



United States  
Department of  
Agriculture

Agricultural  
Marketing  
Service

Livestock,  
Poultry and  
Seed Program

Agricultural  
Analytics  
Division

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

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## Easter/Passover 2018

Advertised Prices effective through April 01, 2018



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

This report provides a detailed breakdown of supermarket featuring of popular poultry, meat, and shell egg products for the Easter/Passover 2018 holiday marketing period. Advertised sale prices and associated purchase conditions are shown by region, state, and supermarket banner and include brand names, prices, and any special conditions.

### Whole Turkeys

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

Northeast.....	4
Southeast .....	11
Midwest .....	16
South Central.....	20
Southwest.....	24
Northwest .....	26

### Cured Pork

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

Northeast.....	28
Southeast .....	48
Midwest .....	68
South Central.....	96
Southwest.....	112
Northwest .....	116

### Fresh Pork Roasts

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

Northeast.....	126
Southeast .....	132
Midwest .....	139
South Central.....	147
Southwest.....	152
Northwest .....	154

### Beef Roasts

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

Northeast.....	157
Southeast .....	167
Midwest .....	175
South Central.....	184
Southwest.....	190
Northwest .....	192

### Beef Roasts II

Chuck and brisket roasts, boneless and bone-in.

Northeast.....	195
Southeast .....	202
Midwest .....	207
South Central.....	213
Southwest.....	217
Northwest .....	219

**Miscellaneous Poultry**

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

Northeast .....	222
Southeast .....	231
Midwest .....	239
South Central.....	246
Southwest.....	250
Northwest .....	251

**Lamb Roasts and Chops**

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

Northeast .....	253
Southeast .....	260
Midwest .....	264
South Central.....	269
Southwest.....	272
Northwest .....	274

**Shell Eggs**

Conventional and specialty shell eggs.

Northeast .....	276
Southeast .....	296
Midwest .....	306
South Central.....	316
Southwest.....	325
Northwest .....	328

**Store-Prepared Holiday Dinners**

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

Northeast .....	332
Southeast .....	337
Midwest .....	341
South Central.....	345
Southwest.....	347
Northwest .....	348

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## Report Notes and Key to Abbreviations:

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

### Common Abbreviations:

n/i	not identified
BOGO	Buy one, get one free
ABF	Antibiotic-free
F	Free Range
K	Kosher
H	Halal
L	Local (grown/produced)
O	USDA Certified Organic
G	Grass-fed

### Miscellaneous Poultry Weight Ranges:

Turkey Breast, bone-in	4 - 9 pounds
Roasters	7 - 10 pounds
Cornish Hens	1 - 2 pounds
Baking Hens	4 - 6 pounds
Capon	7- 10 pounds
Duckling/Duck	4 - 6 pounds
Goose	8 - 12 pounds
Rabbit	2.5 - 3.5 pounds
Pheasant	1.5 - 2 pounds
Quail	.05 - .75 pounds
Guinea	.2 - 3 pounds

### U.S. Regional Definitions:

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

### Lamb Origin Codes:

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

### Shell Egg Codes:

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

### Cage-Free Production Systems

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

Passover is Friday, March 30, 2018 through Saturday, April 7, 2018.

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

**Easter/Passover 2018**

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

**WHOLE TURKEYS**

State	Supermarket	Label	Conventional		Antibiotic-Free		Kosher		Organic		Free Range	Non-GMO	Heritage	Conditions
			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	
<b>NORTHEASTERN U.S. - CT,DC,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT</b>														
CT	ACME Market	Lancaster Brand	1.79											
		Butterball	1.99											
	Adams IGA	Shady Brook		1.49										
	Big Y	Empire					3.99							
		Shady Brook	1.69											
	Bravo	Shady Brook	1.99											
	C-Town	Shady Brook	1.99											
	Fairway Market	n/i					3.99							
	Geissler's	n/i	1.49											
	Key Food	Empire						2.99						
		Shady Brook	1.99											
	Kings Market	Empire						3.49						
	Market 32	Empire						1.99		2.99				kosher organic
		Shady Brook	1.79	0.99										
	Price Chopper	Empire						1.99		2.99				kosher organic
		Shady Brook	1.79	0.99										
	ShopRite	ShopRite	1.99	1.49										< 16 lbs. (hen)
		Empire						3.49						< 16 lbs. (hen)
	Stop & Shop	Nature's Promise			1.99									
	Stop & Shop		0.99											
	Empire						2.99							
Target	Butterball		0.99										limit 2	
The Fresh Market	TFM			2.49										
Whole Foods NrthAtl	Plainville Farms			2.49										
Whole Foods NE	Kosher Valley					3.49							antibiotic-free	
	Plainville Farms			2.49										
DC	Giant Food	Nature's Promise			1.99	0.99								
		Empire					2.99							
	Harris Teeter	Harris Teeter	1.69	1.49										w/ store card; limit 1
		Harris Teeter	1.99	1.79										
		Butterball		1.69										w/ store card
		Butterball		1.99										
		Li'l Butterball		1.99										< 16 lbs. (hen)
	Safeway Eastern	n/i					2.99							< 16 lbs. (hen)
Target	Butterball		0.99										limit 2	

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			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	
<b>DC</b> <i>(cont)</i>	Whole Foods MdAtl	Kosher Valley n/i			2.49		3.49							antibiotic-free
<b>DE</b>	ACME Market	Lancaster Brand Butterball	1.79 1.99											
	Giant Food	Nature's Promise Empire			1.99	0.99		2.99						
	Great Valu Markets	Honeysuckle		0.99										
	Harris Teeter	Harris Teeter Harris Teeter Butterball Butterball Li'l Butterball	1.69 1.99	1.49 1.79 1.69 1.99 1.99										w/ store card; limit 1  w/ store card  < 16 lbs. (hen) < 16 lbs. (hen) < 16 lbs. (hen) < 16 lbs. (hen) limit 2
	Safeway Eastern	n/i						2.99						
	ShopRite	ShopRite Empire	1.99	1.49				3.49						
	Target	Butterball		0.99										
	The Fresh Market	TFM			2.49									
<b>MA</b>	Adams IGA	Shady Brook		1.49										
	Big Y	Empire Shady Brook					3.99							
	Bravo	Shady Brook	1.69											
	C-Town	Shady Brook	1.99											
	Donelan's	Shady Brook Empire	1.59					4.29						
	Geissler's	n/i	1.49											
	Hannaford	Hannaford Hannaford Shady Brook		0.77 1.59										w/ store card
	Key Food	Empire Shady Brook					2.99							
	Market 32	Empire Shady Brook	1.99				1.99		2.99					kosher organic
	Market Basket	Shady Brook	1.79	0.99										
	Price Chopper	Empire Shady Brook	0.99				1.99		2.99					kosher organic
	Roche Bros.	Roche Bros. Plainville Farms	1.79 1.59	0.99		2.99								

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			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh		
MA <i>(cont)</i>	Stop & Shop	Nature's Promise			1.99										
		Stop & Shop		0.99											
	Target	Empire					2.99								
		Butterball		0.99										limit 2	
	The Fresh Market	TFM			2.49									antibiotic-free	
	Wegmans	Empire					3.29								
		Wegmans	1.79												
		Wegmans							4.99					free-range	
	Whole Foods NrthAtl	Butterball	1.69												
Shady Brook			1.29												
	Plainville Farms			2.49										limit 1	
MD	ACME Market	Lancaster Brand	1.79												
		Butterball	1.99												
	Giant Eagle	Giant Eagle	1.59	1.29											
		Honeysuckle	1.59	1.29											
	Giant Food	Nature's Promise			1.99	0.99									
		Empire					2.99								
	Great Valu Markets	Honeysuckle		0.99											
	Harris Teeter	Harris Teeter	1.69	1.49											w/ store card; limit 1
		Harris Teeter	1.99	1.79											w/ store card
		Butterball		1.69											
	Martin's Food	Butterball		1.99											< 16 lbs. (hen)
		Li'l Butterball		1.99											< 16 lbs. (hen)
		Nature's Promise				0.99									< 16 lbs. (hen)
	Safeway Eastern	n/i						2.99							
	Shop'n Save	Honeysuckle	1.49	0.99											
	Shoppers	Shady Brook	1.29												
		Marval		0.99											
	ShopRite	ShopRite	1.99	1.49											< 16 lbs. (hen)
		Empire					3.49								< 16 lbs. (hen)
	Target	Butterball		0.99											limit 2
	The Fresh Market	TFM			2.49										antibiotic-free
Wegmans	Empire					3.29									
	Wegmans	1.79													
	Wegmans							4.99						free-range	
	Butterball	1.69												limit 1	
	Shady Brook		1.29												

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			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	
<b>MD</b> <i>(cont)</i>	Whole Foods MdAtl	Kosher Valley n/i			2.49		3.49							antibiotic-free
<b>ME</b>	Hannaford	Hannaford Hannaford Shady Brook		0.77 1.59										w/ store card
	Market Basket	Shady Brook	1.29											
	Target	Butterball	0.99											limit 2
	Whole Foods NrthAtl	Plainville Farms			2.49									
<b>NH</b>	Hannaford	Hannaford Hannaford Shady Brook		0.77 1.59										w/ store card
	Market Basket	Shady Brook	1.29											
	Price Chopper	Empire	0.99				1.99		2.99					kosher organic
	Target	Shady Brook	1.79	0.99										
	The Fresh Market	Butterball		0.99										limit 2
	Whole Foods NrthAtl	TFM Plainville Farms			2.49 2.49									
<b>NJ</b>	ACME Market	Lancaster Brand	1.79											
		Butterball	1.99											
	Bravo	Shady Brook	1.99											
	C-Town	Shady Brook	1.99											
	Fairway Market	n/i					3.99							
	Great Valu Markets	Honeysuckle		0.99										
	Key Food	Empire						2.99						
		Shady Brook	1.99											
	Kings Market	Empire						3.49						
	ShopRite	ShopRite	1.99	1.49										< 16 lbs. (hen)
		Empire												< 16 lbs. (hen)
	Stop & Shop	Nature's Promise			1.99									
		Stop & Shop		0.99										
		Empire						2.99						
	Supremo	Honeysuckle		1.29										
	Target	Butterball		0.99										limit 2
	The Fresh Market	TFM			2.49									
	Wegmans	Empire					3.29							antibiotic-free
		Wegmans	1.79											
		Wegmans							4.99					free-range



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			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh		
NJ <i>(cont)</i>	Wegmans	Butterball	1.69												
	<i>(continued)</i>	Shady Brook		1.29										limit 1	
	Whole Foods MdAtl	Kosher Valley					3.49							antibiotic-free	
	Whole Foods NE	n/i			2.49									antibiotic-free	
		Kosher Valley					3.49							antibiotic-free	
		Plainville Farms			2.49										
NY	ACME Market	Lancaster Brand	1.79												
		Butterball	1.99												
	Bravo	Shady Brook	1.99												
	C-Town	Shady Brook	1.99												
	DeCiccio Family	Shady Brook	1.59												
	Fairway Market	n/i					3.99								
	Giunta's	Norbest		1.49											
	Hannaford	Hannaford		0.77											w/ store card
		Hannaford		1.59											
		Shady Brook	1.29												
	Key Food	Empire						2.99							
		Shady Brook	1.99												
	King Kullen	Empire						2.99							
		Shady Brook	1.69												
	Kings Market	Empire					3.49								
	Market 32	Empire					1.99			2.99					kosher organic
		Shady Brook	1.79	0.99											
	Peck's Market	Shady Brook		1.39											
	Price Chopper	Empire						1.99		2.99					kosher organic
		Shady Brook	1.79	0.99											
	Shop'n Save	Honeysuckle	1.49	0.99											
ShopRite	ShopRite	1.99	1.49											< 16 lbs. (hen)	
	Empire						3.49							< 16 lbs. (hen)	
Stop & Shop	Nature's Promise				1.99										
	Stop & Shop		0.99												
	Empire						2.99								
Target	Butterball		0.99										limit 2		
The Fresh Market	TFM			2.49											
Tops Market	Jennie-O	1.49													
Wegmans	Empire						3.29							antibiotic-free	
	Wegmans	1.79													

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			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh		
NY <i>(cont)</i>	Wegmans <i>(continued)</i>	Wegmans							4.99					free-range	
		Butterball	1.69											limit 1	
	Whole Foods NE	Shady Brook		1.29										antibiotic-free	
		Kosher Valley					3.49								
		Plainville Farms			2.49										
PA	ACME Market	Lancaster Brand	1.79												
		Butterball	1.99												
	Bravo	Shady Brook	1.99												
		C-Town	Shady Brook	1.99											
	Giant Eagle	Giant Eagle	1.59	1.29											
		Honeysuckle	1.59	1.29											
	Giant Food Stores	Nature's Promise				0.99									
	Great Valu Markets	Honeysuckle		0.99											
	Karn's Foods	Shady Brook		1.29											
	Key Food	Empire						2.99							
		Shady Brook	1.99												
	Landis Market	Honeysuckle		0.99											
	Martin's Food	Nature's Promise				0.99									
	Price Chopper	Empire						1.99		2.99				kosher organic	
	Shop'n Save	Honeysuckle	1.49	0.99											
	ShopRite	ShopRite	1.99	1.49											< 16 lbs. (hen)
		Empire						3.49							< 16 lbs. (hen)
	ShurSave - NE PA	Shady Brook	1.69												
	Sparkle Markets	Honeysuckle	1.69												
	Supremo	Honeysuckle		1.29											
	Target	Butterball		0.99											limit 2
	The Fresh Market	TFM			2.49										
	Tops Market	Jennie-O	1.49												
Wegmans	Empire					3.29								antibiotic-free	
	Wegmans	1.79													
	Wegmans							4.99						free-range	
	Butterball	1.69													
	Shady Brook		1.29											limit 1	
Whole Foods MdAtl	Kosher Valley					3.49							antibiotic-free		
		n/i			2.49										
RI	Adams IGA	Shady Brook		1.49											
	Bravo	Shady Brook	1.99												

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			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	
RI <i>(cont)</i>	Stop & Shop	Nature's Promise			1.99									
		Stop & Shop		0.99										
		Empire					2.99							
	Target	Butterball		0.99										limit 2
	Whole Foods NrthAtl	Plainville Farms			2.49									
VT	Hannaford	Hannaford		0.77										w/ store card
		Hannaford		1.59										
		Shady Brook	1.29											
	Price Chopper	Empire					1.99		2.99					kosher organic
		Shady Brook	1.79	0.99										
	Tops Market	Jennie-O	1.49											

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			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh		
<b>SOUTHEASTERN U.S. - AL,FL,GA,KY,MS,NC,SC,TN,VA,WV</b>															
AL	Bruce's Foodland	Food Club		0.99											
	Dollar General Mrkt	Jennie-O		0.95										< 16 lbs. (hen)	
	Kroger Atlanta	Honeysuckle		1.19											
		Kroger		1.19											
	Piggly Wiggly HAC	Best Choice		0.99											
	Publix	Empire					2.69								
		GreenWise			1.69										
		Publix		2.99										smoked	
	Target	Butterball		0.99										limit 2	
	The Fresh Market	TFM			2.49										
	Whole Foods South	n/i			2.49										
Winn-Dixie	Butterball		1.49											w/ store card	
	Butterball		1.89												
	Honeysuckle		1.29											w/ store card	
	FL	Dollar General Mrkt	Jennie-O		0.95										< 16 lbs. (hen)
		Harris Teeter	Harris Teeter	1.69	1.49										w/ store card; limit 1
			Harris Teeter	1.99	1.79										
			Butterball		1.69										w/ store card
		Butterball		1.99											
		Li'l Butterball		1.99										< 16 lbs. (hen)	
Hitchcock's		n/i		0.79											
Publix		Empire					2.69								
		GreenWise			1.69										
		Publix		2.99										smoked	
Safeway Eastern		n/i					2.99							< 16 lbs. (hen)	
Sedano's	Honeysuckle		0.39												
Target	Butterball		0.99										limit 2		
The Fresh Market	TFM			2.49											
Western Market	Zeigler's		3.99										smoked		
Whole Foods Florida	n/i			2.49											
Winn-Dixie	Butterball		1.49											w/ store card	
	Butterball		1.89												
	Honeysuckle		1.29											w/ store card	
GA	Bi-Lo	Butterball		1.49										w/ store card	
		Butterball		1.89											
		Honeysuckle		1.29										w/ store card	

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			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	
GA <i>(cont)</i>	Dollar General Mrkt	Jennie-O		0.95										< 16 lbs. (hen)
	Harris Teeter	Harris Teeter	1.69	1.49										w/ store card; limit 1
		Harris Teeter	1.99	1.79										
		Butterball		1.69										w/ store card
		Butterball		1.99										
		Li'l Butterball		1.99										< 16 lbs. (hen)
	Kroger Atlanta	Honeysuckle		1.19										
		Kroger		1.19				2.69						
	Piggly Wiggly HAC	Best Choice		0.99										
	Publix	Empire												
		GreenWise			1.69									
		Publix		2.99										smoked
	Target	Butterball		0.99										
	The Fresh Market	TFM			2.49									
	Whole Foods South	n/i			2.49									
Winn-Dixie	Butterball		1.49										w/ store card	
	Butterball		1.89											
	Honeysuckle		1.29										w/ store card	
KY	Cox IGA	Honeysuckle		0.99										
		IGA		0.99										
	Dollar General Mrkt	Jennie-O		0.95										< 16 lbs. (hen)
	Food Fair	Butterball		0.99										
	Fresh Thyme	Fresh Thyme			1.99									
	IGA Houchen's	Honeysuckle	1.49											
	Kroger Cincinnati	n/i		0.99										
		Honeysuckle	1.99											
	Kroger Delta	Butterball		0.99										
	Remke Market	Norbest		0.99										
	Target	Butterball		0.99										limit 2
	TC Grocers	Best Choice		1.19										
	The Fresh Market	TFM			2.49									
Whole Foods MdAtl	Kosher Valley					3.49							antibiotic-free	
	n/i			2.49										
MS	AG of Baton Rouge	Shurfine		0.79										
	Dollar General Mrkt	Jennie-O		0.95										< 16 lbs. (hen)
	Kroger Delta	Butterball		0.99										
	Target	Butterball		0.99										limit 2

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

**Easter/Passover 2018**

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

**WHOLE TURKEYS**

State	Supermarket	Label	Conventional		Antibiotic-Free		Kosher		Organic		Free Range	Non-GMO	Heritage	Conditions	
			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh		
<b>MS</b> <i>(cont)</i>	The Fresh Market	TFM			2.49										
	Whole Foods South	n/i			2.49										
	Winn-Dixie	Butterball		1.49										w/ store card	
		Butterball		1.89											
		Honeysuckle		1.29										w/ store card	
<b>NC</b>	Bi-Lo	Butterball		1.49										w/ store card	
		Butterball		1.89											
		Honeysuckle		1.29										w/ store card	
	Carlie C's Farm Fresh	n/i		0.77											
		Shady Brook	Marval	1.29	0.99										
			Essential Everyday		0.99										
	Great Valu Markets		Honeysuckle		0.99										
	Harris Teeter	Harris Teeter	1.69	1.49										w/ store card; limit 1	
		Harris Teeter	1.99	1.79											
		Butterball		1.69										w/ store card	
		Butterball		1.99											
	Lowe's Foods	Li'l Butterball		1.99										< 16 lbs. (hen)	
		Butterball	1.74											w/ coupon	
	Piggly Wiggly Retail	Butterball		1.49											
		Open Acres	1.29												
	Piggly Wiggly Stores Publix	Butterball		0.99											
		Empire					2.69								
		GreenWise			1.69										
	Publix	Publix		2.99										smoked	
		Butterball		0.99										limit 2	
Target	Butterball		0.99												
The Fresh Market	TFM			2.49											
Whole Foods South	n/i			2.49											
<b>SC</b>	Bi-Lo	Butterball		1.49										w/ store card	
		Butterball		1.89											
		Honeysuckle		1.29										w/ store card	
	Dollar General Mrkt	Jennie-O		0.95										< 16 lbs. (hen)	
		Harris Teeter	1.69	1.49										w/ store card; limit 1	
	Harris Teeter	Harris Teeter	1.99	1.79											
		Butterball		1.69										w/ store card	

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**Easter/Passover 2018**

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

**WHOLE TURKEYS**

State	Supermarket	Label	Conventional		Antibiotic-Free		Kosher		Organic		Free Range	Non-GMO	Heritage	Conditions
			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	
SC <i>(cont)</i>	Harris Teeter	Butterball		1.99										< 16 lbs. (hen)  w/ coupon  smoked limit 2
	<i>(continued)</i>	Li'l Butterball		1.99										
	Kroger Atlanta	Honeysuckle		1.19										
		Kroger		1.19										
	Lowe's Foods	Butterball	1.74											
		Butterball	1.99											
	Publix	Empire					2.69							
		GreenWise			1.69									
		Publix		2.99										
	Target	Butterball		0.99										
The Fresh Market	TFM			2.49										
Whole Foods South	n/i			2.49										
TN	Dollar General Mrkt	Jennie-O		0.95										< 16 lbs. (hen)  smoked limit 2
	IGA Houchen's	Honeysuckle	1.49											
	Kroger Delta	Butterball		0.99				2.69						
	Publix	Empire												
		GreenWise			1.69									
		Publix		2.99										
	Target	Butterball		0.99										
	TC Grocers	Best Choice		1.19										
	Tietgen's	Best Choice		1.29										
	Whole Foods South	n/i			2.49									
VA	Dollar General Mrkt	Jennie-O		0.95										< 16 lbs. (hen)  w/ store card; limit 1  w/ store card  < 16 lbs. (hen)  w/ coupon
	Farm Fresh	Shady Brook	1.29											
		Marval		0.99										
		Essential Everyday		0.99										
	Giant Food	Nature's Promise			1.99	0.99								
		Empire					2.99							
	Great Valu Markets	Honeysuckle		0.99										
	Harris Teeter	Harris Teeter	1.69	1.49										
		Harris Teeter	1.99	1.79										
		Butterball		1.69										
		Butterball		1.99										
		Li'l Butterball		1.99										
	IGA Houchen's	Honeysuckle	1.49											
Lowe's Foods	Butterball	1.74												
	Butterball	1.99												

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

**Easter/Passover 2018**

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

**WHOLE TURKEYS**

State	Supermarket	Label	Conventional		Antibiotic-Free		Kosher		Organic		Free Range	Non-GMO	Heritage	Conditions
			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	
VA <i>(cont)</i>	Martin's Food	Nature's Promise				0.99								
	Piggly Wiggly Retail	Butterball		1.49										
		Open Acres	1.29											
	Piggly Wiggly Stores	Butterball		0.99										
	Publix	Empire					2.69							
		GreenWise			1.69									
		Publix		2.99										smoked
	Safeway Eastern	n/i					2.99							< 16 lbs. (hen)
	Shop'n Save	Honeysuckle	1.49	0.99										
	Shoppers	Shady Brook	1.29											
		Marval		0.99										
	Target	Butterball		0.99										limit 2
	The Fresh Market	TFM			2.49									
	Wegmans	Empire					3.29							antibiotic-free
		Wegmans	1.79						4.99					free-range
		Wegmans												
	Butterball	1.69												
	Shady Brook		1.29										limit 1	
Whole Foods MdAtl	Kosher Valley					3.49							antibiotic-free	
	n/i			2.49										
WV	Food Fair	Butterball		0.99										
	Giant Eagle	Giant Eagle	1.59	1.29										
		Honeysuckle	1.59	1.29										
	Kroger Columbus	Butterball	1.99											
	Martin's Food	Nature's Promise				0.99								
	Piggly Wiggly Stores	Butterball		0.99										
	Riesbeck's	Best Choice		0.88										
		Honeysuckle	1.49											
	Shop'n Save	Honeysuckle	1.49	0.99										
	Sparkle Markets	Honeysuckle	1.69											
Target	Butterball		0.99										limit 2	



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**Easter/Passover 2018**

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

**WHOLE TURKEYS**

State	Supermarket	Label	Conventional		Antibiotic-Free		Kosher		Organic		Free Range	Non-GMO	Heritage	Conditions	
			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh		
<b>MIDWESTERN U.S. - IA,IL,IN,MI,MN,ND,NE,OH,SD,WI</b>															
IA	Family Fare	Open Acres		0.99											
	Fresh Thyme	Fresh Thyme			1.99										
	Hy-Vee	Hy-Vee		1.28											
	Jewel-Osco	n/i					2.99							< 16 lbs. (hen)	
	Price Chopper	Best Choice	1.59												
	Target	Butterball		0.99										limit 2	
	Whole Foods MW	Nature's Rancher				1.99									
IL	Angelo Caputo	Norbest		0.99											
		Butterball		1.39											
	Borowiak's	IGA		0.59										limit 1	
	Butera Market	Jennie-O		0.99											
	County Market NFI	Jennie-O	1.29												
	Cub Foods	Jennie-O	1.39												
	Dierberg's	Honeysuckle	1.99	0.99											
		Jennie-O		0.99											
	Fresh Thyme	Fresh Thyme			1.99										
	Hy-Vee	Hy-Vee		1.28											
	IGA Houchen's	Honeysuckle	1.49												
	Jewel-Osco	n/i					2.99							< 16 lbs. (hen)	
	Kroger Central	Butterball	1.49												
	Piggly Wiggly MW	Butterball		1.29											
	Schuette's	Essential Everyday		0.79											
		Honeysuckle		0.89											
	Shop & Save Mrkt	n/i		1.19											
Shop'n Save	Essential Everyday		0.99												
Target	Butterball		0.99										limit 2		
The Fresh Market	TFM			2.49											
Whole Foods MW	Nature's Rancher				1.99										
IN	County Market NFI	Jennie-O	1.29												
	Dollar General Mrkt	Jennie-O		0.95										< 16 lbs. (hen)	
	Fresh Thyme	Fresh Thyme			1.99										
	Giant Eagle	Giant Eagle	1.59	1.29											
		Honeysuckle	1.59	1.29											
	Harding's	Open Acres		1.19											
	IGA Houchen's	Honeysuckle	1.49												
Jay C Food	Butterball		0.99												

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

**Easter/Passover 2018**

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

**WHOLE TURKEYS**

State	Supermarket	Label	Conventional		Antibiotic-Free		Kosher		Organic		Free Range	Non-GMO	Heritage	Conditions
			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	
IN <i>(cont)</i>	Kroger Central	Butterball	1.49											
	Kroger Cincinnati	n/i		0.99										
		Honeysuckle	1.99											
	Jewel-Osco	n/i					2.99							< 16 lbs. (hen)
	Martin's Super Mrkt	Honeysuckle	1.79											
	Needler's	Norbest		0.99										
	Strack & Van Til	Norbest		0.69										w/ \$25 purchase; limit 2
	Target	Butterball		0.99										limit 2
	The Fresh Market	TFM			2.49									
	Wesselman's	Jennie-O		0.99										< 16 lbs. (hen)
Whole Foods MW	Nature's Rancher				1.99									
MI	D&W Fresh Market	Open Acres		0.99										
	Family Fare	Open Acres		0.99										
	Fresh Thyme	Fresh Thyme			1.99									
	Great Lakes Mrkt	Jennie-O		1.29										
	Harding's	Open Acres		1.19										
	Hollywood Markets	Amish Country	1.99											
	Kroger Central	Butterball	1.49											
	Kroger Columbus	Butterball	1.99											
	Kroger Michigan	Butterball	1.59											
	Martin's Super Mrkt	Honeysuckle	1.79											
	Ric's Food Center	Jennie-O	1.49											
	Super One Foods	Jennie-O		1.29										
	Tadych's	Butterball		1.49										
	Target	Butterball		0.99										limit 2
	VG's Grocery	Open Acres		0.99										
Whole Foods MW	Nature's Rancher				1.99									
MN	Cash Wise	Jennie-O	1.38											
	Coborn's	Jennie-O	1.38											
	Econofoods	Open Acres		0.99										
	Family Fare	Open Acres		0.99										
	Family Fresh Market	Open Acres		0.99										
	Fresh Thyme	Fresh Thyme			1.99									
	Hornbacher's	Essential Everyday		0.99										
	Hugo's	Honeysuckle	1.69											
	Hy-Vee	Hy-Vee		1.28										
	Sun Mart	Open Acres		0.99										

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Easter/Passover 2018

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

**WHOLE TURKEYS**

State	Supermarket	Label	Conventional		Antibiotic-Free		Kosher		Organic		Free Range	Non-GMO	Heritage	Conditions
			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	
MN <i>(cont)</i>	Super One Foods	Jennie-O		1.29										limit 2
	Target	Butterball		0.99										
	Whole Foods MW	Nature's Rancher				1.99								
ND	Cash Wise	Jennie-O	1.38											limit 2
	Dan's	Open Acres		0.99										
	Family Fare	Open Acres		0.99										
	Hornbacher's	Essential Everyday		0.99										
	Hugo's	Honeysuckle	1.69											
	Target	Butterball		0.99										
NE	Baker's	Honeysuckle	1.69											limit 2
	Family Fare	Open Acres		0.99										
	Family Fresh Market	Open Acres		0.99										
	Fresh Thyme	Fresh Thyme			1.99									
	Hy-Vee	Hy-Vee		1.28										
	Leevers Foods	Open Acres		1.19										
	Millers Fresh Food	Open Acres		1.19										
	Russ Market	Honeysuckle	1.49											
	Safeway Denver	Honeysuckle	1.79	0.79										
	Sun Mart	Open Acres		0.99										
	Target	Butterball		0.99										
	Whole Foods MW	Nature's Rancher				1.99								
OH	Acme Fresh Market	Honeysuckle		1.29										< 16 lbs. (hen)
	Dollar General Mrkt	Jennie-O		0.95										
	Food Fair	Butterball		0.99										
	Fresh Thyme	Fresh Thyme			1.99									
	Giant Eagle	Giant Eagle	1.59	1.29										
		Honeysuckle	1.59	1.29										
	IGA Houchen's	Honeysuckle	1.49											
	Kroger Central	Butterball	1.49											
	Kroger Cincinnati	n/i		0.99										
		Honeysuckle	1.99											
	Kroger Columbus	Butterball	1.99											
	Needler's	Norbest		0.99										
	Piggly Wiggly Stores	Butterball		0.99										
	Remke Market	Norbest		0.99										
	Riesbeck's	Best Choice		0.88										
	Honeysuckle	1.49												

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**WHOLE TURKEYS**

State	Supermarket	Label	Conventional		Antibiotic-Free		Kosher		Organic		Free Range	Non-GMO	Heritage	Conditions	
			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh		
OH <i>(cont)</i>	Shop'n Save	Honeysuckle	1.49	0.99											
	Sparkle Markets	Honeysuckle	1.69												
	SuperVALU Stores	Honeysuckle		1.19											
	Target	Butterball		0.99										limit 2	
	The Fresh Market	TFM			2.49										
	Whole Foods MdAtl	Kosher Valley n/i			2.49		3.49								antibiotic-free
SD	Buche Foods	Best Choice		0.99											
	Coborn's	Jennie-O	1.38												
	Family Fare	Open Acres		0.99											
	Hy-Vee	Hy-Vee		1.28											
	Kens Super Fair	Best Choice		0.99											w/ store card
		Best Choice		1.79											
	Safeway Denver	Honeysuckle	1.79	0.79											
Target	Butterball		0.99											limit 2	
WI	Econofoods	Open Acres		0.99											
	Family Fresh Market	Open Acres		0.99											
	Festival Foods	Essential Everyday		0.89											
		Essential Everyday		0.99											w/ store bag promotion
	Fox Bros.	Butterball		1.29											
	Fresh Thyme	Fresh Thyme			1.99										
	Great Lakes Mrkt	Jennie-O		1.29											
	Hansen's IGA	Best Choice		0.88										limit 1	
	Hy-Vee	Hy-Vee		1.28											
	Pick'n Save	Jennie-O		0.77										limit 1	
	Piggly Wiggly MW	Butterball		1.29											
	Super One Foods	Jennie-O		1.29											
	Tadych's	Butterball		1.49											
	Target	Butterball		0.99										limit 2	
	The Fresh Market	TFM			2.49										
Whole Foods MW	Nature's Rancher				1.99										

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State	Supermarket	Label	Conventional		Antibiotic-Free		Kosher		Organic		Free Range	Non-GMO	Heritage	Conditions
			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	
<b>SOUTH CENTRAL U.S. - AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT</b>														
AR	Bill's Fresh Market	Best Choice		0.99										
	Brookshire's	Butterball		1.49										
	CV's Family Foods	Honeysuckle		0.88										
	G&W Foods	Best Choice		0.88										
	Kroger Delta	Butterball		0.99										
	Shoppers Value AR	Honeysuckle		0.78										
	Super 1 Foods	n/i		1.27										
	Target	Butterball		0.99										limit 2
	TC Grocers	Best Choice		1.19										
	The Fresh Market	TFM			2.49									
Whole Foods SW	Nature's Rancher			2.49										
AZ	Albertsons SW	Signature Farms		0.69										
	Fry's	Kroger		0.99										
		Butterball		0.99										
	Lowe's Stores	n/i		0.69										
	Smith's	Private Selection		0.79										
	Target	Butterball		0.99										limit 2
Whole Foods Sth Pac	Mary's			2.49				3.49						
		Kosher Valley					3.99							
CO	Affiliated Foods	Honeysuckle		1.19										
	Associated Food	Norbest		1.29										
	King Soopers	Butterball		1.49										
	Lowe's Stores	n/i		0.69										
	Safeway Denver	Honeysuckle	1.79	0.79										
	Target	Butterball		0.99										limit 2
Whole Foods Mntn	n/i			2.49					3.49					
KS	Affiliated Foods	Honeysuckle		1.19										
	Country Mart	n/i	1.79											
	CV's Family Foods	Honeysuckle		0.88										
	Dillon's	Honeysuckle	1.69											
	G&W Foods	Best Choice		0.88										
	Hy-Vee	Hy-Vee		1.28										
	Lowe's Stores	n/i		0.69										
	Price Chopper	Best Choice	1.59											
	Sun Fresh	n/i	1.79											
	Target	Butterball		0.99										limit 2

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State	Supermarket	Label	Conventional		Antibiotic-Free		Kosher		Organic		Free Range	Non-GMO	Heritage	Conditions	
			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh		
KS <i>(cont)</i>	Whole Foods Mntn	n/i			2.49				3.49						
	Woods Supermarkets	Best Choice		0.99											
LA	AG of Baton Rouge	Shurfine		0.79										< 16 lbs. (hen)  limit 2  w/ store card  w/ store card	
	Breaux Mart	Shurfine		0.79											
	Brookshire's	Butterball		1.49											
	Brookshire Bros.	Shady Brook		1.18											
	Dollar General Mrkt	Jennie-O		0.95											
	Shoppers Value AR	Honeysuckle		0.78											
	Super 1 Foods	n/i		1.27											
	Target	Butterball		0.99											
	The Fresh Market	TFM			2.49										
	Whole Foods SW	Nature's Rancher			2.49										
Winn-Dixie	Butterball		1.49												
	Butterball		1.89												
Winn-Dixie	Honeysuckle		1.29												
	Honeysuckle			1.29											
MO	County Market NFI	Jennie-O	1.29											limit 2  w/ \$30 purchase; limit 1	
	Country Mart	n/i	1.79												
	Dierberg's	Honeysuckle	1.99	0.99											
		Jennie-O		0.99											
	Fresh Thyme	Fresh Thyme			1.99										
	G&W Foods	Best Choice		0.88											
	Gerbe's	Honeysuckle	1.69												
	Hy-Vee	Hy-Vee		1.28											
	Kroger Central	Butterball	1.49												
	Kroger Delta	Butterball		0.99											
	Mosers Foods	n/i	1.79												
	Prengers Foods	n/i	1.79												
	Price Chopper	Best Choice	1.59												
	Shop'n Save	Essential Everyday		0.99											
	Sun Fresh	n/i	1.79												
	Target	Butterball		0.99											
	TC Grocers	Best Choice		1.19											
	TC Markets	Best Choice		0.78											
		Best Choice		1.19											
	Whole Foods MW	Nature's Rancher			1.99										
Woods Supermarkets	Best Choice		0.99												

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Easter/Passover 2018

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**WHOLE TURKEYS**

State	Supermarket	Label	Conventional		Antibiotic-Free		Kosher		Organic		Free Range	Non-GMO	Heritage	Conditions
			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	
NM	Affiliated Foods	Honeysuckle		1.19										
	Albertsons SW	Signature Farms		0.69										
	John Brooks	Honeysuckle		0.99										
	King Soopers	Butterball		1.49										
	Lowe's Stores	n/i		0.69										
	Safeway Denver	Honeysuckle	1.79	0.79										
	Smith's	Private Selection		0.79										
	Target	Butterball		0.99										
	Whole Foods Mntn	n/i			2.49				3.49					
	OK	Affiliated Foods	Honeysuckle		1.19									
Country Mart		n/i	1.79											
CV's Family Foods		Honeysuckle		0.88										
Dollar General Mrkt		Jennie-O		0.95										< 16 lbs. (hen)
Homeland		Best Choice		0.99										
Market Square		Honeysuckle		0.99										
Target		Butterball		0.99										limit 2
The Fresh Market		TFM			2.49									
United of OK		Best Choice		0.99										
Whole Foods SW		Nature's Rancher			2.49									
Williams	Best Choice		1.19											
TX	Affiliated Foods	Honeysuckle		1.19										
	AG of Baton Rouge	Shurfine		0.79										
	Brookshire's	Butterball		1.49										
	Brookshire Bros.	Shady Brook		1.18										
	David's	Shady Brook		1.18										
	Foodarama	Jennie-O		0.99										
	Homeland	Best Choice		0.99										
	Lowe's Stores	n/i		0.69										
	Market Square	Honeysuckle		0.99										
	Porter's Grocery	Honeysuckle		0.99										
	Super 1 Foods	n/i		1.27										
	Target	Butterball		0.99										limit 2
	Whole Foods SW	Nature's Rancher			2.49									
UT	Albertsons SW	Signature Farms		0.69										
	Associated Food	Norbest		1.29										
	Harmon's	n/i	1.59											
	King Soopers	Butterball		1.49										

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

**Easter/Passover 2018**

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

**WHOLE TURKEYS**

State	Supermarket	Label	Conventional		Antibiotic-Free		Kosher		Organic		Free Range	Non-GMO	Heritage	Conditions
			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	
UT <i>(cont)</i>	Ream's	Norbest		0.99										limit 2
	Smith's	Private Selection		0.79										
	Target	Butterball		0.99										
	Whole Foods Mntr	n/i			2.49				3.49					



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

**Easter/Passover 2018**

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

**WHOLE TURKEYS**

State	Supermarket	Label	Conventional		Antibiotic-Free		Kosher		Organic		Free Range	Non-GMO	Heritage	Conditions	
			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh		
<b>SOUTHWESTERN U.S. - CA, HI, NV</b>															
CA	Albertsons SoCal	n/i						4.99						< 16 lbs. (hen)	
		Foster Farms	2.29												
	Big Saver	Jennie-O		0.69											limit 2
		Jennie-O		1.29											
	Dollar General Mrkt	Jennie-O		0.95										< 16 lbs. (hen)	
	Foodland IGA	Norbest		0.99											
	Jensen's	Diestel			3.39						3.39				
	Lucky	Butterball	2.29												< 16 lbs. (hen)
		Valchris		1.29											
	Mar-Val Food	Norbest	1.19												
	Nugget Market	Diestel			2.99						2.99				
	Ralph's	Foster Farms				0.99									
		Jennie-O	1.69												
	Ray's Food Place	Butterball		1.49											
		Foster Farms	1.99												
		Norbest	1.99												
	Safeway NorCal	Butterball		0.99											
	Save Mart	Butterball	2.29												< 16 lbs. (hen)
		Valchris		1.29											
	Select Markets	Norbest	1.49												
SK Super King	n/i		0.69												
Stater Bros.	Zacky Farms	1.69													
Target	Butterball		0.99											limit 2	
Von's	n/i							4.99						< 16 lbs. (hen)	
	Foster Farms	2.29													
Whole Foods NorCal	Mary's			2.49								2.49			
	Diestel			2.49								2.49			
Whole Foods Sth Pac	Mary's			2.49					3.49						
	Kosher Valley					3.99									
HI	Foodland	Norbest		*										\$7.99 each	
	Safeway Hawaii	Butterball		0.99											
	Target	Butterball		0.99										limit 2	
	Times Supermarkets	Norbest		1.69											
	Whole Foods Sth Pac	Mary's			2.49					3.49					
Kosher Valley						3.99									

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

**Easter/Passover 2018**

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

**WHOLE TURKEYS**

State	Supermarket	Label	Conventional		Antibiotic-Free		Kosher		Organic		Free Range	Non-GMO	Heritage	Conditions
			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	
NV	Albertsons SW	Signature Farms		0.69										
	Dollar General Mrkt	Jennie-O		0.95										< 16 lbs. (hen)
	Safeway NorCal	Butterball		0.99										
	Save Mart	Butterball	2.29											< 16 lbs. (hen)
		Valchris		1.29										
	Smith's	Private Selection		0.79										
	Target	Butterball		0.99										limit 2
	Von's	n/i					4.99							< 16 lbs. (hen)
	Whole Foods NorCal	Mary's			2.49							2.49		
		Diestel			2.49							2.49		
Whole Foods Sth Pac	Mary's			2.49					3.49					
	Kosher Valley					3.99								

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

Easter/Passover 2018

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

**WHOLE TURKEYS**

State	Supermarket	Label	Conventional		Antibiotic-Free		Kosher		Organic		Free Range	Non-GMO	Heritage	Conditions
			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	
<b>NORTHWESTERN U.S. - AK,ID,MT,OR,WA,WY</b>														
AK	Alaskan & Proud	n/i		1.88										
	Carrs/Safeway	Butterball	2.49											
		Jennie-O	1.99											
	Fred Meyer	Kroger		0.99										
		Jennie-O	1.49											
	IGA Stores - AK	Essential Everyday		1.99										
	Meyers Group IGA	Essential Everyday		1.99										
	Seamart	Butterball		0.99										
Target	Norbest		0.89											
	Butterball		0.99										limit 2	
ID	Carrs/Safeway	Norbest		1.29										
	Fred Meyer	Kroger		0.99										
		Jennie-O	1.49											
	Rosauer's	Norbest	1.59											
		Jennie-O	1.59											
	Smith's	Private Selection		0.79										
Target	Butterball		0.99										limit 2	
Whole Foods Mntn	n/i			2.49					3.49					
MT	Associated Food	Norbest		1.29										
	Rosauer's	Norbest	1.59											
		Jennie-O	1.59											
	Smith's	Private Selection		0.79										
Target	Butterball		0.99										limit 2	
OR	Albertsons NW	Butterball	1.99											
		Honeysuckle	1.69											
	Associated Food	Norbest		1.29										
		Fred Meyer	Kroger		0.99									
	Fred Meyer	Jennie-O	1.49											
		Jennie-O	1.48											
	IGA Market Fresh	Jennie-O												
	Market of Choice	Shelton's			2.99						2.99			
	McKay's Market	Norbest	1.49											
	Ray's Food Place	Butterball		1.49										
Foster Farms			1.99											
Red Apple Markets	Norbest		1.99											
	Jennie-O		1.49											

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

**Easter/Passover 2018**

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

**WHOLE TURKEYS**

State	Supermarket	Label	Conventional		Antibiotic-Free		Kosher		Organic		Free Range	Non-GMO	Heritage	Conditions
			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	
OR <i>(cont)</i>	Rosauer's	Norbest	1.59											limit 2
		Jennie-O	1.59											
	Roth's	Norbest	1.99											
		Foster Farms	1.99								2.99			
		Mary's												
	Select Markets	Norbest	1.49											
	Target	Butterball		0.99										
	Thriftyway of OR	Norbest	1.49											
Whole Foods NW	n/i			2.49										
WA	Albertsons NW	Butterball	1.99											limit 2
		Honeysuckle	1.69											
	Fred Meyer	Kroger		0.99										
		Jennie-O	1.49											
	IGA Market Fresh	Jennie-O	1.48											
	Meyers Group IGA	Essential Everyday		1.69										
	Rosauer's	Norbest	1.59											
		Jennie-O	1.59											
	Select Markets	Norbest	1.49											
	Target	Butterball		0.99										
	The Markets	Jennie-O	1.98											
	Thriftway	Norbest	1.99											
Thriftyway of OR	Norbest	1.49												
Whole Foods NW	n/i			2.49										
WY	Associated Food	Norbest		1.29										limit 2
	King Soopers	Butterball		1.49										
	Safeway Denver	Honeysuckle	1.79	0.79										
	Smith's	Private Selection		0.79										
	Target	Butterball		0.99										

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

Easter/Passover 2018

prices in \$US per pound unless otherwise noted.

**CURED PORK**

State	Supermarket	Label	Spiral Cut Hams		Semi-Boneless		Bone-in Portions		Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions
			Whole	Half	Whole	Half	Butt	Shank	Whole	Half	1/4	bone-in	bone-in		
<b>NORTHEASTERN U.S. - CT,DC,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT</b>															
CT	ACME Market	Lancaster Brand		1.27			0.97	0.77							limit 1
		Lancaster Brand							2.99	2.99					
	Adams IGA	Vernon Manor	1.49												
		Alexander & Hornung		1.99			1.29	1.00							
		Carando		2.99											
	AG of New England	Sugardale		1.49			0.89	0.69							
		Shurfine							2.79	2.89	2.99				
	ALDI	Appleton Farms		0.95											limit 2
		Appleton Farms	1.89												
	Best Market	Cook's									2.47				
		Alexander & Hornung				2.47	1.47	1.47							
	Big Y	Big Y		1.29	2.29		1.19	0.89							local
		Carando	2.39						3.49						
		Buckley Farms	2.39												
		Hatfield			2.59										
		Budaball			2.59										
		Triple M			2.59				2.99						
		Hormel Cure 81							3.99						
		Kentucky Legend							3.99						
	Bravo	Cook's	1.99				1.19	0.99							
		Hatfield								3.69					
	C-Town	Cook's	1.99				1.19	0.99							
		Hatfield								3.69					
	Compare Foods	Sugardale	1.99				1.19	0.99	3.99						
	Fairway Market	n/i	1.99												
	Food Bazaar	Smithfield	2.49												
		Sugardale						0.99					3.49		
Geissler's	Carando		1.99												
	Smithfield				2.49										
	Triple M			2.99	2.99										
	Geissler's		2.49												
Highland Park	Highland Park's Own	2.99													
	John Morrell			3.49	3.49										
Ideal Food Basket	Sugardale	1.99				1.19	0.99					3.49			
IGA Stores NE	Alexander & Hornung		1.99			1.39	1.19								
	Alexander & Hornung		2.49			1.49	1.49								

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Easter/Passover 2018

prices in \$US per pound unless otherwise noted.

CURED PORK

State	Supermarket	Label	Spiral Cut Hams		Semi-Boneless		Bone-in Portions		Boneless			Smoked Picnic bone-in	Ham Steak bone-in	Country Ham	Conditions	
			Whole	Half	Whole	Half	Butt	Shank	Whole	Half	1/4					
CT <i>(cont)</i>	Key Food	Carando		2.99						3.99		3.59				
		Cook's		1.49			1.19	0.99					3.99			
	Kings Market	Kings	3.79							4.99						antibiotic-free; local
		Leidy's	4.99													
		Carando	3.99													antibiotic-free
	Market 32	McKenzie								5.99						
		Smithfield	2.49													
		Cook's		1.49			1.59	0.99					3.89			antibiotic-free
	Price Chopper	Pure Farmland	3.99													antibiotic-free
		Hatfield								3.29						
		Hormel Cure 81	2.99													
		Smithfield	2.49													
		Cook's		1.49			1.59	0.99					3.89			antibiotic-free
	Price Rite	Pure Farmland	3.99													
		Hatfield								3.29						
		Hormel Cure 81	2.99													
	Save-a-Lot	Cook's	1.69				0.99	0.89						2.99		
		n/i						0.79								
	ShopRite	Cook's	0.99				free	free								w/ \$300 accumulated purchase
		Cook's					0.10									w/ \$300 accumulated purchase
		Cook's	2.78				1.89	1.79								
	Stew Leonard's	Hatfield								3.29						
		Stew Leonard's	2.99													
Stop & Shop	Stew's Naked	4.99													antibiotic-free	
	Carando		1.49													
Target	Stop & Shop		1.29			0.99	0.89					3.49				
	Market Pantry	1.19													limit 2	
The Fresh Market	Archer Farms	1.59													limit 2	
	n/i	2.99														
Walmart	Sam's Choice	1.98														
Whole Foods NrthAtl	Woodstown	3.99													antibiotic-free	
Whole Foods NE	Niman Ranch	3.99													antibiotic-free	
DC	ALDI	Appleton Farms		0.95											limit 2	
		Appleton Farms	1.89													
	Giant Food	Giant		1.27			0.97	0.77							w/ \$25 purchase; limit 1	
	Harris Teeter	Harris Teeter		1.49		2.29										
HT Trader's			1.99													

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

**Easter/Passover 2018**

prices in \$US per pound unless otherwise noted.

**CURED PORK**

State	Supermarket	Label	Spiral Cut Hams		Semi-Boneless		Bone-in Portions		Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions
			Whole	Half	Whole	Half	Butt	Shank	Whole	Half	1/4				
DC <i>(cont)</i>	Harris Teeter <i>(continued)</i> Safeway Eastern  Save-a-Lot Target  Walmart Whole Foods MdAtl	Smithfield Premium	2.49								3.99				
		Hormel Cure 81								4.99					
		Signature Select	1.29												w/ store card and coupon
		Hormel Cure 81	1.99												w/ store card
		Signature Select	1.69							2.99	2.88				w/ store card
		Smithfield					1.19	0.99							w/ store card
		n/i						0.79						2.99	
		Market Pantry	0.99												limit 2
		Archer Farms	1.39												limit 2
	Sam's Choice	1.98													
	Woodstown	3.99												antibiotic-free	
DE	ACME Market	Lancaster Brand		1.27			0.97	0.77							limit 1
		Lancaster Brand							2.99	2.99					
	ALDI	Appleton Farms		0.95											limit 2
		Appleton Farms	1.89												
	Food Lion	Food Lion	1.37					0.77							w/ store card; limit 2
		Food Lion	2.49					1.69							
		Smithfield	1.79					0.99							w/ store card
	Fresh Grocer	Smithfield	2.79					1.79							
		Cook's	1.28				0.88	0.78							w/ \$25 purchase; limit 1
		Kentucky Legend					1.79	1.79			3.79				
	Giant Food	Giant		1.27			0.97	0.77						w/ \$25 purchase; limit 1	
	Great Valu Markets	Sugardale					0.89	0.69							w/ \$25 purchase; limit 1
		Sugardale	1.79												
	Harris Teeter	Felts												1.99	
		Harris Teeter		1.49		2.29									
		HT Trader's		1.99											
	IGA Stores - NJ/PA	Smithfield Premium	2.49									3.99			
		Hormel Cure 81									4.99				
		Hatfield		1.99					1.99						w/ \$15 purchase; limit 1
	Lidl	Hatfield		2.99					2.99	2.99	3.49				
		Preferred Selection	1.89								2.99				spiral-cut
Redner's	n/i	1.69				0.69	0.69								
	Sugardale											2.69			
	Smithfield		0.98											limit 12 pounds	
	Smithfield		1.78												
	Redner's							1.78						limit 8 pounds	

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

**Easter/Passover 2018**

prices in \$US per pound unless otherwise noted.

**CURED PORK**

State	Supermarket	Label	Spiral Cut Hams		Semi-Boneless		Bone-in Portions		Boneless			Smoked Picnic bone-in	Ham Steak bone-in	Country Ham	Conditions
			Whole	Half	Whole	Half	Butt	Shank	Whole	Half	1/4				
DE <i>(cont)</i>	Redner's <i>(continued)</i>	Redner's							1.98						
		Hatfield							2.98						
		Berks							2.98						
		Kunzler							2.98						
	Safeway Eastern	Signature Select	1.29												w/ store card and coupon
		Hormel Cure 81	1.99												w/ store card
		Signature Select	1.69						2.99	2.88					w/ store card
	Save-a-Lot	Smithfield					1.19	0.99							w/ store card
		n/i						0.79					2.99		
	ShopRite	Cook's	0.99			free		free							w/ \$300 accumulated purchase
		Cook's					0.10								w/ \$300 accumulated purchase
	ShurSave	Cook's	2.78					1.89	1.79						
		Hatfield								3.29					
		Hatfield								3.49					
		Kunzler								3.49	3.69				
		Saubel's								5.99					
		Sugardale		1.29											w/ \$50 purchase; limit 1
		Sugardale		1.99											
	Target	Alexander & Hornung					0.99	0.99							
		Best Yet 1893								2.49					
The Fresh Market	Market Pantry	0.99												limit 2	
	Archer Farms	1.39												limit 2	
Walmart	n/i	2.99													
Weis Markets	Sam's Choice	1.98													
	Weis	2.99		2.99					2.99						
MA	Adams IGA	Vernon Manor	1.49												
		Alexander & Hornung		1.99			1.29	1.00							
		Carando		2.99											
	AG of New England	Sugardale		1.49			0.89	0.69							
		Shurfine							2.79	2.89	2.99				
	ALDI	Appleton Farms		0.95											limit 2
		Appleton Farms	1.89												
	Associated	Sugardale	1.99				1.19	0.99	3.99						
		Big Y		1.29	2.29		1.19	0.89							
	Big Y	Carando	2.39						3.49						local
Buckley Farms		2.39													
Hatfield				2.59											



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**Easter/Passover 2018**

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**CURED PORK**

State	Supermarket	Label	Spiral Cut Hams Bone-in		Semi-Boneless		Bone-in Portions		Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions
			Whole	Half	Whole	Half	Butt	Shank	Whole	Half	1/4	bone-in	bone-in		
MA <i>(cont)</i>	Big Y <i>(continued)</i>	Budaball			2.59										
		Triple M			2.59					2.99					
		Hormel Cure 81								3.99					
	Bravo	Kentucky Legend								3.99					
		Cook's	1.99				1.19	0.99							
	C-Town	Hatfield									3.69				
		Cook's	1.99				1.19	0.99							
	Crosby's	Hatfield									3.69				
		Carando								3.99					
	Donelan's	Cook's		2.29											
		Triple M									3.69				
		Carando		1.99								3.99			
	Food City Market	Jones									4.99				
		Triple M									3.49		4.99		
		Alexander & Hornung					1.19	0.99							
	Geissler's	Cook's	1.99												
		Sugardale				1.99									
		Carando		1.99											
	Hannafor	Smithfield				2.49									
		Triple M			2.99	2.99									
		Geissler's		2.49											
		Hannafor		0.97			0.77	0.57							limit 2
	Ideal Food Basket	Hannafor		2.79			1.89	1.69							
		Carando		2.49											
		Frick's									3.29				
	Key Food	Kentucky Legend									3.99				
		Sugardale	1.99				1.19	0.99					3.49		
	Market 32	Carando		2.99						3.99		3.59			
		Cook's		1.49			1.19	0.99					3.99		
	Market Basket	Smithfield	2.49												
Cook's			1.49			1.59	0.99					3.89			
Pure Farmland		3.99												antibiotic-free	
Hatfield									3.29						
Market Basket	Hormel Cure 81	2.99													
	Leidy's										4.49				
	Carando								2.49						
		Sugardale				0.89	0.79								

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 prices in \$US per pound unless otherwise noted.

Easter/Passover 2018  
**CURED PORK**

State	Supermarket	Label	Spiral Cut Hams		Semi-Boneless		Bone-in Portions		Boneless			Smoked Picnic bone-in	Ham Steak bone-in	Country Ham	Conditions
			Bone-in		Whole	Half	Butt	Shank	Whole	Half	1/4				
MA <i>(cont)</i>	Market Basket <i>(continued)</i>	Smithfield					0.89	0.79							
		Kentucky Legend									2.99				
	McKinnon's	Vernon Manor	1.69												
		Cook's	1.99												
		Triple M			3.29					4.39					
		McKinnon's											2.99		
	Price Chopper	Smithfield	2.49												
		Cook's		1.49			1.59	0.99						3.89	
		Pure Farmland	3.99												antibiotic-free
		Hatfield								3.29					
		Hormel Cure 81	2.99												
	Price Rite	Cook's	1.69				0.99	0.89							
	Roche Bros.	Berkshire Black	5.99												
		Carando		2.99											
		Cook's					1.39	1.29							
		Triple M								3.99					
		Alexander & Hornung			2.49										
		Hillshire Farm								3.99					
		Kentucky Legend								3.99					
		Roche Bros.		6.99											
	Save-a-Lot	n/i						0.79					2.99		
	Seabra Foods	Alexander & Hornung				1.99				2.99					
		Kretschmar		2.49											
	Shaw's	Smithfield					0.99	0.79							w/ \$25 purchase; limit 1
		n/i											3.49		
		Carando	1.99												
		Cook's					0.99	0.99							
	Star Market	Smithfield								3.99					
		Smithfield					0.99	0.79							w/ \$25 purchase; limit 1
		n/i											3.49		
	Carando	1.99													
	Cook's					0.99	0.99								
	Smithfield								3.99						
Stop & Shop	Carando		1.49												
	Stop & Shop		1.29			0.99	0.89					3.49			
Target	Market Pantry	1.19												limit 2	
	Archer Farms	1.59												limit 2	

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

**Easter/Passover 2018**

prices in \$US per pound unless otherwise noted.

**CURED PORK**

State	Supermarket	Label	Spiral Cut Hams		Semi-Boneless		Bone-in Portions		Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions
			Whole	Half	Whole	Half	Butt	Shank	Whole	Half	1/4	bone-in	bone-in		
MA <i>(cont)</i>	The Fresh Market	n/i	2.99												
	Trucchi's	Cook's	1.59												
		Sugardale					1.29	0.99							
		Trucchi's Own	2.99						3.99						
		Jones							4.99						
		Hormel Cure 81							4.99						
		Triple M			2.99					3.79					
		Carando	1.99						4.99						
	Walmart	Sam's Choice	1.98												
	Wegmans	Wegmans	1.99	3.99		1.99					4.99				w/ \$25 purchase; limit 1
		Wegmans		1.49		1.49									
		Signature		5.99											
	Hormel Cure 81									6.79					
	Sugardale											4.19			
	Whole Foods NrthAtl	Woodstown	3.99											antibiotic-free	
MD	ACME Market	Lancaster Brand		1.27			0.97	0.77							limit 1
		Lancaster Brand							2.99	2.99					
	ALDI	Appleton Farms		0.95											limit 2
		Appleton Farms	1.89												
	Food Lion	Food Lion	1.37					0.77							w/ store card; limit 2
		Food Lion	2.49					1.69							
		Smithfield	1.79					0.99							w/ store card
		Smithfield	2.79					1.79							
	Giant Eagle	Giant Eagle	1.79	1.79	0.98										limit 1
		Giant Eagle		3.29					1.99	2.29					
		Sugardale		2.79	1.29				2.69	2.99					
		Hillshire Farm		3.39											
	Giant Food	Giant		1.27			0.97	0.77							w/ \$25 purchase; limit 1
	Graul's Market	Smithfield	2.49						2.99	2.99					
		Kunzler													
	Great Valu Markets	Sugardale					0.89	0.69							w/ \$25 purchase; limit 1
	Sugardale	1.79													
	Felts												1.99		
Harris Teeter	Harris Teeter		1.99												
	HT Trader's		2.49												
	Smithfield Premium	2.49								3.99					
	Hormel Cure 81								4.99						

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**CURED PORK**

State	Supermarket	Label	Spiral Cut Hams Bone-in		Semi-Boneless		Bone-in Portions		Boneless			Smoked Picnic bone-in	Ham Steak bone-in	Country Ham	Conditions	
			Whole	Half	Whole	Half	Butt	Shank	Whole	Half	1/4					
MD <i>(cont)</i>	IGA Stores - NJ/PA	Hatfield		1.99						1.99					w/ \$15 purchase; limit 1	
		Hatfield		2.99						2.99	2.99	3.49				
	Martin's Food	Giant		1.19			0.89	0.69							w/ \$25 purchase; limit 2	
		Smithfield	2.99													
	Price Rite	Hatfield								1.99						
		Cook's	1.69				0.99	0.89								
	Redner's	Smithfield		0.98											limit 12 pounds	
		Smithfield		1.78											limit 8 pounds	
		Redner's	Redner's								1.78					
			Redner's								1.98					
		Hatfield	Hatfield								2.98					
			Berks								2.98					
		Kunzler	Kunzler								2.98					
			Signature Select	1.29												w/ store card and coupon
		Safeway Eastern	Hormel Cure 81	1.99												w/ store card
			Signature Select	1.69							2.99	2.88				w/ store card
		Smithfield	Smithfield				1.19	0.99								w/ store card
			n/i					0.79					2.99			
	Save-a-Lot	Shop'n Save	Sugardale		1.49						1.98	2.18				
			Sugardale			0.98	1.89									limit 1
		Smithfield	Smithfield		2.49											
			Superior								2.29					
	Hillshire Farm	Shoppers	Hillshire Farm		2.99											
			Smithfield		1.38			0.88	0.88							
	ShopRite	ShopRite	Cook's	0.99			free	free							w/ \$300 accumulated purchase	
			Cook's					0.10							w/ \$300 accumulated purchase	
		Cook's	Cook's	2.78					1.89	1.79						
			Hatfield								3.29					
ShurSave	ShurSave	Hatfield								3.49						
		Kunzler								3.49	3.69					
	Saubel's	Saubel's								5.99						
		Sugardale		1.29											w/ \$50 purchase; limit 1	
	Sugardale	Sugardale		1.99												
		Alexander & Hornung					0.99	0.99								
Sprout's Market	Sprout's Market	Best Yet 1893								2.49						
		n/i	1.89													

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**CURED PORK**

State	Supermarket	Label	Spiral Cut Hams		Semi-Boneless		Bone-in Portions		Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions
			Whole	Half	Whole	Half	Butt	Shank	Whole	Half	1/4	bone-in	bone-in		
MD <i>(cont)</i>	Target	Market Pantry	0.99												limit 2
		Archer Farms	1.39												limit 2
		The Fresh Market	n/i												
		Walmart	Sam's Choice	1.98											
		Wegmans	Wegmans	1.99	3.99		1.99				4.99				
			Wegmans		1.49		1.49								w/ \$25 purchase; limit 1
			Signature		5.99										
			Hormel Cure 81								6.79				
			Sugardale										4.19		
	Weis Markets	Weis	2.99		2.99				2.99						
	Whole Foods MdAtl	Woodstown	3.99											antibiotic-free	
ME	AG of New England	Sugardale		1.49			0.89	0.69							
		Shurfine							2.79	2.89	2.99				
	Best Yet Markets	n/i		1.99			1.19	0.97							
		Food City Market	Alexander & Hornung				1.19	0.99							
	Hannaford	Cook's	1.99			1.99									
		Sugardale													
		Hannaford		0.97			0.77	0.57							limit 2
		Hannaford		2.79			1.89	1.69							
		Carando		2.49											
		Frick's									3.29				
	IGA Stores NE	Kentucky Legend									3.99				
		Alexander & Hornung		1.99			1.39	1.19							
	Market Basket	n/i					1.29	0.99							
		Leidy's										4.49			
		Carando							2.49						
		Sugardale					0.89	0.79							
		Smithfield					0.89	0.79							
	Save-a-Lot	Kentucky Legend									2.99				
		n/i						0.79					2.99		
	Shaw's	Smithfield					0.99	0.79							w/ \$25 purchase; limit 1
		n/i											3.49		
Carando		1.99													
Target	Cook's					0.99	0.99								
	Smithfield							3.99							
	Market Pantry	1.19												limit 2	
	Archer Farms	1.59												limit 2	

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CURED PORK

State	Supermarket	Label	Spiral Cut Hams		Semi-Boneless		Bone-in Portions		Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions
			Bone-in		Whole	Half	Butt	Shank	Whole	Half	1/4				
ME (cont)	Walmart	Sam's Choice	1.98												
	Whole Foods NrthAtl	Woodstown	3.99												antibiotic-free
NH	AG of New England	Sugardale		1.49			0.89	0.69							
		Shurfine							2.79	2.89	2.99				
	ALDI	Appleton Farms		0.95											limit 2
		Appleton Farms	1.89												
	Hannaford	Hannaford		0.97			0.77	0.57							limit 2
		Hannaford		2.79			1.89	1.69							
		Carando		2.49											
		Frick's									3.29				
		Kentucky Legend									3.99				
	IGA Stores NE	Alexander & Hornung		1.99			1.39	1.19							
	Market Basket	Leidy's												4.49	
		Carando							2.49						
		Sugardale					0.89	0.79							
		Smithfield					0.89	0.79							
		Kentucky Legend												2.99	
	McKinnon's	Vernon Manor	1.69												
		Cook's	1.99												
		Triple M				3.29				4.39					
		McKinnon's												2.99	
	Price Chopper	Smithfield	2.49												
		Cook's		1.49			1.59	0.99						3.89	
		Pure Farmland	3.99												antibiotic-free
		Hatfield								3.29					
	Hormel Cure 81	2.99													
Price Rite	Cook's	1.69				0.99	0.89								
Save-a-Lot	n/i						0.79						2.99		
Shaw's	Smithfield					0.99	0.79							w/ \$25 purchase; limit 1	
	n/i												3.49		
	Carando	1.99													
	Cook's					0.99	0.99								
	Smithfield								3.99						
Target	Market Pantry	1.19												limit 2	
	Archer Farms	1.59												limit 2	
The Fresh Market	n/i	2.99													

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CURED PORK

State	Supermarket	Label	Spiral Cut Hams		Semi-Boneless		Bone-in Portions		Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions
			Bone-in		Whole	Half	Butt	Shank	Whole	Half	1/4	bone-in	bone-in		
NH (cont)	Walmart	Sam's Choice	1.98												
	Whole Foods NrthAtl	Woodstown	3.99												antibiotic-free
NJ	ACME Market	Lancaster Brand		1.27			0.97	0.77							limit 1
		Lancaster Brand							2.99	2.99					
	ALDI	Appleton Farms		0.95											limit 2
		Appleton Farms	1.89												
	Associated	Sugardale	1.99				1.19	0.99	3.99						
	Best Market	Cook's								2.47					
		Alexander & Hornung			2.47		1.47	1.47							
	Bravo	Cook's	1.99				1.19	0.99							
		Hatfield								3.69					
	C-Town	Cook's	1.99				1.19	0.99							
		Hatfield								3.69					
	Fairway Market	n/i	1.99												
	Fine Fare	Sugardale					1.39	1.39							
	Foodtown	Cook's	0.99												w/ \$400 accumulated purchase
		Smithfield		1.49											w/ \$400 accumulated purchase
		Hormel Cure 81								4.99					
		Hatfield									3.99				
	Food Bazaar	Smithfield	2.49												
		Sugardale						0.99					3.49		
	Great Valu Markets	Sugardale					0.89	0.69							w/ \$25 purchase; limit 1
		Sugardale	1.79											1.99	
Ideal Food Basket	Felts														
	Sugardale	1.99				1.19	0.99					3.49			
IGA Stores - NJ/PA	Hatfield		1.99					1.99						w/ \$15 purchase; limit 1	
	Hatfield		2.99					2.99	2.99	3.49					
Key Food	Carando		2.99					3.99		3.59					
	Cook's		1.49			1.19	0.99					3.99			
Kings Market	Kings	3.79						4.99							
	Leidy's	4.99												antibiotic-free; local	
	Carando	3.99													
	McKenzie							5.99						antibiotic-free	
Lidl	Preferred Selection	1.89								2.99				spiral-cut	
	n/i	1.69				0.69	0.69								
	Sugardale											2.69			

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**CURED PORK**

State	Supermarket	Label	Spiral Cut Hams		Semi-Boneless		Bone-in Portions		Boneless			Smoked Picnic bone-in	Ham Steak bone-in	Country Ham	Conditions
			Bone-in		Whole	Half	Butt	Shank	Whole	Half	1/4				
NJ <i>(cont)</i>	McCaffrey's	McCaffrey's	2.99												
		Leidy's							2.99						
	Met Foods	n/i									1.79				
		Sugardale	1.99				1.19	0.99	3.99						
	Morton Williams	n/i	2.99				2.19	1.99							
	Murphy's	Murphy's		3.99											
	Pioneer	n/i									1.79				
		Sugardale	1.99				1.19	0.99	3.99						
	Price Rite	Cook's	1.69				0.99	0.89							
	Save-a-Lot	n/i						0.79					2.99		
	ShopRite	Cook's	0.99			free		free							w/ \$300 accumulated purchase
		Cook's					0.10								w/ \$300 accumulated purchase
		Cook's	2.78				1.89	1.79							
		Hatfield							3.29						
	Stop & Shop	Carando		1.49											
		Stop & Shop		1.29			0.99	0.89					3.49		
	Supremo	Sugardale	2.49				1.89	1.89							
	Target	Market Pantry	1.19												limit 2
		Archer Farms	1.59												limit 2
	The Fresh Market	n/i	2.99												
	Uncle Giuseppe's	Carando	3.99												
	Walmart	Sam's Choice	1.98												
	Wegmans	Wegmans	1.99	3.99		1.99					4.99				
	Wegmans		1.49		1.49									w/ \$25 purchase; limit 1	
	Signature		5.99												
	Hormel Cure 81									6.79					
	Sugardale											4.19			
Weis Markets	Weis	2.99		2.99				2.99							
Western Beef	Sugardale											2.99			
Whole Foods MdAtl	Woodstown	3.99												antibiotic-free	
Whole Foods NE	Niman Ranch	3.99												antibiotic-free	
NY	ACME Market	Lancaster Brand		1.27			0.97	0.77							limit 1
		Lancaster Brand							2.99	2.99					
	AG of New England	Sugardale		1.49			0.89	0.69							
		Shurfine							2.79	2.89	2.99				
	ALDI	Appleton Farms		0.95											limit 2
	Appleton Farms	1.89													



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CURED PORK

State	Supermarket	Label	Spiral Cut Hams		Semi-Boneless		Bone-in Portions		Boneless			Smoked Picnic bone-in	Ham Steak bone-in	Country Ham	Conditions	
			Whole	Half	Whole	Half	Butt	Shank	Whole	Half	1/4					
NY <i>(cont)</i>	Associated	Sugardale	1.99				1.19	0.99	3.99							
	Best Market	Cook's								2.47						
		Alexander & Hornung				2.47	1.47	1.47								
	Big M	Sugardale		1.99	1.99	1.99	1.29	1.19					2.99			
		Superior							1.99	2.29						
	Bravo	Cook's	1.99				1.19	0.99								
		Hatfield									3.69					
	C-Town	Cook's	1.99				1.19	0.99								
		Hatfield									3.69					
	DeCiccio Family	Cook's	2.99				1.79	1.69								
		Carando	2.99													
	DeCiccio & Sons	n/i					1.99	1.99								
	Fairway Market	n/i	1.99													
	Fine Fare	Sugardale					1.39	1.39								
	Foodtown	Cook's	0.99													
		Smithfield		1.49												
		Hormel Cure 81									4.99					
		Hatfield										3.99				
	Food Bazaar	Smithfield	2.49													
		Sugardale						0.99					3.49			
	Giunta's	Carando		2.99												
	Great American	Sugardale		1.89	1.79	1.79	1.09	0.89						2.99		
		Cumberland Gap							1.99							
		Smithfield		2.09												
	Gristede's	Cook's					1.99	1.99								
		Carando	3.99													
Hannaford	Hannaford		0.97			0.77	0.57									
	Hannaford		2.79			1.89	1.69									
	Carando		2.49													
	Frick's										3.29					
	Kentucky Legend										3.99					
Ideal Food Basket	Sugardale	1.99				1.19	0.99						3.49			
IGA Stores NE	Alexander & Hornung		1.99			1.39	1.19									
	Alexander & Hornung		2.49			1.49	1.49									
Key Food	Carando		2.99					3.99		3.59						
	Cook's		1.49			1.19	0.99						3.99			

w/ \$400 accumulated purchase  
w/ \$400 accumulated purchase

limit 2

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			Bone-in		Whole	Half	Butt	Shank	Whole	Half	1/4	bone-in	bone-in		
NY <i>(cont)</i>	King Kullen	Smithfield	1.49												w/ \$25 purchase; limit 2
		Smithfield	1.99				1.59	1.39							
	Kings Market	Kings	3.79						4.99						antibiotic-free; local
		Leidy's	4.99												
		Carando	3.99												
		McKenzie							5.99						antibiotic-free
	Market 32	Smithfield	2.49												
		Cook's		1.49			1.59	0.99						3.89	
		Pure Farmland	3.99												antibiotic-free
		Hatfield							3.29						
		Hormel Cure 81	2.99												
	Met Foods	n/i										1.79			
		Sugardale	1.99				1.19	0.99	3.99						
	Morton Williams	n/i	2.99				2.19	1.99							
	Peck's Market	Alexander & Hornung		1.99										3.69	
		Cook's		1.99											
		Hatfield								2.99	2.99				
	Pioneer	n/i										1.79			
		Sugardale	1.99				1.19	0.99	3.99						
	Price Chopper	Smithfield	2.49												
		Cook's		1.49			1.59	0.99						3.89	
		Pure Farmland	3.99												antibiotic-free
		Hatfield							3.29						
		Hormel Cure 81	2.99												
	Price Rite	Cook's	1.69				0.99	0.89							
	Save-a-Lot	n/i						0.79						2.99	
	Shop'n Save	Sugardale		1.49				1.89		1.98	2.18				
		Sugardale			0.98										limit 1
		Smithfield		2.49											
		Superior							2.29						
		Hillshire Farm		2.99											
	ShopRite	Cook's	0.99				free	free							w/ \$300 accumulated purchase
	Cook's						0.10							w/ \$300 accumulated purchase	
	Cook's	2.78					1.89	1.79							
	Hatfield								3.29						
Stew Leonard's	Stew Leonard's	2.99													
	Stew's Naked	4.99												antibiotic-free	

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			Whole	Half	Whole	Half	Butt	Shank	Whole	Half	1/4	bone-in	bone-in		
NY <i>(cont)</i>	Stop & Shop	Carando		1.49											
		Stop & Shop		1.29			0.99	0.89					3.49		
	Target	Market Pantry	1.19												limit 2
		Archer Farms	1.59												limit 2
	The Fresh Market	n/i	2.99												
	Tops Market	Smithfield	1.49												
		Smithfield Premium	3.49												
		Sugardale		1.49	1.69	1.69									
		Tops	2.99						2.69	2.99					
		Sahlen's			3.99	3.99									local
		Smith's			3.99	3.99									local
	Trade Fair	Cook's											3.49		
	Uncle Giuseppe's	Carando	3.99												
	Walmart	Sam's Choice	1.98												
	Wegmans	Wegmans	1.99	3.99		1.99									
		Wegmans		1.49		1.49									w/ \$25 purchase; limit 1
		Signature		5.99											
	Hormel Cure 81														
	Sugardale												4.19		
Weis Markets	Weis	2.99		2.99				2.99							
Western Beef	Sugardale												2.99		
Whole Foods NE	Niman Ranch	3.99												antibiotic-free	
PA	ACME Market	Lancaster Brand		1.27			0.97	0.77							limit 1
		Lancaster Brand							2.99	2.99					
	ALDI	Appleton Farms		0.95											limit 2
		Appleton Farms	1.89												
	Associated	Sugardale	1.99				1.19	0.99	3.99						
	Big M	Sugardale		1.99	1.99	1.99	1.29	1.19					2.99		
		Superior							1.99	2.29					
	Boyer Foods	Sugardale	1.37				0.97	0.97							w/ \$25 purchase; limit 1
		Sugardale	1.97				1.47	1.47							
		Hatfield							1.97						w/ \$25 purchase; limit 1
		Hatfield							2.97						
		Berks							1.97						w/ \$25 purchase; limit 1
	Berks							2.97							
	Kunzler							1.97						w/ \$25 purchase; limit 1	
	Kunzler							2.97							

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**CURED PORK**

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			Bone-in		Whole	Half	Butt	Shank	Whole	Half	1/4				
			Whole	Half								bone-in	bone-in		
PA <i>(cont)</i>	Boyer Foods <i>(continued)</i>	Hazle Park			2.47										
		John F. Martin			2.47										
	Bravo	Cook's	1.99				1.19	0.99							
		Hatfield									3.69				
	C-Town	Cook's	1.99				1.19	0.99							
		Hatfield									3.69				
	Family Owned	John F. Martin			1.88					1.88					
		Best Yet								2.29					
		Sugardale		1.99											
		Kunzler								2.69					
	Fine Fare	Sugardale					1.39	1.39							
	Food Lion	Food Lion	1.37					0.77							w/ store card; limit 2
		Food Lion	2.49					1.69							
		Smithfield	1.79					0.99							w/ store card
		Smithfield	2.79					1.79							
	Foodland	Sugardale			0.99										w/ \$20 purchase; limit 1
		Sugardale	1.99	1.99					1.99	2.19			3.99		
	Foodtown	Cook's	0.99												w/ \$400 accumulated purchase
		Smithfield		1.49											w/ \$400 accumulated purchase
		Hormel Cure 81									4.99				
		Hatfield												3.99	
	Fresh Grocer	Cook's	1.28					0.88	0.78						w/ \$25 purchase; limit 1
		Kentucky Legend						1.79	1.79					3.79	
	Giant Eagle	Giant Eagle	1.79	1.79	0.98										limit 1
		Giant Eagle		3.29						1.99	2.29				
		Sugardale		2.79	1.29					2.69	2.99				
		Hillshire Farm		3.39											
	Giant Food Stores	Giant		1.19				0.89	0.69						w/ \$25 purchase; limit 2
		Smithfield	2.99												
		Hatfield								1.99					
Gordon Food Service	GFS	1.49							2.29	2.29					
Great Valu Markets	Sugardale					0.89	0.69							w/ \$25 purchase; limit 1	
	Sugardale	1.79													
	Felts												1.99		
Grocery Outlet	Country Ribbon		1.29												

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

**Easter/Passover 2018**

prices in \$US per pound unless otherwise noted.

**CURED PORK**

State	Supermarket	Label	Spiral Cut Hams		Semi-Boneless		Bone-in Portions		Boneless			Smoked Picnic bone-in	Ham Steak bone-in	Country Ham	Conditions
			Whole	Half	Whole	Half	Butt	Shank	Whole	Half	1/4				
PA <i>(cont)</i>	Ideal Market	Superior		1.88						1.79					
		Alexander & Hornung				0.69									w/ \$20 purchase
		Sugardale		1.88											
	IGA SpartanNash	Open Acres		1.37				0.99	0.99						
		Cumberland Gap								1.99	2.29				
	IGA Stores - NJ/PA	Hatfield		1.99						1.99					w/ \$15 purchase; limit 1
		Hatfield		2.99						2.99	2.99	3.49			
	Karn's Foods	Karns			2.69					2.99					
		John F. Martin			2.69					2.99					
		Kunzler								3.29					
		Berk's								3.29					
	Key Food	Smithfield			2.79										
		Carando			2.99					3.99		3.59			
		Cook's			1.49			1.19	0.99					3.99	
	Kuhn's Market	Sugardale				0.99	1.29								w/ store card; limit 1
		Amish Country			1.99										
		Vernon Manor			1.49										
		Sugardale			2.49										
	Landis Market	Silver Star		3.49		3.69	3.89			3.99	4.19				
		Smithfield			1.89										w/ \$25 purchase; limit 2
		Smithfield			2.49										
		John F. Martin				2.49				2.79	3.69				
		Leidy			3.49	2.49				2.79	3.49	3.99			
		Hatfield				2.49				2.79	3.69				
		Alderfer									3.69				
		Landis								2.99	3.49	3.99			
Martin's Food	Giant			1.19			0.89	0.69						w/ \$25 purchase; limit 2	
	Smithfield		2.99												
McCaffrey's	Hatfield								1.99						
	McCaffrey's		2.99												
Pioneer	Leidy's								2.99						
	n/i										1.79				
Price Chopper	Sugardale		1.99				1.19	0.99	3.99						
	Smithfield		2.49												
	Cook's			1.49			1.59	0.99					3.89		
	Pure Farmland		3.99											antibiotic-free	

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**CURED PORK**

State	Supermarket	Label	Spiral Cut Hams Bone-in		Semi-Boneless		Bone-in Portions		Boneless			Smoked Picnic bone-in	Ham Steak bone-in	Country Ham	Conditions
			Whole	Half	Whole	Half	Butt	Shank	Whole	Half	1/4				
PA <i>(cont)</i>	Price Chopper <i>(continued)</i>	Hatfield							3.29						
		Hormel Cure 81	2.99												
	Price Rite	Cook's	1.69				0.99	0.89							
	Redner's	Smithfield		0.98											limit 12 pounds
		Smithfield		1.78											limit 8 pounds
		Redner's							1.78						
		Redner's							1.98						
		Hatfield							2.98						
		Berks							2.98						
		Kunzler							2.98						
	Save-a-Lot	n/i						0.79					2.99		
	Shop'n Save	Sugardale		1.49		1.89			1.98	2.18					
		Sugardale			0.98										limit 1
		Smithfield		2.49											
		Superior							2.29						
		Hillshire Farm		2.99											
	ShopRite	Cook's	0.99			free		free							w/ \$300 accumulated purchase
		Cook's					0.10								w/ \$300 accumulated purchase
		Cook's	2.78				1.89	1.79							
	ShurSave	Hatfield							3.29						
		Hatfield							3.49						
		Kunzler							3.49	3.69					
		Saubel's							5.99						
		Sugardale		1.29											w/ \$50 purchase; limit 1
		Sugardale		1.99											
		Alexander & Hornung					0.99	0.99							
		Best Yet 1893							2.49						
ShurSave - NE	Sugardale		1.29											w/ \$25 purchase; limit 1	
	Sugardale					1.59	1.19								
	Best Yet 1893							1.99	2.49						
	Hatfield		2.99	1.99	1.99			1.99	2.99						
	Sahlen's							3.99							
Sparkle Markets	Sparkle							1.69						limit 1	
	Sugardale		1.99												
	Hillshire Farm		3.49												
Supremo	Sugardale	2.49				1.89	1.89								

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

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CURED PORK

State	Supermarket	Label	Spiral Cut Hams		Semi-Boneless		Bone-in Portions		Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions
			Bone-in	Bone-in	Whole	Half	Butt	Shank	Whole	Half	1/4	bone-in	bone-in		
PA <i>(cont)</i>	Target	Market Pantry	0.99												limit 2
		Archer Farms	1.39												limit 2
		The Fresh Market	n/i												
		Tops Market	Smithfield	1.49											
			Smithfield Premium	3.49											
			Sugardale		1.49	1.69	1.69								
			Tops	2.99					2.69	2.99					
			Sahlen's			3.99	3.99								local
			Smith's			3.99	3.99								local
		Walmart	Sam's Choice	1.98											
		Wegmans	Wegmans	1.99	3.99		1.99								
			Wegmans		1.49		1.49								w/ \$25 purchase; limit 1
			Signature		5.99										
			Hormel Cure 81												
		Sugardale											4.19		
	Weis Markets	Weis	2.99		2.99					2.99					
	Whole Foods MdAtl	Woodstown	3.99											antibiotic-free	
RI	Adams IGA	Vernon Manor	1.49												
		Alexander & Hornung		1.99			1.29	1.00							
		Carando		2.99											
	ALDI	Appleton Farms		0.95											limit 2
		Appleton Farms	1.89												
	Associated	Sugardale	1.99				1.19	0.99	3.99						
	Bravo	Cook's	1.99				1.19	0.99							
		Hatfield									3.69				
	Dave's Marketplace	Dave's		2.99					3.99						
		Triple M		3.99							3.99				
	Ideal Food Basket	Sugardale	1.99				1.19	0.99					3.49		
	Price Rite	Cook's	1.69				0.99	0.89							
	Save-a-Lot	n/i						0.79					2.99		
	Seabra Foods	Alexander & Hornung				1.99			2.99						
		Kretschmar		2.49											
	Shaw's	Smithfield					0.99	0.79							w/ \$25 purchase; limit 1
	n/i											3.49			
	Carando	1.99													
	Cook's					0.99	0.99								
	Smithfield							3.99							

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**CURED PORK**

State	Supermarket	Label	Spiral Cut Hams		Semi-Boneless		Bone-in Portions		Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions
			Whole	Half	Whole	Half	Butt	Shank	Whole	Half	1/4	bone-in	bone-in		
RI <i>(cont)</i>	Stop & Shop	Carando		1.49											
		Stop & Shop		1.29			0.99	0.89					3.49		
	Target	Market Pantry	1.19												limit 2
		Archer Farms	1.59												limit 2
	Walmart	Sam's Choice	1.98												
	Whole Foods NrthAtl	Woodstown	3.99												antibiotic-free
VT	AG of New England	Sugardale		1.49			0.89	0.69							
		Shurfine							2.79	2.89	2.99				
	ALDI	Appleton Farms		0.95											limit 2
		Appleton Farms	1.89												
	Food City Market	Alexander & Hornung					1.19	0.99							
		Cook's	1.99												
		Sugardale				1.99									
	Hannaford	Hannaford		0.97			0.77	0.57							limit 2
		Hannaford		2.79			1.89	1.69							
		Carando		2.49											
		Frick's									3.29				
		Kentucky Legend									3.99				
	IGA Stores NE	n/i					1.29	0.99							
	Price Chopper	Smithfield	2.49												
		Cook's		1.49			1.59	0.99					3.89		
		Pure Farmland	3.99												antibiotic-free
		Hatfield							3.29						
		Hormel Cure 81	2.99												
	Shaw's	Smithfield					0.99	0.79							w/ \$25 purchase; limit 1
		n/i											3.49		
	Carando	1.99													
	Cook's					0.99	0.99								
	Smithfield							3.99							
Tops Market	Smithfield	1.49								4.49					
	Smithfield Premium	3.49													
	Sugardale		1.49	1.69	1.69										
	Tops	2.99						2.69	2.99						
	Sahlen's			3.99	3.99									local	
	Smith's			3.99	3.99									local	
Walmart	Sam's Choice	1.98													



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Easter/Passover 2018  
**CURED PORK**

State	Supermarket	Label	Spiral Cut Hams		Semi-Boneless		Bone-in Portions		Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions
			Whole	Half	Whole	Half	Butt	Shank	Whole	Half	1/4	bone-in	bone-in		
<b>SOUTHEASTERN U.S. - AL,FL,GA,KY,MS,NC,SC,TN,VA,WV</b>															
AL	ALDI	Appleton Farms		0.95											limit 2
	Bruce's Foodland	Appleton Farms	1.89												
		Cook's						1.19							
		Sugar Tree		1.69											
	Cash Saver	Kentucky Legend							3.69	3.69					
	Dollar General Mrkt	Kentucky Legend							3.23	3.23					
		Smithfield		1.75											limit 1
		Kentucky Legend									4.50				
	Earth Fare	n/i	4.99												antibiotic-free
	Food Giant	Kentucky Legend							2.98						
		Best Choice		1.78											
	Gateway Foodland	Cook's						1.18							
		Cook's						1.19							
	Greer's Markets	Kentucky Legend							3.69	3.69					
		Sugardale					1.59	1.49							
		Hormel		2.19											
	Ingle's	Smithfield	1.68					0.98							
		Hormel Cure 81							4.58	4.58					
	Kroger Atlanta	Kroger		2.69											
		Kroger	1.59												limit 2
		Kentucky Legend									4.99				
		Private Selection	2.99								4.99				
		Smithfield									4.99				
		Smithfield						0.99							limit 2
	Kroger Nashville	Simple Truth			4.49										antibiotic-free; uncured
		Smithfield									4.29				
		Kroger	1.47												limit 2
		Kentucky Legend							2.99		4.99				
		Private Selection		3.49							3.99	5.99			
		Simple Truth			4.49										antibiotic-free; uncured
		Cumberland Gap				1.69					4.49				
	Lucky Supermarket	Cook's						1.19	1.19						limit 2
		Cook's						1.19							
		Kentucky Legend								2.99					
		Best Choice	1.99												
	Manning's PW	Sugar Tree	0.99												

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**Easter/Passover 2018**  
**CURED PORK**

State	Supermarket	Label	Spiral Cut Hams		Semi-Boneless		Bone-in Portions		Boneless			Smoked Picnic bone-in	Ham Steak bone-in	Country Ham	Conditions
			Whole	Half	Whole	Half	Butt	Shank	Whole	Half	1/4				
AL <i>(cont)</i>	Piggly Wiggly HAC	Best Choice	1.59	1.59											
		Cook's					1.29	0.99							
		Hormel Cure 81							4.99	4.99	4.99				
	Piggly Wiggly Houchen	Cook's			1.59			0.99							
		Best Choice		1.79											
		Hormel Cure 81								3.99	4.49				
	Piggly Wiggly Inc.	Sugardale						1.19					2.99		
		Smithfield		1.99											
		Cook's					1.69	1.39							
	Piggly Wiggly JTM	Sugar Tree		1.39											
		D.L. Lee						1.39							
	Publix	Publix		2.49	1.69	1.69			4.99						
		Publix Premium		2.69											
	Ramey's	Cook's					1.48	1.28					2.98		
		Smithfield	1.98												
	Rouses Market	Hormel Cure 81		1.44											limit 1
		Hormel Cure 81		1.79											
		Sugardale											3.49		
		Kentucky Legend									3.99				
	Save-a-Lot	n/i						0.79					2.99		
	Sprout's Market	n/i	1.89												
	Target	Market Pantry	1.69												limit 2
		Archer Farms	1.99												limit 2
	The Fresh Market	n/i	2.99												
	Vowell's	Cook's					1.39	1.19							
		Best Choice		1.89											
	Walmart	Sam's Choice	1.98												
Western Market	Hormel Cure 81		1.99												
	Royal Premium			1.99											
	Zeigler			2.99											
	Cook's						1.29								
Whole Foods South	n/i	3.99												antibiotic-free	
	Smithfield		1.99					1.19	0.99					limit 2	
	Smithfield									2.99					
Winn-Dixie	Smithfield														
	Hormel Cure 81									3.99					
FL	ALDI	Appleton Farms		0.95											limit 2
		Appleton Farms	1.89												

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CURED PORK

State	Supermarket	Label	Spiral Cut Hams		Semi-Boneless		Bone-in Portions		Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions
			Bone-in		Whole	Half	Butt	Shank	Whole	Half	1/4	bone-in	bone-in		
			Whole	Half											
FL (cont)	Bravo	Smithfield	2.98				1.58	1.58							
	Dollar General Mrkt	Smithfield		1.75											limit 1
		Kentucky Legend									4.50				
	Earth Fare	n/i	4.99												antibiotic-free
	Food Giant	Kentucky Legend							2.98						
		Best Choice		1.78											
		Cook's						1.18							
	Fresco y Mas	Smithfield						0.98							
	Gordon Food Service	GFS	1.49						2.29	2.29					
	Greer's Markets	Sugardale					1.59	1.49							
		Hormel		2.19											
	Harris Teeter	Harris Teeter		1.99											
		HT Trader's		2.49											
		Smithfield Premium	2.49								3.99				
		Hormel Cure 81								4.99					
	Harvey's	Jamestown					0.98	0.88							w/ store card
		Jamestown					2.79	2.79							
		Smithfield		1.68											w/ store card
		Smithfield		3.49											
	Hitchcock's	Cook's					1.18	0.98							
		Hormel		1.88											
		D.L. Lee										1.49			
	IGA Florida	n/i										1.59			
		Smithfield	1.99						1.19						
	Lucky's Market	Lucky's Market	2.99												
	Milam's Market	Smithfield		2.99											
	Piggly Wiggly Houchen	Cook's			1.59				0.99						
		Best Choice		1.79											
		Hormel Cure 81								3.99	4.49				
		Sugardale							1.19					2.99	
Publix	Publix		2.49	1.69	1.69				4.99						
	Publix Premium		2.69												
Safeway Eastern	Signature Select	1.29												w/ store card and coupon	
	Hormel Cure 81	1.99												w/ store card	
	Signature Select	1.69							2.99	2.88				w/ store card	
	Smithfield					1.19	0.99							w/ store card	
Save-a-Lot	n/i						0.79						2.99		

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State	Supermarket	Label	Spiral Cut Hams		Semi-Boneless		Bone-in Portions		Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions
			Whole	Half	Whole	Half	Butt	Shank	Whole	Half	1/4	bone-in	bone-in		
FL <i>(cont)</i>	Scaff's Market	D.L. Lee					1.39	1.29							
		n/i		2.49											
	Sedano's	Hormel Cure 81							4.99						
		Vernon Manor	1.39												
		Carando		2.99					3.99						
	Sprout's Market	n/i	1.89												
	Target	Market Pantry	1.79												limit 2
		Archer Farms	2.19												limit 2
		The Fresh Market	n/i	2.99											
		Walmart	Sam's Choice	1.98											
	Whole Foods Florida	n/i	3.99											antibiotic-free	
	Winn-Dixie	Smithfield		1.99			1.19	0.99						limit 2	
		Smithfield							2.99						
		Hormel Cure 81								3.99					
GA	ALDI	Appleton Farms		0.95											limit 2
		Appleton Farms	1.89												
	Bi-Lo	Smithfield		1.35			0.95	0.75							limit 2
		Smithfield							2.99						
		Hormel Cure 81								3.99					
	Dollar General Mrkt	Smithfield		1.75											limit 1
		Kentucky Legend								4.50					
	Earth Fare	n/i	4.99												antibiotic-free
	Food Depot	Vernon Manor	0.98												
		Sunset Farms										1.27			
	Food Giant	Kentucky Legend							2.98						
		Best Choice		1.78											
		Cook's													
	Food Lion	Food Lion	1.37												w/ store card; limit 2
		Food Lion	2.49												
		Smithfield	1.79												w/ store card
	Smithfield	2.79													
Galaxy Food Stores	Smithfield					0.98	0.98								
	Smithfield		1.48											w/ \$25 purchase; limit 1	
Harris Teeter	Harris Teeter		1.99												
	HT Trader's		2.49												
	Smithfield Premium	2.49								3.99					
	Hormel Cure 81								4.99						

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State	Supermarket	Label	Spiral Cut Hams		Semi-Boneless		Bone-in Portions		Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions	
			Bone-in		Whole	Half	Butt	Shank	Whole	Half	1/4	bone-in	bone-in			
GA (cont)	Harvey's	Jamestown					0.98	0.88							w/ store card	
		Jamestown					2.79	2.79								
		Smithfield		1.68												w/ store card
	IGA Food Stores	Smithfield		3.49												
		Smithfield		1.19												
		n/i					1.29	1.19								
	IGA Stores SE	Smithfield		1.78			0.98	0.98								
		Ingle's	Smithfield	1.68				0.98								
	Kroger Atlanta	Kroger	Hormel Cure 81		2.69					4.58	4.58					
			Kroger	1.59												limit 2
		Kentucky Legend										4.99				
		Private Selection	3.29									4.99				
		Smithfield										4.99				
	Lidl	Smithfield						0.99								limit 2
		Simple Truth			4.49											antibiotic-free; uncured
		Preferred Selection	1.89								2.99					spiral-cut
	Lucky's Market	n/i	1.69				0.69	0.69						2.69		
		Lucky's Market	2.99													
	Piggly Wiggly Car.	n/i					0.99	0.99				1.49	1.99			
		Piggly Wiggly HAC	Best Choice	1.59	1.59			1.29	0.99							
			Cook's													
	Piggly Wiggly Houchen	Hormel Cure 81							4.99	4.99	4.99					
		Cook's			1.59				0.99							
		Best Choice		1.79												
		Hormel Cure 81								3.99	4.49					
	Piggly Wiggly JTM	Sugardale						1.19					2.99			
		Sugar Tree		1.39												
	Publix	D.L. Lee						1.39								
		Publix		2.49	1.69	1.69				4.99						
	Save-a-Lot	Publix Premium		2.69												
n/i							0.79					2.99				
Sprout's Market	n/i	1.89														
Target	Market Pantry	1.69													limit 2	
	Archer Farms	1.99													limit 2	
The Fresh Market	n/i	2.99														

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**CURED PORK**

State	Supermarket	Label	Spiral Cut Hams Bone-in		Semi-Boneless		Bone-in Portions		Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions
			Whole	Half	Whole	Half	Butt	Shank	Whole	Half	1/4	bone-in	bone-in		
GA <i>(cont)</i>	Walmart	Sam's Choice	1.98												
	Wayfield's	Sugar Tree	1.69												
		Smithfield						0.99							
		Sugardale											2.69		
	Whole Foods South	n/i	3.99												antibiotic-free
	Winn-Dixie	Smithfield		1.99				1.19	0.99						limit 2
		Smithfield								2.99					
		Hormel Cure 81									3.99				
KY	ALDI	Appleton Farms		0.95											limit 2
		Appleton Farms	1.89												
	Chappell's	Smithfield									2.59				
		Kentucky Legend							3.29	3.29					
		Sugar Tree		1.49											
	Cox IGA	Cook's					1.29	1.19							
		Cumberland Gap							2.19	2.29					
		Smithfield	1.99												
		Sugardale					1.69	1.39							
		Kentucky Legend							3.79						
	Dollar General Mrkt	Smithfield		1.75											limit 1
		Kentucky Legend									4.50				
	E.W. James	Best Choice	1.98	1.98											
		Cook's			1.68		1.48	1.28					2.98		
		Kentucky Legend							3.98	3.98					antibiotic-free
	Earth Fare	n/i	4.99												
	Food Fair	Superior							1.89	2.19					
	Food Giant	Kentucky Legend							2.98						
		Best Choice		1.78											
		Cook's											2.98		
Food Lion	Food Lion	1.37												w/ store card; limit 2	
	Food Lion	2.49													
	Smithfield	1.79												w/ store card	
	Smithfield	2.79													
Food Rite	Food Rite											1.19			
	Cook's							0.99							
	Sugardale							0.99							
	Kentucky Legend								3.49	3.49					
	Smithfield	1.99													

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

**Easter/Passover 2018**  
**CURED PORK**

State	Supermarket	Label	Spiral Cut Hams		Semi-Boneless		Bone-in Portions		Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions
			Whole	Half	Whole	Half	Butt	Shank	Whole	Half	1/4	bone-in	bone-in		
KY <i>(cont)</i>	Food Rite <i>(continued)</i>	John Morrell							2.49	2.49					
		Best Choice	1.69	1.69											
	Foodland	Superior							1.89						
		Sugardale					1.59	1.59							
	Fresh Encounter	Smithfield		0.97											w/ \$25 purchase; limit 1
		Sugardale													w/ \$25 purchase; limit 1
		Sugardale											3.49		
		Chief		3.99											
		Cumberland Gap								1.69					
		Kentucky Legend												4.99	
	Galaxy Food Stores	Smithfield					0.98	0.98							
		Smithfield		1.48											w/ \$25 purchase; limit 1
	Gordon Food Service	GFS	1.49						2.29	2.29					
	IGA Houchen's	Smithfield		1.99											
		Kentucky Legend								2.49					w/ \$25 purchase; limit 1
		Kentucky Legend									2.99				
		Kretschmar								1.99					
		Cumberland Gap			1.99	2.19									
	IGA Stores OH/KY	Smithfield		1.99											
		Sugardale					1.39	1.29							
		Kentucky Legend							3.79	3.99					
	IGA SpartanNash	Open Acres		1.37			0.99	0.99							
		Cumberland Gap							1.99	2.29					
	IGA Stores SE	Smithfield		1.78			0.98	0.98							
	Kroger Cincinnati	Kroger		2.49					2.99	3.29					
		Kroger	0.97												limit 2
		Private Selection	1.99							3.99	3.99				
		Smithfield	2.79								3.99				
		Simple Truth				4.49									antibiotic-free; uncured
		John Morrell										4.99			
	Cook's					0.87	0.87							limit 2	
	Cumberland Gap							1.99							
Kroger Delta	Kroger	1.99	2.49					2.99	3.29						
	Private Selection		3.49							4.99	3.99				
	Smithfield	2.79	3.49								3.99				
	Smithfield						0.98							limit 2	
	Kentucky Legend									3.99					

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

**Easter/Passover 2018**

prices in \$US per pound unless otherwise noted.

**CURED PORK**

State	Supermarket	Label	Spiral Cut Hams Bone-in		Semi-Boneless		Bone-in Portions		Boneless			Smoked Picnic bone-in	Ham Steak bone-in	Country Ham	Conditions	
			Whole	Half	Whole	Half	Butt	Shank	Whole	Half	1/4					
KY <i>(cont)</i>	Kroger Delta <i>(continued)</i>	John Morrell Clifty Farm									4.99			1.19		
		Kroger MidAtlantic	Private Selection	1.99	3.49						3.99	5.99				
		Smithfield	1.99								4.29					
		Kentucky Legend								4.49	4.99					
		Simple Truth				4.49									antibiotic-free; uncured	
		Cumberland Gap			3.49				1.99		4.49					
		Kroger	0.99												limit 2	
	Kroger Mid-South	Private Selection		2.49							3.99	4.99				
		Kroger	0.97												limit 2	
		Kentucky Legend									2.99	3.99				
		Simple Truth				4.49										antibiotic-free; uncured
	Kroger Nashville	Cumberland Gap			1.49				2.49							
		Smithfield					1.29	1.29								
		Smithfield										4.29				
		Kroger	0.97												limit 2	
		Kentucky Legend							2.99	2.99	4.99					
		Private Selection		3.49							3.99	5.99				
	Lucky's Market	Simple Truth				4.49										antibiotic-free; uncured
		Cumberland Gap			1.69							4.49				
		Cook's					1.19	1.19							limit 2	
		Lucky's Market	2.99													
	Meijer	Cook's		0.97											limit 2	
		Meijer		2.89							1.99					
		Smithfield		2.99												
	Piggly Wiggly Houchen	Sugardale									1.99					
		Cook's			1.59					0.99						
		Best Choice		1.79												
	Remke Markets	Hormel Cure 81									3.99	4.49				
Sugardale									1.19				2.99			
Smithfield			0.97												w/ \$25 purchase; limit 1	
Sugardale									0.99						w/ \$25 purchase; limit 1	
Cumberland Gap									1.69							
	Chief		3.99													
	Kentucky Legend									4.99						



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**CURED PORK**

State	Supermarket	Label	Spiral Cut Hams		Semi-Boneless		Bone-in Portions		Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions	
			Whole	Half	Whole	Half	Butt	Shank	Whole	Half	1/4	bone-in	bone-in			
KY <i>(cont)</i>	Ruler Foods	Cook's					0.99	0.99								
	Save-a-Lot SuperVALU Stores	Kroger	0.95							2.99				2.99		
		Kentucky Legend														
		n/i							0.79							
		Sugardale			1.79	1.79										
		Essential Everyday								2.99	2.99					
	Target	Hormel Cure 81														
		Cloverdale								3.99						
	TC Grocers	Market Pantry	0.99													limit 2
		Archer Farms	1.39													limit 2
	The Fresh Market	Kretschmar								1.29						w/ \$25 purchase; limit 1
		Kretschmar								2.28						
	ValuMarket	n/i	2.99													
Best Choice		1.99														
Walmart	Fischer's								1.99	2.19						
	Kentucky Legend								3.49	3.69						
Whole Foods MdAtl	Sam's Choice	1.98														
	Woodstown	3.99													antibiotic-free	
MS	AG of Baton Rouge	Smithfield		1.99			1.39	1.29								
	ALDI	Appleton Farms		0.95												limit 2
		Appleton Farms	1.89													
	Corner Market	Hillshire Farm		2.49												
	Dollar General Mrkt	Smithfield		1.75												limit 1
		Kentucky Legend										4.50				
	Food Giant	Kentucky Legend							2.98							
		Best Choice		1.78												
	Greer's Markets	Cook's														
		Sugardale					1.59	1.49								
	Kroger Delta	Hormel		2.19												
		Kroger	1.99	2.49					2.99	3.29						
		Private Selection		3.49							4.99	3.99				
Smithfield		2.79	3.49								3.99					
Smithfield								0.98							limit 2	
	Kentucky Legend								3.99							
	John Morrell										4.99					
	Clifty Farm												1.19			

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**CURED PORK**

State	Supermarket	Label	Spiral Cut Hams Bone-in		Semi-Boneless		Bone-in Portions		Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions	
			Whole	Half	Whole	Half	Butt	Shank	Whole	Half	1/4	bone-in	bone-in			
MS <i>(cont)</i>	Mac's Fresh Market	Cook's						0.98							w/ \$10 purchase; limit 1	
		Cook's					1.19									
	McDade's	Cook's					0.99									
		Kentucky Legend							2.99	3.49						
		Best Choice	1.89													
	Piggly Wiggly Houchen	Cook's			1.59			0.99								
		Best Choice		1.79												
		Hormel Cure 81								3.99	4.49					
		Sugardale						1.19					2.99			
	Piggly Wiggly HGR	Cook's						1.29								
	Ramey's	Cook's					1.48	1.28					2.98			
		Smithfield	1.98													
	Rouses Market	Hormel Cure 81		1.44												limit 1
		Hormel Cure 81		1.79												
		Sugardale											3.49			
		Kentucky Legend								3.99						
	Save-a-Lot	n/i						0.79					2.99			
	Superlo Foods	Sugardale						1.19								
	Target	Market Pantry	1.69													limit 2
		Archer Farms	1.99													limit 2
The Fresh Market	n/i	2.99														
Vowell's	Cook's					1.39	1.19									
	Best Choice		1.89													
Walmart	Sam's Choice	1.98														
Whole Foods South	n/i	3.99												antibiotic-free		
Winn-Dixie	Smithfield		1.99				1.19	0.99						limit 2		
	Smithfield								2.99							
	Hormel Cure 81									3.99						
NC	ALDI	Appleton Farms		0.95											limit 2	
		Appleton Farms	1.89													
	Bi-Lo	Smithfield		1.35				0.95	0.75						limit 2	
		Smithfield								2.99						
		Hormel Cure 81									3.99					
Carlie C's IGA	n/i										1.18					
	n/i					0.88	0.78							w/ \$20 purchase; limit 1		
	Vernon Manor	1.28														
	Sugardale											2.99				

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**CURED PORK**

State	Supermarket	Label	Spiral Cut Hams		Semi-Boneless		Bone-in Portions		Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions	
			Whole	Half	Whole	Half	Butt	Shank	Whole	Half	1/4	bone-in	bone-in			
NC <i>(cont)</i>	Compare Foods	Smithfield					0.99	0.99								
	Earth Fare	n/i	4.99												antibiotic-free	
	Farm Fresh	Smithfield		1.29			0.89	0.89								
	Food Lion	Food Lion		1.37					0.77							w/ store card; limit 2
		Food Lion		2.49					1.69							
	Smithfield	Smithfield		1.79					0.99							w/ store card
		Smithfield		2.79					1.79							
	Fresh Foods	n/i										1.19				
	Galaxy Food Stores	Smithfield					0.98	0.98								
		Smithfield			1.48											w/ \$25 purchase; limit 1
	Great Valu Markets	Sugardale					0.89	0.69								w/ \$25 purchase; limit 1
		Sugardale		1.79												
	Felts														1.99	
		Harris Teeter	Harris Teeter		1.99											
		HT Trader's			2.49											
	Smithfield Premium			2.49												
		Hormel Cure 81														
	Harvey's	Jamestown					0.98	0.88								w/ store card
		Jamestown					2.79	2.79								
	Smithfield	Smithfield			1.68											w/ store card
		Smithfield			3.49											
	Hills Food Stores	Open Acres					1.29	1.19								
	IGA Food Stores	Smithfield			1.19											
		n/i					1.29	1.19								
	IGA Stores SE	Smithfield			1.78		0.98	0.98								
	Ingle's	Smithfield		1.68					0.98							
		Hormel Cure 81								4.58	4.58					
Kroger MidAtlantic	Private Selection		1.99	3.49												
	Smithfield		1.99													
Kentucky Legend										4.49	4.99					
	Simple Truth				4.49										antibiotic-free; uncured	
Cumberland Gap					3.49				1.99		4.49					
	Kroger		0.99												limit 2	
Lidl	Preferred Selection		1.89								2.99				spiral-cut	
	n/i		1.69			0.69	0.69									
	Sugardale											2.69				

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**CURED PORK**

State	Supermarket	Label	Spiral Cut Hams		Semi-Boneless		Bone-in Portions		Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions
			Whole	Half	Whole	Half	Butt	Shank	Whole	Half	1/4	bone-in	bone-in		
NC <i>(cont)</i>	Lowe's Food Stores	Smithfield	1.37												w/ coupon
		Smithfield	1.57												
		Frick's					0.97	0.97							limit 2
	Piggly Wiggly Retail	Hormel Cure 81			1.97										
		Smokehouse							2.99		4.99				
		Open Acres			2.29				1.19	1.19					
		Smithfield			2.59						3.79		3.39		
	Piggly Wiggly Stores	D.L. Lee										1.29			1.99
		Daniel Boone												1.99	2.19
		Felt's										1.29			
	Publix	Smithfield			1.99		1.09	0.99							
		Publix Premium			2.49	1.69	1.69		4.99						
	Save-a-Lot	n/i			2.69								2.99		
	Sprout's Market	n/i		1.89											
	Target	Market Pantry		0.99											limit 2
		Archer Farms		1.39											limit 2
	The Fresh Market	n/i		2.99											
	Walmart	Sam's Choice		1.98											
Whole Foods South	n/i		3.99											antibiotic-free	
SC	ALDI	Appleton Farms		0.95											limit 2
		Appleton Farms		1.89											
	Bi-Lo	Smithfield			1.35		0.95	0.75			2.99				limit 2
		Hormel Cure 81										3.99			
	Dollar General Mrkt	Smithfield			1.75										limit 1
		Kentucky Legend										4.50			
	Earth Fare	n/i		4.99										antibiotic-free	
	Food Lion	Food Lion		1.37				0.77							w/ store card; limit 2
		Food Lion		2.49				1.69							
		Smithfield		1.79				0.99							w/ store card
		Smithfield		2.79				1.79							
	Galaxy Food Stores	Smithfield					0.98	0.98							
Smithfield				1.48										w/ \$25 purchase; limit 1	
Harris Teeter	Harris Teeter		1.99												
	HT Trader's		2.49												

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**CURED PORK**

State	Supermarket	Label	Spiral Cut Hams		Semi-Boneless		Bone-in Portions		Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions	
			Whole	Half	Whole	Half	Butt	Shank	Whole	Half	1/4					
SC <i>(cont)</i>	Harris Teeter <i>(continued)</i> Harvey's	Smithfield Premium	2.49								3.99					
		Hormel Cure 81								4.99						
		Jamestown					0.98	0.88							w/ store card	
	Jamestown					2.79	2.79									
	Smithfield				1.68										w/ store card	
	Smithfield				3.49											
	IGA Food Stores	Smithfield				1.19										
		n/i					1.29	1.19								
	IGA Stores SE Ingle's	Smithfield				1.78			0.98	0.98						
		Smithfield			1.68					0.98						
	Kroger Atlanta	Hormel Cure 81									4.58	4.58				
		Kroger				2.69										
		Kroger			1.59											limit 2
		Kentucky Legend										4.99				
		Private Selection			3.29							4.99				
	Lidl	Smithfield										4.99				
		Smithfield								0.99						limit 2
		Simple Truth				4.49										antibiotic-free; uncured
		Preferred Selection			1.89							2.99				spiral-cut
		n/i			1.69				0.69	0.69						
	Lowe's Food Stores	Sugardale												2.69		
		Smithfield			1.37											w/ coupon
		Smithfield			1.57											
	Piggly Wiggly Car. Publix	Frick's							0.97	0.97						limit 2
		Hormel Cure 81				1.97										
		Smokehouse									2.99	4.99				
	Publix	n/i					0.99	0.99				1.49	1.99			
		Publix			2.49	1.69	1.69			4.99						
	Save-a-Lot Sprout's Market	Publix Premium				2.69										
		n/i								0.79				2.99		
Target	n/i			1.89												
	Market Pantry			1.69											limit 2	
The Fresh Market	Archer Farms			1.99											limit 2	
	n/i			2.99												
Walmart	Sam's Choice			1.98												
Whole Foods South	n/i			3.99											antibiotic-free	

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**Easter/Passover 2018**  
**CURED PORK**

State	Supermarket	Label	Spiral Cut Hams Bone-in		Semi-Boneless		Bone-in Portions		Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions	
			Whole	Half	Whole	Half	Butt	Shank	Whole	Half	1/4	bone-in	bone-in			
TN	ALDI	Appleton Farms		0.95											limit 2	
		Appleton Farms	1.89													
	Cash Saver	Kentucky Legend							3.23	3.23						
		Cash Saver Memphis	Cook's					1.08	1.08							
	Cash Saver TC	Kretschmar							2.18							
		Chappell's	Smithfield								2.59					
	Dollar General Mrkt	Kentucky Legend							3.29	3.29						
		Sugar Tree		1.49												
		Cook's					1.29	1.19								
	E.W. James	Smithfield		1.75												limit 1
		Kentucky Legend									4.50					
	Earth Fare	Best Choice	1.98	1.98												
		Cook's			1.68		1.48	1.28						2.98		
	Food Country	Kentucky Legend							3.98	3.98						antibiotic-free
		n/i	4.99													
	Food Lion	Hormel Cure 81		1.99												
		Food Giant	Kentucky Legend						2.98							
	Food Rite	Best Choice		1.78												
		Cook's														
		Food Lion	Food Lion	1.37												w/ store card; limit 2
		Food Lion	Food Lion	2.49												
		Smithfield	Smithfield	1.79												w/ store card
	Gordon Food Service	Smithfield														
		Food Rite											1.19			
		Cook's														
		Sugardale														
		Kentucky Legend							3.49	3.49						
	H.G. Hill	Smithfield	1.99													
John Morrell								2.49	2.49							
IGA Houchen's	Best Choice	1.69	1.69													
	GFS	1.49						2.29	2.29							
IGA Houchen's	Cook's			1.39		1.39	1.19									
	Kentucky Legend							2.99	3.49							
	Sugardale			1.39		1.39	1.19									
IGA Houchen's	Best Choice	1.89	1.89													
	Smithfield		1.99													
IGA Houchen's	Kentucky Legend							2.49							w/ \$25 purchase; limit 1	

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**CURED PORK**

State	Supermarket	Label	Spiral Cut Hams Bone-in		Semi-Boneless		Bone-in Portions		Boneless			Smoked Picnic bone-in	Ham Steak bone-in	Country Ham	Conditions
			Whole	Half	Whole	Half	Butt	Shank	Whole	Half	1/4				
TN <i>(cont)</i>	IGA Houchen's <i>(continued)</i>	Kentucky Legend									2.99				
		Kretschmar							1.99						
		Cumberland Gap			1.99	2.19									
	IGA Stores OH/KY	Smithfield		1.99											
		Sugardale					1.39	1.29							
		Kentucky Legend							3.79	3.99					
	IGA Stores SE	Smithfield		1.78			0.98	0.98							
		Ingle's	Smithfield	1.68				0.98							
	Kroger Delta	Hormel Cure 81							4.58	4.58					
		Kroger		1.99	2.49				2.99	3.29					
		Private Selection			3.49						4.99	3.99			
		Smithfield		2.79	3.49							3.99			
		Smithfield						0.98							limit 2
	Kroger MidAtlantic	Kentucky Legend									3.99				
		John Morrell										4.99			
		Clifty Farm												1.19	
		Private Selection		1.99	3.49						3.99	5.99			
		Smithfield		1.99								4.29			
		Kentucky Legend									4.49	4.99			
		Simple Truth				4.49									antibiotic-free; uncured
	Kroger Nashville	Cumberland Gap			3.49				1.99			4.49			
		Kroger		0.99											limit 2
		Smithfield										4.29			
		Kroger		1.47											limit 2
		Kentucky Legend							2.99		4.99				
	Lucky Supermarket	Private Selection			3.49						3.99	5.99			
		Simple Truth				4.49									antibiotic-free; uncured
		Cumberland Gap			1.69							4.49			
		Cook's					1.19	1.19							limit 2
		Cook's						1.19							
Kentucky Legend										2.99					
Best Choice			1.99												
Osborne's Publix	Kentucky Legend										3.99				
	Publix			2.49	1.69	1.69		4.99							
	Publix Premium			2.69											

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**CURED PORK**

State	Supermarket	Label	Spiral Cut Hams		Semi-Boneless		Bone-in Portions		Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions
			Bone-in		Whole	Half	Butt	Shank	Whole	Half	1/4	bone-in	bone-in		
TN <i>(cont)</i>	Ruler Foods	Cook's					0.99	0.99							
		Kroger	0.95												
		Kentucky Legend							2.99						
		Save-a-Lot	n/i										2.99		
		Sprout's Market	n/i	1.89											
		Superlo Foods	Sugardale												
		Target	Market Pantry	0.99											limit 2
			Archer Farms	1.39											limit 2
		TC Grocers	Kretschmar							1.29					w/ \$25 purchase; limit 1
			Kretschmar							2.28					
		The Fresh Market	n/i	2.99											
	Tietgen's	Kentucky Legend							3.49	3.49	3.99				
		Cook's						0.99						w/ purchase; limit 1	
		Best Choice	1.89	1.89											
	Walmart	Sam's Choice	1.98												
	Whole Foods South	n/i	3.99											antibiotic-free	
VA	ALDI	Appleton Farms		0.95											limit 2
		Appleton Farms	1.89												
		Dollar General Mrkt	Smithfield		1.75										limit 1
			Kentucky Legend								4.50				
		Earth Fare	n/i	4.99											antibiotic-free
		Farm Fresh	Smithfield		1.29			0.89	0.89						
		Food Country	Hormel Cure 81		1.99										
		Food Lion	Food Lion	1.37					0.77						w/ store card; limit 2
			Food Lion	2.49					1.69						
			Smithfield	1.79					0.99						w/ store card
			Smithfield	2.79					1.79						
		Galaxy Food Stores	Smithfield					0.98	0.98						
			Smithfield		1.48										w/ \$25 purchase; limit 1
		Giant Food	Giant		1.27			0.97	0.77						w/ \$25 purchase; limit 1
		Grant's Market	Smithfield					0.99	0.99						
			Hormel Cure 81	1.19											limit 2
		Great Valu Markets	Sugardale					0.89	0.69						w/ \$25 purchase; limit 1
			Sugardale	1.79											
			Felts											1.99	
	Harris Teeter	Harris Teeter		1.99											
		HT Trader's		2.49											



U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

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CURED PORK

State	Supermarket	Label	Spiral Cut Hams		Semi-Boneless		Bone-in Portions		Boneless			Smoked Picnic bone-in	Ham Steak bone-in	Country Ham	Conditions
			Whole	Half	Whole	Half	Butt	Shank	Whole	Half	1/4				
VA <i>(cont)</i>	Harris Teeter <i>(continued)</i>	Smithfield Premium	2.49								3.99				
		Hormel Cure 81									4.99				
	IGA Houchen's	Smithfield		1.99											
		Kentucky Legend							2.49						w/ \$25 purchase; limit 1
		Kentucky Legend									2.99				
		Kretschmar							1.99						
	IGA Stores SE Ingle's	Cumberland Gap			1.99	2.19									
		Smithfield		1.78			0.98	0.98							
		Smithfield	1.68					0.98							
		Hormel Cure 81							4.58	4.58					
	Kroger MidAtlantic	Private Selection	1.99	3.49							3.99	5.99			
		Smithfield	1.99									4.29			
		Kentucky Legend									4.49	4.99			
		Simple Truth				4.49									antibiotic-free; uncured
	Lidl	Cumberland Gap			3.49				1.99			4.49			
		Kroger	0.99												limit 2
		Preferred Selection	1.89									2.99			spiral-cut
		n/i	1.69				0.69	0.69							
	Lowe's Food Stores	Sugardale											2.69		
		Smithfield	1.37												w/ coupon
		Smithfield	1.57												
	Martin's Food	Frick's					0.97	0.97							limit 2
		Hormel Cure 81		1.97											
		Smokehouse							2.99		4.99				
		Giant		1.19			0.89	0.69							w/ \$25 purchase; limit 2
	Piggly Wiggly Retail	Smithfield	2.99												
		Hatfield							1.99						
Open Acres			2.29			1.19	1.19								
Piggly Wiggly Stores	Smithfield		2.59							3.79		3.39			
	D.L. Lee										1.29				
	Daniel Boone												1.99		
	Felt's												2.19		
	n/i										1.29				
Price Rite	Smithfield		1.99			1.09	0.99								
Publix	Cook's	1.69				0.99	0.89								
	Publix		2.49	1.69	1.69			4.99							
		Publix Premium		2.69											

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**CURED PORK**

State	Supermarket	Label	Spiral Cut Hams		Semi-Boneless		Bone-in Portions		Boneless			Smoked Picnic bone-in	Ham Steak bone-in	Country Ham	Conditions
			Whole	Half	Whole	Half	Butt	Shank	Whole	Half	1/4				
VA <i>(cont)</i>	Safeway Eastern	Signature Select	1.29												w/ store card and coupon
		Hormel Cure 81	1.99												w/ store card
		Signature Select	1.69							2.99	2.88				w/ store card
		Smithfield					1.19	0.99							w/ store card
	Save-a-Lot	n/i						0.79					2.99		
		Shop'n Save	Sugardale		1.49		1.89			1.98	2.18				
	Sugardale				0.98										limit 1
	Smithfield			2.49											
	Superior									2.29					
	Shoppers	Hillshire Farm		2.99											
		Smithfield		1.38			0.88	0.88							
	Shoppers Value	Jamestown					0.67	0.67							
		Hobes												1.78	
	Target	Sugardale											2.68		
		Market Pantry	0.99												limit 2
	The Fresh Market	Archer Farms	1.39												limit 2
		n/i	2.99												
	Walmart	Sam's Choice	1.98												
		Wegmans	Wegmans	1.99	3.99		1.99					4.99			
	Wegmans			1.49		1.49									w/ \$25 purchase; limit 1
Signature			5.99												
Hormel Cure 81										6.79					
Weis Markets	Sugardale											4.19			
	Weis	2.99		2.99					2.99						
Whole Foods MdAtl	Woodstown	3.99												antibiotic-free	
WV	ALDI	Appleton Farms		0.95											limit 2
		Appleton Farms	1.89												
	Food Lion	Food Lion	1.37					0.77							w/ store card; limit 2
		Food Lion	2.49					1.69							
		Smithfield	1.79					0.99							w/ store card
		Smithfield	2.79					1.79							
	Foodland	Superior							1.89						
		Sugardale					1.59	1.59							
	Galaxy Food Stores	Smithfield					0.98	0.98							
		Smithfield		1.48											w/ \$25 purchase; limit 1
	Giant Eagle	Giant Eagle	1.79	1.79	0.98										limit 1
		Giant Eagle		3.29					1.99	2.29					

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**Easter/Passover 2018**  
**CURED PORK**

State	Supermarket	Label	Spiral Cut Hams Bone-in		Semi-Boneless		Bone-in Portions		Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions
			Whole	Half	Whole	Half	Butt	Shank	Whole	Half	1/4	bone-in	bone-in		
WV (cont)	Giant Eagle (continued)	Sugardale		2.79	1.29					2.69	2.99				
		Hillshire Farm		3.39											
	Grant's Market	Smithfield					0.99	0.99							
		Hormel Cure 81	1.19												limit 2
	IGA Stores SE	Smithfield		1.78			0.98	0.98							
		Kroger Columbus	Kroger		2.49					2.99	3.29				
	Kroger		0.97												limit 2
	Private Selection	Smithfield		3.49							4.99	3.99			
		Smithfield	2.79									3.99			
	John Morrell	Simple Truth				4.49						4.99			
		Sugardale						0.98							antibiotic-free; uncured limit 2
	Cumberland Gap	Private Selection	1.99	3.49	1.99							3.99	5.99		
		Smithfield	1.99										4.29		
	Kentucky Legend	Simple Truth				4.49						4.49	4.99		antibiotic-free; uncured
		Cumberland Gap			3.49					1.99		4.49			
	Kroger	Kroger	0.99												limit 2
		Martin's Food	Giant		1.19			0.89	0.69						w/ \$25 purchase; limit 2
	Smithfield		2.99												
	Hatfield	Hatfield								1.99					
		Piggly Wiggly Stores	n/i										1.29		
	Smithfield			1.99			1.09	0.99							
	Riesbeck's	Superior								1.19					
		Best Choice		1.59											
	Save-a-Lot	n/i							0.79					2.99	
		Shop'n Save	Sugardale		1.49		1.89			1.98	2.18				
	Sugardale				0.98										limit 1
	Smithfield	Smithfield		2.49											
		Superior								2.29					
	Hillshire Farm	Hillshire Farm		2.99											
		Sparkle Markets	Sparkle							1.69					limit 1
	Sugardale			1.99											
	Hillshire Farm	Hillshire Farm		3.49											
		Target	Market Pantry	0.99											limit 2
Archer Farms	1.39													limit 2	

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**CURED PORK**

State	Supermarket	Label	Spiral Cut Hams Bone-in		Semi-Boneless		Bone-in Portions		Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions
			Whole	Half	Whole	Half	Butt	Shank	Whole	Half	1/4	bone-in	bone-in		
WV <i>(cont)</i>	Walmart	Sam's Choice	1.98												
	Weis Markets	Weis	2.99		2.99					2.99					

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CURED PORK

State	Supermarket	Label	Spiral Cut Hams Bone-in		Semi-Boneless		Bone-in Portions		Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions
			Whole	Half	Whole	Half	Butt	Shank	Whole	Half	1/4	bone-in	bone-in		
<b>MIDWESTERN U.S. - IA,IL,IN,MI,MN,ND,NE,OH,SD,WI</b>															
IA	AW Grocers	Cook's					1.59	1.39							
		Best Choice		1.99											
		Hormel		1.68											
		Sugardale					1.18	0.98							
	ALDI	Hormel Cure 81							3.49	3.49					
		Appleton Farms		0.95											limit 2
	Brothers Market	Appleton Farms	1.89												
		Best Choice	1.69	1.69											
		Hormel Cure 81								3.99					
		Kentucky Legend							4.49						
	Family Fare	Smithfield	2.59											2.99	
		Cook's													
		Kretschmar							2.99	2.99					
		Open Acres		1.69		1.29		1.29							limit 2
	Family Foods	Cloverdale							2.47						limit 2
		Open Acres		2.29		2.29	1.59	1.29							
		Cedar Hollow							2.99						
	Fareway	Hormel Cure 81							3.99						
		Cloverdale								3.99					
		Fareway							2.99	2.99					
	Fishers Jack & Jill	Webster City			2.99									3.99	
		n/i													
	Food Pride	Open Acres		2.29		2.29	1.59	1.29						3.99	
		Hormel Cure 81								3.99					
Hometown Foods	Open Acres				2.29	1.59	1.29								
	Spring Hill							1.99	1.99						
	Hormel Cure 81							3.99							
Hy-Vee	Cloverdale								3.99						
	Best Choice		1.88												
Hy-Vee	Hormel Cure 81								3.88						
	Cook's					1.49	1.19					2.99			
	Hormel Cure 81		2.69					4.49	4.49	4.49					
	Smithfield	2.99													
	Sugardale					1.99	1.99					3.99			
	Frick's					1.68	1.68								

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**CURED PORK**

State	Supermarket	Label	Spiral Cut Hams Bone-in		Semi-Boneless		Bone-in Portions		Boneless			Smoked Picnic bone-in	Ham Steak bone-in	Country Ham	Conditions
			Whole	Half	Whole	Half	Butt	Shank	Whole	Half	1/4				
IA <i>(cont)</i>	Hy-Vee <i>(continued)</i>	Cook's			1.48		1.88	1.88							
		Hy-Vee	1.99	2.28											
	Jewel-Osco	Cook's		0.99			0.69	0.49							w/ \$25 purchase; limit 1
		Cook's		1.99			1.19	1.09							
		Kentucky Legend							3.99						
		Frick's					0.69	0.49							w/ \$25 purchase; limit 1
		Frick's				1.49	1.19	1.09							
		Smithfield	2.49												
		Hormel		1.99											
		Lucky's Market	Lucky's Market	2.99											
	Maynard's	Sugardale					1.49	1.29							
		Hormel Cure 81								3.79					
	No Frills	Open Acres		1.57				1.29							limit 2
	Price Chopper	Cook's						1.79					2.99		
		Farmland							3.49						
		Smithfield	1.69	1.69								3.49			
		Smithfield Premium		2.79											
	Quillin's	Cook's					0.99								limit 2
		Cook's					1.19								
		John Morrell			1.99	1.99									limit 2
		John Morrell			2.19	2.19									
		Quillin's							3.49						
		Save-a-Lot	n/i					0.79					2.99		
	Schnuck's	Kretschmar							1.19						w/ \$25 purchase; limit 1
		Frick's					0.89	0.59							w/ \$25 purchase; limit 1
		Frick's			2.19										
		Kentucky Legend							2.19						w/ \$25 purchase; limit 1
	Schnuck's	1.79													
	Double G			2.19											
Sunshine Foods	Cook's					1.49	1.49								
Super Saver	Smokehouse							4.98							
	Cook's											2.98			
Target	Market Pantry	1.39												limit 2	
	Archer Farms	1.79												limit 2	
Thriftway Stores	Best Choice	1.69	1.69												
	Hormel Cure 81									3.99					
		Kretschmar						2.99							

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**CURED PORK**

State	Supermarket	Label	Spiral Cut Hams		Semi-Boneless		Bone-in Portions		Boneless			Smoked Picnic bone-in	Ham Steak bone-in	Country Ham	Conditions
			Whole	Half	Whole	Half	Butt	Shank	Whole	Half	1/4				
IA <i>(cont)</i>	Thriftway Stores <i>(continued)</i> Walmart Whole Foods MW	Smithfield	2.99												
		Cook's			1.49	1.49							2.99		
		Sam's Choice	1.98												
		n/i	3.99												antibiotic-free
IL	AW Grocers	Cook's					1.59	1.39							
		Best Choice		1.99											
	ALDI	Appleton Farms		0.95											limit 2
		Appleton Farms	1.89												
	Angelo Caputo	La Bella Romana		3.99											
		Best Choice		1.79											
		Sugardale					1.29	0.99							
		Hillshire Farm		2.99											
	Berkot's	Prairie Grove		3.99											antibiotic-free
		Sugardale	1.99						1.19						
		Hillshire Farm		2.99		2.99									
	Borowiak's IGA	Kentucky Legend										3.99			
		Kretschmar								1.99					limit 1
		Kretschmar								1.79					w/ \$20 purchase; limit 1
		Kretschmar	2.49								2.49	3.49			
		Frick's				2.49	1.19	1.19			2.49	2.99		3.99	
	Brookhaven	Emge								3.89	3.99				
		Cook's					1.19	1.19							
		Cumberland Gap			1.99	2.19									
		Open Acres		1.99											
	Butera Market	Smithfield		1.49											limit 3
		Hillshire Farm	2.89		2.49	2.69									
	County Market NFI	Jamestown					0.59	0.39							w/ \$10 purchase; limit 1
		Kretschmar								2.49					
		Kretschmar		1.39											limit 2
		Frick's			1.99		1.89	1.69							
Korn Top				1.99		1.89	1.69								
Cub Foods	Double G								3.49	3.69					
	Kentucky Legend									3.99					
	Indiana Kitchen	3.49													
	Smithfield	1.77				1.39	1.39								
	Hormel	1.99													
	Hormel Cure 81								3.99	3.99					

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CURED PORK

State	Supermarket	Label	Spiral Cut Hams Bone-in		Semi-Boneless		Bone-in Portions		Boneless			Smoked Picnic bone-in	Ham Steak bone-in	Country Ham	Conditions	
			Whole	Half	Whole	Half	Butt	Shank	Whole	Half	1/4					
IL <i>(cont)</i>	Dierberg's	Hormel Cure 81	1.39												w/ \$25 purchase; limit 1	
		Kretschmar													w/ \$25 purchase; limit 1	
		Dierberg's													w/ \$25 purchase; limit 1	
		Double G		2.99	1.99	1.99										
		Double G					2.19									butt half
		Double G								2.49						w/ \$25 purchase; limit 1
		Frick's				2.49	2.69									
	Fairplay Foods	Frick's					2.79									butt half
		Sugardale						0.88	0.68							w/ \$10 purchase; limit 1
		Sugardale				1.49										
		Cook's		1.48												w/ \$10 purchase; limit 1
	Fareway	Kentucky Legend								3.49	3.49	3.99				
		Cook's						1.49	1.29							
		Fareway								2.99	2.99					
	Fishers Jack & Jill	Webster City			2.99											
		n/i												3.99		
	Food 4 Less	Open Acres		2.29		2.29	1.59	1.29								
		Hormel Cure 81									3.99					
	Food Pride	Cook's					0.47	0.47								w/ \$25 purchase; limit 1
		Cook's	2.49				1.79	1.79								
		Hormel	0.97													w/ \$25 purchase; limit 1
		Hormel	2.49													
	Gordon Food Service	Open Acres				2.29	1.59	1.29								
		Spring Hill								1.99	1.99					
		Hormel Cure 81								3.99						
		Cloverdale									3.99					
	Heinen's	GFS	1.49							2.29	2.29					
		Heinen's	4.99		2.99											
	IGA Houchen's	Hy-Vee	Hormel Cure 81		2.69					4.49	4.49	4.49				
		Smithfield		2.99												
Sugardale						1.99	1.99					3.99				
Frick's						1.68	1.68									
Cook's				1.48		1.88	1.88									
Hy-Vee			1.99	2.28												
Smithfield				1.99												
IGA Houchen's	Kentucky Legend								2.49						w/ \$25 purchase; limit 1	
	Kentucky Legend									2.99						



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			Bone-in		Whole	Half	Butt	Shank	Whole	Half	1/4				
			Whole	Half								bone-in	bone-in		
IL <i>(cont)</i>	IGA Houchen's <i>(continued)</i>	Kretschmar								1.99					
		Cumberland Gap			1.99	2.19									
	IGA Stores IL/IN	Kretschmar	1.89							1.68					w/ \$25 purchase; limit 1
		Frick's					1.39	1.19							
	Jewel-Osco	Kentucky Legend								3.88	3.88				
		Cook's		0.99			0.69	0.49							w/ \$25 purchase; limit 1
		Cook's		1.99			1.19	1.09							
		Kentucky Legend								3.99					
		Frick's					0.69	0.49							w/ \$25 purchase; limit 1
		Frick's				1.49	1.19	1.09							
	Kirby Foods IGA	Smithfield	2.49												
		Hormel		1.99											
		Kretschmar	1.99							1.77	1.77				
		Frick's					1.39	1.19							
	Kroger Central	Kentucky Legend								3.88	3.88				
		Kroger	0.97												limit 2
		Kroger		0.99											
		Kentucky Legend										4.99			
		Smithfield	1.99									4.29			
		Private Selection		2.99								3.99			
	Kroger Mid-South	Cumberland Gap			1.79					1.99		4.49			
		Cook's						0.87							limit 2
		Private Selection		2.49							3.99	4.99			
		Kroger	0.97												limit 2
		Kentucky Legend									2.99	3.99			
		Simple Truth				4.49									antibiotic-free; uncured
	Mariano's	Cumberland Gap			1.49					2.49					
		Smithfield					1.29	1.29							
Cook's		1.35												w/ store card; limit 1	
Meijer	Roundy's	3.75													
	Cook's		0.97											limit 2	
	Meijer		2.89						1.99						
Pete's Market	Smithfield		2.99												
	Sugardale								1.99						
	Sugardale	2.99				1.39	1.29							w/ \$25 purchase; limit 1	
		Sugardale					0.99								

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			Whole	Half	Whole	Half	Butt	Shank	Whole	Half	1/4				
IL (cont)	Piggly Wiggly MW	Jamestown					0.69	0.49							w/ \$25 purchase; limit 1
		Smithfield		1.49											w/ \$25 purchase; limit 1
		Badger								2.99	3.89	3.99			
		Farmland								2.89	2.99				
		Sugardale												2.99	
	Ruler Foods	Cook's					0.99	0.99							
		Kroger	0.95												
		Kentucky Legend							2.99						
	Save-a-Lot	n/i							0.79					2.99	
		Schnuck's	Kretschmar							1.19					
	Frick's						0.89	0.59							w/ \$25 purchase; limit 1
	Frick's				2.19										
	Kentucky Legend								2.19						w/ \$25 purchase; limit 1
	Schnuck's		1.79												
	Schuette's	Double G			2.19										
		Kretschmar	1.27						1.18						w/ \$25 purchase; limit 1
		Frick's					1.38	1.18							w/ \$25 purchase; limit 1
	Shop & Save Market	Alexander & Hornung					1.19	0.99							
		Smithfield		2.29											
		Kretschmar									3.99				
	Shop'n Save	Kretschmar		1.69					1.28						w/ \$30 purchase; limit 1
		Smithfield	2.99				1.29	1.29							
		Double G								3.99					
	Sunset Foods	Hillshire Farm			2.99	2.99									
		Sunset	3.99												
	Target	Market Pantry	1.39												limit 2
		Archer Farms	1.79												limit 2
	The Fresh Market	n/i	2.99												
Tony's Finer Foods	Sugardale							0.59						w/ \$25 purchase; limit 1	
	Sugardale		1.99										2.99		
	Hillshire Farm		2.99		2.99										
	Kentucky Legend							3.99	3.99	3.99					
	Carando		2.69												
Treasure Island	Indiana Kitchen	1.49													
	Sugardale												2.69		
	Alexander & Hornung					0.99	0.99								
	Amish Valley	1.99													

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

**Easter/Passover 2018**

prices in \$US per pound unless otherwise noted.

**CURED PORK**

State	Supermarket	Label	Spiral Cut Hams Bone-in		Semi-Boneless		Bone-in Portions		Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions
			Whole	Half	Whole	Half	Butt	Shank	Whole	Half	1/4	bone-in	bone-in		
IL <i>(cont)</i>	Walmart	Sam's Choice	1.98												
	Walt's Food Center	Sugardale					0.99	0.79							w/ \$25 purchase; limit 1
		Best Choice		1.99											
		Hillshire Farm		2.99	2.79	2.89									
		Walt's Signature			3.29	3.39									
		Double G			2.39	2.49									
		Kentucky Legend								3.69	3.79	3.99			
	Whole Foods MW	n/i	3.99												antibiotic-free
	Woodman's	Hormel Cure 81									2.39				
IN	Al's Supermarkets	Al's	3.49												
		Frick's			2.19		1.19	0.98						3.99	
		Cumberland Gap			2.39	2.49			2.39	2.49					
		Kentucky Legend							3.49	3.59					
	ALDI	Smithfield		1.99											limit 2
		Appleton Farms		0.95											
		Appleton Farms	1.89												
	County Market NFI	Kretschmar							2.49						limit 2
		Kretschmar		1.39											
		Frick's			1.99		1.89	1.69							
		Korn Top			1.99		1.89	1.69							
		Double G							3.49	3.69					
		Kentucky Legend								3.99					
	Dollar General Mrkt	Indiana Kitchen	3.49												
		Smithfield		1.75											limit 1
		Kentucky Legend													
	Earth Fare	n/i	4.99												antibiotic-free
Food 4 Less	Cook's					0.47	0.47							w/ \$25 purchase; limit 1	
	Cook's	2.49				1.79	1.79								
	Hormel	0.97												w/ \$25 purchase; limit 1	
	Hormel	2.49													
Fresh Encounter	Smithfield		0.97											w/ \$25 purchase; limit 1	
	Sugardale						0.99							w/ \$25 purchase; limit 1	
	Sugardale											3.49			
	Chief		3.99												
	Cumberland Gap							1.69							
	Kentucky Legend													4.99	

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**CURED PORK**

State	Supermarket	Label	Spiral Cut Hams		Semi-Boneless		Bone-in Portions		Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions	
			Bone-in		Whole	Half	Butt	Shank	Whole	Half	1/4					
IN <i>(cont)</i>	Giant Eagle	Giant Eagle	1.79	1.79	0.98										limit 1	
		Giant Eagle		3.29					1.99	2.29						
		Sugardale		2.79	1.29				2.69	2.99						
		Hillshire Farm		3.39												
	Gordon Food Service Harding's	GFS	1.49							2.29	2.29					
		Sugardale		1.99						1.99				1.00		
	Harvest Supermarket Holiday Foods	Kentucky Legend												3.99		
		Kentucky Legend							2.99	3.49						
		Frick's					1.39	1.39								
		Smithfield												3.49		
	IGA Houchen's	Cumberland Gap			1.88				1.99							w/ \$20 purchase; limit 1
		Kentucky Legend							2.99							w/ \$20 purchase; limit 1
		Emge							2.99							w/ \$20 purchase; limit 1
		Hormel Cure 81	1.99													
		Smithfield		1.99												
		Kentucky Legend							2.49							w/ \$25 purchase; limit 1
	IGA Stores IL/IN	Kentucky Legend								2.99						
		Kretschmar							1.99							
		Cumberland Gap			1.99	2.19										
	IGA Stores OH/KY	Kretschmar	1.89						1.68							w/ \$25 purchase; limit 1
		Frick's					1.39	1.19								
		Kentucky Legend							3.88	3.88						
	Jay C Foods	Smithfield		1.99												
		Sugardale					1.39	1.29								
		Kentucky Legend							3.79	3.99						
	Jewel-Osco	Kroger	0.97													limit 2
Kentucky Legend								2.99	2.99							
Cumberland Gap				1.49												
Jewel-Osco	Smithfield					1.29	1.29									
	Cook's		0.99			0.69	0.49							w/ \$25 purchase; limit 1		
	Cook's		1.99			1.19	1.09									
	Kentucky Legend							3.99								
	Frick's					0.69	0.49							w/ \$25 purchase; limit 1		
	Frick's				1.49	1.19	1.09									
Jewel-Osco	Smithfield	2.49														
	Hormel		1.99													

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

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prices in \$US per pound unless otherwise noted.

**CURED PORK**

State	Supermarket	Label	Spiral Cut Hams Bone-in		Semi-Boneless		Bone-in Portions		Boneless			Smoked Picnic bone-in	Ham Steak bone-in	Country Ham	Conditions	
			Whole	Half	Whole	Half	Butt	Shank	Whole	Half	1/4					
IN <i>(cont)</i>	Kirby Foods IGA	Kretschmar	1.99						1.77	1.77						
		Frick's					1.39	1.19								
		Kentucky Legend							3.88	3.88						
	Kroger Central	Kroger	0.97													limit 2
		Kroger		0.99												
		Kentucky Legend										4.99				
	Kroger Cincinnati	Smithfield	1.99									4.29				
		Private Selection		2.99								3.99				
		Cumberland Gap			1.79				1.99			4.49				
		Cook's						0.87								limit 2
		Kroger		2.49					2.99	3.29						limit 2
		Kroger	0.97													limit 2
	Kroger Mid-South	Private Selection	1.99									3.99	3.99			
		Smithfield	2.79									3.99				
		Simple Truth				4.49										antibiotic-free; uncured
		John Morrell										4.99				
		Cook's					0.87	0.87								limit 2
		Cumberland Gap							1.99							
	Lucky's Market	Private Selection		2.49								3.99	4.99			
		Kroger	0.97													limit 2
		Kentucky Legend										2.99	3.99			
		Simple Truth				4.49										antibiotic-free; uncured
	Martin's Super Market	Cumberland Gap			1.49				2.49							
		Smithfield					1.29	1.29								
	Meijer	Lucky's Market	2.99													
		Smithfield		1.47												limit 2
		Open Acres					1.19	0.99								limit 2
	Miller's Markets	Troyer's							1.87							limit 2
		Kentucky Legend							3.77	3.87						
		Cook's		0.97				0.97								limit 2
Meijer	Meijer		2.89					1.99								
	Smithfield		2.99													
	Sugardale							1.99								
	Jamestown	0.99														
Miller's Markets	Cumberland Gap							1.89	1.99							
	Frick's					1.39	1.39									
	Kentucky Legend									3.99	3.99					

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

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prices in \$US per pound unless otherwise noted.

**CURED PORK**

State	Supermarket	Label	Spiral Cut Hams		Semi-Boneless		Bone-in Portions		Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions	
			Bone-in		Whole	Half	Butt	Shank	Whole	Half	1/4					
IN <i>(cont)</i>	Needler's	Smithfield		0.97											w/ \$25 purchase; limit 1	
		Sugardale					0.99								w/ \$25 purchase; limit 1	
		Cumberland Gap								1.69						
	New Market	Chief		3.99												
		Kentucky Legend										4.99				
		Cumberland Gap								1.79	1.99					
	Ruler Foods	Smithfield		1.99												
		Frick's						1.49	1.49			4.77		3.99		
		Cook's						0.99	0.99							
	Save-a-Lot	Kroger		0.95												
		Kentucky Legend									2.99					
		n/i							0.79					2.99		
	Schnuck's	Kretschmar								1.19						w/ \$25 purchase; limit 1
		Frick's						0.89	0.59							w/ \$25 purchase; limit 1
		Frick's			2.19											w/ \$25 purchase; limit 1
	Strack & Van Til	Kentucky Legend								2.19						
		Schnuck's		1.79												
		Double G			2.19											
	Target	Sugardale		0.99				0.69	0.49							w/ \$25 purchase; limit 1
		Cook's		0.99				0.69	0.49							w/ \$25 purchase; limit 1
		Kentucky Legend								3.99	3.99					
	The Fresh Market	Hillshire Farm				1.29										w/ \$25 purchase; limit 1
		Market Pantry		1.49												limit 2
		Archer Farms		1.99												limit 2
	Walmart	n/i		2.99												
	Walt's Food Center	Sam's Choice		1.98												
		Sugardale						0.99	0.79							w/ \$25 purchase; limit 1
		Best Choice			1.99											
	Wesselman's	Hillshire Farm			2.99	2.79	2.89									
		Walt's Signature				3.29	3.39									
Double G					2.39	2.49										
Kentucky Legend									3.69	3.79	3.99					
Double G													4.99			
Kentucky Legend									2.99	3.49						
Frick's					1.99		1.29	1.29								
Hormel Cure 81			1.99													

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**CURED PORK**

State	Supermarket	Label	Spiral Cut Hams		Semi-Boneless		Bone-in Portions		Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions
			Bone-in		Whole	Half	Butt	Shank	Whole	Half	1/4				
IN <i>(cont)</i>	Wesselman's <i>(continued)</i>	Cumberland Gap			1.99	2.19									
	Whole Foods MW	Emge							2.99	3.49					antibiotic-free
MI	AW Grocers	Cook's					1.59	1.39							
		Best Choice		1.99											
	ALDI	Appleton Farms		0.95											limit 2
		Appleton Farms	1.89												
	Busch's	Kentucky Legend									4.99				
		Dearborn	3.49												
	D&W Fresh Market	Open Acres		0.97											w/ \$25 purchase; limit 2
		Open Acres							1.99						limit 2
		Winter's		3.99											
	Earth Fare	n/i	4.99												antibiotic-free
	Family Fare	Open Acres		1.69		1.29		1.29							limit 2
		Cloverdale							2.47						limit 2
	Food Pride	Open Acres			1.99	1.99									
		Hormel Cure 81		2.39					3.99	3.99					
	Glory Supermarket	n/i	0.99												
	Gordon Food Service	GFS	1.49						2.29	2.29					
	Great Lakes Market	Farmland							3.29	3.29					
		Sugardale		1.99	1.69	1.69									
	Harding's	Sugardale		1.99				1.00	1.99						
		Kentucky Legend									3.99				
	Hollywood Markets	Dearborn	2.99	2.99	2.59	2.59									
Jack's Market	Michigan Brand	4.99		3.29	3.39			3.69	3.79						
	Amish Country		2.49					3.29							
	Dearborn	3.49													
Kroger Central	Kroger	0.97												limit 2	
	Kroger		0.99												
	Kentucky Legend									4.99					
	Smithfield	1.99								4.29					
	Private Selection		2.99							3.99					
	Cumberland Gap			1.79				1.99		4.49					
	Cook's						0.87							limit 2	
Kroger Columbus	Kroger		2.49					2.99	3.29						
	Private Selection		3.49						4.99	3.99					
	Smithfield	2.79								3.99					

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**CURED PORK**

State	Supermarket	Label	Spiral Cut Hams Bone-in		Semi-Boneless		Bone-in Portions		Boneless			Smoked Picnic bone-in	Ham Steak bone-in	Country Ham	Conditions	
			Whole	Half	Whole	Half	Butt	Shank	Whole	Half	1/4					
MI <i>(cont)</i>	Kroger Columbus <i>(continued)</i>	John Morrell									4.99					
		Simple Truth				4.49										antibiotic-free; uncured
		Sugardale							0.98							limit 2
	Kroger Michigan	Cumberland Gap			1.99											
		Kroger		2.49						2.99	3.29					
		Kroger	0.97													limit 2
		Private Selection		3.49							3.99	4.99				
		Smithfield	2.79									3.99				
		Kentucky Legend										3.99				
		John Morrell										4.99				
		Smithfield						0.87	0.87							limit 2
	Lucky's Market	Dearborn	3.99													
		Lucky's Market	2.99													
	Martin's Super Market	Smithfield		1.47												limit 2
		Open Acres					1.19	0.99								limit 2
		Troyer's							1.87							limit 2
	Meijer	Kentucky Legend							3.77	3.87						
		Cook's		0.97							0.97					limit 2
		Meijer		2.89						1.99						
		Smithfield		2.99												
	Miller's Markets	Sugardale								1.99						
		Jamestown	0.99													
		Cumberland Gap							1.89	1.99						
	Pat's Food IGA	Frick's					1.39	1.39								
		Kentucky Legend									3.99	3.99				
		Hormel		1.99												
Polly's Market	Smithfield	2.99														
	Hormel Cure 81							3.49	3.49				2.99			
	Sugardale															
	Volwerth's							3.59								
	Open Acres					1.19	1.19									
	Smithfield	1.99														
	Cumberland Gap							1.99	2.29							
	Dearborn	3.49														
Alexander & Hornung	1.99															
Country Market	3.29															



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**CURED PORK**

State	Supermarket	Label	Spiral Cut Hams		Semi-Boneless		Bone-in Portions		Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions
			Bone-in	Bone-in	Whole	Half	Butt	Shank	Whole	Half	1/4	bone-in	bone-in		
MI <i>(cont)</i>	Ric's Food Center	Best Choice		1.19											
		Ric's Premium	3.69												
		Blue Ribbon							2.49						
	Save-a-Lot	Smithfield									3.69				
		n/i						0.79					2.99		
	Spartan Stores	Open Acres		1.99											
		Dearborn		2.99					2.29						local
		Dearborn Premium		3.49											
	Super One Foods	Smithfield					0.88	0.88							limit 1
		Smithfield											2.99		
		Hormel Cure 81	1.88												
	Tadych's	Elliot's						2.49							
		Hillshire Farm						1.99							
		Open Acres		1.99	1.49	1.49									
	Target	Hillshire Farm			1.99	1.99									
		John Morrell							2.99						limit 2
		Market Pantry	0.99												limit 2
	Toms/Oleson's	Archer Farms	1.59												
		Open Acres		1.89					2.49	2.49					
		Smithfield		1.89											
Valuland	Cumberland Gap							2.49	2.49						
	Open Acres		0.97				0.77							limit 2	
VG's Grocery	Open Acres		0.97											w/ \$25 purchase; limit 2	
	Open Acres						0.77	1.79						limit 2	
Walmart	Dearborn	3.99	3.99											local	
	Sam's Choice	1.98													
Westborn Market	Dearborn	4.99	4.99												
Whole Foods MW	n/i	3.99												antibiotic-free	
MN	AW Grocers	Cook's					1.49	1.29							
		Cook's					1.59	1.39							
		Best Choice	1.69	1.69											
		Best Choice		1.99											
		Kretschmar							2.99	2.99					
		Hormel Cure 81		1.89					3.69	3.69					
		Farmland							2.99	2.99					
		Hormel		1.68											
Sugardale					1.18	0.98									

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**Easter/Passover 2018**  
**CURED PORK**

State	Supermarket	Label	Spiral Cut Hams Bone-in		Semi-Boneless		Bone-in Portions		Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions	
			Whole	Half	Whole	Half	Butt	Shank	Whole	Half	1/4	bone-in	bone-in			
MN <i>(cont)</i>	AW Grocers <i>(continued)</i>	Hormel Cure 81								3.49	3.49					
		John Morrell				2.39										
	ALDI	Appleton Farms		0.95											limit 2	
			Appleton Farms	1.89												w/ \$30 purchase; limit 1
	Cash Wise	Sugardale					0.97	0.97								
			Four Brothers		2.48											
	Coborn's	Four Brothers		2.48	2.18	2.18										
	Cub Foods	Smithfield		1.77			1.39	1.39								
			Hormel	1.99												
			Hormel Cure 81							3.99	3.99					
	Dick's Fresh Market	Sugardale				1.49										
			Hormel Cure 81		1.99					3.99						
			Essential Everyday							2.99						
	Econofoods	Open Acres			1.57	1.49		1.29								limit 2
			Cloverdale								2.99					limit 2
	Family Fare	Open Acres			1.69	1.29		1.29								limit 2
			Cloverdale							2.47						limit 2
	Family Fresh Market	Open Acres			1.57	1.49		1.29								limit 2
			Hormel Cure 81							3.99	3.99					
	Fareway	Fareway								2.99	2.99					
			Webster City			2.99								3.99		
			n/i													
	Festival	Our Own				2.49										
			Hormel Cure 81		1.99					3.99	3.99	3.99				w/ \$25 purchase; limit 1
			John Morrell			1.99	1.99									
	Food Pride	Open Acres				1.99	1.99									
			Hormel Cure 81		2.39					3.99	3.99					
	Hornbacher's	John Morrell				1.49	1.49									
			Smithfield	1.79												
			Smithfield Premium	2.99												
			Cloverdale								2.99					
			Hormel Cure 81							3.99	3.99					
			Hormel	1.99												
Hugo's	John Morrell									3.29						
		John Morrell			1.19				2.49						w/ \$30 purchase; limit 1	
		Smithfield	1.49												w/ \$30 purchase; limit 1	
		Cloverdale								2.49					w/ \$30 purchase; limit 1	

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**CURED PORK**

State	Supermarket	Label	Spiral Cut Hams Bone-in		Semi-Boneless		Bone-in Portions		Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions		
			Whole	Half	Whole	Half	Butt	Shank	Whole	Half	1/4	bone-in	bone-in				
MN <i>(cont)</i>	Hugo's <i>(continued)</i>	Hugo's				2.49										w/ \$30 purchase; limit 1	
		Hormel Cure 81									3.99						
	Hy-Vee	Hormel Cure 81		2.69						4.49	4.49	4.49					
		Smithfield	2.99														
		Sugardale					1.99	1.99						3.99			
		Frick's					1.68	1.68									
		Cook's			1.48		1.88	1.88									
		Hy-Vee	1.99	2.28													
	Kowalski's	Kowalski's										5.99				local	
		Lunds & Byerly's	4.99		3.99												
	Marketplace Foods	Hormel Cure 81								3.99	3.99						
		Marketplace Foods			1.68												
		Cloverdale								2.88							
	Open Acres	Open Acres		2.18		1.98											
		Sugardale					1.49	1.29									
	Maynard's	Hormel Cure 81										3.79					
		Hormel Cure 81		2.39								3.99					
	Nilssen's Foods	Sugardale					1.29	1.29									
		Nilssen's					2.49										limit 2
	Quillin's	Cook's					0.99										limit 2
		Cook's					1.19										limit 2
		John Morrell			1.99	1.99											limit 2
		John Morrell			2.19	2.19											limit 2
	Rainbow Foods	Quillin's								3.49							
		Smithfield					0.99	0.99									w/ \$30 purchase; limit 1
	Save-a-Lot	n/i											2.99				
	Sun Mart	Open Acres		1.57													limit 2
Hormel Cure 81									3.99	3.99							
Sunshine Foods	Cook's					1.49	1.49										
Super One Foods	Smithfield					0.88	0.88									limit 1	
	Smithfield												2.99				
	Hormel Cure 81	1.88															
	Elliot's					2.49											
SuperVALU Stores	Hillshire Farm					1.99											
	Sugardale			1.79	1.79	1.49	1.49										
	Essential Everyday								2.99	2.99							

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**CURED PORK**

State	Supermarket	Label	Spiral Cut Hams		Semi-Boneless		Bone-in Portions		Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions	
			Whole	Half	Whole	Half	Butt	Shank	Whole	Half	1/4					
MN <i>(cont)</i>	SuperVALU Stores <i>(continued)</i>	Hormel Cure 81		2.29												
		Cloverdale							3.99							
	Target	Market Pantry	1.49												limit 2	
	Teal's Market	Archer Farms	1.99													limit 2
		Open Acres					1.19	0.99								limit 2
		John Morrell			2.29	2.29			2.99							
		Hormel Cure 81	2.29						3.99	3.99						
	Walmart	Cloverdale								3.99	3.99					
Sam's Choice		1.98														
Whole Foods MW	n/i	3.99													antibiotic-free	
ND	Albertsons Mntn	Cook's					1.29	0.99							limit 1	
		Hormel Cure 81	1.99													
	AW Grocers	Signature Select								3.49						
		Cook's					1.49	1.29								
		Cook's					1.59	1.39								
		Best Choice	1.69	1.69												
		Best Choice		1.99												
		Kretschmar								2.99	2.99					
	Cash Wise	Hormel Cure 81		1.89						3.69	3.69					
		Farmland								2.99	2.99					
		Sugardale					0.97	0.97								w/ \$30 purchase; limit 1
		Four Brothers		2.48												
	Dan's	Cloverdale								2.47						limit 2
		Open Acres	1.69								0.77					limit 2
	Family Fare	Open Acres		1.69		1.29					1.29					limit 2
		Cloverdale								2.47						limit 2
	Food Pride	Open Acres			1.99	1.99										
		Hormel Cure 81		2.39						3.99	3.99					
	Hornbacher's	John Morrell			1.49	1.49										
		Smithfield	1.79													
		Smithfield Premium	2.99													
Cloverdale											2.99					
Hugo's	Hormel Cure 81								3.99	3.99						
	Hormel	1.99														
	John Morrell										3.29					
	John Morrell			1.19					2.49						w/ \$30 purchase; limit 1	
	Smithfield	1.49													w/ \$30 purchase; limit 1	

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

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CURED PORK

State	Supermarket	Label	Spiral Cut Hams		Semi-Boneless		Bone-in Portions		Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions
			Bone-in		Whole	Half	Butt	Shank	Whole	Half	1/4				
ND <i>(cont)</i>	Hugo's <i>(continued)</i>	Cloverdale								2.49					w/ \$30 purchase; limit 1 w/ \$30 purchase; limit 1
		Hugo's				2.49									
	Leevers Foods	Hormel Cure 81									3.99				
		Open Acres		2.29	2.19	2.29									
		Cloverdale									2.99				
		John Morrell									2.99				
	Marketplace Foods	Marketplace Foods				1.68									
		Cloverdale								2.88					
	Millers Fresh Food	Open Acres		2.18							1.98				
		Open Acres		2.29	2.19	2.29									
		Cloverdale									2.99				
	SuperVALU Stores	John Morrell									2.99				
		Sugardale				1.79	1.79								
		Essential Everyday									2.99	2.99			
		Hormel Cure 81		2.29											
	Target	Cloverdale									3.99				
Market Pantry		1.49												limit 2	
Teal's Market	Archer Farms	1.99												limit 2	
	Open Acres						1.19	0.99						limit 2	
	John Morrell				2.29	2.29				2.99					
	Hormel Cure 81	2.29								3.99	3.99				
Walmart	Cloverdale									3.99		3.99			
	Sam's Choice	1.98													
NE	AW Grocers	Cook's					1.49	1.29							
		Cook's					1.59	1.39							
		Best Choice	1.69	1.69											
		Best Choice		1.99											
		Kretschmar								2.99	2.99				
		Hormel Cure 81		1.89						3.69	3.69				
		Farmland								2.99	2.99				
		Hormel		1.68											
	ALDI	Sugardale						1.18	0.98						
		Hormel Cure 81								3.49	3.49				
		John Morrell					2.39								
	Appleton Farms		0.95										limit 2		
	Appleton Farms	1.89													

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**Easter/Passover 2018**  
**CURED PORK**

State	Supermarket	Label	Spiral Cut Hams		Semi-Boneless		Bone-in Portions		Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions
			Whole	Half	Whole	Half	Butt	Shank	Whole	Half	1/4	bone-in	bone-in		
NE (cont)	Baker's	Kroger		2.19											
		Cook's					1.39	1.39							
		Private Selection	2.99												
	Family Fare	Open Acres		1.69		1.29		1.29							limit 2
		Cloverdale							2.47						limit 2
	Family Fresh Market	Open Acres		1.57		1.49		1.29							limit 2
		Hormel Cure 81							3.99	3.99					
	Fareway	Fareway							2.99	2.99					
		Webster City			2.99									3.99	
	Food Pride	Open Acres			1.99	1.99									
		Hormel Cure 81		2.39					3.99	3.99					
	Hy-Vee	Hormel Cure 81		2.69					4.49	4.49	4.49				
		Smithfield	2.99											3.99	
		Sugardale					1.99	1.99						3.99	
		Frick's					1.68	1.68							
		Cook's			1.48		1.88	1.88							
	No Frills	Hy-Vee	1.99	2.28											
		Open Acres		1.57					1.29						limit 2
	Russ Market	Russ's Smokehouse							5.49						
		Cedar Hollow									3.99				local
		Hormel Cure 81	1.99	1.99					3.99						
		Smithfield	2.99												
	Safeway Denver	Cook's					0.87	0.77							limit 2
		Hormel Cure 81		1.27						5.49					
		Signature Select							2.99						
	Save-a-Lot	n/i						0.79					2.99		
	Sun Mart	Open Acres		1.57					1.29						limit 2
		Hormel Cure 81							3.99	3.99					
	Super Saver	Smokehouse							4.98						
		Cook's											2.98		
Target	Market Pantry	1.39												limit 2	
	Archer Farms	1.79												limit 2	
Thriftway Stores	Best Choice	1.69	1.69												
	Hormel Cure 81								3.99						
	Kretschmar							2.99							

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**CURED PORK**

State	Supermarket	Label	Spiral Cut Hams		Semi-Boneless		Bone-in Portions		Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions
			Whole	Half	Whole	Half	Butt	Shank	Whole	Half	1/4	bone-in	bone-in		
NE <i>(cont)</i>	Thriftway Stores <i>(continued)</i>	Smithfield	2.99												
	Walmart	Cook's			1.49	1.49							2.99		
		Sam's Choice	1.98												
	Whole Foods MW	n/i	3.99												antibiotic-free
OH	Acme Fresh Market	Acme		1.59											limit 2
		Acme							1.99	2.69	3.29				
		Acme Gold		3.29											
		Sugardale						0.99	2.69						
	ALDI	Appleton Farms		0.95											limit 2
		Appleton Farms	1.89												
	Buehler's	Buehler's	1.69												local
		Sugardale					0.99	0.99							local
		Superior							1.79	1.99	2.49				local
		Berk's							2.99	3.49	3.69				
		Smithfield	2.69												
		Kentucky Legend							4.49	4.79	4.99				
	Dave's Markets	Sugardale		1.99											
	Dollar General Mrkt	Smithfield		1.75											limit 1
		Kentucky Legend									4.50				
	Earth Fare	n/i	4.99												antibiotic-free
	Fisher's Foods	Superior							1.99						limit 1
		Sugardale		1.99	1.59										
	Fresh Encounter	Smithfield		0.97											w/ \$25 purchase; limit 1
		Sugardale						0.99							w/ \$25 purchase; limit 1
		Sugardale											3.49		
		Chief		3.99											
		Cumberland Gap							1.69						
		Kentucky Legend									4.99				
	Geyer's	Sugardale							1.99						
		Essential Everyday											3.29		
	Giant Eagle	Giant Eagle	1.79	1.79	0.98										limit 1
	Giant Eagle		3.29					1.99	2.29						
	Sugardale		2.79	1.29				2.69	2.99						
	Hillshire Farm		3.39												
Gordon Food Service	GFS	1.49						2.29	2.29						
Heinen's	Heinen's	4.99		2.99											

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**CURED PORK**

State	Supermarket	Label	Spiral Cut Hams		Semi-Boneless		Bone-in Portions		Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions		
			Whole	Half	Whole	Half	Butt	Shank	Whole	Half	1/4						
OH <i>(cont)</i>	IGA Houchen's	Smithfield		1.99											w/ \$25 purchase; limit 1		
		Kentucky Legend							2.49								
		Kentucky Legend									2.99						
		Kretschmar								1.99							
	IGA Stores OH/KY	Cumberland Gap			1.99	2.19											
		Smithfield		1.99													
		Sugardale					1.39	1.29									
		Kentucky Legend							3.79	3.99							
	IGA SpartanNash	Open Acres		1.37			0.99	0.99									
		Cumberland Gap							1.99	2.29							
	Kroger Central	Kroger		0.97												limit 2	
		Kroger			0.99												
		Kentucky Legend										4.99					
		Smithfield		1.99								4.29					
	Kroger Cincinnati	Private Selection			2.99							3.99					
		Cumberland Gap				1.79				1.99		4.49					
		Cook's						0.87								limit 2	
		Kroger			2.49					2.99	3.29						
		Kroger		0.97												limit 2	
		Private Selection		1.99							3.99	3.99					
		Smithfield		2.79								3.99					
		Simple Truth				4.49											antibiotic-free; uncured
		John Morrell										4.99					limit 2
		Cook's					0.87	0.87									
	Kroger Columbus	Cumberland Gap							1.99								
		Kroger			2.49				2.99	3.29							
		Private Selection			3.49					4.99	3.99						
		Smithfield		2.79							3.99						
		John Morrell									4.99						
		Simple Truth				4.49											antibiotic-free; uncured
Kroger MidAtlantic	Sugardale						0.98							limit 2			
	Cumberland Gap			1.99													
	Private Selection		1.99	3.49						3.99	5.99						
	Smithfield		1.99								4.29						
	Kentucky Legend									4.49	4.99						
	Simple Truth				4.49										antibiotic-free; uncured		



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**CURED PORK**

State	Supermarket	Label	Spiral Cut Hams Bone-in		Semi-Boneless		Bone-in Portions		Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions
			Whole	Half	Whole	Half	Butt	Shank	Whole	Half	1/4	bone-in	bone-in		
OH <i>(cont)</i>	Kroger MidAtlantic <i>(continued)</i>	Cumberland Gap			3.49				1.99		4.49				
		Kroger	0.99												limit 2
		Lucky's Market	2.99												
	Meijer	Marc's	1.88												
		Hormel Cure 81		2.29											
		Cook's		0.97				0.97							limit 2
		Meijer		2.89					1.99						
		Smithfield		2.99											
		Sugardale							1.99						
	Miller's Markets	Jamestown	0.99												
		Cumberland Gap							1.89	1.99					
		Frick's					1.39	1.39							
	Needler's	Kentucky Legend									3.99	3.99			
		Smithfield		0.97											w/ \$25 purchase; limit 1
		Sugardale						0.99							w/ \$25 purchase; limit 1
		Cumberland Gap							1.69						
	Piggly Wiggly Stores	Chief		3.99											
		Kentucky Legend									4.99				
		n/i										1.29			
	Remke Markets	Smithfield		1.99			1.09	0.99							
		Smithfield		0.97											w/ \$25 purchase; limit 1
		Sugardale						0.99							w/ \$25 purchase; limit 1
		Cumberland Gap							1.69						
	Riesbeck's	Chief		3.99											
		Kentucky Legend									4.99				
		Superior							1.19						
	Ruler Foods	Best Choice		1.59											
		Cook's					0.99	0.99							
	Save-a-Lot	Kroger	0.95												
		Kentucky Legend							2.99						
n/i									0.79				2.99		
Shop'n Save	Sugardale		1.49					1.98	2.18						
	Sugardale			0.98	1.89									limit 1	
	Smithfield		2.49												
	Superior							2.29							
	Hillshire Farm		2.99												

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**CURED PORK**

State	Supermarket	Label	Spiral Cut Hams		Semi-Boneless		Bone-in Portions		Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions	
			Whole	Half	Whole	Half	Butt	Shank	Whole	Half	1/4	bone-in	bone-in			
OH <i>(cont)</i>	Sparkle Markets	Sparkle							1.69						limit 1	
		Sugardale		1.99												
	SuperVALU Stores	Hillshire Farm		3.49												
		Smithfield		1.99												
		Hickory Hills							1.99	2.49						
		Sugar Tree	0.99													
		Sugardale			1.79	1.79	1.29	1.29								
		Essential Everyday							2.99	2.99						
		Hormel Cure 81		2.29												
	Target	Cloverdale							3.99							
		Market Pantry	0.99													limit 2
	The Fresh Market	Archer Farms	1.39													limit 2
		n/i	2.99													
Walmart	Sam's Choice	1.98														
Whole Foods MdAtl	Woodstown	3.99												antibiotic-free		
SD	AW Grocers	Cook's					1.49	1.29							limit 2	
		Cook's					1.59	1.39								
		Best Choice	1.69	1.69												
		Best Choice		1.99												
		Kretschmar							2.99	2.99						
		Hormel Cure 81		1.89					3.69	3.69						
		Farmland							2.99	2.99						
		Hormel		1.68												
		Sugardale					1.18	0.98								
		Hormel Cure 81							3.49	3.49						
	ALDI	John Morrell				2.39										
		Appleton Farms		0.95												
	Buche Foods	Appleton Farms	1.89													
		Frontier	0.77													
		Cook's					1.38	1.18								
	Coborn's Family Fare	Cedar Hollow									3.99					
		Cloverdale									3.99					
Four Brothers			2.48	2.18	2.18											
Open Acres			1.69		1.29		1.29							limit 2		
Cloverdale								2.47						limit 2		

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CURED PORK

State	Supermarket	Label	Spiral Cut Hams Bone-in		Semi-Boneless		Bone-in Portions		Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions
			Whole	Half	Whole	Half	Butt	Shank	Whole	Half	1/4	bone-in	bone-in		
SD <i>(cont)</i>	Fareway	Fareway							2.99	2.99					
		Webster City			2.99								3.99		
	Hy-Vee	Hormel Cure 81		2.69					4.49	4.49	4.49				
		Smithfield	2.99										3.99		
		Sugardale					1.99	1.99						3.99	
	IGA Markets	Frick's					1.68	1.68							
		Cook's			1.48		1.88	1.88							
		Hy-Vee	1.99	2.28											
		Sugardale						0.99							w/ \$25 purchase; limit 1
		Sugardale		2.49											
	Kens Super Fair	Cloverdale							2.99						
		Hormel Cure 81							4.29						
		John Morrell				2.29									
	Lynn's Dakotamart	Cloverdale											3.39		
		Kretschmar							2.59	2.79					
		Sugardale					1.59	1.59							
	Maynard's	Open Acres	1.99				1.19	1.19							
		Cloverdale											3.49		
	Quillin's	Sugardale					1.49	1.29							
		Hormel Cure 81											3.79		
	Safeway Denver	Cook's				0.99									limit 2
		Cook's				1.19									limit 2
		John Morrell			1.99	1.99									limit 2
		John Morrell			2.19	2.19									limit 2
	Sunshine Foods	Quillin's							3.49						limit 2
		Cook's					0.87	0.77							limit 2
Hormel Cure 81			1.27									5.49			
SuperVALU Stores	Signature Select							2.99							
	Cook's					1.49	1.49								
Target	Sugardale			1.79	1.79										
	Essential Everyday							2.99	2.99						
	Hormel Cure 81		2.29												
	Cloverdale							3.99							
	Market Pantry	1.49												limit 2	
	Archer Farms	1.99												limit 2	

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**CURED PORK**

State	Supermarket	Label	Spiral Cut Hams		Semi-Boneless		Bone-in Portions		Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions	
			Bone-in		Whole	Half	Butt	Shank	Whole	Half	1/4	bone-in	bone-in			
SD <i>(cont)</i>	Teal's Market	Open Acres					1.19	0.99							limit 2	
		John Morrell			2.29	2.29			2.99							
		Hormel Cure 81	2.29						3.99	3.99						
	Walmart									3.99	3.99					
WI	AW Grocers	Cook's					1.49	1.29								
		Cook's					1.59	1.39								
		Best Choice	1.69	1.69												
		Best Choice		1.99												
		Kretschmar								2.99	2.99					
		Hormel Cure 81		1.89						3.69	3.69					
		Farmland								2.99	2.99					
		Hormel		1.68												
		Sugardale						1.18	0.98							
		Hormel Cure 81								3.49	3.49					
	ALDI	John Morrell				2.39										limit 2
		Appleton Farms		0.95												
	Econofoods	Appleton Farms	1.89													limit 2
		Open Acres		1.57		1.49		1.29								
	Family Fresh Market	Cloverdale									2.99					limit 2
		Open Acres		1.57		1.49		1.29								
	Festival Foods	Hormel Cure 81								3.99	3.99					w/ store bag promotion
		Festival's			1.98											
		Festival's			2.20											
		Hillshire Farm			1.98											
		Hillshire Farm			2.20											
		Festival's				2.39										
		Festival's				2.66										
		Hillshire Farm				2.39										
		Hillshire Farm				2.66										
		Farmland								2.99	2.99	2.99				
		Farmland								3.32	3.32	3.32				
Cook's							1.29	1.29								
Cook's							1.43	1.43								
Smithfield	Smithfield		2.49											w/ store bag promotion		
	Smithfield		2.77													
	Kretschmar								3.49	3.49						

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**CURED PORK**

State	Supermarket	Label	Spiral Cut Hams Bone-in		Semi-Boneless		Bone-in Portions		Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions
			Whole	Half	Whole	Half	Butt	Shank	Whole	Half	1/4	bone-in	bone-in		
WI <i>(cont)</i>	Festival Foods <i>(continued)</i>	Kretschmar							3.88	3.88					
		Hormel Cure 81							3.99	3.99					w/ store bag promotion
		Hormel Cure 81							4.43	4.43					
	Food Pride	Open Acres			1.99	1.99									
		Hormel Cure 81		2.39					3.99	3.99					
	Fox Bros.	Sugardale					0.89	0.69							w/ \$25 purchase; limit 1
		Smithfield		1.49											w/ \$25 purchase; limit 1
		Badger									3.89	3.99			
	Gordon Food Service	Farmland							2.89	2.99					
		GFS	1.49						2.29	2.29					
	Gordy's	Hormel Cure 81		1.98					3.98	3.98					
		Hillshire Farm			2.38	2.48									
	Great Lakes Market	Farmland							3.29	3.29					
		Sugardale		1.99	1.69	1.69									
	Hansen's IGA	Hansen's			2.98	2.98									
		Cook's					0.88	0.88							limit1
	Hy-Vee	Cook's					1.28	1.28							
		Hormel Cure 81		1.98											
		Hormel Cure 81		2.69					4.49	4.49	4.49				
		Smithfield	2.99											3.99	
		Sugardale					1.99	1.99							
	Marketplace Foods	Frick's					1.68	1.68							
		Cook's			1.48		1.88	1.88							
		Hy-Vee	1.99	2.28											
		Marketplace Foods			1.68										
		Cloverdale							2.88						
	Meijer	Open Acres		2.18		1.98									
		Cook's		0.97											limit 2
Meijer			2.89				0.97		1.99						
Smithfield			2.99												
Nilssen's Foods	Sugardale							1.99							
	Hormel Cure 81		2.39							3.99					
	Sugardale					1.29	1.29								
Pat's Food IGA	Nilssen's				2.49										
	Hormel		1.99												
	Smithfield	2.99													
		Hormel Cure 81						3.49	3.49						

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**CURED PORK**

State	Supermarket	Label	Spiral Cut Hams		Semi-Boneless		Bone-in Portions		Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions	
			Whole	Half	Whole	Half	Butt	Shank	Whole	Half	1/4	bone-in	bone-in			
WI <i>(cont)</i>	Pat's Food IGA <i>(continued)</i>	Sugardale											2.99			
		Volwerth's								3.59						
	Pick'n Save	Cook's		1.27											w/ \$25 purchase; limit 1	
		Cook's											2.99			
	Piggly Wiggly MW	Kroger		1.27											w/ \$25 purchase; limit 1	
		Sugardale				0.77									w/ \$25 purchase; limit 1	
		Jamestown					0.69	0.49							w/ \$25 purchase; limit 1	
		Smithfield		1.49											w/ \$25 purchase; limit 1	
		Badger								2.99	3.89	3.99				
	Save-a-Lot	Farmland								2.89	2.99					
		Sugardale											2.99			
		n/i						0.79					2.99			
		Schnuck's	Kretschmar							1.19						w/ \$25 purchase; limit 1
			Frick's					0.89	0.59							w/ \$25 purchase; limit 1
	Sendik's	Frick's			2.19										w/ \$25 purchase; limit 1	
		Kentucky Legend							2.19						w/ \$25 purchase; limit 1	
		Schnuck's	1.79													
		Double G			2.19											
		Hormel Cure 81		1.99												
	Sentry Foods	Sendik's							4.99	4.99					spiral cut	
		Hillshire Farm		3.79		3.79										
		Hormel Cure 81		0.99											w/ \$25 purchase; limit 1	
	Shurfine Food Cntr	Hormel Cure 81		1.99												
Badger								3.49	3.49					w/ \$25 purchase; limit 1		
Sugardale						0.78	0.78									
Super One Foods	Sugardale		1.98									2.99				
	Smithfield					0.88	0.88							limit 1		
SuperVALU Stores	Smithfield											2.99				
	Hormel Cure 81	1.88														
	Elliot's						2.49									
	Hillshire Farm						1.99									
	Sugardale			1.79	1.79											
	Essential Everyday							2.99	2.99							
	Hormel Cure 81		2.29													
	Cloverdale							3.99								

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

Easter/Passover 2018  
**CURED PORK**

prices in \$US per pound unless otherwise noted.

State	Supermarket	Label	Spiral Cut Hams		Semi-Boneless		Bone-in Portions		Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions	
			Bone-in		Whole	Half	Butt	Shank	Whole	Half	1/4	bone-in	bone-in			
WI <i>(cont)</i>	Tadych's	Open Acres		1.99	1.49	1.49										
		Hillshire Farm			1.99	1.99										
		John Morrell							2.99							
	Target	Market Pantry	1.49													limit 2
		Archer Farms	1.99													limit 2
	The Fresh Market	n/i	2.99													
	Trig's	Trig's Smokehouse			2.69	2.69					3.99					
		Smithfield		2.99												
		Essential Everyday								2.99	2.99					
	Walmart	Sam's Choice	1.98													
	Whole Foods MW	n/i	3.99												antibiotic-free	
	Woodman's	Sugardale				1.99										
		Hillshire Farm				2.79										
		Cook's					2.29	2.29								
		Klondike					1.89	1.89								

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Easter/Passover 2018

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CURED PORK

State	Supermarket	Label	Spiral Cut Hams		Semi-Boneless		Bone-in Portions		Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions	
			Bone-in		Whole	Half	Butt	Shank	Whole	Half	1/4	bone-in	bone-in			
SOUTH CENTRAL U.S. - AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT																
AR	Albertsons Houston	Hormel Cure 81		1.19											limit 1	
		Hormel Cure 81		2.49												
		Signature Farms		1.19	1.19											limit 1
	ALDI	Cook's	2.69													
		Appleton Farms		0.95												limit 2
	Bill's Fresh Market	Appleton Farms	1.89													
		Sugardale					1.28	1.28								
		Double G					1.28	1.28	2.98							
		Kretschmar							2.69	2.69						
	Brookshire's	John Morrell							2.69	2.69						
		Best Choice	1.89	1.89												
		Brookshire's	1.69													
		Hormel	1.69													
	Cash Saver TC	Hormel Cure 81							3.99	3.99						
		Smithfield									3.69					
		Cook's										3.49				
	City Market Foods	Kretschmar							2.18							
		Cook's						1.28								
	CV's Family Foods	Frick's					1.48	1.28								
		Smithfield		1.88												
	Edward's FG	Cook's					1.38	1.18								
		Kentucky Legend							3.28	3.28						
		Kentucky Legend							2.98							
		Best Choice		1.78												
	G&W Foods	Cook's						1.18								
		Best Choice	1.88	1.88												
		Cook's					1.58	1.38								
Harp's	Kretschmar							2.68	2.68							
	Cook's					1.69	1.49									
	Hormel Cure 81		1.98												shank half	
Hays Supermarket	Hormel Cure 81		2.38												butt half	
	Kentucky Legend							2.98		4.99						
	Best Choice	1.98	1.98													
	Kretschmar		2.18					2.58								
	Cook's					1.17	0.97								limit 2	
									3.99							



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**CURED PORK**

State	Supermarket	Label	Spiral Cut Hams		Semi-Boneless		Bone-in Portions		Boneless			Smoked Picnic bone-in	Ham Steak bone-in	Country Ham	Conditions
			Whole	Half	Whole	Half	Butt	Shank	Whole	Half	1/4				
AR <i>(cont)</i>	Kroger Delta	Kroger	1.99	2.49					2.99	3.29				1.19	limit 2
		Private Selection		3.49						4.99	3.99				
		Smithfield	2.79	3.49							3.99				
		Smithfield						0.98							
		Kentucky Legend									3.99				
		John Morrell										4.99			
		Clifty Farm													
	Mac's Fresh Market	Cook's						0.98							
		Cook's						1.19							
	Piggly Wiggly Houchen	Cook's			1.59			0.99							
		Best Choice		1.79											
		Hormel Cure 81								3.99	4.49				
	Rehkopf's	Sugardale						1.19					2.99		
		Cook's			1.69		1.29	1.29							
		Hormel Cure 81		1.99											
	Save-a-Lot	Kentucky Legend							3.49						
		n/i						0.79					2.99		
	Super 1 Foods	Hormel		1.57											
Market Pantry		1.29													
Target	Archer Farms	1.69													
	Kretschmar							1.29							
TC Grocers	Kretschmar							2.28							
	n/i	2.99													
The Fresh Market	Sam's Choice	1.98													
	n/i	3.99													
Walmart															
Whole Foods SW															
AZ	AW Grocers	Hormel		1.68										limit 1	
		Sugardale					1.18	0.98							
		Hormel Cure 81							3.49	3.49					
	Basha's	Hormel Cure 81	1.37												
		Cook's					1.59	1.29							
	Food City	Cook's						0.97							
		Fry's	1.27												
	IGA Family	Sugardale					0.99	0.99							
		Private Selection	2.99												
		Hormel Cure 81	1.67												
	Lowe's Stores	Cook's											1.49		
		Cook's					1.29	1.19							

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

**Easter/Passover 2018**

prices in \$US per pound unless otherwise noted.

**CURED PORK**

State	Supermarket	Label	Spiral Cut Hams		Semi-Boneless		Bone-in Portions		Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions	
			Bone-in		Whole	Half	Butt	Shank	Whole	Half	1/4	bone-in	bone-in			
AZ <i>(cont)</i>	Safeway SW	Cook's						1.29					2.49		limit 1  w/ \$25 purchase; limit 1  limit 2 limit 2 limit 2 limit 2 antibiotic-free	
		Hormel Cure 81	1.27													
		Hormel Cure 81	1.77													
		Smithfield	1.99													
	Smart & Final Smith's	Smithfield Premium	2.99													
		Farmer John	1.47													
		Kentucky Legend										4.99				
		Private Selection										3.99				
		Smithfield	2.99									3.99				
		John Morrell										3.99				
		Kroger								3.49	3.49					
	Sprout's Market Target	Sugardale	2.99													limit 2
		Kroger	1.29													limit 2
		n/i	1.89													
		Market Pantry	1.29													limit 2
Walmart Whole Foods Sth Pac	Archer Farms	1.69												limit 2		
	Sam's Choice	1.98														
	Niman Ranch	3.99												antibiotic-free		
CO	Affiliated Foods	Hormel		2.49											limit 1	
		Hormel Cure 81							3.99	3.99	4.99					
		Cook's					1.19	0.99								
	Albertsons Mntn	Cook's					1.29	0.99								
		Hormel Cure 81	1.99								3.49					
		Signature Select														
	Associated Food	n/i		1.59												
		n/i		1.29												
		Cook's		1.89			1.49	1.29								
	AW Grocers	Hormel Cure 81							3.79	3.79						
		Cook's					1.49	1.29								
		Cook's					1.59	1.39								
		Best Choice	1.69	1.69												
		Best Choice		1.99												
		Kretschmar							2.99	2.99						
Hormel Cure 81			1.89					3.69	3.69							
Farmland Hormel Sugardale	Farmland							2.99	2.99							
	Hormel		1.68													
	Sugardale					1.18	0.98									

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prices in \$US per pound unless otherwise noted.

**CURED PORK**

State	Supermarket	Label	Spiral Cut Hams		Semi-Boneless		Bone-in Portions		Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions
			Bone-in		Whole	Half	Butt	Shank	Whole	Half	1/4	bone-in	bone-in		
CO <i>(cont)</i>	AW Grocers <i>(continued)</i>	Hormel Cure 81							3.49	3.49					
		John Morrell				2.39									
	Food King	Cook's					0.99	0.89							
	King Soopers	Kroger	1.27												limit 2
		Cook's					0.88	0.88							limit 2
		Private Selection	1.99												
	Lowe's Stores	Cook's					1.29	1.19							
	Lucky's Market	Lucky's Market	2.99												
	Ridley's Market	Sugardale						0.97							w/ \$50 purchase; limit 2
		Sugardale					1.18	1.18							w/ \$50 purchase; limit 2
		n/i	0.97							3.78	3.78				
		Hormel Cure 81													
	Safeway Denver	Cook's		1.87											limit 2
		Cook's					0.87	0.77							
		Hormel Cure 81		1.27							5.49				
	Save-a-Lot	Signature Select							2.99						
Sprout's Market	n/i						0.79					2.99			
Target	n/i	1.89													
	Market Pantry	1.29												limit 2	
	Archer Farms	1.69												limit 2	
Walmart	Sam's Choice	1.98													
Whole Foods Mntn	Niman Ranch	3.99												antibiotic-free	
KS	Affiliated Foods	Hormel		2.49											
		Hormel Cure 81							3.99	3.99	4.99				
		Cook's					1.19	0.99							
	AW Grocers	Cook's					1.59	1.39							
		Best Choice		1.99											
		Hormel		1.68											
		Sugardale					1.18	0.98							
		Hormel Cure 81							3.49	3.49					
	ALDI	Appleton Farms	1.89	0.95											limit 2
	Brothers Market	Appleton Farms	1.69	1.69											
	Best Choice														
	Hormel Cure 81								3.99						
	Kentucky Legend							4.49							
	Smithfield	2.59													

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**CURED PORK**

State	Supermarket	Label	Spiral Cut Hams Bone-in		Semi-Boneless		Bone-in Portions		Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions	
			Whole	Half	Whole	Half	Butt	Shank	Whole	Half	1/4	bone-in	bone-in			
KS <i>(cont)</i>	Brothers Market <i>(continued)</i>	Cook's											2.99			
	Country Mart	Kretschmar							2.99	2.99						
		Hormel Cure 81	1.89	1.99					3.99	3.99	3.99					
		Cook's					1.69	1.49					2.99			
		Smithfield	2.49	2.49												
		Farmland									3.99					
	CV's Family Foods	Frick's					1.48	1.28								
	Dillon's	Kroger		2.19												
		Cook's					1.39	1.39								
		Private Selection	2.99													
	Food Pride	Open Acres				2.29	1.59	1.29								
		Spring Hill							1.99	1.99						
		Hormel Cure 81							3.99							
		Cloverdale									3.99					
	G&W Foods	Best Choice	1.88	1.88												
		Cook's					1.58	1.38								
		Kretschmar							2.68	2.68						
	Harp's	Cook's					1.69	1.49								
		Hormel Cure 81		1.98												shank half
		Hormel Cure 81		2.38												butt half
		Kentucky Legend							2.98		4.99					
	Hen House	Smithfield	1.99													
	Hy-Vee	Hormel Cure 81		2.69					4.49	4.49	4.49					
		Smithfield	2.99													
		Sugardale					1.99	1.99					3.99			
		Frick's					1.68	1.68								
	Cook's			1.48		1.88	1.88									
	Hy-Vee	1.99	2.28													
Lowe's Stores	Cook's					1.29	1.19									
Price Chopper	Cook's						1.79						2.99			
	Farmland							3.49								
	Smithfield	1.69	1.69							3.49						
	Smithfield Premium		2.79													
Pyramid Foods	Sugardale			1.59									2.99			
	Smithfield		1.69			1.69	1.49									
	Frick's			2.39		1.79	1.59									

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CURED PORK

State	Supermarket	Label	Spiral Cut Hams		Semi-Boneless		Bone-in Portions		Boneless			Smoked Picnic bone-in	Ham Steak bone-in	Country Ham	Conditions		
			Whole	Half	Whole	Half	Butt	Shank	Whole	Half	1/4						
KS <i>(cont)</i>	Pyramid Foods <i>(continued)</i> Save-a-Lot Sprout's Market Sun Fresh  Target  Thriftway Stores  Walmart Whole Foods Mntn Woods Supermarkets	Kentucky Legend							3.99	4.19							
		Kretschmar							2.49	2.79							
		n/i						0.79					2.99				
		n/i	1.89														
		Hormel Cure 81	1.89	1.99						3.99	3.99	3.99					
		Cook's					1.69	1.49						2.99			
		Smithfield	2.49	2.49													
		Farmland									3.99						
		Market Pantry	1.39													limit 2	
		Archer Farms	1.79													limit 2	
		Best Choice	1.69	1.69													
		Hormel Cure 81										3.99					
		Kretschmar								2.99							
		Smithfield	2.99														
		Cook's			1.49	1.49								2.99			
		Sam's Choice	1.98														
Niman Ranch	3.99														antibiotic-free		
Frick's								1.39	1.19						local		
Cook's			1.59														
Kretschmar								2.99	2.99								
Best Choice	1.69	1.69													limit 2		
LA	AG of Baton Rouge Albertsons Houston  Breaux Mart Brookshire's  Brookshire Bros.  Dollar General Mrkt	Smithfield		1.99				1.39	1.29								
		Hormel Cure 81		1.19												limit 1	
		Hormel Cure 81		2.49													
		Signature Farms		1.19		1.19										limit 1	
		Cook's	2.69														
		Smithfield		1.99				1.39	1.29								
		Brookshire's	1.69														
		Hormel	1.69														
		Hormel Cure 81								3.99	3.99						
		Smithfield										3.69					
		Cook's											3.49				
		Buckley Farms		2.99													
		Cook's		2.99													
Hormel Cure 81									4.88								
Smithfield		1.75												limit 1			
Kentucky Legend										4.50							

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State	Supermarket	Label	Spiral Cut Hams		Semi-Boneless		Bone-in Portions		Boneless			Smoked Picnic bone-in	Ham Steak bone-in	Country Ham	Conditions		
			Whole	Half	Whole	Half	Butt	Shank	Whole	Half	1/4						
LA <i>(cont)</i>	Kroger Dallas/Houston	Kroger		2.49					2.99	3.29					limit 2		
		Kroger	1.27														
		Private Selection	2.99	3.49							3.99	3.99					
		Smithfield	2.79									3.99					
		Simple Truth				4.49											antibiotic-free; uncured
		John Morrell										4.99					
		Kentucky Legend									3.99						
		Cook's					1.19	1.19									
	Mac's Fresh Market	Cook's						0.98								w/ \$10 purchase; limit 1	
		Cook's						1.19									
	Ramey's	Cook's					1.48	1.28						2.98			
		Smithfield	1.98														
	Rouses Market	Hormel Cure 81		1.44												limit 1	
		Hormel Cure 81		1.79													
		Sugardale												3.49			
	Save-a-Lot	Kentucky Legend									3.99						
		n/i						0.79						2.99			
	Spring Market	Hormel		1.68													
	Super 1 Foods	Hormel		1.57													
	Target	Market Pantry	1.29													limit 2	
Archer Farms		1.69															
The Fresh Market	n/i	2.99															
Walmart	Sam's Choice	1.98															
Whole Foods SW	n/i	3.99													antibiotic-free		
Winn-Dixie	Smithfield		1.99				1.19	0.99							limit 2		
	Smithfield									2.99							
	Hormel Cure 81										3.99						
MO	AW Grocers	Cook's					1.59	1.39							limit 2		
		Best Choice		1.99													
	ALDI	Appleton Farms		0.95													
		Appleton Farms	1.89														
	C&R Supermarkets	Burgers											2.99				
		Sugardale					1.18	0.98									
		Hormel		1.68													
Cash Saver TC	Kretschmar							2.49	2.69								
	Kretschmar							2.18									

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**Easter/Passover 2018**  
**CURED PORK**

State	Supermarket	Label	Spiral Cut Hams Bone-in		Semi-Boneless		Bone-in Portions		Boneless			Smoked Picnic bone-in	Ham Steak bone-in	Country Ham	Conditions
			Whole	Half	Whole	Half	Butt	Shank	Whole	Half	1/4				
MO <i>(cont)</i>	County Market NFI	Kretschmar							2.49						
		Kretschmar		1.39											limit 2
		Frick's			1.99		1.89	1.69							
		Korn Top			1.99		1.89	1.69							
		Double G							3.49	3.69					
		Kentucky Legend								3.99					
	Country Mart	Indiana Kitchen	3.49												
		Hormel Cure 81	1.89	1.99					3.99	3.99	3.99				
		Cook's					1.69	1.49					2.99		
		Smithfield	2.49	2.49											
	Dierberg's	Farmland								3.99					
		Hormel Cure 81	1.39												w/ \$25 purchase; limit 1
		Kretschmar							1.29						w/ \$25 purchase; limit 1
		Dierberg's							1.99						w/ \$25 purchase; limit 1
		Double G		2.99	1.99	1.99									butt half
		Double G				2.19									w/ \$25 purchase; limit 1
	Food Giant	Double G							2.49						
		Frick's			2.49	2.69									
		Frick's				2.79									butt half
		Kentucky Legend							2.98						
	G&W Foods	Best Choice		1.78											
		Cook's						1.18							
		Best Choice	1.88	1.88											
	Gerbe's	Cook's					1.58	1.38							
		Kretschmar							2.68	2.68					
		Kroger		2.19											
	Gordon Food Service	Cook's					1.39	1.39							
		Private Selection	2.99												
		GFS	1.49						2.29	2.29					
	Harp's	Cook's					1.69	1.49							
Hormel Cure 81			1.98											shank half	
Hormel Cure 81			2.38											butt half	
Kentucky Legend								2.98		4.99					
Harter House	Hormel		1.99												
	Our Best			1.99											
	Hormel Cure 81							3.99							

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**CURED PORK**

State	Supermarket	Label	Spiral Cut Hams		Semi-Boneless		Bone-in Portions		Boneless			Smoked Picnic bone-in	Ham Steak bone-in	Country Ham	Conditions
			Whole	Half	Whole	Half	Butt	Shank	Whole	Half	1/4				
MO <i>(cont)</i>	Harter House <i>(continued)</i>	Primrose									2.99				
		Double G							1.99						
	Hays Supermarket	Best Choice	1.98	1.98											
		Kretschmar		2.18					2.58						
		Cook's					1.17	0.97							limit 2
		Double G									3.99				
	Hen House	Smithfield	1.99												
	Hy-Klas Foods	Best Choice	1.69	1.69											
		Hormel Cure 81							3.99						
		Kretschmar							2.99						
		Smithfield	2.59												
		Cook's			1.49	1.49							2.99		
	Hy-Vee	Hormel Cure 81		2.69					4.49	4.49	4.49				
		Smithfield	2.99										3.99		
		Sugardale					1.99	1.99							
		Frick's					1.68	1.68							
		Cook's			1.48		1.88	1.88							
		Hy-Vee	1.99	2.28											
	Kroger Central	Kroger	0.97												limit 2
		Kroger		0.99											
		Kentucky Legend										4.99			
		Smithfield	1.99									4.29			
		Private Selection		2.99								3.99			
		Cumberland Gap			1.79				1.99			4.49			
		Cook's								0.87					limit 2
	Kroger Delta	Kroger	1.99	2.49					2.99	3.29					
		Private Selection		3.49						4.99	3.99				
		Smithfield	2.79	3.49							3.99				
		Smithfield							0.98						limit 2
		Kentucky Legend								3.99					
	John Morrell									4.99					
	Clifty Farm												1.19		
IGA Stores IL/IN	Kretschmar	1.89						1.68						w/ \$25 purchase; limit 1	
	Frick's					1.39	1.19								
	Kentucky Legend							3.88	3.88						
Lucky's Market	Lucky's Market	2.99													



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

prices in \$US per pound unless otherwise noted.

**Easter/Passover 2018**

**CURED PORK**

State	Supermarket	Label	Spiral Cut Hams Bone-in		Semi-Boneless		Bone-in Portions		Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions
			Whole	Half	Whole	Half	Butt	Shank	Whole	Half	1/4	bone-in	bone-in		
MO (cont)	Moser's	Best Choice	1.57	1.67											
		Cook's			1.47	1.37							2.99		
		Sugardale					1.09	0.97							
		Hormel Cure 81	1.87	1.97						3.99	3.99	3.99			
		Smithfield	2.49	2.49											
	Prenger Foods	Farmland									3.99				
		Frick's						0.96							
		Cook's					1.67	1.47					2.99		
		Hormel Cure 81	1.87	1.97						3.99	3.99	3.99			
	Price Chopper	Smithfield	2.49	2.49											
		Farmland									3.99				
		Cook's						1.79					2.99		
	Pyramid Foods	Farmland								3.49					
		Smithfield	1.69	1.69								3.49			
		Smithfield Premium		2.79											
		Sugardale			1.59			1.49					2.99		
	Ruler Foods	Smithfield		1.69			1.69	1.49							
		Frick's			2.39		1.79	1.59							
		Kentucky Legend							3.99	4.19					
		Kretschmar							2.49	2.79					
		Cook's					0.99	0.99							
	Save-a-Lot	Kroger	0.95												
		Kentucky Legend							2.99						
	Schnuck's	n/i						0.79					2.99		
		Kretschmar							1.19						w/ \$25 purchase; limit 1
		Frick's					0.89	0.59							w/ \$25 purchase; limit 1
		Frick's			2.19					2.19					w/ \$25 purchase; limit 1
	Shop'n Save	Kentucky Legend								2.19					
		Schnuck's	1.79												
		Double G			2.19										
Sun Fresh	Kretschmar		1.69						1.28					w/ \$30 purchase; limit 1	
	Smithfield	2.99				1.29	1.29								
	Double G									3.99					
Sprout's Market	n/i	1.89													
Sun Fresh	Hormel Cure 81	1.89	1.99					3.99	3.99	3.99					
	Cook's					1.69	1.49					2.99			

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

**Easter/Passover 2018**

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**CURED PORK**

State	Supermarket	Label	Spiral Cut Hams		Semi-Boneless		Bone-in Portions		Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions
			Whole	Half	Whole	Half	Butt	Shank	Whole	Half	1/4	bone-in	bone-in		
MO <i>(cont)</i>	Sun Fresh <i>(continued)</i>	Smithfield	2.49	2.49											
		Farmland								3.99					
	Target	Market Pantry	1.39												limit 2
		Archer Farms	1.79												limit 2
	TC Grocers	Kretschmar								1.29					w/ \$25 purchase; limit 1
		Kretschmar								2.28					
	TC Markets	Best Choice	1.49												w/ \$30 purchase; limit 1
		Best Choice	1.99												
	Thriftway Stores	Kretschmar									2.49				
		Sugardale						1.19							limit 1
		Sugardale					1.39								
		Best Choice	1.69	1.69											
		Hormel Cure 81									3.99				
		Kretschmar								2.99					
	Walmart	Smithfield	2.99												
Cook's				1.49	1.49								2.99		
Whole Foods MW	Sam's Choice	1.98												antibiotic-free	
Woods Supermarkets	n/i	3.99												local	
	Frick's							1.39	1.19						
	Cook's			1.59											
	Kretschmar									2.99	2.99				
	Best Choice	1.69	1.69											limit 2	
NM	Affiliated Foods	Hormel		2.49											
		Hormel Cure 81								3.99	3.99	4.99			
		Cook's					1.19	0.99							
	Basha's	Hormel Cure 81	1.37												limit 1
		Cook's					1.59	1.29							
	Food King	Cook's				0.99	0.89								
	John Brooks	Cook's					1.19	0.97							
		Hormel Cure 81								3.99	3.99	4.99			
	King Soopers	Hormel		2.49											
		Kroger	1.27												limit 2
		Cook's					0.88	0.88							limit 2
	Lawrence Bros.	Private Selection	1.99												
Cook's															
Lowe's Stores	Hormel Cure 81								4.49						
	Cook's					1.29	1.19								

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

Easter/Passover 2018

prices in \$US per pound unless otherwise noted.

**CURED PORK**

State	Supermarket	Label	Spiral Cut Hams		Semi-Boneless		Bone-in Portions		Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions
			Whole	Half	Whole	Half	Butt	Shank	Whole	Half	1/4	bone-in	bone-in		
NM <i>(cont)</i>	Safeway SW	Cook's						1.29					2.49		limit 1
		Hormel Cure 81	1.27												
		Hormel Cure 81	1.77												
		Smithfield	1.99												
	Safeway Denver	Smithfield Premium	2.99												limit 2
		Cook's					0.87	0.77							
		Hormel Cure 81		1.27							2.99		5.49		
	Smith's	Signature Select													limit 2
		Kentucky Legend											4.99		
		Private Selection											3.99		
		Smithfield	2.99										3.99		
		John Morrell											3.99		
	Sprout's Market	Kroger								3.49	3.49				limit 2 limit 2
		Sugardale	2.99												
		Kroger	1.29												
	Target	Market Pantry	1.29												antibiotic-free
Walmart	Archer Farms	1.69													
Whole Foods Mntn	Sam's Choice	1.98													
OK	Affiliated Foods	Niman Ranch	3.99												antibiotic-free
		Hormel		2.49											
	AW Grocers	Hormel Cure 81								3.99	3.99	4.99			limit 2
		Cook's					1.19	0.99							
		Cook's					1.59	1.39							
	ALDI	Best Choice		1.99											limit 2
		Appleton Farms		0.95											
	Buy for Le\$\$	Appleton Farms	1.89												limit 2
		Smithfield	1.97												
	Country Mart	Hormel Cure 81	1.89	1.99						3.99	3.99	3.99			limit 1
		Cook's					1.69	1.49					2.99		
		Smithfield	2.49	2.49								3.99			
	CV's Family Foods	Farmland													limit 1
		Frick's					1.48	1.28							
	Dollar General Mrkt	Smithfield		1.75											limit 1
		Kentucky Legend										4.50			
Harp's	Cook's					1.69	1.49							shank half	
	Hormel Cure 81		1.98												

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Easter/Passover 2018

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CURED PORK

State	Supermarket	Label	Spiral Cut Hams		Semi-Boneless		Bone-in Portions		Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions
			Whole	Half	Whole	Half	Butt	Shank	Whole	Half	1/4	bone-in	bone-in		
OK <i>(cont)</i>	Harp's <i>(continued)</i>	Hormel Cure 81		2.38											butt half
		Kentucky Legend						2.98		4.99					
	Homeland	Hormel		1.79											
		Hormel Cure 81							4.99	4.99	4.99				
	Market Square	Cook's						0.99							
		Cook's					1.19	0.97							
	Pyramid Foods	Sugardale			1.59								2.99		
		Smithfield		1.69			1.69	1.49							
	Frick's	Frick's			2.39		1.79	1.59							
		Kentucky Legend							3.99	4.19					
	Kretschmar	Kretschmar							2.49	2.79					
		Hormel Cure 81	1.88												
	Reasor's	Cook's			1.69		1.29	1.29							
		Hormel Cure 81		1.99											
	Kentucky Legend	Kentucky Legend							3.49						
		n/i						0.79					2.99		
	Save-a-Lot	n/i	1.89												
	Sprout's Market	n/i	1.29												
		Market Pantry	1.69												
	Target	Archer Farms	1.69												
	The Fresh Market	n/i	2.99												
	United of OK	Hormel		1.79											
		Hormel Cure 81	1.79						4.99	4.99	4.99				
Cook's	Cook's						0.99								
	Sam's Choice	1.98													
Walmart	Hormel Cure 81									4.99					
	Kentucky Legend							3.49	3.49						
Warehouse Market	Sugardale						1.39								
	Best Choice	1.69													
Whole Foods SW	n/i	3.99													
Williams	Hormel Cure 81	1.79	1.79												
	Kentucky Legend							3.99	3.99						
Cook's	Cook's					1.49	1.29								
	Hormel		2.49												
Hormel Cure 81	Hormel Cure 81							3.99	3.99	4.99					
	Cook's					1.19	0.99								
AG of Baton Rouge	Smithfield		1.99			1.39	1.29								

limit 2  
limit 2

antibiotic-free

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

Easter/Passover 2018

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**CURED PORK**

State	Supermarket	Label	Spiral Cut Hams		Semi-Boneless		Bone-in Portions		Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions	
			Bone-in	Bone-in	Whole	Half	Butt	Shank	Whole	Half	1/4	bone-in	bone-in			
TX <i>(cont)</i>	Albertsons Houston	Hormel Cure 81		1.19											limit 1	
		Hormel Cure 81		2.49												
		Signature Farms		1.19		1.19										limit 1
	ALDI	Cook's	2.69													
		Appleton Farms		0.95												limit 2
	Arlan's Market	Appleton Farms	1.89													
		Sugardale					1.69	1.29								
	Brookshire's	Brookshire's	1.69													
		Hormel	1.69													
	Brookshire Bros.	Hormel Cure 81							3.99	3.99						
		Smithfield									3.69			3.49		
		Cook's														
		Buckley Farms		2.99												
	Cash Saver TX	Cook's		2.99												
		Hormel Cure 81		2.99							4.88					
		Cook's					1.29	0.87								
	David's	Hormel Cure 81							3.98							
		Buckley Farms		2.99												
	Diamond IGA	Cook's		2.99												
		Hormel Cure 81	1.99								4.88					
	El Rio Grande	n/i	1.69													
	Elrod's	Cook's					1.18	1.18								
	Fiesta Mart	Sugardale					1.49	1.49								
	Foodarama	Cook's						1.19				1.49				
	Food King	Cook's					0.99	0.89								
	H-E-B	H-E-B							3.29							uncured
Smithfield										1.28						
Homeland	Hill Country Fare	1.79														
	Hormel		1.79													
Kroger Dallas/Houston	Hormel Cure 81							4.99	4.99	4.99						
	Cook's						0.99									
	Kroger		2.49					2.99	3.29							
	Kroger	1.27													limit 2	
Kroger Dallas/Houston	Private Selection		3.49							3.99	3.99					
	Smithfield	2.79								3.99						

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**Easter/Passover 2018**

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**CURED PORK**

State	Supermarket	Label	Spiral Cut Hams		Semi-Boneless		Bone-in Portions		Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions	
			Whole	Half	Whole	Half	Butt	Shank	Whole	Half	1/4					
TX <i>(cont)</i>	Kroger Dallas/Houston <i>(continued)</i>	Simple Truth				4.49									antibiotic-free; uncured	
		John Morrell									4.99					
		Kentucky Legend								3.99						
		Cook's					1.19	1.19								
		La Fiesta						1.29								
		Lawrence Bros.						0.97								
				Hormel Cure 81							4.49					
		Lowe's Stores		Cook's				1.29	1.19							
		Market Square		Cook's				1.19	0.97							
		Porter's Grocery		Cook's				1.19	0.79							
				Hormel		2.49										
				Hormel Cure 81								3.99	3.99	4.99		
		Randall's		Hormel Cure 81		1.27										limit 1
				Hormel Cure 81		2.49										
				Signature Farms		1.27			1.27							limit 1
				Cook's	2.69											
		Rehkopf's		Cook's			1.69		1.29	1.29						
				Hormel Cure 81		1.99										
				Kentucky Legend								3.49				
		Save-a-Lot		n/i						0.79					2.99	
		Spring Market		Hormel		1.68										
		Sprout's Market		n/i	1.89											
		Super 1 Foods		Hormel		1.57										
		Target		Market Pantry	1.29											limit 2
				Archer Farms	1.69											limit 2
		Tom Thumb		Hormel Cure 81		1.19										limit 1
				Hormel Cure 81		2.49										
				Signature Farms		1.19		1.19								limit 1
				Cook's	2.69											
		United Supermarkets		Hormel Cure 81	1.99							3.99				
				Signature Farms				0.97								shank half
				Signature Select								2.99				
		Vista Markets		Cook's					1.29	0.98						
		Hormel Cure 81		1.99												
Walmart		Sam's Choice	1.98													
Whole Foods SW		n/i	3.99											antibiotic-free		

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CURED PORK

State	Supermarket	Label	Spiral Cut Hams		Semi-Boneless		Bone-in Portions		Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions
			Bone-in		Whole	Half	Butt	Shank	Whole	Half	1/4				
UT	Albertsons Mtn	Cook's					1.29	0.99							limit 1
		Hormel Cure 81	1.99												
	Associated Food	Signature Select								3.49					
		n/i		1.59											
		n/i		1.29											
	Fresh Market	Cook's		1.89			1.49	1.29							
		Hormel Cure 81	1.89						3.79	3.79					
		Hormel Cure 81		1.89					3.99	3.99					
	King Soopers	Cook's					1.59	1.29							
		Kroger	1.27												limit 2
	Safeway SW	Cook's					0.88	0.88							limit 2
		Private Selection	1.99												
		Cook's						1.29					2.49		
		Hormel Cure 81	1.27												limit 1
		Hormel Cure 81	1.77												
	Harmon's	Smithfield	1.99												
		Smithfield Premium	2.99												
	Ream's	Harmon's	1.99												
		Sugardale					1.29	0.99							
	Ridley's Market	Hormel Cure 81							3.89						
		Sugardale													w/ \$50 purchase; limit 2
		Sugardale					1.18	1.18							
	Smith's	n/i	0.97												w/ \$50 purchase; limit 2
		Hormel Cure 81							3.78	3.78					
		Cook's		1.87											
		Kentucky Legend										4.99			
		Private Selection										3.99			
Smithfield		2.99									3.99				
John Morrell											3.99				
Kroger								3.49	3.49						
Sugardale		2.99												limit 2	
Kroger		1.29												limit 2	
Sprout's Market	n/i	1.89													
	n/i	1.29													
Stokes Market	Cook's	1.89													
	Sugardale					1.49	1.29								
		Hormel Cure 81						3.79	3.79						

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**Easter/Passover 2018  
CURED PORK**

prices in \$US per pound unless otherwise noted.

State	Supermarket	Label	Spiral Cut Hams Bone-in		Semi-Boneless		Bone-in Portions		Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions
			Whole	Half	Whole	Half	Butt	Shank	Whole	Half	1/4	bone-in	bone-in		
UT <i>(cont)</i>	Target	Market Pantry	1.29												limit 2
		Archer Farms	1.69												limit 2
	Walmart	Sam's Choice	1.98												
	Whole Foods Mntn	Niman Ranch	3.99												antibiotic-free



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Easter/Passover 2018  
**CURED PORK**

State	Supermarket	Label	Spiral Cut Hams		Semi-Boneless		Bone-in Portions		Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions
			Whole	Half	Whole	Half	Butt	Shank	Whole	Half	1/4	bone-in	bone-in		
<b>SOUTHWESTERN U.S. - CA,HI,NV</b>															
CA	Albertsons SoCal	Cook's					0.99	0.99							limit 1
		Farmer John	2.99												local
		Signature Select									3.49				
		Hormel Cure 81									4.99				
	ALDI	Hormel	1.39												
		Appleton Farms		0.95											limit 2
	Big Saver	Appleton Farms	1.89												
		Farmer John				1.99									
	Bristol Farms	n/i	4.99												antibiotic-free; uncured
	Dollar General Mrkt	Smithfield		1.75											limit 1
		Kentucky Legend									4.50				
	Food 4 Less	Farmer John	2.49			1.99									
	Food Source	Sunnyvalley					0.88	0.88							limit 1
	Grocery Outlet	Country Ribbon		1.29											
	Holiday Market	Sunnyvalley	1.99												
	Jensen's	Nueske	8.99	8.99											antibiotic-free
	Jon's Marketplace	Jamestown	1.69												
	Lucky	Cook's	1.48												
		Sunnyvalley					1.28	1.28							
	Lunardi's	Lunardi's	3.99						4.99						
	Mar-Val Food	Cook's		2.19			1.59	1.38							
		Sunnyvalley		2.19			1.59	1.38							
	Murphy's Markets	Premiere Brand							4.99						spiral cut
New Seasons	Beeler's	5.99												antibiotic-free	
Nugget Market	Sunnyvalley				1.99										
	Hillshire Farm	2.99													
Pavilions	Coleman	3.99												antibiotic-free	
	Hormel	1.39												limit 1	
R-N Markets	Country Ribbon				1.49										
	Sunnyvalley					1.29	1.29								
Ralph's	Farmer John			1.59	1.59										
	Private Selection	2.49								4.99					
	Smithfield									4.99					
	Simple Truth				6.99									antibiotic-free; uncured	
	Farmer John	1.47			0.99									limit 2	

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CURED PORK

State	Supermarket	Label	Spiral Cut Hams		Semi-Boneless		Bone-in Portions		Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions
			Bone-in		Whole	Half	Butt	Shank	Whole	Half	1/4				
CA <i>(cont)</i>	Ray's Food Place	n/i						1.49							
		Sugar Tree	1.39												
	Safeway NorCal	Kentucky Legend									4.99				
		Signature Select	1.68		0.88	0.88									limit 2
		Signature Select				1.19									butt half; limit 2
		Signature Select									3.99				
		Open Nature	4.99												antibiotic-free
		Hormel Cure 81									4.99				
		Smithfield Premium	3.99												
		Kentucky Legend													
	Save Mart	Cook's	1.48												
		Sunnyvalley					1.28	1.28							
	Select Markets	Cook's		1.99			1.49	1.49							
	SK Super King	Serv-Rite							1.99						
	Smart & Final	Farmer John	1.47												w/ \$25 purchase; limit 1
	Sprout's Market	n/i	1.89												
	Stater Bros.	Smithfield	1.49												limit 1
		Sugardale				0.99									limit 1
	Superior Grocers	Cook's					0.69	0.69							limit 2
	Super A Foods	Farmer John	1.99												
		Hormel	1.99												
	Target	Market Pantry	1.39												limit 2
		Archer Farms	1.79												limit 2
	Von's	Cook's					0.99	0.99							limit 1
		Farmer John	2.99												local
		Signature Select									3.49				
		Hormel Cure 81									4.99				
	Hormel Cure 81	1.39												limit 1	
Walmart	Sam's Choice	1.98													
Whole Foods NorCal	Niman Ranch	3.99												antibiotic-free	
Whole Foods Sth Pac	Niman Ranch	3.99												antibiotic-free	
HI	ChoiceMART	Farmer John				2.49									
	Don Quijote	Farmer John		2.39	2.29		2.29	1.99							
	Foodland	Farmer John		2.99	1.79	1.79									
	Safeway Hawaii	Signature Select							3.99	3.99					
		Signature Select	1.99				1.29	0.99							limit 2
	Kentucky Legend									5.99					

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**CURED PORK**

State	Supermarket	Label	Spiral Cut Hams Bone-in		Semi-Boneless		Bone-in Portions		Boneless			Smoked Picnic bone-in	Ham Steak bone-in	Country Ham	Conditions	
			Whole	Half	Whole	Half	Butt	Shank	Whole	Half	1/4					
HI <i>(cont)</i>	Safeway Hawaii <i>(continued)</i>	Open Nature	5.99												antibiotic-free	
		Hormel Cure 81								4.99						
	Target	Smithfield Premium	3.99													limit 2
		Market Pantry	1.59													limit 2
	Times Supermarkets	Archer Farms	2.19													
		Farmer John			2.39	2.19										
Whole Foods Sth Pac	Sunnyvalley					1.69	1.59									
	Whole Foods Sth Pac	Niman Ranch	3.99												antibiotic-free	
NV	Associated Food	n/i		1.29												
		Cook's		1.89			1.49	1.29								
	Food Source	Hormel Cure 81							3.79	3.79						limit 1
		Sunnyvalley					0.88	0.88								
	Safeway SW	Cook's						1.29					2.49			limit 1
		Hormel Cure 81	1.27													
	Dollar General Mrkt	Hormel Cure 81	1.77													
		Smithfield	1.99													
	Grocery Outlet	Smithfield Premium	2.99													
		Smithfield			1.75											limit 1
	Ridley's Market	Kentucky Legend									4.50					
		Country Ribbon			1.29											
	Safeway NorCal	Sugardale														w/ \$50 purchase; limit 2
		Sugardale					1.18	1.18								w/ \$50 purchase; limit 2
	Save Mart	n/i	0.97													
		Hormel Cure 81							3.78	3.78						
	Scolari's	Cook's			1.87											
		Kentucky Legend									4.99					
	Safeway NorCal	Signature Select	1.68			0.88	0.88									limit 2
		Signature Select					1.19									butt half; limit 2
	Safeway NorCal	Signature Select									3.99					
Open Nature		4.99													antibiotic-free	
Safeway NorCal	Hormel Cure 81									4.99						
	Smithfield Premium	3.99														
Save Mart	Kentucky Legend												4.99			
	Cook's	1.48														
Safeway NorCal	Sunnyvalley						1.28	1.28								
	Sunnyvalley							0.99							limit 2	
	Safeway NorCal	Sunnyvalley	1.79													

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Easter/Passover 2018

prices in \$US per pound unless otherwise noted.

CURED PORK

State	Supermarket	Label	Spiral Cut Hams		Semi-Boneless		Bone-in Portions		Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions
			Bone-in		Whole	Half	Butt	Shank	Whole	Half	1/4				
			Whole	Half								bone-in	bone-in		
NV <i>(cont)</i>	Scolari's	Kentucky Legend									3.99				
	<i>(continued)</i>	Hormel Cure 81									3.99				
	Smart & Final	Farmer John	1.47												w/ \$25 purchase; limit 1
	Smith's	Kentucky Legend									4.99				
		Private Selection									3.99				
		Smithfield	2.99								3.99				
		John Morrell									3.99				
		Kroger							3.49	3.49					
		Sugardale	2.99												limit 2
		Kroger	1.29												limit 2
		Sprout's Market	n/i	1.89											
		Target	Market Pantry	1.29											limit 2
			Archer Farms	1.69											limit 2
		Von's	Cook's					0.99	0.99						limit 1
			Farmer John	2.99											local
			Signature Select								3.49				
			Hormel Cure 81								3.99				
	Walmart	Sam's Choice	1.98												
	Whole Foods NorCal	Niman Ranch	3.99											antibiotic-free	
	Whole Foods Sth Pac	Niman Ranch	3.99											antibiotic-free	

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Easter/Passover 2018

prices in \$US per pound unless otherwise noted.

CURED PORK

State	Supermarket	Label	Spiral Cut Hams Bone-in		Semi-Boneless		Bone-in Portions		Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions	
			Whole	Half	Whole	Half	Butt	Shank	Whole	Half	1/4	bone-in	bone-in			
<b>NORTHWESTERN U.S. - AK,ID,MT,OR,WA,WY</b>																
AK	AC Value Center	Cook's	2.99				2.49	2.49								
	Alaskan & Proud	n/i		1.98			1.49	1.49								
	Carrs/Safeway	Signature Select			1.37											limit 2
		Signature Farms				0.97	0.97									limit 2; shank half
		Signature Farms					1.19									limit 2; butt half
		Signature Select								3.99						
		Hormel Cure 81			2.99											
		Hempler's		4.49						5.49						antibiotic-free; uncured; local
		Kroger			1.27					2.99	2.99					
		Smithfield										5.49				
		Private Selection			2.99						3.99	3.99				
		Simple Truth						3.99								antibiotic-free; uncured
	Fred Meyer	Hempler's				5.49										antibiotic-free; uncured
		F.G.Meyer		4.99												limit 2
		Sugardale			2.99				1.49							
		Essential Everyday									3.49					
		Hormel Cure 81								4.79	4.79					
	Meyers Group IGA	Sugardale			2.99				1.49							
		Essential Everyday									3.49					
	Northwest Grocers	Hormel Cure 81								4.79	4.79					
Cook's				2.29			1.59	1.59								
Seamart	Cook's			2.69			1.99	1.79								
	Kentucky Legend										4.99					
Target	Market Pantry		1.59												limit 2	
Three Bears	Archer Farms		2.19												limit 2	
	Sugardale						1.89	1.89								
Walmart	Kirkland			2.29												
	Kentucky Legend								4.29							
		Sam's Choice	2.38													
ID	Albertsons Mntn	Cook's					1.29	0.99							limit 1	
	Associated Food	Hormel Cure 81		1.99						3.49						
		Signature Select														
		n/i			1.59											
		n/i			1.29											
	Cook's			1.89		1.49	1.29									
	Hormel Cure 81							3.79	3.79							

**U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS**  
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**Easter/Passover 2018**  
**CURED PORK**

State	Supermarket	Label	Spiral Cut Hams		Semi-Boneless		Bone-in Portions		Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions
			Bone-in		Whole	Half	Butt	Shank	Whole	Half	1/4	bone-in	bone-in		
ID (cont)	Family Foods	Cook's						1.39							
		Longhorn	1.99												
	Fred Meyer	John Morrell									3.49				
		Kroger		1.27						2.99	2.99				
		Smithfield										5.49			
		Private Selection	2.99								3.99	3.99			
		Simple Truth				3.99									
		Hempler's			4.99										antibiotic-free; uncured
	Grocery Outlet	F.G.Meyer	4.99												antibiotic-free; uncured
		Country Ribbon		1.29											limit 2
		Harvest Foods		2.49											
	IGA Markets	Cook's		2.49					1.38						
		Sugardale							0.99						w/ \$25 purchase; limit 1
		Sugardale		2.49											
	Ridley's Market	Cloverdale								2.99					
		Hormel Cure 81								4.29					
		Sugardale							0.97						w/ \$50 purchase; limit 2
		Sugardale					1.18	1.18							w/ \$50 purchase; limit 2
	Rosauer's	n/i	0.97												
		Hormel Cure 81								3.78	3.78				
		Cook's		1.87											
	Smith's	Longhorn		1.69											
		Cook's					1.79	1.49					2.89		
		Hempler's									4.60				antibiotic-free; uncured
	Stokes Market	Kentucky Legend										4.99			
		Private Selection										3.99			
		Smithfield	2.99									3.99			
		John Morrell										3.99			
		Kroger								3.49	3.49				
		Sugardale	2.99												limit 2
	Stokes Market	Kroger	1.29												limit 2
		n/i	1.29												
		Cook's	1.89												
Sugardale						1.49	1.29								
								3.79	3.79						

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

**Easter/Passover 2018**

prices in \$US per pound unless otherwise noted.

**CURED PORK**

State	Supermarket	Label	Spiral Cut Hams		Semi-Boneless		Bone-in Portions		Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions
			Whole	Half	Whole	Half	Butt	Shank	Whole	Half	1/4	bone-in	bone-in		
ID <i>(cont)</i>	Super 1 Foods	Cook's						0.77							w/ \$50 purchase; limit 1
		Smithfield		1.98											
		Smithfield Premium		2.49											
	Target	Market Pantry	1.29												limit 2
		Archer Farms	1.69												limit 2
	Walmart	Sam's Choice	1.98												
	Whole Foods Mntn	Niman Ranch	3.99												antibiotic-free
	Yoke's Fresh Mrkt	Longhorn	2.49												
		Yoke's	1.99												
		Yoke's Divine	3.99												
	Smithfield	2.69													
MT	Albertsons Mntn	Cook's					1.29	0.99							limit 1
		Hormel Cure 81	1.99												
		Signature Select							3.49						
	Associated Food	n/i		1.59											
		n/i		1.29											
		Cook's		1.89			1.49	1.29							
		Hormel Cure 81	1.89						3.79	3.79					
	Family Foods	Cook's						1.39							
		Longhorn	1.99												
		John Morrell									3.49				
	Harvest Foods	Smithfield		2.49											
		Cook's		2.49					1.38						
	IGA Markets	Sugardale						0.99							w/ \$25 purchase; limit 1
		Sugardale		2.49											
		Cloverdale							2.99						
		Hormel Cure 81							4.29						
	Lucky's Market	Lucky's Market	2.99												
	Reynold's	Sugardale							0.99						
		n/i	1.49												
		Cloverdale									3.49				
Rosauer's	Longhorn		1.69												
	Cook's					1.79	1.49					2.89			
	Hempler's									4.60					
Smith's	Kentucky Legend													antibiotic-free; uncured	
	Private Selection														
	Smithfield	2.99													

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**Easter/Passover 2018**  
**CURED PORK**

State	Supermarket	Label	Spiral Cut Hams		Semi-Boneless		Bone-in Portions		Boneless			Smoked Picnic bone-in	Ham Steak bone-in	Country Ham	Conditions		
			Whole	Half	Whole	Half	Butt	Shank	Whole	Half	1/4						
MT <i>(cont)</i>	Smith's <i>(continued)</i>	John Morrell									3.99						
		Kroger							3.49	3.49						limit 2	
		Sugardale	2.99													limit 2	
		Kroger	1.29														
	Stokes Market	n/i	1.29														
		Cook's	1.89														
		Sugardale					1.49	1.29									
		Hormel Cure 81							3.79	3.79							
	Super 1 Foods	Cook's								0.77							w/ \$50 purchase; limit 1
		Smithfield		1.98													
		Smithfield Premium		2.49													
	SuperVALU Stores	Sugardale			1.79	1.79											
		Essential Everyday									2.99	2.99					
		Hormel Cure 81		2.29													
		Cloverdale									3.99						
	Target	Market Pantry	1.29														limit 2
Archer Farms		1.69														limit 2	
Three Bears	Sugardale					1.69	1.69										
	Kirkland		2.19														
	Kentucky Legend									3.69							
Walmart	Sam's Choice	1.98															
OR	Albertsons NW	Signature Select		1.37												limit 2	
		Signature Farms			0.97	0.97										limit 2; shank half	
		Signature Farms				1.19					3.49					limit 2; butt half	
		Signature Select															
		Hormel Cure 81		2.49													
	Associated Food	Hempler's	3.99								4.99						antibiotic-free; uncured; local
		n/i		1.59													
		n/i		1.29													
		Cook's		1.89			1.49	1.29									
		Hormel Cure 81							3.79	3.79							
	CenterPlace	Cook's	2.28		1.48												
Longhorn		2.48									3.98						
John Morrell											3.48						
Kretschmar												3.98					



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

**Easter/Passover 2018**

prices in \$US per pound unless otherwise noted.

**CURED PORK**

State	Supermarket	Label	Spiral Cut Hams Bone-in		Semi-Boneless		Bone-in Portions		Boneless			Smoked Picnic bone-in	Ham Steak bone-in	Country Ham	Conditions
			Whole	Half	Whole	Half	Butt	Shank	Whole	Half	1/4				
OR <i>(cont)</i>	Family Foods	Cook's						1.39							
		Longhorn	1.99												
		John Morrell									3.49				
	Fred Meyer	Kroger		1.27						2.99	2.99				
		Smithfield										5.49			
		Private Selection	2.99								3.99	3.99			
		Simple Truth				3.99									
		Hempler's			4.99										
	Grocery Outlet	F.G.Meyer	4.99												
		Country Ribbon		1.29											
	Harvest Foods	Smithfield		2.49											
		Cook's		2.49					1.38						
	IGA Markets	Sugardale							0.99						
		Sugardale		2.49											
		Cloverdale								2.99					
	IGA Market Fresh	Hormel Cure 81								4.29					
		Cook's		1.27											
	Market of Choice	Cook's					1.27	0.97							
		Beeler's				3.99									
	McKay's	Carlton Farms		4.99											
		Sunnyvalley					1.19	0.99							
	New Seasons	Cook's		1.99								3.99			
		Hill's													
	Quality Food Cntr	New Seasons	3.99												
		Hormel Cure 81	1.27												
		Cook's					0.97	0.97							
		Kentucky Legend										3.49			
		Private Selection										3.99			
	Ray's Food Place	Smithfield										4.99			
		n/i							1.49						
	Red Apple Markets	Sugar Tree	1.39												
		Cook's		1.99					1.69	1.69					
	Rosauer's	Longhorn		1.69											
Cook's								1.79	1.49			2.89			
Hempler's										4.60					
Roth's	Cook's		1.99												
	Hormel Cure 81		1.99												

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

**Easter/Passover 2018**

prices in \$US per pound unless otherwise noted.

**CURED PORK**

State	Supermarket	Label	Spiral Cut Hams		Semi-Boneless		Bone-in Portions		Boneless			Smoked Picnic bone-in	Ham Steak bone-in	Country Ham	Conditions
			Bone-in	Bone-in	Whole	Half	Butt	Shank	Whole	Half	1/4				
OR <i>(cont)</i>	Roth's <i>(continued)</i>	Beeler's Kentucky Legend	5.49								5.49				
	Select Markets	Cook's		1.99			1.49	1.49							limit 2
	Target	Market Pantry	1.29												limit 2
		Archer Farms	1.69												
	Thriftway of OR	Cook's		1.69			1.49	1.49							
	Walmart	Sam's Choice	1.98												
	Whole Foods NW	Niman Ranch	3.99												antibiotic-free
WA	Albertsons NW	Signature Select		1.37											limit 2
		Signature Farms			0.97	0.97									limit 2; shank half
		Signature Farms					1.19								limit 2; butt half
		Signature Select							3.49						
	CenterPlace	Hormel Cure 81		2.49											
		Hempler's	3.99						4.99						antibiotic-free; uncured; local
		Cook's	2.28		1.48			1.38							
		Longhorn	2.48							3.98					
	Family Foods	John Morrell								3.48					
		Kretschmar									3.98				
		Cook's						1.39							
	Fred Meyer	Longhorn	1.99												
		John Morrell								3.49					
		Kroger		1.27					2.99	2.99					
		Smithfield									5.49				
	Grocery Outlet	Private Selection	2.99							3.99	3.99				
		Simple Truth					3.99								antibiotic-free; uncured
		Hempler's			4.99										antibiotic-free; uncured
		F.G.Meyer	4.99												limit 2
		Country Ribbon		1.29											
		Hill's		2.99	1.49				4.99						local
Harvest Foods	Hempler's	3.99	3.99					4.99						local	
	Kentucky Legend							4.99							
	Snake River Farms			4.99	5.99									Karobuta; local	
	Smithfield		2.49												
IGA Markets	Cook's		2.49					1.38							
	Sugardale							0.99						w/ \$25 purchase; limit 1	
	Sugardale		2.49												

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**CURED PORK**

State	Supermarket	Label	Spiral Cut Hams		Semi-Boneless		Bone-in Portions		Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions
			Bone-in		Whole	Half	Butt	Shank	Whole	Half	1/4				
WA <i>(cont)</i>	IGA Markets <i>(continued)</i>	Cloverdale							2.99						
		Hormel Cure 81							4.29						
	IGA Market Fresh	Cook's		1.27											w/ \$50 purchase; limit 1
		Cook's					1.27	0.97							limit 1
	Metropolitan Meyers Group IGA	Centennial Farms	6.49		4.99	4.99									Kurobuta
		Sugardale		2.49											
		Essential Everyday									2.99				
		Hormel Cure 81								4.29	4.29				
	New Seasons	New Seasons	3.99												antibiotic-free
	PCC Natural	Beeler's	5.99	4.99											antibiotic-free; uncured
	Quality Food Cntr	Hormel Cure 81	1.27												limit 2
		Cook's					0.97	0.97							limit 2
		Kentucky Legend												3.49	
		Private Selection												3.99	
	Rosauer's	Smithfield												4.99	
		Longhorn		1.69											
		Cook's					1.79	1.49						2.89	
		Hempler's									4.60				antibiotic-free; uncured
	Select Markets	Cook's		1.99			1.49	1.49							
	Super 1 Foods	Cook's													w/ \$50 purchase; limit 1
		Smithfield		1.98											
	Target	Smithfield Premium		2.49											
		Market Pantry	1.29												limit 2
	The Markets	Archer Farms	1.69												limit 2
		Cook's		1.29											limit 1
		Jamestown					BOGO								
		Sugardale								2.48					
		Sunnyvalley								2.98					
		Hempler's		4.98	4.48	4.48									local
	Thriftway	Cook's		1.99			1.99	1.99							
Thriftway of OR	Cook's		1.69			1.49	1.49								
Town & Country Mrkt	Porter & York						4.48							Kurobuta	
Walmart	Sam's Choice	1.98													
Whole Foods NW	Niman Ranch	3.99												antibiotic-free	
Yoke's Fresh Mrkt	Longhorn	2.49													
	Yoke's	1.99													

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**Easter/Passover 2018**  
**CURED PORK**

State	Supermarket	Label	Spiral Cut Hams Bone-in		Semi-Boneless		Bone-in Portions		Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions
			Whole	Half	Whole	Half	Butt	Shank	Whole	Half	1/4	bone-in	bone-in		
<b>WA</b> <i>(cont)</i>	Yoke's Fresh Mrkt <i>(continued)</i>	Yoke's Divine Smithfield	3.99 2.69												
<b>WY</b>	Albertsons Mtnn	Cook's Hormel Cure 81 Signature Select	1.99				1.29	0.99							limit 1
	Associated Food	n/i n/i		1.59 1.29						3.49					
	AW Grocers	Cook's Hormel Cure 81 Cook's Cook's Best Choice Best Choice Kretschmar Hormel Cure 81 Farmland Hormel Sugardale Hormel Cure 81 John Morrell Open Acres Hormel Cure 81		1.89    1.69 1.99  1.89 1.68  2.39			1.49 1.49 1.59	1.29 1.29 1.39		3.79 3.79    2.99 2.99 3.69 3.69 2.99 2.99  3.49 3.49					
	Food Pride	Hormel Cure 81 Sugardale		2.39	1.99	1.99				3.99 3.99					
	IGA Markets	Sugardale Sugardale Cloverdale Hormel Cure 81		2.49					0.99	2.99 4.29					w/ \$25 purchase; limit 1
	King Soopers	Kroger Cook's Private Selection	1.27					0.88	0.88						limit 2 limit 2
	Lucky's Market	Lucky's Market	2.99												
	Ridley's Market	Sugardale Sugardale n/i Hormel Cure 81 Cook's		0.97				1.18	0.97 1.18						w/ \$50 purchase; limit 2 w/ \$50 purchase; limit 2
				1.87						3.78 3.78					

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CURED PORK**

prices in \$US per pound unless otherwise noted.

State	Supermarket	Label	Spiral Cut Hams Bone-in		Semi-Boneless		Bone-in Portions		Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions	
			Whole	Half	Whole	Half	Butt	Shank	Whole	Half	1/4	bone-in	bone-in			
WY <i>(cont)</i>	Safeway Denver	Cook's					0.87	0.77							limit 2	
		Hormel Cure 81		1.27												
	Smith's	Signature Select							2.99							
		Kentucky Legend											4.99			
	Smithfield	Private Selection												3.99		
		John Morrell	2.99											3.99		
	Kroger	Sugardale	2.99													
		Archer Farms	1.29													
	Target	Market Pantry	1.29													
	Walmart	Archer Farms	1.69													
		Sam's Choice	1.98													

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FRESH PORK

State	Supermarket	Label	Shoulder Roasts				Loin Roasts						Sirloin Roasts		Leg Roasts		Conditions		
			boston butt		picnic		loin, bone-in		loin, boneless		center-cut		tender	bone-in					
			bn-in	bnls	bn-in	bnls	crown	whole	whole	half	bn-in	bnls	loin	bn-in	bnls	whole		half	
<b>NORTHEASTERN U.S. - CT,DC,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT</b>																			
CT	Adams IGA	n/i					2.99		1.59									shank half @ \$1.89  shank half @ \$1.67  shank half @ \$1.89 shank half @ \$1.39	
	Smithfield															1.89	2.29		
	AG of New England	n/i												2.99					
	ALDI	n/i		2.29							1.69								
	Best Market	n/i					2.97									1.57	1.77		
	Big Y	Hormel												4.99					
	Bravo	n/i			0.99														
	C-Town	n/i			0.99														
	Compare Foods	n/i			0.99														
	Food Bazaar	n/i			0.99					1.99									
	Geissler's	n/i											3.99						
	Highland Park	Smithfield		2.99								1.99							
	Ideal Food Basket	n/i			0.99												1.29		
	Indiana Kitchen												2.49	3.99					
	IGA Stores NE	n/i					5.99		1.59				1.99				1.89		1.99
	Key Food	n/i		2.99	0.99												1.29		1.49
	Market 32	n/i	1.49	1.99			3.99					1.99					1.99		
	Price Chopper	n/i	1.49	1.99			3.99					1.99					1.99		
Price Rite	n/i			0.69															
Save-a-Lot	n/i								1.99										
ShopRite	n/i	1.49														1.49			
Stew Leonard's	n/i											1.99							
Stop & Shop	Stop & Shop					4.99													
The Fresh Market	n/i					5.99													
Walmart	Smithfield										1.94								
DC	ALDI	n/i		2.29							1.69								
	Giant Food	Giant												2.99					
	Harris Teeter	Smithfield	1.29																
	Safeway Eastern	n/i										2.99							
	Save-a-Lot	n/i								1.99									
	Walmart	Smithfield										1.94							
DE	ALDI	n/i		2.29							1.69							w/ store card	
	Food Lion	n/i								2.29									
		n/i								2.49									
	Fresh Grocer	n/i			0.88	1.99								3.99					
Giant Food	Giant												2.99						

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

**Easter/Passover 2018**  
**FRESH PORK**

State	Supermarket	Label	Shoulder Roasts				Loin Roasts							Sirloin Roasts		Leg Roasts		Conditions		
			boston butt		picnic		loin, bone-in		loin, boneless		center-cut		tender	bone-in						
			bn-in	bnls	bn-in	bnls	crown	whole	whole	half	bn-in	bnls	loin	bn-in	bnls	whole	half			
DE <i>(cont)</i>	Great Valu Markets	n/i	1.49						1.79					3.99						
	Harris Teeter	Smithfield	1.29																	
	IGA Stores - NJ/PA	n/i	1.39						1.99								1.89			
	Redner's	Hatfield		2.18							1.88					1.98				
	Safeway Eastern	n/i										2.99								
	Save-a-Lot	n/i							1.99											
	ShopRite	n/i	1.49														1.49			
	ShurSave	n/i	1.99	2.19					1.49				2.29	3.99						
	The Fresh Market	n/i					5.99													
	Walmart	Smithfield										1.94								
MA	Adams IGA	n/i					2.99		1.59											
		Smithfield															1.89	2.29	shank half @ \$1.89	
	AG of New England	n/i		2.29						1.69				2.99						
	ALDI	n/i																		
	Associated	n/i			0.99															
	Big Y	Hormel												4.99						
	Bravo	n/i			0.99															
	C-Town	n/i			0.99															
	Crosby's	n/i											2.99							
	Donelan's	n/i											2.99	3.99						
	Food City Market	n/i	1.79											2.99						
	Geissler's	n/i												3.99						
	Hannaford	Hannaford																		
		Nature's Place																		antibiotic-free
	Ideal Food Basket	n/i				0.99												1.29		
		Indiana Kitchen											2.49	3.99						
	Key Food	n/i		2.99	0.99													1.29	1.49	shank half @ \$1.39
	Market 32	n/i	1.49	1.99				3.99				1.99						1.99		
	Market Basket	n/i													2.99					
	McKinnon's	n/i						3.89					2.49	3.49						
	Price Chopper	n/i	1.49	1.99				3.99				1.99						1.99		
	Price Rite	n/i				0.69														
	Roche Bros.	Berkshire Black						10.99						8.99						antibiotic-free
Niman Ranch													7.99						antibiotic-free	
	n/i						4.99						3.99							
Save-a-Lot	n/i								1.99											
Seabra Foods	n/i								1.89	1.89										

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

**Easter/Passover 2018**

prices in \$US per pound unless otherwise noted.

**FRESH PORK**

State	Supermarket	Label	Shoulder Roasts				Loin Roasts							Sirloin Roasts		Leg Roasts		Conditions	
			boston butt		picnic		loin, bone-in		loin, boneless		center-cut		tender	bone-in					
			bn-in	bnls	bn-in	bnls	crown	whole	whole	half	bn-in	bnls	loin	bn-in	bnls	whole	half		
MA <i>(cont)</i>	Stop & Shop	Stop & Shop					4.99												
	The Fresh Market	n/i					5.99												
	Trucchi's	n/i					2.99												
	Walmart	Smithfield									1.94								
	Wegmans	Wegmans		6.99										15.99				organic	
	Wegmans	Wegmans	1.19									1.79	6.99						
MD	ALDI	n/i		2.29							1.69								
	Food Lion	n/i								2.29								w/ store card	
		n/i								2.49									
	Giant Eagle	Nature's Basket											3.99					antibiotic-free	
		n/i											3.99						
	Giant Food	Giant											2.99						
	Great Valu Markets	n/i	1.49							1.79			3.99						
	Harris Teeter	Smithfield	1.29																
	IGA Stores - NJ/PA	n/i	1.39							1.99							1.89		
	Price Rite	n/i			0.69														
	Redner's	Hatfield		2.18							1.88					1.98			
	Safeway Eastern	n/i											2.99						
	Save-a-Lot	n/i								1.99									
	Shop'n Save	n/i											3.99						
	Shoppers	Smithfield	1.99																
		n/i			1.49														
	ShopRite	n/i	1.49														1.49		
	ShurSave	n/i	1.99	2.19						1.49			2.29	3.99					
	Sprout's Market	n/i								1.99									
	The Fresh Market	n/i					5.99												
Walmart	Smithfield									1.94									
Wegmans	Wegmans		6.99										15.99					organic	
	Wegmans	Wegmans	1.19										1.79	6.99					
ME	AG of New England	n/i											2.99						
	Best Yet Market	1893 Premium										1.99							
	Food City Market	n/i	1.79										2.99						
	Hannaford	Hannaford											3.49						
		Nature's Place											4.99					antibiotic-free	
	IGA Stores NE	1893 Premium							1.79				2.99						
		n/i							1.59				1.99						
Market Basket	n/i											2.99							



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**FRESH PORK**

State	Supermarket	Label	Shoulder Roasts				Loin Roasts						Sirloin Roasts		Leg Roasts		Conditions	
			boston butt		picnic		loin, bone-in		loin, boneless		center-cut		tender	bone-in				
			bn-in	bnls	bn-in	bnls	crown	whole	whole	half	bn-in	bnls	loin	bn-in	bnls	whole		half
ME <i>(cont)</i>	Save-a-Lot	n/i							1.99									
	Walmart	Smithfield								1.94								
NH	AG of New England	n/i												2.99				
	ALDI	n/i		2.29						1.69								
	Hannaford	Hannaford												3.49				
		Nature's Place												4.99				antibiotic-free
	IGA Stores NE	n/i							1.59			1.99						
	Market Basket	n/i												2.99				
	McKinnon's	n/i					3.89					2.49		3.49				
	Price Chopper	n/i	1.49	1.99			3.99				1.99					1.99		
	Price Rite	n/i			0.69													
	Save-a-Lot	n/i							1.99									
	The Fresh Market	n/i					5.99											
Walmart	Smithfield									1.94								
NJ	ALDI	n/i		2.29						1.69								
	Associated	n/i			0.99													
	Best Market	n/i					2.97									1.57	1.77	shank half @ \$1.67
	Bravo	n/i			0.99													
	C-Town	n/i			0.99													
	Fine Fare	n/i	1.39	2.99	0.99				1.99			2.99	3.99					
	Food Bazaar	n/i			0.99				1.99									
	Foodtown	n/i			0.99										1.29	1.59		
	Great Valu Markets	n/i	1.49						1.79				3.99					
	Ideal Food Basket	n/i			0.99										1.29			
		Indiana Kitchen										2.49	3.99					
	IGA Stores - NJ/PA	n/i	1.39						1.99						1.89			
	Key Food	n/i		2.99	0.99										1.29	1.49		shank half @ \$1.39
	Met Foods	n/i	1.49		0.99													
	Morton Williams	n/i			1.19													
	Murphy's	Hatfield										2.99						
	Pioneer	n/i	1.49		0.99				1.99									
	Price Rite	n/i			0.69													
	Save-a-Lot	n/i							1.99									
	Seabra Foods	n/i				1.99					1.99							
	ShopRite	n/i	1.49													1.49		
	Stop & Shop	Stop & Shop					4.99											
Supremo	n/i			0.99					1.99									

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

**Easter/Passover 2018**

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**FRESH PORK**

State	Supermarket	Label	Shoulder Roasts				Loin Roasts							Sirloin Roasts		Leg Roasts		Conditions	
			boston butt		picnic		loin, bone-in		loin, boneless		center-cut		tender	bn-in	bnls	bone-in			
			bn-in	bnls	bn-in	bnls	crown	whole	whole	half	bn-in	bnls	loin			whole	half		
NJ <i>(cont)</i>	The Fresh Market	n/i					5.99												
	Uncle Giuseppe's	n/i					5.99										2.99		
	Walmart	Smithfield									1.94								
	Wegmans	Wegmans		6.99										15.99					organic
	Wegmans	Wegmans	1.19										1.79			6.99			
NY	AG of New England	n/i																	
	ALDI	n/i		2.29							1.69								
	Associated	n/i			0.99														
	Best Market	n/i					2.97										1.57	1.77	shank half @ \$1.67
	Big M	1893 Premium						1.99	1.69										
	Bravo	n/i			0.99														
	C-Town	n/i			0.99														
	DeCiccio Family	n/i					4.99												
	DeCiccio & Sons	Prairie Grove Farms											4.99						antibiotic-free
	Fine Fare	n/i	1.39	2.99	0.99				1.99				2.99	3.99					
	Food Bazaar	n/i			0.99				1.99										
	Foodtown	n/i			0.99												1.29	1.59	
	Giunta's	n/i			0.99								2.99				1.79	1.99	shank half @ \$1.89
	Great American	1893 Premium			1.29				1.59					2.99		1.59			
	Hannaford	Hannaford												3.49					
		Nature's Place												4.99					antibiotic-free
	Ideal Food Basket	n/i			0.99												1.29		
		Indiana Kitchen												2.49	3.99				
	IGA Stores NE	n/i						5.99		1.59				1.99			1.89	1.99	shank half @ \$1.89
	Key Food	n/i		2.99	0.99												1.29	1.49	shank half @ \$1.39
	King Kullen	n/i												2.99	2.99		1.49	1.69	shank half @ \$1.49
	Market 32	n/i	1.49	1.99				3.99					1.99				1.99		
	Met Foods	n/i	1.49		0.99														
	Morton Williams	n/i			1.19														
	Peck's Market	n/i	1.29	1.99									1.99	1.79			1.89	2.19	shank or butt half
	Pioneer	n/i	1.49		0.99				1.99										
	Price Chopper	n/i	1.49	1.99				3.99					1.99				1.99		
	Price Rite	n/i			0.69														
	Save-a-Lot	n/i								1.99									
	Shop'n Save	n/i												3.99					
	ShopRite	n/i	1.49														1.49		
	Stew Leonard's	n/i											1.99						

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**FRESH PORK**

State	Supermarket	Label	Shoulder Roasts				Loin Roasts							Sirloin Roasts		Leg Roasts		Conditions
			boston butt		picnic		loin, bone-in		loin, boneless		center-cut		tender	Roasts		bone-in		
			bn-in	bnls	bn-in	bnls	crown	whole	whole	half	bn-in	bnls	loin	bn-in	bnls	whole	half	
NY <i>(cont)</i>	Stop & Shop	Stop & Shop					4.99											
	The Fresh Market	n/i					5.99											
	Tops Market	Tops Premium	1.99						1.69	1.69							2.99	
	Uncle Giuseppe's	n/i					5.99											
	Walmart	Smithfield								1.94								
	Wegmans	Wegmans		6.99										15.99				organic
	Wegmans	Wegmans	1.19										1.79	6.99				
PA	ALDI	n/i		2.29						1.69								
	Associated	n/i			0.99													
	Big M	1893 Premium						1.99	1.69									
	Boyers Food	n/i						1.27										
		Hatfield							1.67					2.97				
	Bravo	n/i			0.99													
	C-Town	n/i			0.99													
	Family Owned	n/i						1.49				1.89	2.29	3.69				
		Hatfield				2.29												
	Fine Fare	n/i	1.39	2.99	0.99				1.99				2.99	3.99				
	Food Lion	n/i							2.29									w/ store card
		n/i							2.49									
	Foodland	n/i											1.99					
	Foodtown	n/i			0.99											1.29	1.59	
	Fresh Grocer	n/i			0.88	1.99								3.99				
	Giant Eagle	Nature's Basket											3.99					antibiotic-free
		n/i												3.99				
	Gordon Food	GFS											1.89					
	Great Valu Markets	n/i	1.49						1.79					3.99				
	Grocery Outlet	Chairman's Reserve								1.99								
	Ideal Market	n/i							1.79									
	IGA SpartanNash	n/i	1.29						1.49									
	IGA Stores - NJ/PA	n/i	1.39						1.99							1.89		
	Karn's Foods	n/i	1.99						1.69									
	Key Food	n/i		2.99	0.99											1.29	1.49	shank half @ \$1.39
	Kuhn's Market	Chairman's Reserve											2.49	3.49				
	Landis Market	Hatfield			0.99				1.69			1.69						
Pioneer	n/i	1.49		0.99				1.99										
Price Chopper	n/i	1.49	1.99															
Price Rite	n/i			0.69														

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**FRESH PORK**

State	Supermarket	Label	Shoulder Roasts				Loin Roasts						Sirloin Roasts		Leg Roasts		Conditions		
			boston butt		picnic		loin, bone-in		loin, boneless		center-cut		tender	bone-in					
			bn-in	bnls	bn-in	bnls	crown	whole	whole	half	bn-in	bnls	loin	bn-in	bnls	whole		half	
PA <i>(cont)</i>	Redner's	Hatfield		2.18								1.88				1.98			
	Save-a-Lot	n/i							1.99										
	Shop'n Save	n/i												3.99					
	ShopRite	n/i	1.49														1.49		
	ShurSave	n/i	1.99	2.19					1.49				2.29	3.99					
	ShurSave - NE	Hatfield	1.99						1.49			1.99		3.99			1.99		
	Sparkle Markets	n/i													1.79				
	Supremo	n/i			0.99					1.99									
	The Fresh Market	n/i					5.99												
	Tops Market	Tops Premium	1.99						1.69	1.69									
	Walmart	Smithfield								1.94									
	Wegmans	Wegmans		6.99										15.99					organic
	Wegmans		1.19										1.79	6.99					
RI	Adams IGA	n/i					2.99		1.59										
	Smithfield															1.89	2.29	shank half @ \$1.89	
	ALDI	n/i	2.29							1.69									
	Associated	n/i		0.99															
	Bravo	n/i		0.99															
	Ideal Food Basket	n/i		0.99												1.29			
	Indiana Kitchen											2.49	3.99						
	Price Rite	n/i		0.69															
	Save-a-Lot	n/i							1.99										
	Seabra Foods	n/i							1.89	1.89									
Stop & Shop	Stop & Shop					4.99													
Walmart	Smithfield								1.94										
VT	AG of New England	n/i											2.99						
	ALDI	n/i	2.29							1.69									
	Food City Market	n/i	1.79										2.99						
	Hannaford	Hannaford											3.49						
	Nature's Place												4.99						
	IGA Stores NE	1893 Premium							1.79				2.99						
	Price Chopper	n/i	1.49	1.99			3.99				1.99				1.99				
	Tops Market	Tops Premium	1.99						1.69	1.69									
Walmart	Smithfield								1.94										

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**FRESH PORK**

State	Supermarket	Label	Shoulder Roasts				Loin Roasts						Sirloin Roasts		Leg Roasts		Conditions	
			boston butt		picnic		loin, bone-in		loin, boneless		center-cut		tender	bone-in				
			bn-in	bnls	bn-in	bnls	crown	whole	whole	half	bn-in	bnls	loin	bn-in	bnls	whole		half
<b>SOUTHEASTERN U.S. - AL,FL,GA,KY,MS,NC,SC,TN,VA,WV</b>																		
AL	ALDI	n/i		2.29							1.69							
	Bruce's Foodland	n/i											2.79					
	Dollar General Mrkt	n/i												2.95				
	Earth Fare	n/i					4.99					4.99						antibiotic-free
	Food Giant	Prairie Fresh	1.18															
	Greer's Markets	n/i	1.39															
		Smithfield									1.69							
	Ingle's Market	Ingles									1.78							
	Kroger Atlanta	n/i									1.99							
	Kroger Nashville	n/i									1.69							
	Lucky Supermarket	Prairie Fresh									1.79			2.19				
	Manning's PW	n/i	1.28															
	Piggly Wiggly Inc.	n/i	1.49															
	Piggly Wiggly JTM	n/i	1.59															
	Publix	Publix			0.99													
	Ramey's	n/i													1.97			
	Rouses Market	Rouses	1.59												2.88			
	Save-a-Lot	n/i									1.99							
	Sprout's Market	n/i									1.99							
	The Fresh Market	n/i						5.99										
Vowell's	n/i									1.49								
Walmart	Smithfield										1.94							
Western Market	n/i						8.99			1.99								
Winn-Dixie	n/i	1.49												BOGO				
FL	ALDI	n/i		2.29							1.69							
	Bravo	n/i			0.99												1.59	1.79
	Dollar General Mrkt	n/i												2.95				shank half @ \$1.69
	Earth Fare	n/i					4.99					4.99						antibiotic-free
	Food Giant	Prairie Fresh	1.18															
	Fresco y Mas	n/i			0.48													w/ \$30 purchase; limit 1
	Gordon Food	GFS											1.89					
	Greer's Markets	n/i	1.39															
		Smithfield									1.69							
	Harris Teeter	Smithfield	1.29															
	Harvey's	n/i	1.38								1.68			2.98				
	Hitchcock's	Hitchcock's	1.39													1.89		

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State	Supermarket	Label	Shoulder Roasts				Loin Roasts							Sirloin Roasts		Leg Roasts		Conditions	
			boston butt		picnic		loin, bone-in		loin, boneless		center-cut		tender	bone-in					
			bn-in	bnls	bn-in	bnls	crown	whole	whole	half	bn-in	bnls	loin	bn-in	bnls	whole	half		
FL <i>(cont)</i>	IGA Florida	n/i	1.59		1.39				1.99	1.99				3.99					
	Lucky's Market	n/i												3.99					
	Milam's Market	Chairman's Reserve											2.99	3.99					
	Publix	Publix			0.99														
	Sabor Tropical	n/i							1.57										
	Safeway Eastern	n/i											2.99						
	Save-a-Lot	n/i							1.99										
	Scaff's Market	n/i	1.79											2.99					
	Sedano's	n/i			0.69					1.49									
	Sprout's Market	n/i							1.99										
	The Fresh Market	n/i					5.99												
	Walmart	Smithfield									1.94								
	Western Beef	n/i							1.99	1.99									
	Winn-Dixie	n/i	1.49											BOGO					
GA	ALDI	n/i		2.29						1.69									
	Bi-Lo	n/i	1.49											BOGO					
	Dollar General Mrkt	n/i												2.95					
	Earth Fare	n/i					4.99				4.99								antibiotic-free
	Food Depot	n/i	1.38		1.18														
	Food Giant	Prairie Fresh	1.18																
	Food Lion	n/i							2.29										w/ store card
		n/i							2.49										
	Food Pride	n/i												2.99					
	Galaxy Foods	n/i																	
		Smithfield				1.18							2.48						
	Harris Teeter	Smithfield	1.29																
	Harvey's	n/i	1.38							1.68				2.98					
	IGA Food Stores	n/i	1.39		0.99					1.49							0.99	1.29	
	IGA Stores SE	IGA TableRite								1.58			1.98						
	Ingle's Market	Ingles								1.78									
	Kroger Atlanta	n/i								1.99									
	Piggly Wiggly Car.	n/i												3.99	0.99				
		Pig's Pride								1.29	1.39	1.79		3.99					
	Piggly Wiggly GA	n/i	1.29																
Piggly Wiggly JTM	n/i	1.59																	
Publix	Publix			0.99															
Quality Foods	Prairie Fresh			1.19															

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

**Easter/Passover 2018**

prices in \$US per pound unless otherwise noted.

**FRESH PORK**

State	Supermarket	Label	Shoulder Roasts				Loin Roasts							Sirloin Roasts		Leg Roasts		Conditions		
			boston butt		picnic		loin, bone-in		loin, boneless		center-cut		tender	bone-in						
			bn-in	bnls	bn-in	bnls	crown	whole	whole	half	bn-in	bnls	loin	bn-in	bnls	whole	half			
GA <i>(cont)</i>	Save-a-Lot	n/i							1.99											
	Sprout's Market	n/i							1.99											
	The Fresh Market	n/i					5.99													
	Walmart	Smithfield									1.94									
	Wayfield's	n/i	1.69						1.69	1.69										
	Winn-Dixie	n/i	1.49											BOGO						
KY	ALDI	n/i		2.29							1.69									
	Cox IGA	Hormel	1.79											2.99	0.99					
	Dollar General Mrkt	n/i												2.95						
	Earth Fare	n/i					4.99					4.99							antibiotic-free	
	Food Fair	n/i										2.99								
	Food Giant	Prairie Fresh	1.18																	
	Food Lion	n/i								2.29									w/ store card	
		n/i								2.49										
	Food Rite	Food Rite								1.79					0.99					
	Fresh Encounter	n/i									1.69									
	Fresh Thyme	n/i		2.49																
	Galaxy Foods	n/i									1.58			2.48						
		Smithfield				1.18														
	Gordon Food	GFS												1.89						
	IGA Stores OH/KY	n/i	1.69												2.99					
	IGA Houchen's	Hormel	1.49																	
	IGA SpartanNash	n/i	1.29								1.49									
	IGA Stores SE	IGA TableRite									1.58			1.98						
	Kroger Delta	n/i									1.79									
	Kroger Cincinnati	n/i	1.49									1.39								
	Kroger MidAtlantic	n/i	1.49									1.99								
	Kroger Mid-South	n/i									1.39									
	Kroger Nashville	n/i									1.69									
	Meijer	n/i		1.99											3.99					
	Remke Market	n/i												1.99						
	Save-a-Lot	n/i									1.99									
	SuperVALU Stores	n/i												2.29						
TC Grocers	n/i	1.49									1.35									
The Fresh Market	n/i						5.99													
ValuMarket	n/i	1.39																		
Walmart	Smithfield										1.94									

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

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prices in \$US per pound unless otherwise noted.

**FRESH PORK**

State	Supermarket	Label	Shoulder Roasts				Loin Roasts							Sirloin Roasts		Leg Roasts		Conditions
			boston butt		picnic		loin, bone-in		loin, boneless		center-cut		tender	bone-in				
			bn-in	bnls	bn-in	bnls	crown	whole	whole	half	bn-in	bnls	loin	bn-in	bnls	whole	half	
MS	AG of Baton Rouge	n/i	1.49															
	ALDI	n/i		2.29						1.69								
	Corner Market	Prairie Fresh												3.99				
	Dollar General Mrkt	n/i												2.95				
	Food Giant	Prairie Fresh	1.18															
	Greer's Markets	n/i	1.39															
		Smithfield								1.69								
	Kroger Delta	n/i								1.79								
	McDade's	n/i								1.49								
	Piggly Wiggly HGR	n/i	1.49															
	Ramey's	n/i												1.97				
	Rouses Market	Rouses	1.59											2.88				
	Save-a-Lot	n/i								1.99								
	Sullivans	n/i								1.89								
	The Fresh Market	n/i					5.99											
	Vowell's	n/i								1.49								
Walmart	Smithfield									1.94								
Winn-Dixie	n/i	1.49											BOGO					
NC	ALDI	n/i		2.29						1.69								
	Bi-Lo	n/i	1.49											BOGO				
	Carlie C's IGA	n/i			1.08					1.58	1.78							
	Earth Fare	n/i					4.99					4.99						antibiotic-free
	Farm Fresh	Smithfield	1.99		1.49													w/ store card
	Food Lion	n/i								2.29								
		n/i								2.49								
	Food Pride	n/i												2.99				
	Fresh Foods	n/i			0.99					1.49								
	Galaxy Foods	n/i								1.58			2.48					
		Smithfield				1.18												
	Great Valu Markets	n/i	1.49							1.79				3.99				
	Harris Teeter	Smithfield	1.29															
	Harvey's	n/i	1.38								1.68			2.98				
	Hills Food Stores	n/i	1.39							1.39								
	IGA Food Stores	n/i	1.39		0.99						1.49					0.99	1.29	
	IGA Stores SE	IGA TableRite								1.58		1.98						
	Ingle's Market	Ingles								1.78								
Kroger MidAtlantic	n/i	1.49								1.99								



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Easter/Passover 2018

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FRESH PORK

State	Supermarket	Label	Shoulder Roasts				Loin Roasts							Sirloin Roasts		Leg Roasts		Conditions
			boston butt		picnic		loin, bone-in		loin, boneless		center-cut		tender	bone-in				
			bn-in	bnls	bn-in	bnls	crown	whole	whole	half	bn-in	bnls	loin	bn-in	bnls	whole	half	
NC <i>(cont)</i>	Lowe's Foods	n/i																
	Piggly Wiggly Retail	n/i					1.59							1.69				
	Piggly Wiggly Stores	n/i	1.39							1.29								
	Publix	Publix			0.99													
	Save-a-Lot	n/i							1.99									
	Sprout's Market	n/i							1.99									
	The Fresh Market	n/i					5.99											
	Walmart	Smithfield									1.94							
SC	ALDI	n/i		2.29							1.69							
	Bi-Lo	n/i	1.49											BOGO				
	Dollar General Mrkt	n/i												2.95				
	Earth Fare	n/i					4.99				4.99							antibiotic-free
	Food Lion	n/i							2.29									w/ store card
		n/i							2.49									
	Galaxy Foods	n/i							1.58			2.48						
		Smithfield				1.18												
	Harris Teeter	Smithfield	1.29															
	Harvey's	n/i	1.38							1.68				2.98				
	IGA Food Stores	n/i	1.39		0.99					1.49						0.99	1.29	
	IGA Stores SE	IGA TableRite								1.58		1.98						
	Ingle's Market	Ingles								1.78								
	Kroger Atlanta	n/i								1.99								
	Lowe's Foods	n/i								2.49								
	Piggly Wiggly Car.	n/i												3.99	0.99			
		Pig's Pride								1.29	1.39	1.79		3.99				
	Publix	Publix			0.99													
	Quality Foods	Prairie Fresh			1.19													
	Save-a-Lot	n/i								1.99								
Sprout's Market	n/i								1.99									
The Fresh Market	n/i						5.99											
Walmart	Smithfield									1.94								
TN	ALDI	n/i		2.29							1.69							
	Cash Saver TC	n/i							1.18									
	Dollar General Mrkt	n/i												2.95				
	Earth Fare	n/i					4.99				4.99							antibiotic-free
	Food Country	n/i							1.59									

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

**Easter/Passover 2018**

prices in \$US per pound unless otherwise noted.

**FRESH PORK**

State	Supermarket	Label	Shoulder Roasts				Loin Roasts							Sirloin Roasts		Leg Roasts		Conditions	
			boston butt		picnic		loin, bone-in		loin, boneless		center-cut		tender	bone-in					
			bn-in	bnls	bn-in	bnls	crown	whole	whole	half	bn-in	bnls	loin	bn-in	bnls	whole	half		
TN <i>(cont)</i>	Food Lion	n/i								2.29									w/ store card
		n/i								2.49									
	Food Rite	Food Rite								1.79					0.99				
	Gordon Food	GFS											1.89						
	H.G. Hill	n/i								1.49									
	IGA Stores OH/KY	n/i	1.69												2.99				
	IGA Houchen's	Hormel	1.49																
	IGA Stores SE	IGA TableRite									1.58			1.98					
	Ingle's Market	Ingles									1.78								
	Kroger Delta	n/i									1.79								
	Kroger MidAtlantic	n/i	1.49									1.99							
	Kroger Nashville	n/i									1.69								
	Lucky Supermarket	Prairie Fresh									1.79			2.19					
	Osborne's	n/i	1.39																
	Publix	Publix			0.99														
	Save-a-Lot	n/i									1.99								
	Sprout's Market	n/i									1.99								
	TC Grocers	n/i	1.49								1.35								
	The Fresh Market	n/i					5.99												
	Tietgen's	n/i	1.49																
Walmart	Smithfield										1.94								
VA	ALDI	n/i		2.29							1.69							antibiotic-free  w/ store card	
	Dollar General Mrkt	n/i												2.95					
	Earth Fare	n/i					4.99						4.99						
	Farm Fresh	Smithfield	1.99		1.49														
	Food Country	n/i								1.59									
	Food Lion	n/i								2.29									
		n/i								2.49									
	Galaxy Foods	n/i								1.58				2.48					
		Smithfield			1.18														
	Giant Food	Giant													2.99				
	Grant's Market	Hormel											1.59						
	Great Valu Markets	n/i	1.49							1.79					3.99				
	Harris Teeter	Smithfield	1.29																
	IGA Houchen's	Hormel	1.49																
	IGA Stores SE	IGA TableRite									1.58			1.98					
Ingle's Market	Ingles									1.78									

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prices in \$US per pound unless otherwise noted.

**FRESH PORK**

State	Supermarket	Label	Shoulder Roasts				Loin Roasts							Sirloin Roasts		Leg Roasts		Conditions	
			boston butt		picnic		loin, bone-in		loin, boneless		center-cut		tender	bone-in					
			bn-in	bnls	bn-in	bnls	crown	whole	whole	half	bn-in	bnls	loin	bn-in	bnls	whole	half		
VA <i>(cont)</i>	Kroger MidAtlantic	n/i	1.49								1.99								
	Lowe's Foods	n/i								2.49									
	Piggly Wiggly Retail	n/i							1.59							1.69			
	Piggly Wiggly Stores	n/i	1.39								1.29								
	Price Rite	n/i			0.69														
	Publix	Publix			0.99														
	Safeway Eastern	n/i											2.99						
	Save-a-Lot	n/i								1.99									
	Shop'n Save	n/i												3.99					
	Shoppers	Smithfield		1.99															
		n/i			1.49														
	Shoppers Value	n/i			0.59														
	The Fresh Market	n/i					5.99												
	Walmart	Smithfield									1.94								
Wegmans	Wegmans			6.99										15.99				organic	
	Wegmans		1.19									1.79		6.99					
WV	ALDI	n/i		2.29							1.69								
	Food Fair	n/i											2.99						
	Food Lion	n/i								2.29									w/ store card
		n/i								2.49									
	Galaxy Foods	n/i								1.58				2.48					
		Smithfield			1.18														
	Giant Eagle	Nature's Basket												3.99					antibiotic-free
		n/i												3.99					
	Grant's Market	Hormel												1.59					
	IGA Stores SE	IGA TableRite								1.58				1.98					
	Kroger Columbus	n/i	1.49																
	Kroger MidAtlantic	n/i	1.49								1.99								
	Piggly Wiggly Stores	n/i	1.39								1.29								
	Riesbeck's	n/i											2.99		1.29				
	Save-a-Lot	n/i								1.99									
	Shop'n Save	n/i												3.99					
	Sparkle Markets	n/i														1.79			
Walmart	Smithfield									1.94									

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FRESH PORK

State	Supermarket	Label	Shoulder Roasts				Loin Roasts						Sirloin Roasts		Leg Roasts		Conditions
			boston butt		picnic		loin, bone-in		loin, boneless		center-cut		tender	bone-in			
			bn-in	bnls	bn-in	bnls	crown	whole	whole	half	bn-in	bnls	loin	bn-in	bnls	whole	
<b>MIDWESTERN U.S. - IA,IL,IN,MI,MN,ND,NE,OH,SD,WI</b>																	
IA	AW Grocers	n/i										2.19			1.68		
		Hormel							1.79								
	ALDI	n/i		2.29						1.69							
	Bothers Market	n/i							1.69								
	Family Fare	Open Acres	0.97										3.99				
	Family Foods	Smithfield	1.59						1.49								
	Fareway	n/i	1.69														
	Fishers Jack & Jill	n/i	1.19						1.59					1.59			
	Food Pride	Smithfield	1.59						1.99								
	Fresh Thyme	n/i		2.49													
	Hy-Vee	Hormel		2.29													
	Jewel-Osco	Hormel									2.49						
	No Frills	Open Acres	0.97										3.99				
	Price Chopper	n/i							1.99				2.99				
	Save-a-Lot	n/i							1.99								
	Schnuck's	Pride of the Farm		2.29													
Thriftway Stores	n/i							1.69									
Walmart	Smithfield								1.94								
IL	AW Grocers	Hormel							1.79								
	ALDI	n/i		2.29						1.69							
	Angelo Caputo's	n/i	1.59	1.99					1.79			2.19	3.29				
	Berkot's	n/i	1.89				2.99				1.99	2.49		1.69			
	Borowiak's IGA	Hormel	1.19														
	Brookhaven	Indiana Kitchen	1.29						1.89				2.79				
	Butera Market	n/i	1.29		0.99		3.99		1.69			1.69			0.99	1.29	
	County Market NFI	n/i										2.99					
	Cub Foods	n/i										2.49					
	Dierberg's	Dierberg's										2.49	3.37				
	Fairplay Foods	n/i	1.49	1.69						1.79		2.19					
	Fareway	n/i	1.69														
	Fishers Jack & Jill	n/i	1.19						1.59					1.59			
	Food 4 Less	n/i	1.49														
	Food Pride	Smithfield	1.59						1.99								
	Fresh Thyme	n/i		2.49													
Gordon Food	GFS										1.89						
Hy-Vee	Hormel		2.29														

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FRESH PORK

State	Supermarket	Label	Shoulder Roasts				Loin Roasts							Sirloin Roasts		Leg Roasts		Conditions		
			boston butt		picnic		loin, bone-in		loin, boneless		center-cut		tender	bone-in						
			bn-in	bnls	bn-in	bnls	crown	whole	whole	half	bn-in	bnls	loin	bn-in	bnls	whole	half			
IL <i>(cont)</i>	IGA Houchen's	Hormel	1.49																	
	IGA Stores IL/IN	Hormel																	1.69	
	Jewel-Osco	Hormel											2.49							
	Jimenez	n/i							1.79											
	Kirby Foods IGA	Hormel																	1.69	
	Kroger Central	n/i										1.99								
	Kroger Mid-South	n/i										1.39								
	Mariano's	n/i										1.45								
	Meijer	n/i		1.99															3.99	
	Pete's Market	n/i					3.99						1.99	2.49					2.99	
	Piggly Wiggly MW	Smithfield												1.99					3.29	
	Save-a-Lot	n/i																	1.99	
	Schnuck's	Pride of the Farm			2.29															
	Schuette's	n/i																	1.39	
		Gold Star																	1.78	
	Seafood City	n/i																	2.79	
	Shop & Save Mrkt	n/i																	2.99	
		Prairie Fresh																	1.49	
		Indiana Kitchen				0.99														
		Shop'n Save	Smithfield																2.99	
	Sullivan's	n/i																1.68	2.29	
	Sunset Foods	Sunset																4.99		
	The Fresh Market	n/i																5.99		
	Tony's Finer Foods	n/i	1.99			0.79													2.49	
	Valli Produce	n/i	1.49															1.89	3.49	
	Walmart	Smithfield																1.94	3.49	
	Walt's Food Center	Walt's Premium																	2.99	
IN	ALDI	n/i		2.29									1.69							
	County Market NFI	n/i																	2.99	
	Dollar General Mrkt	n/i																	2.95	
	Earth Fare	n/i							4.99									4.99		
	Food 4 Less	n/i	1.49																	
	Fresh Encounter	n/i																1.69		
	Fresh Thyme	n/i																	2.49	
	Giant Eagle	Nature's Basket																	3.99	
		n/i																		3.99
Gordon Food	GFS																	1.89		

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**FRESH PORK**

State	Supermarket	Label	Shoulder Roasts				Loin Roasts							Sirloin Roasts		Leg Roasts		Conditions
			boston butt		picnic		loin, bone-in		loin, boneless		center-cut		tender	bone-in		bone-in		
			bn-in	bnls	bn-in	bnls	crown	whole	whole	half	bn-in	bnls	loin	bn-in	bnls	whole	half	
IN <i>(cont)</i>	Harding's	Harding's												2.99	1.00			
	IGA Stores OH/KY	n/i	1.69											2.99				
	IGA Houchen's	Hormel	1.49															
	IGA Stores IL/IN	Hormel														1.69		
	Jay C Food	n/i							1.39									
	Jewel-Osco	Hormel											2.49					
	Kirby Foods IGA	Hormel														1.69		
	Kroger Central	n/i																
	Kroger Cincinnati	n/i	1.49															
	Kroger Mid-South	n/i																
	Martins Super Market	Martin's	1.49													1.99		
	Meijer	n/i		1.99														
	Miller's Markets	Smithfield																
	Needlers	n/i																
	New Market	n/i																
	Save-a-Lot	n/i																
	Schnuck's	Pride of the Farm		2.29														
	Strack & Van Til	Smithfield	1.99															
	The Fresh Market	n/i						5.99										
Walmart	Smithfield																	
Walt's Food Center	Walt's Premium																	
MI	AW Grocers	Hormel								1.79								
	ALDI	n/i		2.29														
	Busch's	n/i																
	D&W Fresh Market	Open Acres																
	Earth Fare	n/i						4.99										
	Family Fare	Open Acres																
	Food Pride	Smithfield	1.19								1.49							
	Fresh Thyme	n/i		2.49														
	Gordon Food	GFS												1.89				
	Great Lakes Market	Smithfield																
	Harding's	Harding's																
	Hollywood Markets	n/i						4.59										
	Jacks Fruit Market	n/i	1.19								1.99		1.99					
	Kroger Central	n/i																
	Kroger Columbus	n/i	1.49															
Kroger Michigan	n/i	1.49																

antibiotic-free

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**FRESH PORK**

State	Supermarket	Label	Shoulder Roasts				Loin Roasts							Sirloin Roasts		Leg Roasts		Conditions	
			boston butt		picnic		loin, bone-in		loin, boneless		center-cut		tender	bone-in					
			bn-in	bnls	bn-in	bnls	crown	whole	whole	half	bn-in	bnls	loin	bn-in	bnls	whole	half		
MI <i>(cont)</i>	Louie's Market	n/i										1.99							
	Martins Super Market	Martin's	1.49												1.99				
	Meijer	n/i		1.99										3.99					
	Miller's Markets	Smithfield							1.99								1.49		
	Polly's Market	n/i						1.99											
	Save-a-Lot	n/i							1.99										
	Super One Foods	Smithfield				1.66			1.99		1.99								
	Tadych's	Smithfield	1.49									1.89	2.69	3.29					
	Tom's/Oleson's	n/i										1.69							
	Valuland	Open Acres													1.99				
	VG's Foods	Open Acres												3.99					
	Walmart	Smithfield										1.94							
	Westborn Market	n/i											2.99						
MN	AW Grocers	n/i										2.19			1.68				
		Hormel							1.79				4.99						
	ALDI	n/i		2.29							1.69								
	Cub Foods	n/i											2.49						
	Dick's Fresh Market	Hormel	1.29																
	Econofoods	Open Acres	0.97																limit 2
		Open Acres																	
	Family Fare	Open Acres	0.97																
	Family Fresh Market	Open Acres																	
	Fareway	n/i	1.69																
	Festival	Smithfield																	limit 2
	Food Pride	Smithfield	1.19							1.49									
	Fresh Thyme	n/i		2.49															
	Hornbacher's	Hormel									2.49								
	Hy-Vee	Hormel		2.29															
	Marketplace Foods	Smithfield	1.28								1.88								
	Nilssen's Foods	Smithfield									1.99				1.79				
	Save-a-Lot	n/i									1.99								
	Sun Mart	Open Acres	0.97																
	Super One Foods	Smithfield				1.66				1.99		1.99							
	SUPERVALU Stores	n/i											1.99						
		n/i											2.29						
	Teal's Market	Smithfield	1.19								1.49								
Walmart	Smithfield										1.94								

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

**Easter/Passover 2018**

prices in \$US per pound unless otherwise noted.

**FRESH PORK**

State	Supermarket	Label	Shoulder Roasts				Loin Roasts						Sirloin Roasts		Leg Roasts		Conditions	
			boston butt		picnic		loin, bone-in		loin, boneless		center-cut		tender	bone-in				
			bn-in	bnls	bn-in	bnls	crown	whole	whole	half	bn-in	bnls	loin	bn-in	bnls	whole		half
ND	AW Grocers	Hormel						1.79										
	Albertsons Mntn	Smithfield						1.99					3.99					
	Dan's	Open Acres	0.97										3.99					
	Family Fare	Open Acres	0.97										3.99					
	Food Pride	Smithfield	1.19						1.49									
	Hornbacher's	Hormel								2.49								
	Leevers Foods	Smithfield	1.59															
		Hormel										2.19						
	Marketplace Foods	Smithfield	1.28						1.88									
	Millers Fresh Food	Smithfield	1.59															
		Hormel										2.19		1.89				
	SUPERVALU Stores	n/i										1.99						
		n/i										2.29						
Teal's Market	Smithfield	1.19						1.49										
Walmart	Smithfield								1.94									
NE	Apple Market	n/i						1.48					2.99					
	AW Grocers	n/i									2.19			1.68				
		Hormel						1.79					4.99					
	ALDI	n/i		2.29						1.69								
	Baker's	n/i	1.49							1.59								
	Family Fare	Open Acres	0.97										3.99					
	Family Fresh Market	Open Acres											3.99					
	Fareway	n/i	1.69															
	Food Pride	Smithfield	1.19						1.49									
	Fresh Thyme	n/i		2.49														
	Hy-Vee	Hormel		2.29														
	No Frills	Open Acres	0.97										3.99					
	Russ Market	Smithfield	1.99						1.99	1.99								
	Safeway Denver	n/i									2.99							
	Save-a-Lot	n/i							1.99									
	Sun Mart	Open Acres	0.97										3.99					
Thriftway Stores	n/i							1.69										
Walmart	Smithfield								1.94									
OH	Acme Fresh Market	Acme											3.99					
	ALDI	n/i		2.29						1.69								
	Buehler's	n/i						1.69										
	Dave's Market	Indiana Kitchen	1.99															

limit 2



U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Easter/Passover 2018

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FRESH PORK

State	Supermarket	Label	Shoulder Roasts				Loin Roasts							Sirloin Roasts		Leg Roasts		Conditions		
			boston butt		picnic		loin, bone-in		loin, boneless		center-cut		tender	Roasts		bone-in				
			bn-in	bnls	bn-in	bnls	crown	whole	whole	half	bn-in	bnls	loin	bn-in	bnls	whole	half			
OH <i>(cont)</i>	Dollar General Mrkt	n/i												2.95						
	Earth Fare	n/i					4.99					4.99								antibiotic-free
	Fisher's Foods	Fishers	1.79																	
	Food Fair	n/i											2.99							
	Fresh Encounter	n/i									1.69									
	Fresh Thyme	n/i		2.49																
	Geyer's	n/i												2.99		1.89				
	Giant Eagle	Nature's Basket												3.99						antibiotic-free
		n/i												3.99						
	Gordon Food	GFS												1.89						
	IGA Houchen's	Hormel	1.49																	
	IGA SpartanNash	n/i	1.29						1.49											
	IGA Stores OH/KY	n/i	1.69												2.99					
	Kroger Central	n/i										1.99								
	Kroger Cincinnati	n/i	1.49									1.39								
	Kroger Columbus	n/i	1.49																	
	Kroger MidAtlantic	n/i	1.49									1.99								
	Marc's	Smithfield													2.69					
	Meijer	n/i		1.99											3.99					
	Miller's Markets	Smithfield								1.99										
	Needlers	n/i												1.99						
	Piggly Wiggly Stores	n/i	1.39									1.29								
	Remke Market	n/i													1.99					
	Riesbeck's	n/i													2.99		1.29			
	Save-a-Lot	n/i								1.99										
	Shop'n Save	n/i													3.99					
Sparkle Markets	n/i															1.79				
SuperVALU Stores	Seaboard Farms													2.99						
	n/i												2.29							
The Fresh Market	n/i						5.99													
Walmart	Smithfield									1.94										
SD	AW Grocers	n/i										2.19			1.68					
		Hormel							1.79					4.99						
	ALDI	n/i		2.29						1.69										
	Buche Foods	Hormel							1.88											
	Family Fare	Open Acres	0.97											3.99						
Fareway	n/i	1.69																	limit 2	

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Easter/Passover 2018

prices in \$US per pound unless otherwise noted.

FRESH PORK

State	Supermarket	Label	Shoulder Roasts				Loin Roasts						Sirloin Roasts		Leg Roasts		Conditions	
			boston butt		picnic		loin, bone-in		loin, boneless		center-cut		tender	bone-in				
			bn-in	bnls	bn-in	bnls	crown	whole	whole	half	bn-in	bnls	loin	bn-in	bnls	whole		half
SD <i>(cont)</i>	Hy-Vee	Hormel		2.29														
	IGA Markets	n/i							2.29						1.59			
	Ken's Super Fair	Hormel							1.99									
	Lynn's Dakotamart	Smithfield	1.39						1.79				2.19					
	Safeway Denver	n/i									2.99							
	Teal's Market	Smithfield	1.19						1.49									
	SuperVALU Stores	n/i											2.29					
	Walmart	Smithfield									1.94							
WI	AW Grocers	n/i										2.19			1.68			
		Hormel							1.79					4.99				
	ALDI	n/i		2.29							1.69							
	Econofoods	Open Acres	0.97															limit 2
		Open Acres																
	Family Fresh Market	Open Acres																
	Food Pride	Smithfield	1.19						1.49									
	Fox Bros.	Smithfield											2.29	3.49				
	Fresh Thyme	n/i		2.49														
	Gordon Food	GFS											1.89					
	Gordy's	Smithfield	1.18						1.98						1.88			
	Great Lakes Market	Smithfield												3.29				
	Hansen's IGA	Hansen's											1.98	2.98				
	Hy-Vee	Hormel		2.29														
	Marketplace Foods	Smithfield	1.28						1.88									
	Meijer	n/i		1.99											3.99			
	Nilssen's Foods	Smithfield							1.99							1.79		
	Pick'n Save	n/i									1.49							
	Piggly Wiggly MW	Smithfield							1.99				1.99	3.29				
	Save-a-Lot	n/i							1.99									
	Schnuck's	Pride of the Farm		2.29														
	Sendik's	Sendik's											2.99					
	Sentry Foods	n/i	1.19											2.99	1.99			
	Shurfine Food Cntr	n/i							1.98						1.18			
Super One Foods	Smithfield				1.66			1.99			1.99							
SuperVALU Stores	n/i											1.99						
	n/i											2.29						
Tadych's	Smithfield	1.49								1.89			2.69	3.29				
The Fresh Market	n/i						5.99											

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

**Easter/Passover 2018**

prices in \$US per pound unless otherwise noted.

**FRESH PORK**

State	Supermarket	Label	Shoulder Roasts				Loin Roasts							Sirloin Roasts		Leg Roasts		Conditions	
			boston butt		picnic		loin, bone-in		loin, boneless		center-cut		tender	bone-in					
			bn-in	bnls	bn-in	bnls	crown	whole	whole	half	bn-in	bnls	loin	bn-in	bnls	whole	half		
WI (cont)	Trig's Walmart	Smithfield Smithfield											2.49						

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

**Easter/Passover 2018**

prices in \$US per pound unless otherwise noted.

**FRESH PORK**

State	Supermarket	Label	Shoulder Roasts				Loin Roasts						Sirloin Roasts		Leg Roasts		Conditions	
			boston butt		picnic		loin, bone-in		loin, boneless		center-cut		tender	bone-in				
			bn-in	bnls	bn-in	bnls	crown	whole	whole	half	bn-in	bnls	loin	bn-in	bnls	whole		half
<b>SOUTH CENTRAL U.S. - AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT</b>																		
AR	ALDI	n/i		2.29						1.69								limit 3
	Bill's Fresh Market	n/i							1.99									
	Brookshire's	Hormel	0.97															
	Cash Saver TC	n/i							1.18									
	CV's Family Foods	Prairie Fresh					1.99											
	Edward's FG	n/i							1.48									
	Food Giant	Prairie Fresh	1.18															
	G&W Foods	Seaboard Farms	1.78							1.38								
	Harp's	Harp's								1.88	2.28		3.68					
	Hay's Supermarkets	n/i	1.48															
	Kroger Delta	n/i								1.79								
	Rehkopf's	n/i								1.99		2.99						
	Save-a-Lot	n/i								1.99								
	Shoppers Value	n/i								0.98								
	TC Grocers	n/i	1.49							1.35								
The Fresh Market	n/i					5.99												
Walmart	Smithfield									1.94								
AZ	Albertsons SW	n/i									1.77		2.19					
	AW Grocers	n/i												3.99	1.68			
	Basha's	n/i																
	El Super	Swift												0.99	1.19	1.19		
	Food City	n/i							1.67									
	Fry's	n/i								1.99								
	IGA Family	n/i			0.79	1.29								0.99				
	Los Altos	n/i				1.59												
	Safeway SW	n/i									1.99							
	Smith's	n/i									1.99							
Sprout's Market	n/i								1.99									
Walmart	Smithfield									1.94								
CO	Affiliated Foods	n/i	1.29															
		n/i	0.99															
	Albertsons Mntn	Smithfield							1.99					3.99				
	Associated Foods	Smithfield	1.79	1.99										3.29	1.69			
	AW Grocers	n/i									2.19			1.68				
		Hormel							1.79					4.99				
Ridley's	n/i	1.58											2.78					

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

**Easter/Passover 2018**

prices in \$US per pound unless otherwise noted.

**FRESH PORK**

State	Supermarket	Label	Shoulder Roasts				Loin Roasts						Sirloin Roasts		Leg Roasts		Conditions	
			boston butt		picnic		loin, bone-in		loin, boneless		center-cut		tender	bone-in				
			bn-in	bnls	bn-in	bnls	crown	whole	whole	half	bn-in	bnls	loin	bn-in	bnls	whole		half
CO <i>(cont)</i>	Safeway Denver	n/i										2.99						
	Save-a-Lot	n/i							1.99									
	Sprout's Market	n/i							1.99									
	Walmart	Smithfield								1.94								
KS	Affiliated Foods	n/i	1.29															
		n/i	0.99															
	Apple Market	n/i							1.48					2.99				
	AW Grocers	n/i										2.19		1.68				
		Hormel							1.79									
	ALDI	n/i		2.29						1.69								
	Bothers Market	n/i							1.69									
	Country Mart	n/i											2.99					
		Smithfield		1.79														
	CV's Family Foods	Prairie Fresh						1.99										
	Dillon's	n/i	1.49							1.59								
	Food Pride	Smithfield	1.59						1.99									
	G&W Foods	Seaboard Farms	1.78						1.38									
	Harp's	Harp's							1.88			2.28		3.68				
	Hy-Vee	Hormel		2.29														
	Price Chopper	n/i							1.99					2.99				
	Pyramid Foods	Prairie Fresh												3.49				
	Save-a-Lot	n/i							1.99									
	Sprout's Market	n/i							1.99									
	Sun Fresh	n/i											2.99					
	Smithfield	1.79						1.99										
Thriftway Stores	n/i							1.69										
Walmart	Smithfield								1.94									
Woods Supermarkets	Prairie Fresh	1.98						1.78										
LA	AG of Baton Rouge	n/i	1.49															
	Brookshire's	Hormel	0.97															
	Brookshire Bros.	Swift										1.71						
	Dollar General Mrkt	n/i											2.95					
	Market Basket	Swift		2.89										1.99				
	Ramey's	n/i											1.97					
	Rouses Market	Rouses	1.59										2.88					
	Save-a-Lot	n/i							1.99									
Shoppers Value	n/i						1.48	1.68										

limit 2

limit 3

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

**Easter/Passover 2018**

prices in \$US per pound unless otherwise noted.

**FRESH PORK**

State	Supermarket	Label	Shoulder Roasts				Loin Roasts							Sirloin Roasts		Leg Roasts		Conditions
			boston butt		picnic		loin, bone-in		loin, boneless		center-cut		tender	bn-in	bnls	bone-in		
			bn-in	bnls	bn-in	bnls	crown	whole	whole	half	bn-in	bnls	loin			whole	half	
LA <i>(cont)</i>	The Fresh Market	n/i					5.99											
	Walmart	Smithfield								1.94								
	Winn-Dixie	n/i	1.49											BOGO				
MO	AW Grocers	Hormel							1.79									
	ALDI	n/i		2.29						1.69								
	Apple Market	n/i							1.48					2.99				
	C&R Supermarkets	Smithfield	1.69															
	Cash Saver TC	n/i							1.18									
	Country Mart	n/i												2.99				
		Smithfield	1.79						1.99									
	County Market NFI	n/i										2.99						
	Dierberg's	Dierberg's										2.49	3.37					
	Food Giant	Prairie Fresh	1.18															
	Fresh Thyme	n/i		2.49														
	G&W Foods	Seaboard Farms	1.78						1.38									
	Gerbe's	n/i	1.49							1.59								
	Gordon Food	GFS									1.89							
	Harp's	Harp's							1.88		2.28			3.68				
	Hay's Supermarkets	n/i	1.48															
	Hy-Klas Foods	n/i							1.69									
	Hy-Vee	Hormel		2.29														
	IGA Stores IL/IN	Hormel												1.69				
	Kroger Central	n/i								1.99								
	Kroger Delta	n/i							1.79									
	Moser's	n/i	1.79						1.37					2.99				
		Smithfield							1.99									
	Prenger Foods	n/i	1.79						1.37					2.99				
		Smithfield							1.99									
	Price Chopper	n/i							1.99					2.99				
	Pyramid Foods	Prairie Fresh												3.49				
Save-a-Lot	n/i							1.99										
Schnuck's	Pride of the Farm		2.29															
Shop'n Save	Smithfield								2.99									
Sprout's Market	n/i							1.99										
Sun Fresh	n/i												2.99					
	Smithfield	1.79						1.99										
TC Grocers	n/i	1.49						1.35										

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Easter/Passover 2018

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FRESH PORK

State	Supermarket	Label	Shoulder Roasts				Loin Roasts							Sirloin Roasts		Leg Roasts		Conditions
			boston butt		picnic		loin, bone-in		loin, boneless		center-cut		tender	Roasts		bone-in		
			bn-in	bnls	bn-in	bnls	crown	whole	whole	half	bn-in	bnls	loin	bn-in	bnls	whole	half	
MO (cont)	TC Markets	Top Choice													1.99			
	Thriftway Stores	n/i							1.69									
	Walmart	Smithfield								1.94								
	Woods Supermarkets	Prairie Fresh	1.98						1.78									
NM	Affiliated Foods	n/i	1.29															
		n/i	0.99															
	Albertsons SW	n/i									1.77							
	Basha's	n/i											3.99					
	El Super	Swift												0.99		1.19	1.19	limit 2
	John Brooks	n/i	1.49															
	Lawrence Bros.	n/i							1.99									
	Safeway Denver	n/i									2.99							
	Smith's	n/i								1.99								
	Sprout's Market	n/i							1.99									
Walmart	Smithfield								1.94									
OK	Affiliated Foods	n/i	1.29															
		n/i	0.99															
	AW Grocers	Hormel							1.79									
	ALDI	n/i		2.29						1.69								
	Buy for Le\$\$	n/i							1.29					2.49				
	Country Mart	n/i												2.99				
		Smithfield	1.79						1.99									
	CV's Family Foods	Prairie Fresh						1.99										
	Dollar General Mrkt	n/i												2.95				
	Harp's	Harp's							1.88		2.28			3.68				
	Market Square	n/i	1.49															
	Pyramid Foods	Prairie Fresh												3.49				
	Reasor's	Reasor's							1.98					2.98				
	Rehkopf's	n/i							1.99					2.99				
	Save-a-Lot	n/i							1.99									
	Sprout's Market	n/i							1.99									
The Fresh Market	n/i						5.99											
Walmart	Smithfield								1.94									
Williams	n/i	1.49																
TX	99 Ranch Market	n/i		1.69														
	Affiliated Foods	n/i	1.29															
		n/i	0.99															limit 2

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

**Easter/Passover 2018**

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**FRESH PORK**

State	Supermarket	Label	Shoulder Roasts				Loin Roasts							Sirloin Roasts		Leg Roasts		Conditions		
			boston butt		picnic		loin, bone-in		loin, boneless		center-cut		tender	bone-in						
			bn-in	bnls	bn-in	bnls	crown	whole	whole	half	bn-in	bnls	loin	bn-in	bnls	whole	half			
TX <i>(cont)</i>	AG of Baton Rouge	n/i	1.49																limit 3	
	ALDI	n/i		2.29							1.69									
	Brookshire's	Hormel	0.97																	
	Brookshire Bros.	Swift											1.71							
	Cash Saver TX	n/i								1.55										
	David's	Swift											1.77							
	Diamond IGA	n/i								1.99										
	El Rancho	n/i				1.18														
	El Rio Grande	n/i															1.29			
	El Super	Swift													0.99		1.19	1.19		
	Foodarama	n/i	0.99		0.88															
	Food Town	n/i										1.49								
	H-E-B	n/i	1.29		0.99													0.99		
	La Fiesta	n/i			0.99															
	Lawrence Bros.	n/i									1.99									
	Market Basket	Swift			2.89												1.99			
	Market Square	n/i	1.49																	
	Porter's Grocery	n/i	1.19																	
	Rehkopf's	n/i									1.99									2.99
	Save-a-Lot	n/i									1.99									
Sprout's Market	n/i									1.99										
United Supermarkets	n/i							3.49								3.49				
Vista Market	n/i	1.09																		
Walmart	Smithfield										1.94									
UT	Albertsons Mtn	Smithfield								1.99										
	Albertsons SW	n/i											1.77							
	Associated Foods	Smithfield	1.79	1.99													1.69			
	Cash & Carry	IBP		1.45																
		Chairman's Reserve															1.39			
	Fresh Market	Smithfield		2.99																
	Harmon's	n/i										2.79		3.79						
	Rancho Markets	n/i															0.99			
	Ridley's	n/i	1.58																2.78	
	Smith's	n/i									1.99									
	Sprout's Market	n/i								1.99										
	Stokes Market	Smithfield	1.99																3.29	
	Walmart	Smithfield										1.94								



U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Easter/Passover 2018

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FRESH PORK

State	Supermarket	Label	Shoulder Roasts				Loin Roasts						Sirloin Roasts		Leg Roasts		Conditions	
			boston butt		picnic		loin, bone-in		loin, boneless		center-cut		tender	bone-in				
			bn-in	bnls	bn-in	bnls	crown	whole	whole	half	bn-in	bnls		loin	bn-in	bnls		whole
<b>SOUTHWESTERN U.S. - CA, HI, NV</b>																		
CA	Albertsons SoCal	Farmer John										3.99						local
	ALDI	n/i		2.29								1.69						
	Arteaga's	n/i				1.79												
	Baja Ranch	n/i								1.69						0.99	0.99	
	Big Saver	n/i				1.79												
	Cardenas	n/i								1.69								
	Cash & Carry	IBP		1.45														
		Chairman's Reserve													1.39			
	Dollar General Mrkt	n/i											2.95					
	El Super	Swift												0.99		1.19	1.19	
	Food Source	n/i												1.48				
	Foodland IGA	n/i				1.99						1.99						
	Grocery Outlet	Chairman's Reserve										1.99						
	Holiday Market	Prairie Fresh													2.49			
	Jon's Marketplace	Farmer John								1.39								
	K.V. Mart	n/i				1.49				1.99						0.79		
	Lola's Market	n/i	1.79													1.49		
	Mollie Stone	Meyer Duroc											9.99					antibiotic-free
	Northgate	n/i	1.79			1.59												
	Nugget Markets	Prairie Fresh	1.99										3.99					
	Pavilions	Farmer John											4.99					local
	Raley's	n/i											2.99					
	Ray's Food Place	Smithfield										3.99						
	Rio Ranch Market	n/i				1.99												
	Safeway NorCal	n/i		2.99						1.49			1.99					
	Seafood City	n/i								2.79								
	Select Markets	n/i								1.99				1.29				
	SK Super King	n/i												0.79		0.79	0.79	
	Sprout's Market	n/i								1.99								
	Super A Foods	n/i	1.99		0.79	2.29												
	Superior Grocers	n/i				1.19												
		Hormel			1.29													
	Vallarta	n/i			1.29													
	Von's	Farmer John										4.99						
	Walmart	Smithfield									1.94							

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

**Easter/Passover 2018**

prices in \$US per pound unless otherwise noted.

**FRESH PORK**

State	Supermarket	Label	Shoulder Roasts				Loin Roasts							Sirloin Roasts		Leg Roasts		Conditions
			boston butt		picnic		loin, bone-in		loin, boneless		center-cut		tender	Roasts		bone-in		
			bn-in	bnls	bn-in	bnls	crown	whole	whole	half	bn-in	bnls	loin	bn-in	bnls	whole	half	
HI	Don Quijote	n/i		2.49														
	Foodland	Hormel	3.99									2.99						
	Island Grocery	n/i	1.69															
	KTA Super Stores	n/i	2.49										3.69					
	Marukai Mart	n/i		2.69														
	Safeway Hawaii	n/i						1.99				2.99						
	Tamura's Market	n/i	1.59	2.39														
	Times Supermarkets	Farmland		2.69														
		n/i	2.99	1.99									3.99		3.99			
NV	Albertsons SW	n/i									1.77							
	Associated Foods	Smithfield	1.79											3.29				
	Big Saver	n/i			0.79													
	Cardenas	n/i							1.69									
	Cash & Carry	IBP		1.45														
		Chairman's Reserve														1.39		
	Dollar General Mrkt	n/i												2.95				
	El Super	Swift												0.99		1.19	1.19	
	Food Source	n/i												1.48				
	Grocery Outlet	Chairman's Reserve									1.99							
	K.V. Mart	n/i				1.49											0.79	
	La Bonita	n/i										2.29					0.89	
	Raley's	n/i												2.99				
	Ridley's	n/i	1.58											2.78				
	Safeway NorCal	n/i		2.99						1.49			1.99					
	Seafood City	n/i								2.79								
	Scolari's	Hormel								1.79								
	Smith's	n/i									1.99							
	Sprout's Market	n/i								1.99								
	Von's	Farmer John											3.99					
Walmart	Smithfield									1.94								

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**FRESH PORK**

State	Supermarket	Label	Shoulder Roasts				Loin Roasts						Sirloin Roasts		Leg Roasts		Conditions
			boston butt		picnic		loin, bone-in		loin, boneless		center-cut		tender	bone-in			
			bn-in	bnls	bn-in	bnls	crown	whole	whole	half	bn-in	bnls	loin	bn-in	bnls	whole	
<b>NORTHWESTERN U.S. - AK,ID,MT,OR,WA,WY</b>																	
<b>AK</b>	Alaskan & Proud	n/i						1.88					3.98				
	Carrs/Safeway	n/i							1.99								
	Fred Meyer	n/i							2.49								
	IGA Stores - AK	n/i									2.79						
	Meyers Group IGA	n/i						2.79									
	Northwest Grocers	Prairie Fresh						1.99					3.99				
	Seamart	Prairie Fresh									3.49		3.99				
	Three Bears	n/i						2.29						1.99			
	Walmart	Smithfield							2.97								
<b>ID</b>	Albertsons Mntn	Smithfield						1.99					3.99				
	Associated Foods	Smithfield	1.79	1.99									3.29		1.69		
	Cash & Carry	IBP		1.45											1.39		
		Chairman's Reserve															
	Family Foods	Prairie Fresh	1.69														
	Fred Meyer	n/i							1.99								
	Grocery Outlet	Chairman's Reserve							1.99								
	Harvest Foods	Prairie Fresh		1.99				2.28					3.98				
	IGA Markets	n/i						2.29						1.59			
	Ridley's	n/i	1.58										2.78				
	Rosauer's	Prairie Fresh		1.69				1.99									
	Smith's	n/i							1.99								
	Stokes Market	Smithfield	1.99										3.29				
	Walmart	Smithfield							1.94								
	Yoke's Fresh Mrkt	Prairie Fresh									2.99			2.99			
<b>MT</b>	Albertsons Mntn	Smithfield						1.99					3.99				
	Associated Foods	Smithfield	1.79	1.99									3.29		1.69		
	Cash & Carry	IBP		1.45											1.39		
		Chairman's Reserve															
	Family Foods	Prairie Fresh	1.69														
	Harvest Foods	Prairie Fresh		1.99				2.28					3.98				
	IGA Markets	n/i						2.29						1.59			
	Reynold's	n/i	1.79										2.99				
	Rosauer's	Prairie Fresh		1.69				1.99									
	Smith's	n/i							1.99								
	Stokes Market	Smithfield	1.99										3.29				
	SuperVALU Stores	n/i									2.29						

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Easter/Passover 2018

prices in \$US per pound unless otherwise noted.

FRESH PORK

State	Supermarket	Label	Shoulder Roasts				Loin Roasts							Sirloin Roasts		Leg Roasts		Conditions
			boston butt		picnic		loin, bone-in		loin, boneless		center-cut		tender	bone-in		bone-in		
			bn-in	bnls	bn-in	bnls	crown	whole	whole	half	bn-in	bnls	loin	bn-in	bnls	whole	half	
MT (cont)	Three Bears Walmart	n/i Smithfield												1.99				
OR	Albertsons NW Associated Foods Cash & Carry CenterPlace Family Foods Fred Meyer Grocery Outlet Harvest Foods IGA Markets IGA Market Fresh McKay's Quality Food Cntr Ray's Food Place Red Apple Markets Rosauer's Roth's Select Markets Thriftway of OR Walmart	n/i Smithfield IBP Chairman's Reserve Prairie Fresh Prairie Fresh n/i Chairman's Reserve Prairie Fresh n/i n/i n/i Smithfield Prairie Fresh Prairie Fresh Carlton Farms n/i Prairie Fresh Smithfield	1.79 1.69	1.99 1.45 1.99					1.79 1.99 2.28 2.29 1.99 1.99 1.99 1.99 1.94				2.28 1.99 1.99 3.99	3.29 3.98 1.00 3.49	1.69 1.39 1.59			
WA	Albertsons NW Cash & Carry CenterPlace Family Foods Fred Meyer Grocery Outlet Haggen Harvest Foods IGA Markets IGA Market Fresh Metropolitan Meyers Group IGA Quality Food Cntr Rosauer's	n/i IBP Chairman's Reserve Prairie Fresh Prairie Fresh n/i Chairman's Reserve n/i Prairie Fresh n/i n/i n/i Prairie Fresh	1.69	1.45 2.99 1.99 1.69			4.99	1.79 1.99 2.28 2.29 2.29 1.99				2.28 1.99 5.99	3.98 1.00 6.99 1.89	1.39 1.59			antibiotic-free	

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Easter/Passover 2018  
FRESH PORK

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State	Supermarket	Label	Shoulder Roasts				Loin Roasts							Sirloin Roasts		Leg Roasts		Conditions	
			boston butt		picnic		loin, bone-in		loin, boneless		center-cut		tender	bone-in					
			bn-in	bnls	bn-in	bnls	crown	whole	whole	half	bn-in	bnls	loin	bn-in	bnls	whole	half		
WA <i>(cont)</i>	Seafood City	n/i								2.79									antibiotic-free
	Select Markets	n/i								1.99					1.29				
	The Markets	n/i								1.98					1.88				
	Thriftway	Carlton Farms											2.99	3.99					
	Thriftway of OR	Prairie Fresh								1.99				3.49					
	Walmart	Smithfield									1.94								
	Yoke's Fresh Mrkt	Prairie Fresh											2.99		2.99				
WY	Albertsons Mntn	Smithfield								1.99				3.99					
	Associated Foods	Smithfield	1.79	1.99										3.29	1.69				
	AW Grocers	n/i											2.19	1.68					
		Hormel								1.79				4.99					
	Food Pride	Smithfield	1.19						1.49										
	IGA Markets	n/i							2.29					1.59					
	Ridley's	n/i	1.58											2.78					
	Safeway Denver	n/i											2.99						
	Smith's	n/i									1.99								
	Walmart	Smithfield									1.94								

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

**Easter/Passover 2018**

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**BEEF**

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

State	Supermarket	Label	KTY	Rib Roasts		Loin Roasts (boneless)				Round Roasts (boneless)						Conditions	
				Bone In	Bnls	Filet Mignon	Tender loin	Strip Loin	Tri-Tip	Bottom Round	Top Round	Sirloin Tip	Top Butt	Eye of Round	Rump		London Broil
<b>NORTHEASTERN U.S. - CT,DC,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT</b>																	
CT	ACME Market	Lancaster Brand	C	4.77										2.98			limit 1
	Adams Market	n/i		6.99			5.99						4.99				
		n/i	C	7.99									5.99				
		Angus	C	8.99								3.99	6.99	3.99			
		Angus	P									4.99					
	AG of New England	n/i	S							2.99	2.99						
	ALDI	Specially Selected	C	6.99								3.99					
	Best Market	Angus	C	4.77													
		n/i	C											3.97		3.97	
	Big Y	Angus	C	7.99						4.99	5.99		5.99		4.99	5.99	
	Bravo	n/i	C							3.49					4.99	4.99	
	C-Town	n/i	C							3.49					4.99	4.99	
	Compare Foods	n/i	C							2.99							
	Fairway Market	Fairway	P	14.99													
		Angus	C	8.99													
		n/i	C	6.99													
		n/i				7.99											
	Food Bazaar	n/i								3.99					3.99		
	Geissler's	Angus	C	9.99								3.99	6.99				
	Highland Park	Angus	C		11.99			9.99									
	Ideal Food Basket	n/i	C													2.99	
	IGA Stores NE	n/i		8.99									4.99				
	Key Food	n/i	C	7.99						3.99				4.99	4.29		
		n/i	C	5.99													w/ \$25 purchase; limit 1
	Kings Market	n/i	C	9.99	13.99		14.99										
		n/i	A	14.99	15.99												local
	Market 32	Chiapetti	G													9.99	antibiotic-free
		Angus	C	7.99							4.99	4.99		3.69		3.69	
		Butcher's Promise	C	5.99													
	Price Chopper	Chiapetti	G													9.99	antibiotic-free
		Angus	C	7.99							4.99	4.99		3.69		3.69	
		Butcher's Promise	C	5.99													
	Save-a-Lot	n/i		5.99										3.99			
	ShopRite	n/i	C	8.99						3.99	3.99	4.79				3.79	
		n/i	C	5.77													w/ store card; limit 1
		Angus	C	9.99						3.98		4.49					

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State	Supermarket	Label	KTY	Rib Roasts		Loin Roasts (boneless)				Round Roasts (boneless)						Conditions	
				Bone In	Bnls	Filet Mignon	Tender loin	Strip Loin	Tri-Tip	Bottom Round	Top Round	Sirloin Tip	Top Butt	Eye of Round	Rump		London Broil
CT (cont)	ShopRite (continued)	Angus	C	6.77													w/ store card; limit 1 Australia w/ store card; limit 1
		Nature's Reserve	G	8.99													
		Nature's Reserve	G	5.77													
		Stew Leonard's	n/i	8.99				7.99									
		Stop & Shop	Angus	C				14.99					5.99	4.99			
		The Fresh Market	n/i	P	14.99				16.99								
		n/i	C	9.99				11.99									
DC	ALDI	Specially Selected	C	6.99								3.99					w/ \$25 purchase; limit 2  limit 1 w/ coupon
	Giant Food	Butcher Shop	C				11.99										
		Butcher Shop	C	5.99				5.99									
	Harris Teeter	Reserve Angus	C	9.99		14.99	11.99	10.99									
		HT Rancher	C	8.99			9.99										
	Safeway Eastern	n/i	C	4.99													
		n/i	C	5.99			12.99		3.99								
	Save-a-Lot	n/i	C	5.99									3.99				
DE	ACME Market	Lancaster Brand	C	4.77									2.98			limit 1	
	ALDI	Specially Selected	C	6.99							3.99						
	Food Lion	n/i	C						4.99						4.99	w/ store card	
	Fresh Grocer	n/i	C						3.49								
	Giant Food	Butcher Shop	C				11.99										
		Butcher Shop	C	5.99				5.99								w/ \$25 purchase; limit 2	
	Great Valu Markets	n/i	C		8.99										2.99		
	Harris Teeter	Reserve Angus	C	9.99		14.99	11.99	10.99									
		HT Rancher	C	8.99			9.99										
	IGA Stores - NJ/PA	n/i	C								3.99				3.99		
	Redner's	Star Ranch	C					5.98					3.98		3.48		
	Safeway Eastern	n/i	C	4.99												limit 1 w/ coupon	
			n/i	C	5.99			12.99		3.99							
	Save-a-Lot	n/i	C	5.99									3.99				
	ShopRite	n/i	C	8.99						3.99	3.99	4.79			3.79		
			n/i	C	5.77												w/ store card; limit 1
			Angus	C	9.99					3.98		4.49					w/ store card; limit 1
		Angus	C	6.77												Australia	
		Nature's Reserve	G	8.99												w/ store card; limit 1	
		Nature's Reserve	G	5.77												Australia	
	ShurSave	Angus	C								4.49					w/ store card; limit 1	

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State	Supermarket	Label	KEY	Rib Roasts		Loin Roasts (boneless)				Round Roasts (boneless)						Conditions		
				Bone In	Bnls	Filet Mignon	Tender loin	Strip Loin	Tri-Tip	Bottom Round	Top Round	Sirloin Tip	Top Butt	Eye of Round	Rump		London Broil	
DE (cont)	The Fresh Market	n/i	P	14.99			16.99											
		n/i	C	9.99			11.99											
	Weis Markets	Angus	C							2.98								
MA	Adams Market	n/i	P	6.99			5.99						4.99					
		n/i	C	7.99									5.99					
		Angus	C	8.99								3.99	6.99	3.99				
		Angus	P									4.99						
	AG of New England	n/i	S							2.99	2.99							
	ALDI	Specially Selected	C	6.99								3.99						
	Associated	n/i	C							2.99				3.99				
	Big Y	Angus	C	7.99						4.99	5.99		5.99		4.99	5.99		
	Bravo	n/i	C							3.49					4.99	4.99		
	C-Town	n/i	C							3.49					4.99	4.99		
	Donelan's	Donelan's	C	6.99														
	Food City Market	n/i	C							3.39					3.49			
	Geissler's	Angus	C	9.99								3.99	6.99					
	Hannaford	Hannaford	C	5.99										3.49			w/ store card	
		Hannaford	C	10.79										4.19				
		Taste of Inspiration	C	7.99		15.99	10.99											w/ store card
		Taste of Inspiration	C	11.49														
	Ideal Food Basket	n/i	C														2.99	
	Key Food	n/i	C	7.99						3.99				4.99	4.29			
		n/i	C	5.99														w/ \$25 purchase; limit 1
	Market 32	Chiapetti	G														9.99	antibiotic-free
		Angus	C	7.99								4.99	4.99		3.69		3.69	
		Butcher's Promise	C	5.99														
	Market Basket	n/i	C	5.99														
	McKinnon's	McKinnon's	C		10.99		9.99	5.89										
	Price Chopper	Chiapetti	G														9.99	antibiotic-free
		Angus	C	7.99								4.99	4.99		3.69		3.69	
	Butcher's Promise	C	5.99															
Roche Bros.	n/i	C	7.99					7.99					4.99					
	Angus	C	8.99					8.99					5.99					
	Local Harvest	A	11.99					10.99					7.99					
Save-a-Lot	n/i	C	5.99										3.99					
Seabra Foods	n/i	C										2.99						
Shaw's	n/i	C					12.99											



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State	Supermarket	Label	KEY	Rib Roasts		Loin Roasts (boneless)				Round Roasts (boneless)						Conditions		
				Bone In	Bnls	Filet Mignon	Tender loin	Strip Loin	Tri-Tip	Bottom Round	Top Round	Sirloin Tip	Top Butt	Eye of Round	Rump		London Broil	
MA (cont)	Star Market	n/i	C				12.99											
	Stop & Shop	Angus	C				14.99						5.99	4.99				
	The Fresh Market	n/i	P	14.99			16.99											
		n/i	C	9.99			11.99											
	Trucchi's	Angus	C										4.99					
	Wegmans	Wegmans	C				20.99				4.79			5.49				
	Wegmans	Angus	P				36.99											
MD	ACME Market	Lancaster Brand	C	4.77									2.98				limit 1	
	ALDI	Specially Selected	C	6.99								3.99						
	Food Lion	n/i	C							4.99						4.99	w/ store card	
	Giant Eagle	n/i	C	7.99														
		Market District	C	8.99								3.99				3.99		
		Thomas Farms	G				9.99										Australian	
	Giant Food	Butcher Shop	C				11.99											
		Butcher Shop	C	5.99					5.99									w/ \$25 purchase; limit 2
	Graul's Market	Angus	C										4.99					
	Great Valu Markets	n/i	C		8.99											2.99		
	Harris Teeter	Reserve Angus	C	9.99		14.99	11.99	10.99										
		HT Rancher	C	8.99			9.99											
	IGA Stores - NJ/PA	n/i	C									3.99				3.99		
	Martin's Food	Butcher Shop	C	6.99			11.99	6.99										
	Redner's	Star Ranch	C					5.98						3.98		3.48		
	Safeway Eastern	n/i	C	4.99														limit 1 w/ coupon
		n/i	C	5.99				12.99			3.99							
	Save-a-Lot	n/i	C	5.99										3.99				
	Shop'n Save	n/i	C	7.99							2.98		2.98			3.99		
	Shoppers	n/i	C								3.49			3.49				
	ShopRite	n/i	C	8.99							3.99	3.99	4.79		3.79			
		n/i	C	5.77														w/ store card; limit 1
		Angus	C	9.99							3.98		4.49					w/ store card; limit 1
		Angus	C	6.77														Australia
		Nature's Reserve	G	8.99														w/ store card; limit 1
		Nature's Reserve	G	5.77														w/ store card; limit 1
	ShurSave	Angus	C										4.49					
Sprout's Market	n/i	A	7.99		15.99										4.99	4.99		
The Fresh Market	n/i	P	14.99				16.99											
	n/i	C	9.99				11.99											

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State	Supermarket	Label	KEY	Rib Roasts		Loin Roasts (boneless)				Round Roasts (boneless)						Conditions		
				Bone In	Bnls	Filet Mignon	Tender loin	Strip Loin	Tri-Tip	Bottom Round	Top Round	Sirloin Tip	Top Butt	Eye of Round	Rump		London Broil	
MD (cont)	Wegmans	Wegmans	C				20.99				4.79			5.49				
		Angus	P				36.99											
	Weis Markets	Angus	C							2.98								
ME	AG of New England	n/i	S							2.99	2.99							
	Best Yet Market	n/i			5.97													
		1893 Premium									3.99							
	Food City Market	n/i	C							3.39						3.49	w/ store card	
	Hannaford	Hannaford	C	5.99										3.49			w/ store card	
		Hannaford	C	10.79										4.19				
		Taste of Inspiration	C	7.99		15.99	10.99											w/ store card
		Taste of Inspiration	C	11.49														
	IGA Stores NE	n/i		8.99								4.99						
		1893 Premium	C	7.99														
Market Basket	n/i	C	5.99															
Save-a-Lot	n/i		5.99											3.99				
Shaw's	n/i	C				12.99												
NH	AG of New England	n/i	S							2.99	2.99							
	ALDI	Specially Selected	C	6.99								3.99						
	Hannaford	Hannaford	C	5.99										3.49			w/ store card	
		Hannaford	C	10.79										4.19				
		Taste of Inspiration	C	7.99		15.99	10.99											w/ store card
		Taste of Inspiration	C	11.49														
	IGA Stores NE	n/i		8.99								4.99						
	Market Basket	n/i	C	5.99														
	McKinnon's	McKinnon's	C		10.99		9.99	5.89										
	Price Chopper	Chiapetti	G													9.99		antibiotic-free
		Angus	C	7.99							4.99	4.99			3.69		3.69	
		Butcher's Promise	C	5.99														
	Save-a-Lot	n/i		5.99											3.99			
	Shaw's	n/i	C				12.99											
The Fresh Market	n/i	P	14.99			16.99												
	n/i	C	9.99			11.99												
NJ	ACME Market	Lancaster Brand	C	4.77										2.98			limit 1	
	ALDI	Specially Selected	C	6.99								3.99						
	Associated	n/i	C							2.99				3.99				
	Best Market	Angus	C	4.77														
		n/i	C											3.97		3.97		

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

**Easter/Passover 2018**

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**BEEF**

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

State	Supermarket	Label	KEY	Rib Roasts		Loin Roasts (boneless)				Round Roasts (boneless)						Conditions		
				Bone In	Bnls	Filet Mignon	Tender loin	Strip Loin	Tri-Tip	Bottom Round	Top Round	Sirloin Tip	Top Butt	Eye of Round	Rump		London Broil	
NJ (cont)	Bravo	n/i	C							3.49					4.99	4.99		
	C-Town	n/i	C							3.49					4.99	4.99		
	Fairway Market	Fairway	P		14.99													
		Angus	C		8.99													
		n/i	C		6.99													
	Fine Fare	n/i					7.99											2.89
		Food Bazaar	n/i								3.99					3.99		
	Foodtown	Rancher's Legend	C		5.77													w/ \$10 purchase; limit 1
	Great Valu Markets	n/i	C				8.99											2.99
	Ideal Food Basket	n/i	C															2.99
	IGA Stores - NJ/PA	n/i	C									3.99						3.99
	Key Food	n/i	C		7.99						3.99			4.99		4.29		
		n/i	C		5.99													w/ \$25 purchase; limit 1
	Kings Market	n/i	C		9.99	13.99		14.99										
		n/i	A		14.99	15.99												local
	McCaffrey's	Angus	C								3.99					3.99		
	Met Foods	n/i	C								2.99	2.99		3.99			3.99	
	Morton Williams	n/i	C											3.99				
	Murphy's	Angus	C								3.99							
	Pioneer	n/i	C								2.99			3.99				
	Save-a-Lot	n/i			5.99									3.99				
	Seabra Foods	n/i											2.99					
	ShopRite	n/i	C		8.99						3.99	3.99	4.79			3.79		
		n/i	C		5.77													w/ store card; limit 1
		Angus	C		9.99						3.98		4.49					
		Angus	C		6.77													w/ store card; limit 1
		Nature's Reserve	G		8.99													Australia
	Stop & Shop	Nature's Reserve	G		5.77													w/ store card; limit 1
		Angus	C					14.99					5.99	4.99				
	Supremo	n/i	S							3.99		2.99						
The Fresh Market	n/i	P		14.99														
	n/i	C		9.99														
Uncle Giuseppe's	Sterling	C		14.99														
Wegmans	Wegmans	C					20.99				4.79		5.49					
	Angus	P					36.99											

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State	Supermarket	Label	KEY	Rib Roasts		Loin Roasts (boneless)				Round Roasts (boneless)						Conditions	
				Bone In	Bnls	Filet Mignon	Tender loin	Strip Loin	Tri-Tip	Bottom Round	Top Round	Sirloin Tip	Top Butt	Eye of Round	Rump		London Broil
NJ (cont)	Weis Markets Western Beef	Angus n/i	C							2.98 3.99				3.99			
NY	ACME Market	Lancaster Brand	C	4.77										2.98			limit 1
	AG of New England	n/i	S							2.99	2.99						
	ALDI	Specially Selected	C	6.99								3.99					
	Associated	n/i	C							2.99				3.99			
	Best Market	Angus	C	4.77													
		n/i	C											3.97		3.97	
	Big M	1893 Premium										3.99		3.99			
	Bravo	n/i	C							3.49					4.99	4.99	
	C-Town	n/i	C							3.49					4.99	4.99	
	DeCiccio Family	Sterling	C	10.99		13.99											
	DeCiccio & Sons	Pineland Farms	A													6.99	
	Fairway Market	Fairway	P	14.99													
		Angus	C	8.99													
		n/i	C	6.99													
		n/i				7.99											
	Fine Fare	n/i														2.89	
	Food Bazaar	n/i								3.99					3.99		
	Food Emporium	Chairman's Reserv	C	9.99						4.99							
	Foodtown	Rancher's Legend	C	5.77													w/ \$10 purchase; limit 1
	Giunta's	n/i	C	6.99						3.99				3.99			
	Hannaford	Hannaford	C	5.99										3.49			w/ store card
		Hannaford	C	10.79										4.19			
		Taste of Inspiration	C	7.99		15.99	10.99										w/ store card
		Taste of Inspiration	C	11.49													
	Ideal Food Basket	n/i	C													2.99	
	IGA Stores NE	n/i		8.99									4.99				
	Key Food	n/i	C	7.99						3.99				4.99	4.29		
		n/i	C	5.99													w/ \$25 purchase; limit 1
	King Kullen	Angus	C							5.49	5.99			5.29		5.99	
		n/i	C	8.99						4.99	4.99			4.99		4.99	
	Kings Market	n/i	C	9.99	13.99		14.99										
		n/i	A	14.99	15.99												local
	Market 32	Chiapetti	G													9.99	antibiotic-free
		Angus	C	7.99							4.99	4.99		3.69		3.69	
		Butcher's Promise	C	5.99													



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State	Supermarket	Label	KEY	Rib Roasts		Loin Roasts (boneless)				Round Roasts (boneless)						Conditions		
				Bone In	Bnls	Filet Mignon	Tender loin	Strip Loin	Tri-Tip	Bottom Round	Top Round	Sirloin Tip	Top Butt	Eye of Round	Rump		London Broil	
PA (cont)	Foodtown	Rancher's Legend	C	5.77													w/ \$10 purchase; limit 1	
	Fresh Grocer	n/i	C							3.49								
	Giant Eagle	n/i	C	7.99														
		Market District	n/i	C	8.99												3.99	
		Thomas Farms	n/i	G				9.99										Australian
		Giant Food Stores	Butcher Shop	C	6.99			11.99	6.99									
		Gordon Food Service	GFS	C		9.99												
		Great Valu Markets	n/i	C		8.99												2.99
		Ideal Market	n/i	S				6.99			2.99		3.99		3.99	2.99		
		IGA SpartanNash	n/i	C	8.69						2.79							
		IGA Stores - NJ/PA	n/i	C									3.99					3.99
		Karn's Foods	n/i	C					9.99				3.99					
			Angus	C		9.99												
		Key Food	n/i	C	7.99						3.99				4.99	4.29		
			n/i	C	5.99													w/ \$25 purchase; limit 1
		Kuhn's Market	n/i	C	8.99		10.99								3.99			
		Landis Market	Angus	C							3.69	4.99			4.49	3.69	3.49	
		Martin's Food	Butcher Shop	C	6.99			11.99	6.99									
		McCaffrey's	Angus	C							3.99					3.99		
		Pioneer	n/i	C							2.99				3.99			
		Price Chopper	Chiapetti	G													9.99	antibiotic-free
			Angus	C											3.69		3.69	
		Redner's	Star Ranch	C					5.98						3.98		3.48	
		Save-a-Lot	n/i	C	5.99										3.99			
		Shop'n Save	n/i	C	7.99						2.98		2.98					3.99
		ShopRite	n/i	C	8.99						3.99	3.99	4.79				3.79	
			n/i	C	5.77													w/ store card; limit 1
			Angus	C	9.99						3.98		4.49					
			Angus	C	6.77													w/ store card; limit 1
			Nature's Reserve	G	8.99													Australia
			Nature's Reserve	G	5.77													w/ store card; limit 1
		ShurSave	Angus	C									4.49					
		ShurSave - NE PA	Angus	C							3.49				2.99	3.79	3.99	
		ShurSave	C	7.99														
	Sparkle Markets	Angus	C									3.99						
	Supremo	n/i	S							3.99		2.99						

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State	Supermarket	Label	KEY	Rib Roasts		Loin Roasts (boneless)				Round Roasts (boneless)						Conditions	
				Bone In	Bnls	Filet Mignon	Tender loin	Strip Loin	Tri-Tip	Bottom Round	Top Round	Sirloin Tip	Top Butt	Eye of Round	Rump		London Broil
PA <i>(cont)</i>	The Fresh Market	n/i	P	14.99			16.99										
		n/i	C	9.99			11.99										
	Tops Market	Tops Premium	C										4.69				
	Wegmans	Wegmans	C				20.99				4.79		5.49				
	Weis Markets	Angus	P				36.99										
		Angus	C							2.98							
RI	Adams Market	n/i	P	6.99			5.99						4.99				
		n/i	C	7.99									5.99				
		Angus	C	8.99							3.99		6.99	3.99			
		Angus	P								4.99						
	ALDI	Specially Selected	C	6.99								3.99					
	Associated	n/i	C						2.99					3.99			
	Bravo	n/i	C						3.49						4.99	4.99	
	Dave's Marketplace	n/i	C						3.99						4.49		
	Ideal Food Basket	n/i	C													2.99	
	Save-a-Lot	n/i	C	5.99										3.99			
	Seabra Foods	n/i	C									2.99					
	Shaw's	n/i	C				12.99										
Stop & Shop	Angus	C				14.99						5.99	4.99				
VT	AG of New England	n/i	S							2.99	2.99						
	ALDI	Specially Selected	C	6.99								3.99					
	Food City Market	n/i	C							3.39					3.49		
	Hannaford	Hannaford	C	5.99										3.49			w/ store card
		Hannaford	C	10.79										4.19			
		Taste of Inspiration	C	7.99		15.99	10.99										w/ store card
		Taste of Inspiration	C	11.49													
	IGA Stores NE	1893 Premium	C	7.99													
	Price Chopper	Chiapetti	G													9.99	antibiotic-free
		Angus	C	7.99							4.99	4.99		3.69		3.69	
	Shaw's	Butcher's Promise	C	5.99													
Tops Market	n/i	C				12.99							4.69				
	Tops Premium	C															

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State	Supermarket	Label	KTY	Rib Roasts		Loin Roasts (boneless)				Round Roasts (boneless)						Conditions
				Bone In	Bnls	Filet Mignon	Tender loin	Strip Loin	Tri-Tip	Bottom Round	Top Round	Sirloin Tip	Top Butt	Eye of Round	Rump	
<b>SOUTHEASTERN U.S. - AL,FL,GA,KY,MS,NC,SC,TN,VA,WV</b>																
AL	ALDI	Specially Selected	C	6.99								3.99				
	Bruce's Foodland	n/i	C							2.99						
	Cash Saver	n/i								2.65						
	Earth Fare	n/i	G	12.99			9.99					4.99				
	Food Giant	Black Canyon								2.98						
	Gateway Foodland	Star Ranch	C							2.99						
	Greer's Market	n/i		5.89									3.49			
		Black Angus	S	7.89						2.99					2.99	
	Ingle's Markets	n/i	C	7.98			11.98									
	Kroger Atlanta	n/i					10.99									
		n/i	C	5.99												
	Kroger Nashville	n/i	C	5.99												
		Private Selection	C				12.99					4.49				
	Lucky's Supermarket	Black Canyon			9.99					2.99		3.69				
	Manning's PW	Angus	C												2.97	
	Piggly Wiggly Hchn	Black Canyon											3.49			
	Piggly Wiggly Inc.	Angus	C												3.99	
	Piggly Wiggly JTM	Angus	C							3.19						
	Publix	Publix Premium	C	6.99			11.99					3.99		4.49		
		GreenWise	A	8.99												
Rouses Market	Angus	C									3.99			3.99		
	Texas Star					9.99										
Save-a-Lot	n/i		5.99										3.99			
Sprout's Market	n/i	A	7.99		15.99									4.99	4.99	
The Fresh Market	n/i	P	14.99			16.99										
	n/i	C	9.99			11.99										
Vowell's	Black Canyon	S												3.19		
Western Market	n/i		9.99			9.99	7.99						3.69			
Winn-Dixie	WD Brand	C							BOGO						BOGO	
FL	ALDI	Specially Selected	C	6.99								3.99				
	Bravo	n/i			9.98					2.98					3.28	
	Earth Fare	n/i	G	12.99			9.99					4.99				
	Food Giant	Black Canyon								2.98						
	Fresco y Mas	n/i	C								2.98	2.98				
	Gordon Food Service	GFS	C		9.99											



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State	Supermarket	Label	KEY	Rib Roasts		Loin Roasts (boneless)				Round Roasts (boneless)						Conditions	
				Bone In	Bnls	Filet Mignon	Tender loin	Strip Loin	Tri-Tip	Bottom Round	Top Round	Sirloin Tip	Top Butt	Eye of Round	Rump		London Broil
FL (cont)	Greer's Market	n/i		5.89										3.49			antibiotic-free  limit 1 w/ coupon
		Black Angus	S	7.89						2.99					2.99		
	Harris Teeter	Reserve Angus	C	9.99		14.99	11.99	10.99									
		HT Rancher		8.99			9.99										
	Harvey's	Angus	C							3.48					3.48		
	Hitchcock's	Hitchcock's		6.98						3.99		3.99					
	IGA Florida	n/i		5.99										3.99	3.99	3.99	
		Angus	C	7.99													
	Lucky's Market	n/i	C	7.99													
	Milam's Market	Angus	C	8.99			13.99		3.99	3.99							
	Piggly Wiggly Hchn	Black Canyon												3.49			
	Publix	Publix Premium	C	6.99			11.99					3.99		4.49			
		GreenWise	A	8.99													
	Sabor Tropical	n/i															
		Angus	C								2.47				5.97		
	Safeway Eastern	n/i	C	4.99													
		n/i	C	5.99			12.99			3.99							
	Save-a-Lot	n/i		5.99										3.99			
	Scaff's Market	Preferred Angus	S							3.39		3.59					
	Sedano's	n/i	C				6.99					2.59		3.99			
	Angus	C		9.49													
Sprout's Market	n/i	A	7.99		15.99									4.99	4.99		
The Fresh Market	n/i	P	14.99				16.99										
	n/i	C	9.99				11.99										
Western Beef	n/i									3.49				3.49			
Winn-Dixie	WD Brand	C							BOGO						BOGO		
GA	ALDI	Specially Selected	C	6.99								3.99					
	Bi-Lo	SE Grocers								2.99					2.99	limit 2	
	Earth Fare	n/i	G	12.99			9.99					4.99					
	Food City	Angus	C								3.99		3.99				
	Food Depot	n/i	S									3.98	4.98				
	Food Giant	Black Canyon								2.98							
	Food Lion	n/i	C							4.99				4.99	w/ store card		
	Galaxy Food	Butcher's Best								2.98		2.98			3.28		
	Harris Teeter	Reserve Angus	C	9.99		14.99	11.99	10.99									
		HT Rancher		8.99			9.99										
Harvey's	Angus	C							3.48					3.48			

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State	Supermarket	Label	KEY	Rib Roasts		Loin Roasts (boneless)				Round Roasts (boneless)						Conditions	
				Bone In	Bnls	Filet Mignon	Tender loin	Strip Loin	Tri-Tip	Bottom Round	Top Round	Sirloin Tip	Top Butt	Eye of Round	Rump		London Broil
GA (cont)	IGA Food Stores	Preferred Angus								2.99		3.29		2.99	3.49		antibiotic-free
	IGA Stores SE	Tender Ridge						6.98				3.98			3.28		
	Ingle's Markets	n/i	C	7.98			11.98										
	Kroger Atlanta	n/i					10.99										
		n/i	C	5.99													
	Lucky's Market	n/i	C	7.99													
	Piggly Wiggly Car.	Pig's Pride								2.99							
	Piggly Wiggly GA	Angus	C							3.79					3.79		
	Piggly Wiggly Hchn	Black Canyon											3.49				
	Piggly Wiggly JTM	Angus	C							3.19							
	Publix	Publix Premium	C	6.99			11.99					3.99		4.49			
		GreenWise	A	8.99													
	Quality Foods	Angus								2.79					2.99		
	Save-a-Lot	n/i		5.99										3.99			
	Sprout's Market	n/i	A	7.99		15.99									4.99	4.99	
	The Fresh Market	n/i	P	14.99			16.99										
	n/i	C	9.99			11.99											
Wayfield's	n/i	S												3.99			
Winn-Dixie	WD Brand	C							BOGO					BOGO			
KY	ALDI	Specially Selected	C	6.99								3.99					w/ store card
	Chappell's	n/i	C										2.99				
	Cox IGA	n/i									3.49		3.99		3.49		
	E. W. James	Black Canyon							2.98	3.28					3.28		
	Earth Fare	n/i	G	12.99			9.99				4.99						
	Food City	Angus	C							3.99			3.99				
	Food Fair	Black Canyon		7.99							3.18						
	Food Giant	Black Canyon							2.98								
	Food Lion	n/i	C						4.99						4.99		
	Food Rite	Black Canyon							3.29		3.99						
	Foodland	n/i	C										3.49	3.49			
	Fresh Encounter	Angus	C	6.99								5.99			4.49		
	Fresh Thyme	n/i	C											3.99			
	Galaxy Food	Butcher's Best							2.98		2.98				3.28		
	Gordon Food Service	GFS	C		9.99												
	IGA Stores OH/KY	n/i	C								3.49		3.99		3.49		
IGA Houchens	Black Canyon	C								3.99			3.99				
IGA SpartanNash	n/i	C	8.69						2.79								

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State	Supermarket	Label	KEY	Rib Roasts		Loin Roasts (boneless)				Round Roasts (boneless)						Conditions	
				Bone In	Bnls	Filet Mignon	Tender loin	Strip Loin	Tri-Tip	Bottom Round	Top Round	Sirloin Tip	Top Butt	Eye of Round	Rump		London Broil
KY (cont)	IGA Stores SE	Tender Ridge						6.98					3.98		3.28		antibiotic-free
	Kroger Cincinnati	n/i	C	5.99													
		Private Selection	C				12.99										
	Kroger Delta	n/i	C	5.99			12.99					3.99					
	Kroger MidAtlantic	n/i	C	5.99			10.99			2.77		2.77				2.77	
	Kroger Mid-South	n/i	C	5.99								4.49					
	Kroger Nashville	n/i	C	5.99								4.49					
		Private Selection	C				12.99					4.49					
	Lucky's Market	n/i	C	7.99													
	Meijer	Angus	C	5.99									3.99				
	Piggly Wiggly Hchn	Black Canyon											3.49				
	Remke Markets	Angus	C	6.99												4.49	
	Save-a-Lot	n/i		5.99									3.99				
	SuperVALU Stores	Angus Farms	C									3.49					
	The Fresh Market	n/i	P	14.99			16.99										
	n/i	C	9.99			11.99											
	ValuMarket	n/i	C							3.29					3.29		
MS	AG of Baton Rouge	n/i										3.49			2.99		
	ALDI	Specially Selected	C	6.99								3.99					
	Corner Market	Angus	C	9.99						3.69					2.99		
	Food Giant	Black Canyon								2.98							
	Greer's Market	n/i		5.89									3.49				
		Black Angus	S	7.89							2.99				2.99		
	Grocery Depot	Cornerstone										2.71					
	Kroger Delta	n/i	C	5.99			12.99					3.99					
	Mac's Fresh Market	n/i	S												2.78		
	McDade's	Black Canyon	C							2.99		3.59					
	Piggly Wiggly Hchn	Black Canyon											3.49				
	Piggly Wiggly HGR	n/i	C										2.99		2.99		
	Rouses Market	Angus	C									3.99			3.99		
		Texas Star					9.99										
	Save-a-Lot	n/i		5.99									3.99				
	Sullivans Grocery	Angus	S								2.79						
	Superlo Foods	Angus	C												2.99		
	The Fresh Market	n/i	P	14.99			16.99										
	n/i	C	9.99			11.99											

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**BEEF**

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

State	Supermarket	Label	KEY	Rib Roasts		Loin Roasts (boneless)				Round Roasts (boneless)						Conditions		
				Bone In	Bnls	Filet Mignon	Tender loin	Strip Loin	Tri-Tip	Bottom Round	Top Round	Sirloin Tip	Top Butt	Eye of Round	Rump		London Broil	
MS (cont)	Vowell's	Black Canyon	S															
	Winn-Dixie	WD Brand	C							BOGO						3.19	BOGO	
NC	ALDI	Specially Selected	C	6.99								3.99						
	Bi-Lo	SE Grocers								2.99					2.99		limit 2	
	Carlie C's IGA	Carlie C's Angus	C	7.68														
		Carlie C's		5.28												3.48	2.98	
	n/i									3.38								
	Compare Foods	Butcher's Best										2.99						
	Earth Fare	n/i	G	12.99			9.99					4.99						
	Farm Fresh	Angus	C							3.49				3.49				
	Food Lion	n/i	C							4.99						4.99	w/ store card	
	Galaxy Food	Butcher's Best								2.98		2.98			3.28			
	Great Valu Markets	n/i	C		8.99											2.99		
	Harris Teeter	Reserve Angus	C	9.99		14.99	11.99	10.99										
		HT Rancher		8.99			9.99											
	Harvey's	Angus	C							3.48						3.48		
	Hills Food Stores	n/i		4.99													3.49	
	IGA Food Stores	Preferred Angus								2.99		3.29		2.99	3.49			
	IGA Stores SE	Tender Ridge											3.98		3.28			
	Ingle's Markets	n/i	C	7.98			11.98											
	Just \$ave Foods	n/i								2.98								
	Kroger MidAtlantic	n/i	C	5.99			10.99			2.77		2.77					2.77	
Lowe's Foods	n/i	G	6.97															
	Angus	C	11.97															
Angus	P								4.99									
Piggly Wiggly Retail	n/i		7.99													3.59		
Piggly Wiggly Stores	Preferred Angus			7.99							2.99							
Publix	Publix Premium	C	6.99			11.99					3.99		4.49					
	GreenWise	A	8.99															
Save-a-Lot	n/i		5.99									3.99						
Sprout's Market	n/i	A	7.99		15.99									4.99	4.99			
The Fresh Market	n/i	P	14.99			16.99												
	n/i	C	9.99			11.99												
SC	ALDI	Specially Selected	C	6.99								3.99						
	Bi-Lo	SE Grocers								2.99					2.99		limit 2	
	Earth Fare	n/i	G	12.99			9.99				4.99							
	Food Lion	n/i	C							4.99						4.99	w/ store card	

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State	Supermarket	Label	KEY	Rib Roasts		Loin Roasts (boneless)				Round Roasts (boneless)						Conditions	
				Bone In	Bnls	Filet Mignon	Tender loin	Strip Loin	Tri-Tip	Bottom Round	Top Round	Sirloin Tip	Top Butt	Eye of Round	Rump		London Broil
SC <i>(cont)</i>	Galaxy Food	Butcher's Best								2.98		2.98			3.28		
	Harris Teeter	Reserve Angus	C	9.99		14.99	11.99	10.99									
		HT Rancher		8.99			9.99										
	Harvey's	Angus	C							3.48					3.48		
	IGA Food Stores	Preferred Angus								2.99		3.29		2.99	3.49		
	IGA Stores SE	Tender Ridge						6.98					3.98		3.28		
	Ingle's Markets	n/i	C	7.98			11.98										
	Kroger Atlanta	n/i					10.99										
		n/i	C	5.99													
	Lowe's Foods	n/i	G	6.97					4.97								
		Angus	C	11.97					6.97								
		Angus	P								4.99						
	Piggly Wiggly Car.	Pig's Pride									2.99						
	Publix	Publix Premium	C	6.99				11.99					3.99		4.49		
		GreenWise	A	8.99													
Quality Foods	Angus									2.79					2.99		
Save-a-Lot	n/i		5.99										3.99				
Sprout's Market	n/i	A	7.99		15.99										4.99	4.99	
The Fresh Market	n/i	P	14.99				16.99										
	n/i	C	9.99				11.99										
TN	ALDI	Specially Selected	C	6.99								3.99					
	Cash Saver	n/i								2.65							
	Cash Saver TC	n/i	S	6.97													
	Chappell's	n/i	C										2.99				
	E. W. James	Black Canyon								2.98	3.28					3.28	
	Earth Fare	n/i	G	12.99			9.99					4.99					
	Food City	Angus	C									3.99		3.99			
	Food Country	Butcher's Best														2.98	
	Food Giant	Black Canyon								2.98							
	Food Lion	n/i	C							4.99						4.99	w/ store card
	Food Rite	Black Canyon								3.29		3.99					
	Gordon Food Service	GFS	C		9.99												
	H.G. Hill	Black Canyon	S		9.99					2.99		3.59			3.19		
	IGA Houchens	Black Canyon	C									3.99			3.99		
	IGA Stores OH/KY	n/i	C									3.49		3.99		3.49	
IGA Stores SE	Tender Ridge							6.98							3.28		
Ingle's Markets	n/i	C	7.98				11.98										

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State	Supermarket	Label	SKU	Rib Roasts		Loin Roasts (boneless)				Round Roasts (boneless)						Conditions		
				Bone In	Bnls	Filet Mignon	Tender loin	Strip Loin	Tri-Tip	Bottom Round	Top Round	Sirloin Tip	Top Butt	Eye of Round	Rump		London Broil	
TN (cont)	Kroger Delta	n/i	C	5.99			12.99					3.99						
	Kroger MidAtlantic	n/i	C	5.99			10.99			2.77		2.77				2.77		
	Kroger Nashville	n/i	C	5.99														
		Private Selection	n/i	C				12.99					4.49					
	Lucky's Supermarket	Black Canyon	n/i		9.99					2.99		3.69						
	Osborne's	n/i							3.29									
	Publix	Publix Premium	n/i	C	6.99			11.99				3.99		4.49				
		GreenWise	n/i	A	8.99													
	Save-a-Lot	n/i			5.99									3.99				
	Sprout's Market	n/i		A	7.99		15.99									4.99	4.99	
	Superlo Foods	Angus	n/i	C												2.99		
	The Fresh Market	n/i		P	14.99			16.99										
	n/i		C	9.99			11.99											
	Tietgen's	n/i								2.99		3.59						
VA	ALDI	Specially Selected	C	6.99								3.99						
	Earth Fare	n/i	G	12.99			9.99					4.99						
	Farm Fresh	Angus								3.49				3.49				
	Food City	Angus									3.99			3.99				
	Food Country	Butcher's Best														2.98		
	Food Lion	n/i								4.99						4.99	w/ store card	
	Galaxy Food	Butcher's Best								2.98					3.28			
	Giant Food	Butcher Shop					11.99											
		Butcher Shop	n/i	C	5.99				5.99									w/ \$25 purchase; limit 2
	Grant's Market	Black Canyon	n/i										2.99					
	Great Valu Markets	n/i		C		8.99										2.99		
	Harris Teeter	Reserve Angus	n/i	C	9.99		14.99	11.99	10.99									
		HT Rancher	n/i	C	8.99			9.99										
	IGA Houchens	Black Canyon	n/i	C									3.99			3.99		
	IGA Stores SE	Tender Ridge	n/i						6.98					3.98		3.28		
	Ingle's Markets	n/i		C	7.98			11.98										
	Kroger MidAtlantic	n/i		C	5.99			10.99			2.77		2.77				2.77	
	Lowe's Foods	n/i		G	6.97				4.97									
		Angus	n/i	C	11.97				6.97									
		Angus	n/i	P							4.99							
Martin's Food	Butcher Shop	n/i	C	6.99			11.99	6.99										
Piggly Wiggly Retail	n/i			7.99												3.59		
Piggly Wiggly Stores	Preferred Angus	n/i			7.99							2.99						

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State	Supermarket	Label	KTY	Rib Roasts		Loin Roasts (boneless)				Round Roasts (boneless)						Conditions	
				Bone In	Bnls	Filet Mignon	Tender loin	Strip Loin	Tri-Tip	Bottom Round	Top Round	Sirloin Tip	Top Butt	Eye of Round	Rump		London Broil
VA (cont)	Publix	Publix Premium	C	6.99			11.99					3.99		4.49			limit 1 w/ coupon
		GreenWise	A	8.99													
	Safeway Eastern	n/i	C	4.99													
		n/i	C	5.99			12.99		3.99								
	Save-a-Lot	n/i		5.99									3.99				
	Shop'n Save	n/i	C	7.99					2.98		2.98					3.99	
	Shoppers	n/i	C						3.49					3.49			
	Shoppers Value	n/i							2.73		2.93			1.99		1.98	
	The Fresh Market	n/i	P	14.99			16.99										
		n/i	C	9.99			11.99										
Wegmans	Wegmans	C				20.99				4.79			5.49				
	Angus	P				36.99											
Weis Markets	Angus	C							2.98								
WV	ALDI	Specially Selected	C	6.99								3.99					w/ store card
	Food Lion	n/i	C							4.99						4.99	
	Foodland	n/i	C										3.49	3.49			
	Galaxy Food	Butcher's Best								2.98		2.98			3.28		
	Giant Eagle	n/i	C	7.99													
		Market District	C	8.99							3.99					3.99	
		Thomas Farms	G				9.99										
	Grant's Market	Black Canyon										2.99					
	IGA Stores SE	Tender Ridge						6.98					3.98		3.28		
	Kroger Columbus	n/i	C	5.99						BOGO							
	Kroger MidAtlantic	n/i	C	5.99			10.99			2.77		2.77				2.77	
	Martin's Food	Butcher Shop	C	6.99			11.99	6.99									
	Piggly Wiggly Stores	Preferred Angus			7.99							2.99					
	Riesbeck's	Hereford	C	9.99								3.69		3.99			
	Save-a-Lot	n/i		5.99										3.99			
	Shop'n Save	n/i	C	7.99						2.98		2.98				3.99	
	Shoppers Value	n/i										2.93		1.99			
	Sparkle Markets	Angus	C									3.99					
	Weis Markets	Angus	C							2.98							

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State	Supermarket	Label	KTY	Rib Roasts		Loin Roasts (boneless)				Round Roasts (boneless)						Conditions	
				Bone In	Bnls	Filet Mignon	Tender loin	Strip Loin	Tri-Tip	Bottom Round	Top Round	Sirloin Tip	Top Butt	Eye of Round	Rump		London Broil
<b>MIDWESTERN U.S. - IA,IL,IN,MI,MN,ND,NE,OH,SD,WI</b>																	
IA	ALDI	Specially Selected	C	6.99								3.99					antibiotic-free
	AW Grocers	Star Ranch	C								3.29	3.39					
		Angus	C								3.79						
	Family Fare	Open Acres	C	7.99					4.49								
	Family Foods	Angus Pride	C		8.99						3.99						
	Fareway	n/i	C		9.99										2.99		
	Fishers Jack & Jill	Angus	C		8.99			4.99					3.99				
	Food Pride	Angus	C		6.49						3.99						
	Fresh Thyme	n/i	C												3.99		
	Hometown Foods	Angus	C						3.49		3.88				3.49		
	Hy-Vee	Angus Reserve	C						4.98	3.99							
	Jewel-Osco	n/i	C										3.99				
	Lucky's Market	n/i	C	7.99											2.99		
	Maynard's	Star Ranch	C														
	No Frills	Open Acres	C						4.49								
	Price Chopper	KC Pride	C								3.79				3.49		
	Quillin's	Chairmans Reserve	C								3.49						
	Save-a-Lot	n/i	C	5.99									3.99				
	Schnuck's	Angus	C		10.99				4.49								
		n/i	C		9.99												
Sunshine Foods	n/i	C								3.49							
Super Saver	Omaha Angus	C						2.98									
IL	ALDI	Specially Selected	C	6.99								3.99					
	Angelo Caputo's	n/i	C				5.99										
		Iowa Premium	C	8.99					3.79	4.19	4.29		3.49	3.49			
		Angus	C		7.69		8.99										
	AW Grocers	Star Ranch	C							3.29	3.39						
	Berkot's	n/i	C	5.99			6.99		2.99		3.99				4.99		
		Berkot's	C				6.99										
	Borowiak's IGA	IGA TableRite	C						3.49					3.49			
	Brookhaven	Angus	C				6.99			3.99	3.79						
	Butera	Angus	C	8.99							4.49		4.49	2.99			
		Diamond Lean	C		5.99												
	Cermak's	Angus	C								3.99						
	County Market NFI	Angus	C	9.99					3.99								
Dierberg's	Dierberg's Angus	C										5.69					



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State	Supermarket	Label	KEY	Rib Roasts		Loin Roasts (boneless)				Round Roasts (boneless)						Conditions	
				Bone In	Bnls	Filet Mignon	Tender loin	Strip Loin	Tri-Tip	Bottom Round	Top Round	Sirloin Tip	Top Butt	Eye of Round	Rump		London Broil
IL (cont)	Fairplay Foods	Angus	C							2.88	3.69					3.79	limit 1
	Fareway	n/i	C		9.99											2.99	
	Fishers Jack & Jill	Angus	C		8.99			4.99				3.99					
	Food 4 Less	n/i	C							2.99							
	Food Pride	Angus	C			6.49					3.99						
	Fresh Thyme	n/i	C												3.99		
	Garden Fresh	n/i	C									4.99	3.99				
		Sterling	C							3.99						3.99	
	Gordon Food Service	GFS	C			9.99											
	Heinen's	Heinen's	A											5.49			
	Hy-Vee	Angus Reserve	C							4.98	3.99						
	IGA Houchens	Black Canyon	C									3.99				3.99	
	IGA Stores IL/IN	IGA TableRite	C							3.49		3.69					
	Jewel-Osco	n/i	C											3.99			
	Kirby Foods IGA	TableRite	C							3.49		3.69					
	Kroger Central	n/i	C		5.99					4.49	4.49	4.49					
		Private Selection	C					12.99									
	Kroger Mid-South	n/i	C		5.99							4.49					
	Mariano's	Black Angus	C		7.00												
	Meijer	Angus	C		5.99									3.99			
	Pete's Market	Black Angus	C		6.99							3.99					
		Black Angus	H									4.49					
		Strauss	G			22.99											
	Piggly Wiggly MW	Angus	C		8.99							3.89				2.99	
	Save-a-Lot	n/i	C		5.99									3.99			
	Schnuck's	Angus	C			10.99				4.49							
		n/i	C			9.99											
	Schuetz's	n/i	C							2.97							
	Shop & Save Mrkt	Black Angus	C							2.99	2.99					2.99	
		n/i	C			5.99		6.99									
	Sullivan's	n/i	C		8.99											3.48	
	Sunset Foods	Angus	C		11.99			8.99									
	The Fresh Market	n/i	P		14.99			16.99									
	n/i	C		9.99			11.99										
Tony's Finer Foods	n/i	C			7.99		7.99				4.49				2.99		
Treasure Island	Sterling	C									3.99						
Valli Produce	Black Angus	C									2.99						

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State	Supermarket	Label	KEY	Rib Roasts		Loin Roasts (boneless)				Round Roasts (boneless)						Conditions	
				Bone In	Bnls	Filet Mignon	Tender loin	Strip Loin	Tri-Tip	Bottom Round	Top Round	Sirloin Tip	Top Butt	Eye of Round	Rump		London Broil
IL (cont)	Walt's Food Center	Walt's Premium	C				12.99					4.39					
		Hereford	C	9.99									3.99				
IN	Al's Supermarket	Angus	C							2.99							
	ALDI	Specially Selected	C	6.99								3.99					
	County Market	Angus	C							3.49							
	County Market NFI	Angus	C	9.99						3.99							
	Earth Fare	n/i	G	12.99			9.99					4.99					
	Food 4 Less	n/i	C							2.99							
	Fresh Encounter	Angus	C	6.99									5.99			4.49	
	Fresh Thyme	n/i	C											3.99			
	Giant Eagle	n/i	C	7.99													
		Market District	C	8.99							3.99					3.99	
		Thomas Farms	G				9.99										Australian
	Gordon Food Service	GFS	C		9.99												
	Harding's	Tender Ridge	C		8.99												
	Harvest Supermarket	Black Canyon	C		9.99						3.59		3.99				
	Holiday Foods	Star Ranch												3.99	3.49		
		n/i					6.99										
	IGA Houchens	Black Canyon	C										3.99		3.99		
	IGA Stores IL/IN	IGA TableRite	C								3.49		3.69				
	IGA Stores OH/KY	n/i	C									3.49		3.99		3.49	
	Jay C Food	n/i	C	5.99									4.49				
	Jewel-Osco	n/i	C											3.99			
	Kirby Foods IGA	TableRite									3.49		3.69				
	Kroger Central	n/i	C	5.99							4.49	4.49	4.49				
		Private Selection						12.99									
	Kroger Cincinnati	n/i	C	5.99													
		Private Selection	C					12.99									
	Kroger Mid-South	n/i	C	5.99									4.49				
	Lucky's Market	n/i	C	7.99													antibiotic-free
	Martins Super Marke	Martin's	C								2.99	3.99					
	Meijer	Angus	C	5.99										3.99			
	Miller's Market	Hereford	C										3.79			3.39	
	Needler's	Premium Angus			6.99											4.49	
Save-a-Lot	n/i			5.99									3.99				
Schnuck's	Angus	C			10.99					4.49							
	n/i	C			9.99												

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State	Supermarket	Label	KEY	Rib Roasts		Loin Roasts (boneless)				Round Roasts (boneless)						Conditions	
				Bone In	Bnls	Filet Mignon	Tender loin	Strip Loin	Tri-Tip	Bottom Round	Top Round	Sirloin Tip	Top Butt	Eye of Round	Rump		London Broil
IN (cont)	Strack & Van Til	Angus	C	6.99				6.99		3.29		3.29			3.29		
	The Fresh Market	n/i	P	14.99			16.99										
		n/i	C	9.99			11.99										
	Walt's Food Center	Walt's Premium Hereford	C				12.99					4.39					
	Wesselman's	Star Ranch	C	9.99						3.99	3.49	3.79		3.99			
MI	ALDI	Specially Selected	C	6.99								3.99					
	AW Grocers	Star Ranch	C								3.29	3.39					
	Busch's	n/i					6.99										
	County Market	Angus	C							3.49							
	D&W Fresh Market	Open Acres	C	6.99			9.99										
		Meyer Natural	A						9.99	4.99					4.99		
	Earth Fare	n/i	G	12.99			9.99					4.99					
	Family Fare	Open Acres	C	6.99						4.99					4.99		
	Food Pride	Angus Pride	C												2.99		
	Fresh Thyme	n/i	C												3.99		
	Gordon Food Service	GFS	C		9.99												
	Great Lakes Mrkt	Midwest Pride			7.99												
		n/i					4.99										
		Star Ranch	C									3.49					
	Harding's	Tender Ridge	C		8.99												
	Jack's Market	n/i	C		9.99					2.99							
	Kroger Central	n/i	C	5.99						4.49	4.49	4.49					
		Private Selection					12.99										
	Kroger Columbus	n/i	C	5.99						BOGO							
	Kroger Michigan	n/i	C	5.99						2.99	2.99						
	Louie's Market	Louie's Angus	C							2.99							
	Lucky's Market	n/i	C	7.99													
	Martins Super Marke	Martin's	C							2.99	3.99						
	Meijer	Angus	C	5.99										3.99			
	Miller's Market	Hereford	C									3.79				3.39	
	Pat's Food IGA	Angus	C						8.99						3.99		
	Polly's Market	n/i	C	8.49													
Ric's Food Center	Ric's	C									3.49						
Save-a-Lot	n/i		5.99										3.99				
Spartan Stores	Chairmans Reserve	C	9.99														

antibiotic-free

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

**Easter/Passover 2018**

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State	Supermarket	Label	K/U	Rib Roasts		Loin Roasts (boneless)				Round Roasts (boneless)						Conditions	
				Bone In	Bnls	Filet Mignon	Tender loin	Strip Loin	Tri-Tip	Bottom Round	Top Round	Sirloin Tip	Top Butt	Eye of Round	Rump		London Broil
MI <i>(cont)</i>	Super One Foods	Black Angus	C	7.97								3.99					antibiotic-free
		Meyer Natural	A									4.94					
	Tadych's	Nature Source	C										4.99				
		Angus Pride	C	7.99								3.29					
	Tom's/Oleson's	n/i	C	9.99													
	Valueland	Open Acres	C							3.88					3.88		
	VG's Grocery	Open Acres	C	5.99						4.99					4.99		
MN	ALDI	Specially Selected	C	6.99								3.99					
	AW Grocers	Star Ranch	C									3.29	3.39				
		Angus	C										3.79				
		n/i	C							3.49							
	Cash Wise	Hereford	C		8.88												
	Coborn's	Hereford	C		8.88												
	County Market	Angus	C							3.49							
	Dick's Fresh Market	Angus	C									3.99					
	Econofoods	Open Acres	C	7.99						4.49							
	Family Fare	Open Acres	C	7.99						4.49							
	Family Fresh Market	Open Acres	C	7.99						4.49							
	Fareway	n/i	C		9.99										2.99		
	Food Pride	Angus Pride	C												2.99		
	Fresh Thyme	n/i	C												3.99		
	Hugo's	Angus Pride	C	8.99						3.99	4.49		6.99				
	Hy-Vee	Angus Reserve	C							4.98	3.99						
	Lunds & Byerly's	Premium Choice	C									9.99					
	Marketplace Foods	Angus Pride	C		9.99							3.99			3.68		
	Maynard's	Star Ranch	C										2.99				
	Nilssen's	Angus Pride	C									3.99					
	Quillin's	Chairmans Reserve	C									3.49					
	Save-a-Lot	n/i	C	5.99									3.99				
	Sun Mart	Open Acres	C	7.99						4.49							
	Sunshine Foods	n/i	C									3.49					
	Super One Foods	Black Angus	C	7.97									3.99				
		Meyer Natural	A										4.94				
	SuperVALU Stores	Angus Farms	C										3.99		3.99		
	Angus Farms	C										3.49					
ND	Albertsons Mntrn	Double R Ranch	C							3.49		3.99		4.99		5.99	limit 1
		Double R Ranch	C	5.77													

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State	Supermarket	Label	KEY	Rib Roasts		Loin Roasts (boneless)				Round Roasts (boneless)						Conditions	
				Bone In	Bnls	Filet Mignon	Tender loin	Strip Loin	Tri-Tip	Bottom Round	Top Round	Sirloin Tip	Top Butt	Eye of Round	Rump		London Broil
ND (cont)	AW Grocers	Star Ranch	C								3.29	3.39					
	Cash Wise	Hereford	C		8.88												
	Dan's	n/i		7.99						4.49							
	Family Fare	Open Acres	C	7.99						4.49							
	Food Pride	Angus Pride	C												2.99		
	Hugo's	Angus Pride	C	8.99						3.99	4.49		6.99				
	Leevers Foods	Preferred Angus									4.39						
	Marketplace Foods	Angus Pride	C		9.99						3.99					3.68	
	Miller's Fresh Food	Angus Pride	C								4.49						
	SuperVALU Stores	Angus Farms										3.99				3.99	
		Angus Farms	C								3.49						
NE	ALDI	Specially Selected	C	6.99								3.99					
	AW Grocers	Star Ranch	C								3.29	3.39					
		Angus	C								3.79						
		n/i								3.49							
	Baker's	n/i	C	6.99						4.99	BOGO						
	Family Fare	Open Acres	C	7.99						4.49							
	Family Fresh Market	Open Acres	C	7.99						4.49							
	Fareway	n/i	C		9.99										2.99		
	Food Pride	Angus Pride	C												2.99		
	Fresh Thyme	n/i	C												3.99		
	Hy-Vee	Angus Reserve	C							4.98	3.99						
	No Frills	Open Acres								4.49							
	Russ Market	n/i	C							3.49							
	Safeway Denver	Colorado Angus	C	4.47													
		Colorado Angus	C	5.47							3.99						
	Save-a-Lot	n/i		5.99										3.99			
Sun Mart	Open Acres	C	7.99						4.49								
Super Saver	Omaha Angus	C							2.98								
OH	Acme Fresh Market	Angus	P	9.99								4.99					
		Angus	C														
		n/i	C			18.99	12.99										
	ALDI	Specially Selected	C	6.99								3.99					
	Buehler's	Angus	C								3.49					3.49	
	Earth Fare	n/i	G	12.99			9.99					4.99					
Fisher's Foods	Angus	C							3.99		3.99						
Fresh Encounter	Angus	C	6.99									5.99				4.49	

w/ \$25 purchase; limit 1

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State	Supermarket	Label	K/U	Rib Roasts		Loin Roasts (boneless)				Round Roasts (boneless)						Conditions		
				Bone In	Bnls	Filet Mignon	Tender loin	Strip Loin	Tri-Tip	Bottom Round	Top Round	Sirloin Tip	Top Butt	Eye of Round	Rump		London Broil	
OH (cont)	Fresh Thyme	n/i	C															
	Geyer's	Star Ranch	C							3.49								
	Giant Eagle	n/i	C	7.99														
		Market District	n/i	C	8.99													
		Thomas Farms	n/i	G				9.99										Australian
		Gordon Food Service	GFS	C		9.99												
		Heinen's	Heinen's	A										5.49				
		IGA Houchens	Black Canyon	C									3.99			3.99		
		IGA SpartanNash	n/i	C	8.69						2.79							
		IGA Stores OH/KY	n/i	C										3.49			3.49	
		Kroger Central	n/i	C	5.99						4.49	4.49	4.49					
			Private Selection					12.99										
		Kroger Cincinnati	n/i	C	5.99													
			Private Selection	C				12.99										
		Kroger Columbus	n/i	C	5.99						BOGO							
		Kroger MidAtlantic	n/i	C	5.99			10.99			2.77		2.77				2.77	
		Lucky's Market	n/i	C	7.99													antibiotic-free
		Marc's	n/i	C				6.99										
		Meijer	Angus	C	5.99									3.99				
		Miller's Market	Hereford	C									3.79				3.39	
		Needler's	Premium Angus		6.99												4.49	
		Piggly Wiggly Stores	Preferred Angus			7.99							2.99					
		Remke Markets	Angus	C	6.99												4.49	
		Riesbeck's	Hereford	C	9.99								3.69		3.99			
		Save-a-Lot	n/i		5.99										3.99			
		Shop'n Save	n/i	C	7.99						2.98		2.98				3.99	
		Sparkle Markets	Angus	C									3.99					
		SuperVALU Stores	Star Ranch	C							3.99						3.99	
			Angus Farms	C									3.49					
		The Fresh Market	n/i	P	14.99			16.99										
		n/i	C	9.99			11.99											
SD	ALDI	Specially Selected	C	6.99								3.99						
	AW Grocers	Star Ranch	C									3.29	3.39					
		Angus	C									3.79						
		n/i								3.49								
	Buche Foods	n/i			8.98							3.48	3.38					
	Coborn's	Hereford	C		8.88													

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State	Supermarket	Label	KEY	Rib Roasts		Loin Roasts (boneless)				Round Roasts (boneless)						Conditions	
				Bone In	Bnls	Filet Mignon	Tender loin	Strip Loin	Tri-Tip	Bottom Round	Top Round	Sirloin Tip	Top Butt	Eye of Round	Rump		London Broil
SD (cont)	Family Fare	Open Acres	C	7.99						4.49							w/ \$25 purchase; limit 1
	Fareway	n/i	C		9.99											2.99	
	Hy-Vee	Angus Reserve	C							4.98	3.99						
	IGA Markets	n/i	C	6.99													
	Kens Super Fair	DemKota	C	9.99							3.29	3.29					
	Lynn's Dakotamart	Dakotamart Pride	C		8.99												
	Maynard's	Star Ranch	C											2.99			
	Safeway Denver	Colorado Angus	C	4.47													
		Colorado Angus	C	5.47						3.99							
	Sunshine Foods	n/i	C														
SuperVALU Stores	Angus Farms	C									3.49						
WI	ALDI	Specially Selected	C	6.99								3.99					
	AW Grocers	Star Ranch	C								3.29	3.39					
		Angus	C								3.79						
		n/i	C							3.49							
	Cermak's	Angus	C									3.99					
	County Market	Angus	C							3.49							
	Econofoods	Open Acres	C	7.99						4.49							
	Family Fresh Market	Open Acres	C	7.99						4.49							
	Festival Foods	n/i	C	9.89													
	Food Pride	Angus Pride	C												2.99		
	Fox Bros.	Angus	C	8.99									3.89				
	Fresh Thyme	n/i	C												3.99		
	Gordon Food Service	GFS	C		9.99												
	Gordy's	Angus Pride	C	8.98							3.98		6.98				
	Great Lakes Mrkt	Midwest Pride	C		7.99												
		n/i	C					4.99									
		Star Ranch	C									3.49					
	Hansen's IGA	Star Ranch	C											3.98			
	Hy-Vee	Angus Reserve	C							4.98	3.28	3.99					
	Marketplace Foods	Angus Pride	C		9.99						3.99					3.68	
	Meijer	Angus	C	5.99										3.99			
	Nilssen's	Angus Pride	C								3.99						
	Pat's Food IGA	Angus	C						8.99							3.99	
Pick'n Save	n/i	C					7.99										
	Roundy's	C	6.99														
Piggly Wiggly MW	Angus	C	8.99								3.89				2.99		

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BEEF

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State	Supermarket	Label	KEY	Rib Roasts		Loin Roasts (boneless)				Round Roasts (boneless)						Conditions	
				Bone In	Bnls	Filet Mignon	Tender loin	Strip Loin	Tri-Tip	Bottom Round	Top Round	Sirloin Tip	Top Butt	Eye of Round	Rump		London Broil
WI (cont)	Quillin's	Chairmans Reserve									3.49						antibiotic-free
	Save-a-Lot	n/i		5.99									3.99				
	Schnuck's	Angus	C			10.99				4.49							
		n/i	C			9.99											
	Sendik's	Sendik's					7.99					3.99					
		Sendik's Angus	C	12.99			29.99										
	Sentry Foods	n/i					6.99										
		Sentry Angus	C	8.99								3.99		3.99			
	Shurfine Food Cntr	Creekstone Farms	C	7.98										3.68			
		n/i					6.98										
	Super One Foods	Black Angus	C	7.97								3.99					
		Meyer Natural	A									4.94					
	SuperVALU Stores	Angus Farms										3.99			3.99		
		Angus Farms	C									3.49					
	Tadych's	Nature Source	C											4.99			
Angus Pride		C	7.99								3.29						
The Fresh Market	n/i	P	14.99				16.99										
	n/i	C	9.99				11.99										
Trig's	Angus	C			12.99						3.99						
	Trig's						5.99					4.99					



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State	Supermarket	Label	KEY	Rib Roasts		Loin Roasts (boneless)				Round Roasts (boneless)						Conditions	
				Bone In	Bnls	Filet Mignon	Tender loin	Strip Loin	Tri-Tip	Bottom Round	Top Round	Sirloin Tip	Top Butt	Eye of Round	Rump		London Broil
<b>SOUTH CENTRAL U.S. - AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT</b>																	
AR	Albertsons Houston	n/i	C				12.99			2.99				5.99			limit 1
		n/i	C	4.99													
	ALDI	Specially Selected	C	6.99								3.99					
	Brookshire's	n/i	S	5.99													
		Angus	C											3.99			
	Cash Saver TC	n/i	S	6.97													
	CV's Family Foods	CV's Premium													3.88		
	Edward's FG	Angus	C	7.98										2.98			
	Food Giant	Black Canyon								2.98							
	G&W Foods	n/i					7.88		4.98								
	Harp's	Harp's Angus	C							3.99							
	Hay's Supermarkets	Angus	C							2.98					2.98		
	Kroger Delta	n/i	C	5.99				12.99					3.99				
	Mac's Fresh Market	n/i	S												2.78		
	Piggly Wiggly Hchn	Black Canyon												3.49			
	Save-a-Lot	n/i		5.99										3.99			
	Shoppers Value	Angus	C												2.98		
Super 1 Foods	n/i	S												2.97			
The Fresh Market	n/i	P	14.99				16.99										
	n/i	C	9.99				11.99										
AZ	Albertsons SW	n/i	C						3.99	3.99	1.97	3.99		3.99		1.97	limit 1
		n/i	C	4.77													
	AW Grocers	Angus	C					4.77				3.79					
	Basha's	n/i	C	6.99			6.77					2.97				2.77	
	Clark's Market	Angus	C										4.99	4.99			
	Food City	n/i										2.67				limit 2	
	Fry's	n/i	C	3.97												limit 1	
	Los Altos	n/i												2.99			
	Safeway SW	n/i	C						2.97	3.99	3.99	3.99		3.99		3.99	
		n/i	C	5.77													
Smith's	n/i	C	4.77													limit 1	
Sprout's Market	n/i	A	7.99			15.99								4.99	4.99		
CO	Affiliated Foods	n/i								3.49						2.99	limit 1
	Albertsons Mntn	Double R Ranch	C							3.49		3.99		4.99		5.99	
		Double R Ranch	C	5.77													

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				Bone In	Bnls	Filet Mignon	Tender loin	Strip Loin	Tri-Tip	Bottom Round	Top Round	Sirloin Tip	Top Butt	Eye of Round	Rump		London Broil
CO <i>(cont)</i>	Associated Foods	Angus	C				8.49		6.49					3.49	3.29		antibiotic-free w/ \$25 purchase; limit 1
	Willamette Valley																
	AW Grocers	Star Ranch	C								3.29	3.39					
	Angus		C								3.79						
	n/i								3.49								
	Clark's Market	Angus	C										4.99	4.99			
	King Soopers	n/i	C	6.77										4.99	2.97		
	Lucky's Market	n/i	C	7.99													
	Ridley's	Hereford	C									2.97		2.97	2.97		
	Safeway Denver	Colorado Angus	C	4.47													
Save-a-Lot	Colorado Angus	C	5.47						3.99								
Sprout's Market	n/i	A	5.99										3.99				
		n/i	A	7.99		15.99								4.99	4.99		
KS	Affiliated Foods	n/i								3.49						2.99	
	ALDI	Specially Selected	C	6.99								3.99					
	AW Grocers	Star Ranch	C								3.29	3.39					
	Angus		C								3.79						
	Country Mart	n/i		10.99													
	CV's Family Foods	CV's Premium													3.88		
	Dillon's	n/i	C	6.99						4.99	BOGO						
	Food Pride	Angus			6.49						3.99						
	G&W Foods	n/i					7.88		4.98								
	Harp's	Harp's Angus	C							3.99							
	Hen House	Hereford	C				13.99										
	Hy-Vee	Angus Reserve	C							4.98	3.99						
	Price Chopper	KC Pride									3.79				3.49		
	Pyramid Foods	Midwest Reserve	C	7.99								4.99			3.99		
	Save-a-Lot	n/i		5.99										3.99			
	Sprout's Market	n/i	A	7.99		15.99									4.99	4.99	
Sun Fresh	n/i		10.99														
Woods Supermarket	Butcher's Pride	C	7.99							3.99							
LA	AG of Baton Rouge	n/i									3.49			2.99		limit 1	
	Albertsons Houston	n/i	C				12.99			2.99			5.99				
	n/i		C	4.99													
	Breaux Mart	Angus	C								3.49			2.59			
	n/i	P	12.99														

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State	Supermarket	Label	KEY	Rib Roasts		Loin Roasts (boneless)				Round Roasts (boneless)						Conditions	
				Bone In	Bnls	Filet Mignon	Tender loin	Strip Loin	Tri-Tip	Bottom Round	Top Round	Sirloin Tip	Top Butt	Eye of Round	Rump		London Broil
LA (cont)	Brookshire's	n/i	S	5.99													limit 2
		Angus	C										3.99				
	Brookshire Bros.	n/i	S								3.99						
	Kroger Texas	n/i	C	4.97													
	Mac's Fresh Market	n/i	S												2.78		
	Rouses Market	Angus	C									3.99			3.99		
		Texas Star					9.99										
	Save-a-Lot	n/i		5.99										3.99			
	Shoppers Value	Angus	C											2.98	2.98		
	Super 1 Foods	n/i	S												2.97		
	The Fresh Market	n/i	P	14.99				16.99									
	n/i	C	9.99				11.99										
Winn-Dixie	WD Brand	C								BOGO					BOGO		
MO	ALDI	Specially Selected	C	6.99									3.99				antibiotic-free
	AW Grocers	Star Ranch	C									3.29	3.39				
	C&R Market	Angus	C									3.19					
	Cash Saver TC	n/i	S	6.97													
	County Market NFI	Angus	C	9.99						3.99							
	Country Mart	n/i		10.99													
	Dierberg's	Dierberg's Angus	C											5.69			
	Food Giant	Black Canyon								2.98							
	Fresh Thyme	n/i	C												3.99		
	G&W Foods	n/i					7.88		4.98								
	Gerbe's	n/i	C	6.99						4.99	BOGO						
	Gordon Food Service	GFS	C		9.99												
	Harp's	Harp's Angus	C							3.99							
	Hay's Supermarkets	Angus	C							2.98					2.98		
	Harter House	n/i	C	9.99											2.99		
		n/i					8.99										
	Hen House	Hereford	C				13.99										
	Hy-Vee	Angus Reserve	C							4.98	3.99						
	IGA Stores IL/IN	IGA TableRite	C							3.49			3.69				
	Kroger Central	n/i	C	5.99						4.49	4.49		4.49				
		Private Selection					12.99										
Kroger Delta	n/i	C	5.99			12.99						3.99					
Lucky's Market	n/i	C	7.99														
Mosers Foods	n/i			5.99													

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**BEEF**

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State	Supermarket	Label	K/U	Rib Roasts		Loin Roasts (boneless)				Round Roasts (boneless)						Conditions	
				Bone In	Bnls	Filet Mignon	Tender loin	Strip Loin	Tri-Tip	Bottom Round	Top Round	Sirloin Tip	Top Butt	Eye of Round	Rump		London Broil
MO (cont)	Prenger's Foods	n/i		10.99													
	Price Chopper	KC Pride								3.79							
	Pyramid Foods	Midwest Reserve	C	7.99					4.99						3.49		
	Save-a-Lot	n/i		5.99									3.99		3.99		
	Schnuck's	Angus	C		10.99						4.49						
		n/i	C		9.99												
	Sprout's Market	n/i	A	7.99		15.99									4.99	4.99	
	Sun Fresh	n/i		10.99													
	TC Markets	Top Choice	C												3.69		
	Woods Supermarket	Butcher's Pride	C	7.99								3.99					
NM	Affiliated Foods	n/i								3.49						2.99	
	Albertsons SW	n/i	C						3.99	3.99	1.97	3.99	3.99			1.97	
		n/i	C	4.77				4.77									limit 1
	Basha's	n/i	C	6.99			6.77				2.97					2.77	
	John Brooks	n/i								3.99						3.29	
	King Soopers	n/i	C	6.77										4.99		2.97	
	Safeway Denver	Colorado Angus	C	4.47													w/ \$25 purchase; limit 1
		Colorado Angus	C	5.47						3.99							
	Smith's	n/i	C	4.77													limit 1
Sprout's Market	n/i	A	7.99		15.99									4.99	4.99		
OK	Affiliated Foods	n/i								3.49						2.99	
	ALDI	Specially Selected	C	6.99								3.99					
	AW Grocers	Star Ranch	C								3.29	3.39					
	Buy for Le\$\$	Chairman's Reserve													2.99		
	Country Mart	n/i		10.99													
	CV's Family Foods	CV's Premium													3.88		
	Harp's	Harp's Angus	C							3.99							
	Homeland	Red River Ranch	C							4.39							
	Market Square	n/i														2.99	
	Pyramid Foods	Midwest Reserve	C	7.99					4.99						3.99		
	Reasor's	Angus	C	7.98			12.98				3.78						
	Save-a-Lot	n/i		5.99									3.99				
	Sprout's Market	n/i	A	7.99		15.99									4.99	4.99	
	The Fresh Market	n/i	P	14.99			16.99										
		n/i	C	9.99			11.99										
United of OK	Red River Ranch	C							4.39								
Williams	n/i										3.49						

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State	Supermarket	Label	KEY	Rib Roasts		Loin Roasts (boneless)				Round Roasts (boneless)						Conditions	
				Bone In	Bnls	Filet Mignon	Tender loin	Strip Loin	Tri-Tip	Bottom Round	Top Round	Sirloin Tip	Top Butt	Eye of Round	Rump		London Broil
TX	Affiliated Foods	n/i								3.49						2.99	limit 1
	AG of Baton Rouge	n/i										3.49			2.99		
	Albertsons Houston	n/i	C				12.99			2.99				5.99			
		n/i	C	4.99													
	ALDI	Specially Selected	C	6.99								3.99					
	Brookshire's	n/i	S	5.99													
		Angus	C											3.99			
	Brookshire Bros.	n/i	S									3.99					
	David's	n/i	S												3.99		
	Diamond IGA	n/i								3.79	3.79				3.79		
	Fiesta Mart	n/i								2.77							
	Homeland	Red River Ranch	C							4.39							
	Kroger Texas	n/i	C	4.97													
	La Fiesta	n/i	S												2.99		
	Market Square	n/i														2.99	
	Porter's Grocery	n/i									3.99					2.99	
	Randall's	Texas Beef	C				12.99							5.99			
		Texas Beef	C	4.99													
	Save-a-Lot	n/i		5.99										3.99			
	Sellers Bros.	Market Fresh								1.99							
Sprout's Market	n/i	A	7.99			15.99								4.99	4.99		
Super 1 Foods	n/i	S												2.97			
Tom Thumb	Texas Beef	C				12.99							5.99				
	Texas Beef	C	5.77														
Vista Markets	Hereford	C									3.67						
UT	Albertsons Mntrn	Double R Ranch	C							3.49		3.99		4.99		5.99	
		Double R Ranch	C	5.77													
	Albertsons SW	n/i	C						3.99	3.99	1.97	3.99		3.99		1.97	
		n/i	C	4.77				4.77									
	Associated Foods	Angus	C									6.99		3.49	3.29		
	Cash & Carry	IBP			7.47								2.58				
	Clark's Market	Angus	C											4.99	4.99		
	Fresh Market	Angus	C							6.99							
	Harmon's	n/i												3.99		4.99	
	King Soopers	n/i	C	6.77											4.99	2.97	
	Ream's	n/i													2.79		
	Ridley's	Hereford	C									2.97		2.97	2.97		

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State	Supermarket	Label	KEY	Rib Roasts		Loin Roasts ( <i>boneless</i> )				Round Roasts ( <i>boneless</i> )						Conditions	
				Bone In	Bnls	Filet Mignon	Tender loin	Strip Loin	Tri-Tip	Bottom Round	Top Round	Sirloin Tip	Top Butt	Eye of Round	Rump		London Broil
UT (cont)	Smith's	n/i	C	4.77													limit 1
	Sprout's Market	n/i	A	7.99		15.99									4.99	4.99	
	Stokes Market	Angus	C				8.49			3.59				3.59	3.29		
		Willamette Valley															

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State	Supermarket	Label	KEY	Rib Roasts		Loin Roasts (boneless)				Round Roasts (boneless)						Conditions	
				Bone In	Bnls	Filet Mignon	Tender loin	Strip Loin	Tri-Tip	Bottom Round	Top Round	Sirloin Tip	Top Butt	Eye of Round	Rump		London Broil
<b>SOUTHWESTERN U.S. - CA, HI, NV</b>																	
CA	Albertsons SoCal	n/i	C	5.99					5.99							5.99	antibiotic-free  limit 1
	ALDI	Specially Selected	C	6.99								3.99					
	Baja Ranch	n/i			4.99		4.99		3.69								
	Big Saver	n/i							3.99								
	Cardenas	n/i					6.99										
	Cash & Carry	IBP			7.47							2.58					
	Food 4 Less	n/i								2.67							
	Food Maxx	n/i							2.98								
	Food Source	n/i												2.78			
	Gelson's	Angus	C	14.99													
	Holiday Market	Sterling Silver	C									3.99					
	Jons Marketplace	n/i							4.99	3.99							
		Blackwell Angus		7.99													
	K.V. Mart	n/i							3.99								
	Lucky	Angus	C	5.77													
	Lunardi's	n/i														5.99	
	Mar-Val Food	Mar-Val							4.98								
	Mollie Stones	n/i	C	11.99													
	Nugget Market	SunFed	G	11.99													
	Pavilion's	n/i	C	5.99		14.99			3.99								
	R-N Markets	n/i	C						3.69								
	Raley's	Raley's	C	8.99					5.99								
	Ralph's	n/i	C		13.99				6.99								
		n/i	C	4.77													
	Ray's Food Place	Meyer Natural	A						6.99								
		n/i	C	7.99													
	Safeway NorCal	n/i	C	6.99			11.99		6.99							5.99	
	Save Mart	Angus 43		5.77					2.88					3.99			
	Select Markets	St Helens	C	6.99						2.99		2.99					
	SK Super King	n/i	C				5.99					2.99					
	Sprout's Market	n/i	A	7.99		15.99								4.99	4.99		
	Stater Bros.	n/i		4.77		14.99			4.99						4.99		
	Super A Foods	Harris Ranch							3.99								
	Vallarta	n/i							3.59			3.99					
	Von's	n/i	C	5.99					5.99							5.99	

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State	Supermarket	Label	KEY	Rib Roasts		Loin Roasts (boneless)				Round Roasts (boneless)						Conditions		
				Bone In	Bnls	Filet Mignon	Tender loin	Strip Loin	Tri-Tip	Bottom Round	Top Round	Sirloin Tip	Top Butt	Eye of Round	Rump		London Broil	
HI	ChoiceMART	Big Island	G													6.99		
	Foodland	Angus	C	7.99														
	KTA Super Stores	n/i		9.99														
	Safeway Hawaii	n/i	C	7.99			12.99		6.99									
	Seafood City	n/i								4.99								
	Tamura's Market	n/i	C						5.69									
	Times Supermarkets	n/i		5.99					6.79									
		n/i	G	5.29														
NV	Albertsons SW	n/i	C						3.99	3.99	1.97	3.99		3.99		1.97		
		n/i	C	4.77				4.77									limit 1	
	Associated Foods	Angus	C				6.99		6.49				3.49	3.29				
	Cardenas	n/i																
	Cash & Carry	IBP			7.47							2.58						
	Food Source	n/i												2.78				
	La Bonita	n/i											2.69					
	Lucky	Angus 43							2.88						3.99			
	Raley's	Raley's	C	8.99					5.99									
	Ridley's	Hereford	C									2.97		2.97	2.97			
	Safeway NorCal	n/i	C	6.99			11.99		6.99							5.99		
	Save Mart	Angus 43		5.77					2.88						3.99			
	Scolari's	Harris Ranch	C								3.99				3.99			
	Smith's	n/i	C	4.77														limit 1
	Sprout's Market	n/i	A	7.99			15.99								4.99	4.99		
Von's	n/i	C						5.99							5.99			



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State	Supermarket	Label	KEY	Rib Roasts		Loin Roasts (boneless)				Round Roasts (boneless)						Conditions	
				Bone In	Bnls	Filet Mignon	Tender loin	Strip Loin	Tri-Tip	Bottom Round	Top Round	Sirloin Tip	Top Butt	Eye of Round	Rump		London Broil
<b>NORTHWESTERN U.S. - AK, ID, MT, OR, WA, WY</b>																	
AK	AC Value Center	Blackwell Angus	C	9.99								4.99					
	Alaskan & Proud	n/i		5.88							3.58						
	Carrs/Safeway	n/i	C	5.77	7.99					5.99		5.99					
	Fred Meyer	n/i	C	5.99					4.49								
	IGA Stores - AK	St Helens	C	8.99													
	Meyers Group IGA	St Helens	C	8.99													
	Northwest Grocers	St Helens	C	8.49												3.39	
	Seamart	n/i	C													4.99	
	Three Bears	Meyer Natural	A						5.99								
	n/i			5.99													
	Meyer Natural	P										8.89					antibiotic-free
ID	Albertsons Mntn	Double R Ranch	C							3.49		3.99		4.99		5.99	
		Double R Ranch	C	5.77													limit 1
	Associated Foods	Angus	C					6.99					3.49	3.29			
	Cash & Carry	IBP			7.47							2.58					
	Family Foods	St Helens						5.69									
		n/i		6.99													
	Fred Meyer	n/i	C	4.88					3.99								
	Harvest Foods	Angus	C	6.98				6.98				3.98	3.98	4.99		3.98	
	Ridley's	Hereford	C									2.97	2.97	2.97			
	Rosauer's	Angus	C	6.99							3.69						
		Painted Hills	A										5.99				
	Smith's	n/i	C	4.77													limit 1
	Stokes Market	Angus	C						3.59				3.59	3.29			
	Willamette Valley						8.49										
Super 1 Foods	Meyer Natural	C													3.98		
Yoke's Fresh Mrkt	Yoke's Divine		8.99														
	Snake River Farms											6.99				Wagyu	
MT	Albertsons Mntn	Double R Ranch	C							3.49		3.99		4.99		5.99	
		Double R Ranch	C	5.77													limit 1
	Associated Foods	Angus	C					6.99					3.49	3.29			
	Cash & Carry	IBP			7.47							2.58					
	Family Foods	St Helens						5.69									
		n/i		6.99													
	Harvest Foods	Angus	C	6.98				6.98				3.98	3.98	4.99		3.98	
	Lucky's Market	n/i	C	7.99													antibiotic-free

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State	Supermarket	Label	KTY	Rib Roasts		Loin Roasts (boneless)				Round Roasts (boneless)						Conditions	
				Bone In	Bnls	Filet Mignon	Tender loin	Strip Loin	Tri-Tip	Bottom Round	Top Round	Sirloin Tip	Top Butt	Eye of Round	Rump		London Broil
MT (cont)	Reynold's	n/i					8.49								2.99		limit 1
	Rosauer's	Angus	C	6.99						3.69							
		Painted Hills	A									5.99					
	Smith's	n/i	C	4.77													
	Stokes Market	Angus	C				8.49			3.59			3.59	3.29			
		Willamette Valley														3.98	
	Super 1 Foods	Meyer Natural	C														
	SuperVALU Stores	Angus Farms	C								3.49						
	Three Bears	Meyer Natural	A						4.99								
		Meyer Natural	P									8.59				antibiotic-free	
OR	Albertsons NW	n/i	C	5.77	7.99					4.99		4.99					
	Associated Foods	Angus	C						6.99				3.49	3.29			
	Cash & Carry	IBP			7.47							2.58					
	CenterPlace	St Helens	C	6.98						3.98							
	Family Foods	St Helens							5.69								
		n/i		6.99													
	Fred Meyer	n/i	C	4.88						3.99							
	Harvest Foods	Angus	C	6.98					6.98			3.98	3.98	4.99		3.98	
	IGA Market Fresh	St Helens	C	6.98						2.98		2.98					
	Market of Choice	Painted Hills	A	14.99													
	McKay's	Signature Angus	S				6.99					3.99			3.99		
	Quality Food Cntr	Angus	C	9.99			9.99					3.99				3.99	
		n/i	C	7.99													
		n/i	C	7.99													
	Ray's Food Place	Meyer Natural	A						6.99								
	Red Apple Market	St Helens	C	8.99												3.99	
	Rosauer's	Angus	C	6.99							3.69						
		Painted Hills	A	14.99									5.99				
	Roth's	Double R Ranch	C	10.99						7.99							
		Painted Hills	A							9.99							
Select Markets	St Helens	C	6.99							2.99		2.99					
Thriftway of OR	Painted Hills	A										4.99					
	St Helens	C	8.99													2.99	
WA	Albertsons NW	n/i	C	5.77	7.99					4.99		4.99					
	Cash & Carry	IBP			7.47							2.58					
	CenterPlace	St Helens	C	6.98						3.98							

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				Bone In	Bnls	Filet Mignon	Tender loin	Strip Loin	Tri-Tip	Bottom Round	Top Round	Sirloin Tip	Top Butt	Eye of Round	Rump		London Broil
WA (cont)	Family Foods	WA							5.69								
		n/i		6.99													
	Fred Meyer	n/i	C	4.88						3.99							
	Haggen	Double R Ranch	C					7.99		4.99				3.99			
		Double R Ranch	P									6.99					
	Harvest Foods	Angus	C	6.98					6.98			3.98	3.98	4.99			3.98
	IGA Market Fresh	St Helens	C	6.98						2.98		2.98					
	Metropolitan	n/i	C	16.99													local
	Meyers Group IGA	St Helens	C	8.49													
	PCC Natural	Oregon Country	A					19.99									
	Quality Food Cntr	Angus	C	9.99				9.99				3.99					3.99
	Rosauer's	Angus	C	6.99							3.69						
		Painted Hills	A										5.99				
	Select Markets	St Helens	C	6.99						2.99		2.99					
	Super 1 Foods	Meyer Natural	C														3.98
	The Markets	Black Angus		5.95					4.95		3.98						
	Thriftway	Painted Hills	A	9.99													4.99
	Thriftway of OR	Painted Hills	A									4.99					2.99
Town & Country	Oregon Country	A	13.99	13.99													
Yoke's Fresh Mrkt	Yoke's Divine		8.99														
	Snake River Farms											6.99					
																	Wagyu
WY	Albertsons Mntn	Double R Ranch	C							3.49		3.99		4.99		5.99	
		Double R Ranch	C	5.77													limit 1
	Associated Foods	Angus	C						6.99				3.49	3.29			
	AW Grocers	Star Ranch	C								3.29	3.39					
		Angus	C								3.79						
		n/i								3.49							
	Food Pride	Angus Pride	C												2.99		
	King Soopers	n/i	C	6.77											4.99	2.97	
	Lucky's Market	n/i	C	7.99													antibiotic-free
	Ridley's	Hereford	C									2.97		2.97	2.97		
	Safeway Denver	Colorado Angus	C	4.47													w/ \$25 purchase; limit 1
		Colorado Angus	C	5.47						3.99							
Smith's	n/i	C	4.77													limit 1	

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State	Supermarket	Label	KEY	Chuck Roasts (boneless)							Chuck (bone-in)		Brisket		Shanks	Conditions	
				Shoulder	Bnls Chuck	Arm Roast	Cross Rib	Chuck Eye	Clod	London Broil	7-Bone	Short Ribs	Whole	Flat			
<b>NORTHEASTERN U.S. - CT,DC,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT</b>																	
CT	Adams IGA	Angus	C									4.99	5.99				
	ALDI	Black Angus			3.89												
	Big Y	Angus	C		5.99												
	Compare Foods	n/i	C									6.99		7.99			
	Fairway Market	n/i	C												4.99		
		n/i	K									8.99					
		Shor Harbor		K							10.99						
		Teva		K												12.99	
	Food Bazaar	n/i										5.99					
	Highland Park	Angus	C						3.99						5.99		
	Ideal Food Basket	n/i	C												6.99		
	IGA Stores NE	n/i												6.99			
	Key Food	n/i	C							3.99			6.99		5.99		
	Kings Markets	n/i	C										7.99		7.99		
		n/i	A												8.99		local
	Market 32	Meal Mart		K												9.99	
		Chiapetti		G		10.39											
	Price Chopper	Meal Mart		K												9.99	
		Chiapetti		G		10.39											
	Save-a-Lot	n/i	C			3.99											
ShopRite	n/i	C		2.99	3.79										4.49		
	n/i	C													3.99	w/ store card; limit 1	
	Angus		C	3.49	3.89												
	n/i											4.99		4.99			
Stop & Shop	Butcher Shop	C												5.99			
The Fresh Market	n/i	P											7.99				
Walmart	n/i	S			4.47												
Whole Foods NrthAtl	n/i	A												8.99			
Whole Foods NE	n/i	A												9.99			
DC	ALDI	Black Angus			3.89												
	Giant Food	Butcher Shop	C											5.99			
	Harris Teeter	Reserve Angus	C										6.99				
	Save-a-Lot	n/i	C		3.99												
	Walmart	n/i	S		4.47												
	Whole Foods MdAtl	n/i	A										8.99				

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State	Supermarket	Label	KEY	Chuck Roasts (boneless)							Chuck (bone-in)		Brisket		Shanks	Conditions	
				Shoulder	Bnls Chuck	Arm Roast	Cross Rib	Chuck Eye	Clod	London Broil	7-Bone	Short Ribs	Whole	Flat			
DE	ALDI	Black Angus			3.89												
	Giant Food	Butcher Shop	C										5.99				
	Great Valu Markets	Star Ranch	C		3.99												
	Harris Teeter	Reserve Angus	C										6.99				
	Redner's	Star Ranch								2.98							
	Save-a-Lot	n/i	C		3.99												
	ShopRite	n/i	C	2.99	3.79									4.49			
		n/i	C											3.99		w/ store card; limit 1	
		Angus	C	3.49	3.89												
		ShurSave	n/i	C		3.49			3.39								
	The Fresh Market	n/i	P										7.99				
	Walmart	n/i	S		4.47												
MA	Adams IGA	Angus	C									4.99	5.99				
	ALDI	Black Angus			3.89												
	Associated	n/i	C									6.99	7.99				
	Big Y	Angus	C		5.99												
	Donelan's	Donelan's	C										6.99				
		Nature Source	A							5.99							
	Hannaford	Hannaford	C	3.49													
	Ideal Food Basket	n/i	C										6.99				
	Key Food	n/i	C							3.99		6.99	5.99				
	Market 32	Meal Mart	K										9.99				
		Chiapetti	G		10.39												
	Market Basket	n/i	C								2.49						
	McKinnon's	n/i	C			3.99											
	Price Chopper	Meal Mart	K											9.99			
		Chiapetti	G		10.39												
	Roche Bros.	n/i	C									5.99					
		Angus	C											5.99			
	Save-a-Lot	n/i	C		3.99												
	Stop & Shop	Butcher Shop	C											5.99			
	The Fresh Market	n/i	P										7.99				
Trucchi's	n/i	C											4.99				
Walmart	n/i	S		4.47													
Wegmans	Tomer	K		8.99						9.79			9.99				

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**BEEF**

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State	Supermarket	Label	KEY	Chuck Roasts (boneless)							Chuck (bone-in)		Brisket		Shanks	Conditions
				Shoulder	Bnls Chuck	Arm Roast	Cross Rib	Chuck Eye	Clod	London Broil	7-Bone	Short Ribs	Whole	Flat		
MA <i>(cont)</i>	Wegmans	Wegmans	C		4.69			6.49		5.49						antibiotic-free
	<i>(continued)</i>	Angus	C		11.49											
	Whole Foods NrthAtl	n/i	A										8.99			
MD	ALDI	Black Angus			3.89											w/ store card; limit 1
	Giant Eagle	Market District	C	3.99												
	Giant Food	Butcher Shop	C											5.99		
	Great Valu Markets	Star Ranch	C		3.99											
	Harris Teeter	Reserve Angus	C										6.99			
	Martin's Food	Butcher Shop	C										5.99			
	Redner's	Star Ranch								2.98						
	Save-a-Lot	n/i	C		3.99											
	Shop'n Save	n/i	C		4.99											
	ShopRite	n/i	C	2.99	3.79										4.49	
		n/i	C												3.99	
		Angus	C	3.49	3.89											
	ShurSave	n/i	C		3.49			3.39								
	The Fresh Market	n/i	P										7.99			
	Walmart	n/i	S		4.47											
Wegmans	Tomer	K		8.99						9.79			9.99			
	Wegmans	C		4.69			6.49			5.49						
	Angus	C		11.49												
	Whole Foods MdAtl	n/i	A										8.99			
ME	Hannaford	Hannaford	C	3.49												
	IGA Stores NE	1893 Premium		3.49												
	Market Basket	n/i	C								2.49					
	Save-a-Lot	n/i	C		3.99											
	Walmart	n/i	S		4.47											
	Whole Foods NrthAtl	n/i	A										8.99			
NH	ALDI	Black Angus			3.89											
	Hannaford	Hannaford	C	3.49												
	Market Basket	n/i	C								2.49					
	McKinnon's	n/i	C			3.99										
	Price Chopper	Meal Mart	K											9.99		
		Chiapetti	G		10.39											
	Save-a-Lot	n/i	C		3.99											
The Fresh Market	n/i	P										7.99				

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State	Supermarket	Label	KEY	Chuck Roasts (boneless)							Chuck (bone-in)		Brisket		Shanks	Conditions
				Shoulder	Bnls Chuck	Arm Roast	Cross Rib	Chuck Eye	Clod	London Broil	7-Bone	Short Ribs	Whole	Flat		
NH (cont)	Walmart	n/i	S		4.47											
	Whole Foods NrthAtl	n/i	A										8.99			
NJ	ALDI	Black Angus			3.89											
	Associated	n/i	C									6.99		7.99		
	Fairway Market	n/i	C											4.99		
		n/i	K									8.99				
		Shor Harbor		K						10.99						
		Teva		K											12.99	
		Fine Fare	n/i	C						3.99			5.99	6.99		
		Foodtown	Rancher's Legend	C									5.99			
		Food Bazaar	n/i										5.99			
		Foodtown	Rancher's Legend	C									5.99		5.99	
		Great Valu Markets	Star Ranch	C		3.99										
		Ideal Food Basket	n/i	C											6.99	
		Key Food	n/i	C						3.99			6.99		5.99	
		Kings Markets	n/i	C									7.99		7.99	
			n/i	A											8.99	local
		McCaffrey's	Angus	C										6.99		
		Met Foods	n/i	C									6.99		7.99	3.69
		Morton Williams	n/i	C												4.59
		Pioneer	n/i	C			3.99				2.99		6.99		7.99	3.69
		Save-a-Lot	n/i	C		3.99										
		Seabra Foods	Revier Cattle Co.		3.49						3.99					
		ShopRite	n/i	C	2.99	3.79									4.49	
			n/i	C											3.99	w/ store card; limit 1
		Angus	C	3.49	3.89											
	Stop & Shop	Butcher Shop	C											5.99		
	The Fresh Market	n/i	P										7.99			
	Walmart	n/i	S		4.47											
	Wegmans	Tomer	K		8.99					9.79			9.99			
		Wegmans	C		4.69			6.49		5.49						
		Angus	C		11.49										antibiotic-free	
	Western Beef	n/i		2.99												
	Whole Foods MdAtl	n/i	A										8.99			
	Whole Foods NE	n/i	A										9.99			
NY	ALDI	Black Angus			3.89											
	Associated	n/i	C									6.99		7.99		

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State	Supermarket	Label	KEY	Chuck Roasts (boneless)							Chuck (bone-in)		Brisket		Shanks	Conditions		
				Shoulder	Bnls Chuck	Arm Roast	Cross Rib	Chuck Eye	Clod	London Broil	7-Bone	Short Ribs	Whole	Flat				
NY (cont)	Big M	1893 Premium			3.99													
	DeCiccio Family	Sterling	C									6.49		6.99				
	DeCiccio & Sons	Pineland Farms	A											6.99				
	Fairway Market	n/i	C											4.99				
		n/i	K									8.99						
		Shor Harbor		K						10.99								
		Teva		K											12.99			
	Fine Fare	n/i		C						3.99			5.99	6.99				
	Food Bazaar	n/i											5.99					
	Food Emporium	Chairman's Reserve		C													6.99	
	Foodtown	Rancher's Legend		C										5.99			5.99	
	Gristede's	Angus		C		5.99												
	Hannaford	Hannaford		C	3.49													
	Ideal Food Basket	n/i		C														6.99
	IGA Stores NE	n/i													6.99			
	Key Food	n/i		C							3.99			6.99			5.99	
	King Kullen	n/i		C											5.99			
	Kings Markets	n/i		C											7.99			
		n/i		A														8.99
	Market 32	Meal Mart		K														9.99
		Chiapetti		G		10.39												
	Met Foods	n/i		C										6.99			7.99	3.69
	Morton Williams	n/i		C														4.59
	Peck's Market	Angus			3.69						2.99	3.79	5.99					
	Pioneer	n/i		C			3.99				2.99		6.99				7.99	3.69
	Price Chopper	Meal Mart		K														9.99
		Chiapetti		G		10.39												
	Save-a-Lot	n/i		C		3.99												
	Shop'n Save	n/i		C		4.99												
	ShopRite	n/i		C	2.99	3.79												4.49
		n/i		C														3.99
		Angus		C	3.49	3.89												
	Stew Leonard's	n/i											4.99				4.99	
Stop & Shop	Butcher Shop		C														5.99	
The Fresh Market	n/i		P										7.99					
Trade Fair	n/i		C									4.99						
Walmart	n/i		S		4.47													



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State	Supermarket	Label	KEY	Chuck Roasts (boneless)							Chuck (bone-in)		Brisket		Shanks	Conditions
				Shoulder	Bnls Chuck	Arm Roast	Cross Rib	Chuck Eye	Clod	London Broil	7-Bone	Short Ribs	Whole	Flat		
NY (cont)	Wegmans	Tomer	K		8.99						9.79			9.99		antibiotic-free
	Wegmans	Wegmans	C		4.69			6.49			5.49					
	Wegmans	Angus	C		11.49											
	Western Beef	n/i	A	2.99												
	Whole Foods NE	n/i	A										9.99			
PA	ALDI	Black Angus			3.89											w/ store card; limit 1
	Associated	n/i	C									6.99		7.99		
	Big M	1893 Premium			3.99											
	Family Owned	n/i			3.99											
	Fine Fare	n/i	C							3.99		5.99	6.99			
	Foodland	n/i	C				2.99									
	Foodtown	Rancher's Legend	C									5.99		5.99		
	Giant Eagle	Market District	C	3.99												
	Giant Food Stores	Butcher Shop	C										5.99			
	Great Valu Markets	Star Ranch	C		3.99											
	IGA SpartanNash	n/i	C		3.79											
	Karn's Foods	n/i	P					3.49								
	Key Food	n/i	C							3.99		6.99		5.99		
	Landis Market	Angus	C	4.49						3.69	3.69					
	Martin's Food	Butcher Shop	C										5.99			
	McCaffrey's	Angus	C										6.99			
	Pioneer	n/i	C			3.99					2.99	6.99		7.99	3.69	
	Price Chopper	Meal Mart	K											9.99		
	Redner's	Star Ranch									2.98					
	Save-a-Lot	n/i	C		3.99											
	Shop'n Save	n/i	C		4.99											
	ShopRite	n/i	C	2.99	3.79									4.49		
		n/i	C											3.99		
		Angus	C	3.49	3.89											
	ShurSave	n/i	C		3.49				3.39							
	The Fresh Market	n/i	P										7.99			
Walmart	n/i	S		4.47												
Wegmans	Tomer	K		8.99						9.79			9.99			
	Wegmans	C		4.69				6.49		5.49						
	Wegmans	C		11.49												
	Whole Foods MdAtl	n/i	A										8.99			

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State	Supermarket	Label	KEY	Chuck Roasts (boneless)							Chuck (bone-in)		Brisket		Shanks	Conditions
				Shoulder	Bnls Chuck	Arm Roast	Cross Rib	Chuck Eye	Clod	London Broil	7-Bone	Short Ribs	Whole	Flat		
RI	Adams IGA	Angus	C									4.99	5.99			
	ALDI	Black Angus			3.89											
	Associated	n/i	C									6.99	7.99			
	Ideal Food Basket	n/i	C										6.99			
	Save-a-Lot	n/i	C		3.99											
	Stop & Shop	Butcher Shop	C											5.99		
	Walmart	n/i	S		4.47											
Whole Foods NrthAtl	n/i	A										8.99				
VT	ALDI	Black Angus			3.89											
	Hannaford	Hannaford	C	3.49												
	IGA Stores NE	1893 Premium		3.49												
	Price Chopper	Meal Mart	K										9.99			
	Walmart	Chiapetti	G		10.39											
	Walmart	n/i	S		4.47											

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State	Supermarket	Label	KEY	Chuck Roasts (boneless)							Chuck (bone-in)		Brisket		Shanks	Conditions
				Shoulder	Bnls Chuck	Arm Roast	Cross Rib	Chuck Eye	Clod	London Broil	7-Bone	Short Ribs	Whole	Flat		
<b>SOUTHEASTERN U.S. - AL,FL,GA,KY,MS,NC,SC,TN,VA,WV</b>																
AL	ALDI	Black Angus			3.89											
	Bruce's Foodland	n/i	C		3.99											
	Earth Fare	n/i	G									5.99				
	Gateway Foodland	Star Ranch	C		3.49											
	Greer's Market	Black Angus	S		3.79											
	Ingle's Markets	Ingles	C		3.98											
	Kroger Atlanta	n/i	C	4.99												
	Kroger Nashville	Private Selection	C		BOGO											
	Piggly Wiggly HAC	n/i			4.39											
	Piggly Wiggly Hchns	Black Canyon			3.99											
	Piggly Wiggly Inc.	Angus	C				3.99									
	Piggly Wiggly JTM	Angus	C	3.29												
	Publix	Publix Premium	C											6.99		
	Ramey's	Black Angus			3.98											
	Save-a-Lot	n/i	C		3.99											
	The Fresh Market	n/i	P										7.99			
	Walmart	n/i	S		4.47											
Western Market	Angus	C				3.99										
	Hereford	C											4.99			
Whole Foods South	n/i	A											8.99			
Winn-Dixie	WD Brand	C		4.49												
FL	ALDI	Black Angus			3.89											
	Earth Fare	n/i	G									5.99				
	Greer's Market	Black Angus	S		3.79											
	Harris Teeter	Reserve Angus	C										6.99			
	Harvey's	Angus	C		3.48											
	Hitchcock's	Hitchcock's			3.49											
	IGA Florida	n/i			3.99							4.99				
	Lucky's Market	n/i	C									3.99				
	Milam's Market	Angus	C										4.99			
	Piggly Wiggly Hchns	Black Canyon			3.99											
	Publix	Publix Premium	C											6.99		
	Save-a-Lot	n/i	C		3.99											
	Scaff's Market	Preferred Angus	C	3.59												
	The Fresh Market	n/i	P										7.99			
Walmart	n/i	S		4.47												

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State	Supermarket	Label	KEY	Chuck Roasts (boneless)							Chuck (bone-in)		Brisket		Shanks	Conditions
				Shoulder	Bnls Chuck	Arm Roast	Cross Rib	Chuck Eye	Clod	London Broil	7-Bone	Short Ribs	Whole	Flat		
FL <i>(cont)</i>	Western Beef	n/i										3.99	2.99	4.99		
	Whole Foods Florida	n/i	A										9.99			
	Winn-Dixie	WD Brand	C		4.49											
GA	ALDI	Black Angus			3.89											
	Earth Fare	n/i	G									5.99				
	Food Depot	n/i	S	3.98	3.88						3.88					
	Food Pride	n/i			3.99											
	Harris Teeter	Reserve Angus	C										6.99			
	Harvey's	Angus	C		3.48											
	IGA Stores SE	Tender Ridge			3.98											
	Ingle's Markets	Ingles	C		3.98											
	Kroger Atlanta	n/i	C	4.99												
	Lucky's Market	n/i	C									3.99				
	Piggly Wiggly Car.	Pig's Pride		2.99												
	Piggly Wiggly HAC	n/i			4.39											
	Piggly Wiggly Hchns	Black Canyon			3.99											
	Piggly Wiggly JTM	Angus	C	3.29												
	Publix	Publix Premium	C											6.99		
	Save-a-Lot	n/i	C		3.99											
	The Fresh Market	n/i	P											7.99		
Walmart	n/i	S		4.47												
Whole Foods South	n/i	A											8.99			
Winn-Dixie	WD Brand	C		4.49												
KY	ALDI	Black Angus			3.89											
	Chappell's	Chappell's	C		3.29											
	Cox IGA	Star Ranch			4.99											
	Earth Fare	n/i	G									5.99				
	Foodland	n/i					2.99									
	Fresh Encounter	Angus Beef					4.99									
	IGA SpartanNash	n/i	C		3.79											
	IGA Stores OH/KY	n/i	C		3.99											
	IGA Stores SE	Tender Ridge			3.98											
	Kroger Delta	n/i	C		4.99											
	Kroger Mid-Atlantic	n/i	C	2.77	2.77				2.77							
	Kroger Mid-South	n/i	C		BOGO											
	Kroger Nashville	Private Selection	C		BOGO											
Lucky's Market	n/i	C									3.99					

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				Shoulder	Bnls Chuck	Arm Roast	Cross Rib	Chuck Eye	Clod	London Broil	7-Bone	Short Ribs	Whole	Flat		
KY (cont)	Meijer	Angus	C					4.49								
	Piggly Wiggly Hchns	Black Canyon			3.99											
	Remke Market	Angus Beef	C				4.99									
	Save-a-Lot	n/i	C		3.99											
	The Fresh Market	n/i	P										7.99			
	Walmart	n/i	S		4.47											
	Whole Foods MdAtl	n/i	A											8.99		
MS	ALDI	Black Angus			3.89											
	Greer's Market	Black Angus	S		3.79											
	Kroger Delta	n/i	C		4.99											
	Piggly Wiggly Hchns	Black Canyon			3.99											
	Piggly Wiggly HGR	n/i	C	2.99												
	Ramey's	Black Angus			3.98											
	Save-a-Lot	n/i	C		3.99											
	Sullivans	Angus	S		3.79											
	SuperVALU Stores	Angus Farms	C		4.99											
	The Fresh Market	n/i	P										7.99			
	Walmart	n/i	S		4.47											
	Whole Foods South	n/i	A										8.99			
	Winn-Dixie	WD Brand	C		4.49											
NC	ALDI	Black Angus			3.89											
	Carlie C's IGA	n/i		2.98		3.28										
	Earth Fare	n/i	G									5.99				
	Food Pride	n/i			3.99											
	Fresh Foods	n/i	S	3.29	3.99											
	Great Valu Markets	Star Ranch	C		3.99											
	Harris Teeter	Reserve Angus	C										6.99			
	Harvey's	Angus	C		3.48											
	IGA Stores SE	Tender Ridge			3.98											
	Ingle's Markets	Ingles	C		3.98											
	Kroger Mid-Atlantic	n/i	C	2.77	2.77			2.77								
	Piggly Wiggly Retail	n/i			3.99											
	Piggly Wiggly Stores	Preferred Angus		2.99												
	Publix	Publix Premium	C											6.99		
	Save-a-Lot	n/i	C		3.99											
	The Fresh Market	n/i	P										7.99			

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State	Supermarket	Label	KEY	Chuck Roasts (boneless)							Chuck (bone-in)		Brisket		Shanks	Conditions
				Shoulder	Bnls Chuck	Arm Roast	Cross Rib	Chuck Eye	Clod	London Broil	7-Bone	Short Ribs	Whole	Flat		
NC (cont)	Walmart	n/i	S		4.47											
	Whole Foods South	n/i	A										8.99			
SC	ALDI	Black Angus			3.89											
	Earth Fare	n/i	G									5.99				
	Harris Teeter	Reserve Angus	C										6.99			
	Harvey's	Angus	C		3.48											
	IGA Stores SE	Tender Ridge			3.98											
	Ingle's Markets	Ingles	C		3.98											
	Kroger Atlanta	n/i	C	4.99												
	Piggly Wiggly Car.	Pig's Pride		2.99												
	Publix	Publix Premium	C											6.99		
	Save-a-Lot	n/i	C		3.99											
	The Fresh Market	n/i	P											7.99		
	Walmart	n/i	S		4.47											
Whole Foods South	n/i	A											8.99			
TN	ALDI	Black Angus			3.89											
	Chappell's	Chappell's	C		3.29											
	Earth Fare	n/i	G									5.99				
	IGA Stores OH/KY	n/i	C		3.99											
	IGA Stores SE	Tender Ridge			3.98											
	Ingle's Markets	Ingles	C		3.98											
	Kroger Delta	n/i	C		4.99											
	Kroger Mid-Atlantic	n/i	C	2.77	2.77			2.77								
	Kroger Nashville	Private Selection	C		BOGO											
	Publix	Publix Premium	C											6.99		
	Save-a-Lot	n/i	C		3.99											
	The Fresh Market	n/i	P											7.99		
Walmart	n/i	S		4.47												
Whole Foods South	n/i	A											8.99			
VA	ALDI	Black Angus			3.89											
	Earth Fare	n/i	G									5.99				
	Giant Food	Butcher Shop	C											5.99		
	Grant's Market	Black Canyon			2.99											
	Great Valu Markets	Star Ranch	C		3.99											
	Harris Teeter	Reserve Angus	C											6.99		
	IGA Stores SE	Tender Ridge			3.98											
	Ingle's Markets	Ingles	C		3.98											

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

Easter/Passover 2018  
**BEEF**

prices in \$US per pound unless otherwise noted.

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State	Supermarket	Label	KEY	Chuck Roasts (boneless)							Chuck (bone-in)		Brisket		Shanks	Conditions
				Shoulder	Bnls Chuck	Arm Roast	Cross Rib	Chuck Eye	Clod	London Broil	7-Bone	Short Ribs	Whole	Flat		
VA <i>(cont)</i>	Kroger Mid-Atlantic	n/i	C	2.77	2.77			2.77								
	Martin's Food	Butcher Shop	C										5.99			
	Piggly Wiggly Retail	n/i			3.99											
	Piggly Wiggly Stores	Preferred Angus		2.99										6.99		
	Publix	Publix Premium	C													
	Save-a-Lot	n/i	C		3.99											
	Shop'n Save	n/i	C		4.99											
	Shoppers Value	n/i		2.93												
	The Fresh Market	n/i	P										7.99			
	Walmart	n/i	S		4.47											
	Wegmans	Tomer	K		8.99						9.79			9.99		
		Wegmans	C		4.69				6.49		5.49					
	Angus	C		11.49												
	Whole Foods MdAtl	n/i	A										8.99			antibiotic-free
WV	ALDI	Black Angus			3.89											
	Foodland	n/i					2.99									
	Giant Eagle	Market District	C	3.99												
	Grant's Market	Black Canyon			2.99											
	IGA Stores SE	Tender Ridge			3.98											
	Kroger Columbus	n/i	C		BOGO											
		Simple Truth	A		6.99											
	Kroger Mid-Atlantic	n/i	C	2.77	2.77			2.77								
	Martin's Food	Butcher Shop	C										5.99			
	Piggly Wiggly Stores	Preferred Angus		2.99												
	Riesbeck's	Hereford	C										4.99			
	Save-a-Lot	n/i	C		3.99											
	Shop'n Save	n/i	C		4.99											
	Shoppers Value	n/i		2.93												
	Walmart	n/i	S		4.47											

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State	Supermarket	Label	KEY	Chuck Roasts (boneless)							Chuck (bone-in)		Brisket		Shanks	Conditions
				Shoulder	Bnls Chuck	Arm Roast	Cross Rib	Chuck Eye	Clod	London Broil	7-Bone	Short Ribs	Whole	Flat		
<b>MIDWESTERN U.S. - IA,IL,IN,MI,MN,ND,NE,OH,SD,WI</b>																
<b>IA</b>	ALDI	Black Angus			3.89											
	AW Grocers	Angus	C		4.79											
	Brothers Market	n/i	C	3.99	4.99											
	Family Fare	Open Acres	C			4.99										
	Family Foods	Angus Pride	C	4.49												
	Fareway	n/i	C			3.99						3.99				
	Food Pride	Angus Pride	C			3.69										
	Hy-Vee	Choice Reserve	C		4.98											
	Jewel-Osco	n/i	C		2.99											
	Lucky's Market	n/i	C									3.99				
	Save-a-Lot	n/i	C		3.99											
	Schnuck's	Angus	C	5.49												
	Thriftway Stores	n/i	C	3.49	4.99											
	Walmart	n/i	S		4.47											
	Whole Foods MW	n/i	A										9.99			
<b>IL</b>	ALDI	Black Angus			3.89											
	Berkot's	n/i	C			3.49										
	Borowiak's IGA	TableRite	C	3.29												
	Butera Market	Angus	C			3.89										
		n/i										4.99			2.69	
	Cermak's	n/i													1.99	
	County Market NFI	Angus	C		4.79											
	Cub Foods	n/i	C		4.99											
	El Guero	n/i													3.29	
	Fairplay Foods	Angus	C		3.99							3.99				
	Fareway	n/i	C			3.99										
	Food 4 Less	n/i			2.97											
	Food Pride	Angus Pride	C			3.69										
	Garden Fresh	n/i	C									4.99	6.99			
	Heinen's	Heinen's	O		6.49											
	Hy-Vee	Choice Reserve	C		4.98											
	IGA Stores IL/IN	IGA TableRite	C	2.99												
	Jewel-Osco	n/i	C		2.99											
Jimenez	n/i	C									4.89					
	n/i														2.99	
Kirby Foods IGA	TableRite			2.99												



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State	Supermarket	Label	KEY	Chuck Roasts (boneless)							Chuck (bone-in)		Brisket		Shanks	Conditions
				Shoulder	Bnls Chuck	Arm Roast	Cross Rib	Chuck Eye	Clod	London Broil	7-Bone	Short Ribs	Whole	Flat		
IL (cont)	Kroger Central	n/i	C		BOGO											
	La Chiquita	n/i	C			3.58										
	Meijer	Angus	C					4.49								
	Piggly Wiggly MW	Angus	C				3.99									
	Save-a-Lot	n/i	C			3.99										
	Schnuck's	Angus	C	5.49												
	Shop'n Save	Angus	C		4.99											
	Sullivan's	n/i	C		3.99	2.99										
	Sunset Foods	n/i	C											7.99		
	The Fresh Market	n/i	P										7.99			
	Tony's Finer Foods	n/i	C									4.99				
	Treasure Island	Sterling	C											6.99		
	Valli Produce	Black Angus	C				2.99					3.99				
	Walmart	n/i	S		4.47											
	Whole Foods MW	n/i	A										9.99			
IN	ALDI	Black Angus	C		3.89											
	County Market NFI	Angus	C		4.79											
	Earth Fare	n/i	G									5.99				
	Food 4 Less	n/i	C		2.97											
	Fresh Encounter	Angus Beef	C				4.99									
	Giant Eagle	Market District	C	3.99												
	Harding's	Tender Ridge	C		4.00		3.99									
	IGA Stores IL/IN	IGA TableRite	C	2.99												
	IGA Stores OH/KY	n/i	C		3.99											
	Jay C Foods	n/i	C		BOGO											
	Jewel-Osco	n/i	C		2.99											
	Kirby Foods IGA	TableRite	C	2.99												
	Kroger Central	n/i	C		BOGO											
	Lucky's Market	n/i	C									3.99				
	Meijer	Angus	C					4.49								
	Millers Markets	Hereford	C		3.89											
	Needlers	Angus	C				4.99									
	New Market	Star Ranch	C				4.99									
	Save-a-Lot	n/i	C		3.99											
	Schnuck's	Angus	C	5.49												
The Fresh Market	n/i	P										7.99				
VG's Foods	Open Acres	C				4.99										

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State	Supermarket	Label	KEY	Chuck Roasts (boneless)							Chuck (bone-in)		Brisket		Shanks	Conditions
				Shoulder	Bnls Chuck	Arm Roast	Cross Rib	Chuck Eye	Clod	London Broil	7-Bone	Short Ribs	Whole	Flat		
IN <i>(cont)</i>	Walmart	n/i	S		4.47											
	Whole Foods MW	n/i	A										9.99			
MI	ALDI	Black Angus			3.89											
	D&W Fresh Market	Open Acres Meyer	A		6.99		4.99									
	Earth Fare	n/i	G									5.99				
	Family Fare	Open Acres	C				4.99									
	Food Pride	Angus Pride	C			3.49										
	Glory Supermarket	n/i		2.98								4.49				
	Great Lakes Market	Star Ranch		2.79												
	Harding's	Tender Ridge	C		4.00		3.99									
	Jacks Fruit Market	n/i	C		3.99											
	Kroger Central	n/i	C		BOGO											
	Kroger Columbus	n/i	C		BOGO											
		Simple Truth	A		6.99											
	Kroger Michigan	n/i	C		BOGO											
	Louie's Market	n/i			4.79											
	Lucky's Market	n/i	C									3.99				
	Meijer	Angus	C					4.49								
	Millers Markets	Hereford	C		3.89											
	Pat's Food IGA	Angus	C										6.49			
	Ric's Food Center	Ric's	C		3.99											
	Save-a-Lot	n/i	C		3.99											
	Spartan Stores	n/i	C		3.99											
	Super One Foods	Black Angus			3.99											
	Tadych's	Angus Pride	C			3.49										
	Tom's/Oleson's	n/i	C		4.99											
Valueland	Open Acres	C				3.88										
Walmart	n/i	S		4.47												
Whole Foods MW	n/i	A										9.99				
MN	ALDI	Black Angus			3.89											
	AW Grocers	Angus	C		4.79											
	Cash Wise Foods	Hereford	C			3.18										
	Cub Foods	n/i	C		4.99											
	Econofoods	Open Acres	C			4.99										
	Family Fare	Open Acres	C			4.99										
	Family Fresh Market	Open Acres	C			4.99										

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State	Supermarket	Label	KEY	Chuck Roasts (boneless)							Chuck (bone-in)		Brisket		Shanks	Conditions
				Shoulder	Bnls Chuck	Arm Roast	Cross Rib	Chuck Eye	Clod	London Broil	7-Bone	Short Ribs	Whole	Flat		
MN <i>(cont)</i>	Fareway	n/i	C			3.99										
	Food Pride	Angus Pride	C			3.49										
	Hornbacher's	Stockman & Dakota			4.99											
	Hugo's	Angus Pride	C		4.99											
	Hy-Vee	Choice Reserve	C		4.98											
	Nilssen's Foods	Angus Pride	C			4.99										
	Save-a-Lot	n/i	C		3.99											
	Sun Mart	Open Acres	C			4.99										
	Super One Foods	Black Angus			3.99											
	SuperVALU Stores	Angus Farms	C		4.99											
	Teal's Market	Angus Pride				3.99										
	Walmart	n/i	S		4.47											
	Whole Foods MW	n/i	A										9.99			
ND	Albertsons Mntn	Double R Ranch	C				3.99				1.99					
	Cash Wise Foods	Hereford	C			3.18										
	Dan's	Open Acres				4.99										
	Family Fare	Open Acres	C			4.99										
	Food Pride	Angus Pride	C			3.49										
	Hornbacher's	Stockman & Dakota			4.99											
	Hugo's	Angus Pride	C		4.99											
	Leevers Foods	Preferred Angus		4.49												
	Millers Fresh Foods	Angus Pride	C	4.59												
	SuperVALU Stores	Angus Farms	C		4.99											
	Teal's Market	Angus Pride				3.99										
Walmart	n/i	S		4.47												
NE	ALDI	Black Angus			3.89											
	Apple Market	n/i	S		3.98											
	AW Grocers	Angus	C		4.79											
	Baker's	n/i	C		4.99	BOGO							3.99			
	Family Fare	Open Acres	C			4.99										
	Family Fresh Market	Open Acres	C			4.99										
	Fareway	n/i	C			3.99										
	Food Pride	Angus Pride	C			3.49										
	Hy-Vee	Choice Reserve	C		4.98											
	Safeway Denver	Colorado Angus	C		5.99		2.97									
	Save-a-Lot	n/i	C		3.99											
	Sun Mart	Open Acres	C			4.99										

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State	Supermarket	Label	KEY	Chuck Roasts (boneless)							Chuck (bone-in)		Brisket		Shanks	Conditions
				Shoulder	Bnls Chuck	Arm Roast	Cross Rib	Chuck Eye	Clod	London Broil	7-Bone	Short Ribs	Whole	Flat		
NE (cont)	Thriftway Stores	n/i	C	3.49	4.99											
	Walmart	n/i	S		4.47											
	Whole Foods MW	n/i	A										9.99			
OH	ALDI	Black Angus			3.89											
	Buehler's	Angus	C				3.99									
	Dave's Markets	n/i	C				4.99						5.99			
	Dorothy Lane	DLM	A											7.99		
	Earth Fare	n/i	G										5.99			
	Fresh Encounter	Angus Beef					4.99									
	Geyer's	Black Angus	C		3.98											
	Giant Eagle	Market District	C	3.99												
	Heinen's	Heinen's	O		6.49											
	IGA SpartanNash	n/i	C		3.79											
	IGA Stores OH/KY	n/i	C		3.99											
	Kroger Central	n/i	C		BOGO											
	Kroger Columbus	n/i	C		BOGO											
		Simple Truth	A		6.99											
	Kroger Mid-Atlantic	n/i	C	2.77	2.77			2.77								
	Lucky's Market	n/i	C										3.99			
	Meijer	Angus	C					4.49								
	Millers Markets	Hereford	C		3.89											
	Needlers	Angus	C				4.99									
	Piggly Wiggly Stores	Preferred Angus		2.99												
	Remke Market	Angus Beef	C				4.99									
	Riesbeck's	Hereford	C											4.99		
	Save-a-Lot	n/i	C		3.99											
Shop'n Save	n/i	C		4.99												
SuperVALU Stores	Angus Farms	C		4.99												
	Star Ranch	C		4.19												
The Fresh Market	n/i	P											7.99			
Walmart	n/i	S		4.47												
Whole Foods MdAtl	n/i	A											8.99			
SD	ALDI	Black Angus			3.89											
	AW Grocers	Angus	C		4.79											
	Family Fare	Open Acres	C			4.99										
	Fareway	n/i	C			3.99										
	Hy-Vee	Choice Reserve	C		4.98											

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				Shoulder	Bnls Chuck	Arm Roast	Cross Rib	Chuck Eye	Clod	London Broil	7-Bone	Short Ribs	Whole	Flat		
SD <i>(cont)</i>	IGA Markets	n/i		2.99	3.99											
	Safeway Denver	Colorado Angus	C		5.99		2.97									
	SuperVALU Stores	Angus Farms	C		4.99											
	Teal's Market	Angus Pride				3.99										
	Walmart	n/i	S		4.47											
WI	ALDI	Black Angus			3.89											
	AW Grocers	Angus	C		4.79											
	Cermak's	n/i													1.99	
	Econofoods	Open Acres	C			4.99										
	Family Fresh Market	Open Acres	C			4.99										
	Food Pride	Angus Pride	C			3.49										
	Fox Bros.	Angus	C				3.99									
	Gordy's	Angus Pride				4.48										
	Great Lakes Market	Star Ranch		2.79												
	Hy-Vee	Choice Reserve	C		4.98											
	Meijer	Angus	C					4.49								
	Nilssen's Foods	Angus Pride	C			4.99										
	Pat's Food IGA	Angus	C									6.49				
	Piggly Wiggly MW	Angus	C				3.99									
	Save-a-Lot	n/i	C		3.99											
	Schnuck's	Angus	C	5.49												
	Sentry Foods	Sentry Angus	C		4.29											
	Shurfine Food Cntr	Black Angus	C				2.88									
	Super One Foods	Black Angus			3.99											
	SuperVALU Stores	Angus Farms	C		4.99											
Tadych's	Angus Pride	C			3.49											
The Fresh Market	n/i	P										7.99				
Walmart	n/i	S		4.47												
Whole Foods MW	n/i	A										9.99				

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				Shoulder	Bnls Chuck	Arm Roast	Cross Rib	Chuck Eye	Clod	London Broil	7-Bone	Short Ribs	Whole	Flat			
<b>SOUTH CENTRAL U.S. - AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT</b>																	
AR	Albertsons Houston	n/i	C											2.99	3.49		
	ALDI	Black Angus			3.89												
	City Market	Angus	C	2.95													
	G&W Foods	n/i	C		3.98									4.98			
	Hays Supermarkets	Angus	C				3.48										
	Kroger Delta	n/i	C		4.99												
	Piggly Wiggly Hchns	Black Canyon			3.99												
	Save-a-Lot	n/i	C		3.99												
	The Fresh Market	n/i	P											7.99			
	Walmart	n/i	S		4.47												
Whole Foods SW	n/i	A											6.99				
AZ	Albertsons SW	n/i	C				3.99										
	AW Grocers	Angus	C		4.79												
	Basha's	n/i	C				2.97										
	EI Super	n/i			3.49				2.89		2.97					2.49	
	Food City	n/i					2.47										
	Fry's	n/i	C	2.97	2.97												
	IGA Family	Angus	C	2.97			2.77									1.97	
	Safeway SW	n/i	C		2.97		2.97										
	Smart & Final	First Street			4.99												
	Smith's	n/i	C		2.97		2.97										
	Walmart	n/i	S		4.47												
Whole Foods Sth Pac	n/i	A											9.99				
CO	Affiliated Foods	n/i						3.49									
	Albertsons Mntn	Double R Ranch	C				3.99				1.99						
	Associated Foods	Angus	C				3.49	3.49									
	AW Grocers	Angus	C		4.79												
	Food King	n/i														1.55	
	Ridley's	Hereford	C		3.88												
	Safeway Denver	Colorado Angus	C		5.99		2.97										
	Save-a-Lot	n/i	C		3.99												
	Walmart	n/i	S		4.47												
	Whole Foods Mntn	n/i	A										9.99				
KS	Affiliated Foods	n/i						3.49									
	ALDI	Black Angus			3.89												
	Apple Market	n/i	S		3.98												

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State	Supermarket	Label	KEY	Chuck Roasts (boneless)							Chuck (bone-in)		Brisket		Shanks	Conditions
				Shoulder	Bnls Chuck	Arm Roast	Cross Rib	Chuck Eye	Clod	London Broil	7-Bone	Short Ribs	Whole	Flat		
KS <i>(cont)</i>	AW Grocers	Angus	C		4.79											
	Brothers Market	n/i	C	3.99	4.99											
	Country Mart	n/i			4.49			3.49					3.99			
	Dillon's	n/i	C		4.99	BOGO							3.99			
	Food Pride	Angus Pride	C			3.69										
	G&W Foods	n/i	C		3.98								4.98			
	Hy-Vee	Choice Reserve	C		4.98											
	Pyramid Foods	Midwest Reserve	C		4.49											
	Save-a-Lot	n/i	C		3.99											
	Sun Fresh	n/i			4.49			3.49						3.99		
	Thriftway Stores	n/i	C	3.49	4.99											
	Walmart	n/i	S		4.47											
	Whole Foods Mntn	n/i	A											9.99		
	Woods Supermarket	Butcher's Pride	C		3.69											
LA	Albertsons Houston	n/i	C										2.99	3.49		
	Breaux Mart	n/i											3.49			
	Brookshire Bros.	Angus Pride	C	3.99												
	Kroger Texas	n/i	C		3.99								2.99			
	Market Basket	MB Premium	S	2.97												
	Ramey's	Black Angus			3.98											
	Save-a-Lot	n/i	C		3.99											
	The Fresh Market	n/i	P										7.99			
	Walmart	n/i	S		4.47											
	Whole Foods SW	n/i	A										6.99			
Winn-Dixie	WD Brand	C		4.49												
MO	ALDI	Black Angus			3.89											
	Apple Market	n/i	S		3.98											
	C&R Supermarkets	Angus	C			3.19										
	County Market NFI	Angus	C		4.79											
	Country Mart	n/i			4.49			3.49					3.99			
	G&W Foods	n/i	C		3.98								4.98			
	Gerbe's	n/i	C		4.99	BOGO							3.99			
	Harter House	n/i	P										3.99			
	Hays Supermarkets	Angus	C				3.48									
	Hy-Klas Foods	n/i		3.49	4.99											
	Hy-Vee	Choice Reserve	C		4.98											
	IGA Stores IL/IN	IGA TableRite	C	2.99												

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

**Easter/Passover 2018**

prices in \$US per pound unless otherwise noted.

**BEEF**

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

State	Supermarket	Label	KEY	Chuck Roasts (boneless)							Chuck (bone-in)		Brisket		Shanks	Conditions
				Shoulder	Bnls Chuck	Arm Roast	Cross Rib	Chuck Eye	Clod	London Broil	7-Bone	Short Ribs	Whole	Flat		
MO <i>(cont)</i>	Kroger Central	n/i	C		BOGO											
	Kroger Delta	n/i	C		4.99											
	Lucky's Market	n/i	C									3.99				
	Moser's	n/i			3.99			3.49						3.29		
	Prenger Foods	n/i			4.49			3.49						3.99		
	Pyramid Foods	Midwest Reserve	C		4.49											
	Save-a-Lot	n/i	C		3.99											
	Schnuck's	Angus	C	5.49												
	Shop'n Save	Angus	C		4.99											
	Sun Fresh	n/i			4.49			3.49						3.99		
	Thriftway Stores	n/i	C	3.49	4.99											
	Walmart	n/i	S		4.47											
	Whole Foods MW	n/i	A											9.99		
NM	Affiliated Foods	n/i						3.49								
	Albertsons SW	n/i	C				3.99									
	Basha's	n/i	C				2.97									
	El Super	n/i			3.49				2.89		2.97				2.49	
	Food King	n/i												1.55		
	John Brooks	n/i						3.29								
	Safeway Denver	Colorado Angus	C		5.99		2.97									
	Smith's	n/i	C		2.97		2.97									
	Walmart	n/i	S		4.47											
Whole Foods Mntn	n/i	A											9.99			
OK	Affiliated Foods	n/i						3.49								
	ALDI	Black Angus			3.89											
	Country Mart	n/i			4.49			3.49					3.99			
	Market Square	n/i						3.29								
	Pyramid Foods	Midwest Reserve	C		4.49											
	Reasor's	Angus	C		4.58											
	Save-a-Lot	n/i	C		3.99											
	Super C Mart	n/i		3.29												
	The Fresh Market	n/i	P										7.99			
	Walmart	n/i	S		4.47											
	Whole Foods SW	n/i	A										6.99			
Williams	n/i				2.49											
TX	Affiliated Foods	n/i						3.49								
	Albertsons Houston	n/i	C										2.99	3.49		



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BEEF**

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State	Supermarket	Label	KEY	Chuck Roasts (boneless)							Chuck (bone-in)		Brisket		Shanks	Conditions
				Shoulder	Bnls Chuck	Arm Roast	Cross Rib	Chuck Eye	Clod	London Broil	7-Bone	Short Ribs	Whole	Flat		
TX <i>(cont)</i>	ALDI	Black Angus			3.89											
	Brookshire Bros.	Angus Pride	C	3.99												
	Culebra	n/i	C					3.29								
	David's	n/i	S	3.99												
	El Rio Grande	n/i							3.99				1.99		2.99	
	El Super	n/i			3.49				2.89		2.97				2.49	
	Fiesta Mart	n/i		2.77	4.49							4.49	3.99			
	Food King	n/i													1.55	
	Food Town	n/i		2.77												
	Juniors Super Mrkt	n/i		2.99								2.99				
	Kroger Texas	n/i	C		3.99								2.99			
	La Fiesta	n/i										2.77				
	Market Basket	MB Premium	S	2.97												
	Market Square	n/i							3.29							
	Porter's Grocery	n/i							3.29							
	Randall's	Texas Beef	C		3.99									2.99		
	Save-a-Lot	n/i	C		3.99											
	Tom Thumb	Texas Beef	C		3.99									2.99		
	United Markets	Rancher's Reserve	C		BOGO	3.99							3.99	3.99		
	Vista Market	Hereford	C		2.99											
Walmart	n/i	S		4.47												
Whole Foods SW	n/i	A											6.99			
UT	Albertsons Mntn	Double R Ranch	C				3.99				1.99					
	Albertsons SW	n/i	C				3.99									
	Associated Foods	Angus	C				3.49	3.49								
	Cash & Carry	IBP											2.98			
	Fresh Market	Angus	C					2.99								
	Harmon's	n/i	C				3.49									
	Ream's	n/i						2.89				3.39				
	Ridley's	Hereford	C		3.88											
	Smith's	n/i	C		2.97		2.97									
	Stokes Market	Angus	C						3.79							
	Walmart	n/i	S		4.47											
	Whole Foods Mntn	n/i	A										9.99			

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State	Supermarket	Label	KEY	Chuck Roasts (boneless)							Chuck (bone-in)		Brisket		Shanks	Conditions
				Shoulder	Bnls Chuck	Arm Roast	Cross Rib	Chuck Eye	Clod	London Broil	7-Bone	Short Ribs	Whole	Flat		
<b>SOUTHWESTERN U.S. - CA, HI, NV</b>																
CA	Albertsons SoCal	n/i	C		5.99		5.99									
	ALDI	Black Angus			3.89											
	Arteaga's	n/i										4.99				2.79
	Baja Ranch	n/i							2.79		1.99					2.49
	Big Saver	n/i										3.49				1.49
	Bristol Farms	n/i	A											8.99		
	Cardenas	n/i										5.99				1.99
	Cash & Carry	IBP											2.98			
	Chavez	Harris Ranch			4.99							6.49				
	El Super	n/i			3.49					2.89		2.97				2.49
	Foodland IGA	n/i					2.99					4.49				1.99
	Gelson's	Angus	C											9.99		
	Jons Marketplace	n/i	C													2.49
	K.V. Mart	n/i			2.99											1.69
	La Perla	n/i														2.39
	La Superior	n/i							3.99							1.99
	Lunardi's	n/i												9.99		
	Mollie Stones	n/i	C				5.99									
	Nugget Market	Piedmontese	A									5.99				
	Pavilion's	Open Nature	G		6.99						6.99					
		n/i	C									4.99				
	R-Ranch Market	n/i						2.99								
	Raley's	n/i			4.99											
	Ralph's	n/i			4.99											
	Rancho San Miguel	n/i		3.79												2.49
	Ray's Food Place	Angus	C		3.99											
	Rio Ranch Market	n/i	C	3.29	3.39											2.29
	Safeway NorCal	n/i	C	5.99			5.99									
	Save Mart	Angus 43			3.99		3.99									
	SK Super King	n/i							2.99			4.99				2.49
	Smart & Final	First Street			4.99											
	Stater Bros.	n/i			5.99											
	Super A Foods	Harris Ranch	C		3.99							4.99				3.29
	Superior Grocers	n/i	S		3.59					2.79						
	Vallarta	n/i			3.59					2.59						
	Von's	n/i	C		5.99		5.99									

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Easter/Passover 2018

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State	Supermarket	Label	KEY	Chuck Roasts (boneless)							Chuck (bone-in)		Brisket		Shanks	Conditions
				Shoulder	Bnls Chuck	Arm Roast	Cross Rib	Chuck Eye	Clod	London Broil	7-Bone	Short Ribs	Whole	Flat		
CA (cont)	Walmart	n/i	S		4.47											
	Whole Foods NorCal	n/i	A										10.99			
	Whole Foods Sth Pac	n/i	A											9.99		
HI	Don Quijote	Angus	C				3.99						6.99			3.69
	Foodland	n/i											8.99			
	Island Grocery	Angus	C			5.29										
	KTA Super Stores	KTA	C		5.99											
	Marukai Mart	Angus	C										8.99			
	Safeway Hawaii	n/i	C	5.99			5.99									
	Tamura's Market	n/i	C		4.39											
	Times Supermarkets	n/i					3.79									
	Whole Foods Sth Pac	Sterling Silver	A		5.99								5.29			
NV	Albertsons SW	n/i	C				3.99									
	Associated Foods	Angus	C					3.49								
	Cardenas	n/i										5.99				1.99
	Cash & Carry	IBP											2.98			
	El Super	n/i			3.49				2.89		2.97					2.49
	K.V. Mart	n/i														1.69
	La Bonita	n/i											2.99			1.99
	Marketon	n/i	S		3.29											
	Raley's	n/i			4.99											
	Ridley's	Hereford	C		3.88											
	Safeway NorCal	n/i	C	5.99			5.99									
	Save Mart	Angus 43			3.99		3.99									
	Scolari's	Harris Ranch	C									4.99				
	Smart & Final	First Street			4.99											
	Smith's	n/i	C		2.97		2.97									
	Von's	n/i	C		5.99		5.99									
	Walmart	n/i	S		4.47											
	Whole Foods NorCal	n/i	A										10.99			
	Whole Foods Sth Pac	n/i	A											9.99		

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State	Supermarket	Label	KEY	Chuck Roasts (boneless)							Chuck (bone-in)		Brisket		Shanks	Conditions
				Shoulder	Bnls Chuck	Arm Roast	Cross Rib	Chuck Eye	Clod	London Broil	7-Bone	Short Ribs	Whole	Flat		
<b>NORTHWESTERN U.S. - AK,ID,MT,OR,WA,WY</b>																
AK	AC Value Center	Blackwell Angus	C									3.49				
	Alaskan & Proud	n/i			BOGO											
	Fred Meyer	n/i	C		3.99		4.49									
	IGA Stores AK	St Helens	C	3.49	5.29											
	Meyers Group IGA	St Helens	C	3.49	5.29											
	Northwest Grocers	St Helens	C				2.99									
	Seamart	n/i	C				4.99									
	Three Bears	Meyer Natural	A	4.79												
ID	Albertsons Mntn	Double R Ranch	C				3.99				1.99					
	Associated Foods	Angus	C				3.49	3.49								
	Cash & Carry	IBP											2.98			
	Fred Meyer	n/i	C		3.99		3.99									
	Harvest Foods	Angus	C				3.98	3.99								
	IGA Markets	n/i		2.99	3.99											
	Ridley's	Hereford	C		3.88											
	Smith's	n/i	C		2.97		2.97									
	Stokes Market	Angus	C					3.79								
	Walmart	n/i	S		4.47									9.99		
	Yoke's Fresh Mrkt	Hereford	C				2.99									
MT	Albertsons Mntn	Double R Ranch	C				3.99				1.99					
	Associated Foods	Angus	C				3.49	3.49								
	Cash & Carry	IBP											2.98			
	Harvest Foods	Angus	C				3.98	3.99								
	IGA Markets	n/i		2.99	3.99											
	Lucky's Market	n/i	C									3.99				
	Reynold's	n/i			3.99											
	Smith's	n/i	C		2.97		2.97									
	Stokes Market	Angus	C					3.79								
	SuperVALU Stores	Angus Farms	C		4.99											
	Three Bears	Meyer Natural	P	4.49												antibiotic-free
Walmart	n/i	S		4.47												
OR	Associated Foods	Angus	C				3.49	3.49								
	Cash & Carry	IBP											2.98			
	CenterPlace	St Helens	C				2.68									
	Fred Meyer	n/i	C		3.99		3.99									

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State	Supermarket	Label	Type	Chuck Roasts (boneless)							Chuck (bone-in)		Brisket		Shanks	Conditions
				Shoulder	Bnls Chuck	Arm Roast	Cross Rib	Chuck Eye	Clod	London Broil	7-Bone	Short Ribs	Whole	Flat		
OR (cont)	Harvest Foods	Angus	C				3.98	3.99								
	IGA Markets	n/i		2.99	3.99											
	Market of Choice	Painted Hills	A										6.99			
	McKay's Markets	Signature Angus	C				3.99									
	New Seasons	Oregon Country	A										8.99			
	Ray's Food Place	Angus	C		3.99											
	Red Apple	n/i	C				3.99									
	Roth's	Painted Hills	A		4.99		4.99									
	Thriftway of OR	St Helens	C				3.99									
		Painted Hills	A				4.99									
	Walmart	n/i	S		4.47											
	Whole Foods NW	n/i	A										9.99			
WA	Cash & Carry	IBP												2.98		
	CenterPlace	St Helens	C				2.68									
	Fred Meyer	n/i	C		3.99		3.99									
	Haggen's	Double R Ranch	C	3.99												
	Harvest Foods	Angus	C				3.98	3.99								
	IGA Markets	n/i		2.99	3.99											
	Meyers Group IGA	St Helens	C	2.99	4.79											
	New Seasons	Oregon Country	A										8.99			
	PCC Natural	Oregon Country	A										9.49			
	The Markets	Black Angus	C				3.95									
	Thriftway	St Helens	C				3.99									
		Painted Hills	A				4.99									
	Thriftway of OR	St Helens	C				3.99									
		Painted Hills	A				4.99									
	Walmart	n/i	S		4.47											
	Whole Foods NW	n/i	A										9.99			
	Yoke's Fresh Mrkt	Hereford	C				2.99									
WY	Albertsons Mntn	Double R Ranch	C				3.99				1.99					
	Associated Foods	Angus	C				3.49	3.49								
	AW Grocers	Angus	C		4.79											
	Food Pride	Angus Pride	C			3.49										
	IGA Markets	n/i		2.99	3.99											
	Lucky's Market	n/i	C									3.99				
	Ridley's	Hereford	C		3.88											
	Safeway Denver	Colorado Angus	C		5.99		2.97									

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State	Supermarket	Label	KEY	Chuck Roasts (boneless)							Chuck (bone-in)		Brisket		Shanks	Conditions
				Shoulder	Bnls Chuck	Arm Roast	Cross Rib	Chuck Eye	Clod	London Broil	7-Bone	Short Ribs	Whole	Flat		
WY (cont)	Smith's	n/i	C		2.97		2.97									
	Walmart	n/i	S		4.47											

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

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

Easter/Passover 2018  
MISCELLANEOUS POULTRY

State	Supermarket	Label	Type (regular unless noted)	Turkey Breast		CHICKEN						Duckling		Goose	Pheasant	Quail	Rabbit	
				bone-in		Roaster	Cornish Hen		Hens	Capon	Liver	Gizzard	fresh	frozen	frsh/frzn	frozen	frozen	frozen
				fresh	frozen	fresh	fresh	frozen	frsh/frzn	frsh/frzn	fresh							
<b>NORTHEASTERN U.S. - CT,DC,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT</b>																		
CT	ACME Market	Jennie-O			2.79													
	Adams IGA	Perdue	ABF				2.59											
		Shady Brook			1.49													
	ALDI	Honeysuckle			1.39													
	Big Y	n/i			1.99													
		Tyson	ABF					BOGO										
	Bravo	Perdue	ABF			1.69	2.99											
		Shady Brook			2.99													
		n/i							1.39									
	C-Town	Perdue	ABF			1.69	2.99											
		Shady Brook			2.99													
	Compare Foods	Perdue	ABF			1.69	2.99											
		Shady Brook				1.99												
	Ideal Food Basket	Perdue	ABF			1.29	2.49											
		Shady Brook				1.99												
	IGA Stores NE	Shady Brook				1.69												
	Key Food	Perdue	ABF				1.59											
	Market 32	Market 32					1.29											
	Shady Brook				1.79													
Price Chopper	Market 32					1.29												
	Shady Brook				1.79													
Save-a-Lot	Honeysuckle				1.69													
ShopRite	Perdue	ABF				2.49												
	ShopRite				1.99													
	Shady Brook				1.99													
	Maple Leaf	ABF										3.49						
	Walmart	Honeysuckle			1.68													
DC	ALDI	Honeysuckle			1.39													
	Giant Food	Perdue	ABF			BOGO												
	Harris Teeter	Harris Teeter		2.29														
		Butterball			2.99													
	Safeway - Eastern	Perdue	ABF			1.49												
Save-a-Lot	Honeysuckle			1.69														
Walmart	Honeysuckle			1.68														
DE	ACME Market	Jennie-O			2.79													
	ALDI	Honeysuckle			1.39													

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Easter/Passover 2018  
MISCELLANEOUS POULTRY

State	Supermarket	Label	Type (regular unless noted)	Turkey Breast		CHICKEN						Duckling		Goose	Pheasant	Quail	Rabbit	
				bone-in		Roaster	Cornish Hen		Hens	Capon	Liver	Gizzard	fresh	frozen	frsh/frzn	frozen	frozen	frozen
				fresh	frozen	fresh	fresh	frozen	frsh/frzn	frsh/frzn	fresh	fresh	frozen	frsh/frzn	frozen	frozen	frozen	
DE <i>(cont)</i>	Food Lion	n/i			1.59													
	Perdue	ABF				1.39												
	Giant Food	Perdue	ABF			BOGO												
	Harris Teeter	Harris Teeter		2.29														
	Butterball				2.99													
	IGA Stores - NJ/PA	Perdue	ABF			1.39	2.59											
	Redner's	n/i				1.28												
	Safeway - Eastern	Perdue	ABF			1.49												
	Save-a-Lot	Honeysuckle			1.69													
	ShopRite	Perdue	ABF				2.49											
	ShopRite				1.99													
	Shady Brook				1.99													
	Maple Leaf	ABF										3.49						
ShurSave	Festive			1.49														
Walmart	Honeysuckle			1.68														
Weis Markets	Perdue	ABF			1.39													
MA	Adams IGA	Perdue	ABF				2.59											
	Shady Brook				1.49													
	ALDI	Honeysuckle			1.39													
	Associated	Perdue	ABF			1.69	2.99											
	Shady Brook				1.99													
	Big Y	n/i			1.99													
	Tyson	ABF					BOGO											
	Bravo	Perdue	ABF			1.69	2.99											
	Shady Brook			2.99														
	n/i							1.39										
	C-Town	Perdue	ABF			1.69	2.99											
	Shady Brook			2.99														
	Donelan's	Shady Brook		3.49														
	Perdue	ABF				1.59	2.99											
	Empire	kosher			5.49													
Ideal Food Basket	Perdue	ABF			1.29	2.49												
Shady Brook				1.99														
Key Food	Perdue	ABF			1.59													
Market 32	Market 32				1.29													
Shady Brook				1.79														



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MISCELLANEOUS POULTRY**

State	Supermarket	Label	Type (regular unless noted)	Turkey Breast		CHICKEN						Duckling		Goose	Pheasant	Quail	Rabbit	
				bone-in		Roaster	Cornish Hen		Hens	Capon	Liver	Gizzard	fresh	frozen	frsh/frzn	frozen	frozen	frozen
				fresh	frozen	fresh	fresh	frozen	frsh/frzn	frsh/frzn	fresh	fresh	frozen	frsh/frzn	frozen	frozen	frozen	
MA <i>(cont)</i>	Market Basket	Shady Brook		2.29														
	Price Chopper	Market 32				1.29												
		Shady Brook			1.79													
	Roche Bros.	Roche Bros.	ABF (bnls)	4.99														
		Plainville Farms	ABF (bnls)	5.99														
		Plainville Farms	ABF	4.99														
		Perdue	ABF			1.49	2.49											
		n/i							1.99									
	Save-a-Lot	Honeysuckle			1.69													
	Seabra Foods	Perdue	ABF			1.29	2.99											
	Shaw's	Perdue	ABF				2.79											
	Trucchi's	Perdue	ABF			1.29												
	Walmart	Honeysuckle			1.68													
	Wegmans	Maple Leaf	ABF									4.39						
		D'Artagan	ABF							4.99		5.69						
	Tyson	ABF				2.99												
	Wegmans	organic		5.99														
	Wegmans			2.99														
	Shady Brook			2.29														
MD	ACME Market	Jennie-O			2.79													
	ALDI	Honeysuckle			1.39													
	Food Lion	n/i			1.59													
		Perdue	ABF			1.39												
	Giant Eagle	Honeysuckle			1.79													
		Giant Eagle				1.39												
	Giant Food	Perdue	ABF			BOGO												
	Graul's Market	Perdue	ABF			1.29												
	Harris Teeter	Harris Teeter		2.29														
		Butterball			2.99													
	IGA Stores - NJ/PA	Perdue	ABF			1.39	2.59											
	Martin's Food	Perdue	ABF			BOGO												
	Redner's	n/i				1.28												
	Safeway - Eastern	Perdue	ABF			1.49												
	Save-a-Lot	Honeysuckle			1.69													
Shop'n Save	Honeysuckle			1.79														
	Gerber's	ABF			1.99													
	Tyson	ABF			1.59													

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

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

**Easter/Passover 2018  
MISCELLANEOUS POULTRY**

State	Supermarket	Label	Type (regular unless noted)	Turkey Breast		CHICKEN						Duckling		Goose	Pheasant	Quail	Rabbit	
				bone-in		Roaster	Cornish Hen		Hens	Capon	Liver	Gizzard	fresh	frozen	frsh/frzn	frozen	frozen	frozen
				fresh	frozen	fresh	fresh	frozen	frsh/frzn	frsh/frzn	fresh							
MD <i>(cont)</i>	Shoppers ShopRite	Perdue	ABF			1.29												
		Perdue	ABF				2.49											
	ShurSave Walmart Wegmans	ShopRite				1.99												
		Shady Brook				1.99												
		Maple Leaf	ABF									3.49						
		Festive				1.49												
		Honeysuckle				1.68												
		Maple Leaf	ABF									4.39						
		D'Artagan	ABF							4.99		5.69						
		Tyson	ABF				2.99											
		Wegmans	organic		5.99													
		Wegmans			2.99													
	Shady Brook			2.29														
	Weis Markets	Perdue	ABF			1.39												
ME	IGA Stores NE	Shady Brook			1.69													
		n/i				0.99												
	Market Basket	Shady Brook		2.29														
	Save-a-Lot	Honeysuckle			1.69													
	Shaw's Walmart	Perdue Honeysuckle	ABF			2.79												
NH	ALDI	Honeysuckle			1.39													
	IGA Stores NE	Shady Brook			1.69													
	Market Basket	Shady Brook		2.29														
	Price Chopper	Market 32				1.29												
		Shady Brook			1.79													
	Save-a-Lot	Honeysuckle			1.69													
	Shaw's Walmart	Perdue Honeysuckle	ABF			2.79												
NJ	ACME Market	Jennie-O			2.79													
	ALDI	Honeysuckle			1.39													
	Associated	Perdue	ABF			1.69	2.99											
		Shady Brook			1.99													
	Bravo	Perdue	ABF			1.69	2.99											
		Shady Brook		2.99														
	n/i							1.39										
C-Town	Perdue	ABF			1.69	2.99												
	Shady Brook			2.99														

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

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

Easter/Passover 2018  
**MISCELLANEOUS POULTRY**

State	Supermarket	Label	Type (regular unless noted)	Turkey Breast		CHICKEN						Duckling		Goose	Pheasant	Quail	Rabbit	
				bone-in		Roaster	Cornish Hen		Hens	Capon	Liver	Gizzard	fresh	frozen	frsh/frzn	frozen	frozen	frozen
				fresh	frozen	fresh	fresh	frozen	frsh/frzn	frsh/frzn	fresh	fresh	frozen	frsh/frzn	frozen	frozen	frozen	
NJ <i>(cont)</i>	Fine Fare	Shady Brook			1.99													
	Foodtown	Perdue	ABF			0.99												
		Maple Leaf	ABF										3.99					
	Ideal Food Basket	Perdue	ABF			1.29	2.49											
		Shady Brook				1.99												
	IGA Stores - NJ/PA	Perdue	ABF			1.39	2.59											
	Key Food	Perdue	ABF			1.59												
	Met Foods	Perdue	ABF			1.69	2.99											
		Shady Brook				1.99												
	Morton Williams	Perdue	ABF			1.19												
	Pioneer	Perdue	ABF			1.69	2.99											
		Shady Brook				1.99												
	Save-a-Lot	Honeysuckle				1.69												
	Seabra Foods	Perdue	ABF			1.39	2.49											
	ShopRite	Perdue	ABF				2.49											
		ShopRite				1.99												
		Shady Brook				1.99												
		Maple Leaf	ABF										3.49					
	Supremo	n/i				1.99												
	Top Tomato	Shady Brook			3.99													
Walmart	Honeysuckle				1.68													
Wegmans	Maple Leaf	ABF										4.39						
	D'Artagan	ABF							4.99			5.69						
	Tyson	ABF					2.99											
	Wegmans	organic		5.99														
	Wegmans			2.99														
	Shady Brook			2.29														
Weis Markets	Perdue	ABF				1.39												
NY	ACME Market	Jennie-O			2.79													
	ALDI	Honeysuckle			1.39													
	Associated	Perdue	ABF			1.69	2.99											
		Shady Brook				1.99												
	Bravo	Perdue	ABF			1.69	2.99											
		Shady Brook			2.99													
		n/i							1.39									
C-Town	Perdue	ABF			1.69	2.99												
	Shady Brook				2.99													

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

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

Easter/Passover 2018  
**MISCELLANEOUS POULTRY**

State	Supermarket	Label	Type (regular unless noted)	Turkey Breast		CHICKEN						Duckling		Goose	Pheasant	Quail	Rabbit	
				bone-in		Roaster	Cornish Hen		Hens	Capon	Liver	Gizzard	fresh	frozen	frsh/frzn	frozen	frozen	frozen
				fresh	frozen	fresh	fresh	frozen	frsh/frzn	frsh/frzn	fresh							
NY <i>(cont)</i>	DeCiccio Family	Shady Brook		2.99														
	Fine Fare	Shady Brook			1.99													
	Foodtown	Perdue	ABF			0.99												
		Maple Leaf	ABF											3.99				
	Food Emporium	Perdue	ABF			1.69												
	Giunta's	Norbest				1.99												
	Gristede's	Perdue	ABF					2.99										
		n/i			2.99													
	Ideal Food Basket	Perdue	ABF			1.29	2.49											
		Shady Brook				1.99												
	IGA Stores NE	Shady Brook				1.69												
	Key Food	Perdue	ABF			1.59												
	Market 32	Market 32				1.29												
		Shady Brook				1.79												
	Met Foods	Perdue	ABF			1.69	2.99											
		Shady Brook				1.99												
	Morton Williams	Perdue	ABF			1.19												
	North Shore	Shady Brook				1.49												
		Perdue	ABF			1.29	2.49											
	Peck's Market	Shady Brook				1.49												
	Pioneer	Perdue	ABF			1.69	2.99											
		Shady Brook				1.99												
	Price Chopper	Market 32				1.29												
		Shady Brook				1.79												
	Save-a-Lot	Honeysuckle				1.69												
	Shop'n Save	Honeysuckle				1.79												
		Gerber's	ABF			1.99												
		Tyson	ABF			1.59												
	ShopRite	Perdue	ABF				2.49											
		ShopRite				1.99												
	Shady Brook				1.99													
	Maple Leaf	ABF										3.49						
Top Tomato	Shady Brook			3.99														
Trade Fair	Perdue	ABF			1.29													
Walmart	Honeysuckle				1.68													
Wegmans	Maple Leaf	ABF										4.39						
	D'Artagan	ABF							4.99			5.69						

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

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

Easter/Passover 2018  
**MISCELLANEOUS POULTRY**

State	Supermarket	Label	Type (regular unless noted)	Turkey Breast		CHICKEN						Duckling		Goose	Pheasant	Quail	Rabbit	
				bone-in		Roaster	Cornish Hen		Hens	Capon	Liver	Gizzard	fresh	frozen	frsh/frzn	frozen	frozen	frozen
				fresh	frozen	fresh	fresh	frozen	frsh/frzn	frsh/frzn	fresh							
NY <i>(cont)</i>	Wegmans <i>(continued)</i>	Tyson	ABF				2.99											
		Wegmans	organic	5.99														
		Wegmans		2.99														
	Weis Markets	Shady Brook		2.29														
		Perdue	ABF			1.39												
PA	ACME Market	Jennie-O			2.79													
	ALDI	Honeysuckle			1.39													
	Associated	Perdue	ABF			1.69	2.99											
		Shady Brook				1.99												
	Boyers Food	n/i				1.47												
	Bravo	Perdue	ABF			1.69	2.99											
		Shady Brook			2.99													
		n/i							1.39									
	C-Town	Perdue	ABF			1.69	2.99											
		Shady Brook			2.99													
	Family Owned	Festive				1.28												
	Fine Fare	Shady Brook				1.99												
	Food Lion	n/i				1.59												
		Perdue	ABF				1.39											
	Foodland	Honeysuckle				1.69												
		Tyson	ABF				1.49											
	Foodtown	Perdue	ABF				0.99											
		Maple Leaf	ABF										3.99					
	Giant Eagle	Honeysuckle				1.79												
		Giant Eagle					1.39											
	Giant Food Stores	Perdue	ABF				BOGO											
	Ideal Market	Cookin' Good					0.99											
		n/i					1.49											
	IGA SpartanNash	Open Acres					0.99											
	IGA Stores - NJ/PA	Perdue	ABF				1.39	2.59										
	Karn's Foods	Cookin' Good					0.85											
	n/i					1.99												
Key Food	Perdue	ABF				1.59												
Kuhn's Market	Honeysuckle					1.59												
	Gerber's	ABF				1.79												
Landis Market	n/i					1.99	1.49											
	Martin's Food	Perdue	ABF			BOGO												

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

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

**Easter/Passover 2018  
MISCELLANEOUS POULTRY**

State	Supermarket	Label	Type (regular unless noted)	Turkey Breast		CHICKEN						Duckling		Goose	Pheasant	Quail	Rabbit	
				bone-in		Roaster	Cornish Hen		Hens	Capon	Liver	Gizzard	fresh	frozen	frsh/frzn	frozen	frozen	frozen
				fresh	frozen	fresh	fresh	frozen	frsh/frzn	frsh/frzn	fresh	fresh	frozen	frsh/frzn	frozen	frozen	frozen	
PA <i>(cont)</i>	Pioneer	Perdue	ABF			1.69	2.99											
		Shady Brook			1.99													
	Price Chopper	Market 32				1.29												
	Redner's	n/i				1.28												
	Save-a-Lot	Honeysuckle			1.69													
	Shop'n Save	Honeysuckle			1.79													
		Gerber's	ABF			1.99												
		Tyson	ABF			1.59												
	ShopRite	Perdue	ABF				2.49											
		ShopRite				1.99												
		Shady Brook				1.99												
		Maple Leaf	ABF									3.49						
	ShurSave	Festive				1.49												
	ShurSave - NE PA	Festive				1.49												
	Sparkle Markets	Honeysuckle				1.99												
	Supremo	n/i				1.99												
	Walmart	Honeysuckle				1.68												
	Wegmans	Maple Leaf	ABF									4.39						
		D'Artagan	ABF							4.99		5.69						
		Tyson	ABF				2.99											
	Wegmans	organic		5.99														
	Wegmans			2.99														
	Shady Brook			2.29														
	Weis Markets	Perdue	ABF			1.39												
RI	Adams IGA	Perdue	ABF				2.59											
		Shady Brook			1.49													
	ALDI	Honeysuckle			1.39													
	Associated	Perdue	ABF			1.69	2.99											
		Shady Brook			1.99													
	Bravo	Perdue	ABF			1.69	2.99											
		Shady Brook		2.99														
		n/i						1.39										
	Ideal Food Basket	Perdue	ABF			1.29	2.49											
		Shady Brook			1.99													
Save-a-Lot	Honeysuckle			1.69														
Seabra Foods	Perdue	ABF			1.29	2.99												

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

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

Easter/Passover 2018  
**MISCELLANEOUS POULTRY**

State	Supermarket	Label	Type (regular unless noted)	Turkey Breast		CHICKEN						Duckling		Goose	Pheasant	Quail	Rabbit	
				bone-in		Roaster	Cornish Hen		Hens	Capon	Liver	Gizzard	fresh	frozen	frsh/frzn	frozen	frozen	frozen
				fresh	frozen	fresh	fresh	frozen	frsh/frzn	frsh/frzn	fresh							
RI <i>(cont)</i>	Shaw's Walmart	Perdue Honeysuckle	ABF		1.68		2.79											
VT	ALDI IGA Stores NE Price Chopper  Shaw's Walmart	Honeysuckle n/i Market 32 Shady Brook Perdue Honeysuckle	ABF		1.39  1.79 1.68	0.99 1.29	2.79											

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

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

Easter/Passover 2018  
**MISCELLANEOUS POULTRY**

State	Supermarket	Label	Type (regular unless noted)	Turkey Breast		CHICKEN						Duckling		Goose	Pheasant	Quail	Rabbit	
				bone-in		Roaster	Cornish Hen		Hens	Capon	Liver	Gizzard	fresh	frozen	frsh/frzn	frozen	frozen	frozen
				fresh	frozen	fresh	fresh	frozen	frsh/frzn	frsh/frzn	fresh							
<b>SOUTHEASTERN U.S. - AL,FL,GA,KY,MS,NC,SC,TN,VA,WV</b>																		
AL	ALDI	Honeysuckle			1.39													
	Bruce's Foodland	Pride of the Farm			1.69													
	Dollar General Mrkt	Jennie-O			0.95													
	Food Giant	Honeysuckle			1.58													
		n/i							0.98									
	Gateway Foodland	Top Bee							0.99									
		Pride of the Farm			1.49													
	Ingle's Markets	Honeysuckle			1.48													
		Perdue	ABF			1.48												
	Kroger Atlanta	Honeysuckle			1.49													
		Perdue	ABF			0.99												
	Kroger Nashville	Pride of the Farm			1.49													
		Honeysuckle			1.49													
		Simple Truth	ABF					3.19										
	Luckys Supermarket	Honeysuckle			1.69													
	Piggly Wiggly HAC	Honeysuckle			1.79													
	Piggly Wiggly Hchn	Festive			1.29													
	Piggly Wiggly Inc.	n/i							1.29									
	Piggly Wiggly JTM	Honeysuckle			1.49													
	Publix	GreenWise	ABF		2.79													
	Publix	smoked			4.49													
Ramey's	n/i							0.98										
	Festive			1.68														
Save-a-Lot	Honeysuckle			1.69														
Walmart	Honeysuckle			1.68														
Western Market	n/i							1.19										
	Tyson	ABF					2.80											
FL	ALDI	Honeysuckle			1.39													
	Bravo	n/i						0.99										
	Dollar General Mrkt	Jennie-O			0.95													
	Food Giant	Honeysuckle			1.58													
		n/i						0.98										
	Harris Teeter	Harris Teeter			2.29													
		Butterball			2.99													
	Hitchcock's	n/i			1.49													
IGA Florida	n/i			1.59			3.20	1.59										



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

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

Easter/Passover 2018  
**MISCELLANEOUS POULTRY**

State	Supermarket	Label	Type (regular unless noted)	Turkey Breast		CHICKEN						Duckling		Goose	Pheasant	Quail	Rabbit	
				bone-in		Roaster	Cornish Hen		Hens	Capon	Liver	Gizzard	fresh	frozen	frsh/frzn	frozen	frozen	frozen
				fresh	frozen	fresh	fresh	frozen	frsh/frzn	frsh/frzn	fresh	fresh	frozen	frsh/frzn	frozen	frozen	frozen	
FL <i>(cont)</i>	Piggly Wiggly Hchn	Festive			1.29													
	Publix	GreenWise	ABF	2.79														
	Publix	GreenWise	smoked		4.49													
	Safeway - Eastern	Perdue	ABF			1.49												
	Save-a-Lot	Honeysuckle			1.69													
	Sedano's	Sanderson Farms								1.29	1.29							
Walmart	Honeysuckle			1.68														
GA	ALDI	Honeysuckle			1.39													
	Bi-Lo	Cookin' Good				0.69												
		n/i			1.49													
	Dollar General Mrkt	Jennie-O			0.95													
	Food City	n/i			0.99													
	Food Giant	Honeysuckle			1.58													
		n/i						0.98										
	Food Lion	n/i			1.59													
		Perdue	ABF			1.39												
	Galaxy Foods	n/i			0.98													
	Harris Teeter	Harris Teeter		2.29														
		Butterball			2.99													
	IGA Food Stores	Springer Mountain	ABF			1.19												
	IGA Stores SE	n/i			0.98													
	Ingle's Markets	Honeysuckle			1.48													
		Perdue	ABF			1.48												
	Kroger Atlanta	Honeysuckle			1.49													
		Perdue	ABF			0.99												
	Piggly Wiggly Car.	n/i			1.39													
	Piggly Wiggly HAC	Honeysuckle			1.79													
	Piggly Wiggly Hchn	Festive			1.29													
	Piggly Wiggly JTM	Honeysuckle			1.49													
	Publix	GreenWise	ABF	2.79														
	Publix	smoked		4.49														
Save-a-Lot	Honeysuckle			1.69														
Walmart	Honeysuckle			1.68														
Wayfield's	Cookin' Good				0.79													
	Tyson	ABF					2.80											
	n/i							0.99										

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

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Easter/Passover 2018  
MISCELLANEOUS POULTRY

State	Supermarket	Label	Type (regular unless noted)	Turkey Breast		CHICKEN						Duckling		Goose	Pheasant	Quail	Rabbit	
				bone-in		Roaster	Cornish Hen		Hens	Capon	Liver	Gizzard	fresh	frozen	frsh/frzn	frozen	frozen	frozen
				fresh	frozen	fresh	fresh	frozen	frsh/frzn	frsh/frzn	fresh	fresh	frozen	frsh/frzn	frozen	frozen	frozen	
KY	ALDI	Honeysuckle			1.39													
	Chappell's	Top Bee							0.99									
		Pride of the Farm			1.49													
	Dollar General Mrkt	Jennie-O			0.95													
	E.W. James	Festive			1.58													
		Tyson	ABF					2.80										
		n/i							0.98									
	Food City	n/i			0.99													
	Food Giant	Honeysuckle			1.58													
		n/i							0.98									
	Food Lion	n/i			1.59													
		Perdue	ABF			1.39												
	Food Rite	Honeysuckle			1.19													
	Foodland	Festive			1.49													
	Fresh Encounter	n/i			1.49													
	Fresh Thyme	Maple Leaf											3.49					
		Fresh Thyme				1.99												
	Galaxy Foods	n/i			0.98													
	IGA Houchen's	n/i								1.19								
		Honeysuckle			1.49													
	IGA SpartanNash	Open Acres				0.99												
	IGA Stores SE	n/i			0.98													
	Kroger Delta	Honeysuckle			1.49													
	Kroger MidAtlantic	Shady Brook			1.99													
		Simple Truth	ABF						3.19									
	Kroger Mid-South	Honeysuckle			1.69													
Kroger Nashville	Pride of the Farm			1.49														
	Honeysuckle			1.49														
	Simple Truth	ABF						3.19										
Piggly Wiggly Hchn	Festive			1.29														
Remke Markets	Honeysuckle			1.49														
Save-a-Lot	Honeysuckle			1.69														
ValuMarket	Honeysuckle			1.69														
Walmart	Honeysuckle			1.68														
MS	ALDI	Honeysuckle			1.39													
	Dollar General Mrkt	Jennie-O			0.95													

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Easter/Passover 2018  
**MISCELLANEOUS POULTRY**

State	Supermarket	Label	Type (regular unless noted)	Turkey Breast		CHICKEN						Duckling		Goose	Pheasant	Quail	Rabbit		
				bone-in		Roaster	Cornish Hen		Hens	Capon	Liver	Gizzard	fresh	frozen	frsh/frzn	frozen	frozen	frozen	
				fresh	frozen	fresh	fresh	frozen	frsh/frzn	frsh/frzn	fresh								
MS <i>(cont)</i>	Food Giant	Honeysuckle	ABF		1.58														
		n/i				0.98													
	Kroger Delta	Honeysuckle				1.49													
	McDade's	Tyson						2.39											
		Honeysuckle				1.59													
	Piggly Wiggly Hchn	Festive				1.29													
	Piggly Wiggly HGR	n/i																	
	Ramey's	n/i																	
	Festive			1.68															
Save-a-Lot	Honeysuckle			1.69															
Walmart	Honeysuckle			1.68															
NC	ALDI	Honeysuckle	ABF		1.39														
	Bi-Lo	Cookin' Good				0.69													
		n/i				1.49													
	Carlie C's	n/i				1.28													
	Farm Fresh	Perdue				1.29													
	Food Lion	n/i				1.59													
		Perdue				1.39													
	Fresh Foods	n/i										0.99							
	Galaxy Foods	n/i				0.98													
	Harris Teeter	Harris Teeter			2.29														
		Butterball				2.99													
	Hills Food Store	n/i				0.99													
	IGA Food Stores	Springer Mountain				1.19													
	IGA Stores SE	n/i				0.98													
	Ingle's Markets	Honeysuckle				1.48													
		Perdue				1.48													
	Kroger MidAtlantic	Shady Brook			1.99														
		Simple Truth																	
	Lowe's Food Stores	n/i				1.99													
		Perdue				1.49													
Piggly Wiggly Retail	Festive			1.19															
	Top Bee										0.99								
	Springer Mountain			1.49															
Publix	GreenWise		ABF	2.79															
	Publix		smoked		4.49														

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

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

Easter/Passover 2018  
**MISCELLANEOUS POULTRY**

State	Supermarket	Label	Type (regular unless noted)	Turkey Breast		CHICKEN						Duckling		Goose	Pheasant	Quail	Rabbit	
				bone-in		Roaster	Cornish Hen		Hens	Capon	Liver	Gizzard	fresh	frozen	frsh/frzn	frozen	frozen	frozen
				fresh	frozen	fresh	fresh	frozen	frsh/frzn	frsh/frzn	fresh	fresh	frozen	frsh/frzn	frozen	frozen	frozen	
NC <i>(cont)</i>	Save-a-Lot	Honeysuckle			1.69													
	Walmart	Honeysuckle			1.68													
SC	ALDI	Honeysuckle			1.39													
	Bi-Lo	Cookin' Good				0.69												
		n/i			1.49													
	Dollar General Mrkt	Jennie-O			0.95													
	Food Lion	n/i			1.59													
		Perdue	ABF			1.39												
	Galaxy Foods	n/i			0.98													
	Harris Teeter	Harris Teeter		2.29														
		Butterball			2.99													
	IGA Food Stores	Springer Mountain	ABF			1.19												
	IGA Stores SE	n/i			0.98													
	Ingle's Markets	Honeysuckle			1.48													
		Perdue	ABF			1.48												
	Kroger Atlanta	Honeysuckle			1.49													
		Perdue	ABF			0.99												
	Lowe's Food Stores	n/i			1.99													
	Perdue	ABF			1.49													
Piggly Wiggly Car.	n/i			1.39														
Publix	GreenWise	ABF	2.79															
	Publix	smoked			4.49													
Save-a-Lot	Honeysuckle			1.69														
Walmart	Honeysuckle			1.68														
TN	ALDI	Honeysuckle			1.39													
	Chappell's	Top Bee							0.99									
		Pride of the Farm			1.49													
	Dollar General Mrkt	Jennie-O			0.95													
	E.W. James	Festive			1.58													
		Tyson	ABF				2.80											
		n/i						0.98										
	Food City	n/i			0.99													
	Food Country	Pride of the Farm			0.99													
	Food Giant	Honeysuckle			1.58													
	n/i							0.98										
Food Lion	n/i			1.59														
	Perdue	ABF				1.39												

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

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

Easter/Passover 2018  
**MISCELLANEOUS POULTRY**

State	Supermarket	Label	Type (regular unless noted)	Turkey Breast		CHICKEN						Duckling		Goose	Pheasant	Quail	Rabbit	
				bone-in		Roaster	Cornish Hen		Hens	Capon	Liver	Gizzard	fresh	frozen	frsh/frzn	frozen	frozen	frozen
				fresh	frozen	fresh	fresh	frozen	frsh/frzn	frsh/frzn	fresh	fresh	frozen	frsh/frzn	frozen	frozen	frozen	
TN <i>(cont)</i>	Food Rite	Honeysuckle			1.19													
	H.G. Hill	Honeysuckle			1.59													
	IGA Houchen's	n/i						1.19										
		Honeysuckle			1.49													
	IGA Stores SE	n/i			0.98													
	Ingle's Markets	Honeysuckle			1.48													
		Perdue	ABF			1.48												
	Kroger Delta	Honeysuckle			1.49													
	Kroger MidAtlantic	Shady Brook		1.99														
		Simple Truth	ABF					3.19										
	Kroger Nashville	Pride of the Farm			1.49													
		Honeysuckle			1.49													
		Simple Truth	ABF					3.19										
	Luckys Supermarket	Honeysuckle			1.69													
	Publix	GreenWise	ABF	2.79														
	Publix	smoked			4.49													
Save-a-Lot	Honeysuckle			1.69														
Tietgen's	Honeysuckle			1.59														
	Tyson	ABF					2.79											
	Walmart	Honeysuckle			1.68													
VA	ALDI	Honeysuckle			1.39													
	Dollar General Mrkt	Jennie-O			0.95													
	Farm Fresh	Perdue	ABF			1.29												
	Food City	n/i			0.99													
	Food Country	Pride of the Farm			0.99													
	Food Lion	n/i			1.59													
		Perdue	ABF			1.39												
	Galaxy Foods	n/i			0.98													
	Giant Food	Perdue	ABF			BOGO												
	Grant's Market	n/i			0.99													
	Harris Teeter	Harris Teeter		2.29														
		Butterball			2.99													
	IGA Houchen's	n/i						1.19										
		Honeysuckle			1.49													
	IGA Stores SE	n/i			0.98													
Ingle's Markets	Honeysuckle			1.48														
	Perdue	ABF			1.48													

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

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

Easter/Passover 2018  
**MISCELLANEOUS POULTRY**

State	Supermarket	Label	Type (regular unless noted)	Turkey Breast		CHICKEN						Duckling		Goose	Pheasant	Quail	Rabbit	
				bone-in		Roaster	Cornish Hen		Hens	Capon	Liver	Gizzard	fresh	frozen	frsh/frzn	frozen	frozen	frozen
				fresh	frozen	fresh	fresh	frozen	frsh/frzn	frsh/frzn	fresh	fresh	frozen	frsh/frzn	frozen	frozen	frozen	
VA <i>(cont)</i>	Kroger MidAtlantic	Shady Brook		1.99														
		Simple Truth	ABF					3.19										
	Lowe's Food Stores	n/i			1.99													
		Perdue	ABF			1.49												
	Martin's Food	Perdue	ABF			BOGO												
	Piggly Wiggly Retail	Festive			1.19													
		Top Bee							0.99									
		Springer Mountain	ABF			1.49												
	Publix	GreenWise	ABF	2.79														
		Publix	smoked		4.49													
	Safeway - Eastern	Perdue	ABF			1.49												
	Save-a-Lot	Honeysuckle			1.69													
	Shop'n Save	Honeysuckle			1.79													
		Gerber's	ABF			1.99												
		Tyson	ABF			1.59												
	Shoppers	Perdue	ABF			1.29												
	Walmart	Honeysuckle			1.68													
	Wegmans	Maple Leaf	ABF									4.39						
		D'Artagan	ABF							4.99		5.69						
		Tyson	ABF				2.99											
	Wegmans	organic		5.99														
	Wegmans			2.99														
	Shady Brook			2.29														
Weis Markets	Perdue	ABF			1.39													
WV	ALDI	Honeysuckle			1.39													
	Food Lion	n/i			1.59													
		Perdue	ABF			1.39												
	Foodland	Festive			1.49													
	Galaxy Foods	n/i			0.98													
	Giant Eagle	Honeysuckle			1.79													
		Giant Eagle				1.39												
	Grant's Market	n/i			0.99													
	IGA Stores SE	n/i			0.98													
	Kroger Columbus	Honeysuckle			1.69													
		Tyson						2.33										
	Kroger MidAtlantic	Shady Brook		1.99														
		Simple Truth	ABF					3.19										

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

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

Easter/Passover 2018  
**MISCELLANEOUS POULTRY**

State	Supermarket	Label	Type (regular unless noted)	Turkey Breast		CHICKEN						Duckling		Goose	Pheasant	Quail	Rabbit	
				bone-in		Roaster	Cornish Hen		Hens	Capon	Liver	Gizzard	fresh	frozen	frsh/frzn	frozen	frozen	frozen
				fresh	frozen	fresh	fresh	frozen	frsh/frzn	frsh/frzn	fresh							
WV <i>(cont)</i>	Martin's Food	Perdue	ABF			BOGO												
	Riesbeck's	Honeysuckle			1.79													
	Save-a-Lot	Honeysuckle			1.69													
	Shop'n Save	Honeysuckle			1.79													
	Gerber's		ABF			1.99												
	Tyson		ABF			1.59												
	Sparkle Markets	Honeysuckle			1.99													
	Walmart	Honeysuckle			1.68													
	Weis Markets	Perdue	ABF			1.39												

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

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

Easter/Passover 2018  
**MISCELLANEOUS POULTRY**

State	Supermarket	Label	Type (regular unless noted)	Turkey Breast		CHICKEN						Duckling		Goose	Pheasant	Quail	Rabbit	
				bone-in		Roaster	Cornish Hen		Hens	Capon	Liver	Gizzard	fresh	frozen	frsh/frzn	frozen	frozen	frozen
				fresh	frozen	fresh	fresh	frozen	frsh/frzn	frsh/frzn	fresh							
<b>MIDWESTERN U.S. - IA,IL,IN,MI,MN,ND,NE,OH,SD,WI</b>																		
<b>IA</b>	AW Grocers	Festive			1.29													
	ALDI	Honeysuckle			1.39													
	Brothers Market	Tyson						3.11										
	Family Foods	Open Acres			1.19													
	Fareway	Fareway			1.69													
	Fishers Jack & Jill	Cookin' Good				0.79												
		Open Acres			1.39													
	Food Pride	Open Acres			1.19													
	Fresh Thyme	Maple Leaf											3.49					
		Fresh Thyme			1.99													
	Hy-Vee	Honeysuckle			1.79													
		Tyson	ABF						3.19									
	Jewel-Osco	Jennie-O			1.49													
	Maynard's	Festive			1.29													
	Price Chopper	Honeysuckle			1.69													
Save-a-Lot	Honeysuckle			1.69														
Thriftway Stores	Tyson	ABF						3.11										
Walmart	Honeysuckle			1.68														
<b>IL</b>	AW Grocers	Festive			1.29													
	ALDI	Honeysuckle			1.39													
	Angelo Caputo	n/i			1.69								2.99					
	Borowiak's	n/i			1.19													
	Butera Market	Jennie-O			1.99													
		Tyson	ABF						2.55									
		Maple Leaf											2.99					
		n/i				0.89												
	County Market NFI	Jennie-O		1.99														
	Cub Foods	Jennie-O			1.49													
	Dierberg's	Honeysuckle		3.49														
	Fairplay Foods	Jennie-O			1.28													
		Perdue	ABF						3.33									
	Fareway	Fareway			1.69													
	Fishers Jack & Jill	Cookin' Good				0.79												
	Open Acres			1.39														
Food 4 Less	Honeysuckle			1.29														
	Tyson							2.40										



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

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

Easter/Passover 2018  
**MISCELLANEOUS POULTRY**

State	Supermarket	Label	Type (regular unless noted)	Turkey Breast		CHICKEN						Duckling		Goose	Pheasant	Quail	Rabbit	
				bone-in		Roaster	Cornish Hen		Hens	Capon	Liver	Gizzard	fresh	frozen	frsh/frzn	frozen	frozen	frozen
				fresh	frozen	fresh	fresh	frozen	frsh/frzn	frsh/frzn	fresh	fresh	frozen	frsh/frzn	frozen	frozen	frozen	
IL <i>(cont)</i>	Food Pride	Open Acres			1.19													
	Fresh Thyme	Maple Leaf											3.49					
	Heinen's	Fresh Thyme			1.99													
	Hy-Vee	Heinen's		3.99														
		Honeysuckle			1.79													
		Tyson	ABF					3.19										
	IGA Houchen's	n/i							1.19									
		Honeysuckle			1.49													
	Jewel-Osco	Jennie-O			1.49													
	Kroger Mid-South	Honeysuckle			1.69													
	Mariano's	Maple Leaf	ABF									3.50						
		Perdue	ABF			1.29												
		Honeysuckle			1.25													
	Piggly Wiggly MW	n/i		2.29		0.99												
	Save-a-Lot	Honeysuckle			1.69													
	Shop & Save Market	Chef's Choice					1.99											
		Culver	free range											2.99				
		Whetstone Valley													5.99			
		n/i															3.79	
	Shop'n Save	Jennie-O			1.99													
Sunset Foods	n/i				1.69													
	n/i	ABF	3.99															
Tony's Finer Food	Perdue	ABF			0.99													
	Jennie-O			1.69														
	Tyson	ABF					2.00											
	n/i									1.29	1.29							
Valli Produce	n/i			1.99														
	Maple Leaf												2.99					
	Chef's Choice							2.39										
Walmart	Honeysuckle			1.68														
Walt's Food Center	n/i			1.79														
IN	ALDI	Honeysuckle			1.39													
	County Market NFI	Jennie-O		1.99														
	Dollar General Mrkt	Jennie-O			0.95													
	Food 4 Less	Honeysuckle			1.29													
	Fresh Encounter	Tyson					2.40											
	n/i			1.49														

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

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

Easter/Passover 2018  
MISCELLANEOUS POULTRY

State	Supermarket	Label	Type (regular unless noted)	Turkey Breast		CHICKEN						Duckling		Goose	Pheasant	Quail	Rabbit	
				bone-in		Roaster	Cornish Hen		Hens	Capon	Liver	Gizzard	fresh	frozen	frsh/frzn	frozen	frozen	frozen
				fresh	frozen	fresh	fresh	frozen	frsh/frzn	frsh/frzn	fresh							
IN <i>(cont)</i>	Fresh Thyme	Maple Leaf											3.49					
		Fresh Thyme			1.99													
	Giant Eagle	Honeysuckle			1.79													
		Giant Eagle				1.39												
	IGA Houchen's	n/i							1.19									
		Honeysuckle				1.49												
	Jay C Food	n/i				1.69												
	Jewel-Osco	Jennie-O				1.49												
	Kroger Mid-South	Honeysuckle				1.69												
	Needlers	Honeysuckle				1.49												
	Save-a-Lot	Honeysuckle				1.69												
Strack & Van Til	Perdue	ABF			1.49													
	n/i											2.99						
Walmart	Honeysuckle				1.68													
Walt's Food Center	n/i				1.79													
MI	AW Grocers	Festive			1.29													
	ALDI	Honeysuckle			1.39													
	Busch's	Honeysuckle			1.79													
	Food Pride	Open Acres			1.19													
	Fresh Thyme	Maple Leaf											3.49					
		Fresh Thyme				1.99												
	Kroger Columbus	Honeysuckle				1.69												
		Tyson						2.33										
	Kroger Michigan	Honeysuckle				1.79												
		Tyson						2.33										
	Save-a-Lot	Honeysuckle				1.69												
	Spartan Stores	Open Acres				1.39												
	Super One Foods	Festive				1.39												
	Tadych's	Open Acres				1.39												
	Tom's/Oleson's	n/i				0.99												
	Open Acres				1.39													
Walmart	Honeysuckle				1.68													
Westborn Market	n/i				1.99													
MN	AW Grocers	Festive			1.19													
	ALDI	Honeysuckle			1.39													
	Cash Wise Foods	Festive			1.68													
		Culver											2.58					

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

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Easter/Passover 2018  
**MISCELLANEOUS POULTRY**

State	Supermarket	Label	Type (regular unless noted)	Turkey Breast		CHICKEN						Duckling		Goose	Pheasant	Quail	Rabbit	
				bone-in		Roaster	Cornish Hen		Hens	Capon	Liver	Gizzard	fresh	frozen	frsh/frzn	frozen	frozen	frozen
				fresh	frozen	fresh	fresh	frozen	frsh/frzn	frsh/frzn	fresh							
<b>MN</b> <i>(cont)</i>	Cash Wise Foods <i>(continued)</i>	Tyson	ABF					2.65										
	Coborn's	n/i					2.68							2.58				
		Culver	ABF															
		Tyson						2.65										
		n/i					2.68											
	Cub Foods	Jennie-O			1.49													
	Fareway	Fareway			1.69													
	Food Pride	Open Acres			1.19													
	Fresh Thyme	Maple Leaf											3.49					
		Fresh Thyme			1.99													
	Hornbacher's	Honeysuckle			1.79													
	Hugo's	Open Acres			1.49													
	Hy-Vee	Honeysuckle			1.79													
		Tyson	ABF						3.19									
	Lunds & Byerly's	Jennie-O			1.69													
	Marketplace Foods	Open Acres			1.49													
	Maynard's	Festive			1.29													
	Nilssen's	Open Acres			1.29													
	Save-a-Lot	Honeysuckle			1.69													
	Super One Foods	Festive			1.39													
Teal's Market	Open Acres			1.19														
Walmart	Honeysuckle			1.68														
<b>ND</b>	Albertsons Mntn	Norbest			1.99													
	AW Grocers	Festive			1.19													
	Cash Wise Foods	Festive			1.68													
		Culver	ABF															
		Tyson						2.65						2.58				
		n/i					2.68											
	Food Pride	Open Acres			1.19													
	Hornbacher's	Honeysuckle			1.79													
	Hugo's	Open Acres			1.49													
	Leevers Foods	Open Acres			1.49													
	Marketplace Foods	Open Acres			1.49													
	Millers Fresh Food	Open Acres			1.49													
	Teal's Market	Open Acres			1.19													
Walmart	Honeysuckle			1.68														

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Easter/Passover 2018  
**MISCELLANEOUS POULTRY**

State	Supermarket	Label	Type (regular unless noted)	Turkey Breast		CHICKEN						Duckling		Goose	Pheasant	Quail	Rabbit	
				bone-in		Roaster	Cornish Hen		Hens	Capon	Liver	Gizzard	fresh	frozen	frsh/frzn	frozen	frozen	frozen
				fresh	frozen	fresh	fresh	frozen	frsh/frzn	frsh/frzn	fresh	fresh	frozen	frsh/frzn	frozen	frozen	frozen	
NE	AW Grocers	Festive			1.19													
	ALDI	Honeysuckle			1.39													
	Baker's	n/i			BOGO													
	Fareway	Fareway			1.69													
	Food Pride	Open Acres			1.19													
	Fresh Thyme	Maple Leaf										3.49						
		Fresh Thyme				1.99												
	Hy-Vee	Honeysuckle			1.79													
		Tyson	ABF					3.19										
	Russ Market	Festive			0.99													
	Safeway Denver	Jennie-O		1.99														
	Save-a-Lot	Honeysuckle			1.69													
	Thriftway Stores	Tyson	ABF					3.11										
Walmart	Honeysuckle			1.68														
OH	ALDI	Honeysuckle			1.39													
	Dollar General Mrkt	Jennie-O			0.95													
	Fresh Encounter	n/i			1.49													
	Fresh Thyme	Maple Leaf										3.49						
		Fresh Thyme			1.99													
	Geyer's	Gerber's	ABF			1.69												
		Honeysuckle			1.79													
	Giant Eagle	Honeysuckle			1.79													
		Giant Eagle				1.39												
	Heinen's	Heinen's		3.99														
	IGA Houchen's	n/i							1.19									
		Honeysuckle			1.49													
	IGA SpartanNash	Open Acres				0.99												
	Kroger Columbus	Honeysuckle			1.69													
		Tyson						2.33										
	Kroger MidAtlantic	Shady Brook	ABF	1.99					3.19									
		Simple Truth																
Needlers	Honeysuckle			1.49														
Remke Markets	Honeysuckle			1.49														
Riesbeck's	Honeysuckle			1.79														
Save-a-Lot	Honeysuckle			1.69														

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MISCELLANEOUS POULTRY**

State	Supermarket	Label	Type (regular unless noted)	Turkey Breast		CHICKEN						Duckling		Goose	Pheasant	Quail	Rabbit	
				bone-in		Roaster	Cornish Hen		Hens	Capon	Liver	Gizzard	fresh	frozen	frsh/frzn	frozen	frozen	frozen
				fresh	frozen	fresh	fresh	frozen	frsh/frzn	frsh/frzn	fresh							
OH <i>(cont)</i>	Shop'n Save	Honeysuckle			1.79													
		Gerber's	ABF			1.99												
		Tyson	ABF			1.59												
	Sparkle Markets	Honeysuckle			1.99													
	Walmart	Honeysuckle			1.68													
SD	AW Grocers	Festive			1.19													
	ALDI	Honeysuckle			1.39													
	Coborn's	Culver											2.58					
		Tyson	ABF					2.65										
		n/i					2.68											
	Fareway	Fareway			1.69													
	Hy-Vee	Honeysuckle			1.79													
		Tyson	ABF					3.19										
	IGA Markets	Jennie-O			1.49													
	Ken's Super Fair	Festive			0.99													
		Maple Leaf											2.99					
	Lynn's Dakotamart	Open Acres			1.29													
	Maynard's	Festive			1.29													
Safeway Denver	Jennie-O		1.99															
Teal's Market	Open Acres			1.19														
	Walmart	Honeysuckle			1.68													
WI	AW Grocers	Festive			1.19													
	ALDI	Honeysuckle			1.39													
	Festival Foods	Honeysuckle			1.61													
		Nature Raised	ABF					4.79										
	Fox Bros.	n/i				0.99												
	Fresh Thyme	Maple Leaf											3.49					
		Fresh Thyme			1.99													
	Gordy's	Open Acres			1.18													
	Hansen's IGA	Jennie-O			1.48													
	Hy-Vee	Honeysuckle			1.79													
		Tyson	ABF					3.19										
	Marketplace Foods	Open Acres			1.49													
	Nilssen's	Open Acres			1.29													
Pick'n Save	Honeysuckle			1.49														
	Perdue	ABF			1.29		2.40											
	Piggly Wiggly MW	n/i		2.29		0.99												

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

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Easter/Passover 2018  
**MISCELLANEOUS POULTRY**

State	Supermarket	Label	Type (regular unless noted)	Turkey Breast		CHICKEN						Duckling		Goose	Pheasant	Quail	Rabbit	
				bone-in		Roaster	Cornish Hen		Hens	Capon	Liver	Gizzard	fresh	frozen	frsh/frzn	frozen	frozen	frozen
				fresh	frozen	fresh	fresh	frozen	frsh/frzn	frsh/frzn	fresh	fresh	frozen	frsh/frzn	frozen	frozen	frozen	
WI <i>(cont)</i>	Save-a-Lot	Honeysuckle	ABF		1.69													
	Sendik's	Honeysuckle			1.49													
	Shurfine Food Cntr	Honeysuckle			1.48													
	Tyson					1.49		2.80										
	Maple Leaf												2.89					
	Super One Foods	Festive			1.39													
	Tadych's	Open Acres			1.39													
Walmart	Honeysuckle		1.68															

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

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

Easter/Passover 2018  
**MISCELLANEOUS POULTRY**

State	Supermarket	Label	Type (regular unless noted)	Turkey Breast		CHICKEN						Duckling		Goose	Pheasant	Quail	Rabbit	
				bone-in		Roaster	Cornish Hen		Hens	Capon	Liver	Gizzard	fresh	frozen	frsh/frzn	frozen	frozen	frozen
				fresh	frozen	fresh	fresh	frozen	frsh/frzn	frsh/frzn	fresh							
<b>SOUTH CENTRAL U.S. - AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT</b>																		
AR	Albertsons Houston	Honeysuckle			1.99													
	ALDI	Honeysuckle			1.39													
	Bill's Fresh Market	Honeysuckle			1.59													
	Edward's FG	Festive			1.28													
	Food Giant	Honeysuckle			1.58													
			n/i							0.98								
	G&W Foods	Maple Leaf											2.88					
		Tyson	ABF					3.00										
		Honeysuckle				1.68												
	Hays Supermarkets	n/i								1.18								
		Honeysuckle				1.68												
	Kroger Delta	Honeysuckle				1.49												
	Piggly Wiggly Hchn	Festive			1.29													
	Rehkopf's	Tyson	ABF				3.00											
	Save-a-Lot	Honeysuckle			1.69													
	Walmart	Honeysuckle			1.68													
AZ	Fry's	n/i			BOGO													
	Los Altos	n/i							0.99									
	Safeway SW	Tyson	ABF				2.40											
		Honeysuckle				1.49												
	Smith's	n/i			BOGO													
Walmart	Honeysuckle				1.68													
CO	Albertsons Mntr	Norbest			1.99													
	Associated Food	Pride of the Farm			1.49													
	AW Grocers	Festive			1.19													
	King Soopers	n/i			1.99													
	Ridley's Market	Pride of the Farm			1.27													
	Safeway Denver	Jennie-O		1.99														
	Save-a-Lot	Honeysuckle			1.69													
	Walmart	Honeysuckle			1.68													
KS	AW Grocers	Festive			1.29													
	ALDI	Honeysuckle			1.39													
	Brothers Market	Tyson					3.11											

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

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Easter/Passover 2018  
**MISCELLANEOUS POULTRY**

State	Supermarket	Label	Type (regular unless noted)	Turkey Breast		CHICKEN						Duckling		Goose	Pheasant	Quail	Rabbit	
				bone-in		Roaster	Cornish Hen		Hens	Capon	Liver	Gizzard	fresh	frozen	frsh/frzn	frozen	frozen	frozen
				fresh	frozen	fresh	fresh	frozen	frsh/frzn	frsh/frzn	fresh	fresh	frozen	frsh/frzn	frozen	frozen	frozen	
KS <i>(cont)</i>	Country Fresh	Honeysuckle			1.79													
		Tyson	ABF					3.19										
		n/i											2.99					
	Dillon's	n/i			BOGO													
	Food Pride	Open Acres			1.19													
	G&W Foods	Maple Leaf												2.88				
		Tyson	ABF					3.00										
		Honeysuckle				1.68												
	Hy-Vee	Honeysuckle				1.79												
		Tyson	ABF					3.19										
	Price Chopper	Honeysuckle				1.69												
	Pyramid Foods	Honeysuckle				1.79												
	Save-a-Lot	Honeysuckle				1.69												
	Sun Fresh	Honeysuckle				1.79												
	Tyson	ABF					3.19											
	n/i												2.99					
Thriftway Stores	Tyson	ABF					3.11											
Walmart	Honeysuckle				1.68													
LA	Albertsons Houston	Honeysuckle			1.99													
	Dollar General Mrkt	Jennie-O			0.95													
	Kroger Texas	Honeysuckle			1.49													
	Ramey's	n/i							0.98									
		Festive				1.68												
	Save-a-Lot	Honeysuckle				1.69												
Walmart	Honeysuckle				1.68													
MO	AW Grocers	Festive			1.29													
	ALDI	Honeysuckle			1.39													
	C&R Supermarkets	Honeysuckle			1.49													
	County Market NFI	Jennie-O		1.99														
	Country Fresh	Honeysuckle			1.79													
		Tyson	ABF					3.19										
		n/i											2.99					
	Dierberg's	Honeysuckle		3.49														
	Food Giant	Honeysuckle			1.58													
		n/i							0.98									
Fresh Thyme	Maple Leaf											3.49						
	Fresh Thyme				1.99													



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

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

Easter/Passover 2018  
**MISCELLANEOUS POULTRY**

State	Supermarket	Label	Type (regular unless noted)	Turkey Breast		CHICKEN						Duckling		Goose	Pheasant	Quail	Rabbit	
				bone-in		Roaster	Cornish Hen		Hens	Capon	Liver	Gizzard	fresh	frozen	frsh/frzn	frozen	frozen	frozen
				fresh	frozen	fresh	fresh	frozen	frsh/frzn	frsh/frzn	fresh	fresh	frozen	frsh/frzn	frozen	frozen	frozen	
MO <i>(cont)</i>	G&W Foods	Maple Leaf											2.88					
		Tyson	ABF					3.00										
		Honeysuckle			1.68													
	Gerbe's	n/i			BOGO													
	Harter House	Honeysuckle			1.99													
		Tyson	ABF					2.80										
	Hays Supermarkets	n/i							1.18									
		Honeysuckle			1.68													
	Hy-Klas Foods	Tyson						3.11										
	Hy-Vee	Honeysuckle			1.79													
		Tyson	ABF					3.19										
	Kroger Delta	Honeysuckle			1.49													
	Moser's Foods	Honeysuckle			1.79													
		Tyson	ABF					3.19										
		n/i											2.99					
	Prenger Foods	Honeysuckle			1.79													
		Tyson	ABF					3.19										
		n/i											2.99					
	Price Chopper	Honeysuckle			1.69													
	Pyramid Foods	Honeysuckle			1.79													
Save-a-Lot	Honeysuckle			1.69														
Shop'n Save	Jennie-O			1.99														
Sun Fresh	Honeysuckle			1.79														
	Tyson	ABF					3.19											
	n/i											2.99						
TC Markets	Honeysuckle			1.69														
Thriftway Stores	Tyson	ABF					3.11											
Walmart	Honeysuckle			1.68														
NM	King Soopers	n/i			1.99													
	Lawrence Bros.	Tyson	ABF				3.11											
	Safeway Denver	Jennie-O		1.99														
	Smith's	n/i			BOGO													
Walmart	Honeysuckle			1.68														
OK	AW Grocers	Festive			1.29													
	ALDI	Honeysuckle			1.39													
	Buy for Le\$\$	Tyson	ABF				2.40											

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

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

Easter/Passover 2018  
**MISCELLANEOUS POULTRY**

State	Supermarket	Label	Type (regular unless noted)	Turkey Breast		CHICKEN						Duckling		Goose	Pheasant	Quail	Rabbit	
				bone-in		Roaster	Cornish Hen		Hens	Capon	Liver	Gizzard	fresh	frozen	frsh/frzn	frozen	frozen	frozen
				fresh	frozen	fresh	fresh	frozen	frsh/frzn	frsh/frzn	fresh							
OK <i>(cont)</i>	Country Fresh	Honeysuckle	ABF		1.79													
		Tyson						3.19						2.99				
		n/i																
	Dollar General Mrkt	Jennie-O				0.95												
	Homeland	Honeysuckle				1.79												
	Pyramid Foods	Honeysuckle			1.79													
	Reasor's	Honeysuckle			1.88													
		Southern Hen							1.28									
	Rehkopf's	Tyson	ABF					3.00										
	Save-a-Lot	Honeysuckle			1.69													
United of OK	Honeysuckle			1.79														
Walmart	Honeysuckle			1.68														
TX	99 Ranch Market	Woodland Farms	ABF											2.49				
		n/i																
	Albertsons Houston	Honeysuckle				1.99												
	ALDI	Honeysuckle				1.39												
	Cash Saver TX	Tyson							2.70									
	Homeland	Honeysuckle				1.79												
	Kroger Texas	Honeysuckle				1.49												
	Lawrence Bros.	Tyson		ABF														
	Randall's	Honeysuckle				1.99												
	Rehkopf's	Tyson		ABF						3.11								
	Save-a-Lot	Honeysuckle				1.69												
	Tom Thumb	Honeysuckle				1.99												
United Supermarkets	Prater's	smoked			3.99													
Walmart	Honeysuckle			1.68														
UT	Albertsons Mntn	Norbest			1.99													
	Associated Food	Pride of the Farm			1.49													
	Fresh Market	Pride of the Farm			1.49													
	King Soopers	n/i			1.99													
	Rancho Markets	n/i																
	Ridley's Market	Pride of the Farm			1.27													
	Smith's	n/i			BOGO													
	Stokes Market	n/i			1.49													
	Walmart	Honeysuckle			1.68													

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

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Easter/Passover 2018  
**MISCELLANEOUS POULTRY**

State	Supermarket	Label	Type (regular unless noted)	Turkey Breast		CHICKEN						Duckling		Goose	Pheasant	Quail	Rabbit	
				bone-in		Roaster	Cornish Hen		Hens	Capon	Liver	Gizzard	fresh	frozen	frsh/frzn	frozen	frozen	frozen
				fresh	frozen	fresh	fresh	frozen	frsh/frzn	frsh/frzn	fresh							
<b>SOUTHWESTERN U.S. - CA, HI, NV</b>																		
<b>CA</b>	99 Ranch Market	n/i															2.99	
	Albertsons SoCal	n/i			2.49			2.49										
	ALDI	Honeysuckle			1.39													
	Dollar General Mrkt	Jennie-O			0.95													
	Jons Marketplace	Tyson	ABF					1.99										
		n/i	Canadian											1.99				
	Lunardi's	Mary's	ABF									4.99						
	Mollie Stones	n/i	free range	6.99														
	R-N Markets	n/i						1.49										
	Ralph's	n/i				1.99												
Ray's Food Place	n/i				1.79													
Walmart	Honeysuckle				1.68													
<b>HI</b>	Don Quijote	n/i							1.69									
<b>NV</b>	Associated Food	Pride of the Farm			1.49													
	Dollar General Mrkt	Jennie-O			0.95													
	Ridley's Market	Pride of the Farm			1.27													
	Smith's	n/i			BOGO													
	Walmart	Honeysuckle			1.68													

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

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Easter/Passover 2018  
**MISCELLANEOUS POULTRY**

State	Supermarket	Label	Type (regular unless noted)	Turkey Breast		CHICKEN						Duckling		Goose	Pheasant	Quail	Rabbit	
				bone-in		Roaster	Cornish Hen		Hens	Capon	Liver	Gizzard	fresh	frozen	frsh/frzn	frozen	frozen	frozen
				fresh	frozen	fresh	fresh	frozen	frsh/frzn	frsh/frzn	fresh							
<b>NORTHWESTERN U.S. - AK,ID,MT,OR,WA,WY</b>																		
AK	Alaskan & Proud	n/i			1.88			3.19										
	Carrs/Safeway	Jennie-O		2.99	2.29													
	Fred Meyer	Jennie-O		2.69														
	IGA Stores AK	Jennie-O			1.79													
	Meyers Group IGA	Jennie-O			1.79													
	Walmart	Honeysuckle			1.88													
ID	Albertsons Mntrn	Norbest			1.99													
	Associated Food	Pride of the Farm			1.49													
	Fred Meyer	Jennie-O		2.69														
	IGA Markets	Jennie-O			1.49													
	Ridley's Market	Pride of the Farm			1.27													
	Smith's	n/i			BOGO													
	Stokes Market	n/i			1.49													
	Super 1 Foods	Jennie-O			1.38													
	Walmart	Honeysuckle			1.68													
	Yoke's Fresh Market	Jennie-O			0.99													
MT	Albertsons Mntrn	Norbest			1.99													
	Associated Food	Pride of the Farm			1.49													
	IGA Markets	Jennie-O			1.49													
	Reynold's	Honeysuckle			1.49													
	Smith's	n/i			BOGO													
	Stokes Market	n/i			1.49													
	Super 1 Foods	Jennie-O			1.38													
	Walmart	Honeysuckle			1.68													
OR	Albertsons NW	Jennie-O		2.49	1.79													
	Associated Food	Pride of the Farm			1.49													
	Fred Meyer	Jennie-O		2.69														
	IGA Markets	Jennie-O			1.49													
	Quality Food Cntr	NW Natural		2.79														
	Ray's Food Place	n/i			1.79													
	Red Apple Markets	n/i		1.99														
	Walmart	Honeysuckle			1.68													
WA	Albertsons NW	Jennie-O		2.49	1.79													
	Fred Meyer	Jennie-O		2.69														
	Haggen	Butterball		3.99														
		Mary's	ABF				4.99											

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Easter/Passover 2018  
**MISCELLANEOUS POULTRY**

State	Supermarket	Label	Type (regular unless noted)	Turkey Breast		CHICKEN						Duckling		Goose	Pheasant	Quail	Rabbit	
				bone-in		Roaster	Cornish Hen		Hens	Capon	Liver	Gizzard	fresh	frozen	frsh/frzn	frozen	frozen	frozen
				fresh	frozen	fresh	fresh	frozen	frsh/frzn	frsh/frzn	fresh							
<b>WA</b> <i>(cont)</i>	IGA Markets	Jennie-O			1.49													
	Meyers Group IGA	Jennie-O			1.49													
	Quality Food Cntr	NW Natural		2.79														
	Super 1 Foods	Jennie-O			1.38													
	The Markets	n/i			1.79			1.98										
	Walmart	Honeysuckle			1.68													
	Yoke's Fresh Market	Jennie-O			0.99													
<b>WY</b>	Albertsons Mntn	Norbest			1.99													
	Associated Food	Pride of the Farm			1.49													
	AW Grocers	Festive			1.19													
	Food Pride	Open Acres			1.19													
	IGA Markets	Jennie-O			1.49													
	King Soopers	n/i			1.99													
	Ridley's Market	Pride of the Farm			1.27													
	Safeway Denver	Jennie-O		1.99														
	Smith's	n/i			BOGO													
Walmart	Honeysuckle			1.68														

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

**Easter/Passover 2018**

prices in \$US per pound unless otherwise noted.

**LAMB**

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

State	Supermarket	Label	Key	Origin	Leg Roasts						Chops (bone-in)				Racks			Fore shank	Ground Lamb 80%	Conditions		
					Bone-in			Semi-Boneless			Boneless		Loin	Rib	Shoulder		Whole				Crown Roast	French
					Whole	Butt	Shank	Whole	Butt	Shank	Whole	Half			blade	round						
<b>NORTHEASTERN U.S. - CT,DC,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT</b>																						
CT	ACME Market	Open Nature	A	AU	4.99						5.99											
	Adams IGA	n/i	C	US	4.99																	
	ALDI	Specially Selected													9.99							
	Best Market	n/i	C	US	3.97						7.97			4.79	4.99							
	Big Y	Shepherd's Pride	C	US				4.99			5.99	5.99				19.99				antibiotic-free		
	Bravo	n/i	C	US				6.99			8.99			6.99	7.49				5.99			
	C-Town	n/i	C	US				6.99			8.99			6.99	7.49				5.99			
	Compare Foods	n/i	C	US				4.99														
	Fairway Market	n/i			4.99																	
	Food Bazaar	n/i			3.99																	
	Highland Park	n/i	C	US	6.99							9.99										
	Ideal Food Basket	n/i	C	US							7.99			5.99								
	Key Food	n/i	C	US	4.99	3.99	4.99				7.99		4.99	4.99								
	Kings Market	n/i	C	US				6.99			8.99											
	Market 32	Chiapetti	A	AU				2.99					6.99	4.99								
	Price Chopper	Chiapetti	A	AU				2.99					6.99	4.99								
	ShopRite	n/i	C	US									8.99									
		Nature's Reserve	G	AU				4.49									9.99					
		Nature's Reserve	G	AU				3.99												w/ card; limit 1		
	Stew Leonard's	Stew's Naked	A							5.99	4.99		9.99									
Stop & Shop	Stop & Shop	A	AU				2.99												limit 2			
	Stop & Shop	A	AU													9.99						
The Fresh Market	n/i	A	AU							7.99		14.99				12.99						
Whole Foods NrthAtl	n/i	A	NZ				6.99									21.99						
Whole Foods NE	n/i	A	NZ				6.99			9.99						21.99						
DC	ALDI	Specially Selected													9.99							
	Giant Food	Giant	A	AU			3.99	3.99		4.99							10.99					
	Harris Teeter	Shepherd's Pride	A	US			5.99	5.99	5.99	6.99												
	Safeway Eastern	Open Nature	A	AU	4.99						5.99											
	The Fresh Market	n/i	A									12.99										
	Whole Foods MdAtl	n/i	A	NZ			6.99				9.99					19.99						
DE	ACME Market	Open Nature	A	AU	4.99						5.99											
	ALDI	Specially Selected													9.99							
	Food Lion	n/i					4.99												w/ store card			
		n/i					6.99															
	Fresh Grocer	n/i	A	AU									5.49									

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**Easter/Passover 2018**

prices in \$US per pound unless otherwise noted.

**LAMB**

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

State	Supermarket	Label	Key	Origin	Leg Roasts						Chops (bone-in)				Racks			Fore shank	Ground Lamb 80%	Conditions		
					Bone-in			Semi-Boneless			Boneless		Loin	Rib	Shoulder		Whole				Crown Roast	French
					Whole	Butt	Shank	Whole	Butt	Shank	Whole	Half			blade	round						
DE (cont)	Giant Food	Giant	A	AU				3.99	3.99		4.99							10.99				
	Harris Teeter	Shepherd's Pride	A	US				5.99	5.99	5.99	6.99											
	IGA Stores - NJ/PA	n/i			6.99							9.99										
	Lidl	Great Southern	G	AU							5.99											
	Redner's	n/i									6.98											
	Safeway Eastern	Open Nature	A	AU	4.99						5.99											
	ShopRite	n/i	C	US								8.99										
		Nature's Reserve	G	AU				4.49										9.99				
		Nature's Reserve	G	AU				3.99														
		The Fresh Market	n/i	A	AU						7.99		14.99				12.99					
	Weis Markets	n/i						3.98														
MA	Adams IGA	n/i	C	US	4.99																	
	ALDI	Specially Selected														9.99						
	Associated	n/i	C	US				4.99														
	Big Y	Shepherd's Pride	C	US				4.99			5.99	5.99				19.99				antibiotic-free		
	Bravo	n/i	C	US				6.99			8.99			6.99	7.49			5.99				
	C-Town	n/i	C	US				6.99			8.99			6.99	7.49			5.99				
	Donelan's	n/i	C	US		4.99	8.99				4.99	8.99										
	Hannaford	Catelli						4.99												w/ store card		
		Catelli						6.99														
	Ideal Food Basket	n/i	C	US							7.99			5.99								
	Key Food	n/i	C	US	4.99	3.99	4.99				7.99		4.99	4.99								
	Market 32	Chiapetti	A	AU				2.99					6.99	4.99								
	Market Basket	n/i	C	US							4.99	4.99	9.99									
	McKinnon's	n/i	C	US	3.99						5.99			16.99	4.49		15.88			3.29		
	Price Chopper	Chiapetti	A	AU				2.99					6.99	4.99								
	Roche Bros.	Shepherd's Pride	A	US				6.99			7.99						18.99					
	Seabra Foods	n/i	C	US	3.99																	
	Shaw's	Open Nature	A	AU	5.99								6.99			11.99		11.99				
	Star Market	Open Nature	A	AU	5.99								6.99			11.99		11.99				
	Stop & Shop	Stop & Shop	A	AU				2.99											9.99		limit 2	
	Stop & Shop	A	AU																			
	The Fresh Market	n/i	A	AU						7.99		14.99			12.99							
	Trucchi's	Catelli			4.99					4.99				5.49	5.49							

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**Easter/Passover 2018**

prices in \$US per pound unless otherwise noted.

**LAMB**

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

State	Supermarket	Label	Key	Origin	Leg Roasts						Chops (bone-in)				Racks			Fore shank	Ground Lamb 80%	Conditions		
					Bone-in			Semi-Boneless			Boneless		Loin	Rib	Shoulder		Whole				Crown Roast	French
					Whole	Butt	Shank	Whole	Butt	Shank	Whole	Half			blade	round						
MA (cont)	Wegmans	Wegmans	A		5.49											25.99						
		Wegmans	O		5.99			8.49			7.99	13.99									7.99	
		Thomas Farms	A	AU															12.99			
		Whole Foods NrthAtl	n/i	A	NZ				6.99							21.99						
MD	ACME Market	Open Nature	A	AU	4.99						5.99											
	ALDI	Specially Selected														9.99						
	Food Lion	n/i						4.99														w/ store card
		n/i						6.99														
	Giant Eagle	Thomas Farms	G	AU				5.99			6.99		9.99			10.99						
	Giant Food	Giant	A	AU				3.99	3.99		4.99							10.99				
	Graul's Market	n/i	C	US				8.99			9.99											
	Harris Teeter	Shepherd's Pride	A	US				5.99	5.99	5.99	6.99											
	IGA Stores - NJ/PA	n/i						6.99					9.99									
	Martin's Food	n/i	A	AU				3.99										10.99				
		Nature's Promise	A					5.79														
	Redner's	n/i									6.98											
	Safeway Eastern	Open Nature	A	AU	4.99						5.99											
	Shop'n Save	n/i	C	US				5.99			6.99											
	ShopRite	n/i	C	US									8.99									
		Nature's Reserve	G	AU				4.49										9.99				
		Nature's Reserve	G	AU				3.99														w/ card; limit 1
	Shoppers	n/i	C	US				5.99	5.99	5.99												
	The Fresh Market	n/i	A	AU							7.99		14.99			12.99						
	Wegmans	Wegmans	A			5.49										25.99						
	Wegmans	O			5.99			8.49		7.99	13.99									7.99		
	Thomas Farms	A	AU															12.99				
Weis Markets	n/i						3.98															
Whole Foods MdAtl	n/i	A	NZ				6.99			9.99					19.99							
ME	Hannaford	Catelli					4.99														w/ store card	
		Catelli					6.99															
	IGA Stores NE	n/i	C	US						7.99												
	Market Basket	n/i	C	US						4.99	4.99	9.99										
	Shaw's	Open Nature	A	AU	5.99								6.99		11.99		11.99					
	The Fresh Market	n/i	A									12.99										
Whole Foods NrthAtl	n/i	A	NZ				6.99							21.99								



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**LAMB**

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State	Supermarket	Label	Key	Origin	Leg Roasts						Chops (bone-in)				Racks			Fore shank	Ground Lamb 80%	Conditions				
					Bone-in			Semi-Boneless			Boneless		Loin	Rib	Shoulder		Whole				Crown Roast	French		
					Whole	Butt	Shank	Whole	Butt	Shank	Whole	Half			blade	round								
NH	ALDI	Specially Selected														9.99								
	Hannaford	Catelli						4.99															w/ store card	
		Catelli						6.99																
	Market Basket	n/i	C	US							4.99	4.99	9.99											
	McKinnon's	n/i	C	US	3.99						5.99				16.99	4.49		15.88					3.29	
	Price Chopper	Chiapetti	A	AU				2.99						6.99		4.99								
	Shaw's	Open Nature	A	AU	5.99									6.99				11.99		11.99				
	The Fresh Market	n/i	A	AU							7.99			14.99				12.99						
Whole Foods NrthAtl	n/i	A	NZ				6.99										21.99							
NJ	ACME Market	Open Nature	A	AU	4.99							5.99												
	ALDI	Specially Selected															9.99							
	Associated	n/i	C	US				4.99																
	Best Market	n/i	C	US	3.97							7.97			4.79	4.99								
	Bravo	n/i	C	US				6.99				8.99			6.99	7.49					5.99			
	C-Town	n/i	C	US				6.99				8.99			6.99	7.49					5.99			
	Fairway Market	n/i			4.99																			
	Fine Fare	n/i													4.99									
	Foodtown	Cedar Springs	C	US				4.99				7.99	7.99								19.99			
	Food Bazaar	n/i			3.99																			
	Ideal Food Basket	n/i	C	US								7.99			5.99									
	IGA Stores - NJ/PA	n/i			6.99									9.99										
	Key Food	n/i	C	US	4.99	3.99	4.99					7.99		4.99	4.99									
	Kings Market	n/i	C	US				6.99				8.99												
	Lidl	Great Southern	G	AU								5.99												
	Met Foods	n/i	C	US				4.99							5.99									
	Morton Williams	n/i	C	US											4.99	5.39								
	Pioneer	n/i	C	US				4.99																
	ShopRite	n/i	C	US										8.99										
		Nature's Reserve	G	AU				4.49													9.99			
		Nature's Reserve	G	AU				3.99																
	Stop & Shop	Stop & Shop	A	AU				2.99																w/ card; limit 1
	Stop & Shop	A	AU																	9.99			limit 2	
The Fresh Market	n/i	A	AU							7.99			14.99				12.99							
Uncle Giuseppe's	n/i	C	US	6.99						8.99			10.99	4.99	4.99		24.99							
Wegmans	Wegmans	A		5.49													25.99							
	Wegmans	O		5.99			8.49			7.99	13.99											7.99		
	Thomas Farms	A	AU																					







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State	Supermarket	Label	Key	Origin	Leg Roasts						Chops (bone-in)				Racks			Fore shank	Ground Lamb 80%	Conditions		
					Bone-in			Semi-Boneless			Boneless		Loin	Rib	Shoulder		Whole				Crown Roast	French
					Whole	Butt	Shank	Whole	Butt	Shank	Whole	Half			blade	round						
<b>SOUTHEASTERN U.S. - AL,FL,GA,KY,MS,NC,SC,TN,VA,WV</b>																						
AL	ALDI	Specially Selected														9.99						
	Bruce's Foodland	n/i								7.99												
	Ingle's Markets	n/i			5.98	5.98	5.98															
	Kroger Atlanta	Simple Truth	A	US	6.99								14.99	8.99						6.99		
	Kroger Nashville	Simple Truth	A	US									12.99	7.99								
		Private Selection		US									11.99	7.99						5.99		
	Publix	GreenWise	A	AU		6.99				7.49												
	The Fresh Market	n/i	A	AU						7.99			14.99			12.99						
	Western Market	n/i	C	US									14.99									
	Whole Foods South	n/i	A	NZ		6.99										21.99						
	Winn-Dixie	n/i				5.99																
FL	ALDI	Specially Selected														9.99						
	Bravo	n/i			3.98	4.98	4.48															
	Harris Teeter	Shepherd's Pride	A	US		5.99	5.99	5.99	6.99	6.99												
	Hitchcock's	n/i									6.99											
	IGA Florida	n/i			3.99					5.99												
	Lucky's Market	n/i	G							7.99											7.99	
	Milam's Market	n/i	C	US	6.99																	
		n/i	G	NZ												15.99						
	Publix	GreenWise	A	AU		6.99				7.49												
	Safeway Eastern	Open Nature	A	AU	4.99					5.99												
	Sedano's	n/i	A	AU	3.29																	
	The Fresh Market	n/i	A	AU						7.99			14.99			12.99						
	Western Beef	n/i											11.99			10.99						
	Whole Foods Florida	n/i	A	NZ		6.99										19.99						
Winn-Dixie	n/i				5.99																	
GA	ALDI	Specially Selected														9.99						
	Bi-Lo	n/i				5.99																
	Food Lion	n/i				4.99															w/ store card	
		n/i				6.99																
	Harris Teeter	Shepherd's Pride	A	US		5.99	5.99	5.99	6.99													
	Ingle's Markets	n/i				5.98	5.98	5.98														
	Kroger Atlanta	Simple Truth	A	US	6.99								14.99	8.99					6.99			
	Lidl	Great Southern	G	AU						5.99												
	Lucky's Market	n/i	G							7.99											7.99	
	Piggly Wiggly Car.	n/i				6.99	6.99	6.99														

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State	Supermarket	Label	Key	Origin	Leg Roasts						Chops (bone-in)				Racks			Fore shank	Ground Lamb 80%	Conditions			
					Bone-in			Semi-Boneless			Boneless		Loin	Rib	Shoulder		Whole				Crown Roast	French	
					Whole	Butt	Shank	Whole	Butt	Shank	Whole	Half			blade	round							
GA (cont)	Publix	GreenWise	A	AU				6.99			7.49												
	The Fresh Market	n/i	A	AU							7.99						12.99						
	Wayfield's	n/i			3.49																		
	Whole Foods South	n/i	A	NZ				6.99									21.99						
	Winn-Dixie	n/i						5.99															
KY	ALDI	Specially Selected															9.99						
	Cox IGA	Cedar Springs	C	US				5.99															
	Fresh Encounter	n/i									6.99												
	Food Lion	n/i						4.99															
		n/i							6.99														
	Fresh Thyme	Nature's Reserve	G	AU							5.99	5.99			6.99								
	Kroger Cincinnati	Simple Truth	A	US				7.99							8.99			18.99	6.99				
	Kroger Delta	Simple Truth	A	US							6.99				8.99			18.99	6.99				
	Kroger MidAtlantic	Simple Truth	A	US	5.99										6.39				5.88				
		Private Selection		US											7.99								
	Kroger Mid-South	Simple Truth	A	US	5.99																		
	Kroger Nashville	Simple Truth	A	US											7.99								
		Private Selection		US											7.99					5.99			
	Lucky's Market	n/i									7.99											7.99	
	Meijer	n/i							4.99														
Remke Markets	n/i									6.99													
The Fresh Market	n/i	A	AU							7.99													
Whole Foods MdAtl	n/i	A	NZ				6.99																
MS	ALDI	Specially Selected															9.99						
	Corner Market	n/i	C	US				6.99															
	Kroger Delta	Simple Truth	A	US							6.99				8.99			18.99	6.99				
	The Fresh Market	n/i	A	AU							7.99							12.99					
	Whole Foods South	n/i	A	NZ				6.99										21.99					
Winn-Dixie	n/i						5.99																
NC	ALDI	Specially Selected															9.99						
	Bi-Lo	n/i						5.99															
	Farm Fresh	n/i						5.99	5.99	5.99													
	Food Lion	n/i	C	US				4.99															
		n/i							6.99														
	Harris Teeter	Shepherd's Pride	A	US				5.99	5.99	5.99	6.99												
Ingle's Markets	n/i						5.98	5.98	5.98														

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State	Supermarket	Label	Key	Origin	Leg Roasts						Chops (bone-in)				Racks			Fore shank	Ground Lamb 80%	Conditions			
					Bone-in			Semi-Boneless			Boneless		Loin	Rib	Shoulder		Whole				Crown Roast	French	
					Whole	Butt	Shank	Whole	Butt	Shank	Whole	Half			blade	round							
NC <i>(cont)</i>	Kroger MidAtlantic	Simple Truth	A	US	5.99									11.99		6.39					5.88		
		Private Selection		US												7.99							
	Lidl	Great Southern	G	AU							5.99												
	Lowe's Food Stores	Thomas Farms	G	AU	4.99	4.99																	
	Publix	GreenWise	A	AU				6.99															
	The Fresh Market	n/i	A	AU																			
	Whole Foods South	n/i	A	NZ				6.99															
SC	ALDI	Specially Selected																					
	Bi-Lo	n/i					5.99																
	Food Lion	n/i					4.99																w/ store card
		n/i					6.99																
	Harris Teeter	Shepherd's Pride	A	US				5.99	5.99	5.99	6.99												
	Ingle's Markets	n/i					5.98	5.98	5.98														
	Kroger Atlanta	Simple Truth	A	US	6.99									14.99		8.99						6.99	
	Lidl	Great Southern	G	AU							5.99												
	Lowe's Food Stores	Thomas Farms	G	AU	4.99	4.99																	
	Piggly Wiggly Car.	n/i						6.99	6.99	6.99													
	Publix	GreenWise	A	AU				6.99															
The Fresh Market	n/i	A	AU																				
Whole Foods South	n/i	A	NZ				6.99																
TN	ALDI	Specially Selected																					
	Food Lion	n/i					4.99																w/ store card
		n/i					6.99																
	Ingle's Markets	n/i					5.98	5.98	5.98														
	Kroger Delta	Simple Truth	A	US							6.99			14.99		8.99					18.99	6.99	
	Kroger MidAtlantic	Simple Truth	A	US	5.99									11.99		6.39						5.88	
		Private Selection		US												7.99							
	Kroger Nashville	Simple Truth	A	US												7.99							
		Private Selection		US												7.99							5.99
	Publix	GreenWise	A	AU				6.99															
The Fresh Market	n/i	A	AU																				
Whole Foods South	n/i	A	NZ				6.99																
VA	ALDI	Specially Selected																					
	Farm Fresh	n/i	C	US				5.99	5.99	5.99													
	Food Lion	n/i					4.99																w/ store card
		n/i					6.99																
Giant Food	Giant	A	AU				3.99	3.99		4.99													





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State	Supermarket	Label	Key	Origin	Leg Roasts						Chops (bone-in)				Racks			Fore shank	Ground Lamb 80%	Conditions		
					Bone-in			Semi-Boneless			Boneless		Loin	Rib	Shoulder		Whole				Crown Roast	French
					Whole	Butt	Shank	Whole	Butt	Shank	Whole	Half			blade	round						
<b>MIDWESTERN U.S. - IA,IL,IN,MI,MN,ND,NE,OH,SD,WI</b>																						
IA	ALDI	Specially Selected														9.99						
	Family Fare	n/i					4.99															
	Fresh Thyme	Nature's Reserve	G	AU						5.99	5.99			6.99								
	Hy-Vee	Strauss	C	US			5.99	5.99	5.99	7.99												
	Jewel-Osco	n/i	C	US	4.99																	
	Lucky's Market	n/i	G							7.99									7.99			
	Price Chopper	n/i	C	US			7.49															
	Schnuck's	n/i			7.99																	
Whole Foods MW	n/i	A	NZ	9.99			6.99								19.99							
IL	ALDI	Specially Selected														9.99						
	Angelo Caputo	n/i	C	US		5.69	5.99											15.99	4.99			
		n/i	H	US				6.49				8.99										
	Berkot's	n/i	C	US	3.69	4.19	4.19						4.99	4.99								
		n/i	C	US	2.99	3.59	3.59															
	Brookhaven	n/i	C	US	3.99																	
	Butera Market	n/i	C	US							8.99		5.99	6.29				4.99				
		n/i	C	US	3.99		3.99															
	County Market NFI	n/i								5.99	10.99											
	Cub Foods	n/i	C	US	6.99																	
	Dierberg's	Dierberg's	C	US						7.99												
	Fairplay Foods	n/i	C	US									3.99	4.49								
	Fresh Thyme	Nature's Reserve	G	AU						5.99	5.99			6.99								
	Garden Fresh	n/i	C	US	5.99									4.99								
	Heinen's	Shepherd's Pride	A	US	7.99																	
		Cedar Springs	C	US	5.99																	
	Hy-Vee	Strauss	C	US				5.99	5.99	5.99	7.99											
	Jewel-Osco	n/i	C	US	4.99																	
	Kroger Central	Simple Truth	A	US								11.99		7.99				5.99				
	Kroger Mid-South	Simple Truth	A	US	5.99																	
	Mariano's	n/i	C	US				6.00														
	Meijer	n/i	G	AU				4.99														
	Pete's Market	Chiapetti	H	US	3.99		3.99					8.99		4.99	4.99				4.69			
	Piggly Wiggly MW	n/i						6.99			8.99											
	Schnuck's	n/i			7.99																	
Shop & Save Mrkt	n/i	C	US	4.79	5.49	5.99					8.99											
Sullivan's	n/i	C	US								9.99											

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State	Supermarket	Label	Key	Origin	Leg Roasts						Chops (bone-in)				Racks			Fore shank	Ground Lamb 80%	Conditions			
					Bone-in			Semi-Boneless			Boneless		Loin	Rib	Shoulder		Whole				Crown Roast	French	
					Whole	Butt	Shank	Whole	Butt	Shank	Whole	Half			blade	round							
IL <i>(cont)</i>	Sunset Foods	Chiapetti	C	US				6.99															
	The Fresh Market	n/i	A	AU							7.99					12.99							
	Tony's Finer Food	Chiapetti	C	US	4.99									4.99	5.49						4.99		
	Treasure Island	n/i	C	US	4.99		6.99				6.99						15.99						
	Valli Produce	n/i	G	NZ																			
	Walt's Food Center	n/i	C	US	3.99	5.99	5.99						8.99		4.99						4.99		
	Whole Foods MW	n/i	C	US	4.99			6.99															
	Whole Foods MW	n/i	A	NZ	9.99			6.99									19.99						
IN	ALDI	Specially Selected														9.99							
	County Market NFI	n/i									5.99		10.99										
	Fresh Encounter	n/i									6.99												
	Fresh Thyme	Nature's Reserve	G	AU							5.99	5.99			6.99								
	Giant Eagle	Thomas Farms	G	AU			5.99				6.99		9.99				10.99						
	Harding's	n/i					6.99																
	Jewel-Osco	n/i	C	US	4.99																		
	Kroger Central	Simple Truth	A	US									11.99		7.99						5.99		
	Kroger Cincinnati	Simple Truth	A	US				7.99			6.99		14.99		8.99				18.99		6.99		
	Kroger Mid-South	Simple Truth	A	US	5.99																		
	Lucky's Market	n/i	G										7.99										7.99
	Martin's Super Mrkt	Martin's	C	US			6.49	6.49															
	Meijer	n/i	G	AU			4.99																
	Needler's	n/i													6.99								
	Schnuck's	n/i			7.99																		
	Strack & Van Til	Chiapetti	C	US	4.99			4.99															
The Fresh Market	n/i	A	AU							7.99		14.99				12.99							
Walt's Food Center	n/i	C	US	4.99			6.99																
Whole Foods MW	n/i	A	NZ	9.99			6.99									19.99							
MI	ALDI	Specially Selected														9.99							
	D&W Fresh Market	n/i	A				4.99								5.99								
	Family Fare	n/i					4.99																
	Fresh Thyme	Nature's Reserve	G	AU						5.99	5.99				6.99								
	Glory Supermarket	n/i													5.88								
	Harding's	n/i					6.99																
	Hollywood Markets	n/i	C	US			5.99						9.99										
	Jack's Market	n/i	C	US			5.99																
	Kroger Central	Simple Truth	A	US									11.99		7.99						5.99		
	Kroger Columbus	Simple Truth	A	US			5.99				6.99		14.99		8.99				18.99		6.99		

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State	Supermarket	Label	Key	Origin	Leg Roasts						Chops (bone-in)				Racks			Fore shank	Ground Lamb 80%	Conditions		
					Bone-in			Semi-Boneless			Boneless		Loin	Rib	Shoulder		Whole				Crown Roast	French
					Whole	Butt	Shank	Whole	Butt	Shank	Whole	Half			blade	round						
MI (cont)	Kroger Michigan	Simple Truth	A	US	5.99						6.99		14.99		8.99				18.99	6.99		
	Lucky's Market	n/i	G							7.99											7.99	
	Martin's Super Mrkt	Martin's	C	US				6.49	6.49													
	Meijer	n/i	G	AU				4.99														
	Polly's Markets	n/i	C	US	4.99										4.99	4.99						
	Super One Foods	n/i	C	US				7.97					8.88									
	Tadych's	n/i	C	US				5.99														
	Tom's/Oleson's	n/i									6.99											
	VG's Foods	n/i						4.99														
	Westborn Market	n/i	C	US	14.99								14.99	23.99	5.99	5.99	23.99			6.99	6.99	
Whole Foods MW	n/i	A	NZ	9.99			6.99									19.99						
MN	ALDI	Specially Selected															9.99					
	Cash Wise	n/i					6.98															
	Coborn's	n/i					6.98															
	Cub Foods	n/i	C	US	6.99																	
	Econofoods	n/i					4.99															
	Family Fare	n/i					4.99															
	Family Fresh Market	n/i					4.99															
	Fresh Thyme	Nature's Reserve	G	AU							5.99	5.99			6.99							
	Hornbacher's	n/i	C	US	6.99																	
	Hy-Vee	Strauss	C	US				5.99	5.99	5.99	7.99											
	Sun Mart	n/i						4.99														
Super One Foods	n/i	C	US				7.97					8.88										
Whole Foods MW	n/i	A	NZ	9.99			6.99									19.99						
ND	Albertsons Mntn	Open Nature	A	AU	5.49												12.99					
	Cash Wise	n/i					6.98															
	Dan's	n/i					4.99															
	Family Fare	n/i					4.99															
	Hornbacher's	n/i	C	US	6.99																	
NE	ALDI	Specially Selected															9.99					
	Family Fare	n/i					4.99															
	Family Fresh Market	n/i					4.99															
	Fresh Thyme	Nature's Reserve	G	AU							5.99	5.99			6.99							
	Hy-Vee	Strauss	C	US				5.99	5.99	5.99	7.99											
	Russ Market	n/i	C	US				6.49														
	Safeway Denver	Open Nature	A	AU	4.99																	

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

**Easter/Passover 2018**

prices in \$US per pound unless otherwise noted.

**LAMB**

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

State	Supermarket	Label	Key	Origin	Leg Roasts						Chops (bone-in)				Racks			Fore shank	Ground Lamb 80%	Conditions		
					Bone-in			Semi-Boneless			Boneless		Loin	Rib	Shoulder		Whole				Crown Roast	French
					Whole	Butt	Shank	Whole	Butt	Shank	Whole	Half			blade	round						
NE (cont)	Sun Mart	n/i						4.99														
	Whole Foods MW	n/i	A	NZ	9.99			6.99								19.99						
OH	Acme Fresh Market	Mountain States	C	US	5.99						6.99											
	ALDI	Specially Selected														9.99						
	Buehler's	n/i						6.99			7.99					19.99						
	Fisher's Foods	Fisher's			5.99																	
	Fresh Encounter	n/i									6.99											
	Fresh Thyme	Nature's Reserve	G	AU							5.99	5.99			6.99							
	Giant Eagle	Thomas Farms	G	AU				5.99			6.99		9.99			10.99						
	Heinen's	Shepherd's Pride	A	US	7.99																	
		Cedar Springs	C	US	5.99																	
	Kroger Central	Simple Truth	A	US									11.99		7.99					5.99		
	Kroger Cincinnati	Simple Truth	A	US				7.99			6.99		14.99		8.99				18.99	6.99		
	Kroger Columbus	Simple Truth	A	US				5.99			6.99		14.99		8.99				18.99	6.99		
	Kroger MidAtlantic	Simple Truth	A	US	5.99								11.99		6.39					5.88		
		Private Selection		US											7.99							7.99
		Lucky's Market	n/i	G								7.99										
		Meijer	n/i	G	AU			4.99														
		Remke Markets	n/i									6.99										
	Riesbeck's	n/i					6.99															
	Shop'n Save	n/i	C	US			5.99			6.99												
	The Fresh Market	n/i	A	AU						7.99		14.99			12.99							
	Whole Foods MdAtl	n/i	A	NZ				6.99		9.99					19.99							
SD	ALDI	Specially Selected													9.99							
	Coborn's	n/i					6.98															
	Family Fare	n/i					4.99															
	Hy-Vee	Strauss	C	US			5.99	5.99	5.99	7.99												
	Safeway Denver	Open Nature	A	AU	4.99																	
WI	ALDI	Specially Selected													9.99							
	Econofoods	n/i					4.99															
	Family Fresh Market	n/i					4.99															
	Fox Bros.	n/i					6.99			8.99												
	Fresh Thyme	Nature's Reserve	G	AU						5.99	5.99			6.99								
	Hy-Vee	Strauss	C	US			5.99	5.99	5.99	7.99												
	Meijer	n/i	G	AU			4.99															
	Pick'n Save	n/i	C	US			5.99															
Piggly Wiggly MW	n/i					6.99			8.99													

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Easter/Passover 2018

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LAMB

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State	Supermarket	Label	Key	Origin	Leg Roasts						Chops (bone-in)				Racks			Fore shank	Ground Lamb 80%	Conditions		
					Bone-in			Semi-Boneless			Boneless		Loin	Rib	Shoulder		Whole				Crown Roast	French
					Whole	Butt	Shank	Whole	Butt	Shank	Whole	Half			blade	round						
WI (cont)	Schnuck's	n/i				7.99																
	Sendik's	Sendik's	C	US				6.99														
	Sentry Foods	n/i			5.99	5.99	5.99						12.99									
	Shurfine Food Cntr	n/i	A	AU							5.99											
	Super One Foods	n/i	C	US				7.97					8.88									
	Tadych's	n/i	C	US				5.99														
	The Fresh Market	n/i	A	AU							7.99					12.99						
	Trig's	n/i	C	US	5.99									10.99								
	Whole Foods MW	n/i	A	NZ	9.99			6.99								19.99						

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

**Easter/Passover 2018**

prices in \$US per pound unless otherwise noted.

**LAMB**

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

State	Supermarket	Label	Key	Origin	Leg Roasts						Chops (bone-in)				Racks			Fore shank	Ground Lamb 80%	Conditions		
					Bone-in			Semi-Boneless			Boneless		Loin	Rib	Shoulder		Whole				Crown Roast	French
					Whole	Butt	Shank	Whole	Butt	Shank	Whole	Half			blade	round						
<b>SOUTH CENTRAL U.S. - AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT</b>																						
AR	Albertsons Houst.	Open Nature	G	AU							6.99			5.99								
	ALDI	Specially Selected													9.99							
	G&W Foods	n/i	C	US			7.88	7.88	7.88													
	Kroger Delta	Simple Truth	A	US						6.99		14.99		8.99				18.99	6.99			
	The Fresh Market	n/i	A	AU						7.99		14.99			12.99							
	Whole Foods SW	n/i	A	NZ			6.99								22.99							
AZ	Albertsons SW	Open Nature	A	AU			4.99								9.99				4.99			
	Safeway SW	Open Nature	A	AU			5.99								9.99							
	Smith's	Simple Truth	A	US			6.99				14.99	19.99	7.19									
	Whole Foods Sth Pac	n/i	A	NZ			6.99								19.99							
CO	Albertsons Mntn	Open Nature	A	AU	5.49										12.99							
	Associated Food	n/i											7.89									
	Lucky's Market	n/i	G						7.99										7.99			
	King Soopers	n/i	A	US			5.99															
	Safeway Denver	Open Nature	A	AU	4.99																	
Whole Foods Mntn	n/i	A	NZ			6.99				13.99				21.99								
KS	ALDI	Specially Selected													9.99							
	Country Mart	n/i					7.99															
	G&W Foods	n/i	C	US			7.88	7.88	7.88													
	Hy-Vee	Strauss	C	US			5.99	5.99	5.99	7.99												
	Price Chopper	n/i	C	US			7.49															
	Pyramid Foods	n/i					5.99															
	Sun Fresh	n/i					7.99															
	Whole Foods Mntn	n/i	A	NZ			6.99			13.99					21.99							
	Woods Supermarket	n/i	C	US			6.99															
LA	Albertsons Houst.	Open Nature	G	AU						6.99			5.99									
	Kroger Texas	Simple Truth	A	US						6.99		14.99	8.99				18.99	6.99				
	The Fresh Market	n/i	A	AU						7.99		14.99		12.99								
	Whole Foods SW	n/i	A	NZ			6.99							22.99								
	Winn-Dixie	n/i					5.99															
MO	ALDI	Specially Selected												9.99								
	County Market NFI	n/i								5.99	10.99											
	Country Mart	n/i				7.99																
	Dierberg's	Dierberg's	C	US						7.99												
	Fresh Thyme	Nature's Reserve	G	AU						5.99	5.99		6.99									
	G&W Foods	n/i	C	US			7.88	7.88	7.88													



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

Easter/Passover 2018

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LAMB

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

State	Supermarket	Label	Key	Origin	Leg Roasts						Chops (bone-in)				Racks			Fore shank	Ground Lamb 80%	Conditions			
					Bone-in			Semi-Boneless			Boneless		Loin	Rib	Shoulder		Whole				Crown Roast	French	
					Whole	Butt	Shank	Whole	Butt	Shank	Whole	Half			blade	round							
UT	Albertsons Mntn	Open Nature	A	AU	5.49											12.99							
	Albertsons SW	Open Nature	A	AU				4.99								9.99				4.99			
	Associated Food	n/i																					
	Fresh Market	Shepherd's Pride	A	US																			
	King Soopers	n/i	A	US				5.99															
	Smith's	Simple Truth	A	US				6.99					14.99	19.99	7.19								
	Stoke's Market	Shepherd's Pride	A	US											7.89								
	Whole Foods Mntn	n/i	A	NZ				6.99				13.99					21.99						



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

Easter/Passover 2018

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LAMB

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

State	Supermarket	Label	Key	Origin	Leg Roasts						Chops (bone-in)				Racks			Fore shank	Ground Lamb 80%	Conditions		
					Bone-in			Semi-Boneless			Boneless		Loin	Rib	Shoulder		Whole				Crown Roast	French
					Whole	Butt	Shank	Whole	Butt	Shank	Whole	Half			blade	round						
<b>SOUTHWESTERN U.S. - CA, HI, NV</b>																						
CA	Albertsons SoCal	Open Nature	A	AU	6.99								7.99		5.99				3.99			
	ALDI	Specially Selected															9.99					
	Barons Market	n/i	G	NZ															15.99			
	Jensen's	n/i			8.99						9.99											
	Jon's Marketplace	n/i			3.99															3.99		
	Lucky	n/i				3.99									2.99							
	Mar-Val Food	Superior Farms	C	US	4.99																	
	Mollie Stone's	n/i	C	US	7.99	7.99	7.99															
	New Seasons	Cascade Creek	G	US	6.99																	
	Nugget Markets	Cascade Creek	G	US	6.99								12.99				19.99			5.99		
	Pavilions	Open Nature	A	AU													12.99					
	R-N Markets	Superior Farms	C	US											4.99							
	Raley's	Farmer's Mark	G	US				6.99														
	Ralph's	Simple Truth	A	US	6.99								14.99	19.99	8.99					6.99		
	Ray's Food Place	Superior Farms	C	US								7.99										
	Safeway NorCal	Open Nature	A	AU						6.99			6.99						11.99		5.00	
	Save Mart	n/i				4.99																
	SK Super King	n/i	G	NZ															9.99			
		n/i								4.99	4.99											
Stater Bros.	Superior Farms	C	US	6.99										5.99								
Von's	Open Nature	A	AU	6.99								7.99		5.99								
Whole Foods NorCal	n/i	A	NZ				6.99									20.99						
Whole Foods Sth Pac	n/i	A	NZ				6.99									19.99						
HI	Don Quijote	n/i	A	NZ										4.49								
	Foodland	n/i			7.49						7.49											
	Safeway Hawaii	Open Nature	A	AU							7.99		7.99					12.99		5.00		
	Times Supermarket	n/i	A	AU												14.99						
	Whole Foods Sth Pac	n/i	A	NZ				6.99								19.99						
NV	Albertsons SW	Open Nature	A	AU				4.99								9.99			4.99			
	Associated Food	n/i												7.89								
	Raley's	Farmer's Mark	G	US				6.99														
	Safeway NorCal	Open Nature	A	AU							6.99		6.99					11.99		5.00		
	Save Mart	n/i				4.99																
	Scolari's	Superior Farms	C	US	6.99						7.99											
	Smith's	Simple Truth	A	US				6.99					14.99	19.99	7.19							
Von's	Open Nature	A	AU								5.00			5.99								

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

Easter/Passover 2018

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State	Supermarket	Label	Key	Origin	Leg Roasts						Chops (bone-in)				Racks			Fore shank	Ground Lamb 80%	Conditions		
					Bone-in			Semi-Boneless			Boneless		Loin	Rib	Shoulder		Whole				Crown Roast	French
					Whole	Butt	Shank	Whole	Butt	Shank	Whole	Half			blade	round						
NV (cont)	Whole Foods NorCal	n/i	A	NZ				6.99								20.99						
	Whole Foods Sth Pac	n/i	A	NZ				6.99								19.99						

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

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State	Supermarket	Label	Key	Origin	Leg Roasts						Chops (bone-in)				Racks			Fore shank	Ground Lamb 80%	Conditions		
					Bone-in			Semi-Boneless			Boneless		Loin	Rib	Shoulder		Whole				Crown Roast	French
					Whole	Butt	Shank	Whole	Butt	Shank	Whole	Half			blade	round						
<b>NORTHWESTERN U.S. - AK,ID,MT,OR,WA,WY</b>																						
AK	Alaskan & Proud	n/i						6.98										19.98		7.98		
	Carrs/Safeway	Open Nature	A	AU				5.97					8.99		5.99					5.00		
	Fred Meyer	Simple Truth	A	US				6.99					13.99		8.49			17.99	6.49			
	Seamart	Farmer's Mark	G	US	6.99																	
ID	Albertsons Mntn	Open Nature	A	AU	5.49												12.99					
	Associated Food	n/i													7.89							
	Fred Meyer	Simple Truth	A	US				6.49					13.99		8.49			17.99	6.49			
	Rosauer's	Farmer's Mark	A	US	5.99																	
	Smith's	Simple Truth	A	US				6.99					14.99	19.99	7.19							
	Stoke's Market	Shepherd's Pride	A	US											7.89							
	Super 1 Foods	Superior Farms	C	US	5.98																	
	Whole Foods Mntn	n/i	A	NZ				6.99				13.99					21.99					
Yoke's Fresh Market	Farmer's Mark	A	US								8.99		13.99									
MT	Albertsons Mntn	Open Nature	A	AU	5.49												12.99					
	Associated Food	n/i													7.89							
	Lucky's Market	n/i	G							7.99										7.99		
	Reynold's	Shepherd's Pride	A	US											7.89							
	Rosauer's	Farmer's Mark	A	US	5.99																	
	Smith's	Simple Truth	A	US				6.99					14.99	19.99	7.19							
	Stoke's Market	Shepherd's Pride	A	US											7.89							
Super 1 Foods	Superior Farms	C	US	5.98																		
OR	Albertsons NW	Open Nature	A	AU				5.97					7.99		4.99					5.00		
	Associated Food	n/i													7.89							
	Fred Meyer	Simple Truth	A	US				6.49					13.99		8.49			17.99	6.49			
	IGA Market Fresh	n/i			6.98																	
	Market of Choice	Anderson Ranches	G	US	11.99																	
	McKay's	Anderson Ranches	G	US						6.99												
	New Seasons	n/i	G	US	8.99																	
	Quality Food Center	Simple Truth	A	US	6.99								14.99		8.99							
	Ray's Food Place	Superior Farms	C	US							7.99											
	Red Apple Markets	n/i			5.99																	
	Rosauer's	Farmer's Mark	A	US	5.99																	
	Roth's	Anderson Ranches	G	US					8.99													
	Thriftway of OR	Anderson Ranches	G	US				6.99														
	Whole Foods NW	n/i	G	NZ				6.99										21.99				

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**Easter/Passover 2018**

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

State	Supermarket	Label	Key	Origin	Leg Roasts						Chops (bone-in)				Racks			Fore shank	Ground Lamb 80%	Conditions			
					Bone-in			Semi-Boneless			Boneless		Loin	Rib	Shoulder		Whole				Crown Roast	French	
					Whole	Butt	Shank	Whole	Butt	Shank	Whole	Half			blade	round							
WA	Albertsons NW	Open Nature	A	AU				5.97					7.99		4.99						5.00		
	Fred Meyer	Simple Truth	A	US				6.49					13.99		8.49				17.99	6.49			
	Haggen	Anderson Ranches	G	US				6.99					12.99				17.99			5.99		local	
	IGA Market Fresh	n/i						6.98															
	Metropolitan	n/i	A	US				8.99			9.99												local
	New Seasons	n/i	G	US				8.99															
	PCC Natural	Umpquah	G	US									15.99		8.99								
	Quality Food Center	Simple Truth	A	US				6.99					14.99		8.99								
	Rosauer's	Farmer's Mark	A	US				5.99															
	Super 1 Foods	Superior Farms	C	US				5.98															
	The Markets	Superior Farms	C	US				6.98															
	Thriftway	Anderson Ranches	G	US																			
	Thriftway of OR	Anderson Ranches	G	US																			
	Town & Country	n/i	C	US				7.99													5.99		
	Whole Foods NW	n/i	G	NZ																			
Yoke's Fresh Market	Farmer's Mark	A	US									8.99											
WY	Albertsons Mntn	Open Nature	A	AU	5.49													12.99					
	Associated Food	n/i													7.89								
	King Soopers	n/i	A	US				5.99															
	Lucky's Market	n/i	G								7.99											7.99	
	Safeway Denver	Open Nature	A	AU	4.99																		
Smith's	Simple Truth	A	US				6.99					14.99	19.99	7.19									

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

**Easter/Passover 2018**

Prices in \$US per unit, effective March 02-April 01, 2018

**SHELL EGGS**

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

State	Supermarket	Label	K E Y	Weight Class					Color		Pack Size					Caged		Cage-Free					Conditions					
				JM	XL	LG	MD	SM	WH	BR	6	12	18	20	30	Conv.	Specialty		barn/ aviary	free range	pasture	organic		pasture organic				
																	Ω-3	veg-fed										
<b>NORTHEASTERN U.S. - CT,DC,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT</b>																												
CT	ACME Markets	O Organics																				3.99						
		Land O Lakes																										
		Land O Lakes																										
		Eggland's Best																										
	Adams IGA	The Farmer's Hen	v																									
		Simply Nature																										
	ALDI	Pete & Gerry's	f																									
		CFO																										
	Best Market	Eggland's Best																										
		The Farmer's Hen	v																									
		Full Circle																										
	Big Y	Nellie's																										
		Eggland's Best	n																									
	Bravo	The Farmer's Hen	v																									
		Land O Lakes																										
		Nature's Yoke	v																									
	Compare Foods	Eggland's Best																										
		The Farmer's Hen	v																									
		The Farmer's Hen	v																									
		Nature's Yoke																										
	C-Town	Eggland's Best	n																									
		Land O Lakes																										
		Nature's Yoke	v																									
Fairway Market	Eggland's Best																											
	Alfresco																											
	Nature's Yoke	v																										
	Land O Lakes																											
Geissler's	Eggland's Best																											
	Land O Lakes																											
	Land O Lakes																											
Highland Park	Land O Lakes																											
	Land O Lakes																											
Ideal Food Basket	Ideal																											
	Land O Lakes																											
	Pete & Gerry's	f																										
	Nature's Yoke	v																										
	The Farmer's Hen	v																										
IGA Stores NE	The Farmer's Hen	v																										
	The Farmer's Hen	v																										
	The Farmer's Hen	v																										
	The Farmer's Hen																											



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

**Easter/Passover 2018**

Prices in \$US per unit, effective March 02-April 01, 2018

**SHELL EGGS**

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

State	Supermarket	Label	K E Y	Weight Class					Color		Pack Size					Caged			Cage-Free					Conditions			
				JM	XL	LG	MD	SM	WH	BR	6	12	18	20	30	Conv.	Specialty		barn/ aviary	free range	pasture	organic	pasture organic				
																	Ω-3	veg-fed									
CT (cont)	The Fresh Market	Alfresco				.				.		.							4.99								
		The Fresh Market				.				.		.						2.50							2 for \$5.00		
DC	ALDI Giant Food	Simply Nature			.				.		.												2.79				
		Land O Lakes			.				.		.															2 for \$5.00	
		Pete & Gerry's	f			.			.		.													3.99			
	Harris Teeter	Giant			.				.		.				free											w/ purchase; limit 1	
		Eggland's Best			.				.		.				2.00											2 for \$4.00	
		Nellie's			.				.		.								2.99								
		Harris Teeter			.				.		.				0.99											limit 4 w/ card	
		Harris Teeter			.				.		.								2.00							2 for \$4.00	
		Eggland's Best			.				.		.																
		Eggland's Best			.				.		.																
		Eggland's Best			.				.		.																limit 4
		Organic Valley			.				.		.													2.99			
		Davidson's			.				.		.									3.99						pasteurized	
		Harris Teeter			.				.		.									3.99							
		Harris Teeter			.				.		.													3.99			
	Eggland's Best	n			.			.		.													3.99				
	Nest Fresh				.			.		.														3.49			
	Nest Fresh				.			.		.														4.99			
Pete & Gerry's	f			.			.		.														3.99				
MOM's Organic		Handsome Brook			.			.		.															4.99		
Safeway Eastern		Open Nature			.			.		.														4.79			
Target		Simply Balanced			.			.		.														3.99			
		Market Pantry			.			.		.				0.99													
DE	ACME Markets	O Organics			.				.		.													3.99			
		Land O Lakes			.				.		.																must buy 6
		Land O Lakes			.				.		.																
	ALDI Fresh Grocer	Eggland's Best			.				.		.																
		Simply Nature			.				.		.																
		The Farmer's Hen	v		.				.		.																
		The Farmer's Hen	v		.				.		.																
	Giant Food	ShopRite			.				.		.																limit 4
		ShopRite			.				.		.																2 for \$5.00
		Land O Lakes			.				.		.																2 for \$5.00
Pete & Gerry's		f		.				.		.																	
Giant				.				.		.																w/ purchase; limit 1	

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

**Easter/Passover 2018**

Prices in \$US per unit, effective March 02-April 01, 2018

**SHELL EGGS**

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

State	Supermarket	Label	K E Y	Weight Class					Color		Pack Size					Caged			Cage-Free					Conditions				
				JM	XL	LG	MD	SM	WH	BR	6	12	18	20	30	Conv.	Specialty		barn/ aviary	free range	pasture	organic	pasture organic					
																	Ω-3	veg-fed										
DE <i>(cont)</i>	Giant Food <i>(continued)</i>	Eggland's Best				.			.		.						2.00										2 for \$4.00	
		Nellie's				.			.		.								2.99									
	Great Valu Markets	Eggland's Best					.			.		.						0.99										limit 1
		Eggland's Best					.			.		.							2.00									2 for \$4.00
	Harris Teeter	Harris Teeter					.			.		.						0.99										limit 4 w/ card
		Harris Teeter					.			.		.								2.00								2 for \$4.00
			Eggland's Best				.			.		.								2.99								
			Eggland's Best				.			.		.								3.99								
			Eggland's Best			.				.		.								2.50								limit 4
			Organic Valley				.			.		.													2.99			
			Davidson's				.			.		.								3.99								pasteurized
			Harris Teeter				.			.		.								3.99								
			Harris Teeter				.			.		.													3.99			
			Eggland's Best	n			.			.		.													3.99			
			Nest Fresh				.			.		.									3.49							
			Nest Fresh				.			.		.											4.99					
			Pete & Gerry's	f			.			.		.													3.99			
		IGA Stores - NJ/PA	Nature's Yoke	v			.			.		.													2.49			
		Redner's	Redner's				.			.		.								1.99								
			Land O Lakes				.			.		.													1.99			
			Eggland's Best	n			.			.		.													1.99			
		Safeway Eastern	Open Nature				.			.		.													4.79			
		ShopRite	The Farmer's Hen	v			.			.		.													1.99			
			The Farmer's Hen	v			.			.		.													1.99			
			Nature's Yoke	v			.			.		.													2.50			limit 4
			Land O Lakes				.			.		.													2.50			limit 4
			ShopRite				.			.		.													2.49			limit 4
			ShopRite				.			.		.													2.50			2 for \$5.00
			Eggland's Best	n			.			.		.													3.99			
			Eggland's Best				.			.		.									1.99							
	ShurSave	Best Yet				.			.		.													2.77				
	Target	Simply Balanced				.			.		.															3.99		
		Market Pantry				.			.		.													0.99				
	The Fresh Market	Alfresco				.			.		.															4.99		
		The Fresh Market				.			.		.														2.50		2 for \$5.00	
	Weis Markets	Land O Lakes				.			.		.														2.49			











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

**Easter/Passover 2018**

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State	Supermarket	Label	K E Y	Weight Class					Color		Pack Size					Caged			Cage-Free					Conditions	
				JM	XL	LG	MD	SM	WH	BR	6	12	18	20	30	Conv.	Specialty		barn/ aviary	free range	pasture	organic	pasture organic		
																	Ω-3	veg-fed							
ME (cont)	Shaw's	Nellie's			•				•									2.99							
		Nellie's				•			•									2.99							
	Target	Simply Balanced Market Pantry				•			•					0.99									3.99		
NH	ALDI	Simply Nature				•			•														2.79		
	Hannaford	Nature's Place				•			•									3.29							
	IGA Stores NE	The Farmer's Hen	v			•			•									1.88							
		The Farmer's Hen				•			•																2 for \$3.00
	Price Chopper	Eggland's Best			•				•						1.99	1.50									
		Eggland's Best				•			•						1.99										
	Full Circle				•			•															3.99		
	Price Rite	The Farmer's Hen	v			•			•								1.99								
	Shaw's	Nellie's			•				•										2.99						
	Target	Nellie's				•			•										2.99						
	Simply Balanced Market Pantry				•			•					0.99										3.99		
	The Fresh Market	Alfresco				•			•													4.99			
	The Fresh Market				•			•									2.50							2 for \$5.00	
NJ	ACME Markets	O Organics				•			•														3.99		
		Land O Lakes				•			•																must buy 6
		Land O Lakes				•			•																
		Eggland's Best				•			•						1.99										
	ALDI	Simply Nature				•			•														2.79		
	Associated	Eggland's Best			•				•						2.49										
		The Farmer's Hen	v			•			•									2.99							
		Nature's Yoke	v						•													4.49			
		Land O Lakes				•			•							2.69									
	Best Market	Pete & Gerry's CFO	f		•				•														3.99 3.97		
	Bravo	Eggland's Best	n			•			•															3.99	
		Land O Lakes				•			•								1.99								
		Nature's Yoke	v			•			•									2.99							
Compare Foods	Eggland's Best			•				•						3.49											
C-Town	Eggland's Best	n			•			•																	
	Land O Lakes				•			•																	
	Nature's Yoke	v			•			•																	
	Eggland's Best				•			•																	

















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

**Easter/Passover 2018**

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**SHELL EGGS**

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State	Supermarket	Label	K E Y	Weight Class					Color		Pack Size					Caged			Cage-Free					Conditions														
				JM	XL	LG	MD	SM	WH	BR	6	12	18	20	30	Conv.	Specialty		barn/ aviary	free range	pasture	organic	pasture organic															
																	Ω-3	veg-fed																				
PA (cont)	Fine Fare	n/i															1.67															3 for \$5.00						
		Nature's Yoke	v		.					.		.																										
		Nature's Yoke	v		.					.		.																										
		Organic Valley				.				.		.																										
		Foodtown	Eggland's Best			.				.		.																						limit 2				
			Pete & Gerry's	f		.				.		.																										
			The Farmer's Hen	v		.				.		.																										
			Organic Valley			.				.		.																										
			Organic Valley			.				.		.																										
			Nature's Yoke	v		.				.		.																										
			Land O Lakes			.				.		.																										
			Greenway			.				.		.																										
			Greenway			.				.		.																										
			Greenway			.				.		.																										
			Nellie's			.				.		.																										
			Eggland's Best	n		.				.		.																										
			Eggland's Best			.				.		.																										
		Fresh Grocer	The Farmer's Hen	v		.				.		.																										
			The Farmer's Hen	v		.				.		.																										
			ShopRite			.				.		.																										
			ShopRite			.				.		.																										
		Giant Eagle	Nature's Basket			.				.		.																										
			Nellie's			.				.		.																										
		Giant Food Stores	Land O Lakes			.				.		.																										
			Pete & Gerry's	f		.				.		.																										
			Giant			.				.		.																										
			Eggland's Best			.				.		.																										
		Great Valu Markets	Eggland's Best			.				.		.																										
		Eggland's Best			.				.		.																											
		Eggland's Best			.				.		.																											
	Grocery Outlet	Red Hill			.				.		.																											
	H-Mart	Nature's Yoke	v		.				.		.																											
		Organic Valley			.				.		.																											
	Ideal Market	Hillandale Farms			.				.		.																											
	IGA Stores - NJ/PA	Nature's Yoke	v		.				.		.																											
	Key Food	Land O Lakes			.				.		.																											
		Land O Lakes			.				.		.																											
		Nellie's			.				.		.																											



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

**Easter/Passover 2018**

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**SHELL EGGS**

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State	Supermarket	Label	K E Y	Weight Class					Color		Pack Size					Caged			Cage-Free					Conditions			
				JM	XL	LG	MD	SM	WH	BR	6	12	18	20	30	Conv.	Specialty		barn/ aviary	free range	pasture	organic	pasture organic				
																	Ω-3	veg-fed									
PA <i>(cont)</i>	Shop'n Save	Essential Everyday					.		.		.				1.25											4 for \$5.00	
	<i>(continued)</i>	Hillandale					.		.		.				1.25											4 for \$5.00	
	ShopRite	The Farmer's Hen	v			.			.		.								1.99								
		The Farmer's Hen	v			.			.		.								1.99								
		Nature's Yoke	v			.			.		.																
		Land O Lakes				.			.		.																limit 4
		ShopRite				.			.		.		.		2.49												limit 4
		ShopRite				.			.		.		.							2.50							limit 4
		Eggland's Best	n			.			.		.		.							3.99							2 for \$5.00
		Eggland's Best				.			.		.		.							1.99							
		ShurSave	Best Yet			.			.		.		.			2.77											
		ShurSave - NE	Best Yet			.			.		.		.			2.99											
		Target	Simply Balanced			.			.		.		.											3.99			
		Market Pantry				.			.		.		.			0.99											
		The Fresh Market	Alfresco			.			.		.		.												4.99		
		The Fresh Market				.			.		.		.												2.50		2 for \$5.00
		Tops Markets	Eggland's Best			.			.		.		.												1.99		
			Eggland's Best			.			.		.		.												2.50		2 for \$5.00
		Wegman's	Wegman's			.			.		.		.			2.29											
		Wegman's			.			.		.		.			3.43												
		Wegman's			.			.		.		.			3.58												
		Wegman's			.			.		.		.			2.39												
		Wegman's			.			.		.		.			1.25												
		Wegman's		.				.		.		.			2.49												
	Weis Markets	Land O Lakes			.			.		.		.												2.49			
RI	Adams IGA	The Farmer's Hen	v			.			.		.													1.88			
	ALDI	Simply Nature				.			.		.															2.79	
	Associated	Eggland's Best			.			.		.		.												2.49			
		The Farmer's Hen	v			.			.		.		.											2.99			
		Nature's Yoke	v			.			.		.		.												4.49		
		Land O Lakes				.			.		.		.												2.69		
	Bravo	Eggland's Best	n			.			.		.		.												1.99	3.99	
		Land O Lakes				.			.		.		.												2.99		
		Nature's Yoke	v			.			.		.		.														
	Compare Foods	Eggland's Best			.			.		.		.													3.49		
Daves Marketplace	The Farmer's Hen	v			.			.		.		.													3.99		
	The Farmer's Hen	v			.			.		.		.														3.99	

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

**Easter/Passover 2018  
SHELL EGGS**

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State	Supermarket	Label	K E Y	Weight Class					Color		Pack Size					Caged			Cage-Free					Conditions		
				JM	XL	LG	MD	SM	WH	BR	6	12	18	20	30	Conv.	Specialty		barn/ aviary	free range	pasture	organic	pasture organic			
																	Ω-3	veg-fed								
RI (cont)	Daves Marketplace (continued)	The Farmer's Hen	v			.				.		.							2.50						2 for \$5.00	
		Pete & Gerry's	f			.				.		.												3.99		
	Ideal Food Basket	Eggland's Best				.				.		.														2 for \$5.00
		Ideal				.				.		.						2.00								2 for \$4.00
		Land O Lakes				.				.		.														2 for \$4.00
	Price Rite	Pete & Gerry's	f			.				.		.													3.99	
		The Farmer's Hen	v			.				.		.						1.99								
	Shaw's	Nellie's			.					.		.								2.99						
		Nellie's			.					.		.								2.99						
	Stop & Shop	Land O Lakes				.				.		.														2 for \$5.00
		Pete & Gerry's	f			.				.		.													3.99	
		Stop & Shop				.				.		.				free										w/ purchase; limit 1
Target	Eggland's Best				.				.		.														2 for \$4.00	
	Simply Balanced				.				.		.													3.99		
	Market Pantry				.				.		.				0.99											
VT	ALDI	Simply Nature				.				.		.												2.79		
	Hannaford	Nature's Place				.				.		.								3.29						
	Price Chopper	Eggland's Best			.					.		.														
		Eggland's Best			.					.		.														
	Shaw's	Full Circle			.					.		.												3.99		
		Nellie's			.					.		.													2.99	
	Tops Markets	Nellie's			.					.		.													2.99	
		Eggland's Best			.					.		.													1.99	
	Eggland's Best			.					.		.													2.50		









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				JM	XL	LG	MD	SM	WH	BR	6	12	18	20	30	Conv.	Specialty		barn/ aviary	free range	pasture	organic		pasture organic	
																	Ω-3	veg-fed							
KY (cont)	Foodland	Essential Everyday					.		.		.				1.25										4 for \$5.00
	Fresh Thyme	Fresh Thyme					.		.		.												3.50		2 for \$7.00
		Fresh Thyme				.			.		.												3.00		2 for \$6.00
		Fresh Thyme				.			.		.						1.50								2 for \$3.00
	Kroger Cincinnati	Kroger				.			.		.				1.89										
		Simple Truth				.			.		.						2.79								
		Simple Truth				.			.		.												3.99		
		Alfresco				.			.		.											3.99			
	Kroger Delta	Simple Truth				.			.		.						2.79								
		Simple Truth				.			.		.						2.50								2 for \$5.00
		Simple Truth				.			.		.												3.99		
		Kroger				.			.		.				1.79										
		Alfresco				.			.		.											4.99			
	Kroger MidAtlantic	Simple Truth				.			.		.						2.79								
		Simple Truth				.			.		.						2.50								2 for \$5.00
		Simple Truth				.			.		.												3.99		
		Kroger				.			.		.				0.79										
		Alfresco				.			.		.											4.99			
	Kroger Mid-South	Simple Truth				.			.		.						2.79								
		Simple Truth				.			.		.												3.99		
		Kroger				.			.		.				1.79										
		Alfresco				.			.		.											4.99			
	Kroger Nashville	Kroger				.			.		.				0.79										
		Simple Truth				.			.		.						2.79								
		Simple Truth				.			.		.						2.50								2 for \$5.00
		Simple Truth				.			.		.												3.99		
		Alfresco				.			.		.											4.99			
	Lucky's Market	Lucky's Market				.			.		.						2.50								2 for \$5.00
	Meijer	True Goodness			.				.		.												5.69		
	Piggly Wiggly Hchn	Land O Lakes			.				.		.												2.00		2 for \$5.00
		P&R			.				.		.				1.50										2 for \$3.00
	Remke Markets	Wild Harvest			.				.		.						2.50								2 for \$5.00
	Super Dollar	Food Club			.				.		.				0.95										limit 2
	Target	Simply Balanced			.				.		.												3.99		
		Market Pantry			.				.		.				0.99										













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				JM	XL	LG	MD	SM	WH	BR	6	12	18	20	30	Conv.	Specialty		barn/ aviary	free range	pasture	organic		pasture organic				
																	Ω-3	veg-fed										
VA (cont)	Wegman's	Wegman's				.			.		.				2.29													
		Wegman's				.			.		.				3.43													
		Wegman's			.				.		.				3.58													
		Wegman's			.				.		.				2.39													
		Wegman's			.				.		.				1.25													
		Wegman's		.					.		.				2.49													
	Weis Markets	Land O Lakes				.			.		.																	
WV	ALDI	Simply Nature				.			.		.													2.79				
	Foodland	Essential Everyday				.			.		.				1.25											4 for \$5.00		
	Giant Eagle	Nature's Basket				.				.		.							3.49									
		Nellie's				.				.		.									3.00						2 for \$6.00	
	Kroger Columbus	Simple Truth				.				.		.																
		Simple Truth				.				.		.																2 for \$5.00
		Kroger				.				.		.			1.89													
	Kroger MidAtlantic	Simple Truth				.				.		.																
		Alfresco				.				.		.													4.99			
		Simple Truth				.				.		.																3.99
		Simple Truth				.				.		.																3.99
		Kroger				.				.		.			0.79													
	Martins Food	Alfresco				.				.		.													4.99			
		Land O Lakes				.				.		.																2 for \$5.00
		Pete & Gerry's				.				.		.																3.99
	Giant	Giant				.				.		.				free												w/ purchase; limit 1
		Eggland's Best				.				.		.																2 for \$4.00
		Hillandale				.				.		.			0.69													
		Nellie's				.				.		.																
	Riesbeck's	Hillandale				.				.		.																
Shop'n Save		Nellie's				.			.		.																	
Eggland's Best					.				.		.																2 for \$4.00	
Essential Everyday	Essential Everyday				.				.		.			1.25													4 for \$5.00	
	Hillandale				.				.		.			1.25													4 for \$5.00	
	Target	Simply Balanced				.			.		.																3.99	
Market Pantry	Market Pantry				.				.		.			0.99														
	Weis Markets	Land O Lakes				.			.		.																2.49	





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

**Easter/Passover 2018**

Prices in \$US per unit, effective March 02-April 01, 2018

**SHELL EGGS**

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

State	Supermarket	Label	K E Y	Weight Class					Color		Pack Size					Caged			Cage-Free					Conditions						
				JM	XL	LG	MD	SM	WH	BR	6	12	18	20	30	Conv.	Specialty		barn/ aviary	free range	pasture	organic	pasture organic							
																	Ω-3	veg-fed												
IL <i>(cont)</i>	Shop'n Save	Eggland's Best	n			.			.		.					2.50										2 for \$5.00				
		Wild Harvest				.			.		.																			
	Sunset Foods	Dutch Farms					.			.		.																		
		Phil's Fresh					.			.		.								2.29										
	Target	Eggland's Best				.				.		.						2.29												
		Simply Balanced					.			.		.																		
	The Fresh Market	Market Pantry					.			.		.					0.99													
		Alfresco					.			.		.													4.99					
	Tony's Finer Food	The Fresh Market					.			.		.																	2 for \$5.00	
		Eggland's Best					.			.		.																		
	Valli Produce	Phil's Fresh					.			.		.																	2 for \$3.00	
		Dutch Farms					.			.		.						2.00											2 for \$4.00	
	Walt's Food Center	Dutch Farms					.			.		.																	2 for \$4.00	
Dutch Farms					.			.		.					1.49															
	Eggland's Best				.			.		.						3.49														
					.			.		.							2.50										2 for \$5.00			
	Dutch Farms				.			.		.																				
IN	ALDI	Simply Nature	v			.			.		.																			
	Earth Fare	Nellie's				.			.		.																		2 for \$6.00	
		Earth Fare				.			.		.																			
	Food 4 Less	Kroger				.			.		.						0.99												limit 6	
		Kroger				.			.		.						1.99													
	Fresh Thyme	Fresh Thyme					.			.		.																		2 for \$7.00
		Fresh Thyme					.			.		.																		2 for \$6.00
		Fresh Thyme					.			.		.																	2 for \$3.00	
	Giant Eagle	Nature's Basket					.			.		.																		
		Nellie's					.			.		.																		2 for \$6.00
	Harding's	Full Circle					.			.		.																		
		Vande Bunte's					.			.		.																		
	Jay C Stores	Eggland's Best					.			.		.																		
Simple Truth					.			.		.																		2 for \$5.00		
Jewel-Osco	Simple Truth				.			.		.																				
	Jewel				.			.		.																		limit 2		
	Jewel				.			.		.																		w/ purchase; limit 1		
	Blue Sky				.			.		.																				
	Blue Sky				.			.		.																				

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

**Easter/Passover 2018**

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				JM	XL	LG	MD	SM	WH	BR	6	12	18	20	30	Conv.	Specialty		barn/ aviary	free range	pasture	organic	pasture organic							
																	Ω-3	veg-fed												
IN <i>(cont)</i>	Jewel-Osco	Phil's Fresh	v			.			.		.								3.00									2 for \$3.00		
	<i>(continued)</i>	Pete & Gerry's	f			.			.		.																3.99			
	Kroger Central	Simple Truth				.			.		.									2.50									2 for \$5.00	
		Simple Truth				.			.		.																	3.99		
	Kroger	Kroger				.			.		.				0.79															
		Alfresco				.			.		.																4.99			
		Kroger Cincinnati	Kroger			.			.		.				1.89															
		Simple Truth				.			.		.										2.79									
		Simple Truth				.			.		.																	3.99		
	Kroger Mid-South	Alfresco				.			.		.																3.99			
		Simple Truth				.			.		.										2.79									
		Simple Truth				.			.		.																	3.99		
		Alfresco				.			.		.																3.99			
		Simple Truth				.			.		.										2.79									
	Lucky's Market	Simple Truth				.			.		.																			
		Kroger				.			.		.				1.79															
		Alfresco				.			.		.																4.99			
	Martins Super Mrkt	Lucky's Market				.			.		.									2.50									2 for \$5.00	
	Meijer	Full Circle				.			.		.																	3.99		
		Full Circle				.			.		.										2.50									2 for \$5.00
	Needler's	Eggland's Best				.			.		.																			2 for \$4.00
		True Goodness			.				.		.																	5.69		
	Schnuck's	Wild Harvest				.			.		.										2.50									2 for \$5.00
Eggland's Best					.			.		.										2.50									2 for \$5.00	
Strack & Van Til	Schnuck's				.			.		.				free															w/ purchase; limit 1	
	Born Free				.			.		.																				
	Phil's Fresh				.			.		.																2.99				
Target	Blue Sky				.			.		.																2.50			2 for \$5.00	
	Simply Balanced				.			.		.																2.50				
	Market Pantry				.			.		.																	3.99			
The Fresh Market	Alfresco				.			.		.																	4.99			
	The Fresh Market				.			.		.																2.50			2 for \$5.00	
Walt's Food Center	Eggland's Best				.			.		.																	3.49			
	Eggland's Best				.			.		.																	2.50		2 for \$5.00	
	Dutch Farms				.			.		.																2.39				
MI	ALDI	Simply Nature				.			.		.																	2.79		
	AW Grocers	Best Choice				.			.		.				1.79															
	D&W Fresh Market	Full Circle				.			.		.																	3.99		
		Eggland's Best				.			.		.																2.00		2 for \$4.00	

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

**Easter/Passover 2018**

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**SHELL EGGS**

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State	Supermarket	Label	K E Y	Weight Class					Color		Pack Size					Caged			Cage-Free					Conditions	
				JM	XL	LG	MD	SM	WH	BR	6	12	18	20	30	Conv.	Specialty		barn/ aviary	free range	pasture	organic	pasture organic		
																	Ω-3	veg-fed							
MI (cont)	Earth Fare	Nellie's				.			.		.							3.00					2 for \$6.00		
		Earth Fare	v			.			.		.							2.99							
	Family Fare	Full Circle				.			.		.											3.99			
		Full Circle				.			.		.						3.00							2 for \$6.00	
	Fresh Thyme	Eggland's Best				.			.		.					2.00								2 for \$4.00	
		Fresh Thyme				.		.		.	.											3.50		2 for \$7.00	
		Fresh Thyme				.			.		.											3.00		2 for \$6.00	
		Fresh Thyme				.			.		.						1.50							2 for \$3.00	
	Glory Supermarkets	Dutch Farms			.			.		.				1.67										3 for \$5.00	
	Great Lakes Marke	Dutch Farms			.			.		.				0.79										w/ \$20 purchase; limit 1	
	H-Mart	Today's Farm		.				.		.												3.50		2 for \$7.00	
	Harding's	Full Circle				.			.		.												3.99		
		Vande Bunte's				.			.		.				1.00										
	Hollywood Markets	Eggland's Best				.			.		.					1.99									
		Hamilton				.			.		.				1.50										2 for \$3.00
	Kroger Central	Simple Truth				.			.		.												2.50		2 for \$5.00
		Simple Truth				.			.		.												3.99		
	Kroger Columbus	Kroger				.			.		.				0.79										
		Alfresco				.			.		.												4.99		
		Simple Truth				.			.		.												2.79		
		Simple Truth				.			.		.												2.50		2 for \$5.00
	Kroger Michigan	Kroger				.			.		.				1.89										
		Simple Truth				.			.		.													3.99	
		Alfresco				.			.		.												4.99		
		Simple Truth				.			.		.												2.79		
	Lucky's Market	Simple Truth				.			.		.												2.50		2 for \$5.00
		Simple Truth				.			.		.												2.50		
	Martins Super Mrkt	Kroger				.			.		.				1.89										
		Simple Truth				.			.		.													3.99	
	Meijer	Alfresco				.			.		.												4.99		
Lucky's Market		Lucky's Market				.		.		.												2.50		2 for \$5.00	
Polly's Market	Martins Super Mrkt	Full Circle				.		.		.													3.99		
	Full Circle				.			.		.												2.50		2 for \$5.00	
	Eggland's Best				.			.		.											2.00			2 for \$4.00	
Spartan Stores	True Goodness			.				.		.													5.69		
	Dutch Farms			.				.		.				0.97										limit 2	
	Eggland's Best			.				.		.												2.00		2 for \$4.00	









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

**Easter/Passover 2018**

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State	Supermarket	Label	K E Y	Weight Class					Color		Pack Size					Caged			Cage-Free					Conditions				
				JM	XL	LG	MD	SM	WH	BR	6	12	18	20	30	Conv.	Specialty		barn/ aviary	free range	pasture	organic	pasture organic					
																	Ω-3	veg-fed										
OH (cont)	The Fresh Market	Alfresco				.				.		.							4.99									
	The Fresh Market				.				.		.						2.50									2 for \$5.00		
SD	ALDI	Simply Nature			.				.		.														2.79			
	AW Grocers	Best Choice			.				.		.				1.79													
		Best Choice			.				.		.				1.69													
	Buche Foods	Best Choice				.			.		.			2.98														
	Coborn's	Food Club			.				.		.			0.98												limit 2		
	Family Fare	Full Circle			.				.		.						2.50									2 for \$5.00		
	Fareway	Country Lane			.				.		.				1.99													
		Hy-Vee	Hy-Vee			.				.		.																
			Eggland's Best			.				.		.																
	IGA Markets	n/i			.				.		.				1.33												3 for \$4.00	
	Kens Super Fair	Dakota			.				.		.				1.50												2 for \$3.00	
	Safeway Denver	Pete & Gerry's		f		.				.		.														3.99		
		The Happy Egg Co.				.				.		.								4.99							limit 2	
	Lucerne			.				.		.				2.50														
Target	Simply Balanced			.				.		.															3.99			
	Market Pantry			.				.		.				0.99														
WI	ALDI	Simply Nature			.				.		.														2.79			
	AW Grocers	Best Choice			.				.		.				1.79													
		Best Choice			.				.		.				1.69													
	Cermak's	Dutch Farms		.					.		.			1.99														
	Econofoods	Full Circle			.				.		.						3.00									2 for \$6.00		
	Family Fresh Mrkt	Full Circle			.				.		.						3.00									2 for \$6.00		
	Festival Foods	Pete & Gerry's		f		.				.		.														3.99		
		Phil's Fresh		v		.				.		.								2.69								
	Fresh Thyme	Fresh Thyme				.				.		.															3.50	2 for \$7.00
		Fresh Thyme				.				.		.															3.00	2 for \$6.00
		Fresh Thyme				.				.		.						1.50									2 for \$3.00	
	Gordy's	Full Circle			.				.		.															4.48		
	Great Lakes Marke	Dutch Farms			.				.		.				0.79												w/ \$20 purchase; limit 1	
	Hy-Vee	Hy-Vee			.					.		.																
		Eggland's Best				.				.		.															3.99	
Meijer	True Goodness			.					.		.															5.69		
Pick'n Save	Simple Truth			.					.		.																3.00	
	Simple Truth			.					.		.																2 for \$5.00	

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

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SHELL EGGS**

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State	Supermarket	Label	K E Y	Weight Class					Color		Pack Size					Caged			Cage-Free					Conditions			
				JM	XL	LG	MD	SM	WH	BR	6	12	18	20	30	Conv.	Specialty		barn/ aviary	free range	pasture	organic	pasture organic				
																	Ω-3	veg-fed									
WI (cont)	Schnuck's	Eggland's Best				.			.		.						2.50										2 for \$5.00
	Schnuck's	Schnuck's				.			.		.				free												w/ purchase; limit 1
	Sendik's	Sendik's				.			.		.						3.00									non-GMO	
	Shurfine	Shurfine				.			.		.				1.29												
	Shurfine Food Cntr	Shurfine				.			.		.				BOGO												local
	Target	Simply Balanced				.			.		.													3.99			
	Market Pantry	Market Pantry				.			.		.				0.99												
	The Fresh Market	Alfresco				.			.		.													4.99			
	The Fresh Market	The Fresh Market				.			.		.							2.50									2 for \$5.00
	Trig's	Essential Everyday				.			.		.				0.88												limit 2
	Pete & Gerry's	Pete & Gerry's	f			.			.		.														3.99		
	Pete & Gerry's	Pete & Gerry's	f	.		.			.		.															3.99	
	Woodman's	Milo's				.			.		.															5.99	
Phil's Fresh	Phil's Fresh				.			.		.						3.09											
Eggland's Best	Eggland's Best	n			.			.		.															4.39		
Phil's Fresh	Phil's Fresh	f			.			.		.															3.29		

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				JM	XL	LG	MD	SM	WH	BR	6	12	18	20	30	Conv.	Specialty		barn/ aviary	free range	pasture	organic	pasture organic					
																	Ω-3	veg-fed										
<b>SOUTH CENTRAL U.S. - AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT</b>																												
AR	Albertsons Houst.	Farmhouse																2.99										
		Pete & Gerry's	f																					3.99				
		Eggland's Best	n																					3.99				
		Lucerne													0.99											limit 2		
		Born Free																		3.99								
		Eggland's Best																								must buy 4		
		Nellie's																			2.99							
		ALDI	Simply Nature																							2.79		
		Brookshire's	Pete & Gerry's	f																						3.99		
		G&W Foods	Eggland's Best																									
	Eggland's Best																									2.49		
	Harp's	Eggland's Best																								1.99		
		Eggland's Best	n																							3.28		
	Kroger Delta	Eggland's Best																								4.28		
		Land O Lakes																								2.38		
		Simple Truth																								2.79		
		Simple Truth																								2.50	2 for \$5.00	
		Simple Truth																								3.99		
	Piggly Wiggly Hchn	Kroger																								1.79		
		Alfresco																									4.99	
Smith's	Land O Lakes																									2.00	2 for \$5.00	
	P&R																								1.50	2 for \$3.00		
Target	Simple Truth																								2.50	2 for \$5.00		
The Fresh Market	Simply Balanced																									3.99		
	Market Pantry																								0.99			
	Alfresco																									4.99		
	The Fresh Market																								2.50	2 for \$5.00		
AZ	Albertsons SW	Pete & Gerry's	f																							3.99		
		Eggland's Best	n																							2.50	2 for \$5.00	
		Open Nature																								1.99	limit 4	
		Open Nature																								3.00	2 for \$6.00	
		Open Nature																								2.50	2 for \$5.00	
	Basha's	Lucerne																								1.88	limit 1	
		Lucerne																								1.99		
		Basha's																									1.99	limit 2
		Eggland's Best																								2.50	2 for \$5.00	
		Western Family																								1.25	4 for \$5.00	



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				JM	XL	LG	MD	SM	WH	BR	6	12	18	20	30	Conv.	Specialty		barn/ aviary	free range	pasture	organic	pasture organic	
																	Ω-3	veg-fed						
CO (cont)	Safeway Denver	Pete & Gerry's	f			.			.	.	.				2.50				4.99		3.99		limit 2	
		The Happy Egg Co.				.		.	.	.														
		Lucerne				.		.	.	.														
	Sprout's Market	Sprout's				.		.	.	.				2.99					6.49 BOGO					
		The Happy Egg Co.	f			.		.	.	.														
	Target	The Happy Egg Co.	f			.		.	.	.				0.99					3.99					
Simply Balanced Market Pantry					.		.	.	.															
KS	Affiliated Foods	Shurfine				.			.	.	.			2.00				2.50				2 for \$4.00 2 for \$5.00		
	ALDI	Simply Nature				.			.	.	.									2.79				
	Dillon's	Simple Truth				.			.	.	.													
		Alfresco				.			.	.	.								4.99					
	G&W Foods	Eggland's Best				.			.	.	.				2.49									
		Eggland's Best				.			.	.	.				1.99									
	Harp's	Eggland's Best				.			.	.	.				3.28									
		Eggland's Best	n			.			.	.	.									4.28				
	Land O Lakes	Good Natured				.			.	.	.													
		Hy-Vee				.			.	.	.								2.69					
	Hy-Vee	Hy-Vee				.			.	.	.				2.28									
		Eggland's Best				.			.	.	.				3.99									
	Lowe's Stores	Shurfine				.			.	.	.			1.89										
	Price Chopper	Eggland's Best	n			.			.	.	.									2.69				
		Eggland's Best				.			.	.	.				3.29									
		Land O Lakes				.			.	.	.				2.39									
	Pyramid Foods	Eggland's Best				.			.	.	.				4.29									
Sprout's Market	Sprout's				.			.	.	.						2.99								
	The Happy Egg Co.	f			.			.	.	.								6.49						
	The Happy Egg Co.	f			.			.	.	.								BOGO						
Target	Simply Balanced				.			.	.	.								3.99						
	Market Pantry				.			.	.	.			0.99											
LA	AG Baton Rouge	Eggland's Best				.			.	.	.				1.50		2.99				2 for \$3.00			
	Albertsons Houst.	Farmhouse				.			.	.	.													
		Pete & Gerry's	f			.			.	.	.									3.99				
	Eggland's Best	n			.			.	.	.									3.99					
	Lucerne				.			.	.	.			0.99											
Born Free				.			.	.	.							3.99								

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SHELL EGGS**

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State	Supermarket	Label	K E Y	Weight Class					Color		Pack Size					Caged			Cage-Free					Conditions			
				JM	XL	LG	MD	SM	WH	BR	6	12	18	20	30	Conv.	Specialty		barn/ aviary	free range	pasture	organic	pasture organic				
																	Ω-3	veg-fed									
LA (cont)	Albertsons Houst. (continued) Brookshire's Kroger Texas  Rouses Markets Target  The Fresh Market  Winn-Dixie	Eggland's Best	f			.			.			.					2.99									must buy 4	
		Nellie's				.			.			.								2.99							
		Pete & Gerry's				.			.			.													3.99		
		Kroger				.			.			.				1.89											
		Simple Truth				.			.			.								2.79							
		Simple Truth				.			.			.								2.50							2 for \$5.00
		Simple Truth				.			.			.													3.99		
		Alfresco				.			.			.												4.99			
		Rouses				.			.			.									2.79						
		Simply Balanced				.			.			.													3.99		
		Market Pantry				.			.			.			.		0.99										
		Alfresco				.			.			.			.										4.99		
The Fresh Market			.			.			.			.						2.50									
Winn-Dixie			.			.			.			.										2.99					
MO	ALDI AW Grocers Dierberg's  Fresh Thyme  G&W Foods  Gerbe's  Harp's  Harter House Hen House Hy-Vee  Kroger Central	Simply Nature	f			.			.			.												2.79			
		Best Choice				.			.			.			1.79												
		Eggland's Best				.			.			.							1.98								
		Pete & Gerry's				.			.			.													3.99		
		Fresh Thyme				.		.			.			.											3.50	2 for \$7.00	
		Fresh Thyme				.		.			.			.											3.00	2 for \$6.00	
		Fresh Thyme				.		.			.			.						1.50						2 for \$3.00	
		Eggland's Best				.		.			.			.													
		Eggland's Best				.		.			.			.													
		Simple Truth				.		.			.			.													
		Alfresco				.		.			.			.							2.50				4.99		2 for \$5.00
		Eggland's Best				.		.			.			.													
		Eggland's Best				.		.			.			.												4.28	
		Land O Lakes				.		.			.			.											2.38		
		Clearly Organic				.		.			.			.												3.50	
		Good Natured				.		.			.			.											2.69		
		Hy-Vee				.		.			.			.													
		Eggland's Best				.		.			.			.											3.99		
Simple Truth			.		.			.			.																
Simple Truth			.		.			.			.												3.99				
Kroger			.		.			.			.																
Alfresco			.		.			.			.											4.99					
			.		.			.			.																





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

**Easter/Passover 2018**

Prices in \$US per unit, effective March 02-April 01, 2018

**SHELL EGGS**

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

State	Supermarket	Label	K E Y	Weight Class					Color		Pack Size					Caged			Cage-Free					Conditions
				JM	XL	LG	MD	SM	WH	BR	6	12	18	20	30	Conv.	Specialty		barn/ aviary	free range	pasture	organic	pasture organic	
																	Ω-3	veg-fed						
NM (cont)	Safeway Denver	Pete & Gerry's	f			.			.	.	.				2.50							3.99		limit 2 2 for \$5.00
		The Happy Egg Co.				.			.	.	.									4.99				
	Smith's	Lucerne				.			.	.	.								2.50					
		Simple Truth				.			.	.	.								3.49					
	Sprout's Market	Simple Truth				.			.	.	.								2.99					
		Sprout's				.			.	.	.													
	Target	The Happy Egg Co.	f			.			.	.	.												6.49	
		The Happy Egg Co.	f			.			.	.	.												BOGO	
Simply Balanced					.			.	.	.											3.99			
	Market Pantry				.			.	.	.				0.99										
OK	Affiliated Foods	Shurfine				.			.	.	.				2.00								2 for \$4.00	
	ALDI	Simply Nature				.			.	.	.											2.79		
	AW Grocers	Best Choice				.			.	.	.				1.79									
	Buy for Le\$\$	Eggland's Best				.			.	.	.					1.98								
	Harp's	Eggland's Best				.			.	.	.					3.28								
		Eggland's Best	n			.			.	.	.											4.28		
	Homeland	Land O Lakes				.			.	.	.						2.38							
		Eggland's Best			.				.	.	.					1.99								
	Pyramid Foods	Best Choice				.			.	.	.				1.79									
		Eggland's Best				.			.	.	.					4.29								
	Reasor's	Eggland's Best				.			.	.	.					3.49								
	Sprout's Market	Sprout's				.			.	.	.							2.99						
		The Happy Egg Co.	f			.			.	.	.											6.49		
	Target	The Happy Egg Co.	f			.			.	.	.											BOGO		
		Simply Balanced				.			.	.	.											3.99		
		Market Pantry				.			.	.	.				0.99									
Terry Market	Parade				.			.	.	.				1.99										
The Fresh Market	Alfresco				.			.	.	.									4.99					
	The Fresh Market				.			.	.	.							2.50							
United of OK	Eggland's Best			.				.	.	.					1.99									
	Best Choice				.			.	.	.				1.79										
TX	Affiliated Foods	Shurfine				.			.	.	.				2.00								2 for \$4.00 2 for \$3.00	
	AG Baton Rouge	Eggland's Best				.			.	.	.					1.50								
	Albertsons Houst.	Farmhouse				.			.	.	.							2.99						
		Pete & Gerry's	f			.			.	.	.											3.99		
	Eggland's Best	n			.			.	.	.											3.99			
	Lucerne				.			.	.	.				0.99										























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

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

**Easter/Passover 2018  
STORE-PREPARED HOLIDAY DINNERS**

State	Supermarket	Brand	Weight (lb.)	Meat Item	Price	Serves	Sides	Conditions	
<b>NORTHEASTERN U.S. - CT,DC,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT</b>									
CT	Fairway Market	n/i	4	beef brisket flat	245.00	8	6	Complete Passover Dinner	
		n/i	4	roasted chicken	245.00	8	6	Complete Passover Dinner	
		n/i	5	semi-bnls leg of lamb	229.00	8-10	4	Complete Easter Dinner	
		n/i	10	ABF whole turkey	150.00	6	4	Complete Easter Dinner	
		n/i	10	ABF whole turkey	290.00	12	4	Complete Easter Dinner	
		n/i	8	boneless ham	129.00	6	4	Complete Easter Dinner	
	Kings Food Markets	n/i	8	boneless ham	2409.00	12	4	Complete Easter Dinner	
		n/i	4	beef brisket	104.99	6	3	Passover Dinner Package	
		n/i	3.5-4	bone-in turkey breast	104.99	6	3	Passover Dinner Package	
		n/i	5	organic rotisserie chicken	84.99	6	3	Passover Dinner Package	
		n/i	3-4	lamb top round	109.99	6	3	Easter Dinner Package	
		n/i	4	half spiral cut ham	149.99	6	3	Easter Dinner Package	
	Price Chopper - Golub	n/i	3-3.5	boneless turkey breast	104.99	6	3	Easter Dinner Package	
		Price Chopper	Price Chopper	5	boneless ham	39.99	4-6	3	Holiday Ham Dinner
	ShopRite	Empire	12-14	kosher whole turkey	139.99	8-10	6	Passover Turkey Dinner	
	Stop & Shop	Boar's Head	Boar's Head	7-9	boneless ham	69.99	4-6	6	Holiday Boneless Boar's Head Ham Dinner
		Boar's Head	Boar's Head	7-9	boneless turkey	69.99	4-6	6	Holiday Boneless Boar's Head Turkey Dinner
	The Fresh Market	Giant	Giant	7-9	spiral cut ham	59.99	4-6	6	Holiday Ham Dinner
		n/i	n/i	9-11	whole turkey	59.99	4-6	8	Holiday Turkey Dinner
	Whole Foods - North Atlantic	n/i	n/i	8-10	spiral cut ham	59.99	8-10	6	Easter Meal
n/i		n/i	7-9	spiral cut ham	119.99	8	4	Easter Ham Dinner for 8	
Whole Foods - Northeast	n/i	n/i	6	roasted chicken	119.99	8	5	Joan Nathan's Passover Dinner for 8	
	n/i	n/i	4	beef brisket	149.99	8	5	Signature Brisket Dinner for 8	
	n/i	n/i	6	roasted chicken	119.99	8	5	Joan Nathan's Passover Dinner for 8	
	n/i	n/i	7-9	spiral cut ham	119.99	8	4	Easter Ham Dinner for 8	
	n/i	n/i	7	leg of lamb	149.99	8	4	Signature Leg of Lamb Dinner for 8	
	n/i	n/i	9	boneless ham	249.00	12	8	Grand Feast for 12	
DC	Whole Foods - Mid-Atlantic	n/i	5	beef brisket	249.99	12	12	Passover Dinner for 12	
		n/i	6	roasted chicken	119.99	8	5	Joan Nathan's Passover Dinner for 8	
		n/i	9/2.6	spiral ham/leg of lamb	249.99	12	10	Easter Feast for 12	
		n/i	n/i	spiral cut ham	119.99	8	4	Easter Ham Dinner for 8	
DE	ShopRite	Empire	12-14	kosher whole turkey	139.99	8-10	6	Passover Turkey Dinner	
	The Fresh Market	n/i	8-10	spiral cut ham	59.99	8-10	6	Easter Meal	
MA	Demoulas Market Basket	Butterball	10-12	whole turkey	59.99	8-10	6	Complete Turkey Dinner	
		Carando	7-9	spiral cut ham	59.99	8-10	6	Complete Ham Dinner	
	Market 32 by Golub	Price Chopper	Price Chopper	5	boneless ham	39.99	4-6	3	Holiday Ham Dinner
	Price Chopper - Golub	Price Chopper	Price Chopper	5	boneless ham	39.99	4-6	3	Holiday Ham Dinner

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

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

**Easter/Passover 2018  
STORE-PREPARED HOLIDAY DINNERS**

State	Supermarket	Brand	Weight (lb.)	Meat Item	Price	Serves	Sides	Conditions
MA <i>(cont)</i>	Stop & Shop	Boar's Head	7-9	boneless ham	69.99	4-6	6	Holiday Boneless Boar's Head Ham Dinner
		Boar's Head	7-9	boneless turkey	69.99	4-6	6	Holiday Boneless Boar's Head Turkey Dinner
		Giant	7-9	spiral cut ham	59.99	4-6	6	Holiday Ham Dinner
		n/i	9-11	whole turkey	59.99	4-6	8	Holiday Turkey Dinner
	The Fresh Market	n/i	8-10	spiral cut ham	59.99	8-10	6	Easter Meal
	Trucchi's Supermarkets	Dietz and Watson	4-5.5	boneless ham	59.99	6-7	5	Traditional Ham Dinner
		Dietz and Watson	2	boneless ham	32.99	2-3	5	Mini Easter Ham Dinner
	Wegman's	n/i	7-8	spiral cut ham	140.00	10-12	5	Ham Dinner
	Whole Foods - North Atlantic	n/i	7-9	spiral cut ham	119.99	8	4	Easter Ham Dinner for 8
		n/i	6	roasted chicken	119.99	8	5	Joan Nathan's Passover Dinner for 8
MD	Graul's Market	n/i	10-12	whole turkey	114.99	8-10	8	Deluxe Turkey Dinner
		n/i	18-20	whole turkey	214.99	16-20	8	Large Deluxe Turkey Dinner
		n/i	10-12	whole turkey	74.99	8-10	4	Basic Turkey Dinner
		n/i	18-20	whole turkey	124.99	16-20	4	Basic Turkey Dinner
	Smithfield	7-9	spiral cut ham	89.99	8-10	5	Easter Ham Dinner	
		Empire	12-14	kosher whole turkey	139.99	8-10	6	Passover Turkey Dinner
	ShopRite	n/i	8-10	spiral cut ham	59.99	8-10	6	Easter Meal
	The Fresh Market	n/i	7-8	spiral cut ham	140.00	10-12	5	Ham Dinner
	Wegman's	n/i	7-8	spiral cut ham	140.00	10-12	5	Ham Dinner
	Whole Foods - Mid-Atlantic	n/i	5	beef brisket	249.99	12	12	Passover Dinner for 12
n/i		6	roasted chicken	119.99	8	5	Joan Nathan's Passover Dinner for 8	
n/i		9/2.6	spiral ham/leg of lamb	249.99	12	10	Easter Feast for 12	
n/i			spiral cut ham	119.99	8	4	Easter Ham Dinner for 8	
ME	Demoulas Market Basket	Butterball	10-12	whole turkey	59.99	8-10	6	Complete Turkey Dinner
		Carando	7-9	spiral cut ham	59.99	8-10	6	Complete Ham Dinner
	Whole Foods - North Atlantic	n/i	7-9	spiral cut ham	119.99	8	4	Easter Ham Dinner for 8
		n/i	6	roasted chicken	119.99	8	5	Joan Nathan's Passover Dinner for 8
NH	Demoulas Market Basket	Butterball	10-12	whole turkey	59.99	8-10	6	Complete Turkey Dinner
		Carando	7-9	spiral cut ham	59.99	8-10	6	Complete Ham Dinner
	Price Chopper - Golub	Price Chopper	5	boneless ham	39.99	4-6	3	Holiday Ham Dinner
	The Fresh Market	n/i	8-10	spiral cut ham	59.99	8-10	6	Easter Meal
	Whole Foods - North Atlantic	n/i	7-9	spiral cut ham	119.99	8	4	Easter Ham Dinner for 8
		n/i	6	roasted chicken	119.99	8	5	Joan Nathan's Passover Dinner for 8
NJ	Fairway Market	n/i	4	beef brisket flat	245.00	8	6	Complete Passover Dinner
		n/i	4	roasted chicken	245.00	8	6	Complete Passover Dinner
		n/i	5	semi-bnls leg of lamb	229.00	8-10	4	Complete Easter Dinner
		n/i	10	ABF whole turkey	150.00	6	4	Complete Easter Dinner
		n/i	10	ABF whole turkey	290.00	12	4	Complete Easter Dinner

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

**Easter/Passover 2018**

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

**STORE-PREPARED HOLIDAY DINNERS**

State	Supermarket	Brand	Weight (lb.)	Meat Item	Price	Serves	Sides	Conditions	
NJ (cont)	Fairway Market	n/i	8	boneless ham	129.00	6	4	Complete Easter Dinner	
	(continued)	n/i	8	boneless ham	2409.00	12	4	Complete Easter Dinner	
	Kings Food Markets	n/i	4	beef brisket	104.99	6	3	Passover Dinner Package	
		n/i	3.5-4	bone-in turkey breast	104.99	6	3	Passover Dinner Package	
		n/i	5	organic rotisserie chicken	84.99	6	3	Passover Dinner Package	
		n/i	3-4	lamb top round	109.99	6	3	Easter Dinner Package	
		n/i	4	half spiral cut ham	149.99	6	3	Easter Dinner Package	
		n/i	3-3.5	boneless turkey breast	104.99	6	3	Easter Dinner Package	
		McCaffrey's Food Markets	n/i	12-14	whole turkey	85.99	8-10	2	Roasted Turkey Dinner
			n/i	5-6	boneless ham	89.99	8-10	5	Traditional Ham Dinner
			n/i	7-8	spiral cut ham	89.99	8-10	5	Spiral Ham Dinner
			n/i	4-5	racks of lamb	199.99	6	6	Roasted Rack of Lamb Dinner
			n/i	6-7	beef prime rib	199.99	6-8	5	Prime Rib Roast Dinner
			n/i	14-16	whole turkey	159.99	12-16	9	Gourmet Turkey Dinner
			n/i	2.5-3	bone-in turkey breast	59.99	4-6	2	Turkey Breast Dinner
			ShopRite	Empire	12-14	kosher whole turkey	139.99	8-10	6
	Stop & Shop	Boar's Head	7-9	boneless ham	69.99	4-6	6	Holiday Boneless Boar's Head Ham Dinner	
		Boar's Head	7-9	boneless turkey	69.99	4-6	6	Holiday Boneless Boar's Head Turkey Dinner	
		Giant	7-9	spiral cut ham	59.99	4-6	6	Holiday Ham Dinner	
		n/i	9-11	whole turkey	59.99	4-6	8	Holiday Turkey Dinner	
	The Fresh Market	n/i	8-10	spiral cut ham	59.99	8-10	6	Easter Meal	
	Wegman's	n/i	7-8	spiral cut ham	140.00	10-12	5	Ham Dinner	
	Whole Foods - Mid-Atlantic	n/i	5	beef brisket	249.99	12	12	Passover Dinner for 12	
		n/i	6	roasted chicken	119.99	8	5	Joan Nathan's Passover Dinner for 8	
	Whole Foods - Northeast	n/i	9/2.6	spiral ham/leg of lamb	249.99	12	10	Easter Feast for 12	
		n/i		spiral cut ham	119.99	8	4	Easter Ham Dinner for 8	
		n/i	4	beef brisket	149.99	8	5	Signature Brisket Dinner for 8	
n/i		6	roasted chicken	119.99	8	5	Joan Nathan's Passover Dinner for 8		
n/i		7-9	spiral cut ham	119.99	8	4	Easter Ham Dinner for 8		
n/i		7	leg of lamb	149.99	8	4	Signature Leg of Lamb Dinner for 8		
n/i		9	boneless ham	249.00	12	8	Grand Feast for 12		
NY	Fairway Market	n/i	4	beef brisket flat	245.00	8	6	Complete Passover Dinner	
		n/i	4	roasted chicken	245.00	8	6	Complete Passover Dinner	
		n/i	5	semi-bnls leg of lamb	229.00	8-10	4	Complete Easter Dinner	
		n/i	10	ABF whole turkey	150.00	6	4	Complete Easter Dinner	
		n/i	10	ABF whole turkey	290.00	12	4	Complete Easter Dinner	
		n/i	8	boneless ham	129.00	6	4	Complete Easter Dinner	
		n/i	8	boneless ham	2409.00	12	4	Complete Easter Dinner	

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

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

**Easter/Passover 2018  
STORE-PREPARED HOLIDAY DINNERS**

State	Supermarket	Brand	Weight (lb.)	Meat Item	Price	Serves	Sides	Conditions	
NY <i>(cont)</i>	Kings Food Markets	n/i	4	beef brisket	104.99	6	3	Passover Dinner Package	
		n/i	3.5-4	bone-in turkey breast	104.99	6	3	Passover Dinner Package	
		n/i	5	organic rotisserie chicken	84.99	6	3	Passover Dinner Package	
		n/i	3-4	lamb top round	109.99	6	3	Easter Dinner Package	
		n/i	4	half spiral cut ham	149.99	6	3	Easter Dinner Package	
		n/i	3-3.5	boneless turkey breast	104.99	6	3	Easter Dinner Package	
		Market 32 by Golub	Price Chopper	5	boneless ham	39.99	4-6	3	Holiday Ham Dinner
		Price Chopper - Golub	Price Chopper	5	boneless ham	39.99	4-6	3	Holiday Ham Dinner
		ShopRite	Empire	12-14	kosher whole turkey	139.99	8-10	6	Passover Turkey Dinner
		Stop & Shop	Boar's Head	7-9	boneless ham	69.99	4-6	6	Holiday Boneless Boar's Head Ham Dinner
	Boar's Head		7-9	boneless turkey	69.99	4-6	6	Holiday Boneless Boar's Head Turkey Dinner	
	Giant	n/i	7-9	spiral cut ham	59.99	4-6	6	Holiday Ham Dinner	
			9-11	whole turkey	59.99	4-6	8	Holiday Turkey Dinner	
	The Fresh Market	n/i	8-10	spiral cut ham	59.99	8-10	6	Easter Meal	
	Tops Markets	n/i	8	spiral cut ham	79.99	8-10	6	Easter Ham Dinner	
	Wegman's	n/i	7-8	spiral cut ham	140.00	10-12	5	Ham Dinner	
	Whole Foods - Northeast	n/i	4	beef brisket	149.99	8	5	Signature Brisket Dinner for 8	
		n/i	6	roasted chicken	119.99	8	5	Joan Nathan's Passover Dinner for 8	
		n/i	7-9	spiral cut ham	119.99	8	4	Easter Ham Dinner for 8	
		n/i	7	leg of lamb	149.99	8	4	Signature Leg of Lamb Dinner for 8	
n/i		9	boneless ham	249.00	12	8	Grand Feast for 12		
PA	Karns Quality Foods	Kunzler	5	boneless ham	54.99	6-8	4	Oven Ready Ham Dinner	
	Kuhn's Market	Sahlen's	5	boneless ham	69.99	6-8	4	Kuhn's Holiday Ham Dinner	
	McCaffrey's Food Markets	n/i	12-14	whole turkey	85.99	8-10	2	Roasted Turkey Dinner	
		n/i	5-6	boneless ham	89.99	8-10	5	Traditional Ham Dinner	
		n/i	7-8	spiral cut ham	89.99	8-10	5	Spiral Ham Dinner	
		n/i	4-5	racks of lamb	199.99	6	6	Roasted Rack of Lamb Dinner	
		n/i	6-7	beef prime rib	199.99	6-8	5	Prime Rib Roast Dinner	
		n/i	14-16	whole turkey	159.99	12-16	9	Gourmet Turkey Dinner	
		n/i	2.5-3	bone-in turkey breast	59.99	4-6	2	Turkey Breast Dinner	
	Price Chopper - Golub	Price Chopper	5	boneless ham	39.99	4-6	3	Holiday Ham Dinner	
	ShopRite	Empire	12-14	kosher whole turkey	139.99	8-10	6	Passover Turkey Dinner	
	The Fresh Market	n/i	8-10	spiral cut ham	59.99	8-10	6	Easter Meal	
	Tops Markets	n/i	8	spiral cut ham	79.99	8-10	6	Easter Ham Dinner	
	Wegman's	n/i	7-8	spiral cut ham	140.00	10-12	5	Ham Dinner	



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

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

**Easter/Passover 2018  
STORE-PREPARED HOLIDAY DINNERS**

State	Supermarket	Brand	Weight (lb.)	Meat Item	Price	Serves	Sides	Conditions
PA <i>(cont)</i>	Whole Foods - Mid-Atlantic	n/i	5	beef brisket	249.99	12	12	Passover Dinner for 12
		n/i	6	roasted chicken	119.99	8	5	Joan Nathan's Passover Dinner for 8
		n/i	9/2.6	spiral ham/leg of lamb	249.99	12	10	Easter Feast for 12
		n/i		spiral cut ham	119.99	8	4	Easter Ham Dinner for 8
RI	Stop & Shop	Boar's Head	7-9	boneless ham	69.99	4-6	6	Holiday Boneless Boar's Head Ham Dinner
		Boar's Head	7-9	boneless turkey	69.99	4-6	6	Holiday Boneless Boar's Head Turkey Dinner
		Giant	7-9	spiral cut ham	59.99	4-6	6	Holiday Ham Dinner
		n/i	9-11	whole turkey	59.99	4-6	8	Holiday Turkey Dinner
	Whole Foods - North Atlantic	n/i	7-9	spiral cut ham	119.99	8	4	Easter Ham Dinner for 8
		n/i	6	roasted chicken	119.99	8	5	Joan Nathan's Passover Dinner for 8
VT	Price Chopper - Golub	Price Chopper	5	boneless ham	39.99	4-6	3	Holiday Ham Dinner
	Tops Markets	n/i	8	spiral cut ham	79.99	8-10	6	Easter Ham Dinner

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

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

**Easter/Passover 2018  
STORE-PREPARED HOLIDAY DINNERS**

State	Supermarket	Brand	Weight (lb.)	Meat Item	Price	Serves	Sides	Conditions
<b>SOUTHEASTERN U.S. - AL,FL,GA,KY,MS,NC,SC,TN,VA,WV</b>								
<b>AL</b>	Ingle's Markets	Carando	3-5	boneless ham	35.99	6-8	3	Easter Ham Dinner
	Kroger Atlanta	Private Selection	7-9	spiral cut ham	49.99	6	4	Spiral Sliced Ham Dinner
	Kroger Nashville	Private Selection	7-9	spiral cut ham	44.99	6	4	Spiral Sliced Ham Dinner
	Publix	Butterball	16-18	whole turkey	84.99	14-18	5	Large Turkey Dinner
		Butterball	5-7	bone-in turkey breast	54.99	7-10	5	Turkey Breast Dinner
		Boar's Head	4.5-5.5	boneless ham	54.99	7-10	3	Sliced Ham Dinner
	Rouses Supermarket	n/i	8-10	spiral cut ham	69.99	4-6	6	Spiral Ham Dinner
		n/i	10-12	whole turkey	79.99	4-6	6	Turkey Dinner
	The Fresh Market	n/i	8-10	spiral cut ham	59.99	8-10	6	Easter Meal
	Whole Foods - South	n/i	6	roasted chicken	119.99	8	5	Joan Nathan's Passover Dinner for 8
n/i		7-9	spiral cut ham	119.99	8	4	Easter Ham Dinner for 8	
<b>FL</b>	Publix	Butterball	16-18	whole turkey	84.99	14-18	5	Large Turkey Dinner
		Butterball	5-7	bone-in turkey breast	54.99	7-10	5	Turkey Breast Dinner
		Boar's Head	4.5-5.5	boneless ham	54.99	7-10	3	Sliced Ham Dinner
	The Fresh Market	n/i	8-10	spiral cut ham	59.99	8-10	6	Easter Meal
	Whole Foods - Florida	n/i	6	roasted chicken	119.99	8	5	Joan Nathan's Passover Dinner for 8
n/i		7-9	spiral cut ham	119.99	8	4	Easter Ham Dinner for 8	
<b>GA</b>	Food City	Food City	7-9	spiral cut ham	51.99	6-8	4	Spiral Ham Dinner
		Butterball	10-12	whole turkey	50.99	6-8	5	Classic Butterball Turkey Dinner
		Butterball	16-18	whole turkey	75.99	8-10	5	Big Turkey Dinner
		Butterball	16-18	whole turkey	94.99	12-14	5	Big Turkey Dinner
		Butterball	2.5	bone-in turkey breast	64.99	6-8	5	Turkey Breast Dinner
		Butterball	4	bone-in turkey breast	44.99	4-6	5	Turkey Breast Dinner
	Ingle's Markets	Carando	3-5	boneless ham	35.99	6-8	3	Easter Ham Dinner
		Private Selection	7-9	spiral cut ham	49.99	6	4	Spiral Sliced Ham Dinner
	Kroger Atlanta	Butterball	16-18	whole turkey	84.99	14-18	5	Large Turkey Dinner
		Butterball	5-7	bone-in turkey breast	54.99	7-10	5	Turkey Breast Dinner
		Boar's Head	4.5-5.5	boneless ham	54.99	7-10	3	Sliced Ham Dinner
	Publix	n/i	8-10	spiral cut ham	59.99	8-10	6	Easter Meal
		n/i	6	roasted chicken	119.99	8	5	Joan Nathan's Passover Dinner for 8
	The Fresh Market	n/i	7-9	spiral cut ham	119.99	8	4	Easter Ham Dinner for 8
	Whole Foods - South	n/i	4-5	boneless ham	39.99	8-12	5	Traditional Ham Dinner
n/i		8-10	spiral cut ham	79.99	12-16	5	Deluxe Ham Dinner	
n/i		10-12	whole turkey	59.99	8-12	6	Traditional Turkey Dinner	
n/i		16-18	whole turkey	89.99	12-16	6	Deluxe Turkey Dinner	

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

**Easter/Passover 2018**

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

**STORE-PREPARED HOLIDAY DINNERS**

State	Supermarket	Brand	Weight (lb.)	Meat Item	Price	Serves	Sides	Conditions
KY <i>(cont)</i>	Food City	Food City	7-9	spiral cut ham	51.99	6-8	4	Spiral Ham Dinner
		Butterball	10-12	whole turkey	50.99	6-8	5	Classic Butterball Turkey Dinner
		Butterball	16-18	whole turkey	75.99	8-10	5	Big Turkey Dinner
		Butterball	16-18	whole turkey	94.99	12-14	5	Big Turkey Dinner
		Butterball	2.5	bone-in turkey breast	64.99	6-8	5	Turkey Breast Dinner
		Butterball	4	bone-in turkey breast	44.99	4-6	5	Turkey Breast Dinner
	IGA Houchen's	Gabe's	7-8	spiral cut ham	49.99	6-8	6	Spiral Sliced Ham Dinner
	Kroger Cincinnati	Private Selection	7-9	spiral cut ham	49.99	6	4	Spiral Sliced Ham Dinner
	Kroger Delta	Private Selection	7-9	spiral cut ham	49.99	6	4	Spiral Sliced Ham Dinner
	Kroger Mid-Atlantic	Private Selection	7-9	spiral cut ham	49.99	6	4	Spiral Sliced Ham Dinner
	Kroger Mid-South	Private Selection	7-9	spiral cut ham	49.99	6	4	Spiral Sliced Ham Dinner
	Kroger Nashville	Private Selection	7-9	spiral cut ham	44.99	6	4	Spiral Sliced Ham Dinner
	The Fresh Market	n/i	8-10	spiral cut ham	59.99	8-10	6	Easter Meal
	Whole Foods - Mid-Atlantic	n/i	5	beef brisket	249.99	12	12	Passover Dinner for 12
		n/i	6	roasted chicken	119.99	8	5	Joan Nathan's Passover Dinner for 8
n/i		9/2.6	spiral ham/leg of lamb	249.99	12	10	Easter Feast for 12	
	n/i		spiral cut ham	119.99	8	4	Easter Ham Dinner for 8	
MS	Kroger Delta	Private Selection	7-9	spiral cut ham	49.99	6	4	Spiral Sliced Ham Dinner
	Rouses Supermarket	n/i	8-10	spiral cut ham	69.99	4-6	6	Spiral Ham Dinner
		n/i	10-12	whole turkey	79.99	4-6	6	Turkey Dinner
	The Fresh Market	n/i	8-10	spiral cut ham	59.99	8-10	6	Easter Meal
	Whole Foods - South	n/i	6	roasted chicken	119.99	8	5	Joan Nathan's Passover Dinner for 8
n/i		7-9	spiral cut ham	119.99	8	4	Easter Ham Dinner for 8	
NC	Ingle's Markets	Carando	3-5	boneless ham	35.99	6-8	3	Easter Ham Dinner
	Kroger Mid-Atlantic	Private Selection	7-9	spiral cut ham	49.99	6	4	Spiral Sliced Ham Dinner
	Publix	Butterball	16-18	whole turkey	84.99	14-18	5	Large Turkey Dinner
		Butterball	5-7	bone-in turkey breast	54.99	7-10	5	Turkey Breast Dinner
		Boar's Head	4.5-5.5	boneless ham	54.99	7-10	3	Sliced Ham Dinner
	The Fresh Market	n/i	8-10	spiral cut ham	59.99	8-10	6	Easter Meal
	Whole Foods - South	n/i	6	roasted chicken	119.99	8	5	Joan Nathan's Passover Dinner for 8
n/i		7-9	spiral cut ham	119.99	8	4	Easter Ham Dinner for 8	
SC	Ingle's Markets	Carando	3-5	boneless ham	35.99	6-8	3	Easter Ham Dinner
	Kroger Atlanta	Private Selection	7-9	spiral cut ham	49.99	6	4	Spiral Sliced Ham Dinner
	Publix	Butterball	16-18	whole turkey	84.99	14-18	5	Large Turkey Dinner
		Butterball	5-7	bone-in turkey breast	54.99	7-10	5	Turkey Breast Dinner
		Boar's Head	4.5-5.5	boneless ham	54.99	7-10	3	Sliced Ham Dinner
	The Fresh Market	n/i	8-10	spiral cut ham	59.99	8-10	6	Easter Meal

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

**Easter/Passover 2018**

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

**STORE-PREPARED HOLIDAY DINNERS**

State	Supermarket	Brand	Weight (lb.)	Meat Item	Price	Serves	Sides	Conditions
SC (cont)	Whole Foods - South	n/i	6	roasted chicken	119.99	8	5	Joan Nathan's Passover Dinner for 8
		n/i	7-9	spiral cut ham	119.99	8	4	Easter Ham Dinner for 8
TN	Food City	Food City	7-9	spiral cut ham	51.99	6-8	4	Spiral Ham Dinner
		Butterball	10-12	whole turkey	50.99	6-8	5	Classic Butterball Turkey Dinner
		Butterball	16-18	whole turkey	75.99	8-10	5	Big Turkey Dinner
		Butterball	16-18	whole turkey	94.99	12-14	5	Big Turkey Dinner
		Butterball	2.5	bone-in turkey breast	64.99	6-8	5	Turkey Breast Dinner
		Butterball	4	bone-in turkey breast	44.99	4-6	5	Turkey Breast Dinner
	IGA Houchen's	Gabe's	7-8	spiral cut ham	49.99	6-8	6	Spiral Sliced Ham Dinner
	Ingle's Markets	Carando	3-5	boneless ham	35.99	6-8	3	Easter Ham Dinner
	Kroger Delta	Private Selection	7-9	spiral cut ham	49.99	6	4	Spiral Sliced Ham Dinner
	Kroger Mid-Atlantic	Private Selection	7-9	spiral cut ham	49.99	6	4	Spiral Sliced Ham Dinner
	Kroger Nashville	Private Selection	7-9	spiral cut ham	44.99	6	4	Spiral Sliced Ham Dinner
	Publix	Butterball	16-18	whole turkey	84.99	14-18	5	Large Turkey Dinner
		Butterball	5-7	bone-in turkey breast	54.99	7-10	5	Turkey Breast Dinner
		Boar's Head	4.5-5.5	boneless ham	54.99	7-10	3	Sliced Ham Dinner
	The Fresh Market	n/i	8-10	spiral cut ham	59.99	8-10	6	Easter Meal
	Whole Foods - South	n/i	6	roasted chicken	119.99	8	5	Joan Nathan's Passover Dinner for 8
		n/i	7-9	spiral cut ham	119.99	8	4	Easter Ham Dinner for 8
VA	Food City	Food City	7-9	spiral cut ham	51.99	6-8	4	Spiral Ham Dinner
		Butterball	10-12	whole turkey	50.99	6-8	5	Classic Butterball Turkey Dinner
		Butterball	16-18	whole turkey	75.99	8-10	5	Big Turkey Dinner
		Butterball	16-18	whole turkey	94.99	12-14	5	Big Turkey Dinner
		Butterball	2.5	bone-in turkey breast	64.99	6-8	5	Turkey Breast Dinner
		Butterball	4	bone-in turkey breast	44.99	4-6	5	Turkey Breast Dinner
	IGA Houchen's	Gabe's	7-8	spiral cut ham	49.99	6-8	6	Spiral Sliced Ham Dinner
	Ingle's Markets	Carando	3-5	boneless ham	35.99	6-8	3	Easter Ham Dinner
	Kroger Mid-Atlantic	Private Selection	7-9	spiral cut ham	49.99	6	4	Spiral Sliced Ham Dinner
	Publix	Butterball	16-18	whole turkey	84.99	14-18	5	Large Turkey Dinner
		Butterball	5-7	bone-in turkey breast	54.99	7-10	5	Turkey Breast Dinner
		Boar's Head	4.5-5.5	boneless ham	54.99	7-10	3	Sliced Ham Dinner
	The Fresh Market	n/i	8-10	spiral cut ham	59.99	8-10	6	Easter Meal
	Wegman's	n/i	7-8	spiral cut ham	140.00	10-12	5	Ham Dinner
	Whole Foods - Mid-Atlantic	n/i	5	beef brisket	249.99	12	12	Passover Dinner for 12
		n/i	6	roasted chicken	119.99	8	5	Joan Nathan's Passover Dinner for 8
		n/i	9/2.6	spiral ham/leg of lamb	249.99	12	10	Easter Feast for 12
n/i			spiral cut ham	119.99	8	4	Easter Ham Dinner for 8	

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**Easter/Passover 2018  
STORE-PREPARED HOLIDAY DINNERS**

State	Supermarket	Brand	Weight (lb.)	Meat Item	Price	Serves	Sides	Conditions
WV	Kroger Columbus	Private Selection	7-9	spiral cut ham	49.99	6	4	Spiral Sliced Ham Dinner
	Kroger Mid-Atlantic	Private Selection	7-9	spiral cut ham	49.99	6	4	Spiral Sliced Ham Dinner
	Riesbeck's Food Markets	Riesbeck's	5	boneless tavern ham	69.99	8-10	5	Easter Ham Dinner
		Riesbeck's	4-5	beef prime rib	119.99	8-10	5	Easter Prime Rib Dinner
		n/i	2-4	boneless ham	49.99	4	5	Easter Small Ham Dinner

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**Easter/Passover 2018  
STORE-PREPARED HOLIDAY DINNERS**

State	Supermarket	Brand	Weight (lb.)	Meat Item	Price	Serves	Sides	Conditions
<b>MIDWESTERN U.S. - IA,IL,IN,MI,MN,ND,NE,OH,SD,WI</b>								
IA	Family Fare	Open Acres	8	spiral cut ham	49.99	6-8	5	Traditional Spiral Ham Dinner
		n/i	2.25	spiral bnl's ham	19.99	2	4	Ham Dinner for Two
	Hy-Vee	n/i	8-10	spiral cut ham	149.99	12	5	Spiral Sliced Ham Dinner
		No Frills Supermarkets	Open Acres	8	spiral cut ham	49.99	6-8	5
	n/i		2.25	spiral bnl's ham	19.99	2	4	Ham Dinner for Two
	Price Chopper	n/i	10-12/7-9	smkd turkey/ham	199.99	14-18	7	Family Buffet
		n/i	10-12/7-9	whole turkey/ham	199.99	14-18	7	Family Buffet
		n/i	7-9	spiral cut ham	119.99	8-10	7	Gatherings Spiral Sliced Ham Meal
		n/i	10-14	smoked whole turkey	119.99	8-10	7	Gatherings Turkey Meal
		n/i	10-14	whole turkey	119.99	8-10	7	Gatherings Turkey Meal
		n/i	7-9	spiral cut ham	79.99	6-8	6	Traditional Spiral Sliced Ham Meal
		n/i	10-14	smoked whole turkey	79.99	6-8	6	Traditional Turkey Meal
		n/i	10-14	whole turkey	79.99	6-8	6	Traditional Turkey Meal
		n/i	1.5	boneless turkey breast	39.99	2	4	Rotisserie Turkey Breast Meal
		n/i	1.5	spiral cut ham	39.99	2	4	Spiral Sliced Ham Meal
	Whole Foods - Midwest	n/i	6	roasted chicken	119.99	8	5	Joan Nathan's Passover Dinner for 8
		n/i	7-9	spiral cut ham	119.99	8	4	Easter Ham Dinner for 8
IL	Angelo Caputo's Market	n/i	8-10	boneless ham	99.99	10-12	5	Homemade Holiday Feast - Ham
		n/i	6-8	leg of lamb	129.99	10-12	5	Homemade Holiday Feast - Lamb
	County Market - NFI	Kretschmar	7-9	boneless ham	70.00	6-8	6	Kretschmar Easter Ham Dinner For the Family
		Kretschmar	3-5	boneless ham	35.00	4	5	Kretschmar Easter Ham Dinner For 4
	Cub Foods	Kretschmar	6	boneless ham	59.99	6-8	4	Easter Dinner
	Dierberg's	Bob's Smokehouse	6-8	boneless ham	59.99	4	4	Bob's Smokehouse Signature Ham Dinner
		Bob's Smokehouse	6-8	boneless ham	119.99	8	4	Bob's Smokehouse Signature Ham Dinner
	n/i	3-5	boneless turkey breast	62.49	4	4	Carved Smoked Breast of Turkey Dinner	
	n/i	3-5	boneless turkey breast	124.99	8	4	Carved Smoked Breast of Turkey Dinner	
	n/i	6-8	boneless ham	59.99	4	4	Honey-Crusted Boneless Sliced Ham Dinner	
	n/i	6-8	boneless ham	119.99	8	4	Honey-Crusted Boneless Sliced Ham Dinner	
	n/i	5	beef brisket	64.99	4	4	Roasted Beef Brisket Dinner	
	n/i	5	beef brisket	129.99	8	4	Roasted Beef Brisket Dinner	
	n/i	3-4	beef prime rib	109.99	4	4	Prime Rib Dinner	
	n/i	3-4	beef prime rib	219.99	8	4	Prime Rib Dinner	
	n/i	7-8	CC boneless pork loin	59.99	4	4	Signature Roasted Pork Loin Dinner	
	n/i	7-8	CC boneless pork loin	119.99	8	4	Signature Roasted Pork Loin Dinner	
	Hy-Vee	n/i	8-10	spiral cut ham	149.99	12	5	Spiral Sliced Ham Dinner
	IGA Houchen's	Gabe's	7-8	spiral cut ham	49.99	6-8	6	Spiral Sliced Ham Dinner
	Kroger Mid-South	Private Selection	7-9	spiral cut ham	49.99	6	4	Spiral Sliced Ham Dinner

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

**Easter/Passover 2018  
STORE-PREPARED HOLIDAY DINNERS**

State	Supermarket	Brand	Weight (lb.)	Meat Item	Price	Serves	Sides	Conditions
IL (cont)	Mariano's Fresh Market	n/i	8-10	spiral cut ham	65.00	6-8	6	Easter Ham Dinner
	Shop'n Save	Kretschmar	6	spiral cut ham	59.99	6-8	4	Easter Dinner
	Sunset Foods	n/i	3	beef brisket	119.99	6	5	Passover Brisket Dinner
	The Fresh Market	n/i	8-10	spiral cut ham	59.99	8-10	6	Easter Meal
	Whole Foods - Midwest	n/i	6	roasted chicken	119.99	8	5	Joan Nathan's Passover Dinner for 8
			n/i	7-9	spiral cut ham	119.99	8	4
IN	County Market - NFI	Kretschmar	7-9	boneless ham	70.00	6-8	6	Kretschmar Easter Ham Dinner For the Family
		Kretschmar	3-5	boneless ham	35.00	4	5	Kretschmar Easter Ham Dinner For 4
	IGA Houchen's	Gabe's	7-8	spiral cut ham	49.99	6-8	6	Spiral Sliced Ham Dinner
	Kroger Cincinnati	Private Selection	7-9	spiral cut ham	49.99	6	4	Spiral Sliced Ham Dinner
	Kroger Mid-South	Private Selection	7-9	spiral cut ham	49.99	6	4	Spiral Sliced Ham Dinner
	Martin's Super Markets	n/i	5	spiral cut ham	85.95	10	4	Fireglazed Country Style Ham Dinner
		Smokehouse	5	boneless ham	89.95	10	4	Smokehouse Ham Dinner
	Strack & Van Til	n/i	8-10	spiral cut ham	59.99	6-8	4	Easter Spiral Ham Dinner
	The Fresh Market	n/i	8-10	spiral cut ham	59.99	8-10	6	Easter Meal
	Whole Foods - Midwest	n/i	6	roasted chicken	119.99	8	5	Joan Nathan's Passover Dinner for 8
		n/i	7-9	spiral cut ham	119.99	8	4	Easter Ham Dinner for 8
MI	Busch's	n/i	2-3	bone-in turkey breast	34.99	2-4	4	Busch's Kitchen Turkey Breast Meal
		Busch's	6.5-8	spiral cut ham	90.00	6-9	3	Busch's Spiral Sliced Ham Meal
		Busch's	8-9	spiral cut ham	110.00	9-12	3	Busch's Spiral Sliced Ham Meal
		Dearborn	6.5-8	spiral cut ham	105.00	6-9	3	Busch's Local Dearborn Spiral Ham Meal
		Dearborn	8-9	spiral cut ham	125.00	9-12	3	Busch's Local Dearborn Spiral Ham Meal
			n/i	5-6	beef rib roast	110.00	6-8	3
	D&W Fresh Market	Open Acres	8	spiral cut ham	54.99	6-8	5	Traditional Spiral Ham Dinner
		n/i	2.25	spiral bnl's ham	19.99	2	4	Ham Dinner for Two
	Family Fare	Open Acres	8	spiral cut ham	49.99	6-8	5	Traditional Spiral Ham Dinner
		n/i	2.25	spiral bnl's ham	19.99	2	4	Ham Dinner for Two
	Kroger Columbus	Private Selection	7-9	spiral cut ham	49.99	6	4	Spiral Sliced Ham Dinner
	Kroger Michigan	Private Selection	7-9	spiral cut ham	49.99	6	4	Spiral Sliced Ham Dinner
	Martin's Super Markets	n/i	5	spiral cut ham	85.95	10	4	Fireglazed Country Style Ham Dinner
		Smokehouse	5	boneless ham	89.95	10	4	Smokehouse Ham Dinner
		VG's Grocery	Open Acres	8	spiral cut ham	49.99	6-8	5
	Whole Foods - Midwest	n/i	2.25	spiral bnl's ham	19.99	2	4	Ham Dinner for Two
		n/i	6	roasted chicken	119.99	8	5	Joan Nathan's Passover Dinner for 8
		n/i	7-9	spiral cut ham	119.99	8	4	Easter Ham Dinner for 8
MN	Cub Foods	Kretschmar	6	boneless ham	59.99	6-8	4	Easter Dinner
	Econofoods	Open Acres	8	spiral cut ham	49.99	6-8	5	Traditional Spiral Ham Dinner
		n/i	2.25	spiral bnl's ham	19.99	2	4	Ham Dinner for Two

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State	Supermarket	Brand	Weight (lb.)	Meat Item	Price	Serves	Sides	Conditions
MN <i>(cont)</i>	Family Fare	Open Acres	8	spiral cut ham	49.99	6-8	5	Traditional Spiral Ham Dinner
		n/i	2.25	spiral bnl's ham	19.99	2	4	Ham Dinner for Two
	Family Fresh Market	Open Acres	8	spiral cut ham	49.99	6-8	5	Traditional Spiral Ham Dinner
		n/i	2.25	spiral bnl's ham	19.99	2	4	Ham Dinner for Two
	Hornbacher's	Kretschmar	6	spiral cut ham	59.99	6-8	4	Easter Ham Dinner
		n/i	1.15	boneless ham	24.99	2	5	Easter Dinner for 2
	Hugo's	n/i	4	boneless ham	54.99	6-8	5	Traditional Easter Dinner
		n/i	4	boneless ham	69.99	6-8	7	Deluxe Easter Dinner
	Hy-Vee	n/i	8-10	spiral cut ham	149.99	12	5	Spiral Sliced Ham Dinner
	Kowalski's	Kowalski's	7-8	spiral cut ham	119.99	8	5	Kowalski's Spiral-Cut Ham Dinner
	Lunds and Byerlys	Lunds and Byerlys	9	spiral cut half ham	139.99	6-8	6	Easter Ham Dinner
	Marketplace Foods	Cloverdale	7-8	boneless ham	89.99	8-10	6	Easter Dinner
		Sun Mart	Open Acres	8	spiral cut ham	49.99	6-8	5
	Whole Foods - Midwest	n/i	2.25	spiral bnl's ham	19.99	2	4	Ham Dinner for Two
		n/i	6	roasted chicken	119.99	8	5	Joan Nathan's Passover Dinner for 8
n/i		7-9	spiral cut ham	119.99	8	4	Easter Ham Dinner for 8	
ND	Dan's	Open Acres	8	spiral cut ham	49.99	6-8	5	Traditional Spiral Ham Dinner
	Family Fare	Open Acres	8	spiral cut ham	49.99	6-8	5	Traditional Spiral Ham Dinner
		n/i	2.25	spiral bnl's ham	19.99	2	4	Ham Dinner for Two
		n/i	6	spiral cut ham	59.99	6-8	4	Easter Ham Dinner
	Hornbacher's	Kretschmar	6	spiral cut ham	59.99	6-8	4	Easter Ham Dinner
		n/i	1.15	boneless ham	24.99	2	5	Easter Dinner for 2
	Hugo's	n/i	4	boneless ham	54.99	6-8	5	Traditional Easter Dinner
n/i		4	boneless ham	69.99	6-8	7	Deluxe Easter Dinner	
Marketplace Foods	Cloverdale	7-8	boneless ham	89.99	8-10	6	Easter Dinner	
NE	Family Fare	Open Acres	8	spiral cut ham	49.99	6-8	5	Traditional Spiral Ham Dinner
		n/i	2.25	spiral bnl's ham	19.99	2	4	Ham Dinner for Two
	Family Fresh Market	Open Acres	8	spiral cut ham	49.99	6-8	5	Traditional Spiral Ham Dinner
		n/i	2.25	spiral bnl's ham	19.99	2	4	Ham Dinner for Two
	Hy-Vee	n/i	8-10	spiral cut ham	149.99	12	5	Spiral Sliced Ham Dinner
	No Frills Supermarkets	Open Acres	8	spiral cut ham	49.99	6-8	5	Traditional Spiral Ham Dinner
		n/i	2.25	spiral bnl's ham	19.99	2	4	Ham Dinner for Two
	Sun Mart	Open Acres	8	spiral cut ham	49.99	6-8	5	Traditional Spiral Ham Dinner
		n/i	2.25	spiral bnl's ham	19.99	2	4	Ham Dinner for Two
Whole Foods - Midwest	n/i	6	roasted chicken	119.99	8	5	Joan Nathan's Passover Dinner for 8	
	n/i	7-9	spiral cut ham	119.99	8	4	Easter Ham Dinner for 8	
OH	Buehler Food Markets	n/i	6	spiral cut ham	79.99	8-10	6	Complete Easter Dinner
	IGA Houchen's	Gabe's	7-8	spiral cut ham	49.99	6-8	6	Spiral Sliced Ham Dinner
	Kroger Cincinnati	Private Selection	7-9	spiral cut ham	49.99	6	4	Spiral Sliced Ham Dinner



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

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

**Easter/Passover 2018  
STORE-PREPARED HOLIDAY DINNERS**

State	Supermarket	Brand	Weight (lb.)	Meat Item	Price	Serves	Sides	Conditions
OH <i>(cont)</i>	Kroger Columbus	Private Selection	7-9	spiral cut ham	49.99	6	4	Spiral Sliced Ham Dinner
	Kroger Mid-Atlantic	Private Selection	7-9	spiral cut ham	49.99	6	4	Spiral Sliced Ham Dinner
	Riesbeck's Food Markets	Riesbeck's	5	boneless tavern ham	69.99	8-10	5	Easter Ham Dinner
		Riesbeck's	4-5	beef prime rib	119.99	8-10	5	Easter Prime Rib Dinner
		n/i	2-4	boneless ham	49.99	4	5	Easter Small Ham Dinner
	The Fresh Market	n/i	8-10	spiral cut ham	59.99	8-10	6	Easter Meal
	Whole Foods - Mid-Atlantic	n/i	5	beef brisket	249.99	12	12	Passover Dinner for 12
		n/i	6	roasted chicken	119.99	8	5	Joan Nathan's Passover Dinner for 8
		n/i	9/2.6	spiral ham/leg of lamb	249.99	12	10	Easter Feast for 12
		n/i		spiral cut ham	119.99	8	4	Easter Ham Dinner for 8
	SD	Family Fare	Open Acres	8	spiral cut ham	49.99	6-8	5
n/i			2.25	spiral bnl's ham	19.99	2	4	Ham Dinner for Two
Hy-Vee		n/i	8-10	spiral cut ham	149.99	12	5	Spiral Sliced Ham Dinner
WI	Econofoods	Open Acres	8	spiral cut ham	49.99	6-8	5	Traditional Spiral Ham Dinner
		n/i	2.25	spiral bnl's ham	19.99	2	4	Ham Dinner for Two
	Family Fresh Market	Open Acres	8	spiral cut ham	49.99	6-8	5	Traditional Spiral Ham Dinner
		n/i	2.25	spiral bnl's ham	19.99	2	4	Ham Dinner for Two
	Festival Foods	n/i	2	boneless turkey	35.00	2-3	4	Small Dinner
		n/i	1.5	boneless ham	35.00	2-3	4	Small Dinner
		n/i	1.75	beef prime rib	40.00	2	4	Small Dinner
		n/i	5-6	boneless turkey	60.00	4-5	4	Medium Dinner
		n/i	3.5	boneless ham	60.00	4-5	4	Medium Dinner
		n/i	3.5	beef prime rib	75.00	4	4	Medium Dinner
		n/i	10-12	whole turkey	90.00	8-10	4	Large Dinner
		n/i	7	boneless ham	90.00	8-10	4	Large Dinner
		n/i	7	beef prime rib	140.00	8	4	Large Dinner
	Gordy's County Market	n/i	3-5	half boneless ham	75.00	8-10	5	Easter Dinner
	Hy-Vee	n/i	8-10	spiral cut ham	149.99	12	5	Spiral Sliced Ham Dinner
	Marketplace Foods	Cloverdale	7-8	boneless ham	89.99	8-10	6	Easter Dinner
	Sendik's Food Markets	n/i	7-9	boneless ham	119.00	6-8	3	Traditional Glazed Natural Ham Meal
	The Fresh Market	n/i	8-10	spiral cut ham	59.99	8-10	6	Easter Meal
	Trig's	n/i	8-10	spiral cut ham	89.00	8-10	3	Ham Dinner
		n/i	5	beef prime rib	119.00	8-10	3	Prime Rib Dinner
n/i		2.5	beef prime rib	59.00	4	3	Prime Rib Dinner	
Whole Foods - Midwest	n/i	6	roasted chicken	119.99	8	5	Joan Nathan's Passover Dinner for 8	
	n/i	7-9	spiral cut ham	119.99	8	4	Easter Ham Dinner for 8	

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

**Easter/Passover 2018**

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

**STORE-PREPARED HOLIDAY DINNERS**

State	Supermarket	Brand	Weight (lb.)	Meat Item	Price	Serves	Sides	Conditions	
<b>SOUTH CENTRAL U.S. - AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT</b>									
AR	Kroger Delta	Private Selection	7-9	spiral cut ham	49.99	6	4	Spiral Sliced Ham Dinner	
	The Fresh Market	n/i	8-10	spiral cut ham	59.99	8-10	6	Easter Meal	
	Whole Foods - Southwest	n/i	6	roasted chicken	119.99	8	5	Joan Nathan's Passover Dinner for 8	
		n/i	7-9	spiral cut ham	119.99	8	4	Easter Ham Dinner for 8	
AZ	Fry's	Private Selection	7-9	spiral cut ham	49.99	6	4	Spiral Sliced Ham Dinner	
	Smith's Food & Drug	Private Selection	7-9	spiral cut ham	49.99	6	4	Spiral Sliced Ham Dinner	
	Whole Foods - Sthrn Pacific	n/i	6	roasted chicken	119.99	8	5	Joan Nathan's Passover Dinner for 8	
n/i		7-9	spiral cut ham	119.99	8	4	Easter Ham Dinner for 8		
CO	King Soopers	Private Selection	7-9	spiral cut ham	49.99	6	4	Spiral Sliced Ham Dinner	
	Whole Foods - Rocky Mntrn	n/i	6	roasted chicken	119.99	8	5	Joan Nathan's Passover Dinner for 8	
		n/i	7-9	spiral cut ham	119.99	8	4	Easter Ham Dinner for 8	
KS	Hy-Vee	n/i	8-10	spiral cut ham	149.99	12	5	Spiral Sliced Ham Dinner	
		n/i	10-12/7-9	smkd turkey/ham	199.99	14-18	7	Family Buffet	
	Price Chopper	n/i	10-12/7-9	whole turkey/ham	199.99	14-18	7	Family Buffet	
		n/i	7-9	spiral cut ham	119.99	8-10	7	Gatherings Spiral Sliced Ham Meal	
		n/i	10-14	smoked whole turkey	119.99	8-10	7	Gatherings Turkey Meal	
		n/i	10-14	whole turkey	119.99	8-10	7	Gatherings Turkey Meal	
		n/i	7-9	spiral cut ham	79.99	6-8	6	Traditional Spiral Sliced Ham Meal	
		n/i	10-14	smoked whole turkey	79.99	6-8	6	Traditional Turkey Meal	
		n/i	10-14	whole turkey	79.99	6-8	6	Traditional Turkey Meal	
		n/i	1.5	boneless turkey breast	39.99	2	4	Rotisserie Turkey Breast Meal	
		n/i	1.5	spiral cut ham	39.99	2	4	Spiral Sliced Ham Meal	
		Whole Foods - Rocky Mntrn	n/i	6	roasted chicken	119.99	8	5	Joan Nathan's Passover Dinner for 8
			n/i	7-9	spiral cut ham	119.99	8	4	Easter Ham Dinner for 8
LA	Kroger Dallas/Houston	Private Selection	7-9	spiral cut ham	49.99	6	4	Spiral Sliced Ham Dinner	
	Rouses Supermarket	n/i	8-10	spiral cut ham	69.99	4-6	6	Spiral Ham Dinner	
		n/i	10-12	whole turkey	79.99	4-6	6	Turkey Dinner	
	The Fresh Market	n/i	8-10	spiral cut ham	59.99	8-10	6	Easter Meal	
	Whole Foods - Southwest	n/i	6	roasted chicken	119.99	8	5	Joan Nathan's Passover Dinner for 8	
		n/i	7-9	spiral cut ham	119.99	8	4	Easter Ham Dinner for 8	
MO	County Market - NFI	Kretschmar	7-9	boneless ham	70.00	6-8	6	Kretschmar Easter Ham Dinner For the Family	
		Kretschmar	3-5	boneless ham	35.00	4	5	Kretschmar Easter Ham Dinner For 4	
	Dierberg's	Bob's Smokehouse	6-8	boneless ham	59.99	4	4	Bob's Smokehouse Signature Ham Dinner	
		Bob's Smokehouse	6-8	boneless ham	119.99	8	4	Bob's Smokehouse Signature Ham Dinner	
		n/i	3-5	boneless turkey breast	62.49	4	4	Carved Smoked Breast of Turkey Dinner	
		n/i	3-5	boneless turkey breast	124.99	8	4	Carved Smoked Breast of Turkey Dinner	

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

**Easter/Passover 2018**

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

**STORE-PREPARED HOLIDAY DINNERS**

State	Supermarket	Brand	Weight (lb.)	Meat Item	Price	Serves	Sides	Conditions	
MO <i>(cont)</i>	Dierberg's <i>(continued)</i>	n/i	6-8	boneless ham	59.99	4	4	Honey-Crusted Boneless Sliced Ham Dinner	
		n/i	6-8	boneless ham	119.99	8	4	Honey-Crusted Boneless Sliced Ham Dinner	
		n/i	5	beef brisket	64.99	4	4	Roasted Beef Brisket Dinner	
		n/i	5	beef brisket	129.99	8	4	Roasted Beef Brisket Dinner	
		n/i	3-4	beef prime rib	109.99	4	4	Prime Rib Dinner	
		n/i	3-4	beef prime rib	219.99	8	4	Prime Rib Dinner	
		n/i	7-8	CC boneless pork loin	59.99	4	4	Signature Roasted Pork Loin Dinner	
		n/i	7-8	CC boneless pork loin	119.99	8	4	Signature Roasted Pork Loin Dinner	
		Hy-Vee	n/i	8-10	spiral cut ham	149.99	12	5	Spiral Sliced Ham Dinner
		Kroger Delta	Private Selection	7-9	spiral cut ham	49.99	6	4	Spiral Sliced Ham Dinner
		Price Chopper	n/i	10-12/7-9	smkd turkey/ham	199.99	14-18	7	Family Buffet
			n/i	10-12/7-9	whole turkey/ham	199.99	14-18	7	Family Buffet
			n/i	7-9	spiral cut ham	119.99	8-10	7	Gatherings Spiral Sliced Ham Meal
			n/i	10-14	smoked whole turkey	119.99	8-10	7	Gatherings Turkey Meal
	n/i		10-14	whole turkey	119.99	8-10	7	Gatherings Turkey Meal	
	n/i		7-9	spiral cut ham	79.99	6-8	6	Traditional Spiral Sliced Ham Meal	
	n/i		10-14	smoked whole turkey	79.99	6-8	6	Traditional Turkey Meal	
	n/i		10-14	whole turkey	79.99	6-8	6	Traditional Turkey Meal	
	Shop'n Save	Kretschmar	n/i	1.5	boneless turkey breast	39.99	2	4	Rotisserie Turkey Breast Meal
			n/i	1.5	spiral cut ham	39.99	2	4	Spiral Sliced Ham Meal
n/i			6	spiral cut ham	59.99	6-8	4	Easter Dinner	
Whole Foods - Midwest			n/i	6	roasted chicken	119.99	8	5	Joan Nathan's Passover Dinner for 8
		n/i	7-9	spiral cut ham	119.99	8	4	Easter Ham Dinner for 8	
NM	King Soopers	Private Selection	7-9	spiral cut ham	49.99	6	4	Spiral Sliced Ham Dinner	
	Smith's Food & Drug	Private Selection	7-9	spiral cut ham	49.99	6	4	Spiral Sliced Ham Dinner	
	Whole Foods - Rocky Mntn	n/i	6	roasted chicken	119.99	8	5	Joan Nathan's Passover Dinner for 8	
		n/i	7-9	spiral cut ham	119.99	8	4	Easter Ham Dinner for 8	
OK	The Fresh Market	n/i	8-10	spiral cut ham	59.99	8-10	6	Easter Meal	
	Whole Foods - Southwest	n/i	6	roasted chicken	119.99	8	5	Joan Nathan's Passover Dinner for 8	
		n/i	7-9	spiral cut ham	119.99	8	4	Easter Ham Dinner for 8	
TX	Kroger Dallas/Houston	Private Selection	7-9	spiral cut ham	49.99	6	4	Spiral Sliced Ham Dinner	
	Whole Foods - Southwest	n/i	6	roasted chicken	119.99	8	5	Joan Nathan's Passover Dinner for 8	
		n/i	7-9	spiral cut ham	119.99	8	4	Easter Ham Dinner for 8	
UT	King Soopers	Private Selection	7-9	spiral cut ham	49.99	6	4	Spiral Sliced Ham Dinner	
	Smith's Food & Drug	Private Selection	7-9	spiral cut ham	49.99	6	4	Spiral Sliced Ham Dinner	
	Whole Foods - Rocky Mntn	n/i	6	roasted chicken	119.99	8	5	Joan Nathan's Passover Dinner for 8	
		n/i	7-9	spiral cut ham	119.99	8	4	Easter Ham Dinner for 8	

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

**Easter/Passover 2018**

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**STORE-PREPARED HOLIDAY DINNERS**

State	Supermarket	Brand	Weight (lb.)	Meat Item	Price	Serves	Sides	Conditions
<b>SOUTHWESTERN U.S. - CA,HI,NV</b>								
<b>CA</b>	Gelson's Markets	n/i	10-12	whole turkey	130.99	8	7	Turkey Easter Meal
		n/i	7-9	spiral cut ham	122.99	6	5	Spiral-cut Ham Easter Dinner
		n/i	2-3	rotisserie chicken	74.99	4	7	Traditional Lemon Herb Chicken Passover Dinner
		n/i	1.5-3	free-range chickens	74.99	4	7	Traditional Free Range Chicken Passover Dinner
		n/i	2.5	beef brisket	79.99	4	7	Traditional Beef Brisket Passover Dinner
	Stater Bros.	Hormel	7-9	spiral cut ham	59.99	6-8	4	Spiral Sliced Ham Dinner
		Whole Foods - Nrth Calif.	n/i	6	roasted chicken	119.99	8	5
	Whole Foods - Sthrn Pacific	n/i	3.5	beef brisket	129.99	8	4	Classic Passover Dinner for 8
		n/i	7-9	spiral cut ham	119.99	8	4	Easter Ham Dinner for 8
		n/i	6	roasted chicken	119.99	8	5	Joan Nathan's Passover Dinner for 8
n/i		7-9	spiral cut ham	119.99	8	4	Easter Ham Dinner for 8	
<b>HI</b>	Whole Foods - Sthrn Pacific	n/i	6	roasted chicken	119.99	8	5	Joan Nathan's Passover Dinner for 8
		n/i	7-9	spiral cut ham	119.99	8	4	Easter Ham Dinner for 8
<b>NV</b>	Smith's Food & Drug	Private Selection	7-9	spiral cut ham	49.99	6	4	Spiral Sliced Ham Dinner
	Whole Foods - Nrth Calif.	n/i	6	roasted chicken	119.99	8	5	Joan Nathan's Passover Dinner for 8
		n/i	3.5	beef brisket	129.99	8	4	Classic Passover Dinner for 8
		n/i	7-9	spiral cut ham	119.99	8	4	Easter Ham Dinner for 8
	Whole Foods - Sthrn Pacific	n/i	6	roasted chicken	119.99	8	5	Joan Nathan's Passover Dinner for 8
		n/i	7-9	spiral cut ham	119.99	8	4	Easter Ham Dinner for 8

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**Easter/Passover 2018  
STORE-PREPARED HOLIDAY DINNERS**

State	Supermarket	Brand	Weight (lb.)	Meat Item	Price	Serves	Sides	Conditions
<b>NORTHWESTERN U.S. - AK,ID,MT,OR,WA,WY</b>								
<b>AK</b>	Fred Meyer	Private Selection	7-9	spiral cut ham	59.99	6	4	Spiral Sliced Ham Dinner
<b>ID</b>	Fred Meyer	Private Selection	7-9	spiral cut ham	49.99	6	4	Spiral Sliced Ham Dinner
	Smith's Food & Drug	Private Selection	7-9	spiral cut ham	49.99	6	4	Spiral Sliced Ham Dinner
	Whole Foods - Rocky Mntn	n/i	6	roasted chicken	119.99	8	5	Joan Nathan's Passover Dinner for 8
		n/i	7-9	spiral cut ham	119.99	8	4	Easter Ham Dinner for 8
<b>MT</b>	Smith's Food & Drug	Private Selection	7-9	spiral cut ham	49.99	6	4	Spiral Sliced Ham Dinner
<b>OR</b>	Fred Meyer	Private Selection	7-9	spiral cut ham	49.99	6	4	Spiral Sliced Ham Dinner
	Quality Food Centers	Private Selection	7-9	spiral cut ham	49.99	6	4	Spiral Sliced Ham Dinner
	Whole Foods - Pacific NW	n/i	6	roasted chicken	119.99	8	5	Joan Nathan's Passover Dinner for 8
		n/i	7-9	spiral cut ham	119.99	8	4	Easter Ham Dinner for 8
<b>WA</b>	Fred Meyer	Private Selection	7-9	spiral cut ham	49.99	6	4	Spiral Sliced Ham Dinner
	Haggen Northwest Fresh	n/i	5-7	spiral cut ham	79.99	4-6	5	Spiral Ham Complete Dinner
	Metropolitan Markets	Kurobuta	7-8	spiral cut ham	149.99	6-8	4	Easter Ham Dinner
	Quality Food Centers	Private Selection	7-9	spiral cut ham	49.99	6	4	Spiral Sliced Ham Dinner
	Whole Foods - Pacific NW	n/i	6	roasted chicken	119.99	8	5	Joan Nathan's Passover Dinner for 8
		n/i	7-9	spiral cut ham	119.99	8	4	Easter Ham Dinner for 8
<b>WY</b>	King Soopers	Private Selection	7-9	spiral cut ham	49.99	6	4	Spiral Sliced Ham Dinner
	Smith's Food & Drug	Private Selection	7-9	spiral cut ham	49.99	6	4	Spiral Sliced Ham Dinner