



United States
Department of
Agriculture

Agricultural
Marketing
Service

Livestock,
Poultry and
Seed Program

Agricultural
Analytics
Division

U.S. Supermarket Holiday Featuring Meat and Poultry

Memorial Day 2015

Advertised Prices effective through May 25, 2015



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

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

Contents:

Chicken -

Regular and value packs of boneless/skinless (b/s) breasts; b/s thighs; split, bone-in breasts; wings; bone-in thighs and drumsticks; tray and bagged leg quarters; 8-piece and 12-piece fried chicken.

Northeast.....	03
Southeast.....	19
Midwest.....	29
South Central.....	41
Southwest.....	49
Northwest.....	53

Pork -

Sparerib varieties, various pork chop styles, whole boneless loins, and pork sausage.

Northeast.....	57
Southeast.....	70
Midwest.....	81
South Central.....	97
Southwest.....	107
Northwest.....	111

Beef -

Ground beef, beef patties, and various USDA Choice beef steaks.

Northeast.....	116
Southeast.....	132
Midwest.....	144
South Central.....	158
Southwest.....	167
Northwest.....	170

Ground Poultry -

Ground turkey and chicken grinds, sausage, and patties. .

Northeast.....	175
Southeast.....	181
Midwest.....	183
South Central.....	185
Southwest.....	187
Northwest.....	188

Report Notes:

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

Code Key:

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

Beef Conditions Key:

- L limit at sale price
- v value pack (regular if not identified)

U.S. Regional Definitions:

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

The U.S. Department of Agriculture (USDA) prohibits discrimination against its customers, employees, and applicants for employment on the bases of race, color, national origin, age, disability, sex, gender identity, religion, reprisal, and where applicable, political beliefs, marital status, familial or parental status, sexual orientation, or all or part of an individual's income is derived from any public assistance program, or protected genetic information in employment or in any program or activity conducted or funded by the Department. (Not all prohibited bases will apply to all programs and/or employment activities.)

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2015

prices in \$US per pound unless otherwise noted.

CHICKEN

State	Supermarket	Brand	Key	B/S Breast		B/S Thighs		Split Breast		Wings		Thighs		Drumsticks		Leg Quarters		Fried		Store Card
				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	8-piece	12-Piece	
NORTHEASTERN U.S. - CT,DC,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT																				
CT	A&P Stores	America's Choice								2.99		1.69		1.69						
		Green Way	O											2.99						
		MidAtlantic Farms	A	2.99																yes
		Tender-N-Juicy			1.99															
	Adams IGA	n/i										1.00		1.00						
		Fieldale Farms				2.99			1.39											
	AG New England	n/i			2.49															
	ALDI	n/i			1.89															
		Kirkwood										0.99		0.99						
	Associated	n/i														0.59				
		Perdue		2.99																
		Harvestland	A									2.29		2.29						
	Best Market	n/i			1.97		1.99			2.79		1.29		0.87		0.87				
	Big Y	Sam's		3.69								0.99		0.99						
		n/i																	6.98	
	Bravo	Perdue							1.79											
	C-Town	Harvestland	A									2.19		2.19						
		Perdue														0.59				
	Compare Foods	Perdue						1.59								0.99				
		Harvestland	A									2.29		2.29						
	Food Bazaar	n/i			1.99									1.29			0.79			
	Food Emporium	Greenway	O	25% off																
	Geissler's	Fieldale Farms							1.39											
		Geissler's	A			2.99														
	Highland Park	Bell & Evans	A	4.99																
	Key Food	Allen's						1.89	1.69											
		n/i															0.49			
		Coleman's	O	8.49																
		Perdue								2.99	2.79	1.49	1.29	1.49	1.29					
	King's	Perdue			3.99															
	Marc's	Amish Valley		2.59																
	Mrs. Green's	Coleman's	O	7.99																
	NSA Supermarket	n/i												0.79						
		Harvestland	A									1.99		1.99						

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2015

prices in \$US per pound unless otherwise noted.

CHICKEN

State	Supermarket	Brand	Key	B/S Breast		B/S Thighs		Split Breast		Wings		Thighs		Drumsticks		Leg Quarters		Fried		Store Card	
				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	8-piece	12-Piece		
CT <i>(cont)</i>	Pioneer	Perdue														0.99					
		Bell & Evans	A									1.99		1.99							
		Price Chopper	Price Chopper		3.49	2.49															
			Coleman	O	7.99																
			Tyson										1.79		1.79		0.99				
		Price Rite	n/i			1.99												0.59			
		Save-a-Lot	n/i										0.99		0.99						
		ShopRite	n/i			1.99	2.29			1.79									5.99		
			Tyson										0.99		0.99		0.99				
			Readington Farms	A	3.74		2.24							1.41		1.41					
			Coleman	O	9.99									2.79		2.79					
		Stew Leonard's	Stew's Naked	A	2.99																yes
			Stew's Naked	A	6.99																
		Stop & Shop	Stop & Shop			2.49										0.99		0.99			
			Nature's Promise	O	25% off																
			Nature's Promise	A	3.99																
		Target	Gold'n Plump		4.80																
		The Fresh Market	n/i	A					2.99												
	Trader Joe's	Trader Joe's	O											1.99							
	Walmart	n/i			1.99																
	Whole Foods NAt	Bell & Evans	A												1.49						
	Whole Foods NE	Bell & Evans	A											1.99							
DC	ALDI	n/i			1.89																
		Kirkwood											0.99		0.99						
	Giant Food	Giant			2.49										0.99		0.99			yes	
		Nature's Promise	O	25% off																	
		Nature's Promise	A	3.99										1.69		1.69					
	Harris Teeter	Harris Teeter														0.59				yes	
		Harris Teeter														1.49					
	Safeway Eastern	Eating Right			1.88		1.88														
		Open Nature	A	5.00												4.79					yes
		n/i																5.00			
	Safeway Farms											0.99		0.99		0.99					
	O Organic	O			6.99																
	Save-a-Lot	n/i										0.99		0.99							

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2015

prices in \$US per pound unless otherwise noted.

CHICKEN

State	Supermarket	Brand	Key	B/S Breast		B/S Thighs		Split Breast		Wings		Thighs		Drumsticks		Leg Quarters		Fried		Store Card	
				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	8-piece	12-Piece		
DC (cont)	Target	Gold'n Plump		4.80																	
	Trader Joe's	Trader Joe's	O											1.99							
	Walmart	n/i			1.99																
DE	A&P Stores	America's Choice								2.99		1.69		1.69							
		Green Way	O										2.99								
		MidAtlantic Farms	A	2.99																	yes
		Tender-N-Juicy			1.99																
	ACME Markets	Lancaster Brand		3.99					BOGO			BOGO		BOGO						9.99	
		Perdue		3.99					BOGO												
	Food Lion	Nature's Place	A	25% off																	
		n/i					1.89													5.99	
	Fresh Grocer	n/i			1.88				1.79				1.19	1.19						5.99	
		n/i																		4.99	dark
		Perdue								2.99											
	Giant Food	Giant			2.49									0.99		0.99					yes
		Nature's Promise	O	25% off																	
		Nature's Promise	A		3.99									1.69		1.69					
	Great Valu Market	n/i							1.49				1.49	1.49						9.99	
		Gold Leaf															0.59				
		Perdue															1.19				
	Harris Teeter	Harris Teeter															0.59				yes
		Harris Teeter															1.49				
	Redner's	n/i											0.68	0.68							yes
	n/i											1.08	1.08								
Safeway Eastern	Eating Right				1.88		1.88														yes
	Open Nature	A		5.00												4.79					
	n/i																		5.00		
	Safeway Farms											0.99	0.99	0.99							
	O Organic	O				6.99															
Save-a-Lot	n/i											0.99	0.99								
ShopRite	n/i			1.99	2.29			1.79											5.99		
	Tyson											0.99	0.99	0.99	0.99						
	Readington Farms	A		3.74	2.24						1.41		1.41								
	Coleman	O		9.99							2.79		2.79								
Shurfine	n/i			2.99	2.69	2.99														yes	

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2015

prices in \$US per pound unless otherwise noted.

CHICKEN

State	Supermarket	Brand	Key	B/S Breast		B/S Thighs		Split Breast		Wings		Thighs		Drumsticks		Leg Quarters		Fried		Store Card
				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	8-piece	12-Piece	
DE (cont)	Target	Gold'n Plump		4.80																
	Trader Joe's	Trader Joe's	O										1.99							
	Walmart	n/i			1.99															
MA	Adams IGA	n/i										1.00		1.00						
		Fieldale Farms				2.99			1.39											
		AG New England	n/i		2.49															
		ALDI	n/i		1.89															
		Kirkwood										0.99		0.99						
		Big Y	Sam's		3.69							0.99		0.99						6.98
		n/i																		
		C-Town	Harvestland	A								2.19		2.19						
			Perdue														0.59			
		Compare Foods	Perdue					1.59									0.99			
			Harvestland	A								2.29		2.29						
		Crosby's	n/i		1.99															8.99
		Donelan's	n/i						1.79											9.99
		Geissler's	Fieldale Farms						1.39											
			Geissler's	A			2.99													
		Hannaford	Hannaford										0.99		0.99					6.99
			Nature's Place	A	5.33															
		Market Basket	Market Basket									1.09		1.09			1.09			
			Market Basket									1.39		1.39			1.39			
		Met Foods	n/i		2.49															
		Coleman	O	6.99																
		Bell & Evans	A								1.99		1.99							
	NSA Supermarket	n/i												0.79						
		Harvestland	A								1.99		1.99							
	Price Chopper	Price Chopper		3.49	2.49															
		Coleman	O	7.99																
		Tyson									1.79		1.79			0.99				
	Price Rite	n/i			1.99												0.59			
	Roche Bros.	Bell & Evans	A								2.49		2.49							
		Roche Bros.	A	50% off		50% off					50% off		50% off							
	Save-a-Lot	n/i										0.99		0.99						

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2015

prices in \$US per pound unless otherwise noted.

CHICKEN

State	Supermarket	Brand	Key	B/S Breast		B/S Thighs		Split Breast		Wings		Thighs		Drumsticks		Leg Quarters		Fried		Store Card
				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	8-piece	12-Piece	
MA <i>(cont)</i>	Shaw's	n/i			1.77															
		Sanderson Farms										1.49		1.49						
	Star Market	n/i			1.97														8.99	
		Perdue										BOGO		BOGO						
	Stop & Shop	Stop & Shop			2.49									0.99		0.99				
		Nature's Promise	O		25% off															
		Nature's Promise	A		3.99															
	Target	Gold'n Plump			4.80															
	The Fresh Market	n/i	A					2.99												
	Trader Joe's	Trader Joe's	O											1.99						
	Trucchi's	n/i														0.69				
		Perdue										1.49		1.49						
	Walmart	n/i				1.99														
Wegman's	Wegman's				1.49															
	Wegman's	O		6.99																
Whole Foods NAT	Bell & Evans	A												1.49						
MD	A&P Stores	America's Choice								2.99		1.69		1.69						
		Green Way	O											2.99						
		MidAtlantic Farms	A		2.99															
		Tender-N-Juicy			1.99															
	ACME Markets	Lancaster Brand			3.99						BOGO		BOGO		BOGO				9.99	
		Perdue			3.99						BOGO									
	AG New England	n/i			2.49															
	ALDI	n/i			1.89															
		Kirkwood											0.99		0.99					
	Associated	n/i														0.59				
		Perdue			2.99															
		Harvestland	A									2.29		2.29						
	Family Owned	n/i			2.99	2.49	2.69	2.29											7.99	
Food Lion	Nature's Place	A		25% off																
	n/i						1.89											5.99		
Giant Eagle	Giant Eagle			BOGO					1.99											
	Giant Eagle			2.59																

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2015

prices in \$US per pound unless otherwise noted.

CHICKEN

State	Supermarket	Brand	Key	B/S Breast		B/S Thighs		Split Breast		Wings		Thighs		Drumsticks		Leg Quarters		Fried		Store Card
				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	8-piece	12-Piece	
MD (cont)	Giant Food	Giant			2.49									0.99		0.99				yes
		Nature's Promise	O	25% off																
		Nature's Promise	A	3.99										1.69		1.69				
		Graul's	Perdue					1.79						1.29						
		Great Valu Market	n/i						1.49				1.49		1.49					9.99
			Gold Leaf														0.59			
			Perdue														1.19			
		Harris Teeter	Harris Teeter														0.59			
			Harris Teeter														1.49			yes
		Mars	n/i										0.99		0.99					
			Perdue				2.29													
		Martin's Foods	Martin's			1.99								1.29		1.29				
			Nature's Promise	A	3.99															
			Nature's Promise	O	25% off															
		Price Rite	n/i			1.99												0.59		
		Redner's	n/i											0.68		0.68				
			n/i											1.08		1.08				
		Safeway Eastern	Eating Right			1.88		1.88												
			Open Nature	A	5.00												4.79			
			n/i																5.00	
			Safeway Farms											0.99		0.99	0.99			
			O Organic	O			6.99													
		Save-a-Lot	n/i											0.99		0.99				
		Shop'n Save	n/i														0.69			
			Tyson											1.18		1.18				
		Shoppers Food	n/i																5.99	
			Shoppers						1.99		1.99									
		ShopRite	n/i			1.99	2.29		1.79										5.99	
			Tyson											0.99		0.99	0.99			
			Readington Farms	A	3.74		2.24							1.41		1.41				
		Coleman	O	9.99									2.79		2.79					
	Shurfine	n/i		2.99	2.69	2.99													yes	
	Target	Gold'n Plump		4.80																
	The Fresh Market	n/i	A					2.99												
	Trader Joe's	Trader Joe's	O											1.99						

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2015

prices in \$US per pound unless otherwise noted.

CHICKEN

State	Supermarket	Brand	Key	B/S Breast		B/S Thighs		Split Breast		Wings		Thighs		Drumsticks		Leg Quarters		Fried		Store Card
				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	8-piece	12-Piece	
MD (cont)	Walmart	n/i			1.99															
	Wegman's	Wegman's			1.49															
		Wegman's	O	6.99																
	Weis	Skinny Chicken		2.98																
		Weis		2.98					1.98											
		Perdue				2.98														5.99
	n/i																			
	n/i		A									1.99		1.99						
ME	AG New England	n/i			2.49															
	Hannaford	Hannaford											0.99		0.99				6.99	
		Nature's Place	A	5.33																
	Market Basket	Market Basket									1.09		1.09		1.09				yes	
		Market Basket									1.39		1.39		1.39					
	Save-a-Lot	n/i											0.99		0.99					
	Shaw's	n/i			1.77															
		Sanderson Farms											1.49		1.49					
	Target	Gold'n Plump		4.80																
Trader Joe's	Trader Joe's	O											1.99							
Walmart	n/i			1.99																
Whole Foods NAT	Bell & Evans	A												1.49						
NH	AG New England	n/i			2.49															
	ALDI	n/i			1.89															
		Kirkwood											0.99		0.99					
	Hannaford	Hannaford											0.99		0.99				6.99	
		Nature's Place	A	5.33																
	Market Basket	Market Basket									1.09		1.09		1.09				yes	
		Market Basket									1.39		1.39		1.39					
	Price Chopper	Price Chopper		3.49	2.49															
		Coleman	O	7.99																
		Tyson										1.79		1.79		0.99				
	Save-a-Lot	n/i											0.99		0.99					
	Shaw's	n/i			1.77															
		Sanderson Farms											1.49		1.49					
Target	Gold'n Plump		4.80																	
The Fresh Market	n/i	A						2.99												

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2015

prices in \$US per pound unless otherwise noted.

CHICKEN

State	Supermarket	Brand	Key	B/S Breast		B/S Thighs		Split Breast		Wings		Thighs		Drumsticks		Leg Quarters		Fried		Store Card
				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	8-piece	12-Piece	
NH <i>(cont)</i>	Trader Joe's	Trader Joe's	O											1.99						
	Walmart	n/i			1.99															
NJ	A&P Stores	America's Choice								2.99		1.69								
		Green Way	O										2.99	1.69						
		MidAtlantic Farms	A	2.99																
		Tender-N-Juicy			1.99															
	ACME Markets	Lancaster Brand		3.99					BOGO			BOGO		BOGO					9.99	
		Perdue		3.99					BOGO											
	ALDI	n/i			1.89															
		Kirkwood										0.99		0.99						
	Associated	n/i															0.59			
		Perdue		2.99																
		Harvestland	A									2.29		2.29						
	Best Market	n/i			1.97		1.99				2.79		1.29		0.87	0.87				
	Bravo	Perdue							1.79											
	C-Town	Harvestland	A									2.19		2.19						
		Perdue															0.59			
	Compare Foods	Perdue						1.59									0.99			
		Harvestland	A									2.29		2.29						
	Extra Supermrkt	n/i																0.48		
	Fine Fare	n/i									1.29							0.45		
		Perdue										1.29		1.39						
Food Basics	n/i										0.98		0.98							
	America's Choice							1.88		2.78										
Food Bazaar	n/i			1.99										1.29		0.79				
Foodtown	n/i																6.99			
Great Valu Market	n/i								1.49			1.49		1.49					9.99	
	Gold Leaf																0.59			
	Perdue															1.19				
Key Food	Allen's						1.89	1.69												
	n/i																0.49			
	Coleman's	O	8.49																	
	Perdue								2.99	2.79	1.49	1.29	1.49	1.29						
King's	Perdue			3.99																

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2015

prices in \$US per pound unless otherwise noted.

CHICKEN

State	Supermarket	Brand	Key	B/S Breast		B/S Thighs		Split Breast		Wings		Thighs		Drumsticks		Leg Quarters		Fried		Store Card	
				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	8-piece	12-Piece		
NJ (cont)	Met Foods	n/i		2.49																	
		Coleman	O	6.99																	
		Bell & Evans	A									1.99		1.99							
		Morton Williams	n/i						1.99												
		Mrs. Green's	Coleman's	O	7.99																
		Murphy's	Perdue				2.99														
			Bell & Evans	A					3.99				2.99		2.99						
		Pioneer	Perdue														0.99				
			Bell & Evans	A									1.99		1.99						
		Price Rite	n/i			1.99													0.59		
		Save-a-Lot	n/i										0.99		0.99						
		ShopRite	n/i			1.99	2.29			1.79										5.99	
			Tyson											0.99	0.99	0.99	0.99				
			Readington Farms	A	3.74		2.24						1.41		1.41						
			Coleman	O	9.99								2.79		2.79						
		Stop & Shop	Stop & Shop			2.49									0.99			0.99			
			Nature's Promise	O	25% off																
			Nature's Promise	A	3.99																
		Target	Gold'n Plump		4.80																
		The Fresh Market	n/i	A					2.99												
		Thriftway	n/i			1.99								0.98	0.98	0.49	1.29				
			Perdue												1.99						
		Trader Joe's	Trader Joe's	O																	
		Walmart	n/i			1.99															
		Wegman's	Wegman's			1.49															
			Wegman's	O	6.99																
		Weis	Skinny Chicken		2.98																
			Weis		2.98					1.98											
			Perdue				2.98														5.99
			n/i	A									1.99		1.99						
	Western Beef	n/i								1.49			1.29	1.29	0.69	0.60					
		Perdue										1.69		1.69							
	Whole Foods NE	Bell & Evans	A											1.99							

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2015

prices in \$US per pound unless otherwise noted.

CHICKEN

State	Supermarket	Brand	Key	B/S Breast		B/S Thighs		Split Breast		Wings		Thighs		Drumsticks		Leg Quarters		Fried		Store Card		
				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	8-piece	12-Piece			
NY	A&P Stores	America's Choice									2.99		1.69		1.69							
		Green Way	O											2.99								
	ALDI	MidAtlantic Farms	A	2.99																		yes
		Tender-N-Juicy			1.99																	
	Associated	n/i			1.89																	
		Kirkwood											0.99		0.99							
	Best Market	Perdue		2.99													0.59					
		Harvestland	A									2.29		2.29								
	Bravo	n/i			1.97		1.99					2.79		1.29		0.87		0.87				
		1893 Premium			1.99							1.99				0.79						
	C-Town	Perdue							1.79													
		Harvestland	A										2.19		2.19							
	Compare Foods	Perdue								1.59								0.59				
		Harvestland	A										2.29		2.29							
	D'Agostino's	1932 Brand																				
		Wise Kosher	O	9.99																		
	DeCiccio's	DeCiccio's	A			2.99																
		n/i										1.29						0.45				
	Food Basics	Perdue											1.29		1.39							
		n/i											0.98		0.98							
	Food Bazaar	America's Choice							1.88			2.78										
		n/i			1.99										1.29		0.79					
	Food Emporium	Greenway	O	25% off																		
n/i																					6.99	
Giunta's	n/i			2.59								1.29		1.29								
	Mountaire				1.99								1.29		1.29							
Gristede's	Perdue			5.99																		
	Hannaford												0.99		0.99						6.99	
Key Food	Nature's Place	A	5.33																			
	Allen's						1.89	1.69														
Perdue	n/i																0.49					
	Coleman's	O	8.49																			
Perdue										2.99	2.79	1.49	1.29	1.49	1.29							

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2015

prices in \$US per pound unless otherwise noted.

CHICKEN

State	Supermarket	Brand	Key	B/S Breast		B/S Thighs		Split Breast		Wings		Thighs		Drumsticks		Leg Quarters		Fried		Store Card	
				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	8-piece	12-Piece		
NY (cont)	King Kullen	Harvestland	O			5.49								2.29							
		Mountaire			2.99	2.69							1.19	1.19							
	King's	Perdue		3.99																	
		Perdue			3.99																
	Met Foods	n/i		2.49																	
		Coleman	O	6.99																	
	Metropolitan	Bell & Evans	A										1.99	1.99							
		Perdue							1.69												
	Morton Williams	Harvestland	A										1.99	1.99							
		Bell & Evans	A	2.99																	
	Mrs. Green's	Coleman	O			4.99															
		n/i							1.99												
	North Shore	Coleman's	O	7.99																	
		Country Fresh							1.69												
	NSA Supermarket	Harvestland	A			3.59							2.29	2.29							
		n/i													0.79						
	Peck's Market	Harvestland	A										1.99	1.99							
		Fieldale Farms							1.49												
	Pioneer	n/i																		7.99	
		Perdue															0.99				
	Price Chopper	Bell & Evans	A										1.99	1.99							
		Price Chopper		3.49	2.49																
	Price Rite	Coleman	O	7.99																	
		Tyson											1.79	1.79			0.99				
	Save-a-Lot	n/i			1.99																
		n/i												0.99	0.99						0.59
	Shop'n Save	n/i																			
		Tyson											1.18	1.18			0.69				
ShopRite	n/i			1.99	2.29			1.79												5.99	
	Tyson												0.99	0.99	0.99						
Stew Leonard's	Readington Farms	A	3.74		2.24							1.41	1.41								
	Coleman	O	9.99									2.79	2.79								
	Stew's Naked	A	2.99																		
	Stew's Naked	A	6.99																	yes	

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2015

prices in \$US per pound unless otherwise noted.

CHICKEN

State	Supermarket	Brand	Key	B/S Breast		B/S Thighs		Split Breast		Wings		Thighs		Drumsticks		Leg Quarters		Fried		Store Card	
				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	8-piece	12-Piece		
NY <i>(cont)</i>	Stop & Shop	Stop & Shop			2.49									0.99		0.99					
		Nature's Promise	O	25% off																	
		Nature's Promise	A		3.99																
		Target	Gold'n Plump		4.80																
		The Fresh Market	n/i	A					2.99												
		Tops Markets	n/i											0.99		0.99					
		Tops					2.99														
		Trade Fair	n/i														0.59				
			n/i	H	2.99																
		Perdue							1.59												
		Trader Joe's	Trader Joe's	O										1.99							
		Walmart	n/i			1.99															
		Wegman's	Wegman's			1.49															
			Wegman's	O	6.99																
		Weis	Skinny Chicken		2.98																
			Weis		2.98				1.98												
		Perdue				2.98															
		n/i																	5.99		
		n/i	A									1.99		1.99							
	Western Beef	n/i								1.49			1.29	1.99	1.29	0.69	0.60				
		Perdue										1.69		1.69							
	Whole Foods NE	Bell & Evans	A											1.99							
PA	A&P Stores	America's Choice								2.99		1.69		1.69							
		Green Way	O											2.99							
		MidAtlantic Farms	A	2.99																	
		Tender-N-Juicy			1.99																
		ACME Markets	Lancaster Brand		3.99					BOGO			BOGO		BOGO					9.99	
			Perdue		3.99					BOGO											
		ALDI	n/i			1.89															
			Kirkwood										0.99		0.99						
		Associated	n/i														0.59				
			Perdue		2.99																
		Harvestland	A								2.29		2.29								
	Big M	1893 Premium			1.99					1.99							0.79				
	Boyer Foods	Mrs. B's		3.97	2.97												0.87				

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2015

prices in \$US per pound unless otherwise noted.

CHICKEN

State	Supermarket	Brand	Key	B/S Breast		B/S Thighs		Split Breast		Wings		Thighs		Drumsticks		Leg Quarters		Fried		Store Card
				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	8-piece	12-Piece	
PA (cont)	Bravo	Perdue							1.79											
	C-Town	Harvestland	A									2.19		2.19						
		Perdue													0.59					
		Family Owned	n/i		2.99	2.49	2.69	2.29											7.99	
		Fine Fare	n/i								1.29							0.45		
		Food Basics	Perdue										1.29		1.39					
			n/i										0.98		0.98					
		Food Lion	America's Choice							1.88		2.78								
			Nature's Place	A	25% off															
			n/i					1.89											5.99	
		Foodland	Tyson																	
			Gerber's	A									1.69		1.69					
			n/i																7.99	
		Foodtown	n/i																6.99	
		Fresh Grocer	n/i			1.88				1.79				1.19	1.19				5.99	
			n/i																4.99	
		Giant Eagle	Perdue										2.99							
			Giant Eagle							1.99										
			Giant Eagle																	
		Giant Food Stores	Giant			1.99								1.29	1.29					
		Nature's Promise	A		3.99															
		Nature's Promise	O	25% off																
	Great Valu Market	n/i							1.49				1.49	1.49					9.99	
		Gold Leaf															0.59			
		Perdue														1.19				
	Karn's	n/i			2.39				1.49				0.79	0.49				4.99		
	Key Food	Allen's						1.89	1.69											
		n/i																0.49		
		Coleman's	O	8.49																
		Perdue								2.99	2.79	1.49	1.29	1.49	1.29					
	Kuhn's	n/i											1.39	1.39					yes	
		n/i											1.69	1.69						
		Springer Mountain	A			2.99													6.49	
		Kuhn's																		

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2015

prices in \$US per pound unless otherwise noted.

CHICKEN

State	Supermarket	Brand	Key	B/S Breast		B/S Thighs		Split Breast		Wings		Thighs		Drumsticks		Leg Quarters		Fried		Store Card		
				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	8-piece	12-Piece			
PA (cont)	Martin's Foods	Martin's			1.99							1.29		1.29								
		Nature's Promise	A	3.99																		
		Nature's Promise	O	25% off																		
		Price Chopper	Price Chopper		3.49	2.49																
			Coleman	O	7.99																	
			Tyson										1.79		1.79		0.99					
		Price Rite	n/i		1.99													0.59				
		Redner's	n/i											0.68		0.68						yes
			n/i											1.08		1.08						
		Save-a-Lot	n/i											0.99		0.99						
		Shop'n Save	n/i															0.69				
			Tyson																			
		ShopRite	n/i		1.99	2.29				1.79											5.99	
			Tyson												0.99		0.99	0.99				
			Readington Farms	A	3.74		2.24								1.41		1.41					
			Coleman	O	9.99										2.79		2.79					
		Shurfine	n/i		2.99	2.69	2.99															yes
		ShurSave	Sanderson Farms							1.49												
		Sparkle	n/i							1.48												yes
			n/i							2.48		2.39										
		Target	Gold'n Plump		4.80																	
		The Fresh Market	n/i	A					2.99													
		Thriftway	n/i			1.99									0.98		0.98	0.49				
			Perdue															1.29				
		Thorne's	1893 Premium			1.99	1.99															
		Tops Markets	n/i													0.99		0.99				
			Tops				2.99															
		Trader Joe's	Trader Joe's	O												1.99						
	Walmart	n/i			1.99																	
	Wegman's	Wegman's			1.49																	
		Wegman's	O	6.99																		

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2015

prices in \$US per pound unless otherwise noted.

CHICKEN

State	Supermarket	Brand	Key	B/S Breast		B/S Thighs		Split Breast		Wings		Thighs		Drumsticks		Leg Quarters		Fried		Store Card	
				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	8-piece	12-Piece		
PA (cont)	Weis	Skinny Chicken		2.98																	
		Weis		2.98				1.98													
		Perdue				2.98														5.99	
		n/i																			
		n/i	A									1.99		1.99							
RI	ALDI	n/i			1.89																
	Associated	Kirkwood											0.99		0.99						
		n/i														0.59					
	Bravo	Perdue		2.99																	
		Harvestland	A										2.29		2.29						
	Compare Foods	Perdue							1.79												
		Harvestland	A										2.29		2.29						
	Dave's Mrktplace	n/i	A	2.99																	
		n/i		2.49					1.99												
	Price Rite	n/i			1.99															0.59	
	Save-a-Lot	n/i											0.99		0.99						
	Shaw's	n/i			1.77																
	Stop & Shop	Sanderson Farms												1.49		1.49					
		Stop & Shop				2.49										0.99				0.99	
		Nature's Promise	O	25% off																	
Target	Nature's Promise	A	3.99																		
	Gold'n Plump		4.80																		
Trader Joe's	Trader Joe's	O												1.99							
Walmart	n/i			1.99																	
Whole Foods NAT	Bell & Evans	A												1.49							
VT	AG New England	n/i			2.49																
	ALDI	n/i			1.89																
		Kirkwood												0.99		0.99					
	Hannaford	Hannaford												0.99		0.99				6.99	
		Nature's Place	A	5.33																	
	Price Chopper	Price Chopper		3.49	2.49																
Coleman		O	7.99																		
Tyson												1.79		1.79		0.99					

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2015

prices in \$US per pound unless otherwise noted.

CHICKEN

State	Supermarket	Brand	Key	B/S Breast		B/S Thighs		Split Breast		Wings		Thighs		Drumsticks		Leg Quarters		Fried		Store Card	
				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	8-piece	12-Piece		
VT <i>(cont)</i>	Shaw's	n/i	O		1.77																
		Sanderson Farms										1.49		1.49							
	Tops Markets	n/i												0.99			0.99				
		Tops					2.99														
	Trader Joe's	Trader Joe's											1.99								
	Walmart	n/i			1.99																

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2015

prices in \$US per pound unless otherwise noted.

CHICKEN

State	Supermarket	Brand	Key	B/S Breast		B/S Thighs		Split Breast		Wings		Thighs		Drumsticks		Leg Quarters		Fried		Store Card
				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	8-piece	12-Piece	
SOUTHEASTERN U.S. - AL,FL,GA,MS,NC,SC,TN,VA,WV																				
AL	ALDI	n/i			1.89															
		Kirkwood										0.99		0.99						
	Dollar General Mkt	n/i										1.25		1.25		1.25				
	Food for Le\$\$	n/i																0.39		
	Food Giant	n/i			2.98						2.28							0.48		
	Greer's Market	n/i																0.45		
	Hometown Market	n/i																0.49		
	Ingle's	Tyson			1.98													0.68		yes
		Tyson			4.28													0.88		
		Harvest Farms	A		3.98															
		Harvest Farms	A		5.78															
		n/i																	5.98	
	Kroger Atlanta	Perdue			BOGO															yes
		Heritage Farm																0.59		yes
		n/i																	8.99	
	Kroger Nashville	Heritage Farm			1.99		1.99											0.69		yes
		n/i																	7.99	
	Piggly Wiggly HAC	n/i													0.99		0.39			
	Piggly Wiggly Hchn	Farm Fresh															0.69			
		n/i																	5.49	
	Piggly Wiggly Inc.	n/i							1.49								0.59			
	Publix	Publix			3.49														6.99	yes
		Publix			4.69															
		GreenWise	A		5.49						2.49		2.49							
	Ramey's	Charley Bigg's																		9.99
		n/i			2.48															
	Rouses	n/i										0.59		0.59						L 2
	Save-a-Lot	n/i										0.99		0.99						
	Shop Rite	n/i															0.69			
	Sprout's Market	n/i										0.99		0.99	0.99					
		Coleman	O									3.49		3.49						
	Target	Gold'n Plump			4.80															
	The Fresh Market	n/i	A					2.99												
	Trader Joe's	Trader Joe's	O											1.99						

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

**Memorial Day 2015
CHICKEN**

prices in \$US per pound unless otherwise noted.

State	Supermarket	Brand	Key	B/S Breast		B/S Thighs		Split Breast		Wings		Thighs		Drumsticks		Leg Quarters		Fried		Store Card
				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	8-piece	12-Piece	
AL (cont)	United Grocery	n/i															0.49			
	Vowell's	n/i															0.39			
	Walmart	n/i																		
	Western	n/i															0.49		9.99	
	Winn-Dixie	Springer Mountain Sanderson Farms n/i	A	5.99	3.00		3.00				2.75				1.00				6.99	
FL	Albertsons Sthrn	n/i			1.99	1.99					1.99		0.99		0.99					9.99
	ALDI	n/i			1.89								0.99		0.99					
		Kirkwood											0.99		0.99					
	Bravo Supermrkt	n/i									2.49						0.39			
	Dollar General Mrkt	n/i											1.25		1.25	1.25				
	Food Giant	n/i			2.98						2.28						0.48			
	Greer's Market	n/i														0.45				
	Harris Teeter	Harris Teeter													0.59					yes
		Harris Teeter													1.49					
	Hitchcock's	n/i		2.49													0.49		10.99	
	J.H. Harvey's	n/i									2.49						0.59			
	Piggly Wiggly Hchn	Farm Fresh															0.69			
		n/i																5.49		
	Presidente	n/i							1.28		1.88									
	Publix	Publix			3.49													6.99		yes
		Publix			4.69															
		GreenWise	A		5.49							2.49		2.49						
	Save-a-Lot	n/i											0.99		0.99					
	Sedano's	Sanderson Farms							2.69				1.99		1.99					
	Target	Gold'n Plump			4.80															
The Fresh Market	n/i	A						2.99												
Trader Joe's	Trader Joe's	O											1.99							
Walmart	n/i				1.99															
Western Beef	n/i									2.49		0.99		0.99						
Winn-Dixie	Sanderson Farms				3.00		3.00			2.75					1.00					
	n/i																6.99			
GA	ALDI	n/i			1.89															
		Kirkwood											0.99		0.99					

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2015

prices in \$US per pound unless otherwise noted.

CHICKEN

State	Supermarket	Brand	Key	B/S Breast		B/S Thighs		Split Breast		Wings		Thighs		Drumsticks		Leg Quarters		Fried		Store Card			
				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	8-piece	12-Piece				
GA <i>(cont)</i>	Bi-Lo	Gold Star			3.00		3.00				2.75				1.00								
		n/i																6.99					
		Dollar General Mkt	n/i											1.25	1.25	1.25							
		Food Giant	n/i			2.98						2.28						0.48					
		Food Lion	Nature's Place	A	25% off																		
			n/i					1.89														5.99	
		Galaxy Foods	n/i																			6.99	
		Harris Teeter	Harris Teeter															0.59					yes
			Harris Teeter															1.49					
		IGA	n/i								1.29											6.99	
		Ingle's	Tyson			1.98													0.68				yes
			Tyson			4.28													0.88				
			Harvest Farms	A		3.98																	
			Harvest Farms	A		5.78																	
			n/i																			5.98	
		J.H. Harvey's	n/i																			2.49	
		Kroger Atlanta	Perdue																				BOGO
			Heritage Farm																				0.59
			n/i																				0.59
		Lucky's	n/i																				8.99
		Piggly Wiggly Car.	Mrs. B's																				0.49
			Carolina Fresh																				0.69
			n/i								1.69												0.69
		Piggly Wiggly HAC	n/i																				0.99
		Piggly Wiggly Hchn	Farm Fresh																				0.39
			n/i																				0.69
		Publix	Publix			3.49																	5.49
		Publix			4.69																	6.99	
		GreenWise	A		5.49								2.49		2.49								
	Quality Foods	n/i								1.39												0.59	
	Save-a-Lot	n/i												0.99		0.99							
	Shop Rite	n/i																				0.69	
	Sprout's Market	n/i												0.99		0.99		0.99					
		Coleman	O										3.49		3.49								
	Target	Gold'n Plump			4.80																		

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2015

prices in \$US per pound unless otherwise noted.

CHICKEN

State	Supermarket	Brand	Key	B/S Breast		B/S Thighs		Split Breast		Wings		Thighs		Drumsticks		Leg Quarters		Fried		Store Card
				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	8-piece	12-Piece	
GA (cont)	The Fresh Market	n/i	A					2.99												
	Trader Joe's	Trader Joe's	O										1.99							
	United Grocery	n/i														0.49				
	Walmart	n/i			1.99															
	Wayfield's	n/i		2.69		1.99		1.69		1.99			0.69			0.39				
	Winn-Dixie	Sanderson Farms n/i			3.00		3.00			2.75					1.00					6.99
MS	AG Baton Rouge	n/i														0.49		8.99		
		Sanderson Farms						1.49												
	ALDI	n/i			1.89															
		Kirkwood										0.99		0.99						
	Corner Market	Sanderson Farms		2.69																
	Dollar General Mkt	n/i										1.25		1.25	1.25					
	Food Giant	n/i			2.98					2.28							0.48			
	Greer's Market	n/i															0.45			
	Kroger Delta	Heritage Farm Sanderson Farms n/i			1.99		1.99					1.49		1.49						yes yes
		Mac's Fresh	n/i												0.79		0.59			
		Piggly Wiggly Hchn	Farm Fresh n/i														0.69			5.49
		Ramey's	Charley Bigg's n/i		2.48															9.99
		Rouses	n/i										0.59		0.59					
		Save-a-Lot	n/i										0.79		0.79					
		Target	Gold'n Plump		4.80															
		The Fresh Market	n/i	A					2.99											
		Vowell's	n/i															0.39		
	Walmart	n/i			1.99															
	Winn-Dixie	Sanderson Farms n/i			3.00		3.00			2.75					1.00				6.99	
NC	ALDI	n/i			1.89															
		Kirkwood											0.99		0.99					
	Bi-Lo	Gold Star n/i			3.00		3.00			2.75					1.00					
																			6.99	

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2015

prices in \$US per pound unless otherwise noted.

CHICKEN

State	Supermarket	Brand	Key	B/S Breast		B/S Thighs		Split Breast		Wings		Thighs		Drumsticks		Leg Quarters		Fried		Store Card	
				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	8-piece	12-Piece		
NC (cont)	Bo's Food	n/i															0.49				
	Fieldale Farms																	8.99			
	Carlie C's IGA	n/i								1.38		1.38		1.38			0.39		9.49		
	Dollar General Mkt	n/i										1.25		1.25		1.25					
	Farm Fresh	Farm Fresh										0.99		0.99					6.99		
	Food Lion	Nature's Place	A	25% off															5.99		
	Food Pride	n/i				2.49	1.89												6.99		
	Galaxy Foods	n/i																	6.99		
	Great Valu Markets	Gold Leaf																0.79			
		Tyson							1.88												
	Harris Teeter	Harris Teeter															0.59				yes
		Harris Teeter															1.49				
	IGA	n/i							1.29											6.99	
	Ingle's	Tyson				1.98												0.68			yes
		Tyson				4.28												0.88			
		Harvest Farms	A		3.98															5.98	
		Harvest Farms	A		5.78																
		n/i																		5.98	
	Just \$ave	Wize Buy				1.97															
		n/i																		6.77	
	Kroger Mid-Atlan.	Heritage Farm									1.99							0.59			yes
		n/i																		6.99	
	Lowe's Foods	n/i																		6.99	yes
	Wize Buy			2.29																	
Piggly Wiggly Retl	n/i				1.99			1.39													
	Country Pride																0.59				
	Springer Mntn	A										1.60		1.60							
	Fieldale Farms									2.40											
Publix	Publix			3.49															6.99	yes	
	Publix			4.69																	
	GreenWise	A		5.49							2.49		2.49								
Save-a-Lot	n/i											0.99		0.99							
Target	Gold'n Plump			4.80																	
The Fresh Market	n/i	A						2.99													

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2015

prices in \$US per pound unless otherwise noted.

CHICKEN

State	Supermarket	Brand	Key	B/S Breast		B/S Thighs		Split Breast		Wings		Thighs		Drumsticks		Leg Quarters		Fried		Store Card	
				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	8-piece	12-Piece		
NC (cont)	Trader Joe's	Trader Joe's	O											1.99							
	United Grocery	n/i															0.49				
	Walmart	n/i			1.99																
SC	ALDI	n/i			1.89																
		Kirkwood											0.99	0.99							
	Bi-Lo	Gold Star			3.00	3.00				2.75						1.00				6.99	
		n/i											1.25	1.25	1.25						
	Dollar General Mkt	n/i																			
	Food Lion	Nature's Place	A	25% off			1.89													5.99	
		n/i																		6.99	
	Galaxy Foods	n/i																			
	Harris Teeter	Harris Teeter														0.59				yes	
		Harris Teeter														1.49					
	IGA	n/i							1.29											6.99	
	Ingle's	Tyson				1.98														0.68	
		Tyson				4.28														0.88	
		Harvest Farms	A		3.98																5.98
		Harvest Farms	A		5.78																
		n/i																			
	J.H. Harvey's	n/i									2.49									0.59	
	Kroger Atlanta	Perdue		BOGO																	yes
		Heritage Farm																		0.59	yes
		n/i																			8.99
Lowe's Foods	n/i																			6.99	
	Wize Buy			2.29																	
Piggly Wiggly Car.	Mrs. B's																			7.99	
	Carolina Fresh																			0.69	
	n/i							1.69		2.29		1.19	1.19							6.99	
Publix	Publix			3.49																	
	Publix			4.69																	
	GreenWise	A		5.49							2.49	2.49									
Quality Foods	n/i							1.39												0.59	
Save-a-Lot	n/i										0.79	0.79									
Target	Gold'n Plump			4.80																	
The Fresh Market	n/i	A						2.99													

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2015

prices in \$US per pound unless otherwise noted.

CHICKEN

State	Supermarket	Brand	Key	B/S Breast		B/S Thighs		Split Breast		Wings		Thighs		Drumsticks		Leg Quarters		Fried		Store Card	
				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	8-piece	12-Piece		
SC <i>(cont)</i>	Trader Joe's	Trader Joe's	O											1.99							
	Walmart	n/i			1.99																
TN	ALDI	n/i			1.89																
		Kirkwood											0.99	0.99							
	Bi-Lo	Gold Star			3.00	3.00				2.75						1.00			6.99		
		n/i																			
	Chappell's	n/i		2.48																	
	Dollar General Mkt	n/i											1.25	1.25	1.25						
	E.W. James	n/i											0.88	0.88					5.99		
	Food City	Gerber	A	3.69																7.99	
		n/i																			6.88
	Food Country	n/i			1.97																
	Food Giant	n/i			2.98						2.28							0.48			
	Food Lion	Nature's Place	A	25% off																	5.99
		n/i					1.89														
	Food Rite	Food Rite											1.49	1.49							
	H.G. Hill	n/i							1.59											0.59	
	IGA Houchens	County Post																		0.59	
	Ingle's	Tyson				1.98														0.68	yes
		Tyson				4.28														0.88	
		Harvest Farms	A		3.98																
		Harvest Farms	A		5.78																
	n/i																			5.98	
Kroger Delta	Heritage Farm				1.99	1.99															
	Sanderson Farms											1.49	1.49							yes	
	n/i																			7.99	
Kroger Mid-Atlan.	Heritage Farm									1.99									0.59	yes	
	n/i																			6.99	
Kroger Nashville	Heritage Farm				1.99	1.99													0.69	yes	
	n/i																			7.99	
Lucky's	n/i																		0.49		
Osborne's	n/i				1.79														0.59		
Publix	Publix			3.49																6.99	
	Publix			4.69																	
	GreenWise	A		5.49								2.49	2.49							yes	

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2015

prices in \$US per pound unless otherwise noted.

CHICKEN

State	Supermarket	Brand	Key	B/S Breast		B/S Thighs		Split Breast		Wings		Thighs		Drumsticks		Leg Quarters		Fried		Store Card	
				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	8-piece	12-Piece		
TN (cont)	Save-a-Lot	n/i										0.79		0.79							
	Shop Rite	n/i															0.69				
	Super Dollar	n/i										0.99		0.99							
	Target	Gold'n Plump			4.80																
	The Fresh Market	n/i	A					2.99													
	Twn&Cntry Grocer	n/i							1.29				0.99		1.09		0.69		7.99		
	Trader Joe's	Trader Joe's	O											1.99							
	United Grocery	n/i															0.49				
	Walmart	n/i				1.99															
VA	ALDI	n/i			1.89																
		Kirkwood											0.99		0.99						
	Associated	n/i														0.59					
		Perdue			2.99																
		Harvestland	A									2.29		2.29							
	Dollar General Mkt	n/i											1.25		1.25	1.25					
	Farm Fresh	Farm Fresh											0.99		0.99				6.99		
	Fas-Chek	n/i			1.99																
	Food City	Gerber	A		3.69																7.99
		n/i																			6.88
	Food Country	n/i			1.97																
	Food Lion	Nature's Place	A		25% off																5.99
		n/i						1.89													6.99
	Galaxy Foods	n/i																			
	Giant Food	Giant			2.49										0.99		0.99				
		Nature's Promise	O		25% off																
		Nature's Promise	A		3.99										1.69		1.69				
Great Valu Markets	Gold Leaf																0.79				
	Tyson								1.88												
Harris Teeter	Harris Teeter															0.59				yes	
	Harris Teeter															1.49					
Ingle's	Tyson				1.98												0.68				
	Tyson				4.28												0.88				
	Harvest Farms	A		3.98																	
	Harvest Farms	A		5.78																	
	n/i																			5.98	

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2015

prices in \$US per pound unless otherwise noted.

CHICKEN

State	Supermarket	Brand	Key	B/S Breast		B/S Thighs		Split Breast		Wings		Thighs		Drumsticks		Leg Quarters		Fried		Store Card	
				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	8-piece	12-Piece		
VA (cont)	Kroger Mid-Atlan.	Heritage Farm									1.99					0.59				yes	
		n/i																6.99			
	Lowe's Foods	n/i																6.99		yes	
		Wize Buy			2.29																
	Martin's Foods	Martin's			1.99								1.29		1.29						
		Nature's Promise	A		3.99																
		Nature's Promise	O		25% off																
	Piggly Wiggly Retl	n/i			1.99					1.39											
		Country Pride																0.59			
		Springer Mntn	A										1.60		1.60						
		Fieldale Farms										2.40									
	Safeway Eastern	Eating Right				1.88		1.88													yes
		Open Nature	A		5.00											4.79					
		n/i																	5.00		
		Safeway Farms												0.99	0.99	0.99					
		O Organic	O				6.99														
	Save-a-Lot	n/i												0.79	0.79						
	Shoppers Food	n/i																	5.99		
	Shoppers								1.99		1.99										
Super Dollar	n/i												0.99	0.99							
Target	Gold'n Plump			4.80																	
The Fresh Market	n/i	A						2.99													
Walmart	n/i				1.99																
Wegman's	Wegman's				1.49																
	Wegman's	O		6.99																	
WV	ALDI	n/i			1.89																
		Kirkwood											0.99	0.99							
	Dollar General Mkt	n/i											1.25	1.25	1.25						
	Fas-Chek	n/i			1.99																
	Food Lion	Nature's Place	A		25% off																
		n/i					1.89												5.99		
Galaxy Foods	n/i																	6.99			
Giant Eagle	Giant Eagle			BOGO					1.99												
	Giant Eagle			2.59																	

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2015

prices in \$US per pound unless otherwise noted.

CHICKEN

State	Supermarket	Brand	Key	B/S Breast		B/S Thighs		Split Breast		Wings		Thighs		Drumsticks		Leg Quarters		Fried		Store Card		
				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	8-piece	12-Piece			
WV (cont)	Great Valu Markets	Gold Leaf															0.79					
		Tyson							1.88													
	Kroger Columbus	Heritage Farm			1.69														6.99		yes	
		n/i																				
	Kroger Mid-Atlan.	Heritage Farm								1.99							0.59				yes	
		n/i																				
	Martin's Foods	Martin's			1.99								1.29		1.29							
		Nature's Promise	A		3.99																	
		Nature's Promise	O		25% off																	
	Riesbeck's	Gerber's	A						1.29													
	Save-a-Lot	n/i			1.99																	
	Shop'n Save	n/i															0.69					
		Tyson											1.18		1.18							
	Sparkle	n/i							1.48		2.39											yes
		n/i							2.48													
	Target	Gold'n Plump			4.80																	
	Walmart	n/i				1.99																
Weis	Skinny Chicken			2.98																		
	Weis			2.98				1.98														
	Perdue					2.98																
	n/i																					
	n/i	A										1.99		1.99					5.99			

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2015

prices in \$US per pound unless otherwise noted.

CHICKEN

State	Supermarket	Brand	Key	B/S Breast		B/S Thighs		Split Breast		Wings		Thighs		Drumsticks		Leg Quarters		Fried		Store Card	
				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	8-piece	12-Piece		
MIDWESTERN U.S. - IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI																					
IA	Affiliated MW	Tyson											0.98		0.98						
	ALDI	n/i			1.89																
		Kirkwood											0.99		0.99						
	County Market	n/i			2.99																
	Family Foods	n/i			1.79																
		Gold'n Plump																		7.99	
		Gold Leaf																0.49			
	Fareway	n/i			1.88																
	Food Pride	n/i			1.79															7.99	
		Gold Leaf																0.49			
	Hy-Vee	Hy-Vee			3.49																
		Hy-Vee Cool	A				4.99														
	Jewel-Osco	Jewel			1.88																
		Chef's Kitchen																		6.99	9.99
	Maynard's	n/i															1.18				
	No Frills	Sanderson Farms			2.99	1.99															
		Tyson																		7.99	
		n/i																0.49			
	Price Chopper	n/i																		7.99	
		KC Pride				3.99															
	Pilgrim's																				
Quillin's	Pilgrim's				1.99																
Schnuck's	n/i																			9.99	
	Just Bare	A											2.50		2.50						
	Schnuck's			4.49																	
Sunshine Foods	n/i			2.77																	
Target	Gold'n Plump			4.80																	
The Fresh Market	n/i	A						2.99													
Trader Joe's	Trader Joe's	O												1.99							
Walmart	n/i				1.99																
IL	Affiliated MW	Tyson											0.98		0.98						
	ALDI	n/i			1.89																
		Kirkwood											0.99		0.99						

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2015

prices in \$US per pound unless otherwise noted.

CHICKEN

State	Supermarket	Brand	Key	B/S Breast		B/S Thighs		Split Breast		Wings		Thighs		Drumsticks		Leg Quarters		Fried		Store Card
				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	8-piece	12-Piece	
IL (cont)	Angelo Caputo	Perdue		3.49																
		Nature Raised	A	4.99																
		Miller	A									1.99		1.99						
		Berkot's	Berkot's		3.49	1.99						2.49			0.79					
		Borowiak's IGA	n/i														0.68			
			Gold'n Plump																6.88	
		Brookhaven	Miller	A	2.99															
			n/i					1.49	1.29					0.99	0.69					
		Butera Market	n/i			1.79														
			n/i															0.39		
			n/i				2.49		1.79		1.99									9.99
		Cermak	n/i						1.99						0.49	0.99	0.49			
		Chiquita	Perdue													0.79				
		County Market	n/i			2.99														
		Cub Foods	Cub										1.49		1.49					
			Gold'n Plump		4.79															
		Dierberg's	Perdue						1.99					1.99		1.99				
			Dierberg's																7.99	
		El Guero	n/i		2.49											0.79				
		Fairplay Foods	n/i			1.99				1.69		2.49								
			Miller	A			2.99													
		Fareway	n/i			1.88														
		Food 4 Less	Tyson											0.99		0.99				
		Food Pride	n/i			1.79													7.99	
			Gold Leaf															0.49		
		Fresh Thyme	n/i			1.57								0.99		0.99				
	Garden Fresh	n/i															0.49			
	Heinen's	Gerber's	A					2.50												
		Perdue		2.99																
	Hy-Vee	Hy-Vee		3.49																
		Hy-Vee Cool	A			4.99														
	IGA Houchens	County Post															0.59			
	Jewel-Osco	Jewel			1.88															
		Chef's Kitchen																6.99	9.99	
	Jimenez	n/i												0.69						

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

**Memorial Day 2015
CHICKEN**

prices in \$US per pound unless otherwise noted.

State	Supermarket	Brand	Key	B/S Breast		B/S Thighs		Split Breast		Wings		Thighs		Drumsticks		Leg Quarters		Fried		Store Card		
				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	8-piece	12-Piece			
IL <i>(cont)</i>	Joe Caputo	n/i			2.19											0.79			9.99			
	Kirby IGA	Gold'n Plump		5.70														8.99				
		Pilgrim's										0.88		0.88								
	Kroger Central	Heritage Farm			1.88														4.99			
	Kroger Louisville	Heritage Farm			1.99		1.99													8.99		
		n/i																				
	Mariano's	Roundy's		5.00																5.00		
		n/i																		5.00		
	Meijer	Meijer			2.49								0.98		0.98					5.99		
	Pete's Fresh Mrkt	n/i						1.49					0.89		0.39		0.39					
	Piggly Wiggly MW	n/i		3.69	1.79						1.99				0.99							
		Gerber	A	2.99														0.79				
	Save-a-Lot	n/i											0.99		0.99							
	Schnuck's	n/i																			9.99	
		Just Bare	A											2.50	2.50							
		Schnuck's		4.49																		
	Schuettes	Country Fresh											0.99		0.99							
	Shop & Save	n/i							1.29													
	Shop'n Save	n/i									2.49											
	Strack & VanTil	Sanderson Farms			1.88									1.49	1.49							
		n/i																		5.99		
	Sullivan's	n/i		2.29																8.99		
	Sunset Foods	Miller	A					1.99					1.99		1.99							
Target	Gold'n Plump		4.80																			
The Fresh Market	n/i	A					2.99															
Tony's Finer Food	n/i		2.99			1.99				1.99		0.99		0.49								
	Tony's	A	3.99																			
	Perdue							1.29														
Trader Joe's	Trader Joe's	O												1.99								
Treasure Island	n/i		2.29	1.99																		
Ultra Foods	Sanderson Farms									1.58					1.29							
	n/i																		5.99			
Valli Produce	n/i								1.49							0.68						
Walmart	n/i			1.99																		

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2015

prices in \$US per pound unless otherwise noted.

CHICKEN

State	Supermarket	Brand	Key	B/S Breast		B/S Thighs		Split Breast		Wings		Thighs		Drumsticks		Leg Quarters		Fried		Store Card
				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	8-piece	12-Piece	
IL (cont)	Walt's Food Cntr	Perdue Miller	A	3.99				1.49												
IN	ALDI	n/i Kirkwood			1.89								0.99	0.99						
	Dollar General Mrkt	n/i											1.25	1.25	1.25					
	Food 4 Less	Tyson											0.99	0.99						
	Fresh Encounter	Sanderson Farms			2.49															yes
		Sanderson Farms			3.29															yes
		Miller	A			3.29														
		Miller	A			3.59														
		n/i																		6.99
	Fresh Thyme	n/i			1.57								0.99	0.99						
	Harding's	Spartan				2.99							1.29	1.29						5.99
	Harvest	n/i			2.29															dark
	IGA Houchens	County Post																		0.59
	IGA Spartan-Nash	n/i			2.22	1.99														
	Jay C	Heritage Farm				1.99	1.99													
	Jewel-Osco	Jewel				1.88														
		Chef's Kitchen																		6.99
	Kirby IGA	Gold'n Plump			5.70															8.99
		Pilgrim's											0.88	0.88						
	Kroger Central	Heritage Farm				1.88														
		n/i																		4.99
	Kroger Cincinnati	Heritage Farm				1.99	1.99													
		Tyson				2.49														
		n/i																		7.99
	Kroger Louisville	Heritage Farm				1.99	1.99													
		n/i																		8.99
	Lucky's Market	n/i					1.99													
	Marsh	Marsh				2.69	1.69	2.49												
		Just Bare	A			3.99	3.99													
		Perdue				3.99														
	Martin's	Miller	L						1.69											
		Miller	L						2.79											
	Meijer	Meijer				2.49							0.98	0.98						5.99

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2015

prices in \$US per pound unless otherwise noted.

CHICKEN

State	Supermarket	Brand	Key	B/S Breast		B/S Thighs		Split Breast		Wings		Thighs		Drumsticks		Leg Quarters		Fried		Store Card	
				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	8-piece	12-Piece		
IN <i>(cont)</i>	New Market	n/i			1.99											1.19	0.39				
	Miller	A											1.77								
	Save-a-Lot	n/i										0.88		0.88							
	Schnuck's	n/i																	9.99		
	Just Bare	A											2.50		2.50						
	Schnuck's			4.49																	
	Strack & VanTil	Sanderson Farms				1.88							1.49		1.49						
	n/i																		5.99		
	Target	Gold'n Plump			4.80																
	The Fresh Market	n/i	A					2.99													
	Trader Joe's	Trader Joe's	O											1.99							
	Ultra Foods	Sanderson Farms									1.58					1.29				5.99	
n/i																					
Walmart	n/i				1.99																
Walt's Food Cntr	Perdue						1.49														
Miller	A		3.99																		
Wesselman's	n/i															0.59				11.99	
KY	ALDI	n/i			1.89																
	Kirkwood												0.99		0.99						
	Cox IGA	Amish Farm											1.49		1.49		0.49				
	n/i																		7.99		
	Dollar General Mkt	n/i											1.25		1.25	1.25					
	E.W. James	n/i											0.88		0.88					5.99	
	Food City	Gerber	A	3.69																7.99	
	n/i																				
	Food Giant	n/i			2.98						2.28							0.48			
	Food Lion	Nature's Place	A	25% off																	
	n/i						1.89													5.99	
	Galaxy Foods	n/i																		6.99	
	IGA Houchens	County Post																0.59			
IGA Spartan-Nash	n/i		2.22	1.99																	
Kroger Cincinnati	Heritage Farm			1.99		1.99															
Tyson			2.49																		
n/i																			7.99	yes	

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2015

prices in \$US per pound unless otherwise noted.

CHICKEN

State	Supermarket	Brand	Key	B/S Breast		B/S Thighs		Split Breast		Wings		Thighs		Drumsticks		Leg Quarters		Fried		Store Card			
				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	8-piece	12-Piece				
KY (cont)	Kroger Delta	Heritage Farm			1.99		1.99													yes			
		Sanderson Farms											1.49		1.49						yes		
		n/i																					
	Kroger Louisville	Heritage Farm				1.99		1.99														yes	
		n/i																					
	Kroger Mid-Atlan.	Heritage Farm										1.99						0.59				yes	
		n/i																					
	Kroger Nashville	Heritage Farm					1.99		1.99										0.69				yes
		n/i																					
	Lucky's Market	n/i							1.99														
	Meijer	Meijer					2.49							0.98		0.98							5.99
	Piggly Wiggly Hchn	Farm Fresh																	0.69				
		n/i																					
	Remke Markets	Miller		A		3.88																	
		n/i																	0.99				
		Tyson																					9.99
Save-a-Lot	n/i												0.79		0.79								
Super Dollar	n/i												0.99		0.99								
Target	Gold'n Plump				4.80																		
The Fresh Market	n/i	A						2.99															
Twn&Cntry Grocer	n/i								1.29														
Trader Joe's	Trader Joe's	O													1.99								
ValuMarket	n/i																0.59						
Walmart	n/i				1.99																		
MI	ALDI	n/i			1.89																		
		Kirkwood																					
	Busch's	Busch's																			6.00		
		Sanderson Farms																					
	Family Fare	n/i																					
		Spartan																					
	Food Pride	n/i			2.99	1.99												0.79					
Harding's	Spartan					2.99															5.99		
Kroger Central	Heritage Farm				1.88																		
	n/i																						

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

**Memorial Day 2015
CHICKEN**

prices in \$US per pound unless otherwise noted.

State	Supermarket	Brand	Key	B/S Breast		B/S Thighs		Split Breast		Wings		Thighs		Drumsticks		Leg Quarters		Fried		Store Card		
				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	8-piece	12-Piece			
MI (cont)	Kroger Columbus	Heritage Farm			1.69															yes		
		n/i																	6.99			
	Kroger Michigan	Heritage Farm			1.99																yes	
		n/i			1.99															7.99		
	Lucky's Market	n/i				1.99																
	Martin's	Miller	L						1.69												yes	
		Miller	L						2.79													
	Meijer	Meijer			2.49								0.98		0.98					5.99		
	Plumb's/Duthler's	Spartan			2.69		2.99			1.79												
	Polly's Market	Miller	A		2.99																yes	
		Miller	A		6.19																	
	Ric's Food Center	n/i			2.49																	
		Gerber's	A										1.69		1.69							
	Save-a-Lot	n/i												0.99		0.99						
	Spartan Stores	Spartan												1.39		1.39						
	Tadych's	Gold'n Plump												1.14		1.14						
	Target	Gold'n Plump			4.80																	
Tom's/Oleson's	Miller	A						1.89														
	Spartan																		6.99			
Trader Joe's	Trader Joe's	O												1.99								
Valuland	Spartan				1.97																	
VG's Grocery	Spartan												1.29		1.29					7.99		
Walmart	n/i				1.99																	
MN	Affiliated MW	Tyson											0.98		0.98							
	ALDI	n/i			1.89																	
		Kirkwood												0.99		0.99						
	Cash Wise	Gold'n Plump			3.60		2.57															
	Cub Foods	Cub												1.49		1.49						
		Gold'n Plump				4.79																
	Econofoods	Just Bare	A			5.70		5.70														
		n/i																		7.99		
Family Fare	Just Bare	A			3.99		3.99															
	n/i																			7.99		
Fareway	n/i				1.88																	
Festival	Just Bare	A			3.99		3.99															

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2015

prices in \$US per pound unless otherwise noted.

CHICKEN

State	Supermarket	Brand	Key	B/S Breast		B/S Thighs		Split Breast		Wings		Thighs		Drumsticks		Leg Quarters		Fried		Store Card	
				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	8-piece	12-Piece		
MN (cont)	Food Pride	n/i		2.99	1.99												0.79				
	Hugo's	Just Bare	A	5.69		3.98															
	Hy-Vee	Hy-Vee		3.49																	
		Hy-Vee Cool	A			4.99															
	Kowalski's	Gerber	A	5.99																	
	Lunds & Byerlys	n/i																	8.99		
	Marketplace	Just Bare	A	3.98																	
	Maynard's	n/i																1.18			
	Quillin's	Pilgrim's			1.99																
	Save-a-Lot	n/i										0.99		0.99							
	Sun Mart	Sanderson Farms			1.99																7.99
		n/i																			
	Sunshine Foods	n/i			2.77																
	Target	Gold'n Plump			4.80																
Trader Joe's	Trader Joe's	O												1.99							
Walmart	n/i			1.99																	
ND	Albertson's Mtn	Sanderson Farms		B2GO		B2GO			1.69												
		n/i		2.79	2.79																
		Signature																	6.99	7.99	
	Cash Wise	Gold'n Plump		3.60		2.57															
	Family Fare	Just Bare	A	3.99		3.99															
		n/i																			7.99
	Food Pride	n/i		2.99	1.99																0.79
	Hugo's	Just Bare	A	5.69		3.98															
	Leevers	Just Bare	A	5.69		3.98															
	Marketplace	Just Bare	A	3.98																	
Target	Gold'n Plump			4.80																	
Walmart	n/i			1.99																	
NE	Affiliated MW	Tyson										0.98		0.98							
	ALDI	n/i			1.89																
		Kirkwood										0.99		0.99							
	Apple Market	n/i															0.59				10.99
	Bag'n Save	Sanderson Farms		2.99	1.99																7.99
	Tyson																				0.49
	n/i																				

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2015

prices in \$US per pound unless otherwise noted.

CHICKEN

State	Supermarket	Brand	Key	B/S Breast		B/S Thighs		Split Breast		Wings		Thighs		Drumsticks		Leg Quarters		Fried		Store Card		
				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	8-piece	12-Piece			
NE (cont)	Baker's	Heritage Farm			1.99						1.99											
	(cont)																		7.99			
	Fareway	n/i			1.88																	
	Food Pride	n/i		2.99	1.99												0.79					
	Hy-Vee	Hy-Vee		3.49																		
		Hy-Vee Cool	A			4.99																
	Russ Market	Tyson																	9.49			
		n/i		2.99																5.99	yes	
	Safeway Denver	n/i																				yes
		Safeway Farms											0.99		0.99	0.99						
		Eating Right	A		2.99	2.99																
		Open Nature	A		5.99																	
Sun Mart	Sanderson Farms				1.99																	
	n/i																		7.99			
Target	Gold'n Plump			4.80																		
Trader Joe's	Trader Joe's	O												1.99								
Walmart	n/i				1.99																	
OH	Acme Fresh Mrkt	Acme		2.99																	yes	
		Acme		4.49																		
		Gerber's	A									1.79		1.79								yes
		Gerber's	A									2.39		2.39								
	ALDI	n/i			1.89																	
		Kirkwood											0.99		0.99							
	Buehler's	n/i			2.87																	yes
		n/i			3.87																	
		n/i	L									1.69		1.69								yes
		n/i	L									2.19		2.19								
	Chief	Sanderson Farms			2.49																	yes
		Sanderson Farms			3.29																	
		Miller	A							1.69												yes
		Miller	A							1.99												
	Cub Foods	Cub											1.49		1.49							
	Gold'n Plump			4.79																		
Dave's Market	Dave's Own											1.29		1.29								
	n/i			2.99		2.19																

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2015

prices in \$US per pound unless otherwise noted.

CHICKEN

State	Supermarket	Brand	Key	B/S Breast		B/S Thighs		Split Breast		Wings		Thighs		Drumsticks		Leg Quarters		Fried		Store Card	
				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	8-piece	12-Piece		
OH (cont)	Dollar General Mkt	n/i										1.25		1.25	1.25						
	Fisher's	n/i						1.99												yes	
			n/i						2.99												
		Fresh Encounter	Sanderson Farms																		yes
			Sanderson Farms																		
			Miller	A																	yes
			Miller	A																	
			n/i																		
		Fresh Thyme	n/i										0.99		0.99					6.99	
		Geyer's	Tyson										0.89		0.89						
			Gerber's	A	3.69																
		Giant Eagle	Giant Eagle		BOGO					1.99											
			Giant Eagle		2.59																
		Heinen's	Gerber's	A					2.50												
			Perdue		2.99																
		IGA Spartan-Nash	n/i		2.22	1.99															
		Kroger Central	Heritage Farm			1.88															
			n/i																		4.99
		Kroger Cincinnati	Heritage Farm			1.99		1.99													yes
			Tyson		2.49																
			n/i																		7.99
		Kroger Columbus	Heritage Farm			1.69															yes
			n/i																		6.99
		Kroger Mid-Atlan.	Heritage Farm								1.99							0.59			yes
			n/i																		6.99
		Lucky's Market	n/i					1.99													
		Marc's	Amish Valley		2.59																
	Marsh	Marsh		2.69	1.69	2.49														7.99	
		Just Bare	A	3.99		3.99															
		Perdue		3.99																	
	Meijer	Meijer			2.49							0.98		0.98						5.99	
	Remke Markets	Miller	A	3.88																	
		n/i														0.99					
		Tyson																		9.99	
	Riesbeck's	Gerber's	A					1.29													

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2015

prices in \$US per pound unless otherwise noted.

CHICKEN

State	Supermarket	Brand	Key	B/S Breast		B/S Thighs		Split Breast		Wings		Thighs		Drumsticks		Leg Quarters		Fried		Store Card	
				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	8-piece	12-Piece		
OH <i>(cont)</i>	Save-a-Lot	n/i					1.99						0.79		0.79						
	Shop'n Save	n/i														0.69					
		Tyson											1.18		1.18						
	Sparkle	n/i							1.48		2.39									yes	
		n/i							2.48												
	Target	Gold'n Plump			4.80																
	The Fresh Market	n/i	A						2.99												
	Thorne's	1893 Premium					1.99		1.99												
	Trader Joe's	Trader Joe's	O												1.99						
	Walmart	n/i					1.99														
Weis	Skinny Chicken					2.98															
	Weis					2.98														1.98	
	Perdue						2.98														
	n/i																			5.99	
	n/i		A										1.99		1.99						
SD	Affiliated MW	Tyson												0.98		0.98					
	Buche Foods	Chester Fried																		9.98	
		Tyson															0.59				
		n/i												0.98		0.98					
	Family Thrift	Just Bare	A		5.70		5.70														
		n/i																			7.99
	Fareway	n/i					1.88														
	Hy-Vee	Hy-Vee					3.49														
		Hy-Vee Cool	A					4.99													
	Ken's Super Fair	Chester Fried																			7.99
	Lynn's Dakotamart	Gold'n Plump						1.78													
		n/i																			0.49
	Maynard's	n/i																			1.18
	Safeway Denver	n/i																			5.99
		Safeway Farms												0.99		0.99		0.99			
	Eating Right	A					2.99		2.99												
	Open Nature	A					5.99														
Sunshine Foods	n/i						2.77														
Target	Gold'n Plump						4.80														
Walmart	n/i						1.99														

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2015

prices in \$US per pound unless otherwise noted.

CHICKEN

State	Supermarket	Brand	Key	B/S Breast		B/S Thighs		Split Breast		Wings		Thighs		Drumsticks		Leg Quarters		Fried		Store Card
				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	8-piece	12-Piece	
WI	Affiliated MW	Tyson											0.98		0.98					
	ALDI	n/i			1.89															
		Kirkwood											0.99		0.99					
	Cermak	n/i						1.99						0.49	0.99	0.49				
	Econofoods	Just Bare	A	5.70		5.70													7.99	
		n/i																		
	Gordy's	Gold'n Plump			3.18															
	Hy-Vee	Hy-Vee			3.49															
		Hy-Vee Cool	A			4.99														
	Marketplace	Just Bare	A	3.98																
	Pick'n Save/Copps	Roundy's			33% off				33% off				33% off		33% off					
		Simply Roundy's	A		33% off				33% off				33% off		33% off					
	Piggly Wiggly MW	n/i			3.69	1.79					1.99				0.99					
		Gerber	A		2.99												0.79			
	Quillin's	Pilgrim's				1.99														
	Save-a-Lot	n/i					1.99						0.99		0.99					
	Schnuck's	n/i																		9.99
		Just Bare	A										2.50		2.50					
		Schnuck's			4.49															
	Sentry Foods	n/i																		11.99
	Sentry							1.79												
Tadych's	Gold'n Plump											1.14		1.14						
Target	Gold'n Plump			4.80																
The Fresh Market	n/i	A						2.99												
Trader Joe's	Trader Joe's	O												1.99						
Walmart	n/i				1.99															
Woodman's	Gold'n Plump														0.78					

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2015

prices in \$US per pound unless otherwise noted.

CHICKEN

State	Supermarket	Brand	Key	B/S Breast		B/S Thighs		Split Breast		Wings		Thighs		Drumsticks		Leg Quarters		Fried		Store Card
				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	8-piece	12-Piece	
SOUTH CENTRAL U.S. - AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT																				
AR	Albertson's Sthrn	n/i		2.49															9.99	
	ALDI	n/i			1.89															
		Kirkwood											0.99	0.99						
	Bill's Fresh	n/i			1.99															
	Cranford's	n/i											0.98	0.98					9.99	
	Edwards	n/i												0.58						
	Food Giant	n/i			2.98						2.28						0.48			
	G&W Foods	Fieldale Farms					1.58							1.48	1.48					
		n/i			3.48												0.58			
		Springer Mtn	A		4.48															10.99
		Champs																		
	Harp's	Tyson				3.19														
	Mac's Fresh	n/i												0.79			0.59			
	Piggly Wiggly Hchn	Farm Fresh															0.69			
		n/i																	5.49	
	Save-a-Lot	n/i				1.79														
Super 1 Foods	n/i															0.39				
Target	Gold'n Plump			4.80																
The Fresh Market	n/i	A						2.99												
Twn&Cntry Grocer	n/i								1.29				0.99	1.09		0.69		7.99		
Walmart	n/i				1.99															
Whole Foods SW	Pine Manor	A											1.99							
AZ	Albertson's SW	Sanderson Farms		B2GO		B2GO			1.69									6.99	7.99	
		Signature			2.49															
		n/i																	8.99	
	Basha's	n/i																		
		Sanderson Farms				1.77														
	El Super	n/i				1.97			1.49	1.99			0.57					5.97		
	Food City	n/i													0.59					
	Fry's	Heritage Farm				1.77	1.77												7.99	
		n/i																		
Grocery Outlet	Foster Farms										0.99	0.99								
Los Altos	n/i				2.59										0.59					
Lowe's	n/i														0.39					

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

**Memorial Day 2015
CHICKEN**

prices in \$US per pound unless otherwise noted.

State	Supermarket	Brand	Key	B/S Breast		B/S Thighs		Split Breast		Wings		Thighs		Drumsticks		Leg Quarters		Fried		Store Card	
				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	8-piece	12-Piece		
AZ (cont)	Safeway Phoenix	Eating Right			1.99		1.99												5.99		L 4 yes
		Signature																			
	Smart & Final	Safeway Farms											1.69	1.69							
		O Organic	O	7.99											2.99						
	Smith's	Open Nature	A																		
		Foster Farms						0.99													
	Sprout's Market	Heritage Farm											1.29	1.29					8.99		
		n/i											0.99	0.99	0.99						
	Target	Coleman	O									3.49	3.49	3.49							
	Trader Joe's	Gold'n Plump	O	4.80										1.99							
Walmart	Trader Joe's	O		1.99																	
CO	Affiliated Foods	n/i							1.59								0.39				
	Albertson's Mtn	Sanderson Farms		B2GO		B2GO			1.69												
		n/i		2.79	2.79																
	Clark's Market	Signature																	6.99	7.99	
		Smart Chicken	A			4.99															
	King Soopers	n/i																	5.99		
		Red Bird	A	4.99																	
	Lowe's	n/i															0.39			yes	
	Lucky's Market	n/i	A			3.99															
	Safeway Denver	n/i																	5.99		
		Safeway Farms											0.99	0.99	0.99						
	Save-a-Lot	Eating Right	A		2.99	2.99															
		Open Nature	A	5.99																	
	Sprout's Market	n/i											1.19	1.19							
		n/i											0.99	0.99	0.99	0.99					
	Sun Mart	Coleman	O										3.49	3.49	3.49						
		Sanderson Farms			1.99																
Target	n/i																7.99				
Trader Joe's	Gold'n Plump	O	4.80										1.99								
Walmart	Trader Joe's	O		1.99																	

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2015

prices in \$US per pound unless otherwise noted.

CHICKEN

State	Supermarket	Brand	Key	B/S Breast		B/S Thighs		Split Breast		Wings		Thighs		Drumsticks		Leg Quarters		Fried		Store Card
				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	8-piece	12-Piece	
KS	Affiliated Foods	n/i							1.59								0.39			
	ALDI	n/i			1.89															
		Kirkwood											0.99	0.99						
	Apple Market	n/i															0.59		10.99	
	Country Mart	n/i																7.99		
	Dillon's	Heritage Farm				1.99					1.99								7.99	
		n/i																		
	G&W Foods	Fieldale Farms					1.58						1.48	1.48						
		n/i			3.48													0.58		
		Springer Mtn	A		4.48															10.99
		Champs																		
	Hen House	n/i			2.99															
	Homeland	n/i																0.49		
	Hy-Vee	Hy-Vee			3.49															
		Hy-Vee Cool	A				4.99													
	Lowe's	n/i																0.39		
	Price Chopper	n/i																	7.99	
		KC Pride				3.99														
	Pilgrim's																		1.19	
Save-a-Lot	n/i											0.99	0.99	0.99	0.99					
Sprout's Market	n/i											0.99	0.99	0.99	0.99					
	Coleman	O										3.49	3.49	3.49						
Sun Fresh	n/i																	7.99		
Target	Gold'n Plump			4.80																
The Fresh Market	n/i	A						2.99												
Walmart	n/i				1.99															
LA	AG Baton Rouge	n/i															0.49	8.99		
		Sanderson Farms							1.49											
	Albertson's Sthrn	n/i		2.49															9.99	
	Breaux Mart	n/i															0.49	6.49		
		Sanderson Farms							1.49											
	Kroger Sthwest	n/i																7.99		
LeBlanc's	Smart Chicken	A		4.99																
	n/i																0.49			
Mac's Fresh	n/i												0.79				0.59			

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

**Memorial Day 2015
CHICKEN**

prices in \$US per pound unless otherwise noted.

State	Supermarket	Brand	Key	B/S Breast		B/S Thighs		Split Breast		Wings		Thighs		Drumsticks		Leg Quarters		Fried		Store Card		
				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	8-piece	12-Piece			
MO (cont)	Prenger Foods	Champ's																	6.99			
		n/i															0.49					
	Price Chopper	n/i																	7.99			
		KC Pride				3.99																
		Pilgrim's																1.19				
	Pyramid Foods	Tyson							1.99													
		Springer Mount.	A		4.99															8.99	12.99	
		n/i																				
	Save-a-Lot	n/i											0.99		0.99							
	Schnuck's	n/i																			9.99	
		Just Bare	A											2.50		2.50						
		Schnuck's			4.49																	
	Shop'n Save	n/i									2.49											
	Sprout's Market	n/i												0.99		0.99	0.99					
	Coleman	O										3.49		3.49								
Sun Fresh	n/i																		7.99			
Target	Gold'n Plump			4.80																		
Twn&Cntry Grocer	n/i							1.29					0.99		1.09		0.69		7.99			
Twn&Cntry Sprmrk	n/i			2.69																		
Walmart	n/i				1.99																	
NM	Affiliated Foods	n/i							1.59								0.39					
	Albertson's SW	Sanderson Farms		B2GO		B2GO			1.69													
		Signature			2.49															6.99	7.99	
		n/i																				
	Basha's	n/i																			8.99	
		Sanderson Farms				1.77																
	Dollar General Mrkt	n/i										1.25		1.25	1.25							
	John Brooks	n/i							1.49								0.49					
	King Soopers	n/i																		5.99		
		Red Bird	A		4.99																	yes
	Lawrence Bros.	n/i															0.59					
Los Altos	n/i				2.59											0.59						
Lowe's	n/i															0.39						

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2015

prices in \$US per pound unless otherwise noted.

CHICKEN

State	Supermarket	Brand	Key	B/S Breast		B/S Thighs		Split Breast		Wings		Thighs		Drumsticks		Leg Quarters		Fried		Store Card	
				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	8-piece	12-Piece		
NM (cont)	Safeway Denver	n/i																5.99		yes	
	Safeway Farms											0.99	0.99	0.99						yes	
	Eating Right	A		2.99		2.99															
	Open Nature	A		5.99																	
	Smith's	Heritage Farm										1.29	1.29							yes	
		n/i																8.99			
	Sprout's Market	n/i										0.99	0.99	0.99							
		Coleman	O									3.49	3.49	3.49							
	Target	Gold'n Plump			4.80																
	Trader Joe's	Trader Joe's	O											1.99							
Walmart	n/i			1.99																	
OK	Affiliated Foods	n/i							1.59								0.39				
	ALDI	n/i			1.89																
		Kirkwood										0.99	0.99								
	Buy for Le\$\$	n/i		2.29																	
	Country Mart	n/i																7.99			
	Dollar General Mkt	n/i										1.25	1.25	1.25							
	Harp's	Tyson			3.19																
	Homeland	n/i															0.49				
	La Michoacana	n/i															0.39				
	Market Square	n/i							1.49								0.39				
	Nichols	n/i			1.99																
	Pyramid Foods	Tyson							1.99												
		Springer Mount.	A		4.99														8.99	12.99	
		n/i																		10.99	
	Reasor's	n/i																			
		Country Post															0.59				
	Save-a-Lot	n/i										0.99	0.99	0.99							
	Sprout's Market	n/i										0.99	0.99	0.99	0.99						
		Coleman	O									3.49	3.49	3.49							
	Target	Gold'n Plump			4.80																
The Fresh Market	n/i	A					2.99														
Walmart	n/i			1.99																	
Warehouse	n/i																0.59				
	Pilgrim's			2.99																	

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2015

prices in \$US per pound unless otherwise noted.

CHICKEN

State	Supermarket	Brand	Key	B/S Breast		B/S Thighs		Split Breast		Wings		Thighs		Drumsticks		Leg Quarters		Fried		Store Card	
				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	8-piece	12-Piece		
OK (cont)	Whole Foods SW Williams	Pine Manor n/i	A						1.49					1.99							
TX	Affiliated Foods	n/i							1.59								0.39				
	Albertson's Sthrn	n/i		2.49																9.99	
	Albertson's SW	Sanderson Farms		B2GO		B2GO			1.69										6.99	7.99	
		Signature		n/i																	
	ALDI	n/i		2.49	1.89																
		Kirkwood											0.99		0.99						
	Arlan's	n/i													0.69						
	Brookshire Bros.	n/i															0.59		8.99		
	Diamond IGA	n/i			1.97																
	El Ahorro	n/i																			
	El Rancho	n/i			1.78																
	El Rio Grande	n/i		2.69						1.19					0.59						
	Fiesta Mart	n/i		1.99						2.29					0.89						
		n/i		3.79																	
	Food Town	n/i			1.88								1.49		0.59						
	Foodarama/LaFsta	n/i			1.77		1.49			1.99					0.59		0.88				
	Gerland's	n/i							1.39						0.77						
	H-E-B	Hill Country													1.00						
	Homeland	n/i																			
	Kroger Sthwest	n/i																		7.99	
	La Michoacana	n/i																			
	Lawrence Bros.	n/i																			
	Los Altos	n/i			2.59																
	Lowe's	n/i																			
	Malone's	n/i													0.59						
	Market Basket	n/i			2.89																
	Market Place	n/i			1.98																
		Charley Bigg's																			
	Market Square	n/i							1.49												10.99
	Minyard's	Pilgrim's								2.69			1.49		1.49						
	Randall/TomThmb	n/i			1.99																5.99
		Open Nature	A	5.99																	yes

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2015

prices in \$US per pound unless otherwise noted.

CHICKEN

State	Supermarket	Brand	Key	B/S Breast		B/S Thighs		Split Breast		Wings		Thighs		Drumsticks		Leg Quarters		Fried		Store Card	
				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	8-piece	12-Piece		
TX (cont)	Save-a-Lot	n/i										0.99		0.99							
	Sellers Bros.	n/i				0.99															
	Sprout's Market	n/i										0.99		0.99	0.99						
	Coleman	O									3.49		3.49								
	Super 1 Foods	n/i														0.39					
	Target	Gold'n Plump		4.80																	
	The Fresh Market	n/i	A					2.99													
	The United Family	Market Fresh											1.00		1.00	1.00					
	Trader Joe's	Trader Joe's	O											1.99							
	Vista Market	n/i															0.39				
	Walmart	n/i			1.99																
Whole Foods SW	Pine Manor	A											1.99								
UT	Albertson's Mtn	Sanderson Farms		B2GO		B2GO		1.69													
		n/i		2.79	2.79													6.99	7.99		
	Albertson's SW	Signature																			
		Sanderson Farms		B2GO		B2GO		1.69											6.99	7.99	
		Signature			2.49																
	Associated Food	Tyson										1.19		1.19							
	Clark's Market	Smart Chicken	A			4.99															
	Harmon's	n/i			2.88			1.99							0.99						
	King Soopers	n/i															5.99				
		Red Bird	A	4.99																	yes
	Ream's	n/i										0.89		0.89							
	Smith's	Heritage Farm										1.29		1.29							yes
		n/i															8.99				
	Sprout's Market	n/i											0.99		0.99	0.99					
		Coleman	O									3.49		3.49							
Stokes Market	n/i			1.98								1.19		1.19							
Target	Gold'n Plump		4.80																		
Trader Joe's	Trader Joe's	O											1.99								
Walmart	n/i			1.99																	

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2015

prices in \$US per pound unless otherwise noted.

CHICKEN

State	Supermarket	Brand	Key	B/S Breast		B/S Thighs		Split Breast		Wings		Thighs		Drumsticks		Leg Quarters		Fried		Store Card	
				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	8-piece	12-Piece		
SOUTHWESTERN U.S. - CA,HI,NV																					
CA	Albertsons SoCal	n/i		2.99	1.88		1.88														
	Foster Farms			4.99																	
	Andronico's	Andronico's	A										2.29								
	Arteaga's	n/i														0.99					
	Big Saver	n/i													0.89						
	Cardenas	n/i							1.29						0.99						
	Chavez	n/i												1.39							
	Dollar General Mkt	n/i										1.25			1.25	1.25					
	El Super	n/i			1.97				1.49		1.99					0.57			5.97		
	El Tapatio	n/i														0.59					
	Food 4 Less	Sanderson Farms											1.29			1.29					
	Foodland Mercado	n/i														0.58					
	Food Maxx	Foster Farms															0.89				
	Gelson's	Just Bare	A	7.99		3.19															
	Grocery Outlet	Foster Farms											0.99		0.99						
	Haggen	n/i			1.97																
		n/i	L		1.99																yes
		n/i	L		2.99																
	Holiday Market	n/i			2.99																yes
		n/i			4.49																
		Smart Chicken	A			3.99															yes
	Smart Chicken	A			4.89																
	Sunland											0.89		0.89						yes	
	Sunland											1.89		1.89							
Island Pacific	n/i													0.50							
Jon's	Foster Farms											0.99		0.99							
	n/i									1.59											
K.V. Mart	n/i							1.59							0.59		0.69				
La Perla	n/i														0.59						
La Superior	n/i							1.49					0.89								
Lola's	n/i													0.50	0.99						
Lucky	Master Cut			2.99								0.99		0.99	0.99						
	Foster Farms									2.99											

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2015

prices in \$US per pound unless otherwise noted.

CHICKEN

State	Supermarket	Brand	Key	B/S Breast		B/S Thighs		Split Breast		Wings		Thighs		Drumsticks		Leg Quarters		Fried		Store Card		
				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	8-piece	12-Piece			
CA (cont)	Lucky	Just Bare	A		4.99																	
	(continued)	n/i																	6.99			
	Lunardi's	n/i	A			4.69																
	Mi Pueblo	n/i												0.57								
	Murphy's	n/i										0.69		0.69								
	Northgate	n/i												0.69	0.69							
	Nugget Market	Fresh to Market	A								2.49										local	
		Smart Chicken	A		5.99																	
	R-Ranch Markets	n/i			2.99										0.59							
	Ralph's	Foster Farms							0.88					0.88	0.88						yes	
		Simple Truth	O		6.99																yes	
	Rancho San Miguel	n/i				1.99																
	Ray's Food Place	Draper Valley	A											1.59	1.29							
		n/i																		5.99		
	Safeway NorCal	n/i																		6.99	dark	
		n/i																		7.99	yes	
		Simply Raised	A		4.99																local	
		O Organics	O												3.99							
		Safeway Farms											1.79	1.79	1.79	1.79					yes	
	Save-a-Lot	n/i												0.99	0.99							
	Save Mart	Master Cut												0.99	0.99	0.99						
		n/i																			9.99	dark
		Foster Farms				3.99	3.99															
		Foster Farms	O						4.99													
		Simply Raised	A		4.99																	
	SK Super King	n/i				1.79									0.79							
	Smart & Final	Foster Farms								0.99												L 4
	Sprout's Market	n/i												0.99	0.99	0.99						
		Coleman	O										3.49		3.49							
	Stater Bros.	Cleo & Leo																			6.99	
	Foster Farms								1.59					0.89	0.89							
	Foster Farms	A		5.99																		
Superior Grocer	n/i			2.49										0.57						5.99		
Super A Foods	n/i																0.59					
	Foster Farms								1.29				1.29	1.29								

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2015

prices in \$US per pound unless otherwise noted.

CHICKEN

State	Supermarket	Brand	Key	B/S Breast		B/S Thighs		Split Breast		Wings		Thighs		Drumsticks		Leg Quarters		Fried		Store Card	
				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	8-piece	12-Piece		
CA (cont)	Target	Gold'n Plump		4.80																	
	The Fresh Market	n/i	A					2.99													
	Trader Joe's	Trader Joe's	O										1.99								
	Vallarta	n/i												0.59							
	Von's	Eating Right			1.99		1.99														yes
		Open Nature	A		5.99																
	O Organic	O				5.99															
	Walmart	n/i			1.99																
HI	Don Quijote	n/i					1.89														
	Foodland	Foster Farms			5.19								2.49		2.49	2.49					
		n/i			3.99		3.99														
	KTA Super Stores	n/i					3.49													12.99	
	Safeway NorCal	n/i																6.99		dark	
		n/i																7.99		yes	
		Simply Raised	A		4.99																local
		O Organics	O												3.99						
	Safeway Farms										1.79	1.79	1.79	1.79						yes	
	Target	Gold'n Plump		4.80																	
	Times	n/i	A									2.29		2.29	2.29						
NV	Albertson's Mtn	Sanderson Farms		B2GO		B2GO		1.69													
		n/i		2.79	2.79																
		Signature																	6.99	7.99	
	Albertson's SW	Sanderson Farms		B2GO		B2GO		1.69													
		Signature																	6.99	7.99	
		n/i			2.49																
	Associated Food	Tyson										1.19		1.19							
	Cardenas	n/i						1.29						0.99							
	Dollar General Mkt	n/i										1.25		1.25	1.25						
	El Super	n/i			1.97			1.49		1.99				0.57					5.97		
	Grocery Outlet	Foster Farms										0.99		0.99							
	La Bonita	n/i												0.69							
	MarketOn	n/i												0.89							
	Rancho Markets	n/i												0.69							
	Safeway NorCal	n/i																	6.99		dark
	n/i																	7.99		yes	

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2015

prices in \$US per pound unless otherwise noted.

CHICKEN

State	Supermarket	Brand	Key	B/S Breast		B/S Thighs		Split Breast		Wings		Thighs		Drumsticks		Leg Quarters		Fried		Store Card		
				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	8-piece	12-Piece			
NV (cont)	Safeway NorCal (continued)	Simply Raised	A	4.99																local		
		O Organics	O											3.99								
		Safeway Farms											1.79	1.79	1.79	1.79					yes	
		Scolari's			1.99		1.99												6.99			
		Foster Farms											1.59		1.59							
		Smart & Final							0.99												L 4	
		Smith's												1.29		1.29					yes	
		Heritage Farm																	8.99			
		n/i																				
		Sprout's Market												0.99		0.99	0.99					
		Coleman	O											3.49		3.49						
		Target				4.80																
		Von's					1.99		1.99													yes
				5.99																		
	Walmart				1.99																	

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2015

prices in \$US per pound unless otherwise noted.

CHICKEN

State	Supermarket	Brand	Key	B/S Breast		B/S Thighs		Split Breast		Wings		Thighs		Drumsticks		Leg Quarters		Fried		Store Card	
				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	8-piece	12-Piece		
NORTHWESTERN U.S. - AK,ID,MT,OR,WA,WY																					
AK	Carrs/Safeway NW	n/i			2.49															yes	
		Safeway Farms										2.99		2.99							
		O Organics	O	8.99																	
	Fred Meyer	n/i			2.99														8.99		
		Foster Farms	L										1.88		1.88						
		Simple Truth	A	6.99																	
	IGA Hometown	n/i							2.29												
Three Bears	n/i			3.29													0.89				
Walmart	n/i				2.59																
ID	Albertson's Mtn	Sanderson Farms		B2GO		B2GO			1.69												
		n/i		2.79	2.79														6.99	7.99	
		Signature																	6.99		
	Albertson's NW	n/i			1.79														6.99		
	Associated Food	Tyson										1.19		1.19							
	Family Foods	Draper Valley	A											0.99							
		n/i																	6.99		
	Fred Meyer	n/i			2.99															7.99	
		Foster Farms	L										1.69		1.69						
		Simple Truth	A	5.99																	
	Grocery Outlet	Foster Farms										0.99		0.99							
	Harvest Foods	n/i			1.98														5.98		dark
		Foster Farms											1.37		1.37						
	IGA Markets	Gold'n Plump		4.99					2.50												
	Paul's Market	n/i			1.88																8.48
	Rosauer's	Foster Farms														0.99					
	Safeway NW	n/i			1.79																yes
		Safeway Farms											1.99		1.99						
		O Organics	O										3.99		3.99						
		Open Nature	A						3.99												
Smith's	Heritage Farm											1.29		1.29						yes	
	n/i																	8.99			
Stokes Market	n/i			1.98								1.19		1.19							
Super 1 Foods	Foster Farms															0.98					
Target	Gold'n Plump			4.80																	

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2015

prices in \$US per pound unless otherwise noted.

CHICKEN

State	Supermarket	Brand	Key	B/S Breast		B/S Thighs		Split Breast		Wings		Thighs		Drumsticks		Leg Quarters		Fried		Store Card
				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	8-piece	12-Piece	
ID <i>(cont)</i>	Trader Joe's	Trader Joe's	O											1.99						
	Walmart	n/i			1.99															
MT	Albertson's Mtn	Sanderson Farms		B2GO		B2GO			1.69											
		n/i		2.79	2.79													6.99	7.99	
		Signature																		
	Associated Food	Tyson										1.19		1.19						
	Family Foods	Draper Valley	A											0.99						
		n/i																6.99		
	Harvest Foods	n/i			1.98													5.98		dark
		Foster Farms											1.37		1.37					
	IGA Markets	Gold'n Plump		4.99				2.50												
	Lucky's Market	n/i				1.99														
	Reynold's	n/i			1.99															
	Rosauer's	Foster Farms														0.99				
	Safeway NW	n/i			1.79															
		Safeway Farms										1.99		1.99						
	O Organics	O									3.99		3.99							
	Open Nature	A							3.99											
Smith's	Heritage Farm											1.29		1.29						
	n/i																8.99		yes	
Stokes Market	n/i				1.98								1.19		1.19					
Super 1 Foods	Foster Farms														0.98					
Three Bears	n/i			2.79												0.89				
Walmart	n/i				1.99															
OR	Albertson's NW	n/i			1.79													6.99		
	Family Foods	Draper Valley	A											0.99				6.99		
		n/i																6.99		
	Fred Meyer	n/i			2.99													7.99		
		Foster Farms	L									1.69		1.69						
		Simple Truth	A		5.99															
	Grocery Outlet	Foster Farms										0.99		0.99						
	Harvest Foods	n/i			1.98													5.98		dark
	Foster Farms											1.37		1.37						
IGA Markets	Gold'n Plump		4.99				2.50													
IGA Market Fresh	n/i											0.78		0.78					5.99	

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2015

prices in \$US per pound unless otherwise noted.

CHICKEN

State	Supermarket	Brand	Key	B/S Breast		B/S Thighs		Split Breast		Wings		Thighs		Drumsticks		Leg Quarters		Fried		Store Card	
				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	8-piece	12-Piece		
OR (cont)	Lamb's Market	Draper Valley	A	3.29																local	
	McKay's	Gold'n Plump																6.99			
		Simply Raised	A	4.99		3.99															
		Foster Farms		3.99																	
		New Seasons	n/i							2.99											
		Quality Food Cntr	Draper Valley	A	BOGO															8.99	
			n/i																		
		Ray's Food Place	Draper Valley	A									1.59		1.29					5.99	
			n/i																		10.99
		Red Apple	n/i			1.99												0.99			
		Rosauer's	Foster Farms																		
		Roth's	n/i			1.99														6.99	
			Foster Farms			3.99															
			Mary's	O	7.99																
		Safeway NW	n/i			1.79															yes
			Safeway Farms										1.99		1.99						
		O Organics	O									3.99		3.99							
		Open Nature	A						3.99												
	Target	Gold'n Plump		4.80																	
	Trader Joe's	Trader Joe's	O											1.99							
	Walmart	n/i			1.99																
	Whole Foods NW	Draper Valley	A	5.49																local	
WA	Albertson's NW	n/i			1.79														6.99		
	Family Foods	Draper Valley	A											0.99					6.99		
		n/i																	7.99		
	Fred Meyer	n/i			2.99																
		Foster Farms	L									1.69		1.69							
		Simple Truth	A	5.99																	
	Grocery Outlet	Foster Farms										0.99		0.99							
	IGA Markets	Gold'n Plump		4.99					2.50												
	IGA Market Fresh	n/i										0.78		0.78					5.99		
	Metropolitan	n/i	F					3.99													
	Meyer Group IGA	Gold'n Plump		4.99					2.50												
New Seasons	n/i	A							2.99												
PCC Natural	Ranger	A							2.99												

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2015

prices in \$US per pound unless otherwise noted.

CHICKEN

State	Supermarket	Brand	Key	B/S Breast		B/S Thighs		Split Breast		Wings		Thighs		Drumsticks		Leg Quarters		Fried		Store Card		
				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	8-piece	12-Piece			
WA <i>(cont)</i>	Quality Food Cntr	Draper Valley	A	BOGO															8.99			
		n/i																				
	Red Apple	n/i			1.99																10.99	
	Rosauer's	Foster Farms														0.99						
	Saar's	n/i					1.48						0.88		0.88			0.68				
	Safeway NW	n/i			1.79																yes	
		Safeway Farms											1.99		1.99							
		O Organics	O										3.99		3.99							
		Open Nature	A							3.99												
	Super 1 Foods	Foster Farms															0.98					
	Target	Gold'n Plump			4.80																	
	The Markets	n/i												1.28		0.98						
Trader Joe's	Trader Joe's	O												1.99								
Walmart	n/i				1.99																	
Whole Foods NW	Draper Valley	A		5.49																		
WY	Affiliated MW	Tyson											0.98		0.98							
	Albertson's Mtn	Sanderson Farms		B2GO		B2GO			1.69													
		n/i		2.79	2.79																	
		Signature																		6.99	7.99	
	Associated Food	Tyson											1.19		1.19							
	IGA Markets	Gold'n Plump			4.99				2.50													
	King Soopers	n/i																		5.99		
		Red Bird	A		4.99																	yes
	Lucky's Market	n/i					1.99															
	Safeway Denver	n/i																			5.99	
		Safeway Farms											0.99		0.99	0.99						yes
		Eating Right	A			2.99	2.99															
	Open Nature	A		5.99																		
Smith's	Heritage Farm											1.29		1.29							yes	
	n/i																			8.99		
Walmart	n/i				1.99																	

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2015

prices in \$US per pound unless otherwise noted.

PORK

State	Supermarket	Brand	Key	Spareribs			Country Style		Pork Chops								Bnls Loin	Fresh Sausage	Store Card			
				Whole Rack	Back Rib	St. Louis Rib	Ribs		Rib End		Bone-in Center		Bnls Center		Sirloin End					Ass't.		
							bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	bnls	bone-in						
CT <i>(cont)</i>	Price Chopper	Price Chopper					2.99			2.99				3.29	2.49							
		Premio																			3.50	
	ShopRite	n/i		2.49								2.49								1.79	2.99	
	Stew Leonard's	n/i			3.99	3.99																
		n/i			5.99	5.99																
	Stop & Shop	Stop & Shop			3.99	2.69	2.99								1.99							2.50
	Target	Tender Choice				2.49																
	The Fresh Market	n/i			4.99																	
Walmart	n/i		1.97																			
DC	ALDI	n/i					2.19															
	Giant Food	Giant			3.99	2.69		3.49							2.49							2.50
	Harris Teeter	Niman Ranch	A		5.99																	yes
		Niman Ranch	A		9.99																	
		Smithfield			BOGO																	
	Safeway Eastern	n/i			BOGO									BOGO								yes
		Smithfield			2.99	2.99	3.29	2.99														yes
	Save-a-Lot	n/i			2.99																	
Target	Tender Choice				2.49																	
Walmart	n/i		1.97																			
DE	A&P Stores	n/i		2.99		3.99	2.49							2.99								3.49
		America's Choice																				
	ACME Markets	n/i			B2GO																	
		Hatfield									3.49											
		Lancaster Brand									4.49											3.49
		Botto's																				4.00
	Food Lion	n/i			2.99							2.79										yes
		n/i			3.99							2.99										
		Johnsonville																				3.33
	Fresh Grocer	n/i		2.99	3.99	2.69		1.99			1.88		1.99			1.69						2.50
Giant Food	Giant			3.99	2.69		3.49							2.49							v	
Great Valu Market	n/i		2.99			2.69							2.29									
	Johnsonville																					4.15

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2015

prices in \$US per pound unless otherwise noted.

PORK

State	Supermarket	Brand	Key	Spareribs			Country Style		Pork Chops								Bnls Loin	Fresh Sausage	Store Card		
				Whole Rack	Back Rib	St. Louis Rib	Ribs		Rib End		Bone-in Center		Bnls Center		Sirloin End					Ass't.	
							bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	bnls	bone-in					
DE (cont)	Harris Teeter	Niman Ranch	A		5.99															yes	
		Niman Ranch	A		9.99																
		Smithfield			BOGO																
		Pathmark	n/i									2.99									
			n/i		4.99	3.99	2.49														
		Premio																			3.50
		Redner's	Johnsonville							1.88		2.18									4.15
			n/i											BOGO							
		Safeway Eastern	Smithfield			BOGO	2.99	2.99	3.29	2.99											yes
			Smithfield			2.99	2.99	3.29	2.99												yes
		Save-a-Lot	n/i			2.99															
		ShopRite	n/i		2.49							2.49								1.79	2.99
	Shurfine	Hatfield																		1.99	
		Johnsonville																		4.58	
		n/i		2.49	4.99			2.99							2.79						
	Target	Tender Choice				2.49															
	Walmart	n/i		1.97																	
MA	Adams IGA	n/i																		2.99	
	AG New England	n/i			2.99																
	ALDI	n/i					2.19														
	Big Y	n/i																			4.79
		Hormel			3.99			2.49			4.49		4.49								
	C-Town	n/i			4.99																
	Compare Foods	Premio																			2.99
		n/i			4.99										2.99						
	Crosby's	n/i			3.99																3.99
	Donelan's	n/i					2.49						2.49								
	Geissler's	n/i			2.99		3.49								3.49						
		Perri																			3.79
	Hannaford	Hannaford						1.99													yes
		Hannaford						2.89													
	Johnsonville																			3.33	
Market Basket	n/i											2.29	2.29						1.89	yes	
	n/i											2.99	2.99						2.19		

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2015

prices in \$US per pound unless otherwise noted.

PORK

State	Supermarket	Brand	Key	Spareribs			Country Style		Pork Chops								Bnls Loin	Fresh Sausage	Store Card		
				Whole Rack	Back Rib	St. Louis Rib	Ribs		Rib End		Bone-in Center		Bnls Center		Sirloin End					Ass't.	
							bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	bnls	bone-in					
MA <i>(cont)</i>	Met Foods	n/i		2.49	4.99																
	NSA Supermarket	Premio																1.99	2.99		
		Indiana Kitchen	n/i					1.59						2.99			1.49				
	Price Chopper	Price Chopper					2.99		2.99					3.29	2.49						
	Roche Bros.	Premio																		3.50	
		Berkshire	A								7.99										
	Save-a-Lot	n/i																			
		Perri	A																		
	Shaw's	Perri																		3.50	
	Star Market	n/i												2.88							
	Stop & Shop	Stop & Shop				2.69	2.99									1.99				2.50	
	Target	Tender Choice				2.49															
	The Fresh Market	n/i																			
	Trucchi's	n/i																			
Walmart	DiLuigi																				
Wegman's	n/i			1.97																	
Wegman's	Wegman's																				
MD	A&P Stores	n/i		2.99		3.99	2.49							2.99						3.49	
	ACME Markets	America's Choice																			
		n/i				B2GO															
		Hatfield									3.49										
	AG New England	Lancaster Brand									4.49										3.49
		Botto's																			4.00
	ALDI	n/i																			
	Associated	n/i		2.49	4.99										2.99						
Balducci's	Premio																		2.99		
Family Owned	n/i	A								6.99											
Johnsonville	n/i													2.29							
Johnsonville	Johnsonville																			3.75	

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2015

prices in \$US per pound unless otherwise noted.

PORK

State	Supermarket	Brand	Key	Spareribs			Country Style		Pork Chops								Bnls Loin	Fresh Sausage	Store Card			
				Whole Rack	Back Rib	St. Louis Rib	Ribs		Rib End		Bone-in Center		Bnls Center		Sirloin End					Ass't.		
							bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	bnls	bone-in						
MD (cont)	Food Lion	n/i			2.99							2.79								yes		
		n/i			3.99							2.99										
		Johnsonville																		3.33		
	Giant Eagle	n/i			2.99			1.99														
	Giant Food	Giant			3.99	2.69		3.49							2.49					2.50	v	
	Graul's	Smithfield											3.99									
	Great Valu Market	n/i			2.99			2.69						2.29							4.15	
		Johnsonville																				
	Harris Teeter	Niman Ranch		A		5.99																yes
		Niman Ranch		A		9.99																
		Smithfield				BOGO																
	Mars	n/i			2.59																	
		Premio																				2.99
	Martin's Foods	Martin's			2.49	2.79	2.69	2.99							2.49							2.50
	Redner's	Johnsonville																				4.15
		n/i								1.88		2.18						1.88				
	Safeway Eastern	n/i				BOGO									BOGO							yes
		Smithfield				2.99	2.99	3.29	2.99													yes
	Save-a-Lot	n/i				2.99																
	Shop'n Save	n/i				3.28		2.59							2.38	2.79						
		Johnsonville																				3.75
		Botto's																				3.33
	Shoppers Food	Smithfield			1.99								2.69						2.69			
	Johnsonville																				2.92	
ShopRite	n/i			2.49								2.49							1.79		2.99	
Shurfine	Hatfield																				1.99	
	Johnsonville																				4.58	
	n/i			2.49	4.99			2.99							2.79							
Target	Tender Choice					2.49																
The Fresh Market	n/i				4.99																	
Walmart	n/i			1.97																		
Wegman's	Wegman's																				2.79	

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2015

prices in \$US per pound unless otherwise noted.

PORK

State	Supermarket	Brand	Key	Spareribs			Country Style		Pork Chops								Bnls Loin	Fresh Sausage	Store Card	
				Whole Rack	Back Rib	St. Louis Rib	Ribs		Rib End		Bone-in Center		Bnls Center		Sirloin End					Ass't.
							bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	bnls	bone-in				
MD (cont)	Weis	Swift		1.88	4.99	3.38		BOGO					BOGO							
		Johnsonville																		3.33
		Weis																		2.98
ME	AG New England	n/i			2.99															
	Hannaford	Hannaford						1.99												yes
		Hannaford						2.89												
		Johnsonville																		3.33
	Market Basket	n/i											2.29	2.29					1.89	yes
		n/i											2.99	2.99					2.19	
	Save-a-Lot	n/i				2.99														
Shaw's	Perri																		3.50	
Target	Tender Choice					2.49														
	Walmart	n/i		1.97																
NH	AG New England	n/i			2.99															
	ALDI	n/i						2.19												
	Hannaford	Hannaford																		yes
		Hannaford																		
		Johnsonville																		3.33
	Market Basket	n/i											2.29	2.29					1.89	yes
		n/i											2.99	2.99					2.19	
	Price Chopper	Price Chopper							2.99		2.99				3.29	2.49				
		Premio																		3.50
Save-a-Lot	n/i				2.99															
Shaw's	Perri																		3.50	
Target	Tender Choice					2.49														
	The Fresh Market	n/i																		4.99
	Walmart	n/i		1.97																
NJ	A&P Stores	n/i		2.99		3.99	2.49							2.99						
	ACME Markets	America's Choice																		3.49
		n/i				B2GO														
		Hatfield									3.49									3.49
	Lancaster Brand									4.49										4.00
	Botto's																			
	ALDI	n/i					2.19													

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2015

prices in \$US per pound unless otherwise noted.

PORK

State	Supermarket	Brand	Key	Spareribs			Country Style		Pork Chops								Bnls Loin	Fresh Sausage	Store Card		
				Whole Rack	Back Rib	St. Louis Rib	Ribs		Rib End		Bone-in Center		Bnls Center		Sirloin End					Ass't.	
							bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	bnls	bone-in					
NJ (cont)	Associated	n/i		2.49	4.99																
	Premio																			2.99	
	Best Market	n/i		2.99	4.69		2.99	1.47					2.99	2.47						3.99	
	Bravo	n/i											2.99	2.69							
	Premio																			5.49	
	C-Town	n/i			4.99																
	Compare Foods	Premio																			2.99
		n/i				4.99									2.99						
	DeCiccio	n/i			2.99																
	Fine Fare	n/i			2.29	3.99	2.99	2.89							2.99				1.99		
		Premio																			2.66
	Food Basics	n/i			1.98										3.98						
		America's Choice																			3.48
	Food Bazaar	Premio																			4.00
		n/i			1.99	3.99															
	Foodtown	n/i			2.99			3.29						3.99							3.99
	Great Valu Market	n/i			2.99			2.69							2.29						
		Johnsonville																			4.15
	Key Food	n/i			2.39	3.99															
	King's	Chairman Reserve												3.99	3.99						
	King's																			3.99	
	Johnsonville																			4.15	
Met Foods	n/i			2.49	4.99																
	Premio																			2.99	
Morton Williams	n/i											2.59				2.59					
	Esposito																			3.99	
Murphy's	Johnsonville																			4.16	
	n/i							1.99	2.49												
Pathmark	n/i											2.99									
	n/i				4.99	3.99	2.49													3.50	
Pioneer	n/i			2.49	4.99																
	Premio																			2.99	
Save-a-Lot	n/i				2.99																

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2015

prices in \$US per pound unless otherwise noted.

PORK

State	Supermarket	Brand	Key	Spareribs			Country Style		Pork Chops								Bnls Loin	Fresh Sausage	Store Card								
				Whole Rack	Back Rib	St. Louis Rib	Ribs		Rib End		Bone-in Center		Bnls Center		Sirloin End					Ass't.							
							bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	bnls	bone-in											
NJ <i>(cont)</i>	ShopRite	n/i		2.49								2.49						1.79	2.99								
	Stop & Shop	Stop & Shop			3.99	2.69	2.99								1.99					2.50							
	Target	Tender Choice				2.49																					
	The Fresh Market	n/i			4.99																						
	Thriftway	n/i			3.99						2.49																
	Walmart	n/i		1.97																							
	Wegman's	Wegman's																			2.79						
	Weis	Swift		1.88	4.99	3.38		BOGO														3.33					
		Johnsonville																					2.98				
	Weis																					2.99					
	Western Beef	n/i			3.99							3.49						1.69				2.99					
NY	A&P Stores	n/i		2.99		3.99	2.49																				
		America's Choice																						3.49			
	ACME Markets	n/i			B2GO																						
		Hatfield										3.49															
		Lancaster Brand										4.49													3.49		
		Botto's																							4.00		
	ALDI	n/i					2.19																				
	Associated	n/i		2.49	4.99													2.99							2.99		
		Premio																								2.99	
	Balducci's	n/i	A									6.99														2.99	
	Best Market	n/i		2.99	4.69		2.99	1.47							2.99	2.47										3.99	
	Big M	1893 Premium		2.99	3.99																						1.99
	Bravo	n/i												2.99	2.69												5.49
		Premio																									2.99
	C-Town	n/i			4.99																						2.99
	Compare Foods	Premio																									2.99
		n/i				4.99												2.99									1.99
Fine Fare	n/i		2.29	3.99	2.99	2.89																				1.99	
	Premio													2.99												2.66	
Food Basics	n/i		1.98												3.98												3.48
	America's Choice																										4.00
Food Bazaar	Premio																										4.00
	n/i		1.99	3.99																							4.00

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2015

prices in \$US per pound unless otherwise noted.

PORK

State	Supermarket	Brand	Key	Spareribs			Country Style		Pork Chops								Bnls Loin	Fresh Sausage	Store Card		
				Whole Rack	Back Rib	St. Louis Rib	Ribs		Rib End		Bone-in Center		Bnls Center		Sirloin End					Ass't.	
							bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	bnls	bone-in					
NY <i>(cont)</i>	Food Emporium	n/i			4.99																
	Foodtown	n/i		2.99			3.29						3.99							3.99	
	Giunta's	n/i			3.99		3.99					2.99									
	Great American	1893 Brand						1.79							1.79	1.49				2.99	
	Gristede's	n/i		3.99									4.99								
	Hannaford	Hannaford						1.99												yes	
		Hannaford						2.89													
		Johnsonville																			3.33
	Key Food	n/i		2.39	3.99																
	King Kullen	n/i		2.99				2.49							1.79						
		Premio																			3.50
	King's	Chairman Reserve												3.99	3.99						
		King's																			3.99
		Johnsonville																			4.15
	Met Foods	n/i		2.49	4.99																
		Premio																			2.99
	Metropolitan	n/i		2.49				1.99	1.99							1.89					
	Morton Williams	n/i											2.59			2.59					
		Esposito																			3.99
	North Shore	n/i			3.99										2.99						
	NSA Supermarket	Indiana Kitchen																			1.99
		n/i							1.59						2.99						
	Pathmark	n/i												2.99							
		n/i			4.99	3.99	2.49														
		Premio																			3.50
	Peck's Market	n/i			2.99																3.29
	Pioneer	n/i		2.49	4.99																
		Premio																			2.99
	Price Chopper	Price Chopper						2.99	2.99						3.29	2.49					
		Premio																			3.50
Save-a-Lot	n/i			2.99																	
Shop'n Save	n/i			3.28			2.59							2.38	2.79						
	Johnsonville																			3.75	
	Botto's																			3.33	

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2015

prices in \$US per pound unless otherwise noted.

PORK

State	Supermarket	Brand	Key	Spareribs			Country Style		Pork Chops								Bnls Loin	Fresh Sausage	Store Card		
				Whole Rack	Back Rib	St. Louis Rib	Ribs		Rib End		Bone-in Center		Bnls Center		Sirloin End					Ass't.	
							bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	bnls	bone-in					
NY <i>(cont)</i>	ShopRite	n/i	A	2.49								2.49						1.79	2.99	yes	
	Stew Leonard's	n/i			3.99	3.99															
		n/i			5.99	5.99															
	Stop & Shop	Stop & Shop			3.99	2.69	2.99									1.99					2.50
	Target	Tender Choice				2.49															
	The Fresh Market	n/i			4.99																
	Tops Markets	Tops																			2.88
		Smithfield			4.99											2.69					
		Prairie Grove														3.69					
		Johnsonville																	2.39		3.33
	Trade Fair	n/i			1.97																
	Walmart	n/i																			
Wegman's	Wegman's																		2.79		
Weis	Swift		1.88	4.99	3.38		BOGO												3.33		
	Johnsonville																		2.98		
	Weis																		2.99		
	Western Beef	n/i		3.99				2.99				3.49					1.69		2.99		
PA	A&P Stores	n/i		2.99		3.99	2.49							2.99					3.49		
		America's Choice																			
	ALDI	n/i					2.19														
	Associated	n/i		2.49	4.99										2.99				2.99		
		Premio																			
	Big M	1893 Premium		2.99	3.99											1.99					
	Boyer Food	Mrs. B's									1.97										
		Hatfield																		2.27	
		n/i						1.47			2.67	2.27						1.67		1.97	
	Bravo	n/i											2.99	2.69							
		Premio																		5.49	
	C-Town	n/i			4.99																
Family Owned	n/i			3.69			1.99								2.29						
	Johnsonville																		3.75		
Fine Fare	n/i		2.29	3.99	2.99	2.89							2.99					1.99			
	Premio																		2.66		

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2015

prices in \$US per pound unless otherwise noted.

PORK

State	Supermarket	Brand	Key	Spareribs			Country Style		Pork Chops								Bnls Loin	Fresh Sausage	Store Card			
				Whole Rack	Back Rib	St. Louis Rib	Ribs		Rib End		Bone-in Center		Bnls Center		Sirloin End					Ass't.		
							bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	bnls	bone-in						
PA <i>(cont)</i>	Sparkle	n/i	A	1.88	3.49															yes		
		n/i		3.29																		
	Target	Tender Choice					2.49															
	The Fresh Market	n/i				4.99																
	Thriftway	n/i				3.99			2.49				2.49									
	Thorne's	Hormel				2.99			2.39													
		Johnsonville																				4.40
	Tops Markets	Tops																				2.88
		Smithfield					4.99										2.69					
		Prairie Grove														3.69						
		Johnsonville																				3.33
Walmart	n/i			1.97																		
Wegman's	Wegman's																			2.79		
Weis	Swift			1.88	4.99	3.38		BOGO												3.33		
	Johnsonville																			2.98		
	Weis																					
RI	ALDI	n/i					2.19															
	Associated	n/i		2.49	4.99																2.99	
		Premio																			2.99	
	Bravo	n/i											2.99	2.69							5.49	
		Premio																			2.99	
	Compare Foods	Premio																			2.99	
		n/i				4.99															2.99	
	Dave's Mrktplace	n/i				2.99		2.49						2.99							2.99	
	Save-a-Lot	n/i				2.99															2.99	
	Shaw's	Perri																			3.50	
Stop & Shop	Stop & Shop				3.99	2.69	2.99													2.50		
Target	Tender Choice					2.49														2.50		
Walmart	n/i			1.97																		
VT	AG New England	n/i			2.99																	
	ALDI	n/i					2.19															

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

prices in \$US per pound unless otherwise noted.

Memorial Day 2015

PORK

State	Supermarket	Brand	Key	Spareribs			Country Style		Pork Chops								Bnls Loin	Fresh Sausage	Store Card			
				Whole Rack	Back Rib	St. Louis Rib	Ribs		Rib End		Bone-in Center		Bnls Center		Sirloin End					Ass't.		
							bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	bnls	bone-in						
VT (cont)	Hannaford	Hannaford	A					1.99												yes		
		Hannaford						2.89														
		Johnsonville																			3.33	
	Price Chopper	Price Chopper						2.99			2.99				3.29	2.49						3.50
		Premio																				3.50
	Shaw's	Perri																				3.50
	Tops Markets	Tops																				2.88
		Smithfield					4.99															
	Prairie Grove																			3.69		
	Johnsonville																			3.33		
	Walmart	n/i		1.97																		

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2015

prices in \$US per pound unless otherwise noted.

PORK

State	Supermarket	Brand	Key	Spareribs			Country Style		Pork Chops								Bnls Loin	Fresh Sausage	Store Card	
				Whole Rack	Back Rib	St. Louis Rib	Ribs		Rib End		Bone-in Center		Bnls Center		Sirloin End					Ass't.
							bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	bnls	bone-in				
SOUTHEASTERN U.S. - AL,FL,GA,MS,NC,SC,TN,VA,WV																				
AL	ALDI	n/i					2.19													
	Dollar General Mkt	n/i		1.95				2.50												
	Earth Fare	n/i	A		4.98															
	Food for Le\$\$	n/i		1.97													1.65			
	Food Giant	n/i		2.68	3.98			1.38												
	Greer's	Swift						1.69												
	Hometown Market	n/i		2.49				1.69							1.69					
	Ingle's	Johnsonville																3.32		
		n/i			2.98			1.78										yes		
		n/i			5.28			2.98												
	Kroger Atlanta	Johnsonville																3.33		
		n/i		1.99	2.99													yes		
	Kroger Nashville	n/i		1.99	2.99													yes		
		Johnsonville																3.33		
	Piggly Wiggly HAC	n/i		1.99	2.99	2.69									1.29			yes		
		Johnsonville																4.15		
	Piggly Wiggly Hchn	n/i		1.99	2.99										1.89					
	Piggly Wiggly Inc	Piggly Wiggly		2.29	3.99	2.99		1.99												
		Johnsonville																3.75		
	Piggly Wiggly JTM	n/i									2.29									
	Publix	Johnsonville																3.33		
		Publix		1.99														yes		
		Publix		3.49																
	Ramey's	n/i				2.78									1.48					
	Rouses	Rouses			2.97								2.49				1.65			
		Johnsonville																3.33		
	Save-a-Lot	n/i			2.99															
	Shop Rite	Swift			2.99															
		n/i		1.99																
		Johnsonville																3.33		
	Sprout's Market	n/i		2.99				2.99												
	Target	Tender Choice				2.49														

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2015

prices in \$US per pound unless otherwise noted.

PORK

State	Supermarket	Brand	Key	Spareribs			Country Style		Pork Chops								Bnls Loin	Fresh Sausage	Store Card	
				Whole Rack	Back Rib	St. Louis Rib	Ribs		Rib End		Bone-in Center		Bnls Center		Sirloin End					Ass't.
							bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	bnls	bone-in				
AL <i>(cont)</i>	The Fresh Market	n/i			4.99															
	Vowell's	n/i		1.99	2.97		2.19												3.33	
	Johnsonville																			
	Walmart	n/i		1.97																
	Western	n/i		2.29		2.99														
	Duroc Heritage		A		6.99															
	Winn-Dixie	n/i												1.69						
	Winn-Dixie																		3.50	
FL	Albertsons Sthrn	n/i		1.99	2.99	1.99		1.49				BOGO					1.99			
	Johnsonville																		3.33	
	ALDI	n/i					2.19													
	Bravo Supermkt	Johnsonville																	4.15	
		n/i		2.49																
	Dollar General Mrkt	n/i		1.95				2.50												
	Earth Fare	n/i	A		4.98															
	Food Giant	n/i		2.68	3.98			1.38												
	GFS Marketplace	Excel			2.99															
	Greer's	Swift						1.69												
	Harris Teeter	Niman Ranch		A		5.99														
		Niman Ranch		A		9.99														yes
		Smithfield				BOGO														
	Hitchcock's	Johnsonville																		2.92
		n/i			1.99	3.99	3.49			2.29	1.99									
	J.H. Harvey's	n/i		1.99				1.99							0.99					3.33
		Johnsonville																		
	Piggly Wiggly Hchn	n/i		1.99	2.99										1.89					
	Presidente	n/i													0.98					
	Publix	Johnsonville																		3.33
	Publix			1.99																
	Publix			3.49																
Save-a-Lot	n/i				2.99															
Sedano's	n/i			1.79																
Target	Tender Choice					2.49														
	The Fresh Market	n/i			4.99															

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

prices in \$US per pound unless otherwise noted.

**Memorial Day 2015
PORK**

State	Supermarket	Brand	Key	Spareribs			Country Style		Pork Chops								Bnls Loin	Fresh Sausage	Store Card		
				Whole Rack	Back Rib	St. Louis Rib	Ribs		Rib End		Bone-in Center		Bnls Center		Sirloin End					Ass't.	
							bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	bnls	bone-in					
FL <i>(cont)</i>	Walmart	n/i		1.97																	
	Western Beef	n/i											2.99			1.59					
	Winn-Dixie	n/i													1.69						
	Winn-Dixie																		3.50		
GA	ALDI	n/i					2.19														
	Bi-Lo	Gold Star																			
		Southern Home																		3.50	
	Dollar General Mkt	n/i		1.95				2.50													
	Earth Fare	n/i	A		4.98																
	Food Depot	n/i		1.28	2.95			1.28	1.77	2.88	2.88	3.25									
	Food Giant	n/i		2.68	3.98			1.38													
	Food Lion	n/i			2.99						2.79									yes	
		n/i			3.99						2.99										
		Johnsonville																			3.33
	Galaxy Foods	n/i		2.38	2.98											1.78					
		Hatfield				2.98															3.05
		Johnsonville																			
	Harris Teeter	Niman Ranch	A		5.99																yes
		Niman Ranch	A		9.99																
		Smithfield			BOGO																
	IGA	n/i		1.99																	
Ingle's	Johnsonville																			3.32	
	n/i			2.98			1.78													yes	
	n/i			5.28			2.98														
J.H. Harvey's	n/i		1.99				1.99							0.99							
	Johnsonville																			3.33	
Kroger Atlanta	Johnsonville																			3.33	
	n/i		1.99	2.99																yes	
Lucky's	n/i		1.99																		
	Prairie Fresh			3.29			1.79														
	Johnsonville																			3.33	
Piggly Wiggly Car.	n/i		1.99	2.99			2.29														
	Johnsonville																			3.33	

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2015

prices in \$US per pound unless otherwise noted.

PORK

State	Supermarket	Brand	Key	Spareribs			Country Style		Pork Chops								Bnls Loin	Fresh Sausage	Store Card	
				Whole Rack	Back Rib	St. Louis Rib	Ribs		Rib End		Bone-in Center		Bnls Center		Sirloin End					Ass't.
							bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	bnls	bone-in				
MS <i>(cont)</i>	Ramey's	n/i				2.78									1.48					
	Rouses	Rouses			2.97								2.49				1.65		3.33	
	Johnsonville																		3.33	
	Save-a-Lot	n/i		1.99	2.99															
	Superlo Foods	n/i		1.89	2.99														3.33	
	Johnsonville																			
	Target	Tender Choice				2.49														
	The Fresh Market	n/i			4.99															
	Vowell's	n/i		1.99	2.97		2.19													
Johnsonville																				
Walmart	n/i		1.97																	
Winn-Dixie	n/i													1.69						
Winn-Dixie																			3.50	
NC	ALDI	n/i					2.19													
	Bi-Lo	Gold Star													1.69					
	Southern Home																		3.50	
	Bo's Food	n/i			2.59															
	Carlie C's IGA	n/i		2.48																
	Compare Foods	n/i													1.99					
	Dollar General Mkt	n/i		1.95				2.50												
	Earth Fare	n/i	A		4.98															
	Farm Fresh	Smithfield			3.49															
	Food Lion	n/i			2.99								2.79							
	Food Lion	n/i			3.99								2.99							
	Johnsonville																		3.33	
	Food Pride	n/i					1.99						1.99				1.69			
	Johnsonville																		3.33	
Galaxy Foods	n/i		2.38	2.98											1.78					
Hatfield					2.98															
Johnsonville																		3.05		
Great Valu Markets	n/i		2.48			2.69						2.69					1.99			
Harris Teeter	Niman Ranch	A		5.99																
Harris Teeter	Niman Ranch	A		9.99																
Smithfield				BOGO																

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2015

prices in \$US per pound unless otherwise noted.

PORK

State	Supermarket	Brand	Key	Spareribs			Country Style		Pork Chops								Bnls Loin	Fresh Sausage	Store Card			
				Whole Rack	Back Rib	St. Louis Rib	Ribs		Rib End		Bone-in Center		Bnls Center		Sirloin End					Ass't.		
							bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	bnls	bone-in						
NC <i>(cont)</i>	IGA	n/i		1.99																		
	Ingle's	Johnsonville																	3.32			
		n/i			2.98			1.78													yes	
		n/i			5.28			2.98														
	Just \$ave	n/i		1.39			2.69									2.99						
	Kroger Mid-Atlan.	n/i			2.99													1.88			yes	
		Johnsonville																	3.33			
	Lowe's Foods	n/i			3.99									2.99							yes	
		n/i												BOGO							yes	
	Piggly Wiggly Retl	n/i		2.59														1.79				
		Johnsonville																		3.33		
	Piggly Wiggly Strs	Smithfield		1.99	2.99																	
	Publix	Johnsonville		1.99																3.33		yes
		Publix		3.49																		
Save-a-Lot	n/i			2.99																		
Target	Tender Choice				2.49																	
The Fresh Market	n/i			4.99																		
Walmart	n/i		1.97																			
SC	ALDI	n/i					2.19															
	Bi-Lo	Gold Star													1.69							
		Southern Home																	3.50			
	Dollar General Mkt	n/i	A	1.95			2.50															
	Earth Fare	n/i			4.98																	
	Food Lion	n/i			2.99						2.79										yes	
		n/i			3.99						2.99											
		Johnsonville																		3.33		
	Galaxy Foods	n/i		2.38	2.98										1.78							
		Hatfield				2.98																
	Johnsonville																		3.05			
Harris Teeter	Niman Ranch	A		5.99																	yes	
	Niman Ranch	A		9.99																		
	Smithfield				BOGO																	
IGA	n/i		1.99																			

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2015

prices in \$US per pound unless otherwise noted.

PORK

State	Supermarket	Brand	Key	Spareribs			Country Style		Pork Chops								Bnls Loin	Fresh Sausage	Store Card	
				Whole Rack	Back Rib	St. Louis Rib	Ribs		Rib End		Bone-in Center		Bnls Center		Sirloin End					Ass't.
							bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	bnls	bone-in				
SC <i>(cont)</i>	Ingle's	Johnsonville																3.32		
		n/i					1.78												yes	
		n/i					2.98													
	J.H. Harvey's	n/i		1.99			1.99								0.99					
		Johnsonville																3.33		
	Kroger Atlanta	Johnsonville																3.33	yes	
		n/i			1.99	2.99													yes	
	Lowe's Foods	n/i												2.99					yes	
		n/i												BOGO					yes	
	Piggly Wiggly Car.	n/i			1.99	2.99		2.29												
		Johnsonville																3.33		
	Publix	Johnsonville																3.33		
		Publix			1.99															yes
	Publix			3.49																
Quality Foods	Johnsonville																	2.50		
	n/i			2.49	3.19															
Save-a-Lot	n/i				2.99															
Target	Tender Choice					2.49														
The Fresh Market	n/i				4.99															
Walmart	n/i			1.97																
TN	ALDI	n/i					2.19													
	Bi-Lo	Gold Star													1.69					
		Southern Home																3.50		
	Chappell's	n/i					1.88									1.88				
	Dollar General Mkt	n/i		1.95			2.50													
	Earth Fare	n/i	A		4.98															
	E.W. James	n/i		1.98	2.98		1.68													
	Food City	Food City				3.99						3.99							yes	
Food Country	Butcher's Best											3.49			1.98					
	Hatfield				3.98															
	Johnsonville																	3.32		
Food Giant	n/i			2.68	3.98		1.38													

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2015

prices in \$US per pound unless otherwise noted.

PORK

State	Supermarket	Brand	Key	Spareribs			Country Style		Pork Chops								Bnls Loin	Fresh Sausage	Store Card					
				Whole Rack	Back Rib	St. Louis Rib	Ribs		Rib End		Bone-in Center		Bnls Center		Sirloin End					Ass't.				
							bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	bnls	bone-in								
TN (cont)	Food Lion	n/i			2.99							2.79								yes				
		n/i			3.99							2.99												
		Johnsonville																			3.33			
	Food Rite	Food Rite													1.99									
	GFS Marketplace	Excel				2.99																		
	H.G. Hill	n/i		1.99	2.99	2.79		1.59																
		Johnsonville																				3.33		
	IGA Houchens	Hormel													2.99						1.99			
		Johnsonville																				3.33		
	Ingle's	Johnsonville																				3.32		
		n/i				2.98			1.78														yes	
		n/i				5.28			2.98															
	Kroger Delta	n/i		1.99	2.88																		yes	
	Kroger Mid-Atlan.	n/i			2.99																	1.88	yes	
		Johnsonville																					3.33	
	Kroger Nashville	n/i		1.99	2.99																		yes	
		Johnsonville																					3.33	yes
	Lucky's	n/i		1.99																				
		Prairie Fresh			3.29				1.79															
		Johnsonville																					3.33	
	Osborne's	n/i		2.29	2.99				1.69						1.99							1.99		
		Johnsonville																					3.33	
	Publix	Johnsonville																					3.33	
	Publix		1.99																				yes	
	Publix		3.49																					
Save-a-Lot	n/i			2.99																				
Shop Rite	Swift			2.99																				
	n/i		1.99																					
	Johnsonville																					3.33		
Superlo Foods	n/i		1.89	2.99																				
	Johnsonville																					3.33		
Super Dollar	n/i							1.49																
Target	Tender Choice					2.49																		
The Fresh Market	n/i			4.99																				

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2015

prices in \$US per pound unless otherwise noted.

PORK

State	Supermarket	Brand	Key	Spareribs			Country Style		Pork Chops								Bnls Loin	Fresh Sausage	Store Card			
				Whole Rack	Back Rib	St. Louis Rib	Ribs		Rib End		Bone-in Center		Bnls Center		Sirloin End					Ass't.		
							bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	bnls	bone-in						
TN <i>(cont)</i>	Twn&Cntry Grocer	n/i			2.89	2.79		1.89						2.79		1.59		1.89				
	Ole South																		1.39			
	Walmart	n/i		1.97																		
VA	ALDI	n/i					2.19															
	Associated	n/i		2.49	4.99										2.99					2.99		
	Balducci's	n/i	A							6.99												
	Dollar General Mkt	n/i		1.95				2.50														
	Farm Fresh	Smithfield			3.49																	
	Fas-Chek	n/i		2.69				1.89														
	Food City	Food City				3.99							3.99							yes		
	Food Country	Butcher's Best												3.49			1.98					
		Hatfield					3.98														3.32	
		Johnsonville																			3.32	
	Food Lion	n/i			2.99						2.79										yes	
		n/i			3.99						2.99											3.33
	Galaxy Foods	n/i		2.38	2.98											1.78						
		Hatfield					2.98															3.05
		Johnsonville																				2.50
	Giant Food	Giant			3.99	2.69		3.49							2.49							2.50
	Grant's	Hormel													1.69							3.25
		Johnsonville																				3.25
	Great Valu Markets	n/i		2.48				2.69					2.69									1.99
	Harris Teeter	Niman Ranch	A																			5.99
	Niman Ranch	A																			9.99	
	Smithfield																				BOGO	
Ingle's	Johnsonville																				3.32	
	n/i																				2.98	
	n/i																				5.28	
Kroger Mid-Atlan.	n/i																				2.99	
	Johnsonville																				1.88	
Lowe's Foods	n/i													2.99							3.33	
	n/i													BOGO							yes	

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2015

prices in \$US per pound unless otherwise noted.

PORK

State	Supermarket	Brand	Key	Spareribs			Country Style		Pork Chops								Bnls Loin	Fresh Sausage	Store Card				
				Whole Rack	Back Rib	St. Louis Rib	Ribs		Rib End		Bone-in Center		Bnls Center		Sirloin End					Ass't.			
							bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	bnls	bone-in							
VA <i>(cont)</i>	Martin's Foods	Martin's		2.49	2.79	2.69	2.99											1.79	2.50				
	Piggly Wiggly Retl	n/i		2.59											2.49					3.33			
	Piggly Wiggly Strs	Johnsonville																					
	Safeway Eastern	Smithfield		1.99	2.99																		
		n/i			BOGO																yes		
		Smithfield			2.99	2.99	3.29	2.99														yes	
	Save-a-Lot	n/i			2.99																		
	Shoppers Food	Smithfield		1.99								2.69						2.69					
		Johnsonville																				2.92	
	Super Dollar	n/i						1.49															
Target	Tender Choice				2.49																		
The Fresh Market	n/i				4.99																		
Walmart	n/i			1.97																			
Wegman's	Wegman's																				2.79		
WV	ALDI	n/i					2.19																
	Dollar General Mkt	n/i		1.95				2.50															
	Fas-Chek	n/i		2.69				1.89															
	Food Fair	Johnsonville																				3.33	
	Food Lion	n/i			2.99							2.79										yes	
		n/i			3.99								2.99										
		Johnsonville																				3.33	
	Foodland	Tender Choice		2.79				1.49															
		Essential Everyday																					2.91
	Galaxy Foods	n/i		2.38	2.98																		
		Hatfield				2.98																	3.05
		Johnsonville																					
	Giant Eagle	n/i			2.99			1.99															
	Grant's	Hormel													1.69								
	Johnsonville																					3.25	
Great Valu Markets	n/i		2.48			2.69					2.69										1.99		
Kroger Columbus	n/i			2.88	2.79							2.99											
	Johnsonville																					2.90	
Kroger Mid-Atlan.	n/i			2.99																		1.88	
	Johnsonville																					3.33	

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2015

prices in \$US per pound unless otherwise noted.

PORK

State	Supermarket	Brand	Key	Spareribs			Country Style		Pork Chops								Bnls Loin	Fresh Sausage	Store Card		
				Whole Rack	Back Rib	St. Louis Rib	Ribs		Rib End		Bone-in Center		Bnls Center		Sirloin End					Ass't.	
							bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	bnls	bone-in					
WV <i>(cont)</i>	Martin's Foods	Martin's		2.49	2.79	2.69	2.99												2.50		
	Piggly Wiggly Strs	Smithfield		1.99	2.99																
	Riesbeck's	n/i		2.69	4.49																
	Save-a-Lot	Butcher's Choice																	2.90		
		n/i						1.69													
	Shop'n Save	n/i			3.28		2.59							2.38	2.79						
		Johnsonville																		3.75	
		Botto's																		3.33	
	Sparkle	n/i		1.88	3.49																yes
		n/i		3.29																	
	Target	Tender Choice				2.49															
Walmart	n/i		1.97																		
Weis	Swift		1.88	4.99	3.38		BOGO						BOGO								
	Johnsonville																			3.33	
	Weis																			2.98	

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2015

prices in \$US per pound unless otherwise noted.

PORK

State	Supermarket	Brand	Key	Spareribs			Country Style		Pork Chops								Bnls Loin	Fresh Sausage	Store Card	
				Whole Rack	Back Rib	St. Louis Rib	Ribs		Rib End		Bone-in Center		Bnls Center		Sirloin End					Ass't.
							bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	bnls	bone-in				
IA <i>(cont)</i>	Target	Tender Choice				2.49														
	The Fresh Market	n/i			4.99															
	Walmart	n/i		1.97																
	Whole Foods MW	Heritage Acres			4.99															
IL	Affiliated MW	n/i																		
		Hormel				3.98														
		Johnsonville																	3.33	
	ALDI	n/i					2.19													
	Angelo Caputo	Pine Ridge Farm			1.99															
		Indiana Kitchen											2.99	2.69						
		Farmland Prime		2.99					3.99										3.33	
		Johnsonville																		
	Berkot's	n/i		2.49	4.49						1.99					2.49			2.49	
		Berkot's																		
	Borowiak's IGA	n/i									2.38						1.88			
		Brookhaven	n/i			2.99											0.99			
		Brookhaven																	2.49	
	Butera Market	n/i		2.69	1.99	2.99				0.99			2.59	2.29			2.29			
		Farmland																		
		Johnsonville																	2.90	
	Cermak	n/i		2.49	2.99			1.99		0.99						1.99				
	Chiquita	n/i		2.29																
		Johnsonville																	3.33	
	County Market	n/i				3.49	3.49								3.99					
	Johnsonville																	3.49		
Cub Foods	n/i				2.99									2.99						
	Johnsonville																	3.33		
Dierberg's	Johnsonville																	3.75		
El Guero	n/i		1.59						1.89						1.89					
Fairplay Foods	Johnsonville																	2.49		
	n/i		2.49															2.49		
	Swift				3.49															
	Farmland Prime						2.69	1.79			2.29					1.79				
Fareway	n/i						1.99											2.49		

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2015

prices in \$US per pound unless otherwise noted.

PORK

State	Supermarket	Brand	Key	Spareribs			Country Style		Pork Chops								Bnls Loin	Fresh Sausage	Store Card		
				Whole Rack	Back Rib	St. Louis Rib	Ribs		Rib End		Bone-in Center		Bnls Center		Sirloin End					Ass't.	
							bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	bnls	bone-in					
IL <i>(cont)</i>	Save-a-Lot	n/i	L		2.99																
	Schnuck's	Pride of the Farm			2.99			1.89													
	Schuettes	Maschoff Farms			3.99														2.88		
	Shop & Save	n/i			2.99										1.49	1.49					
	Shop'n Save	n/i													1.47						
		Johnsonville																		3.75	
	Strack & VanTil	n/i			1.88																
	Sullivan's	n/i					2.99							2.99							
		Sullivan's Own																		2.99	
	Sunset Foods	Farmland			4.99																
		Johnsonville																		3.33	
	Target	Tender Choice					2.49														
	The Fresh Market	n/i			4.99																
	Tony's Finer Food	n/i			2.99		2.99		1.99	2.49					2.99		1.49				
		Johnsonville																			4.15
	Ultra Foods	Farmland			1.58																
		n/i					2.99														3.33
		Johnsonville																			
Valli Produce	n/i		2.49	3.49			1.99						2.99						2.29		
	Valli's																				
Walmart	n/i		1.97																		
Walt's Food Cntr	Indiana Kitchen			2.99			2.59						2.99								
	Jonsonville																		2.78		
Whole Foods MW	Heritage Acres			4.99																	
Woodman's	Sheboygan																		2.49		
IN	ALDI	n/i	A				2.19														
	Al's Supermarket	n/i			2.99			2.99					3.49								
		Johnsonville																		2.90	
	Dollar General Mkt	n/i			1.95				2.50												
	Earth Fare	n/i				4.98															
Food 4 Less	Randolph																	1.99			
	n/i					2.49															

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2015

prices in \$US per pound unless otherwise noted.

PORK

State	Supermarket	Brand	Key	Spareribs			Country Style		Pork Chops								Bnls Loin	Fresh Sausage	Store Card				
				Whole Rack	Back Rib	St. Louis Rib	Ribs		Rib End		Bone-in Center		Bnls Center		Sirloin End					Ass't.			
							bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	bnls	bone-in							
IN <i>(cont)</i>	Fresh Encounter	n/i		2.49	3.49			2.49						2.99						yes			
		n/i		3.49	5.69			4.19						5.19									
		Johnsonville																			3.75		
	Fresh Thyme	n/i		1.99	1.99				1.99												2.99		
	GFS Marketplace	Excel			2.99																2.50		
	Harding's	Johnsonville																			2.50		
		Harding's				3.49			1.69	1.69													
	Harvest	Indiana Kitchen		2.29			1.99							2.99					1.99			1.99	
		Johnsonville													2.99							2.99	
	IGA Houchens	Hormel												2.99								1.99	
		Johnsonville													2.99							1.99	
	IGA Spartan-Nash	n/i			2.99			2.22	2.88		2.88						1.68					3.33	
		Johnsonville																				3.33	
	Jay C	n/i			2.99									2.99								1.99	
		Johnsonville																				3.33	
	Jewel-Osco	n/i				B2GO																	
		Johnsonville																					BOGO
		Hormel							BOGO		BOGO												
	Kirby IGA	Hormel		1.99	3.49				1.99														
	Kroger Central	n/i		1.99	2.99										2.99								
		Johnsonville																					2.90
	Purnell's																					3.99	
Kroger Cincinnati	n/i		1.99	2.49																			
	Johnsonville																					2.91	
Kroger Louisville	Johnsonville																					2.90	
	n/i		1.99	3.49																		yes	
Marsh	Indiana Kitchen							2.69		2.99													
Martin's	Johnsonville																					2.92	
	Martin's				2.88																	yes	
	Martin's				4.99																	yes	
	Indiana Kitchen								1.79													yes	
	Indiana Kitchen								2.98														
Meijer	Johnsonville																					2.40	
	n/i		1.99	2.99					1.39														

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

prices in \$US per pound unless otherwise noted.

**Memorial Day 2015
PORK**

State	Supermarket	Brand	Key	Spareribs			Country Style		Pork Chops								Bnls Loin	Fresh Sausage	Store Card	
				Whole Rack	Back Rib	St. Louis Rib	Ribs		Rib End		Bone-in Center		Bnls Center		Sirloin End					Ass't.
							bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	bnls	bone-in				
IN <i>(cont)</i>	New Market	Johnsonville																	2.50	
		n/i			3.99			2.48					BOGO							
		Save-a-Lot	n/i		2.99															
		Schnuck's	Pride of the Farm		2.99			1.89												
		Strack & VanTil	n/i		1.88															L 3
		Target	Tender Choice				2.49													
		The Fresh Market	n/i		4.99															
		Ultra Foods	Farmland		1.58															
			n/i				2.99													3.33
		Walmart	n/i		1.97															
	KY	Walt's Food Cntr	Indiana Kitchen			2.99		2.59						2.99						
		Jonsonville																	2.78	
Wesselman's		n/i		2.49	3.49			1.79					2.79	1.99			1.99		3.33	
		Johnsonville																		
Whole Foods MW		Heritage Acres			4.99															
ALDI		n/i					2.19													
Cox IGA		Hormel		2.69	3.99			1.59							1.59					
		Johnsonville																	3.33	
Dollar General Mrkt		n/i		1.95				2.50												
Earth Fare		n/i	A		4.98															
E.W. James	n/i		1.98	2.98			1.68													
Food City	Food City				3.99							3.99						yes		
Food Fair	Johnsonville																	3.33		
Food Giant	n/i		2.68	3.98			1.38													
Food Lion	n/i			2.99							2.79									
	n/i			3.99							2.99									
Foodland	Johnsonville																	3.33		
	Tender Choice		2.79				1.49													
	Essential Everyday																			
Galaxy Foods	n/i		2.38	2.98										1.78						
	Hatfield				2.98															
	Johnsonville																			
GFS Marketplace	Excel			2.99															3.05	

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2015

prices in \$US per pound unless otherwise noted.

PORK

State	Supermarket	Brand	Key	Spareribs			Country Style		Pork Chops								Bnls Loin	Fresh Sausage	Store Card		
				Whole Rack	Back Rib	St. Louis Rib	Ribs		Rib End		Bone-in Center		Bnls Center		Sirloin End					Ass't.	
							bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	bnls	bone-in					
KY <i>(cont)</i>	IGA Houchens	Hormel												2.99				1.99			
		Johnsonville																	3.33		
	IGA Spartan-Nash	n/i			2.99			2.22		2.88			2.88					1.68		3.33	
		Johnsonville																		3.33	
	Kroger Cincinnati	n/i		1.99	2.49															2.91	
		Johnsonville																		2.91	
	Kroger Delta	n/i		1.99	2.88															2.90	
	Kroger Louisville	Johnsonville																		2.90	
		n/i			1.99	3.49															2.90
	Kroger Mid-Atlan.	n/i				2.99													1.88		2.90
		Johnsonville																			2.90
	Kroger Nashville	n/i			1.99	2.99															2.90
		Johnsonville																			2.90
	Meijer	Johnsonville																			2.90
		n/i			1.99	2.99				1.39											2.90
	Piggly Wiggly Hchn	n/i			1.99	2.99										1.89					2.90
	Remke Markets	n/i				3.88			2.49			2.88									2.90
		Johnsonville																			2.90
	Save-a-Lot	n/i			0.99																2.90
Super Dollar	n/i							1.49												2.90	
Target	Tender Choice					2.49														2.90	
The Fresh Market	n/i				4.99															2.90	
Twn&Cntry Grocer	n/i				2.89	2.79		1.89						2.79		1.59		1.89		2.90	
	Ole South																			2.90	
ValuMarket	n/i							1.59	2.69								1.49			2.90	
Walmart	n/i			1.97																2.90	
MI	Affiliated MW	Hormel			2.89																
		Johnsonville																			3.08
	ALDI	n/i					2.19														3.08
	Buschs	n/i		2.49	3.29							2.99									3.08
		Buschs																			3.08
D&W Fresh	n/i				3.99															3.08	
	Spartan												2.99								3.08
Earth Fare	n/i		A		4.98																3.08

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2015

prices in \$US per pound unless otherwise noted.

PORK

State	Supermarket	Brand	Key	Spareribs			Country Style		Pork Chops								Bnls Loin	Fresh Sausage	Store Card		
				Whole Rack	Back Rib	St. Louis Rib	Ribs		Rib End		Bone-in Center		Bnls Center		Sirloin End					Ass't.	
							bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	bnls	bone-in					
MI <i>(cont)</i>	Family Fare	Spartan			3.99									2.99				1.99			
		Johnsonville																		2.50	
	Food Pride	n/i			3.49			2.29	2.49			2.49						1.99			
	GFS Marketplace	Excel			2.99																
	Harding's	Johnsonville																		2.50	
		Harding's				3.49			1.69	1.69											
	Hiller's	n/i	L	1.99	2.99																
		n/i						2.69							2.89						4.08
	Kroger Central	n/i		1.99	2.99										2.99						2.90
		Johnsonville																			3.99
	Kroger Columbus	n/i			2.88	2.79							2.99								yes
		Johnsonville																			2.90
	Kroger Michigan	n/i			2.99	2.79								2.99							yes
		Johnsonville																			3.33
	Martin's	Johnsonville																			2.92
		Martin's				2.88															yes
		Martin's				4.99															
		Indiana Kitchen								1.79											yes
		Indiana Kitchen								2.98											
	Meijer	Johnsonville																			2.40
		n/i		1.99	2.99					1.39											
	Plumb's/Duthler's	Johnsonville																			BOGO
		n/i								BOGO	BOGO					2.49		1.49			
Polly's Market	n/i				3.49			2.29	2.49			2.49					1.99			yes	
	n/i				5.49			4.49	4.59			4.59					3.79				
	Johnsonville																			3.33	
Ric's Food Center	Johnsonville																			3.58	
	n/i						2.99						2.49								
Save-a-Lot	n/i				2.99																
Spartan Stores	Johnsonville																			2.92	
	n/i					2.79			2.99												

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

prices in \$US per pound unless otherwise noted.

Memorial Day 2015

PORK

State	Supermarket	Brand	Key	Spareribs			Country Style		Pork Chops								Bnls Loin	Fresh Sausage	Store Card	
				Whole Rack	Back Rib	St. Louis Rib	Ribs		Rib End		Bone-in Center		Bnls Center		Sirloin End					Ass't.
							bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	bnls	bone-in				
MI <i>(cont)</i>	Super One Foods	Farmland													1.66					
		Johnsonville																2.62		
		Elliott's																2.50		
	Tadych's	Johnsonville																2.45		
		Farmland											2.69							
		Vollwerth																3.28		
	Target	Tender Choice			2.49															
	Tom's/Oleson's	n/i												2.99						
	Valuland	Spartan																2.49		
	VG's Grocery	Spartan												2.99			1.99	2.49		
	n/i			3.99																
Walmart	n/i		1.97																	
Whole Foods MW	Heritage Acres			4.99																
MN	Affiliated MW	n/i													2.79					
		Hormel		2.89	3.98															
		Johnsonville																3.33		
	ALDI	n/i				2.19														
	Cub Foods	n/i		2.99										2.99						
		Johnsonville																3.33		
	Econofoods	Johnsonville																2.92		
		Our Family																2.50		
		n/i			2.99				2.99						3.99					
	Family Fare	Johnsonville																2.92		
		n/i			2.99		2.99								3.99					
		Our Family																2.50		
	Fareway	n/i				1.99												2.49		
	Festival	Farmland Prime			3.99						3.99									
	Johnsonville																3.33			
Food Pride	n/i			3.49			2.29	2.49			2.49					1.99				
Hugo's	Hormel			3.48																
	Porky's																			

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

prices in \$US per pound unless otherwise noted.

**Memorial Day 2015
PORK**

State	Supermarket	Brand	Key	Spareribs			Country Style		Pork Chops								Bnls Loin	Fresh Sausage	Store Card																				
				Whole Rack	Back Rib	St. Louis Rib	Ribs		Rib End		Bone-in Center		Bnls Center		Sirloin End					Ass't.																			
							bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	bnls	bone-in																							
MN (cont)	Hy-Vee	Johnsonville	A																	3.33																			
		n/i																			2.99																		
	Kowalski's	Hormel																					3.49																4.99
		Kowalski's																												5.99									4.99
	Lunds & Byerlys Marketplace	Lunds & Byerlys																																					4.99
		Farmland																																					4.05
	Maynard's	Johnsonville																																					3.25
		Hormel																																					2.59
	Quillin's	Quillin's																																					2.79
		Hormel																																					
	Rainbow Foods	Farmland																																					
		n/i																																					
	Save-a-Lot	Smokehouse																																					2.66
		Johnsonville																																					2.50
	Sun Mart	n/i																																					
		n/i																																					
	Sunshine Foods	Our Family																																					2.50
		n/i																																					
	Super One Foods	Hormel																																					
		Johnsonville																																					
Target	Farmland																																						
	Johnsonville																																						
Teal's Market	Elliott's																																						
	Tender Choice																																						
Walmart	n/i																																						
	n/i																																						
Whole Foods MW	Heritage Acres																																						
	n/i																																						
ND	Albertson's Mtn	n/i																																					
		Johnsonville																				4.16																	

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2015

prices in \$US per pound unless otherwise noted.

PORK

State	Supermarket	Brand	Key	Spareribs			Country Style		Pork Chops								Bnls Loin	Fresh Sausage	Store Card	
				Whole Rack	Back Rib	St. Louis Rib	Ribs		Rib End		Bone-in Center		Bnls Center		Sirloin End					Ass't.
							bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	bnls	bone-in				
ND (cont)	Family Fare	Johnsonville				2.99		2.99						3.99					2.92	
		n/i																		2.50
	Food Pride	Our Family				3.49		2.29		2.49		2.49					1.99			
	Hornbacher's	Hormel												2.48						
	Hugo's	Hormel				3.48														2.78
	Leevers	Porky's																		2.98
		Our Family																		
		Hormel					3.58								2.78					
		n/i											2.29							
	Marketplace	Farmland				3.98		2.28					2.48		2.58		2.28	1.48		
		Johnsonville																		
	Super One Foods	Farmland															1.66			4.05
	Johnsonville																			
	Elliott's																			
Target	Tender Choice					2.49														
Teal's Market	n/i					2.99														
	Johnsonville																			
Walmart	n/i				1.97															
NE	Affiliated MW	n/i													2.79					
		Hormel				2.89		3.98												
		Johnsonville																		
	ALDI	n/i					2.19													
	Apple Market	Johnsonville																		
		n/i				1.98	3.59							2.49						
	Bag'n Save	Farmland								2.49		2.49					1.99			
		Our Family																		
	Baker's	n/i				2.49	2.99	2.99												
		Johnsonville																		
Fareway	n/i						1.99													
Food Pride	n/i																			
Hornbacher's	Hormel													2.48						

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2015

prices in \$US per pound unless otherwise noted.

PORK

State	Supermarket	Brand	Key	Spareribs			Country Style		Pork Chops								Bnls Loin	Fresh Sausage	Store Card						
				Whole Rack	Back Rib	St. Louis Rib	Ribs		Rib End		Bone-in Center		Bnls Center		Sirloin End					Ass't.					
							bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	bnls	bone-in									
OH <i>(cont)</i>	Fisher's	Fisher's	A					2.69																	
	<i>(continued)</i>	Johnsonville																			3.33				
	Food Fair	Johnsonville																				3.33			
	Foodland	Tender Choice			2.79				1.49														2.91		
	Fresh Encounter	n/i		Essential Everyday		2.49	3.49			2.49						2.99								yes	
						3.49	5.69			4.19						5.19									
	Fresh Thyme	n/i		Johnsonville		1.99	1.99				1.99													3.75	
						2.38	3.48				2.89						2.99								2.99
	Geyer's	Johnsonville																						3.32	
	GFS Marketplace	Excel				2.99																			
	Giant Eagle	n/i				2.99				1.99															
	Heinen's	Heinen's		Johnsonville		3.99										4.99									
																									2.92
	IGA Spartan-Nash	n/i		Johnsonville		2.99				2.22	2.88		2.88							1.68					
																									3.33
	Kroger Central	n/i		Johnsonville		1.99	2.99																		
	Kroger Cincinnati	n/i		Purnell's																					3.99
						1.99	2.49																		
	Kroger Columbus	n/i		Johnsonville			2.88	2.79							2.99										2.91
	Kroger Mid-Atlan.	n/i		Johnsonville			2.99																		1.88
	Marc's	n/i		Primo		2.49	2.99																		1.89
	Marsh	Indiana Kitchen							2.69					2.99											2.49
	Meijer	n/i		Johnsonville																					2.40
						1.99	2.99																		
Piggly Wiggly Strs	Smithfield			1.99	2.99																				
Remke Markets	n/i	Johnsonville			3.88			2.49				2.88													
																								3.05	

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2015

prices in \$US per pound unless otherwise noted.

PORK

State	Supermarket	Brand	Key	Spareribs			Country Style		Pork Chops								Bnls Loin	Fresh Sausage	Store Card				
				Whole Rack	Back Rib	St. Louis Rib	Ribs		Rib End		Bone-in Center		Bnls Center		Sirloin End					Ass't.			
							bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	bnls	bone-in							
OH <i>(cont)</i>	Riesbeck's	n/i		2.69	4.49																		
	Save-a-Lot	n/i			2.99																		
	Shop'n Save	n/i			3.28		2.59							2.38	2.79								
		Johnsonville																			3.75		
		Botto's																				3.33	
		Sparkle	n/i		1.88	3.49																	yes
			n/i		3.29																		
		Target	Tender Choice				2.49																
		The Fresh Market	n/i			4.99																	
		Thorne's	Hormel		2.99				2.39														
			Johnsonville																				4.40
		Walmart	n/i		1.97																		
	Weis	Swift		1.88	4.99	3.38		BOGO						BOGO									
		Johnsonville																				3.33	
		Weis																				2.98	
SD	Affiliated MW	n/i																					
		Hormel			2.89	3.98																	
		Johnsonville																					3.33
	Buche Foods	Shegoygan																					2.99
		Shurfine																					1.88
		Hormel		2.79	2.89																		1.99
	Family Thrift	Johnsonville																					2.92
		Our Family																					2.50
		n/i				2.99				2.99					3.99								
	Fareway	n/i					1.99																2.49
	Hy-Vee	Johnsonville																					3.33
		n/i							2.99			2.99											
Ken's Super Fair	Hormel					3.49																	
	Hormel				2.89																		
	Johnsonville																					2.50	
	Sheboygan																					2.99	
Lynn's Dakotamart	Farmland					3.49							2.99	2.79									
	Johnsonville																					3.33	

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2015

prices in \$US per pound unless otherwise noted.

PORK

State	Supermarket	Brand	Key	Spareribs			Country Style		Pork Chops								Bnls Loin	Fresh Sausage	Store Card		
				Whole Rack	Back Rib	St. Louis Rib	Ribs		Rib End		Bone-in Center		Bnls Center		Sirloin End					Ass't.	
							bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	bnls	bone-in					
SD <i>(cont)</i>	Maynard's	Johnsonville	A															3.25			
		Hormel																2.59			
	Safeway Denver	n/i			2.88	2.88				1.69				4.99						4.16	yes
		Johnsonville												6.99						4.16	yes
		Open Nature																			
	Sunshine Foods	n/i						1.99				1.99									
		Hormel				2.99															
		Johnsonville																			3.33
	Target	Tender Choice																		3.33	
	Teal's Market	n/i																		3.33	
	Walmart	Johnsonville																		3.33	
		n/i		1.97																	
WI	Affiliated MW	n/i																			
		Hormel			2.89	3.98										2.79					
		Johnsonville																		3.33	
	ALDI	n/i					2.19														
	Cermak	n/i		2.49	2.99			1.99	0.99						1.99						
	Econofoods	Johnsonville																		2.92	
		Our Family																		2.50	
		n/i				2.99				2.99				3.99							2.48
	Festival	Festival																			2.48
	GFS Marketplace	Excel			2.99																2.78
	Gordy's	Johnsonville																			3.33
	Hy-Vee	Johnsonville							2.99			2.99									3.33
		n/i																			
		Hormel				3.49															
	Marketplace	Farmland			3.98				2.28			2.48		2.58		2.28	1.48				4.05
	Johnsonville																			4.05	
Pick'n Save/Copps	n/i													3.99						2.92	
Piggly Wiggly MW	Johnsonville																			2.92	
	n/i				2.69																L 3
	Farmland								2.69						2.69						2.40
	Johnsonville																				2.40

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

prices in \$US per pound unless otherwise noted.

Memorial Day 2015

PORK

State	Supermarket	Brand	Key	Spareribs			Country Style		Pork Chops								Bnls Loin	Fresh Sausage	Store Card	
				Whole Rack	Back Rib	St. Louis Rib	Ribs		Rib End		Bone-in Center		Bnls Center		Sirloin End					Ass't.
							bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	bnls	bone-in				
WI (cont)	Quillin's	Quillin's																	2.79	
		Hormel									2.29	2.29								
		Farmland				3.49														
		Save-a-Lot	n/i			2.99														
		Schnuck's	Pride of the Farm			2.99						1.89								
		Sendik's	Sendik's			3.99													3.99	
			n/i			2.99						1.99								
		Sentry Foods	Klement's																2.00	
		Super One Foods	Farmland																1.66	
			Johnsonville																2.62	
			Elliott's																2.50	
		Tadych's	Johnsonville																2.45	
			Farmland												2.69					
			Vollwerth																3.28	
		Target	Tender Choice				2.49													
		The Fresh Market	n/i				4.99													
		Trig's	Trig's																3.33	
	Walmart	n/i			1.97															
	Whole Foods MW	Heritage Acres				4.99														
	Woodman's	Sheboygan																2.49		

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2015

prices in \$US per pound unless otherwise noted.

PORK

State	Supermarket	Brand	Key	Spareribs			Country Style		Pork Chops								Bnls Loin	Fresh Sausage	Store Card					
				Whole Rack	Back Rib	St. Louis Rib	Ribs		Rib End		Bone-in Center		Bnls Center		Sirloin End					Ass't.				
							bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	bnls	bone-in								
SOUTH CENTRAL U.S. - AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT																								
AR	Albertson's Sthrn	n/i			2.99	2.99																		
		Johnsonville																		3.33				
	ALDI	n/i					2.19																	
	Bill's Fresh	Prairie Fresh		1.98	2.98	2.49														2.50				
		Johnsonville																			2.50			
	Brookshire's	Hormel			2.79	2.79																		
	Cranford's	n/i		1.98	2.88	2.97		1.38													3.32			
		Johnsonville																				3.32		
	Edward's	n/i		1.88	2.68										0.88									
	Food Giant	n/i		2.68	3.98			1.38																
	G&W Foods	n/i			2.98			1.68						2.48							1.88			
	Harp's	n/i			3.79																			
		Johnsonville																					3.33	
	Hay's	n/i		1.98	2.98																			
		Prairie Fresh						1.98																
	Mac's Fresh	n/i		1.99					1.99															
		Johnsonville																						2.99
	Piggly Wiggly Hchn	n/i		1.99	2.99																			
	Rehkopf's	n/i		2.19																				
		Johnsonville																						
Save-a-Lot	n/i			2.99				1.39																1.49
Super 1 Foods	Hormel		1.57					1.57																
Target	Tender Choice				2.49																			
The Fresh Market	n/i			4.99																				
Twn&Cntry Grocer	n/i			2.89	2.79		1.89						2.79											1.89
	Ole South																							1.39
Walmart	n/i		1.97																					
Whole Foods SW	Am. Homestead	A			3.99																			
AZ	Albertson's SW	n/i			BOG3							B2GO												
		n/i										2.99												
	Basha's	n/i					1.49																	
		Johnsonville																						3.33
El Super	n/i		1.97				0.97																	

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2015

prices in \$US per pound unless otherwise noted.

PORK

State	Supermarket	Brand	Key	Spareribs			Country Style		Pork Chops								Bnls Loin	Fresh Sausage	Store Card	
				Whole Rack	Back Rib	St. Louis Rib	Ribs		Rib End		Bone-in Center		Bnls Center		Sirloin End					Ass't.
							bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	bnls	bone-in				
AZ <i>(cont)</i>	Food City	n/i													0.99					
	Fresh & Easy	n/i											5.99							
	Farmer John				5.99															
	Fry's	n/i		2.49	B2GO	B2GO													yes	
	Los Altos	n/i		2.79											1.99	0.99				
	Lowe's	n/i		1.89												1.59				
	Johnsonville																	3.99		
	Safeway Phoenix	n/i			2.77	2.77	2.49												yes	
	Smart & Final	n/i		1.99															L 4	
	Farmer John					3.99													3.33	
	Johnsonville													2.99					yes	
	Smith's	n/i			2.99	2.99													3.33	
	Johnsonville																		yes	
	Sprout's Market	n/i		2.99			2.99													
Target	Tender Choice				2.49															
Walmart	n/i		1.97																	
Whole Foods SPac	American Homestead	A				3.99					5.99									
CO	Affiliated Foods	Johnsonville																	4.15	
	n/i		1.69																	
	Affiliated MW	n/i													2.79					
	Hormel				3.98														3.33	
	Johnsonville																		4.16	
	Albertson's Mtn	n/i			B2GO						2.99	B2GO							4.16	
	Johnsonville																		4.16	
	King Soopers	n/i	2.49	2.99	2.99		2.99												yes	
	Johnsonville																		3.33	
	Lowe's	n/i	1.89													1.59			3.99	
	Johnsonville																		3.99	
Safeway Denver	n/i			2.88	2.88				1.69			4.99						yes		
Johnsonville																		4.16		
Open Nature	A											6.99						yes		
Save-a-Lot	n/i																	1.39		
Sprout's Market	n/i		2.99				2.99													

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2015

prices in \$US per pound unless otherwise noted.

PORK

State	Supermarket	Brand	Key	Spareribs			Country Style		Pork Chops								Bnls Loin	Fresh Sausage	Store Card	
				Whole Rack	Back Rib	St. Louis Rib	Ribs		Rib End		Bone-in Center		Bnls Center		Sirloin End					Ass't.
							bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	bnls	bone-in				
CO <i>(cont)</i>	Sun Mart	n/i				2.99	2.99							3.99						
	Our Family																			2.50
	Target	Tender Choice				2.49														
	Walmart	n/i				1.97														
	Whole Foods Mtn	WFM																		4.99
KS	Affiliated Foods	Johnsonville																		4.15
	n/i					1.69														
	Affiliated MW	n/i													2.79					
	Hormel					3.98														3.33
	Johnsonville																			
	ALDI	n/i					2.19													2.90
	Apple Market	Johnsonville																		
	n/i					1.98	3.59							2.49						1.79
	Country Mart	n/i																		
	Dillon's	n/i				2.49	2.99	2.99												
	Johnsonville																			3.33
	G&W Foods	n/i												1.68						1.88
	Hen House	Prairie Fresh					BOGO	BOGO							2.48					2.99
	Johnsonville																			
	Homeland	n/i				2.49	3.99							3.49						
	Johnsonville																			4.16
	Hy-Vee	Johnsonville																		3.33
	n/i													2.99						
	Hormel																			3.49
	Lowe's	n/i				1.89										1.59				
Johnsonville																				
Price Chopper	Johnsonville																			
n/i						1.99	3.99							2.99						
Save-a-Lot	n/i																			
Sprout's Market	n/i					2.99														
n/i																				
Sun Fresh	n/i																			
Target	Tender Choice																			
n/i																				
The Fresh Market	n/i																			
Walmart	n/i					1.97														

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2015

prices in \$US per pound unless otherwise noted.

PORK

State	Supermarket	Brand	Key	Spareribs			Country Style		Pork Chops								Bnls Loin	Fresh Sausage	Store Card	
				Whole Rack	Back Rib	St. Louis Rib	Ribs		Rib End		Bone-in Center		Bnls Center		Sirloin End					Ass't.
							bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	bnls	bone-in				
KS <i>(cont)</i>	Whole Foods Mtn Woods	WFM																4.99		
		n/i Johnsonville			3.49	2.48		1.98											3.32	
LA	AG Baton Rouge	Prairie Fresh			2.99															
	Albertson's Sthrn	n/i Johnsonville			2.99	2.99										1.59 B2GO	1.49		3.33	
	Breaux Mart	Seaboard Farms			2.99															
	Brookshire's	Hormel			2.79	2.79														
	Kroger Sthwest	n/i Kroger				1.88	1.88			1.99									2.99	L 2
		n/i Johnsonville																	3.33	yes
	LeBlanc's	Swift				2.99				1.69										
	Mac's Fresh	n/i Johnsonville			1.99							1.99					1.49	1.99		2.99
		Market Basket	Farmland			1.49			2.99											
	Piggly Wiggly	n/i Johnsonville											2.99							3.33
		Rouses	Rouses			1.99					1.89			2.79					1.69	
	Rouses	n/i Johnsonville															2.49		1.65	3.33
		Save-a-Lot	n/i				2.99													
	Super 1 Foods	Hormel				1.57					1.57									
	Target	Tender Choice																		2.49
	The Fresh Market	n/i																		4.99
Walmart	n/i																		1.97	
Whole Foods SW	Am. Homestead		A																3.99	
	Winn-Dixie	n/i Winn-Dixie														1.69				
MO	ALDI	n/i						2.19												
	Apple Market	Johnsonville																	2.90	
	C&R Supermarket	n/i Johnsonville			1.98	3.59								2.49						2.90
Hormel					2.48	3.49				1.59										

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2015

prices in \$US per pound unless otherwise noted.

PORK

State	Supermarket	Brand	Key	Spareribs			Country Style		Pork Chops								Bnls Loin	Fresh Sausage	Store Card								
				Whole Rack	Back Rib	St. Louis Rib	Ribs		Rib End		Bone-in Center		Bnls Center		Sirloin End					Ass't.							
							bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	bnls	bone-in											
MO (cont)	Schnuck's	Pride of the Farm			2.99			1.89																			
	Shop'n Save	n/i													1.47												
		Johnsonville																		3.75							
	Sprout's Market	n/i		2.99			2.99																				
	Sun Fresh	n/i									2.49									1.79							
	Target	Tender Choice																			2.49						
	Twn&Cntry Grocer	n/i			2.89	2.79		1.89													1.89						
		Ole South																				1.39					
	Twn&Cntry Sprmrkt	Top Choice			3.49	2.99		1.79														1.68					
		Johnsonville																					3.33				
Walmart	n/i			1.97																							
Whole Foods MW	Heritage Acres				4.99																						
Woods	n/i				3.49	2.48		1.98																			
	Johnsonville																						3.32				
NM	Affiliated Foods	Johnsonville		1.69																				4.15			
		n/i																									
	Albertson's SW	n/i			BOG3							B2GO															
		n/i										2.99															
	Basha's	n/i					1.49																				
		Johnsonville																							3.33		
	Dollar General Mrkt	n/i		1.95				2.50																			
	John Brooks	n/i		1.89																							
		Johnsonville																								4.15	
	King Soopers	n/i		2.49	2.99	2.99		2.99																		yes	
		Johnsonville																								3.33	yes
	Lawrence Bros.	n/i		2.69	3.69			1.89																			
	Los Altos	n/i		2.79											1.99	0.99											
Lowe's	n/i		1.89												1.59												
	Johnsonville																								3.99		
Safeway Denver	n/i			2.88	2.88				1.69					4.99												yes	
	Johnsonville																									4.16	yes
	Open Nature		A										6.99														
Smith's	n/i				2.99	2.99								2.99												yes	
	Johnsonville																									3.33	yes

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2015

prices in \$US per pound unless otherwise noted.

PORK

State	Supermarket	Brand	Key	Spareribs			Country Style		Pork Chops								Bnls Loin	Fresh Sausage	Store Card		
				Whole Rack	Back Rib	St. Louis Rib	Ribs		Rib End		Bone-in Center		Bnls Center		Sirloin End					Ass't.	
							bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	bnls	bone-in					
NM (cont)	Sprout's Market	n/i		2.99				2.99													
	Target	Tender Choice				2.49															
	Walmart	n/i		1.97																	
	Whole Foods Mtn	WFM																		4.99	
OK	Affiliated Foods	Johnsonville		1.69																4.15	
		n/i																			
	ALDI	n/i					2.19														
	Buy for Le\$\$	n/i					1.99														
		Shurfine																		2.50	
	Country Mart	n/i									2.49						1.79				
	Dollar General Mkt	n/i		1.95				2.50													
	Harp's	n/i			3.79										1.69						
		Johnsonville																			3.33
	Homeland	n/i		2.49	3.99							3.49									
		Johnsonville																			4.16
	La Michoacana	n/i									1.59										
	Market Square	n/i		1.99																	
	Nichols	Hormel							1.49												
		n/i			2.49																
		Johnsonville																			3.33
	Pyramid Foods	Johnsonville																			2.92
		Prairie Fresh							1.99												
		n/i				3.99															
	Rehkopf's	n/i		2.19																	
	Johnsonville																				3.33
Reasor's	Johnsonville																				3.50
	Reasor's				2.88			1.48							1.88						
Save-a-Lot	n/i				2.99																
Sprout's Market	n/i			2.99				2.99													
Target	Tender Choice					2.49															
The Fresh Market	n/i																				4.99
Walmart	n/i			1.97																	
Warehouse	n/i			1.99	2.99																
Whole Foods SW	Am. Homestead	A				3.99															

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

prices in \$US per pound unless otherwise noted.

Memorial Day 2015

PORK

State	Supermarket	Brand	Key	Spareribs			Country Style		Pork Chops								Bnls Loin	Fresh Sausage	Store Card	
				Whole Rack	Back Rib	St. Louis Rib	Ribs		Rib End		Bone-in Center		Bnls Center		Sirloin End					Ass't.
							bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	bnls	bone-in				
OK	Williams	Hormel						1.49									1.99			
(cont)		Farmland																	3.16	
TX	Affiliated Foods	Johnsonville		1.69															4.15	
	Albertson's Sthrn	n/i			2.99	2.99										B2GO	1.49		3.33	
	Albertson's SW	Johnsonville											B2GO							
		n/i											2.99							
	ALDI	n/i					2.19													
	Arlan's	n/i													1.29					
	Brookshire's	Hormel			2.79	2.79														
	Brookshire Bros.	Swift		1.29									2.99						4.07	
		Johnsonville																		
	Diamond IGA	n/i		2.17															1.57	
	El Rancho	n/i						1.59											0.99	
	El Rio Grande	n/i						1.69					1.99						1.69	
	Fiesta Mart	n/i		1.99															1.79	
		n/i		2.99																
	Food Town	Johnsonville																	3.08	
	Foodarama/LaFsta	Tender Country						1.00											1.00	
		n/i			3.77								2.77						1.77	
		Johnsonville																	3.66	
	Gerland's	n/i						1.37												
	H-E-B	n/i			2.97					2.97			2.97							
	Homeland	n/i		2.49	3.99								3.49							
		Johnsonville																	4.16	
	Kroger Sthwest	n/i			1.88	1.88				1.99										
		Kroger																	2.99	
		Johnsonville																	3.33	
	La Michoacana	n/i											1.59							
	Lawrence Bros.	n/i		2.69	3.69		1.89													
	Los Altos	n/i		2.79											1.99	0.99				
	Lowe's	n/i		1.89												1.59				
		Johnsonville																	3.99	

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2015

prices in \$US per pound unless otherwise noted.

PORK

State	Supermarket	Brand	Key	Spareribs			Country Style		Pork Chops								Bnls Loin	Fresh Sausage	Store Card		
				Whole Rack	Back Rib	St. Louis Rib	Ribs		Rib End		Bone-in Center		Bnls Center		Sirloin End					Ass't.	
							bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	bnls	bone-in					
TX <i>(cont)</i>	Malone's	n/i						0.78		1.79						1.29				L 2	
		n/i						1.29													
	Market Basket	Farmland						1.49													
		n/i																			
		Johnsonville																			
	Market Place	n/i						1.98												3.33	
		Johnsonville																			3.66
	Market Square	n/i						1.99													
	Minyard's	n/i																			
	Randall/TomThmb	n/i																			
		Johnsonville																			
	Rehkopf's	n/i																			
		Johnsonville																			
	Save-a-Lot	n/i																			
	Sellers Bros.	n/i																			
	Sprout's Market	n/i																			
	Super 1 Foods	Hormel																			
	Target	Tender Choice																			
	The Fresh Market	n/i																			
	The United Family	n/i																			
	Johnsonville																				
Vista Markets	n/i																				
	Johnsonville																				
Walmart	n/i																				
Whole Foods SW	Am. Homestead		A																		
UT	Albertson's Mtn	n/i																			
		Johnsonville																			
	Albertson's SW	n/i																			
		n/i																			
	Associated Food	n/i																			
		Johnsonville																			
Harmon's	n/i																				
King Soopers	n/i																				
	Johnsonville																				

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2015

prices in \$US per pound unless otherwise noted.

PORK

State	Supermarket	Brand	Key	Spareribs			Country Style		Pork Chops								Bnls Loin	Fresh Sausage	Store Card		
				Whole Rack	Back Rib	St. Louis Rib	Ribs		Rib End		Bone-in Center		Bnls Center		Sirloin End					Ass't.	
							bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	bnls	bone-in					
UT <i>(cont)</i>	Ream's	Johnsonville																	3.33		
	Smith's	n/i		2.99	2.99								2.99						3.33	yes	
		Johnsonville																	3.33	yes	
	Sprout's Market	n/i		2.99				2.99													
	Stokes Market	Johnsonville																	3.33		
	Target	n/i			3.99				1.99						2.49						
	Walmart	Tender Choice				2.49															
Whole Foods Mtn	n/i			1.97															4.99		
	WFM																				

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

prices in \$US per pound unless otherwise noted.

Memorial Day 2015

PORK

State	Supermarket	Brand	Key	Spareribs			Country Style		Pork Chops								Bnls Loin	Fresh Sausage	Store Card	
				Whole Rack	Back Rib	St. Louis Rib	Ribs		Rib End		Bone-in Center		Bnls Center		Sirloin End					Ass't.
							bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	bnls	bone-in				
SOUTHWESTERN U.S. - CA,HI,NV																				
CA	Albertsons SoCal	n/i			2.88	2.88														
		Farmer John									BOGO	BOGO	3.99							
		T&J																BOGO		
	Artega's	n/i		2.89																
	Big Saver	n/i		2.29														1.49		
	Cardenas	n/i																1.49		
	Chavez	n/i			3.29															
	Dollar General Mkt	n/i		1.95				2.50												
	El Super	n/i		1.97				0.97												
	El Tapatio	n/i		1.99														1.99		
	Food 4 Less	n/i		1.89		2.49														
	Foodland Mercado	n/i			3.99		1.99	1.79										1.28		
	Fresh & Easy	n/i											5.99							
		Farmer John			5.99															
	Haggen	n/i						1.99	2.99									2.99		
		n/i						3.49	4.99									4.99		
	Holiday Market	Sterling Silver																3.99		
		Sterling Silver																4.99		
		n/i		2.99																
		n/i		3.49																
	Jensen's	n/i	A		4.99															
		n/i	A		7.99															
	Jon's	Johnsonville																		
		Farmer John						1.59										3.33		
	K.V. Mart	n/i		1.99				1.59										1.59		
	Lola's	n/i			2.89															
	Lucky	n/i		2.49	3.99													3.99		
		Johnsonville																		
	Lunardi's	n/i			4.59															
	Mi Pueblo	n/i						1.99												
	Mollie Stone's	n/i			4.99	4.59														
	Murphy's	n/i		2.99																
	Nugget Market	Prairie Fresh			2.99															

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

prices in \$US per pound unless otherwise noted.

**Memorial Day 2015
PORK**

State	Supermarket	Brand	Key	Spareribs			Country Style		Pork Chops								Bnls Loin	Fresh Sausage	Store Card		
				Whole Rack	Back Rib	St. Louis Rib	Ribs		Rib End		Bone-in Center		Bnls Center		Sirloin End					Ass't.	
							bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	bnls	bone-in					
HI	Don Quijote	Hormel										2.69									
		n/i		2.19																	
	Foodland	Hormel		3.79											4.49		3.49				
	KTA Super Stores	n/i															2.99				
	Safeway NorCal	Farmer John		2.99			2.99							2.99				1.99		yes	
		Safeway Select			3.99															3.33	yes
	Target	New York Style																			
	Times	Tender Choice				2.49															
	n/i			4.49					3.49						3.49						
	Whole Foods SPac	American Homestead	A	2.49																	
							3.99					5.99									
NV	Albertson's Mtn	n/i			B2GO							2.99	B2GO							4.16	
		Johnsonville																			
	Albertson's SW	n/i			BOG3								B2GO								
		n/i																			
	Associated Food	n/i			2.99		1.99														
		Johnsonville																			
	Cardenas	n/i													1.49						
	Dollar General Mkt	n/i		1.95				2.50													
	El Super	n/i		1.97				0.97													
	Fresh & Easy	n/i											5.99								
		Farmer John				5.99															
	La Bonita	n/i		2.29																	
	MarketOn	n/i						1.59								1.99					
	Raley's	n/i			2.99	2.99				2.99						2.99					
		Johnsonville																			
	Safeway NorCal	Farmer John		2.99			2.99							2.99				1.99		3.00	
	Safeway Select			3.99															yes		
	New York Style																		3.33		
Scolari's	Hormel		2.59				1.59														
	Johnsonville																				
Smart & Final	n/i		1.99																		
	Farmer John				3.99																
	Johnsonville																				

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2015

prices in \$US per pound unless otherwise noted.

PORK

State	Supermarket	Brand	Key	Spareribs			Country Style		Pork Chops								Bnls Loin	Fresh Sausage	Store Card	
				Whole Rack	Back Rib	St. Louis Rib	Ribs		Rib End		Bone-in Center		Bnls Center		Sirloin End					Ass't.
							bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	bnls	bone-in				
NORTHWESTERN U.S. - AK,ID,MT,OR,WA,WY																				
AK	AC Value Center	n/i					2.78		2.78		3.28							4.57		
	Johnsonville																			
	Alaskan & Proud	n/i				1.88		2.88		3.28										
	Carrs/Safeway NW	n/i		3.49	3.49	2.99						4.49						4.16		
	Johnsonville																	yes		
	Fred Meyer	n/i	A	2.99	3.48		3.48									3.49		4.16		
	Simple Truth					6.99														
	IGA Hometown	n/i				2.29						2.69						4.16		
	Johnsonville																			
Target	Tender Choice				2.49															
Three Bears	n/i			3.69		2.39												3.99		
Johnsonville																				
Walmart	n/i			2.48																
ID	Albertson's Mtn	n/i			B2GO					2.99	B2GO							4.16		
	Johnsonville																			
	Albertson's NW	n/i		2.49	2.99			2.59				2.99				1.99				
	Associated Food	n/i			2.99	1.99														
	Johnsonville																	BOGO		
	Family Foods	Prairie Fresh			3.98		1.98												3.73	
	Johnsonville																			
	Fred Meyer	n/i	A	2.49	2.97	2.97										3.49				
	Simple Truth					5.99														
	Harvest Foods	Prairie Fresh			3.98		2.28													
	IGA Markets	n/i				1.99						2.69								
	Johnsonville																	3.90		
	Paul's Market	n/i				1.49		1.69					1.99			1.79		3.33		
	Johnsonville																			
	Rosauer's	Prairie Fresh			2.99														3.33	
Johnsonville																		3.33		
Safeway NW	n/i			2.88	2.88	2.49						3.99						yes		
Johnsonville																		3.33		
Smith's	n/i			2.99	2.99							2.99						yes		
Johnsonville																		3.33		
Johnsonville																		yes		

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2015

prices in \$US per pound unless otherwise noted.

PORK

State	Supermarket	Brand	Key	Spareribs			Country Style		Pork Chops								Bnls Loin	Fresh Sausage	Store Card				
				Whole Rack	Back Rib	St. Louis Rib	Ribs		Rib End		Bone-in Center		Bnls Center		Sirloin End					Ass't.			
							bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	bnls	bone-in							
ID <i>(cont)</i>	Stokes Market	Johnsonville																	3.33				
	Target	n/i			3.99		1.99						2.49										
	Walmart	Tender Choice				2.49																	
	Whole Foods Mtn	n/i		1.97																4.99			
	Yoke's Fresh	WFM																					
		Prairie Fresh					3.49																
MT	Albertson's Mtn	n/i			B2GO							2.99	B2GO							4.16			
	Associated Food	Johnsonville					1.99																
		n/i			2.99																BOGO		
	Family Foods	Prairie Fresh			3.98			1.98													3.73		
		Johnsonville																					
	Harvest Foods	Prairie Fresh			3.98			2.28															
	IGA Markets	n/i						1.99							2.69						3.90		
		Johnsonville																				3.33	
	Reynold's	Johnsonville																					
		n/i			3.99		1.99								2.49								
	Rosauer's	Prairie Fresh			2.99																	3.33	
		Johnsonville																					3.33
	Safeway NW	n/i			2.88	2.88		2.49							3.99								yes
		Johnsonville																					yes
	Smith's	n/i			2.99	2.99								2.99									yes
	Johnsonville																					yes	
Stokes Market	Johnsonville																					3.33	
	n/i				3.99		1.99						2.49										3.33
Three Bears	n/i				2.39		2.39																4.15
	Johnsonville																						
	Walmart	n/i		1.97																			
OR	Albertson's NW	n/i		2.49	2.99					2.59				2.99				1.99					
	Family Foods	Prairie Fresh			3.98			1.98															
		Johnsonville																					3.73
	Fred Meyer	n/i		2.49	2.97		2.97											3.49					
		Simple Truth	A				5.99																

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2015

prices in \$US per pound unless otherwise noted.

PORK

State	Supermarket	Brand	Key	Spareribs			Country Style		Pork Chops								Bnls Loin	Fresh Sausage	Store Card	
				Whole Rack	Back Rib	St. Louis Rib	Ribs		Rib End		Bone-in Center		Bnls Center		Sirloin End					Ass't.
							bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	bnls	bone-in				
OR (cont)	Haggen	n/i					1.99			2.99	2.99				2.99				yes	
		n/i					3.49			4.99	4.99				4.99					
	Harvest Foods	Prairie Fresh																		
	IGA Markets	n/i												2.69						
		Johnsonville																	3.90	
	IGA Market Fresh	n/i					1.99	1.48											2.48	
		Fletcher's																		
	Lamb's Market	n/i																		
	Market of Choice	n/i																		
	McKay's	n/i													2.99				3.99	
	New Seasons	A																		
	Quality Food Cntr	n/i												3.99					yes	
		Johnsonville																	3.33	
	Ray's Food Place	Farmland Prime				2.99													4.15	
		Johnsonville																	4.15	
	Red Apple	n/i																	4.15	
		Johnsonville																	3.33	
	Rosauer's	Prairie Fresh																	3.33	
		Johnsonville																	4.49	
	Roth's	n/i																	3.33	
	n/i																	3.33		
Safeway NW	Johnsonville												3.99					3.33		
	Johnsonville																	3.33		
Target	Tender Choice				2.49															
Walmart	n/i			1.97																
WA	Albertson's NW	n/i		2.49	2.99					2.59				2.99			1.99			
	Family Foods	Prairie Fresh			3.98					1.98										
		Johnsonville																	3.73	
	Fred Meyer	n/i		2.49	2.97		2.97										3.49			
		Simple Truth	A				5.99													
Haggen	n/i					1.99			2.99	2.99				2.99				yes		
	n/i					3.49			4.99	4.99				4.99						
Harvest Foods	Prairie Fresh									2.28										

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

prices in \$US per pound unless otherwise noted.

Memorial Day 2015

PORK

State	Supermarket	Brand	Key	Spareribs			Country Style		Pork Chops								Bnls Loin	Fresh Sausage	Store Card		
				Whole Rack	Back Rib	St. Louis Rib	Ribs		Rib End		Bone-in Center		Bnls Center		Sirloin End					Ass't.	
							bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	bnls	bone-in					
WY (cont)	Safeway Denver	n/i	A		2.88	2.88				1.69				4.99						yes	
	Johnsonville																			4.16	yes
	Open Nature													6.99							
	Smith's	n/i			2.99	2.99									2.99						3.33
	Walmart	Johnsonville																			yes
		n/i		1.97																	

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

prices in \$US per pound unless otherwise noted.

**Memorial Day 2015
BEEF**

State	Supermarket	Brand	Key	Steaks for Grilling							Ground Beef (lean % where noted)								* see key			
				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin	London Broil	73-75%		80% & Chuck		85-90%		93-95%		Sirloin	Patties	
				bone-in	bnls			bone-in	bnls			reg	value	reg	value	reg	value	reg				value
NORTHEASTERN U.S. - CT,DC,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT																						
CT	A&P Stores	n/i																		4.99	85%	
		Angus	C						4.99												L 1	
		Angus	C						5.99													
		Angus	C			10.99	10.99															
	Adams IGA	n/i	C																			
		Angus	C																	2.99		
		n/i	C																	3.99		
		n/i	C																			
	AG New England	n/i	S						5.99												4.59	
	ALDI	n/i	C	9.99																		
		n/i	C																			
	Associated	n/i	C																		3.79	
	Balducci's	Angus	P																		3.99	
	Best Market	Angus	C	6.99																	8.99	
		n/i	C																			
	Big Y	n/i	C																			
		Angus	C			12.99	8.98														6.98	
	Bravo	n/i	C																		8.98	
		n/i	C																			
		n/i	C																		6.99	
	Compare Foods	n/i	C																		4.99	
		n/i	C																		5.99	
	Fairway Market	n/i	P	19.99																	6.99	
	Food Bazaar	Meadowland Farm																			3.99	
		n/i	C																			
		Swift Angus	C																		4.49	
	Food Emporium	Woodson & James	C																		4.99	
		Chairman Reserve	C																		5.99	
	Geissler's	n/i	C																			
		Angus	C			14.99															3.99	
	Highland Park	Angus	C																		13.99	
		n/i	C																			
	Key Food	n/i	C																			
		n/i	C																			
	King's	King's Angus	P																		6.99	
	Marc's	Pinebrook																			7.99	
																					3.99	
																					4.99	
																					3.99	
																					80%	

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

prices in \$US per pound unless otherwise noted.

Memorial Day 2015

BEEF

State	Supermarket	Brand	Key	Steaks for Grilling							Ground Beef (lean % where noted)								* see key			
				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin	London Broil	73-75%		80% & Chuck		85-90%		93-95%		Sirloin	Patties	
				bone-in	bnls			bone-in	bnls			reg	value	reg	value	reg	value	reg				value
CT <i>(cont)</i>	Pioneer	n/i	C							3.99												
		Dakota	O														8.99					
	Price Chopper	Angus			11.49	12.49	10.99	11.49	9.99		5.49									5.99	85%	
		Butcher's Promise			10.49	11.49	9.99	10.49	7.99													
	Save-a-Lot	n/i															5.29	4.99	5.99			
		n/i				4.99																
	ShopRite	Angus	C								2.99										L1	
		Angus	C								4.49										L1	
		n/i	C								2.49										L1	
		n/i	C								3.99										L1	
	Stew Leonard's	n/i																				
		n/i																				
		Nature's Reserve	G			6.99			6.99													
		Laura's Lean	A															7.99				
	Stop & Shop	Angus	C				8.99	8.99			40% off											
		Butcher Shop					7.99	7.99														
	Whole Foods NE	n/i																				
		n/i																				
n/i																						
DC	ALDI	n/i	C	9.99																		
	Giant Food	n/i																				
		Angus	C			8.99	8.99				3.99				3.79							
	Harris Teeter	Spring Crossing	G												5.99							
		n/i																		4.79	85%	
	Nature's Promise	G						15.99														
	HT Rancher				8.97	8.97													7.99	90%		
	HT Rancher				10.99	10.99														yes		
HT Reserve Angus	C							5.99											yes			
HT Reserve Angus	C							7.99														

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

prices in \$US per pound unless otherwise noted.

**Memorial Day 2015
BEEF**

State	Supermarket	Brand	Key	Steaks for Grilling							Ground Beef (lean % where noted)								Cond. * see key				
				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin	London Broil	73-75%		80% & Chuck		85-90%		93-95%		Sirloin	Patties		
				bone-in	bnls			bone-in	bnls			reg	value	reg	value	reg	value	reg				value	
DC (cont)	Safeway Eastern	n/i	C					4.99	7.99	7.99											yes		
		Butcher's Cut	G												5.00						5.99	85%	
		Open Nature	G					12.99														yes	
	Save-a-Lot	n/i			4.99																		
DE	A&P Stores	n/i																			4.99	85%	
		Angus	C							4.99												L 1	
		Angus	C							5.99													
		Angus	C			10.99	10.99																
	ACME Markets	Lancaster Brand	C	40% off	40% off	40% off	40% off																
		Lancaster Brand	C								5.49												
		n/i													4.79						4.99	85%	
	Food Lion	n/i	C							5.99	4.99											yes	
		n/i	C							6.99	6.49												
	Fresh Grocer	n/i										2.88											
	Giant Food	Nature's Reserve	G		6.99						6.99												
		Angus	C			8.99	8.99					3.99											
		Spring Crossing	G												5.99								
		n/i																			4.79	85%	
		Nature's Promise	G								15.99												
	Great Valu Market	n/i	C		9.99						9.99												
		n/i								5.99		3.89		4.99									
	Harris Teeter	Harris Teeter																				7.99	90%
		HT Rancher				8.97	8.97																yes
		HT Rancher				10.99	10.99																
	HT Reserve Angus	C								5.99												yes	
	HT Reserve Angus	C								7.99													
Pathmark	Angus	C									50% off											L 1	
	Angus	C									3.49												
Safeway Eastern	n/i	C						4.99	7.99	7.99												yes	
	Butcher's Cut	G												5.00							5.99	85%	
	Open Nature	G						12.99														yes	
Save-a-Lot	n/i				4.99																		

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2015

prices in \$US per pound unless otherwise noted.

BEEF

State	Supermarket	Brand	Key	Steaks for Grilling							Ground Beef (lean % where noted)								Cond. * see key					
				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin	London Broil	73-75%		80% & Chuck		85-90%		93-95%		Sirloin	Patties			
				bone-in	bnls			reg	value			reg	value	reg	value	reg	value							
DE (cont)	ShopRite	Angus	C							2.99											L1			
		Angus	C							4.49												L1		
		n/i	C							2.49												L1		
		n/i	C							3.99												L1		
		n/i												2.99								L1		
		n/i												3.49								L1		
		Nature's Reserve	G																				L1	
		Laura's Lean	A																				L1	
	Clayton's	O																				L1		
	Shurfine	n/i	C																		yes			
		Angus	C							9.49												yes		
MA	Adams IGA	n/i	C							2.99														
		Angus	C							3.99														
			n/i																					
		AG New England	n/i	S							5.99													
		ALDI	n/i	C	9.99																			
			n/i																					
		Big Y	n/i	C																				
			Angus	C																				
		Compare Foods	n/i																					
		Crosby's	Angus																					
		Donelan's	n/i	C																				
			n/i																					
			Creekstone	A																				
		Geissler's	n/i																					
			Angus	C																				
		Hannaford	Hannaford	C																				
			Hannaford	C																				
			n/i																					
			Spring Crossing	G																				
			Angus																					
	Market Basket	n/i																						
		n/i																						

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2015

prices in \$US per pound unless otherwise noted.

BEEF

State	Supermarket	Brand	Key	Steaks for Grilling							Ground Beef (lean % where noted)								Cond. * see key				
				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin	London Broil	73-75%		80% & Chuck		85-90%		93-95%		Sirloin	Patties		
				bone-in	bnls			bone-in	bnls			reg	value	reg	value	reg	value	reg				value	
MA <i>(cont)</i>	Market Basket	n/i	C						3.99												yes		
	<i>(continued)</i>	n/i	C						4.49														
	Met Foods	n/i	C							3.99													
		Dakota	O														8.99						
	Price Chopper	Angus			11.49	12.49	10.99	11.49		9.99		5.49									5.99	85%	
		Butcher's Promise			10.49	11.49	9.99	10.49		7.99													
		n/i															5.29	4.99	5.99				
	Roche Bros.	Local Harvest	A												6.49								
		n/i														3.49							
		Diet Lean													5.49								
		Laura's Lean	A												8.99								
	Save-a-Lot	n/i					4.99																
	Shaw's	Steakhouse Choice	C							9.99		3.99											
		n/i															4.29						
	Star Market	Brandt	C			15.99																	
		Steakhouse Choice	C									4.99											
Stop & Shop	Angus	C				8.99	8.99				40% off												
	Butcher Shop					7.99	7.99																
	n/i												3.49										
	Spring Crossing	G												5.99									
	Nature's Promise	G							15.99														
Trucchi's	n/i													3.69							4.99	85%	
	Angus	C								10.99													
Wegman's	Wegman's																				3.79	80%	
MD	A&P Stores	n/i																			4.99	85%	
		Angus	C							4.99													L 1
		Angus	C							5.99													
	ACME Markets	Angus	C			10.99	10.99																
		Lancaster Brand	C		40% off		40% off	40% off	40% off														
		Lancaster Brand	C								5.49												
		n/i													4.79							4.99	85%
AG New England	n/i	S							5.99														
ALDI	n/i	C		9.99																			
	n/i													3.79									

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2015

prices in \$US per pound unless otherwise noted.

BEEF

State	Supermarket	Brand	Key	Steaks for Grilling							Ground Beef (lean % where noted)								* see key				
				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin	London Broil	73-75%		80% & Chuck		85-90%		93-95%		Sirloin	Patties		
				bone-in	bnls			bone-in	bnls			reg	value	reg	value	reg	value	reg				value	
MD (cont)	Associated	n/i	C							3.99													
	Balducci's	Angus	P						13.99														
	Family Owned	n/i						6.99						3.29						3.99	80%		
		Angus								8.49													
	Food Lion	n/i	C						5.99	4.99											yes		
		n/i	C							6.99	6.49												
	Giant Eagle	n/i												3.59									
		n/i	C						8.99														
		Angus	C						10.99														
		Market District	C								5.99												
	Giant Food	Angus	C			8.99	8.99					3.99											
		Spring Crossing	G												5.99								
		n/i																			4.79	85%	
		Nature's Promise	G							15.99													
	Graul's	Angus	C							10.99													
		n/i												4.49									
	Great Valu Market	n/i	C			9.99					9.99												
		n/i												3.89									
	Harris Teeter	Harris Teeter																					
		HT Rancher				8.97	8.97															7.99	90%
		HT Rancher				10.99	10.99															yes	
		HT Reserve Angus	C								5.99											yes	
		HT Reserve Angus	C								7.99												
Mars	n/i	C								5.99				3.49									
	n/i																						
Martin's Food	Martin's	C			8.99	5.98	5.98														4.79	85%	
	Angus	C			9.99	6.98	6.98																
	Spring Crossing	G													5.99								
	Nature's Promise	O																					
Safeway Eastern	n/i	C							4.99	7.99	7.99												
	Butcher's Cut	G													5.00						5.99		
	Open Nature	G								12.99													
Save-a-Lot	n/i				4.99																yes		

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2015

prices in \$US per pound unless otherwise noted.

BEEF

State	Supermarket	Brand	Key	Steaks for Grilling							Ground Beef (lean % where noted)								Cond. * see key				
				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin	London Broil	73-75%		80% & Chuck		85-90%		93-95%		Sirloin	Patties		
				bone-in	bnls			bone-in	bnls			reg	value	reg	value	reg	value	reg				value	
MD (cont)	Shop'n Save	n/i	C					7.98		6.99													
		n/i												3.68									
	Shoppers Food	Shoppers	S					5.99			5.99												
	ShopRite	Angus	C								2.99											L1	
		Angus	C									4.49											L1
		n/i	C									2.49											L1
		n/i	C									3.99											
		n/i													2.99								L1
		n/i													3.49								
		Nature's Reserve	G		6.99																		
		Laura's Lean	A															7.99					
		Clayton's	O													5.99							
		Shurfine	n/i						6.99						2.99								yes
		Angus	C								9.49												
	Wegman's	Wegman's																			3.79	80%	
	Weis	n/i	C		6.98	6.98																	
		Black Angus	C								5.49												
		n/i	P																				
		Ledbetter's																					
		n/i			11.99																	5.99 85%	
ME	AG New England	n/i	S							5.99													
	Hannaford	Hannaford	C							4.99													yes
		Hannaford	C								6.49												
		n/i													4.99							4.49 80%	
		Spring Crossing	G																			5.99 85%	
		Angus									5.99											5.49 85%	
		Market Basket	n/i											3.99	3.99								yes
			n/i											4.79	4.79								
			n/i	C								3.99											yes
			n/i	C								4.49											
		Save-a-Lot	n/i			4.99																	
	Shaw's	Steakhouse Choice	C					9.99			3.99												
		n/i															4.29						

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

prices in \$US per pound unless otherwise noted.

**Memorial Day 2015
BEEF**

State	Supermarket	Brand	Key	Steaks for Grilling							Ground Beef (lean % where noted)								* see key	Cond.			
				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin	London Broil	73-75%		80% & Chuck		85-90%		93-95%			Sirloin	Patties	
				bone-in	bnls			bone-in	bnls			reg	value	reg	value	reg	value	reg					value
NH	AG New England	n/i	S						5.99														
	ALDI	n/i	C	9.99																			
	Hannaford	Hannaford	C						4.99					3.79									
		Hannaford	C						6.49														
	Market Basket	n/i														4.99				4.49	80%		
		Spring Crossing	G																	5.99	85%		
		Angus							5.99											5.49	85%		
	Price Chopper	n/i												3.99	3.99								
		n/i												4.79	4.79								
	Save-a-Lot	n/i	C						3.99														
		n/i	C						4.49														
	Shaw's	Angus		11.49	12.49	10.99	11.49		9.99		5.49										5.99	85%	
		Butcher's Promise		10.49	11.49	9.99	10.49		7.99														
Shaw's	n/i				4.99												5.29	4.99	5.99				
	Steakhouse Choice	C						9.99		3.99													
NJ	A&P Stores	n/i																		4.99	85%		
		Angus	C						4.99												L 1		
		Angus	C						5.99														
	ACME Markets	Lancaster Brand	C	40% off		40% off	40% off	40% off															
		Lancaster Brand	C																	5.49			
	ALDI	n/i														4.79				4.99	85%		
		n/i	C	9.99																			
	Best Market	n/i													3.79								
		Angus	C	6.99					8.99		4.99												
	Bravo	n/i														2.97				3.99	80%		
		n/i	C						6.99														
	Fairway Market	n/i							6.99		3.99				4.99		5.99						
		n/i	P	19.99																			

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

prices in \$US per pound unless otherwise noted.

Memorial Day 2015

BEEF

State	Supermarket	Brand	Key	Steaks for Grilling							Ground Beef (lean % where noted)								* see key			
				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin	London Broil	73-75%		80% & Chuck		85-90%		93-95%		Sirloin	Patties	
				bone-in	bnls			bone-in	bnls			reg	value	reg	value	reg	value	reg				value
NJ (cont)	Fine Fare	n/i	C							3.99												
		n/i												3.49								
	Food Bazaar	Meadowland Farm																	5.49	80%		
		n/i													3.69							
		Swift Angus		C						4.49												
	Foodtown	n/i		C							3.49											
		n/i													3.49							
	Great Valu Market	n/i		C	9.99																	
		n/i								5.99				3.89		4.99						
	Key Food	n/i													3.99							
		n/i		C							3.99											
	King's	King's Angus		P				6.99	7.99													
	Met Foods	n/i		C							3.99											
		Dakota		O														8.99				
	Morton Williams	n/i																5.39				
	Murphy's	Angus		C							4.99											
	Pathmark	Angus		C							50% off										L 1	
		Angus		C							3.49											
	Pioneer	n/i		C							3.99											
		Dakota		O														8.99				
Save-a-Lot	n/i			4.99																		
ShopRite	Angus		C							2.99												
	Angus		C							4.49												
	n/i		C							2.49												
	n/i		C							3.99												
	n/i													2.99						L1		
	n/i													3.49								
	Nature's Reserve		G	6.99				6.99														
	Laura's Lean		A														7.99					
	Clayton's		O													5.99						
Stop & Shop	Angus		C		8.99	8.99				40% off												
	Butcher Shop				7.99	7.99																
	n/i													3.49								

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

prices in \$US per pound unless otherwise noted.

Memorial Day 2015

BEEF

State	Supermarket	Brand	Key	Steaks for Grilling							Ground Beef (lean % where noted)								* see key	Cond.			
				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin	London Broil	73-75%		80% & Chuck		85-90%		93-95%			Sirloin	Patties	
				bone-in	bnls			bone-in	bnls			reg	value	reg	value	reg	value	reg					value
NY (cont)	Food Bazaar	Meadowland Farm																			5.49	80%	
		n/i																					
		Swift Angus	C						4.49														
	Food Emporium	Woodson & James	C							4.99													
	Foodtown	n/i	C							3.49													
		n/i																					
	Giunta's	n/i	C							4.99													
		n/i																					
	Great American	1893 Brand					7.99			5.99	3.99											3.99	80%
	Gristede's	Angus	C							5.99													
	Hannaford	Hannaford	C							4.99													yes
		Hannaford	C							6.49													
		n/i													4.99							4.49	80%
		Spring Crossing	G																			5.99	85%
		Angus								5.99												5.49	85%
	Key Food	n/i																					
		n/i	C																				
	King Kullen	n/i	C								3.99												
	King's	King's Angus	P																				
	Met Foods	n/i	C																				
		Dakota	O																				8.99
	Metropolitan	n/i	C								3.99												
		Dakota	O								8.99												
	Morton Williams	n/i																					8.99
	North Shore	n/i	C				8.99																
		Chairman Reserve	C								4.99												
		n/i																					3.99
		North Shore	P								8.99												
Pathmark	Angus	C																					
	Angus	C								50% off												L 1	
Peck's Market	Creekstone Farms									3.99				2.99									
	n/i																					4.99	
Pioneer	n/i	C								3.99													
	Dakota	O																				8.99	

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

prices in \$US per pound unless otherwise noted.

Memorial Day 2015
BEEF

State	Supermarket	Brand	Key	Steaks for Grilling							Ground Beef (lean % where noted)								* see key	Cond.				
				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin	London Broil	73-75%		80% & Chuck		85-90%		93-95%			Sirloin	Patties		
				bone-in	bnls			bone-in	bnls			reg	value	reg	value	reg	value	reg					value	
PA (cont)	Giant Food Stores	Giant	C		8.99	5.98	5.98														4.79	85%		
		Angus	C		9.99	6.98	6.98																	
		Spring Crossing	G												5.99									
		Nature's Promise	O						15.99															
	Great Valu Market	n/i	C		9.99				9.99															
		n/i								5.99			3.89		4.99									
	Karn's	n/i																			4.99			
		Steakhouse	C							6.99														
	Key Food	n/i	C					7.59	10.99															
		n/i	C												3.99									
	Kuhn's	n/i	C			9.99	9.99																	yes
		n/i	C			11.99	11.99																	
		n/i													3.49									
		n/i																						
	Martin's Food	Martin's	C		8.99	5.98	5.98															4.79	85%	
		Angus	C		9.99	6.98	6.98																	
		Spring Crossing	G												5.99									
		Nature's Promise	O						15.99															
	Pathmark	Angus	C																					L 1
		Angus	C																					
	Price Chopper	Angus			11.49	12.49	10.99	11.49	9.99														5.99	85%
		Butcher's Promise			10.49	11.49	9.99	10.49	7.99															
	Save-a-Lot	n/i					4.99												5.29	4.99	5.99			
		n/i																						
	Shop'n Save	n/i	C					7.98		6.99														
		n/i													3.68									
	ShopRite	Angus	C								2.99													L1
		Angus	C								4.49													
n/i		C								2.49													L1	
n/i		C								3.99														
n/i														2.99									L1	
n/i														3.49										
	Nature's Reserve	G		6.99							6.99													

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2015

prices in \$US per pound unless otherwise noted.

BEEF

State	Supermarket	Brand	Key	Steaks for Grilling							Ground Beef (lean % where noted)								* see key				
				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin	London Broil	73-75%		80% & Chuck		85-90%		93-95%		Sirloin	Patties		
				bone-in	bnls			bone-in	bnls			reg	value	reg	value	reg	value	reg				value	
PA <i>(cont)</i>	ShopRite	Laura's Lean	A																				
	<i>(continued)</i>	Clayton's	O												5.99		7.99						
	Shurfine	n/i					6.99							2.99							yes		
		Angus	C						9.49														
	ShurSave	ShurSave	C					6.99					3.49										
	Sparkle	n/i	C		8.99	8.99																yes	
		n/i	C		11.19	11.19																	
	Thriftway	n/i													3.99								
	Tops Markets	n/i	C		8.88	8.88			5.99						3.99								
		n/i												4.99									
	Wegman's	Wegman's	A																	3.79	80%		
	Weis	n/i	C		6.98	6.98				5.49													
		Black Angus	C																				
		n/i	P					14.99															
		Ledbetter's			11.99																		
		n/i												4.49		5.89				5.99	85%		
RI	ALDI	n/i	C	9.99																			
		n/i													3.79								
	Associated	n/i	C							3.99													
	Bravo	n/i	C						6.99					4.99		5.99							
		n/i																					
	Compare Foods	n/i					6.99			3.99													
	Dave's Mrktplace	n/i													3.99								
		n/i	O														6.99						
		Dave's	n/i	G	8.99																		
	Save-a-Lot	n/i			4.99																		
	Shaw's	Steakhouse Choice	C				9.99			3.99													
		n/i													4.29								
Stop & Shop	Angus	C		8.99	8.99					40% off													
	Butcher Shop			7.99	7.99																		
	n/i												3.49										
	Spring Crossing		G											5.99									
	Nature's Promise		G					15.99															

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

prices in \$US per pound unless otherwise noted.

Memorial Day 2015

BEEF

State	Supermarket	Brand	Key	Steaks for Grilling							Ground Beef (lean % where noted)								* see key					
				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin	London Broil	73-75%		80% & Chuck		85-90%		93-95%		Sirloin	Patties			
				bone-in	bnls			bone-in	bnls			reg	value	reg	value	reg	value	reg				value		
VT	AG New England	n/i	S							5.99														
	ALDI	n/i	C	9.99																				
	Hannaford	n/i												3.79										
		Hannaford	Hannaford	C							4.99											yes		
	Price Chopper	n/i	Hannaford	C							6.49													
		Spring Crossing	n/i	G											4.99							4.49	80%	
		Angus									5.99												5.99	85%
		Angus			11.49	12.49	10.99	11.49				9.99												5.49
	Shaw's	Butcher's Promise	n/i		10.49	11.49	9.99	10.49				7.99												
		Steakhouse Choice	n/i	C								9.99							5.29	4.99	5.99			
	Tops Markets	n/i																						
		n/i		C			8.88	8.88				5.99												
Open Prairie		n/i	A											4.99	3.99									

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

prices in \$US per pound unless otherwise noted.

**Memorial Day 2015
BEEF**

State	Supermarket	Brand	Key	Steaks for Grilling							Ground Beef (lean % where noted)								* see key			
				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin	London Broil	73-75%		80% & Chuck		85-90%		93-95%		Sirloin	Patties	
				bone-in	bnls			bone-in	bnls			reg	value	reg	value	reg	value	reg				value
SOUTHEASTERN U.S. - AL,FL,GA,MS,NC,SC,TN,VA,WV																						
AL	ALDI	n/i	C	9.99																		
	Dollar General Mkt	n/i							6.95		2.50									4.50	80%	
	Earth Fare	n/i	A																		Prime	
	Food for Le\$\$	Angus	S	14.98																		
		n/i	S																			
	Food Giant	Black Canyon				8.88																
		n/i										2.38										
	Greer's Market	Swift Angus	S			7.99																
	Hometown Market	n/i											2.79						4.99			
	Ingle's	n/i																			yes	
		n/i																			yes	
		Harvest Farms	C					14.48													yes	
		Harvest Farms	C					15.48													yes	
		Ingle's	C	9.98																	yes	
		Ingle's	C	11.98																	yes	
	Kroger Atlanta	n/i	C		8.99																yes	
		n/i																			yes	
	Kroger Nashville	n/i	C	7.99																	yes	
		Kroger Angus	C						9.99	6.99											yes	
	Piggly Wiggly HAC	n/i											2.99									
		n/i	S			7.99																
	Piggly Wiggly Hchn	n/i											2.69									
		Black Canyon			9.99																	
	Piggly Wiggly Inc.	n/i																			3.99	
	Piggly Wiggly JTM	n/i	C			8.99																
	Publix	n/i			10.99																	
		Publix																			4.99	
		Publix	C	9.99																	5.49	
		Publix	C	12.99																	85%	
		Publix																			yes	

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

prices in \$US per pound unless otherwise noted.

**Memorial Day 2015
BEEF**

State	Supermarket	Brand	Key	Steaks for Grilling							Ground Beef (lean % where noted)								Cond. * see key				
				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin	London Broil	73-75%		80% & Chuck		85-90%		93-95%		Sirloin	Patties		
				bone-in	bnls			bone-in	bnls			reg	value	reg	value	reg	value	reg				value	
AL (cont)	Publix	GreenWise	C					11.99													yes		
	(continued)	GreenWise	C					15.99															
	Ramey's	n/i		8.88							2.78								3.48	75%			
	Save-a-Lot	n/i			4.99																		
	Shop Rite	n/i			8.99						2.79												
	Sprout's Market	n/i												3.99									
		Old Tyme	C						6.99														
	Vowell's	n/i									2.57									2.99	80%		
	Western	Black Canyon	S			8.97																	
		Angus	C						9.99											4.99			
	Hereford	C		11.99				11.99					4.99										
	Winn-Dixie	n/i												3.95									
	Winn-Dixie	Angus			7.95																		
FL	Albertsons Sthrn	n/i	C			6.99																	
		n/i																					
	ALDI	n/i	C	9.99																			
		n/i																					
	Bravo Supermarket	n/i									4.39	4.19		3.79									
	Dollar General Mkt	n/i							6.95		2.50									4.50	80%		
	Earth Fare	n/i	A											4.48									
		n/i	A	14.98																		Prime	
	Food Giant	Black Canyon				8.88																	
		n/i											2.38										
	Greer's Market	Swift Angus	S			7.99																	
	Harris Teeter	Harris Teeter																			7.99	90%	
		HT Rancher				8.97	8.97																yes
		HT Rancher				10.99	10.99																
		HT Reserve Angus	C							5.99													yes
	HT Reserve Angus	C							7.99														
Hitchcock's	Hitchcock's			7.99									3.99							4.19	80%		
	Hitchcock Angus								5.99														
J.H. Harvey's	Harvey's				7.99																		
	n/i	C								3.99													

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2015

prices in \$US per pound unless otherwise noted.

BEEF

State	Supermarket	Brand	Key	Steaks for Grilling							Ground Beef (lean % where noted)								* see key					
				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin	London Broil	73-75%		80% & Chuck		85-90%		93-95%		Sirloin	Patties			
				bone-in	bnls			bone-in	bnls			reg	value	reg	value	reg	value	reg				value		
FL (cont)	Piggly Wiggly Hchn	n/i										2.69												
		Black Canyon																						
	Publix	n/i																						
		Publix													4.99						5.49	85%		
		Publix	C	9.99																		yes		
		Publix	C	12.99																				
		GreenWise	C																				yes	
		GreenWise	C																					
		Save-a-Lot	n/i																					
		Sedano's	n/i	C																				
		Western Beef	n/i																					
	Whole Foods FL	n/i	C																					
	Winn-Dixie	n/i																						
	Winn-Dixie Angus																							
GA	ALDI	n/i	C	9.99																				
		n/i																						
	Bi-Lo	n/i																						
		Gold Star Angus																						
	Dollar General Mkt	n/i																						
	Earth Fare	n/i	A																					
		n/i	A	14.98																				
	Food Depot	n/i																						
		n/i	S																					
	Food Giant	Black Canyon																						
		n/i																						
	Food Lion	n/i	C																					
		n/i	C																					
	Galaxy Foods	n/i																						
	Tender Ridge																							
Harris Teeter	Harris Teeter																							
	HT Rancher																							
	HT Rancher																							
	HT Reserve Angus	C																						
	HT Reserve Angus	C																						

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

prices in \$US per pound unless otherwise noted.

Memorial Day 2015

BEEF

State	Supermarket	Brand	Key	Steaks for Grilling							Ground Beef (lean % where noted)								* see key					
				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin	London Broil	73-75%		80% & Chuck		85-90%		93-95%		Sirloin	Patties			
				bone-in	bnls			bone-in	bnls			reg	value	reg	value	reg	value	reg				value		
GA (cont)	IGA	TableRite			9.99									3.49	2.99									
		TableRite Angus		10.99										3.49										
		Ingle's	n/i												3.48								yes	
			n/i												4.78									
			Harvest Farms	C					14.48														yes	
			Harvest Farms	C					15.48															
			Ingle's	C	9.98																			yes
			Ingle's	C	11.98																			
		J.H. Harvey's	Harvey's				7.99																	
			n/i	C							3.99													
		Kroger Atlanta	n/i	C		8.99																		yes
			n/i													3.99								yes
		Lucky's	n/i									2.99												
			Black Canyon				8.99																	
		Piggly Wiggly Car.	Angus	C		12.99	11.99			12.99	7.99													
			n/i										2.99											
			n/i	S	9.99																			
		Piggly Wiggly HAC	n/i										2.99											
			n/i	S			7.99																	
		Piggly Wiggly Hchn	n/i										2.69											
			Black Canyon			9.99																		
		Piggly Wiggly JTM	n/i	C			8.99																	
		Publix	n/i			10.99																		
		Publix														4.99						5.49	85%	
		Publix	C	9.99																			yes	
		Publix	C	12.99																				
		GreenWise	C						11.99														yes	
		GreenWise	C						15.99															
	Quality Foods	n/i							8.49			2.99												
	Save-a-Lot	n/i				4.99																		
	Shop Rite	n/i			8.99							2.79												
	Sprout's Market	n/i																						
		Old Tyme	C							6.99														

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

prices in \$US per pound unless otherwise noted.

Memorial Day 2015

BEEF

State	Supermarket	Brand	Key	Steaks for Grilling							Ground Beef (lean % where noted)								* see key			
				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin	London Broil	73-75%		80% & Chuck		85-90%		93-95%		Sirloin	Patties	
				bone-in	bnls			bone-in	bnls			reg	value	reg	value	reg	value	reg				value
GA (cont)	Vowell's	n/i										2.57								2.99	80%	
		Black Canyon	S			8.97																
	Wayfield's	Angus			7.99	6.99								3.99						3.99	80%	
	Winn-Dixie	n/i												3.95								
		Winn-Dixie Angus				7.95																
MS	AG Baton Rouge	n/i		8.99																		
	ALDI	n/i	C	9.99																		
		n/i																				
	Corner Market	Angus						11.99												5.99	90%	
	Dollar General Mkt	n/i							6.95		2.50									4.50	80%	
	Food Giant	Black Canyon				8.88																
		n/i											2.38									
	Greer's Market	Swift Angus	S			7.99																
	Kroger Delta	n/i																			yes	
		n/i	C	8.99						6.99												yes
	Mac's Fresh	n/i																				
	Piggly Wiggly Hchn	n/i											2.69									
		Black Canyon				9.99																
	Ramey's	n/i		8.88																	3.48	75%
Save-a-Lot	n/i				4.99																	
Superlo Foods	Angus																			3.99	80%	
Winn-Dixie	n/i																					
		Winn-Dixie Angus				7.95																
NC	ALDI	n/i	C	9.99																		
		n/i																				
	Bi-Lo	n/i																				
		Gold Star Angus				7.95					4.95											
	Bo's Food	n/i				4.99															3.99	80%
	Carlie C's IGA	n/i				7.98																
	Compare Foods	n/i						7.99					2.99									
	Dollar General Mkt	n/i								6.95		2.50									4.50	80%
Earth Fare	n/i	A																				
	n/i	A	14.98																		Prime	

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

prices in \$US per pound unless otherwise noted.

Memorial Day 2015

BEEF

State	Supermarket	Brand	Key	Steaks for Grilling							Ground Beef (lean % where noted)								* see key					
				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin	London Broil	73-75%		80% & Chuck		85-90%		93-95%		Sirloin	Patties			
				bone-in	bnls			bone-in	bnls			reg	value	reg	value	reg	value	reg				value		
NC (cont)	Farm Fresh	n/i	C			7.99	7.99																	
		n/i										3.49												
	Food Lion	n/i	C						5.99	4.99												yes		
		n/i	C						6.99	6.49														
	Food Pride	n/i				9.99									3.99							4.59	80%	
	Galaxy Foods	n/i										3.28	2.78											
		Tender Ridge																						
	Great Valu Market	n/i				9.98				5.99				2.99										
	Harris Teeter	Harris Teeter																					7.99	90%
		HT Rancher					8.97	8.97																yes
		HT Rancher					10.99	10.99																
		HT Reserve Angus		C						5.99														yes
		HT Reserve Angus		C						7.99														
	IGA	TableRite					9.99								3.49	2.99								
		TableRite Angus				10.99									3.49									
	Ingle's	n/i														3.48								yes
		n/i														4.78								
		Harvest Farms		C																				yes
		Harvest Farms		C																				yes
		Ingle's		C		9.98																		yes
		Ingle's		C		11.98																		
	Just \$ave	n/i												2.97										
	Kroger Mid-Atlan.	n/i		C			8.99																	L 2
		n/i														3.99								yes
		Stony Fork					6.99																	yes
	Lowe's Foods	Angus					7.97																	yes
	Angus					14.99																		
Piggly Wiggly Retl	n/i				7.99								2.79											
Piggly Wiggly Strs	Preferred Angus					8.99									3.99									
Publix	n/i					10.99																		
	Publix															4.99							5.49	85%
	Publix		C		9.99																		yes	
	Publix		C		12.99																			

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

prices in \$US per pound unless otherwise noted.

Memorial Day 2015

BEEF

State	Supermarket	Brand	Key	Steaks for Grilling							Ground Beef (lean % where noted)								Cond. * see key				
				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin	London Broil	73-75%		80% & Chuck		85-90%		93-95%		Sirloin	Patties		
				bone-in	bnls			bone-in	bnls			reg	value	reg	value	reg	value	reg				value	
NC (cont)	Publix	GreenWise	C					11.99													yes		
	(continued)	GreenWise	C					15.99															
	Save-a-Lot	n/i			4.99																		
SC	ALDI	n/i	C	9.99																			
		n/i												3.79									
	Bi-Lo	n/i												3.95									
		Gold Star Angus				7.95				4.95													
	Dollar General Mkt	n/i							6.95		2.50									4.50	80%		
	Earth Fare	n/i	A											4.48									
		n/i	A	14.98																		Prime	
	Food Lion	n/i	C						5.99	4.99												yes	
		n/i	C						6.99	6.49													
	Galaxy Foods	n/i									3.28	2.78											
		Tender Ridge																					
	Harris Teeter	Harris Teeter																			7.99	90%	
		HT Rancher				8.97	8.97																yes
		HT Rancher				10.99	10.99																yes
		HT Reserve Angus	C						5.99														yes
		HT Reserve Angus	C						7.99														yes
	IGA	TableRite				9.99								3.49	2.99								
		TableRite Angus			10.99									3.49									
	Ingle's	n/i													3.48								yes
		n/i													4.78								yes
	Harvest Farms	C						14.48														yes	
	Harvest Farms	C						15.48														yes	
	Ingle's	C	9.98																			yes	
	Ingle's	C	11.98																			yes	
J.H. Harvey's	Harvey's				7.99																	yes	
	n/i	C								3.99												yes	
Kroger Atlanta	n/i	C			8.99																	yes	
	n/i													3.99								yes	
Lowe's Foods	Angus				7.97																	yes	
	Angus				14.99																	yes	

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

prices in \$US per pound unless otherwise noted.

**Memorial Day 2015
BEEF**

State	Supermarket	Brand	Key	Steaks for Grilling							Ground Beef (lean % where noted)								* see key					
				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin	London Broil	73-75%		80% & Chuck		85-90%		93-95%		Sirloin	Patties			
				bone-in	bnls			bone-in	bnls			reg	value	reg	value	reg	value	reg				value		
SC (cont)	Piggly Wiggly Car.	Angus	C		12.99	11.99			12.99	7.99														
		n/i										2.99												
	Publix	n/i	S	9.99																				
		n/i			10.99																			
		Publix													4.99							5.49	85%	
		Publix		C	9.99																		yes	
		Publix		C	12.99																			
		GreenWise		C					11.99														yes	
	GreenWise		C					15.99																
	Quality Foods	n/i						8.49				2.99												
	Save-a-Lot	n/i				4.99																		
TN	ALDI	n/i	C	9.99																				
		n/i																						
	Bi-Lo	n/i																						
		Gold Star Angus				7.95					4.95													
	Dollar General Mkt	n/i							6.95		2.50											4.50	80%	
	E.W.James	Black Canyon							6.98		2.98													
	Earth Fare	n/i	A																					
		n/i	A	14.98																				Prime
	Food City	n/i																				3.99	80%	
		n/i	S	8.99																			yes	
		Angus		10.99																			yes	
	Food Country	n/i										2.98			4.99							3.29	75%	
		Butcher's Best							8.98	5.97														
	Food Giant	Black Canyon				8.88																		
		n/i																						
Food Lion	n/i	C							5.99	4.99												yes		
	n/i	C							6.99	6.49														
Food Rite	Black Canyon		S					9.99																
H.G. Hill	n/i																							
	Black Canyon		S			8.99																		
IGA Houchens	IGA																							
Ingle's	n/i																					yes		
	n/i																							

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

prices in \$US per pound unless otherwise noted.

**Memorial Day 2015
BEEF**

State	Supermarket	Brand	Key	Steaks for Grilling							Ground Beef (lean % where noted)								* see key				
				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin	London Broil	73-75%		80% & Chuck		85-90%		93-95%		Sirloin	Patties		
				bone-in	bnls			bone-in	bnls			reg	value	reg	value	reg	value	reg				value	
TN (cont)	(continued)	Harvest Farms	C					14.48													yes		
		Harvest Farms	C					15.48															
			Ingle's	C	9.98																	yes	
			Ingle's	C	11.98																		
		Kroger Delta	n/i											3.99								yes	
			n/i	C	8.99					6.99												yes	
		Kroger Mid-Atlan.	n/i	C		8.99																L 2	
			n/i											3.99									
		Kroger Nashville	Stony Fork			6.99																yes	
			n/i	C	7.99																	yes	
			Kroger Angus	C					9.99	6.99					2.99							yes	
		Lucky's	n/i									2.99											
		Osborne's	Black Canyon			8.99																	
			Black Canyon	S			8.99																
		Publix	n/i												3.49								
			n/i																				
			Publix													4.99						5.49	85%
			Publix	C	9.99																		yes
			Publix	C	12.99																		
		GreenWise	C					11.99														yes	
		GreenWise	C					15.99															
	Save-a-Lot	n/i			4.99																		
	Shop Rite	n/i			8.99							2.79											
	Super Dollar	n/i										2.99											
		n/i	S						5.99														
	Superlo Foods	Angus												3.49							3.99	80%	
	Twn&Cntry Grocer	n/i									2.89				4.59								
VA	ALDI	n/i	C	9.99																			
		n/i												3.79									
	Associated	n/i	C							3.99													
	Balducci's	Angus	P						13.99														
	Dollar General Mkt	n/i							6.95		2.50										4.50	80%	

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

prices in \$US per pound unless otherwise noted.

**Memorial Day 2015
BEEF**

State	Supermarket	Brand	Key	Steaks for Grilling							Ground Beef (lean % where noted)								Cond. * see key				
				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin	London Broil	73-75%		80% & Chuck		85-90%		93-95%		Sirloin	Patties		
				bone-in	bnls			bone-in	bnls			reg	value	reg	value	reg	value	reg				value	
VA (cont)	Farm Fresh	n/i	C			7.99	7.99																
	(cont)	n/i										3.49											
	Fas-Chek	n/i										2.99								3.99	80%		
	Food City	n/i												3.49						3.99	80%		
		n/i	S	8.99																		yes	
		Angus		10.99																			yes
	Food Country	n/i										2.98		4.99						3.29	75%		
		Butcher's Best							8.98	5.97													yes
	Food Lion	n/i	C							5.99	4.99												yes
		n/i	C							6.99	6.49												
	Galaxy Foods	n/i										3.28	2.78										
		Tender Ridge																					
	Giant Food	Angus	C			8.99	8.99						3.99										
		Spring Crossing	G												5.99								
		n/i																			4.79	85%	
		Nature's Promise	G																				
	Grant's	Black Canyon									3.99												
	Great Valu Market	n/i									5.99		2.99										
	Harris Teeter	Harris Teeter																			7.99	90%	
		HT Rancher				8.97	8.97																yes
		HT Rancher				10.99	10.99																
		HT Reserve Angus	C								5.99												yes
		HT Reserve Angus	C								7.99												
Ingle's	n/i													3.48								yes	
	n/i													4.78									
	Harvest Farms	C																				yes	
	Harvest Farms	C																				yes	
	Ingle's	C	9.98																			yes	
	Ingle's	C	11.98																				
Kroger Mid-Atlan.	n/i	C			8.99																	L 2	
	n/i													3.99									
	Stony Fork				6.99																	yes	
Lowe's Foods	Angus					7.97																yes	
	Angus					14.99																	

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

prices in \$US per pound unless otherwise noted.

Memorial Day 2015

BEEF

State	Supermarket	Brand	Key	Steaks for Grilling							Ground Beef (lean % where noted)								Cond.					
				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin	London Broil	73-75%		80% & Chuck		85-90%		93-95%		Sirloin	Patties	* see key		
				bone-in	bnls			bone-in	bnls			reg	value	reg	value	reg	value	reg					value	
VA (cont)	Martin's Food	Martin's	C		8.99	5.98	5.98														4.79	85%		
		Angus	C		9.99	6.98	6.98																	
		Spring Crossing	G												5.99									
		Nature's Promise	O						15.99															
		Piggly Wiggly Retl	n/i		7.99						3.99		2.79											
		Piggly Wiggly Strs	Preferred Angus			8.99									3.99									
		Safeway Eastern	n/i	C					4.99	7.99	7.99											5.99	yes	
			Butcher's Cut	G												5.00							5.99	85%
			Open Nature	G						12.99														yes
		Save-a-Lot	n/i				4.99																	
	Shoppers Food	Shoppers	S					5.99			5.99													
	Super Dollar	n/i										2.99												
		n/i	S							5.99														
	Wegman's	Wegman's																			3.79	80%		
WV	ALDI	n/i	C	9.99																				
		n/i													3.79									
		Dollar General Mkt	n/i							6.95		2.50										4.50	80%	
		Fas-Chek	n/i									2.99										3.99	80%	
		Food Fair	Black Canyon												3.58									
		Food Lion	n/i	C							5.99	4.99												yes
			n/i	C							6.99	6.49												
		Foodland	Star Ranch									9.99												
			Showcase											2.79										
		Galaxy Foods	n/i										3.28	2.78										
			Tender Ridge									7.98												
		Giant Eagle	n/i													3.59								
			n/i	C					8.99															
			Angus	C					10.99															
		Market District	C								5.99													
	Grant's	Black Canyon								3.99														
	Great Valu Market	n/i			9.98					5.99			2.99											
	Kroger Columbus	Private Selection	C			6.99																	yes	

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

prices in \$US per pound unless otherwise noted.

Memorial Day 2015

BEEF

State	Supermarket	Brand	Key	Steaks for Grilling							Ground Beef (lean % where noted)								* see key				
				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin	London Broil	73-75%		80% & Chuck		85-90%		93-95%		Sirloin	Patties		
				bone-in	bnls			bone-in	bnls			reg	value	reg	value	reg	value	reg				value	
WV (cont)	Kroger Mid-Atlan.	n/i	C		8.99																L 2		
		n/i												3.99									
	Martin's Food	Stony Fork				6.99																yes	
		Martin's	C		8.99	5.98	5.98														4.79	85%	
		Angus	C		9.99	6.98	6.98																
	Piggly Wiggly Strs	Spring Crossing	G												5.99								
		Nature's Promise	O						15.99														
		Preferred Angus			8.99										3.99								
	Riesbeck's	Riesbeck's																				3.99	80%
		Hereford	C							9.99													
	Save-a-Lot	n/i			6.99																		
	Shop'n Save	n/i	C						7.98		6.99												
		n/i													3.68								
	Sparkle	n/i	C			8.99	8.99																yes
n/i		C			11.19	11.19																	
n/i		C			6.98	6.98																	
Black Angus		C									5.49												
n/i		P												14.99									
Weis	n/i				11.99																		
	Ledbetter's													4.49		5.89					5.99	85%	
	n/i																						

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

prices in \$US per pound unless otherwise noted.

**Memorial Day 2015
BEEF**

State	Supermarket	Brand	Key	Steaks for Grilling							Ground Beef (lean % where noted)								Cond. * see key			
				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin	London Broil	73-75%		80% & Chuck		85-90%		93-95%		Sirloin	Patties	
				bone-in	bnls			reg	value			reg	value	reg	value	reg	value					
MIDWESTERN U.S. - IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI																						
IA	Affiliated MW	n/i																				
		Star Ranch	C						5.99													
		Star Ranch	S						6.98													
		ALDI	n/i	C	9.99																	
			n/i																			
		County Market	Rancher's Legend	C		11.00																
			n/i																			
		Family Foods	n/i																			
			Angus Pride	C						7.99	4.99											
		Fareway	n/i	C		9.99																
			n/i																			
		Food Pride	n/i	C																		
			n/i	C						6.99	4.99											
		Hometown Food	Star Ranch	C						6.88												
		Hy-Vee	n/i																			
			Hy-Vee Angus				8.99															
		Jewel-Osco	Steakhouse Choice	C	8.99	9.99	7.99		7.99	9.99	5.99											
			n/i																			
			O Organics	G																		
		Maynard's	n/i																			
		No Frills	n/i																			
			n/i	C			9.99		10.29													
	Price Chopper	Angus	C	\$2 off		\$2 off				\$2 off												
		KC Pride																				
	Quillin's	Chairman Reserve																				
		n/i																				
	Save-a-Lot	n/i				4.99																
	Schnuck's	n/i	S																			
		Angus	C																			
	Sunshine Foods	n/i	C							5.99												
		n/i																				
IL	Affiliated MW	n/i																				
		Star Ranch	S							6.98												

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

prices in \$US per pound unless otherwise noted.

Memorial Day 2015

BEEF

State	Supermarket	Brand	Key	Steaks for Grilling								Ground Beef (lean % where noted)								Cond. * see key			
				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin	London Broil	73-75%		80% & Chuck		85-90%		93-95%			Sirloin	Patties	
				bone-in	bnls			bone-in	bnls			reg	value	reg	value	reg	value	reg	value				
IL (cont)	ALDI	n/i	C	9.99																			
		n/i												3.79									
	Angelo Caputo	n/i						6.99															
		Angus	C																				
	Berkot's	Berkot's												3.99						4.99	90%		
		Angus	C					7.99															
	Borowiak's IGA	n/i													2.98						3.38	80%	
		TableRite								6.88													
	Brookhaven	n/i																				3.99	85%
	Butera Market	Angus	C	9.99	11.99	9.99	9.99	11.99			3.19	2.89		2.99	4.09	3.79			3.99		3.99	80%	
		n/i			6.99	5.99	5.99	5.99															
	County Market	Rancher's Legend	C		11.00																		
		n/i											2.99									3.49	75% yes
	Cub Foods	n/i	C					7.99															
		n/i	C					10.99															
		n/i																					4.49
	El Guero	n/i		5.49												3.99							
	Fairplay Foods	n/i				5.99	6.49									3.99							
		Angus	C			9.99	10.49																
	Fareway	n/i																				3.99	4.88
	n/i	C		9.99																			
Food 4 Less	n/i	C					6.99																
Food Pride	n/i	C												2.99								3.99	80%
	n/i	C							6.99	4.99													
Fresh Thyme	n/i															3.99							
Garden Fresh	Sterling Silver	C								4.99													
Heinen's	Heinen's	A		14.99						6.49					5.99								
Hy-Vee	n/i												2.97	4.99									
	Hy-Vee Angus				8.99					7.77													
IGA Houchens	IGA											2.99											
Jewel-Osco	Steakhouse Choice	C	8.99	9.99	7.99		7.99	9.99	5.99														
	n/i														4.29								
	O Organics	G															6.99						

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2015

prices in \$US per pound unless otherwise noted.

BEEF

State	Supermarket	Brand	Key	Steaks for Grilling							Ground Beef (lean % where noted)								Cond. * see key				
				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin	London Broil	73-75%		80% & Chuck		85-90%		93-95%		Sirloin	Patties		
				bone-in	bnls			bone-in	bnls			reg	value	reg	value	reg	value	reg				value	
IL (cont)	Joe Caputo	n/i	C					10.99	6.99														
		n/i																					
	Kirby IGA	IGA TableRite											3.69		3.19					3.89	80%		
	Kroger Central	n/i	C	6.99																	yes		
		n/i																				yes	
	Kroger Louisville	n/i										2.88										yes	
		Private Selection	C		9.99	9.99			9.99														yes
		Laura's Lean	A															5.99					yes
	Mariano's	Naturewell	C		11.00																		
	Meijer	Angus													2.99	4.99							
		Angus	C						10.99	6.99													
	Pete's Fresh Mrkt	n/i														3.49							
	Piggly Wiggly MW	Angus				8.99				6.99								3.99					
	Schnuck's	n/i	S						10.00														
		Angus	C						12.00														
	Shop & Save	n/i														2.99							
	Shop'n Save	n/i											2.68										
		Totally Angus							8.99														
	Strack & VanTil	Angus	C			9.99	10.99	9.99		7.99											4.99	85%	
	Sullivan's	n/i	C		11.99																		
	n/i														3.99								
Sunset Foods	Sunset															4.99							
Tony's Finer Food	n/i			4.99				5.99					2.99							4.99			
	Angus	C			8.99			9.99	6.99	4.99													
Treasure Island	n/i															6.49				5.49			
	n/i	G																					
Ultra Foods	n/i	C			9.99	10.99											4.49				4.99	80%	
	Angus	C							7.99	4.99													
Valli Produce	n/i			4.99											2.99								
	n/i	C			7.99	8.49																	
Walt's Food Cntr	Walt's															3.79					3.99	80%	
	Hereford	C		9.99				9.99		5.29													
IN	ALDI	n/i	C	9.99																			
		n/i														3.79							

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

prices in \$US per pound unless otherwise noted.

**Memorial Day 2015
BEEF**

State	Supermarket	Brand	Key	Steaks for Grilling							Ground Beef (lean % where noted)								* see key			
				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin	London Broil	73-75%		80% & Chuck		85-90%		93-95%		Sirloin	Patties	
				bone-in	bnls			bone-in	bnls			reg	value	reg	value	reg	value	reg				value
IN (cont)	Al's Supermarket	n/i													3.99	3.99						
		Chairman Reserve	C					10.99														
			n/i	S				7.99														
		Dollar General Mkt	n/i							6.95		2.50									4.50	80%
		Earth Fare	n/i	A										4.48								
			n/i	A	14.98																	Prime
		Food 4 Less	n/i	C				6.99														
		Fresh Encounter	n/i											2.49								L 2
			n/i											4.99								
			n/i																		3.49	80%
			Angus					6.99														L 4
			Angus					11.99														
		Fresh Thyme	n/i													3.99						
		Harding's	Harding's											3.49								
			Tender Ridge	C																		
		Harvest	n/i						4.59													
		IGA Houchens	IGA										2.99									
		IGA Spartan-Nash	n/i																		2.99	80%
			Angus Pride	C			11.99															
		Jay C	n/i	C		6.99									3.33							
		Jewel-Osco	Steakhouse Choice	C	8.99	9.99	7.99		7.99	9.99	5.99											
			n/i													4.29						
			O Organics	G														6.99				
	Kirby IGA	IGA TableRite			9.99								3.69							3.89	80%	
	Kroger Central	n/i	C	6.99																	yes	
		n/i												3.99								
	Kroger Cincinnati	n/i	C	6.99				6.99													yes	
		n/i												3.99								
	Kroger Louisville	n/i										2.88									yes	
		Private Selection	C		9.99	9.99			9.99												yes	
		Laura's Lean	A														5.99				yes	
	Lucky's Market	Piedmontese	A												4.99						L 4	
		Teton Waters Rnch	G					9.99														

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2015

prices in \$US per pound unless otherwise noted.

BEEF

State	Supermarket	Brand	Key	Steaks for Grilling							Ground Beef (lean % where noted)								* see key				
				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin	London Broil	73-75%		80% & Chuck		85-90%		93-95%		Sirloin	Patties		
				bone-in	bnls			bone-in	bnls			reg	value	reg	value	reg	value	reg				value	
IN <i>(cont)</i>	Marsh	n/i																					
		Marsh Signature	C		11.19																		
		Marsh Angus	C		12.79																		
		Martin's																					
			Martin's																				yes
			Martin's																				yes
			Martin's	C																			
			Martin's	C																			
		Meijer	Angus																				
			Angus	C																			
		New Market	n/i																				L 3
			Black Angus	C	6.99	9.99	8.99																
		Save-a-Lot	n/i				4.88																
		Schnuck's	n/i	S																			
			Angus	C																			
	Strack & VanTil	Angus	C			9.99	10.99	9.99														4.99 85%	
	Ultra Foods	n/i	C			9.99	10.99															4.99 80%	
		Angus	C																				
	Walt's Food Cntr	Walt's																					
		Hereford	C	9.99																		3.99 80%	
	Wesselman's	n/i			6.99																		
KY	ALDI	n/i	C	9.99																			
		n/i																					
	Cox IGA	n/i																				3.29 80%	
		Star Ranch						8.99															
	Dollar General Mkt	n/i																				4.50 80%	
	E.W.James	Black Canyon																					
	Earth Fare	n/i	A																				
		n/i	A	14.98																			Prime
	Food City	n/i																				3.99 80%	
		n/i	S	8.99																			yes
	Angus		10.99																			yes	
	Food Fair	Black Canyon																				3.58	
	Food Giant	Black Canyon				8.88																	
		n/i																				2.38	

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

prices in \$US per pound unless otherwise noted.

**Memorial Day 2015
BEEF**

State	Supermarket	Brand	Key	Steaks for Grilling							Ground Beef (lean % where noted)								* see key	Cond.			
				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin	London Broil	73-75%		80% & Chuck		85-90%		93-95%			Sirloin	Patties	
				bone-in	bnls			bone-in	bnls			reg	value	reg	value	reg	value	reg					value
KY (cont)	Food Lion	n/i	C							5.99	4.99										yes		
		n/i	C							6.99	6.49												
	Foodland	Star Ranch						9.99															
		Showcase										3.28	2.79										
	Galaxy Foods	n/i											2.78										
		Tender Ridge							7.98														
	IGA Houchens	IGA											2.99										
	IGA Spartan-Nash	n/i																			2.99	80%	
		Angus Pride		C			11.99																
	Kroger Cincinnati	n/i	C		6.99				6.99														yes
		n/i																					
	Kroger Delta	n/i																					yes
		n/i		C	8.99						6.99												yes
	Kroger Louisville	n/i												2.88									yes
		Private Selection		C		9.99	9.99				9.99												yes
		Laura's Lean		A														5.99					yes
	Kroger Mid-Atlan.	n/i	C			8.99																	L 2
		n/i																					
		Stony Fork					6.99																yes
	Kroger Nashville	n/i	C		7.99																		yes
	Kroger																					yes	
	Angus		C							9.99	6.99												
Lucky's Market	Iowa Premium																					L 10	
Meijer	Angus																						
	Angus		C																				
Piggly Wiggly Hchn	n/i																						
	Black Canyon					9.99																	
Remke Markets	n/i																						
	n/i		S	9.99																			
	Star Ranch		C																			4.49	
Save-a-Lot	n/i					4.99																	
Super Dollar	n/i																					2.99	
	n/i		S							5.99													
Twn&Cntry Grocer	n/i																					2.89	
																						4.59	

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2015

prices in \$US per pound unless otherwise noted.

BEEF

State	Supermarket	Brand	Key	Steaks for Grilling							Ground Beef (lean % where noted)								Cond. * see key			
				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin	London Broil	73-75%		80% & Chuck		85-90%		93-95%		Sirloin	Patties	
				bone-in	bnls			bone-in	bnls			reg	value	reg	value	reg	value	reg				value
MI	Affiliated MW	n/i																				
		Star Ranch	C						5.99													
	ALDI	n/i	C	9.99																		
		n/i																				
	Busch's	n/i	C		20% off	20% off	20% off	20% off														
	D&W Fresh	Preferred Angus			8.99																	
		n/i																				
		Spartan	A							8.99												
		Laura's Lean	A																			
	Earth Fare	n/i	A																			
		n/i	A	14.98																		
	Family Fare	Tender Ridge	C							6.99												
		n/i																				
	Food Pride	n/i																				
		Angus Pride	C			11.99																
	Harding's	Harding's																				
		Tender Ridge	C																			
	Hiller's	n/i	C																			
	Kroger Central	n/i	C	6.99																		
		n/i																				
	Kroger Columbus	Private Selection	C			6.99																
	Kroger Michigan	n/i	C			7.99																
	n/i																					
Lucky's Market	Iowa Premium																					
Martin's	Martin's																					
	Martin's																					
	Martin's	C																				
	Martin's	C																				
Meijer	Angus																					
	Angus	C																				
Plumb's/Duthler's	n/i																					
	Tender Ridge																					

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2015

prices in \$US per pound unless otherwise noted.

BEEF

State	Supermarket	Brand	Key	Steaks for Grilling							Ground Beef (lean % where noted)								Cond. * see key				
				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin	London Broil	73-75%		80% & Chuck		85-90%		93-95%		Sirloin	Patties		
				bone-in	bnls			bone-in	bnls			reg	value	reg	value	reg	value	reg				value	
MI (cont)	Polly's Market	n/i	C	8.99						6.99											yes		
		n/i	C	13.99						8.99													
	Ric's Food Center	n/i																			2.99	yes	
		n/i																			3.99		
		n/i																					
		n/i																					
		n/i	C			9.99	9.99																
	Save-a-Lot	n/i			5.99																		
	Spartan Stores	n/i																					
	Super One Foods	Tender Ridge																					
		Tender Ridge	C	8.88																			
	Tadych's	n/i																					
		Angus Pride	C			7.99																	
Econofoods	n/i																						
	Angus Pride	C																			3.99	85%	
Tom's/Oleson's	n/i	C																					
Valuland	n/i				6.99																2.99		
VG's Grocery	n/i																				2.79		
	VG's Angus																				5.99		
MN	Affiliated MW	n/i																					
	Star Ranch	n/i	C																			5.99	
		n/i	S																			6.98	
	ALDI	n/i	C	9.99																			
	Cash Wise	n/i																					
		n/i																					3.79
	Hereford	n/i																				2.78	
	Hereford	C			11.99																	10.65	
	Hereford	C																				7.99	
	n/i	C																				7.99	
	n/i	C																				10.99	
	n/i																						
	Econofoods	n/i																					
Angus Pride	C																				2.99		
Angus Pride	C																				6.99		
Angus Pride	C																				6.99		
n/i																						2.97	
Angus Pride	C																				6.97		
n/i																							
n/i																						3.99	
n/i																						9.99	

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

prices in \$US per pound unless otherwise noted.

Memorial Day 2015

BEEF

State	Supermarket	Brand	Key	Steaks for Grilling								Ground Beef (lean % where noted)								* see key		
				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin	London Broil	73-75%		80% & Chuck		85-90%		93-95%			Sirloin	Patties
				bone-in	bnls			bone-in	bnls			reg	value	reg	value	reg	value	reg	value			
MN (cont)	Festival	Black Angus	C			8.99	9.99								4.49						yes	
		Black Angus	C			12.99	13.99															
		Food Pride	n/i											2.99								
		Angus Pride	C			11.99																
		Hornbacher's	Our Own											2.98								
		Stockman&Dakota	C						4.98													
		Hugo's	Angus Pride	C					8.98													
		Hy-Vee	n/i											2.97	4.99							
		Hy-Vee Angus				8.99				7.77												
		Lunds & Byerlys	n/i													3.99						
		Marketplace	n/i													3.99						
		Maynard's	n/i												3.49							
		Quillin's	Chairman Reserve							6.99												
		n/i													3.29							
		Rainbow Foods	n/i													3.89						
		n/i	C						10.99	7.99												
		Save-a-Lot	n/i			5.99																
		Sun Mart	n/i												2.99						3.49	80%
		Blackwell Angus	C						6.99	6.99												
	Sunshine Foods	n/i	C						5.99													
	n/i													3.49								
	Super One Foods	Tender Ridge	C	8.88																		
	n/i														3.88							
	Teal's Market	Angus Pride			9.99																	
ND	Albertson's Mtn	Steakhouse Choice	C	8.99		8.99		8.99		B2GO												
		n/i												3.29	3.99							
		Cash Wise	n/i											2.78								
		Hereford	C		11.99				10.65													
		Coborn's	Hereford	C						7.99												
		Dan's	n/i														3.99					
		Angus Pride	C		11.99																	
	Family Fare	n/i												2.97						3.47	85%	
	Angus Pride	C						6.97														

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2015

prices in \$US per pound unless otherwise noted.

BEEF

State	Supermarket	Brand	Key	Steaks for Grilling							Ground Beef (lean % where noted)								* see key				
				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin	London Broil	73-75%		80% & Chuck		85-90%		93-95%		Sirloin	Patties		
				bone-in	bnls			bone-in	bnls			reg	value	reg	value	reg	value	reg				value	
ND (cont)	Food Pride	n/i																					
		Angus Pride	C			11.99																	
	Hornbacher's	Our Own																					
		Stockman&Dakota	C						4.98														
	Hugo's	Angus Pride	C					8.98															
	Leevers	n/i						9.98															
	Marketplace	n/i																					
	Super One Foods	Tender Ridge	C	8.88																			
	n/i																						
Teal's Market	Angus Pride				9.99																		
NE	Affiliated MW	n/i																					
		Star Ranch	C						5.99														
		Star Ranch	S						6.98														
	ALDI	n/i	C	9.99																			
		n/i																					
	Apple Market	Heartland Pride							8.99														
	Bag'n Save	n/i																					
		n/i	C			9.99	10.29																
	Baker's	n/i	C	6.99				6.99															
		Sterling Silver																					
	Fareway	n/i																					
		n/i	C			9.99																	
	Food Pride	n/i																					
		Angus Pride	C			11.99																	
	Hy-Vee	n/i																					
		Hy-Vee Angus				8.99				7.77													
Russ Market	n/i																						
Safeway Denver	n/i	C	5.99																				
	n/i	C			9.99																		
	Open Nature	G			12.99				8.99														
Sun Mart	n/i																						
	Blackwell Angus	C						6.99	6.99														

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

prices in \$US per pound unless otherwise noted.

Memorial Day 2015

BEEF

State	Supermarket	Brand	Key	Steaks for Grilling							Ground Beef (lean % where noted)								* see key				
				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin	London Broil	73-75%		80% & Chuck		85-90%		93-95%		Sirloin	Patties		
				bone-in	bnls			bone-in	bnls			reg	value	reg	value	reg	value	reg				value	
OH	Acme Fresh Mrkt	n/i																			yes		
		n/i																					
		Angus	C		14.99																	yes	
		Angus	C		15.99																		
		ALDI		C	9.99																		
			n/i																				
			n/i																				
		Buehler's	Angus					9.99															yes
			Angus					13.99															
		Chief	n/i																				L 2
			Angus					6.99															
		Cub Foods	n/i	C				7.99															yes
			n/i	C				10.99															
			n/i																				
		Dave's Market	n/i																				
			n/i																				
			Angus																				
		Dollar General Mrkt	n/i								6.95												4.50
		Earth Fare	n/i	A																			
			n/i	A	14.98																		
		Fisher's	n/i																				
			n/i																				
			Fisher Angus	C																			yes
		Fisher Angus	C																				
		Fisher's	S																			yes	
		Fisher's	S																				
	Food Fair	Black Canyon																					
	Foodland	Star Ranch																					
		Showcase																					
	Fresh Encounter	n/i																					
		n/i																					
		n/i																					
		Angus																				3.49	
		Angus																				L 4	
	Fresh Thyme	n/i																					

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

prices in \$US per pound unless otherwise noted.

**Memorial Day 2015
BEEF**

State	Supermarket	Brand	Key	Steaks for Grilling							Ground Beef (lean % where noted)								* see key					
				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin	London Broil	73-75%		80% & Chuck		85-90%		93-95%		Sirloin	Patties			
				bone-in	bnls			bone-in	bnls			reg	value	reg	value	reg	value	reg				value		
OH (cont)	Geyer's	n/i																						
		Black Angus	C		9.99										3.48									
		Giant Eagle	n/i												3.59									
			n/i	C					8.99															
			Angus	C					10.99															
			Market District	C																				
		Heinen's	Heinen's	A		14.99																		
		IGA Spartan-Nash	n/i																				2.99	80%
			Angus Pride	C																				
		Kroger Central	n/i	C	6.99																			
			n/i																					
		Kroger Cincinnati	n/i	C	6.99																			
			n/i																					
		Kroger Columbus	Private Selection	C																				
		Kroger Mid-Atlan.	n/i	C		8.99																		
			n/i																					
			Stony Fork			6.99																		
		Lucky's Market	Iowa Premium																					
		Marc's	Pinebrook																					
		Marsh	n/i																					
			Marsh Signature	C		11.19																		
			Marsh Angus	C		12.79																		
		Meijer	Angus																					
		Angus	C																					
	Piggly Wiggly Strs	Preferred Angus			8.99																			
	Remke Markets	n/i																						
		n/i	S	9.99																				
		Star Ranch	C																					
	Riesbeck's	Riesbeck's																						
		Hereford	C																					
	Save-a-Lot	n/i			4.99																			
	Shop'n Save	n/i	C																					
		n/i																						

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2015

prices in \$US per pound unless otherwise noted.

BEEF

State	Supermarket	Brand	Key	Steaks for Grilling							Ground Beef (lean % where noted)								* see key	Cond.																	
				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin	London Broil	73-75%		80% & Chuck		85-90%		93-95%			Sirloin	Patties															
				bone-in	bnls			bone-in	bnls			reg	value	reg	value	reg	value	reg					value														
OH (cont)	Sparkle	n/i	C			8.99	8.99															yes															
		n/i	C			11.19	11.19																														
	Weis	n/i	C			6.98	6.98																														
		Black Angus	C																																		
		n/i	P							14.99																											
		Ledbetter's																																			
	n/i					11.99																															
																							4.49		5.89				5.99	85%							
SD	Affiliated MW	n/i																																			
		Star Ranch	C																																		
		Star Ranch	S																																		
	Buche Foods	n/i																																			
	Coborn's	Hereford	C																																		
	Family Thrift	n/i																																			
		Angus Pride	C																																		
	Fareway	n/i																																			
		n/i	C																																		
	Hy-Vee	n/i																																			
		Hy-Vee Angus																																			
	Ken's Super Fair	Ken's																																			
		n/i	C																																		
	Lynn's Dakotamart	Dakotamart Pride	C																																		
	Maynard's	n/i																																			
	Safeway Denver	n/i	C																																		
	n/i	C																																			
	Open Nature	G																																			
Sunshine Foods	n/i	C																																			
	n/i																																				
	Teal's Market	Angus Pride																																			
WI	Affiliated MW	n/i																																			
		Star Ranch	C																																		
		Star Ranch	S																																		
	ALDI	n/i	C																																		
	n/i																																				

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2015

prices in \$US per pound unless otherwise noted.

BEEF

State	Supermarket	Brand	Key	Steaks for Grilling							Ground Beef (lean % where noted)								* see key			
				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin	London Broil	73-75%		80% & Chuck		85-90%		93-95%		Sirloin	Patties	
				bone-in	bnls			bone-in	bnls			reg	value	reg	value	reg	value	reg				value
SOUTH CENTRAL U.S. - AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT																						
AR	Affiliated MW	n/i																				
	Star Ranch	C						5.99														
	Albertson's Sthrn	n/i	C	4.99				B2GO														
	n/i																			5.99	93%	
	Bill's Fresh	Angus	C			8.99														3.69	yes	
		Angus	C			12.99		13.29												4.09		
	Brookshire's	Angus																				
	n/i		S	7.99																	yes	
	n/i		S	9.99																		
	Angus		C					9.99		9.99												
	Cranford's	n/i	S			7.98																
	n/i																			3.98	80%	
	Edwards	n/i																		3.88	85%	
	Angus		C			8.98																
	Food Giant	Black Canyon				8.88																
	n/i																					
	G&W Foods	n/i	C			8.88																
	n/i																					
	Laura's Lean		O																		6.99	92%
	Harp's	Harp's Angus	C					9.99														
	n/i																				3.99	
	Laura's Lean		A																		6.99	92%
	Hay's	Butcher Shop				12.49																
	n/i		C			8.98																
	n/i																					
	Mac's Fresh	n/i																			2.98	
	n/i																				2.99	
	Piggly Wiggly Hchn	n/i																			2.69	
	Black Canyon					9.99																
	Rehkopf's	n/i	S			8.99																
	n/i																				2.99	
	Save-a-Lot	n/i																			2.99	
	Super 1 Foods	n/i																			4.77	80%

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

prices in \$US per pound unless otherwise noted.

Memorial Day 2015

BEEF

State	Supermarket	Brand	Key	Steaks for Grilling							Ground Beef (lean % where noted)								* see key			
				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin	London Broil	73-75%		80% & Chuck		85-90%		93-95%		Sirloin	Patties	
				bone-in	bnls			reg	value			reg	value	reg	value	reg	value					
AR	Twn&Cntry Grocer	n/i									2.89				4.59							
<i>(cont)</i>	Whole Foods SW	Country Natural	A							6.99												
AZ	Albertson's SW	Steakhouse Choice	C	8.99		8.99		8.99		B2GO					2.99		3.99					
	Basha's	n/i												2.87								
		n/i	C		12.60				12.60	4.99												
	El Super	n/i									2.47				4.49							
	Food City	n/i										2.29									L 2	
	Fresh & Easy	n/i		13.99																		
	Fry's	n/i													3.99						yes	
		n/i	C																		yes	
	Grocery Outlet	Harris Ranch												2.99								
		Morasch																				
	Los Altos	n/i												2.29								
	Lowe's	n/i				6.99								1.99							2.69	73%
	Safeway Phoenix	n/i	C	6.99											3.99						yes	
		Open Nature	G																			
	Smart & Final	Cattlemens Finest	S																			
	Smith's	n/i																				yes
	Sprout's Market	n/i																				
		Old Tyme	C																			
CO	Affiliated Foods	n/i			9.99						2.49	1.99										
	Affiliated MW	n/i													2.98							
		Star Ranch	S							6.98												
	Albertson's Mtn	Steakhouse Choice	C	8.99		8.99		8.99		B2GO					3.29		3.99					
		n/i																				
	Clark's Market	Angus		11.99						5.99												
	King Soopers	n/i	C	5.88																		L 2
		Private Selection															4.99					yes
	Lowe's	n/i				6.99							1.99								2.69	73%
	Lucky's Market	Piedmontese	A																			
		Teton Waters Rnch	G														4.99					L 4

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2015

prices in \$US per pound unless otherwise noted.

BEEF

State	Supermarket	Brand	Key	Steaks for Grilling							Ground Beef (lean % where noted)								Cond. * see key			
				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin	London Broil	73-75%		80% & Chuck		85-90%		93-95%		Sirloin	Patties	
				bone-in	bnls			bone-in	bnls			reg	value	reg	value	reg	value	reg				value
CO (cont)	Safeway Denver	n/i	C	5.99																	L 2	
		n/i	C		9.99								3.99								yes	
	Open Nature		G		12.99				8.99													
	Sprout's Market	n/i												3.99								
	Old Tyme		C						6.99													
	Sun Mart	n/i												2.99							3.49	80%
Blackwell Angus		C					6.99	6.99														
Whole Foods Mtn	n/i							15.99														
KS	Affiliated Foods	n/i			9.99							2.49	1.99									
	Affiliated MW	n/i												2.98								
	Star Ranch		S						6.98													
	ALDI	n/i	C	9.99																		
		n/i													3.79							
	Apple Market	Heartland Pride						8.99							2.98							
	Country Mart	n/i						8.99							3.99							
	Dillon's	n/i	C	6.99				6.99													yes	
		Sterling Silver													3.99							
	G&W Foods	n/i	C			8.88																
		n/i													3.88							
		Laura's Lean		O																	6.99	92%
	Hen House	n/i															3.99					
		Hereford		C					14.40													
		Good Natured		A		14.99			14.99								6.49					
	Hy-Vee	n/i												2.97		4.99						
		Hy-Vee Angus					8.99			7.77												
	Lowe's	n/i					6.99						1.99								2.69	73%
	Price Chopper	Angus		C	\$2 off		\$2 off		\$2 off	\$2 off												
	KC Pride							11.20						3.49								
Save-a-Lot	n/i					4.99																
Sprout's Market	n/i															3.99						
	Old Tyme		C						6.99													
Sun Fresh	n/i													3.99								
Whole Foods Mtn	n/i							15.99														

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

prices in \$US per pound unless otherwise noted.

Memorial Day 2015

BEEF

State	Supermarket	Brand	Key	Steaks for Grilling							Ground Beef (lean % where noted)								Cond. * see key					
				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin	London Broil	73-75%		80% & Chuck		85-90%		93-95%		Sirloin	Patties			
				bone-in	bnls			bone-in	bnls			reg	value	reg	value	reg	value	reg				value		
KS (cont)	Woods	n/i						6.88																
	Butcher Pride		C							5.99											4.19	80%		
LA	AG Baton Rouge	n/i		8.99																				
	Albertson's Sthrn	n/i	C	4.99						B2GO												5.99	93%	
	Breaux Mart	n/i																						
	Breaux Mart		C		9.99																			
	Breaux Mart		S		8.99																			
	Brookshire's	Angus																						
		n/i	S	7.99																			yes	
		n/i	S	9.99																				
		Angus	C					9.99		9.99														
	Kroger Sthwest	n/i																					yes	
		n/i	S	5.99																			yes	
	LeBlanc's	Chairman's Reserve		9.99																				
		Black Angus	C		9.99																			
		n/i																						
	Mac's Fresh	n/i																						
	Market Basket	MB Premium	S	8.99																				
	Piggly Wiggly	n/i																						
		n/i	S			7.99						2.99												
	Save-a-Lot	n/i				4.99																		
	Super 1 Foods	n/i																						
	Whole Foods SW	Country Natural	A																				4.77	80%
	Winn-Dixie	n/i																						
		Winn-Dixie Angus				7.95																		
MO	ALDI	n/i	C	9.99																				
		n/i																						
	Apple Market	Heartland Pride																						
	C&R Supermarket	n/i																						
		Star Ranch	S							6.98													3.19	80%
	County Market	Rancher's Legend	C		11.00																			
		n/i																						
	Country Mart	n/i										2.99											3.49	75%
		n/i																						

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

prices in \$US per pound unless otherwise noted.

Memorial Day 2015

BEEF

State	Supermarket	Brand	Key	Steaks for Grilling							Ground Beef (lean % where noted)								Cond. * see key						
				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin	London Broil	73-75%		80% & Chuck		85-90%		93-95%		Sirloin	Patties				
				bone-in	bnls			bone-in	bnls			reg	value	reg	value	reg	value	reg				value			
MO (cont)	Food Giant	Black Canyon				8.88																			
		n/i									2.38														
	Gerbe's	n/i	C	6.99				6.99													yes				
		Sterling Silver												3.99											
	G&W Foods	n/i	C			8.88																			
		n/i																							
		Laura's Lean	O																			6.99	92%		
	Harp's	Harp's Angus	C					9.99															4.79	80%	
		n/i																					6.99	92%	
		Laura's Lean	A																						
	Harter House	n/i	C							6.99															
	Hay's	Butcher Shop				12.49																			
		n/i	C				8.98																		
		n/i																							
	Hen House	n/i																							
		Hereford	C																						
		Good Natured	A			14.99																			
	Hy-Vee	n/i																							
		Hy-Vee Angus					8.99				7.77														
	Kroger Central	n/i	C	6.99																					yes
		n/i																							
	Lucky's Market	Iowa Premium																							L 10
	Moser's	n/i							8.99																80%
Patricia's	n/i																								
	n/i	S				7.99																			
Prenger Foods	n/i																								
	n/i	S						10.00																	
Price Chopper	Angus	C	\$2 off		\$2 off			\$2 off		\$2 off															
	KC Pride							11.20																	
Pyramid Foods	n/i																								
	n/i	C	13.98					13.98																	
Save-a-Lot	n/i					4.99																			
Schnuck's	n/i	S						10.00																	
	Angus	C						12.00																	

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

prices in \$US per pound unless otherwise noted.

Memorial Day 2015

BEEF

State	Supermarket	Brand	Key	Steaks for Grilling							Ground Beef (lean % where noted)								* see key			
				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin	London Broil	73-75%		80% & Chuck		85-90%		93-95%		Sirloin	Patties	
				bone-in	bnls			bone-in	bnls			reg	value	reg	value	reg	value	reg				value
TX (cont)	El Rio Grande	n/i										2.89										
	Fiesta Mart	Lone Star												3.99								
	Foodarama/LaFsta	n/i		4.99																3.99	80%	
	H-E-B	H-E-B Prime	P	9.97																		
	Kroger Sthwest	n/i		S	5.99										2.49							yes
		n/i																				yes
	Lawrence Bros.	n/i							4.99													
	Los Altos	n/i										2.29										
	Lowe's	n/i			6.99							1.99								2.69	73%	
	Market Basket	MB Premium	S	8.99																		
	Market Place	n/i		5.88									2.98							2.98	75%	
	Market Square	n/i									2.49	1.99										
	Minyard's	n/i				4.98									3.69							
	Randall/TomThmb	n/i		C	5.99																	yes
		n/i																				
	Rehkopf's	Angus		C							7.49											
		Open Nature		G					9.99													yes
	Save-a-Lot	n/i		S		8.99																
		n/i											2.99									
	Sprout's Market	n/i				4.99																
Super 1 Foods	Old Tyme		C							6.99												
	n/i																			4.77	80%	
The United Family	Texas Beef									4.97												
Vista Market	Hereford																					
	Hereford		C					11.99														
Whole Foods SW	Country Natural	A								6.99												
UT	Albertson's Mtn	Steakhouse Choice	C	8.99		8.99		8.99		B2GO												
		n/i												3.29		3.99						
	Albertson's SW	Steakhouse Choice	C	8.99		8.99		8.99		B2GO												
		n/i												2.99		3.99						
	Associated Food	n/i		9.49						4.49	3.99							3.99		2.79	80%	
	Clark's Market	Angus		11.99						5.99												
Harmon's	n/i	C					9.99		6.99													

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

prices in \$US per pound unless otherwise noted.

Memorial Day 2015

BEEF

State	Supermarket	Brand	Key	Steaks for Grilling							Ground Beef (lean % where noted)								Cond. * see key			
				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin	London Broil	73-75%		80% & Chuck		85-90%		93-95%		Sirloin	Patties	
				bone-in	bnls			bone-in	bnls			reg	value	reg	value	reg	value	reg				value
UT (cont)	King Soopers	n/i	C	5.88																	L 2	
	Private Selection														4.99						yes	
	Ream's	n/i											2.69									
	Smith's	n/i							5.99												yes	
	Sprout's Market	n/i													3.99							
	Old Tyme		C						6.99													
	Stokes Market	n/i																			3.99	
	Whole Foods Mtn	n/i						15.99														

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2015

prices in \$US per pound unless otherwise noted.

BEEF

State	Supermarket	Brand	Key	Steaks for Grilling								Ground Beef (lean % where noted)								Cond. * see key		
				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin	London Broil	73-75%		80% & Chuck		85-90%		93-95%			Sirloin	Patties
				bone-in	bnls			bone-in	bnls			reg	value	reg	value	reg	value	reg	value			
SOUTHWESTERN U.S. - CA,HI,NV																						
CA	Albertsons SoCal	n/i	C	6.99	8.99			7.99														
		n/i																				
	Andronico's	Angus	C					14.99														
	Arteaga's	n/i																				
	Big Saver	n/i				5.99	5.99													3.99		
	Dollar General Mkt	n/i								6.95			2.50								4.50	
	El Super	n/i											2.47									
	El Tapatio	n/i												2.99								
	Food 4 Less	n/i						5.69														
	Foodland Mercado	n/i																				
	Fresh & Easy	n/i		13.99																		
	Grocery Outlet	Harris Ranch												2.99								
		Morasch						7.99														
	Haggen	Double R			7.99																	
		n/i	C																		yes	
		n/i	C																			
		n/i																				
		n/i																				
		n/i	P					7.99													yes	
		n/i	P					9.99														
	Holiday Market	Sterling Silver																				
		Sterling Silver																				
	Jon's	n/i				4.99	4.99															
	K.V. Mart	n/i				4.99	5.99															
	La Superior	n/i				5.99																
	Lucky	n/i																				
		Angus		11.99		10.99																
	Lunardi's	Lunardi's	C																			
		n/i		14.69		13.69	14.69															
		n/i	G																			
	Mar-Val Foods	Mar-Val Angus	C	10.99	10.99	10.99	10.99															
	Mollie Stone's	n/i	C							10.49												
		n/i																			5.99	
																					85%	

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2015

prices in \$US per pound unless otherwise noted.

BEEF

State	Supermarket	Brand	Key	Steaks for Grilling							Ground Beef (lean % where noted)								* see key				
				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin	London Broil	73-75%		80% & Chuck		85-90%		93-95%		Sirloin	Patties		
				bone-in	bnls			bone-in	bnls			reg	value	reg	value	reg	value	reg				value	
CA (cont)	Murphy's	n/i	S																				
	Northgate	n/i				5.99	5.99																
	Nugget Markets	n/i	C					9.99															
	Fresh to Market																						
	R-Ranch Markets	n/i		3.99																			
	Ralph's	n/i	C					5.77															
	n/i																						
	Ray's Food Place	Angus		8.99																			
	n/i																						
	Rio Ranch	n/i	S																				
	Safeway NorCal	n/i	C			9.99	9.99	6.99															yes
	Open Nature		G																				
	Save-a-Lot	n/i				4.99																	
	Save Mart	n/i							6.99														
	SK Super King	n/i																					
	Smart & Final	Cattlemens Finest	S																				
	Sprout's Market	n/i																					
	Old Tyme		C																				
Stater Bros.	n/i		5.99					5.99															
Stater Bros.																							
Super A Foods	Harris Ranch							6.99															
Von's	n/i	C	7.99																			yes	
n/i																						yes	
Open Nature		G																					
HI	Foodland	Angus		12.99					13.99	8.99												7.49	
	n/i			10.99																			
	Safeway NorCal	n/i	C			9.99	9.99	6.99															yes
	Open Nature		G																				
Times	n/i	C																					
NV	Albertson's Mtn	Steakhouse Choice	C	8.99		8.99		8.99		B2GO													
	n/i																						
	Albertson's SW	Steakhouse Choice	C	8.99		8.99		8.99		B2GO													
	n/i																						
Associated Food	n/i		9.49							4.49	3.99											80%	

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

prices in \$US per pound unless otherwise noted.

Memorial Day 2015

BEEF

State	Supermarket	Brand	Key	Steaks for Grilling							Ground Beef (lean % where noted)								* see key	Cond.			
				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin	London Broil	73-75%		80% & Chuck		85-90%		93-95%			Sirloin	Patties	
				bone-in	bnls			bone-in	bnls			reg	value	reg	value	reg	value	reg					value
NV (cont)	Dollar General Mkt	n/i							6.95		2.50									4.50	80%		
	El Super	n/i									2.47				4.49								
	Fresh & Easy	n/i		13.99																			
	Grocery Outlet	Harris Ranch										2.99											
		Morasch						7.99															
	La Bonita	n/i		5.29																			
	MarketOn	n/i												4.69									
	Safeway NorCal	n/i	C			9.99	9.99	6.99			5.99											yes	
		Open Nature	G								6.99												
	Scolari's	Harris Ranch	C					7.99															
	Smart & Final	Cattlemens Finest	S							4.99													
	Smith's	n/i								5.99						3.99						yes	
	Sprout's Market	n/i														3.99							
	Old Tyme	C							6.99														
Von's	n/i	C	7.99					11.99	6.99												yes		
	n/i																4.49				yes		
	Open Nature	G							8.99														

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2015

prices in \$US per pound unless otherwise noted.

BEEF

State	Supermarket	Brand	Key	Steaks for Grilling							Ground Beef (lean % where noted)								* see key			
				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin	London Broil	73-75%		80% & Chuck		85-90%		93-95%		Sirloin	Patties	
				bone-in	bnls			reg	value			reg	value	reg	value	reg	value					
NORTHWESTERN U.S. - AK,ID,MT,OR,WA,WY																						
AK	AC Value Center	n/i				9.98										4.98						
	Alaskan & Proud	n/i						8.88						3.98						5.98		
	Carrs/Safeway NW	n/i																		4.49		
		n/i	C	7.77						7.99												yes
		Open Nature	G		17.99																	yes
	Fred Meyer	n/i						6.97		5.99	5.99						3.99					yes
		Private Selection																				
IGA Hometown	n/i															3.99						
Three Bears	n/i						6.99															
ID	Albertson's Mtn	Steakhouse Choice	C	8.99		8.99		8.99		B2GO												
		n/i												3.29		3.99						
	Albertson's NW	n/i																		3.99		
		Steakhouse Choice	C	8.99		8.99				4.99												2.79
	Associated Food	n/i		9.49					4.49	3.99												
	Family Foods	n/i														2.98						
		St Helens								6.98												
	Fred Meyer	n/i						5.97		4.99	4.99						3.99					
		Private Selection																				
	Grocery Outlet	Harris Ranch										2.99										
		Morasch						7.99														
	Harvest Foods	Angus	C								3.98											
		n/i													3.98		3.98					
	IGA Markets	n/i				6.99											3.69					
	Paul's Market	n/i							6.96	4.98												
Rosauer's	n/i											2.99	2.99									
	St Helens	C			7.99																	
	Painted Hills	A	11.99																			
Safeway NW	n/i																		3.99		yes	
	n/i	C	7.99							6.99											yes	
	Open Nature	G		16.99																	yes	
Smith's	n/i									5.99						3.99					yes	
Stokes Market	n/i																		3.99			
	Angus									4.99												

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

prices in \$US per pound unless otherwise noted.

**Memorial Day 2015
BEEF**

State	Supermarket	Brand	Key	Steaks for Grilling							Ground Beef (lean % where noted)								Cond. * see key			
				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin	London Broil	73-75%		80% & Chuck		85-90%		93-95%		Sirloin	Patties	
				bone-in	bnls			bone-in	bnls			reg	value	reg	value	reg	value	reg				value
ID (cont)	Super 1 Foods	Angus	C	6.88																		
		Meyer Angus	C							5.98												
	Whole Foods Mtn	n/i						15.99														
	Yokes Fresh	Hereford	C	8.97																	yes	
		Hereford	C	11.99																		yes
		Hereford											2.87									
		Hereford											4.79									
MT	Albertson's Mtn	Steakhouse Choice	C	8.99		8.99		8.99		B2GO												
		n/i												3.29		3.99						
	Associated Food	n/i		9.49						4.49	3.99						3.99		2.79		80%	
	Family Foods	n/i													2.98							
		St Helens								6.98												
	Harvest Foods	Angus	C							3.98												
		n/i												3.98		3.98						
	IGA Markets	n/i				6.99										3.69						
	Lucky's Market	Iowa Premium														2.99						
	Reynold's	n/i								5.99	4.49							3.99		2.99	L 10 80%	
	Rosauer's	n/i												2.99	2.99							
		St Helens	C			7.99																
		Painted Hills	A	11.99																		
	Safeway NW	n/i																3.99				yes
		n/i	C	7.99							6.99											yes
	Open Nature	G		16.99																	yes	
Smith's	n/i									5.99					3.99						yes	
Stokes Market	n/i																3.99				yes	
Super 1 Foods	Angus	C	6.88							4.99												
	Meyer Angus	C									5.98											
Three Bears	n/i							6.29														
OR	Albertson's NW	n/i																3.99				
		Steakhouse Choice	C	8.99		8.99					4.99											
	Family Foods	n/i													2.98							
	St Helens									6.98												

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

prices in \$US per pound unless otherwise noted.

**Memorial Day 2015
BEEF**

State	Supermarket	Brand	Key	Steaks for Grilling							Ground Beef (lean % where noted)								Cond. * see key				
				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin	London Broil	73-75%		80% & Chuck		85-90%		93-95%		Sirloin	Patties		
				bone-in	bnls			bone-in	bnls			reg	value	reg	value	reg	value	reg				value	
OR <i>(cont)</i>	Fred Meyer	n/i						5.97		4.99	4.99												
	Private Selection														3.99								
	Grocery Outlet	Harris Ranch											2.99										
		Morasch							7.99														
	Haggen	Double R	P							7.99												yes	
		Double R	P							9.99													
		Double R	C									3.99											yes
		Double R	C									5.99											
		Double R												3.99									yes
		Double R												4.49									
	Harvest Foods	Angus	C								3.98												
		n/i													3.98		3.98						
	IGA Markets	n/i				6.99											3.69						
	IGA Market Fresh	St Helens			5.98	7.99											3.48						
	Market of Choice	Painted Hills	A				14.99												4.99				
	McKay's	Signature Angus	S		6.99																		
		n/i													3.49								
	New Seasons	Country Natural	A													5.99							
	Quality Food Cntr	n/i	C		7.88																		yes
		Angus	C				10.99					10.99											yes
		n/i																	5.99				yes
	Ray's Food Place	Angus			8.99							4.99											
		n/i													3.69								
Red Apple	St Helens	L								4.99	5.49												
	Painted Hills	G																5.99					
Rosauer's	n/i												2.99	2.99									
	St Helens	C				7.99																	
	Painted Hills	A		11.99																			
Roth's	n/i															3.77							
	n/i	C								6.99													
Safeway NW	n/i																			3.99		yes	
	n/i	C		7.99						6.99												yes	
	Open Nature	G				16.99																yes	

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

prices in \$US per pound unless otherwise noted.

**Memorial Day 2015
BEEF**

State	Supermarket	Brand	Key	Steaks for Grilling							Ground Beef (lean % where noted)								* see key					
				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin	London Broil	73-75%		80% & Chuck		85-90%		93-95%		Sirloin	Patties			
				bone-in	bnls			bone-in	bnls			reg	value	reg	value	reg	value	reg				value		
WA	Albertson's NW	n/i																						
		Steakhouse Choice	C	8.99		8.99																		
		Family Foods	n/i																					
			St Helens						6.98															
		Fred Meyer	n/i						5.97		4.99	4.99												
			Private Selection													3.99								
		Grocery Outlet	Harris Ranch										2.99											
			Morasch																					
		Haggen	Double R	P							7.99												yes	
			Double R	P							9.99													
			Double R	C								3.99											yes	
			Double R	C								5.99												
			Double R												3.99								yes	
			Double R												4.49									
		Harvest Foods	Angus	C							3.98													
			n/i																					
		IGA Markets	n/i				6.99																	
		IGA Market Fresh	St Helens		5.98	7.99																		
		Metropolitan	n/i	A																				
			Wheeler County	A																				local
			Wagyu	P																				
			n/i	P																				
		Meyer Group IGA	n/i																					
		n/i	C			8.99																		
	New Seasons	Country Natural	A												5.99									
	PCC Natural	Country Natural	A												5.99									
	Quality Food Cntr	n/i	C	7.88																			yes	
		Angus	C			10.99					10.99													
		n/i																						
	Red Apple	St Helens	L							4.99	5.49													
		Painted Hills	G																					
	Rosauer's	n/i													2.99	2.99								
		St Helens	C			7.99																		
		Painted Hills	A	11.99																				

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

prices in \$US per pound unless otherwise noted.

Memorial Day 2015

BEEF

State	Supermarket	Brand	Key	Steaks for Grilling							Ground Beef (lean % where noted)								* see key			
				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin	London Broil	73-75%		80% & Chuck		85-90%		93-95%		Sirloin	Patties	
				bone-in	bnls			bone-in	bnls			reg	value	reg	value	reg	value	reg				value
WA (cont)	Saar's	n/i										2.48										
	Safeway NW	n/i															3.99				yes	
		n/i	C	7.99					6.99													yes
		Open Nature	G		16.99																	yes
	Super 1 Foods	Angus	C	6.88																		
		Meyer Angus	C																			
	The Markets	n/i						5.99		BOGO	5.98											
	Twn & Cntry Mrkt	Country Natural	A					13.99														
		Angus	G															8.99				
	Yokes Fresh	Hereford	C	8.97																		yes
	Hereford	C	11.99																		yes	
	Hereford													2.87							yes	
	Hereford													4.79								
WY	Affiliated MW	n/i												2.98								
		Star Ranch	C						5.99													
		Star Ranch	S						6.98													
	Albertson's Mtn	Steakhouse Choice	C	8.99		8.99		8.99		B2GO				3.29		3.99						
		n/i																				
	Associated Food	n/i		9.49					4.49	3.99										2.79	80%	
	IGA Markets	n/i				6.99										3.69						
	King Soopers	n/i	C	5.88																		L 2
		Private Selection															4.99					yes
	Lucky's Market	Iowa Premium														2.99						L 10
Safeway Denver	n/i	C	5.99																		L 2	
	n/i	C		9.99												3.99					yes	
	Open Nature	G		12.99					8.99													yes
Smith's	n/i							5.99								3.99					yes	

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

prices in \$US per pound unless otherwise noted.

**Memorial Day 2015
GROUND POULTRY**

State	Supermarket	Brand	Key	Ground Turkey					Ground Chicken				Store Card
				85%	93-94%	Breast	Sausage	Patties	97-98%	Breast	Sausage	Patties	
NORTHEASTERN U.S. - CT,DC,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT													
CT	A&P Stores	Shady Brook			3.07								
	Adams IGA	Shady Brook			3.84								
	AG New England	Jennie-O		3.20									
	Associated	Shady Brook			3.84								
	Best Market	n/i							2.99			4.99	
		Shady Brook											
	Big Y	n/i									4.79		
		Shady Brook				3.30							
	Bravo	Shady Brook		3.07		3.84							
	C-Town	Shady Brook				3.84							
	Compare Foods	Shady Brook				3.84	3.84						
	Food Emporium	MidAtlantic Farms	A			4.49							
	Key Food	Shady Brook				3.84							
	King's	Shady Brook				3.84							
	Marc's	Butterball							2.99				
	NSA Supermarkets	Jennie-O		2.33									
	Pioneer	Shady Brook				3.84							
Price Chopper	Shady Brook				3.50	3.50							
Stop & Shop	Shady Brook				3.07								
	Nature's Promise	A			3.50			3.99			7.99		
	Whole Foods Nrth Atl	A									3.49		
DC	Giant Food	Shady Brook			3.07								
		Nature's Promise	A		3.50			3.99			7.99		
	Harris Teeter	Plainville Farms	A					3.00					
	Safeway Eastern	Shady Brook			3.85								
DE	A&P Stores	Shady Brook			3.07								
	ACME Markets	Jennie-O		2.66									
		Shady Brook									3.30		
	Food Lion	n/i		2.33									yes
		n/i		2.66									
	Fresh Grocer	Butterball				2.50							
	Perdue									3.99			
	ShopRite				1.99		2.99						

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

prices in \$US per pound unless otherwise noted.

**Memorial Day 2015
GROUND POULTRY**

State	Supermarket	Brand	Key	Ground Turkey					Ground Chicken				Store Card
				85%	93-94%	Breast	Sausage	Patties	97-98%	Breast	Sausage	Patties	
DE <i>(cont)</i>	Giant Food	Shady Brook			3.07								
		Nature's Promise	A		3.50			3.99			7.99		
	Great Valu Markets	Shady Brook		3.07			3.20	3.49					
	Harris Teeter	Plainville Farms	A					3.00					
	Pathmark	Shady Brook		2.99				3.99			3.27		
	Redner's	Jennie-O			3.45		3.45						
	Safeway Eastern	Shady Brook			3.85								
	Shurfine	Perdue								4.59			
		Shady Brook			3.07								
MA	Adams IGA	Shady Brook			3.84								
	AG New England	Jennie-O		3.20									
	Big Y	n/i									4.79		
		Shady Brook			3.30								
	C-Town	Shady Brook			3.84								
	Compare Foods	Shady Brook			3.84		3.84						
	Donelan's	Plainville Farms	A		3.99								
	Hannaford	Shady Brook		2.68									
	Market Basket	Shady Brook			3.84		3.29						yes
		Shady Brook			4.84		3.99						
	Met Foods	Shady Brook			3.84								
	NSA Supermarkets	Jennie-O		2.33									
	Price Chopper	Shady Brook			3.50		3.50						
	Roche Bros.	Jennie-O			BOGO								
Stop & Shop	Shady Brook			3.07									
	Nature's Promise	A		3.50				3.99			7.99		
	Whole Foods Nrth Atl	n/i	A								3.49		
MD	A&P Stores	Shady Brook			3.07								
	ACME Markets	Jennie-O		2.66									
		Shady Brook									3.30		
	AG New England	Jennie-O		3.20									
	Associated	Shady Brook			3.84								
	Food Lion	n/i		2.33									yes
		n/i		2.66									
	Giant Food	Shady Brook			3.07								
	Nature's Promise	A		3.50				3.99			7.99		

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

prices in \$US per pound unless otherwise noted.

**Memorial Day 2015
GROUND POULTRY**

State	Supermarket	Brand	Key	Ground Turkey					Ground Chicken				Store Card
				85%	93-94%	Breast	Sausage	Patties	97-98%	Breast	Sausage	Patties	
MD (cont)	Great Valu Markets	Shady Brook		3.07			3.20	3.49					
	Harris Teeter	Plainville Farms	A					3.00					
	Mars	Shady Brook			2.92								
	Martin's Food	Shady Brook			3.07								
		Nature's Promise	A		3.50								
	Redner's	Jennie-O			3.45		3.45						
	Safeway Eastern	Shady Brook			3.85								
	Shoppers Food	Wild Harvest	A		4.79								
	Shurfine	Perdue								4.59			
	Weis	Shady Brook			3.07								
	Weis			3.50									
	Perdue							3.99	3.50				
ME	AG New England	Jennie-O		3.20									
	Hannaford	Shady Brook		2.68									
	Market Basket	Shady Brook			3.84		3.29						yes
		Shady Brook			4.84		3.99						
	Whole Foods Nrth Atl	n/i	A								3.49		
NH	AG New England	Jennie-O		3.20									
	Hannaford	Shady Brook		2.68									
	Market Basket	Shady Brook			3.84		3.29						yes
		Shady Brook			4.84		3.99						
	Price Chopper	Shady Brook			3.50		3.50						
NJ	A&P Stores	Shady Brook			3.07								
	ACME Markets	Jennie-O		2.66									
		Shady Brook									3.30		
	Associated	Shady Brook			3.84								
	Best Market	n/i							2.99			4.99	
		Shady Brook											
	Bravo	Shady Brook			3.84								
	C-Town	Shady Brook			3.84								
	Compare Foods	Shady Brook			3.84		3.84						
	Fine Fare	Shady Brook			3.84								
	Foodtown	Shady Brook										3.50	
	Great Valu Markets	Shady Brook		3.07			3.20	3.49					
Key Food	Shady Brook			3.84									

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

prices in \$US per pound unless otherwise noted.

**Memorial Day 2015
GROUND POULTRY**

State	Supermarket	Brand	Key	Ground Turkey					Ground Chicken				Store Card
				85%	93-94%	Breast	Sausage	Patties	97-98%	Breast	Sausage	Patties	
NJ (cont)	King's	Shady Brook			3.84								
	Met Foods	Shady Brook			3.84								
	North Shore	Shady Brook			3.84								
	Pathmark	Shady Brook		2.99				3.99		3.27			
	Pioneer	Shady Brook			3.84								
	Stop & Shop	Shady Brook			3.07								
		Nature's Promise	A		3.50				3.99		7.99		
	Thriftway	Shady Brook			3.84								
	Weis	Weis			3.50								
	Perdue							3.99	3.50				
NY	A&P Stores	Shady Brook			3.07								
	Associated	Shady Brook			3.84								
	Best Market	n/i							2.99			4.99	
		Shady Brook											
	Bravo	Shady Brook			3.84								
	C-Town	Shady Brook			3.84								
	Compare Foods	Shady Brook			3.84		3.84						
	DeCiccio	Shady Brook			4.22								
	Fine Fare	Shady Brook			3.84								
	Food Emporium	MidAtlantic Farms	A		4.49								
	Foodtown	Shady Brook										3.50	
	Gourmet Garage	Gourmet Garage								4.49			
	Great American	Shady Brook			3.84				3.99				
	Gristede's	Coleman	A		6.99								
	Hannaford	Shady Brook		2.68									
	Key Food	Shady Brook			3.84								
	King Kullen	Perdue								3.49			3.49
		Harvestland	A							3.99			
		Shady Brook				3.45							
	King's	Shady Brook				3.84							
	Met Foods	Shady Brook				3.84							
	Metropolitan	Perdue								3.99			3.99
	NSA Supermarkets	Jennie-O		2.33									
Pathmark	Shady Brook		2.99					3.99		3.27			
Peck's Market	Shady Brook				3.84								

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

prices in \$US per pound unless otherwise noted.

**Memorial Day 2015
GROUND POULTRY**

State	Supermarket	Brand	Key	Ground Turkey					Ground Chicken				Store Card
				85%	93-94%	Breast	Sausage	Patties	97-98%	Breast	Sausage	Patties	
NY (cont)	Pioneer	Shady Brook	A		3.84								
	Price Chopper	Shady Brook			3.50		3.50						
	Stop & Shop	Shady Brook			3.07								
	Trade Fair	Nature's Promise			3.50			3.99			7.99		
	Trade Fair	Shady Brook			3.99								
	Trade Fair	Perdue					3.99				3.99		
	Uncle Giuseppe's	n/i									3.99		
	Weis	Weis			3.50								
		Perdue					3.99		3.50				
PA	A&P Stores	Shady Brook	A		3.07								
	ACME Markets	Jennie-O		2.66									
		Shady Brook									3.30		
	Associated	Shady Brook			3.84								
	Bravo	Shady Brook			3.84								
	C-Town	Shady Brook			3.84								
	Fine Fare	Shady Brook			3.84								
	Food Lion	n/i		2.33									yes
		n/i		2.66									
	Foodland	Honeysuckle			3.30				3.99				
	Foodtown	Shady Brook										3.50	
	Fresh Grocer	Butterball			2.50								
		Perdue										3.99	
		ShopRite			1.99		2.99						
	Giant Food Stores	Shady Brook			3.07								
		Nature's Promise			3.50								
	Great Valu Markets	Shady Brook		3.07			3.20	3.49					
	Karn's	n/i										3.99	
	Key Food	Shady Brook			3.84								
	Martin's Food	Shady Brook			3.07								
		Nature's Promise			3.50								
	Pathmark	Shady Brook		2.99					3.99			3.27	
Redner's	Jennie-O		3.45		3.45								
Shurfine	Perdue							4.59					
	Shady Brook		3.07										
ShurSave	Shady Brook		3.60										

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

prices in \$US per pound unless otherwise noted.

**Memorial Day 2015
GROUND POULTRY**

State	Supermarket	Brand	Key	Ground Turkey					Ground Chicken				Store Card
				85%	93-94%	Breast	Sausage	Patties	97-98%	Breast	Sausage	Patties	
PA (cont)	Thriftway	Shady Brook			3.84								
	Thorne's	Shady Brook			3.84								
	Weis	Weis			3.50								
		Perdue						3.99	3.50				
RI	Associated	Shady Brook			3.84								
	Compare Foods	Shady Brook			3.84		3.84						
	Dave's Marketplace	Shady Brook			3.07								
	Stop & Shop	Shady Brook			3.07								
		Nature's Promise	A		3.50			3.99			7.99		
	Whole Foods Nrth Atl	n/i	A								3.49		
VT	AG New England	Jennie-O		3.20									
	Hannaford	Shady Brook		2.68									
	Price Chopper	Shady Brook			3.50		3.50						

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

prices in \$US per pound unless otherwise noted.

**Memorial Day 2015
GROUND POULTRY**

State	Supermarket	Brand	Key	Ground Turkey					Ground Chicken				Store Card
				85%	93-94%	Breast	Sausage	Patties	97-98%	Breast	Sausage	Patties	
SOUTHEASTERN U.S. - AL,FL,GA,MS,NC,SC,TN,VA,WV													
AL	Kroger Atlanta	Kroger	A	2.99									yes
	Publix	Publix		3.79									
	Whole Foods South	Nature's Rancher		4.95									
FL	Albertsons Sthrn	Honeysuckle	A	3.00									
	Harris Teeter	Plainville Farms						3.00					
	J.H. Harvey's	Butterball		2.50									
	Publix	Publix			3.79								
GA	Food Lion	n/i	A	2.33									yes
	Harris Teeter	Plainville Farms						3.00					
	J.H. Harvey's	Butterball		2.50									
	Kroger Atlanta	Kroger		2.99								yes	
	Publix	Publix			3.79								
	Wayfield's	Butterball		2.50									
Whole Foods South	Nature's Rancher	A			4.95								
MS	Whole Foods South	Nature's Rancher	A			4.95							
NC	Carlie C's IGA	Butterball	A	2.39	3.00		3.50	3.50					yes
	Food Lion	n/i		2.33									
		n/i		2.66									
	Harris Teeter	Plainville Farms						3.00					
	Piggly Wiggly Retail	Butterball		2.50				3.49					
	Publix	Publix			3.79								
Whole Foods South	Nature's Rancher	A			4.95								
SC	Food Lion	n/i	A	2.33									yes
	Harris Teeter	Plainville Farms						3.00					
	J.H. Harvey's	Butterball		2.50									
	Kroger Atlanta	Kroger		2.99								yes	
	Publix	Publix			3.79								
	Whole Foods South	Nature's Rancher		A			4.95						
TN	Chappell's	Butterball		2.50									yes
	Food Country	Butterball		2.99									
	IGA Houchens	Honeysuckle			2.90								
	Food Lion	n/i		2.33									
		n/i		2.66									
	Food Rite	Honeysuckle			3.07								

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

prices in \$US per pound unless otherwise noted.

**Memorial Day 2015
GROUND POULTRY**

State	Supermarket	Brand	Key	Ground Turkey					Ground Chicken				Store Card
				85%	93-94%	Breast	Sausage	Patties	97-98%	Breast	Sausage	Patties	
TN (cont)	Publix	Publix			3.79								
	Whole Foods South	Nature's Rancher	A			4.95							
VA	Associated	Shady Brook			3.84								yes
	Food Country	Butterball		2.99									
	Food Lion	n/i		2.33									
		n/i		2.66									
	Giant Food	Shady Brook			3.07								
		Nature's Promise	A		3.50			3.99		7.99			
	Harris Teeter	Plainville Farms	A					3.00					
	Martin's Food	Shady Brook			3.07								
		Nature's Promise	A		3.50								
	Piggly Wiggly Retail	Butterball		2.50				3.49					
Safeway Eastern	Shady Brook			3.85									
Shoppers Food	Wild Harvest	A		4.79									
WV	Food Lion	n/i		2.33									yes
		n/i		2.66									
	Kroger Columbus	Simple Truth	A		3.99								
	Martin's Food	Shady Brook			3.07								
		Nature's Promise	A		3.50								
	Riesbeck's	Honeysuckle			3.30								
	Weis	Weis			3.50								
		Perdue						3.99	3.50				

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

prices in \$US per pound unless otherwise noted.

**Memorial Day 2015
GROUND POULTRY**

State	Supermarket	Brand	Key	Ground Turkey					Ground Chicken				Store Card
				85%	93-94%	Breast	Sausage	Patties	97-98%	Breast	Sausage	Patties	
MIDWESTERN U.S. - IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI													
IA	Family Foods	Turkey Valley		1.69									
	Food Pride	Gold'n Plump									3.33		
	Jewel-Osco	Jennnie-O			3.07								
		Premio									3.99		
	No Frills	Honeysuckle					3.20						
	Price Chopper	Honeysuckle				3.91							
	Sunshine Foods	Honeysuckle				3.33							
IL	Butera Market	Butterball			3.49								
		n/i									3.29		
	Fairplay Foods	Jennie-O					3.20	3.99					
	Food Pride	Gold'n Plump									3.33		
	Garden Fresh	n/i									2.49		
	Heinen's	Plainville Farms	A			6.29							
	IGA Houchens	Honeysuckle			2.90								
	Jewel-Osco	Jennnie-O			3.07								
		Premio									3.99		
	Joe Caputo	n/i									4.69		
	Kroger Central	Simple Truth	A		3.99								
	Pete's Fresh Market	Butterball					3.69	3.69					
	Piggly Wiggly MW	Butterball				3.79	3.99						
	Strack & VanTil	Butterball		2.99									
Tony's Finer Food	Butterball		2.50										
	Perdue							3.99					
Treasure Island	Amy's Gourmet									4.69			
Ultra Foods	Butterball		2.99										
IN	IGA Houchens	Honeysuckle			2.90								
	Jewel-Osco	Jennnie-O			3.07								
		Premio									3.99		
	Kroger Central	Simple Truth	A		3.99								
	Kroger Cincinnati	Honeysuckle			2.99								yes
	Lucky's Market	n/i									2.99		
	Strack & VanTil	Butterball		2.99									
Ultra Foods	Butterball		2.99										

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

prices in \$US per pound unless otherwise noted.

**Memorial Day 2015
GROUND POULTRY**

State	Supermarket	Brand	Key	Ground Turkey					Ground Chicken				Store Card
				85%	93-94%	Breast	Sausage	Patties	97-98%	Breast	Sausage	Patties	
KY	Food Lion	n/i		2.33									yes
		n/i		2.66									
	IGA Houchens	Honeysuckle			2.90								
	Kroger Cincinnati	Honeysuckle			2.99								yes
	Lucky's Market	n/i								2.99			
MI	D&W Fresh	Jennie-O			3.33								
	Kroger Central	Simple Truth	A		3.99								
	Kroger Columbus	Simple Truth	A		3.99								
	Kroger Michigan	Honeysuckle			2.99								
	Lucky's Market	n/i								2.99			
	Spartan Stores	Jennie-O			3.30								
	Tom's/Oleson's	Butterball		2.49									
	Valuland	Butterball		2.49									
MN	Cash Wise	n/i		2.78									
	Hornbacher's	Gold'n Plump						2.98					
	Hugo's	Honeysuckle			3.05								
		Gold'n Plump								3.12			
	Teal's Market	Gold'n Plump								3.33			
ND	Cash Wise	n/i		2.78									
	Hornbacher's	Gold'n Plump						2.98					
	Hugo's	Honeysuckle			3.05								
		Gold'n Plump								3.12			
	Leevers	Gold'n Plump								3.30			
	Teal's Market	Gold'n Plump								3.33			
NE	Bag'n Save	Honeysuckle					3.20						
OH	Buehler's	n/i	L						3.99				yes
		n/i	L						4.99				
	Chief	Honeysuckle		3.99									
	Fisher's	Honeysuckle						3.49					
	Heinen's	Plainville Farms	A			6.29							
	Kroger Central	Simple Truth	A		3.99								
	Kroger Cincinnati	Honeysuckle			2.99								yes
	Kroger Columbus	Simple Truth	A		3.99								
Lucky's Market	n/i								2.99				
	Marc's	Butterball						2.99					

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

prices in \$US per pound unless otherwise noted.

**Memorial Day 2015
GROUND POULTRY**

State	Supermarket	Brand	Key	Ground Turkey					Ground Chicken				Store Card
				85%	93-94%	Breast	Sausage	Patties	97-98%	Breast	Sausage	Patties	
OH <i>(cont)</i>	Riesbeck's	Honeysuckle			3.30								
	Thorne's	Shady Brook			3.84								
	Weis	Weis			3.50								
		Perdue						3.99	3.50				
SD	Lynn's Dakotamart	n/i		1.69									
	Teal's Market	Gold'n Plump									3.33		
WI	Pick'nSave/Copps	Jennie-O					3.30	3.30					
	Piggly Wiggly MW	Butterball			3.79		3.99						
	Trig's	Jennie-O Gold'n Plump		2.33					2.99				

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

prices in \$US per pound unless otherwise noted.

**Memorial Day 2015
GROUND POULTRY**

State	Supermarket	Brand	Key	Ground Turkey					Ground Chicken				Store Card
				85%	93-94%	Breast	Sausage	Patties	97-98%	Breast	Sausage	Patties	
SOUTH CENTRAL U.S. - AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT													
AR	Albertson's Sthrn	Honeysuckle			3.00			3.00					
	Harp's	Honeysuckle		2.83				3.99					
AZ	Grocery Outlet	Jennie-O		2.33									
	Safeway Phoenix	Jennie-O			3.85								
	Smart & Final	Open Nature Zacky Farms			3.85 3.30								
CO	Lucky's Market	n/i	A							4.99			
KS	Homeland	Honeysuckle						BOGO					
	Price Chopper	Honeysuckle				3.91							
	Woods	Honeysuckle			2.92								
LA	Albertson's Sthrn	Honeysuckle			3.00			3.00					
	Breaux Mart	Honeysuckle			3.30								
	LeBlanc's	Honeysuckle			3.05								
MO	Harp's	Honeysuckle		2.83				3.99					
	Kroger Central	Simple Truth	A		3.99					2.99			
	Lucky's Market	n/i											
	Prenger Foods	Honeysuckle		2.49									
	Price Chopper	Honeysuckle				3.91							
	Pyramid Foods	Honeysuckle				3.75							
Woods	Honeysuckle			2.92									
NM	(no test)												
OK	Harp's	Honeysuckle		2.83				3.99					
	Homeland	Honeysuckle						BOGO					
	Pyramid Foods	Honeysuckle				3.75							
	Reasor's	Honeysuckle			2.92								
	Warehouse	Honeysuckle			3.08								
TX	Albertson's Sthrn	Honeysuckle			3.00			3.00					
	Food Town	Jennie-O		2.66									
	Homeland	Honeysuckle						BOGO					
	Market Place	Jennie-O		1.98									
	Randall/TomThmb	Jennie-O			3.85								
UT	Associated Food	Jennie-O		2.99	4.60			3.49					
	Stokes Market	Jennie-O				4.95		3.49					

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

prices in \$US per pound unless otherwise noted.

**Memorial Day 2015
GROUND POULTRY**

State	Supermarket	Brand	Key	Ground Turkey					Ground Chicken				Store Card
				85%	93-94%	Breast	Sausage	Patties	97-98%	Breast	Sausage	Patties	
SOUTHWESTERN U.S. - CA,HI,NV													
CA	Big Saver	Jennie-O		3.30									
	Grocery Outlet	Jennie-O		2.33									
	Haggen	Jennie-O		2.67									
	Murphy's	Premiere Brand										5.99	
	Safeway NorCal	Jennie-O			4.13								
	Smart & Final	Zacky Farms			3.30								
	Stater Bros.	Jennie-O			3.30								
	Superior Grocer	n/i							2.99				
		Jennie-O			3.30								
	Super A Foods	Jennie-O		2.90	3.30			3.49					
	Vallarta	n/i								3.49			
Von's	Jennie-O			4.13									
HI	Safeway NorCal	Jennie-O			4.13								
	Times	Foster Farms			4.23								
NV	Associated Food	Jennie-O		2.99	4.60			3.49					
	Grocery Outlet	Jennie-O		2.33									
	Safeway NorCal	Jennie-O			4.13								
	Smart & Final	Zacky Farms			3.30								
	Von's	Jennie-O			4.13								

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

prices in \$US per pound unless otherwise noted.

**Memorial Day 2015
GROUND POULTRY**

State	Supermarket	Brand	Key	Ground Turkey					Ground Chicken				Store Card
				85%	93-94%	Breast	Sausage	Patties	97-98%	Breast	Sausage	Patties	
NORTHWESTERN U.S. - AK,ID,MT,OR,WA,WY													
AK	AC Value Center	Jennie-O		2.58									
	Carrs/Safeway NW	Jennie-O			4.96								
	Fred Meyer	Foster Farms				4.95							
ID	Associated Food	Jennie-O		2.99	4.60								
	Family Foods	Jennie-O					3.67	3.49					
	Fred Meyer	Foster Farms				4.12							
	Grocery Outlet	Jennie-O		2.33									
	Safeway NW	Jennie-O			4.13								
	Stokes Market	Jennie-O				4.95		3.49					
MT	Associated Food	Jennie-O		2.99	4.60								
	Family Foods	Jennie-O					3.67	3.49					
	Lucky's Market	n/i								2.99			
	Reynold's	Jennie-O				4.79							
	Safeway NW	Jennie-O			4.13								
	Stokes Market	Jennie-O				4.95		3.49					
OR	Family Foods	Jennie-O					3.67						
	Fred Meyer	Foster Farms				4.12							
	Grocery Outlet	Jennie-O		2.33									
	Haggen	Jennie-O		2.67									
	Market of Choice	Ranger	A							4.99			
	New Seasons	n/i	A						4.49				
	Safeway NW	Jennie-O			4.13								
WA	Family Foods	Jennie-O					3.67						
	Fred Meyer	Foster Farms				4.12							
	Grocery Outlet	Jennie-O		2.33									
	Haggen	Jennie-O		2.67									
	Metropolitan	Jennie-O			4.12								
	New Seasons	n/i	A						4.49				
	Safeway NW	Jennie-O			4.13								
WY	Associated Food	Jennie-O		2.99	4.60			3.49					
	Lucky's Market	n/i								2.99			