



United States
Department of
Agriculture

Agricultural
Marketing
Service

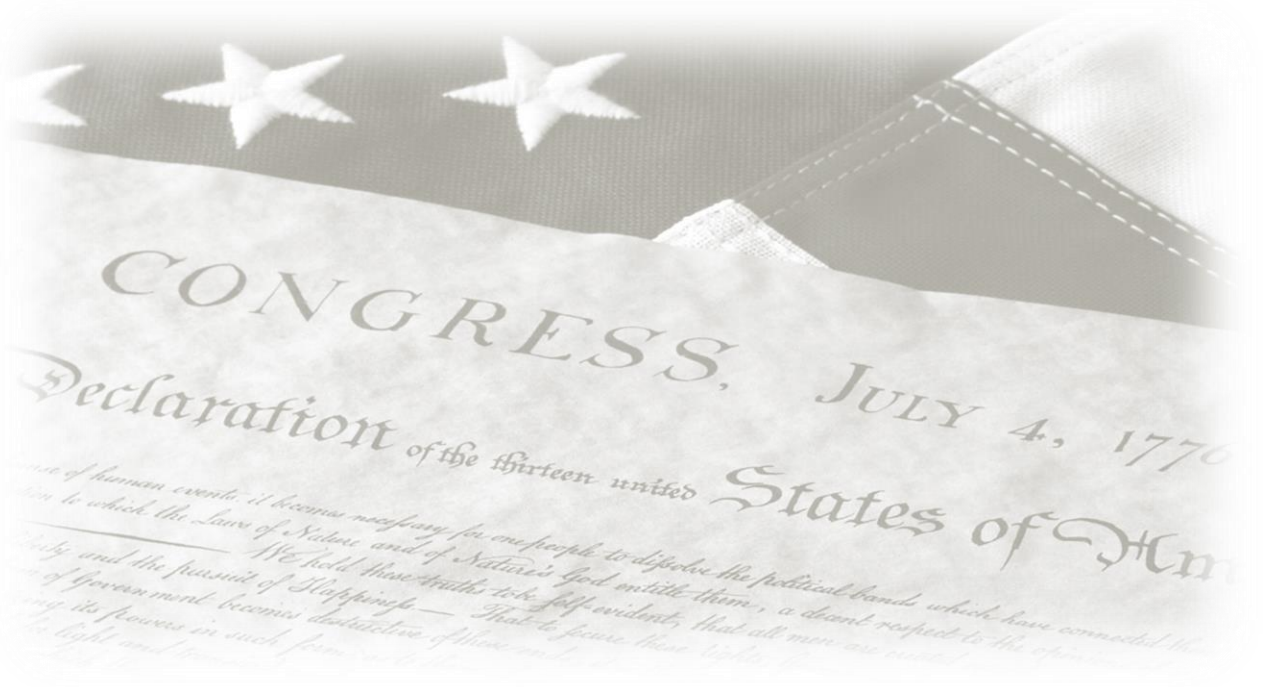
Livestock,
Poultry and
Seed Program

Agricultural
Analytics
Division

Feature Advertising by U.S. Supermarkets Meat and Poultry

Independence Day 2017

Advertised Prices effective through July 04, 2017



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

This report provides a detailed breakdown of supermarket featuring of popular meat and poultry products for the Independence Day marketing period. The Independence Day weekend marks the high watershed 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; IQF breast and tenders; 8-piece fried chicken.

Northeast..... 03
Southeast 21
Midwest 35
South Central..... 48
Southwest..... 59
Northwest 63

Pork -

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

Northeast..... 69
Southeast 87
Midwest 105
South Central..... 125
Southwest..... 139
Northwest 144

Beef -

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

Northeast..... 151
Southeast 170
Midwest 187
South Central..... 203
Southwest..... 216
Northwest 220

Ground Poultry -

Ground turkey and chicken grinds, sausage, and patties.

Northeast..... 228
Southeast 236
Midwest 239
South Central..... 242
Southwest..... 244
Northwest 245

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
- BOG3Buy two get three free
- A.....Antibiotic-free
- FFree Range
- GGrass-Fed
- K.....Kosher
- HHalal
- LLocally-grown
- OUSDA Certified Organic
- CUSDA Choice
- P.....USDA Prime
- S.....USDA Select

Beef Conditions Key:

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

U.S. Regional Definitions:

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

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U.S. Supermarket Holiday Featuring of Meat and Poultry (July 2017)

USDA, Agricultural Marketing Service, Livestock, Poultry, and Seed, Agricultural Analytics Division

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

**Independence Day 2017
CHICKEN**

prices in \$US per pound unless otherwise noted.

| State | Supermarket | Brand | Key | B/S Breast | | B/S Thighs | | Split Breast | | Wings | | Thighs | | Drumsticks | | Leg Quarters | | IQF | | Fried 8-piece | |
|--|----------------|--------------------|-----|------------|-------|------------|-------|--------------|-------|-------|-------|--------|-------|------------|-------|--------------|--------|-------------|--------|---------------|------|
| | | | | reg | value | reg | value | reg | value | reg | value | reg | value | reg | value | tray | bagged | Breast | Tender | | |
| NORTHEASTERN U.S. - CT,DC,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT | | | | | | | | | | | | | | | | | | | | | |
| CT | ACME Markets | Perdue | | 3.99 | | | | BOGO | | | | | | | | | | | | | |
| | | Lancaster Brand | | 3.99 | | | | BOGO | | | | | | | | | | | | | |
| | Adams Market | Farm Fresh | | | | | | | | | | | 1.00 | | 1.00 | | | | | | |
| | | Springer Mountain | A | 3.99 | | | | | | | | | 1.59 | | 1.59 | | | | | | |
| | | Adams | A | 3.99 | | | | | | | | | 1.59 | | 1.59 | | | | | | |
| | AF Basket | n/i | | | 2.99 | | | | | | | | | | | | | | | | |
| | | Farm Fresh | | | | | | | | | | | | | | | | 0.49 | | | |
| | | Perdue | | | | | 2.99 | | | | | | | | | | | 0.59 | | | |
| | | Springer Mountain | A | 2.99 | | 2.99 | | | | | | | 1.49 | | 1.49 | | | | | | |
| | AG New England | Farm Fresh | | | 2.49 | | | | | | | | | | 0.99 | | 0.99 | | | | |
| | | n/i | | | | | | | | | | | | | | | | 0.69 | | | |
| | | Kirkwood | | | | | | | | | 1.99 | | | | | | | | | | |
| | | Perdue | | | 1.99 | | | | | | 2.99 | | | | | | | 0.69 | | | |
| | ALDI | Harvestland | O | | | | | | | | | | | | 2.99 | | | | | | |
| | | Springer Mountain | A | 4.99 | | 2.99 | | 2.99 | | | | | 1.49 | | 1.49 | | | | | | |
| | | n/i | | | 1.99 | | | | | | | | | | | | | | | | |
| | Associated | n/i | | | 2.77 | 1.87 | | 2.27 | | | | | | | | | | | | | |
| | | Nature's Sensation | A | | | | | | | | | | 2.97 | | 1.27 | | 0.77 | 0.77 | | | |
| | Best Market | n/i | | | | | | | | | | | 2.97 | | 1.27 | | 0.77 | 0.77 | | | |
| | | Big Y | | | | | | | | | | | | | 1.57 | | | | | | |
| | Big Y | Big Y | A | | | | | | | | 2.99 | | | | 1.79 | | 1.79 | | | | |
| | | Smart Chicken | O | 9.99 | | | | | | | | | | | | | | | | | 6.49 |
| | | n/i | | | | | | | | | | | | | | | | | | | |
| | Bravo | n/i | | | 2.99 | 2.99 | | | | | | | | | | | | | | | |
| | | Harvestland | A | 5.99 | | 3.99 | | | | | | | | | | | | | | | |
| | | Harvestland | O | 8.99 | | | | | | | | | | | | | | | | | |
| | C-Town | Perdue | | | | | | | | | | | | 0.99 | | 0.99 | | | | | |
| | | Perdue | | | | | 2.99 | | | | | | | 1.39 | | 1.29 | 0.99 | | | | |
| | | Harvestland | A | 5.99 | | 3.99 | | | | | | | | | | | | | | | |
| | | Harvestland | O | 8.99 | | | | | | | | | | | | | | | | | |
| | Compare Foods | Perdue | | | 1.99 | | | | | | 1.99 | | | 0.99 | | 0.99 | | | | | |
| | | n/i | | | | | | | | | | | | 0.99 | | 0.99 | 0.49 | | | | |
| | Fairway Foods | n/i | | | 1.89 | | | | | | | | | | | | | | | | |
| | | Murray's | A | | | | | | | | | | | 0.99 | | 0.99 | 0.99 | | | | |
| | Food Bazaar | n/i | | | 1.99 | | | | | | | | | | 0.99 | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

prices in \$US per pound unless otherwise noted.

| State | Supermarket | Brand | Key | B/S Breast | | B/S Thighs | | Split Breast | | Wings | | Thighs | | Drumsticks | | Leg Quarters | | IQF | | Fried 8-piece | | |
|---------------------|------------------|-------------------|------|------------|-------|------------|-------|--------------|-------|-------|-------|--------|-------|------------|-------|--------------|--------|--------|--------|---------------|------|------|
| | | | | reg | value | reg | value | reg | value | reg | value | reg | value | reg | value | tray | bagged | Breast | Tender | | | |
| CT <i>(cont)</i> | Geissler's | Perdue | | | | | | | | | | | 0.88 | | 0.88 | | | | | | | |
| | Highland Park | Bell & Evans | A | 4.99 | | | | | | | | | | | | | | | | | | |
| | Key Foods | Coleman | O | 7.99 | | | | | | | | | | | 2.49 | | | | | | | |
| | | Harvestland | A | 5.49 | | | | | | | | 1.99 | | | | | | | | | | |
| | | Perdue | | 3.99 | 3.69 | | 1.69 | | | | | | 1.29 | | 1.29 | | | | | | | |
| | | Sanderson Farms | | 3.49 | 2.99 | | | | | 3.29 | 2.99 | | | | | | | | | | | |
| | | n/i | | | 1.99 | | | | | | | | | | | | | | | | | |
| | Kings Market | Perdue | | 4.99 | | | | | | | | | | | | | | | | | | |
| | Market 32 | n/i | | | | | | | | | | | | | | | | | | | 4.99 | |
| | | Price Chopper | | 2.49 | 1.69 | 2.49 | 1.69 | | | | 2.29 | | | | | | | | | | | |
| | Price Chopper | Central Market | A | | | | | | | | | 1.79 | | 1.79 | | | | | | | | 4.99 |
| | | n/i | | | | | | | | | | | | | | | | | | | | |
| | | Price Chopper | | 2.49 | 1.69 | 2.49 | 1.69 | | | | 2.29 | | | | | | | | | | | |
| | | Central Market | A | | | | | | | | | 1.79 | | 1.79 | | | | | | | | |
| | Price Rite | Amick Farms | | | 1.79 | | | | | | | | 0.88 | | 0.88 | | | | | | | |
| | Save-a-Lot | n/i | | | | | | | | | | | | | | 0.49 | | | | | | |
| | ShopRite | n/i | | | 1.99 | 2.29 | | | 1.49 | | | | 0.99 | | 0.99 | | | | | | | 5.99 |
| | | Simply Essentials | A | 3.99 | | 3.49 | | | | | | | | | | | | | | | | |
| | | Perdue | | | | | | | | | 2.21 | | 1.29 | | 1.29 | | 0.89 | | | | | |
| | | Perdue | A | | 2.49 | 2.46 | | | | | | | | 1.49 | | | | | | | | |
| Stew Leonard's | Stew's Naked | A | 2.99 | | | | | | | | | | | | | | | | | | | |
| Stop & Shop | Stop & Shop | | | 1.99 | | 1.99 | | | | | | | 0.99 | | 0.99 | 0.99 | | | | | 5.99 | |
| | Nature's Promise | A | 5.99 | | | | | | | | | | | | | | | | | | | |
| | Nature's Promise | O | 6.99 | | | | | | | | | | | | | | | | | | | |
| Target | Market Pantry | | | | | | | | | | | | | | | | | 1.99 | | | | |
| The Fresh Market | n/i | A | 3.99 | | | | | | | | | | | | | | | | | | | |
| Trader Joe's | Trader Joe's | O | | | | | 2.99 | | | | | | | 2.99 | | | | | | | | |
| Walmart | Harvestland | A | 4.84 | | | | | | | | | | | | | | | | | | | |
| DC | ALDI | Kirkwood | | | | | | | | | 1.99 | | | | | | | | | | | |
| | Giant Foods | Giant | | | 1.99 | | 1.99 | | | | | | 0.99 | | 0.99 | 0.99 | | | | | | 5.99 |
| | | Nature's Promise | A | 5.99 | | | | | | | | | | | | | | | | | | |
| | | Nature's Promise | O | 6.99 | | | | | | | | | | | | | | | | | | |
| | Harris Teeter | Harris Teeter | | | 2.97 | | 2.77 | | | | 2.97 | | 1.27 | | 1.27 | 0.97 | | | | | | |
| Perdue | | A | 4.99 | | | | | | | | | | | | | | | | | | | |
| Harvestland | | A | 4.99 | | | | | | 1.97 | | | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

prices in \$US per pound unless otherwise noted.

Independence Day 2017

CHICKEN

| State | Supermarket | Brand | Key | B/S Breast | | B/S Thighs | | Split Breast | | Wings | | Thighs | | Drumsticks | | Leg Quarters | | IQF | | Fried 8-piece | | |
|---------------------|-------------------|--------------------|-----|------------|-------|------------|-------|--------------|-------|-------|-------|--------|-------|------------|-------|--------------|--------|--------|--------|---------------|------|--|
| | | | | reg | value | reg | value | reg | value | reg | value | reg | value | reg | value | tray | bagged | Breast | Tender | | | |
| DC <i>(cont)</i> | Safeway Eastern | Signature Farms | | | 1.88 | | | | 1.79 | | | | | | | | | | | | 5.99 | |
| | | Signature Café | | | | | | | | | | | | | | | | | | | | |
| | Save-a-Lot | n/i | | | | | | | | | | | | | | 0.49 | | | | | | |
| | Target | Market Pantry | | | | | | | | | | | | | | | | | 1.99 | | | |
| | Trader Joe's | Trader Joe's | O | | | | | | 2.99 | | | | | | 2.99 | | | | | | | |
| | Walmart | Harvestland | A | 4.84 | | | | | | | | | | | | | | | | | | |
| DE | ACME Markets | Perdue | | 3.99 | | | | BOGO | | | | | | | | | | | | | | |
| | | Lancaster Brand | | 3.99 | | | | BOGO | | | | | | | | | | | | | | |
| | ALDI | Kirkwood | | | | | | | | 1.99 | | | | | | | | | | | | |
| | Food Lion | Food Lion | | | 1.79 | | | | | | | | | | | | | | 0.69 | | | |
| | | Food Lion | | | 1.99 | | | | | | | | | | | | | | | | | |
| | | n/i | | | | | | | | | | | | | | | | | | | 5.99 | |
| | Fresh Grocer | Perdue | | | 1.88 | | | | | | | | | 0.88 | | 0.88 | | 0.68 | | | | |
| | | Tyson | | | | | | | | | 2.69 | | | | | | | | | | | |
| | | Wholesome Pantry | A | | | | | | | 2.99 | | | | | | | | | | | | |
| | | n/i | | | | 2.49 | | | | | | | | | | | | | | | | |
| | | n/i | H | | | | | | | | | | 1.19 | | 1.19 | | | | | | | |
| | Giant Foods | Giant | | | 1.99 | | 1.99 | | | | | | | 0.99 | | 0.99 | | 0.99 | | | | |
| | | Nature's Promise | A | | 5.99 | | | | | | | | | | | | | | | | | |
| | | Nature's Promise | O | | 6.99 | | | | | | | | | | | | | | | | | |
| | Great Valu Market | Tyson | A | | 1.99 | | | | | | | | | | | | | | | | | |
| | | Gold Leaf | | | | | | | | | | | | | | | | | 0.69 | | | |
| | | Perdue | | | | | | | | | | | | 1.19 | | 1.19 | | | | | | |
| | | Essential Everyday | | | | | | | | | | | | | | | | | | 2.00 | 2.80 | |
| | Harris Teeter | Harris Teeter | | | 2.97 | | 2.77 | | | | | 2.97 | | | | 1.27 | | 1.27 | | 0.97 | | |
| | Perdue | A | | 4.99 | | | | | | | | | | | | | | | | | | |
| | Harvestland | A | | 4.99 | | | | | | 1.97 | | | | | | | | | | | | |
| IGA Stores NJ/PA | Perdue | | | 3.69 | | | | | | | | | | | | | | | | | | |
| | n/i | A | | | | | | | | | | 1.59 | | 1.59 | | | | | | | | |
| Redner's | Perdue | | | 3.48 | | | | | | | | | | | | | | | | | | |
| | Coleman | O | | | | | | | | | | | | 2.28 | | | | | | | | |
| | n/i | | | | | | | | | 1.48 | | 2.48 | | | | | | | 0.78 | | | |
| Safeway Eastern | Signature Farms | | | 1.88 | | | | | | | | | | | | | | | | | | |
| | Signature Café | | | | | | | | | | | | | | | | | | | | | |
| Save-a-Lot | n/i | | | | | | | | | | | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Independence Day 2017

prices in \$US per pound unless otherwise noted.

CHICKEN

| State | Supermarket | Brand | Key | B/S Breast | | B/S Thighs | | Split Breast | | Wings | | Thighs | | Drumsticks | | Leg Quarters | | IQF | | Fried 8-piece |
|--------------|------------------|-------------------|------|------------|-------|------------|-------|--------------|-------|-------|-------|--------|-------|------------|-------|--------------|-------------|--------|--------|---------------|
| | | | | reg | value | reg | value | reg | value | reg | value | reg | value | reg | value | tray | bagged | Breast | Tender | |
| DE (cont) | ShopRite | n/i | | | 1.99 | 2.29 | | | 1.49 | | | | 0.99 | | 0.99 | | | | | 5.99 |
| | | Simply Essentials | A | 3.99 | | 3.49 | | | | | | | | | | | | | | |
| | | Perdue | | | | | | | | | 2.21 | | 1.29 | | 1.29 | 0.89 | | | | |
| | | Perdue | A | | 2.49 | 2.46 | | | | | | | | 1.49 | | | | | 1.99 | |
| | ShurSave | n/i | | | 1.99 | 2.79 | | | | | 2.69 | | | | | | | | | |
| | Target | Market Pantry | | | | | | | | | | | | | | | | | | |
| | The Fresh Market | n/i | A | 3.99 | | | | | | | | | | | | | | | | |
| | Trader Joe's | Trader Joe's | O | | | | | 2.99 | | | | | | | 2.99 | | | | | |
| | Walmart | Harvestland | A | 4.84 | | | | | | | | | | | | | | | | |
| Weis Markets | Perdue | | | 2.49 | | | BOG2 | BOG2 | | | | BOG2 | BOG2 | BOG2 | BOG2 | | | | | |
| MA | Adams Market | Farm Fresh | | | | | | | | | | | 1.00 | | 1.00 | | | | | |
| | | Springer Mountain | A | 3.99 | | | | | | | | | 1.59 | | 1.59 | | | | | |
| | | Adams | A | 3.99 | | | | | | | | | 1.59 | | 1.59 | | | | | |
| | | n/i | | 2.99 | | | | | | | | | | | | | | | | |
| | AF Basket | Farm Fresh | | | | | | | | | | | | | | | 0.49 | | | |
| | | Perdue | | | | 2.99 | | | | | | | | | | | 0.59 | | | |
| | | Springer Mountain | A | 2.99 | | 2.99 | | | | | | | 1.49 | | 1.49 | | | | | |
| | | Farm Fresh | | | 2.49 | | | | | | | | | | | | | | | |
| | | n/i | | | | | | | | | | | 0.99 | | 0.99 | | | | | |
| | AG New England | n/i | | | | | | | | | | | | | | | 0.69 | | | |
| | ALDI | Kirkwood | | | | | | | | | 1.99 | | | | | | | | | |
| | Associated | Perdue | | | 1.99 | | | | | 2.99 | | | | | | | | 0.69 | | |
| | | Harvestland | O | | | | | | | | | | | | 2.99 | | | | | |
| | | Springer Mountain | A | 4.99 | | 2.99 | | 2.99 | | | | | 1.49 | | 1.49 | | | | | |
| | | n/i | | | 1.99 | | | | | | | | | | | | | | | |
| | Big Y | Big Y | A | | | | | | | 2.99 | | | | 1.79 | | 1.79 | | | | |
| | | Smart Chicken | O | 9.99 | | | | | | | | | | | | | | | | |
| | | n/i | | | | | | | | | | | | | | | | | | |
| Bravo | n/i | | | 2.99 | 2.99 | | | | | | | | | | | | | | | |
| | Harvestland | A | 5.99 | | 3.99 | | | | | | | | | | | | | | | |
| | Harvestland | O | 8.99 | | | | | | | | | | | | | | | | | |
| | Perdue | | | | | | | | | | | 0.99 | | 0.99 | | | | | | |
| C-Town | Perdue | | | | 2.99 | | | | | | | 1.39 | | 1.29 | 0.99 | | | | | |
| | Harvestland | A | 5.99 | | 3.99 | | | | | | | | | | | | | | | |
| | Harvestland | O | 8.99 | | | | | | | | | | | | | | | | | |

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CHICKEN

| State | Supermarket | Brand | Key | B/S Breast | | B/S Thighs | | Split Breast | | Wings | | Thighs | | Drumsticks | | Leg Quarters | | IQF | | Fried 8-piece | | | |
|---------------------|------------------|-------------------|-----|------------|-------|------------|-------|--------------|-------|-------|-------|--------|-------|------------|-------|--------------|--------|--------|--------|------------------|------|------|--|
| | | | | reg | value | reg | value | reg | value | reg | value | reg | value | reg | value | tray | bagged | Breast | Tender | | | | |
| MA <i>(cont)</i> | Compare Foods | Perdue | | | 1.99 | | | | | | 1.99 | | 0.99 | | 0.99 | | | | | | | | |
| | | n/i | | | | | | | | | | | 0.99 | | 0.99 | | 0.49 | | | | | | |
| | Crosby's | n/i | | | | 2.29 | 2.29 | | | | | | | | | | | | | | 8.99 | | |
| | Donelan's | n/i | | | | | | | | | | | | | | | | | | | | | |
| | | Perdue | | | | | | | BOGO | | | | | | | | | | | | | | |
| | | Bell & Evans | A | | 6.49 | | | | | | | | | | | | | | | | | | |
| | Food City Market | n/i | | | 2.39 | | 1.88 | 1.69 | | | | | | 0.99 | | 0.99 | | 0.59 | | | | | |
| | Geissler's | Perdue | | | | | | | | | | | | 0.88 | | 0.88 | | | | | | | |
| | H-Mart | n/i | | | | | | | | 2.49 | | | | | | | | | | | | | |
| | Hannaford | Hannaford | | | | | | | | | | | | 0.88 | | 0.88 | | | | | | | |
| | | Coleman | O | | 5.99 | | | | | | | | | | | | | | | | | 6.99 | |
| | | n/i | | | | | | | | | | | | | | | | | | | | 4.99 | |
| | Market 32 | n/i | | | | | | | | | | | | | | | | | | | | | |
| | | Price Chopper | | | 2.49 | 1.69 | 2.49 | 1.69 | | | | 2.29 | | | | | | | | | | | |
| | | Central Market | A | | | | | | | | | | 1.79 | | 1.79 | | | | | | | | |
| | Market Basket | Market Basket | | | 1.99 | 1.99 | | | | | | | | | | | | | | | | | |
| | | Coleman | O | | 6.99 | | | | | | | | | | | | | | | | | | |
| | Met Foods | Farm Fresh | | | | 1.99 | | | | | | | | | | | | | | | | | |
| | | Springer Mountain | A | | | | | | 2.99 | | | | | 1.49 | | 1.49 | | | | | | | |
| | | Harvestland | O | | | | | | | | | | | | | 2.99 | | | | | | | |
| | | Perdue | | | | | 2.99 | | | | | | | | | | | | | | | | |
| | Price Chopper | n/i | | | | | | | | | | | | | | | | | | | | 4.99 | |
| | | Price Chopper | | | 2.49 | 1.69 | 2.49 | 1.69 | | | | 2.29 | | | | | | | | | | | |
| | | Central Market | A | | | | | | | | | | 1.79 | | 1.79 | | | | | | | | |
| | Price Rite | Amick Farms | | | | 1.79 | | | | | | | | 0.88 | | 0.88 | | | | | | | |
| | Roche Bros. | Roche Bros. | A | | 2.99 | | | | | | | | | | | | | | | | | | |
| | | Bell & Evans | A | | | | 3.49 | | 3.99 | | | | | | | | | | | | | | |
| | | n/i | A | | 3.99 | | | | | | | | | | | | | | | | | | |
| | n/i | | | | | | | | | | | | | 1.49 | | 1.49 | | | | | | | |
| Save-a-Lot | n/i | | | | | | | | | | | | | | | | | | | | | | |
| Seabra Foods | n/i | | | | | | 1.99 | | | | | | | 0.89 | | 0.89 | 0.69 | | | | | | |
| | Perdue | | | | | | | 1.79 | | | | | | | | | | | | | | | |
| Shaw's | n/i | | | | 1.88 | | 1.88 | | | | | | | | | | | | | | | | |
| | Signature Farms | | | | | | | | | | | | 1.39 | | 1.39 | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

prices in \$US per pound unless otherwise noted.

Independence Day 2017

CHICKEN

| State | Supermarket | Brand | Key | B/S Breast | | B/S Thighs | | Split Breast | | Wings | | Thighs | | Drumsticks | | Leg Quarters | | IQF | | Fried 8-piece |
|---------------------|------------------|-------------------|-----|------------|-------|------------|-------|--------------|-------|-------|-------|--------|-------|------------|-------|--------------|--------|--------|--------|---------------|
| | | | | reg | value | reg | value | reg | value | reg | value | reg | value | reg | value | tray | bagged | Breast | Tender | |
| MA <i>(cont)</i> | Star Market | n/i | | | 1.88 | | 1.88 | | | | | | | | | | | | | |
| | | Signature Farms | | | | | | | | | | | 1.39 | 1.39 | | | | | | |
| | Stop & Shop | Stop & Shop | | | 1.99 | | 1.99 | | | | | | 0.99 | 0.99 | 0.99 | | | | | 5.99 |
| | | Nature's Promise | A | | 5.99 | | | | | | | | | | | | | | | |
| | | Nature's Promise | O | | 6.99 | | | | | | | | | | | | | | | |
| | Target | Market Pantry | | | | | | | | | | | | | | | | | 1.99 | |
| | The Fresh Market | n/i | A | | 3.99 | | | | | | | | | | | | | | | |
| | Tops Market | Harvestland | A | | 4.69 | | | | | | | | | | | | | | | |
| | | Harvestland | O | | 6.99 | | | | | | | | | | | | | | | |
| | | Tops | | | 1.88 | | | | | | | | | | | | | | | |
| | Trader Joe's | Trader Joe's | O | | | | | 2.99 | | | | | | 2.99 | | | | | | |
| | Trucchi's | n/i | | | | | 1.69 | | | | | | | | | | 0.99 | | | |
| | Walmart | Harvestland | A | | 3.49 | | | | | | | | | | | | | | | |
| | Wegmans | Wegmans | A | | 4.84 | | | | | | | | | | | | | | | |
| | Wegmans | A | | 3.79 | 1.88 | | 1.99 | 3.19 | 1.79 | | | 1.79 | 0.99 | | 0.79 | | | | | |
| | Wegmans | A | | 4.49 | | 4.29 | | 3.69 | | 4.29 | | 2.29 | | 1.99 | | | | | | |
| | Wegmans | O | | 7.99 | 6.99 | 5.49 | 4.69 | 5.79 | | | | 3.99 | | 2.99 | 1.99 | | | | | |
| MD | ACME Markets | Perdue | | | 3.99 | | | BOGO | | | | | | | | | | | | |
| | | Lancaster Brand | | | 3.99 | | | BOGO | | | | | | | | | | | | |
| | ALDI | Kirkwood | | | | | | | | 1.99 | | | | | | | | | | |
| | Associated | Perdue | | | 1.99 | | | | | 2.99 | | | | | | 0.69 | | | | |
| | | Harvestland | O | | | | | | | | | | | 2.99 | | | | | | |
| | | Springer Mountain | A | | 4.99 | | 2.99 | | 2.99 | | | | 1.49 | | 1.49 | | | | | |
| | | n/i | | | 1.99 | | | | | | | | | | | | | | | |
| | Food Lion | Food Lion | | | 1.79 | | | | 1.49 | | | | | | | | 0.69 | | | |
| | | Food Lion | | | 1.99 | | | | 1.89 | | | | | | | | | | | |
| | | n/i | | | | | | | | | | | | | | | | | | 5.99 |
| | Giant Eagle | Giant Eagle | | | BOGO | | | | | | | | | | | | | | | |
| | Giant Foods | Giant | | | 1.99 | | 1.99 | | | | | | 0.99 | | 0.99 | 0.99 | | | | 5.99 |
| | | Nature's Promise | A | | 5.99 | | | | | | | | | | | | | | | |
| | | Nature's Promise | O | | 6.99 | | | | | | | | | | | | | | | |
| Graul's Market | Perdue | | | | | | 1.99 | | | | 1.29 | | 1.29 | | | | | | | |
| Great Valu Market | Tyson | A | | 1.99 | | | | | | | | | | | | | | | | |
| | Gold Leaf | | | | | | | | | | | | | | | 0.69 | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

prices in \$US per pound unless otherwise noted.

Independence Day 2017

CHICKEN

| State | Supermarket | Brand | Key | B/S Breast | | B/S Thighs | | Split Breast | | Wings | | Thighs | | Drumsticks | | Leg Quarters | | IQF | | Fried 8-piece |
|--------------|-------------------|--------------------|-----|------------|-------|------------|-------|--------------|-------|-------|-------|--------|-------|------------|-------|--------------|--------|--------|--------|---------------|
| | | | | reg | value | reg | value | reg | value | reg | value | reg | value | reg | value | tray | bagged | Breast | Tender | |
| MD (cont) | Great Valu Market | Perdue | | | | | | | | | | | 1.19 | | 1.19 | | | | | |
| | (continued) | Essential Everyday | | | | | | | | | | | | | | | | | 2.00 | 2.80 |
| | H-Mart | n/i | | | | | | | | | 2.99 | | | | | | | | | |
| | Harris Teeter | Harris Teeter | | | 2.97 | 2.77 | | | | | 2.97 | | 1.27 | | 1.27 | 0.97 | | | | |
| | | Perdue | A | | 4.99 | | | | | | | | | | | | | | | |
| | | Harvestland | A | | 4.99 | | | 1.97 | | | | | | | | | | | | |
| | Kennie's Market | n/i | | | | | | | | | | | | | | | | | | 8.99 |
| | | n/i | A | | | | | | | | | 1.59 | | 1.59 | | | | | | |
| | | Perdue | | | | | | | | | | 1.49 | | 1.49 | | | 0.69 | | | |
| | Martins Food | Giant | | | 1.88 | 1.88 | | | | | | | 0.99 | | 0.99 | 0.99 | | | | 5.99 |
| | | Nature's Promise | A | | 5.99 | | | | | | | | | | | | | | | |
| | | Nature's Promise | O | | 6.99 | | | | | | | | | | | | | | | |
| | Price Rite | Amick Farms | | | | 1.79 | | | | | | | | 0.88 | | 0.88 | | | | |
| | Redner's | Perdue | | | 3.48 | | | | | | | | | | | | | | | |
| | | Coleman | O | | | | | | | | | | | | 2.28 | | | | | |
| | | n/i | | | | | | 1.48 | | 2.48 | | | | | | | 0.78 | | | |
| | Safeway Eastern | Signature Farms | | | | 1.88 | | | | | | | | | | | | | | |
| | | Signature Café | | | | | | | | | | | | | | | | | | |
| | Save-a-Lot | n/i | | | | | | | | | | | | | | | 0.49 | | | |
| | Shop'n Save | Tyson | | | | BOGO | | | | | | | | 0.98 | | 0.98 | | | | |
| | Shoppers Food | n/i | | | | | | | | | | | | 1.29 | | 1.29 | | | | 5.99 |
| | | Perdue | | | | 1.98 | 1.98 | | | | 1.98 | | | | | | | | | |
| | | Wild Harvest | A | | | | | | | | | | | | 1.99 | | | | | |
| | ShopRite | n/i | | | | 1.99 | 2.29 | | 1.49 | | | | | 0.99 | | 0.99 | | | | 5.99 |
| | | Simply Essentials | A | | | 3.99 | 3.49 | | | | | | | | | | | | | |
| | | Perdue | | | | | | | | | 2.21 | | 1.29 | | 1.29 | 0.89 | | | | |
| | | Perdue | A | | | 2.49 | 2.46 | | | | | | | | 1.49 | | | | | |
| | ShurSave | n/i | | | | 1.99 | 2.79 | | | | 2.69 | | | | | | | | | |
| | Target | Market Pantry | | | | | | | | | | | | | | | | | 1.99 | |
| | The Fresh Market | n/i | A | | | 3.99 | | | | | | | | | | | | | | |
| Trader Joe's | Trader Joe's | O | | | | | 2.99 | | | | | | | 2.99 | | | | | | |
| Walmart | Harvestland | A | | | 4.84 | | | | | | | | | | | | | | | |
| Wegmans | Wegmans | | | 3.79 | 1.88 | 1.99 | 3.19 | 1.79 | | | 1.79 | 0.99 | | 0.79 | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

prices in \$US per pound unless otherwise noted.

Independence Day 2017

CHICKEN

| State | Supermarket | Brand | Key | B/S Breast | | B/S Thighs | | Split Breast | | Wings | | Thighs | | Drumsticks | | Leg Quarters | | IQF | | Fried 8-piece | |
|---------------------|--------------------|-----------------|------|------------|-------|------------|-------|--------------|-------|-------|-------|--------|-------|------------|-------|--------------|--------|--------|--------|---------------|------|
| | | | | reg | value | reg | value | reg | value | reg | value | reg | value | reg | value | tray | bagged | Breast | Tender | | |
| MD <i>(cont)</i> | Wegmans | Wegmans | A | 4.49 | | 4.29 | | 3.69 | | 4.29 | | 2.29 | | 1.99 | | | | | | | |
| | <i>(continued)</i> | Wegmans | O | 7.99 | 6.99 | 5.49 | 4.69 | 5.79 | | | | 3.99 | | 2.99 | 1.99 | | | | | | |
| | Weis Markets | Perdue | | | 2.49 | | | BOG2 | BOG2 | | | BOG2 | BOG2 | BOG2 | BOG2 | | | | | | |
| ME | AG New England | n/i | | | | | | | | | | | | | | 0.69 | | | | | |
| | Food City Market | n/i | | 2.39 | | 1.88 | | 1.69 | | | | 0.99 | | 0.99 | | 0.59 | | | | | |
| | Hannaford | Hannaford | | | | | | | | | | 0.88 | | 0.88 | | | | | | | |
| | | Coleman | O | 5.99 | | | | | | | | | | | | | | | | | 6.99 |
| | Market Basket | Market Basket | | 1.99 | 1.99 | | | | | | | | | | | | | | | | |
| | | Coleman | O | 6.99 | | | | | | | | | | | | | | | | | |
| | Save-a-Lot | n/i | | | | | | | | | | | | | | | 0.49 | | | | |
| | Shaw's | n/i | | | 1.88 | 1.88 | | | | | | | | | | | | | | | |
| Target | Signature Farms | | | | | | | | | | 1.39 | | 1.39 | | | | | | | | |
| Trader Joe's | Market Pantry | | | | | | | 2.99 | | | | | | | | | | 1.99 | | | |
| Walmart | Trader Joe's | O | | | | | | | | | | | | 2.99 | | | | | | | |
| | Walmart | Harvestland | A | 4.84 | | | | | | | | | | | | | | | | | |
| NH | AG New England | n/i | | | | | | | | | | | | | | 0.69 | | | | | |
| | ALDI | Kirkwood | | | | | | | | 1.99 | | | | | | | | | | | |
| | Hannaford | Hannaford | | | | | | | | | | 0.88 | | 0.88 | | | | | | | |
| | | Coleman | O | 5.99 | | | | | | | | | | | | | | | | | 6.99 |
| | Market Basket | Market Basket | | 1.99 | 1.99 | | | | | | | | | | | | | | | | |
| | | Coleman | O | 6.99 | | | | | | | | | | | | | | | | | |
| | Price Chopper | n/i | | | | | | | | | | | | | | | | | | | 4.99 |
| | | Price Chopper | | 2.49 | 1.69 | 2.49 | 1.69 | | | | 2.29 | | | | | | | | | | |
| | Central Market | A | | | | | | | | | 1.79 | | 1.79 | | | | | | | | |
| | Price Rite | Amick Farms | | | 1.79 | | | | | | | 0.88 | | 0.88 | | | | | | | |
| | Save-a-Lot | n/i | | | | | | | | | | | | | | | 0.49 | | | | |
| | Shaw's | n/i | | | 1.88 | 1.88 | | | | | | | | | | | | | | | |
| | Target | Signature Farms | | | | | | | | | | 1.39 | | 1.39 | | | | | | | |
| | Target | Market Pantry | | | | | | | | | | | | | | | | | 1.99 | | |
| The Fresh Market | n/i | A | 3.99 | | | | | | | | | | | | | | | | | | |
| Trader Joe's | Trader Joe's | O | | | | | | 2.99 | | | | | | 2.99 | | | | | | | |
| Walmart | Harvestland | A | 4.84 | | | | | | | | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

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Independence Day 2017

CHICKEN

| State | Supermarket | Brand | Key | B/S Breast | | B/S Thighs | | Split Breast | | Wings | | Thighs | | Drumsticks | | Leg Quarters | | IQF | | Fried 8-piece | |
|------------------|--------------------|--------------------|--------|------------|-------|------------|-------|--------------|-------|-------|-------|--------|-------|------------|-------|--------------|--------|--------|--------|------------------|--|
| | | | | reg | value | reg | value | reg | value | reg | value | reg | value | reg | value | tray | bagged | Breast | Tender | | |
| NJ | ACME Markets | Perdue | | 3.99 | | | | BOGO | | | | | | | | | | | | | |
| | | Lancaster Brand | | 3.99 | | | | BOGO | | | | | | | | | | | | | |
| | ALDI | Kirkwood | | | | | | | | | 1.99 | | | | | | | | | | |
| | | Associated | Perdue | | 1.99 | | | | | | 2.99 | | | | | | 0.69 | | | | |
| | | Harvestland | O | | | | | | | | | | | 2.99 | | | | | | | |
| | | Springer Mountain | A | 4.99 | | 2.99 | | | 2.99 | | | | 1.49 | | 1.49 | | | | | | |
| | | n/i | | | 1.99 | | | | | | | | | | | | | | | | |
| | | Best Market | n/i | 2.77 | 1.87 | | 2.27 | | | | 2.97 | | 1.27 | | 0.77 | 0.77 | | | | | |
| | | Nature's Sensation | A | | | | | | | | | | | 1.57 | | | | | | | |
| | | Bravo | n/i | | 2.99 | 2.99 | | | | | | | | | | | | | | | |
| | | Harvestland | A | 5.99 | | 3.99 | | | | | | | | | | | | | | | |
| | | Harvestland | O | 8.99 | | | | | | | | | | | | | | | | | |
| | | Perdue | | | | | | | | | | | 0.99 | | 0.99 | | | | | | |
| | | C-Town | Perdue | | | 2.99 | | | | | | | 1.39 | | 1.29 | 0.99 | | | | | |
| | | Harvestland | A | 5.99 | | 3.99 | | | | | | | | | | | | | | | |
| | | Harvestland | O | 8.99 | | | | | | | | | | | | | | | | | |
| | Compare Foods | Perdue | | | 1.99 | | | | | | 1.99 | | 0.99 | | 0.99 | | | | | | |
| | | n/i | | | | | | | | | | | 0.99 | | 0.99 | 0.49 | | | | | |
| | Fairway Foods | n/i | | | 1.89 | | | | | | | | | | | | | | | | |
| | | Murray's | A | | | | | | | | | | 0.99 | | 0.99 | 0.99 | | | | | |
| | Fine Fare | n/i | | | 1.99 | | | | | | | | | | | | | 0.39 | | | |
| | | Perdue | | | | | | | | | | | 1.29 | | 0.99 | | | | | | |
| | | Harvestland | A | 5.79 | | | | | | | | | | | | | | | | | |
| | | Harvestland | O | | | 6.99 | | | | | | | | | | | | | | | |
| | Food Bazaar | n/i | | 1.99 | | | | | | | | | | 0.99 | | | | | | | |
| | Foodtown | Perdue | | 3.99 | | | | | 1.49 | | | | 0.99 | | 0.99 | 0.69 | | | | | |
| | | Foodtown | | | 2.99 | | | | | | | | | | | | | | | | |
| | Great Valu Market | Tyson | A | | 1.99 | | | | | | | | | | | | | | | | |
| Gold Leaf | | | | | | | | | | | | | | | | | 0.69 | | | | |
| | Perdue | | | | | | | | | | | 1.19 | | 1.19 | | | | | | | |
| | Essential Everyday | | | | | | | | | | | | | | | | | 2.00 | 2.80 | | |
| H-Mart | n/i | | | | | | | | 2.49 | | | | | | | | | | | | |
| IGA Stores NJ/PA | Perdue | | 3.69 | | | | | | | | | 0.99 | | 0.99 | 0.69 | | | | | | |
| | n/i | A | | | | | | | | | 1.59 | | 1.59 | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

prices in \$US per pound unless otherwise noted.

Independence Day 2017

CHICKEN

| State | Supermarket | Brand | Key | B/S Breast | | B/S Thighs | | Split Breast | | Wings | | Thighs | | Drumsticks | | Leg Quarters | | IQF | | Fried 8-piece | |
|------------------|--------------------|-------------------|------|------------|-------|------------|-------|--------------|-------|-------|-------|--------|-------|------------|-------|--------------|--------|--------|--------|------------------|------|
| | | | | reg | value | reg | value | reg | value | reg | value | reg | value | reg | value | tray | bagged | Breast | Tender | | |
| NJ (cont) | Key Foods | Coleman | O | 7.99 | | | | | | | | | | 2.49 | | | | | | | |
| | | Harvestland | A | 5.49 | | | | | | | | 1.99 | | | | | | | | | |
| | | Perdue | | 3.99 | 3.69 | | 1.69 | | | | | | | 1.29 | | 1.29 | | | | | |
| | | Sanderson Farms | | 3.49 | 2.99 | | | | | 3.29 | 2.99 | | | | | | | | | | |
| | | n/i | | | 1.99 | | | | | | | | | | | | | | | | |
| | Kings Market | Perdue | | 4.99 | | | | | | | | | | | | | | | | | |
| | | McCaffrey's | | n/i | | | | | | | | | | 0.99 | | 0.99 | | | | | |
| | Met Foods | Bell & Evans | A | | | | | 2.99 | | | | | | | | | | | | | |
| | | Farm Fresh | | | 1.99 | | | | | | | | | | | | | | | | |
| | | Springer Mountain | A | | | | | 2.99 | | | | | 1.49 | | 1.49 | | | | | | |
| | Morton Williams | Harvestland | O | | | | | | | | | | | | 2.99 | | | | | | |
| | | Perdue | | | | | 2.99 | | | | | | | | | | | | | | |
| | | Perdue | | | | | | 1.99 | | | | | | | | | | | | | |
| | | n/i | | | 1.99 | 1.99 | | | | | | | | | | 0.79 | | | | | |
| | | Free Bird | O | | | | | | | | | | 3.99 | | 3.99 | | | | | | |
| | Murphy's Market | Harvestland | A | 5.99 | | | | | | | | | | | | | | | | | |
| | | Bell & Evans | O | 8.99 | | | | 4.59 | | | | | | | | | | | | | |
| | Pioneer | Murphy's | | | | | | 1.79 | | | | | | 1.49 | | 1.49 | | | | | |
| | | Farm Fresh | | | 1.99 | | | | | | | | | | | | | | | | |
| | | Springer Mountain | A | 4.99 | | | | 2.99 | | | | | | 1.49 | | 1.49 | | | | | |
| | Price Rite | Perdue | A | 4.99 | | | 2.99 | | | | | | | 1.49 | | 1.49 | | | | | |
| | | Amick Farms | | | 1.79 | | | | | | | | | 0.88 | | 0.88 | | | | | |
| | | n/i | | | | | | | | | | | | | | | | 0.49 | | | |
| | | Seabra Foods | | | | | | | 1.89 | | 2.59 | | | | | | | | | | |
| | | Mountaire | | | | | | | 1.59 | | | | | | 1.59 | | | | | | |
| | ShopRite | n/i | | | 1.99 | 2.29 | | | | 1.49 | | | | 0.99 | | 0.99 | | | | | 5.99 |
| | | Simply Essentials | A | 3.99 | | | 3.49 | | | | | | | | | | | | | | |
| | | Perdue | | | | | | | | | 2.21 | | | 1.29 | | 1.29 | | 0.89 | | | |
| | Stop & Shop | Perdue | A | | 2.49 | | 2.46 | | | | | | | | 1.49 | | | | | | |
| | | Stop & Shop | | | 1.99 | | | 1.99 | | | | | | | 0.99 | | 0.99 | 0.99 | | | 5.99 |
| Nature's Promise | | A | 5.99 | | | | | | | | | | | | | | | | | | |
| Supremo Foods | Nature's Promise | O | 6.99 | | | | | | | | | | | | | | | | | | |
| | n/i | | | 2.99 | | | | | | | | | 0.99 | | 0.79 | | | | | | |
| Target | Essential Everyday | | | | | | | | | | | | | | | | | 2.33 | | | |
| | Market Pantry | | | | | | | | | | | | | | | | | 1.99 | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

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Independence Day 2017

CHICKEN

| State | Supermarket | Brand | Key | B/S Breast | | B/S Thighs | | Split Breast | | Wings | | Thighs | | Drumsticks | | Leg Quarters | | IQF | | Fried 8-piece | |
|--------------|------------------|--------------------|------|------------|-------|------------|-------|--------------|-------|-------|-------|--------|-------|------------|-------|--------------|-------------|--------|--------|---------------|--|
| | | | | reg | value | reg | value | reg | value | reg | value | reg | value | reg | value | tray | bagged | Breast | Tender | | |
| NJ (cont) | The Fresh Market | n/i | A | 3.99 | | | | | | | | | | | | | | | | | |
| | Trader Joe's | Trader Joe's | O | | | | | 2.99 | | | | | | 2.99 | | | | | | | |
| | Uncle Giuseppe's | n/i | | | | | 2.99 | | | | | | | 1.29 | | | | | | | |
| | | Bell & Evans | A | 6.49 | | 4.49 | | 4.49 | | | | 2.99 | | 2.99 | | | | | | | |
| | | Bell & Evans | O | 9.99 | | 5.99 | | 6.99 | | | | 4.49 | | 3.49 | | | | | | | |
| | Walmart | Harvestland | A | 4.84 | | | | | | | | | | | | | | | | | |
| | Wegmans | Wegmans | | 3.79 | 1.88 | | 1.99 | 3.19 | 1.79 | | | 1.79 | 0.99 | | 0.79 | | | | | | |
| | | Wegmans | A | 4.49 | | 4.29 | | 3.69 | | 4.29 | | 2.29 | | 1.99 | | | | | | | |
| | | Wegmans | O | 7.99 | 6.99 | 5.49 | 4.69 | 5.79 | | | | 3.99 | | 2.99 | 1.99 | | | | | | |
| | Weis Markets | Perdue | | | 2.49 | | | BOG2 | BOG2 | | | BOG2 | BOG2 | BOG2 | BOG2 | | | | | | |
| Western Beef | n/i | | | 1.99 | | | | | | | | | | | | 0.49 | | | | 4.99 | |
| NY | ACME Markets | Perdue | | 3.99 | | | | BOGO | | | | | | | | | | | | | |
| | | Lancaster Brand | | 3.99 | | | | BOGO | | | | | | | | | | | | | |
| | AF Basket | Farm Fresh | | | | | | | | | | | | | | | 0.49 | | | | |
| | | Perdue | | | | 2.99 | | | | | | | | | | | 0.59 | | | | |
| | | Springer Mountain | A | 2.99 | | 2.99 | | | | | | 1.49 | | 1.49 | | | | | | | |
| | | Farm Fresh | | | 2.49 | | | | | | | | | | | | | | | | |
| | | n/i | | | | | | | | | | 0.99 | | 0.99 | | | | | | | |
| | AG New England | n/i | | | | | | | | | | | | | | | 0.69 | | | | |
| | ALDI | Kirkwood | | | | | | | | | 1.99 | | | | | | | | | | |
| | Associated | Perdue | | | 1.99 | | | | | | 2.99 | | | | | | 0.69 | | | | |
| | | Harvestland | O | | | | | | | | | | | 2.99 | | | | | | | |
| | | Springer Mountain | A | 4.99 | | 2.99 | | 2.99 | | | | | 1.49 | 1.49 | | | | | | | |
| | | n/i | | | 1.99 | | | | | | | | | | | | | | | | |
| | Best Market | n/i | | 2.77 | 1.87 | | 2.27 | | | | | 2.97 | | 1.27 | 0.77 | 0.77 | | | | | |
| | | Nature's Sensation | A | | | | | | | | | | | 1.57 | | | | | | | |
| | Big M | 1893 Premium | | | | | | 1.69 | | | 2.49 | | | 0.99 | 0.99 | | | | | | |
| | Bravo | n/i | | | 2.99 | 2.99 | | | | | | | | | | | | | | | |
| | Harvestland | A | 5.99 | | 3.99 | | | | | | | | | | | | | | | | |
| | Harvestland | O | 8.99 | | | | | | | | | | | | | | | | | | |
| | Perdue | | | | | | | | | | | 0.99 | 0.99 | | | | | | | | |
| C-Town | Perdue | | | | 2.99 | | | | | | | 1.39 | 1.29 | 0.99 | | | | | | | |
| | Harvestland | A | 5.99 | | 3.99 | | | | | | | | | | | | | | | | |
| | Harvestland | O | 8.99 | | | | | | | | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

prices in \$US per pound unless otherwise noted.

Independence Day 2017

CHICKEN

| State | Supermarket | Brand | Key | B/S Breast | | B/S Thighs | | Split Breast | | Wings | | Thighs | | Drumsticks | | Leg Quarters | | IQF | | Fried 8-piece | |
|--------------|-----------------|-----------------|------|------------|-------|------------|-------|--------------|-------|-------|-------|--------|-------|------------|-------|--------------|-------------|--------|--------|------------------|------|
| | | | | reg | value | reg | value | reg | value | reg | value | reg | value | reg | value | tray | bagged | Breast | Tender | | |
| NY (cont) | Compare Foods | Perdue | | | 1.99 | | | | | | 1.99 | | 0.99 | | 0.99 | | | | | | |
| | | n/i | | | | | | | | | | | 0.99 | | 0.99 | 0.49 | | | | | |
| | D'Agostino's | 1932 Brand | | 4.59 | | | | | | | | 1.99 | | 1.99 | | | | | | | |
| | DeCiccio & Sons | n/i | A | 3.99 | | | | | | | | | | | | | | | | | |
| | | DeCiccio & Sons | A | | 3.99 | | | | | | | | | | | | | | | | |
| | DeCiccio Family | Harvestland | A | 5.99 | | | | | | | | | | | | | | | | | |
| | | Harvestland | O | | | 6.99 | | | | | | | | | | | | | | | |
| | Fairway Foods | n/i | | | 1.89 | | | | | | | | | | | | | | | | |
| | | Murray's | A | | | | | | | | | | 0.99 | | 0.99 | 0.99 | | | | | |
| | Fine Fare | n/i | | | 1.99 | | | | | | | | | | | | 0.39 | | | | |
| | | Perdue | | | | | | | | | | | 1.29 | | 0.99 | | | | | | |
| | | Harvestland | A | 5.79 | | | | | | | | | | | | | | | | | |
| | | Harvestland | O | | | 6.99 | | | | | | | | | | | | | | | |
| | Food Bazaar | n/i | | | 1.99 | | | | | | | | | | 0.99 | | | | | | |
| | Food Emporium | Coleman | O | 7.99 | | | | | | | | | | | | | | | | | |
| | | Harvestland | A | 5.99 | | | | | | | | | | | | | | | | | |
| | | Perdue | A | | 4.99 | | | | | | | | | | | | | | | | |
| | Foodtown | Perdue | | 3.99 | | | | 1.49 | | | | | | 0.99 | | 0.99 | 0.69 | | | | |
| | | Foodtown | | | 2.99 | | | | | | | | | | | | | | | | |
| | Giunta's | Farm Fresh | | 2.59 | | | | | | | | | | | | | | | | | |
| | | n/i | | | | | | | | | | | 1.29 | | 1.29 | | | | | | |
| | Great American | n/i | | | | | 1.89 | | | | | | 0.99 | | 0.99 | 0.69 | | | | | |
| | Gristede's | Harvestland | A | 7.49 | | 4.99 | | | | | | 2.99 | | 2.99 | | | | | | | |
| | | n/i | | | 4.99 | | | | | | | | | | | 0.99 | | | | | |
| | H-Mart | n/i | | | | | | | | 2.49 | | | | | | | | | | | |
| | Hannaford | Hannaford | | | | | | | | | | | 0.88 | | 0.88 | | | | | | |
| | | Coleman | O | 5.99 | | | | | | | | | | | | | | | | | |
| | | n/i | | | | | | | | | | | | | | | | | | | 6.99 |
| | Key Foods | Coleman | O | 7.99 | | | | | | | | | | | 2.49 | | | | | | |
| | | Harvestland | A | 5.49 | | | | | | | | | 1.99 | | | | | | | | |
| | Perdue | | 3.99 | 3.69 | | 1.69 | | | | | | | 1.29 | | 1.29 | | | | | | |
| | Sanderson Farms | | 3.49 | 2.99 | | | | | 3.29 | 2.99 | | | | | | | | | | | |
| | n/i | | | 1.99 | | | | | | | | | | | | | | | | | |
| King Kullen | Mountaire Farms | | 2.99 | 1.99 | 2.69 | | 1.69 | | | | | | | | | | | | | | |
| | Perdue | | | | | | | | | 2.69 | | 0.99 | | 0.99 | 0.69 | | | | | | |

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prices in \$US per pound unless otherwise noted.

Independence Day 2017

CHICKEN

| State | Supermarket | Brand | Key | B/S Breast | | B/S Thighs | | Split Breast | | Wings | | Thighs | | Drumsticks | | Leg Quarters | | IQF | | Fried 8-piece | |
|---------------------|-----------------------------------|-------------------|------|------------|-------|------------|-------|--------------|-------|-------|-------|--------|-------|------------|-------|--------------|--------|--------|--------|---------------|------|
| | | | | reg | value | reg | value | reg | value | reg | value | reg | value | reg | value | tray | bagged | Breast | Tender | | |
| NY <i>(cont)</i> | King Kullen <i>(continued)</i> | Bell & Evans | A | 5.99 | | | | | | | | | | | | | | | | | |
| | | Harvestland | O | 7.99 | | 5.99 | | | | | | | | 2.49 | | | | | | | |
| | | Murray's | A | | | | | | | | | | 2.29 | 2.29 | | | | | | | |
| | Kings Market Market 32 | Perdue | | 4.99 | | | | | | | | | | | | | | | | | 4.99 |
| | | n/i | | | | | | | | | | | | | | | | | | | |
| | | Price Chopper | | 2.49 | 1.69 | 2.49 | 1.69 | | | | 2.29 | | | | | | | | | | |
| | Met Foods | Central Market | A | | | | | | | | | | 1.79 | 1.79 | | | | | | | |
| | | Farm Fresh | | | 1.99 | | | | | | | | | | | | | | | | |
| | | Springer Mountain | A | | | | | 2.99 | | | | | 1.49 | 1.49 | | | | | | | |
| | Morton Williams | Harvestland | O | | | | | | | | | | | 2.99 | | | | | | | |
| | | Perdue | | | | 2.99 | | | | | | | | | | | | | | | |
| | | Perdue | | | | | | 1.99 | | | | | | | | | | | | | |
| | Net Cost Market | n/i | | | 1.99 | 1.99 | | | | | | | | | 0.79 | | | | | | |
| | | Free Bird | O | | | | | | | | | | 3.99 | 3.99 | | | | | | | |
| | | Harvestland | A | 5.99 | | | | | | | | | | | | | | | | | |
| | North Shore | n/i | | | 1.89 | | | | | | | | | | | | | | | | |
| | | D'Artagnan | O | 9.99 | | | | | | | | | 3.99 | 3.99 | | | | | | | |
| | | Country Fresh | | | 1.79 | | 1.99 | | | | | | | 0.79 | 0.79 | | | | | | |
| | Peck's Market | n/i | | | | | | | | | | | | 0.79 | 0.79 | | | | | | 6.99 |
| | | Peck's | A | 3.99 | 3.79 | | | | | | | | | | | | | | | | |
| | | Tyson | | | | | | | | | | | | | | | | | | 3.20 | |
| | Pioneer | Farm Fresh | | | 1.99 | | | | | | | | | | | | | | | | |
| | | Springer Mountain | A | 4.99 | | | | 2.99 | | | | | 1.49 | 1.49 | | | | | | | |
| | | Perdue | A | 4.99 | | 2.99 | | | | | | | 1.49 | 1.49 | | | | | | | |
| | Price Chopper | n/i | | | | | | | | | | | | | | | | | | | 4.99 |
| | | Price Chopper | | 2.49 | 1.69 | 2.49 | 1.69 | | | | | | 2.29 | | | | | | | | |
| | | Central Market | A | | | | | | | | | | 1.79 | 1.79 | | | | | | | |
| | Price Rite | Amick Farms | | | 1.79 | | | | | | | | | 0.88 | 0.88 | | | | | | |
| | | n/i | | | | | | | | | | | | | | | | 0.49 | | | |
| | | Tyson | | BOGO | | | | | | | | | | 0.98 | 0.98 | | | | | | |
| ShopRite | n/i | | | 1.99 | 2.29 | | | 1.49 | | | | | 0.99 | 0.99 | | | | | | 5.99 | |
| | Simply Essentials | A | 3.99 | | 3.49 | | | | | | | | | | | | | | | | |
| | Perdue | | | | | | | | | 2.21 | | 1.29 | 1.29 | 1.29 | 0.89 | | | | | | |
| Stew Leonard's | Perdue | A | | 2.49 | 2.46 | | | | | | | | 1.49 | | | | | | | | |
| | Stew's Naked | A | 2.99 | | | | | | | | | | | | | | | | | | |

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prices in \$US per pound unless otherwise noted.

Independence Day 2017

CHICKEN

| State | Supermarket | Brand | Key | B/S Breast | | B/S Thighs | | Split Breast | | Wings | | Thighs | | Drumsticks | | Leg Quarters | | IQF | | Fried 8-piece | |
|---------------------|------------------|-------------------|------|------------|-------|------------|-------|--------------|-------|-------|-------|--------|-------|------------|-------|--------------|--------|--------|--------|---------------|--|
| | | | | reg | value | reg | value | reg | value | reg | value | reg | value | reg | value | tray | bagged | Breast | Tender | | |
| NY <i>(cont)</i> | Stop & Shop | Stop & Shop | | | 1.99 | | 1.99 | | | | | 0.99 | | 0.99 | 0.99 | | | | | 5.99 | |
| | | Nature's Promise | A | 5.99 | | | | | | | | | | | | | | | | | |
| | | Nature's Promise | O | 6.99 | | | | | | | | | | | | | | | | | |
| | Target | Market Pantry | | | | | | | | | | | | | | | | | 1.99 | | |
| | The Fresh Market | n/i | A | 3.99 | | | | | | | | | | | | | | | | | |
| | Tops Market | Harvestland | A | 4.69 | | | | | | | | | | | | | | | | | |
| | | Harvestland | O | 6.99 | | | | | | | | | | | | | | | | | |
| | | Tops | | | 1.88 | | | | | | | | | | | | | | | | |
| | Trade Fair | n/i | | | 2.29 | | 1.99 | | | | | | | | | | | 0.49 | | | |
| | | Perdue | | | | | | 2.19 | | | | | | | | | | 0.99 | | | |
| | | Harvestland | O | 3.99 | | | | | | | | | | | | | | | | | |
| | | n/i | H | 2.59 | | | 1.99 | | | | | | | | | | | 0.69 | | | |
| | Trader Joe's | Trader Joe's | O | | | | | 2.99 | | | | | | | 2.99 | | | | | | |
| | Uncle Giuseppe's | n/i | | | | | 2.99 | | | | | | | | | 1.29 | | | | | |
| | | Bell & Evans | A | 6.49 | | 4.49 | | 4.49 | | | | 2.99 | | 2.99 | | | | | | | |
| | | Bell & Evans | O | 9.99 | | 5.99 | | 6.99 | | | | 4.49 | | 3.49 | | | | | | | |
| | Walmart | Harvestland | A | 4.84 | | | | | | | | | | | | | | | | | |
| | Wegmans | Wegmans | | 3.79 | 1.88 | | 1.99 | 3.19 | 1.79 | | | 1.79 | 0.99 | | | 0.79 | | | | | |
| | | Wegmans | A | 4.49 | | 4.29 | | 3.69 | | 4.29 | | 2.29 | | 1.99 | | | | | | | |
| | | Wegmans | O | 7.99 | 6.99 | 5.49 | 4.69 | 5.79 | | | | 3.99 | | 2.99 | 1.99 | | | | | | |
| Weis Markets | Perdue | | | 2.49 | | | BOG2 | BOG2 | | | BOG2 | BOG2 | BOG2 | BOG2 | | | | | | | |
| Western Beef | n/i | | | 1.99 | | | | | | | | | | 0.99 | | 0.49 | | | | 4.99 | |
| PA | ACME Markets | Perdue | | 3.99 | | | | BOGO | | | | | | | | | | | | | |
| | | Lancaster Brand | | 3.99 | | | | BOGO | | | | | | | | | | | | | |
| | ALDI | Kirkwood | | | | | | | | 1.99 | | | | | | | | | | | |
| | Associated | Perdue | | | 1.99 | | | | | | 2.99 | | | | | 0.69 | | | | | |
| | | Harvestland | O | | | | | | | | | | 2.99 | | | | | | | | |
| | | Springer Mountain | A | 4.99 | | 2.99 | | 2.99 | | | | 1.49 | | 1.49 | | | | | | | |
| | | n/i | | | 1.99 | | | | | | | | | | | | | | | | |
| | Big M | 1893 Premium | | | | | | 1.69 | | 2.49 | | | 0.99 | | 0.99 | | | | | | |
| | Boyer Foods | Mrs B's | | 2.47 | 1.97 | | | | | | | | | | | | 0.87 | | | | |
| | Bravo | n/i | | | 2.99 | 2.99 | | | | | | | | | | | | | | | |
| | Harvestland | A | 5.99 | | 3.99 | | | | | | | | | | | | | | | | |
| | Harvestland | O | 8.99 | | | | | | | | | | | | | | | | | | |
| | Perdue | | | | | | | | | | 0.99 | | 0.99 | | | | | | | | |

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CHICKEN

| State | Supermarket | Brand | Key | B/S Breast | | B/S Thighs | | Split Breast | | Wings | | Thighs | | Drumsticks | | Leg Quarters | | IQF | | Fried 8-piece | |
|--------------|------------------|-------------------|--------------------|------------|-------|------------|-------|--------------|-------|-------|-------|--------|-------|------------|-------|--------------|--------|--------|--------|---------------|------|
| | | | | reg | value | reg | value | reg | value | reg | value | reg | value | reg | value | tray | bagged | Breast | Tender | | |
| PA (cont) | C-Town | Perdue | | | | 2.99 | | | | | | 1.39 | | 1.29 | 0.99 | | | | | | |
| | | Harvestland | A | 5.99 | | 3.99 | | | | | | | | | | | | | | | |
| | | Harvestland | O | 8.99 | | | | | | | | | | | | | | | | | |
| | | Family Owned | n/i | 2.49 | 1.99 | 2.69 | | | | | | | | | | | | | | | |
| | | Fine Fare | n/i | | 1.99 | | | | | | | | | | | | | 0.39 | | | |
| | | | Perdue | | | | | | | | | | 1.29 | | 0.99 | | | | | | |
| | | | Harvestland | A | 5.79 | | | | | | | | | | | | | | | | |
| | | | Harvestland | O | | | 6.99 | | | | | | | | | | | | | | |
| | | Food Lion | Food Lion | | | 1.79 | | | | 1.49 | | | | | | | | | | | |
| | | | Food Lion | | | 1.99 | | | | 1.89 | | | | | | | | | | | |
| | | | n/i | | | | | | | | | | | | | | | | | | 5.99 |
| | | Foodland | Tyson | | | | | | | | | | 0.99 | | 0.99 | | | | | | |
| | | | n/i | | | | | | | | | | | | | | | | | 1.33 | |
| | | Foodtown | Perdue | | 3.99 | | | | 1.49 | | | | | | 0.99 | 0.99 | 0.69 | | | | |
| | | | Foodtown | | | 2.99 | | | | | | | | | | | | | | | |
| | | Fresh Grocer | Perdue | | | 1.88 | | | | | | | | | 0.88 | 0.88 | 0.68 | | | | |
| | | | Tyson | | | | | | | | | 2.69 | | | | | | | | | |
| | | | Wholesome Pantry | A | | | | | | 2.99 | | | | | | | | | | | |
| | | | n/i | | | | 2.49 | | | | | | | | | | | | | | 5.99 |
| | | | n/i | H | | | | | | | | | 1.19 | | 1.19 | | | | | | |
| | | Giant Eagle | Giant Eagle | | BOGO | | | | | | | | | | | | | | | | |
| | | Giant Food Stores | Giant | | | 1.88 | 1.88 | | | | | | | | 0.99 | 0.99 | 0.99 | | | | 5.99 |
| | | | Nature's Promise | A | 5.99 | | | | | | | | | | | | | | | | |
| | | | Nature's Promise | O | 6.99 | | | | | | | | | | | | | | | | |
| | | Gordon Food | n/i | | | 1.49 | | | | | | 2.60 | | | | | | | | | |
| | | Great Valu Market | Tyson | A | | 1.99 | | | | | | | | | | | | | | | |
| | | | Gold Leaf | | | | | | | | | | | | | | | 0.69 | | | |
| | | | Perdue | | | | | | | | | | 1.19 | | 1.19 | | | | | | |
| | | | Essential Everyday | | | | | | | | | | | | | | | | 2.00 | 2.80 | |
| | | Grocery Outlet | Spring River | | | | | | | | | | | | | | | | 1.66 | | |
| | H-Mart | n/i | | | | | | | | 2.49 | | | | | | | | | | | |
| | Ideal Market | n/i | | | 1.99 | 1.99 | | | | | | | | | | | | | 1.33 | | |
| | IGA SpartanNash | n/i | | | | | | | | | | | | | | | 0.59 | | | 6.99 | |
| | IGA Stores NJ/PA | Perdue | | 3.69 | | | | | | | | | 0.99 | 0.99 | 0.69 | | | | | | |
| | | n/i | A | | | | | | | | | 1.59 | | 1.59 | | | | | | | |

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Independence Day 2017

CHICKEN

| State | Supermarket | Brand | Key | B/S Breast | | B/S Thighs | | Split Breast | | Wings | | Thighs | | Drumsticks | | Leg Quarters | | IQF | | Fried 8-piece | |
|--------------|-----------------|-------------------|--------------------|------------|-------|------------|-------|--------------|-------|-------|-------|--------|-------|------------|-------|--------------|--------|--------|--------|---------------|------|
| | | | | reg | value | reg | value | reg | value | reg | value | reg | value | reg | value | tray | bagged | Breast | Tender | | |
| PA (cont) | Karn's Foods | n/i | | | | | | | | | | 0.89 | | 0.75 | | 0.50 | | | | | |
| | Kennie's Market | n/i | | | | | | | | | | | | | | | | | | 8.99 | |
| | | n/i | A | | | | | | | | | 1.59 | | 1.59 | | | | | | | |
| | | Perdue | | | | | | | | | | 1.49 | | 1.49 | | 0.69 | | | | | |
| | | Key Foods | Coleman | O | 7.99 | | | | | | | | | | 2.49 | | | | | | |
| | | | Harvestland | A | 5.49 | | | | | | | 1.99 | | | | | | | | | |
| | | | Perdue | | 3.99 | 3.69 | | 1.69 | | | | | | 1.29 | | 1.29 | | | | | |
| | | | Sanderson Farms | | 3.49 | 2.99 | | | | 3.29 | 2.99 | | | | | | | | | | |
| | | | n/i | | | 1.99 | | | | | | | | | | | | | | | |
| | | Kuhn's Market | Gerber's | A | | | | | | | | | 1.79 | | 1.79 | | | | | | |
| | | | n/i | | | | | | | | 2.59 | | | | | | | | | | |
| | | Landis | Perdue | | | 2.99 | | | | | | | | | | | 0.79 | | | | |
| | | | Essential Everyday | | | | | | | | | | | | | | | | 2.33 | 2.80 | |
| | | Martins Food | Giant | | | 1.88 | | 1.88 | | | | | | 0.99 | | 0.99 | 0.99 | | | | 5.99 |
| | | | Nature's Promise | A | 5.99 | | | | | | | | | | | | | | | | |
| | | | Nature's Promise | O | 6.99 | | | | | | | | | | | | | | | | |
| | | McCaffrey's | n/i | | | | | | | | | | 0.99 | | 0.99 | | | | | | |
| | | | Bell & Evans | A | | | | | 2.99 | | | | | | | | | | | | |
| | | Net Cost Market | n/i | | | 1.89 | | | | | | | | | | | | | | | |
| | | Pioneer | Farm Fresh | | | 1.99 | | | | | | | | | | | | | | | |
| | | | Springer Mountain | A | 4.99 | | | | 2.99 | | | | 1.49 | | 1.49 | | | | | | |
| | | | Perdue | A | 4.99 | | 2.99 | | | | | | 1.49 | | 1.49 | | | | | | |
| | | Price Chopper | n/i | | | | | | | | | | | | | | | | | | 4.99 |
| | | | Price Chopper | | 2.49 | 1.69 | 2.49 | 1.69 | | | | 2.29 | | | | | | | | | |
| | | | Central Market | A | | | | | | | | 1.79 | | 1.79 | | | | | | | |
| | | Price Rite | Amick Farms | | | 1.79 | | | | | | | 0.88 | | 0.88 | | | | | | |
| | | Redner's | Perdue | | 3.48 | | | | | | | | | | | | | | | | |
| | | | Coleman | O | | | | | | | | | | | 2.28 | | | | | | |
| | | n/i | | | | | | | 1.48 | | 2.48 | | | | | 0.78 | | | | | |
| | Save-a-Lot | n/i | | | | | | | | | | | | | | | 0.49 | | | | |
| | Shop'n Save | Tyson | | | BOGO | | | | | | | 0.98 | | 0.98 | | | | | | | |
| | ShopRite | n/i | | | 1.99 | 2.29 | | 1.49 | | | | 0.99 | | 0.99 | | | | | | 5.99 | |
| | | Simply Essentials | A | 3.99 | | 3.49 | | | | | | | | | | | | | | | |
| | | Perdue | | | | | | | | 2.21 | | 1.29 | | 1.29 | | 0.89 | | | | | |
| | | Perdue | A | | 2.49 | 2.46 | | | | | | | | 1.49 | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

prices in \$US per pound unless otherwise noted.

Independence Day 2017

CHICKEN

| State | Supermarket | Brand | Key | B/S Breast | | B/S Thighs | | Split Breast | | Wings | | Thighs | | Drumsticks | | Leg Quarters | | IQF | | Fried 8-piece |
|---------------------|--------------------|--------------------|-----|------------|-------|------------|-------|--------------|-------|-------|-------|--------|-------|------------|-------|--------------|--------|--------|--------|---------------|
| | | | | reg | value | reg | value | reg | value | reg | value | reg | value | reg | value | tray | bagged | Breast | Tender | |
| PA <i>(cont)</i> | ShurSave | n/i | | | 1.99 | 2.79 | | | | | 2.69 | | | | | | | | | |
| | ShurSave NE PA | Sanderson Farms | | | 1.88 | 2.99 | | | | 2.49 | | | | | | | | | | |
| | Sparkle | n/i | | | | | | | 0.98 | | | | | | | | | | | |
| | Supremo Foods | n/i | | | 2.99 | | | | | | | | 0.99 | | 0.79 | | | | | |
| | | Essential Everyday | | | | | | | | | | | | | | | | | 2.33 | |
| | Target | Market Pantry | | | | | | | | | | | | | | | | | 1.99 | |
| | The Fresh Market | n/i | A | | 3.99 | | | | | | | | | | | | | | | |
| | Tops Market | Harvestland | A | | 4.69 | | | | | | | | | | | | | | | |
| | | Harvestland | O | | 6.99 | | | | | | | | | | | | | | | |
| | | Tops | | | 1.88 | | | | | | | | | | | | | | | |
| | Trader Joe's | Trader Joe's | O | | | | | 2.99 | | | | | | | 2.99 | | | | | |
| | Walmart | Harvestland | A | | 4.84 | | | | | | | | | | | | | | | |
| | Wegmans | Wegmans | | | 3.79 | 1.88 | 1.99 | 3.19 | 1.79 | | | 1.79 | 0.99 | | 0.79 | | | | | |
| | | Wegmans | A | | 4.49 | | 4.29 | 3.69 | | 4.29 | | 2.29 | | 1.99 | | | | | | |
| | Wegmans | O | | 7.99 | 6.99 | 5.49 | 4.69 | 5.79 | | | 3.99 | | 2.99 | 1.99 | | | | | | |
| Weis Markets | Perdue | | | 2.49 | | | BOG2 | BOG2 | | | BOG2 | BOG2 | BOG2 | BOG2 | | | | | | |
| RI | Adams Market | Farm Fresh | | | | | | | | | | 1.00 | | 1.00 | | | | | | |
| | | Springer Mountain | A | | 3.99 | | | | | | | 1.59 | | 1.59 | | | | | | |
| | | Adams | A | | 3.99 | | | | | | | 1.59 | | 1.59 | | | | | | |
| | | n/i | | | 2.99 | | | | | | | | | | | | | | | |
| | ALDI | Kirkwood | | | | | | | | 1.99 | | | | | | | | | | |
| | Associated | Perdue | | | 1.99 | | | | | 2.99 | | | | | 0.69 | | | | | |
| | | Harvestland | O | | | | | | | | | | | 2.99 | | | | | | |
| | | Springer Mountain | A | | 4.99 | 2.99 | | 2.99 | | | | 1.49 | | 1.49 | | | | | | |
| | | n/i | | | 1.99 | | | | | | | | | | | | | | | |
| | Bravo | n/i | | | 2.99 | 2.99 | | | | | | | | | | | | | | |
| | | Harvestland | A | | 5.99 | 3.99 | | | | | | | | | | | | | | |
| | | Harvestland | O | | 8.99 | | | | | | | | | | | | | | | |
| | Compare Foods | Perdue | | | | 1.99 | | | | | 1.99 | | 0.99 | | 0.99 | | | | | |
| | | Perdue | | | | | | | | | | | 0.99 | | 0.99 | | 0.49 | | | |
| | | n/i | | | | | | | | | | | 0.99 | | 0.99 | | | | | |
| | Dave's Marketplace | Dave's | A | | 3.99 | | | | | | | | | | | | | | | |
| | Perdue | | | | | | | | | | | | | | | | | 0.69 | | |
| | n/i | | | 2.99 | | | | 0.99 | 3.49 | | | 1.29 | | 1.29 | | | | | | |
| Price Rite | Amick Farms | | | 1.79 | | | | | | | | 0.88 | | 0.88 | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Independence Day 2017

prices in \$US per pound unless otherwise noted.

CHICKEN

| State | Supermarket | Brand | Key | B/S Breast | | B/S Thighs | | Split Breast | | Wings | | Thighs | | Drumsticks | | Leg Quarters | | IQF | | Fried 8-piece | |
|--------------|------------------|---------------|------|------------|-------|------------|-------|--------------|-------|-------|-------|--------|-------|------------|-------|--------------|--------|--------|--------|---------------|--|
| | | | | reg | value | reg | value | reg | value | reg | value | reg | value | reg | value | tray | bagged | Breast | Tender | | |
| RI (cont) | Save-a-Lot | n/i | | | | | | | | | | | | | | 0.49 | | | | | |
| | Seabra Foods | n/i | | | | 1.99 | | | | | | 0.89 | | 0.89 | | 0.69 | | | | | |
| | Perdue | | | | | | | 1.79 | | | | | | | | | | | | | |
| | Shaw's | n/i | | 1.88 | | 1.88 | | | | | | | | | | | | | | | |
| | Signature Farms | | | | | | | | | | | 1.39 | | 1.39 | | | | | | | |
| | Stop & Shop | Stop & Shop | | | 1.99 | | 1.99 | | | | | 0.99 | | 0.99 | | 0.99 | | | | | |
| | Nature's Promise | | A | 5.99 | | | | | | | | | | | | | | | | | |
| | Nature's Promise | | O | 6.99 | | | | | | | | | | | | | | | | | |
| | Target | Market Pantry | | | | | | | | | | | | | | | | | 1.99 | | |
| Trader Joe's | Trader Joe's | O | | | | | 2.99 | | | | | | | 2.99 | | | | | | | |
| Walmart | Harvestland | A | 4.84 | | | | | | | | | | | | | | | | | | |
| VT | AG New England | n/i | | | | | | | | | | | | | | 0.69 | | | | | |
| | ALDI | Kirkwood | | | | | | | | | 1.99 | | | | | | | | | | |
| | Food City Market | n/i | | 2.39 | | 1.88 | | 1.69 | | | | | 0.99 | | 0.99 | | 0.59 | | | | |
| | Hannaford | Hannaford | | | | | | | | | | | 0.88 | | 0.88 | | | | | | |
| | Coleman | | O | 5.99 | | | | | | | | | | | | | | | | | |
| | n/i | | | | | | | | | | | | | | | | | | | 6.99 | |
| | Price Chopper | n/i | | | | | | | | | | | | | | | | | | 4.99 | |
| | Price Chopper | | | 2.49 | 1.69 | 2.49 | 1.69 | | | | 2.29 | | | | | | | | | | |
| | Central Market | | A | | | | | | | | | 1.79 | | 1.79 | | | | | | | |
| | Shaw's | n/i | | | | 1.88 | | 1.88 | | | | | | | | | | | | | |
| | Signature Farms | | | | | | | | | | | | 1.39 | | 1.39 | | | | | | |
| | Tops Market | Harvestland | A | 4.69 | | | | | | | | | | | | | | | | | |
| | Harvestland | | O | 6.99 | | | | | | | | | | | | | | | | | |
| Tops | | | | | 1.88 | | | | | | | | | | | | | | | | |
| Trader Joe's | Trader Joe's | O | | | | | 2.99 | | | | | | | 2.99 | | | | | | | |
| Walmart | Harvestland | A | 4.84 | | | | | | | | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Independence Day 2017

prices in \$US per pound unless otherwise noted.

CHICKEN

| State | Supermarket | Brand | Key | B/S Breast | | B/S Thighs | | Split Breast | | Wings | | Thighs | | Drumsticks | | Leg Quarters | | IQF | | Fried 8-piece |
|--|--------------------|------------------|-----|------------|-------|------------|-------|--------------|-------|-------|-------|--------|-------|------------|-------|--------------|--------|--------|--------|---------------|
| | | | | reg | value | reg | value | reg | value | reg | value | reg | value | reg | value | tray | bagged | Breast | Tender | |
| SOUTHEASTERN U.S. - AL,FL,GA,KY,MS,NC,SC,TN,VA,WV | | | | | | | | | | | | | | | | | | | | |
| AL | A&R Supermarkets | n/i | | | | | | | | | | | | | | | 0.38 | | | |
| | ALDI | Kirkwood | | | | | | | | 1.99 | | | | | | | | | | |
| | Bruce's Foodland | n/i | | | | | | 1.49 | | | | | | | | | | | | |
| | Dollar General Mkt | n/i | | | 2.00 | | | | | | | | 1.25 | | 1.25 | | | | | |
| | Earth Fare | n/i | | 3.99 | | | | | | | | | | | | | | | | |
| | Food Giant | n/i | | | | | | | | | | | | | | | 0.49 | | | |
| | Gateway Foodland | n/i | | | | | | 1.49 | | | | | | | | | | | | |
| | Greer's Markets | n/i | | | | | | | | | | | | | | | 0.50 | | | |
| | | Sanderson Farms | | | 2.17 | | | | | | | | | | | | | | | |
| | Hometown Market | n/i | | | | | | | | | | | | | | | 0.49 | | | |
| | Ingle's Markets | Tyson | A | | | | | 0.98 | | | | 0.98 | | 0.98 | | | | | | |
| | Kroger Atlanta | Heritage Farm | | | 1.99 | | | | | | | | | | | | | | | |
| | | Perdue | | | | | | 1.69 | | | | | | | | | | | | |
| | | Fresh Foods Mrkt | | | | | | | | | | | | | | | | | | 7.99 |
| | Kroger Nashville | Heritage Farm | | | 1.99 | | | | | 2.29 | | | | | | | | | | |
| | | Fresh Foods Mrkt | | | | | | | | | | | | | | | | | | 6.99 |
| | Luckys Supermkt | n/i | | | | | | | | 1.69 | | | | | | | 0.48 | | | |
| | Manning's PW | Sanderson Farms | | | | | | | | 1.98 | | | | | | | | | | |
| | Piggly Wiggly HAC | n/i | | | | | | | | | | | | | | | 0.59 | | | |
| | | Best Choice | | | | | | | | | | | | | | | | 2.00 | 2.00 | |
| | Piggly Wiggly Hchn | n/i | | | | | | | | | | | | | | | 0.49 | | | 5.49 |
| | Piggly Wiggly Inc. | n/i | | | | | | 1.99 | | 2.49 | | | | | | | 0.59 | | | |
| | Publix | Publix | | | | | | | BOGO | | | BOGO | | BOGO | | | | | | 6.99 |
| | | Murray's | A | 3.49 | | | | | | | | | | | | | | | | |
| | Ramey's | n/i | | | 1.98 | | | | | | | | | | | | | | | |
| | Rouse's | n/i | | | | | | | | | | | | | | | 0.47 | | | 5.99 |
| | | Tyson | A | | | | | | | 1.99 | | | | | | | | | | |
| | | Rouse's | A | | | | | | | 2.99 | | | | | | | | | | |
| | Save-a-Lot | n/i | | | | | | | | | | | | | | | 0.49 | | | |
| | Shop-Rite | n/i | | | | | | 1.49 | | | | | | | | | | | | |
| | Sprout's | n/i | | | 2.99 | | 2.99 | | | | | | | | | | | | | |
| | Target | Market Pantry | | | | | | | | | | | | | | | | | 1.99 | |
| | The Fresh Market | n/i | A | 3.99 | | | | | | | | | | | | | | | | |
| | Trader Joe's | Trader Joe's | O | | | | | 2.99 | | | | | | 2.99 | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Independence Day 2017

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CHICKEN

| State | Supermarket | Brand | Key | B/S Breast | | B/S Thighs | | Split Breast | | Wings | | Thighs | | Drumsticks | | Leg Quarters | | IQF | | Fried 8-piece | |
|--------------|--------------------|--------------------|-----------------|------------|-------|------------|-------|--------------|-------|-------|-------|--------|-------|------------|-------|--------------|--------|--------|--------|---------------|------|
| | | | | reg | value | reg | value | reg | value | reg | value | reg | value | reg | value | tray | bagged | Breast | Tender | | |
| AL (cont) | United Grocery | n/i | | | 1.99 | | | | | | | | | | | | | | | | |
| | Vowell's | n/i | | | | | | | | | | | | | | 0.49 | | | | | |
| | Walmart | Harvestland | A | 4.84 | | | | | | | | | | | | | | | | | |
| | Western Market | Naked Bird | A | 6.99 | | | | | | | | | | | | | | | | | |
| | | Springer Mountain | A | | 2.59 | | | | | | | | | | | | | | | | |
| | | Winn-Dixie | Sanderson Farms | | | 2.99 | 2.99 | | | | 2.99 | | 0.99 | | 0.99 | | 0.99 | | | | |
| | | | Rancher's Home | | | 1.99 | | | | | | | | | | | | | 2.00 | 2.60 | |
| | | Tyson | | | | | | | | | | | | | | | | | | 6.00 | |
| | | n/i | | | | | | | | | | | | | | | | | | | |
| FL | ALDI | Kirkwood | | | | | | | | | 1.99 | | | | | | | | | | |
| | Bravo of FL | n/i | | | | | | | | | 1.19 | | | | | | 0.49 | | | | |
| | Dollar General Mkt | n/i | | | 2.00 | | | | | | | | 1.25 | | 1.25 | | | | | | |
| | Earth Fare | n/i | | 3.99 | | | | | | | | | | | | | | | | | |
| | Food Giant | n/i | | | | | | | | | | | | | | | 0.49 | | | | |
| | Fresco y Mas | n/i | | | | | | | | | | | | | 0.58 | | | | | | |
| | | | Rancher's Home | | | 1.98 | | | | | 2.48 | | | | | | | | | | |
| | Gordon Food | n/i | | | 1.49 | | | | | 2.60 | | | | | | | | | | | |
| | Greer's Markets | n/i | | | | | | | | | | | | | | | | 0.50 | | | |
| | | | Sanderson Farms | | | 2.17 | | | | | | | | | | | | | | | |
| | Harris Teeter | Harris Teeter | | | 2.97 | | 2.77 | | | | 2.97 | | 1.27 | | 1.27 | 0.97 | | | | | |
| | | | Perdue | A | 4.99 | | | | | | | | | | | | | | | | |
| | | | Harvestland | A | 4.99 | | | | | 1.97 | | | | | | | | | | | |
| | | | n/i | | | | | | | 1.68 | | | | | | | | 0.48 | | | |
| | | | n/i | | | | | | | | | | | | | | | 0.47 | | | |
| | | | Tyson | | 2.99 | | 2.69 | | | | 1.97 | | | | | | | | | | |
| | | IGA Florida | n/i | | | | | | | | | 1.59 | | | | | | 0.69 | | | 5.99 |
| | | Lucky's Market | n/i | A | | 1.98 | | | | | | | | | | | | | | | |
| | | Piggly Wiggly Hchr | n/i | | | | | | | | | | | | | | | | 0.49 | | 5.49 |
| | | Publix | Publix | | | | | | BOGO | | | | BOGO | | BOGO | | | | | | 6.99 |
| | | Murray's | A | 3.49 | | | | | | | | | | | | | | | | | |
| | Sabor Tropical | n/i | | | 1.78 | | | | | | | | | | 0.58 | | | | | | |
| | Safeway Florida | n/i | | | 1.79 | | | | | | | | | | | | | | | | |
| | | Signature Café | | | | | | | | | | | | | | | | | | 4.99 | |
| | | Signature Farms | | | | | | | 1.79 | | | | | | | | | | | | |
| | Save-a-Lot | n/i | | | | | | | | | | | | | | | 0.49 | | | | |

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CHICKEN

| State | Supermarket | Brand | Key | B/S Breast | | B/S Thighs | | Split Breast | | Wings | | Thighs | | Drumsticks | | Leg Quarters | | IQF | | Fried 8-piece | |
|---------------------|--------------------|-------------------|-----|------------|-------|------------|-------|--------------|-------|-------|-------|--------|-------|------------|-------|--------------|--------|--------|--------|---------------|------|
| | | | | reg | value | reg | value | reg | value | reg | value | reg | value | reg | value | tray | bagged | Breast | Tender | | |
| FL <i>(cont)</i> | Scaff's Market | Covington Farms | | | | | | | 1.59 | | | | | | | 0.59 | | | | | |
| | | n/i | | | | | | | | | | | | | | | | | | | |
| | Seabra Foods | n/i | | | 1.99 | | | | | | | | | | | | | | | | |
| | Sedano's | Perdue | | | | | | | | | | 0.59 | | 0.59 | | | | | | | |
| | Sprout's | n/i | | | 2.99 | | 2.99 | | | | | | | | | | | | 1.99 | | |
| | Target | Market Pantry | | | | | | | | | | | | | | | | | | | |
| | The Fresh Market | n/i | A | | 3.99 | | | | | | | | | | | | | | | | |
| | Trader Joe's | Trader Joe's | O | | | | | 2.99 | | | | | | | 2.99 | | | | | | |
| | Walmart | Harvestland | A | | 4.84 | | | | | | | | | | | | | | | | |
| | Western Beef | n/i | | | 2.69 | | | | | | | | 0.79 | | 0.69 | | 0.59 | | | | |
| | Whole Foods FL | n/i | | | | | | | | | | | | | | | | | | 6.99 | |
| Winn-Dixie | Sanderson Farms | | | 2.99 | | 2.99 | | | 2.99 | | | 0.99 | | 0.99 | 0.99 | | | | | | |
| | Rancher's Home | | | 1.99 | | | | | | | | | | | | | | 2.00 | 2.60 | | |
| | Tyson | | | | | | | | | | | | | | | | | | | 6.00 | |
| | n/i | | | | | | | | | | | | | | | | | | | | |
| GA | ALDI | Kirkwood | | | | | | | | | 1.99 | | | | | | | | | | |
| | Bi-Lo | n/i | | | | | | | | | | | 0.89 | | 0.89 | | | | | | |
| | | Rancher's Home | | | 1.99 | | | | | | | | | | | | | | 2.00 | 2.60 | |
| | | Tyson | | | | | | | | | | | | | | | | | | | 6.00 |
| | | n/i | | | | | | | | | | | | | | | | | | | |
| | Dollar General Mkt | n/i | | | 2.00 | | | | | | | | 1.25 | | 1.25 | | | | | | |
| | Earth Fare | n/i | | 3.99 | | | | | | | | | | | | | | | | | |
| | Food City | Holly Farms | | | 1.99 | | | | | | | | | | | | | | | | |
| | | n/i | | | | | | | | | | | | | | | | | | | 6.99 |
| | Food Depot | Claxton | | | | | | | | 1.98 | | | 0.88 | | 0.88 | | | | | | |
| | Food Giant | n/i | | | | | | | | | | | | | | | 0.49 | | | | |
| | Food Lion | Food Lion | | | 1.79 | | | | 1.49 | | | | | | | | 0.69 | | | | |
| | | Food Lion | | | 1.99 | | | | 1.89 | | | | | | | | | | | | |
| | | n/i | | | | | | | | | | | | | | | | | | | 5.99 |
| | Food Pride | Springer Mountain | A | | | | | | | | | | 0.99 | | 0.99 | | | | | | |
| Galaxy Food Cntr | n/i | | | | | | | | | | | | | | | 0.49 | | | | | |
| H-Mart | n/i | | | | | 1.79 | | | | | | | | | | | | | | 6.99 | |
| Harris Teeter | Harris Teeter | | | 2.97 | | 2.77 | | | 2.97 | | | 1.27 | | 1.27 | 0.97 | | | | | | |
| | Perdue | A | | 4.99 | | | | | | | | | | | | | | | | | |
| | Harvestland | A | | 4.99 | | | | 1.97 | | | | | | | | | | | | | |

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Independence Day 2017

CHICKEN

| State | Supermarket | Brand | Key | B/S Breast | | B/S Thighs | | Split Breast | | Wings | | Thighs | | Drumsticks | | Leg Quarters | | IQF | | Fried 8-piece | |
|------------------|---------------------|-------------------|-----|------------|-------|------------|-------|--------------|-------|-------|-------|--------|-------|------------|-------|--------------|--------|--------|--------|---------------|------|
| | | | | reg | value | reg | value | reg | value | reg | value | reg | value | reg | value | tray | bagged | Breast | Tender | | |
| GA (cont) | Harvey's | n/i | | | | | | | 1.68 | | | | | | | | 0.48 | | | | |
| | IGA Food Stores | Springer Mountain | A | | | 2.29 | | | | | 2.49 | | | | | | | | | | |
| | IGA Stores SE | n/i | | | | | | | 1.28 | | | | | | | | 0.49 | | | | |
| | Ingle's Markets | Tyson | A | | | | | | 0.98 | | | | 0.98 | | 0.98 | | | | | | |
| | Kroger Atlanta | Heritage Farm | | | | 1.99 | | | | | | | | | | | | | | | |
| | | Perdue | | | | | | | | 1.69 | | | | | | | | | | | |
| | | Fresh Foods Mrkt | | | | | | | | | | | | | | | | | | | 7.99 |
| | Lucky's Market | n/i | A | | | 1.98 | | | | | | | | | | | | | | | |
| | Piggly Wiggly Car | n/i | | | | | | | 1.69 | | | | | 0.97 | | 0.97 | | 0.69 | | | |
| | Piggly Wiggly GA | n/i | | | | | | | | | | | | 0.79 | | 0.79 | | | | | |
| | | Perdue | | | | | | | | | | | | | | | | | | | 1.60 |
| | Piggly Wiggly HAC | n/i | | | | | | | | | | | | | | | 0.59 | | | | |
| | | Best Choice | | | | | | | | | | | | | | | | | 2.00 | 2.00 | |
| | Piggly Wiggly Hchn | n/i | | | | | | | | | | | | | | | | 0.49 | | | 5.49 |
| | Publix | Publix | | | | | | | BOGO | | | | BOGO | | BOGO | | | | | | 6.99 |
| | | Murray's | | A | 3.49 | | | | | | | | | | | | | | | | |
| | Quality Foods | n/i | | | | | 1.69 | | | | | | | | | | | 0.59 | | | |
| | Save-a-Lot | n/i | | | | | | | | | | | | | | | | 0.49 | | | |
| | Shop-Rite | n/i | | | | | | | | 1.49 | | | | | | | | | | | |
| | Sprout's | n/i | | | | 2.99 | 2.99 | | | | | | | | | | | | | | |
| Target | Market Pantry | | | | | | | | | | | | | | | | | 1.99 | | | |
| The Fresh Market | n/i | | A | 3.99 | | | | | | | | | | | | | | | | | |
| Trader Joe's | Trader Joe's | | O | | | | | 2.99 | | | | | | | 2.99 | | | | | | |
| United Grocery | n/i | | | | 1.99 | | | | | | | | | | | | | | | | |
| Walmart | Harvestland | | A | 4.84 | | | | | | | | | | | | | | | | | |
| Wayfield's | n/i | | | 2.68 | | | | | 0.99 | | | | 0.79 | | 0.79 | | 0.59 | | | | |
| Winn-Dixie | Sanderson Farms | | | | 2.99 | 2.99 | | | | | 2.99 | | 0.99 | | 0.99 | 0.99 | | | | | |
| | Rancher's Home | | | | 1.99 | | | | | | | | | | | | | | | | |
| | Tyson | | | | | | | | | | | | | | | | | 2.00 | 2.60 | | |
| | n/i | | | | | | | | | | | | | | | | | | | 6.00 | |
| KY | ALDI | Kirkwood | | | | | | | | | 1.99 | | | | | | | | | | |
| | Cox IGA | Sanderson Farms | | | 2.69 | | | | | | | | 0.99 | | 0.99 | | | | | | |
| | Dollar General Mrkt | n/i | | | 2.00 | | | | | | | | 1.25 | | 1.25 | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

prices in \$US per pound unless otherwise noted.

Independence Day 2017

CHICKEN

| State | Supermarket | Brand | Key | B/S Breast | | B/S Thighs | | Split Breast | | Wings | | Thighs | | Drumsticks | | Leg Quarters | | IQF | | Fried 8-piece | |
|--------------|--------------------|-------------------|-------------------|------------|-------|------------|-------|--------------|-------|-------|-------|--------|-------|------------|-------|--------------|--------|--------|--------|---------------|------|
| | | | | reg | value | reg | value | reg | value | reg | value | reg | value | reg | value | tray | bagged | Breast | Tender | | |
| KY (cont) | E.W. James | n/i | | | 1.98 | | | | | | | | | | | | 0.59 | | | | |
| | | Sanderson Farms | | | | | | | 1.48 | | | | | | | | | | | | |
| | | Charlie Biggs | | | | | | | | | | | | | | | | | | 7.98 | |
| | | Earth Fare | n/i | | 3.99 | | | | | | | | | | | | | | | | |
| | | Food City | Holly Farms | | | 1.99 | | | | | | | | | | | | | | | 6.99 |
| | | | n/i | | | | | | | | | | | | | | | | | | 6.99 |
| | | Food Fair | n/i | | | | | | | | | | | | | | | | | | |
| | | Food Giant | n/i | | | | | | | | | | | | | | | 0.49 | | | |
| | | Food Lion | Food Lion | | | 1.79 | | | | | | | | | | | | 0.69 | | | |
| | | | Food Lion | | | 1.99 | | | | | | | | | | | | | | | 5.99 |
| | | | n/i | | | | | | | | | | | | | | | | | | 5.99 |
| | | Food Rite | Food Rite | | | | | | | | 2.79 | | | | | | | 0.49 | | | |
| | | | Charley Biggs | | | | | | | | | | | | | | | | | | 6.99 |
| | | Foodland | Tyson | | | | | | | 1.49 | | | | | | | | | | | |
| | | Fresh Thyme | Coleman | O | 5.99 | | | | | | | | | | 2.39 | | | | | | |
| | | Galaxy Food Cntr | n/i | | | | | | | | | | | | | | | 0.49 | | | 6.99 |
| | | Gordon Food | n/i | | | 1.49 | | | | | | 2.60 | | | | | | | | | |
| | | IGA Houchen's | Springer Mountain | A | 2.99 | | | | | | | | | | | | | | | | |
| | | | IGA Blue Ribbon | | | | | | | | | | | | | | | | | | |
| | | IGA SpartanNash | n/i | | | | | | | | | | | | | | | 0.59 | | | 6.99 |
| | | IGA Stores OH/KY | Sanderson Farms | | | 2.29 | | | | | | | 0.99 | | 0.99 | | | | | | |
| | | IGA Stores SE | n/i | | | | | | | 1.28 | | | | | | | | 0.49 | | | |
| | | Kroger Cincinnati | Tyson | A | | 1.77 | | | | | | | | | | | | | | | |
| | | Heritage Farm | | | | | 1.99 | | | | 1.99 | | | | | | | | | | |
| | | Fresh Foods Mrkt | | | | | | | | | | | | | | | | | | 6.99 | |
| | Kroger Delta | Sanderson Farms | | | 1.88 | | | | | | | | | | | | | | | | |
| | | Heritage Farm | | | | | | | | 2.49 | | | | | | | | | | | |
| | Kroger Louisville | Perdue | | 2.99 | 1.88 | | 1.88 | | | | | | | | | | | | | | |
| | | Simple Truth | O | 5.99 | | | | | | | | | | | | | | | | | |
| | | Heritage Farm | | | | | | | | 2.49 | | | | | | | | | | | |
| | | Fresh Foods Mrkt | | | | | | | | | | | | | | | | | | 7.99 | |
| | Kroger MidAtlantic | Simple Truth | A | 25% off | | 25% off | | | | | | | | | | | | | | | |
| | | Heritage Farm | | | 1.79 | | | | | | | | | | | | | | | | |
| | | Fresh Foods Mrkt | | | | | | | | | | | | | | | | | | 5.99 | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

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Independence Day 2017

CHICKEN

| State | Supermarket | Brand | Key | B/S Breast | | B/S Thighs | | Split Breast | | Wings | | Thighs | | Drumsticks | | Leg Quarters | | IQF | | Fried 8-piece | |
|----------------|---------------------|------------------|-----|------------|-------|------------|-------|--------------|-------|-------|-------|--------|-------|------------|-------|--------------|--------|--------|--------|---------------|------|
| | | | | reg | value | reg | value | reg | value | reg | value | reg | value | reg | value | tray | bagged | Breast | Tender | | |
| KY (cont) | Kroger Nashville | Heritage Farm | | | 1.99 | | | | | 2.29 | | | | | | | | | | | |
| | | Fresh Foods Mrkt | | | | | | | | | | | | | | | | | | | 6.99 |
| | Lucky's Market | n/i | A | | 1.98 | | | | | | | | | | | | | | | | |
| | Meijer | n/i | | | | | | | 1.29 | | | | 1.29 | | 1.29 | | | | | | |
| | | True Goodness | A | | 3.99 | | | | | | | | | | | | | | | | |
| | Piggly Wiggly Hchn | n/i | | | | | | | | | | | | | | | 0.49 | | | | 5.49 |
| | Save-a-Lot | n/i | | | | | | | | | | | | | | | 0.49 | | | | |
| | Super Dollar | n/i | | | | 1.99 | | | | | | | | | | | | | | | |
| | SuperVALU Stores | Gold'n Plump | | | 3.33 | | 2.98 | | | | | | | | | | | | | | |
| | | n/i | | | | | | | | | | | | | | | | | | | |
| | Target | Market Pantry | | | | | | | | | | | | | | | | | 1.99 | | |
| | TC Grocery | n/i | | | | | | | | 1.19 | | | | 1.29 | | 0.99 | | 0.59 | | | |
| | | Best Choice | | | | | | | | | | | | | | | | | 2.00 | 2.00 | |
| | The Fresh Market | n/i | A | | 3.99 | | | | | | | | | | | | | | | | |
| Trader Joe's | Trader Joe's | O | | | | | | 2.99 | | | | | | | 2.99 | | | | | | |
| United Grocery | n/i | | | | 1.99 | | | | | | | | | | | | | | | | |
| ValuMarket | n/i | | | | 1.99 | | | | | | | | | | | | | | | | |
| Walmart | Harvestland | A | | 4.84 | | | | | | | | | | | | | | | | | |
| MS | AG Baton Rouge | Sanderson Farms | | | | | | | 0.89 | | | | | | | | | | | | |
| | | n/i | | | | | | | | | | | | | | | | | | | |
| | ALDI | Kirkwood | | | | | | | | | 1.99 | | | | | | | | | | |
| | Corner Market | Sanderson Farms | | 3.29 | | | | | | | | | | | | | | | | | |
| | Dollar General Mrkt | n/i | | | 2.00 | | | | | | | | 1.25 | | 1.25 | | | | | | |
| | Food Giant | n/i | | | | | | | | | | | | | | | | 0.49 | | | |
| | Greer's Markets | n/i | | | | | | | | | | | | | | | | 0.50 | | | |
| | | Sanderson Farms | | | | 2.17 | | | | | | | | | | | | | | | |
| | Grocery Depot | n/i | | | | | | | | | | | | | | | | | 0.45 | | |
| | Kroger Delta | Sanderson Farms | | | 1.88 | | | | | | | | | | | | | | | | |
| | | Heritage Farm | | | | | | | | | | | | | | | | | | | |
| | Mac's Fresh Mrkt | n/i | | | | | | | | 1.29 | | | | 2.49 | | | | | | | |
| | Piggly Wiggly HGR | Sanderson Farms | | | | | | | | | | | | | | | | | | | |
| | Piggly Wiggly Hchn | n/i | | | | | | | | | | | | | | | | | | | |
| Ramey's | n/i | | | 1.98 | | | | | | | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Independence Day 2017

prices in \$US per pound unless otherwise noted.

CHICKEN

| State | Supermarket | Brand | Key | B/S Breast | | B/S Thighs | | Split Breast | | Wings | | Thighs | | Drumsticks | | Leg Quarters | | IQF | | Fried 8-piece | |
|---------------------|--------------------|-------------------|-----------------|------------|-------|------------|-------|--------------|-------|-------|-------|--------|-------|------------|-------|--------------|--------|--------|--------|---------------|------|
| | | | | reg | value | reg | value | reg | value | reg | value | reg | value | reg | value | tray | bagged | Breast | Tender | | |
| MS <i>(cont)</i> | Rouse's | n/i | | | | | | | | | | | | | | | 0.47 | | | 5.99 | |
| | | Tyson | A | | | | | | | 1.99 | | | | | | | | | | | |
| | | Rouse's | A | | | | | | | 2.99 | | | | | | | | | | | |
| | | Save-a-Lot | n/i | | | | | | | | | | | | | | | 0.49 | | | |
| | | Target | Market Pantry | | | | | | | | | | | | | | | | 1.99 | | |
| | | The Fresh Market | n/i | A | 3.99 | | | | | | | | | | | | | | | | |
| | | Vowell's | n/i | | | | | | | | | | | | | | | | 0.49 | | |
| | | Walmart | Harvestland | A | 4.84 | | | | | | | | | | | | | | | | |
| | | Winn-Dixie | Sanderson Farms | | | 2.99 | | 2.99 | | | 2.99 | | 0.99 | | 0.99 | | 0.99 | | | | |
| | | | Rancher's Home | | | 1.99 | | | | | | | | | | | | | 2.00 | 2.60 | |
| | | Tyson | | | | | | | | | | | | | | | | | | | |
| | | n/i | | | | | | | | | | | | | | | | | | 6.00 | |
| NC | ALDI | Kirkwood | | | | | | | | 1.99 | | | | | | | | | | | |
| | Bi-Lo | n/i | | | | | | | | | | 0.89 | | 0.89 | | | | | | | |
| | | Rancher's Home | | | | 1.99 | | | | | | | | | | | | | | | |
| | | Tyson | | | | | | | | | | | | | | | | | 2.00 | 2.60 | |
| | | n/i | | | | | | | | | | | | | | | | | | | 6.00 |
| | Carlie C's IGA | n/i | | | | | | | | 1.98 | | | | | | | | | | | |
| | Compare Foods | n/i | | | | | | | | | | | | | | | | 0.48 | | | |
| | Dollar General Mkt | n/i | | | | 2.00 | | | | | | | 1.25 | | 1.25 | | | | | | |
| | Earth Fare | n/i | | | 3.99 | | | | | | | | | | | | | | | | |
| | Farm Fresh | n/i | | | | | | | | | | | | | | | | | | | 6.99 |
| | | Farm Fresh | | | | 1.88 | | 1.88 | | | 1.88 | | | | | | | | | | |
| | Food Lion | Food Lion | | | | 1.79 | | | 1.49 | | | | | | | | | | 0.69 | | |
| | | Food Lion | | | | 1.99 | | | 1.89 | | | | | | | | | | | | |
| | | n/i | | | | | | | | | | | | | | | | | | | 5.99 |
| | Food Pride | Springer Mountain | A | | | | | | | | | | 0.99 | | 0.99 | | | | | | |
| | Fresh Foods | Wise Buy | | | | | | | | | | | | | | | | | 1.65 | | |
| | Springer Mountain | A | | | | | | | | 2.19 | | 0.99 | | 0.99 | | | | | | | |
| Galaxy Food Cntr | n/i | | | | | | | | | | | | | | | | | 0.49 | | 6.99 | |
| Great Valu Market | Tyson | | | | 1.99 | | | | | | | | | | | | | | | | |
| | Gold Leaf | | | | | | | | | | | | | | | | | 0.69 | | | |
| | Perdue | | | | | | | | | | | 1.19 | | 1.19 | | | | | | | |
| | Essential Everyday | | | | | | | | | | | | | | | | | 2.00 | 2.33 | | |
| | H-Mart | n/i | | | 2.98 | | | | | | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

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Independence Day 2017

CHICKEN

| State | Supermarket | Brand | Key | B/S Breast | | B/S Thighs | | Split Breast | | Wings | | Thighs | | Drumsticks | | Leg Quarters | | IQF | | Fried 8-piece | |
|--------------|------------------|--------------------|-------------------|------------|---------|------------|---------|--------------|-------|-------|-------|--------|-------|------------|-------|--------------|--------|--------|--------|---------------|------|
| | | | | reg | value | reg | value | reg | value | reg | value | reg | value | reg | value | tray | bagged | Breast | Tender | | |
| NC (cont) | Harris Teeter | Harris Teeter | | | 2.97 | | 2.77 | | | | 2.97 | | 1.27 | | 1.27 | 0.97 | | | | | |
| | Perdue | Perdue | A | 4.99 | | | | | | | | | | | | | | | | | |
| | Harvestland | Harvestland | A | 4.99 | | | | | 1.97 | | | | | | | | | | | | |
| | Harvey's | n/i | | | | | | | 1.68 | | | | | | | 0.48 | | | | | |
| | IGA Food Stores | Springer Mountain | A | | | 2.29 | | | | 2.49 | | | | | | | | | | | |
| | IGA Stores SE | n/i | | | | | | | 1.28 | | | | | | | | 0.49 | | | | |
| | Ingle's Markets | Tyson | A | | | | | | 0.98 | | | | 0.98 | | 0.98 | | | | | | |
| | Just \$ave Foods | n/i | | | | | | | | | | | | | | | 0.49 | | | 7.49 | |
| | Lidl | n/i | | | 1.99 | | | | | | | | | | | | | | | | |
| | | Sanderson Farms | | | | | | | | 1.49 | | | | | | | | | | | |
| | Lowe's Foods | Amick Farms | L | | 1.97 | | | | | | | | | | | | | | | | |
| | | Perdue | | | | | | | | | | | 0.99 | | 0.99 | | | | | | |
| | | Chicken Kitchen | | | | | | | | | | | | | | | | | | | 7.99 |
| | | Kroger MidAtlantic | Simple Truth | A | 25% off | | 25% off | | | | | | | | | | | | | | |
| | | | Heritage Farm | | | 1.79 | | | | | | | | | | | | | | | |
| | | | Fresh Foods Mrkt | | | | | | | | | | | | | | | | | | 5.99 |
| | | Piggly Wiggly Reta | Wise Buy | | | | | | | | | | | | | | | | 1.49 | | |
| | | | Fieldale | | | | | | | | | | | | | | | | 0.69 | | |
| | | | Springer Mountain | A | 3.19 | | | | 1.89 | | 2.69 | | | | | | | | | | |
| | | Piggly Wiggly Strs | Sanderson Farms | | | | | | | | 1.99 | | | | | | | | | | |
| | | n/i | | | | | | | | | | | | | | | | | | 9.99 | |
| | Publix | Publix | | | | | | BOGO | | | | BOGO | | BOGO | | | | | | 6.99 | |
| | | Murray's | A | 3.49 | | | | | | | | | | | | | | | | | |
| | Save-a-Lot | n/i | | | | | | | | | | | | | | | 0.49 | | | | |
| | Sprout's | n/i | | | 2.99 | 2.99 | | | | | | | | | | | | | | | |
| | Target | Market Pantry | | | | | | | | | | | | | | | | | 1.99 | | |
| | The Fresh Market | n/i | A | 3.99 | | | | | | | | | | | | | | | | | |
| | Trader Joe's | Trader Joe's | O | | | | | 2.99 | | | | | | 2.99 | | | | | | | |
| | United Grocery | n/i | | | 1.99 | | | | | | | | | | | | | | | | |
| | Walmart | Harvestland | A | 4.84 | | | | | | | | | | | | | | | | | |
| SC | ALDI | Kirkwood | | | | | | | | 1.99 | | | | | | | | | | | |
| | Bi-Lo | n/i | | | | | | | | | | 0.89 | | 0.89 | | | | | | | |
| | | Rancher's Home | | | 1.99 | | | | | | | | | | | | | | | | |
| | | Tyson | | | | | | | | | | | | | | | | 2.00 | 2.60 | | |
| | | n/i | | | | | | | | | | | | | | | | | | 6.00 | |

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CHICKEN

| State | Supermarket | Brand | Key | B/S Breast | | B/S Thighs | | Split Breast | | Wings | | Thighs | | Drumsticks | | Leg Quarters | | IQF | | Fried 8-piece | | |
|-------------------|---------------------|-------------------|-----|------------|-------|------------|-------|--------------|-------|-------|-------|--------|-------|------------|-------|--------------|--------|--------|--------|---------------|------|------|
| | | | | reg | value | reg | value | reg | value | reg | value | reg | value | reg | value | tray | bagged | Breast | Tender | | | |
| SC (cont) | Dollar General Mrkt | n/i | | | 2.00 | | | | | | | 1.25 | | 1.25 | | | | | | | | |
| | Earth Fare | n/i | | 3.99 | | | | | | | | | | | | | | | | | | |
| | Food Lion | Food Lion | | | | 1.79 | | | | | | | | | | | | 0.69 | | | | |
| | | Food Lion | | | | 1.99 | | | | | | | | | | | | | | | | |
| | Galaxy Food Cntr | n/i | | | | | | | | | | | | | | | | | | | 5.99 | |
| | | n/i | | | | | | | | | | | | | | | | | | | | 6.99 |
| | Harris Teeter | Harris Teeter | | | | 2.97 | | 2.77 | | | | 2.97 | | 1.27 | | 1.27 | | 0.97 | | | | |
| | | Perdue | A | | 4.99 | | | | | | | | | | | | | | | | | |
| | | Harvestland | A | | 4.99 | | | | | | | | | | | | | | | | | |
| | Harvey's | n/i | | | | | | | | | | | | | | | | | | | | |
| | IGA Food Stores | Springer Mountain | A | | | | 2.29 | | | | | 2.49 | | | | | | | | | | |
| | IGA Stores SE | n/i | | | | | | | | | | | | | | | | | | | | |
| | Ingle's Markets | Tyson | A | | | | | | | | | | | 0.98 | | 0.98 | | | | | | |
| | Kroger Atlanta | Heritage Farm | | | | 1.99 | | | | | | | | | | | | | | | | |
| | | Perdue | | | | | | | | | | | | | | | | | | | | |
| | Lidl | Fresh Foods Mrkt | | | | | | | | | | | | | | | | | | | | |
| | | n/i | | | | 1.99 | | | | | | | | | | | | | | | | |
| | Lowe's Foods | Sanderson Farms | | | | | | | | | | 1.49 | | | | | | | | | | |
| | | Amick Farms | L | | | 1.97 | | | | | | | | | | | | | | | | |
| | | Perdue | | | | | | | | | | | | | 0.99 | | 0.99 | | | | | |
| | Chicken Kitchen | | | | | | | | | | | | | | | | | | | | 7.99 | |
| Piggly Wiggly Car | n/i | | | | | | | | | | | | 0.97 | | 0.97 | | | | | | | |
| Publix | Publix | | | | | | | BOGO | | | | BOGO | | BOGO | | | | | | | | |
| | Murray's | A | | 3.49 | | | | | | | | | | | | | | | | | | |
| Quality Foods | n/i | | | | | | | | | | | | | | | | | | | | | |
| Save-a-Lot | n/i | | | | | | | | | | | | | | | | | | | | | |
| Target | Market Pantry | | | | | | | | | | | | | | | | | | | | | |
| The Fresh Market | n/i | A | | 3.99 | | | | | | | | | | | | | | | | | | |
| Trader Joe's | Trader Joe's | O | | | | | | 2.99 | | | | | | | | | | | | | | |
| Walmart | Harvestland | A | | 4.84 | | | | | | | | | | | | | | | | | | |
| TN | ALDI | Kirkwood | | | | | | | | | 1.99 | | | | | | | | | | | |
| | Cash Saver TC | n/i | | | | | | | | | 1.88 | | | | | | | | | | | |
| | Chappell's | n/i | | | | | | | | | | | | | | | | | | | | |
| | Dollar General Mrkt | n/i | | | 2.00 | | | | | | | | | 1.25 | | 1.25 | | | | | | |

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CHICKEN

| State | Supermarket | Brand | Key | B/S Breast | | B/S Thighs | | Split Breast | | Wings | | Thighs | | Drumsticks | | Leg Quarters | | IQF | | Fried 8-piece | | | |
|--------------|------------------|--------------------|-------------------|------------|---------|------------|---------|--------------|-------|-------|-------|--------|-------|------------|-------|--------------|--------|--------|--------|---------------|------|------|------|
| | | | | reg | value | reg | value | reg | value | reg | value | reg | value | reg | value | tray | bagged | Breast | Tender | | | | |
| TN (cont) | E.W. James | n/i | | | 1.98 | | | | | | | | | | | | 0.59 | | | | | | |
| | | Sanderson Farms | | | | | | | 1.48 | | | | | | | | | | | | | | |
| | | Charlie Biggs | | | | | | | | | | | | | | | | | | | 7.98 | | |
| | | Earth Fare | n/i | | 3.99 | | | | | | | | | | | | | | | | | | |
| | | Food City | Holly Farms | | | 1.99 | | | | | | | | | | | | | | | | 6.99 | |
| | | | n/i | | | | | | | | | | | | | | | | | | | 6.99 | |
| | | Food Country | n/i | | | 1.99 | | | | | | | | | | | 0.78 | | | | | | |
| | | Food Giant | n/i | | | | | | | | | | | | | | | 0.49 | | | | | |
| | | Food Lion | Food Lion | | | 1.79 | | | | | | | | | | | | 0.69 | | | | | |
| | | | Food Lion | | | 1.99 | | | | | | | | | | | | | | | | | 5.99 |
| | | | n/i | | | | | | | | | | | | | | | | | | | | 5.99 |
| | | Food Rite | Food Rite | | | | | | | | | 2.79 | | | | | | 0.49 | | | | | 6.99 |
| | | | Charley Biggs | | | | | | | | | | | | | | | | | | | | 6.99 |
| | | Gordon Food | n/i | | | 1.49 | | | | | | | 2.60 | | | | | | | | | | |
| | | H.G. Hill | n/i | | | | | | | | | | | | | | | 0.59 | | | | | 7.99 |
| | | IGA Houchen's | Springer Mountain | A | 2.99 | | | | | | | | | | | | | | | | | | |
| | | | IGA Blue Ribbon | | | | | | | | | | | | | | | | | | | | |
| | | IGA Stores OH/KY | Sanderson Farms | | | 2.29 | | | | | | | | 0.99 | | 0.99 | | | | | | | |
| | | IGA Stores SE | n/i | | | | | | | | 1.28 | | | | | | | 0.49 | | | | | |
| | | Ingle's Markets | Tyson | A | | | | | | | 0.98 | | | | 0.98 | | 0.98 | | | | | | |
| | | Kroger Delta | Sanderson Farms | | | 1.88 | | | | | | | | | | | | | | | | | |
| | | | Heritage Farm | | | | | | | | | 2.49 | | | | | | | | | | | |
| | | Kroger MidAtlantic | Simple Truth | A | 25% off | | 25% off | | | | | | | | | | | | | | | | |
| | | | Heritage Farm | | | 1.79 | | | | | | | | | | | | | | | | | |
| | | | Fresh Foods Mrkt | | | | | | | | | | | | | | | | | | | | 5.99 |
| | | Kroger Nashville | Heritage Farm | | | 1.99 | | | | | | | | | | | | | | | | | |
| | | | Fresh Foods Mrkt | | | | | | | | | | | | | | | | | | | | |
| | Luckys Supermrkt | n/i | | | | | | | | | | | | | | | | | | | | | |
| | Publix | Publix | | | | | | | | | | | | | | | | | | | | | |
| | | Murray's | A | 3.49 | | | | | | | | | | | | | | | | | | | |
| | Osborne's | n/i | | | | | | | | | | | | | | | | | | | | | |
| | Save-a-Lot | n/i | | | | | | | | | | | | | | | | | | | | | |
| | Shop-Rite | n/i | | | | | | | | | | | | | | | | | | | | | |
| | Sprout's | n/i | | | 2.99 | | 2.99 | | | | | | | | | | | | | | | | |
| | Super Dollar | n/i | | | 1.99 | | | | | | | | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

prices in \$US per pound unless otherwise noted.

Independence Day 2017

CHICKEN

| State | Supermarket | Brand | Key | B/S Breast | | B/S Thighs | | Split Breast | | Wings | | Thighs | | Drumsticks | | Leg Quarters | | IQF | | Fried 8-piece | |
|-------------------|--------------------|-------------------|------|------------|-------|------------|-------|--------------|-------|-------|-------|--------|-------|------------|-------|--------------|--------|--------|--------|---------------|------|
| | | | | reg | value | reg | value | reg | value | reg | value | reg | value | reg | value | tray | bagged | Breast | Tender | | |
| TN (cont) | Target | Market Pantry | | | | | | | | | | | | | | | | 1.99 | | | |
| | TC Grocery | n/i | | | | | | 1.19 | | | | 1.29 | | 0.99 | | 0.59 | | | | 7.99 | |
| | | Best Choice | | | | | | | | | | | | | | | | 2.00 | 2.00 | | |
| | The Fresh Market | n/i | A | 3.99 | | | | | | | | | | | | | | | | | |
| | Tietgens | n/i | | | | | | | 0.99 | | | | | | | | | | | | |
| | Trader Joe's | Trader Joe's | O | | | | | 2.99 | | | | | | 2.99 | | | | | | | |
| | United Grocery | n/i | | | 1.99 | | | | | | | | | | | | | | | | |
| Walmart | Harvestland | A | 4.84 | | | | | | | | | | | | | | | | | | |
| VA | ALDI | Kirkwood | | | | | | | | 1.99 | | | | | | | | | | | |
| | Associated | Perdue | | 1.99 | | | | | 2.99 | | | | | | 0.69 | | | | | | |
| | | Harvestland | O | | | | | | | | | | 2.99 | | | | | | | | |
| | | Springer Mountain | A | 4.99 | | 2.99 | | 2.99 | | | | 1.49 | | 2.99 | | 1.49 | | | | | |
| | | n/i | | | 1.99 | | | | | | | | | | | | | | | | |
| | Dollar General Mkt | n/i | | | 2.00 | | | | | | | 1.25 | | 1.25 | | | | | | | |
| | Farm Fresh | n/i | | | | | | | | | | | | | | | | | | 6.99 | |
| | | Farm Fresh | | | 1.88 | | 1.88 | | | | 1.88 | | | | | | | | | | |
| | Food City | Holly Farms | | | 1.99 | | | | | | | | | | | | | | | | 6.99 |
| | | n/i | | | | | | | | | | | | | | | | | | | 6.99 |
| | Food Country | n/i | | | 1.99 | | | | | | | | | | | 0.78 | | | | | 6.99 |
| | Food Lion | Food Lion | | | 1.79 | | | | 1.49 | | | | | | | | 0.69 | | | | |
| | | Food Lion | | | 1.99 | | | | 1.89 | | | | | | | | | | | | |
| | | n/i | | | | | | | | | | | | | | | | | | | 5.99 |
| | Galaxy Food Cntr | n/i | | | | | | | | | | | | | | | 0.49 | | | | 6.99 |
| | Giant Foods | Giant | | | 1.99 | | 1.99 | | | | | 0.99 | | 0.99 | 0.99 | | | | | | 5.99 |
| | | Nature's Promise | A | 5.99 | | | | | | | | | | | | | | | | | |
| | | Nature's Promise | O | 6.99 | | | | | | | | | | | | | | | | | |
| | Grants | Perdue | | | | | | | | | | | | | | 0.59 | | | | | |
| | | n/i | | | | | | | | | | | | | | | | | | | |
| Great Valu Market | Tyson | | | 1.99 | | | | | | | | | | | | | | | | | |
| | Gold Leaf | | | | | | | | | | | | | | | | | | | | |
| | Perdue | | | | | | | | | | 1.19 | | 1.19 | | | | | | | | |
| | Essential Everyday | | | | | | | | | | | | | | | | | 2.00 | 2.33 | | |
| H-Mart | n/i | | | | | | | | | 2.99 | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

prices in \$US per pound unless otherwise noted.

Independence Day 2017

CHICKEN

| State | Supermarket | Brand | Key | B/S Breast | | B/S Thighs | | Split Breast | | Wings | | Thighs | | Drumsticks | | Leg Quarters | | IQF | | Fried 8-piece |
|--------------|------------------|----------------------|-------------------|------------|---------|------------|---------|--------------|-------|-------|-------|--------|-------|------------|-------|--------------|--------|--------|--------|---------------|
| | | | | reg | value | reg | value | reg | value | reg | value | reg | value | reg | value | tray | bagged | Breast | Tender | |
| VA (cont) | Harris Teeter | Harris Teeter | | | 2.97 | | 2.77 | | | | 2.97 | | 1.27 | | 1.27 | 0.97 | | | | |
| | | Perdue | A | 4.99 | | | | | | | | | | | | | | | | |
| | | Harvestland | A | 4.99 | | | | | 1.97 | | | | | | | | | | | |
| | | IGA Stores SE | n/i | | | | | | | | | | | | | | 0.49 | | | |
| | | Ingle's Markets | Tyson | A | | | | | 0.98 | | | | 0.98 | | 0.98 | | | | | |
| | | Kroger MidAtlantic | Simple Truth | A | 25% off | | 25% off | | | | | | | | | | | | | |
| | | | Heritage Farm | | | 1.79 | | | | | | | | | | | | | | |
| | | | Fresh Foods Mrkt | | | | | | | | | | | | | | | | | |
| | | Lidl | n/i | | | 1.99 | | | | | | | | | | | | | | |
| | | | Sanderson Farms | | | | | | | 1.49 | | | | | | | | | | |
| | | Lowe's Foods | Amick Farms | L | | 1.97 | | | | | | | | | | | | | | |
| | | | Perdue | | | | | | | | | | 0.99 | | 0.99 | | | | | |
| | | | Chicken Kitchen | | | | | | | | | | | | | | | | | |
| | | Martins Food | Giant | | | 1.88 | | 1.88 | | | | | | 0.99 | | 0.99 | 0.99 | | | |
| | | | Nature's Promise | A | 5.99 | | | | | | | | | | | | | | | |
| | | | Nature's Promise | O | 6.99 | | | | | | | | | | | | | | | |
| | | Piggly Wiggly Retail | Wise Buy | | | | | | | | | | | | | | | | 1.49 | |
| | | | Fieldale | | | | | | | | | | | | | | | 0.69 | | |
| | | | Springer Mountain | A | 3.19 | | | | 1.89 | | | 2.69 | | | | | | | | |
| | | Piggly Wiggly Strs | Sanderson Farms | | | | | | | | | 1.99 | | | | | | | | |
| | | | n/i | | | | | | | | | | | | | | | | | 9.99 |
| | | Price Rite | Amick Farms | | | 1.79 | | | | | | | | 0.88 | | 0.88 | | | | |
| | | Publix | Publix | | | | | | BOGO | | | | BOGO | | BOGO | | | | | 6.99 |
| | | | Murray's | A | 3.49 | | | | | | | | | | | | | | | |
| | | Safeway Eastern | Signature Farms | | | 1.88 | | | | 1.79 | | | | | | | | | | |
| | | | Signature Café | | | | | | | | | | | | | | | | | 5.99 |
| | | Save-a-Lot | n/i | | | | | | | | | | | | | | | 0.49 | | |
| | | Shop'n Save | Tyson | | | BOGO | | | | | | | | 0.98 | | 0.98 | | | | |
| | | Shoppers Food | n/i | | | | | | | | | | | 1.29 | | 1.29 | | | | 5.99 |
| | | | Perdue | | | 1.98 | | 1.98 | | | | 1.98 | | | | | | | | |
| | | Wild Harvest | A | | | | | | | | | | | 1.99 | | | | | | |
| | Super Dollar | n/i | | | 1.99 | | | | | | | | | | | | | | | |
| | Target | Market Pantry | | | | | | | | | | | | | | | | 1.99 | | |
| | The Fresh Market | n/i | A | 3.99 | | | | | | | | | | | | | | | | |
| | Trader Joe's | Trader Joe's | O | | | | | 2.99 | | | | | | 2.99 | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

prices in \$US per pound unless otherwise noted.

Independence Day 2017

CHICKEN

| State | Supermarket | Brand | Key | B/S Breast | | B/S Thighs | | Split Breast | | Wings | | Thighs | | Drumsticks | | Leg Quarters | | IQF | | Fried 8-piece |
|--------------------|--------------------|--------------------|------|------------|-------|------------|-------|--------------|-------|-------|-------|--------|-------|------------|-------|--------------|--------|--------|--------|---------------|
| | | | | reg | value | reg | value | reg | value | reg | value | reg | value | reg | value | tray | bagged | Breast | Tender | |
| VA (cont) | Walmart | Harvestland | A | 4.84 | | | | | | | | | | | | | | | | |
| | Wegmans | Wegmans | | 3.79 | 1.88 | | 1.99 | 3.19 | 1.79 | | | 1.79 | 0.99 | | 0.79 | | | | | |
| | | Wegmans | A | 4.49 | | 4.29 | | 3.69 | | 4.29 | | 2.29 | | 1.99 | | | | | | |
| | | Wegmans | O | 7.99 | 6.99 | 5.49 | 4.69 | 5.79 | | | | 3.99 | | 2.99 | 1.99 | | | | | |
| | Weis Markets | Perdue | | | 2.49 | | | | BOG2 | BOG2 | | | BOG2 | BOG2 | BOG2 | BOG2 | | | | |
| WV | ALDI | Kirkwood | | | | | | | | | 1.99 | | | | | | | | | |
| | Dollar General Mkt | n/i | | | 2.00 | | | | | | | | 1.25 | | 1.25 | | | | | |
| | Food Fair | n/i | | | | | | | | | | | | | | | | | | 6.99 |
| | Food Lion | Food Lion | | | 1.79 | | | | | | 1.49 | | | | | | 0.69 | | | |
| | | Food Lion | | | 1.99 | | | | | | 1.89 | | | | | | | | | |
| | | n/i | | | | | | | | | | | | | | | | | | |
| | Foodland | Tyson | | | | | | | | 1.49 | | | | | | | | | | |
| | Galaxy Food Cntr | n/i | | | | | | | | | | | | | | | 0.49 | | | 6.99 |
| | Giant Eagle | Giant Eagle | | | BOGO | | | | | | | | | | | | | | | |
| | Grants | Perdue | | | | | | | | | | | | | | 0.59 | | | | |
| | | n/i | | | | | | | | | | | | | | | | | | |
| | Great Valu Market | Tyson | | | 1.99 | | | | | | | | | | | | | | | |
| | | Gold Leaf | | | | | | | | | | | | | | | | 0.69 | | |
| | | Perdue | | | | | | | | | | | 1.19 | | 1.19 | | | | | |
| | | Essential Everyday | | | | | | | | | | | | | | | | | 2.00 | 2.33 |
| | IGA Stores SE | n/i | | | | | | | | 1.28 | | | | | | | 0.49 | | | |
| | Kroger Columbus | Heritage Farm | | | 1.99 | | | | | | | | | | | | | | | |
| | | Simple Truth | A | 4.99 | | | | | | | | | | | | | | | | |
| | | Fresh Foods Mrkt | | | | | | | | | | | | | | | | | | |
| | Kroger MidAtlantic | Simple Truth | A | 25% off | | 25% off | | | | | | | | | | | | | | |
| | Heritage Farm | | | 1.79 | | | | | | | | | | | | | | | | |
| | Fresh Foods Mrkt | | | | | | | | | | | | | | | | | | | |
| Martins Food | Giant | | | 1.88 | | 1.88 | | | | | | 0.99 | | 0.99 | | 0.99 | | | | |
| | Nature's Promise | A | 5.99 | | | | | | | | | | | | | | | | | |
| | Nature's Promise | O | 6.99 | | | | | | | | | | | | | | | | | |
| Piggly Wiggly Strs | Sanderson Farms | | | | | | | | | | 1.99 | | | | | | | | | |
| | n/i | | | | | | | | | | | | | | | | | | | |
| Riesbeck's | Best Choice | | | | | | | | | | | | | | | | | 1.79 | 1.79 | |
| | n/i | | | | | | | | | | | 0.99 | | 0.99 | | | | | | |
| Save-a-Lot | n/i | | | | | | | | | | | | | | | 0.49 | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Independence Day 2017

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CHICKEN

| State | Supermarket | Brand | Key | B/S Breast | | B/S Thighs | | Split Breast | | Wings | | Thighs | | Drumsticks | | Leg Quarters | | IQF | | Fried 8-piece |
|---------------------|--------------|---------------|-----|------------|-------|------------|-------|--------------|-------|-------|-------|--------|-------|------------|-------|--------------|--------|--------|--------|------------------|
| | | | | reg | value | reg | value | reg | value | reg | value | reg | value | reg | value | tray | bagged | Breast | Tender | |
| WV <i>(cont)</i> | Shop'n Save | Tyson | | BOGO | | | | | | | | 0.98 | | 0.98 | | | | | | |
| | Sparkle | n/i | | | | | | | | | | 0.98 | | | | | | | | |
| | Target | Market Pantry | | | | | | | | | | | | | | | | 1.99 | | |
| | Walmart | Harvestland | A | 4.84 | | | | | | | | | | | | | | | | |
| | Weis Markets | Perdue | | | 2.49 | | | | BOG2 | BOG2 | | | BOG2 | BOG2 | BOG2 | BOG2 | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

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CHICKEN

| State | Supermarket | Brand | Key | B/S Breast | | B/S Thighs | | Split Breast | | Wings | | Thighs | | Drumsticks | | Leg Quarters | | IQF | | Fried 8-piece | |
|--|-------------------|-----------------|-----|------------|-------|------------|-------|--------------|-------|-------|-------|--------|-------|------------|-------|--------------|--------|--------|--------|---------------|------|
| | | | | reg | value | reg | value | reg | value | reg | value | reg | value | reg | value | tray | bagged | Breast | Tender | | |
| MIDWESTERN U.S. - IA,IL,IN,MI,MN,ND,NE,OH,SD,WI | | | | | | | | | | | | | | | | | | | | | |
| IA | Affiliated MW | n/i | | | | | | | | | | | 0.49 | | | | | | | | |
| | | n/i | | | | | | | | | | 0.79 | | | | | | | | | |
| | | Best Choice | | | | | | | | | | | | | | | | | 1.33 | 1.33 | |
| | ALDI | Kirkwood | | | | | | | | 1.99 | | | | | | | | | | | |
| | Family Fare | Gold'n Plump | | | | | | | | | | 1.14 | | 1.14 | | | | | | | |
| | | n/i | | | | | | | | | | | | | | | | | | | 6.99 |
| | Family Foods | Gold'n Plump | | | 3.50 | | | | | | | | 1.14 | | 1.14 | | | | | | |
| | Fishers Jack&Jill | n/i | | | | 1.99 | | | | | | | | | | | | | | | |
| | Food Pride | Open Acres | | | | 2.29 | | | | | | 1.79 | | 1.79 | | 2.39 | | | | | |
| | Fresh Thyme | Coleman | O | | 5.99 | | | | | | | | | | | | | | | | |
| | Hometown Foods | Best Choice | | | | | | | | | | | | | | | | | 1.63 | 1.63 | |
| | | n/i | | | | | | | 0.99 | | | | | | | | | | | | |
| | Hy-Vee | Hy-Vee | | | 3.99 | | | | | 2.99 | | | | | | | | | | | 6.99 |
| | Jewel-Osco | Perdue | | | BOGO | | | | | | | | | | | | | | | | |
| | | Signature Farms | | | | | | | | | | | 1.49 | | 1.49 | | | | | | |
| | Lucky's Market | n/i | A | | 1.98 | | | | | | | | | | | | | | | | |
| | Maynard Foods | Tyson | | | | | | | | | | | 0.89 | | 0.89 | | | | | | |
| | No Frills | n/i | | | | 1.99 | | | | | | | | | | | | | | | 6.99 |
| | Price Chopper | n/i | | | | | | | | | | | | | | | | | | | 8.99 |
| | | KC Pride | | | 3.99 | | | | | | | | | | | | | | | | |
| Quillin's | n/i | | | | | | | | | | | 0.89 | | 0.89 | | | | | | | |
| Save-a-Lot | n/i | | | | | | | | | | | | | | 0.49 | | | | | | |
| Schnuck's | Schnuck's | | | | | | | | | | | 0.99 | | 1.19 | | | | 2.33 | | 8.99 | |
| Sunshine Foods | n/i | | | | 1.99 | | | | | | | 0.88 | | 0.88 | | | | | | 7.97 | |
| Super Saver | Sanderson Farms | | | | | | | 1.48 | | | | | | | | | | | | | |
| Target | Market Pantry | | | | | | | | | | | | | | | | | 1.99 | | | |
| Thriftway Stores | n/i | | | | | | | 1.29 | | | | | | | | | | | | 7.99 | |
| Trader Joe's | Trader Joe's | O | | | | | | 2.99 | | | | | | 2.99 | | | | | | | |
| Walmart | Harvestland | A | | 4.84 | | | | | | | | | | | | | | | | | |
| IL | Affiliated MW | n/i | | | | | | | | | | | 0.79 | | | | | | | | |
| | | Best Choice | | | | | | | | | | | | | | | | | 1.33 | 1.33 | |
| | ALDI | Kirkwood | | | | | | | | 1.99 | | | | | | | | | | | |
| | Angelo Caputo's | n/i | | | | | | | | | | | | 0.69 | | 0.49 | | | | | |
| | Miller's | A | | | | | | | | | 2.19 | | 2.19 | | | | | | | | |

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Independence Day 2017

CHICKEN

| State | Supermarket | Brand | Key | B/S Breast | | B/S Thighs | | Split Breast | | Wings | | Thighs | | Drumsticks | | Leg Quarters | | IQF | | Fried 8-piece | |
|-------------------|-------------------|-------------------|-----|------------|-------|------------|-------|--------------|-------|-------|-------|--------|-------|------------|-------|--------------|--------|--------|--------|---------------|------|
| | | | | reg | value | reg | value | reg | value | reg | value | reg | value | reg | value | tray | bagged | Breast | Tender | | |
| IL (cont) | Berkot's | n/i | | BOGO | | | | | | 2.99 | | | | BOGO | | | | | | 6.00 | |
| | Borowiak's IGA | n/i | | | 1.99 | | | | | | 2.99 | | | | | | | | | | |
| | Brookhaven | n/i | | | 1.89 | 1.59 | | | | | | | | 0.99 | 0.69 | | | | | | |
| | Butera Market | Gerber's | A | | | | | | | | | | | | | | 0.49 | | | | |
| | | n/i | | | 2.29 | 1.99 | 2.69 | | | 1.49 | | | 1.29 | 0.99 | 1.09 | 0.79 | | | | 2.00 | |
| | Sun Chef | | | | | | | | | | | | | | | | | | | | |
| | Cermak | n/i | | | 2.99 | | | | | | | | | | 0.59 | | | | | | |
| | County Market NFI | n/i | | | | | | | 1.79 | | | | | | | | | | | | |
| | Cub Foods | n/i | | | | 1.99 | | | | | 1.99 | | | | | | | | | | |
| | Dierberg's | Perdue | A | | 3.99 | | | | | | 2.99 | | 0.99 | | 0.99 | | | | | | |
| | El Guero | n/i | | | | 1.99 | | | | | | 2.99 | | | 0.79 | | | | | | |
| | Fairplay Foods | n/i | | | | 1.49 | | | | | | | | | 0.69 | | 0.69 | | | | |
| | Fishers Jack&Jill | n/i | | | | 1.99 | | | | | | | | | | | | | | | |
| | Food 4 Less | Perdue | | | | | | | | | | | | 1.67 | | | | | | | |
| | | Heritage Farm | | | | 1.99 | | | | | | | | | | | | | | | |
| | n/i | | | | | | | | | | | | | | | | | | | | 5.99 |
| | Food Pride | Open Acres | | | | 2.29 | | | | | | | | 1.79 | | 1.79 | | | | | |
| | Fresh Thyme | Coleman | O | | 5.99 | | | | | | | | | | 2.39 | | | | | | |
| | Garden Fresh | n/i | | | | | | | | | | | | | | | 0.59 | | | | |
| | | Gerber's | A | | | | | | 2.49 | | | | | | | | | | | | |
| | Gordon Food | n/i | | | | 1.49 | | | | | | | | 2.60 | | | | | | | |
| | Heinen's | Gerber's | A | | 3.79 | | | | | | | | | | | | | | | | |
| | Hy-Vee | Hy-Vee | | | 3.99 | | | | | | 2.99 | | | | | | | | | | 6.99 |
| | IGA Houchen's | Springer Mountain | A | | 2.99 | | | | | | | | | | | | | | | | |
| | | IGA Blue Ribbon | | | | | | | | | | | | | | | | | | | |
| | IGA Stores IL/IN | n/i | | | 2.29 | | | | | | | | | 0.68 | 0.68 | | | | | | |
| | Jewel-Osco | Perdue | | | BOGO | | | | | | | | | | | | | | | | |
| Signature Farms | | | | | | | | | | | | | 1.49 | 1.49 | | | | | | | |
| Jimenez | n/i | | | | 1.99 | | | | | | | | | | | | | | | | |
| Kirby Foods IGA | Gold'n Plump | A | | 5.22 | | | | | | | | | | | | | | | | | |
| | n/i | | | | | | | | | | | | 1.09 | 1.09 | | | | | | | |
| Kroger Central | Tyson | A | | | 1.77 | | | | | | | | | | | | | | | | |
| | Fresh Foods Mrkt | | | | | | | | | | | | | | | | | | | 5.99 | |
| Kroger Louisville | Perdue | | | 2.99 | 1.88 | 1.88 | | | | | | | | | | | | | | | |
| | Simple Truth | O | | 5.99 | | | | | | | | | | | | | | | | | |

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CHICKEN

| State | Supermarket | Brand | Key | B/S Breast | | B/S Thighs | | Split Breast | | Wings | | Thighs | | Drumsticks | | Leg Quarters | | IQF | | Fried 8-piece | | |
|------------------|--------------|---------------------|---------------|------------|-------|------------|-------|--------------|-------|-------|-------|--------|-------|------------|-------|--------------|--------|--------|--------|---------------|------|------|
| | | | | reg | value | reg | value | reg | value | reg | value | reg | value | reg | value | tray | bagged | Breast | Tender | | | |
| IL (cont) | (continued) | Heritage Farm | | | | | | | | 2.49 | | | | | | | | | | | | |
| | | Fresh Foods Mrkt | | | | | | | | | | | | | | | | | | | 7.99 | |
| | | La Chiquita | n/i | | | | | | | | | | | | 0.59 | | | | | | | |
| | | Mariano's | n/i | | 1.99 | | | | | | | | | | | | | | | | | |
| | | Meijer | n/i | | | | | | | 1.29 | | | 1.29 | | 1.29 | | | | | | | |
| | | True Goodness | A | 3.99 | | | | | | | | | | | | | | | | | | |
| | | Pete's Market | n/i | | 1.99 | | | | | | 2.29 | 1.39 | | | | 0.49 | | 0.59 | | | | |
| | | Harvestland | A | 4.99 | | 3.99 | | | | | | | | | | | | | | | | |
| | | Piggly Wiggly MW | Gerber's | A | | | | | | | | | 1.79 | | 1.79 | | | | | | | |
| | | n/i | | | | | | | | 1.29 | | | | | | | | | | | | |
| | | Save-a-Lot | n/i | | | | | | | | | | | | | | | 0.49 | | | | |
| | | Schnuck's | Schnuck's | | | | | | | | | | 0.99 | | 1.19 | | | | | 2.33 | | 8.99 |
| | | Seafood City | n/i | | | | | | | | | | | | | 0.69 | | | | | | |
| | | Shop & Save Mrkt | n/i | | 2.99 | | | | | | 1.69 | | 1.49 | | | 0.39 | | | | | | 7.99 |
| | | Shop'n Save | n/i | | | 1.98 | | | | | | | 1.98 | | | | | | | | | |
| | | Sullivan's | n/i | | | 1.99 | | | | | | | | | | | | | | | | 8.99 |
| | | Sunset Foods | Miller's | A | | | | | 2.99 | | | | | | | | | | | | | |
| | | Target | Market Pantry | | | | | | | | | | | | | | | | | | 1.99 | |
| | | The Fresh Market | n/i | A | 3.99 | | | | | | | | | | | | | | | | | |
| | | Tony's Finer Food | n/i | | 3.99 | 1.69 | | 1.99 | | | | 2.99 | | | | 0.99 | 0.99 | | | | | |
| Trader Joe's | Trader Joe's | O | | | | | 2.99 | | | | | | 2.99 | | | | | | | | | |
| Valli Produce | n/i | | | 1.99 | | | | | | 2.49 | | | | 0.69 | | | | | | | | |
| Walmart | Harvestland | A | 4.84 | | | | | | | | | | | | | | | | | | | |
| Walt's Food Cntr | Walt's | | | 1.99 | | | | | | | | | | | | | | | | | | |
| | Miller's | A | | | | | 1.89 | | | | | 1.69 | | 1.69 | | | | | | | | |
| | Glenmark | | | | | | | | | | | | | | | | | | 1.66 | | | |
| IN | ALDI | Kirkwood | | | | | | | | | 1.99 | | | | | | | | | | | |
| | | Dollar General Mrkt | n/i | | 2.00 | | | | | | | | | 1.25 | | 1.25 | | | | | | |
| | | Earth Fare | n/i | 3.99 | | | | | | | | | | | | | | | | | | |
| | | Food 4 Less | Perdue | | | | | | | | | 1.67 | | | | | | | | | | |
| | | | Heritage Farm | | | 1.99 | | | | | | | | | | | | | | | | |
| | | | n/i | | | | | | | | | | | | | | | | | | | 5.99 |
| Fresh Encounters | Open Acres | | | 2.49 | | | | | | | | | | | | | | | | | | |
| Fresh Thyme | Coleman | O | 5.99 | | | | | | | | | | 2.39 | | | | | | | | | |
| Giant Eagle | Giant Eagle | | BOGO | | | | | | | | | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

prices in \$US per pound unless otherwise noted.

Independence Day 2017

CHICKEN

| State | Supermarket | Brand | Key | B/S Breast | | B/S Thighs | | Split Breast | | Wings | | Thighs | | Drumsticks | | Leg Quarters | | IQF | | Fried 8-piece | |
|--------------|-------------------|-------------------|-------------------|------------|-------|------------|-------|--------------|-------|-------|-------|--------|-------|------------|-------|--------------|--------|--------|--------|---------------|------|
| | | | | reg | value | reg | value | reg | value | reg | value | reg | value | reg | value | tray | bagged | Breast | Tender | | |
| IN (cont) | Gordon Food | n/i | | | 1.49 | | | | | | 2.60 | | | | | | | | | | |
| | Harding's | Open Acres | | | | 2.49 | | | | | | | 0.99 | 0.99 | | | | | | | |
| | | Smart Chicken | A | 5.99 | | | | | | | | | | | | | | | | | |
| | | Harvest Market | n/i | | | | | | | | | | | | | | | 0.59 | | | |
| | | Holiday Foods | n/i | | | | | | | | | | | | | | | 0.59 | | | |
| | | IGA Houchen's | Springer Mountain | A | 2.99 | | | | | | | | | | | | | | | | |
| | | | IGA Blue Ribbon | | | | | | | | | | | | | | | | | | |
| | | IGA SpartanNash | n/i | | | | | | | | | | | | | | | | 0.59 | | 6.99 |
| | | IGA Stores IL/IN | n/i | | 2.29 | | | | | | | | | 0.68 | 0.68 | | | | | | |
| | | IGA Stores OH/KY | Sanderson Farms | | | 2.29 | | | | | | | | 0.99 | 0.99 | | | | | | |
| | | Jay C Foods | Tyson | A | | 1.88 | | | | | | | | | | | | | | | |
| | | | Simple Truth | O | 5.99 | | | | | | | | | | | | | | | | |
| | | | Fresh Foods Mrkt | | | | | | | | | | | | | | | | | | 6.99 |
| | | Jewel-Osco | Perdue | | BOGO | | | | | | | | | | | | | | | | |
| | | | Signature Farms | | | | | | | | | | | | 1.49 | 1.49 | | | | | |
| | | Kirby Foods IGA | Gold'n Plump | A | 5.22 | | | | | | | | | | | | | | | | |
| | | | n/i | | | | | | | | | | | | 1.09 | 1.09 | | | | | |
| | | Kroger Central | Tyson | A | | 1.77 | | | | | | | | | | | | | | | |
| | | | Fresh Foods Mrkt | | | | | | | | | | | | | | | | | | 5.99 |
| | | Kroger Cincinnati | Tyson | A | | 1.77 | | | | | | | | | | | | | | | |
| | | | Heritage Farm | | | | | 1.99 | | | | | | | | | | | | | |
| | | | Fresh Foods Mrkt | | | | | | | | | | | | | | | | | | 6.99 |
| | | Kroger Louisville | Perdue | | 2.99 | 1.88 | 1.88 | | | | | | | | | | | | | | |
| | | | Simple Truth | O | 5.99 | | | | | | | | | | | | | | | | |
| | | Heritage Farm | | | | | | | | 2.49 | | | | | | | | | | | |
| | | Fresh Foods Mrkt | | | | | | | | | | | | | | | | | | 7.99 | |
| | Lucky's Market | n/i | A | | 1.98 | | | | | | | | | | | | | | | | |
| | Martins Supermrkt | Miller | A | 2.99 | | | | | | | | | | | | | | | | | |
| | Meijer | n/i | | | | | | | 1.29 | | | | 1.29 | 1.29 | | | | | | | |
| | | True Goodness | A | 3.99 | | | | | | | | | | | | | | | | | |
| | New Market | Miller's | A | | | | | | | | | | | 1.29 | | | | | | | |
| | | Tyson | | | | | | | | | | | | | | | | 2.92 | 2.92 | | |
| | Save-a-Lot | n/i | | | | | | | | | | | | | | | 0.49 | | | | |
| | Schnuck's | Schnuck's | | | | | | | | | | | 0.99 | 1.19 | | | | | 2.33 | 8.99 | |
| | Target | Market Pantry | | | | | | | | | | | | | | | | | 1.99 | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

prices in \$US per pound unless otherwise noted.

Independence Day 2017

CHICKEN

| State | Supermarket | Brand | Key | B/S Breast | | B/S Thighs | | Split Breast | | Wings | | Thighs | | Drumsticks | | Leg Quarters | | IQF | | Fried 8-piece | |
|---------------------|------------------|---------------|------|------------|-------|------------|-------|--------------|-------|-------|-------|--------|-------|------------|-------|--------------|--------|--------|--------|---------------|-------|
| | | | | reg | value | reg | value | reg | value | reg | value | reg | value | reg | value | tray | bagged | Breast | Tender | | |
| IN <i>(cont)</i> | The Fresh Market | n/i | A | 3.99 | | | | | | | | | | | | | | | | | |
| | Trader Joe's | Trader Joe's | O | | | | | 2.99 | | | | | | 2.99 | | | | | | | |
| | Walmart | Harvestland | A | 4.84 | | | | | | | | | | | | | | | | | |
| | Walt's Food Cntr | Walt's | | | 1.99 | | | | | | | | | | | | | | | | |
| | | Miller's | A | | | | | | 1.89 | | | | 1.69 | | 1.69 | | | | | 1.66 | |
| | Wesselman's | Glenmark | | | | | | | | | | | | | | | | | | | |
| | | n/i | | | | | | | | | | | | | | | 0.59 | | | | |
| | | Green Peak | | | | | | | | | | | | | | | | | | 1.66 | |
| MI | Affiliated MW | n/i | | | | | | | | | | | 0.79 | | | | | | | | |
| | | Best Choice | | | | | | | | | | | | | | | | | 1.33 | 1.33 | |
| | ALDI | Kirkwood | | | | | | | | 1.99 | | | | | | | | | | | |
| | Busch's | Farm Fresh | | | 1.99 | | | | | | | | | | | | | | | | |
| | | Miller's | A | | | | | 1.99 | | | | | | 1.99 | | | | | | | |
| | County Market | Gold'n Plump | | 4.44 | | | | | | | | 1.67 | | 1.67 | | | | | | | |
| | | n/i | | | | | | | | | | | | | | | | | | 6.99 | |
| | D&W Fresh Mrkt | Smart Chicken | O | 8.99 | | | | | | | | | | | | | | | | | |
| | Earth Fare | n/i | | 3.99 | | | | | | | | | | | | | | | | | |
| | Family Fare | Miller | A | 4.99 | | | | | | | | | | | | | | | | | |
| | | n/i | | | | | | | | | | | | | | | | | | | 5.99 |
| | Food Pride | Open Acres | | | | | | | 1.49 | | | | | | | | | | | | |
| | Fresh Thyme | Coleman | O | 5.99 | | | | | | | | | | 2.39 | | | | | | | |
| | Glory Supermrkts | n/i | | | | | | | 1.79 | | | | 0.78 | | 0.78 | | | | | | |
| | Gordon Food | n/i | | | 1.49 | | | | | | 2.60 | | | | | | | | | | |
| | Great Lakes | Gold'n Plump | | | | | | 2.50 | | | | 1.67 | | 1.67 | | | | | | | |
| | | n/i | | | | | | | | | | | | | | | | | | | 5.99 |
| | Harding's | Open Acres | | | | | 2.49 | | | | | | | 0.99 | | 0.99 | | | | | |
| | | Smart Chicken | A | 5.99 | | | | | | | | | | | | | | | | | |
| | Hollywood Market | Hollywood's | | | | | | | | | | | | | | | | | | | 10.99 |
| Kroger Central | Tyson | A | | 1.77 | | | | | | | | | | | | | | | | | |
| | Fresh Foods Mrkt | | | | | | | | | | | | | | | | | | | 5.99 | |
| Kroger Michigan | Tyson | A | | 1.77 | | | | | | | | | | | | | | | | | |
| | Simple Truth | A | 4.99 | | | | | | | | | | | | | | | | | | |
| | Fresh Foods Mrkt | | | | | | | | | | | | | | | | | | | 6.99 | |
| Lucky's Market | n/i | A | | 1.98 | | | | | | | | | | | | | | | | | |
| Martins Supermrkt | Miller | A | 2.99 | | | | | | | | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

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Independence Day 2017

CHICKEN

| State | Supermarket | Brand | Key | B/S Breast | | B/S Thighs | | Split Breast | | Wings | | Thighs | | Drumsticks | | Leg Quarters | | IQF | | Fried 8-piece |
|---------------------|-----------------|-------------------|---------------|------------|-------|------------|-------|--------------|-------|-------|-------|--------|-------|------------|-------|--------------|--------|--------|--------|---------------|
| | | | | reg | value | reg | value | reg | value | reg | value | reg | value | reg | value | tray | bagged | Breast | Tender | |
| MI <i>(cont)</i> | Meijer | n/i | | | | | | | 1.29 | | | | 1.29 | | 1.29 | | | | | |
| | | True Goodness | A | 3.99 | | | | | | | | | | | | | | | | |
| | | Pat's Foods IGA | Gold'n Plump | A | | 3.33 | | | | | | | | | | | | | | |
| | | | Gerber's | A | | | | | | | | 1.99 | | 1.99 | | | | | | |
| | | Polly's Market | Miller | O | | | 4.49 | | | | | | | | | | | | | |
| | | | Amish Country | | | | | 1.99 | | | | | | | | | 0.89 | | | |
| | | Ric's Food Center | n/i | | | | | | | | | | | | | | | 0.59 | | |
| | | | Gerber's | A | 3.99 | | | | | | | | | | | | | | | |
| | | Save-a-Lot | n/i | | | | | | | | | | | | | | | | 0.49 | |
| | | Spartan Stores | Open Acres | | | | | | | | | | 0.99 | | 0.99 | | | | | |
| | | Super One Foods | Gold'n Plump | | | | | | | | | | | | | | | | | |
| | | | Gerber's | A | | | | | | | | 1.66 | | 1.66 | | | | | | |
| | | Tadych's | Gerber's | A | | | | | | | | | 1.49 | | 1.49 | | | | | |
| | | | Gold'n Plump | | | | | | | | | | | | | | | | 2.50 | |
| | | Target | Market Pantry | | | | | | | | | | | | | | | | 1.99 | |
| | | Tom's/Oleson's | Open Acres | | | | | | | | | | 0.99 | | 0.99 | | | | | |
| | | | Miller's | A | | | | | | | | 1.79 | | 1.79 | | | | | | |
| | Trader Joe's | Trader Joe's | O | | | | | 2.99 | | | | | | 2.99 | | | | | | |
| | Valuland | n/i | | | 1.79 | | | | | | | | | | | | | | | |
| | VG's Grocery | Open Acres | | | | | | | | | | | | | | | | | | |
| | | Miller | A | 4.99 | | | | | | | | | | | | | | | | |
| | Walmart | Harvestland | A | 4.84 | | | | | | | | | | | | | | | | |
| MN | Affiliated MW | n/i | | | | | | | | | | | | 0.49 | | | | | | |
| | | n/i | | | | | | | | | | | 0.79 | | 0.79 | | | | | |
| | | Best Choice | | | | | | | | | | | | | | | | 1.33 | 1.33 | |
| | ALDI | Kirkwood | | | | | | | | 1.99 | | | | | | | | | | |
| | Cash Wise Foods | Gold'n Plump | A | | | | | | BOGO | | | | | | BOGO | | | | | |
| | | Gold'n Plump | A | | | | | | 2.09 | | | | | | 2.09 | | | | | |
| | Coborn's | Gold'n Plump | | | | | | | | | | | | | | | | BOGO | BOGO | |
| | Gold'n Plump | | | | | | | | | | | | | | | | 2.25 | 2.25 | | |
| County Market | Gold'n Plump | | 4.44 | | | | | | | | 1.67 | | 1.67 | | | | | | | |
| | n/i | | | | | | | | | | | | | | | | | | 6.99 | |
| | Cub Foods | n/i | | | 1.99 | | | | | | 1.99 | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

prices in \$US per pound unless otherwise noted.

Independence Day 2017

CHICKEN

| State | Supermarket | Brand | Key | B/S Breast | | B/S Thighs | | Split Breast | | Wings | | Thighs | | Drumsticks | | Leg Quarters | | IQF | | Fried 8-piece | | |
|--------------|-------------------|-----------------|------|------------|-------|------------|-------|--------------|-------|-------|-------|--------|-------|------------|-------|--------------|--------|--------|--------|---------------|------|------|
| | | | | reg | value | reg | value | reg | value | reg | value | reg | value | reg | value | tray | bagged | Breast | Tender | | | |
| MN (cont) | Econofoods | Gold'n Plump | | | | | | | | | | 1.14 | | 1.14 | | | | | | | 6.99 | |
| | n/i | | | | | | | | | | | | | | | | | | | | | |
| | Family Fare | Gold'n Plump | | | | | | | | | | 1.14 | | 1.14 | | | | | | | 6.99 | |
| | n/i | | | | | | | | | | | | | | | | | | | | 6.99 | |
| | Family Fresh | n/i | | | | | | | | | | | | | | | | | | | 5.99 | |
| | | Gold'n Plump | | | | | | | | | | | 1.14 | | 1.14 | | | | | | | |
| | | Tyson | | | | | | | | | | | | | | | | | 2.80 | 2.80 | | |
| | Festival | Gold'n Plump | | | | 2.99 | | | | | | | | | | | | | | | | |
| | | Our Own | | | | | | | | | | | | | | | | | | | | 7.77 |
| | Food Pride | Open Acres | | | | | | | 1.49 | | | | | | | | | | | | | |
| | Fresh Thyme | Coleman | O | 5.99 | | | | | | | | | | | 2.39 | | | | | | | |
| | Hornbacher's | n/i | | | 1.99 | | | | | | 1.99 | | | | | | | | | | | |
| | Hugo's | Our Family | | | | | | | | | | | | | | | | | | | 1.66 | |
| | | Gold'n Plump | | | 3.69 | | 3.08 | | | | | | | 3.50 | | | | | | | | |
| | Hy-Vee | Hy-Vee | | | 3.99 | | | | | | 2.99 | | | | | | | | | | | 6.99 |
| | Kowalski's | Gerber's | A | 5.99 | | | | | | | | | | | | | | | | | | |
| | Lunds & Byerlys | Lunds & Byerlys | | | | | | | | | | | | | | | | | | | | 7.99 |
| | Marketplace Foods | Gold'n Plump | A | 3.50 | | | 3.42 | | | | | | | BOGO | | BOGO | | | | | | |
| | | Gold'n Plump | A | | | | | | | | | | | 1.45 | | 1.45 | | | | | | |
| | Maynard Foods | Tyson | | | | | | | | | | | | 0.89 | | 0.89 | | | | | | |
| | Quillin's | n/i | | | | | | | | | | | | 0.89 | | 0.89 | | | | | | |
| | Rainbow Foods | n/i | | | | | | | 1.49 | | | | | | | | | | | | | |
| | Save-a-Lot | n/i | | | | | | | | | | | | | | | | 0.49 | | | | |
| | Sun Mart | n/i | | | | 1.99 | | | | | | | | | | | | | | | | 6.99 |
| | Sunshine Foods | n/i | | | | 1.99 | | | | | | | | | 0.88 | | 0.88 | | | | | 7.97 |
| | Super One Foods | Gold'n Plump | | | | | | | | | | | | 1.11 | | 1.11 | | | | | | 6.96 |
| | | Gerber's | A | | | | | | | | | | 1.66 | | 1.66 | | | | | | | |
| | SuperVALU Stores | Gold'n Plump | A | 4.25 | | | | | | | | | 1.67 | | 1.67 | | | | | | | |
| | n/i | | | | | | | | | | | | | | | | | | | | 6.99 | |
| | Gold'n Plump | | | 3.33 | | 2.98 | | | | | | | | | | | | | | | | |
| Target | Market Pantry | | | | | | | | | | | | | | | | | | | 1.99 | | |
| Teals Market | Gold'n Plump | | | 3.50 | | | | | | | | | 1.14 | | 1.14 | | | | | | 7.49 | |
| Trader Joe's | Trader Joe's | O | | | | | | 2.99 | | | | | | 2.99 | | | | | | | | |
| Walmart | Harvestland | A | 4.84 | | | | | | | | | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

prices in \$US per pound unless otherwise noted.

Independence Day 2017

CHICKEN

| State | Supermarket | Brand | Key | B/S Breast | | B/S Thighs | | Split Breast | | Wings | | Thighs | | Drumsticks | | Leg Quarters | | IQF | | Fried 8-piece |
|-------------------|------------------|-----------------|-----|------------|-------|------------|-------|--------------|-------|-------|-------|--------|-------|------------|-------|--------------|--------|--------|--------|---------------|
| | | | | reg | value | reg | value | reg | value | reg | value | reg | value | reg | value | tray | bagged | Breast | Tender | |
| ND | Affiliated MW | n/i | | | | | | | | | | 0.79 | | | | | | | | |
| | | Best Choice | | | | | | | | | | | | | | | | 1.33 | 1.33 | |
| | Albertsons Mntn | Albertson's | | | | | | | | | | | | | | | | | | 5.99 |
| | | Signature Farms | | | | | | | | | | | 0.99 | 0.99 | | | 0.99 | | | |
| | | n/i | | | 2.99 | | | | | | | | | | | | | | | |
| | Cash Wise Foods | Gold'n Plump | A | | | | | | BOGO | | | | | | | | | | | |
| | | Gold'n Plump | A | | | | | | 2.09 | | | | | | | | | | | |
| | Dan's | Gold'n Plump | | | | | | | | | | | 1.14 | 1.14 | | | | | | |
| | | Chester's | | | | | | | | | | | | | | | | | | 6.99 |
| | Family Fare | Gold'n Plump | | | | | | | | | | | 1.14 | 1.14 | | | | | | |
| | | n/i | | | | | | | | | | | | | | | | | | 6.99 |
| | Food Pride | Open Acres | | | | | | | 1.49 | | | | | | | | | | | |
| | Hornbacher's | n/i | | | | 1.99 | | | | | 1.99 | | | | | | | | | |
| | Hugo's | Our Family | | | | | | | | | | | | | | | | | 1.66 | |
| | | Gold'n Plump | | | 3.69 | | 3.08 | | | | | | | 3.50 | | | | | | |
| | Leevers Foods | Gold'n Plump | | | 3.50 | | 3.42 | | | | | | | 1.14 | | 1.14 | | | | |
| Marketplace Foods | Gold'n Plump | A | | 3.50 | | 3.42 | | | | | | | BOGO | | BOGO | | | | | |
| | Gold'n Plump | A | | | | | | | | | | | 1.45 | | 1.45 | | | | | |
| SuperVALU Stores | Gold'n Plump | A | | 4.25 | | | | | | | 1.67 | | | 1.67 | | | | | | |
| | n/i | | | | | | | | | | | | | | | | | | 6.99 | |
| | Gold'n Plump | | | 3.33 | | 2.98 | | | | | | | | | | | | | | |
| Target | Market Pantry | | | | | | | | | | | | | | | | | 1.99 | | |
| Teals Market | Gold'n Plump | | | 3.50 | | | | | | | | | 1.14 | | 1.14 | | | | | |
| Walmart | Harvestland | A | | 4.84 | | | | | | | | | | | | | | | | |
| NE | Affiliated MW | n/i | | | | | | | | | | | | 0.49 | | | | | | |
| | | n/i | | | | | | | | | | | | 0.79 | | | | | | |
| | | Best Choice | | | | | | | | | | | | | | | | 1.33 | 1.33 | |
| | ALDI | Kirkwood | | | | | | | | 1.99 | | | | | | | | | | |
| | Apple Market | Sanderson Farms | | | | | | | 1.79 | | | | | | | 1.29 | | | | |
| | | n/i | | | | | | | | | | | | | | | | | | |
| Baker's | Heritage Farm | | | | 1.99 | 1.99 | | | | | | | | | | | | | | |
| | Fresh Foods Mrkt | | | | | | | | | | | | | | | | | | 7.99 | |
| Family Fare | Gold'n Plump | | | | | | | | | | | | 1.14 | | 1.14 | | | | | |
| | n/i | | | | | | | | | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

prices in \$US per pound unless otherwise noted.

Independence Day 2017

CHICKEN

| State | Supermarket | Brand | Key | B/S Breast | | B/S Thighs | | Split Breast | | Wings | | Thighs | | Drumsticks | | Leg Quarters | | IQF | | Fried 8-piece | |
|--------------|------------------|---------------------|-----------------|------------|-------|------------|-------|--------------|-------|-------|-------|--------|-------|------------|-------|--------------|--------|--------|--------|---------------|------|
| | | | | reg | value | reg | value | reg | value | reg | value | reg | value | reg | value | tray | bagged | Breast | Tender | | |
| NE (cont) | Family Fresh | n/i | | | | | | | | | | | | | | | | | | 5.99 | |
| | | Gold'n Plump Tyson | | | | | | | | | | 1.14 | | 1.14 | | | | | 2.80 | 2.80 | |
| | | Food Pride | Open Acres | | | | | | 1.49 | | | | | | | | | | | | |
| | | Fresh Thyme | Coleman | O | 5.99 | | | | | | | | | | 2.39 | | | | | | |
| | | Hy-Vee | Hy-Vee | | 3.99 | | | | | 2.99 | | | | | | | | | | | 6.99 |
| | | No Frills | n/i | | | 1.99 | | | | | | | | | | | | | | | 6.99 |
| | | Russ's Market | Tyson | | | | | | | | | | | | | | | | | | 9.99 |
| | | Safeway Denver | Signature Café | | | | | | | | | | | | | | | | | | 5.99 |
| | | | Signature Farms | | | | | | | | | | 1.49 | | 1.49 | | | | | | |
| | | | n/i | | 2.59 | | 1.99 | | | | | | | | | | | | | | |
| | | Sun Mart | Open Nature | A | | 5.00 | | | | | | | | | | | | | | | |
| | | | n/i | | | 1.99 | | | | | | | | | | | | | | | 6.99 |
| | | Super Saver | Sanderson Farms | | | | | | | 1.48 | | | | | | | | | | | |
| | | Target | Market Pantry | | | | | | | | | | | | | | | | 1.99 | | |
| | Thriftway Stores | n/i | | | | | | | 1.29 | | | | | | | | | | | 7.99 | |
| | Trader Joe's | Trader Joe's | O | | | | | 2.99 | | | | | | 2.99 | | | | | | | |
| | Walmart | Harvestland | A | 4.84 | | | | | | | | | | | | | | | | | |
| OH | Acme Fresh Mrkt | Gerber's | A | 3.99 | | | | | | | | | | | | | | | | | |
| | | Acme Fresh | | | | | | | | | | | 0.89 | | 0.89 | | | | | | |
| | | Green Peak | | | | | | | | | | | | | | | | | | | |
| | | Green Peak | | | | | | | | | | | | | | | | | | | |
| | | ALDI | Kirkwood | | | | | | | 1.99 | | | | | | | | | | | |
| | | Dave's Markets | n/i | | | | | | | | | | 0.99 | | 0.99 | | | | | | |
| | | Dollar General Mrkt | n/i | | | 2.00 | | | | | | | 1.25 | | 1.25 | | | | | | |
| | | Dorothy Lane | DLM Natural | A | | | 3.49 | | | | | | | | | | | | | | |
| | | Earth Fare | n/i | | 3.99 | | | | | | | | | | | | | | | | |
| | | Fishers Foods | Fisher's | | 2.47 | | | | | | | | | | | | | | | | |
| | | Food Fair | n/i | | | | | | | | | | | | | | | | | | |
| | | Fresh Encounters | Open Acres | | | 2.49 | | | | | | | | | | | | | | | |
| | | Fresh Thyme | Coleman | O | 5.99 | | | | | | | | | | 2.39 | | | | | | |
| | | Geyer's | Gerber's | A | | | | | | | | 1.49 | | 1.49 | | | | | | | |
| | | n/i | | | | | | | | | | | | | | | | | | | |
| | Giant Eagle | Giant Eagle | | BOGO | | | | | | | | | | | | | | | | | |
| | Gordon Food | n/i | | | 1.49 | | | | | 2.60 | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

prices in \$US per pound unless otherwise noted.

Independence Day 2017

CHICKEN

| State | Supermarket | Brand | Key | B/S Breast | | B/S Thighs | | Split Breast | | Wings | | Thighs | | Drumsticks | | Leg Quarters | | IQF | | Fried 8-piece | |
|---------------------|--------------------|------------------|------|------------|-------|------------|-------|--------------|-------|-------|-------|--------|-------|------------|-------|--------------|--------|--------|--------|---------------|------|
| | | | | reg | value | reg | value | reg | value | reg | value | reg | value | reg | value | tray | bagged | Breast | Tender | | |
| OH <i>(cont)</i> | Heinen's | Gerber's | A | 3.79 | | | | | | | | | | | | | | | | | |
| | IGA SpartanNash | n/i | | | | | | | | | | | | | | | 0.59 | | | 6.99 | |
| | IGA Stores OH/KY | Sanderson Farms | | | 2.29 | | | | | | | 0.99 | | 0.99 | | | | | | | |
| | Kroger Central | Tyson | A | | 1.77 | | | | | | | | | | | | | | | 5.99 | |
| | | Fresh Foods Mrkt | | | | | | | | | | | | | | | | | | | 5.99 |
| | Kroger Cincinnati | Tyson | A | | 1.77 | | | | | | | | | | | | | | | | 6.99 |
| | | Heritage Farm | | | | | 1.99 | | | | 1.99 | | | | | | | | | | |
| | | Fresh Foods Mrkt | | | | | | | | | | | | | | | | | | | 6.99 |
| | Kroger MidAtlantic | Simple Truth | A | 25% off | | 25% off | | | | | | | | | | | | | | | |
| | | Heritage Farm | | | | 1.79 | | | | | | | | | | | | | | | |
| | | Fresh Foods Mrkt | | | | | | | | | | | | | | | | | | | 5.99 |
| | Lucky's Market | n/i | A | | 1.98 | | | | | | | | | | | | | | | | |
| | Marc's | Amish Valley | | | 1.99 | | | | | | | | | | | | | | | | |
| | | Tyson | | | | | | | | | | | | | | | | | | | 2.00 |
| | Meijer | n/i | | | | | | | 1.29 | | | | 1.29 | | 1.29 | | | | | | |
| | | True Goodness | A | 3.99 | | | | | | | | | | | | | | | | | |
| | Piggly Wiggly Strs | Sanderson Farms | | | | | | | | | | 1.99 | | | | | | | | | |
| | | n/i | | | | | | | | | | | | | | | | | | | 9.99 |
| | Riesbeck's | Best Choice | | | | | | | | | | | | | | | | | | | 1.79 |
| | | n/i | | | | | | | | | | | | 0.99 | 0.99 | | | | | | 8.99 |
| Save-a-Lot | n/i | | | | | | | | | | | | | | | 0.49 | | | | | |
| Shop'n Save | Tyson | | | BOGO | | | | | | | | | 0.98 | 0.98 | | | | | | | |
| Sparkle | n/i | | | | | | | | 0.98 | | | | | | | | | | | | |
| SuperVALU Stores | n/i | | | | | | | | | | | | | | | | | | | 7.99 | |
| | Gerber's | A | | | | | | 2.39 | | | | | | | | | | | | | |
| | Shoppers Value | | | | | | | | | | | | | | | | | | | 1.72 | |
| | Gold'n Plump | | | 3.33 | | 2.98 | | | | | | | | | | | | | | | |
| Target | Market Pantry | | | | | | | | | | | | | | | | | | | 1.99 | |
| The Fresh Market | n/i | A | 3.99 | | | | | | | | | | | | | | | | | | |
| Trader Joe's | Trader Joe's | O | | | | | | 2.99 | | | | | | 2.99 | | | | | | | |
| Walmart | Harvestland | A | 4.84 | | | | | | | | | | | | | | | | | | |
| Weis Markets | Perdue | | | | 2.49 | | | BOG2 | BOG2 | | | | BOG2 | BOG2 | BOG2 | BOG2 | | | | | |
| SD | Affiliated MW | n/i | | | | | | | | | | | | 0.49 | | | | | | | |
| | | n/i | | | | | | | | | | | 0.79 | 0.79 | | | | | | | |
| | | Best Choice | | | | | | | | | | | | | | | | 1.33 | 1.33 | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

prices in \$US per pound unless otherwise noted.

Independence Day 2017

CHICKEN

| State | Supermarket | Brand | Key | B/S Breast | | B/S Thighs | | Split Breast | | Wings | | Thighs | | Drumsticks | | Leg Quarters | | IQF | | Fried 8-piece | |
|------------------|------------------|-----------------|-----|------------|-------|------------|-------|--------------|-------|-------|-------|--------|-------|------------|-------|--------------|--------|--------|--------|------------------|------|
| | | | | reg | value | reg | value | reg | value | reg | value | reg | value | reg | value | tray | bagged | Breast | Tender | | |
| SD (cont) | ALDI | Kirkwood | | | | | | | | 1.99 | | | | | | | | | | | |
| | Buche Foods | Chester | | | | | | | | | | | | | | | | | | 9.98 | |
| | | n/i | | | | | | | | | | | | 0.78 | | | | | | | |
| | Coborn's | Gold'n Plump | | | | | | | | | | | | | | | | BOGO | BOGO | | |
| | | Gold'n Plump | | | | | | | | | | | | | | | | 2.25 | 2.25 | | |
| | Family Thrift | Gold'n Plump | | | | | | | | | | | 1.14 | | 1.14 | | | | | | |
| | | n/i | | | | | | | | | | | | | | | | | | 6.99 | |
| | Hy-Vee | Hy-Vee | | | 3.99 | | | | | 2.99 | | | | | | | | | | | 6.99 |
| | IGA Markets | n/i | | | | | | | | | | | | | | | | | | | 6.99 |
| | | Gold'n Plump | | | | | | | | 1.99 | | 1.67 | | 1.67 | | | | | | | |
| | Ken's Super Fair | Best Buy | | | | | 1.99 | | | | | | | | | | | | | | |
| | Lynns Dakotamart | Open Acres | | | | | | | | | | 1.59 | | 1.59 | | | | | | | |
| | Maynard Foods | Tyson | | | | | | | | | | | 0.89 | | 0.89 | | | | | | |
| | Safeway Denver | Signature Café | | | | | | | | | | | | | | | | | | | 5.99 |
| | | Signature Farms | | | | | | | | | | | | 1.49 | | 1.49 | | | | | |
| | | n/i | | | 2.59 | | 1.99 | | | | | | | | | | | | | | |
| Sunshine Foods | Open Nature | A | | | 5.00 | | | | | | | | | | | | | | | | |
| | n/i | | | | 1.99 | | | | | | | | 0.88 | | 0.88 | | | | | 7.97 | |
| SuperVALU Stores | Gold'n Plump | | | 3.33 | | 2.98 | | | | | | | | | | | | | | 7.49 | |
| | n/i | | | | | | | | | | | | | | | | | | | | |
| Target | Market Pantry | | | | | | | | | | | | | | | | | 1.99 | | | |
| Teals Market | Gold'n Plump | | | 3.50 | | | | | | | | | 1.14 | | 1.14 | | | | | 7.49 | |
| Walmart | Harvestland | A | | 4.84 | | | | | | | | | | | | | | | | | |
| WI | Affiliated MW | n/i | | | | | | | | | | | | 0.49 | | | | | | | |
| | | n/i | | | | | | | | | | | | 0.79 | | | | | | | |
| | | Best Choice | | | | | | | | | | | | | | | | | 1.33 | 1.33 | |
| | ALDI | Kirkwood | | | | | | | | 1.99 | | | | | | | | | | | |
| | Cermak | n/i | | 2.99 | | | | | | | | | | 0.59 | | | | | | | |
| | County Market | Gold'n Plump | | 4.44 | | | | | | | | 1.67 | | 1.67 | | | | | | 6.99 | |
| | | n/i | | | | | | | | | | | | | | | | | | | |
| | Econofoods | Gold'n Plump | | | | | | | | | | | 1.14 | | 1.14 | | | | | 6.99 | |
| | | n/i | | | | | | | | | | | | | | | | | | | 6.99 |
| | Family Fresh | n/i | | | | | | | | | | | | | | | | | | | 5.99 |
| | Gold'n Plump | | | | | | | | | | | | 1.14 | | 1.14 | | | | | | |
| | Tyson | | | | | | | | | | | | | | | | | 2.80 | 2.80 | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

prices in \$US per pound unless otherwise noted.

Independence Day 2017

CHICKEN

| State | Supermarket | Brand | Key | B/S Breast | | B/S Thighs | | Split Breast | | Wings | | Thighs | | Drumsticks | | Leg Quarters | | IQF | | Fried 8-piece | |
|------------------|-------------------|---------------|-----|------------|-------|------------|-------|--------------|-------|-------|-------|--------|-------|------------|-------|--------------|--------|--------|--------|------------------|------|
| | | | | reg | value | reg | value | reg | value | reg | value | reg | value | reg | value | tray | bagged | Breast | Tender | | |
| WI (cont) | Festival Foods | Bell & Evans | A | | | | | | | | | 2.48 | | 2.48 | | | | | | | |
| | Food Pride | Open Acres | | | | | | | 1.49 | | | | | | | | | | | | |
| | Fox Bros. PW | n/i | | | | | | | | 1.29 | | | | | | | | | | | |
| | | Gerber's | | A | | | | | | | | 1.79 | | 1.79 | | | | | | | |
| | Fresh Thyme | Coleman | O | 5.99 | | | | | | | | | | 2.39 | | | | | | | |
| | Gordon Food | n/i | | | 1.49 | | | | | | 2.60 | | | | | | | | | | |
| | Gordy's | Gold'n Plump | | 3.99 | | | | | | | | | 1.14 | | 1.14 | | | | | | |
| | Hansen's IGA | n/i | | | | | | | | | | | | | 0.68 | | | | | | |
| | Hy-Vee | Hy-Vee | | 3.99 | | | | | | 2.99 | | | | | | | | | | | 6.99 |
| | Marketplace Foods | Gold'n Plump | | A | 3.50 | | 3.42 | | | | | | BOGO | | BOGO | | | | | | |
| | | Gold'n Plump | | A | | | | | | | | | 1.45 | | 1.45 | | | | | | |
| | Marketplace (WI) | Gold'n Plump | | | | | | | | | | | | | | | | | BOGO | BOGO | |
| | | Gold'n Plump | | | | | | | | | | | | | | | | | 2.25 | 2.25 | |
| | Meijer | n/i | | | | | | | | 1.29 | | | | 1.29 | | 1.29 | | | | | |
| | | True Goodness | | A | 3.99 | | | | | | | | | | | | | | | | |
| | Pat's Foods IGA | Gold'n Plump | | A | | 3.33 | | | | | | | | | | | | | | | |
| | | Gerber's | | A | | | | | | | | | 1.99 | | 1.99 | | | | | | |
| | Pick'n Save | n/i | | | | 1.99 | | 1.99 | | | | | | | | | | | | | |
| | Piggly Wiggly MW | Gerber's | | A | | | | | | | | | | 1.79 | | 1.79 | | | | | |
| | | n/i | | | | | | | | 1.29 | | | | | | | | | | | |
| | Quillin's | n/i | | | | | | | | | | | 0.89 | | 0.89 | | | | | | |
| | Save-a-Lot | n/i | | | | | | | | | | | | | | | 0.49 | | | | |
| | Schnuck's | Schnuck's | | | | | | | | | | | 0.99 | | 1.19 | | | | 2.33 | | 8.99 |
| | Sendik's | Smart Chicken | | A | 5.49 | | | | | | | | | | | | | | | | |
| | | Sendik's | | | | 2.99 | | | | | | | | | | | | | | | |
| | Sentry Foods | Gerber's | | A | | | | | | | | | | 1.49 | | 1.49 | | | | | |
| Just Bare | | | A | | | | | | | 2.99 | | | | | | | | | | | |
| Super One Foods | n/i | | | | | | | | | | | | | | | | | 1.33 | | 6.49 | |
| | Gold'n Plump | | | | | | | | | | | | | | | | | | | 6.96 | |
| SuperVALU Stores | Gerber's | | A | | | | | | | | | 1.66 | | 1.66 | | | | | | | |
| | Gold'n Plump | | A | 4.25 | | | | | | | | 1.67 | | 1.67 | | | | | | | |
| Tadych's | n/i | | | | | | | | | | | | | | | | | | | 6.99 | |
| | Gold'n Plump | | | 3.33 | | 2.98 | | | | | | | | | | | | | | | |
| Tadych's | Gerber's | | A | | | | | | | | | 1.49 | | 1.49 | | | | | | | |
| | Gold'n Plump | | | | | | | | | | | | | | | | | 2.50 | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Independence Day 2017

prices in \$US per pound unless otherwise noted.

CHICKEN

| State | Supermarket | Brand | Key | B/S Breast | | B/S Thighs | | Split Breast | | Wings | | Thighs | | Drumsticks | | Leg Quarters | | IQF | | Fried 8-piece | | |
|---------------------|------------------|---------------|-----|------------|-------|------------|-------|--------------|-------|-------|-------|--------|-------|------------|-------|--------------|--------|--------|--------|------------------|------|--|
| | | | | reg | value | reg | value | reg | value | reg | value | reg | value | reg | value | tray | bagged | Breast | Tender | | | |
| WI <i>(cont)</i> | Target | Market Pantry | | | | | | | | | | | | | | | | | 1.99 | | 6.99 | |
| | The Fresh Market | n/i | A | 3.99 | | | | | | | | | | | | | | | | | | |
| | Trader Joe's | Trader Joe's | O | | | | | 2.99 | | | | | | 2.99 | | | | | | | | |
| | Trig's | Gold'n Plump | | | 3.99 | | | | | | | | | | | | | | | | | |
| | | Gerber's | | A | | | | | | | | 1.79 | | 1.79 | | | | | | | | |
| | Walmart | n/i | | | | | | | | | | | | | | | 0.38 | | | | | |
| | | Harvestland | A | 4.84 | | | | | | | | | | | | | | | | | | |

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CHICKEN

| State | Supermarket | Brand | Key | B/S Breast | | B/S Thighs | | Split Breast | | Wings | | Thighs | | Drumsticks | | Leg Quarters | | IQF | | Fried 8-piece |
|---|---------------------|-----------------|-----|------------|-------|------------|-------|--------------|-------|-------|-------|--------|-------|------------|-------|--------------|--------|--------|--------|------------------|
| | | | | reg | value | reg | value | reg | value | reg | value | reg | value | reg | value | tray | bagged | Breast | Tender | |
| SOUTH CENTRAL U.S. - AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT | | | | | | | | | | | | | | | | | | | | |
| AR | Albertsons Hston | Signature Café | | | | | | | | | | | | | | | | | | 5.99 |
| | | Signature Farms | | | | | | | | | | | 1.49 | | 1.49 | | | | | |
| | | n/i | | 2.49 | | 2.49 | | | | 2.99 | | | | | | | | | | |
| | | O Organics | O | 8.99 | | | | | | | | | | | | | | | | |
| | ALDI | Kirkwood | | | | | | | 0.99 | | | | | | | | 0.49 | | | |
| | Bill's Fresh | n/i | | | | | | | | | | | | | | | | | | |
| | Brookshire's | Brookshire's | | BOGO | | BOGO | | | | | | | | | | | | | | 6.99 |
| | Cash Saver TC | n/i | | | | | | | | 1.88 | | | | | | | | | | |
| | City Market | n/i | | | | | | | | | | | | | | | 0.49 | | | |
| | Cranford's | Tyson | | | | | | | | | | | | | | | | 2.39 | | |
| | Dollar General Mrkt | n/i | | | | 2.00 | | | | | | | 1.25 | | 1.25 | | | | | |
| | Edward's | Cagle's | | | | | | | | | | | | | | | 0.49 | | | |
| | | n/i | | | | | | | | | | | | | 0.98 | | | | | |
| | Food Giant | n/i | | | | | | | | | | | | | | | 0.49 | | | |
| | G&W Foods | n/i | | | | | | | 0.99 | | | | | | 0.99 | | 0.49 | | | |
| | | Mountaire | | 2.69 | | | | | | | | | | | | | | | | |
| | | Best Choice | | | | | | | | | | | | | | | | 1.66 | 1.66 | |
| | Harp's | Tyson | | | | | 1.99 | | 1.49 | | | | | | | | | | | |
| | | Best Choice | | | | | | | | | | | | | | | | 2.00 | 2.00 | |
| | Hays Grocer | Sanderson Farms | | | | | | | 1.48 | | | | | | | | | | | |
| | | n/i | | | | | | | | | | | | | | | 0.59 | | | |
| | Kroger Delta | Sanderson Farms | | | | 1.88 | | | | | | | | | | | | | | |
| | | Heritage Farm | | | | | | | | 2.49 | | | | | | | | | | |
| | Mac's Fresh Mrkt | n/i | | | | | | | 1.29 | | | | | | | | | | | |
| | Piggly Wiggly Hchn | n/i | | | | | | | | | | | | | | | 0.49 | | | 5.49 |
| | Rehkopf's | n/i | | | | | | | | | | | | | | | 0.49 | | | |
| | Save-a-Lot | n/i | | | | | | | | | | | | | | | 0.49 | | | |
| | Super 1 Foods | n/i | | | | | | | | | | | | | | | 0.37 | | | |
| | Target | Market Pantry | | | | | | | | | | | | | | | | 1.99 | | |
| | TC Grocery | n/i | | | | | | | 1.19 | | | | 1.29 | | 0.99 | | 0.59 | | | 7.99 |
| | | Best Choice | | | | | | | | | | | | | | | | 2.00 | 2.00 | |
| | The Fresh Market | n/i | A | 3.99 | | | | | | | | | | | | | | | | |
| | Trader Joe's | Trader Joe's | O | | | | | 2.99 | | | | | | 2.99 | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

prices in \$US per pound unless otherwise noted.

Independence Day 2017

CHICKEN

| State | Supermarket | Brand | Key | B/S Breast | | B/S Thighs | | Split Breast | | Wings | | Thighs | | Drumsticks | | Leg Quarters | | IQF | | Fried 8-piece | |
|--------------|------------------|------------------|------------------|------------|-------|------------|-------|--------------|-------|-------|-------|--------|-------|------------|-------|--------------|--------|--------|--------|---------------|------|
| | | | | reg | value | reg | value | reg | value | reg | value | reg | value | reg | value | tray | bagged | Breast | Tender | | |
| AR (cont) | Walmart | Harvestland | A | 4.84 | | | | | | | | | | | | | | | | | |
| | Whole Foods SW | WFM | | | | | | | | | | | | | | | | | | 8.99 | |
| AZ | Affiliated MW | n/i | | | | | | | | | | | | 0.49 | | | | | | | |
| | Albertsons SW | n/i | | 2.49 | | 2.49 | | | | | | | | | | | | | | | |
| | | Signature | | | | | | | | | | | | | | | | | | | 5.99 |
| | | Signature Farms | | 2.99 | | | | | | | | | | | | | | | | | |
| | | Basha's | n/i | | | | | | | | | | 1.29 | | 1.29 | | 1.29 | | | | |
| | | El Super | n/i | | | | | | | | | | 0.99 | | 0.77 | | | 0.49 | | | |
| | | Food City | n/i | | | | | | | | | | 0.77 | | 0.77 | | | | | | 5.99 |
| | | Fry's | Foster Farms | | | | | | | 0.87 | | | 0.87 | | 0.87 | | | | | | |
| | | | Simple Truth | A | 4.99 | | | | | | | | | | | | | | | | |
| | | | Fresh Foods Mrkt | | | | | | | | | | | | | | | | | | 6.99 |
| | | IGA Friends | n/i | | | | 2.49 | | | | | | | | | | | | | | |
| | | Los Altos | n/i | | | | 1.89 | | | | | | | | | | | 0.59 | | | |
| | | Lowe's Market | n/i | | | | | | | | | | | | | | | 0.58 | | | |
| | | Safeway SW | Sanderson Farms | | | | | | | 0.77 | | | 0.77 | | 0.77 | | 0.77 | | | 2.40 | 2.40 |
| | | | Signature Café | | | | | | | | | | | | | | | | | | 4.99 |
| | | | n/i | | | | 1.77 | | | 1.77 | | | | | | | | | | | |
| | | Open Nature | A | 4.99 | | | | | | | | | | | | | | | | | |
| | Smart & Final | n/i | | | | 1.59 | | | | | | | | | | | | | | | |
| | Smith's | Simple Truth | O | 5.99 | | | | | | | | | | | | | | | | | |
| | | n/i | | | | 2.99 | | | | | | | | | | | | | | | |
| | | Fresh Foods Mrkt | | | | | | | | | | | | | | | | | | 6.99 | |
| | Sprout's | n/i | | | | 2.99 | | | 2.99 | | | | | | | | | | | | |
| | Target | Market Pantry | | | | | | | | | | | | | | | | | 1.99 | | |
| | Trader Joe's | Trader Joe's | O | | | | | | 2.99 | | | | | 2.99 | | | | | | | |
| | Walmart | Harvestland | A | 4.84 | | | | | | | | | | | | | | | | | |
| CO | Affiliated Foods | n/i | | | | | | | | | | | | | | | 0.39 | | | | |
| | Affiliated MW | n/i | | | | | | | | | | | | 0.49 | | | | | | | |
| | | n/i | | | | | | | | | | | 0.79 | | 0.79 | | | | | | |
| | | Best Choice | | | | | | | | | | | | | | | | | 1.33 | 1.33 | |
| | Albertsons Mntn | Albertson's | | | | | | | | | | | 0.99 | | 0.99 | | | | | | 5.99 |
| | | Signature Farms | | | | | | | | | | | | | | | | | | | |
| | | n/i | | | | 2.99 | | | | | | | | | | 0.99 | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

prices in \$US per pound unless otherwise noted.

Independence Day 2017

CHICKEN

| State | Supermarket | Brand | Key | B/S Breast | | B/S Thighs | | Split Breast | | Wings | | Thighs | | Drumsticks | | Leg Quarters | | IQF | | Fried 8-piece | | |
|---------------------|--------------------|------------------|-----|------------|-------|------------|-------|--------------|-------|-------|-------|--------|-------|------------|-------|--------------|--------|--------|--------|---------------|------|------|
| | | | | reg | value | reg | value | reg | value | reg | value | reg | value | reg | value | tray | bagged | Breast | Tender | | | |
| CO <i>(cont)</i> | Associated Foods | Just Bare | A | 4.53 | | 3.19 | | | | | | | | | | | | | | | | |
| | | n/i | | | 1.99 | | | | | | | | | | | | | | | | | |
| | Clark's Market | Smart Chicken | O | 8.99 | | | | | | | | | | | | | | | | | | |
| | Food King | n/i | | | | | | | | | | | | | | | 0.32 | | | | | |
| | King Soopers | Heritage Farm | | | 1.99 | | 1.99 | | | | | | | | | | | | | | | |
| | | Chester's | | | | | | | | | | | | | | | | | | | 5.99 | |
| | Lowe's Market | n/i | | | | | | | | | | | | | | | | | | | | |
| | Ridley's | Tyson | | | 1.44 | | | | | | | | | | | | | | | | | |
| | | n/i | | | | | | | | | | | | | | | | | | | | 6.84 |
| | Safeway Denver | Signature Café | | | | | | | | | | | | | | | | | | | | 5.99 |
| | | Signature Farms | | | | | | | | | | 1.49 | | 1.49 | | | | | | | | |
| | | n/i | | | 2.59 | | 1.99 | | | | | | | | | | | | | | | |
| | | Open Nature | A | | | 5.00 | | | | | | | | | | | | | | | | |
| | Save-a-Lot | n/i | | | | | | | | | | | | | | | | | | | | |
| Sprout's | n/i | | | | 2.99 | | 2.99 | | | | | | | | | | | | | | | |
| Sun Mart | n/i | | | | 1.99 | | | | | | | | | | | | | | | | 6.99 | |
| Target | Market Pantry | | | | | | | | | | | | | | | | | | 1.99 | | | |
| Trader Joe's | Trader Joe's | O | | | | | | 2.99 | | | | | | 2.99 | | | | | | | | |
| Walmart | Harvestland | A | | 4.84 | | | | | | | | | | | | | | | | | | |
| KS | Affiliated Foods | n/i | | | | | | | | | | | | | | | 0.39 | | | | | |
| | Affiliated MW | n/i | | | | | | | | | | | | 0.49 | | | | | | | | |
| | | n/i | | | | | | | | | | | 0.79 | | | | | | | | | |
| | | Best Choice | | | | | | | | | | | | | | | | | | 1.33 | 1.33 | |
| | ALDI | Kirkwood | | | | | | | | 1.99 | | | | | | | | | | | | |
| | Apple Market | Sanderson Farms | | | | | | | 1.79 | | | | | | | | 1.29 | | | | | |
| | | n/i | | | | | | | | | | | | | | | | | | | | 7.99 |
| | Country Mart | Sanderson Farms | | | | | | | 1.79 | | | | | | | | 1.29 | | | | | |
| | Dillon's | Heritage Farm | | | 1.99 | | 1.99 | | | | | | | | | | | | | | | |
| | | Fresh Foods Mrkt | | | | | | | | | | | | | | | | | | | | |
| | Dollar General Mkt | n/i | | | 2.00 | | | | | | | | 1.25 | | 1.25 | | | | | | | |
| Food Pride | Open Acres | | | 2.29 | | | | | | | 1.79 | | 1.79 | | | | | | | | | |
| G&W Foods | n/i | | | | | | | 0.99 | | | | | | 0.99 | | 0.49 | | | | | | |
| | Mountaire | | | 2.69 | | | | | | | | | | | | | | | | | | |
| | Best Choice | | | | | | | | | | | | | | | | | | 1.66 | 1.66 | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

prices in \$US per pound unless otherwise noted.

Independence Day 2017

CHICKEN

| State | Supermarket | Brand | Key | B/S Breast | | B/S Thighs | | Split Breast | | Wings | | Thighs | | Drumsticks | | Leg Quarters | | IQF | | Fried 8-piece | |
|---------------------|----------------|---------------------|-----------------|------------|-------|------------|-------|--------------|-------|-------|-------|--------|-------|------------|-------|--------------|--------|--------|--------|---------------|------|
| | | | | reg | value | reg | value | reg | value | reg | value | reg | value | reg | value | tray | bagged | Breast | Tender | | |
| KS <i>(cont)</i> | Harp's | Tyson | | | | | 1.99 | | 1.49 | | | | | | | | | | | | |
| | | Best Choice | | | | | | | | | | | | | | | | | 2.00 | 2.00 | |
| | | Hen House | n/i | | | | | | | | | | 1.59 | | 1.59 | | | | | | |
| | | Hy-Vee | Hy-Vee | | 3.99 | | | | | | 2.99 | | | | | | | | | | 6.99 |
| | | Lowe's Market | n/i | | | | | | | | | | | | | | | 0.39 | | | 8.99 |
| | | Price Chopper | n/i | | | | | | | | | | | | | | | | | | |
| | | Pyramid Foods | Tyson | A | | | 1.99 | | | | | | | | | | | | | | 8.99 |
| | | | n/i | | 2.99 | | | | | | | | | | | | | | | | |
| | | Save-a-Lot | n/i | | | | | | | | | | | | | | | | | 0.49 | |
| | | Sprout's | n/i | | | 2.99 | | 2.99 | | | | | | | | | | | | | |
| | | Sun Fresh | n/i | | | | | | | | | | | | | | | | | | 7.99 |
| | | | Sanderson Farms | | | | | | | | | | | | | | 1.29 | | | | |
| | | Target | Market Pantry | | | | | | | | | | | | | | | | | 1.99 | |
| | | Thriftway Stores | n/i | | | | | | | | | | | | | | | | | | 7.99 |
| | Trader Joe's | Trader Joe's | O | | | | | 2.99 | | | | | | | 2.99 | | | | | | |
| | Walmart | Harvestland | A | 4.84 | | | | | | | | | | | | | | | | | |
| | Wood's | n/i | | | 2.49 | | 2.49 | | | | | | | | | | | | | 7.98 | |
| LA | AG Baton Rouge | Sanderson Farms | | | | | | | 0.89 | | | | | | | | | | | | |
| | | n/i | | | | | | | | | | | | | | | | | | | |
| | | Albertsons Hston | Signature Café | | | | | | | | | | | | | | | | | | 5.99 |
| | | | Signature Farms | | | | | | | | | | 1.49 | | 1.49 | | | | | | |
| | | | n/i | | 2.49 | | 2.49 | | | | | 2.99 | | | | | | | | | |
| | | | O Organics | O | 8.99 | | | | | | | | | | | | | | | | |
| | | ALDI | Kirkwood | | | | | | | | | 1.99 | | | | | | | | | |
| | | Breaux Mart | Sanderson Farms | | | | | | | 0.89 | | | | | | | | | | 0.49 | |
| | | Brookshire's | Brookshire's | | | BOGO | BOGO | | | | | | | | | | | | | | 6.99 |
| | | Brookshire Bros. | n/i | | | | | | | | | | | | | | | | | 0.49 | |
| | | Dollar General Mrkt | n/i | | | | | | | | | | | | | | | | | | 2.00 |
| | Kroger Texas | Heritage Farm | | | | | | | 0.88 | | | | | | | | | | | | |
| | | Simple Truth | A | 4.99 | | | | | | | | | 0.88 | | 0.88 | | | | | | |
| | | Fresh Foods Mrkt | | | | | | | | | | | | | | | | | | 5.99 | |
| | Market Basket | n/i | | | | | | | | | | | | | | | | | | 7.49 | |
| | Ramey's | n/i | | | 1.98 | | | | | | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Independence Day 2017

prices in \$US per pound unless otherwise noted.

CHICKEN

| State | Supermarket | Brand | Key | B/S Breast | | B/S Thighs | | Split Breast | | Wings | | Thighs | | Drumsticks | | Leg Quarters | | IQF | | Fried 8-piece | |
|--------------|-------------------|------------------|-----------------|------------|-------|------------|-------|--------------|-------|-------|-------|--------|-------|------------|-------|--------------|--------|--------|--------|---------------|------|
| | | | | reg | value | reg | value | reg | value | reg | value | reg | value | reg | value | tray | bagged | Breast | Tender | | |
| LA (cont) | Rouse's | n/i | | | | | | | | | | | | | | | 0.47 | | | 5.99 | |
| | | Tyson | A | | | | | | | 1.99 | | | | | | | | | | | |
| | | Rouse's | A | | | | | | | 2.99 | | | | | | | | | | | |
| | | Save-a-Lot | n/i | | | | | | | | | | | | | | | 0.49 | | | |
| | | Shoppers Value | n/i | | | | | | | | 0.77 | | | 0.77 | | | | | | | |
| | | Spring Market | Pilgrim's | | 2.37 | | | | | | | | | | | | | | | | |
| | | Super 1 Foods | n/i | | | | | | | | | | | | | | | 0.37 | | | |
| | | Target | Market Pantry | | | | | | | | | | | | | | | | 1.99 | | |
| | | The Fresh Market | n/i | A | 3.99 | | | | | | | | | | | | | | | | |
| | | Trader Joe's | Trader Joe's | O | | | | 2.99 | | | | | | 2.99 | | | | | | | |
| | | Walmart | Harvestland | A | 4.84 | | | | | | | | | | | | | | | | |
| | MO | Whole Foods SW | WFM | | | | | | | | | | | | | | | | | | 8.99 |
| Winn-Dixie | | Sanderson Farms | | | 2.99 | | 2.99 | | | 2.99 | | 0.99 | | 0.99 | | 0.99 | | | | | |
| | | Rancher's Home | | | 1.99 | | | | | | | | | | | | | | 2.00 | 2.60 | |
| | | Tyson | | | | | | | | | | | | | | | | | | | |
| | | n/i | | | | | | | | | | | | | | | | | | | 6.00 |
| | | Affiliated MW | n/i | | | | | | | | | | 0.79 | | | | | | | | |
| | | Best Choice | | | | | | | | | | | | | | | | | 1.33 | 1.33 | |
| | | ALDI | Kirkwood | | | | | | | | 1.99 | | | | | | | | | | |
| | | Apple Market | Sanderson Farms | | | | | | 1.79 | | | | | | | | 1.29 | | | | 7.99 |
| | | | n/i | | | | | | | | | | | | | | | | | | |
| | | C&R Supermarkets | n/i | | | | | | | | 1.19 | | | | | | | | | | |
| | | Cash Saver TC | n/i | | | | | | | | | | | | | | | | | | |
| | County Market NFI | n/i | | | | | | | | | | | | | | | | | | | |
| | Country Mart | Sanderson Farms | | | | | | | | | | | | | | | | | | | |
| | Dierberg's | Perdue | A | 3.99 | | | | | | 2.99 | | 0.99 | | 0.99 | | | | | | | |
| | Food Giant | n/i | | | | | | | | | | | | | | | | | 0.49 | | |
| | Fresh Thyme | Coleman | O | 5.99 | | | | | | | | | | 2.39 | | | | | | | |
| | G&W Foods | n/i | | | | | | | 0.99 | | | | | 0.99 | | | | | 0.49 | | |
| | | Mountaire | | 2.69 | | | | | | | | | | | | | | | | | |
| | | Best Choice | | | | | | | | | | | | | | | | | 1.66 | 1.66 | |
| | Gerbe's | Heritage Farm | | | 1.99 | | 1.99 | | | | | | | | | | | | | | |
| | | Fresh Foods Mrkt | | | | | | | | | | | | | | | | | | 7.99 | |
| | Gordon Food | n/i | | | 1.49 | | | | | | 2.60 | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

prices in \$US per pound unless otherwise noted.

Independence Day 2017

CHICKEN

| State | Supermarket | Brand | Key | B/S Breast | | B/S Thighs | | Split Breast | | Wings | | Thighs | | Drumsticks | | Leg Quarters | | IQF | | Fried 8-piece | |
|------------------|------------------|------------------|-----|------------|-------|------------|-------|--------------|-------|-------|-------|--------|-------|------------|-------|--------------|--------|--------|--------|---------------|------|
| | | | | reg | value | reg | value | reg | value | reg | value | reg | value | reg | value | tray | bagged | Breast | Tender | | |
| MO (cont) | Harp's | Tyson | | | | | 1.99 | | 1.49 | | | | | | | | | | | | |
| | | Best Choice | | | | | | | | | | | | | | | | 2.00 | 2.00 | | |
| | Hays Grocer | Sanderson Farms | | | | | | | 1.48 | | | | | | | | | | | | |
| | | n/i | | | | | | | | | | | | | | | 0.59 | | | | |
| | Hen House | n/i | | | | | | | | | | 1.59 | | 1.59 | | | | | | | |
| | Hy-Klas Foods | n/i | | | | | | | 1.29 | | | | | | | | | | | 7.99 | |
| | Hy-Vee | Hy-Vee | | | 3.99 | | | | | | 2.99 | | | | | | | | | | 6.99 |
| | IGA Stores IL/IN | n/i | | | 2.29 | | | | | | | | | 0.68 | | 0.68 | | | | | |
| | Kroger Central | Tyson | | A | | 1.77 | | | | | | | | | | | | | | | |
| | | Fresh Foods Mrkt | | | | | | | | | | | | | | | | | | | 5.99 |
| | Kroger Delta | Sanderson Farms | | | | 1.88 | | | | | | | | | | | | | | | |
| | | Heritage Farm | | | | | | | | | 2.49 | | | | | | | | | | |
| | Lucky's Market | n/i | | A | | 1.98 | | | | | | | | | | | | | | | |
| | Mac's Fresh Mrkt | n/i | | | | | | | | 1.29 | | | | | | | | | | | |
| | Moser's | Sanderson Farms | | | | | | | | 1.59 | | | | | | | | 1.29 | | | |
| | Prenger Foods | n/i | | | | 1.48 | | | | | | | | | | | | | | | 7.99 |
| | | Sanderson Farms | | | | | | | | 1.79 | | | | | | | | 1.29 | | | |
| | Price Chopper | n/i | | | | | | | | | | | | | | | | | | | 8.99 |
| | | KC Pride | | | 3.99 | | | | | | | | | | | | | | | | |
| | Pyramid Foods | Tyson | | A | | | 1.99 | | | | | | | | | | | | | | |
| | | n/i | | | | 2.99 | | | | | | | | | | | | | | | 8.99 |
| | Save-a-Lot | n/i | | | | | | | | | | | | | | | | 0.49 | | | |
| | Schnuck's | Schnuck's | | | | | | | | | | | 0.99 | | 1.19 | | | | 2.33 | | 8.99 |
| | Shop'n Save | n/i | | | | 1.98 | | | | | 1.98 | | | | | | | | | | |
| | Sprout's | n/i | | | | 2.99 | | 2.99 | | | | | | | | | | | | | |
| | Sun Fresh | n/i | | | | | | | | | | | | | | | | | | | 7.99 |
| | Sanderson Farms | | | | | | | | 1.79 | | | | | | | | 1.29 | | | | |
| Target | Market Pantry | | | | | | | | | | | | | | | | | 1.99 | | | |
| TC Grocery | n/i | | | | | | | | 1.19 | | | | 1.29 | | 0.99 | | 0.59 | | | 7.99 | |
| | Best Choice | | | | | | | | | | | | | | | | | 2.00 | 2.00 | | |
| TC Markets | n/i | | | | 2.69 | | | | | | | | | | | | | | | | |
| Thriftway Stores | n/i | | | | | | | | 1.29 | | | | | | | | | | | 7.99 | |
| Trader Joe's | Trader Joe's | | O | | | | | 2.99 | | | | | | 2.99 | | | | | | | |
| Walmart | Harvestland | | A | 4.84 | | | | | | | | | | | | | | | | | |
| Wood's | n/i | | | | 2.49 | | 2.49 | | | | | | | | | | | | | 7.98 | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

prices in \$US per pound unless otherwise noted.

Independence Day 2017

CHICKEN

| State | Supermarket | Brand | Key | B/S Breast | | B/S Thighs | | Split Breast | | Wings | | Thighs | | Drumsticks | | Leg Quarters | | IQF | | Fried 8-piece | |
|---------------|---------------------|-----------------|-----|------------|-------|------------|-------|--------------|-------|-------|-------|--------|-------|------------|-------|--------------|--------|--------|--------|---------------|------|
| | | | | reg | value | reg | value | reg | value | reg | value | reg | value | reg | value | tray | bagged | Breast | Tender | | |
| NM | Affiliated Foods | n/i | | | | | | | | | | | | | | 0.39 | | | | | |
| | Albertsons SW | n/i | | 2.49 | | 2.49 | | | | | | | | | | | | | | | |
| | Signature | | | | | | | | | | | | | | | | | | | 5.99 | |
| | Signature Farms | | | 2.99 | | | | | | | | | | | | | | | | | |
| | Basha's | n/i | | | | | | | | | | 1.29 | | 1.29 | | 1.29 | | | | | |
| | El Super | n/i | | | 1.99 | | | | | | | 0.99 | | 0.77 | | | | 0.49 | | | |
| | Food King | n/i | | | | | | | | | | | | | | | | 0.32 | | | |
| | John Brooks | n/i | | | | | | | | | | | | | | | | | 0.39 | | |
| | King Soopers | Heritage Farm | | | 1.99 | | 1.99 | | | | | | | | | | | | | | 5.99 |
| | | Chester's | | | | | | | | | | | | | | | | | | | |
| | Lowe's Market | n/i | | | | | | | | | | | | | | | | 0.39 | | | |
| | Safeway Denver | Signature Café | | | | | | | | | | | | | | | | | | | 5.99 |
| | | Signature Farms | | | | | | | | | | | 1.49 | | 1.49 | | | | | | |
| | | n/i | | | 2.59 | | 1.99 | | | | | | | | | | | | | | |
| | | Open Nature | A | | | 5.00 | | | | | | | | | | | | | | | |
| | Smith's | Simple Truth | O | | 5.99 | | | | | | | | | | | | | | | | |
| | n/i | | | 2.99 | | | | | | | | | | | | | | | | | |
| | Fresh Foods Mrkt | | | | | | | | | | | | | | | | | | | 6.99 | |
| Sprout's | n/i | | | | 2.99 | | 2.99 | | | | | | | | | | | | | | |
| Target | Market Pantry | | | | | | | | | | | | | | | | | | 1.99 | | |
| Trader Joe's | Trader Joe's | O | | | | | | 2.99 | | | | | | | 2.99 | | | | | | |
| Walmart | Harvestland | A | | 4.84 | | | | | | | | | | | | | | | | | |
| OK | Affiliated Foods | n/i | | | | | | | | | | | | | | 0.39 | | | | | |
| | Affiliated MW | n/i | | | | | | | | | | | 0.79 | | | | | | | | |
| | Best Choice | | | | | | | | | | | | | | | | | 1.33 | 1.33 | | |
| | ALDI | Kirkwood | | | | | | | | 1.99 | | | | | | | | | | | |
| | Buy for Le\$\$ | n/i | | | 1.99 | | | | | | | | | | | | | | | | |
| | Country Mart | Sanderson Farms | | | | | | 1.79 | | | | | | | | 1.29 | | | | | |
| | Dollar General Mrkt | n/i | | | 2.00 | | | | | | | | 1.25 | | 1.25 | | | | | | |
| | Harp's | Tyson | | | | | 1.99 | | 1.49 | | | | | | | | | | | | |
| | | Best Choice | | | | | | | | | | | | | | | | | 2.00 | 2.00 | |
| | Homeland | n/i | | | | | | | | | | | | | | | 0.59 | | | | |
| | Best Choice | | | | | | | | | | | | | | | | | 2.00 | 2.00 | | |
| La Michoacana | n/i | | | | | | | | | | | | | | | | | | 0.49 | | |
| Market Square | n/i | | | | | | | | | | | | | | | | | | | 0.39 | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

prices in \$US per pound unless otherwise noted.

Independence Day 2017

CHICKEN

| State | Supermarket | Brand | Key | B/S Breast | | B/S Thighs | | Split Breast | | Wings | | Thighs | | Drumsticks | | Leg Quarters | | IQF | | Fried 8-piece | |
|------------------|------------------|-----------------|-----|------------|-------|------------|-------|--------------|-------|-------|-------|--------|-------|------------|-------|--------------|--------|--------|--------|---------------|------|
| | | | | reg | value | reg | value | reg | value | reg | value | reg | value | reg | value | tray | bagged | Breast | Tender | | |
| OK (cont) | Morelos | n/i | | | | | | | | | | | | | | | 0.59 | | | | |
| | Nichols | Sanderson Farms | | | 2.79 | | | | | | | | | | | | | | 2.00 | | |
| | | Tyson | | | | | | | | | | | | | | | | | | | |
| | Pyramid Foods | Tyson | A | | | 1.99 | | | | | | | | | | | | | | | 8.99 |
| | | n/i | | | 2.99 | | | | | | | | | | | | | | | | |
| | Reasor's | Sanderson Farms | | | | | | 1.88 | | | | | | | | | | | | | |
| | Rehkopf's | n/i | | | | | | | | | | | | | | | 0.49 | | | | |
| | Save-a-Lot | n/i | | | | | | | | | | | | | | | 0.49 | | | | |
| | Sprout's | n/i | | | | 2.99 | 2.99 | | | | | | | | | | | | | 1.99 | |
| | Target | Market Pantry | | | | | | | | | | | | | | | | | | | |
| | Terry's Market | n/i | | | | | | | | | | | | | 0.88 | | | | | | |
| | The Fresh Market | n/i | A | | 3.99 | | | | | | | | | | | | | | | | |
| | Trader Joe's | Trader Joe's | O | | | | | 2.99 | | | | | | 2.99 | | | | | | | |
| | United of OK | n/i | | | | | | | | | | | | | | | | 0.59 | | | |
| | | Best Choice | | | | | | | | | | | | | | | | | 2.00 | 2.00 | |
| | Walmart | Harvestland | A | | 4.84 | | | | | | | | | | | | | | | | |
| Warehouse Market | n/i | | | | 1.69 | | | | | | | | | 0.49 | | | | | | | |
| Whole Foods SW | WFM | | | | | | | | | | | | | | | | | | | 8.99 | |
| Williams | Sanderson Farms | | | | 2.49 | | | | | | | | | | | | | | | | |
| TX | Affiliated Foods | n/i | | | | | | | | | | | | | | | 0.39 | | | | |
| | Albertsons Hston | Signature Café | | | | | | | | | | | | | | | | | | | 5.99 |
| | | Signature Farms | | | | | | | | | | 1.49 | | 1.49 | | | | | | | |
| | | n/i | | | 2.49 | 2.49 | | | | 2.99 | | | | | | | | | | | |
| | | O Organics | O | | 8.99 | | | | | | | | | | | | | | | | |
| | Albertsons SW | n/i | | | 2.49 | 2.49 | | | | | | | | | | | | | | | |
| | | Signature | | | | | | | | | | | | | | | | | | | 5.99 |
| | | Signature Farms | | | 2.99 | | | | | | | | | | | | | | | | |
| | ALDI | Kirkwood | | | | | | | | 1.99 | | | | | | | | | | | |
| | Arlan's Market | n/i | | | | | | | | | | | | | | | 0.69 | | | | |
| | Brookshire's | Brookshire's | | | BOGO | BOGO | | | | | | | | | | | | | | | 6.99 |
| | Brookshire Bros. | n/i | | | | | | | | | | | | | | | 0.49 | | | | |
| | David's | n/i | | | | | | | | | | | | | | | 0.49 | | | | |
| | Diamond IGA | n/i | | | | | | | | | | | | | | | 0.49 | | | | |
| | El Ahorro | n/i | | | | | | | | | | | | | | | 0.49 | | | | |
| El Ranch | n/i | | | 1.68 | | | | | | | | | 0.48 | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

prices in \$US per pound unless otherwise noted.

Independence Day 2017

CHICKEN

| State | Supermarket | Brand | Key | B/S Breast | | B/S Thighs | | Split Breast | | Wings | | Thighs | | Drumsticks | | Leg Quarters | | IQF | | Fried 8-piece | |
|------------------|-----------------|------------------|-----|------------|-------|------------|-------|--------------|-------|-------|-------|--------|-------|------------|-------|--------------|--------|--------|--------|---------------|------|
| | | | | reg | value | reg | value | reg | value | reg | value | reg | value | reg | value | tray | bagged | Breast | Tender | | |
| TX (cont) | El Rio Grande | n/i | | | 1.59 | | | | | | | | | | | | 0.47 | | | | |
| | El Super | n/i | | | 1.99 | | | | | | | | 0.99 | | 0.77 | | 0.49 | | | | |
| | Elrod's | n/i | | | | | | | | | | | | | 0.58 | | | | | | |
| | Fiesta Mart | n/i | | | 1.97 | | | | | | 2.97 | | | | 0.67 | | | | | | |
| | Foodarama | Country Post | | | | | | | | | | | | | 0.69 | | | | | | |
| | | Sanderson Farms | | | | | | | 1.49 | | | | | 1.19 | 1.19 | 1.19 | | | | | |
| | Food King | n/i | | | | | | | | | | | | | | | 0.32 | | | | |
| | H-E-B | n/i | | | | 1.99 | | | | | | | | | | | | | | | |
| | H-Mart | n/i | | | | | | | | | | | | | 0.88 | | | | | | |
| | Junior's | n/i | | | | | | | | | 1.39 | | | | | | | | | | |
| | Kroger Texas | Heritage Farm | | | | | | | 0.88 | | | | | 0.88 | 0.88 | | | | | | |
| | | Simple Truth | A | | 4.99 | | | | | | | | | | | | | | | | |
| | | Fresh Foods Mrkt | | | | | | | | | | | | | | | | | | | 5.99 |
| | La Fiesta | n/i | | | | 1.97 | | | | | | | | | 0.67 | | | | | | |
| | La Michoacana | n/i | | | | | | | | | | | | | | | 0.49 | | | | |
| | Lowe's Market | n/i | | | | | | | | | | | | | | | 0.39 | | | | |
| | Market Basket | n/i | | | | | | | | | | | | | | | 0.37 | | | | 7.49 |
| | Market Square | n/i | | | | | | | | | | | | | | | 0.39 | | | | |
| | Porter's | n/i | | | | | | | | | | | | | | | 0.39 | | | | |
| | Randalls | Signature Café | | | | | | | | | | | | | | | | | | | 5.99 |
| | | n/i | | | 2.49 | | 2.49 | | | | | | | | | | | | | | |
| | | Signature Farms | | | | | | | | | 2.99 | | 1.49 | | 1.49 | | | | | | |
| | | O Organics | O | | 8.99 | | | | | | | | | | | | | | | | |
| | Rehkopf's | n/i | | | | | | | | | | | | | | | 0.49 | | | | |
| | Save-a-Lot | n/i | | | | | | | | | | | | | | | 0.49 | | | | |
| | Sellers Bros. | County Post | | | | | | | | | | | | | | | 0.39 | | | | |
| | Spring Market | Pilgrim's | | | 2.37 | | | | | | | | | | | | | | | | |
| | Sprout's | n/i | | | | 2.99 | 2.99 | | | | | | | | | | | | | | |
| Sun Fresh Market | n/i | | | | 1.88 | | | | | | | | | | | | 0.59 | | | | |
| | Sanderson Farms | | | | | | | | | 2.99 | | | | | | | | | | | |
| | Champs | | | | | | | | | | | | | | | | | | | 7.99 | |
| Super 1 Foods | n/i | | | | | | | | | | | | | | | 0.37 | | | | | |
| Target | Market Pantry | | | | | | | | | | | | | | | | | 1.99 | | | |
| Terry's Market | n/i | | | | | | | | | | | | | 0.88 | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

prices in \$US per pound unless otherwise noted.

Independence Day 2017

CHICKEN

| State | Supermarket | Brand | Key | B/S Breast | | B/S Thighs | | Split Breast | | Wings | | Thighs | | Drumsticks | | Leg Quarters | | IQF | | Fried 8-piece | | | |
|---------------------|-------------------|-----------------|----------|------------|-------|------------|-------|--------------|-------|-------|-------|--------|-------|------------|-------|--------------|--------|--------|--------|---------------|------|------|------|
| | | | | reg | value | reg | value | reg | value | reg | value | reg | value | reg | value | tray | bagged | Breast | Tender | | | | |
| TX <i>(cont)</i> | Tom Thumb | Signature Café | | | | | | | | | | | | | | | | | | | 5.99 | | |
| | | Signature Farms | | | | | | | | 2.99 | | 1.49 | | 1.49 | | | | | | | | | |
| | | n/i | | 2.49 | | 2.49 | | | | | | | | | | | | | | | | | |
| | | O Organics | O | 8.99 | | | | | | | | | | | | | | | | | | | |
| | Trader Joe's | Trader Joe's | O | | | | | 2.99 | | | | | | 2.99 | | | | | | | | | |
| | United Supermrkts | n/i | | 3.99 | | | | | | | | | | | | | 0.27 | | | | | | |
| | Vista Market | n/i | | | | | | | | | | | | | | | 0.36 | | | | | | |
| | Walmart | Harvestland | A | 4.84 | | | | | | | | | | | | | | | | | | | |
| Whole Foods SW | WFM | | | | | | | | | | | | | | | | | | | | 8.99 | | |
| UT | Albertsons Mntn | Albertson's | | | | | | | | | | | | | | | | | | | | 5.99 | |
| | | Signature Farms | | | | | | | | | | | 0.99 | | 0.99 | | | | | | | | |
| | | n/i | | 2.99 | | | | | | | | | | | | | 0.99 | | | | | | |
| | Albertsons SW | n/i | | 2.49 | | 2.49 | | | | | | | | | | | | | | | | | |
| | | Signature Farms | | 2.99 | | | | | | | | | | | | | | | | | | | 5.99 |
| | Associated Foods | Just Bare | A | 4.53 | | 3.19 | | | | | | | | | | | | | | | | | |
| | | | n/i | | | 1.99 | | | | | | | | | | | | | | | | | |
| | | | n/i | | | 1.79 | | | | | | | | | | | | | | | | | |
| | | n/i | | | | | | | | | | | | | | | | | | | | | 7.99 |
| | Clark's Market | Smart Chicken | O | 8.99 | | | | | | | | | | | | | | | | | | | |
| | Fresh Market | n/i | | | 1.79 | | | | | | | | | | | | | | | | | | |
| | | Harmon's | Harmon's | | | | | | | | | | | | | | | | | | | | |
| | | n/i | A | 4.99 | | | | | | | | | | | | | | | | | | | |
| | | n/i | | | | | | | | | | | 0.99 | | 0.99 | | | | | | | | |
| | King Soopers | Heritage Farm | | | 1.99 | | 1.99 | | | | | | | | | | | | | | | | |
| | | Chester's | | | | | | | | | | | | | | | | | | | | | |
| | Ream's | n/i | | | | | | | | | | | | | | | | | | | | | |
| Ridley's | Tyson | | | 1.44 | | | | | | | | | | | | | | | | | | | |
| | | n/i | | | | | | | | | | | | | | | | | | | | | |
| Smith's | Simple Truth | O | 5.99 | | | | | | | | | | | | | | | | | | | | |
| | | n/i | | 2.99 | | | | | | | | | | | | | | | | | | | |
| Sprout's | Fresh Foods Mrkt | | | | | | | | | | | | | | | | | | | | | | |
| | | n/i | | 2.99 | | 2.99 | | | | | | | | | | | | | | | | | |
| Stokes Market | | n/i | | 1.99 | | | | | | | | | | | | | | | | | | | |
| | | n/i | | | | | | | | | | | | | | | | | | | | | |
| | Just Bare | A | 4.56 | | 3.19 | | | | | | | | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Independence Day 2017
CHICKEN

prices in \$US per pound unless otherwise noted.

| State | Supermarket | Brand | Key | B/S Breast | | B/S Thighs | | Split Breast | | Wings | | Thighs | | Drumsticks | | Leg Quarters | | IQF | | Fried 8-piece | |
|---------------------|--------------|---------------|-----|------------|-------|------------|-------|--------------|-------|-------|-------|--------|-------|------------|-------|--------------|--------|--------|--------|------------------|--|
| | | | | reg | value | reg | value | reg | value | reg | value | reg | value | reg | value | tray | bagged | Breast | Tender | | |
| UT <i>(cont)</i> | Target | Market Pantry | | | | | | | | | | | | | | | | | 1.99 | | |
| | Trader Joe's | Trader Joe's | O | | | | | 2.99 | | | | | | | 2.99 | | | | | | |
| | Walmart | Harvestland | A | 4.84 | | | | | | | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

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Independence Day 2017

CHICKEN

| State | Supermarket | Brand | Key | B/S Breast | | B/S Thighs | | Split Breast | | Wings | | Thighs | | Drumsticks | | Leg Quarters | | IQF | | Fried 8-piece |
|---------------------------------------|--------------------|-----------------|-----|------------|-------|------------|-------|--------------|-------|-------|-------|--------|-------|------------|-------|--------------|--------|--------|--------|------------------|
| | | | | reg | value | reg | value | reg | value | reg | value | reg | value | reg | value | tray | bagged | Breast | Tender | |
| SOUTHWESTERN U.S. - CA, HI, NV | | | | | | | | | | | | | | | | | | | | |
| CA | Albertsons SoCal | n/i | | 3.99 | 1.88 | | 1.88 | | | | | | | | | | | | | |
| | | Foster Farms | | | | | | | | | | 1.49 | 1.49 | 1.49 | | | | | | |
| | | Open Nature | A | | 5.99 | | | | | | | | | | | | | | | |
| | ALDI | Kirkwood | | | | | | | 1.99 | | | | | | | | | | | |
| | Arteaga | n/i | | | | | | | | | | | | | | | 0.99 | | | |
| | Big Saver | Foster Farms | | | | | | | | | | | | 0.89 | | | | | | |
| | | n/i | | | 2.49 | | | | | | | | | | | | 0.79 | | | |
| | Bristol Farms | n/i | O | | 5.99 | | | | | | | | | | | | | | | |
| | Chavez | n/i | | | | | | | | | | | | | | | 1.99 | | | |
| | Dollar General Mkt | n/i | | | 2.00 | | | | | | | 1.25 | 1.25 | | | | | | | |
| | El Super | n/i | | | 1.99 | | | | | | | 0.99 | 0.77 | | | 0.49 | | | | |
| | Food 4 Less | Kroger | | | | | | | | | | | | | | | | 2.80 | 2.80 | |
| | Food Maxx | Foster Farms | | | | | | | | | | | | | | 0.79 | | | | |
| | Food Source | ValBest | | | 1.98 | | | | | | | | | | | | | | | |
| | Foodland Mercado | n/i | | | | | | | | | | | | 0.99 | | | | | | |
| | Gelson's | Gelson's | O | 7.99 | | | | | | | | | | | | | | | | |
| | Grocery Outlet | Spring River | | | | | | | | | | | | | | | | | 1.66 | |
| | H-Mart | n/i | | 2.99 | | | | | | | | | | | | | | | | |
| | Jons Marketplace | n/i | | | 1.59 | | | | | | | | | | | | 0.49 | | | |
| | K.V. Mart | n/i | | | 1.89 | | | | | | | 0.99 | | | | | 0.39 | | | |
| | La Perla | n/i | | | | | | | | | | | | 0.69 | | | | | | |
| | La Superior | n/i | | | 1.99 | | | | | | | | | | | | | | | |
| | Lola's Market | n/i | | 2.49 | | | | | | | | | | 0.69 | | | | | | |
| | Lucky | Foster Farms | | | | | | | | | | BOGO | BOGO | BOGO | | | | | | |
| | | Lucky | | | 2.99 | | 2.99 | | | | | | | | | | | | | |
| | | n/i | | | | | | | | | | | | | | | | | | 7.99 |
| | Lunardi's | n/i | A | | | | | | 2.99 | | | | | | | | | | | |
| | Mi Pueblo | n/i | | | | | | | | | | | | 0.89 | | 0.59 | | | | |
| | Murphy's Markets | n/i | | 2.99 | | | | | | | | | | | | | | | | |
| | Northgate Markets | n/i | | | | | | | | | | | | 0.79 | | | | | | |
| | Nugget Markets | Fresh to Market | A | | | | | | | | | | | 0.99 | | | | | | |
| | | Rosie | O | | | | | 2.89 | | | | | | 2.89 | | | | | | |
| | | Smart Chicken | A | 5.99 | | | | | | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

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Independence Day 2017

CHICKEN

| State | Supermarket | Brand | Key | B/S Breast | | B/S Thighs | | Split Breast | | Wings | | Thighs | | Drumsticks | | Leg Quarters | | IQF | | Fried 8-piece | | |
|------------------|------------------|-----------------|-----|------------|-------|------------|-------|--------------|-------|-------|-------|--------|-------|------------|-------|--------------|--------|--------|--------|---------------|------|------|
| | | | | reg | value | reg | value | reg | value | reg | value | reg | value | reg | value | tray | bagged | Breast | Tender | | | |
| CA (cont) | Pavilions | Signature Farms | | | 1.99 | | | | | | | | | | | | | | | | 5.00 | |
| | R-N Super Market | Signature | | | | | | | | | | | | | | | 0.49 | | | | | |
| | R-Ranch Markets | n/i | | 2.49 | | | | | 1.99 | | | | | 0.49 | | | | | | | | |
| | Raley's | Foster Farms | | | | | | | 1.29 | | | | | | | | | | | | | |
| | Ralph's | Foster Farms | | | | | | | 0.87 | | | | 0.87 | | 0.87 | | | | | | | |
| | | Simple Truth | A | | | 3.99 | | | | | | | | | | | | | | | | |
| | Rays Food Place | n/i | | | | | | | | | | | | | | | | | | | 6.99 | |
| | | Draper Valley | A | | 4.99 | | | | | | | | | | | | | | | | | |
| | Rio Ranch | n/i | | | | 1.79 | | | | | | | | | 0.79 | | 0.59 | | | | | |
| | Safeway Comm. | n/i | | | | | | | | | | | | | | | | | | | 6.99 | |
| | | O Organics | O | | 7.99 | | | | | | | | | | | | | | | | | |
| | | Signature Farms | | | | | | | | | | | 0.99 | | 0.99 | | 0.99 | | | | | 6.99 |
| | Safeway NorCal | n/i | | | | | | | | | | | | | | | | | | | | |
| | | O Organics | O | | 7.99 | | | | | | | | | | | | | | | | | |
| | | Signature Farms | | | | | | | | | | | 0.99 | | 0.99 | | 0.99 | | | | | |
| | Save Mart | Foster Farms | | | 3.99 | | | | | BOGO | | | | | | | | | | | | |
| | | Master Cut | | | 5.00 | | | | | | | | | | | | | | | | | |
| | Seafood City | n/i | | | | | | | | | | | | | | | 0.79 | | | | | |
| | Select Markets | n/i | | | | | | | | | | | 0.99 | | 0.99 | | | | | | | 7.99 |
| | | n/i | A | | | | | | | 2.49 | | | | | | | | | | | | |
| | SK Super King | n/i | | | | 1.99 | | | | | | | | | 0.89 | | 0.39 | | | | | |
| | Smart & Final | n/i | | | | 1.59 | | | | | | | | | | | | | | | | |
| | Sprout's | n/i | | | | 2.99 | | 2.99 | | | | | | | | | | | | | | |
| | Stater Bros. | Foster Farms | | | | | | | | 0.99 | | | | 0.99 | | 0.99 | | | | | | |
| | | Randall Farms | | | 3.49 | | 3.49 | | | | | | | | | | | | | | | |
| | | Stater Bros. | | | | | | | | | | | | | | | | | | 3.00 | 3.00 | |
| | | Full Circle | O | | 7.99 | | | | | | | | | | | | | | | | | |
| | Superior Grocers | n/i | | | | 1.99 | | | | | | | | | | | | 0.59 | | | | |
| | Super A Foods | Foster Farms | | | | | | | | 1.29 | | | | | | | | | | | | |
| | | Super A | | | | 2.99 | | | | | | | | | | | | | | | | |
| Target | Market Pantry | | | | | | | | | | | | | | | | | | 1.99 | | | |
| The Fresh Market | n/i | A | | 3.99 | | | | | | | | | | | | | | | | | | |
| Trader Joe's | Trader Joe's | O | | | | | | 2.99 | | | | | | 2.99 | | | | | | | | |
| Vallarta | n/i | | | | | | | | | 3.79 | | | | 0.69 | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Independence Day 2017

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CHICKEN

| State | Supermarket | Brand | Key | B/S Breast | | B/S Thighs | | Split Breast | | Wings | | Thighs | | Drumsticks | | Leg Quarters | | IQF | | Fried 8-piece |
|-----------------|--------------------|------------------|------|------------|-------|------------|-------|--------------|-------|-------|-------|--------|-------|------------|-------|--------------|--------|--------|--------|---------------|
| | | | | reg | value | reg | value | reg | value | reg | value | reg | value | reg | value | tray | bagged | Breast | Tender | |
| CA (cont) | Vons | Signature n/i | | | 1.88 | | 1.88 | | | | | | | | | | | | | 5.00 |
| | Walmart | Harvestland | A | 4.84 | | | | | | | | | | | | | | | | |
| HI | Don Quijote | 50th State | | | | 2.89 | | | | | | | | | | | | | | 8.99 |
| | Foodland | Tyson | | | | | | | | | | 0.79 | | | | | | | | |
| | | Foster Farms | | | | | | | | | 2.49 | | 2.49 | | 2.49 | | | | | |
| | | Foster Farms | O | 8.19 | | | | | | | | | | | | | | | | |
| | Island Grocery | Foster Farms | | | | | | | | | | 1.69 | | 1.69 | | | | | | |
| | Marukai Market | n/i | | 4.69 | | | | | | | | | | | | | | | | |
| | Safeway NorCal | Signature Café | | | | | | | | | | | | | | | | | | |
| | | O Organics | O | 7.99 | | | | | | | | | | | | | | | | |
| | | Signature Farms | | | | | | | | | | | 1.29 | | 1.29 | | | | | |
| | Seafood City | n/i | | | | | | | | | | | | 1.29 | | | | | | |
| Tamura's Market | Foster Farms | | | | | | | | 3.79 | 3.49 | 1.99 | | 1.99 | | 1.99 | | | | | |
| | Foster Farms | A | | | | | | | | | | | | | | | | | | |
| | 50th State | | 3.79 | | 3.49 | | | | | | | | | | | 1.99 | | | | |
| Target | Market Pantry | | | | | | | | | | | | | | | | | 1.99 | | |
| | Times Supermarke | 50th State | | | | 2.99 | | | | | | | | | | | | | | |
| | | n/i | | | | | | | | | | | 0.90 | | | | 0.65 | | | |
| NV | Albertsons Mntn | Albertson's | | | | | | | | | | | | | | | | | | 5.99 |
| | | Signature Farms | | | | | | | | | | 0.99 | | 0.99 | | | | | | |
| | | n/i | | 2.99 | | | | | | | | | | | 0.99 | | | | | |
| | Albertsons SW | n/i | | 2.49 | | 2.49 | | | | | | | | | | | | | | |
| | | Signature | | | | | | | | | | | | | | | | | | |
| | | Signature Farms | | 2.99 | | | | | | | | | | | | | | | | |
| | Associated Foods | n/i | | | 1.99 | | | | | | | | | | | | | | | |
| | Dollar General Mkt | n/i | | | 2.00 | | | | | | | | 1.25 | | 1.25 | | | | | |
| | El Super | n/i | | | 1.99 | | | | | | | | 0.99 | | 0.77 | | 0.49 | | | |
| | Food Source | ValBest | | | 1.98 | | | | | | | | | | | | | | | |
| | Grocery Outlet | Spring River | | | | | | | | | | | | | | | | | 1.66 | |
| | La Bonita | n/i | | | 1.99 | | | | | | | | | | | | | | | |
| Marketon | n/i | | | | | | | | | 1.49 | | | | 0.59 | | | | | | |
| Raley's | Foster Farms | | | | | | | 1.29 | | | | | | | | | | | | |
| Ridley's | Tyson | | | 1.44 | | | | | | | | | | | | | | | | |
| | | n/i | | | | | | | | | | | | | | | | | 6.84 | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Independence Day 2017

prices in \$US per pound unless otherwise noted.

CHICKEN

| State | Supermarket | Brand | Key | B/S Breast | | B/S Thighs | | Split Breast | | Wings | | Thighs | | Drumsticks | | Leg Quarters | | IQF | | Fried 8-piece | |
|--------------|----------------|-----------------|------------------|------------|-------|------------|-------|--------------|-------|-------|-------|--------|-------|------------|-------|--------------|--------|--------|--------|------------------|------|
| | | | | reg | value | reg | value | reg | value | reg | value | reg | value | reg | value | tray | bagged | Breast | Tender | | |
| NV (cont) | Safeway NorCal | n/i | | | | | | | | | | | | | | | | | | 6.99 | |
| | | O Organics | O | 7.99 | | | | | | | | | | | | | | | | | |
| | | Signature Farms | | | | | | | | | | | 0.99 | 0.99 | 0.99 | | | | | | |
| | | Save Mart | Foster Farms | | 3.99 | | | | | BOGO | | | | | | | | | | | |
| | | | Master Cut | | 5.00 | | | | | | | | | | | | | | | | |
| | | Scolari's | n/i | | 1.99 | | 1.99 | | | | | | | | | | | | | | 6.99 |
| | | | Foster Farms | | 4.99 | | | | | | | | | | | | | 0.79 | | | |
| | | Seafood City | n/i | | | | | | | | | | | | | | | | | | |
| | | Smart & Final | n/i | | 1.59 | | | | | | | | | | | | | | | | |
| | | Smith's | Simple Truth | O | 5.99 | | | | | | | | | | | | | | | | |
| | | | n/i | | 2.99 | | | | | | | | | | | | | | | | |
| | | | Fresh Foods Mrkt | | | | | | | | | | | | | | | | | | 6.99 |
| | | Sprout's | n/i | | 2.99 | | 2.99 | | | | | | | | | | | | | | |
| | | Target | Market Pantry | | | | | | | | | | | | | | | | | 1.99 | |
| | | Trader Joe's | Trader Joe's | O | | | | 2.99 | | | | | | | 2.99 | | | | | | |
| | Vons | Signature | | | | | | | | | | | | | | | | | | 5.00 | |
| | | n/i | | 1.88 | | 1.88 | | | | | | | | | | | | | | | |
| | Walmart | Harvestland | A | 4.84 | | | | | | | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

prices in \$US per pound unless otherwise noted.

Independence Day 2017

CHICKEN

| State | Supermarket | Brand | Key | B/S Breast | | B/S Thighs | | Split Breast | | Wings | | Thighs | | Drumsticks | | Leg Quarters | | IQF | | Fried 8-piece | |
|---|------------------|--------------------|-----------------|------------|-------|------------|-------|--------------|-------|-------|-------|--------|-------|------------|-------|--------------|--------|--------|--------|---------------|------|
| | | | | reg | value | reg | value | reg | value | reg | value | reg | value | reg | value | tray | bagged | Breast | Tender | | |
| NORTHWESTERN U.S. - AK, ID, MT, OR, WA, WY | | | | | | | | | | | | | | | | | | | | | |
| AK | AC Value Center | n/i | | | 1.99 | | | | | | | | | | | 1.49 | | | | 8.99 | |
| | | Essential Everyday | | | | | | | | | | | | | | | | 2.33 | | | |
| | | Tyson | | | | | | | | | | | | | | | | | 2.00 | | |
| | | Alaskan & Proud | Foster Farms | | | | | | | | | 1.48 | | 1.48 | | | | | | | |
| | | | n/i | | 2.98 | | 2.98 | | | | | | | | | | | | | | |
| | | Carrs/Safeway | Signature Farms | | | 1.97 | | 1.97 | | | | | | | | | | | | | 5.99 |
| | | | Signature Café | | | | | | | | | | | | | | | | | | |
| | | Fred Meyer | Heritage Farm | | | 2.99 | | | | | | | | | | | | | | | 6.99 |
| | | | n/i | | | | | | | | | | | | | | | | | | |
| | | IGA Hometown | n/i | | | | | | | | 2.79 | | 1.99 | | 1.99 | | | | | | 7.99 |
| | Meyers Group IGA | n/i | | | | | | | | 2.79 | | 1.99 | | 1.99 | | | | | | 7.99 | |
| | Northwest Grocer | n/i | A | | | | | 2.49 | | | | | | | | | | | | 7.99 | |
| | | n/i | | | | | | | | | | 1.29 | | 1.29 | | | | | | | |
| | Sea Mart | n/i | | | | | | | | | | 0.99 | | 0.99 | | | | | | | |
| | | n/i | A | | | | | 2.49 | | | | | | | | | | | | | |
| | | Sea Mart | | | | | | | | | | | | | | | | | | 8.99 | |
| | Walmart | Harvestland | A | 6.53 | | | | | | | | | | | | | | | | | |
| ID | Albertsons Mntn | Albertson's | | | | | | | | | | | | | | | | | | 5.99 | |
| | | Signature Farms | | | | | | | | | | 0.99 | | 0.99 | | | | | | | |
| | | n/i | | 2.99 | | | | | | | | | | | 0.99 | | | | | | |
| | | Albertsons SW | n/i | | 2.49 | | 2.49 | | | | | | | | | | | | | | 5.99 |
| | | | Signature | | | | | | | | | | | | | | | | | | |
| | | | Signature Farms | | 2.99 | | | | | | | | | | | | | | | | |
| | | Associated Foods | Just Bare | A | 4.53 | | 3.19 | | | | | | | | | | | | | | |
| | | | n/i | | | 1.99 | | | | | | | | | | | | | | | |
| | | Family Foods | n/i | | | | | | | | | | | | | | 0.89 | | | | |
| | | | Foster Farms | | | | | | 1.19 | | | | | | 1.19 | | | | | | |
| | Fred Meyer | Heritage Farm | | | 1.99 | | | | | | | | | | | | | | | 5.99 | |
| | | n/i | | | | | | | | | | | | | | | | | | | |
| | Grocery Outlet | Spring River | | | | | | | | | | | | | | | | 1.66 | | | |
| | Harvest Foods | n/i | | 2.49 | | | | | | | | 1.29 | | 0.99 | | | | | | | |
| | IGA Markets | n/i | | | | | | | | | | | | | | | | | | 6.99 | |
| | | Gold'n Plump | | | | | | | 1.99 | | 1.67 | | 1.67 | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

prices in \$US per pound unless otherwise noted.

Independence Day 2017

CHICKEN

| State | Supermarket | Brand | Key | B/S Breast | | B/S Thighs | | Split Breast | | Wings | | Thighs | | Drumsticks | | Leg Quarters | | IQF | | Fried 8-piece |
|----------------|------------------|------------------|------|------------|-------|------------|-------|--------------|-------|-------|-------|--------|-------|------------|-------|--------------|--------|--------|--------|---------------|
| | | | | reg | value | reg | value | reg | value | reg | value | reg | value | reg | value | tray | bagged | Breast | Tender | |
| ID (cont) | Ridley's | Tyson | | | 1.44 | | | | | | | | | | | | | | | 6.84 |
| | Rosauer's | Draper Valley | A | 4.99 | | | | 1.49 | | | | | | | | | | | | |
| | | Ranger | F | | | | | | | | | | | 2.29 | | | | | | |
| | Safeway Seattle | Signature Farms | | | 1.77 | | 1.77 | | | | | | | | | | | | | 4.99 |
| | | Signature Café | | | | | | | | | | | | | | | | | | |
| | Smith's | Simple Truth | O | 5.99 | | | | | | | | | | | | | | | | |
| | | n/i | | 2.99 | | | | | | | | | | | | | | | | |
| | | Fresh Foods Mrkt | | | | | | | | | | | | | | | | | | |
| | Stokes Market | n/i | | | 1.99 | | | | | | | | | | | | | | | |
| | | Just Bare | A | 4.56 | | 3.19 | | | | | | | | | | | | | | |
| Target | Market Pantry | | | | | | | | | | | | | | | | | 1.99 | | |
| Trader Joe's | Trader Joe's | O | | | | | 2.99 | | | | | | | 2.99 | | | | | | |
| Walmart | Harvestland | A | 4.84 | | | | | | | | | | | | | | | | | |
| Yoke's Fresh | Foster Farms | | 2.99 | | | | | | | | | | | | | | | | | |
| MT | Albertsons Mntn | Albertson's | | | | | | | | | | | | | | | | | | 5.99 |
| | | Signature Farms | | | | | | | | | | 0.99 | | 0.99 | | | | | | |
| | | n/i | | 2.99 | | | | | | | | | | | | 0.99 | | | | |
| | Albertsons SW | n/i | | 2.49 | | 2.49 | | | | | | | | | | | | | | 5.99 |
| | | Signature | | | | | | | | | | | | | | | | | | |
| | | Signature Farms | | 2.99 | | | | | | | | | | | | | | | | |
| | Associated Foods | Just Bare | A | 4.53 | | 3.19 | | | | | | | | | | | | | | |
| | | n/i | | | 1.99 | | | | | | | | | | | | | | | |
| | | n/i | | | 1.79 | | | | | | | | | | | | | | | |
| | | n/i | | | | | | | | | | | | | | | | | | |
| | Family Foods | n/i | | | | | | | | | | | | | | 0.89 | | | | 7.99 |
| | | Foster Farms | | | | | | 1.19 | | | | | | 1.19 | | | | | | |
| | Harvest Foods | n/i | | 2.49 | | | | | | | | | 1.29 | | 0.99 | | | | | |
| | IGA Markets | n/i | | | | | | | | | | | | | | | | | | 6.99 |
| | Gold'n Plump | | | | | | | | 1.99 | | 1.67 | | 1.67 | | | | | | | |
| Lucky's Market | n/i | A | | 1.98 | | | | | | | | | | | | | | | | |
| Reynold's | n/i | | | 1.89 | | | | | | | | | | | | | | | | |
| | Just Bare | A | 4.56 | | 3.19 | | | | | | | | | | | | | | | |
| Rosauer's | Draper Valley | A | 4.99 | | | | 1.49 | | | | | | | | | | | | | |
| | Ranger | F | | | | | | | | | | | 2.29 | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

prices in \$US per pound unless otherwise noted.

Independence Day 2017

CHICKEN

| State | Supermarket | Brand | Key | B/S Breast | | B/S Thighs | | Split Breast | | Wings | | Thighs | | Drumsticks | | Leg Quarters | | IQF | | Fried 8-piece | | |
|-------------------|-------------------|------------------|------|------------|-------|------------|-------|--------------|-------|-------|-------|--------|-------|------------|-------|--------------|--------|--------|--------|---------------|------|------|
| | | | | reg | value | reg | value | reg | value | reg | value | reg | value | reg | value | tray | bagged | Breast | Tender | | | |
| MT (cont) | Smith's | Simple Truth | O | 5.99 | | | | | | | | | | | | | | | | | | |
| | | n/i | | 2.99 | | | | | | | | | | | | | | | | | | |
| | | Fresh Foods Mrkt | | | | | | | | | | | | | | | | | | | 6.99 | |
| | Stokes Market | n/i | | | 1.99 | | | | | | | | | | | | | | | | | |
| | | Just Bare | A | 4.56 | | 3.19 | | | | | | | | | | | | | | | | |
| | SuperVALU Stores | Gold'n Plump | | 3.33 | | 2.98 | | | | | | | | | | | | | | | | |
| | n/i | | | | | | | | | | | | | | | | | | | | 7.49 | |
| | Walmart | Harvestland | A | 4.84 | | | | | | | | | | | | | | | | | | |
| OR | Albertsons Ptrlnd | n/i | | | 1.47 | | 1.47 | | | | | | | | | | | | | | 4.99 | |
| | | Signature Farms | | | | | | | | | | 1.29 | | 1.29 | | | | | | | | |
| | Associated Foods | Just Bare | A | 4.53 | | 3.19 | | | | | | | | | | | | | | | | |
| | | n/i | | | 1.99 | | | | | | | | | | | | | | | | | |
| | CenterPlace | n/i | | | | | | | | 1.98 | | 0.68 | | 0.68 | | | | | | | | |
| | | Foster Farms | | | | | 1.78 | 1.18 | | | | | | | | | | | | | | |
| | Family Foods | n/i | | | | | | | | | | | | | | 0.89 | | | | | | |
| | | Foster Farms | | | | | | | | | | | | | | | | | | | | |
| | Fred Meyer | Heritage Farm | | | 1.99 | | | | | | | | | | | | | | | | | |
| | | n/i | | | | | | | | | | | | | | | | | | | | 5.99 |
| | Grocery Outlet | Spring River | | | | | | | | | | | | | | | | | | | | |
| | Harvest Foods | n/i | | 2.49 | | | | | | | | | 1.29 | | 0.99 | | | | | 1.66 | | |
| | IGA Markets | n/i | | | | | | | | | | | | | | | | | | | | 6.99 |
| | | Gold'n Plump | | | | | | | | 1.99 | | 1.67 | | 1.67 | | | | | | | | |
| | IGA Market Fresh | Mary's | A | | | | | | | | | | | | | 0.47 | | | | | | |
| | | n/i | A | | | | | 2.49 | | | | | | | | | | | | | | |
| | | n/i | | | | | | | | | | | 0.99 | | 0.99 | | | | | | | |
| | Market of Choice | Roxy | O | | | | | | | | | | | | 1.69 | | | | | | | |
| | McKay's Market | Gold'n Plump | | | | | | | | | | | | | | | | | | | | |
| | | Foster Farms | | | | | | | | | | 2.79 | | | | | | | | | | |
| | Simply Raised | A | 3.99 | | | | | | | | | 1.99 | | 1.99 | | | | | | | | |
| Quality Food Cntr | Simple Truth | A | 4.99 | | | | | | | | | | | | | | | | | | | |
| | Quality Signature | | | | | | | | | | | | | | | | | | | | | |
| Rays Food Place | n/i | | | | | | | | | | | | | | | | | | | | | |
| | Draper Valley | A | 4.99 | | | | | | | | | | | | | | | | | | | |
| Red Apple | Ranger | F | | | | | | | 2.99 | | | | | | | | | | | | | |
| | n/i | A | | | | | 2.49 | | | | | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

prices in \$US per pound unless otherwise noted.

Independence Day 2017

CHICKEN

| State | Supermarket | Brand | Key | B/S Breast | | B/S Thighs | | Split Breast | | Wings | | Thighs | | Drumsticks | | Leg Quarters | | IQF | | Fried 8-piece | |
|---------------------|-------------------|-----------------|------|------------|-------|------------|-------|--------------|-------|-------|-------|--------|-------|------------|-------|--------------|--------|--------|--------|---------------|------|
| | | | | reg | value | reg | value | reg | value | reg | value | reg | value | reg | value | tray | bagged | Breast | Tender | | |
| OR <i>(cont)</i> | Rosauer's | Draper Valley | A | 4.99 | | | | 1.49 | | | | | | | | | | | | | |
| | | Ranger | F | | | | | | | | | | | 2.29 | | | | | | | |
| | Roth's | Roth's | | | | | | | | | | | | | | | | | | 8.99 | |
| | Safeway Portland | Signature Farms | | | 1.77 | | 1.77 | | | | | | | | | | | | | | 4.99 |
| | | Signature Café | | | | | | | | | | | 0.99 | | 0.99 | | | | | | 7.99 |
| | Select Markets | n/i | | | | | | | | | | | | | | | | | | | |
| | | n/i | A | | | | | | 2.49 | | | | | | | | | | | | |
| | Target | Market Pantry | | | | | | | | | | | | | | | | | | | 1.99 |
| | Thriftway of OR | n/i | | | | | | | | | | | | 1.29 | | 1.29 | | | | | |
| | | n/i | A | | | | | | 2.49 | | | | | | | | | | | | |
| Trader Joe's | Trader Joe's | O | 5.70 | | 3.99 | | | 2.49 | | | | | | | | | | | | | |
| Walmart | Harvestland | A | 4.84 | | | | | 2.99 | | | | | | 2.99 | | | | | | | |
| WA | Albertsons Prtlnd | n/i | | | 1.47 | | 1.47 | | | | | | | | | | | | | | 4.99 |
| | | Signature Farms | | | | | | | | | | | 1.29 | | 1.29 | | | | | | |
| | CenterPlace | n/i | | | | | | | | 1.98 | | | 0.68 | | 0.68 | | | | | | |
| | | Foster Farms | | | | | | 1.78 | 1.18 | | | | | | | | | | | | |
| | Family Foods | n/i | | | | | | | | | | | | | | 0.89 | | | | | |
| | | Foster Farms | | | | | | | 1.19 | | | | | | | | | | | | |
| | Fred Meyer | Heritage Farm | | | 1.99 | | | | | | | | | | | | | | | | |
| | | n/i | | | | | | | | | | | | | | | | | | | 5.99 |
| | Grocery Outlet | Spring River | | | | | | | | | | | | | | | | | | | |
| | Haggen's | Ranger | F | | | | | | | | | | | | 0.99 | | | | | | |
| | | Mary's | O | 6.99 | | | | | | | | | | | | | | | | | |
| | Harvest Foods | n/i | | 2.49 | | | | | | | | | | 1.29 | | 0.99 | | | | | |
| | IGA Markets | n/i | | | | | | | | | | | | | | | | | | | 6.99 |
| | | Gold'n Plump | | | | | | | | | 1.99 | | 1.67 | | 1.67 | | | | | | |
| | IGA Market Fresh | Mary's | A | | | | | | | | | | | | | | 0.47 | | | | |
| | n/i | A | | | | | | 2.49 | | | | | | | | | | | | | |
| | n/i | | | | | | | | | | | 0.99 | | 0.99 | | | | | | | |
| Island Pacific | n/i | | | 2.19 | | | | | | | | | | 0.99 | | 0.99 | | | | | |
| Metropolitan | n/i | F | | | | | | | | 1.99 | | | | | | | | | | | |
| | Sweetwater Creek | O | 6.99 | | | | | | | | | | | | | | | | | | |
| Meyers Group IGA | Gold'n Plump | | | | | | | | | 1.99 | | 1.67 | | 1.67 | | | | | | | |
| | n/i | | | | | | | | | | | | | | | | | | | | 7.99 |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

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Independence Day 2017

CHICKEN

| State | Supermarket | Brand | Key | B/S Breast | | B/S Thighs | | Split Breast | | Wings | | Thighs | | Drumsticks | | Leg Quarters | | IQF | | Fried 8-piece | |
|-----------------|-------------------|-------------------|-----|------------|-------|------------|-------|--------------|-------|-------|-------|--------|-------|------------|-------|--------------|--------|--------|--------|---------------|------|
| | | | | reg | value | reg | value | reg | value | reg | value | reg | value | reg | value | tray | bagged | Breast | Tender | | |
| WA (cont) | PCC Natural | Ranger | F | 6.99 | | | | | | | | | | | | | | | | | |
| | Quality Food Cntr | Simple Truth | A | 4.99 | | | | | | | | | | | | | | | | | |
| | | Quality Signature | | | | | | | | | | | | | | | | | | | 7.99 |
| | Rosauer's | Draper Valley | A | 4.99 | | | | 1.49 | | | | | | | | | | | | | |
| | | Ranger | F | | | | | | | | | | | 2.29 | | | | | | | |
| | Saar's | Gold'n Plump | | | | | | | | | | | | | | | | | | | 7.49 |
| | | n/i | | | 1.88 | 1.68 | | | | | | 0.88 | | 0.88 | | | 0.58 | | | | |
| | Safeway Portland | Signature Farms | | | 1.77 | 1.77 | | | | | | | | | | | | | | | 4.99 |
| | | Signature Café | | | | | | | | | | | | | | | | | | | |
| | Safeway Seattle | Signature Farms | | | 1.77 | 1.77 | | | | | | | | | | | | | | | 4.99 |
| | | Signature Café | | | | | | | | | | | | | | | | | | | |
| | Seafood City | n/i | | | | | | | | | | | | | | | 0.79 | | | | |
| | Select Markets | n/i | | | | | | | | | | | 0.99 | | 0.99 | | | | | | 7.99 |
| | | n/i | A | | | | | | 2.49 | | | | | | | | | | | | |
| | Target | Market Pantry | | | | | | | | | | | | | | | | | | 1.99 | |
| | The Markets | n/i | | | | | | | 1.48 | | | | | 1.28 | | 0.98 | | | | 1.65 | |
| | Gold'n Plump | | | | | | | | | | | | | | | | | | | 6.99 | |
| Thriftway | n/i | | | | | | | | | | | | 1.29 | | 1.29 | | | | | | |
| | n/i | A | | | | | | 2.49 | | | | | | | | | | | | | |
| Thriftway of OR | n/i | | | | | | | | | | | | 1.29 | | 1.29 | | | | | | |
| | n/i | A | | | | | | 2.49 | | | | | | | | | | | | | |
| | Just Bare | A | | 5.70 | | 3.99 | | | | | | | | | | | | | | | |
| Trader Joe's | Trader Joe's | O | | | | | | 2.99 | | | | | | 2.99 | | | | | | | |
| Walmart | Harvestland | A | | 4.84 | | | | | | | | | | | | | | | | | |
| Yoke's Fresh | Foster Farms | | | 2.99 | | | | | | | | | | | | | | | | | |
| WY | Affiliated MW | n/i | | | | | | | | | | | | 0.49 | | | | | | | |
| | | n/i | | | | | | | | | | | 0.79 | | 0.79 | | | | | | |
| | | Best Choice | | | | | | | | | | | | | | | | | 1.33 | 1.33 | |
| | Albertsons Mntn | Albertson's | | | | | | | | | | | 0.99 | | 0.99 | | | | | 5.99 | |
| | | Signature Farms | | | | | | | | | | | | | | | | | | | |
| | | n/i | | | 2.99 | | | | | | | | | | | 0.99 | | | | | |
| Albertsons SW | n/i | | | 2.49 | | 2.49 | | | | | | | | | | | | | | | |
| | Signature | | | | | | | | | | | | | | | | | | | 5.99 | |
| | Signature Farms | | | 2.99 | | | | | | | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Independence Day 2017

prices in \$US per pound unless otherwise noted.

CHICKEN

| State | Supermarket | Brand | Key | B/S Breast | | B/S Thighs | | Split Breast | | Wings | | Thighs | | Drumsticks | | Leg Quarters | | IQF | | Fried 8-piece | |
|---------------------|------------------|----------------|-----|------------|-------|------------|-------|--------------|-------|-------|-------|--------|-------|------------|-------|--------------|--------|--------|--------|------------------|------|
| | | | | reg | value | reg | value | reg | value | reg | value | reg | value | reg | value | tray | bagged | Breast | Tender | | |
| WY <i>(cont)</i> | Associated Foods | Just Bare | A | 4.53 | | 3.19 | | | | | | | | | | | | | | | |
| | | n/i | | | 1.99 | | | | | | | | | | | | | | | | |
| | Food Pride | Open Acres | | | | | | | 1.49 | | | | | | | | | | | | |
| | IGA Markets | n/i | | | | | | | | | | | | | | | | | | 6.99 | |
| | | Gold'n Plump | | | | | | | | | 1.99 | | 1.67 | | 1.67 | | | | | | |
| | King Soopers | Heritage Farm | | | 1.99 | | 1.99 | | | | | | | | | | | | | | 5.99 |
| | | Chester's | | | | | | | | | | | | | | | | | | | |
| | Ridley's | Tyson | | | 1.44 | | | | | | | | | | | | | | | | 6.84 |
| | | n/i | | | | | | | | | | | | | | | | | | | |
| | Safeway Denver | Signature Café | | | | | | | | | | | | | | | | | | | 5.99 |
| | Signature Farms | | | | | | | | | | | | 1.49 | | 1.49 | | | | | | |
| | n/i | | | 2.59 | | 1.99 | | | | | | | | | | | | | | | |
| | Open Nature | | A | | 5.00 | | | | | | | | | | | | | | | | |
| Smith's | Simple Truth | | O | 5.99 | | | | | | | | | | | | | | | | | |
| | n/i | | | 2.99 | | | | | | | | | | | | | | | | | |
| | Fresh Foods Mrkt | | | | | | | | | | | | | | | | | | | | |
| Walmart | Harvestland | | A | 4.84 | | | | | | | | | | | | | | | | 6.99 | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Independence Day 2017

prices in \$US per pound unless otherwise noted.

PORK

| State | Supermarket | Brand | Key | Spareribs | | | | Country Style | | Pork Chops/Steaks | | | | | | | | Loin | | Fresh Sausage | Deli Ribs per lb. | |
|--|----------------|-------------------|-----|------------|----------|-----------|---------|---------------|---------|-------------------|---------|----------------|-----------|-------------|-----------|-------------|---------|-------|--------|---------------|-------------------|------|
| | | | | Whole Rack | Back Rib | St. Louis | Riblets | Ribs | | Rib End | | Bone-in Center | | Bnls Center | | Sirloin End | | Ass't | Tender | | | Bnls |
| | | | | | | | | bnls | bone-in | bnls | bone-in | reg pack | valu pack | reg pack | valu pack | bnls | bone-in | | | | | |
| NORTHEASTERN U.S. - CT,DC,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT | | | | | | | | | | | | | | | | | | | | | | |
| CT | ACME Markets | Hatfield | | | | | | | | | | | | | | | | | | BOGO | | |
| | | Hatfield | | | | | | | | | | | | | | | | | | 2.99 | | |
| | | Signature Café | | | | | | | | | | | | | | | | | | | | |
| | | n/i | | | | | | | | | | | | | | | | | | 2.99 | | |
| | Adams Market | n/i | | | | | | | | | | | | | | | | | | 2.99 | 2.99 | |
| | | Chairmans Reserve | | | | | | | | | | | | | | | | | | | 1.59 | |
| | AF Basket | Indiana Kitchen | | | | | | | | | | | | | | | | | | 2.99 | 2.99 | |
| | | n/i | | | | | | | | | | | | | | | | | | | 2.99 | |
| | AG New England | Swift | | | | | | | | | | | | | | | | | | | 2.99 | |
| | | n/i | | | | | | | | | | | | | | | | | | | 2.99 | |
| | ALDI | n/i | | | | | | | | | | | | | | | | | | | 2.89 | |
| | | Parkview | | | | | | | | | | | | | | | | | | | 1.99 | |
| | Associated | n/i | | | | | | | | | | | | | | | | | | 1.99 | 3.99 | |
| | | Johnsonville | | | | | | | | | | | | | | | | | | | 4.16 | |
| | | Premio | | | | | | | | | | | | | | | | | | | 2.99 | |
| | Best Market | n/i | | | | | | | | | | | | | | | | | | 2.87 | 2.97 | |
| | | Prairie Fresh | | | | | | | | | | | | | | | | | | | 1.77 | |
| | Big Y | Big Y | | | | | | | | | | | | | | | | | | | 2.27 | |
| | | n/i | | | | | | | | | | | | | | | | | | | 3.27 | |
| | Bravo | n/i | | | | | | | | | | | | | | | | | | 1.99 | 3.69 | |
| | | Premio | | | | | | | | | | | | | | | | | | | 4.49 | |
| | C-Town | n/i | | | | | | | | | | | | | | | | | | 1.99 | 3.69 | |
| | | Premio | | | | | | | | | | | | | | | | | | | 2.69 | |
| | Compare Foods | n/i | | | | | | | | | | | | | | | | | | | 2.39 | |
| | | Premio | | | | | | | | | | | | | | | | | | | 1.99 | |
| | Fairway Foods | n/i | | | | | | | | | | | | | | | | | | | 2.49 | |
| | Food Bazaar | n/i | | | | | | | | | | | | | | | | | | | 1.99 | |
| | | Premio | | | | | | | | | | | | | | | | | | | 3.99 | |
| | | Johnsonville | | | | | | | | | | | | | | | | | | | 2.99 | |
| | Geissler's | n/i | | | | | | | | | | | | | | | | | | | 2.49 | |
| | | Geissler's | | | | | | | | | | | | | | | | | | | 2.99 | |
| | Highland Park | Smithfield | | | | | | | | | | | | | | | | | | | 3.99 | |
| | Key Foods | n/i | | | | | | | | | | | | | | | | | | | 1.99 | |
| | | Yuengling | | | | | | | | | | | | | | | | | | | 3.99 | |
| | | | | | | | | | | | | | | | | | | | | | 1.99 | |
| | | | | | | | | | | | | | | | | | | | | | 4.16 | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Independence Day 2017

prices in \$US per pound unless otherwise noted.

PORK

| State | Supermarket | Brand | Key | Spareribs | | | | Country Style | | Pork Chops/Steaks | | | | | | | | Loin | | Fresh Sausage | Deli Ribs per lb. | | | | |
|---------------------|------------------|-------------------|-----|------------|----------|-----------|---------|---------------|---------|-------------------|---------|----------------|-----------|-------------|-----------|-------------|---------|-------|--------|---------------|-------------------|------|------|------|------|
| | | | | Whole Rack | Back Rib | St. Louis | Riblets | Ribs | | Rib End | | Bone-in Center | | Bnls Center | | Sirloin End | | Ass't | Tender | | | Bnls | | | |
| | | | | | | | | bnls | bone-in | bnls | bone-in | reg pack | valu pack | reg pack | valu pack | bnls | bone-in | | | | | | | | |
| CT <i>(cont)</i> | Kings Market | Chairmans Reserve | | | 3.99 | | | | | | | 2.99 | | | | | | | | | | | 3.99 | | |
| | Market 32 | Kings | | | | | | | | | | | | | | | | | | | | | | | |
| | | Johnsonville | | | | | | | | | | | | | | | | | | | | | | 2.92 | |
| | | Hatfield | | | | 3.49 | 2.99 | | | | | | | | | | | | | | | | | | |
| | Price Chopper | n/i | | | | | | | | | | | | | | | | | | | | | | | |
| | | Johnsonville | | | | | | | | | | | | | | | | | | | | | | | 2.92 |
| | | Hatfield | | | | 3.49 | 2.99 | | | | | | | | | | | | | | | | | | |
| | Price Rite | n/i | | | 1.79 | 2.99 | 2.49 | | | | | | | | | | | | | | | | | | |
| | Save-a-Lot | n/i | | | 1.59 | | | | | | | | | | | | | | | | | | | | 1.69 |
| | | Butcher's Choice | | | | | | | | | | | | | | | | | | | | | | | 2.08 |
| | ShopRite | ShopRite | | | | 2.99 | | | | | | | | | | | | | | | | | | | 1.99 |
| | | Premio | | | | | | | | | | | | | | | | | | | | | | | 2.99 |
| | | Smithfield | | | | | | | | | | | | | | 2.49 | | | | | | 4.49 | | | |
| | | Farm Promise | | A | | 3.99 | | | | | | | | | | | | | | | | | | | |
| | | n/i | | | 2.69 | | | | | | | | 1.99 | | | 2.99 | | | | | | | | | |
| | | Butcher's Prime | | | | | | | | | | | | | | | | | | | | | | | 4.66 |
| | Stew Leonard's | n/i | | | 1.99 | 3.99 | 3.99 | | | | | | | | | | | | | | | | | | |
| | Stop & Shop | Stop & Shop | | | | | 1.99 | | | 2.99 | | | | 2.49 | | 4.49 | | | | | | | | | 1.99 |
| | Perri | | | | | | | | | | | | | | | | | | | | | | | 2.99 | |
| The Fresh Market | n/i | | | | 3.99 | | | | | | | | | | | | | | | | | | | 3.99 | |
| Walmart | Smithfield | | | | 2.97 | | | | | | | | | | | | | | | | | | | | |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | | | | 3.32 | |
| | Whole Foods NE | n/i | A | | 3.99 | | | | | | | | | | | | | | | | | | | | |
| | Whole Foods NATL | n/i | A | | 3.99 | | | | | | | | | | | | | | | | | | | | |
| DC | ALDI | n/i | | | 2.89 | | | | | | | | | | | | | | | | | | | | |
| | | Parkview | | | | | | | | | | | | | | | | | | | | | | | |
| | Giant Foods | Giant | | | | 1.99 | | | 2.99 | | | | | | 4.49 | | | | | 2.49 | | | | 1.99 | |
| | Harris Teeter | n/i | | | | | | | | | | | 3.47 | | 3.97 | | | | | | | | | 1.99 | |
| | | Harris Teeter | | | | | | | | 1.29 | | 1.29 | | | | | | | | | | | | | 7.99 |
| | | Smithfield | | | | | 3.47 | | | | | | | | | | | | | | | | 1.97 | | |
| | Niman Ranch | | A | | 4.99 | | | | | | | | | | | | | | | | | | | 2.92 | |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Independence Day 2017

prices in \$US per pound unless otherwise noted.

PORK

| State | Supermarket | Brand | Key | Spareribs | | | | Country Style | | Pork Chops/Steaks | | | | | | | | Loin | | Fresh Sausage | Deli Ribs per lb. | | | |
|---------------------|-------------------|------------------|-----|------------|----------|-----------|----------|---------------|---------|-------------------|---------|----------------|-----------|-------------|-----------|-------------|---------|-------|--------|---------------|-------------------|------|------|------|
| | | | | Whole Rack | Back Rib | St. Louis | Ribslets | Ribs | | Rib End | | Bone-in Center | | Bnls Center | | Sirloin End | | Ass't | Tender | | | Bnls | | |
| | | | | | | | | bnls | bone-in | bnls | bone-in | reg pack | valu pack | reg pack | valu pack | bnls | bone-in | | | | | | | |
| DC <i>(cont)</i> | Safeway Eastern | Smithfield | A | | | | | 1.79 | | | | | | | | | | | | | 2.31 | | | |
| | | Johnsonville | | | | | | | | | | | | | | | | | | | | | | |
| | | n/i | | 2.99 | 3.99 | 2.99 | | | | | | | | 4.99 | | | | | | | | | 5.99 | |
| | Save-a-Lot | Signature Café | | 1.59 | | | | | | | | | | | | | | | | | | 1.69 | 2.08 | |
| | Walmart | Butcher's Choice | | | | | 2.97 | | | | | | | | | | | | | | | | 3.32 | |
| | Whole Foods MdAt | n/i | | | | 3.99 | | | | | | | | | | | | | | | | | | |
| DE | ACME Markets | Hatfield | A | | | | | | | | | BOGO | | | | | | | | | | BOGO | | |
| | | Hatfield | | | | | | | | | | | 2.99 | | | | | | | | | | | |
| | | Signature Café | | | | | | | | | | | | | | | | | | | | | 7.99 | |
| | | n/i | | | | | 2.99 | | | | | | | | | | | | | | | | | |
| | ALDI | n/i | | | | | 2.89 | | | | | | | | | | | | | | | | 1.99 | |
| | | Parkview | | | | | | | | | | | | | | | | | | | | | | |
| | Food Lion | n/i | | | | | | 1.99 | | | | | 1.99 | | | | | | | | | | | |
| | | n/i | | | | | | 3.49 | | | | | 2.49 | | | | | | | | | | | |
| | | Johnsonville | | | | | | | | | | | | | | | | | | | | | 2.99 | |
| | Fresh Grocer | n/i | | 2.79 | 1.99 | | | | | | | | | | | | | | | | | 3.99 | | |
| | | Tender Choice | | | | | | | | | | | | | | | | | | | | | | 2.49 |
| | | Hatfield | | | | | | | | | | | | | | | | | | | | | | 2.49 |
| | Giant Foods | Giant | | | | | | 1.99 | | 2.99 | | | | | | | | | | | | 2.49 | | 1.99 |
| | Great Valu Market | n/i | | 2.49 | | | | | | 2.49 | | 1.99 | | | | | | | | | | | | |
| | Harris Teeter | n/i | | | | | | | | | | | | | | | | | | | | | | 7.99 |
| | | Harris Teeter | | | | | | | | | | 1.29 | 1.29 | | | | | | | | | | | |
| | | Smithfield | | | | | | 3.47 | | | | | | | | | | | | | | | | 1.97 |
| | Niman Ranch | | | | | 4.99 | | | | | | | | | | | | | | | | | | |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | | 2.92 | | |
| IGA Stores NJ/PA | n/i | | | | | | | 2.99 | 2.49 | | | | | 2.99 | 2.49 | | | 2.19 | 2.99 | | | | | |
| Redner's | n/i | | | | | 2.48 | | | | | | | | | | | | | | | | 1.78 | | |
| Safeway Eastern | Smithfield | | | | | | | | | | | | | | | | | | | | | | | |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | | 2.31 | | |
| | n/i | | | | | 2.99 | 3.99 | 2.99 | | | | | | 4.99 | | | | | | | | | | |
| | Signature Café | | | | | | | | | | | | | | | | | | | | | 5.99 | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Independence Day 2017

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PORK

| State | Supermarket | Brand | Key | Spareribs | | | | Country Style | | Pork Chops/Steaks | | | | | | | | Loin | | Fresh Sausage | Deli Ribs per lb. | | | |
|--------------|-------------------|-----------------|------|------------|----------|-----------|---------|---------------|---------|-------------------|---------|----------------|-----------|-------------|-----------|-------------|---------|-------|--------|---------------|-------------------|------|------|------|
| | | | | Whole Rack | Back Rib | St. Louis | Riblets | Ribs | | Rib End | | Bone-in Center | | Bnls Center | | Sirloin End | | Ass't | Tender | | | Bnls | | |
| | | | | | | | | bnls | bone-in | bnls | bone-in | reg pack | valu pack | reg pack | valu pack | bnls | bone-in | | | | | | | |
| DE (cont) | Save-a-Lot | n/i | A | 1.59 | | | | | | | | | | | | | | | | 1.69 | | | | |
| | Butcher's Choice | | | | | | | | | | | | | | | | | | | | | 2.08 | | |
| | ShopRite | ShopRite | | | | 2.99 | | | | | | | | | | | | | | | | | 1.99 | |
| | Premio | | | | | | | | | | | | | | | | | | | | | | 2.99 | |
| | Smithfield | | | | | | | | | | | | | | 2.49 | | | | | | | 4.49 | | |
| | Farm Promise | | | | | 3.99 | | | | | | | | | | | | | | | | | | |
| | n/i | | | | | 2.69 | | | | | | | 1.99 | | | 2.99 | | | | | | | | |
| | Butcher's Prime | | | | | | | | | | | | | | | | | | | | | | | 4.66 |
| | ShurSave | n/i | | | | 2.59 | 4.19 | | | 1.79 | | 1.99 | | | | | | | | | | | | 5.99 |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | | | | 4.16 |
| | The Fresh Market | n/i | | | | | 3.99 | | | | | | | | | | | | | | | | | 3.99 |
| | Walmart | Smithfield | | | | | 2.97 | | | | | | | | | | | | | | | | | 3.32 |
| Weis Markets | Johnsonville | | | | | | | | | | | | | | | | | | | | | 1.77 | | |
| | Weis | | | | | | | | | | | | | | | | | | | | | 2.92 | | |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | | | | |
| | Swift | | | | | | | | | | | 2.29 | | | | | 1.48 | | | | | | | |
| | n/i | | | | | 3.28 | | | | | | | | | | | | | | | | | | |
| MA | Adams Market | n/i | | | 2.99 | 2.99 | | | 1.59 | | | | 1.99 | | | | | 1.69 | 1.99 | | | | | |
| | Chairmans Reserve | | | | | | | | | | | | | | | | | | | | | | | |
| | AF Basket | Indiana Kitchen | | 1.99 | 3.99 | | | 2.99 | | | | | | | 2.79 | | | | | | | 3.49 | | |
| | n/i | | | | | | | | | | | | | | | | | | | | | 3.79 | | |
| | AG New England | Swift | | | 2.99 | | | | | | | | | | | | | | | | | | | |
| | n/i | | | | | | | | | | | | | | | | | | | | | 2.99 | | |
| | ALDI | n/i | | | 2.89 | | | | | | | | | | | | | | | | | | | |
| | Parkview | | | | | | | | | | | | | | | | | | | | | 1.99 | | |
| | Associated | n/i | | 1.99 | 3.99 | | | | | | | | | | | | | | | | | | | |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | | 4.16 | | |
| | Premio | | | | | | | | | | | | | | | | | | | | | 2.99 | | |
| | Big Y | Big Y | | | | | | | | | | | | 4.49 | | | | | | | | | 7.99 | |
| Bravo | n/i | | 1.99 | | 3.69 | | | | | | | | | | | | | | | | | 2.79 | | |
| Premio | | | | | | | | | | | | | | | | | | | | | | 2.79 | | |
| C-Town | n/i | | 1.99 | 3.69 | | | | | | | | | 2.69 | 2.39 | | | | | | 1.99 | | 2.79 | | |
| | Premio | | | | | | | | | | | | | | | | | | | | | 2.79 | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Independence Day 2017

prices in \$US per pound unless otherwise noted.

PORK

| State | Supermarket | Brand | Key | Spareribs | | | | Country Style | | Pork Chops/Steaks | | | | | | | | Loin | | Fresh Sausage | Deli Ribs per lb. | | | | | | | |
|---------------------|------------------|---------------|------|------------|----------|-----------|---------|---------------|---------|-------------------|---------|----------------|-----------|-------------|-----------|-------------|---------|-------|--------|---------------|-------------------|------|--|--|------|------|------|------|
| | | | | Whole Rack | Back Rib | St. Louis | Riblets | Ribs | | Rib End | | Bone-in Center | | Bnls Center | | Sirloin End | | Ass't | Tender | | | Bnls | | | | | | |
| | | | | | | | | bnls | bone-in | bnls | bone-in | reg pack | valu pack | reg pack | valu pack | bnls | bone-in | | | | | | | | | | | |
| MA <i>(cont)</i> | Compare Foods | n/i | A | 1.99 | 3.99 | | | | | | | | | | | | | | | | | | | | | | | |
| | Premio | | | | | | | | | | | | | | | | | | | | | | | | 2.50 | | | |
| | Crosby's | n/i | | | | | | | | | | | | | | | | | | | | | | | 3.99 | 6.99 | | |
| | Donelan's | Open Prairie | | | | | | | | | | | 5.49 | | | | | | | | 6.99 | | | | | | | |
| | | n/i | | | | | | | 1.99 | | | | | | | 2.59 | | | | | | | | | | 8.99 | | |
| | Food City Market | n/i | | | 2.19 | 2.99 | | | | 1.99 | | 1.99 | | | | | | | | | | 2.99 | | | | | | |
| | Geissler's | n/i | | | | | | | 2.49 | | | | | | | | | | | | | 2.99 | | | | | | |
| | | Geissler's | | | | | | | | | | | 2.99 | | | | | | | | | | | | | | 2.99 | |
| | H-Mart | n/i | | | | | | | | | | | | | | | | | | | | | | | | | 1.99 | |
| | Hannaford | Hannaford | | | | | | | | | | | | | | | | | | | | | | | | | 2.91 | |
| | | Johnsonville | | | | | | | | | | | | | | | | | | | | | | | | | 2.92 | |
| | Market 32 | n/i | | | | | | | | 2.49 | | | 1.69 | | | | | | | | | | | | | | | |
| | | Johnsonville | | | | | | | | | | | | | | | | | | | | | | | | | | 2.92 |
| | | Hatfield | | | | | | | | | | | | | | | | | | | | | | | | | | 3.49 |
| | Market Basket | n/i | | | 1.99 | | | | | | | | | | | 1.99 | 1.99 | | | | | | | | | | 1.79 | |
| | | Market Basket | | | | | | | | | | | | | | | | | | | | | | | | | | 2.49 |
| | Met Foods | n/i | | | 1.99 | 3.99 | | | | | | | | | | | | | | | | | | | | | | 2.99 |
| | | Premio | | | | | | | | | | | | | | | | | | | | | | | | | | 4.16 |
| | Price Chopper | n/i | | | | | | | | | | | | | | | | | | | | | | | | | | 2.92 |
| | | Johnsonville | | | | | | | | | | | | | | | | | | | | | | | | | | 2.92 |
| | | Hatfield | | | | | | | | | | | | | | | | | | | | | | | | | | 3.49 |
| Price Rite | n/i | | 1.79 | 2.99 | 2.49 | | | | | | | | | | | | | | | | | | | | | 2.49 | | |
| Roche Bros. | n/i | | | | | | | | | | | | | | | | | | | | | | | | | 2.99 | | |
| | Perri | | | | | | | | | | | | | | | | | | | | | | | | | 2.99 | | |
| | Berkshire | | | | | | | | | | | | | | | | | | | | | | | | | 9.99 | | |
| | Niman Ranch | | | | | | | | | | | | | | | | | | | | | | | | | 4.99 | | |
| Save-a-Lot | n/i | | 1.59 | | | | | | | | | | | | | | | | | | | | | | | 8.99 | | |
| | Butcher's Choice | | | | | | | | | | | | | | | | | | | | | | | | | 1.69 | | |
| | 2.08 | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Seabra Foods | n/i | | 2.39 | 3.49 | | | | | | | | 1.49 | | | | | | | | | | | | | | 1.69 | | |
| Shaw's | Smithfield | | | | | | | | | | | | | | | | | | | | | | | | | 2.99 | | |
| | n/i | | | | | | | | | | | | | | | | | | | | | | | | | 1.69 | | |
| | Signature Farms | | | | | | | | | | | | | | | | | | | | | | | | | 3.50 | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

prices in \$US per pound unless otherwise noted.

Independence Day 2017

PORK

| State | Supermarket | Brand | Key | Spareribs | | | | Country Style | | Pork Chops/Steaks | | | | | | | | Loin | | Fresh Sausage | Deli Ribs per lb. | | | | | | |
|---------------------|------------------|-----------------|-----|------------|----------|-----------|----------|---------------|---------|-------------------|---------|----------------|-----------|-------------|-----------|-------------|---------|-------|--------|---------------|-------------------|-------|------|--|------|------|------|
| | | | | Whole Rack | Back Rib | St. Louis | Ribslets | Ribs | | Rib End | | Bone-in Center | | Bnls Center | | Sirloin End | | Ass't | Tender | | | Bnls | | | | | |
| | | | | | | | | bnls | bone-in | bnls | bone-in | reg pack | valu pack | reg pack | valu pack | bnls | bone-in | | | | | | | | | | |
| MA <i>(cont)</i> | Star Market | Smithfield | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | n/i | | | 3.99 | 2.99 | | | BOGO | | | | | | 2.99 | | | | | | | | | | | | |
| | | Signature Farms | | | | | | | | | | | | | | | | | | | | | | | | 3.50 | |
| | Stop & Shop | Stop & Shop | | | | 1.99 | | | | 2.99 | | | | | 2.49 | | | | | | | | | | | 1.99 | |
| | | Perri | | | | | | | | | | | | | | | | | | | | | | | | 2.99 | |
| | The Fresh Market | n/i | | | | 3.99 | | | | | | | | | | | | | | | | | | | | 3.99 | |
| | Tops Market | Prairie Grove | | A | | | | | | | | | | | 4.49 | | | | | | | | | | | | |
| | | Smithfield | | | 1.99 | | 3.49 | | | | | | | | | | | | | | | | | | | | 3.33 |
| | | Johnsonville | | | | | | | | | | | | | | | | | | | | | | | | | 2.69 |
| | | Tops | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Trucchi's | n/i | | | | 3.49 | 2.99 | | | | 1.99 | 1.79 | | | | | | | | | | | | | | | |
| | Walmart | Smithfield | | | | 2.97 | | | | | | | | | | | | | | | | | | | | | |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | | | | | | 3.32 | |
| Wegmans | Wegmans | | | 2.99 | 4.29 | 3.99 | | 2.69 | 2.79 | | | | | 4.19 | | 4.19 | 2.19 | | | | | 4.19 | 1.79 | | 3.49 | | |
| | Wegmans | | A | | | | | | | | | | | 7.69 | | 7.99 | | | | | | 8.99 | | | | | |
| | Wegmans | | O | | | | | | | | | | | 10.49 | | 10.49 | | | | | | 15.99 | | | | | |
| | Whole Foods NATl | n/i | A | | 3.99 | | | | | | | | | | | | | | | | | | | | | | |
| MD | ACME Markets | Hatfield | | | | | | | | | | | | | | | | | | | | | | | | BOGO | |
| | | Hatfield | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | Signature Café | | | | | | | | | | | | | | | | | | | | | | | | | 7.99 |
| | | n/i | | | | 2.99 | | | | | | | | | | | | | | | | | | | | | |
| | ALDI | n/i | | | | 2.89 | | | | | | | | | | | | | | | | | | | | | |
| | | Parkview | | | | | | | | | | | | | | | | | | | | | | | | | 1.99 |
| | Associated | n/i | | | 1.99 | 3.99 | | | | | | | | | | | | | | | | | | | | | |
| | | Johnsonville | | | | | | | | | | | | | | | | | | | | | | | | | 4.16 |
| | | Premio | | | | | | | | | | | | | | | | | | | | | | | | | 2.99 |
| | Food Lion | n/i | | | | | 1.99 | | | | | 1.99 | | | | | | | | | | | | | | | |
| | | n/i | | | | | 3.49 | | | | | 2.49 | | | | | | | | | | | | | | | |
| | | Johnsonville | | | | | | | | | | | | | | | | | | | | | | | | | 2.99 |
| Giant Eagle | n/i | | | 2.49 | 2.99 | 3.49 | | | | | | | | | | | | | | | | | | | | | |
| | Giant Eagle | | | | | | | | | | | | | | | | | | | | | | | | | 2.59 | |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | | | | | | 2.92 | |
| Giant Foods | Giant | | | | | 1.99 | | 2.99 | | | | | | | | 4.49 | | | | 2.49 | | | | | | 1.99 | |
| Graul's Market | Smithfield | | | | | | | 3.49 | | | | | | | | | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Independence Day 2017

prices in \$US per pound unless otherwise noted.

PORK

| State | Supermarket | Brand | Key | Spareribs | | | | Country Style | | Pork Chops/Steaks | | | | | | | | Loin | | Fresh Sausage | Deli Ribs per lb. | | | | | | |
|------------------|-------------------|------------------|-----|------------|----------|-----------|---------|---------------|---------|-------------------|---------|----------------|-----------|-------------|-----------|-------------|---------|-------|--------|---------------|-------------------|------|--|------|------|------|------|
| | | | | Whole Rack | Back Rib | St. Louis | Riblets | Ribs | | Rib End | | Bone-in Center | | Bnls Center | | Sirloin End | | Ass't | Tender | | | Bnls | | | | | |
| | | | | | | | | bnls | bone-in | bnls | bone-in | reg pack | valu pack | reg pack | valu pack | bnls | bone-in | | | | | | | | | | |
| MD (cont) | Great Valu Market | n/i | A | 2.49 | | | | 2.49 | | 1.99 | | | | | | 1.99 | | | | | | | | | | | |
| | Harris Teeter | n/i | | | | | | | | | | | 3.47 | | 3.97 | | | | | | | | | | | 7.99 | |
| | Harris Teeter | | | | | | | | | 1.29 | 1.29 | | | | | | | | | | | | | | | | |
| | Smithfield | | | | | | 3.47 | | | | | | | | | | | | | | | | | 1.97 | | | |
| | Niman Ranch | | | | | 4.99 | | | | | | | | | | | | | | | | | | | | 2.92 | |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | | | | | | 2.92 | |
| | Kennie's Market | n/i | | | | 3.99 | | | | 2.49 | | | | | | | | | | 2.19 | | | | | | | 4.16 |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | | | | | | | 4.16 |
| | Martins Foods | Giant | | | | | | 1.88 | | 2.49 | | | | | | 3.49 | | | | 2.49 | | | | | | | |
| | Price Rite | n/i | | | | 1.79 | 2.99 | 2.49 | | | | | | | | | | | | | | | | | | | |
| | Redner's | n/i | | | | | | 2.48 | | | | | | | | 2.18 | | | | | | | | | | | 1.78 |
| | Safeway Eastern | Smithfield | | | | | | | | | 1.79 | | | | | | | | | | | | | | | | 2.31 |
| | | Johnsonville | | | | | | | | | | | | | | | | | | | | | | | | | 2.31 |
| | | n/i | | | | 2.99 | 3.99 | 2.99 | | | | | | | 4.99 | | | | | | | | | | | | 5.99 |
| | | Signature Café | | | | | | | | | | | | | | | | | | | | | | | | | 5.99 |
| | Save-a-Lot | n/i | | | | 1.59 | | | | | | | | | | | | | | | | | | | 1.69 | | 2.08 |
| | | Butcher's Choice | | | | | | | | | | | | | | | | | | | | | | | | | 2.08 |
| | Shop'n Save | n/i | | | | | | 2.98 | | | BOGO | 2.19 | | | | | | | | | | | | | | | 2.95 |
| | | Uncle Charley | | | | | | | | | | | | | | | | | | | | | | | | | 2.95 |
| | Shoppers Food | Johnsonville | | | | | | | | | | | | | | | | | | | | | | | | | 2.92 |
| | | Smithfield | | | | 2.49 | | | | | 2.49 | | | | | | | | | | | | | | | | 2.92 |
| | ShopRite | ShopRite | | | | | | 2.99 | | | | | | | | | | | | | | | | | | | 1.99 |
| | | Premio | | | | | | | | | | | | | | | | | | | | | | | | | 2.99 |
| | | Smithfield | | | | | | | | | | | | | | 2.49 | | | | | 4.49 | | | | | | |
| | | Farm Promise | | | | | | 3.99 | | | | | | | | | | | | | | | | | | | |
| | | n/i | | | | 2.69 | | | | | | | | | 1.99 | 2.99 | | | | | | | | | | | |
| | | Butcher's Prime | | | | | | | | | | | | | | | | | | | | | | | | | 4.66 |
| ShurSave | n/i | | | 2.59 | 4.19 | | | | 1.79 | 1.99 | | | | | | | | | | | | | | | 5.99 | | |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | | | | | 4.16 | | |
| The Fresh Market | n/i | | | | | 3.99 | | | | | | | | | | | | | | | | | | | 3.99 | | |
| Walmart | Smithfield | | | | | 2.97 | | | | | | | | | | | | | | | | | | | 3.32 | | |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | | | | | 3.32 | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Independence Day 2017

prices in \$US per pound unless otherwise noted.

PORK

| State | Supermarket | Brand | Key | Spareribs | | | | Country Style | | Pork Chops/Steaks | | | | | | | | Loin | | Fresh Sausage | Deli Ribs per lb. | | | |
|---------------------|------------------|------------------|--------|------------|----------|-----------|---------|---------------|---------|-------------------|---------|----------------|-----------|-------------|-----------|-------------|---------|-------|--------|---------------|-------------------|------|------|------|
| | | | | Whole Rack | Back Rib | St. Louis | Riblets | Ribs | | Rib End | | Bone-in Center | | Bnls Center | | Sirloin End | | Ass't | Tender | | | Bnls | | |
| | | | | | | | | bnls | bone-in | bnls | bone-in | reg pack | valu pack | reg pack | valu pack | bnls | bone-in | | | | | | | |
| MD <i>(cont)</i> | Wegmans | Wegmans | A O | 2.99 | 4.29 | 3.99 | | 2.69 | 2.79 | | | 4.19 | | 4.19 | 2.19 | | | | 4.19 | 1.79 | 3.49 | | | |
| | Wegmans | Wegmans | | | | | | | | | | | 7.69 | | 7.99 | | | | | 8.99 | | | | |
| | Wegmans | Wegmans | | | | | | | | | | | 10.49 | | 10.49 | | | | | 15.99 | | | | |
| | Weis Markets | Weis | A | | | | | | | | | | | | | | | | | | 1.77 | | | |
| | Johnsonville | Johnsonville | | | | | | | | | | | | | | | | | | | | 2.92 | | |
| | Swift | Swift | | | | | | | | | | | | 2.29 | | | | | 1.48 | | | | | |
| | n/i | | | | | 3.28 | | | | | | | | | | | | | | | | | | |
| | Whole Foods MdAt | n/i | A | | 3.99 | | | | | | | | | | | | | | | | | | | |
| ME | AG New England | Swift | A | | 2.99 | | | | | | | | | | | | | | 2.99 | | | | | |
| | | n/i | | | | | | | | | | | | | | | | | | 2.99 | | | | |
| | Food City Market | n/i | | | 2.19 | 2.99 | | | | 1.99 | 1.99 | | | | | 1.99 | | | | | | | | |
| | Hannaford | Hannaford | | | | 3.49 | | | | 1.99 | | | | | | | | | | | | | 1.99 | |
| | | Johnsonville | | | | | | | | | | | | | | | | | | | | | 2.91 | |
| | Market Basket | n/i | | | 1.99 | | | | | | | | | | 1.99 | 1.99 | | | | | | | | |
| | | Market Basket | | | | | | | | | | | | | | | | | | | | | 1.79 | 2.49 |
| | Save-a-Lot | n/i | | | 1.59 | | | | | | | | | | | | | | | | | | 1.69 | |
| | | Butcher's Choice | | | | | | | | | | | | | | | | | | | | | | 2.08 |
| | Shaw's | Smithfield | | | | | | | | | | | | | | | | | | | | | | 2.99 |
| | n/i | | | 3.99 | 2.99 | | | | BOGO | | | | | | | | | | | | | 1.69 | | |
| | Signature Farms | | | | | | | | | | | | | | | | | | | | | 3.50 | | |
| | Walmart | Smithfield | | | 2.97 | | | | | | | | | | | | | | | | | 3.32 | | |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | | | | |
| | Whole Foods NATl | n/i | A | | 3.99 | | | | | | | | | | | | | | | | | | | |
| NH | AG New England | Swift | A | | 2.99 | | | | | | | | | | | | | | 2.99 | | | | | |
| | | n/i | | | | | | | | | | | | | | | | | | | | | | |
| | ALDI | n/i | | | | 2.89 | | | | | | | | | | | | | | | | | | |
| | | Parkview | | | | | | | | | | | | | | | | | | | | | 1.99 | |
| | Hannaford | Hannaford | | | | 3.49 | | | | 1.99 | | | | | | | | | | | | | 1.99 | |
| | | Johnsonville | | | | | | | | | | | | | | | | | | | | | 2.91 | |
| | Market Basket | n/i | | | 1.99 | | | | | | | | | | 1.99 | 1.99 | | | | | | | 1.79 | |
| | | Market Basket | | | | | | | | | | | | | | | | | | | | | | 2.49 |
| Price Chopper | n/i | | | | | | 2.49 | | | 1.69 | | | | | | 1.69 | 1.69 | | | | | 2.92 | | |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | | | | |
| | Hatfield | | | 3.49 | 2.99 | | | | | | | | | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Independence Day 2017

prices in \$US per pound unless otherwise noted.

PORK

| State | Supermarket | Brand | Key | Spareribs | | | | Country Style | | Pork Chops/Steaks | | | | | | | | Loin | | Fresh Sausage | Deli Ribs per lb. | | | | |
|------------------|------------------|------------------|------|------------|----------|-----------|---------|---------------|---------|-------------------|---------|----------------|-----------|-------------|-----------|-------------|---------|-------|--------|---------------|-------------------|------|------|--|------|
| | | | | Whole Rack | Back Rib | St. Louis | Riblets | Ribs | | Rib End | | Bone-in Center | | Bnls Center | | Sirloin End | | Ass't | Tender | | | Bnls | | | |
| | | | | | | | | bnls | bone-in | bnls | bone-in | reg pack | valu pack | reg pack | valu pack | bnls | bone-in | | | | | | | | |
| NH (cont) | Price Rite | n/i | A | 1.79 | 2.99 | 2.49 | | | | | | | | | | | | | | | | | | | |
| | Save-a-Lot | n/i | | 1.59 | | | | | | | | | | | | | | | | | | 1.69 | | | |
| | Shaw's | Butcher's Choice | | | | | | | | | | | | | | | | | | | | | | | 2.08 |
| | | Smithfield | | n/i | | 3.99 | 2.99 | | | BOGO | | | | | | | | | | | | | | | |
| | | Signature Farms | | | | | | | | | | | | | | | | | | | | | | | 3.50 |
| | The Fresh Market | n/i | | | | 3.99 | | | | | | | | | | | | | | | | | | | 3.99 |
| | Walmart | Smithfield | | | | 2.97 | | | | | | | | | | | | | | | | | | | 3.32 |
| Whole Foods NATl | n/i | | | 3.99 | | | | | | | | | | | | | | | | | | | | | |
| NJ | ACME Markets | Hatfield | A | | | | | | | | | | BOGO | | | | | | | | | | BOGO | | |
| | | Hatfield | | | | | | | | | | | | 2.99 | | | | | | | | | | | |
| | | Signature Café | | | | | | | | | | | | | | | | | | | | | | | 7.99 |
| | | n/i | | | | 2.99 | | | | | | | | | | | | | | | | | | | |
| | ALDI | n/i | | | | 2.89 | | | | | | | | | | | | | | | | | | | |
| | | Parkview | | | | | | | | | | | | | | | | | | | | | | | 1.99 |
| | Associated | n/i | | | 1.99 | 3.99 | | | | | | | | | | | | | | | | | | | |
| | | Johnsonville | | | | | | | | | | | | | | | | | | | | | | | 4.16 |
| | | Premio | | | | | | | | | | | | | | | | | | | | | | | 2.99 |
| | Best Market | n/i | | | 2.87 | 2.97 | | | | | 1.77 | 2.27 | 1.77 | | | | | | 1.77 | | 3.97 | | | | |
| | | Prairie Fresh | | | | | | | | | | 3.27 | | | | | | | | | | | | | |
| | Bravo | n/i | | | 1.99 | | 3.69 | | | | | | | | | | | | | | | | | | 2.79 |
| | | Premio | | | | | | | | | | | | | | | | | | | | | | | 2.79 |
| | C-Town | n/i | | | 1.99 | 3.69 | | | | | | | | | 2.69 | 2.39 | | | | | | | 1.99 | | |
| | | Premio | | | | | | | | | | | | | | | | | | | | | | | 2.50 |
| | Compare Foods | n/i | | | 1.99 | 3.99 | | | | | | | | | | | | | | | | | | | |
| | | Premio | | | | | | | | | | | | | | | | | | | | | | | 2.50 |
| Fairway Foods | n/i | | 2.49 | | | | | | | | | | | | | | | | | | | | | | |
| Fine Fare | n/i | | 1.99 | | | | | 2.99 | | | | | | | | | | | | | | | | | |
| Food Bazaar | n/i | | 1.99 | 3.99 | 2.99 | | | | | | | | | | | | | | | | | | 1.99 | | |
| | Premio | | | | | | | | | | | | | | | | | | | | | | 3.00 | | |
| | Premio | | | | | | | | | | | | | | | | | | | | | | 4.99 | | |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | | | 4.16 | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Independence Day 2017

prices in \$US per pound unless otherwise noted.

PORK

| State | Supermarket | Brand | Key | Spareribs | | | | Country Style | | Pork Chops/Steaks | | | | | | | | Loin | | | Fresh Sausage | Deli Ribs per lb. | | | | | |
|--------------|-------------|-------------------|-------------------|------------|----------|-----------|---------|---------------|---------|-------------------|---------|----------------|-----------|-------------|-----------|-------------|---------|-------|--------|------|---------------|-------------------|--|--|------|------|------|
| | | | | Whole Rack | Back Rib | St. Louis | Riblets | Ribs | | Rib End | | Bone-in Center | | Bnls Center | | Sirloin End | | Ass't | Tender | Bnls | | | | | | | |
| | | | | | | | | bnls | bone-in | bnls | bone-in | reg pack | valu pack | reg pack | valu pack | bnls | bone-in | | | | | | | | | | |
| NJ (cont) | Foodtown | n/i | | 1.99 | 2.99 | | 2.49 | 2.49 | 1.79 | | 1.79 | | 1.99 | | 2.99 | | 1.79 | 1.79 | | | | | | | | | |
| | | Premio | | | | | | | | | | | | | | | | | | | | | | | 2.99 | | |
| | | Foodtown | | | | | | | | | | | | | | | | | | | | | | | 1.99 | | |
| | | Johnsonville | | | | | | | | | | | | | | | | | | | | | | | 4.58 | | |
| | | Great Valu Market | n/i | | 2.49 | | | | 2.49 | | 1.99 | | | | | | 1.99 | | | | | | | | | | |
| | | H-Mart | n/i | | | | | | | | | | | | 4.99 | | | | | | | | | | | | |
| | | IGA Stores NJ/PA | n/i | | | 3.99 | | | 2.99 | 2.49 | | | | | 2.99 | 2.49 | | | 2.19 | 2.99 | | | | | | | |
| | | Key Foods | n/i | | 1.99 | 3.99 | 2.99 | | | 1.99 | | | | | 3.49 | 2.99 | | | | 3.99 | 1.99 | | | | | | |
| | | | Yuengling | | | | | | | | | | | | | | | | | | | | | | | 4.16 | |
| | | Kings Market | Chairmans Reserve | | | 3.99 | | | | | | | 2.99 | | | | | | | | | | | | | | |
| | | | Kings | | | | | | | | | | | | | | | | | | | | | | | | 3.99 |
| | | McCaffrey's | Leidy's | | | | 3.99 | | | | | | | | | 3.99 | | | | | | | | | | | |
| | | | Hatfield | | | | | | | | | | | | | | | | | | | | | | | | 1.99 |
| | | | n/i | | 3.99 | | | | | | | | | | | | | | | | | | | | | | |
| | | Met Foods | n/i | | 1.99 | 3.99 | | | | | | | | | | | | | | | | | | | | | |
| | | | Premio | | | | | | | | | | | | | | | | | | | | | | | | 2.99 |
| | | | Johnsonville | | | | | | | | | | | | | | | | | | | | | | | | 4.16 |
| | | Morton Williams | n/i | | 2.39 | | | | | | | | | | | 2.99 | | | | | | | | | | | |
| | | Murphy's Markets | Hatfield | | 2.99 | | | | | | | | 2.99 | | | | | | | | | 3.99 | | | | | |
| | | Pioneer | Premio | | | | | | | | | | | | | | | | | | | | | | | | 2.99 |
| | | | Johnsonville | | | | | | | | | | | | | | | | | | | | | | | | 4.16 |
| | | | n/i | | 1.99 | | | | | | | | | | | | | | | | | | | | | | |
| | | Price Rite | n/i | | 1.79 | 2.99 | 2.49 | | | | | | | | | | | | | | | | | | | | |
| | | Save-a-Lot | n/i | | 1.59 | | | | | | | | | | | | | | | | | | | | | 1.69 | |
| | | | Butcher's Choice | | | | | | | | | | | | | | | | | | | | | | | | 2.08 |
| | | Seabra Foods | n/i | | 2.29 | | | | | | | | | | | 2.29 | | | | | | | | | | | |
| | ShopRite | ShopRite | | | 2.99 | | | | | | | | | | | | | | | | | | | | | 1.99 | |
| | | Premio | | | | | | | | | | | | | | | | | | | | | | | | 2.99 | |
| | | Smithfield | | | | | | | | | | | | | | | | | | | 4.49 | | | | | | |
| | | Farm Promise | A | | 3.99 | | | | | | | | | | | | | | | | | | | | | | |
| | | n/i | | 2.69 | | | | | | | | | 1.99 | | 2.99 | | | | | | | | | | | | |
| | | Butcher's Prime | | | | | | | | | | | | | | | | | | | | | | | | 4.66 | |
| | Stop & Shop | Stop & Shop | | | | 1.99 | | 2.99 | | | | | 2.49 | | 4.49 | | | | | | | | | | | 1.99 | |
| | | Perri | | | | | | | | | | | | | | | | | | | | | | | | 2.99 | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

prices in \$US per pound unless otherwise noted.

Independence Day 2017

PORK

| State | Supermarket | Brand | Key | Spareribs | | | | Country Style | | Pork Chops/Steaks | | | | | | | | Loin | | Fresh Sausage | Deli Ribs per lb. | |
|---------------------|------------------|-----------------|------|------------|----------|-----------|---------|---------------|---------|-------------------|---------|----------------|-----------|-------------|-----------|-------------|---------|-------|--------|---------------|-------------------|------|
| | | | | Whole Rack | Back Rib | St. Louis | Riblets | Ribs | | Rib End | | Bone-in Center | | Bnls Center | | Sirloin End | | Ass't | Tender | | | Bnls |
| | | | | | | | | bnls | bone-in | bnls | bone-in | reg pack | valu pack | reg pack | valu pack | bnls | bone-in | | | | | |
| NJ <i>(cont)</i> | Supremo Foods | n/i | | 1.99 | 3.69 | 2.99 | | | | 1.99 | | | | | | 1.99 | | 4.99 | | | | |
| | The Fresh Market | n/i | | | 3.99 | | | | | | | | | | | | | | | | 3.99 | |
| | Top Tomato | n/i | | | 3.99 | | | | | | | | | | | | | | | | | |
| | Uncle Giuseppe's | n/i | | | | | | | | | | | | 3.99 | | | | | | | 4.99 | |
| | Walmart | Smithfield | | | | 2.97 | | | | | | | | | | | | | | | | |
| | | Johnsonville | | | | | | | | | | | | | | | | | | | | 3.32 |
| | Wegmans | Wegmans | | 2.99 | 4.29 | 3.99 | | 2.69 | 2.79 | | | 4.19 | | 4.19 | 2.19 | | | | 4.19 | 1.79 | | 3.49 |
| | | Wegmans | | | | | | | | | | 7.69 | | 7.99 | | | | | 8.99 | | | |
| | | Wegmans | | | | | | | | | | 10.49 | | 10.49 | | | | | 15.99 | | | |
| | Weis Markets | Weis | | | | | | | | | | | | | | | | | | | | 1.77 |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | 2.92 | |
| | Swift | | | | | | | | | | | 2.29 | | | | | 1.48 | | | | | |
| | n/i | | | | | 3.28 | | | | | | | | | | | | | | | | |
| | Western Beef | n/i | | 1.99 | | | | | 1.49 | 1.49 | | | | | | | | | | 1.99 | | 1.99 |
| | Whole Foods MdAt | n/i | A | | 3.99 | | | | | | | | | | | | | | | | | |
| | Whole Foods NE | n/i | A | | 3.99 | | | | | | | | | | | | | | | | | |
| NY | ACME Markets | Hatfield | | | | | | | | | | | BOGO | | | | | | | | | BOGO |
| | | Hatfield | | | | | | | | | | | 2.99 | | | | | | | | | |
| | | Signature Café | | | | | | | | | | | | | | | | | | | | 7.99 |
| | | n/i | | | | 2.99 | | | | | | | | | | | | | | | | |
| | AF Basket | Indiana Kitchen | | 1.99 | 3.99 | | | 2.99 | | | | | | | 2.79 | | | | | | 3.49 | |
| | | n/i | | | | | | | | | | | | | | | | | | | 3.79 | |
| | AG New England | Swift | | | | 2.99 | | | | | | | | | | | | | | | | |
| | | n/i | | | | | | | | | | | | | | | | | | | 2.99 | |
| | ALDI | n/i | | | | 2.89 | | | | | | | | | | | | | | | | |
| | | Parkview | | | | | | | | | | | | | | | | | | | | 1.99 |
| | Associated | n/i | | 1.99 | 3.99 | | | | | | | | | | | | | | | | | |
| | | Johnsonville | | | | | | | | | | | | | | | | | | | | |
| | | Premio | | | | | | | | | | | | | | | | | | | | |
| Best Market | n/i | | 2.87 | 2.97 | | | | | 1.77 | 2.27 | 1.77 | | | | | 1.77 | | | | | 3.97 | |
| | Prairie Fresh | | | | | | | | | 3.27 | | | | | | | | | | | | |
| Big M | 1893 Premium | | 2.99 | | | | 1.99 | | | | | | | 2.29 | | | | | | | | |
| Bravo | n/i | | 1.99 | | 3.69 | | | | | | | | | | | | | | | | | |
| | Premio | | | | | | | | | | | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Independence Day 2017

prices in \$US per pound unless otherwise noted.

PORK

| State | Supermarket | Brand | Key | Spareribs | | | | Country Style | | Pork Chops/Steaks | | | | | | | | Loin | | Fresh Sausage | Deli Ribs per lb. | | |
|--------------|-------------------|-----------------|-----|------------|----------|-----------|----------|---------------|---------|-------------------|---------|----------------|-----------|-------------|-----------|-------------|---------|-------|--------|---------------|-------------------|------|------|
| | | | | Whole Rack | Back Rib | St. Louis | Ribblets | Ribs | | Rib End | | Bone-in Center | | Bnls Center | | Sirloin End | | Ass't | Tender | | | Bnls | |
| | | | | | | | | bnls | bone-in | bnls | bone-in | reg pack | valu pack | reg pack | valu pack | bnls | bone-in | | | | | | |
| NY (cont) | C-Town | n/i | | 1.99 | 3.69 | | | | | | | | | 2.69 | 2.39 | | | | | 1.99 | | | |
| | Premio | | | | | | | | | | | | | | | | | | | | 2.79 | | |
| | Compare Foods | n/i | | 1.99 | 3.99 | | | | | | | | | | | | | | | | | 2.50 | |
| | Premio | | | | | | | | | | | | | | | | | | | | | | |
| | D'Agostino's | n/i | | | 4.99 | | | | | | | | | | | | | | | | | | |
| | DeCiccio & Sons | DeCiccio & Sons | | | 4.99 | | | | | | | | | | | | | | | | | | |
| | DeCiccio Family | n/i | | | | | | | 1.99 | | | 2.39 | 1.99 | | | | | | | | | | |
| | Fairway Foods | n/i | | 2.49 | | | | | | | | | | | | | | | | | | | |
| | Fine Fare | n/i | | 1.99 | | | | 2.99 | | | | | | | 2.99 | | | | | | | | |
| | Food Bazaar | n/i | | 1.99 | 3.99 | 2.99 | | | | | | | | | | | | | | | 1.99 | | |
| | Premio | | | | | | | | | | | | | | | | | | | | | 3.00 | |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | | 4.16 | |
| | Food Emporium | n/i | | | | | | | | | | | | | 3.99 | | | | | 4.99 | | | |
| | Foodtown | n/i | | 1.99 | 2.99 | | 2.49 | 2.49 | 1.79 | 1.79 | | 1.99 | 1.99 | | 2.99 | | 1.79 | 1.79 | | | | | |
| | Premio | | | | | | | | | | | | | | | | | | | | | 2.99 | |
| | Foodtown | | | | | | | | | | | | | | | | | | | | | 1.99 | |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | | | 4.58 |
| | Giunta's | n/i | | | | 3.99 | | | | | 1.99 | 2.99 | | | | | | | | | | | |
| | Great American | 1893 Brand | | | | | | | | | 1.89 | | | | | | 1.49 | 1.49 | | | 2.99 | | |
| | Gristede's | n/i | | | | | | | | | | | | | 4.99 | | | | | | | | |
| | Premio | | | | | | | | | | | | | | 4.99 | | | | | | | | 4.99 |
| | H-Mart | n/i | | | | | | | | | | | | | | | | | | | | | |
| | Hannaford | Hannaford | | | | 3.49 | | | | | | 1.99 | | | | | | | | | | | 1.99 |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | | | 2.91 |
| | Key Foods | n/i | | 1.99 | 3.99 | 2.99 | | | 1.99 | | | | | | 3.49 | 2.99 | | | | 3.99 | 1.99 | | |
| | Yuengling | | | | | | | | | | | | | | | | | | | | | | 4.16 |
| | King Kullen | n/i | | 2.49 | | | | | | | | 1.99 | | | | | | | | 3.99 | | | |
| Premio | | | | | | | | | | | | | | | | | | | | | | 3.49 | |
| Kings Market | Chairmans Reserve | | | | 3.99 | | | | | | | | 2.99 | | | | | | | | | | |
| Kings | | | | | | | | | | | | | | | | | | | | | | 3.99 | |
| Market 32 | n/i | | | | | | 2.49 | | | | 1.69 | | | | | 1.69 | 1.69 | | | | | 2.92 | |
| Johnsonville | | | | | | | | | | | | | | | | | | | | | | | |
| Hatfield | | | | | 3.49 | 2.99 | | | | | | | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Independence Day 2017

prices in \$US per pound unless otherwise noted.

PORK

| State | Supermarket | Brand | Key | Spareribs | | | | Country Style | | Pork Chops/Steaks | | | | | | | | Loin | | Fresh Sausage | Deli Ribs per lb. | | |
|---------------------|-----------------------------------|----------------------|--------|------------|----------|-----------|----------|---------------|---------|-------------------|---------|----------------|-----------|-------------|-----------|-------------|---------|-------|--------|---------------|-------------------|------|-------|
| | | | | Whole Rack | Back Rib | St. Louis | Ribblets | Ribs | | Rib End | | Bone-in Center | | Bnls Center | | Sirloin End | | Ass't | Tender | | | Bnls | |
| | | | | | | | | bnls | bone-in | bnls | bone-in | reg pack | valu pack | reg pack | valu pack | bnls | bone-in | | | | | | |
| NY <i>(cont)</i> | Tops Market <i>(continued)</i> | Johnsonville Tops | A O | | | | | | | | | | | | | | | | | | 3.33 | | |
| | Trade Fair | n/i | | 1.99 | | | | | | | | | | | | | | | | | | 1.99 | |
| | Premio | | | | | | | | | | | | | | | | | | | | | | 3.00 |
| | Seaboard Farms | | | | | | | | | | | | | | | | | | | | | | |
| | Uncle Giuseppe's | n/i | | | | | | | | | | | | | | | | | | | | | 4.99 |
| | Walmart | Smithfield | | | | | | | | | | | | | | | | | | | | | 2.97 |
| | Wegmans | Johnsonville | | | | | | | | | | | | | | | | | | | | | 3.32 |
| | Wegmans | Wegmans | | | | | | | | | | | | | | | | | | | | | 2.99 |
| | Wegmans | Wegmans | | | | | | | | | | | | | | | | | | | | | 4.29 |
| | Wegmans | Wegmans | | | | | | | | | | | | | | | | | | | | | 3.99 |
| | Wegmans | Wegmans | | | | | | | | | | | | | | | | | | | | | 7.69 |
| | Wegmans | Wegmans | | | | | | | | | | | | | | | | | | | | | 10.49 |
| | Weis Markets | Weis | | | | | | | | | | | | | | | | | | | | | |
| Johnsonville | Johnsonville | | | | | | | | | | | | | | | | | | | | | 2.92 | |
| Swift | Swift | | | | | | | | | | | | | | | | | | | | | 2.29 | |
| n/i | n/i | | | | | | | | | | | | | | | | | | | | | 3.28 | |
| Western Beef | n/i | | | | | | | | | | | | | | | | | | | | | 1.49 | |
| Whole Foods NE | n/i | | | | | | | | | | | | | | | | | | | | | 1.49 | |
| PA | ACME Markets | Hatfield | | | | | | | | | | | | | | | | | | | | | |
| | Hatfield | Hatfield | | | | | | | | | | | | | | | | | | | | | |
| | Signature Café | Signature Café | | | | | | | | | | | | | | | | | | | | | |
| | n/i | n/i | | | | | | | | | | | | | | | | | | | | | |
| | ALDI | n/i | | | | | | | | | | | | | | | | | | | | | |
| | Parkview | Parkview | | | | | | | | | | | | | | | | | | | | | |
| | Associated | n/i | | | | | | | | | | | | | | | | | | | | | |
| | Johnsonville | Johnsonville | | | | | | | | | | | | | | | | | | | | | |
| | Premio | Premio | | | | | | | | | | | | | | | | | | | | | |
| | Big M | 1893 Premium | | | | | | | | | | | | | | | | | | | | | |
| | Boyer Foods | Hatfield | | | | | | | | | | | | | | | | | | | | | |
| | n/i | n/i | | | | | | | | | | | | | | | | | | | | | |
| | Bravo | n/i | | | | | | | | | | | | | | | | | | | | | |
| Premio | Premio | | | | | | | | | | | | | | | | | | | | | | |
| C-Town | n/i | | | | | | | | | | | | | | | | | | | | | | |
| Premio | Premio | | | | | | | | | | | | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Independence Day 2017
PORK

prices in \$US per pound unless otherwise noted.

| State | Supermarket | Brand | Key | Spareribs | | | | Country Style | | Pork Chops/Steaks | | | | | | | | Loin | | Fresh Sausage | Deli Ribs per lb. | | | | | | | |
|------------------|-----------------|------------------|-----|------------|----------|-----------|---------|---------------|---------|-------------------|---------|----------------|-----------|-------------|-----------|-------------|---------|-------|--------|---------------|-------------------|------|--|--|------|------|------|------|
| | | | | Whole Rack | Back Rib | St. Louis | Riblets | Ribs | | Rib End | | Bone-in Center | | Bnls Center | | Sirloin End | | Ass't | Tender | | | Bnls | | | | | | |
| | | | | | | | | bnls | bone-in | bnls | bone-in | reg pack | valu pack | reg pack | valu pack | bnls | bone-in | | | | | | | | | | | |
| PA (cont) | Landis | Hatfield | A | | | | | | 1.99 | | | | | 1.99 | | | | | | | | | | | | | | |
| | Martins Foods | Giant | | | | | 1.88 | | 2.49 | | | | | | | | | | 2.49 | | | | | | | | | |
| | McCaffrey's | Leidy's | | | | | 3.99 | | | | | | | | 3.99 | | | | | | | | | | 1.99 | | | |
| | | Hatfield | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | n/i | | | | 3.99 | | | | | | | | | | | | | | | | | | | | | | |
| | Net Cost Market | n/i | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Pioneer | Premio | | | | | | | | | | | | | | | | | | | | | | | | | 2.99 | |
| | | Johnsonville | | | | | | | | | | | | | | | | | | | | | | | | | | 4.16 |
| | | n/i | | | | 1.99 | | | | | | | | | | | | | | | | | | | | | | |
| | Price Chopper | n/i | | | | | | | | 2.49 | | | | 1.69 | | | | | | | | | | | | | | |
| | | Johnsonville | | | | | | | | | | | | | | | | | | | | | | | | | | 2.92 |
| | | Hatfield | | | | | | 3.49 | 2.99 | | | | | | | | | | | | | | | | | | | |
| | Price Rite | n/i | | | | 1.79 | | 2.99 | 2.49 | | | | | | | | | | | | | | | | | | | |
| | Redner's | n/i | | | | | | | 2.48 | | | | | | | | | | | | | | | | | | | |
| | Save-a-Lot | n/i | | | | 1.59 | | | | | | | | | | | | | | | | | | | | | | |
| | | Butcher's Choice | | | | | | | | | | | | | | | | | | | | | | | | | | 2.08 |
| | Shop'n Save | n/i | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | Uncle Charley | | | | | | | | | | | | | | | | | | | | | | | | | | 2.95 |
| | ShopRite | ShopRite | | | | | | | | | | | | | | | | | | | | | | | | | | 1.99 |
| | | Premio | | | | | | | | | | | | | | | | | | | | | | | | | | 2.99 |
| | | Smithfield | | | | | | | | | | | | | | | | | | | | | | | | | | 2.49 |
| | | Farm Promise | | | | | | 3.99 | | | | | | | | | | | | | | | | | | | | 4.49 |
| | | n/i | | | | 2.69 | | | | | | | | | 1.99 | | | | | | | | | | | | | 2.99 |
| | | Butcher's Prime | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | ShurSave | n/i | | | | 2.59 | | 4.19 | | | | | | 1.79 | | | | | | | | | | | | | | 4.66 |
| | | Johnsonville | | | | | | | | | | | | | | | | | | | | | | | | | | 5.99 |
| | ShurSave NE PA | Best Yet | | | | | | | | | | | | | | | | | | | | | | | | | | 4.16 |
| | Hatfield | | | 2.99 | | 3.49 | | | | | | | | | | | | | | | | | | | | 2.99 | | |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | | | | | | 4.16 | | |
| Sparkle | Indiana Kitchen | | | 1.58 | | 2.99 | | | | | | | | | | | | | | | | | | | | | | |
| | n/i | | | | | | | | | | | | | | | | | | | | | | | | | 7.33 | | |
| Supremo Foods | n/i | | | 1.99 | | 3.69 | 2.99 | | | | | | | | | | | | | | | | | | | | | |
| The Fresh Market | n/i | | | | | 3.99 | | | | | | | | | | | | | | | | | | | | 3.99 | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Independence Day 2017

prices in \$US per pound unless otherwise noted.

PORK

| State | Supermarket | Brand | Key | Spareribs | | | | Country Style | | Pork Chops/Steaks | | | | | | | | Loin | | Fresh Sausage | Deli Ribs per lb. | | | | | |
|-----------------|--------------------|-------------------|--------|------------|----------|-----------|---------|---------------|---------|-------------------|---------|----------------|-----------|-------------|-----------|-------------|---------|-------|--------|---------------|-------------------|------|--|------|------|------|
| | | | | Whole Rack | Back Rib | St. Louis | Riblets | Ribs | | Rib End | | Bone-in Center | | Bnls Center | | Sirloin End | | Ass't | Tender | | | Bnls | | | | |
| | | | | | | | | bnls | bone-in | bnls | bone-in | reg pack | valu pack | reg pack | valu pack | bnls | bone-in | | | | | | | | | |
| PA (cont) | Tops Market | Prairie Grove | A | | | | | | | | | | | | | | | | | | | | | | | |
| | | Smithfield | | 1.99 | | 3.49 | | | | | | | | | | | | | | | | | | | | |
| | Walmart | Johnsonville | | | | | | | | | | | | | | | | | | | | | | 3.33 | | |
| | | Tops | | | | | | | | | | | | | | | | | | | | | | 2.69 | | |
| | Wegmans | Smithfield | | | | | | | | | | | | | | | | | | | | | | | 3.32 | |
| | | Johnsonville | | | | | | | | | | | | | | | | | | | | | | | 3.49 | |
| | Weis Markets | Wegmans | A O | 2.99 | 4.29 | 3.99 | | 2.69 | 2.79 | | | | 4.19 | | 4.19 | 2.19 | | | | 4.19 | 1.79 | | | | | |
| | | Wegmans | | | | | | | | | | | | 7.69 | | 7.99 | | | | | 8.99 | | | | | |
| | | Wegmans | | | | | | | | | | | | 10.49 | | 10.49 | | | | | 15.99 | | | | | |
| | Whole Foods MdAt | Weis | A | | | | | | | | | | | | | | | | | | | | | | 1.77 | |
| Johnsonville | | | | | | | | | | | | | | | | | | | | | | | | | 2.92 | |
| Swift | | | | | | | | | | | | | | 2.29 | | | | | 1.48 | | | | | | | |
| | n/i | | | | 3.28 | | | | | | | | | | | | | | | | | | | | | |
| | n/i | | A | | 3.99 | | | | | | | | | | | | | | | | | | | | | |
| RI | Adams Market | n/i | | | 2.99 | 2.99 | | | 1.59 | | | | | 1.99 | | | | | | | | | | | | |
| | ALDI | Chairmans Reserve | | | | | | | | | | | | | | 1.99 | | 1.69 | 1.99 | | | | | | | |
| | | n/i | | | | 2.89 | | | | | | | | | | | | | | | | | | | | 1.99 |
| | Associated | Parkview | | | | | | | | | | | | | | | | | | | | | | | | |
| | | n/i | | | 1.99 | 3.99 | | | | | | | | | | | | | | | | | | | | |
| | Compare Foods | Johnsonville | | | | | | | | | | | | | | | | | | | | | | | | 4.16 |
| | | Premio | | | | | | | | | | | | | | | | | | | | | | | | 2.99 |
| | Dave's Marketplace | n/i | | | | | | | | | | | | | | | | | | | | | | | | 2.50 |
| | | Premio | | | | | | | | | | | | | | | | | | | | | | | | |
| | Price Rite | n/i | | | | 3.99 | 2.99 | | 1.99 | | | | | | 3.99 | | | | 4.99 | | | | | | | |
| | Seabra Foods | Save-a-Lot | | | | | | | | | | | | | | | | | | | | | | | | 1.69 |
| | | n/i | | | | | | | | | | | | | | | | | | | | | | | | 2.08 |
| | Shaw's | Butcher's Choice | | | | | | | | | | | | | | | | | | | | | | | | |
| | | n/i | | | | | | | | | | | | | | | | | | | | | | | | |
| | Stop & Shop | Smithfield | | | | | | | | | | | | | | | | | | | | | | | | |
| n/i | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Signature Farms | | | | | | | | | | | | | | | | | | | | | | | | | 3.50 | |
| | Perri | | | | | | | | | | | | | | | | | | | | | | | | 1.99 | |
| | Perri | | | | | | | | | | | | | | | | | | | | | | | | 2.99 | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Independence Day 2017

prices in \$US per pound unless otherwise noted.

PORK

| State | Supermarket | Brand | Key | Spareribs | | | | Country Style | | Pork Chops/Steaks | | | | | | | | Loin | | Fresh Sausage | Deli Ribs per lb. | | |
|--------------|------------------|--|-----|------------|----------|-----------|---------|---------------|---------|-------------------|---------|----------------|-----------|-------------|-----------|-------------|---------|-------|--------|---------------|-------------------|------|------|
| | | | | Whole Rack | Back Rib | St. Louis | Riblets | Ribs | | Rib End | | Bone-in Center | | Bnls Center | | Sirloin End | | Ass't | Tender | | | Bnls | |
| | | | | | | | | bnls | bone-in | bnls | bone-in | reg pack | valu pack | reg pack | valu pack | bnls | bone-in | | | | | | |
| RI (cont) | Walmart | Smithfield Johnsonville | | | 2.97 | | | | | | | | | | | | | | | | 3.32 | | |
| | Whole Foods NATl | n/i | A | | 3.99 | | | | | | | | | | | | | | | | | | |
| VT | AG New England | Swift n/i | | | 2.99 | | | | | | | | | | | | | 2.99 | | | | | |
| | ALDI | n/i Parkview | | | 2.89 | | | | | | | | | | | | | | | | 1.99 | | |
| | Food City Market | n/i | | 2.19 | 2.99 | | | | 1.99 | 1.99 | | | | | 1.99 | | | 2.99 | | | | 1.99 | |
| | Hannaford | Hannaford Johnsonville | | | 3.49 | | | | 1.99 | | | | | | | | | | | | | 1.99 | |
| | Price Chopper | n/i Johnsonville | | | | | | 2.49 | | 1.69 | | | | | | 1.69 | 1.69 | | | | | 2.92 | |
| | Shaw's | Hatfield Smithfield n/i | | | 3.49 | 2.99 | | | | | | | | | 2.99 | | | | | | | | |
| | Tops Market | Signature Farms Prairie Grove Smithfield Johnsonville | | | | | | | | | | 4.49 | | | | | | | | | | | 3.50 |
| | | | | | 1.99 | | 3.49 | | | | | | | | | | | | | | | | 3.33 |
| | | | | | | | | | | | | | | | | | | | | | | | 2.69 |
| | Walmart | Smithfield Johnsonville | | | | 2.97 | | | | | | | | | | | | | | | | | 3.32 |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

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Independence Day 2017

PORK

| State | Supermarket | Brand | Key | Spareribs | | | | Country Style | | Pork Chops/Steaks | | | | | | | | Loin | | Fresh Sausage | Deli Ribs per lb. | |
|--|--------------------|--------------------|-----|------------|----------|-----------|----------|---------------|---------|-------------------|---------|----------------|-----------|-------------|-----------|-------------|---------|-------|--------|---------------|-------------------|-------|
| | | | | Whole Rack | Back Rib | St. Louis | Ribslets | Ribs | | Rib End | | Bone-in Center | | Bnls Center | | Sirloin End | | Ass't | Tender | | | Bnls |
| | | | | | | | | bnls | bone-in | bnls | bone-in | reg pack | valu pack | reg pack | valu pack | bnls | bone-in | | | | | |
| SOUTHEASTERN U.S. - AL,FL,GA,KY,MS,NC,SC,TN,VA,WV | | | | | | | | | | | | | | | | | | | | | | |
| AL | A&R Supermarkets | n/i | | 1.29 | 3.00 | | | | | | | | | | | | | | | | | |
| | | Aunt Bessie's | | 1.85 | | | 1.57 | | | | | | | | | | | | | | | |
| | ALDI | n/i | | | 2.89 | | | | | | | | | | | | | | | | | 1.99 |
| | | Parkview | | | | | | | | | | | | | | | | | | | | |
| | Bruce's Foodland | n/i | | 1.99 | | | | | | | | | | | | | | | | | | |
| | | Swift | | | | 2.99 | | | | | | | | | | | | | | | | |
| | Cash Saver | n/i | | 1.59 | 2.69 | | | | | | | | | | | | | | | | | |
| | | Johnsonville | | | | | | | | | | | | | | | | | | | | 2.49 |
| | Dollar General Mkt | n/i | | 1.95 | | | | | | | | | | | | | 2.95 | | | | | |
| | | Johnsonville | | | | | | | | | | | | | | | | | | | | 3.29 |
| | Earth Fare | n/i | | | | | | | | | | | | | | | | | | | | 2.99 |
| | | n/i | A | | 4.99 | | | | | | | | | | | | | | | | | |
| | Food Giant | n/i | | 1.48 | | | | | | | | | | | | | | | | | | 6.99 |
| | | Prairie Fresh | | | | | | 1.98 | | 1.98 | | | | | | | | | | | | |
| | | Johnsonville | | | | | | | | | | | | | | | | | | | | 3.32 |
| | Gateway Foodland | n/i | | 1.59 | | | | | | | | | | | | | | | | | | |
| | | Johnsonville | | | | | | | | | | | | | | | | | | | | 2.92 |
| | Greer's Markets | n/i | | | 2.98 | | 1.09 | | | | | | | | | | | | | | | 4.99 |
| | | Swift | | | | | | | 1.72 | 1.72 | | | | | | | | | | | | |
| | Hometown Market | n/i | | 1.69 | 2.99 | | | 1.99 | | | | | | | | | | | | | | |
| | | Johnsonville | | | | | | | | | | | | | | | | | | | | 3.33 |
| | IGA Price Le\$\$ | Hormel | | 1.77 | 2.96 | 2.48 | | | | | | | 1.98 | | 2.98 | | | 1.48 | | | | |
| | | Indian Creek | | | | | | | | | | | | | | | | | | | | 4.98 |
| | Ingle's Markets | n/i | | | 3.48 | | | | 1.98 | | | | | | | | | | | | | 6.49 |
| | | Johnsonville | | | | | | | | | | | | | | | | | | | | 2.92 |
| | Kroger Atlanta | n/i | | 1.99 | 2.88 | | | | | | | | | | | | | | | | 1.88 | |
| | | Johnsonville | | | | | | | | | | | | | | | | | | | | 2.49 |
| | | Fresh Foods Market | | | | | | | | | | | | | | | | | | | | 9.99 |
| | Kroger Nashville | n/i | | 1.99 | 2.77 | | | | | | | | | | | | | | | | | 2.49 |
| | | Johnsonville | | | | | | | | | | | | | | | | | | | | |
| | | Fresh Foods Market | | | | | | | | | | | | | | | | | | | | 10.99 |
| | Luckys Supermrkt | n/i | | 1.58 | 2.99 | | | | | | 1.69 | | | | | | | | | | | |
| | | Johnsonville | | | | | | | | | | | | | | | | | | | | 3.33 |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

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PORK

| State | Supermarket | Brand | Key | Spareribs | | | | Country Style | | Pork Chops/Steaks | | | | | | | | Loin | | Fresh Sausage | Deli Ribs per lb. | | | |
|--------------------|--------------------|-----------------|------|------------|----------|-----------|----------|---------------|---------|-------------------|---------|----------------|-----------|-------------|-----------|-------------|---------|-------|--------|---------------|-------------------|------|------|------|
| | | | | Whole Rack | Back Rib | St. Louis | Ribblets | Ribs | | Rib End | | Bone-in Center | | Bnls Center | | Sirloin End | | Ass't | Tender | | | Bnls | | |
| | | | | | | | | bnls | bone-in | bnls | bone-in | reg pack | valu pack | reg pack | valu pack | bnls | bone-in | | | | | | | |
| FL | ALDI | n/i | A | | 2.89 | | | | | | | | | | | | | | | | 1.99 | | | |
| | | Parkview | | | | | | | | | | | | | | | | | | | | | | |
| | Bravo of FL | n/i | | | 1.89 | | | | | | | | | | | | | | | | | | | |
| | Dollar General Mkt | n/i | | | 1.95 | | | | | | | | | | | | | | | 2.95 | | | | |
| | | Johnsonville | | | | | | | | | | | | | | | | | | | | | 3.29 | |
| | Earth Fare | n/i | | | | | | | | | | | | | | | | | | | | | 2.99 | |
| | | n/i | | | | 4.99 | | | | | | | | | | | | | | | | | | |
| | Food Giant | n/i | | | 1.48 | | | | | | | | | | | | | | | | | | | 6.99 |
| | | Prairie Fresh | | | | | | | | | 1.98 | 1.98 | | | | | | | | | | | | |
| | | Johnsonville | | | | | | | | | | | | | | | | | | | | | | 3.32 |
| | Fresco y Mas | n/i | | | 0.98 | | BOGO | | 3.48 | | | | | | | | | | | | | | | |
| | Gordon Food | Greenridge Farm | | | | | | | | | | | | | | | | | | | | | | 3.00 |
| | | Swift | | | | | 2.99 | | | | | | | | 1.99 | | | | | | | | | |
| | Greer's Markets | n/i | | | | | 2.98 | | | | | | | | | | | | | | | | | 4.99 |
| | | Swift | | | | | | 1.09 | | | | 1.72 | 1.72 | | | | | | | | | | | |
| | Harris Teeter | n/i | | | | | | | | | | | | | | | | | | | | | | 7.99 |
| | | Harris Teeter | | | | | | | | | | 1.29 | 1.29 | | | | | | | | | | | |
| | | Smithfield | | | | | | 3.47 | | | | | | | | | | | | | | | 1.97 | |
| | | Niman Ranch | | | | | 4.99 | | | | | | | | | | | | | | | | | |
| | | Johnsonville | | | | | | | | | | | | | | | | | | | | | | 2.92 |
| Harvey's | n/i | | 1.48 | 2.98 | 2.98 | | | | 1.68 | 1.68 | | 2.98 | | | | | | | 1.98 | | | 4.50 | | |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | | 3.32 | | |
| Hitchcock's | n/i | | 1.88 | 3.88 | 1.97 | | | | 1.68 | 1.97 | | | | | | | | | | | | | | |
| | Hitchcock's | | | | | | 1.99 | | | | | | | 1.97 | | | | | | | | | | |
| IGA Florida | n/i | | 1.99 | 2.99 | | | | | | 1.99 | | 2.99 | | | | | 1.99 | 2.59 | | | | | | |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | | 3.25 | | |
| Lucky's Market | n/i | | | | | | | | | | | | | | | | | | | | | 3.49 | | |
| Piggly Wiggly Hchr | n/i | | 1.69 | 2.99 | | | | | | | | | | | | | | | | | | 5.99 | | |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | | 3.33 | | |
| Publix | Publix | | | | 2.49 | | | | | | | | | | | | | | | | | | | |
| Sabor Tropical | n/i | | 1.88 | | | | | | | | | | | | | | | | 1.68 | | | | | |
| Safeway Florida | Smithfield | | | | | | | | 0.99 | | | | | | | | | | | | | | | |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | | 2.31 | | |

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PORK

| State | Supermarket | Brand | Key | Spareribs | | | | Country Style | | Pork Chops/Steaks | | | | | | | | Loin | | Fresh Sausage | Deli Ribs per lb. | | | | |
|---------------------|---------------------------------------|----------------------------------|-----|------------|----------|-----------|---------|---------------|---------|-------------------|---------|----------------|-----------|-------------|-----------|-------------|---------|-------|--------|---------------|-------------------|------|------|------|------|
| | | | | Whole Rack | Back Rib | St. Louis | Riblets | Ribs | | Rib End | | Bone-in Center | | Bnls Center | | Sirloin End | | Ass't | Tender | | | Bnls | | | |
| | | | | | | | | bnls | bone-in | bnls | bone-in | reg pack | valu pack | reg pack | valu pack | bnls | bone-in | | | | | | | | |
| FL <i>(cont)</i> | Safeway Florida <i>(continued)</i> | n/i Signature Café | A | 2.99 | 3.99 | 2.99 | | | | | | | | 4.99 | | | | | | | | | 5.99 | | |
| | Save-a-Lot | n/i Butcher's Choice | | 1.59 | | | | | | | | | | | | | | | | | | | 1.69 | 2.08 | |
| | Scaff's Market | n/i Johnsonville | | 1.99 | | | | | | | | | | | | | | | 1.49 | 2.49 | 1.99 | | | 3.33 | |
| | Seabra Foods | n/i | | | | | | | | | | | | | | | | | | | | | | | |
| | Sedano's | n/i | | | 2.99 | | | | | | | | | | | 1.99 | | | | | 2.99 | 1.79 | | | 2.50 |
| | Sprout's | n/i | | | 2.69 | 2.69 | | | | | | | | | | | | | | | | | | | 7.25 |
| | Market Corner | n/i | | | | | | | | | | | | | | | | | | | | | | | 3.99 |
| | The Fresh Market | n/i | | | 3.99 | | | | | | | | | | | | | | | | | | | | 3.99 |
| | Walmart | Smithfield Johnsonville | | | 2.97 | | | | | | | | | | | | | | | | | | | | 3.32 |
| | Western Beef | n/i | | | 2.49 | | | | 2.99 | | | | | | | 2.99 | | | | | | | | | |
| | Whole Foods FL | n/i | | | 5.99 | | | | | | | | | | | | | | | | | | | | |
| | Winn-Dixie | n/i Johnsonville | | | 1.89 | BOGO | BOGO | | | | | 2.99 | 3.49 | 3.19 | | | | | 2.99 | | | | | | 4.99 |
| | | | | | | 2.99 | | | | | | | | | | | | | | | | | | | 2.92 |
| GA | ALDI | n/i Parkview | A | | 2.89 | | | | | | | | | | | | | | | | | | 1.99 | | |
| | Bi-Lo | n/i Johnsonville | | 1.89 | BOGO | BOGO | | | | 2.99 | 3.49 | 3.19 | | | | | | 2.99 | | | | | | 4.50 | |
| | | n/i | | | 2.99 | | | | | | | | | | | | | | | | | | | | 2.92 |
| | Dollar General Mkt | n/i Johnsonville | | 1.95 | | | | | | | | | | | | | | | | 2.95 | | | | | 3.29 |
| | Earth Fare | n/i | | | | | | | | | | | | | | | | | | | | | | 2.99 | |
| | Food City | n/i Food City Johnsonville | | | 4.99 | | 2.99 | | 1.99 | | | | | | | | | | | | | | | | 2.49 |
| | Food Depot | Johnsonville | | | | | | | | | | | | | | | | | | | | | | 2.73 | |
| | | n/i | | | 1.28 | 2.75 | | | 1.48 | | 1.98 | | | | | | | | 1.98 | | | | | | |

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PORK

| State | Supermarket | Brand | Key | Spareribs | | | | Country Style | | Pork Chops/Steaks | | | | | | | | Loin | | Fresh Sausage | Deli Ribs per lb. | | | | |
|---------------------|----------------------------|---------------|-----|------------|----------|-----------|---------|---------------|---------|-------------------|---------|----------------|-----------|-------------|-----------|-------------|---------|-------|--------|---------------|-------------------|------|------|------|------|
| | | | | Whole Rack | Back Rib | St. Louis | Riblets | Ribs | | Rib End | | Bone-in Center | | Bnls Center | | Sirloin End | | Ass't | Tender | | | Bnls | | | |
| | | | | | | | | bnls | bone-in | bnls | bone-in | reg pack | valu pack | reg pack | valu pack | bnls | bone-in | | | | | | | | |
| GA <i>(cont)</i> | Food Giant | n/i | A | 1.48 | | | | | | | | | | | | | | | | | | 6.99 | | | |
| | Prairie Fresh Johnsonville | | | | | | | | 1.98 | 1.98 | | | | | | | | | | | | | 3.32 | | |
| | Food Lion | n/i | | | | | 1.99 | | 1.99 | | | | | | | | | | | | | | | | |
| | | n/i | | | | | 3.49 | | 2.49 | | | | | | | | | | | | | | | 2.99 | |
| | | Johnsonville | | | | | | | | | | | | | | | | | | | | | | | |
| | Food Pride | n/i | | | | | 2.99 | | 1.89 | 1.99 | | | | | | | | | | | | | | | |
| | Galaxy Food Cntr | n/i | | | | 1.98 | 2.98 | | 1.98 | 1.98 | 1.98 | | | | 2.78 | | | | | | | | 1.78 | 2.92 | |
| | | Johnsonville | | | | | | | | | | | | | | | | | | | | | | | |
| | H-Mart | n/i | | | | | 2.99 | | | | | | | | | | | | | | | | | | |
| | Harris Teeter | n/i | | | | | | | | | | | | | | | | | | | | | | 7.99 | |
| | | Harris Teeter | | | | | | | | | | | | | | | | | | | | | | | |
| | | Smithfield | | | | | | 3.47 | | | | | | | | | | | | | | | | 1.97 | |
| | | Niman Ranch | | | | | 4.99 | | | | | | | | | | | | | | | | | | |
| | | Johnsonville | | | | | | | | | | | | | | | | | | | | | | 2.92 | |
| | Harvey's | n/i | | | | 1.48 | 2.98 | 2.98 | | 1.68 | 1.68 | | 2.98 | | | | | | | | | 1.98 | | 4.50 | |
| | | Johnsonville | | | | | | | | | | | | | | | | | | | | | | 3.32 | |
| | IGA Food Stores | n/i | | | | 1.79 | | | 2.19 | | | | | | | | 1.49 | | | | | | | | |
| | IGA Stores SE | n/i | | | | 1.98 | 2.78 | | | 1.98 | | | | | | | | | | | | | | | |
| | | IGA TableRite | | | | | | | | | | | | | | | | | | | | | | 2.92 | |
| | | Johnsonville | | | | | | | | | | | | | | | | | | | | | | | |
| | Ingle's Markets | n/i | | | | | | 3.48 | | 1.98 | | | | | | | | | | | | | | | 6.49 |
| | | Johnsonville | | | | | | | | | | | | | | | | | | | | | | | |
| | Kroger Atlanta | n/i | | | | 1.99 | 2.88 | | | | | | | | | | | | | | | | | 1.88 | 2.49 |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | | | | | |
| | Fresh Foods Market | | | | | | | | | | | | | | | | | | | | | | 9.99 | | |
| Lucky's Market | n/i | | | | | | | | | | | | | | | | | | | | | | 3.49 | | |
| Piggly Wiggly Car | Aunt Bessie's | | | | | | 1.69 | | | | | | | | | | | | | | | | | | |
| | n/i | | | 1.47 | 2.99 | 1.97 | | 2.19 | | | | | | | | | | | 2.99 | | | | 3.33 | | |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | | | | | |
| Piggly Wiggly GA | n/i | | | 1.49 | | | | 1.99 | | | | | | | | | | | | | | 1.49 | 3.33 | | |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | | | 3.33 | | |
| Piggly Wiggly HAC | Johnsonville | | | | | | | | | | | | | | | | | | | | | | 2.91 | | |
| | n/i | | | 1.49 | 3.49 | | | 0.99 | | | | | | | | | | | | | | | | | |

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PORK

| State | Supermarket | Brand | Key | Spareribs | | | | Country Style | | Pork Chops/Steaks | | | | | | | | Loin | | Fresh Sausage | Deli Ribs per lb. | | | |
|---------------------|--------------------|--------------|------|------------|----------|-----------|---------|---------------|---------|-------------------|---------|----------------|-----------|-------------|-----------|-------------|---------|-------|--------|---------------|-------------------|------|------|------|
| | | | | Whole Rack | Back Rib | St. Louis | Riblets | Ribs | | Rib End | | Bone-in Center | | Bnls Center | | Sirloin End | | Ass't | Tender | | | Bnls | | |
| | | | | | | | | bnls | bone-in | bnls | bone-in | reg pack | valu pack | reg pack | valu pack | bnls | bone-in | | | | | | | |
| GA <i>(cont)</i> | Piggly Wiggly Hchn | n/i | A | 1.69 | 2.99 | | | | | | | | | | | | | | | | 3.33 | 5.99 | | |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | | | | |
| | Piggly Wiggly JTM | n/i | | | | | | | | | | | | | | 1.39 | | | | | | | | |
| | Publix | Publix | | | | | 2.49 | | | | | | | | | | | | | | | | | |
| | Quality Foods | n/i | | | 1.99 | 2.99 | | | | 1.79 | | | | | | | | | | | | | | |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | | | 3.33 | |
| | Save-a-Lot | n/i | | | 1.59 | | | | | | | | | | | | | | | | | | 1.69 | |
| | Butcher's Choice | | | | | | | | | | | | | | | | | | | | | | | 2.08 |
| | Shop-Rite | n/i | | | 1.69 | | | | | | | | | | | | | | | | | | | |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | | | | 2.91 |
| | Sprout's | n/i | | | | 2.69 | 2.69 | | | | | | | | | | | | | | | | | 2.50 |
| | Market Corner | | | | | | | | | | | | | | | | | | | | | | | 7.25 |
| | The Fresh Market | n/i | | | | 3.99 | | | | | | | | | | | | | | | | | | 3.99 |
| | United Grocery | n/i | | | 1.69 | | | | | 1.59 | | | | | | | | | 1.59 | | | | 1.69 | |
| Walmart | Smithfield | | | 2.97 | | | | | | | | | | | | | | | | | | 3.32 | | |
| Johnsonville | | | | | | | | | | | | | | | | | | | | | | 2.40 | | |
| Wayfield's | Johnsonville | | | | | | | | | | | | | | | | | | | | | 1.88 | | |
| n/i | | | 1.48 | 2.88 | | | | | 1.98 | 1.49 | 2.88 | | 2.98 | | | | 1.88 | | | | | | | |
| Essential Everyday | | | | | | | | | | | | | | | | | | | | | | | | |
| Aunt Bessie's | | | | | | 1.99 | | | | | | | | | | | | | | | | | | |
| Whole Foods Sth | n/i | | | 3.99 | | | | | | | | | | | | | | | | | | | | |
| Winn-Dixie | n/i | | 1.89 | BOGO | BOGO | | | | | 2.99 | 3.49 | 3.19 | | | | | 2.99 | | | | | 4.99 | | |
| n/i | | | | 2.99 | | | | | | | | | | | | | | | | | | | | |
| Johnsonville | | | | | | | | | | | | | | | | | | | | | | 2.92 | | |
| KY | ALDI | n/i | | | 2.89 | | | | | | | | | | | | | | | | | | | |
| | Parkview | | | | | | | | | | | | | | | | | | | | | | 1.99 | |
| | Cox IGA | Johnsonville | | | | | | | | 1.99 | | | | | | | | | | | | | 3.33 | |
| | Hormel | | | | | | | | | | | | | | | | | | | | | | | |
| | n/i | | | | 2.99 | | | | | | | | | | | | | | | | | | | |
| | Dollar General Mkt | n/i | | 1.95 | | | | | | | | | | | | | | 2.95 | | | | | 3.29 | |
| Johnsonville | | | | | | | | | | | | | | | | | | | | | | | | |
| E.W. James | n/i | | 1.88 | 2.88 | 2.48 | | | 1.78 | | 1.78 | | | | | | | | | | | | | | |
| Aunt Bessie's | | | | | | 1.29 | | | | | | | | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Independence Day 2017

prices in \$US per pound unless otherwise noted.

PORK

| State | Supermarket | Brand | Key | Spareribs | | | | Country Style | | Pork Chops/Steaks | | | | | | | | Loin | | Fresh Sausage | Deli Ribs per lb. | | | | | |
|-------------------|--------------------|-----------------|------|------------|----------|-----------|---------|---------------|---------|-------------------|---------|----------------|-----------|-------------|-----------|-------------|---------|-------|--------|---------------|-------------------|------|--|------|------|------|
| | | | | Whole Rack | Back Rib | St. Louis | Riblets | Ribs | | Rib End | | Bone-in Center | | Bnls Center | | Sirloin End | | Ass't | Tender | | | Bnls | | | | |
| | | | | | | | | bnls | bone-in | bnls | bone-in | reg pack | valu pack | reg pack | valu pack | bnls | bone-in | | | | | | | | | |
| KY (cont) | Earth Fare | n/i | A | | | | | | | | | | | | | | | | | | | 2.99 | | | | |
| | | n/i | | | 4.99 | | | | | | | | | | | | | | | | | | | | | |
| | Food City | n/i | | | | | | | | 1.99 | | | | | | | | | | | | | | | | |
| | | Food City | | | | | 2.99 | | | | | | | | | | | | | | | | | | | |
| | | Johnsonville | | | | | | | | | | | | | | | | | | | | | | | 2.49 | |
| | Food Fair | Walnut Creek | | | | | | | | | | | | | | | | | | | | | | | 2.50 | |
| | Food Giant | n/i | | | 1.48 | | | | | | | | | | | | | | | | | | | | 6.99 | |
| | | Prairie Fresh | | | | | | | | 1.98 | 1.98 | | | | | | | | | | | | | | | |
| | | Johnsonville | | | | | | | | | | | | | | | | | | | | | | | | 3.32 |
| | Food Lion | n/i | | | | | 1.99 | | | 1.99 | | | | | | | | | | | | | | | | |
| | | n/i | | | | | 3.49 | | | 2.49 | | | | | | | | | | | | | | | | |
| | | Johnsonville | | | | | | | | | | | | | | | | | | | | | | | | 2.99 |
| | Food Rite | Food Rite | | | 1.99 | 2.99 | | 1.29 | | | 1.99 | | | | | | | | | | | | | | | |
| | | Johnsonville | | | | | | | | 1.99 | | | | | | | | | | | | | | | | 3.33 |
| | Foodland | n/i | | | | | | | 1.99 | | | | | | | 1.88 | | | | | | | | | | |
| | Fresh Thyme | n/i | | | 2.99 | 2.99 | | | 2.99 | 2.99 | | 2.99 | | 2.99 | | 2.99 | | | | 3.99 | | | | | | 2.77 |
| | | Johnsonville | | | | | | | | | | | | | | | | | | | | | | | | 2.92 |
| | Galaxy Food Cntr | n/i | | | 1.98 | 2.98 | | | | 1.98 | 1.98 | 1.98 | | | | 2.78 | | | | | | | | 1.78 | | 2.92 |
| | | Johnsonville | | | | | | | | | | | | | | | | | | | | | | | | 3.00 |
| | Gordon Food | Greenridge Farm | | | | | | | | | | | | | | | | | | | | | | | | |
| | | Swift | | | | 2.99 | | | | | | | | 1.99 | | | | | | | | | | | | |
| | IGA Houchen's | Hormel | | | | | | | | | | | | | | | | | | | | | | 1.79 | | |
| | | Indian Creek | | | | | | | | | | | | | | | | | | | | | | | | 5.99 |
| | IGA Price Le\$\$ | Hormel | | | 1.77 | 2.96 | 2.48 | | | | | | | 1.98 | | 2.98 | | | | 1.48 | | | | | | |
| | | Indian Creek | | | | | | | | | | | | | | | | | | | | | | | | 4.98 |
| | IGA SpartanNash | n/i | | | | 3.29 | | | | | 1.79 | | | | | 2.49 | | | | | | | | | | 3.69 |
| | IGA Stores OH/KY | Johnsonville | | | | | | | | | | | | | | | | | | | | | | | | 2.92 |
| | IGA Stores SE | n/i | | | 1.98 | 2.78 | | | | | 1.98 | | | | | | | | | | | | | | | |
| | IGA TableRite | | | | | | | | | 1.98 | | | | | | | | | | | | | | 2.92 | | |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | | | | | | |
| Kroger Cincinnati | n/i | | 1.99 | 1.99 | | | | | | | | | | | | | | | | | | | | | | |
| | Fresh Foods Market | | | | | | | | | | | | | | | | | | | | | | | 9.99 | | |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | | | | 2.49 | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Independence Day 2017

prices in \$US per pound unless otherwise noted.

PORK

| State | Supermarket | Brand | Key | Spareribs | | | | Country Style | | Pork Chops/Steaks | | | | | | | | Loin | | Fresh Sausage | Deli Ribs per lb. | | | |
|------------------|---------------------------------|--------------|-----|------------|----------|-----------|---------|---------------|---------|-------------------|---------|----------------|-----------|-------------|-----------|-------------|---------|-------|--------|---------------|-------------------|-------|------|------|
| | | | | Whole Rack | Back Rib | St. Louis | Riblets | Ribs | | Rib End | | Bone-in Center | | Bnls Center | | Sirloin End | | Ass't | Tender | | | Bnls | | |
| | | | | | | | | bnls | bone-in | bnls | bone-in | reg pack | valu pack | reg pack | valu pack | bnls | bone-in | | | | | | | |
| KY (cont) | Kroger Delta | n/i | A | | 2.88 | | | | | | | | | | | | | | | | | 10.99 | | |
| | Aunt Bessie's Johnsonville | | | | | | | | | | | | | | | | | | | | | | 2.49 | |
| | Kroger Louisville | n/i | | 1.99 | 2.88 | | | | | | | | | | | | | | | | | | 1.99 | 2.49 |
| | Fresh Foods Market | | | | | | | | | | | | | | | | | | | | | | 9.99 | |
| | Kroger MidAtlantic | n/i | | 1.99 | 1.99 | | | | | | | 3.49 | | | | | | | | | | | 9.99 | |
| | Simple Truth Johnsonville | | | | 4.99 | | | | | | | | | | | | | | | | | | 2.49 | |
| | Kroger Nashville | n/i | | 1.99 | 2.77 | | | | | | | | | | | | | | | | | | 2.49 | |
| | Johnsonville Fresh Foods Market | | | | | | | | | | | | | | | | | | | | | | 2.49 | |
| | Lucky's Market | n/i | | | | | | | | | | | | | | | | | | | | | 3.49 | |
| | Meijer | Johnsonville | | | | | | | | | | | | | | | | | | | | | 2.08 | |
| | True Goodness | | | | | | | | | | | | | | 4.99 | | | | | | | | | |
| | n/i | | | | | 2.99 | 2.49 | | | 1.79 | | | | | 2.99 | | | | | 2.99 | | | | |
| | Piggly Wiggly Hchr | n/i | | 1.69 | 2.99 | | | | | | | | | | | | | | | | | | | 5.99 |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | | | 3.33 | |
| | Ramey's | n/i | | 1.78 | 2.58 | | | | | 1.78 | | | | | | | | | | | | | | 4.49 |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | | | | 3.32 |
| | Remke Markets | n/i | | | BOGO | | | | | | | BOGO | | | | | | | | BOGO | | | | BOGO |
| | n/i | | | | 3.50 | | | | | | | 2.35 | | | | | | | | 2.35 | | | | 3.50 |
| | Save-a-Lot | n/i | | 1.59 | | | | | | | | | | | | | | | | | | | | 1.69 |
| | Butcher's Choice | | | | | | | | | | | | | | | | | | | | | | | 2.08 |
| Super Dollar | n/i | | | | | | | 1.99 | | | | | | | | | | | | | | | | |
| SuperVALU Stores | n/i | | | 2.99 | | | | | | | | | 2.99 | | | | | | | | | | | |
| Johnsonville | | | | | | | | | | | | | | | | | | | | | | 3.33 | | |
| TC Grocery | n/i | | | 2.58 | 2.68 | | | | | 1.79 | | | | 1.99 | | | | | | | | 1.79 | 6.45 | |
| Swift | | | | | | | 1.49 | | | | | | | | | | | | | | | | | |
| Johnsonville | | | | | | | | | | | | | | | | | | | | | | 3.33 | | |
| The Fresh Market | n/i | | | 3.99 | | | | | | | | | | | | | | | | | | 3.99 | | |
| United Grocery | n/i | 1.69 | | | | | | 1.59 | | | | | | | | | 1.59 | | | | | 1.69 | | |
| ValuMarket | n/i | 1.79 | | 2.99 | | | | | | | | | | 2.49 | | | | | | | | 1.79 | | |
| Williams | | | | | | | | | | | | | | | | | | | | | | 3.11 | | |

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prices in \$US per pound unless otherwise noted.

Independence Day 2017

PORK

| State | Supermarket | Brand | Key | Spareribs | | | | Country Style | | Pork Chops/Steaks | | | | | | | | Loin | | Fresh Sausage | Deli Ribs per lb. | | | |
|-----------|---------------------|-----------------------------------|-----|------------|----------|-----------|---------|---------------|---------|-------------------|---------|----------------|-----------|-------------|-----------|-------------|---------|-------|--------|---------------|-------------------|------|-------|------|
| | | | | Whole Rack | Back Rib | St. Louis | Riblets | Ribs | | Rib End | | Bone-in Center | | Bnls Center | | Sirloin End | | Ass't | Tender | | | Bnls | | |
| | | | | | | | | bnls | bone-in | bnls | bone-in | reg pack | valu pack | reg pack | valu pack | bnls | bone-in | | | | | | | |
| KY (cont) | Walmart | Smithfield Johnsonville | | | 2.97 | | | | | | | | | | | | | | | | 3.32 | | | |
| | Whole Foods MdAt | n/i | A | | 3.99 | | | | | | | | | | | | | | | | | | | |
| MS | AG Baton Rouge | n/i Johnsonville | | | 1.99 | | | 1.49 | | 1.49 | | | | | | | | | | | | 3.33 | | |
| | ALDI | n/i Parkview | | | 2.89 | | | | | | | | | | | | | | | | | 1.99 | | |
| | Corner Market | Prairie Fresh Johnsonville | | | 2.69 | 2.49 | | | | | 2.29 | | | | | | | | | | | 3.33 | | |
| | Dollar General Mrkt | n/i Johnsonville | | 1.95 | | | | | | | | | | | | | | 2.95 | | | | 3.29 | | |
| | Food Giant | n/i Prairie Fresh Johnsonville | | 1.48 | | | | 1.98 | | 1.98 | | | | | | | | | | | | 3.32 | 6.99 | |
| | Greer's Markets | n/i Swift | | | 2.98 | | 1.09 | | 1.72 | | 1.72 | | | | | | | | | | | | 4.99 | |
| | Grocery Depot | n/i Prairie Fresh Johnsonville | | 1.54 | | | 1.18 | | | | | | | | 1.98 | | | | | | | | 10.99 | |
| | Kroger Delta | n/i Aunt Bessie's Johnsonville | | | 2.88 | 2.17 | | 1.69 | | | | | | | | | | | | | | | 2.49 | |
| | Mac's Fresh Mrkt | n/i Mac's Johnsonville | | 1.39 | 2.99 | 2.99 | | | | 1.69 | | | | | 2.49 | | | | | | | | 4.99 | |
| | Piggly Wiggly Hchn | n/i Johnsonville | | 1.69 | 2.99 | | | | | | | | | | | | | | | | | | 2.49 | |
| | Piggly Wiggly HGR | n/i Johnsonville | | 1.49 | | 0.99 | | 1.99 | | | | | | | | | | | | | | | 5.99 | |
| | Rouse's | Johnsonville Rouse's Johnsonville | | | 2.99 | | | 1.69 | | 1.69 | | | | | | | | | 2.99 | | | | 3.33 | |
| | Save-a-Lot | n/i Butcher's Choice | | 1.59 | | | | | | | | | | | | | | | | | 1.69 | | 4.16 | |
| | Superlo Foods | n/i Johnsonville | | 1.49 | 2.69 | | | | | | | | | | | | | | | | | | 2.08 | |
| | | | | | | | | | | | | | | | | | | | | | | | | 2.49 |

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prices in \$US per pound unless otherwise noted.

Independence Day 2017

PORK

| State | Supermarket | Brand | Key | Spareribs | | | | Country Style | | Pork Chops/Steaks | | | | | | | | Loin | | Fresh Sausage | Deli Ribs per lb. | | | | |
|-------------------|--------------------|------------|------|------------|----------|-----------|---------|---------------|---------|-------------------|---------|----------------|-----------|-------------|-----------|-------------|---------|-------|--------|---------------|-------------------|------|------|--|------|
| | | | | Whole Rack | Back Rib | St. Louis | Riblets | Ribs | | Rib End | | Bone-in Center | | Bnls Center | | Sirloin End | | Ass't | Tender | | | Bnls | | | |
| | | | | | | | | bnls | bone-in | bnls | bone-in | reg pack | valu pack | reg pack | valu pack | bnls | bone-in | | | | | | | | |
| MS (cont) | The Fresh Market | n/i | A | | 3.99 | | | | | | | | | | | | | | | | 3.99 | | | | |
| | Vowell's | n/i | | 1.79 | 2.99 | 2.79 | 1.29 | | 1.99 | | 1.79 | | | | | | | | 3.29 | | | | 2.49 | | |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | | | 3.32 | | |
| | Walmart | Smithfield | | | | 2.97 | | | | | | | | | | | | | | | | | | | |
| | Johnsonville | | | | | 3.99 | | | | | | | | | | | | | | | | | | | |
| | Whole Foods Sth | n/i | | | 1.89 | BOGO | BOGO | | | | 2.99 | 3.49 | 3.19 | | | | | | | | | | | | 4.99 |
| | Winn-Dixie | n/i | | | | 2.99 | | | | | | | | | | | 2.99 | | | | | | | | 2.92 |
| NC | ALDI | n/i | A | | 2.89 | | | | | | | | | | | | | | | | | | 1.99 | | |
| | Parkview | | | | | | | | | | | | | | | | | | | | | | | | |
| | Bi-Lo | n/i | | 1.89 | BOGO | BOGO | | | | 2.99 | 3.49 | 3.19 | | | | | 2.99 | | | | | | | | 4.50 |
| | n/i | | | | 2.99 | | | | | | | | | | | | | | | | | | | | |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | | | | | 2.92 |
| | Carlie C's IGA | n/i | | 1.98 | | | | | | | | | | | | | | | | | | | | | 7.99 |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | | | | | 3.33 |
| | Yuengling | | | | | | | | | | | | | | | | | | | | | | | | 2.50 |
| | Compare Foods | n/i | | 1.98 | 2.99 | | | 2.19 | 1.98 | | 1.98 | | | | | 2.79 | | | | | | | 1.78 | | 2.92 |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | | | | | 2.92 |
| | Dollar General Mkt | n/i | | 1.95 | | | | | | | | | | | | | | | | 2.95 | | | | | 3.29 |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | | | | | 2.99 |
| | Earth Fare | n/i | | | | 4.99 | | | | | | | | | | | | | | | | | | | |
| | n/i | | | | | | | | | | | | | | | | | | | | | | | | |
| | Food Lion | n/i | | | | | 1.99 | | | | 1.99 | | | | | | | | | | | | | | 2.99 |
| | n/i | | | | | | 3.49 | | | | 2.49 | | | | | | | | | | | | | | |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | | | | | 2.99 |
| Food Pride | n/i | | | | 2.99 | | | | 1.89 | 1.99 | | | | | | | | | | | | | | | |
| Fresh Foods | n/i | | | | 2.99 | | | | | | | 2.15 | | | | | 1.65 | | | | | | 6.67 | | |
| Galaxy Food Cntr | n/i | 1.98 | 2.98 | | | | | | 1.98 | 1.98 | 1.98 | | | 2.78 | | | | | | | 1.78 | | 2.92 | | |
| Johnsonville | | | | | | | | | | | | | | | | | | | | | | | | | |
| Great Valu Market | n/i | 2.49 | | | | | 2.49 | | 1.99 | | | | | | | 1.99 | | | | | | | | | |
| H-Mart | n/i | | | | | 0.98 | | | | | | | | | | | | | | | | | | | |
| Harris Teeter | n/i | | | | | | | | | | | 3.47 | | 3.97 | | | | | | | | | 7.99 | | |
| Harris Teeter | | | | | | | | 1.29 | | 1.29 | | | | | | | | | | | | | | | |

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PORK

| State | Supermarket | Brand | Key | Spareribs | | | | Country Style | | Pork Chops/Steaks | | | | | | | | Loin | | Fresh Sausage | Deli Ribs per lb. | | | |
|---------------------|----------------------|------------------|-----|------------|----------|-----------|---------|---------------|---------|-------------------|---------|----------------|-----------|-------------|-----------|-------------|---------|-------|--------|---------------|-------------------|------|------|------|
| | | | | Whole Rack | Back Rib | St. Louis | Riblets | Ribs | | Rib End | | Bone-in Center | | Bnls Center | | Sirloin End | | Ass't | Tender | | | Bnls | | |
| | | | | | | | | bnls | bone-in | bnls | bone-in | reg pack | valu pack | reg pack | valu pack | bnls | bone-in | | | | | | | |
| NC <i>(cont)</i> | Harris Teeter | Smithfield | A | | | 3.47 | | | | | | | | | | | | | | 1.97 | | | | |
| | <i>(continued)</i> | Niman Ranch | | | | 4.99 | | | | | | | | | | | | | | | | | 2.92 | |
| | Harvey's | n/i | | 1.48 | 2.98 | 2.98 | | 1.68 | 1.68 | | 2.98 | | | | | | | 1.98 | | | | | 4.50 | |
| | | Johnsonville | | | | | | | | | | | | | | | | | | | | | 3.32 | |
| | IGA Food Stores | n/i | | 1.79 | | | 2.19 | | | | | | | | 1.49 | | | | | | | | | |
| | IGA Stores SE | n/i | | 1.98 | 2.78 | | | | 1.98 | | | | | | | | | | | | | | | |
| | | IGA TableRite | | | | | | | | 1.98 | | | | | | | | | | | | | | 2.92 |
| | Ingle's Markets | n/i | | | | 3.48 | | | 1.98 | | | | | | | | | | | | | | | 6.49 |
| | | Johnsonville | | | | | | | | | | | | | | | | | | | | | | 2.92 |
| | Just \$ave Foods | n/i | | 1.78 | 2.98 | | | 2.18 | | | | | | | 2.78 | | | | | | 1.78 | | | |
| | Kroger MidAtlantic | n/i | | 1.99 | 1.99 | | | | | | | 3.49 | | | | | | | | | | | | 9.99 |
| | | Simple Truth | | A | | 4.99 | | | | | | | | | | | | | | | | | | 2.49 |
| | | Johnsonville | | | | | | | | | | | | | | | | | | | | | | 2.41 |
| | Lidl | n/i | | | | 1.99 | | | | | | | | | | | | | | | | | | |
| | Lowe's Foods | Smithfield | | | | 2.57 | | | | | | | | | 3.99 | | | | | | | | | |
| | | Greenfield Farms | | A | | 4.99 | | | | | | | | | | | | | | | | | | 4.16 |
| | | Johnsonville | | | | | | | | | | | | | | | | | | | | | | |
| | Piggly Wiggly Retail | n/i | | | | | | | 1.89 | | | | | 1.79 | | | | | 1.58 | | | 1.99 | | 2.79 |
| | | Piggly Wiggly | | | | | | | | | | | | | | | | | | | | | | 2.49 |
| | Piggly Wiggly Strs | n/i | | | 2.19 | 2.79 | | | | | | | | | | | | | | | | | | |
| | | Johnsonville | | | | | | | | | | | | | | | | | | | | | | 2.49 |
| | Publix | Publix | | | | | 2.49 | | | | | | | | | | | | | | | | | |
| | Save-a-Lot | n/i | | | 1.59 | | | | | | | | | | | | | | | | | 1.69 | | |
| | | Butcher's Choice | | | | | | | | | | | | | | | | | | | | | | 2.08 |
| | Sprout's | n/i | | | | 2.69 | 2.69 | | | | | | | | | | | | | | | | | 2.50 |
| | | Market Corner | | | | | | | | | | | | | | | | | | | | | | 7.25 |
| | The Fresh Market | n/i | | | | | 3.99 | | | | | | | | | | | | | | | | | 3.99 |
| United Grocery | n/i | | | 1.69 | | | | | 1.59 | | | | | | | | | 1.59 | | | 1.69 | | | |
| Walmart | Smithfield | | | | 2.97 | | | | | | | | | | | | | | | | | | 3.32 | |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | | | | |
| Whole Foods Sth | n/i | | A | | 3.99 | | | | | | | | | | | | | | | | | | | |

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PORK

| State | Supermarket | Brand | Key | Spareribs | | | | Country Style | | Pork Chops/Steaks | | | | | | | | Loin | | Fresh Sausage | Deli Ribs per lb. | | | |
|-----------------|--------------------|--------------------|------|------------|----------|-----------|----------|---------------|---------|-------------------|---------|----------------|-----------|-------------|-----------|-------------|---------|-------|--------|---------------|-------------------|------|------|------|
| | | | | Whole Rack | Back Rib | St. Louis | Ribslets | Ribs | | Rib End | | Bone-in Center | | Bnls Center | | Sirloin End | | Ass't | Tender | | | Bnls | | |
| | | | | | | | | bnls | bone-in | bnls | bone-in | reg pack | valu pack | reg pack | valu pack | bnls | bone-in | | | | | | | |
| SC | ALDI | n/i | A | | 2.89 | | | | | | | | | | | | | | | | 1.99 | | | |
| | | Parkview | | | | | | | | | | | | | | | | | | | | | | |
| | Bi-Lo | n/i | | 1.89 | BOGO | BOGO | | | | 2.99 | 3.49 | 3.19 | | | | | | 2.99 | | | | | 4.50 | |
| | | n/i | | | | | | | | | | | | | | | | | | | | | 2.92 | |
| | | Johnsonville | | | | | | | | | | | | | | | | | | | | | | 2.92 |
| | Dollar General Mkt | n/i | | 1.95 | | | | | | | | | | | | | | | 2.95 | | | | | 3.29 |
| | | Johnsonville | | | | | | | | | | | | | | | | | | | | | | 2.99 |
| | Earth Fare | n/i | | | | 4.99 | | | | | | | | | | | | | | | | | | |
| | | n/i | | | | | | | | | | | | | | | | | | | | | | |
| | Farm Fresh | Smithfield | | 1.79 | 2.99 | | | | | | | | | | | | | | 2.99 | | | | 1.79 | |
| | | n/i | | | | | | | | | | | | | | | | | | | | | | 6.67 |
| | | Essential Everyday | | | | | | | | | | | | | | | | | | | | | | 2.50 |
| | Food Lion | n/i | | | | | 1.99 | | | | 1.99 | | | | | | | | | | | | | |
| | | n/i | | | | | 3.49 | | | | 2.49 | | | | | | | | | | | | | |
| | | Johnsonville | | | | | | | | | | | | | | | | | | | | | | 2.99 |
| | Galaxy Food Cntr | n/i | | 1.98 | 2.98 | | | | | | 1.98 | 1.98 | 1.98 | | | | 2.78 | | | | | | 1.78 | |
| | | Johnsonville | | | | | | | | | | | | | | | | | | | | | | 2.92 |
| | Harris Teeter | n/i | | | | | | | | | | | | | | | | | | | | | | 7.99 |
| | | Harris Teeter | | | | | | | | | 1.29 | 1.29 | | | | | | | | | | | | |
| | | Smithfield | | | | | 3.47 | | | | | | | | | | | | | | | | 1.97 | |
| | Niman Ranch | | | | 4.99 | | | | | | | | | | | | | | | | | | | |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | | 2.92 | | |
| Harvey's | n/i | 1.48 | 2.98 | 2.98 | | | | | 1.68 | 1.68 | | | 2.98 | | | | | | 1.98 | | | 4.50 | | |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | | 3.32 | | |
| IGA Food Stores | n/i | 1.79 | | | | | | | | | | | | | | 1.49 | | | | | | | | |
| IGA Stores SE | n/i | 1.98 | 2.78 | | | | | | 1.98 | | | | | | | | | | | | | | | |
| | IGA TableRite | | | | | | | | | | | | 1.98 | | | | | | | | | | | |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | | 2.92 | | |
| Ingle's Markets | n/i | | | | 3.48 | | | | 1.98 | | | | | | | | | | | | | 6.49 | | |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | | 2.92 | | |
| Kroger Atlanta | n/i | 1.99 | 2.88 | | | | | | | | | | | | | | | | | | 1.88 | | | |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | | 2.49 | | |
| | Fresh Foods Market | | | | | | | | | | | | | | | | | | | | | 9.99 | | |
| Lidl | n/i | | | | 1.99 | | | | | | | | | | | | | | | | | 2.41 | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Independence Day 2017

prices in \$US per pound unless otherwise noted.

PORK

| State | Supermarket | Brand | Key | Spareribs | | | | Country Style | | Pork Chops/Steaks | | | | | | | | Loin | | Fresh Sausage | Deli Ribs per lb. | | | | | | | | | |
|---------------------|--------------------|-----------------|------|------------|----------|-----------|---------|---------------|---------|-------------------|---------|----------------|-----------|-------------|-----------|-------------|---------|-------|--------|---------------|-------------------|------|------|--|--|------|------|-------|------|-------|
| | | | | Whole Rack | Back Rib | St. Louis | Riblets | Ribs | | Rib End | | Bone-in Center | | Bnls Center | | Sirloin End | | Ass't | Tender | | | Bnls | | | | | | | | |
| | | | | | | | | bnls | bone-in | bnls | bone-in | reg pack | valu pack | reg pack | valu pack | bnls | bone-in | | | | | | | | | | | | | |
| TN <i>(cont)</i> | Food Lion | n/i | A | | | 1.99 | | | 1.99 | | | | | | | | | | | | | | | | | | | | | |
| | | n/i | | | | | 3.49 | | | 2.49 | | | | | | | | | | | | | | | | | | | | |
| | | Johnsonville | | | | | | | | | | | | | | | | | | | | | | | | 2.99 | | | | |
| | Food Rite | Food Rite | | | 1.99 | 2.99 | | 1.29 | | | | 1.99 | | | | | | | | | | | | | | | | | | |
| | | Johnsonville | | | | | | | | | | | | | | | | | | | | | | | | | 3.33 | | | |
| | Gordon Food | Greenridge Farm | | | | | | | | | | | | | | | | | | | | | | | | | 3.00 | | | |
| | | Swift | | | | | 2.99 | | | | | | | 1.99 | | | | | | | | | | | | | | | | |
| | H.G. Hill | n/i | | | 1.79 | 2.99 | | | | | 1.69 | 1.79 | | | | | | | | | | | | | | | | 2.49 | | |
| | | Johnsonville | | | | | | | | | | | | | | | | | | | | | | | | | | | 1.79 | |
| | IGA Houchen's | Hormel | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | Indian Creek | | | | | | | | | | | | | | | | | | | | | | | | | | | | 5.99 |
| | IGA Price Le\$\$ | Hormel | | | 1.77 | 2.96 | 2.48 | | | | | | | | 1.98 | | 2.98 | | | | | | 1.48 | | | | | | | 4.98 |
| | | Indian Creek | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | IGA Stores OH/KY | Johnsonville | | | | | | | | | | | | | | | | | | | | | | | | | | | | 2.92 |
| | IGA Stores SE | n/i | | | 1.98 | 2.78 | | | | | | 1.98 | | | | | | | | | | | | | | | | | | |
| | | IGA TableRite | | | | | | | | | | | 1.98 | | | | | | | | | | | | | | | | | |
| | | Johnsonville | | | | | | | | | | | | | | | | | | | | | | | | | | | | 2.92 |
| | Ingle's Markets | n/i | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | Johnsonville | | | | | | | | | | | | | | | | | | | | | | | | | | | | 2.92 |
| | Kroger Delta | n/i | | | | | | | | | | | | | | | | | | | | | | | | | | | | 10.99 |
| | Aunt Bessie's | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Johnsonville | | | | | 1.69 | | | | | | | | | | | | | | | | | | | | | | 2.49 | | |
| Kroger MidAtlantic | n/i | | 1.99 | 1.99 | | | | | | | | | 3.49 | | | | | | | | | | | | | | | 9.99 | | |
| | Simple Truth | | | 4.99 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | | | | | | | | 2.49 | | |
| Kroger Nashville | n/i | | 1.99 | 2.77 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | | | | | | | | 2.49 | | |
| | Fresh Foods Market | | | | | | | | | | | | | | | | | | | | | | | | | | | 10.99 | | |
| Luckys Supermrkt | n/i | | 1.58 | 2.99 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | | | | | | | | 3.33 | | |
| Publix | Publix | | | | 2.49 | | | | | | | | | | | | | | | | | | | | | | | | | |
| Osborne's | n/i | | 1.59 | | | | | | 1.69 | 1.69 | | | | | | | | | | | | | | | | | | | | |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | | | | | | | | 2.92 | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Independence Day 2017

prices in \$US per pound unless otherwise noted.

PORK

| State | Supermarket | Brand | Key | Spareribs | | | | Country Style | | Pork Chops/Steaks | | | | | | | | Loin | | Fresh Sausage | Deli Ribs per lb. | | | | |
|------------------|--------------------|------------|------|------------|----------|-----------|---------|---------------|---------|-------------------|---------|----------------|-----------|-------------|-----------|-------------|---------|-------|--------|---------------|-------------------|------|------|------|------|
| | | | | Whole Rack | Back Rib | St. Louis | Riblets | Ribs | | Rib End | | Bone-in Center | | Bnls Center | | Sirloin End | | Ass't | Tender | | | Bnls | | | |
| | | | | | | | | bnls | bone-in | bnls | bone-in | reg pack | valu pack | reg pack | valu pack | bnls | bone-in | | | | | | | | |
| TN (cont) | Save-a-Lot | n/i | A | 1.59 | | | | | | | | | | | | | | | | 1.69 | | | | | |
| | Butcher's Choice | | | | | | | | | | | | | | | | | | | | | 2.08 | | | |
| | Shop-Rite | n/i | | 1.69 | | | | | | | | | | | | | | | | | | | 2.91 | | |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | | | 2.50 | | |
| | Sprout's | n/i | | | 2.69 | 2.69 | | | | | | | | | | | | | | | | | | 7.25 | |
| | Market Corner | | | | | | | | | | | | | | | | | | | | | | | | |
| | Super Dollar | n/i | | | | | | | | 1.99 | | | | | | | | | | | | | | | |
| | Superto Foods | n/i | | | 1.49 | 2.69 | | | | | | | | | | | | | | | | | | 2.49 | |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | | | | | 2.49 |
| | TC Grocery | n/i | | | | 2.58 | 2.68 | | | | | 1.79 | | | | | 1.99 | | | | | 1.79 | | | 6.45 |
| | Swift | | | | | | | 1.49 | | | | | | | | | | | | | | | | | |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | | | | | 3.33 |
| The Fresh Market | n/i | | | | 3.99 | | | | | | | | | | | | | | | | | | 3.99 | | |
| Tietgens | n/i | | 1.59 | | | | | 1.69 | | 1.69 | | | | | | | | | | | | | 2.92 | | |
| Johnsonville | | | | | | | | | | | | | | | | | | | | | | | 2.92 | | |
| United Grocery | n/i | | 1.69 | | | | | 1.59 | | | | | | | | | 1.59 | | | 1.69 | | | | | |
| Walmart | Smithfield | | | | 2.97 | | | | | | | | | | | | | | | | | | 3.32 | | |
| Johnsonville | | | | | | | | | | | | | | | | | | | | | | | 3.32 | | |
| Whole Foods Sth | n/i | | | 3.99 | | | | | | | | | | | | | | | | | | | | | |
| VA | ALDI | n/i | | | 2.89 | | | | | | | | | | | | | | | | | | 1.99 | | |
| | Parkview | | | | | | | | | | | | | | | | | | | | | | | 1.99 | |
| | Associated | n/i | | 1.99 | 3.99 | | | | | | | | | | | | | | | | | | | 4.16 | |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | | | | 2.99 | |
| | Premio | | | | | | | | | | | | | | | | | | | | | | | 2.99 | |
| | Dollar General Mkt | n/i | | 1.95 | | | | | | | | | | | | | | 2.95 | | | | | | 3.29 | |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | | | | 3.29 | |
| | Farm Fresh | Smithfield | | | 1.79 | 2.99 | | | | | | | | | 2.99 | | | | | | 1.79 | | | 6.67 | |
| | n/i | | | | | | | | | | | | | | | | | | | | | | | 2.50 | |
| | Essential Everyday | | | | | | | | | | | | | | | | | | | | | | | 2.50 | |
| Food City | n/i | | | | | | | 1.99 | | | | | | | | | | | | | | | 2.49 | | |
| Food City | | | | | | 2.99 | | | | | | | | | | | | | | | | | 2.49 | | |
| Johnsonville | | | | | | | | | | | | | | | | | | | | | | | 3.32 | | |
| Food Country | Johnsonville | | | | | | | | | | | | | | | | | | | | | | 3.32 | | |
| Johnsonville | | | | | | | | | | | | | | | | | | | | | | | 3.32 | | |
| Butcher's Best | | | | | | | 2.99 | | | | | | | | 2.99 | | | | | | | | | | |

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PORK

| State | Supermarket | Brand | Key | Spareribs | | | | Country Style | | Pork Chops/Steaks | | | | | | | | Loin | | Fresh Sausage | Deli Ribs per lb. | | | | | |
|----------------------|--------------------|---------------|-----|------------|----------|-----------|---------|---------------|---------|-------------------|---------|----------------|-----------|-------------|-----------|-------------|---------|-------|--------|---------------|-------------------|------|--|------|------|------|
| | | | | Whole Rack | Back Rib | St. Louis | Riblets | Ribs | | Rib End | | Bone-in Center | | Bnls Center | | Sirloin End | | Ass't | Tender | | | Bnls | | | | |
| | | | | | | | | bnls | bone-in | bnls | bone-in | reg pack | valu pack | reg pack | valu pack | bnls | bone-in | | | | | | | | | |
| VA <i>(cont)</i> | Food Lion | n/i | A | | | 1.99 | | 1.99 | | | | | | | | | | | | | | | | | | |
| | | n/i | | | | | 3.49 | | 2.49 | | | | | | | | | | | | | | | | | |
| | | Johnsonville | | | | | | | | | | | | | | | | | | | | | | 2.99 | | |
| | Galaxy Food Cntr | n/i | | | 1.98 | 2.98 | | | 1.98 | 1.98 | 1.98 | | | | 2.78 | | | | | | | | | 1.78 | | |
| | | Johnsonville | | | | | | | | | | | | | | | | | | | | | | | 2.92 | |
| | Giant Foods | Giant | | | | | 1.99 | | 2.99 | | | | | | | 4.49 | | | 2.49 | | | | | | 1.99 | |
| | Grants | Hormel | | | | | | | 1.89 | | | | | 2.29 | | 2.99 | | | | | | | | | | |
| | Great Valu Market | n/i | | | | | | | 2.49 | | 1.99 | | | | | | 1.99 | | | | | | | | | |
| | Harris Teeter | n/i | | | | | | | | | | | | | | | | | | | | | | | 7.99 | |
| | | Harris Teeter | | | | | | | | | 1.29 | | 1.29 | | | | | | | | | | | | | |
| | | Smithfield | | | | | | 3.47 | | | | | | | | | | | | | | | | | 1.97 | |
| | | Niman Ranch | | | | | | 4.99 | | | | | | | | | | | | | | | | | | |
| | | Johnsonville | | | | | | | | | | | | | | | | | | | | | | | | 2.92 |
| | IGA Price Le\$\$ | Hormel | | | | 1.77 | 2.96 | 2.48 | | | | | | 1.98 | | 2.98 | | | 1.48 | | | | | | | |
| | | Indian Creek | | | | | | | | | | | | | | | | | | | | | | | | 4.98 |
| | IGA Stores SE | n/i | | | | 1.98 | 2.78 | | | | 1.98 | | | | | | | | | | | | | | | |
| | | IGA TableRite | | | | | | | | | | 1.98 | | | | | | | | | | | | | | 2.92 |
| | | Johnsonville | | | | | | | | | | | | | | | | | | | | | | | | 2.92 |
| | Ingle's Markets | n/i | | | | | | 3.48 | | | 1.98 | | | | | | | | | | | | | | | 6.49 |
| | | Johnsonville | | | | | | | | | | | | | | | | | | | | | | | | 2.92 |
| | Kroger MidAtlantic | n/i | | | | 1.99 | 1.99 | | | | | | | 3.49 | | | | | | | | | | | | 9.99 |
| | | Simple Truth | | | | | 4.99 | | | | | | | | | | | | | | | | | | | 2.49 |
| | | Johnsonville | | | | | | | | | | | | | | | | | | | | | | | | 2.41 |
| Lidl | n/i | | | | | 1.99 | | | | | | | | | | | | | | | | | | | | |
| Lowe's Foods | Smithfield | | | | | 2.57 | | | | | | | | | 3.99 | | | | | | | | | | | |
| | Greenfield Farms | | | | | 4.99 | | | | | | | | | | | | | | | | | | | | |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | | | | 4.16 | | |
| Martins Foods | Giant | | | | | 1.88 | | 2.49 | | | | | | 3.49 | | | 2.49 | | | | | | | | | |
| Piggly Wiggly Retail | n/i | | | | | | | | 1.89 | | | | | 1.79 | | | 1.58 | | | | | | | 1.99 | | |
| | Piggly Wiggly | | | | | | | | | | | | | | | | | | | | | | | 2.79 | | |
| Piggly Wiggly Strs | n/i | | | 2.19 | 2.79 | | | | | | | | | | | | | | | | | | | 2.49 | | |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | | | | | | |
| Price Rite | n/i | | | 1.79 | 2.99 | 2.49 | | | | | | | | | | | | | | | | | | | | |
| Publix | Publix | | | | | 2.49 | | | | | | | | | | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

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prices in \$US per pound unless otherwise noted.

PORK

| State | Supermarket | Brand | Key | Spareribs | | | | Country Style | | Pork Chops/Steaks | | | | | | | | Loin | | | Fresh Sausage | Deli Ribs per lb. | | | | | |
|--------------|--------------------|--------------------|------|------------|----------|-----------|---------|---------------|---------|-------------------|---------|----------------|-----------|-------------|-----------|-------------|---------|-------|--------|------|---------------|-------------------|--|------|------|------|--|
| | | | | Whole Rack | Back Rib | St. Louis | Riblets | Ribs | | Rib End | | Bone-in Center | | Bnls Center | | Sirloin End | | Ass't | Tender | Bnls | | | | | | | |
| | | | | | | | | bnls | bone-in | bnls | bone-in | reg pack | valu pack | reg pack | valu pack | bnls | bone-in | | | | | | | | | | |
| WV (cont) | Giant Eagle | n/i | A | 2.49 | 2.99 | 3.49 | | | | | | | | | | | | | | | | | | | | | |
| | Giant Eagle | | | | | | | | | | | | | | | | | | | | | | | | 2.59 | | |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | | | | | 2.92 | | |
| | Grants | Hormel | | | | | | 1.89 | | | | | | 2.29 | | 2.99 | | | | | | | | | | | |
| | Great Valu Market | n/i | | | 2.49 | | | 2.49 | | 1.99 | | | | | | | 1.99 | | | | | | | | | | |
| | IGA Stores SE | n/i | | | 1.98 | 2.78 | | | | | | | 1.98 | | | | | | | | | | | | | | |
| | | IGA TableRite | | | | | | | | | | | 1.98 | | | | | | | | | | | | | 2.92 | |
| | Kroger Columbus | n/i | | | 1.99 | 2.49 | | | | | | | | | | | | | | | | | | | | | |
| | | Fresh Foods Market | | | | | | | | | | | | | | | | | | | | | | | | 9.99 | |
| | | Johnsonville | | | | | | | | | | | | | | | | | | | | | | | | 2.08 | |
| | Kroger MidAtlantic | n/i | | | 1.99 | 1.99 | | | | | | | | 3.49 | | | | | | | | | | | | 9.99 | |
| | | Simple Truth | | | | 4.99 | | | | | | | | | | | | | | | | | | | | | |
| | | Johnsonville | | | | | | | | | | | | | | | | | | | | | | | | 2.49 | |
| | Martins Foods | Giant | | | | | 1.88 | | 2.49 | | | | | | | 3.49 | | | 2.49 | | | | | | | | |
| | Piggly Wiggly Strs | n/i | | | 2.19 | 2.79 | | | | | | | | | | | | | | | | | | | | | |
| | | Johnsonville | | | | | | | | | | | | | | | | | | | | | | | | 2.49 | |
| | Riesbeck's | n/i | | | 2.69 | 3.49 | | | | | | | | | | | | | | | | | | | | 2.49 | |
| | Save-a-Lot | n/i | | | 1.59 | | | | | | | | | | | | | | | | | | | | | 1.69 | |
| | | Butcher's Choice | | | | | | | | | | | | | | | | | | | | | | | | 2.08 | |
| | Shop'n Save | n/i | | | | 2.98 | | | | | | | | BOGO | | | | | | | | | | | | | |
| | Uncle Charley | | | | | | | | | | | | | | | | | | | | | | | 2.95 | | | |
| Sparkle | Indiana Kitchen | | 1.58 | 2.99 | | | | | | | | | | | | | | | | | | | | | | | |
| | n/i | | | | | | | | | | | | | | | | | | | | | | | | 7.33 | | |
| Walmart | Smithfield | | | 2.97 | | | | | | | | | | | | | | | | | | | | | | | |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | | | | 3.32 | | | |
| Weis Markets | Weis | | | | | | | | | | | | | | | | | | | | | | | 1.77 | | | |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | | | | 2.92 | | | |
| | Swift | | | | | | | | | | | | 2.29 | | | | 1.48 | | | | | | | | | | |
| | n/i | | | | 3.28 | | | | | | | | | | | | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

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PORK

| State | Supermarket | Brand | Key | Spareribs | | | | Country Style | | Pork Chops/Steaks | | | | | | | | Loin | | Fresh Sausage | Deli Ribs per lb. | |
|--|-------------------|----------------|-----|------------|----------|-----------|---------|---------------|---------|-------------------|---------|----------------|-----------|-------------|-----------|-------------|---------|-------|--------|---------------|-------------------|------|
| | | | | Whole Rack | Back Rib | St. Louis | Riblets | Ribs | | Rib End | | Bone-in Center | | Bnls Center | | Sirloin End | | Ass't | Tender | | | Bnls |
| | | | | | | | | bnls | bone-in | bnls | bone-in | reg pack | valu pack | reg pack | valu pack | bnls | bone-in | | | | | |
| MIDWESTERN U.S. - IA,IL,IN,MI,MN,ND,NE,OH,SD,WI | | | | | | | | | | | | | | | | | | | | | | |
| IA | Affiliated MW | Johnsonville | | | | | | | | | | | | | | | | | | 3.33 | | |
| | | n/i | | | 2.99 | | | | | | | | | | | | | | | | | |
| | | Hormel | | | 2.99 | | | | | | | | | | 2.29 | | | | | | | |
| | ALDI | n/i | | | 2.89 | | | | | | | | | | | | | | | | | |
| | | Parkview | | | | | | | | | | | | | | | | | | | 1.99 | |
| | Family Fare | Johnsonville | | | | | | | | | | | | | | | | | | | 2.92 | |
| | | Open Acres | | | 3.99 | | | 2.49 | | | | | | | | | | | | | | |
| | Family Foods | Johnsonville | | | | | | | | | | | | | | | | | | | 3.33 | |
| | | Smithfield | | | | | | 1.99 | | | | | | | | | | | | | | |
| | Fareway | n/i | | | 2.99 | | | | | | 1.99 | | | | | | | | | | | |
| | | Fareway | | | | | | | | | | | | | | | | | | | 2.49 | |
| | Fishers Jack&Jill | Smithfield | | | | | | | | | | | | | | | | | | 1.69 | | |
| | | Our Own | | | | | | | | | | | | | | | | | | | 3.33 | |
| | | Open Acres | | | | | | | | | | | | | | | | | | | | |
| | Food Pride | Johnsonville | | | | | | | | | | | | | | | | | | | 3.33 | |
| | | Smithfield | | | | | | 1.99 | | | | | | | 1.99 | | | | | | | |
| | | n/i | | | 2.99 | | | | | | | | | | | | | | | | | |
| | Fresh Thyme | n/i | | 2.99 | 2.99 | | | 2.99 | 2.99 | | 2.99 | | | 2.99 | | | | 3.99 | | | 2.77 | |
| | | Johnsonville | | | | | | | | | | | | | | | | | | | 2.92 | |
| | Hometown Foods | n/i | | | 2.99 | | | | | | 1.88 | | | | | | | | | | | |
| | | Johnsonville | | | | | | | | | | | | | | | | | | | 3.23 | |
| | Hy-Vee | Blue Ribbon | | | | | | | | | | | 1.99 | | | | | | | | | |
| | | Hormel | | | 2.88 | 2.99 | | | | | | | | | | | | | | | 2.92 | |
| | | Johnsonville | | | | | | | | | | | | | | | | | | | | |
| | | Hy-Vee | | | | | | | | | | | | | | | | | | | 6.67 | |
| | Jewel-Osco | n/i | | | BOG2 | | | | | | | | | | | | | | | | | |
| | | Hormel | | | | | | BOGO | | | | | | | BOGO | | | | | | | |
| | | Jewel | | | | | | | | | | | | | | | | | | | BOGO | |
| | | Signature Café | | | | | | | | | | | | | | | | | | | | |
| | Lucky's Market | n/i | | | | | | | | | | | | | | | | | | | 3.49 | |
| | Maynard Foods | Johnsonville | | | | | | | | | | | | | | | | | | | 2.91 | |
| | | Smithfield | | | | 3.49 | | | | | | | | | 2.99 | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Independence Day 2017

prices in \$US per pound unless otherwise noted.

PORK

| State | Supermarket | Brand | Key | Spareribs | | | | Country Style | | Pork Chops/Steaks | | | | | | | | Loin | | Fresh Sausage | Deli Ribs per lb. | | |
|---------------------|-------------------|---------------|-----|------------|----------|-----------|---------|---------------|---------|-------------------|---------|----------------|-----------|-------------|-----------|-------------|---------|-------|--------|---------------|-------------------|------|------|
| | | | | Whole Rack | Back Rib | St. Louis | Riblets | Ribs | | Rib End | | Bone-in Center | | Bnls Center | | Sirloin End | | Ass't | Tender | | | Bnls | |
| | | | | | | | | bnls | bone-in | bnls | bone-in | reg pack | valu pack | reg pack | valu pack | bnls | bone-in | | | | | | |
| IA <i>(cont)</i> | No Frills | Johnsonville | | | | | | | | | | | | | | | | | | | 2.92 | | |
| | Open Acres | | | | 3.99 | | | | 2.49 | | | | | | 3.99 | | | | | | | | |
| | Price Chopper | n/i | | | 2.99 | | | | 1.99 | 1.99 | | | | | | | | 2.99 | | | | | |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | 3.33 | | |
| | Quillin's | Quillin's | | | | | | | | | | | | | | | | | | | 2.49 | | |
| | Hormel | | | | | | | | | | | 1.99 | | | | | | | | | 1.89 | | |
| | Save-a-Lot | n/i | | | 1.59 | | | | | | | | | | | | | | | | 1.69 | | |
| | Butcher's Choice | | | | | | | | | | | | | | | | | | | | | 2.08 | |
| | Schnuck's | Schnuck's | | | | | | | | | | | | | | | | | | | | 2.79 | |
| | Pride of the Farm | | | | 2.99 | | | | | | | 1.49 | | | | | | | | | | | 2.92 |
| | Klement's | | | | | | | | | | | | | | | | | | | | | | 2.92 |
| | Sunshine Foods | n/i | | | | | | | | | | 1.99 | | | | | | | | | | | 2.91 |
| Johnsonville | | | | | | | | | | | | | | | | | | | | | | 2.89 | |
| Super Saver | Smithfield | | | | 2.98 | | | | 1.98 | | | | | | | | | | | | | | |
| Johnsonville | | | | | | | | | | | | | | | | | | | | | | 2.89 | |
| Thriftway Stores | n/i | | | 1.69 | 2.99 | | | 2.49 | | | 1.99 | | | | | | | | | | | | 4.99 |
| Johnsonville | | | | | | | | | | | | | | | | | | | | | | 3.33 | |
| Walmart | Smithfield | | | | 2.97 | | | | | | | | | | | | | | | | | 3.32 | |
| Johnsonville | | | | | | | | | | | | | | | | | | | | | | 3.32 | |
| Whole Foods MW | n/i | | A | | 5.99 | | | | | | | | | | | | | | | | | | |
| IL | Affiliated MW | Hormel | | | 2.99 | | | | | | | | | | 2.29 | | | | | | | | |
| | ALDI | n/i | | | 2.89 | | | | | | | | | | | | | | | | | | |
| | Parkview | | | | | | | | | | | | | | | | | | | | | 1.99 | |
| | Angelo Caputo's | n/i | | | BOGO | | | | | | | | | | | | | | | | | | |
| | n/i | | | | 3.59 | | | | 1.49 | | | | | | 2.59 | | | | | | 1.99 | | |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | | 2.92 | |
| | Angelo Signature | | | | | | | | | | | | | | | | | | | | | 2.49 | |
| | Berkot's | Berkot's | | | | 4.99 | | | 1.99 | | | 1.99 | | | | | | | | | | 2.99 | |
| | n/i | | | | BOGO | BOGO | | | | | | | | | BOGO | | | | | | | | BOGO |
| | Borowiak's IGA | IGA TableRite | | | | | | | | | 1.79 | | 1.99 | | | | | 1.69 | | | 1.99 | | |
| | Kretschmar | | | | | | | | | | | | | | | | | | | | | | 5.70 |
| | Brookhaven | Johnsonville | | | | | | | | | | | | | | | | | | | | | 2.78 |
| Brookhaven's | | | | | | | | | | | | | | | | | | | | | | 2.49 | |
| Indiana Kitchen | | | | | 2.99 | | | | 1.49 | | | | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

prices in \$US per pound unless otherwise noted.

Independence Day 2017

PORK

| State | Supermarket | Brand | Key | Spareribs | | | | Country Style | | Pork Chops/Steaks | | | | | | | | Loin | | Fresh Sausage | Deli Ribs per lb. | |
|---------------------|----------------------------|------------------------|------|------------|----------|-----------|----------|---------------|---------|-------------------|---------|----------------|-----------|-------------|-----------|-------------|---------|-------|--------|---------------|-------------------|------|
| | | | | Whole Rack | Back Rib | St. Louis | Ribblets | Ribs | | Rib End | | Bone-in Center | | Bnls Center | | Sirloin End | | Ass't | Tender | | | Bnls |
| | | | | | | | | bnls | bone-in | bnls | bone-in | reg pack | valu pack | reg pack | valu pack | bnls | bone-in | | | | | |
| IL <i>(cont)</i> | Butera Market | n/i | | 2.49 | 2.99 | 2.99 | | | 0.99 | | 2.89 | 3.29 | 1.99 | 2.29 | 1.99 | | | | | | | 3.99 |
| | Aunt Bessie's Johnsonville | | | | | | 1.49 | | | | | | | | | | | | | | | 2.08 |
| | Cermak | n/i | | | | 2.99 | | | 1.99 | | 1.99 | | 1.99 | | | | | | | | | |
| | County Market NFI | n/i | | 2.69 | | | | | | | 1.99 | | | | | | | | | | | 2.49 |
| | Cub Foods | n/i | | | 2.99 | | | | | | | | | | | | | | | | | 6.67 |
| | Dierberg's | Johnsonville | | | | | | | | | | | | | | | | | | | | 2.92 |
| | Dierberg's | Bob's BBQ Johnsonville | | | | | | | | | | | | | | | | | | | | 8.99 |
| | El Guero | n/i | | 1.99 | | | | | | | 1.79 | | | 2.99 | | | | | | | | 3.74 |
| | Fairplay Foods | n/i | | 1.49 | 3.49 | 1.99 | 1.49 | | 1.79 | | 1.79 | | 2.29 | | | | | | | | | 2.49 |
| | Fareway | Johnsonville | | | | | | 1.29 | | | | | | | | | | | | | | 2.49 |
| | Fareway | n/i | | | 2.99 | | | | | | | 1.99 | | | | | | | | | | 2.49 |
| | Fishers Jack&Jill | Smithfield | | | | | | | | | | | | | | | | | | | 1.69 | 3.33 |
| | Fishers Jack&Jill | Our Own | | | | | | | | | | | | | | | | | | | | 4.49 |
| | Fishers Jack&Jill | Open Acres | | | | | | | | | | | | | | | | | | | | 4.49 |
| | Food 4 Less | n/i | | 1.47 | | 1.99 | | | | | | | | | | | | | | | | 2.92 |
| | Food 4 Less | Johnsonville | | | | | | | | | | | | | | | | | | | | 1.99 |
| | Food 4 Less | Randolph | | | | | | | | | | | | | | | | | | | | 3.33 |
| | Food Pride | Johnsonville | | | | | | | 1.99 | | | | | | | 1.99 | | | | | | 3.33 |
| | Food Pride | Smithfield | | | | | | | | | | | | | | | | | | | | 3.33 |
| | Fresh Thyme | n/i | | | 2.99 | | | | | | | | | | | | | | | | | |
| Fresh Thyme | n/i | | 2.99 | 2.99 | | | | 2.99 | 2.99 | | | 2.99 | | 2.99 | | | | | | | 3.99 | 2.92 |
| Fresh Thyme | Johnsonville | | | | | | | | | | | | | | | | | | | | 2.92 | |
| Garden Fresh | n/i | | | | 3.49 | | | | | | | 1.99 | | | | | 1.59 | 3.49 | | | 3.00 | |
| Gordon Food | Greenridge Farm | | | | | | | | | | | | | | | | | | | | 3.00 | |
| Gordon Food | Swift | | | | 2.99 | | | | | | | 1.99 | | | | | | | | | 3.00 | |
| Heinen's | Heinen's | A | | | 2.99 | | | | | | | | | 4.49 | | | | | | | 4.29 | |
| Heinen's | Heinen's | | | | | | | | | | | | | | | | | | | | 4.29 | |
| Heinen's | Niman Ranch | A | | | | | | | | | 4.99 | | | | | | | | | | 4.29 | |

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PORK

| State | Supermarket | Brand | Key | Spareribs | | | | Country Style | | Pork Chops/Steaks | | | | | | | | Loin | | Fresh Sausage | Deli Ribs per lb. | | | | | | |
|------------------|-------------------|--------------------|-----|------------|----------|-----------|---------|---------------|---------|-------------------|---------|----------------|-----------|-------------|-----------|-------------|---------|-------|--------|---------------|-------------------|------|--|--|------|------|------|
| | | | | Whole Rack | Back Rib | St. Louis | Riblets | Ribs | | Rib End | | Bone-in Center | | Bnls Center | | Sirloin End | | Ass't | Tender | | | Bnls | | | | | |
| | | | | | | | | bnls | bone-in | bnls | bone-in | reg pack | valu pack | reg pack | valu pack | bnls | bone-in | | | | | | | | | | |
| IL (cont) | Hy-Vee | Blue Ribbon | A | | | | | | | | | | 1.99 | | | | | | | | | | | | | | |
| | | Hormel | | 2.88 | 2.99 | | | | | | | | | | | | | | | | | | | | | | |
| | IGA Houchen's | Johnsonville | | | | | | | | | | | | | | | | | | | | | | | 2.92 | | |
| | | Hy-Vee | | | | | | | | | | | | | | | | | | | | | | | | 6.67 | |
| | IGA Price Le\$\$ | Hormel | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | Indian Creek | | | | | | | | | | | | | | | | | | | | | | | | | 5.99 |
| | IGA Stores IL/IN | Hormel | | 1.77 | 2.96 | 2.48 | | | | | | | | | 1.98 | | 2.98 | | | | 1.48 | | | | | | |
| | | Indian Creek | | | | | | | | | | | | | | | | | | | | | | | | | 4.98 |
| | Jewel-Osco | Capri Smokehouse | | | | | | | | | | | | | | | | | | | | | | | | | 6.49 |
| | | Hormel | | 1.99 | 2.87 | | | | | | | | | | | | | | | | | | | | | | |
| | Jimenez | Johnsonville | | | | | | | | 1.99 | | | | | | | | | | | | | | | | | 2.32 |
| | | n/i | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Kirby Foods IGA | Hormel | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | Johnsonville | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Kroger Central | Fresh Foods Market | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | n/i | | 1.99 | 3.49 | | | | | | | | | | | | | | | | | | | | | | |
| | Kroger Louisville | Johnsonville | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | n/i | | 1.99 | 2.88 | | | | | | | | | | | | | | | | | | | | | | |
| | Mariano's | Johnsonville | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | Fresh Foods Market | | | | | | | | | | | | | | | | | | | | | | | | | |
| Meijer | n/i | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Pete's Market | True Goodness | | | | | | | | | | | | | | 4.99 | | | | | | | | | | | | |
| | n/i | | | | | | | | | | | | | | 2.99 | | | | | | | | | | | | |
| Piggly Wiggly MW | n/i | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | Aunt Bessie's | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | Farmland | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | Smithfield | | | | | | | | | | | | | | 2.69 | | | | | | | | | | | |
| | | Johnsonville | | | | | | | | | | | | | | | | | | | | | | | | | |

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PORK

| State | Supermarket | Brand | Key | Spareribs | | | | Country Style | | Pork Chops/Steaks | | | | | | | | Loin | | Fresh Sausage | Deli Ribs per lb. | | | | | |
|---------------------|-------------------|--------------------|------|------------|----------|-----------|---------|---------------|---------|-------------------|---------|----------------|-----------|-------------|-----------|-------------|---------|-------|--------|---------------|-------------------|------|------|------|------|--|
| | | | | Whole Rack | Back Rib | St. Louis | Riblets | Ribs | | Rib End | | Bone-in Center | | Bnls Center | | Sirloin End | | Ass't | Tender | | | Bnls | | | | |
| | | | | | | | | bnls | bone-in | bnls | bone-in | reg pack | valu pack | reg pack | valu pack | bnls | bone-in | | | | | | | | | |
| IL <i>(cont)</i> | Save-a-Lot | n/i | A | 1.59 | | | | | | | | | | | | | | | | 1.69 | | | | | | |
| | Butcher's Choice | | | | | | | | | | | | | | | | | | | | | 2.08 | | | | |
| | Schnuck's | Schnuck's | | | | | | | | | | | | | | | | | | | | | 2.79 | | | |
| | | Pride of the Farm | | | 2.99 | | | | | | | 1.49 | | | | | | | | | | | | 2.92 | | |
| | | Klement's | | | | | | | | | | | | | | | | | | | | | | 2.92 | | |
| | Shop & Save Mrkt | n/i | | | | | | | | | | 1.29 | | | | | | | | | | | 1.79 | 4.99 | | |
| | | Prairie Fresh | | | 1.99 | | | | | | | | | | | | 1.99 | | | | | | | 2.91 | | |
| | | Johnsonville | | | | | | | | | | | | | | | | | | | | | | 1.79 | | |
| | Shop'n Save | Essential Everyday | | | | | | | | | | | | | | | | | | | | | | 2.92 | | |
| | | Smithfield | | | 2.99 | 4.99 | 3.49 | | | 1.99 | | | | | | | | | | | | | | 2.92 | | |
| | | Johnsonville | | | | | | | | | | | | | | | | | | | | | | 2.50 | | |
| | | Essential Everyday | | | | | | | | | | | | | | | | | | | | | | | 2.50 | |
| | | n/i | | | | | | | | | | | | | | | | | | | | | | | 6.67 | |
| | Sullivan's | n/i | | | | | | | | | | | | | | | | | | | | | | | 6.67 | |
| | | Johnsonville | | | | | | | | | | | | | | | | | | | | | | | 2.49 | |
| | Sunset Foods | Johnsonville | | | | | | | | | | | | | | | | | | | | | | | 3.33 | |
| | | Sunset | | | | | | | | | | | | | | | | | | | | | | | 3.99 | |
| | | Sunset | | | | | | | | | | | | | | | | | | | | | | | 6.99 | |
| | The Fresh Market | n/i | | | | | | | | | | | | | | | | | | | | | | | 3.99 | |
| | Tony's Finer Food | n/i | | | 1.49 | 1.99 | 2.99 | | | | | 2.49 | | | | | 2.99 | | 1.29 | | | 3.49 | | | 3.99 | |
| | | Aunt Bessie's | | | | | | | | | | | | | | | | | | | | | | | 2.49 | |
| | | Johnsonville | | | | | | | 0.99 | | | | | | | | | | | | | | | | 2.49 | |
| | Valli Produce | n/i | | | | | | | | | | 1.49 | | | | | | | 1.59 | | | 2.99 | | | 1.99 | |
| | Valli's | | | | | | | | | | | | | | | | | | | | | | 2.99 | | | |
| | Wholey | | | | | | | | | | | | | | | | | | | | | | 3.33 | | | |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | | | 3.33 | | | |
| Walmart | Smithfield | | | | | | | | | | | | | | | | | | | | | | 2.97 | | | |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | | | 3.32 | | | |
| Walt's Food Cntr | Johnsonville | | | | | | | | | | | | | | | | | | | | | | 2.49 | | | |
| | Walt's | | | | | | | | | | | | | | | | | | | | | | 2.29 | | | |
| | Indiana Kitchen | | 1.99 | 2.99 | | | | | | | | | | | 2.79 | | | | | | | | 2.79 | | | |
| Whole Foods MW | n/i | | A | | | | | | | | | | | | | | | | | | | | 5.99 | | | |

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PORK

| State | Supermarket | Brand | Key | Spareribs | | | | Country Style | | Pork Chops/Steaks | | | | | | | | Loin | | Fresh Sausage | Deli Ribs per lb. | | | |
|------------------|---------------------|-----------------|-----|------------|----------|-----------|---------|---------------|---------|-------------------|---------|----------------|-----------|-------------|-----------|-------------|---------|-------|--------|---------------|-------------------|------|------|------|
| | | | | Whole Rack | Back Rib | St. Louis | Riblets | Ribs | | Rib End | | Bone-in Center | | Bnls Center | | Sirloin End | | Ass't | Tender | | | Bnls | | |
| | | | | | | | | bnls | bone-in | bnls | bone-in | reg pack | valu pack | reg pack | valu pack | bnls | bone-in | | | | | | | |
| IL (cont) | Woodman's Mrkt | Sheboygan | A | | | | | | | | | | | | | | | | | | 2.00 | | | |
| | | Smithfield | | | 2.99 | | | | | | | | | | | | | | | | | | | 2.29 |
| IN | ALDI | n/i | | | 2.88 | | | | 1.98 | | 1.98 | | | | | | | | | | | | 4.99 | |
| | | n/i | | | 2.89 | | | | | | | | | | | | | | | | | | | |
| | Dollar General Mrkt | Parkview | | | | | | | | | | | | | | | | | 2.95 | | | | 1.99 | |
| | | Johnsonville | | | | | | | | | | | | | | | | | | | | | 3.29 | |
| | Earth Fare | n/i | | | | | | | | | | | | | | | | | | | | | 2.99 | |
| | | n/i | | | | 4.99 | | | | | | | | | | | | | | | | | | |
| | Food 4 Less | n/i | | | 1.47 | | 1.99 | | | | | | | | | | | | | | | | 2.92 | |
| | | Johnsonville | | | | | | | | | | | | | | | | | | | | | | 1.99 |
| | | Randolph | | | | | | | | | | | | | | | | | | | | | | 2.92 |
| | Fresh Encounters | n/i | | | 1.99 | 2.99 | | | | | | | | | 2.99 | | | | | | | | 1.99 | |
| | Fresh Thyme | n/i | | | 2.99 | 2.99 | | | 2.99 | 2.99 | | | 2.99 | | 2.99 | | | | | 2.99 | 3.99 | | | 2.77 |
| | | Johnsonville | | | | | | | | | | | | | | | | | | | | | | 2.92 |
| | Giant Eagle | n/i | | | 2.49 | 2.99 | 3.49 | | | | | | | | | | | | | | | | | 2.59 |
| | | Giant Eagle | | | | | | | | | | | | | | | | | | | | | | 2.92 |
| | | Johnsonville | | | | | | | | | | | | | | | | | | | | | | 3.00 |
| | Gordon Food | Greenridge Farm | | | | | | | | | | | | | | | | | | | | | | |
| | | Swift | | | | 2.99 | | | | | | | 1.99 | | | | | | | | | | | |
| | Harding's | Harding's | | | | | 2.49 | | 3.49 | | | | | | | | | | | | | | | 2.91 |
| | | Open Acres | | | | | | | | | | | | | | | | | | | | | | 3.33 |
| | | Johnsonville | | | | | | | | | | | | | | | | | | | | | | |
| Harvest Market | Indiana Kitchen | | | | | | | 1.69 | 1.29 | | | | | | | | | | | | | | | |
| Holiday Foods | n/i | | | | 1.99 | | | | | | | | | | | | | | | | | | 3.51 | |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | | | | |
| IGA Houchen's | Hormel | | | | | | | | | | | | | | | | | | | | | | 1.79 | |
| | Indian Creek | | | | | | | | | | | | | | | | | | | | | | | |
| IGA Price Le\$\$ | Hormel | | | 1.77 | 2.96 | 2.48 | | | | | | 1.98 | | 2.98 | | | | 1.48 | | | | | 5.99 | |
| | Indian Creek | | | | | | | | | | | | | | | | | | | | | | 4.98 | |
| IGA SpartanNash | n/i | | | | | | | | 1.79 | | | | | | 2.49 | | | | | | | | 3.69 | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

**Independence Day 2017
PORK**

prices in \$US per pound unless otherwise noted.

| State | Supermarket | Brand | Key | Spareribs | | | | Country Style | | Pork Chops/Steaks | | | | | | | | Loin | | Fresh Sausage | Deli Ribs per lb. | | |
|---------------------|-------------------|--------------------|-----|------------|----------|-----------|----------|---------------|---------|-------------------|---------|----------------|-----------|-------------|-----------|-------------|---------|-------|--------|---------------|-------------------|------|------|
| | | | | Whole Rack | Back Rib | St. Louis | Ribblets | Ribs | | Rib End | | Bone-in Center | | Bnls Center | | Sirloin End | | Ass't | Tender | | | Bnls | |
| | | | | | | | | bnls | bone-in | bnls | bone-in | reg pack | valu pack | reg pack | valu pack | bnls | bone-in | | | | | | |
| IN <i>(cont)</i> | IGA Stores IL/IN | Capri Smokehouse | A | | | | | | | | | | | | | | | | | | 6.49 | | |
| | | Hormel | | 1.99 | 2.87 | | | | | | | | | | | | | | | | | 2.32 | |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | | 2.92 | |
| | IGA Stores OH/KY | Johnsonville | | | | | | | | | | | | | | | | | | | | | |
| | | Jay C Food | | n/i | 1.99 | 2.88 | | | | | | | | | | 3.49 | | | | | | | |
| | Jewel-Osco | Simple Truth | | | | 4.99 | | | | | | | | | | | | | | | | | 9.99 |
| | | Fresh Foods Market | | | | | | | | | | | | | | | | | | | | | 2.49 |
| | | Johnsonville | | | | | | | | | | | | | | | | | | | | | |
| | Kirby Foods IGA | n/i | | | | | | | | | | | | | | | | | | | | | |
| | | Hormel | | | 1.99 | 2.68 | | | | | | | | | | | | | | | | | |
| | Kroger Central | Johnsonville | | | | | | | | | | | | | | | | | | | | | 2.32 |
| | | Fresh Foods Market | | | 1.99 | 3.49 | | | | | | | | | | | | | | | | | 9.99 |
| | Kroger Cincinnati | n/i | | | | | | | | | | | | | | | | | | | | | 2.49 |
| | | Johnsonville | | | 1.99 | 1.99 | | | | | | | | | | | | | | | | | |
| | Kroger Louisville | Fresh Foods Market | | | | | | | | | | | | | | | | | | | | | 9.99 |
| | | Johnsonville | | | 1.99 | 2.88 | | | | | | | | | | | | | | | | | 2.49 |
| | Lucky's Market | n/i | | | | | | | | | | | | | | | | | | | | | 2.49 |
| | | Fresh Foods Market | | | | | | | | | | | | | | | | | | | | | 9.99 |
| | Martins Supermrkt | Johnsonville | | | | | | | | | | | | | | | | | | | | | 3.49 |
| | | Martin's | | | | 2.99 | | | | | | | | | | | | | | | | | |
| Meijer | n/i | | | | | 1.29 | | | | | | | | | | | | | | | 2.50 | | |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | 2.08 | | |
| Miller's Markets | Johnsonville | | | | | | | | | | | | | 4.99 | | | | | | | | | |
| | True Goodness | | | | | | | | | | | | | 2.99 | | | | 2.99 | | | | | |
| Miller's Markets | n/i | | | 2.99 | 2.49 | | | | 1.79 | | | | | | | | | | | | 2.99 | | |
| | Smithfield | | | 2.49 | | | | | | | | | | | | | | | | | | | |
| Miller's Markets | Seaboard Farms | | | | | | | | | | | | | | | | | | | | 3.39 | | |
| | Johnsonville | | | | | | | | | | | | | 1.99 | | | | 1.89 | | | 2.50 | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Independence Day 2017

prices in \$US per pound unless otherwise noted.

PORK

| State | Supermarket | Brand | Key | Spareribs | | | | Country Style | | Pork Chops/Steaks | | | | | | | | Loin | | Fresh Sausage | Deli Ribs per lb. | | | | | |
|---------------------|------------------|-------------------|------|------------|----------|-----------|---------|---------------|---------|-------------------|---------|----------------|-----------|-------------|-----------|-------------|---------|-------|--------|---------------|-------------------|------|------|------|------|--|
| | | | | Whole Rack | Back Rib | St. Louis | Riblets | Ribs | | Rib End | | Bone-in Center | | Bnls Center | | Sirloin End | | Ass't | Tender | | | Bnls | | | | |
| | | | | | | | | bnls | bone-in | bnls | bone-in | reg pack | valu pack | reg pack | valu pack | bnls | bone-in | | | | | | | | | |
| IN <i>(cont)</i> | New Market | n/i | A | | 2.88 | | | | 2.77 | | | | | | 2.88 | | | 2.77 | | | 2.88 | | | | | |
| | | Johnsonville | | | | | | | | | | | | | | | | | | | | 2.49 | | | | |
| | | Yuengling | | | | | | | | | | | | | | | | | | | | | 3.33 | | | |
| | Save-a-Lot | n/i | | 1.59 | | | | | | | | | | | | | | | | | | 1.69 | | | | |
| | | Butcher's Choice | | | | | | | | | | | | | | | | | | | | | | 2.08 | | |
| | Schnuck's | Schnuck's | | | | | | | | | | | | | | | | | | | | | | 2.79 | | |
| | | Pride of the Farm | | | 2.99 | | | | | | | 1.49 | | | | | | | | | | | | | 2.92 | |
| | | Klement's | | | | | | | | | | | | | | | | | | | | | | | 2.92 | |
| | The Fresh Market | n/i | | | | 3.99 | | | | | | | | | | | | | | | | | | | 3.99 | |
| | Walmart | Smithfield | | | | 2.97 | | | | | | | | | | | | | | | | | | | 3.32 | |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | | | 2.49 | | | |
| | Walt's Food Cntr | Johnsonville | | | | | | 2.29 | | | | | | | | | | | | | | | 2.49 | | | |
| | Walt's | | | | | | | | | | | | | | 2.79 | | | | | | | | | | | |
| | Indiana Kitchen | | 1.99 | 2.99 | | | | | | | | | | | | | | | | | | | | | | |
| | Wesselman's | n/i | | 2.99 | | | | | 1.89 | | | | | | | | | | | | | | | | | |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | | | | 3.51 | | |
| | Whole Foods MW | n/i | | 5.99 | | | | | | | | | | | | | | | | | | | | | | |
| MI | Affiliated MW | Hormel | A | | 2.99 | | | | | | | | | | 2.29 | | | | | | | | | | | |
| | ALDI | n/i | | | 2.89 | | | | | | | | | | | | | | | | | | | | | |
| | | Parkview | | | | | | | | | | | | | | | | | | | | | | | 1.99 | |
| | Busch's | n/i | | | 2.89 | | | | | | | | | | | | | | | 2.99 | | | | | | |
| | | Valley View Farms | | | | | | | | 2.49 | | | 2.99 | | | | | | | | | | | | | |
| | County Market | Hormel | | | 2.99 | | | | 1.79 | | | | 1.99 | | | | | | 1.79 | | | | | | | |
| | | Johnsonville | | | | | | | | | | | | | | | | | | | | | | | 3.33 | |
| | D&W Fresh Mrkt | Open Acres | | | | 2.88 | | | | | | | | | | BOGO | | | | | | | | | 3.99 | |
| | | Market Made | | | | | | | | | | | | | | | | | | | | | | | 3.99 | |
| | | Johnsonville | | | | | | | | | | | | | | | | | | | | | | | 2.49 | |
| Earth Fare | n/i | | | | | | | | | | | | | | | | | | | | | | 2.99 | | | |
| | n/i | | | 4.99 | | | | | | | | | | | | | | | | | | | | | | |
| Family Fare | Open Acres | | | 2.88 | | | | | | | | | | BOGO | BOGO | | | | | | | | 3.00 | | | |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | | | 2.49 | | | |
| Food Pride | Johnsonville | | | | | | | | | | | | | | | | | | | | | | 2.91 | | | |
| | n/i | | | 3.29 | | | | | 1.79 | | | 2.49 | | | | | | 1.99 | | | | | | | | |

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Independence Day 2017

prices in \$US per pound unless otherwise noted.

PORK

| State | Supermarket | Brand | Key | Spareribs | | | | Country Style | | Pork Chops/Steaks | | | | | | | | Loin | | Fresh Sausage | Deli Ribs per lb. | |
|-------------------|--------------------|--------------------|-----|------------|----------|-----------|---------|---------------|---------|-------------------|---------|----------------|-----------|-------------|-----------|-------------|---------|-------|--------|---------------|-------------------|------|
| | | | | Whole Rack | Back Rib | St. Louis | Riblets | Ribs | | Rib End | | Bone-in Center | | Bnls Center | | Sirloin End | | Ass't | Tender | | | Bnls |
| | | | | | | | | bnls | bone-in | bnls | bone-in | reg pack | valu pack | reg pack | valu pack | bnls | bone-in | | | | | |
| MI (cont) | Fresh Thyme | n/i | A | 2.99 | 2.99 | | | 2.99 | 2.99 | | | 2.99 | | 2.99 | | 2.99 | | 3.99 | | 2.77 | | |
| | Johnsonville | | | | | | | | | | | | | | | | | | | 2.92 | | |
| | Glory Supermrkts | n/i | | 1.48 | | | | | | | 1.79 | | | | 1.98 | | 0.98 | | | | | |
| | Smithfield | | | | | | | 0.99 | | | | | | | | | | | | | | |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | | 3.33 |
| | Gordon Food | Greenridge Farm | | | | | | | | | | | | | | | | | | | | 3.00 |
| | Swift | | | | | 2.99 | | | | | | | 1.99 | | | | | | | | | |
| | Great Lakes | Smithfield | | | | 3.69 | | | 1.49 | | | | | | | | 1.89 | | | | | |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | | 3.15 |
| | Harding's | Harding's | | | | | 2.49 | | 3.49 | | | | | | 3.49 | | | | | | | |
| | Open Acres | | | | | | | | | | | | | | | | | | | | | 2.91 |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | | 3.33 |
| | Hollywood Market | n/i | | | | | 2.69 | | | 2.49 | | | | | | | | | | | | |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | | 3.83 |
| | Kroger Central | Fresh Foods Market | | | | | | | | | | | | | | | | | | | | |
| | n/i | | | | | 1.99 | 3.49 | | | | | | | | | | | | | | | |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | | 2.49 |
| | Kroger Michigan | n/i | | | | 1.99 | BOGO | | | | | | | | | | | | | | | |
| | Simple Truth | | | | | | 4.99 | | | | | | | | | | | | | | | |
| | Fresh Foods Market | | | | | | | | | | | | | | | | | | | | | |
| Kroger | | | | | | | | | | | | | | | | | | | | | | |
| Lucky's Market | n/i | | | | | | | | | | | | | | | | | | | | | |
| Martins Supermrkt | Martin's | | | | 2.99 | | | | | | | | | | | | | 2.99 | | | | |
| n/i | | | | | | | 1.29 | | | | | | | | | | | | | | | |
| Johnsonville | | | | | | | | | | | | | | | | | | | | 2.50 | | |
| Meijer | Johnsonville | | | | | | | | | | | | | | | | | | | 2.08 | | |
| True Goodness | | | | | | | | | | | | | 4.99 | | | | | | | | | |
| n/i | | | | | 2.99 | 2.49 | | 1.79 | | | | | | | | | | 2.99 | | | | |
| Miller's Markets | Smithfield | | | | 2.49 | | | | | | | | | | | | | | | | | |
| Seaboard Farms | | | | | | | | | | | | | | 1.99 | | | | 3.39 | 1.89 | | | |
| Johnsonville | | | | | | | | | | | | | | | | | | | | 2.50 | | |
| Pat's Foods IGA | n/i | | | 1.99 | | | | 1.99 | | | | | | | 2.29 | | | | | | | |
| Johnsonville | | | | | | | | | | | | | | | | | | | | 2.45 | | |

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PORK

| State | Supermarket | Brand | Key | Spareribs | | | | Country Style | | Pork Chops/Steaks | | | | | | | | Loin | | Fresh Sausage | Deli Ribs per lb. | | | | | | | |
|---------------------|--------------|--------------|-----|------------|----------|-----------|---------|---------------|---------|-------------------|---------|----------------|-----------|-------------|-----------|-------------|---------|-------|--------|---------------|-------------------|------|--|--|------|------|------|------|
| | | | | Whole Rack | Back Rib | St. Louis | Riblets | Ribs | | Rib End | | Bone-in Center | | Bnls Center | | Sirloin End | | Ass't | Tender | | | Bnls | | | | | | |
| | | | | | | | | bnls | bone-in | bnls | bone-in | reg pack | valu pack | reg pack | valu pack | bnls | bone-in | | | | | | | | | | | |
| MN <i>(cont)</i> | Econofoods | Johnsonville | A | | | | | | | | | | | | | | | | | | | 2.92 | | | | | | |
| | Open Acres | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Family Fare | Johnsonville | | | | | | | | | | | | | | | | | | | | | | | 2.92 | | | |
| | Open Acres | | | | | | | | | | | | | | | | | | | | | | | | | 2.92 | | |
| | Family Fresh | Johnsonville | | | | | | | | | | | | | | | | | | | | | | | | 2.92 | | |
| | Open Acres | | | | | | | | | | | | | | | | | | | | | | | | | | 2.92 | |
| | Fareway | n/i | | | | | | | | | | | | | | | | | | | | | | | | | 2.49 | |
| | Fareway | | | | | | | | | | | | | | | | | | | | | | | | | | | 2.49 |
| | Festival | Smithfield | | | | | | | | | | | | | | | | | | | | | | | | | | 1.99 |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | | | | | | | | 3.74 |
| | Kretschmar | | | | | | | | | | | | | | | | | | | | | | | | | | | 6.99 |
| | Food Pride | Johnsonville | | | | | | | | | | | | | | | | | | | | | | | | | | 2.91 |
| | n/i | | | | | | | | | | | | | | | | | | | | | | | | | | | 2.91 |
| | Fresh Thyme | n/i | | | | | | | | | | | | | | | | | | | | | | | | | | 2.77 |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | | | | | | | | 2.92 |
| | Hornbacher's | Johnsonville | | | | | | | | | | | | | | | | | | | | | | | | | | 2.92 |
| | Hormel | | | | | | | | | | | | | | | | | | | | | | | | | | | 1.99 |
| | Kretschmar | | | | | | | | | | | | | | | | | | | | | | | | | | | 6.67 |
| | Hugo's | Hormel | | | | | | | | | | | | | | | | | | | | | | | | | | 3.00 |
| | Porky's | | | | | | | | | | | | | | | | | | | | | | | | | | | 1.99 |
| | Hy-Vee | Blue Ribbon | | | | | | | | | | | | | | | | | | | | | | | | | | 1.99 |
| | Hormel | | | | | | | | | | | | | | | | | | | | | | | | | | | 1.99 |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | | | | | | | | 2.92 |
| Hy-Vee | | | | | | | | | | | | | | | | | | | | | | | | | | 6.67 | | |
| Kowalski's | n/i | | | | | | | | | | | | | | | | | | | | | | | | | 6.99 | | |
| Signature | | | | | | | | | | | | | | | | | | | | | | | | | | 4.16 | | |
| Lunds & Byerlys | n/i | | | | | | | | | | | | | | | | | | | | | | | | | 4.99 | | |
| Johnsonville | | | | | | | | | | | | | | | | | | | | | | | | | | 4.16 | | |
| Marketplace Foods | Johnsonville | | | | | | | | | | | | | | | | | | | | | | | | | 2.49 | | |
| Smithfield | | | | | | | | | | | | | | | | | | | | | | | | | | 3.98 | | |
| Maynard Foods | Johnsonville | | | | | | | | | | | | | | | | | | | | | | | | | 2.91 | | |
| Smithfield | | | | | | | | | | | | | | | | | | | | | | | | | | 3.49 | | |
| Quillin's | Quillin's | | | | | | | | | | | | | | | | | | | | | | | | | 2.49 | | |
| Hormel | | | | | | | | | | | | | | | | | | | | | | | | | | 1.89 | | |

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PORK

| State | Supermarket | Brand | Key | Spareribs | | | | Country Style | | Pork Chops/Steaks | | | | | | | | Loin | | Fresh Sausage | Deli Ribs per lb. | | | | |
|---------------------|---------------------|-----------------|-----|------------|----------|-----------|---------|---------------|---------|-------------------|---------|----------------|-----------|-------------|-----------|-------------|---------|-------|--------|---------------|-------------------|------|------|------|------|
| | | | | Whole Rack | Back Rib | St. Louis | Riblets | Ribs | | Rib End | | Bone-in Center | | Bnls Center | | Sirloin End | | Ass't | Tender | | | Bnls | | | |
| | | | | | | | | bnls | bone-in | bnls | bone-in | reg pack | valu pack | reg pack | valu pack | bnls | bone-in | | | | | | | | |
| NE <i>(cont)</i> | Hy-Vee | Johnsonville | A | | | | | | | | | | | | | | | | | | 2.92 | | | | |
| | <i>(continued)</i> | Hy-Vee | | | | | | | | | | | | | | | | | | | | | 6.67 | | |
| | No Frills | Johnsonville | | | | | | | | | | | | | | | | | | | | | 2.92 | | |
| | Russ's Market | Open Acres | | | | 3.99 | | | | 2.49 | | | | | | | | | | | | | | | |
| | | Kretschmar | | | | | | | | | | | | | | | | | | | | | | | 4.99 |
| | Smithfield | Johnsonville | | | | | | | | | | | | | | | 1.89 | | | | | | | | 2.91 |
| | | n/i | | | | 3.69 | 2.99 | 1.59 | 2.49 | 1.59 | | | | | | | | | | | | | | | |
| | Safeway Denver | Open Nature | | | | | | | | | | | | | 6.99 | | | | | | | | | | 2.50 |
| | | Signature Farms | | | | | | | | | | | | | | | | | | | | | | | 2.49 |
| | Sun Mart | Johnsonville | | | | | | | | | | | | | | | | | | | | | | | 2.92 |
| | | Open Acres | | | | | | | | | | | | | | | | | | | | | | | |
| | Super Saver | Smithfield | | | | | | | | | | | | | | | | | | | | | | | |
| Johnsonville | | | | | | | | | | | | | | | | | | | | | | | 2.89 | | |
| Thriftway Stores | n/i | | | 1.69 | 2.99 | | 2.49 | | | 1.99 | | | | | | | | | | | | | 4.99 | | |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | | | 3.33 | | |
| Walmart | Smithfield | | | | | | | | | | | | | | | | | | | | | | | | |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | | | 3.32 | | |
| Whole Foods MW | n/i | | A | 5.99 | | | | | | | | | | | | | | | | | | | | | |
| OH | Acme Fresh Mrkt | Acme | A | | 3.99 | 2.49 | | | | | | | | | 2.99 | | | | | | | | 2.49 | | |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | | | | | |
| | ALDI | n/i | | | | 2.89 | | | | | | | | | | | | | | | | | | 1.99 | |
| | Buehler's | Parkview | | | | | 2.97 | | | | | | | | | | | | | | | | | | |
| | | n/i | | | | | | | | | 2.79 | 2.99 | 2.79 | | | | | | | | | | | | 3.99 |
| | Chairmans Reserve | Johnsonville | | | | | | | | | | | | | | | | | | | | | | | 2.48 |
| | | Indiana Kitchen | | | | 1.99 | 2.99 | | | 2.19 | | | | | | | | | | | | | | | 3.33 |
| | Johnsonville | n/i | | | | | | | | | | | | | | | | | | | | | | | 4.99 |
| | | n/i | | | | 1.95 | | | | | | | | | | | | | | | | | | | 2.95 |
| | Dollar General Mrkt | Johnsonville | | | | | | | | | | | | | | | | | | | | | | 3.29 | |
| Dorothy Lane | duBreton | | A | | | | | | 7.99 | | 7.99 | | | | | | | | | | | | | | |
| | Beeler's | | A | | | | | | | | | | | | | | | | | | | | 3.99 | | |

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PORK

| State | Supermarket | Brand | Key | Spareribs | | | | Country Style | | Pork Chops/Steaks | | | | | | | | Loin | | Fresh Sausage | Deli Ribs per lb. | | | | | |
|---------------------|-------------------|--------------------|-----|------------|----------|-----------|----------|---------------|---------|-------------------|---------|----------------|-----------|-------------|-----------|-------------|---------|-------|--------|---------------|-------------------|------|------|------|------|------|
| | | | | Whole Rack | Back Rib | St. Louis | Ribblets | Ribs | | Rib End | | Bone-in Center | | Bnls Center | | Sirloin End | | Ass't | Tender | | | Bnls | | | | |
| | | | | | | | | bnls | bone-in | bnls | bone-in | reg pack | valu pack | reg pack | valu pack | bnls | bone-in | | | | | | | | | |
| OH <i>(cont)</i> | Earth Fare | n/i | A | | | | | | | | | | | | | | | | | | | 2.99 | | | | |
| | | n/i | | | 4.99 | | | | | | | | | | | | | | | | | | | | | |
| | Fishers Foods | Johnsonville | | | | | | | | | | | | | | | | | | | | | 2.49 | | | |
| | | Fisher's | | | 2.49 | | | | | | | 1.99 | | | | | | | | | | | 2.99 | | | |
| | Food Fair | Walnut Creek | | | | | | | | | | | | | | | | | | | | | 2.50 | 5.99 | | |
| | Fresh Encounters | n/i | | | 1.99 | 2.99 | | | | | | | | | | | | | | | | | 1.99 | | | |
| | Fresh Thyme | n/i | | | 2.99 | 2.99 | | | | | | | | | | | | | | | | | | 2.77 | | |
| | | Johnsonville | | | | | | | | | | | | | | | | | | | | | | 2.92 | | |
| | Geyer's | n/i | | | | 2.98 | | | | | | | | | | | | | | | | | | 2.99 | | |
| | | Johnsonville | | | | | | | | | | | | | | | | | | | | | | | 2.91 | |
| | Giant Eagle | n/i | | | 2.49 | 2.99 | 3.49 | | | | | | | | | | | | | | | | | | | |
| | | Giant Eagle | | | | | | | | | | | | | | | | | | | | | | | 2.59 | |
| | | Johnsonville | | | | | | | | | | | | | | | | | | | | | | | 2.92 | |
| | Gordon Food | Greenridge Farm | | | | | | | | | | | | | | | | | | | | | | | 3.00 | |
| | | Swift | | | | 2.99 | | | | | | | | | | | | | | | | | | | | |
| | Heinen's | Heinen's | | A | | 2.99 | | | | | | | | | | | | | | | | | | | | |
| | | Heinen's | | | | | | | | | | | | | | | | | | | | | | | | 4.29 |
| | | Niman Ranch | | A | | | | | | | | | | | | | | | | | | | | | | |
| | IGA SpartanNash | n/i | | | | 3.29 | | | | | | | | | | | | | | | | | | | | 3.69 |
| | IGA Stores OH/KY | Johnsonville | | | | | | | | | | | | | | | | | | | | | | | | 2.92 |
| | Kroger Central | Fresh Foods Market | | | | | | | | | | | | | | | | | | | | | | | | 9.99 |
| | | n/i | | | | 1.99 | 3.49 | | | | | | | | | | | | | | | | | | | |
| | | Johnsonville | | | | | | | | | | | | | | | | | | | | | | | | 2.49 |
| | Kroger Cincinnati | n/i | | | | 1.99 | 1.99 | | | | | | | | | | | | | | | | | | | |
| | | Fresh Foods Market | | | | | | | | | | | | | | | | | | | | | | | | 9.99 |
| | | Johnsonville | | | | | | | | | | | | | | | | | | | | | | | | 2.49 |
| Kroger MidAtlantic | n/i | | | | 1.99 | 1.99 | | | | | | | 3.49 | | | | | | | | | | | | 9.99 | |
| | Simple Truth | | A | | | 4.99 | | | | | | | | | | | | | | | | | | | | |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | | | | | 2.49 | |
| Lucky's Market | n/i | | | | | | | | | | | | | | | | | | | | | | | | 3.49 | |
| Marc's | n/i | | | | | 2.79 | 2.49 | | | | | | | | | | | | | | | | | | | |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | | | | | 2.48 | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

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prices in \$US per pound unless otherwise noted.

PORK

| State | Supermarket | Brand | Key | Spareribs | | | | Country Style | | Pork Chops/Steaks | | | | | | | | Loin | | Fresh Sausage | Deli Ribs per lb. | | | | |
|---------------------|--------------------|------------------|-----|------------|----------|-----------|----------|---------------|---------|-------------------|---------|----------------|-----------|-------------|-----------|-------------|---------|-------|--------|---------------|-------------------|------|------|--|------|
| | | | | Whole Rack | Back Rib | St. Louis | Ribslets | Ribs | | Rib End | | Bone-in Center | | Bnls Center | | Sirloin End | | Ass't | Tender | | | Bnls | | | |
| | | | | | | | | bnls | bone-in | bnls | bone-in | reg pack | valu pack | reg pack | valu pack | bnls | bone-in | | | | | | | | |
| OH <i>(cont)</i> | Meijer | Johnsonville | A | | | | | | | | | | | | | | | | | | 2.08 | | | | |
| | | True Goodness | | | | | | | | | | | | | | | | | | | | | | | |
| | Miller's Markets | n/i | | | 2.99 | 2.49 | | | 1.79 | | | | | | | | | | | | | | | | |
| | | Smithfield | | | 2.49 | | | | | | | | | | | | | | | | | | | | |
| | Piggly Wiggly Strs | Seaboard Farms | | | | | | | | | | | | | 1.99 | | | | | | | | | | 2.50 |
| | | Johnsonville | | | 2.19 | 2.79 | | | | | | | | | | | | | | | | | | | 2.49 |
| | Remke Markets | n/i | | | | BOGO | | | | | BOGO | | | | | | | | | | | | | | |
| | | Johnsonville | | | | 3.50 | | | | | 2.35 | | | | | | | | | | | | | | |
| | Riesbeck's | n/i | | | 2.69 | 3.49 | | | | | | | | | | | | | | | | | | | 2.49 |
| | Save-a-Lot | n/i | | | 1.59 | | | | | | | | | | | | | | | | | | | | 1.69 |
| | | Butcher's Choice | | | | | | | | | | | | | | | | | | | | | | | 2.08 |
| | Shop'n Save | n/i | | | | 2.98 | | | BOGO | | 2.19 | | | | | | | | | | | | | | 2.95 |
| | Sparkle | Uncle Charley | | | | 1.58 | 2.99 | | | | | | | | | | | | | | | | | | |
| | | Indiana Kitchen | | | | | | | | | | | | | | | | | | | | | | | |
| | SuperVALU Stores | n/i | | | | | | | | | | | | | | | | | | | | | | | |
| | | Johnsonville | | | | | | | | | | | | | | | | | | | | | | | 3.33 |
| | The Fresh Market | Seaboard Farms | | | | | 3.99 | | | | | | | | | | | | | | | | | | |
| n/i | | | | | 2.99 | | | | | | | | | 2.99 | | | | | | | | | | | |
| Walmart | n/i | | | | 3.99 | | | | | | | | | | | | | | | | | | 3.99 | | |
| | Smithfield | | | | 2.97 | | | | | | | | | | | | | | | | | | | | |
| Weis Markets | Johnsonville | | | | | | | | | | | | | | | | | | | | | | 3.32 | | |
| | Weis | | | | | | | | | | | | | | | | | | | | | | 1.77 | | |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | | | 2.92 | | |
| Whole Foods MdAt | Swift | | | | | | | | | | | | 2.29 | | | | | 1.48 | | | | | | | |
| | n/i | | | | | 3.28 | | | | | | | | | | | | | | | | | | | |
| | n/i | | | | 3.99 | | | | | | | | | | | | | | | | | | | | |
| SD | Affiliated MW | Johnsonville | | | | | | | | | | | | | | | | | | | | | 3.33 | | |
| | | n/i | | | | | | | | | | | | | | | | | | | | | | | |
| | | n/i | | | | | | | | | | | | | | | | | | | | | | | |
| | ALDI | Hormel | | | | | | | | | | | | | 2.29 | | | | | | | | 1.99 | | |
| | | n/i | | | | | | | | | | | | | 2.29 | | | | | | | | | | |
| | Parkview | | | | | | | | | | | | | | | | | | | | | | 1.99 | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

prices in \$US per pound unless otherwise noted.

Independence Day 2017

PORK

| State | Supermarket | Brand | Key | Spareribs | | | | Country Style | | Pork Chops/Steaks | | | | | | | | Loin | | Fresh Sausage | Deli Ribs per lb. | | | |
|---------------------|------------------|---------------|-----|------------|----------|-----------|---------|---------------|---------|-------------------|---------|----------------|-----------|-------------|-----------|-------------|---------|-------|--------|---------------|-------------------|------|------|------|
| | | | | Whole Rack | Back Rib | St. Louis | Riblets | Ribs | | Rib End | | Bone-in Center | | Bnls Center | | Sirloin End | | Ass't | Tender | | | Bnls | | |
| | | | | | | | | bnls | bone-in | bnls | bone-in | reg pack | valu pack | reg pack | valu pack | bnls | bone-in | | | | | | | |
| SD <i>(cont)</i> | Buche Foods | n/i | A | | 2.98 | | | | | | | | | | | | | | | | 3.33 | | | |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | | | | |
| | Coborn's | Compart Duroc | | | | | | | | | | | | | 3.99 | | | | | | | | 5.99 | |
| | Four Brothers | | | | | | | | | | | | | | | | | | | | | | | |
| | Family Thrift | Johnsonville | | | | | | | | | | | | | | | | | | | | | 2.92 | |
| | Open Acres | | | | | 3.99 | | | 2.49 | | | | | | | | | | | | | | | |
| | Fareway | n/i | | | | 2.99 | | | | | | | 1.99 | | | | | | | | | | | 2.49 |
| | Fareway | | | | | | | | | | | | | | | | | | | | | | | |
| | Hy-Vee | Blue Ribbon | | | | | | | | | | | | 1.99 | | | | | | | | | | |
| | Hormel | | | | | 2.88 | 2.99 | | | | | | | | | | | | | | | | | |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | | | | 2.92 |
| | Hy-Vee | | | | | | | | | | | | | | | | | | | | | | | 6.67 |
| | IGA Markets | n/i | | | | | 3.49 | | | | | 2.49 | | | | | | | | | | | | 3.33 |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | | | | |
| | Ken's Super Fair | Hormel | | | | | 3.49 | | | | | | | | | | | | | | | | | 2.92 |
| | Lynns Dakotamart | Johnsonville | | | | | | | | | | | | | | | | | | | | | | 2.91 |
| | Maynard Foods | Johnsonville | | | | | | | | | | | | | | | | | | | | | | |
| | Smithfield | | | | | | 3.49 | | | | | | | | | 2.99 | | | | | | | | |
| | Safeway Denver | n/i | | | | | 3.69 | 2.99 | 1.59 | 2.49 | 1.59 | | | | | | | | | | | | | |
| | Open Nature | | | | | | | | | | | | | | | 6.99 | | | | | | | | |
| Signature Farms | | | | | | | | | | | | | | | | | | | | | | 2.50 | | |
| Johnsonville | | | | | | | | | | | | | | | | | | | | | | 2.49 | | |
| Sunshine Foods | n/i | | | | | | | | | | 1.99 | | | | | | | | | | | | | |
| Johnsonville | | | | | | | | | | | | | | | | | | | | | | 2.91 | | |
| SuperVALU Stores | n/i | | | | | | | | | | | | | 2.99 | | | | | | | | | | |
| Teals Market | Johnsonville | | | | | | | | | | | | | | | | | | | | | 3.33 | | |
| n/i | | | | | | | | | | | | | | | | | | | | | | | | |
| Walmart | Smithfield | | | | | | | | | | | | | | | | | | | | | 2.97 | | |
| Johnsonville | | | | | | | | | | | | | | | | | | | | | | 3.32 | | |
| WI | Affiliated MW | Johnsonville | | | | | | | | | | | | | | | | | | | | 3.33 | | |
| | n/i | | | | | | | | | | | | | | | | | | | | | | 2.99 | |
| | n/i | | | | | | | | | | | | | 2.29 | | | | | | | | 1.99 | | |
| | Hormel | | | | | | | | | | | | | 2.29 | | | | | | | | | | |

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PORK

| State | Supermarket | Brand | Key | Spareribs | | | | Country Style | | Pork Chops/Steaks | | | | | | | | Loin | | Fresh Sausage | Deli Ribs per lb. | | | |
|---------------------|----------------|------------|-----|------------|----------|-----------|----------|---------------|---------|-------------------|---------|----------------|-----------|-------------|-----------|-------------|---------|-------|--------|---------------|-------------------|------|------|------|
| | | | | Whole Rack | Back Rib | St. Louis | Ribblets | Ribs | | Rib End | | Bone-in Center | | Bnls Center | | Sirloin End | | Ass't | Tender | | | Bnls | | |
| | | | | | | | | bnls | bone-in | bnls | bone-in | reg pack | valu pack | reg pack | valu pack | bnls | bone-in | | | | | | | |
| WI <i>(cont)</i> | Whole Foods MW | n/i | A | | 5.99 | | | | | | | | | | | | | | | | | | | |
| | Woodman's Mrkt | Sheboygan | | | | | | | | | | | | | | | | | | | | | 3.99 | |
| | | Abbyland | | | | | | | | | | | | | | | | | | | | | | 2.29 |
| | | Smithfield | | | 1.99 | 2.99 | | | | | | | | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Independence Day 2017

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PORK

| State | Supermarket | Brand | Key | Spareribs | | | | Country Style | | Pork Chops/Steaks | | | | | | | | Loin | | Fresh Sausage | Deli Ribs per lb. | | |
|---------------------|----------------------------|--------------|------|------------|----------|-----------|----------|---------------|---------|-------------------|---------|----------------|-----------|-------------|-----------|-------------|---------|-------|--------|---------------|-------------------|-------|------|
| | | | | Whole Rack | Back Rib | St. Louis | Ribblets | Ribs | | Rib End | | Bone-in Center | | Bnls Center | | Sirloin End | | Ass't | Tender | | | Bnls | |
| | | | | | | | | bnls | bone-in | bnls | bone-in | reg pack | valu pack | reg pack | valu pack | bnls | bone-in | | | | | | |
| AR <i>(cont)</i> | Kroger Delta | n/i | A | | 2.88 | | | | | | | | | | | | | | | | | 10.99 | |
| | Aunt Bessie's Johnsonville | | | | | | | | | | | | | | | | | | | | | | 2.49 |
| | Mac's Fresh Mrkt | n/i | | 1.39 | 2.99 | 2.99 | | | | 1.69 | | | | | 2.49 | | | | | | | | 4.99 |
| | Mac's Johnsonville | | | | | | | | | | | | | | | | | | | | | | 2.49 |
| | Piggly Wiggly Hchn | n/i | | 1.69 | 2.99 | | | | | | | | | | | | | | | | | | 5.99 |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | | | 3.33 |
| | Rehkopf's | n/i | | 1.49 | 2.49 | | | 1.79 | | 1.79 | | | | | | | | | | | | | 2.49 |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | | | 2.49 |
| | Save-a-Lot | n/i | | 1.59 | | | | | | | | | | | | | | | | | | 1.69 | 2.08 |
| | Butcher's Choice | | | | | | | | | | | | | | | | | | | | | | 2.08 |
| Super 1 Foods | Hormel | | 1.57 | | | | | | | | 2.97 | | | | | | | | | | | | |
| TC Grocery | n/i | | | 2.58 | 2.68 | | | | 1.79 | | | | | | 1.99 | | | | | | 1.79 | 6.45 | |
| Swift | | | | | | 1.49 | | | | | | | | | | | | | | | | 3.33 | |
| Johnsonville | | | | | | | | | | | | | | | | | | | | | | 3.33 | |
| The Fresh Market | n/i | | | 3.99 | | | | | | | | | | | | | | | | | | 3.99 | |
| Walmart | Smithfield | | | 2.97 | | | | | | | | | | | | | | | | | | 3.32 | |
| Johnsonville | | | | | | | | | | | | | | | | | | | | | | 3.32 | |
| Whole Foods SW | n/i | | | 5.99 | | | | | | | | | | | | | | | | | | | |
| AZ | Affiliated MW | Johnsonville | | | | | | | | | | | | | | | | | | | | 3.33 | |
| | n/i | | | | | | | | | | | | | | | | | | | | | | |
| | Albertsons SW | n/i | | | 2.99 | | | | | | | | | | | | | | | | | | |
| | n/i | | | | BOG3 | | | | | | | | | | | | | | | | | | |
| | n/i | | | | 2.99 | | | | | | | | | | | | | | | | | | |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | | | |
| | Signature Café | | | | | | | | | | | | | | | | | | | | | | 2.49 |
| | Basha's | n/i | | | | | | | | | | | | | | | | | | | | | 3.99 |
| | El Super | Swift | | | | | | | 1.49 | | | | | | | | | | | | | | |
| | Food City | n/i | | 1.49 | | | | | | | | | | | | | | | | | | | 1.69 |
| n/i | | | | | | | | | | | | | | | | | | | | | | | |
| Fry's | n/i | | | | 1.99 | | | | | | | | | | | | | | | | | | |
| n/i | | | 1.79 | | | | | 3.49 | | | | | | | | | | | | | | | |
| Johnsonville | | | | | | | | | | | | | | | | | | | | | | 2.49 | |
| IGA Family | n/i | | 2.49 | | | | | | | 1.29 | | 1.99 | | | | 1.99 | | | | | | | |

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PORK

| State | Supermarket | Brand | Key | Spareribs | | | | Country Style | | Pork Chops/Steaks | | | | | | | | Loin | | Fresh Sausage | Deli Ribs per lb. | | | |
|---------------------|------------------|--------------|------|------------|----------|-----------|---------|---------------|---------|-------------------|---------|----------------|-----------|-------------|-----------|-------------|---------|-------|--------|---------------|-------------------|------|------|------|
| | | | | Whole Rack | Back Rib | St. Louis | Riblets | Ribs | | Rib End | | Bone-in Center | | Bnls Center | | Sirloin End | | Ass't | Tender | | | Bnls | | |
| | | | | | | | | bnls | bone-in | bnls | bone-in | reg pack | valu pack | reg pack | valu pack | bnls | bone-in | | | | | | | |
| AZ <i>(cont)</i> | Los Altos | n/i | A | 1.88 | | | | | | | | | | | | | | | | | | | | |
| | Lowe's Market | n/i | | | | | | 0.99 | | 1.69 | | | | | | | | | | | | | | |
| | Safeway SW | n/i | | | | | | 1.99 | | 1.99 | | | 2.99 | | | | 1.99 | | 1.99 | | | | | |
| | | n/i | | | | | | | | | | | | | | | | | | | | | 3.33 | |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | | | 3.33 | |
| | Open Nature | | | | | | 4.99 | | | | | | | | | | | | | | | | | |
| | Smart & Final | n/i | | | 1.59 | | | | | | | | | | | | | | | | | | | |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | | | 3.33 | |
| | Smith's | n/i | | | 1.99 | 2.79 | | | | | | | | | | 3.49 | | | | | | 1.99 | | 9.99 |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | | | | 2.49 |
| Sprout's | n/i | | | 2.69 | 2.69 | | | | | | | | | | | | | | | | | 2.50 | | |
| Market Corner | | | | | | | | | | | | | | | | | | | | | | 7.25 | | |
| Walmart | Smithfield | | | | | | | | | | | | | | | | | | | | | | | |
| Johnsonville | | | | | | | | | | | | | | | | | | | | | | 3.32 | | |
| Whole Foods SPfc | n/i | A | | 5.99 | | | | | | | | | | | | | | | | | | | | |
| CO | Affiliated Foods | n/i | | | 3.59 | | | | 1.39 | | 1.19 | | | | | | | | | | | | 3.33 | |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | | | 3.33 | |
| | Affiliated MW | Johnsonville | | | | | | | | | | | | | | | | | | | | | 3.33 | |
| | n/i | | | | 2.99 | | | | | | | | | | | | | | | | | | 1.99 | |
| | n/i | | | | | | | | | | | | | | 2.29 | | | | | | | | | |
| | Hormel | | | | 2.99 | | | | | | | | | | 2.29 | | | | | | | | | |
| | Albertsons Mntr | n/i | | 2.49 | 2.77 | 2.77 | | | | | | | | | | | | | | | | | 4.99 | |
| | Smithfield | | | | | | | | | | | | | | | | | | | | | | | |
| | Hometown Butcher | | | | | | | | 1.99 | | | | | | | | | | | | | | | |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | | | 2.49 | |
| | Associated Foods | Smithfield | | | | 3.69 | | | | | | | | | | | | | | | | | | |
| | n/i | | | | | | | | | | | | | | | | | | | | | | 6.49 | |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | | | 3.33 | |
| | n/i | | | | | 2.99 | | | | | | | | | | | | | | | | | 3.33 | |
| | Clark's Market | Johnsonville | | | | | | | | | | | | | 1.79 | | | | | | | | 3.33 | |
| Food King | n/i | | | | | | | | | 1.18 | | | | | | | | | | | | 2.19 | | |
| Johnsonville | | | | | | | | | | | | | | | | | | | | | | 2.19 | | |
| King Soopers | n/i | | 1.49 | 2.99 | | | | | | | | | 3.49 | | | | | | | 2.99 | | 9.99 | | |
| Johnsonville | | | | | | | | | | | | | | | | | | | | | | 2.49 | | |

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PORK

| State | Supermarket | Brand | Key | Spareribs | | | | Country Style | | Pork Chops/Steaks | | | | | | | | Loin | | Fresh Sausage | Deli Ribs per lb. | | | | | | |
|--------------------|------------------|--------------|-----|------------|----------|-----------|---------|---------------|---------|-------------------|---------|----------------|-----------|-------------|-----------|-------------|---------|-------|--------|---------------|-------------------|------|--|------|-------|------|--|
| | | | | Whole Rack | Back Rib | St. Louis | Riblets | Ribs | | Rib End | | Bone-in Center | | Bnls Center | | Sirloin End | | Ass't | Tender | | | Bnls | | | | | |
| | | | | | | | | bnls | bone-in | bnls | bone-in | reg pack | valu pack | reg pack | valu pack | bnls | bone-in | | | | | | | | | | |
| CO (cont) | Lowe's Market | n/i | A | | 2.99 | | | | 0.99 | | 1.69 | | | | | | | | | | | | | | | | |
| | Lucky's Market | n/i | | | | | | | | | | | | | | | | | | | | | | 3.49 | | | |
| | Ridley's | n/i | | | | 2.74 | | | | | | | | | | 1.84 | | 0.94 | | | | | | | 2.08 | | |
| | Swaggerty's | | | | | | | | | | | | | | | | | | | | | | | | 2.08 | | |
| | Safeway Denver | n/i | | | | 3.69 | 2.99 | 1.59 | 2.49 | 1.59 | | | | | | | | | | | | | | | | 2.50 | |
| | Open Nature | | | | | | | | | | | | | | 6.99 | | | | | | | | | | | 2.49 | |
| | Signature Farms | | | | | | | | | | | | | | | | | | | | | | | | | 2.49 | |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | | | | | | 2.08 | |
| | Save-a-Lot | n/i | | | | 1.59 | | | | | | | | | | | | | | | | | | 1.69 | | 2.08 | |
| | Butcher's Choice | | | | | | | | | | | | | | | | | | | | | | | | | 2.50 | |
| Sprout's | n/i | | | | 2.69 | 2.69 | | | | | | | | | | | | | | | | | | | 2.50 | | |
| Market Corner | | | | | | | | | | | | | | | | | | | | | | | | | 7.25 | | |
| Sun Mart | Johnsonville | | | | | | | | | | | | | | | | | | | | | | | | 2.92 | | |
| Open Acres | | | | | 3.99 | | | | 2.49 | | | | | | | | | | | | | | | | 2.92 | | |
| Walmart | Smithfield | | | | 2.97 | | | | | | | | | | | | | | | | | | | | 3.32 | | |
| Johnsonville | | | | | | | | | | | | | | | | | | | | | | | | | 3.32 | | |
| KS | Affiliated Foods | n/i | | | 3.59 | | | | 1.39 | | 1.19 | | | | | | | | | | | | | | | | |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | | | | | 3.33 | | |
| | Affiliated MW | Johnsonville | | | | | | | | | | | | | | | | | | | | | | | 3.33 | | |
| | n/i | | | | 2.99 | | | | | | | | | | | | | | | | | | | | | | |
| | Hormel | | | | 2.99 | | | | | | | | | | 2.29 | | | | | | | | | | | | |
| | ALDI | n/i | | | 2.89 | | | | | | | | | | | | | | | | | | | | | | |
| | Parkview | | | | | | | | | | | | | | | | | | | | | | | | 1.99 | | |
| | Apple Market | n/i | | | 1.99 | | | | 1.98 | | 2.49 | | | | | | | | | | 2.99 | | | | | 3.33 | |
| | Farmland | | | | | | | | | | | | | | | | | | | | | | | | | 3.33 | |
| | Country Mart | Smithfield | | | | | | | 1.99 | | 1.79 | | | | | | | | | | | | | | | 3.33 | |
| Johnsonville | | | | | | | | | | | | | | | | | | | | | | | | | 3.33 | | |
| n/i | | | | | 2.49 | | | | | | | | | | | | | | | 2.99 | | | | | 4.99 | | |
| Dillon's | n/i | | | 1.99 | BOGO | | | 2.99 | | | | | | | | | | | | | | | | | 10.99 | | |
| Johnsonville | | | | | | | | | | | | | | | | | | | | | | | | 2.49 | | | |
| Dollar General Mkt | n/i | | | 1.95 | | | | | | | | | | | | | | | | 2.95 | | | | | 2.49 | | |
| Johnsonville | | | | | | | | | | | | | | | | | | | | | | | | | 3.29 | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

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prices in \$US per pound unless otherwise noted.

PORK

| State | Supermarket | Brand | Key | Spareribs | | | | Country Style | | Pork Chops/Steaks | | | | | | | | Loin | | Fresh Sausage | Deli Ribs per lb. | | | | |
|---------------------|---------------|------------------|-----|------------|----------|-----------|----------|---------------|---------|-------------------|---------|----------------|-----------|-------------|-----------|-------------|---------|-------|--------|---------------|-------------------|------|------|------|------|
| | | | | Whole Rack | Back Rib | St. Louis | Ribblets | Ribs | | Rib End | | Bone-in Center | | Bnls Center | | Sirloin End | | Ass't | Tender | | | Bnls | | | |
| | | | | | | | | bnls | bone-in | bnls | bone-in | reg pack | valu pack | reg pack | valu pack | bnls | bone-in | | | | | | | | |
| KS <i>(cont)</i> | Food Pride | Johnsonville | | | | | | | | | | | | | | | | | | | | 3.33 | | | |
| | | Smithfield | | | | | | 1.99 | | | | | | | 1.99 | | | | | | | | | | |
| | | n/i | | | | | | | | | | | | | | | | | | | | | | | |
| | G&W Foods | Seaboard Farms | | | | | | | 1.68 | 2.19 | | 2.59 | | | | | | | | | | | | | |
| | | Johnsonville | | | | | | | | | | | | | | | | | | | | | 3.33 | | |
| | | Kretschmar | | | | | | | | | | | | | | | | | | | | | | 5.00 | |
| | | n/i | | | | | | 1.99 | | | | | | | | | | | | | | | | | |
| | Harp's | Harp's | | | | | | 1.99 | | 1.88 | 2.48 | | | | | | | | | | | | | | |
| | | Johnsonville | | | | | | | | | | | | | | | | | | | | | | 3.33 | |
| | | Farmland | | | | | | | | | | | | | | | | | | | | | | 3.32 | |
| | Hen House | Prairie Fresh | | | | | | | | | | | 2.99 | | | | | | | | | | 3.99 | | |
| | | Farmland | | | | | | | | | | | | | | | | | | | | | | 3.33 | |
| | Hy-Vee | Blue Ribbon | | | | | | | | | | | | 1.99 | | | | | | | | | | | |
| | | Hormel | | | | | | | | 2.88 | 2.99 | | | | | | | | | | | | | | 2.92 |
| | | Johnsonville | | | | | | | | | | | | | | | | | | | | | | | 6.67 |
| | | Hy-Vee | | | | | | | | | | | | | | | | | | | | | | | |
| | Lowe's Market | n/i | | | | | | | | | | | 0.99 | 1.69 | | | | | | | | | | | |
| | Price Chopper | n/i | | | | | | | | | | | | | | | | | | | | | 2.99 | | |
| | | Johnsonville | | | | | | | | | | | | | | | | | | | | | | | 3.33 |
| | Pyramid Foods | n/i | | | | | | | | | | | | | | | | | | | | | | | 5.00 |
| | | Johnsonville | | | | | | | | | | | | | | | | | | | | | | | 2.49 |
| | Save-a-Lot | n/i | | | | | | | | | | | | | | | | | | | | | | 1.69 | |
| | | Butcher's Choice | | | | | | | | | | | | | | | | | | | | | | | 2.08 |
| Sprout's | n/i | | | | | | | | | | | | | | | | | | | | | | | 2.50 | |
| | Market Corner | | | | | | | | | | | | | | | | | | | | | | | 7.25 | |
| Sun Fresh | Smithfield | | | | | | | | | | | 1.99 | 1.79 | | | | | | | | | | | | |
| | n/i | | | | | | | | | | | | | | | | | | | | | 2.99 | | | |
| Thriftway Stores | n/i | | | | | | | | | | | | | | | | | | | | | | | 4.99 | |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | | | | 3.33 | |
| Walmart | Smithfield | | | | | | | | | | | | | | | | | | | | | | | 3.32 | |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | | | | | |
| Wood's | Prairie Fresh | | | | | | | | | | | | | | | | | | | | | | 1.69 | | |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | | | | 2.49 | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

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prices in \$US per pound unless otherwise noted.

PORK

| State | Supermarket | Brand | Key | Spareribs | | | | Country Style | | Pork Chops/Steaks | | | | | | | | Loin | | Fresh Sausage | Deli Ribs per lb. | | | |
|--------------|-------------------|---------------|-----|------------|----------|-----------|---------|---------------|---------|-------------------|---------|----------------|-----------|-------------|-----------|-------------|---------|-------|--------|---------------|-------------------|------|-------|------|
| | | | | Whole Rack | Back Rib | St. Louis | Riblets | Ribs | | Rib End | | Bone-in Center | | Bnls Center | | Sirloin End | | Ass't | Tender | | | Bnls | | |
| | | | | | | | | bnls | bone-in | bnls | bone-in | reg pack | valu pack | reg pack | valu pack | bnls | bone-in | | | | | | | |
| LA (cont) | Whole Foods SW | n/i | A | | 5.99 | | | | | | | | | | | | | | | | | | | |
| | Winn-Dixie | n/i | | 1.89 | BOGO | BOGO | | | | 2.99 | 3.49 | 3.19 | | | | | 2.99 | | | | | 4.99 | | |
| | Johnsonville | n/i | | | 2.99 | | | | | | | | | | | | | | | | | 2.92 | | |
| MO | Affiliated MW | Hormel | | | 2.99 | | | | | | | | | | | | | | | | | | | |
| | ALDI | n/i | | | 2.89 | | | | | | | | | | 2.29 | | | | | | | | | |
| | Parkview | n/i | | | | | | | | | | | | | | | | | | | | 1.99 | | |
| | Apple Market | n/i | | 1.99 | | | | 1.98 | | 2.49 | | | | | | | | | 2.99 | | | | 3.33 | |
| | C&R Supermarket | Hormel | n/i | | | 2.88 | | | | | | | | | | | | | | | | | | |
| | | Smithfield | n/i | | | | | | 1.59 | | | | | | | | | | | | | | | 6.67 |
| | | Farmland | n/i | | | | | | | | 1.28 | | | | | | | | | | | | | 2.99 |
| | Cash Saver TC | Hormel | n/i | | 1.67 | 2.48 | | | | 1.47 | | | | | | | | | | | | | | 2.79 |
| | | Johnsonville | n/i | | | | | | | | | | | | | | | | | | | | | 2.49 |
| | | Ramsey | n/i | | | | | | | | | | | | | | | | | | | | | 5.45 |
| | County Market NFI | Smithfield | n/i | | 2.69 | | | | | | | | | | | | | | | | | | | 1.99 |
| | | Johnsonville | n/i | | | | | | | | | | | | | | | | | | | | | 2.49 |
| | | Smithfield | n/i | | | | | | 1.99 | | 1.79 | | | | | | | | | | | | | 3.33 |
| | Dierberg's | Johnsonville | n/i | | | 2.49 | | | | | | | | | | | | | | 2.99 | | | | 4.99 |
| | | Bob's BBQ | n/i | | | | | | | | | | | | | | | | | | | | | 8.99 |
| | | Johnsonville | n/i | | | | | | | | | | | | | | | | | | | | | 3.74 |
| | Food Giant | Johnsonville | n/i | | 1.48 | | | | | | | | | | | | | | | | | | | 6.99 |
| | | Prairie Fresh | n/i | | | | | | 1.98 | | 1.98 | | | | | | | | | | | | | 3.32 |
| Johnsonville | | n/i | | 2.99 | 2.99 | | | 2.99 | 2.99 | | 2.99 | | 2.99 | | | | 2.99 | | 3.99 | | | | 2.77 | |
| Fresh Thyme | Johnsonville | n/i | | | | | | | | | | | | | | | | | | | | | 2.92 | |
| | Johnsonville | n/i | | | | | | | | | | | | | | | | | | | | | 3.33 | |
| | Seaboard Farms | n/i | | | 2.99 | | | 1.68 | | 2.19 | | 2.59 | | | | | | | | | | | 5.00 | |
| G&W Foods | Johnsonville | n/i | | | | | | | | | | | | | | | | | | | | | 3.33 | |
| | Kretschmar | n/i | | 1.99 | | | | | | | | | | | | | | | | | | | 5.00 | |
| | Johnsonville | n/i | | 1.99 | BOGO | | | | 2.99 | | | | | | | | | | | | | | 10.99 | |
| Gerbe's | Johnsonville | n/i | | | | | | | | | | | | | | | | | | | | 2.49 | | |

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prices in \$US per pound unless otherwise noted.

PORK

| State | Supermarket | Brand | Key | Spareribs | | | | Country Style | | Pork Chops/Steaks | | | | | | | | Loin | | Fresh Sausage | Deli Ribs per lb. | | | | | |
|------------------|--------------------|------------------|------|------------|----------|-----------|---------|---------------|---------|-------------------|---------|----------------|-----------|-------------|-----------|-------------|---------|-------|--------|---------------|-------------------|------|------|-------|------|--|
| | | | | Whole Rack | Back Rib | St. Louis | Riblets | Ribs | | Rib End | | Bone-in Center | | Bnls Center | | Sirloin End | | Ass't | Tender | | | Bnls | | | | |
| | | | | | | | | bnls | bone-in | bnls | bone-in | reg pack | valu pack | reg pack | valu pack | bnls | bone-in | | | | | | | | | |
| MO (cont) | Gordon Food | Greenridge Farm | | | | | | | | | | | | | | | | | | | | 3.00 | | | | |
| | | Swift | | | 2.99 | | | | | | | | | 1.99 | | | | | | | | | | | | |
| | Harp's | Harp's | | 1.99 | | | | | 1.88 | | 2.48 | | | | | | | | | | | | | | | |
| | | Johnsonville | | | | | | | | | | | | | | | | | | | | | 3.33 | | | |
| | | Farmland | | | | | | | | | | | | | | | | | | | | | 3.32 | | | |
| | Harter House | n/i | | | 3.99 | 2.99 | | | 2.99 | | 2.99 | 1.99 | | | | | | | | | | | | | | |
| | | Johnsonville | | | | | | | | | | | | | | | | | | | | | | 3.33 | | |
| | Hays Grocer | n/i | | 1.98 | 2.98 | 2.98 | | | | | | | | | | | | | | | | | | | | |
| | | Prairie Fresh | | | | | | | | 1.98 | | | | | | | | | | | | | | | 3.33 | |
| | | Johnsonville | | | | | | | | | | | | 2.28 | | | | | | | | | | | 3.33 | |
| | Hen House | Prairie Fresh | | | | BOGO | 3.29 | | | | | | | 2.99 | | | | | | 3.99 | | | | | | |
| | | Farmland | | | | | | | | | | | | | | | | | | | | | | 3.33 | | |
| | Hy-Klas Foods | n/i | | 1.69 | 2.99 | | | | 2.49 | | | | | | 1.99 | | | | | | | | | | 6.67 | |
| | | Johnsonville | | | | | | | | | | | | | 1.99 | | | | | | | | | | 3.33 | |
| | Hy-Vee | Blue Ribbon | | | | 2.88 | 2.99 | | | | | | | | 1.99 | | | | | | | | | | | |
| | | Hormel | | | | | | | | | | | | | | | | | | | | | | | 2.92 | |
| | | Johnsonville | | | | | | | | | | | | | | | | | | | | | | | 6.67 | |
| | | Hy-Vee | | | | | | | | | | | | | | | | | | | | | | | 6.49 | |
| | IGA Stores IL/IN | Capri Smokehouse | | | | | | | | | | | | | | | | | | | | | | | | |
| | | Hormel | | 1.99 | 2.87 | | | | | 1.99 | | | | | | | | | | | | | | | 2.32 | |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | | | | 9.99 | | |
| Kroger Central | Fresh Foods Market | | | | | | | | | | | | | | | | | | | | | | | | | |
| | n/i | | 1.99 | 3.49 | | | | | | | | | | | | | | | | | | | | 2.49 | | |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | | | | 10.99 | | |
| Kroger Delta | n/i | | | | 2.88 | | | | | | | | | | | | | | | | | | | | | |
| | Aunt Bessie's | | | | | | 1.69 | | | | | | | | | | | | | | | | | | | |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | | | | 2.49 | | |
| Lucky's Market | n/i | | | | | | | | | | | | | | | | | | | | | | | 3.49 | | |
| Mac's Fresh Mrkt | n/i | | 1.39 | 2.99 | 2.99 | | | | | | 1.69 | | | | 2.49 | | | | | | | | | | | |
| | Mac's | | | | | | | | | | | | | | | | | | | | | | | 4.99 | | |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | | | | 2.49 | | |
| Moser's | n/i | | 1.99 | 2.49 | | | | | 1.59 | | 1.49 | | | | | | | | 2.99 | | | | | | | |
| | Moser's | | | | | | | | | | | | | | | | | | | | | | | 2.49 | | |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | | | | 3.33 | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

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prices in \$US per pound unless otherwise noted.

PORK

| State | Supermarket | Brand | Key | Spareribs | | | | Country Style | | Pork Chops/Steaks | | | | | | | | Loin | | Fresh Sausage | Deli Ribs per lb. | | | | |
|---------------------|-----------------------|--------------------|-----|------------|----------|-----------|---------|---------------|---------|-------------------|---------|----------------|-----------|-------------|-----------|-------------|---------|-------|--------|---------------|-------------------|------|------|------|--|
| | | | | Whole Rack | Back Rib | St. Louis | Riblets | Ribs | | Rib End | | Bone-in Center | | Bnls Center | | Sirloin End | | Ass't | Tender | | | Bnls | | | |
| | | | | | | | | bnls | bone-in | bnls | bone-in | reg pack | valu pack | reg pack | valu pack | bnls | bone-in | | | | | | | | |
| MO <i>(cont)</i> | Prenger Foods | n/i | A | 1.99 | | | | | | 1.38 | | | | | | | | 2.99 | 1.28 | | | | | | |
| | Farmland Johnsonville | | | | | | | | | | | | | | | | | | | | 3.33 | 3.32 | | | |
| | Price Chopper | n/i | | | 2.99 | | | | 1.99 | 1.99 | | | | | | | | | 2.99 | | | 3.33 | | | |
| | Pyramid Foods | n/i | | | 2.99 | 2.99 | | | 1.99 | 1.99 | | | | | | | | | | | | 2.49 | 5.00 | | |
| | Save-a-Lot | n/i | | | 1.59 | | | | | | | | | | | | | | | | 1.69 | 2.08 | | | |
| | Schnuck's | Schnuck's | | | | | | | | | | | | | | | | | | | | 2.79 | | | |
| | | Pride of the Farm | | | | 2.99 | | | | | 1.49 | | | | | | | | | | | | 2.92 | | |
| | Shop'n Save | Smithfield | | | | 2.99 | 4.99 | 3.49 | | 1.99 | | | | | | | | | | | | | 2.92 | | |
| | | Johnsonville | | | | | | | | | | | | | | | | | | | | | 2.50 | | |
| | | Essential Everyday | | | | | | | | | | | | | | | | | | | | | | | |
| | | n/i | | | | | | | | | | | | | | | | | | | | | | 6.67 | |
| | Sprout's | n/i | | | | | 2.69 | 2.69 | | | | | | | | | | | | | | | 2.50 | | |
| | | Market Corner | | | | | | | | | | | | | | | | | | | | | | 7.25 | |
| | Sun Fresh | Smithfield | | | | | | | | 1.99 | 1.79 | | | | | | | | | | | | | | |
| | | n/i | | | | 1.99 | 2.49 | | | | | | | | | | | | | 2.99 | | | | | |
| | TC Grocery | n/i | | | | | 2.58 | 2.68 | | | 1.79 | | | | 1.99 | | | | | | | 1.79 | | 6.45 | |
| | | Swift | | | | | | | 1.49 | | | | | | | | | | | | | | | | |
| | | Johnsonville | | | | | | | | | | | | | | | | | | | | | | 3.33 | |
| | TC Markets | Top Choice | | | | | 2.99 | | | | 1.79 | 1.69 | | | | | | | | | | | | 2.49 | |
| | | Johnsonville | | | | | | | | | | | | | | | | | | | | | | 2.49 | |
| Thriftway Stores | n/i | | | 1.69 | 2.99 | | | 2.49 | | 1.99 | | | | | | | | | | | | | 4.99 | | |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | | | 3.33 | | |
| Walmart | Smithfield | | | | 2.97 | | | | | | | | | | | | | | | | | | 3.32 | | |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | | | 3.32 | | |
| Whole Foods MW | n/i | | | | 5.99 | | | | | | | | | | | | | | | | | | | | |
| Wood's | Prairie Fresh | | | | 2.99 | | | | | | | | | | | | | | | | 1.69 | | 2.49 | | |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | | | 2.49 | | |
| NM | Affiliated Foods | n/i | | | 3.59 | | | | 1.39 | 1.19 | | | | | | | | | | | | | 3.33 | | |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | | | 3.33 | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

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prices in \$US per pound unless otherwise noted.

PORK

| State | Supermarket | Brand | Key | Spareribs | | | | Country Style | | Pork Chops/Steaks | | | | | | | | Loin | | Fresh Sausage | Deli Ribs per lb. | | | | | |
|------------------|--------------------|--------------|------|------------|----------|-----------|---------|---------------|---------|-------------------|---------|----------------|-----------|-------------|-----------|-------------|---------|-------|--------|---------------|-------------------|------|------|------|------|------|
| | | | | Whole Rack | Back Rib | St. Louis | Riblets | Ribs | | Rib End | | Bone-in Center | | Bnls Center | | Sirloin End | | Ass't | Tender | | | Bnls | | | | |
| | | | | | | | | bnls | bone-in | bnls | bone-in | reg pack | valu pack | reg pack | valu pack | bnls | bone-in | | | | | | | | | |
| OH (cont) | Dollar General Mkt | n/i | A | 1.95 | | | | | | | | | | | | | | 2.95 | | | | | | | | |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | | | 3.29 | | | |
| | Harp's | Harp's | | 1.99 | | | | | 1.88 | | 2.48 | | | | | | | | | | | | | 3.33 | | |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | | | | 3.32 | | |
| | Farmland | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Homeland | Smithfield | | 1.99 | 3.49 | 1.99 | | | | | | | | | | | | | | | | | | | 2.91 | |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | | | | | | |
| | La Michoacana | n/i | | 1.99 | | | | | | | | | | | | | | | | | | | | | | |
| | Market Square | n/i | | | 3.59 | | | | 0.99 | | 1.29 | | | | | | | | | | | | | | | |
| | Morelos | n/i | | 1.99 | | | | | | | | | | | | | | | | | | | | | | |
| | Nichols | Johnsonville | | | | | | | | | | | | | | | | | | | | | | | | 2.49 |
| | n/i | | | | | 2.99 | | | | | | | | | | | | | | | | | | | | |
| | Pyramid Foods | n/i | | | | 2.99 | 2.99 | | | 1.99 | | 1.99 | | | | | | | | | | | | | | 5.00 |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Reasor's | Reasor's | | 2.48 | 2.98 | | | | | 1.98 | | | | | | | | | | | | | | | | 2.49 |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | | | | | | 2.92 |
| | Rehkopf's | n/i | | 1.49 | 2.49 | | | | | 1.79 | | 1.79 | | | | | | | | | | | | | | 2.49 |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | | | | | | 2.49 |
| | Save-a-Lot | n/i | | 1.59 | | | | | | | | | | | | | | | | | | | | 1.69 | | 2.08 |
| | Butcher's Choice | | | | | | | | | | | | | | | | | | | | | | | | | 2.50 |
| Sprout's | n/i | | | 2.69 | 2.69 | | | | | | | | | | | | | | | | | | | | | |
| Market Corner | | | | | | | | | | | | | | | | | | | | | | | | | 7.25 | |
| Terry's Market | n/i | | | | | | | | | 1.48 | | | | | | | | | | | | | | | | |
| The Fresh Market | n/i | | | | 3.99 | | | | | | | | | | | | | | | | | | | | 3.99 | |
| United of OK | Smithfield | 1.99 | 3.49 | 1.99 | | | | | | | | | | | | | | | | | | | | | 2.91 | |
| Johnsonville | | | | | | | | | | | | | | | | | | | | | | | | | 2.91 | |
| Walmart | Smithfield | | | | 2.97 | | | | | | | | | | | | | | | | | | | | 3.32 | |
| Johnsonville | | | | | | | | | | | | | | | | | | | | | | | | | 3.32 | |
| Warehouse Market | n/i | 1.78 | 2.99 | | | | | | | | | | | | | | | | | | | 1.79 | | | 3.16 | |
| Johnsonville | | | | | | | | | | | | | | | | | | | | | | | | | 3.16 | |
| Whole Foods SW | n/i | | | | 5.99 | | | | | | | | | | | | | | | | | | | | | |
| Williams | Hormel | | | | | | | | | | | | | | 1.49 | | | | | | | | | | | |
| Sheboygan | | | | | | | | | | | | | | | | | | | | | | | | | 2.50 | |
| n/i | | | | | | | | 1.49 | | 1.59 | | | | | | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

**Independence Day 2017
PORK**

prices in \$US per pound unless otherwise noted.

| State | Supermarket | Brand | Key | Spareribs | | | | Country Style | | Pork Chops/Steaks | | | | | | | | Loin | | Fresh Sausage | Deli Ribs per lb. | | | | |
|---------------|------------------|--------|-----|------------|----------|-----------|----------|---------------|---------|-------------------|---------|----------------|-----------|-------------|-----------|-------------|---------|-------|--------|---------------|-------------------|------|------|---------|------|
| | | | | Whole Rack | Back Rib | St. Louis | Ribblets | Ribs | | Rib End | | Bone-in Center | | Bnls Center | | Sirloin End | | Ass't | Tender | | | Bnls | | | |
| | | | | | | | | bnls | bone-in | bnls | bone-in | reg pack | valu pack | reg pack | valu pack | bnls | bone-in | | | | | | | | |
| TX | Affiliated Foods | n/i | | | 3.59 | | | | 1.39 | | 1.19 | | | | | | | | | | | 3.33 | | | |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | | | | | |
| | Albertsons Hston | n/i | | 1.58 | | | | | | | | | | | | | | | | | | | 3.33 | limit 2 | |
| | n/i | | | | 2.99 | 2.99 | | | 1.49 | | | | | | 3.99 | | | | 3.99 | | | | | 6.54 | |
| | Signature Café | | | | | | | | | | | | | | | | | | | | | | | | |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | | | | | |
| | ALDI | n/i | | | | 2.89 | | | | | | | | | | | | | | | | | 3.33 | | |
| | Parkview | | | | | | | | | | | | | | | | | | | | | | | 1.99 | |
| | Arlan's Market | n/i | | | | | | | | | | | | | | | | | | | | | | | |
| | Brookshire's | Hormel | | | | 2.99 | | | 1.99 | | | | | | | | | | | | | | | 3.33 | |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | | | | | |
| | Brookshire Bros. | Swift | | | 1.77 | | | | | | | | 2.77 | | | | | | | | | | | | |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | | | | 3.33 | |
| | n/i | | | | | | | | | | | | | | | | | | | | | | | | 5.99 |
| | Cash Saver TX | n/i | | | 0.98 | 2.98 | | | | | | | | | | | | | | | | | | | |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | | | | | 2.40 |
| | David's | Swift | | | 1.77 | | | | | | | | | | 2.99 | | | | | | | | | | 3.33 |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | | | | | |
| | Diamond IGA | n/i | | | 1.79 | 2.99 | | | 1.79 | | 1.79 | | | | | | | | | | | | | | 2.49 |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | | | | | |
| | El Ahorro | n/i | | | | | | 1.39 | | | | | | | | | | | | | | | | | |
| | El Rancho | n/i | | | | | | | | | | | | | | | | 0.98 | 1.59 | | | | | | |
| | El Rio Grande | n/i | | | 1.79 | | | | 1.39 | | 1.49 | | | | | | | 1.49 | | | | | | | |
| | El Super | Swift | | | | | | | 1.49 | | | | | | | | | 1.49 | | | | | | | |
| Elrod's | n/i | | | | | 1.48 | | 1.48 | | | | | | | | | 1.18 | | | | | | | | |
| Fiesta Mart | n/i | | | 1.97 | | | | | | | | 1.77 | | | | | | | 1.67 | | | | | | |
| Foodarama | n/i | | | 1.99 | | | | | | 0.99 | | | | | | | | | | | | | | | |
| Food King | n/i | | | | | | | | | | | | 1.18 | | | | | | | | | | | | |
| Johnsonville | | | | | | | | | | | | | | | | | | | | | | | | 2.19 | |
| H-E-B | n/i | | | | | 1.99 | | | | | | 1.99 | | 1.99 | | | | | | | | | | | |
| Junior's | n/i | | | | 2.99 | | | | | | | | | | | | | | | | | | | | |
| La Fiesta | n/i | | | | | | | 1.27 | | | | | | | | | 1.27 | | | | | | | | |
| La Michoacana | n/i | | | 1.99 | | | | | | | | | | | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

prices in \$US per pound unless otherwise noted.

Independence Day 2017

PORK

| State | Supermarket | Brand | Key | Spareribs | | | | Country Style | | Pork Chops/Steaks | | | | | | | | Loin | | Fresh Sausage | Deli Ribs per lb. | | | | | |
|---------------------|------------------|------------|-----|------------|----------|-----------|---------|---------------|---------|-------------------|---------|----------------|-----------|-------------|-----------|-------------|---------|-------|--------|---------------|-------------------|------|--|------|------|------|
| | | | | Whole Rack | Back Rib | St. Louis | Riblets | Ribs | | Rib End | | Bone-in Center | | Bnls Center | | Sirloin End | | Ass't | Tender | | | Bnls | | | | |
| | | | | | | | | bnls | bone-in | bnls | bone-in | reg pack | valu pack | reg pack | valu pack | bnls | bone-in | | | | | | | | | |
| TX <i>(cont)</i> | Lawrence Bros. | n/i | | 1.69 | 3.49 | | | | | | | | | | | | | | | | | | | | | |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | | | | 2.49 | | |
| | Lowe's Market | n/i | | | 2.99 | | | | 0.99 | | 1.69 | | | | | | | | | | | | | | | |
| | Kroger Texas | n/i | | 1.79 | 1.88 | | | 3.49 | | | | | | | | | | | 3.99 | | | | | | 9.99 | |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | | | | 2.49 | | |
| | Malone's | n/i | | | | | | | | | | | | | | | | | | | | | | | | |
| | Market Basket | Smithfield | | 0.97 | | | | | | | | | | | | | | | | | | | | | | |
| | Swift | | | | | | | | | | 2.29 | | | | | | | | | | | | | | | |
| | Market Square | n/i | | | 3.59 | | | | 0.99 | | 1.29 | | | | | | | | | | | | | | | |
| | Porter's | n/i | | | 3.59 | | | | 1.29 | | 1.19 | | | | | | | | | | | | | | | |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | | | | | 3.33 | |
| | Randalls | n/i | | | | 1.99 | | | | | | | | | | | | | | | | | | | | |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Signature Café | | | | | | | | | | | | | | | | | | | | | | | | | 6.54 |
| | Rehkopf's | n/i | | 1.49 | 2.49 | | | | 1.79 | | 1.79 | | | | | | | | | | | | | | | |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | | | | | 2.49 | |
| | Save-a-Lot | n/i | | 1.59 | | | | | | | | | | | | | | | | | | | | 1.69 | | 2.08 |
| | Butcher's Choice | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Seller's Bros. | n/i | | | | | | | | 0.99 | | 1.59 | | | | | | | | | | | | | | |
| | Spring Market | Hormel | | | | 2.99 | | | | | | | | | | | | | | | | | | | | |
| Sprout's | n/i | | | | 2.69 | 2.69 | | | | | | | | | | | | | | | | | | | 2.50 | |
| Market Corner | | | | | | | | | | | | | | | | | | | | | | | | | 7.25 | |
| Sun Fresh Markets | n/i | | | 1.99 | | 1.99 | | | | 1.29 | | | | | | | | | | | | | | | | |
| Johnsonville | | | | | | | | | | | | | | | | | | | | | | | | | 3.33 | |
| Super 1 Foods | Hormel | | | 1.57 | | | | | | | | | 2.97 | | | | | | | | | | | | | |
| Terry's Market | n/i | | | | | | | | | | 1.48 | | | | | | | | | | | | | | | |
| Tom Thumb | n/i | | | | 1.99 | | | | | | | | | | | | | | | | | | | | | |
| Johnsonville | | | | | | | | | | | | | | | | | | | | | | | | | 3.33 | |
| Signature Café | | | | | | | | | | | | | | | | | | | | | | | | | 6.54 | |
| United Supermrkts | n/i | | | BOGO | | | | | | | | | | | | | | | | | | | | | | |
| Smithfield | | | | | | | | | | | 1.69 | | | | | | | | | | | | | | | |
| Johnsonville | | | | | | | | | | | | | | | | | | | | | | | | | 2.80 | |
| Vista Markets | n/i | | | | 2.98 | | | | | | | | | | | | | | | | | | | | | |
| Johnsonville | | | | | | | | | | | | | | | | | | | | | | | | | 2.50 | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Independence Day 2017

prices in \$US per pound unless otherwise noted.

PORK

| State | Supermarket | Brand | Key | Spareribs | | | | Country Style | | Pork Chops/Steaks | | | | | | | | Loin | | Fresh Sausage | Deli Ribs per lb. | |
|--------------|------------------|------------------|-----|------------|----------|-----------|---------|---------------|---------|-------------------|---------|----------------|-----------|-------------|-----------|-------------|---------|-------|--------|---------------|-------------------|------|
| | | | | Whole Rack | Back Rib | St. Louis | Riblets | Ribs | | Rib End | | Bone-in Center | | Bnls Center | | Sirloin End | | Ass't | Tender | | | Bnls |
| | | | | | | | | bnls | bone-in | bnls | bone-in | reg pack | valu pack | reg pack | valu pack | bnls | bone-in | | | | | |
| TX (cont) | Walmart | Smithfield | | | 2.97 | | | | | | | | | | | | | | | | 3.32 | |
| | Whole Foods SW | n/i | A | | 5.99 | | | | | | | | | | | | | | | | | |
| UT | Albertsons Mntn | n/i | | 2.49 | 2.77 | 2.77 | | | | | | | | | | | | | | | | 4.99 |
| | | Smithfield | | | | | | 1.99 | | | | | | | 3.99 | | | | | | | 2.49 |
| | | Hometown Butcher | | | | | | | | | | | | | | | | | | | | |
| | | Johnsonville | | | | | | | | | | | | | | | | | | | | |
| | Albertsons SW | n/i | | | BOG3 | | | | | | | | | | BOG3 | | | | | | | |
| | | n/i | | | 2.99 | | | | | | 2.99 | | | | 2.66 | | 1.77 | | | | | 2.49 |
| | | Johnsonville | | | | | | | | | | | | | | | | | | | | 2.49 |
| | | Signature Café | | | | | | | | | | | | | | | | | | | | 3.99 |
| | Associated Foods | Smithfield | | | 3.69 | | | | | | | | | | 2.49 | | | | | | | 6.49 |
| | | n/i | | | | | | | | | | | | | | | | | | | | |
| | | Johnsonville | | | | | | | | | | | | | | | | | | | | 3.33 |
| | | n/i | | | 2.99 | | | | | | | | | 1.79 | | 1.59 | | | | | | 3.33 |
| | Clark's Market | Johnsonville | | | | | | | | | | | | | | | | | | | | 3.33 |
| | Fresh Market | Smithfield | | | 3.79 | | | | | | | | | | 4.99 | | | | | | | 2.91 |
| | | Johnsonville | | | | | | | | | | | | | | | | | | | | 2.91 |
| | Harmon's | n/i | | | | 2.99 | | | | | | | | | | 2.49 | | | | | | |
| | King Soopers | n/i | | 1.49 | 2.99 | | | | | | | | | | | | | | 2.99 | | | 9.99 |
| | | Johnsonville | | | | | | | | | | | | | | | | | | | | 2.49 |
| | Rancho Markets | n/i | | | | | | | | 1.99 | | | | | | | | | | | | |
| | Ream's | n/i | | | 2.99 | | | | | | | | | | | 1.69 | | | | | | |
| | Ridley's | n/i | | | 2.74 | | | | | | | | | | 1.84 | | 0.94 | | | | | |
| | | Swaggerty's | | | | | | | | | | | | | | | | | | | | 2.08 |
| | Smith's | n/i | | 1.99 | 2.79 | | | | | | | | | | | 3.49 | | | | 1.99 | | 9.99 |
| | | Johnsonville | | | | | | | | | | | | | | | | | | | | 2.49 |
| | Sprout's | n/i | | | 2.69 | 2.69 | | | | | | | | | | | | | | | | 2.50 |
| | | Market Corner | | | | | | | | | | | | | | | | | | | | 7.25 |
| | Stokes Market | n/i | | | 2.99 | | | | | | | | | | | 1.99 | | 0.99 | | | | 3.16 |
| | | Johnsonville | | | | | | | | | | | | | | | | | | | | 3.16 |
| | Walmart | Smithfield | | | 2.97 | | | | | | | | | | | | | | | | | 3.32 |
| | | Johnsonville | | | | | | | | | | | | | | | | | | | | 3.32 |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Independence Day 2017

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PORK

| State | Supermarket | Brand | Key | Spareribs | | | | Country Style | | Pork Chops/Steaks | | | | | | | | Loin | | Fresh Sausage | Deli Ribs per lb. | | | |
|---------------------|------------------|------------------|-----|------------|----------|-----------|---------|---------------|---------|-------------------|---------|----------------|-----------|-------------|-----------|-------------|---------|-------|--------|---------------|-------------------|------|------|-------|
| | | | | Whole Rack | Back Rib | St. Louis | Riblets | Ribs | | Rib End | | Bone-in Center | | Bnls Center | | Sirloin End | | Ass't | Tender | | | Bnls | | |
| | | | | | | | | bnls | bone-in | bnls | bone-in | reg pack | valu pack | reg pack | valu pack | bnls | bone-in | | | | | | | |
| CA <i>(cont)</i> | Nugget Markets | Prairie Fresh | A | | 2.99 | | | | | | | | | | | | | | | | | | | |
| | | Niman Ranch | | | | 4.99 | | | | | | | | | | | | | | | | | | |
| | Pavilions | Farmer John | L | | 2.79 | 2.79 | | | | | | | | | | | | 4.99 | | | | | | |
| | | Signature Café | | | | | | | | | | | | | | | | | | | | | 7.99 | |
| | R-N Super Market | n/i | | | 2.99 | | | | | | | | | | | | | | | | | | | |
| | R-Ranch Market | n/i | | | 1.79 | | | | | | | | | | | | | | | | | | | |
| | Raley's | n/i | | | 2.77 | 2.77 | | | 1.99 | | | | | | | | | | | | | | | |
| | | Johnsonville | | | | | | | | | | | | | | | | | | | | | 3.33 | |
| | | Prospector | | | | | | | | | | | | | | | | | | | | | | 6.15 |
| | Ralph's | n/i | | | 3.99 | 2.99 | | | | | | | | | | | | | | | | | | 10.99 |
| | | Simple Truth | | A | | 5.99 | | | | | | | | | | | | | | | | | | |
| | | Johnsonville | | | | | | | | | | | | | | | | | | | | | | 2.92 |
| | Ranch San Miguel | n/i | | | 1.99 | | | | | | | | | | | | | | | | | | | |
| | Rays Food Place | Smithfield | | | | 2.99 | | | | | | | | | | | | | 4.99 | | | | | 4.16 |
| | | Johnsonville | | | | | | | | | | | | | | | | | | | | | | |
| | Rio Ranch | n/i | | | 1.79 | | | | | 1.49 | | | | | | 1.29 | | | | | | | | |
| | Safeway Comm. | Farmer John | | | | | 1.99 | | | 1.99 | | | | | | | | 1.99 | | | 1.99 | | | |
| | | Signature Select | | | | 3.99 | | | | | | | | | | | | | | | | | | |
| | | Signature Café | | | | | | | | | | | | | | | | | | | | | | 6.67 |
| | | Johnsonville | | | | | | | | | | | | | | | | | | | | | | 3.33 |
| | | Smithfield | | | | | | | | | | | | | | | | | | | | | | 3.33 |
| | Safeway NorCal | Farmer John | | | | | 1.99 | | | 1.99 | | | | | | | | 1.99 | | | 1.99 | | | |
| | | Signature Select | | | | 3.99 | | | | | | | | | | | | | | | | | | |
| | Signature Café | | | | | | | | | | | | | | | | | | | | | | 6.67 | |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | | | 3.33 | |
| | Smithfield | | | | | | | | | | | | | | | | | | | | | | 3.33 | |
| Save Mart | n/i | | | | | 2.77 | | | 1.99 | | | | | | 2.99 | | | | | | | | 4.99 | |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | | | 4.17 | |
| Seafood City | n/i | | | | | | | | | | | | | | | | | | | | | | 2.79 | |
| Select Markets | n/i | | | | | 2.49 | | | 1.99 | | 2.29 | | | | | | | | | | | | 2.50 | |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | | | 2.50 | |
| SK Super King | Farmer John | | | 1.99 | 2.99 | | | | | | | | | | | | | | | | | | 1.99 | |
| | T&J | | | | | | | | | | | | | | | | | | | | | | | |
| | n/i | | | | | | | | 1.29 | | | | | | | | | | | | | | 2.99 | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

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Independence Day 2017

PORK

| State | Supermarket | Brand | Key | Spareribs | | | | Country Style | | Pork Chops/Steaks | | | | | | | | Loin | | Fresh Sausage | Deli Ribs per lb. | | |
|---------------------|------------------|------------------|------|------------|----------|-----------|----------|---------------|---------|-------------------|---------|----------------|-----------|-------------|-----------|-------------|---------|-------|--------|---------------|-------------------|------|------|
| | | | | Whole Rack | Back Rib | St. Louis | Ribblets | Ribs | | Rib End | | Bone-in Center | | Bnls Center | | Sirloin End | | Ass't | Tender | | | Bnls | |
| | | | | | | | | bnls | bone-in | bnls | bone-in | reg pack | valu pack | reg pack | valu pack | bnls | bone-in | | | | | | |
| CA <i>(cont)</i> | Smart & Final | n/i | | 1.59 | | | | | | | | | | | | | | | | | 3.33 | 7.25 | |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | 3.33 | | |
| | Sprout's | n/i | | | 2.69 | 2.69 | | | | | | | | | | | | | | | 2.50 | | |
| | Market Corner | | | | | | | | | | | | | | | | | | | | | | |
| | Stater Bros. | n/i | | 1.77 | 2.99 | 2.99 | | 1.99 | | | | | | | | | | | | | 2.92 | | |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | | | |
| | Superior Grocers | Farmer John | | | | 3.99 | 2.29 | | | | | | | | | | | | | | | | 3.33 |
| | Super A Foods | n/i | | 2.19 | | | | | | | | | | | | | | | | | | | 3.99 |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | | | |
| | The Fresh Market | n/i | | | 3.99 | | | | | | | | | | | | | | | | | | 3.99 |
| Vallarta | n/i | | 1.99 | | | | | | | | | | | | | | | | | | | | |
| Farmer John | | | | | 3.99 | | | | | | | | | | | | | | | | | | |
| Vons | Farmer John | | | | 2.79 | 2.79 | | 2.49 | | | | | | | | | | | | | | | |
| Johnsonville | | | | | | | | | | | | | | | | | | | | | | 3.33 | |
| Walmart | Smithfield | | | | 2.97 | | | | | | | | | | | | | | | | | 3.32 | |
| Johnsonville | | | | | | | | | | | | | | | | | | | | | | | |
| Whole Foods Neal | n/i | A | | | 5.99 | | | | | | | | | | | | | | | | | | |
| Whole Foods SPfc | n/i | A | | | 5.99 | | | | | | | | | | | | | | | | | | |
| HI | ChoiceMART | n/i | | | | | | | | | | 3.59 | | | | | | | | | | | |
| | Don Quijote | Hormel | | | | | | | | | | | | 2.89 | | | | | | | | | |
| | n/i | | | 2.09 | | | | | | | | | | | | | | | | | | | |
| | Foodland | Hawaiian Sausage | | | | | | | | | | | | | | | | | | | | 4.69 | |
| | Hormel | | | | | | | | | | | | | | | | 3.99 | | | | | | |
| | n/i | | | 2.99 | | | | | | | | | | | | | | | | | | | |
| | Island Grocery | Farmer John | | 2.99 | | | | | | | | | | | | | | | | | | | |
| | KTA Super Stores | n/i | | | | 3.99 | | | | | | | | | | | | | | | | | |
| Safeway NorCal | Farmer John | | | | | 1.99 | | 1.99 | | | | | | | | | 1.99 | | 1.99 | | | | |
| Signature Select | | | | | 4.99 | | | | | | | | | | | | | | | | | | |
| Signature Café | | | | | | | | | | | | | | | | | | | | | | | |
| Hawaiian Sausage | | | | | | | | | | | | | | | | | | | | | | | |
| Tamura's Market | Farmland | | | | | | | | | | 3.19 | 2.99 | | | | | | | | 2.69 | | | |
| n/i | | | | | | 2.99 | 2.69 | | | | | | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

prices in \$US per pound unless otherwise noted.

Independence Day 2017

PORK

| State | Supermarket | Brand | Key | Spareribs | | | | Country Style | | Pork Chops/Steaks | | | | | | | | Loin | | Fresh Sausage | Deli Ribs per lb. | |
|--|--------------------|---------------|-----|------------|----------|-----------|---------|---------------|---------|-------------------|---------|----------------|-----------|-------------|-----------|-------------|---------|-------|--------|---------------|-------------------|-------|
| | | | | Whole Rack | Back Rib | St. Louis | Riblets | Ribs | | Rib End | | Bone-in Center | | Bnls Center | | Sirloin End | | Ass't | Tender | | | Bnls |
| | | | | | | | | bnls | bone-in | bnls | bone-in | reg pack | valu pack | reg pack | valu pack | bnls | bone-in | | | | | |
| NORTHWESTERN U.S. - AK,ID,MT,OR,WA,WY | | | | | | | | | | | | | | | | | | | | | | |
| AK | AC Value Center | n/i | | | 5.79 | | | | 3.99 | | 2.79 | | | 4.59 | | | | 2.79 | | | | |
| | Essential Everyday | | | | | | | | | | | | | | | | | | | | | 3.59 |
| | Alaskan & Proud | n/i | | 1.88 | | | | | BOGO | | | | | | | | | | | | | 2.98 |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | | 4.15 |
| | Carrs/Safeway | n/i | | | 2.77 | 2.77 | | | 1.97 | | | | | | 4.49 | | | | | | | 4.49 |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | | 2.92 |
| | Fred Meyer | n/i | | 1.69 | | | | | | | | | | | 4.99 | | | | | | | 2.65 |
| | Kroger | | | | | | | | | | | | | | | | | | | | | 2.65 |
| | Fresh Foods Market | | | | | | | | | | | | | | | | | | | | | 14.99 |
| | IGA Hometown | n/i | | | 4.29 | | | | | | 2.99 | | | | | | | | | | | 4.16 |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | | 4.16 |
| | Meyers Group IGA | Prairie Fresh | | | 4.29 | | | | | | 2.99 | | | | | | | | | | | 4.16 |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | | 4.16 |
| | Northwest Grocer | n/i | | | 2.99 | 2.99 | | | 2.49 | | 2.69 | | | | | | | | | | | 3.33 |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | | 3.33 |
| | Sea Mart | n/i | | | 3.99 | | | | 1.99 | | 1.99 | | | | | | | | | | | 8.49 |
| | Longhorn | | | | | | | | | | | | | | | | | | | | | 8.49 |
| | Three Bears | n/i | | 2.39 | | | | | | | | | | | | | | | | | | 4.17 |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | | 4.17 |
| | Walmart | Smithfield | | | 2.97 | | | | | | | | | | | | | | | | | 3.73 |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | | 3.73 |
| ID | Albertsons Mntn | n/i | | 2.49 | 2.77 | 2.77 | | | | | | | | | | | | | | | | 4.99 |
| | Smithfield | | | | | | | | | | | | | | | | | | | | | 4.99 |
| | Hometown Butcher | | | | | | | | 1.99 | | | | | | | | | | | | | 2.49 |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | | 2.49 |
| | Albertsons SW | n/i | | | BOG3 | | | | | | | | | | | | | | | | | 2.49 |
| | n/i | | | | 2.99 | | | | | | | | 2.99 | | BOG3 | | | | | | | 2.49 |
| | Johnsonville | | | | | | | | | | | | | | 2.66 | | | 1.77 | | | | 2.49 |
| | Signature Café | | | | | | | | | | | | | | | | | | | | | 3.99 |
| | Associated Foods | Smithfield | | | 3.69 | | | | | | | | | | 2.49 | | | | | | | 6.49 |
| | n/i | | | | | | | | | | | | | | | | | | | | | 6.49 |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | | 3.33 |
| | n/i | | | | 2.99 | | | | | | | | | 1.79 | | | | 1.59 | | | | 3.33 |

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prices in \$US per pound unless otherwise noted.

Independence Day 2017

PORK

| State | Supermarket | Brand | Key | Spareribs | | | | Country Style | | Pork Chops/Steaks | | | | | | | | Loin | | Fresh Sausage | Deli Ribs per lb. | | | | | |
|------------------|----------------------------|-----------------------------|-----|------------|----------|-----------|---------|---------------|---------|-------------------|---------|----------------|-----------|-------------|-----------|-------------|---------|-------|--------|---------------|-------------------|------|------|------|------|------|
| | | | | Whole Rack | Back Rib | St. Louis | Riblets | Ribs | | Rib End | | Bone-in Center | | Bnls Center | | Sirloin End | | Ass't | Tender | | | Bnls | | | | |
| | | | | | | | | bnls | bone-in | bnls | bone-in | reg pack | valu pack | reg pack | valu pack | bnls | bone-in | | | | | | | | | |
| MT (cont) | Albertsons SW | n/i | A | | BOG3 | | | | | | | | | BOG3 | | | | | | | | | | | | |
| | | n/i | | | 2.99 | | | | | | | | 2.99 | | 2.66 | | | 1.77 | | | | | 2.49 | 3.99 | | |
| | | Johnsonville Signature Café | | | | | | | | | | | | | | | | | | | | | | 3.99 | | |
| | Associated Foods | Smithfield | | | | 3.69 | | | | | | | | | 4.99 | 2.49 | | | | | | | | 6.49 | | |
| | | Johnsonville | | | | | | | | | | | | | | | | | | | | | | 3.33 | | |
| | | Johnsonville | | | | | 2.99 | | | | | | | | | 1.79 | | 1.59 | | | | | | | | |
| | Family Foods | n/i | | | | 2.79 | | | | | | | | | | | | | | | | | | | | |
| | | Prairie Fresh Johnsonville | | | | | | | | | | | | | | 2.99 | | | | | | | | | 3.16 | |
| | Harvest Foods | Prairie Fresh Johnsonville | | | | 2.48 | 2.99 | | 1.49 | | | 2.48 | | | | | 2.98 | 2.48 | | | | | | | 2.48 | |
| | | Johnsonville Longhorn | | | | | | | | | | | | | | | | | | | | | | | 4.98 | |
| | IGA Markets | n/i | | | | | 3.49 | | | | | 2.49 | | | | | | | | | | | | | 3.33 | |
| | | Johnsonville | | | | | | | | | | | | | | | | | | | | | | | 3.33 | |
| | Lucky's Market | n/i | | | | | | | | | | | | 2.49 | | | | | | | | | | | 3.16 | |
| | Reynold's | n/i | | | | | 2.99 | | | | | | | | | 1.99 | | 0.99 | | | | | | | 3.16 | |
| | | Johnsonville | | | | | | | | | | | | | | | | | | | | | | | 2.49 | |
| | Rosauer's | Prairie Fresh Johnsonville | | | | | 2.89 | | | | | 2.69 | | | | | | | | | | | | | 2.49 | |
| | | Johnsonville Longhorn | | | | | | | | | | | | | | | | | | | | | | | 4.99 | |
| | Smith's | n/i | | | | 1.99 | 2.79 | | | | | | | | | | 3.49 | | | | | | | 1.99 | | 9.99 |
| | | Johnsonville | | | | | | | | | | | | | | | | | | | | | | | 2.49 | |
| | Stokes Market | n/i | | | | | 2.99 | | | | | | | | | 1.99 | | 0.99 | | | | | | | | 2.49 |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | | | 3.16 | | | |
| Super 1 Foods | Johnsonville | | | | | | | | | | | | | | | | | | | | | | 2.48 | | | |
| | Prairie Fresh Johnsonville | | | | 2.88 | | | | | | | | | | | | | | | | | | | 2.48 | | |
| | Johnsonville Longhorn | | | | | | | | | | | | | | | | | | | | | | | 4.98 | | |
| SuperVALU Stores | n/i | | | | 2.99 | | | | | | | | | 2.99 | | | | | | | | | | | | |
| Three Bears | n/i | | | 2.19 | | | | | | | | | | | | | | | | | | | | | | |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | | | | 4.17 | | |
| Walmart | Smithfield | | | | 2.97 | | | | | | | | | | | | | | | | | | | | | |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | | | | 3.32 | | |

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Independence Day 2017

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PORK

| State | Supermarket | Brand | Key | Spareribs | | | | Country Style | | Pork Chops/Steaks | | | | | | | | Loin | | Fresh Sausage | Deli Ribs per lb. | | | | | |
|-------------------|--------------------|---------------|-----|------------|----------|-----------|---------|---------------|---------|-------------------|---------|----------------|-----------|-------------|-----------|-------------|---------|-------|--------|---------------|-------------------|------|------|------|-------|------|
| | | | | Whole Rack | Back Rib | St. Louis | Riblets | Ribs | | Rib End | | Bone-in Center | | Bnls Center | | Sirloin End | | Ass't | Tender | | | Bnls | | | | |
| | | | | | | | | bnls | bone-in | bnls | bone-in | reg pack | valu pack | reg pack | valu pack | bnls | bone-in | | | | | | | | | |
| OR | Albertsons PrtInd | n/i | A | | 2.99 | 2.99 | | | | | | | | | 3.99 | | 1.29 | | | | | 5.49 | | | | |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | | 3.33 | | | | |
| | Associated Foods | Smithfield | | | | 3.69 | | | | | | | | | | 2.49 | | | | | | | | 6.49 | | |
| | n/i | Johnsonville | | | | | | | | | | | | | | | | | | | | | 3.33 | | | |
| | n/i | Johnsonville | | | | 2.99 | | | | | | | | | 1.79 | | 1.59 | | | | | | | 3.33 | | |
| | CenterPlace | Prairie Fresh | | | | 3.48 | 2.98 | | 2.48 | | | | | | 2.48 | | | | | | | | | 2.48 | | |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | | | | 2.48 | | |
| | Family Foods | n/i | | | | 2.79 | | | | | | | | | | | 2.99 | | | | | | | | 3.16 | |
| | Prairie Fresh | | | | | | | | | | | | | | | | | | | | | | | | 3.16 | |
| | Johnsonville | | | | | | | | | | | | | | | | 3.99 | | | | | | | | 2.65 | |
| | Fred Meyer | n/i | | | | 1.69 | | | | | | | | | | | | | | | | | | | 12.99 | |
| | Kroger | | | | | | | | | | | | | | | | | | | | | | | | 12.99 | |
| | Fresh Foods Market | | | | | | | | | | | | | | | | | | | | | | | | 12.99 | |
| | Grocery Outlet | n/i | | | | | | | | | | | | | | | | | | | | 1.79 | | | 12.99 | |
| | Harvest Foods | Prairie Fresh | | | | 2.48 | 2.99 | | 1.49 | | | 2.48 | | | | | 2.98 | 2.48 | | | | | | | 2.48 | |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | | | | | 2.48 | |
| | Longhorn | | | | | | | | | | | | | | | | | | | | | | | | | 4.98 |
| | IGA Markets | n/i | | | | | 3.49 | | | | | | | | | | | | | | | | | | | 4.98 |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | | | | | | 3.33 |
| | IGA Market Fresh | n/i | | | | | | 2.49 | | | | 1.99 | | | | | | | | | | | | | | 2.50 |
| Johnsonville | | | | | | | | | | | | | | | | | | | | | | | | 2.50 | | |
| Market of Choice | Beeler's | | | | | | | | | | | | | | | | | | | | | | | 2.50 | | |
| McKay's Market | n/i | | | | | | | | | | | | | | | | | | | | | | | 2.50 | | |
| Johnsonville | | | | | | | | | | | | | | | | | | | | | | | | 2.50 | | |
| Quality Food Cntr | n/i | | | | | | | | | | | | | | | | | | | | | | | 2.50 | | |
| Isernio's | | | | | | | | | | | | | | | | | | | | | | | | 2.50 | | |
| Johnsonville | | | | | | | | | | | | | | | | | | | | | | | | 2.50 | | |
| Rays Food Place | Smithfield | | | | | | | | | | | | | | | | | | | | | | | 2.50 | | |
| Johnsonville | | | | | | | | | | | | | | | | | | | | | | | | 2.50 | | |
| Red Apple | Longhorn | | | | | | | | | | | | | | | | | | | | | | | 2.50 | | |
| Johnsonville | | | | | | | | | | | | | | | | | | | | | | | | 2.50 | | |
| n/i | | | | | | | | | | | | | | | | | | | | | | | | 2.50 | | |
| | | | | | | | | | | | | | | | | | | | | | | | | 2.50 | | |

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PORK

| State | Supermarket | Brand | Key | Spareribs | | | | Country Style | | Pork Chops/Steaks | | | | | | | | Loin | | Fresh Sausage | Deli Ribs per lb. | | | | |
|---------------------|------------------|---|------|------------|----------|-----------|---------|---------------|---------|-------------------|---------|----------------|-----------|-------------|-----------|-------------|---------|-------|--------|---------------|-------------------|------|------|-------|------|
| | | | | Whole Rack | Back Rib | St. Louis | Riblets | Ribs | | Rib End | | Bone-in Center | | Bnls Center | | Sirloin End | | Ass't | Tender | | | Bnls | | | |
| | | | | | | | | bnls | bone-in | bnls | bone-in | reg pack | valu pack | reg pack | valu pack | bnls | bone-in | | | | | | | | |
| OR <i>(cont)</i> | Rosauer's | Prairie Fresh Johnsonville Longhorn | L | | 2.89 | | | | | | 2.69 | | | | | | | | | | | 2.49 | 4.99 | | |
| | Roth's | n/i | | | 2.99 | 2.99 | | | | | | | | | | | | | | | | | | | |
| | Safeway Portland | Carlton Farms n/i | | | 2.77 | 2.77 | | | | 1.77 | | | | | 3.99 | | | | | | | | | | 2.92 |
| | Select Markets | Johnsonville n/i | | | | | 2.49 | | | 1.99 | | 2.29 | | | | | | | | | | | | | 2.50 |
| | Thriftway of OR | Johnsonville n/i | | | 2.99 | 2.99 | | | | 2.49 | | 2.69 | | | | | | | | | | | | | 2.92 |
| | Walmart | Smithfield Johnsonville | | | 2.97 | | | | | | | | | | | | | | | | | | | | 3.32 |
| | Whole Foods NW | n/i | | A | 5.99 | | | | | | | | | | | | | | | | | | | | |
| | WA | Albertsons PrtInd | n/i | | 2.99 | 2.99 | | | | | | | | | 3.99 | | 1.29 | | | | | | | | 5.49 |
| CenterPlace | | Johnsonville Prairie Fresh Johnsonville | | 3.48 | 2.98 | | 2.48 | | | | | | 2.48 | | | | | | | | | | 3.33 | | |
| Family Foods | | n/i | | 2.79 | | | | | | | | | | | | | | | | | | | 2.48 | | |
| Fred Meyer | | Prairie Fresh Johnsonville | | | | | | | | | | | | | 2.99 | | | | | | | | | 3.16 | |
| | | n/i | | 1.69 | | | | | | | | | | | 3.99 | | | | | | | | | 2.65 | |
| | | Kroger Fresh Foods Market | | | | | | | | | | | | | | | | | | | | | | 12.99 | |
| Grocery Outlet | | n/i | | | | | | | | | | | | | | | | | | | 1.79 | | 4.99 | | |
| Haggen's | | n/i | | 2.99 | | | 1.99 | | | | | | | 3.99 | | | | | | | | | 2.48 | | |
| Harvest Foods | | Prairie Fresh Johnsonville | | 2.48 | 2.99 | | 1.49 | | | | 2.48 | | | | 2.98 | 2.48 | | | | | | | | 2.48 | |
| | | Longhorn | | | | | | | | | | | | | | | | | | | | | | 4.98 | |
| IGA Markets | | n/i | | 3.49 | | | | | | | 2.49 | | | | | | | | | | | | 3.33 | | |
| IGA Market Fresh | Johnsonville n/i | | | | 2.49 | | | 1.99 | | 2.29 | | | | | | | | | | | | 2.50 | | | |
| Island Pacific | Johnsonville n/i | | 2.59 | | | | | | | | | | | | | | | | | | | | | | |

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PORK

| State | Supermarket | Brand | Key | Spareribs | | | | Country Style | | Pork Chops/Steaks | | | | | | | | Loin | | Fresh Sausage | Deli Ribs per lb. | | | | |
|-----------------|----------------------------|----------------------------|-----|------------|----------|-----------|----------|---------------|---------|-------------------|---------|----------------|-----------|-------------|-----------|-------------|---------|-------|--------|---------------|-------------------|------|------|------|------|
| | | | | Whole Rack | Back Rib | St. Louis | Ribslets | Ribs | | Rib End | | Bone-in Center | | Bnls Center | | Sirloin End | | Ass't | Tender | | | Bnls | | | |
| | | | | | | | | bnls | bone-in | bnls | bone-in | reg pack | valu pack | reg pack | valu pack | bnls | bone-in | | | | | | | | |
| WA (cont) | Metropolitan | n/i | | | | | | | | | | | | 3.99 | | | | | | | | | | | |
| | Meyers Group IGA | Prairie Fresh Johnsonville | | | 3.79 | | | | | 2.49 | | | | | | | | | | | | 3.33 | | | |
| | PCC Natural | Beeler's | A | 3.99 | | | | | | | | | | | | | | | | | | | | | |
| | Quality Food Cntr | n/i | | | 2.48 | | | | | | | | | | | | | | | | | | 9.99 | | |
| | | Isernio's Johnsonville | L | | | | | | | | | | | | | | | | | | | | 4.79 | | |
| | Rosauer's | Prairie Fresh Johnsonville | | | 2.89 | | | | | 2.69 | | | | | | | | | | | | | 2.92 | | |
| | | Longhorn | | | | | | | | | | | | | | | | | | | | | 2.49 | | |
| | Saar's | n/i | | 1.68 | | | 1.28 | 1.48 | | | | | | | | | 0.99 | | | | | | | 4.99 | |
| | Safeway Portland | n/i | | | 2.77 | 2.77 | | | 1.77 | | | | | | | 3.99 | | | | | | | | 2.92 | |
| | | Johnsonville | | | | | | | | | | | | | | | | | | | | | | 2.08 | |
| | Safeway Seattle | n/i | | | 2.77 | 2.77 | | | 1.77 | | | | | | | 3.99 | | | 3.99 | | | | | 2.92 | |
| | | Johnsonville | | | | | | | | | | | | | | | | | | | | | | 2.08 | |
| | Seafood City | n/i | | | | | | | | | | | | | | | | | | | | | | 2.50 | |
| | Select Markets | n/i | | | | 2.49 | | | 1.99 | 2.29 | | | | | | | | | | | 2.79 | | | 2.48 | |
| | | Johnsonville | | | | | | | | | | | | | | | | | | | | | | 2.48 | |
| | Super 1 Foods | Johnsonville | | | | 2.88 | | | | | | | | | | | | | | | | | | 4.98 | |
| | | Prairie Fresh Longhorn | | | | | | | | | | | | | | | | | | | | | | 4.98 | |
| | The Markets | n/i | | 2.48 | 2.45 | | | | | 1.75 | | | | | | | | | | | | | | | 3.29 |
| | | Johnsonville | | | | | | | | | | | | | | | | | | | | | | | 2.49 |
| | Thriftway | n/i | | | 2.99 | 2.99 | | | | 2.49 | 2.69 | | | | | | | | | | | | | | 2.49 |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | | | | 2.92 | |
| Thriftway of OR | n/i | | | 2.99 | 2.99 | | | | 2.49 | 2.69 | | | | | | | | | | | | | | 2.92 | |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | | | | 2.92 | |
| Town & Country | Niman Ranch | A | | | 3.48 | | | | | | | | | | | | | | | | | | | 3.32 | |
| | n/i | | | | 3.99 | | | | | | | | | | | | | | | | | | | 3.32 | |
| Walmart | Smithfield Johnsonville | | | | 2.97 | | | | | | | | | | | | | | | | | | | 3.32 | |
| Whole Foods NW | n/i | A | | | 5.99 | | | | | | | | | | | | | | | | | | | 3.32 | |
| Yoke's Fresh | Prairie Fresh Johnsonville | | | | 2.77 | | | 2.49 | 2.29 | | | | | | | | | | 3.49 | | | | | 2.49 | |

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PORK

| State | Supermarket | Brand | Key | Spareribs | | | | Country Style | | Pork Chops/Steaks | | | | | | | | Loin | | Fresh Sausage | Deli Ribs per lb. | | | | |
|-------|-----------------|------------------|-----|--------------|----------|-----------|---------|---------------|---------|-------------------|---------|----------------|-----------|-------------|-----------|-------------|---------|-------|--------|---------------|-------------------|------|------|------|------|
| | | | | Whole Rack | Back Rib | St. Louis | Riblets | Ribs | | Rib End | | Bone-in Center | | Bnls Center | | Sirloin End | | Ass't | Tender | | | Bnls | | | |
| | | | | | | | | bnls | bone-in | bnls | bone-in | reg pack | valu pack | reg pack | valu pack | bnls | bone-in | | | | | | | | |
| WY | Affiliated MW | Johnsonville | A | | | | | | | | | | | | | | | | | | 3.33 | | | | |
| | | n/i | | | | | | | | | | | | | | | | | | | | | | | |
| | | n/i | | | | | | | | | | | | | | | | | | | | | | | |
| | | Hormel | | | | | | | | | | | | | | | | | | | | | | | |
| | | Albertsons Mntn | | n/i | | 2.49 | 2.77 | 2.77 | | | | | | | | | | | | | | | | 4.99 | |
| | | Smithfield | | | | | | | | | | | | | | | | | | | | | | | |
| | | Hometown Butcher | | | | | | | | 1.99 | | | | | | | | | | | | | | | |
| | | Johnsonville | | | | | | | | | | | | | | | | | | | | | | 2.49 | |
| | | Albertsons SW | | n/i | | | | BOG3 | | | | | | | | | | | | | | | | | |
| | | | | n/i | | | | 2.99 | | | | | | 2.99 | | | | | | 1.77 | | | | | |
| | | Johnsonville | | | | | | | | | | | | | | | | | | | | | | 2.49 | |
| | | Signature Café | | | | | | | | | | | | | | | | | | | | | | 3.99 | |
| | | Associated Foods | | Smithfield | | | | 3.69 | | | | | | | | 4.99 | 2.49 | | | | | | | | |
| | | | | n/i | | | | | | | | | | | | | | | | | | | | 6.49 | |
| | | Johnsonville | | | | | | | | | | | | | | | | | | | | | | 3.33 | |
| | | n/i | | | | | | 2.99 | | | | | | | | 1.79 | | | 1.59 | | | | | 2.91 | |
| | | Food Pride | | Johnsonville | | | | | | 1.79 | | | | | | | | | | | | | | 2.91 | |
| | | n/i | | | | | | 3.29 | | | | | | | | | | | | | | | | | |
| | | IGA Markets | | n/i | | | | 3.49 | | | | | | 2.49 | | | | | | | | | | | |
| | | n/i | | | | | | | | | | | | | | | | | | | | | | 3.33 | |
| | | King Soopers | | n/i | | 1.49 | 2.99 | | | | | | | | 3.49 | | | | | | 2.99 | | | | 9.99 |
| | | Johnsonville | | | | | | | | | | | | | | | | | | | | | | 2.49 | |
| | | Lucky's Market | | n/i | | | | 4.99 | | | | | | | | | | | | | | | | 4.99 | |
| | | n/i | | | | | | | | | | | | | | | | | | | | | | 4.99 | |
| | | Ridley's | | n/i | | | | 2.74 | | | | | | | | | | | | | | | | 4.99 | |
| | | n/i | | | | | | | | | | | | | | | | | | | | | | 4.99 | |
| | Swaggerty's | | | | | | | | | | | | | | | | | | | | | 2.08 | | | |
| | Safeway Denver | n/i | | | | 3.69 | 2.99 | 1.59 | 2.49 | 1.59 | | | | | | | | | | | | | | | |
| | Open Nature | | | | | | | | | | | | | | | | | | | | | | | | |
| | Signature Farms | | | | | | | | | | | | | 6.99 | | | | | | | | | | | |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | | 2.49 | | | |
| | Smith's | n/i | | 1.99 | 2.79 | | | | | | | | | | | | | | | | 1.99 | | 9.99 | | |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | | 2.49 | | | |
| | Walmart | Smithfield | | | | 2.97 | | | | | | | | | | | | | | | | | | | |
| | Johnsonville | | | | | | | | | | | | | | | | | | | | | 3.32 | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Independence Day 2017

prices in \$US per pound unless otherwise noted.

BEEF

| State | Supermarket | Brand | K e y | Steaks for Grilling | | | | | | | | | Ground Beef (lean % where noted) | | | | | | | | Cond. | | |
|--|----------------|-----------------|-------------|---------------------|------|--------|--------------|------------|-------|-------------|--------------|--------------|----------------------------------|-------|-----------|-------|--------|-------|--------|-------|-------|---------|---------|
| | | | | Ribeye | | T-Bone | Porter House | Strip Loin | | Top Sirloin | London Broil | Inside Skirt | 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 | ACME Markets | Lancaster Brand | C | | | | | 5.77 | | | | | | | | | | | | | | value | |
| | | Lancaster Brand | C | 9.99 | | 9.99 | 9.99 | | | | | | | | | | | | | | | | |
| | Adams Market | Angus | C | | | | | | | | | | | | | | | | | | | | |
| | | Angus | P | | | | | | | 6.99 | | | | | | | | | | | | | |
| | | Strauss | G | | | | | | | | | | | | | | | | | | | | |
| | | n/i | | | | 5.99 | 5.99 | | | | | | | | | | | | | | | value | |
| | AF Basket | n/i | C | | | | | 7.99 | | 5.99 | | | | | | | | | | | | | |
| | | n/i | | | | | | | | | | | | | | | | | | | | | |
| | AG New England | n/i | | | | | | | | | | | | | | | | | | | | | |
| | | n/i | S | | | | | | | | | | | | | | | | | | | | |
| | ALDI | Black Angus | C | | | | | | | 8.49 | 4.99 | | | | | | | | | | | | |
| | | n/i | | | | | | | | | | | | | | | | | | | | | |
| | Associated | n/i | C | | | | | | | 4.99 | 2.99 | | | | | | | | | | | | |
| | Best Market | Angus | C | 5.97 | | | | | | | | | | | | | | | | | | value | |
| | | Angus | C | 7.97 | | | 8.77 | 6.97 | 7.77 | 4.77 | 3.97 | | | | | | | | | | 4.47 | 4.77 | |
| | | Angus | C | | | | | 4.97 | | | | | | | | | | | | | | 90% | |
| | | n/i | | | | | | | | | | | | | | | | | | | | limit 2 | |
| | | n/i | | | | | | | | | | | | | | | | | | | | limit 2 | |
| | | n/i | | | | | | | | | | | | | | | | | | | | 80% | |
| | | n/i | | | | | | | | | | | | | | | | | | | | | |
| | Big Y | Nature Source | A | | | | | | | | | | | | | | | | | | | | |
| | | Big Y | | 5.99 | | | | | | | | | | | | | | | | | | | |
| | | Angus | C | 7.99 | | | | | | | | | | | | | | | | | | | |
| | | Angus | A | | | | 12.99 | | 13.99 | 8.99 | | | | | | | | | | | | | |
| | | Vermont Country | G | | | | | | | | | | | | | | | | | | | | |
| | Bravo | Dakota Organic | O | | | | | | | | | | | | | | | | | | | | |
| | | n/i | C | | | | | | | | | | | | | | | | | | | | |
| | Compare Foods | Compare | | | | | | | | | | | | | | | | | | | | | |
| | | n/i | C | | | | | | | | | | | | | | | | | | | | |
| | | n/i | C | | | | | 6.99 | | 8.99 | 4.99 | | | | | | | | | | | value | |
| | C-Town | Dakota Organic | O | | | | | | | | | | | | | | | | | | | | |
| | | n/i | | | | | | | | | | | | | | | | | | | | | |
| | | n/i | C | | | | | | | | | | | | | | | | | | | | |
| | Fairway Foods | n/i | C | | | | | 9.99 | 5.99 | | | | | | | | | | | | | value | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

prices in \$US per pound unless otherwise noted.

Independence Day 2017

BEEF

| State | Supermarket | Brand | Key | Steaks for Grilling | | | | | | | | | Ground Beef (lean % where noted) | | | | | | | | Cond. | | |
|--------------|------------------|-----------------|-----|---------------------|------|--------|--------------|------------|-------|-------------|--------------|--------------|----------------------------------|-------|-----------|-------|--------|-------|--------|-------|-------------|-------------|---------|
| | | | | Ribeye | | T-Bone | Porter House | Strip Loin | | Top Sirloin | London Broil | Inside Skirt | 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 (cont) | Stop & Shop | Laura's Lean | A | | | | | | | | | | | | | | | | | | | | |
| | | n/i | | | | | | | | | | | | | | | | | | | | | |
| | Butcher Shop | | C | | | 5.77 | 5.77 | | | | | | | | | | | | | | 3.99 | 85% limit 1 | |
| | The Fresh Market | n/i | | | | | | | | | | | | 3.99 | | | | | | | | | |
| | n/i | | C | | | | 12.99 | | | | | | | | | | | | | | | | |
| Trader Joe's | Trader Joe's | | C | | | | | | 12.99 | | | | | | | | | | | | | | |
| | Trader Joe's | | O | | | | | | | | | | | | | | 6.99 | | | | | | |
| Walmart | Marketside | | O | | | | | | | | | | | | | 5.98 | | | | | | | |
| DC | ALDI | Black Angus | C | | | | | 8.49 | 4.99 | | | 6.49 | | | | | | | | | | | |
| | | n/i | | | | | | | | | | | 1.79 | | | | | | | | | 3.99 | |
| | Giant Foods | n/i | | | | | | | | | | | | | | | 3.49 | | | | | 3.99 | |
| | | Butcher Shop | | C | | | 4.99 | 4.99 | | | | | | | | | | | | | | 85% limit 1 | |
| | | Butcher Shop | | C | | | 7.99 | 7.99 | | | | | | | | | | | | | | | |
| | Harris Teeter | n/i | | | | | | | | | | | 2.49 | | | | | | | | | | |
| | | HT Rancher | | C | | 10.97 | | 9.97 | 9.97 | | | 6.97 | | | | 3.49 | | | | | 4.99 | | |
| | | HT Reserve | | C | | | | | | | | 7.97 | | | | | | | | | | | |
| | | DK Natural | | O | | | | | | | | | | | | 8.99 | | | | | | | |
| | Safeway Eastern | n/i | | C | | | 5.99 | 5.99 | | | | | | | | | | | | | | value | |
| | n/i | | C | | | 12.99 | | | | | | 4.99 | | | | | | | | | | | |
| | n/i | | | | | | | | | | | | | | 2.88 | | | | | | | | |
| Save-a-Lot | n/i | | | | | 5.99 | 4.99 | | | | | | 1.99 | | | | | | | | | | |
| Trader Joe's | Trader Joe's | | C | | | | | | | 12.99 | | | | | | | | | | | | | |
| | Trader Joe's | | O | | | | | | | | | | | | | | 6.99 | | | | | | |
| Walmart | Marketside | | O | | | | | | | | | | | | | 5.98 | | | | | | | |
| DE | ACME Markets | Lancaster Brand | C | | | | | 5.77 | | | | | | | | | | | | | | value | |
| | | Lancaster Brand | C | 9.99 | | 9.99 | 9.99 | | | | | BOGO | | | 3.79 | | 4.69 | | | | | | |
| | ALDI | Black Angus | C | | | | | | 8.49 | 4.99 | | 6.49 | | | | | | | | | | | |
| | | n/i | | | | | | | | | | | | 1.79 | | | | | | | 3.99 | 80% card | |
| | Food Lion | n/i | | | | 7.99 | | | | | | | | | | | | | | | 3.79 | 73% | |
| | | n/i | | | | | | | | | | | | | | | | | | | | | |
| | Fresh Grocer | n/i | | | | | | | | | | | 1.88 | | | | | | | | | | |
| Giant Foods | n/i | | | | | | | | | | | | | | | | 3.49 | | | 3.99 | 85% limit 1 | | |
| | Butcher Shop | | C | | | 4.99 | 4.99 | | | | | | | | | | | | | | | | |
| | Butcher Shop | | C | | | 7.99 | 7.99 | | | | | | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

prices in \$US per pound unless otherwise noted.

Independence Day 2017

BEEF

| State | Supermarket | Brand | K e y | Steaks for Grilling | | | | | | | | | Ground Beef (lean % where noted) | | | | | | | | Cond. | | |
|---------------------|-------------------|------------------|-------------|---------------------|-------|--------|--------------|------------|-------|-------------|--------------|--------------|----------------------------------|-------|-----------|-------|--------|-------|--------|-------|-------|---------|---------|
| | | | | Ribeye | | T-Bone | Porter House | Strip Loin | | Top Sirloin | London Broil | Inside Skirt | 73-75% | | 80%/Chuck | | 85-90% | | 93-95% | | | Sirloin | Patties |
| | | | | bone-in | bnls | | | bone-in | bnls | | | | reg | value | reg | value | reg | value | reg | value | | | |
| DE <i>(cont)</i> | Great Valu Market | n/i | | | | | | | | | | | 1.99 | | | | | | | | 2.99 | 75% | |
| | Star Ranch | C | | 7.99 | 8.99 | 8.99 | | 4.99 | 2.99 | | | | | | | | | | | | | | |
| | Harris Teeter | n/i | | | | | | | | | | | 2.49 | | | | | | | | | | |
| | HT Rancher | C | | 10.97 | | 9.97 | 9.97 | 6.97 | | | | | | 3.49 | | | 4.99 | | | | | | |
| | HT Reserve | C | | | | | | 7.97 | | | | | | | | | | | | | | | |
| | DK Natural | O | | | | | | | | | | | | | | 8.99 | | | | | | | |
| | IGA Stores NJ/PA | n/i | | | | | | 4.99 | 2.99 | | | | | 3.99 | | 4.99 | | | | | | | |
| | Redner's | n/i | | | 5.98 | 5.98 | 4.98 | | | | | | | | | | | | | | | value | |
| | Wild Harvest | A | | | | | | | 9.99 | | | | | 3.99 | | | | | | | | | |
| | Wild Harvest | O | | | | | | | | | | | | | | 4.49 | | | | | | | |
| | Safeway Eastern | n/i | C | | | 5.99 | 5.99 | | | | | | | | | | | | | | | value | |
| | | n/i | C | | 12.99 | | | | | 4.99 | | | | | | | | | | | | | |
| | | n/i | | | | | | | | | | | | | 2.88 | | | | | | | | |
| | Save-a-Lot | n/i | | | 5.99 | 4.99 | | | | | | | | 1.99 | | | | | | | | | value |
| | ShopRite | n/i | C | | | | | | | 2.49 | | | | | | | | | | | | | limit 1 |
| | | n/i | C | | | 7.99 | 7.99 | | | | 3.99 | | | | | | | | | | | | |
| | | Angus | C | | | | | | | | 2.99 | | | | | | | | | | | | limit 1 |
| | | Angus | C | | | 8.99 | 8.99 | | | | 4.49 | | | | | | | | | | | | |
| | | Farm Promise | A | | | | | | | | | | | | | | | | | | | 6.19 | 80% AU |
| | | Nature's Reserve | | | | | | | | | | 6.99 | | | | | | | | | | | |
| | | Grass Run Farms | G | | | | | | | | | | | | | | 5.99 | | | | | | |
| | ShurSave | n/i | | | | | | | | | | 6.99 | | | | 3.79 | 3.39 | | | | | | |
| | | Angus | C | | | 11.99 | 11.99 | | | | | | | | | | | | | | | | value |
| | The Fresh Market | n/i | | | | | | | | | | | | | | 3.99 | | | | | | | |
| | n/i | C | | | | 12.99 | | | | | | | | | | | | | | | | | |
| Trader Joe's | Trader Joe's | C | | | | | | | 12.99 | | | | | | | | | | | | | | |
| | Trader Joe's | O | | | | | | | | | | | | | | | 6.99 | | | | | | |
| Walmart | Marketside | O | | | | | | | | | | | | | | | 5.98 | | | | | | |
| Weis Markets | n/i | C | | | 5.88 | 5.88 | 5.88 | | | | | | | | | | | | | | | | |
| | Angus | C | | | | | | | 7.49 | 4.69 | | | | | | | | | | | | | |
| | n/i | | | | | | | | | | | | | 3.68 | | | | | | | | | |
| | n/i | G | | | | | 7.00 | | | | | | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

prices in \$US per pound unless otherwise noted.

Independence Day 2017

BEEF

| State | Supermarket | Brand | K e y | Steaks for Grilling | | | | | | | | | Ground Beef (lean % where noted) | | | | | | | | Cond. | | | |
|-------|-------------------------|------------------|-------------|---------------------|------|--------|--------------|------------|------|-------------|--------------|--------------|----------------------------------|-------|-----------|-------|--------|-------|--------|-------|-------|---------|---------|-------|
| | | | | Ribeye | | T-Bone | Porter House | Strip Loin | | Top Sirloin | London Broil | Inside Skirt | 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 | Adams Market | Angus | C | | | | | | | 2.99 | | | | | | | | | | | | | | |
| | | Angus | P | | | | | | 6.99 | 4.99 | | | | | | | | | | | | | | |
| | | Strauss | G | | | | | | | 15.99 | | | | | | 9.99 | | | | | | | | |
| | AF Basket | n/i | C | | | 5.99 | 5.99 | | | 5.99 | | | | | | | | | | | | | | value |
| | | n/i | C | | | | | 7.99 | | 5.99 | 2.99 | | | | 3.49 | | | | | | | | | |
| | AG New England | n/i | C | | | | | | | | | | | | | | | | | | | | | |
| | | n/i | S | | | | | | | | | | | | | | | | | | | | | |
| | ALDI | Black Angus | C | | | | | | | 8.49 | 4.99 | | | | | | | | | | | | | |
| | | n/i | C | | | | | | | | | | | | 1.79 | | | | | | | | | 3.99 |
| | Associated Big Y | n/i | C | | | | | | | | 4.99 | 2.99 | | | | | | | | | | | | |
| | | Big Y | C | | 5.99 | | | | | | | 5.99 | | | | | | | | | | | | |
| | Bravo | Angus | C | | 7.99 | | | | | | | | | | | | | | | | | | | |
| | | Angus | A | | | | 12.99 | | | | | | | | | | | | | | | | | |
| | | Vermont Country | G | | | | | | | | | | | | | | | | | | | | | |
| | C-Town | Dakota Organic | O | | | | | | | | | | | | | | | | | | | | | |
| | | n/i | C | | | | | | | | | | | | | | | | | | | | | |
| | Compare Foods | Dakota Organic | O | | | | | | | | | | | | | | | | | | | | | |
| | | n/i | C | | | | | | | | | | | | | | | | | | | | | |
| | | n/i | C | | | | | | | | | | | | | | | | | | | | | |
| | Crosby's Donelan's | Compare | C | | | | | | | | | | | | | | | | | | | | | |
| | | n/i | C | | | | | | | | | | | | | | | | | | | | | |
| | | n/i | C | | | | | | | | | | | | | | | | | | | | | value |
| | Food City Market | Angus | C | | | | | | | | | | | | | | | | | | | | | |
| | | Creekstone Farms | A | | | | | | | | | | | | | | | | | | | | | |
| | | Natural Choice | A | | | | | | | | | | | | | | | | | | | | | |
| | Geissler's Hannaford | n/i | C | | | 9.99 | 9.99 | | | | | | | | | | | | | | | | | |
| | | n/i | S | | | | | | | | | | | | | | | | | | | | | |
| | | n/i | C | | | | | | | | | | | | | | | | | | | | | |
| | Hannaford | n/i | C | | | | | | | | | | | | | | | | | | | | | |
| | | n/i | C | | | | | | | | | | | | | | | | | | | | | |
| n/i | | C | | | | | | | | | | | | | | | | | | | | | card | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

prices in \$US per pound unless otherwise noted.

Independence Day 2017

BEEF

| State | Supermarket | Brand | Key | Steaks for Grilling | | | | | | | | | Ground Beef (lean % where noted) | | | | | | | | Cond. | | | | |
|-----------------|-------------------|-----------------|-----|---------------------|-------|--------|--------------|------------|-------|-------------|--------------|--------------|----------------------------------|-------|-----------|-------|--------|-------|--------|-------|-------|---------|---------|---------|--|
| | | | | Ribeye | | T-Bone | Porter House | Strip Loin | | Top Sirloin | London Broil | Inside Skirt | 73-75% | | 80%/Chuck | | 85-90% | | 93-95% | | | Sirloin | Patties | | |
| | | | | bone-in | bnls | | | bone-in | bnls | | | | reg | value | reg | value | reg | value | reg | value | | | | | |
| MA (cont) | Wegmans | Wegmans | C | 12.99 | | | 12.49 | | 11.99 | | | 17.99 | | | 3.79 | 2.29 | 4.49 | 2.99 | 5.99 | 4.99 | | | value | | |
| | | Wegmans | C | 10.99 | | | | | | | | | | | | | | | | | | | | | |
| | | Wegmans | A | 19.99 | | | | | 19.99 | | | 18.99 | | | 5.99 | | | | | | | | | | |
| | | Wegmans | O | | | | | | | | | | | | | | | | 6.99 | | | 7.49 | | 85% | |
| MD | ACME Markets | Lancaster Brand | C | | | | | 5.77 | | | | | | | | | | | | | | | value | | |
| | | Lancaster Brand | C | 9.99 | | 9.99 | 9.99 | | | | BOGO | | | | 3.79 | | 4.69 | | | | | | | | |
| | ALDI | Black Angus | C | | | | | | 8.49 | 4.99 | | 6.49 | | | | | | | | | | | 3.99 | 80% | |
| | | n/i | C | | | | | | | | | | 1.79 | | | | | | | | | | | | |
| | Associated | n/i | C | | | | | | 4.99 | 2.99 | | | | | | | | | | | | | | | |
| | Food Lion | n/i | C | | 7.99 | | | | | | | | | | | | | | | | | | | card | |
| | | n/i | C | | | | | | | | | | | | | | 3.99 | | | | | | 3.79 | 73% | |
| | Giant Foods | n/i | C | | | | | | | | | | | | | | | 3.49 | | | | | 3.99 | 85% | |
| | | Butcher Shop | C | | | 4.99 | 4.99 | | | | | | | | | | | | | | | | | limit 1 | |
| | Butcher Shop | C | | | 7.99 | 7.99 | | | | | | | | | | | | | | | | | | | |
| | Graul's Market | Angus | C | | | | | | | | 5.99 | | | | | | 4.49 | | | | | | | | |
| | Great Valu Market | n/i | C | | | | | | | | | | 1.99 | | | | | | | | | | 2.99 | 75% | |
| | Star Ranch | n/i | C | | 7.99 | 8.99 | 8.99 | | | 4.99 | 2.99 | | | | | | | | | | | | | | |
| | | n/i | C | | | | | | | | | | 2.49 | | | | | | | | | | | | |
| | Harris Teeter | HT Rancher | C | | 10.97 | | 9.97 | 9.97 | | 6.97 | | | | | 3.49 | | | | | 4.99 | | | | | |
| | | HT Reserve | C | | | | | | | 7.97 | | | | | | | | | | | | | | | |
| | DK Natural | n/i | O | | | | | | | | | | | | | 8.99 | | | | | | | | | |
| | | n/i | C | | | | | | | 4.99 | | | | | | | | | | | | | 2.94 | 80% | |
| | Kennie's Market | Angus | C | | | | | | | | | | | | 3.99 | | | | | | | | | | |
| | | n/i | C | | | | | | | | | | | | | | | | | | | | | | |
| Martins Food | Laura's Lean | A | | | | | | | | | | | | | | | | 5.49 | | | | 3.99 | 85% | | |
| | Giant | C | | | 5.77 | 5.77 | | | | | | | | | | | 2.88 | | | | | | >3 pks | | |
| Butcher Shop | n/i | C | | | 6.77 | 6.77 | | | | | | | | | | | | | | | | | | | |
| | n/i | C | | | 5.98 | 5.98 | 4.98 | | | | | | | | | | | | | | | | value | | |
| Redner's | Wild Harvest | A | | | | | | | | 9.99 | | | | 3.99 | | | | | | | | | | | |
| | Wild Harvest | O | | | | | | | | | | | | | 4.49 | | | | | | | | | | |
| Safeway Eastern | n/i | C | | | 5.99 | 5.99 | | | | | | | | | | | | | | | | | value | | |
| | n/i | C | | 12.99 | | | | | | 4.99 | | | | | | | | | | | | | | | |
| | n/i | C | | | | | | | | | | | | | 2.88 | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Independence Day 2017

prices in \$US per pound unless otherwise noted.

BEEF

| State | Supermarket | Brand | Key | Steaks for Grilling | | | | | | | | | Ground Beef (lean % where noted) | | | | | | | | Cond. | | |
|---------------------|------------------|--------------|-------|---------------------|------|--------|--------------|------------|------|-------------|--------------|--------------|----------------------------------|-------|-----------|-------|--------|-------|--------|-------|-------|---------|---------|
| | | | | Ribeye | | T-Bone | Porter House | Strip Loin | | Top Sirloin | London Broil | Inside Skirt | 73-75% | | 80%/Chuck | | 85-90% | | 93-95% | | | Sirloin | Patties |
| | | | | bone-in | bnls | | | bone-in | bnls | | | | reg | value | reg | value | reg | value | reg | value | | | |
| MD <i>(cont)</i> | Save-a-Lot | n/i | | | 5.99 | 4.99 | | | | | | | 1.99 | | | | | | | | | value | |
| | Shop'n Save | n/i | | | | | | 7.98 | | | | | | | 2.48 | | | | | | | | |
| | Shoppers Food | n/i | S | | | | | 5.99 | | | | | | | | | | | | | | | value |
| | | n/i | | | | | | | | | | | | | | 3.49 | | | | | | | |
| | Wild Harvest | | O | | | | | | | 8.99 | | | | | | | | | | | | | |
| | | | A | | | | | | | | | | | | 3.99 | | | | | | | | |
| | ShopRite | n/i | C | | | | | | | | 2.49 | | | | 2.49 | | | | | | | | limit 1 |
| | | n/i | C | | | 7.99 | 7.99 | | | | 3.99 | | | | 3.29 | | | | | | | | |
| | Angus | | C | | | | | | | | 2.99 | | | | | | | | | | | | limit 1 |
| | | | C | | | 8.99 | 8.99 | | | | 4.49 | | | | | 3.59 | | | | | | | |
| | Farm Promise | | A | | | | | | | | | | | | | | | | | | | 6.19 | 80% AU |
| | | | G | | | | | | | | | | | | | | | 5.99 | | | | | |
| | ShurSave | n/i | | | | | | | | | | | | | 3.79 | 3.39 | | | | | | | |
| | | Angus | C | | | 11.99 | 11.99 | | | | | | | | | | | | | | | | value |
| | The Fresh Market | n/i | | | | | | | | | | | | | 3.99 | | | | | | | | |
| | | n/i | C | | | | | | | | | | | | | | | | | | | | |
| | Trader Joe's | Trader Joe's | C | | | | | | | | 12.99 | | | | | | | | | | | | |
| | | Trader Joe's | O | | | | | | | | | | | | | | | 6.99 | | | | | |
| Walmart | Marketside | O | | | | | | | | | | | | | | | 5.98 | | | | | | |
| | Wegmans | C | 12.99 | | | 12.49 | | | | 11.99 | | | | 3.79 | 2.29 | 4.49 | 2.99 | 5.99 | 4.99 | | | value | |
| Wegmans | Wegmans | C | 10.99 | | | | | | | | | | | | | | | | | | | | |
| | Wegmans | A | 19.99 | | | | | | | 19.99 | | | | 5.99 | | | | | | | | | |
| Wegmans | Wegmans | O | | | | | | | | | | | | | | | | | | | 6.99 | 7.49 | |
| | Wegmans | C | | | 5.88 | 5.88 | | 5.88 | | | | | | | | | | | | | | | |
| Weis Markets | Angus | C | | | | | | | 7.49 | 4.69 | | | | | | | | | | | | | |
| | n/i | | | | | | | | | | | | | 3.68 | | | | | | | | | |
| | n/i | G | | | | | | | | 7.00 | | | | | | | | | | | | | |
| ME | AG New England | n/i | | | | | | | | | | | | | | | 3.59 | | | | | | |
| | n/i | S | | | | | | | 7.49 | | | | | | | | | | | | | | |
| | Food City Market | n/i | S | | | 6.77 | 6.99 | | | 3.99 | | | | | | | | | | | | | |
| | n/i | C | | | | | | | | 6.88 | | 3.49 | | | | | | | | | | | |
| | n/i | | | | | | | | | | | | | 2.99 | | 3.88 | | | | 4.39 | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

prices in \$US per pound unless otherwise noted.

Independence Day 2017

BEEF

| State | Supermarket | Brand | K e y | Steaks for Grilling | | | | | | | | | Ground Beef (lean % where noted) | | | | | | | | Cond. | | |
|------------------|----------------|-------------------|-------------|---------------------|------|--------|--------------|------------|-------|-------------|--------------|--------------|----------------------------------|-------|-----------|-------|--------|-------|--------|-------|-------|---------|---------|
| | | | | Ribeye | | T-Bone | Porter House | Strip Loin | | Top Sirloin | London Broil | Inside Skirt | 73-75% | | 80%/Chuck | | 85-90% | | 93-95% | | | Sirloin | Patties |
| | | | | bone-in | bnls | | | bone-in | bnls | | | | reg | value | reg | value | reg | value | reg | value | | | |
| ME (cont) | Hannaford | Hannaford | C | | | | | | 3.99 | | | | | | | | | | | | | card | |
| | | Hannaford | C | | | | | | 5.99 | | | | | | | | | | | | | | |
| | | Angus | C | | | | | | | | | | | | | | 3.49 | | | | | | |
| | | n/i | | | | | | | | | | | | | | | | | | | 2.99 | 80% | |
| | Save-a-Lot | n/i | | | 5.99 | 4.99 | | | | | | | 1.99 | | | | | | | | | value | |
| | Shaw's | n/i | C | | | | | | 4.99 | | | | | | | | | | | | | | |
| | Trader Joe's | Trader Joe's | C | | | | | | 12.99 | | | | | | | | | | | | | | |
| | Trader Joe's | O | | | | | | | | | | | | | 6.99 | | | | | | | | |
| | Walmart | Marketside | O | | | | | | | | | | | | 5.98 | | | | | | | | |
| NH | AG New England | n/i | | | | | | | | | | | | | | 3.59 | | | | | | | |
| | | n/i | S | | | | | 7.49 | | | | | | | | | | | | | | | |
| | ALDI | Black Angus | C | | | | | 8.49 | 4.99 | | 6.49 | | | 1.79 | | | | | | | 3.99 | 80% | |
| | | n/i | | | | | | | | | | | | | | | | | | | | card | |
| | Hannaford | Hannaford | C | | | | | | 3.99 | | | | | | | | | | | | | | |
| | | Hannaford | C | | | | | | 5.99 | | | | | | | | | | | | | | |
| | | Angus | C | | | | | | | | | | | | | | 3.49 | | | | | | |
| | | n/i | | | | | | | | | | | | | | | | | | | 2.99 | 80% | |
| | Price Chopper | n/i | | | | | | | | | | | | | | | | | | | 4.99 | 80% | |
| | | n/i | | | | | | | | | | | | | | | | | | | 5.29 | 85% | |
| | | Angus | C | | | | | | | | 4.99 | | | | | | | | 5.69 | 5.49 | | | |
| | | Angus | C | 9.99 | | | | 6.99 | | | | | | | | | | | | | | value | |
| | | Butcher's Promise | C | | | | | 4.99 | | | | | | | | | | | | | | value | |
| Save-a-Lot | n/i | | | 5.99 | 4.99 | | | | | | | 1.99 | | | | | | | | | value | | |
| Shaw's | n/i | C | | | | | | | 4.99 | | | | | | | | | | | | value | | |
| The Fresh Market | n/i | | | | | | | | | | | | | 3.99 | | | | | | | | | |
| | n/i | C | | | | | | | | 12.99 | | | | | | | | | | | | | |
| Trader Joe's | Trader Joe's | C | | | | | | | 12.99 | | | | | | | | | | | | | | |
| | Trader Joe's | O | | | | | | | | | | | | | 6.99 | | | | | | | | |
| | Walmart | Marketside | O | | | | | | | | | | | | 5.98 | | | | | | | | |
| NJ | ACME Markets | Lancaster Brand | C | | | | | 5.77 | | | | | | | | | | | | | | value | |
| | | Lancaster Brand | C | 9.99 | | 9.99 | 9.99 | | | | BOGO | | | 3.79 | | 4.69 | | | | | | | |
| | ALDI | Black Angus | C | | | | | 8.49 | 4.99 | | 6.49 | | | | | | | | | | | | |
| | | n/i | | | | | | | | | | | 1.79 | | | | | | | | 3.99 | 80% | |
| | Associated | n/i | C | | | | | | 4.99 | 2.99 | | | | | | | | | | | | | |

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Independence Day 2017

prices in \$US per pound unless otherwise noted.

BEEF

| State | Supermarket | Brand | K e y | Steaks for Grilling | | | | | | | | | Ground Beef (lean % where noted) | | | | | | | | Cond. | | | |
|------------------|-------------------|-------------------|-------------|---------------------|------|--------|--------------|------------|------|-------------|--------------|--------------|----------------------------------|-------|-----------|-------|--------|-------|--------|-------|-------|---------|---------|---------|
| | | | | Ribeye | | T-Bone | Porter House | Strip Loin | | Top Sirloin | London Broil | Inside Skirt | 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) | Best Market | Angus | C | 5.97 | | | | | | | | | | | | | | | | | | value | | |
| | | Angus | C | 7.97 | | 8.77 | 6.97 | 7.77 | 4.77 | 3.97 | | | | | | | | | | 4.47 | 4.77 | 90% | | |
| | | Angus | C | | | | 4.97 | | | | | | | | | | | | | | | limit 2 | | |
| | | | n/i | | | | | | | | | | | 1.97 | | | | | | | | limit 2 | | |
| | | | n/i | | | | | | | | 5.97 | | | 2.77 | | | | | | | 2.97 | 80% | | |
| | | Nature Source | A | | | | | | | 5.77 | | | | | | | | | | | | | | |
| | Bravo | Dakota Organic | O | | | | | | | | | | | | | | 11.99 | | | | | 12.99 | 85% | |
| | | n/i | C | | | | | | 5.99 | | | | | 5.49 | | | | | | | | | | |
| | C-Town | Dakota Organic | O | | | | | | | | | | | | | 11.99 | | | | | | 12.99 | 85% | |
| | | n/i | | | | | | | | | | 3.59 | 3.29 | 3.99 | | 4.99 | | | | | | | | |
| | | n/i | C | | | | | | | | 14.99 | | | | | | | | | | | | | |
| | Compare Foods | Compare | | | | | | | | | | | | | 4.39 | 4.29 | | | | | | | | |
| | | n/i | C | | | | | 8.99 | 4.99 | | 7.99 | | | | | | | | | | | | | |
| | | n/i | C | | | | | 6.99 | | | | | | | | | | | | | | | value | |
| | Fairway Foods | n/i | C | | | | | 9.99 | 5.99 | | | | | | | | | | | | | | value | |
| | Fine Fare | n/i | | | | | | | | | 3.99 | | | | 3.99 | | | | | | | | | |
| | | Meadowlands | | | | | | | | | | | | | | | | | | | | | 4.99 | 80% |
| | Food Bazaar | n/i | | | | | | | | | | | | | | 2.99 | | | | | | 4.99 | | |
| | | n/i | | 9.99 | | 7.99 | 7.99 | 7.99 | | | | | | | | | | | | | | | | value |
| | Foodtown | Rancher's Legend | C | | | 9.99 | 9.99 | | | 4.99 | 3.99 | | | | | | | | | | | | | |
| | | Steakhouse Elite | G | | | | | | | | | | | | | | 7.99 | | | | | | | |
| | Great Valu Market | n/i | | | | | | | | | | | 1.99 | | | | | | | | | 2.99 | 75% | |
| | | Star Ranch | C | | 7.99 | 8.99 | 8.99 | | | 4.99 | 2.99 | | | | | | | | | | | | | |
| | IGA Stores NJ/PA | n/i | | | | | | | | 4.99 | 2.99 | | | | 3.99 | | 4.99 | | | | | | | |
| | Key Foods | n/i | C | | | | | 6.99 | | | | | | | | | | | | | | | | limit 1 |
| | | n/i | C | | | | | 7.99 | 9.99 | 4.99 | | | | | | | | | | | | | | |
| | Kings Market | Kings | P | | | | | | | 6.99 | | | | | | | | | | | | | 5.99 | 90% |
| | | Chairmans Reserve | C | | | 9.99 | | 9.99 | | 5.99 | | | | | | | | | | | | | | |
| | Steakhouse Elite | G | | | | | | | | | | | | | 8.99 | | | | | | | 12.99 | 85% | |
| McCaffrey's | Angus | C | 9.99 | | | | | | | | | | | | | 3.69 | | | | | | 3.99 | 85% | |
| | n/i | C | | | | | | | 4.99 | | | | | | | | | | | | | | | |
| Met Foods | n/i | C | | | | | | | 4.99 | 2.99 | | | | | | | | | | | | | | |
| Morton Williams | n/i | | | | | | | | | | | | | 2.99 | | | | 5.39 | | | | 5.49 | | |
| Murphy's Markets | Angus | C | | | 9.99 | 9.99 | | | | 3.99 | | | | | | 4.99 | | | | | | | | |

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prices in \$US per pound unless otherwise noted.

Independence Day 2017

BEEF

| State | Supermarket | Brand | K e y | Steaks for Grilling | | | | | | | | | Ground Beef (lean % where noted) | | | | | | | | Cond. | | | |
|---------------------|--------------|------------------|-----------------|---------------------|-------|--------|--------------|------------|-------|-------------|--------------|--------------|----------------------------------|-------|-----------|-------|--------|-------|--------|-------|-------|---------|---------|-------|
| | | | | Ribeye | | T-Bone | Porter House | Strip Loin | | Top Sirloin | London Broil | Inside Skirt | 73-75% | | 80%/Chuck | | 85-90% | | 93-95% | | | Sirloin | Patties | |
| | | | | bone-in | bnls | | | bone-in | bnls | | | | reg | value | reg | value | reg | value | reg | value | | | | |
| NJ <i>(cont)</i> | Pioneer | n/i | C | | | | | | | 2.99 | | | | | | | | | | | | | | |
| | Save-a-Lot | n/i | | | 5.99 | 4.99 | | | | | | 1.99 | | | | | | | | | | value | | |
| | Seabra Foods | n/i | | | 6.99 | | | | | | | | | | | | | | | | | | | |
| | ShopRite | n/i | C | | | | | | | 2.49 | | | | 2.49 | | | | | | | | limit 1 | | |
| | | n/i | C | | | 7.99 | 7.99 | | | | 3.99 | | | 3.29 | | | | | | | | | | |
| | | Angus | C | | | | | | | | 2.99 | | | | | | | | | | | | limit 1 | |
| | | Angus | C | | | 8.99 | 8.99 | | | | 4.49 | | | 3.59 | | | | | | | | | | |
| | | Farm Promise | A | | | | | | | | | | | | | | | | | | | 6.19 | 80% AU | |
| | | Nature's Reserve | | | | | | | 6.99 | | | | | | | | | | | | | | | |
| | | Grass Run Farms | G | | | | | | | | | | | | 5.99 | | | | | | | | | |
| | | Stop & Shop | Laura's Lean | A | | | | | | | | | | | | | | 5.49 | | | | | | |
| | | | n/i | | | | | | | | | | | | 2.99 | | 3.49 | | | | | 3.99 | 85% | |
| | | Butcher Shop | | C | | | 5.77 | 5.77 | | | | | | | | | | | | | | | limit 1 | |
| | | Supremo Foods | n/i | | 8.99 | | | | | | 2.99 | | | 2.99 | | | | | | | | | | |
| | | The Fresh Market | n/i | | | | | | | | | | | 3.99 | | | | | | | | | | |
| | | | n/i | C | | | | 12.99 | | | | | | | | | | | | | | | | |
| | | Top Tomato | Black Angus | C | 7.99 | | | | | | 4.99 | | | | | | | | | | | | 3.99 | 80% |
| | | Trader Joe's | Trader Joe's | C | 13.99 | | | | | | | | | | | | | | | | | | 5.99 | 80% |
| | | | Trader Joe's | G | | | | | | | | | | | | 5.99 | | | | | | | | NZ |
| | | Uncle Giuseppe's | Sterling Silver | | | | | 12.99 | 12.99 | | 5.99 | | | | | | | | | | | | | value |
| | | Sterling Silver | | | | | | | | | | | | | | | 4.99 | | | 4.99 | | | | |
| | Walmart | Marketside | O | | | | | | | | | | | | | 5.98 | | | | | | | | |
| | Wegmans | Wegmans | C | 12.99 | | | 12.49 | | | 11.99 | | | | 3.79 | 2.29 | 4.49 | 2.99 | 5.99 | 4.99 | | | | value | |
| | | Wegmans | C | 10.99 | | | | | | | | | | | | | | | | | | | | |
| | | Wegmans | A | 19.99 | | | | | | 19.99 | | | | 5.99 | | | | | | | | | | |
| | | Wegmans | O | | | | | | | | | | | | | | | 6.99 | | | 7.49 | 85% | | |
| | Weis Markets | n/i | C | | | 5.88 | 5.88 | 5.88 | | | | | | | | | | | | | | | | |
| | | Angus | C | | | | | | 7.49 | 4.69 | | | | | | | | | | | | | | |
| | | n/i | | | | | | | | | | | 3.68 | | | | | | | | | | | |
| | | n/i | G | | | | | 7.00 | | | | | | | | | | | | | | | | |
| | Western Beef | n/i | | 6.99 | | | | | | 4.99 | | | | | | | | | | | | | | |
| | | n/i | | | | | | | | 2.99 | | | | | | | | | | | | | | |
| NY | ACME Markets | Lancaster Brand | C | | | | | 5.77 | | | | | | | | | | | | | | | value | |
| | | Lancaster Brand | C | 9.99 | | 9.99 | 9.99 | | | | BOGO | | | 3.79 | | 4.69 | | | | | | | | |

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Independence Day 2017

prices in \$US per pound unless otherwise noted.

BEEF

| State | Supermarket | Brand | Key | Steaks for Grilling | | | | | | | | | Ground Beef (lean % where noted) | | | | | | | | Cond. | | | |
|---------------------|-------------------|----------------|-----|---------------------|------|--------|--------------|------------|------|-------------|--------------|--------------|----------------------------------|-------|-----------|-------|--------|-------|--------|-------|-------|---------|---------|---------|
| | | | | Ribeye | | T-Bone | Porter House | Strip Loin | | Top Sirloin | London Broil | Inside Skirt | 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 <i>(cont)</i> | AF Basket | n/i | C | | | | | 7.99 | | 5.99 | 2.99 | | | 3.49 | | | | | | | | | | |
| | | n/i | | | | | | | | | | | | | 2.99 | | | | | | 3.99 | 80% | | |
| | AG New England | n/i | | | | | | | | | | | | | 3.59 | | | | | | | | | |
| | | n/i | S | | | | | 7.49 | | | | | | | | | | | | | | | | |
| | ALDI | Black Angus | C | | | | | 8.49 | 4.99 | | | 6.49 | | | | | | | | | | | | |
| | | n/i | | | | | | | | | | | | 1.79 | | | | | | | | 3.99 | 80% | |
| | Associated | n/i | C | | | | | | 4.99 | | 2.99 | | | | | | | | | | | | | |
| | Best Market | Angus | C | | 5.97 | | | | | | | | | | | | | | | | | | | value |
| | | Angus | C | | 7.97 | | 8.77 | 6.97 | 7.77 | 4.77 | 3.97 | | | | | | | | | | | 4.47 | 4.77 | 90% |
| | | Angus | C | | | | | 4.97 | | | | | | | | | | | | | | | | limit 2 |
| | | n/i | | | | | | | | | | | | | | 1.97 | | | | | | | | limit 2 |
| | | n/i | | | | | | | | | | | | | | 2.77 | | | | | | | | 80% |
| | | Nature Source | A | | | | | | | | | | 5.77 | | | | | | | | | | | |
| | Big M | 1893 Premium | | | | | | | 6.99 | 4.99 | 2.99 | | | | | | | | | | | | | |
| | Bravo | Dakota Organic | O | | | | | | | | | | | | | | | | | | | | | |
| | | n/i | C | | | | | | | | | | | | | | | | | | | | | |
| | C-Town | Dakota Organic | O | | | | | | | | | | | | | | | | | | | | | |
| | | n/i | | | | | | | | | | | | | | | | | | | | | | |
| | | n/i | C | | | | | | | | | | | | | | | | | | | | | |
| | Compare Foods | Compare | | | | | | | | | | | | | | | | | | | | | | |
| | n/i | C | | | | | | | | | | | | | | | | | | | | | | |
| | n/i | C | | | | | | 6.99 | | | | | | | | | | | | | | | value | |
| D'Agostino's | 1932 Brand | C | | | | | | | | | | 7.99 | 15.99 | | | | | | | | | | | |
| DeCiccio & Sons | Pineland Farms | A | | 14.99 | | 8.99 | 8.99 | 9.99 | | | | 6.99 | | | | | | | | | | | | local |
| DeCiccio Family | Sterling Silver | | | | | | | 9.99 | | | | | | | | | | | | | | | | value |
| | Sterling Silver | | | | | | | 10.99 | | | | | | | | | | | | | | | | |
| Fairway Foods | n/i | C | | | | | | 9.99 | 5.99 | | | | | | | | | | | | | | | value |
| Fine Fare | n/i | | | | | | | | | | | | | | | | | | | | | | | |
| | Meadowlands | | | | | | | | | | | | | | | | | | | | | | | |
| Food Bazaar | n/i | | | | | | | | | | | | | | | | | | | | | | | |
| | n/i | | | 9.99 | | 7.99 | 7.99 | 7.99 | | | | | | | | | | | | | | 4.99 | | 80% |
| Food Emporium | Chairmans Reserve | | | | | | | | | 6.99 | | | | | | | | | | | | | | value |
| Foodtown | Rancher's Legend | C | | | | 9.99 | 9.99 | | | 4.99 | 3.99 | | | | | | | | | | | | | |
| | Steakhouse Elite | G | | | | | | | | | | | | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Independence Day 2017

prices in \$US per pound unless otherwise noted.

BEEF

| State | Supermarket | Brand | K e y | Steaks for Grilling | | | | | | | | | Ground Beef (lean % where noted) | | | | | | | | Cond. | | |
|---------------------|-------------------|-------------------|-------------|---------------------|------|--------|--------------|------------|------|-------------|--------------|--------------|----------------------------------|-------|-----------|-------|--------|-------|--------|-------|-------|---------|---------|
| | | | | Ribeye | | T-Bone | Porter House | Strip Loin | | Top Sirloin | London Broil | Inside Skirt | 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 <i>(cont)</i> | Giunta's | n/i | | | | | 5.99 | 4.99 | | | | | | | | | | | | | | | |
| | | n/i | C | | | | | | | | | | | | | | | | | | | | |
| | Great American | n/i | | | | | | | | | | | | | | | | | | | | | |
| | | 1893 Premium | | | | | | | | | | | | | | | | | | | | | |
| | Gristede's | Clayton's | O | | | | | | | | | | | | | | | | | | | | |
| | | Angus | C | | | | | | | | | | | | | | | | | | | | |
| | Hannaford | Hannaford | C | | | | | | | | | | | | | | | | | | | | |
| | | Hannaford | C | | | | | | | | | | | | | | | | | | | | |
| | | Angus | C | | | | | | | | | | | | | | | | | | | | |
| | | n/i | | | | | | | | | | | | | | | | | | | | | |
| | Key Foods | n/i | C | | | | | | | | | | | | | | | | | | | | |
| | | n/i | C | | | | | | | | | | | | | | | | | | | | |
| | King Kullen | n/i | C | | | | | | | | | | | | | | | | | | | | |
| | | Angus | C | | | | | | | | | | | | | | | | | | | | |
| | Kings Market | Kings | P | | | | | | | | | | | | | | | | | | | | |
| | | Chairmans Reserve | C | | | | | | | | | | | | | | | | | | | | |
| | | Steakhouse Elite | G | | | | | | | | | | | | | | | | | | | | |
| | Market 32 | n/i | | | | | | | | | | | | | | | | | | | | | |
| | | n/i | | | | | | | | | | | | | | | | | | | | | |
| | | Angus | C | | | | | | | | | | | | | | | | | | | | |
| | Angus | C | | | | | | | | | | | | | | | | | | | | | |
| | Butcher's Promise | C | | | | | | | | | | | | | | | | | | | | | |
| Met Foods | n/i | C | | | | | | | | | | | | | | | | | | | | | |
| Morton Williams | n/i | | | | | | | | | | | | | | | | | | | | | | |
| North Shore | n/i | C | | | | | | | | | | | | | | | | | | | | | |
| | n/i | | | | | | | | | | | | | | | | | | | | | | |
| Peck's Market | n/i | S | | | | | | | | | | | | | | | | | | | | | |
| | n/i | | | | | | | | | | | | | | | | | | | | | | |
| Pioneer | n/i | C | | | | | | | | | | | | | | | | | | | | | |
| Price Chopper | n/i | | | | | | | | | | | | | | | | | | | | | | |
| | n/i | | | | | | | | | | | | | | | | | | | | | | |
| | Angus | C | | | | | | | | | | | | | | | | | | | | | |
| | Angus | C | | | | | | | | | | | | | | | | | | | | | |
| | Butcher's Promise | C | | | | | | | | | | | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

prices in \$US per pound unless otherwise noted.

Independence Day 2017

BEEF

| State | Supermarket | Brand | K e y | Steaks for Grilling | | | | | | | | | Ground Beef (lean % where noted) | | | | | | | | Cond. | | | |
|---------------------|------------------|------------------|--------------|---------------------|------|--------|--------------|------------|------|-------------|--------------|--------------|----------------------------------|-------|-----------|-------|--------|-------|--------|-------|-------|---------|---------|-----|
| | | | | Ribeye | | T-Bone | Porter House | Strip Loin | | Top Sirloin | London Broil | Inside Skirt | 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 <i>(cont)</i> | Save-a-Lot | n/i | | | 5.99 | 4.99 | | | | | | | 1.99 | | | | | | | | | value | | |
| | Shop'n Save | n/i | | | | | 7.98 | | | | | | | | 2.48 | | | | | | | | | |
| | ShopRite | n/i | C | | | | | | | 2.49 | | | | | 2.49 | | | | | | | limit 1 | | |
| | | n/i | C | | | 7.99 | 7.99 | | | 3.99 | | | | | 3.29 | | | | | | | | | |
| | | Angus | C | | | | | | | 2.99 | | | | | | | | | | | | | limit 1 | |
| | | Angus | C | | | 8.99 | 8.99 | | | 4.49 | | | | | 3.59 | | | | | | | | | |
| | | Farm Promise | A | | | | | | | | | | | | | | | | | | | 6.19 | 80% AU | |
| | | Nature's Reserve | | | | | | 6.99 | | | | | | | | | | | | | | | | |
| | | Grass Run Farms | G | | | | | | | | | | | | 5.99 | | | | | | | | | |
| | | Stew Leonard's | n/i | C | | | 7.99 | | | | | 7.99 | | | | | | | | | | | | |
| | | Our Ranchers | | | 9.99 | | | | | | | | | | | | | | | | | | | |
| | | Stew's Naked | | A | | | | | | | | | | | 3.99 | | | | | | | 6.99 | 85% | |
| | | Stop & Shop | Laura's Lean | A | | | | | | | | | | | | | | | 5.49 | | | | | |
| | | | n/i | | | | | | | | | | | | 2.99 | | 3.49 | | | | | 3.99 | 85% | |
| | | Butcher Shop | | C | | | 5.77 | 5.77 | | | | | | | | | | | | | | | limit 1 | |
| | | The Fresh Market | n/i | | | | | | | | | | | | 3.99 | | | | | | | | | |
| | | | n/i | C | | | | 12.99 | | | | | | | | | | | | | | | | |
| | | Top Tomato | Black Angus | C | 7.99 | | | | | | 4.99 | | | | | | | | | | | | 3.99 | 80% |
| | | Tops Market | Verde Farms | O | | | | | | | | | | | | | | | | | | | | |
| | | | Open Prairie | A | | | | | | 8.99 | | | | | | | | | | | | | | |
| | | n/i | C | | | | | | 7.99 | | | | | | | | | | | | | | value | |
| | | n/i | | | | | | | | | | | | | 2.29 | | | | | | | | | |
| | Trade Fair | n/i | C | 7.99 | | | | | | 3.49 | 6.99 | | | | | | | | | | | | | |
| | | n/i | H | | | | | | | 3.99 | | | | | | | | 4.99 | | | | | | |
| | Trader Joe's | Trader Joe's | C | | | | | | | 12.99 | | | | | | | | | | | | | | |
| | | Trader Joe's | O | | | | | | | | | | | | | | | | | | | | | |
| | Uncle Giuseppe's | Sterling Silver | | | | | 12.99 | 12.99 | | | 5.99 | | | | | | | | | | | | value | |
| | | Sterling Silver | | | | | | | | | | | | | | | | | | | | 4.99 | 4.99 | |
| | Walmart | Marketside | O | | | | | | | | | | | | | | | 5.98 | | | | | | |
| | Wegmans | Wegmans | C | 12.99 | | | 12.49 | | | | 11.99 | | | | 3.79 | 2.29 | 4.49 | 2.99 | 5.99 | 4.99 | | | | |
| | | Wegmans | C | 10.99 | | | | | | | | | | | | | | | | | | | value | |
| | | Wegmans | A | 19.99 | | | | | | | 19.99 | | | | 5.99 | | | | | | | | | |
| | | Wegmans | O | | | | | | | | | | | | | | | | | | | 6.99 | 7.49 | 85% |

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prices in \$US per pound unless otherwise noted.

Independence Day 2017

BEEF

| State | Supermarket | Brand | Key | Steaks for Grilling | | | | | | | | | Ground Beef (lean % where noted) | | | | | | | | Cond. | | | | |
|-------------------|------------------|-----------------|-----|---------------------|------|--------|--------------|------------|------|-------------|--------------|--------------|----------------------------------|-------|-----------|-------|--------|-------|--------|-------|-------|---------|---------|-------|-----|
| | | | | Ribeye | | T-Bone | Porter House | Strip Loin | | Top Sirloin | London Broil | Inside Skirt | 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) | Weis Markets | n/i | C | | | 5.88 | 5.88 | 5.88 | | | | | | | | | | | | | | | | | |
| | | Angus | C | | | | | | 7.49 | 4.69 | | | | | | | | | | | | | | | |
| | | n/i | | | | | | | | | | | 3.68 | | | | | | | | | | | | |
| | | n/i | G | | | | | 7.00 | | | | | | | | | | | | | | | | | |
| | Western Beef | n/i | | 6.99 | | | | 4.99 | | | 2.99 | | | | | | | | | | | | | | |
| PA | ACME Markets | Lancaster Brand | C | | | | | 5.77 | | | | | | | | | | | | | | value | | | |
| | | Lancaster Brand | C | 9.99 | | 9.99 | 9.99 | | | | BOGO | | | 3.79 | 4.69 | | | | | | | | | | |
| | ALDI | Black Angus | C | | | | | 8.49 | 4.99 | | | 6.49 | | | | | | | | | 3.99 | 80% | | | |
| | | n/i | | | | | | | | | | | 1.79 | | | | | | | | | | | | |
| | Associated | n/i | C | | | | | | 4.99 | 2.99 | | | | | | | | | | | | | | | |
| | Big M | 1893 Premium | | | | | | | 6.99 | 4.99 | 2.99 | | | | 2.88 | | | | | | | | | | |
| | Boyers Food | n/i | | | 6.97 | 6.97 | 5.97 | | | | | | | | | | | | | | | value | | | |
| | | n/i | | | | | | 6.97 | | | | | | | 2.97 | 2.97 | | | | | | 3.97 | 80% | | |
| | Bravo | Dakota Organic | O | | | | | | | | | | | | | | 11.99 | | | | | 12.99 | 85% | | |
| | | n/i | C | | | | | | | 5.99 | | | | | 5.49 | | | | | | | | 12.99 | 85% | |
| | C-Town | Dakota Organic | O | | | | | | | | | | | | | | 11.99 | | | | | | 12.99 | 85% | |
| | | n/i | | | | | | | | | | | | 3.59 | 3.29 | 3.99 | 4.99 | | | | | | | | |
| | | n/i | C | | | | | | | | | 14.99 | | | | | | | | | | | | | |
| | Family Owned | n/i | | | | | | 6.99 | | | | | | | | | | | | | | | value | | |
| | | n/i | | | | | | 7.69 | | | | | | | 3.29 | 2.69 | | | | | | | 3.69 | 80% | |
| | Fine Fare | n/i | | | | | | | | | 3.99 | | | | 3.99 | | | | | | | | 4.99 | 80% | |
| | | Meadowlands | | | | | | | | | | | | | | | | | | | | | 4.99 | 80% | |
| | Food Lion | n/i | C | | 7.99 | | | | | | | | | | | | | | | | | | | card | |
| | | n/i | | | | | | | | | | | | | | | | 3.99 | | | | | | 3.79 | 73% |
| | Foodland | n/i | C | | | | | | 7.99 | | | | | | | | | | | | | | | | |
| | n/i | | | | | | | | | | | | | | | 2.49 | | | | | | | | 4.49 | |
| Foodtown | Rancher's Legend | C | | | 9.99 | 9.99 | | | 4.99 | 3.99 | | | | | | | | | | | | | | | |
| | Steakhouse Elite | G | | | | | | | | | | | | | | | 7.99 | | | | | | | | |
| Fresh Grocer | n/i | | | | | | | | | | | | | 1.88 | | | | | | | | | | | |
| Giant Eagle | n/i | C | | | 7.99 | | | | | | | | | | | | | | | | | | | value | |
| | n/i | | | | | | | | | | | | | | | 2.49 | | | | | | | | | |
| | Market District | C | | | 8.99 | | | | 6.99 | | | | | | 4.59 | | | | | | | | | value | |
| Giant Food Stores | Laura's Lean | A | | | | | | | | | | | | | | | | | | | | | | value | |
| | n/i | | | | | | | | | | | | | | | | 3.49 | 2.88 | | | | | | 3.99 | 85% |

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BEEF

| State | Supermarket | Brand | K e y | Steaks for Grilling | | | | | | | | Ground Beef (lean % where noted) | | | | | | | | Cond. | | | |
|-------------------|----------------------------------|--------------|-------------|---------------------|------|--------|--------------|------------|------|-------------|--------------|----------------------------------|--------|-------|-----------|-------|--------|-------|--------|-------|---------|---------|---------|
| | | | | Ribeye | | T-Bone | Porter House | Strip Loin | | Top Sirloin | London Broil | Inside Skirt | 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 (continued) | Butcher Shop | C | | | 5.77 | 5.77 | | | | | | | | | | | | | | | >3 pks | |
| | | Butcher Shop | C | | | 6.77 | 6.77 | | | | | | | | | | | | | | | | |
| | Great Valu Market | n/i | | | | | | | | | | 1.99 | | | | | | | | | 2.99 | 75% | |
| | | Star Ranch | C | | 7.99 | 8.99 | 8.99 | | 4.99 | 2.99 | | | | | | | | | | | | | |
| | Grocery Outlet | Tyson | | | | | | | | | | 2.20 | | | | | | | | | | | |
| | | Ideal Market | | | | | 5.88 | 5.88 | | | | 2.59 | | | | | | | | | | | |
| | IGA SpartanNash | n/i | S | | | | | | | | | | | | | | | | | | | | |
| | | Angus | | | | | | | | | | | | 5.99 | | | | | | | | | |
| | IGA Stores NJ/PA | n/i | C | | | | 7.99 | | | | | | | | 2.99 | | | | | | | | |
| | | n/i | | | | | | | | 4.99 | 2.99 | | | | | 3.99 | | 4.99 | | | | | |
| | Karn's Foods | n/i | | | | | | | | | | | | | | 3.29 | | 3.49 | | | 4.39 | | |
| | | Angus | C | | | | | | | | | | | | | | | | | | | | |
| | Kennie's Market | n/i | C | | | | | | | | | | | | | | | | | | | 2.94 | 80% |
| | | Angus | | | | | | | | 4.99 | | | | | | | | | | | | | |
| | Key Foods | n/i | C | | | | | | | | | | | | | | | | | | | | limit 1 |
| | | n/i | C | | | | | 6.99 | 9.99 | 4.99 | | | | | | | | | | | | | |
| | Kuhn's Market | n/i | | | | | | | | | | | | | | 2.89 | | | | | 4.99 | 3.29 | 80% |
| | | Landis | C | | | | | | | 9.99 | 6.99 | | | | | | 3.99 | | | | | | |
| | Martins Food | Angus | A | | | | | | | | | | | | | | | | | | | | 5.49 |
| | | Giant | | | | | | | | | | | | | | | | 2.88 | | | 3.99 | | 85% |
| | McCaffrey's | Butcher Shop | C | | | | 5.77 | 5.77 | | | | | | | | | | | | | | | >3 pks |
| | | Butcher Shop | C | | | | 6.77 | 6.77 | | | | | | | | | | | | | | | |
| | Pioneer | Angus | C | 9.99 | | | | | | | | | | | | | | | | | | 3.99 | 85% |
| | | n/i | C | | | | | | | 4.99 | | | | | | | | | | | | | |
| | Price Chopper | n/i | C | | | | | | | | | | | | | | | | | | | 4.99 | 80% |
| | | n/i | | | | | | | | | | | | | | | | | | | | 5.29 | 85% |
| | Pioneer | Angus | C | | | | | | | | | | | | | | | | | | | | |
| | | Angus | C | 9.99 | | | | | | | | | | | | | | | | | | | 5.69 |
| Butcher's Promise | | C | | | | | | | | | | | | | | | | | | | | value | value |

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| State | Supermarket | Brand | K e y | Steaks for Grilling | | | | | | | | | Ground Beef (lean % where noted) | | | | | | | | Cond. | | | | |
|---------------------|------------------|--------------|-------------|---------------------|-------|--------|--------------|------------|------|-------------|--------------|--------------|----------------------------------|-------|-----------|-------|--------|-------|--------|-------|-------|---------|---------|---------|-----|
| | | | | Ribeye | | T-Bone | Porter House | Strip Loin | | Top Sirloin | London Broil | Inside Skirt | 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> | Redner's | n/i | | | | 5.98 | 5.98 | 4.98 | | | | | | | | | | | | | | value | | | |
| | Wild Harvest | A | | | | | | | | 9.99 | | | | 3.99 | | | | | | | | | | | |
| | Wild Harvest | O | | | | | | | | | | | | | 4.49 | | | | | | | | | | |
| | Save-a-Lot | n/i | | | 5.99 | 4.99 | | | | | | | 1.99 | | | | | | | | | | value | | |
| | Shop'n Save | n/i | | | | | | 7.98 | | | | | | | | | | | | | | | | | |
| | ShopRite | n/i | C | | | | | | | | 2.49 | | | | | | | | | | | | limit 1 | | |
| | | n/i | C | | | 7.99 | 7.99 | | | | | 3.99 | | | | | | | | | | | | limit 1 | |
| | | Angus | C | | | | | | | | | 2.99 | | | | | | | | | | | | | |
| | | Angus | C | | | 8.99 | 8.99 | | | | | 4.49 | | | | | | | | | | | | | |
| | | Farm Promise | A | | | | | | | | | | | | | | | | | | | 6.19 | 80% | | |
| | ShurSave | n/i | | | | | | | 6.99 | | | | | | 3.79 | 3.39 | | | | | | | | | |
| | | Angus | C | | | 11.99 | 11.99 | | | | | | | | | | | | | | | | | value | |
| | ShurSave NE PA | ShurSave | | | | 5.99 | 5.99 | | | | | | | | 2.99 | | | | | | | | | | |
| | Sparkle | n/i | C | | | 7.88 | 7.88 | | | 5.99 | | | | | | | | | | | | | 4.99 | 80% | |
| | | n/i | C | | | | | | | | | | | | | | | | | | | | 5.49 | 90% | |
| | Supremo Foods | n/i | | | 8.99 | | | | | | | 2.99 | | | 2.99 | | | | | | | | | | |
| | The Fresh Market | n/i | | | | | | | | | | | | | 3.99 | | | | | | | | | | |
| | | n/i | C | | | | | 12.99 | | | | | | | | | | | | | | | | | |
| | Tops Market | Verde Farms | O | | | | | | | | | | | | | | | | | | | | | | |
| | | Open Prairie | A | | | | | | | | 8.99 | | | | | | | | | | | | | | |
| | n/i | C | | | | | | 7.99 | | | | | | | | | | | | | | | | value | |
| | n/i | | | | | | | | | | | | | 2.29 | | | | | | | | | | | |
| Trader Joe's | Trader Joe's | C | | | | | | | | 12.99 | | | | | | | | | | | | | | | |
| | Trader Joe's | O | | | | | | | | | | | | | | | | | | | | | | | |
| Walmart | Marketside | O | | | | | | | | | | | | | | | | | | | | | | | |
| Wegmans | Wegmans | C | | | 12.99 | | 12.49 | | | | | | | 3.79 | 2.29 | 4.49 | 2.99 | 5.99 | 4.99 | | | | | | |
| | Wegmans | C | | | 10.99 | | | | | | | | | | | | | | | | | | | value | |
| | Wegmans | A | | | 19.99 | | | | | | 19.99 | | | | | | | | | | | | | | |
| | Wegmans | O | | | | | | | | | | | | | | | | | | | | | | | |
| Weis Markets | n/i | C | | | | 5.88 | 5.88 | 5.88 | | | | | | | | | | | | | | | | 7.49 | 85% |
| | Angus | C | | | | | | | | 7.49 | 4.69 | | | | | | | | | | | | | | |
| | n/i | | | | | | | | | | | | | 3.68 | | | | | | | | | | | |
| | n/i | G | | | | | | 7.00 | | | | | | | | | | | | | | | | | |

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|--------------|--------------------|----------------|-----|---------------------|------|--------|--------------|------------|------|-------------|--------------|--------------|----------------------------------|-------|-----------|-------|--------|-------|--------|-------|-------|---------|---------|-------|
| | | | | Ribeye | | T-Bone | Porter House | Strip Loin | | Top Sirloin | London Broil | Inside Skirt | 73-75% | | 80%/Chuck | | 85-90% | | 93-95% | | | Sirloin | Patties | |
| | | | | bone-in | bnls | | | bone-in | bnls | | | | reg | value | reg | value | reg | value | reg | value | | | | |
| RI | Adams Market | Angus | C | | | | | | | 2.99 | | | | | | | | | | | | | | |
| | | Angus | P | | | | | | 6.99 | 4.99 | | | | | | | | | | | | | | |
| | | Strauss | G | | | | | 15.99 | | | | | | | 9.99 | | | | | | | | | |
| | ALDI | n/i | | | 5.99 | 5.99 | | | 5.99 | | | | | | | | | | | | | | value | |
| | | Black Angus | C | | | | | 8.49 | 4.99 | | 6.49 | | | | | | | | | | | | | |
| | Associated | n/i | C | | | | | | 4.99 | 2.99 | | | | 1.79 | | | | | | | | | 3.99 | 80% |
| | | Dakota Organic | O | | | | | | | | | | | | | 11.99 | | | | | | | 12.99 | 85% |
| | Compare Foods | n/i | C | | | | | | 5.99 | | | | | | 5.49 | | | | | | | | | |
| | | Compare | C | | | | | | | | | | | 4.39 | 4.29 | | | | | | | | | |
| | Dave's Marketplace | n/i | C | | | | | | 6.99 | | | | | | | | | | | | | | | value |
| | | n/i | C | | 7.99 | | | | | | | | | | | | | | | | | | | |
| | Save-a-Lot | n/i | | | 5.99 | 4.99 | | | | | | | | 1.99 | | | | | | | | | | value |
| | Seabra Foods | n/i | | | | 4.99 | 4.99 | | | | | | | | | 3.49 | | | | | | | | |
| | Shaw's | n/i | C | | | | | | | 4.99 | | | | | | | | | | | | | | |
| Stop & Shop | Laura's Lean | A | | | | | | | | | | | | | | | | | | | | | | |
| | n/i | | | | | | | | | | | | | 2.99 | | | | | | | | | | |
| Trader Joe's | Butcher Shop | C | | | 5.77 | 5.77 | | | | | | | | | | | | | | | | | | |
| | Trader Joe's | C | | | | | | | | 12.99 | | | | | | | | | | | | | | |
| Walmart | Trader Joe's | O | | | | | | | | | | | | | | | | | | | | | | |
| | Marketside | O | | | | | | | | | | | | | 6.99 | | | | | | | | | |
| VT | AG New England | n/i | | | | | | | | | | | | | 3.59 | | | | | | | | | |
| | | n/i | S | | | | | | 7.49 | | | | | | | | | | | | | | | |
| | ALDI | Black Angus | C | | | | | | 8.49 | 4.99 | | 6.49 | | | | | | | | | | | | |
| | | n/i | | | | | | | | | | | | 1.79 | | | | | | | | | 3.99 | 80% |
| | Food City Market | n/i | S | | 6.77 | 6.99 | | | | 3.99 | | | | | | | | | | | | | | |
| | | n/i | C | | | | | | | | 6.88 | 3.49 | | | | | | | | | | | | |
| Hannaford | n/i | | | | | | | | | | | | | | 2.99 | | | | | | | | 4.39 | |
| | Hannaford | C | | | | | | | 3.99 | | | | | | | | | | | | | | | card |
| | Hannaford | C | | | | | | | 5.99 | | | | | | | | | | | | | | | |
| | Angus | C | | | | | | | | | | | | | | | | | | | | | | |
| | n/i | | | | | | | | | | | | | | | | | | | | | | 2.99 | 80% |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Independence Day 2017

prices in \$US per pound unless otherwise noted.

BEEF

| State | Supermarket | Brand | K e y | Steaks for Grilling | | | | | | | | | Ground Beef (lean % where noted) | | | | | | | | Cond. | | |
|--------------|---------------|-------------------|-------------|---------------------|------|--------|--------------|------------|------|-------------|--------------|--------------|----------------------------------|-------|-----------|-------|--------|-------|--------|-------|-------|---------|---------|
| | | | | Ribeye | | T-Bone | Porter House | Strip Loin | | Top Sirloin | London Broil | Inside Skirt | 73-75% | | 80%/Chuck | | 85-90% | | 93-95% | | | Sirloin | Patties |
| | | | | bone-in | bnls | | | bone-in | bnls | | | | reg | value | reg | value | reg | value | reg | value | | | |
| VT (cont) | Price Chopper | n/i | | | | | | | | | | | | | | | | | | 4.99 | 80% | | |
| | | n/i | | | | | | | | | | | | | | | | | | 5.29 | 85% | | |
| | | Angus | C | | | | | | | 4.99 | | | | | | | | | | | | | |
| | | Angus | C | 9.99 | | | | 6.99 | | | | | | | | | | | | | | value | |
| | Shaw's | Butcher's Promise | C | | | | | 4.99 | | | | | | | | | | | | | | value | |
| | | n/i | C | | | | | | 4.99 | | | | | | | | | | | | | | |
| | Tops Market | Verde Farms | O | | | | | | | | | | | | | | | | | | | | |
| | | Open Prairie | A | | | | | | | 8.99 | | | | | | | | | | | | | |
| | Trader Joe's | n/i | C | | | | | | 7.99 | | | | | | | | | | | | | value | |
| | | n/i | C | | | | | | | | 12.99 | | | | | 2.29 | | | | | | | |
| Walmart | Trader Joe's | O | | | | | | | | | | | | | | | | | | | | | |
| | Marketside | O | | | | | | | | | | | | | | | | | | | | | |

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prices in \$US per pound unless otherwise noted.

BEEF

| State | Supermarket | Brand | K e y | Steaks for Grilling | | | | | | | | Ground Beef (lean % where noted) | | | | | | | | Cond. | | | |
|--|--------------------|-------------------|-------------|---------------------|-------|--------|--------------|------------|-------|-------------|--------------|----------------------------------|--------|-------|-----------|-------|--------|-------|--------|-------|---------|---------|--|
| | | | | Ribeye | | T-Bone | Porter House | Strip Loin | | Top Sirloin | London Broil | Inside Skirt | 73-75% | | 80%/Chuck | | 85-90% | | 93-95% | | Sirloin | Patties | |
| | | | | bone-in | bnls | | | reg | value | | | | reg | value | reg | value | reg | value | | | | | |
| SOUTHEASTERN U.S. - AL,FL,GA,KY,MS,NC,SC,TN,VA,WV | | | | | | | | | | | | | | | | | | | | | | | |
| AL | A&R Supermarkets | Blackwell Angus | | | 8.00 | | | | | | | | | | | | | | | | | | |
| | ALDI | Black Angus | C | | | | | 8.49 | 4.99 | | | 6.49 | | | | | | | | | 3.99 | 80% | |
| | Bruce's Foodland | n/i | | | | | | | | | | | 1.79 | | | | | | | | | | |
| | | n/i | | | | | | | | | | | 2.39 | | | | | | | | | | |
| | Cash Saver | n/i | C | | 9.99 | | | | | | | | 2.29 | | | | | | | | | | |
| | Dollar General Mkt | n/i | | | | | | | | | | | 2.50 | | 3.95 | | | | | | | | |
| | Earth Fare | n/i | | | | | | | | | | | | | | 3.99 | | | | | | | |
| | | n/i | G | 9.99 | | | 9.99 | | | | | | | | | | | | | | | | |
| | Food Giant | Black Canyon | | | | 6.98 | | | | | | | | | | | | | | | 2.98 | value | |
| | | n/i | | | | | | | | | | | | | | | | | | | | 73% | |
| | Gateway Foodland | Star Ranch | C | | 8.99 | | | | | | | | 2.18 | | | | | | | | | | |
| | | n/i | | | | | | | | | | | | | | | | | | | | | |
| | Greer's Markets | n/i | | | | 5.36 | | | | | | | | | | | | | | | | value | |
| | | Black Angus | S | | | 6.27 | | | | | | | | | | | | | | | | value | |
| | Hometown Market | n/i | | | | 7.99 | | | | | | | 1.89 | | | | | | | | | | |
| | Ingle's Markets | Ingle's | C | | 8.98 | | | | | | | | | | | | | | | | | | |
| | | Harvest Farms | C | | | | | | 7.98 | | | | | | | | | | | | | | |
| | | n/i | | | | | | | | | | | | | 2.98 | | | | | | | | |
| | Kroger Atlanta | n/i | | | | | | | | | | | | | 3.49 | | | | | | | | |
| | | n/i | C | | 10.99 | | | | | | | | | | | | | | | | | | |
| | | Simple Truth | A | | | | | | | | | | | | 5.49 | | | | | | | | |
| | Kroger Nashville | n/i | | | | | | | | | | | | | | 3.49 | | | | | | | |
| | | Simple Truth | A | | | | | | | | | | | | 5.49 | | | | | | | | |
| | | Private Selection | | | 9.99 | | | | | | | | | | | | | | | | | | |
| | Luckys Supermrkt | n/i | | | | | | | | | | | 2.79 | | | | | | | | | | |
| | | Black Canyon | | | 9.99 | | | | | | | | | | | | | | | | | | |
| | Manning's PW | Angus | C | | | | | 9.44 | | | | | | | | | | | | | | value | |
| | | n/i | S | | | | | 5.98 | | | | | | | | | | | | | | value | |
| | Piggly Wiggly HAC | n/i | | | | | | | | | | | | | 2.49 | | | | | | | | |
| | | n/i | S | | 7.99 | | | | | | | | | | | | | | | | | | |
| | Piggly Wiggly Hchn | n/i | | | | | | | | | | | 2.19 | | | | | | | | 2.99 | 75% | |
| | | Black Canyon | C | 8.99 | | | | | | | | | | | | | | | | | | value | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

prices in \$US per pound unless otherwise noted.

Independence Day 2017

BEEF

| State | Supermarket | Brand | K e y | Steaks for Grilling | | | | | | | | | Ground Beef (lean % where noted) | | | | | | | | Cond. | | |
|---------------------|---------------------|----------------|-------------|---------------------|-------|--------|--------------|------------|-------|-------------|--------------|--------------|----------------------------------|-------|-----------|-------|--------|-------|--------|-------|-------|---------|---------|
| | | | | Ribeye | | T-Bone | Porter House | Strip Loin | | Top Sirloin | London Broil | Inside Skirt | 73-75% | | 80%/Chuck | | 85-90% | | 93-95% | | | Sirloin | Patties |
| | | | | bone-in | bnls | | | bone-in | bnls | | | | reg | value | reg | value | reg | value | reg | value | | | |
| AL <i>(cont)</i> | Piggly Wiggly Inc. | Angus | C | | | | | 10.99 | | | | | | | | | | | | | | | |
| | Piggly Wiggly JTM | Angus | C | | | 10.99 | | | | | | | | | | | | | | | | | |
| | | n/i | | | | | | | | | | | | 3.99 | | | | | | | | | |
| | Publix | Publix Premium | C | 7.99 | 9.99 | | | | | | | | | | | | | | | | 4.49 | 80% | |
| | | Publix | | | | | | | | | | | | | | | | | | | | | |
| | | Greenwise | A | 11.99 | 12.99 | | | | | | | | | | | | | | | | | | |
| | | Dakota Organic | O | | | | | | | | | | | | 5.99 | | | | | | | | |
| | Ramey's | Black Angus | | 8.98 | 8.98 | | | | | | | | | | | | | | | | | | value |
| | | n/i | | | | | | | | | | | | | 2.58 | | | | | | | | |
| | Rouse's | n/i | | | | | | | | | | | 2.47 | | | | | | | | | | limit 4 |
| | | Texas Star | | 5.97 | | | | | | | | | | | | | | | | | | | value |
| | Save-a-Lot | n/i | | | 5.99 | 4.99 | | | | | | | 1.99 | | | | | | | | | | limit 4 |
| | Sprout's | n/i | | | | | | | | | | | | | | | 2.69 | | | | | | limit 4 |
| | | n/i | C | | 9.99 | | | | | | | | | | | | | | | | | | limit 4 |
| | The Fresh Market | n/i | | | | | | | | | | | | | 3.99 | | | | | | | | |
| | | n/i | C | | | | 12.99 | | | | | | | | | | | | | | | | |
| | Trader Joe's | Trader Joe's | C | | | | | | 12.99 | | | | | | | | | | | | | | |
| | | Trader Joe's | O | | | | | | | | | | | | | | | | | | | | |
| United Grocery | n/i | | | | | | | | | | | | | | | 2.69 | | | | | | value | |
| | n/i | | | | 4.99 | 4.99 | | | | | | | | | | | | | | | | value | |
| Vowell's | Black Canyon | S | | 9.99 | | | | | | | | | | | | | | | | | | value | |
| | n/i | | | | | | | | | | | 2.49 | | | | | | | | | 2.99 | 75% | |
| Walmart | Marketside | O | | | | | | | | | | | | | | | 5.98 | | | | | | |
| Western Market | n/i | C | | | 10.99 | | | | | | | | | | | | | | | | | | |
| | n/i | | | | | | | | | | | | | | | | | | | | | | |
| | 1881 Hereford | C | | | 13.99 | | | | | | | | | | | | | | | | | | |
| Winn-Dixie | WD Brand | C | 8.99 | 9.99 | 6.99 | | | | | | | | | | | | | | | | | value | |
| | WD Brand | C | 9.49 | 10.49 | 7.49 | | | 5.99 | 4.99 | | | | | | | | | | | | | | |
| | Rancher's Home | | 4.99 | | | | | | | | | | | | | | | | | | | limit 2 | |
| FL | ALDI | Black Angus | C | | | | | 8.49 | 4.99 | | 6.49 | | | | | | | | | | | | |
| | | n/i | | | | | | | | | | | 1.79 | | | | | | | | 3.99 | 80% | |
| | Bravo of FL | n/i | | | 4.99 | 4.99 | | | | | | | | | | | | | | | | value | |
| | | n/i | | | 5.99 | 5.99 | | | | | | 3.59 | 2.99 | | | | | | | | | | |
| | Dollar General Mrkt | n/i | | | | | | | | | | 2.50 | | 3.95 | | | | | | | | | |

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prices in \$US per pound unless otherwise noted.

Independence Day 2017

BEEF

| State | Supermarket | Brand | K e y | Steaks for Grilling | | | | | | | | | Ground Beef (lean % where noted) | | | | | | | | Cond. | | | | |
|------------------|--------------------|----------------|-------------|---------------------|-------|--------|--------------|------------|------|-------------|--------------|--------------|----------------------------------|-------|-----------|-------|--------|-------|--------|-------|-------|---------|---------|---------|--|
| | | | | Ribeye | | T-Bone | Porter House | Strip Loin | | Top Sirloin | London Broil | Inside Skirt | 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) | Earth Fare | n/i | | | | | | | | | | | | | | | | | | | | | | | |
| | | n/i | G | 9.99 | | | | 9.99 | | | | | | | | | 3.99 | | | | | | | | |
| | Food Giant | Black Canyon | | | | 6.98 | | | | | | | | | | | | | | | 2.98 | value | | | |
| | | n/i | | | | | | | | | | | | | | | | | | | | | 73% | | |
| | Fresco y Mas | n/i | | | | | | | | | 4.98 | | | | | 3.48 | | | | | | | value | | |
| | Greer's Markets | n/i | | | | 5.36 | | | | | | | | | | | | | | | | | value | | |
| | | Black Angus | S | | | 6.27 | | | | | | | | | | | | | | | | | | value | |
| | Harris Teeter | n/i | | | | | | | | | | | 2.49 | | | | | | | | | | | | |
| | | HT Rancher | C | | 10.97 | | 9.97 | 9.97 | | 6.97 | | | | | | 3.49 | | | | | | | | | |
| | | HT Reserve | C | | | | | | | 7.97 | | | | | | | | | | | | | | | |
| | | DK Natural | O | | | | | | | | | | | | | | 8.99 | | | | | | | | |
| | Harvey's | n/i | | | | | | | | | | 3.98 | | 2.18 | | | | | | | | | | | |
| | | Rancher's Home | | | 4.88 | | | | | | | | | | | | | | | | | | | value | |
| | Hitchcock's | n/i | | | | | | | | | | | | | | 2.97 | | | | | | 3.39 | 80% | | |
| | | Hitchcock's | | | | 7.97 | | | | 4.99 | | | | | | | | | | | | | | | |
| | IGA Florida | n/i | | | 5.99 | 6.99 | 4.99 | | | 6.99 | 4.99 | 3.99 | | | | 2.99 | | | | | | | | value | |
| | | n/i | | | | | | | | | | | | | | | | | | | | | 3.99 | 80% | |
| | Lucky's Market | n/i | G | | | | | | | | | | | | | | | 3.97 | | | | | | | |
| | Piggly Wiggly Hchn | n/i | | | | | | | | | | | | 2.19 | | | | | | | | | 2.99 | 75% | |
| | | Black Canyon | C | | 8.99 | | | | | | | | | | | | | | | | | | | value | |
| Publix | Publix Premium | C | | 7.99 | 9.99 | | | | | | | | | | | | | | | | | | | | |
| | Publix | | | | | | | | | | | | | | 3.79 | | | | | | | 4.49 | 80% | | |
| | Greenwise | A | | 11.99 | 12.99 | | | | | | | | | | | | | | | | | | | Choice | |
| | Dakota Organic | O | | | | | | | | | | | | | | 5.99 | | | | | | | | | |
| Safeway Florida | n/i | C | | | | 4.99 | 4.99 | | | | | | | | | | | | | | | | | value | |
| | n/i | C | | | | 9.99 | | | | | 4.99 | | | | | | | | | | | | | | |
| | n/i | | | | | | | | | | | | | | | 1.99 | | | | | | | | | |
| Save-a-Lot | n/i | | | | | 5.99 | 4.99 | | | | | | 1.99 | | | | | | | | | | | value | |
| Scaff's Market | Preferred Angus | S | | | | 6.99 | | | | 3.99 | | | | | | | | | | | | | | | |
| | n/i | | | | | | | | | | | | | | | | | | | | | | | | |
| Sprout's | n/i | | | | | | | | | | | | | | | | | | | | | | | limit 4 | |
| | n/i | C | | | | 9.99 | | | | | | | | | | | | | | | | | | limit 4 | |
| The Fresh Market | n/i | | | | | | | | | | | | | | | 3.99 | | | | | | | | | |
| | n/i | C | | | | | 12.99 | | | | | | | | | | | | | | | | | | |

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BEEF

| State | Supermarket | Brand | Key | Steaks for Grilling | | | | | | | | | Ground Beef (lean % where noted) | | | | | | | | Cond. | | | |
|---------------------|--------------------|----------------|------|---------------------|-------|--------|--------------|------------|-------|-------------|--------------|--------------|----------------------------------|-------|-----------|-------|--------|-------|--------|-------|-------|-----------|-----------|-----------|
| | | | | Ribeye | | T-Bone | Porter House | Strip Loin | | Top Sirloin | London Broil | Inside Skirt | 73-75% | | 80%/Chuck | | 85-90% | | 93-95% | | | Sirloin | Patties | |
| | | | | bone-in | bnls | | | bone-in | bnls | | | | reg | value | reg | value | reg | value | reg | value | | | | |
| FL <i>(cont)</i> | Trader Joe's | Trader Joe's | C | | | | | | 12.99 | | | | | | | | | | | | | | | |
| | | Trader Joe's | O | | | | | | | | | | | | | | 6.99 | | | | | | | |
| | Walmart | Marketside | O | | | | | | | | | | | | | | 5.98 | | | | | | | |
| | Western Beef | n/i | | | | | | | 5.99 | 3.99 | 8.99 | | | | | | | | | | 3.99 | 80% value | | |
| | Winn-Dixie | WD Brand | C | 8.99 | 9.99 | 6.99 | | | | | | | | | | | | | | | | | | |
| | | WD Brand | C | 9.49 | 10.49 | 7.49 | | | | 5.99 | 4.99 | | | | | | | | | | | | | |
| | | Rancher's Home | O | 4.99 | | | | | | | | | | | | | | | | | | | limit 2 | |
| GA | ALDI | Black Angus | C | | | | | 8.49 | 4.99 | | 6.49 | | | | | | | | | | | 3.99 | 80% value | |
| | | n/i | | | | | | | | | | | 1.79 | | | | | | | | | | | |
| | Bi-Lo | SE Grocers | C | 8.99 | 9.99 | 6.99 | | | | | | | | | | | | | | | | | | |
| | | SE Grocers | C | 9.49 | 10.49 | 7.49 | | | | 5.99 | 4.99 | | | | | | | | | | | | | |
| | | SE Grocers | | | | | | | | | | | | | | | 2.99 | | | | | | | limit 2 |
| | | Rancher's Home | | 3.99 | | | | | | | | | | | | | | | | | | | | limit 2 |
| | Dollar General Mkt | n/i | | | | | | | | | | | 2.50 | | | 3.95 | | | | | | | | |
| | Earth Fare | n/i | | | | | | | | | | | | | | | 3.99 | | | | | | | |
| | | n/i | G | 9.99 | | | | 9.99 | | | | | | | | | | | | | | | | |
| | Food City | Angus | C | 9.99 | | | | | | | | | | | | | | | | | | | | value |
| | | n/i | S | 8.99 | | | | | | | | | | | | | | | | | | | | |
| | | Food City | | | | | | | | | | | | | | | | | | | | | | |
| | Food Depot | n/i | | | | | | | | | | | 1.98 | 1.98 | 2.98 | 2.98 | | | | | | | | |
| | | n/i | S | | | | | | | 3.95 | 2.98 | | | | | | | | | | | | | |
| | Food Giant | Black Canyon | | | | 6.98 | | | | | | | | | | | | | | | | | | value |
| | | n/i | | | | | | | | | | | | | | | | | | | | | 2.98 | 73% card |
| | Food Lion | n/i | C | | 7.99 | | | | | | | | | | | | | | | | | | | |
| | | n/i | | | | | | | | | | | | | | | | 3.99 | | | | | | 3.79 |
| Food Pride | n/i | | | | 5.99 | | | | | | | | | | | | | | | | | | | 73% value |
| | n/i | | | | 6.99 | | | | | | | | | | | | | | | | | | | 80% |
| Galaxy Food Cntr | n/i | | | | | | | | | | | 2.48 | 1.98 | | | | | | | | | | | |
| | Tender Ridge | | | | | | 6.98 | | | | | | | | | | | | | | | | | |
| H-Mart | n/i | | 4.99 | | | | | | | | | | | | | | | | | | | | | |
| Harris Teeter | n/i | | | | | | | | | | | | 2.49 | | | | | | | | | | | |
| | HT Rancher | C | | 10.97 | | 9.97 | 9.97 | | 6.97 | | | | | | | 3.49 | | | | | | | | |
| | HT Reserve | C | | | | | | | 7.97 | | | | | | | | | | | | | | | |
| | DK Natural | O | | | | | | | | | | | | | | | 8.99 | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Independence Day 2017

prices in \$US per pound unless otherwise noted.

BEEF

| State | Supermarket | Brand | K e y | Steaks for Grilling | | | | | | | | Ground Beef (lean % where noted) | | | | | | | | Cond. | | | | | |
|---------------------|--------------------|----------------|-------------|---------------------|-------|--------|--------------|------------|------|-------------|--------------|----------------------------------|--------|-------|-----------|-------|--------|-------|--------|-------|---------|---------|-------|---------|-----------|
| | | | | Ribeye | | T-Bone | Porter House | Strip Loin | | Top Sirloin | London Broil | Inside Skirt | 73-75% | | 80%/Chuck | | 85-90% | | 93-95% | | Sirloin | Patties | | | |
| | | | | bone-in | bnls | | | bone-in | bnls | | | | reg | value | reg | value | reg | value | reg | | | | value | | |
| GA <i>(cont)</i> | Harvey's | n/i | | | | | | | | | | | 2.18 | | | | | | | | | | | | |
| | Rancher's Home | | | 4.88 | | | | | | | | | | | | | | | | | | | value | | |
| | IGA Food Stores | n/i | | | 8.99 | | | | | | | | 2.49 | | | | | | | | | | | value | |
| | IGA Stores SE | Tender Ridge | | | 7.98 | | | 6.78 | | | | | | | 2.68 | | | | | | | | | value | |
| | Ingle's Markets | Ingle's | C | | 8.98 | | | | | | | | | | | | | | | | | | | | |
| | | Harvest Farms | C | | | | | | 7.98 | | | | | | | | | | | | | | | | |
| | | n/i | | | | | | | | | | | | | 2.98 | | | | | | | | | | |
| | Kroger Atlanta | n/i | | | | | | | | | | | | | 3.49 | | | | | | | | | | |
| | | n/i | C | | 10.99 | | | | | | | | | | | | | | | | | | | | |
| | | Simple Truth | A | | | | | | | | | | | | 5.49 | | | | | | | | | | |
| | Lucky's Market | n/i | G | | | | | | | | | | | | | | 3.97 | | | | | | | | |
| | Piggly Wiggly Car | Angus | C | | | | | | | | | | | | | 2.97 | | | | | | | 3.99 | 80% | |
| | | n/i | S | | | 7.77 | | | 7.77 | | | | | | | | | | | | | | | | |
| | Piggly Wiggly GA | n/i | S | | | | | | 5.99 | | | | | | | | | | | | | | | | |
| | | Angus | C | | | | | | | | | | | | | | | | | | | | | 3.49 | 80% |
| | Piggly Wiggly HAC | n/i | | | | | | | | | | | | | | 2.49 | | | | | | | | | |
| | | n/i | S | | | 7.99 | | | | | | | | | | | | | | | | | | | |
| | Piggly Wiggly Hchr | n/i | | | | | | | | | | | | 2.19 | | | | | | | | | | 2.99 | 75% value |
| | | Black Canyon | C | | 8.99 | | | | | | | | | | | | | | | | | | | | |
| | Piggly Wiggly JTM | Angus | C | | | | 10.99 | | | | | | | | | | | | | | | | | | |
| | Publix | Publix Premium | C | | 7.99 | 9.99 | | | | | | | | | | | | | | | | | | | |
| | | Publix | | | | | | | | | | | | | | 3.79 | | | | | | | | 4.49 | 80% |
| | | Greenwise | A | | 11.99 | 12.99 | | | | | | | | | | | | | | | | | | | Choice |
| | | Dakota Organic | O | | | | | | | | | | | | | | 5.99 | | | | | | | | |
| Quality Foods | n/i | | | 8.99 | | | | | | 3.99 | | | 2.29 | | | | | | | | | | | value | |
| Save-a-Lot | n/i | | | | 5.99 | 4.99 | | | | | | | 1.99 | | | | | | | | | | | value | |
| Sprout's | n/i | | | | | | | | | | | | | | | | | | | | | | | limit 4 | |
| | n/i | C | | | 9.99 | | | | | | | | | | | | | | | | | | | limit 4 | |
| The Fresh Market | n/i | | | | | | | | | | | | | | | | | | | | | | | | |
| | n/i | C | | | | | | | | | | | | | | | | | | | | | | | |
| Trader Joe's | Trader Joe's | C | | | | | 12.99 | | | | | | | | | | | | | | | | | | |
| | Trader Joe's | O | | | | | | | | 12.99 | | | | | | | | | | | | | | | |
| United Grocery | n/i | | | | | | | | | | | | | | | 2.69 | | | | | | | | | |
| | n/i | | | | | 4.99 | | 4.99 | | | | | | | | | | | | | | | | value | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Independence Day 2017

prices in \$US per pound unless otherwise noted.

BEEF

| State | Supermarket | Brand | K e y | Steaks for Grilling | | | | | | | | Ground Beef (lean % where noted) | | | | | | | | Cond. | | | | | |
|---------------------|--------------------|----------------|-------------|---------------------|-------|--------|--------------|------------|------|-------------|--------------|----------------------------------|--------|-------|-----------|-------|--------|-------|--------|-------|---------|---------|---------|-------|--|
| | | | | Ribeye | | T-Bone | Porter House | Strip Loin | | Top Sirloin | London Broil | Inside Skirt | 73-75% | | 80%/Chuck | | 85-90% | | 93-95% | | Sirloin | Patties | | | |
| | | | | bone-in | bnls | | | bone-in | bnls | | | | reg | value | reg | value | reg | value | reg | | | | value | | |
| GA <i>(cont)</i> | Walmart | Marketside | O | | | | | | | | | | | | | | | | | | | | | | |
| | Wayfield's | n/i | | | | 6.88 | | | | | | | | 3.48 | | | | | | | | | | | |
| | Winn-Dixie | WD Brand | C | 8.99 | 9.99 | 6.99 | | | | | | | | | | | | | | | | value | | | |
| | | WD Brand | C | 9.49 | 10.49 | 7.49 | | | 5.99 | 4.99 | | | | | | | | | | | | | | | |
| | | Rancher's Home | | 4.99 | | | | | | | | | | | | | | | | | | | limit 2 | | |
| KY | ALDI | Black Angus | C | | | | | 8.49 | 4.99 | | 6.49 | | | | | | | | | | | | | | |
| | | n/i | | | | | | | | | | | 1.79 | | | | | | | | | 3.99 | 80% | | |
| | Cox IGA | n/i | | | | | | | | | | | 1.99 | | | | | | | | | 2.49 | 75% | | |
| | | Star Ranch | | | | 7.99 | | | | | | | | | | | | | | | | | | | |
| | Dollar General Mkt | n/i | | | | | | | | | | | | 2.50 | | 3.95 | | | | | | | | | |
| | E.W. James | Black Canyon | | | | 8.98 | | | | | | | | | | | | | | | | | | | |
| | | n/i | | | | | | | | | | | | | | 2.58 | | | | | | | | | |
| | Earth Fare | n/i | | | | | | | | | | | | | | 3.99 | | | | | | | | | |
| | | n/i | G | 9.99 | | | | 9.99 | | | | | | | | | | | | | | | | | |
| | Food City | Angus | C | 9.99 | | | | | | | | | | | | | | | | | | | | value | |
| | | n/i | S | 8.99 | | | | | | | | | | | | | | | | | | | | | |
| | | Food City | | | | | | | | | | | | 1.99 | | 3.49 | | | | | | | | | |
| | Food Fair | n/i | | 5.99 | | | | 5.99 | | | | | | | | | | | | | | | | | |
| | | Black Canyon | | | | | | | | | | | | | | 3.28 | | | | | | | | | |
| | Food Giant | Black Canyon | | | | 6.98 | | | | | | | | | | | | | | | | | | value | |
| | | n/i | | | | | | | | | | | | | | | | | | | | | 2.98 | 73% | |
| | Food Lion | n/i | C | | 7.99 | | | | | | | | | | | | | | | | | | | card | |
| | | n/i | | | | | | | | | | | | | | | 3.99 | | | | | | | 73% | |
| | Food Rite | Black Canyon | | 9.99 | | | | | | | | | | | | | | | | | | | | | |
| | | Food Rite | | | | | | | | | | | | | | | 2.99 | | | | | | | | |
| Foodland | Star Ranch | | | | | | | | 3.98 | | | | | | | | | | | | | | | | |
| | n/i | | | | | | | | | | | | | | | | | | | | | | | | |
| Fresh Thyme | n/i | C | | | | | 6.99 | | | 4.99 | | | | 2.28 | | | | | | | | | | | |
| | n/i | G | | | | | | | | | | | | | | | | | | | | | | | |
| Galaxy Food Cntr | n/i | | | | | | | | | | | 2.48 | 1.98 | | | | | | | | | | | | |
| | Tender Ridge | | | | | | 6.98 | | | | | | | | | | | | | | | | | | |
| IGA Houchen's | IGA TableRite | C | | | 8.99 | | | | | | | | | | | | | | | | | | | value | |
| | n/i | | | | | | | | | | | | | | | | | | | | | | | | |
| IGA SpartanNash | n/i | | | | | | | | | | | | | | | 2.99 | | | | | | | | | |
| | n/i | C | | | 7.99 | | | | | | | | | | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

prices in \$US per pound unless otherwise noted.

Independence Day 2017

BEEF

| State | Supermarket | Brand | K e y | Steaks for Grilling | | | | | | | | Ground Beef (lean % where noted) | | | | | | | | Cond. | | | | |
|---------------------|--------------------|-------------------|-------------|---------------------|------|--------|--------------|------------|------|-------------|--------------|----------------------------------|--------|-------|-----------|-------|--------|-------|--------|-------|---------|---------|-------|--|
| | | | | Ribeye | | T-Bone | Porter House | Strip Loin | | Top Sirloin | London Broil | Inside Skirt | 73-75% | | 80%/Chuck | | 85-90% | | 93-95% | | Sirloin | Patties | | |
| | | | | bone-in | bnls | | | bone-in | bnls | | | | reg | value | reg | value | reg | value | reg | | | | value | |
| KY <i>(cont)</i> | IGA Stores OH/KY | n/i | | | 5.99 | | | | | | | | | | | | | | | | | | | |
| | IGA Stores SE | Tender Ridge | | | 7.98 | | | 6.78 | | | | | | | | | | | | | | value | | |
| | Kroger Cincinnati | n/i | C | 7.99 | | | | | | | | | | | | | | | | | | value | | |
| | Kroger Delta | n/i | | | | | | | | | | | | | | | | | | | | | | |
| | | n/i | C | 8.99 | | | | | | | | | | | | | | | | | | | value | |
| | Kroger Louisville | n/i | | 7.99 | | | | | | | | | | | | | | | | | | | value | |
| | Kroger MidAtlantic | n/i | C | 8.99 | 8.99 | | | | | | | | | | | | | | | | | | | |
| | | n/i | | | | | | | | | | | | | | | | | | | | | | |
| | Kroger Nashville | n/i | | | | | | | | | | | | | | | | | | | | | | |
| | | Simple Truth | A | | | | | | | | | | | 5.49 | | | | | | | | | | |
| | | Private Selection | | | 9.99 | | | | | | | | | | | | | | | | | | | |
| | Lucky's Market | n/i | G | | | | | | | | | | | | | 3.97 | | | | | | | | |
| | Meijer | n/i | | | | | | | | | | | | | 2.99 | | | | | | | | | |
| | | Angus | C | 8.99 | | | | | | | | | | | | | | | | | | | | |
| | Piggly Wiggly Hchn | n/i | | | | | | | | | | | 2.19 | | | | | | | | 2.99 | 75% | | |
| | | Black Canyon | C | 8.99 | | | | | | | | | | | | | | | | | | | value | |
| | Remke Markets | Star Ranch | C | | | | | | 7.99 | 3.49 | | | | | | | | | | | | | | |
| | Save-a-Lot | n/i | | | 5.99 | 4.99 | | | | | | | 1.99 | | | | | | | | | | value | |
| | Super Dollar | n/i | | | | | | | | | | | | | 2.99 | | | | | | | | | |
| | | n/i | S | | | | | | 4.99 | | | | | | | | | | | | | | | |
| SuperVALU Stores | n/i | | | | | | | | | | | | | | | | 3.29 | | | | | | | |
| | Angus Farms | C | | 10.99 | | | | | | | | | | | | | | | | | | | | |
| TC Grocery | n/i | | | | | | | | | | | | | 2.68 | | | | | | | 2.99 | 75% | | |
| | n/i | S | | | | | | 6.99 | | | | | | | | | | | | | | | | |
| The Fresh Market | n/i | | | | | | | | | | | | 3.99 | | | | | | | | | | | |
| | n/i | C | | | | | | | | | | | | | | | | | | | | | | |
| Trader Joe's | Trader Joe's | C | | | | | | | | | | | | | | | | | | | | | | |
| | Trader Joe's | O | | | | | | | | | | | | | | | | | | | | | | |
| United Grocery | n/i | | | | | | | | | | | | | 2.69 | | | | | | | | | | |
| | n/i | | | | | 4.99 | 4.99 | | | | | | | | | | | | | | | value | | |
| ValuMarket | n/i | | | | | | | | | | | | | 2.99 | | | | | | | | value | | |
| Walmart | Marketside | O | | | | | | | | | | | | | | | 5.98 | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

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Independence Day 2017

BEEF

| State | Supermarket | Brand | K e y | Steaks for Grilling | | | | | | | | Ground Beef (lean % where noted) | | | | | | | | Cond. | | | |
|------------------|--------------------|--------------|-------------|---------------------|------|--------|--------------|------------|------|-------------|--------------|----------------------------------|--------|-------|-----------|-------|--------|-------|--------|-------|---------|---------|-------|
| | | | | Ribeye | | T-Bone | Porter House | Strip Loin | | Top Sirloin | London Broil | Inside Skirt | 73-75% | | 80%/Chuck | | 85-90% | | 93-95% | | Sirloin | Patties | |
| | | | | bone-in | bnls | | | bone-in | bnls | | | | reg | value | reg | value | reg | value | reg | | | | value |
| MS | AG Baton Rouge | n/i | S | | 6.99 | | | | | | | | | | | | | | | | | | |
| | | Angus | C | | 8.99 | | | | | | | | | | | | | | | | | | |
| | ALDI | n/i | C | | | | | 8.49 | 4.99 | | 6.49 | | | | 2.99 | | | | | | | | |
| | | Black Angus | C | | | | | | | | | 1.79 | | | | | | | | 3.99 | 80% | | |
| | Corner Market | n/i | C | | | | | | | | | | | | | 3.99 | | | | 4.99 | 90% | | |
| | | Angus | C | | | | | | | 5.99 | | | | | | | | | | | | | |
| | Dollar General Mkt | n/i | C | | | | | | | | | 2.50 | | | 3.95 | | | | | | | | |
| | Food Giant | Black Canyon | C | | | 6.98 | | | | | | | | | | | | | | | | value | |
| | | n/i | C | | | | | | | | | | | | | | | | | | 2.98 | 73% | |
| | Greer's Markets | n/i | C | | | 5.36 | | | | | | | | | | | | | | | | value | |
| | | Black Angus | S | | | 6.27 | | | | | | | | | | | | | | | | value | |
| | Grocery Deport | n/i | C | | 8.99 | | | | | | | | 1.97 | | | | | | | | | value | |
| | Kroger Delta | n/i | C | | | | | | | | | | | | 3.49 | | | | | | | | |
| | | n/i | C | | | | | | | | | | | | | | | | | | | value | |
| | Mac's Fresh Marke | n/i | S | | | | | | | | | | | | 2.99 | | | | | | 3.99 | 80% | |
| | | Angus | S | | | | | | | | | | | | 3.99 | | | | | | | value | |
| | Piggly Wiggly Hchn | n/i | C | | | | | | | | | | | | 2.19 | | | | | | 2.99 | 75% | |
| | | Black Canyon | C | | 8.99 | | | | | | | | | | | | | | | | | | value |
| | Piggly Wiggly HGR | n/i | C | | | | | | | | | | | | 2.49 | | | | | | | | |
| | | n/i | C | | | | | | | | | | | | | | | | | | | | value |
| Ramey's | Black Angus | C | | 8.98 | 8.98 | | | | | | | | | | | | | | | | | | |
| | n/i | C | | | | | | | | | | | | | 2.58 | | | | | | | | |
| Rouse's | n/i | C | | | | | | | | | | 2.47 | | | | | | | | | | | |
| | Texas Star | C | | 5.97 | | | | | | | | | | | | | | | | | | limit 4 | |
| Save-a-Lot | n/i | C | | | 5.99 | 4.99 | | | | | | 1.99 | | | | | | | | | | value | |
| Superlo Foods | Angus | C | | | | | | | | | | | | 2.99 | | | | | | | | | |
| The Fresh Market | n/i | C | | | | | | | | | | | | | 3.99 | | | | | | | | |
| | n/i | C | | | | | | | | | | | | | | | | | | | | | |
| Vowell's | Black Canyon | S | | | 9.99 | | | | | | | | | | | | | | | | | value | |
| | n/i | C | | | | | | | | | | | | | | | | | | | | | |
| Walmart | Marketside | O | | | | | | | | | | | | | | 5.98 | | | | | | | |

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| State | Supermarket | Brand | Key | Steaks for Grilling | | | | | | | | | Ground Beef (lean % where noted) | | | | | | | | Cond. | | |
|-------------------|--------------------|------------------|-----|---------------------|-------|--------|--------------|------------|------|-------------|--------------|--------------|----------------------------------|-------|-----------|-------|--------|-------|--------|-------|-------|-----------|----------------|
| | | | | Ribeye | | T-Bone | Porter House | Strip Loin | | Top Sirloin | London Broil | Inside Skirt | 73-75% | | 80%/Chuck | | 85-90% | | 93-95% | | | Sirloin | Patties |
| | | | | bone-in | bnls | | | bone-in | bnls | | | | reg | value | reg | value | reg | value | reg | value | | | |
| MS (cont) | Winn-Dixie | WD Brand | C | 8.99 | 9.99 | 6.99 | | | | | | | | | | | | | | | | value | |
| | | WD Brand | C | 9.49 | 10.49 | 7.49 | | | 5.99 | 4.99 | | | | | | | | | | | | | limit 2 |
| | | Rancher's Home | | 4.99 | | | | | | | | | | | | | | | | | | | limit 2 |
| NC | ALDI | Black Angus | C | | | | | 8.49 | 4.99 | | 6.49 | | | | | | | | | | | | |
| | | n/i | | | | | | | | | | | 1.79 | | | | | | | | 3.99 | 80% value | |
| | Bi-Lo | SE Grocers | C | 8.99 | 9.99 | 6.99 | | | | 5.99 | 4.99 | | | | | | | | | | | | |
| | | SE Grocers | C | 9.49 | 10.49 | 7.49 | | | | | | | | | | 2.99 | | | | | | | limit 2 |
| | | SE Grocers | | | | | | | | | | | | | | | | | | | | | limit 2 |
| | Carlie C's IGA | Rancher's Home | | 3.99 | | | | | | | | | | | | | | | | | | | |
| | | n/i | | | | | | | | | | | | 2.18 | | | | | | | | | value |
| | | Carlie C's | | | | 4.98 | | | | | | | | | | | | | | | | | value |
| | | Carlie C's Angus | C | | | 6.28 | | | | | | | | | | | | | | | | | value |
| | Compare Foods | n/i | | | | | | | | | | | 2.58 | 2.58 | | | | | | | | | |
| | | Butcher's Best | | | | | | 6.78 | | | | | | | | | | | | | | | |
| | Dollar General Mkt | n/i | | | | | | | | | | | | 2.50 | | 3.95 | | | | | | | |
| | Earth Fare | n/i | | | | | | | | | | | | | | | 3.99 | | | | | | |
| | | n/i | G | 9.99 | | | | | 9.99 | | | | | | | | | | | | | | |
| | Farm Fresh | Angus | C | | 8.99 | | | | | | | | | | | | | | | | | | |
| | | n/i | | | | | | | | | | | 2.49 | | | | | | | | | | |
| | Food Lion | Wild Harvest | O | | | | | | | | | | | | | | 7.99 | | | | | 7.99 | 85% card |
| | | n/i | C | | 7.99 | | | | | | | | | | | | | 3.99 | | | | | 3.79 73% value |
| | Food Pride | n/i | | | | 5.99 | | | | | | | | | | | | | | | | | |
| | | n/i | | | | 6.99 | | | | | | | | | | 2.99 | | | | | | | 3.29 80% value |
| Fresh Foods | n/i | | | 5.95 | | | | | | | | | | | | | | | | | | | |
| | Blackwell Angus | | | | 6.99 | | | | | | | | | | | | | | | | | | |
| Galaxy Food Cntr | n/i | | | | | | | | | | | 2.48 | 1.98 | | | | | | | | | | |
| | Tender Ridge | | | | | | 6.98 | | | | | | | | | | | | | | | | |
| Great Valu Market | n/i | | | | | | | | | | | | | | | | 1.99 | | | | 2.99 | 75% | |
| | Star Ranch | C | | 7.99 | 8.99 | 8.99 | | | 4.99 | 2.99 | | | | | | | | | | | | | |
| Harris Teeter | n/i | | | | | | | | | | | | | | | | | | | | | | |
| | HT Rancher | C | | 10.97 | | 9.97 | 9.97 | | 6.97 | | | | | | 3.49 | | | | | | 4.99 | | |
| | HT Reserve | C | | | | | | | 7.97 | | | | | | | | | | | | | | |
| | DK Natural | O | | | | | | | | | | | | | | 8.99 | | | | | | | |

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BEEF

| State | Supermarket | Brand | K e y | Steaks for Grilling | | | | | | | | Ground Beef (lean % where noted) | | | | | | | | Cond. | | | | |
|---------------------|----------------------|-----------------|-------------|---------------------|------|--------|--------------|------------|------|-------------|--------------|----------------------------------|--------|-------|-----------|-------|--------|-------|--------|-------|---------|---------|---------|-----|
| | | | | Ribeye | | T-Bone | Porter House | Strip Loin | | Top Sirloin | London Broil | Inside Skirt | 73-75% | | 80%/Chuck | | 85-90% | | 93-95% | | Sirloin | Patties | | |
| | | | | bone-in | bnls | | | bone-in | bnls | | | | reg | value | reg | value | reg | value | reg | | | | value | |
| NC <i>(cont)</i> | Harvey's | n/i | | | | | | | | | | | | | | | | | | | | | | |
| | Rancher's Home | | | 4.88 | | | | | | 3.98 | | | 2.18 | | | | | | | | | value | | |
| | IGA Food Stores | n/i | | | 8.99 | | | | | | | | 2.49 | | | | | | | | | | | |
| | IGA Stores SE | Tender Ridge | | | 7.98 | | | 6.78 | | | | | | | 2.68 | | | | | | | value | | |
| | Ingle's Markets | Ingle's | C | | 8.98 | | | | | | | | | | | | | | | | | | | |
| | | Harvest Farms | C | | | | | | 7.98 | | | | | | | | | | | | | | | |
| | | n/i | | | | | | | | | | | | | | | | | | | | | | |
| | Just \$ave Foods | n/i | | | | | | | | | | | | 2.58 | | | | | | | | | | |
| | | Angus | C | | | | | | 6.78 | | | | | | | | | | | | | | | |
| | Kroger MidAtlantic | n/i | C | 8.99 | 8.99 | | | | | | | | | | | | | | | | | | | |
| | | n/i | | | | | | | | | | | | | | | | | | | | | | |
| | Lidl | Black Angus | C | | | | | 8.49 | | | | | | | | | | | | | | 3.79 | 80% | |
| | Lowe's Foods | Black Angus | C | | | | | 7.97 | | | | | | | | | | | | | | | value | |
| | | n/i | G | | | | | | 8.97 | | | | | | | | | | | | | | | |
| | | n/i | | | | | | | | | | | | | | | | | | | | | | |
| | Piggly Wiggly Retail | n/i | | | | | | | 5.89 | | 3.49 | | | 2.56 | | | | | | | | | | |
| | | Meadowland | | | | | | | | | | | | | | | | | | | | | 3.99 | 80% |
| | Piggly Wiggly Strs | Preferred Angus | | | | 7.99 | | | | | | | | | | | | | | | | | | |
| | | n/i | | | | | | | | | | | 2.69 | 2.49 | | | | | | | | | 2.99 | 75% |
| | Publix | Publix Premium | C | 7.99 | 9.99 | | | | | | | | | | | | | | | | | | | |
| | Publix | | | | | | | | | | | | | | | | | | | | | 4.49 | 80% | |
| | Greenwise | A | 11.99 | 12.99 | | | | | | | | | | | | | | | | | | | Choice | |
| | Dakota Organic | O | | | | | | | | | | | | | | | 5.99 | | | | | | | |
| Save-a-Lot | n/i | | | | 5.99 | 4.99 | | | | | | | 1.99 | | | | | | | | | | value | |
| Sprout's | n/i | | | | | | | | | | | | | | | | | | | | | | limit 4 | |
| | n/i | C | | | 9.99 | | | | | | | | | | | | | | | | | | limit 4 | |
| The Fresh Market | n/i | | | | | | | | | | | | | | | | | | | | | | | |
| | n/i | C | | | | | | | | | | | | | | | | | | | | | | |
| Trader Joe's | Trader Joe's | C | | | | | | | | 12.99 | | | | | | | | | | | | | | |
| | Trader Joe's | O | | | | | | | | | | | | | | | | | | | | | | |
| United Grocery | n/i | | | | | | | | | | | | | | | | | | | | | | | |
| | n/i | | | | | 4.99 | 4.99 | | | | | | | | | | | | | | | | value | |
| Walmart | Marketside | O | | | | | | | | | | | | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

prices in \$US per pound unless otherwise noted.

Independence Day 2017

BEEF

| State | Supermarket | Brand | K e y | Steaks for Grilling | | | | | | | | Ground Beef (lean % where noted) | | | | | | | | Cond. | | | |
|-------------------|--------------------|----------------|-------------|---------------------|-------|--------|--------------|------------|------|-------------|--------------|----------------------------------|--------|-------|-----------|-------|--------|-------|--------|-------|-----------|-----------|---------|
| | | | | Ribeye | | T-Bone | Porter House | Strip Loin | | Top Sirloin | London Broil | Inside Skirt | 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 | ALDI | Black Angus | C | | | | | 8.49 | 4.99 | | | | | | | | | | | | | | |
| | | n/i | | | | | | | | | | | 1.79 | | | | | | | 3.99 | 80% value | | |
| | Bi-Lo | SE Grocers | C | 8.99 | 9.99 | 6.99 | | | | | | | | | | | | | | | | | |
| | | SE Grocers | C | 9.49 | 10.49 | 7.49 | | | | 5.99 | 4.99 | | | | | | | | | | | | |
| | | SE Grocers | | | | | | | | | | | | | 2.99 | | | | | | | | limit 2 |
| | | Rancher's Home | | 3.99 | | | | | | | | | | | | | | | | | | | limit 2 |
| | Dollar General Mkt | n/i | | | | | | | | | | | | 2.50 | 3.95 | | | | | | | | |
| | Earth Fare | n/i | | 9.99 | | | | 9.99 | | | | | | | | 3.99 | | | | | | | |
| | Food Lion | n/i | C | | 7.99 | | | | | | | | | | | | | | | | | | card |
| | | n/i | | | | | | | | | | | | | | 3.99 | | | | | | | 73% |
| | Galaxy Food Cntr | n/i | | | | | | | | | | | 2.48 | 1.98 | | | | | | | | | |
| | | Tender Ridge | | | | | | | 6.98 | | | | | | | | | | | | | | |
| | Harris Teeter | n/i | | | | | | | | | | | | | 2.49 | | | | | | | | |
| | | HT Rancher | C | | 10.97 | | 9.97 | 9.97 | | 6.97 | | | | | | 3.49 | | | | 4.99 | | | |
| | | HT Reserve | C | | | | | | | 7.97 | | | | | | | | | | | | | |
| | | DK Natural | O | | | | | | | | | | | | | 8.99 | | | | | | | |
| | Harvey's | n/i | | | | | | | | | 3.98 | | | 2.18 | | | | | | | | | |
| | | Rancher's Home | | 4.88 | | | | | | | | | | | | | | | | | | | value |
| | IGA Food Stores | n/i | | | 8.99 | | | | | | | | | 2.49 | | | | | | | | | |
| | IGA Stores SE | Tender Ridge | | | 7.98 | | | | 6.78 | | | | | | | 2.68 | | | | | | | value |
| | Ingle's Markets | Ingle's | C | | 8.98 | | | | | | | | | | | | | | | | | | |
| | | Harvest Farms | C | | | | | | | 7.98 | | | | | | | | | | | | | |
| | | n/i | | | | | | | | | | | | | | 2.98 | | | | | | | |
| | Kroger Atlanta | n/i | | | | | | | | | | | | | | 3.49 | | | | | | | |
| | n/i | C | | 10.99 | | | | | | | | | | | | | | | | | | | |
| | Simple Truth | A | | | | | | | | | | | | 5.49 | | | | | | | | | |
| Lidl | Black Angus | C | | | | | 8.49 | | | | | | | | 2.29 | | | | | | 3.79 | 80% value | |
| Lowe's Foods | Black Angus | C | | | | | 7.97 | | | | | | | | | | | | | | | | |
| | n/i | G | | | | | | 8.97 | | | | | | | | | | | | | | | |
| | n/i | | | | | | | | | | | | | | | | | | 3.97 | | | | |
| Piggly Wiggly Car | Angus | C | | | | | | | | | | | | | 2.97 | | | | | | 3.99 | 80% | |
| | n/i | S | | | 7.77 | | 7.77 | | | | | | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Independence Day 2017

prices in \$US per pound unless otherwise noted.

BEEF

| State | Supermarket | Brand | K e y | Steaks for Grilling | | | | | | | | | Ground Beef (lean % where noted) | | | | | | | | Cond. | | |
|--------------|-------------|--------------------|--------------|---------------------|-------|--------|--------------|------------|------|-------------|--------------|--------------|----------------------------------|-------|-----------|-------|--------|-------|--------|-------|-------|---------|---------|
| | | | | Ribeye | | T-Bone | Porter House | Strip Loin | | Top Sirloin | London Broil | Inside Skirt | 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) | Publix | Publix Premium | C | 7.99 | 9.99 | | | | | | | | | | | | | | | | | | |
| | | Publix | A | | | | | | | | | | | 3.79 | | | | | | | 4.49 | 80% | |
| | | Greenwise | O | 11.99 | 12.99 | | | | | | | | | | | | 5.99 | | | | | Choice | |
| | | Dakota Organic | | | | | | | | | | | | | | | | | | | | value | |
| | | Quality Foods | n/i | 8.99 | | | | | 3.99 | | | | 2.29 | | | | | | | | | value | |
| | | Save-a-Lot | n/i | | 5.99 | 4.99 | | | | | | | 1.99 | | | | | | | | | value | |
| | | The Fresh Market | n/i | | | | | | | | | | | 3.99 | | | | | | | | | |
| | | Trader Joe's | Trader Joe's | C | | | | | | 12.99 | | | | | | | | | | | | | |
| | | Trader Joe's | O | | | | | | | | | | | | | | | | | | | | |
| | Walmart | Marketside | O | | | | | | | | | | | | | | | | | | | 5.98 | |
| TN | ALDI | Black Angus | C | | | | | 8.49 | 4.99 | | | 6.49 | | | | | | | | | | | |
| | | n/i | | | | | | | | | | | 1.79 | | | | | | | | 3.99 | 80% | |
| | | Cash Saver | n/i | | | | | | | | | | 2.29 | | | | | | | | | | |
| | | Cash Saver TC | n/i | | | | | | | | | | 2.25 | | | | | | | | | | |
| | | Chappell's | n/i | | 8.99 | | | | | | | | | | | | | | | | | | |
| | | n/i | S | | | | | | | | | | | | | | | | | | | | |
| | | Dollar General Mkt | n/i | | | | | | | | | | | | | | | | | | | | |
| | | E.W. James | Black Canyon | | | 8.98 | | | | | | | | | | | | | | | | | |
| | | n/i | | | | | | | | | | | | | | | | | | | | | |
| | | Earth Fare | n/i | | | | | | | | | | | | | | | | | | | | |
| | | n/i | G | 9.99 | | | | 9.99 | | | | | | | | | | | | | | | |
| | | Food City | Angus | C | 9.99 | | | | | | | | | | | | | | | | | | |
| | | n/i | S | 8.99 | | | | | | | | | | | | | | | | | | | |
| | | Food City | Food City | | | | | | | | | | | 1.99 | | 3.49 | | | | | | | |
| | | Food Country | n/i | | | | | | | | | | | 2.78 | | | | | | | | 3.29 | 80% |
| | n/i | | | | | | | | | | | | | | | | | | | | 2.98 | 75% | |
| | Food Lion | Butcher's Best | | | | | | 6.98 | 4.98 | | | | | | | | | | | | | card | |
| | n/i | | C | | 7.99 | | | | | | | | | | | | | | | | | 3.79 | 73% |
| | Food Rite | Black Canyon | | 9.99 | | | | | | | | | | | | | | | | | | | |
| | n/i | Food Rite | | | | | | | | | | | | | 2.99 | | | | | | | | |
| | H.G. Hill | n/i | S | | 13.99 | | | | | | | | | | | | | | | | | value | |
| | n/i | | | | | | | | | | | | 2.49 | | | | | | | | | 2.99 | 75% |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

prices in \$US per pound unless otherwise noted.

Independence Day 2017

BEEF

| State | Supermarket | Brand | K e y | Steaks for Grilling | | | | | | | | Ground Beef (lean % where noted) | | | | | | | | Cond. | | | |
|---------------------|--------------------|-------------------|-------------|---------------------|------|--------|--------------|------------|------|-------------|--------------|----------------------------------|--------|-------|-----------|-------|--------|-------|--------|-------|---------|---------|------------|
| | | | | Ribeye | | T-Bone | Porter House | Strip Loin | | Top Sirloin | London Broil | Inside Skirt | 73-75% | | 80%/Chuck | | 85-90% | | 93-95% | | Sirloin | Patties | |
| | | | | bone-in | bnls | | | bone-in | bnls | | | | reg | value | reg | value | reg | value | reg | | | | value |
| TN <i>(cont)</i> | IGA Houchen's | IGA TableRite | C | | | 8.99 | | | | | | | | | | | | | | | value | | |
| | IGA Stores OH/KY | n/i | | | | 5.99 | | | | | | | | | | | | | | | | | |
| | IGA Stores SE | Tender Ridge | | | | 7.98 | | | 6.78 | | | | | | | | | | | | | value | |
| | Ingle's Markets | Ingle's | C | | | 8.98 | | | | | | | | | | | | | | | | | |
| | | Harvest Farms | C | | | | | | | 7.98 | | | | | | | | | | | | | |
| | | n/i | | | | | | | | | | | | | | | | | | | | | |
| | Kroger Delta | n/i | | | | | | | | | | | | | | | | | | | | | |
| | | n/i | C | | | 8.99 | | | | | | | | | | | | | | | | | value |
| | Kroger MidAtlantic | n/i | C | | | 8.99 | 8.99 | | | | | | | | | | | | | | | | |
| | | n/i | | | | | | | | | | | | | | | | | | | | | |
| | Kroger Nashville | n/i | | | | | | | | | | | | | | | | | | | | | |
| | | Simple Truth | A | | | | | | | | | | | | 5.49 | | | | | | | | |
| | | Private Selection | | | | | 9.99 | | | | | | | | | | | | | | | | |
| | Luckys Supermrkt | n/i | | | | | | | | | | | 2.79 | | | | | | | | | | |
| | | Black Canyon | | | | | 9.99 | | | | | | | | | | | | | | | | |
| | Publix | Publix Premium | C | | | 7.99 | 9.99 | | | | | | | | | | | | | | | | |
| | | Publix | | | | | | | | | | | | | | | | | | | | | |
| | | Greenwise | A | | | 11.99 | 12.99 | | | | | | | | | | | | | | | | 4.49 |
| | | Dakota Organic | O | | | | | | | | | | | | | | | 5.99 | | | | | 80% Choice |
| | Osborne's | n/i | | | | | 8.99 | | | | | | | 2.49 | | | | | | | | | |
| Save-a-Lot | n/i | | | | | 5.99 | 4.99 | | | | | | 1.99 | | | | | | | | | value | |
| Sprout's | n/i | | | | | | | | | | | | | | | | | | | | | limit 4 | |
| | n/i | C | | | | 9.99 | | | | | | | | | | | | | | | | limit 4 | |
| Super Dollar | n/i | | | | | | | | | | | | | | | | | | | | | | |
| | n/i | S | | | | | | | | 4.99 | | | | | | | | | | | | | |
| Superlo Foods | Angus | C | | | | | | | | | | | | | | | | | | | | | |
| TC Grocery | n/i | | | | | | | | | | | | | | | | | | | | | | |
| | n/i | S | | | | | | | | | | | | | | | | | | | | | |
| The Fresh Market | n/i | | | | | | | | | | | | | | | | | | | | | | |
| | n/i | C | | | | | | | | | | | | | | | | | | | | | |
| Tietgen's | n/i | | | | | 8.99 | | | | | | | | | | | | | | | | | |
| Trader Joe's | Trader Joe's | C | | | | | | | | 12.99 | | | | | | | | | | | | | |
| | Trader Joe's | O | | | | | | | | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Independence Day 2017

prices in \$US per pound unless otherwise noted.

BEEF

| State | Supermarket | Brand | K e y | Steaks for Grilling | | | | | | | | Ground Beef (lean % where noted) | | | | | | | | Cond. | | | | |
|-------------------|--------------------|----------------|-------------|---------------------|------|--------|--------------|------------|------|-------------|--------------|----------------------------------|--------|-------|-----------|-------|--------|-------|--------|-------|---------|---------|-------|---------|
| | | | | Ribeye | | T-Bone | Porter House | Strip Loin | | Top Sirloin | London Broil | Inside Skirt | 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) | United Grocery | n/i | | | | | | | | | | | | | | | | | | | | | | |
| | Walmart | Marketside | O | | | 4.99 | 4.99 | | | | | | | | 2.69 | | | | | | | | value | |
| VA | ALDI | Black Angus | C | | | | | 8.49 | 4.99 | | 6.49 | | | | | | | | | | | 3.99 | 80% | |
| | Associated | n/i | C | | | | | | 4.99 | 2.99 | | | | 1.79 | | | | | | | | | | |
| | Dollar General Mkt | n/i | | | | | | | | | | | 2.50 | 3.95 | | | | | | | | | | |
| | Farm Fresh | Angus | C | | 8.99 | | | | | | | | | | | | | | | | | | | |
| | | n/i | | | | | | | | | | 2.49 | | | | | | | | | | | | |
| | | Wild Harvest | O | | | | | | | | | | | | | 7.99 | | | | | | 7.99 | 85% | |
| | Food City | Angus | C | 9.99 | | | | | | | | | | | | | | | | | | | value | |
| | | n/i | S | 8.99 | | | | | | | | | | | | | | | | | | | | |
| | | Food City | | | | | | | | | | | 1.99 | 3.49 | | | | | | | | | | |
| | Food Country | n/i | | | | | | | | | | | 2.78 | | | | | | | | | 3.29 | 80% | |
| | | n/i | | | | | | | | | | | | | | | | | | | | 2.98 | 75% | |
| | Food Lion | Butcher's Best | | | | | | 6.98 | 4.98 | | | | | | | | | | | | | | | |
| | | n/i | C | | 7.99 | | | | | | | | | | | | | | | | | | | |
| | | n/i | | | | | | | | | | | | | | 3.99 | | | | | | | 3.79 | 73% |
| | Galaxy Food Cntr | n/i | | | | | | | | | | 2.48 | 1.98 | | | | | | | | | | | |
| | | Tender Ridge | | | | | | 6.98 | | | | | | | | | | | | | | | | |
| | Giant Foods | n/i | | | | | | | | | | | | | | | 3.49 | | | | | | 3.99 | 85% |
| | | Butcher Shop | C | | | 4.99 | 4.99 | | | | | | | | | | | | | | | | | limit 1 |
| | | Butcher Shop | C | | | 7.99 | 7.99 | | | | | | | | | | | | | | | | | |
| | Grants | Black Canyon | | | | 5.99 | | | | | | | | 2.39 | | | | | | | | | 2.89 | 80% |
| Great Valu Market | n/i | | | | | | | | | | | | 1.99 | | | | | | | | | 2.99 | 75% | |
| | Star Ranch | C | | 7.99 | 8.99 | 8.99 | | | 4.99 | 2.99 | | | | | | | | | | | | | | |
| Harris Teeter | n/i | | | | | | | | | | | | 2.49 | | | | | | | | | | | |
| | HT Rancher | C | | 10.97 | | 9.97 | 9.97 | | 6.97 | | | | | | 3.49 | | | | | | | 4.99 | | |
| | HT Reserve | C | | | | | | | 7.97 | | | | | | | | | | | | | | | |
| | DK Natural | O | | | | | | | | | | | | | | 8.99 | | | | | | | | |
| IGA Stores SE | Tender Ridge | | | 7.98 | | | | | | | | | | | 2.68 | | | | | | | | value | |
| Ingle's Markets | Ingle's | C | | 8.98 | | | | | | | | | | | | | | | | | | | | |
| | Harvest Farms | C | | | | | | | 7.98 | | | | | | | | | | | | | | | |
| | n/i | | | | | | | | | | | | | | 2.98 | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

prices in \$US per pound unless otherwise noted.

Independence Day 2017

BEEF

| State | Supermarket | Brand | K e y | Steaks for Grilling | | | | | | | | | Ground Beef (lean % where noted) | | | | | | | | Cond. | | |
|---------------------|--------------------|-----------------|-------------|---------------------|-------|--------|--------------|------------|------|-------------|--------------|--------------|----------------------------------|-------|-----------|-------|--------|-------|--------|-------|-------|---------|---------|
| | | | | Ribeye | | T-Bone | Porter House | Strip Loin | | Top Sirloin | London Broil | Inside Skirt | 73-75% | | 80%/Chuck | | 85-90% | | 93-95% | | | Sirloin | Patties |
| | | | | bone-in | bnls | | | bone-in | bnls | | | | reg | value | reg | value | reg | value | reg | value | | | |
| VA <i>(cont)</i> | Kroger MidAtlantic | n/i | C | 8.99 | 8.99 | | | | | | | | | | | | | | | | | | |
| | | n/i | | | | | | | | | | | | | | | | | | | | | |
| | Lidl | Black Angus | C | | | | | 8.49 | | | | | | | 3.49 | | | | | | | 3.79 | 80% |
| | Lowe's Foods | Black Angus | C | | | | | 7.97 | | | | | | | 2.29 | | | | | | | | value |
| | | n/i | G | | | | | | | | | | | | | | | | | | | | |
| | | n/i | | | | | | | | | | | | | | | | | | | | | |
| | Martins Food | Laura's Lean | A | | | | | | | | | | | | | | | | | | | | |
| | | Giant | | | | | | | | | | | | | | | | | | | | | |
| | | Butcher Shop | C | | | | 5.77 | 5.77 | | | | | | | | | | | | | | | |
| | | Butcher Shop | C | | | | 6.77 | 6.77 | | | | | | | | | | | | | | | |
| | Piggly Wiggly Reta | n/i | | | | | | | | | | | | | | | | | | | | | |
| | | Meadowland | | | | | | | | | | | | | | | | | | | | | |
| | Piggly Wiggly Strs | Preferred Angus | | | | | | | | | | | | | | | | | | | | | |
| | | n/i | | | | | | | | | | | | | | | | | | | | | |
| | Publix | Publix Premium | C | 7.99 | 9.99 | | | | | | | | | | | | | | | | | | |
| | | Publix | | | | | | | | | | | | | | | | | | | | | |
| | | Greenwise | A | 11.99 | 12.99 | | | | | | | | | | | | | | | | | | |
| | | Dakota Organic | O | | | | | | | | | | | | | | | | | | | | |
| | Safeway Eastern | n/i | C | | | | 5.99 | 5.99 | | | | | | | | | | | | | | | |
| | | n/i | C | | | | 12.99 | | | | | | | | | | | | | | | | |
| | n/i | | | | | | | | | | | | | | | | | | | | | | |
| Save-a-Lot | n/i | | | | | 5.99 | 4.99 | | | | | | | | | | | | | | | | |
| Shop'n Save | n/i | | | | | | | | | | | | | | | | | | | | | | |
| Shoppers Food | n/i | S | | | | | | | | | | | | | | | | | | | | | |
| | n/i | | | | | | | | | | | | | | | | | | | | | | |
| | Wild Harvest | O | | | | | | | | | | | | | | | | | | | | | |
| | Wild Harvest | A | | | | | | | | | | | | | | | | | | | | | |
| Super Dollar | n/i | | | | | | | | | | | | | | | | | | | | | | |
| | n/i | S | | | | | | | | | | | | | | | | | | | | | |
| The Fresh Market | n/i | | | | | | | | | | | | | | | | | | | | | | |
| | n/i | C | | | | | | | | | | | | | | | | | | | | | |
| Trader Joe's | Trader Joe's | C | | | | | | | | | | | | | | | | | | | | | |
| | Trader Joe's | O | | | | | | | | | | | | | | | | | | | | | |
| Walmart | Marketside | O | | | | | | | | | | | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

prices in \$US per pound unless otherwise noted.

Independence Day 2017

BEEF

| State | Supermarket | Brand | Key | Steaks for Grilling | | | | | | | | | Ground Beef (lean % where noted) | | | | | | | | Cond. | | | |
|--------------------|--------------------|-----------------|------|---------------------|------|--------|--------------|------------|-------|-------------|--------------|--------------|----------------------------------|-------|-----------|-------|--------|-------|--------|-------|-------|---------|---------|-------------|
| | | | | Ribeye | | T-Bone | Porter House | Strip Loin | | Top Sirloin | London Broil | Inside Skirt | 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) | Wegmans | Wegmans | C | 12.99 | | | 12.49 | | 11.99 | | | 17.99 | | | 3.79 | 2.29 | 4.49 | 2.99 | 5.99 | 4.99 | | | value | |
| | | Wegmans | C | 10.99 | | | | | | | | | | | | | | | | | | | | |
| | | Wegmans | A | 19.99 | | | | | 19.99 | | | 18.99 | | | 5.99 | | | | | | | | 7.49 | 85% |
| | Weis Markets | n/i | C | | | 5.88 | 5.88 | 5.88 | | | | | | | | | | | | | | | | |
| | | Angus | C | | | | | | | 7.49 | 4.69 | | | | 3.68 | | | | | | | | | |
| | | n/i | | | | | | | | | | | | | | | | | | | | | | |
| | | n/i | G | | | | | 7.00 | | | | | | | | | | | | | | | | |
| WV | ALDI | Black Angus | C | | | | | 8.49 | 4.99 | | 6.49 | | | | | | | | | | | 3.99 | 80% | |
| | | n/i | | | | | | | | | | | 1.79 | | | | | | | | | | | |
| | Dollar General Mkt | n/i | | | | | | | | | | | | 2.50 | | 3.95 | | | | | | | | |
| | | Food Fair | | 5.99 | | | | 5.99 | | | | | | | | | | | | | | | | |
| | Food Lion | Black Canyon | | | | | | | | | | | | | 3.28 | | | | | | | | | |
| | | n/i | C | | 7.99 | | | | | | | | | | | | | 3.99 | | | | | 3.79 | card 73% |
| | Foodland | Star Ranch | | | | | | | | 3.98 | | | | | | | | | | | | | | |
| | | n/i | | | | | | | | | | | | | | | | | | | | | | |
| | Galaxy Food Cntr | n/i | | | | | | | | | | | 2.48 | 1.98 | | | | | | | | | | |
| | | Tender Ridge | | | | | | 6.98 | | | | | | | | | | | | | | | | |
| | Giant Eagle | n/i | C | | | 7.99 | | | | | | | | | | | | | | | | | | value |
| | | n/i | | | | | | | | | | | | | | 2.49 | | | | | | | | |
| | Grants | Market District | C | | | 8.99 | | | | | 6.99 | | | | | 4.59 | | | | | | | | value |
| | | Black Canyon | | | | 5.99 | | | | | | | | | 2.39 | | | | | | | | 2.89 | 80% |
| | Great Valu Market | n/i | | | | | | | | | | | | 1.99 | | | | | | | | | 2.99 | 75% |
| | | Star Ranch | C | | 7.99 | 8.99 | 8.99 | | | 4.99 | 2.99 | | | | | | | | | | | | | |
| | IGA Stores SE | Tender Ridge | | | 7.98 | | | | 6.78 | | | | | | | | 2.68 | | | | | | | value |
| | | n/i | C | | | 6.99 | | | | | | | | | | | | | | | | | | value |
| | Kroger Columbus | n/i | | | | | | | | | | | | | | 3.49 | | | | | | | | |
| n/i | | | | | | | | | | | | | | | | | | | | | | | | |
| Kroger MidAtlantic | n/i | C | 8.99 | 8.99 | | | | | | | | | | | | | | | | | | | | |
| | n/i | | | | | | | | | | | | | | 3.49 | | | | | | | | | |
| Martins Food | Laura's Lean | A | | | | | | | | | | | | | | | | | | | | | | |
| | Giant | | | | | | | | | | | | | | | | 2.88 | | 5.49 | | | 3.99 | 85% | |
| | Butcher Shop | C | | | 5.77 | 5.77 | | | | | | | | | | | | | | | | | >3 pks | |
| | Butcher Shop | C | | | 6.77 | 6.77 | | | | | | | | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Independence Day 2017

prices in \$US per pound unless otherwise noted.

BEEF

| State | Supermarket | Brand | K e y | Steaks for Grilling | | | | | | | | Ground Beef (lean % where noted) | | | | | | | | Cond. | | | | | |
|--------------|--------------------|-----------------|-------------|---------------------|------|--------|--------------|------------|------|-------------|--------------|----------------------------------|--------|-------|-----------|-------|--------|-------|--------|-------|---------|---------|-------|------|-----|
| | | | | Ribeye | | T-Bone | Porter House | Strip Loin | | Top Sirloin | London Broil | Inside Skirt | 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) | Piggly Wiggly Strs | Preferred Angus | | | 7.99 | | | | | | | | | | | | | | | | | | | | |
| | | n/i | | | | | | | | | 2.69 | 2.49 | | | | | | | | | 2.99 | 75% | | | |
| | Riesbeck's | Hereford | C | | | | | 5.88 | | | | | | | | | | | | | | | | | |
| | | n/i | | | | | | | | | | 2.99 | | | | | | | | | | 3.99 | 80% | | |
| | Save-a-Lot | n/i | | | 5.99 | 4.99 | | | | | | 1.99 | | | | | | | | | | | value | | |
| | Shop'n Save | n/i | | | | | | 7.98 | | | | | | | 2.48 | | | | | | | | | | |
| | Sparkle | n/i | C | | | 7.88 | 7.88 | | | 5.99 | | | | | | | | | | | | | 4.99 | 80% | |
| | | n/i | C | | | | | | | | | | | | | | | | | | | | | 5.49 | 90% |
| | Walmart | Marketside | O | | | | | | | | | | | | | 5.98 | | | | | | | | | |
| | Weis Markets | n/i | C | | | 5.88 | 5.88 | 5.88 | | | | | | | | | | | | | | | | | |
| | Angus | C | | | | | | | 7.49 | 4.69 | | | | | | | | | | | | | | | |
| | n/i | | | | | | | | | | | | | 3.68 | | | | | | | | | | | |
| | n/i | G | | | | | | 7.00 | | | | | | | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Independence Day 2017

prices in \$US per pound unless otherwise noted.

BEEF

| State | Supermarket | Brand | Key | Steaks for Grilling | | | | | | | | | Ground Beef (lean % where noted) | | | | | | | | Cond. | | |
|--|-------------------|-------------|-----|---------------------|-------|--------|--------------|------------|-------|-------------|--------------|--------------|----------------------------------|-------|-----------|-------|--------|-------|--------|-------|-------|---------|-------------|
| | | | | Ribeye | | T-Bone | Porter House | Strip Loin | | Top Sirloin | London Broil | Inside Skirt | 73-75% | | 80%/Chuck | | 85-90% | | 93-95% | | | Sirloin | Patties |
| | | | | bone-in | bnls | | | bone-in | bnls | | | | reg | value | reg | value | reg | value | reg | value | | | |
| MIDWESTERN U.S. - IA,IL,IN,MI,MN,ND,NE,OH,SD,WI | | | | | | | | | | | | | | | | | | | | | | | |
| IA | Affiliated MW | n/i | C | | | | | 11.20 | | | | | | | | | | | | | | | |
| | | n/i | | | | | | | | | | | | | | | | | | | | | |
| | Star Ranch | | | | 8.69 | | | | 4.49 | | | | | | | | | | | | | | |
| | ALDI | Black Angus | C | | | | | 8.49 | 4.99 | | | 6.49 | | | | | | | | | | | |
| | | n/i | | | | | | | | | | | 1.79 | | | | | | | | | 3.99 | 80% limit 2 |
| | Family Fare | n/i | | | | | | | | | | | | | | | | | | | | | |
| | Open Acres | | | | | | | | 4.99 | | | | | | | | | | | | | | |
| | Family Foods | n/i | | | | | | | | | | | | | | | | | | | | | |
| | Angus Pride | | C | | | 8.99 | | | 5.99 | | | | | | | | | | | | | | |
| | Fareway | n/i | C | | | | | 9.99 | | | | | | | | | | | | | | | |
| | Fishers Jack&Jill | n/i | | | | | | | | | | | | | | | | | | | | | |
| | Angus Reserve | | | | | 8.99 | | | | | | | | | | | | | | | | | |
| | Food Pride | n/i | | | | | | | | | | | | | | | | | | | | | |
| | Angus Pride | | C | | | 8.99 | 9.99 | | 5.99 | | | | | | | | | | | | | | |
| | Fresh Thyme | n/i | C | | | | | 6.99 | | | 4.99 | | | | | | | | | | | | |
| | | n/i | G | | | | | | | | | | | 3.77 | | | | | | | | | |
| | Hometown Foods | n/i | | | | | | | | | | | | 3.48 | 2.99 | | | | | | | | |
| | Star Ranch | | C | | | | | | 5.88 | | | | | | | | | | | | | | |
| | Hy-Vee | n/i | | | | | | | | | | | | | | | | | | | | | |
| | Hy-Vee Reserve | | C | | | | | | 15.99 | | | | | | | | | | | | | | |
| | Hy-Vee Angus | | C | | 9.99 | | | | 3.99 | | | | | | | | | | | | | | |
| | Strauss | | G | | | | | | | | | | | | | | | | | | | 6.99 | 85% value |
| | Jewel-Osco | n/i | C | | 10.99 | 5.99 | | 5.99 | 10.99 | BOGO | | | | | | | | | | | | | |
| | | n/i | | | | | | | | | | | | | | | | | | | | | |
| | Lucky's Market | n/i | G | | | | | | | | | | | | | | | | | | | | |
| | Maynard Foods | n/i | | | | | | | | | | | | | | | | | | | | | |
| | Star Ranch | | C | 8.99 | | | | | 5.99 | | | | | | | | | | | | | | |
| | Natural Grocers | Meyer | A | | | | | | | | | | | | | | | | | | | | |
| | No Frills | n/i | | | | | | | | | | | | | | | | | | | | | |
| | Open Acres | | | | | | | | 5.99 | | | | | | | | | | | | | | |
| | Price Chopper | Angus | C | | | | | | | | | | | | | | | | | | | 5.99 | |
| | | KC Pride | | | | | | 9.60 | | | | | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Independence Day 2017

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BEEF

| State | Supermarket | Brand | K e y | Steaks for Grilling | | | | | | | | Ground Beef (lean % where noted) | | | | | | | | Cond. | | | | |
|---------------------|-----------------|-------------------|-------------|---------------------|-------|--------|--------------|------------|-------|-------------|--------------|----------------------------------|--------|-------|-----------|-------|--------|-------|--------|-------|---------|---------|---------|-----|
| | | | | Ribeye | | T-Bone | Porter House | Strip Loin | | Top Sirloin | London Broil | Inside Skirt | 73-75% | | 80%/Chuck | | 85-90% | | 93-95% | | Sirloin | Patties | | |
| | | | | bone-in | bnls | | | bone-in | bnls | | | | reg | value | reg | value | reg | value | reg | | | | value | |
| IA <i>(cont)</i> | Quillin's | Chairmans Reserve | C | | | | | 7.99 | | | | | | | | | | | | | | | | |
| | | n/i | | | | | | | | | | | | | | | 3.49 | | | | | | | |
| | Save-a-Lot | n/i | | | 5.99 | 4.99 | | | | | | 1.99 | | | | | | | | | | value | | |
| | Schnuck's | n/i | S | | 6.99 | | | | 6.99 | | | | | | | | | | | | | | | |
| | | Angus | C | | | | | | 7.99 | | | | | | | | | | | | | | | |
| | Sunshine Foods | n/i | C | | | | | | 4.99 | | | | | | | | | | | | | | | |
| | | Sunshine's Own | | | | | | | | | | | | | 2.69 | | | | | | | | | |
| | Super Saver | Omaha Natural | | | | | | | 3.98 | | | | | | | | | | | | | | | |
| | | Angus | | | | | | | 4.28 | | | | | | | | | | | | | | | |
| | | n/i | | | | | | | | | | | | 3.18 | 2.98 | | | | | | | 3.48 | 80% | |
| Thriftway Stores | n/i | | | | | | 9.99 | 4.99 | | | | | | 2.49 | | | | | | | 3.99 | 80% | | |
| Trader Joe's | Trader Joe's | | C | | | | | | 12.99 | | | | | | | | | | | | | | | |
| | Trader Joe's | | O | | | | | | | | | | | | | 6.99 | | | | | | | | |
| Walmart | Marketside | | O | | | | | | | | | | | | 5.98 | | | | | | | | | |
| IL | Affiliated MW | Star Ranch | | | 8.69 | | | | | 4.49 | | | | | | | | | | | | | | |
| | ALDI | Black Angus | C | | | | | 8.49 | 4.99 | | 6.49 | | | | | | | | | | | | | |
| | | n/i | | | | | | | | | | 1.79 | | | | | | | | | | 3.99 | 80% | |
| | Angelo Caputo's | n/i | | | | | | 5.99 | | | | | | 2.99 | | | | | | | | | value | |
| | | n/i | C | | | | | 7.99 | | | | | | | | | | | | | | | | |
| | | Angelo's Choice | G | | 13.99 | | | 9.99 | 12.99 | | | | | | 4.99 | | | | | | | | 5.99 | 85% |
| | | Angus | C | | | 8.99 | 8.99 | | | 5.99 | | | | | | | | | | | | | | |
| | | Laura's Lean | A | | | | | | | | | | | | | | 6.99 | | | | | | 6.99 | 92% |
| | Berkot's | n/i | C | | | 8.99 | 8.99 | | | 3.99 | | | | 2.99 | | | | | | | | BOGO | | |
| | Borowiak's IGA | IGA TableRite | | | 4.99 | 6.99 | | | 3.99 | | | | | 2.99 | | | | | | | | | | |
| | | Borowiak's Best | | | | | | | | | | | | | | 2.49 | | | | | | | limit 3 | |
| | Brookhaven | Angus | C | | | | | 8.99 | | 5.99 | | 6.99 | | | | | | | | | | | | |
| | | n/i | | | | | | | | | | | 2.99 | 2.79 | | | | | | | | | 3.29 | 80% |
| | Butera Market | Angus | C | | | | | 5.99 | | | | 3.99 | | | | | | | | | | | value | |
| | | Angus | C | | | 9.99 | 9.99 | 6.29 | | 6.99 | | | | | | | | | | | | | | |
| | n/i | C | | 6.99 | | | | | | | | | | | | | | | | | 3.99 | | | |
| | n/i | | | | 3.99 | | | | | | | 1.99 | 3.19 | 2.89 | 3.99 | 3.69 | | | | | | | limit 3 | |
| Cermak | Angus | C | | | | | 4.99 | | | | 3.99 | | 2.99 | | | | | | | | | | | |
| County Market NFI | n/i | | | | | | | | | | | 1.88 | | | | | | | | | | 2.49 | 75% | |
| | Angus | C | | | | | | 12.99 | | | | | | | | | | | | | | | | |

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BEEF

| State | Supermarket | Brand | K e y | Steaks for Grilling | | | | | | | | | Ground Beef (lean % where noted) | | | | | | | | Cond. | | | | |
|-------------------|-------------------|-----------------|-------------|---------------------|------|--------|--------------|------------|------|-------------|--------------|--------------|----------------------------------|-------|-----------|-------|--------|-------|--------|-------|-------|---------|---------|-------|-----|
| | | | | Ribeye | | T-Bone | Porter House | Strip Loin | | Top Sirloin | London Broil | Inside Skirt | 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) | Cub Foods | n/i | | | | | | | | | | | | | | | | | | | | | | | |
| | | n/i | C | 7.99 | | | | | | | | | | | | | | | | | | | | | |
| | El Guero | n/i | C | | | | | | 4.59 | | | | | | | | | | | | | | | | |
| | Fairplay Foods | n/i | | | | 4.99 | | | | | | | 2.49 | | | | | | | | | | | | |
| | | n/i | C | | | | | | | | | | | | | | | | | | | | | | |
| | Fareway | n/i | C | | | | | | | | | | | | | | | | | | | | | | |
| | Fishers Jack&Jill | n/i | | | | | | | | | | | | | | | | | | | | | | | |
| | | Angus Reserve | | | | | 8.99 | | | | | | | | | | | | | | | | | | |
| | Food 4 Less | n/i | | | | 7.99 | 7.99 | 7.99 | | | | | | | | | | | | | | | | value | |
| | Food Pride | n/i | | | | | | | | | | | | | | | | | | | | | | | |
| | | Angus Pride | C | | | | 8.99 | 9.99 | | 5.99 | | | | | | | | | | | | | | | |
| | Fresh Thyme | n/i | C | | | | | | 6.99 | | | | | | | | | | | | | | | | |
| | | n/i | G | | | | | | | | | | | | | | | | | | | | | | |
| | Garden Fresh | Sterling Silver | C | | | | | | | | | | | | | | | | | | | | | | |
| | | n/i | | | | | | | | | | | | | | | | | | | | | | | |
| | | n/i | U | | | | 4.99 | | | | | | | | | | | | | | | | | 2.99 | 73% |
| | H-Mart | Angus | C | | | | | | | | | | | | | | | | | | | | | | |
| | Heinen's | Heinen's | O | | | | | | | | | | | | | | | | | | | | | | |
| | | Heinen's | A | | | | | | | | | | | | | | | | | | | | | | |
| | Hy-Vee | n/i | | | | | | | | | | | | | | | | | | | | | | | |
| | Hy-Vee Reserve | C | | | | | | | | | | | | | | | | | | | | | | | |
| | Hy-Vee Angus | C | | | | | | | | | | | | | | | | | | | | | | | |
| | Strauss | G | | | | | | | | | | | | | | | | | | | | | | | |
| IGA Houchen's | IGA TableRite | C | | | | | | | | | | | | | | | | | | | | | | | |
| IGA Stores IL/IN | IGA TableRite | | | | | | | | | | | | | | | | | | | | | | | | |
| Jewel-Osco | n/i | C | | | | 10.99 | 5.99 | | | | | | | | | | | | | | | | | | |
| | n/i | | | | | | | | | | | | | | | | | | | | | | | | |
| Jimenez | n/i | C | | | | | | | | | | | | | | | | | | | | | | | |
| | n/i | | | | | | | | | | | | | | | | | | | | | | | | |
| Kirby Foods IGA | IGA TableRite | | | | | | | | | | | | | | | | | | | | | | | | |
| Kroger Central | n/i | C | | | | | | | | | | | | | | | | | | | | | | | |
| | Private Selection | | | | | | | | | | | | | | | | | | | | | | | | |
| Kroger Louisville | n/i | | | | | | | | | | | | | | | | | | | | | | | | |
| La Chiquita | n/i | | | | | | | | | | | | | | | | | | | | | | | | |

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| | | | | Ribeye | | T-Bone | Porter House | Strip Loin | | Top Sirloin | London Broil | Inside Skirt | 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 | Al's Supermarket | n/i | | | | | | | | | | | | | | | | | | | | | |
| | | n/i | C | | | | | 5.50 | 3.88 | | | | | | | | 2.88 | 2.88 | | | | | |
| | ALDI | Black Angus | C | | | | | 8.49 | 4.99 | | | 6.49 | | | | | | | | | | | |
| | | n/i | | | | | | | | | | | 1.79 | | | | | | | 3.99 | 80% | | |
| | Dollar General Mkt | n/i | | | | | | | | | | | 2.50 | | 3.95 | | | | | | | | |
| | Earth Fare | n/i | | | | | | | | | | | | | | 3.99 | | | | | | | |
| | | n/i | G | 9.99 | | | | 9.99 | | | | | | | | | | | | | | | |
| | Food 4 Less | n/i | | | | 7.99 | | 7.99 | | | | | | | | | | | | | | | value |
| | Fresh Encounters | n/i | | | | | | | | | | | | | | | 2.49 | | | | | | limit 4 |
| | | n/i | | | | | | | | | | | 2.99 | | | 3.99 | | | | | | | value |
| | Fresh Thyme | Premium Angus | | | | | | 6.99 | | | | | | | | | | | | | | | value |
| | | n/i | C | | | | | 6.99 | | | | 4.99 | | | | | | | | | | | |
| | | n/i | G | | | | | | | | | | | | 3.77 | | | | | | | | |
| | Giant Eagle | n/i | C | | | 7.99 | | | | | | | | | | | | | | | | | value |
| | | n/i | | | | | | | | | | | | | | | 2.49 | | | | | | value |
| | Harding's | Market District | C | | | 8.99 | | | | 6.99 | | | | | 4.59 | | | | | | | | value |
| | | Harding's | | | | | | | | | | | | | | | 2.99 | | | | | | |
| | | Tender Ridge | C | | | 7.99 | | | | | | | | | | | | | | | | | 3.99 |
| | | Meadowland | | | | | | | | | | | | | | | | | | | | | 80% |
| | Harvest Market | Black Canyon | C | | | | | 12.99 | | | | | | | | | | | | | | | |
| Holiday Foods | n/i | | | | 7.99 | | 7.99 | | | | | | | | | | 2.99 | | | | | | |
| IGA Houchen's | IGA TableRite | C | | | 8.99 | | | | | | | | | | | | | | | | | value | |
| IGA SpartanNash | n/i | | | | | | | | | | | | | 2.99 | | | | | | | | | |
| | n/i | C | | | 7.99 | | | | | | | | | | | | | | | | | | |
| IGA Stores IL/IN | IGA TableRite | | | | | | | 8.99 | | | | | | | | | | | | | | | |
| IGA Stores OH/KY | n/i | | | | | | 5.99 | | | | | | | | | 2.89 | | | | | | | |
| Jay C Foods | n/i | C | 7.99 | | | | | | | | | | | | | | | | | | | | |
| | n/i | | | | | | | | | | | | | | | | | | | | | | |
| Jewel-Osco | n/i | C | | | 10.99 | 5.99 | | 5.99 | 10.99 | BOGO | | | | | | | | | | | | | value |
| | n/i | | | | | | | | | | | | | | | | | 4.99 | | | | | |
| Kirby Foods IGA | IGA TableRite | | | | | | | 8.99 | | | | | | | | 2.49 | | | | | | 2.79 | 85% |
| Kroger Central | n/i | C | | | 6.77 | | | | | | | | | | | | | | | | | | value |
| | Private Selection | | | | | | | | | | | | | 3.99 | | | | | | | | | |
| Kroger Cincinnati | n/i | C | 7.99 | | | | | | | | | | | | | 3.49 | | | | | | | value |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Independence Day 2017

prices in \$US per pound unless otherwise noted.

BEEF

| State | Supermarket | Brand | Key | Steaks for Grilling | | | | | | | | | Ground Beef (lean % where noted) | | | | | | | | Cond. | | | |
|---------------------|-------------------|------------------|-----|---------------------|-------|--------|--------------|------------|------|-------------|--------------|--------------|----------------------------------|-------|-----------|-------|--------|-------|--------|-------|-------|---------|---------|--|
| | | | | Ribeye | | T-Bone | Porter House | Strip Loin | | Top Sirloin | London Broil | Inside Skirt | 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> | Kroger Louisville | n/i | | 7.99 | | | | | | | | | | | 3.49 | | | | | | | value | | |
| | Lucky's Market | n/i | G | | | | | | | | | | | | | 3.97 | | | | | | | | |
| | Martins Supermrkt | n/i | C | | | | | 9.99 | | | | | | | 2.49 | | | | | | | | | |
| | Meijer | n/i | | | | | | | | | | | | | 2.99 | | | | | | | | | |
| | | Angus | | C | 8.99 | | | | | | | | | | | | | | | | | | | |
| | Miller's Markets | Hereford | | C | | | | | | | | | | | | 3.26 | | | | | | | | |
| | | n/i | | | | | 5.89 | 5.89 | | | | | | | | | | | | | | | | |
| | New Market | n/i | | | 6.99 | | | | 5.99 | | | | | | | | | | | | | | value | |
| | | n/i | | | | | | | | | | | | | | 2.99 | | | 4.99 | | | 4.99 | 90% | |
| | | Black Angus | | C | | | 7.99 | | | | | | | | | | | | | | | | value | |
| | Save-a-Lot | n/i | | | | 5.99 | 4.99 | | | | | | 1.99 | | | | | | | | | | value | |
| | Schnuck's | n/i | | S | | 6.99 | | | | | 6.99 | | | | | | | | | | | | | |
| | | Angus | | C | | | | | | | 7.99 | | | | | | | | | | | | | |
| | The Fresh Market | n/i | | | | | | | | | | | | 3.99 | | | | | | | | | | |
| | n/i | | C | | | | | | | | | | | | | | | | | | | | | |
| Trader Joe's | Trader Joe's | | C | | | | 12.99 | | | 12.99 | | | | | | | | | | | | | | |
| | Trader Joe's | | O | | | | | | | | | | | | | | | | | | | | | |
| Walmart | Marketside | | O | | | | | | | | | | | | | | | | | | | | | |
| Walt's Food Cntr | Walt's | | | | | | | | | | | | | | | | | | | | | 3.49 | 80% | |
| | Walt's | | C | | | | | | | 7.99 | | | | | | | | | | | | | | |
| Wesselman's | n/i | | | | 8.99 | | | | | | | 2.99 | 2.49 | | | | | | | | | 3.99 | 80% | |
| MI | Affiliated MW | Star Ranch | | | 8.69 | | | | | 4.49 | | | | | | | | | | | | | | |
| | ALDI | Black Angus | | C | | | | | | 8.49 | 4.99 | | | | | | | | | | | 3.99 | 80% | |
| | | n/i | | | | | | | | | | | 1.79 | | | | | | | | | 3.99 | 80% | |
| | Busch's | n/i | | | | | | | | | | | | | | | 3.49 | | | | | 3.99 | 80% | |
| | | Creekstone Farms | | A | 10.99 | | | | | | | | | | | | | | | | | | | |
| | County Market | n/i | | | | | | | | | | | | | 2.48 | | | | | | | | | |
| | D&W Fresh Mrkt | Open Acres | | C | | | 8.99 | | | 6.99 | | | | | | | | | | | | | value | |
| | | Meyer | | A | | 16.99 | | | | | | | | | | | | | | | | | | |
| | | n/i | | | | | | | | | | | | | | 3.99 | | | | | | | | |
| | Earth Fare | n/i | | G | 9.99 | | | | 9.99 | | | | | | | | 3.99 | | | | | | | |
| | n/i | | | | | | | | | | | | | | | | | | | | | | | |
| Family Fare | Open Acres | | | | | | | | | 5.99 | | | | | | | | | | | | | | |
| | n/i | | | | | | | | | | | | | | 1.99 | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

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prices in \$US per pound unless otherwise noted.

BEEF

| State | Supermarket | Brand | K e y | Steaks for Grilling | | | | | | | | | Ground Beef (lean % where noted) | | | | | | | | Cond. | | | |
|---------------------|-----------------|---------------|-------------|---------------------|------|--------|--------------|------------|------|-------------|--------------|--------------|----------------------------------|-------|-----------|-------|--------|-------|--------|-------|-------|---------|---------|---------|
| | | | | Ribeye | | T-Bone | Porter House | Strip Loin | | Top Sirloin | London Broil | Inside Skirt | 73-75% | | 80%/Chuck | | 85-90% | | 93-95% | | | Sirloin | Patties | |
| | | | | bone-in | bnls | | | bone-in | bnls | | | | reg | value | reg | value | reg | value | reg | value | | | | |
| MI <i>(cont)</i> | Super One Foods | Pasture One | G | | | | | | | | | | | | | | | | | | | | | |
| | | Black Angus | | 8.88 | | | | | | | | | | | 6.46 | | | | | | | | | |
| | Tadych's | Angus Pride | C | | | 7.99 | | | | | | | | | | | | | | | 3.89 | 80% | | |
| | | n/i | | | | | | | | | | | | | 2.89 | | | | | | | | | |
| | | Nature Source | A | | | | | | 5.99 | | | | | | | | | | | | | | | |
| | Tom's/Oleson's | n/i | C | | | | | 9.99 | | | | | | | | | | | | | | | value | |
| | | n/i | | | | | | | | | | | | | 2.99 | | | | | | | | | |
| | Trader Joe's | Trader Joe's | C | | | | | | | 12.99 | | | | | | | | | | | | | | 80% |
| | Trader Joe's | O | | | | | | | | | | | | | 6.99 | | | | | | | | | |
| | Valuland | n/i | | | 6.99 | | | | | | | | | | 2.49 | | | | | | | | value | |
| | VG's Grocery | Open Acres | | | | | | | 5.99 | | | | | | 1.87 | | | | | | | | | |
| | Walmart | Marketside | O | | | | | | | | | | | | 5.98 | | | | | | | | | |
| MN | Affiliated MW | n/i | C | | | | | 11.20 | | | | | | | | | | | | | | | | |
| | | n/i | | | | | | | | | | | | | 2.99 | | | | | | | | | |
| | | n/i | | | | | | | 4.99 | | | | | | 2.39 | | | | | | | 4.99 | 80% | |
| | | Star Ranch | | | | 8.69 | | | 4.49 | | | | | | | | | | | | | | | |
| | ALDI | Black Angus | C | | | | | 8.49 | 4.99 | | 6.49 | | | | | | | | | | | | | |
| | | n/i | | | | | | | | | | 1.79 | | | | | | | | | | 3.99 | 80% | |
| | Cash Wise Foods | n/i | | | | | | | | | | | | | 2.28 | | | | | | | | | |
| | | Hereford | C | | | | | | | 4.88 | | | | | | | | | | | | | | |
| | Coborn's | Hereford | C | | | | | | | 10.18 | | | | | | | | | | | | | | |
| | County Market | n/i | | | | | | | | | | | | | 2.48 | | | | | | | | | |
| | Cub Foods | n/i | | | | | | | | | | | | | 1.88 | | | | | | | | | |
| | | n/i | C | 7.99 | | | | | | | | | | | | | | | | | | | | value |
| | Econofoods | Open Acres | | | | | | | | 5.99 | | | | | | | | | | | | | | |
| | | n/i | | | | | | | | | | | | | 2.49 | | | | | | | | | |
| | Family Fare | n/i | | | | | | | | | | | | | 1.99 | | | | | | | | | limit 2 |
| | Open Acres | | | | | | | | 4.99 | | | | | | | | | | | | | | | |
| Family Fresh | n/i | | | | | | | | 4.99 | | | | | 1.99 | | | | | | | | | limit 2 | |
| | Open Acres | | | | | | | 9.99 | | | | | | | | | | | | | | | | |
| Fareway | n/i | C | | | | | | 9.99 | | | | | | | | | | | | | | | | |
| Festival | Black Angus | | | | 7.99 | 8.99 | | | | | | | | | | | | | | | | | 4.99 | |

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Independence Day 2017

prices in \$US per pound unless otherwise noted.

BEEF

| State | Supermarket | Brand | K e y | Steaks for Grilling | | | | | | | | Ground Beef (lean % where noted) | | | | | | | | Cond. | | | |
|-----------------|-------------------|-------------------|-------------|---------------------|-------|--------|--------------|------------|------|-------------|--------------|----------------------------------|--------|-------|-----------|-------|--------|-------|--------|-------|---------|---------|---------|
| | | | | Ribeye | | T-Bone | Porter House | Strip Loin | | Top Sirloin | London Broil | Inside Skirt | 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) | Food Pride | n/i | | | | | | | | | | | | | | | | | | | 3.69 | 80% | |
| | Angus Pride | | | | | | 10.49 | | | 3.49 | | | | | | | | | | | | | |
| | Fresh Thyme | n/i | C | | | | 6.99 | | | 4.99 | | | | | | | | | | | | | |
| | n/i | G | | | | | | | | | | | 3.77 | | | | | | | | | | |
| | Hornbacher's | n/i | | | | | | | | | | | | 1.99 | | | | | | | | | |
| | Stockman & Dakota | | | 9.99 | | | | 9.99 | | | | | | | | | | | | | | | |
| | Hugo's | Hugo's | | | | | | | | | | | | 2.99 | | | | | | | | | |
| | Angus Pride | C | | 9.99 | | | | | | | | | | | | | | | | | | | |
| | Hy-Vee | n/i | | | | | | | | | | | | | 3.49 | | | | | | | | |
| | Hy-Vee Reserve | C | | | | | | 15.99 | | | | | | | | | | | | | | | |
| | Hy-Vee Angus | C | | | 9.99 | | | | 3.99 | | | | | | | | | | | | | | |
| | Strauss | G | | | | | | | | | | | | | 5.99 | | | | | | 6.99 | 85% | |
| | Kowalski's | n/i | P | | 21.99 | | | | | | | | | | | | | | | | | | ABF |
| | n/i | C | | | 15.99 | | | | | | | | | | | | | | | | | | ABF |
| | Kobe | A | | | | | | | | | | | | 6.99 | | | | | | | | | |
| | n/i | G | | | | | | | | | | | | | | | | | | | | 7.99 | 85% |
| | Lunds & Byerlys | Premium | C | | | | | 8.99 | | | | | | | | | | | | | | | |
| | n/i | G | | | | | | | | | | | | | 5.99 | | | | | | | | |
| | Marketplace Foods | n/i | | | | | | | | | | | | | 2.99 | | | | | | | | limit 2 |
| | Angus Pride | C | | | | | | 8.98 | | 4.98 | | | | | | | | | | | | | value |
| | Angus Pride | C | | | | | | 9.48 | | | | | | | | | | | | | | | |
| | Maynard Foods | n/i | | | | | | | | | | | | | 2.49 | | | | | | | | |
| | Star Ranch | C | | 8.99 | | | | | | 5.99 | | | | | | | | | | | | | |
| | Natural Grocers | Meyer | A | | | | | | | | | | | | 5.99 | | | | | | | | |
| | Quillin's | Chairmans Reserve | C | | | | | 7.99 | | | | | | | | | | | | | | | |
| | n/i | | | | | | | | | | | | | | | | | 3.49 | | | | | |
| | Rainbow Foods | n/i | C | | | | | | | 3.99 | | | | | | | | | | | | | |
| | Save-a-Lot | n/i | | | 5.99 | 4.99 | | | | | | | 1.99 | | | | | | | | | | value |
| Sun Mart | n/i | | | | | | | | | | | | | 1.99 | | | | | | | | | |
| Open Acres | | | | | | | | | 4.99 | | | | | | | | | | | | | value | |
| Sunshine Foods | n/i | C | | | | | | | 4.99 | | | | | | | | | | | | | | |
| Sunshine's Own | | | | | | | | | | | | | | 2.69 | | | | | | | | | |
| Super One Foods | Pasture One | G | | | | | | | | | | | | | 6.46 | | | | | | | | |
| Black Angus | | | | 8.88 | | | | | | | | | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

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prices in \$US per pound unless otherwise noted.

BEEF

| State | Supermarket | Brand | Key | Steaks for Grilling | | | | | | | | Ground Beef (lean % where noted) | | | | | | | | Cond. | | | |
|-------------------|------------------|-------------------|-----|---------------------|------|--------|--------------|------------|-------|-------------|--------------|----------------------------------|--------|-------|-----------|-------|--------|-------|--------|-------|---------|---------|-------|
| | | | | Ribeye | | T-Bone | Porter House | Strip Loin | | Top Sirloin | London Broil | Inside Skirt | 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) | SuperVALU Stores | Angus Farms | C | | 9.99 | | | | | | | | | | | | | | | | | | |
| | | n/i | | | | | | | | | | | | | | | 3.29 | | | | | | |
| | Teals Market | Angus Pride | | | | 8.99 | 9.99 | | | | | | | | | | | | | | | | |
| | Trader Joe's | Trader Joe's | C | | | | | | | 12.99 | | | | | | | | | | | | | |
| | | Trader Joe's | O | | | | | | | | | | | | | | 6.99 | | | | | | |
| | Walmart | Marketside | O | | | | | | | | | | | | | | 5.98 | | | | | | |
| ND | Affiliated MW | Star Ranch | | | 8.69 | | | | | 4.49 | | | | | | | | | | | | | |
| | Albertsons Mntn | Double R Ranch | C | 5.47 | 7.99 | | | | | | 3.99 | | | | | | | | | | | value | |
| | | n/i | | | | | | | | 4.99 | | | | | | | | | | | | 3.49 | |
| | | Stone's | | | | | | | | | | | | | | | | | | | 2.99 | 80% | |
| | Cash Wise Foods | n/i | | | | | | | | | | | | 2.28 | | | | | | | | | |
| | | Hereford | | C | | | | | | 4.88 | | | | | | | | | | | | | |
| | Dan's | Open Acres | | | | 9.99 | | | | 4.88 | | | | | | | | | | | | value | |
| | Family Fare | n/i | | | | | | | | | | | | 1.99 | | | | | | | | limit 2 | |
| | | Open Acres | | | | | | | | 4.99 | | | | | | | | | | | | | |
| | Hornbacher's | n/i | | | | | | | | | | | | 1.99 | | | | | | | | | |
| | | Stockman & Dakota | | | 9.99 | | | 9.99 | | | | | | | | | | | | | | | |
| | Hugo's | Hugo's | | | | | | | | | | | | 2.99 | | | | | | | | | |
| | | Angus Pride | | C | 9.99 | | | | | | | | | | | | | | | | | | |
| | Leevers Foods | n/i | | | | | | | | | | | | | | | | | | | | 3.99 | |
| | | Preferred Angus | | | | | 9.99 | | | | | | | | | | | | | | | | |
| Marketplace Foods | n/i | | | | | | | | | | | | 2.99 | | | | | | | | | limit 2 | |
| | Angus Pride | | C | | | | 8.98 | | 4.98 | | | | | | | | | | | | | value | |
| | Angus Pride | | C | | | | 9.48 | | | | | | | | | | | | | | | | |
| Natural Grocers | Meyer | | A | | | | | | | | | | | 5.99 | | | | | | | | | |
| SuperVALU Stores | Angus Farms | | C | | 9.99 | | | | | | | | | | | | | | | | | | |
| | n/i | | | | | | | | | | | | | | | | | | | | | | |
| Teals Market | Angus Pride | | | | | 8.99 | 9.99 | | | | | | | | | | | | | | | | |
| Walmart | Marketside | | O | | | | | | | | | | | | | | 5.98 | | | | | | |
| NE | Affiliated MW | n/i | C | | | | | | 11.20 | | | | | | | | | | | | | | |
| | | n/i | | | | | | | | | | | | | | | | | | | | | |
| | | n/i | | | | | | | | 4.99 | | | | | | | | | | | | | |
| | | Star Ranch | | | | 8.69 | | | | 4.49 | | | | | | | | | | | 4.99 | 80% | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Independence Day 2017

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BEEF

| State | Supermarket | Brand | K e y | Steaks for Grilling | | | | | | | | Ground Beef (lean % where noted) | | | | | | | | Cond. | | | |
|---------------------|-----------------|-----------------|-------------|---------------------|------|--------|--------------|------------|-------|-------------|--------------|----------------------------------|--------|-------|-----------|-------|--------|-------|--------|-------|---------|---------|---------|
| | | | | Ribeye | | T-Bone | Porter House | Strip Loin | | Top Sirloin | London Broil | Inside Skirt | 73-75% | | 80%/Chuck | | 85-90% | | 93-95% | | Sirloin | Patties | |
| | | | | bone-in | bnls | | | bone-in | bnls | | | | reg | value | reg | value | reg | value | reg | | | | value |
| NE <i>(cont)</i> | ALDI | Black Angus | C | | | | | 8.49 | 4.99 | | | | | | | | | | | | | | |
| | | n/i | | | | | | | | | | 1.79 | | | | | | | | 3.99 | 80% | | |
| | Apple Market | Heartland Pride | | | | | | | | | | | | 2.99 | | | | | | 3.69 | 80% | | |
| | | Heartland Pride | C | | | | 8.99 | | | | | | | | | | | | | | | | |
| | Baker's | Sterling Silver | | | | | | | | | | | | 2.99 | | | | | | | | | |
| | Family Fare | n/i | | | | | | | | | | | | 1.99 | | | | | | | | limit 2 | |
| | | Open Acres | | | | | | | | 4.99 | | | | | | | | | | | | | |
| | Family Fresh | n/i | | | | | | | | 4.99 | | | | | 1.99 | | | | | | | | limit 2 |
| | | Open Acres | | | | | | | 9.99 | | | | | | | | | | | | | | |
| | Fareway | n/i | C | | | | | 9.99 | | | | | | | | | | | | | | | |
| | Food Pride | n/i | | | | | | | | | | | | | 2.79 | | | | | | 3.69 | 80% | |
| | | Angus Pride | | | | | | | 10.49 | | 3.49 | | | | | | | | | | | | |
| | Fresh Thyme | n/i | C | | | | 6.99 | | | | 4.99 | | | | | | | | | | | | |
| | | n/i | G | | | | | | | | | | | 3.77 | | | | | | | | | |
| | Hy-Vee | n/i | | | | | | | | | | | | | | 3.49 | | | | | | | |
| | | Hy-Vee Reserve | C | | | | | | 15.99 | | | | | | | | | | | | | | |
| | | Hy-Vee Angus | C | | | | 9.99 | | | 3.99 | | | | | | | | | | | | | |
| | | Strauss | G | | | | | | | | | | | | | 5.99 | | | | | 6.99 | 85% | |
| | Natural Grocers | Meyer | A | | | | | | | | | | | | 5.99 | | | | | | | | |
| | No Frills | n/i | | | | | | | | | | | | | 1.99 | | | | | | | | |
| | Open Acres | | | | | | | | 5.99 | | | | | | | | | | | | | | |
| Russ's Market | n/i | | | | | | | | | | | | | | 3.49 | 3.49 | | | | 3.49 | 80% | | |
| | n/i | C | | | | | | | | | | | | | | | | | | | | | |
| Safeway Denver | Colorado Angus | C | | 4.97 | 7.99 | | | | | | | | | | | | | | | | | value | |
| | Open Nature | G | | | | | | | | | | | | | 6.99 | | | | | | | | |
| | n/i | | | | | | | | | | | | | | | | | | | | | | |
| Sun Mart | n/i | | | | | | | | | | | | | | | | | | | | | | |
| | Open Acres | | | | | | | | 4.99 | | | | | | | | | | | | | value | |
| Super Saver | Omaha Natural | | | | | | | | 3.98 | | | | | | | | | | | | | | |
| | Angus | | | | | | | | 4.28 | | | | | | | | | | | | | | |
| | n/i | | | | | | | | | | | | 3.18 | 2.98 | | | | | | | 3.48 | 80% | |
| Thriftway Stores | n/i | | | | | | | 9.99 | 4.99 | | | | | 2.49 | | | | | | | 3.99 | 80% | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Independence Day 2017

prices in \$US per pound unless otherwise noted.

BEEF

| State | Supermarket | Brand | Key | Steaks for Grilling | | | | | | | | | Ground Beef (lean % where noted) | | | | | | | | Cond. | | |
|--------------|---------------------|---------------|-----|---------------------|------|--------|--------------|------------|------|-------------|--------------|--------------|----------------------------------|-------|-----------|-------|--------|-------|--------|-------|-------|---------|---------|
| | | | | Ribeye | | T-Bone | Porter House | Strip Loin | | Top Sirloin | London Broil | Inside Skirt | 73-75% | | 80%/Chuck | | 85-90% | | 93-95% | | | Sirloin | Patties |
| | | | | bone-in | bnls | | | bone-in | bnls | | | | reg | value | reg | value | reg | value | reg | value | | | |
| NE (cont) | Trader Joe's | Trader Joe's | C | | | | | | | 12.99 | | | | | | | | | | | | | |
| | | Trader Joe's | O | | | | | | | | | | | | | | | | | | | | |
| | Walmart | Marketside | O | | | | | | | | | | | | | | | | | | | | |
| OH | Acme Fresh Mrkt | Angus | C | | | | | | | 6.99 | | | | | | | | | | | | | |
| | | Acme Fresh | | | | | | | | | | | | | | | | | | | | | |
| | ALDI | Black Angus | C | | | | | 8.49 | | 4.99 | | | | | | | | | | | 3.99 | 80% | |
| | | n/i | | | | | | | | | | | 1.79 | | | | | | | | | 3.99 | 80% |
| | Buehler's | Angus | C | | | 9.99 | 9.99 | | | | | | | 3.19 | 2.97 | | | | | | | 3.69 | 80% |
| | Dave's Market | n/i | S | | | 7.99 | | | | | | | | | | | | | | | | | |
| | | n/i | C | | | | | 5.99 | | | | 4.99 | | | | | | | | | | | |
| | Dollar General Mrkt | n/i | | | | | | | | | | | | 2.50 | | 3.95 | | | | | | | |
| | Dorothy Lane | DLM Natural | A | | | | | | | | | | | | | | | | | | 8.99 | | |
| | Earth Fare | n/i | | | | | | | | | | | | | | | 3.99 | | | | | | |
| | | n/i | G | 9.99 | | | | 9.99 | | | | | | | | | | | | | | | |
| | Fishers Foods | Fisher's | | | | | | | | | | | | | | 2.99 | | | | | | | |
| | | n/i | C | | | | | 7.99 | | | | | | | | | | | | | | | value |
| | Food Fair | n/i | | 5.99 | | | | 5.99 | | | | | | | | | | | | | | | |
| | | Black Canyon | | | | | | | | | | | | | | 3.28 | | | | | | | |
| | Food Pride | n/i | | | | | | | | | | | | | | | 2.79 | | | | | 3.69 | 80% |
| | | Angus Pride | | | | | | | | | 10.49 | | 3.49 | | | | | | | | | | |
| | Fresh Encounters | n/i | | | | | | | | | | | | | | 2.49 | | | | | | | limit 4 |
| | | n/i | | | | | | | | | | | | 2.99 | | 3.99 | | | | | | | value |
| | Fresh Thyme | Premium Angus | | | | | | 6.99 | | | | | | | | | | | | | | | |
| | n/i | C | | | | | 6.99 | | | | | 4.99 | | | | | | | | | | | |
| | n/i | G | | | | | | | | | | | | | 3.77 | | | | | | | | |
| Geyer's | Black Angus | C | | | 7.98 | | | | | | | | | | | | | | | | | | |
| | SuKarne | | | | 5.99 | | | | | | | | | | | | | | | | | value | |
| | n/i | | | | | | | | | | | | | | | | | | | | | | |
| Giant Eagle | n/i | C | | | 7.99 | | | | | | | | | | | | | | | | 2.99 | 80% | |
| | n/i | | | | | | | | | | | | | | | 2.49 | | | | | | value | |
| | Market District | C | | | 8.99 | | | | | | | | | | | | | | | | | value | |
| Heinen's | Heinen's | O | | | | | | | | | | | | | | | | | | | | | |
| | Heinen's | A | | | | | | 12.99 | | | | | | | | | | | | | | | |

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prices in \$US per pound unless otherwise noted.

BEEF

| State | Supermarket | Brand | K e y | Steaks for Grilling | | | | | | | | | Ground Beef (lean % where noted) | | | | | | | | Cond. | | |
|---------------------|--------------------|-------------------|-------------|---------------------|------|--------|--------------|------------|------|-------------|--------------|--------------|----------------------------------|-------|-----------|-------|--------|-------|--------|-------|-------|---------|---------|
| | | | | Ribeye | | T-Bone | Porter House | Strip Loin | | Top Sirloin | London Broil | Inside Skirt | 73-75% | | 80%/Chuck | | 85-90% | | 93-95% | | | Sirloin | Patties |
| | | | | bone-in | bnls | | | bone-in | bnls | | | | reg | value | reg | value | reg | value | reg | value | | | |
| OH <i>(cont)</i> | IGA SpartanNash | n/i | | | | | | | | | | | | 2.99 | | | | | | | | | |
| | | n/i | C | | | 7.99 | | | | | | | | | | | | | | | | | |
| | IGA Stores OH/KY | n/i | | | | | | | | | | | | | 2.89 | | | | | | | | |
| | Kroger Central | n/i | C | | | 6.77 | | | | | | | | | | | | | | | | value | |
| | | Private Selection | | | | | | | | | | | | | 3.99 | | | | | | | | value |
| | Kroger Cincinnati | n/i | C | 7.99 | | | | | | | | | | | 3.49 | | | | | | | | value |
| | Kroger MidAtlantic | n/i | C | 8.99 | 8.99 | | | | | | | | | | | | | | | | | | |
| | | n/i | | | | | | | | | | | | | 3.49 | | | | | | | | |
| | Lucky's Market | n/i | G | | | | | | | | | | | | | | 3.97 | | | | | | |
| | Marc's | n/i | C | | | | | 6.99 | | | | | | | | | | | | | | | |
| | | Pinebrook | | | | | | | | | | 2.99 | | | | | | | | | | 3.49 | 80% |
| | Meijer | n/i | | | | | | | | | | | | | 2.99 | | | | | | | | |
| | | Angus | | C | 8.99 | | | | | | | | | | | | | | | | | | |
| | Miller's Markets | Hereford | | C | | | | | 9.89 | | | | | | | | 3.26 | | | | | | |
| | | n/i | | | | 5.89 | 5.89 | | | | | | | | | | | | | | | | |
| | Piggly Wiggly Strs | Preferred Angus | | | | | 7.99 | | | | | | | | | | | | | | | | |
| | | n/i | | | | | | | | | | 2.69 | 2.49 | | | | | | | | | 2.99 | 75% |
| | Remke Markets | Star Ranch | | C | | | | | | 7.99 | 3.49 | | | | | | | | | | | | |
| | Riesbeck's | Hereford | | C | | | | | 5.88 | | | | | | | | | | | | | | |
| | | n/i | | | | | | | | | | | | 2.99 | | | | | | | | 3.99 | 80% |
| Save-a-Lot | n/i | | | | 5.99 | 4.99 | | | | | | | 1.99 | | | | | | | | | value | |
| Shop'n Save | n/i | | | | | | | 7.98 | | | | | | | | 2.48 | | | | | | | |
| Sparkle | n/i | | C | | | 7.88 | 7.88 | | | 5.99 | | | | | | | | | | | 4.99 | 80% | |
| | n/i | | C | | | | | | | | | | | | | | | | | | 5.49 | 90% | |
| SuperVALU Stores | n/i | | | | | 5.88 | | | | | | | | | 2.88 | | 3.29 | | | | 3.49 | 80% | |
| | Star Ranch | | C | | | 8.99 | | | | | | | | | | | | | | | | | |
| | Angus Farms | | C | | | 10.99 | | | | | | | | | | | | | | | | | |
| The Fresh Market | n/i | | | | | | | | | | | | | 3.99 | | | | | | | | | |
| | n/i | | C | | | | | | | | | | | | | | | | | | | | |
| Trader Joe's | Trader Joe's | | C | | | | | | | 12.99 | | | | | | | | | | | | | |
| | Trader Joe's | | O | | | | | | | | | | | | | | 6.99 | | | | | | |
| Walmart | Marketside | | O | | | | | | | | | | | | | | 5.98 | | | | | | |

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prices in \$US per pound unless otherwise noted.

BEEF

| State | Supermarket | Brand | Key | Steaks for Grilling | | | | | | | | | Ground Beef (lean % where noted) | | | | | | | | Cond. | | |
|---------------------|------------------|----------------|-----|---------------------|-------|--------|--------------|------------|-------|-------------|--------------|--------------|----------------------------------|-------|-----------|-------|--------|-------|--------|-------|-------|---------|---------|
| | | | | Ribeye | | T-Bone | Porter House | Strip Loin | | Top Sirloin | London Broil | Inside Skirt | 73-75% | | 80%/Chuck | | 85-90% | | 93-95% | | | Sirloin | Patties |
| | | | | bone-in | bnls | | | bone-in | bnls | | | | reg | value | reg | value | reg | value | reg | value | | | |
| OH <i>(cont)</i> | Weis Markets | n/i | C | | | 5.88 | 5.88 | 5.88 | | | | | | | | | | | | | | | |
| | | Angus | C | | | | | | 7.49 | 4.69 | | | | | | | | | | | | | |
| | | n/i | | | | | | | | | | | | 3.68 | | | | | | | | | |
| | | n/i | G | | | | | 7.00 | | | | | | | | | | | | | | | |
| SD | Affiliated MW | n/i | C | | | | | | 11.20 | | | | | | | | | | | | | | |
| | | n/i | | | | | | | | | | | | | 2.99 | | | | | | | | |
| | | n/i | | | | | | | | 4.99 | | | | | 2.39 | | | | | | 4.99 | 80% | |
| | | Star Ranch | | | | 8.69 | | | | 4.49 | | | | | | | | | | | | | |
| | ALDI | Black Angus | C | | | | | | 8.49 | 4.99 | | 6.49 | | | | | | | | | 3.99 | 80% | |
| | | n/i | | | | | | | | | | | 1.79 | | | | | | | | | | |
| | Buche Foods | n/i | C | | | | | | 7.98 | | | | | | | | | | | | | | |
| | | n/i | | | | | | | | | | | | | 1.98 | | | | | | | | |
| | Coborn's | Hereford | C | | | | | | 10.18 | | | | | | | | | | | | | | |
| | Family Thrift | Open Acres | | | | | | | | 5.99 | | | | | | | | | | | | value | |
| | | n/i | | | | | | | | | | | | | 2.49 | | | | | | | | |
| | Fareway | n/i | C | | | | | | | 9.99 | | | | | | | | | | | | | |
| | Hy-Vee | n/i | | | | | | | | | | | | | | | 3.49 | | | | | | |
| | | Hy-Vee Reserve | C | | | | | | | 15.99 | | | | | | | | | | | | | |
| | | Hy-Vee Angus | C | | | | 9.99 | | | | 3.99 | | | | | | | | | | | | |
| | | Strauss | G | | | | | | | | | | | | | 5.99 | | | | | 6.99 | 85% | |
| | IGA Markets | n/i | | | | | | | | | | | | | 2.99 | | | | | | | value | |
| | | n/i | | | 6.99 | | | | | | 4.49 | | | | | | | | | | | | |
| | Ken's Super Fair | Demkota Ranch | C | | 12.99 | 13.33 | | | | | | | | | | | | | | | | | |
| | | n/i | | | | | | | | | | | | | | 1.99 | | | | | | value | |
| Lynns Dakotamart | Dakotamart Pride | C | | | | 5.99 | | | | | | | | | | | | | | | value | | |
| Maynard Foods | n/i | | | | | | | | | | | | | | 2.49 | | | | | | | | |
| | Star Ranch | C | | 8.99 | | | | | | 5.99 | | | | | | | | | | | | | |
| Safeway Denver | Colorado Angus | C | | 4.97 | 7.99 | | | | | | | | | | | | | | | | value | | |
| | Open Nature | G | | | | | | | | | | | | | | 6.99 | | | | | | | |
| | n/i | | | | | | | | | | | | | | | | | | | | | | |
| Sunshine Foods | n/i | C | | | | | | | | 4.99 | | | | | | | | | | | | | |
| | Sunshine's Own | | | | | | | | | | | | | | 2.69 | | | | | | | | |
| SuperVALU Stores | n/i | | | | | | | | | | | | | | | | | | | | | | |
| | Angus Farms | C | | | 10.99 | | | | | | | | | | | | | | | | | | |

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BEEF

| State | Supermarket | Brand | Key | Steaks for Grilling | | | | | | | | | Ground Beef (lean % where noted) | | | | | | | | Cond. | | |
|--------|-------------------|----------------|-----|---------------------|------|--------|--------------|------------|------|-------------|--------------|--------------|----------------------------------|-------|-----------|-------|--------|-------|--------|-------|-------|---------|---------|
| | | | | Ribeye | | T-Bone | Porter House | Strip Loin | | Top Sirloin | London Broil | Inside Skirt | 73-75% | | 80%/Chuck | | 85-90% | | 93-95% | | | Sirloin | Patties |
| | | | | bone-in | bnls | | | bone-in | bnls | | | | reg | value | reg | value | reg | value | reg | value | | | |
| SD | Teals Market | Angus Pride | | | | 8.99 | 9.99 | | | | | | | | | | | | | | | | |
| (cont) | Walmart | Marketside | O | | | | | | | | | | | | 5.98 | | | | | | | | |
| WI | Affiliated MW | n/i | C | | | | | 11.20 | | | | | | | | | | | | | | | |
| | | n/i | | | | | | | 4.99 | | | | | 2.99 | | | | | | | 4.99 | 80% | |
| | | n/i | | | | | | | 4.49 | | | | | 2.39 | | | | | | | | | |
| | Star Ranch | | | | 8.69 | | | | 4.49 | | | | | | | | | | | | | | |
| | ALDI | Black Angus | C | | | | | 8.49 | 4.99 | | | 6.49 | | | | | | | | | 3.99 | 80% | |
| | | n/i | | | | | | | | | | | 1.79 | | | | | | | | | | |
| | Cermak | Angus | C | | | | 4.99 | | | | | 3.99 | | | 2.99 | | | | | | | | |
| | County Market | n/i | | | | | | | | | | | | | 2.48 | | | | | | | | |
| | Econofoods | Open Acres | | | | | | | | 5.99 | | | | | | | | | | | | value | |
| | | n/i | | | | | | | | | | | | | 2.49 | | | | | | | | |
| | Family Fresh | n/i | | | | | | | | | | | | | 1.99 | | | | | | | limit 2 | |
| | | Open Acres | | | | | | | | | | | | | | | | | | | | | |
| | Festival Foods | n/i | G | 18.98 | | | | | 9.99 | | | | | | | | | | | | | Choice | |
| | Fox Bros. PW | Angus | C | | | | | | 6.99 | 4.99 | | | | | 2.99 | | | | | | | 3.49 | |
| | Fresh Thyme | n/i | C | | | | | | 6.99 | | | 4.99 | | | | | | | | | | | |
| | | n/i | G | | | | | | | | | | | | | | 3.77 | | | | | | |
| | Gordy's | n/i | | | | | | | | | | | | | | | | | | | | | |
| | Hansen's IGA | Hansen's | | | | | | | | | | | | | | | | | | | | | |
| | | Star Ranch | C | | | | | | 8.98 | | | | | | | | | | | | | 3.66 | |
| | | n/i | | | | | | | | | | | | | | | | | | | | value | |
| | Hy-Vee | n/i | | | | | | | | | | | | | | | | | | | | | |
| | | Hy-Vee Reserve | C | | | | | | | | | | | | | | | | | | | | |
| | | Hy-Vee Angus | C | | | 9.99 | | | | | | | | | | | | | | | | | |
| | | Strauss | G | | | | | | | | | | | | | | | | | | | | |
| | Marketplace Foods | n/i | | | | | | | | | | | | | | | | | | | | | |
| | | Angus Pride | C | | | | | | 8.98 | | | | | | | | | | | | | | |
| | | Angus Pride | C | | | | | | 9.48 | | | | | | | | | | | | | | |
| | | Angus Pride | | | | 8.99 | 9.99 | | | | | | | | | | | | | | | value | |
| | Marketplace (WI) | Hereford | C | | | | | | | | | | | | | | | | | | | | |
| | | Full Circle | O | | | | | | | | | | | | | | | | | | | | |
| | Meijer | n/i | | | | | | | | | | | | | 2.99 | | | | | | | | |
| | | Angus | C | 8.99 | | | | | | | | | | | | | | | | | | | |

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BEEF

| State | Supermarket | Brand | K e y | Steaks for Grilling | | | | | | | | | Ground Beef (lean % where noted) | | | | | | | | Cond. | | |
|---------------------|------------------|-------------------|-------------|---------------------|-------|--------|--------------|------------|------|-------------|--------------|--------------|----------------------------------|-------|-----------|-------|--------|-------|--------|-------|-------|---------|---------|
| | | | | Ribeye | | T-Bone | Porter House | Strip Loin | | Top Sirloin | London Broil | Inside Skirt | 73-75% | | 80%/Chuck | | 85-90% | | 93-95% | | | Sirloin | Patties |
| | | | | bone-in | bnls | | | bone-in | bnls | | | | reg | value | reg | value | reg | value | reg | value | | | |
| WI <i>(cont)</i> | Pat's Foods IGA | n/i | | | | | | | | | | | | | | | | | | | | | |
| | Angus | C | 9.99 | | | | | 4.99 | | | | | | | | | | | | | | | |
| | Pick'n Save | n/i | | | | | | | | | | | | | | | | | | | | | |
| | Black Angus | | | | 9.99 | | | | | | | | | | | | | | | | | | |
| | Piggly Wiggly MW | n/i | | | 5.99 | 4.99 | | | | | | | | | | | | | | | 3.99 | 80% | |
| | Angus | C | | | | | 6.99 | 4.99 | | | | | | | | | | | | | | | |
| | Quillin's | Chairmans Reserve | C | | | | 7.99 | | | | | | | | | | | | | | | | |
| | n/i | | | | | | | | | | | | | | | | | | | | | | |
| | Save-a-Lot | n/i | | | 5.99 | 4.99 | | | | | | 1.99 | | | | | | | | | | | value |
| | Schnuck's | n/i | S | | 6.99 | | | | | | | | | | | | | | | | | | |
| | Angus | | C | | | | | 7.99 | | | | | | | | | | | | | | | |
| | Sendik's | Sendik's | G | | 12.99 | | | | | | | | | | | | | | | | | | |
| | Sendik's Angus | | | | | | | | | | | | | 2.99 | | | | | | | 3.99 | | |
| | Sentry Foods | n/i | | | | | | | | | | | | | | | | | | | | | |
| | Sentry Angus | C | | | | | | 9.99 | | | | | | | | | | | | | | | |
| | Shurfine Food | n/i | | | | | | | | | | | | | | | | | | | | | |
| | n/i | | C | | | | | 7.98 | | | | | | | | | | | | | | | 85% |
| | Super One Foods | Pasture One | G | | | | | | | | | | | | | | | | | | | | |
| | Black Angus | | | 8.88 | | | | | | | | | | | | | | | | | | | |
| | SuperVALU Stores | Angus Farms | C | | 9.99 | | | | | | | | | | | | | | | | | | |
| n/i | | | | | | | | | | | | | | | | | | | | | | | |
| Tadych's | Angus Pride | C | | | 7.99 | | | | | | | | | | | | | | | | | | |
| n/i | | | | | | | | | | | | | | | | | | | | | | | |
| Nature Source | | A | | | | | | | | 5.99 | | | | | | | | | | | | | |
| The Fresh Market | n/i | | | | | | | | | | | | | 3.99 | | | | | | | | | |
| n/i | | C | | | | | | | | | | | | | | | | | | | | | |
| Trader Joe's | Trader Joe's | C | | | | | | | | 12.99 | | | | | | | | | | | | | |
| Trader Joe's | | O | | | | | | | | | | | | | | | | | | | | | |
| Trig's | Angus | C | | | | | 8.99 | | | | | | | | | | | | | | | | |
| Trig's | | | | | | | | | | | | | | | | | | | | | | | |
| Walmart | Marketside | O | | | | | | | | | | | | | | | | | | | | 5.98 | |
| Woodman's Mrkt | Organic Prairie | O | | | | | | | | | | | | | | | | | | | | 7.99 | |

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BEEF

| State | Supermarket | Brand | K e y | Steaks for Grilling | | | | | | | | Ground Beef (lean % where noted) | | | | | | | | Cond. | | | |
|---|---------------------|--------------|-------------|---------------------|------|--------|--------------|------------|------|-------------|--------------|----------------------------------|--------|-------|-----------|-------|--------|-------|--------|-------|---------|---------|-------|
| | | | | Ribeye | | T-Bone | Porter House | Strip Loin | | Top Sirloin | London Broil | Inside Skirt | 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 | Albertsons Hston | n/i | | | | | | | | | | | | | | | | | | | | | |
| | | n/i | C | 7.99 | | | | | BOGO | | | | | | | | | | | | | value | |
| | | O Organics | O | 19.99 | | | | | | | | | | | | | | | | | | | |
| | ALDI | Black Angus | C | | | | | 8.49 | 4.99 | | | | | | | | | | | | | | |
| | | n/i | | | | | | | | | | | | 1.79 | | | | | | | 3.99 | 80% | |
| | Brookshire's | n/i | S | 5.99 | | | | | | | | | | | | | | | | | | value | |
| | | n/i | | | | | | | | | | | | | | | | | | | | 80% | |
| | | Angus | C | | | | | | 8.99 | | | | | | | | | | | | | | |
| | Cash Saver TC | n/i | | | | | | | | | | | | 2.25 | | | | | | | | | |
| | City Market | Angus | C | | | | | | 7.99 | | | | | | | | | | | | | | |
| | Cranford's | n/i | | | | | | | | | | | | | | | | | | | | | |
| | Dollar General Mrkt | n/i | | | | | | | | | | | | | | | | | | | | | |
| | Edward's | n/i | | | | | | | | | | | | | | | | | | | | | |
| | | Angus | C | | | | | | 9.98 | | | | | | | | | | | | | | |
| | Food Giant | Black Canyon | | | | 6.98 | | | | | | | | | | | | | | | | value | |
| | | n/i | | | | | | | | | | | | | | | | | | | | 2.98 | |
| | G&W Foods | n/i | C | | | 8.99 | | | 8.99 | 5.99 | | | | | | | | | | | | | |
| | | n/i | | | | | | | | | | | | | | | | | | | | | |
| | Harp's | n/i | | | | | | | | | | | | | | | | | | | | | |
| | | Harp's Angus | C | | | | | | 6.99 | | | | | | | | | | | | | | |
| | Hays Grocer | Angus | C | | | | | | | | | | | | | | | | | | | | |
| | | n/i | C | | | | | | 6.98 | | | | | | | | | | | | | | |
| | Kroger Delta | n/i | | | | | | | | | | | | | | | | | | | | | |
| | | n/i | C | 8.99 | | | | | | | | | | | | | | | | | | | |
| | Mac's Fresh Marke | n/i | | | | | | | | | | | | | | | | | | | | | |
| | | Angus | S | | | | | | 3.99 | | | | | | | | | | | | | | |
| | Natural Grocers | Meyer | A | | | | | | | | | | | | | | | | | | | | |
| | Piggly Wiggly Hchn | n/i | | | | | | | | | | | | | | | | | | | | | |
| | | Black Canyon | C | 8.99 | | | | | | | | | | | | | | | | | | | |
| | Rehkopf's | n/i | S | 8.99 | | | | | | | | | | | | | | | | | | | |
| | | n/i | | | | | | | | | | | | | | | | | | | | | |
| | Save-a-Lot | n/i | | | | 5.99 | | | 4.99 | | | | | | | | | | | | | | |
| | Super 1 Foods | n/i | S | 5.97 | | | | | | | | | | 1.99 | | | | | | | | value | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

prices in \$US per pound unless otherwise noted.

Independence Day 2017

BEEF

| State | Supermarket | Brand | Key | Steaks for Grilling | | | | | | | | | Ground Beef (lean % where noted) | | | | | | | | Cond. | | | |
|----------------|------------------|----------------|------|---------------------|------|--------|--------------|------------|-------|-------------|--------------|--------------|----------------------------------|-------|-----------|-------|--------|-------|--------|-------|-------|---------|---------|-------|
| | | | | Ribeye | | T-Bone | Porter House | Strip Loin | | Top Sirloin | London Broil | Inside Skirt | 73-75% | | 80%/Chuck | | 85-90% | | 93-95% | | | Sirloin | Patties | |
| | | | | bone-in | bnls | | | bone-in | bnls | | | | reg | value | reg | value | reg | value | reg | value | | | | |
| AZ (cont) | Trader Joe's | Trader Joe's | C | | | | | | | 12.99 | | | | | | | | | | | | | | |
| | Trader Joe's | Trader Joe's | O | | | | | | | | | | | | | | | | | | | | | |
| | Walmart | Marketside | O | | | | | | | | | | | | | | | | | | | | | |
| CO | Affiliated Foods | n/i | | | | 5.99 | 6.89 | | | | | | 2.19 | 1.79 | | | | | | | | | | |
| | Affiliated MW | n/i | C | | | | | | 11.20 | | | | | | | | | | | | | | | |
| | | n/i | | | | | | | | | | | | | | | | | | | | | | |
| | | n/i | | | | | | | | 4.99 | | | | | | | | | | | 4.99 | 80% | | |
| | | Star Ranch | | | | 8.69 | | | | 4.49 | | | | | | | | | | | | | | |
| | Albertsons Mntn | Double R Ranch | C | 5.47 | 7.99 | | | | | | 3.99 | | | | | | | | | | | | value | |
| | | n/i | | | | | | | | 4.99 | | | | | | | | | | | | | | |
| | | Stone's | | | | | | | | | | | | | | | | | | | | | | |
| | Associated Foods | Angus | C | | | | | | | | | | | | | | | | | | | | | |
| | | n/i | C | | | | | | | | | | | | | | | | | | | | | |
| | | n/i | | | | | | | | | | | | | | | | | | | | | | |
| | Clark's Market | Angus | C | | | | | | | | | | | | | | | | | | | | | |
| | Food King | n/i | | | 3.96 | | | | | | | | | | | | | | | | | | | value |
| | King Soopers | n/i | C | | 5.47 | | | | | | | | | | | | | | | | | | | value |
| | | n/i | | | | | | | | | | | | | | | | | | | | | | |
| | | Simple Truth | O | | | | | | | | | | | | | | | | | | | | | |
| | Lowe's Market | n/i | | | | | 6.99 | | | | | | | | | | | | | | | | | |
| | Lucky's Market | n/i | G | | | | | | | | | | | | | | | | | | | | | |
| | | n/i | C | | | | | | | | | | | | | | | | | | | | | |
| | Natural Grocers | Meyer | A | | | | | | | | | | | | | | | | | | | | | |
| | Ridley's | Hereford | C | | | | 8.74 | | | | | | | | | | | | | | | | | |
| | Stone's | | | | | | | | | | | | | | | | | | | | | | | |
| Safeway Denver | Colorado Angus | C | 4.97 | 7.99 | | | | | | | | | | | | | | | | | | | value | |
| | Open Nature | G | | | | | | | | | | | | | | | | | | | | | | |
| | n/i | | | | | | | | | | | | | | | | | | | | | | | |
| Sprout's | n/i | | | | | | | | | | | | | | | | | | | | | | limit 4 | |
| | n/i | C | | | | 9.99 | | | | | | | | | | | | | | | | | limit 4 | |
| Sun Mart | n/i | | | | | | | | | | | | | | | | | | | | | | | |
| | Open Acres | | | | | | | | | 4.99 | | | | | | | | | | | | | value | |
| Trader Joe's | Trader Joe's | C | | | | | | | | 12.99 | | | | | | | | | | | | | | |
| | Trader Joe's | O | | | | | | | | | | | | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

prices in \$US per pound unless otherwise noted.

Independence Day 2017

BEEF

| State | Supermarket | Brand | Key | Steaks for Grilling | | | | | | | | | Ground Beef (lean % where noted) | | | | | | | | Cond. | | |
|--------|--------------------|-----------------|-----|---------------------|-------|--------|--------------|------------|-------|-------------|--------------|--------------|----------------------------------|-------|-----------|-------|--------|-------|--------|-------|-------|---------|---------|
| | | | | Ribeye | | T-Bone | Porter House | Strip Loin | | Top Sirloin | London Broil | Inside Skirt | 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 | Walmart | Marketside | O | | | | | | | | | | | | | | | | | | | | |
| (cont) | Whole Foods Mntn | n/i | | | 3.99 | | | | | | | | | | | | | | | | | | |
| KS | Affiliated Foods | n/i | | | | 5.99 | 6.89 | | | | | | 2.19 | 1.79 | | | | | | | | | |
| | Affiliated MW | n/i | C | | | | | | 11.20 | | | | | | | | | | | | | | |
| | | n/i | | | | | | | | | | | | | | 2.99 | | | | | | | |
| | Star Ranch | | | | 8.69 | | | | | 4.49 | | | | | | | | | | | | | |
| | ALDI | Black Angus | C | | | | | | | 8.49 | 4.99 | | | | | | | | | | 6.49 | | |
| | | n/i | | | | | | | | | | | | 1.79 | | | | | | | | 3.99 | 80% |
| | Apple Market | Heartland Pride | | | | | | | | | | | | | | 2.99 | | | | | | 3.69 | 80% |
| | | Heartland Pride | C | | | | | 8.99 | | | | | | | | | | | | | | | |
| | Country Mart | n/i | | | | | | | | | | | | | 1.99 | | 2.99 | | | | | | limit 1 |
| | Dillon's | Sterling Silver | | | | | | | | | | | | | | | 2.99 | | | | | | |
| | Dollar General Mkt | n/i | | | | | | | | | | | | | | | 2.99 | | | | | | |
| | Food Pride | n/i | | | | | | | | | | | | | | | 2.99 | | | | | | |
| | | Angus Pride | C | | | 8.99 | 9.99 | | | | 5.99 | | | | | | | | | | | | |
| | G&W Foods | n/i | C | | | 8.99 | | 8.99 | | | 5.99 | | | | | | | | | | | | |
| | | n/i | | | | | | | | | | | | | | | 3.49 | | | | | | |
| | Harp's | n/i | | | | | | | | | | | | | | | 2.99 | | | | | 3.99 | 80% |
| | | Harp's Angus | C | | | | | 6.99 | | | | | | | | | | | | | | | |
| | Hen House | n/i | | | | | | | | | | | | | | | | 3.69 | | | | | |
| | | Hereford | C | | | | | | | | | | | | | | | | | | | | |
| | Hy-Vee | n/i | | | | | | | | | | | | | | | | 3.49 | | | | | |
| | | Hy-Vee Reserve | C | | | | | | | | | | | | | | | | | | | | |
| | | Hy-Vee Angus | C | | 9.99 | | | | | | 3.99 | | | | | | | | | | | | |
| | | Strauss | G | | | | | | | | | | | | | | | 5.99 | | | | 6.99 | 85% |
| | Lowe's Market | n/i | | | | 6.99 | | | | | | | | 1.99 | | | | | | | | 2.69 | 75% |
| | Natural Grocers | Meyer | A | | | | | | | | | | | | | | | 5.99 | | | | | |
| | Price Chopper | Angus | C | | | | | | | | | | | | | | | | | | | | |
| | | KC Pride | | | | | | | | | | | | | | | | | | | | | |
| | Pyramid Foods | n/i | | | | | | | | | | | | | | | | | | | | | |
| | | Angus | C | | | | | | | | | | | | | | | | | | | | |
| | | Meyer's | A | | 15.99 | | | | | | | | | | | | | | | | | | |
| | | Laura's Lean | A | | | | | | | | | | | | | | | | | | | 7.99 | 90% |
| | Save-a-Lot | n/i | | | 5.99 | 4.99 | | | | | | | | 1.99 | | | | | | | | | value |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

prices in \$US per pound unless otherwise noted.

Independence Day 2017

BEEF

| State | Supermarket | Brand | Key | Steaks for Grilling | | | | | | | | Ground Beef (lean % where noted) | | | | | | | | Cond. | | | |
|------------------|--------------------|--------------|-----|---------------------|-------|--------|--------------|------------|-------|-------------|--------------|----------------------------------|--------|-------|-----------|-------|--------|-------|--------|-------|---------|---------|---------|
| | | | | Ribeye | | T-Bone | Porter House | Strip Loin | | Top Sirloin | London Broil | Inside Skirt | 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) | Sprout's | n/i | | | | | | | | | | | | | | | | | | | limit 4 | | |
| | | n/i | C | | 9.99 | | | | | | | | | | | | | | | | limit 4 | | |
| | Sun Fresh | n/i | | | | | 5.99 | | | | | | | 1.99 | | | | | | | | | |
| | Thriftway Stores | n/i | | | | | | 9.99 | 4.99 | | | | | 2.49 | | | | | | 3.99 | 80% | | |
| | Trader Joe's | Trader Joe's | C | | | | | | 12.99 | | | | | | | | | | | | | | |
| | | Trader Joe's | O | | | | | | | | | | | | 6.99 | | | | | | | | |
| | Walmart | Marketside | O | | | | | | | | | | | | 5.98 | | | | | | | | |
| Whole Foods Mntn | n/i | | | 3.99 | | | | | | | | | | | | | | | | | | | |
| Wood's | Butcher's Pride | | | | | | 6.99 | | | | | | | | | 2.99 | | | | | value | | |
| LA | AG Baton Rouge | n/i | S | | 6.99 | | | | | | | | | | | | | | | | | | |
| | | Angus | C | | 8.99 | | | | | | | | | | | | | | | | | | |
| | | n/i | | | | | | | | | | | | 2.99 | | | | | | | | | |
| | Albertsons Hston | n/i | | | | | | | | | | | | 2.49 | | | | 3.99 | | | | value | |
| | | n/i | C | | 7.99 | | | | | BOGO | | | | | | | | | | | | | |
| | | O Organics | O | | 19.99 | | | | | | | | | | | | | | | | | | |
| | ALDI | Black Angus | C | | | | | 8.49 | 4.99 | | 6.49 | | | | | | | | | | | 3.99 | |
| | | n/i | | | | | | | | | | | 1.79 | | | | | | | | | 80% | |
| | Breaux Mart | Black Angus | C | | | 8.79 | | | | | | | | | | | | | | | | | |
| | Brookshire's | n/i | S | | 5.99 | | | | | | | | | | | | | | | | | value | |
| | | n/i | | | | | | | | | | | | | | | | | | | | 3.99 | |
| | | Angus | C | | | | | | 8.99 | | | | | | | | | | | | | | 80% |
| | Brookshire Bros. | n/i | S | | 4.99 | | | | | | | | | | | | | | | | | | limit 2 |
| | Dollar General Mkt | n/i | | | | | | | | | | | 2.50 | | 3.95 | | | | | | | | value |
| | Kroger Texas | n/i | C | | 6.99 | | | | | | 5.99 | | | | | | | | | | | | value |
| | | n/i | | | | | | | | | | | | | 3.49 | | | | | | | | |
| | Market Basket | n/i | | | | | | | | | | | | | | | | | | | 2.97 | | 75% |
| | MB Premium | S | | | | | | | 2.97 | | | | | | | | | | | | | | |
| Ramey's | Black Angus | | | 8.98 | 8.98 | | | | | | | | | | | | | | | | | value | |
| | n/i | | | | | | | | | | | | | | | | | | | | | | |
| Rouse's | n/i | | | | | | | | | | | | | 2.47 | | | | | | | | | |
| | Texas Star | | | 5.97 | | | | | | | | | | | | | | | | | | limit 4 | |
| Save-a-Lot | n/i | | | | 5.99 | 4.99 | | | | | | | 1.99 | | | | | | | | | value | |
| Shoppers Value | n/i | | | | | | | | | | | | 1.77 | | | | | | | | | | |
| Spring Market | n/i | | | | | | | | | | | | | | 2.49 | 2.49 | | | | | | | |

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BEEF

| State | Supermarket | Brand | Key | Steaks for Grilling | | | | | | | | | Ground Beef (lean % where noted) | | | | | | | | Cond. | | |
|---------------------|-------------------|-----------------|------|---------------------|-------|--------|--------------|------------|-------|-------------|--------------|--------------|----------------------------------|-------|-----------|-------|--------|-------|--------|-------|-------|---------|---------|
| | | | | Ribeye | | T-Bone | Porter House | Strip Loin | | Top Sirloin | London Broil | Inside Skirt | 73-75% | | 80%/Chuck | | 85-90% | | 93-95% | | | Sirloin | Patties |
| | | | | bone-in | bnls | | | bone-in | bnls | | | | reg | value | reg | value | reg | value | reg | value | | | |
| LA <i>(cont)</i> | Super 1 Foods | n/i | S | 5.97 | | | | | | | | | | | | | | | | | value | | |
| | The Fresh Market | n/i | | | | | | | | | | | 3.99 | | | | | | | | | | |
| | Trader Joe's | Trader Joe's | C | | | 12.99 | | | 12.99 | | | | | | | | | | | | | | |
| | | Trader Joe's | C | | | | | | | | | | | | 6.99 | | | | | | | | |
| | Walmart | Marketside | O | | | | | | | | | | | | 5.98 | | | | | | | | |
| | Winn-Dixie | WD Brand | C | 8.99 | 9.99 | 6.99 | | | | | | | | | | | | | | | | value | |
| | | WD Brand | C | 9.49 | 10.49 | 7.49 | | | 5.99 | 4.99 | | | | | | | | | | | | | |
| | Rancher's Home | | 4.99 | | | | | | | | | | | | | | | | | | | limit 2 | |
| MO | Affiliated MW | Star Ranch | | | 8.69 | | | | 4.49 | | | | | | | | | | | | | | |
| | ALDI | Black Angus | C | | | | | 8.49 | 4.99 | | 6.49 | | | | | | | | | | | | |
| | | n/i | | | | | | | | | | | 1.79 | | | | | | | | 3.99 | 80% | |
| | Apple Market | Heartland Pride | | | | | | | | | | | | 2.99 | | | | | | | 3.69 | 80% | |
| | | Heartland Pride | C | | | | 8.99 | | | | | | | | | | | | | | | 2.79 | 80% |
| | C&R Supermarket | n/i | | | | | | | | | | | | | 2.19 | | | | | | | 2.79 | 80% |
| | | n/i | | 8.99 | | | | | | | | | | | | | | | | | | | value |
| | Cash Saver TC | n/i | | | | | | | | | | | 2.25 | | | | | | | | | | |
| | County Market NFI | n/i | | | | | | | | | | | 1.88 | | | | | | | | | 2.49 | 75% |
| | | Angus | C | | | | 12.99 | | | | | | | | | | | | | | | | |
| | Country Mart | n/i | | | | | | | 9.58 | | | | 1.99 | | 2.99 | | | | | | | | limit 1 |
| | Food Giant | Black Canyon | | | | 6.98 | | | | | | | | | | | | | | | | 2.98 | value |
| | | n/i | | | | | | | | | | | | | | | | | | | | | 73% |
| | Fresh Thyme | n/i | C | | | | 6.99 | | | | 4.99 | | | | | | | | | | | | |
| | | n/i | G | | | | | | | | | | | 3.77 | | | | | | | | | |
| | G&W Foods | n/i | C | | | 8.99 | | 8.99 | | 5.99 | | | | | | | | | | | | | |
| | n/i | | | | | | | | | | | | | | 3.49 | | | | | | | | |
| Gerbe's | Sterling Silver | | | | | | | | | | | | | 2.99 | | | | | | | | | |
| Harp's | n/i | | | | | | | | | | | | | 2.99 | | | | | | | 3.99 | 80% | |
| | Harp's Angus | C | | | | 6.99 | | | | | | | | | | | | | | | | | |
| Harter House | n/i | C | | | | | | | 6.99 | | | | | | | | | | | | | | |
| | n/i | | | | | | | | | | | | | 2.99 | | | | | | | | | |
| Hays Grocer | Angus | C | | | | | | | | | | | | 2.98 | | | | | | | 3.58 | 80% | |
| | n/i | C | | | | 6.98 | | | | | | | | | | | | | | | | value | |

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BEEF

| State | Supermarket | Brand | K e y | Steaks for Grilling | | | | | | | | Ground Beef (lean % where noted) | | | | | | | | Cond. | | | |
|---------------------|-------------------|---------------|-------------|---------------------|-------|--------|--------------|------------|------|-------------|--------------|----------------------------------|--------|-------|-----------|-------|--------|-------|--------|-------|---------|---------|-------|
| | | | | Ribeye | | T-Bone | Porter House | Strip Loin | | Top Sirloin | London Broil | Inside Skirt | 73-75% | | 80%/Chuck | | 85-90% | | 93-95% | | Sirloin | Patties | |
| | | | | bone-in | bnls | | | bone-in | bnls | | | | reg | value | reg | value | reg | value | reg | | | | value |
| MO <i>(cont)</i> | Hen House | n/i | | | | | | | | | | | | | | | | | | | | | |
| | Hereford | | C | | | | | 14.40 | | | | | | | | | | | | | | | |
| | Hy-Klas Foods | n/i | | | | | | 9.99 | 4.99 | | | | | 2.49 | | | | | | | 3.99 | 80% | |
| | Hy-Vee | n/i | | | | | | | | | | | | | 3.49 | | | | | | | | |
| | Hy-Vee Reserve | | C | | | | | 15.99 | | | | | | | | | | | | | | | |
| | Hy-Vee Angus | | C | | 9.99 | | | | 3.99 | | | | | | | | | | | | | | |
| | Strauss | | G | | | | | | | | | | | | 5.99 | | | | | | 6.99 | 85% | |
| | IGA Stores IL/IN | IGA TableRite | | | | | | 8.99 | | | | | | | | 2.98 | | | | | | | value |
| | Kroger Central | n/i | | C | | 6.77 | | | | | | | | | | | | | | | | | value |
| | Private Selection | | | | | | | | | | | | | 3.99 | | | | | | | | | value |
| | Kroger Delta | n/i | | | | | | | | | | | | | 3.49 | | | | | | | | value |
| | n/i | | | C | 8.99 | | | | | | | | | | | | | | | | | | value |
| | Lucky's Market | n/i | | G | | | | | | | | | | | | 3.97 | | | | | | | value |
| | Mac's Fresh Marke | n/i | | | | | | | | | | | | | | 2.99 | | | | | | 3.99 | 80% |
| | Angus | | | S | | | | | 3.99 | | | | | | | | | | | | | | value |
| | Moser's | n/i | | | | | | 5.99 | | | | | | | 2.49 | | | | | | | | value |
| | Natural Grocers | Meyer | | A | | | | | | | | | | | 5.99 | | | | | | | | value |
| | Prenger Foods | n/i | | | | | | 5.88 | | | | | | | 2.18 | | | | | | | | value |
| | Heartland Pride | | | | | | | | | | | | | | | | | | | | | 3.69 | 80% |
| | Price Chopper | Angus | | C | | | | | | | | | | | | | | 5.99 | | | | | value |
| | KC Pride | | | | | | | | 9.60 | | | | | | 1.99 | | | | | | | | value |
| | Pyramid Foods | n/i | | | | | | | | | | | | | 2.79 | | | | | | | 3.77 | 80% |
| | Angus | | | C | | 9.99 | | 13.32 | | | | | | | | | | | | | | | value |
| Meyer's | | | A | | 15.99 | | | | | | | | | | | | | | | | | value | |
| Laura's Lean | | | A | | | | | | | | | | | | | | 7.49 | | | | 7.99 | 90% | |
| Save-a-Lot | n/i | | | | 5.99 | 4.99 | | | | | | | 1.99 | | | | | | | | | value | |
| Schnuck's | n/i | | S | | 6.99 | | | | 6.99 | | | | | | | | | | | | | value | |
| Angus | | | C | | | | | | 7.99 | | | | | | | | | | | | | value | |
| Shop'n Save | n/i | | | | | | | | | | | | 2.98 | | | | | | | | | value | |
| Angus | | | C | | 9.99 | | | | | | | | | | | | | | | | | value | |
| Sprout's | n/i | | | | | | | | | | | | | | | 2.69 | | | | | | limit 4 | |
| n/i | | | C | | 9.99 | | | | | | | | | | | | | | | | | limit 4 | |
| Sun Fresh | n/i | | | | | | 5.99 | | | | | | | 1.99 | | | | | | | | value | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Independence Day 2017

prices in \$US per pound unless otherwise noted.

BEEF

| State | Supermarket | Brand | Key | Steaks for Grilling | | | | | | | | | Ground Beef (lean % where noted) | | | | | | | | Cond. | | |
|---------------------|-------------------|----------------|-----|---------------------|------|--------|--------------|------------|-------|-------------|--------------|--------------|----------------------------------|-------|-----------|-------|--------|-------|--------|-------|-------|---------|---------|
| | | | | Ribeye | | T-Bone | Porter House | Strip Loin | | Top Sirloin | London Broil | Inside Skirt | 73-75% | | 80%/Chuck | | 85-90% | | 93-95% | | | Sirloin | Patties |
| | | | | bone-in | bnls | | | bone-in | bnls | | | | reg | value | reg | value | reg | value | reg | value | | | |
| MO <i>(cont)</i> | TC Grocery | n/i | | | | | | | | | | | | | | | | | | | 2.99 | 75% | |
| | | n/i | S | | | | | 6.99 | | | | | | | | | | | | | | | |
| | TC Markets | n/i | C | | | | 7.99 | | | | | | | | | | | | | | | value | |
| | | Top Choice | C | | | | | | | | 4.99 | | | | 2.69 | | | | | | | | |
| | Thriftway Stores | n/i | | | | | | | 9.99 | 4.99 | | | | 2.49 | | | | | | | 3.99 | 80% | |
| | Trader Joe's | Trader Joe's | C | | | | | | | 12.99 | | | | | | | | | | | | | |
| | | Trader Joe's | O | | | | | | | | | | | | 6.99 | | | | | | | | |
| Walmart | Marketside | O | | | | | | | | | | | | 5.98 | | | | | | | | | |
| Wood's | Butcher's Pride | | | | | 6.99 | | | | | | | | 2.99 | | | | | | | | value | |
| NM | Affiliated Foods | n/i | | | 5.99 | 6.89 | | | | | | 2.19 | 1.79 | | | | | | | | | | |
| | Albertsons SW | n/i | C | | | | 4.77 | 6.97 | BOG3 | | | | | | | | | | | | | value | |
| | | n/i | C | | | | | | 4.30 | | | | | | | | | | | | | | |
| | | n/i | | | | | | | | | | | | | | | | | | | | | |
| | Basha's | n/i | | | | | | | 5.99 | | | | 2.99 | | | | | | | | | 2.97 | |
| | El Super | n/i | | 5.99 | 5.99 | | | | | | | | | | | | | | | | | 4.49 | |
| | Food King | n/i | | 3.96 | | | | | | | | | | | | | | | | | | value | |
| | John Brooks | n/i | | | 5.99 | 6.89 | | | | | | 2.19 | 1.79 | | | | | | | | | value | |
| | King Soopers | n/i | C | 5.47 | | | | | | | | | | | | | | | | | | value | |
| | | n/i | | | | | | | | | | | | | 3.49 | | | | | | | | |
| | | Simple Truth | O | | | | | | | | | | | | | 6.99 | | | | | | | |
| | Lawrence Bros. | n/i | | | | | | | 4.19 | | | | | | | | | | | | | value | |
| | | n/i | | | | | | | 3.89 | | | | | | | | | | | | | value | |
| | | n/i | C | | | | 8.99 | | | | | | | | | | | | | | | value | |
| | Lowe's Market | n/i | | | 6.99 | | | | | | | | 1.99 | | | | | | | | | 2.69 | |
| | Natural Grocers | Meyer | A | | | | | | | | | | | | | 5.99 | | | | | | 75% | |
| | Safeway Denver | Colorado Angus | C | 4.97 | 7.99 | | | | | | | | | | | | | | | | | value | |
| | | Open Nature | G | | | | | | | | | | | | | 6.99 | | | | | | | |
| | | n/i | | | | | | | | | | | | | | | | | | | | | |
| | Smith's | n/i | C | | | | 6.77 | | | | | | | | | | | | | | | 3.77 | |
| | Private Selection | | | | | | | | | | | | | 3.99 | | | | | | | | value | |
| Sprout's | n/i | | | | | | | | | | | | | | | 2.69 | | | | | | limit 4 | |
| | n/i | C | | 9.99 | | | | | | | | | | | | | | | | | | limit 4 | |
| Trader Joe's | Trader Joe's | C | | | | | | | 12.99 | | | | | | | | | | | | | | |
| | Trader Joe's | O | | | | | | | | | | | | | 6.99 | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Independence Day 2017

prices in \$US per pound unless otherwise noted.

BEEF

| State | Supermarket | Brand | Key | Steaks for Grilling | | | | | | | | Ground Beef (lean % where noted) | | | | | | | | Cond. | | | |
|--------|--------------------|-----------------|-----|---------------------|-------|--------|--------------|------------|-------|-------------|--------------|----------------------------------|--------|-------|-----------|-------|--------|-------|--------|-------|---------|---------|-------|
| | | | | Ribeye | | T-Bone | Porter House | Strip Loin | | Top Sirloin | London Broil | Inside Skirt | 73-75% | | 80%/Chuck | | 85-90% | | 93-95% | | Sirloin | Patties | |
| | | | | bone-in | bnls | | | bone-in | bnls | | | | reg | value | reg | value | reg | value | reg | | | | value |
| NM | Walmart | Marketside | O | | | | | | | | | | | | | | | | | | | | |
| (cont) | Whole Foods Mntn | n/i | | | 3.99 | | | | | | | | | | | | | | | | | | |
| OK | Affiliated Foods | n/i | | | | 5.99 | 6.89 | | | | | 2.19 | 1.79 | | | | | | | | | | |
| | ALDI | Black Angus | C | | | | | | 8.49 | 4.99 | | | | 1.79 | | | | | | | 3.99 | 80% | |
| | Buy for Le\$\$ | SuKarne | | | | 3.99 | | | | | | | | | | | | | | | | limit 2 | |
| | Country Mart | n/i | | | | | | | 9.58 | | | | 1.99 | | 2.99 | | | | | | | limit 1 | |
| | Dollar General Mkt | n/i | | | | | | | | | | | 2.50 | | 3.95 | | | | | | | | |
| | Harp's | n/i | | | | | | | | | | | | | 2.99 | | | | | | 3.99 | 80% | |
| | | Harp's Angus | C | | | | | | 6.99 | | | | | | | | | | | | | | |
| | Homeland | n/i | | | | | | | | | | | | | 2.49 | | | | | | | | |
| | | Red River Ranch | C | | 9.99 | 9.99 | | | | | | | | | | | | | | | | | |
| | La Michoacana | n/i | | | 4.99 | | | | | | | | | | | | | | | | | | |
| | Market Square | n/i | S | | | 6.49 | | | | | | | | | | | | | | | | | |
| | | n/i | | | | | 7.19 | | | | | | 2.19 | 1.99 | | | | | | | | | |
| | Morelos | n/i | | | | | | | | | | 5.99 | | 3.39 | | | | | | | | | |
| | Natural Grocers | Meyer | A | | | | | | | | | | | | | 5.99 | | | | | | | |
| | Nichols | n/i | S | | | | | | | | | | | | | | | | | | | | |
| | | n/i | | | | | | | | | | | | | 2.99 | | | | | | | | |
| | Pyramid Foods | n/i | | | | | | | | | | | | | 2.79 | | | | | | 3.77 | 80% | |
| | | Angus | C | | | 9.99 | | | 13.32 | | | | | | | | | | | | | | |
| | | Meyer's | A | | 15.99 | | | | | | | | | | | | | | | | | | |
| | | Laura's Lean | A | | | | | | | | | | | | | | | | | | | | |
| | Reasor's | Angus | C | | | | | | | 9.98 | 5.98 | | | | 2.98 | | | | | | 7.99 | 90% | |
| | | Redbud Farms | O | | | | | | | | | | | | | 6.98 | | | | | | | |
| | | n/i | | | | | | | | | | | | | | | | | | | 3.58 | 80% | |
| | Rehkopf's | n/i | S | 8.99 | | | | | | | | | | | | | | | | | | value | |
| | | n/i | | | | | | | | | | | | | | | | | | | | | |
| | Save-a-Lot | n/i | | | 5.99 | 4.99 | | | | | | | | 1.99 | | | | | | | | value | |
| | Sprout's | n/i | | | | | | | | | | | | | | | | | | | | limit 4 | |
| | | n/i | C | | 9.99 | | | | | | | | | | | | 2.69 | | | | | limit 4 | |
| | Super C Mart | n/i | | | | | | | | | | | | | | | | | | | | | |
| | Terry's Market | n/i | | | | | | | | | | 2.18 | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Independence Day 2017

prices in \$US per pound unless otherwise noted.

BEEF

| State | Supermarket | Brand | Key | Steaks for Grilling | | | | | | | | | Ground Beef (lean % where noted) | | | | | | | | Cond. | | | | |
|---------------------|------------------|-----------------|------|---------------------|------|--------|--------------|------------|-------|-------------|--------------|--------------|----------------------------------|-------|-----------|-------|--------|-------|--------|-------|-------|---------|---------|---------|-----|
| | | | | Ribeye | | T-Bone | Porter House | Strip Loin | | Top Sirloin | London Broil | Inside Skirt | 73-75% | | 80%/Chuck | | 85-90% | | 93-95% | | | Sirloin | Patties | | |
| | | | | bone-in | bnls | | | bone-in | bnls | | | | reg | value | reg | value | reg | value | reg | value | | | | | |
| OK <i>(cont)</i> | The Fresh Market | n/i | | | | | | | | | | | | 3.99 | | | | | | | | | | | |
| | | n/i | C | | | 12.99 | | | | | | | | | | | | | | | | | | | |
| | Trader Joe's | Trader Joe's | C | | | | | | 12.99 | | | | | | | | | | | | | | | | |
| | | Trader Joe's | O | | | | | | | | | | | | | 6.99 | | | | | | | | | |
| | United of OK | n/i | | | | | | | | | | | | | 2.49 | | | | | | | | | | |
| | Walmart | Red River Ranch | C | | 9.99 | 9.99 | | | 9.99 | | | | | | | | | | | | | | | | |
| | | Marketside | O | | | | | | | | | | | | | 5.98 | | | | | | | | | |
| | Warehouse Market | n/i | | 6.99 | 6.99 | | | 6.99 | | | | | | | | | | | | | | | | | |
| | Williams | n/i | | | 6.99 | | | | 5.99 | | | | | | | | | | | | | | | | |
| TX | Affiliated Foods | n/i | | | | 5.99 | 6.89 | | | | | 2.19 | 1.79 | | | | | | | | | | | | |
| | Albertsons Hston | n/i | | | | | | | | | | | | | 2.49 | | | | | 3.99 | | | | | |
| | | n/i | C | 7.99 | | | | | | BOGO | | | | | | | | | | | | | value | | |
| | | O Organics | O | 19.99 | | | | | | | | | | | | | | | | | | | | | |
| | ALDI | Black Angus | C | | | | | 8.49 | 4.99 | | 6.49 | | | | | | | | | | | 3.99 | 80% | | |
| | | n/i | | | | | | | | | | | 1.79 | | | | | | | | | | | | |
| | Arlan's Market | n/i | S | | | | | | 2.99 | | | | | | | | | | | | | | | | |
| | Brookshire's | n/i | S | 5.99 | | | | | | | | | | | | | | | | | | | value | | |
| | | n/i | | | | | | | | | | | | | | | | | | | | | 3.99 | 80% | |
| | | Angus | C | | | | | | 8.99 | | | | | | | | | | | | | | | | |
| | Brookshire Bros. | n/i | S | 4.99 | | | | | | | | | | | | | | | | | | | | limit 2 | |
| | Cash Saver TX | n/i | C | | | | | 6.98 | | | | | | | | | | | | | | | | value | |
| | | n/i | | | | | | | | | | | | | | | | | | | | | | 3.13 | 80% |
| | David's | n/i | S | 4.99 | | | | | | | | | | | | | | | | | | | | limit 2 | |
| | Diamond IGA | n/i | | | | | | | | | | | | | 2.99 | | | | | | | | | value | |
| | | n/i | | | | 6.99 | | | | | | | | | | | | | | | | | | | |
| | El Ahorro | n/i | | | | | | 3.99 | | | | | | | | | | | | | | | | | |
| | El Rancho | n/i | | | | | | | | | | | | 1.88 | | | | | | | | | | | |
| | El Rio Grande | n/i | | | | 6.49 | 5.79 | | | | | 3.99 | | | | | | | | | | | | | |
| | El Super | n/i | | 5.99 | | 5.99 | | | | | | | | | | | | | | | | | | 4.49 | |
| Elrod's | n/i | | 4.48 | | | | | | | | | | 1.98 | | | | | | | | | | | | |
| Fiesta Mart | n/i | | 4.77 | | | | | | | | | | | | | | | | | | | | 3.97 | 80% | |
| Foodarama | n/i | | | 4.99 | | | | | | | | | | | | | | | | | | | | value | |
| | n/i | | | | | | | | | | | | | | | | | | | | | | | | |
| | n/i | C | | | | | | | | | | | | | | | | | | | | | | 2.99 | 80% |

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BEEF

| State | Supermarket | Brand | K e y | Steaks for Grilling | | | | | | | | | Ground Beef (lean % where noted) | | | | | | | | Cond. | | |
|---------------------|-----------------|------------|-------------|---------------------|------|--------|--------------|------------|------|-------------|--------------|--------------|----------------------------------|-------|-----------|-------|--------|-------|--------|-------|-------|---------|---------|
| | | | | Ribeye | | T-Bone | Porter House | Strip Loin | | Top Sirloin | London Broil | Inside Skirt | 73-75% | | 80%/Chuck | | 85-90% | | 93-95% | | | Sirloin | Patties |
| | | | | bone-in | bnls | | | bone-in | bnls | | | | reg | value | reg | value | reg | value | reg | value | | | |
| TX <i>(cont)</i> | Food King | n/i | | 3.96 | | | | | | | | | | | | | | | | | value | | |
| | H-E-B | n/i | S | | | | | 6.99 | | | | | | | | | | | | | | value | |
| | Junior's | n/i | | | | 5.99 | | | | | | | | | | | | | | | | | |
| | Kroger Texas | n/i | C | 6.99 | | | | | | | 5.99 | | | | | | | | | | | value | |
| | La Fiesta | n/i | S | | | | | | | | | | | | 3.49 | | | | | | | | |
| | | n/i | S | | | | | | | | | 3.99 | | | | | | | | | | | limit 3 |
| | La Michoacana | n/i | | | 3.97 | | | | | | | | | | | | | | | | | | |
| | | n/i | | | | 4.99 | | | | | | | | | | | | | | | | | |
| | Lawrence Bros. | n/i | | | | | | | | | | | | | | | | | | | | | |
| | | n/i | | | | | | | | | | | | | | | | | | | | | value |
| | Lowe's Market | n/i | | | | | | | | | | | | | | | | | | | | | value |
| | | n/i | | C | | | | | | | | | | | | | | | | | | | 2.69 |
| | Malone's | n/i | | | | | 6.99 | | | | | | | | 1.99 | | | | | | | | 75% |
| | | n/i | | | | | | | | | | | | | 1.59 | | | | | | | | limit 2 |
| | Market Basket | n/i | | | | | | | | | | | | | 1.99 | | | | | | | | |
| | | MB Premium | | S | | | | | | | | | | | | | | | | | | | 2.97 |
| | Market Square | n/i | | | | | | | | | | | | | | | | | | | | | |
| | | n/i | | S | | | 6.49 | | | | | | | | | | | | | | | | |
| | Natural Grocers | Meyer | | A | | | | | | | | | | | | | | | | | | | |
| | | Porter's | n/i | | | | | 7.19 | | | | | | | 2.19 | 1.99 | | | | | | | |
| Porter's | n/i | | | | | 5.99 | | | | | | | | | | | | | | | | | |
| | n/i | | | | | | | | | | | | | | | | | | | | | | |
| Randall's | n/i | | C | 8.99 | | | | | | | | | | | | | | | | | | | |
| | n/i | | | | | 4.97 | | | | | | | | | | | | | | | | value | |
| Angus | n/i | | | | | | | | | | | | | | | | | | | | | | |
| | Open Nature | | C | 10.99 | | | | | | | | | | | | | | | | | | | |
| Rehkopf's | n/i | | | | | | | | | | | | | | | | | | | | | | |
| | n/i | | G | | | | | | | | | | | | | | | | | | | | |
| Save-a-Lot | n/i | | | | | | | | | | | | | | | | | | | | | | |
| | n/i | | S | 8.99 | | | | | | | | | | | | | | | | | | | |
| Sellers Bros. | n/i | | | | | | | | | | | | | | | | | | | | | | |
| | n/i | | | | | | | | | | | | | 1.99 | | | | | | | | value | |
| Spring Market | n/i | | | | | | | | | | | | | | | | | | | | | | |
| | n/i | | | | | | | | | | | | | | | | | | | | | | |
| Sprout's | n/i | | | | | | | | | | | | | | | | | | | | | | |
| | n/i | | C | | | 9.99 | | | | | | | | | | | | | | | | limit 4 | |
| | | | | | | | | | | | | | | | | | | | | | | limit 4 | |

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BEEF

| State | Supermarket | Brand | K e y | Steaks for Grilling | | | | | | | | Ground Beef (lean % where noted) | | | | | | | | Cond. | | | | |
|--------------|------------------|-------------------|-------------|---------------------|------|--------|--------------|------------|-------|-------------|--------------|----------------------------------|--------|-------|-----------|-------|--------|-------|--------|-------|---------|---------|---------|---------|
| | | | | Ribeye | | T-Bone | Porter House | Strip Loin | | Top Sirloin | London Broil | Inside Skirt | 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) | Ream's | n/i | | | | | | 5.99 | | | | | | | | | | | | | | | | |
| | Ridley's | Hereford | C | | | 8.74 | | | | | | | | | 2.59 | | | | | | | | | |
| | | Stone's | | | | | | | | | | | | | | | | | | | | | | |
| | Smith's | n/i | C | | | | | 6.77 | | | | | | | | | | | | | | | value | |
| | | Private Selection | | | | | | | | | | | | | | | | | | | | | | |
| | Sprout's | n/i | | | | | | | | | | | | | | | | | | | | | limit 4 | |
| | | n/i | C | | | 9.99 | | | | | | | | | | | | | | | | | | limit 4 |
| | Stokes Market | Angus | C | | | | | | | | | | | | | | | | | | | | | |
| | | n/i | | | | | | | | | | | | | | 4.99 | 3.49 | | | | | | | |
| Trader Joe's | Trader Joe's | C | | | | | | | 12.99 | | | | | | | | | | | | | | | |
| | Trader Joe's | O | | | | | | | | | | | | | | | | | | | | | | |
| Walmart | Marketside | O | | | | | | | | | | | | | | | | | | | | | | |
| | Whole Foods Mntn | n/i | | | | 3.99 | | | | | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | | | | | | | | | | | |

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| State | Supermarket | Brand | K e y | Steaks for Grilling | | | | | | | | Ground Beef (lean % where noted) | | | | | | | | Cond. | | | |
|---------------------------------------|--------------------|------------------|-------------|---------------------|-------|--------|--------------|------------|-------|-------------|--------------|----------------------------------|--------|-------|-----------|-------|--------|-------|--------|-------|---------|---------|-------|
| | | | | Ribeye | | T-Bone | Porter House | Strip Loin | | Top Sirloin | London Broil | Inside Skirt | 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 | 5.39 | | | | 4.88 | 6.99 | | | | | | | | | | | | value | | |
| | ALDI | Black Angus | C | | | | | | 8.49 | 4.99 | | | 6.49 | | | | | | | | 3.99 | 80% | |
| | Andronico's | Niman Ranch | A | | | | | | | | | | | | | | | | | | | | |
| | | Angus | C | | 14.99 | | | | | | | | | | | | | | | | | | |
| | Arteaga | n/i | | | | | | | | | | | | | | | | | | | | | |
| | Baja Ranch | n/i | | 4.99 | | 4.99 | | | | | | | 3.69 | | | | | | | | | | |
| | Big Saver | n/i | | | | 3.99 | 3.99 | | | | | | | | | | | | | | | value | |
| | Chavez | Harris Ranch | | | | | | | | 4.99 | | | | | | | | | | | | | |
| | Dollar General Mkt | n/i | | | | | | | | | | | | 2.50 | | | | | | | | | |
| | El Super | n/i | | 5.99 | | 5.99 | | | | | | | | | | | | | | | 4.49 | | |
| | Food 4 Less | n/i | | 5.99 | | | | | | | | | | | | | | | | | | value | |
| | Food Maxx | n/i | | | | | | | | | | | | 1.99 | | | | | | | | | |
| | Foodland Mercado | n/i | | | | 4.48 | 4.98 | | | | | | | | | | | | | | | | |
| | Gelson's | n/i | P | 19.99 | | | | | | | | | | | | | | | | | | | |
| | Grocery Outlet | Tyson | | | | | | | | | | | | 2.20 | | | | | | | | | |
| | | Pastures Natural | | | | 5.99 | | | | | | | | | | | | | | | | | |
| | Holiday Market | n/i | | | | | | | | | | | | | | | | | | | | | |
| | Jons Marketplace | n/i | | | | | | | | | | | | | | | | | | | | | |
| | | Blackwell Angus | | | | | | | | 4.99 | | | | | | | | | | | | | |
| | | Willmar | O | | | | | | | | | | | | | | | | | | | | |
| | K.V. Mart | n/i | | 5.69 | | 3.99 | | 5.69 | | | | | 4.99 | | | | | | | | | | |
| | Lola's Market | n/i | | | | | | | | | | | | | | | | | | | | | |
| | Lucky | Angus | C | 5.99 | | | | | | | | | | | | | | | | | | value | |
| | | Angus | C | 12.99 | | 11.99 | | | 11.99 | 8.99 | | | | | | | | | | | | | |
| | | n/i | | | | | | | | | | | | | | | | | | | | | |
| | Lunardi's | n/i | | 13.99 | | 13.99 | 14.99 | | 15.99 | | | | | | | | | | | | | | |
| | | Lunardi's | C | | | | | | | | | | | | | | | | | | | | |
| | | n/i | G | | | | | | | | | | | | | | | | | | | | |
| | Mar-Val Food | Harris Ranch | C | | | | | | | | | | 6.99 | | | | | | | | | | |
| | Mi Pueblo | n/i | | | | | | | | 3.69 | | | | 2.99 | | | | | | | | | |
| | Mollie Stone's | Piedmontese | A | | | | | 19.99 | | | | | | | | | | | | | | | |
| | | SunFed Ranch | O | | | | | | | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Independence Day 2017

prices in \$US per pound unless otherwise noted.

BEEF

| State | Supermarket | Brand | K e y | Steaks for Grilling | | | | | | | | Ground Beef (lean % where noted) | | | | | | | | Cond. | | | |
|---------------------|------------------|-----------------|-------------|---------------------|-------|--------|--------------|------------|------|-------------|--------------|----------------------------------|--------|-------|-----------|-------|--------|-------|--------|-------|---------|---------|-------|
| | | | | Ribeye | | T-Bone | Porter House | Strip Loin | | Top Sirloin | London Broil | Inside Skirt | 73-75% | | 80%/Chuck | | 85-90% | | 93-95% | | Sirloin | Patties | |
| | | | | bone-in | bnls | | | bone-in | bnls | | | | reg | value | reg | value | reg | value | reg | | | | value |
| CA <i>(cont)</i> | New Leaf Market | Oregon Country | A | | | | | | | | | | | 3.99 | | | | | | | | | |
| | | n/i | A | | | | | 12.99 | | | | | | | | | | | | | | | |
| | New Seasons | n/i | A | | | | | 12.99 | | | | | | | | | | | | | | | |
| | Northgate Market | n/i | | | 6.99 | 5.99 | 5.99 | | | | | | | 3.79 | | | | | | | | | |
| | Nugget Markets | Fresh to Market | C | 12.99 | | | | | | | | | | | | 3.99 | | | | | | | |
| | | Piedmontese | A | | 15.99 | | | | | | | | | | | 5.99 | | | | | | | |
| | | SunFed Ranch | G | | | | | | | 10.99 | | | | | | | | | | | | | |
| | Raley's | Raley's | | | | | | | | | | | | | 2.99 | | | | | | 3.49 | 80% | |
| | | Raley's | C | | | | | 9.99 | | | | | | | | | | | | | | | |
| | Ralph's | n/i | C | 4.97 | | | | | | | | | | | | | | | | | | | |
| | | Laura's Lean | A | | | | | | | | | | | | | | | | 7.99 | | | | |
| | Rays Food Place | Angus | C | | | 6.99 | | | | | | | | | | | | | | | | value | |
| | | n/i | | | | | | | | | | | | | | | 3.99 | | | | | | |
| | | Meyer | A | | | | | | | 10.99 | | | | | | | | | | | | | |
| | Rio Ranch | n/i | A | 4.99 | | 4.99 | 4.99 | | | | | | | | | | 3.99 | | | | | | |
| | Safeway Comm. | n/i | C | | | | | 7.77 | | | | | | | | | 3.99 | | | | | value | |
| | | n/i | | | | | | | | | | | | | | | | | 3.99 | | | | |
| | | Open Nature | G | | | | | | | | 5.99 | | | | | | | | | | | | |
| | | Signature Farms | | | | | | | | | | | | | | | | | | | 4.49 | 80% | |
| | Safeway NorCal | n/i | C | | | 10.99 | | 7.77 | | 5.99 | | | 7.99 | | | | | | | | | value | |
| | n/i | | | | | | | | | | | | | | | | | | 3.99 | | | | |
| | Open Nature | G | | | | | | | | 5.99 | | | | | | | | | | | 4.49 | 80% | |
| | Signature Farms | | | | | | | | | | | | | | | | | | | | | | |
| Save Mart | Angus 43 | C | 6.99 | | | | 6.99 | | | | | | | | 3.99 | | | | | | value | | |
| | n/i | | 6.49 | | 7.99 | 8.99 | | | | | | | | | | | | | | | value | | |
| Select Markets | St Helens | | | | | | | | 7.99 | 4.99 | | | | | | | | | | | value | | |
| | n/i | | | | | | | | | | | | | | 2.49 | | | | | | | | |
| SK Super King | n/i | C | | | | | | | | | | | | | | | 2.99 | | | | | | |
| | Thomas Farms | G | | | | | | | | | | | | | 3.49 | | | | | | | | |
| Smart & Final | n/i | | | | | | | 6.99 | | | | | | | | | | | | | | | |
| | First Street | | | | | | | | | | | | | | 2.99 | | | | | | | | |
| Sprout's | n/i | | | | | | | | | | | | | | | | 2.69 | | | | | limit 4 | |
| | n/i | C | | 9.99 | | | | | | | | | | | | | | | | | | limit 4 | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

prices in \$US per pound unless otherwise noted.

Independence Day 2017

BEEF

| State | Supermarket | Brand | K e y | Steaks for Grilling | | | | | | | | Ground Beef (lean % where noted) | | | | | | | | Cond. | | | |
|--------------|---------------------------|--------------------------|-------------|---------------------|-------|--------|--------------|------------|-------|-------------|--------------|----------------------------------|--------|-------|-----------|-------|--------|-------|--------|-------|---------|---------|-------|
| | | | | Ribeye | | T-Bone | Porter House | Strip Loin | | Top Sirloin | London Broil | Inside Skirt | 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 | | | | | | | | | | | 2.50 | | 3.95 | | | | | | | | |
| | El Super Grocery Outlet | n/i Tyson | | 5.99 | | 5.99 | | | | | | | 2.20 | | | | | | | | | 4.49 | |
| | La Bonita Marketon | n/i Pastures Natural | | | | 5.99 | | | | | | | | | | | | | | | | | |
| | Natural Grocers Pavilions | n/i Meyer | S A | | | 3.69 | | | | | | | | | | 5.99 | | | | | | | |
| | Raley's | n/i Raley's | C | 8.99 | 9.99 | | | 9.99 | 5.99 | | | | | | | 2.49 | | | | | | | |
| | Ridley's | n/i Raley's | C | | | | | 9.99 | | | | | | | | 2.99 | | | | | | 3.49 | |
| | Safeway NorCal | n/i Hereford | C | | | 8.74 | | | | | | | | | | 2.54 | | | | | | | |
| | Save Mart | n/i Stone's | C | | | 10.99 | | 7.77 | 5.99 | | 7.99 | | | | | | | | | | | | |
| | Scolari's | n/i Open Nature | G | | | | | | | 5.99 | | | | | | | | | | | | | |
| | Smart & Final | n/i Signature Farms | C | 6.99 | | | | 6.99 | | | | | | | | 3.99 | | | | | | 4.49 | |
| | Smith's | n/i Angus 43 | C | 6.49 | | 7.99 | 8.99 | | | | | | | | | | | | | | | | |
| | Sprout's | n/i Harris Ranch | S | | 8.99 | | | | | | | | | | | | | | | | | | |
| | Trader Joe's | n/i First Street | C | | | | | 6.99 | | | | | | | | 2.99 | | | | | | | |
| | Vons | n/i Private Selection | C | | 9.99 | | | | | | | | | | 3.99 | | | | | | | | |
| | Walmart | n/i Trader Joe's | C | | | | | | 12.99 | | | | | | | | | | | | | | |
| | | n/i Trader Joe's | O | | | | | | | | | | | | | | 6.99 | | | | | | |
| | | n/i Open Nature | C | 5.39 | 7.99 | | | | | 4.89 | | | | | | 2.49 | | | | | | | |
| | | Open Nature Marketside | G O | | 14.99 | | | | | | | | | | | | 5.99 | | | | | | |
| | | | | | | | | | | | | | | | | | 5.98 | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Independence Day 2017

prices in \$US per pound unless otherwise noted.

BEEF

| State | Supermarket | Brand | Key | Steaks for Grilling | | | | | | | | Ground Beef (lean % where noted) | | | | | | | | Cond. | | | |
|---|------------------|-------------------|-----|---------------------|------|--------|--------------|------------|------|-------------|--------------|----------------------------------|--------|-------|-----------|-------|--------|-------|--------|-------|---------|---------|-------|
| | | | | Ribeye | | T-Bone | Porter House | Strip Loin | | Top Sirloin | London Broil | Inside Skirt | 73-75% | | 80%/Chuck | | 85-90% | | 93-95% | | Sirloin | Patties | |
| | | | | bone-in | bnls | | | bone-in | bnls | | | | reg | value | reg | value | reg | value | reg | | | | value |
| NORTHWESTERN U.S. - AK, ID, MT, OR, WA, WY | | | | | | | | | | | | | | | | | | | | | | | |
| AK | AC Value Center | Blackwell Angus | | 8.99 | | 8.99 | | | | 5.89 | | | | | | | | | | | | value | |
| | Alaskan & Proud | n/i | | | 7.98 | | | | 6.88 | | | | | 3.59 | | | | | | | | value | |
| | Carrs/Safeway | Alaskan & Proud | | | | | | | | | | | | 2.68 | | | | | | | | limit 2 | |
| | | n/i | C | 4.77 | | | | | | | | | | | | | | | | | | value | |
| | | n/i | C | 5.99 | 6.99 | | | | | | | | | | | | | | | | | value | |
| | | n/i | G | | | | | | | | | | | | | 5.00 | | 5.00 | | 5.00 | 4.99 | 4.99 | |
| | Fred Meyer | n/i | | | | | | | | 2.97 | | | | | | | | | | | | value | |
| | | n/i | C | 8.99 | | | | | | | | | | | | | | | | | | value | |
| | | Private Selection | | | | | | | | | | | | | | | | | | | | value | |
| | | Simple Truth | O | | | | | | | | | | | | | | | | | | | value | |
| | IGA Hometown | n/i | | 10.99 | | | | | | 5.99 | | | | | | | | | | | | value | |
| | Meyers Group IGA | St Helens | C | 9.99 | | | | | | 5.99 | | | | | | | | | | | | value | |
| | | n/i | | | | | | | | | | | | | | | | | | | | value | |
| | Northwest Grocer | n/i | P | | | | | | | 6.49 | | | | | | | | | | | | value | |
| | | n/i | | | | | | | | | | | | | | | | | | | | value | |
| | Sea Mart | St Helens | | | | 10.99 | | | | | | | | | | | | | | | | value | |
| | | n/i | C | 9.99 | | 9.99 | | 9.99 | | | | | | | | | | | | | | value | |
| | Three Bears | n/i | | | 5.99 | | | | | | | | | | | | | | | | | value | |
| | Walmart | Marketside | O | | | | | | | | | | | | | | | | | | | value | |
| | | | | | | | | | | | | | | | | | | | | | | value | |
| ID | Albertsons Mntn | Double R Ranch | C | 5.47 | 7.99 | | | | | 4.99 | | 3.99 | | | | | | | | | | value | |
| | | n/i | | | | | | | | | | | | | | | | | | | | value | |
| | Albertsons SW | Stone's | | | | | | | | | | | | | | | | | | | 2.99 | 80% | |
| | | n/i | C | | | | 4.77 | 6.97 | BOG3 | | | | | | | | | | | | | value | |
| | | n/i | C | | | | | | | 4.30 | | | | | | | | | | | | value | |
| | | n/i | | | | | | | | | | | | | | | | | | | | value | |
| | Associated Foods | Angus | C | | | | | 8.99 | | | | | | | | | | | | | | value | |
| | | n/i | C | | | | | | | 3.99 | | 3.49 | | | | | | | | | | value | |
| | | n/i | | | | | | | | | | | | | | | | | | | | value | |
| | Family Foods | St Helens | | | | | | | | 3.99 | | | | | | | | | | | | value | |
| | Fred Meyer | n/i | | | | | | | | 2.97 | | | | | | | | | | | | value | |
| | | n/i | C | 7.99 | | | | | | | | | | | | | | | | | | value | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

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prices in \$US per pound unless otherwise noted.

BEEF

| State | Supermarket | Brand | K e y | Steaks for Grilling | | | | | | | | | Ground Beef (lean % where noted) | | | | | | | | Cond. | | |
|---------------------|--------------------|-------------------|-------------|---------------------|------|--------|--------------|------------|-------|-------------|--------------|--------------|----------------------------------|-------|-----------|-------|--------|-------|--------|-------|-------|---------|---------|
| | | | | Ribeye | | T-Bone | Porter House | Strip Loin | | Top Sirloin | London Broil | Inside Skirt | 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 <i>(cont)</i> | Fred Meyer | Private Selection | | | | | | | | | | | | | | | | | | | | | |
| | <i>(continued)</i> | Simple Truth | O | | | | | | | | | | | | | | | | | | | | |
| | Grocery Outlet | Tyson | | | | | | | | | | | 2.20 | | | | | | | | | | |
| | | Pastures Natural | | | | 5.99 | | | | | | | | | | | | | | | | | |
| | Harvest Foods | n/i | | | | | | | | | | | | | 2.78 | | | | | | | | |
| | | Angus | C | | | | | | 3.98 | 3.98 | | | | | | | | | | | | | |
| | IGA Markets | n/i | | | | | | | | | | | | 2.99 | | | | | | | | value | |
| | | n/i | | | 6.99 | | | | | 4.49 | | | | | | | | | | | | | |
| | Natural Grocers | Meyer | A | | | | | | | | | | | | 5.99 | | | | | | | | |
| | Ridley's | Hereford | C | | | 8.74 | | | | | | | | | 2.54 | | | | | | | | |
| | | Stone's | | | | | | | | | | | | | | | | | 3.33 | | | | |
| | Rosauer's | n/i | | | | | | | | | | | | | 1.99 | | | | | | | | |
| | | Angus | C | | | | | 6.99 | | | | | | | | | | | | | | | |
| | | Painted Hills | A | | | | | | | 6.99 | | | | | | | | | | | | | Choice |
| | | Wild Sky | G | | | | | | | | | | | | | 7.99 | | | | | | | limit 2 |
| | Safeway Seattle | n/i | C | | 4.77 | | | | | | | | | | | | | | | | | | value |
| | | n/i | C | | 5.99 | 6.99 | | | | | | | | | | | | | | | | | |
| | | n/i | G | | | | | | | | | | | | | 5.00 | | 5.00 | | | 5.00 | 3.99 | 3.99 |
| | Smith's | n/i | C | | | | | | 6.77 | | | | | | | | | | | | | | value |
| | | Private Selection | | | | | | | | | | | | | 3.99 | | | | | | | | |
| Stokes Market | Angus | C | | | | | | | | | | | | | | | | | | | | | |
| | n/i | | | | | | | | | | | | | | 4.99 | 3.49 | | | | | | | |
| Super 1 Foods | Angus | C | | 5.98 | | | | | 3.98 | | | | | | | | | | | | | value | |
| Trader Joe's | Trader Joe's | C | | | | | | | 12.99 | | | | | | | | | | | | | | |
| | Trader Joe's | O | | | | | | | | | | | | | | | | | | | | | |
| Walmart | Marketside | O | | | | | | | | | | | | | | | | | | | | | |
| Whole Foods Mntn | n/i | | | | | | | | | | | | | | | | | | | | | | |
| | | | | | 3.99 | | | | | | | | | | | | | | | | | | |
| Yoke's Fresh | Hereford | C | | 6.97 | 9.99 | | | | 5.49 | | | | | | | | | | | | | | |
| MT | Albertsons Mntn | Double R Ranch | C | 5.47 | 7.99 | | | | | 3.99 | | | | | | | | | | | | value | |
| | | n/i | | | | | | | 4.99 | | | | | | | | | | | | 3.49 | | |
| | | Stone's | | | | | | | | | | | | | | | | | | 2.99 | | 80% | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Independence Day 2017

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BEEF

| State | Supermarket | Brand | Key | Steaks for Grilling | | | | | | | | | Ground Beef (lean % where noted) | | | | | | | | Cond. | | | |
|---------------------|-------------------|-------------------|-----|---------------------|------|--------|--------------|------------|------|-------------|--------------|--------------|----------------------------------|-------|-----------|-------|--------|-------|--------|-------|-------|---------|---------|--------|
| | | | | Ribeye | | T-Bone | Porter House | Strip Loin | | Top Sirloin | London Broil | Inside Skirt | 73-75% | | 80%/Chuck | | 85-90% | | 93-95% | | | Sirloin | Patties | |
| | | | | bone-in | bnls | | | bone-in | bnls | | | | reg | value | reg | value | reg | value | reg | value | | | | |
| MT <i>(cont)</i> | Albertsons SW | n/i | C | | | | | 4.77 | 6.97 | BOG3 | | | | | | | | | | | | value | | |
| | | n/i | C | | | | | | | 4.30 | | | | | | | | | | | | | | |
| | | n/i | | | | | | | | | | | | | | | | | | | | | | |
| | Associated Foods | Angus | C | | | | | | 8.99 | | | | | | | | | | | | | | | |
| | | n/i | C | | | | | | | 3.99 | 3.49 | | | | | | | | | | | | | |
| | | n/i | | | | | | | | | | | | | | | | | | | | | | |
| | Family Foods | St Helens | | | | | | | | 3.99 | | | | | | | | | | | | | value | |
| | Harvest Foods | n/i | | | | | | | | | | | | | | | | | | | | | | |
| | | Angus | C | | | | | | | 3.98 | 3.98 | | | | | | | | | | | | | |
| | IGA Markets | n/i | | | | | | | | | | | | | | | | | | | | | | |
| | | n/i | | | | | | | 6.99 | | 4.49 | | | | | | | | | | | | value | |
| | Lucky's Market | n/i | G | | | | | | | | | | | | | | | | | | | | | |
| | Natural Grocers | Meyer | A | | | | | | | | | | | | | | | | | | | | | |
| | Reynold's | n/i | | | | | | | | 3.99 | 2.99 | | | | | | | | | | | | | |
| | Rosauer's | n/i | | | | | | | | | | | | | | | | | | | | | | |
| | | Angus | C | | | | | | 6.99 | | | | | | | | | | | | | | | |
| | | Painted Hills | A | | | | | | | | 6.99 | | | | | | | | | | | | | Choice |
| | | Wild Sky | G | | | | | | | | | | | | | | | | | | | | | |
| | Smith's | n/i | C | | | | | | 6.77 | | | | | | | | | | | | | | | value |
| | | Private Selection | | | | | | | | | | | | | | | | | | | | | | |
| Stokes Market | Angus | C | | | | | | | | 9.99 | | | | | | | | | | | | | | |
| | n/i | | | | | | | | | | | | | | | | | | | | | | | |
| Super 1 Foods | Angus | C | | | | | | 5.98 | | | | | | | | | | | | | | | value | |
| SuperVALU Stores | n/i | | | | | | | | | | | | | | | | | | | | | | | |
| | Angus Farms | C | | | | | | | | | | | | | | | | | | | | | | |
| Three Bears | n/i | | | | | | | | | | | | | | | | | | | | | | | |
| Walmart | Marketside | O | | | | | | | | | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | | | | | | | | | | | |
| OR | Albertsons PrtInd | n/i | C | | | 4.97 | | | | | | | | | | | | | | | | | limit 2 | |
| | | n/i | C | | | 8.99 | | | | 3.99 | 4.99 | | | | | | | | | | | | | |
| | | Signature Farms | | | | | | | | | | | | | | | | | | | | | 3.99 | 80% |
| | | Open Nature | G | | | | | | | | | | | | | | | | | | | | | |
| | n/i | | | | | | | | | | | | | | | | | | | | | | limit 2 | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

prices in \$US per pound unless otherwise noted.

Independence Day 2017

BEEF

| State | Supermarket | Brand | K e y | Steaks for Grilling | | | | | | | | | Ground Beef (lean % where noted) | | | | | | | | Cond. | | | |
|-------------------|------------------|-------------------|-------------|---------------------|-------|--------|--------------|------------|------|-------------|--------------|--------------|----------------------------------|-------|-----------|-------|--------|-------|--------|-------|-------|---------|---------|-------|
| | | | | Ribeye | | T-Bone | Porter House | Strip Loin | | Top Sirloin | London Broil | Inside Skirt | 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 (cont) | Associated Foods | Angus | C | | | | | 8.99 | | | | | | | | | | | | | | | | |
| | | n/i | C | | | | | | 3.99 | 3.49 | | | | | | | | | | | | | | |
| | | n/i | | | | | | | | | | | | | | | | | | | | | | |
| | CenterPlace | n/i | | | 4.98 | 6.98 | | | | | | | | 2.98 | | | 3.49 | | | | | | | |
| | | St Helens | C | | | | | | | 4.98 | | | | | | | | | | | | | value | |
| | Family Foods | St Helens | | | | | | | | 3.99 | | | | | | | | | | | | | value | |
| | Fred Meyer | n/i | | | | | | | | 2.97 | | | | | | | | | | | | | value | |
| | | n/i | C | | 7.99 | | | | | | | | | | | | | | | | | | value | |
| | | Private Selection | | | | | | | | | | | | | | | | 4.99 | | | | | | |
| | | Simple Truth | O | | | | | | | | | | | | | | | 6.99 | | | | | | |
| | Grocery Outlet | Tyson | | | | | | | | | | | | 2.20 | | | | | | | | | | |
| | | Pastures Natural | | | | 5.99 | | | | | | | | | | | | | | | | | | |
| | Harvest Foods | n/i | | | | | | | | | | | | | | | | | | | | | | |
| | | Angus | C | | | | | | | 3.98 | 3.98 | | | | | | | | | | | | | |
| | IGA Markets | n/i | | | | | | | | | | | | | | | | | | | | | | |
| | | n/i | | | 6.99 | | | | | | 4.49 | | | | | | | | | | | | | value |
| | IGA Market Fresh | St Helens | | | | | | | | | 3.97 | | | | | | | | | | | | | |
| | | n/i | | | | | | | | | | | | | | | | | | | | | | |
| | | Painted Hills | A | | | | | | | | | | | | | | | | | | | | 4.66 | 85% |
| | Market of Choice | Painted Hills | A | | | | | | | | | | | | | | | 3.49 | | | | | | |
| | | Painted Hills | G | | | | | | | | | | | | | | | 5.99 | | | | | | |
| | McKay's Market | Best Buy | | | | 4.99 | | | | | | | | | | | | | | | | | | value |
| | | Signature Angus | S | | | | | | | | | 3.99 | | | | | | | | | | | | |
| | n/i | | | | | | | | | | | | | | | | | | | | | | | |
| Natural Grocers | Meyer | A | | | | | | | | | | | | | | | 5.99 | | | | | | | |
| New Seasons | n/i | A | | | | | | | | | | | | | | | | | | | | | | |
| Quality Food Cntr | Angus | C | | 9.99 | | | | | | | | | | | | | | | | | | | value | |
| | Simple Truth | O | | | | | | | | | | | | | | | | | | | | | | |
| Rays Food Place | Angus | C | | | 6.99 | | | | | | | | | | | | | | | | | | value | |
| | n/i | | | | | | | | | | | | | | | | | | | | | | | |
| | Meyer | A | | | | | | | | | | | | | | | | | | | | | | |
| Red Apple | Painted Hills | A | | | 10.99 | | | | | | | | | | | | | | | | | 4.66 | 85% | |
| Rosauer's | n/i | | | | | | | | | | | | | | | | | | | | | | | |
| | Angus | C | | | | | | | | | | | | 1.99 | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Independence Day 2017

prices in \$US per pound unless otherwise noted.

BEEF

| State | Supermarket | Brand | Key | Steaks for Grilling | | | | | | | | | Ground Beef (lean % where noted) | | | | | | | | Cond. | | |
|---------------------|---------------------------------|------------------|-------------------|---------------------|------|--------|--------------|------------|-------|-------------|--------------|--------------|----------------------------------|-------|-----------|-------|--------|-------|--------|-------|-------|---------|---------|
| | | | | Ribeye | | T-Bone | Porter House | Strip Loin | | Top Sirloin | London Broil | Inside Skirt | 73-75% | | 80%/Chuck | | 85-90% | | 93-95% | | | Sirloin | Patties |
| | | | | bone-in | bnls | | | bone-in | bnls | | | | reg | value | reg | value | reg | value | reg | value | | | |
| OR <i>(cont)</i> | Rosauer's <i>(continued)</i> | Painted Hills | A | | | | | | 6.99 | | | | | | | | | | | | | Choice | |
| | | Wild Sky | G | | | | | | | | | | | | 7.99 | | | | | | | | |
| | | Roth's | Painted Hills | A | | 16.99 | | | 4.99 | 4.99 | | | | | 3.99 | | | | | | | local | |
| | | | Painted Hills | G | | | | 14.99 | | | | | | | | | | 5.99 | | | | local | |
| | | Safeway Portland | n/i | C | 4.77 | | | | | | | | | | | | | | | | | limit 2 | |
| | | | n/i | C | 5.99 | 6.99 | | | | | | | | | | | | | | | | value | |
| | | | n/i | G | | | | | | | | | | | | 5.00 | | 5.00 | | 5.00 | 5.00 | | |
| | | | n/i | | | | | | | | | | | | | | | | 3.99 | 3.99 | | | |
| | | Select Markets | St Helens | | | | | | 7.99 | 4.99 | | | | | | | | | | | | value | |
| | | | n/i | | | | | | | | | | | | 2.49 | | | | | | | | |
| | | Thriftway of OR | St Helens | | | | | | | | | | | | 2.99 | | | | | | | | |
| | | | St Helens | C | | | 10.99 | | | | | | | | | | | | | | | | |
| | | | St Helens | P | | | | | | 6.99 | | | | | | | | | | | | local | |
| | | Brother's Choice | | | | | | | | | | | | | | | | | | 2.40 | 80% | | |
| | Trader Joe's | Trader Joe's | C | | | | | | 12.99 | | | | | | | | | | | | | | |
| | | Trader Joe's | O | | | | | | | | | | | | 6.99 | | | | | | | | |
| | Walmart | Marketside | O | | | | | | | | | | | | 5.98 | | | | | | | | |
| WA | Albertsons PrtInd | n/i | C | | | 4.97 | | | | | | | | | | | | | | | | limit 2 | |
| | | n/i | C | 8.99 | | | | | 3.99 | 4.99 | | | | | | | | | | | | | |
| | | Signature Farms | | | | | | | | | | | | | | | | | | | 3.99 | 80% | |
| | | Open Nature | G | | | | | | | | | | | | 5.99 | | | | | | | | |
| | | n/i | | | | | | | | | | | | 1.99 | | | | | | | | limit 2 | |
| | | CenterPlace | n/i | | | 4.98 | 6.98 | | | | | | | 2.98 | | | | | | | | value | |
| | | | St Helens | C | | | | | | 4.98 | | | | | | | | | | | | value | |
| | | Family Foods | St Helens | | | | | | | 3.99 | | | | | | | | | | | | value | |
| | | Fred Meyer | n/i | | | | | | | 2.97 | | | | | | | | | | | | value | |
| | | | n/i | C | 7.99 | | | | | | | | | | | | | | | | | value | |
| | | | Private Selection | | | | | | | | | | | | | 4.99 | | | | | | | |
| | | | Simple Truth | O | | | | | | | | | | | 6.99 | | | | | | | | |
| | | Grocery Outlet | Tyson | | | | | | | | | | 2.20 | | | | | | | | | | |
| | | Pastures Natural | | | | 5.99 | | | | | | | | | | | | | | | | | |
| | Haggen's | Double R Ranch | C | | | | | 10.99 | 4.99 | | | | | 2.99 | | | | | | | value | | |
| | Harvest Foods | n/i | | | | | | | | | | | | | | | | | | | | | |
| | | Angus | C | | | | | | 3.98 | 3.98 | | | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

prices in \$US per pound unless otherwise noted.

Independence Day 2017

BEEF

| State | Supermarket | Brand | K e y | Steaks for Grilling | | | | | | | | | Ground Beef (lean % where noted) | | | | | | | | Cond. | | |
|---------------------|-------------------|------------------|-------------|---------------------|-------|--------|--------------|------------|------|-------------|--------------|--------------|----------------------------------|-------|-----------|-------|--------|-------|--------|-------|-------|---------|---------|
| | | | | Ribeye | | T-Bone | Porter House | Strip Loin | | Top Sirloin | London Broil | Inside Skirt | 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 <i>(cont)</i> | IGA Markets | n/i | | | | | | | | | | | | | | | | | | | | | |
| | | n/i | | 6.99 | | | | | 4.49 | | | | | | | | | | | | | value | |
| | IGA Market Fresh | St Helens | | | | | | | 3.97 | | | | | | | | | | | | | | |
| | | n/i | | | | | | 6.99 | | | | | | | 2.99 | | | | | | | | |
| | | Painted Hills | A | | | | | | | | | | | | | | | | | | 4.66 | 85% | |
| | Metropolitan | n/i | P | | | | | | 8.99 | | | | | | | | | | | | | | |
| | Meyers Group IGA | St Helens | C | 8.99 | | | | | 4.99 | | | | | | | | | | | | | | value |
| | | n/i | | | | | | | | | | | | | | | | | | | | | |
| | Natural Grocers | Meyer | A | | | | | | | | | | | | 5.99 | | 3.29 | | | | | | |
| | New Seasons | n/i | A | | | | 12.99 | | | | | | | | | | | | | | | | |
| | PCC Natural | Oregon Country | A | 14.99 | 15.49 | | | | | | | | | | | | | | | | | | |
| | | Western Grassfed | O | | | | | | | | | | | | | | 7.99 | | | | | | |
| | Quality Food Cntr | Angus | C | 9.99 | | | | | | | | | | | | | | | | | | | value |
| | | Simple Truth | O | | | | | | | | | | | | | | | | | | | | |
| | Rosauer's | n/i | | | | | | | | | | | | | | | | | | | | | |
| | | Angus | C | | | | 6.99 | | | | | | | | | 1.99 | | | | | | | |
| | | Painted Hills | A | | | | | | | 6.99 | | | | | | | | | | | | | Choice |
| | | Wild Sky | G | | | | | | | | | | | | | | 7.99 | | | | | | |
| | Saar's | n/i | | | | | | | | | | | | | | | | | | | | | value |
| | Safeway Portland | n/i | C | 4.77 | | | | | | | | | | | | | | | | | | | limit 2 |
| | | n/i | C | 5.99 | 6.99 | | | | | | | | | | | | | | | | | | value |
| | | n/i | G | | | | | | | | | | | | | | | | | | | | |
| | | n/i | | | | | | | | | | | | | | | | | | | | | |
| Safeway Seattle | n/i | C | 4.77 | | | | | | | | | | | | | | | | | | | limit 2 | |
| | n/i | C | 5.99 | 6.99 | | | | | | | | | | | | | | | | | | value | |
| | n/i | G | | | | | | | | | | | | | | | | | | | | | |
| | n/i | | | | | | | | | | | | | | | | | | | | | | |
| Select Markets | St Helens | | | | | | | | 7.99 | 4.99 | | | | | | | | | | | | value | |
| | n/i | | | | | | | | | | | | | | | | | | | | | | |
| Super 1 Foods | Angus | C | 5.98 | | | | | | | | | | | | | | | | | | | value | |
| The Markets | Black Angus | | | | | | | | | 4.98 | | | | | | | | | | | | value | |
| | n/i | | | | | | | | | | | | 3.48 | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

prices in \$US per pound unless otherwise noted.

Independence Day 2017

BEEF

| State | Supermarket | Brand | K e y | Steaks for Grilling | | | | | | | | | Ground Beef (lean % where noted) | | | | | | | | Cond. | | |
|-----------------|------------------|------------------|-------------|---------------------|-------|--------|--------------|------------|-------|-------------|--------------|--------------|----------------------------------|-------|-----------|-------|--------|-------|--------|-------|-------|---------|---------|
| | | | | Ribeye | | T-Bone | Porter House | Strip Loin | | Top Sirloin | London Broil | Inside Skirt | 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) | Thriftway | St Helens | P | | | | | | 5.99 | | | | | | | | | | | | local | | |
| | | St Helens | C | | | 10.99 | | | | | | | | | | | | | | | local | | |
| | | n/i | | | | | | | | | | | | 2.99 | | | | | | | | | |
| | Thriftway of OR | St Helens | | | | | | | | | | | | 2.99 | | | | | | | | | |
| | | St Helens | C | | | 10.99 | | | | | | | | | | | | | | | | | |
| | | St Helens | P | | | | | | 6.99 | | | | | | | | | | | | | local | |
| | | Brother's Choice | | | | | | | | | | | | | | | | | | | 2.40 | 80% | |
| | Town & Country | Angus | C | | | | | | | | | | | 4.49 | | | | | | | | | |
| | | Oregon Country | A | | 12.99 | | | | | | | | | | | | | | | | | | |
| | Trader Joe's | Trader Joe's | C | | | | | | 12.99 | | | | | | | | | | | | | | |
| | Trader Joe's | O | | | | | | | | | | | | | 6.99 | | | | | | | | |
| Walmart | Marketside | O | | | | | | | | | | | | | 5.98 | | | | | | | | |
| Yoke's Fresh | Hereford | C | | 6.97 | 9.99 | | | | 5.49 | | | | | | | 2.77 | 2.66 | | | | | | |
| WY | Affiliated MW | n/i | C | | | | | 11.20 | | | | | | | | | | | | | | | |
| | | n/i | | | | | | | | | | | | 2.99 | | | | | | | | | |
| | | Star Ranch | | | | 8.69 | | | 4.49 | | | | | | | | | | | | | | |
| | Albertsons Mntn | Double R Ranch | C | | 5.47 | 7.99 | | | | 3.99 | | | | | | | | | | | | value | |
| | | n/i | | | | | | | 4.99 | | | | | | | | | | | | 3.49 | | |
| | | Stone's | | | | | | | | | | | | | | | | | | | | 2.99 | |
| | Albertsons SW | n/i | C | | | | 4.77 | 6.97 | BOG3 | | | | | | | | | | | | | 80% | |
| | | n/i | C | | | | | | 4.30 | | | | | | | | | | | | | value | |
| | | n/i | | | | | | | | | | | | | | | | | | | | | |
| | Associated Foods | Angus | C | | | | | | 8.99 | | | | | | | | | | | | | | |
| | | n/i | C | | | | | | | 3.99 | 3.49 | | | | | | | | | | | | |
| | | n/i | | | | | | | | | | | | | | | | | | | | | |
| | Food Pride | n/i | | | | | | | | | | | | | | | | | | | | 3.69 | |
| | | Angus Pride | | | | | | | | | | | | | | | | | | | | | |
| | IGA Markets | n/i | | | | | | | 10.49 | | 3.49 | | | | | | | | | | | | |
| | n/i | | | | | | | | | | | | | | | | | | | | | | |
| King Soopers | n/i | C | | 6.99 | | | | | 4.49 | | | | | | | | | | | | | | |
| | n/i | | | 5.47 | | | | | | | | | | | | | | | | | | | |
| | Simple Truth | O | | | | | | | | | | | | | | | | | | | | | |
| Lucky's Market | n/i | G | | | | | | | | 6.99 | | | | | | | | | | | | | |
| Natural Grocers | Meyer | A | | | | | | | | | | | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Independence Day 2017

prices in \$US per pound unless otherwise noted.

BEEF

| State | Supermarket | Brand | K e y | Steaks for Grilling | | | | | | | | Ground Beef (lean % where noted) | | | | | | | | Cond. | | | | |
|---------------------|----------------|------------------------------|-------------|---------------------|------|--------|--------------|------------|------|-------------|--------------|----------------------------------|--------|-------|-----------|-------|--------|-------|--------|-------|---------|---------|-------|--|
| | | | | Ribeye | | T-Bone | Porter House | Strip Loin | | Top Sirloin | London Broil | Inside Skirt | 73-75% | | 80%/Chuck | | 85-90% | | 93-95% | | Sirloin | Patties | | |
| | | | | bone-in | bnls | | | bone-in | bnls | | | | reg | value | reg | value | reg | value | reg | | | | value | |
| WY <i>(cont)</i> | Ridley's | Hereford | C | | | 8.74 | | | | | | | | | 2.54 | | | | | | | | | |
| | Safeway Denver | Stone's Colorado Angus | C | 4.97 | 7.99 | | | | | | | | | | | | | | | | | | value | |
| | | Open Nature | G | | | | | | | | | | | | | 6.99 | | | | | | | | |
| | Smith's | n/i | C | | | | | 6.77 | | | | | | | | | | | | | | | value | |
| | Walmart | Private Selection Marketside | O | | | | | | | | | | | 3.99 | | 5.98 | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

prices in \$US per pound, tray-packed, unless otherwise noted.

Independence Day 2017

GROUND POULTRY

| State | Supermarket | Brand | Key | Ground Turkey | | | | | | Ground Chicken | | | | Conditions |
|--|--------------------|-------------|-----|---------------|----------|-------------|--------|---------|---------|----------------|--------|---------|---------|------------|
| | | | | 85% chub | 85% tray | 93-94% | Breast | Sausage | Patties | 97-98% | Breast | Sausage | Patties | |
| NORTHEASTERN U.S. - CT,DC,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT | | | | | | | | | | | | | | |
| CT | AF Basket | Jennie-O | | | 3.00 | | 4.99 | | | | | | | |
| | Associated | Jennie-O | | | | 3.99 | 4.99 | | | | | | | |
| | | Shady Brook | | | | 3.99 | | | 4.12 | | | | | |
| | Best Market | n/i | | | | | | | | 2.77 | | | | |
| | Big Y | Perdue | | | 3.33 | | | | | | | | | |
| | Bravo | Shady Brook | | | | 3.49 | | | 4.12 | 3.69 | | | | |
| | C-Town | Shady Brook | | | | 3.49 | | | 4.12 | 3.69 | | | | |
| | Compare Foods | Shady Brook | | | | | 3.99 | | | | | | | |
| | Food Bazaar | Shady Brook | | | 3.66 | 3.99 | | | | | | | | |
| | Key Foods | Harvestland | A | | | 3.99 | | | | | 4.59 | | | |
| | | Jennie-O | | | 2.99 | | | | | | | | | |
| | | Perdue | | | | | | | | 3.69 | 4.99 | | 3.99 | |
| | Kings Market | Shady Brook | | | | 2.99 | 4.99 | 3.67 | 3.49 | | | | | |
| | | Kings | | | | | | | 4.99 | | | | | |
| | Shady Brook | | | | 3.99 | 5.99 | | | | | | | | |
| | Plainville Farms | A | | | | 5.49 | | | | | | | | |
| Market 32 | Shady Brook | | | | 2.69 | | | | | | | | | |
| Price Chopper | Shady Brook | | | | 2.69 | | | | | | | | | |
| ShopRite | Perdue | | | | | | | | | 3.00 | | | | |
| | Butterball | | | | 2.50 | | | 2.50 | | | | | | |
| Stop & Shop | Shady Brook | | | 2.50 | 3.07 | | 2.88 | 2.99 | | | | | | |
| DC | Giant Foods | Shady Brook | | | 2.50 | 3.07 | | 2.88 | 2.99 | | | | | |
| | Harris Teeter | Shady Brook | | | 3.32 | | | | | | | | | |
| | Safeway Eastern | Shady Brook | | | | 2.30 | | | | | | | | |
| DE | Food Lion | Food Lion | | | 2.33 | | | | | | | | | |
| | Fresh Grocer | Butterball | | | 1.88 | 2.50 | | | | | | | | |
| | | Shady Brook | | | | | | 2.88 | | | | | | |
| | Giant Foods | Shady Brook | | | 2.50 | 3.07 | | 2.88 | 2.99 | | | | | |
| | Great Valu Markets | Perdue | | | 2.99 | | | | | | | | | |
| | Harris Teeter | Shady Brook | | | 3.32 | | | | | | | | | |
| | IGA Stores NJ/PA | Shady Brook | | | | 3.99 | 5.38 | 3.99 | 3.99 | | | | | |
| | Redner's | Perdue | | | | 3.00 | | | 3.00 | | | | | |
| | | Jennie-O | | | | 3.50 | | 3.98 | | | | | | |
| Safeway Eastern | Shady Brook | | | | 2.30 | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Independence Day 2017

prices in \$US per pound, tray-packed, unless otherwise noted.

GROUND POULTRY

| State | Supermarket | Brand | Key | Ground Turkey | | | | | | Ground Chicken | | | | Conditions |
|--------------|------------------|-------------------|-----|---------------|----------|--------|--------|---------|---------|----------------|--------|---------|---------|------------|
| | | | | 85% chub | 85% tray | 93-94% | Breast | Sausage | Patties | 97-98% | Breast | Sausage | Patties | |
| DE (cont) | ShopRite | Perdue Butterball | | | | 2.50 | | | 2.50 | 3.00 | | | | |
| | ShurSave | Perdue n/i | | | | | 5.69 | | | | 4.99 | | | |
| | Weis Markets | Weis | | | | 2.40 | | | | | | | | |
| MA | AF Basket | Jennie-O | | | 3.00 | | | 4.99 | | | | | | |
| | Associated | Jennie-O | | | | 3.99 | | 4.99 | | | | | | |
| | | Shady Brook | | | | 3.99 | | | 4.12 | | | | | |
| | Big Y | Perdue | | | 3.33 | | | | | | | | | |
| | Bravo | Shady Brook | | | | 3.49 | | | 4.12 | 3.69 | | | | |
| | C-Town | Shady Brook | | | | 3.49 | | | 4.12 | 3.69 | | | | |
| | Compare Foods | Shady Brook | | | | | | 3.99 | | | | | | |
| | Donelan's | Plainville Farms | A | | | 5.49 | | | | | | | | |
| | Hannaford | Nature's Place | A | | | | | | | 3.99 | | | | |
| | Market 32 | Shady Brook | | | | 2.69 | | | | | | | | |
| | Market Basket | Harvestland | A | | | | | | | 3.49 | | | | |
| | Met Foods | Shady Brook | | | | 3.99 | | | 4.12 | 3.99 | | | | |
| | | Jennie-O | | | | 3.99 | | 4.99 | | | | | | |
| | Price Chopper | Shady Brook | | | | 2.69 | | | | | | | | |
| | Roche Bros. | Plainville Farms | O | | | 5.99 | | | | | | | | |
| | | Jennie-O | | | | 1.99 | | | | | 2.50 | | | |
| | Seabra Foods | Perdue | | | | | | | | 3.49 | | | 3.49 | |
| | Shaw's | Shady Brook | | | | | | 5.00 | | | | | | |
| | Star Market | Shady Brook | | | | | | 5.00 | | | | | | |
| | Stop & Shop | Shady Brook | | | | 2.50 | 3.07 | | 2.88 | 2.99 | | | | |
| Tops Market | Plainville Farms | A | | | | | | | 4.49 | | | | | |
| | Murray's | A | | | | | | | | | | 5.99 | local | |
| | Jennie-O | | | | | 2.88 | | | | | | | | |
| Wegmans | Wegmans | A | | | | 2.99 | 5.99 | | 5.69 | | | | | |
| | Wegmans | O | | | | 5.99 | | | | 6.49 | | | | |
| | Festive | | | 2.99 | | | | | | | | | | |
| | Perdue | | | | | | | | | | 4.99 | | | |
| MD | Associated | Jennie-O | | | | 3.99 | 4.99 | | | | | | | |
| | | Shady Brook | | | | 3.99 | | 4.12 | | | | | | |
| | Food Lion | Food Lion | | | 2.33 | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

prices in \$US per pound, tray-packed, unless otherwise noted.

Independence Day 2017

GROUND POULTRY

| State | Supermarket | Brand | Key | Ground Turkey | | | | | | Ground Chicken | | | | Conditions |
|--------------|--------------------|----------------|-----|---------------|----------|--------|--------|---------|---------|----------------|--------|---------|---------|------------|
| | | | | 85% chub | 85% tray | 93-94% | Breast | Sausage | Patties | 97-98% | Breast | Sausage | Patties | |
| MD (cont) | Giant Foods | Shady Brook | | | 2.50 | 3.07 | | 2.88 | 2.99 | | | | | |
| | Great Valu Markets | Perdue | | | 2.99 | | | | | | | | | |
| | Harris Teeter | Shady Brook | | | 3.32 | | | | | | | | | |
| | Kennie's Market | Shady Brook | | | | 3.07 | 5.38 | | 3.99 | | | | | |
| | Martins Foods | Shady Brook | | | 2.50 | 3.07 | | 2.88 | 2.99 | | | | | |
| | Redner's | Perdue | | | | 3.00 | | | 3.00 | | | | | |
| | | Jennie-O | | | | 3.50 | | 3.98 | | | | | | |
| | Safeway Eastern | Shady Brook | | | | 2.30 | | | | | | | | |
| | Shop'n Save | Honeysuckle | | | 3.99 | | | | | | | | | |
| | ShopRite | Perdue | | | | | | | | 3.00 | | | | |
| | | Butterball | | | | 2.50 | | | 2.50 | | | | | |
| | ShurSave | Perdue | | | | | | | | | 4.99 | | | |
| | | n/i | | | | | | 5.69 | | | | | | |
| | Wegmans | Wegmans | | A | | | 2.99 | 5.99 | | 5.69 | | | | |
| Wegmans | | | O | | | 5.99 | | | | 6.49 | | | | |
| Festive | | | | 2.99 | | | | | | | | | | |
| Perdue | | | | | | | | | | | 4.99 | | | |
| Weis Markets | Weis | | | | 2.40 | | | | | | | | | |
| ME | Hannaford | Nature's Place | A | | | | | | 3.99 | | | | | |
| | Market Basket | Harvestland | A | | | | | | | 3.49 | | | | |
| | Shaw's | Shady Brook | | | | | 5.00 | | | | | | | |
| NH | Hannaford | Nature's Place | A | | | | | | 3.99 | | | | | |
| | Market Basket | Harvestland | A | | | | | | | 3.49 | | | | |
| | Price Chopper | Shady Brook | | | | 2.69 | | | | | | | | |
| | Shaw's | Shady Brook | | | | | 5.00 | | | | | | | |
| NJ | Associated | Jennie-O | | | | 3.99 | 4.99 | | | | | | | |
| | | Shady Brook | | | | 3.99 | | 4.12 | | | | | | |
| | Best Market | n/i | | | | | | | | 2.77 | | | | |
| | Bravo | Shady Brook | | | | 3.49 | | 4.12 | 3.69 | | | | | |
| | C-Town | Shady Brook | | | | 3.49 | | 4.12 | 3.69 | | | | | |
| | Compare Foods | Shady Brook | | | | | 3.99 | | | | | | | |
| | Fine Fare | Jennie-O | | | 2.99 | | 4.99 | | | | | | | |
| | | Shady Brook | | | 3.29 | 3.07 | | 3.79 | 4.79 | | | | | |
| | Premio | | | | | | | | | | 3.99 | | | |
| Food Bazaar | Shady Brook | | | 3.66 | 3.99 | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

prices in \$US per pound, tray-packed, unless otherwise noted.

Independence Day 2017

GROUND POULTRY

| State | Supermarket | Brand | Key | Ground Turkey | | | | | | Ground Chicken | | | | Conditions |
|------------------|--------------------|------------------|--------|---------------|----------|--------|--------|---------|---------|----------------|--------|---------|---------|------------|
| | | | | 85% chub | 85% tray | 93-94% | Breast | Sausage | Patties | 97-98% | Breast | Sausage | Patties | |
| NJ (cont) | Foodtown | Premio | A | | | | | | | | | 3.99 | | |
| | | Premio | | | | | | | | | | 4.99 | | |
| | Great Valu Markets | Shady Brook | A | | | 2.99 | | 4.12 | 3.99 | | | | | |
| | | Perdue | | | 2.99 | | | | | | | | | |
| | IGA Stores NJ/PA | Shady Brook | A | | | 3.99 | 5.38 | 3.99 | 3.99 | | | | | |
| | | Harvestland | | | | 3.99 | | | | | 4.59 | | | |
| | Key Foods | Jennie-O | A | | | 2.99 | | | | | | | | |
| | | Perdue | | | | | | | | 3.69 | 4.99 | | 3.99 | |
| | Shady Brook | | A | | | 2.99 | 4.99 | 3.67 | 3.49 | | | | | |
| | | Kings Market | | Kings | | | | | | 4.99 | | | | |
| | Shady Brook | | A | | | 3.99 | 5.99 | | | | | | | |
| | | Plainville Farms | | | | | | 5.49 | | | | | | |
| | McCaffrey's | Shady Brook | A | | | 3.07 | | | 3.69 | | | | | |
| | Met Foods | Shady Brook | | | | 3.99 | | 4.12 | 3.99 | | | | | |
| | Jennie-O | | A | | | 3.99 | 4.99 | | | | | | | |
| | | Morton Williams | | Shady Brook | | | 3.99 | | 4.95 | | | | | |
| | Pioneer | Jennie-O | A | | | 3.99 | 4.99 | | | | | | | |
| | Shady Brook | | | | | | 3.99 | | 4.12 | 3.99 | | | | |
| | | ShopRite | Perdue | A | | | | | | | 3.00 | | | |
| | Butterball | | | | | 2.50 | | | 2.50 | | | | | |
| Stop & Shop | Shady Brook | A | | | 2.50 | 3.07 | | 2.88 | 2.99 | | | | | |
| Supremo Foods | Shady Brook | | | | | | | 3.19 | | | | | | |
| | Perdue | | | | 2.99 | | | | | | | | | |
| Uncle Giuseppe's | Shady Brook | A | | | 4.99 | 6.99 | | | | | | | | |
| Wegmans | Wegmans | | O | | | 2.99 | 5.99 | | 5.69 | | | | | |
| | Wegmans | | | | 5.99 | | | | 6.49 | | | | | |
| Festive | | A | | 2.99 | | | | | | | | | | |
| Perdue | | | | | | | | | 4.99 | | | | | |
| Weis Markets | Weis | A | | | | 2.40 | | | | | | | | |
| | | | | | | | | | | | | | | |
| NY | AF Basket | Jennie-O | A | | 3.00 | | 4.99 | | | | | | | |
| | Associated | Jennie-O | | | | 3.99 | 4.99 | | | | | | | |
| | | Shady Brook | | | | 3.99 | | 4.12 | | | | | | |
| | Best Market | n/i | | | | | | | | 2.77 | | | | |
| | Big M | Shady Brook | | | | 3.84 | | | | | | | | |
| Bravo | Shady Brook | A | | | 3.49 | | 4.12 | 3.69 | | | | | | |
| | | | | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

prices in \$US per pound, tray-packed, unless otherwise noted.

Independence Day 2017

GROUND POULTRY

| State | Supermarket | Brand | Key | Ground Turkey | | | | | | Ground Chicken | | | | Conditions | |
|-----------------|-----------------|------------------|-----|---------------|----------|--------|-------------|---------|---------|----------------|--------|---------|---------|------------|--|
| | | | | 85% chub | 85% tray | 93-94% | Breast | Sausage | Patties | 97-98% | Breast | Sausage | Patties | | |
| NY (cont) | C-Town | Shady Brook | | | | 3.49 | | 4.12 | 3.69 | | | | | | |
| | Compare Foods | Shady Brook | | | | | 3.99 | | | | | | | | |
| | D'Agostino's | Shady Brook | | | | 4.61 | | | | | | | | | |
| | DeCiccio Family | Shady Brook | | | | 3.49 | | | | | | | | | |
| | Fine Fare | Jennie-O | | | | 2.99 | | 4.99 | | | | | | | |
| | | Shady Brook | | | | 3.29 | 3.07 | | 3.79 | 4.79 | | | | | |
| | | Premio | | | | | | | | | | 3.99 | | | |
| | Food Bazaar | Shady Brook | | | | 3.66 | 3.99 | | | | | | | | |
| | Foodtown | Premio | | | | | | | | | | 3.99 | | | |
| | | Premio | | A | | | | | | | | 4.99 | | | |
| | | Shady Brook | | | | | 2.99 | | 4.12 | 3.99 | | | | | |
| | Great American | Shady Brook | | | | | | | 4.12 | | | | | | |
| | Gristede's | Butterball | | | | | 3.99 | | | | | | | | |
| | Hannaford | Nature's Place | | A | | | | | | 3.99 | | | | | |
| | Key Foods | Harvestland | | A | | | 3.99 | | | | 4.59 | | | | |
| | | Jennie-O | | | | 2.99 | | | | | | | | | |
| | | Perdue | | | | | | | | | 3.69 | 4.99 | | 3.99 | |
| | King Kullen | Shady Brook | | | | | 2.99 | 4.99 | 3.67 | 3.49 | | | | | |
| | | Murray's | | A | | | | | | | | | | 5.99 | |
| | | Plainville Farms | | A | | | | 3.99 | | 3.99 | | | | | |
| | | Perdue | | | | | | | | | 3.49 | 4.69 | | 3.49 | |
| | Kings Market | Bell & Evans | | A | | | | | | | 4.99 | | | | |
| | | Harvestland | | A | | | | | | | 3.99 | | | | |
| | | Kings | | | | | | | | 4.99 | | | | | |
| | | Shady Brook | | | | | 3.99 | 5.99 | | | | | | | |
| | | Plainville Farms | | A | | | | 5.49 | | | | | | | |
| | Market 32 | Shady Brook | | | | | 2.69 | | | | | | | | |
| | Met Foods | Shady Brook | | | | | 3.99 | | 4.12 | 3.99 | | | | | |
| | | Jennie-O | | | | | 3.99 | 4.99 | | | | | | | |
| | Morton Williams | Shady Brook | | | | | 3.99 | | 4.95 | | | | | | |
| Net Cost Market | n/i | | | | | | | | | 1.99 | | | | | |
| North Shore | Perdue | | | | | | | | | | | | 3.99 | | |
| | Shady Brook | | | | | 4.99 | | | 4.99 | | | | | | |
| Pioneer | Jennie-O | | | | | 3.99 | 4.99 | | | | | | | | |
| | Shady Brook | | | | | 3.99 | | 4.12 | 3.99 | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

prices in \$US per pound, tray-packed, unless otherwise noted.

Independence Day 2017

GROUND POULTRY

| State | Supermarket | Brand | Key | Ground Turkey | | | | | | Ground Chicken | | | | Conditions |
|--------------------|-------------------|------------------|-----|---------------|----------|--------|--------|---------|---------|----------------|--------|---------|---------|------------|
| | | | | 85% chub | 85% tray | 93-94% | Breast | Sausage | Patties | 97-98% | Breast | Sausage | Patties | |
| NY (cont) | Price Chopper | Shady Brook | | | | 2.69 | | | | | | | | |
| | Shop'n Save | Honeysuckle | | | 3.99 | | | | | | | | | |
| | ShopRite | Perdue | | | | | | | | 3.00 | | | | |
| | | Butterball | | | | 2.50 | | | | | | 2.50 | | |
| | Stop & Shop | Shady Brook | | | 2.50 | 3.07 | | 2.88 | | | 2.99 | | | |
| | Tops Market | Plainville Farms | A | | | | | | | | | 4.49 | | |
| | | Murray's | A | | | | | | | | | | 5.99 | local |
| | Trade Fair | Jennie-O | | | | 2.88 | | | | | | | | |
| | | Shady Brook | | | | | 4.99 | 3.99 | 3.50 | | | | | |
| | Uncle Giuseppe's | Perdue | | | | 3.99 | | | | | | | | |
| | | Shady Brook | | | | 4.99 | 6.99 | | | | | | | |
| | Wegmans | Wegmans | A | | | 2.99 | 5.99 | | | | | 5.69 | | |
| | | Wegmans | O | | | | 5.99 | | | | 6.49 | | | |
| | | Festive | | | 2.99 | | | | | | | | | |
| Perdue | | | | | | | | | | 4.99 | | | | |
| Weis Markets | Weis | | | | 2.40 | | | | | | | | | |
| PA | Associated | Jennie-O | | | | 3.99 | 4.99 | | | | | | | |
| | | Shady Brook | | | | 3.99 | | 4.12 | | | | | | |
| | Big M | Shady Brook | | | | 3.84 | | | | | | | | |
| | Bravo | Shady Brook | | | | 3.49 | | 4.12 | 3.69 | | | | | |
| | C-Town | Shady Brook | | | | 3.49 | | 4.12 | 3.69 | | | | | |
| | Family Owned | n/i | | | | | | | | 3.89 | | | | |
| | Fine Fare | Jennie-O | | | 2.99 | | 4.99 | | | | | | | |
| | | Shady Brook | | | 3.29 | 3.07 | | 3.79 | 4.79 | | | | 3.99 | |
| | | Premio | | | | | | | | | | | | |
| | Food Lion | Food Lion | | | 2.33 | | | | | | | | | |
| | Foodland | Honeysuckle | | | 3.99 | | | 3.99 | 3.99 | | | | | |
| | Foodtown | Premio | | | | | | | | | | | 3.99 | |
| | | Premio | A | | | | | | | | | | 4.99 | |
| | Fresh Grocer | Shady Brook | | | | 2.99 | | 4.12 | 3.99 | | | | | |
| | | Butterball | | | 1.88 | 2.50 | | | | | | | | |
| | Giant Food Stores | Shady Brook | | | | 2.50 | 3.07 | | 2.88 | 2.99 | | | | |
| Greenridge Farm | | | | | | | | | | | | 4.33 | | |
| Gordon Food | | | | | | | | | | | | | | |
| Great Valu Markets | Perdue | | | 2.99 | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

**Independence Day 2017
GROUND POULTRY**

prices in \$US per pound, tray-packed, unless otherwise noted.

| State | Supermarket | Brand | Key | Ground Turkey | | | | | | Ground Chicken | | | | Conditions | |
|--------------|------------------|------------------|-----|---------------|----------|--------|-------------|---------|---------|----------------|--------|---------|---------|------------|--|
| | | | | 85% chub | 85% tray | 93-94% | Breast | Sausage | Patties | 97-98% | Breast | Sausage | Patties | | |
| PA (cont) | IGA Stores NJ/PA | Shady Brook | | | | 3.99 | 5.38 | 3.99 | 3.99 | | | | | | |
| | Karn's Foods | n/i | | | 2.99 | | | | | | | | | | |
| | Kennie's Market | Shady Brook | | | | 3.07 | 5.38 | | 3.99 | | | | | | |
| | Key Foods | Harvestland | A | | | | 3.99 | | | | 4.59 | | | | |
| | | Jennie-O | | | | 2.99 | | | | | | | | | |
| | Perdue | Shady Brook | | | | | 2.99 | 4.99 | 3.67 | 3.49 | 3.69 | 4.99 | | 3.99 | |
| | | Gerber's | A | | | | | | | | | | | 3.50 | |
| | Landis | Shady Brook | | | | | 3.19 | | | | | | | | |
| | Martins Foods | Shady Brook | | | | 2.50 | 3.07 | | 2.88 | 2.99 | | | | | |
| | McCaffrey's | Shady Brook | | | | | 3.07 | | | 3.69 | | | | | |
| | Net Cost Market | n/i | | | | | | | | | 1.99 | | | | |
| | Pioneer | Jennie-O | | | | | 3.99 | 4.99 | | | | | | | |
| | | Shady Brook | | | | | 3.99 | | 4.12 | 3.99 | | | | | |
| | Price Chopper | Shady Brook | | | | | 2.69 | | | | | | | | |
| | Redner's | Perdue | | | | | 3.00 | | | 3.00 | | | | | |
| | | Jennie-O | | | | | 3.50 | | 3.98 | | | | | | |
| | Shop'n Save | Honeysuckle | | | | 3.99 | | | | | | | | | |
| | ShopRite | Perdue | | | | | | | | | 3.00 | | | | |
| | | Butterball | | | | | 2.50 | | | 2.50 | | | | | |
| | ShurSave | Perdue | | | | | | | | | | 4.99 | | | |
| | | n/i | | | | | | 5.69 | | | | | | | |
| | ShurSave NE PA | Perdue | | | | | | | | | | 4.99 | | | |
| | | Shady Brook | | | | | | 5.49 | | | | | | | |
| | Supremo Foods | Shady Brook | | | | | | | 3.19 | | | | | | |
| | | Perdue | | | | | 2.99 | | | | | | | | |
| | Tops Market | Plainville Farms | A | | | | | | | 4.49 | | | | | |
| | | Murray's | A | | | | | | | | | | 5.99 | local | |
| | | Jennie-O | | | | | 2.88 | | | | | | | | |
| Wegmans | Wegmans | A | | | | 2.99 | 5.99 | | 5.69 | | | | | | |
| | Wegmans | O | | | | 5.99 | | | | 6.49 | | | | | |
| | Festive | | | | 2.99 | | | | | | | | | | |
| Weis Markets | Perdue | | | | | | | | | 4.99 | | | | | |
| | Weis | | | | | 2.40 | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

**Independence Day 2017
GROUND POULTRY**

prices in \$US per pound, tray-packed, unless otherwise noted.

| State | Supermarket | Brand | Key | Ground Turkey | | | | | | Ground Chicken | | | | Conditions | |
|-------|--------------------|------------------|-----|---------------|----------|--------|--------|---------|---------|----------------|--------|---------|---------|------------|-------|
| | | | | 85% chub | 85% tray | 93-94% | Breast | Sausage | Patties | 97-98% | Breast | Sausage | Patties | | |
| RI | Associated | Jennie-O | | | | 3.99 | 4.99 | | | | | | | | |
| | | Shady Brook | | | | 3.99 | | 4.12 | | | | | | | |
| | Bravo | Shady Brook | | | | 3.49 | | 4.12 | 3.69 | | | | | | |
| | Compare Foods | Shady Brook | | | | | 3.99 | | | | | | | | |
| | Dave's Marketplace | Shady Brook | | | | BOGO | | | | | | | 3.49 | | |
| | Seabra Foods | Perdue | | | | | | | | 3.49 | | | | | |
| | Shaw's | Shady Brook | | | | | 5.00 | | | | | | | | |
| | Stop & Shop | Shady Brook | | | | 2.50 | 3.07 | | 2.88 | 2.99 | | | | | |
| VT | Hannaford | Nature's Place | A | | | | | | 3.99 | | | | | | |
| | Price Chopper | Shady Brook | | | | 2.69 | | | | | | | | | |
| | Shaw's | Shady Brook | | | | | 5.00 | | | | | | | | |
| | Tops Market | Plainville Farms | A | | | | | | | 4.49 | | | | | |
| | | Murray's | A | | | | | | | | | 5.99 | | | local |
| | Jennie-O | | | | | 2.88 | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

prices in \$US per pound, tray-packed, unless otherwise noted.

Independence Day 2017

GROUND POULTRY

| State | Supermarket | Brand | Key | Ground Turkey | | | | | | Ground Chicken | | | | Conditions |
|--|-------------------|------------------|-----|---------------|----------|--------|--------|---------|---------|----------------|--------|---------|---------|------------|
| | | | | 85% chub | 85% tray | 93-94% | Breast | Sausage | Patties | 97-98% | Breast | Sausage | Patties | |
| SOUTHEASTERN U.S. - AL,FL,GA,KY,MS,NC,SC,TN,VA,WV | | | | | | | | | | | | | | |
| AL | Ingle's Markets | Plainville Farms | A | | | 3.98 | | | | | | | | |
| | Rouse's | Honeysuckle | | | | 3.99 | | | | | | | | |
| | Sprout's | n/i | | | | | | | | | | 2.50 | | |
| FL | Bravo of FL | n/i | | | 1.99 | | | | | | | | | |
| | Gordon Food | Greenridge Farm | | | | | | | | | | 4.33 | | |
| | Harris Teeter | Shady Brook | | | 3.32 | | | | | | | | | |
| | Harvey's | Butterball | | | 3.00 | | | | | | | | | |
| | Lucky's Market | n/i | | | | | | 3.49 | | | | 3.49 | | |
| | | n/i | | A | | | 3.99 | | | | | | | |
| | Safeway Florida | Shady Brook | | | | 2.30 | | | | | | | | |
| Sprout's | n/i | | | | | | | | | | 2.50 | | | |
| Western Beef | n/i | | | | | | | | | 1.99 | | | | |
| GA | Food Lion | Food Lion | | | 2.33 | | | | | | | | | |
| | Harris Teeter | Shady Brook | | | 3.32 | | | | | | | | | |
| | Harvey's | Butterball | | | 3.00 | | | | | | | | | |
| | Ingle's Markets | Plainville Farms | A | | | 3.98 | | | | | | | | |
| | Lucky's Market | n/i | | | | | | 3.49 | | | | 3.49 | | |
| | | n/i | | A | | | 3.99 | | | | | | | |
| KY | Sprout's | n/i | | | | | | | | | | 2.50 | | |
| | Cox IGA | Butterball | | | 2.49 | | | | 3.00 | | | | | |
| | Food Lion | Food Lion | | | 2.33 | | | | | | | | | |
| | Gordon Food | Greenridge Farm | | | | | | | | | | 4.33 | | |
| | Kroger Cincinnati | Simple Truth | A | | | 3.49 | | | | | | | | |
| | Lucky's Market | n/i | | | | | | 3.49 | | | | 3.49 | | |
| | | n/i | | A | | | 3.99 | | | | | | | |
| Meijer | Jennie-O | | | 2.66 | | | | | | | | | | |
| Remke Markets | Honeysuckle | | | | | 3.50 | | | | | | | | |
| MS | Rouse's | Honeysuckle | | | | 3.99 | | | | | | | | |
| NC | Carlie C's IGA | Butterball | L | | 2.50 | 3.00 | | 3.50 | 3.50 | | | | | |
| | Farm Fresh | Perdue | | | | | | | | 2.99 | | | | |
| | | Shady Brook | | | 2.99 | | | | | | | | | |
| | Food Lion | Food Lion | | | 2.33 | | | | | | | | | |
| | Fresh Foods | Butterball | | | 2.49 | | | | 3.69 | | | | | |
| Great Valu Markets | Perdue | | | 2.99 | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

prices in \$US per pound, tray-packed, unless otherwise noted.

Independence Day 2017

GROUND POULTRY

| State | Supermarket | Brand | Key | Ground Turkey | | | | | | Ground Chicken | | | | Conditions |
|--------------|--------------------|------------------|------|---------------|----------|--------|--------|---------|---------|----------------|--------|---------|---------|------------|
| | | | | 85% chub | 85% tray | 93-94% | Breast | Sausage | Patties | 97-98% | Breast | Sausage | Patties | |
| NC (cont) | Harris Teeter | Shady Brook | A | | 3.32 | | | | | | | | | |
| | Harvey's | Butterball | | | 3.00 | | | | | | | | | |
| | Ingle's Markets | Plainville Farms | | | | 3.98 | | | | | | | | |
| | Lowe's Foods | Butterball | | | 2.69 | | | | | | | | | |
| | Sprout's | n/i | | | | | | | | | | 2.50 | | |
| SC | Food Lion | Food Lion | A | | 2.33 | | | | | | | | | |
| | Harris Teeter | Shady Brook | | | 3.32 | | | | | | | | | |
| | Harvey's | Butterball | | | 3.00 | | | | | | | | | |
| | Ingle's Markets | Plainville Farms | | | | 3.98 | | | | | | | | |
| | Lowe's Foods | Butterball | | | 2.69 | | | | | | | | | |
| TN | Food Lion | Food Lion | A | | 2.33 | | | | | | | | | |
| | Gordon Food | Greenridge Farm | | | | | | | | | | 4.33 | | |
| | Ingle's Markets | Plainville Farms | | | | 3.98 | | | | | | | | |
| | Sprout's | n/i | | | | | | | | | | 2.50 | | |
| VA | Associated | Jennie-O | A | | | 3.99 | 4.99 | | | | | | | |
| | | Shady Brook | | | 3.99 | | | 4.12 | | | | | | |
| | Farm Fresh | Perdue | | | | | | | | 2.99 | | | | |
| | | Shady Brook | | | 2.99 | | | | | | | | | |
| | Food Lion | Food Lion | | | 2.33 | | | | | | | | | |
| | Giant Foods | Shady Brook | | | 2.50 | 3.07 | | 2.88 | 2.99 | | | | | |
| | Great Valu Markets | Perdue | | | 2.99 | | | | | | | | | |
| | Harris Teeter | Shady Brook | | | 3.32 | | | | | | | | | |
| | Ingle's Markets | Plainville Farms | | | | 3.98 | | | | | | | | |
| | Lowe's Foods | Butterball | | | 2.69 | | | | | | | | | |
| | Martins Foods | Shady Brook | | | 2.50 | 3.07 | | 2.88 | 2.99 | | | | | |
| | Safeway Eastern | Shady Brook | | | | 2.30 | | | | | | | | |
| | Shop'n Save | Honeysuckle | | | 3.99 | | | | | | | | | |
| | Wegmans | Wegmans | | A | | 2.99 | 5.99 | | 5.69 | | | | | |
| | | Wegmans | | O | | | 5.99 | | | | 6.49 | | | |
| | Festive | | 2.99 | | | | | | | | | | | |
| | Perdue | | | | | | | | 4.99 | | | | | |
| Weis Markets | Weis | | | | 2.40 | | | | | | | | | |
| WV | Food Lion | Food Lion | A | | 2.33 | | | | | | | | | |
| | Great Valu Markets | Perdue | | | 2.99 | | | | | | | | | |
| | Kroger Columbus | Simple Truth | | | | 3.49 | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Independence Day 2017
GROUND POULTRY

prices in \$US per pound, tray-packed, unless otherwise noted.

| State | Supermarket | Brand | Key | Ground Turkey | | | | | | Ground Chicken | | | | Conditions |
|--------------|---------------|-------------|-----|---------------|----------|--------|--------|---------|---------|----------------|--------|---------|---------|------------|
| | | | | 85% chub | 85% tray | 93-94% | Breast | Sausage | Patties | 97-98% | Breast | Sausage | Patties | |
| WV (cont) | Martins Foods | Shady Brook | | | 2.50 | 3.07 | | 2.88 | 2.99 | | | | | |
| | Shop'n Save | Honeysuckle | | | 3.99 | | | | | | | | | |
| | Weis Markets | Weis | | | | 2.40 | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

prices in \$US per pound, tray-packed, unless otherwise noted.

**Independence Day 2017
GROUND POULTRY**

| State | Supermarket | Brand | Key | Ground Turkey | | | | | | Ground Chicken | | | | Conditions |
|--|--------------------|-----------------|-----|---------------|----------|--------|--------|---------|---------|----------------|--------|---------|---------|------------|
| | | | | 85% chub | 85% tray | 93-94% | Breast | Sausage | Patties | 97-98% | Breast | Sausage | Patties | |
| MIDWESTERN U.S. - IA,IL,IN,MI,MN,ND,NE,OH,SD,WI | | | | | | | | | | | | | | |
| IA | Affiliated Midwest | Honeysuckle | A | | | 2.49 | | | | | | | | |
| | Family Fare | Jennie-O | | 2.99 | | | | | | | | | | |
| | Jewel-Osco | Perdue | | | 3.50 | | | | | | | | | |
| | Lucky's Market | n/i | | | | | | 3.49 | | | | 3.49 | | |
| | Price Chopper | Honeysuckle | | | | | | | 1.99 | | | | | |
| | Super Saver | Honeysuckle | | | | | | | | 2.98 | | | | |
| IL | Berkot's | Butterball | A | | BOGO | | | | | | | | | |
| | Brookhaven | Jennie-O | | 2.99 | | | | | | | | | | |
| | Butera's Market | Butterball | | 2.99 | | | | | | | | | | |
| | Fairplay Foods | Jennie-O | | | 2.89 | | | 2.87 | 3.50 | | | | | |
| | | Butterball | | | 2.50 | | | | | | | 4.33 | | |
| | Gordon Food | Greenridge Farm | | | | | | | | | | | | |
| | IGA Stores IL/IN | Honeysuckle | | | | | | 3.19 | | | | | | |
| | Jewel-Osco | Perdue | | | | 3.50 | | | | | | | | |
| | Kirby Foods IGA | Honeysuckle | | | | 3.50 | | | 3.50 | | | | | |
| | Kroger Central | Simple Truth | | | | 3.49 | | | | | | | | |
| | Meijer | Jennie-O | | | 2.66 | | | | | | | | | |
| | Piggly Wiggly MW | Butterball | | | | 2.99 | | | 3.99 | | | | | |
| | Shop & Save Market | Jennie-O | | | | 2.00 | | | | | | | | |
| | Tony's Finer Foods | Jennie-O | | | | | 3.00 | | 3.00 | 3.00 | | | | |
| Walt's Food Center | Honeysuckle | | | | | | 3.19 | 2.99 | | | | | | |
| IN | Angelo Caputo's | Jennie-O | A | | | 3.50 | | 2.87 | 3.50 | | | | | |
| | Gordon Food | Greenridge Farm | | | | | | | | | 4.33 | | | |
| | IGA Stores IL/IN | Honeysuckle | | | | | | 3.19 | | | | | | |
| | Jewel-Osco | Perdue | | | | 3.50 | | | | | | | | |
| | Kirby Foods IGA | Honeysuckle | | | | 3.50 | | | 3.50 | | | | | |
| | Kroger Central | Simple Truth | | | | 3.49 | | | | | | | | |
| | Kroger Cincinnati | Simple Truth | | | | 3.49 | | | | | | | | |
| | Lucky's Market | n/i | | | | | | | 3.49 | | | 3.49 | | |
| | | n/i | | | | | 3.99 | | | | | | | |
| | Meijer | Jennie-O | | | 2.66 | | | | | | | | | |
| | New Market | Honeysuckle | | | | 3.99 | | | | | | | | |
| Walt's Food Center | Honeysuckle | | | | | | 3.19 | 2.99 | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

prices in \$US per pound, tray-packed, unless otherwise noted.

Independence Day 2017

GROUND POULTRY

| State | Supermarket | Brand | Key | Ground Turkey | | | | | | Ground Chicken | | | | Conditions |
|----------------|--------------------|-----------------|-----|---------------|----------|--------|--------|---------|---------|----------------|--------|---------|---------|------------|
| | | | | 85% chub | 85% tray | 93-94% | Breast | Sausage | Patties | 97-98% | Breast | Sausage | Patties | |
| MI | Busch's | Butterball | | | | 2.99 | | | | | | | | |
| | | Busch's | | | | | | | | | | 2.99 | | |
| | Family Fare | Jennie-O | | | 2.99 | | | | | | | | | |
| | Gordon Food | Greenridge Farm | | | | | | | | | | 4.33 | | |
| | Kroger Central | Simple Truth | A | | | 3.49 | | | | | | | | |
| | Kroger Michigan | Jennie-O | | | | 2.99 | | | | | | | | |
| | Lucky's Market | n/i | | | | | | 3.49 | | | | 3.49 | | |
| | | n/i | | A | | | 3.99 | | | | | | | |
| | Meijer | Jennie-O | | | 2.66 | | | | | | | | | |
| | Pat's Foods IGA | Jennie-O | | | | 2.33 | | | | | | | | |
| | Gerber's | | A | | | | | | | | 2.99 | | | |
| Polly's Market | Honeysuckle | | | | | | 3.99 | | | | | | | |
| Spartan Stores | Jennie-O | | | | | | | | | | 2.99 | | | |
| VG's Grocery | Jennie-O | | | | | | | | | | 2.99 | | | |
| MN | Affiliated Midwest | Honeysuckle | | | | 2.49 | | | | | | | | |
| | Econofoods | Jennie-O | | | | 2.99 | | | | | | | | |
| | Family Fare | Jennie-O | | | | 2.99 | | | | | | | | |
| | Family Fresh | Jennie-O | | | | 2.99 | | | | | | | | |
| | Hugo's | Honeysuckle | | | | | 3.69 | | | | | | | |
| | Sun Mart | Jennie-O | | | | 2.99 | | | | | | | | |
| ND | Albertsons Mntn | Norbest | | | | | | | | 3.50 | | | | |
| | Family Fare | Jennie-O | | | | 2.99 | | | | | | | | |
| | Hugo's | Honeysuckle | | | | | 3.69 | | | | | | | |
| | Leevers Foods | Honeysuckle | | | | | 4.59 | | | | | | | |
| NE | Affiliated Midwest | Honeysuckle | | | | 2.49 | | | | | | | | |
| | Apple Market | Honeysuckle | | | | | | 2.15 | | | | | | |
| | Baker's | Simple Truth | A | | | 3.49 | | | | | | | | |
| | Family Fare | Jennie-O | | | | 2.99 | | | | | | | | |
| | Family Fresh | Jennie-O | | | | 2.99 | | | | | | | | |
| | Sun Mart | Jennie-O | | | | 2.99 | | | | | | | | |
| | Super Saver | Honeysuckle | | | | | | | | 2.98 | | | | |
| OH | Gordon Food | Greenridge Farm | | | | | | | | | | 4.33 | | |
| | Kroger Central | Simple Truth | A | | | 3.49 | | | | | | | | |
| | Kroger Cincinnati | Simple Truth | A | | | 3.49 | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

**Independence Day 2017
GROUND POULTRY**

prices in \$US per pound, tray-packed, unless otherwise noted.

| State | Supermarket | Brand | Key | Ground Turkey | | | | | | Ground Chicken | | | | Conditions |
|--------------|-----------------------|-----------------|-----|---------------|----------|--------|--------|---------|---------|----------------|--------|---------|---------|------------|
| | | | | 85% chub | 85% tray | 93-94% | Breast | Sausage | Patties | 97-98% | Breast | Sausage | Patties | |
| OH (cont) | Lucky's Market | n/i | A | | | 3.99 | | 3.49 | | | | 3.49 | | limit 1 |
| | Marc's | Butterball | | | 1.50 | | | | | | | | | |
| | Meijer | Jennie-O | | 2.66 | | | | | | | | | | |
| | Remke Markets | Honeysuckle | | | | 3.50 | | | | | | | | |
| | Shop'n Save | Honeysuckle | | | | 3.99 | | | | | | | | |
| | Weis Markets | Weis | | | | 2.40 | | | | | | | | |
| SD | Affiliated Midwest | Honeysuckle | | | | 2.49 | | | | | | | | |
| | Family Thrift | Jennie-O | | | 2.99 | | | | | | | | | |
| | Lynn's Dakotamart | Jennie-O | | | 2.99 | | | | | | | | | |
| WI | Affiliated Midwest | Honeysuckle | A | | | 2.49 | | | | | | | | |
| | Econofoods | Jennie-O | | | 2.99 | | | | | | | | | |
| | Family Fresh | Jennie-O | | | 2.99 | | | | | | | | | |
| | Festival Foods | Gerber's | | | | | | | | | | 3.52 | | |
| | Fox Bros. PW | Butterball | | | | 2.99 | | 3.99 | 3.99 | | | | | |
| | Gordon Food | Greenridge Farm | | | | | | | | | | 4.33 | | |
| | Hansen's IGA | Hansen's Own | | | | 2.48 | | | | | | | | |
| | Meijer | Jennie-O | | 2.66 | | | | | | | | | | |
| | Pat's Foods IGA | Jennie-O | | | | 2.33 | | | | | | | 2.99 | |
| | | Gerber's | | | | | | | | | | | | |
| | Pick'n Save | Jennie-O | | | | 2.66 | | | | | | | | |
| | Piggly Wiggly MW | Butterball | | | | 2.99 | | 3.99 | | | | | | |
| | Sentry Foods | Jennie-O | | | | 2.33 | | | | | | | | |
| | Shurfine Food Centers | Jennie-O | | | | | | 3.26 | | | | | | |
| | Trig's | Jennie-O | | | | 2.33 | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

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Independence Day 2017

GROUND POULTRY

| State | Supermarket | Brand | Key | Ground Turkey | | | | | | Ground Chicken | | | | Conditions |
|---|---|---|-----|---------------|----------|------------------------------|--------|--------------|---------|----------------|--------|---------|---------|------------|
| | | | | 85% chub | 85% tray | 93-94% | Breast | Sausage | Patties | 97-98% | Breast | Sausage | Patties | |
| SOUTH CENTRAL U.S. - AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT | | | | | | | | | | | | | | |
| AR | Albertsons Houston Hays Grocer | Open Nature Honeysuckle | A | | | 4.99 | | 2.00 | | | | | | |
| AZ | Affiliated Midwest Albertsons SW El Super Safeway Southwest Sprout's | Honeysuckle Open Nature Jennie-O Jennie-O n/i | A | | | 2.49 5.00 4.99 2.99 | | | | | | 2.50 | | |
| CO | Affiliated Midwest Albertsons Mntn Associated Foods Lucky's Market Ridley's Sprout's Sun Mart | Honeysuckle Norbest Jennie-O n/i n/i Jennie-O n/i Jennie-O | A | | 2.49 | | | 3.49 | 3.50 | | | 3.49 | 2.50 | |
| KS | Affiliated Midwest Apple Market Country Mart Dillon's Price Chopper Pyramid Foods Sprout's Sun Fresh | Honeysuckle Honeysuckle Honeysuckle Simple Truth Honeysuckle Honeysuckle n/i Honeysuckle | A | | 2.49 | | | 2.15 2.00 | | | 2.50 | 2.50 | | |
| LA | Albertsons Houston Kroger Dallas/Houston Market Basket Rouse's | Open Nature Jennie-O Butterball Honeysuckle | A | | | 4.99 3.99 | | | | | 2.50 | | | |
| MO | Apple Market C&R Supermarket Country Mart Gerbe's Gordon Food Hays Grocer IGA Stores IL/IN | Honeysuckle Honeysuckle Honeysuckle Simple Truth Greenridge Farm Honeysuckle Honeysuckle | A | | | 2.91 3.49 | | 2.15 2.00 | | | | 4.33 | | |
| | | | | | | | | 2.00 3.19 | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

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Independence Day 2017

GROUND POULTRY

| State | Supermarket | Brand | Key | Ground Turkey | | | | | | Ground Chicken | | | | Conditions |
|---------------------|-----------------------|--------------|-----|---------------|----------|--------|--------|---------|---------|----------------|--------|---------|---------|------------|
| | | | | 85% chub | 85% tray | 93-94% | Breast | Sausage | Patties | 97-98% | Breast | Sausage | Patties | |
| MO (cont) | Kroger Central | Simple Truth | A | | | 3.49 | | | | | | | | |
| | Lucky's Market | n/i | | | | | | 3.49 | | | | 3.49 | | |
| | Moser's | Honeysuckle | | | | | | 2.00 | | | | | | |
| | Price Chopper | Honeysuckle | | | | | | 1.99 | | | | | | |
| | Pyramid Foods | Honeysuckle | | | | | | 2.00 | 2.50 | | | | | |
| | Sprout's | n/i | | | | | | | | | | 2.50 | | |
| | Sun Fresh | Honeysuckle | | | | | | 2.00 | | | | | | |
| NM | Albertsons SW | Open Nature | A | | | 5.00 | | | | | | | | |
| | El Super | Jennie-O | | | | 4.99 | | | | | | | | |
| | Sprout's | n/i | | | | | | | | | | 2.50 | | |
| OK | Country Mart | Honeysuckle | | | | | | 2.00 | | | | | | |
| | Pyramid Foods | Honeysuckle | | | | | | 2.00 | 2.50 | | | | | |
| | Reasor's | Honeysuckle | | | | 2.50 | | | | | | | | |
| | Sprout's | n/i | | | | | | | | | | 2.50 | | |
| | Warehouse Market | Honeysuckle | | | | 2.99 | | | | | | | | |
| TX | Albertsons Houston | Open Nature | A | | | 4.99 | | | | | | | | |
| | Kroger Dallas/Houston | Jennie-O | | | | 3.99 | | | | | | | | |
| | Market Basket | Butterball | | | | 2.50 | | | | | | | | |
| | Randalls | Jennie-O | | | | 3.99 | | | | | | | | |
| | | Open Nature | A | | | 4.99 | | | | | | | | |
| | Sprout's | n/i | | | | | | | | | | 2.50 | | |
| | Tom Thumb | Jennie-O | | | | 3.99 | | | | | | | | |
| | | Open Nature | A | | | 4.99 | | | | | | | | |
| United Supermarkets | Honeysuckle | | | | | | 2.80 | | | | | | | |
| UT | Albertsons Mntn | Norbest | | | | | | | 3.50 | | | | | |
| | Albertsons SW | Open Nature | A | | | 5.00 | | | | | | | | |
| | Associated Foods | Jennie-O | | | | 2.49 | | | | | | | | |
| | | Jennie-O | | | | | 4.49 | | 3.49 | | | | | |
| | Fresh Market | Jennie-O | | | | | | 3.49 | | | | | | |
| | Ridley's | Jennie-O | | | | 2.44 | | | | | | | | |
| | Sprout's | n/i | | | | | | | | | | 2.50 | | |
| | Stokes Market | Jennie-O | | | | 2.49 | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

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Independence Day 2017

GROUND POULTRY

| State | Supermarket | Brand | Key | Ground Turkey | | | | | | Ground Chicken | | | | Conditions |
|---------------------------------------|-------------------|--------------|-----|---------------|----------|--------|--------|---------|---------|----------------|--------|---------|---------|------------|
| | | | | 85% chub | 85% tray | 93-94% | Breast | Sausage | Patties | 97-98% | Breast | Sausage | Patties | |
| SOUTHWESTERN U.S. - CA, HI, NV | | | | | | | | | | | | | | |
| CA | Albertsons SoCal | Jennie-O | | | | 3.99 | | | | | | | | |
| | Big Saver | Jennie-O | | | 1.99 | | | | | | | | | |
| | El Super | Jennie-O | | | | 4.99 | | | | | | | | |
| | Jons Marketplace | Jennie-O | | | 2.50 | | | | | | | | | |
| | Lucky | Foster Farms | | | | 3.50 | | | | | | | | |
| | Lunardi's | n/i | | | | 4.99 | | | | | | | | |
| | Mollie Stone's | Bilinski's | O | | | | | | | | | 11.99 | | |
| | Nugget Markets | Perdue | A | | | | | | | 2.99 | | | | |
| | Raley's | Jennie-O | | | | 3.50 | | | 3.50 | | | | | |
| | Ralph's | Simple Truth | A | | | 4.99 | | | | | | | | |
| | Safeway Comm. | Open Nature | A | | | 5.00 | | | | | | | | |
| | Safeway NorCal | Open Nature | A | | | 5.00 | | | | | | | | |
| | SK Super King | Foster Farms | O | | | 5.99 | | | | | | | | |
| | Sprout's | n/i | | | | | | | | | | 2.50 | | |
| | Stater Bros. | Jennie-O | | | | 3.99 | | | | | | | | |
| Super A Foods | Foster Farms | | | | | | | | 3.99 | | | | | |
| Vons | Jennie-O | | | | 3.99 | | | | | | | | | |
| HI | ChoiceMART | Foster Farms | | | | 4.99 | | | | | | | | |
| | Marukai Market | n/i | | | | | | | | 2.99 | | | | |
| | Safeway NorCal | Open Nature | A | | | 5.99 | | | | | | | | |
| | Tamura's Market | Norbest | | 2.50 | | | | | | | | | | |
| | Times Supermarket | Foster Farms | | | | 4.29 | | | | | 4.29 | | | |
| NV | Albertsons Mntn | Norbest | | | | | | | 3.50 | | | | | |
| | Albertsons SW | Open Nature | A | | | 5.00 | | | | | | | | |
| | Associated Foods | Jennie-O | | | 2.49 | | | | | | | | | |
| | El Super | Jennie-O | | | | 4.99 | | | | | | | | |
| | Raley's | Jennie-O | | | | 3.50 | | | 3.50 | | | | | |
| | Ridley's | Jennie-O | | | 2.44 | | | | | | | | | |
| | Safeway NorCal | Open Nature | A | | | 5.00 | | | | | | | | |
| | Scolari's | Foster Farms | | | | | | | | 2.99 | | | | |
| | Sprout's | n/i | | | | | | | | | | 2.50 | | |
| | Vons | Jennie-O | | | | 3.99 | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

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Independence Day 2017

GROUND POULTRY

| State | Supermarket | Brand | Key | Ground Turkey | | | | | | Ground Chicken | | | | Conditions |
|--|---------------------|--------------|-----|---------------|----------|--------|--------|---------|---------|----------------|--------|---------|---------|------------|
| | | | | 85% chub | 85% tray | 93-94% | Breast | Sausage | Patties | 97-98% | Breast | Sausage | Patties | |
| NORTHWESTERN U.S. - AK,ID,MT,OR,WA,WY | | | | | | | | | | | | | | |
| AK | Fred Meyer | Simple Truth | A | | 2.49 | | | | | | | | | |
| ID | Albertsons Mntn | Norbest | | | | | | | 3.50 | | | | | |
| | Albertsons SW | Open Nature | A | | | 5.00 | | | | | | | | |
| | Associated Foods | Jennie-O | | | 2.49 | | | | | | | | | |
| | Fred Meyer | Simple Truth | A | | | 3.49 | | | | | | | | |
| | Ridley's | Jennie-O | | | 2.44 | | | | | | | | | |
| | Rosauer's | Jennie-O | | | | 2.99 | | | 2.99 | | | | | |
| | Stokes Market | Jennie-O | | | 2.49 | | | | | | | | | |
| MT | Albertsons Mntn | Norbest | | | | | | | 3.50 | | | | | |
| | Albertsons SW | Open Nature | A | | | 5.00 | | | | | | | | |
| | Associated Foods | Jennie-O | | | 2.49 | | | | | | | | | |
| | | Jennie-O | | | | | 4.49 | | 3.49 | | | | | |
| | Lucky's Market | n/i | A | | | 3.99 | | | | | | | | |
| | Reynold's | Jennie-O | | 2.50 | 2.50 | | | | | | | | | |
| | Rosauer's | Jennie-O | | | | 2.99 | | | 2.99 | | | | | |
| Stokes Market | Jennie-O | | | 2.49 | | | | | | | | | | |
| OR | Albertsons Portland | Jennie-O | | | | 3.99 | | | | | | | | |
| | Associated Foods | Jennie-O | | | 2.49 | | | | | | | | | |
| | Fred Meyer | Simple Truth | A | | | 3.49 | | | | | | | | |
| | Market of Choice | Ranger | F | | | | | | | | 4.99 | | | |
| | Quality Food Center | Jennie-O | | | | | 4.99 | | | | | | | |
| | Rosauer's | Jennie-O | | | | 2.99 | | | 2.99 | | | | | |
| WA | Albertsons Portland | Jennie-O | | | | 3.99 | | | | | | | | |
| | Fred Meyer | Simple Truth | A | | | 3.49 | | | | | | | | |
| | PCC Natural | Diestel | A | | | | | | 5.99 | | | | | |
| | | Diestel | O | | | | | | 6.99 | | | | | |
| | | Ranger | F | | | | | | | 4.99 | | | | |
| | Quality Food Center | Jennie-O | | | | | 4.99 | | | | | | | |
| | Rosauer's | Jennie-O | | | | 2.99 | | | 2.99 | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

**Independence Day 2017
GROUND POULTRY**

prices in \$US per pound, tray-packed, unless otherwise noted.

| State | Supermarket | Brand | Key | Ground Turkey | | | | | | Ground Chicken | | | | Conditions |
|-------|--------------------|-------------|-----|---------------|----------|--------|--------|---------|---------|----------------|--------|---------|---------|------------|
| | | | | 85% chub | 85% tray | 93-94% | Breast | Sausage | Patties | 97-98% | Breast | Sausage | Patties | |
| WY | Affiliated Midwest | Honeysuckle | A | | | 2.49 | | | | | | | | |
| | Albertsons Mntn | Norbest | | | | | | | 3.50 | | | | | |
| | Albertsons SW | Open Nature | | | | 5.00 | | | | | | | | |
| | Associated Foods | Jennie-O | | | 2.49 | | | | | | | | | |
| | Lucky's Market | n/i | | | | 3.99 | | 4.99 | | | | 4.99 | | |
| | Ridley's | Jennie-O | | | | 2.44 | | | | | | | | |