoulder | Bnls Chuck | Arm Roast | Cross Rib | Chuck Eye | Clod | London Broil | 7-Bone | Short Ribs | Whole | Flat | | Fore Shank |
| UT (cont) | Clark's Market | Angus | C | | 4.99 | | | | | | | | | | | |
| | Fresh Market | Angus | C | | 3.99 | | | | | | | | | | | |
| | King Soopers | n/i | C | | 4.99 | | | | | | | | | | | |
| | Ream's | n/i | | | | | | 2.89 | | | | | | | | |
| | Ridley's | Hereford | C | | 3.59 | | | 3.49 | | | | | | | | |
| | Stoke's Market | Angus | C | | 3.99 | | | 3.49 | | | | 3.99 | | | | |
| | Walmart | n/i | S | | 4.47 | | | | | | | | | | | |
| | WFM Rocky Mount. | n/i | | | | | | | | | | | 9.99 | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Thanksgiving 2018

prices in \$US per pound unless otherwise noted.

BEEF

| State | Supermarket | Label | KEY | Chuck Roasts (boneless) | | | | | | Chuck (bone-in) | | Brisket | | Shank | Conditions | |
|---------------------------------------|---------------------|-----------------|-----|-------------------------|------------|-----------|-----------|-----------|------|-----------------|--------|------------|-------|-------|------------|------------|
| | | | | Shoulder | Bnls Chuck | Arm Roast | Cross Rib | Chuck Eye | Clod | London Broil | 7-Bone | Short Ribs | Whole | Flat | | Fore Shank |
| SOUTHWESTERN U.S. - CA, HI, NV | | | | | | | | | | | | | | | | |
| CA | Albertsons SoCal | n/i | C | | 4.99 | | 4.99 | | | | | | | | | grass-fed |
| | ALDI | Simply Nature | O | | 7.99 | | | | | | | | | | | |
| | Andronico's | Angus | C | | 6.99 | | | | | | | | | | | |
| | Arteaga's | n/i | | | | | | | | | | 4.99 | | | | |
| | Baja Ranch | n/i | S | | 2.99 | | | | 2.99 | | | | | | | |
| | Big Saver | n/i | | | 3.29 | | | | | | | | | | | |
| | Cardenas | n/i | | 1.99 | | | | | | | | | | 2.99 | | |
| | Chavez | Harris Ranch | | | 4.99 | | | | | | | 5.99 | | 3.99 | | |
| | Dollar General Mrkt | n/i | | | 4.50 | | | | | | | | | | | |
| | El Super | n/i | | | 3.29 | | | | | | 2.89 | | | 1.99 | | |
| | Food 4 Less | n/i | | | 2.97 | | | | | | | | | | | |
| | Food Maxx | n/i | | | 2.89 | | | | | | | | | | | |
| | Foodland IGA | n/i | | | | | 2.99 | | | | | | | 2.39 | | |
| | Grocery Outlet | Morasch | | | | 3.99 | | | | | | | | | | |
| | Holiday Market | Sterling Silver | C | | | | 3.99 | | | | | | | | | |
| | Island Pacific | n/i | | | | | | 3.99 | | | | | | | | |
| | Jon's Marketplace | n/i | C | | | | | 2.99 | | | | | | 2.49 | | |
| | | Angus Pride | C | | | | | 3.99 | | | | | | | | |
| | K.V. Mart | n/i | | | | | | 2.99 | | | | | | | | |
| | La Perla | n/i | | | | | | | | | | | | 2.39 | | |
| | La Superior | n/i | | | 3.99 | | | | | | | | | | | |
| | Lucky | Angus | C | | 4.99 | | | | | | | | | | | |
| | Mar-Val Foods | Harris Ranch | C | | | | 4.49 | | | | | | | | | |
| | Mollie Stones | n/i | A | | 6.99 | | | | | | | | | | | |
| | | Angus | P | | | | 5.99 | | | | | | | | | |
| | New Leaf Markets | Oregon Country | A | | 5.99 | | | | | | | | | | | |
| | New Seasons | Oregon Country | A | | 6.99 | | | | | | | | | | | |
| | Northgate | n/i | S | | | | | 2.99 | | | | | | | | |
| | Nugget Market | Piedmontese | A | | | | | | | | | 6.99 | 8.99 | | | |
| | | SunFed Ranch | G | | | | | | | | | 6.99 | | | | |
| | Pavilion's | n/i | C | | 4.99 | | | | | | | | | | | |
| | Raley's | Raley's | C | | 3.99 | | 3.99 | | | | | | | | | |
| | Ray's Food Place | Angus | C | | 3.99 | | | | | | | | | | | |
| | Rio Ranch | n/i | C | | 3.39 | | | 2.79 | | | | | | 2.49 | | |
| | R-Ranch Markets | n/i | | | 2.99 | | | 2.79 | | | | | | 1.99 | | |
| | Safeway NorCal | n/i | C | | 5.99 | | 5.99 | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Thanksgiving 2018
BEEF

prices in \$US per pound unless otherwise noted.

| State | Supermarket | Label | KEY | Chuck Roasts (boneless) | | | | | | | Chuck (bone-in) | | Brisket | | Shank | Conditions |
|--------------------|---------------------|-----------------|-----|-------------------------|------------|-----------|-----------|-----------|------|--------------|-----------------|------------|---------|------|------------|------------|
| | | | | Shoulder | Bnls Chuck | Arm Roast | Cross Rib | Chuck Eye | Clod | London Broil | 7-Bone | Short Ribs | Whole | Flat | Fore Shank | |
| CA (cont) | Save Mart | Angus 43 | C | | 4.99 | | | | | | | | | | | |
| | Select Markets | St. Helen's | C | | | | 3.49 | | | | | | | | | |
| | SK Super King | n/i | C | 2.99 | 2.99 | | | | | | | | | | | |
| | Smart & Final | First Street | | | | | | | 3.99 | | | | | | | |
| | Stater Bros. | n/i | | 3.99 | 3.99 | | | | | | | | | | | |
| | Super A Foods | Harris Ranch | | | 3.99 | | | | | | 3.99 | | | | 3.29 | |
| | Superior Grocers | n/i | | | | | | | 3.49 | | | | | | 2.49 | |
| | Vallarta | n/i | | | | | | | | | 2.99 | | | | 2.79 | |
| | Vons | n/i | C | | 4.99 | | 4.99 | | | | | | | | | |
| | Walmart | n/i | S | | 4.47 | | | | | | | | | | | |
| WFM South. Pacific | n/i | A | | | | | | | | | | | 9.99 | | | |
| | | n/i | O | | | | | | | | | | 10.99 | | | |
| HI | Don Quijote | Angus Beef | C | | | | 4.29 | | | | | | 7.99 | 3.99 | 3.99 | limit 5 |
| | Foodland | Angus | C | | 3.79 | | | | | | | | | | | |
| | | Angus | C | | | | 6.49 | | | | | | | | | |
| | KTA Super Stores | KTA Select | C | | 5.99 | | 3.97 | | | | | | | | | |
| | Marukai Mart | Angus Beef | C | | 5.59 | | | | | | | | | | | |
| | Safeway Hawaii | n/i | C | | 6.99 | 4.99 | 6.99 | | | | | | | | | |
| | Tamura's Market | n/i | C | | 5.29 | | | | | | | | 4.99 | | | |
| | Times Supermarkets | Sterling Silver | C | | | | 5.29 | | | | | | 6.99 | | | |
| | WFM South. Pacific | n/i | A | | | | | | | | | | 9.99 | | | |
| | | n/i | O | | | | | | | | | 10.99 | | | | |
| NV | Albertsons SW | n/i | C | | 2.97 | | 2.97 | 4.66 | | | | | | | | |
| | Cardenas | n/i | | 1.99 | | | | | 2.59 | | | | | | 2.99 | |
| | Dollar General Mrkt | n/i | | | 4.50 | | | | | | | | | | | |
| | El Super | n/i | | | 3.29 | | | | | | 2.89 | | | | 1.99 | |
| | Grocery Outlet | Morasch | | | | 3.99 | | | | | | | | | | |
| | Island Pacific | n/i | | | | | | | 3.99 | | | | | | | |
| | K.V. Mart | n/i | | | | | | | 2.99 | | | | | | | |
| | Marketon | n/i | | | | | | | 3.99 | | | 2.99 | | | | |
| | Raley's | Raley's | C | | 3.99 | | 3.99 | | | | | | | | | |
| | Ridley's | Hereford | C | | 3.59 | | | 3.49 | | | | | | | | |
| | Safeway NorCal | n/i | C | | 5.99 | | 5.99 | | | | | | | | | |
| | Save Mart | Angus 43 | C | | 4.99 | | | | | | | | | | | |
| | Smart & Final | First Street | | | | | | | 3.99 | | | | | | | |
| | Vons | n/i | C | | 4.99 | | 4.99 | | | | | | | | | |
| | Walmart | n/i | S | | 4.47 | | | | | | | | | | | |
| WFM South. Pacific | n/i | A | | | | | | | | | | | 9.99 | | | |
| | | n/i | O | | | | | | | | | | 10.99 | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Thanksgiving 2018

prices in \$US per pound unless otherwise noted.

BEEF

| State | Supermarket | Label | KEY | Chuck Roasts (<i>boneless</i>) | | | | | | Chuck (<i>bone-in</i>) | | Brisket | | Shank | Conditions |
|---|--------------------|-----------------|---------|----------------------------------|------------|-----------|-----------|-----------|------|--------------------------|--------|------------|-------|-------|------------|
| | | | | Shoulder | Bnls Chuck | Arm Roast | Cross Rib | Chuck Eye | Clod | London Broil | 7-Bone | Short Ribs | Whole | Flat | |
| NORTHWESTERN U.S. - AK, ID, MT, OR, WA, WY | | | | | | | | | | | | | | | |
| AK | Alaskan & Proud | n/i | | | | | | | | | 3.98 | 5.68 | | | |
| | Carrs/Safeway | Open Nature | G | | 7.99 | | | | | | | | | | |
| | Northwest Grocers | St Helen's | C | | 4.99 | | | | | | | | | | |
| | Sea Mart | n/i | C | | 4.99 | | | | | | | | | | |
| | Three Bears | n/i | C | 3.59 | | | | | | | | | | | |
| | Walmart | n/i | S | | 4.47 | | | | | | | | | | |
| ID | Albert./Safe. Mntn | Double R Ranch | C | | | | 3.99 | 4.99 | | | | | | | |
| | Associated Food | Angus | C | | | 3.99 | | 3.49 | | | | | | | |
| | Grocery Outlet | Morasch | | | | 3.99 | | | | | | | | | |
| | Harvest Foods | Angus | C | | | | 3.98 | | | | | | | | |
| | Ridley's | Hereford | C | | 3.59 | | | 3.49 | | | | | | | |
| | Stoke's Market | Angus | C | | 3.99 | | | 3.49 | | | | 3.99 | | | |
| | Super 1 Foods | Angus | C | | 2.98 | | | | | | | | | | |
| | Walmart | n/i | S | | 4.47 | | | | | | | | | | |
| | WFM Rocky Mount. | n/i | | | | | | | | | | | 9.99 | | |
| | Yoke's Fresh Mrkt | Hereford | C | | 4.49 | | 2.69 | | | | | | | | |
| MT | Albert./Safe. Mntn | Double R Ranch | C | | | | 3.99 | 4.99 | | | | | | | |
| | Associated Food | Angus | C | | | 3.99 | | 3.49 | | | | | | | |
| | | Angus | C | | 3.99 | | | 2.99 | | | | | | | |
| | Harvest Foods | Angus | C | | | | 3.98 | | | | | | | | |
| | Lucky's Market | n/i | C | | 3.98 | | | | | | | | | | |
| | Reynold's | n/i | | | 3.99 | | | | | | | | | | |
| | Stoke's Market | Angus | C | | 3.99 | | | 3.49 | | | | 3.99 | | | |
| | Super 1 Foods | Angus | C | | 2.98 | | | | | | | | | | |
| | Three Bears | n/i | C | 3.39 | | | | | | | | | | | |
| Walmart | n/i | S | | 4.47 | | | | | | | | | | | |
| OR | Albert/Safe NW | Open Nature | G | | 6.99 | | | | | | | | | | |
| | Associated Food | Angus | C | | | 3.99 | | 3.49 | | | | | | | |
| | | Grocery Outlet | Morasch | | | | 3.99 | | | | | | | | |
| | Harvest Foods | Angus | C | | | | 3.98 | | | | | | | | |
| | IGA Market Fresh | St Helen's | C | | | | 3.48 | | | | | | | | |
| | Market of Choice | Painted Hills | A | | | | | | | | | | | 8.99 | |
| | | Carman Ranch | G | | | | | | | | | 7.99 | | | |
| | McKay's Market | Signature Angus | S | | 3.49 | | 3.99 | | | | | | | | |
| | Quality Food Cntr | Angus | C | | BOGO | | | | | | | | | | |
| | Ray's Food Place | Angus | C | | 3.99 | | | | | | | | | | |

antibiotic-free

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Thanksgiving 2018

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BEEF

| State | Supermarket | Label | SKU | Chuck Roasts (<i>boneless</i>) | | | | | | Chuck (<i>bone-in</i>) | | Brisket | | Shank | Conditions | |
|---------------------|-------------------------------|----------------|-----|----------------------------------|------------|-----------|-----------|-----------|------|--------------------------|--------|------------|-------|-------|------------|-----------------|
| | | | | Shoulder | Bnls Chuck | Arm Roast | Cross Rib | Chuck Eye | Clod | London Broil | 7-Bone | Short Ribs | Whole | Flat | | Fore Shank |
| OR <i>(cont)</i> | Roth's | Painted Hills | A | | 4.99 | | | | | | | | | | | |
| | Select Markets | St. Helen's | C | | | | 3.49 | | | | | | | | | |
| | Thriftway of OR | St Helen's | C | | 4.99 | | | | | | | | | | | |
| | Walmart | n/i | S | | 4.47 | | | | | | | | | | | |
| WA | Albert/Safe NW Grocery Outlet | Open Nature | G | | 6.99 | | | | | | | | | | | |
| | Haggen's | Morasch | | | | 3.99 | | | | | | | | | | |
| | Harvest Foods | Double R Ranch | C | | 3.99 | | | | | | | | | | | |
| | IGA Market Fresh | Angus | C | | | | 3.98 | | | | | | | | | |
| | Quality Food Cntr | St Helen's | C | | | | 3.48 | | | | | | | | | |
| | Saar's Market | Angus | C | | BOGO | | | | | | | | | | | |
| | Select Markets | n/i | | | 2.99 | | | | | | | | | | | |
| | Super 1 Foods | St. Helen's | C | | | | 3.49 | | | | | | | | | |
| | The Markets | Angus | C | | 2.98 | | | | | | | | | | | |
| | Thriftway | Black Angus | C | | | | 1.99 | | | | | | | | | |
| | Thriftway of OR | Painted Hills | A | | 4.99 | | | | | | | | | | | local |
| | Walmart | St Helen's | C | | 4.99 | | | | | | | | | | | |
| | Yoke's Fresh Mrkt | n/i | S | | 4.47 | | | | | | | | | | | |
| | | Hereford | C | | 4.49 | | 2.69 | | | | | | | | | |
| WY | Albert/Safe. Denver | Colorado Angus | C | | 3.98 | | 2.97 | | | | | | | | | |
| | Albert./Safe. Mntn | Double R Ranch | C | | | | 3.99 | 4.99 | | | | | | | | |
| | Associated Food | Angus | C | | | 3.99 | | 3.49 | | | | | | | | |
| | AW Grocers | n/i | | | 4.49 | | | | | | | | | | | |
| | Food Pride | Angus Pride | C | | 3.49 | | | | | | | | | | | |
| | King Soopers | n/i | C | | 4.99 | | | | | | | | | | | |
| | Lucky's Market | n/i | C | | 3.98 | | | | | | | | | | | |
| | Ridley's | Hereford | C | | 3.59 | | | 3.49 | | | | | | | | |
| | Walmart | n/i | S | | 4.47 | | | | | | | | | | | antibiotic-free |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Thanksgiving 2018

prices in \$US per pound unless otherwise noted.

LAMB

| State | Supermarket | Label | Key | Origin | Leg Roasts | | | | | | Chops (bone-in) | | | | Rack Roasts | | | 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 | | | | | | |
| NORTHEASTERN U.S. - CT,DC,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT | | | | | | | | | | | | | | | | | | | | | | |
| CT | ACME Markets | Open Nature | A | AU | | | | | | 6.99 | | | | | | | | | | | | |
| | Adams Superfood | n/i | | | 5.00 | | | | | | | 9.99 | | | 19.99 | | | | | | | |
| | Big Y | Shepherd's Pride | C | US | 4.99 | 4.99 | 4.99 | | | 5.99 | 5.99 | | | | 19.99 | | | | | | | |
| | Bravo | n/i | C | US | | | | | | 8.99 | | | | | | | | | | | | |
| | Cherry Valley | n/i | C | US | | | | | | | | | 6.99 | 6.99 | | | | | | | | |
| | C-Town | n/i | C | US | | | | | | 8.99 | | 11.99 | | | | | | | | | | |
| | Food Bazaar | n/i | | | 3.99 | | | | | | | | 5.99 | 5.99 | | | | | | | | |
| | Geissler's | n/i | C | US | | | | | | | | | 6.99 | 6.99 | | | | | | | | |
| | Highland Park | n/i | C | US | | | | | | | | 11.99 | | | | | | 5.99 | | | | |
| | Key Food | n/i | C | US | 3.99 | 3.99 | 4.99 | | | 7.99 | | 12.99 | | | | | | | | | | |
| | Market 32 | Chiapetti | C | US | | | | | | 5.99 | | | 4.99 | 4.99 | | | | | | | | |
| | | Chiapetti | A | AU | | | | 4.99 | | | | 6.99 | | | | | | | | | | |
| | Price Chopper | Chiapetti | C | US | | | | | | 5.99 | | | 4.99 | 4.99 | | | | | | | | |
| | | Chiapetti | A | AU | | | | 4.99 | | | | 6.99 | | | | | | | | | | |
| | ShopRite | Nature's Reserve | G | AU | | | | 5.99 | | | | 5.99 | | | | | | 10.99 | | | | |
| | Stew Leonard's | Stew's Naked | A | | | | | | | | | 6.99 | | | | | | | | | | |
| Stop & Shop | Stop & Shop | A | AU | | | | 4.99 | | | | | | | | | | | | | | | |
| The Fresh Market | n/i | G | AU | 6.99 | | | | | | | | | | 14.99 | | | 19.99 | | | | | |
| WFM Northeast | n/i | A | NZ | 9.99 | | | | | 12.99 | | | | | 22.99 | 22.99 | | | | | | | |
| WFM North Atlantic | n/i | A | NZ | | | | | | | | | | | | 21.99 | | | | | | | |
| DC | Giant Food | Giant | A | AU | | | | 4.99 | | | | | | | | | | | | | | |
| | Safeway Eastern | Open Nature | A | AU | | | | | | | | 4.99 | 4.99 | | | | | | 6.99 | | | |
| | WFM Mid-Atlantic | n/i | A | NZ | 7.49 | | | | | | | | | 19.99 | 19.99 | | | | | | | |
| DE | ACME Markets | Open Nature | A | AU | | | | | 6.99 | | | | | | | | | | | | | |
| | Food Lion | n/i | | | | | | 4.99 | | | | | | | | | | | | | | |
| | Fresh Grocer | Nature's Reserve | A | AU | | | | 5.99 | | | | 5.99 | 5.99 | | | | | | | | | |
| | Giant Food | Giant | A | AU | | | | 4.99 | | | | | | | | | | | | | | |
| | IGA Stores - NJ/PA | n/i | | | 4.99 | 6.99 | 6.99 | | | | 10.99 | 5.99 | 6.49 | | | | | | | | | |
| | Lidl | n/i | G | | | | | | | | 6.99 | | | | | | | | | | | |
| | Safeway Eastern | Open Nature | A | AU | | | | | | | | 4.99 | 4.99 | | | | | 6.99 | | | | |
| | ShopRite | Nature's Reserve | G | AU | | | | 5.99 | | | 5.99 | | | | | | 10.99 | | | | | |
| | ShurSave | n/i | | | 4.99 | 5.49 | 5.49 | | | 8.49 | | | | | | | | | | | | |
| | The Fresh Market | n/i | G | AU | 6.99 | | | | | | | | | | 14.99 | | 19.99 | | | | | |
| MA | Adams Superfood | n/i | | | 5.00 | | | | | | 9.99 | | | 19.99 | | | | | | | | |
| | Big Y | Shepherd's Pride | C | US | 4.99 | 4.99 | 4.99 | | 5.99 | 5.99 | | | | 19.99 | | | | | | | | |
| | Bravo | n/i | C | US | | | | | 8.99 | | | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Thanksgiving 2018

prices in \$US per pound unless otherwise noted.

LAMB

| State | Supermarket | Label | Key | Origin | Leg Roasts | | | | | | Chops (bone-in) | | | | Rack Roasts | | | 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 | | | | | | | | | |
| MA <i>(cont)</i> | C-Town | n/i | C | US | | | | | | | 8.99 | | | 11.99 | | | | | | | | | | | |
| | Foodie's Markets | n/i | C | US | | | | | | | | | | 9.99 | | | | | | | | | | | |
| | Geissler's | n/i | C | US | | | | | | | | | | | 6.99 | 6.99 | | | | | | | | | |
| | Hannaford | Catelli Bros. | A | US | | | | | | | | | | 9.99 | | | | | | | | | | | |
| | Key Food | n/i | C | US | 3.99 | 3.99 | 4.99 | | | | 7.99 | | | 12.99 | | | | | | | | | | | |
| | Market 32 | Chiapetti | C | US | | | | | | | 5.99 | | | | 4.99 | 4.99 | | | | | | | | | |
| | | Chiapetti | A | AU | | | | 4.99 | | | | | | 6.99 | | | | | | | | | | | |
| | McKinnon's | n/i | C | US | | | | | | | 6.88 | | | | 4.99 | 4.99 | 15.99 | | | | 5.49 | 2.99 | | | |
| | Price Chopper | Chiapetti | C | US | | | | | | | 5.99 | | | | 4.99 | 4.99 | | | | | | | | | |
| | | Chiapetti | A | AU | | | | 4.99 | | | | | | 6.99 | | | | | | | | | | | |
| | Shaw's | Open Nature | A | AU | | | | | | | 7.49 | | | | 7.99 | | | 11.99 | | | | | | | |
| | Star Market | Open Nature | A | AU | | | | | | | | | | 7.99 | | | | 12.99 | | | | | | | |
| | Stop & Shop | Stop & Shop | A | AU | | | | 4.99 | | | | | | | | | | | | | | | | | |
| | The Fresh Market | n/i | G | AU | 6.99 | | | | | | | | | | | | | 14.99 | | | 19.99 | | | | |
| | Trucchi's | Catelli Bros. | C | US | | | | | | | 7.99 | | | | 6.99 | 6.99 | | | | | | | | | |
| Wegmans | Thomas Farms | A | AU | 6.49 | | | | | | 7.99 | | | | | | | | | | 14.99 | | 7.49 | | | |
| | Thomas Farms | F | AU | | | | | | | 6.99 | | | | | | | 22.99 | | | 21.49 | | | | | |
| | WFM North Atlantic | n/i | A | NZ | | | | | | | | | | | | | 21.99 | | | | | | | | |
| MD | ACME Markets | Open Nature | A | AU | | | | | | 6.99 | | | | | | | | | | | | | | | |
| | Food Lion | n/i | | | | | | 4.99 | | | | | | | | | | | | | | | | | |
| | Giant Food | Giant | A | AU | | | | 4.99 | | | | | | | | | | | | | | | | | |
| | Graul's Market | n/i | C | US | | | | | | | | | 12.99 | | | | 12.99 | | | | | | | | |
| | IGA Stores - NJ/PA | n/i | | | 4.99 | 6.99 | 6.99 | | | | | | 10.99 | | 5.99 | 6.49 | | | | | | | | | |
| | Lidl | n/i | G | | | | | | | | | | 6.99 | | | | | | | | | | | | |
| | Safeway Eastern | Open Nature | A | AU | | | | | | | | | | | 4.99 | 4.99 | | | | | | | 6.99 | | |
| | ShopRite | Nature's Reserve | G | AU | | | | 5.99 | | | | | | 5.99 | | | | | | 10.99 | | | | | |
| | ShurSave | n/i | | | 4.99 | 5.49 | 5.49 | | | | 8.49 | | | | | | | | | | | | | | |
| | Sprout's Market | n/i | G | | | | | | | | | | | | 4.99 | 4.99 | | | | | | | | | |
| | The Fresh Market | n/i | G | AU | 6.99 | | | | | | | | | | | | | 14.99 | | | 19.99 | | | | |
| Wegmans | Thomas Farms | A | AU | 6.49 | | | | | | 7.99 | | | | | | | | | | 14.99 | | 7.49 | | | |
| | Thomas Farms | F | AU | | | | | | | 6.99 | | | | | | | 22.99 | | | 21.49 | | | | | |
| | WFM Mid-Atlantic | n/i | A | NZ | 7.49 | | | | | | | | | | | | 19.99 | 19.99 | | | | | | | |
| ME | Hannaford | Catelli Bros. | A | | | | | | | | | | | 9.99 | | | | | | | | | | | |
| | Shaw's | Open Nature | A | AU | | | | | | 7.49 | | | | 7.99 | | | | 11.99 | | | | | | | |
| | WFM North Atlantic | n/i | A | NZ | | | | | | | | | | | | | | 21.99 | | | | | | | |
| NH | Hannaford | Catelli Bros. | A | | | | | | | | | | | 9.99 | | | | | | | | | | | |
| | McKinnon's | n/i | C | US | | | | | | 6.88 | | | | | 4.99 | 4.99 | 15.99 | | | | 5.49 | 2.99 | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Thanksgiving 2018

prices in \$US per pound unless otherwise noted.

LAMB

| State | Supermarket | Label | Key | Origin | Leg Roasts | | | | | | Chops (bone-in) | | | | Rack Roasts | | | 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 | | | | | | |
| NH (cont) | Price Chopper | Chiapetti | C | US | | | | | | | 5.99 | | | | 4.99 | 4.99 | | | | | | |
| | | Chiapetti | A | AU | | | | 4.99 | | | | | 6.99 | | | | | | | | | |
| | Shaw's | Open Nature | A | AU | | | | | | | 7.49 | | | | | | 11.99 | | | | | |
| | WFM North Atlantic | n/i | A | NZ | | | | | | | | | | | | | 21.99 | | | | | |
| NJ | ACME Markets | Open Nature | A | AU | | | | | | | 6.99 | | | | | | | | | | | |
| | Bravo | n/i | C | US | | | | | | | 8.99 | | | | | | | | | | | |
| | C-Town | n/i | C | US | | | | | | | 8.99 | | 11.99 | | | | | | | | | |
| | Food Bazaar | n/i | | | 3.99 | | | | | | | | | | 5.99 | 5.99 | | | | | | |
| | Foodtown | Cedar Springs | C | US | | | | | | | 7.99 | | | | | | 19.99 | | 19.99 | | | |
| | IGA Stores - NJ/PA | n/i | | | 4.99 | 6.99 | 6.99 | | | | | | 10.99 | | 5.99 | 6.49 | | | | | | |
| | Key Food | n/i | C | US | 3.99 | 3.99 | 4.99 | | | | 7.99 | | | | | | | | | | | |
| | Lidl | n/i | G | | | | | | | | | | 6.99 | | | | | | | | | |
| | ShopRite | Nature's Reserve | G | AU | | | | 5.99 | | | | | 5.99 | | | | | | | | 10.99 | |
| | Stop & Shop | Stop & Shop | A | AU | | | | 4.99 | | | | | | | | | | | | | | |
| | The Fresh Market | n/i | G | AU | 6.99 | | | | | | | | | | | | 14.99 | | 19.99 | | | |
| | Top Tomato | n/i | | | | | | | | | | | | | 4.99 | 4.99 | | | | | | |
| | Uncle Giuseppe's | n/i | C | US | | | | | | | | | | | 3.99 | | | | | | | |
| | Wegmans | Thomas Farms | A | AU | 6.49 | | | | | | 7.99 | | | | | | | | | | 14.99 | 7.49 |
| | Thomas Farms | F | AU | | | | | | | 6.99 | | | | | | 22.99 | | 21.49 | | | | |
| WFM Mid-Atlantic | n/i | A | NZ | 7.49 | | | | | | | | | | | | 19.99 | 19.99 | | | | | |
| WFM Northeast | n/i | A | NZ | 9.99 | | | | | | 12.99 | | | | | | 22.99 | 22.99 | | | | | |
| NY | ACME Markets | Open Nature | A | AU | | | | | | | 6.99 | | | | | | | | | | | |
| | Bravo | n/i | C | US | | | | | | | 8.99 | | | | | | | | | | | |
| | Cherry Valley | n/i | C | US | | | | | | | | | | | 6.99 | 6.99 | | | | | | |
| | C-Town | n/i | C | US | | | | | | | 8.99 | | 11.99 | | | | | | | | | |
| | DeCiccio Family Mrkt | n/i | C | US | | | | | | | 8.99 | | 12.99 | | 6.99 | 7.99 | | | | | | |
| | DeCiccio & Sons | n/i | C | US | | | | | | | | | 12.99 | | | | | | | | | |
| | Food Bazaar | n/i | | | 3.99 | | | | | | | | | | 5.99 | 5.99 | | | | | | |
| | Food Emporium | n/i | C | US | | | | | | | | | 12.99 | | | | | | | | | |
| | Foodtown | Cedar Springs | C | US | | | | | | | 7.99 | | | | | | 19.99 | | 19.99 | | | |
| | Green's Natural | Reunion | O | AU | | | | | | | | | 16.99 | | | | 26.99 | | | | | |
| | Hannaford | Catelli Bros. | A | | | | | | | | | | 9.99 | | | | | | | | | |
| | Key Food | n/i | C | US | 3.99 | 3.99 | 4.99 | | | | 7.99 | | | | | | | | | | | |
| | King Kullen | n/i | C | US | 4.99 | 4.99 | 5.29 | | | | | | | | | | | | | | | |
| | Market 32 | Chiapetti | C | US | | | | | | | 5.99 | | | | 4.99 | 4.99 | | | | | | |
| | | Chiapetti | A | AU | | | | 4.99 | | | | | | 6.99 | | | | | | | | |
| North Shore | n/i | C | US | 3.99 | | | | | | | | | 9.99 | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Thanksgiving 2018

prices in \$US per pound unless otherwise noted.

LAMB

| State | Supermarket | Label | Key | Origin | Leg Roasts | | | | | | Chops (bone-in) | | | | Rack Roasts | | | 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 | | | | | | |
| NY (cont) | Peck's Market | n/i | | | 4.99 | | | | | | 4.99 | | | | | | | | 4.99 | | | |
| | Price Chopper | Chiapetti | C | US | | | | | | 5.99 | | | | 4.99 | 4.99 | | | | | | | |
| | | Chiapetti | A | AU | | | | 4.99 | | | | | 6.99 | | | | | | | | | |
| | ShopRite | Nature's Reserve | G | AU | | | | 5.99 | | | | | 5.99 | | | | | | 10.99 | | | |
| | Stew Leonard's | Stew's Naked | A | | | | | | | | | | 6.99 | | | | | | | | | |
| | Stop & Shop | Stop & Shop | A | AU | | | | 4.99 | | | | | | | | | | | | | | |
| | The Fresh Market | n/i | G | AU | 6.99 | | | | | | | | | | | 14.99 | | | 19.99 | | | |
| | Top Tomato | n/i | | | | | | | | | | | | | 4.99 | 4.99 | | | | | | |
| | Tops Markets | n/i | | | | | | 5.99 | | | 6.99 | | | | | | | | | | | |
| | Trade Fair | n/i | H | US | | | | | | | | | | | 4.99 | | | | | | | |
| | | n/i | C | US | 4.59 | 4.99 | 4.99 | | | | | | | | | | | | | | | |
| | Uncle Giuseppe's | n/i | C | US | | | | | | | | | | | 3.99 | | | | | | | |
| | Wegmans | Thomas Farms | A | AU | 6.49 | | | | | | 7.99 | | | | | | | | 14.99 | | 7.49 | |
| | Thomas Farms | F | AU | | | | | | | 6.99 | | | | | 22.99 | | | 21.49 | | | | |
| WFM Northeast | n/i | A | NZ | 9.99 | | | | | | 12.99 | | | | | 22.99 | 22.99 | | | | | | |
| PA | ACME Markets | Open Nature | A | AU | | | | | | 6.99 | | | | | | | | | | | | |
| | Bravo | n/i | C | US | | | | | | 8.99 | | | | | | | | | | | | |
| | C-Town | n/i | C | US | | | | | | 8.99 | | 11.99 | | | | | | | | | | |
| | Food Lion | n/i | | | | | 4.99 | | | | | | | | | | | | | | | |
| | Foodtown | Cedar Springs | C | US | | | | | | 7.99 | | | | | | 19.99 | | | 19.99 | | | |
| | Fresh Grocer | Nature's Reserve | A | AU | | | | 5.99 | | | | | | 5.99 | 5.99 | | | | | | | |
| | IGA Stores - NJ/PA | n/i | | | 4.99 | 6.99 | 6.99 | | | | | | 10.99 | | 5.99 | 6.49 | | | | | | |
| | Key Food | n/i | C | US | 3.99 | 3.99 | 4.99 | | | 7.99 | | | 12.99 | | | | | | | | | |
| | Kuhn's Market | n/i | C | US | | | | 6.79 | 6.79 | 6.99 | | | | | | | | | | | | |
| | Price Chopper | Chiapetti | C | US | | | | | | 5.99 | | | | | 4.99 | 4.99 | | | | | | |
| | | Chiapetti | A | AU | | | | 4.99 | | | | | 6.99 | | | | | | | | | |
| | ShopRite | Nature's Reserve | G | AU | | | | 5.99 | | | | | 5.99 | | | | | | 10.99 | | | |
| | ShurSave | n/i | | | 4.99 | 5.49 | 5.49 | | | | 8.49 | | | | | | | | | | | |
| | Sprout's Market | n/i | G | | | | | | | | | | | | 4.99 | 4.99 | | | | | | |
| | The Fresh Market | n/i | G | AU | 6.99 | | | | | | | | | | | 14.99 | | | 19.99 | | | |
| Tops Markets | n/i | | | | | | 5.99 | | | 6.99 | | | | | | | | | | | | |
| Wegmans | Thomas Farms | A | AU | 6.49 | | | | | | 7.99 | | | | | | | | 14.99 | | 7.49 | | |
| | Thomas Farms | F | AU | | | | | | | 6.99 | | | | | 22.99 | | | 21.49 | | | | |
| WFM Mid-Atlantic | n/i | A | NZ | 7.49 | | | | | | | | | | | 19.99 | 19.99 | | | | | | |
| RI | Adams Superfood | n/i | | | 5.00 | | | | | | | 9.99 | | | | | | 19.99 | | | | |
| | Bravo | n/i | C | US | | | | | | 8.99 | | | | | | | | | | | | |
| | Dave's Marketplace | n/i | C | US | | | | | | | | 9.99 | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Thanksgiving 2018

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LAMB

| State | Supermarket | Label | Key | Origin | Leg Roasts | | | | | | Chops (bone-in) | | | | Rack Roasts | | | 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 (cont) | Shaw's | Open Nature | A | AU | | | | | | 7.49 | | 7.99 | | | | 11.99 | | | | | | |
| | Stop & Shop | Stop & Shop | A | AU | | | | 4.99 | | | | | | | | | | | | | | |
| | WFM North Atlantic | n/i | A | NZ | | | | | | | | | | | | 21.99 | | | | | | |
| VT | Hannaford | Catelli Bros. | A | | | | | | | | | 9.99 | | | | | | | | | | |
| | Price Chopper | Chiapetti | C | US | | | | | | | | | | 4.99 | 4.99 | | | | | | | |
| | | Chiapetti | A | AU | | | | 4.99 | | | | | 6.99 | | | | | | | | | |
| | Shaw's | Open Nature | A | AU | | | | | | | | 7.49 | | | | 11.99 | | | | | | |
| Tops Markets | n/i | | | | | | 5.99 | | | | 6.99 | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Thanksgiving 2018

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LAMB

| State | Supermarket | Label | Key | Origin | Leg Roasts | | | | | | Chops (bone-in) | | | | Rack Roasts | | | 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 | Piggly Wiggly Inc. | Rosen's | C | US | 5.99 | | | | | | | | | | | | | | | | | |
| | Sprout's Market | n/i | G | | | | | | | | | 4.99 | 4.99 | | | | | | | | | |
| | The Fresh Market | n/i | G | AU | 6.99 | | | | | | | | | | 14.99 | | | 19.99 | | | | |
| | WFM South | n/i | A | NZ | 9.99 | | | | | 10.99 | | | | | 21.99 | 21.99 | | | | | | |
| FL | Milam's Market | n/i | C | US | 6.99 | | | | | | | | | | | | | | | | | |
| | Sprout's Market | n/i | G | | | | | | | | | 4.99 | 4.99 | | | | | | | | | |
| | The Fresh Market | n/i | G | AU | 6.99 | | | | | | | | | | 14.99 | | | 19.99 | | | | |
| | Western Beef | n/i | | | | | | | | | | | | | 10.99 | | | | | | | |
| WFM Florida | n/i | A | NZ | 9.99 | | | | | 10.99 | | | | | 19.99 | 19.99 | | | | | | | |
| GA | Food Lion | n/i | | | | | | 4.99 | | | | | | | | | | | | | | |
| | Lidl | n/i | G | | | | | | | | 6.99 | | | | | | | | | | | |
| | Sprout's Market | n/i | G | | | | | | | | | 4.99 | 4.99 | | | | | | | | | |
| | The Fresh Market | n/i | G | AU | 6.99 | | | | | | | | | | 14.99 | | | 19.99 | | | | |
| Wayfield's | n/i | | | 3.29 | | | | | | | | | | | | | | | | | | |
| WFM South | n/i | A | NZ | 9.99 | | | | | 10.99 | | | | | 21.99 | 21.99 | | | | | | | |
| KY | Food Lion | n/i | | | | | | 4.99 | | | | | | | | | | | | | | |
| | Fresh Encounter | n/i | | | | | | 6.99 | | | 6.99 | | | | | | | | | | | |
| | Fresh Thyme | Nature's Reserve | A | AU | | | | | | | | | | | | | | | 6.49 | | | |
| | Remke Markets | n/i | | | | | | 6.99 | | | 6.99 | | | | | | | | | | | |
| | The Fresh Market | n/i | G | AU | 6.99 | | | | | | | | | | 14.99 | | | 19.99 | | | | |
| | WFM Mid-Atlantic | n/i | A | NZ | 7.49 | | | | | | | | | | 19.99 | 19.99 | | | | | | |
| MS | The Fresh Market | n/i | G | AU | 6.99 | | | | | | | | | | 14.99 | | | 19.99 | | | | |
| | WFM South | n/i | A | NZ | 9.99 | | | | | 10.99 | | | | | 21.99 | 21.99 | | | | | | |
| NC | Food Lion | n/i | | | | | | 4.99 | | | | | | | | | | | | | | |
| | Lidl | n/i | G | | | | | | | | 6.99 | | | | | | | | | | | |
| | Lowe's Foods | n/i | G | | | 5.99 | | | | | 9.99 | | | | | | | | | | | |
| | Sprout's Market | n/i | G | | | | | | | | | 4.99 | 4.99 | | | | | | | | | |
| | The Fresh Market | n/i | G | AU | 6.99 | | | | | | | | | | 14.99 | | | 19.99 | | | | |
| | WFM South | n/i | A | NZ | 9.99 | | | | | 10.99 | | | | | 21.99 | 21.99 | | | | | | |
| SC | Food Lion | n/i | | | | | | 4.99 | | | | | | | | | | | | | | |
| | Lidl | n/i | G | | | | | | | | 6.99 | | | | | | | | | | | |
| | Lowe's Foods | n/i | G | | | 5.99 | | | | | 9.99 | | | | | | | | | | | |
| | Sprout's Market | n/i | G | | | | | | | | | 4.99 | 4.99 | | | | | | | | | |
| | The Fresh Market | n/i | G | AU | 6.99 | | | | | | | | | | 14.99 | | | 19.99 | | | | |
| | WFM South | n/i | A | NZ | 9.99 | | | | | 10.99 | | | | | 21.99 | 21.99 | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Thanksgiving 2018

prices in \$US per pound unless otherwise noted.

LAMB

| State | Supermarket | Label | Key | Origin | Leg Roasts | | | | | | Chops (bone-in) | | | | Rack Roasts | | | 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 | | | | | | |
| TN | Food Lion | n/i | | | | | | 4.99 | | | | | | | | | | | | | | |
| | Lidl | n/i | G | | | | | | | | 6.99 | | | | | | | | | | | |
| | Sprout's Market | n/i | G | | | | | | | | | | 4.99 | 4.99 | | | | | | | | |
| | The Fresh Market | n/i | G | AU | 6.99 | | | | | | | | | | 14.99 | | 19.99 | | | | | |
| | WFM South | n/i | A | NZ | 9.99 | | | | | 10.99 | | | | | 21.99 | 21.99 | | | | | | |
| VA | Food Lion | n/i | | | | | | 4.99 | | | | | | | | | | | | | | |
| | Giant Food | Giant | A | AU | | | | 4.99 | | | | | | | | | | | | | | |
| | Lowe's Foods | n/i | G | | | 5.99 | | | | | 9.99 | | | | | | | | | | | |
| | Safeway Eastern | Open Nature | A | AU | | | | | | | | | 4.99 | 4.99 | | | | | 6.99 | | | |
| | The Fresh Market | n/i | G | AU | 6.99 | | | | | | | | | | 14.99 | | 19.99 | | | | | |
| | Wegmans | Thomas Farms | A | AU | 6.49 | | | | | 7.99 | | | | | | | 14.99 | | 7.49 | | | |
| | Wegmans | Thomas Farms | F | AU | | | | | 6.99 | | | | | | 22.99 | | 21.49 | | | | | |
| WFM Mid-Atlantic | n/i | A | NZ | 7.49 | | | | | | | | | | 19.99 | 19.99 | | | | | | | |
| WV | Food Lion | n/i | | | | | | 4.99 | | | | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

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LAMB

| State | Supermarket | Label | Key | Origin | Leg Roasts | | | | | | Chops (bone-in) | | | | Rack Roasts | | | 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 | A | AU | | | | | | | | | | | | | | | 6.49 | | | |
| | Hy-Vee | Strauss | C | US | | | | 6.99 | | | 7.99 | | | | 13.99 | | | | | | | |
| | Jewel-Osco | Open Nature | A | AU | 5.99 | | | | | | | 7.99 | | | | | | | | | | |
| | Price Chopper | n/i | C | US | | | | 7.49 | | | | | | | | | | | | | | |
| IL | Angelo Caputo's | n/i | C | US | 4.99 | 5.79 | 5.99 | | | | | 8.99 | | | | | | | | | | |
| | Berkot's | Chiapetti | C | US | 4.99 | 4.99 | 4.99 | | | | | 8.99 | | | | | | | | | | |
| | Butera's Market | n/i | C | US | 5.99 | 5.99 | 6.49 | | | | | | | 5.99 | 5.29 | | | | 4.99 | | | |
| | County Market NFI | n/i | | | | | | 6.49 | | | | | | | | | | | | | | |
| | Fairplay Foods | n/i | C | US | | | | | | | | | | 3.99 | 4.99 | | | | | | | |
| | Fresh Thyme | Nature's Reserve | A | AU | | | | | | | | | | | | | | | 6.49 | | | |
| | Garden Fresh | n/i | H | US | 5.98 | | | | | | | 9.98 | | | | | | 4.95 | | Choice | | |
| | Heinen's | Shepherd's Price | A | US | | | | 7.99 | | | | 13.99 | | | | | | | | | | |
| | Hy-Vee | Strauss | C | US | | | | 6.99 | | 7.99 | | | | | 13.99 | | | | | | | |
| | Jewel-Osco | Open Nature | A | AU | 5.99 | | | | | | | 7.99 | | | | | | | | | | |
| | Mariano's | n/i | C | US | | | | | | | | 7.99 | | | | | | | | | | |
| | Pete's Fresh Mrkt | Chiapetti | C | US | 4.99 | | | | | | | 7.99 | | 4.99 | 4.99 | | | | | | | |
| | Plum Market | Mountain States | C | US | | | | 10.99 | | | | | | | 25.99 | | | | | | | |
| | Piggly Wiggly MW | n/i | | | | | | | | | | 9.99 | | | | | | | | | | |
| | Shop & Save Mrkt | Farmer's Mark | C | US | | | | | | 7.99 | | | | | | | | | | | | |
| | | n/i | C | US | 4.99 | 5.49 | 5.99 | | | | | | | 4.49 | 4.99 | | | | 4.99 | | | |
| | Sunset Foods | Chiapetti | C | US | | | | | | | | 9.99 | | | | | | | | | | |
| | The Fresh Market | n/i | G | AU | 6.99 | | | | | | | | | | 14.99 | | 19.99 | | | | | |
| | Tony's Finer Foods | Chiapetti | C | US | 4.99 | | | | | | | 7.99 | | 4.99 | 4.99 | | | | | | | |
| | Valli Produce | n/i | C | US | 4.99 | | | | | | | | | | 14.99 | | | | 4.99 | | | |
| IN | Al's Supermarkets | Chiapetti | C | US | | | | 6.99 | | | 7.99 | | | | | | | | | | | |
| | County Market NFI | n/i | | | | | | 6.49 | | | | | | | | | | | | | | |
| | Fresh Encounter | n/i | | | | | | 6.99 | | | 6.99 | | | | | | | | | | | |
| | Fresh Thyme | Nature's Reserve | A | AU | | | | | | | | | | | | | | | 6.49 | | | |
| | Jewel-Osco | Open Nature | A | AU | 5.99 | | | | | | | 7.99 | | | | | | | | | | |
| | Needler's Fresh | n/i | | | | | | 6.99 | | | 6.99 | | | | | | | | | | | |
| | Strack & VanTil | Chiapetti | C | US | 4.99 | | | 4.99 | | | | 11.99 | | | | | | | | | | |
| | The Fresh Market | n/i | G | AU | 6.99 | | | | | | | | | | 14.99 | | 19.99 | | | | | |
| | Walt's Food Center | n/i | C | US | | | | | | | | | | 4.99 | 5.29 | | | | | | | |
| MI | D&W Fresh Market | n/i | | | | | | | | | | | | 5.99 | 5.99 | | | | | | | |
| | Fresh Thyme | Nature's Reserve | A | AU | | | | | | | | | | | | | | | 6.49 | | | |
| | Glory Supermarket | n/i | | | | | | | | | | | | 5.99 | 5.99 | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

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LAMB

| State | Supermarket | Label | Key | Origin | Leg Roasts | | | | | | Chops (bone-in) | | | | Rack Roasts | | | 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 | | | | | | |
| MI (cont) | Hollywood Markets | n/i | C | US | | | | 6.99 | | | | | 10.99 | | | | | | | | | |
| | Plum Market | Mountain States | C | US | | | | 10.99 | | | | | | | | 25.99 | | | | | | |
| | Tom's Oleson's | n/i | | | | | | | | | | | 9.99 | | | | | | | | | |
| MN | Fresh Thyme | Nature's Reserve | A | AU | | | | | | | | | | | | | | | | 6.49 | | |
| | Hy-Vee | Strauss | C | US | | | | 6.99 | | | 7.99 | | | | | 13.99 | | | | | | |
| ND | Albert/Safe. Mount. | Open Nature | A | AU | 5.99 | | | | | | | | 7.99 | | | | | | | | | |
| NE | Albert/Safe. Denver | Open Nature | A | AU | | | | 5.99 | | | | | 7.99 | | | | | | | | 6.49 | |
| | Fresh Thyme | Nature's Reserve | A | AU | | | | | | | | | | | | | | | | | 6.49 | |
| | Hy-Vee | Strauss | C | US | | | | 6.99 | | | 7.99 | | | | | 13.99 | | | | | | |
| OH | Fresh Encounter | n/i | | | | | | 6.99 | | | 6.99 | | | | | | | | | | 6.49 | |
| | Fresh Thyme | Nature's Reserve | A | AU | | | | | | | | | | | | | | | | | | |
| | Heinen's | Shepherd's Price | A | US | | | | 7.99 | | | | | 13.99 | | | | | | | | | |
| | Needler's Fresh | n/i | | | | | | 6.99 | | | 6.99 | | | | | | | | | | | |
| | Remke Markets | n/i | | | | | | 6.99 | | | 6.99 | | | | | | | | | | | |
| | The Fresh Market | n/i | G | AU | 6.99 | | | | | | | | | | 14.99 | | 19.99 | | | | | |
| WFM Mid-Atlantic | n/i | A | NZ | 7.49 | | | | | | | | | | 19.99 | 19.99 | | | | | | | |
| SD | Albert/Safe. Denver | Open Nature | A | AU | | | | 5.99 | | | | | 7.99 | | | | | | | | | |
| | Hy-Vee | Strauss | C | US | | | | 6.99 | | | 7.99 | | | | 13.99 | | | | | | | |
| WI | Fresh Thyme | Nature's Reserve | A | AU | | | | | | | | | | | | | | | | | 6.49 | |
| | Piggly Wiggly MW | n/i | | | | | | | | | | | 9.99 | | | | | | | | | |
| | Sendik's | Sendik's | C | US | | | | | | | | | 9.99 | | | | | | | | | |
| | Sentry Foods | n/i | C | US | | | | | | | | | 13.99 | | | | | | | | | |

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|---|---------------------|------------------|-----|--------|------------|------|-------|---------------|------|-------|-----------------|------|------|------|-------------|-------|-------|------------|-----------------|------------|-------------|--------|
| | | | | | 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 | Albertsons Houston | Open Nature | A | AU | | | | | | | 7.99 | | | | | | | | | | | |
| | G&W Foods | n/i | C | US | 6.99 | 6.99 | 6.99 | | | | | | | | | | | | | | | |
| | The Fresh Market | n/i | G | AU | 6.99 | | | | | | | | | | 14.99 | | 19.99 | | | | | |
| | WFM Southwest | n/i | A | NZ | 9.99 | | | | | | | | | | 22.99 | 22.99 | | | | | | |
| AZ | Sprout's Market | n/i | G | | | | | | | | | | 4.99 | 4.99 | | | | | | | | |
| | WFM South. Pacific | Atkins Ranch | A | NZ | 8.99 | | | | | 9.99 | | | | | 19.99 | 19.99 | | | | | | |
| CO | Albert/Safe. Denver | Open Nature | A | AU | | | | 5.99 | | | | | 7.99 | | | | | | | | | |
| | Albert/Safe. Mount. | Open Nature | A | AU | 5.99 | | | | | | | | 7.99 | | | | | | | | | |
| | Sprout's Market | n/i | G | | | | | | | | | | | 4.99 | 4.99 | | | | | | | |
| | WFM Rocky Mount. | n/i | A | NZ | | | | | | | | | | | 21.99 | | | | | | | |
| KS | G&W Foods | n/i | C | US | 6.99 | 6.99 | 6.99 | | | | | | | | | | | | | | | |
| | Hy-Vee | Strauss | C | US | | | | 6.99 | | | 7.99 | | | | | | 13.99 | | | | | |
| | Price Chopper | n/i | C | US | | | | 7.49 | | | | | | | | | | | | | | |
| | Sprout's Market | n/i | G | | | | | | | | | | | 4.99 | 4.99 | | | | | | | |
| | WFM Rocky Mount. | n/i | A | NZ | | | | | | | | | | | 21.99 | | | | | | | |
| LA | The Fresh Market | n/i | G | AU | 6.99 | | | | | | | | | | | | 14.99 | | 19.99 | | | |
| | WFM Southwest | n/i | A | NZ | 9.99 | | | | | | | | | | 22.99 | 22.99 | | | | | | |
| MO | County Market NFI | n/i | | | | | | 6.49 | | | | | | | | | | | | | | |
| | Fresh Thyme | Nature's Reserve | A | AU | | | | | | | | | | | | | | | 6.49 | | | |
| | G&W Foods | n/i | C | US | 6.99 | 6.99 | 6.99 | | | | | | | | | | | | | | | |
| | Harter House | n/i | C | US | 6.99 | | | | | | | 9.99 | | | | | | | | | | |
| | Hy-Vee | Strauss | C | US | | | | 6.99 | | | 7.99 | | | | | | 13.99 | | | | | |
| | Price Chopper | n/i | C | US | | | | 7.49 | | | | | | | | | | | | | | |
| NM | Sprout's Market | n/i | G | | | | | | | | | | | | | | | | | | | |
| | Albert/Safe. Denver | Open Nature | A | AU | | | | 5.99 | | | | | 7.99 | | | | | | | | | |
| | WFM Rocky Mount. | n/i | A | NZ | | | | | | | | | | | 21.99 | | | | | | | |
| OK | Sprout's Market | n/i | G | | | | | | | | | | | 4.99 | 4.99 | | | | | | | |
| | The Fresh Market | n/i | G | AU | 6.99 | | | | | | | | | | 14.99 | | 19.99 | | | | | |
| | WFM Southwest | n/i | A | NZ | 9.99 | | | | | | | | | | 22.99 | 22.99 | | | | | | |
| TX | Central Market | n/i | C | US | | | | 8.99 | | | | | | | | | 15.99 | | 24.97 | | | |
| | Randall's | Open Nature | A | AU | | | | | | 7.99 | | | | | | | | | | | | |
| | Sprout's Market | n/i | G | | | | | | | | | | | 4.99 | 4.99 | | | | | | | |
| | Tom Thumb | Open Nature | A | AU | | | | | | 7.99 | | | | | | | | | | | | |
| | United Supermarkets | Open Nature | A | AU | 5.99 | | | | | | | | | | | | | | | | | |
| | WFM Southwest | n/i | A | NZ | 9.99 | | | | | | | | | | 22.99 | 22.99 | | | | | | |

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|-------|--|---------------------------|-------------|----------|------------|------|-------|---------------|------|-------|-----------------|------|------|------|-------------|-------|-------|------------|-----------------|------------|-------------|--------|
| | | | | | Bone-in | | | Semi-Boneless | | | Boneless | | Loin | Rib | Shoulder | | Whole | | | | Crown Roast | French |
| | | | | | Whole | Butt | Shank | Whole | Butt | Shank | Whole | Half | | | blade | round | | | | | | |
| UT | Albert/Safe. Mount. Sprout's Market WFM Rocky Mount. | Open Nature n/i n/i | A G A | AU NZ | 5.99 | | | | | | | 7.99 | | 4.99 | 4.99 | 21.99 | | | | | | |

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|-------------------------------------|--------------------|----------------|-----|--------|------------|------|-------|---------------|------|-------|-----------------|------|------|-------|-------------|-------|-------|------------|-----------------|------------|-------------|--------|
| | | | | | Bone-in | | | Semi-Boneless | | | Boneless | | Loin | Rib | Shoulder | | Whole | | | | Crown Roast | French |
| | | | | | Whole | Butt | Shank | Whole | Butt | Shank | Whole | Half | | | blade | round | | | | | | |
| SOUTHWESTERN U.S. - CA,HI,NV | | | | | | | | | | | | | | | | | | | | | | |
| CA | Alb./Safe. SoCal | Open Nature | A | AU | 6.99 | | | | | | | | | | | | | | | | | |
| | Jons Marketplace | n/i | | | 4.99 | | | | | | | | | | | | | | | | | |
| | Lucky | n/i | | | | | | | | | | | | 14.99 | | | | | | | | |
| | Spring Crossing | | A | AU | | | | | | | | | | | | | | | | | | |
| | Mar-Val Foods | Superior Farms | C | US | 4.99 | | | | | | | | | | | | | | | | | |
| | New Leaf Market | Cascade Creek | G | US | 8.99 | | | | | | | | | | | | | | | | | |
| | Nugget Markets | Cascade Creek | G | US | | | | | | | | | | | | | | | | | | |
| | Pavilion's | Open Nature | A | AU | | | | | | | | | | | | | | | | | | |
| | Raley's | Farmer's Mark | G | US | | | | | | | | | | | | | | | | | | |
| | Ralph's Grocery | n/i | C | US | 6.99 | | | | | | | | | | | | | | | | | |
| | Rays Food Place | n/i | | | | | | | | | | | | | | | | | | | | |
| | R-N Super Markets | n/i | | | 4.99 | | | | | | | | | | | | | | | | | |
| | Safeway NorCal | Open Nature | A | AU | | | | | | | | | | | | | | | | | | |
| | Save Mart | n/i | | | | | | | | | | | | | | | | | | | | |
| Spring Crossing | | A | AU | | | | | | | | | | | | | | | | | | | |
| Sprout's Market | n/i | G | | | | | | | | | | | | | | | | | | | | |
| Stater Bros. | Superior Farms | C | US | 6.99 | | | | | | | | | | | | | | | | | | |
| Vallarta | n/i | C | US | | | | | | | | | | | | | | | | | | | |
| Vons | Open Nature | A | AU | 6.99 | | | | | | | | | | | | | | | | | | |
| WFM North Calif. | n/i | A | NZ | | | | | | | | | | | | | | | | | | | |
| WFM South. Pacific | Atkins Ranch | A | NZ | 8.99 | | | | | | | | | | | | | | | | | | |
| HI | Don Quijote | n/i | | | | | | | | | | | | | | | | | | | | |
| | Foodland | n/i | | | | | | | | | | | | | | | | | | | | |
| | Safeway Hawaii | Open Nature | A | AU | | | | | | | | | | | | | | | | | | |
| | WFM South. Pacific | Atkins Ranch | A | NZ | 8.99 | | | | | | | | | | | | | | | | | |
| NV | Alb./Safe. Mntn | Open Nature | A | AU | | | | | | | | | | | | | | | | | | |
| | Raley's | Farmer's Mark | G | US | | | | | | | | | | | | | | | | | | |
| | Safeway NorCal | Open Nature | A | AU | | | | | | | | | | | | | | | | | | |
| | Save Mart | n/i | | | | | | | | | | | | | | | | | | | | |
| | Spring Crossing | | A | AU | | | | | | | | | | | | | | | | | | |
| | Sprout's Market | n/i | G | | | | | | | | | | | | | | | | | | | |
| | Vons | Open Nature | A | AU | 6.99 | | | | | | | | | | | | | | | | | |
| | WFM North Calif. | n/i | A | NZ | | | | | | | | | | | | | | | | | | |
| WFM South. Pacific | Atkins Ranch | A | NZ | 8.99 | | | | | | | | | | | | | | | | | | |

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|---|---------------------|------------------|-----|--------|------------|------|-------|---------------|-------|-------|-----------------|------|------|-------|-------------|-------|-------|------------|-----------------|------------|-------------|--------|
| | | | | | Bone-in | | | Semi-Boneless | | | Boneless | | Loin | Rib | Shoulder | | Whole | | | | Crown Roast | French |
| | | | | | Whole | Butt | Shank | Whole | Butt | Shank | Whole | Half | | | blade | round | | | | | | |
| NORTHWESTERN U.S. - AK, ID, MT, OR, WA, WY | | | | | | | | | | | | | | | | | | | | | | |
| AK | Carrs/Safeway | Open Nature | A | AU | | | | | | | | | | | | | | | 5.00 | | | |
| | Sea Mart | n/i | C | US | | | 6.99 | 6.49 | | | | | | | | | | | | | | |
| ID | Albert/Safe. Mount. | Open Nature | A | AU | 5.99 | | | | | | | | | | | | | | | | | |
| | Rosauer's | Farmer's Mark | A | US | | | | | 7.99 | 8.99 | | | | | | | | | | 6.65 | | |
| | WFM Rocky Mount. | n/i | A | NZ | | | | | | | | | | 21.99 | | | | | | | | |
| MT | Albert/Safe. Mount. | Open Nature | A | AU | 5.99 | | | | | | | | | | | | | | | | | |
| | Rosauer's | Farmer's Mark | A | US | | | | | 7.99 | 8.99 | | | | | | | | | | 6.65 | | |
| OR | Alb./Safe. NW | Open Nature | A | AU | | | | | | | | | | | | | | | | 5 | | |
| | Market of Choice | Anderson Ranches | A | US | | | | | 11.99 | | | | | | | | | | 4.99 | | | |
| | Rays Food Place | n/i | | | | | | | | | | | | | | | | | | | | |
| | Rosauer's | Farmer's Mark | A | US | | | | | 7.99 | 8.99 | | | | | | | | | | 6.65 | | |
| | Thriftway of OR | Shepherd's Pride | A | US | | | | | | | | | | | | | | | | | | |
| | WFM Pacific NW | n/i | A | NZ | | | | | | | 10.99 | | | | | 21.99 | | | | | | |
| WA | Alb./Safe. NW | Open Nature | A | AU | | | | | | | | | | | | | | | | | | |
| | Haggen's | Atkins Ranch | G | NZ | 6.99 | | | | | | | | | | | | | | | | | |
| | Metropolitan | n/i | G | US | 9.99 | | | | | | | | | | 29.99 | | | | 6.99 | | | |
| | PCC Natural | Umpqua Valley | A | US | | | | | | | | | | | | | | | | 7.99 | | |
| | Rosauer's | Farmer's Mark | A | US | | | | | 7.99 | 8.99 | | | | | | | | | | 6.65 | | |
| | Sprout's Market | n/i | G | | | | | | | | | | 4.99 | 4.99 | | | | | | | | |
| | Thriftway | Shepherd's Pride | A | US | 6.99 | | | | | | | | | | | | | | | | | |
| | Thriftway of OR | Shepherd's Pride | A | US | | | | | | | | | | | | | | | | | | |
| | Town & Country | Superior Farms | C | US | | | | | | | | | | | | | | | | | | |
| | WFM Pacific NW | n/i | A | NZ | | | | | | | | | | | | 21.99 | | | | | | |
| WY | Albert/Safe. Denver | Open Nature | A | AU | | | | 5.99 | | | | | | | | | | | | | | |
| | Albert/Safe. Mount. | Open Nature | A | AU | 5.99 | | | | | | | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

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

Thanksgiving 2018
MISCELLANEOUS POULTRY

| State | Supermarket | Label | Type (regular unless noted) | Turkey Breast | | CHICKEN | | | | | | Duckling | | Goose | Pheasant | Quail | Rabbit | |
|--|--------------------|-------------------|--------------------------------------|---------------|--------|---------|-------------|--------|-----------|-----------|-------|----------|-------|--------|-----------|--------|--------|--------|
| | | | | bone-in | | Roaster | Cornish Hen | | Hens | Capon | Liver | Gizzard | fresh | frozen | frsh/frzn | frozen | frozen | frozen |
| | | | | fresh | frozen | fresh | fresh | frozen | frsh/frzn | frsh/frzn | fresh | | | | | | | |
| NORTHEASTERN U.S. - CT,DC,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT | | | | | | | | | | | | | | | | | | |
| CT | ACME Market | Perdue | ABF | | | 1.49 | | | | | | | | | | | | |
| | Adams Superfood | Shady Brook | | | 1.49 | | | | | | | | | | | | | |
| | | Perdue | ABF | | | 1.39 | | | | | | | | | | | | |
| | AF Basket | Perdue | ABF | | | 0.99 | 2.49 | | | | | | | | | | | |
| | | Shady Brook | n/i | | | 1.99 | | | | 1.29 | | | | | | | | |
| | ALDI | Honeysuckle | | | 1.39 | | | | | | | | | 2.49 | | | | |
| | Best Market | Kirkwood | | | | | | | | | | | | | | | | |
| | | Norbest | | | | 1.67 | | | | | | | | | | | | |
| | Big Y | n/i | | | | | | | 0.67 | | | | | | | | | |
| | | Perdue | ABF | | | | 1.29 | | | | | | | | | | | |
| | Bravo | n/i | | | | 1.99 | | | | | | | | 3.99 | | | | |
| | | D'Artagnan | ABF | | | | | | | | | | | | | | | |
| | Cherry Valley | Perdue | ABF | 2.69 | | 0.99 | 2.99 | | | | | | | | | | | |
| | | Shady Brook | | 2.69 | | | | | | | | | | | | | | |
| | Compare Foods | n/i | | | | | | | | 1.69 | 1.49 | | | | | | | |
| | | Perdue | ABF | | | 1.59 | 2.99 | | | | | | | | | | | |
| | C-Town | Perdue | ABF | | | | 2.99 | | | | | | | | | | | |
| | | Shady Brook | | 2.69 | | 0.99 | 2.99 | | | | | | | | | | | |
| | Food Bazaar | Natural Sensation | ABF | | | | 0.79 | | | | | | | | | | | |
| | | Tyson | ABF | | | | | | 1.99 | | | | | | | | | |
| | Highland Park | n/i | | | | | | | | | | | | 3.99 | | | 6.65 | 3.99 |
| | | Perdue | ABF | | | | 0.99 | 2.49 | | | | | | | | | | |
| | IGA Stores N. Eng. | Plainville Farms | ABF | 4.99 | | | | | | | | | | | | | | |
| Perdue | | ABF | | | | 1.39 | | | | | | | | | | | | |
| Key Food | Shady Brook | | 2.49 | 1.99 | | | | | | | | | | | | | | |
| | Perdue | ABF | | | | 1.49 | 2.99 | | | | | | | | | | | |
| King's Market | Maple Leaf | | | | | | | | | | | | 2.99 | | | | | |
| | n/i | | | | | | | 2.49 | | | | | | | | | | |
| | King's | | 3.99 | | | | | | | | | | | | | | | |
| Market 32 | Plainville Farms | ABF | 5.99 | | | | | | | | | | | | | | | |
| | Plainville Farms | organic | 7.99 | | | | | | | | | | | | | | | |
| | Shady Brook | | | 0.99 | | | | | | | | | | | | | | |
| | Butterball | | | 2.99 | | | | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

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

**Thanksgiving 2018
MISCELLANEOUS POULTRY**

| State | Supermarket | Label | Type (regular unless noted) | Turkey Breast | | CHICKEN | | | | | | Duckling | | Goose | Pheasant | Quail | Rabbit | |
|---------------------|--|-----------------|--------------------------------------|---------------|------------|---------|-------------|--------|-----------|-----------|-------|----------|--------|-----------|-----------|--------|--------|--------|
| | | | | bone-in | | Roaster | Cornish Hen | | Hens | Capon | Liver | Gizzard | fresh | frozen | frsh/frzn | frozen | frozen | frozen |
| | | | | fresh | frozen | fresh | fresh | frozen | frsh/frzn | frsh/frzn | fresh | fresh | frozen | frsh/frzn | frozen | frozen | frozen | |
| CT <i>(cont)</i> | Market 32 <i>(continued)</i> Price Chopper Sam's Club Save-a-Lot ShopRite The Fresh Market Walmart WFM Northeast WFM North Atlantic | Sanderson Farms | | | | | | | | | 1.89 | | 2.99 | | | | | |
| | | Maple Leaf | | | | | | | | | | | | | | | | |
| | | Shady Brook | 2.99 | 1.79 | | | | | | | | | | | | | | |
| | | Butterball | | 2.99 | | | | | | | | | | | | | | |
| | | Sanderson Farms | | | | | | | | | 1.89 | | | | | | | |
| | | Maple Leaf | | | | | | | | | | | | 2.99 | | | | |
| | | Honeysuckle | | 2.37 | boneless | | | | | | | | | | | | | |
| | | Honeysuckle | | 1.29 | | | | | | | | | | | | | | |
| | | ShopRite | | 1.99 | | | | | | | | | | | | | | |
| | | Tyson | | | ABF | | | | | | 1.49 | 1.19 | | | | | | |
| | | Perdue | | | ABF | | | | | | 1.49 | 1.49 | | | | | | |
| | | TFM | 4.99 | | ABF | | | | | | | | | | | | | |
| | | TFM | 5.99 | | ABF; bnls | | | | | | | | | | | | | |
| | | n/i | | 1.68 | | | | | | | | | | | | | | |
| n/i | 5.99 | | ABF | | | | | | | | | | | | | | | |
| n/i | 6.99 | | ABF; bnls | | | | | | | | | | | | | | | |
| 5.99 | | | ABF | | | | | | | | | | | | | | | |
| 6.99 | | | ABF; bnls | | | | | | | | | | | | | | | |
| DC | ALDI Harris Teeter MOM's Organic Safeway Eastern Save-a-Lot Walmart WFM Mid-Atlantic | Honeysuckle | | 1.39 | | | | | | | | | | 2.49 | | 4.99 | | |
| | | Kirkwood | | | | | | | | | | | | | | | | |
| | | n/i | | | | | | 1.29 | | | | | | | | | | |
| | | Butterball | | 2.99 | | | | | | | | | | | | | | |
| | | Harris Teeter | 1.99 | | | | | | | | | | | | | | | |
| | | Maple Lawn | 4.99 | | free-range | | | | | | | | | | | | | |
| | | Koch's | 4.99 | | free-range | | | | | | | | | | | | | |
| | | n/i | | 1.99 | | | | | | | | | | | | | | |
| | | Shady Brook | 2.99 | | | | | | | | | | | | | | | |
| | | Perdue | | | ABF | | 1.69 | | | | | | | | | | | |
| | | Open Nature | | 2.99 | ABF | | | | | | | | | | | | | |
| | | Honeysuckle | | 1.29 | | | | | | | | | | | | | | |
| | | n/i | | 1.68 | | | | | | | | | | | | | | |
| | | 4.99 | | | ABF | | | | | | | | 4.99 | | 6.99 | | | |
| DE | ACME Market ALDI Food Lion | Perdue | ABF | | | 1.49 | | | | | | | | | | | | |
| | | Honeysuckle | | 1.39 | | | | | | | | | | | | | | |
| | | Kirkwood | | | | | | | | | | | 2.49 | | | | | |
| | | n/i | | 1.49 | | | | | | | | | | | | | | |
| 0.99 | | | ABF | | | | | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

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

Thanksgiving 2018
MISCELLANEOUS POULTRY

| State | Supermarket | Label | Type (regular unless noted) | Turkey Breast | | CHICKEN | | | | | | Duckling | | Goose | Pheasant | Quail | Rabbit | |
|---------------------|--------------------|-------------------|--------------------------------------|---------------|--------|---------|-------------|--------|-----------|-----------|-------|----------|-------|--------|-----------|--------|--------|--------|
| | | | | bone-in | | Roaster | Cornish Hen | | Hens | Capon | Liver | Gizzard | fresh | frozen | frsh/frzn | frozen | frozen | frozen |
| | | | | fresh | frozen | fresh | fresh | frozen | frsh/frzn | frsh/frzn | fresh | | | | | | | |
| DE <i>(cont)</i> | Fresh Grocer | ShopRite | | | 1.99 | | | | | | | | | | | | | |
| | | Shady Brook | | | 1.99 | | | | | | | | | | | | | |
| | Great Valu Markets | Perdue | ABF | | | 0.88 | 1.99 | | | | 1.49 | 1.49 | | | | | | |
| | | Maple Leaf | | | | | | | | | | 2.99 | | | | | | |
| | | Perdue | ABF | | | 1.49 | | | | | | | | | | | | |
| | | Pride of the Farm | | | | 1.39 | | | | | | | | | | | | |
| | Harris Teeter | n/i | | | | | | | 1.29 | | | | | | 4.99 | | | |
| | | Butterball | | | | 2.99 | | | | | | | | | | | | |
| | IGA Stores NJ/PA | Harris Teeter | | 1.99 | | | | | | | | | | | | | | |
| | | Perdue | ABF | | | 1.49 | 2.69 | | | | | | | | | | | |
| | Redner's | Jennie-O | | | | 1.68 | | | | | | | | | | | | |
| | | Perdue | ABF | | | 1.18 | | | | | | | | | | | | |
| | Safeway Eastern | n/i | | | | 1.99 | | | | | | | | | | | | |
| | | Shady Brook | | | 2.99 | | | | | | | | | | | | | |
| | Sam's Club | Perdue | ABF | | | 1.69 | | | | | | | | | | | | |
| | | Open Nature | ABF | | | 2.99 | | | | | | | | | | | | |
| | | Honeysuckle | boneless | | | 2.37 | | | | | | | | | | | | |
| | | Honeysuckle | | | | 1.29 | | | | | | | | | | | | |
| | Save-a-Lot | Honeysuckle | | | | 1.29 | | | | | | | | | | | | |
| | | ShopRite | | | | 1.99 | | | | | | | | | | | | |
| ShurSave | Tyson | ABF | | | | | | | | 1.49 | 1.19 | | | | | | | |
| | Perdue | ABF | | | | | | | | 1.49 | 1.49 | | | | | | | |
| | Perdue | ABF | | | 0.99 | | | | | | | | | | | | | |
| | Shady Brook | | 3.49 | | | | | | | | | | | | | | | |
| The Fresh Market | Festive | | | | 1.69 | | | | | | | | | | | | | |
| | TFM | ABF | 4.99 | | | | | | | | | | | | | | | |
| Walmart | TFM | ABF; bnls | 5.99 | | | | | | | | | | | | | | | |
| | n/i | | | | 1.68 | | | | | | | | | | | | | |
| Weis Markets | Perdue | ABF | | | 0.69 | | | | | | | | | | | | | |
| MA | Adams Superfood | Shady Brook | | | 1.49 | | | | | | | | | | | | | |
| | | Perdue | ABF | | | 1.39 | | | | | | | | | | | | |
| | AF Basket | Perdue | ABF | | | 0.99 | 2.49 | | | | | | | | | | | |
| | | Shady Brook | | | | 1.99 | | | | | | | | | | | | |
| | ALDI | n/i | | | | | | | 1.29 | | | | | | | | | |
| Honeysuckle | | | | | 1.39 | | | | | | | | 2.49 | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

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

Thanksgiving 2018
MISCELLANEOUS POULTRY

| State | Supermarket | Label | Type (regular unless noted) | Turkey Breast | | CHICKEN | | | | | | Duckling | | Goose | Pheasant | Quail | Rabbit | |
|--------------|------------------|-------------------|--------------------------------------|---------------|--------|---------|-------------|--------|-----------|-----------|-------|----------|-------|--------|-----------|--------|--------|--------|
| | | | | bone-in | | Roaster | Cornish Hen | | Hens | Capon | Liver | Gizzard | fresh | frozen | frsh/frzn | frozen | frozen | frozen |
| | | | | fresh | frozen | fresh | fresh | frozen | frsh/frzn | frsh/frzn | fresh | | | | | | | |
| MA (cont) | Associated | Springer Mountain | ABF | | | 0.99 | | | | | | | | | | | | |
| | | Perdue | ABF | | | | 2.99 | | | | | | | | | | | |
| | | Shady Brook | | | 1.99 | | | | | | | | | | | | | |
| | Big Y | Perdue | ABF | | | 1.29 | | | | | | | | | | | | |
| | | n/i | | | 1.99 | | | | | | | 3.99 | | | | | | |
| | Bravo | D'Artagnan | ABF | | | | | | | | | | | | | | | |
| | | Perdue | ABF | 2.69 | | 0.99 | 2.99 | | | | | | | | | | | |
| | Crosby's | Shady Brook | | 2.69 | | | | | | | | | | | | | | |
| | | Plainville Farms | ABF | 6.99 | | | | | | | | | | | | | | |
| | C-Town | Perdue | ABF | 2.69 | | 0.99 | 2.99 | | | | | | | | | | | |
| | | Shady Brook | | 2.69 | | | | | | | | | | | | | | |
| | Donelan's | Shady Brook | | 2.99 | | | | | | | | | | | | | | |
| | | Foodies Markets | n/i | 4.99 | | | | | | | | | | | | | | |
| | Key Food | Shady Brook | | 2.49 | 1.99 | | | | | | | | | | | | | |
| | | Perdue | ABF | | | 1.49 | 2.99 | | | | | | | | | | | |
| | | Maple Leaf | | | | | | | | | | | | 2.99 | | | | |
| | | n/i | | | | | | 2.49 | | | | | | | | | | |
| | Market 32 | Shady Brook | | | 0.99 | | | | | | | | | | | | | |
| | | Butterball | | | 2.99 | | | | | | | | | | | | | |
| | | Sanderson Farms | | | | | | | | | | 1.89 | | | | | | |
| | | Maple Leaf | | | | | | | | | | | | 2.99 | | | | |
| | Price Chopper | Shady Brook | | | 1.79 | | | | | | | | | | | | | |
| | | Butterball | | | 2.99 | | | | | | | | | | | | | |
| | | Sanderson Farms | | | | | | | | | | 1.89 | | | | | | |
| | Maple Leaf | | | | | | | | | | | | | 2.99 | | | | |
| | | Roche Bros. | Perdue | ABF | | | 1.49 | | | | | | | | | | | |
| | Plainville Farms | | ABF | 4.99 | | | | | | | | | | | | | | |
| | | | ABF; bnls | 6.49 | | | | | | | | | | | | | | |
| | | | n/i | 3.49 | | | | | | | | | | | | | | |
| | Save-a-Lot | Honeysuckle | | | 1.29 | | | | | | | | | | | | | |
| | Seabra Foods | Perdue | ABF | | | 1.29 | 2.39 | | | | | | | | | | | |
| | | n/i | | | 1.79 | | | | | | | | | | | | | |
| | Shaw's | n/i | | 0.99 | | | | | | | | | | | | | | |
| | Star Market | n/i | | 0.99 | | | | | | | | | | | | | | |
| | | Perdue | ABF | | | 1.49 | | | | | | | | | | | | |
| | The Fresh Market | TFM | ABF | 4.99 | | | | | | | | | | | | | | |
| | | TFM | ABF; bnls | 5.99 | | | | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

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

Thanksgiving 2018
MISCELLANEOUS POULTRY

| State | Supermarket | Label | Type (regular unless noted) | Turkey Breast | | CHICKEN | | | | | | Duckling | | Goose | Pheasant | Quail | Rabbit | |
|---------------------|--------------------|-------------------|--------------------------------------|---------------|--------|---------|-------------|--------|-----------|-----------|-------|----------|-------|--------|-----------|--------|--------|--------|
| | | | | bone-in | | Roaster | Cornish Hen | | Hens | Capon | Liver | Gizzard | fresh | frozen | frsh/frzn | frozen | frozen | frozen |
| | | | | fresh | frozen | fresh | fresh | frozen | frsh/frzn | frsh/frzn | fresh | | | | | | | |
| MA <i>(cont)</i> | Trucchi's | Norbest | | | 0.99 | | | | | | | | | | | | | |
| | | Perdue | ABF | | | 1.49 | | | | | | | | | | | | |
| | Walmart | n/i | | | 1.68 | | | | | | | | | | | | | |
| | Wegmans | Wegmans | organic | 5.99 | | | | | | | | | | | | | | |
| | | Wegmans | | 2.99 | | | | | | | | | | | | | | |
| | | Tyson | ABF | | | | 2.99 | | | | | | | | | | | |
| | | Maple Leaf | ABF | | | | | | | | | 4.39 | | | | | | |
| | | D'Artagnan | ABF | | | | | | | | | 5.69 | | | | | | |
| | WFM North Atlantic | Plainville Farms | ABF | 5.99 | | | | | | | | | | | | | | |
| | | Plainville Farms | ABF; bnls | 6.99 | | | | | | | | | | | | | | |
| MD | ACME Market | Perdue | ABF | | | 1.49 | | | | | | | | | | | | |
| | ALDI | Honeysuckle | | | 1.39 | | | | | | | | | | | | | |
| | | Kirkwood | | | | | | | | | | | 2.49 | | | | | |
| | Food Lion | n/i | | | 1.49 | | | | | | | | | | | | | |
| | | Perdue | ABF | | | 0.99 | | | | | | | | | | | | |
| | Giant Eagle | Honeysuckle | | | 1.69 | | | | | | | | | | | | | |
| | | Giant Eagle | | | 2.99 | | 1.39 | | | | | | | | | | | |
| | | Nature's Basket | ABF | | 5.99 | | | | | | | | | | | | | |
| | | Tyson | ABF | | | | | 2.80 | | | | | | | | | | |
| | | n/i | | | | | | | | 4.99 | | | 3.69 | | | | | |
| | Graul's Market | Graul's | | | 2.49 | | | | | | | | | | | | | |
| | Great Valu Markets | Perdue | ABF | | | 1.49 | | | | | | | | | | | | |
| | | Pride of the Farm | | | | 1.39 | | | | | | | | | | | | |
| | Harris Teeter | n/i | | | | | | | | | 1.29 | | | | 4.99 | | | |
| | | Butterball | | | | 2.99 | | | | | | | | | | | | |
| | | Harris Teeter | | | 1.99 | | | | | | | | | | | | | |
| | IGA Stores NJ/PA | Perdue | ABF | | | 1.49 | 2.69 | | | | | | | | | | | |
| | Martin's Foods | Giant | | | | 1.99 | | | | | | | | | | | | |
| | Redner's | Jennie-O | | | | 1.68 | | | | | | | | | | | | |
| | | Perdue | ABF | | | | 1.18 | | | | | | | | | | | |
| Safeway Eastern | n/i | | | | 1.99 | | | | | | | | | | | | | |
| | Shady Brook | | | 2.99 | | | | | | | | | | | | | | |
| | Perdue | ABF | | | | 1.69 | | | | | | | | | | | | |
| | Open Nature | ABF | | | 2.99 | | | | | | | | | | | | | |
| Sam's Club | Honeysuckle | boneless | | | 2.37 | | | | | | | | | | | | | |
| Save-a-Lot | Honeysuckle | | | | 1.29 | | | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

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

Thanksgiving 2018
MISCELLANEOUS POULTRY

| State | Supermarket | Label | Type (regular unless noted) | Turkey Breast | | CHICKEN | | | | | | Duckling | | Goose | Pheasant | Quail | Rabbit | |
|---------------------|--------------------|-------------------|--------------------------------------|---------------|--------|---------|-------------|--------|-----------|-----------|-------|----------|-------|--------|-----------|--------|--------|--------|
| | | | | bone-in | | Roaster | Cornish Hen | | Hens | Capon | Liver | Gizzard | fresh | frozen | frsh/frzn | frozen | frozen | frozen |
| | | | | fresh | frozen | fresh | fresh | frozen | frsh/frzn | frsh/frzn | fresh | | | | | | | |
| MD <i>(cont)</i> | Shop'n Save | Honeysuckle | | | 1.79 | | | | | | | | | | | | | |
| | | Tyson | ABF | | | 1.79 | | | | | | | | | | | | |
| | ShopRite | ShopRite | | | 1.99 | | | | | | | | | | | | | |
| | | Tyson | ABF | | | | | | | | 1.49 | 1.19 | | | | | | |
| | | Perdue | ABF | | | | | | | | 1.49 | 1.49 | | | | | | |
| | Shoppers | Pride of the Farm | | | 1.39 | | | | | | | | | | | | | |
| | | Tyson | ABF | | | | | 1.99 | | | | | | | | | | |
| | | Perdue | ABF | | 1.39 | | | | | | | | | | | | | |
| | ShurSave | Perdue | ABF | | | 0.99 | | | | | | | | | | | | |
| | | Shady Brook | | | 3.49 | | | | | | | | | | | | | |
| | | Festive | | | 1.69 | | | | | | | | | | | | | |
| | Sprout's Market | n/i | | | | | | | | | | | 2.99 | | | | | |
| | | Tyson | ABF | | | | | 2.54 | | | | | | | | | | |
| | The Fresh Market | TFM | ABF | | 4.99 | | | | | | | | | | | | | |
| | | TFM | ABF; bnls | | 5.99 | | | | | | | | | | | | | |
| | Walmart | n/i | | | 1.68 | | | | | | | | | | | | | |
| | Wegmans | Wegmans | organic | | 5.99 | | | | | | | | | | | | | |
| | Wegmans | | | 2.99 | | | | | | | | | | | | | | |
| | Tyson | ABF | | | | | 2.99 | | | | | | | | | | | |
| | Maple Leaf | ABF | | | | | | | | | | 4.39 | | | | | | |
| | D'Artagnan | ABF | | | | | | | | | | 5.69 | | | | | | |
| Weis Markets | Perdue | ABF | | | 0.69 | | | | | | | | | | | | | |
| WFM Mid-Atlantic | Pitman Farms | ABF | | | | | | | | | | 4.99 | | 6.99 | | | | |
| ME | Best Yet Markets | n/i | | | 1.49 | | | | | | | | | | | | | |
| | | Perdue | ABF | | | 0.99 | | | | | | | | | | | | |
| | IGA Stores N. Eng. | Perdue | ABF | | | 0.99 | | | | | | | | | | | | |
| | | n/i | | | 1.49 | | | | | | | | | | | | | |
| | Sam's Club | Honeysuckle | boneless | | 2.37 | | | | | | | | | | | | | |
| | Save-a-Lot | Honeysuckle | | | 1.29 | | | | | | | | | | | | | |
| | Shaw's | n/i | | | 0.99 | | | | | | | | | | | | | |
| | | Perdue | ABF | | | 1.49 | | | | | | | | | | | | |
| | Walmart | n/i | | | 1.68 | | | | | | | | | | | | | |
| WFM North Atlantic | Plainville Farms | ABF | | 5.99 | | | | | | | | | | | | | | |
| | Plainville Farms | ABF; bnls | | 6.99 | | | | | | | | | | | | | | |
| NH | ALDI | Honeysuckle | | | 1.39 | | | | | | | | | | | | | |
| | | Kirkwood | | | | | | | | | | 2.49 | | | | | | |
| | IGA Stores N. Eng. | Perdue | ABF | | | 1.39 | | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

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

Thanksgiving 2018
MISCELLANEOUS POULTRY

| State | Supermarket | Label | Type (regular unless noted) | Turkey Breast | | CHICKEN | | | | | | Duckling | | Goose | Pheasant | Quail | Rabbit | |
|---------------------|-------------------|-------------------|--------------------------------------|---------------|--------|---------|-------------|--------|-----------|-----------|-------|----------|-------|--------|-----------|--------|--------|--------|
| | | | | bone-in | | Roaster | Cornish Hen | | Hens | Capon | Liver | Gizzard | fresh | frozen | frsh/frzn | frozen | frozen | frozen |
| | | | | fresh | frozen | fresh | fresh | frozen | frsh/frzn | frsh/frzn | fresh | | | | | | | |
| NH <i>(cont)</i> | Price Chopper | Shady Brook | | | 1.79 | | | | | | | | | | | | | |
| | | Butterball | | | 2.99 | | | | | | | | | | | | | |
| | | Sanderson Farms | | | | | | | | | 1.89 | | | | | | | |
| | | Maple Leaf | | | | | | | | | | 2.99 | | | | | | |
| | Sam's Club | Honeysuckle | boneless | | 2.37 | | | | | | | | | | | | | |
| | Save-a-Lot | Honeysuckle | | | 1.29 | | | | | | | | | | | | | |
| | Shaw's | n/i | | | 0.99 | | | | | | | | | | | | | |
| | Walmart | Perdue | ABF | | | 1.49 | | | | | | | | | | | | |
| | Walmart | n/i | | | 1.68 | | | | | | | | | | | | | |
| WFM North Atlantic | Plainville Farms | ABF | | 5.99 | | | | | | | | | | | | | | |
| | Plainville Farms | ABF; bnls | | 6.99 | | | | | | | | | | | | | | |
| NJ | ACME Market | Perdue | ABF | | | 1.49 | | | | | | | | | | | | |
| | AF Basket | Perdue | ABF | | | 0.99 | 2.49 | | | | | | | | | | | |
| | | Shady Brook | | | 1.99 | | | | | | | | | | | | | |
| | ALDI | n/i | | | | | | 1.29 | | | | | | | | | | |
| | | Honeysuckle | | | 1.39 | | | | | | | | | | | | | |
| | Associated | Kirkwood | | | | | | | | | | | 2.49 | | | | | |
| | | Springer Mountain | ABF | | | | 0.99 | | | | | | | | | | | |
| | Best Market | Perdue | ABF | | | | | 2.99 | | | | | | | | | | |
| | | Shady Brook | | | 1.99 | | | | | | | | | | | | | |
| | Bravo | Norbest | | | 1.67 | | | | | | | | | | | | | |
| | | n/i | | | | | | | 0.67 | | | | | | | | | |
| | C-Town | Perdue | ABF | | 2.69 | | 0.99 | 2.99 | | | | | | | | | | |
| | | Shady Brook | | | 2.69 | | | | | | | | | | | | | |
| | Food Bazaar | Perdue | ABF | | 2.69 | | 0.99 | 2.99 | | | | | | | | | | |
| | | Shady Brook | | | 2.69 | | | | | | | | | | | | | |
| | Foodtown | Perdue | ABF | | | | 1.69 | 2.79 | | | | | | | | | | |
| | | Natural Sensation | ABF | | | | 0.79 | | | | | | | | | | | |
| | Key Food | Tyson | ABF | | | | | | 1.99 | | | | | | | | | |
| | | n/i | | | | | | | | | | | 3.99 | | | 6.65 | 3.99 | |
| | Key Food | Perdue | ABF | | | | 0.99 | 2.49 | | | | | | | | | | |
| Maple Leaf | | | | | | | | | | | | 3.49 | | | | | | |
| Key Food | Perdue | ABF | | | | 1.49 | | | | | | | | | | | | |
| | Pride of the Farm | | | | 1.39 | | | | | | | | | | | | | |
| Key Food | Perdue | ABF | | | | 1.49 | 2.69 | | | | | | | | | | | |
| | Shady Brook | | | 2.49 | 1.99 | | | | | | | | | | | | | |
| Key Food | Perdue | ABF | | | | 1.49 | 2.99 | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

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

Thanksgiving 2018
MISCELLANEOUS POULTRY

| State | Supermarket | Label | Type (regular unless noted) | Turkey Breast | | CHICKEN | | | | | | Duckling | | Goose | Pheasant | Quail | Rabbit | |
|---------------------|--------------------------------|-------------------|--------------------------------------|---------------|--------|---------|-------------|--------|-----------|-----------|-------|----------|-------|-------|----------|-------|--------|--------|
| | | | | bone-in | | Roaster | Cornish Hen | | Hens | Capon | Liver | Gizzard | fresh | | | | | frozen |
| | | | | fresh | frozen | fresh | fresh | frozen | frsh/frzn | frsh/frzn | fresh | | | | | | | |
| NJ <i>(cont)</i> | Key Food <i>(continued)</i> | Maple Leaf | | | | | | | | | | | | | | | | |
| | King's Market | n/i | | | | | | 2.49 | | | | | 2.99 | | | | | |
| | | King's | | 3.99 | | | | | | | | | | | | | | |
| | | Plainville Farms | ABF | 5.99 | | | | | | | | | | | | | | |
| | | Plainville Farms | organic | 7.99 | | | | | | | | | | | | | | |
| | Met Foods | Springer Mountain | ABF | | | 0.99 | | | | | | | | | | | | |
| | | Perdue | ABF | | | | 2.99 | | | | | | | | | | | |
| | | Shady Brook | | | 1.99 | | | | | | | | | | | | | |
| | Morton Williams | Perdue | ABF | | | 1.39 | 2.99 | | | | | | | | | | | |
| | | D'Artagnan | ABF | | | | | | | | | | 4.59 | | | | | |
| | Murphy's Markets | Perdue | ABF | | | 1.29 | | | | | | | | | | | | |
| | Net Cost Market | n/i | | | | | | | | | | 0.99 | | 2.39 | | | | |
| | Pioneer | Shady Brook | | | 1.99 | | | | | | | | | | | | | |
| | | Perdue | ABF | | | | 2.99 | | | | | | | | | | | |
| | Sam's Club | Honeysuckle | boneless | | 2.37 | | | | | | | | | | | | | |
| | Save-a-Lot | Honeysuckle | | | 1.29 | | | | | | | | | | | | | |
| | Seabra Foods | Perdue | ABF | | | 1.49 | 2.49 | | | | | | | | | | | |
| | | Triunfo | | | | | | | | | | | | | | | | 5.99 |
| | ShopRite | ShopRite | | | 1.99 | | | | | | | | | | | | | |
| | | Tyson | ABF | | | | | | | | | 1.49 | 1.19 | | | | | |
| | | Perdue | ABF | | | | | | | | | 1.49 | 1.49 | | | | | |
| | Supremo | n/i | | | | | | | 1.49 | | | | | | | | | |
| | | Perdue | ABF | | | 0.99 | | | | | | | | | | | | |
| | | Pride of the Farm | | | 1.49 | | | | | | | | | | | | | |
| | The Fresh Market | TFM | ABF | 4.99 | | | | | | | | | | | | | | |
| | | TFM | ABF; bnls | 5.99 | | | | | | | | | | | | | | |
| | Top Tomato | Norbest | | | 1.59 | | | | | | | | | | | | | |
| | Uncle Giuseppe's | n/i | | | 1.99 | | | | | | | | | | | | | |
| | | Shady Brook | | 2.99 | | | | | | | | | | | | | | |
| | | Bell & Evans | ABF | 5.99 | | | | | | | | | | | | | | |
| | | Long Island | | | | | | | | | | | 3.99 | | | | | |
| | Walmart | n/i | | | 1.68 | | | | | | | | | | | | | |
| Wegmans | Wegmans | organic | 5.99 | | | | | | | | | | | | | | | |
| | Wegmans | | 2.99 | | | | | | | | | | | | | | | |
| | Tyson | ABF | | | | 2.99 | | | | | | | | | | | | |
| | Maple Leaf | ABF | | | | | | | | | | | 4.39 | | | | | |
| | D'Artagnan | ABF | | | | | | | | | | | 5.69 | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

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

Thanksgiving 2018
MISCELLANEOUS POULTRY

| State | Supermarket | Label | Type (regular unless noted) | Turkey Breast | | CHICKEN | | | | | | Duckling | | Goose | Pheasant | Quail | Rabbit | |
|---------------------|-------------------|-------------------|--------------------------------------|---------------|--------|---------|-------------|--------|-----------|-----------|-------|----------|--------|-----------|-----------|--------|--------|--------|
| | | | | bone-in | | Roaster | Cornish Hen | | Hens | Capon | Liver | Gizzard | fresh | frozen | frsh/frzn | frozen | frozen | frozen |
| | | | | fresh | frozen | fresh | fresh | frozen | frsh/frzn | frsh/frzn | fresh | fresh | frozen | frsh/frzn | frozen | frozen | frozen | |
| NJ <i>(cont)</i> | Weis Markets | Perdue | ABF | | | 0.69 | | | | | | | | | | | | |
| | Western Beef | Cookin' Good | | | | 0.99 | | | | | | | | | | | | |
| | WFM Mid-Atlantic | Pitman Farms | ABF | | | | | | | | | | 1.99 | | | | | |
| | WFM Northeast | n/i | ABF | 5.99 | | | | | | | | 4.99 | | 6.99 | | | | |
| | | n/i | ABF; bnls | 6.99 | | | | | | | | | | | | | | |
| NY | ACME Market | Perdue | ABF | | | 1.49 | | | | | | | | | | | | |
| | AF Basket | Perdue | ABF | | | 0.99 | 2.49 | | | | | | | | | | | |
| | | Shady Brook | | | 1.99 | | | | | | | | | | | | | |
| | | n/i | | | | | | 1.29 | | | | | | | | | | |
| | ALDI | Honeysuckle | | | 1.39 | | | | | | | | | | | | | |
| | | Kirkwood | | | | | | | | | | | | 2.49 | | | | |
| | Associated | Springer Mountain | ABF | | | 0.99 | | | | | | | | | | | | |
| | | Perdue | ABF | | | | 2.99 | | | | | | | | | | | |
| | | Shady Brook | | | 1.99 | | | | | | | | | | | | | |
| | Best Market | Norbest | | | 1.67 | | | | | | | | | | | | | |
| | | n/i | | | | | | 0.67 | | | | | | | | | | |
| | Big M | 1893 Premium | | | | 1.49 | | | | | | | | | | | | |
| | | Shady Brook | | | 1.69 | | | | | | | | | | | | | |
| | Bravo | Perdue | ABF | 2.69 | | 0.99 | 2.99 | | | | | | | | | | | |
| | | Shady Brook | | 2.69 | | | | | | | | | | | | | | |
| | Cherry Valley | n/i | | | | | | | | | 1.69 | 1.49 | | | | | | |
| | | Perdue | ABF | | | 1.59 | 2.99 | | | | | | | | | | | |
| | C-Town | Perdue | ABF | 2.69 | | 0.99 | 2.99 | | | | | | | | | | | |
| | | Shady Brook | | 2.69 | | | | | | | | | | | | | | |
| | C-Town | Perdue | ABF | | | 0.99 | 2.99 | | | | | | | | | | | |
| | | Shady Brook | | 2.69 | | | | | | | | | | | | | | |
| DeCiccio Family | Perdue | ABF | | | 1.69 | 2.69 | | | | | | | | | | | | |
| Fine Fare | Perdue | ABF | | | 1.69 | 2.79 | | | | | | | | | | | | |
| Food Bazaar | Natural Sensation | ABF | | | 0.79 | | | | | | | | | | | | | |
| | Tyson | ABF | | | | | 1.99 | | | | | | | | | | | |
| | n/i | | | | | | | | | | | | 3.99 | | | 6.65 | 3.99 | |
| | Perdue | ABF | | | 0.99 | 2.49 | | | | | | | | | | | | |
| Food Emporium | Perdue | ABF | | | | 2.99 | | | | | | | | | | | | |
| Foodtown | Maple Leaf | | | | | | | | | | | | 3.49 | | | | | |
| Giunta's | Norbest | | | 1.99 | | | | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

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

Thanksgiving 2018
MISCELLANEOUS POULTRY

| State | Supermarket | Label | Type (regular unless noted) | Turkey Breast | | CHICKEN | | | | | | Duckling | | Goose | Pheasant | Quail | Rabbit | |
|---------------------|--------------------|-------------------|--------------------------------------|---------------|--------|---------|-------------|--------|-----------|-----------|-------|----------|--------|-----------|-----------|--------|--------|--------|
| | | | | bone-in | | Roaster | Cornish Hen | | Hens | Capon | Liver | Gizzard | fresh | frozen | frsh/frzn | frozen | frozen | frozen |
| | | | | fresh | frozen | fresh | fresh | frozen | frsh/frzn | frsh/frzn | fresh | fresh | frozen | frsh/frzn | frozen | frozen | frozen | |
| NY <i>(cont)</i> | Great American | n/i | | | 1.49 | | | | | | | | | | | | | |
| | | Mountaire Farms | | | | 1.19 | | | | | | | | | | | | |
| | Gristede's | Perdue | ABF | | | 1.99 | | | | | | | | | | | | |
| | IGA Stores N. Eng. | Perdue | ABF | | | 1.39 | | | | | | | | | | | | |
| | Key Food | Shady Brook | | | 2.49 | 1.99 | | | | | | | | | | | | |
| | | Perdue | ABF | | | | 1.49 | 2.99 | | | | | | | | | | |
| | | Maple Leaf | | | | | | | | | | | | 2.99 | | | | |
| | | n/i | | | | | | | 2.49 | | | | | | | | | |
| | King Kullen | Mountaire Farms | | | | | 0.99 | | | | | | | | | | | |
| | | Perdue | ABF | | 2.99 | | 1.49 | 2.79 | | | | | | | | | | |
| | King's Market | King's | | | 3.99 | | | | | | | | | | | | | |
| | | Plainville Farms | ABF | | 5.99 | | | | | | | | | | | | | |
| | | Plainville Farms | organic | | 7.99 | | | | | | | | | | | | | |
| | Met Foods | Springer Mountain | ABF | | | | 0.99 | | | | | | | | | | | |
| | | Perdue | ABF | | | | | 2.99 | | | | | | | | | | |
| | Morton Williams | Shady Brook | | | | 1.99 | | | | | | | | | | | | |
| | | Perdue | ABF | | | | 1.39 | 2.99 | | | | | | | | | | |
| | | D'Artagnan | ABF | | | | | | | | | | 4.59 | | | | | |
| | Market 32 | Shady Brook | | | | 1.79 | | | | | | | | | | | | |
| | | Butterball | | | | 2.99 | | | | | | | | | | | | |
| | | Sanderson Farms | | | | | | | | | | | | | | | | |
| | | Maple Leaf | | | | | | | | | | 1.89 | | | | | | |
| | Net Cost Market | n/i | | | | | | | | | | 0.99 | | | | | | |
| | North Shore | Shady Brook | | | | 1.49 | | | | | | | | | | | | |
| | | Perdue | ABF | | | | 0.99 | 2.99 | | | | | | | | | | |
| | Peck's Market | Perdue | ABF | | | | 1.49 | | | | | | | | | | | |
| | | Shady Brook | | | | 1.99 | | | | | | | | | | | | |
| | Pioneer | Perdue | ABF | | | | | 2.99 | | | | | | | | | | |
| | | Shady Brook | | | | 1.79 | | | | | | | | | | | | |
| | Price Chopper | Butterball | | | | 2.99 | | | | | | | | | | | | |
| Sanderson Farms | | | | | | | | | | | | | | | | | | |
| Maple Leaf | | | | | | | | | | | 1.89 | | | | | | | |
| | | | | | | | | | | | | | 2.99 | | | | | |
| Sam's Club | Honeysuckle | boneless | | 2.37 | | | | | | | | | | | | | | |
| Save-a-Lot | Honeysuckle | | | 1.29 | | | | | | | | | | | | | | |
| Shop'n Save | Honeysuckle | | | | 1.79 | | | | | | | | | | | | | |
| | Tyson | ABF | | | | 1.79 | | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

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

Thanksgiving 2018
MISCELLANEOUS POULTRY

| State | Supermarket | Label | Type (regular unless noted) | Turkey Breast | | CHICKEN | | | | | | Duckling | | Goose | Pheasant | Quail | Rabbit | |
|---------------------|------------------|-------------------|--------------------------------------|---------------|--------|---------|-------------|--------|-----------|-----------|-------|----------|-------|--------|-----------|--------|--------|--------|
| | | | | bone-in | | Roaster | Cornish Hen | | Hens | Capon | Liver | Gizzard | fresh | frozen | frsh/frzn | frozen | frozen | frozen |
| | | | | fresh | frozen | fresh | fresh | frozen | frsh/frzn | frsh/frzn | fresh | | | | | | | |
| NY <i>(cont)</i> | ShopRite | ShopRite | | | 1.99 | | | | | | | | | | | | | |
| | | Tyson | ABF | | | | | | | 1.49 | 1.19 | | | | | | | |
| | | Perdue | ABF | | | | | | | 1.49 | 1.49 | | | | | | | |
| | The Fresh Market | TFM | ABF | 4.99 | | | | | | | | | | | | | | |
| | | TFM | ABF; bnls | 5.99 | | | | | | | | | | | | | | |
| | Tops Markets | Jennie-O | | | 1.49 | | | | | | | | | | | | | |
| | | Tops | | | | 1.29 | | | | | | | | | | | | |
| | Top Tomato | Norbest | | 1.59 | | | | | | | | | | | | | | |
| | Trade Fair | n/i | | 1.99 | | | | | | | | | | | | | | |
| | | Perdue | ABF | | | 1.19 | 2.49 | | | | | | | | | | | |
| | Uncle Giuseppe's | n/i | | 1.99 | | | | | | | | | | | | | | |
| | | Shady Brook | | 2.99 | | | | | | | | | | | | | | |
| | | Bell & Evans | ABF | 5.99 | | | | | | | | | | | | | | |
| | Walmart | Long Island | | | | | | | | | | 3.99 | | | | | | |
| | | n/i | | 1.68 | | | | | | | | | | | | | | |
| | Wegmans | Wegmans | organic | 5.99 | | | | | | | | | | | | | | |
| | | Wegmans | | 2.99 | | | | | | | | | | | | | | |
| | Weis Markets | Tyson | ABF | | | 2.99 | | | | | | | | | | | | |
| | | Maple Leaf | ABF | | | | | | | | | 4.39 | | | | | | |
| D'Artagnan | | ABF | | | | | | | | | 5.69 | | | | | | | |
| Western Beef | Perdue | ABF | | | 0.69 | | | | | | | | | | | | | |
| | Cookin' Good | | | | 0.99 | | | | | | | | | | | | | |
| WFM Northeast | n/i | | 0.99 | | | | | | | | 1.99 | | | | | | | |
| | n/i | ABF | 5.99 | | | | | | | | | | | | | | | |
| | n/i | ABF; bnls | 6.99 | | | | | | | | | | | | | | | |
| PA | ACME Market | Perdue | ABF | | | 1.49 | | | | | | | | | | | | |
| | ALDI | Honeysuckle | | 1.39 | | | | | | | | | | | | | | |
| | | Kirkwood | | | | | | | | | | | 2.49 | | | | | |
| | Associated | Springer Mountain | ABF | | | 0.99 | | | | | | | | | | | | |
| | | Perdue | ABF | | | | 2.99 | | | | | | | | | | | |
| | Big M | Shady Brook | | 1.99 | | | | | | | | | | | | | | |
| | | 1893 Premium | | | | 1.49 | | | | | | | | | | | | |
| | Boyers Food | Shady Brook | | 1.69 | | | | | | | | | | | | | | |
| | | n/i | | 1.47 | | | | | | | | | | | | | | |
| | Bravo | Perdue | ABF | 2.69 | | 0.99 | 2.99 | | | | | | | | | | | |
| Shady Brook | | | 2.69 | | | | | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

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

Thanksgiving 2018
MISCELLANEOUS POULTRY

| State | Supermarket | Label | Type (regular unless noted) | Turkey Breast | | CHICKEN | | | | | | Duckling | | Goose | Pheasant | Quail | Rabbit | |
|---------------------|-------------------|--------------------|--------------------------------------|---------------|--------|---------|-------------|--------|-----------|-----------|-------|----------|-------|--------|-----------|--------|--------|--------|
| | | | | bone-in | | Roaster | Cornish Hen | | Hens | Capon | Liver | Gizzard | fresh | frozen | frsh/frzn | frozen | frozen | frozen |
| | | | | fresh | frozen | fresh | fresh | frozen | frsh/frzn | frsh/frzn | fresh | | | | | | | |
| PA <i>(cont)</i> | C-Town | Perdue | ABF | 2.69 | | 0.99 | 2.99 | | | | | | | | | | | |
| | | Shady Brook | | 2.69 | | | | | | | | | | | | | | |
| | Family Owned | Festive | | | 1.57 | | | | | | | | | | | | | |
| | | Perdue | ABF | | | 0.99 | | | | | | | | | | | | |
| | Fine Fare | Perdue | ABF | | | 1.69 | 2.79 | | | | | | | | | | | |
| | Food Lion | n/i | | | 1.49 | | | | | | | | | | | | | |
| | | Perdue | ABF | | | 0.99 | | | | | | | | | | | | |
| | Foodland | Honeysuckle | | | 1.69 | | | | | | | | | | | | | |
| | | Tyson | ABF | | | 1.29 | | | | | | | | | | | | |
| | Foodtown | Maple Leaf | | | | | | | | | | | 3.49 | | | | | |
| | | Fresh Grocer | ShopRite | | | 1.99 | | | | | | | | | | | | |
| | | | Shady Brook | | | 1.99 | | | | | | | | | | | | |
| | Giant Eagle | Perdue | ABF | | | 0.88 | 1.99 | | | | 1.49 | 1.49 | | | | | | |
| | | | Maple Leaf | | | | | | | | | | 2.99 | | | | | |
| | | Honeysuckle | | | 1.69 | | | | | | | | | | | | | |
| | | Giant Eagle | | 2.99 | | 1.39 | | | | | | | | | | | | |
| | | Nature's Basket | ABF | 5.99 | | | | | | | | | | | | | | |
| | | Tyson | ABF | | | | | 2.80 | | | | | | | | | | |
| | Giant Food Stores | n/i | | | | | | | | 4.99 | | | 3.69 | | | | | |
| | | Giant | | | 1.99 | | | | | | | | | | | | | |
| | Gordon Food | Turkey Valley | | | 1.99 | | | | | | | | | | | | | |
| | | Great Valu Markets | Perdue | ABF | | | 1.49 | | | | | | | | | | | |
| | | | Pride of the Farm | | | 1.39 | | | | | | | | | | | | |
| | Ideal Market | Pride of the Farm | | | 0.79 | | | | | | | | | | | | | |
| | | n/i | | | | 1.49 | | | | | | | | | | | | |
| | IGA Stores NJ/PA | Honeysuckle | | | 1.49 | | | | | | | | | | | | | |
| | | Perdue | ABF | | | 1.49 | 2.69 | | | | | | | | | | | |
| | IGA SpartanNash | n/i | | | 0.97 | | | | | | | | | | | | | |
| | | Open Acres | | | | 1.39 | | | | | | | | | | | | |
| | Karn's Foods | n/i | | 2.99 | 1.99 | | | | | | | | | | | | | |
| Key Food | Shady Brook | | 2.49 | 1.99 | | | | | | | | | | | | | | |
| | Perdue | ABF | | | 1.49 | 2.99 | | | | | | | 2.99 | | | | | |
| Kuhn's Market | Maple Leaf | | | | | | | 2.49 | | | | | | | | | | |
| | n/i | | | | | | | | | | | | | | | | | |
| | n/i | | | 1.19 | 1.49 | | | | 3.89 | | | 2.99 | | | | | | |
| | Honeysuckle | | | 1.59 | | | | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

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

Thanksgiving 2018
MISCELLANEOUS POULTRY

| State | Supermarket | Label | Type (regular unless noted) | Turkey Breast | | CHICKEN | | | | | | Duckling | | Goose | Pheasant | Quail | Rabbit | |
|---------------------|-------------------------------------|-------------------|--------------------------------------|---------------|--------|---------|-------------|--------|-----------|-----------|-------|----------|--------|-----------|-----------|--------|--------|--------|
| | | | | bone-in | | Roaster | Cornish Hen | | Hens | Capon | Liver | Gizzard | fresh | frozen | frsh/frzn | frozen | frozen | frozen |
| | | | | fresh | frozen | fresh | fresh | frozen | frsh/frzn | frsh/frzn | fresh | fresh | frozen | frsh/frzn | frozen | frozen | frozen | |
| PA <i>(cont)</i> | Kuhn's Market <i>(continued)</i> | Tyson | ABF | | | | | 2.59 | | | | | | | | | | |
| | | Gerber's | ABF | | | 1.79 | | | | | | | | | | | | |
| | Landis Markets | Perdue | ABF | | | 1.49 | | | | | | | | | | | | |
| | | Honeysuckle | | | 1.99 | | | | | | | | | | | | | |
| | | Pride of the Farm | | | 1.99 | | | | | | | | | | | | | |
| | Martin's Foods | Giant | | | 1.99 | | | | | | | | | | | | | |
| | Net Cost Market | n/i | | | | | | | | 0.99 | | | | | | | | |
| | Pioneer | Shady Brook | | | 1.99 | | | | | | | | | | | | | |
| | | Perdue | ABF | | | | 2.99 | | | | | | | | | | | |
| | Price Chopper | Shady Brook | | | 1.79 | | | | | | | | | | | | | |
| | | Butterball | | | 2.99 | | | | | | | | | | | | | |
| | | Sanderson Farms | | | | | | | | | 1.89 | | | | | | | |
| | | Maple Leaf | | | | | | | | | | | 2.99 | | | | | |
| | Redner's | Jennie-O | | | 1.68 | | | | | | | | | | | | | |
| | | Perdue | ABF | | | 1.18 | | | | | | | | | | | | |
| | Sam's Club | Honeysuckle | boneless | | 2.37 | | | | | | | | | | | | | |
| | Save-a-Lot | Honeysuckle | | | 1.29 | | | | | | | | | | | | | |
| | Shop'n Save | Honeysuckle | | | 1.79 | | | | | | | | | | | | | |
| | ShopRite | Tyson | ABF | | | 1.79 | | | | | | | | | | | | |
| | | ShopRite | | | 1.99 | | | | | | | | | | | | | |
| | ShurSave | Tyson | ABF | | | | | | | | 1.49 | 1.19 | | | | | | |
| | | Perdue | ABF | | | | | | | | 1.49 | 1.49 | | | | | | |
| | ShurSave NE PA | Perdue | ABF | | | 0.99 | | | | | | | | | | | | |
| | | Shady Brook | | | 3.49 | | | | | | | | | | | | | |
| | | Festive | | | 1.69 | | | | | | | | | | | | | |
| | Sparkle Market | Festive | | | 1.79 | | | | | | | | | | | | | |
| | | Perdue | ABF | | | 0.99 | | | | | | | | | | | | |
| | Supremo | Pride of the Farm | | | 1.29 | | | | | | | | | | | | | |
| | | n/i | | | | 1.29 | | | | | | | | | | | | |
| | The Fresh Market | n/i | | | | | | | 1.49 | | | | | | | | | |
| | | Perdue | ABF | | | 0.99 | | | | | | | | | | | | |
| | Tops Markets | Pride of the Farm | | | 1.49 | | | | | | | | | | | | | |
| TFM | | ABF | 4.99 | | | | | | | | | | | | | | | |
| | TFM | ABF; bnls | 5.99 | | | | | | | | | | | | | | | |
| Walmart | Jennie-O | | | 1.49 | | | | | | | | | | | | | | |
| | Tops | | | | 1.29 | | | | | | | | | | | | | |
| | n/i | | | 1.68 | | | | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

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

Thanksgiving 2018
MISCELLANEOUS POULTRY

| State | Supermarket | Label | Type (regular unless noted) | Turkey Breast | | CHICKEN | | | | | | Duckling | | Goose | Pheasant | Quail | Rabbit | |
|---------------------|--------------------|--------------|--------------------------------------|---------------|--------|---------|-------------|--------|-----------|-----------|-------|----------|-------|--------|-----------|--------|--------|--------|
| | | | | bone-in | | Roaster | Cornish Hen | | Hens | Capon | Liver | Gizzard | fresh | frozen | frsh/frzn | frozen | frozen | frozen |
| | | | | fresh | frozen | fresh | fresh | frozen | frsh/frzn | frsh/frzn | fresh | | | | | | | |
| PA <i>(cont)</i> | Wegmans | Wegmans | organic | 5.99 | | | | | | | | | | | | | | |
| | | Wegmans | | 2.99 | | | | | | | | | | | | | | |
| | | Tyson | ABF | | | 2.99 | | | | | | | | | | | | |
| | | Maple Leaf | ABF | | | | | | | | | 4.39 | | | | | | |
| | | D'Artagnan | ABF | | | | | | | | | 5.69 | | | | | | |
| | | Weis Markets | Perdue | ABF | | | 0.69 | | | | | | | | | | | |
| WFM Mid-Atlantic | Pitman Farms | ABF | | | | | | | | | 4.99 | | 6.99 | | | | | |
| RI | Adams Superfood | Shady Brook | | | 1.49 | | | | | | | | | | | | | |
| | AF Basket | Perdue | ABF | | | 1.39 | | | | | | | | | | | | |
| | | Perdue | ABF | | | 0.99 | 2.49 | | | | | | | | | | | |
| | | Shady Brook | | | | | | | | | | | | | | | | |
| | ALDI | n/i | | | | | | 1.29 | | | | | | | | | | |
| | | Honeysuckle | | | | 1.39 | | | | | | | | | | | | |
| | Bravo | Kirkwood | | | | | | | | | | | 2.49 | | | | | |
| | | Perdue | ABF | | 2.69 | | 0.99 | 2.99 | | | | | | | | | | |
| | Save-a-Lot | Shady Brook | | | 2.69 | | | | | | | | | | | | | |
| | | Honeysuckle | | | | 1.29 | | | | | | | | | | | | |
| | Seabra Foods | Perdue | ABF | | | | 1.29 | 2.39 | | | | | | | | | | |
| | | n/i | | | | 1.79 | | | | | | | | | | | | |
| | Shaw's | n/i | | | | 0.99 | | | | | | | | | | | | |
| Perdue | | ABF | | | | 1.49 | | | | | | | | | | | | |
| Walmart | n/i | | | | 1.68 | | | | | | | | | | | | | |
| WFM North Atlantic | Plainville Farms | ABF | | 5.99 | | | | | | | | | | | | | | |
| | Plainville Farms | ABF; bnls | | 6.99 | | | | | | | | | | | | | | |
| VT | ALDI | Honeysuckle | | | 1.39 | | | | | | | | | | | | | |
| | | Kirkwood | | | | | | | | | | | 2.49 | | | | | |
| | IGA Stores N. Eng. | n/i | | | 1.49 | | | | | | | | | | | | | |
| | | Shady Brook | | | 1.79 | | | | | | | | | | | | | |
| | | Butterball | | | 2.99 | | | | | | | | | | | | | |
| | Sanderson Farms | Maple Leaf | | | | | | | | | 1.89 | | | | | | | |
| | | n/i | | | 0.99 | | | | | | | | 2.99 | | | | | |
| | Shaw's | Perdue | ABF | | | 1.49 | | | | | | | | | | | | |
| | | Jennie-O | | | 1.49 | | | | | | | | | | | | | |
| Tops Markets | Tops | | | | 1.29 | | | | | | | | | | | | | |
| Walmart | n/i | | | 1.68 | | | | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

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

Thanksgiving 2018
MISCELLANEOUS POULTRY

| State | Supermarket | Label | Type (regular unless noted) | Turkey Breast | | CHICKEN | | | | | | Duckling | | Goose | Pheasant | Quail | Rabbit | |
|--|------------------------|-------------------|--------------------------------------|---------------|--------|---------|-------------|--------|-----------|-----------|-------|----------|-------|--------|-----------|--------|--------|--------|
| | | | | bone-in | | Roaster | Cornish Hen | | Hens | Capon | Liver | Gizzard | fresh | frozen | frsh/frzn | frozen | frozen | frozen |
| | | | | fresh | frozen | fresh | fresh | frozen | frsh/frzn | frsh/frzn | fresh | | | | | | | |
| SOUTHEASTERN U.S. - AL,FL,GA,KY,MS,NC,SC,TN,VA,WV | | | | | | | | | | | | | | | | | | |
| AL | ALDI | Honeysuckle | | | 1.39 | | | | | | | | | | | | | |
| | | Kirkwood | | | | | | | | | | 2.49 | | | | | | |
| | Bruce's Foodland | Pride of the Farm | | | 1.49 | | | | | | | | | | | | | |
| | Dollar General Mrkt | Jennie-O | | | 0.95 | | | | | | | | | | | | | |
| | Food Giant | n/i | | | 0.99 | | | | 1.19 | | | | | | | | | |
| | | Pride of the Farm | | | 1.29 | | | | | | | | | | | | | |
| | Gateway Foodland | Pride of the Farm | | | 1.39 | | | | | | | | | | | | | |
| | Greer's Markets | n/i | | | | | | | 1.19 | | | | | | | | | |
| | Ingle's Market | Honeysuckle | | | 1.28 | | | | | | | | | | | | | |
| | | Perdue | ABF | | | 1.38 | | | | | | | | | | | | |
| | Kroger Atlanta | n/i | | | 1.49 | | | | | | | | | | | | | |
| | | Simple Truth | ABF | | | | | 2.89 | | | | | | | | | | |
| | Kroger Nashville | n/i | | | 1.49 | | | | | | | | | | | | | |
| | | Perdue | ABF | | | 0.99 | | | | | | | | | | | | |
| | Luckys Supermarket | Honeysuckle | | | 1.49 | | | | | | | | | | | | | |
| | | n/i | | | | | | | 1.19 | | | | | | | | | |
| | Manning's PW | Honeysuckle | | | 1.38 | | | | | | | | | | | | | |
| | Piggly Wiggly Inc. | Honeysuckle | | | 1.49 | | | | | | | | | | | | | |
| | | n/i | | | | | | | 1.28 | | | | | | | | | |
| | Piggly Wiggly JTM | Honeysuckle | | | 1.49 | | | | | | | | | | | | | |
| | | Tyson | ABF | | | | | 2.80 | | | | | | | | | | |
| | PW Homeland | Honeysuckle | | | 1.99 | | | | | | | | | | | | | |
| | PW Houchens | Honeysuckle | | | 1.58 | | | | | | | | | | | | | |
| | | n/i | | | | | | | 1.18 | | | | | | | | | |
| | Price Le\$\$ Foods IGA | Honeysuckle | | | 0.98 | | | | | | | | | | | | | |
| | Publix | Butterball | | 2.99 | | | | | | | | | | | | | | |
| | | Publix | | | 1.49 | | | | | | | | | | | | | |
| | Ramey's | Honeysuckle | | | 1.58 | | | | | | | | | | | | | |
| | | Tyson | ABF | | | | | 2.78 | | | | | | | | | | |
| | Rouses Market | n/i | | | | | | | | 1.99 | | | | | | | | |
| | | Tyson | ABF | | | | | 2.18 | | | | | | | | | | |
| | Sam's Club | Honeysuckle | boneless | | 2.37 | | | | | | | | | | | | | |
| | Save-a-Lot | Honeysuckle | | | 1.29 | | | | | | | | | | | | | |
| | The Fresh Market | TFM | ABF | 4.99 | | | | | | | | | | | | | | |
| | | TFM | ABF; bnls | 5.99 | | | | | | | | | | | | | | |
| | United Grocers | n/i | | | 0.98 | | | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

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

Thanksgiving 2018
MISCELLANEOUS POULTRY

| State | Supermarket | Label | Type (regular unless noted) | Turkey Breast | | CHICKEN | | | | | | Duckling | | Goose | Pheasant | Quail | Rabbit | |
|---------------------|----------------------|-------------------|--------------------------------------|---------------|--------|---------|-------------|--------|-----------|-----------|-------|----------|-------|--------|-----------|--------|--------|--------|
| | | | | bone-in | | Roaster | Cornish Hen | | Hens | Capon | Liver | Gizzard | fresh | frozen | frsh/frzn | frozen | frozen | frozen |
| | | | | fresh | frozen | fresh | fresh | frozen | frsh/frzn | frsh/frzn | fresh | | | | | | | |
| AL <i>(cont)</i> | Vowell's | Honeysuckle | | | 1.49 | | | | | | | | | | | | | |
| | | n/i | | | | | | | 0.98 | | | | | | | | | |
| | | Tyson | ABF | | | | | 2.80 | | | | | | | | | | |
| | Walmart | n/i | | | 1.68 | | | | | | | | | | | | | |
| | Western Markets | n/i | | | 0.99 | | | | | | | | | | | | | |
| | | Springer Mountain | ABF | | | | 1.79 | | | | | | | | | | | |
| | WFM South | n/i | ABF | | 4.99 | | | | | | | | | | | | | |
| Winn-Dixie | n/i | | | | 1.49 | | | | | | | | | | | | | |
| | | Tyson | ABF | | | | | 3.20 | | | | | | | | | | |
| FL | ALDI | Honeysuckle | | | 1.39 | | | | | | | | | | | | | |
| | | Kirkwood | | | | | | | | | | | 2.49 | | | | | |
| | Bravo | n/i | | | | | | | 1.27 | | 1.17 | 1.17 | | | | | | |
| | Dollar General Mrkt | Jennie-O | | | 0.95 | | | | | | | | | | | | | |
| | Food Giant | n/i | | | 0.99 | | | | 1.19 | | | | | | | | | |
| | | Pride of the Farm | | | | 1.29 | | | | | | | | | | | | |
| | Fresco y Mas | n/i | | | 1.48 | | | | | | | | | | | | | |
| | Gordon Food | Turkey Valley | | | | 1.99 | | | | | | | | | | | | |
| | Greer's Markets | n/i | | | | | | | 1.19 | | | | | | | | | |
| | Harris Teeter | n/i | | | | | | | 1.29 | | | | | 4.99 | | | | |
| | | Butterball | | | | 2.99 | | | | | | | | | | | | |
| | | Harris Teeter | | | 1.99 | | | | | | | | | | | | | |
| | Harvey's | n/i | | | | 1.48 | | | | | | | | | | | | |
| | | Patti Jean | | | | | | | 1.67 | | | | | | | | | |
| | Hitchcock's | n/i | | | | 1.59 | | | | | | | | | | | | |
| | IGA Stores - Florida | n/i | | | | 1.39 | | | 2.90 | 1.59 | | 1.79 | 1.39 | 2.99 | | | 2.99 | |
| | Milam's Market | Butterball | | | | 3.49 | | | | | | | | | | | | |
| | Publix | Butterball | | | 2.99 | | | | | | | | | | | | | |
| | | Publix | | | | 1.49 | | | | | | | | | | | | |
| | PW Houchens | Honeysuckle | | | | 1.58 | | | | | | | | | | | | |
| | | n/i | | | | | | | | 1.18 | | | | | | | | |
| | Sabor Tropical | n/i | | | | | | | | 0.78 | | | | | | | | |
| | Sam's Club | Honeysuckle | boneless | | | 2.37 | | | | | | | | | | | | |
| Save-a-Lot | Honeysuckle | | | | 1.29 | | | | | | | | | | | | | |
| Scaff's Market | Honeysuckle | | | | 1.29 | | | | | | | | | | | | | |
| | n/i | | | | | | | | 1.19 | | | | | | | | | |
| The Fresh Market | TFM | ABF | | 4.99 | | | | | | | | | | | | | | |
| | TFM | ABF; bnls | | 5.99 | | | | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

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

Thanksgiving 2018
MISCELLANEOUS POULTRY

| State | Supermarket | Label | Type (regular unless noted) | Turkey Breast | | CHICKEN | | | | | | Duckling | | Goose | Pheasant | Quail | Rabbit | |
|---------------------|---------------------|-------------------|--------------------------------------|---------------|--------|---------|-------------|--------|-----------|-----------|-------|----------|-------|--------|-----------|--------|--------|--------|
| | | | | bone-in | | Roaster | Cornish Hen | | Hens | Capon | Liver | Gizzard | fresh | frozen | frsh/frzn | frozen | frozen | frozen |
| | | | | fresh | frozen | fresh | fresh | frozen | frsh/frzn | frsh/frzn | fresh | | | | | | | |
| FL <i>(cont)</i> | Walmart | n/i | | | 1.68 | | | | | | | | | | | | | |
| | Western Beef | n/i | | | | | | | 0.99 | | | | | | | | | |
| | WFM Florida | n/i | ABF | 6.99 | | | | | | | | | | | | | | |
| | | n/i | ABF; bnl | 7.99 | | | | | | | | | | | | | | |
| | Pitman Farms | | ABF | | | | 7.99 | | | | | 3.99 | | | | | | |
| | Pitman Farms | | organic | | | | | | | | | 5.99 | | | | | | |
| | | n/i | ABF | | | | | | | | | | | | 6.99 | | | |
| | Texas Quail Farms | | | | | | | | | | | | | | | 9.99 | | |
| Winn-Dixie | | n/i | | 1.49 | | | | | | | | | | | | | | |
| | Tyson | | ABF | | | | | 3.20 | | | | | | | | | | |
| GA | AF Basket | Perdue | ABF | | | 0.99 | 2.49 | | | | | | | | | | | |
| | | Shady Brook | | | 1.99 | | | | | | | | | | | | | |
| | | n/i | | | | | | | 1.29 | | | | | | | | | |
| | ALDI | Honeysuckle | | | 1.39 | | | | | | | | | 2.49 | | | | |
| | | Kirkwood | | | | | | | | | | | | | | | | |
| | Bi-Lo | n/i | | | 1.49 | | | | | | | | | | | | | |
| | | Tyson | | ABF | | | | | 3.20 | | | | | | | | | |
| | Dollar General Mrkt | Jennie-O | | | 0.95 | | | | | | | | | | | | | |
| | Food City | Pride of the Farm | | | 0.99 | | | | | | | | | | | | | |
| | Food Giant | n/i | | | 0.99 | | | | | 1.19 | | | | | | | | |
| | | Pride of the Farm | | | | 1.29 | | | | | | | | | | | | |
| | Food Lion | n/i | | | 1.49 | | | | | | | | | | | | | |
| | | Perdue | | ABF | | | 0.99 | | | | | | | | | | | |
| | Food Pride | Springer Mountain | | ABF | | | 1.49 | | | | | | | | | | | |
| | | n/i | | | | 0.99 | | | | | | 1.29 | | | | | | |
| | Galaxy Foods | n/i | | | | 0.98 | | | | | | 1.48 | | | | | | |
| | Gordon Food | Turkey Valley | | | | 1.99 | | | | | | | | | | | | |
| | Harris Teeter | n/i | | | | | | | | | 1.29 | | | | 4.99 | | | |
| | | Butterball | | | | 2.99 | | | | | | | | | | | | |
| | | Harris Teeter | | | 1.99 | | | | | | | | | | | | | |
| IGA Stores SE | n/i | | | | 0.98 | | | | | | | | | | | | | |
| | Sanderson Farms | | | | | | | | | | 1.48 | | | | | | | |
| Ingle's Market | Honeysuckle | | | | 1.28 | | | | | | | | | | | | | |
| | Perdue | | ABF | | | 1.38 | | | | | | | | | | | | |
| Kroger Atlanta | n/i | | | | 1.49 | | | | | | | | | | | | | |
| | Simple Truth | | ABF | | | | | | 2.89 | | | | | | | | | |
| Little Giant | Honeysuckle | | | | 0.99 | | | | | | | | | | | | | |

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

Thanksgiving 2018
MISCELLANEOUS POULTRY

| State | Supermarket | Label | Type (regular unless noted) | Turkey Breast | | CHICKEN | | | | | | Duckling | | Goose | Pheasant | Quail | Rabbit | |
|---------------------|---------------------|-------------------|--------------------------------------|---------------|--------|---------|-------------|--------|-----------|-----------|-------|----------|-------|--------|-----------|--------|--------|--------|
| | | | | bone-in | | Roaster | Cornish Hen | | Hens | Capon | Liver | Gizzard | fresh | frozen | frsh/frzn | frozen | frozen | frozen |
| | | | | fresh | frozen | fresh | fresh | frozen | frsh/frzn | frsh/frzn | fresh | | | | | | | |
| GA <i>(cont)</i> | Piggly Wiggly JTM | Honeysuckle | | | 1.49 | | | | | | | | | | | | | |
| | | Tyson | ABF | | | | | 2.80 | | | | | | | | | | |
| | Publix | Butterball | | 2.99 | | | | | | | | | | | | | | |
| | | Publix | | | 1.49 | | | | | | | | | | | | | |
| | PW Atlanta | Honeysuckle | | | 1.29 | | | | | | | | | | | | | |
| | PW Carolina Co. | n/i | | | 1.89 | | | | | | | | | | | | | |
| | PW Homeland | Honeysuckle | | | 1.99 | | | | | | | | | | | | | |
| | PW Houchens | Honeysuckle | | | 1.58 | | | | | | | | | | | | | |
| | | n/i | | | | | | | 1.18 | | | | | | | | | |
| | Quality Foods | n/i | | | 0.99 | | | | 1.19 | | | | | | | | | |
| | Sam's Club | Honeysuckle | boneless | | 2.37 | | | | | | | | | | | | | |
| | Save-a-Lot | Honeysuckle | | | 1.29 | | | | | | | | | | | | | |
| | The Fresh Market | TFM | ABF | 4.99 | | | | | | | | | | | | | | |
| | | TFM | ABF; bnls | 5.99 | | | | | | | | | | | | | | |
| | United Grocers | n/i | | | 0.98 | | | | | | | | | | | | | |
| | Walmart | n/i | | | 1.68 | | | | | | | | | | | | | |
| | Wayfield's | Honeysuckle | | | 0.99 | | | | | | | | | | | | | |
| | | Tyson | | | | | | 1.99 | | | | | | | | | | |
| | n/i | | | | | | | 0.79 | | | | | | | | | | |
| WFM South | n/i | ABF | 4.99 | | | | | | | | | | | | | | | |
| Winn-Dixie | n/i | | | 1.49 | | | | | | | | | | | | | | |
| | Tyson | ABF | | | | | 3.20 | | | | | | | | | | | |
| KY | ALDI | Honeysuckle | | | 1.39 | | | | | | | | | | | | | |
| | | Kirkwood | | | | | | | | | | | 2.49 | | | | | |
| | Chappell's | n/i | | | | | | | | 1.59 | 1.29 | | | | | | | |
| | Cox IGA | Pride of the Farm | | | 1.49 | | | | | | | | | | | | | |
| | Dollar General Mrkt | Jennie-O | | | 0.95 | | | | | | | | | | | | | |
| | E.W. James | n/i | | | | | | 1.18 | | | | | | | | | | |
| | Food City | Pride of the Farm | | | 0.99 | | | | | | | | | | | | | |
| | Food Fair | Honeysuckle | | | 0.99 | | | | | | | | | | | | | |
| | | Butterball | | 2.99 | | | | | | | | | | | | | | |
| | Food Giant | n/i | | | 0.99 | | | | 1.19 | | | | | | | | | |
| | | Pride of the Farm | | | 1.29 | | | | | | | | | | | | | |
| Food Lion | n/i | | | 1.49 | | | | | | | | | | | | | | |
| | Perdue | ABF | | | | 0.99 | | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

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

Thanksgiving 2018
MISCELLANEOUS POULTRY

| State | Supermarket | Label | Type (regular unless noted) | Turkey Breast | | CHICKEN | | | | | | Duckling | | Goose | Pheasant | Quail | Rabbit | |
|---------------------|------------------------|-------------------|--------------------------------------|---------------|--------|---------|-------------|--------|-----------|-----------|-------|----------|-------|--------|-----------|--------|--------|--------|
| | | | | bone-in | | Roaster | Cornish Hen | | Hens | Capon | Liver | Gizzard | fresh | frozen | frsh/frzn | frozen | frozen | frozen |
| | | | | fresh | frozen | fresh | fresh | frozen | frsh/frzn | frsh/frzn | fresh | | | | | | | |
| KY <i>(cont)</i> | Food Rite | Honeysuckle | | | 1.39 | | | | | | | | | | | | | |
| | | Tyson | ABF | | | | | 2.40 | | | | | | | | | | |
| | | n/i | | | | | | | 0.99 | | | | | | | | | |
| | Foodland | Pride of the Farm | | | 1.19 | | | | | | | | | | | | | |
| | | Honeysuckle | | | 1.79 | | | | | | | | | | | | | |
| | | Gerber | ABF | | | 1.99 | | | | | | | | | | | | |
| | Fresh Encounter | n/i | | | 1.49 | | | | | | | | | | | | | |
| | Fresh Thyme | Fresh Thyme | | | 1.39 | | | | | | | | | | | | | |
| | | Maple Leaf | | | | | | | | | | | 2.99 | | | | | |
| | Galaxy Foods | n/i | | | 0.98 | | | | | | | 1.48 | | | | | | |
| | Gordon Food | Turkey Valley | | | 1.99 | | | | | | | | | | | | | |
| | IGA Houchen's | Honeysuckle | | | 1.49 | | | | | | | | | | | | | |
| | IGA Stores - OH/KY | Pride of the Farm | | | 1.49 | | | | | | | | | | | | | |
| | | O'Mara's | | | | | | | 1.39 | | | | | | | | | |
| | IGA SpartanNash | n/i | | | 0.97 | | | | | | | | | | | | | |
| | | Open Acres | | | | 1.39 | | | | | | | | | | | | |
| | IGA Stores SE | n/i | | | 0.98 | | | | | | | | | | | | | |
| | | Sanderson Farms | | | | | | | | | | 1.48 | | | | | | |
| | Kroger Cincinnati | n/i | | | 1.49 | | | | | | | | | | | | | |
| | | Honeysuckle | | | 1.49 | | | | | | | | | | | | | |
| | Kroger Delta | n/i | | | 1.49 | | | | | | | | | | | | | |
| | Kroger Mid-Atlantic | n/i | | | 1.49 | | | | | | | | | | | | | |
| | | Butterball | | | 2.99 | | | | | | | | | | | | | |
| | Kroger Mid-South | n/i | | | 1.49 | | | | | | | | | | | | | |
| | | Perdue | ABF | | | 0.99 | | | | | | | | | | | | |
| | Kroger Nashville | n/i | | | 1.49 | | | | | | | | | | | | | |
| | | Perdue | ABF | | | 0.99 | | | | | | | | | | | | |
| | Price Le\$\$ Foods IGA | Honeysuckle | | | 0.98 | | | | | | | | | | | | | |
| | PW Houchens | Honeysuckle | | | 1.58 | | | | | | | | | | | | | |
| | | n/i | | | | | | | 1.18 | | | | | | | | | |
| Remke Markets | Honeysuckle | | | 2.29 | | | | | | | | | | | | | | |
| Sam's Club | Honeysuckle | boneless | | 2.37 | | | | | | | | | | | | | | |
| Save-a-Lot | Honeysuckle | | | 1.29 | | | | | | | | | | | | | | |
| The Fresh Market | TFM | ABF | | 4.99 | | | | | | | | | | | | | | |
| | TFM | ABF; bnls | | 5.99 | | | | | | | | | | | | | | |
| United Grocers | n/i | | | 0.98 | | | | | | | | | | | | | | |
| ValuMarket | Honeysuckle | | | 1.49 | | | | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

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

Thanksgiving 2018
MISCELLANEOUS POULTRY

| State | Supermarket | Label | Type (regular unless noted) | Turkey Breast | | CHICKEN | | | | | | Duckling | | Goose | Pheasant | Quail | Rabbit | |
|---------------------|---------------------|-------------------|--------------------------------------|---------------|--------|---------|-------------|--------|-----------|-----------|-------|----------|-------|-------|----------|-------|--------|--------|
| | | | | bone-in | | Roaster | Cornish Hen | | Hens | Capon | Liver | Gizzard | fresh | | | | | frozen |
| | | | | fresh | frozen | fresh | fresh | frozen | frsh/frzn | frsh/frzn | fresh | | | | | | | |
| KY <i>(cont)</i> | Walmart | n/i | | | 1.68 | | | | | | | | | | | | | |
| | WFM Mid-Atlantic | Pitman Farms | ABF | | | | | | | | | 4.99 | | 6.99 | | | | |
| MS | AG Baton Rouge | Southern Hens | | | | | | | 0.99 | | | | | | | | | |
| | | Pride of the Farm | | | 1.19 | | | | | | | | | | | | | |
| | ALDI | Honeysuckle | | | 1.39 | | | | | | | | | | | | | |
| | | Kirkwood | | | | | | | | | | | 2.49 | | | | | |
| | Corner Market | n/i | | | 0.99 | | | | | | | | | | | | | |
| | | Sanderson Farms | | | | 0.99 | | | | | | | | | | | | |
| | Dollar General Mrkt | Jennie-O | | | 0.95 | | | | | | | | | | | | | |
| | Food Giant | n/i | | | 0.99 | | | | 1.19 | | | | | | | | | |
| | | Pride of the Farm | | | 1.29 | | | | | | | | | | | | | |
| | Froogles Cost Plus | Honeysuckle | | | 0.99 | | | | | | | | | | | | | |
| | Greer's Markets | n/i | | | | | | | 1.19 | | | | | | | | | |
| | Kroger Delta | n/i | | | 1.49 | | | | | | | | | | | | | |
| | PW Houchens | Honeysuckle | | | 1.58 | | | | | | | | | | | | | |
| | | n/i | | | | | | | 0.98 | | | | | | | | | |
| | Ramey's | Honeysuckle | | | 1.58 | | | | | | | | | | | | | |
| | | Tyson | ABF | | | | | | 2.78 | | | | | | | | | |
| | Rouses Market | n/i | | | | | | | | | | 1.99 | | | | | | |
| | | Tyson | ABF | | | | | | 2.18 | | | | | | | | | |
| | Sam's Club | Honeysuckle | boneless | | | 2.37 | | | | | | | | | | | | |
| | Save-a-Lot | Honeysuckle | | | | 1.29 | | | | | | | | | | | | |
| Sullivan's Grocery | n/i | | | | 1.39 | | | 2.66 | 0.99 | | | | 1.89 | | | | | |
| The Fresh Market | TFM | ABF | | 4.99 | | | | | | | | | | | | | | |
| | TFM | ABF; bnls | | 5.99 | | | | | | | | | | | | | | |
| Vowell's | Honeysuckle | | | | 1.49 | | | | | | | | | | | | | |
| | n/i | | | | | | | | 0.98 | | | | | | | | | |
| | Tyson | ABF | | | | | | 2.80 | | | | | | | | | | |
| Walmart | n/i | | | | 1.68 | | | | | | | | | | | | | |
| WFM South | n/i | ABF | | 4.99 | | | | | | | | | | | | | | |
| Winn-Dixie | n/i | | | | 1.49 | | | | | | | | | | | | | |
| | Tyson | ABF | | | | | | 3.20 | | | | | | | | | | |
| NC | ALDI | Honeysuckle | | | 1.39 | | | | | | | | | | | | | |
| | | Kirkwood | | | | | | | | | | | 2.49 | | | | | |
| | Bi-Lo | n/i | | | 1.49 | | | | | | | | | | | | | |
| | | Tyson | ABF | | | | | 3.20 | | | | | | | | | | |
| | Charlie C's IGA | n/i | | | 1.28 | | | | 1.68 | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

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

Thanksgiving 2018
MISCELLANEOUS POULTRY

| State | Supermarket | Label | Type (regular unless noted) | Turkey Breast | | CHICKEN | | | | | | Duckling | | Goose | Pheasant | Quail | Rabbit | |
|------------------|----------------------|-------------------|--------------------------------------|---------------|--------|---------|-------------|--------|-----------|-----------|-------|----------|-------|--------|-----------|--------|--------|--------|
| | | | | bone-in | | Roaster | Cornish Hen | | Hens | Capon | Liver | Gizzard | fresh | frozen | frsh/frzn | frozen | frozen | frozen |
| | | | | fresh | frozen | fresh | fresh | frozen | frsh/frzn | frsh/frzn | fresh | fresh | | | | | | |
| NC (cont) | C-Town | Perdue | ABF | | | 0.99 | 2.99 | | | | | | | | | | | |
| | | Shady Brook | | 2.69 | | | | | | | | | | | | | | |
| | Food Lion | n/i | | | 1.49 | | | | | | | | | | | | | |
| | | Perdue | ABF | | | 0.99 | | | | | | | | | | | | |
| | Food Pride | Springer Mountain | ABF | | | 1.49 | | | | | | | | | | | | |
| | | n/i | | | | 0.99 | | | | | | | | | | | | |
| | Fresh Foods | n/i | | | | 0.99 | | | | | 1.29 | 1.29 | | | | | | |
| | | Top Bee | | | | | | 0.99 | | | | | | | | | | |
| | Galaxy Foods | n/i | | | | 0.98 | | | | | | 1.48 | | | | | | |
| | Great Valu Markets | Perdue | ABF | | | 1.49 | | | | | | | | | | | | |
| | | Pride of the Farm | | | | 1.39 | | | | | | | | | | | | |
| | Harris Teeter | n/i | | | | | | | 1.29 | | | | | | 4.99 | | | |
| | | Butterball | | | | 2.99 | | | | | | | | | | | | |
| | | Harris Teeter | | 1.99 | | | | | | | | | | | | | | |
| | Hills Food Stores | n/i | | | | 0.99 | | | 0.99 | | | | | | | | | |
| | IGA Stores SE | n/i | | | | 0.98 | | | | | | | | | | | | |
| | | Sanderson Farms | | | | | | | | | | 1.48 | | | | | | |
| | Ingle's Market | Honeysuckle | | | | 1.28 | | | | | | | | | | | | |
| | | Perdue | ABF | | | | 1.38 | | | | | | | | | | | |
| | Just \$ave Foods | n/i | | | | 1.28 | | | | | | | | | | | | |
| | | Sanderson Farms | | | | | | | | | | 1.48 | | | | | | |
| | Lowe's Foods | n/i | | | | 1.99 | | | | | | | | 3.99 | 6.99 | | | |
| | | Butterball | | | 3.99 | | | | | | | | | | | | | |
| | | Perdue | ABF | | 3.49 | | 1.49 | | | | | | | | | | | |
| | | Joyce Farms | heritage | | | | | | | | 5.99 | | | | | | | |
| | Piggly Wiggly Retail | Festive | | | | 0.99 | | | | | | | | | | | | |
| | | Top Bee | | | | | | | 0.99 | | | | | | | | | |
| | | Springer Mountain | ABF | | | | 1.29 | | | | | | | | | | | |
| | Piggly Wiggly Stores | Jennie-O | | | | 1.28 | | | | | | | | | | | | |
| | | n/i | | | | 1.28 | | | 0.98 | | | | | | | | | |
| Publix | Butterball | | | 2.99 | | | | | | | | | | | | | | |
| | Publix | | | | 1.49 | | | | | | | | | | | | | |
| Sam's Club | Honeysuckle | boneless | | | 2.37 | | | | | | | | | | | | | |
| Save-a-Lot | Honeysuckle | | | | 1.29 | | | | | | | | | | | | | |
| The Fresh Market | TFM | ABF | | 4.99 | | | | | | | | | | | | | | |
| | TFM | ABF; bnls | | 5.99 | | | | | | | | | | | | | | |
| United Grocers | n/i | | | | 0.98 | | | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

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

Thanksgiving 2018
MISCELLANEOUS POULTRY

| State | Supermarket | Label | Type (regular unless noted) | Turkey Breast | | CHICKEN | | | | | | Duckling | | Goose | Pheasant | Quail | Rabbit | |
|------------------|---------------------|-----------------|--------------------------------------|---------------|--------|---------|-------------|--------|-----------|-----------|-------|----------|--------|-----------|-----------|--------|--------|--------|
| | | | | bone-in | | Roaster | Cornish Hen | | Hens | Capon | Liver | Gizzard | fresh | frozen | frsh/frzn | frozen | frozen | frozen |
| | | | | fresh | frozen | fresh | fresh | frozen | frsh/frzn | frsh/frzn | fresh | fresh | frozen | frsh/frzn | frozen | frozen | frozen | |
| NC (cont) | Walmart | n/i | | | 1.68 | | | | | | | | | | | | | |
| | WFM South | n/i | ABF | 4.99 | | | | | | | | | | | | | | |
| SC | ALDI | Honeysuckle | | | 1.39 | | | | | | | | | | | | | |
| | | Kirkwood | | | | | | | | | | | 2.49 | | | | | |
| | Bi-Lo | n/i | | | 1.49 | | | | | | | | | | | | | |
| | | Tyson | | ABF | | | | 3.20 | | | | | | | | | | |
| | Dollar General Mrkt | Jennie-O | | | 0.95 | | | | | | | | | | | | | |
| | Food Lion | n/i | | | 1.49 | | | | | | | | | | | | | |
| | | Perdue | | ABF | | | 0.99 | | | | | | | | | | | |
| | Galaxy Foods | n/i | | | 0.98 | | | | | | | | | 1.48 | | | | |
| | Harris Teeter | n/i | | | | | | | | 1.29 | | | | | 4.99 | | | |
| | | Butterball | | | | 2.99 | | | | | | | | | | | | |
| | | Harris Teeter | | | 1.99 | | | | | | | | | | | | | |
| | Hills Food Stores | n/i | | | 0.99 | | | | 0.99 | | | | | | | | | |
| | IGA Stores SE | n/i | | | 0.98 | | | | | | | | | | | | | |
| | | Sanderson Farms | | | | | | | | | | | | 1.48 | | | | |
| | Ingle's Market | Honeysuckle | | | | 1.28 | | | | | | | | | | | | |
| | | Perdue | | ABF | | | 1.38 | | | | | | | | | | | |
| | Kroger Atlanta | n/i | | | | 1.49 | | | | | | | | | | | | |
| | | Simple Truth | | ABF | | | | | 2.89 | | | | | | | | | |
| | Lowe's Foods | n/i | | | | 1.99 | | | | | | | | | 3.99 | 6.99 | | |
| | | Butterball | | | 3.99 | | | | | | | | | | | | | |
| | | Perdue | | ABF | 3.49 | | 1.49 | | | | | | | | | | | |
| | | Joyce Farms | | heritage | | | | | | | 5.99 | | | | | | | |
| | Publix | Butterball | | | 2.99 | | | | | | | | | | | | | |
| | | Publix | | | | 1.49 | | | | | | | | | | | | |
| | PW Carolina Co. | n/i | | | | 1.89 | | | | | | | | | | | | |
| | Quality Foods | n/i | | | | 0.99 | | | | 1.19 | | | | | | | | |
| Sam's Club | Honeysuckle | | boneless | | 2.37 | | | | | | | | | | | | | |
| Save-a-Lot | Honeysuckle | | | | 1.29 | | | | | | | | | | | | | |
| The Fresh Market | TFM | | ABF | 4.99 | | | | | | | | | | | | | | |
| | TFM | | ABF; bnls | 5.99 | | | | | | | | | | | | | | |
| Walmart | n/i | | | | 1.68 | | | | | | | | | | | | | |
| WFM South | n/i | | ABF | 4.99 | | | | | | | | | | | | | | |
| TN | ALDI | Honeysuckle | | | 1.39 | | | | | | | | | | | | | |
| | | Kirkwood | | | | | | | | | | | 2.49 | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

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

Thanksgiving 2018
MISCELLANEOUS POULTRY

| State | Supermarket | Label | Type (regular unless noted) | Turkey Breast | | CHICKEN | | | | | | Duckling | | Goose | Pheasant | Quail | Rabbit | |
|------------------------|---------------------|-------------------|--------------------------------------|---------------|--------|---------|-------------|--------|-----------|-----------|-------|----------|--------|-----------|-----------|--------|--------|--------|
| | | | | bone-in | | Roaster | Cornish Hen | | Hens | Capon | Liver | Gizzard | fresh | frozen | frsh/frzn | frozen | frozen | frozen |
| | | | | fresh | frozen | fresh | fresh | frozen | frsh/frzn | frsh/frzn | fresh | fresh | frozen | frsh/frzn | frozen | frozen | frozen | |
| TN (cont) | Cash Saver Memphis | n/i | | | | | | | | 0.85 | | | | 2.54 | | | | |
| | | Tyson | | | | | | 2.35 | | | | | | | | | | |
| | Dollar General Mrkt | Jennie-O | | | 0.95 | | | | | | | | | | | | | |
| | E.W. James | n/i | | | | | | | | 1.18 | | | | | | | | |
| | Food City | Pride of the Farm | | | 0.99 | | | | | | | | | | | | | |
| | Food Country | Honeysuckle | | | 1.59 | | | | | | | | | | | | | |
| | | n/i | | | 1.39 | | | | | | | | | | | | | |
| | Food Giant | n/i | | | 0.99 | | | | | 1.19 | | | | | | | | |
| | | Pride of the Farm | | | 1.29 | | | | | | | | | | | | | |
| | Food Lion | n/i | | | 1.49 | | | | | | | | | | | | | |
| | | Perdue | ABF | | | 0.99 | | | | | | | | | | | | |
| | Food Rite | Honeysuckle | | | 1.39 | | | | | | | | | | | | | |
| | | Tyson | ABF | | | | | 2.40 | | | | | | | | | | |
| | | n/i | | | | | | | | 0.99 | | | | | | | | |
| | H.G. Hill | n/i | | | | | | | | 1.19 | | | | | | | | |
| | | Honeysuckle | | | 1.49 | | | | | | | | | | | | | |
| | IGA Houchen's | Honeysuckle | | | 1.49 | | | | | | | | | | | | | |
| | IGA Stores - OH/KY | Pride of the Farm | | | 1.49 | | | | | | | | | | | | | |
| | | O'Mara's | | | | | | | | 1.39 | | | | | | | | |
| | IGA Stores SE | n/i | | | 0.98 | | | | | | | | | | | | | |
| | | Sanderson Farms | | | | | | | | | | 1.48 | | | | | | |
| | Ingle's Market | Honeysuckle | | | 1.28 | | | | | | | | | | | | | |
| | | Perdue | ABF | | | 1.38 | | | | | | | | | | | | |
| | Kroger Delta | n/i | | | 1.49 | | | | | | | | | | | | | |
| | Kroger Mid-Atlantic | n/i | | | 1.49 | | | | | | | | | | | | | |
| | | Butterball | | | 2.99 | | | | | | | | | | | | | |
| | Kroger Nashville | n/i | | | 1.49 | | | | | | | | | | | | | |
| | Perdue | ABF | | | 0.99 | | | | | | | | | | | | | |
| Luckys Supermarket | Honeysuckle | | | 1.49 | | | | | | | | | | | | | | |
| | n/i | | | | | | | | 1.19 | | | | | | | | | |
| Osborne's | Honeysuckle | | | 1.39 | | | | | | | | | | | | | | |
| Price Le\$\$ Foods IGA | Honeysuckle | | | 0.98 | | | | | | | | | | | | | | |
| Publix | Butterball | | | 2.99 | | | | | | | | | | | | | | |
| | Publix | | | 1.49 | | | | | | | | | | | | | | |
| Sam's Club | Honeysuckle | boneless | | 2.37 | | | | | | | | | | | | | | |
| Save-a-Lot | Honeysuckle | | | 1.29 | | | | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

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

Thanksgiving 2018
MISCELLANEOUS POULTRY

| State | Supermarket | Label | Type (regular unless noted) | Turkey Breast | | CHICKEN | | | | | | Duckling | | Goose | Pheasant | Quail | Rabbit | |
|------------------------|---------------------|-------------------|--------------------------------------|---------------|--------|---------|-------------|--------|-----------|-----------|-------|----------|-------|--------|-----------|--------|--------|--------|
| | | | | bone-in | | Roaster | Cornish Hen | | Hens | Capon | Liver | Gizzard | fresh | frozen | frsh/frzn | frozen | frozen | frozen |
| | | | | fresh | frozen | fresh | fresh | frozen | frsh/frzn | frsh/frzn | fresh | | | | | | | |
| TN <i>(cont)</i> | The Fresh Market | TFM | ABF | 4.99 | | | | | | | | | | | | | | |
| | | TFM | ABF; bnls | 5.99 | | | | | | | | | | | | | | |
| | Tietgen's | Honeysuckle | | | 0.99 | | | | | | | | | | | | | |
| | United Grocers | n/i | | | 0.98 | | | | | | | | | | | | | |
| | Walmart | n/i | | | 1.68 | | | | | | | | | | | | | |
| | WFM South | n/i | ABF | 4.99 | | | | | | | | | | | | | | |
| VA | ALDI | Honeysuckle | | | 1.39 | | | | | | | | | | | | | |
| | | Kirkwood | | | | | | | | | | | 2.49 | | | | | |
| | Dollar General Mrkt | Jennie-O | | | 0.95 | | | | | | | | | | | | | |
| | Food City | Pride of the Farm | | | 0.99 | | | | | | | | | | | | | |
| | Food Country | Honeysuckle | | | 1.59 | | | | | | | | | | | | | |
| | | n/i | | | 1.39 | | | | | | | | | | | | | |
| | Food Lion | n/i | | | 1.49 | | | | | | | | | | | | | |
| | | Perdue | ABF | | | 0.99 | | | | | | | | | | | | |
| | Galaxy Foods | n/i | | | 0.98 | | | | | | | 1.48 | | | | | | |
| | Grant's Market | n/i | | | 0.99 | | | | | | | | | | | | | |
| | Great Valu Markets | Perdue | ABF | | | 1.49 | | | | | | | | | | | | |
| | | Pride of the Farm | | | | 1.39 | | | | | | | | | | | | |
| | Harris Teeter | n/i | | | | | | | 1.29 | | | | | | 4.99 | | | |
| | | Butterball | | | | 2.99 | | | | | | | | | | | | |
| | | Harris Teeter | | | 1.99 | | | | | | | | | | | | | |
| | Ingle's Market | Honeysuckle | | | | 1.28 | | | | | | | | | | | | |
| | | Perdue | ABF | | | 1.38 | | | | | | | | | | | | |
| | IGA Houchen's | Honeysuckle | | | | 1.49 | | | | | | | | | | | | |
| | IGA Stores SE | n/i | | | | 0.98 | | | | | | | | | | | | |
| | | Sanderson Farms | | | | | | | | | | 1.48 | | | | | | |
| | Kroger Mid-Atlantic | n/i | | | | 1.49 | | | | | | | | | | | | |
| | | Butterball | | | 2.99 | | | | | | | | | | | | | |
| | Lowe's Foods | n/i | | | | 1.99 | | | | | | | | 3.99 | 6.99 | | | |
| | Butterball | | | 3.99 | | | | | | | | | | | | | | |
| | Perdue | ABF | | 3.49 | | 1.49 | | | | | | | | | | | | |
| | Joyce Farms | heritage | | | | | | | 5.99 | | | | | | | | | |
| Martin's Foods | Giant | | | | 1.99 | | | | | | | | | | | | | |
| Price Le\$\$ Foods IGA | Honeysuckle | | | | 0.98 | | | | | | | | | | | | | |
| Piggly Wiggly Retail | Festive | | | | 0.99 | | | | | | | | | | | | | |
| | Top Bee | | | | | | | 0.99 | | | | | | | | | | |
| | Springer Mountain | ABF | | | | 1.29 | | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

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

Thanksgiving 2018
MISCELLANEOUS POULTRY

| State | Supermarket | Label | Type (regular unless noted) | Turkey Breast | | CHICKEN | | | | | | Duckling | | Goose | Pheasant | Quail | Rabbit | |
|------------------|----------------------|-------------------|--------------------------------------|---------------|--------|---------|-------------|--------|-----------|-----------|-------|----------|-------|--------|-----------|--------|--------|--------|
| | | | | bone-in | | Roaster | Cornish Hen | | Hens | Capon | Liver | Gizzard | fresh | frozen | frsh/frzn | frozen | frozen | frozen |
| | | | | fresh | frozen | fresh | fresh | frozen | frsh/frzn | frsh/frzn | fresh | | | | | | | |
| VA (cont) | Piggly Wiggly Stores | Jennie-O | | | 1.28 | | | | | | | | | | | | | |
| | | n/i | | | 1.28 | | | | 0.98 | | | | | | | | | |
| | Publix | Butterball | | 2.99 | | | | | | | | | | | | | | |
| | | Publix | | | 1.49 | | | | | | | | | | | | | |
| | PW Stores | Jennie-O | | | 1.28 | | | | | | | | | | | | | |
| | Safeway Eastern | n/i | | | 1.99 | | | | | | | | | | | | | |
| | | Shady Brook | | 2.99 | | | | | | | | | | | | | | |
| | | Perdue | ABF | | | | 1.69 | | | | | | | | | | | |
| | | Open Nature | ABF | | | 2.99 | | | | | | | | | | | | |
| | Sam's Club | Honeysuckle | boneless | | | 2.37 | | | | | | | | | | | | |
| | Save-a-Lot | Honeysuckle | | | | 1.29 | | | | | | | | | | | | |
| | Shop'n Save | Honeysuckle | | | | 1.79 | | | | | | | | | | | | |
| | Shoppers | Tyson | ABF | | | | 1.79 | | | | | | | | | | | |
| | | Pride of the Farm | | | | 1.39 | | | | | | | | | | | | |
| | | Tyson | ABF | | | | | | 1.99 | | | | | | | | | |
| | | Perdue | ABF | | | 1.39 | | | | | | | | | | | | |
| | Shoppers Value | n/i | | | | 0.88 | | | | | | | | | | | | |
| | The Fresh Market | TFM | ABF | | 4.99 | | | | | | | | | | | | | |
| | | TFM | ABF; bnls | | 5.99 | | | | | | | | | | | | | |
| | Walmart | n/i | | | | 1.68 | | | | | | | | | | | | |
| Wegmans | Wegmans | organic | | 5.99 | | | | | | | | | | | | | | |
| | Wegmans | | | 2.99 | | | | | | | | | | | | | | |
| | Tyson | ABF | | | | | | 2.99 | | | | | | | | | | |
| | Maple Leaf | ABF | | | | | | | | | | 4.39 | | | | | | |
| Weis Markets | D'Artagnan | ABF | | | | | | | | | | 5.69 | | | | | | |
| | Perdue | ABF | | | | 0.69 | | | | | | | | | | | | |
| WFM Mid-Atlantic | Pitman Farms | ABF | | | | | | | | | 4.99 | | 6.99 | | | | | |
| WV | ALDI | Honeysuckle | | | 1.39 | | | | | | | | | | | | | |
| | Food Fair | Kirkwood | | | | | | | | | | | 2.49 | | | | | |
| | | Honeysuckle | | | 0.99 | | | | | | | | | | | | | |
| | Food Lion | Butterball | | 2.99 | | | | | | | | | | | | | | |
| | | n/i | | | 1.49 | | | | | | | | | | | | | |
| | Foodland | Perdue | ABF | | | 0.99 | | | | | | | | | | | | |
| | | Pride of the Farm | | | | 1.19 | | | | | | | | | | | | |
| | Honeysuckle | | | | 1.79 | | | | | | | | | | | | | |
| | Gerber | ABF | | | | 1.99 | | | | | | | | | | | | |
| Galaxy Foods | n/i | | | 0.98 | | | | | | | 1.48 | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

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

Thanksgiving 2018
MISCELLANEOUS POULTRY

| State | Supermarket | Label | Type (regular unless noted) | Turkey Breast | | CHICKEN | | | | | | Duckling | | Goose | Pheasant | Quail | Rabbit | |
|--------------|----------------------|-----------------|--------------------------------------|---------------|--------|---------|-------------|--------|-----------|-----------|-------|----------|--------|-----------|-----------|--------|--------|--------|
| | | | | bone-in | | Roaster | Cornish Hen | | Hens | Capon | Liver | Gizzard | fresh | frozen | frsh/frzn | frozen | frozen | frozen |
| | | | | fresh | frozen | fresh | fresh | frozen | frsh/frzn | frsh/frzn | fresh | fresh | frozen | frsh/frzn | frozen | frozen | frozen | |
| WV (cont) | Giant Eagle | Honeysuckle | | | 1.69 | | | | | | | | | | | | | |
| | | Giant Eagle | | 2.99 | | 1.39 | | | | | | | | | | | | |
| | Nature's Basket | ABF | 5.99 | | | | | | | | | | | | | | | |
| | | Tyson | ABF | | | | 2.80 | | | | | | | | | | | |
| | Grant's Market | n/i | | | | | | | | 4.99 | | | 3.69 | | | | | |
| | | IGA Stores SE | n/i | | 0.99 | | | | | | | | | | | | | |
| | Sanderson Farms | n/i | | 0.98 | | | | | | | | | | | | | | |
| | | Kroger Columbus | Honeysuckle | | 1.49 | | | | | | | 1.48 | | | | | | |
| | Kroger Mid-Atlantic | n/i | | 1.49 | | | | | | | | | | | | | | |
| | | Butterball | | 2.99 | | | | | | | | | | | | | | |
| | Martin's Foods | Giant | | 1.99 | | | | | | | | | | | | | | |
| | Piggly Wiggly Stores | Jennie-O | | 1.28 | | | | | | | | | | | | | | |
| | | n/i | | 1.28 | | | 0.98 | | | | | | | | | | | |
| | Riesbeck's | Honeysuckle | | 1.59 | | | | | | | | | | | | | | |
| | Sam's Club | Gerber's | ABF | | 1.69 | | | | | | | | | | | | | |
| | | Honeysuckle | boneless | | 2.37 | | | | | | | | | | | | | |
| | Save-a-Lot | Honeysuckle | | 1.29 | | | | | | | | | | | | | | |
| | Shop'n Save | Honeysuckle | | 1.79 | | | | | | | | | | | | | | |
| | | Tyson | ABF | | 1.79 | | | | | | | | | | | | | |
| | Shoppers Value | n/i | | 0.88 | | | | | | | | | | | | | | |
| n/i | | | 1.29 | | | | | | | | | | | | | | | |
| Walmart | n/i | | 1.68 | | | | | | | | | | | | | | | |
| Weis Markets | Perdue | ABF | | 0.69 | | | | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

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

Thanksgiving 2018
MISCELLANEOUS POULTRY

| State | Supermarket | Label | Type (regular unless noted) | Turkey Breast | | CHICKEN | | | | | | Duckling | | Goose | Pheasant | Quail | Rabbit | |
|--|------------------|-------------|--------------------------------------|---------------|--------|---------|-------------|--------|-----------|-----------|-------|----------|-------|--------|-----------|--------|--------|--------|
| | | | | bone-in | | Roaster | Cornish Hen | | Hens | Capon | Liver | Gizzard | fresh | frozen | frsh/frzn | frozen | frozen | frozen |
| | | | | fresh | frozen | fresh | fresh | frozen | frsh/frzn | frsh/frzn | fresh | | | | | | | |
| MIDWESTERN U.S. - IA,IL,IN,MI,MN,ND,NE,OH,SD,WI | | | | | | | | | | | | | | | | | | |
| IA | ALDI | Honeysuckle | | | 1.39 | | | | | | | | | | | | | |
| | | Kirkwood | | | | | | | | | | | 2.49 | | | | | |
| | AW Grocers | Festive | | | 1.29 | | | | | | | | | | | | | |
| | | Maple Leaf | | | | | | | | | | | 2.99 | | | | | |
| | Brothers Market | Honeysuckle | | | 1.49 | | | | | | | | | | | | | |
| | Family Fare | n/i | | | BOGO | | | | | | | | | | | | | |
| | Family Foods | Honeysuckle | | | 1.29 | | | | | | | | | | | | | |
| | Fareway | Fareway | | | 0.99 | | | | | | | | | | | | | |
| | Food Pride | Honeysuckle | | | 1.29 | | | | | | | | | | | | | |
| | Fresh Thyme | Fresh Thyme | | | 1.39 | | | | | | | | | | | | | |
| | | Maple Leaf | | | | | | | | | | | 2.99 | | | | | |
| | Hometown Foods | n/i | | | 1.49 | | | | | | | | | | | | | |
| | Hy-Vee | Honeysuckle | | | 1.69 | | | | | | | | | | | | | |
| | | Hy-Vee | | | | 1.49 | | | | | | | | | | | | |
| | Jewel-Osco | Jennie-O | | | 1.99 | | | | | | | | | | | | | |
| | | Butterball | | | 2.99 | | | | | | | | | | | | | |
| | | Perdue | ABF | | 2.79 | | | | | | | | | | | | | |
| | | Tyson | ABF | | | | | 2.65 | | | | | | | | | | |
| | Maynard's | Festive | | | 1.49 | | | | | | | | | | | | | |
| | | Tyson | ABF | | | | | 3.20 | | | | | | | | | | |
| | Natural Grocers | Mary's | organic | | 6.99 | | | | | | | | | | | | | |
| | No Frills | n/i | | | BOGO | | | | | | | | | | | | | |
| | Price Chopper | Tyson | ABF | | | | | 2.60 | | | | | | | | | | |
| | Quillin's | Jennie-O | | | 1.49 | | | | | | | | | | | | | |
| | | Maple Leaf | | | | | | | | | | | 2.79 | | | | | |
| | Sam's Club | Honeysuckle | boneless | | 2.37 | | | | | | | | | | | | | |
| | Save-a-Lot | Honeysuckle | | | 1.29 | | | | | | | | | | | | | |
| | Schnuck's | Honeysuckle | | | 2.99 | | | | | | | | | | | | | |
| | | Perdue | ABF | | 2.99 | | | | | | | | 3.99 | | | | | |
| | | Maple Leaf | | | | | | | | | | | | | | | | |
| | Sunshine Foods | Festive | | | 1.49 | | | | | | | | | | | | | |
| | Super Saver | Festive | | | 0.98 | | | | | | | | | | | | | |
| | Thriftway Stores | Honeysuckle | | | 1.49 | | | | | | | | | | | | | |
| | Walmart | n/i | | | 1.68 | | | | | | | | | | | | | |
| | WFM Midwest | n/i | ABF | | 4.99 | | | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

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

Thanksgiving 2018
MISCELLANEOUS POULTRY

| State | Supermarket | Label | Type (regular unless noted) | Turkey Breast | | CHICKEN | | | | | | Duckling | | Goose | Pheasant | Quail | Rabbit | |
|--------------|-------------------|---------------|--------------------------------------|---------------|--------|---------|-------------|--------|-----------|-----------|-------|----------|-------|--------|-----------|--------|--------|--------|
| | | | | bone-in | | Roaster | Cornish Hen | | Hens | Capon | Liver | Gizzard | fresh | frozen | frsh/frzn | frozen | frozen | frozen |
| | | | | fresh | frozen | fresh | fresh | frozen | frsh/frzn | frsh/frzn | fresh | | | | | | | |
| IL | ALDI | Honeysuckle | | | 1.39 | | | | | | | | | | | | | |
| | | Kirkwood | | | | | | | | | | | 2.49 | | | | | |
| | Angelo Caputo's | Honeysuckle | | 2.79 | 1.69 | | | | | | | | | | | | | |
| | | Maple Leaf | | | | | | | | | | | | 3.49 | | | | |
| | AW Grocers | Festive | | | 1.29 | | | | | | | | | | | | | |
| | | Maple Leaf | | | | | | | | | | | | | 2.99 | | | |
| | Berkot's | Honeysuckle | | 2.99 | 1.49 | | | | | | | | | | | | | |
| | | Butterball | | | 3.49 | | | | | | | | | | | | | |
| | | Rosebud | | | 2.99 | | | | | | | | | | | | | |
| | | Tyson | ABF | | | | | | 3.20 | | | | | | | | | |
| | | n/i | | | | | | | | 3.99 | | | | 2.99 | | | | |
| | Borowiak's IGA | n/i | | | 1.19 | | | | 0.89 | | | | | | | | | |
| | Brookhaven | n/i | | | 1.49 | | | | | | | | | | | | | |
| | | Maple Leaf | | | | | | | | | | | | 2.99 | | | | |
| | Butera Market | Butterball | | | 0.99 | | | | | | | | | | | | | |
| | | n/i | | | 2.29 | | | | | | | | | | | | | |
| | | Maple Leaf | | | | | | | | | | | | 2.99 | | | | |
| | | Tyson | ABF | | | | | | 2.90 | | | | | | | | | |
| | County Market NFI | Jennie-O | | | 2.19 | | | | | | | | | | | | | |
| | Cub Foods | Honeysuckle | | | | 1.49 | | | | | | | | | | | | |
| | Dierberg's | Honeysuckle | | | 3.29 | 1.99 | | | | | | | | | | | | |
| | | Perdue | ABF | | | | 1.69 | 2.79 | | | | | | | | | | |
| | Fairplay Foods | Jennie-O | | | | 1.69 | | | | | | | | | | | | |
| | | Perdue | ABF | | | | | 2.33 | | | | | | | | | | |
| | | Rosebud Farms | | | 2.49 | | | | | | | | | | | | | |
| | | Maple Leaf | | | | | | | | | | | | 2.99 | | | | |
| | | Butterball | | | 2.99 | | | | | | | | | | | | | |
| | | n/i | | | | | | | | 0.99 | | | | | | | | |
| Fareway | Fareway | | | | 0.99 | | | | | | | | | | | | | |
| Food Pride | Honeysuckle | | | | 1.29 | | | | | | | | | | | | | |
| Fresh Thyme | Fresh Thyme | | | | 1.39 | | | | | | | | | | | | | |
| | Maple Leaf | | | | | | | | | | | | 2.99 | | | | | |
| Garden Fresh | Mountain Valley | halal | | | | | | | | | | | | | | 7.05 | | |
| | Maple Leaf | | | | | | | | | | | | 2.98 | | | | | |
| | Tyson | ABF | | | | | | 2.40 | | | | | | | | | | |
| | Festive | | | | 1.98 | | | | | | | | | | | | | |
| | Top Bee | | | | | | | | 2.98 | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

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

Thanksgiving 2018
MISCELLANEOUS POULTRY

| State | Supermarket | Label | Type (regular unless noted) | Turkey Breast | | CHICKEN | | | | | | Duckling | | Goose | Pheasant | Quail | Rabbit | | |
|---------------------|------------------------------------|---------------|--------------------------------------|---------------|--------|---------|-------------|--------|-----------|-----------|-------|----------|-------|--------|-----------|--------|--------|--------|--|
| | | | | bone-in | | Roaster | Cornish Hen | | Hens | Capon | Liver | Gizzard | fresh | frozen | frsh/frzn | frozen | frozen | frozen | |
| | | | | fresh | frozen | fresh | fresh | frozen | frsh/frzn | frsh/frzn | fresh | | | | | | | | |
| IL <i>(cont)</i> | Garden Fresh <i>(continued)</i> | n/i | | | | | | | | 1.98 | | 0.98 | 0.98 | | | | | 2.98 | |
| | | Whetstone | | | | | | | | | | | | | | | | | |
| | | Minowa | | | | | | | | | | | | | | | | | |
| | Gordon Food | Turkey Valley | | | | | | | | | | | | | | | | | |
| | Heinen's | Heinen's | | | 3.99 | | | | | | | | | | | | | | |
| | Hy-Vee | Honeysuckle | | | | | | | | | | | | | | | | | |
| | | Hy-Vee | | | | | 1.49 | | | | | | | | | | | | |
| | IGA Houchen's | Honeysuckle | | | | | | | | | | | | | | | | | |
| | IGA Stores - IL/IN | Honeysuckle | | | | | | | | | | | | | | | | | |
| | | Tyson | ABF | | | | | | | | | | | | | | | | |
| | Jewel-Osco | Jennie-O | | | | | | | | | | | | | | | | | |
| | | Butterball | | | 2.99 | | | | | | | | | | | | | | |
| | | Perdue | ABF | | 2.79 | | | | | | | | | | | | | | |
| | | Tyson | ABF | | | | | | | | | | | | | | | | |
| | Kirby Foods IGA | Tyson | | | | | | | | | | | | | | | | | |
| | Kroger Central | n/i | | | | | | | | | | | | | | | | | |
| | | Butterball | | | | | | | | | | | | | | | | | |
| | Kroger Mid-South | n/i | | | | | | | | | | | | | | | | | |
| | | Perdue | ABF | | | | | | | | | | | | | | | | |
| | Mariano's | Honeysuckle | | | | | | | | | | | | | | | | | |
| | | Perdue | ABF | | | | | | | | | | | | | | | | |
| | Pete's Fresh Mrkt | n/i | | | | | | | | | | | | | | | | | |
| | | Jennie-O | | | | | | | | | | | | | | | | | |
| | | Honeysuckle | | | | | | | | | | | | | | | | | |
| | | Perdue | ABF | | | | | | | | | | | | | | | | |
| | | Maple Leaf | | | | | | | | | | | | | | | | | |
| | Plum Market | Bell & Evans | ABF | | 5.99 | | | | | | | | | | | | | | |
| | | D'Artagnan | ABF | | | | | | | | | | | | | | | | |
| | Price Le\$\$ Foods IGA | Honeysuckle | | | | | | | | | | | | | | | | | |
| | Piggly Wiggly MW | Butterball | | | | | | | | | | | | | | | | | |
| | n/i | | | | | | | | | | | | | | | | | | |
| | Tyson | ABF | | | | | | | | | | | | | | | | | |
| | Maple Leaf | | | | | | | | | | | | | | | | | | |
| Sam's Club | Honeysuckle | boneless | | | | | | | | | | | | | | | | | |
| Save-a-Lot | Honeysuckle | | | | | | | | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

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

Thanksgiving 2018
MISCELLANEOUS POULTRY

| State | Supermarket | Label | Type (regular unless noted) | Turkey Breast | | CHICKEN | | | | | | Duckling | | Goose | Pheasant | Quail | Rabbit | |
|---------------------|---------------------|---------------|--------------------------------------|---------------|--------|---------|-------------|--------|-----------|-----------|-------|----------|-------|-------|----------|-------|--------|--------|
| | | | | bone-in | | Roaster | Cornish Hen | | Hens | Capon | Liver | Gizzard | fresh | | | | | frozen |
| | | | | fresh | frozen | fresh | fresh | frozen | frsh/frzn | frsh/frzn | fresh | | | | | | | |
| IL <i>(cont)</i> | Schnuck's | Honeysuckle | | 2.99 | | | | | | | | | | | | | | |
| | | Perdue | ABF | 2.99 | | | | | | | | | | | | | | |
| | | Maple Leaf | | | | | | | | | | 3.99 | | | | | | |
| | Shop & Save Market | Jennie-O | | | 1.49 | | | | | | | | | | | | | |
| | | Chef's Choice | | | | | | 1.99 | | | | | | | | | | |
| | | Maple Leaf | | | | | | | | | | | 2.99 | | | | | |
| | | n/i | | | | | | | | | 0.99 | 0.99 | | | | | | |
| | Sullivan's Foods | Jennie-O | | | 1.39 | | | | | | | | | | | | | |
| | Sunset Foods | n/i | | | | | | 2.40 | | | | | | | | | | |
| | The Fresh Market | TFM | ABF | 4.99 | | | | | | | | | | | | | | |
| | | TFM | ABF; bnls | 5.99 | | | | | | | | | | | | | | |
| | Tony's Finer Foods | Perdue | ABF | | | | 0.99 | | | | | | | | | | | |
| | | Tyson | ABF | | | | | | 2.80 | | | | | | | | | |
| | | n/i | | | | | | | | | 1.29 | 1.29 | | | | | | |
| | | Jennie-O | | | | 1.49 | | | | | | | | | | | | |
| | Valli Produce | Maple Leaf | | | | | | | | | | | | 2.99 | | | | |
| | | n/i | | | | 1.99 | | | 1.99 | | | | | | | | | |
| | | Honeysuckle | | | | 1.69 | | | | | | | | | | | | |
| | | Maple Leaf | | | | | | | | | | | | 2.99 | | | | |
| | Walmart | n/i | | | | 1.68 | | | | | | | | | | | | |
| Walt's Food Cntr | Jennie-O | | | | 1.59 | | | | | | | | | | | | | |
| | n/i | | | | | | | | | | | | 2.99 | | | | | |
| WFM Midwest | n/i | ABF | 4.99 | | | | | | | | | | | | | | | |
| IN | Al's Supermarkets | Honeysuckle | | 2.79 | 1.59 | | | | | | | | | | | | | |
| | ALDI | Honeysuckle | | | 1.39 | | | | | | | | | | | | | |
| | | Kirkwood | | | | | | | | | | | 2.49 | | | | | |
| | County Market | Jennie-O | | | 1.29 | | | | | | | | | | | | | |
| | | Tyson | ABF | | | | | 2.66 | | | | | | | | | | |
| | County Market NFI | Jennie-O | | 2.19 | | | | | | | | | | | | | | |
| | Dollar General Mrkt | Jennie-O | | | 0.95 | | | | | | | | | | | | | |
| | Fresh Encounter | n/i | | | 1.49 | | | | | | | | | | | | | |
| | Fresh Thyme | Fresh Thyme | | | 1.39 | | | | | | | | | | | | | |
| | | Maple Leaf | | | | | | | | | | | 2.99 | | | | | |
| | Giant Eagle | Honeysuckle | | | 1.69 | | | | | | | | | | | | | |
| | | Giant Eagle | | | 2.99 | | 1.39 | | | | | | | | | | | |
| | Nature's Basket | ABF | 5.99 | | | | | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

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

Thanksgiving 2018
MISCELLANEOUS POULTRY

| State | Supermarket | Label | Type (regular unless noted) | Turkey Breast | | CHICKEN | | | | | | Duckling | | Goose | Pheasant | Quail | Rabbit | |
|---------------------|------------------------|--------------------|--------------------------------------|---------------|--------|---------|-------------|--------|-----------|-----------|-------|----------|-------|-------|----------|-------|--------|--------|
| | | | | bone-in | | Roaster | Cornish Hen | | Hens | Capon | Liver | Gizzard | fresh | | | | | frozen |
| | | | | fresh | frozen | fresh | fresh | frozen | frsh/frzn | frsh/frzn | fresh | | | | | | | |
| IN <i>(cont)</i> | Giant Eagle | Tyson | ABF | | | | | 2.80 | | | | | | | | | | |
| | <i>(continued)</i> | n/i | | | | | | | | 4.99 | | | 3.69 | | | | | |
| | Gordon Food | Turkey Valley | | | 1.99 | | | | | | | | | | | | | |
| | Harding's | Open Acres | | | 1.59 | | | | | | | | | | | | | |
| | Harvest Supermarkets | n/i | | | | | | 1.29 | | | | | | | | | | |
| | Holiday Foods | Festive | | | 1.19 | | | | | | | | | | | | | |
| | IGA Houchen's | Honeysuckle | | | 1.49 | | | | | | | | | | | | | |
| | IGA Stores - IL/IN | Honeysuckle | | | 1.39 | | | | | | | | | | | | | |
| | | Tyson | ABF | | | | | 3.49 | | | | | | | | | | |
| | IGA Stores - OH/KY | Pride of the Farm | | | 1.49 | | | | | | | | | | | | | |
| | | O'Mara's | | | | | | | 1.39 | | | | | | | | | |
| | Jay C Foods | n/i | | | 1.49 | | | | | | | | | | | | | |
| | | Simple Truth | ABF | | | | | 3.19 | | | | | | | | | | |
| | Jewel-Osco | Jennie-O | | | 1.99 | | | | | | | | | | | | | |
| | | Butterball | | | 2.99 | | | | | | | | | | | | | |
| | | Perdue | ABF | | 2.79 | | | | | | | | | | | | | |
| | | Tyson | ABF | | | | | 2.65 | | | | | | | | | | |
| | Kirby Foods IGA | Tyson | | | | | | 3.49 | | | | | | | | | | |
| | Kroger Central | n/i | | | 1.49 | | | | | | | | | | | | | |
| | | Butterball | | | 1.89 | | | | | | | | | | | | | |
| | Kroger Cincinnati | n/i | | | 1.49 | | | | | | | | | | | | | |
| | Kroger Mid-South | n/i | | | 1.49 | | | | | | | | | | | | | |
| | | Perdue | ABF | | | | 0.99 | | | | | | | | | | | |
| | Martin's Super Mrkt | Honeysuckle | | | 2.79 | | | | | | | | | | | | | |
| | Miller's Markets | Honeysuckle | | | 1.19 | | | | | | | | | | | | | |
| | New Market | Essential Everyday | | | 1.39 | | | | | | | | | | | | | |
| | | Honeysuckle | | | 1.39 | | | | | | | | | | | | | |
| | Price Le\$\$ Foods IGA | Honeysuckle | | | 0.98 | | | | | | | | | | | | | |
| | Sam's Club | Honeysuckle | boneless | | 2.37 | | | | | | | | | | | | | |
| | Save-a-Lot | Honeysuckle | | | 1.29 | | | | | | | | | | | | | |
| | Schnuck's | Honeysuckle | | | 2.99 | | | | | | | | | | | | | |
| | | Perdue | ABF | | 2.99 | | | | | | | | 3.99 | | | | | |
| | | Maple Leaf | | | | | | | | | | | | | | | | |
| Strack & VanTil | Perdue | ABF | | | | 1.49 | | | | | | | | | | | | |
| | n/i | | | 1.99 | | | | | | | | | | | | | | |
| | Maple Leaf | | | | | | | | | | | | 2.99 | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

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

Thanksgiving 2018
MISCELLANEOUS POULTRY

| State | Supermarket | Label | Type (regular unless noted) | Turkey Breast | | CHICKEN | | | | | | Duckling | | Goose | Pheasant | Quail | Rabbit | | |
|---------------------|---------------------------------------|---------------|--------------------------------------|---------------|--------|---------|-------------|--------|-----------|-----------|-------|----------|-------|--------|-----------|--------|--------|--------|------|
| | | | | bone-in | | Roaster | Cornish Hen | | Hens | Capon | Liver | Gizzard | fresh | frozen | frsh/frzn | frozen | frozen | frozen | |
| | | | | fresh | frozen | fresh | fresh | frozen | frsh/frzn | frsh/frzn | fresh | | | | | | | | |
| IN <i>(cont)</i> | Strack & VanTil <i>(continued)</i> | Honeysuckle | | 2.49 | | | | | | | | | | | | | | | |
| | | Butterball | | 3.49 | | | | | | | | | | | | | | | |
| | The Fresh Market | TFM | ABF | 4.99 | | | | | | | | | | | | | | | |
| | | TFM | ABF; bns | 5.99 | | | | | | | | | | | | | | | |
| | Walmart | n/i | | | 1.68 | | | | | | | | | | | | | | |
| | Walt's Food Cntr | Jennie-O | | | 1.59 | | | | | | | | | | | | | | |
| | | n/i | | | | | | | | | | | 2.99 | | | | | | |
| | Wesselman's | Festive | | | 1.29 | | | | | | | | | | | | | | |
| | | n/i | | | 1.49 | | | | | | | | | | | | | | |
| WFM Midwest | n/i | ABF | 4.99 | | | | | | | | | | | | | | | | |
| MI | ALDI | Honeysuckle | | | 1.39 | | | | | | | | | | | | | | |
| | | Kirkwood | | | | | | | | | | | 2.49 | | | | | | |
| | AW Grocers | Festive | | | 1.29 | | | | | | | | | | | | | | |
| | | Maple Leaf | | | | | | | | | | | | 2.99 | | | | | |
| | Busch's | Honeysuckle | | | 1.39 | | | | | | | | | | | | | | |
| | | County Market | Jennie-O | | | 1.29 | | | | | | | | | | | | | |
| | D&W Fresh Mrkt | Tyson | ABF | | | | | 2.66 | | | | | | | | | | | |
| | | n/i | | | | BOGO | | | | | | | | | | | | | |
| | Family Fare | n/i | | | BOGO | | | | | | | | | | | | | | |
| | Food Pride | Open Acres | | | 1.19 | | | | | | | | | | | | | | |
| | Fresh Thyme | Fresh Thyme | | | 1.39 | | | | | | | | | | | | | | |
| | | Maple Leaf | | | | | | | | | | | | 2.99 | | | | | |
| | Glory Supermarket | n/i | | | 1.98 | | | | | | | 1.29 | | 2.99 | | | | | 3.99 |
| | | Tyson | ABF | | | | | 2.80 | | | | | | | | | | | |
| | Gordon Food | Turkey Valley | | | 1.99 | | | | | | | | | | | | | | |
| | Harding's | Open Acres | | | 1.59 | | | | | | | | | | | | | | |
| | Hollywood Markets | n/i | | | 3.99 | | | | | | | | | | | | | | |
| | Jack's Market | n/i | | | | | | | | | | 0.99 | 0.99 | | | | | | |
| | Kroger Central | n/i | | | 1.49 | | | | | | | | | | | | | | |
| | | Butterball | | | 1.89 | | | | | | | | | | | | | | |
| | Kroger Columbus | Honeysuckle | | | 1.49 | | | | | | | | | | | | | | |
| Kroger Michigan | Honeysuckle | | | 1.79 | | | | | | | | | | | | | | | |
| Martin's Super Mrkt | Honeysuckle | | | 2.79 | | | | | | | | | | | | | | | |
| Miller's Markets | Honeysuckle | | | 1.19 | | | | | | | | | | | | | | | |
| Plum Market | Bell & Evans | ABF | | 5.99 | | | 5.99 | | | | | | | | | | | | |
| | D'Artagnan | ABF | | | | | | | | | | 6.99 | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

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

Thanksgiving 2018
MISCELLANEOUS POULTRY

| State | Supermarket | Label | Type (regular unless noted) | Turkey Breast | | CHICKEN | | | | | | Duckling | | Goose | Pheasant | Quail | Rabbit | |
|---------------------|---------------------|-------------------|--------------------------------------|---------------|--------|---------|-------------|--------|-----------|-----------|-------|----------|-------|--------|-----------|--------|--------|--------|
| | | | | bone-in | | Roaster | Cornish Hen | | Hens | Capon | Liver | Gizzard | fresh | frozen | frsh/frzn | frozen | frozen | frozen |
| | | | | fresh | frozen | fresh | fresh | frozen | frsh/frzn | frsh/frzn | fresh | | | | | | | |
| MI <i>(cont)</i> | Polly's Market | n/i | | | 0.99 | | | | | | | | | | | | | |
| | | Perdue | ABF | | | 0.79 | | | | | | | | | | | | |
| | | Ric's Food Center | Honeysuckle | | | 1.59 | | | | | | | | | | | | |
| | | Sam's Club | Honeysuckle | boneless | | 2.37 | | | | | | | | | | | | |
| | | Save-a-Lot | Honeysuckle | | | 1.29 | | | | | | | | | | | | |
| | | Spartan Stores | n/i | | | 1.29 | | | | | | | | | | | | |
| | | Tyson | | | | | | 2.80 | | | | | | | | | | |
| | | Bell & Evans | | ABF | 4.49 | | | | | | | | | | | | | |
| | | Super One Foods | Honeysuckle | | | 1.49 | | | | | | | | | | | | |
| | | Tadych's | Open Acres | | | 1.39 | | | | | | | | | | | | |
| | | Tom's/Oleson's | Open Acres | | | 1.29 | 1.39 | | | | | | | | | | | |
| | | | n/i | | | 1.39 | | | | | | | | | | | | |
| | | Valuland | n/i | | | BOGO | | | | | | | | | | | | |
| | | VG's Grocery | n/i | | | BOGO | | | | | | | | | | | | |
| | | Walmart | n/i | | | 1.68 | | | | | | | | | | | | |
| | | Westborn Market | n/i | | | 2.99 | | | | | | | | | | | | |
| | WFM Midwest | n/i | ABF | | 4.99 | | | | | | | | | | | | | |
| MN | ALDI | Honeysuckle | | | 1.39 | | | | | | | | | | | | | |
| | | Kirkwood | | | | | | | | | | | 2.49 | | | | | |
| | AW Grocers | Festive | | | 1.29 | | | | | | | | | | | | | |
| | | Tyson | | ABF | | | | 2.90 | | | | | | | | | | |
| | | Maple Leaf | | | | | | | | | | | 2.99 | | | | | |
| | Cash Wise | Culver | | | | | | | | | | | 2.88 | | | | | |
| | Coborn's | Culver | | | | | | | | | | | 2.88 | | | | | |
| | County Market | Jennie-O | | | 1.29 | | | | | | | | | | | | | |
| | | Tyson | | ABF | | | | 2.66 | | | | | | | | | | |
| | Cub Foods | Honeysuckle | | | | 1.49 | | | | | | | | | | | | |
| | Dick's Fresh Market | n/i | | | | 1.29 | | | | | | | | | | | | |
| | | Tyson | | ABF | | | | 2.66 | | | | | | | | | | |
| | Econofoods | n/i | | | | BOGO | | | | | | | | | | | | |
| | Family Fare | n/i | | | | BOGO | | | | | | | | | | | | |
| | Family Fresh Market | n/i | | | | BOGO | | | | | | | | | | | | |
| | Fareway | Fareway | | | | 0.99 | | | | | | | | | | | | |
| | Festival | Butterball | | | | 1.49 | | | | | | | | | | | | |
| | Food Pride | Open Acres | | | | 1.19 | | | | | | | | | | | | |
| Fresh Thyme | Fresh Thyme | | | | 1.39 | | | | | | | | | | | | | |
| | Maple Leaf | | | | | | | | | | | 2.99 | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

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

Thanksgiving 2018
MISCELLANEOUS POULTRY

| State | Supermarket | Label | Type (regular unless noted) | Turkey Breast | | CHICKEN | | | | | | Duckling | | Goose | Pheasant | Quail | Rabbit | | |
|---------------------|---------------------|--------------------|--------------------------------------|----------------|--------|---------|-------------|--------|-----------|-----------|-------|----------|-------|--------|-----------|--------|--------|--------|--|
| | | | | bone-in | | Roaster | Cornish Hen | | Hens | Capon | Liver | Gizzard | fresh | frozen | frsh/frzn | frozen | frozen | frozen | |
| | | | | fresh | frozen | fresh | fresh | frozen | frsh/frzn | frsh/frzn | fresh | | | | | | | | |
| MN <i>(cont)</i> | Hornbacher's | Honeysuckle | | | 1.49 | | | | | | | | | | | | | | |
| | | Essential Everyday | | | 1.49 | | | | | | | | | | | | | | |
| | Hugo's | Tyson | | | | | 2.33 | | | | | | | | | | | | |
| | | Open Acres | | | | 1.49 | | | | | | | | | | | | | |
| | Hy-Vee | Honeysuckle | | | | 1.69 | | | | | | | | | | | | | |
| | | Hy-Vee | | | | | 1.49 | | | | | | | | | | | | |
| | Lunds & Byerly's | Lunds & Byerly's | | | 3.99 | | | | | | | | | | | | | | |
| | Marketplace Foods | Open Acres | | | | 1.48 | | | | | | | | | | | | | |
| | Maynard's | Festive | | | | 1.49 | | | | | | | | | | | | | |
| | | Tyson | | | | | | 3.20 | | | | | | | | | | | |
| | Natural Grocers | Mary's | | ABF organic | 6.99 | | | | | | | | | | | | | | |
| | Nilssen's | Open Acres | | | | 1.19 | | | | | | | | | | | | | |
| | Quillin's | Jennie-O | | | | 1.49 | | | | | | | | | | | | | |
| | | Maple Leaf | | | | | | | | | | | | 2.79 | | | | | |
| | Sam's Club | Honeysuckle | | boneless | | 2.37 | | | | | | | | | | | | | |
| | Save-a-Lot | Honeysuckle | | | | 1.29 | | | | | | | | | | | | | |
| | Sun Mart | n/i | | | | BOGO | | | | | | | | | | | | | |
| | Sunshine Foods | Festive | | | | 1.49 | | | | | | | | | | | | | |
| | Super One Foods | Honeysuckle | | | | 1.49 | | | | | | | | | | | | | |
| | SuperVALU Stores | Festive | | | | 1.18 | | | | | | | | | | | | | |
| Jennie-O | | | | 1.29 | | | | | | | | | | | | | | | |
| Teal's Market | Tyson | | | | | 2.66 | | | | | | | | | | | | | |
| | Festive | | | 1.29 | | | | | | | | | | | | | | | |
| Walmart | n/i | | | 1.68 | | | | | | | | | | | | | | | |
| WFM Midwest | n/i | ABF | 4.99 | | | | | | | | | | | | | | | | |
| ND | Albert/Safe. Mount. | Jennie-O | | 2.79 | | | | | | | | | | | | | | | |
| | AW Grocers | Festive | | | 1.29 | | | | | | | | | | | | | | |
| | | Maple Leaf | | | | | | | | | | | 2.99 | | | | | | |
| | Cash Wise | Culver | | | | | | | | | | 2.88 | | | | | | | |
| | Dan's Supermarket | n/i | | | BOGO | | | | | | | | | | | | | | |
| | Family Fare | n/i | | | BOGO | | | | | | | | | | | | | | |
| | Food Pride | Open Acres | | | 1.19 | | | | | | | | | | | | | | |
| | Hornbacher's | Honeysuckle | | | 1.49 | | | | | | | | | | | | | | |
| | | Essential Everyday | | | 1.49 | | | | | | | | | | | | | | |
| | Hugo's | Tyson | | | | | 2.33 | | | | | | | | | | | | |
| | | Open Acres | | | 1.49 | | | | | | | | | | | | | | |
| Marketplace Foods | Open Acres | | | 1.48 | | | | | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

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

**Thanksgiving 2018
MISCELLANEOUS POULTRY**

| State | Supermarket | Label | Type (regular unless noted) | Turkey Breast | | CHICKEN | | | | | | Duckling | | Goose | Pheasant | Quail | Rabbit | |
|---------------------|---------------------|-------------------|--------------------------------------|---------------|--------|---------|-------------|--------|-----------|-----------|-------|----------|-------|--------|-----------|--------|--------|--------|
| | | | | bone-in | | Roaster | Cornish Hen | | Hens | Capon | Liver | Gizzard | fresh | frozen | frsh/frzn | frozen | frozen | frozen |
| | | | | fresh | frozen | fresh | fresh | frozen | frsh/frzn | frsh/frzn | fresh | | | | | | | |
| ND <i>(cont)</i> | Miller's Fresh | Open Acres | | | 1.39 | | | | | | | | | | | | | |
| | Natural Grocers | Mary's | organic | 6.99 | | | | | | | | | | | | | | |
| | Sam's Club | Honeysuckle | boneless | | 2.37 | | | | | | | | | | | | | |
| | SuperVALU Stores | Festive | | | 1.18 | | | | | | | | | | | | | |
| | | Jennie-O | | | 1.29 | | | | | | | | | | | | | |
| | | Tyson | | | | | | 2.66 | | | | | | | | | | |
| | Teal's Market | Festive | | | 1.29 | | | | | | | | | | | | | |
| Walmart | n/i | | | 1.68 | | | | | | | | | | | | | | |
| NE | Albert/Safe. Denver | Pride of the Farm | | | 1.49 | | | | | | | | | | | | | |
| | | Honeysuckle | | | 1.99 | | | | | | | | | | | | | |
| | | Tyson | | | | | | 2.00 | | | | | | | | | | |
| | ALDI | Honeysuckle | | | 1.39 | | | | | | | | | | | | | |
| | | Kirkwood | | | | | | | | | | | 2.49 | | | | | |
| | Apple Markets | Honeysuckle | | | 1.49 | | | | | | | | | | | | | |
| | | Tyson | | | | | | 3.20 | | | | | | | | | | |
| | | n/i | | | | | | | | | | | | 2.99 | | | | |
| | AW Grocers | Festive | | | 1.29 | | | | | | | | | | | | | |
| | | Tyson | ABF | | | | | 2.90 | | | | | | | | | | |
| | | Maple Leaf | | | | | | | | | | | | 2.99 | | | | |
| | Baker's | n/i | | | 1.49 | | | | | | | | | | | | | |
| | | Honeysuckle | | | | BOGO | | | | | | | | | | | | |
| | Family Fare | n/i | | | | BOGO | | | | | | | | | | | | |
| | Family Fresh Market | n/i | | | | BOGO | | | | | | | | | | | | |
| | Fareway | Fareway | | | 0.99 | | | | | | | | | | | | | |
| | Food Pride | Open Acres | | | 1.19 | | | | | | | | | | | | | |
| | Fresh Thyme | Fresh Thyme | | | 1.39 | | | | | | | | | | | | | |
| | | Maple Leaf | | | | | | | | | | | | 2.99 | | | | |
| | Hy-Vee | Honeysuckle | | | 1.69 | | | | | | | | | | | | | |
| | | Hy-Vee | | | | | 1.49 | | | | | | | | | | | |
| | Natural Grocers | Mary's | organic | 6.99 | | | | | | | | | | | | | | |
| | No Frills | n/i | | | | BOGO | | | | | | | | | | | | |
| | Sam's Club | Honeysuckle | boneless | | 2.37 | | | | | | | | | | | | | |
| | Sun Mart | n/i | | | | BOGO | | | | | | | | | | | | |
| | Super Saver | Festive | | | 0.98 | | | | | | | | | | | | | |
| | Thriftway Stores | Honeysuckle | | | 1.49 | | | | | | | | | | | | | |
| | Walmart | n/i | | | 1.68 | | | | | | | | | | | | | |
| | WFM Midwest | n/i | ABF | 4.99 | | | | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

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

Thanksgiving 2018
MISCELLANEOUS POULTRY

| State | Supermarket | Label | Type (regular unless noted) | Turkey Breast | | CHICKEN | | | | | | Duckling | | Goose | Pheasant | Quail | Rabbit | |
|-------|----------------------|---|--------------------------------------|---------------|--------|---------|-------------|--------|-----------|-----------|-------|----------|-------|--------|-----------|--------|--------|--------|
| | | | | bone-in | | Roaster | Cornish Hen | | Hens | Capon | Liver | Gizzard | fresh | frozen | frsh/frzn | frozen | frozen | frozen |
| | | | | fresh | frozen | fresh | fresh | frozen | frsh/frzn | frsh/frzn | fresh | | | | | | | |
| OH | Acme Fresh Market | Acme Fresh n/i | free-range | | 1.49 | | | | | | | | 2.99 | | | | | |
| | ALDI | Honeysuckle Kirkwood | | | 1.39 | | | | | | | | 2.49 | | | | | |
| | Buehler's | Honeysuckle Festive | | 2.99 | 1.49 | | | | | | | | | | | | | |
| | Dave's Market | n/i | | | 1.59 | 1.49 | | | | | | | | | | | | |
| | Dollar General Mrkt | Jennie-O | | | 0.95 | | | | | | | | | | | | | |
| | Dorothy Lane | DLM | | | 7.29 | | | | | | | | | | | | | |
| | Food Fair | Honeysuckle Butterball | | | 0.99 | 2.99 | | | | | | | | | | | | |
| | Fresh Encounter | n/i | | | 1.49 | | | | | | | | | | | | | |
| | Fresh Thyme | Fresh Thyme Maple Leaf | | | 1.39 | | | | | | | | | 2.99 | | | | |
| | Giant Eagle | Honeysuckle Giant Eagle Nature's Basket | | | 1.69 | 2.99 | 1.39 | | | | | | | | | | | |
| | | Tyson | | ABF | 5.99 | | | 2.80 | | | | | | | | | | |
| | | n/i | | ABF | | | | | | | 4.99 | | | 3.69 | | | | |
| | Gordon Food | Turkey Valley | | | 1.99 | | | | | | | | | | | | | |
| | Heinen's | Heinen's | | | 3.99 | | | | | | | | | | | | | |
| | IGA Houchen's | Honeysuckle | | | 1.49 | | | | | | | | | | | | | |
| | IGA Stores - OH/KY | Pride of the Farm O'Mara's | | | 1.49 | | | | | 1.39 | | | | | | | | |
| | IGA SpartanNash | n/i Open Acres | | | 0.97 | | 1.39 | | | | | | | | | | | |
| | Kroger Central | n/i Butterball | | | 1.49 | 1.89 | | | | | | | | | | | | |
| | Kroger Cincinnati | n/i | | | 1.49 | | | | | | | | | | | | | |
| | Kroger Columbus | Honeysuckle | | | 1.49 | | | | | | | | | | | | | |
| | Kroger Mid-Atlantic | n/i Butterball | | | 1.49 | 2.99 | | | | | | | | | | | | |
| | Miller's Markets | Honeysuckle | | | 1.19 | | | | | | | | | | | | | |
| | Piggly Wiggly Stores | Jennie-O n/i | | | 1.28 | 1.28 | | | | 0.98 | | | | | | | | |
| | Remke Markets | Honeysuckle | | | 2.29 | | | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

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

Thanksgiving 2018
MISCELLANEOUS POULTRY

| State | Supermarket | Label | Type (regular unless noted) | Turkey Breast | | CHICKEN | | | | | | Duckling | | Goose | Pheasant | Quail | Rabbit | |
|---------------------|---------------------|-------------------|--------------------------------------|---------------|--------|---------|-------------|--------|-----------|-----------|-------|----------|-------|--------|-----------|--------|--------|--------|
| | | | | bone-in | | Roaster | Cornish Hen | | Hens | Capon | Liver | Gizzard | fresh | frozen | frsh/frzn | frozen | frozen | frozen |
| | | | | fresh | frozen | fresh | fresh | frozen | frsh/frzn | frsh/frzn | fresh | | | | | | | |
| OH <i>(cont)</i> | Riesbeck's | Honeysuckle | | | 1.59 | | | | | | | | | | | | | |
| | | Gerber's | ABF | | | 1.69 | | | | | | | | | | | | |
| | Sam's Club | Honeysuckle | boneless | | 2.37 | | | | | | | | | | | | | |
| | Save-a-Lot | Honeysuckle | | | 1.29 | | | | | | | | | | | | | |
| | Shop'n Save | Honeysuckle | | | 1.79 | | | | | | | | | | | | | |
| | | Tyson | ABF | | | 1.79 | | | | | | | | | | | | |
| | | n/i | | | | 1.29 | | | | | | | | | | | | |
| | SuperVALU Stores | Honeysuckle | | | 1.19 | | | | | | | | | | | | | |
| | The Fresh Market | TFM | ABF | 4.99 | | | | | | | | | | | | | | |
| | | TFM | ABF; bnls | 5.99 | | | | | | | | | | | | | | |
| Walmart | n/i | | | 1.68 | | | | | | | | | | | | | | |
| WFM Mid-Atlantic | Pitman Farms | ABF | | | | | | | | | 4.99 | | 6.99 | | | | | |
| SD | Albert/Safe. Denver | Pride of the Farm | | | 1.49 | | | | | | | | | | | | | |
| | | Honeysuckle | | | 1.99 | | | | | | | | | | | | | |
| | | Tyson | | | | | 2.00 | | | | | | | | | | | |
| | ALDI | Honeysuckle | | | 1.39 | | | | | | | | | | | | | |
| | | Kirkwood | | | | | | | | | | | 2.49 | | | | | |
| | AW Grocers | Festive | | | 1.29 | | | | | | | | | | | | | |
| | | Tyson | ABF | | | | 2.90 | | | | | | | | | | | |
| | | Maple Leaf | | | | | | | | | | | | 2.99 | | | | |
| | Buche Foods | Festive | | | 1.49 | | | | | | | | | | | | | |
| | Coborn's | Culver | | | | | | | | | | | | 2.88 | | | | |
| | Family Fare | n/i | | | BOGO | | | | | | | | | | | | | |
| | Fareway | Fareway | | | 0.99 | | | | | | | | | | | | | |
| | Hy-Vee | Honeysuckle | | | 1.69 | | | | | | | | | | | | | |
| | | Hy-Vee | | | | 1.49 | | | | | | | | | | | | |
| | IGA Markets | Jennie-O | | | 1.29 | | | | | | | | | | | | | |
| | | Tyson | ABF | | | | | 2.66 | | | | | | | | | | |
| | Ken's Super Fair | Maple Leaf | | | | | | | | | | | | 2.79 | | | | |
| | | Festive | | | 1.39 | | | | | | | | | | | | | |
| | Lynn's Dakotamart | Honeysuckle | | | 1.29 | | | | | | | | | | | | | |
| | Maynard's | Festive | | | 1.49 | | | | | | | | | | | | | |
| | | Tyson | ABF | | | | | 3.20 | | | | | | | | | | |
| | Sam's Club | Honeysuckle | boneless | | 2.37 | | | | | | | | | | | | | |
| | Sunshine Foods | Festive | | | 1.49 | | | | | | | | | | | | | |
| Teal's Market | Festive | | | 1.29 | | | | | | | | | | | | | | |
| Walmart | n/i | | | 1.68 | | | | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

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

Thanksgiving 2018
MISCELLANEOUS POULTRY

| State | Supermarket | Label | Type (regular unless noted) | Turkey Breast | | CHICKEN | | | | | | Duckling | | Goose | Pheasant | Quail | Rabbit | |
|------------|---------------------|---------------|--------------------------------------|---------------|--------|---------|-------------|--------|-----------|-----------|-------|----------|-------|--------|-----------|--------|--------|--------|
| | | | | bone-in | | Roaster | Cornish Hen | | Hens | Capon | Liver | Gizzard | fresh | frozen | frsh/frzn | frozen | frozen | frozen |
| | | | | fresh | frozen | fresh | fresh | frozen | frsh/frzn | frsh/frzn | fresh | | | | | | | |
| WI | ALDI | Honeysuckle | | | 1.39 | | | | | | | | | | | | | |
| | | Kirkwood | | | | | | | | | | | 2.49 | | | | | |
| | AW Grocers | Festive | | | 1.29 | | | | | | | | | | | | | |
| | | Tyson | ABF | | | | | 2.90 | | | | | | | | | | |
| | | Maple Leaf | | | | | | | | | | | 2.99 | | | | | |
| | Coborn's | Culver | | | | | | | | | | | 2.88 | | | | | |
| | County Market | Jennie-O | | | | 1.29 | | | | | | | | | | | | |
| | | Tyson | ABF | | | | | 2.66 | | | | | | | | | | |
| | Econofoods | n/i | | | | BOGO | | | | | | | | | | | | |
| | Family Fresh Market | n/i | | | | BOGO | | | | | | | | | | | | |
| | Festival Foods | Honeysuckle | | | | 1.19 | | | | | | | | | | | | |
| | | Nature Raised | ABF | | | | | | 3.20 | | | | | | | | | |
| | Food Pride | Open Acres | | | | 1.19 | | | | | | | | | | | | |
| | Fox Bros. PW | Butterball | | | | 0.99 | | | | | | | | | | | | |
| | | Maple Leaf | | | | | | | | | | | | 2.99 | | | | |
| | | Tyson | ABF | | | | | | 3.20 | | | | | | | | | |
| | Fresh Thyme | Fresh Thyme | | | | 1.39 | | | | | | | | | | | | |
| | | Maple Leaf | | | | | | | | | | | | 2.99 | | | | |
| | Gordon Food | Turkey Valley | | | | 1.99 | | | | | | | | | | | | |
| | Hansen's IGA | n/i | | | | 1.48 | | | | | | | | | | | | |
| | Marketplace Foods | Open Acres | | | | 1.48 | | | | | | | | | | | | |
| | Nilssen's | Open Acres | | | | 1.19 | | | | | | | | | | | | |
| | Pick'n Save | Honeysuckle | | | | 1.49 | | | | | | | | | | | | |
| | Piggly Wiggly MW | Butterball | | | | 0.99 | | | | | | | | | | | | |
| | | n/i | | | | 1.99 | | | | | | | | | | | | |
| | | Tyson | ABF | | | | | | 2.90 | | | | | | | | | |
| | | Maple Leaf | | | | | | | | | | | | 2.99 | | | | |
| | Quillin's | Jennie-O | | | | 1.49 | | | | | | | | | | | | |
| | | Maple Leaf | | | | | | | | | | | | 2.79 | | | | |
| | Sam's Club | Honeysuckle | boneless | | | 2.37 | | | | | | | | | | | | |
| Save-a-Lot | Honeysuckle | | | | 1.29 | | | | | | | | | | | | | |
| Schnuck's | Honeysuckle | | | 2.99 | | | | | | | | | | | | | | |
| | Perdue | ABF | | 2.99 | | | | | | | | | | | | | | |
| | Maple Leaf | | | | | | | | | | | 3.99 | | | | | | |
| Sendik's | Honeysuckle | | | | 1.69 | | | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

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

Thanksgiving 2018
MISCELLANEOUS POULTRY

| State | Supermarket | Label | Type (regular unless noted) | Turkey Breast | | CHICKEN | | | | | | Duckling | | Goose | Pheasant | Quail | Rabbit | |
|---------------------|-------------------------------------|-------------|--------------------------------------|---------------|--------|---------|-------------|--------|-----------|-----------|-------|----------|-------|--------|-----------|--------|--------|--------|
| | | | | bone-in | | Roaster | Cornish Hen | | Hens | Capon | Liver | Gizzard | fresh | frozen | frsh/frzn | frozen | frozen | frozen |
| | | | | fresh | frozen | fresh | fresh | frozen | frsh/frzn | frsh/frzn | fresh | | | | | | | |
| WI <i>(cont)</i> | Shurfine Food Center | Honeysuckle | ABF | | 1.38 | | | | | | | | | | | | | |
| | | Tyson | | | 1.49 | | 2.55 | | | | | | | | | | | |
| | | Maple Leaf | | | | | | | | | | | 2.89 | | | | | |
| | Super One Foods SuperVALU Stores | Honeysuckle | | | 1.49 | | | | | | | | | | | | | |
| | | Festive | | | 1.18 | | | | | | | | | | | | | |
| | | Jennie-O | | | 1.29 | | | | | | | | | | | | | |
| | Tadych's | Tyson | | | | | | 2.66 | | | | | | | | | | |
| | | Open Acres | | | 1.39 | | | | | | | | | | | | | |
| | Trig's | Butterball | | | 1.39 | | | | | | | | | | | | | |
| | Walmart | n/i | | | 1.68 | | | | | | | | | | | | | |
| | WFM Midwest | n/i | ABF | 4.99 | | | | | | | | | | | | | | |
| | Woodman's | Tyson | ABF | | | | | 1.82 | | | | | | | | | | |
| Honeysuckle | | | | 1.69 | | | | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

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

Thanksgiving 2018
MISCELLANEOUS POULTRY

| State | Supermarket | Label | Type (regular unless noted) | Turkey Breast | | CHICKEN | | | | | | Duckling | | Goose | Pheasant | Quail | Rabbit | |
|---|--------------------|-------------------|--------------------------------------|---------------|--------|---------|-------------|--------|-----------|-----------|-------|----------|-------|--------|-----------|--------|--------|--------|
| | | | | bone-in | | Roaster | Cornish Hen | | Hens | Capon | Liver | Gizzard | fresh | frozen | frsh/frzn | frozen | frozen | frozen |
| | | | | fresh | frozen | fresh | fresh | frozen | frsh/frzn | frsh/frzn | fresh | | | | | | | |
| SOUTH CENTRAL U.S. - AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT | | | | | | | | | | | | | | | | | | |
| AR | Albertsons Houston | Honeysuckle | | | BOGO | | | | | | | | | | | | | |
| | | Signature Farms | | | BOGO | | | | | | | | | | | | | |
| | | Butterball | | 3.49 | | | | | | | | | | | | | | |
| | ALDI | Honeysuckle | | | 1.39 | | | | | | | | | | | | | |
| | | Kirkwood | | | | | | | | | | | 2.49 | | | | | |
| | Bill's Cost Plus | n/i | | | | | | | 0.89 | | | | | | | | | |
| | Brookshire's | Buckley Farms | | | 1.99 | | | | | | | | | | | | | |
| | | Tyson | ABF | | | | | 2.66 | | | | | | | | | | |
| | | Butterball | smoked | | 3.49 | | | | | | | | | | | | | |
| | | Southern Hens | | | | | | | 0.99 | | | | | | | | | |
| | City Market | n/i | | | | | | | 1.28 | | | | | | | | | |
| | CV's Family Foods | n/i | | | 1.49 | | | | | | | | | | | | | |
| | Edward's FG | Honeysuckle | | | 1.58 | | | | | | | | | | | | | |
| | Food Giant | n/i | | | 0.99 | | | | 1.19 | | | | | | | | | |
| | | Pride of the Farm | | | 1.29 | | | | | | | | | | | | | |
| | G&W Foods | Honeysuckle | | | 1.79 | | | | | | | | | | | | | |
| | | n/i | | 2.49 | | | | | | | | | | | | | | |
| | | Tyson | ABF | | | | | 2.80 | | | | | | | | | | |
| | | Maple Leaf | | | | | | | | | | | 2.99 | | | | | |
| | | Perdue | ABF | | | 0.69 | | | | | | | | | | | | |
| | Hay's Supermarket | Honeysuckle | | | 1.98 | | | | | | | | | | | | | |
| | | n/i | | | | | | | 1.18 | | | | | | | | | |
| | Kroger Delta | n/i | | | 1.49 | | | | | | | | | | | | | |
| | PW Houchens | Honeysuckle | | | 1.58 | | | | | | | | | | | | | |
| | | n/i | | | | | | | 1.18 | | | | | | | | | |
| | Natural Grocers | Mary's | organic | 6.99 | | | | | | | | | | | | | | |
| | Rehkopf's | Tyson | ABF | | | | | 2.80 | | | | | | | | | | |
| | Sam's Club | Honeysuckle | boneless | | 2.37 | | | | | | | | | | | | | |
| | Save-a-Lot | Honeysuckle | | | 1.29 | | | | | | | | | | | | | |
| | Shoppers Value | n/i | | | 0.98 | | | | | | | | | | | | | |
| | The Fresh Market | TFM | ABF | 4.99 | | | | | | | | | | | | | | |
| | | TFM | ABF; bnls | 5.99 | | | | | | | | | | | | | | |
| | Walmart | n/i | | | 1.68 | | | | | | | | | | | | | |
| | WFM Southwest | n/i | ABF | 5.99 | | | | | | | | | | | | | | |
| | | n/i | ABF; bnls | 7.99 | | | | | | | | | | | | | | |
| | | Pitman Farms | ABF | | | | | | | | | | | 6.99 | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

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

Thanksgiving 2018
MISCELLANEOUS POULTRY

| State | Supermarket | Label | Type (regular unless noted) | Turkey Breast | | CHICKEN | | | | | | Duckling | | Goose | Pheasant | Quail | Rabbit | |
|--------------|--|---|---|---------------|--|---------|-------------|--------|------------------------------|-----------|-------|----------|--------------|-------|----------|-------|--------------|--------|
| | | | | bone-in | | Roaster | Cornish Hen | | Hens | Capon | Liver | Gizzard | fresh | | | | | frozen |
| | | | | fresh | frozen | fresh | fresh | frozen | frsh/frzn | frsh/frzn | fresh | | | | | | | |
| AR (cont) | WFM Southwest (continued) | Pitman Farms Texas Quail Farms | organic | | | | | | | | | | 5.99 | | | | 13.99 | |
| AZ | Albertsons SW Fry's IGA Family Markets Los Altos Markets Lowe's Market Natural Grocers Safeway SW Sam's Club Smith's Super 1 Foods Walmart WFM South. Pacific | Signature Farms n/i Honeysuckle n/i n/i Honeysuckle Butterball Butterball Southern Hens Mary's Signature Farms Honeysuckle Honeysuckle Southern Hens n/i n/i Diestel Diestel Mary's Mary's Mary's Macfarlane Nature's Rancher | organic smoked organic boneless ABF organic org; bnls ABF; bnls ABF organic ABF | | 1.69 1.49 1.49 1.59 2.99 3.79 6.99 1.69 2.37 1.49 1.68 5.99 7.99 8.99 6.99 6.99 | | | | | | | | | | | | | |
| CO | Affiliated Foods Albert/Safe. Denver Albert/Safe. Mount. Associated Food AW Grocers | Honeysuckle Southern Hens Tyson Maple Leaf Pride of the Farm Honeysuckle Tyson Jennie-O Honeysuckle Festive Tyson Maple Leaf | ABF ABF | | 1.49 1.49 1.99 2.79 1.29 1.29 | | | | 3.05 2.00 2.90 | | | | | | | | | |
| | | | | | | | | | | | | | 4.99 5.99 | | 6.99 | | 9.99 9.99 | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

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

Thanksgiving 2018
MISCELLANEOUS POULTRY

| State | Supermarket | Label | Type (regular unless noted) | Turkey Breast | | CHICKEN | | | | | | Duckling | | Goose | Pheasant | Quail | Rabbit | |
|---------------------|-------------------|---------------|--------------------------------------|---------------|--------|---------|-------------|--------|-----------|-----------|-------|----------|-------|--------|-----------|--------|--------|--------|
| | | | | bone-in | | Roaster | Cornish Hen | | Hens | Capon | Liver | Gizzard | fresh | frozen | frsh/frzn | frozen | frozen | frozen |
| | | | | fresh | frozen | fresh | fresh | frozen | frsh/frzn | frsh/frzn | fresh | | | | | | | |
| CO <i>(cont)</i> | King Soopers | n/i | | | 1.79 | | | | | | | | | | | | | |
| | | Tyson | ABF | | | | | 2.33 | | | | | | | | | | |
| | Lowe's Market | Honeysuckle | | | 1.59 | | | | | | | | | | | | | |
| | | Butterball | | | 2.99 | | | | | | | | | | | | | |
| | | Butterball | smoked | | | 3.79 | | | | | | | | | | | | |
| | Natural Grocers | Mary's | organic | | 6.99 | | | | | | | | | | | | | |
| | Ridley's | Honeysuckle | | | 0.99 | | | | | | | | | | | | | |
| | Sam's Club | Honeysuckle | boneless | | 2.37 | | | | | | | | | | | | | |
| | Save-a-Lot | Honeysuckle | | | 1.29 | | | | | | | | | | | | | |
| | Walmart | n/i | | | 1.68 | | | | | | | | | | | | | |
| WFM Rocky Mount. | n/i | ABF | | 5.99 | | | | | | | | | | | | | | |
| KS | Affiliated Foods | Honeysuckle | | | 1.49 | | | | | | | | | | | | | |
| | | Southern Hens | | | | | | | | | | | | | | | | |
| | | Tyson | ABF | | | | | 3.05 | | 1.29 | | | | | | | | |
| | | Maple Leaf | | | | | | | | | | 2.99 | | | | | | |
| | ALDI | Honeysuckle | | | 1.39 | | | | | | | | | | | | | |
| | | Kirkwood | | | | | | | | | | | 2.49 | | | | | |
| | Apple Markets | Honeysuckle | | | 1.49 | | | | | | | | | | | | | |
| | | Tyson | | | | | | | 3.20 | | | | | | | | | |
| | | n/i | | | | | | | | | | | 2.99 | | | | | |
| | Brothers Market | Honeysuckle | | | 1.49 | | | | | | | | | | | | | |
| | CV's Family Foods | n/i | | | 1.49 | | | | | | | | | | | | | |
| | Country Mart | Honeysuckle | | | 1.49 | | | | | | | | | | | | | |
| | | n/i | | | | | | | | | | | | 2.99 | | | | |
| | | Tyson | ABF | | | | | | 3.20 | | | | | | | | | |
| | Dillon's | n/i | | | 1.49 | | | | | | | | | | | | | |
| | | Honeysuckle | | | BOGO | | | | | | | | | | | | | |
| | Food Pride | Honeysuckle | | | 1.29 | | | | | | | | | | | | | |
| | G&W Foods | Honeysuckle | | | 1.79 | | | | | | | | | | | | | |
| | n/i | | | 2.49 | | | | | | | | | | | | | | |
| | Tyson | ABF | | | | | | 2.80 | | | | | | | | | | |
| | Maple Leaf | | | | | | | | | | | 2.99 | | | | | | |
| | Perdue | ABF | | | | 0.69 | | | | | | | | | | | | |
| Hen House | Honeysuckle | | | 1.69 | | | | | | | | | | | | | | |
| | Tyson | ABF | | | | | | 3.11 | | | | | | | | | | |
| | n/i | | | | | | | | | | | 3.29 | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

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

Thanksgiving 2018
MISCELLANEOUS POULTRY

| State | Supermarket | Label | Type (regular unless noted) | Turkey Breast | | CHICKEN | | | | | | Duckling | | Goose | Pheasant | Quail | Rabbit | |
|---------------------|---------------------|-------------------|--------------------------------------|---------------|--------|---------|-------------|--------|-----------|-----------|-------|----------|-------|--------|-----------|--------|--------|--------|
| | | | | bone-in | | Roaster | Cornish Hen | | Hens | Capon | Liver | Gizzard | fresh | frozen | frsh/frzn | frozen | frozen | frozen |
| | | | | fresh | frozen | fresh | fresh | frozen | frsh/frzn | frsh/frzn | fresh | | | | | | | |
| KS <i>(cont)</i> | Hy-Vee | Honeysuckle | | | 1.69 | | | | | | | | | | | | | |
| | | Hy-Vee | | | | 1.49 | | | | | | | | | | | | |
| | Lowe's Market | Honeysuckle | | | 1.59 | | | | | | | | | | | | | |
| | | Butterball | | | 2.99 | | | | | | | | | | | | | |
| | | Butterball | smoked | | 3.79 | | | | | | | | | | | | | |
| | | Southern Hens | | | | | | | 1.49 | | | | | | | | | |
| | Natural Grocers | Mary's | organic | | 6.99 | | | | | | | | | | | | | |
| | Price Chopper | Tyson | ABF | | | | | 2.60 | | | | | | | | | | |
| | Pyramid Foods | Tyson | ABF | | | | | 2.40 | | | | | | | | | | |
| | | Honeysuckle | | | | 1.49 | | | | | | | | | | | | |
| | Sam's Club | Honeysuckle | boneless | | | 2.37 | | | | | | | | | | | | |
| | Save-a-Lot | Honeysuckle | | | | 1.29 | | | | | | | | | | | | |
| | Sun Fresh | Honeysuckle | | | | 1.49 | | | | | | | | | | | | |
| | | Tyson | ABF | | | | | 3.20 | | | | | | | | | | |
| | | n/i | | | | | | | | | | | 2.99 | | | | | |
| | Thriftway Stores | Honeysuckle | | | | 1.49 | | | | | | | | | | | | |
| Walmart | n/i | | | | 1.68 | | | | | | | | | | | | | |
| WFM Rocky Mount. | n/i | ABF | | | 5.99 | | | | | | | | | | | | | |
| Woods Supermarket | Honeysuckle | | | | 1.67 | | | | | | | | | | | | | |
| LA | AG Baton Rouge | Southern Hens | | | | | | | 0.99 | | | | | | | | | |
| | | Pride of the Farm | | | 1.19 | | | | | | | | | | | | | |
| | Albertsons Houston | Honeysuckle | | | BOGO | | | | | | | | | | | | | |
| | | Signature Farms | | | BOGO | | | | | | | | | | | | | |
| | Breaux Mart | Pride of the Farm | | | 0.99 | | | | | | | | | | | | | |
| | | Long Island | | | | | | | | | | | 2.39 | | | | | |
| | Brookshire's | Buckley Farms | | | 1.99 | | | | | | | | | | | | | |
| | | Tyson | ABF | | | | | 2.66 | | | | | | | | | | |
| | | Butterball | smoked | | | 3.49 | | | | | | | | | | | | |
| | | Southern Hens | | | | | | | 0.99 | | | | | | | | | |
| | County Market | Jennie-O | | | | 1.29 | | | | | | | | | | | | |
| | | Tyson | ABF | | | | | 2.66 | | | | | | | | | | |
| | Dollar General Mrkt | Jennie-O | | | | 0.95 | | | | | | | | | | | | |
| | Brookshire Bros. | Pride of the Farm | | | | 1.77 | | | | | | | | | | | | |
| Kroger Texas | n/i | | | | 1.49 | | | | | | | | | | | | | |
| | Honeysuckle | | | | 1.49 | | | | | | | | | | | | | |
| Market Basket | n/i | | | | | | | 0.77 | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

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

Thanksgiving 2018
MISCELLANEOUS POULTRY

| State | Supermarket | Label | Type (regular unless noted) | Turkey Breast | | CHICKEN | | | | | | Duckling | | Goose | Pheasant | Quail | Rabbit | | |
|---------------------|-------------------|---------------|--------------------------------------|---------------|--------|---------|-------------|--------|-----------|-----------|-------|----------|-------|--------|-----------|--------|--------|--------|--|
| | | | | bone-in | | Roaster | Cornish Hen | | Hens | Capon | Liver | Gizzard | fresh | frozen | frsh/frzn | frozen | frozen | frozen | |
| | | | | fresh | frozen | fresh | fresh | frozen | frsh/frzn | frsh/frzn | fresh | | | | | | | | |
| LA <i>(cont)</i> | Ramey's | Honeysuckle | | | 1.58 | | | | | | | | | | | | | | |
| | | Tyson | ABF | | | | | 2.78 | | | | | | | | | | | |
| | Rouses Market | n/i | | | | | | | | | 1.99 | | | | | | | | |
| | | Tyson | ABF | | | | | 2.18 | | | | | | | | | | | |
| | Sam's Club | Honeysuckle | boneless | | 2.37 | | | | | | | | | | | | | | |
| | Save-a-Lot | Honeysuckle | | | 1.29 | | | | | | | | | | | | | | |
| | Shoppers Value | n/i | | | 1.48 | | | | | | | | 1.98 | | | | | | |
| | Super 1 Foods | Southern Hens | | | | | | 0.97 | | | | | | | | | | | |
| | The Fresh Market | TFM | ABF | 4.99 | | | | | | | | | | | | | | | |
| | | TFM | ABF; bnls | 5.99 | | | | | | | | | | | | | | | |
| | Walmart | n/i | | | 1.68 | | | | | | | | | | | | | | |
| | WFM Southwest | n/i | ABF | 5.99 | | | | | | | | | | | | | | | |
| | | n/i | ABF; bnls | 7.99 | | | | | | | | | | | | | | | |
| | | Pitman Farms | ABF | | | | | | | | | | | 6.99 | | | | | |
| | Pitman Farms | organic | | | | | | | | | 5.99 | | | | | | | | |
| | Texas Quail Farms | | | | | | | | | | | | | | | 13.99 | | | |
| | Winn-Dixie | n/i | | 1.49 | | | | | | | | | | | | | | | |
| | | Tyson | ABF | | | | | 3.20 | | | | | | | | | | | |
| MO | ALDI | Honeysuckle | | | 1.39 | | | | | | | | | | | | | | |
| | | Kirkwood | | | | | | | | | | | 2.49 | | | | | | |
| | Apple Markets | Honeysuckle | | | 1.49 | | | | | | | | | | | | | | |
| | | Tyson | | | | | | 3.20 | | | | | | | | | | | |
| | | n/i | | | | | | | | | | | 2.99 | | | | | | |
| | AW Grocers | Festive | | | 1.29 | | | | | | | | | | | | | | |
| | | Maple Leaf | | | | | | | | | | | | 2.99 | | | | | |
| | Brothers Market | Honeysuckle | | | 1.49 | | | | | | | | | | | | | | |
| | C&R Markets | Tyson | ABF | | | | | 2.80 | | | | | | | | | | | |
| | | Honeysuckle | | | 1.69 | | | | | | | | | | | | | | |
| | Country Mart | Honeysuckle | | | 1.49 | | | | | | | | | | | | | | |
| | | n/i | | | | | | | | | | | 2.99 | | | | | | |
| | | Tyson | ABF | | | | | 3.20 | | | | | | | | | | | |
| | County Market NFI | Jennie-O | | 2.19 | | | | | | | | | | | | | | | |
| Dierberg's | Honeysuckle | | 3.29 | 1.99 | | | | | | | | | | | | | | | |
| | Perdue | ABF | | | 1.69 | 2.79 | | | | | | | | | | | | | |
| Food Giant | n/i | | | 0.99 | | | | 1.19 | | | | | | | | | | | |
| | Pride of the Farm | | | 1.29 | | | | | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

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

Thanksgiving 2018
MISCELLANEOUS POULTRY

| State | Supermarket | Label | Type (regular unless noted) | Turkey Breast | | CHICKEN | | | | | | Duckling | | Goose | Pheasant | Quail | Rabbit | |
|-----------------|--------------------|---------------|--------------------------------------|---------------|--------|---------|-------------|--------|-----------|-----------|-------|----------|-------|--------|-----------|--------|--------|--------|
| | | | | bone-in | | Roaster | Cornish Hen | | Hens | Capon | Liver | Gizzard | fresh | frozen | frsh/frzn | frozen | frozen | frozen |
| | | | | fresh | frozen | fresh | fresh | frozen | frsh/frzn | frsh/frzn | fresh | | | | | | | |
| MO (cont) | Fresh Thyme | Fresh Thyme | | | 1.39 | | | | | | | | | | | | | |
| | | Maple Leaf | | | | | | | | | | | 2.99 | | | | | |
| | G&W Foods | Honeysuckle | | 2.49 | 1.79 | | | | | | | | | | | | | |
| | | n/i | | | | | | | | | | | | | | | | |
| | | Tyson | ABF | | | | | 2.80 | | | | | | | | | | |
| | | Maple Leaf | | | | | | | | | | | 2.99 | | | | | |
| | | Perdue | ABF | | | 0.69 | | | | | | | | | | | | |
| | Gerbe's | n/i | | | 1.49 | | | | | | | | | | | | | |
| | | Honeysuckle | | | BOGO | | | | | | | | | | | | | |
| | Gordon Food | Turkey Valley | | | 1.99 | | | | | | | | | | | | | |
| | Harter House | Festive | | | 0.99 | | | | | | | | | | | | | |
| | | Honeysuckle | | 2.49 | | | | | | | | | | | | | | |
| | | Tyson | ABF | | | | | 2.80 | | | | | | | | | | |
| | Hay's Supermarket | Honeysuckle | | | 1.98 | | | | | | | | | | | | | |
| | | n/i | | | | | | | 1.18 | | | | | | | | | |
| | Hen House | Honeysuckle | | | 1.69 | | | | | | | | | | | | | |
| | | Tyson | ABF | | | | | 3.11 | | | | | | | | | | |
| | | n/i | | | | | | | | | | | 3.29 | | | | | |
| | Hy-Klas Foods | Honeysuckle | | | 1.49 | | | | | | | | | | | | | |
| | Hy-Vee | Honeysuckle | | | 1.69 | | | | | | | | | | | | | |
| | | Hy-Vee | | | | 1.49 | | | | | | | | | | | | |
| | IGA Stores - IL/IN | Honeysuckle | | | 1.39 | | | | | | | | | | | | | |
| | | Tyson | ABF | | | | | 3.49 | | | | | | | | | | |
| | Kroger Central | n/i | | | 1.49 | | | | | | | | | | | | | |
| | | Butterball | | | 1.89 | | | | | | | | | | | | | |
| | Kroger Delta | n/i | | | 1.49 | | | | | | | | | | | | | |
| | Moser's | Honeysuckle | | | 1.49 | | | | | | | | | | | | | |
| | | n/i | | | | | | | | | | | 2.99 | | | | | |
| | Tyson | ABF | | | | | 3.20 | | | | | | | | | | | |
| Natural Grocers | Mary's | organic | 6.99 | | | | | | | | | | | | | | | |
| Prenger Foods | Honeysuckle | | | 1.49 | | | | | | | | | | | | | | |
| | n/i | | | | | | | | | | | 2.99 | | | | | | |
| | Tyson | ABF | | | | | 3.20 | | | | | | | | | | | |
| Price Chopper | Tyson | ABF | | | | | 2.60 | | | | | | | | | | | |
| Pyramid Foods | Tyson | ABF | | | | | 2.40 | | | | | | | | | | | |
| | Honeysuckle | | | 1.49 | | | | | | | | | | | | | | |
| Sam's Club | Honeysuckle | boneless | | 2.37 | | | | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

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

Thanksgiving 2018
MISCELLANEOUS POULTRY

| State | Supermarket | Label | Type (regular unless noted) | Turkey Breast | | CHICKEN | | | | | | Duckling | | Goose | Pheasant | Quail | Rabbit | |
|---------------------|---------------------|-------------------|--------------------------------------|---------------|--------|---------|-------------|--------|-----------|-----------|-------|----------|-------|-------|----------|-------|--------|--------|
| | | | | bone-in | | Roaster | Cornish Hen | | Hens | Capon | Liver | Gizzard | fresh | | | | | frozen |
| | | | | fresh | frozen | fresh | fresh | frozen | frsh/frzn | frsh/frzn | fresh | | | | | | | |
| MO <i>(cont)</i> | Save-a-Lot | Honeysuckle | | | 1.29 | | | | | | | | | | | | | |
| | Schnuck's | Honeysuckle | | 2.99 | | | | | | | | | | | | | | |
| | | Perdue | ABF | 2.99 | | | | | | | | | | | | | | |
| | | Maple Leaf | | | | | | | | | | 3.99 | | | | | | |
| | Sun Fresh | Honeysuckle | | | 1.49 | | | | | | | | | | | | | |
| | | Tyson | ABF | | | | 3.20 | | | | | | | | | | | |
| | | n/i | | | | | | | | | | | 2.99 | | | | | |
| | TC Supermarkets | n/i | | | 1.69 | | | | | | | | | | | | | |
| | Thriftway Stores | Honeysuckle | | | 1.49 | | | | | | | | | | | | | |
| | Walmart | n/i | | | 1.68 | | | | | | | | | | | | | |
| WFM Midwest | n/i | ABF | 4.99 | | | | | | | | | | | | | | | |
| Woods Supermarket | Honeysuckle | | | 1.67 | | | | | | | | | | | | | | |
| NM | Affiliated Foods | Honeysuckle | | | 1.49 | | | | | | | | | | | | | |
| | | Southern Hens | | | | | | | 1.29 | | | | | | | | | |
| | | Tyson | ABF | | | | 3.05 | | | | | | | | | | | |
| | | Maple Leaf | | | | | | | | | | 2.99 | | | | | | |
| | Albert/Safe. Denver | Pride of the Farm | | | 1.49 | | | | | | | | | | | | | |
| | | Honeysuckle | | | 1.99 | | | | | | | | | | | | | |
| | | Tyson | | | | | 2.00 | | | | | | | | | | | |
| | Albertsons SW | Signature Farms | | | 1.69 | | | | | | | | | | | | | |
| | John Brooks | Honeysuckle | | | 1.49 | | | | | | | | | | | | | |
| | | Southern Hens | | | | | | | 1.29 | | | | | | | | | |
| | | Tyson | ABF | | | | 3.05 | | | | | | | | | | | |
| | | Maple Leaf | | | | | | | | | | 2.99 | | | | | | |
| | King Soopers | n/i | | | 1.79 | | | | | | | | | | | | | |
| | | Tyson | ABF | | | | 2.33 | | | | | | | | | | | |
| | Lawrence Bros. | Honeysuckle | | | 1.69 | | | | | | | | | | | | | |
| | Lowe's Market | Honeysuckle | | | 1.59 | | | | | | | | | | | | | |
| | | Butterball | | 2.99 | | | | | | | | | | | | | | |
| | | Butterball | smoked | | 3.79 | | | | | | | | | | | | | |
| | | Southern Hens | | | | | | | 1.49 | | | | | | | | | |
| | Natural Grocers | Mary's | organic | 6.99 | | | | | | | | | | | | | | |
| Sam's Club | Honeysuckle | boneless | | 2.37 | | | | | | | | | | | | | | |
| Smith's | Honeysuckle | | | 1.49 | | | | | | | | | | | | | | |
| Walmart | n/i | | | 1.68 | | | | | | | | | | | | | | |
| WFM Rocky Mount. | n/i | ABF | 5.99 | | | | | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

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

Thanksgiving 2018
MISCELLANEOUS POULTRY

| State | Supermarket | Label | Type (regular unless noted) | Turkey Breast | | CHICKEN | | | | | | Duckling | | Goose | Pheasant | Quail | Rabbit | |
|------------------|---------------------|---------------|--------------------------------------|---------------|--------|---------|-------------|--------|-----------|-----------|-------|----------|-------|-------|----------|-------|--------|--------|
| | | | | bone-in | | Roaster | Cornish Hen | | Hens | Capon | Liver | Gizzard | fresh | | | | | frozen |
| | | | | fresh | frozen | fresh | fresh | frozen | frsh/frzn | frsh/frzn | fresh | | | | | | | |
| OK | Affiliated Foods | Honeysuckle | | | 1.49 | | | | | | | | | | | | | |
| | | Southern Hens | | | | | | | 1.29 | | | | | | | | | |
| | | Tyson | ABF | | | | | 3.05 | | | | | | | | | | |
| | | Maple Leaf | | | | | | | | | | | 2.99 | | | | | |
| | ALDI | Honeysuckle | | | 1.39 | | | | | | | | | | | | | |
| | | Kirkwood | | | | | | | | | | | | 2.49 | | | | |
| | AW Grocers | Festive | | | 1.29 | | | | | | | | | | | | | |
| | | Maple Leaf | | | | | | | | | | | | | 2.99 | | | |
| | Country Mart | Honeysuckle | | | 1.49 | | | | | | | | | | | | | |
| | | n/i | | | | | | | | | | | | | 2.99 | | | |
| | | Tyson | ABF | | | | | | 3.20 | | | | | | | | | |
| | CV's Family Foods | n/i | | | 1.49 | | | | | | | | | | | | | |
| | Dollar General Mrkt | Jennie-O | | | 0.95 | | | | | | | | | | | | | |
| | Homeland | Honeysuckle | | | 1.99 | | | | | | | | | | | | | |
| | Morelos | n/i | | | | | | | | 0.99 | | | | | | | | |
| | Natural Grocers | Mary's | organic | | 6.99 | | | | | | | | | | | | | |
| | Pyramid Foods | Tyson | ABF | | | | | | 2.40 | | | | | | | | | |
| | | Honeysuckle | | | 1.49 | | | | | | | | | | | | | |
| | Reasor's | Honeysuckle | | | 1.68 | | | | | | | | | | | | | |
| | | Tyson | ABF | | | | | | 2.85 | | | | | | | | | |
| | Rehkopf's | Tyson | ABF | | | | | | 2.80 | | | | | | | | | |
| | Sam's Club | Honeysuckle | boneless | | 2.37 | | | | | | | | | | | | | |
| | Save-a-Lot | Honeysuckle | | | 1.29 | | | | | | | | | | | | | |
| | Shoppers Value | n/i | | | 0.98 | | | | | | | | | | | | | |
| | Super C Mart | Tyson | ABF | | | | | | 2.80 | 1.19 | | | | | | | | |
| | The Fresh Market | TFM | ABF | | 4.99 | | | | | | | | | | | | | |
| | | TFM | ABF; bnls | | 5.99 | | | | | | | | | | | | | |
| | United of OK | Honeysuckle | | | 1.99 | | | | | | | | | | | | | |
| Walmart | n/i | | | 1.68 | | | | | | | | | | | | | | |
| Warehouse Market | Honeysuckle | | | 1.69 | | | | | | | | | | | | | | |
| | n/i | | | | | | | | 1.29 | | | | | | | | | |
| WFM Southwest | n/i | ABF | | 5.99 | | | | | | | | | | | | | | |
| | n/i | ABF; bnls | | 7.99 | | | | | | | | | | | | | | |
| | Pitman Farms | ABF | | | | | | | | | | | | 6.99 | | | | |
| | Pitman Farms | organic | | | | | | | | | | 5.99 | | | | | | |
| | Texas Quail Farms | | | | | | | | | | | | | | | 13.99 | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

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

Thanksgiving 2018
MISCELLANEOUS POULTRY

| State | Supermarket | Label | Type (regular unless noted) | Turkey Breast | | CHICKEN | | | | | | Duckling | | Goose | Pheasant | Quail | Rabbit | |
|------------------|--------------------|-------------------|--------------------------------------|---------------|--------|---------|-------------|--------|-----------|-----------|-------|----------|-------|--------|-----------|--------|--------|--------|
| | | | | bone-in | | Roaster | Cornish Hen | | Hens | Capon | Liver | Gizzard | fresh | frozen | frsh/frzn | frozen | frozen | frozen |
| | | | | fresh | frozen | fresh | fresh | frozen | frsh/frzn | frsh/frzn | fresh | | | | | | | |
| TX | 99 Ranch Market | n/i | | | | | | | | | | | 2.39 | | | | | |
| | Affiliated Foods | Honeysuckle | | | 1.49 | | | | | | | | | | | | | |
| | | Southern Hens | | | | | | | 1.29 | | | | | | | | | |
| | | Tyson | ABF | | | | | 3.05 | | | | | | | | | | |
| | | Maple Leaf | | | | | | | | | | | 2.99 | | | | | |
| | AG Baton Rouge | Southern Hens | | | | | | | 0.99 | | | | | | | | | |
| | | Pride of the Farm | | | | 1.19 | | | | | | | | | | | | |
| | Albertsons Houston | Honeysuckle | | | | BOGO | | | | | | | | | | | | |
| | | Signature Farms | | | | BOGO | | | | | | | | | | | | |
| | ALDI | Honeysuckle | | | | 1.39 | | | | | | | | | | | | |
| | | Kirkwood | | | | | | | | | | | 2.49 | | | | | |
| | Brookshire Bros. | Pride of the Farm | | | | 1.77 | | | | | | | | | | | | |
| | Brookshire's | Buckley Farms | | | | 1.99 | | | | | | | | | | | | |
| | | Tyson | ABF | | | | | 2.66 | | | | | | | | | | |
| | | Butterball | smoked | | | 3.49 | | | | | | | | | | | | |
| | | Southern Hens | | | | | | | 0.99 | | | | | | | | | |
| | Cash Saver TX | n/i | | | | | | | 1.18 | | | | | | | | | |
| | | Honeysuckle | | | | 1.59 | | | | | | | | | | | | |
| | | Tyson | ABF | | | | | 2.80 | | | | | | | | | | |
| | Central Market | Mary's | free-range | | 5.29 | | | | | | | | | | | | | |
| | | Mary's | organic | | 7.49 | | | | | | | | | | | | | |
| | | n/i | | | | | | | | | 4.99 | | | 5.97 | 6.97 | | | |
| | David's | Pride of the Farm | | | | 1.77 | | | | | | | | | | | | |
| | El Ahorro | n/i | | | | | | | 0.99 | | | | | | | | | |
| | El Rio Grande | n/i | | | | | | | 1.29 | | | | | | | | | |
| | Elrod's Cost Plus | n/i | | | | | | | 0.89 | | | | | | | | | |
| | Fiesta Mart | n/i | | | | | | | | | | 1.19 | | | | | | |
| | Chef's Pantry | | | | | | 3.44 | | | | | | | | | | | |
| | Southern Hens | | | | | | | 1.49 | | | | | | | | | | |
| Foodland Markets | n/i | | | | | | | 0.99 | | | | | | | | | | |
| Food Town | Patti Jean | | | | | | 1.33 | | | | | | | | | | | |
| | Butterball | | | | 1.99 | | | | | | | | | | | | | |
| | n/i | | | | | | | | | | 1.29 | | | | | | | |
| Homeland | Honeysuckle | | | | 1.99 | | | | | | | | | | | | | |
| Kroger Texas | n/i | | | | 1.49 | | | | | | | | | | | | | |
| | Honeysuckle | | | | 1.49 | | | | | | | | | | | | | |
| Lawrence Bros. | Honeysuckle | | | | 1.69 | | | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

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

Thanksgiving 2018
MISCELLANEOUS POULTRY

| State | Supermarket | Label | Type (regular unless noted) | Turkey Breast | | CHICKEN | | | | | | Duckling | | Goose | Pheasant | Quail | Rabbit | |
|---------------------|---------------------|-----------------|--------------------------------------|---------------|--------|---------|-------------|--------|-----------|-----------|-------|----------|-------|--------|-----------|--------|--------|--------|
| | | | | bone-in | | Roaster | Cornish Hen | | Hens | Capon | Liver | Gizzard | fresh | frozen | frsh/frzn | frozen | frozen | frozen |
| | | | | fresh | frozen | fresh | fresh | frozen | frsh/frzn | frsh/frzn | fresh | | | | | | | |
| TX <i>(cont)</i> | Lowe's Market | Honeysuckle | | | 1.59 | | | | | | | | | | | | | |
| | | Butterball | | 2.99 | | | | | | | | | | | | | | |
| | | Butterball | smoked | | 3.79 | | | | | | | | | | | | | |
| | Market Basket | Southern Hens | | | | | | | 1.49 | | | | | | | | | |
| | | n/i | | | | | | | 0.77 | | | | | | | | | |
| | | | | | | | | | | | | | | | | | | |
| | Natural Grocers | Mary's | organic | 6.99 | | | | | | | | | | | | | | |
| | Porter's Grocery | Honeysuckle | | | 1.79 | | | | | | | | | | | | | |
| | | Southern Hens | | | | | | | 1.49 | | | | | | | | | |
| | | Tyson | ABF | | | | | 3.20 | | | | | | 2.99 | | | | |
| | Randall's | Maple Leaf | | | | | | | | | | | | | | | | |
| | | Honeysuckle | | | | BOGO | | | | | | | | | | | | |
| | | Signature Farms | | | | BOGO | | | | | | | | | | | | |
| | Rehkopf's | Butterball | | 3.49 | | | | | | | | | | | | | | |
| | | Tyson | ABF | | | | | | 3.62 | | | | | | | | | |
| | | Tyson | ABF | | | | | | 2.80 | | | | | | | | | |
| | Sam's Club | Honeysuckle | boneless | | 2.37 | | | | | | | | | | | | | |
| | Save-a-Lot | Honeysuckle | | | 1.29 | | | | | | | | | | | | | |
| | Sellers Bros. | n/i | | | | | | | | | | 0.99 | | | | | | |
| | Super 1 Foods | Southern Hens | | | | | | | 0.97 | | | | | | | | | |
| | Tom Thumb | Honeysuckle | | | | BOGO | | | | | | | | | | | | |
| | | Signature Farms | | | | BOGO | | | | | | | | | | | | |
| | | Butterball | | 3.49 | | | | | | | | | | | | | | |
| | United Supermrkts | Tyson | ABF | | | | | | 3.62 | | | | | | | | | |
| | | Honeysuckle | | | 1.49 | | | | | | | | | | | | | |
| | | Market Fresh | | | | | | | 1.49 | | | | | | | | | |
| | Vista Market | Tyson | ABF | | | | | | 2.80 | | | | | | | | | |
| Honeysuckle | | | | 1.64 | | | | | | | | | | | | | | |
| Walmart | n/i | | | 1.68 | | | | | | | | | | | | | | |
| WFM Southwest | n/i | ABF | 5.99 | | | | | | | | | | | | | | | |
| | n/i | ABF; bnls | 7.99 | | | | | | | | | | | | | | | |
| | Pitman Farms | ABF | | | | | | | | | | | 6.99 | | | | | |
| | Pitman Farms | organic | | | | | | | | | | 5.99 | | | | | | |
| | Texas Quail Farms | | | | | | | | | | | | | | | 13.99 | | |
| UT | Albert/SAFE. Mount. | Jennie-O | | 2.79 | | | | | | | | | | | | | | |
| | Albertsons SW | Signature Farms | | | 1.69 | | | | | | | | | | | | | |
| | Associated Food | Jennie-O | | | 1.29 | | | | | | | | | | | | | |
| | | Honeysuckle | | | 1.29 | | | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

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

Thanksgiving 2018
MISCELLANEOUS POULTRY

| State | Supermarket | Label | Type (regular unless noted) | Turkey Breast | | CHICKEN | | | | | | Duckling | | Goose | Pheasant | Quail | Rabbit | | |
|---------------------|------------------|-----------------|--------------------------------------|---------------|--------|---------|-------------|--------|-----------|-----------|-------|----------|-------|--------|-----------|--------|--------|--------|--|
| | | | | bone-in | | Roaster | Cornish Hen | | Hens | Capon | Liver | Gizzard | fresh | frozen | frsh/frzn | frozen | frozen | frozen | |
| | | | | fresh | frozen | fresh | fresh | frozen | frsh/frzn | frsh/frzn | fresh | | | | | | | | |
| UT <i>(cont)</i> | Fresh Market | Jennie-O | ABF organic | | 1.29 | | | | | | | | | | | | | | |
| | Harmon's | n/i | | 2.69 | | | | | | | | | | | | | | | |
| | King Soopers | n/i | | 1.79 | | | | | | | | | | | | | | | |
| | Natural Grocers | Tyson Mary's | | 6.99 | | 2.33 | | | | | | | | | | | | | |
| | Rancho Markets | n/i | | | | | | | | | 0.99 | | | | | | | | |
| | Ream's | Norbest | | | 0.89 | | | | | | | | | | | | | | |
| | Ridley's | Honeysuckle | | | 0.99 | | | | | | | | | | | | | | |
| | Sam's Club | Honeysuckle | | boneless | 2.37 | | | | | | | | | | | | | | |
| | Smith's | Honeysuckle | | | 1.49 | | | | | | | | | | | | | | |
| | Stoke's Market | Honeysuckle | | | 0.99 | | | | | | | | | | | | | | |
| | Walmart | n/i | | | 1.68 | | | | | | | | | | | | | | |
| | WFM Rocky Mount. | n/i | | ABF | 5.99 | | | | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

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

Thanksgiving 2018
MISCELLANEOUS POULTRY

| State | Supermarket | Label | Type (regular unless noted) | Turkey Breast | | CHICKEN | | | | | | Duckling | | Goose | Pheasant | Quail | Rabbit | |
|-------------------------------------|---------------------|--------------|--------------------------------------|---------------|--------|---------|-------------|--------|-----------|-----------|-------|----------|-------|--------|-----------|--------|--------|--------|
| | | | | bone-in | | Roaster | Cornish Hen | | Hens | Capon | Liver | Gizzard | fresh | frozen | frsh/frzn | frozen | frozen | frozen |
| | | | | fresh | frozen | fresh | fresh | frozen | frsh/frzn | frsh/frzn | fresh | | | | | | | |
| SOUTHWESTERN U.S. - CA,HI,NV | | | | | | | | | | | | | | | | | | |
| CA | 99 Ranch Market | n/i | | | | | | | | | | | 2.09 | | | | | |
| | Albertsons SoCal | n/i | | | 2.49 | | | 2.49 | | | | | | | | | | |
| | Foster Farms | | | 2.99 | | | | | | | | | | | | | | |
| | ALDI | Honeysuckle | | | 1.39 | | | | | | | | | | | | | |
| | Kirkwood | | | | | | | | | | | | 2.49 | | | | | |
| | Big Saver | n/i | | | | | | | | | 0.99 | | | | | | | |
| | Bristol Farm | Mary's | ABF | 7.49 | | | | | | | | | | | | | | |
| | Cardenas | Harrison | | | | 1.49 | | | | | | | | | | | | |
| | Dollar General Mrkt | Jennie-O | | | 0.95 | | | | | | | | | | | | | |
| | Food 4 Less | Honeysuckle | | | 0.99 | | | | | | | | | | | | | |
| | Jon's Marketplace | Maple Leaf | | | | | | | | | | | 2.49 | | | | | |
| | Tyson | | ABF | | | | | 2.49 | | | | | | | | | | |
| | Mar-Val Foods | Norbest | | | 1.99 | | | | | | | | | | | | | |
| | Mollie Stone's | n/i | free-range | 6.99 | | | | | | | | | | | | | | |
| | New Leaf Market | Mary's | organic | | | | 6.99 | | | | | | | | | | | |
| | | Mary's | free-range | | | | 5.99 | | | | | 5.99 | | 9.99 | | | | |
| | | Diestel | organic | 8.99 | | | | | | | | | | | | | | |
| | Pavilion's | Foster Farms | | 2.99 | | | | | | | | | | | | | | |
| | Ralph's | n/i | | | 1.47 | | | | | | | | | | | | | |
| | | Honeysuckle | | | 1.99 | | | | | | | | | | | | | |
| | | Tyson | ABF | | | | | 2.33 | | | | | | | | | | |
| | Ray's Food Place | n/i | | | 1.79 | | | | | | | | | | | | | |
| | Sam's Club | Honeysuckle | boneless | | 2.37 | | | | | | | | | | | | | |
| | Save Mart | n/i | free-range | 2.49 | | | | | | | | | | | | | | |
| | Select Markets | Foster Farms | | 3.99 | | | | | | | | | | | | | | |
| | SK Super King | Tyson | ABF | | | | | 1.79 | | | | | | | | | | |
| | Stater Bros. | Honeysuckle | | | 1.99 | | | | | | | | | | | | | |
| | | Tyson | | | | | | 2.49 | | | | | | | | | | |
| | Superior Grocers | Cookin' Good | | | | 1.39 | | | | | | | | | | | | |
| | Vallarta | Harrison | | | | 1.39 | | | | | | | | | | | | |
| | Vons | n/i | | | 2.49 | | | 2.49 | | | | | | | | | | |
| | | Foster Farms | | 2.99 | | | | | | | | | | | | | | |
| | Walmart | n/i | | | 1.68 | | | | | | | | | | | | | |
| | WFM North Calif. | Diestel | ABF | 7.49 | | | | | | | | | | | | | | |
| | WFM South. Pacific | n/i | ABF | 5.99 | | | | | | | | | | | | | | |
| | | Diestel | organic | 7.99 | | | | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

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

**Thanksgiving 2018
MISCELLANEOUS POULTRY**

| State | Supermarket | Label | Type (regular unless noted) | Turkey Breast | | CHICKEN | | | | | | Duckling | | Goose | Pheasant | Quail | Rabbit | |
|---------------------|--|--------------------------------|--------------------------------------|---------------|--------|---------|-------------|--------|-----------|-----------|-------|----------|-------|--------|-----------|--------|--------|--------|
| | | | | bone-in | | Roaster | Cornish Hen | | Hens | Capon | Liver | Gizzard | fresh | frozen | frsh/frzn | frozen | frozen | frozen |
| | | | | fresh | frozen | fresh | fresh | frozen | frsh/frzn | frsh/frzn | fresh | | | | | | | |
| CA <i>(cont)</i> | WFM South. Pacific <i>(continued)</i> | Diestel | org; bnls | 8.99 | | | | | | | | | | | | | | |
| | | Mary's | ABF; bnls | 6.99 | | | | | | | | | | | | | | |
| | | Mary's | ABF | | | | | | | | | 4.99 | | 6.99 | | | | |
| | | Mary's | organic | | | | 6.99 | | | | | 5.99 | | | | 9.99 | | |
| | | Macfarlane Nature's Rancher | ABF | | | | | | | | | | | | | | 9.99 | |
| HI | ChoiceMART | Tyson | ABF | | | | | 3.80 | | | | | | | | | | |
| | Don Quijote | Patti Jean | | | | | | 2.45 | | | | | | | | | | |
| | KTA Super Stores | Tyson | ABF | | | | | 2.90 | | | | | | | | | | |
| | Safeway Hawaii | Signature Farms | | | 1.99 | | | | | | | | | | | | | |
| | Sam's Club | Honeysuckle | boneless | | 2.37 | | | | | | | | | | | | | |
| | WFM South. Pacific | n/i | ABF | 5.99 | | | | | | | | | | | | | | |
| | | Diestel | organic | 7.99 | | | | | | | | | | | | | | |
| | | Diestel | org; bnls | 8.99 | | | | | | | | | | | | | | |
| | | Mary's | ABF; bnls | 6.99 | | | | | | | | | | | | | | |
| | | Mary's | ABF | | | | 6.99 | | | | | 4.99 | | 6.99 | | | | |
| | Mary's | organic | | | | | | | | | 5.99 | | | | 9.99 | | | |
| | Macfarlane Nature's Rancher | ABF | | | | | | | | | | | | | | 9.99 | | |
| NV | Albertsons SW | Signature Farms | | | 1.69 | | | | | | | | | | | | | |
| | Cardenas | Harrison | | | | 1.49 | | | | | | | | | | | | |
| | Dollar General Mrkt | Jennie-O | | | 0.95 | | | | | | | | | | | | | |
| | Natural Grocers | Mary's | organic | 6.99 | | | | | | | | | | | | | | |
| | Ridley's | Honeysuckle | | | 0.99 | | | | | | | | | | | | | |
| | Sam's Club | Honeysuckle | boneless | | 2.37 | | | | | | | | | | | | | |
| | Save Mart | n/i | free-range | 2.49 | | | | | | | | | | | | | | |
| | Smith's | Honeysuckle | | | 1.49 | | | | | | | | | | | | | |
| | Vons | n/i | | | 2.49 | | | 2.49 | | | | | | | | | | |
| | | Foster Farms | | | 2.99 | | | | | | | | | | | | | |
| | Walmart | n/i | | | 1.68 | | | | | | | | | | | | | |
| | WFM South. Pacific | n/i | ABF | 5.99 | | | | | | | | | | | | | | |
| | | Diestel | organic | 7.99 | | | | | | | | | | | | | | |
| | | Diestel | org; bnls | 8.99 | | | | | | | | | | | | | | |
| | Mary's | ABF; bnls | 6.99 | | | | | | | | | | | | | | | |
| | Mary's | ABF | | | | | | | | | 4.99 | | 6.99 | | | | | |
| | Mary's | organic | | | | 6.99 | | | | | 5.99 | | | | | | | |
| | Macfarlane Nature's Rancher | ABF | | | | | | | | | | | | 9.99 | | 9.99 | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

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

Thanksgiving 2018
MISCELLANEOUS POULTRY

| State | Supermarket | Label | Type (regular unless noted) | Turkey Breast | | CHICKEN | | | | | | Duckling | | Goose | Pheasant | Quail | Rabbit | |
|--|---|-----------------|--------------------------------------|---------------|--------|---------|-------------|--------|-----------|-----------|-------|----------|-------|--------|-----------|--------|--------|--------|
| | | | | bone-in | | Roaster | Cornish Hen | | Hens | Capon | Liver | Gizzard | fresh | frozen | frsh/frzn | frozen | frozen | frozen |
| | | | | fresh | frozen | fresh | fresh | frozen | frsh/frzn | frsh/frzn | fresh | | | | | | | |
| NORTHWESTERN U.S. - AK,ID,MT,OR,WA,WY | | | | | | | | | | | | | | | | | | |
| AK | Alaska Comm. Co. | n/i | | | 2.29 | | | | | | | 1.79 | | | | | | |
| | | Tyson | ABF | | | | | 3.66 | | | | | | | | | | |
| | Alaskan & Proud | n/i | | | 2.18 | | | 3.59 | | | | | 2.88 | | | | | |
| | Carrs/Safeway | Open Nature | ABF | | | 3.99 | | | | | | | | | | | | |
| | | Signature Farms | smoked | | | 4.79 | | | | | | | | | | | | |
| | | Signature Farms | | | | 1.99 | | | | | | | | | | | | |
| | Fred Meyer | Jennie-O | | | 2.99 | 1.99 | | | | | | | | | | | | |
| | | n/i | | | | 1.69 | | | | | | | | | | | | |
| | | Jennie-O | | | 2.99 | | | | | | | | | | | | | |
| | IGA Stores - AK Meyers Group IGA Northwest Grocers Walmart | Tyson | ABF | | | | | 2.99 | | | | | | | | | | |
| Jennie-O | | | | | 1.49 | | | | | | | | | | | | | |
| n/i | | | | | 1.49 | | | | | | | | | | | | | |
| n/i | | | | | 1.68 | | | | | | | | | | | | | |
| ID | Albert/Safe. Mount. | Jennie-O | | 2.79 | | | | | | | | | | | | | | |
| | Associated Food | Honeysuckle | | | 1.29 | | | | | | | | | | | | | |
| | Fred Meyer | n/i | | | 1.49 | | | | | | | | | | | | | |
| | | Jennie-O | | | 2.99 | | | | | | | | | | | | | |
| | IGA Markets | Jennie-O | | | 1.29 | | | | | | | | | | | | | |
| | | Tyson | ABF | | | | | 2.66 | | | | | | | | | | |
| | Natural Grocers | Mary's | organic | 6.99 | | | | | | | | | | | | | | |
| | Ridley's | Honeysuckle | | | 0.99 | | | | | | | | | | | | | |
| | Rosauer's | Jennie-O | | | 0.99 | | | | | | | | | | | | | |
| | Sam's Club | Honeysuckle | boneless | | 2.37 | | | | | | | | | | | | | |
| | Smith's | Honeysuckle | | | 1.49 | | | | | | | | | | | | | |
| | Stoke's Market | Honeysuckle | | | 0.99 | | | | | | | | | | | | | |
| | Super 1 Foods | Tyson | ABF | | | | 2.38 | | | | | | | | | | | |
| | Walmart | n/i | | | 1.68 | | | | | | | | | | | | | |
| | WFM Rocky Mount. | n/i | ABF | 5.99 | | | | | | | | | | | | | | |
| Yoke's Fresh Mrkt | Jennie-O | | | | 1.39 | | | | | | | | | | | | | |
| | Maple Leaf | ABF | | | | | | | | | | 3.49 | | | | | | |
| MT | Albert/Safe. Mount. | Jennie-O | | 2.79 | | | | | | | | | | | | | | |
| | Associated Food | Honeysuckle | | | 1.29 | | | | | | | | | | | | | |
| | | Jennie-O | | | | 1.29 | | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

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

Thanksgiving 2018
MISCELLANEOUS POULTRY

| State | Supermarket | Label | Type (regular unless noted) | Turkey Breast | | CHICKEN | | | | | | Duckling | | Goose | Pheasant | Quail | Rabbit | |
|---------------------|------------------|-------------------|--------------------------------------|---------------|--------|---------|-------------|--------|-----------|-----------|-------|----------|-------|--------|-----------|--------|--------|--------|
| | | | | bone-in | | Roaster | Cornish Hen | | Hens | Capon | Liver | Gizzard | fresh | frozen | frsh/frzn | frozen | frozen | frozen |
| | | | | fresh | frozen | fresh | fresh | frozen | frsh/frzn | frsh/frzn | fresh | | | | | | | |
| MT <i>(cont)</i> | IGA Markets | Jennie-O | | | 1.29 | | | | | | | | | | | | | |
| | | Tyson | ABF | | | | | 2.66 | | | | | | | | | | |
| | Natural Grocers | Mary's | organic | 6.99 | | | | | | | | | | | | | | |
| | Reynold's | Honeysuckle | | | 0.99 | | | | | | | | | | | | | |
| | Sam's Club | Honeysuckle | boneless | | 2.37 | | | | | | | | | | | | | |
| | Smith's | Honeysuckle | | | 1.49 | | | | | | | | | | | | | |
| | Stoke's Market | Honeysuckle | | | 0.99 | | | | | | | | | | | | | |
| | Super 1 Foods | Tyson | ABF | | | | | 2.38 | | | | | | | | | | |
| Walmart | n/i | | | 1.68 | | | | | | | | | | | | | | |
| OR | Alb./Safe. NW | Open Nature | ABF | | 3.99 | | | | | | | | | | | | | |
| | | Signature Farms | smoked | | 4.29 | | | | | | | | | | | | | |
| | | Signature Farms | | | 1.69 | | | | | | | | | | | | | |
| | | Jennie-O | | | 1.69 | | | | | | | | | | | | | |
| | | Tyson | | | | | | 3.33 | | | | | | | | | | |
| | Associated Food | Honeysuckle | | | 1.29 | | | | | | | | | | | | | |
| | | Fred Meyer | n/i | | 1.49 | | | | | | | | | | | | | |
| | IGA Markets | Jennie-O | | 2.99 | | | | | | | | | | | | | | |
| | | Jennie-O | | | 1.29 | | | | | | | | | | | | | |
| | IGA Market Fresh | Tyson | ABF | | | | | 2.66 | | | | | | | | | | |
| | | n/i | | | 1.57 | | | | | | | | | | | | | |
| | Market of Choice | Foster Farms | | | 3.98 | | | | | | | | | | | | | |
| | | Shelton's | ABF | | 6.99 | | | | | | | | | | | | | |
| | Meyers Group IGA | Jennie-O | | | 1.29 | | | | | | | | | | | | | |
| | | Tyson | ABF | | | | | 2.66 | | | | | | | | | | |
| | Natural Grocers | Mary's | organic | | 6.99 | | | | | | | | | | | | | |
| | | Quality Food Cntr | n/i | | 1.49 | | | | | | | | | | | | | |
| | Ray's Food Place | Northwest Natural | | | 2.69 | | | | | | | | | | | | | |
| | | n/i | | | 1.79 | | | | | | | | | | | | | |
| | Roth's | Mary's | ABF | | 5.49 | | | | | | | | | | | | | |
| Norbest | | | | 1.69 | | | | | | | | | | | | | | |
| Select Markets | Foster Farms | | | 3.99 | | | | | | | | | | | | | | |
| | Thriftway of OR | Norbest | | 2.49 | | | | | | | | | | | | | | |
| Walmart | n/i | | | 1.68 | | | | | | | | | | | | | | |
| WFM Pacific NW | n/i | ABF | | 5.99 | | | | | | | | | | | | | | |
| WA | 99 Ranch Market | n/i | | | | | | | | | | | | | | 5.99 | | |
| | Alb./Safe. NW | Open Nature | ABF | | 3.99 | | | | | | | | | | | | | |
| | | Signature Farms | smoked | | 4.29 | | | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

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

Thanksgiving 2018
MISCELLANEOUS POULTRY

| State | Supermarket | Label | Type (regular unless noted) | Turkey Breast | | CHICKEN | | | | | | Duckling | | Goose | Pheasant | Quail | Rabbit | | |
|---------------------|-------------------------------------|-------------------|--------------------------------------|---------------|--------|---------|-------------|--------|-----------|-----------|-------|----------|-------|-------|----------|-------|--------|--------|--|
| | | | | bone-in | | Roaster | Cornish Hen | | Hens | Capon | Liver | Gizzard | fresh | | | | | frozen | |
| | | | | fresh | frozen | fresh | fresh | frozen | frsh/frzn | frsh/frzn | fresh | | | | | | | | |
| WA <i>(cont)</i> | Alb./Safe. NW <i>(continued)</i> | Signature Farms | ABF | | 1.69 | | | | | | | | | | | | | | |
| | | Jennie-O | | | 1.69 | | | | | | | | | | | | | | |
| | Tyson | | | | | | | 3.33 | | | | | | | | | | | |
| | Fred Meyer | n/i | | | 1.49 | | | | | | | | | | | | | | |
| | IGA Markets | Jennie-O | | | 2.99 | | | | | | | | | | | | | | |
| | | Tyson | | | | 1.29 | | | | | | | | | | | | | |
| | IGA Market Fresh | n/i | | | | 1.57 | | | | | | | | | | | | | |
| | Metropolitan | Foster Farms | | | 3.98 | | | | | | | | | | | | | | |
| | | n/i | | | | | | 4.49 | | | | | | | | | | | |
| | | Maple Leaf | | | | | | | | | | | | 4.99 | | | | | |
| | | n/i | | free-range | | 6.99 | | | | | | | | | | | | | |
| | Meyers Group IGA | Jennie-O | | | | | 1.29 | | | | | | | | | | | | |
| | | Tyson | | ABF | | | | | | 2.66 | | | | | | | | | |
| | Natural Grocers | Mary's | | organic | | 6.99 | | | | | | | | | | | | | |
| | Quality Food Cntr | n/i | | | | | 1.49 | | | | | | | | | | | | |
| | Select Markets | Northwest Natural | | | | 2.69 | | | | | | | | | | | | | |
| | | Foster Farms | | | | 3.99 | | | | | | | | | | | | | |
| | Super 1 Foods | Tyson | | ABF | | | | | | 2.38 | | | | | | | | | |
| | The Markets | n/i | | | | | 1.95 | | | 1.98 | | | | | | | | | |
| | Thriftway of OR | Norbest | | | | 2.49 | | | | | | | | | | | | | |
| Walmart | n/i | | | | 1.68 | | | | | | | | | | | | | | |
| WFM Pacific NW | n/i | ABF | | 5.99 | | | | | | | | | | | | | | | |
| Yoke's Fresh Mrkt | Jennie-O | | | | 1.39 | | | | | | | | | | | | | | |
| | Maple Leaf | ABF | | | | | | | | | | 3.49 | | | | | | | |
| WY | Albert/Safe. Denver | Pride of the Farm | | | 1.49 | | | | | | | | | | | | | | |
| | | Honeysuckle | | | 1.99 | | | | | | | | | | | | | | |
| | | Tyson | | | | | | 2.00 | | | | | | | | | | | |
| | Albert/Safe. Mount. | Jennie-O | | 2.79 | | | | | | | | | | | | | | | |
| | | Associated Food | Honeysuckle | | | 1.29 | | | | | | | | | | | | | |
| | AW Grocers | Festive | | | 1.29 | | | | | | | | | | | | | | |
| | | Tyson | ABF | | | | | | 2.90 | | | | | | | | | | |
| | | Maple Leaf | | | | | | | | | | | 2.99 | | | | | | |
| | Food Pride | Open Acres | | | 1.19 | | | | | | | | | | | | | | |
| | IGA Markets | Jennie-O | | | 1.29 | | | | | | | | | | | | | | |
| Tyson | | ABF | | | | | | 2.66 | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

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

Thanksgiving 2018
MISCELLANEOUS POULTRY

| State | Supermarket | Label | Type (regular unless noted) | Turkey Breast | | CHICKEN | | | | | | Duckling | | Goose | Pheasant | Quail | Rabbit | |
|---------------------|-----------------|-------------|--------------------------------------|---------------|--------|---------|-------------|--------|-----------|-----------|-------|----------|-------|--------|-----------|--------|--------|--------|
| | | | | bone-in | | Roaster | Cornish Hen | | Hens | Capon | Liver | Gizzard | fresh | frozen | frsh/frzn | frozen | frozen | frozen |
| | | | | fresh | frozen | fresh | fresh | frozen | frsh/frzn | frsh/frzn | fresh | | | | | | | |
| WY <i>(cont)</i> | King Soopers | n/i | | | 1.79 | | | | | | | | | | | | | |
| | | Tyson | ABF | | | | | 2.33 | | | | | | | | | | |
| | Natural Grocers | Mary's | organic | 6.99 | | | | | | | | | | | | | | |
| | Ridley's | Honeysuckle | | | 0.99 | | | | | | | | | | | | | |
| | Sam's Club | Honeysuckle | boneless | | 2.37 | | | | | | | | | | | | | |
| | Smith's | Honeysuckle | | | 1.49 | | | | | | | | | | | | | |
| Walmart | n/i | | | 1.68 | | | | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Thanksgiving 2018

Prices in \$US per unit, effective November 03-23, 2017

SHELL EGGS

(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 | | | | | | | | | | | | | | | | |
| NORTHEASTERN U.S. - CT,DC,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| CT | ACME Markets | O Organics | | | | • | | | | • | | | | | | | | | | | | | | | 3.99 | | | | | | | | | |
| | | Carol's | | | | | | | | • | | • | | | | | | | | | | | | | 1.99 | | | | | | 2.99 | | | |
| | | Lucerne | | | | | | | | • | | • | | | | | | | | | | | | | | | | | | | | | | |
| | | Eggland's Best | | | | | | | | • | | • | | | | | | | | | | | | | | 2.49 | | | | | | | | |
| | | Eggland's Best | | | | | | | | • | | | • | | | | | | | | | | | | | 3.99 | | | | | | | | |
| | | Nellie's | | | | | | | | | | • | | | | | | | | | | | | | | | | 2.99 | | | | | | |
| | Adam's Superfood | Eggland's Best | | | | • | | | | | | • | | | | | | | | | | | | | | 3.99 | | | | | | | | |
| | | The Farmer's Hen | | | | | | | | • | | • | | | | | | | | | | | | | | 2.49 | | | | | | | | |
| | | Seven Farms | | | | | | | | | • | | | | | | | | | | | | | | | | 2.99 | | | | | | | |
| | AF Basket | Nature's Yoke | v | | | | | | | | | • | | | | | | | | | | | | | | | | 3.49 | | | | | | |
| | | Nature's Yoke | f | | | | | | | | | • | | | | | | | | | | | | | | | | | | | | 4.99 | | |
| | | Ideal | | | | | | | | | | • | | | | | | | | | | | | | | | | 2.50 | | | | | | |
| | ALDI | Goldhen | | | | | | | | | | • | | | | | | | | | | | | | | | | 2.29 | | | | | | |
| | Best Market | Pete & Gerry's | f | | | • | | | | | | • | | | | | | | | | | | | | | | | | | | | 3.99 | | |
| | | Pete & Gerry's | f | | | | | | | | | • | | | | | | | | | | | | | | | | | | | | | 3.99 | |
| | | Land O Lakes | | | | | | | | | | • | | | | | | | | | | | | | | | | | | 3.00 | | | | |
| | | Best Market | | | | | | | | | | • | | | | | | | | | | | | | | | 2.50 | | | | | | | |
| | | Mitlitsky's | | | | | | | | | | • | | | | | | | | | | | | | | | 2.50 | | | | | | | |
| | | Sky Top | f | | | | | | | | | • | | | | | | | | | | | | | | | | | | | | | 3.99 | |
| | Big Y | Eggland's Best | n | | | | | | | | | • | | | | | | | | | | | | | | | | | 2.50 | | | | | |
| | | Full Circle | | | | | | | | | | • | | | | | | | | | | | | | | | | | 2.99 | | | | | |
| | | Pete & Gerry's | f | | | | | | | | | • | | | | | | | | | | | | | | | | | | | | | 4.49 | |
| | Bravo | Eggland's Best | n | | | | | | | | | • | | | | | | | | | | | | | | | | | | | | | 3.99 | |
| | | Eggland's Best | | | | | | | | | | • | | | | | | | | | | | | | | | 3.99 | | | | | | | |
| | | Eggland's Best | | | | | | | | | | • | | | | | | | | | | | | | | | 2.39 | | | | | | | |
| | | Land O Lakes | | | | | | | | | | • | | | | | | | | | | | | | | | | 2.50 | | | | | | |
| | | Land O Lakes | | | | | | | | | | • | | | | | | | | | | | | | | | | 2.50 | | | | | | |
| | | Eggland's Best | n | | | | | | | | | • | | | | | | | | | | | | | | | | | | | | | 3.99 | |
| | Cherry Valley | Cherry Valley | | | | | | | | | | • | | | | | | | | | | | | | | | | | | | | | 3.99 | |
| | | Cherry Valley | | | | | | | | | | • | | | | | | | | | | | | | | | 2.00 | | | | | | | |
| | | Organic Valley | | | | | | | | | | • | | | | | | | | | | | | | | | | | | | | | 4.99 | |
| | | n/i | | | | | | • | | | | • | | | | | | | | | | | | | | | 1.00 | | | | | | 5 for \$5.00 | |
| | | n/i | | | | | | | | | | • | | | | | | | | | | | | | | | 1.67 | | | | | | | |
| | Compare Foods | Land O Lakes | | | | | | | | | | • | | | | | | | | | | | | | | | | | | | | | | |
| | | Eggland's Best | n | | | | | | | | | • | | | | | | | | | | | | | | | | | | | | | | 3.99 |
| | | Eggland's Best | | | | • | | | | | | • | | | | | | | | | | | | | | | | | | | | | | 2.69 |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Thanksgiving 2018

Prices in \$US per unit, effective November 03-23, 2017

SHELL EGGS

(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 | | | | | | | | | |
| CT (cont) | Compare Foods (continued) | Barnyard's Best | | | | • | | | | | • | | | | | | | | | 2.50 | | | | | | | |
| | | Nature's Yoke | v | | | • | | | | | • | | | | | | | | | | 4.99 | | | | | | |
| | C-Town | Land O Lakes | | | • | | | | | | • | | | | | | | | | | | | | | | 2 for \$5.00 | |
| | | Land O Lakes | | | | • | | | | | • | | | | | | | | | | 2.50 | | | | | | 2 for \$5.00 |
| | Fairway Market | Eggland's Best | n | | | • | | | | | • | | | | | | | | | | | | | | | 3.99 | |
| | | Eggland's Best | | | | • | | | | • | | | | | | | 2.49 | | | | | | | | | | |
| | | Nature's Yoke | v | | | • | | | | | • | | | | | | | | | | | | | | | | 4.99 |
| | | Fairway Market | | | | • | | | | | • | | | | | | | | | | | | | | | | 3.99 |
| | | Fairway Market | | | | • | | | | | • | | | | | | | | | | | | | | | | 3.79 |
| | | Nature's Yoke | v | | | • | | | | | • | | | | | | | 3.29 | | | | | | | | | |
| | Food Bazaar | Alfresco | | | | • | | | | | • | | | | | | | | | | | 4.99 | | | | | |
| | | Seven Farms | | | | • | | | | • | | | | | | | | 2.00 | | | | | | | | | |
| | Geissler's | Eggland's Best | | | | • | | | | • | | | | | | | 2.00 | | | | | | | | | | |
| | IGA Stores - NE | Nellie's | | | | • | | | | | • | | | | | | | | | | | | | 2.99 | | | |
| | | Nellie's | | | | • | | | | | • | | | | | | | | | | | | | 2.99 | | | |
| | Key Food | Pete & Gerry's | | | | • | | | | | • | | | | | | | | | | | | | | | | 3.99 |
| | | Pete & Gerry's | | | | • | | | | | • | | | | | | | | | | | | | | | | 3.99 |
| | | Key Food | | | | • | | | | • | | | | | | | 1.50 | | | | | | | | | | 2 for \$3.00 |
| | | Nature's Yoke | v | | | • | | | | | • | | | | | | | | | | | | 2.99 | | | | |
| | | Eggland's Best | | | | • | | | | • | | | | | | | | | | | | | | | | | |
| | | Eggland's Best | | | | • | | | | • | | | | | | | | | | | | | | | | | |
| | | Eggland's Best | | | | • | | | | • | | | | | | | | | | | | | | | | | 1.99 |
| | | Eggland's Best | n | | | • | | | | • | | | | | | | | | | | | | | | | | |
| Eggland's Best | | | | | • | | | | • | | | | | | | | | | | | | | | | | | 2.99 |
| Eggland's Best | | n | | | • | | | | • | | | | | | | | | | | | | | | | | | 3.99 |
| Pete & Gerry's | | f | | | • | | | | • | | | | | | | | | | | | | | | | | | 3.99 |
| Kings Market | | Key Food | | | | • | | | | | • | | | | | | | | | | | | | | | | 3.99 |
| | Key Food | | | | • | | | | | • | | | | | | | | | | | | | | | | | 3.99 |
| | Nest Fresh | | | | • | | | | | • | | | | | | | | | | | | | | | | | 3.79 |
| | Eggland's Best | n | | | • | | | | • | | | | | | | | | | | | | | | | | | BOGO |
| | Eggland's Best | | | | • | | | | • | | | | | | | | | | | | | 3.50 | | | | | 3.99 |
| Market 32 | Alfresco | | | | • | | | | | • | | | | | | | | | | | | | | 5.99 | | | |
| | Full Circle | | | | • | | | | | • | | | | | | | | | | | | | | | | | 3.99 |
| | PICS | | | | • | | | | • | | | | | | | 1.99 | | | | | | | | | | | 1.99 |
| Price Chopper | Pete & Gerry's | f | | | • | | | | | • | | | | | | | | | | | | | | | | | 3.99 |
| | Pete & Gerry's | f | | | • | | | | | • | | | | | | | | | | | | | | | | | 3.99 |
| Price Chopper | Nellie's | | | | • | | | | | • | | | | | | | | | | | | | | | | | 3.00 |
| | Full Circle | | | | • | | | | | • | | | | | | | | | | | | | | | | | 3.99 |
| | | Full Circle | | | • | | | | | • | | | | | | | | | | | | | | | | | 3.50 |
| | | Full Circle | | | • | | | | | • | | | | | | | | | | | | | | | | | 2 for \$7.00 |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Thanksgiving 2018
SHELL EGGS

Prices in \$US per unit, effective November 03-23, 2017

(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 | | | | | | | | | | | | | | | | | | | | | |
| CT (cont) | Price Chopper (continued) | PICS | | | | | | | | | | | | | 1.99 | | | | | | | | | | | | | | | | | | | | | | | | |
| | | Pete & Gerry's | f | | • | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | Pete & Gerry's | f | | | • | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | PriceRite Market | Nellie's | | | | • | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | Land O Lakes | | | | • | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | n/i | | | | • | | | | • | | | | | | 1.99 | | | | | | | | | | | | | | | | | | | | | | | |
| | ShopRite | Eggland's Best | | | | • | | | | • | | | | | | | 1.88 | | | | | | | | | | | | | | | | | | | | | | |
| | | Nellie's | | | • | | | | | • | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | Nellie's | | | | • | | | | • | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | The Farmer's Hen | v | | | • | | | | • | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | The Farmer's Hen | v | | | • | | | | • | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | Noah's Pride | | | | • | | | | • | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | ShopRite | | | | • | | | | • | | | | | | 1.99 | | | | | | | | | | | | | | | | | | | | | | | |
| | Stew Leonard's | Wholesome Pantry | | | | • | | | | • | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | Land O Lakes | | | | • | | | | • | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | Alfresco | | | | • | | | | • | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | Stew Leonard's | | | • | | | | | • | | | | | | 1.69 | | | | | | | | | | | | | | | | | | | | | | | |
| | Stop & Shop | Stew's Naked | | | | • | | | | • | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | Pete & Gerry's | f | | | • | | | | • | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | Nellie's | | | | • | | | | • | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Target | Eggland's Best | | | | • | | | | • | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | Simply Balanced | | | | • | | | | • | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| The Fresh Market | Alfresco | | | | • | | | • | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| DC | ALDI | Goldhen | | | | • | | | • | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Giant Food | Eggland's Best | n | | | • | | | • | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | Pete & Gerry's | f | | | • | | | • | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | Nellie's | | | | • | | | • | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Harris Teeter | Eggland's Best | | | | • | | | | • | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | Harris Teeter | | | | • | | | | • | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | Harris Teeter | | | | • | | | | • | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | Nellie's | | | • | | | | • | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | Nellie's | | | | • | | | | • | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | Pete & Gerry's | f | | | • | | | • | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Harris Teeter | Carol's | | | | • | | | | • | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | Organic Valley | | | | • | | | | • | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Organic Valley | | n | | | • | | | | • | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Harris Teeter | | | | | • | | | | • | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Harris Teeter | | | | | • | | | | • | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

**Thanksgiving 2018
SHELL EGGS**

Prices in \$US per unit, effective November 03-23, 2017

(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 | | | | | | | | | | | |
| DC <i>(cont)</i> | Harris Teeter <i>(continued)</i> | Eggland's Best | n | | | • | | | • | | | • | | | | | 2.00 | | | | | | | | | | | | |
| | | Eggland's Best | n | | | • | | | | • | | | • | | | | | | 3.00 | | | | | | | | | | |
| | | Eggland's Best | n | | | • | | | | • | | | • | | | | | | | | | | | 3.99 | | | | | |
| | | Nest Fresh | | | | • | | | | • | | | • | | | | | | | | 3.49 | | | | | | | | |
| | | Country Hen | | | | • | | | | • | | • | | | | | | | | | | | | | 2.99 | | | | |
| | | Harris Teeter | | | | • | | | | • | | | | • | | | | | 5.49 | | | | | | | | | | |
| | | MOM's Organic | | | | • | | | | • | | • | | | | | | | | | | | | | 2.39 | | | | |
| | | Safeway Eastern | | | | • | | | | • | | | • | | | | | | | | 2.99 | | | | | | | | |
| Target | | | | • | | | | • | | | • | | | | | | | | | | | | 3.99 | | | | | | |
| DE | ACME Markets | O Organics | | | | • | | | | • | | • | | | | | | | | | | | | | 3.99 | | | | |
| | | Carol's | | | | • | | | | • | | • | | | | | | | | | | | | | | 2.99 | | | |
| | | Lucerne | | | | • | | | | • | | | • | | | 1.99 | | | | | | | | | | | | | |
| | | Eggland's Best | | | | • | | | | • | | | • | | | | 2.49 | | | | | | | | | | | | |
| | | Eggland's Best | | | | • | | | | • | | | | • | | | 3.99 | | | | | | | | | | | | |
| | | Nellie's | | | | • | | | | • | | | • | | | | | | | 2.99 | | | | | | | | | |
| | | ALDI | | | | • | | | | • | | | • | | | | | 2.29 | | | | | | | | | | | |
| | | Food Lion | | | | • | | | | • | | | • | | | | 2.50 | | | | | | | | | | | | |
| | | Fresh Grocer | | | | • | | | | • | | | • | | | | 1.88 | | | | | | | | | | | | |
| | | | | | | • | | | | | • | | | • | | | | | 2.50 | | | | | | | | | | |
| | | | | | | • | | | | | • | | | | • | | 1.99 | | | | | | | | | | | | |
| | | | | | | • | | | | | • | | | • | | | 1.49 | | | | | | | | | | | | |
| | | | | | | • | | | | | • | | | • | | | | | | | 2.50 | | | | | | | | |
| | | | | | | • | | | | | • | | | • | | | | | | | 2.50 | | | | | | | | |
| | Giant Food | | Eggland's Best | n | | | • | | | | • | | • | | | | | | | | | | | | 3.00 | | | | |
| | | | Pete & Gerry's | f | | | • | | | | • | | • | | | | | | | | | | | | 3.99 | | | | |
| | | | Nellie's | | | | • | | | | • | | • | | | | | | | 2.88 | | | | | | | | | |
| | | | Eggland's Best | | | | • | | | | • | | • | | | | 3.00 | | | | | | | | | | | | |
| | Great Valu Market | | Eggland's Best | | | • | | | | | • | | • | | | | 2.50 | | | | | | | | | | | | |
| | | | Essential Everyday | | | | • | | | | • | | • | | | 1.19 | | | | | | | | | | | | | |
| | Harris Teeter | | Harris Teeter | | | | • | | | | • | | • | | | 0.99 | | | | | | | | | | | | | |
| | | | Harris Teeter | | | | • | | | | • | | • | | | | | 1.99 | | | | | | | | | | | |
| | | Nellie's | | | • | | | | | • | | • | | | | | | | 3.49 | | | | | | | | | | |
| | | Nellie's | | | | • | | | | • | | • | | • | | | | | 4.49 | | | | | | | | | | |
| | | Pete & Gerry's | f | | | • | | | | • | | • | | | | | | | | | | | | 4.49 | | | | | |
| | | Carol's | | | | • | | | | • | | • | | | | | | | | | | | | | 2.99 | heirloom | | | |
| | Organic Valley | | | | • | | | | • | | • | | | | | | | | | | | | 2.99 | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

**Thanksgiving 2018
SHELL EGGS**

Prices in \$US per unit, effective November 03-23, 2017

(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 | | | | | | |
| MA (cont) | Big Y | Eggland's Best | n | | | ● | | | | | ● | | | | | | | | 2.50 | | | | | |
| | | Full Circle | | | | ● | | | | | ● | | | | | | | | 2.99 | | | | | |
| | Bravo | Eggland's Best | n | | | ● | | | | | ● | | | | | | | | | | | | 3.99 | |
| | | Eggland's Best | | | | ● | | | ● | | | ● | | | | 3.99 | | | | | | | | |
| | | Eggland's Best | | | | ● | | | ● | | | | | | | 2.39 | | | | | | | | |
| | | Land O Lakes | | | ● | | | | | | ● | | | | | | 2.50 | | | | | | | |
| | | Land O Lakes | | | | ● | | | | | ● | | | | | | 2.50 | | | | | | | |
| | | Eggland's Best | n | | | ● | | | | | ● | | | | | | | | | | | | 3.99 | |
| | Crosby's | Pete & Gerry's | f | | | ● | | | | | ● | | | | | | | | | | | | 3.99 | |
| | | The Farmer's Hen | v | | | ● | | | | | ● | | | | | | | | | | | | 3.00 | |
| | | Land O Lakes | | | | ● | | | | | ● | | | | | | 3.00 | | | | | | | |
| | C-Town | Land O Lakes | | | ● | | | | | | ● | | | | | | 2.50 | | | | | | | 2 for \$5.00 |
| | | Land O Lakes | | | | ● | | | | | ● | | | | | | 2.50 | | | | | | | 2 for \$5.00 |
| | | Eggland's Best | n | | | ● | | | | | ● | | | | | | | | | | | | 3.99 | |
| | Donelan's | Eggland's Best | | | | ● | | | ● | | | | | | | 2.49 | | | | | | | | |
| | | Nature's Yoke | v | | | ● | | | | | ● | | | | | | | | | | | | 4.99 | |
| | | The Farmer's Hen | v | | | ● | | | | | ● | | | | | 1.99 | | | | 2.99 | | | | |
| | | Nellie's | | | ● | | | | | | ● | | | | | | | | | 2.99 | | | | |
| | Earth Origins | Nellie's | | | | ● | | | | | ● | | | | | | | | | 2.99 | | | | |
| | | Eggland's Best | n | | | ● | | | | | ● | | | | | | | | | | | | 2.99 | |
| | | Pete & Gerry's | f | | ● | | | | | | ● | | | | | | | | | | | | 3.99 | |
| | | Pete & Gerry's | f | | | ● | | | | | ● | | | | | | | | | | | | 3.99 | |
| | | Alfresco | | | | ● | | | | | ● | | | | | | | | | | | 6.99 | | |
| | | Eggland's Best | | | | ● | | | ● | | | | | | | 2.00 | | | | | | | | |
| | | Nellie's | | | | ● | | | | | ● | | | | | | | | | 3.29 | | | | |
| | | Organic Valley | | | | ● | | | | | ● | | | | | | | | | | | | 3.99 | |
| | | Key Food | | | | ● | | | ● | | | | | | | 1.50 | | | | | | | | 2 for \$3.00 |
| | | Nature's Yoke | v | | | ● | | | | | ● | | | | | | | | 2.99 | | | | | |
| | Key Food | Eggland's Best | | | | ● | | | ● | | | | | | | 1.99 | | | | | | | | |
| | | Eggland's Best | | | ● | | | | | | ● | | | | | 2.50 | | | | | | | | |
| | | Eggland's Best | | | | ● | | | ● | | | | | ● | | 2.99 | | | | | | | | |
| Eggland's Best | | n | | | ● | | | | | ● | | | | | | | | | | | | 3.99 | | |
| Pete & Gerry's | | f | | | ● | | | | | ● | | | | | | | | | | | | 3.99 | | |
| Key Food | | | | ● | | | | | | ● | | | | | | | | | | | | 3.99 | | |
| Key Food | | | | | ● | | | | | ● | | | | | | | | | | | | 3.79 | | |
| Full Circle | | | | | ● | | | | | ● | | | | | | | | | | | | 3.99 | | |
| PICS | | | | | ● | | | ● | | | | | ● | | 1.99 | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

**Thanksgiving 2018
SHELL EGGS**

Prices in \$US per unit, effective November 03-23, 2017

(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 | | | | | | | |
| MA <i>(cont)</i> | Stop & Shop | Pete & Gerry's | f | | | • | | | | • | | | | | | | | | | | | | 3.99 | | |
| | | Nellie's | f | | | • | | | | • | | | | | | | | 2.88 | | | | | | | |
| | Target The Fresh Market Trucchi's Wegmans | Eggland's Best | f | | | • | | | • | | | | | | | | | | | | 3.00 | | | | |
| | | Simply Balanced | f | | | • | | | | • | | | | | | | | | | | | | | 3.99 | |
| | | Alfresco | f | | | • | | | | • | | | | | | | | | | | | | 4.99 | | |
| | | Pete & Gerry's | f | | | • | | | | • | | | | | | | | | | | | | | 3.99 | |
| | | Wegmans | f | | | • | | | | • | | | | | | | | | | | | | | 3.99 | |
| | | Wegmans | f | | | • | | | | • | | | | | | | | | | | | | | 4.19 | |
| | | Wegmans | f | • | | | | | | • | | | | | | | | | | | | | | 5.29 | |
| | | Wegmans | f | | | | • | | | | • | | | | | | | | | | | | | 3.49 | |
| | | Wegmans | f | | | | • | | | | • | | | | | | 1.69 | | | | | | | | |
| | | Wegmans | f | | | | • | | | | • | | | | | | 1.89 | | | | | | | | |
| | | Wegmans | f | • | | | | | | | • | | | | | | 2.19 | | | | | | | | |
| | | Wegmans | f | | | | • | | | | • | | | | | | 2.38 | | | | | | | | |
| | | Wegmans | f | | | | • | | | | • | | | | | | 2.98 | | | | | | | | |
| | | Eggland's Best | n | | | • | | | | | • | | | | | | | | | | | | | 4.99 | |
| MD | ACME Markets | O Organics | f | | | • | | | | • | | | | | | | | | | | | | 3.99 | | |
| | | Carol's | f | | | • | | | | • | • | | | | | | | | | | | | | 2.99 | |
| | | Lucerne | f | | | • | | | | • | | | | | | | 1.99 | | | | | | | | |
| | | Eggland's Best | f | | | • | | | | • | | | | | | | 2.49 | | | | | | | | |
| | ALDI Earth Origins Food Lion Giant Eagle Giant Food Graul's Market Great Valu Market Harris Teeter | Eggland's Best | f | | | • | | | | • | | | | | | | 3.99 | | | | | | | | |
| | | Nellie's | f | | | • | | | | | • | | | | | | | | | | | | 2.99 | | |
| | | Goldhen | f | | | • | | | | | • | | | | | | | 2.29 | | | | | | | |
| | | Alfresco | f | | | • | | | | | • | | | | | | | | | | | | 6.99 | | |
| | | Eggland's Best | f | | | • | | | | • | | | | | | | 2.50 | | | | | | | | |
| | | Nellie's | f | | | • | | | | | • | | | | | | | | | | | | | 3.50 | |
| | | Eggland's Best | n | | | • | | | | | • | | | | | | | 3.00 | | | | | | 3.99 | |
| | | Pete & Gerry's | f | | | • | | | | | • | | | | | | | | | | | | | | |
| | | Nellie's | f | | | • | | | | | • | | | | | | | 2.88 | | | | | | | |
| | | Eggland's Best | f | | | • | | | | • | | | | | | | 3.00 | | | | | | | | |
| | | Eggland's Best | f | | | • | | | | | • | | | | | | 1.99 | | | | | | | | |
| | | Eggland's Best | f | | | • | | | | | • | | | | | | 2.50 | | | | | | | | |
| | | Essential Everyday | f | | | • | | | | | • | | | | | | 1.19 | | | | | | | | |
| | | Harris Teeter | f | | | • | | | | | • | | | | | | 0.99 | | | | | | | | |
| | | Harris Teeter | f | | | • | | | | | • | | | | | | | 1.99 | | | | | | | |
| Nellie's | f | | | • | | | | | • | | | | | | | | | | | | | 3.49 | | | |
| Nellie's | f | | | • | | | | | • | | | | | | | | | | | | | 4.49 | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

**Thanksgiving 2018
SHELL EGGS**

Prices in \$US per unit, effective November 03-23, 2017

(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 | | | | | | | | | | | | | | | | | | | | |
| MD <i>(cont)</i> | Harris Teeter <i>(continued)</i> | Pete & Gerry's | f | | | • | | | | • | | | | | | | | | | | | | | | | 4.49 | | | | | | | | | | | | |
| | | Carol's | | | | • | | | | • | • | | | | | | | | | | | | | | | | | | | | | | | | | 2.99 | | |
| | | Organic Valley | | | | • | | | | • | • | | | | | | | | | | | | | | | | | | | | | | | | | | 2.99 | |
| | | Organic Valley | n | | | • | | | | • | • | | | | | | | | | | | | | | | | | | | | | | | | | | 4.99 | |
| | | Harris Teeter | | | | • | | | | • | • | | | | | | | | | | | | | | | | | | | | | | | | | | 3.99 | |
| | | Eggland's Best | | | | • | | | | • | • | | | | | | | 2.00 | | | | | | | | | | | | | | | | | | | | |
| | | Eggland's Best | n | | | • | | | | • | • | | | | | | | | | 3.00 | | | | | | | | | | | | | | | | | | |
| | | Eggland's Best | n | | | • | | | | • | • | | | | | | | | | | | | | | | | | | | | | | | | | | | 3.99 |
| | | Nest Fresh | | | | • | | | | • | • | | | | | | | | | | | | | | | | | | | | | | | | | | | 3.49 |
| | | Country Hen | | | | • | | | | • | • | | | | | | | | | | | | | | | | | | | | | | | | | | | 2.99 |
| | Harris Teeter | | | | • | | | | • | • | | | | | | | | | | | | | | | | | | | | | | | | | | | 5.49 | |
| | H-Mart | Today's Farm | | | | | • | | | • | • | | | | | | | | | | | | | | | | | | | | | | | | | | 1.49 | |
| | | Pete & Gerry's | | • | | | • | | | • | • | | | | | | | | | | | | | | | | | | | | | | | | | | 4.99 | |
| | | Today's Farm | | | | | • | | | • | • | | | | | | | | | | | | | | | | | | | | | | | | | | 1.99 | |
| | H-Mart | Organic Valley | | | | • | | | | • | • | | | | | | | | | | | | | | | | | | | | | | | | | | 3.99 | |
| | IGA Stores NJ/PA | Barnyard's Best | | | | • | | | | • | • | | | | | | | | | | | | | | | | | | | | | | | | | | 1.69 | |
| | Lidl | n/i | | v | | | • | | | • | • | | | | | | | | | | | | | | | | | | | | | | | | | | 2.29 | |
| | Martin's Food | Nellie's | | | | • | | | | • | • | | | | | | | | | | | | | | | | | | | | | | | | | | 3.50 | |
| | | Eggland's Best | | | | • | | | | • | • | | | | | | | | | | | | | | | | | | | | | | | | | | | 2.50 |
| | | Eggland's Best | | n | | | • | | | • | • | | | | | | | | | | | | | | | | | | | | | | | | | | | 3.00 |
| | MOM's Organic | Organic Valley | | n | | | • | | | • | • | | | | | | | | | | | | | | | | | | | | | | | | | | 2.39 | |
| | PriceRite Market | Land O Lakes | | | | • | | | | • | • | | | | | | | | | | | | | | | | | | | | | | | | | | 1.99 | |
| | | n/i | | | | • | | | | • | • | | | | | | | | | | | | | | | | | | | | | | | | | | 1.99 | |
| | Redner's | Redner's Best | | | | • | | | | • | • | | | | | | | | | | | | | | | | | | | | | | | | | | 1.99 | |
| | Safeway Eastern | Nellie's | | | | • | | | | • | • | | | | | | | | | | | | | | | | | | | | | | | | | | 2.99 | |
| | Shop'n Save | Pete & Gerry's | | f | | | • | | | • | • | | | | | | | | | | | | | | | | | | | | | | | | | | 3.99 | |
| | ShopRite | Eggland's Best | | | | • | | | | • | • | | | | | | | | | | | | | | | | | | | | | | | | | | 1.88 | |
| | | Nellie's | | | | • | | | | • | • | | | | | | | | | | | | | | | | | | | | | | | | | | | 3.49 |
| | | Nellie's | | | | • | | | | • | • | | | | | | | | | | | | | | | | | | | | | | | | | | | 3.49 |
| | | The Farmer's Hen | | v | | | • | | | • | • | | | | | | | | | | | | | | | | | | | | | | | | | | 2.50 | |
| | | The Farmer's Hen | | v | | | • | | | • | • | | | | | | | | | | | | | | | | | | | | | | | | | | 2.50 | |
| Noah's Pride | | | | | • | | | | • | • | | | | | | | | | | | | | | | | | | | | | | | | | | 2.50 | | |
| ShopRite | | | | | • | | | | • | • | | | | | | | | | | | | | | | | | | | | | | | | | | 1.99 | | |
| Wholesome Pantry | | | | | • | | | | • | • | | | | | | | | | | | | | | | | | | | | | | | | | | 3.99 | | |
| Land O Lakes | | | | • | | | | • | • | | | | | | | | | | | | | | | | | | | | | | | | | | 3.00 | | | |
| Alfresco | | | | • | | | | • | • | | | | | | | | | | | | | | | | | | | | | | | | | | | 6.49 | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

**Thanksgiving 2018
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|----------------|-------------------------|-------------------|-------------|--------------|----|----|----|----|-------|----|-----------|----|----|----|------|-------|-----------|---------|-----------------|---------------|---------|---------|--------------------|------------|--------------|--|
| | | | | 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 | | | | | | | | |
| MD (cont) | ShurSave | Full Circle | | | | | | | | ● | | ● | | | | | | | | | 3.99 | | | | | |
| | | Best Yet | | | | | | | ● | | | | ● | | | 1.79 | | | | | | | | | | |
| | Sprout's Market | Alfresco | | | | | | | | | ● | | ● | | | | | | | | | 4.99 | | | | |
| | | Farmers Hen House | f | | | | | | | | ● | | ● | | | | | | | | | | 4.49 | | | |
| | | Handsome Brook | | | | | | | | | ● | | ● | | | | | | | | | | | 5.79 | | |
| | | Organic Valley | | | ● | | | | | | ● | | ● | | | | | | | | | | | 3.99 | | |
| | | Organic Valley | | | | | | | | | ● | | ● | | | | | | | | | | | 3.99 | | |
| | | Sprout's | | | | | | | | | ● | | ● | | | 2.50 | | | | | | | | | | |
| | | Sprout's | | | | | | | | | ● | | ● | | | | | | 2.50 | | | | | | | |
| | Target | Simply Balanced | | | | | | | | | ● | | ● | | | | | | | | | | | 3.99 | | |
| | The Fresh Market | Alfresco | | | | | | | | | ● | | ● | | | | | | | | | 4.99 | | | | |
| | Wegmans | Wegmans | | | | | | | | | ● | | ● | | | | | | | | | | | | 3.99 | |
| | | Wegmans | | | ● | | | | | | ● | | ● | | | | | | | | | | | | 4.19 | |
| | | Wegmans | | ● | | | | | | | ● | | ● | | | | | | | | | | | | 5.29 | |
| | | Wegmans | | | | ● | | | | | ● | | ● | | | | | | | | | | | | 3.49 | |
| | | Wegmans | | | | | | | | ● | | ● | | | | 1.69 | | | | | | | | | | |
| | | Wegmans | | | | | | | | ● | | ● | | | | 1.89 | | | | | | | | | | |
| | | Wegmans | | | | | | | | ● | | ● | | | | 2.19 | | | | | | | | | | |
| | Weis Markets | Wegmans | | | | | | | | | ● | | ● | | | 2.38 | | | | | | | | | | |
| | | Wegmans | | | | | | | | | ● | | ● | | | 2.98 | | | | | | | | | | |
| | | Egglard's Best | n | | | | | | | | ● | | ● | | | | | | | | | | | | 4.99 | |
| Egglard's Best | | | | | | | | | | ● | | ● | | | 2.50 | | | | | | | | | | | |
| ME | Hannaford Market Basket | Nellie's | | | | | | | | ● | | ● | | | | | | | | | 3.29 | | | | | |
| | | Egglard's Best | | | | | | | | ● | | ● | | | 0.99 | | | | | | | | | | | |
| | | Market Basket | | | | | | | | ● | | ● | | | 1.69 | | | | | | | | | | | |
| | Shaw's | Market Basket | | | | | | | | | ● | | ● | | | | | | | | | | | | | |
| | | Land O Lakes | | | | | | | | | ● | | ● | | | | | 2.00 | | | | | | | | |
| | | Egglard's Best | n | | | | | | | | ● | | ● | | | | | | 3.50 | | | | | | 2 for \$7.00 | |
| | | Egglard's Best | | | | | | | | ● | | ● | | | | 1.88 | | | | | | | | | | |
| | | Pete & Gerry's | f | ● | | | | | | | ● | | ● | | | | | | | | | | | | 4.99 | |
| | | Pete & Gerry's | f | | | | | | | | ● | | ● | | | | | | | | | | | | 6.99 | |
| | | Carol's | | | | | | | | | ● | | ● | | | | | | | | | 2.99 | | | | |
| | The Farmer's Hen | v | | | | | | | | ● | | ● | | | | | | | 3.99 | | | | | | | |
| | The Farmer's Hen | v | | | | | | | | ● | | ● | | | | | | | | | | | | 3.99 | | |
| | Open Nature | | | | | | | | | ● | | ● | | | | | | | 3.99 | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

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| | | | | 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 | | | | | | | | |
| MA (cont) | Shaw's (continued) | Nellie's | | | | • | | | | • | | | | | | | | | 2.99 | | | | | | | |
| | Land O Lakes | | | | • | | | | | • | | | | | | | 2.50 | | | | | | | | | |
| | Target | Simply Balanced | | | • | | | | | • | | | | | | | | | | | | | | 3.99 | | |
| NH | ALDI | Goldhen | | | | • | | | | • | | | | | | | | 2.29 | | | | | | | | |
| | Hannaford | Nellie's | | | • | | | | | • | | | | | | | | | 3.29 | | | | | | | |
| | Market Basket | Eggland's Best | | | | • | | | • | | • | | | | | | 0.99 | 2.00 | | | | | | | | |
| | | Market Basket | | | | • | | | • | | • | | | | | | 1.69 | | | | | | | | | |
| | | Market Basket | | | | • | | | • | | • | | | | | | | | | | | | | | | |
| | McKinnon's | Land O Lakes | | | | • | | | • | | • | | | | | | | 2.00 | | | | | | | | |
| | | Nellie's | | | | • | | | • | | • | | | | | | | | 3.00 | | | | | | | |
| | | Land O Lakes | | | | • | | | • | | • | | | | | | | 2.00 | | | | | | | | |
| | Price Chopper | Eggland's Best | | | • | | | | • | | • | | | | | | | 2.50 | | | | | | | | |
| | | Full Circle | | | | • | | | • | | • | | | | | | | | | | | | | | 3.99 | |
| | | PICS | | | | • | | | • | | • | | • | | | | 1.99 | | | | | | | | | |
| | Pete & Gerry's | Pete & Gerry's | f | | • | | | | • | | • | | | | | | | | | | | | | | 3.99 | |
| | | Pete & Gerry's | f | | | • | | | • | | • | | | | | | | | | | | | | | 3.99 | |
| | | Nellie's | | | | • | | | • | | • | | | | | | | | 3.00 | | | | | | | |
| | PriceRite Market | Land O Lakes | | | | • | | | • | | • | | | | | | | 1.99 | | | | | | | | |
| | | n/i | | | | • | | | • | | • | | • | | | | 1.99 | | | | | | | | | |
| | | Eggland's Best | n | | | • | | | • | | • | | | | | | | | 3.50 | | | | | | | 2 for \$7.00 |
| | Shaw's | Eggland's Best | | | • | | | | • | | • | | | | | | | 1.88 | | | | | | | | |
| | | Pete & Gerry's | f | • | | | | | • | | • | | | | | | | | | | | | | | 4.99 | |
| | | Pete & Gerry's | f | | | • | | | • | | • | | • | | | | | | | | | | | | 6.99 | |
| Carol's | Carol's | | | | • | | | • | | • | | • | | | | | | | | | | | | 2.99 | | |
| | The Farmer's Hen | v | | | • | | | • | | • | | • | | | | | | | 3.99 | | | | | | | |
| | The Farmer's Hen | v | | | • | | | • | | • | | • | | | | | | | | | | | | 3.99 | | |
| Open Nature | Open Nature | | | | • | | | • | | • | | • | | | | | | 3.99 | | | | | | | | |
| | Nellie's | | | | • | | | • | | • | | • | | | | | | | 2.99 | | | | | | | |
| | Land O Lakes | | | | • | | | • | | • | | • | | | | | | 2.50 | | | | | | | | |
| Target | Simply Balanced | | | • | | | • | | • | | • | | | | | | | | | | | | 3.99 | | | |
| NJ | ACME Markets | O Organics | | | | • | | | | • | | • | | | | | | | | | | | | 3.99 | | |
| | | Carol's | | | • | | | | • | | • | | • | | | | | | | | | | | | 2.99 | |
| | | Lucerne | | | • | | | | • | | • | | • | | | | | | | | | | | | | |
| | | Eggland's Best | | | • | | | | • | | • | | • | | | | | | | | | | | | | |
| | | Eggland's Best | | | • | | | | • | | • | | • | | | | | | | | | | | | | |
| Nellie's | | | • | | | | • | | • | | • | | | | | | | 2.99 | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Thanksgiving 2018
SHELL EGGS

Prices in \$US per unit, effective November 03-23, 2017

(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 | | | | | | |
| NJ (cont) | AF Basket | Nature's Yoke | v | | | ● | | | | ● | | | | | | | | | 3.49 | | | | | |
| | | Nature's Yoke | f | | | ● | | | | ● | | | | | | | | | | | | 4.99 | | |
| | | Ideal | | | | ● | | | | ● | | | | | | | | | 2.50 | | | | | |
| | ALDI | Goldhen | | | | ● | | | | ● | | | | | | | | 2.29 | | | | | | |
| | | Associated | Eggland's Best | | | ● | | | | ● | | | | | | 2.69 | | | | | | | | |
| | Best Market | Barnyard | Nature's Yoke | v | | | ● | | | | ● | | | | | | | 2.50 | | | | | 3.99 | |
| | | | Pete & Gerry's | f | | ● | | | | | ● | | | | | | | | | | | | 3.99 | |
| | | Pete & Gerry's | f | | | ● | | | | ● | | | | | | | | | | | | | 3.99 | |
| | | Land O Lakes | | | | ● | | | | ● | | | | | | | | 3.00 | | | | | | |
| | | Best Market | | | | ● | | | | ● | | | ● | | 2.50 | | | | | | | | | |
| | | Mitlitsky's | | | | ● | | | | ● | | | ● | | 2.50 | | | | | | | | | |
| | Bravo | Sky Top | Nature's Yoke | f | | | ● | | | | ● | | | | | | | | | | | | 3.99 | |
| | | | Eggland's Best | n | | | ● | | | | ● | | | | | | | | | | | | 3.99 | |
| | | Eggland's Best | | | | ● | | | | ● | | | ● | | | 3.99 | | | | | | | | |
| | | Eggland's Best | | | | ● | | | | ● | | | | | | 2.39 | | | | | | | | |
| | | Land O Lakes | | | ● | | | | | ● | | | | | | | 2.50 | | | | | | | |
| | Compare Foods | Land O Lakes | Nature's Yoke | | | | ● | | | | ● | | | | | | | 2.50 | | | | | | |
| | | | Eggland's Best | n | | | ● | | | | ● | | | | | | | | | | | | 3.99 | |
| | | Land O Lakes | | | | ● | | | | ● | | | | | | | | 2.79 | | | | | | |
| | | Eggland's Best | n | | | ● | | | | ● | | | | | | | | | | | | | 3.99 | |
| | | Eggland's Best | n | | | ● | | | | ● | | | | | | | | | | | | | 3.99 | |
| | | Eggland's Best | | | | ● | | | | ● | | | | | | 2.69 | | | | | | | | |
| | C-Town | Barnyard's Best | Nature's Yoke | v | | | ● | | | | ● | | | | | | | 2.50 | | | 4.99 | | | |
| | | | Nature's Yoke | v | | ● | | | | | ● | | | | | | | 2.50 | | | | | 2 for \$5.00 | |
| | | Land O Lakes | | | | ● | | | | ● | | | | | | | | 2.50 | | | | | 2 for \$5.00 | |
| | | Eggland's Best | n | | | ● | | | | ● | | | | | | | | | | | | | 3.99 | |
| | Fairway Market | Eggland's Best | Nature's Yoke | v | | | ● | | | | ● | | | | | | | 2.49 | | | | | 4.99 | |
| | | | Fairway Market | | | | ● | | | | ● | | | | | | | | | | | | 3.99 | |
| | | Fairway Market | | | | ● | | | | ● | | | | | | | | | | | | | 3.79 | |
| | Fine Fare | Nature's Yoke | Nature's Yoke | v | | | ● | | | | ● | | | | | | | | 3.29 | | | | 4.99 | |
| | | | Alfresco | | | | ● | | | | ● | | | | | | | | | | 4.99 | | | |
| Food Bazaar | Organic Valley | n/i | | ● | | | | | | ● | | | | | 2.00 | | | | | | | 3 for \$6.00 | | |
| | | Seven Farms | | | | ● | | | | ● | | | | | | | | | | | | 4.99 | | |
| Food Bazaar | Seven Farms | Nature's Yoke | | | | ● | | | | ● | | | | | | | | | | | | 2.00 | | |
| | | Nature's Yoke | | | | ● | | | | ● | | | | | | | | | | | | | 2.00 | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

**Thanksgiving 2018
SHELL EGGS**

Prices in \$US per unit, effective November 03-23, 2017

(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 | | | | | | | | | | | | |
| NJ (cont) | Foodtown | Eggland's Best | | | | ● | | | | | | ● | | | | | 3.99 | | | | | | | | | | | | | |
| | | n/i | | | | | | | | | | | ● | | | | 1.44 | | | | | | | | | | | | | |
| | | Eggland's Best | | | | | | | | | | | | | | | | 2.50 | | | | | | | | | | | | |
| | | Alfredo | | | | | | | | | | | | | | | | | | | | 5.99 | | | | | | | | |
| | | Organic Valley | | | | | | | | | | | | | | | | | | | | | | | 5.49 | | | | | |
| | | Pete & Gerry's | f | | | | | | | | | | | | | | | | | | | | | | 3.99 | | | | | |
| | Great Valu Market | n/i | | | | | | | ● | | | | | | | | | 1.00 | | | | | | | | | | | | |
| | | Eggland's Best | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | H-Mart | Essential Everyday | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | Today's Farm | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | H-Mart | Today's Farm | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | Organic Valley | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | IGA Stores NJ/PA | Barnyard's Best | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | Key Food | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Key Food | Nature's Yoke | v | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | Eggland's Best | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | Eggland's Best | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | Eggland's Best | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | Eggland's Best | n | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | Pete & Gerry's | f | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | Key Food | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | Key Food | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | Kings Market | Nest Fresh | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | | Eggland's Best | n | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Eggland's Best | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Lidl | Alfredo | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| n/i | | v | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| McCaffrey's | Eggland's Best | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Eggland's Best | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Met Foods | Nature's Yoke | v | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Nature's Yoke | v | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Horizon | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Horizon | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Organic Valley | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Organic Valley | n | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | MOM's Organic | Organic Valley | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Morton Williams | Wholesome Pantry | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Murphy's | Eggland's Best | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | Eggland's Best | | | | | | | | | | | | | | | | | | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Thanksgiving 2018
SHELL EGGS

Prices in \$US per unit, effective November 03-23, 2017

(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 | | | | | | | | | | | | | | | | | | | | | | | |
| NJ (cont) | Net Cost Market | Sunshine | | | | • | | | | • | | | | | | | | 1.99 | | | | | | | | | | | | | | | | | | | | | | | |
| | | Sunshine | | | | • | | | | | • | | | | | | | | 2.49 | | | | | | | | | | | | | | | | | | | | | | |
| | | Organic Valley | | | | • | | | | | • | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Pioneer | Eggland's Best | | | | | • | | | | • | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | Eggland's Best | n | | | | • | | | | • | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | Horizon | | | | | • | | | | • | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | PriceRite Market | Horizon | | | | | • | | | | • | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | Land O Lakes | | | | | • | | | | • | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | n/i | | | | | • | | | | • | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Seabra Foods | n/i | | | | | • | | | | • | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | n/i | | • | | | | | | | • | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | n/i | | | | | • | | | | • | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | ShopRite | n/i | | | | | • | | | | • | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | Eggland's Best | | | | | • | | | | • | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | Nellie's | | | | | • | | | | • | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | Nellie's | | | | | • | | | | • | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | The Farmer's Hen | v | | | | • | | | | • | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | The Farmer's Hen | v | | | | • | | | | • | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Stop & Shop | Noah's Pride | | | | | • | | | | • | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | ShopRite | | | | | • | | | | • | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | Wholesome Pantry | | | | | • | | | | • | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | Land O Lakes | | | | | • | | | | • | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | Alfresco | | | | | • | | | | • | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | Pete & Gerry's | f | | | | • | | | | • | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | Nellie's | | | | | • | | | | • | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | Eggland's Best | | | | | • | | | | • | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | Supremo | | | | | • | | | | • | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | Target | | | | | • | | | | • | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| The Fresh Market | | | | | | • | | | | • | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Top Tomato | | | | | | • | | | | • | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Wegmans | Eggland's Best | | | | | • | | | | • | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Hillandale | | | | | • | | | | • | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Wegmans | | | | | • | | | | • | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Wegmans | | | | | • | | | | • | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Wegmans | | | | | • | | | | • | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Wegmans | | | | | • | | | | • | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Wegmans | | | | | • | | | | • | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Wegmans | | | | | • | | | | • | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Thanksgiving 2018

Prices in \$US per unit, effective November 03-23, 2017

SHELL EGGS

(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 | | | | | | | | |
| NJ (cont) | Wegmans (continued) | Wegmans | | | | ● | | | ● | | | | | | | 2.38 | | | | | | | | | | |
| | | Wegmans | | | ● | | | | ● | | | | | | | 2.98 | | | | | | | | | | |
| | | Eggland's Best | n | | | ● | | | | ● | | | | | | | | | | | | | 4.99 | | | |
| | | Weis Markets | | | ● | | | | ● | | | | | | | | 2.50 | | | | | | | | | |
| | | Western Beef | | | | | | ● | | ● | | | | | | | 0.79 | | | | | | | | | |
| NY | ACME Markets | O Organics | | | ● | | | | ● | | ● | | | | | | | | | | | | 3.99 | | | |
| | | Carol's | | | ● | | | | | ● | ● | | | | | | | | | | | | | | 2.99 | |
| | | Lucerne | | | ● | | | | ● | | | ● | | | | | 1.99 | | | | | | | | | |
| | | Eggland's Best | | | ● | | | | ● | | | ● | | | | | 2.49 | | | | | | | | | |
| | | Eggland's Best | | | ● | | | | ● | | | | ● | | | | 3.99 | | | | | | | | | |
| | | Nellie's | | | ● | | | | | ● | | | ● | | | | | | | 2.99 | | | | | | |
| | | AF Basket | v | | | ● | | | | ● | | | ● | | | | | | | 3.49 | | | | | | |
| | | Nature's Yoke | f | | | ● | | | | ● | | | ● | | | | | | | | | | 4.99 | | | |
| | | Nature's Yoke | | | | ● | | | | ● | | | ● | | | | | | | | | | | | | |
| | | Ideal | | | | ● | | | | ● | | | ● | | | | | | | 2.50 | | | | | | |
| | | ALDI | | | | ● | | | | ● | | | ● | | | | | | 2.29 | | | | | | | |
| | | Associated | | | | ● | | | | ● | | | ● | | | | 2.69 | | | | | | | | | |
| | | Barnyard | | | | ● | | | | ● | | | ● | | | | | | 2.50 | | | | | | | |
| | | Nature's Yoke | v | | | ● | | | | ● | | | ● | | | | | | | | | | | 3.99 | | |
| | | Best Market | f | | | ● | | | | ● | | | ● | | | | | | | | | | | 3.99 | | |
| | | Pete & Gerry's | f | | | ● | | | | ● | | | ● | | | | | | | | | | | 3.99 | | |
| | | Pete & Gerry's | f | | | ● | | | | ● | | | ● | | | | | | | | | | | 3.99 | | |
| | | Land O Lakes | | | | ● | | | | ● | | | ● | | | | | | | | | | | | | |
| | | Best Market | | | | ● | | | | ● | | | | ● | | | 2.50 | | | | | | | | | |
| | | Mitlitsky's | | | | ● | | | | ● | | | | ● | | | 2.50 | | | | | | | | | |
| | | Sky Top | f | | | ● | | | | ● | | | | ● | | | | | | | | | | 3.99 | | |
| Big M | | | | ● | | | | ● | | | ● | | | | 0.88 | | | | | | | | | | | |
| Bravo | | | | ● | | | | ● | | | ● | | | | | | | | | | | 3.99 | | | | |
| Eggland's Best | n | | | ● | | | | ● | | | ● | | | | | | | | | | | 3.99 | | | | |
| Eggland's Best | | | | ● | | | | ● | | | | ● | | | | 3.99 | | | | | | | | | | |
| Eggland's Best | | | | ● | | | | ● | | | | ● | | | 2.39 | | | | | | | | | | | |
| Land O Lakes | | | | ● | | | | ● | | | ● | | | | | | | 2.50 | | | | | | | | |
| Land O Lakes | | | | ● | | | | ● | | | ● | | | | | | | 2.50 | | | | | | | | |
| Eggland's Best | n | | | ● | | | | ● | | | ● | | | | | | | | | | | 3.99 | | | | |
| Cherry Valley | | | | ● | | | | ● | | | ● | | | | | | | | | | | 3.99 | | | | |
| Cherry Valley | | | ● | | | | | ● | | | ● | | | | 2.00 | | | | | | | | | | | |
| Organic Valley | | | | ● | | | | ● | | | ● | | | | | | | | | | | 4.99 | | | | |
| n/i | | | | | | ● | | ● | | | ● | | | | 1.00 | | | | | | | | 5 for \$5.00 | | | |
| n/i | | | | ● | | | | ● | | | ● | | | | 1.67 | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

**Thanksgiving 2018
SHELL EGGS**

Prices in \$US per unit, effective November 03-23, 2017

(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) | Compare Foods | Land O Lakes | | | | • | | | | • | | | | | | | 2.79 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | Eggland's Best | n | | | • | | | | • | | • | | | | | | 2.69 | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | Eggland's Best | | | • | | | | | • | | • | | | | | | 2.50 | | | | | | | | | | | | | | | | | | | | | | | | | |
| | C-Town | Barnyard's Best | | | | • | | | | • | | • | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | Nature's Yoke | v | | | • | | | | | • | | | | | | | | | | | | | | | | | | 4.99 | | | | | | | | | | | | | | |
| | | Land O Lakes | | | | • | | | | | • | | | | | | | 2.50 | | | | | | | | | | | | | | | | | | | | | | | | | |
| | D'Agostino's | Land O Lakes | | | | • | | | | | • | | | | | | | 2.50 | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | Land O Lakes | | | | • | | | | | • | | | | | | | 2.50 | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | Eggland's Best | n | | | • | | | | | • | | | | | | | 2.49 | | | | | | | | | | | | | | | | | | | | | | | | | |
| | DeCiccio Family Market | Eggland's Best | v | | | • | | | | | • | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | Nature's Yoke | v | | | • | | | | | • | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | Pete & Gerry's | f | | | • | | | | | • | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | DeCiccio & Sons | Land O Lakes | | | | • | | | | | • | | | | | | | 2.69 | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | Land O Lakes | | | | • | | | | | • | | | | | | | 2.69 | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | Eggland's Best | | | | • | | | | | • | | | | | | | 2.69 | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Fairway Market | Handsome Brook | | | | • | | | | | • | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | Nature's Yoke | v | | | • | | | | | • | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | Land O Lakes | | | | • | | | | | • | | | | | | | 2.50 | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Fairway Market | Land O Lakes | | | | • | | | | | • | | | | | | | 2.50 | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | Pete & Gerry's | f | | | • | | | | | • | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | Eggland's Best | | | | • | | | | | • | | | | | | | 2.69 | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Fairway Market | Handsome Brook | | | | • | | | | | • | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | Nature's Yoke | v | | | • | | | | | • | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | Fairway Market | | | | • | | | | | • | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Fine Fare | Fairway Market | | | | • | | | | | • | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | Nature's Yoke | v | | | • | | | | | • | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | Alfresco | | | | • | | | | | • | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Food Bazaar | n/i | | | • | | | | | | • | | | | | | | 2.00 | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | Seven Farms | | | | • | | | | | • | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Eggland's Best | | | | | • | | | | | • | | | | | | | 2.99 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Food Emporium | Eggland's Best | | | | • | | | | | • | | | | | | | 3.99 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | n/i | | | | • | | | | | • | | | | | | | 1.44 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Eggland's Best | | | | • | | | | | • | | | | | | | 2.50 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Foodtown | Alfresco | | | | • | | | | | • | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Organic Valley | | | | • | | | | | • | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Pete & Gerry's | f | | | • | | | | | • | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | n/i | | | | | • | | | • | | | | | | 1.00 | | | | | | | | | | | | | | | | | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Thanksgiving 2018
SHELL EGGS

Prices in \$US per unit, effective November 03-23, 2017

(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 <i>(cont)</i> | Associated | Eggland's Best | | | • | | | | | • | | | | | | 2.69 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | Barnyard | | | | | | | | | • | | | | | | | | 2.50 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | Nature's Yoke | v | | | | | | | | • | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Big M | Boyers Food | Best Yet | | | | | | | | • | | | | | | 0.88 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | | n/i | | | | | | | | | • | | | | | 1.77 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | | Land O Lakes | | | | | | | | | • | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Bravo | | Land O Lakes | | | | | | | | | • | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | | Eggland's Best | n | | | | | | | | • | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | | Eggland's Best | | | | | | | | | • | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Compare Foods | | Eggland's Best | | | | | | | | • | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | | Eggland's Best | | | | | | | | | • | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | | Eggland's Best | | | | | | | | | • | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | | Land O Lakes | | | | | | | | | | • | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | | Land O Lakes | | | | | | | | | | | • | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | | Eggland's Best | n | | | | | | | | | • | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | C-Town | | Land O Lakes | | | | | | | | | • | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | | Land O Lakes | | | | | | | | | | • | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | | Eggland's Best | n | | | | | | | | | • | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | | Eggland's Best | | | | | | | | | • | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | | Nature's Yoke | v | | | | | | | | | • | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | | Family Owned | | | | | | | | | | | • | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Fine Fare | Food Lion | n/i | | • | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | | Eggland's Best | | | | | | | | | | • | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | | Eggland's Best | | | | | | | | | | • | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Foodtown | | n/i | | | | | | | | | | • | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | | Eggland's Best | | | | | | | | | | • | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | | Eggland's Best | | | | | | | | | | • | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | | n/i | | | | | | | | | | | • | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | | Eggland's Best | | | | | | | | | | | • | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | | Alfresco | | | | | | | | | | | • | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Fresh Grocer | | Organic Valley | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Pete & Gerry's | | | f | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| n/i | | | | | | | • | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Eggland's Best | | | | | | | | | | | | | • | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| ShopRite | | | | | | | | | | | | | • | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| ShopRite | | | | | | | | | | | | | | • | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Thanksgiving 2018

Prices in \$US per unit, effective November 03-23, 2017

SHELL EGGS

(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 <i>(cont)</i> | Fresh Grocer <i>(continued)</i> | ShopRite | | | | | | | | | | | | | 1.49 | | | | | | | | | | | |
| | | The Farmer's Hen | | | | | | | | | | | | | | | | | | | | | | | | |
| | | The Farmer's Hen | | | | | | | | | | | | | | | | | | | | | | | | |
| | | | Land O Lakes | | | | | | | | | | | | | | | | | | | | | | | |
| | | Giant Eagle | Nellie's | | | | | | | | | | | | | | | | | | | | | | | |
| | | Giant Food Stores | Nellie's | | | | | | | | | | | | | | | | | | | | | | | |
| | | | Eggland's Best | | | | | | | | | | | | | | | | | | | | | | | |
| | | | Eggland's Best | n | | | | | | | | | | | | | | | | | | | | | | |
| | | Gordon Food | Gordon Choice | | | | | | | | | | | | | | | | | | | | | | | |
| | | Great Valu Market | Eggland's Best | | | | | | | | | | | | | | | | | | | | | | | |
| | | | Essential Everyday | | | | | | | | | | | | | | | | | | | | | | | |
| | | Grocery Outlet | Sauder | | | | | | | | | | | | | | | | | | | | | | | |
| | | | Kreider's | | | | | | | | | | | | | | | | | | | | | | | |
| | | H-Mart | Today's Farm | | | | | | | | | | | | | | | | | | | | | | | |
| | | | Today's Farm | | | | | | | | | | | | | | | | | | | | | | | |
| | | H-Mart | Organic Valley | | | | | | | | | | | | | | | | | | | | | | | |
| | | Ideal Market | n/i | | | | | | | | | | | | | | | | | | | | | | | |
| | | IGA Stores NJ/PA | Barnyard's Best | | | | | | | | | | | | | | | | | | | | | | | |
| | | Karns Foods | Eggland's Best | | | | | | | | | | | | | | | | | | | | | | | |
| | | Key Food | Key Food | | | | | | | | | | | | | | | | | | | | | | | |
| | | | Nature's Yoke | v | | | | | | | | | | | | | | | | | | | | | | |
| | | | Eggland's Best | | | | | | | | | | | | | | | | | | | | | | | |
| | | | Eggland's Best | | | | | | | | | | | | | | | | | | | | | | | |
| | | | Eggland's Best | | | | | | | | | | | | | | | | | | | | | | | |
| | | | Eggland's Best | n | | | | | | | | | | | | | | | | | | | | | | |
| | | | Pete & Gerry's | f | | | | | | | | | | | | | | | | | | | | | | |
| | | | Key Food | | | | | | | | | | | | | | | | | | | | | | | |
| | | | Key Food | | | | | | | | | | | | | | | | | | | | | | | |
| | | Landis Markets | Sauder | | | | | | | | | | | | | | | | | | | | | | | |
| | | Martin's Food | Nellie's | | | | | | | | | | | | | | | | | | | | | | | |
| | | | Eggland's Best | | | | | | | | | | | | | | | | | | | | | | | |
| | | | Eggland's Best | n | | | | | | | | | | | | | | | | | | | | | | |
| | McCaffrey's | Eggland's Best | | | | | | | | | | | | | | | | | | | | | | | | |
| | MOM's Organic | Organic Valley | n | | | | | | | | | | | | | | | | | | | | | | | |
| | Net Cost Market | Sunshine | | | | | | | | | | | | | | | | | | | | | | | | |
| | | Sunshine | | | | | | | | | | | | | | | | | | | | | | | | |
| | | Organic Valley | | | | | | | | | | | | | | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

**Thanksgiving 2018
SHELL EGGS**

Prices in \$US per unit, effective November 03-23, 2017

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| 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 | | | | | | | | | |
| VT (cont) | Tops Markets | Tops | | | | • | | | • | | | • | | | | 0.88 | | | | | | | | | | | |
| | | Tops | | | • | | | • | | | | • | | | | 1.99 | | | | | | | | | | | |
| | | Tops | | | | • | | • | | | | • | | | | 0.99 | | | | | | | | | | | |
| | | Egglard's Best | n | | | • | | | • | | | • | | | | | | | | | | | | 3.99 | | | |
| | | Egglard's Best | n | | | • | | | | • | | | • | | | | | | | | | | | | | | |
| | | Egglard's Best | | | | • | | | | • | | | • | | | | 2.00 | | | 2.99 | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Thanksgiving 2018

Prices in \$US per unit, effective November 03-23, 2017

SHELL EGGS

(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 | | | | | | | | | | |
| | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| SOUTHEASTERN U.S. - AL,FL,GA,KY,MS,NC,SC,TN,VA,WV | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| AL | ALDI | Goldhen | | | ● | | | | ● | | | | | | | | | 2.29 | | | | | | | | | | |
| | Earth Fare | Pete & Gerry's | f | | ● | | | | ● | | | | | | | | | | | | | | | | | 4.49 | | |
| | | Alfresco | | | ● | | | | ● | | | | | | | | | | | 4.99 | | | | | | | | |
| | Food Giant | Dutch Farms | | | | ● | | | ● | | | | | 1.00 | | | | | | | | | | | | | | |
| | | Dutch Farms | | | | ● | | | ● | | | | | 1.98 | | | | | | | | | | | | | ● | |
| | Gateway Foodland | Freshland | | | | ● | | | ● | | | | | 0.69 | | | | | | | | | | | | | | |
| | Ingle's Market | Laura Lynn | | | ● | | | | ● | | | | | | | | | | | | | | | | | | 2.98 | |
| | | Nellie's | | | ● | | | | ● | | | | | | | | | | | | | | | | | | 3.98 | |
| | | Nellie's | | | ● | | | | ● | | | | | | | | | | | | | | | | | | 2.98 | |
| | | Pete & Gerry's | f | | ● | | | | ● | | | | | | | | | | | | | | | | | | 3.98 | |
| | | Harvest Farms | f | | ● | | | | ● | | | | | | | | | | | | | | | | | | 4.68 | |
| | Kroger Atlanta | Simple Truth | | | ● | | | | ● | | | | | | | | | | | | | | | | | | 2.50 | |
| | | Simple Truth | | | ● | | | | ● | | | | | | | | | | | | | | | | | | 3.49 | |
| | | Kroger | | | ● | | | | ● | | | | | 1.25 | | | | | | | | | | | | | 4 for \$5.00 | |
| | | Alfresco | | | ● | | | | ● | | | | | | | | | | | | | | | | | | 4.99 | |
| | Kroger Nashville | Simple Truth | | | ● | | | | ● | | | | | | | | | | | | | | | | | | 2.50 | |
| | | Simple Truth | | | ● | | | | ● | | | | | | | | | | | | | | | | | | 3.49 | |
| | | Kroger | | | ● | | | | ● | | | | | 0.88 | | | | | | | | | | | | | | |
| | | Alfresco | | | ● | | | | ● | | | | | | | | | | | | | | | | | | 4.99 | |
| | Publix | Pete & Gerry's | f | | ● | | | | ● | | | | | | | | | | | | | | | | | | 3.99 | |
| | | Nellie's | | | ● | | | | ● | | | | | | | | | | | | | | | | | | 3.00 | |
| | PW Homeland | Eggland's Best | | | ● | | | | ● | | | | | | | | | | | | | | | | | | 2.39 | |
| | Ramey's | Best Choice | | | ● | | | | ● | | | | | 1.00 | | | | | | | | | | | | | 1.00 | |
| | Rouses Market | Rouses | | | ● | | | | ● | | | | | 1.99 | | | | | | | | | | | | | ● | |
| | Sprout's Market | Alfresco | | | ● | | | | ● | | | | | | | | | | | | | | | | | | 4.99 | |
| | | Farmers Hen House | f | | ● | | | | ● | | | | | | | | | | | | | | | | | | 4.49 | |
| | | Handsome Brook | | | ● | | | | ● | | | | | | | | | | | | | | | | | | 5.79 | |
| | | Organic Valley | | | ● | | | | ● | | | | | | | | | | | | | | | | | | 3.99 | |
| | | Organic Valley | | | ● | | | | ● | | | | | | | | | | | | | | | | | | 3.99 | |
| | | Sprout's | | | ● | | | | ● | | | | | | | | | | | | | | | | | | 2.50 | |
| | | Sprout's | | | ● | | | | ● | | | | | | | | | | | | | | | | | | 2.50 | |
| | Target | Simply Balanced | | | ● | | | | ● | | | | | | | | | | | | | | | | | | 3.99 | |
| | The Fresh Market | Alfresco | | | ● | | | | ● | | | | | | | | | | | | | | | | | | 4.99 | |
| | United Grocery | n/i | | | ● | | | | ● | | | | | | | | | | | | | | | | | | 1.99 | |
| | Vowell's | Best Choice | | | ● | | | | ● | | | | | 0.88 | | | | | | | | | | | | | | |
| | Winn-Dixie | Eggland's Best | | | ● | | | | ● | | | | | | | | | | | | | | | | | | 2.50 | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Thanksgiving 2018
SHELL EGGS

Prices in \$US per unit, effective November 03-23, 2017

(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 | | | | | | | | | | |
| | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| FL | ALDI | Goldhen | | | | | | | | | | | | | | | | 2.29 | | | | | | | | | | |
| | Bravo | Nellie's | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Earth Fare | Pete & Gerry's | f | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | Alfresco | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Earth Origins | Alfresco | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Food Giant | Dutch Farms | | | | | | | | | | | | | 1.00 | | | | | | | | | | | | | |
| | | Dutch Farms | | | | | | | | | | | | | 1.98 | | | | | | | | | | | | | |
| | Gordon Food | Gordon Choice | | | | | | | | | | | | | 2.99 | | | | | | | | | | | | | |
| | Harris Teeter | Harris Teeter | | | | | | | | | | | | | 0.99 | | | | | | | | | | | | | |
| | | Harris Teeter | | | | | | | | | | | | | | | | 1.99 | | | | | | | | | | |
| | | Nellie's | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | Nellie's | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | Pete & Gerry's | f | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | Carol's | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | Organic Valley | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | Organic Valley | n | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | Harris Teeter | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | Eggland's Best | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | Eggland's Best | n | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | Eggland's Best | n | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | Nest Fresh | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | Country Hen | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | Harris Teeter | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Harvey's | Eggland's Best | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | IGA Stores FL | Morning Fresh | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Milam's Market | Nellie's | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | Nellie's | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Price Choice Mrkt | n/i | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Publix | Pete & Gerry's | f | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Sabor Tropical | n/i | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | n/i | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Sedano's | 4 Grain | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | Eggland's Best | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | Nellie's | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Sprout's Market | Alfresco | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | Farmers Hen House | f | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | Handsome Brook | | | | | | | | | | | | | | | | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Thanksgiving 2018
SHELL EGGS

Prices in \$US per unit, effective November 03-23, 2017

(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 | | | | | | | | | |
| | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| FL <i>(cont)</i> | Sprout's Market <i>(continued)</i> | Organic Valley | | | • | | | | | • | | | | | | | | | | 3.99 | | | | | | | |
| | | Organic Valley | | | | | | | | • | | | | | | | | | | | 3.99 | | | | | | |
| | | Sprout's | | | | | | | | • | | | | | | | | | | | 2.50 | | | | | | |
| | | Sprout's | | | | | | | | • | | | | | | | 2.50 | | | | | | | | | | |
| | | Target | Simply Balanced | | | | | | | | • | | | | | | | | | | | | | 3.99 | | | |
| | | The Fresh Market | Alfresco | | | | | | | | • | | | | | | | | | | | | | 4.99 | | | |
| | | Winn-Dixie | Eggland's Best | | | | | | | | • | | | | | | 2.50 | | | | | | | | | | |
| GA | AF Basket | Nature's Yoke | v | | | • | | | | • | | | | | | | | | | | | | 3.49 | | | | |
| | | Nature's Yoke | f | | | • | | | | • | | | | | | | | | | | | | | | 4.99 | | |
| | ALDI | Goldhen | | | | • | | | | • | | | | | | | 2.29 | | 2.50 | | | | | | | | |
| | | Eggland's Best | | | | • | | | | • | | | | | | 2.50 | | | | | | | | | | | |
| | Earth Fare | Pete & Gerry's | f | | | • | | | | • | | | | | | | | | | | | | | | 4.49 | | |
| | | Alfresco | | | | • | | | | • | | | | | | | | | | | | | 4.99 | | | | |
| | Food City | Food Club | | | | • | | | | • | | | | | 1.99 | | | | | | | | | | | | |
| | | Food Club | | | | • | | | | • | | | | | 1.25 | | | | | | | | | | | | 4 for \$5.00 |
| | Food Giant | Dutch Farms | | | | | • | | | • | | | | | 1.00 | | | | | | | | | | | | |
| | | Dutch Farms | | | | | • | | | • | | | | | 1.98 | | | | | | | | | | | | |
| | Food Lion | Eggland's Best | | | | • | | | | • | | | | | 2.50 | | | | | | | | | | | | |
| | Galaxy Foods | Nellie's | | | | • | | | | • | | | | | | | | | 2.00 | | | | | | | | |
| | | Eggland's Best | | | | • | | | | • | | | | | | 3.00 | | | | | | | | | | | |
| | Harris Teeter | Harris Teeter | | | | • | | | | • | | | | | 0.99 | | | | | | | | | | | | |
| | | Harris Teeter | | | | • | | | | • | | | | | | | 1.99 | | | | | | | | | | |
| | | Nellie's | | | | • | | | | • | | | | | | | | | 3.49 | | | | | | | | |
| | | | | | | • | | | | • | | | | | | | | | 4.49 | | | | | | | | |
| | | Pete & Gerry's | | f | | | • | | | • | | | | | | | | | | | | | | | 4.49 | | |
| | | | | | | • | | | | • | | | | | | | | | | | | | | | | | |
| | | Carol's | | | | | • | | | • | | | | | | | | | | | | | | | | | 2.99 |
| | | | | | • | | | | • | | | | | | | | | | | | | | | | | | |
| | Organic Valley | | | | • | | | | • | | | | | | | | | | | | | | | | 2.99 | | |
| | | | n | | • | | | | • | | | | | | | | | | | | | | | | 4.99 | | |
| | Harris Teeter | | | | • | | | | • | | | | | | | | | | | | | | | | 3.99 | | |
| | | | | | • | | | | • | | | | | | 2.00 | | | | | | | | | | | | |
| | Eggland's Best | | n | | • | | | | • | | | | | | | | | 3.00 | | | | | | | | | |
| | | | n | | • | | | | • | | | | | | | | | | | | | | | | 3.99 | | |
| | Nest Fresh | | | | • | | | | • | | | | | | | | | 3.49 | | | | | | | | | |
| | | | | | • | | | | • | | | | | | | | | | | | | | | | | 2.99 | |
| | Country Hen | | | | • | | | | • | | | | | | | | | | | | | | | | | | |
| | | | | | • | | | | • | | | | | | | | | | | | | | | | | | |
| Harvey's | Harris Teeter | | | | • | | | | • | | | | | | | | | | | | | | | | | | |
| | | | | | • | | | | • | | | | | | | | | | | | | | | | | | |
| | | Eggland's Best | | | • | | | | • | | | | | | | | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Thanksgiving 2018

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|---------------------|--------------------|----------------|-------------|--------------|----|----|----|----|-------|----|-----------|----|----|----|----|-------|-----------|-----------|-----------------|---------------|---------|---------|------------|--------------------|--|--|--|--|--------------|--------------|--|
| | | | | 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 | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| KY <i>(cont)</i> | Food Giant | Dutch Farms | | | | | • | | | | | | | | | 1.00 | | | | | | | | | | | | | | | |
| | | Dutch Farms | | | | | | • | | | | | | | | 1.98 | | | | | | | | | | | | | | | |
| | Food Lion | Eggland's Best | | | | • | | | | | | | | | | | 2.50 | | | | | | | | | | | | | | |
| | Galaxy Foods | Nellie's | | | | • | | | | | | | | | | | | 2.00 | | | | | | | | | | | | | |
| | | Eggland's Best | | | | • | | | | | | | | | | | 3.00 | | | | | | | | | | | | | | |
| | Gordon Food | Gordon Choice | | | | • | | | | | | | | | | | 2.99 | | | | | | | | | | | | | | |
| | IGA Stores SE | Eggland's Best | | | | • | | | | | | | | | | | 3.48 | | | | | | | | | | | | | | |
| | | IGA | | | | | • | | | | | | | | | | 0.70 | | | | | | | | | | | | | | |
| | Kroger Cincinnati | Simple Truth | | | | • | | | | | | | | | | | | 2.50 | | | | | | | | | | | 2 for \$5.00 | | |
| | | Simple Truth | | | | • | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | Kroger | | | | • | | | | | | | | | | | | 0.99 | | | | | | | | | | | | | |
| | | Alfresco | | | | • | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Kroger Delta | Simple Truth | | | | • | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | Kroger | | | | • | | | | | | | | | | | | 0.88 | | | | | | | | | | | | | |
| | | Alfresco | | | | • | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Kroger MidAtlantic | Simple Truth | | | | • | | | | | | | | | | | | | 2.50 | | | | | | | | | | | 2 for \$5.00 | |
| | | Simple Truth | | | | • | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | Kroger | | | | • | | | | | | | | | | | | 0.99 | | | | | | | | | | | | | |
| | | Alfresco | | | | • | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Kroger Mid-South | Simple Truth | | | | • | | | | | | | | | | | | | 2.50 | | | | | | | | | | | 2 for \$5.00 | |
| | | Simple Truth | | | | • | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | Alfresco | | | | • | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Kroger Nashville | Simple Truth | | | | • | | | | | | | | | | | | | 2.50 | | | | | | | | | | | 2 for \$5.00 | |
| | | Simple Truth | | | | • | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | Kroger | | | | • | | | | | | | | | | | | 0.88 | | | | | | | | | | | | | |
| | | Alfresco | | | | • | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Meijer | True Goodness | | | | • | | | | | | | | | | | | | | | | | | | | | | | | | |
| Remke Markets | n/i | | | | • | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Wild Harvest | | | | • | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Wild Harvest | | | | • | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Target | Simply Balanced | | | | • | | | | | | | | | | | | | | | | | | | | | | | | | | |
| TC Grocers | Best Choice | | | | • | | | | | | | | | | | | | | | | | | | | | | | | | | |
| The Fresh Market | Alfresco | | | | • | | | | | | | | | | | | | | | | | | | | | | | | | | |
| United Grocery | n/i | | | | • | | | | | | | | | | | | | 1.99 | | | | | | | | | | | | | |
| MS | ALDI | Goldhen | | | | • | | | | | | | | | | | | 2.29 | | | | | | | | | | | | | |
| | Food Giant | Dutch Farms | | | | | • | | | | | | | | | | | | | | | | | | | | | | | | |
| | | Dutch Farms | | | | | • | | | | | | | | | | | | | | | | | | | | | | | | |

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| | | | | | | | | | | | | | | | | | Ω-3 | veg-fed | | | | | | |
| MS (cont) | Kroger Delta | Simple Truth | | | | • | | | | • | | | | | | | | | | | | 3.49 | | |
| | | Kroger | | | | • | | | | • | | | | | 0.88 | | | | | | | | | |
| | | Alfresco | | | | • | | | | • | | | | | | | | | | 4.99 | | | | |
| | Ramey's | Best Choice | | | | • | | | | • | | | | | 1.00 | | | | | | | | | |
| | | Rouses Market | Rouses | | | | • | | | • | | | • | | 1.99 | | | | | | | | | |
| | Target | Simply Balanced | | | | • | | | | • | | | | | | | | | | | | 3.99 | | |
| | The Fresh Market | Alfresco | | | | • | | | | • | | | | | | | | | | 4.99 | | | | |
| | Vowell's | Best Choice | | | | • | | | | • | | | | 0.88 | | | | | | | | | | |
| | Winn-Dixie | Eggland's Best | | | | • | | | | • | | | | | 2.50 | | | | | | | | | |
| NC | ALDI | Goldhen | | | | • | | | | • | | | | | | | | 2.29 | | | | | | |
| | Compare Foods | Land O Lakes | | | | • | | | | • | | | | | | | 2.79 | | | | | | | |
| | | Eggland's Best | n | | | | • | | | | • | | | | | | | | | | | | 3.99 | |
| | | Eggland's Best | | | | • | | | | | • | | | | 2.69 | | | | | | | | | |
| | Earth Fare | Barnyard's Best | | | | • | | | | | • | | | | | | | 2.50 | | | | | | |
| | | Nature's Yoke | v | | | | • | | | | • | | | | | | | | | | 4.99 | | | |
| | | Pete & Gerry's | f | | | | • | | | | • | | | | | | | | | | | | 4.49 | |
| | Food Lion | Alfresco | | | | | • | | | | • | | | | | | | | | | | | 4.99 | |
| | | Galaxy Foods | Eggland's Best | | | | • | | | | • | | | | 2.50 | | | | | | | | | |
| | Great Valu Market | Nellie's | | | | | • | | | | • | | | | | | | | 2.00 | | | | | |
| | | Eggland's Best | | | | | • | | | | • | | | • | | | | | | | | | | 3.00 |
| | | Eggland's Best | | | | • | | | | | • | | | | 2.50 | | | | | | | | | |
| | Harris Teeter | Essential Everyday | | | | | • | | | | • | | | | 1.19 | | | | | | | | | |
| | | Harris Teeter | | | | | • | | | | • | | | | 0.99 | | | | | | | | | |
| | | Harris Teeter | | | | | • | | | | • | | | | | | | 1.99 | | | | | | |
| | | Nellie's | | | | | • | | | | • | | | | | | | | 3.49 | | | | | |
| | | Nellie's | | | | | • | | | | • | | | • | | | | | 4.49 | | | | | |
| | | Pete & Gerry's | f | | | | • | | | | • | | | • | | | | | | | | | 4.49 | |
| | | Carol's | | | | | • | | | | • | | • | | | | | | | | | | | 2.99 |
| | | Organic Valley | | | | | • | | | | • | | | • | | | | | | | | | | 2.99 |
| | | Organic Valley | n | | | | • | | | | • | | | • | | | | | | | | | | 4.99 |
| | Harris Teeter | | | | | • | | | | • | | | | | | | | | | | | | 3.99 | |
| | Harris Teeter | Eggland's Best | | | | | • | | | | • | | | | | | 2.00 | | | | | | | |
| Eggland's Best | | n | | | | • | | | | • | | | | | | | | 3.00 | | | | | | |
| Eggland's Best | | n | | | | • | | | | • | | | | | | | | | | | | | 3.99 | |
| Nest Fresh | | | | | | • | | | | • | | | | | | | | | 3.49 | | | | | |
| Country Hen | | | | | | • | | | | • | | • | | | | | | | | | | | 2.99 | |
| | Harris Teeter | | | | | • | | | | • | | | • | | | | | 5.49 | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Thanksgiving 2018
SHELL EGGS

Prices in \$US per unit, effective November 03-23, 2017

(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 | | | | | | | | | | | | | | | |
| NC (cont) | Harvey's | Eggland's Best | | | | • | | | • | • | | | | | | | 2.50 | | | | | | | | | | | | | | | | |
| | H-Mart | Pete & Gerry's | | • | | | | | | • | • | | | | | | | | | | | | | | | | 4.98 | | | | | | |
| | | Today's Farm | | | | | • | | | • | • | | | | | | | | | | | | | | | | | 1.98 | | | | | |
| | IGA Stores SE | Eggland's Best | | | | • | | | • | • | • | | | | | | | | | | | | | | | | | | | | | | |
| | | IGA | | | | | • | | | • | • | | | | | | | | | | | | | | | | | | | | | | |
| | Ingle's Market | Laura Lynn | | | | • | | | | • | • | | | | | | | | | | | | | | | | | | | | | | |
| | | Nellie's | | | | • | | | | • | • | | | | | | | | | | | | | | | | | | | | | | |
| | | Nellie's | | | | • | | | | • | • | | | | | | | | | | | | | | | | | | | | | | |
| | | Pete & Gerry's | | f | | | • | | | • | • | | | | | | | | | | | | | | | | | | | | | | |
| | | Harvest Farms | | f | | | • | | | • | • | | | | | | | | | | | | | | | | | | | | | | |
| | Just \$ave Foods | Eggland's Best | | | | • | | | | • | • | | | | | | | | | | | | | | | | | | | | | | |
| | Lidl | n/i | | v | | | • | | | • | • | | | | | | | | | | 2.29 | | | | | | | | | | | | |
| | Lowe's Foods | Pete & Gerry's | | f | | | • | | | • | • | | | | | | | | | | | | | | | | | | | | | | |
| | Publix | Pete & Gerry's | | f | | | • | | | • | • | | | | | | | | | | | | | | | | | | | | | | |
| | Sprout's Market | Alfresco | | | | | • | | | • | • | | | | | | | | | | | | | | | | | | | | | | |
| | | Farmers Hen House | | f | | | • | | | • | • | | | | | | | | | | | | | | | | | | | | | | |
| | | Handsome Brook | | | | | • | | | • | • | | | | | | | | | | | | | | | | | | | | | | |
| | | Organic Valley | | | | • | | | | • | • | | | | | | | | | | | | | | | | | | | | | | |
| | | Organic Valley | | | | | • | | | • | • | | | | | | | | | | | | | | | | | | | | | | |
| | Sprout's | | | | | • | | | • | • | | | | | | | | | | | | | | | | | | | | | | | |
| | Sprout's | | | | | • | | | • | • | | | | | | | | | | | | | | | | | | | | | | | |
| Target | Simply Balanced | | | | | • | | | • | • | | | | | | | | | | | | | | | | | | | | | | | |
| The Fresh Market | Alfresco | | | | | • | | | • | • | | | | | | | | | | | | | | | | | | | | | | | |
| United Grocery | n/i | | | | | • | | | • | • | | | | | | | | | | | | | | | | | | | | | | | |
| SC | ALDI | Goldhen | | | | • | | | | • | • | | | | | | | | | | | | | | | | | | | | | | |
| | Earth Fare | Pete & Gerry's | | f | | | | | | • | • | | | | | | | | | | | | | | | | | | | | | | |
| | | Alfresco | | | | | | | | • | • | | | | | | | | | | | | | | | | | | | | | | |
| | Food Lion | Eggland's Best | | | | | | | • | • | | | | | | | | | | | | | | | | | | | | | | | |
| | Galaxy Foods | Nellie's | | | | | | | • | • | | | | | | | | | | | | | | | | | | | | | | | |
| | | Eggland's Best | | | | | | | • | • | | | | | | | | | | | | | | | | | | | | | | | |
| | Harris Teeter | Harris Teeter | | | | | | | • | • | | | | | | | | | | | | | | | | | | | | | | | |
| | | Harris Teeter | | | | | | | • | • | | | | | | | | | | | | | | | | | | | | | | | |
| | | Nellie's | | | | • | | | | • | • | | | | | | | | | | | | | | | | | | | | | | |
| | | Nellie's | | | | | • | | | • | • | | | | | | | | | | | | | | | | | | | | | | |
| | Pete & Gerry's | | f | | | • | | | • | • | | | | | | | | | | | | | | | | | | | | | | | |
| | Carol's | | | | | • | | | • | • | | | | | | | | | | | | | | | | | | | | | | | |
| | Organic Valley | | | | | • | | | • | • | | | | | | | | | | | | | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

**Thanksgiving 2018
SHELL EGGS**

Prices in \$US per unit, effective November 03-23, 2017

(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 | | | | | | | | | | | | | | |
| SC (cont) | Harris Teeter (continued) | Organic Valley | n | | | • | | | | • | | | | | | | | | | | | | | 4.99 | | | | | | | | |
| | | Harris Teeter | | | | • | | | | | • | | | | | | | | | | | | | | 3.99 | | | | | | | |
| | | Eggland's Best | | | | • | | | | • | | | | | | | | | | | | | | 2.00 | | | | | | | | |
| | | Eggland's Best | n | | | • | | | | | • | | | | | | | | | | | | | 3.00 | | | | | | | | |
| | | Eggland's Best | n | | | • | | | | | • | | | | | | | | | | | | | | | 3.99 | | | | | | |
| | | Nest Fresh | | | | • | | | | | • | | | | | | | | | | | | | | 3.49 | | | | | | | |
| | | Country Hen | | | | • | | | | | • | • | | | | | | | | | | | | | | 2.99 | | | | | | |
| | | Harris Teeter | | | | • | | | | | • | | | | | | | | | | | | | | 5.49 | | | | | | | |
| | | Harvey's | Eggland's Best | | | | • | | | | • | | | | | | | | | | | | | | 2.50 | | | | | | | |
| | | IGA Stores SE | Eggland's Best | | | | • | | | | • | | | | | | | | | | | | | | 3.48 | | | | | | | |
| | | | IGA | | | | • | | | | • | | | | | | | | | | | | | | 0.70 | | | | | | | |
| | | Ingle's Market | Laura Lynn | | | | • | | | | • | | | | | | | | | | | | | | | 2.98 | | | | | | |
| | | | Nellie's | | | | • | | | | • | | | | | | | | | | | | | | | 3.98 | | | | | | |
| | | | Nellie's | | | | • | | | | • | | | | | | | | | | | | | | | 2.98 | | | | | | |
| | | | Pete & Gerry's | f | | | • | | | | • | | | | | | | | | | | | | | | | 3.98 | | | | | |
| | | | Harvest Farms | f | | | • | | | | • | | | | | | | | | | | | | | | | 4.68 | | | | | |
| | | Kroger Atlanta | Simple Truth | | | | • | | | | • | | | | | | | | | | | | | | 2.50 | | | | | | 2 for \$5.00 | |
| | | | Simple Truth | | | | • | | | | • | | | | | | | | | | | | | | | | 3.49 | | | | | |
| | | | Kroger | | | | • | | | | • | | | | | | | | | | | | | | | 1.25 | | | | | | 4 for \$5.00 |
| | | | Alfresco | | | | • | | | | • | | | | | | | | | | | | | | | | | 4.99 | | | | |
| | | Lidl | n/i | v | | | • | | | | • | | | | | | | | | | | | | | | 2.29 | | | | | | |
| | | Lowe's Foods | Pete & Gerry's | f | | | • | | | | • | | | | | | | | | | | | | | | | | 3.99 | | | | |
| | | Publix | Pete & Gerry's | f | | | • | | | | • | | | | | | | | | | | | | | | | | 3.99 | | | | |
| | | Sprout's Market | Alfresco | | | | • | | | | • | | | | | | | | | | | | | | | | | 4.99 | | | | |
| | | | Farmers Hen House | f | | | • | | | | • | | | | | | | | | | | | | | | | | 4.49 | | | | |
| | | | Handsome Brook | | | | • | | | | • | | | | | | | | | | | | | | | | | | 5.79 | | | |
| | | | Organic Valley | | | | • | | | | • | | | | | | | | | | | | | | | | | 3.99 | | | | |
| | | Organic Valley | | | | • | | | | • | | | | | | | | | | | | | | | | | 3.99 | | | | | |
| | | Sprout's | | | | • | | | | • | | | | | | | | | | | | | | | | | | 2.50 | | | | |
| | | Sprout's | | | | • | | | | • | | | | | | | | | | | | | | | | 2.50 | | | | | | |
| | Target | Simply Balanced | | | | • | | | | • | | | | | | | | | | | | | | | | | 3.99 | | | | | |
| | The Fresh Market | Alfresco | | | | • | | | | • | | | | | | | | | | | | | | | | | | 4.99 | | | | |
| TN | ALDI | Goldhen | | | | • | | | | • | | | | | | | | | | | | | | | 2.29 | | | | | | | |
| | Cash Saver TC | Best Choice | | | | • | | | | • | | | | | | | | | | | | | | | 0.69 | | | | | | | |
| | Cash Saver TN | Eggland's Best | | | | • | | | | • | | | | | | | | | | | | | | | | 1.88 | | | | | | |
| | Chappell's | Weiss Lake | | | | • | | | | • | | | | | | | | | | | | | | | | 2.69 | | | | | | |
| | | Weiss Lake | | | | • | | | | | • | | | | | | | | | | | | | | | | 4.49 | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Thanksgiving 2018

Prices in \$US per unit, effective November 03-23, 2017

SHELL EGGS

(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) | Chappell's (continued) | Weiss Lake | | ● | | | | | ● | | | | | | | | 1.99 | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | Freshland | | | | | | | ● | | | | | | | | | 1.79 | | | | | | | | | | | | | | | | | | | | | | | | |
| | Eggland's Best | | | | | | | ● | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Earth Fare | Pete & Gerry's | f | | | ● | | | | | ● | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | Alfresco | | | | ● | | | | | ● | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Food City | Food Club | | | | ● | | | | ● | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Food Country | Green Valley | | | | ● | | | | | ● | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | Food Country | | | | | | ● | | | ● | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Food Giant | Eggland's Best | | | | | ● | | | | ● | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | Dutch Farms | | | | | | ● | | | ● | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Food Lion | Dutch Farms | | | | | | ● | | | ● | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | Eggland's Best | | | | | ● | | | | ● | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Gordon Food | Gordon Choice | | | | | ● | | | | ● | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | H.G. Hill | Eggland's Best | n | | | | ● | | | | | ● | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | Eggland's Best | | | | | ● | | | | ● | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Harris Teeter | Harris Teeter | | | | | ● | | | | ● | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | Harris Teeter | | | | | ● | | | | ● | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Nellie's | Nellie's | | | | ● | | | | | ● | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | Eggland's Best | n | | | | ● | | | | ● | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | IGA Stores SE | Eggland's Best | | | | | ● | | | | ● | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | IGA | | | | | | ● | | | ● | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Ingle's Market | Laura Lynn | | | | | ● | | | | ● | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | Nellie's | | | | | ● | | | | ● | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | Nellie's | | | | | ● | | | | ● | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | Pete & Gerry's | f | | | | ● | | | | ● | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Harvest Farms | Harvest Farms | f | | | | ● | | | | ● | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | Simple Truth | | | | | ● | | | | ● | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Kroger Delta | Kroger | | | | | ● | | | | ● | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | Alfresco | | | | | ● | | | | ● | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Kroger MidAtlantic | Simple Truth | | | | | ● | | | | ● | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | Simple Truth | | | | | ● | | | | ● | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Kroger | Kroger | | | | | ● | | | | ● | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | Alfresco | | | | | ● | | | | ● | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Kroger Nashville | Simple Truth | | | | | ● | | | | ● | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Simple Truth | | | | | ● | | | | ● | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Kroger | Kroger | | | | | ● | | | | ● | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Alfresco | | | | | ● | | | | ● | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Thanksgiving 2018
SHELL EGGS

Prices in \$US per unit, effective November 03-23, 2017

(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) | Osborne's | Eggland's Best | n | | | • | | | | • | | | | | | | | | 2.89 | | | | | | | | | |
| | | Eggland's Best | | | | • | | | • | | • | | | | | | | | 2.29 | | | | | | | | | |
| | Publix | Pete & Gerry's | f | | | • | | | | • | | • | | | | | | | | | | | | 4.99 | | 3.99 | | |
| | Sprout's Market | Alfresco | | | | • | | | | • | | • | | | | | | | | | | | | | | | | |
| | | Farmers Hen House | f | | | • | | | | • | | • | | | | | | | | | | | | | | | 4.49 | |
| | | Handsome Brook | | | | • | | | | • | | • | | | | | | | | | | | | | | | | 5.79 |
| | | Organic Valley | | | • | | | | | • | | • | | | | | | | | | | | | | | | | 3.99 |
| | | Organic Valley | | | | • | | | | • | | • | | | | | | | | | | | | | | | | 3.99 |
| | | Sprout's | | | | • | | | | • | | • | | | | | | | | | | | | | | | | 2.50 |
| | | Sprout's | | | | • | | | | • | | • | | | | | | | | 2.50 | | | | | | | | |
| | TC Grocers | Best Choice | | | | | • | | • | | • | | | | | | 0.69 | | | | | | | | | | | |
| | The Fresh Market | Alfresco | | | | • | | | | • | | • | | | | | | | | | | | | | | 4.99 | | |
| | Target | Simply Balanced | | | | • | | | | • | | • | | | | | | | | | | | | | | | | 3.99 |
| | Tietgen's | Eggland's Best | n | | | • | | | | • | | • | | | | | | | | | | | | | | | | 2.89 |
| | Eggland's Best | | | | • | | | | • | | • | | | | | | | | | | | | | | | | 2.29 | |
| | United Grocery | n/i | | | • | | | | • | | • | | | | | | | | | | | | | | | | 1.99 | |
| VA | ALDI | Goldhen | | | | • | | | | • | | • | | | | | | | | | | | | | | | | 2.29 |
| | Earth Fare | Pete & Gerry's | f | | | • | | | | • | | • | | | | | | | | | | | | | | | | 4.49 |
| | | Alfresco | | | | • | | | | • | | • | | | | | | | | | | | | | | 4.99 | | |
| | Food City | Food Club | | | | • | | | • | | | • | | | | 1.99 | | | | | | | | | | | | |
| | Food Country | Green Valley | | | | • | | | | • | | • | | | | 1.99 | | | | | | | | | | | | |
| | | Food Country | | | | | • | | • | | • | | | | | 0.94 | | | | | | | | | | | | |
| | | Eggland's Best | | | | • | | | | • | | • | | | | | | | | | | | | | | | | 2.50 |
| | Food Lion | Eggland's Best | | | | • | | | | • | | • | | | | | | | | | | | | | | | | 2.50 |
| | Galaxy Foods | Nellie's | | | | • | | | | • | | • | | | | | | | | | | | | | | 2.00 | | |
| | | Eggland's Best | | | | • | | | | • | | • | | | | | | | | | | | | | | | | 3.00 |
| | Giant Food | Eggland's Best | n | | | • | | | | • | | • | | | | | | | | | | | | | | | | 3.00 |
| | | Pete & Gerry's | f | | | • | | | | • | | • | | | | | | | | | | | | | | | | 3.99 |
| | | Nellie's | | | | • | | | | • | | • | | | | | | | | | | | | | | | | 2.88 |
| | | Eggland's Best | | | | • | | | | • | | • | | | | | | | | | | | | | | | | 3.00 |
| | Grant's Market | n/i | | | | | | • | | • | | | | | | 0.99 | | | | | | | | | | | | |
| | n/i | | | | • | | | | • | | • | | | | | | | | | | | | | | | | 1.50 | |
| Great Valu Market | Eggland's Best | | | • | | | | | • | | • | | | | | | | | | | | | | | | | 2.50 | |
| | Essential Everyday | | | | • | | | | • | | • | | | | | | | | | | | | | | | | 1.19 | |
| Harris Teeter | Harris Teeter | | | | • | | | | • | | • | | | | | | | | | | | | | | | | 0.99 | |
| | Harris Teeter | | | | • | | | | • | | • | | | | | | | | | | | | | | | | 1.99 | |
| | Nellie's | | | • | | | | | • | | • | | | | | | | | | | | | | | | | 3.49 | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

**Thanksgiving 2018
SHELL EGGS**

Prices in \$US per unit, effective November 03-23, 2017

(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 | | | | | | | | | | | | | | | | | | | | | | |
| VA <i>(cont)</i> | Shopper's Value | n/i | | | | • | | | • | | | | | | | 0.88 | | | | | | | | | | | | | | | | | | | | | | | | |
| | | n/i | | | | • | | | • | | | | | | | 1.25 | | | | | | | | | | | | | | | | | | | | | | | | |
| | Target | Simply Balanced | | | | • | | | | • | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | The Fresh Market | Alfresco | | | | • | | | | • | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Wegmans | Wegmans | Wegmans | | | | • | | | | • | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | Wegmans | Wegmans | | | | • | | | | • | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | Wegmans | Wegmans | | • | | | | | | • | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | Wegmans | Wegmans | | | | | | | | • | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | Wegmans | Wegmans | | | | | • | | | • | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | Wegmans | Wegmans | | | | | | | | • | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | Wegmans | Wegmans | | | | | | | | • | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | Wegmans | Wegmans | | | | | | | | • | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | Wegmans | Wegmans | | | | | | | | • | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | Wegmans | Wegmans | | | | | | | | • | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | Wegmans | Wegmans | | | | | | | | • | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Wegmans | Wegmans | | | | | | | | • | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Egglard's Best | n | | | | • | | | | • | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Weis Markets | Egglard's Best | n | | | • | | | | • | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| WV | ALDI | Goldhen | | | | • | | | | • | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Food Lion | Egglard's Best | | | | • | | | | • | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Galaxy Foods | Nellie's | | | | • | | | | | • | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | Egglard's Best | | | | • | | | | | • | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Giant Eagle | Nellie's | | | | • | | | | • | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Grant's Market | n/i | | | | | | | • | | • | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | n/i | | | | | • | | | | • | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | IGA Stores SE | Egglard's Best | | | | • | | | | | • | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | IGA | | | | | • | | | | • | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Kroger Columbus | Simple Truth | | | | • | | | | | • | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | Simple Truth | | | | • | | | | | • | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | Kroger | | | | • | | | | | • | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Kroger MidAtlantic | Alfresco | | | | • | | | | | • | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | Simple Truth | | | | • | | | | | • | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | Simple Truth | | | | • | | | | | • | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | Kroger | | | | • | | | | | • | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Kroger | Alfresco | | | | • | | | | | • | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Simple Truth | | | | | • | | | | | • | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Simple Truth | | | | | • | | | | | • | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Martin's Food | Kroger | | | | • | | | | | • | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Alfresco | | | | • | | | | | • | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Nellie's | Nellie's | | | | • | | | | | • | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Egglard's Best | | | | • | | | | | • | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Egglard's Best | Egglard's Best | n | | | • | | | | | • | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Egglard's Best | n | | | • | | | | | • | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Shop'n Save | Pete & Gerry's | f | | | • | | | | • | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Thanksgiving 2018
SHELL EGGS

Prices in \$US per unit, effective November 03-23, 2017

(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 | | | | | | | | |
| MIDWESTERN U.S. - IA,IL,IN,MI,MN,ND,NE,OH,SD,WI | | | | | | | | | | | | | | | | | | | | | | | | | | |
| IA | ALDI | Goldhen | | | | ● | | | | ● | | | | | | | | | 2.29 | | | | | | | |
| | Brother's Market | Eggland's Best | | | | ● | | | ● | | | | | | | | | | 2.39 | | | | | | | |
| | Family Fare | Our Family | | | | | ● | | | ● | | | | | | 1.49 | | | | | | | | | | |
| | | Full Circle | | | | | ● | | | ● | | | | | | | | | | 2.50 | | | | | | |
| | Family Foods | Our Family | | | | ● | | | ● | | | | | | | 1.19 | | | | | | | | | | |
| | Fareway | Eggland's Best | | | | ● | | | ● | | | | | | | | | | 2.50 | | | | | | | |
| | Fisher's Jack & Jill | Our Family | | | | ● | | | ● | | | | | | | 1.19 | | | | | | | | | | |
| | Food Pride | Our Family | | | | ● | | | ● | | | | | | | 1.19 | | | | | | | | | | |
| | Fresh Thyme | Fresh Thyme | | | | | ● | | | ● | | | | ● | | | | | | 1.99 | | | | | | |
| | | Fresh Thyme | | | | | ● | | | ● | | | | ● | | | | | | 1.99 | | | | | | |
| | | Fresh Thyme | | | | | ● | | | ● | | | | ● | | | | | | | | | | 2.99 | | |
| | Hometown Foods | Best Choice | | | | ● | | | ● | | | | | | | 1.18 | | | | | | | | | | |
| | Hy-Vee | Hy-Vee | | n | | | ● | | | ● | | | | | | | | | | 2.58 | | | | | | |
| | Jewel-Osco | Nellie's | | | | | ● | | | ● | | | | | | | | | | | | | | 2.50 | | |
| | | Nellie's | | | | | ● | | | ● | | | | ● | | | | | | 4.99 | | 2.50 | | | | |
| | | Eggland's Best | | | | | ● | | | ● | | | | | | | | | | 2.50 | | | | | | |
| | | Phil's Fresh | | | | | ● | | | ● | | | | | | | | | | 3.00 | | | | | | |
| | | Pete & Gerry's | | | ● | | | | | ● | | | | | | | | | | | | | | 3.99 | | |
| | No Frills | Full Circle | | | | | ● | | | ● | | | | | | | | | | | | | | 2.50 | | |
| | Price Chopper | Eggland's Best | | | | | ● | | | ● | | | | | | | | | | 2.29 | | | | | | |
| | Sunshine Foods | Eggland's Best | | | | | ● | | | ● | | | | | | | | | | 2.50 | | | | | | |
| Super Saver | Best Choice | | | | | ● | | | ● | | | | | | | | | | 0.98 | | | | | | | |
| Target | Simply Balanced | | | | | ● | | | ● | | | | | | | | | | | | | | 3.99 | | | |
| Thriftway Stores | Eggland's Best | | | | | ● | | | ● | | | | | | | | | | 2.39 | | | | | | | |
| IL | ALDI | Goldhen | | | | ● | | | ● | | | | | | | | | | 2.29 | | | | | | | |
| | Angelo Caputo | Phil's' Fresh | | | | ● | | | ● | | | | | | | | | | | 2.99 | | | | | | |
| | Berkot's | Dutch Farms | | | | | ● | | | ● | | | | | | | | | | | | | | 1.99 | | |
| | | Milo's | | | | | ● | | | ● | | | | | | | | | | | | | | 1.69 | | |
| | Butera's Market | Eggland's Best | | | | | ● | | | ● | | | | | | | | | | 2.50 | | | | | | |
| | | n/i | | | | | ● | | | ● | | | | | | 0.69 | | | | | | | | | | |
| | | n/i | | | | | ● | | | ● | | | | | | 0.99 | | | | | | | | | | |
| | Cermak's | Dutch Farms | | | ● | | | | ● | | | | | | | 1.50 | | | | | | | | | | |
| | County Market NFI | Wild Harvest | | | | | | | ● | | | | | | | | | | | 2.19 | | | | | | |
| | Cub Foods | Cub | | | | | | | ● | | | | | ● | | | | | | 1.99 | | | | | | |
| Dierberg's | Eggland's Best | | | | | | | ● | | | | | ● | | | | | | 2.00 | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

**Thanksgiving 2018
SHELL EGGS**

Prices in \$US per unit, effective November 03-23, 2017

(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 | | | | | | |
| IL (cont) | El Guero | n/i | n | | • | | | | • | | | | | | 0.99 | | | | | | | | | limit 5 |
| | | n/i | | | • | | | | • | | | • | | | | 1.50 | | | | | | | | |
| | Fairplay Foods | Dutch Farms | | | • | | | | • | | | | | | 0.98 | | | | | | | | | limit 4 |
| | | Dutch Farms | | | • | | | | • | | | | | | 1.25 | | | | | | | | | |
| | Fareway | Eggland's Best | n | | • | | | | • | | | | | | | | 2.99 | | | | | | | limit 4 |
| | | Eggland's Best | | | | • | | | | • | | | | | | 2.50 | | | | | | | | |
| | Fisher's Jack & Jill | Our Family | | | • | | | | • | | | | | | 1.19 | | | | | | | | | limit 6 |
| | Food 4 Less | Kroger | | | • | | | | • | | | | | | 0.88 | | | | | | | | | limit 6 |
| | | Kroger | | | | • | | | | • | | | | | 1.99 | | | | | | | | | |
| | Food Pride | Our Family | | | • | | | | • | | | | | | 1.19 | | | | | | | | | limit 6 |
| | Fresh Thyme | Fresh Thyme | | | • | | | | • | | | | | | | | 1.99 | | | | | | | limit 6 |
| | | Fresh Thyme | | | • | | | | • | | | | | | | | 1.99 | | | | | | | limit 6 |
| | | Fresh Thyme | | | • | | | | • | | | | | | | | | | | | | 2.99 | | limit 6 |
| | Garden Fresh | Calma Amish | | | | • | | | • | | | | | | 1.95 | | | | | | | | | limit 6 |
| | | Calma Amish | | | | • | | | • | | | | | | 1.28 | | | | | | | | | limit 6 |
| | | Kauma Amish | | | | • | | | • | | | | | | | | | | | | | 2.50 | | limit 6 |
| | Gordon Food | Gordon Choice | | | • | | | | • | | | | | | 2.99 | | | | | | | | | limit 6 |
| | Heinen's | Nellie's | | | • | | | | • | | | | | | | | | 3.29 | | | | | | limit 6 |
| | Hy-Vee | Hy-Vee | n | | • | | | | • | | | | | | | | 2.58 | | | | | | | limit 6 |
| | H-Mart | Today's Farm | | | | • | | | | • | | | | | | | | | | | | 1.99 | | limit 6 |
| | IGA Stores IL/IN | IGA | | | • | | | | • | | | | | | 0.88 | | | | | | | | | limit 6 |
| | Jewel-Osco | Nellie's | | | • | | | | • | | | | | | | | | 2.50 | | | | | | limit 6 |
| | | Eggland's Best | | | | • | | | • | | | | | | | | | 2.50 | | | | | | limit 6 |
| | | Phil's Fresh | | | | • | | | • | | | | | | | | | 3.00 | | | | | | limit 6 |
| | | Pete & Gerry's | | | • | | | | | • | | | | | | | | | | | | | 3.99 | limit 6 |
| | Jimenez | Nellie's | | | • | | | | • | | | | | | | | | 4.99 | | | | | | limit 6 |
| | | Hamilton | | | | • | | | • | | | | | | 1.00 | | | | | | | | | 5 for \$5.00 |
| | | Eggland's Best | | | • | | | | • | | | | | | | | | 2.50 | | | | | | limit 6 |
| | Kirby Foods IGA | IGA | | | • | | | | • | | | | | | 0.88 | | | | | | | | | limit 6 |
| | Kroger Central | Simple Truth | | | • | | | | • | | | | | | | | | 2.50 | | | | | | 2 for \$5.00 |
| | | Simple Truth | | | | • | | | | • | | | | | | | | | | | | | 3.49 | 2 for \$5.00 |
| | Kroger Mid-South | Kroger | | | • | | | | • | | | | | | 0.88 | | | | | | | | | 2 for \$5.00 |
| | | Alfresco | | | | • | | | | • | | | | | | | | | | | | 4.99 | | 2 for \$5.00 |
| | | Simple Truth | | | | • | | | | • | | | | | | | | 2.50 | | | | | | 2 for \$5.00 |
| | | Simple Truth | | | • | | | | • | | | | | | | | | | | | | | 3.49 | 2 for \$5.00 |
| | | Alfresco | | | • | | | | • | | | | | | | | | | | | | 4.99 | | 2 for \$5.00 |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Thanksgiving 2018

Prices in \$US per unit, effective November 03-23, 2017

SHELL EGGS

(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 | | | | | | | | | | | | | | | | | | | | |
| IL <i>(cont)</i> | La Chiquita | n/i | | | | • | | | | • | | | | | | 1.78 | | | | | | | | | | | | | | | | | | | | | | |
| | | n/i | | | • | | | | | • | | | | | | 1.25 | | | | | | | | | | | | | | | | | | | | | | |
| | Mariano's | Simple Truth | | | | • | | | | • | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | Eggland's Best | | | | • | | | | • | | | | | | | | 1.99 | | | | | | | | | | | | | | | | | | | | |
| | | Simply Roundy's | | | | • | | | | • | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Meijer | True Goodness | | | | • | | | | • | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Pete's Fresh Mrkt | Hamilton | | | | • | | | | • | | | | | | 1.67 | | | | | | | | | | | | | | | | | | | | 3 for \$5.00 | | |
| | Piggly Wiggly MW | n/i | | | | • | | | | • | | | | | | 0.79 | | | | | | | | | | | | | | | | | | | | | | |
| | Shop & Save Mrkt | Dutch Farms | | | | • | | | | • | | | | | | 0.99 | | | | | | | | | | | | | | | | | | | | | | |
| | | Dutch Farms | | | | • | | | | • | | | | | | 1.59 | | | | | | | | | | | | | | | | | | | | | | |
| | | Dutch Farms | | | | • | | | • | • | | | | | | 1.59 | | | | | | | | | | | | | | | | | | | | | | |
| | | Dutch Farms | | | | • | | • | | • | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | Dutch Farms | | | | • | | | | • | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | Dutch Farms | | | | • | | | | • | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Sunset Foods | Blue Sky | | | | • | | | | • | | | | | | | | | | | | | | | | 1.99 | | | | | | | | | | | | |
| | | Dutch Farms | | | | • | | | | • | | | | | | 1.59 | | | | | | | | | | | | | | | | | | | | | | |
| | Target | Simply Balanced | | | | • | | | | • | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| The Fresh Market | Alfresco | | | | • | | | | • | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Tony's Finer Food | Dutch Farms | | | | • | | | | • | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Phil's Fresh | | | | • | | | | • | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Valli Produce | Dutch Farms | | | | • | | | | • | | | | | | 0.79 | | | | | | | | | | | | | | | | | | | | | | | |
| | Dutch Farms | | | | • | | | | • | | | | | | 1.25 | | | | | | | | | | | | | | | | | | | | | | | |
| | Dutch Farms | | | | • | | | | • | | | | | | 1.49 | | | | | | | | | | | | | | | | | | | | | | | |
| Walt's Food Center | Eggland's Best | | n | | | • | | | • | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Eggland's Best | | | | | • | | | • | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Dutch Farms | | | | • | | | | • | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| IN | Al's Supermarket | Dutch Farms | | | | • | | | • | | | | | | 0.89 | | | | | | | | | | | | | | | | | | | | | | | |
| | ALDI | Goldhen | | | | • | | | • | | | | | | | | | | | | | | | | | 2.29 | | | | | | | | | | | | |
| | County Market NFI | Wild Harvest | | | | • | | | • | | | | | | | | | | | | | | | | | 2.19 | | | | | | | | | | | | |
| | Earth Fare | Pete & Gerry's | | f | | | • | | | • | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | Alfresco | | | | | • | | | • | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Food 4 Less | Kroger | | | | • | | | | • | | | | | | 0.88 | | | | | | | | | | | | | | | | | | | | | | |
| | | Kroger | | | | • | | | | • | | | | | | 1.99 | | | | | | | | | | | | | | | | | | | | | | |
| | Fresh Thyme | Fresh Thyme | | | | • | | | | • | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | Fresh Thyme | | | | • | | | | • | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | Fresh Thyme | | | | • | | | | • | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Giant Eagle | Nellie's | | | | • | | | • | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Gordon Food | Gordon Choice | | | | • | | | • | | | | | | | 2.99 | | | | | | | | | | | | | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Thanksgiving 2018

Prices in \$US per unit, effective November 03-23, 2017

SHELL EGGS

(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 | | | | | | | | | | | | | | | | | | | | |
| IN (cont) | Holiday Foods | Weidenbenner | | | | ● | | | | ● | | | | | | | | 1.29 | | | | | | | | | | | | | | | | | | | | |
| | IGA Stores IL/IN | IGA | | | | ● | | | | ● | | | | | | | | 0.88 | | | | | | | | | | | | | | | | | | | | |
| | Jay C Stores | Simple Truth | | | | ● | | | | | ● | | | | | | | | | | | | 2.50 | | | | | | | | | | 2 for \$5.00 | | | | | |
| | | | Simple Truth | | | | ● | | | | ● | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | | Alfresco | | | | ● | | | | ● | | | | | | | | | | | | | | | 4.99 | | | | | | | | | | | | |
| | Jewel-Osco | Nellie's | | | | | ● | | | | ● | | | | | | | | | | | | | | 2.50 | | | | | | | | | | | | | |
| | | | Eggland's Best | | | | ● | | | | ● | | | | | | | | 2.50 | | | | | | | | | | | | | | | | | | | |
| | | | Phil's Fresh | | | | ● | | | | ● | | | | | | | | 3.00 | | | | | | | | | | | | | | | | | | | |
| | | | Pete & Gerry's | | | ● | | | | | ● | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | | Nellie's | | | | ● | | | | ● | | | | | | | | | | | | | 4.99 | | | | | | | | | | | | | | |
| | Kirby Foods IGA | IGA | | | | | ● | | | | ● | | | | | | | | 0.88 | | | | | | | | | | | | | | | | | | | |
| | Kroger Central | Simple Truth | | | | | ● | | | | ● | | | | | | | | | | | | | 2.50 | | | | | | | | | | | | 2 for \$5.00 | | |
| | | | Simple Truth | | | | ● | | | | ● | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | | Kroger | | | | ● | | | | ● | | | | | | | | | 0.88 | | | | | | | | | | | | | | | | | | |
| | | | Alfresco | | | | ● | | | | ● | | | | | | | | | | | | | | | | 4.99 | | | | | | | | | | | |
| | Kroger Cincinnati | Simple Truth | | | | | ● | | | | ● | | | | | | | | | | | | | 2.50 | | | | | | | | | | | | 2 for \$5.00 | | |
| | | | Simple Truth | | | | ● | | | | ● | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | | Kroger | | | | ● | | | | ● | | | | | | | | | 0.99 | | | | | | | | | | | | | | | | | | |
| | | | Alfresco | | | | ● | | | | ● | | | | | | | | | | | | | | | | 4.99 | | | | | | | | | | | |
| | Kroger Columbus | Simple Truth | | | | | ● | | | | ● | | | | | | | | | | | | | 2.50 | | | | | | | | | | | | 2 for \$5.00 | | |
| | | | Simple Truth | | | | ● | | | | ● | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Kroger Mid-South | Simple Truth | | | | | ● | | | | ● | | | | | | | | | | | | | 2.50 | | | | | | | | | | | | 2 for \$5.00 | | |
| | | | Simple Truth | | | | ● | | | | ● | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | | Alfresco | | | | ● | | | | ● | | | | | | | | | | | | | | | | 4.99 | | | | | | | | | | | |
| | Meijer | True Goodness | | | | ● | | | | | ● | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Miller's Markets | n/i | | | | | ● | | | | ● | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Needler's | Wild Harvest | | | | | ● | | | | ● | | | | | | | | | | | | | 2.50 | | | | | | | | | | | | | | |
| | New Market | Essential Everyday | | | | | ● | | | | ● | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | | Wild Harvest | | | | ● | | | | ● | | | | | | | | | | | | | | | 2.99 | | | | | | | | | | | | |
| | | | Eggland's Best | | | | ● | | | | ● | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Strack & Van Til | Dutch Farms | | | | | ● | | | | ● | | | | | | | | | | | | | 1.27 | | | | | | | | | | | | limit 2 | | |
| | | Dutch Farms | | | | ● | | | | ● | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | Eggland's Best | | | | ● | | | | ● | | | | | | | | | | | | | | | 1.99 | | | | | | | | | | | | | |
| | | Eggland's Best | | | | ● | | | | ● | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Target | Simply Balanced | | | | | ● | | | | ● | | | | | | | | | | | | | | | | | | | | | | | | | | 3.99 | | |
| The Fresh Market | Alfresco | | | | | ● | | | | ● | | | | | | | | | | | | | | | | 4.99 | | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

**Thanksgiving 2018
SHELL EGGS**

Prices in \$US per unit, effective November 03-23, 2017

(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 | | | | | | | |
| IN (cont) | Walt's Food Center | Eggland's Best | n | | | • | | | | • | | | | | | | | 2.99 | | | | | | | |
| | | Eggland's Best | | | | • | | | | • | | | | | | | | 2.50 | | | | | | | |
| | | Dutch Farms | | | | • | | | | | • | | | | | | | | 2.50 | | | | | | |
| MI | ALDI | Goldhen | | | | • | | | | • | | | | | | | | 2.29 | | | | | | | |
| | Busch's | Pete & Gerry's | f | | | • | | | | • | | | | | | | | | | | | | 3.99 | | |
| | | Alfresco | | | | • | | | | | • | | | | | | | | | | | 4.99 | | | |
| | D&W Fresh Market | Pete & Gerry's | f | | | • | | | | • | | | | | | | | | | | | | 3.99 | | |
| | | Our Family | | | | • | | | | • | | | | | | 1.49 | | | | | | | | | |
| | Earth Fare | Pete & Gerry's | f | | | • | | | | • | | | | | | | | | | | | | | 4.49 | |
| | | Alfresco | | | | • | | | | | • | | | | | | | | | | | 4.99 | | | |
| | Family Fare | Pete & Gerry's | f | | | • | | | | • | | | | | | | | | | | | | | 3.99 | |
| | | Our Family | | | | • | | | | • | | | | | | 1.49 | | | | | | | | | |
| | Food Pride | Fresh Thyme | Our Family | | | | • | | | | • | | | | | | | | | | | | | | |
| | | | Fresh Thyme | | | | • | | | | • | | | | | | | | | | | | | | limit 2 |
| | | | Fresh Thyme | | | | • | | | | • | | | | | | | | | | | | | | 1.99 |
| | | | Fresh Thyme | | | | • | | | | • | | | | | | | | | | | | | | 1.99 |
| | Glory Supermarket | n/i | | | | | • | | | | • | | | | | | | | | | | | | 2.99 | |
| | | | | | | | • | | | | • | | | | | | | | | | | | | | 1.00 |
| | Gordon Food | Gordon Choice | | | | • | | | | • | | | | | | | | | | | | | | 2.99 | |
| | H-Mart | Today's Farm | | | | • | | | | • | | | | | | | | | | | | | | 1.99 | |
| | Kroger Central | Simple Truth | | | | • | | | | | • | | | | | | | | | | | | | 2.50 | |
| | | | | | | • | | | | | • | | | | | | | | | | | | | 3.49 | |
| | | Kroger | | | | • | | | | • | | | | | | | | | | | | | | 0.88 | |
| | | Alfresco | | | | • | | | | | • | | | | | | | | | | | | | 4.99 | |
| | Kroger Michigan | Simple Truth | | | | • | | | | | • | | | | | | | | | | | | | 2.50 | |
| | | | | | | • | | | | | • | | | | | | | | | | | | | 3.49 | |
| Kroger | | | | | • | | | | • | | | | | | | | | | | | | | 0.88 | | |
| Meijer | True Goodness | | | • | | | | | | • | | | | | | | | | | | | | 4.99 | | |
| | | | | | • | | | | | • | | | | | | | | | | | | | 3.29 | | |
| Miller's Markets | n/i | | | | • | | | | • | | | | | | | | | | | | | | 0.79 | | |
| Polly's Market | Eggland's Best | | n | | | • | | | | • | | | | | | | | | | | | | 3.79 | | |
| | | Blue Sky | | | | • | | | | • | | | | | | | | | | | | | | 3.79 | |
| | | Dutch Farms | | | | • | | | | • | | | | | | | | | | | | | | 0.79 | |
| Ric's Food Center | Dutch Farms | | | | • | | | | • | | | | | | | | | | | | | 0.50 | | | |
| Spartan Stores | Our Family | | | | • | | | | • | | | | | | | | | | | | | | 0.99 | | |
| Super One Foods | Nellie's | | | | • | | | | | • | | | | | | | | | | | | | 2.50 | | |
| Target | Simply Balanced | | | | • | | | | | • | | | | | | | | | | | | | 3.99 | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

**Thanksgiving 2018
SHELL EGGS**

Prices in \$US per unit, effective November 03-23, 2017

(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 | | | | | | |
| MI (cont) | VG's Grocery | Pete & Gerry's | f | | | • | | | | • | | | | | | | | | | | | 3.99 | | |
| | | Our Family | | | | | | | • | | | | | | 1.49 | | | | | | | | | |
| | Full Circle | | | | | | | • | | | | | | | | | 2.50 | | | | | | | |
| | Westborn Market | Dutch Farms | | | • | | | | | • | | | | | | | | | | | | | | |
| MN | ALDI | Goldhen | | | | • | | | | • | | | | | | | | 2.29 | | | | | | |
| | Cash Wise | Food Club | | | | • | | | | • | | | • | | | | | | | | | | | |
| | Coborn's | Food Club | | | | • | | | | • | | | | | | | | | | | | | | |
| | Cub Foods | Cub | | | | • | | | | • | | | • | | | | | | | | | | | |
| | Econofoods | Our Family | | | | • | | | | | • | | | | | | | | | | | | | |
| | | Full Circle | | | | • | | | | | • | | | | | | | | 2.50 | | | | | |
| | Family Fare | Our Family | | | | • | | | | | • | | | | | | | | | | | | | |
| | | Full Circle | | | | • | | | | | • | | | | | | | | 2.50 | | | | | |
| | Family Fresh Mrkt | Our Family | | | | • | | | | | • | | | | | | | | | | | | | |
| | | Full Circle | | | | • | | | | | • | | | | | | | | 2.50 | | | | | |
| | Fareway | Eggland's Best | | | | • | | | | | • | | | | | | 2.50 | | | | | | | |
| | Food Pride | Our Family | | | | • | | | | | • | | | | | | | | | | | | | |
| | Fresh Thyme | Fresh Thyme | | | | • | | | | | • | | | | | | | | 1.99 | | | | | limit 2 |
| | | Fresh Thyme | | | | • | | | | | • | | | • | | | | | 1.99 | | | | | |
| | Hornbacher's | Fresh Thyme | | | | • | | | | | • | | | | | | | | | | | 2.99 | | |
| | | Hornbacher's | | | | • | | | | | • | | | | | | | | 0.99 | | | | | limit 2 |
| | | Hornbacher's | | | | • | | | | | • | | | | | | | | 2.49 | | | | | |
| | Hugo's | Full Circle | | | | • | | | | | • | | | | | | | | 2.59 | | | | | |
| | Hy-Vee | Hy-Vee | | n | | | • | | | | • | | | | | | | | 2.58 | | | | | |
| | Nilssen's | Our Family | | | | • | | | | | • | | | | | | | | 0.99 | | | | | limit 2 |
| Sun Mart | Our Family | | | | • | | | | | • | | | | | | | | 1.49 | | | | | | |
| | Full Circle | | | | • | | | | | • | | | | | | | | 2.50 | | | | | | |
| Sunshine Foods | Eggland's Best | | | | • | | | | | • | | | | | | | | 2.50 | | | | | | |
| Super One Foods | Nellie's | | | | • | | | | | • | | | | | | | | | | 2.50 | | | | |
| SuperVALU Foods | Essential Everyday | | | | • | | | | | • | | | | | | | | | | | | | | |
| Target | Simply Balanced | | | | • | | | | | • | | | | | | | | | | | | | w/ \$20 purchase; L1 | |
| ND | Alb./Safe. Mntn | Open Nature | | | | • | | | | | • | | | | | | | 2.99 | | | | | | |
| | | Open Nature | | | | • | | | | | • | | | | | | | | 2.50 | | | | | 2 for \$5.00 |
| | | Eggland's Best | n | | | • | | | | | • | | | | | | | | | | | 3.99 | | |
| | Eggland's Best | n | | | • | | | | | • | | | | | | | | | 2.50 | | | | | 2 for \$5.00 |
| | Cash Wise | Food Club | | | | • | | | | • | | | | | | | | 1.48 | | | | | | |
| | Dan's Supermarket | Our Family | | | | • | | | | • | | | | | | | | 1.49 | | | | | | |
| | | Full Circle | | | | • | | | | • | | | | | | | | | | | 2.50 | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Thanksgiving 2018
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Prices in \$US per unit, effective November 03-23, 2017

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| 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 | | | | | | | | | | | |
| ND (cont) | Family Fare | Our Family | | | | ● | | | ● | | | | | | | 1.49 | | | | | | | | | | | | | |
| | | Full Circle | | | | | | ● | | | | | | | | | | | 2.50 | | | | | | | | | | |
| | Food Pride | Our Family | | | | | | | ● | | | | | | | | 0.99 | | | | | | | | | | | | limit 2 |
| | | Hornbacher's | Hornbacher's | | | | | | | ● | | | | | | | 0.99 | | | | | | | | | | | | limit 2 |
| | Hugo's | Hornbacher's | | | | | | | | ● | | | | | | | | | | | | | | | | | | | |
| | | Full Circle | | | | | | | | | ● | | | | | | | | | 2.59 | | | | | | | | | |
| | Miller's Fresh | Our Family | | | | | | | | ● | | | | | | | 1.39 | | | | | | | | | | | | |
| | SuperVALU Foods | Essential Everyday | | | | | | | | | ● | | | | | | 0.98 | | | | | | | | | | | w/ \$20 purchase; L1 | |
| Target | Simply Balanced | | | | | | | | | ● | | | | | | | | | | | | | | | 3.99 | | | | |
| NE | Albrt/Safe. Denver | Open Nature | | | | | | | | ● | | | | | | | | | 1.99 | | | | | | | | | limit 2 | |
| | | Eggland's Best | n | | | | | | | | ● | | | | | | | | | 2.49 | | | | | | | | | |
| | ALDI | Goldhen | | | | | | | | | ● | | | | | | | | | 2.29 | | | | | | | | | |
| | | Eggland's Best | | | | | | | | | | ● | | | | | | | | 2.39 | | | | | | | | | |
| | Baker's | Simple Truth | | | | | | | | | | ● | | | | | | | | 2.50 | | | | | | | | | 2 for \$5.00 |
| | | Simple Truth | | | | | | | | | | ● | | | | | | | | | | | | 4.99 | | | 3.49 | | |
| | Family Fare | Alfresco | | | | | | | | | | ● | | | | | | | | | | | | | | | | | |
| | | Our Family | | | | | | | | | | ● | | | | | 1.49 | | | | | | | | | | | | |
| | Family Fresh Mrkt | Full Circle | | | | | | | | | | | ● | | | | | | | 2.50 | | | | | | | | | |
| | | Our Family | | | | | | | | | | | ● | | | | 1.49 | | | | | | | | | | | | |
| | Fareway | Full Circle | | | | | | | | | | | | ● | | | | | | 2.50 | | | | | | | | | |
| | | Eggland's Best | | | | | | | | | | | | | ● | | | | | 2.50 | | | | | | | | | |
| | Food Pride | Our Family | | | | | | | | | | | | | ● | | | | | 0.99 | | | | | | | | | limit 2 |
| | Fresh Thyme | Fresh Thyme | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | Fresh Thyme | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | Fresh Thyme | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Hy-Vee | Hy-Vee | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | Full Circle | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | No Frills | Full Circle | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Sun Mart | Our Family | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Super Saver | Best Choice | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Target | Simply Balanced | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Thriftway Stores | Eggland's Best | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| OH | Acme Fresh Marke | Acme | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | Acme | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | Full Circle | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Eggland's Best | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | ALDI | Goldhen | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Buehler's | Buehler's | | | | | | | | | | | | | | | | | | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Thanksgiving 2018
SHELL EGGS

Prices in \$US per unit, effective November 03-23, 2017

(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 | | | | | | | | | |
| OH <i>(cont)</i> | Dave's Market | Sauder's | | | | • | | | | • | | | • | | | | | | | | | 1.50 | | | | | |
| | Dorothy Lane | Eggland's Best | | | | • | | | | • | | | • | | | | | | | | | 2.50 | | | | | |
| | Earth Fare | Pete & Gerry's | f | | | • | | | | | • | | • | | | | | | | | | | | | 4.49 | | |
| | | Alfresco | | | | • | | | | | • | | • | | | | | | | | | | | 4.99 | | | |
| | Fresh Thyme | Fresh Thyme | | | | • | | | | • | | | | • | | | | | | | | 1.99 | | | | | |
| | | Fresh Thyme | | | | • | | | | • | • | | | • | | | | | | | | 1.99 | | | | | |
| | | Fresh Thyme | | | | • | | | | | • | | • | | | | | | | | | | | | 2.99 | | |
| | Giant Eagle | Nellie's | | | | • | | | | | • | | • | | | | | | | | | | | 3.50 | | | |
| | Gordon Food | Gordon Choice | | | | • | | | | • | | | | | • | | 2.99 | | | | | | | | | | |
| | Heinen's | Nellie's | | | | • | | | | | • | | • | | | | | | | | | | | 3.29 | | | |
| | Kroger Central | Simple Truth | | | | • | | | | | • | | • | | | | | | | | | 2.50 | | | | | 2 for \$5.00 |
| | | Simple Truth | | | | • | | | | | • | | • | | | | | | | | | | | | 3.49 | | |
| | | Kroger | | | | • | | | | • | | | • | | | | 0.88 | | | | | | | | | | |
| | | Alfresco | | | | • | | | | | • | | • | | | | | | | | | | | 4.99 | | | |
| | Kroger Cincinnati | Simple Truth | | | | • | | | | | • | | • | | | | | | | | | 2.50 | | | | | 2 for \$5.00 |
| | | Simple Truth | | | | • | | | | | • | | • | | | | | | | | | | | | 3.49 | | |
| | | Kroger | | | | • | | | | • | | | • | | | | 0.99 | | | | | | | | | | |
| | | Alfresco | | | | • | | | | | • | | • | | | | | | | | | | | 4.99 | | | |
| | Kroger Columbus | Simple Truth | | | | • | | | | | • | | • | | | | | | | | | 2.50 | | | | | 2 for \$5.00 |
| | | Simple Truth | | | | • | | | | | • | | • | | | | | | | | | | | | 3.49 | | |
| | | Kroger | | | | • | | | | • | | | • | | | | 0.88 | | | | | | | | | | |
| | | Alfresco | | | | • | | | | | • | | • | | | | | | | | | | | 4.99 | | | |
| | Kroger MidAtlantic | Simple Truth | | | | • | | | | | • | | • | | | | | | | | | 2.50 | | | | | 2 for \$5.00 |
| | | Simple Truth | | | | • | | | | | • | | • | | | | | | | | | | | | 3.49 | | |
| | | Kroger | | | | • | | | | • | | | • | | | | 0.99 | | | | | | | | | | |
| | | Alfresco | | | | • | | | | | • | | • | | | | | | | | | | | 4.99 | | | |
| | Marc's | Hillandale | | | | • | | | | • | | | • | | | | | | | | | 1.50 | | | | | 2 for \$3.00 |
| | | Hillandale | | | | • | | | | | • | | • | | | | 1.09 | | | | | | | | | | |
| | | Eggland's Best | | | | • | | | | • | | | • | | | | | | | | | 2.00 | | | | | |
| | Meijer | True Goodness | | | | • | | | | | • | | • | | | | | | | | | | | | 3.29 | | |
| | Miller's Markets | n/i | | | | • | | | | • | | | • | | | | 0.79 | | | | | | | | | | |
| | Needler's | Wild Harvest | | | | • | | | | | • | | • | | | | | | | | | | | 2.50 | | | |
| | Remke Markets | n/i | | | | • | | | | • | | | • | | | | 0.99 | | | | | | | | | | |
| | Wild Harvest | | | | • | | | | | • | | • | | | | | | | | | | | 2.79 | | | | |
| | Wild Harvest | | | | • | | | | | • | | • | | | | | | | | | | | 2.50 | | | 2 for \$5.00 | |
| Shop'n Save | Pete & Gerry's | f | | | • | | | | | • | | • | | | | | | | | | | | | 3.99 | | | |
| Sparkle Markets | Eggland's Best | | | | • | | | | • | | | • | | | | | | | | | 1.99 | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

**Thanksgiving 2018
SHELL EGGS**

Prices in \$US per unit, effective November 03-23, 2017

(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 | | | | | | | | |
| OH (cont) | SuperVALU Stores | Essential Everyday | | | | • | | | • | | | • | | | | 0.99 | | | | | | | | | | limit 2 |
| | Target | Simply Balanced | | | | • | | | | • | | • | | | | | | | | | | | 3.99 | | | |
| | The Fresh Market | Alfresco | | | | • | | | | • | | • | | | | | | | | | 4.99 | | | | | |
| SD | Albrt/Safe. Denver | Open Nature | | | | • | | | | • | | • | | | | | | 1.99 | | | | | | | | limit 2 |
| | | Eggland's Best | n | | | • | | | | • | | • | | | | | | 2.49 | | | | | | | | |
| | ALDI | Goldhen | | | | • | | | | • | | • | | | | | | 2.29 | | | | | | | | |
| | Buche Foods | Best Choice | | | | • | | | • | | | • | | • | 0.99 | | | | | | | | | | | |
| | Coborn's | Food Club | | | | • | | | • | | | • | | | 0.98 | | | | | | | | | | | |
| | Family Fare | Our Family | | | | • | | | • | | | • | | | 1.49 | | | | | | | | | | | |
| | | Full Circle | | | | • | | | | • | | • | | | | | | 2.50 | | | | | | | | |
| | Fareway | Eggland's Best | | | | • | | | • | | | • | | | | | 2.50 | | | | | | | | | |
| | Hy-Vee | Hy-Vee | n | | | • | | | | • | | • | | | | | | 2.58 | | | | | | | | |
| | IGA Markets | IGA | | | | • | | | • | | | • | | | | 1.29 | | | | | | | | | | |
| Sunshine Foods | Eggland's Best | | | | • | | | • | | | • | | | | | 2.50 | | | | | | | | | | |
| Target | Simply Balanced | | | | • | | | | • | | • | | | | | | | | | | | 3.99 | | | | |
| WI | ALDI | Goldhen | | | | • | | | | • | | • | | | | | | 2.29 | | | | | | | | |
| | Cermak's | Dutch Farms | | | • | | | | • | | | • | | | | 1.50 | | | | | | | | | | |
| | Coborn's | Food Club | | | | • | | | • | | | • | | | 0.98 | | | | | | | | | | | |
| | Econofoods | Our Family | | | | • | | | • | | | • | | | 1.49 | | | | | | | | | | | |
| | | Full Circle | | | | • | | | | • | | • | | | | | | 2.50 | | | | | | | | |
| | Family Fresh Mrkt | Our Family | | | | • | | | • | | | • | | | 1.49 | | | | | | | | | | | |
| | | Full Circle | | | | • | | | | • | | • | | | | | | 2.50 | | | | | | | | |
| | Festival Foods | Wild Harvest | | | | • | | | | • | | • | | | | | | 2.28 | | | | | | | | limit 2 |
| | | Pete & Gerry's | f | | | • | | | | • | | • | | | | | | | | | | | 3.99 | | | |
| | | JRS Country Acres | | | | • | | | | • | | • | | | | | | 2.29 | | | | | | | | |
| | | Phil's Fresh | | | | • | | | | • | | • | | | | | | 2.79 | | | | | | | | |
| | Food Pride | Our Family | | | | • | | | • | | | • | | | | 0.99 | | | | | | | | | | limit 2 |
| | Fox Bros. PW | n/i | | | | • | | | • | | | • | | | | 0.79 | | | | | | | | | | |
| | Fresh Thyme | Fresh Thyme | | | | • | | | • | | | • | | • | | | 1.99 | | | | | | | | | |
| | | Fresh Thyme | | | | • | | | • | | | • | | • | | | 1.99 | | | | | | | | | |
| | | Fresh Thyme | | | | • | | | | • | | • | | | | | | | | | | | 2.99 | | | |
| Gordon Food | Gordon Choice | | | | • | | | • | | | • | | • | 2.99 | | | | | | | | | | | | |
| Gordy's | Our Family | | | | • | | | • | | | • | | | | 0.98 | | | | | | | | | | limit 1 | |
| Meijer | True Goodness | | | • | | | | | • | | • | | | | | | | | | | | 3.29 | | | | |
| Nilssen's | Our Family | | | | • | | | • | | | • | | | | 0.99 | | | | | | | | | | limit 2 | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

**Thanksgiving 2018
SHELL EGGS**

Prices in \$US per unit, effective November 03-23, 2017

(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 | Simple Truth | | | | • | | | | | • | | | | | | | 2.50 | | | | | | | | 2 for \$5.00 | | |
| | | Simple Truth | | | | | | | | | • | | | | | | | | | | | | | | | 3.49 | | |
| | Piggly Wiggly MW | Roundy's | | | | | | | | | • | | | | | | | | | | | | | | | | | |
| | | n/i | | | | | | | | | • | | | | | | | | | | | | | | | | | limit 2 |
| | Sendik's | Sendik's | | | | | | | | | • | | | | | | | | 2.00 | | | | | | | | | |
| | | Phil's Fresh | | | | | | | | | • | | | | | | | | 2.50 | | | | | | | | | |
| | Sentry Foods | Essential Everyday | | | | | | | | | • | | | | | | | | | | | | | | | | | |
| | Super One Foods | Nellie's | | | | | | | | | • | | | | | | | | | | | | | | | | | |
| | SuperVALU Foods | Essential Everyday | | | | | | | | | • | | | | | | | | | | | | | | | | | w/ \$20 purchase; L1 |
| | Target | Simply Balanced | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Woodman's | Phil's Fresh | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | Phil's Fresh | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Milo's | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Eggland's Best | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | S&R | | | | | | | | | | | | | | | | | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

**Thanksgiving 2018
SHELL EGGS**

Prices in \$US per unit, effective November 03-23, 2017

(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 | Eggland's Best | | | • | | | • | | | • | | | | | | 0.99 | | | | | | | | | limit 2 | | |
| | | Pete & Gerry's | f | | | • | | • | | | • | | | | | | | | | | | | | | 3.99 | | | |
| | | Lucerne | | | | • | | • | | | • | | | | | | 0.88 | | | | | | | | | | | |
| | | Lucerne | | | | • | | • | | | • | | • | | | | 0.99 | | | | | | | | | | w/ coupon; limit 1 | |
| | | ALDI | Goldhen | | | • | | | | • | | • | | | | | | | | | 2.29 | | | | | | | |
| | | Brookshire's | Eggland's Best | | | • | | • | | | • | | • | | | | | 2.99 | | | | | | | | | | |
| | | Food Giant | Dutch Farms | | | | • | | • | | | • | | | | | | 1.00 | | | | | | | | | | |
| | | | Dutch Farms | | | | • | | • | | | • | | | • | | | 1.98 | | | | | | | | | | |
| | | Cash Saver TC | Best Choice | | | | • | | • | | | • | | | | | | 0.69 | | | | | | | | | | |
| | | G&W Foods | Eggland's Best | | | • | | | • | | | • | | | | | | | 2.50 | | | | | | | | | 2 for \$5.00 |
| | | | Eggland's Best | | | • | | | • | | | • | | | | | | | 2.39 | | | | | | | | | |
| | | Harp's | Best Choice | | | • | | | • | | | • | | | | | | 1.59 | | | | | | | | | | |
| | | | Eggland's Best | | | • | | | • | | | • | | | | | | | 2.38 | | | | | | | | | |
| | | Kroger Delta | Pete & Gerry's | f | | | • | | • | | | • | | | | | | | | | | | | | | 3.98 | | |
| | | | Simple Truth | | | | • | | • | | | • | | | | | | | | | | | | | | 3.49 | | |
| | | Rehkopf's | Kroger | | | | • | | • | | | • | | | | | | 0.88 | | | | | | | | 4.99 | | |
| | | | Alfresco | | | | • | | • | | | • | | | | | | | | | | | | | | | | |
| Shoppers Value | Eggland's Best | n | | | • | | • | | | • | | | | | | | 2.50 | | | | | | | | | | | |
| Target | Essential Everyday | | | | • | | • | | | • | | | | | | | 0.88 | | | | | | | | | | | |
| TC Grocers | Simply Balanced | | | | • | | • | | | • | | | | | | | | | | | | | | 3.99 | | | | |
| The Fresh Market | Best Choice | | | | • | | • | | | • | | | | | | | 0.69 | | | | | | | | | | | |
| | | Alfresco | | | • | | • | | | • | | | | | | | | | | | | | | 4.99 | | | | |
| AZ | Albertsons SW | Lucerne | | | • | | | • | | | • | | | | | | 0.99 | | | | | | | | | limit 2 | | |
| | | Lucerne | | | • | | | • | | | • | | | | | | | 1.99 | | | | | | | | limit 4 | | |
| | | Lucerne | | | • | | | • | | | • | | | | | | | | | | | | | | | | | |
| | | Open Nature | | | • | | | • | | | • | | | | | | | | | 1.99 | | | | | | | 5 or more | |
| | | Open Nature | | | • | | | • | | | • | | | | | | | | | 2.99 | | | | | | | | |
| | | Lucerne | | | • | | | • | | | • | | | | | | | 0.77 | | | | | | | | limit 2 | | |
| | Basha's | Lucerne | | | • | | | • | | | • | | | | | | | 1.49 | | | | | | | | | | |
| | | Hickman Farms | | | • | | | • | | | • | | | | | | | 1.29 | | | | | | | | | limit 2 | |
| | Clark's Market | Food Club | | | • | | | • | | | • | | | • | | | | 1.89 | | | | | | | | | | |
| | | Western Family | | | • | | | • | | | • | | | | | | | 1.89 | | | | | | | | | | |
| | El Super | n/i | | | • | | | • | | | • | | | | | | | 2.49 | | | | | | | | | | |
| | | n/i | | | • | | | • | | | • | | | | | | | 1.99 | | | | | | | | | | |
| | Fry's | Pete & Gerry's | f | | | • | | • | | | • | | | | | | | | | | | | | | 4.99 | | | |
| Eggland's Best | | | | • | | | • | | | • | | | | | | | 3.50 | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Thanksgiving 2018

Prices in \$US per unit, effective November 03-23, 2017

SHELL EGGS

(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 | | | | | | | | | | | | | | | | | | | | | | |
| AZ <i>(cont)</i> | Fry's <i>(continued)</i> | Kroger | | | | ● | | | | | | ● | | | | 0.98 | | | | | | | | | | | | | | | | | | | | | | | | |
| | | Alfresco | | | | ● | | | | | | | ● | | | | | | | | | | | | | 4.99 | | | | | | | | | | | | | | |
| | Simple Truth | | | | ● | | | | | | | ● | | | | | | | | | | | | | | | 1.99 | | | | | | | | | | | | | |
| | IGA Family Markets | Hickman Farms | | | | ● | | | | | | ● | | | | | | | | | | | | | | | | | | | | * | | 60-pack @ \$4.97 | | | | | | |
| | Los Altos | Sunshine | | | | ● | | | | | | ● | | | | | | | | | | | | | | | 2.99 | | | | | | | | | | | | | |
| | Lowe's Markets | Eggland's Best | | | | ● | | | | | | ● | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Safeway SW | | Lucerne | | | | ● | | | | | | | | | | 0.99 | | | | | | | | | | | | | | | | | | | limit 2 w/ coupon | | | | |
| | | | Lucerne | | | | ● | | | | | | | | | | | 2.99 | | | | | | | | | | | | | | | | | | | | | | |
| | | | Lucerne | | | | ● | | | | | | | | | | | 1.47 | | | | | | | | | | | | | | | | | | | | limit 2 | | |
| | | | Lucerne | | | | ● | | | | | | | ● | | | | 1.49 | | | | | | | | | | | | | | | | | | | | | | |
| | | | Open Nature | | | | ● | | | | | | | | | | | | | | | | | | | | | 1.99 | | | | | | | | | 5 or more | | | |
| | | | Open Nature | | | | ● | | | | | | | | | | | | | | | | | | | | | 2.99 | | | | | | | | | | | | |
| | | | Eggland's Best | | | | ● | | | | | | | | | | | | | | | | | | | | | | | 2.99 | | | | | | | | | | |
| | | | Smart & Final Smith's | | First Street | | | | | | | | | | ● | | | | | | | | | | | | | | | | | | | | | | | | 4 for \$5.00; limit 4 | |
| | Simple Truth | | | | | | ● | | | | | | | ● | | | | | | | | | | | | | | | | | | | | | | | 2 for \$5.00 | | | |
| | Sprout's Market | | Simple Truth | | | | ● | | | | | | ● | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | | Kroger | | | | | | | | | | | ● | | | | 0.99 | | | | | | | | | | | | | | | | | | | | | | |
| | | | Alfresco | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | | Alfresco | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | | Farmers Hen House | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Handsome Brook | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Organic Valley | | | | | | ● | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Organic Valley | | | | | | | ● | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Target | | Sprout's | | | | ● | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | Simply Balanced | | | | | | | | | | | | | | | | | | | | | | | | | | 2.50 | | | | | | | | | 3.99 | | | |
| CO | Affiliated Foods | Shurfine | | | | | | | | | | ● | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Albrt/Safe. Denver | Open Nature | | | | | | | | | | | | | | | | | | | | | | | | | | 1.99 | | | | | | | | | | limit 2 | | |
| | | Eggland's Best | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Alb./Safe. Mntn | Open Nature | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | Open Nature | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Eggland's Best | Eggland's Best | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | Eggland's Best | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Associated Food | | Eggland's Best | | | | | | | | | | | | | | | | | | | | | | | | | | 2.50 | | | | | | | | | | | |
| | | | Food Club | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | 2 for \$5.00 | |
| | | | Western Family | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | 2 for \$3.00 |
| | | | Food Club | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | 2 for \$3.00 |
| | Western Family | | Food Club | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Western Family | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

**Thanksgiving 2018
SHELL EGGS**

Prices in \$US per unit, effective November 03-23, 2017

(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 | | | | | | | | |
| KS (cont) | Hy-Vee | Hy-Vee | n | | | • | | | | • | | | | | | | | 2.58 | | | | | | | | |
| | Lowe's Markets | Eggland's Best | | | | • | | | | • | | | | | | | 1.79 | | | | | | | | | |
| | Price Chopper | Eggland's Best | | | | • | | | | • | | | | | | | 2.29 | | | | | | | | | |
| | Pyramid Foods | Eggland's Best | | | | • | | | | • | | | | | | | 2.29 | | | | | | | | | |
| | Sprout's Market | Alfresco | | | | • | | | | • | | | | | | | | | | | 4.99 | | | | | |
| | | Farmers Hen House | f | | | • | | | | | • | | | | | | | | | | | | | 4.49 | | |
| | | Handsome Brook | | | | • | | | | | • | | | | | | | | | | | | | | 5.79 | |
| | | Organic Valley | | | • | | | | | | • | | | | | | | | | | | | | | 3.99 | |
| | | Organic Valley | | | | • | | | | | • | | | | | | | | | | | | | | 3.99 | |
| | | Sprout's | | | | • | | | | | • | | | | | | 2.50 | | | | | | | | | |
| | | Sprout's | | | | • | | | | | • | | | | | | | 2.50 | | | | | | | | |
| | | Sun Fresh | Eggland's Best | | | | • | | | | • | | | | | | 2.39 | | | | | | | | | |
| | | Target | Simply Balanced | | | | • | | | | • | | | | | | | | | | | | | | 3.99 | |
| | | Thriftway Stores | Eggland's Best | | | | • | | | | • | | | | | | 2.39 | | | | | | | | | |
| | Woods Supermarket | Eggland's Best | | | | • | | | | • | | | | | | 2.29 | | | | | | | | | | |
| LA | Albert. Houston | Eggland's Best | f | | | • | | | | • | | | | | | 0.99 | | | | | | | | | limit 2 | |
| | | Pete & Gerry's | | | | • | | | | • | | | | | | | | | | | | | | 3.99 | | |
| | | Lucerne | | | | • | | | | • | | | | | | 0.88 | | | | | | | | | | |
| | Brookshire's | Eggland's Best | | | | • | | | | • | | | | | | 2.99 | | | | | | | | | | |
| | Brookshire Bros. | Fresh Harvest | | • | | | | | | • | | | | | | | | | | | | | | | 36 count @ \$4.88/pack | |
| | | Eggland's Best | n | | | • | | | | • | | | | | | | | | | | | | | 3.98 | | |
| | | Eggland's Best | | | | • | | | | • | | | | | | | | | | | | | | | | |
| | Kroger Texas | Simple Truth | | | | • | | | | • | | | | | | | | 2.50 | | | | | | | 2 for \$5.00 | |
| | | Simple Truth | | | | • | | | | | • | | | | | | | | | | | | | 3.49 | | |
| | | Alfresco | | | | • | | | | | • | | | | | | | | | | 4.99 | | | | | |
| | Ramey's | Best Choice | | | | • | | | | • | | | | | | 1.00 | | | | | | | | | | |
| | Rouses Market | Rouses | | | | • | | | | • | | | | | | 1.99 | | | | | | | | | | |
| Target | Simply Balanced | | | | • | | | | | • | | | | | | | | | | | | | 3.99 | | | |
| The Fresh Market | Alfresco | | | | • | | | | | • | | | | | | | | | | 4.99 | | | | | | |
| Winn-Dixie | Eggland's Best | | | | • | | | | • | | | | | | | 2.50 | | | | | | | | | | |
| MO | ALDI | Goldhen | | | | • | | | | • | | | | | | | | 2.29 | | | | | | | | |
| | Apple Markets | Eggland's Best | | | | • | | | | • | | | | | | | | | | | | | | 2.39 | | |
| | Brother's Market | Eggland's Best | | | | • | | | | • | | | | | | | | | | | | | | 2.39 | | |
| | Cash Saver TC | Best Choice | | | | | • | | | • | | | | | | 0.69 | | | | | | | | | | |
| | Country Mart | Eggland's Best | | | | • | | | | • | | | | | | | | | | | | | | 2.39 | | |
| | County Market NFI | Wild Harvest | | | | • | | | | • | | | | | | | | 2.19 | | | | | | | | |
| | Dierberg's | Eggland's Best | | | | • | | | | • | | | | | | | | | | | | | | 2.00 | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

**Thanksgiving 2018
SHELL EGGS**

Prices in \$US per unit, effective November 03-23, 2017

(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 | | | | | | | | | |
| MO (cont) | TC Grocers | Best Choice | | | | | • | | | | | | | | | | 0.69 | | | | | | | | | | |
| | Thriftway Stores | Eggland's Best | | | | | • | | | | | | | | | | | | | | | | | | | | |
| | Woods Supermarket | Eggland's Best | | | | | • | | | | | | | | | | | | | | | | | | | | |
| NM | Affiliated Foods | Shurfine | | | | | • | | | | | | | | | | | 1.89 | | | | | | | | | |
| | Albrt/Safe. Denver | Open Nature | n | | | | • | | | | | | | | | | | | | | 1.99 | | | | | | limit 2 |
| | | Eggland's Best | | | | | • | | | | | | | | | | | | | | 2.49 | | | | | | |
| | Albertsons SW | Lucerne | | | | | • | | | | | | | | | | | 0.99 | | | | | | | | | limit 2 |
| | | Lucerne | | | | | • | | | | | | | | | | | 1.99 | | | | | | | | | limit 4 |
| | | Lucerne | | | | | • | | | | | | | | | | | 3.49 | | | | | | | | | |
| | | Open Nature | | | | | • | | | | | | | | | | | | | | 1.99 | | | | | | 5 or more |
| | | Open Nature | | | | | • | | | | | | | | | | | | | | 2.99 | | | | | | |
| | | Lucerne | | | | | • | | | | | | | | | | | 0.77 | | | | | | | | | limit 2 |
| | El Super | Lucerne | | | | | • | | | | | | | | | | | 0.77 | | | | | | | | | limit 2 |
| | | Lucerne | | | | | • | | | | | | | | | | | 1.49 | | | | | | | | | |
| | | n/i | | | | | • | | | | | | | | | | | 2.49 | | | | | | | | | |
| | | n/i | | | | | • | | | | | | | | | | | 1.99 | | | | | | | | | |
| | | Food King | Eggland's Best | | | | | • | | | | | | | | | | | | | 1.61 | | | | | | |
| | | John Brooks | Shurfine | | | | | • | | | | | | | | | | 1.50 | | | | | | | | | |
| | King Soopers | Simple Truth | | | | | • | | | | | | | | | | | | | | 2.50 | | | | | | 2 for \$5.00 |
| | | Simple Truth | | | | | • | | | | | | | | | | | | | | | | | 3.49 | | | |
| | | King Soopers | | | | | • | | | | | | | | | | | 0.99 | | | | | | 4.99 | | | |
| | | Alfresco | | | | | • | | | | | | | | | | | | | | | | | | | | |
| | Lawrence Bros. | Eggland's Best | | | | | • | | | | | | | | | | | 2.99 | | | | | | | | | |
| Eggland's Best | | n | | | | • | | | | | | | | | | | | | | 2.79 | | | | | | | |
| Eggland's Best | | | | | | • | | | | | | | | | | | 2.29 | | | | | | | | | | |
| Lowe's Markets | Eggland's Best | | | | | • | | | | | | | | | | | 1.79 | | | | | | | | | | |
| | Smith's | Simple Truth | | | | | • | | | | | | | | | | | | | 2.50 | | | | | | 2 for \$5.00 | |
| Sprout's Market | Simple Truth | | | | | • | | | | | | | | | | | | | | | | | 3.49 | | | | |
| | Kroger | | | | | • | | | | | | | | | | | 0.99 | | | | | | | | | | |
| | Alfresco | | | | | • | | | | | | | | | | | | | | | | | 4.99 | | | | |
| | Alfresco | | | | | • | | | | | | | | | | | | | | | | | 4.99 | | | | |
| | Farmers Hen House | f | | | | • | | | | | | | | | | | | | | | | | | 4.49 | | | |
| | Handsome Brook | | | | | • | | | | | | | | | | | | | | | | | | | 5.79 | | |
| Organic Valley | Organic Valley | | | | • | | | | | | | | | | | | | | | | | | | 3.99 | | | |
| | Organic Valley | | | | • | | | | | | | | | | | | | | | | | | | 3.99 | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

**Thanksgiving 2018
SHELL EGGS**

Prices in \$US per unit, effective November 03-23, 2017

(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 | | | | | | | | |
| NM <i>(cont)</i> | Sprout's Market | Sprout's | | | | • | | | | • | | | | | | | 2.50 | | | | | | | | | |
| | <i>(continued)</i> | Sprout's | | | | • | | | | • | | | | | | | | | 2.50 | | | | | | | |
| | Target | Simply Balanced | | | | • | | | | • | | | | | | | | | | | | | | 3.99 | | |
| OK | Affiliated Foods | Shurfine | | | | • | | | | • | | | | | | | 1.89 | | | | | | | | | |
| | ALDI | Goldhen | | | | • | | | | • | | | | | | | | | 2.29 | | | | | | | |
| | Buy for Le\$\$ | Eggland's Best | | | | • | | | | • | | | | | | | | 1.98 | | | | | | | | |
| | Country Mart | Eggland's Best | | | | • | | | | • | | | | | | | | 2.39 | | | | | | | | |
| | Harp's | Eggland's Best | | | | • | | | | • | | | | | | | | 2.38 | | | | | | | | |
| | Homeland | Eggland's Best | | | | • | | | | • | | | • | | | | | 2.99 | | | | | | | | |
| | | Eggland's Best | | | | • | | | | • | | | • | | | | | 2.39 | | | | | | | | |
| | Pyramid Foods | Eggland's Best | | | | • | | | | • | | | • | | | | | 2.29 | | | | | | | | |
| | Reasor's | Eggland's Best | n | | | • | | | | • | | | • | | | | | | 2.50 | | | | | | | |
| | | Eggland's Best | n | | | • | | | | • | | | • | | | | | 2.50 | | | | | | | | |
| | Rehkopf's | Eggland's Best | n | | | • | | | | • | | | • | | | | | 2.50 | | | | | | | | |
| | Shoppers Value | Essential Everyday | | | | • | | | | • | | | • | | | | 0.88 | | | | | | | | | |
| | Sprout's Market | Alfresco | | | | • | | | | • | | | • | | | | | | | | | 4.99 | | | | |
| | | Farmers Hen House | f | | | • | | | | • | | | • | | | | | | | | | | | 4.49 | | |
| | | Handsome Brook | | | | • | | | | • | | | • | | | | | | | | | | | | 5.79 | |
| | | Organic Valley | | | • | | | | | • | | | • | | | | | | | | | | | 3.99 | | |
| | | Organic Valley | | | | • | | | | • | | | • | | | | | | | | | | | 3.99 | | |
| | | Sprout's | | | | • | | | | • | | | • | | | | | 2.50 | | | | | | | | |
| | | Sprout's | | | | • | | | | • | | | • | | | | | | 2.50 | | | | | | | |
| | Super C Mart | Eggland's Best | | | | • | | | | • | | | • | | | | | 1.99 | | | | | | | | |
| | Target | Simply Balanced | | | | • | | | | • | | | • | | | | | | | | | | | 3.99 | | |
| The Fresh Market | Alfresco | | | | • | | | | • | | | • | | | | | | | | 4.99 | | | | | | |
| United of OK | Eggland's Best | | | | • | | | | • | | | • | | | | | 2.99 | | | | | | | | | |
| | Eggland's Best | | | | • | | | | • | | | • | | | | | 2.39 | | | | | | | | | |
| Warehouse Market | Best Choice | | | | • | | | | • | | | • | | | | 1.85 | | | | | | | | | | |
| | Eggland's Best | n | | | • | | | | • | | | • | | | | | | 2.79 | | | | | | | | |
| Williams Foods | Eggland's Best | | | | • | | | | • | | | • | | | | | 1.99 | | | | | | | | | |
| TX | Affiliated Foods | Shurfine | | | | • | | | | • | | | | | | 1.89 | | | | | | | | | | |
| | Albert. Houston | Eggland's Best | | | | • | | | | • | | | | | | | 0.99 | | | | | | | | limit 2 | |
| | | Pete & Gerry's | f | | | • | | | | • | | | | | | | | | | | | | 3.99 | | | |
| | | Lucerne | | | | • | | | | • | | | | | | 0.88 | | | | | | | | | | |
| | ALDI | Goldhen | | | | • | | | | • | | | | | | | | 2.29 | | | | | | | | |
| Brookshire's | Eggland's Best | | | | • | | | | • | | | • | | | | 2.99 | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Thanksgiving 2018
SHELL EGGS

Prices in \$US per unit, effective November 03-23, 2017

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|-----------------|-----------------------------|-------------------|-------------|--------------|----|----|----|----|-------|----|-----------|----|----|----|------|-------|-----------|---------|-----------------|---------------|---------|---------|--------------------|------------|------|------|------|--------------|
| | | | | 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 | | | | | | | | | | |
| UT (cont) | King Soopers (continued) | Alfresco | | | | • | | | | | • | | | | | | | | | 4.99 | | | | | | | | |
| | | Eggland's Best | | | | • | | | | • | | • | | | | | 2.99 | | | | | | | | | | | |
| | Ream's | Food Club | | | | • | | | | • | | | | | 1.29 | | | | | | | | | | | | | |
| | Ridley's Markets | Food Club | | | | • | | | | | • | | | | | 1.69 | | | | | | | | | | | | |
| | | Food Club | | | | • | | | | | • | | | | | 1.19 | | | | | | | | | | | | |
| | Smith's | Western Family | | | | • | | | | | • | | | | | 1.69 | | | | | | | | | | | | |
| | | Simple Truth | | | | • | | | | | • | | | | | | | | 2.50 | | | | | | | | | 2 for \$5.00 |
| | Sprout's Market | Simple Truth | | | | • | | | | | • | | | | | | | | | | | | | | 3.49 | | | |
| | | Kroger | | | | • | | | | • | | | | | | 0.99 | | | | | | | | | | | | |
| | Sprout's Market | Alfresco | | | | • | | | | | • | | | | | | | | | | | | | | | 4.99 | | |
| | | Alfresco | | | | • | | | | | • | | | | | | | | | | | | | | | 4.99 | | |
| | | Farmers Hen House | f | | | • | | | | | • | | | | | | | | | | | | | | | | 4.49 | |
| | | Handsome Brook | | | | • | | | | | • | | | | | | | | | | | | | | | | | 5.79 |
| | | Organic Valley | | | • | | | | | | • | | | | | | | | | | | | | | | | 3.99 | |
| | Stokes Market | Organic Valley | | | | • | | | | | • | | | | | | | | | | | | | | | | 3.99 | |
| | | Sprout's | | | | • | | | | | • | | | | | | | | | | | | | | | | 2.50 | |
| | | Sprout's | | | | • | | | | | • | | | | | | | | | | | | | | | | 2.50 | |
| | | Food Club | | | | • | | | | • | | | | | | | 1.69 | | | | | | | | | | | 2.50 |
| | | Food Club | | | | • | | | | • | | | | | | | 1.19 | | | | | | | | | | | 2.50 |
| | Target | Western Family | | | | • | | | | • | | | | | | | 1.69 | | | | | | | | | | | 2.69 |
| | | Full Circle | | | | • | | | | | • | | | | | | | | | | | | | | | | | 2.69 |
| Simply Balanced | | | | | • | | | | | • | | | | | | | | | | | | | | | | | 3.99 | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

**Thanksgiving 2018
SHELL EGGS**

Prices in \$US per unit, effective November 03-23, 2017

(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 | | | | | | | | | | |
| CA (cont) | Mar-Val Food | Barnstar | | | | • | | | | • | | | | | | | | 2.99 | | | | | | | | | | |
| | | Eggland's Best | | | | | | | | • | | | | | | | | | 2.99 | | | | | | | | | |
| | | Nulaid | | | | | | | | | | • | | | | | | 2.99 | | | | | | | | | | |
| | Mollie Stones' | Mollie Stones' | | | | | | | | | • | | | | | | | | 2.50 | | | | | | | | | |
| | | Eggland's Best | n | | | | | | | | | • | | | | | | | 3.50 | | | | | | | | | |
| | | Clover | | | • | | | | | | | • | | | | | | | 3.99 | | | | | | | | | |
| | Murphy's Market | Petaluma Farms | | | | | • | | | | | • | | | | | | | 2.29 | | | | | | | | | |
| | | Petaluma Farms | | | | | | | | | | • | | | | | | | 1.99 | | | | | | | | | |
| | New Leaf Markets | Clover | | | | | | | | | | • | | | | | | | | | | | | | | | 6.99 | |
| | New Seasons | Clover | | | | | | | | | | • | | | | | | | | | | | | | | | 6.99 | |
| | Northgate | Rancho Gonzales | | | | | | | | | • | | | | | | | | 2.99 | | | | | | | | | |
| | Nugget Markets | Eggland's Best | | | | | | | | | | • | | | | | | | 2.99 | | | | | | | | | |
| | | Olivera | | | | | | | | | | | | | | | | | 2.50 | | | | | | | | | |
| | Pavilions | Open Nature | | | | | | | | | | • | | | | | | | 4.99 | | | | | | | | | 5 or more |
| | | Open Nature | | | | | | | | | | • | | | | | | | 5.99 | | | | | | | | | |
| | | O Organics | | | | | | | | | | • | | | | | | | | | | | | | 4.99 | | | |
| | Raley's | Alfresco | | | | | | | | | | • | | | | | | | | | | | | | | 5.99 | | |
| | | Raley's | | | | | | | | | | • | | | | | | | | 3.49 | | | | | | | | |
| | | Raley's | | | | | | | | | | • | | | | | | | | 4.99 | | | | | | | | |
| | | Eggland's Best | | | • | | | | | | • | | | | | | | | | 3.99 | | | | | | | | |
| | | Barnstar | | | | | | | | | | • | | | | | | | | 3.99 | | | | | | | | |
| | Ralph's | Barnstar | | | | | | | | | | • | | | | | | | | 4.29 | | | | | | | | |
| | | Chino Valley | | | | | | | | | | | | • | | | | | | | | | | | | | 4.49 | |
| | | Chino Valley | | | | | | | | | | • | | | | | | | | | | | | | | 4.49 | | |
| | | Simple Truth | | | | | | | | | | • | | | | | | | | 2.99 | | | | | | | | |
| Simple Truth | | | | | | | | | | | • | | | | | | | | | | | | | | 3.99 | | | |
| Alfresco | | | | | | | | | | | • | | | | | | | | | | | | | | 4.99 | | | |
| Rancho San Migue | n/i | | | | | • | | | | • | | | | | | | | | | | | | | | | 60-pack @ \$5.98 | | |
| Rays Food Place | Eggland's Best | | | | | | | | | • | | | | | | | | 2.99 | | | | | | | | | | |
| Rio Ranch | n/i | | | | | | | | | | • | | | | | | | | 2.50 | | | | | | | | | |
| R-Ranch Market | n/i | | | | | | • | | | | • | | | | | | | | 2.00 | | | | | | | | | |
| | Trafficanda | | | | | | | | | | • | | | | | | | | | | | | | | | | | |
| Safeway NorCal | Value Corner | | | | | | | | | | • | | | | | | | | | | | | | | | | limit 2 | |
| Save Mart | Eggland's Best | n | | | | | | | | | • | | | | | | | | | | | | | | | 4.99 | | |
| | Sunnyside | | | | | | | | | | • | | | | | | | | | | | | | | 3.99 | | | |
| | Barnstar | | | | | | | | | | • | | | | | | | | | | | | | | 3.99 | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

**Thanksgiving 2018
SHELL EGGS**

Prices in \$US per unit, effective November 03-23, 2017

(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 | | | | | | | | | |
| HI (cont) | KTA Super Stores | Cherry Lane | | | | • | | | • | | | | | | 1.67 | | | | | | | | | | | mainland | |
| | | Naturally Omega | | | | • | | | • | | | | | | | | 3.00 | | | | | | | | | mainland | |
| | Marukai Mart | Rocky Road | | | • | | | | • | | | | | | 2.79 | | | | | | | | | | | mainland | |
| | | Ka Lei | | | | • | | | • | | | | | | 4.39 | | | | | | | | | | | island; limit 2 | |
| | | Ka Lei | | | • | | | | • | | | | | | 4.59 | | | | | | | | | | | island; limit 2 | |
| | Safeway Hawaii | Marukai | v | | | • | | | | • | | | | | | | | 4.99 | | | | | | | | mainland; limit 2 | |
| | | Lucerne | | | | • | | | • | | | | | | 1.49 | | | | | | | | | | | mainland; limit 2 | |
| Target | Simply Balanced | | | | • | | | | • | | | | | | | | | | | | | | | | 10% off | | |
| NV | Albertsons SW | Lucerne | | | • | | | | • | | | | | | 0.99 | | | | | | | | | | | limit 2 | |
| | | Lucerne | | | • | | | | • | | | | • | | 1.99 | | | | | | | | | | | limit 4 | |
| | | Lucerne | | | | | | | • | | | | • | | 3.49 | | | | | | | | | | | | |
| | | Open Nature | | | • | | | | | • | | | | | | | | 1.99 | | | | | | | | 5 or more | |
| | | Open Nature | | | • | | | | | • | | | | | | | | 2.99 | | | | | | | | | |
| | | Lucerne | | | • | | | | | • | | | | | 0.77 | | | | | | | | | | | limit 2 | |
| | | Lucerne | | | • | | | | | • | | | | | 1.49 | | | | | | | | | | | | |
| | Associated Food | Food Club | | | • | | | | | • | | | | | 1.50 | | | | | | | | | | | | 2 for \$3.00 |
| | | Western Family | | | • | | | | | • | | | | | 1.50 | | | | | | | | | | | | 2 for \$3.00 |
| | Cardenas | California Ranch | | | • | | | | | • | | | | | 2.49 | | | | | | | | | | | | |
| | | Sunshine | | | • | | | | | • | | | | | | | | 2.99 | | | | | | | | | |
| | El Super | n/i | | | • | | | | | • | | | | | 2.49 | | | | | | | | | | | | |
| | | n/i | | | • | | | | | • | | | | | 1.99 | | | | | | | | | | | | |
| | Grocery Outlet | The Happy Egg Co. | | | • | | | | | • | | | | | | | | | | | | | | | | | |
| | | Contended Hen | | | | | • | | | • | | | | | | | | 2.49 | | | | 3.00 | | | | | |
| | | Rose Acres | | | | | • | | | • | | | | | | | | 2.49 | | | | | | | | | |
| | K.V. Mart | California Ranch | | | • | | | | | • | | | | | 2.50 | | | | | | | | | | | | |
| | | California Ranch | | | | | • | | | • | | | | | 1.99 | | | | | | | | | | | | |
| | | California Ranch | | | | | • | | | • | | | | | 1.99 | | | | | | | | | | | | |
| | La Bonita | n/i | | | | | • | | | • | | | | | | | | | | | | | | | | | 60-pack @ \$4.99 |
| | | Alfresco | | | • | | | | | • | | | | | | | | | | | | | | 5.99 | | | |
| | Raley's | Raley's | | | • | | | | | • | | | | | | | | 3.49 | | | | | | | | | |
| Raley's | | | | • | | | | | • | | | | | | | | 4.99 | | | | | | | | | | |
| Raley's | | | | • | | | | | • | | | | | | | | | | | | | | | | | | |
| Eggland's Best | | | | • | | | | | • | | | | | | | | | | | | | | | | | | |
| Barnstar | | | | | | • | | | • | | | | | 3.99 | | | | | | | | | | | | | |
| Barnstar | | | | • | | | | | • | | | | | 4.29 | | | | | | | | | | | | | |
| Chino Valley | | | | | | • | | | • | | | | | | | | | | | | | | | | 4.49 | | |
| Chino Valley | | | | | • | | | • | | | | | | | | | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Thanksgiving 2018

Prices in \$US per unit, effective November 03-23, 2017

SHELL EGGS

(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 | | | | | | | | | |
| OR <i>(cont)</i> | Associated Food | Food Club | | | | • | | | | | | • | | | | 1.50 | | | | | | | | | | | 2 for \$3.00 |
| | | Western Family | | | | | | | | | | | • | | | | 1.50 | | | | | | | | | | 2 for \$3.00 |
| | | Food Club | | | | | | | | | | | | | | | 1.69 | | | | | | | | | | |
| | | Western Family | | | | | | | | | | | | | | | 1.69 | | | | | | | | | | |
| | | Full Circle | | | | | | | | | | | | | | | | | 2.69 | | | | | | | | |
| | CenterPlace | Food Club | | | | | | | | | | | | | | | 1.19 | | | | | | | | | | |
| | | Food Club | | | | • | | | | | | | | | | | 0.88 | | | | | | | | | | |
| | Family Foods | Food Club | | | | | | | | | | | | | | | 0.89 | | | | | | | | | | |
| | | Simple Truth | | | | | | | | | | | | | | | | | 2.50 | | | | | | | | 2 for \$5.00 |
| | Fred Meyer | Simple Truth | | | | | | | | | | | | | | | | | | | | | | 3.49 | | | |
| | | The Happy Egg Co. | | | | | | | | | | | | | | | | | | 3.00 | | | | | | | |
| | Grocery Outlet | Contended Hen | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | Rose Acres | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | Food Club | | | | | | | | | | | | | | | 1.88 | | | | | | | | | | |
| | Harvest Foods | Western Family | | | | | | | | | | | | | | | 1.88 | | | | | | | | | | |
| | | IGA | | | | | | | | | | | | | | | 1.29 | | | | | | | | | | |
| | IGA Markets | Naturally Nested | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | Organic Valley | | | | | | | | | | | | | | | | | | | | | | | | | 4.99 |
| | IGA Market Fresh | Organic Valley | | | | | | | | | | | | | | | | | | | | | | | | | 4.99 |
| | | Eggland's Best | | | | | | | | | | | | | | | | | | | 2.50 | | | | | | |
| | McKay's Markets | Willamette | | | | | | | | | | | | | | | 1.99 | | | | | | | | | | |
| | Market of Choice | Eggland's Best | | | | | | | | | | | | | | | | | | | | | | | | | |
| | New Seasons | Handsome Brook | | | | | | | | | | | | | | | | | | | | | | | | | 2.99 |
| | | Handsome Brook | | | | | | | | | | | | | | | | | | | | | | | | | 5.49 |
| | Quality Food Cntr | Simple Truth | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | QFC | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | Alfresco | | | | | | | | | | | | | | | | | | | | | | | | | 4.99 |
| | Rays Food Place | Eggland's Best | | | | | | | | | | | | | | | | | | | | | | | | | 2.99 |
| | Red Apple Markets | Organic Valley | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | Organic Valley | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Rosauer's | Rosauer's | | | | | | | | | | | | | | | | | | | | | | | | | |
| Naturally Omega | | | | | | | | | | | | | | | | | | | | | | | | | | 1.99 | |
| Roth's | Wilcox | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Willamette | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Select Markets | Eggland's Best | | | | | | | | | | | | | | | | | | | | | | | | | 2.00 | |
| Target | Simply Balanced | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Simply Balanced | | | | | | | | | | | | | | | | | | | | | | | | | | |

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|-----------------|-------------------|-------------------|-------------|--------------|----|----|----|----|-------|----|-----------|----|----|----|------|-------|-----------|---------|-----------------|---------------|---------|---------|--------------------|------------|------|------|------------------|--------------|
| | | | | 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 | | | | | | | | | | |
| OR (cont) | Thriftway of OR | Organic Valley | | | • | | | | | | | | | | | | | | | | | | | | 4.99 | | | |
| | | Organic Valley | | | | | | | | | | | | | | | | | | | | | | | 4.99 | | | |
| | | Eggland's Best | | | | | | | | | | | | | | | | 2.50 | | | | | | | | | | |
| WA | Alb/Safe NW | Eggland's Best | | | | • | | | | | | | | | | | 3.69 | | | | | | | | | | | |
| | | Lucerne | | | | | | | | | | | | | 0.99 | | | | | | | | | | | | | limit 1 |
| | CenterPlace | Food Club | | | | | | | | | | | | | 0.88 | | | | | | | | | | | | | |
| | | Family Foods | Food Club | | | | | | | | | | | | 0.89 | | | | | | | | | | | | | |
| | Fred Meyer | Simple Truth | | | | | | | | | | | | | | | | | 2.50 | | | | | | | | | 2 for \$5.00 |
| | | Simple Truth | | | | | | | | | | | | | | | | | | | | | | | 3.49 | | | |
| | Grocery Outlet | The Happy Egg Co. | | | | | | | | | | | | | | | | | | | | 3.00 | | | | | | |
| | | Contended Hen | | | | | | | | | | | | | | | | | | 2.49 | | | | | | | | |
| | | Rose Acres | | | | | | | | | | | | | | | | | | 2.49 | | | | | | | | |
| | Haggen's | Haggen | | | | | | | | | | | | | | | | | | | BOGO | | | | | | | |
| | Harvest Foods | Food Club | | | | | | | | | | | | | 1.88 | | | | | | | | | | | | | |
| | | Western Family | | | | | | | | | | | | | 1.88 | | | | | | | | | | | | | |
| | IGA Markets | IGA | | | | | | | | | | | | | 1.29 | | | | | | | | | | | | | |
| | IGA Market Fresh | Naturally Nested | | | | | | | | | | | | | | | | | | | | 2.48 | | | | | | |
| | | Organic Valley | | | | | | | | | | | | | | | | | | | | | | | | 4.99 | | |
| | | Organic Valley | | | | | | | | | | | | | | | | | | | | | | | | 4.99 | | |
| | Metropolitan | Eggland's Best | | | | | | | | | | | | | | | | | | | | 2.50 | | | | | | |
| | | Metropolitan | | | | | | | | | | | | | | | | | | | | 3.99 | | | | | | local |
| | Meyers Group IGA | IGA | | | | | | | | | | | | | 1.29 | | | | | | | | | | | | | |
| | New Seasons | Handsome Brook | | | | | | | | | | | | | | | | | | | | | | | | | 2.99 | |
| | | Handsome Brook | | | | | | | | | | | | | | | | | | | | | | | | 5.49 | | |
| | PCC Natural | Sunrise | | | | | | | | | | | | | | | | | | | | 4.99 | | | | | | |
| | | Alfresco | | | | | | | | | | | | | | | | | | | | | | | | 5.99 | | |
| | Quality Food Cntr | Simple Truth | | | | | | | | | | | | | | | | | | | | 2.50 | | | | | | 2 for \$5.00 |
| | | QFC | | | | | | | | | | | | | | 0.99 | | | | | | | | | | 4.99 | | |
| | Rosauer's | Alfresco | | | | | | | | | | | | | | | | | | | | | | | | 4.99 | | |
| Rosauer's | | | | | | | | | | | | | | | 0.99 | | | | | | | | | | | | | |
| Saar's Market | Naturally Omega | | | | | | | | | | | | | | | | | | | | 1.99 | | | | | | | |
| | Oakdell | | | | | | | | | | | | | | | | | | | | | | | | | | 60 pack @ \$3.99 | |
| Select Markets | Eggland's Best | | | | | | | | | | | | | | | | | | | | 2.50 | | | | | | | |
| Sprout's Market | Alfresco | | | | | | | | | | | | | | | | | | | | | | | | 4.99 | | | |
| | Farmers Hen House | f | | | | | | | | | | | | | | | | | | | | | | | 4.49 | | | |
| | Handsome Brook | | | | | | | | | | | | | | | | | | | | | | | | | 5.79 | | |
| | Organic Valley | | | | | | | | | | | | | | | | | | | | | | | | 3.99 | | | |

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|---------------------|--|-----------------|-------------|--------------|----|----|----|----|-------|----|-----------|----|----|----|------|-------|-----------|---------|-----------------|---------------|---------|---------|--------------------|------------|---------|------|
| | | | | 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 | | | | | | | | |
| | | | | | | | | | | | | | | | | | | | | | | | | | | |
| WA <i>(cont)</i> | Sprout's Market <i>(continued)</i> Super 1 Foods Target The Markets Thriftway Thriftway of OR Yoke's Fresh Mrkt | Organic Valley | | | • | | | | • | | | | | | | | | | | | | | 3.99 | limit 2 | | |
| | | Sprout's | | | • | | | | • | | | | | | | 2.50 | | | | | | | | | | |
| | | Sprout's | | | • | | | | • | | | | | | | | 2.50 | | | | | | | | | |
| | | Food Club | | | • | | | | • | | | | | | 0.88 | | | | | | | | | | | |
| | | Simply Balanced | | | • | | | | • | | | | | | | | | | | | | | | | 3.99 | |
| | | Cherry Lane | | | | • | | | • | | | | | | | BOGO | | | | | | | | | | |
| | | Eggland's Best | | | | • | | | • | | | | | | | | 2.50 | | | | | | | | | |
| | | Organic Valley | | | • | | | | • | | | | | | | | | | | | | | | | | 4.99 |
| | | Organic Valley | | | | • | | | | • | | | | | | | | | | | | | | | | 4.99 |
| | | Eggland's Best | | | | • | | | • | | | | | | | | 2.50 | | | | | | | | | |
| | | Organic Valley | | | • | | | | • | | | | | | | | | | | | | | | | | 4.99 |
| | | Organic Valley | | | | • | | | | • | | | | | | | | | | | | | | | | 4.99 |
| Eggland's Best | | | | • | | | | • | | | | | | | 2.50 | | | | | | | | | | | |
| Yoke's | | | | • | | | | • | | | | | | | 0.99 | | | | | | | | | | | |
| WY | Albrt/Safe. Denver | Open Nature | | | • | | | | • | | | | | | | | | | | | | | | 1.99 | limit 2 | |
| | | Eggland's Best | n | | | • | | | • | | | | | | | | | | | | | | | | | 2.49 |
| | Alb./Safe. Mntn | Open Nature | | | • | | | | • | | | | | | | | | | | | | | | | | 2.99 |
| | | Open Nature | | | • | | | | • | | | | | | | | | | | | | | | | | 2.50 |
| | Associated Food | Eggland's Best | n | | | • | | | • | | | | | | | | | | | | | | | | 3.99 | |
| | | Eggland's Best | n | | | • | | | • | | | | | | | | | | | | | | | | | 2.50 |
| | Food Club | Food Club | | | • | | | | • | | | | | | | 1.50 | | | | | | | | | | 1.50 |
| | | Western Family | | | • | | | | • | | | | | | | 1.50 | | | | | | | | | | 1.69 |
| | | Food Club | | | • | | | | • | | | | | | | 1.69 | | | | | | | | | | 1.69 |
| | | Western Family | | | • | | | | • | | | | | | | 1.69 | | | | | | | | | | 2.69 |
| | | Full Circle | | | • | | | | • | | | | | | | | | | | | | | | | | 1.19 |
| | Food Pride | Food Club | | | • | | | | • | | | | | | | 1.19 | | | | | | | | | | 0.99 |
| | | Our Family | | | • | | | | • | | | | | | | 0.99 | | | | | | | | | | 1.29 |
| | IGA Markets | IGA | | | • | | | | • | | | | | | | 1.29 | | | | | | | | | | 2.50 |
| | | IGA | | | • | | | | • | | | | | | | 1.29 | | | | | | | | | | 2.50 |
| | King Soopers | Simple Truth | | | • | | | | • | | | | | | | | | | | | | | | | | 3.49 |
| | | Simple Truth | | | • | | | | • | | | | | | | | | | | | | | | | | 3.49 |
| | | King Soopers | | | • | | | | • | | | | | | | 0.99 | | | | | | | | | | 4.99 |
| | Ridley's Markets | Alfresco | | | • | | | | • | | | | | | | | | | | | | | | | | 4.99 |
| | | Eggland's Best | | | • | | | | • | | | | | | | | | | | | | | | | | 2.99 |
| | | Food Club | | | • | | | | • | | | | | | | 1.69 | | | | | | | | | | 1.69 |
| | | Food Club | | | • | | | | • | | | | | | | 1.19 | | | | | | | | | | 1.19 |
| Western Family | | | | • | | | | • | | | | | | | 1.69 | | | | | | | | | | 1.69 | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

**Thanksgiving 2018
SHELL EGGS**

Prices in \$US per unit, effective November 03-23, 2017

(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 | | | | | | | | | | |
| WY (cont) | Smith's | Simple Truth | | | | • | | | | • | | | | | | | | | 2.50 | | | | | | | | 2 for \$5.00 | |
| | | Simple Truth | | | • | | | | • | | | | | | | | | | | | | | | 3.49 | | | | |
| | | Kroger | | | • | | | • | | | | | | 0.99 | | | | | | | | | | | 4.99 | | | |
| | | Alfresco | | | • | | | | • | | | | | | | | | | | | | | | | | | | |
| | Target | Simply Balanced | | | • | | | | • | | | | | | | | | | | | | | | | | 3.99 | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

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

**Thanksgiving 2018
STORE-PREPARED HOLIDAY DINNERS**

| State | Supermarket | Brand | Weight (lb.) | Meat Item | Price | Serves | Sides | Conditions | |
|--|--|------------------|------------------|-------------------------|-------------------|--------|-------|--|-----------------------------------|
| NORTHEASTERN U.S. - CT,DC,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT | | | | | | | | | |
| CT | ACME Market | n/i | 10-12 | whole turkey | 59.99 | 8 | 4 | Traditional Turkey Dinner | |
| | | n/i | 10-12 | whole turkey | 79.99 | 8 | 8 | Deluxe Signature Turkey Dinner | |
| | Big Y | n/i | 10-12 | whole turkey | 59.99 | 8-10 | 8 | World Class Thanksgiving Turkey Dinner | |
| | | Fairway Market | n/i | 10-12 | ABF whole turkey | 229.00 | 6 | 9 | Brined Turkey Thanksgiving Dinner |
| | n/i | | 10-12 | ABF whole turkey | 249.00 | 6 | 9 | Cooked Turkey Thanksgiving Dinner | |
| | n/i | | 12-14 | ABF whole turkey | 379.00 | 12 | 9 | Brined Turkey Thanksgiving Dinner | |
| | Empire | | 12-14 | kosher whole turkey | 250.00 | 8-10 | 9 | Complete Thanksgiving Dinner | |
| | Empire | | 12-14 | kosher whole turkey | 419.00 | 16-18 | 9 | Complete Thanksgiving Dinner | |
| | n/i | | 3-5 | beef brisket | 179.00 | 6 | 6 | Brisket Hanukkah Dinner | |
| | n/i | | 3-5 | beef brisket | 229.00 | 8-10 | 6 | Brisket Hanukkah Dinner | |
| | n/i | | 3-5 | beef brisket | 309.00 | 12 | 6 | Brisket Hanukkah Dinner | |
| | n/i | | 3-5 | beef brisket | 429.00 | 16-18 | 6 | Brisket Hanukkah Dinner | |
| | Highland Park Market | | Plainville Farms | 10-12 | ABF whole turkey | 134.99 | 10 | 6 | Thanksgiving Dinner |
| | | Plainville Farms | 14-16 | ABF whole turkey | 184.99 | 15 | 7 | Thanksgiving Dinner | |
| | Kings Food Markets | n/i | 2-3 | boneless turkey breast | 139.99 | 6 | 5 | Turkey Breast Meal | |
| | | n/i | 3-5 | ABF bn-in turkey breast | 139.99 | 6 | 5 | Antibiotic-free Turkey Breast Meal | |
| | | n/i | 10-12 | ABF whole turkey | 149.99 | 6-8 | 5 | Antibiotic-free Turkey Meal | |
| | | n/i | 10-12 | ABF whole turkey | 199.99 | 10-12 | 5 | Antibiotic-free Turkey Meal | |
| | | n/i | 10-12 | organic whole turkey | 169.99 | 6-8 | 5 | Organic Turkey Meal | |
| | | n/i | 10-12 | organic whole turkey | 239.99 | 10-12 | 5 | Organic Turkey Meal | |
| | | n/i | 10-12/3-5 | ABF turkey and breast | 279.99 | 16-18 | 5 | ABF Turkey and Turkey Breast Meal | |
| | | n/i | 3-5 | ABF bn-in turkey breast | 129.99 | 4 | 5 | Antibiotic-free Turkey Breast Meal | |
| | | Price Chopper | Plainville Farms | 10-12 | ABF whole turkey | 59.99 | 6-8 | 6 | Holiday Turkey Dinner |
| | | | Plainville Farms | 4-6 | ABF turkey breast | 59.99 | 6-8 | 6 | Holiday Turkey Dinner |
| | ShopRite | Butterball | 10-12 | whole turkey | 49.99 | 8-10 | 5 | Holiday Turkey Dinner | |
| | | n/i | 12 ounce | sliced turkey breast | 19.99 | 2 | 4 | Thanksgiving Dinner for Two | |
| | Stew Leonard's | Shenandoah | 10-12 | whole turkey | 150.00 | 8 | 7 | Turkey Dinner for 8 | |
| | | Shenandoah | 10-12 | whole turkey | 200.00 | 8 | 9 | WOW Turkey Dinner for 8 | |
| | Stop & Shop Supermarkets | n/i | 9-11 | whole turkey | 59.99 | 4-6 | 8 | Holiday Turkey Dinner | |
| | | Stop & Shop | 7-9 | spiral-cut ham | 59.99 | 4-6 | 6 | Holiday Ham Dinner | |
| | | Boar's Head | 7-9 | boneless ham | 69.99 | 4-6 | 6 | Holiday Boneless Ham Dinner | |
| | The Fresh Market | n/i | 10-12 | whole turkey | 79.99 | 8-10 | 5 | Traditional Holiday Dinner | |
| | | n/i | 10-12 | whole turkey | 149.99 | 12-14 | 8 | Deluxe Holiday Dinner | |
| | | n/i | 3.5 | bone-in turkey breast | 54.99 | 3-5 | 5 | Essential Holiday Meal | |
| | Whole Foods - Northeast and North Atlantic | n/i | 6 | whole turkey | 79.99 | 5 | 5 | Classic Roasted Turkey Dinner | |
| | | n/i | 10 | whole turkey | 119.99 | 8 | 5 | Classic Roasted Turkey Dinner | |
| | | n/i | 10 | organic whole turkey | 159.99 | 8 | 5 | Organic Classic Roasted Turkey Dinner | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

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

**Thanksgiving 2018
STORE-PREPARED HOLIDAY DINNERS**

| State | Supermarket | Brand | Weight (lb.) | Meat Item | Price | Serves | Sides | Conditions | |
|---------------------|--|-------------------------|-----------------------|-------------------------|--------------|-----------------------------|--------------------------------|---------------------------------------|---------------------------------|
| CT <i>(cont)</i> | Whole Foods - Northeast and North Atlantic <i>(continued)</i> | n/i | 10 | smoked whole turkey | 129.99 | 8 | 5 | Hickory-Smoked Turkey Dinner for 8 | |
| | | n/i | 2.5 | bone-in turkey breast | 69.99 | 4 | 5 | Turkey Breast Dinner | |
| | | n/i | 3.5 | beef prime rib | 229.99 | 8 | 5 | Prime Rib Dinner | |
| | | n/i | 8-10 | spiral cut ham | 129.99 | 8 | 5 | Spiral-Sliced Ham Dinner for 8 | |
| | | n/i | 10/8-10 | whole turkey/spiral ham | 449.99 | 12-14 | 10 | Ultimate Feast for 12 to 14 | |
| | | n/i | 10/8-10 | whole turkey/spiral ham | 269.99 | 12 | 10 | Festive Feast for 12 | |
| DC | Giant Food Harris Teeter | n/i | 10-12 | whole turkey | 59.99 | 4-6 | 7 | Thanksgiving Dinner | |
| | | n/i | 12-14 | whole turkey | 69.99 | 6-8 | 6 | Fresh Turkey Dinner | |
| | | Smokehouse Reserved | 4-5 | sweet ham | 59.99 | 6-8 | 6 | Reserve Ham Dinner | |
| | | Harris Teeter Rancher | 5 | beef tenderloin | 89.99 | 6-8 | 6 | Beef Tenderloin Dinner | |
| | | Butterball | 9-12 | whole turkey | 49.99 | 8-10 | 5 | Turkey Dinner | |
| | | Harris Teeter | 7-9 | spiral cut ham | 49.99 | 8-10 | 3 | Ham Dinner | |
| | Safeway Eastern | n/i | 4 | beef prime rib | 49.99 | 6-8 | 3 | Prime Rib Dinner | |
| | | Jennie-O | 10-12 | whole turkey | 49.99 | 4-6 | 4 | Traditional Turkey Dinner | |
| | | Smithfield | 6-8 | spiral cut ham | 59.99 | 4-6 | 4 | Spiral Cut Ham Dinner | |
| | | WFM Mid- Atlantic | n/i | 6 | whole turkey | 79.99 | 5 | 5 | Classic Roasted Turkey Dinner |
| | | | n/i | 10 | whole turkey | 119.99 | 8 | 5 | Classic Roasted Turkey Dinner |
| | | | n/i | 10 | whole turkey | 179.99 | 12 | 5 | Oven-Ready Turkey Dinner for 12 |
| | n/i | | 10 | whole turkey | 139.99 | 8 | 5 | Oven-Ready Turkey Dinner for 8 | |
| | n/i | | 10 | organic whole turkey | 159.99 | 8 | 5 | Organic Classic Roasted Turkey Dinner | |
| | n/i | | 10 | smoked whole turkey | 129.99 | 8 | 5 | Hickory-Smoked Turkey Dinner for 8 | |
| | n/i | 2.5 | bone-in turkey breast | 69.99 | 4 | 5 | Turkey Breast Dinner | | |
| | n/i | 3.5 | beef prime rib | 229.99 | 8 | 5 | Prime Rib Dinner | | |
| | n/i | 8-10 | spiral cut ham | 129.99 | 8 | 5 | Spiral-Sliced Ham Dinner for 8 | | |
| n/i | 10/8-10 | whole turkey/spiral ham | 449.99 | 12-14 | 10 | Ultimate Feast for 12 to 14 | | | |
| n/i | 10/8-10 | whole turkey/spiral ham | 269.99 | 12 | 10 | Festive Feast for 12 | | | |
| DE | ACME Market | n/i | 10-12 | whole turkey | 59.99 | 8 | 4 | Traditional Turkey Dinner | |
| | | n/i | 10-12 | whole turkey | 79.99 | 8 | 8 | Deluxe Signature Turkey Dinner | |
| | Fresh Grocer | n/i | 10-12 | whole turkey | 54.99 | 6-8 | 7 | Whole Roasted Turkey Dinner | |
| | | n/i | 12-14 | whole turkey | 64.99 | 10-12 | 7 | Whole Roasted Turkey Dinner | |
| | | n/i | 8-10 | boneless ham | 54.99 | 14-16 | 5 | Whole Boneless Ham Dinner | |
| | | n/i | 2-3 | beef tenderloin | 99.99 | 6 | 4 | Deluxe Filet Mignon Dinner | |
| | | n/i | 7-9 | center cut pork loin | 49.99 | 6-8 | 4 | Deluxe Roasted Pork Dinner | |
| | | Perdue | 6-8 | roaster chicken | 29.99 | 4-6 | 4 | Oven Stuffer Chicken Dinner | |
| | Giant Food Harris Teeter | n/i | 10-12 | whole turkey | 59.99 | 4-6 | 7 | Thanksgiving Dinner | |
| | | n/i | 12-14 | whole turkey | 69.99 | 6-8 | 6 | Fresh Turkey Dinner | |
| | | Smokehouse Reserved | 4-5 | sweet ham | 59.99 | 6-8 | 6 | Reserve Ham Dinner | |
| | | Harris Teeter Rancher | 5 | beef tenderloin | 89.99 | 6-8 | 6 | Beef Tenderloin Dinner | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

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

**Thanksgiving 2018
STORE-PREPARED HOLIDAY DINNERS**

| State | Supermarket | Brand | Weight (lb.) | Meat Item | Price | Serves | Sides | Conditions |
|--------------------------|------------------------------|------------------|----------------|------------------------|--------------|--------|------------|--|
| DE (cont) | Harris Teeter (continued) | Butterball | 9-12 | whole turkey | 49.99 | 8-10 | 5 | Turkey Dinner |
| | | Harris Teeter | 7-9 | spiral cut ham | 49.99 | 8-10 | 3 | Ham Dinner |
| | | n/i | 4 | beef prime rib | 49.99 | 6-8 | 3 | Prime Rib Dinner |
| | Safeway Eastern | Jennie-O | 10-12 | whole turkey | 49.99 | 4-6 | 4 | Traditional Turkey Dinner |
| | | Smithfield | 6-8 | spiral cut ham | 59.99 | 4-6 | 4 | Spiral Cut Ham Dinner |
| | ShopRite | Butterball | 10-12 | whole turkey | 49.99 | 8-10 | 5 | Holiday Turkey Dinner |
| | | n/i | 12 ounce | sliced turkey breast | 19.99 | 2 | 4 | Thanksgiving Dinner for Two |
| | Weis Markets | Butterball | 10-12 | whole turkey | 75.99 | 8-10 | 8 | Deluxe Turkey Dinner |
| | | n/i | 3-4 | bone-in turkey breast | 65.99 | 5-7 | 5 | Original Boneless Turkey Dinner |
| | MA | Big Y | n/i | 10-12 | whole turkey | 59.99 | 8-10 | 8 |
| Donelan's | | n/i | 12-14 | whole turkey | 99.99 | 6-8 | 5 | Chef Prepared Turkey Dinner |
| | | n/i | 4 | spiral cut ham | 79.99 | 6-8 | 3 | Chef Prepared Ham Dinner |
| | | n/i | 3 | boneless turkey breast | 79.99 | 6-8 | 7 | Chef Prepared Boneless Breast of Turkey Dinner |
| Hannaford | | Butterball | 10-12 | whole turkey | 59.99 | 6-8 | 5 | Holiday Turkey Dinner |
| | | Carando | 7-8 | spiral cut ham | 59.99 | 6-8 | 5 | Holiday Ham Dinner |
| Demoulas Market Basket | | Butterball | 10-12 | whole turkey | 59.99 | 8-10 | 7 | Holiday Turkey Dinner |
| | | n/i | 7-9 | spiral cut ham | 59.99 | 8-10 | 5 | Holiday Ham Dinner |
| Roche Bros. | | Plainville Farms | 10-12 | ABF whole turkey | 125.00 | 6-8 | 4 | Oven Roasted Turkey Dinner |
| | | Plainville Farms | 14-16 | ABF whole turkey | 135.00 | 6-8 | 4 | Oven Roasted Turkey Dinner |
| | | Plainville Farms | 3-5 | ABF bnls turkey breast | 89.00 | 4-6 | 4 | Boneless Turkey Breast Dinner |
| | | Signature | 8-10 | spiral-cut ham | 110.00 | 10 | 4 | Spiral Cut Ham Dinner |
| Shaw's | | n/i | 8-10 | spiral-cut ham | 99.00 | 10 | 4 | Spiral Cut Ham Dinner |
| | | n/i | 10-12 | whole turkey | 59.99 | 6-8 | 4 | Homestyle Turkey Dinner |
| | | n/i | 4-5 | beef prime rib | 79.99 | 5-6 | 4 | Prime Rib Dinner |
| Star Market | | n/i | 7-8 | spiral cut ham | 59.99 | 8-10 | 4 | Spiral Ham Dinner |
| | | n/i | 10-12 | whole turkey | 59.99 | 6-8 | 4 | Homestyle Turkey Dinner |
| | | n/i | 4-5 | beef prime rib | 79.99 | 5-6 | 4 | Prime Rib Dinner |
| Stop & Shop Supermarkets | | n/i | 7-8 | spiral cut ham | 59.99 | 8-10 | 4 | Spiral Ham Dinner |
| | | n/i | 9-11 | whole turkey | 59.99 | 4-6 | 8 | Holiday Turkey Dinner |
| | | Stop & Shop | 7-9 | spiral-cut ham | 59.99 | 4-6 | 6 | Holiday Ham Dinner |
| Trucchi's Supermarkets | | Boar's Head | 7-9 | boneless ham | 69.99 | 4-6 | 6 | Holiday Boneless Ham Dinner |
| | | Butterball | 10-12 | whole turkey | 69.99 | 6-8 | 7 | Traditional Turkey Dinner |
| | | n/i | 1.5-2 | bone-in turkey breast | 32.99 | 2-3 | 7 | Mini Turkey Dinner |
| Wegman's | | n/i | 12-14 | whole turkey | 129.00 | 6 | 6 | Hand-Carved Roasted Turkey Dinner |
| | | n/i | 12-14 | whole turkey | 229.00 | 10-12 | 6 | Hand-Carved Roasted Turkey Dinner |
| | | Plainville Farms | 12-14 | ABF whole turkey | 125.00 | 10 | 6 | Premium Turkey Dinner |
| | n/i | 7-8 | spiral-cut ham | 145.00 | 10-12 | 4 | Ham Dinner | |
| | | n/i | 5-6 | beef rib roast | 219.00 | 10-12 | 4 | Rib Roast Dinner |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

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

**Thanksgiving 2018
STORE-PREPARED HOLIDAY DINNERS**

| State | Supermarket | Brand | Weight (lb.) | Meat Item | Price | Serves | Sides | Conditions |
|----------------------------|------------------------------|-----------------------|------------------------|-------------------------|--------|--------|-----------------------------------|---------------------------------------|
| MA <i>(cont)</i> | Whole Foods - North Atlantic | n/i | 6 | whole turkey | 79.99 | 5 | 5 | Classic Roasted Turkey Dinner |
| | | n/i | 10 | whole turkey | 119.99 | 8 | 5 | Classic Roasted Turkey Dinner |
| | | n/i | 10 | organic whole turkey | 159.99 | 8 | 5 | Organic Classic Roasted Turkey Dinner |
| | | n/i | 10 | smoked whole turkey | 129.99 | 8 | 5 | Hickory-Smoked Turkey Dinner for 8 |
| | | n/i | 2.5 | bone-in turkey breast | 69.99 | 4 | 5 | Turkey Breast Dinner |
| | | n/i | 3.5 | beef prime rib | 229.99 | 8 | 5 | Prime Rib Dinner |
| | | n/i | 8-10 | spiral cut ham | 129.99 | 8 | 5 | Spiral-Sliced Ham Dinner for 8 |
| | | n/i | 10/8-10 | whole turkey/spiral ham | 449.99 | 12-14 | 10 | Ultimate Feast for 12 to 14 |
| | | n/i | 10/8-10 | whole turkey/spiral ham | 269.99 | 12 | 10 | Festive Feast for 12 |
| MD | 99 Ranch Market | n/i | 12-15 | whole turkey | 48.88 | 6-8 | 2 | Thanksgiving Roast Turkey |
| | ACME Market | n/i | 10-12 | whole turkey | 59.99 | 8 | 4 | Traditional Turkey Dinner |
| | | n/i | 10-12 | whole turkey | 79.99 | 8 | 8 | Deluxe Signature Turkey Dinner |
| | Giant Eagle | Plainville Farms | 12-14 | ABF whole turkey | 89.99 | 6 | 5 | Whole Turkey Dinner |
| | | Plainville Farms | 3-5 | ABF turkey breast | 79.99 | 6 | 5 | Turkey Breast Dinner |
| | Giant Food | n/i | 10-12 | whole turkey | 59.99 | 4-6 | 7 | Thanksgiving Dinner |
| | Graul's Market | n/i | 10-12 | whole turkey | 119.99 | 8-10 | 8 | Deluxe Turkey Dinner |
| | | n/i | 18-20 | whole turkey | 219.99 | 16-10 | 8 | Large Deluxe Turkey Dinner |
| | Harris Teeter | n/i | 12-14 | whole turkey | 69.99 | 6-8 | 6 | Fresh Turkey Dinner |
| | | Smokehouse Reserved | 4-5 | sweet ham | 59.99 | 6-8 | 6 | Reserve Ham Dinner |
| | | Harris Teeter Rancher | 5 | beef tenderloin | 89.99 | 6-8 | 6 | Beef Tenderloin Dinner |
| | | Butterball | 9-12 | whole turkey | 49.99 | 8-10 | 5 | Turkey Dinner |
| | | Harris Teeter | 7-9 | spiral cut ham | 49.99 | 8-10 | 3 | Ham Dinner |
| | | n/i | 4 | beef prime rib | 49.99 | 6-8 | 3 | Prime Rib Dinner |
| | Safeway Eastern | Jennie-O | 10-12 | whole turkey | 49.99 | 4-6 | 4 | Traditional Turkey Dinner |
| | | Smithfield | 6-8 | spiral cut ham | 59.99 | 4-6 | 4 | Spiral Cut Ham Dinner |
| | Shoppers Food | Butterball | 10-12 | whole turkey | 49.99 | 6-8 | 6 | Holiday Turkey Dinner |
| | ShopRite | Butterball | 10-12 | whole turkey | 49.99 | 8-10 | 5 | Holiday Turkey Dinner |
| | | n/i | 12 ounce | sliced turkey breast | 19.99 | 2 | 4 | Thanksgiving Dinner for Two |
| | Sprout's Farmers Market | n/i | 10-12 | whole turkey | 69.99 | 6-8 | 4 | Natural Turkey Meal |
| | | n/i | 7-9 | spiral cut ham | 69.99 | 6-8 | 4 | Spiral Sliced Ham Meal |
| | n/i | 4-5 | CH beef prime rib | 79.99 | 6-8 | 4 | Boneless Beef Rib Roast Meal | |
| | n/i | 3-5 | boneless turkey breast | 29.99 | 2 | 4 | Boneless Turkey Breast Meal | |
| Wegman's | n/i | 12-14 | whole turkey | 129.00 | 6 | 6 | Hand-Carved Roasted Turkey Dinner | |
| | n/i | 12-14 | whole turkey | 229.00 | 10-12 | 6 | Hand-Carved Roasted Turkey Dinner | |
| | Plainville Farms | 12-14 | ABF whole turkey | 125.00 | 10 | 6 | Premium Turkey Dinner | |
| | n/i | 7-8 | spiral-cut ham | 145.00 | 10-12 | 4 | Ham Dinner | |
| | n/i | 5-6 | beef rib roast | 219.00 | 10-12 | 4 | Rib Roast Dinner | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

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

**Thanksgiving 2018
STORE-PREPARED HOLIDAY DINNERS**

| State | Supermarket | Brand | Weight (lb.) | Meat Item | Price | Serves | Sides | Conditions |
|------------------------------|------------------------------|------------|-------------------------|-------------------------|--------|--------------|----------------------|---------------------------------------|
| MD <i>(cont)</i> | Weis Markets | Butterball | 10-12 | whole turkey | 75.99 | 8-10 | 8 | Deluxe Turkey Dinner |
| | | n/i | 3-4 | bone-in turkey breast | 65.99 | 5-7 | 5 | Original Boneless Turkey Dinner |
| | WFM Mid- Atlantic | n/i | 6 | whole turkey | 79.99 | 5 | 5 | Classic Roasted Turkey Dinner |
| | | n/i | 10 | whole turkey | 119.99 | 8 | 5 | Classic Roasted Turkey Dinner |
| | | n/i | 10 | whole turkey | 179.99 | 12 | 5 | Oven-Ready Turkey Dinner for 12 |
| | | n/i | 10 | whole turkey | 139.99 | 8 | 5 | Oven-Ready Turkey Dinner for 8 |
| | | n/i | 10 | organic whole turkey | 159.99 | 8 | 5 | Organic Classic Roasted Turkey Dinner |
| | | n/i | 10 | smoked whole turkey | 129.99 | 8 | 5 | Hickory-Smoked Turkey Dinner for 8 |
| | | n/i | 2.5 | bone-in turkey breast | 69.99 | 4 | 5 | Turkey Breast Dinner |
| | | n/i | 3.5 | beef prime rib | 229.99 | 8 | 5 | Prime Rib Dinner |
| | | n/i | 8-10 | spiral cut ham | 129.99 | 8 | 5 | Spiral-Sliced Ham Dinner for 8 |
| | | n/i | 10/8-10 | whole turkey/spiral ham | 449.99 | 12-14 | 10 | Ultimate Feast for 12 to 14 |
| | | n/i | 10/8-10 | whole turkey/spiral ham | 269.99 | 12 | 10 | Festive Feast for 12 |
| | | ME | Demoulas Market Basket | Butterball | 10-12 | whole turkey | 59.99 | 8-10 |
| n/i | 7-9 | | | spiral cut ham | 59.99 | 8-10 | 5 | Holiday Ham Dinner |
| Hannaford | Butterball | | 10-12 | whole turkey | 59.99 | 6-8 | 5 | Holiday Turkey Dinner |
| | Carando | | 7-8 | spiral cut ham | 59.99 | 6-8 | 5 | Holiday Ham Dinner |
| Shaw's | n/i | | 10-12 | whole turkey | 59.99 | 6-8 | 4 | Homestyle Turkey Dinner |
| | n/i | | 4-5 | beef prime rib | 79.99 | 5-6 | 4 | Prime Rib Dinner |
| | n/i | | 7-8 | spiral cut ham | 59.99 | 8-10 | 4 | Spiral Ham Dinner |
| Whole Foods - North Atlantic | n/i | | 6 | whole turkey | 79.99 | 5 | 5 | Classic Roasted Turkey Dinner |
| | n/i | | 10 | whole turkey | 119.99 | 8 | 5 | Classic Roasted Turkey Dinner |
| | n/i | | 10 | organic whole turkey | 159.99 | 8 | 5 | Organic Classic Roasted Turkey Dinner |
| | n/i | | 10 | smoked whole turkey | 129.99 | 8 | 5 | Hickory-Smoked Turkey Dinner for 8 |
| | n/i | | 2.5 | bone-in turkey breast | 69.99 | 4 | 5 | Turkey Breast Dinner |
| | n/i | | 3.5 | beef prime rib | 229.99 | 8 | 5 | Prime Rib Dinner |
| | n/i | | 8-10 | spiral cut ham | 129.99 | 8 | 5 | Spiral-Sliced Ham Dinner for 8 |
| | n/i | | 10/8-10 | whole turkey/spiral ham | 449.99 | 12-14 | 10 | Ultimate Feast for 12 to 14 |
| n/i | 10/8-10 | | whole turkey/spiral ham | 269.99 | 12 | 10 | Festive Feast for 12 | |
| NH | Demoulas Market Basket | Butterball | 10-12 | whole turkey | 59.99 | 8-10 | 7 | Holiday Turkey Dinner |
| | | n/i | 7-9 | spiral cut ham | 59.99 | 8-10 | 5 | Holiday Ham Dinner |
| | Hannaford | Butterball | 10-12 | whole turkey | 59.99 | 6-8 | 5 | Holiday Turkey Dinner |
| | | Carando | 7-8 | spiral cut ham | 59.99 | 6-8 | 5 | Holiday Ham Dinner |
| | Shaw's | n/i | 10-12 | whole turkey | 59.99 | 6-8 | 4 | Homestyle Turkey Dinner |
| | | n/i | 4-5 | beef prime rib | 79.99 | 5-6 | 4 | Prime Rib Dinner |
| | | n/i | 7-8 | spiral cut ham | 59.99 | 8-10 | 4 | Spiral Ham Dinner |
| | Whole Foods - North Atlantic | n/i | 6 | whole turkey | 79.99 | 5 | 5 | Classic Roasted Turkey Dinner |
| | | n/i | 10 | whole turkey | 119.99 | 8 | 5 | Classic Roasted Turkey Dinner |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

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

**Thanksgiving 2018
STORE-PREPARED HOLIDAY DINNERS**

| State | Supermarket | Brand | Weight (lb.) | Meat Item | Price | Serves | Sides | Conditions | |
|---------------------|--|--------------------------|----------------------|-------------------------|--------------|--------|-----------------------------|---|------------------------------------|
| NH <i>(cont)</i> | Whole Foods - North Atlantic <i>(continued)</i> | n/i | 10 | organic whole turkey | 159.99 | 8 | 5 | Organic Classic Roasted Turkey Dinner | |
| | | n/i | 10 | smoked whole turkey | 129.99 | 8 | 5 | Hickory-Smoked Turkey Dinner for 8 | |
| | | n/i | 2.5 | bone-in turkey breast | 69.99 | 4 | 5 | Turkey Breast Dinner | |
| | | n/i | 3.5 | beef prime rib | 229.99 | 8 | 5 | Prime Rib Dinner | |
| | | n/i | 8-10 | spiral cut ham | 129.99 | 8 | 5 | Spiral-Sliced Ham Dinner for 8 | |
| | | n/i | 10/8-10 | whole turkey/spiral ham | 449.99 | 12-14 | 10 | Ultimate Feast for 12 to 14 | |
| | | n/i | 10/8-10 | whole turkey/spiral ham | 269.99 | 12 | 10 | Festive Feast for 12 | |
| NJ | 99 Ranch Market | n/i | 12-15 | whole turkey | 48.88 | 6-8 | 2 | Thanksgiving Roast Turkey | |
| | ACME Market | n/i | 10-12 | whole turkey | 59.99 | 8 | 4 | Traditional Turkey Dinner | |
| | Fairway Market | n/i | 10-12 | whole turkey | 79.99 | 8 | 8 | Deluxe Signature Turkey Dinner | |
| | | n/i | 10-12 | ABF whole turkey | 229.00 | 6 | 9 | Brined Turkey Thanksgiving Dinner | |
| | | n/i | 10-12 | ABF whole turkey | 249.00 | 6 | 9 | Cooked Turkey Thanksgiving Dinner | |
| | | n/i | 12-14 | ABF whole turkey | 379.00 | 12 | 9 | Brined Turkey Thanksgiving Dinner | |
| | | Empire | 12-14 | kosher whole turkey | 250.00 | 8-10 | 9 | Complete Thanksgiving Dinner | |
| | | Empire | 12-14 | kosher whole turkey | 419.00 | 16-18 | 9 | Complete Thanksgiving Dinner | |
| | | n/i | 3-5 | beef brisket | 179.00 | 6 | 6 | Brisket Hanukkah Dinner | |
| | | n/i | 3-5 | beef brisket | 229.00 | 8-10 | 6 | Brisket Hanukkah Dinner | |
| | | n/i | 3-5 | beef brisket | 309.00 | 12 | 6 | Brisket Hanukkah Dinner | |
| | | n/i | 3-5 | beef brisket | 429.00 | 16-18 | 6 | Brisket Hanukkah Dinner | |
| | Kings Food Markets | n/i | 2-3 | boneless turkey breast | 139.99 | 6 | 5 | Turkey Breast Meal | |
| | | n/i | 3-5 | ABF bn-in turkey breast | 139.99 | 6 | 5 | Antibiotic-free Turkey Breast Meal | |
| | | n/i | 10-12 | ABF whole turkey | 149.99 | 6-8 | 5 | Antibiotic-free Turkey Meal | |
| | | n/i | 10-12 | ABF whole turkey | 199.99 | 10-12 | 5 | Antibiotic-free Turkey Meal | |
| | | n/i | 10-12 | organic whole turkey | 169.99 | 6-8 | 5 | Organic Turkey Meal | |
| | | n/i | 10-12 | organic whole turkey | 239.99 | 10-12 | 5 | Organic Turkey Meal | |
| | | n/i | 10-12/3-5 | ABF turkey and breast | 279.99 | 16-18 | 5 | ABF Turkey and Turkey Breast Meal | |
| | | n/i | 3-5 | ABF bn-in turkey breast | 129.99 | 4 | 5 | Antibiotic-free Turkey Breast Meal | |
| | | McCaffrey's Food Markets | n/i | 12-14 | whole turkey | 129.99 | 8-10 | 7 | McCaffrey's Complete Family Dinner |
| | | | n/i | 14-16 | whole turkey | 179.99 | 12-14 | 9 | McCaffrey's Gourmet Family Dinner |
| | n/i | | 2.5-3 | boneless turkey breast | 69.99 | 4-6 | 3 | Roasted Turkey Breast Dinner | |
| | Morton Williams | n/i | 12-14 | whole turkey | 170.00 | 4-8 | 5 | Complete Thanksgiving Dinner | |
| | | Bell & Evans | 12-14 | ABF whole turkey | 190.00 | 4-8 | 5 | Complete Bell & Evans Thanksgiving Dinner | |
| | Murphy's Fresh Markets | Butterball | 10-12 | whole turkey | 99.99 | 8-10 | 7 | Thanksgiving Dinner | |
| | | n/i | 5-6 | boneless ham | 99.99 | 8-10 | 7 | Thanksgiving Dinner | |
| ShopRite | Butterball | 10-12 | whole turkey | 49.99 | 8-10 | 5 | Holiday Turkey Dinner | | |
| | n/i | 12 ounce | sliced turkey breast | 19.99 | 2 | 4 | Thanksgiving Dinner for Two | | |

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**Thanksgiving 2018
STORE-PREPARED HOLIDAY DINNERS**

| State | Supermarket | Brand | Weight (lb.) | Meat Item | Price | Serves | Sides | Conditions |
|--------------|------------------------------|-------------------------|----------------|-------------------------|--------------|--------------------------------|------------------|---------------------------------------|
| NJ (cont) | Stop & Shop Supermarkets | n/i | 9-11 | whole turkey | 59.99 | 4-6 | 8 | Holiday Turkey Dinner |
| | | Stop & Shop | 7-9 | spiral-cut ham | 59.99 | 4-6 | 6 | Holiday Ham Dinner |
| | | Boar's Head | 7-9 | boneless ham | 69.99 | 4-6 | 6 | Holiday Boneless Ham Dinner |
| | Top Tomato Super Store | n/i | 16-18 | whole turkey | 199.00 | 12-15 | 11 | Thanksgiving Feast |
| | | n/i | 10-12 | whole turkey | 129.00 | 8-10 | 8 | Thanksgiving Feast |
| | Uncle Giuseppe's Marketplace | Uncle G's | 18-20 | free-range turkey | 339.99 | 12-15 | 6 | Dinner Package 1 |
| | | Uncle G's | 10 | free-range breast | 339.99 | 12-15 | 6 | Dinner Package 1 |
| | | Uncle G's | 10-12 | free-range turkey | 219.99 | 6-8 | 6 | Dinner Package 2 |
| | | Uncle G's | 5 | free-range breast | 219.99 | 6-8 | 6 | Dinner Package 2 |
| | Wegman's | n/i | 12-14 | whole turkey | 129.00 | 6 | 6 | Hand-Carved Roasted Turkey Dinner |
| | | n/i | 12-14 | whole turkey | 229.00 | 10-12 | 6 | Hand-Carved Roasted Turkey Dinner |
| | | Plainville Farms | 12-14 | ABF whole turkey | 125.00 | 10 | 6 | Premium Turkey Dinner |
| | Weis Markets | n/i | 7-8 | spiral-cut ham | 145.00 | 10-12 | 4 | Ham Dinner |
| | | n/i | 5-6 | beef rib roast | 219.00 | 10-12 | 4 | Rib Roast Dinner |
| | | Butterball | 10-12 | whole turkey | 75.99 | 8-10 | 8 | Deluxe Turkey Dinner |
| | | n/i | 3-4 | bone-in turkey breast | 65.99 | 5-7 | 5 | Original Boneless Turkey Dinner |
| | | WFM Mid- Atlantic | n/i | 6 | whole turkey | 79.99 | 5 | 5 |
| | Whole Foods - Northeast | n/i | 10 | whole turkey | 119.99 | 8 | 5 | Classic Roasted Turkey Dinner |
| | | n/i | 10 | whole turkey | 179.99 | 12 | 5 | Oven-Ready Turkey Dinner for 12 |
| | | n/i | 10 | whole turkey | 139.99 | 8 | 5 | Oven-Ready Turkey Dinner for 8 |
| | | n/i | 10 | organic whole turkey | 159.99 | 8 | 5 | Organic Classic Roasted Turkey Dinner |
| | | n/i | 10 | smoked whole turkey | 129.99 | 8 | 5 | Hickory-Smoked Turkey Dinner for 8 |
| | | n/i | 2.5 | bone-in turkey breast | 69.99 | 4 | 5 | Turkey Breast Dinner |
| | | n/i | 3.5 | beef prime rib | 229.99 | 8 | 5 | Prime Rib Dinner |
| | | n/i | 8-10 | spiral cut ham | 129.99 | 8 | 5 | Spiral-Sliced Ham Dinner for 8 |
| | | n/i | 10/8-10 | whole turkey/spiral ham | 449.99 | 12-14 | 10 | Ultimate Feast for 12 to 14 |
| | | n/i | 10/8-10 | whole turkey/spiral ham | 269.99 | 12 | 10 | Festive Feast for 12 |
| | | n/i | 6 | whole turkey | 79.99 | 5 | 5 | Classic Roasted Turkey Dinner |
| | | n/i | 10 | whole turkey | 119.99 | 8 | 5 | Classic Roasted Turkey Dinner |
| | | n/i | 10 | organic whole turkey | 159.99 | 8 | 5 | Organic Classic Roasted Turkey Dinner |
| | | n/i | 10 | smoked whole turkey | 129.99 | 8 | 5 | Hickory-Smoked Turkey Dinner for 8 |
| | | n/i | 2.5 | bone-in turkey breast | 69.99 | 4 | 5 | Turkey Breast Dinner |
| | n/i | 3.5 | beef prime rib | 229.99 | 8 | 5 | Prime Rib Dinner | |
| n/i | 8-10 | spiral cut ham | 129.99 | 8 | 5 | Spiral-Sliced Ham Dinner for 8 | | |
| n/i | 10/8-10 | whole turkey/spiral ham | 449.99 | 12-14 | 10 | Ultimate Feast for 12 to 14 | | |
| n/i | 10/8-10 | whole turkey/spiral ham | 269.99 | 12 | 10 | Festive Feast for 12 | | |
| NY | ACME Market | n/i | 10-12 | whole turkey | 59.99 | 8 | 4 | Traditional Turkey Dinner |
| | | n/i | 10-12 | whole turkey | 79.99 | 8 | 8 | Deluxe Signature Turkey Dinner |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

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**Thanksgiving 2018
STORE-PREPARED HOLIDAY DINNERS**

| State | Supermarket | Brand | Weight (lb.) | Meat Item | Price | Serves | Sides | Conditions | |
|--------------|-------------------------|------------------|--------------|-------------------------|---------------------|--------|-------|------------------------------------|---|
| NY (cont) | DeCiccio Family Markets | Plainville Farms | 14-16 | ABF whole turkey | 199.00 | 10-12 | 6 | Dinner Package #1 | |
| | | Plainville Farms | 18-20 | ABF whole turkey | 239.99 | 16-20 | 6 | Dinner Package #2 | |
| | DeCicco & Sons | n/i | 10-12 | ABF whole turkey | 199.00 | 6-8 | 5 | Turkey Dinner | |
| | | n/i | 12-14 | ABF whole turkey | 259.00 | 10-12 | 5 | Turkey Dinner | |
| | | n/i | 3-5 | ABF bn-in turkey breast | 199.00 | 6-8 | 5 | Turkey Breast Dinner | |
| | | n/i | 5-6 | beef prime rib | 299.00 | 6-8 | 5 | Prime Rib Roast Dinner | |
| | | n/i | 3-4 | beef tenderloin | 299.00 | 6-8 | 5 | Beef Tenderloin Dinner | |
| | | n/i | 8-10 | spiral-cut ham | 199.00 | 8-10 | 5 | Spiral Ham Dinner | |
| | | Fairway Market | n/i | 10-12 | ABF whole turkey | 229.00 | 6 | 9 | Brined Turkey Thanksgiving Dinner |
| | | | n/i | 10-12 | ABF whole turkey | 249.00 | 6 | 9 | Cooked Turkey Thanksgiving Dinner |
| | | | n/i | 12-14 | ABF whole turkey | 379.00 | 12 | 9 | Brined Turkey Thanksgiving Dinner |
| | | | Empire | 12-14 | kosher whole turkey | 250.00 | 8-10 | 9 | Complete Thanksgiving Dinner |
| | Empire | | 12-14 | kosher whole turkey | 419.00 | 16-18 | 9 | Complete Thanksgiving Dinner | |
| | n/i | | 3-5 | beef brisket | 179.00 | 6 | 6 | Brisket Hanukkah Dinner | |
| | n/i | | 3-5 | beef brisket | 229.00 | 8-10 | 6 | Brisket Hanukkah Dinner | |
| | n/i | | 3-5 | beef brisket | 309.00 | 12 | 6 | Brisket Hanukkah Dinner | |
| | n/i | | 3-5 | beef brisket | 429.00 | 16-18 | 6 | Brisket Hanukkah Dinner | |
| | Food Emporium | | Butterball | 14 | whole turkey | 199.99 | 10 | 8 | Turkey Dinner |
| | | Shady Brook | 3-5 | bone-in turkey breast | 199.99 | 10 | 8 | Turkey Dinner | |
| | Gristede's | n/i | 10-12 | whole turkey | 129.99 | 6-8 | 9 | Complete Thanksgiving Dinner | |
| | Hannaford | Butterball | 10-12 | whole turkey | 59.99 | 6-8 | 5 | Holiday Turkey Dinner | |
| | | Carando | 7-8 | spiral cut ham | 59.99 | 6-8 | 5 | Holiday Ham Dinner | |
| | Kings Food Markets | n/i | 2-3 | boneless turkey breast | 139.99 | 6 | 5 | Turkey Breast Meal | |
| | | n/i | 3-5 | ABF bn-in turkey breast | 139.99 | 6 | 5 | Antibiotic-free Turkey Breast Meal | |
| | | n/i | 10-12 | ABF whole turkey | 149.99 | 6-8 | 5 | Antibiotic-free Turkey Meal | |
| | | n/i | 10-12 | ABF whole turkey | 199.99 | 10-12 | 5 | Antibiotic-free Turkey Meal | |
| | | n/i | 10-12 | organic whole turkey | 169.99 | 6-8 | 5 | Organic Turkey Meal | |
| | | n/i | 10-12 | organic whole turkey | 239.99 | 10-12 | 5 | Organic Turkey Meal | |
| | | n/i | 10-12/3-5 | ABF turkey and breast | 279.99 | 16-18 | 5 | ABF Turkey and Turkey Breast Meal | |
| | | n/i | 3-5 | ABF bn-in turkey breast | 129.99 | 4 | 5 | Antibiotic-free Turkey Breast Meal | |
| | | Morton Williams | n/i | 12-14 | whole turkey | 170.00 | 4-8 | 5 | Complete Thanksgiving Dinner |
| | | | Bell & Evans | 12-14 | ABF whole turkey | 190.00 | 4-8 | 5 | Complete Bell & Evans Thanksgiving Dinner |
| | North Shore Farms | n/i | 3-5 | boneless turkey breast | 29.99 | 2 | 4 | Complete Thanksgiving Dinner | |
| | | n/i | 18-20 | whole turkey | 199.99 | 8-10 | 7 | Complete Thanksgiving Dinner | |
| | ShopRite | Butterball | 10-12 | whole turkey | 49.99 | 8-10 | 5 | Holiday Turkey Dinner | |
| | | n/i | 12 ounce | sliced turkey breast | 19.99 | 2 | 4 | Thanksgiving Dinner for Two | |
| | Stew Leonard's | Shenandoah | 10-12 | whole turkey | 150.00 | 8 | 7 | Turkey Dinner for 8 | |
| | | Shenandoah | 10-12 | whole turkey | 200.00 | 8 | 9 | WOW Turkey Dinner for 8 | |

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**Thanksgiving 2018
STORE-PREPARED HOLIDAY DINNERS**

| State | Supermarket | Brand | Weight (lb.) | Meat Item | Price | Serves | Sides | Conditions |
|---------------------|------------------------------|------------------|-------------------------|-----------------------|--------|--------|-----------------------------|---------------------------------------|
| NY <i>(cont)</i> | Stop & Shop Supermarkets | n/i | 9-11 | whole turkey | 59.99 | 4-6 | 8 | Holiday Turkey Dinner |
| | | Stop & Shop | 7-9 | spiral-cut ham | 59.99 | 4-6 | 6 | Holiday Ham Dinner |
| | | Boar's Head | 7-9 | boneless ham | 69.99 | 4-6 | 6 | Holiday Boneless Ham Dinner |
| | Tops Markets | Butterball | 10-12 | whole turkey | 79.99 | 8-10 | 8 | Fresh Turkey Dinner |
| | | n/i | 9 | spiral-cut ham | 79.99 | 8-10 | 6 | Ham Dinner |
| | Top Tomato Super Store | n/i | 16-18 | whole turkey | 199.00 | 12-15 | 11 | Thanksgiving Feast |
| | | n/i | 10-12 | whole turkey | 129.00 | 8-10 | 8 | Thanksgiving Feast |
| | Uncle Giuseppe's Marketplace | Uncle G's | 18-20 | free-range turkey | 339.99 | 12-15 | 6 | Dinner Package 1 |
| | | Uncle G's | 10 | free-range breast | 339.99 | 12-15 | 6 | Dinner Package 1 |
| | | Uncle G's | 10-12 | free-range turkey | 219.99 | 6-8 | 6 | Dinner Package 2 |
| | | Uncle G's | 5 | free-range breast | 219.99 | 6-8 | 6 | Dinner Package 2 |
| | Whole Foods Market 365 | n/i | 10 | whole turkey | 119.99 | 8 | 5 | Classic Roasted Turkey Dinner |
| | | n/i | 2.5 | bone-in turkey breast | 69.99 | 4 | 5 | Turkey Breast Dinner |
| | Whole Foods - Northeast | n/i | 6 | whole turkey | 79.99 | 5 | 5 | Classic Roasted Turkey Dinner |
| | | n/i | 10 | whole turkey | 119.99 | 8 | 5 | Classic Roasted Turkey Dinner |
| | | n/i | 10 | organic whole turkey | 159.99 | 8 | 5 | Organic Classic Roasted Turkey Dinner |
| | | n/i | 10 | smoked whole turkey | 129.99 | 8 | 5 | Hickory-Smoked Turkey Dinner for 8 |
| | | n/i | 2.5 | bone-in turkey breast | 69.99 | 4 | 5 | Turkey Breast Dinner |
| | | n/i | 3.5 | beef prime rib | 229.99 | 8 | 5 | Prime Rib Dinner |
| | | n/i | 8-10 | spiral cut ham | 129.99 | 8 | 5 | Spiral-Sliced Ham Dinner for 8 |
| n/i | | 10/8-10 | whole turkey/spiral ham | 449.99 | 12-14 | 10 | Ultimate Feast for 12 to 14 | |
| n/i | | 10/8-10 | whole turkey/spiral ham | 269.99 | 12 | 10 | Festive Feast for 12 | |
| PA | ACME Market | n/i | 10-12 | whole turkey | 59.99 | 8 | 4 | Traditional Turkey Dinner |
| | | n/i | 10-12 | whole turkey | 79.99 | 8 | 8 | Deluxe Signature Turkey Dinner |
| | Fresh Grocer | n/i | 10-12 | whole turkey | 54.99 | 6-8 | 7 | Whole Roasted Turkey Dinner |
| | | n/i | 12-14 | whole turkey | 64.99 | 10-12 | 7 | Whole Roasted Turkey Dinner |
| | | n/i | 8-10 | boneless ham | 54.99 | 14-16 | 5 | Whole Boneless Ham Dinner |
| | | n/i | 2-3 | beef tenderloin | 99.99 | 6 | 4 | Deluxe Filet Mignon Dinner |
| | | n/i | 7-9 | center cut pork loin | 49.99 | 6-8 | 4 | Deluxe Roasted Pork Dinner |
| | | Perdue | 6-8 | roaster chicken | 29.99 | 4-6 | 4 | Oven Stuffer Chicken Dinner |
| | Giant Eagle | Plainville Farms | 12-14 | ABF whole turkey | 89.99 | 6 | 5 | Whole Turkey Dinner |
| | | Plainville Farms | 3-5 | ABF turkey breast | 79.99 | 6 | 5 | Turkey Breast Dinner |
| | Kuhn's Market | Butterball | 10-12 | whole turkey | 69.99 | 6-8 | 4 | Turkey Dinner |
| | | Sahlen's | 7-9 | boneless ham | 59.99 | 6-8 | 4 | Kuhn's Ham Dinner |
| | Landis Supermarkets | Butterball | 10-12 | whole turkey | 87.99 | 8-10 | 7 | Homestyle Turkey Dinner |
| | | Hatfield | 7-9 | boneless ham | 80.99 | 8-10 | 6 | Homestyle Baked Ham Dinner |

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**Thanksgiving 2018
STORE-PREPARED HOLIDAY DINNERS**

| State | Supermarket | Brand | Weight (lb.) | Meat Item | Price | Serves | Sides | Conditions |
|--------------------------|--------------------------|--------------------|-------------------------|-------------------------|--------------|--------|-----------------------------|---------------------------------------|
| PA <i>(cont)</i> | McCaffrey's Food Markets | n/i | 12-14 | whole turkey | 129.99 | 8-10 | 7 | McCaffrey's Complete Family Dinner |
| | | n/i | 14-16 | whole turkey | 179.99 | 12-14 | 9 | McCaffrey's Gourmet Family Dinner |
| | | n/i | 2.5-3 | boneless turkey breast | 69.99 | 4-6 | 3 | Roasted Turkey Breast Dinner |
| | ShopRite | Butterball | 10-12 | whole turkey | 49.99 | 8-10 | 5 | Holiday Turkey Dinner |
| | | n/i | 12 ounce | sliced turkey breast | 19.99 | 2 | 4 | Thanksgiving Dinner for Two |
| | Sprout's Farmers Market | n/i | 10-12 | whole turkey | 69.99 | 6-8 | 4 | Natural Turkey Meal |
| | | n/i | 7-9 | spiral cut ham | 69.99 | 6-8 | 4 | Spiral Sliced Ham Meal |
| | | n/i | 4-5 | CH beef prime rib | 79.99 | 6-8 | 4 | Boneless Beef Rib Roast Meal |
| | | n/i | 3-5 | boneless turkey breast | 29.99 | 2 | 4 | Boneless Turkey Breast Meal |
| | Tops Markets | Butterball | 10-12 | whole turkey | 79.99 | 8-10 | 8 | Fresh Turkey Dinner |
| | | n/i | 9 | spiral-cut ham | 79.99 | 8-10 | 6 | Ham Dinner |
| | Wegman's | n/i | 12-14 | whole turkey | 129.00 | 6 | 6 | Hand-Carved Roasted Turkey Dinner |
| | | n/i | 12-14 | whole turkey | 229.00 | 10-12 | 6 | Hand-Carved Roasted Turkey Dinner |
| | | Plainville Farms | 12-14 | ABF whole turkey | 125.00 | 10 | 6 | Premium Turkey Dinner |
| | | n/i | 7-8 | spiral-cut ham | 145.00 | 10-12 | 4 | Ham Dinner |
| | Weis Markets | n/i | 5-6 | beef rib roast | 219.00 | 10-12 | 4 | Rib Roast Dinner |
| | | Butterball | 10-12 | whole turkey | 75.99 | 8-10 | 8 | Deluxe Turkey Dinner |
| | | n/i | 3-4 | bone-in turkey breast | 65.99 | 5-7 | 5 | Original Boneless Turkey Dinner |
| | WFM Mid- Atlantic | n/i | 6 | whole turkey | 79.99 | 5 | 5 | Classic Roasted Turkey Dinner |
| | | n/i | 10 | whole turkey | 119.99 | 8 | 5 | Classic Roasted Turkey Dinner |
| | | n/i | 10 | whole turkey | 179.99 | 12 | 5 | Oven-Ready Turkey Dinner for 12 |
| | | n/i | 10 | whole turkey | 139.99 | 8 | 5 | Oven-Ready Turkey Dinner for 8 |
| | | n/i | 10 | organic whole turkey | 159.99 | 8 | 5 | Organic Classic Roasted Turkey Dinner |
| | | n/i | 10 | smoked whole turkey | 129.99 | 8 | 5 | Hickory-Smoked Turkey Dinner for 8 |
| | | n/i | 2.5 | bone-in turkey breast | 69.99 | 4 | 5 | Turkey Breast Dinner |
| | | n/i | 3.5 | beef prime rib | 229.99 | 8 | 5 | Prime Rib Dinner |
| | | n/i | 8-10 | spiral cut ham | 129.99 | 8 | 5 | Spiral-Sliced Ham Dinner for 8 |
| | | n/i | 10/8-10 | whole turkey/spiral ham | 449.99 | 12-14 | 10 | Ultimate Feast for 12 to 14 |
| | n/i | 10/8-10 | whole turkey/spiral ham | 269.99 | 12 | 10 | Festive Feast for 12 | |
| | RI | Dave's Marketplace | n/i | 12 | whole turkey | 99.95 | 6-8 | 7 |
| n/i | | | 8 | spiral-cut ham | 99.95 | 6-8 | 7 | Complete Ham Dinner |
| Shaw's | | n/i | 10-12 | whole turkey | 59.99 | 6-8 | 4 | Homestyle Turkey Dinner |
| | | n/i | 4-5 | beef prime rib | 79.99 | 5-6 | 4 | Prime Rib Dinner |
| | | n/i | 7-8 | spiral cut ham | 59.99 | 8-10 | 4 | Spiral Ham Dinner |
| Stop & Shop Supermarkets | | n/i | 9-11 | whole turkey | 59.99 | 4-6 | 8 | Holiday Turkey Dinner |
| | | Stop & Shop | 7-9 | spiral-cut ham | 59.99 | 4-6 | 6 | Holiday Ham Dinner |
| | Boar's Head | 7-9 | boneless ham | 69.99 | 4-6 | 6 | Holiday Boneless Ham Dinner | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

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

**Thanksgiving 2018
STORE-PREPARED HOLIDAY DINNERS**

| State | Supermarket | Brand | Weight (lb.) | Meat Item | Price | Serves | Sides | Conditions |
|---------------------|------------------------------|------------|--------------|-------------------------|--------|--------|-------|---------------------------------------|
| RI <i>(cont)</i> | Weis Markets | Butterball | 10-12 | whole turkey | 75.99 | 8-10 | 8 | Deluxe Turkey Dinner |
| | | n/i | 3-4 | bone-in turkey breast | 65.99 | 5-7 | 5 | Original Boneless Turkey Dinner |
| | Whole Foods - North Atlantic | n/i | 6 | whole turkey | 79.99 | 5 | 5 | Classic Roasted Turkey Dinner |
| | | n/i | 10 | whole turkey | 119.99 | 8 | 5 | Classic Roasted Turkey Dinner |
| | | n/i | 10 | organic whole turkey | 159.99 | 8 | 5 | Organic Classic Roasted Turkey Dinner |
| | | n/i | 10 | smoked whole turkey | 129.99 | 8 | 5 | Hickory-Smoked Turkey Dinner for 8 |
| | | n/i | 2.5 | bone-in turkey breast | 69.99 | 4 | 5 | Turkey Breast Dinner |
| | | n/i | 3.5 | beef prime rib | 229.99 | 8 | 5 | Prime Rib Dinner |
| | | n/i | 8-10 | spiral cut ham | 129.99 | 8 | 5 | Spiral-Sliced Ham Dinner for 8 |
| | | n/i | 10/8-10 | whole turkey/spiral ham | 449.99 | 12-14 | 10 | Ultimate Feast for 12 to 14 |
| | | n/i | 10/8-10 | whole turkey/spiral ham | 269.99 | 12 | 10 | Festive Feast for 12 |
| VT | Hannaford | Butterball | 10-12 | whole turkey | 59.99 | 6-8 | 5 | Holiday Turkey Dinner |
| | | Carando | 7-8 | spiral cut ham | 59.99 | 6-8 | 5 | Holiday Ham Dinner |
| | Shaw's | n/i | 10-12 | whole turkey | 59.99 | 6-8 | 4 | Homestyle Turkey Dinner |
| | | n/i | 4-5 | beef prime rib | 79.99 | 5-6 | 4 | Prime Rib Dinner |
| | | n/i | 7-8 | spiral cut ham | 59.99 | 8-10 | 4 | Spiral Ham Dinner |
| | Tops Markets | Butterball | 10-12 | whole turkey | 79.99 | 8-10 | 8 | Fresh Turkey Dinner |
| | | n/i | 9 | spiral-cut ham | 79.99 | 8-10 | 6 | Ham Dinner |

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| State | Supermarket | Brand | Weight (lb.) | Meat Item | Price | Serves | Sides | Conditions |
|--|---------------------------|----------------|--------------|-----------------------|-------|--------|-------|------------------------------------|
| SOUTHEASTERN U.S. - AL,FL,GA,KY,MS,NC,SC,TN,VA,WV | | | | | | | | |
| AL | Bruce's Foodland | Butterball | 10-12 | whole turkey | 59.99 | 6-8 | 3 | Holiday Turkey Dinner |
| | | n/i | 7-10 | spiral cut ham | 59.99 | 6-8 | 2 | Holiday Spiral Sliced Ham Dinner |
| | Food Giant | n/i | 10-12 | whole turkey | 46.99 | 6-8 | 3 | Turkey Dinner Special |
| | Greer's Market | Honeysuckle | 10-12 | whole turkey | 45.99 | 6-8 | 3 | Turkey Dinner |
| | | Hormel Cure 81 | 7-8 | spiral cut ham | 39.99 | 6-8 | 3 | Spiral Sliced Ham Dinner |
| | Ingle's Markets | Butterball | 10-12 | whole turkey | 59.98 | 6-8 | 4 | Deluxe Turkey Dinner |
| | | Butterball | 10-12 | whole turkey | 48.98 | 6-8 | 2 | Basic Turkey Dinner |
| | | Butterball | 4-6 | bone-in turkey breast | 59.98 | 4-6 | 4 | Bone-in Breast Dinner |
| | | n/i | 6-8 | pit ham | 48.98 | 6-8 | 3 | Pit Ham Dinner |
| | Kroger Atlanta | n/i | 10-12 | whole turkey | 59.99 | 6-8 | 3 | Turkey Meal |
| | | n/i | 10-12 | whole smoked turkey | 59.99 | 6-8 | 3 | Smoked Turkey Meal |
| | | n/i | 7-9 | spiral cut ham | 59.99 | 6-8 | 3 | Spiral Ham Meal |
| | Kroger Nashville | n/i | 10-12 | whole turkey | 59.99 | 6-8 | 3 | Turkey Meal |
| | | n/i | 10-12 | whole smoked turkey | 59.99 | 6-8 | 3 | Smoked Turkey Meal |
| | | n/i | 7-9 | spiral cut ham | 59.99 | 6-8 | 3 | Spiral Ham Meal |
| | Manning's Piggly Wiggly | n/i | 10-12 | whole turkey | 49.99 | 6-8 | 3 | Thanksgiving Dinner |
| | | n/i | 4-5 | bone-in turkey breast | 49.99 | 6-8 | 3 | Thanksgiving Dinner |
| | | n/i | 8-10 | spiral cut ham | 49.99 | 6-8 | 3 | Thanksgiving Dinner |
| | Piggly Wiggly - Houchen's | n/i | 10-12 | whole turkey | 59.98 | 6-8 | 4 | Deluxe Turkey Dinner |
| | | n/i | 10-12 | whole turkey | 59.98 | 6-8 | 4 | Deluxe Pit Ham Dinner |
| | | Wilson | 4 | boneless pit ham | 49.98 | 6-8 | 3 | Turkey Dinner |
| | | Wilson | 4 | boneless pit ham | 29.98 | 6-8 | 3 | Pit Ham Dinner |
| | Piggly Wiggly JTM | n/i | 10-12 | whole turkey | 32.99 | 6-8 | 3 | Holiday Dinner |
| | | n/i | 5-6 | bone-in turkey breast | 32.99 | 6-8 | 3 | Holiday Dinner |
| | Publix | n/i | 10-12 | whole turkey | 49.99 | 7-10 | 5 | Turkey Dinner |
| | | n/i | 16-18 | whole turkey | 89.99 | 14-18 | 5 | Turkey Dinner |
| | Ramey's Marketplace | Boar's Head | 4-5 | boneless ham | 59.99 | 7-10 | 5 | Ham Dinner |
| | | n/i | 9-11 | smoked whole turkey | 59.99 | 6-8 | 4 | Premium Turkey Dinner |
| | Rouses Supermarket | n/i | 7-9 | boneless ham | 59.99 | 6-8 | 4 | Premium Ham Dinner |
| | | n/i | 10-12 | whole turkey | 59.99 | 4-6 | 6 | Traditional Holiday Dinner - Cajun |
| | | n/i | 10-12 | whole turkey | 59.99 | 4-6 | 6 | Traditional Holiday Dinner |
| | | n/i | 18-20 | whole turkey | 74.99 | 6-8 | 6 | Traditional Holiday Dinner |
| | | n/i | 10-12 | spiral cut ham | 64.99 | 6-8 | 6 | Traditional Spiral Ham Dinner |
| | | n/i | 10-12 | whole turkey | 79.99 | 4-6 | 6 | Premium Holiday Dinner - Cajun |
| | | n/i | 10-12 | whole turkey | 79.99 | 4-6 | 6 | Premium Holiday Dinner |
| | | n/i | 18-20 | whole turkey | 89.99 | 6-8 | 6 | Premium Holiday Dinner |
| | | n/i | 10-12 | spiral cut ham | 84.99 | 6-8 | 6 | Premium Spiral Ham Dinner |

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**Thanksgiving 2018
STORE-PREPARED HOLIDAY DINNERS**

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|---------------------|-------------------------|-----------------------|--------------|--------------------------|--------------|--------|-------|---------------------------------------|
| AL <i>(cont)</i> | Safeway Eastern | Jennie-O | 10-12 | whole turkey | 49.99 | 4-6 | 4 | Traditional Turkey Dinner |
| | | Smithfield | 6-8 | spiral cut ham | 59.99 | 4-6 | 4 | Spiral Cut Ham Dinner |
| | Sprout's Farmers Market | n/i | 10-12 | whole turkey | 69.99 | 6-8 | 4 | Natural Turkey Meal |
| | | n/i | 7-9 | spiral cut ham | 69.99 | 6-8 | 4 | Spiral Sliced Ham Meal |
| | | n/i | 4-5 | CH beef prime rib | 79.99 | 6-8 | 4 | Boneless Beef Rib Roast Meal |
| | | n/i | 3-5 | boneless turkey breast | 29.99 | 2 | 4 | Boneless Turkey Breast Meal |
| | | n/i | 10-12 | whole turkey | 49.99 | 6-8 | 4 | Thanksgiving Dinner |
| | Vowell's Market Place | n/i | 7-9 | spiral cut ham | 49.99 | 6-8 | 4 | Thanksgiving Dinner |
| | | Western Supermarkets | Butterball | 10-12 | whole turkey | 79.99 | 6-8 | 5 |
| | WFM South | n/i | 4-5 | boneless turkey roast | 74.99 | 6-8 | 5 | Premium Boneless Turkey Roast Dinner |
| | | n/i | 8 | spiral cut ham | 69.99 | 6-8 | 5 | Spiral Ham Deluxe Dinner |
| | | n/i | 7 | rotisserie turkey breast | 42.99 | 4-6 | 3 | Rotisserie Turkey Breast Dinner |
| | | n/i | 10-12 | whole turkey | 79.99 | 6-8 | 7 | Premium Holiday Dinner |
| | | n/i | 6 | whole turkey | 79.99 | 5 | 5 | Classic Roasted Turkey Dinner |
| | | n/i | 10-14 | whole turkey | 119.99 | 8 | 5 | Classic Roasted Turkey Dinner |
| | | n/i | 10-14 | organic whole turkey | 159.99 | 8 | 5 | Organic Classic Roasted Turkey Dinner |
| | | n/i | 10-14 | smoked whole turkey | 129.99 | 8 | 5 | Hickory-Smoked Turkey Dinner for 8 |
| | | n/i | 10-14 | smoked whole turkey | 139.99 | 8 | 8 | Southern Turkey Dinner for 8 |
| | | n/i | 2.5 | bone-in turkey breast | 69.99 | 4 | 5 | Turkey Breast Dinner |
| | | n/i | 3.5 | beef prime rib | 229.99 | 8 | 5 | Prime Rib Dinner |
| | | n/i | 8-10 | spiral cut ham | 129.99 | 8 | 5 | Spiral-Sliced Ham Dinner for 8 |
| | | n/i | 10/8-10 | whole turkey/spiral ham | 449.99 | 12-14 | 10 | Ultimate Feast for 12 to 14 |
| | | n/i | 10/8-10 | whole turkey/spiral ham | 269.99 | 12 | 10 | Festive Feast for 12 |
| | | Winn-Dixie | Butterball | 10-12 | whole turkey | 45.99 | 6-8 | 3 |
| | Butterball | | 10-12 | whole turkey | 49.99 | 6-8 | 3 | Deluxe Turkey Dinner |
| | n/i | | 10 | spiral cut ham | 49.99 | 6-8 | 3 | Ham Dinner |
| | FL | Doris Market | n/i | 12-14 | whole turkey | 99.95 | 6-8 | 6 |
| n/i | | | 18-20 | whole turkey | 159.95 | 14-16 | 6 | Supreme Turkey Dinner |
| Food Giant | | n/i | 10-12 | whole turkey | 46.99 | 6-8 | 3 | Turkey Dinner Special |
| | | Fresco y Mas | n/i | 10-12 | whole turkey | 59.98 | 10 | 4 |
| Greer's Market | | n/i | 8-10 | pork shoulder | 59.98 | 10-12 | 4 | Pork Shoulder Meal |
| | | Honeysuckle | 10-12 | whole turkey | 45.99 | 6-8 | 3 | Turkey Dinner |
| | | Hormel Cure 81 | 7-8 | spiral cut ham | 39.99 | 6-8 | 3 | Spiral Sliced Ham Dinner |
| Harris Teeter | | n/i | 12-14 | whole turkey | 69.99 | 6-8 | 6 | Fresh Turkey Dinner |
| | | Smokehouse Reserved | 4-5 | sweet ham | 59.99 | 6-8 | 6 | Reserve Ham Dinner |
| | | Harris Teeter Rancher | 5 | beef tenderloin | 89.99 | 6-8 | 6 | Beef Tenderloin Dinner |
| | | Butterball | 9-12 | whole turkey | 49.99 | 8-10 | 5 | Turkey Dinner |

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**Thanksgiving 2018
STORE-PREPARED HOLIDAY DINNERS**

| State | Supermarket | Brand | Weight (lb.) | Meat Item | Price | Serves | Sides | Conditions |
|--------------|---------------------------|---------------|--------------|-------------------------|--------|--------|-------|---------------------------------------|
| FL (cont) | Harris Teeter | Harris Teeter | 7-9 | spiral cut ham | 49.99 | 8-10 | 3 | Ham Dinner |
| | (continued) | n/i | 4 | beef prime rib | 49.99 | 6-8 | 3 | Prime Rib Dinner |
| | Harvey's Supermarkets | Butterball | 10-12 | whole turkey | 39.98 | 6-8 | 3 | Deluxe Turkey Dinner |
| | | n/i | 10 | spiral cut ham | 44.98 | 6-8 | 3 | Ham Dinner |
| | Hitchcock's Markets | Butterball | 10-12 | whole turkey | 45.99 | 6-8 | 2 | Traditional Turkey Dinner |
| | | Butterball | 10-12 | whole turkey | 65.99 | 8-10 | 5 | Deluxe Turkey Dinner |
| | | Butterball | 4 | bone-in turkey breast | 55.99 | 6-8 | 6 | Deluxe Turkey Breast Dinner |
| | | n/i | 6 | boneless ham | 49.99 | 6-8 | 3 | Holiday Sliced Ham Dinner |
| | Lucky's Market | n/i | 10-12 | whole turkey | 79.99 | 4-6 | 6 | Thanksgiving Holiday Meal |
| | Piggly Wiggly - Houchen's | n/i | 10-12 | whole turkey | 59.98 | 6-8 | 4 | Deluxe Turkey Dinner |
| | | n/i | 10-12 | whole turkey | 59.98 | 6-8 | 4 | Deluxe Pit Ham Dinner |
| | | Wilson | 4 | boneless pit ham | 49.98 | 6-8 | 3 | Turkey Dinner |
| | | Wilson | 4 | boneless pit ham | 29.98 | 6-8 | 3 | Pit Ham Dinner |
| | Publix | n/i | 10-12 | whole turkey | 49.99 | 7-10 | 5 | Turkey Dinner |
| | | n/i | 16-18 | whole turkey | 89.99 | 14-18 | 5 | Turkey Dinner |
| | | Boar's Head | 4-5 | boneless ham | 59.99 | 7-10 | 5 | Ham Dinner |
| | Sabor Tropical | n/i | 10-12 | whole turkey | 69.98 | 6-8 | 3 | Roasted Turkey Dinner |
| | | n/i | 6-8 | pork shoulder | 69.98 | 6-8 | 3 | Roasted Pork Shoulder Dinner |
| | | n/i | 5-7 | pork butt | 149.98 | 8-10 | 3 | Roasted Pork Butt Dinner |
| | Sedano's Supermarket | n/i | 10-12 | whole turkey | 69.99 | 10 | 2 | Turkey Dinner |
| | | n/i | 4-5 | pork shoulder | 59.99 | 10 | 2 | Roasted Pork Dinner |
| | Sprout's Farmers Market | n/i | 10-12 | whole turkey | 69.99 | 6-8 | 4 | Natural Turkey Meal |
| | | n/i | 7-9 | spiral cut ham | 69.99 | 6-8 | 4 | Spiral Sliced Ham Meal |
| | | n/i | 4-5 | CH beef prime rib | 79.99 | 6-8 | 4 | Boneless Beef Rib Roast Meal |
| | | n/i | 3-5 | boneless turkey breast | 29.99 | 2 | 4 | Boneless Turkey Breast Meal |
| | WFM Florida | n/i | 6 | whole turkey | 79.99 | 5 | 5 | Classic Roasted Turkey Dinner |
| | | n/i | 10-14 | whole turkey | 119.99 | 8 | 5 | Classic Roasted Turkey Dinner |
| | | n/i | 10-14 | organic whole turkey | 159.99 | 8 | 5 | Organic Classic Roasted Turkey Dinner |
| | | n/i | 10-14 | smoked whole turkey | 129.99 | 8 | 5 | Hickory-Smoked Turkey Dinner for 8 |
| | | n/i | 2.5 | bone-in turkey breast | 69.99 | 4 | 5 | Turkey Breast Dinner |
| | | n/i | 3.5 | beef prime rib | 229.99 | 8 | 5 | Prime Rib Dinner |
| | | n/i | 8-10 | spiral cut ham | 129.99 | 8 | 5 | Spiral-Sliced Ham Dinner for 8 |
| | | n/i | 10/8-10 | whole turkey/spiral ham | 449.99 | 12-14 | 10 | Ultimate Feast for 12 to 14 |
| | | n/i | 10/8-10 | whole turkey/spiral ham | 269.99 | 12 | 10 | Festive Feast for 12 |
| | Winn-Dixie | Butterball | 10-12 | whole turkey | 45.99 | 6-8 | 3 | Turkey Dinner |
| | | Butterball | 10-12 | whole turkey | 49.99 | 6-8 | 3 | Deluxe Turkey Dinner |
| | | n/i | 10 | spiral cut ham | 49.99 | 6-8 | 3 | Ham Dinner |

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|-------|---------------------------|-----------------------|--------------|--------------------------|-------|--------|-------|---------------------------------|
| GA | Bi-Lo | Butterball | 10-12 | whole turkey | 45.99 | 6-8 | 3 | Turkey Dinner |
| | | Butterball | 10-12 | whole turkey | 49.99 | 6-8 | 3 | Deluxe Turkey Dinner |
| | Food City | n/i | 10 | spiral cut ham | 49.99 | 6-8 | 3 | Ham Dinner |
| | | Butterball | 10-12 | whole turkey | 50.99 | 8-10 | 5 | Classic Turkey Dinner |
| | | Butterball | 16-18 | whole turkey | 74.99 | 12-14 | 5 | Big Turkey Dinner |
| | | Butterball | 4 | bone-in turkey breast | 44.99 | 4-6 | 5 | Turkey Breast Dinner |
| | | Food City | 7-9 | spiral-cut ham | 52.99 | 4-6 | 5 | Spiral Ham Dinner |
| | | n/i | 2.5 | rotisserie chicken | 21.99 | 4-6 | 4 | Rotisserie Chicken Dinner |
| | Food Giant | n/i | 10-12 | whole turkey | 46.99 | 6-8 | 3 | Turkey Dinner Special |
| | Food Pride | n/i | 10-12 | whole turkey | 64.99 | 6-8 | 6 | Deluxe Turkey Dinner |
| | | n/i | 10-12 | whole turkey | 49.99 | 6-8 | 3 | Turkey Dinner |
| | Galaxy Food Centers | n/i | 6 | baking ham | 59.99 | 6-8 | 3 | Ham Dinner |
| | | n/i | 8-10 | whole turkey | 42.99 | 4-6 | 4 | Turkey Dinner |
| | | n/i | 10-12 | whole turkey | 53.99 | 6-8 | 6 | Deluxe Turkey Dinner |
| | | n/i | 5 | rotisserie turkey breast | 39.99 | 4-6 | 5 | Rotisserie Turkey Breast Dinner |
| | | n/i | 7-9 | spiral cut ham | 49.99 | 6-8 | 4 | Complete Ham Dinner |
| | | n/i | 6-8 | rotisserie chickens | 22.99 | 4-6 | 4 | Rotisserie Chicken Dinner |
| | Harris Teeter | n/i | 12-14 | whole turkey | 69.99 | 6-8 | 6 | Fresh Turkey Dinner |
| | | Smokehouse Reserved | 4-5 | sweet ham | 59.99 | 6-8 | 6 | Reserve Ham Dinner |
| | | Harris Teeter Rancher | 5 | beef tenderloin | 89.99 | 6-8 | 6 | Beef Tenderloin Dinner |
| | | Butterball | 9-12 | whole turkey | 49.99 | 8-10 | 5 | Turkey Dinner |
| | | Harris Teeter | 7-9 | spiral cut ham | 49.99 | 8-10 | 3 | Ham Dinner |
| | | n/i | 4 | beef prime rib | 49.99 | 6-8 | 3 | Prime Rib Dinner |
| | Harvey's Supermarkets | Butterball | 10-12 | whole turkey | 39.98 | 6-8 | 3 | Deluxe Turkey Dinner |
| | | n/i | 10 | spiral cut ham | 44.98 | 6-8 | 3 | Ham Dinner |
| | IGA Food Stores (IGA Guy) | n/i | 10-12 | whole turkey | 49.99 | 6-8 | 4 | Turkey Dinner |
| | | n/i | 6-8 | spiral cut ham | 49.99 | 6-8 | 4 | Spiral Sliced Ham Dinner |
| | Ingle's Markets | Butterball | 10-12 | whole turkey | 59.98 | 6-8 | 4 | Deluxe Turkey Dinner |
| | | Butterball | 10-12 | whole turkey | 48.98 | 6-8 | 2 | Basic Turkey Dinner |
| | | Butterball | 4-6 | bone-in turkey breast | 59.98 | 4-6 | 4 | Bone-in Breast Dinner |
| | Kroger Atlanta | n/i | 6-8 | pit ham | 48.98 | 6-8 | 3 | Pit Ham Dinner |
| | | n/i | 10-12 | whole turkey | 59.99 | 6-8 | 3 | Turkey Meal |
| | | n/i | 10-12 | whole smoked turkey | 59.99 | 6-8 | 3 | Smoked Turkey Meal |
| | | n/i | 7-9 | spiral cut ham | 59.99 | 6-8 | 3 | Spiral Ham Meal |
| | Lucky's Market | n/i | 10-12 | whole turkey | 79.99 | 4-6 | 6 | Thanksgiving Holiday Meal |
| | Piggly Wiggly Atlanta | n/i | 10-12 | whole turkey | 42.99 | 6-8 | 6 | Turkey Dinner |
| | | n/i | 7-9 | spiral cut ham | 41.99 | 6-8 | 6 | Ham Dinner |

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|--------------------|----------------------------|----------------------|--------------|-------------------------|--------------|--------|-------|---------------------------------------|
| GA (cont) | Piggly Wiggly Carolina Co. | n/i | 10-14 | whole turkey | 49.99 | 6-8 | 5 | Traditional Turkey Dinner |
| | | n/i | 7-9 | spiral cut ham | 49.99 | 6-8 | 3 | Spiral Ham Dinner |
| | | n/i | 16-18 | whole turkey | 69.99 | 8-12 | 5 | Deluxe Turkey Dinner |
| | Piggly Wiggly - Houchen's | n/i | 10-12 | whole turkey | 59.98 | 6-8 | 4 | Deluxe Turkey Dinner |
| | | n/i | 10-12 | whole turkey | 59.98 | 6-8 | 4 | Deluxe Pit Ham Dinner |
| | | Wilson | 4 | boneless pit ham | 49.98 | 6-8 | 3 | Turkey Dinner |
| | Piggly Wiggly JTM | Wilson | 4 | boneless pit ham | 29.98 | 6-8 | 3 | Pit Ham Dinner |
| | | n/i | 10-12 | whole turkey | 32.99 | 6-8 | 3 | Holiday Dinner |
| | | n/i | 5-6 | bone-in turkey breast | 32.99 | 6-8 | 3 | Holiday Dinner |
| | Publix | n/i | 10-12 | whole turkey | 49.99 | 7-10 | 5 | Turkey Dinner |
| | | n/i | 16-18 | whole turkey | 89.99 | 14-18 | 5 | Turkey Dinner |
| | | Boar's Head | 4-5 | boneless ham | 59.99 | 7-10 | 5 | Ham Dinner |
| | Sprout's Farmers Market | n/i | 10-12 | whole turkey | 69.99 | 6-8 | 4 | Natural Turkey Meal |
| | | n/i | 7-9 | spiral cut ham | 69.99 | 6-8 | 4 | Spiral Sliced Ham Meal |
| | | n/i | 4-5 | CH beef prime rib | 79.99 | 6-8 | 4 | Boneless Beef Rib Roast Meal |
| | WFM South | n/i | 3-5 | boneless turkey breast | 29.99 | 2 | 4 | Boneless Turkey Breast Meal |
| | | n/i | 6 | whole turkey | 79.99 | 5 | 5 | Classic Roasted Turkey Dinner |
| | | n/i | 10-14 | whole turkey | 119.99 | 8 | 5 | Classic Roasted Turkey Dinner |
| | | n/i | 10-14 | organic whole turkey | 159.99 | 8 | 5 | Organic Classic Roasted Turkey Dinner |
| | | n/i | 10-14 | smoked whole turkey | 129.99 | 8 | 5 | Hickory-Smoked Turkey Dinner for 8 |
| | | n/i | 10-14 | smoked whole turkey | 139.99 | 8 | 8 | Southern Turkey Dinner for 8 |
| | | n/i | 2.5 | bone-in turkey breast | 69.99 | 4 | 5 | Turkey Breast Dinner |
| | | n/i | 3.5 | beef prime rib | 229.99 | 8 | 5 | Prime Rib Dinner |
| | | n/i | 8-10 | spiral cut ham | 129.99 | 8 | 5 | Spiral-Sliced Ham Dinner for 8 |
| | | n/i | 10/8-10 | whole turkey/spiral ham | 449.99 | 12-14 | 10 | Ultimate Feast for 12 to 14 |
| | Winn-Dixie | n/i | 10/8-10 | whole turkey/spiral ham | 269.99 | 12 | 10 | Festive Feast for 12 |
| | | Butterball | 10-12 | whole turkey | 45.99 | 6-8 | 3 | Turkey Dinner |
| | | Butterball | 10-12 | whole turkey | 49.99 | 6-8 | 3 | Deluxe Turkey Dinner |
| | | n/i | 10 | spiral cut ham | 49.99 | 6-8 | 3 | Ham Dinner |
| | KY | Cox IGA Supermarkets | n/i | 4-5 | boneless ham | 39.99 | 8-12 | 5 |
| n/i | | | 8-10 | spiral-cut ham | 79.99 | 12-16 | 5 | Deluxe Ham Dinner |
| n/i | | | 10-12 | whole turkey | 59.99 | 8-12 | 6 | Traditional Turkey Dinner |
| n/i | | | 16-18 | whole turkey | 89.99 | 12-16 | 6 | Deluxe Turkey Dinner |
| E. W. James & Sons | | n/i | 10-12 | whole turkey | 56.99 | 6-8 | 2 | Turkey Dinner |
| | | n/i | 10-12 | whole turkey | 79.99 | 8-10 | 6 | Complete Turkey Dinner |
| | | n/i | 5-7 | spiral-cut ham | 56.99 | 6-8 | 2 | Spiral Ham Dinner |
| | | n/i | 5-7 | spiral-cut ham | 79.99 | 8-10 | 6 | Complete Spiral Ham Dinner |

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|--------------|---------------------|----------------------------|--------------|--------------------------|--------------|--------|-------|---------------------------------|
| KY (cont) | Food City | Butterball | 10-12 | whole turkey | 50.99 | 8-10 | 5 | Classic Turkey Dinner |
| | | Butterball | 16-18 | whole turkey | 74.99 | 12-14 | 5 | Big Turkey Dinner |
| | | Butterball | 4 | bone-in turkey breast | 44.99 | 4-6 | 5 | Turkey Breast Dinner |
| | | Food City | 7-9 | spiral-cut ham | 52.99 | 4-6 | 5 | Spiral Ham Dinner |
| | | n/i | 2.5 | rotisserie chicken | 21.99 | 4-6 | 4 | Rotisserie Chicken Dinner |
| | Food Giant | n/i | 10-12 | whole turkey | 46.99 | 6-8 | 3 | Turkey Dinner Special |
| | Food Rite | n/i | 6-7 | bone-in turkey breast | 34.99 | 4-6 | 2 | Turkey Breast Dinner |
| | | n/i | 10-12 | whole turkey | 39.99 | 4-6 | 3 | Signature Dinner |
| | Foodland | n/i | 12-14 | whole turkey | 59.99 | 6-8 | 5 | Deluxe Thanksgiving Dinner |
| | | n/i | 6-7 | spiral cut ham | 59.99 | 6-8 | 4 | Spiral Sliced Ham Dinner |
| | | n/i | 12-14 | whole turkey/breast | 69.99 | 10-12 | 5 | The More the Merrier |
| | | n/i | 5-6 | boneless ham | 69.99 | 10-12 | 5 | The More the Merrier |
| | | n/i | 8 | boneless ham | 69.99 | 10-12 | 5 | The More the Merrier |
| | | n/i | 10-12 | whole turkey | 54.99 | 8-10 | 6 | The Dinner with all the Fixins |
| | | n/i | 10-14 | 2 bone-in turkey breast | 54.99 | 8-10 | 6 | The Dinner with all the Fixins |
| | | n/i | 5-7 | bone-in turkey breast | 44.99 | 6-8 | 6 | Just the Basics |
| | | n/i | 5 | boneless ham | 44.99 | 6-8 | 6 | Just the Basics |
| | | Fresh Thyme Farmers Market | n/i | 10-12 | whole turkey | 69.99 | 6-8 | 6 |
| | Galaxy Food Centers | n/i | 8-10 | whole turkey | 42.99 | 4-6 | 4 | Turkey Dinner |
| | | n/i | 10-12 | whole turkey | 53.99 | 6-8 | 6 | Deluxe Turkey Dinner |
| | | n/i | 5 | rotisserie turkey breast | 39.99 | 4-6 | 5 | Rotisserie Turkey Breast Dinner |
| | | n/i | 7-9 | spiral cut ham | 49.99 | 6-8 | 4 | Complete Ham Dinner |
| | | n/i | 6-8 | rotisserie chickens | 22.99 | 4-6 | 4 | Rotisserie Chicken Dinner |
| | IGA - Houchen's | n/i | 10-12 | whole turkey | 49.99 | 8-10 | 3 | Classic Turkey Dinner |
| | | n/i | 10-12 | whole turkey | 59.99 | 8-10 | 6 | Deluxe Turkey Dinner |
| | | n/i | 7-9 | spiral cut ham | 59.99 | 8-10 | 5 | Deluxe Spiral Ham Dinner |
| | Kroger Cincinnati | n/i | 10-12 | whole turkey | 59.99 | 6-8 | 3 | Turkey Meal |
| | | n/i | 10-12 | whole smoked turkey | 59.99 | 6-8 | 3 | Smoked Turkey Meal |
| | | n/i | 7-9 | spiral cut ham | 59.99 | 6-8 | 3 | Spiral Ham Meal |
| | Kroger Delta | n/i | 10-12 | whole turkey | 59.99 | 6-8 | 3 | Turkey Meal |
| | | n/i | 10-12 | whole smoked turkey | 59.99 | 6-8 | 3 | Smoked Turkey Meal |
| | | n/i | 7-9 | spiral cut ham | 59.99 | 6-8 | 3 | Spiral Ham Meal |
| | Kroger Mid-Atlantic | n/i | 10-12 | whole turkey | 59.99 | 6-8 | 3 | Turkey Meal |
| | | n/i | 10-12 | whole smoked turkey | 59.99 | 6-8 | 3 | Smoked Turkey Meal |
| | | n/i | 7-9 | spiral cut ham | 59.99 | 6-8 | 3 | Spiral Ham Meal |
| | Kroger Mid-South | n/i | 10-12 | whole turkey | 59.99 | 6-8 | 3 | Turkey Meal |
| | | n/i | 10-12 | whole smoked turkey | 59.99 | 6-8 | 3 | Smoked Turkey Meal |
| | | n/i | 7-9 | spiral cut ham | 59.99 | 6-8 | 3 | Spiral Ham Meal |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

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

**Thanksgiving 2018
STORE-PREPARED HOLIDAY DINNERS**

| State | Supermarket | Brand | Weight (lb.) | Meat Item | Price | Serves | Sides | Conditions |
|---------------------|---------------------------|-------------------------|-------------------------|-----------------------|--------|----------------------|-------------------------------|---------------------------------------|
| KY <i>(cont)</i> | Kroger Nashville | n/i | 10-12 | whole turkey | 59.99 | 6-8 | 3 | Turkey Meal |
| | | n/i | 10-12 | whole smoked turkey | 59.99 | 6-8 | 3 | Smoked Turkey Meal |
| | | n/i | 7-9 | spiral cut ham | 59.99 | 6-8 | 3 | Spiral Ham Meal |
| | Lucky's Market | n/i | 10-12 | whole turkey | 79.99 | 4-6 | 6 | Thanksgiving Holiday Meal |
| | Meijer | Butterball | 10-12 | whole turkey | 49.99 | 6-8 | 6 | Deluxe Turkey Dinner |
| | Piggly Wiggly - Houchen's | n/i | 10-12 | whole turkey | 59.98 | 6-8 | 4 | Deluxe Turkey Dinner |
| | | n/i | 10-12 | whole turkey | 59.98 | 6-8 | 4 | Deluxe Pit Ham Dinner |
| | Wilson | Wilson | 4 | boneless pit ham | 49.98 | 6-8 | 3 | Turkey Dinner |
| | | Wilson | 4 | boneless pit ham | 29.98 | 6-8 | 3 | Pit Ham Dinner |
| | Remke Markets | Honeysuckle | 10-12 | whole turkey | 54.99 | 8 | 7 | Holiday Dinner |
| | Town & Country Grocers | n/i | 10-12 | whole turkey | 49.95 | 4-6 | 2 | Thanksgiving Turkey Dinner |
| | WFM Mid- Atlantic | n/i | 6 | whole turkey | 79.99 | 5 | 5 | Classic Roasted Turkey Dinner |
| | | n/i | 10 | whole turkey | 119.99 | 8 | 5 | Classic Roasted Turkey Dinner |
| | | n/i | 10 | whole turkey | 179.99 | 12 | 5 | Oven-Ready Turkey Dinner for 12 |
| | | n/i | 10 | whole turkey | 139.99 | 8 | 5 | Oven-Ready Turkey Dinner for 8 |
| | | n/i | 10 | organic whole turkey | 159.99 | 8 | 5 | Organic Classic Roasted Turkey Dinner |
| | | n/i | 10 | smoked whole turkey | 129.99 | 8 | 5 | Hickory-Smoked Turkey Dinner for 8 |
| | | n/i | 2.5 | bone-in turkey breast | 69.99 | 4 | 5 | Turkey Breast Dinner |
| | | n/i | 3.5 | beef prime rib | 229.99 | 8 | 5 | Prime Rib Dinner |
| | | n/i | 8-10 | spiral cut ham | 129.99 | 8 | 5 | Spiral-Sliced Ham Dinner for 8 |
| n/i | | 10/8-10 | whole turkey/spiral ham | 449.99 | 12-14 | 10 | Ultimate Feast for 12 to 14 | |
| n/i | 10/8-10 | whole turkey/spiral ham | 269.99 | 12 | 10 | Festive Feast for 12 | | |
| MS | Food Giant | n/i | 10-12 | whole turkey | 46.99 | 6-8 | 3 | Turkey Dinner Special |
| | Greer's Market | Honeysuckle | 10-12 | whole turkey | 45.99 | 6-8 | 3 | Turkey Dinner |
| | | Hormel Cure 81 | 7-8 | spiral cut ham | 39.99 | 6-8 | 3 | Spiral Sliced Ham Dinner |
| | Kroger Delta | n/i | 10-12 | whole turkey | 59.99 | 6-8 | 3 | Turkey Meal |
| | | n/i | 10-12 | whole smoked turkey | 59.99 | 6-8 | 3 | Smoked Turkey Meal |
| | Piggly Wiggly - Houchen's | n/i | 7-9 | spiral cut ham | 59.99 | 6-8 | 3 | Spiral Ham Meal |
| | | n/i | 10-12 | whole turkey | 59.98 | 6-8 | 4 | Deluxe Turkey Dinner |
| | Wilson | n/i | 10-12 | whole turkey | 59.98 | 6-8 | 4 | Deluxe Pit Ham Dinner |
| | | Wilson | 4 | boneless pit ham | 49.98 | 6-8 | 3 | Turkey Dinner |
| | Ramey's Marketplace | Wilson | 4 | boneless pit ham | 29.98 | 6-8 | 3 | Pit Ham Dinner |
| | | n/i | 9-11 | smoked whole turkey | 59.99 | 6-8 | 4 | Premium Turkey Dinner |
| | Rouses Supermarket | n/i | 7-9 | boneless ham | 59.99 | 6-8 | 4 | Premium Ham Dinner |
| | | n/i | 10-12 | whole turkey | 59.99 | 4-6 | 6 | Traditional Holiday Dinner - Cajun |
| | | n/i | 10-12 | whole turkey | 59.99 | 4-6 | 6 | Traditional Holiday Dinner |
| | | n/i | 18-20 | whole turkey | 74.99 | 6-8 | 6 | Traditional Holiday Dinner |
| | n/i | 10-12 | spiral cut ham | 64.99 | 6-8 | 6 | Traditional Spiral Ham Dinner | |

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**Thanksgiving 2018
STORE-PREPARED HOLIDAY DINNERS**

| State | Supermarket | Brand | Weight (lb.) | Meat Item | Price | Serves | Sides | Conditions |
|----------------------------|--|------------|----------------|--------------------------|--------|--------|------------|---------------------------------------|
| MS <i>(cont)</i> | Rouses Supermarket <i>(continued)</i> | n/i | 10-12 | whole turkey | 79.99 | 4-6 | 6 | Premium Holiday Dinner - Cajun |
| | | n/i | 10-12 | whole turkey | 79.99 | 4-6 | 6 | Premium Holiday Dinner |
| | Sullivan's Grocery | n/i | 18-20 | whole turkey | 89.99 | 6-8 | 6 | Premium Holiday Dinner |
| | | n/i | 10-12 | spiral cut ham | 84.99 | 6-8 | 6 | Premium Spiral Ham Dinner |
| | | n/i | 10-12 | whole turkey | 69.99 | 6-8 | 5 | Holiday Turkey Dinner |
| | | n/i | 6-8 | spiral cut ham | 69.99 | 6-8 | 5 | Holiday Ham Dinner |
| | Vowell's Market Place | n/i | 10-12 | whole turkey | 49.99 | 6-8 | 4 | Thanksgiving Dinner |
| | | n/i | 7-9 | spiral cut ham | 49.99 | 6-8 | 4 | Thanksgiving Dinner |
| | WFM South | n/i | 6 | whole turkey | 79.99 | 5 | 5 | Classic Roasted Turkey Dinner |
| | | n/i | 10-14 | whole turkey | 119.99 | 8 | 5 | Classic Roasted Turkey Dinner |
| | | n/i | 10-14 | organic whole turkey | 159.99 | 8 | 5 | Organic Classic Roasted Turkey Dinner |
| | | n/i | 10-14 | smoked whole turkey | 129.99 | 8 | 5 | Hickory-Smoked Turkey Dinner for 8 |
| | | n/i | 10-14 | smoked whole turkey | 139.99 | 8 | 8 | Southern Turkey Dinner for 8 |
| | | n/i | 2.5 | bone-in turkey breast | 69.99 | 4 | 5 | Turkey Breast Dinner |
| | | n/i | 3.5 | beef prime rib | 229.99 | 8 | 5 | Prime Rib Dinner |
| | | n/i | 8-10 | spiral cut ham | 129.99 | 8 | 5 | Spiral-Sliced Ham Dinner for 8 |
| | | n/i | 10/8-10 | whole turkey/spiral ham | 449.99 | 12-14 | 10 | Ultimate Feast for 12 to 14 |
| | | n/i | 10/8-10 | whole turkey/spiral ham | 269.99 | 12 | 10 | Festive Feast for 12 |
| | Winn-Dixie | Butterball | 10-12 | whole turkey | 45.99 | 6-8 | 3 | Turkey Dinner |
| | | Butterball | 10-12 | whole turkey | 49.99 | 6-8 | 3 | Deluxe Turkey Dinner |
| n/i | | 10 | spiral cut ham | 49.99 | 6-8 | 3 | Ham Dinner | |
| NC | Bi-Lo | Butterball | 10-12 | whole turkey | 45.99 | 6-8 | 3 | Turkey Dinner |
| | | Butterball | 10-12 | whole turkey | 49.99 | 6-8 | 3 | Deluxe Turkey Dinner |
| | | n/i | 10 | spiral cut ham | 49.99 | 6-8 | 3 | Ham Dinner |
| | Carlie C's IGA | n/i | 9-11 | whole turkey | 35.99 | 4 | 1 | Basic Holiday Dinner |
| | | n/i | 9-11 | whole turkey | 49.99 | 6 | 4 | Classic Holiday Dinner |
| | | n/i | 9-11 | whole turkey | 69.99 | 8 | 4 | Deluxe Holiday Dinner |
| | | n/i | 7-9 | boneless ham | 35.99 | 4 | 1 | Basic Holiday Dinner |
| | | n/i | 7-9 | boneless ham | 49.99 | 6 | 4 | Classic Holiday Dinner |
| | | n/i | 7-9 | boneless ham | 69.99 | 8 | 4 | Deluxe Holiday Dinner |
| | Food Pride | n/i | 10-12 | whole turkey | 64.99 | 6-8 | 6 | Deluxe Turkey Dinner |
| | | n/i | 10-12 | whole turkey | 49.99 | 6-8 | 3 | Turkey Dinner |
| | | n/i | 6 | baking ham | 59.99 | 6-8 | 3 | Ham Dinner |
| | Galaxy Food Centers | n/i | 8-10 | whole turkey | 42.99 | 4-6 | 4 | Turkey Dinner |
| | | n/i | 10-12 | whole turkey | 53.99 | 6-8 | 6 | Deluxe Turkey Dinner |
| | | n/i | 5 | rotisserie turkey breast | 39.99 | 4-6 | 5 | Rotisserie Turkey Breast Dinner |
| | | n/i | 7-9 | spiral cut ham | 49.99 | 6-8 | 4 | Complete Ham Dinner |
| | | n/i | 6-8 | rotisserie chickens | 22.99 | 4-6 | 4 | Rotisserie Chicken Dinner |

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**Thanksgiving 2018
STORE-PREPARED HOLIDAY DINNERS**

| State | Supermarket | Brand | Weight (lb.) | Meat Item | Price | Serves | Sides | Conditions |
|--------------|---------------------------|-----------------------|-------------------------|------------------------|--------|--------|--------------------------------|---------------------------------------|
| NC (cont) | Harris Teeter | n/i | 12-14 | whole turkey | 69.99 | 6-8 | 6 | Fresh Turkey Dinner |
| | | Smokehouse Reserved | 4-5 | sweet ham | 59.99 | 6-8 | 6 | Reserve Ham Dinner |
| | | Harris Teeter Rancher | 5 | beef tenderloin | 89.99 | 6-8 | 6 | Beef Tenderloin Dinner |
| | | Butterball | 9-12 | whole turkey | 49.99 | 8-10 | 5 | Turkey Dinner |
| | | Harris Teeter | 7-9 | spiral cut ham | 49.99 | 8-10 | 3 | Ham Dinner |
| | | n/i | 4 | beef prime rib | 49.99 | 6-8 | 3 | Prime Rib Dinner |
| | Harvey's Supermarkets | Butterball | 10-12 | whole turkey | 39.98 | 6-8 | 3 | Deluxe Turkey Dinner |
| | | n/i | 10 | spiral cut ham | 44.98 | 6-8 | 3 | Ham Dinner |
| | IGA Food Stores (IGA Guy) | n/i | 10-12 | whole turkey | 49.99 | 6-8 | 4 | Turkey Dinner |
| | | n/i | 6-8 | spiral cut ham | 49.99 | 6-8 | 4 | Spiral Sliced Ham Dinner |
| | Ingle's Markets | Butterball | 10-12 | whole turkey | 59.98 | 6-8 | 4 | Deluxe Turkey Dinner |
| | | Butterball | 10-12 | whole turkey | 48.98 | 6-8 | 2 | Basic Turkey Dinner |
| | | Butterball | 4-6 | bone-in turkey breast | 59.98 | 4-6 | 4 | Bone-in Breast Dinner |
| | | n/i | 6-8 | pit ham | 48.98 | 6-8 | 3 | Pit Ham Dinner |
| | Lowe's Foods | Butterball | 8-10 | whole turkey | 44.99 | 6-8 | 4 | Premium Turkey Dinner |
| | | Butterball | 4-7 | bone-in turkey breast | 44.99 | 4-6 | 3 | Turkey Breast Dinner |
| | | Butterball | 10-12 | whole turkey | 49.99 | 8-10 | 4 | Gourmet Turkey Dinner |
| | | Boar's Head | 3.75 | boneless turkey breast | 49.99 | 4-6 | 4 | Boar's Head Turkey Breast Dinner |
| | | Boar's Head | 5 | boneless ham | 49.99 | 4-6 | 4 | Boar's Head Smoked Ham Dinner |
| | | n/i | 7-9 | spiral-cut ham | 39.99 | 4-6 | 3 | Spiral Ham Dinner |
| | Publix | n/i | 10-12 | whole turkey | 49.99 | 7-10 | 5 | Turkey Dinner |
| | | n/i | 16-18 | whole turkey | 89.99 | 14-18 | 5 | Turkey Dinner |
| | | Boar's Head | 4-5 | boneless ham | 59.99 | 7-10 | 5 | Ham Dinner |
| | Sprout's Farmers Market | n/i | 10-12 | whole turkey | 69.99 | 6-8 | 4 | Natural Turkey Meal |
| | | n/i | 7-9 | spiral cut ham | 69.99 | 6-8 | 4 | Spiral Sliced Ham Meal |
| | | n/i | 4-5 | CH beef prime rib | 79.99 | 6-8 | 4 | Boneless Beef Rib Roast Meal |
| | | n/i | 3-5 | boneless turkey breast | 29.99 | 2 | 4 | Boneless Turkey Breast Meal |
| | WFM South | n/i | 6 | whole turkey | 79.99 | 5 | 5 | Classic Roasted Turkey Dinner |
| | | n/i | 10-14 | whole turkey | 119.99 | 8 | 5 | Classic Roasted Turkey Dinner |
| | | n/i | 10-14 | organic whole turkey | 159.99 | 8 | 5 | Organic Classic Roasted Turkey Dinner |
| | | n/i | 10-14 | smoked whole turkey | 129.99 | 8 | 5 | Hickory-Smoked Turkey Dinner for 8 |
| | | n/i | 10-14 | smoked whole turkey | 139.99 | 8 | 8 | Southern Turkey Dinner for 8 |
| | | n/i | 2.5 | bone-in turkey breast | 69.99 | 4 | 5 | Turkey Breast Dinner |
| | | n/i | 3.5 | beef prime rib | 229.99 | 8 | 5 | Prime Rib Dinner |
| n/i | | 8-10 | spiral cut ham | 129.99 | 8 | 5 | Spiral-Sliced Ham Dinner for 8 | |
| n/i | | 10/8-10 | whole turkey/spiral ham | 449.99 | 12-14 | 10 | Ultimate Feast for 12 to 14 | |
| n/i | | 10/8-10 | whole turkey/spiral ham | 269.99 | 12 | 10 | Festive Feast for 12 | |

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

**Thanksgiving 2018
STORE-PREPARED HOLIDAY DINNERS**

| State | Supermarket | Brand | Weight (lb.) | Meat Item | Price | Serves | Sides | Conditions |
|-------|----------------------------|-----------------------|--------------|--------------------------|-------|--------|-------|----------------------------------|
| SC | Bi-Lo | Butterball | 10-12 | whole turkey | 45.99 | 6-8 | 3 | Turkey Dinner |
| | | Butterball | 10-12 | whole turkey | 49.99 | 6-8 | 3 | Deluxe Turkey Dinner |
| | Galaxy Food Centers | n/i | 10 | spiral cut ham | 49.99 | 6-8 | 3 | Ham Dinner |
| | | n/i | 8-10 | whole turkey | 42.99 | 4-6 | 4 | Turkey Dinner |
| | | n/i | 10-12 | whole turkey | 53.99 | 6-8 | 6 | Deluxe Turkey Dinner |
| | | n/i | 5 | rotisserie turkey breast | 39.99 | 4-6 | 5 | Rotisserie Turkey Breast Dinner |
| | | n/i | 7-9 | spiral cut ham | 49.99 | 6-8 | 4 | Complete Ham Dinner |
| | | n/i | 6-8 | rotisserie chickens | 22.99 | 4-6 | 4 | Rotisserie Chicken Dinner |
| | | n/i | 12-14 | whole turkey | 69.99 | 6-8 | 6 | Fresh Turkey Dinner |
| | Harris Teeter | Smokehouse Reserved | 4-5 | sweet ham | 59.99 | 6-8 | 6 | Reserve Ham Dinner |
| | | Harris Teeter Rancher | 5 | beef tenderloin | 89.99 | 6-8 | 6 | Beef Tenderloin Dinner |
| | | Butterball | 9-12 | whole turkey | 49.99 | 8-10 | 5 | Turkey Dinner |
| | | Harris Teeter | 7-9 | spiral cut ham | 49.99 | 8-10 | 3 | Ham Dinner |
| | Harvey's Supermarkets | n/i | 4 | beef prime rib | 49.99 | 6-8 | 3 | Prime Rib Dinner |
| | | Butterball | 10-12 | whole turkey | 39.98 | 6-8 | 3 | Deluxe Turkey Dinner |
| | | n/i | 10 | spiral cut ham | 44.98 | 6-8 | 3 | Ham Dinner |
| | IGA Food Stores (IGA Guy) | n/i | 10-12 | whole turkey | 49.99 | 6-8 | 4 | Turkey Dinner |
| | | n/i | 6-8 | spiral cut ham | 49.99 | 6-8 | 4 | Spiral Sliced Ham Dinner |
| | Ingle's Markets | Butterball | 10-12 | whole turkey | 59.98 | 6-8 | 4 | Deluxe Turkey Dinner |
| | | Butterball | 10-12 | whole turkey | 48.98 | 6-8 | 2 | Basic Turkey Dinner |
| | | Butterball | 4-6 | bone-in turkey breast | 59.98 | 4-6 | 4 | Bone-in Breast Dinner |
| | | n/i | 6-8 | pit ham | 48.98 | 6-8 | 3 | Pit Ham Dinner |
| | Kroger Atlanta | n/i | 10-12 | whole turkey | 59.99 | 6-8 | 3 | Turkey Meal |
| | | n/i | 10-12 | whole smoked turkey | 59.99 | 6-8 | 3 | Smoked Turkey Meal |
| | | n/i | 7-9 | spiral cut ham | 59.99 | 6-8 | 3 | Spiral Ham Meal |
| | Lowe's Foods | Butterball | 8-10 | whole turkey | 44.99 | 6-8 | 4 | Premium Turkey Dinner |
| | | Butterball | 4-7 | bone-in turkey breast | 44.99 | 4-6 | 3 | Turkey Breast Dinner |
| | | Butterball | 10-12 | whole turkey | 49.99 | 8-10 | 4 | Gourmet Turkey Dinner |
| | | Boar's Head | 3.75 | boneless turkey breast | 49.99 | 4-6 | 4 | Boar's Head Turkey Breast Dinner |
| | | Boar's Head | 5 | boneless ham | 49.99 | 4-6 | 4 | Boar's Head Smoked Ham Dinner |
| | | n/i | 7-9 | spiral-cut ham | 39.99 | 4-6 | 3 | Spiral Ham Dinner |
| | Piggly Wiggly Carolina Co. | n/i | 10-14 | whole turkey | 49.99 | 6-8 | 5 | Traditional Turkey Dinner |
| | | n/i | 7-9 | spiral cut ham | 49.99 | 6-8 | 3 | Spiral Ham Dinner |
| | | n/i | 16-18 | whole turkey | 69.99 | 8-12 | 5 | Deluxe Turkey Dinner |
| | Publix | n/i | 10-12 | whole turkey | 49.99 | 7-10 | 5 | Turkey Dinner |
| | | n/i | 16-18 | whole turkey | 89.99 | 14-18 | 5 | Turkey Dinner |
| | | Boar's Head | 4-5 | boneless ham | 59.99 | 7-10 | 5 | Ham Dinner |

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**Thanksgiving 2018
STORE-PREPARED HOLIDAY DINNERS**

| State | Supermarket | Brand | Weight (lb.) | Meat Item | Price | Serves | Sides | Conditions | |
|---------------------|--|------------|---------------------|-------------------------|-----------------------|--------|--------------------|---------------------------------------|-----------------------|
| SC <i>(cont)</i> | Sprout's Farmers Market WFM South | n/i | 10-12 | whole turkey | 69.99 | 6-8 | 4 | Natural Turkey Meal | |
| | | n/i | 7-9 | spiral cut ham | 69.99 | 6-8 | 4 | Spiral Sliced Ham Meal | |
| | | n/i | 4-5 | CH beef prime rib | 79.99 | 6-8 | 4 | Boneless Beef Rib Roast Meal | |
| | | n/i | 3-5 | boneless turkey breast | 29.99 | 2 | 4 | Boneless Turkey Breast Meal | |
| | | n/i | 6 | whole turkey | 79.99 | 5 | 5 | Classic Roasted Turkey Dinner | |
| | | n/i | 10-14 | whole turkey | 119.99 | 8 | 5 | Classic Roasted Turkey Dinner | |
| | | n/i | 10-14 | organic whole turkey | 159.99 | 8 | 5 | Organic Classic Roasted Turkey Dinner | |
| | | n/i | 10-14 | smoked whole turkey | 129.99 | 8 | 5 | Hickory-Smoked Turkey Dinner for 8 | |
| | | n/i | 10-14 | smoked whole turkey | 139.99 | 8 | 8 | Southern Turkey Dinner for 8 | |
| | | n/i | 2.5 | bone-in turkey breast | 69.99 | 4 | 5 | Turkey Breast Dinner | |
| | | n/i | 3.5 | beef prime rib | 229.99 | 8 | 5 | Prime Rib Dinner | |
| | | n/i | 8-10 | spiral cut ham | 129.99 | 8 | 5 | Spiral-Sliced Ham Dinner for 8 | |
| | | n/i | 10/8-10 | whole turkey/spiral ham | 449.99 | 12-14 | 10 | Ultimate Feast for 12 to 14 | |
| | | n/i | 10/8-10 | whole turkey/spiral ham | 269.99 | 12 | 10 | Festive Feast for 12 | |
| TN | E. W. James & Sons Food City | n/i | 10-12 | whole turkey | 56.99 | 6-8 | 2 | Turkey Dinner | |
| | | n/i | 10-12 | whole turkey | 79.99 | 8-10 | 6 | Complete Turkey Dinner | |
| | | n/i | 5-7 | spiral-cut ham | 56.99 | 6-8 | 2 | Spiral Ham Dinner | |
| | | n/i | 5-7 | spiral-cut ham | 79.99 | 8-10 | 6 | Complete Spiral Ham Dinner | |
| | | Butterball | 10-12 | whole turkey | 50.99 | 8-10 | 5 | Classic Turkey Dinner | |
| | | Butterball | 16-18 | whole turkey | 74.99 | 12-14 | 5 | Big Turkey Dinner | |
| | | Butterball | 4 | bone-in turkey breast | 44.99 | 4-6 | 5 | Turkey Breast Dinner | |
| | | Food City | 7-9 | spiral-cut ham | 52.99 | 4-6 | 5 | Spiral Ham Dinner | |
| | | n/i | 2.5 | rotisserie chicken | 21.99 | 4-6 | 4 | Rotisserie Chicken Dinner | |
| | | Food Giant | n/i | 10-12 | whole turkey | 46.99 | 6-8 | 3 | Turkey Dinner Special |
| | | Food Rite | n/i | 6-7 | bone-in turkey breast | 34.99 | 4-6 | 2 | Turkey Breast Dinner |
| | | n/i | 10-12 | whole turkey | 39.99 | 4-6 | 3 | Signature Dinner | |
| | | n/i | 12-14 | whole turkey | 59.99 | 6-8 | 5 | Deluxe Thanksgiving Dinner | |
| | | n/i | 6-7 | spiral cut ham | 59.99 | 6-8 | 4 | Spiral Sliced Ham Dinner | |
| | IGA - Houchen's | n/i | 10-12 | whole turkey | 49.99 | 8-10 | 3 | Classic Turkey Dinner | |
| | | n/i | 10-12 | whole turkey | 59.99 | 8-10 | 6 | Deluxe Turkey Dinner | |
| | | n/i | 7-9 | spiral cut ham | 59.99 | 8-10 | 5 | Deluxe Spiral Ham Dinner | |
| | Ingle's Markets | Butterball | 10-12 | whole turkey | 59.98 | 6-8 | 4 | Deluxe Turkey Dinner | |
| | | Butterball | 10-12 | whole turkey | 48.98 | 6-8 | 2 | Basic Turkey Dinner | |
| | | Butterball | 4-6 | bone-in turkey breast | 59.98 | 4-6 | 4 | Bone-in Breast Dinner | |
| | | n/i | 6-8 | pit ham | 48.98 | 6-8 | 3 | Pit Ham Dinner | |
| Kroger Delta | n/i | 10-12 | whole turkey | 59.99 | 6-8 | 3 | Turkey Meal | | |
| | n/i | 10-12 | whole smoked turkey | 59.99 | 6-8 | 3 | Smoked Turkey Meal | | |
| | n/i | 7-9 | spiral cut ham | 59.99 | 6-8 | 3 | Spiral Ham Meal | | |

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**Thanksgiving 2018
STORE-PREPARED HOLIDAY DINNERS**

| State | Supermarket | Brand | Weight (lb.) | Meat Item | Price | Serves | Sides | Conditions |
|--------------|-------------------------|-------------------------|----------------|--------------------------|--------------|-----------------------------|--------------------------------|---------------------------------------|
| TN (cont) | Kroger Mid-Atlantic | n/i | 10-12 | whole turkey | 59.99 | 6-8 | 3 | Turkey Meal |
| | | n/i | 10-12 | whole smoked turkey | 59.99 | 6-8 | 3 | Smoked Turkey Meal |
| | | n/i | 7-9 | spiral cut ham | 59.99 | 6-8 | 3 | Spiral Ham Meal |
| | Kroger Nashville | n/i | 10-12 | whole turkey | 59.99 | 6-8 | 3 | Turkey Meal |
| | | n/i | 10-12 | whole smoked turkey | 59.99 | 6-8 | 3 | Smoked Turkey Meal |
| | | n/i | 7-9 | spiral cut ham | 59.99 | 6-8 | 3 | Spiral Ham Meal |
| | Sprout's Farmers Market | n/i | 10-12 | whole turkey | 69.99 | 6-8 | 4 | Natural Turkey Meal |
| | | n/i | 7-9 | spiral cut ham | 69.99 | 6-8 | 4 | Spiral Sliced Ham Meal |
| | | n/i | 4-5 | CH beef prime rib | 79.99 | 6-8 | 4 | Boneless Beef Rib Roast Meal |
| | Publix | n/i | 3-5 | boneless turkey breast | 29.99 | 2 | 4 | Boneless Turkey Breast Meal |
| | | n/i | 10-12 | whole turkey | 49.99 | 7-10 | 5 | Turkey Dinner |
| | WFM South | n/i | 16-18 | whole turkey | 89.99 | 14-18 | 5 | Turkey Dinner |
| | | | Boar's Head | 4-5 | boneless ham | 59.99 | 7-10 | 5 |
| | | n/i | 6 | whole turkey | 79.99 | 5 | 5 | Classic Roasted Turkey Dinner |
| | | n/i | 10-14 | whole turkey | 119.99 | 8 | 5 | Classic Roasted Turkey Dinner |
| | | n/i | 10-14 | organic whole turkey | 159.99 | 8 | 5 | Organic Classic Roasted Turkey Dinner |
| | | n/i | 10-14 | smoked whole turkey | 129.99 | 8 | 5 | Hickory-Smoked Turkey Dinner for 8 |
| | | n/i | 10-14 | smoked whole turkey | 139.99 | 8 | 8 | Southern Turkey Dinner for 8 |
| | | n/i | 2.5 | bone-in turkey breast | 69.99 | 4 | 5 | Turkey Breast Dinner |
| | | n/i | 3.5 | beef prime rib | 229.99 | 8 | 5 | Prime Rib Dinner |
| n/i | | 8-10 | spiral cut ham | 129.99 | 8 | 5 | Spiral-Sliced Ham Dinner for 8 | |
| n/i | 10/8-10 | whole turkey/spiral ham | 449.99 | 12-14 | 10 | Ultimate Feast for 12 to 14 | | |
| n/i | 10/8-10 | whole turkey/spiral ham | 269.99 | 12 | 10 | Festive Feast for 12 | | |
| VA | Food City | Butterball | 10-12 | whole turkey | 50.99 | 8-10 | 5 | Classic Turkey Dinner |
| | | Butterball | 16-18 | whole turkey | 74.99 | 12-14 | 5 | Big Turkey Dinner |
| | | Butterball | 4 | bone-in turkey breast | 44.99 | 4-6 | 5 | Turkey Breast Dinner |
| | | Food City | 7-9 | spiral-cut ham | 52.99 | 4-6 | 5 | Spiral Ham Dinner |
| | | n/i | 2.5 | rotisserie chicken | 21.99 | 4-6 | 4 | Rotisserie Chicken Dinner |
| | Galaxy Food Centers | n/i | 8-10 | whole turkey | 42.99 | 4-6 | 4 | Turkey Dinner |
| | | n/i | 10-12 | whole turkey | 53.99 | 6-8 | 6 | Deluxe Turkey Dinner |
| | | n/i | 5 | rotisserie turkey breast | 39.99 | 4-6 | 5 | Rotisserie Turkey Breast Dinner |
| | | n/i | 7-9 | spiral cut ham | 49.99 | 6-8 | 4 | Complete Ham Dinner |
| | | n/i | 6-8 | rotisserie chickens | 22.99 | 4-6 | 4 | Rotisserie Chicken Dinner |
| | Giant Food | n/i | 10-12 | whole turkey | 59.99 | 4-6 | 7 | Thanksgiving Dinner |
| | Harris Teeter | n/i | 12-14 | whole turkey | 69.99 | 6-8 | 6 | Fresh Turkey Dinner |
| | | Smokehouse Reserved | 4-5 | sweet ham | 59.99 | 6-8 | 6 | Reserve Ham Dinner |
| | | Harris Teeter Rancher | 5 | beef tenderloin | 89.99 | 6-8 | 6 | Beef Tenderloin Dinner |
| Butterball | | 9-12 | whole turkey | 49.99 | 8-10 | 5 | Turkey Dinner | |

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**Thanksgiving 2018
STORE-PREPARED HOLIDAY DINNERS**

| State | Supermarket | Brand | Weight (lb.) | Meat Item | Price | Serves | Sides | Conditions |
|--------------|---------------------|------------------|-----------------------|------------------------|--------|--------|---------------------------------------|-----------------------------------|
| VA (cont) | Harris Teeter | Harris Teeter | 7-9 | spiral cut ham | 49.99 | 8-10 | 3 | Ham Dinner |
| | (continued) | n/i | 4 | beef prime rib | 49.99 | 6-8 | 3 | Prime Rib Dinner |
| | IGA - Houchen's | n/i | 10-12 | whole turkey | 49.99 | 8-10 | 3 | Classic Turkey Dinner |
| | | n/i | 10-12 | whole turkey | 59.99 | 8-10 | 6 | Deluxe Turkey Dinner |
| | | n/i | 7-9 | spiral cut ham | 59.99 | 8-10 | 5 | Deluxe Spiral Ham Dinner |
| | Ingle's Markets | Butterball | 10-12 | whole turkey | 59.98 | 6-8 | 4 | Deluxe Turkey Dinner |
| | | Butterball | 10-12 | whole turkey | 48.98 | 6-8 | 2 | Basic Turkey Dinner |
| | | Butterball | 4-6 | bone-in turkey breast | 59.98 | 4-6 | 4 | Bone-in Breast Dinner |
| | | n/i | 6-8 | pit ham | 48.98 | 6-8 | 3 | Pit Ham Dinner |
| | Kroger Mid-Atlantic | n/i | 10-12 | whole turkey | 59.99 | 6-8 | 3 | Turkey Meal |
| | | n/i | 10-12 | whole smoked turkey | 59.99 | 6-8 | 3 | Smoked Turkey Meal |
| | | n/i | 7-9 | spiral cut ham | 59.99 | 6-8 | 3 | Spiral Ham Meal |
| | Lowes Foods | Butterball | 8-10 | whole turkey | 44.99 | 6-8 | 4 | Premium Turkey Dinner |
| | | Butterball | 4-7 | bone-in turkey breast | 44.99 | 4-6 | 3 | Turkey Breast Dinner |
| | | Butterball | 10-12 | whole turkey | 49.99 | 8-10 | 4 | Gourmet Turkey Dinner |
| | | Boar's Head | 3.75 | boneless turkey breast | 49.99 | 4-6 | 4 | Boar's Head Turkey Breast Dinner |
| | | Boar's Head | 5 | boneless ham | 49.99 | 4-6 | 4 | Boar's Head Smoked Ham Dinner |
| | | n/i | 7-9 | spiral-cut ham | 39.99 | 4-6 | 3 | Spiral Ham Dinner |
| | Publix | n/i | 10-12 | whole turkey | 49.99 | 7-10 | 5 | Turkey Dinner |
| | | n/i | 16-18 | whole turkey | 89.99 | 14-18 | 5 | Turkey Dinner |
| | | Boar's Head | 4-5 | boneless ham | 59.99 | 7-10 | 5 | Ham Dinner |
| | Shoppers | Butterball | 10-12 | whole turkey | 49.99 | 6-8 | 6 | Holiday Turkey Dinner |
| | Wegman's | n/i | 12-14 | whole turkey | 129.00 | 6 | 6 | Hand-Carved Roasted Turkey Dinner |
| | | n/i | 12-14 | whole turkey | 229.00 | 10-12 | 6 | Hand-Carved Roasted Turkey Dinner |
| | | Plainville Farms | 12-14 | ABF whole turkey | 125.00 | 10 | 6 | Premium Turkey Dinner |
| | | n/i | 7-8 | spiral-cut ham | 145.00 | 10-12 | 4 | Ham Dinner |
| | | n/i | 5-6 | beef rib roast | 219.00 | 10-12 | 4 | Rib Roast Dinner |
| | Weis Markets | Butterball | 10-12 | whole turkey | 75.99 | 8-10 | 8 | Deluxe Turkey Dinner |
| | | n/i | 3-4 | bone-in turkey breast | 65.99 | 5-7 | 5 | Original Boneless Turkey Dinner |
| | WFM Mid- Atlantic | n/i | 6 | whole turkey | 79.99 | 5 | 5 | Classic Roasted Turkey Dinner |
| | | n/i | 10 | whole turkey | 119.99 | 8 | 5 | Classic Roasted Turkey Dinner |
| | | n/i | 10 | whole turkey | 179.99 | 12 | 5 | Oven-Ready Turkey Dinner for 12 |
| | | n/i | 10 | whole turkey | 139.99 | 8 | 5 | Oven-Ready Turkey Dinner for 8 |
| | n/i | 10 | organic whole turkey | 159.99 | 8 | 5 | Organic Classic Roasted Turkey Dinner | |
| | n/i | 10 | smoked whole turkey | 129.99 | 8 | 5 | Hickory-Smoked Turkey Dinner for 8 | |
| | n/i | 2.5 | bone-in turkey breast | 69.99 | 4 | 5 | Turkey Breast Dinner | |
| | n/i | 3.5 | beef prime rib | 229.99 | 8 | 5 | Prime Rib Dinner | |
| | n/i | 8-10 | spiral cut ham | 129.99 | 8 | 5 | Spiral-Sliced Ham Dinner for 8 | |

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Thanksgiving 2018
STORE-PREPARED HOLIDAY DINNERS

| State | Supermarket | Brand | Weight (lb.) | Meat Item | Price | Serves | Sides | Conditions | |
|--------------|----------------------------------|---------------------|------------------|-------------------------|--------------------------|--------|-------|---------------------------------|---------------------------------|
| VA (cont) | WFM Mid- Atlantic (continued) | n/i | 10/8-10 | whole turkey/spiral ham | 449.99 | 12-14 | 10 | Ultimate Feast for 12 to 14 | |
| | | n/i | 10/8-10 | whole turkey/spiral ham | 269.99 | 12 | 10 | Festive Feast for 12 | |
| WV | Foodland | n/i | 12-14 | whole turkey/breast | 69.99 | 10-12 | 5 | The More the Merrier | |
| | | n/i | 5-6 | boneless ham | 69.99 | 10-12 | 5 | The More the Merrier | |
| | | n/i | 8 | boneless ham | 69.99 | 10-12 | 5 | The More the Merrier | |
| | | n/i | 10-12 | whole turkey | 54.99 | 8-10 | 6 | The Dinner with all the Fixins | |
| | | n/i | 10-14 | 2 bone-in turkey breast | 54.99 | 8-10 | 6 | The Dinner with all the Fixins | |
| | | n/i | 5-7 | bone-in turkey breast | 44.99 | 6-8 | 6 | Just the Basics | |
| | | n/i | 5 | boneless ham | 44.99 | 6-8 | 6 | Just the Basics | |
| | | Galaxy Food Centers | n/i | 8-10 | whole turkey | 42.99 | 4-6 | 4 | Turkey Dinner |
| | | | n/i | 10-12 | whole turkey | 53.99 | 6-8 | 6 | Deluxe Turkey Dinner |
| | | | n/i | 5 | rotisserie turkey breast | 39.99 | 4-6 | 5 | Rotisserie Turkey Breast Dinner |
| | | | n/i | 7-9 | spiral cut ham | 49.99 | 6-8 | 4 | Complete Ham Dinner |
| | | | n/i | 6-8 | rotisserie chickens | 22.99 | 4-6 | 4 | Rotisserie Chicken Dinner |
| | | Giant Eagle | Plainville Farms | 12-14 | ABF whole turkey | 89.99 | 6 | 5 | Whole Turkey Dinner |
| | | | Plainville Farms | 3-5 | ABF turkey breast | 79.99 | 6 | 5 | Turkey Breast Dinner |
| | Kroger Columbus | n/i | 10-12 | whole turkey | 59.99 | 6-8 | 3 | Turkey Meal | |
| | | n/i | 10-12 | whole smoked turkey | 59.99 | 6-8 | 3 | Smoked Turkey Meal | |
| | | n/i | 7-9 | spiral cut ham | 59.99 | 6-8 | 3 | Spiral Ham Meal | |
| | Kroger Mid-Atlantic | n/i | 10-12 | whole turkey | 59.99 | 6-8 | 3 | Turkey Meal | |
| | | n/i | 10-12 | whole smoked turkey | 59.99 | 6-8 | 3 | Smoked Turkey Meal | |
| | | n/i | 7-9 | spiral cut ham | 59.99 | 6-8 | 3 | Spiral Ham Meal | |
| | Riesbeck's Food Markets | Albert's | 5 | tavern ham | 89.99 | 8-10 | 7 | Holiday Ham Dinner | |
| | | n/i | 10-12 | whole turkey | 89.99 | 8-10 | 7 | Holiday Turkey Dinner | |
| | | n/i | 4-5 | beef prime rib | 139.99 | 8-10 | 7 | Holiday Prime Rib Dinner | |
| | | n/i | 3-4 | boneless turkey breast | 69.99 | 8-10 | 7 | Holiday Small Turkey Dinner | |
| | Weis Markets | Butterball | 10-12 | whole turkey | 75.99 | 8-10 | 8 | Deluxe Turkey Dinner | |
| | | n/i | 3-4 | bone-in turkey breast | 65.99 | 5-7 | 5 | Original Boneless Turkey Dinner | |

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**Thanksgiving 2018
STORE-PREPARED HOLIDAY DINNERS**

| State | Supermarket | Brand | Weight (lb.) | Meat Item | Price | Serves | Sides | Conditions | |
|--|----------------------------|------------------------|----------------------|--------------------------|-----------------------|--------|---------------------------------------|-----------------------------------|--------------------------------------|
| MIDWESTERN U.S. - IA,IL,IN,MI,MN,ND,NE,OH,SD,WI | | | | | | | | | |
| IA | Family Fare Supermarkets | Butterball | 10-12 | whole turkey | 59.99 | 6-8 | 5 | Traditional Turkey Dinner | |
| | | n/i | 1.75 | bone-in turkey breast | 19.99 | 2 | 4 | Turkey Dinner for Two | |
| | | Open Acres | 8 | spiral cut ham | 59.99 | 6-8 | 5 | Traditional Spiral Ham Dinner | |
| | Fresh Thyme Farmers Market | n/i | 2 | boneless ham | 19.99 | 2 | 4 | Ham Dinner for Two | |
| | | n/i | 10-12 | whole turkey | 69.99 | 6-8 | 6 | Thanksgiving Turkey Dinner | |
| | | Hy-Vee | Jennie-O | 3-4 | bone-in turkey breast | 49.99 | 4 | 5 | Boneless Turkey Breast Dinner |
| | Price Chopper | Farmland | 5-6 | boneless ham | 89.99 | 8 | 6 | Traditional Boneless Ham Dinner | |
| | | CarveMaster | 8-10 | pit ham | 129.99 | 12 | 7 | Applewood Pit Ham Dinner | |
| | | Butterball | 14-16 | turkey + ham or beef rib | 259.99 | 16 | 8 | Gourmet Holiday Feast | |
| | | Butterball | 10-12 | whole turkey | 89.99 | 8 | 6 | Traditional Turkey Feast | |
| | | Butterball | 14-16 | whole turkey | 129.99 | 12 | 8 | Family Feast Turkey Dinner | |
| | | Hormel | 5-6 | beef prime rib - Select | 139.99 | 8 | 6 | Prime Rib Dinner | |
| | | Butterball | 14-16 | whole turkey/pit ham | 299.99 | 20 | 10 | Holiday Family Gathering | |
| | | Jewel-Osco | n/i | 6-8 | spiral cut ham | 59.99 | 6-8 | 4 | Classic Ham Dinner |
| | | | Butterball | 10-12 | whole turkey | 59.99 | 6-8 | 4 | Classic Turkey Dinner |
| | | | Butterball | 10-12 | whole turkey | 79.99 | 6-8 | 8 | Our Signature Ultimate Turkey Dinner |
| | | Lucky's Market | n/i | 10-12 | whole turkey | 79.99 | 4-6 | 6 | Thanksgiving Holiday Meal |
| | | No Frills Supermarkets | Butterball | 10-12 | whole turkey | 59.99 | 6-8 | 5 | Traditional Turkey Dinner |
| | | | Open Acres | 8 | spiral cut ham | 59.99 | 6-8 | 5 | Traditional Spiral Ham Dinner |
| | | | n/i | 1.75 | bone-in turkey breast | 19.99 | 2 | 4 | Turkey Dinner for Two |
| | | | n/i | 2 | boneless ham | 19.99 | 2 | 4 | Ham Dinner for Two |
| | n/i | | 10-12 | whole turkey/spiral ham | 199.99 | 14-18 | 6 | Family Buffet | |
| | n/i | | 10-14 | whole turkey | 119.99 | 8-10 | 6 | Gatherings Turkey Meal | |
| | Schnuck's | n/i | 10-14 | smoked whole turkey | 119.99 | 8-10 | 6 | Gatherings Smoked Turkey Meal | |
| | | n/i | 7-9 | half spiral-cut ham | 119.99 | 8-10 | 6 | Gatherings Spiral Sliced Ham Meal | |
| | | n/i | 10-14 | whole turkey | 69.99 | 6-8 | 6 | Traditional Turkey Meal | |
| | | n/i | 7-9 | half spiral-cut ham | 69.99 | 6-8 | 6 | Traditional Spiral Ham Meal | |
| | | n/i | 1.5 | bnls rotisserie breast | 39.99 | 2 | 3 | Rotisserie Turkey Breast Meal | |
| | | n/i | 1.5 | spiral-cut ham | 39.99 | 2 | 3 | Honey Glazed Ham Meal | |
| | | n/i | 6 | beef prime rib | 119.99 | 6-8 | 4 | Premium Prime Rib Meal | |
| | | n/i | 9-11 | whole turkey | 59.99 | 10-12 | 5 | Turkey Dinner | |
| | | n/i | 9-11 | smoked whole turkey | 59.99 | 10-12 | 5 | Smoked Turkey Dinner | |
| | | n/i | 4 | boneless turkey breast | 49.99 | 6-8 | 3 | Turkey Breast Dinner | |
| WFM Midwest | n/i | 6 | whole turkey | 79.99 | 5 | 5 | Classic Roasted Turkey Dinner | | |
| | n/i | 10-14 | whole turkey | 119.99 | 8 | 5 | Classic Roasted Turkey Dinner | | |
| | n/i | 10-14 | organic whole turkey | 159.99 | 8 | 5 | Organic Classic Roasted Turkey Dinner | | |
| | n/i | 10-14 | smoked whole turkey | 129.99 | 8 | 5 | Hickory-Smoked Turkey Dinner for 8 | | |

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**Thanksgiving 2018
STORE-PREPARED HOLIDAY DINNERS**

| State | Supermarket | Brand | Weight (lb.) | Meat Item | Price | Serves | Sides | Conditions |
|--------------|-------------------------------|------------------|--------------------------|-------------------------|--------|--------|----------------------------|--|
| IA (cont) | WFM Midwest (continued) | n/i | 2.5 | bone-in turkey breast | 69.99 | 4 | 5 | Turkey Breast Dinner |
| | | n/i | 3.5 | beef prime rib | 229.99 | 8 | 5 | Prime Rib Dinner |
| | | n/i | 8-10 | spiral cut ham | 129.99 | 8 | 5 | Spiral-Sliced Ham Dinner for 8 |
| | | n/i | 10/8-10 | whole turkey/spiral ham | 449.99 | 12-14 | 10 | Ultimate Feast for 12 to 14 |
| | | n/i | 10/8-10 | whole turkey/spiral ham | 269.99 | 12 | 10 | Festive Feast for 12 |
| IL | Angelo Caputo's Fresh Markets | n/i | 14-16 | whole turkey | 129.99 | 10-12 | 7 | Homemade Holiday Feast |
| | Berkot's Super Food | Berkot's | 3-5 | bone-in turkey breast | 99.99 | 10 | 7 | Thanksgiving Dinner |
| | | Berkot's | 5-6 | baked ham | 99.99 | 10 | 7 | Thanksgiving Dinner |
| | Brookhaven Marketplace | n/i | 18 | whole turkey | 129.99 | 10-12 | 4 | Oven Roasted Turkey Dinner |
| | | HoKa | 18 | ABF whole turkey | 159.99 | 10-12 | 4 | Oven Roasted Turkey Dinner |
| | | Boar's Head | 5 | boneless ham | 84.99 | 8-10 | 3 | Boneless Smoked Ham Dinner |
| | Butera's Market | n/i | 10-13 | whole turkey | 54.99 | 6-8 | 4 | Holiday Dinner |
| | | n/i | 10-13 | whole turkey | 59.99 | 8-10 | 5 | Deluxe Dinner |
| | | n/i | 10-13 | whole turkey | 64.99 | 10-12 | 6 | Holiday Feast |
| | Cub Foods | Jennie-O | 10-12 | whole turkey | 69.99 | 8 | 4 | Traditional Turkey Dinner |
| | Dierberg's | Butterball | 12-14 | whole turkey | 99.99 | 8-10 | 5 | Traditional Turkey Dinner |
| | | Butterball | 12-14 | whole turkey | 124.99 | 8-10 | 6 | Deluxe Whole Roasted Turkey Meal |
| | | n/i | 1.5 | bnls turkey breast | 62.49 | 4 | 4 | Boneless Breast of Turkey Meal - Small |
| | | n/i | 3 | bnls turkey breast | 124.99 | 8 | 4 | Boneless Breast of Turkey Meal - Large |
| | | n/i | 3.5 | beef prime rib | 109.99 | 4 | 4 | Succulent Prime Rib Meal - Small |
| | | n/i | 7 | beef prime rib | 219.99 | 8 | 4 | Succulent Prime Rib Meal - Large |
| | | Bob's Smokehouse | 3-5 | bnls glazed ham | 59.99 | 4 | 4 | Bob's Smokehouse Signature Glazed Ham Meal - Small |
| | | Bob's Smokehouse | 7-9 | bnls glazed ham | 119.99 | 8 | 4 | Bob's Smokehouse Signature Glazed Ham Meal - Large |
| | | n/i | 1.5 | CC bnls pork loin | 64.99 | 4 | 4 | Pork Loin Meal - Small |
| | | n/i | 3 | CC bnls pork loin | 129.99 | 8 | 4 | Pork Loin Meal - Large |
| | | Dierberg's | 2.5 | boneless ham | 59.99 | 4 | 4 | Boneless Sliced Ham Meal - Small |
| | | Dierberg's | 5 | boneless ham | 119.99 | 8 | 4 | Boneless Sliced Ham Meal - Large |
| | Fairplay Foods | Butterball | 10-12 | whole turkey | 49.99 | 6 | 4 | Traditional Turkey Dinner |
| | Food 4 Less | n/i | 10-12 | whole turkey | 49.99 | 6-8 | 3 | Turkey Meal |
| | | n/i | 7-9 | spiral cut ham | 49.99 | 6-8 | 3 | Spiral Ham Meal |
| | Fresh Thyme Farmers Market | n/i | 10-12 | whole turkey | 69.99 | 6-8 | 6 | Thanksgiving Turkey Dinner |
| | Heinen's | Heinen's | 10-12 | whole turkey | 169.99 | 10 | 8 | Heinen's Complete Turkey Dinner |
| | Hy-Vee | Jennie-O | 3-4 | bone-in turkey breast | 49.99 | 4 | 5 | Boneless Turkey Breast Dinner |
| | | Farmland | 5-6 | boneless ham | 89.99 | 8 | 6 | Traditional Boneless Ham Dinner |
| | | CarveMaster | 8-10 | pit ham | 129.99 | 12 | 7 | Applewood Pit Ham Dinner |
| Butterball | | 14-16 | turkey + ham or beef rib | 259.99 | 16 | 8 | Gourmet Holiday Feast | |
| Butterball | | 10-12 | whole turkey | 89.99 | 8 | 6 | Traditional Turkey Feast | |
| Butterball | | 14-16 | whole turkey | 129.99 | 12 | 8 | Family Feast Turkey Dinner | |

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| State | Supermarket | Brand | Weight (lb.) | Meat Item | Price | Serves | Sides | Conditions | |
|---------------------|--------------------|------------------------|--------------|-------------------------|---------------------|--------|-------|--------------------------------------|-----------------------------|
| IL <i>(cont)</i> | Hy-Vee | Hormel | 5-6 | beef prime rib - Select | 139.99 | 8 | 6 | Prime Rib Dinner | |
| | <i>(continued)</i> | Butterball | 14-16 | whole turkey/pit ham | 299.99 | 20 | 10 | Holiday Family Gathering | |
| | IGA - Houchen's | n/i | 10-12 | whole turkey | 49.99 | 8-10 | 3 | Classic Turkey Dinner | |
| | | n/i | 10-12 | whole turkey | 59.99 | 8-10 | 6 | Deluxe Turkey Dinner | |
| | | n/i | 7-9 | spiral cut ham | 59.99 | 8-10 | 5 | Deluxe Spiral Ham Dinner | |
| | Jewel-Osco | n/i | 6-8 | spiral cut ham | 59.99 | 6-8 | 4 | Classic Ham Dinner | |
| | | Butterball | 10-12 | whole turkey | 59.99 | 6-8 | 4 | Classic Turkey Dinner | |
| | | Butterball | 10-12 | whole turkey | 79.99 | 6-8 | 8 | Our Signature Ultimate Turkey Dinner | |
| | | Jimenez | n/i | 8-9 | spiral cut ham | 69.99 | 6-8 | 4 | Holiday Ham Dinner |
| | Kroger Central | Norbest | 10-12 | whole turkey | 79.99 | 6-8 | 4 | Holiday Turkey Dinner | |
| | | n/i | 10-12 | whole turkey | 59.99 | 6-8 | 3 | Turkey Meal | |
| | | n/i | 10-12 | whole smoked turkey | 59.99 | 6-8 | 3 | Smoked Turkey Meal | |
| | Kroger Cincinnati | n/i | 7-9 | spiral cut ham | 59.99 | 6-8 | 3 | Spiral Ham Meal | |
| | | n/i | 10-12 | whole turkey | 59.99 | 6-8 | 3 | Turkey Meal | |
| | | n/i | 10-12 | whole smoked turkey | 59.99 | 6-8 | 3 | Smoked Turkey Meal | |
| | Kroger Mid-South | n/i | 7-9 | spiral cut ham | 59.99 | 6-8 | 3 | Spiral Ham Meal | |
| | | n/i | 10-12 | whole turkey | 59.99 | 6-8 | 3 | Turkey Meal | |
| | | n/i | 10-12 | whole smoked turkey | 59.99 | 6-8 | 3 | Smoked Turkey Meal | |
| | Lucky's Market | n/i | 7-9 | spiral cut ham | 59.99 | 6-8 | 3 | Spiral Ham Meal | |
| | | n/i | 10-12 | whole turkey | 79.99 | 4-6 | 6 | Thanksgiving Holiday Meal | |
| | | Mariano's Fresh Market | Butterball | 10-12 | whole turkey | 69.99 | 6-8 | 7 | Holiday Turkey Dinner |
| | | n/i | 8-10 | spiral-cut ham | 69.99 | 6-8 | 7 | Holiday Ham Dinner | |
| | | Meijer | Butterball | 10-12 | whole turkey | 49.99 | 6-8 | 6 | Deluxe Turkey Dinner |
| | Pete's Market | n/i | 16-20 | whole turkey | 79.99 | 8-10 | 5 | Whole Turkey Dinner | |
| | | n/i | 7 | leg of lamb | 89.99 | 8-10 | 5 | Leg of Lamb Dinner | |
| | | n/i | 5 | beef prime rib | 99.99 | 8-10 | 5 | Prime Rib Dinner | |
| | | n/i | 5-6 | pork crown roast | 49.99 | 8-10 | 5 | Deluxe Crown Pork Dinner | |
| | | n/i | 7-8 | spiral-cut ham | 49.99 | 8-10 | 5 | Spiral Ham Dinner | |
| | | n/i | 15-10 | whole bone-in ham | 79.99 | 8-10 | 5 | Whole Ham Dinner | |
| | | Plum Market | n/i | 3-5 | boneless turkey ham | 155.00 | 6-8 | 5 | Holiday Dinner Package |
| | | | Niman Ranch | 7-9 | ABF spiral cut ham | 135.00 | 8-10 | 3 | Spiral Ham Dinner Package |
| | | Schnuck's | n/i | 9-11 | whole turkey | 220.00 | 8-10 | 5 | Thanksgiving Turkey Package |
| | | | n/i | 9-11 | whole turkey | 59.99 | 10-12 | 5 | Turkey Dinner |
| | n/i | | 9-11 | smoked whole turkey | 59.99 | 10-12 | 5 | Smoked Turkey Dinner | |
| | Shop & Save Market | n/i | 4 | boneless turkey breast | 49.99 | 6-8 | 3 | Turkey Breast Dinner | |
| | | n/i | 10-12 | whole turkey | 59.99 | 6-8 | 6 | Traditional Turkey Dinner | |
| | | n/i | 16-18 | whole turkey | 89.99 | 8-12 | 6 | Traditional Turkey Dinner, Large | |
| | | n/i | 6-8 | spiral cut ham | 59.99 | 6-8 | 5 | Classic Smoked Ham Dinner | |

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| State | Supermarket | Brand | Weight (lb.) | Meat Item | Price | Serves | Sides | Conditions |
|---------------------|----------------------------|-------------------------|--------------|-------------------------|--------|----------------------|--------------------------------------|---------------------------------------|
| IL <i>(cont)</i> | Sullivan's | n/i | 12-14 | whole turkey | 109.99 | 8-10 | 8 | Holiday Turkey Dinner |
| | | n/i | 2 | boneless turkey breast | 39.99 | 4 | 7 | Holiday Dinner Feast |
| | Sunset Foods | n/i | 12-14 | ABF whole turkey | 129.99 | 6-8 | 6 | Turkey Dinner |
| | | n/i | 7-9 | spiral cut ham | 129.99 | 6-8 | 5 | Spiral Sliced Ham Dinner |
| | Tony's Fresh Market | n/i | 16-20 | whole turkey | 79.99 | 8-10 | 5 | Whole Turkey Dinner |
| | | n/i | 7-8 | spiral cut ham | 49.99 | 6-8 | 5 | Spiral Ham Dinner |
| | | n/i | 5-6 | crown pork roast | 49.99 | 6-8 | 5 | Crown Pork Dinner |
| | | n/i | 5 | beef prime rib | 99.99 | 6-8 | 5 | Prime Rib Dinner |
| | Walt's Food Center | Butterball | 10-12 | whole turkey | 49.99 | 6 | 4 | Walt's Traditional Turkey Dinner |
| | | n/i | 7-8 | spiral cut ham | 54.99 | 6 | 4 | Walt's Traditional Spiral Ham Dinner |
| | WFM Midwest | n/i | 6 | whole turkey | 79.99 | 5 | 5 | Classic Roasted Turkey Dinner |
| | | n/i | 10-14 | whole turkey | 119.99 | 8 | 5 | Classic Roasted Turkey Dinner |
| | | n/i | 10-14 | organic whole turkey | 159.99 | 8 | 5 | Organic Classic Roasted Turkey Dinner |
| | | n/i | 10-14 | smoked whole turkey | 129.99 | 8 | 5 | Hickory-Smoked Turkey Dinner for 8 |
| | | n/i | 2.5 | bone-in turkey breast | 69.99 | 4 | 5 | Turkey Breast Dinner |
| | | n/i | 3.5 | beef prime rib | 229.99 | 8 | 5 | Prime Rib Dinner |
| | | n/i | 8-10 | spiral cut ham | 129.99 | 8 | 5 | Spiral-Sliced Ham Dinner for 8 |
| | | n/i | 10/8-10 | whole turkey/spiral ham | 449.99 | 12-14 | 10 | Ultimate Feast for 12 to 14 |
| n/i | 10/8-10 | whole turkey/spiral ham | 269.99 | 12 | 10 | Festive Feast for 12 | | |
| IN | Al's Supermarkets | n/i | 10-12 | whole turkey | 69.99 | 6-8 | 3 | Deluxe Turkey Holiday Dinner |
| | | n/i | 7-8 | spiral cut ham | 69.99 | 6-8 | 3 | Spiral Sliced Ham Dinner |
| | County Market | n/i | 11-15 | whole turkey | 99.99 | 8-10 | 7 | Turkey Dinner |
| | | n/i | 10-12 | whole turkey | 49.99 | 6-8 | 3 | Turkey Meal |
| | Food 4 Less | n/i | 7-9 | spiral cut ham | 49.99 | 6-8 | 3 | Spiral Ham Meal |
| | | n/i | 10-12 | whole turkey | 69.99 | 6-8 | 6 | Thanksgiving Turkey Dinner |
| | Fresh Thyme Farmers Market | n/i | 10-12 | whole turkey | 69.99 | 6-8 | 6 | Thanksgiving Turkey Dinner |
| | | n/i | 10-12 | whole turkey | 69.99 | 6-8 | 6 | Thanksgiving Turkey Dinner |
| | Giant Eagle | Plainville Farms | 12-14 | ABF whole turkey | 89.99 | 6 | 5 | Whole Turkey Dinner |
| | | Plainville Farms | 3-5 | ABF turkey breast | 79.99 | 6 | 5 | Turkey Breast Dinner |
| | IGA - Houchen's | n/i | 10-12 | whole turkey | 49.99 | 8-10 | 3 | Classic Turkey Dinner |
| | | n/i | 10-12 | whole turkey | 59.99 | 8-10 | 6 | Deluxe Turkey Dinner |
| | | n/i | 7-9 | spiral cut ham | 59.99 | 8-10 | 5 | Deluxe Spiral Ham Dinner |
| | Jay C Food Stores | n/i | 10-12 | whole turkey | 59.99 | 6-8 | 3 | Turkey Meal |
| | | n/i | 10-12 | whole smoked turkey | 59.99 | 6-8 | 3 | Smoked Turkey Meal |
| | | n/i | 7-9 | spiral cut ham | 59.99 | 6-8 | 3 | Spiral Ham Meal |
| | Jewel-Osco | n/i | 6-8 | spiral cut ham | 59.99 | 6-8 | 4 | Classic Ham Dinner |
| Butterball | | 10-12 | whole turkey | 59.99 | 6-8 | 4 | Classic Turkey Dinner | |
| Butterball | | 10-12 | whole turkey | 79.99 | 6-8 | 8 | Our Signature Ultimate Turkey Dinner | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

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

**Thanksgiving 2018
STORE-PREPARED HOLIDAY DINNERS**

| State | Supermarket | Brand | Weight (lb.) | Meat Item | Price | Serves | Sides | Conditions |
|---------------------|------------------------|-------------------------|-------------------------|--------------------------|--------|----------------------|--------------------------------|---------------------------------------|
| IN <i>(cont)</i> | Kroger Central | n/i | 10-12 | whole turkey | 59.99 | 6-8 | 3 | Turkey Meal |
| | | n/i | 10-12 | whole smoked turkey | 59.99 | 6-8 | 3 | Smoked Turkey Meal |
| | | n/i | 7-9 | spiral cut ham | 59.99 | 6-8 | 3 | Spiral Ham Meal |
| | Kroger Cincinnati | n/i | 10-12 | whole turkey | 59.99 | 6-8 | 3 | Turkey Meal |
| | | n/i | 10-12 | whole smoked turkey | 59.99 | 6-8 | 3 | Smoked Turkey Meal |
| | | n/i | 7-9 | spiral cut ham | 59.99 | 6-8 | 3 | Spiral Ham Meal |
| | Kroger Mid-South | n/i | 10-12 | whole turkey | 59.99 | 6-8 | 3 | Turkey Meal |
| | | n/i | 10-12 | whole smoked turkey | 59.99 | 6-8 | 3 | Smoked Turkey Meal |
| | | n/i | 7-9 | spiral cut ham | 59.99 | 6-8 | 3 | Spiral Ham Meal |
| | Martin's Super Markets | Butterball | 10-12 | whole turkey | 65.95 | 8 | 6 | Premium Turkey Dinner |
| | | Butterball | 12-14 | whole turkey | 99.95 | 14 | 8 | Extra Large Turkey Dinner |
| | | n/i | 1.5 | rotisserie turkey breast | 29.95 | 4 | 3 | Premium Rotisserie Turkey Dinner |
| | | Fireglazed | 5 | spiral-cut ham | 85.95 | 10 | 4 | Fireglazed Spiral Ham Dinner |
| | | Smokehouse | 5 | boneless ham | 89.95 | 10 | 3 | Smokehouse Ham Dinner |
| | | n/i | 1 | rotisserie turkey breast | 16.95 | 2 | 2 | Turkey Breast Dinner for Two |
| | Meijer | Butterball | 10-12 | whole turkey | 49.99 | 6-8 | 6 | Deluxe Turkey Dinner |
| | Needler's Fresh Market | Honeysuckle | 10-12 | whole turkey | 54.99 | 8 | 7 | Holiday Dinner |
| | Schnuck's | n/i | 9-11 | whole turkey | 59.99 | 10-12 | 5 | Turkey Dinner |
| | | n/i | 9-11 | smoked whole turkey | 59.99 | 10-12 | 5 | Smoked Turkey Dinner |
| | | n/i | 4 | boneless turkey breast | 49.99 | 6-8 | 3 | Turkey Breast Dinner |
| | Strack & VanTil | Butterball | 10-12 | whole turkey | 54.99 | 6-8 | 5 | Traditional Turkey Dinner |
| | | Smithfield | 8 | spiral-cut ham | 54.99 | 6-8 | 5 | Traditional Spiral Ham Dinner |
| | | Butterball | 10-12 | whole turkey | 69.99 | 8-10 | 5 | Our Premium Holiday Dinner |
| | | n/i | 3 | boneless turkey breast | 39.99 | 6 | 4 | Our Own Turkey Breast Dinner |
| | Walt's Food Center | Butterball | 10-12 | whole turkey | 49.99 | 6 | 4 | Walt's Traditional Turkey Dinner |
| | | n/i | 7-8 | spiral cut ham | 54.99 | 6 | 4 | Walt's Traditional Spiral Ham Dinner |
| | WFM Midwest | n/i | 6 | whole turkey | 79.99 | 5 | 5 | Classic Roasted Turkey Dinner |
| | | n/i | 10-14 | whole turkey | 119.99 | 8 | 5 | Classic Roasted Turkey Dinner |
| | | n/i | 10-14 | organic whole turkey | 159.99 | 8 | 5 | Organic Classic Roasted Turkey Dinner |
| | | n/i | 10-14 | smoked whole turkey | 129.99 | 8 | 5 | Hickory-Smoked Turkey Dinner for 8 |
| | | n/i | 2.5 | bone-in turkey breast | 69.99 | 4 | 5 | Turkey Breast Dinner |
| | | n/i | 3.5 | beef prime rib | 229.99 | 8 | 5 | Prime Rib Dinner |
| n/i | | 8-10 | spiral cut ham | 129.99 | 8 | 5 | Spiral-Sliced Ham Dinner for 8 | |
| n/i | | 10/8-10 | whole turkey/spiral ham | 449.99 | 12-14 | 10 | Ultimate Feast for 12 to 14 | |
| n/i | 10/8-10 | whole turkey/spiral ham | 269.99 | 12 | 10 | Festive Feast for 12 | | |
| MI | Busch's | Plainville Farms | 10-12 | ABF whole turkey | 89.99 | 8 | 3 | Complete Holiday Turkey Dinner |
| | | Busch's | 8-10 | spiral cut ham | 89.99 | 8 | 3 | Complete Holiday Spiral Ham Dinner |
| | County Market | n/i | 11-15 | whole turkey | 99.99 | 8-10 | 7 | Turkey Dinner |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

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

**Thanksgiving 2018
STORE-PREPARED HOLIDAY DINNERS**

| State | Supermarket | Brand | Weight (lb.) | Meat Item | Price | Serves | Sides | Conditions |
|--------------|----------------------------|-------------|--------------|--------------------------|--------|--------|-------|---------------------------------------|
| MI (cont) | D&W Fresh Market | Butterball | 10-12 | whole turkey | 49.99 | 6-8 | 5 | Traditional Turkey Dinner |
| | | Open Acres | 8 | spiral cut ham | 49.99 | 6-8 | 5 | Traditional Spiral Ham Dinner |
| | Family Fare Supermarkets | Butterball | 10-12 | whole turkey | 49.99 | 6-8 | 5 | Traditional Turkey Dinner |
| | | n/i | 1.75 | bone-in turkey breast | 19.99 | 2 | 4 | Turkey Dinner for Two |
| | | Open Acres | 8 | spiral cut ham | 49.99 | 6-8 | 5 | Traditional Spiral Ham Dinner |
| | | n/i | 2 | boneless ham | 19.99 | 2 | 4 | Ham Dinner for Two |
| | Food Pride | n/i | 10-12 | whole turkey | 64.99 | 6-8 | 3 | Complete Holiday Turkey Dinner |
| | | n/i | 10-12 | whole turkey | 84.99 | 10-12 | 5 | Granny's Favorite Turkey Dinner |
| | | n/i | 7-9 | spiral cut ham | 69.99 | 8 | 4 | Complete Holiday Ham Dinner |
| | Fresh Thyme Farmers Market | n/i | 10-12 | whole turkey | 69.99 | 6-8 | 6 | Thanksgiving Turkey Dinner |
| | Kroger Central | n/i | 10-12 | whole turkey | 59.99 | 6-8 | 3 | Turkey Meal |
| | | n/i | 10-12 | whole smoked turkey | 59.99 | 6-8 | 3 | Smoked Turkey Meal |
| | | n/i | 7-9 | spiral cut ham | 59.99 | 6-8 | 3 | Spiral Ham Meal |
| | Kroger Columbus | n/i | 10-12 | whole turkey | 59.99 | 6-8 | 3 | Turkey Meal |
| | | n/i | 10-12 | whole smoked turkey | 59.99 | 6-8 | 3 | Smoked Turkey Meal |
| | | n/i | 7-9 | spiral cut ham | 59.99 | 6-8 | 3 | Spiral Ham Meal |
| | Kroger Michigan | n/i | 10-12 | whole turkey | 59.99 | 6-8 | 3 | Turkey Meal |
| | | n/i | 10-12 | whole smoked turkey | 59.99 | 6-8 | 3 | Smoked Turkey Meal |
| | | n/i | 7-9 | spiral cut ham | 59.99 | 6-8 | 3 | Spiral Ham Meal |
| | Lucky's Market | n/i | 10-12 | whole turkey | 79.99 | 4-6 | 6 | Thanksgiving Holiday Meal |
| | Martin's Super Markets | Butterball | 10-12 | whole turkey | 65.95 | 8 | 6 | Premium Turkey Dinner |
| | | Butterball | 12-14 | whole turkey | 99.95 | 14 | 8 | Extra Large Turkey Dinner |
| | | n/i | 1.5 | rotisserie turkey breast | 29.95 | 4 | 3 | Premium Rotisserie Turkey Dinner |
| | | Fireglazed | 5 | spiral-cut ham | 85.95 | 10 | 4 | Fireglazed Spiral Ham Dinner |
| | | Smokehouse | 5 | boneless ham | 89.95 | 10 | 3 | Smokehouse Ham Dinner |
| | | n/i | 1 | rotisserie turkey breast | 16.95 | 2 | 2 | Turkey Breast Dinner for Two |
| | Meijer | Butterball | 10-12 | whole turkey | 49.99 | 6-8 | 6 | Deluxe Turkey Dinner |
| | Plum Market | n/i | 3-5 | boneless turkey ham | 155.00 | 6-8 | 5 | Holiday Dinner Package |
| | | Niman Ranch | 7-9 | ABF spiral cut ham | 135.00 | 8-10 | 3 | Spiral Ham Dinner Package |
| | | n/i | 9-11 | whole turkey | 220.00 | 8-10 | 5 | Thanksgiving Turkey Package |
| | Super One Foods | Butterball | 10-12 | whole turkey | 49.99 | 6-8 | 4 | Thanksgiving Turkey Dinner |
| | VG'S Grocery | Butterball | 10-12 | whole turkey | 49.99 | 6-8 | 5 | Traditional Turkey Dinner |
| | | n/i | 1.75 | bone-in turkey breast | 19.99 | 2 | 4 | Turkey Dinner for Two |
| | | Open Acres | 8 | spiral cut ham | 49.99 | 6-8 | 5 | Traditional Spiral Ham Dinner |
| | | n/i | 2 | boneless ham | 19.99 | 2 | 4 | Ham Dinner for Two |
| | WFM Midwest | n/i | 6 | whole turkey | 79.99 | 5 | 5 | Classic Roasted Turkey Dinner |
| | | n/i | 10-14 | whole turkey | 119.99 | 8 | 5 | Classic Roasted Turkey Dinner |
| | | n/i | 10-14 | organic whole turkey | 159.99 | 8 | 5 | Organic Classic Roasted Turkey Dinner |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

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

**Thanksgiving 2018
STORE-PREPARED HOLIDAY DINNERS**

| State | Supermarket | Brand | Weight (lb.) | Meat Item | Price | Serves | Sides | Conditions |
|----------------------------|-----------------------------------|-------------|--------------|--------------------------|--------|--------|--------------------------|------------------------------------|
| MI <i>(cont)</i> | WFM Midwest <i>(continued)</i> | n/i | 10-14 | smoked whole turkey | 129.99 | 8 | 5 | Hickory-Smoked Turkey Dinner for 8 |
| | | n/i | 2.5 | bone-in turkey breast | 69.99 | 4 | 5 | Turkey Breast Dinner |
| | | n/i | 3.5 | beef prime rib | 229.99 | 8 | 5 | Prime Rib Dinner |
| | | n/i | 8-10 | spiral cut ham | 129.99 | 8 | 5 | Spiral-Sliced Ham Dinner for 8 |
| | | n/i | 10/8-10 | whole turkey/spiral ham | 449.99 | 12-14 | 10 | Ultimate Feast for 12 to 14 |
| | | n/i | 10/8-10 | whole turkey/spiral ham | 269.99 | 12 | 10 | Festive Feast for 12 |
| MN | Associated Wholesale Grocers | Butterball | 12-14 | whole turkey | 55.99 | 6-8 | 5 | Thanksgiving Dinner |
| | Cash Wise Foods | Jennie-O | 10-12 | whole turkey | 59.99 | 8-10 | 3 | Basic Holiday Dinner |
| | | Jennie-O | 10-12 | whole turkey | 89.99 | 8-10 | 6 | Deluxe Holiday Dinner |
| | County Market | n/i | 11-15 | whole turkey | 99.99 | 8-10 | 7 | Turkey Dinner |
| | Cub Foods | Jennie-O | 10-12 | whole turkey | 69.99 | 8 | 4 | Traditional Turkey Dinner |
| | Econofoods | Butterball | 10-12 | whole turkey | 59.99 | 6-8 | 5 | Traditional Turkey Dinner |
| | | Open Acres | 8 | spiral cut ham | 59.99 | 6-8 | 5 | Traditional Spiral Ham Dinner |
| | | n/i | 1.75 | bone-in turkey breast | 19.99 | 2 | 4 | Turkey Dinner for Two |
| | | n/i | 2 | boneless ham | 19.99 | 2 | 4 | Ham Dinner for Two |
| | Family Fare Supermarkets | Butterball | 10-12 | whole turkey | 59.99 | 6-8 | 5 | Traditional Turkey Dinner |
| | | n/i | 1.75 | bone-in turkey breast | 19.99 | 2 | 4 | Turkey Dinner for Two |
| | | Open Acres | 8 | spiral cut ham | 59.99 | 6-8 | 5 | Traditional Spiral Ham Dinner |
| | | n/i | 2 | boneless ham | 19.99 | 2 | 4 | Ham Dinner for Two |
| | Family Fresh Markets | Butterball | 10-12 | whole turkey | 59.99 | 6-8 | 5 | Traditional Turkey Dinner |
| | | Open Acres | 8 | spiral cut ham | 59.99 | 6-8 | 5 | Traditional Spiral Ham Dinner |
| | | n/i | 1.75 | bone-in turkey breast | 19.99 | 2 | 4 | Turkey Dinner for Two |
| | | n/i | 2 | boneless ham | 19.99 | 2 | 4 | Ham Dinner for Two |
| | Festival Foods | Butterball | 10-12 | whole turkey | 119.99 | 6-10 | 4 | Whole Turkey Dinner |
| | | n/i | 5 | boneless turkey breast | 119.99 | 6-10 | 4 | Sliced Turkey Dinner |
| | Food Pride | n/i | 10-12 | whole turkey | 64.99 | 6-8 | 3 | Complete Holiday Turkey Dinner |
| | | n/i | 10-12 | whole turkey | 84.99 | 10-12 | 5 | Granny's Favorite Turkey Dinner |
| | | n/i | 7-9 | spiral cut ham | 69.99 | 8 | 4 | Complete Holiday Ham Dinner |
| | Fresh Thyme Farmers Market | n/i | 10-12 | whole turkey | 69.99 | 6-8 | 6 | Thanksgiving Turkey Dinner |
| | Hornbacher's | Jennie-O | 10-12 | whole turkey | 69.99 | 8 | 4 | Traditional Turkey Dinner |
| | Hugo's | n/i | 10-12 | whole turkey | 64.99 | 6-8 | 4 | Turkey Dinner |
| | | n/i | 10-12 | whole turkey | 74.99 | 6-8 | 7 | Deluxe Turkey Dinner |
| | | n/i | 3-4 | bone-in turkey breast | 24.99 | 2 | 5 | Turkey Dinner for 2 |
| | Hy-Vee | Jennie-O | 3-4 | bone-in turkey breast | 49.99 | 4 | 5 | Boneless Turkey Breast Dinner |
| | | Farmland | 5-6 | boneless ham | 89.99 | 8 | 6 | Traditional Boneless Ham Dinner |
| | | CarveMaster | 8-10 | pit ham | 129.99 | 12 | 7 | Applewood Pit Ham Dinner |
| | | Butterball | 14-16 | turkey + ham or beef rib | 259.99 | 16 | 8 | Gourmet Holiday Feast |
| Butterball | | 10-12 | whole turkey | 89.99 | 8 | 6 | Traditional Turkey Feast | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

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

**Thanksgiving 2018
STORE-PREPARED HOLIDAY DINNERS**

| State | Supermarket | Brand | Weight (lb.) | Meat Item | Price | Serves | Sides | Conditions |
|----------------------------|--------------------------------|------------|-----------------------|-------------------------|--------|--------|-------------------------------|---------------------------------------|
| MN <i>(cont)</i> | Hy-Vee <i>(continued)</i> | Butterball | 14-16 | whole turkey | 129.99 | 12 | 8 | Family Feast Turkey Dinner |
| | | Hormel | 5-6 | beef prime rib - Select | 139.99 | 8 | 6 | Prime Rib Dinner |
| | Kowalski's | Butterball | 14-16 | whole turkey/pit ham | 299.99 | 20 | 10 | Holiday Family Gathering |
| | | n/i | 9 | ABF whole turkey | 109.99 | 6-8 | 8 | Kowalski's Small Turkey Dinner |
| | Lunds and Byerlys | n/i | 12-14 | ABF whole turkey | 159.99 | 12-14 | 8 | Kowalski's Turkey Dinner |
| | | n/i | 3.5 | bone-in turkey breast | 79.99 | 3-5 | 7 | Turkey Dinner for 3-5 |
| | Marketplace Foods | n/i | 11-13 | whole turkey | 139.99 | 8-10 | 8 | Turkey Dinner for 8-10 |
| | | Butterball | 10-12 | whole turkey | 89.99 | 8-10 | 6 | Turkey Dinner |
| | Sun Mart | Cloverdale | 5-7 | teardrop ham | 89.99 | 8-10 | 6 | Ham Dinner |
| | | Butterball | 10-12 | whole turkey | 59.99 | 6-8 | 5 | Traditional Turkey Dinner |
| | Super One Foods WFM Midwest | Open Acres | 8 | spiral cut ham | 59.99 | 6-8 | 5 | Traditional Spiral Ham Dinner |
| | | n/i | 1.75 | bone-in turkey breast | 19.99 | 2 | 4 | Turkey Dinner for Two |
| | | n/i | 2 | boneless ham | 19.99 | 2 | 4 | Ham Dinner for Two |
| | | Butterball | 10-12 | whole turkey | 49.99 | 6-8 | 4 | Thanksgiving Turkey Dinner |
| | | n/i | 6 | whole turkey | 79.99 | 5 | 5 | Classic Roasted Turkey Dinner |
| | | n/i | 10-14 | whole turkey | 119.99 | 8 | 5 | Classic Roasted Turkey Dinner |
| | | n/i | 10-14 | organic whole turkey | 159.99 | 8 | 5 | Organic Classic Roasted Turkey Dinner |
| | | n/i | 10-14 | smoked whole turkey | 129.99 | 8 | 5 | Hickory-Smoked Turkey Dinner for 8 |
| | | n/i | 2.5 | bone-in turkey breast | 69.99 | 4 | 5 | Turkey Breast Dinner |
| | | n/i | 3.5 | beef prime rib | 229.99 | 8 | 5 | Prime Rib Dinner |
| ND | Albert./Safeway Mountain | n/i | 10-12 | whole turkey | 59.99 | 6-8 | 5 | Traditional Turkey Dinner |
| | | n/i | 3-3.5 | bone-in turkey breast | 49.99 | 6-8 | 4 | Turkey Breast Dinner |
| | | n/i | 7-9 | spiral cut ham | 69.99 | 6-8 | 5 | Spiral Ham Dinner |
| | | n/i | 4-5 | beef prime rib | 79.99 | 5-6 | 5 | Prime Rib Dinner |
| | Cash Wise Foods | Jennie-O | 10-12 | whole turkey | 59.99 | 8-10 | 3 | Basic Holiday Dinner |
| | | Jennie-O | 10-12 | whole turkey | 89.99 | 8-10 | 6 | Deluxe Holiday Dinner |
| | Dan's Supermarkets | Butterball | 10-12 | whole turkey | 59.99 | 6-8 | 5 | Traditional Turkey Dinner |
| | | n/i | 1.75 | bone-in turkey breast | 19.99 | 2 | 4 | Turkey Dinner for Two |
| | | Open Acres | 8 | spiral cut ham | 59.99 | 6-8 | 5 | Traditional Spiral Ham Dinner |
| | Family Fare Supermarkets | n/i | 2 | boneless ham | 19.99 | 2 | 4 | Ham Dinner for Two |
| Butterball | | 10-12 | whole turkey | 59.99 | 6-8 | 5 | Traditional Turkey Dinner | |
| n/i | | 1.75 | bone-in turkey breast | 19.99 | 2 | 4 | Turkey Dinner for Two | |
| Open Acres | | 8 | spiral cut ham | 59.99 | 6-8 | 5 | Traditional Spiral Ham Dinner | |
| | | n/i | 2 | boneless ham | 19.99 | 2 | 4 | Ham Dinner for Two |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

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

**Thanksgiving 2018
STORE-PREPARED HOLIDAY DINNERS**

| State | Supermarket | Brand | Weight (lb.) | Meat Item | Price | Serves | Sides | Conditions |
|----------------------------|--------------------------|---------------------------|--------------------------|-----------------------|----------------|--------|---------------------------------|---------------------------------|
| ND <i>(cont)</i> | Food Pride | n/i | 10-12 | whole turkey | 64.99 | 6-8 | 3 | Complete Holiday Turkey Dinner |
| | | n/i | 10-12 | whole turkey | 84.99 | 10-12 | 5 | Granny's Favorite Turkey Dinner |
| | | n/i | 7-9 | spiral cut ham | 69.99 | 8 | 4 | Complete Holiday Ham Dinner |
| | Hornbacher's | Jennie-O | 10-12 | whole turkey | 69.99 | 8 | 4 | Traditional Turkey Dinner |
| | | Hugo's | n/i | 10-12 | whole turkey | 64.99 | 6-8 | 4 |
| | Marketplace Foods | n/i | 10-12 | whole turkey | 74.99 | 6-8 | 7 | Deluxe Turkey Dinner |
| | | n/i | 3-4 | bone-in turkey breast | 24.99 | 2 | 5 | Turkey Dinner for 2 |
| | | Butterball | 10-12 | whole turkey | 89.99 | 8-10 | 6 | Turkey Dinner |
| | | Cloverdale | 5-7 | teardrop ham | 89.99 | 8-10 | 6 | Ham Dinner |
| | | Albertsons/Safeway Denver | n/i | 4-5 | beef prime rib | 79.99 | 5-6 | 4 |
| Baker's | n/i | 7-9 | spiral cut ham | 59.99 | 8-10 | 4 | Spiral Ham Dinner | |
| | n/i | 3-3.5 | boneless turkey breast | 49.99 | 6-8 | 4 | Roasted Turkey Breast Dinner | |
| | n/i | 10-12 | whole turkey | 59.99 | 6-8 | 5 | Traditional Turkey Dinner | |
| | n/i | 10-12 | whole turkey | 59.99 | 6-8 | 3 | Turkey Meal | |
| | n/i | 10-12 | whole smoked turkey | 59.99 | 6-8 | 3 | Smoked Turkey Meal | |
| | n/i | 7-9 | spiral cut ham | 59.99 | 6-8 | 3 | Spiral Ham Meal | |
| | Family Fare Supermarkets | Butterball | 10-12 | whole turkey | 59.99 | 6-8 | 5 | Traditional Turkey Dinner |
| | | n/i | 1.75 | bone-in turkey breast | 19.99 | 2 | 4 | Turkey Dinner for Two |
| | | Open Acres | 8 | spiral cut ham | 59.99 | 6-8 | 5 | Traditional Spiral Ham Dinner |
| | | n/i | 2 | boneless ham | 19.99 | 2 | 4 | Ham Dinner for Two |
| Family Fresh Markets | Butterball | 10-12 | whole turkey | 59.99 | 6-8 | 5 | Traditional Turkey Dinner | |
| | Open Acres | 8 | spiral cut ham | 59.99 | 6-8 | 5 | Traditional Spiral Ham Dinner | |
| | n/i | 1.75 | bone-in turkey breast | 19.99 | 2 | 4 | Turkey Dinner for Two | |
| | n/i | 2 | boneless ham | 19.99 | 2 | 4 | Ham Dinner for Two | |
| Food Pride | n/i | 10-12 | whole turkey | 64.99 | 6-8 | 3 | Complete Holiday Turkey Dinner | |
| | n/i | 10-12 | whole turkey | 84.99 | 10-12 | 5 | Granny's Favorite Turkey Dinner | |
| | n/i | 7-9 | spiral cut ham | 69.99 | 8 | 4 | Complete Holiday Ham Dinner | |
| Fresh Thyme Farmers Market | n/i | 10-12 | whole turkey | 69.99 | 6-8 | 6 | Thanksgiving Turkey Dinner | |
| | Hy-Vee | Jennie-O | 3-4 | bone-in turkey breast | 49.99 | 4 | 5 | Boneless Turkey Breast Dinner |
| Hy-Vee | Farmland | 5-6 | boneless ham | 89.99 | 8 | 6 | Traditional Boneless Ham Dinner | |
| | CarveMaster | 8-10 | pit ham | 129.99 | 12 | 7 | Applewood Pit Ham Dinner | |
| | Butterball | 14-16 | turkey + ham or beef rib | 259.99 | 16 | 8 | Gourmet Holiday Feast | |
| | Butterball | 10-12 | whole turkey | 89.99 | 8 | 6 | Traditional Turkey Feast | |
| | Butterball | 14-16 | whole turkey | 129.99 | 12 | 8 | Family Feast Turkey Dinner | |
| | Hormel | 5-6 | beef prime rib - Select | 139.99 | 8 | 6 | Prime Rib Dinner | |
| | Butterball | 14-16 | whole turkey/pit ham | 299.99 | 20 | 10 | Holiday Family Gathering | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

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

**Thanksgiving 2018
STORE-PREPARED HOLIDAY DINNERS**

| State | Supermarket | Brand | Weight (lb.) | Meat Item | Price | Serves | Sides | Conditions |
|---------------------|----------------------------|------------------|--------------|--------------------------|--------|--------|----------------------|---------------------------------------|
| NE <i>(cont)</i> | No Frills Supermarkets | Butterball | 10-12 | whole turkey | 59.99 | 6-8 | 5 | Traditional Turkey Dinner |
| | | Open Acres | 8 | spiral cut ham | 59.99 | 6-8 | 5 | Traditional Spiral Ham Dinner |
| | | n/i | 1.75 | bone-in turkey breast | 19.99 | 2 | 4 | Turkey Dinner for Two |
| | | n/i | 2 | boneless ham | 19.99 | 2 | 4 | Ham Dinner for Two |
| | Sun Mart | Butterball | 10-12 | whole turkey | 59.99 | 6-8 | 5 | Traditional Turkey Dinner |
| | | Open Acres | 8 | spiral cut ham | 59.99 | 6-8 | 5 | Traditional Spiral Ham Dinner |
| | | n/i | 1.75 | bone-in turkey breast | 19.99 | 2 | 4 | Turkey Dinner for Two |
| | | n/i | 2 | boneless ham | 19.99 | 2 | 4 | Ham Dinner for Two |
| | WFM Midwest | n/i | 6 | whole turkey | 79.99 | 5 | 5 | Classic Roasted Turkey Dinner |
| | | n/i | 10-14 | whole turkey | 119.99 | 8 | 5 | Classic Roasted Turkey Dinner |
| | | n/i | 10-14 | organic whole turkey | 159.99 | 8 | 5 | Organic Classic Roasted Turkey Dinner |
| | | n/i | 10-14 | smoked whole turkey | 129.99 | 8 | 5 | Hickory-Smoked Turkey Dinner for 8 |
| | | n/i | 2.5 | bone-in turkey breast | 69.99 | 4 | 5 | Turkey Breast Dinner |
| | | n/i | 3.5 | beef prime rib | 229.99 | 8 | 5 | Prime Rib Dinner |
| | | n/i | 8-10 | spiral cut ham | 129.99 | 8 | 5 | Spiral-Sliced Ham Dinner for 8 |
| | | n/i | 10/8-10 | whole turkey/spiral ham | 449.99 | 12-14 | 10 | Ultimate Feast for 12 to 14 |
| | | n/i | 10/8-10 | whole turkey/spiral ham | 269.99 | 12 | 10 | Festive Feast for 12 |
| OH | Acme Fresh Markets | Butterball | 10-12 | whole turkey | 89.99 | 8-10 | 7 | Thanksgiving Feast |
| | | Acme Fresh | 4-5 | rotisserie turkey breast | 89.99 | 8-10 | 7 | Thanksgiving Feast |
| | Buehler Food Markets | n/i | 10-12 | whole turkey | 79.99 | 8-10 | 6 | Complete Holiday Dinner |
| | Fresh Thyme Farmers Market | n/i | 10-12 | whole turkey | 69.99 | 6-8 | 6 | Thanksgiving Turkey Dinner |
| | Giant Eagle | Plainville Farms | 12-14 | ABF whole turkey | 89.99 | 6 | 5 | Whole Turkey Dinner |
| | | Plainville Farms | 3-5 | ABF turkey breast | 79.99 | 6 | 5 | Turkey Breast Dinner |
| | Heinen's | Heinen's | 10-12 | whole turkey | 169.99 | 10 | 8 | Heinen's Complete Turkey Dinner |
| | IGA - Houchen's | n/i | 10-12 | whole turkey | 49.99 | 8-10 | 3 | Classic Turkey Dinner |
| | | n/i | 10-12 | whole turkey | 59.99 | 8-10 | 6 | Deluxe Turkey Dinner |
| | | n/i | 7-9 | spiral cut ham | 59.99 | 8-10 | 5 | Deluxe Spiral Ham Dinner |
| | Kroger Central | n/i | 10-12 | whole turkey | 59.99 | 6-8 | 3 | Turkey Meal |
| | | n/i | 10-12 | whole smoked turkey | 59.99 | 6-8 | 3 | Smoked Turkey Meal |
| | | n/i | 7-9 | spiral cut ham | 59.99 | 6-8 | 3 | Spiral Ham Meal |
| | Kroger Columbus | n/i | 10-12 | whole turkey | 59.99 | 6-8 | 3 | Turkey Meal |
| | | n/i | 10-12 | whole smoked turkey | 59.99 | 6-8 | 3 | Smoked Turkey Meal |
| | | n/i | 7-9 | spiral cut ham | 59.99 | 6-8 | 3 | Spiral Ham Meal |
| | Kroger Mid-Atlantic | n/i | 10-12 | whole turkey | 59.99 | 6-8 | 3 | Turkey Meal |
| | | n/i | 10-12 | whole smoked turkey | 59.99 | 6-8 | 3 | Smoked Turkey Meal |
| | | n/i | 7-9 | spiral cut ham | 59.99 | 6-8 | 3 | Spiral Ham Meal |
| | Lucky's Market | n/i | 10-12 | whole turkey | 79.99 | 4-6 | 6 | Thanksgiving Holiday Meal |
| Meijer | Butterball | 10-12 | whole turkey | 49.99 | 6-8 | 6 | Deluxe Turkey Dinner | |

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**Thanksgiving 2018
STORE-PREPARED HOLIDAY DINNERS**

| State | Supermarket | Brand | Weight (lb.) | Meat Item | Price | Serves | Sides | Conditions | |
|--------------------------|-------------------------|---------------------------|-------------------------|--------------------------|-----------------------|--------|--------------------------------|---------------------------------|---------------------------------------|
| OH <i>(cont)</i> | Needler's Fresh Market | Honeysuckle | 10-12 | whole turkey | 54.99 | 8 | 7 | Holiday Dinner | |
| | Remke Markets | Honeysuckle | 10-12 | whole turkey | 54.99 | 8 | 7 | Holiday Dinner | |
| | Riesbeck's Food Markets | Albert's | 5 | tavern ham | 89.99 | 8-10 | 7 | Holiday Ham Dinner | |
| | | n/i | 10-12 | whole turkey | 89.99 | 8-10 | 7 | Holiday Turkey Dinner | |
| | | n/i | 4-5 | beef prime rib | 139.99 | 8-10 | 7 | Holiday Prime Rib Dinner | |
| | | n/i | 3-4 | boneless turkey breast | 69.99 | 8-10 | 7 | Holiday Small Turkey Dinner | |
| | | Whole Foods Market 365 | n/i | 10 | whole turkey | 119.99 | 8 | 5 | Classic Roasted Turkey Dinner |
| | | | n/i | 2.5 | bone-in turkey breast | 69.99 | 4 | 5 | Turkey Breast Dinner |
| | | WFM Mid- Atlantic | n/i | 6 | whole turkey | 79.99 | 5 | 5 | Classic Roasted Turkey Dinner |
| | | | n/i | 10 | whole turkey | 119.99 | 8 | 5 | Classic Roasted Turkey Dinner |
| | | | n/i | 10 | whole turkey | 179.99 | 12 | 5 | Oven-Ready Turkey Dinner for 12 |
| | | | n/i | 10 | whole turkey | 139.99 | 8 | 5 | Oven-Ready Turkey Dinner for 8 |
| | | | n/i | 10 | organic whole turkey | 159.99 | 8 | 5 | Organic Classic Roasted Turkey Dinner |
| | | | n/i | 10 | smoked whole turkey | 129.99 | 8 | 5 | Hickory-Smoked Turkey Dinner for 8 |
| | | | n/i | 2.5 | bone-in turkey breast | 69.99 | 4 | 5 | Turkey Breast Dinner |
| | n/i | | 3.5 | beef prime rib | 229.99 | 8 | 5 | Prime Rib Dinner | |
| | n/i | 8-10 | spiral cut ham | 129.99 | 8 | 5 | Spiral-Sliced Ham Dinner for 8 | | |
| | n/i | 10/8-10 | whole turkey/spiral ham | 449.99 | 12-14 | 10 | Ultimate Feast for 12 to 14 | | |
| | n/i | 10/8-10 | whole turkey/spiral ham | 269.99 | 12 | 10 | Festive Feast for 12 | | |
| | SD | Albertsons/Safeway Denver | n/i | 4-5 | beef prime rib | 79.99 | 5-6 | 4 | Prime Rib Dinner |
| n/i | | | 7-9 | spiral cut ham | 59.99 | 8-10 | 4 | Spiral Ham Dinner | |
| n/i | | | 3-3.5 | boneless turkey breast | 49.99 | 6-8 | 4 | Roasted Turkey Breast Dinner | |
| n/i | | | 10-12 | whole turkey | 59.99 | 6-8 | 5 | Traditional Turkey Dinner | |
| Family Fare Supermarkets | | Butterball | 10-12 | whole turkey | 59.99 | 6-8 | 5 | Traditional Turkey Dinner | |
| | | n/i | 1.75 | bone-in turkey breast | 19.99 | 2 | 4 | Turkey Dinner for Two | |
| | | Open Acres | 8 | spiral cut ham | 59.99 | 6-8 | 5 | Traditional Spiral Ham Dinner | |
| | | n/i | 2 | boneless ham | 19.99 | 2 | 4 | Ham Dinner for Two | |
| Hy-Vee | | Jennie-O | 3-4 | bone-in turkey breast | 49.99 | 4 | 5 | Boneless Turkey Breast Dinner | |
| | | Farmland | 5-6 | boneless ham | 89.99 | 8 | 6 | Traditional Boneless Ham Dinner | |
| | | CarveMaster | 8-10 | pit ham | 129.99 | 12 | 7 | Applewood Pit Ham Dinner | |
| | | Butterball | 14-16 | turkey + ham or beef rib | 259.99 | 16 | 8 | Gourmet Holiday Feast | |
| | | Butterball | 10-12 | whole turkey | 89.99 | 8 | 6 | Traditional Turkey Feast | |
| | | Butterball | 14-16 | whole turkey | 129.99 | 12 | 8 | Family Feast Turkey Dinner | |
| | | Hormel | 5-6 | beef prime rib - Select | 139.99 | 8 | 6 | Prime Rib Dinner | |
| | | Butterball | 14-16 | whole turkey/pit ham | 299.99 | 20 | 10 | Holiday Family Gathering | |
| WI | County Market | n/i | 11-15 | whole turkey | 99.99 | 8-10 | 7 | Turkey Dinner | |
| | Econofoods | Butterball | 10-12 | whole turkey | 59.99 | 6-8 | 5 | Traditional Turkey Dinner | |
| | Open Acres | 8 | spiral cut ham | 59.99 | 6-8 | 5 | Traditional Spiral Ham Dinner | | |

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**Thanksgiving 2018
STORE-PREPARED HOLIDAY DINNERS**

| State | Supermarket | Brand | Weight (lb.) | Meat Item | Price | Serves | Sides | Conditions |
|--------------|----------------------------|------------|--------------|------------------------|--------------|--------|---------------------|---------------------------------|
| WI (cont) | Econofoods | n/i | 1.75 | bone-in turkey breast | 19.99 | 2 | 4 | Turkey Dinner for Two |
| | (continued) | n/i | 2 | boneless ham | 19.99 | 2 | 4 | Ham Dinner for Two |
| | Family Fresh Markets | Butterball | 10-12 | whole turkey | 59.99 | 6-8 | 5 | Traditional Turkey Dinner |
| | | Open Acres | 8 | spiral cut ham | 59.99 | 6-8 | 5 | Traditional Spiral Ham Dinner |
| | Festival Foods | n/i | 1.75 | bone-in turkey breast | 19.99 | 2 | 4 | Turkey Dinner for Two |
| | | n/i | 2 | boneless ham | 19.99 | 2 | 4 | Ham Dinner for Two |
| | | n/i | 10-12 | whole turkey | 39.99 | 2-3 | 4 | Small Thanksgiving Dinner |
| | | n/i | 10-12 | whole turkey | 64.99 | 4-5 | 4 | Medium Thanksgiving Dinner |
| | | n/i | 10-12 | whole turkey | 99.99 | 8-10 | 4 | Large Thanksgiving Dinner |
| | | n/i | 7-9 | spiral-cut ham | 39.99 | 2-3 | 4 | Small Thanksgiving Dinner |
| | | n/i | 7-9 | spiral-cut ham | 64.99 | 4-5 | 4 | Medium Thanksgiving Dinner |
| | | n/i | 7-9 | spiral-cut ham | 99.99 | 8-10 | 4 | Large Thanksgiving Dinner |
| | | n/i | 4-5 | beef prime rib | 49.99 | 2 | 4 | Small Thanksgiving Dinner |
| | | n/i | 4-5 | beef prime rib | 89.99 | 4 | 4 | Medium Thanksgiving Dinner |
| | | n/i | 4-5 | beef prime rib | 149.99 | 8 | 4 | Large Thanksgiving Dinner |
| | | Food Pride | n/i | 10-12 | whole turkey | 64.99 | 6-8 | 3 |
| | n/i | | 10-12 | whole turkey | 84.99 | 10-12 | 5 | Granny's Favorite Turkey Dinner |
| | n/i | | 7-9 | spiral cut ham | 69.99 | 8 | 4 | Complete Holiday Ham Dinner |
| | Fresh Thyme Farmers Market | n/i | 10-12 | whole turkey | 69.99 | 6-8 | 6 | Thanksgiving Turkey Dinner |
| | Gordy's County Market | n/i | 10-12 | whole turkey | 79.00 | 8-10 | 7 | Small Meal |
| | | n/i | 18-20 | whole turkey | 140.00 | 15-18 | 7 | Large Meal |
| | Marketplace Foods | Butterball | 10-12 | whole turkey | 89.99 | 8-10 | 6 | Turkey Dinner |
| | | Cloverdale | 5-7 | teardrop ham | 89.99 | 8-10 | 6 | Ham Dinner |
| | Meijer | Butterball | 10-12 | whole turkey | 49.99 | 6-8 | 6 | Deluxe Turkey Dinner |
| | Pick'n Save/Metro Market | n/i | 10-12 | whole turkey | 69.99 | 6-8 | 3 | Turkey Meal |
| | | n/i | 10-12 | whole smoked turkey | 69.99 | 6-8 | 3 | Smoked Turkey Meal |
| | | n/i | 7-9 | spiral cut ham | 69.99 | 6-8 | 3 | Spiral Ham Meal |
| | Schnuck's | n/i | 9-11 | whole turkey | 59.99 | 10-12 | 5 | Turkey Dinner |
| | | n/i | 9-11 | smoked whole turkey | 59.99 | 10-12 | 5 | Smoked Turkey Dinner |
| | | n/i | 4 | boneless turkey breast | 49.99 | 6-8 | 3 | Turkey Breast Dinner |
| | Sendik's Food Markets | n/i | 10 | whole turkey | 150.00 | 10 | 7 | Thanksgiving Dinner |
| | Shurfine Food Centers | n/i | 2 | boneless turkey breast | 34.99 | 2-3 | 6 | Small Turkey Dinner |
| | | n/i | 5-6 | boneless turkey breast | 59.99 | 4-5 | 6 | Medium Turkey Dinner |
| n/i | | 10-12 | whole turkey | 89.99 | 8-10 | 6 | Large Turkey Dinner | |
| n/i | | 1.5 | sliced ham | 34.99 | 2-3 | 6 | Small Ham Dinner | |
| n/i | | 3.5 | sliced ham | 59.99 | 4-5 | 6 | Medium Ham Dinner | |
| n/i | | 7 | sliced ham | 89.99 | 8-10 | 6 | Large Ham Dinner | |
| | | n/i | 1.75 | beef prime rib | 34.99 | 2-3 | 4 | Small Prime Rib Dinner |

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**Thanksgiving 2018
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| State | Supermarket | Brand | Weight (lb.) | Meat Item | Price | Serves | Sides | Conditions |
|---------------------|-----------------------|------------|--------------|-------------------------|--------|--------|-------|---------------------------------------|
| WI <i>(cont)</i> | Shurfine Food Centers | n/i | 3.5 | beef prime rib | 74.99 | 4-5 | 4 | Medium Prime Rib Dinner |
| | <i>(continued)</i> | n/i | 7 | beef prime rib | 139.99 | 8-10 | 4 | Large Prime Rib Dinner |
| | Super One Foods | Butterball | 10-12 | whole turkey | 49.99 | 6-8 | 4 | Thanksgiving Turkey Dinner |
| | Trig's | n/i | 10-12 | whole turkey | 89.00 | 10-12 | 5 | Turkey Dinner |
| | | n/i | 7-9 | spiral-cut ham | 89.00 | 8-10 | 5 | Ham Dinner |
| | | n/i | 3-5 | bone-in turkey breast | 59.00 | 4-6 | 5 | Turkey Dinner |
| | WFM Midwest | n/i | 6 | whole turkey | 79.99 | 5 | 5 | Classic Roasted Turkey Dinner |
| | | n/i | 10-14 | whole turkey | 119.99 | 8 | 5 | Classic Roasted Turkey Dinner |
| | | n/i | 10-14 | organic whole turkey | 159.99 | 8 | 5 | Organic Classic Roasted Turkey Dinner |
| | | n/i | 10-14 | smoked whole turkey | 129.99 | 8 | 5 | Hickory-Smoked Turkey Dinner for 8 |
| | | n/i | 2.5 | bone-in turkey breast | 69.99 | 4 | 5 | Turkey Breast Dinner |
| | | n/i | 3.5 | beef prime rib | 229.99 | 8 | 5 | Prime Rib Dinner |
| | | n/i | 8-10 | spiral cut ham | 129.99 | 8 | 5 | Spiral-Sliced Ham Dinner for 8 |
| | | n/i | 10/8-10 | whole turkey/spiral ham | 449.99 | 12-14 | 10 | Ultimate Feast for 12 to 14 |
| | | n/i | 10/8-10 | whole turkey/spiral ham | 269.99 | 12 | 10 | Festive Feast for 12 |

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| State | Supermarket | Brand | Weight (lb.) | Meat Item | Price | Serves | Sides | Conditions |
|---|----------------------------|-------------------------|-------------------------|-----------------------|--------|----------------------|-----------------------------|---------------------------------------|
| SOUTH CENTRAL U.S. - AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT | | | | | | | | |
| AR | Albertsons Houston | n/i | 10-12 | whole turkey | 59.99 | 6-8 | 4 | Homestyle Turkey Dinner |
| | | n/i | 4-5 | beef prime rib | 79.99 | 5-6 | 4 | Prime Rib Dinner |
| | | n/i | 7-8 | spiral cut ham | 59.99 | 8-10 | 4 | Spiral Ham Dinner |
| | Brookshire Grocery Company | n/i | 10-12 | smoked whole turkey | 49.99 | 8 | 4 | Holiday Smoked Turkey Dinner |
| | | n/i | 7-9 | spiral cut ham | 49.99 | 8 | 3 | Holiday Ham Dinner |
| | Food Giant | n/i | 10-12 | whole turkey | 46.99 | 6-8 | 3 | Turkey Dinner Special |
| | Harp's Food Stores | Honeysuckle | 10-12 | whole turkey | 85.95 | 8-10 | 6 | Martha Harp's Feast Holiday Dinner |
| | Hays Supermarkets | Butterball | 10-12 | whole turkey | 59.99 | 6-8 | 4 | Savannah Classic Deluxe Turkey Dinner |
| | | n/i | 7-10 | spiral cut ham | 52.99 | 6-8 | 2 | Savannah Classic Spiral Ham Dinner |
| | Kroger Delta | n/i | 10-12 | whole turkey | 59.99 | 6-8 | 3 | Turkey Meal |
| | | n/i | 10-12 | whole smoked turkey | 59.99 | 6-8 | 3 | Smoked Turkey Meal |
| | | n/i | 7-9 | spiral cut ham | 59.99 | 6-8 | 3 | Spiral Ham Meal |
| | Piggly Wiggly - Houchen's | n/i | 10-12 | whole turkey | 59.98 | 6-8 | 4 | Deluxe Turkey Dinner |
| | | n/i | 10-12 | whole turkey | 59.98 | 6-8 | 4 | Deluxe Pit Ham Dinner |
| | | Wilson | 4 | boneless pit ham | 49.98 | 6-8 | 3 | Turkey Dinner |
| | | Wilson | 4 | boneless pit ham | 29.98 | 6-8 | 3 | Pit Ham Dinner |
| | Super 1 Foods | n/i | 10-12 | whole smoked turkey | 49.97 | 6-8 | 3 | Turkey Holiday Dinner |
| | | n/i | 7-9 | spiral cut ham | 49.97 | 6-8 | 3 | Ham Holiday Dinner |
| | WFM Southwest | n/i | 6 | whole turkey | 79.99 | 5 | 5 | Classic Roasted Turkey Dinner |
| | | n/i | 10 | whole turkey | 119.99 | 8 | 5 | Classic Roasted Turkey Dinner |
| | | n/i | 10 | whole turkey | 179.99 | 12 | 5 | Oven-Ready Turkey Dinner for 12 |
| | | n/i | 10 | whole turkey | 139.99 | 8 | 5 | Oven-Ready Turkey Dinner for 8 |
| | | n/i | 10 | organic whole turkey | 159.99 | 8 | 5 | Organic Classic Roasted Turkey Dinner |
| | | n/i | 10 | smoked whole turkey | 129.99 | 8 | 5 | Hickory-Smoked Turkey Dinner for 8 |
| | | n/i | 2.5 | bone-in turkey breast | 69.99 | 4 | 5 | Turkey Breast Dinner |
| | | n/i | 3.5 | beef prime rib | 229.99 | 8 | 5 | Prime Rib Dinner |
| | | n/i | 8-10 | spiral cut ham | 129.99 | 8 | 5 | Spiral-Sliced Ham Dinner for 8 |
| n/i | | 10/8-10 | whole turkey/spiral ham | 449.99 | 12-14 | 10 | Ultimate Feast for 12 to 14 | |
| n/i | 10/8-10 | whole turkey/spiral ham | 269.99 | 12 | 10 | Festive Feast for 12 | | |
| AZ | Basha's | Jennie-O | 11-13 | whole turkey | 55.99 | 6-7 | 6 | Deluxe Traditional Turkey Dinner |
| | | Hormel | 8-10 | spiral cut ham | 55.99 | 8-9 | 6 | Deluxe Spiral Sliced Ham Dinner |
| | | n/i | 3-5 | bone-in turkey breast | 19.99 | 2 | 5 | Turkey Breast Dinner for Two |
| | Food City | Jennie-O/Hormel | 11-13/8-10 | turkey and spiral ham | 109.99 | 12-14 | 6 | The Feast Turkey & Ham Dinner |
| | | Jennie-O | 11-13 | whole turkey | 49.99 | 6-8 | 6 | Traditional Turkey Dinner |
| | | n/i | 8-10 | spiral cut ham | 49.99 | 6-8 | 6 | Spiral Ham Dinner |

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|---------------------|---------------------------|---------|-------------------------|-------------------------|--------|--------|------------------------|------------------------------------|
| AZ <i>(cont)</i> | Fry's | n/i | 10-12 | whole turkey | 59.99 | 6-8 | 3 | Turkey Meal |
| | | n/i | 10-12 | whole smoked turkey | 59.99 | 6-8 | 3 | Smoked Turkey Meal |
| | | n/i | 7-9 | spiral cut ham | 59.99 | 6-8 | 3 | Spiral Ham Meal |
| | Los Altos Ranch Market | n/i | 10-12 | whole turkey | 59.99 | 6-8 | 3 | Turkey Dinner |
| | | n/i | 7-9 | spiral cut ham | 59.99 | 6-8 | 3 | Ham Dinner |
| | Smith's Food & Drug | n/i | 10-12 | whole turkey | 59.99 | 6-8 | 3 | Turkey Meal |
| | | n/i | 10-12 | whole smoked turkey | 59.99 | 6-8 | 3 | Smoked Turkey Meal |
| | | n/i | 7-9 | spiral cut ham | 59.99 | 6-8 | 3 | Spiral Ham Meal |
| | Sprout's Farmers Market | n/i | 10-12 | whole turkey | 69.99 | 6-8 | 4 | Natural Turkey Meal |
| | | n/i | 7-9 | spiral cut ham | 69.99 | 6-8 | 4 | Spiral Sliced Ham Meal |
| | | n/i | 4-5 | CH beef prime rib | 79.99 | 6-8 | 4 | Boneless Beef Rib Roast Meal |
| | WFM Southern Pacific | n/i | 3-5 | boneless turkey breast | 29.99 | 2 | 4 | Boneless Turkey Breast Meal |
| | | n/i | 6 | whole turkey | 79.99 | 5 | 5 | Classic Roasted Turkey Dinner |
| | | n/i | 10 | whole turkey | 119.99 | 8 | 5 | Classic Roasted Turkey Dinner |
| | | n/i | 10 | organic whole turkey | 159.99 | 8 | 5 | Organic Whole Turkey Dinner for 8 |
| | | n/i | 10 | smoked whole turkey | 129.99 | 8 | 5 | Hickory-Smoked Turkey Dinner for 8 |
| | | n/i | 2.5 | bone-in turkey breast | 69.99 | 4 | 5 | Turkey Breast Dinner |
| | | n/i | 3.5 | beef prime rib | 229.99 | 8 | 5 | Prime Rib Dinner |
| | | n/i | 8-10 | spiral cut ham | 129.99 | 8 | 5 | Spiral-Sliced Ham Dinner for 8 |
| | | n/i | 10/8-10 | whole turkey/spiral ham | 449.99 | 12-14 | 10 | Ultimate Feast for 12 to 14 |
| | n/i | 10/8-10 | whole turkey/spiral ham | 269.99 | 12 | 10 | Festive Feast for 12 | |
| CO | Albert./Safeway Mountain | n/i | 10-12 | whole turkey | 59.99 | 6-8 | 5 | Traditional Turkey Dinner |
| | | n/i | 3-3.5 | bone-in turkey breast | 49.99 | 6-8 | 4 | Turkey Breast Dinner |
| | | n/i | 7-9 | spiral cut ham | 69.99 | 6-8 | 5 | Spiral Ham Dinner |
| | Albertsons/Safeway Denver | n/i | 4-5 | beef prime rib | 79.99 | 5-6 | 5 | Prime Rib Dinner |
| | | n/i | 4-5 | beef prime rib | 79.99 | 5-6 | 4 | Prime Rib Dinner |
| | | n/i | 7-9 | spiral cut ham | 59.99 | 8-10 | 4 | Spiral Ham Dinner |
| | | n/i | 3-3.5 | boneless turkey breast | 49.99 | 6-8 | 4 | Roasted Turkey Breast Dinner |
| | Kings Soopers | n/i | 10-12 | whole turkey | 59.99 | 6-8 | 5 | Traditional Turkey Dinner |
| | | n/i | 10-12 | whole turkey | 59.99 | 6-8 | 3 | Turkey Meal |
| | | n/i | 10-12 | whole smoked turkey | 59.99 | 6-8 | 3 | Smoked Turkey Meal |
| | Lucky's Market | n/i | 7-9 | spiral cut ham | 59.99 | 6-8 | 3 | Spiral Ham Meal |
| | | n/i | 10-12 | whole turkey | 79.99 | 4-6 | 6 | Thanksgiving Holiday Meal |
| | Smith's Food & Drug | n/i | 10-12 | whole turkey | 59.99 | 6-8 | 3 | Turkey Meal |
| | | n/i | 10-12 | whole smoked turkey | 59.99 | 6-8 | 3 | Smoked Turkey Meal |
| | Sprout's Farmers Market | n/i | 7-9 | spiral cut ham | 59.99 | 6-8 | 3 | Spiral Ham Meal |
| | | n/i | 10-12 | whole turkey | 69.99 | 6-8 | 4 | Natural Turkey Meal |
| n/i | | 7-9 | spiral cut ham | 69.99 | 6-8 | 4 | Spiral Sliced Ham Meal | |

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|---------------------------------|---|---------------------|---------------------|--------------------------|-------------------------|-----------------------------|-----------------------------------|------------------------------------|------------------------|
| CO <i>(cont)</i> | Sprout's Farmers Market <i>(continued)</i> WFM Rocky Mountain | n/i | 4-5 | CH beef prime rib | 79.99 | 6-8 | 4 | Boneless Beef Rib Roast Meal | |
| | | n/i | 3-5 | boneless turkey breast | 29.99 | 2 | 4 | Boneless Turkey Breast Meal | |
| | | n/i | 6 | whole turkey | 79.99 | 5 | 5 | Classic Roasted Turkey Dinner | |
| | | n/i | 10 | whole turkey | 119.99 | 8 | 5 | Classic Roasted Turkey Dinner | |
| | | n/i | 10 | organic whole turkey | 99.99 | 4 | 5 | Organic Whole Turkey Dinner for 4 | |
| | | n/i | 10 | organic whole turkey | 159.99 | 8 | 5 | Organic Whole Turkey Dinner for 8 | |
| | | n/i | 10 | smoked whole turkey | 89.99 | 4 | 5 | Hickory-Smoked Turkey Dinner for 4 | |
| | | n/i | 10 | smoked whole turkey | 129.99 | 8 | 5 | Hickory-Smoked Turkey Dinner for 8 | |
| | | n/i | 2.5 | bone-in turkey breast | 69.99 | 4 | 5 | Turkey Breast Dinner | |
| | | n/i | 3.5 | beef prime rib | 229.99 | 8 | 5 | Prime Rib Dinner | |
| | | n/i | 8-10 | spiral cut ham | 129.99 | 8 | 5 | Spiral-Sliced Ham Dinner for 8 | |
| | | n/i | 10/8-10 | whole turkey/spiral ham | 449.99 | 12-14 | 10 | Ultimate Feast for 12 to 14 | |
| | | n/i | 10/8-10 | whole turkey/spiral ham | 269.99 | 12 | 10 | Festive Feast for 12 | |
| | | KS | Dillon's | n/i | 10-12 | whole turkey | 59.99 | 6-8 | 3 |
| n/i | 10-12 | | | whole smoked turkey | 59.99 | 6-8 | 3 | Smoked Turkey Meal | |
| n/i | 7-9 | | | spiral cut ham | 59.99 | 6-8 | 3 | Spiral Ham Meal | |
| Harp's Food Stores Hen House | Honeysuckle | | 10-12 | whole turkey | 85.95 | 8-10 | 6 | Martha Harp's Feast Holiday Dinner | |
| | n/i | | 12-14 | whole turkey | 99.00 | 6-8 | 6 | Deluxe Turkey Feast | |
| | n/i | | 12-14 | smoked whole turkey | 99.00 | 6-8 | 6 | Deluxe Smoked Turkey Feast | |
| | n/i | | 7-8 | spiral-cut ham | 99.00 | 6-8 | 6 | Deluxe Spiral Ham Feast | |
| | n/i | | 2-3 | bnls turkey breast | 59.00 | 2 | 6 | Holiday Turkey Dinner for Two | |
| | n/i | | 2 | spiral-cut ham | 59.00 | 2 | 6 | Holiday Ham Dinner for Two | |
| | n/i | | 6 | beef prime rib | 169.00 | 6-8 | 7 | Prime Rib Feast | |
| | n/i | | 1.5 | beef prime rib | 69.00 | 2 | 7 | Prime Rib Dinner for Two | |
| Hy-Vee | Jennie-O | | 3-4 | bone-in turkey breast | 49.99 | 4 | 5 | Boneless Turkey Breast Dinner | |
| | Farmland | | 5-6 | boneless ham | 89.99 | 8 | 6 | Traditional Boneless Ham Dinner | |
| | CarveMaster | | 8-10 | pit ham | 129.99 | 12 | 7 | Applewood Pit Ham Dinner | |
| | Butterball | | 14-16 | turkey + ham or beef rib | 259.99 | 16 | 8 | Gourmet Holiday Feast | |
| | Butterball | | 10-12 | whole turkey | 89.99 | 8 | 6 | Traditional Turkey Feast | |
| | Butterball | | 14-16 | whole turkey | 129.99 | 12 | 8 | Family Feast Turkey Dinner | |
| | Hormel | | 5-6 | beef prime rib - Select | 139.99 | 8 | 6 | Prime Rib Dinner | |
| | Butterball | | 14-16 | whole turkey/pit ham | 299.99 | 20 | 10 | Holiday Family Gathering | |
| | Price Chopper | | n/i | 10-12 | whole turkey/spiral ham | 199.99 | 14-18 | 6 | Family Buffet |
| | | | n/i | 10-14 | whole turkey | 119.99 | 8-10 | 6 | Gatherings Turkey Meal |
| n/i | | 10-14 | smoked whole turkey | 119.99 | 8-10 | 6 | Gatherings Smoked Turkey Meal | | |
| n/i | | 7-9 | half spiral-cut ham | 119.99 | 8-10 | 6 | Gatherings Spiral Sliced Ham Meal | | |
| n/i | | 10-14 | whole turkey | 69.99 | 6-8 | 6 | Traditional Turkey Meal | | |
| n/i | 7-9 | half spiral-cut ham | 69.99 | 6-8 | 6 | Traditional Spiral Ham Meal | | | |

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

**Thanksgiving 2018
STORE-PREPARED HOLIDAY DINNERS**

| State | Supermarket | Brand | Weight (lb.) | Meat Item | Price | Serves | Sides | Conditions | |
|--------------|------------------------------|--------------------|-------------------------|------------------------|-----------------------|--------|--------------------------------|------------------------------------|------------------------------------|
| KS (cont) | Price Chopper (continued) | n/i | 1.5 | bnls rotisserie breast | 39.99 | 2 | 3 | Rotisserie Turkey Breast Meal | |
| | | n/i | 1.5 | spiral-cut ham | 39.99 | 2 | 3 | Honey Glazed Ham Meal | |
| | Pyramid Foods | n/i | 6 | beef prime rib | 119.99 | 6-8 | 4 | Premium Prime Rib Meal | |
| | | n/i | 10-12 | whole turkey | 79.99 | 6-8 | 5 | Deluxe Turkey Holiday Dinner | |
| | | n/i | 10-12 | spiral cut ham | 79.99 | 6-8 | 4 | Spiral Ham Holiday Dinner | |
| | | n/i | 10-12 | whole turkey | 69.99 | 6-8 | 4 | Natural Turkey Meal | |
| | Sprout's Farmers Market | n/i | 7-9 | spiral cut ham | 69.99 | 6-8 | 4 | Spiral Sliced Ham Meal | |
| | | n/i | 4-5 | CH beef prime rib | 79.99 | 6-8 | 4 | Boneless Beef Rib Roast Meal | |
| | | n/i | 3-5 | boneless turkey breast | 29.99 | 2 | 4 | Boneless Turkey Breast Meal | |
| | | WFM Rocky Mountain | n/i | 6 | whole turkey | 79.99 | 5 | 5 | Classic Roasted Turkey Dinner |
| | | | n/i | 10 | whole turkey | 119.99 | 8 | 5 | Classic Roasted Turkey Dinner |
| | | | n/i | 10 | organic whole turkey | 99.99 | 4 | 5 | Organic Whole Turkey Dinner for 4 |
| | | | n/i | 10 | organic whole turkey | 159.99 | 8 | 5 | Organic Whole Turkey Dinner for 8 |
| | | | n/i | 10 | smoked whole turkey | 89.99 | 4 | 5 | Hickory-Smoked Turkey Dinner for 4 |
| | | | n/i | 10 | smoked whole turkey | 129.99 | 8 | 5 | Hickory-Smoked Turkey Dinner for 8 |
| | | | n/i | 2.5 | bone-in turkey breast | 69.99 | 4 | 5 | Turkey Breast Dinner |
| | n/i | | 3.5 | beef prime rib | 229.99 | 8 | 5 | Prime Rib Dinner | |
| | n/i | 8-10 | spiral cut ham | 129.99 | 8 | 5 | Spiral-Sliced Ham Dinner for 8 | | |
| | n/i | 10/8-10 | whole turkey/spiral ham | 449.99 | 12-14 | 10 | Ultimate Feast for 12 to 14 | | |
| | n/i | 10/8-10 | whole turkey/spiral ham | 269.99 | 12 | 10 | Festive Feast for 12 | | |
| LA | Albertsons Houston | n/i | 10-12 | whole turkey | 59.99 | 6-8 | 4 | Homestyle Turkey Dinner | |
| | | n/i | 4-5 | beef prime rib | 79.99 | 5-6 | 4 | Prime Rib Dinner | |
| | | n/i | 7-8 | spiral cut ham | 59.99 | 8-10 | 4 | Spiral Ham Dinner | |
| | Brookshire Grocery Company | n/i | 10-12 | smoked whole turkey | 49.99 | 8 | 4 | Holiday Smoked Turkey Dinner | |
| | | n/i | 7-9 | spiral cut ham | 49.99 | 8 | 3 | Holiday Ham Dinner | |
| | County Market | n/i | 11-15 | whole turkey | 99.99 | 8-10 | 7 | Turkey Dinner | |
| | Kroger Dallas/Houston | n/i | 10-12 | whole turkey | 59.99 | 6-8 | 3 | Turkey Meal | |
| | | n/i | 10-12 | whole smoked turkey | 59.99 | 6-8 | 3 | Smoked Turkey Meal | |
| | | n/i | 7-9 | spiral cut ham | 59.99 | 6-8 | 3 | Spiral Ham Meal | |
| | Market Basket | n/i | 10-12 | smoked whole turkey | 64.99 | 5-7 | 4 | Turkey Dinner | |
| | | n/i | 10-12 | whole turkey | 64.99 | 5-7 | 4 | Smoked Turkey Dinner | |
| | | n/i | 6-8 | spiral cut ham | 54.99 | 5-7 | 4 | Spiral Ham Dinner | |
| | Ramey's Marketplace | n/i | 9-11 | smoked whole turkey | 59.99 | 6-8 | 4 | Premium Turkey Dinner | |
| | | n/i | 7-9 | boneless ham | 59.99 | 6-8 | 4 | Premium Ham Dinner | |
| | Rouses Supermarket | n/i | 10-12 | whole turkey | 59.99 | 4-6 | 6 | Traditional Holiday Dinner - Cajun | |
| | | n/i | 10-12 | whole turkey | 59.99 | 4-6 | 6 | Traditional Holiday Dinner | |
| | | n/i | 18-20 | whole turkey | 74.99 | 6-8 | 6 | Traditional Holiday Dinner | |
| | | n/i | 10-12 | spiral cut ham | 64.99 | 6-8 | 6 | Traditional Spiral Ham Dinner | |

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**Thanksgiving 2018
STORE-PREPARED HOLIDAY DINNERS**

| State | Supermarket | Brand | Weight (lb.) | Meat Item | Price | Serves | Sides | Conditions |
|---------------------|--|------------------|----------------|-------------------------|--------------|--------|----------------------------------|--|
| LA <i>(cont)</i> | Rouses Supermarket <i>(continued)</i> | n/i | 10-12 | whole turkey | 79.99 | 4-6 | 6 | Premium Holiday Dinner - Cajun |
| | | n/i | 10-12 | whole turkey | 79.99 | 4-6 | 6 | Premium Holiday Dinner |
| | Shoppers Value Foods - LA | n/i | 18-20 | whole turkey | 89.99 | 6-8 | 6 | Premium Holiday Dinner |
| | | n/i | 10-12 | spiral cut ham | 84.99 | 6-8 | 6 | Premium Spiral Ham Dinner |
| | | n/i | 12-14 | whole turkey | 49.98 | 6-8 | 4 | Turkey Dinner |
| | | n/i | 8-10 | spiral cut ham | 59.98 | 6-8 | 4 | Ham Dinner |
| | Super 1 Foods | n/i | 10-12 | whole smoked turkey | 49.97 | 6-8 | 3 | Turkey Holiday Dinner |
| | | n/i | 7-9 | spiral cut ham | 49.97 | 6-8 | 3 | Ham Holiday Dinner |
| | WFM Southwest | n/i | 6 | whole turkey | 79.99 | 5 | 5 | Classic Roasted Turkey Dinner |
| | | n/i | 10 | whole turkey | 119.99 | 8 | 5 | Classic Roasted Turkey Dinner |
| | | n/i | 10 | whole turkey | 179.99 | 12 | 5 | Oven-Ready Turkey Dinner for 12 |
| | | n/i | 10 | whole turkey | 139.99 | 8 | 5 | Oven-Ready Turkey Dinner for 8 |
| | | n/i | 10 | organic whole turkey | 159.99 | 8 | 5 | Organic Classic Roasted Turkey Dinner |
| | | n/i | 10 | smoked whole turkey | 129.99 | 8 | 5 | Hickory-Smoked Turkey Dinner for 8 |
| | | n/i | 2.5 | bone-in turkey breast | 69.99 | 4 | 5 | Turkey Breast Dinner |
| | | n/i | 3.5 | beef prime rib | 229.99 | 8 | 5 | Prime Rib Dinner |
| | | n/i | 8-10 | spiral cut ham | 129.99 | 8 | 5 | Spiral-Sliced Ham Dinner for 8 |
| | | n/i | 10/8-10 | whole turkey/spiral ham | 449.99 | 12-14 | 10 | Ultimate Feast for 12 to 14 |
| | | n/i | 10/8-10 | whole turkey/spiral ham | 269.99 | 12 | 10 | Festive Feast for 12 |
| | | Winn-Dixie | Butterball | 10-12 | whole turkey | 45.99 | 6-8 | 3 |
| Butterball | 10-12 | | whole turkey | 49.99 | 6-8 | 3 | Deluxe Turkey Dinner | |
| n/i | 10 | | spiral cut ham | 49.99 | 6-8 | 3 | Ham Dinner | |
| MO | Dierberg's | Butterball | 12-14 | whole turkey | 99.99 | 8-10 | 5 | Traditional Turkey Dinner |
| | | Butterball | 12-14 | whole turkey | 124.99 | 8-10 | 6 | Deluxe Whole Roasted Turkey Meal |
| | | n/i | 1.5 | bnls turkey breast | 62.49 | 4 | 4 | Boneless Breast of Turkey Meal - Small |
| | | n/i | 3 | bnls turkey breast | 124.99 | 8 | 4 | Boneless Breast of Turkey Meal - Large |
| | | n/i | 3.5 | beef prime rib | 109.99 | 4 | 4 | Succulent Prime Rib Meal - Small |
| | | n/i | 7 | beef prime rib | 219.99 | 8 | 4 | Succulent Prime Rib Meal - Large |
| | | Bob's Smokehouse | 3-5 | bnls glazed ham | 59.99 | 4 | 4 | Bob's Smokehouse Signature Glazed Ham Meal - Small |
| | | Bob's Smokehouse | 7-9 | bnls glazed ham | 119.99 | 8 | 4 | Bob's Smokehouse Signature Glazed Ham Meal - Large |
| | | n/i | 1.5 | CC bnls pork loin | 64.99 | 4 | 4 | Pork Loin Meal - Small |
| | | n/i | 3 | CC bnls pork loin | 129.99 | 8 | 4 | Pork Loin Meal - Large |
| | Dierberg's | 2.5 | boneless ham | 59.99 | 4 | 4 | Boneless Sliced Ham Meal - Small | |
| | Dierberg's | 5 | boneless ham | 119.99 | 8 | 4 | Boneless Sliced Ham Meal - Large | |
| | Food Giant | n/i | 10-12 | whole turkey | 46.99 | 6-8 | 3 | Turkey Dinner Special |
| | Fresh Thyme Farmers Market | n/i | 10-12 | whole turkey | 69.99 | 6-8 | 6 | Thanksgiving Turkey Dinner |

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**Thanksgiving 2018
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| State | Supermarket | Brand | Weight (lb.) | Meat Item | Price | Serves | Sides | Conditions | |
|--------------|--------------------|---------------|--------------|--------------------------|---------------------|--------|-------|------------------------------------|------------------------------|
| MO (cont) | Gerbe's | n/i | 10-12 | whole turkey | 59.99 | 6-8 | 3 | Turkey Meal | |
| | | n/i | 10-12 | whole smoked turkey | 59.99 | 6-8 | 3 | Smoked Turkey Meal | |
| | | n/i | 7-9 | spiral cut ham | 59.99 | 6-8 | 3 | Spiral Ham Meal | |
| | Harp's Food Stores | Honeysuckle | 10-12 | whole turkey | 85.95 | 8-10 | 6 | Martha Harp's Feast Holiday Dinner | |
| | | Hen House | n/i | 12-14 | whole turkey | 99.00 | 6-8 | 6 | Deluxe Turkey Feast |
| | Hy-Vee | n/i | 12-14 | smoked whole turkey | 99.00 | 6-8 | 6 | Deluxe Smoked Turkey Feast | |
| | | | 7-8 | spiral-cut ham | 99.00 | 6-8 | 6 | Deluxe Spiral Ham Feast | |
| | | n/i | 2-3 | bnls turkey breast | 59.00 | 2 | 6 | Holiday Turkey Dinner for Two | |
| | | n/i | 2 | spiral-cut ham | 59.00 | 2 | 6 | Holiday Ham Dinner for Two | |
| | | n/i | 6 | beef prime rib | 169.00 | 6-8 | 7 | Prime Rib Feast | |
| | | n/i | 1.5 | beef prime rib | 69.00 | 2 | 7 | Prime Rib Dinner for Two | |
| | | Jennie-O | 3-4 | bone-in turkey breast | 49.99 | 4 | 5 | Boneless Turkey Breast Dinner | |
| | | Farmland | 5-6 | boneless ham | 89.99 | 8 | 6 | Traditional Boneless Ham Dinner | |
| | | CarveMaster | 8-10 | pit ham | 129.99 | 12 | 7 | Applewood Pit Ham Dinner | |
| | | Butterball | 14-16 | turkey + ham or beef rib | 259.99 | 16 | 8 | Gourmet Holiday Feast | |
| | Kroger Central | Butterball | 10-12 | whole turkey | 89.99 | 8 | 6 | Traditional Turkey Feast | |
| | | | 14-16 | whole turkey | 129.99 | 12 | 8 | Family Feast Turkey Dinner | |
| | | Hormel | 5-6 | beef prime rib - Select | 139.99 | 8 | 6 | Prime Rib Dinner | |
| | | Butterball | 14-16 | whole turkey/pit ham | 299.99 | 20 | 10 | Holiday Family Gathering | |
| | | n/i | 10-12 | whole turkey | 59.99 | 6-8 | 3 | Turkey Meal | |
| | | n/i | 10-12 | whole smoked turkey | 59.99 | 6-8 | 3 | Smoked Turkey Meal | |
| | | n/i | 7-9 | spiral cut ham | 59.99 | 6-8 | 3 | Spiral Ham Meal | |
| | | Kroger Delta | n/i | 10-12 | whole turkey | 59.99 | 6-8 | 3 | Turkey Meal |
| | | | | 10-12 | whole smoked turkey | 59.99 | 6-8 | 3 | Smoked Turkey Meal |
| | | | n/i | 7-9 | spiral cut ham | 59.99 | 6-8 | 3 | Spiral Ham Meal |
| | Lucky's Market | n/i | 10-12 | whole turkey | 79.99 | 4-6 | 6 | Thanksgiving Holiday Meal | |
| | | | 10-12 | whole turkey/spiral ham | 199.99 | 14-18 | 6 | Family Buffet | |
| | Price Chopper | n/i | 10-14 | whole turkey | 119.99 | 8-10 | 6 | Gatherings Turkey Meal | |
| | | | 10-14 | smoked whole turkey | 119.99 | 8-10 | 6 | Gatherings Smoked Turkey Meal | |
| | | n/i | 7-9 | half spiral-cut ham | 119.99 | 8-10 | 6 | Gatherings Spiral Sliced Ham Meal | |
| | | n/i | 10-14 | whole turkey | 69.99 | 6-8 | 6 | Traditional Turkey Meal | |
| | | n/i | 7-9 | half spiral-cut ham | 69.99 | 6-8 | 6 | Traditional Spiral Ham Meal | |
| | | n/i | 1.5 | bnls rotisserie breast | 39.99 | 2 | 3 | Rotisserie Turkey Breast Meal | |
| | | n/i | 1.5 | spiral-cut ham | 39.99 | 2 | 3 | Honey Glazed Ham Meal | |
| | | n/i | 6 | beef prime rib | 119.99 | 6-8 | 4 | Premium Prime Rib Meal | |
| | | Pyramid Foods | n/i | 10-12 | whole turkey | 79.99 | 6-8 | 5 | Deluxe Turkey Holiday Dinner |
| | | | | 10-12 | spiral cut ham | 79.99 | 6-8 | 4 | Spiral Ham Holiday Dinner |

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**Thanksgiving 2018
STORE-PREPARED HOLIDAY DINNERS**

| State | Supermarket | Brand | Weight (lb.) | Meat Item | Price | Serves | Sides | Conditions |
|-------------------------|-------------------------|---------------------------|----------------------|-------------------------|----------------|--------|-----------------------------------|---------------------------------------|
| MO (cont) | Schnuck's | n/i | 9-11 | whole turkey | 59.99 | 10-12 | 5 | Turkey Dinner |
| | | n/i | 9-11 | smoked whole turkey | 59.99 | 10-12 | 5 | Smoked Turkey Dinner |
| | | n/i | 4 | boneless turkey breast | 49.99 | 6-8 | 3 | Turkey Breast Dinner |
| | Sprout's Farmers Market | n/i | 10-12 | whole turkey | 69.99 | 6-8 | 4 | Natural Turkey Meal |
| | | n/i | 7-9 | spiral cut ham | 69.99 | 6-8 | 4 | Spiral Sliced Ham Meal |
| | | n/i | 4-5 | CH beef prime rib | 79.99 | 6-8 | 4 | Boneless Beef Rib Roast Meal |
| | | n/i | 3-5 | boneless turkey breast | 29.99 | 2 | 4 | Boneless Turkey Breast Meal |
| | | n/i | 6 | whole turkey | 79.99 | 5 | 5 | Classic Roasted Turkey Dinner |
| | WFM Midwest | n/i | 10-14 | whole turkey | 119.99 | 8 | 5 | Classic Roasted Turkey Dinner |
| | | n/i | 10-14 | organic whole turkey | 159.99 | 8 | 5 | Organic Classic Roasted Turkey Dinner |
| | | n/i | 10-14 | smoked whole turkey | 129.99 | 8 | 5 | Hickory-Smoked Turkey Dinner for 8 |
| | | n/i | 2.5 | bone-in turkey breast | 69.99 | 4 | 5 | Turkey Breast Dinner |
| | | n/i | 3.5 | beef prime rib | 229.99 | 8 | 5 | Prime Rib Dinner |
| | | n/i | 8-10 | spiral cut ham | 129.99 | 8 | 5 | Spiral-Sliced Ham Dinner for 8 |
| | | n/i | 10/8-10 | whole turkey/spiral ham | 449.99 | 12-14 | 10 | Ultimate Feast for 12 to 14 |
| | | n/i | 10/8-10 | whole turkey/spiral ham | 269.99 | 12 | 10 | Festive Feast for 12 |
| | NM | Albertsons/Safeway Denver | n/i | 4-5 | beef prime rib | 79.99 | 5-6 | 4 |
| n/i | | | 7-9 | spiral cut ham | 59.99 | 8-10 | 4 | Spiral Ham Dinner |
| n/i | | | 3-3.5 | boneless turkey breast | 49.99 | 6-8 | 4 | Roasted Turkey Breast Dinner |
| n/i | | | 10-12 | whole turkey | 59.99 | 6-8 | 5 | Traditional Turkey Dinner |
| Basha's | | Jennie-O | 11-13 | whole turkey | 55.99 | 6-7 | 6 | Deluxe Traditional Turkey Dinner |
| | | Hormel | 8-10 | spiral cut ham | 55.99 | 8-9 | 6 | Deluxe Spiral Sliced Ham Dinner |
| | | n/i | 3-5 | bone-in turkey breast | 19.99 | 2 | 5 | Turkey Breast Dinner for Two |
| | | Jennie-O/Hormel | 11-13/8-10 | turkey and spiral ham | 109.99 | 12-14 | 6 | The Feast Turkey & Ham Dinner |
| Kings Soopers | | n/i | 10-12 | whole turkey | 59.99 | 6-8 | 3 | Turkey Meal |
| | | n/i | 10-12 | whole smoked turkey | 59.99 | 6-8 | 3 | Smoked Turkey Meal |
| | | n/i | 7-9 | spiral cut ham | 59.99 | 6-8 | 3 | Spiral Ham Meal |
| Smith's Food & Drug | | n/i | 10-12 | whole turkey | 59.99 | 6-8 | 3 | Turkey Meal |
| | | n/i | 10-12 | whole smoked turkey | 59.99 | 6-8 | 3 | Smoked Turkey Meal |
| | | n/i | 7-9 | spiral cut ham | 59.99 | 6-8 | 3 | Spiral Ham Meal |
| Sprout's Farmers Market | | n/i | 10-12 | whole turkey | 69.99 | 6-8 | 4 | Natural Turkey Meal |
| | | n/i | 7-9 | spiral cut ham | 69.99 | 6-8 | 4 | Spiral Sliced Ham Meal |
| | | n/i | 4-5 | CH beef prime rib | 79.99 | 6-8 | 4 | Boneless Beef Rib Roast Meal |
| | | n/i | 3-5 | boneless turkey breast | 29.99 | 2 | 4 | Boneless Turkey Breast Meal |
| WFM Rocky Mountain | | n/i | 6 | whole turkey | 79.99 | 5 | 5 | Classic Roasted Turkey Dinner |
| | | n/i | 10 | whole turkey | 119.99 | 8 | 5 | Classic Roasted Turkey Dinner |
| | n/i | 10 | organic whole turkey | 99.99 | 4 | 5 | Organic Whole Turkey Dinner for 4 | |
| | n/i | 10 | organic whole turkey | 159.99 | 8 | 5 | Organic Whole Turkey Dinner for 8 | |

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STORE-PREPARED HOLIDAY DINNERS**

| State | Supermarket | Brand | Weight (lb.) | Meat Item | Price | Serves | Sides | Conditions | |
|---------------------|-----------------------------------|---------------------------|----------------|--------------------------|------------------------|--------|-------|---------------------------------------|--|
| NM (cont) | WFM Rocky Mountain (continued) | n/i | 10 | smoked whole turkey | 89.99 | 4 | 5 | Hickory-Smoked Turkey Dinner for 4 | |
| | | n/i | 10 | smoked whole turkey | 129.99 | 8 | 5 | Hickory-Smoked Turkey Dinner for 8 | |
| | | n/i | 2.5 | bone-in turkey breast | 69.99 | 4 | 5 | Turkey Breast Dinner | |
| | | n/i | 3.5 | beef prime rib | 229.99 | 8 | 5 | Prime Rib Dinner | |
| | | n/i | 8-10 | spiral cut ham | 129.99 | 8 | 5 | Spiral-Sliced Ham Dinner for 8 | |
| | | n/i | 10/8-10 | whole turkey/spiral ham | 449.99 | 12-14 | 10 | Ultimate Feast for 12 to 14 | |
| | | n/i | 10/8-10 | whole turkey/spiral ham | 269.99 | 12 | 10 | Festive Feast for 12 | |
| OK | Buy for Le\$\$ | n/i | 10-12 | whole turkey | 68.99 | 6 | 7 | Deluxe Turkey Dinner | |
| | | n/i | 7-9 | spiral cut ham | 58.99 | 6 | 4 | Spiral Ham Dinner | |
| | | n/i | 4-5 | beef prime rib | 129.99 | 6 | 5 | Prime Rib Dinner | |
| | | n/i | 1.5 | rotisserie turkey breast | 34.99 | 2 | 5 | Turkey Dinner for 2 | |
| | | n/i | 1.5 | spiral cut ham | 34.99 | 2 | 5 | Ham Dinner for 2 | |
| | | n/i | .75 | beef prime rib | 54.99 | 2 | 7 | Prime Rib Dinner for 2 | |
| | | Harp's Food Stores | Honeysuckle | 10-12 | whole turkey | 85.95 | 8-10 | 6 | Martha Harp's Feast Holiday Dinner |
| | | Homeland Stores | Honeysuckle | 10-12 | whole turkey | 59.99 | 6-8 | 4 | Traditional Turkey Holiday Dinner |
| | | | Honeysuckle | 10-12 | whole turkey | 79.99 | 10-12 | 5 | Premium Turkey Holiday Dinner |
| | | Pyramid Foods | n/i | 10-12 | whole turkey | 79.99 | 6-8 | 5 | Deluxe Turkey Holiday Dinner |
| | | | n/i | 10-12 | spiral cut ham | 79.99 | 6-8 | 4 | Spiral Ham Holiday Dinner |
| | | Reasor's | Dietz & Watson | 8-10 | spiral-cut ham | 69.99 | 6-8 | 6 | Spiral Glazed Ham Dinner |
| | | | n/i | 3-5 | bone-in turkey breast | 29.99 | 2-3 | 4 | Turkey Breast Dinner |
| | | | Honeysuckle | 10-12 | whole turkey | 69.99 | 6-8 | 7 | Oven Roasted Turkey Dinner |
| | | | Honeysuckle | 8-10 | smoked whole turkey | 69.99 | 6-8 | 7 | Smoked Turkey Dinner |
| | | | n/i | 4-5 | beef prime rib | 129.99 | 6-8 | 6 | Prime Rib Dinner |
| | | | n/i | 10-12 | whole turkey | 199.99 | 12-14 | 5 | Reasor's Feast Dinner |
| | | Sprout's Farmers Market | n/i | 8-10 | smoked whole turkey | 199.99 | 12-14 | 5 | Reasor's Feast Dinner |
| | | | n/i | 10-12 | whole turkey | 69.99 | 6-8 | 4 | Natural Turkey Meal |
| | | | n/i | 7-9 | spiral cut ham | 69.99 | 6-8 | 4 | Spiral Sliced Ham Meal |
| | | | n/i | 4-5 | CH beef prime rib | 79.99 | 6-8 | 4 | Boneless Beef Rib Roast Meal |
| | | | n/i | 3-5 | boneless turkey breast | 29.99 | 2 | 4 | Boneless Turkey Breast Meal |
| | | United Supermarkets of OK | n/i | 3 | boneless turkey breast | 39.99 | 2-4 | 3 | Boneless Rotisserie Turkey Breast Dinner |
| | | | n/i | 10-12 | whole turkey | 59.99 | 6-8 | 4 | Traditional Turkey Dinner |
| | | | n/i | 10-12 | whole turkey | 79.99 | 10-12 | 5 | Premium Turkey Dinner |
| | | | Kretschmar | 6 | boneless ham | 79.99 | 10-12 | 5 | Kretschmar Spiral Sliced Ham Dinner |
| | | WFM Southwest | n/i | 6 | whole turkey | 79.99 | 5 | 5 | Classic Roasted Turkey Dinner |
| | n/i | | 10 | whole turkey | 119.99 | 8 | 5 | Classic Roasted Turkey Dinner | |
| | n/i | | 10 | whole turkey | 179.99 | 12 | 5 | Oven-Ready Turkey Dinner for 12 | |
| | n/i | | 10 | whole turkey | 139.99 | 8 | 5 | Oven-Ready Turkey Dinner for 8 | |
| | n/i | | 10 | organic whole turkey | 159.99 | 8 | 5 | Organic Classic Roasted Turkey Dinner | |

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| State | Supermarket | Brand | Weight (lb.) | Meat Item | Price | Serves | Sides | Conditions |
|---------------------|-------------------------------------|------------------------|--------------|--------------------------|--------|-----------------------------|-------|---|
| OK <i>(cont)</i> | WFM Southwest <i>(continued)</i> | n/i | 10 | smoked whole turkey | 129.99 | 8 | 5 | Hickory-Smoked Turkey Dinner for 8 |
| | | n/i | 2.5 | bone-in turkey breast | 69.99 | 4 | 5 | Turkey Breast Dinner |
| | | n/i | 3.5 | beef prime rib | 229.99 | 8 | 5 | Prime Rib Dinner |
| | | n/i | 8-10 | spiral cut ham | 129.99 | 8 | 5 | Spiral-Sliced Ham Dinner for 8 |
| | | n/i | 10/8-10 | whole turkey/spiral ham | 449.99 | 12-14 | 10 | Ultimate Feast for 12 to 14 |
| | | n/i | 10/8-10 | whole turkey/spiral ham | 269.99 | 12 | 10 | Festive Feast for 12 |
| TX | Albertsons Houston | n/i | 10-12 | whole turkey | 59.99 | 6-8 | 4 | Homestyle Turkey Dinner |
| | | n/i | 4-5 | beef prime rib | 79.99 | 5-6 | 4 | Prime Rib Dinner |
| | | n/i | 7-8 | spiral cut ham | 59.99 | 8-10 | 4 | Spiral Ham Dinner |
| | Brookshire Grocery Company | n/i | 10-12 | smoked whole turkey | 49.99 | 8 | 4 | Holiday Smoked Turkey Dinner |
| | | n/i | 7-9 | spiral cut ham | 49.99 | 8 | 3 | Holiday Ham Dinner |
| | Central Market | n/i | 10-12 | whole turkey | 129.99 | 6-8 | 6 | Oven-Roasted Turkey Dinner |
| | | n/i | 3-5 | bone-in turkey breast | 89.99 | 4-6 | 6 | Oven-Roasted Turkey Breast Dinner |
| | | n/i | 7-9 | spiral cut ham | 139.99 | 6-8 | 5 | Smoked Ham Dinner |
| | | n/i | 4-5 | beef tenderloin | 229.99 | 6-8 | 4 | Beef Tenderloin Dinner |
| | | n/i | 5-6 | beef ribeye roast | 209.99 | 6-8 | 4 | Beef Ribeye Dinner |
| | Fiesta Mart | n/i | 7-9 | spiral cut ham | 54.99 | 6-8 | 6 | Spiral Ham Dinner |
| | | n/i | 10-12 | whole turkey | 59.99 | 6-8 | 6 | Turkey Holiday Dinner |
| | H-E-B | n/i | 10-12 | smoked whole turkey | 59.99 | 6-8 | 6 | Smoked Turkey Holiday Dinner |
| | | n/i | 10-12 | whole turkey | 99.99 | 8 | 6 | Whole Turkey Meal for 8 |
| | | n/i | 3-5/7-9 | turkey breast/spiral ham | 99.99 | 8 | 6 | Turkey Breast and Ham Dinner for 8 |
| | | n/i | 3-5/7-9 | smoked breast/spiral ham | 99.99 | 8 | 6 | Smoked Turkey Breast and Ham Dinner for 8 |
| | | n/i | 7-9 | spiral cut ham | 64.99 | 4 | 6 | Spiral Ham Dinner for 4 |
| | | n/i | 3-5 | bone-in turkey breast | 64.99 | 4 | 6 | Turkey Breast Dinner for 4 |
| | Homeland Stores | Honeysuckle | 10-12 | whole turkey | 59.99 | 6-8 | 4 | Traditional Turkey Holiday Dinner |
| | | Honeysuckle | 10-12 | whole turkey | 79.99 | 10-12 | 5 | Premium Turkey Holiday Dinner |
| | Market Basket | n/i | 10-12 | smoked whole turkey | 64.99 | 5-7 | 4 | Turkey Dinner |
| | | n/i | 10-12 | whole turkey | 64.99 | 5-7 | 4 | Smoked Turkey Dinner |
| | | n/i | 6-8 | spiral cut ham | 54.99 | 5-7 | 4 | Spiral Ham Dinner |
| | Randalls Food Markets | n/i | 10-12 | whole turkey | 59.99 | 6-8 | 4 | Homestyle Turkey Dinner |
| | | n/i | 9-11 | whole turkey | 69.99 | 6-8 | 4 | Cajun Turkey Dinner |
| | | n/i | 4-5 | beef prime rib | 79.99 | 5-6 | 4 | Prime Rib Dinner |
| | Sprout's Farmers Market | n/i | 7-8 | spiral cut ham | 59.99 | 8-10 | 4 | Spiral Ham Dinner |
| | | n/i | 10-12 | whole turkey | 69.99 | 6-8 | 4 | Natural Turkey Meal |
| | | n/i | 7-9 | spiral cut ham | 69.99 | 6-8 | 4 | Spiral Sliced Ham Meal |
| | | n/i | 4-5 | CH beef prime rib | 79.99 | 6-8 | 4 | Boneless Beef Rib Roast Meal |
| n/i | 3-5 | boneless turkey breast | 29.99 | 2 | 4 | Boneless Turkey Breast Meal | | |

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

**Thanksgiving 2018
STORE-PREPARED HOLIDAY DINNERS**

| State | Supermarket | Brand | Weight (lb.) | Meat Item | Price | Serves | Sides | Conditions | |
|---------------------|--------------------------|---------------|-------------------------|-----------------------|------------------|--------|--------------------------------|---------------------------------------|------------------------------------|
| TX <i>(cont)</i> | Super 1 Foods | n/i | 10-12 | whole smoked turkey | 49.97 | 6-8 | 3 | Turkey Holiday Dinner | |
| | | n/i | 7-9 | spiral cut ham | 49.97 | 6-8 | 3 | Ham Holiday Dinner | |
| | Tom Thumb | n/i | 10-12 | whole turkey | 59.99 | 6-8 | 4 | Homestyle Turkey Dinner | |
| | | n/i | 9-11 | whole turkey | 69.99 | 6-8 | 4 | Cajun Turkey Dinner | |
| | | n/i | 4-5 | beef prime rib | 79.99 | 5-6 | 4 | Prime Rib Dinner | |
| | | n/i | 7-8 | spiral cut ham | 59.99 | 8-10 | 4 | Spiral Ham Dinner | |
| | | n/i | 10-12 | whole turkey | 57.99 | 8-10 | 3 | Baked Turkey Dinner | |
| | United Supermarkets | n/i | 3-5 | bone-in turkey breast | 52.99 | 6-8 | 3 | Turkey Breast Dinner | |
| | | n/i | 10-12 | smoked whole turkey | 57.99 | 8-10 | 3 | Smoked Turkey Dinner | |
| | | n/i | 8-10 | spiral cut ham | 67.99 | 8-10 | 4 | Holiday Ham Dinner | |
| | | n/i | 10 | whole turkey | 119.99 | 8 | 5 | Classic Roasted Turkey Dinner | |
| | Whole Foods Market 365 | n/i | 2.5 | bone-in turkey breast | 69.99 | 4 | 5 | Turkey Breast Dinner | |
| | | n/i | 6 | whole turkey | 79.99 | 5 | 5 | Classic Roasted Turkey Dinner | |
| | WFM Southwest | n/i | 10 | whole turkey | 119.99 | 8 | 5 | Classic Roasted Turkey Dinner | |
| | | n/i | 10 | whole turkey | 179.99 | 12 | 5 | Oven-Ready Turkey Dinner for 12 | |
| | | n/i | 10 | whole turkey | 139.99 | 8 | 5 | Oven-Ready Turkey Dinner for 8 | |
| | | n/i | 10 | organic whole turkey | 159.99 | 8 | 5 | Organic Classic Roasted Turkey Dinner | |
| | | n/i | 10 | smoked whole turkey | 129.99 | 8 | 5 | Hickory-Smoked Turkey Dinner for 8 | |
| | | n/i | 2.5 | bone-in turkey breast | 69.99 | 4 | 5 | Turkey Breast Dinner | |
| | | n/i | 3.5 | beef prime rib | 229.99 | 8 | 5 | Prime Rib Dinner | |
| n/i | | 8-10 | spiral cut ham | 129.99 | 8 | 5 | Spiral-Sliced Ham Dinner for 8 | | |
| n/i | | 10/8-10 | whole turkey/spiral ham | 449.99 | 12-14 | 10 | Ultimate Feast for 12 to 14 | | |
| n/i | | 10/8-10 | whole turkey/spiral ham | 269.99 | 12 | 10 | Festive Feast for 12 | | |
| UT | Albert./Safeway Mountain | n/i | 10-12 | whole turkey | 59.99 | 6-8 | 5 | Traditional Turkey Dinner | |
| | | n/i | 3-3.5 | bone-in turkey breast | 49.99 | 6-8 | 4 | Turkey Breast Dinner | |
| | | n/i | 7-9 | spiral cut ham | 69.99 | 6-8 | 5 | Spiral Ham Dinner | |
| | | n/i | 4-5 | beef prime rib | 79.99 | 5-6 | 5 | Prime Rib Dinner | |
| | | Harmon's | Diistel | 12 | ABF whole turkey | 215.00 | 10-12 | 7 | Traditional Turkey Dinner (Large) |
| | | | Diistel | 12 | ABF whole turkey | 165.00 | 6-8 | 7 | Traditional Turkey Dinner (Medium) |
| | | n/i | 8-10 | bone-in turkey breast | 190.00 | 6-8 | 7 | Traditional Turkey Breast Dinner | |
| | | n/i | 12 | beef prime rib | 225.00 | 6-8 | 4 | Prime Rib Dinner | |
| | | n/i | 8-10 | spiral cut ham | 130.00 | 6-8 | 4 | Deluxe Ham Dinner | |
| | | Kings Soopers | n/i | 8-10 | spiral cut ham | 165.00 | 6-8 | 7 | Traditional Ham Dinner |
| | n/i | | 10-12 | whole turkey | 59.99 | 6-8 | 3 | Turkey Meal | |
| | n/i | | 10-12 | whole smoked turkey | 59.99 | 6-8 | 3 | Smoked Turkey Meal | |
| | Rancho Markets | n/i | 7-9 | spiral cut ham | 59.99 | 6-8 | 3 | Spiral Ham Meal | |
| | | n/i | 5-7 | baked ham | 79.99 | 6-8 | 4 | Baked Ham Dinner | |

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

**Thanksgiving 2018
STORE-PREPARED HOLIDAY DINNERS**

| State | Supermarket | Brand | Weight (lb.) | Meat Item | Price | Serves | Sides | Conditions |
|---------------------|-------------------------|-------|--------------|-------------------------|--------|--------|-------|------------------------------------|
| UT <i>(cont)</i> | Smith's Food & Drug | n/i | 10-12 | whole turkey | 59.99 | 6-8 | 3 | Turkey Meal |
| | | n/i | 10-12 | whole smoked turkey | 59.99 | 6-8 | 3 | Smoked Turkey Meal |
| | | n/i | 7-9 | spiral cut ham | 59.99 | 6-8 | 3 | Spiral Ham Meal |
| | Sprout's Farmers Market | n/i | 10-12 | whole turkey | 69.99 | 6-8 | 4 | Natural Turkey Meal |
| | | n/i | 7-9 | spiral cut ham | 69.99 | 6-8 | 4 | Spiral Sliced Ham Meal |
| | | n/i | 4-5 | CH beef prime rib | 79.99 | 6-8 | 4 | Boneless Beef Rib Roast Meal |
| | | n/i | 3-5 | boneless turkey breast | 29.99 | 2 | 4 | Boneless Turkey Breast Meal |
| | | n/i | 6 | whole turkey | 79.99 | 5 | 5 | Classic Roasted Turkey Dinner |
| | WFM Rocky Mountain | n/i | 10 | whole turkey | 119.99 | 8 | 5 | Classic Roasted Turkey Dinner |
| | | n/i | 10 | organic whole turkey | 99.99 | 4 | 5 | Organic Whole Turkey Dinner for 4 |
| | | n/i | 10 | organic whole turkey | 159.99 | 8 | 5 | Organic Whole Turkey Dinner for 8 |
| | | n/i | 10 | smoked whole turkey | 89.99 | 4 | 5 | Hickory-Smoked Turkey Dinner for 4 |
| | | n/i | 10 | smoked whole turkey | 129.99 | 8 | 5 | Hickory-Smoked Turkey Dinner for 8 |
| | | n/i | 2.5 | bone-in turkey breast | 69.99 | 4 | 5 | Turkey Breast Dinner |
| | | n/i | 3.5 | beef prime rib | 229.99 | 8 | 5 | Prime Rib Dinner |
| | | n/i | 8-10 | spiral cut ham | 129.99 | 8 | 5 | Spiral-Sliced Ham Dinner for 8 |
| | | n/i | 10/8-10 | whole turkey/spiral ham | 449.99 | 12-14 | 10 | Ultimate Feast for 12 to 14 |
| | | n/i | 10/8-10 | whole turkey/spiral ham | 269.99 | 12 | 10 | Festive Feast for 12 |

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**Thanksgiving 2018
STORE-PREPARED HOLIDAY DINNERS**

| State | Supermarket | Brand | Weight (lb.) | Meat Item | Price | Serves | Sides | Conditions |
|-------------------------------------|----------------------------|------------|--------------|-----------------------|--------|--------|-------|---|
| SOUTHWESTERN U.S. - CA,HI,NV | | | | | | | | |
| CA | 99 Ranch Market | n/i | 12-15 | whole turkey | 48.88 | 6-8 | 2 | Thanksgiving Roast Turkey |
| | Albertsons SoCal | n/i | 10-12 | whole turkey | 59.99 | 6-8 | 4 | Homestyle Turkey Dinner |
| | | n/i | 4-5 | beef prime rib | 79.99 | 5-6 | 4 | Prime Rib Dinner |
| | | n/i | 7-8 | spiral cut ham | 59.99 | 8-10 | 4 | Spiral Ham Dinner |
| | Andronico's | Diestel | 6-10 | ABF whole turkey | 99.99 | 6 | 6 | Small Turkey Dinner |
| | | Diestel | 12-14 | ABF whole turkey | 159.99 | 10 | 6 | Large Turkey Dinner |
| | | n/i | 8.5 | spiral-cut ham | 149.99 | 10 | 6 | Ham Dinner |
| | Cardenas Markets | n/i | 10-12 | whole turkey | 64.99 | 6-8 | 4 | Turkey Dinner |
| | | n/i | 7-9 | spiral cut ham | 64.99 | 6-8 | 4 | Ham Dinner |
| | Food 4 Less | n/i | 10-12 | whole turkey | 49.99 | 6-8 | 3 | Turkey Meal |
| | | n/i | 7-9 | spiral cut ham | 49.99 | 6-8 | 3 | Spiral Ham Meal |
| | Gelson's Markets | n/i | 10-14 | whole turkey | 179.99 | 12 | 7 | Jumbo Turkey Dinner |
| | | n/i | 10-14 | whole turkey | 134.99 | 8 | 7 | Roasted Turkey Dinner |
| | | n/i | 7-9 | spiral-cut ham | 124.99 | 6 | 5 | Spiral-cut Ham Dinner |
| | | n/i | 4-5 | boneless rib roast | 159.99 | 6 | 5 | Boneless Rib Roast Dinner |
| | | n/i | 2-4 | Cornish hens | 49.99 | 2 | 7 | Cornish Game Hen Dinner for 2 |
| | | n/i | 1-3 | boneless rib roast | 79.99 | 2 | 6 | Rib Roast Dinner for 2 |
| | | n/i | 3-4 | bone-in turkey breast | 49.99 | 2 | 7 | Turkey Breast Dinner for 2 |
| | | n/i | 3-4 | spiral cut ham | 49.99 | 2 | 7 | Spiral Ham Dinner for 2 |
| | Jon's Marketplace | Butterball | 10-12 | whole turkey | 49.99 | 6-8 | 4 | Complete Turkey Dinner |
| | | Smithfield | 8-9 | spiral-cut ham | 49.99 | 6-8 | 3 | Complete Spiral Ham Dinner |
| | K.V. Mart Co. | n/i | 12 | whole turkey | 49.99 | 6-8 | 4 | Turkey Dinner |
| | La Superior Super Mercados | n/i | 12-14 | whole turkey | 79.99 | 6-8 | 5 | Stuffed Turkey Dinner |
| | | n/i | 10-11 | spiral-cut ham | 69.99 | 6-8 | 4 | Spiral Ham Dinner |
| | | n/i | 8-10 | pork rib racks | 69.99 | 6-8 | 4 | Marinated Ribs Dinner |
| | Lucky | n/i | 7-9 | spiral-cut ham | 49.99 | 6-8 | 5 | Complete Ham Meal |
| | | n/i | 10-12 | whole turkey | 49.99 | 4-8 | 6 | Complete Turkey Meal |
| | Lunardi's | Diestel | 12-13 | free-range turkey | 139.99 | 8-10 | 7 | Holiday Turkey Dinner |
| | Mar-Val Food Stores | Norbest | 12-14 | whole turkey | 59.99 | 6-8 | 6 | Norbest Turkey Dinner |
| | | Butterball | 10 | whole turkey | 69.99 | 6-8 | 6 | Butterball Turkey Dinner |
| | | n/i | 4 | beef prime rib | 79.99 | 6-8 | 4 | Roast Prime Rib Dinner |
| | | Mar-Val | 8 | boneless ham | 59.99 | 6-8 | 5 | Honey Glazed Ham Dinner |
| | Mollie Stone's | Mollie's | 12-14 | free-range turkey | 159.00 | 10-12 | 8 | Mollie's Free-Range Turkey Holiday Dinner |
| | Murphy's Markets | n/i | 10-12 | whole turkey | 59.99 | 6-8 | 5 | Turkey Dinner |
| | | n/i | 4-5 | boneless ham | 59.99 | 6-8 | 5 | Ham Dinner |
| | New Leaf Community Markets | n/i | 3-5 | bone-in turkey breast | 59.00 | 2 | 6 | Dinner for 2 |
| | | Diestel | 12-14 | ABF whole turkey | 129.00 | 6-8 | 5 | Medium All Natural Turkey Dinner |

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**Thanksgiving 2018
STORE-PREPARED HOLIDAY DINNERS**

| State | Supermarket | Brand | Weight (lb.) | Meat Item | Price | Serves | Sides | Conditions | |
|--------------|---|-------------|--------------|------------------------|------------------|--------|-------|---------------------------------|--------------------------|
| CA (cont) | New Leaf Community Markets (continued) | Diestel | 12-14 | organic whole turkey | 169.00 | 6-8 | 5 | Medium Organic Turkey Dinner | |
| | | Diestel | 8-10 | ABF whole turkey | 99.00 | 4-6 | 5 | Small All Natural Turkey Dinner | |
| | | Diestel | 8-10 | organic whole turkey | 129.00 | 4-6 | 5 | Small Organic Turkey Dinner | |
| | Northgate Gonzales | n/i | 10-12 | whole turkey | 69.99 | 6-8 | 4 | Holiday Turkey Meal | |
| | Nugget Markets | n/i | 12-14 | whole turkey | 169.99 | 8-10 | 7 | Traditional Holiday Meal | |
| | | n/i | 10-12 | whole turkey | 99.99 | 4-6 | 7 | Traditional Holiday Meal | |
| | | n/i | 7-9 | ham | 169.99 | 8-10 | 7 | Traditional Holiday Meal | |
| | | n/i | 5-7 | ham | 99.99 | 4-6 | 7 | Traditional Holiday Meal | |
| | | n/i | 12-14 | whole turkey | 199.99 | 8-10 | 2 | Contemporary Holiday Meal | |
| | | n/i | 10-12 | whole turkey | 119.99 | 4-6 | 2 | Contemporary Holiday Meal | |
| | | n/i | 7-9 | ham | 199.99 | 8-10 | 2 | Contemporary Holiday Meal | |
| | | n/i | 5-7 | ham | 119.99 | 4-6 | 2 | Contemporary Holiday Meal | |
| | | n/i | 4-5 | beef filet | 299.99 | 8-10 | 2 | Contemporary Holiday Meal | |
| | | n/i | 3-4 | beef filet | 169.99 | 4-6 | 2 | Contemporary Holiday Meal | |
| | | Pavilion's | n/i | 10-12 | whole turkey | 59.99 | 6-8 | 4 | Homestyle Turkey Dinner |
| | | | n/i | 4-5 | beef prime rib | 79.99 | 5-6 | 4 | Prime Rib Dinner |
| | | | n/i | 7-8 | spiral cut ham | 59.99 | 8-10 | 4 | Spiral Ham Dinner |
| | | Raley's | Diestel | 10-12 | ABF whole turkey | 109.99 | 6-8 | 6 | Diestel Turkey Dinner |
| | | | Butterball | 10-12 | whole turkey | 69.99 | 6-8 | 5 | Butterball Turkey Dinner |
| | n/i | | 7-9 | spiral cut ham | 69.99 | 6-8 | 4 | Glazed Ham Dinner | |
| | Butterball | | 4-6 | bone-in turkey breast | 49.99 | 2-4 | 5 | Butterball Turkey Breast Dinner | |
| | Ralph's Grocery Company | n/i | 10-12 | whole turkey | 59.99 | 6-8 | 3 | Turkey Meal | |
| | | n/i | 10-12 | whole smoked turkey | 59.99 | 6-8 | 3 | Smoked Turkey Meal | |
| | | n/i | 7-9 | spiral cut ham | 59.99 | 6-8 | 3 | Spiral Ham Meal | |
| | Safeway Northern California | n/i | 10-12 | whole turkey | 49.99 | 6-8 | 4 | Traditional Turkey Dinner | |
| | | n/i | 8-10 | spiral cut ham | 49.99 | 6-8 | 4 | Holiday Spiral Ham Dinner | |
| | | n/i | 4-5 | beef prime rib | 69.99 | 6-8 | 4 | Holiday Prime Rib Dinner | |
| | Save Mart Supermarkets | Diestel | 10-12 | ABF whole turkey | 99.99 | 4-8 | 7 | Complete Diestel Turkey Meal | |
| | | n/i | 7-9 | spiral-cut ham | 49.99 | 4-8 | 5 | Complete Ham Meal | |
| | | n/i | 4-5 | beef prime rib | 69.99 | 4-8 | 6 | Complete Rib Roast Meal | |
| | | n/i | 10-12 | whole turkey | 49.99 | 4-8 | 6 | Complete Turkey Meal | |
| | Sprout's Farmers Market | n/i | 10-12 | whole turkey | 69.99 | 6-8 | 4 | Natural Turkey Meal | |
| | | n/i | 7-9 | spiral cut ham | 69.99 | 6-8 | 4 | Spiral Sliced Ham Meal | |
| | | n/i | 4-5 | CH beef prime rib | 79.99 | 6-8 | 4 | Boneless Beef Rib Roast Meal | |
| | | n/i | 3-5 | boneless turkey breast | 29.99 | 2 | 4 | Boneless Turkey Breast Meal | |
| | Stater Bros. | Zacky Farms | 10-12 | whole turkey | 49.99 | 8 | 5 | Turkey Dinner | |
| | | Zacky Farms | 14-16 | whole turkey | 99.99 | 16 | 5 | Giant Turkey Feast | |

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| State | Supermarket | Brand | Weight (lb.) | Meat Item | Price | Serves | Sides | Conditions |
|---------------------|------------------------|-------------|-------------------------|-------------------------|--------|--------|--------------------------------|-------------------------------------|
| CA <i>(cont)</i> | Stater Bros. | Hormel | 7-9 | spiral cut ham | 49.99 | 8 | 5 | Spiral-Sliced Ham Dinner |
| | <i>(continued)</i> | n/i | 4-5 | beef rib roast | 79.99 | 5-6 | 5 | Prime Rib Dinner |
| | Superior Grocers | n/i | 10-12 | whole turkey | 59.99 | 6-8 | 5 | Holiday Dinner |
| | Super A Foods | n/i | 6-8 | whole turkey | 69.99 | 6-8 | 3 | Holiday Turkey Dinner |
| | | Hormel | 5 | spiral cut ham | 69.99 | 6-8 | 3 | Holiday Spiral Ham Dinner |
| | Vallarta Supermarkets | Butterball | 10-12 | whole turkey | 59.99 | 6-8 | 4 | La Cocina Vallarta's Turley Dinner |
| | Vons | n/i | 10-12 | whole turkey | 59.99 | 6-8 | 4 | Homestyle Turkey Dinner |
| | | n/i | 4-5 | beef prime rib | 79.99 | 5-6 | 4 | Prime Rib Dinner |
| | | n/i | 7-8 | spiral cut ham | 59.99 | 8-10 | 4 | Spiral Ham Dinner |
| | Whole Foods Market 365 | n/i | 10 | whole turkey | 119.99 | 8 | 5 | Classic Roasted Turkey Dinner |
| | | n/i | 2.5 | bone-in turkey breast | 69.99 | 4 | 5 | Turkey Breast Dinner |
| | WFM North. California | n/i | 6 | whole turkey | 79.99 | 5 | 5 | Classic Roasted Turkey Dinner |
| | | n/i | 10 | whole turkey | 119.99 | 8 | 5 | Classic Roasted Turkey Dinner |
| | | n/i | 10 | organic whole turkey | 99.99 | 4 | 5 | Organic Whole Turkey Dinner for 4 |
| | | n/i | 10 | organic whole turkey | 159.99 | 8 | 5 | Organic Whole Turkey Dinner for 8 |
| | | n/i | 10 | smoked whole turkey | 129.99 | 8 | 5 | Hickory-Smoked Turkey Dinner for 8 |
| | | n/i | 10 | heritage whole turkey | 299.99 | 12 | 7 | Heirloom Roast Turkey Dinner for 12 |
| | | n/i | 2.5 | bone-in turkey breast | 69.99 | 4 | 5 | Turkey Breast Dinner |
| | | n/i | 3.5 | beef prime rib | 229.99 | 8 | 5 | Prime Rib Dinner |
| | | n/i | 8-10 | spiral cut ham | 129.99 | 8 | 5 | Spiral-Sliced Ham Dinner for 8 |
| | | n/i | 10/8-10 | whole turkey/spiral ham | 449.99 | 12-14 | 10 | Ultimate Feast for 12 to 14 |
| | | n/i | 10/8-10 | whole turkey/spiral ham | 269.99 | 12 | 10 | Festive Feast for 12 |
| | WFM Southern Pacific | n/i | 6 | whole turkey | 79.99 | 5 | 5 | Classic Roasted Turkey Dinner |
| | | n/i | 10 | whole turkey | 119.99 | 8 | 5 | Classic Roasted Turkey Dinner |
| | | n/i | 10 | organic whole turkey | 159.99 | 8 | 5 | Organic Whole Turkey Dinner for 8 |
| | | n/i | 10 | smoked whole turkey | 129.99 | 8 | 5 | Hickory-Smoked Turkey Dinner for 8 |
| | | n/i | 2.5 | bone-in turkey breast | 69.99 | 4 | 5 | Turkey Breast Dinner |
| | n/i | 3.5 | beef prime rib | 229.99 | 8 | 5 | Prime Rib Dinner | |
| | n/i | 8-10 | spiral cut ham | 129.99 | 8 | 5 | Spiral-Sliced Ham Dinner for 8 | |
| | n/i | 10/8-10 | whole turkey/spiral ham | 449.99 | 12-14 | 10 | Ultimate Feast for 12 to 14 | |
| | n/i | 10/8-10 | whole turkey/spiral ham | 269.99 | 12 | 10 | Festive Feast for 12 | |
| HI | ChoiceMART | n/i | 10-12 | whole turkey | 69.99 | 6 | 4 | Traditional Turkey Dinner |
| | Don Quijote | n/i | 10-12 | whole turkey | 69.99 | 6 | 4 | Thanksgiving Dinner |
| | Foodland Super Market | n/i | 10-12 | whole turkey | 56.99 | 6-8 | 5 | Turkey Dinner |
| | | n/i | 12-14 | whole turkey | 89.99 | 10-12 | 8 | Premium Turkey Dinner |
| | | Farmer John | 7-9 | spiral-cut ham | 56.99 | 6-8 | 5 | Ham Dinner |

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| State | Supermarket | Brand | Weight (lb.) | Meat Item | Price | Serves | Sides | Conditions |
|---------------------|-----------------------------|------------|-------------------------|-------------------------|------------------|--------|------------------------------|------------------------------------|
| HI <i>(cont)</i> | Safeway Hawaii | n/i | 10-12 | whole turkey | 59.99 | 6-8 | 4 | Homestyle Turkey Dinner |
| | | n/i | 4-5 | beef prime rib | 79.99 | 5-6 | 4 | Prime Rib Dinner |
| | | n/i | 7-8 | spiral cut ham | 59.99 | 8-10 | 4 | Spiral Ham Dinner |
| | Times Supermarkets | Butterball | 10-12 | whole turkey | 59.99 | 7-9 | 6 | Turkey Dinner |
| | | Smithfield | 8-9 | spiral-cut ham | 59.99 | 6-8 | 5 | Ham Dinner |
| | | n/i | 4-5 | beef prime rib | 74.99 | 4-6 | 5 | Prime Rib Dinner |
| | WFM Southern Pacific | n/i | 6 | whole turkey | 79.99 | 5 | 5 | Classic Roasted Turkey Dinner |
| | | n/i | 10 | whole turkey | 119.99 | 8 | 5 | Classic Roasted Turkey Dinner |
| | | n/i | 10 | organic whole turkey | 159.99 | 8 | 5 | Organic Whole Turkey Dinner for 8 |
| | | n/i | 10 | smoked whole turkey | 129.99 | 8 | 5 | Hickory-Smoked Turkey Dinner for 8 |
| | | n/i | 2.5 | bone-in turkey breast | 69.99 | 4 | 5 | Turkey Breast Dinner |
| | | n/i | 3.5 | beef prime rib | 229.99 | 8 | 5 | Prime Rib Dinner |
| | | n/i | 8-10 | spiral cut ham | 129.99 | 8 | 5 | Spiral-Sliced Ham Dinner for 8 |
| | | n/i | 10/8-10 | whole turkey/spiral ham | 449.99 | 12-14 | 10 | Ultimate Feast for 12 to 14 |
| | n/i | 10/8-10 | whole turkey/spiral ham | 269.99 | 12 | 10 | Festive Feast for 12 | |
| NV | Cardenas Markets | n/i | 10-12 | whole turkey | 64.99 | 6-8 | 4 | Turkey Dinner |
| | | n/i | 7-9 | spiral cut ham | 64.99 | 6-8 | 4 | Ham Dinner |
| | K.V. Mart Co. | n/i | 12 | whole turkey | 49.99 | 6-8 | 4 | Turkey Dinner |
| | | Raley's | Diestel | 10-12 | ABF whole turkey | 109.99 | 6-8 | 6 |
| | Butterball | | 10-12 | whole turkey | 69.99 | 6-8 | 5 | Butterball Turkey Dinner |
| | n/i | | 7-9 | spiral cut ham | 69.99 | 6-8 | 4 | Glazed Ham Dinner |
| | Safeway Northern California | Butterball | 4-6 | bone-in turkey breast | 49.99 | 2-4 | 5 | Butterball Turkey Breast Dinner |
| | | n/i | 10-12 | whole turkey | 49.99 | 6-8 | 4 | Traditional Turkey Dinner |
| | | n/i | 8-10 | spiral cut ham | 49.99 | 6-8 | 4 | Holiday Spiral Ham Dinner |
| | Save Mart Supermarkets | n/i | 4-5 | beef prime rib | 69.99 | 6-8 | 4 | Holiday Prime Rib Dinner |
| | | Diestel | 10-12 | ABF whole turkey | 99.99 | 4-8 | 7 | Complete Diestel Turkey Meal |
| | | n/i | 7-9 | spiral-cut ham | 49.99 | 4-8 | 5 | Complete Ham Meal |
| | | n/i | 4-5 | beef prime rib | 69.99 | 4-8 | 6 | Complete Rib Roast Meal |
| | Smith's Food & Drug | n/i | 10-12 | whole turkey | 49.99 | 4-8 | 6 | Complete Turkey Meal |
| | | n/i | 10-12 | whole turkey | 59.99 | 6-8 | 3 | Turkey Meal |
| | | n/i | 10-12 | whole smoked turkey | 59.99 | 6-8 | 3 | Smoked Turkey Meal |
| | Sprout's Farmers Market | n/i | 7-9 | spiral cut ham | 59.99 | 6-8 | 3 | Spiral Ham Meal |
| | | n/i | 10-12 | whole turkey | 69.99 | 6-8 | 4 | Natural Turkey Meal |
| n/i | | 7-9 | spiral cut ham | 69.99 | 6-8 | 4 | Spiral Sliced Ham Meal | |
| n/i | | 4-5 | CH beef prime rib | 79.99 | 6-8 | 4 | Boneless Beef Rib Roast Meal | |
| n/i | | 3-5 | boneless turkey breast | 29.99 | 2 | 4 | Boneless Turkey Breast Meal | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

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

**Thanksgiving 2018
STORE-PREPARED HOLIDAY DINNERS**

| State | Supermarket | Brand | Weight (lb.) | Meat Item | Price | Serves | Sides | Conditions | |
|--------------|-----------------------|----------------------|--------------|-------------------------|--------------|--------|-------|-------------------------------------|-------------------------------|
| NV (cont) | Vons | n/i | 10-12 | whole turkey | 59.99 | 6-8 | 4 | Homestyle Turkey Dinner | |
| | | n/i | 4-5 | beef prime rib | 79.99 | 5-6 | 4 | Prime Rib Dinner | |
| | | n/i | 7-8 | spiral cut ham | 59.99 | 8-10 | 4 | Spiral Ham Dinner | |
| | WFM North. California | n/i | 6 | whole turkey | 79.99 | 5 | 5 | Classic Roasted Turkey Dinner | |
| | | n/i | 10 | whole turkey | 119.99 | 8 | 5 | Classic Roasted Turkey Dinner | |
| | | n/i | 10 | organic whole turkey | 99.99 | 4 | 5 | Organic Whole Turkey Dinner for 4 | |
| | | n/i | 10 | organic whole turkey | 159.99 | 8 | 5 | Organic Whole Turkey Dinner for 8 | |
| | | n/i | 10 | smoked whole turkey | 129.99 | 8 | 5 | Hickory-Smoked Turkey Dinner for 8 | |
| | | n/i | 10 | heritage whole turkey | 299.99 | 12 | 7 | Heirloom Roast Turkey Dinner for 12 | |
| | | n/i | 2.5 | bone-in turkey breast | 69.99 | 4 | 5 | Turkey Breast Dinner | |
| | | n/i | 3.5 | beef prime rib | 229.99 | 8 | 5 | Prime Rib Dinner | |
| | | n/i | 8-10 | spiral cut ham | 129.99 | 8 | 5 | Spiral-Sliced Ham Dinner for 8 | |
| | | n/i | 10/8-10 | whole turkey/spiral ham | 449.99 | 12-14 | 10 | Ultimate Feast for 12 to 14 | |
| | | n/i | 10/8-10 | whole turkey/spiral ham | 269.99 | 12 | 10 | Festive Feast for 12 | |
| | | WFM Southern Pacific | n/i | 6 | whole turkey | 79.99 | 5 | 5 | Classic Roasted Turkey Dinner |
| | | | n/i | 10 | whole turkey | 119.99 | 8 | 5 | Classic Roasted Turkey Dinner |
| | n/i | | 10 | organic whole turkey | 159.99 | 8 | 5 | Organic Whole Turkey Dinner for 8 | |
| | n/i | | 10 | smoked whole turkey | 129.99 | 8 | 5 | Hickory-Smoked Turkey Dinner for 8 | |
| | n/i | | 2.5 | bone-in turkey breast | 69.99 | 4 | 5 | Turkey Breast Dinner | |
| | n/i | | 3.5 | beef prime rib | 229.99 | 8 | 5 | Prime Rib Dinner | |
| | n/i | | 8-10 | spiral cut ham | 129.99 | 8 | 5 | Spiral-Sliced Ham Dinner for 8 | |
| | n/i | | 10/8-10 | whole turkey/spiral ham | 449.99 | 12-14 | 10 | Ultimate Feast for 12 to 14 | |
| | n/i | | 10/8-10 | whole turkey/spiral ham | 269.99 | 12 | 10 | Festive Feast for 12 | |

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**Thanksgiving 2018
STORE-PREPARED HOLIDAY DINNERS**

| State | Supermarket | Brand | Weight (lb.) | Meat Item | Price | Serves | Sides | Conditions |
|---|--------------------------|------------------------|--------------|-------------------------|--------------|--------|-------|------------------------------------|
| NORTHWESTERN U.S. - AK, ID, MT, OR, WA, WY | | | | | | | | |
| AK | Carrs/Safeway | n/i | 10-12 | whole turkey | 69.99 | 6-8 | 4 | Homestyle Turkey Dinner |
| | | n/i | 7-8 | spiral cut ham | 69.99 | 8-10 | 4 | Spiral Ham Dinner |
| | Fred Meyer | n/i | 10-12 | whole turkey | 59.99 | 6-8 | 3 | Turkey Meal |
| | | n/i | 10-12 | whole smoked turkey | 59.99 | 6-8 | 3 | Smoked Turkey Meal |
| | | n/i | 7-9 | spiral cut ham | 59.99 | 6-8 | 3 | Spiral Ham Meal |
| ID | Albert./Safeway Mountain | n/i | 10-12 | whole turkey | 59.99 | 6-8 | 5 | Traditional Turkey Dinner |
| | | n/i | 3-3.5 | bone-in turkey breast | 49.99 | 6-8 | 4 | Turkey Breast Dinner |
| | | n/i | 7-9 | spiral cut ham | 69.99 | 6-8 | 5 | Spiral Ham Dinner |
| | Fred Meyer | n/i | 4-5 | beef prime rib | 79.99 | 5-6 | 5 | Prime Rib Dinner |
| | | n/i | 10-12 | whole turkey | 59.99 | 6-8 | 3 | Turkey Meal |
| | | n/i | 10-12 | whole smoked turkey | 59.99 | 6-8 | 3 | Smoked Turkey Meal |
| | | n/i | 7-9 | spiral cut ham | 59.99 | 6-8 | 3 | Spiral Ham Meal |
| | | Rosauer's Supermarkets | Norbest | 10-12 | whole turkey | 54.99 | 6-8 | 6 |
| | Longhorn | | 7.5 | spiral-cut ham | 54.99 | 6-8 | 5 | Spiral Ham Dinner |
| | AmeriStar | | 4-5 | beef prime rib | 74.99 | 6-8 | 5 | Prime Rib Dinner |
| | Smith's Food & Drug | n/i | 10-12 | whole turkey | 59.99 | 6-8 | 3 | Turkey Meal |
| | | n/i | 10-12 | whole smoked turkey | 59.99 | 6-8 | 3 | Smoked Turkey Meal |
| | | n/i | 7-9 | spiral cut ham | 59.99 | 6-8 | 3 | Spiral Ham Meal |
| | WFM Rocky Mountain | n/i | 6 | whole turkey | 79.99 | 5 | 5 | Classic Roasted Turkey Dinner |
| | | n/i | 10 | whole turkey | 119.99 | 8 | 5 | Classic Roasted Turkey Dinner |
| | | n/i | 10 | organic whole turkey | 99.99 | 4 | 5 | Organic Whole Turkey Dinner for 4 |
| | | n/i | 10 | organic whole turkey | 159.99 | 8 | 5 | Organic Whole Turkey Dinner for 8 |
| | | n/i | 10 | smoked whole turkey | 89.99 | 4 | 5 | Hickory-Smoked Turkey Dinner for 4 |
| | | n/i | 10 | smoked whole turkey | 129.99 | 8 | 5 | Hickory-Smoked Turkey Dinner for 8 |
| | | n/i | 2.5 | bone-in turkey breast | 69.99 | 4 | 5 | Turkey Breast Dinner |
| | | n/i | 3.5 | beef prime rib | 229.99 | 8 | 5 | Prime Rib Dinner |
| | | n/i | 8-10 | spiral cut ham | 129.99 | 8 | 5 | Spiral-Sliced Ham Dinner for 8 |
| | | n/i | 10/8-10 | whole turkey/spiral ham | 449.99 | 12-14 | 10 | Ultimate Feast for 12 to 14 |
| | | n/i | 10/8-10 | whole turkey/spiral ham | 269.99 | 12 | 10 | Festive Feast for 12 |
| | | Yoke's Fresh Market | n/i | 10-12 | whole turkey | 59.99 | 6-8 | 5 |
| MT | Albert./Safeway Mountain | n/i | 10-12 | whole turkey | 59.99 | 6-8 | 5 | Traditional Turkey Dinner |
| | | n/i | 3-3.5 | bone-in turkey breast | 49.99 | 6-8 | 4 | Turkey Breast Dinner |
| | | n/i | 7-9 | spiral cut ham | 69.99 | 6-8 | 5 | Spiral Ham Dinner |
| | Lucky's Market | n/i | 4-5 | beef prime rib | 79.99 | 5-6 | 5 | Prime Rib Dinner |
| | | n/i | 10-12 | whole turkey | 79.99 | 4-6 | 6 | Thanksgiving Holiday Meal |

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**Thanksgiving 2018
STORE-PREPARED HOLIDAY DINNERS**

| State | Supermarket | Brand | Weight (lb.) | Meat Item | Price | Serves | Sides | Conditions |
|---------------------|---------------------------|-------------------------|-------------------------|-----------------------|--------|----------------------|--------------------------------|------------------------------------|
| MT <i>(cont)</i> | Rosauer's Supermarkets | Norbest | 10-12 | whole turkey | 54.99 | 6-8 | 6 | Turkey Dinner |
| | | Longhorn | 7.5 | spiral-cut ham | 54.99 | 6-8 | 5 | Spiral Ham Dinner |
| | | AmeriStar | 4-5 | beef prime rib | 74.99 | 6-8 | 5 | Prime Rib Dinner |
| | Smith's Food & Drug | n/i | 10-12 | whole turkey | 59.99 | 6-8 | 3 | Turkey Meal |
| | | n/i | 10-12 | whole smoked turkey | 59.99 | 6-8 | 3 | Smoked Turkey Meal |
| | | n/i | 7-9 | spiral cut ham | 59.99 | 6-8 | 3 | Spiral Ham Meal |
| OR | Albert./Safeway Northwest | n/i | 10-12 | whole turkey | 59.99 | 6-8 | 4 | Homestyle Turkey Dinner |
| | | n/i | 4-5 | beef prime rib | 79.99 | 5-6 | 4 | Prime Rib Dinner |
| | | n/i | 7-8 | spiral cut ham | 59.99 | 8-10 | 4 | Spiral Ham Dinner |
| | Fred Meyer | n/i | 10-12 | whole turkey | 59.99 | 6-8 | 3 | Turkey Meal |
| | | n/i | 10-12 | whole smoked turkey | 59.99 | 6-8 | 3 | Smoked Turkey Meal |
| | | n/i | 7-9 | spiral cut ham | 59.99 | 6-8 | 3 | Spiral Ham Meal |
| | Quality Food Center | n/i | 10-12 | whole turkey | 59.99 | 6-8 | 3 | Turkey Meal |
| | | n/i | 10-12 | whole smoked turkey | 59.99 | 6-8 | 3 | Smoked Turkey Meal |
| | | n/i | 7-9 | spiral cut ham | 59.99 | 6-8 | 3 | Spiral Ham Meal |
| | Rosauer's Supermarkets | Norbest | 10-12 | whole turkey | 54.99 | 6-8 | 6 | Turkey Dinner |
| | | Longhorn | 7.5 | spiral-cut ham | 54.99 | 6-8 | 5 | Spiral Ham Dinner |
| | | AmeriStar | 4-5 | beef prime rib | 74.99 | 6-8 | 5 | Prime Rib Dinner |
| | Roth's | n/i | 2-3 | boneless turkey roast | 49.99 | 4-5 | 3 | 1/2 Brined Turkey Roast Dinner |
| | | n/i | 3-5 | boneless turkey roast | 79.99 | 6-8 | 4 | Full Brined Turkey Roast Dinner |
| | Whole Foods Market 365 | n/i | 10 | whole turkey | 119.99 | 8 | 5 | Classic Roasted Turkey Dinner |
| | | n/i | 2.5 | bone-in turkey breast | 69.99 | 4 | 5 | Turkey Breast Dinner |
| | WFM Pacific Northwest | n/i | 6 | whole turkey | 79.99 | 5 | 5 | Classic Roasted Turkey Dinner |
| | | n/i | 10 | whole turkey | 119.99 | 8 | 5 | Classic Roasted Turkey Dinner |
| | | n/i | 10 | organic whole turkey | 159.99 | 8 | 5 | Organic Whole Turkey Dinner for 8 |
| | | n/i | 10 | smoked whole turkey | 129.99 | 8 | 5 | Hickory-Smoked Turkey Dinner for 8 |
| n/i | | 3.5 | beef prime rib | 229.99 | 8 | 5 | Prime Rib Dinner | |
| n/i | | 8-10 | spiral cut ham | 129.99 | 8 | 5 | Spiral-Sliced Ham Dinner for 8 | |
| n/i | | 10/8-10 | whole turkey/spiral ham | 449.99 | 12-14 | 10 | Ultimate Feast for 12 to 14 | |
| n/i | 10/8-10 | whole turkey/spiral ham | 269.99 | 12 | 10 | Festive Feast for 12 | | |
| WA | 99 Ranch Market | n/i | 12-15 | whole turkey | 48.88 | 6-8 | 2 | Thanksgiving Roast Turkey |
| | Albert./Safeway Northwest | n/i | 10-12 | whole turkey | 59.99 | 6-8 | 4 | Homestyle Turkey Dinner |
| | | n/i | 4-5 | beef prime rib | 79.99 | 5-6 | 4 | Prime Rib Dinner |
| | | n/i | 7-8 | spiral cut ham | 59.99 | 8-10 | 4 | Spiral Ham Dinner |
| | Fred Meyer | n/i | 10-12 | whole turkey | 59.99 | 6-8 | 3 | Turkey Meal |
| | | n/i | 10-12 | whole smoked turkey | 59.99 | 6-8 | 3 | Smoked Turkey Meal |
| n/i | | 7-9 | spiral cut ham | 59.99 | 6-8 | 3 | Spiral Ham Meal | |

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**Thanksgiving 2018
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| State | Supermarket | Brand | Weight (lb.) | Meat Item | Price | Serves | Sides | Conditions |
|---------------------------|--------------------------|--------------------------|--------------|-------------------------|--------------|--------|-------|------------------------------------|
| WA <i>(cont)</i> | Haggen Northwest Fresh | Butterball | 10-12 | whole turkey | 139.00 | 8 | 7 | Turkey Dinner |
| | | n/i | 4.5 | bone-in turkey breast | 139.00 | 8 | 7 | Turkey Breast Dinner |
| | | Hempler's | 8 | spiral cut ham | 139.00 | 8 | 6 | Hempler's Spiral Ham Dinner |
| | Metropolitan Market | n/i | 10-12 | free-range turkey | 179.99 | 6-8 | 6 | Complete Turkey Dinner |
| | | n/i | 3-5 | bone-in turkey breast | 59.99 | 6-8 | 7 | Bone-in Turkey Breast Dinner |
| | | n/i | 3-5 | boneless turkey breast | 109.99 | 6-8 | 7 | Boneless Turkey Breast Dinner |
| | Quality Food Center | n/i | 10-12 | whole turkey | 59.99 | 6-8 | 3 | Turkey Meal |
| | | n/i | 10-12 | whole smoked turkey | 59.99 | 6-8 | 3 | Smoked Turkey Meal |
| | | n/i | 7-9 | spiral cut ham | 59.99 | 6-8 | 3 | Spiral Ham Meal |
| | Rosauer's Supermarkets | Norbest | 10-12 | whole turkey | 54.99 | 6-8 | 6 | Turkey Dinner |
| | | Longhorn | 7.5 | spiral-cut ham | 54.99 | 6-8 | 5 | Spiral Ham Dinner |
| | | AmeriStar | 4-5 | beef prime rib | 74.99 | 6-8 | 5 | Prime Rib Dinner |
| | Sprout's Farmers Market | n/i | 10-12 | whole turkey | 69.99 | 6-8 | 4 | Natural Turkey Meal |
| | | n/i | 7-9 | spiral cut ham | 69.99 | 6-8 | 4 | Spiral Sliced Ham Meal |
| | | n/i | 4-5 | CH beef prime rib | 79.99 | 6-8 | 4 | Boneless Beef Rib Roast Meal |
| | | n/i | 3-5 | boneless turkey breast | 29.99 | 2 | 4 | Boneless Turkey Breast Meal |
| | Town and Country Markets | Diistel | 12-14 | ABF whole turkey | 175.00 | 6-8 | 7 | Complete Turkey Dinner |
| | WFM Pacific Northwest | n/i | 6 | whole turkey | 79.99 | 5 | 5 | Classic Roasted Turkey Dinner |
| | | n/i | 10 | whole turkey | 119.99 | 8 | 5 | Classic Roasted Turkey Dinner |
| | | n/i | 10 | organic whole turkey | 159.99 | 8 | 5 | Organic Whole Turkey Dinner for 8 |
| | | n/i | 10 | smoked whole turkey | 129.99 | 8 | 5 | Hickory-Smoked Turkey Dinner for 8 |
| | | n/i | 3.5 | beef prime rib | 229.99 | 8 | 5 | Prime Rib Dinner |
| | | n/i | 8-10 | spiral cut ham | 129.99 | 8 | 5 | Spiral-Sliced Ham Dinner for 8 |
| | | n/i | 10/8-10 | whole turkey/spiral ham | 449.99 | 12-14 | 10 | Ultimate Feast for 12 to 14 |
| | | n/i | 10/8-10 | whole turkey/spiral ham | 269.99 | 12 | 10 | Festive Feast for 12 |
| | Yoke's Fresh Market | n/i | 10-12 | whole turkey | 59.99 | 6-8 | 5 | Turkey Dinner |
| | WY | Albert./Safeway Mountain | n/i | 10-12 | whole turkey | 59.99 | 6-8 | 5 |
| n/i | | | 3-3.5 | bone-in turkey breast | 49.99 | 6-8 | 4 | Turkey Breast Dinner |
| n/i | | | 7-9 | spiral cut ham | 69.99 | 6-8 | 5 | Spiral Ham Dinner |
| n/i | | | 4-5 | beef prime rib | 79.99 | 5-6 | 5 | Prime Rib Dinner |
| Albertsons/Safeway Denver | | n/i | 4-5 | beef prime rib | 79.99 | 5-6 | 4 | Prime Rib Dinner |
| | | n/i | 7-9 | spiral cut ham | 59.99 | 8-10 | 4 | Spiral Ham Dinner |
| | | n/i | 3-3.5 | boneless turkey breast | 49.99 | 6-8 | 4 | Roasted Turkey Breast Dinner |
| Food Pride | | n/i | 10-12 | whole turkey | 59.99 | 6-8 | 5 | Traditional Turkey Dinner |
| | | n/i | 10-12 | whole turkey | 64.99 | 6-8 | 3 | Complete Holiday Turkey Dinner |
| | | n/i | 10-12 | whole turkey | 84.99 | 10-12 | 5 | Granny's Favorite Turkey Dinner |
| | | n/i | 7-9 | spiral cut ham | 69.99 | 8 | 4 | Complete Holiday Ham Dinner |

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| State | Supermarket | Brand | Weight (lb.) | Meat Item | Price | Serves | Sides | Conditions |
|--------------|---------------------|-------|--------------|---------------------|-------|--------|-------|---------------------------|
| WY (cont) | Kings Soopers | n/i | 10-12 | whole turkey | 59.99 | 6-8 | 3 | Turkey Meal |
| | | n/i | 10-12 | whole smoked turkey | 59.99 | 6-8 | 3 | Smoked Turkey Meal |
| | | n/i | 7-9 | spiral cut ham | 59.99 | 6-8 | 3 | Spiral Ham Meal |
| | Lucky's Market | n/i | 10-12 | whole turkey | 79.99 | 4-6 | 6 | Thanksgiving Holiday Meal |
| | Smith's Food & Drug | n/i | 10-12 | whole turkey | 59.99 | 6-8 | 3 | Turkey Meal |
| | | n/i | 10-12 | whole smoked turkey | 59.99 | 6-8 | 3 | Smoked Turkey Meal |
| | | n/i | 7-9 | spiral cut ham | 59.99 | 6-8 | 3 | Spiral Ham Meal |