



United States
Department of
Agriculture

Agricultural
Marketing
Service

Livestock and
Poultry Program

Agricultural
Analytics
Division

Feature Advertising by U.S. Supermarkets Meat and Poultry

Memorial Day 2019

Advertised Prices effective through May 27, 2019



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

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

Chicken Cuts

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

Northeast.....	04
Southeast	21
Midwest	35
South Central.....	50
Southwest.....	61
Northwest	65

Fresh Pork Ribs, Chops, Cuts, and Sausage

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

Northeast.....	70
Southeast	88
Midwest	106
South Central.....	125
Southwest.....	139
Northwest	144

Beef Steaks and Grinds

Ground beef, beef patties, various beef steaks for grilling and whole briskets for smoking.

Northeast.....	150
Southeast	172
Midwest	191
South Central.....	209
Southwest.....	223
Northwest	227

Lamb Roasts, Chops, and Grinds

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

Northeast.....	234
Southeast	237
Midwest	238
South Central.....	239
Southwest.....	239
Northwest	240

Ground Poultry

Ground turkey and chicken grinds, sausage, and patties.

Northeast.....	241
Southeast	248
Midwest	252
South Central.....	256
Southwest.....	258
Northwest	259

Shell Eggs

Caged and Cage-Free Varieties

Northeast.....	252
Southeast.....	260
Midwest.....	264
South Central.....	267
Southwest.....	269
Northwest.....	271

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

Report Notes and Key to Abbreviations:

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

Code Key:

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

Beef Conditions Key:

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

U.S. Regional Definitions:

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

Lamb Origin Codes:

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

Shell Egg Codes:

JBJumbo
XLExtra Large
LGLarge
MDMedium
SMSmall
WHWhite
BRBrown

Cage-Free Production Systems

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

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2019

prices in \$US per pound unless otherwise noted.

CHICKEN

State	Supermarket	Brand	Key	B/S Breast		B/S Thighs		Split Breast		Wings		Thighs		Drumsticks		Leg Quarters		IQF		Fried 8-piece	
				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	Breast	Tender		
NORTHEASTERN U.S. - CT,DC,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT																					
CT	ACME Markets	n/i			1.99																
		Perdue	A	4.49	2.99			BOGO				BOGO		BOGO							5.00
		Lancaster Brand		4.49	2.99			BOGO				BOGO		BOGO							
		O Organics	O	6.99																	
		Adams IGA	Farm Fresh										1.00		1.00						
			n/i		2.99																
		AF Basket	Farm Fresh										0.99		0.99						
			Springer Mountain	A			2.69														
		AG New England	n/i					1.79									0.69				
		ALDI	Kirkwood																1.87		
			n/i		1.69		1.69														
		Best Market	n/i		1.97		2.77						0.87		0.87	0.87					
			Farmer Focus	O	6.49																
		Big Y	Big Y	A									1.69		1.69						
			n/i																		7.49
		Bravo	Perdue	A					1.49								0.69				
			Harvestland	A	5.99																
		Cherry Valley	n/i														0.49				
			Harvestland	A	5.59																
		Compare Foods	Farm Fresh														0.59				
			Harvestland	A	5.99																
		Springer Mountain	A			2.99															
	C-Town	n/i		1.79																	
		Perdue	A											1.19							
		Harvestland	A	5.99																	
	Fairway	n/i		1.99																	
	Food Bazaar	n/i		1.99										0.99							
		Natures Sensation	A			2.99				2.99		1.69		1.69							
	Geissler's	n/i		2.59																	
	Highland Park	Bell & Evans	A	4.99																	
	IGA New England	Springer Mountain	A			2.99															
		Perdue	A													0.79					
		n/i				3.49															

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2019

prices in \$US per pound unless otherwise noted.

CHICKEN

State	Supermarket	Brand	Key	B/S Breast		B/S Thighs		Split Breast		Wings		Thighs		Drumsticks		Leg Quarters		IQF		Fried 8-piece	
				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	Breast	Tender		
CT (cont)	Key Food	Perdue	A	3.99								1.29		1.29	0.99						
		Urban Meadow		3.49																	
		Urban Meadow	O	7.99																	
		Nature's Sensation	A	4.99																	
	Kings Markets	Harvestland	O			5.99															
		Bell & Evans	A				3.49														
	Price Chopper	Mary's	A							2.99											
		Market 32							1.49				0.88		0.88	0.88					
	Price Rite	Tyson	A		2.99												0.59				
	Save-a-Lot	n/i			1.49																
	ShopRite	Perdue	A		3.17	2.09							1.19		1.19						5.99
	Stew Leonard's	Stew Leonard's	O		6.99																
		Stew's Naked	A		2.99																
	Stop & Shop	Stop & Shop			1.99		1.99														
		Nature's Promise	A						1.69				1.69		1.69						
	Trader Joe's	Trader Joe's	O										1.99								
	Walmart	Tyson	A												1.26						
		Great Value																	1.88		
	n/i																			6.23	
	Whole Foods	365 Everyday	O	6.99																	
DC	ALDI	Kirkwood																	1.87		
		n/i			1.69		1.69														
	Giant Food	Nature's Promise	A									1.69		1.69							
		Nature's Promise	O		6.99																
	Harris Teeter	Giant			1.99		1.99						1.49		1.49						
		Harris Teeter							1.49		1.49										
	Safeway Eastern	Signature Farms										0.99		0.99	0.99						
	Save-a-Lot	n/i			1.49																
	Trader Joe's	Trader Joe's	O										1.99								
	Walmart	Tyson	A												1.26						
Great Value																		1.88			
	n/i																			6.23	
	Whole Foods	365 Everyday	O	6.99																	

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2019

prices in \$US per pound unless otherwise noted.

CHICKEN

State	Supermarket	Brand	Key	B/S Breast		B/S Thighs		Split Breast		Wings		Thighs		Drumsticks		Leg Quarters		IQF		Fried 8-piece		
				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	Breast	Tender			
DE	ACME Markets	n/i			1.99																	
		Perdue	A	4.49	2.99			BOGO				BOGO		BOGO								
		Lancaster Brand		4.49	2.99			BOGO				BOGO		BOGO								5.00
			O Organics	O	6.99																	
	ALDI		Kirkwood			1.69		1.69												1.87		
	Food Lion		Food Lion					1.49					1.39		1.39							
			n/i									1.99						0.59				6.99
	Fresh Grocer		Perdue	A								1.88					0.99					5.99
			n/i																			
	Giant Food		Nature's Promise	A										1.69		1.69						
			Nature's Promise	O	6.99																	
			Giant			1.99		1.99						1.49		1.49						
	Great Valu Markets		Tyson	A							2.79			0.99		0.99						
			Perdue	A													0.79					
			Shoppers Value																		1.39	
			Harvestland	O			6.99															
	Harris Teeter		Harris Teeter						1.49			1.49										
	IGA Stores - NJ/PA		Allen's			2.69								0.99		0.99						
			Harvestland	O											3.49							
	Lidl		Sanderson Farms					1.99				1.79				1.29						
	Redner's		n/i			1.88								0.98		0.98						
			Perdue	A	3.98																	
	Safeway Eastern		Signature Farms											0.99		0.99	0.99					
	Save-a-Lot		n/i			1.49																
	ShopRite		Perdue	A		3.17	2.09							1.19		1.19						5.99
	ShurSave		n/i			1.99	2.79				2.79						1.19					
	Trader Joe's		Trader Joe's	O											1.99							
	Walmart		Tyson	A												1.26						
		Great Value																	1.88			
		n/i																			6.23	
Weis Markets		n/i				2.29																
		Weis										1.39		1.39							6.40	

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2019

prices in \$US per pound unless otherwise noted.

CHICKEN

State	Supermarket	Brand	Key	B/S Breast		B/S Thighs		Split Breast		Wings		Thighs		Drumsticks		Leg Quarters		IQF		Fried 8-piece		
				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	Breast	Tender			
MA	Adams IGA	Farm Fresh											1.00		1.00							
		n/i		2.99																		
	AF Basket	Farm Fresh											0.99		0.99							
		Springer Mountain	A			2.69																
	AG New England	n/i					1.79										0.69					
	ALDI	Kirkwood																	1.87			
		n/i			1.69		1.69															
	Associated	Farm Fresh																				
		Harvestland	A	5.99																		
		Springer Mountain	A			2.99																
	Big Y	Big Y	A										1.69		1.69							
		n/i																				7.49
	Bravo	Perdue	A						1.49													
		Harvestland	A	5.99																		
	Crosby's	n/i												0.99								
	C-Town	n/i			1.79																	
		Perdue	A													1.19						
		Harvestland	A	5.99																		
	Donelan's	n/i		3.49	1.99																	
		Bell & Evans	A	6.59																		
	Food City Market	n/i							1.69													
	Geissler's	n/i		2.59																		
	Hannaford	Hannaford							0.99									0.99				
	Nature's Promise	A	3.99																			
H-Mart	n/i									2.49												
Key Food	Perdue	A	3.99																			
	Urban Meadow		3.49																			
	Urban Meadow	O	7.99																			
	Nature's Sensation	A	4.99																			
	Harvestland	O			5.99																	
Market Basket	Market Basket											0.89	0.89	0.89	0.89	0.89						
	Market Basket	A			2.49	2.49																
	Harvestland	O	6.49																			
McKinnon's	n/i			1.88																		

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2019

prices in \$US per pound unless otherwise noted.

CHICKEN

State	Supermarket	Brand	Key	B/S Breast		B/S Thighs		Split Breast		Wings		Thighs		Drumsticks		Leg Quarters		IQF		Fried 8-piece		
				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	Breast	Tender			
MA (cont)	Price Chopper	Market 32							1.49				0.88		0.88	0.88						
		Tyson	A		2.99												0.59					
	Price Rite	Tyson	A																			
	Roche Bros.	Bell & Evans	A			3.99																
		Roche Bros.	O			4.99																
		n/i			2.99																	
	Save-a-Lot	n/i			1.49																	
	Seabra Foods	Perdue	A					1.99									0.89					
	Shaw's	n/i			2.79		1.49															5.00
		Open Nature	A		3.99					2.99												
		Signature Farms										0.88		0.88		0.88						
	Star Market	n/i			1.77		1.77															
		Open Nature	A							2.99												
	Stop & Shop	Stop & Shop			1.99		1.99															
		Nature's Promise	A						1.69				1.69		1.69							
	Trader Joe's	Trader Joe's	O										1.99									
	Walmart	Tyson	A											1.26								
Great Value																	1.88				6.23	
	n/i																					
Wegman's	Wegman's			3.99	1.79	3.69		1.88		2.79		0.99		0.79	0.49							
	Wegman's	A		4.49		4.29	3.69		4.29		2.29		1.99									
	Wegman's	O		7.99	5.99	5.89	4.89	5.99	4.69		3.99		2.99	1.99								
Whole Foods	365 Everyday	O		6.99																		
MD	99 Ranch Market	n/i														1.99						
	ACME Markets	n/i			1.99																	
		Perdue	A		4.49	2.99			BOGO				BOGO		BOGO							
		Lancaster Brand			4.49	2.99			BOGO				BOGO		BOGO							5.00
		O Organics	O		6.99																	
	ALDI	Kirkwood																	1.87			
		n/i			1.69		1.69															
Food Lion	Food Lion							1.49				1.39		1.39								
	n/i									1.99						0.59					6.99	
Giant Eagle	Nature's Basket	A		3.99																		
	Giant Eagle							1.99														

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2019

prices in \$US per pound unless otherwise noted.

CHICKEN

State	Supermarket	Brand	Key	B/S Breast		B/S Thighs		Split Breast		Wings		Thighs		Drumsticks		Leg Quarters		IQF		Fried 8-piece	
				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	Breast	Tender		
MD (cont)	Giant Food	Nature's Promise	A									1.69		1.69							
		Nature's Promise	O	6.99																	
	Graul's Market	Giant			1.99		1.99							1.49		1.49					
		Perdue	A	2.79																	
	Great Valu Markets	Tyson	A							2.79				0.99		0.99					
		Perdue	A														0.79			1.39	
	Green Valley	Shoppers Value																			
		Harvestland	O				6.99														
		Perdue	A											0.99		0.99					
		Bell & Evans	A				3.79								2.99						
	Harris Teeter	Harvestland	A		4.69																
		Harvestland	O				4.99														
		Harris Teeter								1.49		1.49									
	H-Mart	n/i																		0.79	
	IGA Stores - NJ/PA	Allen's			2.69									0.99		0.99					
		Harvestland	O												3.49						
	Lidl	Sanderson Farms					1.99				1.79									1.29	
	Martin's Food	Giant		2.99	1.88	2.99	1.88							0.88		0.88					
		Nature's Promise	O						2.99						2.99						
	Price Rite	Tyson	A														0.59				
	Redner's	n/i			1.88									0.98		0.98					
		Perdue	A	3.98																	
	Safeway Eastern	Signature Farms												0.99		0.99	0.99				
	Save-a-Lot	n/i			1.49																
	Shop'n Save	Essential Everyday																	2.50	2.50	
		Allen's			1.99		1.99														
	Shoppers Food	Amish	A	3.99		3.99															
		n/i			1.99		1.99				1.99										
	ShopRite	Essential Everyday																	2.40	2.40	
		Perdue	A		3.17	2.09							1.19		1.19						5.99
ShurSave	n/i			1.99	2.79					2.79						1.19					
Sprout's Market	n/i			1.99								1.99		1.99						6.99	
Trader Joe's	Trader Joe's	O												1.99							

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2019

prices in \$US per pound unless otherwise noted.

CHICKEN

State	Supermarket	Brand	Key	B/S Breast		B/S Thighs		Split Breast		Wings		Thighs		Drumsticks		Leg Quarters		IQF		Fried 8-piece
				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	Breast	Tender	
MD (cont)	Walmart	Tyson	A											1.26						6.23
		Great Value																1.88		
	Wegman's	Wegman's		3.99	1.79		3.69		1.88		2.79		0.99	0.79	0.49					
		Wegman's	A	4.49		4.29		3.69		4.29		2.29		1.99						
		Wegman's	O	7.99	5.99	5.89	4.89	5.99		4.69		3.99		2.99	1.99					
	Weis Markets	n/i				2.29														
	Weis											1.39	1.39						6.40	
	Whole Foods	365 Everyday	O	6.99																
ME	AG New England	n/i					1.79									0.69				5.00
	Best Yet Markets	n/i												0.69						
	Food City Market	n/i							1.69											
	Hannaford	Hannaford							0.99							0.99				
		Nature's Promise	A	3.99																
	IGA New England	Springer Mountain	A			2.99														
		n/i												0.69						
	Market Basket	Market Basket									0.89	0.89	0.89	0.89	0.89					
		Market Basket	A			2.49	2.49													
		Harvestland	O	6.49																
	Shaw's	n/i			2.79		1.49													
		Open Nature	A		3.99					2.99										
		Signature Farms										0.88		0.88	0.88					
Trader Joe's	Trader Joe's	O											1.99							
Walmart	Tyson	A											1.26							
	Great Value																1.88			
	n/i																			
	Whole Foods	365 Everyday	O	6.99																
NH	AG New England	n/i					1.79									0.69				1.87
	ALDI	Kirkwood			1.69		1.69													
		n/i																		
	Hannaford	Hannaford							0.99							0.99				
		Nature's Promise	A	3.99																
IGA New England	Springer Mountain	A			2.99															

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2019

prices in \$US per pound unless otherwise noted.

CHICKEN

State	Supermarket	Brand	Key	B/S Breast		B/S Thighs		Split Breast		Wings		Thighs		Drumsticks		Leg Quarters		IQF		Fried 8-piece	
				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	Breast	Tender		
NH (cont)	Market Basket	Market Basket										0.89	0.89	0.89	0.89	0.89					
		Market Basket	A			2.49	2.49														
		Harvestland	O	6.49																	
		McKinnon's	n/i		1.88																
		Price Chopper	Market 32						1.49				0.88		0.88	0.88					
			Tyson	A		2.99															
		Price Rite	Tyson	A													0.59				
		Save-a-Lot	n/i		1.49																
		Shaw's	n/i		2.79		1.49														5.00
			Open Nature	A		3.99				2.99											
			Signature Farms										0.88		0.88	0.88					
		Trader Joe's	Trader Joe's	O										1.99							
	Walmart	Tyson	A											1.26							
		Great Value																1.88			
		n/i																		6.23	
	Whole Foods	365 Everyday	O	6.99																	
NJ	99 Ranch Market	n/i														0.99					
	ACME Markets	n/i		1.99																	
		Perdue	A	4.49	2.99			BOGO					BOGO		BOGO						
		Lancaster Brand		4.49	2.99			BOGO					BOGO		BOGO						5.00
		O Organics	O	6.99																	
	AF Basket	Farm Fresh										0.99		0.99							
		Springer Mountain	A			2.69															
	ALDI	Kirkwood																	1.87		
		n/i			1.69		1.69														
	Associated	Farm Fresh															0.59				
		Harvestland	A	5.99																	
		Springer Mountain	A			2.99															
	Best Market	n/i			1.97		2.77						0.87		0.87	0.87					
		Farmer Focus	O	6.49																	
	Bravo	Perdue	A						1.49												
	Harvestland	A	5.99																		
Compare Foods	Farm Fresh																				
	Harvestland	A	5.99																		
	Springer Mountain	A			2.99																

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2019

prices in \$US per pound unless otherwise noted.

CHICKEN

State	Supermarket	Brand	Key	B/S Breast		B/S Thighs		Split Breast		Wings		Thighs		Drumsticks		Leg Quarters		IQF		Fried 8-piece	
				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	Breast	Tender		
NJ (cont)	C-Town	n/i			1.79																
		Perdue	A											1.19							
		Harvestland	A	5.99																	
		Fairway	n/i		1.99																
		Fine Fare	n/i		1.99												0.69	0.49			
			Harvestland	A	5.59																
		Food Bazaar	n/i		1.99										0.99						
			Natures Sensation	A			2.99				2.99		1.69		1.69						
		Foodtown	n/i		1.99																
			Green Way	A	3.99																
			Perdue	A					1.99												
			Harvestland	O			5.99														
		Great Valu Markets	Tyson	A						2.79			0.99		0.99						
			Perdue	A													0.79			1.39	
			Shoppers Value																		
			Harvestland	O			6.99														
		H-Mart	n/i							2.49											
		IGA Stores - NJ/PA	Allen's		2.69								0.99		0.99						
			Harvestland	O										3.49							
		Key Food	Perdue	A	3.99								1.29		1.29	0.99					
			Urban Meadow		3.49																
			Urban Meadow	O	7.99																
			Nature's Sensation	A	4.99																
			Harvestland	O			5.99														
		Kings Markets	Bell & Evans	A				3.49													
			Mary's	A							2.99										
		Lidl	Sanderson Farms					1.99				1.79			1.29						
		McCaffrey's	Bell & Evans	A					2.99												
	Met Foods	Farm Fresh														0.59					
		Harvestland	A	5.99																	
		Springer Mountain	A			2.99															
		Perdue	A					1.89													
	Morton Williams	Wholesome Pantry	A	5.99																	
		n/i				2.79															

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2019

prices in \$US per pound unless otherwise noted.

CHICKEN

State	Supermarket	Brand	Key	B/S Breast		B/S Thighs		Split Breast		Wings		Thighs		Drumsticks		Leg Quarters		IQF		Fried 8-piece	
				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	Breast	Tender		
NJ (cont)	Murphy's	Murphy's							2.89				1.89		1.89						
		Bell & Evans	A			4.79										3.59					
		Net Cost	n/i		1.69																
		Pioneer	Farm Fresh														0.59				
			Harvestland	A	5.99																
			Springer Mountain	A			2.99														
		Price Rite	Tyson	A													0.59				
		Save-a-Lot	n/i			1.49															
		Seabra Foods	Perdue	A					2.19												
		ShopRite	Perdue	A		3.17	2.09						1.19		1.19						5.99
		Stop & Shop	Stop & Shop			1.99		1.99													
			Nature's Promise	A						1.69				1.69		1.69					
		Sprout's Market	n/i			1.99						1.99		1.99		1.99					6.99
		Supremo	n/i								1.00					1.00					
			Perdue	A									1.00		1.00						
		Top Tomato	n/i										0.99								
		Trader Joe's	Trader Joe's	O										1.99							
		Walmart	Tyson	A											1.26						
			Great Value																1.88		6.23
			n/i																		
	Wegman's	Wegman's		3.99	1.79		3.69		1.88		2.79		0.99		0.79	0.49					
		Wegman's	A	4.49		4.29		3.69		4.29		2.29		1.99							
		Wegman's	O	7.99	5.99	5.89	4.89	5.99		4.69		3.99		2.99	1.99						
	Weis Markets	n/i				2.29															
		Weis										1.39		1.39						6.40	
	Western Beef	n/i												0.98							
	Whole Foods	365 Everyday	O	6.99																	
NY	ACME Markets	n/i			1.99																
		Perdue	A	4.49	2.99			BOGO				BOGO		BOGO							
		Lancaster Brand		4.49	2.99			BOGO				BOGO		BOGO							5.00
		O Organics	O	6.99																	
	AF Basket	Farm Fresh										0.99		0.99							
	Springer Mountain	A			2.69																
	AG New England	n/i				1.79										0.69					

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2019

prices in \$US per pound unless otherwise noted.

CHICKEN

State	Supermarket	Brand	Key	B/S Breast		B/S Thighs		Split Breast		Wings		Thighs		Drumsticks		Leg Quarters		IQF		Fried 8-piece		
				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	Breast	Tender			
NY (cont)	ALDI	Kirkwood																1.87				
		n/i			1.69		1.69															
	Associated	Farm Fresh															0.59					
		Harvestland	A		5.99																	
		Springer Mountain	A				2.99															
	Best Market	n/i											0.87		0.87		0.87					
		Farmer Focus	O		6.49																	
	Big M	n/i																				6.99
		1893 Premium																				
	Bravo	Perdue	A						1.49													
		Harvestland	A																			
	Cherry Valley	n/i																				
		Harvestland	A																			
	Compare Foods	Farm Fresh																				
		Harvestland	A																			
		Springer Mountain	A					2.99														
	C-Town	n/i																				
		Perdue	A																			
		Harvestland	A																			
	D'Agostino	1932 Brand																				
		n/i																				
	DeCiccio & Sons	Bell & Evans	A					4.99														
	DeCiccio Family	DeCiccio	A			4.49		3.99														
		Bell & Evans	O																			
	Fairway	n/i																				
	Fine Fare	n/i																				
		Harvestland	A																			
	Food Bazaar	n/i																				
		Natures Sensation	A																			
	Food Emporium	Harvestland	A					5.99														
	Perdue	A																				
Foodtown	n/i																					
	Green Way	A																				
	Perdue	A																				
	Harvestland	O					5.99															

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2019

prices in \$US per pound unless otherwise noted.

CHICKEN

State	Supermarket	Brand	Key	B/S Breast		B/S Thighs		Split Breast		Wings		Thighs		Drumsticks		Leg Quarters		IQF		Fried 8-piece
				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	Breast	Tender	
NY (cont)	Giunta's	Farm Fresh		2.49																
		n/i										1.29		1.29						
	Great American	n/i			1.69								0.99		0.99					
	Gristede's	Green Way	A	5.99																
		Perdue	A					2.99												
	Hannaford	Hannaford							0.99									0.99		
		Nature's Promise	A	3.99																
	H-Mart	n/i								2.49										
	IGA New England	Perdue	A																	0.79
		n/i				3.49														
	Key Food	Perdue	A	3.99									1.29		1.29		0.99			
		Urban Meadow		3.49																
		Urban Meadow	O	7.99																
		Nature's Sensation	A	4.99																
		Harvestland	O			5.99														
	King Kullen	Perdue	A																	0.99
		Mountaire			2.99								1.79		1.79					
		Harvestland	O											2.49						
		Bell & Evans	A			4.69														
	Kings Markets	Bell & Evans	A				3.49													
		Mary's	A								2.99									
	Met Foods	Farm Fresh																		0.59
		Harvestland	A	5.99																
		Springer Mountain	A			2.99														
		Perdue	A						1.89											
	Morton Williams	Wholesome Pantry	A	5.99																
		n/i				2.79														
	Net Cost	n/i			1.69															
North Shore	Farm Fresh			1.69		2.49									0.99					
	D'Artagnan	O						6.99				4.99		4.99						
	Farmer Focus	O							3.99											
Peck's Market	n/i		2.99																	
Pioneer	Farm Fresh																		0.59	
	Harvestland	A	5.99																	
	Springer Mountain	A			2.99															

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2019

prices in \$US per pound unless otherwise noted.

CHICKEN

State	Supermarket	Brand	Key	B/S Breast		B/S Thighs		Split Breast		Wings		Thighs		Drumsticks		Leg Quarters		IQF		Fried 8-piece		
				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	Breast	Tender			
NY (cont)	Price Chopper	Market 32							1.49				0.88		0.88	0.88						
		Tyson	A		2.99												0.59					
	Price Rite	Tyson	A																			
	Save-a-Lot	n/i			1.49																	
	Shop'n Save	Essential Everyday																	2.50	2.50		
		Allen's				1.99		1.99														
		Amish	A		3.99		3.99															
	ShopRite	Perdue	A			3.17	2.09						1.19		1.19							5.99
	Stew Leonard's	Stew Leonard's	O		6.99																	
		Stew's Naked	A		2.99																	
	Stop & Shop	Stop & Shop				1.99	1.99															
		Nature's Promise	A						1.69				1.69		1.69							
	Top Tomato	n/i											0.99									
	Tops Markets	Tops											0.88		0.88							6.99
		Springer Mountain	A		4.29																	
	Trade Fair	Perdue	A														0.69					
		n/i									2.99				0.99							
		n/i	H				2.29							1.99		0.99						
	Trader Joe's	Trader Joe's	O											1.99								
	Walmart	Tyson	A												1.26							
	Great Value																	1.88				
	n/i																				6.23	
Wegman's	Wegman's			3.99	1.79		3.69		1.88		2.79		0.99		0.79	0.49						
	Wegman's	A		4.49		4.29		3.69		4.29		2.29		1.99								
	Wegman's	O		7.99	5.99	5.89	4.89	5.99		4.69		3.99		2.99	1.99							
Weis Markets	n/i					2.29																
	Weis											1.39		1.39							6.40	
Western Beef	n/i													0.98								
Whole Foods	365 Everyday	O		6.99																		
PA	ACME Markets	n/i			1.99																	
		Perdue	A		4.49	2.99			BOGO				BOGO		BOGO							
		Lancaster Brand			4.49	2.99			BOGO				BOGO		BOGO							
		O Organics	O		6.99																	
	ALDI	Kirkwood																	1.87			
	n/i				1.69		1.69															

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2019

prices in \$US per pound unless otherwise noted.

CHICKEN

State	Supermarket	Brand	Key	B/S Breast		B/S Thighs		Split Breast		Wings		Thighs		Drumsticks		Leg Quarters		IQF		Fried 8-piece		
				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	Breast	Tender			
PA (cont)	Associated	Farm Fresh															0.59					
		Harvestland	A	5.99																		
	Big M	Springer Mountain	A			2.99																6.99
		n/i																				
	Boyer Foods	1893 Premium				1.99																
		Mrs. B's		2.97	1.97																	
	Bravo	Perdue	A	3.97					1.49									0.69				
		Harvestland	A	5.99																		
	Compare Foods	Farm Fresh																0.59				
		Harvestland	A	5.99																		
	C-Town	Springer Mountain	A			2.99																
		n/i			1.79																	
	Family Owned	Perdue	A												1.19							
		Harvestland	A	5.99																		
	Fine Fare	n/i		2.49	1.99					2.99	2.69							0.69	0.49			
		n/i			1.99																	
	Food Lion	Harvestland	A	5.59																		
		Food Lion						1.49					1.39		1.39							
	Foodland	n/i										1.99						0.59				6.99
		Gerber's	A											0.88		0.88						
	Foodtown	n/i			1.99																	
		Green Way	A	3.99																		
	Fresh Grocer	Perdue	A						1.99													
		Harvestland	O			5.99																
	Fresh Thyme	Perdue	A								1.88						0.99					
		n/i																				5.99
	Giant Eagle	Fresh Thyme																				5.99
		n/i			2.49							2.99										
Giant Food Stores	Coleman	O			5.49							2.99		2.99								
	Nature's Basket	A	3.99																			
Gordon Food	Giant Eagle							1.99														
	Giant		2.99	1.88	2.99	1.88							0.88		0.88							
Gordon Food	Nature's Promise	O						2.99						2.99								
	Harvestland	A	3.99																			

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2019

prices in \$US per pound unless otherwise noted.

CHICKEN

State	Supermarket	Brand	Key	B/S Breast		B/S Thighs		Split Breast		Wings		Thighs		Drumsticks		Leg Quarters		IQF		Fried 8-piece	
				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	Breast	Tender		
PA (cont)	Great Valu Markets	Tyson	A							2.79			0.99		0.99						
		Perdue	A													0.79					
		Shoppers Value																	1.39		
		Harvestland	O			6.99															
	H-Mart	n/i								2.49											
	Ideal Market	n/i			1.89		1.89					1.99									
	IGA Stores - NJ/PA	Allen's			2.69									0.99		0.99					
		Harvestland	O												3.49						
	Karns Foods	n/i	A		1.88		1.69							1.00		1.00		0.60			
	Key Food	Perdue	A		3.99									1.29		1.29		0.99			
		Urban Meadow			3.49																
		Urban Meadow	O		7.99																
		Nature's Sensation	A		4.99																
	Kuhn's Market	Harvestland	O			5.99															
		n/i			1.99																
	Landis Markets	Gerber's	A									2.29						0.99	0.59		
		Allen's												0.99		0.99					2.00
		Essential Everyday																			
	Lidl	Sanderson Farms					1.99					1.79									
	Martin's Food	Giant			2.99	1.88	2.99	1.88						0.88		0.88					
		Nature's Promise	O						2.99						2.99						
	McCaffrey's	Bell & Evans	A																		
	Net Cost	n/i			1.69																
	Pioneer	Farm Fresh																0.59			
		Harvestland	A		5.99																
	Price Chopper	Springer Mountain	A			2.99															
		Market 32							1.49					0.88		0.88		0.88			
		Tyson	A		2.99																
	Price Rite	Tyson	A															0.59			
	Redner's	n/i			1.88									0.98		0.98					
	Perdue	A		3.98																	
Save-a-Lot	n/i			1.49																	
Shop'n Save	Essential Everyday																	2.50	2.50		
	Allen's			1.99		1.99															
	Amish	A		3.99		3.99															

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2019

prices in \$US per pound unless otherwise noted.

CHICKEN

State	Supermarket	Brand	Key	B/S Breast		B/S Thighs		Split Breast		Wings		Thighs		Drumsticks		Leg Quarters		IQF		Fried 8-piece	
				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	Breast	Tender		
PA (cont)	ShopRite	Perdue	A		3.17	2.09						1.19		1.19						5.99	
	ShurSave	n/i			1.99	2.79					2.79				1.19						
	ShurSave - NE Per	Sanderson Farms			1.99	2.99				2.99											
	Sparkle Markets	n/i										0.99		0.99							
	Sprout's Market	n/i			1.99							1.99		1.99						6.99	
	Supremo	n/i									1.00			1.00							
		Perdue	A										1.00	1.00							
	Tops Markets	Tops											0.88	0.88						6.99	
		Springer Mountain	A	4.29																	
	Trader Joe's	Trader Joe's	O											1.99							
	Walmart	Tyson	A												1.26						
		Great Value																1.88			6.23
		n/i																			
	Wegman's	Wegman's			3.99	1.79		3.69		1.88		2.79		0.99		0.79	0.49				
	Wegman's	A		4.49		4.29		3.69		4.29		2.29		1.99							
	Wegman's	O		7.99	5.99	5.89	4.89	5.99		4.69		3.99		2.99	1.99						
Weis Markets	n/i					2.29															
	Weis											1.39		1.39						6.40	
	Whole Foods	365 Everyday	O	6.99																	
RI	Adams IGA	Farm Fresh											1.00		1.00						
		n/i			2.99																
	AF Basket	Farm Fresh											0.99		0.99						
		Springer Mountain	A				2.69														
	ALDI	Kirkwood																1.87			
		n/i				1.69		1.69													
	Associated	Farm Fresh														0.59					
		Harvestland	A	5.99																	
		Springer Mountain	A				2.99														
	Bravo	Perdue	A						1.49								0.69				
		Harvestland	A	5.99																	
Dave's Marketplace	n/i								3.49		1.29		1.29								
Price Rite	Tyson	A														0.59					
Save-a-Lot	n/i																				
Seabra Foods	Perdue	A						1.99								0.89					

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2019

prices in \$US per pound unless otherwise noted.

CHICKEN

State	Supermarket	Brand	Key	B/S Breast		B/S Thighs		Split Breast		Wings		Thighs		Drumsticks		Leg Quarters		IQF		Fried 8-piece		
				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	Breast	Tender			
RI (cont)	Shaw's	n/i			2.79		1.49														5.00	
		Open Nature	A		3.99					2.99												
		Signature Farms										0.88		0.88	0.88							
	Stop & Shop	Stop & Shop			1.99		1.99															
		Nature's Promise	A						1.69				1.69									
	Trader Joe's	Trader Joe's	O											1.99								
	Walmart	Tyson	A												1.26							
	Great Value																	1.88			6.23	
	n/i																					
	Whole Foods	365 Everyday	O	6.99																		
VT	AG New England	n/i					1.79										0.69					
	ALDI	Kirkwood																	1.87			
		n/i			1.69		1.69															
	Food City Market	n/i							1.69													
	Hannaford	Hannaford							0.99								0.99					
		Nature's Promise	A	3.99																		
	IGA New England	Springer Mountain	A			2.99																
		n/i													0.69							
	Price Chopper	Market 32								1.49				0.88			0.88	0.88				
		Tyson	A		2.99																	
	Save-a-Lot	n/i			1.49																	
	Shaw's	n/i			2.79		1.49															5.00
		Open Nature	A		3.99						2.99											
		Signature Farms											0.88		0.88	0.88						
	Tops Markets	Tops											0.88		0.88							6.99
	Springer Mountain	A	4.29																			
Trader Joe's	Trader Joe's	O												1.99								
Walmart	Tyson	A													1.26							
	Great Value																	1.88				
	n/i																				6.23	

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2019

prices in \$US per pound unless otherwise noted.

CHICKEN

State	Supermarket	Brand	Key	B/S Breast		B/S Thighs		Split Breast		Wings		Thighs		Drumsticks		Leg Quarters		IQF		Fried 8-piece
				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	Breast	Tender	
SOUTHEASTERN U.S. - AL,FL,GA,KY,MS,NC,SC,TN,VA,WV																				
AL	ALDI	Kirkwood			1.69	1.69												1.87		
	A&R Supermarkets	n/i															0.50			
	Bruce's Foodland	n/i														0.69				
	Dollar General Mkt	n/i			1.95							0.95		0.95						
	Earth Fare	n/i	A	3.99												0.98				
	Food Giant	n/i															0.59			6.99
	Greer's	n/i			1.39												0.49			
	Hometown Market	n/i												0.79						
	Ingle's Markets	Tyson	A						0.98											
		Harvest Farms	A			2.38														
		Coleman	O	7.48																
	Kroger Atlanta	Simple Truth	A	4.99																
		Perdue	A							1.99	1.29		1.29							
		Heritage Farm			1.88															
		Fresh Foods																		7.99
	Kroger Nashville	Simple Truth	A	4.99																
		Perdue	A							1.99	1.49		1.49							
		Heritage Farm			1.88															
		Fresh Foods																		6.99
	Manning's PW	n/i															0.39			
	Piggly Wiggly Inc.	n/i							1.99								0.59			
	Piggly Wiggly JTM	n/i															0.59			
	Publix	Publix		2.19								1.10		1.10						7.49
		Greenwise	A	5.99																
	PW Houchen's	n/i																		5.99
	Ragland Bros.	n/i															0.58			
	Ramey's	n/i							0.78											
		Ramey's											0.98		0.98					
	Rouse's Market	Rouses																		5.00
		Tyson	A							1.88										
		n/i															0.49			
	Save-a-Lot	n/i			1.49															
	Sprout's Market	n/i			1.99							1.99		1.99						6.99

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2019

prices in \$US per pound unless otherwise noted.

CHICKEN

State	Supermarket	Brand	Key	B/S Breast		B/S Thighs		Split Breast		Wings		Thighs		Drumsticks		Leg Quarters		IQF		Fried 8-piece	
				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	Breast	Tender		
AL (cont)	Trader Joe's	Trader Joe's	O											1.99							
	United Grocery	n/i			1.79																
	Vowell's	n/i															0.59				
	Walmart	Tyson	A												1.26						
		Great Value																	1.88		6.23
		n/i																			
	Whole Foods	365 Everyday	O	6.99																	
	Winn-Dixie	n/i				2.99		1.49		2.99		0.99		0.99						4.99	
		Naturally Better	A	5.49																	
		SE Grocers																2.60	2.60		
FL	ALDI	Kirkwood																1.87			
		n/i			1.69	1.69															
	Bravo	n/i								3.49							0.49				
	Dollar General Mkt	n/i			1.95							0.95		0.95							
	Doris Market	n/i			2.49											0.69					
		Perdue	A		1.99																
	Earth Fare	n/i	A	3.99												0.98					
	Food Giant	n/i															0.59			6.99	
	Fresco y Mas	n/i			1.98								0.78		0.78						
		Tyson	A								2.98										
	Gordon Food	Harvestland	A	3.99																	
	GreenWise Market	GreenWise	A									2.25		2.25							
	Greer's	n/i			1.39													0.49			
	Harris Teeter	Harris Teeter						1.49		1.49											
	Harvey's	Naturally Better	A	5.49															2.60	2.60	
		SE Grocers																			
		Tyson	A					1.28													
		n/i									2.28							0.58			4.98
		Hitchcock's	n/i								2.49							0.58			
		IGA Florida	n/i		1.99													0.69			
	Lucky's Market	n/i		2.49		2.49															
	Milam's Market	Bell & Evans	O													4.49					
		Springer Mountain	A													0.99					
	Presidente	n/i				1.68								0.48							
	Price Choice	n/i		1.47																	

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2019

prices in \$US per pound unless otherwise noted.

CHICKEN

State	Supermarket	Brand	Key	B/S Breast		B/S Thighs		Split Breast		Wings		Thighs		Drumsticks		Leg Quarters		IQF		Fried 8-piece
				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	Breast	Tender	
FL (cont)	Publix	Publix		2.19								1.10		1.10						7.49
		Greenwise	A	5.99																5.99
		PW Houchen's	n/i												0.48					
		Sabor Tropical	n/i																	
		Save-a-Lot	n/i		1.49															
		Scaff's Market	Covington Farms															0.59		
			Sanderson Farms								2.49									
		Seabra Foods	n/i														0.59			
		Sedano's	n/i															0.59		
		Sprout's Market	n/i		1.99							1.99		1.99						6.99
		Trader Joe's	Trader Joe's	O										1.99						
		Walmart	Tyson	A											1.26					
			Great Value															1.88		
			n/i																	6.23
		Western Beef	n/i								2.49		0.99		0.99					
	Whole Foods	365 Everyday	O	6.99																
	Winn-Dixie	n/i				2.99		1.49		2.99		0.99		0.99					4.99	
		Naturally Better	A	5.49																
		SE Grocers																2.60	2.60	
GA	AF Basket	Farm Fresh											0.99		0.99					
		Springer Mountain	A			2.69														
	ALDI	Kirkwood			1.69		1.69												1.87	
		n/i																		
	Bi-Lo	Naturally Better	A	5.49																
		SE Grocers																2.60	2.60	
		Tyson	A				2.99			2.99		1.15		1.15						
		n/i							1.49											
		Lip Lickin Chicken																		4.99
	Dollar General Mkt	n/i			1.95							0.95		0.95						
Earth Fare	n/i	A	3.99											0.98						
Food City	n/i																			
	Holly Farm			1.99																
	Gerber's	A							1.99											
Food Depot	Claxton										0.88		0.88							
Food Giant	n/i															0.59			6.99	

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2019

prices in \$US per pound unless otherwise noted.

CHICKEN

State	Supermarket	Brand	Key	B/S Breast		B/S Thighs		Split Breast		Wings		Thighs		Drumsticks		Leg Quarters		IQF		Fried 8-piece		
				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	Breast	Tender			
GA (cont)	Food Lion	Food Lion						1.49				1.39		1.39								
		n/i								1.99							0.59				6.99	
	Food Pride	Springer Mountain	A														0.59					
	Galaxy Foods	n/i							1.48								0.58				6.99	
	Harris Teeter	Harris Teeter							1.49		1.49											
	Harvey's	Naturally Better	A	5.49																		
		SE Grocers																	2.60	2.60		
		Tyson	A							1.28												
		n/i										2.28										4.98
	IGA Food Stores	n/i												0.79	0.79		0.65					
		Springer Mountain	A								2.99	2.49										
		Agrosuper																	1.80	2.40		
	IGA Stores SE	n/i										1.48						0.58				
	Ingle's Markets	Tyson	A									0.98										
		Harvest Farms	A			2.38																
		Coleman	O	7.48																		
	Kroger Atlanta	Simple Truth	A	4.99																		
		Perdue	A										1.99	1.29	1.29							
		Heritage Farm															1.88					
		Fresh Foods																				7.99
	Lidl	Sanderson Farms											1.79			1.29						
	Little Giant Market	n/i														0.69						
	Lucky's Market	n/i				2.49		2.49														
	Piggly Wiggly JTM	n/i																				
	Publix	Publix			2.19									1.10	1.10							7.49
		Greenwise	A		5.99																	
	PW Atlanta	n/i										1.19										
	PW Carolina Co.	Claxton																				
		Mrs. Mac's																				3.99
		Springer Mountain	A		3.99																	
	n/i																				1.99	
PW Houchen's	n/i																				5.99	
Quality Foods	n/i																				0.59	
Save-a-Lot	n/i																					
Sprout's Market	n/i											1.99		1.99							6.99	

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2019

prices in \$US per pound unless otherwise noted.

CHICKEN

State	Supermarket	Brand	Key	B/S Breast		B/S Thighs		Split Breast		Wings		Thighs		Drumsticks		Leg Quarters		IQF		Fried 8-piece		
				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	Breast	Tender			
GA (cont)	Trader Joe's	Trader Joe's	O											1.99								
	United Grocery	n/i		1.79																		
	Walmart	Tyson	A												1.26							
		Great Value																	1.88		6.23	
		n/i				2.29	2.29		1.49	2.69			0.89		0.89		0.59					
	Wayfield's	n/i																				
	Whole Foods	365 Everyday	O	6.99																		
Winn-Dixie	n/i						2.99	1.49		2.99		0.99		0.99						4.99		
	Naturally Better	A	5.49																			
	SE Grocers																	2.60	2.60			
KY	ALDI	Kirkwood																	1.87			
		n/i		1.69		1.69																
	Chappell's	n/i															0.49					
	Cox Foods IGA	Sanderson Farms		2.99	2.89																	
	Dollar General Mkt	n/i			1.95								0.95		0.95							
	E. W. James	n/i						0.89														
		Charley Bigg's																			7.99	
	Food City	n/i																			6.99	
		Holly Farm			1.99																	
		Gerber's	A									1.99										
	Food Giant	n/i															0.59				6.99	
	Food Lion	Food Lion						1.49					1.39		1.39							
		n/i											1.99					0.59				6.99
	Food Rite	Food Rite															0.59					
	Foodland	Gerber's	A										1.00		1.00							
	Fresh Encounter	Miller's	A					1.69					1.69		1.69							
		n/i																				8.99
	Open Acres			2.49																		
Fresh Thyme	Fresh Thyme																				5.99	
	n/i			2.49								2.99										
	Coleman	O			5.49							2.99		2.99								
Galaxy Foods	n/i										1.48										6.99	
Gordon Food	Harvestland	A	3.99																			
IGA Houchen's	n/i			2.49											1.19							
	Tyson	A																2.00	2.00			

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2019

prices in \$US per pound unless otherwise noted.

CHICKEN

State	Supermarket	Brand	Key	B/S Breast		B/S Thighs		Split Breast		Wings		Thighs		Drumsticks		Leg Quarters		IQF		Fried 8-piece		
				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	Breast	Tender			
KY (cont)	IGA Stores OH/KY	n/i		2.79													0.69					
	IGA Stores SE	n/i							1.48								0.58					
	Kroger Cincinnati	Tyson	A		1.99																6.99	
		Fresh Foods																				
		Simple Truth	O		6.99																	
	Kroger Delta	Heritage Farm									2.49											
		Sanderson Farms							0.99				0.99		0.99							
		Simple Truth	O		6.99																	
	Kroger MidAtlantic	Fresh Foods																				7.99
		Heritage Farm			1.99				1.99		1.99											
		Heritage Farm			1.99				0.99				0.99		0.99		0.49					
	Kroger MidSouth	Fresh Foods																				6.99
		Simple Truth	A		4.99																	
		Perdue	A		1.99		1.99				1.99											6.99
	Kroger Nashville	Fresh Foods																				6.99
		Simple Truth	A		4.99																	
		Perdue	A								1.99	1.49		1.49								
	Lucky's Market	Heritage Farm			1.88																	6.99
		Fresh Foods																				
		n/i			2.49		2.49															
	Meijer	n/i			1.77																	
		Meijer			2.99		1.99				1.99											
	PW Houchen's	n/i																			5.99	
Ruler Foods	Heritage Farm			1.99																		
Save-a-Lot	n/i			1.49																		
Super Dollar	n/i			1.95																		
TC Grocers	n/i							0.99													7.99	
Trader Joe's	Trader Joe's	O											1.99									
United Grocery	n/i			1.79																		
Walmart	Tyson	A														1.26						
	Great Value																	1.88				
	n/i																				6.23	
Whole Foods	365 Everyday	O		6.99																		
MS	AG Baton Rouge	Sanderson Farms							0.99										1.87			
		n/i															0.49					

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2019

prices in \$US per pound unless otherwise noted.

CHICKEN

State	Supermarket	Brand	Key	B/S Breast		B/S Thighs		Split Breast		Wings		Thighs		Drumsticks		Leg Quarters		IQF		Fried 8-piece		
				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	Breast	Tender			
MS (cont)	ALDI	Kirkwood																1.87				
		n/i			1.69		1.69															
	Corner Market	Sanderson Farms							0.99													
		n/i			1.29																6.99	
	Dollar General Mkt	n/i			1.95								0.95		0.95							
	Food Giant	n/i															0.59				6.99	
	Greer's	n/i			1.39												0.49					
	Grocery Depot	n/i			1.17																	
	Kroger Delta	Sanderson Farms							0.99					0.99		0.99						
		Simple Truth	O		6.99																	
		Fresh Foods																				7.99
		Heritage Farm				1.99			1.99		1.99											
	Mac's Fresh Mrkt	n/i			1.99																	
	PW Houchen's	n/i																				5.99
	Ramey's	n/i							0.78													
		Ramey's											0.98		0.98							
	Rouse's Market	Rouses																				5.00
		Tyson	A										1.88									
		n/i																0.49				
	Save-a-Lot	n/i			1.49																	
Sullivan's Grocery	n/i			1.49																		
Vowell's	n/i																					
Walmart	Tyson	A													1.26							
	Great Value																		1.88			
	n/i																				6.23	
Whole Foods	365 Everyday	O		6.99																		
Winn-Dixie	n/i					2.99		1.49		2.99		0.99		0.99							4.99	
	Naturally Better	A		5.49																		
	SE Grocers																	2.60	2.60			
NC	ALDI	Kirkwood																1.87				
		n/i			1.69		1.69															
	Bi-Lo	Naturally Better	A	5.49																		
	SE Grocers																			2.60	2.60	
	Tyson	A				2.99				2.99		1.15		1.15								

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2019

prices in \$US per pound unless otherwise noted.

CHICKEN

State	Supermarket	Brand	Key	B/S Breast		B/S Thighs		Split Breast		Wings		Thighs		Drumsticks		Leg Quarters		IQF		Fried 8-piece	
				reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	Breast	Tender				
NC (cont)	Bi-Lo	n/i							1.49												
	(continued)	Lip Lickin Chicken																			4.99
	Carlie C's IGA	n/i			1.88																
	Compare Foods	n/i							1.18		1.98										
	Earth Fare	n/i	A	3.99												0.98					
	Food Lion	Food Lion						1.49					1.39		1.39						
		n/i									1.99						0.59				6.99
	Food Pride	Springer Mountain	A														0.59				
	Fresh Foods	n/i				1.59															
		Springer Mountain	A										1.39		1.39						
	Galaxy Foods	n/i							1.48									0.58			6.99
	Great Valu Markets	Tyson	A								2.79		0.99		0.99						
		Perdue	A													0.79					
		Shoppers Value																1.39			
		Harvestland	O			6.99															
	Harris Teeter	Harris Teeter							1.49		1.49										
	Harvey's	Naturally Better	A	5.49																	
		SE Grocers																2.60	2.60		
		Tyson	A						1.28												
		n/i									2.28						0.58				4.98
	Hills	Springer Mountain	A							2.99											
	H-Mart	n/i				0.98															
	IGA Food Stores	n/i													0.79	0.79	0.65				
		Springer Mountain	A							2.99	2.49										
		Agrosuper																1.80	2.40		
	IGA Stores SE	n/i							1.48								0.58				
	Ingle's Markets	Tyson	A						0.98												
		Harvest Farms	A				2.38														
		Coleman	O	7.48																	
	Just \$ave Foods	n/i								1.48							0.58				
Lidl	Sanderson Farms						1.99				1.79			1.29							
Lowes Foods	n/i																			7.99	
Piggly Wiggly Retail	Springer Mountain	A				2.49					2.89		0.99		0.99						
	Wise Buy				1.69		1.29														
Piggly Wiggly Stores	n/i														0.79	0.49				6.99	

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2019

prices in \$US per pound unless otherwise noted.

CHICKEN

State	Supermarket	Brand	Key	B/S Breast		B/S Thighs		Split Breast		Wings		Thighs		Drumsticks		Leg Quarters		IQF		Fried 8-piece
				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	Breast	Tender	
NC (cont)	Publix	Publix		2.19								1.10		1.10						7.49
		Greenwise	A	5.99																
		Save-a-Lot	n/i		1.49															
		Sprout's Market	n/i		1.99							1.99		1.99						6.99
		Trader Joe's	Trader Joe's	O										1.99						
		United Grocery	n/i		1.79															
		Walmart	Tyson	A											1.26					
			Great Value															1.88		6.23
	Whole Foods	365 Everyday	O	6.99																
SC	ALDI	Kirkwood																1.87		
		n/i			1.69	1.69														
	Bi-Lo	Naturally Better	A	5.49														2.60	2.60	
		SE Grocers																		
		Tyson	A			2.99				2.99		1.15		1.15						
		n/i							1.49											4.99
		Lip Lickin Chicken																		
	Dollar General Mkt	n/i			1.95							0.95		0.95						
	Earth Fare	n/i	A	3.99											0.98					
	Food Lion	Food Lion						1.49				1.39		1.39						
		n/i									1.99						0.59			6.99
	Galaxy Foods	n/i							1.48								0.58			6.99
	Harris Teeter	Harris Teeter							1.49		1.49									
	Harvey's	Naturally Better	A	5.49																
		SE Grocers																2.60	2.60	
		Tyson	A						1.28											
		n/i									2.28						0.58			4.98
Hills	Springer Mountain	A							2.99											
IGA Food Stores	n/i												0.79	0.79	0.65					
	Springer Mountain	A							2.99	2.49										
	Agrosuper																1.80	2.40		
IGA Stores SE	n/i							1.48								0.58				
Ingle's Markets	Tyson	A						0.98												
	Harvest Farms	A			2.38															
	Coleman	O	7.48																	

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2019

prices in \$US per pound unless otherwise noted.

CHICKEN

State	Supermarket	Brand	Key	B/S Breast		B/S Thighs		Split Breast		Wings		Thighs		Drumsticks		Leg Quarters		IQF		Fried 8-piece	
				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	Breast	Tender		
SC (cont)	Kroger Atlanta	Simple Truth	A	4.99																	
		Perdue	A							1.99	1.29		1.29								
	Lidl	Heritage Farm			1.88																7.99
		Fresh Foods																			
	Lowes Foods	Sanderson Farms					1.99				1.79			1.29							7.99
		n/i																			7.99
	Publix	Publix			2.19								1.10		1.10						7.49
		Greenwise	A		5.99																
	PW Carolina Co.	Claxton															0.58				
		Mrs. Mac's																			3.99
	Quality Foods	Springer Mountain	A		3.99																
		n/i																			
	Save-a-Lot	n/i																0.59			
		n/i																			
	Sprout's Market	n/i											1.99		1.99						6.99
		n/i													1.99						
Walmart	Trader Joe's	O												1.99							
	Tyson	A													1.26						
Whole Foods	Great Value																	1.88		6.23	
	n/i																				
TN	ALDI	365 Everyday	O	6.99																	
		Kirkwood																	1.87		
	Cash Saver TN	n/i			1.69		1.69														
		n/i																0.39			
	Chappell's	n/i																0.49			
		n/i				1.95							0.95		0.95						
	Dollar General Mkt	n/i																			
		n/i							0.89												
	E. W. James	Charley Bigg's																			7.99
		n/i	A		3.99												0.98				
Earth Fare	n/i																				
	n/i																				
Food City	Holly Farm																				
	Gerber's	A								1.99											
Food Country	n/i																				
	n/i																				
Food Giant	Perdue	A																		6.99	
	n/i																0.59			6.99	

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2019

prices in \$US per pound unless otherwise noted.

CHICKEN

State	Supermarket	Brand	Key	B/S Breast		B/S Thighs		Split Breast		Wings		Thighs		Drumsticks		Leg Quarters		IQF		Fried 8-piece		
				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	Breast	Tender			
TN (cont)	Food Lion	Food Lion						1.49				1.39		1.39								
		n/i									1.99						0.59				6.99	
	Food Rite	Food Rite															0.59					
	Gordon Food	Harvestland	A	3.99																		
	H.G. Hill	Springer Mountain	A	3.89																		
	IGA Houchen's	n/i			2.49										1.19							
		Tyson	A																2.00	2.00		
	IGA Stores OH/KY	n/i		2.79														0.69				
	IGA Stores SE	n/i								1.48								0.58				
	Ingle's Markets	Tyson	A							0.98												
		Harvest Farms	A			2.38																
		Coleman	O	7.48																		
	Kroger Delta	Sanderson Farms								0.99			0.99		0.99							
		Simple Truth	O	6.99																		
		Fresh Foods																				7.99
		Heritage Farm			1.99					1.99		1.99										
	Kroger MidAtlantic	Heritage Farm			1.99					0.99			0.99		0.99		0.49					
		Fresh Foods																				6.99
	Kroger Nashville	Simple Truth	A	4.99																		
		Perdue	A								1.99	1.49		1.49								
		Heritage Farm			1.88																	
		Fresh Foods																				6.99
	Osborne's	n/i																0.59				
	Publix	Publix		2.19									1.10		1.10							7.49
		Greenwise	A	5.99																		
	Ragland Bros.	n/i																0.58				
	Ruler Foods	Heritage Farm			1.99																	
	Save-a-Lot	n/i			1.49																	
	Sprout's Market	n/i			1.99								1.99		1.99							6.99
	Super Dollar	n/i			1.95																	
TC Grocers	n/i								0.99						0.89		0.59				7.99	
Tietgen's	n/i																0.59					
Trader Joe's	Trader Joe's	O												1.99								
United Grocery	n/i			1.79																		

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2019

prices in \$US per pound unless otherwise noted.

CHICKEN

State	Supermarket	Brand	Key	B/S Breast		B/S Thighs		Split Breast		Wings		Thighs		Drumsticks		Leg Quarters		IQF		Fried 8-piece	
				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	Breast	Tender		
VA (cont)	Lowes Foods	n/i																		7.99	
	Martin's Food	Giant		2.99	1.88	2.99	1.88					0.88		0.88							
		Nature's Promise	O					2.99						2.99							
	Piggly Wiggly Retail	Springer Mountain	A			2.49				2.89		0.99		0.99							
		Wise Buy			1.69		1.29										0.79	0.49			6.99
	Piggly Wiggly Store	n/i																		7.49	
	Publix	Publix		2.19							1.10		1.10								
		Greenwise	A	5.99																	
	Safeway Eastern	Signature Farms										0.99		0.99		0.99					
	Save-a-Lot	n/i			1.49																
	Shop'n Save	Essential Everyday																	2.50	2.50	
		Allen's			1.99		1.99														
		Amish	A	3.99		3.99															
	Shoppers Food	n/i			1.99		1.99				1.99										
		Essential Everyday																		2.40	2.40
	Shoppers Value	n/i							0.97									0.45			
	Super Dollar	n/i			1.95																
	Trader Joe's	Trader Joe's	O											1.99							
	Walmart	Tyson	A												1.26						
		Great Value																		1.88	
	n/i																			6.23	
Wegman's	Wegman's		3.99	1.79		3.69		1.88		2.79		0.99		0.79	0.49						
	Wegman's	A	4.49		4.29		3.69		4.29		2.29		1.99		1.99						
	Wegman's	O	7.99	5.99	5.89	4.89	5.99		4.69		3.99		2.99	1.99							
Weis Markets	n/i					2.29															
	Weis											1.39		1.39						6.40	
	Whole Foods	365 Everyday	O	6.99																	
WV	ALDI	Kirkwood																1.87			
		n/i			1.69		1.69														
	Food Lion	Food Lion						1.49					1.39		1.39						
		n/i								1.99							0.59				6.99
	Foodland	Gerber's	A									1.00		1.00							
	Galaxy Foods	n/i							1.48								0.58				6.99
Giant Eagle	Nature's Basket	A	3.99																		
	Giant Eagle								1.99												

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2019

prices in \$US per pound unless otherwise noted.

CHICKEN

State	Supermarket	Brand	Key	B/S Breast		B/S Thighs		Split Breast		Wings		Thighs		Drumsticks		Leg Quarters		IQF		Fried 8-piece		
				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	Breast	Tender			
WV (cont)	IGA Stores SE	n/i							1.48								0.58					
	Kroger Columbus	Heritage Farm			1.79					2.99												
		Fresh Foods																			6.99	
		Simple Truth	O	6.99																		
		Kroger MidAtlantic	Heritage Farm			1.99				0.99				0.99		0.99		0.49				6.99
		Fresh Foods																				6.99
		Martin's Food	Giant		2.99	1.88	2.99	1.88					0.88		0.88							
		Nature's Promise	O						2.99						2.99							
		Piggly Wiggly Store	n/i														0.79	0.49				6.99
		Riesbeck's	Gerber	A	3.99																	
		Save-a-Lot	n/i			1.49																
		Shop'n Save	Essential Everyday																	2.50	2.50	
			Allen's			1.99		1.99														
			Amish	A	3.99		3.99															
		Shoppers Value	n/i							0.97												
		Sparkle Markets	n/i										0.99		0.99							
	Walmart	Tyson	A											1.26								
		Great Value																	1.88			
		n/i																			6.23	
	Weis Markets	n/i				2.29																
		Weis										1.39		1.39								6.40

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2019

prices in \$US per pound unless otherwise noted.

CHICKEN

State	Supermarket	Brand	Key	B/S Breast		B/S Thighs		Split Breast		Wings		Thighs		Drumsticks		Leg Quarters		IQF		Fried 8-piece
				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	Breast	Tender	
MIDWESTERN U.S. - IA,IL,IN,MI,MN,ND,NE,OH,SD,WI																				
IA	ALDI	Kirkwood			1.69	1.69													1.87	
	AW Grocers	n/i															0.49			
	Brothers Market	Best Choice			1.79					1.99									1.60	
	Family Fare	Chester's			1.99						1.49		1.49							8.99
		Gold'n Plump										1.49	1.49							6.99
		Tyson	A															2.60	2.60	
	Family Foods	Open Acres											1.29							
	Fareway	n/i		3.99	1.88															
	Food Pride	Open Acres											1.29							
	Fresh Thyme	Fresh Thyme																		5.99
		n/i			2.49					2.99										
		Coleman	O			5.49														
	Hometown Market	n/i		2.88																
	Hy-Vee	Just Bare	A	5.69																
		Hy-Vee True	A			3.99														
	Jewel-Osco	n/i		2.99	1.99															
		Signature Farms							1.29				1.29							
		Signature Café																		5.99
	Lucky's Market	n/i			2.49	2.49														
	Maynard's	Best Choice																	2.20	
	No Frills	n/i			1.77															6.99
		Tyson	A															3.20	3.20	
	Price Chopper	n/i			1.59															
	Quillin's	n/i			1.79															
	Russ's Market	Tyson	A																	9.00
	Save-a-Lot	n/i			1.49															
	Sunshine Foods	Sanderson Farms							1.49											
	Super Saver	n/i										0.78	0.78							
	Thriftway Stores	n/i			1.39					1.99										6.99
	Trader Joe's	Trader Joe's	O										1.99							

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2019

prices in \$US per pound unless otherwise noted.

CHICKEN

State	Supermarket	Brand	Key	B/S Breast		B/S Thighs		Split Breast		Wings		Thighs		Drumsticks		Leg Quarters		IQF		Fried 8-piece		
				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	Breast	Tender			
IA (cont)	Walmart	Tyson	A											1.26							6.23	
		Great Value																	1.88			
	Whole Foods	365 Everyday	O	6.99																		
IL	ALDI	Kirkwood			1.69		1.69													1.87		
	Angelo Caputo	Miller's	A	6.99																		
		n/i				3.99		2.99		4.99			0.99	1.99						1.60		
	AW Grocers	Best Choice																				
	Berkot's	Berkot's	A	2.99																		
	Borowiak's IGA	n/i			1.48								0.88			0.68						
		Borowiak's Best							1.89												6.99	
	Brookhaven	Miller's	A																			
	Butera	n/i			1.49				0.99		1.99		0.99		0.79	0.69						
	Cermak's	n/i					1.99			2.99					0.49	0.79						
	County Market NFI	Just Bare	A			3.99																
	Cub Foods	Perdue	A						1.49												6.99	
		n/i												1.49	1.49							
		Essential Everyday																		1.59		
	Dierberg's	Perdue	A													0.99						
	El Guero	n/i		2.29	1.79																	
	Fairplay Foods	n/i			1.49		1.49	1.49			2.29		0.99		0.99		0.69					
	Fareway	n/i		3.99	1.88																	
	Food 4 Less	Perdue	A									1.99										
	Food Pride	Open Acres											1.29		1.29							
Fresh Thyme	Fresh Thyme																				5.99	
	n/i			2.49							2.99											
	Coleman	O			5.49							2.99		2.99								
Gordon Food	Harvestland	A	3.99																			
Heinen's	Smart Chicken	O	6.99																			
Hy-Vee	Just Bare	A	5.69																			
	Hy-Vee True	A			3.99																	
IGA Houchen's	n/i			2.49										1.19								
	Tyson	A																2.00	2.00			
	IGA Stores IL/IN	n/i										0.88		0.88								

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

**Memorial Day 2019
CHICKEN**

prices in \$US per pound unless otherwise noted.

State	Supermarket	Brand	Key	B/S Breast		B/S Thighs		Split Breast		Wings		Thighs		Drumsticks		Leg Quarters		IQF		Fried 8-piece	
				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	Breast	Tender		
IL <i>(cont)</i>	Jewel-Osco	n/i		2.99	1.99																
		Signature Farms						1.29					1.29		1.29						5.99
		Signature Café																			
		Jimenez	n/i														0.69				
		Kirby Foods IGA	Tyson	A									0.88		0.88						
		Kroger Central	Tyson	A		1.99															
			Fresh Foods																		6.99
			Simple Truth	O	6.99																
			Heritage Farm							2.49											
		Kroger MidSouth	Simple Truth	A	4.99																
			Perdue	A		1.99	1.99				1.99										
			Fresh Foods																		6.99
		La Chiquita	n/i														0.88				
		Mariano's	n/i																		5.00
			Miller's	A	3.99																
		Meijer	n/i			1.77															
			Meijer		2.99		1.99				1.99										
		Pete's Market	n/i			1.99	1.99				2.99										
		Piggly Wiggly MW	n/i			1.89										0.79					
			Perdue	A															2.00		
			Gerber	A	3.99																
		Plum Market	Mary's	A	6.99																
		Ruler Foods	Heritage Farm			1.99															
		Save-a-Lot	n/i			1.49															
		Seafood City	n/i													0.59					
		Shop & Save Mrkt	Sanderson Farms						0.99												
			Miller's	O	6.99						2.69										
			n/i			1.69															
		Sullivan's	n/i			1.48															8.99
		Sunset Foods	Miller's	A	4.99																
	Tony's Fresh Mrkt	n/i								2.49					0.59						
		Tony's	A	3.99																	
	Torres Markets	n/i													0.78						
	Trader Joe's	Trader Joe's	O										1.99								
	Valli Produce	n/i								1.49						0.69					

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2019

prices in \$US per pound unless otherwise noted.

CHICKEN

State	Supermarket	Brand	Key	B/S Breast		B/S Thighs		Split Breast		Wings		Thighs		Drumsticks		Leg Quarters		IQF		Fried 8-piece
				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	Breast	Tender	
IL (cont)	Walmart	Tyson	A											1.26						6.23
		Great Value	n/i																1.88	
	Walt's Food Center	Miller's	A							2.99										
	Whole Foods	365 Everyday	O	6.99																
IN	ALDI	Kirkwood			1.69		1.69												1.87	6.99
		n/i																		
	Al's Supermarket	Miller's	A			2.88		1.48												
	County Market	n/i																		
		Gold'n Plump										1.49		1.49						
	County Market NFI	Just Bare	A			3.99														
	Dollar General Mkt	n/i			1.95							0.95		0.95						
	Earth Fare	n/i	A	3.99													0.98			
	Food 4 Less	Perdue	A								1.99									
	Fresh Encounter	Miller's	A					1.69					1.69		1.69					
		n/i																		
		Open Acres				2.49														
	Fresh Thyme	Fresh Thyme				2.49						2.99								
		n/i																		
		Coleman	O				5.49													
	Giant Eagle	Nature's Basket	A	3.99																
		Giant Eagle							1.99											
	Gordon Food	Harvestland	A	3.99																
	Harding's	Miller	A					1.99												
		Open Acres											1.19		1.19					
	Lipari																			
Harvest Supermarket	n/i				1.99									0.99						
Holiday Foods	n/i																0.59			
IGA Houchen's	n/i				2.49									1.19						
	Tyson	A																2.00		
IGA Stores IL/IN	n/i											0.88		0.88				2.00		
IGA Stores OH/KY	n/i			2.79													0.69			
Jay C Stores	Tyson	A			1.99						1.99									
	n/i																			

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2019

prices in \$US per pound unless otherwise noted.

CHICKEN

State	Supermarket	Brand	Key	B/S Breast		B/S Thighs		Split Breast		Wings		Thighs		Drumsticks		Leg Quarters		IQF		Fried 8-piece		
				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	Breast	Tender			
IN (cont)	Jewel-Osco	n/i		2.99	1.99																	
		Signature Farms							1.29				1.29		1.29						5.99	
		Signature Café																				
		Kirby Foods IGA	Tyson	A									0.88		0.88							
		Kroger Central	Tyson	A		1.99																
			Fresh Foods																			6.99
			Simple Truth	O	6.99																	
			Heritage Farm								2.49											
		Kroger Cincinnati	Tyson	A		1.99																
			Fresh Foods																			6.99
			Simple Truth	O	6.99																	
			Heritage Farm								2.49											
		Kroger MidSouth	Simple Truth	A	4.99																	
			Perdue	A		1.99		1.99						1.99								
			Fresh Foods																			6.99
		Lucky's Market	n/i			2.49		2.49														
		Martin's	Miller's	A	3.79																	
		Meijer	n/i			1.77																
			Meijer		2.99			1.99					1.99									
		Miller's Markets	Miller's	A					1.89					1.69		1.69						
		New Market	Essential Everyday																	2.59		
			Miller's	A	3.77																	
		Ruler Foods	Heritage Farm			1.99																
	Save-a-Lot	n/i			1.49																	
	Strack & VanTil	Sanderson Farms			1.69																	
		Miller's	A							3.99												
	Trader Joe's	Trader Joe's	O											1.99								
	Walmart	Tyson	A												1.26							
		Great Value																	1.88			
		n/i																			6.23	
	Walt's Food Center	Miller's	A																		2.99	
	Wesselman's	n/i																			0.59	
	Whole Foods	365 Everyday	O	6.99																		
MI	ALDI	Kirkwood																	1.87			
		n/i			1.69		1.69															

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2019

prices in \$US per pound unless otherwise noted.

CHICKEN

State	Supermarket	Brand	Key	B/S Breast		B/S Thighs		Split Breast		Wings		Thighs		Drumsticks		Leg Quarters		IQF		Fried 8-piece		
				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	Breast	Tender			
MI (cont)	AW Grocers	Best Choice																1.60				
	Busch's	Miller's	A									0.99		0.99								
		Farm Fresh			1.99																6.99	
	County Market	n/i																				
		Gold'n Plump										1.49		1.49								
	D&W Fresh Market	Open Acres			2.49																	
		Smart Chicken	O	8.99																		
	Earth Fare	n/i	A	3.99													0.98					
	Family Fare	Open Acres			2.49																	5.99
	Food Pride	Gold'n Plump											1.29		1.29							
		Gerber's	A	3.79																		6.99
		n/i																				5.99
	Fresh Thyme	Fresh Thyme																				
		n/i			2.49							2.99										
		Coleman	O			5.49																
	Glory Supermarket	n/i										1.28		0.99						0.28		
	Gordon Food	Harvestland	A	3.99																		
	Great Lakes	n/i							1.99													6.99
	Harding's	Miller	A						1.99													
		Open Acres												1.19		1.19						
		Lipari																				7.99
	Hollywood Markets	Hollywood																				10.99
		Farm Fresh					1.99															
Jack's Market	n/i			1.69																		
Kroger Central	Tyson	A		1.99																		
	Fresh Foods																				6.99	
	Simple Truth	O	6.99																			
	Heritage Farm									2.49												
Kroger Columbus	Heritage Farm			1.79						2.99												
	Fresh Foods																				6.99	
	Simple Truth	O	6.99																			
Kroger Michigan	Heritage Farm			1.79						2.99												
	Fresh Foods																				6.99	
	Simple Truth	O	6.49																			
Louie's Fresh	n/i			2.19	1.89								0.89		0.89							

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2019

prices in \$US per pound unless otherwise noted.

CHICKEN

State	Supermarket	Brand	Key	B/S Breast		B/S Thighs		Split Breast		Wings		Thighs		Drumsticks		Leg Quarters		IQF		Fried 8-piece	
				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	Breast	Tender		
MI (cont)	Lucky's Market	n/i			2.49		2.49														
	Martin's	Miller's	A	3.79																	
	Meijer	n/i			1.77																
		Meijer			2.99			1.99			1.99										
	Miller's Markets	Miller's	A					1.89				1.69		1.69							
	Pat's Foods IGA	Perdue	A						1.79								0.69				
		Gerber's	A		3.99																
		n/i																			7.99
	Plum Market	Mary's	A		6.99																
	Polly's Market	Springer Mountain	A				2.39														
		n/i				1.99															
	Save-a-Lot	n/i				1.49															
	Spartan Stores	Open Acres								0.99											
	Super One Foods	n/i									2.99					0.66					
		Gerber's	A		3.99																
	Tadych's	Miller	A															1.19			
		Katie's Best	A		3.99																
	Tom's/Oleson's	Miller	A						1.89												
		Gold'n Plump																			
	Trader Joe's	Trader Joe's	O											1.99							
Valuland	n/i				1.79																
VG's Grocery	Open Acres				2.49																5.99
Walmart	Tyson	A													1.26						
	Great Value																	1.88			
	n/i																				6.23
Westborn Markets	Coleman	O	4.49																		
Whole Foods	365 Everyday	O	6.99																		
MN	ALDI	Kirkwood																1.87			
		n/i		1.69		1.69															
	AW Grocers	n/i		1.49													0.49				
		Best Choice																	1.60		
	Cash Wise	Gold'n Plump					2.58				2.58										
	Coborn's	Gold'n Plump										0.99		0.99							
County Market	n/i																				6.99
	Gold'n Plump										1.49		1.49								

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2019

prices in \$US per pound unless otherwise noted.

CHICKEN

State	Supermarket	Brand	Key	B/S Breast		B/S Thighs		Split Breast		Wings		Thighs		Drumsticks		Leg Quarters		IQF		Fried 8-piece							
				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	Breast	Tender								
MN (cont)	Cub Foods	Perdue	A						1.49												6.99						
		n/i																									
	Dick's Fresh Mrkt	Essential Everyday																				1.59		6.99			
		Gold'n Plump																							6.99		
	Family Fare	n/i				1.99																			6.99		
		Gold'n Plump																								6.99	
	Fareway	Tyson	A																							6.99	
		n/i			3.99	1.88																					7.99
	Festival	n/i																								7.99	
		Miller's	A																								7.99
	Food Pride	Gold'n Plump																									
		Fresh Thyme	Gerber's	A																							6.99
	n/i																										5.99
	Hornbacher's	Fresh Thyme																									5.99
		n/i				2.49																					5.99
	Hugo's	Coleman	O				5.49																				5.99
		n/i																									5.99
	Hy-Vee	Miller	A																								6.99
		Just Bare																									
	Kowalski's	Hugo's	A																								6.99
		Just Bare																									
	Lund's & Byerly's	Hy-Vee True	A																								6.99
		Gerber's						3.99																			
Marketplace Foods	L&B	A																								7.49	
	Bell & Evans																										7.49
Maynard's	Just Bare	A																								7.49	
	Just Bare																										7.49
Nilssen's	Gold'n Plump																									7.49	
	Best Choice																									7.49	
Quillin's	n/i																									7.49	
	Just Bare	A																								7.49	
Save-a-Lot	n/i																									7.49	
	Sunshine Foods	n/i																								7.49	
Super One Foods		Just Bare																								7.49	
	Super One Foods	Sanderson Farms																								7.49	
Super One Foods		n/i																								7.49	
	Super One Foods	Gerber's	A																							7.49	
Gerber's																										7.49	

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2019

prices in \$US per pound unless otherwise noted.

CHICKEN

State	Supermarket	Brand	Key	B/S Breast		B/S Thighs		Split Breast		Wings		Thighs		Drumsticks		Leg Quarters		IQF		Fried 8-piece		
				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	Breast	Tender			
MN (cont)	Teal's Market	Gold'n Plump										1.29		1.29						7.49		
	Trader Joe's	Trader Joe's	O										1.99									
	Walmart	Tyson	A											1.26								
		Great Value	n/i															1.88			6.23	
	Whole Foods	365 Everyday	O	6.99																		
ND	Albert/Safe Mntn	n/i			1.99		1.99													5.99		
		O Organics	O	7.49																		
		Open Nature	A			4.49																
		AW Grocers	Best Choice																	1.60		
		Cash Wise	Gold'n Plump				2.58				2.58											
		Dan's Supermarket	n/i																		6.99	
			Gold'n Plump											1.49		1.49						
			Tyson	A																2.60	2.60	
		Family Fare	n/i			1.99							1.49		1.49							6.99
			Gold'n Plump										1.49		1.49							
			Tyson	A																2.60	2.60	
		Food Pride	Gold'n Plump											1.29		1.29						
			Gerber's	A	3.79																	
			n/i																			6.99
		Hornbacher's	n/i											0.99		0.99						
		Hugo's	Miller	A	3.99																	
			Just Bare	A	5.49																	
			Hugo's																			6.99
		Leever's Foods	Miller	A	3.99													1.49				
		Marketplace Foods	Gold'n Plump											1.49		1.49						
	Miller's Fresh	n/i																			7.99	
		Gold'n Plump											1.39		1.39							
	Teal's Market	Gold'n Plump											1.29		1.29						7.49	
	Walmart	Tyson	A												1.26							
		Great Value																	1.88			
		n/i																			6.23	
NE	Albert/Safe Denver	n/i			1.87		1.87														6.99	
		Open Nature	A	4.99																		

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2019

prices in \$US per pound unless otherwise noted.

CHICKEN

State	Supermarket	Brand	Key	B/S Breast		B/S Thighs		Split Breast		Wings		Thighs		Drumsticks		Leg Quarters		IQF		Fried 8-piece		
				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	Breast	Tender			
NE (cont)	ALDI	Kirkwood																	1.87			
		n/i			1.69		1.69															
		Apple Markets	Sanderson Farms		2.99																	
			Best Choice																		2.00	
		AW Grocers	n/i			1.49												0.49				
			Best Choice																		1.60	
		Baker's	Fresh Foods																			6.99
			Tyson	A	2.99																	
			Simple Truth	A	5.49																	
		Family Fare	n/i			1.99						1.49			1.49							6.99
			Gold'n Plump										1.49		1.49							
			Tyson	A																	2.60	2.60
		Fareway	n/i		3.99	1.88																
		Food Pride	Gold'n Plump										1.29		1.29							
			Gerber's	A	3.79																	
			n/i																			6.99
		Fresh Thyme	Fresh Thyme																			5.99
			n/i			2.49						2.99										
			Coleman	O			5.49								2.99		2.99					
		Hy-Vee	Just Bare	A	5.69																	
			Hy-Vee True	A			3.99															
		No Frills	n/i			1.77																6.99
			Tyson	A																	3.20	3.20
		Russ's Market	Tyson	A																		9.00
		Save-a-Lot	n/i			1.49																
		Sun Mart	n/i			1.88																6.99
			Tyson	A																	3.20	3.20
	Super Saver	n/i											0.78		0.78							
	Thriftway Stores	n/i			1.39						1.99										6.99	
	Trader Joe's	Trader Joe's	O											1.99								
	Walmart	Tyson	A												1.26							
		Great Value																		1.88		
		n/i																			6.23	
	Whole Foods	365 Everyday	O	6.99																		

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2019

prices in \$US per pound unless otherwise noted.

CHICKEN

State	Supermarket	Brand	Key	B/S Breast		B/S Thighs		Split Breast		Wings		Thighs		Drumsticks		Leg Quarters		IQF		Fried 8-piece	
				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	Breast	Tender		
OH	Acme Fresh Mrkt	Acme				2.49										0.79					
		Gerber's	A	3.99																	
	ALDI	Kirkwood																1.87			
		n/i			1.69	1.69															
	Buehler's	Gerber's	A														0.47				
		Open Acres		2.49	1.87																
	Dave's Markets	n/i			1.59							0.99		0.99							
	Dollar General Mrkt	n/i			1.95							0.95		0.95							
	Earth Fare	n/i	A	3.99												0.98					
	Family Fare	n/i			1.99							1.49		1.49	1.49						6.99
		Gold'n Plump											1.49		1.49						
		Tyson	A																2.60	2.60	
	Fisher's Foods	Fishers			1.57																
		Springer Mountain	A	3.77																	
	Fresh Encounter	Miller's	A						1.69												
		n/i																			8.99
		Open Acres			2.49																
	Fresh Thyme	Fresh Thyme			2.49																5.99
		n/i			2.49							2.99									
		Coleman	O			5.49															
	Giant Eagle	Nature's Basket	A	3.99																	
		Giant Eagle							1.99												
	Gordon Food	Harvestland	A	3.99																	
Heinen's	Smart Chicken	O	6.99																		
IGA Houchen's	n/i			2.49										1.19							
	Tyson	A																2.00	2.00		
IGA Stores OH/KY	n/i		2.79													0.69					
Kroger Central	Tyson	A		1.99																	
	Fresh Foods																			6.99	
	Simple Truth	O	6.99																		
	Heritage Farm								2.49												
Kroger Cincinnati	Tyson	A		1.99																	
	Fresh Foods																			6.99	
	Simple Truth	O	6.99																		
	Heritage Farm								2.49												

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2019

prices in \$US per pound unless otherwise noted.

CHICKEN

State	Supermarket	Brand	Key	B/S Breast		B/S Thighs		Split Breast		Wings		Thighs		Drumsticks		Leg Quarters		IQF		Fried 8-piece			
				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	Breast	Tender				
OH (cont)	Kroger Columbus	Heritage Farm	O		1.79					2.99											6.99		
		Fresh Foods																					
	Kroger MidAtlantic	Simple Truth		6.99																			
		Heritage Farm			1.99					0.99					0.99			0.49					6.99
	Lucky's Market	Fresh Foods			2.49		2.49																
		n/i																					
	Marc's	Tyson	A						1.29										2.00				
	Meijer	n/i			1.77																		
		Meijer		2.99			1.99				1.99												
	Miller's Markets	Miller's	A					1.89					1.69		1.69								
	Piggly Wiggly Store	n/i														0.79	0.49					6.99	
	Riesbeck's	Gerber	A	3.99																			
	Ruler Foods	Heritage Farm			1.99																		
	Save-a-Lot	n/i			1.49																		
	Shop'n Save	Essential Everyday																		2.50	2.50		
		Allen's			1.99		1.99																
	Sparkle Markets	Amish	A	3.99		3.99																	
		n/i											0.99		0.99								
SuperValu Stores	Tyson	A																			7.99		
Trader Joe's	Trader Joe's	O												1.99									
Walmart	Tyson	A												1.26									
	Great Value																		1.88				
Whole Foods	n/i																					6.23	
	365 Everyday	O	6.99																				
SD	Albert/Safe Denver	n/i		1.87		1.87																6.99	
		Open Nature	A	4.99																			
	ALDI	Kirkwood																				1.87	
		n/i			1.69		1.69																
	AW Grocers	n/i			1.49																		
		Best Choice																				1.60	
Buche Foods	Chester's																					8.98	
Coborn's	Gold'n Plump											0.99		0.99									
	Sanderson Farms						1.48																

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2019

prices in \$US per pound unless otherwise noted.

CHICKEN

State	Supermarket	Brand	Key	B/S Breast		B/S Thighs		Split Breast		Wings		Thighs		Drumsticks		Leg Quarters		IQF		Fried 8-piece		
				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	Breast	Tender			
SD <i>(cont)</i>	Family Fare	n/i			1.99							1.49		1.49						6.99		
		Gold'n Plump											1.49		1.49							
		Tyson	A																2.60	2.60		
	Fareway	n/i		3.99	1.88																	
	Hy-Vee	Just Bare	A	5.69																		
		Hy-Vee True	A			3.99																
	IGA Markets	n/i																			6.99	
		Gold'n Plump											1.49		1.49							
	Ken's Super Fair	Best Buy																				
	Lynn's Dakotamart	Open Acres																				
	Maynard's	Best Choice																			2.20	
	Save-a-Lot	n/i			1.49																	
	Sunshine Foods	Sanderson Farms								1.49												
Teal's Market	Gold'n Plump																					
Walmart	Tyson	A																		7.49		
	Great Value																			1.88		
	n/i																				6.23	
WI	ALDI	Kirkwood																		1.87		
		n/i			1.69		1.69															
	AW Grocers	n/i			1.49												0.49					
		Best Choice																			1.60	
	Cermak's	n/i					1.99			2.99					0.49	0.79						
	Coborn's	Gold'n Plump											0.99		0.99							
	County Market	n/i																			6.99	
		Gold'n Plump											1.49		1.49							
	Family Fare	n/i			1.99								1.49		1.49							6.99
		Gold'n Plump												1.49		1.49						
	Tyson	A																		2.60	2.60	
Festival Foods	Gerber's	A	3.99																			
	Just Bare	A												2.00	2.00							
Food Pride	Gold'n Plump																					
	Gerber's	A	3.79										1.29		1.29							
	n/i																				6.99	

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2019

prices in \$US per pound unless otherwise noted.

CHICKEN

State	Supermarket	Brand	Key	B/S Breast		B/S Thighs		Split Breast		Wings		Thighs		Drumsticks		Leg Quarters		IQF		Fried 8-piece	
				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	Breast	Tender		
WI (cont)	Fresh Thyme	Fresh Thyme			2.49						2.99									5.99	
		n/i																			
		Coleman	O			5.49							2.99		2.99						
	Gordon Food	Harvestland	A	3.99																	
	Great Lakes	n/i						1.99												6.99	
	Hansen's IGA	n/i															0.88			5.98	
	Hy-Vee	Just Bare	A	5.69																	
		Hy-Vee True	A			3.99															
	Marketplace Foods	Gold'n Plump											1.49		1.49						
	Meijer	n/i			1.77																
		Meijer		2.99			1.99				1.99										
	Nilssen's	n/i																0.99			
		Just Bare	A	4.99																	
	Pat's Foods IGA	Perdue	A						1.79										0.69		
		Gerber's	A	3.99																	
		n/i																			7.99
	Pick'n Save	n/i		3.99																	
	Piggly Wiggly MW	n/i			1.89										0.79						
		Perdue	A																2.00		
		Gerber	A	3.99																	
	Quillin's	n/i			1.79																
	Save-a-Lot	n/i			1.49																
	Sendik's	Sendik's		3.99																	
		Gerber's	A	4.99																	
	Sentry Foods	Perdue	A						1.79											0.89	
	Shurfine Food Cntr	Gold'n Plump				2.98														0.88	
		n/i								0.78											
	Super One Foods	n/i									2.99					0.66					
	Gerber's	A	3.99																		
Tadych's	Miller	A																	1.19		
	Katie's Best	A	3.99																		
Trader Joe's	Trader Joe's	O												1.99							
Trig's	Gerber's	A	3.99																		

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2019

prices in \$US per pound unless otherwise noted.

CHICKEN

State	Supermarket	Brand	Key	B/S Breast		B/S Thighs		Split Breast		Wings		Thighs		Drumsticks		Leg Quarters		IQF		Fried 8-piece
				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	Breast	Tender	
WI (cont)	Walmart	Tyson	A											1.26						
		Great Value																	1.88	
		n/i																		
	Whole Foods	365 Everyday	O	6.99																
	Woodman's	Just Bare	A				4.18													

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2019

prices in \$US per pound unless otherwise noted.

CHICKEN

State	Supermarket	Brand	Key	B/S Breast		B/S Thighs		Split Breast		Wings		Thighs		Drumsticks		Leg Quarters		IQF		Fried 8-piece	
				reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	Breast	Tender				
SOUTH CENTRAL U.S. - AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT																					
AR	Albertsons Houston	Signature Farms			BOGO		2.99				2.99										
		n/i			1.99																
		Signature Café																			5.99
	ALDI	Kirkwood																	1.87		
		n/i			1.69		1.69														
	Brookshire's	Brookshire's					1.99				1.99										
	Grocery Depot	n/i			1.17																
	City Market	n/i															0.55				
	CV's Family Foods	n/i			2.49																
	Edward's FG	Best Choice																		1.60	
		n/i			1.99		1.99					1.19		1.19							
	Food Giant	n/i																0.59			6.99
	G&W Foods	n/i							1.19	0.89							1.19	0.59			
		Springer Mountain	A	3.79																	
		Mountaire											1.19		1.19						
		Best Choice																		2.00	
	Harp's	Tyson	A	3.18					1.78												
		Smart Chicken	A	5.99																	
	Hays Supermarket	n/i																0.49			
	Kroger Delta	Sanderson Farms								0.99			0.99		0.99						
		Simple Truth	O	6.99																	
	Fresh Foods																			7.99	
	Heritage Farm			1.99					1.99		1.99										
Mac's Fresh Mrkt	n/i			1.99																	
PW Houchen's	n/i																			5.99	
Rehkopf's	n/i																0.54				
Save-a-Lot	n/i			1.49																	
Super 1 Foods	Sanderson Farms																		0.57		
TC Grocers	n/i								0.99					0.89			0.59			7.99	
	Tyson	A												1.26							
	Great Value																		1.88		
	n/i																			6.23	
Whole Foods	365 Everyday	O	6.99																		

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

**Memorial Day 2019
CHICKEN**

prices in \$US per pound unless otherwise noted.

State	Supermarket	Brand	Key	B/S Breast		B/S Thighs		Split Breast		Wings		Thighs		Drumsticks		Leg Quarters		IQF		Fried 8-piece		
				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	Breast	Tender			
AZ	Albertsons SW	n/i			1.47																	
		Signature Café																			4.99	
		AW Grocers	n/i															0.49				
		Basha's	n/i			1.47		1.47														5.99
			Sanderson Farms										0.99		0.99		0.99					
		Clark's Market	n/i		2.49								1.19		1.19							
		El Super	n/i			1.99				1.59							0.67	0.67				
		Food City	n/i			1.99								0.57		0.57						
		Fry's	Heritage Farm			1.77																5.99
			Fresh Foods																			
			Simple Truth	A	5.49			1.49														
		IGA Arizona	n/i			1.67										0.77	0.77					
		Los Altos	n/i													0.59	0.89					
		Lowes Markets	n/i															0.45				
		Safeway SW	n/i			1.77																
			Signature Café																			4.99
		Smart & Final	Foster Farms						0.89													
		Smith's	Heritage Farm											0.77		0.77						
		Fresh Foods																			6.99	
		Simple Truth	A	5.49																		
	Sprout's Market	n/i			1.99							1.99		1.99							6.99	
	Trader Joe's	Trader Joe's	O											1.99								
	Walmart	Tyson	A												1.26							
		Great Value																1.88				
		n/i																			6.23	
	Whole Foods	365 Everyday	O	6.99																		
CO	Affiliated Foods	n/i															0.49					
	Albert/Safe Denver	n/i			1.87		1.87														6.99	
		Open Nature	A	4.99																		
	Albert/Safe Mntn	n/i			1.99		1.99															5.99
		O Organics	O	7.49																		
		Open Nature	A			4.49																
	Associated Foods	n/i			1.89																	
		n/i			1.79																	

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2019

prices in \$US per pound unless otherwise noted.

CHICKEN

State	Supermarket	Brand	Key	B/S Breast		B/S Thighs		Split Breast		Wings		Thighs		Drumsticks		Leg Quarters		IQF		Fried 8-piece	
				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	Breast	Tender		
CO <i>(cont)</i>	AW Grocers	n/i			1.49												0.49				
		Best Choice																1.60			
	Clark's Market	n/i		2.49							1.19		1.19								
	Food King	n/i															0.39				
	King Soopers	Heritage Farm			1.77																
		Fresh Foods																			6.99
		Simple Truth	A		5.49																
	Lowes Markets	n/i																0.45			
	Lucky's Market	n/i				2.49	2.49														
	Ridley's	n/i																			5.98
	Sprout's Market	n/i				1.99						1.99		1.99							6.99
Trader Joe's	Trader Joe's	O																			
Walmart	Tyson	A												1.26							
	Great Value																	1.88			
	n/i																			6.23	
	Whole Foods	365 Everyday	O	6.99																	
KS	Affiliated Foods	n/i															0.49				
	ALDI	Kirkwood																1.87			
		n/i			1.69	1.69															
	Apple Markets	Sanderson Farms		2.99																	
		Best Choice																		2.00	
	AW Grocers	n/i															0.49				
		Best Choice																1.60			
	Brothers Market	n/i			1.79							1.99									
		Chester's																			8.99
	Country Mart	Sanderson Farms		2.99																	
		Best Choice																		2.00	
	n/i																			8.99	
CV's Family Foods	n/i				2.49																
Dillon's	Fresh Foods																			6.99	
	Tyson	A		2.99																	
	Simple Truth	A		5.49																	
Food Pride	Open Acres										1.29		1.29								

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2019

prices in \$US per pound unless otherwise noted.

CHICKEN

State	Supermarket	Brand	Key	B/S Breast		B/S Thighs		Split Breast		Wings		Thighs		Drumsticks		Leg Quarters		IQF		Fried 8-piece	
				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	Breast	Tender		
KS (cont)	G&W Foods	n/i						1.19	0.89							1.19	0.59				
		Springer Mountain Mountaire	A	3.79							1.19		1.19								
		Best Choice																	2.00		
		Harp's	Tyson	A	3.18				1.78												
			Smart Chicken	A	5.99																
		Hen House	OMP	A							1.59			1.59							
			Hen House	A																	8.99
		Hy-Vee	Just Bare	A	5.69																
			Hy-Vee True	A			3.99														
		Lowes Markets	n/i																		
		Price Chopper	n/i			1.59															0.45
		Pyramid Foods	Smart Chicken	O			6.99														
		Save-a-Lot	n/i			1.49															
		Sprout's Market	n/i			1.99							1.99		1.99						
		Sun Fresh	Sanderson Farms		2.99																
			n/i																		8.99
		Thriftway Stores	n/i			1.39						1.99									
		Trader Joe's	Trader Joe's	O											1.99						
		Walmart	Tyson	A												1.26					
			Great Value																	1.88	
		n/i																		6.23	
	Whole Foods	365 Everyday	O	6.99																	
	Woods Supermarket	n/i										0.99		0.99							
LA	AG Baton Rouge	Sanderson Farms							0.99										1.87		
		n/i															0.49				
	Albertsons Houston	Signature Farms			BOGO		2.99				2.99										
		n/i			1.99																
		Signature Café																			
	Breaux Mart	Sanderson Farms						0.99													
	n/i																		0.37		
Brookshire's	Brookshire's					1.99				1.99											
Brookshire Bros.	n/i																		0.59		
	Tyson		A															2.40	2.40		

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2019

prices in \$US per pound unless otherwise noted.

CHICKEN

State	Supermarket	Brand	Key	B/S Breast		B/S Thighs		Split Breast		Wings		Thighs		Drumsticks		Leg Quarters		IQF		Fried 8-piece		
				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	Breast	Tender			
LA <i>(cont)</i>	County Market	n/i																		6.99		
		Gold'n Plump										1.49		1.49								
	Dollar General Mkt	n/i			1.95								0.95		0.95							
	Kroger Dallas	Fresh Foods																			5.99	
		Simple Truth	A		4.99																	
	Mac's Fresh Mkt	n/i				1.99																
	Market Basket	n/i															0.37					
		S&S				1.97																
		Tyson	A						1.79													
	Ramey's	n/i							0.78													
		Ramey's												0.98		0.98						
	Rouse's Market	Rouses																				5.00
		Tyson	A								1.88											
		n/i															0.49					
	Shoppers Value	n/i				1.98	1.98		0.98		1.98				0.88		0.49					
	Spring Market	Sanderson Farms			2.48																	
	Super 1 Foods	Sanderson Farms															0.57					
Trader Joe's	Trader Joe's	O												1.99								
Walmart	Tyson	A												1.26								
	Great Value																	1.88				
	n/i																				6.23	
Whole Foods	365 Everyday	O		6.99																		
Winn-Dixie	n/i					2.99		1.49		2.99		0.99		0.99							4.99	
	Naturally Better	A		5.49																		
	SE Grocers																	2.60	2.60			
MO	ALDI	Kirkwood					1.69		1.69										1.87			
		n/i																				
	Apple Markets	Sanderson Farms			2.99																	
		Best Choice																			2.00	
	AW Grocers	Best Choice																	1.60			
	Brothers Market	n/i				1.79				1.99												
		Chester's																				8.99
C&R Supermarket	Tyson	A										0.79		0.99								
Grocery Depot	n/i				1.17																	
County Market NFI	Just Bare	A				3.99																

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2019

prices in \$US per pound unless otherwise noted.

CHICKEN

State	Supermarket	Brand	Key	B/S Breast		B/S Thighs		Split Breast		Wings		Thighs		Drumsticks		Leg Quarters		IQF		Fried 8-piece		
				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	Breast	Tender			
MO (cont)	Country Mart	Sanderson Farms		2.99																		
		Best Choice																	2.00			
		n/i																			8.99	
		Dierberg's	Perdue	A													0.99					
		Food Giant	n/i															0.59				6.99
		Fresh Thyme	Fresh Thyme																			5.99
			n/i			2.49						2.99										
			Coleman	O			5.49						2.99		2.99							
		G&W Foods	n/i						1.19	0.89								1.19	0.59			
			Springer Mountain	A	3.79																	
			Mountaire											1.19		1.19						
			Best Choice																	2.00		
		Gerbe's	Fresh Foods																			6.99
			Tyson	A	2.99																	
			Simple Truth	A	5.49																	
		Gordon Food	Harvestland	A	3.99																	
		Harp's	Tyson	A	3.18				1.78													
			Smart Chicken	A	5.99																	
		Harter House	n/i										2.99									
		Hays Supermarket	n/i																0.49			
		Hen House	OMP	A										1.59		1.59						
			Hen House	A																		8.99
		Hy-Vee	Just Bare	A	5.69																	
		Hy-Vee True	A			3.99																
	IGA Stores IL/IN	n/i											0.88		0.88							
	Kroger Central	Tyson	A		1.99																	
		Fresh Foods																			6.99	
		Simple Truth	O	6.99																		
		Heritage Farm								2.49												
	Kroger Delta	Sanderson Farms							0.99				0.99		0.99							
		Simple Truth	O	6.99																		
		Fresh Foods																			7.99	
		Heritage Farm			1.99				1.99			1.99										
	Lucky's Market	n/i			2.49		2.49															

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2019

prices in \$US per pound unless otherwise noted.

CHICKEN

State	Supermarket	Brand	Key	B/S Breast		B/S Thighs		Split Breast		Wings		Thighs		Drumsticks		Leg Quarters		IQF		Fried 8-piece	
				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	Breast	Tender		
MO (cont)	Moser's	Sanderson Farms		2.99																8.99	
	Prenger's	n/i			1.19					1.89											
		Sanderson Farms		2.99																	
	Price Chopper	n/i			1.59																
	Pyramid Foods	Smart Chicken	O			6.99															
	Ruler Foods	Heritage Farm			1.99																
	Save-a-Lot	n/i			1.49																
	Sprout's Market	n/i			1.99						1.99			1.99							6.99
	Sun Fresh	Sanderson Farms		2.99																	8.99
		n/i																			8.99
	TC Grocers	n/i							0.99						0.89		0.59				7.99
	TC Markets	n/i													0.79						
	Thriftway Stores	n/i			1.39						1.99										6.99
	Trader Joe's	Trader Joe's	O											1.99							
	Walmart	Tyson	A												1.26						
		Great Value																	1.88		
	n/i																			6.23	
Whole Foods	365 Everyday	O	6.99																		
Woods Supermarket	n/i											0.99		0.99							
NM	Affiliated Foods	n/i															0.49				
	Albert/SAFE Denver	n/i			1.87		1.87														6.99
		Open Nature	A	4.99																	
	Albertsons SW	n/i			1.47																
		Signature Café																			4.99
	Basha's	n/i			1.47		1.47														5.99
		Sanderson Farms										0.99		0.99	0.99						
	El Super	n/i			1.99				1.59					0.67	0.67						
	Food King	n/i																0.39			
	John Brooks	n/i																0.47			
King Soopers	Heritage Farm				1.77																
	Fresh Foods																			6.99	
	Simple Truth	A	5.49																		
Lowes Markets	n/i																0.45				

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2019

prices in \$US per pound unless otherwise noted.

CHICKEN

State	Supermarket	Brand	Key	B/S Breast		B/S Thighs		Split Breast		Wings		Thighs		Drumsticks		Leg Quarters		IQF		Fried 8-piece		
				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	Breast	Tender			
NM (cont)	Smith's	Heritage Farm										0.77		0.77								
		Fresh Foods																			6.99	
		Simple Truth	A	5.49																		
		Sprout's Market	n/i		1.99							1.99		1.99								6.99
		Trader Joe's	Trader Joe's	O										1.99								
		Walmart	Tyson	A											1.26					1.88		
		Great Value																			6.23	
		n/i																				
	Whole Foods	365 Everyday	O	6.99																		
OK	Affiliated Foods	n/i															0.49					
	ALDI	Kirkwood																	1.87			
		n/i			1.69		1.69															
	AW Grocers	Best Choice																		1.60		
	Buy for Le\$\$	n/i			1.99																	
	Country Mart	Sanderson Farms			2.99																	
		Best Choice																			2.00	
		n/i																				8.99
	CV's Family Foods	n/i				2.49																
	Dollar General Mkt	n/i				1.95							0.95		0.95							
	Harp's	Tyson	A	3.18					1.78													
		Smart Chicken	A	5.99																		
	Market Square	n/i																0.49				
	Morelos	n/i				1.69												0.59				
	Pyramid Foods	Smart Chicken	O				6.99															
	Rehkopf's	n/i																0.54				
	Save-a-Lot	n/i				1.49																
	Sprout's Market	n/i				1.99							1.99		1.99							6.99
	Trader Joe's	Trader Joe's	O												1.99							
	Walmart	Tyson	A													1.26						
	Great Value																			1.88		
	n/i																					
	Warehouse Market	n/i			1.49																	
	Whole Foods	365 Everyday	O	6.99																		

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2019

prices in \$US per pound unless otherwise noted.

CHICKEN

State	Supermarket	Brand	Key	B/S Breast		B/S Thighs		Split Breast		Wings		Thighs		Drumsticks		Leg Quarters		IQF		Fried 8-piece	
				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	Breast	Tender		
TX	Affiliated Foods	n/i															0.49				
	AG Baton Rouge	Sanderson Farms							0.99									1.87			
		n/i															0.49				
	Albertsons Houston	Signature Farms				BOGO	2.99				2.99										
		n/i				1.99															
		Signature Café																			5.99
	ALDI	Kirkwood																	1.87		
		n/i				1.69	1.69														
	Arlan's Market	n/i																0.29			
	Brookshire's	Brookshire's					1.99				1.99										
	Brookshire Bros.	n/i																0.59			
		Tyson		A															2.40	2.40	
	Cash Saver TX	n/i																	0.29		
	Central Market	Central Market		A	4.49																
	Culebra	n/i									1.69										
	David's	n/i																	0.59		
		Tyson		A															2.40	2.40	
	El Ahorro	n/i													0.49						
	El Rancho	n/i				1.18									0.38						
	El Rio Grande	n/i				1.79									0.29						
	El Super	n/i				1.99				1.59					0.67	0.67					
	Fiesta Mart	n/i				1.67							0.98		0.77	0.98					
	Food King	n/i																0.39			
Food Town	n/i				1.25	1.25												0.77			
Foodarama	Country Post								1.00												
	S&S																	0.88			
	Sanderson Farms									2.39											
G.E. Foodland	n/i													0.48							
H-Mart	n/i					1.29															
Junior's	n/i									0.99											
Kroger Dallas	Fresh Foods																				
	Simple Truth		A	4.99																5.99	
La Fiesta	n/i								1.00												
Lawrence Bros.	n/i																		0.59		
Lowes Markets	n/i																			0.45	

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2019

prices in \$US per pound unless otherwise noted.

CHICKEN

State	Supermarket	Brand	Key	B/S Breast		B/S Thighs		Split Breast		Wings		Thighs		Drumsticks		Leg Quarters		IQF		Fried 8-piece	
				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	Breast	Tender		
TX (cont)	Market Basket	n/i	A														0.37				
		S&S			1.97																
		Tyson						1.79													
	Market Square	n/i																0.49			
	Porter's Grocery	n/i																0.47			
	Rehkopf's	n/i																0.54			
	Randall's	Signature Farms			BOGO		2.99					2.99									
		n/i			1.99																
		Signature Café																			5.99
	Save-a-Lot	n/i																			
	Sellers Bros.	n/i																			
	Spring Market	Sanderson Farms			2.48																
	Sprout's Market	n/i										1.99		1.99							6.99
	Super 1 Foods	Sanderson Farms																0.57			
	Teloloapan	n/i													0.68						
	Tom Thumb	Signature Farms										2.99									
		n/i																			
	Signature Café																			5.99	
Trader Joe's	Trader Joe's		O										1.99								
United	n/i																	0.60			
	Signature Farms																		2.40	2.40	
Vista Markets	n/i																	0.47			
Walmart	Tyson		A													1.26					
	Great Value																		1.88		
	n/i																			6.23	
	Whole Foods	365 Everyday	O	6.99																	
UT	Albert/Safe Mntn	n/i			1.99		1.99													5.99	
		O Organics	O	7.49																	
		Open Nature	A			4.49															
	Albertsons SW	n/i			1.47																
		Signature Café																			4.99
	Associated Foods	n/i			1.99																
		Smart Chicken		O								2.99		2.99							
	n/i				1.89																
	n/i				1.79																

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2019

prices in \$US per pound unless otherwise noted.

CHICKEN

State	Supermarket	Brand	Key	B/S Breast		B/S Thighs		Split Breast		Wings		Thighs		Drumsticks		Leg Quarters		IQF		Fried 8-piece	
				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	Breast	Tender		
UT (cont)	Clark's Market	n/i		2.49								1.19		1.19							
	Fresh Market	n/i			1.99																
		Smart Chicken	O										2.99		2.99						
	King Soopers	Heritage Farm			1.77																
		Fresh Foods																			6.99
		Simple Truth	A		5.49																
	Rancho Markets	n/i													0.99						
	Ream's	n/i				1.59															
	Ridley's	n/i																			5.98
	Smith's	Heritage Farm											0.77		0.77						
		Fresh Foods																			6.99
		Simple Truth	A		5.49																
	Sprout's Market	n/i				1.99							1.99		1.99						6.99
	Stoke's Market	n/i				1.99															
		Just Bare	A										1.77		1.77						
	Trader Joe's	Trader Joe's	O												1.99						
Walmart	Tyson	A												1.26							
	Great Value																	1.88			
	n/i																			6.23	
Whole Foods	365 Everyday	O		6.99																	

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2019

prices in \$US per pound unless otherwise noted.

CHICKEN

State	Supermarket	Brand	Key	B/S Breast		B/S Thighs		Split Breast		Wings		Thighs		Drumsticks		Leg Quarters		IQF		Fried 8-piece	
				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	Breast	Tender		
SOUTHWESTERN U.S. - CA,HI,NV																					
CA	99 Ranch Market	n/i		2.89																	
	Albertsons SoCal	n/i			1.39																
		Signature Café																			4.88
		O Organics	O		7.99																
		Open Nature	A		5.99																
		Rocky	F		4.99		4.99														
	ALDI	Kirkwood																	1.87		
		n/i				1.69		1.69													
		Andronico's	Mary's	F						2.99											
		Arteaga's	n/i																		0.99
		Baja Ranch	n/i												0.69						
		Big Saver	n/i			1.49															
		Foster Farms											1.29		1.29						
		Cardenas	n/i		2.99										0.59		0.89				
		Chavez	Mary's	F										2.29							
		Dollar General Mkt	n/i			1.95							0.95		0.95						
		El Super	n/i			1.99			1.59						0.67		0.67				
		Food 4 Less	Foster Farms										0.77		0.77						
		Food Maxx	Foster Farms										0.87		0.87		0.87				
		Food Source	n/i			1.48															
		Val Best											0.98		0.98						
		Foodland IGA	n/i			1.58															0.99
		Holiday Market	n/i		2.49																
		H-Mart	n/i																		0.99
		Island Pacific	n/i								1.59										
		Jons Marketplace	n/i			1.69									0.79						
		K.V. Mart	n/i			1.79															
		La Perla	n/i												0.59						
		La Superior	n/i																		0.79
		Lola's Market	n/i			1.79									0.59						
	Lucky	Rocky	F	3.99		2.49				2.49		1.99		1.99							
	Lunardi's	Mary's	A			3.99															
	Mollie Stones	Rocky	F											0.59							
	Mother's Market	Smart Chicken	O			6.79															

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2019

prices in \$US per pound unless otherwise noted.

CHICKEN

State	Supermarket	Brand	Key	B/S Breast		B/S Thighs		Split Breast		Wings		Thighs		Drumsticks		Leg Quarters		IQF		Fried 8-piece	
				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	Breast	Tender		
CA (cont)	Murphy's Market	n/i		2.99																	
	New Leaf	Smart Chicken	A											1.49							
	New Seasons	Smart Chicken	A											1.49							
	Northgate	n/i			1.69										0.79						
	Nugget Markets	Fresh to Market	A												0.99						
		Rosie	O		7.49																
	Raley's	Foster Farms							0.97												
	Ralph's	Fresh Foods																			7.99
		Simple Truth	O		6.99																
	Rancho San Miguel	n/i													0.69						
	Ray's Food Place	Draper Valley	O		7.99																
	Rio Ranch	n/i				1.59															
	R-N Market	Foster Farms													0.99						
	R-Ranch	n/i				1.49									0.59						
		Foster Farms			4.99								1.99		1.99						
	Safeway NorCal	Signature Café																			5.00
		Signature Farms											0.99		0.99	0.99					
	Save-a-Lot	n/i			1.49																
	Save Mart	Rocky	F		3.99		2.49				2.49		1.99		1.99						
	Seafood City	n/i													0.79						
	Select Markets	Foster Farms																			1.48
	SK Super King	n/i				1.79									0.59						
	Smart & Final	Foster Farms																			0.89
		n/i													0.98		0.98				
	Sprout's Market	n/i			1.99								1.99		1.99						6.99
	Stater Bros.	Randall Farms			1.99		1.99							1.49	1.49						4.99
		Cleo & Leo																			
	Super A Foods	Foster Farms																			1.29
Rosie		O		6.99																	
Superior Grocers	Harrison				1.99									0.59	0.99						
	Foster Farms												1.39	1.39							
Trader Joe's	n/i			1.69									0.79	0.79						6.99	
Vallarta	n/i									3.99				1.99							
														0.59	1.29						

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2019

prices in \$US per pound unless otherwise noted.

CHICKEN

State	Supermarket	Brand	Key	B/S Breast		B/S Thighs		Split Breast		Wings		Thighs		Drumsticks		Leg Quarters		IQF		Fried 8-piece		
				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	Breast	Tender			
CA (cont)	Vons	n/i			1.39																4.88	
		Signature Café																				
		O Organics	O	7.99																		
	Walmart	Open Nature	A	5.99																		6.23
		Rocky	F	4.99		4.99																
		Tyson	A											1.26						1.88		
Whole Foods	Great Value																					
	n/i																					
	365 Everyday	O	6.99																			
HI	ChoiceMART	Foster Farms									3.99										5.00	
	Don Quijote	50th State	A	5.49		4.69																
	Foodland	Tyson	A		1.99		1.99															
		Foster Farms											2.49		2.49		2.49					
	Island Grocery	Foster Farms							1.89													
	Marukai	n/i				2.39																
	Safeway Hawaii	Foster Farms		5.49									2.49		2.49							
		Signature Café																				
	Tamura's	Tyson	A										0.85						0.70			
		Foster Farms					2.99					2.99										
Times Supermarket	50th State	A		3.49		2.99			3.99				2.39						1.89			
	n/i	A										2.29		2.29		2.29						
	365 Everyday	O	6.99																			
NV	Albertsons SW	n/i			1.47																4.99	
		Signature Café																				
	Associated Foods	n/i			1.79																	
	Cardenas	n/i		2.99										0.59		0.89						
	Dollar General Mkt	n/i			1.95								0.95		0.95							
	El Super	n/i			1.99				1.59						0.67		0.67					
	Food Source	n/i				1.48																
		Val Best											0.98		0.98							
	La Bonita	n/i			1.39																	
	Marketon	n/i													0.69							
Raley's	Foster Farms							0.97														
Ridley's	n/i																					

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2019

prices in \$US per pound unless otherwise noted.

CHICKEN

State	Supermarket	Brand	Key	B/S Breast		B/S Thighs		Split Breast		Wings		Thighs		Drumsticks		Leg Quarters		IQF		Fried 8-piece		
				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	Breast	Tender			
NV (cont)	Safeway NorCal	Foster Farms		4.99								1.99		1.99								
		Signature Café																				5.00
		Signature Farms											0.99	0.99	0.99							
	Save Mart	Rocky	F	3.99		2.49				2.49		1.99		1.99								
	Seafood City	n/i												0.79								
	Smart & Final	Foster Farms							0.89													
	Smith's	Heritage Farm											0.77	0.77								
		Fresh Foods																				6.99
		Simple Truth	A	5.49																		
	Sprout's Market	n/i			1.99							1.99		1.99								6.99
	Trader Joe's	Trader Joe's	O											1.99								
	Vons	n/i			1.39																	
		Signature Café																				4.88
		O Organics	O	7.99																		
		Open Nature	A	5.99																		
		Rocky	F	4.99		4.99																
Walmart	Tyson	A												1.26								
	Great Value																	1.88				
	n/i																				6.23	
Whole Foods	365 Everyday	O	6.99																			

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2019

prices in \$US per pound unless otherwise noted.

CHICKEN

State	Supermarket	Brand	Key	B/S Breast		B/S Thighs		Split Breast		Wings		Thighs		Drumsticks		Leg Quarters		IQF		Fried 8-piece	
				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	Breast	Tender		
NORTHWESTERN U.S. - AK,ID,MT,OR,WA,WY																					
AK	Alaska Commercial	n/i			1.99															10.99	
	Alaskan & Proud	n/i			2.48																
	Carrs/Safeway	Foster Farms																1.35			
		Signature Farms				1.99	1.99					1.49		1.49		1.49					
	Fred Meyer	O Organics	O	7.99																	
		Foster Farms										0.99		0.99		0.99					
	Meyers Group IGA	Simple Truth	A	BOGO																	7.99
		Fresh Foods																			8.99
	Northwest Grocers	n/i																			
	Seamart	Signature Farms							1.99					1.29		1.29					
n/i					2.99																
Walmart	Ranger	F						2.99									2.99				
	Foster Farms									3.79											
	Cooper's																			10.49	
	Tyson	A												1.76						7.78	
	n/i																				
	Great Value																		2.36		
ID	Albert/Safe Mntn	n/i			1.99	1.99														5.99	
	Associated Foods	O Organics	O	7.49																	
		Open Nature	A				4.49														
	Family Foods	n/i			1.89																
		n/i			1.79																
	Fred Meyer	Foster Farms							1.19									1.19			
		Simply Raised	A				3.89														
	Harvest Foods	Heritage Farm											0.88		0.88		0.88				
		Simple Truth	A	BOGO																	
	IGA Markets	Fresh Foods																		6.99	
Ridley's	n/i			1.98	1.98																
Rosauer's	n/i											1.49		1.49						6.99	
	Gold'n Plump																			5.98	
	n/i																			6.99	
	Draper Valley	A						1.79								0.99					
	Ranger	F	4.99																		

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2019

prices in \$US per pound unless otherwise noted.

CHICKEN

State	Supermarket	Brand	Key	B/S Breast		B/S Thighs		Split Breast		Wings		Thighs		Drumsticks		Leg Quarters		IQF		Fried 8-piece		
				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	Breast	Tender			
ID (cont)	Smith's	Heritage Farm										0.77		0.77							6.99	
		Fresh Foods																				
	Stoke's Market	Simple Truth	A	5.49																		
		n/i			1.99																	
	Trader Joe's	Just Bare	A									1.77		1.77								
		Trader Joe's	O											1.99								
	Walmart	Tyson	A												1.26							
		Great Value																	1.88			6.23
Whole Foods	365 Everyday	O	6.99																			
Yoke's Fresh Mrkt	Foster Farms							0.99														
		n/i			1.99																	
MT	Albert/Safe Mntn	n/i			1.99		1.99														5.99	
		O Organics	O	7.49																		
	Associated Foods	Open Nature	A				4.49															
		n/i			1.99																	
	Family Foods	Smart Chicken	O										2.99		2.99							
		n/i			1.89																	
	Harvest Foods	n/i			1.79																	
		Foster Farms							1.19									1.19				
	IGA Markets	Simply Raised	A				3.89															
		n/i			1.98			1.98														
	Lucky's Market	n/i			2.49			2.49														
		Reynold's Market			1.89																	
	Rosauer's	n/i																				6.99
		Draper Valley	A						1.79							0.99						
	Smith's	Ranger	F	4.99																		
		Heritage Farm											0.77		0.77							
	Stoke's Market	Fresh Foods																				6.99
Simple Truth		A	5.49																			
n/i				1.99																		
	Just Bare	A									1.77		1.77									

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2019

prices in \$US per pound unless otherwise noted.

CHICKEN

State	Supermarket	Brand	Key	B/S Breast		B/S Thighs		Split Breast		Wings		Thighs		Drumsticks		Leg Quarters		IQF		Fried 8-piece
				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	Breast	Tender	
MT (cont)	Walmart	Tyson Great Value n/i	A											1.26				1.88		6.23
OR	99 Ranch Market	n/i		2.99																
	Albert/SAFE NW	Signature Farms			1.99		1.99						1.19		1.19		1.19			
		O Organics	O	7.99																
	Associated Foods	n/i			1.89															
		n/i			1.79															
	CenterPlace	Foster Farms							1.18				1.48				1.18			
	Family Foods	Foster Farms							1.19								1.19			
		Simply Raised	A			3.89														
	Fred Meyer	Heritage Farm											0.88		0.88		0.88			
		Simple Truth	A	BOGO																
		Fresh Foods																		6.99
	Harvest Foods	n/i			1.98		1.98													
	IGA Markets	n/i																		6.99
		Gold'n Plump											1.49		1.49					
	IGA Market Fresh	Foster Farms							1.48								1.48			
		n/i											0.98		0.98					
	Market of Choice	Ranger	F					3.99												
	McKay's	Foster Farms			1.49		1.49				2.79									
		Simply Raised	A	4.59																
	Meyers Group IGA	n/i																		7.99
	New Seasons	Smart Chicken	A	5.99																
	QFC	Draper Valley	A	BOGO																
		Roxy	O	BOGO																
		QFC																		7.99
	Ray's Food Place	Draper Valley	O	7.99																
	Red Apple	Foster Farms							1.18				1.49				1.18			
		n/i																		5.48
	Rosauer's	n/i																		6.99
		Draper Valley	A						1.79						0.99					
		Ranger	F	4.99																
	Roth's	Draper Valley	A		2.99															
		Roxy	O	6.99																

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2019

prices in \$US per pound unless otherwise noted.

CHICKEN

State	Supermarket	Brand	Key	B/S Breast		B/S Thighs		Split Breast		Wings		Thighs		Drumsticks		Leg Quarters		IQF		Fried 8-piece
				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	Breast	Tender	
OR <i>(cont)</i>	Select Markets	Foster Farms							1.48							1.48				
	Thriftway of OR	n/i			2.49															
		Foster Farms							1.49								1.49			
	Trader Joe's	Trader Joe's	O										1.99							
	Walmart	Tyson	A											1.26					1.88	
		Great Value																		
	Whole Foods	365 Everyday	O	6.99																6.23
WA	99 Ranch Market	n/i		2.99																
	Albert/Safe NW	Signature Farms			1.99		1.99						1.19		1.19		1.19			
		O Organics	O	7.99																
	CenterPlace	Foster Farms							1.18				1.48				1.18			
	Family Foods	Foster Farms							1.19								1.19			
		Simply Raised	A			3.89														
	Fred Meyer	Heritage Farm											0.88		0.88		0.88			
		Simple Truth	A	BOGO																
		Fresh Foods																		
	Haggen	Haggen	A		3.99		3.99													
	Harvest Foods	n/i			1.98		1.98													
	IGA Markets	n/i																		
		Gold'n Plump											1.49		1.49					
	IGA Market Fresh	Foster Farms							1.48								1.48			
		n/i												0.98		0.98				
	Meyers Group IGA	n/i																		7.99
	PCC Natural	PCC	A	7.99																
	Rosauer's	n/i																		
		Draper Valley	A							1.79							0.99			
		Ranger	F	4.99																
Saar's	n/i																			
Seafood City	n/i														0.89					
Select Markets	Foster Farms								1.48								1.48			
Sprout's Market	n/i			1.99								1.99		1.99						
The Markets	n/i			1.95											0.95		0.95			
Thriftway	n/i			1.99																
	Ranger	F						2.99								2.99				

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2019

prices in \$US per pound unless otherwise noted.

CHICKEN

State	Supermarket	Brand	Key	B/S Breast		B/S Thighs		Split Breast		Wings		Thighs		Drumsticks		Leg Quarters		IQF		Fried 8-piece		
				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	Breast	Tender			
WA (cont)	Thriftway of OR	n/i			2.49																	
		Foster Farms							1.49								1.49					
	Town & Country	Ranger	F	6.99																		
	Trader Joe's	Trader Joe's	O											1.99								
	Walmart	Tyson	A												1.26							
		Great Value																	1.88			
		n/i																			6.23	
	Whole Foods	365 Everyday	O	6.99																		
	Yoke's Fresh Mrkt	Foster Farms							0.99													
		n/i			1.99																	
WY	Albert/Safe Denver	n/i			1.87		1.87														6.99	
		Open Nature	A	4.99																		
	Albert/Safe Mntn	n/i			1.99		1.99														5.99	
		O Organics	O	7.49																		
		Open Nature	A			4.49																
	Associated Foods	n/i			1.89																	
		n/i				1.79																
	AW Grocers	n/i			1.49																	
		Best Choice																		1.60		
	IGA Markets	n/i																			6.99	
		Gold'n Plump										1.49		1.49								
	Food Pride	Gold'n Plump											1.29		1.29							
		Gerber's	A	3.79																		
		n/i																				6.99
	King Soopers	Heritage Farm				1.77																
		Fresh Foods																				6.99
		Simple Truth	A	5.49																		
	Lucky's Market	n/i				2.49		2.49														
	Ridley's	n/i																				5.98
	Smith's	Heritage Farm											0.77		0.77							
	Fresh Foods																				6.99	
	Simple Truth	A	5.49																			
Walmart	Tyson	A												1.26								
	Great Value																		1.88			
	n/i																				6.23	

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2019

prices in \$US per pound unless otherwise noted.

PORK

State	Supermarket	Brand	K e y	Spareribs				Country Style		Pork Chops/Steaks								Loin		Fresh Sausage	Deli Ribs per lb.	
				Whole Rack	Back Rib	St. Louis	Riblets	Ribs		Blade End		Bone-in Center		Bnls Center		Sirloin End		Ass't	Tender			Bnls
								bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	bnls	bone-in					
NORTHEASTERN U.S. - CT,DC,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT																						
CT	ACME Markets	n/i		BOGO	BOGO																	
		Hatfield																				
		Premio																		3.99		
	Adams IGA	n/i																		3.00		
		Chairman's Reserve																		1.99		
	AF Basket	Premio																		3.33		
		n/i								2.49												
	AG New England	n/i								2.29										1.89		
	ALDI	n/i				1.99											1.99			1.75		
	Best Market	n/i																		2.97		
		Premio																				
	Big Y	Chairman's Reserve								1.99										3.47		
		n/i																		3.99		
	Bravo	Indiana Kitchen																		3.99		
		n/i								2.49												
	Cherry Valley	n/i								1.99										3.99		
		Premio																				
	Compare Foods	n/i								2.39										3.99		
		Chairman's Reserve																		2.99		
		Premio																				
		Johnsonville																		3.99		
	C-Town	Indiana Kitchen																		3.99		
		n/i								2.49										3.99		
	Food Bazaar	Premio																				
		n/i								1.99										3.99		
	Geissler's	n/i																		2.99		
	Highland Park	Smithfield								1.99										4.29		
	IGA New England	n/i																		2.99		
		Chairman's Reserve								2.49												
		Premio																		2.19		
	Key Food	n/i																		2.99		
	Kings Market	n/i	A																	7.99		
	Price Chopper	Market 32								1.99	1.79									8.99		

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2019

prices in \$US per pound unless otherwise noted.

PORK

State	Supermarket	Brand	Key	Spareribs				Country Style		Pork Chops/Steaks								Loin		Fresh Sausage	Deli Ribs per lb.		
				Whole Rack	Back Rib	St. Louis	Riblets	Ribs		Blade End		Bone-in Center		Bnls Center		Sirloin End		Ass't	Tender			Bnls	
								bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	bnls	bone-in						
CT (cont)	Price Rite	n/i		1.79																	1.99		
	Save-a-Lot	n/i		1.99					1.49														
	ShopRite	Farmington																				2.49	
		n/i			2.49	3.49	2.49								2.49								6.67
		Smithfield				3.59									2.99								
		ShopRite																					2.49
	Stew Leonard's Stop & Shop	Johnsonville																					2.91
		Premio																					3.99
		n/i			1.99	3.99	2.99																
		Stop & Shop					2.49	2.49	1.19				1.69		2.99								2.49
	Target	Johnsonville																					3.99
		Premio																					4.17
Smithfield					2.49																		
Smithfield					2.99																	3.99	
The Fresh Market	n/i																				3.20		
Walmart	Johnsonville																				3.20		
		n/i																				2.74	
DC	ALDI	n/i				1.99											1.99				1.75		
	Giant Food	Giant				1.99																	L 1
		Giant			2.99		2.29		1.99														
		Premio																					3.99
	Harris Teeter	Niman Ranch				4.99																	
		Johnsonville																					3.33
	Safeway Eastern	Harris Teeter																					4.99
		Johnsonville																					3.33
		Signature Select				2.99	2.99																
		Signature Farms												2.99									
		Premio																					3.50
	Save-a-Lot	Roma																					3.00
n/i				2.99		3.99																6.67	
n/i				1.99				1.49															
Farmington																						2.49	
Target	Smithfield				2.49																		

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2019

prices in \$US per pound unless otherwise noted.

PORK

State	Supermarket	Brand	Key	Spareribs				Country Style		Pork Chops/Steaks								Loin		Fresh Sausage	Deli Ribs per lb.	
				Whole Rack	Back Rib	St. Louis	Ribslets	Ribs		Blade End		Bone-in Center		Bnls Center		Sirloin End		Ass't	Tender			Bnls
								bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	bnls	bone-in					
DC (cont)	Walmart	Johnsonville n/i			2.74															3.20		
DE	ACME Markets	n/i		BOGO	BOGO																	
		Hatfield Premio									3.49		3.99								3.99	
	ALDI	n/i				1.99										1.99					1.75	
	Food Lion	n/i			1.99	2.49							2.49					1.49			2.99	
		Food Lion Johnsonville																			2.50	
	Fresh Grocer	n/i		1.88		2.99								2.49							3.99	
	Giant Food	Giant				1.99								3.49								
		Giant Premio		2.99		2.29		1.99													3.99	
	Great Valu Markets	n/i		1.99				2.29		2.29												
		Johnsonville Essential Everyday																			4.16	
	Harris Teeter	Niman Ranch Johnsonville Harris Teeter	A		4.99																2.99	
		Johnsonville Harris Teeter																			3.33	
	IGA Stores - NJ/PA	n/i						1.79			2.29	1.79				1.79		1.69			4.99	
		Johnsonville Leidy's	A										3.99								4.16	
	Lidl	n/i				1.79															1.39	
	Redner's	Hatfield				2.48		2.38													2.48	
	Safeway Eastern	Johnsonville Signature Select Signature Farms Premio Roma				2.99	2.99															
		Premio												2.99							3.33	
		Roma																			3.50	
		n/i		2.99		3.99															3.00	
	Save-a-Lot	n/i Farmington		1.99				1.49													6.67	
																					2.49	

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2019

prices in \$US per pound unless otherwise noted.

PORK

State	Supermarket	Brand	Key	Spareribs				Country Style		Pork Chops/Steaks								Loin		Fresh Sausage	Deli Ribs per lb.		
				Whole Rack	Back Rib	St. Louis	Riblets	Ribs		Blade End		Bone-in Center		Bnls Center		Sirloin End		Ass't	Tender			Bnls	
								bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	bnls	bone-in						
DE (cont)	ShopRite	n/i		2.49	3.49	2.49								2.49							6.67		
		Smithfield			3.59									2.99									
		ShopRite																				2.49	
		Johnsonville																				2.91	
	ShurSave	Premio																				3.99	
		n/i		1.99	2.99	3.19		2.79	2.49		2.69				2.49								3.59
		Premio																					4.17
	Target	Smithfield																				2.49	
	The Fresh Market	n/i																				2.99	
	Walmart	Johnsonville																				3.99	
Weis Markets	n/i																					3.20	
	Weis		2.29			3.29																2.74	
	Swift						2.99							2.99								3.33	
MA	Adams IGA	n/i			3.00																		
	AF Basket	Chairman's Reserve																			1.99		
		Premio							2.49		2.99												3.33
	AG New England	n/i					2.29						2.29								1.89		
	ALDI	n/i			1.99											1.99						1.75	
	Associated	n/i		2.39	3.99																		
		Chairman's Reserve						2.99						2.99									
		Premio																					3.99
	Big Y	Johnsonville																					4.16
		Chairman's Reserve						1.99												3.99			3.50
Bravo	n/i																						
	Indiana Kitchen				3.99																		
Crosby's	n/i		2.49																			3.99	
	n/i																						
C-Town	Indiana Kitchen				3.99																		
	n/i		2.49		3.99																		

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2019

prices in \$US per pound unless otherwise noted.

PORK

State	Supermarket	Brand	Key	Spareribs				Country Style		Pork Chops/Steaks								Loin		Fresh Sausage	Deli Ribs per lb.		
				Whole Rack	Back Rib	St. Louis	Riblets	Ribs		Blade End		Bone-in Center		Bnls Center		Sirloin End		Ass't	Tender			Bnls	
								bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	bnls	bone-in						
MA (cont)	Donelan's	n/i	A															2.99					
	Open Prairie Johnsonville																		7.99		2.50		
	Food City Market	n/i						1.99													1.99		
	Geissler's	n/i						2.99															
	Hannaford	Hannaford																				1.69	
		n/i							2.99														
		Johnsonville																					3.33
	Key Food	n/i																					8.99
	Market Basket	n/i																					
	McKinnon's	n/i																					2.88
		3.49																				4.99	
	Price Chopper	Market 32						1.99	1.79														
	Price Rite	n/i																				1.99	
	Roche Bros.	n/i																				9.99	
		Berkshire		A																			
		Perri																					3.99
	Save-a-Lot	n/i																					2.49
		Farmington																					
	Seabra Foods	n/i																					2.99
		Marcello's																					
Shaw's	n/i																					1.49	
	Perri																					1.99	
Star Market	n/i																					3.33	
	Johnsonville																					1.99	
	Perri																				3.33		
Stop & Shop	Stop & Shop																				2.49		
	Johnsonville																				3.99		
	Premio																				4.17		
	Smithfield																				4.17		
Target	Smithfield																				2.49		
	2.49																				2.99		
The Fresh Market	n/i																				3.99		
Trucchi's	Perri																				2.99		
	Farm Promise		A																		5.99		
																					4.99		

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2019

prices in \$US per pound unless otherwise noted.

PORK

State	Supermarket	Brand	Key	Spareribs				Country Style		Pork Chops/Steaks								Loin		Fresh Sausage	Deli Ribs per lb.				
				Whole Rack	Back Rib	St. Louis	Riblets	Ribs		Blade End		Bone-in Center		Bnls Center		Sirloin End		Ass't	Tender			Bnls			
								bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	bnls	bone-in								
MA (cont)	Wegman's	Wegman's	O										11.99		11.99	11.79				16.99					
		Wegman's			4.79	2.99		3.19	2.99				3.99		3.99	1.99				2.49	1.59				
		Wegman's		A									7.99		7.99					7.99					
	Walmart	Johnsonville																				3.20			
		n/i			2.74																				
MD	ACME Markets	n/i		BOGO	BOGO																				
		Hatfield											3.49		3.99								3.99		
		Premio																		1.99			1.75		
	ALDI	n/i				1.99																	2.99		
	Food Lion	n/i			1.99	2.49									2.49							1.49		2.50	
		Food Lion																						2.99	
		Johnsonville																						2.50	
	Giant Eagle	n/i			3.99																			8.66	
		Giant Eagle																						2.99	
		Johnsonville																						3.33	
	Giant Food	Giant				1.99										3.49								L 1	
		Giant			2.99	2.29			1.99																3.99
		Premio																							3.99
	Graul's Market	Smithfield													2.99										3.99
	Great Valu Markets	n/i			1.99						2.29	2.29													4.16
		Johnsonville																							2.99
	Green Valley	Chairman's Reserve									1.69			2.29											3.58
		Johnsonville																							3.58
	Harris Teeter	Niman Ranch		A		4.99																			3.33
		Johnsonville																							3.33
	Harris Teeter																							4.99	
IGA Stores - NJ/PA	n/i							1.79				2.29	1.79				1.79				1.69			4.16	
	Johnsonville																							4.16	
	Leidy's		A											3.99										4.16	
Lidl	n/i					1.79																		1.39	
Martin's Food	Giant			1.99		1.99							1.99											2.92	
	Johnsonville																							2.92	
Price Rite	n/i			1.79																				1.99	

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2019

prices in \$US per pound unless otherwise noted.

PORK

State	Supermarket	Brand	Key	Spareribs				Country Style		Pork Chops/Steaks								Loin		Fresh Sausage	Deli Ribs per lb.			
				Whole Rack	Back Rib	St. Louis	Riblets	Ribs		Blade End		Bone-in Center		Bnls Center		Sirloin End		Ass't	Tender			Bnls		
								bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	bnls	bone-in							
MD (cont)	Redner's	Hatfield				2.48		2.38						2.48										
	Safeway Eastern	Johnsonville																			3.33			
		Signature Select				2.99	2.99																	
		Signature Farms												2.99										
		Premio																					3.50	
		Roma																					3.00	
		n/i			2.99		3.99																	6.67
		Save-a-Lot	n/i		1.99							1.49												
		Farmington																						2.49
		Shop'n Save	n/i		2.99	2.99			1.99								2.59							7.99
		Johnsonville																						3.33
		Botto's																						3.00
		Shoppers Food	Smithfield		1.99																			2.49
		Johnsonville																						3.33
		ShopRite	n/i		2.49	3.49	2.49																	6.67
		Smithfield				3.59																		2.49
		ShopRite																						2.91
		Johnsonville																						3.99
		Premio																						3.59
		ShurSave	n/i		1.99	2.99	3.19		2.79	2.49		2.69												4.17
		Premio																						2.99
		Johnsonville																						2.49
		Sprout's Market	n/i			2.99	2.99					2.49												2.99
	Target	Smithfield			2.49																		3.99	
	The Fresh Market	n/i			2.99																		3.20	
	Walmart	Johnsonville																					3.20	
	n/i				2.74																			
	Wegman's	Wegman's	O									11.99		11.99	11.79						16.99			
	Wegman's	Wegman's			4.79	2.99		3.19	2.99			3.99		3.99	1.99						2.49	1.59		
	Wegman's	Wegman's	A									7.99		7.99							7.99			
	Weis Markets	Weis		2.29		3.29																		
	Swift							2.99							2.99									
	Johnsonville																						3.33	

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2019

prices in \$US per pound unless otherwise noted.

PORK

State	Supermarket	Brand	Key	Spareribs				Country Style		Pork Chops/Steaks								Loin		Fresh Sausage	Deli Ribs per lb.			
				Whole Rack	Back Rib	St. Louis	Riblets	Ribs		Blade End		Bone-in Center		Bnls Center		Sirloin End		Ass't	Tender			Bnls		
								bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	bnls	bone-in							
ME	AG New England	n/i						2.29							2.29					1.89				
	Best Yet Market	1893 Premium													2.49					2.79				
	Food City Market	n/i						1.99							1.99					1.99				
	Hannaford	Hannaford																		1.69				
		n/i																					2.99	
		Johnsonville																						3.33
	IGA New England	n/i						2.49															3.29	
		Chairman's Reserve														2.19					2.49			2.99
		1893 Premium																						2.99
		Premio																						2.99
Market Basket	n/i																						2.49	
Shaw's	n/i																						1.99	
	Perri																						1.99	
Target	Smithfield																						2.49	
Walmart	Johnsonville																						3.20	
	n/i																						2.74	
NH	AG New England	n/i						2.29							2.29						1.89			
	ALDI	n/i				1.99													1.99				1.75	
	Hannaford	Hannaford																					1.69	
		n/i																					2.99	
		Johnsonville																						3.33
	IGA New England	n/i						2.49															3.29	
		Chairman's Reserve														2.19								
	Market Basket	n/i																					2.49	
	McKinnon's	n/i											1.69										2.88	4.99
	Price Chopper	Market 32						1.99	1.79														1.99	
	Price Rite	n/i																					1.79	
	Save-a-Lot	n/i																					1.99	
		Farmington																						2.49
	Shaw's	n/i																					1.99	
	Perri																						1.99	
Target	Smithfield																						2.49	
Walmart	Johnsonville																						3.20	
	n/i																						2.74	

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2019

prices in \$US per pound unless otherwise noted.

PORK

State	Supermarket	Brand	Key	Spareribs				Country Style		Pork Chops/Steaks								Loin		Fresh Sausage	Deli Ribs per lb.	
				Whole Rack	Back Rib	St. Louis	Riblets	Ribs		Blade End		Bone-in Center		Bnls Center		Sirloin End		Ass't	Tender			Bnls
								bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	bnls	bone-in					
NJ	ACME Markets	n/i		BOGO	BOGO																	
		Hatfield										3.49		3.99								
		Premio																			3.99	
		AF Basket	Premio																			3.33
			n/i									2.49										
		ALDI	n/i				1.99											1.99				1.75
		Associated	n/i		2.39	3.99																
			Chairman's Reserve						2.99						2.99							
			Premio																			3.99
			Johnsonville																			4.16
		Best Market	n/i										1.97	1.67		2.47				3.47		
			Premio																			1.97
		Bravo	Indiana Kitchen																			
			n/i		2.49																	
		Compare Foods	n/i		2.39	3.99																
			Chairman's Reserve						2.99													
			Premio																			3.99
			Johnsonville																			4.16
		C-Town	Indiana Kitchen																			
			n/i		2.49		3.99															
		Fine Fare	n/i		2.79	3.99	2.99					2.29	2.49		2.99						1.99	
			Premio																			3.99
		Food Bazaar	Premio																			3.99
		n/i		1.99	3.99																	
	Foodtown	n/i		1.99																		
		Premio																			3.99	
	Great Valu Markets	n/i		1.99							2.29	2.29										
		Johnsonville																			4.16	
		Essential Everyday																			2.99	
	IGA Stores - NJ/PA	n/i									1.79		2.29	1.79				1.79		1.69		
		Johnsonville																			4.16	
		Leidy's	A											3.99								
	Key Food	n/i													2.99						8.99	
	Kings Market	n/i	A																7.99			

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2019

prices in \$US per pound unless otherwise noted.

PORK

State	Supermarket	Brand	Key	Spareribs				Country Style		Pork Chops/Steaks								Loin		Fresh Sausage	Deli Ribs per lb.		
				Whole Rack	Back Rib	St. Louis	Riblets	Ribs		Blade End		Bone-in Center		Bnls Center		Sirloin End		Ass't	Tender			Bnls	
								bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	bnls	bone-in						
NJ (cont)	Lidl	n/i				1.79													1.39				
	McCaffrey's	McCaffrey's				3.99		2.99															
	Met Foods	n/i		2.39	3.99																		
		Chairman's Reserve							2.99													4.16	
		Johnsonville																					
	Morton Williams	n/i		2.99							2.99											3.99	
		Esposito																					
	Murphy's	Leidy's				3.99		2.99						2.99									4.16
		Johnsonville																					4.16
	Pioneer	n/i		2.39	3.99																		4.16
		Chairman's Reserve																					4.16
		Johnsonville																					4.16
	Price Rite	n/i		1.79																			1.99
	Save-a-Lot	n/i		1.99						1.49													2.49
		Farmington																					2.49
	Seabra Foods	n/i				2.99												1.79					
	ShopRite	n/i		2.49	3.49	2.49																	6.67
		Smithfield				3.59																	2.49
		ShopRite																					2.91
		Johnsonville																					3.99
	Premio																					2.99	
Sprout's Market	n/i				2.99	2.99		2.49		2.49												2.49	
Stop & Shop	Stop & Shop				2.49			2.49	1.19				1.69		2.99							2.49	
	Johnsonville																					3.99	
	Premio																					4.17	
	Smithfield																					4.17	
Supremo	n/i									1.00												1.00	
Target	Smithfield				2.49																	1.00	
The Fresh Market	n/i				2.99																	3.99	
Top Tomato	n/i		1.99										1.99									3.20	
Walmart	Johnsonville																					3.20	
	n/i				2.74																		

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2019

prices in \$US per pound unless otherwise noted.

PORK

State	Supermarket	Brand	Key	Spareribs				Country Style		Pork Chops/Steaks								Loin		Fresh Sausage	Deli Ribs per lb.				
				Whole Rack	Back Rib	St. Louis	Riblets	Ribs		Blade End		Bone-in Center		Bnls Center		Sirloin End		Ass't	Tender			Bnls			
								bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	bnls	bone-in								
NJ (cont)	Wegman's	Wegman's	O																						
		Wegman's			4.79	2.99		3.19	2.99					11.99		11.99	11.79				16.99				
		Wegman's	A											3.99		3.99	1.99				2.49	1.59			
		Weis Markets	Weis		2.29		3.29							7.99		7.99					7.99				
		Swift						2.99								2.99							3.33		
	Western Beef	n/i			3.99				1.98		1.98														
NY	ACME Markets	n/i		BOGO	BOGO																				
		Hatfield												3.49		3.99							3.99		
		Premio																					3.33		
	AF Basket	Premio												2.99									2.49		
		n/i																							
	AG New England	n/i														2.29							1.89		
	ALDI	n/i				1.99												1.99					1.75		
	Associated	n/i		2.39	3.99																				
		Chairman's Reserve															2.99							3.99	
		Premio																						4.16	
		Johnsonville																							
	Best Market	n/i				2.97								1.97	1.67		2.47							3.47	
		Premio																						1.97	
	Big M	1893 Premium		2.29	3.99																			2.99	
	Bravo	Indiana Kitchen				3.99																			
		n/i			2.49																				
	Cherry Valley	n/i			1.99	3.99																			
		Premio																							3.99
	Compare Foods	n/i			2.39	3.99																			
	Chairman's Reserve															2.99								2.99	
	Premio																							3.99	
	Johnsonville																							4.16	
C-Town	Indiana Kitchen				3.99																				
	n/i			2.49		3.99																			
D'Agostino	n/i				5.99																				
DeCiccio Family	Chairman's Reserve															4.69	4.49						3.99		

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2019

prices in \$US per pound unless otherwise noted.

PORK

State	Supermarket	Brand	Key	Spareribs				Country Style		Pork Chops/Steaks								Loin		Fresh Sausage	Deli Ribs per lb.			
				Whole Rack	Back Rib	St. Louis	Riblets	Ribs		Blade End		Bone-in Center		Bnls Center		Sirloin End		Ass't	Tender			Bnls		
								bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	bnls	bone-in							
NY (cont)	Fine Fare	n/i	A	2.79	3.99	2.99				2.29	2.49			2.99			2.39		1.99					
	Premio																				3.99			
	Food Bazaar	Premio																				3.99		
	n/i			1.99	3.99																			
	Food Emporium	n/i													3.99								8.99	
	Foodtown	n/i			1.99																			
	Premio																						3.99	
	Giunta's	n/i				3.99				1.79					2.99									
	Great American	1893 Premium				2.99						1.59										2.99		
	Gristede's	Prairie Fresh																				4.99		
	Hannaford	Hannaford																					1.69	
	n/i					2.99																		
	Johnsonville																							3.33
	IGA New England	Premio																						3.99
	Key Food	n/i														2.99								8.99
	King Kullen	n/i			2.49								1.99											
	Premio																							3.99
	Kings Market	n/i																				7.99		
	Met Foods	n/i			2.39	3.99																		
	Chairman's Reserve									2.99														2.99
Johnsonville																						4.16		
Morton Williams	n/i		2.99									2.99												
Esposito																						3.99		
North Shore	n/i		1.99									2.49	1.99								3.99			
Peck's Market	n/i			2.99																		3.29		
Chairman's Reserve																								
Pioneer	n/i		2.39	3.99												1.99								
Chairman's Reserve																								
Johnsonville																						4.16		
Price Chopper	Market 32							1.99	1.79															
Price Rite	n/i		1.79																			1.99		
Save-a-Lot	n/i		1.99																					
Farmington																						2.49		

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2019

prices in \$US per pound unless otherwise noted.

PORK

State	Supermarket	Brand	Key	Spareribs				Country Style		Pork Chops/Steaks								Loin		Fresh Sausage	Deli Ribs per lb.		
				Whole Rack	Back Rib	St. Louis	Riblets	Ribs		Blade End		Bone-in Center		Bnls Center		Sirloin End		Ass't	Tender			Bnls	
								bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	bnls	bone-in						
NY (cont)	Shop'n Save	n/i		2.99	2.99			1.99								2.59						7.99	
	Johnsonville																					3.33	
	Botto's																					3.00	
	ShopRite	n/i		2.49	3.49	2.49								2.49								6.67	
	Smithfield				3.59									2.99									
	ShopRite																					2.49	
	Johnsonville																					2.91	
	Premio																					3.99	
	Stew Leonard's	n/i		1.99	3.99	2.99																	
	Stop & Shop	Stop & Shop				2.49		2.49	1.19				1.69		2.99								
	Johnsonville																					2.49	
	Premio																					3.99	
	Smithfield																					4.17	
	Target	Smithfield				2.49																	
	The Fresh Market	n/i				2.99																	3.99
	Top Tomato	n/i			1.99								1.99										
	Tops Markets	Smithfield			1.99	3.99																	
	Johnsonville																						3.58
	Tops																						2.99
	Trade Fair	Premio																					3.33
Walmart	Johnsonville																					3.20	
Wegman's	n/i				2.74																		
Wegman's	Wegman's	O										11.99		11.99	11.79						16.99		
Wegman's	Wegman's				4.79	2.99		3.19	2.99			3.99		3.99	1.99						2.49	1.59	
Wegman's	Wegman's	A										7.99		7.99							7.99		
Weis Markets	Weis			2.29		3.29																	
Swift								2.99							2.99								
Johnsonville																						3.33	
Western Beef	n/i											1.98		1.98									
PA	ACME Markets	n/i		BOGO	BOGO																		
	Hatfield											3.49		3.99									
	Premio																					3.99	
ALDI	n/i				1.99											1.99						1.75	

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2019

prices in \$US per pound unless otherwise noted.

PORK

State	Supermarket	Brand	Key	Spareribs				Country Style		Pork Chops/Steaks								Loin		Fresh Sausage	Deli Ribs per lb.					
				Whole Rack	Back Rib	St. Louis	Riblets	Ribs		Blade End		Bone-in Center		Bnls Center		Sirloin End		Ass't	Tender			Bnls				
								bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	bnls	bone-in									
PA (cont)	Associated	n/i		2.39	3.99																					
		Chairman's Reserve Premio Johnsonville						2.99														3.99	4.16			
	Big M	1893 Premium		2.29	3.99														2.99							
	Boyer Foods	n/i										2.47	1.87	2.97	2.27						1.47					
		Mrs. B's Hatfield														1.97										
	Bravo	Indiana Kitchen			3.99																					
		n/i		2.49																						
	Compare Foods	n/i		2.39	3.99																					
		Chairman's Reserve Premio Johnsonville							2.99															3.99	4.16	
	C-Town	Indiana Kitchen			3.99																					
		n/i		2.49		3.99																				
	Family Owned	Hatfield			3.99																					
		n/i							2.49						2.79	2.49									4.16	
	Fine Fare	n/i		2.79	3.99	2.99					2.29	2.49			2.99								1.99		3.99	
		Premio																								
	Food Lion	n/i			1.99	2.49									2.49									1.49		
		Food Lion Johnsonville																							2.99	2.50
	Foodland	n/i			3.49											2.49										4.16
		Johnsonville																								4.16
	Foodtown	n/i		1.99																						3.99
	Premio																								3.99	
Fresh Grocer	n/i		1.88		2.99										2.49										3.99	
	Premio																								3.99	
Fresh Thyme Mrkt	Fresh Thyme																								1.99	7.33
	n/i			2.99				2.99																		

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2019

prices in \$US per pound unless otherwise noted.

PORK

State	Supermarket	Brand	Key	Spareribs				Country Style		Pork Chops/Steaks								Loin		Fresh Sausage	Deli Ribs per lb.					
				Whole Rack	Back Rib	St. Louis	Riblets	Ribs		Blade End		Bone-in Center		Bnls Center		Sirloin End		Ass't	Tender			Bnls				
								bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	bnls	bone-in									
PA <i>(cont)</i>	Giant Eagle	n/i	A		3.99																	8.66				
	Giant Eagle Johnsonville																						2.99	3.33		
	Giant Food Stores	Giant Johnsonville Premio			1.99		1.99						1.99											2.92	2.99	
	Gordon Food	n/i Johnsonville			2.49	2.99																		3.27		
	Great Valu Markets	n/i Johnsonville			1.99				2.29	2.29														4.16	2.99	
	Grocery Outlet	Essential Everyday Swift					2.99																			
	Ideal Market	n/i Premio Uncle Charley's Smithfield			2.29	2.99				1.69															7.99	
	IGA SpartanNash	n/i Johnsonville			2.69																				2.00	2.65
	IGA Stores - NJ/PA	n/i Johnsonville Leidy's							1.79		2.29	1.79						1.79		1.69					4.16	
	Karns Foods	n/i				3.49	2.49			1.99		2.99				3.99									1.99	
	Key Food	n/i													2.99										8.99	
	Kuhn's Market	n/i Kuhn's Chairman's Reserve Johnsonville					1.89		2.29											3.79					3.49	4.16
	Landis Market	Hatfield Johnsonville								1.69								1.69							4.16	
	Lidl	n/i					1.79																	1.39	4.16	
	Martin's Food	Giant Johnsonville			1.99		1.99						1.99												2.92	
	McCaffrey's	McCaffrey's					3.99		2.99							2.99										

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2019

prices in \$US per pound unless otherwise noted.

PORK

State	Supermarket	Brand	Key	Spareribs				Country Style		Pork Chops/Steaks								Loin		Fresh Sausage	Deli Ribs per lb.				
				Whole Rack	Back Rib	St. Louis	Riblets	Ribs		Blade End		Bone-in Center		Bnls Center		Sirloin End		Ass't	Tender			Bnls			
								bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	bnls	bone-in								
PA (cont)	Pioneer	n/i		2.39	3.99																				
		Chairman's Reserve Johnsonville																				4.16			
	Price Chopper	Market 32					1.99	1.79															1.99		
	Price Rite	n/i		1.79																					
	Redner's	Hatfield				2.48																			
	Save-a-Lot	n/i		1.99								1.49													
		Farmington																						2.49	
	Shop'n Save	n/i		2.99	2.99			1.99								2.59								7.99	
		Johnsonville																						3.33	
		Botto's																						3.00	
	ShopRite	n/i		2.49	3.49	2.49																		6.67	
		Smithfield																							2.99
		ShopRite																							2.49
		Johnsonville																							2.91
		Premio																							3.99
	ShurSave	n/i		1.99	2.99	3.19		2.79	2.49		2.69														3.59
		Premio																							4.17
		Johnsonville																							4.16
	ShurSave - NE Per	Johnsonville																							
		Hatfield		2.99	3.99	3.49		2.79		2.79					2.99										
	Sparkle Markets	n/i		1.77	2.99																				7.33
	Sprout's Market	n/i			2.99	2.99			2.49		2.49														2.99
	Supremo	n/i									1.00														
Target	Smithfield			2.49																					
The Fresh Market	n/i			2.99																				3.99	
Tops Markets	Smithfield		1.99	3.99																					
	Johnsonville																							3.58	
	Tops																							2.99	
Walmart	Johnsonville																							3.20	
	n/i			2.74																					
Wegman's	Wegman's	O									11.99			11.99	11.79									16.99	
	Wegman's			4.79	2.99		3.19	2.99			3.99			3.99	1.99									2.49	
	Wegman's	A									7.99			7.99										7.99	

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2019

prices in \$US per pound unless otherwise noted.

PORK

State	Supermarket	Brand	Key	Spareribs				Country Style		Pork Chops/Steaks								Loin		Fresh Sausage	Deli Ribs per lb.	
				Whole Rack	Back Rib	St. Louis	Riblets	Ribs		Blade End		Bone-in Center		Bnls Center		Sirloin End		Ass't	Tender			Bnls
								bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	bnls	bone-in					
PA (cont)	Weis Markets	Weis Swift Johnsonville		2.29		3.29		2.99						2.99						3.33		
RI	Adams IGA	n/i			3.00														1.99		3.33	
	AF Basket	Chairman's Reserve Premio						2.49			2.99										3.33	
	ALDI	n/i				1.99											1.99				1.75	
	Associated	n/i		2.39	3.99			2.99						2.99							3.99	
		Chairman's Reserve Premio Johnsonville																			4.16	
	Bravo	Indiana Kitchen			3.99																	
		n/i		2.49																		
	Dave's Marketplace	n/i												2.99								
	Price Rite	n/i		1.79																	1.99	
	Save-a-Lot	n/i		1.99																	1.49	
		Farmington																			2.49	
	Seabra Foods	n/i		1.99																		
		Marcello's																			2.99	
	Shaw's	n/i			1.99	1.99													1.49			
		Perri																			1.99	
	Stop & Shop	Stop & Shop Johnsonville				2.49		2.49	1.19			1.69		2.99								
		Premio																			2.49	
		Smithfield																			3.99	
	Target	Smithfield			2.49																4.17	
	Walmart	Johnsonville																			3.20	
		n/i			2.74																	
VT	AG New England	n/i						2.29						2.29						1.89		
	ALDI	n/i				1.99											1.99				1.75	
	Food City Market	n/i						1.99						1.99							1.99	

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2019

prices in \$US per pound unless otherwise noted.

PORK

State	Supermarket	Brand	Key	Spareribs				Country Style		Pork Chops/Steaks								Loin		Fresh Sausage	Deli Ribs per lb.		
				Whole Rack	Back Rib	St. Louis	Riblets	Ribs		Blade End		Bone-in Center		Bnls Center		Sirloin End		Ass't	Tender			Bnls	
								bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	bnls	bone-in						
VT (cont)	Hannaford	Hannaford			2.99														1.69				
		n/i			2.99																3.33		
	IGA New England	Johnsonville			2.99			2.49													3.29		
		Chairman's Reserve													2.19								
		1893 Premium																2.49					
		Premio																				2.99	
	Price Chopper	Market 32						1.99	1.79														
	Save-a-Lot	n/i		1.99					1.49														
		Farmington																					2.49
	Shaw's	n/i			1.99	1.99			1.49								1.49						
		Perri																					1.99
	Target	Smithfield				2.49																	
Tops Markets	Smithfield			1.99	3.99																		
	Johnsonville																						3.58
	Tops																						2.99
Walmart	Johnsonville																						3.20
	n/i				2.74																		

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2019

prices in \$US per pound unless otherwise noted.

PORK

State	Supermarket	Brand	Key	Spareribs				Country Style		Pork Chops/Steaks								Loin		Fresh Sausage	Deli Ribs per lb.	
				Whole Rack	Back Rib	St. Louis	Riblets	Ribs		Blade End		Bone-in Center		Bnls Center		Sirloin End		Ass't	Tender			Bnls
								bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	bnls	bone-in					
SOUTHEASTERN U.S. - AL,FL,GA,KY,MS,NC,SC,TN,VA,WV																						
AL	ALDI	n/i				1.99												1.99		1.75		
	A&R Supermarkets	n/i		1.53																3.33		
	Johnsonville																			3.33		
	Bruce's Foodland	Hormel		2.49	3.29	3.69			2.49										1.99			
	Dollar General Mkt	n/i		1.95																2.92		
	Johnsonville																			2.92		
	Earth Fare	n/i			3.99															1.49		
	Food Giant	n/i		1.88						1.99										1.49		
	Johnsonville																			3.33		
	Gateway Foodland	n/i		1.79	3.49			2.29	2.29												2.41	
	Johnsonville																				2.41	
	Greer's	n/i						1.89	1.89												6.67	
	HAC, Inc.	Smithfield			2.99									2.99						2.49		
	Sheboygan																				3.29	
	Johnsonville																				3.33	
	Hometown Market	n/i			2.99	2.99										1.29						
	Ingle's Markets	n/i			3.48																8.67	
	Johnsonville																				2.92	
	Laura Lynn																				3.00	
	Kroger Atlanta	Kroger																			2.67	
	n/i				2.99							3.49		3.99							2.92	
	Johnsonville																				2.92	
	Fresh Foods																				10.00	
	Kroger Nashville	Kroger																			2.67	
	n/i				2.99							3.49									2.92	
	Johnsonville																				2.92	
	Fresh Foods																				10.00	
	Manning's PW	n/i		1.99	2.98	2.48															7.99	
	Piggly Wiggly Inc.	n/i		2.49	2.99	2.99																
	Seaboard																		2.99			
	Arnone's																				3.99	
	Johnsonville																				3.33	

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

**Memorial Day 2019
PORK**

prices in \$US per pound unless otherwise noted.

State	Supermarket	Brand	Key	Spareribs				Country Style		Pork Chops/Steaks								Loin		Fresh Sausage	Deli Ribs per lb.			
				Whole Rack	Back Rib	St. Louis	Riblets	Ribs		Blade End		Bone-in Center		Bnls Center		Sirloin End		Ass't	Tender			Bnls		
								bns	bone-in	bns	bone-in	reg pack	valu pack	reg pack	valu pack	bns	bone-in							
AL <i>(cont)</i>	Piggly Wiggly JTM	n/i	A	1.99	3.39						1.99													
		Johnsonville																				3.33		
	Publix	GreenWise													4.99									
		Publix				2.99	1.99					2.59										4.99		
		Johnsonville											1.98										3.33	
	PW Houchen's	n/i			1.58								1.98									2.98		
		Johnsonville																					3.32	
	Ragland Bros.	n/i			1.88	2.99																		3.33
		Smithfield																						3.33
		Prairie Fresh											2.19											2.19
	Ramey's	n/i			1.98	2.48																		
	Rouses's Market	Rouses			0.99														0.99			2.99		
	Save-a-Lot	n/i			1.99																			
		Farmington																						2.49
	Sprout's Market	n/i				2.99	2.99						2.49											2.99
	Target	Smithfield				2.49																		
The Fresh Market	n/i			2.99																		3.99		
United Grocery	n/i		1.99																		1.79			
Vowell's	n/i		1.79	2.79		0.99	3.29	1.79			1.89						2.85		1.89					
Walmart	Johnsonville																					3.20		
	n/i			2.74																				
Winn-Dixie	n/i			2.99				2.49		2.49	2.49													
	Johnsonville																					3.00		
	SE Grocers																					3.00		
FL	ALDI	n/i				1.99												1.99				1.75		
	Bravo	Mr. Tango																				4.99		
		n/i		1.99																				
	Dollar General Mkt	n/i		1.95																				
		Johnsonville																				2.92		
	Doris Market	Hormel			3.99				1.89				2.29											
	Earth Fare	n/i			3.99																			
	Food Giant	n/i		1.88									1.99								1.49			
	Johnsonville																					3.33		

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2019

prices in \$US per pound unless otherwise noted.

PORK

State	Supermarket	Brand	Key	Spareribs				Country Style		Pork Chops/Steaks								Loin		Fresh Sausage	Deli Ribs per lb.			
				Whole Rack	Back Rib	St. Louis	Riblets	Ribs		Blade End		Bone-in Center		Bnls Center		Sirloin End		Ass't	Tender			Bnls		
								bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	bnls	bone-in							
FL <i>(cont)</i>	Fresco y Mas	n/i			2.99			2.98							2.98					0.98				
		Roman																			3.33			
		SE Grocers																			2.60	2.60		
	Gordon Food	n/i		2.49	2.99																	3.27		
	GreenWise Market	Greenwise	A											3.00										
	Greer's	n/i						1.89		1.89													6.67	
	Harris Teeter	Niman Ranch	A		4.99																			
		Johnsonville																					3.33	
		Harris Teeter																						4.99
	Harvey's	SE Grocers																					3.00	
		n/i		1.68	3.48	2.98			1.98		1.98		2.98					1.98			1.68			6.67
		Johnsonville																						2.92
	Hitchcock's	n/i		1.68	2.98	1.98					1.99													2.33
		Johnsonville																						2.78
	IGA Florida	n/i		1.99	2.99	2.99	1.99		1.99				2.99								1.99			1.99
		Johnsonville																						1.79
	Lucky's Market	n/i											1.99											1.79
	Milam's Market	Chairman's Reserve			3.99				2.99															4.16
		Johnsonville																						4.16
	Presidente	n/i									1.98													1.48
	Price Choice	n/i		1.77																				
	Publix	GreenWise	A											4.99										
		Publix			2.99	1.99			2.59													4.99		3.33
	Johnsonville																						3.33	
PW Houchen's	n/i		1.58					1.98		1.98											2.98			
	Johnsonville																						3.32	
Sabor Tropical	n/i		1.88																				1.78	
	Mr. Tango																						3.88	
Save-a-Lot	n/i		1.99					1.49																
	Farmington																						2.49	
Scaff's Market	n/i		2.49					1.99		1.99											2.99		10.67	
Seabra Foods	n/i				2.99																			
Sedano's	n/i		1.69												1.99						3.49			

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2019

prices in \$US per pound unless otherwise noted.

PORK

State	Supermarket	Brand	Key	Spareribs				Country Style		Pork Chops/Steaks								Loin		Fresh Sausage	Deli Ribs per lb.			
				Whole Rack	Back Rib	St. Louis	Riblets	Ribs		Blade End		Bone-in Center		Bnls Center		Sirloin End		Ass't	Tender			Bnls		
								bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	bnls	bone-in							
FL <i>(cont)</i>	Sprout's Market	n/i			2.99	2.99		2.49		2.49											2.99			
	Target	Smithfield			2.49																			
	The Fresh Market	n/i			2.99																	3.99		
	Walmart	Johnsonville																				3.20		
		n/i				2.74																		
	Western Beef	n/i				3.99							2.99									1.99		
	Winn-Dixie	n/i				2.99			2.49	2.49	2.49												7.24	
	Johnsonville																					3.00		
	SE Grocers																					3.00		
GA	AF Basket	Premio							2.49			2.99										3.33		
		n/i																						
	ALDI	n/i				1.99																1.75		
	Bi-Lo	SE Grocers																					3.00	
		n/i				1.99	1.99		2.49	2.49	2.49													6.49
		Johnsonville																					2.50	
	Dollar General Mkt	n/i			1.95																		2.92	
		Johnsonville																						2.49
	Earth Fare	n/i				3.99																		
	Food City	Johnsonville																					2.49	
		n/i				3.99	2.99		2.49															
	Food Depot	n/i			1.25	2.75	2.88								2.62									2.73
		Johnsonville																						2.49
	Food Giant	n/i			1.88							1.99											1.49	3.33
		Johnsonville																						2.99
	Food Lion	n/i				1.99	2.49								2.49								1.49	2.50
		Food Lion																						2.99
	Johnsonville																						2.50	
Food Pride	n/i			2.49					2.69	1.99														
Galaxy Foods	n/i			1.98	2.98				1.98															
	Johnsonville																						3.32	
	Swaggerty's																						2.48	
HAC, Inc.	Smithfield				2.99									2.99								2.49		
	Sheboygan																						3.29	
	Johnsonville																						3.33	

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

**Memorial Day 2019
PORK**

prices in \$US per pound unless otherwise noted.

State	Supermarket	Brand	Key	Spareribs				Country Style		Pork Chops/Steaks								Loin		Fresh Sausage	Deli Ribs per lb.		
				Whole Rack	Back Rib	St. Louis	Riblets	Ribs		Blade End		Bone-in Center		Bnls Center		Sirloin End		Ass't	Tender			Bnls	
								bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	bnls	bone-in						
GA <i>(cont)</i>	Harris Teeter	Niman Ranch Johnsonville	A		4.99																3.33		
	Harvey's	Harris Teeter SE Grocers		1.68	3.48	2.98		1.98	1.98		2.98					1.98		1.68			3.00	4.99	
	H-Mart	n/i Johnsonville			4.99																2.92		
	IGA Food Stores	Smithfield		1.99	3.29	2.99					1.99							2.99	1.59				
	IGA Stores SE	n/i Johnsonville						2.29													4.16		
	Ingle's Markets	IGA TableRite	Johnsonville		1.98	2.98			1.98													3.32	
		Swaggerty's	n/i Johnsonville			3.48																2.48	8.67
		Laura Lynn	n/i Johnsonville																			2.92	
	Kroger Atlanta	Kroger	n/i Johnsonville			2.99						3.49		3.99								2.67	
		Fresh Foods	n/i Johnsonville																			2.92	10.00
	Lidl	n/i Johnsonville				1.79															1.39		
	Little Giant	n/i Johnsonville		1.99				2.79	1.39													3.33	
		Hormel	n/i Johnsonville				2.39																
	Lucky's Market	n/i Johnsonville									1.99										1.79		
	Piggly Wiggly JTM	n/i Johnsonville		1.99	3.39						1.99											3.33	
	Publix	GreenWise	n/i Johnsonville	A										4.99									
		Publix	n/i Johnsonville			2.99	1.99		2.59										4.99				3.33
		Johnsonville	n/i Johnsonville																			3.33	
	PW Atlanta	Seaboard	n/i Johnsonville																			2.69	
		Johnsonville	n/i Johnsonville																			3.33	
	PW Carolina Co.	n/i Johnsonville		1.99	2.99	2.49			1.99		1.89											2.99	6.67
		Johnsonville	n/i Johnsonville																			3.33	

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2019

prices in \$US per pound unless otherwise noted.

PORK

State	Supermarket	Brand	Key	Spareribs				Country Style		Pork Chops/Steaks								Loin		Fresh Sausage	Deli Ribs per lb.			
				Whole Rack	Back Rib	St. Louis	Riblets	Ribs		Blade End		Bone-in Center		Bnls Center		Sirloin End		Ass't	Tender			Bnls		
								bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	bnls	bone-in							
GA <i>(cont)</i>	PW Houchen's	n/i		1.58					1.98		1.98								2.98					
	Johnsonville																				3.32			
	Quality Food	Johnsonville																				3.33		
	n/i			2.49							1.99													
	Save-a-Lot	n/i		1.99							1.49													
	Farmington																					2.49		
	Sprout's Market	n/i			2.99	2.99			2.49		2.49											2.99		
	Target	Smithfield			2.49																			
	The Fresh Market	n/i			2.99																		3.99	
	United Grocery	n/i		1.99																	1.79			
	Walmart	Johnsonville																					3.20	
	n/i				2.74																			
Wayfield's	n/i		1.99	2.99	2.29				1.49			2.69		2.99				1.99						
Swaggerty's																						2.49		
Winn-Dixie	n/i			2.99			2.49		2.49	2.49													7.24	
Johnsonville																						3.00		
SE Grocers																						3.00		
KY	ALDI	n/i				1.99											1.99					1.75		
	Chappell's	n/i			3.49																			
	Cox Foods IGA	Hormel						1.99						2.99			1.99							
	n/i				2.99																		2.99	
	Porky's																							
	Dollar General Mkt	n/i		1.95																			2.92	
	Johnsonville																							
	E. W. James	n/i		1.89	2.99																			
	Johnsonville																						3.33	
	Food City	Johnsonville																					2.49	
n/i				3.99	2.99			2.49																
Food Fair	Walnut Creek																						3.00	5.99
Purnell's								0.99																
Food Giant	n/i		1.88								1.99										1.49			
Johnsonville																						3.33		

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2019

prices in \$US per pound unless otherwise noted.

PORK

State	Supermarket	Brand	Key	Spareribs				Country Style		Pork Chops/Steaks								Loin		Fresh Sausage	Deli Ribs per lb.				
				Whole Rack	Back Rib	St. Louis	Riblets	Ribs		Blade End		Bone-in Center		Bnls Center		Sirloin End		Ass't	Tender			Bnls			
								bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	bnls	bone-in								
KY (cont)	Food Lion	n/i			1.99	2.49								2.49						1.49					
	Food Lion Johnsonville																				2.99				
	Food Rite	Food Rite		1.89	3.29					2.19															
	Food Rite	Swift																	2.99						
	Foodland	n/i					2.49								1.99										
	Fresh Encounter	n/i		1.99	2.99		1.99								2.99					1.99	4.42				
	Fresh Encounter	Johnsonville																			4.16				
	Fresh Thyme Mrkt	Fresh Thyme																			1.99	7.33			
	Fresh Thyme Mrkt	n/i			2.99		2.99																		
	Galaxy Foods	n/i		1.98	2.98				1.98																
	Galaxy Foods	Johnsonville																				3.32			
	Galaxy Foods	Swaggerty's																				2.48			
	Gordon Food	n/i		2.49	2.99																				
	Gordon Food	Johnsonville																				3.27			
	IGA Houchen's	Hormel							1.59		1.59		2.49						1.49						
	IGA Houchen's	Purnell's					0.99																		
	IGA Houchen's	Johnsonville																				3.33			
	IGA Houchen's	n/i																				1.99			
	IGA SpartanNash	n/i		2.69																			2.99		
	IGA SpartanNash	Johnsonville																					3.16		
IGA Stores OH/KY	n/i			2.89					1.79						2.49						1.79				
IGA Stores OH/KY	Johnsonville																					3.83			
IGA Stores SE	Johnsonville																					3.32			
IGA Stores SE	IGA TableRite		1.98	2.98				1.98																3.99	
IGA Stores SE	Swaggerty's																					2.48			
Kroger Cincinnati	n/i			3.49								3.49											2.92		
Kroger Cincinnati	Johnsonville																						2.92		
Kroger Cincinnati	Fresh Foods																						10.00		
Kroger Delta	Simple Truth	A		5.99																					
Kroger Delta	n/i		1.79	2.99										3.99							1.79				
Kroger Delta	Kroger																						2.67		
Kroger Delta	Johnsonville																						2.92		
Kroger Delta	Fresh Foods																							9.99	

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2019

prices in \$US per pound unless otherwise noted.

PORK

State	Supermarket	Brand	Key	Spareribs				Country Style		Pork Chops/Steaks								Loin		Fresh Sausage	Deli Ribs per lb.				
				Whole Rack	Back Rib	St. Louis	Riblets	Ribs		Blade End		Bone-in Center		Bnls Center		Sirloin End		Ass't	Tender			Bnls			
								bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	bnls	bone-in								
KY (cont)	Kroger MidAtlantic	n/i			2.99														1.29						
		Kroger Johnsonville Fresh Foods																			2.67				
																					2.92	10.00			
	Kroger MidSouth	Kroger Johnsonville Fresh Foods											2.99		3.99							2.67			
																						2.92	10.00		
																						2.67			
	Kroger Nashville	Kroger Johnsonville Fresh Foods				2.99							3.49										2.92	10.00	
																							2.67		
																							2.92	10.00	
	Lucky's Market	n/i											1.99									1.79	2.50		
	Meijer	Johnsonville					2.49																2.98	3.32	
									1.98	1.98															
	PW Houchen's	n/i		1.58																					
	Ruler Foods	Johnsonville			1.89																				
	Save-a-Lot	n/i			1.99								1.49												
		Farmington																							2.49
	SuperValu Stores	n/i														2.49									3.33
		Johnsonville																							3.33
	Target	Smithfield				2.49																			
TC Grocers	n/i				2.99	2.79																		1.89	
	Johnsonville																							3.33	
The Fresh Market	n/i				2.99																			3.99	
United Grocery	n/i			1.99																				1.79	
																								1.79	
ValuMarket	n/i				2.99										2.29									3.33	
	Johnsonville																							3.33	
	Kretschmar																							6.67	
Walmart	Johnsonville																							3.20	
	n/i				2.74																				
MS	AG Baton Rouge	n/i			2.49				1.79		1.79														
		Johnsonville																						2.49	

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2019

prices in \$US per pound unless otherwise noted.

PORK

State	Supermarket	Brand	Key	Spareribs				Country Style		Pork Chops/Steaks								Loin		Fresh Sausage	Deli Ribs per lb.		
				Whole Rack	Back Rib	St. Louis	Ribslets	Ribs		Blade End		Bone-in Center		Bnls Center		Sirloin End		Ass't	Tender			Bnls	
								bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	bnls	bone-in						
MS (cont)	ALDI	n/i				1.99											1.99			1.75			
	Comer Market	n/i			2.79																		
		Prairie Fresh Johnsonville						1.79						1.99							3.33		
	Dollar General Mkt	n/i		1.95																	2.92		
	Food Giant	n/i		1.88									1.99							1.49	3.33		
	Froogle's	Prairie Fresh n/i			2.69					1.49												2.49	
	Greer's	n/i						1.89	1.89													6.67	
	Grocery Depot	n/i		1.53																			
		Prairie Fresh n/i		1.79	2.99																1.79		
		Kroger Johnsonville																				2.67	
		Fresh Foods																				2.92	
		Mac's Fresh Mkt	n/i		1.99				1.99	1.99							1.29	1.29			1.49		9.99
		PW Houchen's	n/i		1.58				1.98	1.98										2.98			
		Johnsonville																				3.32	
		Ramey's	n/i		1.98	2.48																	
		Rouses's Market	Rouses		0.99					1.49							0.99			2.99			
		Save-a-Lot	n/i		1.99					1.49													
		Farmington																					2.49
		Sullivan's Grocery	n/i		1.99	2.99																1.39	
		Superlo Foods	n/i		1.49	2.99																	2.49
	Johnsonville																					2.49	
	Target	Smithfield			2.49																		
	The Fresh Market	n/i			2.99																	3.99	
	Vowell's	n/i		1.79	2.79	0.99	3.29	1.79	1.89					2.85	1.89							3.20	
	Walmart	Johnsonville n/i																				2.74	

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2019

prices in \$US per pound unless otherwise noted.

PORK

State	Supermarket	Brand	Key	Spareribs				Country Style		Pork Chops/Steaks								Loin		Fresh Sausage	Deli Ribs per lb.			
				Whole Rack	Back Rib	St. Louis	Riblets	Ribs		Blade End		Bone-in Center		Bnls Center		Sirloin End		Ass't	Tender			Bnls		
								bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	bnls	bone-in							
MS <i>(cont)</i>	Winn-Dixie	n/i			2.99			2.49		2.49	2.49											7.24		
		Johnsonville																				3.00		
		SE Grocers																				3.00		
NC	ALDI	n/i				1.99											1.99				1.75			
	Bi-Lo	SE Grocers																			3.00			
		n/i			1.99	1.99		2.49		2.49	2.49											2.50	6.49	
	Carlie C's IGA	n/i		2.18																		2.38		
		Carlie C's																				3.33		
	Compare Foods	n/i			2.98				2.28													3.33		
		Johnsonville																					3.33	
	Earth Fare	n/i			3.99																			
	Food Lion	n/i			1.99	2.49								2.49								1.49		
		Food Lion																					2.99	
		Johnsonville																					2.50	
	Food Pride	n/i		2.49					2.69		1.99													
	Fresh Foods	n/i									1.89				1.79							1.59		
	Galaxy Foods	n/i		1.98	2.98				1.98															
		Johnsonville																					3.32	
		Swaggerty's																					2.48	
	Great Valu Markets	n/i		1.99						2.29	2.29													
		Johnsonville																					4.16	
		Essential Everyday																					2.99	
	Harris Teeter	Niman Ranch	A		4.99																			
		Johnsonville																					3.33	
	Harris Teeter																					4.99		
Harvey's	SE Grocers																					3.00		
	n/i		1.68	3.48	2.98			1.98		1.98		2.98				1.98		1.68				6.67		
	Johnsonville																					2.92		
Hills	n/i			2.99								2.19		2.49		1.59		1.59				2.49		
	Johnsonville																							

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2019

prices in \$US per pound unless otherwise noted.

PORK

State	Supermarket	Brand	Key	Spareribs				Country Style		Pork Chops/Steaks								Loin		Fresh Sausage	Deli Ribs per lb.		
				Whole Rack	Back Rib	St. Louis	Riblets	Ribs		Blade End		Bone-in Center		Bnls Center		Sirloin End		Ass't	Tender			Bnls	
								bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	bnls	bone-in						
NC <i>(cont)</i>	IGA Food Stores	Smithfield		1.99	3.29	2.99						1.99						2.99	1.59				
		n/i						2.29															
	IGA Stores SE	Johnsonville																		4.16			
		Johnsonville																		3.32			
		IGA TableRite		1.98	2.98				1.98													3.99	
		Swaggerty's																				2.48	
	Ingle's Markets	n/i			3.48																	8.67	
		Johnsonville																				2.92	
		Laura Lynn																				3.00	
	Just \$ave Foods	Johnsonville																				3.32	
		Swaggerty's																				2.98	
		n/i		2.48	2.98				2.48														6.67
	Lidl	n/i				1.79															1.39		
	Lowes Foods	Hormel						1.97											3.99				
	Piggly Wiggly Retail	n/i		1.79	2.89				2.29	2.29													
	Piggly Wiggly Store	n/i		1.99	2.79																		
		Johnsonville																					3.33
	Publix	GreenWise	A											4.99									
		Publix			2.99	1.99			2.59										4.99				3.33
	Save-a-Lot	Johnsonville																					3.33
	n/i		1.99					1.49														2.49	
	Farmington																					2.49	
Sprout's Market	n/i			2.99	2.99			2.49	2.49													2.99	
Target	Smithfield			2.49																			
The Fresh Market	n/i			2.99																		3.99	
United Grocery	n/i		1.99																	1.79			
Walmart	Johnsonville																					3.20	
	n/i			2.74																			
SC	ALDI	n/i			1.99												1.99					1.75	
	Bi-Lo	SE Grocers																				3.00	
		n/i			1.99	1.99		2.49	2.49	2.49													6.49
		Johnsonville																					2.50
	Dollar General Market	n/i		1.95																			2.92
	Johnsonville																						

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2019

prices in \$US per pound unless otherwise noted.

PORK

State	Supermarket	Brand	Key	Spareribs				Country Style		Pork Chops/Steaks								Loin		Fresh Sausage	Deli Ribs per lb.			
				Whole Rack	Back Rib	St. Louis	Riblets	Ribs		Blade End		Bone-in Center		Bnls Center		Sirloin End		Ass't	Tender			Bnls		
								bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	bnls	bone-in							
SC (cont)	Earth Fare	n/i	A		3.99																			
	Food Lion	n/i		1.99	2.49								2.49						1.49					
		Food Lion Johnsonville											1.98										2.99	
		Galaxy Foods Johnsonville			1.98	2.98							1.98										2.50	
		Galaxy Foods Swaggerty's																					3.32	
		Harris Teeter Niman Ranch Johnsonville				4.99																	2.48	
		Harris Teeter Harris Teeter																					3.33	
		Harvey's SE Grocers																					4.99	
		Harvey's Johnsonville			1.68	3.48	2.98				1.98	1.98		2.98					1.98	1.68			3.00	
		Hills Johnsonville				2.99								2.19		2.49			1.59	1.59			2.92	
		Hills Johnsonville																		2.99	1.59		2.49	
		IGA Food Stores Smithfield			1.99	3.29	2.99							1.99						2.99	1.59			
		IGA Food Stores Johnsonville																					4.16	
		IGA Stores SE Johnsonville																					3.32	
		IGA Stores SE IGA TableRite			1.98	2.98					1.98													3.99
		IGA Stores SE Swaggerty's																						2.48
		Ingle's Markets Johnsonville				3.48																		8.67
		Ingle's Markets Laura Lynn																						2.92
		Kroger Atlanta Kroger																						3.00
		Kroger Atlanta Johnsonville				2.99								3.49		3.99								2.67
	Kroger Atlanta Fresh Foods																					2.92		
	Lidl Johnsonville				1.79																	10.00		
	Lidl Johnsonville							1.97											3.99			1.39		
	Lowes Foods Hormel																					3.99		
	Publix GreenWise													4.99								4.99		
	Publix Johnsonville			2.99	1.99				2.59													3.33		

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2019

prices in \$US per pound unless otherwise noted.

PORK

State	Supermarket	Brand	Key	Spareribs				Country Style		Pork Chops/Steaks								Loin		Fresh Sausage	Deli Ribs per lb.			
				Whole Rack	Back Rib	St. Louis	Riblets	Ribs		Blade End		Bone-in Center		Bnls Center		Sirloin End		Ass't	Tender			Bnls		
								bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	bnls	bone-in							
SC <i>(cont)</i>	PW Carolina Co.	n/i		1.99	2.99	2.49			1.99		1.89								2.99			6.67		
	Johnsonville																				3.33			
	Quality Food	Johnsonville																			3.33			
	Save-a-Lot	n/i		2.49							1.99													
	Farmington	n/i		1.99							1.49											2.49		
	Sprout's Market	n/i			2.99	2.99			2.49		2.49											2.99		
	Target	Smithfield			2.49																			
	The Fresh Market	n/i			2.99																		3.99	
Walmart	Johnsonville																					3.20		
		n/i			2.74																			
TN	ALDI	n/i				1.99												1.99				1.75		
	Cash Saver TC	n/i			2.67																		2.17	
	Sheboygan																							
	Cash Saver TN	n/i		1.38	2.35		0.89																	
	Chappell's	n/i			3.49																			
	Dollar General Mkt	n/i		1.95																				
	Johnsonville																						2.92	
	E. W. James	n/i		1.89	2.99																			
	Johnsonville																							3.33
	Earth Fare	n/i			3.99																			2.49
	Food City	Johnsonville																						
	n/i				3.99	2.99																		2.49
	Food Country	n/i			2.98														1.99					
	Hormel														2.99									
	Food Giant	n/i		1.88								1.99										1.49		
	Johnsonville																							3.33
Food Lion	n/i			1.99	2.49																	1.49		
Food Lion																								2.99
Johnsonville																								2.50
Food Rite	Food Rite		1.89	3.29						2.19														
Swift																								
Gordon Food	n/i		2.49	2.99															2.99					
Johnsonville																								3.27

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2019

prices in \$US per pound unless otherwise noted.

PORK

State	Supermarket	Brand	K e y	Spareribs				Country Style		Pork Chops/Steaks								Loin		Fresh Sausage	Deli Ribs per lb.		
				Whole Rack	Back Rib	St. Louis	Riblets	Ribs		Blade End		Bone-in Center		Bnls Center		Sirloin End		Ass't	Tender			Bnls	
								bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	bnls	bone-in						
TN <i>(cont)</i>	H.G. Hill	n/i Johnsonville		1.79	2.99				2.19		2.19									2.49			
	IGA Houchen's	Hormel						1.59		1.59		2.49				1.49							
		Purnell's	Johnsonville				0.99														3.33		
	IGA Stores OH/KY	n/i																		1.99			
		n/i	Johnsonville			2.89				1.79						2.49				1.79		3.83	
	IGA Stores SE	Johnsonville																				3.32	
		IGA TableRite	Johnsonville		1.98	2.98				1.98													3.99
	Ingle's Markets	Swaggerty's	Johnsonville																				2.48
		n/i	Johnsonville			3.48																	8.67
	Kroger Delta	Laura Lynn	Johnsonville																				2.92
		n/i	Johnsonville		1.79	2.99															1.79		3.00
		Kroger	Johnsonville																				2.67
		Johnsonville	Fresh Foods																				2.92
	Kroger MidAtlantic	Fresh Foods	Johnsonville																				9.99
		n/i	Johnsonville			2.99															1.29		2.67
		Kroger	Johnsonville																				2.92
		Johnsonville	Fresh Foods																				2.67
	Kroger Nashville	Kroger	Johnsonville																				10.00
		n/i	Johnsonville			2.99							3.49										2.67
	Osborne's	Johnsonville	Johnsonville																				2.92
Fresh Foods		Johnsonville																				10.00	
n/i		Johnsonville		1.69					1.99		1.99											3.33	
Publix	Johnsonville	Johnsonville	A																			4.99	
	GreenWise	Johnsonville																					4.99
Ragland Bros.	Publix	Johnsonville			2.99	1.99			2.59													3.33	
	Johnsonville	Johnsonville																				3.33	
	n/i	Smithfield		1.88	2.99																	3.33	
	Smithfield	Prairie Fresh							2.19		2.29											3.33	

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2019

prices in \$US per pound unless otherwise noted.

PORK

State	Supermarket	Brand	Key	Spareribs				Country Style		Pork Chops/Steaks								Loin		Fresh Sausage	Deli Ribs per lb.				
				Whole Rack	Back Rib	St. Louis	Riblets	Ribs		Blade End		Bone-in Center		Bnls Center		Sirloin End		Ass't	Tender			Bnls			
								bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	bnls	bone-in								
TN (cont)	Ruler Foods	n/i		1.89																					
	Save-a-Lot	n/i		1.99					1.49																
		Farmington																					2.49		
	Sprout's Market	n/i			2.99	2.99			2.49		2.49												2.99		
	Superlo Foods	n/i		1.49	2.99																		2.49		
		Johnsonville																						2.49	
	Target	Smithfield				2.49																		2.49	
	TC Grocers	n/i			2.99	2.79						1.99												1.89	
		Johnsonville																						3.33	
	The Fresh Market	n/i				2.99																		3.99	
Tietgen's	n/i		1.49					1.99		1.99													3.33		
	Johnsonville																						3.33		
United Grocery	n/i		1.99																				1.79		
Walmart	Johnsonville																						3.20		
		n/i			2.74																				
VA	ALDI	n/i				1.99												1.99					1.75		
	Dollar General Mkt	n/i		1.95																			2.92		
		Johnsonville																					2.92		
	Earth Fare	n/i			3.99																		2.49		
	Food City	Johnsonville																					2.49		
		n/i			3.99	2.99			2.49															2.49	
	Food Country	n/i			2.98													1.99						2.49	
		Hormel																						2.99	
	Food Lion	n/i			1.99	2.49								2.49									1.49	2.99	
		Food Lion																						2.50	
		Johnsonville																						2.50	
	Galaxy Foods	n/i		1.98	2.98				1.98															3.32	
		Johnsonville																						3.32	
	Swaggerty's																						2.48		
Giant Food	Giant					1.99																	3.99		
	Giant			2.99		2.29			1.99														3.99		
	Premio																						3.99		
Grant's	n/i				2.89																		3.99		
	Hormel							1.79																	

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2019
PORK

prices in \$US per pound unless otherwise noted.

State	Supermarket	Brand	Key	Spareribs				Country Style		Pork Chops/Steaks								Loin		Fresh Sausage	Deli Ribs per lb.						
				Whole Rack	Back Rib	St. Louis	Rибlets	Ribs		Blade End		Bone-in Center		Bnls Center		Sirloin End		Ass't	Tender			Bnls					
								bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	bnls	bone-in										
VA <i>(cont)</i>	Great Valu Markets	n/i		1.99					2.29		2.29														4.16		
		Johnsonville																							2.99		
	Harris Teeter	Niman Ranch	A		4.99																				3.33	4.99	
		Johnsonville																									
		Harris Teeter																									
		IGA Houchen's	Hormel					0.99		1.59		1.59		2.49				1.49								3.33	
			Purnell's																								
			Johnsonville																								
			n/i																						1.99		
		IGA Stores SE	Johnsonville																							3.32	
			IGA TableRite		1.98	2.98				1.98																	3.99
			Swaggerty's																								2.48
		Ingle's Markets	n/i																								8.67
			Johnsonville																								2.92
			Laura Lynn																								3.00
		Kroger MidAtlantic	n/i			2.99																			1.29		
			Kroger																								2.67
			Johnsonville																								2.92
			Fresh Foods																								10.00
		Lidl	n/i				1.79																		1.39		
		Lowes Foods	Hormel						1.97																3.99		
		Martin's Food	Giant		1.99		1.99							1.99													
			Johnsonville																								2.92
		Piggly Wiggly Retail	n/i		1.79	2.89				2.29		2.29															
		Piggly Wiggly Store	n/i		1.99	2.79																					
			Johnsonville																								3.33
		Publix	GreenWise	A											4.99												
			Publix			2.99	1.99			2.59											4.99						
			Johnsonville																								3.33
		Safeway Eastern	Johnsonville																								3.33
			Signature Select			2.99	2.99																				
		Signature Farms																									
		Premio																								3.50	

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2019
PORK

prices in \$US per pound unless otherwise noted.

State	Supermarket	Brand	Key	Spareribs				Country Style		Pork Chops/Steaks								Loin		Fresh Sausage	Deli Ribs per lb.	
				Whole Rack	Back Rib	St. Louis	Riblets	Ribs		Blade End		Bone-in Center		Bnls Center		Sirloin End		Ass't	Tender			Bnls
								bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	bnls	bone-in					
VA (cont)	Safeway Eastern	Roma																		3.00		
	(continued)	n/i																			6.67	
	Save-a-Lot	n/i																				
		Farmington																			2.49	
	Shop'n Save	n/i													2.59						7.99	
		Johnsonville																			3.33	
		Botto's																			3.00	
	Shoppers Food	Smithfield													2.49						3.33	
		Johnsonville																			3.33	
	Shoppers Value	n/i																				
	Target	Smithfield																				
	The Fresh Market	n/i																				
	Walmart	Johnsonville																				
		n/i																				
Wegman's	Wegman's		O																			
	Wegman's																					
	Wegman's		A																			
Weis Markets	Weis																					
	Swift																					
	Johnsonville																				3.33	
WV	ALDI	n/i																			1.75	
	Food Fair	Walnut Creek																			3.00	5.99
		Purnell's																				
	Food Lion	n/i																				
		Food Lion																				
		Johnsonville																				2.99
	Foodland	n/i																				2.50
	Galaxy Foods	n/i																				
		Johnsonville																				
	Swaggerty's																					
Giant Eagle	n/i																					
	Giant Eagle																					
	Johnsonville																					

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2019

prices in \$US per pound unless otherwise noted.

PORK

State	Supermarket	Brand	Key	Spareribs				Country Style		Pork Chops/Steaks								Loin		Fresh Sausage	Deli Ribs per lb.		
				Whole Rack	Back Rib	St. Louis	Ribblets	Ribs		Blade End		Bone-in Center		Bnls Center		Sirloin End		Ass't	Tender			Bnls	
								bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	bnls	bone-in						
WV (cont)	IGA Stores SE	Johnsonville																			3.32		
		IGA TableRite		1.98	2.98				1.98													3.99	
		Swaggerty's																				2.48	
		Kroger Columbus	n/i		2.99									3.99								2.92	
		Johnsonville	Fresh Foods																			10.00	
		Kroger MidAtlantic	n/i		2.99																1.29	2.67	
		Kroger	Johnsonville																			2.92	
		Johnsonville	Fresh Foods																			10.00	
		Martin's Food	Giant		1.99		1.99							1.99								2.92	
		Johnsonville																				2.92	
		Piggly Wiggly Store	n/i		1.99	2.79																3.33	
		Johnsonville																				2.49	8.66
		Riesbeck's	n/i		2.69	3.99																2.49	
		Save-a-Lot	n/i		1.99																	1.49	
		Farmington																				2.49	
		Shop'n Save	n/i		2.99	2.99			1.99								2.59					2.49	7.99
		Johnsonville																				3.33	
		Botto's																				3.00	
		Shoppers Food	Smithfield		1.99												2.49					3.33	
		Johnsonville																				3.33	
	Sparkle Markets	n/i		1.77	2.99																	7.33	
	Target	Smithfield			2.49																		
	Walmart	Johnsonville																				3.20	
	n/i				2.74																		
	Weis Markets	Weis		2.29		3.29																	
	Swift							2.99								2.99							
	Johnsonville																					3.33	

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2019

prices in \$US per pound unless otherwise noted.

PORK

State	Supermarket	Brand	Key	Spareribs				Country Style		Pork Chops/Steaks								Loin		Fresh Sausage	Deli Ribs per lb.	
				Whole Rack	Back Rib	St. Louis	Riblets	Ribs		Blade End		Bone-in Center		Bnls Center		Sirloin End		Ass't	Tender			Bnls
								bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	bnls	bone-in					
MIDWESTERN U.S. - IA,IL,IN,MI,MN,ND,NE,OH,SD,WI																						
IA	ALDI	n/i				1.99												1.99		1.75		
	AW Grocers	n/i			2.99			1.48	1.28					2.99	2.29				1.99		6.67	
	Brothers Market	Johnsonville																		3.33		
		Smithfield			2.99			2.49							1.99					3.33		
	Family Fare	Johnsonville																		2.78		
		Open Acres			2.99										3.99			3.99				
		n/i																			6.67	
	Family Foods	Smithfield				2.99	0.69	1.79	2.19													
		Open Acres																			4.99	
		Johnsonville																			3.33	
	Fishers Jack&Jill	Smithfield			2.69			1.89								0.88						
	Food Pride	Smithfield			3.88	2.99	0.69	2.29	1.59	2.19												
		Johnsonville																			3.33	
	Fresh Thyme Mrkt	Fresh Thyme																		1.99	7.33	
		n/i			2.99			2.99														
	Hometown Foods	Johnsonville																			3.33	
		n/i							2.49													
	Hy-Vee	Johnsonville																			2.91	
		Hy-Vee							2.29													
		Hormel			2.99																1.99	
		HV Duroc			5.99																	
		Smithfield																			3.33	
	Jewel-Osco	Johnsonville																			2.50	
		Hormel													3.99							
		Jewel																			3.33	
	Lucky's Market	n/i										1.99									1.79	
	Maynard's	Smithfield					0.69														1.99	
		Johnsonville																			3.33	
	No Frills	Open Acres			2.99										3.99					3.99		
		n/i																			6.67	
	Price Chopper	n/i		2.19	3.49			2.49	2.99												2.99	

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2019

prices in \$US per pound unless otherwise noted.

PORK

State	Supermarket	Brand	Key	Spareribs				Country Style		Pork Chops/Steaks								Loin		Fresh Sausage	Deli Ribs per lb.		
				Whole Rack	Back Rib	St. Louis	Riblets	Ribs		Blade End		Bone-in Center		Bnls Center		Sirloin End		Ass't	Tender			Bnls	
								bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	bnls	bone-in						
IA <i>(cont)</i>	Quillin's	Smithfield						1.99														2.99	
	Russ's Market	Kretschmar Smithfield				2.99																	5.99
	Save-a-Lot	n/i Farmington		1.99				1.49															2.91
	Schnuck's	n/i Schnuck's																					2.49
	Sunshine Foods	Hormel			2.99		1.99																1.99
	Super Saver	Smithfield Sheboygan			2.98																		1.77
	Target	Smithfield			2.49																		1.98
	Thriftway Stores	Johnsonville																					3.33
	Walmart	n/i Johnsonville		1.99				2.19								1.99							3.20
			n/i						2.74														
IL	ALDI	n/i			1.99			2.29				2.69					1.99					1.75	
	Angelo Caputo	n/i Caputo's		2.49	3.99																	1.99	3.59
	AW Grocers	n/i Johnsonville													2.29								3.33
	Berkot's	Berkot's			4.99		1.49																
	Borowiak's IGA	IGA TableRite Kretschmar			2.88		2.48								2.48							1.98	6.67
	Brookhaven	Johnsonville Brookhaven																					3.23
		n/i			3.49																		2.89
	Butera	n/i Johnsonville		1.99	1.99	2.49				1.69	2.69				2.69			1.99					2.89
	Cermak	Johnsonville Supreme Tender			3.99	2.99		1.99		1.99		1.99											2.08
	Cub Foods	Johnsonville Smithfield				1.88																	2.99
	n/i																					3.33	
																							5.33

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2019

prices in \$US per pound unless otherwise noted.

PORK

State	Supermarket	Brand	Key	Spareribs				Country Style		Pork Chops/Steaks								Loin		Fresh Sausage	Deli Ribs per lb.			
				Whole Rack	Back Rib	St. Louis	Riblets	Ribs		Blade End		Bone-in Center		Bnls Center		Sirloin End		Ass't	Tender			Bnls		
								bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	bnls	bone-in							
IL (cont)	Dierberg's	Bob's	A																		11.33			
		Dierberg's			2.99						2.19													
		Johnsonville																					3.33	
	El Guero	n/i			2.79							1.19			2.79									
	Fairplay Foods	Smithfield				2.49																	2.49	
		Johnsonville																						2.49
		Aunt Bessie's						1.29																
		n/i					2.99		2.49	1.59			1.99	1.99	2.49	2.49								
	Fishers Jack&Jill	Smithfield				2.69											0.88							
	Food 4 Less	n/i			1.87			2.29																
		Randolph																						2.40
	Food Pride	Smithfield				3.88	2.99	0.69	2.29	1.59			2.19											
		Johnsonville																						3.33
	Fresh Thyme Mrkt	Fresh Thyme																						1.99
		n/i				2.99			2.99															
	Garden Fresh	n/i				2.99																		
		Johnsonville																						2.49
	Gordon Food	n/i			2.49	2.99																		
		Johnsonville																						3.27
	Heinen's	Heinen's				3.99																		
H-Mart	n/i				2.49																			
Hy-Vee	Johnsonville																					2.91		
	Hy-Vee							2.29																
	Hormel			2.99																		1.99		
	HV Duroc			5.99																				
	Smithfield																					3.33		
IGA Houchen's	Hormel							1.59		1.59		2.49					1.49							
	Purnell's					0.99																3.33		
	Johnsonville																					3.33		
	n/i																					1.99		
IGA Stores IL/IN	n/i																					6.67		
	Hormel			1.99	2.99						1.99													
	Johnsonville																					3.33		

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2019

prices in \$US per pound unless otherwise noted.

PORK

State	Supermarket	Brand	Key	Spareribs				Country Style		Pork Chops/Steaks								Loin		Fresh Sausage	Deli Ribs per lb.			
				Whole Rack	Back Rib	St. Louis	Riblets	Ribs		Blade End		Bone-in Center		Bnls Center		Sirloin End		Ass't	Tender			Bnls		
								bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	bnls	bone-in							
IL (cont)	Jewel-Osco	Johnsonville	A																	2.50				
		Hormel												3.99							3.33			
		Jewel																			2.49			
	Jimenez	n/i		2.69							1.49										1.49		2.91	
		Johnsonville																					3.33	
	Kirby Foods IGA	Hormel		1.99	2.99				1.99		1.99													2.91
		Johnsonville																						3.33
	Kroger Central	n/i			2.99									2.99										
		Simple Truth			5.99																			
		Johnsonville																						2.92
		Fresh Foods																						10.00
	Kroger MidSouth	Kroger																						2.67
		n/i												2.99		3.99								
		Johnsonville																						2.92
		Fresh Foods																						10.00
	La Chiquita	n/i		2.38			2.78																	
		Johnsonville																						3.32
	Mariano's	Mariano's																						2.99
		Kroger																						2.91
	Meijer	Johnsonville																						2.50
		n/i					2.49																	
	Pete's Market	n/i		1.99	2.99	2.49	1.99		1.79					1.99		2.49					2.99			
	Piggly Wiggly MW	Smithfield																						
	Johnsonville																					2.34		
	n/i				2.49																			
Ruler Foods	n/i	1.89																				2.99		
Save-a-Lot	n/i	1.99							1.49															
	Farmington																					2.49		
Schnuck's	Schnuck's																					1.99		
	n/i									1.49														
Seafood City	n/i	2.59																			2.49			
Shop & Save Mrkt	n/i	2.69	2.99											1.99		1.29		1.99				1.99	5.99	
	Johnsonville																					2.91		
Sullivan's	Sullivan's																					2.99		

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2019

prices in \$US per pound unless otherwise noted.

PORK

State	Supermarket	Brand	Key	Spareribs				Country Style		Pork Chops/Steaks								Loin		Fresh Sausage	Deli Ribs per lb.				
				Whole Rack	Back Rib	St. Louis	Riblets	Ribs		Blade End		Bone-in Center		Bnls Center		Sirloin End		Ass't	Tender			Bnls			
								bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	bnls	bone-in								
IL <i>(cont)</i>	Sunset Foods	Sunset's Johnsonville			3.99																3.33				
	Target	Smithfield			2.49																				
	The Fresh Market	n/i			2.99																	3.99			
	Tony's Fresh Mrkt	n/i			2.49	2.99	1.99			2.49		2.99									2.99		2.49		
		Johnsonville																					2.78		
	Torres Market	n/i		2.68																					
	Valli Produce	n/i		1.99		2.99				1.99			2.49								2.99				
		Valli's Johnsonville																						1.99	
	Walmart	Johnsonville																						2.49	
		n/i				2.74																		3.20	
Walt's Food Center	Indiana Kitchen Johnsonville		1.99	2.99			2.29																2.49		
Woodman's	Organic Prairie Johnsonville																						8.65		
	Sheboygan Johnsonville																						2.00		
	Smithfield				2.99																		2.80		
IN	ALDI	n/i				1.99												1.99					1.75		
	Al's Supermarket	Johnsonville																					2.40		
		n/i						1.88		1.88														7.99	
	Bubba Q																								
	County Market	n/i			2.88					2.19														2.92	
		Johnsonville																						2.92	
	Dollar General Mrkt	n/i		1.95																					
		Johnsonville																						2.92	
	Earth Fare	n/i			3.99																				
	Food 4 Less	n/i		1.87		2.29																			
	Randolph																						2.40		
Fresh Encounter	n/i		1.99	2.99			1.99							2.99							1.99		4.42		
	Johnsonville																						4.16		
Fresh Thyme Mrkt	Fresh Thyme																						1.99		
	n/i				2.99		2.99																	7.33	

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2019

prices in \$US per pound unless otherwise noted.

PORK

State	Supermarket	Brand	Key	Spareribs				Country Style		Pork Chops/Steaks								Loin		Fresh Sausage	Deli Ribs per lb.			
				Whole Rack	Back Rib	St. Louis	Riblets	Ribs		Blade End		Bone-in Center		Bnls Center		Sirloin End		Ass't	Tender			Bnls		
								bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	bnls	bone-in							
IN <i>(cont)</i>	Giant Eagle	n/i			3.99																	8.66		
		Giant Eagle Johnsonville																				2.99	3.33	
	Gordon Food	n/i		2.49	2.99																		3.27	
	Harding's	Harding's				2.69		1.99	1.99										2.69					
	Harvest Supermarket	Indiana Kitchen Johnsonville							0.99	2.69													3.33	
	Holiday Foods	n/i							1.99															
	IGA Houchen's	Hormel Purnell's Johnsonville					0.99		1.59	1.59		2.49					1.49						3.33	
	IGA Stores IL/IN	n/i																			1.99		6.67	
		Hormel Johnsonville		1.99	2.99					1.99														3.33
	IGA Stores OH/KY	n/i												2.49							1.79			3.83
	Jay C Stores	n/i																						2.92
	Jewel-Osco	Fresh Foods Johnsonville																						10.00
		Hormel Jewel												3.99										2.50
	Kirby Foods IGA	Hormel Johnsonville		1.99	2.99				1.99	1.99														3.33
	Kroger Central	n/i												2.99										3.33
		Simple Truth Johnsonville	A																					2.92
	Kroger Cincinnati	Fresh Foods n/i												3.49										10.00
		Johnsonville Fresh Foods																						2.92
		Simple Truth	A																					10.00
																								5.99

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2019

prices in \$US per pound unless otherwise noted.

PORK

State	Supermarket	Brand	Key	Spareribs				Country Style		Pork Chops/Steaks								Loin		Fresh Sausage	Deli Ribs per lb.	
				Whole Rack	Back Rib	St. Louis	Ribblets	Ribs		Blade End		Bone-in Center		Bnls Center		Sirloin End		Ass't	Tender			Bnls
								bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	bnls	bone-in					
IN (cont)	Kroger MidSouth	Kroger																		2.67		
		n/i																			2.92	
		Johnsonville Fresh Foods																				10.00
	Lucky's Market	n/i																			1.79	
	Martin's	Johnsonville																			3.33	L 4
	Meijer	Johnsonville																			2.50	
		n/i			2.49																	
	Miller's Markets	Smithfield			2.69											2.49					2.29	
	New Market	Johnsonville																			2.49	
		n/i																				
	Ruler Foods	n/i		1.89												2.99						
	Save-a-Lot	n/i		1.99					1.49													
		Farmington																				2.49
	Schnuck's	Schnuck's																				1.99
		n/i								1.49												
	Strack & VanTil	Smithfield			2.49											2.99						
		Johnsonville																				2.49
	n/i																				2.99	
Target	Smithfield			2.49																		
The Fresh Market	n/i			2.99																	3.99	
Walmart	Johnsonville																				3.20	
	n/i			2.74																		
Walt's Food Center	Indiana Kitchen		1.99	2.99			2.29								2.59						2.49	
	Johnsonville																					
Wesselman's	n/i			3.49						1.69		1.99									2.49	
	Swaggerty's																				2.49	
MI	ALDI	n/i			1.99												1.99				1.75	
	AW Grocers	n/i													2.29							
		Johnsonville																			3.33	
	Busch's	n/i			2.79													3.99				
	Open Acres																				2.92	
	Valley View Farms												3.49								local	

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2019

prices in \$US per pound unless otherwise noted.

PORK

State	Supermarket	Brand	Key	Spareribs				Country Style		Pork Chops/Steaks								Loin		Fresh Sausage	Deli Ribs per lb.						
				Whole Rack	Back Rib	St. Louis	Riblets	Ribs		Blade End		Bone-in Center		Bnls Center		Sirloin End		Ass't	Tender			Bnls					
								bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	bnls	bone-in										
MI <i>(cont)</i>	County Market	n/i	A		2.88						2.19																
		Johnsonville																					2.92				
	D&W Fresh Market	n/i														3.99									3.99		
	Earth Fare	n/i				3.99																					
	Family Fare	Open Acres				2.99											3.99										
	Food Pride	Smithfield								1.99																	
		Grampa's																								2.69	
		Johnsonville																								2.91	
	Fresh Thyme Mrkt	Fresh Thyme																							1.99	7.33	
		n/i				2.99			2.99											0.68							
	Glory Supermarket	n/i			1.48	2.69		1.49			0.68		1.79		1.68												
	Gordon Food	n/i			2.49	2.99																					
		Johnsonville																									3.27
	Great Lakes	Smithfield							1.69								2.49										
		Signature							1.99																		
		n/i				1.99																					3.20
	Harding's	Harding's						2.69			1.99		1.99										2.69				
	Hollywood Markets	n/i										2.59								2.69							
	H-Mart	n/i						2.49																			
	Jack's Market	n/i			1.79	2.69	1.99															1.79					
	Kroger Central	n/i				2.99									2.99												
		Simple Truth				5.99																					
	Johnsonville																								2.92		
	Fresh Foods																								10.00		
Kroger Columbus	n/i			2.99											3.99												
	Johnsonville																								2.92		
	Fresh Foods																								10.00		
Kroger Michigan	Johnsonville																								2.92		
	Fresh Foods																								9.99		
	n/i														3.99												
Louie's Fresh	n/i			2.99											2.79							1.99					
Lucky's Market	n/i											1.99										1.79					
Martin's	Johnsonville																						3.33	L 4			

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2019

prices in \$US per pound unless otherwise noted.

PORK

State	Supermarket	Brand	Key	Spareribs				Country Style		Pork Chops/Steaks								Loin		Fresh Sausage	Deli Ribs per lb.			
				Whole Rack	Back Rib	St. Louis	Riblets	Ribs		Blade End		Bone-in Center		Bnls Center		Sirloin End		Ass't	Tender			Bnls		
								bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	bnls	bone-in							
MI (cont)	Meijer	Johnsonville				2.49														2.50				
		n/i																						
	Miller's Markets	Smithfield			2.69									2.49					2.29					
	Pat's Foods IGA	Smithfield			2.99			1.79			2.19						1.99				3.33			
		Johnsonville																						
	Polly's Market	n/i		1.89	2.49	2.29				1.69							1.49	2.89						
	Ric's Food Center	n/i			2.99																			
		Johnsonville																				3.33		
	Save-a-Lot	n/i		1.99					1.49															
		Farmington																					2.49	
	Spartan Stores	n/i			2.77							2.49												
	Super One Foods	Smithfield			2.99				1.99								1.99	1.66					5.99	
		Johnsonville																					2.91	
	Tadych's	Smithfield						1.99							1.99								2.22	
		Open Acres																						
Target	Smithfield			2.49																				
Tom's/Oleson's	n/i			2.69				1.69	1.69															
	Johnsonville																						3.33	
Valuland	Our Family																						3.55	
	Open Acres															3.99								
VG's Grocery	Open Acres			3.99											3.99									
Walmart	Johnsonville																						3.20	
	n/i				2.74																			
MN	ALDI	n/i			1.99												1.99						1.75	
	AW Grocers	Supreme Tender			2.99				1.89															
		n/i			2.99				1.48		1.28			2.99	2.29				1.99				6.67	
		Johnsonville																					3.33	
	Cash Wise	Prairie Fresh			3.48	2.68		0.98																6.98
	Coborn's	Prairie Fresh			3.59																			9.99
		n/i																						
County Market	n/i			2.88						2.19													2.92	
	Johnsonville																							

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2019

prices in \$US per pound unless otherwise noted.

PORK

State	Supermarket	Brand	Key	Spareribs				Country Style		Pork Chops/Steaks								Loin		Fresh Sausage	Deli Ribs per lb.		
				Whole Rack	Back Rib	St. Louis	Riblets	Ribs		Blade End		Bone-in Center		Bnls Center		Sirloin End		Ass't	Tender			Bnls	
								bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	bnls	bone-in						
MN <i>(cont)</i>	Cub Foods	Johnsonville	A																	3.33			
		Smithfield			1.88																	5.33	
	Dick's Fresh Mrkt	Johnsonville																				2.50	
		Family Fare		Johnsonville																		2.78	
	Festival	Open Acres				2.99										3.99					3.99		6.67
		Smithfield				3.99						2.99											7.33
	Food Pride	Johnsonville																				3.51	
		Smithfield							1.99													2.69	
	Fresh Thyme Mrkt	Grampa's		Johnsonville																		2.91	
		Fresh Thyme		Fresh Thyme																		1.99	7.33
	Hornbacher's	n/i				2.99			2.99														
		Hugo's		Kretschmar																			6.99
	Hy-Vee	Hormel		Johnsonville																			4.16
		Hy-Vee		Johnsonville																		2.91	7.99
	Lund's & Byerly's	Hormel																				1.99	
		HV Duroc		Smithfield																			3.33
	Marketplace Foods	Smithfield						2.99		1.29	2.19	2.19											3.33
		Johnsonville																					3.33
	Maynard's	Smithfield								0.69						2.59						1.99	
		Johnsonville																					3.33
Nilssen's	Smithfield														1.99								
Quillin's	Smithfield								1.99												2.99		
Save-a-Lot	Quillin's																				2.49		
	n/i			1.99						1.49													
Sunshine Foods	Farmington																			2.49			
	Hormel								1.99											1.77			

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2019

prices in \$US per pound unless otherwise noted.

PORK

State	Supermarket	Brand	Key	Spareribs				Country Style		Pork Chops/Steaks								Loin		Fresh Sausage	Deli Ribs per lb.			
				Whole Rack	Back Rib	St. Louis	Riblets	Ribs		Blade End		Bone-in Center		Bnls Center		Sirloin End		Ass't	Tender			Bnls		
								bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	bnls	bone-in							
MN (cont)	Super One Foods	Smithfield			2.99				1.99								1.99	1.66				5.99		
		Johnsonville																				2.91		
	SuperValu Stores	n/i												2.49									3.33	
		Johnsonville																					2.49	
	Target	Smithfield				2.49																	2.49	
	Teal's Market	Johnsonville																					2.49	
	Smithfield					2.99																	3.20	
	Walmart	Johnsonville																					3.20	
		n/i																					2.74	
ND	Albert/Safe Mntn	Johnsonville																					2.49	
		Signature Farms						2.99	2.99															7.24
		Signature Café																						6.98
	AW Grocers	n/i																					3.33	
		Johnsonville																					3.33	
	Cash Wise	Prairie Fresh																					6.98	
	Dan's Supermarket	Open Acres																					2.78	
		Johnsonville																						2.78
		n/i																						6.67
	Family Fare	Johnsonville																						2.78
		Open Acres																						2.78
		n/i																						6.67
	Food Pride	Smithfield																						2.69
		Grampa's																						2.91
		Johnsonville																						6.99
	Hornbacher's	Kretschmar																						6.99
	Hugo's	Hormel																						4.16
	Johnsonville																						3.33	
Leever's Foods	Hormel																						3.33	
	Johnsonville																						3.33	
	Smithfield																						3.33	
	n/i																						3.33	
Marketplace Foods	Smithfield																						3.33	
	Johnsonville																						3.33	

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2019

prices in \$US per pound unless otherwise noted.

PORK

State	Supermarket	Brand	Key	Spareribs				Country Style		Pork Chops/Steaks								Loin		Fresh Sausage	Deli Ribs per lb.			
				Whole Rack	Back Rib	St. Louis	Riblets	Ribs		Blade End		Bone-in Center		Bnls Center		Sirloin End		Ass't	Tender			Bnls		
								bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	bnls	bone-in							
ND <i>(cont)</i>	Miller's Fresh	Hormel						2.59		2.19														
		Smithfield				2.99																3.33		
		Johnsonville																						
		n/i						1.29																
		SuperValu Stores	n/i											2.49										
		Johnsonville																					3.33	
		Target	Smithfield				2.49																	
	Teal's Market	Johnsonville																					2.49	
	Walmart	Smithfield				2.99				2.49													3.20	
		Johnsonville																					3.20	
		n/i				2.74																		
NE	Albert/Safe Denver	n/i		1.69	2.49	1.99		1.67				2.99				2.99							7.24	
		Johnsonville																					3.33	
		Signature Farms																					2.99	
		Open Nature	A									3.99												
		ALDI	n/i			1.99											1.99							1.75
		Apple Markets	Smithfield			3.49		1.99		2.29														2.99
			Johnsonville																					3.33
		AW Grocers	Supreme Tender			2.99		1.89																
			n/i			2.99		1.48		1.28				2.99	2.29						1.99			6.67
			Johnsonville																					3.33
		Baker's	Johnsonville																					2.92
			Fresh Foods																					10.00
			n/i														2.99							
		Family Fare	Johnsonville																					2.78
			Open Acres			2.99									3.99						3.99			
			n/i																					6.67
		Food Pride	Smithfield					1.99																
		Grampa's																					2.69	
		Johnsonville																					2.91	
	Fresh Thyme Mrkt	Fresh Thyme																					1.99	
		n/i			2.99		2.99																	
	Hy-Vee	Johnsonville																					2.91	
		Hy-Vee						2.29															7.99	

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2019

prices in \$US per pound unless otherwise noted.

PORK

State	Supermarket	Brand	Key	Spareribs				Country Style		Pork Chops/Steaks								Loin		Fresh Sausage	Deli Ribs per lb.				
				Whole Rack	Back Rib	St. Louis	Riblets	Ribs		Blade End		Bone-in Center		Bnls Center		Sirloin End		Ass't	Tender			Bnls			
								bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	bnls	bone-in								
NE <i>(cont)</i>	Hy-Vee <i>(continued)</i>	Hormel	A		2.99																				
		HV Duroc			5.99																				
		Smithfield																						3.33	
		No Frills		Open Acres		2.99										3.99								3.99	
		Russ's Market		Kretschmar																					6.67
				Smithfield					2.99								1.99								5.99
		Save-a-Lot		Johnsonville																					2.91
				n/i		1.99						1.49													2.49
		Sun Mart		Farmington																					2.78
				Open Acres													3.99								6.67
		Super Saver		Johnsonville																					1.98
n/i										2.18												2.98			
Target	Smithfield																					2.49			
	Thriftway Stores	Johnsonville																				2.49			
Walmart	n/i		1.99																			3.33			
	Johnsonville									2.19						1.99						3.20			
OH	Acme Fresh Mrkt	Johnsonville																				2.50			
		Acme																					3.99		
		ALDI	n/i																				2.49		
		Buehler's	Open Acres																					1.99	
			Johnsonville																					2.97	
		Dave's Markets	Market Deli																					2.48	
			Indiana Kitchen																					1.99	
Dollar General Mrkt	n/i																					1.99			
	Johnsonville																					1.95			
Dorothy Lane	duBreton																					5.99			
	Earth Fare	n/i																				3.99			

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2019

prices in \$US per pound unless otherwise noted.

PORK

State	Supermarket	Brand	Key	Spareribs				Country Style		Pork Chops/Steaks								Loin		Fresh Sausage	Deli Ribs per lb.					
				Whole Rack	Back Rib	St. Louis	Riblets	Ribs		Blade End		Bone-in Center		Bnls Center		Sirloin End		Ass't	Tender			Bnls				
								bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	bnls	bone-in									
OH (cont)	Family Fare	Johnsonville																		2.78						
		Open Acres			2.99																	6.67				
	Fisher's Foods	Fisher's		1.99	3.49	2.19															2.99		3.33	6.67		
		Johnsonville																					3.00	5.99		
	Food Fair	Walnut Creek																					3.00	5.99		
		Purnell's										0.99														
	Fresh Encounter	n/i		1.99	2.99																		1.99	4.42	4.16	
		Johnsonville																							4.16	
	Fresh Thyme Mrkt	Fresh Thyme																						1.99	7.33	
		n/i			2.99																					2.99
	Giant Eagle	n/i			3.99																					3.99
		Giant Eagle																								2.99
		Johnsonville																								3.33
	Gordon Food	n/i		2.49	2.99																					2.49
		Johnsonville																								3.27
	Heinen's	Heinen's			3.99																					3.99
	IGA Houchen's	Hormel										1.59	1.59	2.49					1.49							1.59
		Purnell's						0.99																		0.99
		Johnsonville																								3.33
		n/i																						1.99		1.99
IGA SpartanNash	n/i		2.69																						2.69	
	Johnsonville																								3.16	
IGA Stores OH/KY	n/i			2.89																					2.89	
	Johnsonville																								3.83	
Kroger Central	n/i			2.99									2.99												2.99	
	Simple Truth		A		5.99																				5.99	
	Johnsonville																								2.92	
	Fresh Foods																								10.00	
Kroger Cincinnati	n/i			3.49									3.49												3.49	
	Johnsonville																								2.92	
	Fresh Foods																								10.00	
	Simple Truth		A		5.99																				5.99	

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2019

PORK

prices in \$US per pound unless otherwise noted.

State	Supermarket	Brand	Key	Spareribs				Country Style		Pork Chops/Steaks									Loin		Fresh Sausage	Deli Ribs per lb.				
				Whole Rack	Back Rib	St. Louis	Riuletts	Ribs		Blade End		Bone-in Center		Bnls Center		Sirloin End		Ass't	Tender	Bnls						
								bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	bnls	bone-in									
OH <i>(cont)</i>	Kroger Columbus	n/i			2.99									3.99							2.92	10.00				
		Johnsonville Fresh Foods																								
	Kroger MidAtlantic	n/i				2.99																1.29		2.67		
		Kroger Johnsonville Fresh Foods																					2.92		10.00	
	Lucky's Market	n/i											1.99										1.79			
		Marc's	n/i			2.49	1.99																	2.08		
	Meijer	Johnsonville																					2.92			
		Johnsonville	n/i				2.49																	2.50		
	Miller's Markets	Smithfield				2.69												2.49					2.29			
		Piggly Wiggly Store	n/i			1.99	2.79																		3.33	
	Riesbeck's	n/i			2.69	3.99																		3.33		
	Ruler Foods	n/i			1.89													2.99						2.49	8.66	
	Save-a-Lot	n/i			1.99								1.49											2.49		
		Farmington																							2.49	
	Shop'n Save	n/i			2.99	2.99				1.99								2.59							3.33	7.99
		Johnsonville Botto's																						3.00		
	Sparkle Markets	n/i			1.77	2.99																			3.33	
	SuperValu Stores	Seaboard				3.49				1.99		1.99											2.99		3.00	7.33
Johnsonville		n/i															2.49							3.33		
Target	Smithfield				2.49																			3.33		
The Fresh Market	n/i				2.99																			3.99		
Walmart	Johnsonville																							3.20		
		n/i			2.74																					
SD	Albert/Safe Denver	n/i			1.69	2.49	1.99		1.67				2.99				2.99							3.33	7.24	
		Johnsonville																							3.33	

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2019

prices in \$US per pound unless otherwise noted.

PORK

State	Supermarket	Brand	Key	Spareribs				Country Style		Pork Chops/Steaks								Loin		Fresh Sausage	Deli Ribs per lb.				
				Whole Rack	Back Rib	St. Louis	Riblets	Ribs		Blade End		Bone-in Center		Bnls Center		Sirloin End		Ass't	Tender			Bnls			
								bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	bnls	bone-in								
SD <i>(cont)</i>	Albert/SAFE Denver	Signature Farms	A																		2.99				
	<i>(continued)</i>	Open Nature										3.99													
	ALDI	n/i				1.99												1.99					1.75		
	AW Grocers	Supreme Tender				2.99						1.89											1.89		
		n/i				2.99						1.48		1.28			2.99	2.29					1.99	6.67	
		Johnsonville																					3.33		
	Buche Foods	n/i																					1.98		
		Sheboygan																						2.99	
	Coborn's	Prairie Fresh				3.59																			
		n/i																							9.99
	Family Fare	Johnsonville																						2.78	
		Open Acres				2.99											3.99			3.99					
		n/i																						6.67	
	Hy-Vee	Johnsonville																					2.91		
		Hy-Vee										2.29												7.99	
		Hormel			2.99																		1.99		
		HV Duroc		A	5.99																				
		Smithfield																						3.33	
	IGA Markets	n/i																						3.49	
		Johnsonville										1.79		1.99											1.79
	Ken's Super Fair	Farmland																						1.59	
		Hormel																						2.99	
		Sheboygan																						2.50	
Lynn's Dakotamart	Smithfield					2.99	0.79				1.29													1.29	
	Johnsonville																							2.92	
Maynard's	Smithfield						0.69								2.59								1.99	2.59	
	Johnsonville																							3.33	
Save-a-Lot	n/i			1.99																				1.99	
	Farmington																							1.49	
Sunshine Foods	Hormel									1.99														1.99	
SuperValu Stores	n/i														2.49									2.49	
	Johnsonville																							3.33	
Target	Smithfield																							2.49	

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2019

prices in \$US per pound unless otherwise noted.

PORK

State	Supermarket	Brand	Key	Spareribs				Country Style		Pork Chops/Steaks								Loin		Fresh Sausage	Deli Ribs per lb.		
				Whole Rack	Back Rib	St. Louis	Riblets	Ribs		Blade End		Bone-in Center		Bnls Center		Sirloin End		Ass't	Tender			Bnls	
								bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	bnls	bone-in						
SD (cont)	Teal's Market	Johnsonville																		2.49			
		Smithfield				2.99					2.49												
	Walmart	Johnsonville																			3.20		
		n/i				2.74																	
WI	ALDI	n/i				1.99											1.99				1.75		
	AW Grocers	Supreme Tender				2.99					1.89												
		n/i				2.99					1.48			1.28							1.99	6.67	
		Johnsonville																				3.33	
	Cermak	Supreme Tender				3.99	2.99				1.99			1.99								2.99	
	Coborn's	Prairie Fresh				3.59																	
		n/i																				9.99	
	County Market	n/i				2.88								2.19									
		Johnsonville																					2.92
	Family Fare	Johnsonville																					2.78
		Open Acres				2.99																	
		n/i																					6.67
	Festival Foods	Oktoberfest																					2.92
	Food Pride	Smithfield									1.99												
		Grampa's																					2.69
		Johnsonville																					2.91
	Fresh Thyme Mrkt	Fresh Thyme																					1.99
		n/i										2.99											
	Gordon Food	n/i				2.49	2.99																
		Johnsonville																					
Great Lakes	Smithfield									1.69													2.49
	Signature									1.99													
	n/i					1.99																	
	Klement's																						3.20
Hansen's IGA	n/i																						2.48
	Johnsonville																						3.32
Hy-Vee	Johnsonville																						2.91
	Hy-Vee										2.29												7.99
	Hormel					2.99																	1.99
	HV Duroc		A			5.99																	

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2019

prices in \$US per pound unless otherwise noted.

PORK

State	Supermarket	Brand	Key	Spareribs				Country Style		Pork Chops/Steaks								Loin		Fresh Sausage	Deli Ribs per lb.				
				Whole Rack	Back Rib	St. Louis	Riblets	Ribs		Blade End		Bone-in Center		Bnls Center		Sirloin End		Ass't	Tender			Bnls			
								bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	bnls	bone-in								
WI (cont)	Hy-Vee (continued)	Smithfield																				3.33			
	Marketplace Foods	Smithfield				2.99	1.29		2.19	2.19													3.33		
	Meijer	Johnsonville																					2.50		
	Nilssen's	Smithfield				3.49									1.99								3.49		
	Outpost Coop	Outpost																					3.49		
	Pat's Foods IGA	Smithfield				2.99			1.79			2.19						1.99					3.33		
	Pick'n Save	Johnsonville																					2.99		
	Piggly Wiggly MW	Johnsonville																					2.92		
		Smithfield										1.89												2.34	
		Johnsonville																						2.34	
		n/i				2.49																		2.49	
	Quillin's	Smithfield						1.99																2.99	
		Quillin's																						2.99	
	Save-a-Lot	n/i		1.99					1.49															2.49	
		Farmington																						2.49	
	Schnuck's	Schnuck's																						1.99	
		n/i										1.49													1.99
	Sendik's	Sendik's				3.99																		2.45	
	Sentry Foods	Johnsonville																						2.45	
		n/i		1.79	2.99		1.49					1.99						1.79						1.99	
	Shurfine Food Cntr	Sheboygan																						1.99	
		Klement's																						BOGO	
		Smithfield													2.68							1.98			
		Prairie Fresh				2.98																			
	Super One Foods	Smithfield				2.99			1.99													1.66		5.99	
		Johnsonville																						2.91	
	SuperValu Stores	n/i												2.49										2.91	
		Johnsonville																						3.33	
	Tadych's	Smithfield						1.99							1.99									3.33	
		Open Acres																						2.22	

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2019

prices in \$US per pound unless otherwise noted.

PORK

State	Supermarket	Brand	Key	Spareribs				Country Style		Pork Chops/Steaks								Loin		Fresh Sausage	Deli Ribs per lb.				
				Whole Rack	Back Rib	St. Louis	Riblets	Ribs		Blade End		Bone-in Center		Bnls Center		Sirloin End		Ass't	Tender			Bnls			
								bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	bnls	bone-in								
WI (cont)	Target	Smithfield			2.49																				
	Trig's	Trig's																			3.33	6.67			
		Smithfield				2.99								2.99											
	Walmart	Johnsonville																				3.20			
		n/i				2.74																	2.00		
	Woodman's	Sheboygan																					3.99		
		Klement's																						8.65	
		Organic Prairie		0																				8.65	
	Smithfield				2.99																		2.80		
	Johnsonville																						2.80		

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2019

prices in \$US per pound unless otherwise noted.

PORK

State	Supermarket	Brand	Key	Spareribs				Country Style		Pork Chops/Steaks								Loin		Fresh Sausage	Deli Ribs per lb.	
				Whole Rack	Back Rib	St. Louis	Riblets	Ribs		Blade End		Bone-in Center		Bnls Center		Sirloin End		Ass't	Tender			Bnls
								bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	bnls	bone-in					
SOUTH CENTRAL U.S. - AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT																						
AR	Albertsons Houston	Signature Farms			2.99			1.99										3.49				
		n/i			3.99															2.78		
		Johnsonville																		7.24		
		Signature Café																		1.75		
	ALDI	n/i			1.99													1.99		1.75		
	Bill's Cost Plus	n/i			1.97					1.99												
		Prairie Fresh						1.99												2.49		
		Johnsonville																		2.49		
	Brookshire's	Hormel			2.99	2.99												2.99		3.33		
		Johnsonville																		7.33		
		n/i																				
	Cash Saver TC	n/i			2.67															2.17		
		Sheboygan																		2.17		
	City Market	n/i			1.48															2.92		
		Johnsonville																		2.92		
	CV's Family Foods	Chairman's Reserve			2.99			1.99				2.99		3.49						value		
		Johnsonville																		3.33		
	Edward's FG	n/i			1.69	2.69		1.89		1.89										3.33		
		Johnsonville											1.99							3.33		
	Food Giant	n/i			1.88														1.49	3.33		
		Johnsonville																		3.33		
	G&W Foods	Seaboard			2.99			2.49		2.49				2.69		2.19		3.29		3.33		
		Johnsonville																		3.33		
	Harp's	Harp's			3.48	3.28		1.78												2.92		
		Johnsonville																		2.92		
	Hays Supermarket	n/i			1.98	2.98	2.98	1.29														
		Prairie Fresh						2.28		1.98					2.28					3.33		
		Johnsonville																		3.33		
	Kroger Delta	n/i			1.79	2.99								3.99					1.79	2.67		
		Kroger																		2.92		
		Johnsonville																		2.92		
		Fresh Foods																		9.99		
	Mac's Fresh Mrkt	n/i			1.99			1.99		1.99						1.29	1.29		1.49			

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2019

prices in \$US per pound unless otherwise noted.

PORK

State	Supermarket	Brand	Key	Spareribs				Country Style		Pork Chops/Steaks								Loin		Fresh Sausage	Deli Ribs per lb.		
				Whole Rack	Back Rib	St. Louis	Riblets	Ribs		Blade End		Bone-in Center		Bnls Center		Sirloin End		Ass't	Tender			Bnls	
								bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	bnls	bone-in						
AR (cont)	PW Houchen's	n/i		1.58				1.98		1.98								2.98		3.32			
	Johnsonville																						
	Rehkopf's	n/i		1.58																			
	Save-a-Lot	n/i		1.99				1.49												2.49			
	Farmington																						
	Shoppers Value	Chairman's Reserve									2.68							2.98	1.68				
	Super 1 Foods	Hormel		1.57										1.98					1.98		6.65		
	n/i																						
	Target	Smithfield			2.49																		
	TC Grocers	n/i			2.99	2.79				1.99										1.89		3.33	
Johnsonville																					3.99		
The Fresh Market	n/i			2.99																		3.20	
Walmart	Johnsonville																						
n/i				2.74																			
AZ	Albertsons SW	Signature Select			1.97	1.97																	
	Signature Farms							1.99		1.99		2.99										3.33	
	Johnsonville																						
	AW Grocers	n/i			2.99					1.48	1.28			2.99						1.99		6.67	
	Johnsonville																					3.33	
	Clark's Market	n/i				3.99		1.99															
	EI Super	Swift		1.99						0.87		2.49				0.87					2.29		
	Food City	n/i								0.97												2.92	
	Fry's	Johnsonville																					
	Fresh Foods																					9.99	
	IGA Arizona	Smithfield			2.47	2.39							2.79			2.49		1.99	3.99				6.00
	Los Altos	n/i		1.99												0.99							
	Lowes Markets	n/i							1.59		1.99												3.74
Johnsonville																							
Safeway SW	Signature Select			2.47	2.47																		
Signature Farms							1.99		1.99		2.99											3.33	
Johnsonville																							
Smart & Final	Farmer John		1.69	3.99																			

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2019

prices in \$US per pound unless otherwise noted.

PORK

State	Supermarket	Brand	Key	Spareribs				Country Style		Pork Chops/Steaks								Loin		Fresh Sausage	Deli Ribs per lb.			
				Whole Rack	Back Rib	St. Louis	Riblets	Ribs		Blade End		Bone-in Center		Bnls Center		Sirloin End		Ass't	Tender			Bnls		
								bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	bnls	bone-in							
AZ (cont)	Smith's	Johnsonville																		2.92	10.00			
		Fresh Foods																						
		n/i										2.99								1.99				
	Sprout's Market	n/i			2.99	2.99					2.49										2.99			
	Target	Smithfield			2.49																			
	Walmart	Johnsonville																			3.20			
		n/i			2.74																			
CO	Affiliated Foods	n/i							1.99		1.59					2.99					1.99			
		Johnsonville																				3.33		
	Albert/Safe Denver	n/i		1.69	2.49	1.99							2.99										7.24	
		Johnsonville																					3.33	
		Signature Farms																					2.99	
		Open Nature										3.99												
	Albert/Safe Mntn	Johnsonville																					2.49	
		Signature Farms						2.99	2.99															1.99
		Signature Café																						7.24
	Associated Foods	n/i				3.49																		
		Smithfield																						1.99
		n/i				2.99																		2.49
	AW Grocers	Supreme Tender				2.99																		1.99
		n/i				2.99																		2.29
		Johnsonville																						2.99
	Clark's Market	n/i																						1.99
	Food King	n/i				3.99		1.99																0.87
	King Soopers	n/i			1.77	2.99																		
		Johnsonville																						2.92
		Fresh Foods																						10.00
Lowes Markets	n/i																						1.59	
	Johnsonville																						1.99	
Lucky's Market	n/i																						1.99	
Ridley's	n/i				3.49																		2.49	
Sprout's Market	n/i				2.99	2.99																	2.49	
Target	Smithfield				2.49																		2.49	

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2019

prices in \$US per pound unless otherwise noted.

PORK

State	Supermarket	Brand	Key	Spareribs				Country Style		Pork Chops/Steaks								Loin		Fresh Sausage	Deli Ribs per lb.	
				Whole Rack	Back Rib	St. Louis	Riblets	Ribs		Blade End		Bone-in Center		Bnls Center		Sirloin End		Ass't	Tender			Bnls
								bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	bnls	bone-in					
AZ (cont)	Walmart	Johnsonville n/i			2.74															3.20		
KS	Affiliated Foods	n/i						1.99		1.59				2.99					1.99			
	ALDI	Johnsonville n/i				1.99											1.99			3.33		
	Apple Markets	Smithfield Johnsonville			3.49			1.99		2.29										2.99		
	AW Grocers	n/i			2.99			1.48		1.28			2.99	2.29				1.99		3.33	6.67	
	Brothers Market	Johnsonville Smithfield			2.99		2.49								1.99					3.33		
	Country Mart	Johnsonville Smithfield			2.99			2.49		2.49										2.48		
	CV's Family Foods	Chairman's Reserve Johnsonville			2.99			1.99				2.99		3.49						3.33	7.33 value	
	Dillon's	Johnsonville Fresh Foods n/i														2.99				2.92	10.00	
	Food Pride	Smithfield			3.88	2.99	0.69	2.29	1.59	2.19										3.33		
	G&W Foods	Seaboard Johnsonville			2.99			2.49		2.49			2.69		2.19			3.29		3.33		
	Harp's	Harp's Johnsonville			3.48	3.28		1.78												2.92		
	Hen House	Prairie Fresh Smithfield								2.79							3.99			3.33		
	Hy-Vee	n/i Johnsonville Hy-Vee Hormel HV Duroc Smithfield							2.29											2.91	8.66	
			A		2.99													1.99		3.33	7.99	
					5.99																	

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2019

prices in \$US per pound unless otherwise noted.

PORK

State	Supermarket	Brand	Key	Spareribs				Country Style		Pork Chops/Steaks								Loin		Fresh Sausage	Deli Ribs per lb.						
				Whole Rack	Back Rib	St. Louis	Riblets	Ribs		Blade End		Bone-in Center		Bnls Center		Sirloin End		Ass't	Tender			Bnls					
								bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	bnls	bone-in										
KS <i>(cont)</i>	Lowes Markets	n/i						1.59		1.99																	
		Johnsonville																						3.74			
	Price Chopper	n/i		2.19	3.49				2.49		2.99														2.99		
	Pyramid Foods	Prairie Fresh			2.99																			1.99		2.92	
		Johnsonville																								6.67	
	Save-a-Lot	n/i		1.99							1.49															2.49	
		Farmington																								2.99	
	Sprout's Market	n/i			2.99	2.99			2.49		2.49															2.48	
	Sun Fresh	Johnsonville																								2.99	
		Smithfield																									7.33
	Target	Smithfield				2.49																				3.33	
	Thriftway Stores	Johnsonville																								3.20	
	Walmart	n/i		1.99					2.19							1.99										2.48	
	Johnsonville																								7.33		
	Woods Supermarket	Prairie Fresh																							2.48		
		n/i																							7.33		
		Johnsonville																							2.48		
LA	AG Baton Rouge	n/i			2.49				1.79		1.79																
		Johnsonville																							2.49		
	Albertsons Houston	Signature Farms			2.99						1.99														3.49		
		n/i			3.99																					2.78	
		Johnsonville																								7.24	
	Breaux Mart	Signature Café																								6.67	
		n/i				2.49																				3.33	
Brookshire's	Johnsonville																							2.99			
	Hormel				2.99	2.99																			3.33		
	Johnsonville																								7.33		
Brookshire Bros.	n/i																								2.48		
	Swift		1.77	1.48																					3.74		
	Johnsonville																								7.99		

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2019
PORK

prices in \$US per pound unless otherwise noted.

State	Supermarket	Brand	Key	Spareribs				Country Style		Pork Chops/Steaks								Loin		Fresh Sausage	Deli Ribs per lb.				
				Whole Rack	Back Rib	St. Louis	Riblets	Ribs		Blade End		Bone-in Center		Bnls Center		Sirloin End		Ass't	Tender			Bnls			
								bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	bnls	bone-in								
LA <i>(cont)</i>	County Market	n/i			2.88					2.19															
	Johnsonville																						2.92		
	Dollar General Mrkt	n/i		1.95																			2.92		
	Johnsonville																						2.92		
	Kroger Dallas	n/i						1.99		1.99													2.92		
	Johnsonville																						2.92		
	Fresh Foods																						10.00		
	Mac's Fresh Mrkt	n/i		1.99					1.99		1.99								1.29	1.29		1.49			
	Market Basket	n/i		0.97																					
	Swift																								
	Ramey's	n/i		1.98	2.48																				
	Rouses's Market	Rouses		0.99							1.49									0.99		2.99			
	Shoppers Value	n/i		0.98	1.98						1.68		1.68		1.98						1.18		1.48		
	Spring Market	Hormel			2.98																				
	Super 1 Foods	Hormel		1.57											1.98								1.98		
Johnsonville	n/i																						6.65		
Target	Smithfield			2.49																					
The Fresh Market	n/i			2.99																			3.99		
Walmart	Johnsonville																						3.20		
Johnsonville	n/i			2.74																					
Winn-Dixie	n/i			2.99				2.49		2.49	2.49													7.24	
Johnsonville																							3.00		
SE Grocers																							3.00		
MO	ALDI	n/i				1.99																	1.75		
	Apple Markets	Smithfield			3.49					1.99		2.29												2.99	
	Johnsonville																						3.33		
	AW Grocers	n/i													2.29									3.33	
	Johnsonville																						3.33		
	Brothers Market	Johnsonville																					3.33		
	Smithfield			2.99				2.49								1.99									
	C&R Supermarket	Smithfield		2.99		3.29			1.79		1.89													3.33	
Johnsonville																							3.33		
Cash Saver TC	n/i			2.67																			2.17		
Sheboygan																							2.17		

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2019

prices in \$US per pound unless otherwise noted.

PORK

State	Supermarket	Brand	Key	Spareribs				Country Style		Pork Chops/Steaks								Loin		Fresh Sausage	Deli Ribs per lb.					
				Whole Rack	Back Rib	St. Louis	Riblets	Ribs		Blade End		Bone-in Center		Bnls Center		Sirloin End		Ass't	Tender			Bnls				
								bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	bnls	bone-in									
MO (cont)	Country Mart	Johnsonville																		2.48						
		Smithfield			2.99				2.49		2.49										2.99					
		n/i																				7.33				
	Dierberg's	Bob's																				11.33				
		Dierberg's			2.99						2.19															
		Johnsonville																					3.33			
	Food Giant	n/i		1.88									1.99										1.49			
		Johnsonville																						3.33		
	Fresh Thyme Mrkt	Fresh Thyme																						1.99	7.33	
		n/i			2.99				2.99																	
	G&W Foods	Seaboard			2.99					2.49	2.49				2.69		2.19				3.29					
		Johnsonville																							3.33	
	Gerbe's	Johnsonville																							2.92	
		Fresh Foods																								10.00
		n/i																	2.99							
	Gordon Food	n/i		2.49	2.99																					3.27
	Harp's	Harp's			3.48	3.28				1.78																2.92
		Johnsonville																								2.49
	Harter House	n/i			2.99																					2.48
	Hays Supermarket	Johnsonville																								
	n/i		1.98	2.98	2.98	1.29																				
	Prairie Fresh								2.28	1.98																3.33
Hen House	Johnsonville																									
	Prairie Fresh										2.79									3.99						3.33
	Smithfield																									3.33
	n/i																									8.66
Hy-Vee	Johnsonville																									2.91
	Hy-Vee								2.29																	7.99
	Hormel			2.99																						1.99
	HV Duroc			5.99																						
	Smithfield																									3.33

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2019

prices in \$US per pound unless otherwise noted.

PORK

State	Supermarket	Brand	Key	Spareribs				Country Style		Pork Chops/Steaks								Loin		Fresh Sausage	Deli Ribs per lb.			
				Whole Rack	Back Rib	St. Louis	Riblets	Ribs		Blade End		Bone-in Center		Bnls Center		Sirloin End		Ass't	Tender			Bnls		
								bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	bnls	bone-in							
MO (cont)	IGA Stores IL/IN	n/i	A																	6.67				
		Hormel		1.99	2.99					1.99												3.33		
	Kroger Central	n/i			2.99								2.99											
		Simple Truth			5.99																		2.92	
	Kroger Delta	Fresh Foods																						10.00
		n/i		1.79	2.99										3.99							1.79		
		Kroger																					2.67	
	Lucky's Market	Johnsonville																					2.92	
		Fresh Foods																						9.99
	Moser's	n/i												1.99								1.79		
		Johnsonville																						2.48
	Prenger's	n/i								1.89		1.79												2.99
		Johnsonville																						2.48
	Price Chopper	Smithfield				2.99							2.49	2.49										2.99
		n/i																				1.19		
	Pyramid Foods	n/i		2.19	3.49				2.49		2.99													2.99
		Prairie Fresh			2.99							2.49	2.49										1.99	
	Ruler Foods	Johnsonville																						2.92
		n/i																						6.67
	Save-a-Lot	n/i		1.89																				
		n/i		1.99								1.49												
	Schnuck's	Farmington																						2.49
		Schnuck's																						1.99
Sprout's Market	n/i																							
	n/i		2.99	2.99				2.49		2.49												2.99		
Sun Fresh	Johnsonville																					2.48		
	Smithfield			2.99				2.49		2.49												2.99		
Target	n/i																							
	Smithfield			2.49																		7.33		
TC Grocers	n/i			2.99	2.79					1.99											1.89			
	Johnsonville																					3.33		

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2019

prices in \$US per pound unless otherwise noted.

PORK

State	Supermarket	Brand	Key	Spareribs				Country Style		Pork Chops/Steaks								Loin		Fresh Sausage	Deli Ribs per lb.		
				Whole Rack	Back Rib	St. Louis	Ribblets	Ribs		Blade End		Bone-in Center		Bnls Center		Sirloin End		Ass't	Tender			Bnls	
								bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	bnls	bone-in						
MO (cont)	Thriftway Stores	Johnsonville n/i		1.99				2.19								1.99					3.33		
	TC Markets	Johnsonville n/i							1.89	1.79											2.49	7.33	
	Walmart	Johnsonville n/i																			3.20		
	Woods Supermarket	Prairie Fresh n/i Johnsonville						2.49	2.49													7.33	
NM	Affiliated Foods	Johnsonville n/i						1.99		1.59					2.99					1.99	3.33		
	Albert/SAFE Denver	Johnsonville n/i		1.69	2.49	1.99		1.67				2.99			2.99						3.33	7.24	
	Albertsons SW	Johnsonville Signature Farms Open Nature	A								3.99											2.99	
		Signature Select Signature Farms Johnsonville			1.97	1.97			1.99	1.99		2.99										3.33	
		El Super	Swift		1.99				0.87		2.49					0.87					2.29		
	Food King	n/i						0.87															
	John Brooks	n/i			3.69			1.79	1.79					2.99						1.99	3.99		
	King Soopers	Johnsonville n/i		1.77	2.99																	2.92	
		Johnsonville Fresh Foods																					10.00
	Lowes Markets	Johnsonville n/i						1.59	1.99													3.74	
	Smith's	Johnsonville Fresh Foods																				2.92	
		Johnsonville n/i										2.99					1.99						10.00
	Sprout's Market	n/i			2.99	2.99		2.49	2.49													2.99	
	Target	Smithfield			2.49																		
	Walmart	Johnsonville n/i																					3.20

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2019

prices in \$US per pound unless otherwise noted.

PORK

State	Supermarket	Brand	Key	Spareribs				Country Style		Pork Chops/Steaks								Loin		Fresh Sausage	Deli Ribs per lb.							
				Whole Rack	Back Rib	St. Louis	Riblets	Ribs		Blade End		Bone-in Center		Bnls Center		Sirloin End		Ass't	Tender			Bnls						
								bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	bnls	bone-in											
OK	Affiliated Foods	n/i						1.99		1.59					2.99					1.99								
		Johnsonville																										3.33
	ALDI	n/i				1.99											1.99											1.75
	AW Grocers	n/i													2.29													3.33
	Buy for Le\$\$	n/i		2.49																								2.48
	Country Mart	Johnsonville																										2.48
		Smithfield			2.99			2.49		2.49																		2.99
		n/i																										7.33
	CV's Family Foods	Chairman's Reserve				2.99		1.99				2.99			3.49													value
		Johnsonville																										3.33
	Dollar General Mkt	n/i		1.95																								2.92
		Johnsonville																										2.92
	HAC, Inc.	Smithfield			2.99									2.99														2.49
		Sheboygan																										3.29
		Johnsonville																										3.33
	Harp's	Harp's			3.48	3.28		1.78																				2.92
		Johnsonville																										2.92
	Market Square	n/i						1.79																				2.19
	Morelos	n/i								1.49																		
	Pyramid Foods	Prairie Fresh				2.99		2.49		2.49																		1.99
		Johnsonville																										2.92
		n/i																										6.67
	Rehkopf's	n/i		1.58																								
	Save-a-Lot	n/i		1.99				1.49																				
		Farmington																										2.49
	Shoppers Value	Chairman's Reserve										2.68																2.98
		Johnsonville																										1.68
	Sprout's Market	n/i			2.99	2.99		2.49		2.49																		2.99
	Super C Mart	Hormel						1.79		1.99																		
	Target	Smithfield				2.49																						
	The Fresh Market	n/i				2.99																						3.99
	Walmart	Johnsonville																										3.20
		n/i				2.74																						

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2019

prices in \$US per pound unless otherwise noted.

PORK

State	Supermarket	Brand	Key	Spareribs				Country Style		Pork Chops/Steaks								Loin		Fresh Sausage	Deli Ribs per lb.		
				Whole Rack	Back Rib	St. Louis	Riblets	Ribs		Blade End		Bone-in Center		Bnls Center		Sirloin End		Ass't	Tender			Bnls	
								bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	bnls	bone-in						
OK (cont)	Warehouse Market	n/i		1.99																			
	Johnsonville																					2.92	
	Williams Foods	Johnsonville																				2.92	
		n/i												1.99									
TX	Affiliated Foods	n/i						1.99		1.59					2.99					1.99		3.33	
	Johnsonville																					2.49	
	AG Baton Rouge	n/i			2.49			1.79		1.79													
	Johnsonville																					2.78	
	Albertsons Houston	Signature Farms			2.99			1.99											3.49				
	n/i				3.99																	2.78	
	Johnsonville	Signature Café																				7.24	
	ALDI	n/i				1.99											1.99					1.75	
	Arlan's Market	n/i				2.99										0.99							
	Brookshire's	Hormel			2.99	2.99													2.99			3.33	
	Johnsonville																					3.33	
	n/i																						7.33
	Brookshire Bros.	Swift		1.77	1.48																2.48		
	Johnsonville																					3.74	7.99
	Cash Saver TX	n/i		1.59				1.69		1.88													
	Johnsonville																						3.23
	Culebra	n/i													1.49								
	David's	Swift		1.77	1.48																	2.48	
	Johnsonville								1.68													3.74	7.99
	El Rancho	n/i					2.68																
El Rio Grande	n/i		1.59									1.99				0.99					2.49		
El Super	Swift		1.99				0.87			2.49						0.87					2.29		
Fiesta Mart	n/i		1.87				1.57					1.97				1.17	1.77						
Food King	n/i						0.87																
Food Town	Johnsonville																					2.91	
n/i						0.99								1.99							1.77		
Foodarama	n/i		1.99					1.00				1.99											
G.E. Foodland	n/i																	1.38					

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2019

prices in \$US per pound unless otherwise noted.

PORK

State	Supermarket	Brand	Key	Spareribs				Country Style		Pork Chops/Steaks								Loin		Fresh Sausage	Deli Ribs per lb.				
				Whole Rack	Back Rib	St. Louis	Riblets	Ribs		Blade End		Bone-in Center		Bnls Center		Sirloin End		Ass't	Tender			Bnls			
								bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	bnls	bone-in								
TX (cont)	HAC, Inc.	Smithfield			2.99														2.49						
		Sheboygan																			3.29				
		Johnsonville																				3.33			
	H-E-B	n/i						1.99																	
	Junior's	n/i								1.49			1.79												
	Kroger Dallas	n/i							1.99		1.99														
		Johnsonville																					2.92		
		Fresh Foods																						10.00	
	La Fiesta	n/i		1.99																					
	Lawrence Bros.	n/i		2.19							1.89	2.09													
		Johnsonville																						3.91	
	Lowes Markets	n/i									1.59	1.99													
		Johnsonville																							3.74
	Malone's	n/i									1.19														
	Market Basket	n/i		0.97																					
		Swift										2.49											2.99		
	Market Square	n/i										1.79												2.19	
	Porter's Grocery	n/i				3.69						1.79	1.28											1.99	
		Johnsonville																							3.33
	Randall's	Signature Farms				2.99						1.99													
Signature Café																								7.27	
	n/i				3.99																				
	Johnsonville																							2.78	
Rehkopf's	n/i		1.58																						
Save-a-Lot	n/i		1.99								1.49														
	Farmington																							2.49	
Spring Market	Hormel				2.98																				
Sprout's Market	n/i				2.99	2.99				2.49	2.49													2.99	
Super 1 Foods	Hormel		1.57																					1.98	
	n/i																							6.65	
Target	Smithfield				2.49																				
Tom Thumb	Signature Farms										1.99													3.49	
	Signature Café																							2.49	
	n/i				3.99																			7.27	

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2019

prices in \$US per pound unless otherwise noted.

PORK

State	Supermarket	Brand	Key	Spareribs				Country Style		Pork Chops/Steaks								Loin		Fresh Sausage	Deli Ribs per lb.		
				Whole Rack	Back Rib	St. Louis	Riblets	Ribs		Blade End		Bone-in Center		Bnls Center		Sirloin End		Ass't	Tender			Bnls	
								bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	bnls	bone-in						
TX <i>(cont)</i>	Tom Thumb <i>(continued)</i>	Johnsonville Signature Select																			2.78		
	United	n/i		1.67				1.47						2.99		1.99							
	Vista Markets	n/i								1.49													
	Walmart	Johnsonville n/i																				3.20	
UT	Albert/Safe Mntn	Johnsonville Signature Farms Signature Café						2.99	2.99									1.99				2.49	
	Albertsons SW	Signature Select Signature Farms Johnsonville			1.97	1.97																	7.24
	Associated Foods	n/i Swaggerty's Smithfield			3.49									4.49						2.49			3.33
		n/i																		2.49			3.33
	Clark's Market	n/i			2.99																		
	Fresh Market	n/i			3.99			1.99															
		n/i			3.49																		
	Harmon's	Swaggerty's n/i																					3.33
	King Soopers	n/i		1.77	2.99											1.99							
		Johnsonville Fresh Foods																					2.92
	Rancho Markets	n/i			2.99														1.29				10.00
	Ream's	n/i					3.49													2.89			
		Johnsonville																					3.24
	Ridley's	n/i			3.49																		
	Smith's	Johnsonville Fresh Foods n/i																					2.92
		n/i											2.99							1.99			10.00
	Sprout's Market	n/i			2.99	2.99			2.49		2.49												2.99
Stoke's Market	n/i			3.49																1.69		2.49	
	Swaggerty's																						3.33
Target	Smithfield				2.49																		

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2019

prices in \$US per pound unless otherwise noted.

PORK

State	Supermarket	Brand	Key	Spareribs				Country Style		Pork Chops/Steaks								Loin		Fresh Sausage	Deli Ribs per lb.	
				Whole Rack	Back Rib	St. Louis	Riblets	Ribs		Blade End		Bone-in Center		Bnls Center		Sirloin End		Ass't	Tender			Bnls
								bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	bnls	bone-in					
UT (cont)	Walmart	Johnsonville n/i			2.74															3.20		

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

**Memorial Day 2019
PORK**

prices in \$US per pound unless otherwise noted.

State	Supermarket	Brand	Key	Spareribs				Country Style		Pork Chops/Steaks								Loin		Fresh Sausage	Deli Ribs per lb.	
				Whole Rack	Back Rib	St. Louis	Riblets	Ribs		Blade End		Bone-in Center		Bnls Center		Sirloin End		Ass't	Tender			Bnls
								bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	bnls	bone-in					
SOUTHWESTERN U.S. - CA, HI, NV																						
CA	99 Ranch Market	n/i			3.39																	
	Albertsons SoCal	Signature Farms Johnsonville				2.77		2.49					3.49		3.49					2.08		
		Open Nature Duroc	A		5.99															BOGO		
		TJ's																		BOGO		
	ALDI	Cantella's				1.99										1.99				1.75		
	Andronico's	Chairman's Reserve			3.99															9.99		
	Arteaga's	n/i		2.49		2.79						1.59										
	Baja Ranch	n/i						1.49												0.99		
	Big Saver	n/i																		1.29		
	Cardenas	n/i		1.99				1.49														
	Chavez	n/i			3.69																	
	Dollar General Mkt	n/i		1.95																		
		Johnsonville																		2.92		
	El Super	Swift		1.99				0.87			2.49					0.87			2.29			
	Food 4 Less	n/i		1.77		2.29																
	Food 4 Less CV	n/i		1.88																		
	Food Maxx	New York Style																		2.50		
	Food Source	n/i				1.98																
	Foodland IGA	n/i														1.28						
	Gelson's	Gelson's																		4.99		
		n/i	A		5.99																	
	Grocery Outlet	Swift				2.99																
	Holiday Market	n/i			3.99	2.99																
	Jensen's	n/i	A		4.99																	
	Jons Marketplace	n/i		2.49	3.99	3.99								2.49					1.29			
	K.V. Mart	n/i		1.99																		
	La Perla	n/i										1.99										
	La Superior	n/i																		2.49		
	Lola's Market	n/i		2.89																		

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2019

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

PORK

State	Supermarket	Brand	Key	Spareribs				Country Style		Pork Chops/Steaks								Loin		Fresh Sausage	Deli Ribs per lb.				
				Whole Rack	Back Rib	St. Louis	Riblets	Ribs		Blade End		Bone-in Center		Bnls Center		Sirloin End		Ass't	Tender			Bnls			
								bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	bnls	bone-in								
CA <i>(cont)</i>	Lucky	n/i	A	1.49	3.99				2.49						3.79	2.49									
		New York Style Johnsonville																				3.50			
	Lunardi's	n/i		2.99	3.99			2.99																	
	Mar-Val Foods	n/i			2.49																				
	Murphy's Market	n/i			3.99																				
	Northgate	n/i		2.99																					
	Nugget Markets	Prairie Fresh			3.99																				
	Pavilion's	Open Nature Duroc					4.99				4.99														
	Raley's	n/i			3.49	1.77																			
		Johnsonville																						3.33	
	Ralph's	n/i			3.99																				
		Johnsonville Fresh Foods																						3.33	
		Rancho San Miguel		n/i									1.99												10.00
		Ray's Food Place		Smithfield			2.99			1.99							1.99								2.92
				Johnsonville																					
		Rio Ranch		n/i	2.29																				1.49
		R-N Market		n/i		2.89																			0.99
		R-Ranch		n/i	2.49			2.99																	1.49
		Safeway NorCal		Signature Farms		2.50	1.99							2.99		2.50									
				New York Style Johnsonville																					1.99
				n/i																					BOGO
				Signature Select		2.99																			
		Signature Café																					7.24		
	Save-a-Lot	n/i	1.99					1.49																	
		Farmington																					2.49		
	Save Mart	Johnsonville																					3.33		
		n/i		2.99				2.49			2.99		2.99	2.49									2.59		
	Seafood City	n/i	2.49																						
	Select Markets	n/i		2.98																					
		Prairie Fresh					1.98								2.48										
		Zenner's																					4.98		

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2019

prices in \$US per pound unless otherwise noted.

PORK

State	Supermarket	Brand	Key	Spareribs				Country Style		Pork Chops/Steaks								Loin		Fresh Sausage	Deli Ribs per lb.				
				Whole Rack	Back Rib	St. Louis	Riblets	Ribs		Blade End		Bone-in Center		Bnls Center		Sirloin End		Ass't	Tender			Bnls			
								bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	bnls	bone-in								
CA (cont)	SK Super King	n/i		1.99	3.49				1.29						1.99										
	Smart & Final	Farmer John		1.69	3.99																				
	Sprout's Market	n/i			2.99	2.99			2.49		2.49												2.99		
	Stater Bros.	n/i		1.99	2.99	2.99			1.99						1.99										
	Super A Foods	n/i		2.29	2.99								2.99												
		Johnsonville																						3.33	
	Superior Grocers	n/i							1.49		1.99		2.29					1.99							
	Target	Smithfield			2.49																				
	Vallarta	n/i														1.49									
	Vons	Signature Farms					2.77		2.49				3.49		3.49										
	Johnsonville																						2.08		
	Open Nature		A		5.99																		BOGO		
	TJ's																						BOGO		
	Cantella's																						BOGO		
	Walmart	Johnsonville																					3.20		
HI	ChoiceMART	n/i						3.79																	
	Don Quijote	n/i		2.49								2.99	2.89												
	Foodland	n/i					1.49																		
		Hawaiian Sausage																						4.49	
		Hormel														3.99									
	Marukai	n/i				4.19																			
	Safeway Hawaii	Signature Farms			2.50	2.99						3.99	3.99											BOGO	
		Johnsonville																							
		Signature Select				3.99																			
	Seafood City	n/i		4.59																					
Tamura's	Farmland																								
Target	Smithfield				2.99																				
Times Supermarke	n/i				3.29	2.29		2.29			3.59	3.59													
	Hawaiian Sausage																							3.99	
NV	Albertsons SW	Signature Select			1.97	1.97																			
		Signature Farms						1.99		1.99		2.99													
		Johnsonville																						3.33	

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

**Memorial Day 2019
PORK**

prices in \$US per pound unless otherwise noted.

State	Supermarket	Brand	Key	Spareribs				Country Style		Pork Chops/Steaks								Loin		Fresh Sausage	Deli Ribs per lb.		
				Whole Rack	Back Rib	St. Louis	Riblets	Ribs		Blade End		Bone-in Center		Bnls Center		Sirloin End		Ass't	Tender			Bnls	
								bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	bnls	bone-in						
NV (cont)	Associated Foods	Smithfield												1.99				2.49					
		n/i			2.99									2.49									
	Cardenas	n/i		1.99					1.49														
	Dollar General Mkt	n/i		1.95																			
		Johnsonville																				2.92	
	El Super	Swift		1.99					0.87			2.49					0.87				2.29		
	Food Source	n/i				1.98																	
	Grocery Outlet	Swift				2.99																	
	La Bonita	n/i		1.99								1.49											
	Marketon	Swift				2.99			1.59							1.59	1.19						
	Raley's	n/i			3.49	1.77																	
		Johnsonville																					3.33
	Ridley's	n/i			3.49														2.49				
	Safeway NorCal	Signature Farms			2.50	1.99						2.99			2.50								
		New York Style																					1.99
		Johnsonville																					BOGO
		n/i																	3.99				
		Signature Select			2.99																		
		Signature Café																					7.24
	Save Mart	Johnsonville																					3.33
		n/i			2.99				2.49			2.99			2.99	2.49							2.59
	Seafood City	n/i		2.49																			
	Smart & Final	Farmer John		1.69	3.99																		
	Smith's	Johnsonville																					2.92
		Fresh Foods																					10.00
	Pyramid Foods	Midwest Reserve				7.99						2.99		1.99									
	n/i								7.99														
	n/i											2.99						1.99					
Sprout's Market	n/i			2.99	2.99			2.49		2.49												2.99	
Target	Smithfield			2.49																			
Vons	Signature Farms				2.77			2.49			3.49		3.49										
	Johnsonville																					2.08	
	Open Nature		A	5.99																		Duroc	

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2019

prices in \$US per pound unless otherwise noted.

PORK

State	Supermarket	Brand	Key	Spareribs				Country Style		Pork Chops/Steaks								Loin		Fresh Sausage	Deli Ribs per lb.	
				Whole Rack	Back Rib	St. Louis	Riblets	Ribs		Blade End		Bone-in Center		Bnls Center		Sirloin End		Ass't	Tender			Bnls
								bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	bnls	bone-in					
NV (cont)	Vons (continued) Walmart	TJ's Cantella's Johnsonville n/i			2.74																BOGO BOGO 3.20	

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2019

prices in \$US per pound unless otherwise noted.

PORK

State	Supermarket	Brand	Key	Spareribs				Country Style		Pork Chops/Steaks								Loin		Fresh Sausage	Deli Ribs per lb.			
				Whole Rack	Back Rib	St. Louis	Riblets	Ribs		Blade End		Bone-in Center		Bnls Center		Sirloin End		Ass't	Tender			Bnls		
								bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	bnls	bone-in							
ID (cont)	Harvest Foods	Longhorn	A																		5.49			
		Prairie Fresh			2.98				1.98							1.98								
	IGA Markets	n/i			3.49				1.79		1.99													
		Johnsonville																					4.58	
	Ridley's	n/i			3.49															2.49				
	Rosauer's	Prairie Fresh			2.99																			
		Niman Ranch																					5.32	
	Smith's	Johnsonville																					2.92	
		Fresh Foods																						10.00
		n/i																						
	Stoke's Market	n/i				3.49												1.99			2.49			
		Swaggerty's																						3.33
	Super 1 Foods	Prairie Fresh			2.48																			
	Target	Smithfield				2.49																		
Walmart	Johnsonville																					3.20		
	n/i																							
Yoke's Fresh Mrkt	Prairie Fresh																							
	Johnsonville																					2.50		
	Longhorn																					5.99		
MT	Albert/Safe Mntn	Johnsonville																				2.49		
		Signature Farms					2.99	2.99										1.99						
		Signature Café																				7.24		
	Associated Foods	n/i		3.49									4.49							2.49		3.33		
		Swaggerty's																						
		Smithfield												1.99					2.49					
		n/i			2.99									2.49										
	Family Foods	Prairie Fresh						1.99		2.29														
		Longhorn			3.99																			
	Harvest Foods	Longhorn																				5.49		
		Prairie Fresh			2.98				1.98						1.98									
	IGA Markets	n/i			3.49				1.79		1.99													
	Johnsonville																					4.58		
Lucky's Market	n/i										1.99										1.79			
Reynold's Market	n/i			2.99										1.99					2.99					

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

**Memorial Day 2019
PORK**

prices in \$US per pound unless otherwise noted.

State	Supermarket	Brand	Key	Spareribs				Country Style		Pork Chops/Steaks								Loin		Fresh Sausage	Deli Ribs per lb.				
				Whole Rack	Back Rib	St. Louis	Riblets	Ribs		Blade End		Bone-in Center		Bnls Center		Sirloin End		Ass't	Tender			Bnls			
								bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	bnls	bone-in								
OR <i>(cont)</i>	IGA Market Fresh	Prairie Fresh	A	2.68				1.98									2.48								
		n/i																							
	Market of Choice	Carlton Farms											3.49										5.99		
		n/i																							
	McKay's	n/i								1.99															
	Meyers Group IGA	n/i								1.99			2.49												
		Johnsonville																						4.59	
	QFC	n/i					BOGO																		
	Ray's Food Place	Smithfield						2.99			1.99								1.99						2.92
		Johnsonville																							
	Red Apple	Prairie Fresh																							
	Rosauer's	Prairie Fresh																							
		Niman Ranch																							5.32
	Roth's	Carlton Farms								3.99															
		Smithfield																							
	Johnsonville																					4.16			
Select Markets	n/i																								
	Prairie Fresh						1.98									2.48									
	Zenner's																					4.98			
Target	Smithfield																								
Thriftway of OR	n/i																					8.67			
	Prairie Fresh										2.49		2.49												
Walmart	Johnsonville																					3.20			
	n/i																								
WA	Albert/Safe NW	Signature Select			1.99	1.99																			
		Johnsonville																					2.49		
		n/i									2.49														
	CenterPlace	Prairie Fresh			2.68																				
	Family Foods	Prairie Fresh									1.99		2.29												
		Longhorn																							
Fred Meyer	n/i															3.49				2.99					
	Johnsonville																					2.92			
	Fresh Foods																						10.00		
Grocery Outlet	Swift					2.99																			

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2019

prices in \$US per pound unless otherwise noted.

PORK

State	Supermarket	Brand	Key	Spareribs				Country Style		Pork Chops/Steaks								Loin		Fresh Sausage	Deli Ribs per lb.				
				Whole Rack	Back Rib	St. Louis	Riblets	Ribs		Blade End		Bone-in Center		Bnls Center		Sirloin End		Ass't	Tender			Bnls			
								bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	bnls	bone-in								
WA (cont)	Haggen	Johnsonville	A																		3.75				
		n/i																							
	Harvest Foods	Longhorn				3.99																		5.49	
		Prairie Fresh				2.98			1.98							1.98									
	H-Mart NW	n/i											1.98												
	IGA Markets	n/i				3.49			1.79		1.99														
		Johnsonville																						4.58	
	IGA Market Fresh	Prairie Fresh							1.98							2.48									
		n/i				2.98																			
	Metropolitan Marke	n/i						4.99							5.99										
		Johnsonville																							4.99
	Meyers Group IGA	n/i				3.49				1.99	2.49														
		Johnsonville																							4.59
	Rosauer's	Prairie Fresh				2.99																			5.32
		Niman Ranch																							
	Seafood City	n/i				2.99																			
	Select Markets	n/i					2.98																		
		Prairie Fresh							1.98							2.48									
		Zenner's																							4.98
	Sprout's Market	n/i				2.99	2.99			2.49	2.49														2.99
Super 1 Foods	Prairie Fresh			2.48																					
Target	Smithfield			2.49																					
The Markets	n/i			2.48	2.98		2.78	1.75										1.95							
	Johnsonville																						3.32		
Thriftway	n/i				3.49																				
	Prairie Fresh								2.49		2.49														
Thriftway of OR	n/i				2.99																		8.67		
	Prairie Fresh								2.49		2.49														
Town & Country	Heritage				8.99																				
	Town & Country																						5.99		
Walmart	Johnsonville																						3.20		
	n/i				2.74																				

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2019

prices in \$US per pound unless otherwise noted.

PORK

State	Supermarket	Brand	Key	Spareribs				Country Style		Pork Chops/Steaks								Loin		Fresh Sausage	Deli Ribs per lb.	
				Whole Rack	Back Rib	St. Louis	Riblets	Ribs		Blade End		Bone-in Center		Bnls Center		Sirloin End		Ass't	Tender			Bnls
								bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	bnls	bone-in					
WA (cont)	Yoke's Fresh Mrkt	Prairie Fresh Johnsonville Longhorn			3.99				2.69										2.99		2.50	5.99
WY	Albert/Safe Denver	n/i		1.69	2.49	1.99			1.67				2.99			2.99						7.24
		Johnsonville																			3.33	
		Signature Farms										3.99									2.99	
		Open Nature	A																		2.49	
	Albert/Safe Mntn	Johnsonville																				
		Signature Farms					2.99	2.99									1.99					7.24
		Signature Café																				
	Associated Foods	n/i			3.49																	
		Smithfield																			2.49	
		n/i			2.99																	
	AW Grocers	Supreme Tender			2.99				1.89													
		n/i			2.99				1.48	1.28				2.99	2.29					1.99		6.67
		Johnsonville																			3.33	
	Food Pride	Smithfield							1.99													
		Grampa's																				2.69
		Johnsonville																				2.91
	IGA Markets	n/i			3.49				1.79	1.99												4.58
		Johnsonville																				2.92
	King Soopers	n/i		1.77	2.99																	10.00
		Johnsonville																				2.92
		Fresh Foods																				10.00
	Lucky's Market	n/i											1.99								1.79	
	Ridley's	n/i			3.49																2.49	
	Smith's	Johnsonville																				2.92
		Fresh Foods																				10.00
		n/i											2.99								1.99	
	Target	Smithfield			2.49																	
	Walmart	Johnsonville																				3.20
		n/i			2.74																	

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2019

prices in \$US per pound unless otherwise noted.

BEEF

State	Supermarket	Brand	Key	Steaks for Grilling								Smoker	Ground Beef (lean % where noted)								Cond.			
				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin	London Broil		Whole Brisket	73-75%		80%/Chuck		85-90%		93-95%		Sirloin	Patties	
				bone-in	bnls			bone-in	bnls					reg	value	reg	value	reg	value	reg				value
CT (cont)	Geissler's	Angus	C						5.99	3.99														
		Angus	P						6.99															
	Highland Park	n/i													3.99									
		Angus	C					11.99	8.99						4.99						5.39	85%		
	IGA New England	n/i									2.99						3.49							
		n/i	C						9.99	4.99														
	Key Food	n/i	C											2.99										
	Kings Market	n/i	A														4.49							
		Angus	P			13.99	13.99																	
	Price Chopper	Angus	C					6.99	9.99	4.99	3.99				4.99									
		Market 32													3.99						4.99	80%		
	Market 32	Market 32																			5.29	85%		
		Chiapetti	G							9.99														
	Chiapetti	Chiapetti	O														6.99							
		Butcher's Promise	C					5.99	7.99															
	Save-a-Lot	n/i				3.99																value		
		ShopRite	n/i												1.99							L 1		
	ShopRite	n/i													3.29		3.59		4.79			L 1		
		Angus	P								3.37											L 1		
	Angus	Angus	P			11.99	11.99		9.99		4.99											L 1		
		Angus	C								2.87											L 1		
	Angus	Angus	C			9.99	9.99				4.49				3.79							L 1		
		n/i	C								2.37											L 1		
n/i	n/i	C			8.99	8.99				3.99														
	Nature's Reserve	G			6.99				6.99															
Wholesome Pantry	Wholesome Pantry	A																		4.64	80%			
	n/i	C						7.99																
Stop & Shop	n/i													2.99										
	Nature's Promise	O			16.00				16.00												grass			
Spring Crossing	Spring Crossing	G														5.00								
	Angus	C			13.99	10.99			11.62	9.49														
Target	Laura's Lean	A																6.99						
	Market Pantry												3.19		3.99	3.79	4.59	4.39	4.99	4.85	5.29	4.59	80%	
	Market Pantry																				4.99	85%		

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2019

prices in \$US per pound unless otherwise noted.

BEEF

State	Supermarket	Brand	Key	Steaks for Grilling								Smoker	Ground Beef (lean % where noted)								Cond.			
				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin	London Broil		Whole Brisket	73-75%		80%/Chuck		85-90%		93-95%		Sirloin	Patties	
				bone-in	bnls			bone-in	bnls					reg	value	reg	value	reg	value	reg				value
CT <i>(cont)</i>	Target <i>(continued)</i>	Market Pantry																			6.39	93% grass		
		Simply Balanced	O												5.49		5.99							
	The Fresh Market	n/i	C	14.99	14.99															5.99				
		n/i	P		18.99										4.99									
	Trader Joe's	Trader Joe's	O																		6.99	85%		
DC	ALDI	n/i	O														4.49							
		Black Angus	C						4.99															
		n/i											1.99											
	Giant Food	Butcher Shop	C			4.99	4.99		6.99															
		Angus	C	8.99																		value		
		Angus	C	9.99																		> 3 pks		
		Giant													1.99							L 1		
		Giant													2.49									
		Giant	P							4.99														
		Nature's Promise	O														5.00					grass		
	Harris Teeter	HT Rancher			7.99															4.99		value		
		HT Reserve	C		8.99																			
		Harris Teeter															2.99					L 2		
		Strauss	G																		7.99	80%		
	Safeway Eastern	n/i														2.99					6.99	93%		
		n/i																			4.99	80%		
		Open Nature	G																		6.49	85%		
		Open Nature	O															6.99						
		n/i	C			5.77	5.77															value		
	Save-a-Lot	n/i				3.99																value		
	Target	Angus	C		13.99	10.99				11.62	9.49													
		Laura's Lean	A																	6.99				
		Market Pantry												3.19	3.99	3.79	4.59	4.39	4.99	4.85	5.29	4.59	80%	
	Market Pantry																				4.99	85%		
	Market Pantry																				6.39	93%		
	Simply Balanced	O															5.49				5.99	grass		
Trader Joe's	Trader Joe's	O																			6.99	85%		

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2019

prices in \$US per pound unless otherwise noted.

BEEF

State	Supermarket	Brand	Key	Steaks for Grilling								Smoker	Ground Beef (lean % where noted)								Cond.			
				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin	London Broil		Whole Brisket	73-75%		80%/Chuck		85-90%		93-95%		Sirloin	Patties	
				bone-in	bnls			bone-in	bnls					reg	value	reg	value	reg	value	reg				value
DE	ACME Markets	n/i																				90% value		
		Lancaster Brand	C				5.77								2.99		4.99				5.49	85%		
		Lancaster Brand	C	9.99				9.99		3.99											6.99	85%		
		Open Nature Wahlburgers	G													5.49								
	ALDI	n/i	O							4.99							4.49							
		Black Angus	C											1.99										
	Food Lion	n/i	C			6.99				5.99	2.99	2.49				3.99								
	Fresh Grocer	n/i	C											1.88										
		n/i	C																					
	Giant Food	Butcher Shop	C			4.99	4.99	6.99														value > 3 pks		
		Angus	C	8.99																		L 1		
		Angus	C	9.99																				
		Giant										1.99				1.99								
		Giant										2.49				2.99								
		Giant	P							4.99														
		Nature's Promise	O														5.00					grass		
	Great Valu Markets	Star Ranch	C		11.99	7.99	7.99				2.99													
		n/i															3.49							
	Harris Teeter	HT Rancher			7.99															4.99		value		
		HT Reserve	C		8.99																			
		Harris Teeter																2.99				L 2		
		Strauss	G																		7.99	80%		
	IGA Stores - NJ/PA	Angus	C								3.48													
		n/i															4.49	3.99						
		Strauss	G	16.99																				
	Lidl	Steakhouse	O																			L 4		
		Steakhouse	G	10.39				13.59	10.99															
	Redner's	Star Ranch				7.98	7.98															value		
	Safeway Eastern	n/i													2.99		3.99				6.99	93%		
		n/i																			4.99	80%		
		Open Nature	G																		6.49	85%		

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2019

prices in \$US per pound unless otherwise noted.

BEEF

State	Supermarket	Brand	Key	Steaks for Grilling								Smoker	Ground Beef (lean % where noted)								Cond.				
				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin	London Broil		Whole Brisket	73-75%		80%/Chuck		85-90%		93-95%		Sirloin	Patties		
				bone-in	bnls			bone-in	bnls					reg	value	reg	value	reg	value	reg				value	
DE (cont)	Safeway Eastern (continued)	Open Nature	O																						
		n/i	C			5.77	5.77																	value	
	Save-a-Lot	n/i				3.99																			value
		ShopRite	n/i																						L 1
	ShurSave	n/i																							L 1
		Angus	P																						L 1
		Angus	P			11.99	11.99		9.99																L 1
		Angus	C																						L 1
		Angus	C			9.99	9.99																		L 1
		n/i	C																						L 1
		n/i	C			8.99	8.99																		L 1
		Nature's Reserve	G				6.99																		AU
		Wholesome Pantry	A																						80%
		Target	n/i							5.99															
	Angus		C			11.99	11.99																		value
	The Fresh Market	Angus	C			13.99	10.99			11.62	9.49														80%
		Laura's Lean	A																						85%
		Market Pantry												3.19		3.99	3.79	4.59	4.39	4.99	4.85	5.29	4.59	4.59	93%
		Market Pantry																							grass
		Market Pantry																							grass
Simply Balanced		O																						grass	
n/i		C			14.99	14.99			9.99															grass	
Weis Markets	n/i																							85%	
	Trader Joe's	O																						85%	
	Weis	C																						85%	
	Weis Naturals	G																						85%	
MA	Adams IGA	Angus	C																						
		Angus	P																						
	AF Basket	n/i																							
		n/i	C																						
	AG New England	n/i	C																						

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2019

prices in \$US per pound unless otherwise noted.

BEEF

State	Supermarket	Brand	Key	Steaks for Grilling								Smoker	Ground Beef (lean % where noted)								Cond.				
				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin	London Broil		Whole Brisket	73-75%		80%/Chuck		85-90%		93-95%		Sirloin	Patties		
				bone-in	bnls			bone-in	bnls					reg	value	reg	value	reg	value	reg				value	
MA (cont)	ALDI	n/i	O																						
		Black Angus	C						4.99																
		Associated	n/i	C									1.99												
		Big Y	Big Y Angus	C																				L 2	
			n/i	P	11.99																				
		Bravo	Big Y	C												3.99		4.39					5.19	80%	
			n/i	C																					
			Dakota	O																					
		Crosby's	Angus	C																				12.99	85%
		C-Town	n/i	C																				3.99	85%
			Dakota	O																					
		Donelan's	n/i																						
			Nature Source	A																					
			Creekstone	A																					
		Food City Market	n/i																						
		Foodie's Markets	Angus	C																					
			Angus	P																					
		Geissler's	Angus	C																					
			Angus	P																					
			n/i																						
		Hannaford	Hannaford	C	5.99																				
			Taste of Inspirations	C	7.99																				
			Nature's Promise	A																					
			Spring Crossing	G																					
		n/i																							
	Key Food	n/i	C																						
	Market Basket	Angus	C																						
	McKinnon's	n/i																							
		Angus	C																						
		Local Harvest	A																						
	Price Chopper	Angus	C																						
		Market 32																							
		Market 32																							

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2019

prices in \$US per pound unless otherwise noted.

BEEF

State	Supermarket	Brand	Key	Steaks for Grilling							Smoker	Ground Beef (lean % where noted)								Cond.					
				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin		London Broil	Whole Brisket	73-75%		80%/Chuck		85-90%			93-95%		Sirloin	Patties	
				bone-in	bnls			bone-in	bnls					reg	value	reg	value	reg	value		reg	value			
MA (cont)	Price Chopper (continued)	Chiapetti	G						9.99																
		Chiapetti	O																						
	Roche Bros.	Butcher's Promise	C					5.99	7.99																
		Angus	C							9.99	3.99														
	Save-a-Lot	Angus	P		15.99																				
		n/i	C												3.49										
	Seabra Foods	n/i	S			3.99																		value	
		n/i							6.49																
	Shaw's	n/i																							
		n/i	C			9.99	9.99			2.99															
	Star Market	Open Nature	G																						
		n/i	C	6.99		9.99	9.99																		value
	Stop & Shop	Open Nature	G																						
		n/i														2.99									
	Target	Nature's Promise	O		16.00					16.00															grass
		Spring Crossing	G															5.00							
		Angus	C		13.99	10.99				11.62	9.49														
		Laura's Lean	A																						
	The Fresh Market	Market Pantry											3.19		3.99	3.79	4.59	4.39	4.99	4.85	5.29	4.59	4.99	6.39	80%
		Market Pantry																							85%
Market Pantry																								93%	
Simply Balanced		O														5.49		5.99						grass	
Wegman's	n/i	C	14.99	14.99		9.99																			
	n/i																								
Trader Joe's	n/i	P		18.99																					
	Trader Joe's	O																					6.99	85%	
Wegman's	Angus	C								3.99							2.99						3.99	85%	
	Wegman's	C		12.99		12.49		8.49	6.99			6.99		3.99	2.19	4.49	2.99								
Wegman's	Wegman's	A		10.99																					
	Wegman's Angus			19.49				19.99	13.99																
	Wegman's	O		15.29				16.29	15.29					5.69			5.89	6.99						grass	

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2019

prices in \$US per pound unless otherwise noted.

BEEF

State	Supermarket	Brand	Key	Steaks for Grilling							Smoker	Ground Beef (lean % where noted)								Cond.				
				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin		London Broil	Whole Brisket	73-75%		80%/Chuck		85-90%			93-95%		Sirloin	Patties
				bone-in	bnls			bone-in	bnls					reg	value	reg	value	reg	value		reg	value		
MD	ACME Markets	n/i																						
		Lancaster Brand	C				5.77															5.49	85%	
		Lancaster Brand	C	9.99				9.99		3.99													5.99	85%
		Open Nature Wahlburgers	G																				6.99	
		ALDI	n/i	O																				
			Black Angus	C						4.99														
			n/i										1.99											
		Food Lion	n/i	C		6.99				5.99	2.99													
		Giant Eagle	n/i	C					7.99															value
		Giant Food	Butcher Shop	C		4.99	4.99		6.99															value
			Angus	C	8.99																			> 3 pks
			Angus	C	9.99																			
			Giant																					L 1
			Giant									1.99												
			Giant	P							4.99	2.49												
			Nature's Promise	O																				grass
		Graul's Market	Angus	C						5.99														
			n/i																					
		Great Valu Markets	Star Ranch	C		11.99	7.99	7.99																
			n/i																					
		Green Valley	Angus	C																				
			Angus	P		13.49																		
		n/i																						
		Roseda								7.99														
	Harris Teeter	HT Rancher			7.99																		value	
		HT Reserve	C		8.99																			
		Harris Teeter																					L 2	
		Strauss	G																				7.99	
	IGA Stores - NJ/PA	Angus	C																				80%	
		n/i																						
		Strauss	G	16.99																				
	Lidl	Steakhouse	O																				L 4	
		Steakhouse	G	10.39																				

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2019

prices in \$US per pound unless otherwise noted.

BEEF

State	Supermarket	Brand	Key	Steaks for Grilling							Smoker	Ground Beef (lean % where noted)								Cond.					
				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin		London Broil	73-75%		80%/Chuck		85-90%		93-95%		Sirloin	Patties			
				bone-in	bnls			bone-in	bnls				reg	value	reg	value	reg	value	reg				value		
MD (cont)	Martin's Food	Giant												1.99											
		Butcher Shop	C					7.99															>3 pks		
		Butcher Shop	C					8.99																	
		Nature's Promise	O					16.00																grass	
		Redner's	Star Ranch			7.98	7.98																	value	
		Safeway Eastern	n/i											2.99		3.99							6.99	93%	
			n/i																				4.99	80%	
			Open Nature	G																			6.49	85%	
			Open Nature	O												6.99									value
			n/i	C		5.77	5.77																		value
		Save-a-Lot	n/i			3.99																			value
		Shop'n Save	n/i						6.99						2.49										AU
		Shoppers Food	n/i												2.99										
		ShopRite	n/i												1.99										L 1
			n/i												3.29		3.59		4.79						L 1
			Angus	P							3.37														L 1
			Angus	P			11.99	11.99	9.99		4.99														L 1
			Angus	C							2.87														L 1
			Angus	C			9.99	9.99			4.49					3.79									L 1
			n/i	C							2.37														L 1
			n/i	C			8.99	8.99			3.99														L 1
			Nature's Reserve	G		6.99			6.99																AU
			Wholesome Pantry	A																			4.64		80%
		ShurSave	n/i						5.99							3.49									value
			Angus	C			11.99	11.99																	
		Sprout's Market	n/i	C			5.99		5.99								2.99								
	Target	Angus	C		13.99	10.99		11.62	9.49																
		Laura's Lean	A																						
		Market Pantry											3.19		3.99	3.79	4.59	4.39	4.99	4.85	5.29	4.59		80%	
		Market Pantry																				4.99		85%	
		Market Pantry																				6.39		93%	
		Simply Balanced	O													5.49		5.99						grass	

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

**Memorial Day 2019
BEEF**

prices in \$US per pound unless otherwise noted.

State	Supermarket	Brand	Key	Steaks for Grilling								Smoker	Ground Beef (lean % where noted)								Cond.			
				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin	London Broil		Whole Brisket	73-75%		80%/Chuck		85-90%		93-95%		Sirloin	Patties	
				bone-in	bnls			bone-in	bnls					reg	value	reg	value	reg	value	reg				value
MD (cont)	The Fresh Market	n/i	C	14.99	14.99		9.99																	
		n/i												4.99						5.99				
		n/i	P		18.99																	6.99	85%	
	Trader Joe's	Trader Joe's	O																					
	Wegman's	Wegman's	C		12.99		12.49		8.49	6.99		6.99			3.99	2.19	4.49	2.99						
		Wegman's	A		10.99																			
		Wegman's Angus			19.49					19.99	13.99													
		Wegman's	O		15.29					16.29	15.29					5.69			5.89	6.99				grass
	Weis Markets	Weis	C						5.99															
	Weis Naturals	G							5.99															
	Angus	C								5.99														
	n/i															3.69								
ME	AG New England	n/i	C						9.99								3.49							
	Best Yet Market	1893 Premium															2.99							
		n/i			4.99																			
	Food City Market	n/i							7.99															
	Hannaford	Hannaford	C	5.99								4.99												
		Taste of Inspirations	C	7.99																				
		Nature's Promise	A							8.99														
		Spring Crossing	G														4.99							
		n/i																				3.49	80%	
	IGA New England	n/i			5.99							2.99												
		1893 Premium																2.79						
	Market Basket	Angus	C															3.69						
	Shaw's	n/i																2.49						
		n/i	C			9.99	9.99				2.99													
		Open Nature	G															3.99						
Target	Angus	C		13.99	10.99					11.62	9.49													
	Laura's Lean	A																	6.99					
	Market Pantry												3.19	3.99	3.79	4.59	4.39	4.99	4.85	5.29	4.59	80%		
	Market Pantry																				4.99	85%		
	Market Pantry																				6.39	93%		
	Simply Balanced	O													5.49		5.99					grass		
Trader Joe's	Trader Joe's	O																			6.99	85%		

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2019

prices in \$US per pound unless otherwise noted.

BEEF

State	Supermarket	Brand	Key	Steaks for Grilling							Smoker	Ground Beef (lean % where noted)								Cond.						
				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin		London Broil	73-75%		80%/Chuck		85-90%		93-95%		Sirloin	Patties				
				bone-in	bnls			bone-in	bnls				reg	value	reg	value	reg	value	reg				value			
NH	AG New England	n/i	C					9.99							3.49											
	ALDI	n/i	O													4.49										
		Black Angus	C						4.99																	
		n/i										1.99														
	Hannaford	Hannaford	C	5.99								4.99														
		Taste of Inspirations	C	7.99																						
		Nature's Promise	A						8.99																	
		Spring Crossing	G												4.99									3.49	80%	
		n/i																								
	IGA New England	n/i									2.99						3.49									
	Market Basket	Angus	C												3.69											
	McKinnon's	n/i																		3.88						
		Angus	C			9.99	9.99					2.99														
		Local Harvest	A						16.99																	
	Price Chopper	Angus	C					6.99	9.99	4.99	3.99				4.99											
		Market 32													3.99									4.99	80%	
		Market 32																						5.29	85%	
		Chiapetti	G							9.99																
		Chiapetti	O													6.99										
		Butcher's Promise	C					5.99	7.99																	
Save-a-Lot	n/i				3.99																				value	
Shaw's	n/i													2.49												
	n/i	C			9.99	9.99			2.99																	
	Open Nature	G												3.99												
Target	Angus	C		13.99	10.99			11.62	9.49																	
	Laura's Lean	A																						6.99		
	Market Pantry											3.19		3.99	3.79	4.59	4.39	4.99	4.85	5.29		4.59	80%			
	Market Pantry																					4.99	85%			
	Market Pantry																					6.39	93%			
	Simply Balanced	O												5.49		5.99								grass		
Trader Joe's	Trader Joe's	O																				6.99	85%			
NJ	ACME Markets	n/i													2.99		4.99						5.49	90%		
		Lancaster Brand	C					5.77																	value	
		Lancaster Brand	C	9.99					9.99		3.99															

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2019

prices in \$US per pound unless otherwise noted.

BEEF

State	Supermarket	Brand	Key	Steaks for Grilling								Smoker	Ground Beef (lean % where noted)								Cond.			
				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin	London Broil		Whole Brisket	73-75%		80%/Chuck		85-90%		93-95%		Sirloin	Patties	
				bone-in	bnls			bone-in	bnls					reg	value	reg	value	reg	value	reg				value
NJ (cont)	ACME Markets	Open Nature	G													5.49					5.99	85%		
	(continued)	Wahlburgers	G													5.99					6.99	85%		
	AF Basket	n/i	C						5.99															
	ALDI	n/i	O														4.49							
		Black Angus	C						4.99															
		n/i										1.99												
	Associated	n/i	C							2.99														
	Best Market	n/i														1.97						L 2		
		n/i															2.97						value	
		Angus	C	5.77					4.97															
		Angus	C	6.97	9.47						6.97	4.49												
		n/i	G								5.77													
		Thomas Farms	G																6.49			AU		
		n/i																			4.27	80%		
		n/i																			5.97	90%		
	Bravo	n/i	C							3.99														
		Dakota	O														10.99				12.99	85%		
	Compare Foods	n/i	C									2.99												
	C-Town	n/i	C						10.99	5.99			6.99			3.69	4.99							
		Dakota	O															10.99			12.99	85%		
	Fairway	Fairway	P			9.99	9.99					2.99					3.99							
	Fine Fare	n/i										2.99					2.99							
		n/i	C					10.99														value		
	Food Bazaar	n/i		9.99							6.99						2.99							
	Foodtown	Rancher's Legend	C									2.99												
		Green Way	A																6.99					
		Wahlburger's															6.49							
	Great Valu Markets	Star Ranch	C		11.99	7.99	7.99					2.99												
		n/i														3.49								
	IGA Stores - NJ/PA	Angus	C									3.48												
		n/i														4.49	3.99							
		Strauss	G	16.99																				
	Key Food	n/i	C														2.99							

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2019

prices in \$US per pound unless otherwise noted.

BEEF

State	Supermarket	Brand	Key	Steaks for Grilling								Smoker	Ground Beef (lean % where noted)								Cond.			
				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin	London Broil		73-75%		80%/Chuck		85-90%		93-95%			Sirloin	Patties	
				bone-in	bnls			bone-in	bnls				reg	value	reg	value	reg	value	reg	value				
NJ (cont)	Kings Market	n/i	A																					
		Angus	P			13.99	13.99																	
	Lidl	Steakhouse	O																			L 4		
		Steakhouse	G	10.39				13.59	10.99															
	McCaffrey's	Angus	C			11.99	11.99															4.29	85%	
	Met Foods	n/i	C						4.99	2.99														
	Morton Williams	Sterling Silver	C					10.99																
		n/i																				5.49		
		Angus Pure	G																					
	Murphy's	Angus	C								3.99				3.99									
	Net Cost	n/i		6.99																				
	Pioneer	n/i	C								2.99													
	Save-a-Lot	n/i				3.99																	value	
	Seabra Foods	n/i				5.99			5.99		3.99													
	ShopRite	n/i														1.99							L 1	
		n/i													3.29		3.59		4.79					
		Angus	P									3.37											L 1	
		Angus	P			11.99	11.99		9.99		4.99													
		Angus	C								2.87												L 1	
		Angus	C			9.99	9.99				4.49					3.79								
		n/i	C								2.37												L 1	
		n/i	C			8.99	8.99				3.99													
		Nature's Reserve	G		6.99				6.99														AU	
	Wholesome Pantry	A																			4.64	80%		
Sprout's Market	n/i	C			5.99			5.99										2.99						
Stop & Shop	n/i														2.99									
	Nature's Promise	O		16.00				16.00														grass		
	Spring Crossing	G													5.00									
Supremo	n/i	S											2.00											
Target	Angus	C		13.99	10.99			11.62	9.49															
	Laura's Lean	A																			6.99			
	Market Pantry													3.19		3.99	3.79	4.59	4.39	4.99	4.85	5.29	4.59	80%
	Market Pantry																					4.99	85%	

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2019

prices in \$US per pound unless otherwise noted.

BEEF

State	Supermarket	Brand	Key	Steaks for Grilling								Smoker	Ground Beef (lean % where noted)								Cond.			
				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin	London Broil		Whole Brisket	73-75%		80%/Chuck		85-90%		93-95%		Sirloin	Patties	
				bone-in	bnls			bone-in	bnls					reg	value	reg	value	reg	value	reg				value
NJ (cont)	Target (continued)	Market Pantry	O																		6.39	93% grass		
	The Fresh Market	Simply Balanced	C	14.99	14.99		9.99										5.49		5.99					
		n/i	P											4.99								5.99		
		n/i	C																			4.99		
	Top Tomato	n/i	O																			6.99	85%	
	Trader Joe's	Trader Joe's	C	12.99																				
	Uncle Giuseppe's	Sterling Silver	C		12.99		12.49		8.49	6.99		6.99			3.99	2.19	4.49	2.99						
	Wegman's	Wegman's	A		10.99																			
		Wegman's Angus	O		19.49				19.99	13.99														
		Wegman's	C		15.29				16.29	15.29					5.69			5.89	6.99					
	Weis Markets	Weis	C					5.99																
		Weis Naturals	G						5.99															
		Angus	C							5.99														
	n/i															3.69								
	Western Beef	n/i								3.99												3.99	80%	
NY	ACME Markets	n/i	C					5.77								2.99		4.99				5.49	90% value	
		Lancaster Brand	C	9.99					9.99		3.99													
		Lancaster Brand	G														5.49					5.99	85%	
		Open Nature	C							5.99													6.99	85%
	Wahlburgers	n/i	C														5.99							
	AF Basket	n/i	C																					
	AG New England	n/i	C						9.99							3.49								
	ALDI	n/i	O															4.49						
		Black Angus	C							4.99														
		n/i	C											1.99										
	Associated	n/i	C								2.99													
	Best Market	n/i	C														1.97						L 2	
		n/i	C														2.97							
	Angus	C		5.77					4.97														value	
	Angus	C		6.97	9.47					4.49														
	n/i	G																						
	Thomas Farms	G																					6.49	AU

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2019

prices in \$US per pound unless otherwise noted.

BEEF

State	Supermarket	Brand	Key	Steaks for Grilling								Smoker	Ground Beef (lean % where noted)								Cond.			
				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin	London Broil		Whole Brisket	73-75%		80%/Chuck		85-90%		93-95%		Sirloin	Patties	
				bone-in	bnls			bone-in	bnls					reg	value	reg	value	reg	value	reg				value
NY (cont)	Best Market	n/i																			4.27	80%		
	(continued)	n/i																			5.97	90%		
	Big M	1893 Premium						7.99							2.99								value	
		Thomas Farms	G													4.99							AU	
	Bravo	n/i	C								3.99													
		Dakota	O														10.99					12.99	85%	
	Cherry Valley	Chairman's Reserve						10.99			3.99				3.49									
	Compare Foods	n/i	C								2.99													
	C-Town	n/i	C				10.99			5.99					3.69		4.99							
		Dakota	O														10.99					12.99	85%	
	D'Agostino	1932 Brand	C							6.99														
	DeCiccio & Sons	Pineland Farms	A		12.99																			Prime
		Pineland Farms	A							7.99														
	DeCiccio Family	Sterling Silver	C							6.99														
		n/i													4.29	3.99								
		Kobe														8.99								
	Fairway	Fairway	P			9.99	9.99					2.99				3.99								
	Fine Fare	n/i										2.99					2.99							
		n/i	C						10.99															
	Food Bazaar	n/i		9.99						6.99							2.99							value
	Food Emporium	Thomas Farms	G							9.99														AU
	Foodtown	Rancher's Legend	C									2.99												
		Green Way	A																					
	Wahlburger's														6.49									
Giunta's	n/i							5.99																
Great American	1893 Premium				7.99	7.99					2.99													
Gristede's	Angus	C									6.99													
Hannaford	Hannaford	C	5.99																					
	Taste of Inspirations	C	7.99																					
	Nature's Promise	A									8.99													
	Spring Crossing	G													4.99									
	n/i																					3.49	80%	
IGA New England	n/i	C							9.99	4.99														
Key Food	n/i	C													2.99									

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2019
BEEF

prices in \$US per pound unless otherwise noted.

State	Supermarket	Brand	Key	Steaks for Grilling								Smoker	Ground Beef (lean % where noted)								Cond.		
				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin	London Broil		73-75%		80%/Chuck		85-90%		93-95%			Sirloin	Patties
				bone-in	bnls			bone-in	bnls				reg	value	reg	value	reg	value	reg	value			
NY (cont)	King Kullen	Angus	C							7.99	4.99												
		Vermont Country	O											6.69									
		Vermont Country	G												5.99								
		n/i												3.99	3.99								
		Kings Market	n/i	A												4.49							
		Angus		P			13.99	13.99															
		Met Foods	n/i	C						4.99	2.99												
		Morton Williams	Sterling Silver	C				10.99														5.49	
		n/i																					
		Angus Pure		G												6.99							
		Net Cost	n/i		6.99																		
		North Shore	n/i						5.99						2.99							3.99	80%
		Angus		C								2.99											
		n/i		P	12.99			14.99		14.99													
		Peck's Market	Angus	C								2.99											
		n/i													3.49								
		Pioneer	n/i	C								2.99											
		Price Chopper	Angus	C					6.99	9.99	4.99	3.99			4.99								
		Market 32													3.99							4.99	80%
		Market 32																				5.29	85%
		Chiapetti		G							9.99												
		Chiapetti		O												6.99							
		Butcher's Promise		C					5.99	7.99													
	Save-a-Lot	n/i				3.99																value	
	Shop'n Save	n/i							6.99					2.49								AU	
	ShopRite	n/i											1.99									L 1	
	n/i												3.29		3.59		4.79						
	Angus		P								3.37											L 1	
	Angus		P			11.99	11.99		9.99		4.99												
	Angus		C								2.87											L 1	
	Angus		C			9.99	9.99				4.49			3.79									
	n/i		C								2.37											L 1	
	n/i		C			8.99	8.99				3.99												

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2019

prices in \$US per pound unless otherwise noted.

BEEF

State	Supermarket	Brand	Key	Steaks for Grilling							Smoker	Ground Beef (lean % where noted)								Cond.				
				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin		London Broil	Whole Brisket	73-75%		80%/Chuck		85-90%			93-95%		Sirloin	Patties
				bone-in	bnls			bone-in	bnls					reg	value	reg	value	reg	value		reg	value		
NY <i>(cont)</i>	ShopRite	Nature's Reserve	G		6.99				6.99													AU		
	<i>(continued)</i>	Wholesome Pantry	A																		4.64	80%		
		Stew Leonard's	n/i	C				7.99																
		Stop & Shop	n/i												2.99									
			Nature's Promise	O		16.00				16.00													grass	
			Spring Crossing	G												5.00								
		Target	Angus	C		13.99	10.99			11.62	9.49													
			Laura's Lean	A															6.99					
			Market Pantry										3.19		3.99	3.79	4.59	4.39	4.99	4.85	5.29	4.59	80%	
			Market Pantry																			4.99	85%	
			Market Pantry																			6.39	93%	
			Simply Balanced	O												5.49		5.99					grass	
		The Fresh Market	n/i	C	14.99	14.99		9.99																
			n/i												4.99							5.99		
			n/i	P		18.99																		
		Top Tomato	n/i	C																		4.99		
		Tops Markets	Tops	C								4.99				2.19								
			Grass Run Farms	G						16.99														
		Trade Fair	n/i	C	8.99							2.99												
		Trader Joe's	Trader Joe's	O																		6.99	85%	
		Uncle Giuseppe's	Sterling Silver		12.99																			
	Wegman's	Wegman's	C		12.99		12.49		8.49	6.99		6.99		3.99	2.19	4.49	2.99							
		Wegman's	A		10.99																			
		Wegman's Angus			19.49				19.99	13.99														
		Wegman's	O		15.29				16.29	15.29				5.69		5.89	6.99					grass		
	Weis Markets	Weis	C					5.99																
		Weis Naturals	G						5.99															
		Angus	C							5.99														
		n/i												3.69										
	Western Beef	n/i									3.99										3.99	80%		
PA	ACME Markets	n/i													2.99		4.99					5.49	90%	
		Lancaster Brand	C					5.77															value	
		Lancaster Brand	C	9.99					9.99		3.99													

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2019

prices in \$US per pound unless otherwise noted.

BEEF

State	Supermarket	Brand	Key	Steaks for Grilling							Smoker	Ground Beef (lean % where noted)								Cond.			
				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin		London Broil	73-75%		80%/Chuck		85-90%		93-95%		Sirloin	Patties	
				bone-in	bnls			bone-in	bnls				reg	value	reg	value	reg	value	reg				value
PA (cont)	ACME Markets	Open Nature	G																		5.99	85%	
	(continued)	Wahlburgers																				6.99	85%
	ALDI	n/i	O																				
		Black Angus	C						4.99														
		n/i											1.99										
	Associated	n/i	C								2.99												
	Big M	1893 Premium							7.99						2.99								value
		Thomas Farms	G													4.99							AU
	Boyer Foods	n/i									2.97												value
		n/i				5.97	5.97				4.97	3.47				2.97							
		Mrs. B's																				4.97	93%
	Bravo	n/i	C									3.99											
		Dakota	O																			10.99	
	Compare Foods	n/i	C									2.99											
	C-Town	n/i	C						10.99			5.99				3.69						4.99	
		Dakota	O																			10.99	
	Family Owned	n/i													3.99	2.99						12.99	85%
		n/i																				3.59	80%
	Fine Fare	n/i																					value
		n/i	C																				
	Food Lion	n/i	C			6.99						5.99	2.99		2.49							3.99	
	Foodland	Star Ranch																					value
		n/i																				2.49	
	Foodtown	Rancher's Legend	C																			2.99	
		Green Way	A																			6.99	
		Wahlburger's																				6.49	
	Fresh Grocer	n/i																				1.88	
		n/i	C																			2.37	
	Fresh Thyme Mrkt	n/i																				2.77	
	Giant Eagle	n/i	C																			7.99	value
	Giant Food Stores	Giant																				1.99	
		Butcher Shop	C																			7.99	>3 pks
		Butcher Shop	C			5.99																8.99	
		Nature's Promise	O																			16.00	grass

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2019

prices in \$US per pound unless otherwise noted.

BEEF

State	Supermarket	Brand	Key	Steaks for Grilling								Smoker	Ground Beef (lean % where noted)								Cond.			
				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin	London Broil		Whole Brisket	73-75%		80%/Chuck		85-90%		93-95%		Sirloin	Patties	
				bone-in	bnls			bone-in	bnls					reg	value	reg	value	reg	value	reg				value
PA <i>(cont)</i>	Gordon Food	Two Rivers			9.60				9.60			2.99												
	Great Valu Markets	Star Ranch	C		11.99	7.99	7.99				2.99													
		n/i												3.49										
	H-Mart	n/i			8.99																			
	Ideal Market	n/i											1.99			2.99								
		Angus			6.99					4.99														
		n/i	S									3.99												
	IGA SpartanNash	n/i														2.49							L 2	
		Angus	C						7.99															
	IGA Stores - NJ/PA	Angus	C								3.48													
		n/i													4.49	3.99								
		Strauss	G	16.99																				
	Karns Foods	n/i	C							9.99	6.99	3.79	4.49				2.99					3.69		
		n/i	P							14.99														
	Key Food	n/i	C														2.99							
	Kuhn's Market	n/i															2.49						2.99	80% value
		n/i	C			8.99	8.99																	
	Landis Markets	Angus	C								6.99							4.49						
	Lidl	Steakhouse	O															3.49						L 4
		Steakhouse	G	10.39						13.59	10.99													
Martin's Food	Giant														1.99									
	Butcher Shop	C							7.99															
	Butcher Shop	C							8.99															
	Nature's Promise	O							16.00															
McCaffrey's	Angus	C			11.99	11.99										3.99						4.29	grass 85%	
Net Cost	n/i		6.99																					
Pioneer	n/i	C									2.99													
Price Chopper	Angus	C						6.99	9.99	4.99	3.99					4.99								
	Market 32															3.99						4.99	80%	
	Market 32																					5.29	85%	
	Chiapetti	G								9.99														
	Chiapetti	O															6.99							
	Butcher's Promise	C						5.99	7.99															
Redner's	Star Ranch				7.98	7.98																	value	

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2019

prices in \$US per pound unless otherwise noted.

BEEF

State	Supermarket	Brand	Key	Steaks for Grilling							Smoker	Ground Beef (lean % where noted)								Cond.			
				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin		London Broil	73-75%		80%/Chuck		85-90%		93-95%		Sirloin	Patties	
				bone-in	bnls			bone-in	bnls				reg	value	reg	value	reg	value	reg				value
PA (cont)	Save-a-Lot	n/i				3.99																value	
	Shop'n Save	n/i						6.99							2.49							AU	
	ShopRite	n/i													1.99								L 1
		n/i													3.29		3.59		4.79				L 1
	Angus	P									3.37											L 1	
	Angus	P			11.99	11.99		9.99			4.99											L 1	
	Angus	C									2.87											L 1	
	Angus	C			9.99	9.99					4.49				3.79							L 1	
	n/i	C									2.37											L 1	
	n/i	C			8.99	8.99					3.99											L 1	
	Nature's Reserve	G		6.99				6.99														AU	
	Wholesome Pantry	A																			4.64	80%	
	ShurSave	n/i							5.99						3.49								value
	Angus	C			11.99	11.99																	value
	ShurSave - NE Per	ShurSave			5.99	5.99									2.88							3.99	80%
	Angus	C			9.99	9.99																	80%
	Sparkle Markets	n/i							4.99					2.99									value
	n/i																					4.99	80%
	Sprout's Market	n/i	C			5.99			5.99								2.99						80%
	Supremo	n/i	S										2.00										80%
	Target	Angus	C		13.99	10.99			11.62	9.49													80%
	Laura's Lean	A																				6.99	80%
	Market Pantry												3.19		3.99	3.79	4.59	4.39	4.99	4.85	5.29	4.59	80%
Market Pantry																					4.99	85%	
Market Pantry																					6.39	93%	
Simply Balanced	O															5.49		5.99				grass	
The Fresh Market	n/i	C	14.99	14.99		9.99																grass	
n/i														4.99						5.99		grass	
n/i		P		18.99																		grass	
Tops Markets	Tops	C								4.99				2.19								grass	
Grass Run Farms	G							16.99														grass	
Trader Joe's	Trader Joe's	O																			6.99	85%	
Wegman's	Wegman's	C		12.99		12.49		8.49	6.99		6.99			3.99	2.19	4.49	2.99					85%	
Wegman's	Wegman's	A		10.99																		85%	

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2019

prices in \$US per pound unless otherwise noted.

BEEF

State	Supermarket	Brand	Key	Steaks for Grilling							Smoker	Ground Beef (lean % where noted)								Cond.					
				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin		London Broil	73-75%		80%/Chuck		85-90%		93-95%		Sirloin	Patties			
				bone-in	bnls			bone-in	bnls				reg	value	reg	value	reg	value	reg				value		
PA (cont)	Wegman's (continued)	Wegman's Angus			19.49				19.99	13.99													grass		
		Wegman's	O		15.29				16.29	15.29				5.69			5.89	6.99							
		Weis Markets	Weis	C				5.99																	
			Weis Naturals	G					5.99																
		Angus	C						5.99																
		n/i												3.69											
RI	Adams IGA	Angus	C								3.00														
		Angus	P								4.99														
		n/i															4.29								
		AF Basket	n/i	C					5.99																
		ALDI	n/i	O													4.49								
			Black Angus	C						4.99															
			n/i										1.99												
		Associated	n/i	C							2.99														
		Bravo	n/i	C							3.99														
			Dakota	O														10.99					12.99	85%	
		Dave's Marketplace	n/i		8.99					5.99							3.99								
		Save-a-Lot	n/i			3.99																		value	
		Seabra Foods	n/i	S					6.49																
			n/i												2.49										
		Shaw's	n/i												2.49										
			n/i	C			9.99	9.99		2.99															
			Open Nature	G													3.99								
		Stop & Shop	n/i													2.99									
			Nature's Promise	O		16.00			16.00															grass	
			Spring Crossing	G													5.00								
	Target	Angus	C		13.99	10.99		11.62	9.49																
		Laura's Lean	A															6.99							
		Market Pantry										3.19		3.99	3.79	4.59	4.39	4.99	4.85	5.29	4.59	80%			
		Market Pantry																			4.99	85%			
		Market Pantry																			6.39	93%			
		Simply Balanced	O												5.49		5.99					grass			
	Trader Joe's	Trader Joe's	O																		6.99	85%			

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2019

prices in \$US per pound unless otherwise noted.

BEEF

State	Supermarket	Brand	Key	Steaks for Grilling							Smoker	Ground Beef (lean % where noted)								Cond.					
				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin		London Broil	Whole Brisket	73-75%		80%/Chuck		85-90%			93-95%		Sirloin	Patties	
				bone-in	bnls			bone-in	bnls					reg	value	reg	value	reg	value		reg	value			
VT	AG New England	n/i	C					9.99							3.49										
	ALDI	n/i	O													4.49									
		Black Angus	C						4.99																
		n/i										1.99													
	Food City Market	n/i						7.99																	
	Hannaford	Hannaford	C	5.99								4.99													
		Taste of Inspirations	C	7.99																					
		Nature's Promise	A						8.99																
		Spring Crossing	G													4.99							3.49	80%	
		n/i																							
	IGA New England	n/i			5.99							2.99					3.49								
		1893 Premium													2.79										
	Price Chopper	Angus	C					6.99	9.99	4.99	3.99					4.99									
		Market 32													3.99								4.99	80%	
		Market 32																					5.29	85%	
		Chiapetti	G							9.99															
		Chiapetti	O													6.99									
		Butcher's Promise	C					5.99	7.99																
	Save-a-Lot	n/i				3.99																		value	
	Shaw's	n/i													2.49										
		n/i	C			9.99	9.99			2.99															
		Open Nature	G													3.99									
	Target	Angus	C		13.99	10.99			11.62	9.49															
	Laura's Lean	A																							
	Market Pantry											3.19	3.99	3.79	4.59	4.39	4.99	4.85	5.29	4.59	4.99	80%			
	Market Pantry																					4.99	85%		
	Market Pantry																					6.39	93%		
	Simply Balanced	O													5.49	5.99							grass		
Tops Markets	Tops	C								4.99				2.19											
	Grass Run Farms	G						16.99																	
Trader Joe's	Trader Joe's	O																				6.99	85%		

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2019

prices in \$US per pound unless otherwise noted.

BEEF

State	Supermarket	Brand	Key	Steaks for Grilling							Smoker	Ground Beef (lean % where noted)								Cond.				
				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin		London Broil	Whole Brisket	73-75%		80%/Chuck		85-90%			93-95%		Sirloin	Patties
				bone-in	bnls			bone-in	bnls					reg	value	reg	value	reg	value		reg	value		
SOUTHEASTERN U.S. - AL,FL,GA,KY,MS,NC,SC,TN,VA,WV																								
AL	ALDI	n/i	O																					
		Black Angus	C						4.99															
		n/i										1.99												
	A&R Supermarket	n/i				5.91															2.50	73%		
	Bruce's Foodland	n/i	C		9.99									1.99		2.49								
	Dollar General Mkt	n/i		9.95										1.95								3.95	80%	
	Earth Fare	n/i	C	7.99						11.99														
		n/i	G																	4.99				
	Food Giant	Black Canyon				5.99																	value	
		n/i										1.99			2.99									
	Gateway Foodland	n/i										1.99												
		Star Ranch				9.99																	value	
	Greer's	Black Angus	S	6.89																				
		n/i		5.89																				
	HAC Inc.	Angus	C	8.99		7.99																		
		Grass Run Farms	G		20.79																			
		n/i														2.99								
	Hometown Markets	n/i	S	6.99																				
	Ingle's Markets	n/i														2.98								
		Ingle's	C			7.98	8.48																	
		Harvest Farms	A	14.98																				
	Kroger Atlanta	n/i														3.49	1.99							
		n/i	C		6.99					9.99		4.99											value	
		Simple Truth	A												4.99									
	Kroger Nashville	n/i														3.49								
		n/i	C		8.99					9.99													value	
		Simple Truth	A												4.99									
	Manning's PW	Angus	C						4.97														value	
	Piggly Wiggly Inc.	n/i														3.49								
		Angus	C		12.99					16.99														
	Piggly Wiggly JTM	Angus	C		10.99																	2.99	80%	
	Publix	Publix														3.49					4.99			
		Publix	C	7.99	8.99					9.99	5.99													

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2019

prices in \$US per pound unless otherwise noted.

BEEF

State	Supermarket	Brand	Key	Steaks for Grilling							Smoker	Ground Beef (lean % where noted)								Cond.				
				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin		London Broil	Whole Brisket	73-75%		80%/Chuck		85-90%			93-95%		Sirloin	Patties
				bone-in	bnls			bone-in	bnls					reg	value	reg	value	reg	value		reg	value		
AL <i>(cont)</i>	<i>(continued)</i>	GreenWise	A					10.99	5.99													Choice		
		White Oak Pastures	G																					
		Maverick Ranch	G																					
		Dakota	O													5.99								
		Strauss	A													6.99								
		PW Houchen's	n/i											2.18								2.88	73%	
		Ragland Bros.	n/i													2.79						3.69	80%	
		Ramey's	Black Angus	S			6.98									2.48								
		Rouse's Market	n/i													2.49								
			n/i	S	5.99																			
		Save-a-Lot	n/i				3.99																	value
		Sprout's Market	n/i	C			5.99		5.99									2.99						
		Target	Angus	C		13.99	10.99			11.62	9.49													
			Laura's Lean	A																				
			Market Pantry											3.19		3.99	3.79	4.59	4.39	4.99	4.85	5.29	4.59	80%
			Market Pantry																				4.99	85%
			Market Pantry																				6.39	93%
			Simply Balanced	O													5.49		5.99					grass
		The Fresh Market	n/i	C	14.99	14.99		9.99																
			n/i													4.99						5.99		
	n/i	P		18.99																				
Trader Joe's	Trader Joe's	O																			6.99	85%		
United Grocery	Black Canyon																				2.99	80%		
Vowell's	n/i														2.49						2.69	73%		
	Black Canyon	S		9.99																				
Winn-Dixie	WD Brand													2.98			5.99							
	WD Angus	C	6.99	11.99	6.99		9.99		4.99													value		
	n/i		5.99		5.99		5.99															value		
	Laura's Lean	A															6.99							
	Naturally Better	G													3.99									
FL	ALDI	n/i	O														4.49							
		Black Angus	C						4.99															
		n/i											1.99											
	Bravo	n/i								3.49				3.99										

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2019

prices in \$US per pound unless otherwise noted.

BEEF

State	Supermarket	Brand	Key	Steaks for Grilling							Smoker	Ground Beef (lean % where noted)								Cond.					
				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin		London Broil	Whole Brisket	73-75%		80%/Chuck		85-90%			93-95%		Sirloin	Patties	
				bone-in	bnls			bone-in	bnls					reg	value	reg	value	reg	value		reg	value			
FL (cont)	Dollar General Mkt	n/i		9.95									1.95								3.95	80%			
	Doris Market	Sterling Silver	C							4.99															
		n/i	P				14.99		8.99																
		n/i	C	12.99																	3.99				
	Earth Fare	n/i	C	7.99					11.99													4.99			
		n/i	G																				4.99		
	Food Giant	Black Canyon				5.99																	value		
		n/i												1.99		2.99								value	
	Fresco y Mas	n/i		5.98					5.98							3.48								value	
	Gordon Food	Two Rivers					9.60		9.60																
	GreenWise Market	GreenWise	A						9.00																
		Free Graze	G															6.99						Kobe	
		White Oak Pastures	G															5.99							
	Greer's	Black Angus	S	6.89																					
		n/i		5.89																					
	Harris Teeter	HT Rancher					7.99															4.99		value	
		HT Reserve	C				8.99																		
		Harris Teeter														2.99									L 2
		Strauss	G																				7.99	80%	
	Harvey's	n/i				4.98								1.98										value	
		Angus	C				8.98					4.48												value	
	Hitchcock's	n/i						5.99		4.99		3.99		1.98											
	IGA Florida	n/i		5.99		4.99										2.99						4.99			
	Lucky's Market	n/i	C	7.99						3.98														value	
Milam's Market	n/i	P	16.99					13.99																	
	n/i														2.99							3.99	80%		
Presidente	n/i				4.28	4.28																			
Price Choice	n/i				3.57																				
Publix	Publix														3.49							4.99			
	Publix	C	7.99	8.99				9.99	5.99																
	GreenWise	A						10.99	5.99														Choice		
	White Oak Pastures	G																					6.99		
	Maverick Ranch	G																					5.79		

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2019

prices in \$US per pound unless otherwise noted.

BEEF

State	Supermarket	Brand	Key	Steaks for Grilling								Smoker	Ground Beef (lean % where noted)								Cond.			
				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin	London Broil		Whole Brisket	73-75%		80%/Chuck		85-90%		93-95%		Sirloin	Patties	
				bone-in	bnls			bone-in	bnls					reg	value	reg	value	reg	value	reg				value
FL <i>(cont)</i>	Publix <i>(continued)</i>	Dakota	O																					
		Strauss	A														5.99							
		PW Houchen's	n/i											2.18								2.88	73% value	
		Save-a-Lot	n/i			3.99																		
		Scaff's Market	Preferred Angus	S	9.99																	2.89	80%	
			n/i													2.49								
		Seabra Foods	n/i							3.89														
		Sedano's	n/i													3.29						3.49	80%	
			n/i	C		6.99			7.99															
		Sprout's Market	n/i	C		5.99			5.99									2.99						
		Target	Angus	C		13.99	10.99			9.49														
			Laura's Lean	A																6.99				
			Market Pantry										3.19		3.99	3.79	4.59	4.39	4.99	4.85	5.29	4.59	80%	
			Market Pantry																			4.99	85%	
			Market Pantry																			6.39	93% grass	
			Simply Balanced	O													5.49		5.99					
		The Fresh Market	n/i	C	14.99	14.99		9.99														5.99		
			n/i													4.99								
			n/i	P		18.99																		
		Trader Joe's	Trader Joe's	O																		6.99	85% value	
	Western Beef	n/i						7.99			3.99													
	Winn-Dixie	WD Brand													2.98			5.99						
		WD Angus	C	6.99	11.99	6.99			9.99		4.99											value		
		n/i		5.99		5.99			5.99													value		
		Laura's Lean	A															6.99						
		Naturally Better	G												3.99									
GA	AF Basket	n/i	C						5.99															
	ALDI	n/i	O														4.49							
		Black Angus	C						4.99															
		n/i											1.99											
	Bi-Lo	Naturally Better	A											3.99										
	Gold Star														2.99			5.99						
	Gold Star		C		7.99	8.99			9.99		4.99											value		

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

**Memorial Day 2019
BEEF**

prices in \$US per pound unless otherwise noted.

State	Supermarket	Brand	Key	Steaks for Grilling								Smoker	Ground Beef (lean % where noted)								Cond.			
				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin	London Broil		Whole Brisket	73-75%		80%/Chuck		85-90%		93-95%		Sirloin	Patties	
				bone-in	bnls			bone-in	bnls					reg	value	reg	value	reg	value	reg				value
GA (cont)	Bi-Lo	Laura's Lean	A																					
	(continued)	n/i		5.99		5.99			5.99										6.99				value	
	Dollar General Mkt	n/i		9.95									1.95								4.99	3.95	80%	
	Earth Fare	n/i	C	7.99					11.99			3.99												
		n/i	G																					
	Food City	Angus	C	9.99																			value	
		Food City														2.99								
	Food Depot	n/i	S			7.45																		
		n/i												2.25	2.25	2.98							2.98	80%
	Food Giant	Black Canyon				5.99																		value
		n/i													1.99		2.99							
	Food Lion	n/i	C			6.99				5.99	2.99			2.49				3.99						
	Food Pride	n/i				6.99																		value
		n/i				7.99																	2.99	80%
	Galaxy Foods	Tender Ridge								7.98	3.48													
		n/i																						
	HAC Inc.	Angus	C	8.99		7.99																		
		Grass Run Farms	G			20.79																		
		n/i																						
	Harris Teeter	HT Rancher				7.99																		value
	HT Reserve	C			8.99																			
	Harris Teeter																							
	Strauss	G																				7.99	L 2	
Harvey's	n/i				4.98																		value	
	Angus	C			8.98					4.48					1.98								value	
IGA Food Stores	Preferred Angus				7.89	7.99																		
	Preferred Angus				6.89	6.99																		value
	n/i																							
IGA Stores SE	Tender Ridge								6.98	5.48	2.98													
Ingle's Markets	n/i																							
	Ingle's	C			7.98	8.48																		
	Harvest Farms	A	14.98																					

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2019

prices in \$US per pound unless otherwise noted.

BEEF

State	Supermarket	Brand	Key	Steaks for Grilling							Smoker	Ground Beef <i>(lean % where noted)</i>								Cond.										
				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin		London Broil	73-75%		80%/Chuck		85-90%		93-95%		Sirloin	Patties								
				bone-in	bnls			bone-in	bnls				reg	value	reg	value	reg	value	reg				value							
GA <i>(cont)</i>	Kroger Atlanta	n/i												3.49	1.99															
		n/i	C		6.99				9.99		4.99																value			
		Simple Truth	A											4.99																
		Lidl	Steakhouse	O												3.49												L 4		
		Steakhouse	G		10.39					13.59	10.99																			
		Little Giant Market	n/i		5.99		3.99			4.99	4.99				3.99	3.99												value		
		Lucky's Market	n/i	C	7.99						3.98								3.99									value		
		Piggly Wiggly JTM	Angus	C		10.99																			4.99	2.99		80%		
		Publix	Publix													3.49														
		Publix	Publix	C	7.99	8.99				9.99	5.99																			
		GreenWise	A							10.99	5.99																		Choice	
		White Oak Pastures	G																										6.99	
		Maverick Ranch	G																										5.79	
		Dakota	O																										5.99	
		Strauss	A																										6.99	
		PW Carolina Co.	n/i			5.99									1.88														value	
		Angus	C			9.99																								
		PW Houchen's	n/i												2.18														2.88	73%
		Quality Foods	n/i												1.99															
		Angus									3.99																		value	
		Save-a-Lot	n/i				3.99																						value	
		Sprout's Market	n/i	C			5.99			5.99																			2.99	
		Target	Angus	C		13.99	10.99				11.62	9.49																		
		Laura's Lean	A																											6.99
		Market Pantry												3.19		3.99	3.79	4.59	4.39	4.99	4.85	5.29	4.59						80%	
		Market Pantry																												4.99
	Market Pantry																												6.39	93%
	Simply Balanced	O															5.49		5.99										grass	
	The Fresh Market	n/i	C	14.99	14.99		9.99																							
		n/i													4.99														5.99	
		n/i	P		18.99																									
	Trader Joe's	Trader Joe's	O																										6.99	85%
	United Grocery	Black Canyon																											2.99	80%
	Wayfield's	n/i		6.99		6.99																								

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2019

prices in \$US per pound unless otherwise noted.

BEEF

State	Supermarket	Brand	Key	Steaks for Grilling								Smoker	Ground Beef (lean % where noted)								Cond.			
				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin	London Broil		Whole Brisket	73-75%		80%/Chuck		85-90%		93-95%		Sirloin	Patties	
				bone-in	bnls			bone-in	bnls					reg	value	reg	value	reg	value	reg				value
GA (cont)	Winn-Dixie	WD Brand																						
		WD Angus	C	6.99	11.99	6.99		9.99		4.99					2.98			5.99						value
		n/i		5.99		5.99		5.99										6.99						value
		Laura's Lean Naturally Better	A G												3.99									
KY	ALDI	n/i	O																					
		Black Angus	C						4.99									4.49						
	Chappell's	n/i		9.99									1.99											value
		Cox Foods IGA	Black Angus					7.99				3.99				3.99								value
	Dollar General Mrkt	n/i		9.95									2.49										2.79	73%
		E.W. James	Angus	S			7.99	8.99															3.95	80%
	Food City	Angus	C	9.99														2.79						value
		Food City																2.99						
	Food Fair	Black Canyon				6.99												2.99						
		Food Giant	Black Canyon			5.99												2.99						value
	Food Lion	n/i	C			6.99				5.99	2.99		2.49					3.99						
		Food Rite	Black Canyon			9.99																		value
	Foodland	n/i	S							5.99								2.99						
		n/i																2.99						
	Fresh Encounter	Premium Angus				6.99																		value
		n/i																2.49					4.49	80%
	Fresh Thyme Mrkt	n/i																2.77						
		Galaxy Foods	Tender Ridge						7.98		3.48													
	Gordon Food	n/i																2.88						
		IGA Houchen's	Two Rivers			9.60			9.60				2.99											
IGA SpartanNash	IGA	S			7.99												2.69							
	n/i																							
	Laura's Lean	A																5.99				5.99	92%	
IGA SpartanNash	n/i																2.49						L 2	
	Angus	C						7.99																

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2019

prices in \$US per pound unless otherwise noted.

BEEF

State	Supermarket	Brand	Key	Steaks for Grilling							Smoker	Ground Beef (lean % where noted)								Cond.						
				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin		London Broil	Whole Brisket	73-75%		80%/Chuck		85-90%			93-95%		Sirloin	Patties		
				bone-in	bnls			bone-in	bnls					reg	value	reg	value	reg	value		reg	value				
KY (cont)	IGA Stores OH/KY	Black Angus	C					9.99				3.39					3.99									
		n/i												2.99												
	IGA Stores SE	Tender Ridge						6.98	5.48	2.98				2.18		2.58										
	Kroger Cincinnati	n/i	C	6.99												3.49								value		
		n/i																							value	
	Kroger Delta	n/i	C	8.99											1.99										value	
		Kroger																								value
	Kroger MidSouth	n/i	C	8.99				5.99																		value
	Kroger MidAtlantic	Simple Truth	O														5.99									grass
		n/i	C	6.99																						value
		Kroger																2.49								
	Kroger MidSouth	n/i																3.49								
		n/i	C		9.99						5.99															value
	Kroger Nashville	n/i																3.49								
		n/i	C		8.99				9.99				2.99													value
		Simple Truth	A													4.99										
	Lucky's Market	n/i	C	7.99						3.98									3.99							value
	Meijer	n/i																1.79								
		Angus	C		12.99					6.99								2.29	4.49							
	PW Houchen's	n/i													2.18									2.88	73%	
	Ruler Food	Kroger													1.99											
	Save-a-Lot	n/i				3.99																				value
	Super Dollar	n/i																2.45								
SuperValu Stores	Angus Farms	C		10.99																						
	n/i																	2.99								
Target	Angus	C		13.99	10.99			11.62	9.49																	
	Laura's Lean	A																								
	Market Pantry												3.19		3.99	3.79	4.59	4.39	4.99	4.85	5.29	4.59	4.59	80%		
	Market Pantry																					4.99	4.99	85%		
	Market Pantry																					6.39	6.39	93%		
	Simply Balanced	O															5.49		5.99						grass	
TC Grocers	n/i													1.99		2.69										
	n/i	S			6.99																					

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2019

prices in \$US per pound unless otherwise noted.

BEEF

State	Supermarket	Brand	Key	Steaks for Grilling								Smoker	Ground Beef (lean % where noted)								Cond.			
				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin	London Broil		Whole Brisket	73-75%		80%/Chuck		85-90%		93-95%		Sirloin	Patties	
				bone-in	bnls			bone-in	bnls					reg	value	reg	value	reg	value	reg				value
KY (cont)	The Fresh Market	n/i	C	14.99	14.99		9.99																	
		n/i												4.99						5.99				
	Trader Joe's	Trader Joe's	P		18.99																6.99	85%		
	United Grocery	Black Canyon	O																		2.99	80%		
	ValuMarket	n/i			6.99								2.29											
MS	AG Baton Rouge	Black Angus	C		10.99							2.99												
		Angus	S		9.99																			
		n/i													2.49									
	ALDI	n/i	O													4.49								
		Black Angus	C						4.99															
		n/i												1.99										
	Corner Market	Angus	C						5.99															
		Angus	P					12.99					3.99											
		n/i														2.49						3.49	80%	
	Dollar General Mrkt	n/i			9.95										1.95							3.95	80%	
	Food Giant	Black Canyon				5.99																	value	
		n/i													1.99		2.99							
	Froogle's	n/i													2.25							2.75	73%	
		Angus	C								2.98													
	Greer's	Black Angus	S		6.89																			
		n/i			5.89																			
	Grocery Depot	n/i																				3.63	80%	
Kroger Delta	n/i	C		8.99																		value		
	Kroger													1.99										
Mac's Fresh Mrkt	n/i	P							5.99															
	Angus	C			9.99																			
	n/i															2.99								
PW Houchen's	n/i													2.18							2.88	73%		
Ramey's	Black Angus	S				6.98																		
Rouse's Market	n/i																							
	n/i	S		5.99																				
Save-a-Lot	n/i					3.99																value		
Sullivan's Grocery	n/i															2.59						2.79	75%	

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

**Memorial Day 2019
BEEF**

prices in \$US per pound unless otherwise noted.

State	Supermarket	Brand	Key	Steaks for Grilling								Smoker	Ground Beef (lean % where noted)								Cond.			
				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin	London Broil		Whole Brisket	73-75%		80%/Chuck		85-90%		93-95%		Sirloin	Patties	
				bone-in	bnls			bone-in	bnls					reg	value	reg	value	reg	value	reg				value
MS (cont)	Superlo Foods	Angus	C																					
	Target	Angus	C		13.99	10.99			11.62	9.49						2.99								
		Laura's Lean	A																6.99					
		Market Pantry										3.19		3.99	3.79	4.59	4.39	4.99	4.85	5.29	4.59		80%	
		Market Pantry																			4.99		85%	
		Market Pantry																			6.39		93%	
		Simply Balanced	O													5.49		5.99					grass	
		The Fresh Market	n/i	C	14.99	14.99		9.99													5.99			
			n/i												4.99									
			n/i	P		18.99																		
		Vowell's	n/i													2.49						2.69		73%
			Black Canyon	S		9.99																		
		Winn-Dixie	WD Brand													2.98		5.99						value
			WD Angus	C	6.99	11.99	6.99		9.99		4.99													value
		n/i		5.99		5.99		5.99										6.99					value	
		Laura's Lean	A																					
		Naturally Better	G											3.99										
NC	ALDI	n/i	O														4.49							
		Black Angus	C						4.99															
		n/i											1.99											
		Bi-Lo	Naturally Better	A										3.99										
			Gold Star												2.99		5.99							value
			Gold Star	C		7.99	8.99		9.99		4.99													value
			Laura's Lean	A													6.99							value
			n/i		5.99		5.99		5.99															value
		Carlie C's IGA	Carlie C's				6.98																	
		Compare Foods	n/i	C											1.98									
		Earth Fare	n/i	C	7.99				11.99				3.99											
			n/i	G																	4.99			
		Food Lion	n/i	C			6.99			5.99	2.99			2.49		3.99								
		Food Pride	n/i				6.99																	value
		n/i				7.99									2.69						2.99		80%	
	Fresh Foods	n/i						4.29							2.66								value	
		Blackwell Angus	C						4.99															

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2019

prices in \$US per pound unless otherwise noted.

BEEF

State	Supermarket	Brand	Key	Steaks for Grilling							Smoker	Ground Beef (lean % where noted)								Cond.			
				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin		London Broil	73-75%		80%/Chuck		85-90%		93-95%		Sirloin	Patties	
				bone-in	bnls			bone-in	bnls				reg	value	reg	value	reg	value	reg				value
NC (cont)	Galaxy Foods	Tender Ridge						7.98		3.48													
		n/i												2.88									
	Great Valu Markets	Star Ranch	C		11.99	7.99	7.99			2.99													
		n/i												3.49									
	Harris Teeter	HT Rancher			7.99																4.99	value	
		HT Reserve	C		8.99																		
		Harris Teeter													2.99							7.99	L 2
		Strauss	G																				80%
	Harvey's	n/i				4.98								1.98									value
		Angus	C			8.98					4.48												value
	Hills	n/i				3.99																	value
		Blackwell Angus							9.99														
	H-Mart	n/i			5.98																		
	IGA Food Stores	Preferred Angus				7.89	7.99																
		Preferred Angus				6.89	6.99																value
		n/i																					
	IGA Stores SE	Tender Ridge							6.98	5.48	2.98			2.18									
	Ingle's Markets	n/i																					
		Ingle's	C			7.98	8.48																
		Harvest Farms	A		14.98																		
	Just \$ave Foods	n/i																					
	Black Angus							6.98		2.98													
Lidl	Steakhouse	O																					
	Steakhouse	G		10.39				13.59	10.99													L 4	
Lowes Foods	n/i	G			5.97																		
	n/i				7.97								3.99									value	
	Angus	C			10.97																		
Piggly Wiggly Retail	n/i					5.99																value	
Piggly Wiggly Store	n/i																					3.99	
	Preferred Angus	S		7.99						2.99													
Publix	Publix																						
	Publix	C		7.99	8.99			9.99	5.99														
	GreenWise	A						10.99	5.99														
	White Oak Pastures	G																				Choice	

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2019

prices in \$US per pound unless otherwise noted.

BEEF

State	Supermarket	Brand	Key	Steaks for Grilling								Smoker	Ground Beef (lean % where noted)								Cond.				
				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin	London Broil		Whole Brisket	73-75%		80%/Chuck		85-90%		93-95%		Sirloin	Patties		
				bone-in	bnls			bone-in	bnls					reg	value	reg	value	reg	value	reg				value	
NC (cont)	Publix (continued)	Maverick Ranch	G															5.79							
		Dakota	O															5.99							
		Strauss	A															6.99							
		Save-a-Lot	n/i			3.99																		value	
		Sprout's Market	n/i			5.99			5.99										2.99						
		Target	Angus	C		13.99	10.99				9.49														
		Laura's Lean	A																6.99						
		Market Pantry											3.19		3.99	3.79	4.59	4.39	4.99	4.85	5.29	4.59	4.99	80%	
		Market Pantry																				6.39	93%		
		Market Pantry																						grass	
		Simply Balanced	O														5.49		5.99						
		The Fresh Market	n/i	C	14.99	14.99		9.99																	
	n/i																								
	n/i	P		18.99																					
Trader Joe's	Trader Joe's	O																				6.99	85%		
United Grocery	Black Canyon																					2.99	80%		
SC	ALDI	n/i	O															4.49							
		Black Angus	C							4.99															
		n/i												1.99											
		Bi-Lo	Naturally Better	A											3.99										
		Gold Star														2.99									
		Gold Star		C		7.99	8.99			9.99		4.99												value	
		Laura's Lean	A																						
		n/i			5.99		5.99			5.99														value	
		Dollar General Mkt	n/i		9.95																		3.95	80%	
		Earth Fare	n/i	C	7.99					11.99			3.99												
			n/i	G																			4.99		
		Food Lion	n/i	C			6.99				5.99	2.99		2.49					3.99						
Galaxy Foods	Tender Ridge							7.98		3.48															
	n/i														2.88										
Harris Teeter	HT Rancher				7.99																	value			
	HT Reserve	C			8.99																				
	Harris Teeter																								
	Strauss	G															2.99					7.99	80%		

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2019

prices in \$US per pound unless otherwise noted.

BEEF

State	Supermarket	Brand	Key	Steaks for Grilling							Smoker	Ground Beef (lean % where noted)								Cond.				
				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin		London Broil	73-75%		80%/Chuck		85-90%		93-95%		Sirloin	Patties		
				bone-in	bnls			bone-in	bnls				reg	value	reg	value	reg	value	reg				value	
SC (cont)	Harvey's	n/i				4.98							1.98									value		
		Angus	C			8.98					4.48											value		
	Hills	n/i				3.99								2.49								value		
		Blackwell Angus				9.99																		
	IGA Food Stores	Preferred Angus				7.89	7.99																value	
		Preferred Angus				6.89	6.99																	
		n/i													2.59									
	IGA Stores SE	Tender Ridge							6.98	5.48	2.98			2.18										
	Ingle's Markets	n/i																						
		Ingle's	C			7.98	8.48																	
		Harvest Farms	A	14.98																				
	Kroger Atlanta	n/i													3.49	1.99								
		n/i	C		6.99				9.99		4.99												value	
		Simple Truth	A												4.99									
	Lidl	Steakhouse	O													3.49							L 4	
		Steakhouse	G	10.39					13.59	10.99														
	Lowes Foods	n/i	G		5.97																			
		n/i			7.97									3.99									value	
		Angus	C		10.97																			
	Publix	Publix														3.49					4.99			
		Publix	C	7.99	8.99				9.99	5.99														
		GreenWise	A						10.99	5.99													Choice	
		White Oak Pastures	G																					
		Maverick Ranch	G																					
	Dakota	O													5.99									
	Strauss	A													6.99									
PW Carolina Co.	n/i			5.99									1.88									value		
	Angus	C		9.99																				
Quality Foods	n/i												1.99											
	Angus								3.99													value		
Save-a-Lot	n/i				3.99																	value		
Sprout's Market	n/i	C			5.99			5.99									2.99							
Target	Angus	C		13.99	10.99			11.62	9.49															
	Laura's Lean	A																						

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2019

prices in \$US per pound unless otherwise noted.

BEEF

State	Supermarket	Brand	Key	Steaks for Grilling								Smoker	Ground Beef (lean % where noted)								Cond.			
				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin	London Broil		Whole Brisket	73-75%		80%/Chuck		85-90%		93-95%		Sirloin	Patties	
				bone-in	bnls			bone-in	bnls					reg	value	reg	value	reg	value	reg				value
SC (cont)	Target (continued)	Market Pantry										3.19		3.99	3.79	4.59	4.39	4.99	4.85	5.29	4.59	80%		
		Market Pantry																			4.99	85%		
		Market Pantry																				6.39	93%	
		Simply Balanced	O													5.49		5.99					grass	
		The Fresh Market	n/i	C	14.99	14.99		9.99														5.99		
		n/i	P			18.99																		
Trader Joe's	Trader Joe's	O																			6.99	85%		
TN	ALDI	n/i	O													4.49								
		Black Angus	C						4.99															
	Cash Saver TC	n/i											1.99											
		n/i	S			6.28									2.46									
	Chappell's	n/i		9.99																			value	
	Dollar General Mkt	n/i		9.95																		3.95	80%	
	E.W. James	Angus	S			7.99	8.99																	
		n/i																						
	Earth Fare	n/i	C	7.99																				
		n/i	G									3.99										4.99		
	Food City	Angus	C	9.99																				value
		Food City																						
	Food Country	Preferred Angus																						
		n/i																						
	Food Giant	n/i																						
		Black Canyon					5.99																	3.49
	Food Lion	n/i	C				6.99																	
		Black Canyon																						value
	Food Rite	Black Canyon					9.99																	
		Two Rivers					9.60																	
Gordon Food	Black Canyon					9.99																	value	
	n/i	S																					80%	
H.G. Hill	IGA	S				7.99																		
	n/i																							
IGA Houchen's	IGA	S																						
	n/i																							
	Laura's Lean	A																					5.99	

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2019

prices in \$US per pound unless otherwise noted.

BEEF

State	Supermarket	Brand	Key	Steaks for Grilling							Smoker	Ground Beef (lean % where noted)								Cond.						
				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin		London Broil	Whole Brisket	73-75%		80%/Chuck		85-90%			93-95%		Sirloin	Patties		
				bone-in	bnls			bone-in	bnls					reg	value	reg	value	reg	value		reg	value				
TN (cont)	IGA Stores OH/KY	Black Angus	C					9.99				3.39														
		n/i												2.99			3.99									
	IGA Stores SE Ingle's Markets	Tender Ridge						6.98	5.48	2.98				2.18			2.58									
		n/i															2.98									
		Ingle's		C		7.98	8.48																			
		Harvest Farms		A	14.98																					
	Kroger Delta	n/i		C	8.99										1.99										value	
		Kroger																								
	Kroger MidAtlantic	Simple Truth		O														5.99							grass	
		n/i		C	6.99																				value	
		Kroger																2.49								
	Kroger Nashville	n/i																3.49								
		n/i		C		8.99			9.99				2.99												value	
		Simple Truth		A												4.99										
	Publix	Publix																3.49				4.99				
		Publix		C	7.99	8.99			9.99	5.99																
		GreenWise		A					10.99	5.99															Choice	
		White Oak Pastures		G																						
		Maverick Ranch		G																						
		Dakota		O														5.99								
		Strauss		A														6.99								
	Ragland Bros.	n/i																2.79							3.69	
	Save-a-Lot	n/i				3.99																			80%	
	Sprout's Market	n/i		C		5.99			5.99										2.99						value	
	Super Dollar	n/i																2.45								
	Superlo Foods	Angus		C														2.99								
	Target	Angus		C		13.99	10.99		11.62	9.49																
		Laura's Lean		A																						
		Market Pantry												3.19		3.99	3.79	4.59	4.39	4.99	4.85	5.29	4.59	4.99	80%	
		Market Pantry																							85%	
	Market Pantry																							93%		
	Simply Balanced		O														5.49		5.99					grass		
TC Grocers	n/i													1.99		2.69										
	n/i		S		6.99																					

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2019

prices in \$US per pound unless otherwise noted.

BEEF

State	Supermarket	Brand	Key	Steaks for Grilling								Smoker	Ground Beef (lean % where noted)								Cond.					
				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin	London Broil		Whole Brisket	73-75%		80%/Chuck		85-90%		93-95%		Sirloin	Patties			
				bone-in	bnls			bone-in	bnls					reg	value	reg	value	reg	value	reg				value		
TN <i>(cont)</i>	The Fresh Market	n/i	C	14.99	14.99		9.99																			
		n/i												4.99						5.99						
	Tietgen's	n/i	P		18.99																		value			
		n/i				7.99								2.49									2.99	73%		
	Trader Joe's United Grocery	Trader Joe's Black Canyon	O																				6.99	85%		
																							2.99	80%		
VA	ALDI	n/i	O														4.49									
		Black Angus	C						4.99																	
		n/i											1.99													
	Dollar General Mkt	n/i		9.95									1.95										3.95	80%		
	Earth Fare	n/i	C	7.99																						
		n/i	G																				4.99			
	Food City	Angus	C	9.99																					value	
		Food City																2.99								
	Food Country	Preferred Angus							7.98	4.98														3.49	80%	
		n/i																						2.99	73%	
	Food Lion	n/i	C			6.99				5.99	2.99			2.49				3.99								
	Galaxy Foods	Tender Ridge																								
		n/i																2.88								
	Giant Food	Butcher Shop	C			4.99	4.99			6.99																value
		Angus	C	8.99																						> 3 pks
		Angus	C	9.99																						
		Giant												1.99				1.99								L 1
	Giant												2.49				2.99									
	Giant	P																								
	Nature's Promise	O															5.00								grass	
Grant's	Angus	C							3.99								3.29									
Great Valu Markets	Star Ranch	C		11.99	7.99	7.99																				
	n/i																									
Harris Teeter	HT Rancher			7.99																					value	
	HT Reserve	C		8.99																						

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2019

prices in \$US per pound unless otherwise noted.

BEEF

State	Supermarket	Brand	Key	Steaks for Grilling							Smoker	Ground Beef (lean % where noted)								Cond.				
				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin		London Broil	73-75%		80%/Chuck		85-90%		93-95%		Sirloin	Patties		
				bone-in	bnls			bone-in	bnls				reg	value	reg	value	reg	value	reg				value	
VA (cont)	Harris Teeter	Harris Teeter												2.99								L 2		
	(continued)	Strauss	G																		7.99	80%		
	IGA Houchen's	IGA	S			7.99																		
		n/i													2.69									
		Laura's Lean	A															5.99				5.99	92%	
	IGA Stores SE	Tender Ridge						6.98	5.48	2.98			2.18		2.58									
	Ingle's Markets	n/i													2.98									
		Ingle's	C			7.98	8.48																	
		Harvest Farms	A		14.98																			
	Kroger MidAtlantic	Simple Truth	O															5.99					grass value	
		n/i	C		6.99																			
		Kroger														2.49								
	Lidl	Steakhouse	O															3.49					L 4	
		Steakhouse	G		10.39				13.59	10.99														
	Lowes Foods	n/i	G			5.97																		
		n/i				7.97								3.99										value
		Angus	C			10.97																		
	Martin's Food	Giant													1.99									
		Butcher Shop	C						7.99															>3 pks
		Butcher Shop	C						8.99															
		Nature's Promise	O						16.00															grass value
	Osborne's	n/i				7.99																		grass value
		n/i												2.49										2.79
Piggly Wiggly Retail	n/i				5.99																		73% value	
Piggly Wiggly Store	n/i																						3.99	
	Preferred Angus	S		7.99						2.99													80%	
Publix	Publix													3.49						4.99				
	Publix	C		7.99	8.99			9.99	5.99															
	GreenWise	A						10.99	5.99														Choice	
	White Oak Pastures	G																						
	Maverick Ranch	G																						
	Dakota	O															5.99							
	Strauss	A															6.99							
Ruler Food	Kroger												1.99											

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2019

prices in \$US per pound unless otherwise noted.

BEEF

State	Supermarket	Brand	Key	Steaks for Grilling							Smoker	Ground Beef (lean % where noted)								Cond.						
				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin		London Broil	Whole Brisket	73-75%		80%/Chuck		85-90%			93-95%		Sirloin	Patties		
				bone-in	bnls			bone-in	bnls					reg	value	reg	value	reg	value		reg	value				
VA <i>(cont)</i>	Safeway Eastern	n/i												2.99		3.99					6.99	93%				
		n/i																				4.99	80%			
		Open Nature	G																				6.49	85%		
		Open Nature	O													6.99										
	Save-a-Lot	n/i	C			5.77	5.77																value			
		n/i				3.99																	value			
	Shop'n Save	n/i							6.99						2.49								AU			
		n/i													2.99											
	Shoppers Food	n/i																								
		n/i																					AU			
	Shoppers Value	n/i																								
		n/i												1.98												
	Super Dollar	n/i																								
		n/i																								
	Target	Angus	C		13.99	10.99																				
		Laura's Lean	A																							
	Market Pantry	Market Pantry													3.19		3.99	3.79	4.59	4.39	4.99	4.85	5.29	4.59	80%	
		Market Pantry																						4.99	85%	
		Market Pantry																							6.39	93%
		Simply Balanced	O																5.49						5.99	grass
The Fresh Market	n/i	C		14.99	14.99				9.99																	
	n/i																									
	n/i	P			18.99																					
Trader Joe's	Trader Joe's	O																						6.99	85%	
	Wegman's	C			12.99		12.49																			
Wegman's	Wegman's	A			10.99																					
	Wegman's Angus				19.49																					
	Wegman's	O			15.29																					
	Wegman's																									
Weis Markets	Weis	C																								
	Weis Naturals	G																								
	Angus	C																								
	n/i																									
WV	ALDI	n/i	O																							
		Black Angus	C																							
	Food Fair	n/i																								
		Black Canyon					6.99																			
Food Lion	n/i	C																								

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2019
BEEF

prices in \$US per pound unless otherwise noted.

State	Supermarket	Brand	Key	Steaks for Grilling							Smoker	Ground Beef (lean % where noted)								Cond.				
				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin		London Broil	73-75%		80%/Chuck		85-90%		93-95%		Sirloin	Patties		
				bone-in	bnls			bone-in	bnls				reg	value	reg	value	reg	value	reg				value	
WV (cont)	Foodland	n/i	S						5.99															
	(cont)	n/i													2.99									
	Galaxy Foods	Tender Ridge						7.98		3.48														
		n/i													2.88									
	Giant Eagle	n/i	C					7.99							2.49							value		
	IGA Stores SE	Tender Ridge						6.98	5.48	2.98			2.18		2.58									
	Kroger Columbus	n/i	C	5.99		5.99																value		
		n/i													3.49									
	Kroger MidAtlantic	Simple Truth	O													5.99							grass	
		n/i	C	6.99																			value	
		Kroger													2.49									
	Martin's Food	Giant													1.99									
		Butcher Shop	C						7.99														>3 pks	
		Butcher Shop	C						8.99															
		Nature's Promise	O						16.00														grass	
	Piggly Wiggly Store	n/i														2.99						3.99	80%	
		Preferred Angus	S	7.99							2.99												2.99	73%
	Riesbeck's	n/i																					value	
		Hereford	C			7.99	7.99				4.29												value	
	Save-a-Lot	n/i				3.99																	value	
	Shop'n Save	n/i							6.99							2.49							AU	
	Shoppers Value	n/i							5.98														AU	
		n/i												1.98										
Sparkle Markets	n/i							4.99					2.99									value		
	n/i																				4.99	80%		
Target	Angus	C		13.99	10.99			11.62	9.49															
	Laura's Lean	A												3.19	3.99	3.79	4.59	4.39	4.99	4.85	5.29	4.59	80%	
	Market Pantry																					4.99	85%	
	Market Pantry																					6.39	93%	
	Market Pantry																							
	Simply Balanced	O													5.49		5.99						grass	
Weis Markets	Weis	C						5.99																
	Weis Naturals	G							5.99															
	Angus	C							5.99															
	n/i														3.69									

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2019

prices in \$US per pound unless otherwise noted.

BEEF

State	Supermarket	Brand	Key	Steaks for Grilling							Smoker	Ground Beef (lean % where noted)								Cond.				
				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin		London Broil	Whole Brisket	73-75%		80%/Chuck		85-90%			93-95%		Sirloin	Patties
				bone-in	bnls			bone-in	bnls					reg	value	reg	value	reg	value		reg	value		
IA <i>(cont)</i>	Price Chopper	KC Pride						11.20			4.49				2.49									
	Quillin's	n/i		9.99												2.99								
	Russ's Market	n/i													2.99	2.99					3.49	85%		
		n/i	C			7.99	8.99																	
	Save-a-Lot	n/i				3.99																	value	
	Schnuck's	Angus	C						5.99															
		Verde Farms	O													5.99								grass
		Schnuck's													3.49									
	Sunshine Foods	n/i	C		9.99																			
		Sunshine's Own														2.49								
	Super Saver	Star Ranch			8.97																			
		n/i													2.98	2.48								
Target	Angus	C		13.99	10.99			11.62	9.49															
	Laura's Lean	A																						
	Market Pantry											3.19		3.99	3.79	4.59	4.39	4.99	4.85	5.29	4.59	80%		
	Market Pantry																				4.99	85%		
	Market Pantry																					6.39	93%	
	Simply Balanced	O														5.49		5.99					grass	
Thriftway Stores	n/i							7.99			2.99				2.49							3.49	80%	
Trader Joe's	Trader Joe's	O																				6.99	85%	
IL	ALDI	n/i	O														4.49							
		Black Angus	C						4.99															
		n/i											1.99											
	Angelo Caputo	n/i					6.49	6.69	5.99					2.49							5.99			
		n/i	C		7.99				15.99															
	AW Grocer	n/i							4.99					2.79	2.49									
	Berkot's	n/i	P		14.99		14.99		13.99															
		n/i	C						5.99															
	Borowiak's IGA	IGA TableRite			5.88										2.98									value
		Borowiak's Best													2.88									
Brookhaven	n/i	P						9.99																
Butera	n/i			4.99	6.99								1.69	2.89						3.99	3.99	80%		
	Diamond Lean				3.99																			
	Angus	C			6.99																			

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2019

prices in \$US per pound unless otherwise noted.

BEEF

State	Supermarket	Brand	Key	Steaks for Grilling							Smoker	Ground Beef (lean % where noted)								Cond.				
				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin		London Broil	Whole Brisket	73-75%		80%/Chuck		85-90%			93-95%		Sirloin	Patties
				bone-in	bnls			bone-in	bnls					reg	value	reg	value	reg	value		reg	value		
IL (cont)	Cermak's	Angus	C											3.49										
		n/i		5.99		3.99																		
	County Market NFI	n/i																			2.49	75%		
	Cub Foods	n/i	C			7.99	7.99																	
	El Guero	n/i	C	5.99					3.99															
	Fairplay Foods	n/i				5.99	6.29						1.99								3.99	85%		
		n/i	C						5.98															
		Angus	C									5.99												
	Fareway	n/i	C	8.99		6.99	9.99					2.99												
		n/i																						
	Fishers Jack&Jill	n/i	C							4.99														
		n/i																						
	Food 4 Less	n/i	C	7.99																				
	Food Pride	n/i																						
		Angus Pride	C	9.99																		3.99	85%	
	Fresh Thyme Mrkt	n/i																						
	Garden Fresh	Black Angus	H	7.99																				
	Gordon Food	Two Rivers						9.60																
	Heinen's	Heinen's	A																					
	Hy-Vee	n/i																						
	HV Reserve	C	12.99																					
	HV True Choice	A								5.99														
	Strauss	G																						
	HV Reserve	S								7.99														
IGA Houchen's	IGA	S			7.99																			
	n/i																							
	Laura's Lean	A																			5.99	92%		
IGA Stores IL/IN	IGA TableRite																				3.28	85%		
Jewel-Osco	n/i	C	9.99		5.99		6.99																	
	n/i																							
	Laura's Lean	A																			5.99	92%		
Jimenez	n/i																							
Kirby Foods IGA	IGA TableRite																				3.28	85%		

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

**Memorial Day 2019
BEEF**

prices in \$US per pound unless otherwise noted.

State	Supermarket	Brand	Key	Steaks for Grilling								Smoker	Ground Beef (lean % where noted)								Cond.			
				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin	London Broil		Whole Brisket	73-75%		80%/Chuck		85-90%		93-95%		Sirloin	Patties	
				bone-in	bnls			bone-in	bnls					reg	value	reg	value	reg	value	reg				value
IL (cont)	Kroger Central	n/i	C	6.99																		value		
	Kroger											2.49												
	Kroger MidSouth	n/i												3.49								value		
	Mariano's	n/i	C		9.99						5.99				2.48									
	Meijer	n/i												1.79										
	Pete's Market	Angus	C		12.99					6.99					2.29	4.49								
		n/i											2.49		2.99							3.99	85%	
	Piggly Wiggly MW	Black Angus	C	9.69		6.99	7.49		9.69															
		n/i												1.89										
		Diamond Lean				4.99	4.99		4.99														3.99	80%
	Plum Market	Angus	C																					
	Ruler Food	Niman Ranch	A						14.99															
	Save-a-Lot	Kroger												1.99										
	Schnuck's	n/i				3.99																	value	
		Angus	C							5.99														
		Verde Farms	O													5.99							grass	
		Schnuck's													3.49									
	Shop & Save Mrkt	n/i	P		8.99										2.69									
		n/i							4.99															
	Sullivan's	n/i														2.88								
		n/i	C										3.48											
	Sunset Foods	Angus	C						11.99															
	Target	Angus	C		13.99	10.99			11.62	9.49														
	Laura's Lean	A																						
	Market Pantry												3.19	3.99	3.79	4.59	4.39	4.99	4.85	5.29	4.59	80%		
	Market Pantry																				4.99	85%		
	Market Pantry																				6.39	93%		
	Simply Balanced	O													5.49		5.99					grass		
The Fresh Market	n/i	C		14.99	14.99		9.99																	
	n/i													4.99						5.99				
	n/i	P			18.99																			
Tony's Fresh	n/i				4.99										2.99									
	n/i	C		8.99					3.99															

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2019

prices in \$US per pound unless otherwise noted.

BEEF

State	Supermarket	Brand	Key	Steaks for Grilling							Smoker	Ground Beef (lean % where noted)								Cond.				
				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin		London Broil	Whole Brisket	73-75%		80%/Chuck		85-90%			93-95%		Sirloin	Patties
				bone-in	bnls			bone-in	bnls					reg	value	reg	value	reg	value		reg	value		
IL (cont)	Torres Market	n/i				3.98						3.98												
	Trader Joe's	Trader Joe's	O																		6.99	85%		
	Valli Produce	Aurora	C	8.99			4.69	4.99																
	Walt's Food Center	Walt's													2.99		3.99					3.59	80%	
		Hereford	C		7.99					7.99														
		Black Angus	P		14.99			11.99		13.99	6.99													
	Woodman's	n/i							5.99															
		Organic Prairie	O													6.99								
IN	ALDI	n/i	O														4.49							
		Black Angus	C							4.99														
		n/i											1.99											
	Al's Supermarket	Al's													2.88									
		n/i	C	9.88																				
	County Market	n/i													1.98									
		n/i	C				9.99																	
	County Market NFI	n/i																				2.49	75%	
	Dollar General Mkt	n/i		9.95										1.95								3.95	80%	
	Earth Fare	n/i	C	7.99						11.99			3.99											
		n/i	G																			4.99		
	Food 4 Less	n/i	C	7.99																				
	Fresh Encounter	Premium Angus					6.99																	value
		n/i														2.49							4.49	80%
	Fresh Thyme Mrkt	n/i																2.77						value
	Giant Eagle	n/i	C							7.99						2.49								
	Gordon Food	Two Rivers				9.60				9.60			2.99											
Harding's	Harding's														2.99	2.69								
	Tender Ridge	C			11.99																			
Harvest Supermark	Angus								7.99						2.99									
Holiday Foods	n/i				8.99																			
IGA Houchen's	IGA	S				7.99																		
	n/i																							
	Laura's Lean	A																				5.99	92%	
IGA Stores IL/IN	IGA TableRite																2.88					3.28	85%	

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2019

prices in \$US per pound unless otherwise noted.

BEEF

State	Supermarket	Brand	Key	Steaks for Grilling							Smoker	Ground Beef (lean % where noted)								Cond.							
				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin		London Broil	Whole Brisket	73-75%		80%/Chuck		85-90%			93-95%		Sirloin	Patties			
				bone-in	bnls			bone-in	bnls					reg	value	reg	value	reg	value		reg	value					
IN <i>(cont)</i>	IGA Stores OH/KY	Black Angus	C					9.99			3.39					3.99											
	Jay C Stores	n/i	C					5.99		5.99				2.99									value				
	Jewel-Osco	n/i	C	9.99		5.99		6.99							3.49												
		n/i	C											3.99			2.99			2.99			5.99	92%			
	Kirby Foods IGA	IGA TableRite	A														2.88						3.28	85%			
	Kroger Central	n/i	C	6.99																				value			
		Kroger												2.49											value		
	Kroger Cincinnati	n/i	C	6.99																					value		
		n/i																									
	Kroger MidSouth	n/i																									
		n/i	C		9.99						5.99															value	
	Lucky's Market	n/i	C	7.99						3.98																value	
	Martin's	Martin's																								value	
		Martin's	C		9.99																					80%	
	Meijer	n/i								5.99																	
		Angus	C		12.99					6.99																	
	Miller's Markets	n/i				4.99																					
		Hereford	C							5.49																	
	New Market	n/i		6.99		4.99		4.99																		value	
		Black Angus	C		10.99				10.99																		
	New Market																									4.99	85%
Ruler Food	Kroger													1.99													
Save-a-Lot	n/i				3.99																					value	
Schnuck's	Angus	C							5.99																		
	Verde Farms	O																								grass	
	Schnuck's																										
Strack & VanTil	Angus	C	11.99	12.99	9.99	10.99	5.99	9.99	7.99	4.99																	
	Laura's Lean	A																									
Target	Angus	C		13.99	10.99			11.62	9.49																	5.99	92%
	Laura's Lean	A																									
	Market Pantry												3.19		3.99	3.79	4.59	4.39	4.99	4.85	5.29	4.59				80%	

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2019

prices in \$US per pound unless otherwise noted.

BEEF

State	Supermarket	Brand	Key	Steaks for Grilling							Smoker	Ground Beef (lean % where noted)								Cond.				
				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin		London Broil	Whole Brisket	73-75%		80%/Chuck		85-90%			93-95%		Sirloin	Patties
				bone-in	bnls			bone-in	bnls					reg	value	reg	value	reg	value		reg	value		
IN <i>(cont)</i>	Target <i>(continued)</i>	Market Pantry																			4.99	85%		
		Market Pantry																			6.39	93%		
		Simply Balanced	O												5.49		5.99						grass	
	The Fresh Market	n/i	C	14.99	14.99		9.99														5.99			
		n/i	P		18.99																			
	Trader Joe's	Trader Joe's	O																			6.99	85%	
	Walt's Food Center	Walt's												2.99								3.59	80%	
		Hereford	C		7.99				7.99															
	Black Angus	P		14.99		11.99		13.99	6.99															
	Wesselman's	n/i			8.99								1.99											
MI	ALDI	n/i	O																					
		Black Angus	C						4.99								4.49							
		n/i										1.99												
	AW Grocer	n/i							4.99					2.79	2.49									
	Busch's	Busch's													2.79						2.99	80%		
		Creekstone	C		11.99	9.99																		
	County Market	n/i													1.98									
		n/i	C			9.99																		
	D&W Fresh Market	Open Acres	C						5.99															
		Pre	A						15.99															
		Meyer Natural	A						6.99															
		n/i															2.99							
	Earth Fare	n/i	C	7.99					11.99			3.99												
		n/i	G																		4.99			
	Family Fare	n/i													2.99	1.79								
		Pre	A						15.99															
	Open Acres	C						9.99	4.99															
Fresh Thyme Mrkt	n/i																2.77							
Food Pride	n/i														2.29									
	Grampa's				8.99																			
Glory Supermarket	n/i		6.99		3.88	3.88		5.99					1.88											
Gordon Food	Two Rivers				9.60			9.60			2.99													

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2019

prices in \$US per pound unless otherwise noted.

BEEF

State	Supermarket	Brand	Key	Steaks for Grilling							Smoker	Ground Beef (lean % where noted)								Cond.				
				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin		London Broil	Whole Brisket	73-75%		80%/Chuck		85-90%			93-95%		Sirloin	Patties
				bone-in	bnls			bone-in	bnls					reg	value	reg	value	reg	value		reg	value		
MI (cont)	Great Lakes	n/i												2.99							3.69			
	Star Ranch	C		10.99					3.49															
	Harding's	Harding's												2.99	2.69									
	Tender Ridge	C		11.99																				
	Hollywood Markets	Chairman's Reserve	C			7.99																4.59		
	n/i																							
	Jack's Market	Iowa Premium						7.99	6.99															
	n/i												2.69		2.89									value
	Kroger Central	n/i	C	6.99																				
	Kroger													2.49										value
	Kroger Columbus	n/i	C	5.99		5.99																		value
	n/i																							
	Kroger Michigan	n/i	C			5.99																		value
	n/i																							
	Louie's Fresh	n/i																						
	n/i		S						5.99															
	Lucky's Market	n/i	C	7.99					3.98															value
	Martin's	Martin's																						
	Martin's		C		9.99																			
	Meijer	n/i																						
Angus	C			12.99					6.99															
Miller's Markets	n/i				4.99																			
Hereford	C								5.49															
Pat's Foods IGA	Angus	C			8.99																			
n/i																								
Plum Market	Niman Ranch	A						14.99																
Polly's Market	n/i	C								3.99														
Ric's Food Center	n/i																							
Ric's		C			8.99				4.99															
Save-a-Lot	n/i				3.99																		value	
Spartan Stores	Chairman's Reserve																							
n/i																								
Laura's Lean	A																						5.99 92%	

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2019

prices in \$US per pound unless otherwise noted.

BEEF

State	Supermarket	Brand	Key	Steaks for Grilling							Smoker	Ground Beef (lean % where noted)								Cond.					
				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin		London Broil	Whole Brisket	73-75%		80%/Chuck		85-90%			93-95%		Sirloin	Patties	
				bone-in	bnls			bone-in	bnls					reg	value	reg	value	reg	value		reg	value			
MI <i>(cont)</i>	Super One Foods	Black Angus				7.77																			
		Meyer Natural	A						6.98																
	Tadych's	Angus Pride	C			8.99																			
		Thousand Hills	G												6.49										
	Target	Angus	C		13.99	10.99			11.62	9.49															
		Laura's Lean	A																6.99						
		Market Pantry										3.19		3.99	3.79	4.59	4.39	4.99	4.85	5.29	4.59	4.99	80%		
		Market Pantry																				6.39	93%		
		Market Pantry																							
		Simply Balanced	O													5.49		5.99						grass	
		Tom's/Oleson's	n/i	C		8.99	9.49			5.99						3.99							6.99	value	
		Trader Joe's	Trader Joe's	O																				85%	
		Valuland	n/i						5.99	4.99			1.99											value	
		VG's Grocery	n/i											2.99	1.79										
	Pre		A						15.99																
	Open Acres		C					9.99	4.99														value		
	Westborn Markets	n/i													2.99										
MN	ALDI	n/i	O													4.49									
		Black Angus	C						4.99																
		n/i										1.99													
	AW Grocers	n/i	C	8.99																				value	
		n/i						6.99																	
		n/i						7.19	4.99																
	Cash Wise	Four Brothers											2.79	2.49											
	Coborn's	Greater Omaha														2.47									
		Four Brothers	C		11.65																				
		1881 Legendary			12.99	11.99			11.99	8.99															
	County Market	n/i												1.98											
	n/i	C			9.99																				
Cub Foods	n/i	C			7.99	7.99																			
Dick's Fresh Mrkt	n/i														2.79										
Family Fare	n/i							9.59						2.99							3.49	80%			
	Open Acres		C						4.99																

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2019

prices in \$US per pound unless otherwise noted.

BEEF

State	Supermarket	Brand	Key	Steaks for Grilling								Smoker	Ground Beef (lean % where noted)								Cond.				
				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin	London Broil		Whole Brisket	73-75%		80%/Chuck		85-90%		93-95%		Sirloin	Patties		
				bone-in	bnls			bone-in	bnls					reg	value	reg	value	reg	value	reg				value	
MN (cont)	Fareway	n/i	C	8.99		6.99	9.99					2.99													
	(cont)	n/i															3.19	2.99							
	Festival	n/i															3.99								
		Black Angus	C			8.99	9.99																		
	Food Pride	n/i													2.29										
		Grampa's				8.99																			
	Fresh Thyme Mrkt	n/i																							
	Hornbacher's	Stockman & Dakota							7.99																
		n/i																							
	Hugo's	Hugo's																							
		Angus Farms	C		9.99																				
	Hy-Vee	n/i															1.77	4.48							
		HV Reserve	C		12.99																				
		HV True Choice	A							5.99															
		Strauss	G																						
		HV Reserve	S			11.99				7.99															
	Kowalski's	Akaushi	A																						Kobe
		Kowalski's	P		26.99	21.99																			ABF
	Lund's & Byerly's	L&B																							L 1
		L&B	C							8.99															
	Marketplace Foods	n/i																							
		Angus Pride	C																						3.99
	Maynard's	Angus	C																						85%
	n/i	C							6.99																
Nilssen's	Angus Pride	C			9.99	10.99																			
	n/i																								
Quillin's	n/i			9.99																					
Save-a-Lot	n/i					3.99																		value	
Sunshine Foods	n/i	C			9.99																				
	Sunshine's Own																								
Super One Foods	Black Angus					7.77																			
	Meyer Natural	A								6.98															
SuperValu Stores	Angus Farms	C			10.99																				
	n/i																								

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2019

prices in \$US per pound unless otherwise noted.

BEEF

State	Supermarket	Brand	Key	Steaks for Grilling							Smoker	Ground Beef (lean % where noted)								Cond.					
				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin		London Broil	Whole Brisket	73-75%		80%/Chuck		85-90%			93-95%		Sirloin	Patties	
				bone-in	bnls			bone-in	bnls					reg	value	reg	value	reg	value		reg	value			
MN (cont)	Target	Angus	C		13.99	10.99			11.62	9.49															
		Laura's Lean	A																						
		Market Pantry										3.19		3.99	3.79	4.59	4.39		6.99		5.29	4.59	80%		
		Market Pantry																				4.99	85%		
		Market Pantry																					6.39	93%	
		Simply Balanced	O													5.49		5.99						grass	
		Teal's Market	C	n/i						10.99															
Trader Joe's	O	Trader Joe's																				6.99	85%		
ND	Albert/SAFE Mntn	n/i	C	5.99								2.99										value			
		Double R Ranch	C		8.99					7.99													value		
		Open Nature	G													6.99									
		AW Grocer		n/i						4.99					2.79	2.49									
		Cash Wise		Four Brothers											3.48										
		Dan's Supermarket		n/i													2.99						3.49	80%	
		Open Acres	C							4.99															
		Family Fare		n/i						9.59							2.99							3.49	80%
		Open Acres	C							4.99															
		Food Pride		n/i												2.29									
		Grampa's				8.99																			
		Hombacher's		Stockman & Dakota						7.99															
		n/i																							
		Hugo's		Hugo's																					
		Angus Farms	C		9.99																				
		Leever's Foods		n/i													3.29	2.99							
		Preferred Angus								12.99	4.09														
		Marketplace Foods		n/i													3.79	3.59							
		Angus Pride	C							12.99	4.99													3.99	85%
		Miller's Fresh		n/i														3.59							
Angus Pride	C							12.99	4.29																
SuperValu Stores	C	Angus Farms		10.99																					
n/i																2.99									
Target	C	Angus		13.99	10.99			11.62	9.49																
Laura's Lean	A																								
Market Pantry												3.19		3.99	3.79	4.59	4.39		6.99		5.29	4.59	80%		

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2019

prices in \$US per pound unless otherwise noted.

BEEF

State	Supermarket	Brand	Key	Steaks for Grilling							Smoker	Ground Beef (lean % where noted)								Cond.				
				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin		London Broil	Whole Brisket	73-75%		80%/Chuck		85-90%			93-95%		Sirloin	Patties
				bone-in	bnls			bone-in	bnls					reg	value	reg	value	reg	value		reg	value		
ND (cont)	Target	Market Pantry																			4.99	85%		
	(continued)	Market Pantry																			6.39	93%		
	Teal's Market	Simply Balanced	O												5.49		5.99					grass		
		n/i	C					10.99																
NE	Albert/Safe Denver	Colorado Angus	C	9.99		5.77		6.99		4.97	3.67											value		
		Open Nature	G															7.99						
	ALDI	n/i	O														4.49							
		Black Angus	C							4.99														
		n/i											1.99											
	Apple Markets	n/i										2.99			2.99						3.49	80%		
		Angus	C																			value		
	AW Grocers	n/i	C	8.99																		value		
		n/i																						
		n/i								6.99														
	Baker's	Kroger								4.99						2.79	2.49							
		n/i	C			6.99						4.49										value		
		Simple Truth	A															5.99						
	Family Fare	n/i																				3.49	80%	
		Open Acres	C							4.99														
	Fareway	n/i	C	8.99		6.99	9.99																	
		n/i																						
	Food Pride	n/i																						
		Grampa's				8.99																		
	Fresh Thyme Mrkt	n/i																						
No Frills	Open Acres	C																						
	n/i																							
Save-a-Lot	n/i				3.99																	value		
Sun Mart	n/i																					3.49	80%	
Target	Angus	C		13.99	10.99																			
	Laura's Lean	A																						
	Market Pantry																							
	Market Pantry																					4.99	85%	
Pyramid Foods	Prairie Fresh				2.99																			
	Johnsonville																					2.92		

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2019

prices in \$US per pound unless otherwise noted.

BEEF

State	Supermarket	Brand	Key	Steaks for Grilling								Smoker	Ground Beef (lean % where noted)								Cond.			
				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin	London Broil		Whole Brisket	73-75%		80%/Chuck		85-90%		93-95%		Sirloin	Patties	
				bone-in	bnls			bone-in	bnls					reg	value	reg	value	reg	value	reg				value
NE <i>(cont)</i>	Pyramid Foods	Market Pantry																			6.39	93%		
	<i>(continued)</i>	Simply Balanced	O														5.49		5.99			3.49	grass	
	Russ's Market	n/i														2.99	2.99					3.49	85%	
		n/i	C			7.99	8.99																	
	Super Saver	Star Ranch				8.97																		
	Thriftway Stores	n/i							7.99				2.99				2.98	2.48					3.49	80%
	Trader Joe's	Trader Joe's	O																			6.99	85%	
OH	Acme Fresh Mrkt	Acme												2.99								3.99	80%	
		Angus	C			13.99	13.99					4.99												
	ALDI	n/i	O														4.49							
		Black Angus	C							4.99														
		n/i												1.99										
	Buehler's	Open Acres													2.77	2.57						3.39	80%	
		Angus	S			8.99	8.99																	
	Dave's Markets	n/i	S			8.99																		
	Dollar General Mrkt	n/i		9.95										1.95									3.95	80%
	Dorothy Lane	DLM	C															6.49					6.49	85%
	Earth Fare	n/i	C	7.99					11.99				3.99											
		n/i	G																		4.99			
	Family Fare	n/i							9.59							2.99							3.49	80%
		Open Acres	C							4.99														
	Fisher's Foods	Fisher's														2.99								
		Angus	S						9.99															
	Food Fair	Black Canyon				6.99										2.99								
	Fresh Encounter	Premium Angus				6.99																		value
		n/i														2.49							4.49	80%
	Fresh Thyme Mrkt	n/i																2.77						value
Giant Eagle	n/i	C						7.99							2.49									
Gordon Food	Two Rivers				9.60			9.60				2.99												
Heinen's	Heinen's	A						13.99																
IGA Houchen's	IGA	S			7.99																			
	n/i														2.69									
	Laura's Lean	A																	5.99			5.99	92%	

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2019

prices in \$US per pound unless otherwise noted.

BEEF

State	Supermarket	Brand	Key	Steaks for Grilling							Smoker	Ground Beef (lean % where noted)								Cond.						
				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin		London Broil	Whole Brisket	73-75%		80%/Chuck		85-90%			93-95%		Sirloin	Patties		
				bone-in	bnls			bone-in	bnls					reg	value	reg	value	reg	value		reg	value				
OH (cont)	IGA SpartanNash	n/i																				L 2				
		Angus	C				7.99																			
	IGA Stores OH/KY	Black Angus	C					9.99				3.39														
		n/i												2.99												
	Kroger Central	n/i	C	6.99																			value			
		Kroger													2.49									value		
	Kroger Cincinnati	n/i	C	6.99																				value		
		n/i																							value	
	Kroger Columbus	n/i	C	5.99		5.99																			value	
		n/i																							value	
	Kroger MidAtlantic	Simple Truth	O																						grass	
		n/i	C	6.99																					value	
		Kroger																								value
	Lucky's Market	n/i	C	7.99						3.98															value	
	Marc's	Pinebrook Valley																							80%	
		n/i	C							5.99																
	Meijer	n/i																								
		Angus	C		12.99					6.99																
	Miller's Markets	n/i				4.99																				
		Hereford	C							5.49																
Piggly Wiggly Stores	n/i																								80%	
	Preferred Angus	S	7.99																							
Riesbeck's	n/i																									
	Hereford	C			7.99	7.99																			73%	
Ruler Food	Kroger																								value	
Save-a-Lot	n/i				3.99																				value	
Shop'n Save	n/i							6.99																	AU	
Sparkle Markets	n/i							4.99																	value	
	n/i																								80%	
SuperValu Stores	n/i			6.99																					value	
	Star Ranch	C			8.99																					
	n/i																									
	Angus Farms	C		10.99																					80%	

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2019

prices in \$US per pound unless otherwise noted.

BEEF

State	Supermarket	Brand	Key	Steaks for Grilling							Smoker	Ground Beef (lean % where noted)								Cond.			
				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin		London Broil	73-75%		80%/Chuck		85-90%		93-95%		Sirloin	Patties	
				bone-in	bnls			bone-in	bnls				reg	value	reg	value	reg	value	reg				value
OH (cont)	Target	Angus	C		13.99	10.99			11.62	9.49													
		Laura's Lean	A																				
		Market Pantry										3.19		3.99	3.79	4.59	4.39	4.99	4.85	5.29	4.59	80%	
		Market Pantry																			4.99	85%	
	Market Pantry																				6.39	93%	
	Simply Balanced	O													5.49		5.99					grass	
	The Fresh Market	n/i	C	14.99	14.99		9.99																
	n/i												4.99						5.99				
	n/i		P		18.99																		
	Trader Joe's	Trader Joe's	O																		6.99	85%	
SD	Albert/SAFE Denver	Colorado Angus	C	9.99		5.77		6.99		4.97	3.67											value	
		Open Nature	G																				
	ALDI	n/i	O																				
		Black Angus	C							4.99													
		n/i											1.99										
	AW Grocers	n/i	C	8.99																			
		n/i							6.99														value
		n/i							7.19	4.99						2.79	2.49						
	Buche Foods	Angus	C		10.98																		
	Coborn's	Greater Omaha																					
		Four Brothers	C		11.65																		
		1881 Legendary			12.99	11.99				11.99	8.99												
	Family Fare	n/i								9.59							2.99					3.49	80%
		Open Acres	C							4.99													
	Fareway	n/i	C	8.99		6.99	9.99																
	n/i																						
Hy-Vee	n/i														1.77	3.19	2.99						
	HV Reserve	C	12.99						15.99														
	HV True Choice	A								5.99													
	Strauss	G															6.99						
	HV Reserve	S		11.99						7.99													
IGA Markets	n/i															2.99							
	Hereford	C							4.99													value	

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2019

prices in \$US per pound unless otherwise noted.

BEEF

State	Supermarket	Brand	Key	Steaks for Grilling							Smoker	Ground Beef (lean % where noted)								Cond.					
				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin		London Broil	Whole Brisket	73-75%		80%/Chuck		85-90%			93-95%		Sirloin	Patties	
				bone-in	bnls			bone-in	bnls					reg	value	reg	value	reg	value		reg	value			
SD <i>(cont)</i>	Ken's Super Fair	Demkota	C	10.99	9.99					3.49															
		Ken's												2.49											
	Lynn's Dakotamart	Dakotamart Pride	C					9.19															value		
		Dakotamart Pride	C					8.99																	
		n/i													3.19	2.99									
	Maynard's	Angus	C												2.99										
		n/i	C							6.99															
	Save-a-Lot	n/i				3.99																		value	
	Sunshine Foods	n/i	C		9.99																				
		Sunshine's Own													2.49										
	SuperValu Stores	Angus Farms	C		10.99																				
		n/i																							
	Target	Angus	C		13.99	10.99			11.62	9.49															
	Laura's Lean	A																							
	Market Pantry											3.19		3.99	3.79	4.59	4.39	4.99	4.85	5.29	4.59	4.99	6.39	80%	
	Market Pantry																							85%	
	Market Pantry																							93%	
	Simply Balanced	O														5.49		5.99						grass	
	Teal's Market	n/i	C					10.99																	
WI	ALDI	n/i	O																						
		Black Angus	C							4.99										4.49					
		n/i											1.99												
	AW Grocers	n/i	C	8.99																					
		n/i							6.99																
		n/i							7.19	4.99															
	Cermak's	Angus	C																						
		n/i			5.99	3.99																			
	Coborn's	Greater Omaha																							
		Four Brothers	C		11.65																				
		1881 Legendary			12.99	11.99			11.99	8.99															
	County Market	n/i																							
	n/i	C			9.99																				
Family Fare	n/i							9.59																	
	Open Acres	C							4.99															80%	

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2019

prices in \$US per pound unless otherwise noted.

BEEF

State	Supermarket	Brand	Key	Steaks for Grilling								Smoker	Ground Beef (lean % where noted)								Cond.			
				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin	London Broil		Whole Brisket	73-75%		80%/Chuck		85-90%		93-95%		Sirloin	Patties	
				bone-in	bnls			bone-in	bnls					reg	value	reg	value	reg	value	reg				value
WI (cont)	Festival Foods	Legendary Beef	C		12.80																			
	Food Pride	n/i													2.29									
		Grampa's			8.99																			
	Fresh Thyme Mrkt	n/i															2.77							
	Gordon Food	Two Rivers			9.60				9.60			2.99												
	Great Lakes	n/i												2.99							3.69			
		Star Ranch		C		10.99					3.49													
	Hy-Vee	n/i													1.77	4.48								
		HV Reserve		C	12.99					15.99														
		HV True Choice		A							5.99													
		Strauss		G													6.99							
		HV Reserve		S		11.99					7.99													
	Marketplace Foods	n/i															3.79	3.59						
		Angus Pride		C						12.99	4.99												3.99	85%
	Meijer	n/i													1.79									
		Angus		C		12.99					6.99				2.29	4.49								
	Nilssen's	Angus Pride		C			9.99		10.99															
		n/i																						
	Outpost Coop	Wisconsin Meadows		G													4.99							
	Pat's Foods IGA	Angus		C			8.99																	
		n/i																					3.49	85%
	Pick'n Save	n/i														2.49								
		Johnsonville																					2.45	
Piggly Wiggly MW	n/i													1.89										
	Diamond Lean				4.99	4.99			4.99													3.99	80%	
	Angus		C																					
Quillin's	n/i			9.99													2.99							
Save-a-Lot	n/i					3.99																	value	
Schnuck's	Angus		C							5.99														
	Verde Farms		O													5.99							grass	
	Schnuck's														3.49									
Sendik's	Sendik's														2.99									
Sentry Foods	Sentry																2.99					3.49	85%	
	Sentry		C	10.99		8.99																		

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2019

prices in \$US per pound unless otherwise noted.

BEEF

State	Supermarket	Brand	Key	Steaks for Grilling							Smoker	Ground Beef (lean % where noted)								Cond.						
				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin		London Broil	Whole Brisket	73-75%		80%/Chuck		85-90%			93-95%		Sirloin	Patties		
				bone-in	bnls			bone-in	bnls					reg	value	reg	value	reg	value		reg	value				
WI (cont)	Shurfine Food Cntr	Black Canyon n/i	C			7.98	8.48			4.98																
	Super One Foods	Black Angus Meyer Natural	A			7.77				6.98													3.98	85%		
	SuperValu Stores	Angus Farms n/i	C		10.99												2.99									
	Tadych's	Angus Pride	C			8.99																				
	Target	Thousand Hills		G					19.99								6.49									
		Angus		C	13.99	10.99			11.62	9.49																
	Market Pantry	Laura's Lean		A									3.19		3.99	3.79	4.59	4.39	4.99	4.85	5.29		4.59	80%		
		Market Pantry																					4.99	85%		
		Market Pantry																					6.39	93%		
	Simply Balanced		O													5.49		5.99							grass	
	Trader Joe's	Trader Joe's		O																			6.99	85%		
	Trig's	Trig's													1.99											
	Woodman's	Angus		C			7.99	8.49																		
		Organic Prairie		O												2.69		6.99								

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2019

prices in \$US per pound unless otherwise noted.

BEEF

State	Supermarket	Brand	Key	Steaks for Grilling								Smoker	Ground Beef (lean % where noted)								Cond.					
				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin	London Broil		Whole Brisket	73-75%		80%/Chuck		85-90%		93-95%		Sirloin	Patties			
				bone-in	bnls			bone-in	bnls					reg	value	reg	value	reg	value	reg				value		
AR (cont)	Shoppers Value	n/i				3.98							1.98													
		Chairman's Reserve						10.98	6.78														value			
	Super 1 Foods	n/i	S			4.97																				
		n/i	S			5.97																				
		Angus	C																							
	Target	Angus	C		13.99	10.99																				
		Laura's Lean	A																							
		Market Pantry											3.19		3.99	3.79	4.59	4.39		6.99			5.29	4.59	80%	
		Market Pantry																						4.99	85%	
		Market Pantry																						6.39	93%	
	Simply Balanced	O																						grass		
	TC Grocers	n/i												1.99		2.69										
	n/i	S				6.99																				
	The Fresh Market	n/i	C	14.99	14.99																					
	n/i																									
	n/i		P		18.99																					
AZ	Albertsons SW	n/i																								
		n/i	C																							
	AW Grocers	n/i																							value	
		n/i																								
	Basha's	n/i	C																						value	
		n/i																								85%
	Clark's Market	Angus	C		12.99																					
		n/i																								
	El Super	n/i			5.99		5.99																			
	Food City	n/i					5.99																			value
	Fry's	n/i	C				4.47																			value
		Simple Truth	O																							grass
	IGA Arizona	n/i																								
	n/i	S																								
Los Altos	n/i																									
Lowes Markets	Texas Beef																									
Safeway SW	n/i																									
	n/i		C																							

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2019

prices in \$US per pound unless otherwise noted.

BEEF

State	Supermarket	Brand	Key	Steaks for Grilling							Smoker	Ground Beef (lean % where noted)								Cond.					
				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin		London Broil	Whole Brisket	73-75%		80%/Chuck		85-90%			93-95%		Sirloin	Patties	
				bone-in	bnls			bone-in	bnls					reg	value	reg	value	reg	value		reg	value			
AZ (cont)	Smart & Final	n/i	C					6.99																	
	Smith's	n/i	C	5.99	5.99							3.49											value		
		Simple Truth		O												5.99								grass	
		Kroger											2.29												
		Sprout's Market	n/i	C			5.99		5.99								2.99								
		Target	Angus	C		13.99	10.99		11.62	9.49															
			Laura's Lean	A															6.99						
			Market Pantry										3.19		3.99	3.79	4.59	4.39	4.99	4.85	5.29	4.59	4.59	80%	
			Market Pantry																			4.99	4.99	85%	
			Market Pantry																			6.39	6.39	93%	
		Simply Balanced	O												5.49		5.99						grass		
	Trader Joe's	Trader Joe's	O																			6.99	85%		
CO	Affiliated Foods	n/i		8.99																					
		n/i		7.99																					
	Albert/Safe Denver	Colorado Angus	C	9.99		5.77		6.99	4.97	3.67														value	
		Open Nature	G															7.99							value
	Albert/Safe Mntn	n/i	C	5.99								2.99												value	
		Double R Ranch	C		8.99					7.99															value
		Open Nature	G													6.99									
	Associated Foods	Angus	C	9.99	10.99																				
	AW Grocers	n/i	C	8.99																					
		n/i							6.99																value
		n/i							7.19	4.99						2.79	2.49								
	Clark's Market	Angus	C		12.99																				
		n/i							7.99	5.99															
	Food King	n/i			3.98																				
	King Soopers	n/i	C					4.97																	value
		Laura's Lean	A																						
	Kroger													3.49											
Lowes Markets	Texas Beef								3.99																
Lucky's Market	n/i	C	7.99						3.98								3.99							value	
Ridley's	n/i			9.99				4.99																value	
	Hereford	C	10.98																						
	Buckley Farms														2.66										

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2019

prices in \$US per pound unless otherwise noted.

BEEF

State	Supermarket	Brand	Key	Steaks for Grilling							Smoker	Ground Beef (lean % where noted)								Cond.				
				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin		London Broil	Whole Brisket	73-75%		80%/Chuck		85-90%			93-95%		Sirloin	Patties
				bone-in	bnls			bone-in	bnls					reg	value	reg	value	reg	value		reg	value		
CO (cont)	Sprout's Market	n/i	C			5.99		5.99								2.99								
	Target	Angus	C		13.99	10.99		11.62	9.49															
		Laura's Lean	A															6.99						
		Market Pantry										3.19		3.99	3.79	4.59	4.39	4.99	4.85	5.29	4.59	80%		
		Market Pantry																			4.99	85%		
		Market Pantry																			6.39	93%		
	Simply Balanced		O												5.49		5.99					grass		
	Trader Joe's	Trader Joe's	O																		6.99	85%		
KS	Affiliated Foods	n/i		8.99																				
		n/i		7.99																			value	
	ALDI	n/i	O														4.49							
		Black Angus	C						4.99															
		n/i											1.99											
	Apple Markets	n/i										2.99			2.99						3.49	80%		
		Angus	C						11.99														value	
	AW Grocers	n/i						6.99															value	
		n/i						7.19	4.99						2.79	2.49								
	Brothers Market	n/i												2.99	2.49						3.99	80%		
		n/i	C						11.99				2.99											
	Country Mart	n/i							7.99				2.99			2.47					3.49	80%		
	CV's Family Foods	n/i													2.99									
		Chairman's Reserve								6.99														
	Dillon's	Kroger													2.59									
		n/i	C			6.99							4.49										value	
		Simple Truth	A															5.99						
Food Pride	n/i													2.99										
	Angus Pride	C		9.99				11.29													3.99	85%		
G&W Foods	n/i				12.00										3.19						3.49	80%		
	n/i	C										2.99												
Harp's	Black Angus	C		13.70								2.99												
	n/i													2.98										
Hen House	Hereford	C			8.99	9.99																		
	n/i																3.99							

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2019

prices in \$US per pound unless otherwise noted.

BEEF

State	Supermarket	Brand	Key	Steaks for Grilling							Smoker	Ground Beef (lean % where noted)								Cond.				
				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin		London Broil	Whole Brisket	73-75%		80%/Chuck		85-90%			93-95%		Sirloin	Patties
				bone-in	bnls			bone-in	bnls					reg	value	reg	value	reg	value		reg	value		
KS (cont)	Hy-Vee	n/i																						
		HV Reserve	C	12.99				15.99							1.77	4.48								
		HV True Choice	A						5.99															
		Strauss	G												6.99									
	Lowes Markets	HV Reserve	S		11.99				7.99															
		Texas Beef							3.99															
	Price Chopper	KC Pride						11.20			4.49				2.49									
	Pyramid Foods	Midwest Reserve	C			7.99					2.99		1.99									3.99	value	
		Midwest Reserve																					80%	
		Laura's Lean	A															6.99						
		Meyer Natural	A						13.99															
		Black Angus	C							9.99														
		n/i	P							7.99														
	Save-a-Lot	n/i				3.99																	value	
	Sprout's Market	n/i	C			5.99			5.99								2.99							
	Sun Fresh	n/i							7.99			2.99			2.47							3.49	80%	
	Target	Angus	C		13.99	10.99			11.62	9.49														
		Laura's Lean	A															6.99						
		Market Pantry										3.19		3.99	3.79	4.59	4.39	4.99	4.85	5.29	4.59	4.59	80%	
		Market Pantry																			4.99	4.99	85%	
	Market Pantry																			6.39	6.39	93%		
	Simply Balanced	O													5.49		5.99					grass		
Thriftway Stores	n/i						7.99			2.99				2.49							3.49	80%		
Trader Joe's	Trader Joe's	O																			6.99	85%		
Wood's Supermarket	Butcher's Pride	C					6.99				2.99										3.99	80%		
LA	AG Baton Rouge	Black Angus	C		10.99						2.99													
		Angus	S		9.99																			
	Albertsons Houston	n/i												2.49										
		Signature Farms												3.79				3.99						
	Breaux Mart	Angus	C	9.99		4.49		4.49			1.39												L 1	
	Brookshire's	Angus	C								2.99		1.99										value	
		n/i	S		6.99										2.99	4.69								
	n/i																					3.99	80%	

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2019

prices in \$US per pound unless otherwise noted.

BEEF

State	Supermarket	Brand	Key	Steaks for Grilling								Smoker	Ground Beef (lean % where noted)								Cond.			
				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin	London Broil		Whole Brisket	73-75%		80%/Chuck		85-90%		93-95%		Sirloin	Patties	
				bone-in	bnls			bone-in	bnls					reg	value	reg	value	reg	value	reg				value
LA (cont)	Brookshire Bros.	n/i	S			4.99																L 2		
	County Market	n/i												1.98										
		n/i	C			9.99																		
	Dollar General Mkt	n/i		9.95									1.95								3.95	80%		
	Kroger Dallas	n/i	C			4.77						1.67										value		
		Laura's Lean	A																					
	Mac's Fresh Mkt	n/i	P						5.99															
		Angus	C			9.99																		
		n/i													2.99									
	Market Basket	MB Premium	S			8.99																		
	Ramey's	Black Angus	S			6.98																		
	Rouse's Market	n/i																						
		n/i	S		5.99																			
	Shoppers Value	n/i	S			6.98																	value	
	Spring Market	n/i																					value	
	Super 1 Foods	n/i	S			4.97	5.97																	
		n/i	S			5.97	6.47									3.98								
		Angus	C							5.98														
	Target	Angus	C		13.99	10.99				9.49														
		Laura's Lean	A																					
	Market Pantry												3.19	3.99	3.79	4.59	4.39	4.99	4.85	5.29	4.59	80%		
	Market Pantry																				4.99	85%		
	Market Pantry																				6.39	93%		
	Simply Balanced	O														5.49		5.99				grass		
The Fresh Market	n/i	C		14.99	14.99		9.99																	
	n/i													4.99						5.99				
	n/i	P			18.99																			
Trader Joe's	Trader Joe's	O																			6.99	85%		
Winn-Dixie	WD Brand														2.98			5.99						
	WD Angus	C		6.99	11.99	6.99		9.99		4.99												value		
	n/i			5.99		5.99		5.99														value		
	Laura's Lean	A																6.99						
	Naturally Better	G													3.99									

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

**Memorial Day 2019
BEEF**

prices in \$US per pound unless otherwise noted.

State	Supermarket	Brand	Key	Steaks for Grilling								Smoker	Ground Beef (lean % where noted)								Cond.			
				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin	London Broil		Whole Brisket	73-75%		80%/Chuck		85-90%		93-95%		Sirloin	Patties	
				bone-in	bnls			bone-in	bnls					reg	value	reg	value	reg	value	reg				value
MO	ALDI	n/i	O														4.49							
	Apple Markets	n/i									2.99				2.99						3.49	80%		
		Angus	C					11.99															value	
	AW Grocer	n/i							4.99					2.79	2.49									
	Brothers Market	n/i												2.99	2.49						3.99	80%		
		n/i	C					11.99				2.99												
	C&R Supermarket	n/i													2.18						1.99	80%		
		Angus		7.99																				
	Cash Saver TC	n/i													2.46									
		n/i	S			6.28																		
	County Market NFI	n/i																				2.49	75%	
	Country Mart	n/i							7.99			2.99			2.47							3.49	80%	
	Fresh Thyme Mrkt	n/i																2.77						
	Food Giant	Black Canyon				5.99																	value	
		n/i											1.99		2.99									
	G&W Foods	n/i				12.00									3.19							3.49	80%	
		n/i	C									2.99												
	Gerbe's	Kroger													2.59									
		n/i	C			6.99						4.49											value	
		Simple Truth	A																5.99					
Gordon Food	Two Rivers							9.60			2.99													
Harp's	Black Angus	C	13.70								2.99													
	n/i													2.98										
Harter House	n/i																2.99							
Hays Supermarket	Angus	C			10.98							3.48		2.48							3.48	80%		
	Sterling Silver	C	10.98																					
Hen House	Hereford	C			8.99	9.99																		
	n/i																							
Hy-Vee	n/i													1.77	4.48									
	HV Reserve	C	12.99					15.99																
	HV True Choice	A							5.99															
	Strauss	G															6.99							
	HV Reserve	S			11.99					7.99														
IGA Stores IL/IN	IGA TableRite																2.88					3.28	85%	

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2019

prices in \$US per pound unless otherwise noted.

BEEF

State	Supermarket	Brand	Key	Steaks for Grilling							Smoker	Ground Beef (lean % where noted)								Cond.					
				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin		London Broil	Whole Brisket	73-75%		80%/Chuck		85-90%			93-95%		Sirloin	Patties	
				bone-in	bnls			bone-in	bnls					reg	value	reg	value	reg	value		reg	value			
MO (cont)	Kroger Central	n/i	C	6.99																			value		
	Kroger											2.49											value		
	Kroger Delta	n/i	C	8.99									1.99										value		
	Kroger																						value		
	Lucky's Market	n/i	C	7.99					3.98								3.99						value		
	Moser's	n/i						5.99				2.99			2.59								3.49	80%	
	Prenger's	n/i				6.99		7.99				2.99			2.19								3.49	80%	
	Price Chopper	KC Pride							11.20				4.49		2.49										
	Pyramid Foods	Midwest Reserve	C			7.99								1.99										value	
	Pyramid Foods	Midwest Reserve																					3.99	80%	
	Pyramid Foods	Laura's Lean	A																				6.99		
	Pyramid Foods	Meyer Natural	A						13.99																
	Pyramid Foods	Black Angus	C							9.99															
	Pyramid Foods	n/i	P							7.99															
	Ruler Food	Kroger												1.99											
	Save-a-Lot	n/i				3.99																		value	
	Schnuck's	Angus	C							5.99															
	Schnuck's	Verde Farms	O														5.99							grass	
	Schnuck's	Schnuck's													3.49										
	Sprout's Market	n/i	C			5.99			5.99								2.99								
	Sun Fresh	n/i							7.99				2.99		2.47									3.49	80%
	Target	Angus	C		13.99	10.99			11.62	9.49															
	Target	Laura's Lean	A																					6.99	
	Target	Market Pantry											3.19		3.99	3.79	4.59	4.39	4.99	4.85	5.29		4.59	80%	
	Target	Market Pantry																					4.99	85%	
	Target	Market Pantry																					6.39	93%	
	Target	Simply Balanced	O													5.49		5.99						grass	
	TC Grocers	n/i												1.99		2.69									
TC Grocers	n/i	S			6.99																				
TC Markets	Top Choice														2.79										
TC Markets	n/i	C						9.99															value		
Thriftway Stores	n/i							7.99				2.99		2.49									3.49	80%	
Trader Joe's	Trader Joe's	O																					6.99	85%	
Wood's Supermarket	Butcher's Pride	C						6.99				2.99											3.99	80%	

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2019

prices in \$US per pound unless otherwise noted.

BEEF

State	Supermarket	Brand	Key	Steaks for Grilling							Smoker	Ground Beef (lean % where noted)								Cond.					
				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin		London Broil	73-75%		80%/Chuck		85-90%		93-95%		Sirloin	Patties			
				bone-in	bnls			bone-in	bnls				reg	value	reg	value	reg	value	reg				value		
NM	Affiliated Foods	n/i		8.99																					
		n/i		7.99																		value			
	Albert/SAFE Denver	Colorado Angus	C	9.99		5.77		6.99		4.97	3.67											value			
		Open Nature	G																				7.99		
	Albertsons SW	n/i									3.99												2.97		
	Basha's	n/i	C					3.97																	
		n/i																						2.39	
	El Super	n/i		5.99		5.99							1.99			4.59									
	Food King	n/i				3.98																			
	John Brooks	n/i		7.99																					
		n/i		6.99																					
	King Soopers	n/i	C					4.97																	
		Laura's Lean	A																						5.99
		Kroger														3.49									
	Lowes Markets	Texas Beef									3.99														
	Smith's	n/i	C	5.99	5.99								3.49												value
		Simple Truth	O													5.99									grass
		Kroger												2.29											
	Sprout's Market	n/i	C			5.99			5.99								2.99								
	Target	Angus	C		13.99	10.99			11.62	9.49															
	Laura's Lean	A																						6.99	
	Market Pantry												3.19		3.99	3.79	4.59	4.39	4.99	4.85	5.29	4.59	4.59	80%	
	Market Pantry																							4.99	
	Market Pantry																							6.39	
	Simply Balanced	O													5.49		5.99							grass	
	Trader Joe's	O																						6.99	
OK	Affiliated Foods	n/i		8.99																					
		n/i		7.99																					value
	ALDI	n/i	O														4.49								
		Black Angus	C						4.99																
	AW Grocer	n/i							4.99				1.99		2.79	2.49									

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2019

prices in \$US per pound unless otherwise noted.

BEEF

State	Supermarket	Brand	Key	Steaks for Grilling							Smoker	Ground Beef (lean % where noted)								Cond.					
				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin		London Broil	Whole Brisket	73-75%		80%/Chuck		85-90%			93-95%		Sirloin	Patties	
				bone-in	bnls			bone-in	bnls					reg	value	reg	value	reg	value		reg	value			
OK (cont)	Buy for Le\$\$	SuKarne			4.99																	value			
	Country Mart	n/i						7.99														3.49	80%		
	CV's Family Foods	n/i																							
		Chairman's Reserve																							
	Dollar General Mkt	n/i		9.95										1.95									3.95	80%	
	HAC Inc.	Angus	C	8.99		7.99																			
		Grass Run Farms	G		20.79																				
		n/i																							
	Harp's	Black Angus	C	13.70																					
		n/i																							
	La Michoacana	n/i				3.99																			
	Market Square	n/i		8.99																					
		n/i		7.99																					
	Pyramid Foods	Midwest Reserve	C			7.99									1.99									value	
		Midwest Reserve																					3.99	80%	
		Laura's Lean	A																						
		Meyer Natural	A						13.99																
		Black Angus	C							9.99															
		n/i	P							7.99															
	Rehkopf's	n/i	C																						
		n/i	S		8.94																				
	Save-a-Lot	n/i				3.99																			value
	Shoppers Value	n/i				3.98									1.98										
	Chairman's Reserve																								
Sprout's Market	n/i	C			5.99																				
Super C Mart	n/i																								
Target	Angus	C		13.99	10.99																				
	Laura's Lean	A																							
	Market Pantry													3.19		3.99	3.79	4.59	4.39				6.99		
	Market Pantry																						4.99	80%	
	Market Pantry																						6.39	85%	
	Simply Balanced	O															5.49						5.99	93%	
																								grass	

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2019

prices in \$US per pound unless otherwise noted.

BEEF

State	Supermarket	Brand	Key	Steaks for Grilling								Smoker	Ground Beef (lean % where noted)								Cond.			
				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin	London Broil		Whole Brisket	73-75%		80%/Chuck		85-90%		93-95%		Sirloin	Patties	
				bone-in	bnls			bone-in	bnls					reg	value	reg	value	reg	value	reg				value
OK (cont)	The Fresh Market	n/i	C	14.99	14.99		9.99																	
		n/i												4.99						5.99				
	Trader Joe's	Trader Joe's	P		18.99																6.99		85%	
	Warehouse Market		O		5.99	4.69							1.99										value	
	Williams Foods				8.99							4.99												
TX	Affiliated Foods	n/i		8.99																			value	
		n/i		7.99																				
	AG Baton Rouge	Black Angus	C		10.99							2.99												
		Angus	S		9.99																			
		n/i													2.49									
	Albertsons Houston	Signature Farms													3.79				3.99					
		n/i	C			4.49		4.49				1.39												L 1
	ALDI	n/i	O														4.49							
		Black Angus	C						4.99					1.99										
	Arlan's Market	Blackwell Angus				5.99																		
	Brookshire's	Angus	C													2.99	4.69							
		n/i	S		6.99																		3.99	80%
		n/i																						L 2
	Brookshire Bros.	n/i	S			4.99																		L 2
	Cash Saver TX	n/i				8.99												2.68						value
	Central Market	Hartley Ranch	P			14.99																		
	David's	n/i	S			4.99																		
	El Ahorro	n/i				3.99																		
	El Rio Grande	n/i							3.99			2.99	1.99											
	El Super	n/i			5.99		5.99						1.99			4.59								
Fiesta Mart	n/i			3.97		3.97											3.77						value	
Food King	n/i				3.98																			
Foodarama	n/i												2.00											
	n/i	S		4.99																				
G.E. Foodland	n/i												1.98											

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

**Memorial Day 2019
BEEF**

prices in \$US per pound unless otherwise noted.

State	Supermarket	Brand	Key	Steaks for Grilling							Smoker	Ground Beef (lean % where noted)								Cond.				
				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin		London Broil	Whole Brisket	73-75%		80%/Chuck		85-90%			93-95%		Sirloin	Patties
				bone-in	bnls			bone-in	bnls					reg	value	reg	value	reg	value		reg	value		
TX (cont)	HAC Inc.	Angus	C	8.99		7.99																		
		Grass Run Farms	G		20.79																			
		n/i													2.99									
		Junior's	n/i									2.99												
		Kroger Dallas	n/i	C			4.77					1.67											value	
			Laura's Lean	A														5.99						
		La Fiesta	n/i				3.99						2.99											value
		La Michoacana	n/i				3.99								2.99									
		Lawrence Bros.	n/i	S		9.99																		
			n/i												3.19									
		Lowes Markets	Texas Beef							3.99														
		Malone's	n/i										1.69											
		Market Basket	MB Premium	S		8.99																		
		Market Square	n/i		8.99																			
			n/i		7.99																			value
		Porter's Grocery	n/i		6.99																			value
			n/i		7.99																			
		Randall's	Signature Farms																					
			n/i	C									1.39											L 1
			n/i	C			4.49		4.49															
		Rehkopf's	n/i	C									2.70											
			n/i	S		8.94																		
		Save-a-Lot	n/i				3.99																	value
	Spring Market	n/i													2.40									
	Sprout's Market	n/i	C			5.99		5.99									2.99							
	Super 1 Foods	n/i	S			4.97		5.97															value	
		n/i	S			5.97		6.47																
		Angus	C																					
	Target	Angus	C		13.99	10.99																		
		Laura's Lean	A																					
		Market Pantry											3.19		3.99	3.79	4.59	4.39				6.99		
		Market Pantry																				4.99	85%	
		Market Pantry																				6.39	93%	
		Simply Balanced	O														5.49					5.99	grass	

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2019

prices in \$US per pound unless otherwise noted.

BEEF

State	Supermarket	Brand	Key	Steaks for Grilling								Smoker	Ground Beef (lean % where noted)								Cond.				
				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin	London Broil		Whole Brisket	73-75%		80%/Chuck		85-90%		93-95%		Sirloin	Patties		
				bone-in	bnls			bone-in	bnls					reg	value	reg	value	reg	value	reg				value	
TX (cont)	Teloloapan	n/i																							
	Tom Thumb	Signature Farms													3.48										
		n/i	C	4.77				4.77															6.99	value	
	Trader Joe's	Trader Joe's	O																					85%	
	United Vista Markets	Rancher's Reserve	C	5.97																				value	
		n/i																							
		Hereford	C						4.99	2.99								3.59							
UT	Albert/Safe Mtn	n/i	C	5.99								2.99												value	
		Double R Ranch	C		8.99					7.99															value
		Open Nature	G															6.99							
	Albertsons SW	n/i																2.97							
		n/i	C																						
	Associated Foods	Angus	C		11.99																				
		n/i			9.99																				
		Buckley Farms																2.66							
		Angus	C	9.99	10.99																				
	Clark's Market	Angus	C		12.99																				
		n/i							7.99	5.99															
	Fresh Market	Angus	C		11.99																				
		n/i	C		9.99																				
		Buckley Farms																2.66							
	Harmon's	Double R Ranch	C	9.99									3.00												
	King Soopers	n/i	C					4.97																	value
		Laura's Lean	A																						
		Kroger																3.49							
	Ranch Markets	n/i			4.99	4.99												2.99							
	Ridley's	n/i			9.99				4.99																
	Hereford	C		10.98																					
	Buckley Farms																2.66								
Smith's	n/i	C	5.99	5.99									3.49												value
	Simple Truth	O																5.99							grass
	Kroger													2.29											
Sprout's Market	n/i	C			5.99				5.99																
Stokes Market	Angus	C		10.99																					

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2019

prices in \$US per pound unless otherwise noted.

BEEF

State	Supermarket	Brand	Key	Steaks for Grilling								Smoker	Ground Beef (lean % where noted)								Cond.			
				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin	London Broil		Whole Brisket	73-75%		80%/Chuck		85-90%		93-95%		Sirloin	Patties	
				bone-in	bnls			bone-in	bnls					reg	value	reg	value	reg	value	reg				value
UT (cont)	Target	Angus	C		13.99	10.99			11.62	9.49														
		Laura's Lean	A																					
		Market Pantry										3.19		3.99	3.79	4.59	4.39				6.99			
		Market Pantry																				4.59		
	Market Pantry																					4.99		
	Simply Balanced	O																					6.39	
Trader Joe's	Trader Joe's	O																					6.99	

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2019

prices in \$US per pound unless otherwise noted.

BEEF

State	Supermarket	Brand	Key	Steaks for Grilling								Smoker	Ground Beef (lean % where noted)								Cond.			
				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin	London Broil		Whole Brisket	73-75%		80%/Chuck		85-90%		93-95%		Sirloin	Patties	
				bone-in	bnls			bone-in	bnls					reg	value	reg	value	reg	value	reg				value
SOUTHWESTERN U.S. - CA, HI, NV																								
CA	Albertsons SoCal	n/i	C	6.99	8.99			8.99		4.99												value		
		Signature Farms															2.77							
	ALDI	n/i	O																					
		Black Angus	C							4.99														
		n/i											1.99											
	Andronico's	Angus	C		17.99																			
		Snake River Farms																						
		O Organics	O																					
	Baja Ranch	n/i																						
	Big Saver	n/i																						
	Bristol Farms	n/i		12.99																				
	Cardenas	n/i																						
	Dollar General Mkt	n/i		9.95																				
	El Super	n/i		5.99		5.99																		
	Food 4 Less	n/i		6.99																				
	Foodland IGA	n/i			5.98																			
	Gelson's	Angus	P																					
		Angus	C																					
	Holiday Market	Sterling Silver																						
		SunFed	G																					
	Jons Marketplace	n/i	C																					
	K.V. Mart	n/i				4.77		4.77																
	La Perla	n/i																						
	Lola's Market	n/i																						
	Lucky	Angus	C	13.99																				
		Angus		6.77		7.99																value		
	Lunardi's	n/i	C	13.99																				
		n/i	G			24.99																		
	Mar-Val Foods	n/i																				4.49		
		Angus	C	10.99																		80%		
	Mollie Stones	n/i	P																					
		Eel River	O																			grass		
	Murphy's Market	n/i																						

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2019

prices in \$US per pound unless otherwise noted.

BEEF

State	Supermarket	Brand	Key	Steaks for Grilling								Smoker	Ground Beef (lean % where noted)								Cond.			
				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin	London Broil		Whole Brisket	73-75%		80%/Chuck		85-90%		93-95%		Sirloin	Patties	
				bone-in	bnls			bone-in	bnls					reg	value	reg	value	reg	value	reg				value
CA (cont)	Stater Bros.	n/i		4.99		6.99	6.99	5.99		2.99			2.99				3.99							
	Super A Foods	Stater Bros.								4.99														
	Superior Grocers	Harris Ranch	C	3.99		3.99								3.99										
	Target	n/i		3.99		3.99								2.66										
		Wilmar																						
		Angus	C		13.99	10.99			11.62	9.49														
	Market Pantry	Laura's Lean	A																					
		Market Pantry											3.19		3.99	3.79	4.59	4.39	4.99	4.85	5.29	4.59	80%	
		Market Pantry																				4.99	85%	
		Market Pantry																				6.39	93%	
Simply Balanced	O														5.49		5.99					grass		
Trader Joe's	Trader Joe's	O																		6.99	85%			
Vallarta	n/i				3.99	3.99														4.49				
Vons	n/i	C	6.99	8.99			8.99		4.99														value	
Signature Farms															2.77									
HI	ChoiceMART	Big Island	G						11.99								4.99							
	Don Quijote	n/i								5.99														
	Foodland	Angus	C	11.99		8.99	9.49																	
	KTA Super Stores	n/i	G											3.99										
	Marukai	Angus Beef								11.49														value
		n/i																4.19						
	Safeway Hawaii	Hawaii Natural	G		16.99						7.99													
		Open Nature	G																6.99					
		n/i	C	11.99				7.99	12.99	5.00														value
	Signature Farms															2.99								
		Tamura's	n/i											3.99										
	Target	n/i	C	11.29	13.59	12.49	12.49			6.29		4.89												
		Angus	C		13.99	10.99				11.62	9.49													
		Laura's Lean	A																					
Market Pantry												3.19		3.99	3.79	4.59	4.39	4.99	4.85	5.29	4.59	80%		
Market Pantry																					4.99	85%		
Market Pantry																					6.39	93%		
Simply Balanced	O														5.49		5.99					grass		
Times Supermarket	Sterling Silver			8.99					8.99						2.99									

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2019

prices in \$US per pound unless otherwise noted.

BEEF

State	Supermarket	Brand	Key	Steaks for Grilling							Smoker	Ground Beef (lean % where noted)								Cond.			
				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin		London Broil	73-75%		80%/Chuck		85-90%		93-95%		Sirloin	Patties	
				bone-in	bnls			bone-in	bnls				reg	value	reg	value	reg	value	reg				value
NORTHWESTERN U.S. - AK, ID, MT, OR, WA, WY																							
AK	Alaska Commercial	Blackwell Angus						8.99		4.99											value		
	Alaskan & Proud	n/i			7.48			7.98						3.48		5.98					value		
	Carrs/Safeway	Open Nature	G					14.99						1.99		6.99							
		Signature Farms																					
	Fred Meyer	n/i	C	7.99		7.99		7.99													L 2		
		Private Selection	C	BOGO												5.49						value	
	IGA Stores - AK	n/i												3.49									
	Meyers Group IGA	St. Helen's	C							5.49													
		n/i												3.49									
		St. Helen's	C							5.49													
Northwest Grocers	n/i		7.99																				
Seamart	n/i	C	10.49							4.99													
Three Bears	n/i		4.99													3.79							
ID	Albert/Safe Mntn	n/i	C	5.99								2.99									value		
		Double R Ranch	C		8.99					7.99												value	
		Open Nature	G												6.99								
	Associated Foods	Angus	C	9.99	10.99													3.79					
	Family Foods	n/i													2.69								
		St Helen's	C			8.99																	
	Fred Meyer	n/i	C	BOGO																		value	
		Private Selection														4.99							
	Harvest Foods	Premium Angus	C	6.98	7.98				5.98	6.98	4.99					2.98						3.98	
	IGA Markets	n/i													2.99								
		Hereford	C							4.99												value	
	Ridley's	n/i		9.99				4.99														value	
	Hereford	C	10.98																				
	Buckley Farms														2.66								
Rosauer's	Premium Angus	C						5.99															
	Painted Hills	A								4.69													
	n/i														2.99								

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2019

prices in \$US per pound unless otherwise noted.

BEEF

State	Supermarket	Brand	Key	Steaks for Grilling								Smoker	Ground Beef (lean % where noted)								Cond.			
				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin	London Broil		Whole Brisket	73-75%		80%/Chuck		85-90%		93-95%		Sirloin	Patties	
				bone-in	bnls			bone-in	bnls					reg	value	reg	value	reg	value	reg				value
ID (cont)	Smith's	n/i	C	5.99	5.99							3.49										value		
		Simple Truth	O													5.99						grass		
		Kroger											2.29											
		Stokes Market	Angus	C	10.99																			
		Super 1 Foods	Premium Angus	C	5.98																			
			Meyer Natural	A						4.98														
		Target	Angus	C		13.99	10.99				11.62	9.49												
			Laura's Lean	A															6.99					
			Market Pantry										3.19		3.99	3.79	4.59	4.39	4.99	4.85	5.29	4.59	80%	
			Market Pantry																			4.99	85%	
			Market Pantry																			6.39	93%	
			Simply Balanced	O													5.49		5.99				grass	
		Trader Joe's	Trader Joe's	O																		6.99	85%	
	Yoke's Fresh Mrkt	Hereford	C	9.99						4.99							2.59							
		Snake River Farms								17.99	8.99		5.99				4.99					Wagyu		
MT	Albert/Safe Mntn	n/i	C	5.99								2.99										value		
		Double R Ranch	C		8.99						7.99												value	
		Open Nature	G													6.99								
		Associated Foods	Angus	C		11.99																		
			n/i			9.99																		
			Buckley Farms												2.66									
			Angus	C	9.99	10.99														3.79				
		Family Foods	n/i													2.69								
			St Helen's	C			8.99																	
		Harvest Foods	Premium Angus	C	6.98	7.98					5.98	6.98	4.99					2.98				3.98	80%	
		IGA Markets	n/i															2.99						
			Hereford	C								4.99											value	
		Lucky's Market	n/i	C	7.99							3.98							3.99				value	
	Reynold's Market	n/i									6.99													
	Rosauer's	Premium Angus	C								5.99													
		Painted Hills	A									4.69												
		n/i													2.99									

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2019

prices in \$US per pound unless otherwise noted.

BEEF

State	Supermarket	Brand	Key	Steaks for Grilling							Smoker	Ground Beef (lean % where noted)								Cond.				
				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin		London Broil	Whole Brisket	73-75%		80%/Chuck		85-90%			93-95%		Sirloin	Patties
				bone-in	bnls			bone-in	bnls					reg	value	reg	value	reg	value		reg	value		
MT (cont)	Smith's	n/i	C	5.99	5.99																	value		
		Simple Truth	O														5.99						grass	
		Kroger											2.29											
	Stokes Market	Angus	C	10.99																				
	Super 1 Foods	Premium Angus	C	5.98																				
		Meyer Natural	A						4.98															
	SuperValu Stores	Angus Farms	C		10.99																			
		n/i															2.99							
	Target	Angus	C		13.99	10.99				11.62	9.49													
		Laura's Lean	A																					
		Market Pantry											3.19		3.99	3.79	4.59	4.39	4.99	4.85	5.29	4.59	80%	
	Market Pantry																				4.99	85%		
	Market Pantry																				6.39	93%		
	Simply Balanced	O														5.49		5.99				grass		
	Three Bears	n/i		4.99																				
OR	Albert/Safe NW	Signature Farms													1.99									
		Open Nature	A							13.99						5.00								
		n/i	C	6.99		6.99		6.99															L 2	
	Associated Foods	Angus	C	9.99	10.99														3.79					
	CenterPlace	n/i													2.28									
		St Helen's	C	9.98																				
	Family Foods	n/i														2.69								
		St Helen's	C			8.99																		
	Fred Meyer	n/i	C	BOGO																			value	
		Private Selection															4.99							
	Harvest Foods	Premium Angus	C	6.98	7.98					5.98	6.98	4.99				2.98						3.98	80%	
	H-Mart NW	n/i		7.98																				
	IGA Markets	n/i														2.99								
	Hereford	C								4.99												value		
IGA Market Fresh	St. Helen's	C	8.98	9.98																				
	n/i														2.98									
Market of Choice	Carman Ranch	G									7.99													
	Painted Hills	A			12.99											5.99								

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2019

prices in \$US per pound unless otherwise noted.

BEEF

State	Supermarket	Brand	Key	Steaks for Grilling							Smoker	Ground Beef (lean % where noted)								Cond.				
				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin		London Broil	Whole Brisket	73-75%		80%/Chuck		85-90%			93-95%		Sirloin	Patties
				bone-in	bnls			bone-in	bnls					reg	value	reg	value	reg	value		reg	value		
OR (cont)	McKay's	n/i				3.99																	value	
		Angus																						
		Signature	S						4.99	3.99														
	Meyers Group IGA	n/i													2.99									
		St. Helen's	C							4.99														
	New Seasons	Oregon Country	A													5.99								
		Wagyu	G							9.99														
	QFC	Angus	C	6.99																				value
		n/i																	4.99					
	Ray's Food Place	Angus	C							7.99														value
	Red Apple	n/i														2.28								
		St. Helen's	C	9.98																				
	Rosauer's	Premium Angus	C																					
		Painted Hills	A			14.99																		
		n/i														2.99								
	Roth's	Double R Ranch															2.99							
		Painted Hills	G																5.99					
		n/i								9.99														
	Select Markets	n/i														2.98								
		St. Helen's	C	8.98	9.98																			
Target	Angus	C		13.99	10.99					11.62	9.49													
	Laura's Lean	A																						
	Market Pantry																							
	Market Pantry																						80%	
	Market Pantry																						4.99	
	Market Pantry																						6.39	
	Simply Balanced	O																					93%	
Thriftway of OR	St. Helen's	C	9.99							4.99	3.99				2.99									
	Painted Hills	A			12.99																			
Trader Joe's	Trader Joe's	O																					6.99	
WA	Albert/Safe NW	Signature Farms													1.99									
		Open Nature	A								13.99					5.00								
		n/i	C	6.99		6.99		6.99																L 2
	CenterPlace	n/i														2.28								
St Helen's		C	9.98																					

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2019

prices in \$US per pound unless otherwise noted.

BEEF

State	Supermarket	Brand	Key	Steaks for Grilling							Smoker	Ground Beef (lean % where noted)								Cond.				
				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin		London Broil	73-75%		80%/Chuck		85-90%		93-95%		Sirloin	Patties		
				bone-in	bnls			bone-in	bnls				reg	value	reg	value	reg	value	reg				value	
WA (cont)	Family Foods	n/i																						
		St Helen's	C		8.99											2.69								
	Fred Meyer	n/i	C	BOGO																		value		
		Private Selection														4.99								
	Haggen	Double R Ranch	C						4.99	3.99					2.99									
		Angus	P		19.99				19.99															
	Harvest Foods	Premium Angus	C		6.98	7.98			5.98	6.98	4.99				2.98							3.98	80%	
	H-Mart NW	n/i			7.98																			
	IGA Markets	n/i													2.99									
		Hereford	C							4.99													value	
	IGA Market Fresh	St. Helen's	C		8.98	9.98																		
		n/i														2.98								
	Metropolitan Marke	n/i	A		15.99																			
		Akaushi							26.99															
	Meyers Group IGA	n/i													2.99									
		St. Helen's	C							4.99														
	PCC Natural	Oregon Country	A		16.99					10.99														
	Rosauer's	Premium Angus	C						5.99															
		Painted Hills	A								4.69													
		n/i													2.99									
	Seafood City	n/i				4.99																		
	Select Markets	n/i													2.98									
		St. Helen's	C		8.98	9.98																		
Sprout's Market	n/i	C			5.99			5.99								2.99								
Super 1 Foods	Premium Angus	C		5.98																				
	Meyer Natural	A							4.98															
Target	Angus	C			13.99	10.99		11.62	9.49															
	Laura's Lean	A																6.99						
	Market Pantry											3.19		3.99	3.79	4.59	4.39	4.99	4.85	5.29	4.59	80%		
	Market Pantry																				4.99	85%		
	Market Pantry																				6.39	93%		
	Simply Balanced	O													5.49		5.99					grass		
The Markets	Black Angus							3.95	3.95													value		
	n/i												2.45											

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2019

prices in \$US per pound unless otherwise noted.

BEEF

State	Supermarket	Brand	Key	Steaks for Grilling								Smoker	Ground Beef (lean % where noted)								Cond.				
				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin	London Broil		Whole Brisket	73-75%		80%/Chuck		85-90%		93-95%		Sirloin	Patties		
				bone-in	bnls			bone-in	bnls					reg	value	reg	value	reg	value	reg				value	
WA (cont)	Thriftway	St. Helen's	C	9.99						4.99	3.99														
	Thriftway of OR	St. Helen's	C	9.99						4.99	3.99														
		Painted Hills	A			12.99																			
	Town & Country	Oregon Country Angus	A	10.98						0.07															
	Trader Joe's	Trader Joe's	O																			6.99	85%		
	Yoke's Fresh Mrkt	Hereford	C	9.99																					
		Snake River Farms								17.99	8.99												Wagyu		
WY	Albert/Safe Denver	Colorado Angus	C	9.99		5.77				6.99		4.97	3.67										value		
		Open Nature	G																					value	
	Albert/Safe Mntn	n/i	C	5.99																			value		
		Double R Ranch	C			8.99																		value	
		Open Nature	G																					value	
	AW Grocers	n/i	C	8.99																				value	
		n/i								6.99															value
		n/i								7.19	4.99					2.79	2.49								value
	Food Pride	n/i																						value	
		Grampa's				8.99																		value	
	IGA Markets	n/i																						value	
		Hereford	C																					value	
	King Soopers	n/i	C																					value	
		Laura's Lean	A																					value	
		Kroger																						value	
Lucky's Market	n/i	C	7.99																				value		
Ridley's	n/i																						value		
	Hereford	C	10.98																				value		
	Buckley Farms																						value		
Smith's	n/i	C	5.99	5.99																			grass		
	Simple Truth	O																					grass		
	Kroger																						grass		
																							grass		

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

prices in \$US per pound unless otherwise noted.

**Memorial Day 2019
BEEF**

State	Supermarket	Brand	Key	Steaks for Grilling								Smoker	Ground Beef (lean % where noted)								Cond.			
				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin	London Broil		Whole Brisket	73-75%		80%/Chuck		85-90%		93-95%		Sirloin	Patties	
				bone-in	bnls			bone-in	bnls					reg	value	reg	value	reg	value	reg				value
WY (cont)	Target	Angus	C		13.99	10.99			11.62	9.49														
		Laura's Lean	A																					
		Market Pantry										3.19		3.99	3.79	4.59	4.39	4.99	4.85	5.29	4.59	80%		
		Market Pantry																			4.99	85%		
		Market Pantry																			6.39	93%		
		Simply Balanced	O												5.49		5.99					grass		

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2019

prices in \$US per pound unless otherwise noted.

LAMB

State	Supermarket	Label	Key	Origin	Leg Roasts							Chops (bone-in)				Racks			Fore shank	Ground Lamb 80%	Conditions	
					Bone-in			Semi-Boneless			Boneless		Loin	Rib	Shoulder		Whole	Crown Roast				French
					Whole	Butt	Shank	Whole	Butt	Shank	Whole	Half			blade	round						
NORTHEASTERN U.S. - CT,DC,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT																						
CT	ACME Markets	Open Nature	A	AU								8.99		4.99	4.99							
	Adams IGA	n/i								5.99												
	AF Basket	n/i	C	US										5.99	5.99							
	ALDI	Thomas Farms	A	AU								7.99										
	Best Market	n/i	C	US								9.47										
	Bravo	n/i	C	US								9.99										
	C-Town	n/i	C	US								9.99										
	Food Bazaar	n/i										9.99	14.99									
	IGA New England	n/i								7.99		13.99										
	Key Food	n/i	C	US								9.99										
	Price Chopper	Chiapetti										5.99				15.99						
	Stew Leonard's	Stew's Naked	A	US								6.99										
DC	ALDI	Thomas Farms	A	AU							7.99											
DE	ACME Markets	Open Nature	A	AU							8.99		4.99	4.99								
	ALDI	Thomas Farms	A	AU							7.99											
	Fresh Grocer	n/i	A	AU									5.99	5.99								
MA	Adams IGA	n/i								5.99												
	AF Basket	n/i	C	US									5.99	5.99								
	ALDI	Thomas Farms	A	AU							7.99											
	Bravo	n/i	C	US							9.99											
	C-Town	n/i	C	US							9.99											
	Key Food	n/i	C	US							9.99											
	McKinnon's	n/i												3.99								
	Price Chopper	Chiapetti									5.99				15.99							
	Wegman's	Wegman's	O	US														22.49				
	Wegman's	A	US	5.99		6.49			6.99		14.99	19.99	9.49	9.49	22.99		15.99	6.99	7.49			
	Thomas Farms	A	AU														22.99					

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2019
LAMB

prices in \$US per pound unless otherwise noted.

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						
MD	ACME Markets	Open Nature	A	AU								8.99		4.99	4.99							
	ALDI	Thomas Farms	A	AU								7.99										
	Graul's Market	n/i	C	US				8.99			9.99	9.99										
	Wegman's	Wegman's	O	US																22.49		
		Wegman's	A	US	5.99			6.49			6.99		14.99	19.99	9.49	9.49	22.99			15.99	6.99	7.49
Thomas Farms	Thomas Farms	A	AU																22.99			
ME	IGA New England	n/i								7.99												
NH	ALDI	Thomas Farms	A	AU								7.99										
	IGA New England	n/i								7.99												
	McKinnon's	n/i												3.99								
	Price Chopper	Chiapetti									5.99					15.99						
NJ	ACME Markets	Open Nature	A	AU								8.99		4.99	4.99							
	AF Basket	n/i	C	US										5.99	5.99							
	ALDI	Thomas Farms	A	AU								7.99										
	Best Market	n/i	C	US								9.47										
	Bravo	n/i	C	US								9.99										
	C-Town	n/i	C	US								9.99										
	Food Bazaar	n/i										9.99	14.99									
	Key Food	n/i	C	US								9.99										
	Morton Williams	n/i	C	US											4.99	5.39						
	Wegman's	Wegman's	O	US																22.49		
		Wegman's	A	US	5.99			6.49			6.99		14.99	19.99	9.49	9.49	22.99			15.99	6.99	7.49
Thomas Farms	Thomas Farms	A	AU																22.99			
NY	ACME Markets	Open Nature	A	AU								8.99		4.99	4.99							
	AF Basket	n/i	C	US										5.99	5.99							
	ALDI	Thomas Farms	A	AU								7.99										
	Best Market	n/i	C	US								9.47										
	Bravo	n/i	C	US								9.99										
	C-Town	n/i	C	US								9.99										
	DeCiccio Family	n/i	C	US								9.99										
	Food Bazaar	n/i										9.99	14.99									
	Food Emporium	n/i	C	US								9.99										
	IGA New England	n/i										13.99										
	Key Food	n/i	C	US								9.99										

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2019
LAMB

prices in \$US per pound unless otherwise noted.

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						
NY (cont)	King Kullen	n/i	C	US							8.99			5.99	5.99							
	Morton Williams	n/i	C	US										4.99	5.39							
	North Shore	n/i	C	US								9.99		5.99	5.99						5.99	
	Peck's Market	n/i									6.99											
	Price Chopper	Chiapetti										5.99				15.99						
	Stew Leonard's	Stew's Naked	A	US								6.99										
	Trade Fair	n/i	C	US										4.99								
		n/i	H	US										4.99								
	Wegman's	Wegman's	O	US														22.49				
		Wegman's	A	US	5.99			6.49			6.99		14.99	19.99	9.49	9.49	22.99		15.99	6.99	7.49	
		Thomas Farms	A	AU															22.99			
PA	ACME Markets	Open Nature	A	AU								8.99		4.99	4.99							
	ALDI	Thomas Farms	A	AU								7.99										
	Bravo	n/i	C	US								9.99										
	C-Town	n/i	C	US								9.99										
	Fresh Grocer	n/i	A	AU										5.99	5.99							6.49
	Fresh Thyme Mrkt	Nature's Reserve	A	AU																		
	Ideal Market	n/i										6.99										
	Key Food	n/i	C	US									9.99									
	Price Chopper	Chiapetti											5.99			15.99						
		Wegman's	Wegman's	O	US															22.49		
		Wegman's	A	US	5.99			6.49			6.99		14.99	19.99	9.49	9.49	22.99		15.99	6.99	7.49	
		Thomas Farms	A	AU															22.99			
RI	Adams IGA	n/i									5.99											
	AF Basket	n/i	C	US										5.99	5.99							
	ALDI	Thomas Farms	A	AU								7.99										
	Bravo	n/i	C	US								9.99										
	Dave's Marketplace	n/i	C	US								9.99										
VT	ALDI	Thomas Farms	A	AU								7.99										
	IGA New England	n/i									7.99											
	Price Chopper	Chiapetti										5.99			15.99							

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2019

prices in \$US per pound unless otherwise noted.

LAMB

State	Supermarket	Label	Key	Origin	Leg Roasts						Chops (bone-in)				Racks			Fore shank	Ground Lamb 80%	Conditions						
					Bone-in			Semi-Boneless			Boneless		Loin	Rib	Shoulder		Whole				Crown Roast	French				
					Whole	Butt	Shank	Whole	Butt	Shank	Whole	Half			blade	round										
SOUTHEASTERN U.S. - AL,FL,GA,KY,MS,NC,SC,TN,VA,WV																										
AL	ALDI	Thomas Farms	A	AU									7.99													
FL	ALDI Western Beef	Thomas Farms n/i	A	AU									7.99			3.99										
GA	AF Basket ALDI	n/i Thomas Farms	C A	US AU									7.99			5.99	5.99									
KY	ALDI Fresh Thyme Mrkt	Thomas Farms Nature's Reserve	A A	AU AU									7.99												6.49	
MS	ALDI	Thomas Farms	A	AU									7.99													
NC	ALDI Lowes Foods	Thomas Farms n/i	A	AU									7.99												5.99	
SC	ALDI Lowes Foods	Thomas Farms n/i	A	AU									7.99												5.99	
TN	ALDI	Thomas Farms	A	AU									7.99													
VA	ALDI Lowes Foods Wegman's	Thomas Farms n/i Wegman's Wegman's Thomas Farms	A O A A	AU US US AU									7.99												5.99	
					5.99			6.49			6.99		14.99	19.99	9.49	9.49	22.99			22.49	15.99	6.99	7.49			
WV	ALDI	Thomas Farms	A	AU									7.99													

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2019

prices in \$US per pound unless otherwise noted.

LAMB

State	Supermarket	Label	Key	Origin	Leg Roasts								Chops (bone-in)				Racks			Fore shank	Ground Lamb 80%	Conditions					
					Bone-in			Semi-Boneless			Boneless		Loin	Rib	Shoulder		Whole	Crown Roast	French								
					Whole	Butt	Shank	Whole	Butt	Shank	Whole	Half			blade	round											
MIDWESTERN U.S. - IA,IL,IN,MI,MN,ND,NE,OH,SD,WI																											
IA	ALDI	Thomas Farms	A	AU										7.99													
	Fresh Thyme Mrkt	Nature's Reserve	A	AU																							6.49
IL	ALDI	Thomas Farms	A	AU										7.99													
	Berkot's	n/i													13.99												
	Butera	n/i	C	US													5.99	6.29									4.99
	Fresh Thyme Mrkt	Nature's Reserve	A	AU															4.49	4.49							6.49
	Pete's Market	n/i	C	US															4.49	4.49							
Shop & Save Mrkt	Chiapetti	C	US											8.99				4.49	4.99								
IN	ALDI	Thomas Farms	A	AU										7.99													
	Fresh Thyme Mrkt	Nature's Reserve	A	AU																							6.49
MI	ALDI	Thomas Farms	A	AU										7.99													
	Fresh Thyme Mrkt	Nature's Reserve	A	AU																							6.49
	Glory Supermarkets	n/i												9.99													
MN	ALDI	Thomas Farms	A	AU										7.99													
	Fresh Thyme Mrkt	Nature's Reserve	A	AU																							6.49
ND	<i>(no test)</i>																										
NE	Albert/Safe Denver	n/i	A	AU															4.99	4.99							
	ALDI	Thomas Farms	A	AU										7.99													
	Fresh Thyme Mrkt	Nature's Reserve	A	AU																							6.49
OH	ALDI	Thomas Farms	A	AU										7.99													
	Fresh Thyme Mrkt	Nature's Reserve	A	AU																							6.49
SD	Albert/Safe Denver	n/i	A	AU															4.99	4.99							
	ALDI	Thomas Farms	A	AU										7.99													
WI	ALDI	Thomas Farms	A	AU										7.99													
	Fresh Thyme Mrkt	Nature's Reserve	A	AU																							6.49

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2019

prices in \$US per pound unless otherwise noted.

LAMB

State	Supermarket	Label	Key	Origin	Leg Roasts						Chops (bone-in)				Racks			Fore shank	Ground Lamb 80%	Conditions		
					Bone-in			Semi-Boneless			Boneless		Loin	Rib	Shoulder		Whole				Crown Roast	French
					Whole	Butt	Shank	Whole	Butt	Shank	Whole	Half			blade	round						
SOUTH CENTRAL U.S. - AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT																						
AR	ALDI	Thomas Farms	A	AU									7.99									
AZ	(no test)																					
CO	Albert/SAFE Denver	n/i	A	AU												4.99	4.99					
KS	ALDI	Thomas Farms	A	AU									7.99									
LA	(no test)																					
MO	ALDI	Thomas Farms	A	AU									7.99									
	Fresh Thyme Mrkt	Nature's Reserve	A	AU																		6.49
NM	Albert/SAFE Denver	n/i	A	AU												4.99	4.99					
OK	ALDI	Thomas Farms	A	AU									7.99									
TX	ALDI	Thomas Farms	A	AU									7.99									
UT	(no test)																					
SOUTHWESTERN U.S. - CA,HI,NV																						
CA	Albertsons SoCal	Open Nature	A	AU									7.99									
	ALDI	Thomas Farms	A	AU									7.99									
	Andronico's	Superior Farms	A	US										21.99								
	Nugget Markets	Cascade Creek	A	US									13.99			6.99	6.99					
	Safeway NorCal	Open Nature	A	AU												4.99	4.99					
	SK Super King	n/i																				3.49
Vons	Open Nature	A	AU										7.99									
HI	Safeway Hawaii	Open Nature	A	AU												5.99	5.99					
NV	Safeway NorCal	Open Nature	A	AU												4.99	4.99					
	Vons	Open Nature	A	AU									7.99									

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Memorial Day 2019

prices in \$US per pound unless otherwise noted.

LAMB

State	Supermarket	Label	Key	Origin	Leg Roasts						Chops (bone-in)				Racks			Fore shank	Ground Lamb 80%	Conditions		
					Bone-in			Semi-Boneless			Boneless		Loin	Rib	Shoulder		Whole				Crown Roast	French
					Whole	Butt	Shank	Whole	Butt	Shank	Whole	Half			blade	round						
NORTHWESTERN U.S. - AK, ID, MT, OR, WA, WY																						
AK	Carrs/Safeway	Open Nature	A	AU										5.99	5.99							
ID	(no test)																					
MT	(no test)																					
OR	Albert/SAFE NW	Open Nature	A	AU										4.99	4.99							
	IGA Market Fresh	Shepherd's Pride	A	US																7.98		
WA	Albert/SAFE NW	Open Nature	A	AU										4.99	4.99							
	IGA Market Fresh	Shepherd's Pride	A	US																7.98		
	Metropolitan Market	n/i	G	US										6.99	6.99							
	PCC Natural	Umpqua Valley	A	US								16.99										
	Thriftway	Shepherd's Pride	A	US																7.99		
WY	Albert/SAFE Denver	n/i	A	AU										4.99	4.99							

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

prices in \$US per pound unless otherwise noted.

**Memorial Day 2019
GROUND POULTRY**

State	Supermarket	Brand	Key	Ground Turkey						Ground Chicken				Conditions
				85% chub	85% tray	93-94%	Breast	Sausage	Patties	97-98%	Breast	Sausage	Patties	
NORTHEASTERN U.S. - CT,DC,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT														
CT	ACME Markets	Jennie-O				3.99								
	Adams IGA	Perdue	A							3.49				
		Shady Brook			2.50									
	Best Market	n/i								3.47				
	Big Y	Perdue	A			3.33				3.33				
	Compare Foods	Jennie-O			2.99									
	C-Town	Shady Brook				3.69								
	Food Bazaar	Butterball			3.00									
	Geissler's	Shady Brook			1.99									
		Perdue	A							3.50				
	Highland Park	Plainville Farms	A			5.49								
	IGA New England	Shady Brook			2.99									
		Perdue	A							3.49				
	Key Food	Jennie-O				3.69								
		Shady Brook					4.99							
Kings Market	Plainville Farms	A			3.99									
Price Chopper	Plainville Farms	O			5.99			6.49						
Stop & Shop	Stop & Shop										1.99			
	Perdue	A			3.50				3.50					
	Nature's Promise	A							3.49					
	Walmart	Butterball							3.88					
DC	Giant Food	Perdue	A			3.50				3.50				
		Nature's Promise	A						3.49					
	Harris Teeter	Plainville Farms	A			3.50								
	Safeway Eastern	Butterball				3.50								
	Walmart	Butterball							3.88					
DE	ACME Markets	Jennie-O				3.99								
	Fresh Grocer	Butterball				2.50								
		Perdue	A							3.99				
	Giant Food	Perdue	A			3.50				3.50				
		Nature's Promise	A						3.49					
	Great Valu Markets	Perdue	A		3.49									
Harris Teeter	Plainville Farms	A			3.50									

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

prices in \$US per pound unless otherwise noted.

**Memorial Day 2019
GROUND POULTRY**

State	Supermarket	Brand	Key	Ground Turkey						Ground Chicken				Conditions		
				85% chub	85% tray	93-94%	Breast	Sausage	Patties	97-98%	Breast	Sausage	Patties			
DE (cont)	IGA Stores - NJ/PA Redner's Safeway Eastern ShurSave Walmart	Perdue	A								3.99			3.99		
		Shady Brook				3.84										
		Perdue	A			3.50										
		Butterball				3.50										
		Shady Brook			3.99											
		Perdue	A							3.99					3.99	
		Butterball								3.88						
MA	Adams IGA Associated Big Y C-Town Geissler's Key Food Market Basket McKinnon's Price Chopper Roche Bros. Shaw's Star Market Stop & Shop Walmart Wegmans	Perdue	A								3.49					
		Shady Brook			2.50											
		Jennie-O			2.99											
		Perdue	A			3.33					3.33					
		Shady Brook				3.69										
		Shady Brook			1.99											
		Perdue	A								3.50					
		Jennie-O				3.69										
		Shady Brook					4.99									
		Butterball				2.99										
		Shady Brook							3.29							
		n/i									3.39					
		Plainville Farms	O			5.99				6.49						
		Plainville Farms	O			5.99				5.99						
		Jennie-O						4.99								
		Perdue	A								2.99				2.99	
		Shady Brook				2.49										
		Open Nature	A				4.50									
		Shady Brook				BOGO										
		Open Nature	A				4.50									
Stop & Shop											1.99					
Stop & Shop																
Perdue	A				3.50				3.50							
Nature's Promise	A									3.49						
Butterball										3.88						
Wegmans	O				5.99					6.49						
Wegmans					2.99											
Wegmans	A				4.69	5.99				5.69						

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

prices in \$US per pound unless otherwise noted.

**Memorial Day 2019
GROUND POULTRY**

State	Supermarket	Brand	Key	Ground Turkey						Ground Chicken				Conditions
				85% chub	85% tray	93-94%	Breast	Sausage	Patties	97-98%	Breast	Sausage	Patties	
DE (cont)	Wegmans	Plainville Farms	A						6.99					
	(continued)	Perdue	A							4.99				
MD	ACME Markets	Jennie-O				3.99								
	Giant Food	Perdue	A			3.50				3.50				
		Nature's Promise	A						3.49					
	Great Valu Markets	Perdue	A		3.49									
	Green Valley	Harvestland	A			3.59								
	Harris Teeter	Plainville Farms	A			3.50								
	IGA Stores - NJ/PA	Perdue	A							3.99			3.99	
		Shady Brook					3.84							
	Martin's Food	Shady Brook				2.30								
	Redner's	Perdue	A			3.50								
	Safeway Eastern	Butterball				3.50								
	Shoppers Food	Shady Brook				2.99								
	ShurSave	Shady Brook				3.99								
		Perdue	A							3.99			3.99	
	Sprout's Market	n/i										2.99		
	Walmart	Butterball							3.88					
	Wegmans	Wegmans		O			5.99			6.49				
Wegmans						2.99								
Wegmans			A			4.69	5.99					5.69		
Plainville Farms			A									6.99		
Perdue			A							4.99				
ME	Best Yet Markets	Shady Brook							3.79					
	IGA New England	Shady Brook				2.99			3.49					
		Perdue	A						3.49					
	Market Basket	Butterball				2.99								
		Shady Brook							3.29					
	Shaw's	Shady Brook				2.49								
Open Nature		A			4.50									
Walmart	Butterball							3.88						
NH	IGA New England	Shady Brook				2.99								
		Perdue	A						3.49					
	Market Basket	Butterball				2.99								
Shady Brook								3.29						

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

prices in \$US per pound unless otherwise noted.

**Memorial Day 2019
GROUND POULTRY**

State	Supermarket	Brand	Key	Ground Turkey						Ground Chicken				Conditions	
				85% chub	85% tray	93-94%	Breast	Sausage	Patties	97-98%	Breast	Sausage	Patties		
NH (cont)	McKinnon's	n/i								3.39					
	Price Chopper	Plainville Farms	O			5.99			6.49						
	Shaw's	Shady Brook			2.49										
	Walmart	Open Nature Butterball	A			4.50			3.88						
NJ	ACME Markets	Jennie-O				3.99									
	Associated	Jennie-O			2.99										
	Best Market	n/i								3.47					
	Compare Foods	Jennie-O			2.99										
	C-Town	Shady Brook				3.69									
	Food Bazaar	Butterball			3.00										
	Foodtown	Jenni-O			2.99				4.09						
		Perdue												3.99	
		Shady Brook			3.99										
	Great Valu Markets	Perdue	A		3.49										
	IGA Stores - NJ/PA	Perdue	A								3.99			3.99	
		Shady Brook					3.84								
	Key Food	Jennie-O					3.69								
		Shady Brook						4.99							
	Kings Market	Plainville Farms	A			3.99									
	McCaffrey's	Shady Brook				3.07									
	Met Foods	Jennie-O			2.99				4.09						
	Net Cost	n/i			2.29										
	Pioneer	Jennie-O			2.99				4.09						
	Sprout's Market	n/i											2.99		
	Stop & Shop	Stop & Shop											1.99		
		Perdue	A				3.50				3.50				
		Nature's Promise	A							3.49					
	Walmart	Butterball								3.88					
Wegmans	Wegmans	O				5.99				6.49					
	Wegmans					2.99									
	Wegmans	A				4.69	5.99		5.69						
	Plainville Farms	A							6.99						
	Perdue	A									4.99				
Western Beef	Shady Brook					3.33									

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

**Memorial Day 2019
GROUND POULTRY**

prices in \$US per pound unless otherwise noted.

State	Supermarket	Brand	Key	Ground Turkey						Ground Chicken				Conditions
				85% chub	85% tray	93-94%	Breast	Sausage	Patties	97-98%	Breast	Sausage	Patties	
NY	ACME Markets	Jennie-O				3.99								
	Associated	Jennie-O			2.99									
	Best Market	n/i							3.47					
	Compare Foods	Jennie-O			2.99									
	C-Town	Shady Brook					3.69							
	Food Bazaar	Butterball					3.00							
	Foodtown	Jenni-O					2.99		4.09					
		Perdue												3.99
		Shady Brook					3.99							
	Key Food	Jennie-O												
		Shady Brook						4.99						
	King Kullen	Perdue	A				3.59				3.99			3.69
		Shady Brook					3.45							
	Kings Market	Plainville Farms	A				3.99							
	Met Foods	Jennie-O					2.99		4.09					
	Net Cost	n/i					2.29							
	North Shore	n/i											2.99	5.99
		Shady Brook												
	Peck's Market	Shady Brook					2.50							
		Perdue	A								1.99			
	Pioneer	Jennie-O					2.99		4.09					
	Price Chopper	Plainville Farms	O											
	Stop & Shop	Stop & Shop												
		Perdue	A											
		Nature's Promise	A											
	Tops Markets	Jennie-O					3.00	5.99						
	Walmart	Butterball												
	Wegmans	Wegmans	O											
		Wegmans												
		Wegmans	A				4.69	5.99						
	Plainville Farms	A												
	Perdue	A												
Western Beef	Shady Brook											4.99		
						3.33								

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

prices in \$US per pound unless otherwise noted.

**Memorial Day 2019
GROUND POULTRY**

State	Supermarket	Brand	Key	Ground Turkey						Ground Chicken				Conditions
				85% chub	85% tray	93-94%	Breast	Sausage	Patties	97-98%	Breast	Sausage	Patties	
PA	ACME Markets	Jennie-O				3.99								
	Associated	Jennie-O			2.99									
	Compare Foods	Jennie-O			2.99									
	C-Town	Shady Brook				3.69								
	Family Owned	n/i							2.99					
	Foodland	Honeysuckle				3.49						3.49		
	Foodtown	Jenni-O				2.99			4.09					
		Perdue											3.99	
		Shady Brook				3.99								
	Fresh Grocer	Butterball					2.50							
		Perdue		A							3.99			
	Fresh Thyme Market	Fresh Thyme										1.99		limit 4
		n/i				2.49					2.49			
	Giant Food Stores	Shady Brook					2.30							
	Great Valu Markets	Perdue		A		3.49								
	Grocery Outlet	Norbest			2.00									
	IGA Stores - NJ/PA	Perdue		A							3.99			3.99
		Shady Brook					3.84							
	Key Food	Jennie-O					3.69							
		Shady Brook						4.99						
	Kuhn's Market	Gerber's		A							2.99			
		Butterball							3.59		3.59			
	Landis Markets	Shady Brook					3.68							
	Martin's Food	Shady Brook					2.30							
	McCaffrey's	Shady Brook					3.07							
	Net Cost	n/i				2.29								
	Pioneer	Jennie-O				2.99			4.09					
	Price Chopper	Plainville Farms		O			5.99				6.49			
	Redner's	Perdue		A			3.50							
	ShurSave	Shady Brook				3.99								
	Perdue		A							3.99			3.99	
ShurSave - NE Penn	Perdue		A							3.79			3.99	
	Shady Brook				3.99									
Sprout's Market	n/i										2.99			
Tops Markets	Jennie-O					3.00	5.99							

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

prices in \$US per pound unless otherwise noted.

**Memorial Day 2019
GROUND POULTRY**

State	Supermarket	Brand	Key	Ground Turkey						Ground Chicken				Conditions
				85% chub	85% tray	93-94%	Breast	Sausage	Patties	97-98%	Breast	Sausage	Patties	
PA (cont)	Walmart	Butterball								3.88				
	Wegmans	Wegmans	O			5.99					6.49			
		Wegmans				2.99								
		Wegmans		A			4.69	5.99			5.69			
		Plainville Farms		A							6.99			
		Perdue		A								4.99		
RI	Adams IGA	Perdue	A								3.49			
		Shady Brook												
	Associated	Jennie-O												
	Shaw's	Shady Brook												
		Open Nature		A				4.50						
	Stop & Shop	Stop & Shop										1.99		
		Perdue		A							3.50			
	Nature's Promise		A											
	Walmart	Butterball												
VT	IGA New England	Shady Brook									3.49			
		Perdue	A									3.49		
	Price Chopper	Plainville Farms	O				5.99							
	Shaw's	Shady Brook												
		Open Nature		A				4.50						
	Tops Markets	Jennie-O					3.00	5.99						
Walmart	Butterball													

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

prices in \$US per pound unless otherwise noted.

**Memorial Day 2019
GROUND POULTRY**

State	Supermarket	Brand	Key	Ground Turkey						Ground Chicken				Conditions
				85% chub	85% tray	93-94%	Breast	Sausage	Patties	97-98%	Breast	Sausage	Patties	
SOUTHEASTERN U.S. - AL,FL,GA,KY,MS,NC,SC,TN,VA,WV														
AL	HAC Inc.	Honeysuckle				3.16								
	Ingle's Markets	Perdue	A						4.48					
	Kroger Atlanta	Simple Truth	A			3.99								
	Kroger Nashville	Simple Truth	A			3.99								
	Publix	Jennie-O				2.99								
	Sprout's Market	n/i										2.99		
	Walmart	Butterball								3.88				
	Winn-Dixie	Butterball				2.66								
FL	Doris Market	Doris										2.99	2.99	
	Harris Teeter	Plainville Farms	A			3.50								
	Harvey's	Butterball				2.66								
	IGA Florida	Butterball				2.50								
	Lucky's Market	Simple Truth	A			3.99								
	Publix	Jennie-O				2.99								
	Sprout's Market	n/i										2.99		
	Walmart	Butterball							3.88					
	Western Beef	n/i								1.99				
	Winn-Dixie	Butterball				2.66								
GA	Bi-Lo	Butterball				2.66								
	Galaxy Foods	Butterball				2.50				3.48				
	HAC Inc.	Honeysuckle					3.16							
	Harris Teeter	Plainville Farms	A				3.50							
	Harvey's	Butterball				2.66								
	IGA Food Stores	Butterball					3.49			3.99				
	IGA Stores SE	Butterball				2.50				3.48				
	Ingle's Markets	Perdue	A							4.48				
	Kroger Atlanta	Simple Truth	A				3.99							
	Little Giant Market	Butterball				2.50								
	Publix	Jennie-O					2.99							
	Sprout's Market	n/i										2.99		
	Walmart	Butterball								3.88				
	Wayfield's	Butterball				2.50								
	Winn-Dixie	Butterball				2.66								

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

prices in \$US per pound unless otherwise noted.

**Memorial Day 2019
GROUND POULTRY**

State	Supermarket	Brand	Key	Ground Turkey						Ground Chicken				Conditions
				85% chub	85% tray	93-94%	Breast	Sausage	Patties	97-98%	Breast	Sausage	Patties	
KY	Cox Foods IGA	Butterball			2.99					3.49				limit 4
	Fresh Thyme Market	Fresh Thyme									2.49	1.99		
		n/i			2.49									
	Galaxy Foods	Butterball			2.50					3.48				
	IGA Stores OH/KY	Butterball			2.99					3.49				
	IGA Stores SE	Butterball			2.50					3.48				
	Kroger Cincinnati	Kroger			3.29									
	Kroger Delta	Simple Truth	A			3.99								
	Kroger Mid-Atlantic	Simple Truth	A			3.99								
	Kroger Mid-South	Kroger			2.99									
	Simple Truth	A			3.99									
Kroger Nashville	Simple Truth	A			3.99									
Walmart	Butterball								3.88					
MS	Kroger Delta	Simple Truth	A			3.99								
	Walmart	Butterball							3.88					
	Winn-Dixie	Butterball			2.66									
NC	Bi-Lo	Butterball			2.66									
	Carlie C's IGA	Butterball			2.50			3.50	3.50					
	Compare Foods	Butterball			2.50									
	Galaxy Foods	Butterball			2.50				3.48					
	Great Valu Markets	Perdue	A		3.49									
	Harris Teeter	Plainville Farms	A			3.50								
	Harvey's	Butterball			2.66									
	IGA Food Stores	Butterball				3.49			3.99					
	IGA Stores SE	Butterball			2.50				3.48					
	Ingle's Markets	Perdue	A						4.48					
	Just \$ave Foods	Butterball			2.50				3.48					
	Lowes Foods	Butterball			2.99									
	Piggly Wiggly Retail	Butterball						3.29						
	Publix	Jennie-O				2.99								
	Sprout's Market	n/i									2.99			
Walmart	Butterball								3.88					
SC	Bi-Lo	Butterball			2.66									
	Galaxy Foods	Butterball			2.50				3.48					
	Harris Teeter	Plainville Farms	A			3.50								

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

prices in \$US per pound unless otherwise noted.

**Memorial Day 2019
GROUND POULTRY**

State	Supermarket	Brand	Key	Ground Turkey						Ground Chicken				Conditions
				85% chub	85% tray	93-94%	Breast	Sausage	Patties	97-98%	Breast	Sausage	Patties	
SC (cont)	Harvey's	Butterball			2.66									
	IGA Food Stores	Butterball				3.49			3.99					
	IGA Stores SE	Butterball			2.50				3.48					
	Ingle's Markets	Perdue	A							4.48				
	Kroger Atlanta	Simple Truth	A			3.99								
	Lowe's Foods	Butterball			2.99									
	Publix	Jennie-O				2.99								
	Sprout's Market	n/i										2.99		
	Walmart	Butterball							3.88					
TN	IGA Stores OH/KY	Butterball			2.99				3.49					
	IGA Stores SE	Butterball			2.50				3.48					
	Ingle's Markets	Perdue	A							4.48				
	Kroger Delta	Simple Truth	A			3.99								
	Kroger Mid-Atlantic	Simple Truth	A			3.99								
	Kroger Nashville	Simple Truth	A			3.99								
	Osborne's	Honeysuckle							4.58					
	Publix	Jennie-O				2.99								
	Sprout's Market	n/i										2.99		
Walmart	Butterball							3.88						
VA	Galaxy Foods	Butterball			2.50				3.48					
	Giant Food	Perdue	A			3.50				3.50				
		Nature's Promise	A						3.49					
	Great Valu Markets	Perdue	A		3.49									
	Harris Teeter	Plainville Farms	A			3.50								
	IGA Stores SE	Butterball			2.50				3.48					
	Ingle's Markets	Perdue	A							4.48				
	Kroger Mid-Atlantic	Simple Truth	A			3.99								
	Lowe's Foods	Butterball			2.99									
	Martin's Food	Shady Brook				2.30								
	Piggly Wiggly Retail	Butterball						3.29						
	Publix	Jennie-O				2.99								
	Safeway Eastern	Butterball				3.50								
Walmart	Butterball							3.88						

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

prices in \$US per pound unless otherwise noted.

**Memorial Day 2019
GROUND POULTRY**

State	Supermarket	Brand	Key	Ground Turkey						Ground Chicken				Conditions
				85% chub	85% tray	93-94%	Breast	Sausage	Patties	97-98%	Breast	Sausage	Patties	
VA (cont)	Wegmans	Wegmans	O			5.99				6.49				
		Wegmans				2.99								
		Wegmans	A			4.69	5.99		5.69					
		Plainville Farms	A						6.99					
		Perdue	A							4.99				
WV	Galaxy Foods	Butterball			2.50				3.48					
	IGA Stores SE	Butterball			2.50				3.48					
	Kroger Mid-Atlantic	Simple Truth	A			3.99								
	Martin's Food	Shady Brook				2.30								
	Walmart	Butterball							3.88					

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

**Memorial Day 2019
GROUND POULTRY**

prices in \$US per pound unless otherwise noted.

State	Supermarket	Brand	Key	Ground Turkey				Ground Chicken				Conditions		
				85% chub	85% tray	93-94%	Breast	Sausage	Patties	97-98%	Breast		Sausage	Patties
MIDWESTERN U.S. - IA,IL,IN,MI,MN,ND,NE,OH,SD,WI														
IA	Family Fare	Jennie-O				3.99								
	Family Foods	Honeysuckle						3.99						
	Food Pride	Honeysuckle						3.99						
	Fresh Thyme Market	Fresh Thyme										1.99		limit 4
		n/i			2.49					2.49				
	Hy-Vee	Honeysuckle				4.12		4.12						
	Jewel-Osco	Jennie-O				4.40		3.69						
	No Frills	Jennie-O				3.99								
	Price Chopper	Honeysuckle				2.99								
	Thriftway Stores	Honeysuckle								4.99				
	Walmart	Butterball								3.88				
IL	Angelo Caputo	Jennie-O			2.66									
	Berkot's	Butterball			2.99					3.99				
	Cub Foods	Jennie-O				3.50								
	Fairplay Foods	Jennie-O				3.99		4.09						
	Food 4 Less	Kroger			3.00									
	Food Pride	Honeysuckle						3.99						
	Fresh Thyme Market	Fresh Thyme										1.99		limit 4
		n/i			2.49					2.49				
	Heinen's	Gerber's	A		2.99									
	Hy-Vee	Honeysuckle				4.12		4.12						
	IGA Stores IL/IN	Honeysuckle				3.50								
	Jewel-Osco	Jennie-O				4.40		3.69						
	Kirby Foods IGA	Honeysuckle				3.50								
	Kroger Central	Kroger			3.29									
	Kroger Mid-South	Kroger			2.99									
		Simple Truth	A			3.99								
	Mariano's	Perdue	A				4.99							
	Pete's Market	Pete's			1.99									
		Butterball				2.99								
	Tony's Fresh Market	Honeysuckle			2.99									
		Jennie-O						3.33	3.33					
	Valli Produce	Perdue	A		2.99									

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

**Memorial Day 2019
GROUND POULTRY**

prices in \$US per pound unless otherwise noted.

State	Supermarket	Brand	Key	Ground Turkey						Ground Chicken				Conditions
				85% chub	85% tray	93-94%	Breast	Sausage	Patties	97-98%	Breast	Sausage	Patties	
IL (cont)	Walmart	Butterball							3.88					
	Walt's Food Center	Honeysuckle					4.39	3.51						
IN	Food 4 Less	Kroger			3.00									limit 4
	Fresh Thyme Market	Fresh Thyme										1.99		
		n/i			2.49					2.49				
	IGA Stores IL/IN	Honeysuckle				3.50								
	IGA Stores OH/KY	Butterball			2.99				3.49					
	Jay C Stores	Simple Truth	A			3.99								
	Jewel-Osco	Jennie-O				4.40		3.69						
	Kirby Foods IGA	Honeysuckle				3.50								
	Kroger Central	Kroger			3.29									
	Kroger Cincinnati	Kroger			3.29									
	Kroger Mid-South	Kroger			2.99									
		Simple Truth	A			3.99								
	Strack & VanTil	Butterball			2.89									
		Jennie-O			1.33				4.09					
Walmart	Butterball								3.88					
Walt's Food Center	Honeysuckle					4.39	3.51							
MI	Family Fare	Jennie-O				3.99								limit 4
	Fresh Thyme Market	Fresh Thyme										1.99		
		n/i			2.49					2.49				
	Glory Supermarkets	n/i							2.69					
	Great Lakes Markets	n/i				3.49								
	Kroger Central	Kroger			3.29									
	Pat's Foods IGA	Gerber's	A								2.30	3.50		
	Polly's Market	Butterball				2.79								
		Honeysuckle						3.51						
	Ric's Food Center	Gerber's	A								2.99			
	Spartan Stores	Jennie-O				3.99								
Valuland	Butterball			2.99										
VG's Grocery	Jennie-O				3.99									
Walmart	Butterball								3.88					
MN	Coborn's	Jennie-O		2.47										
	Cub Foods	Jennie-O				3.50								
	Family Fare	Jennie-O				3.99								

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

**Memorial Day 2019
GROUND POULTRY**

prices in \$US per pound unless otherwise noted.

State	Supermarket	Brand	Key	Ground Turkey						Ground Chicken				Conditions	
				85% chub	85% tray	93-94%	Breast	Sausage	Patties	97-98%	Breast	Sausage	Patties		
MN (cont)	Fresh Thyme Market	Fresh Thyme												limit 4 free-range	
		n/i		2.49						2.49		1.99			
	Hornbacher's	Honeysuckle				2.99									
	Hugo's	Honeysuckle					4.49								
	Hy-Vee	Honeysuckle				4.12		4.12							
	Kowalski's	Kowalski's	A			6.29									
	Lund's & Byerly's	Bell & Evans	A							6.99					
	Marketplace Foods	Honeysuckle						3.99							
Walmart	Butterball								3.88						
ND	Albert/Safe InterMountair	Norbest				3.29									
	Family Fare	Jennie-O				3.99									
	Hornbacher's	Honeysuckle				2.99									
	Hugo's	Honeysuckle					4.49								
	Marketplace Foods	Honeysuckle						3.99							
	Walmart	Butterball								3.88					
NE	Albert/Safe Denver	Jennie-O				2.97									
	Apple Markets	Honeysuckle				2.45									
	Family Fare	Jennie-O				3.99									
	Fresh Thyme Market	Fresh Thyme										1.99		limit 4	
		n/i		2.49						2.49					
	Hy-Vee	Honeysuckle				4.12		4.12							
	No Frills	Jennie-O				3.99									
	Sun Mart	Jennie-O				3.99									
	Thriftway Stores	Honeysuckle								4.99					
Walmart	Butterball								3.88						
OH	Acme Fresh Market	Butterball					3.49			3.49					
	Family Fare	Jennie-O				3.99									
	Fresh Thyme Market	Fresh Thyme										1.99		limit 4	
		n/i		2.49						2.49					
	Heinen's	Gerber's	A			2.99									
	IGA Stores OH/KY	Butterball				2.99				3.49					
	Kroger Central	Kroger				3.29									
	Kroger Cincinnati	Kroger				3.29									
Kroger Mid-Atlantic	Simple Truth	A			3.99										

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

**Memorial Day 2019
GROUND POULTRY**

prices in \$US per pound unless otherwise noted.

State	Supermarket	Brand	Key	Ground Turkey						Ground Chicken				Conditions
				85% chub	85% tray	93-94%	Breast	Sausage	Patties	97-98%	Breast	Sausage	Patties	
OH (cont)	Marc's	Butterball			2.00									
	Walmart	Butterball							3.88					
SD	Albert/SAFE Denver	Jennie-O				2.97								
	Coborn's	Jennie-O		2.47										
	Family Fare	Jennie-O				3.99								
	Hy-Vee	Honeysuckle				4.12		4.12						
	Walmart	Butterball							3.88					
WI	Coborn's	Jennie-O		2.47										
	Family Fare	Jennie-O				3.99								
	Fresh Thyme Market	Fresh Thyme										1.99		limit 4
		n/i			2.49					2.49				
	Great Lakes Markets	n/i				3.49								
	Marketplace Foods	Honeysuckle						3.99						
	Outpost Coop	Outpost	A					4.99						
	Pat's Foods IGA	Gerber's	A									2.30	3.50	
	Shurfine Food Centers	Jennie-O				2.98								
	Trig's	Jennie-O			2.66									
Walmart	Butterball							3.88						

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

prices in \$US per pound unless otherwise noted.

**Memorial Day 2019
GROUND POULTRY**

State	Supermarket	Brand	Key	Ground Turkey						Ground Chicken				Conditions	
				85% chub	85% tray	93-94%	Breast	Sausage	Patties	97-98%	Breast	Sausage	Patties		
SOUTH CENTRAL U.S. - AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT															
AR	Edwards Food Giant	Honeysuckle	A			3.33									
	Kroger Delta	Simple Truth				3.99									
	Walmart	Butterball							3.88						
AZ	Fry's	Jennie-O				3.99									
	Smith's	Jennie-O				3.49									
	Sprout's Market	n/i									2.99				
	Walmart	Butterball							3.88						
CO	Albert/Safe Denver	Jennie-O				2.97									
	Albert/Safe InterMountain	Norbest				3.29									
	Associated Foods	Jennie-O									2.99				
	Ridley's	Jennie-O									2.99				
	Sprout's Market	n/i										2.99			
	Walmart	Butterball								3.88					
KS	Apple Markets	Honeysuckle				2.45									
	Country Mart	Honeysuckle				2.45									
	Food Pride	Honeysuckle							3.99						
	Hy-Vee	Honeysuckle				4.12			4.12						
	Price Chopper	Honeysuckle				2.99									
	Pyramid Foods	Honeysuckle							3.19						
	Sprout's Market	n/i										2.99			
	Sun Fresh	Honeysuckle				2.49									
	Thriftway Stores	Honeysuckle											4.99		
	Walmart	Butterball											3.88		
	Woods Supermarkets	Honeysuckle							3.19						
LA	Kroger Dallas	Kroger													
	Walmart	Butterball											3.88		
	Winn-Dixie	Butterball											2.66		
MO	Apple Markets	Honeysuckle				2.45									
	Country Mart	Honeysuckle				2.45									
	Fresh Thyme Market	Fresh Thyme													
		n/i										2.49			
	Harter House	Honeysuckle				2.49									
	Hy-Vee	Honeysuckle				4.12			4.12						
IGA Stores IL/IN	Honeysuckle				3.50										
														limit 4	

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

prices in \$US per pound unless otherwise noted.

**Memorial Day 2019
GROUND POULTRY**

State	Supermarket	Brand	Key	Ground Turkey						Ground Chicken				Conditions
				85% chub	85% tray	93-94%	Breast	Sausage	Patties	97-98%	Breast	Sausage	Patties	
MO <i>(cont)</i>	Kroger Central	Kroger	A		3.29									
	Kroger Delta	Simple Truth				3.99								
	Moser's	Honeysuckle			2.45									
	Prengers	Honeysuckle			2.45									
	Price Chopper	Honeysuckle				2.99								
	Pyramid Foods	Honeysuckle						3.19						
	Sprout's Market	n/i									2.99			
	Thriftway Stores	Honeysuckle								4.99				
	Walmart	Butterball								3.88				
	Woods Supermarkets	Honeysuckle							3.19					
NM	Albert/Safe Denver	Jennie-O				2.97								
	Smith's	Jennie-O				3.49								
	Sprout's Market	n/i								2.99				
	Walmart	Butterball							3.88					
OK	Country Mart	Honeysuckle				2.45								
	HAC Inc.	Honeysuckle				3.16								
	Pyramid Foods	Honeysuckle						3.19						
	Sprout's Market	n/i								2.99				
	Super C Mart	Honeysuckle				2.99								
	Walmart	Butterball							3.88					
TX	HAC Inc.	Honeysuckle				3.16								
	Kroger Dallas	Kroger		2.99										
	Sprout's Market	n/i								2.99				
	Walmart	Butterball							3.88					
UT	Albert/Safe InterMountain	Norbest				3.29								
	Associated Foods	Jennie-O		2.99										
	Fresh Market	Jennie-O		2.99										
	Ridley's	Jennie-O		2.99										
	Smith's	Jennie-O				3.49								
	Sprout's Market	n/i								2.99				
	Stoke's Market	Jennie-O		2.99										
	Walmart	Butterball							3.88					

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

prices in \$US per pound unless otherwise noted.

**Memorial Day 2019
GROUND POULTRY**

State	Supermarket	Brand	Key	Ground Turkey				Ground Chicken				Conditions		
				85% chub	85% tray	93-94%	Breast	Sausage	Patties	97-98%	Breast		Sausage	Patties
SOUTHWESTERN U.S. - CA, HI, NV														
CA	Albertsons SoCal	Open Nature	A			4.99								
	Grocery Outlet	Norbest		2.00										
	Jons Marketplace	Jennie-O			2.69									
	K.V. Mart	n/i							2.69					
	Lucky	Jennie-O				3.99								
	Lunardi's	n/i				4.99								
	Mollie Stones	Mollie Stones									4.99			
	Northgate	n/i								2.99				
	Raley's	Jennie-O				3.99			3.99					
	Safeway NorCal	Foster Farms				3.99								
		Jennie-O				2.99								
	Save Mart	Jennie-O				3.99								
	Sprout's Market	n/i									2.99			
	Stater Bros.	Jennie-O				2.99								
	Super A Foods	Jennie-O				2.99								
	Superior Grocers	Jennie-O		1.18			2.50							
	Vallarta	Jennie-O					2.99							
	Vons	Open Nature	A				4.99							
	Walmart	Butterball							3.88					
HI	Safeway Hawaii	Foster Farms				4.99								
NV	Grocery Outlet	Norbest		2.00										
	Raley's	Jennie-O				3.99			3.99					
	Ridley's	Jennie-O			2.99									
	Safeway NorCal	Foster Farms				3.99								
		Jennie-O				2.99								
	Save Mart	Jennie-O				3.99								
	Smith's	Jennie-O				3.49								
	Sprout's Market	n/i									2.99			
	Vons	Open Nature	A				4.99							
Walmart	Butterball							3.88						

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

prices in \$US per pound unless otherwise noted.

**Memorial Day 2019
GROUND POULTRY**

State	Supermarket	Brand	Key	Ground Turkey				Ground Chicken				Conditions	
				85% chub	85% tray	93-94%	Breast	Sausage	Patties	97-98%	Breast		Sausage
NORTHWESTERN U.S. - AK,ID,MT,OR,WA,WY													
AK	Alaskan & Proud	n/i				4.98							
	Carrs/Safeway	Jennie-O			1.67								
	Fred Meyer	Simple Truth	A			3.99							
	Walmart	Butterball						5.82					
ID	Albert/Safe InterMountain	Norbest				3.29							
	Fred Meyer	Simple Truth	A			3.99							
	Grocery Outlet	Norbest		2.00									
	Ridley's	Jennie-O			2.99								
	Smith's	Jennie-O				3.49							
	Stoke's Market	Jennie-O			2.99								
	Walmart	Butterball						3.88					
Yoke's Fresh Market	Jennie-O			2.66									
MT	Albert/Safe InterMountain	Norbest				3.29							
	Reynold's Market	Jennie-O			2.99								
	Smith's	Jennie-O				3.49							
	Stoke's Market	Jennie-O			2.99								
Walmart	Butterball						3.88						
OR	Albert/Safe NW	Jennie-O			1.67								
	Fred Meyer	Simple Truth	A			3.99							
	Grocery Outlet	Norbest		2.00									
	Walmart	Butterball						3.88					
WA	Albert/Safe NW	Jennie-O			1.67								
	Fred Meyer	Simple Truth	A			3.99							
	Grocery Outlet	Norbest		2.00									
	Metropolitan Market	Jennie-O				3.99							
	Sprout's Market	n/i								2.99			
	Walmart	Butterball						3.88					
Yoke's Fresh Market	Jennie-O			2.66									
WY	Albert/Safe Denver	Jennie-O				2.97							
	Albert/Safe InterMountain	Norbest				3.29							
	Ridley's	Jennie-O		2.99									
	Smith's	Jennie-O				3.49							
	Walmart	Butterball						3.88					

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

**Memorial Day 2019
SHELL EGGS**

prices in \$/US per unit

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

State	Supermarket	Label	K E Y	Weight Class					Color		Pack Size					Caged			Cage-Free					Conditions		
				JM	XL	LG	MD	SM	WH	BR	6	12	18	20	30	Conv.	Specialty		barn/ aviary	free range	pasture	organic	pasture organic			
																	Ω-3	veg-fed								
DC (cont)	Harris Teeter (continued) Safeway Eastern	Davidson's																4.49						pasteurized		
		Harris Teeter																2.50								
		Nellie's																	3.49							
		Nellie's																	2.99							
		Carol's																			4.99					
DE	ACME Markets Giant Food Harris Teeter Redner's Safeway Eastern ShopRite The Fresh Market	Eggland's Best															3.49							pasteurized		
		Nellie's																	2.99							
		Carol's																					2.99			
		O Organics																					3.99			
		Pete & Gerry's	f																				3.99			
		Nest Fresh																							5.49	
		Eggland's Best																2.50								
		Davidson's																	4.49							
		Harris Teeter																	2.50							
		Nellie's																		3.49						
		Eggland's Best																	1.99							
		Land O Lakes																		2.50						
		Nellie's																		2.99						
Carol's																			4.99							
The Farmer's Hen																		1.99								
Eggland's Best	n																					3.99				
The Fresh Market	n																	3.00								
MA	Adams IGA AF Basket Associated Big Y Bravo Crosby's C-Town	The Farmer's Hen	v															2.49						limit 4		
		Seven Farms																	2.99							
		n/i																					1.00			
		Ideal																		2.99						
		The Farmer's Hen																					5.99			
		The Farmer's Hen																		2.99						
		n/i																					0.99			
		Nature's Yoke																							4.99	
		n/i																					0.89			
		Eggland's Best	n																						3.99	
Pete & Gerry's	f																					3.99				
Eggland's Best	n																					3.99				
Eggland's Best	n																	3.99								

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

**Memorial Day 2019
SHELL EGGS**

prices in \$US per unit

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

State	Supermarket	Label	K E Y	Weight Class					Color		Pack Size					Caged			Cage-Free					Conditions						
				JM	XL	LG	MD	SM	WH	BR	6	12	18	20	30	Conv.	Specialty		barn/ aviary	free range	pasture	organic	pasture organic							
																	Ω-3	veg-fed												
MD (cont)	Wegman's (continued)	Wegman's	n			•				•		•				0.99														
		Wegman's				•				•			•				1.78													
		Wegman's				•				•			•				1.48													
		Wegman's			•					•			•				1.48													
		Wegman's				•				•			•				1.19													
		Eggland's Best				•				•			•											4.99						
		Eggland's Best				•				•			•					4.29												
		Eggland's Best				•				•			•					3.39												
		Eggland's Best				•				•			•					3.19												
Born Free			•				•			•																4.69				
ME	Hannaford	Nellie's			•				•		•																			
	IGA New England	Seven Farms			•				•		•								2.99		3.29									
	Market Basket	Market Basket			•				•		•								2.00											
	Shaw's	Lucerne			•				•		•								1.88											
		Carol's			•				•		•																5.49			
		The Farmer's Hen			•				•		•											3.99								
	The Farmer's Hen			•				•		•											3.99									
NH	Hannaford	Nellie's			•				•		•																			
	IGA New England	Seven Farms			•				•		•								2.99		3.29									
	Market Basket	Market Basket			•				•		•								2.00											
	Price Rite	The Farmer's Hen			•				•		•										1.49									
	Shaw's	Lucerne			•				•		•								1.88											
		Carol's			•				•		•																5.49			
		The Farmer's Hen			•				•		•															3.99				
		The Farmer's Hen			•				•		•											3.99								
NJ	ACME Markets	Eggland's Best			•				•		•																			
		Nellie's			•				•		•											2.99								
		Carol's			•				•		•																2.99			
		O Organics			•				•		•															3.99				
	AF Basket	n/i			•				•		•					1.00														
		Ideal			•				•		•										2.99									
	Associated	The Farmer's Hen			•				•		•															5.99				
	Best Market	Best Market			•				•		•					0.97														
		Eggland's Best			•				•		•																			
	Bravo	n/i			•				•		•					0.99														
	Nature's Yoke			•				•		•																4.99				

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

**Memorial Day 2019
SHELL EGGS**

prices in \$US per unit

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

State	Supermarket	Label	K E Y	Weight Class					Color		Pack Size					Caged			Cage-Free					Conditions				
				JM	XL	LG	MD	SM	WH	BR	6	12	18	20	30	Conv.	Specialty		barn/ aviary	free range	pasture	organic	pasture organic					
																	Ω-3	veg-fed										
NY (cont)	The Fresh Market	The Fresh Market	n			•				•									3.00									
	Tops Markets	Tops	n			•				•						0.89												
		Eggland's Best	n			•				•									3.99									24 pack
	Trade Fair	Trade Fair	n			•				•						0.99												
	Wegman's	Wegman's	n			•				•															3.99			
		Wegman's	n		•					•															4.19			
		Wegman's	n	•						•															5.29			
		Wegman's	n				•			•															3.49			
		Wegman's	n			•				•																	5.99	
		Wegman's	n			•				•						0.99												
		Wegman's	n			•				•						1.78												
		Wegman's	n			•				•						1.48												
		Wegman's	n	•						•						1.48												
		Wegman's	n			•				•						1.19												
		Eggland's Best	n			•				•															4.99			
		Eggland's Best	n			•				•										4.29								
		Eggland's Best	n			•				•										3.39								
		Eggland's Best	n			•				•										3.19								
	Born Free	n			•				•		•															4.69		
	Western Beef	n/i			•				•						0.79													
PA	ACME Markets	Eggland's Best	n			•			•										3.49									
		Nellie's	n			•			•												2.99						2.99	
		Carol's	n			•			•		•																	
		O Organics	n			•			•																3.99			
	Associated	The Farmer's Hen	n			•			•																5.99			
	Boyer Foods	Eggland's Best	n			•			•										2.50									
		Eggland's Best	n			•			•												2.97							
	Bravo	n/i	n	•					•							0.99												
		Nature's Yoke	n			•				•																4.99		
		n/i	n			•				•						0.89												
		Eggland's Best	n			•				•																3.99		
Compare Foods	Eggland's Best	n			•				•																3.99			
C-Town	Eggland's Best	n			•				•																3.99			
	Eggland's Best	n			•				•											3.99								
Family Owned	Family Owned	n			•				•						0.68						3.99							

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

**Memorial Day 2019
SHELL EGGS**

prices in \$US per unit

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

State	Supermarket	Label	K E Y	Weight Class					Color		Pack Size					Caged			Cage-Free					Conditions			
				JM	XL	LG	MD	SM	WH	BR	6	12	18	20	30	Conv.	Specialty		barn/ aviary	free range	pasture	organic	pasture organic				
																	Ω-3	veg-fed									
NC (cont)	Sprout's Market	Hickman's				•			•						0.88												
	The Fresh Market	Alfresco				•			•													4.99					
	The Fresh Market	The Fresh Market	n			•			•									3.00									
SC	Harris Teeter	Nest Fresh				•			•																5.49	pasteurized	
		Eggland's Best			•				•							2.50											
		Davidson's				•			•									4.49									
		Harris Teeter				•			•									2.50									
		Nellie's				•			•											3.49							
	Ingle's Markets	Pete & Gerry's	f			•			•															3.98			
		Harvest Farms	f			•			•															4.68			
	Kroger Atlanta	Alfresco				•			•														4.99				
	Lowe's Foods	Nellie's				•			•										3.00								
	Publix	Handsome Brook				•			•																4.99		
Sprout's Market	Hickman's				•			•						0.88													
	Alfresco				•			•															4.99				
	The Fresh Market	The Fresh Market	n			•			•									3.00									
TN	Food City	Eggland's Best				•			•																	limit 2	
		Eggland's Best				•			•																		
		Full Circle				•			•															2.99			
	Food Country	Dutt & Wagner				•			•						1.00												
	Ingle's Markets	Pete & Gerry's	f			•			•															3.98			
		Harvest Farms	f			•			•															4.68			
	Kroger Delta	Alfresco				•			•														4.99				
	Kroger MidAtlantic	Alfresco				•			•														4.99				
	Kroger Nashville	Alfresco				•			•														4.99				
	Osborne's	Land O Lakes				•			•												2.50						
	Publix	Handsome Brook				•			•																4.99		
	Sprout's Market	Hickman's				•			•						0.88												
		Alfresco				•			•															4.99			
TC Grocers	Land O Lakes				•			•															2.49				
The Fresh Market	The Fresh Market	n			•			•										3.00									
Tietgen's	Land O Lakes				•			•															2.50				
VA	Food City	Eggland's Best				•			•																	limit 2	
		Eggland's Best				•			•																		
		Full Circle				•			•															2.99			
	Food Country	Dutt & Wagner				•			•						1.00												

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

**Memorial Day 2019
SHELL EGGS**

prices in \$US per unit

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

State	Supermarket	Label	K E Y	Weight Class					Color		Pack Size					Caged			Cage-Free					Conditions				
				JM	XL	LG	MD	SM	WH	BR	6	12	18	20	30	Conv.	Specialty		barn/ aviary	free range	pasture	organic	pasture organic					
																	Ω-3	veg-fed										
WV	Giant Eagle	Nature's Basket				•					•								2.50									
	Kroger Columbus	Alfresco				•					•											5.49						
	Kroger MidAtlantic	Alfresco				•					•											4.99						
	Martin's Food	Giant								•		•				0.99												
		Giant										•				0.99												
	Pete & Gerry's	Eggland's Best		f n			•					•													3.99			
							•						•													3.99		
	Shop'n Save	Eggland's Best					•					•						2.00										
Shoppers Value	n/i					•					•				0.69													

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

**Memorial Day 2019
SHELL EGGS**

prices in \$US per unit

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

State	Supermarket	Label	K E Y	Weight Class					Color		Pack Size					Caged			Cage-Free					Conditions
				JM	XL	LG	MD	SM	WH	BR	6	12	18	20	30	Conv.	Specialty		barn/ aviary	free range	pasture	organic	pasture organic	
																	Ω-3	veg-fed						
CO	Albert/Safe Denver	Eggland's Best	n			•				•								3.49						
		Hickman's	n			•				•									3.49					
		Open Nature	n			•				•									3.49					
		Lucerne	n			•				•						1.39								
	Albert/Safe Mntn	Eggland's Best	n			•				•									2.99					
		Open Nature	n			•				•									2.50					
	Associated Foods	Food Club	n			•				•													4.99	
	King Soopers	Alfresco	n			•				•													4.99	
	Sprout's Market	Hickman's	n			•				•													4.99	
	Alfresco	n			•				•													4.99		
KS	Dillon's	Alfresco	n			•				•													4.99	
	Harp's	Eggland's Best	n			•				•								3.48						
		Land O Lakes	n			•				•								2.48						
	Hen House	Eggland's Best	n		•					•								3.99						
	Sprout's Market	Hickman's	n			•				•													4.99	
		Alfresco	n			•				•													4.99	
Woods Supermarket	Eggland's Best	n			•				•													2.29		
	Land O Lakes	n			•				•													2.49		
LA	Albertsons Houston	Eggland's Best	n			•				•								3.99						
		Hickman's	n			•				•									2.99					
		Hickman's	n		•					•									1.99					
		Hickman's	n			•				•									1.99					
		O Organics	n			•				•													3.49	
		O Organics	n			•				•													4.99	
		Lucerne	n			•				•									0.79					
		Open Nature	n			•				•													3.99	
	Kroger Dallas	Alfresco	n			•				•												4.99		
	Shoppers Value	n/i	n			•				•												2.50		
The Fresh Market	The Fresh Market	n			•				•												3.00			
MO	Fresh Thyme Mrkt	Fresh Thyme	n			•				•								1.99						
		Fresh Thyme	n			•				•									1.99					
	Gerbe's	Alfresco	n			•				•												4.99		
	Harp's	Eggland's Best	n			•				•									3.48					
		Land O Lakes	n			•				•													2.48	
	Harter House	Land O Lakes	n			•				•												2.49		
	Hays Supermarket	Best Choice	n			•				•									3.99					60 pack

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

**Memorial Day 2019
SHELL EGGS**

prices in \$US per unit

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

State	Supermarket	Label	K E Y	Weight Class					Color		Pack Size					Caged			Cage-Free					Conditions					
				JM	XL	LG	MD	SM	WH	BR	6	12	18	20	30	Conv.	Specialty		barn/ aviary	free range	pasture	organic	pasture organic						
																	Ω-3	veg-fed											
MO (cont)	Hen House	Eggland's Best			•					•								3.99											
	Kroger Central	Alfresco				•						•															4.99		
	Kroger Delta	Alfresco				•						•															4.99		
	Sprout's Market	Hickman's					•						•															4.99	
		Alfresco					•						•															4.99	
	TC Grocers	Land O Lakes				•						•															2.49		
	TC Markets	Land O Lakes				•						•															2.50		
	Woods Supermarket	Eggland's Best		n			•						•															2.29	
Land O Lakes						•						•															2.49		
NM	Albert/Safe Denver	Eggland's Best	n			•						•															3.49		
		Hickman's				•						•																3.49	
		Open Nature				•						•																3.49	
	Albertsons SW	Lucerne				•					•		•																1.39
		Eggland's Best		n			•					•		•														3.99	
		Hickman's					•					•		•														2.99	
		Hickman's			•						•		•															1.99	
		Hickman's					•				•		•															1.99	
		O Organics				•						•		•														3.49	
		O Organics				•						•		•														4.99	
		Lucerne				•					•		•															1.49	
	Lucerne				•					•		•															3.49		
	El Super	n/i				•				•		•															1.50		
	King Soopers	Alfresco				•					•		•														4.99		
Smith's	Alfresco				•					•		•														4.99			
Sprout's Market	Hickman's				•				•		•															0.88			
	Alfresco				•					•		•															4.99		
OK	Harp's	Eggland's Best				•				•		•															3.48		
		Land O Lakes				•					•		•														2.48		
	Sprout's Market	Hickman's				•				•		•																0.88	
		Alfresco				•					•		•															4.99	
	The Fresh Market	The Fresh Market	n			•				•		•															3.00		
Warehouse Market	Best Choice				•				•		•															0.97			
Williams Foods	Eggland's Best			•					•		•															2.99			
TX	Albertsons Houston	Eggland's Best	n			•				•		•															3.99		
		Hickman's				•					•		•															2.99	
		Hickman's			•					•		•																1.99	

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

**Memorial Day 2019
SHELL EGGS**

prices in \$US per unit

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

State	Supermarket	Label	K E Y	Weight Class					Color		Pack Size					Caged			Cage-Free					Conditions		
				JM	XL	LG	MD	SM	WH	BR	6	12	18	20	30	Conv.	Specialty		barn/ aviary	free range	pasture	organic	pasture organic			
																	Ω-3	veg-fed								
WA	Thriftway	Cherry Lane				.			.		.				0.99											limit 2
<i>(cont)</i>	Thriftway of OR	Cherry Lane				.			.		.				0.99											limit 2
WY	Albert/Safe Denver	Eggland's Best	n			.			.		.						3.49									
		Hickman's				.			.		.							3.49								
		Open Nature				.			.		.						3.49									
		Lucerne				.			.		.				1.39											
	Albert/Safe Mntn	Eggland's Best	n			.			.		.						2.99									
		Open Nature				.			.		.						2.50									
	Associated Foods	Food Club				.			.		.				0.88											
	King Soopers	Alfresco				.			.		.													4.99		
	Smith's	Alfresco				.			.		.													4.99		