



United States  
Department of  
Agriculture

Agricultural  
Marketing  
Service

Livestock and  
Poultry Program

Agricultural  
Analytics  
Division

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

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## Labor Day 2019

Advertised Prices effective through September 02, 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 Labor Day marketing period. The Labor Day weekend is the symbolic end of summer and the 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 .....	33
South Central.....	47
Southwest.....	57
Northwest .....	60

### Fresh Pork Ribs, Chops, Cuts, and Sausage

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

Northeast.....	65
Southeast .....	80
Midwest .....	96
South Central.....	114
Southwest.....	127
Northwest .....	131

### Beef Steaks and Grinds

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

Northeast.....	137
Southeast .....	156
Midwest .....	173
South Central.....	191
Southwest.....	205
Northwest .....	209

### 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.....	216
Southeast .....	219
Midwest .....	220
South Central.....	221
Southwest.....	222
Northwest .....	222

### Ground Poultry

Ground turkey and chicken grinds, sausage, and patties.

Northeast.....	223
Southeast .....	230
Midwest .....	233
South Central.....	237
Southwest.....	239
Northwest .....	240

**Shell Eggs**

Caged and Cage-Free Varieties

Northeast.....	241
Southeast .....	251
Midwest .....	256
South Central.....	259
Southwest.....	262
Northwest .....	263

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## Report Notes and Key to Abbreviations:

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

### Code Key:

n/i .....not identified  
BOGO .....Buy one, get one free  
B2GO .....Buy two get one free  
BOG2 .....Buy two get two free  
BOG3 .....Buy two get three free  
A .....Antibiotic-free  
F .....Free Range  
G .....Grass-Fed  
K .....Kosher  
H .....Halal  
L .....Locally grown or produced  
O .....USDA Certified Organic  
C .....USDA Choice  
P .....USDA Prime  
S .....USDA Select

### Beef Conditions Key:

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

### U.S. Regional Definitions:

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

### Lamb Origin Codes:

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

### Shell Egg Codes:

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

### Cage-Free Production Systems

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

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

Labor 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		
<b>NORTHEASTERN U.S. - CT,DC,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT</b>																					
CT	ACME Markets	Lancaster Brand		4.49	2.99	BOGO							1.49		1.49					6.99	
		Perdue	A	4.49	2.99	BOGO															
		n/i			1.99																
	Adams Market	Open Nature	A	5.99																	
		Farm Fresh		2.49									1.00		1.00						
	AF Basket	Springer Mountain	A			2.79		2.79													
		Farm Fresh													0.99						
	AG New England	Springer Mountain	A	3.99																	
		n/i			1.69																
	ALDI	Kirkwood																	1.80		
		n/i									1.79										
	Associated	n/i			1.89																
		Farm Fresh															0.59				
	Best Market	Perdue	A					1.49								0.99					
		Springer Mountain	A	3.99													0.99				
	Big Y	n/i	H		2.49								1.99				1.29				
		Farmer Focus	O	5.99		4.99								1.37		0.97					
	Bravo	Big Y							1.99												6.49
		Perdue	A	BOGO																	
	Cherry Valley	Perdue	A														0.69				
		Harvestland	A	5.99																	
C-Town	Farm Fresh			1.99																	
	Cherry Valley											1.49		1.49							
Food Bazaar	n/i								2.99												
	Perdue	A												0.99							
Geissler's	Harvestland	A	5.99																		
	Nature Sensation	A		1.99		2.99				2.99	1.69		1.69								
Highland Park	n/i													0.99							
	n/i					1.99															
IGA New England	Geissler's	A					2.49														
	Bell & Evans	A	4.99		3.59																
	Springer Mountain	A	2.99		2.79																
	n/i							0.99													

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				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	Breast	Tender		
CT (cont)	Key Food	n/i			1.99																
		Perdue	A	3.99				1.99			2.49		1.29		1.29		0.99				
		Urban Meadow	A	3.99																	
		Urban Meadow	O	7.99																	
		Harvestland	O			6.49									2.69						
		Harvestland	A	5.49																	
	King's Market	Nature's Sensation	A	4.99								1.99									
		Bell & Evans	O	10.99	6.49	5.99		7.99				5.29			4.49		2.69				
	Price Rite	Bell & Evans	A	6.99		4.99		3.49	2.99			2.89			2.89						
		Perdue	A	5.99	4.99																
	Save-a-Lot	Tyson	A														0.79				
		Amick Farms			1.89								0.99		0.99						
	ShopRite	n/i			1.69																
		n/i			1.99				1.49					1.29		1.29					
	Stew Leonard's	Perdue	A																		6.49
		Wholesome Pantry	O	5.24		4.86															
		Stew's Naked	A	2.99																	
		Stop & Shop			1.69		1.69				2.49		0.99		0.99		0.99				
Trader Joe's	Perdue	A	3.99								1.49			1.49							
	Nature's Promise	O	6.99																		
Walmart	Trader Joe's	O			4.99																
	Walmart	n/i				2.32															
DC	ALDI	Kirkwood																1.80			
	Giant Food	n/i									1.79										
		Giant			1.99		2.49						0.99		0.99		0.99				
	Harris Teeter	Nature's Promise	O	6.99																	
		Nature's Promise	A	5.49								1.69			1.69						
	Safeway Eastern	Perdue	A	4.19																	
		Harvestland	O	6.29		4.19															
	Save-a-Lot	Signature Farms											BOGO		BOGO						
		O Organics	O	7.99																	
	Trader Joe's	n/i			1.69																
Walmart	Trader Joe's	O			4.99																
	Walmart	n/i				2.32															

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				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	Breast	Tender			
DE	ACME Markets	Lancaster Brand		4.49	2.99	BOGO							1.49		1.49						6.99	
		Perdue	A	4.49	2.99	BOGO																
		n/i			1.99																	
	ALDI	Open Nature	A	5.99																		
		Kirkwood																		1.80		
	Food Lion	n/i			1.99							1.79										
		n/i									2.29							0.59				5.99
	Fresh Grocer	n/i							0.88													
		Perdue	A		1.98									0.88		0.88						6.49
	Giant Food	n/i	H	2.99																		
		Giant			1.99		2.49											0.99				
	Great Valu Markets	Nature's Promise	O	6.99																		
		Nature's Promise	A	5.49									1.69		1.69							
	Harris Teeter	n/i			1.89																	
		Harvestland	O	6.99																		
	IGA Stores NJ/PA	Tyson	A											1.29		1.29						
		Perdue	A	4.19																		
	Lidl	Harvestland	O	6.29		4.19																
		Allen's												0.99		0.99						7.99
	Redner's	n/i	A						1.99													
		Sanderson Farms												0.99		0.69						
	Safeway Eastern	n/i			1.98									0.98		0.98						
		Perdue	A	3.98																		
ShopRite	Signature Farms												BOGO		BOGO							
	O Organics	O	7.99																			
ShurSave Market	n/i			1.69																		
	n/i			1.99				1.49													6.49	
Trader Joe's	Perdue	A	5.24		4.86																	
	Wholesome Pantry	O																				
Walmart	n/i			1.99	2.79												1.39					
	Perdue	A											1.39		1.39							
Weis Markets	Trader Joe's	O			4.99																	
	n/i					2.32																
		Weis		3.99	2.49																	

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				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	Breast	Tender		
MA	Adams Market	Farm Fresh		2.49								1.00		1.00							
		Springer Mountain	A			2.79		2.79													
	AF Basket	Farm Fresh												0.99							
		Springer Mountain	A	3.99																	
	AG New England	n/i			1.69																
	ALDI	Kirkwood																1.80			
		n/i									1.79										
	Associated	n/i			1.89																
		Farm Fresh															0.59				
		Perdue	A					1.49							0.99						
		Springer Mountain	A	3.99													0.99				
		n/i	H		2.49							1.99					1.29				
	Big Y	Big Y							1.99												6.49
		Perdue	A	BOGO																	
	Bravo	Perdue	A														0.69				
		Harvestland	A	5.99																	
	Crosby's	n/i													0.99						8.99
	C-Town	Perdue	A												0.99						
		Harvestland	A	5.99																	
	Donelan's	n/i			2.99																
		Bell & Evans	A			4.99															
	Food City Market	n/i			1.99																
		Mountaire							1.69												
	Foodie's Markets	n/i			2.99																
Geissler's	n/i					1.99															
	Geissler's	A					2.49														
Hannaford	Hannaford					1.49		0.89												7.99	
	Nature's Promise	A								1.99		1.99		1.99							
H-Mart	n/i			2.99																	
Key Food	n/i			1.99																	
	Perdue	A	3.99				1.99			2.49		1.29		1.29	0.99						
	Urban Meadow	A	3.99																		
	Urban Meadow	O	7.99																		
	Harvestland	O			6.49								2.69								



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				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	Breast	Tender	
MA <i>(cont)</i>	Key Food	Harvestland	A	5.49																
	<i>(continued)</i>	Nature's Sensation	A	4.99								1.99								
	Market Basket	Market Basket										0.89	0.89	0.89	0.89					
		Perdue	A							2.69										
		Springer Mountain	A			2.49														
		Harvestland	O	5.69																
	McKinnon's	n/i											0.89		0.89					
		n/i	A		2.19															
	Price Rite	Tyson	A														0.79			
		Amick Farms			1.89									0.99		0.99				
	Roche Bros.	n/i			2.99		1.99													
	Save-a-Lot	n/i			1.69															
	Shaw's	Signature Farms											0.88		0.88	0.99				
		Signature Café																		5.99
	Star Market	n/i			1.99															5.99
	Stop & Shop	Stop & Shop			1.69		1.69					2.49		0.99		0.99	0.99			
		Perdue	A		3.99								1.49		1.49					
		Nature's Promise	O		6.99															
	Trader Joe's	Trader Joe's	O				4.99													
Trucchi's	n/i			1.99																
Walmart	n/i					2.32														
Wegman's	Wegman's			1.99		1.99		3.79	1.88		2.79		0.99		0.79	0.49				
	Wegman's	A		4.49	3.99	4.29	3.69	4.29	3.69	2.29		1.99								
	Wegman's	O		7.99	5.99	5.89		5.99		4.69		3.99		2.99	1.99					
MD	99 Ranch Market	n/i												0.89						
	ACME Markets	Lancaster Brand		4.49	2.99	BOGO							1.49		1.49					
		Perdue	A	4.49	2.99	BOGO														
		n/i			1.99															
		Open Nature	A	5.99																
	ALDI	Kirkwood																1.80		
		n/i									1.79									
Food Lion	n/i			1.99						2.29						0.59				
Giant Eagle	Giant Eagle		2.49	2.49			1.99													
	Farmer Focus	O	6.99																	

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				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	Breast	Tender			
MD (cont)	Giant Food	Giant			1.99		2.49						0.99		0.99	0.99						
		Nature's Promise	O	6.99																		
		Nature's Promise	A	5.49									1.69		1.69							
	Great Valu Markets	n/i			1.89																	
		Harvestland	O	6.99																		
	Green Valley	Tyson	A										1.29		1.29							
		Perdue	A										0.89		0.89							
		Bell & Evans	O						5.79													
		n/i			1.29										0.54							5.99
	Harris Teeter	Perdue	A	4.19																		
		Harvestland	O	6.29		4.19																
	IGA New England	Springer Mountain	A	2.99		2.79																
	IGA Stores NJ/PA	Allen's											0.99		0.99							
		n/i																				7.99
		n/i	A						1.99													
	Lidl	Sanderson Farms											0.99		0.69							
	Martin's Food	Giant			1.69								0.99		0.99	0.99	0.99					5.00
		Nature's Promise	A										1.49		1.49							
	Price Rite	Tyson	A														0.79					
		Amick Farms			1.89								0.99		0.99							
	Redner's	n/i			1.98								0.98		0.98							
		Perdue	A	3.98																		
	Safeway Eastern	Signature Farms											BOGO		BOGO							
O Organics		O	7.99																			
Save-a-Lot	n/i			1.69																		
Shop'n Save	Gerber	A										0.99		0.99								
	Allen's			1.99		1.99																
Shoppers	n/i																				6.99	
	Perdue	A										1.29		1.29								
ShopRite	n/i			1.99				1.49				1.29		1.29								
	Perdue	A																			6.49	
ShurSave Market	Wholesome Pantry	O	5.24		4.86																	
	n/i			1.99	2.79											1.39						
	Perdue	A										1.39		1.39								
Sprout's Market	n/i			2.49																	6.99	

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				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	Breast	Tender		
MD (cont)	Trader Joe's	Trader Joe's	O			4.99															
	Walmart	n/i				2.32															
	Wegman's	Wegman's			1.99		1.99		3.79	1.88		2.79			0.79	0.49					
		Wegman's	A	4.49	3.99	4.29	3.69	4.29	3.69	2.29		1.99	0.99								
		Wegman's	O	7.99	5.99	5.89	3.69	5.99		4.69		3.99		2.99	1.99						
Weis Markets	Weis		3.99		2.49																
ME	AG New England	n/i			1.69																
	Best Yet Markets	n/i						1.79													
	Food City Market	n/i			1.99																
	Hannaford	Mountaire							1.69												
		Hannaford					1.49			0.89											7.99
		Nature's Promise	A									1.99		1.99							
	IGA New England	n/i						1.79													
	Market Basket	Market Basket											0.89	0.89	0.89	0.89					
		Perdue	A							2.69											
		Springer Mountain	A			2.49															
	Save-a-Lot	Harvestland	O	5.69																	
		n/i				1.69															
Signature Farms												0.88		0.88	0.99						
Shaw's	Signature Café																			5.99	
	Trader Joe's	O			4.99																
Walmart	n/i				2.32																
NH	AG New England	n/i			1.69																
	ALDI	Kirkwood																1.80			
		n/i										1.79									
		Hannaford					1.49		0.89												7.99
	IGA New England	Nature's Promise	A										1.99		1.99						
		Springer Mountain	A	2.99		2.79															
		Market Basket											0.89	0.89	0.89	0.89					
	Market Basket	Perdue	A							2.69											
Springer Mountain		A			2.49																
Harvestland		O	5.69																		
McKinnon's	n/i											0.89		0.89							
	n/i	A			2.19																

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				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	Breast	Tender	
NH (cont)	Price Rite	Tyson	A													0.79				
		Amick Farms			1.89								0.99		0.99					
	Save-a-Lot	n/i			1.69															
	Shaw's	Signature Farms											0.88		0.88	0.99				
	Trader Joe's	Signature Café																		5.99
	Walmart	Trader Joe's	O			4.99														
		n/i					2.32													
NJ	99 Ranch Market	n/i													0.79					
	ACME Markets	Lancaster Brand		4.49	2.99	BOGO							1.49		1.49					6.99
		Perdue	A	4.49	2.99	BOGO														
		n/i			1.99															
		Open Nature	A	5.99																
	AF Basket	Farm Fresh													0.99					
		Springer Mountain	A	3.99																
	ALDI	Kirkwood																1.80		
		n/i									1.79									
	Associated	n/i			1.89															
		Farm Fresh															0.59			
		Perdue	A						1.49							0.99				
		Springer Mountain	A	3.99													0.99			
		n/i	H		2.49								1.99				1.29			
	Best Market	n/i			1.77									1.37		0.97				
		Farmer Focus	O	5.99		4.99														
	Bravo	Perdue	A														0.69			
		Harvestland	A	5.99																
	C-Town	Perdue	A													0.99				
		Harvestland	A	5.99																
Fine Fare	Farm Fresh			1.79																
	Perdue	A														0.69				
Food Bazaar	Nature Sensation	A		1.99		2.99				2.99	1.69		1.69							
	n/i														0.99					
Foodtown	Perdue	A	3.53													0.89				
Great Valu Markets	n/i			1.89																
	Harvestland	O	6.99																	
		Tyson	A									1.29		1.29						

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

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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)	IGA Stores NJ/PA	Allen's											0.99		0.99						7.99		
		n/i																					
	Key Food	n/i	A					1.99															
		n/i			1.99																		
	King's Market	Perdue	A	3.99					1.99			2.49		1.29		1.29		0.99					
		Urban Meadow	A	3.99																			
		Urban Meadow	O	7.99																			
		Harvestland	O			6.49									2.69								
		Harvestland	A	5.49																			
		Nature's Sensation	A	4.99									1.99										
		Bell & Evans	O	10.99	6.49	5.99		7.99					5.29		4.49		2.69						
		Bell & Evans	A	6.99		4.99		3.49	2.99				2.89		2.89								
		Perdue	A	5.99	4.99																		
		Lidl	Sanderson Farms											0.99		0.69							
	McCaffrey's	McCaffrey's			1.99																		
		Bell & Evans	A									1.99		1.99		1.99		1.99					
	Met Foods	Perdue	A															0.69					
		Harvestland	A	5.99																			
	Morton Williams	Springer Mountain	A	3.99															0.99				
		Perdue	A					1.99															
		n/i											1.99		1.99								
	Murphy's Market	Empire	K																2.99				
		Bell & Evans	A										3.79		3.79								
	Net Cost Market	Coleman	O	7.99												2.49							
		n/i			1.29																		
	Pioneer Foods	Farm Fresh																	0.59				
		Harvestland	A	5.99																			
Springer Mountain		A	3.99															0.99					
Price Rite	Tyson	A																0.79					
	Amick Farms			1.89								0.99		0.99									
Save-a-Lot	n/i		1.69																				
ShopRite	n/i			1.99				1.49					1.29		1.29								
	Perdue	A																			6.49		
Sprout's Market	Wholesome Pantry	O	5.24		4.86																		
	n/i			2.49																	6.99		

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

**Labor 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		
NJ (cont)	Stop & Shop	Stop & Shop			1.69		1.69				2.49		0.99		0.99	0.99					
		Perdue	A	3.99								1.49		1.49							
		Nature's Promise	O	6.99																	
		Supremo Foods	n/i		1.79												0.69				
			Perdue	A											1.29						
			Oasis	H										1.49							
		Top Tomato	n/i														0.79				
		Trader Joe's	Trader Joe's	O			4.99														
		Uncle Giuseppe's	n/i	A					1.99					1.49		1.49					
		Walmart	n/i					2.32													
		Wegman's	Wegman's			1.99		1.99	3.79	1.88		2.79		0.99		0.79	0.49				
			Wegman's	A	4.49	3.99	4.29	3.69	4.29	3.69	2.29		1.99								
			Wegman's	O	7.99	5.99	5.89		5.99		4.69		3.99		2.99	1.99					
	Weis Markets	Weis		3.99		2.49															
	Western Beef	n/i			1.69						1.49				0.99	0.99	0.69				
NY	ACME Markets	Lancaster Brand		4.49	2.99	BOGO							1.49		1.49					6.99	
		Perdue	A	4.49	2.99	BOGO															
		n/i			1.99																
		Open Nature	A	5.99																	
	AF Basket	Farm Fresh													0.99						
		Springer Mountain	A	3.99																	
	AG New England	n/i			1.69																
	ALDI	Kirkwood																	1.80		
		n/i										1.79									
	Associated	n/i			1.89																
		Farm Fresh															0.59				
		Perdue	A						1.49						0.99						
		Springer Mountain	A	3.99													0.99				
		n/i	H		2.49								1.99				1.29				
	Best Market	n/i			1.77									1.37		0.97					
	Farmer Focus	O	5.99		4.99																
Big M	1893 Premium															0.69				6.99	
Bravo	Perdue	A														0.69					
	Harvestland	A	5.99																		

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**CHICKEN**

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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)	Cherry Valley	Farm Fresh			1.99																	
		Cherry Valley											1.49	1.49								
		n/i								2.99												
	C-Town	Perdue	A											0.99								
		Harvestland	A	5.99																		
	D'Agostino's	n/i																			6.99	
	DeCiccio Family	DeCiccio	A										1.99	1.59	1.99	1.59						
		Bell & Evans	A	9.99																		
	DeCiccio & Sons	DeCiccio & Sons	A						2.99													
		Bell & Evans	A	5.99																		
	Fine Fare	Farm Fresh				1.79																
		Perdue	A															0.69				
	Food Bazaar	Nature Sensation	A			1.99	2.99					2.99	1.69	1.69								
		n/i													0.99							
	Food Emporium	n/i			2.99																	
		Harvestland	O	7.99																		
		Harvestland	A										2.29	2.29								
	Foodtown	Perdue	A						1.99				1.79	1.79								
		Perdue	A	3.53														0.89				
	Giunta's	Farm Fresh				2.49																
		Cookin' Good							1.99													
	Great American	n/i				1.89																
	Gristede's	Perdue	A						2.99													
Hannaford	Hannaford																				7.99	
	Nature's Promise	A										1.99	1.99									
IGA New England	Springer Mountain	A	2.99			2.79																
	n/i																					
Key Food	n/i				1.99																	
	Perdue	A	3.99					1.99				2.49	1.29	1.29	0.99							
	Urban Meadow	A	3.99																			
	Urban Meadow	O	7.99																			
	Harvestland	O				6.49								2.69								
	Harvestland	A	5.49																			
	Nature's Sensation	A	4.99									1.99										

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CHICKEN**

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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)	King Kullen	Perdue	A									1.49		1.49		0.89					
		Mountaire		3.49		2.99							0.99		0.99						
		Harvestland	A	5.49																	
		Harvestland	O	7.99																	
	King's Market	Bell & Evans	A										2.99		2.99						
		Bell & Evans	O	10.99	6.49	5.99		7.99					5.29		4.49		2.69				
		Bell & Evans	A	6.99		4.99		3.49	2.99				2.89		2.89						
	Met Foods	Perdue	A														0.69				
		Harvestland	A		5.99																
		Springer Mountain	A		3.99													0.99			
	Morton Williams	Perdue	A						1.99												
		n/i											1.99		1.99						
		Empire	K															2.99			
	Net Cost Market	Coleman	O		7.99											2.49					
		n/i				1.29															
	North Shore	Farm Fresh						1.99								0.69	0.69				
		Farmer Focus	O		7.99								2.99								
		Murry's	A						3.99												
		Perdue	A																		1.69
	Peck's Market	Springer Mountain	A				2.69														
		Peck's	A						2.19												
	Pioneer Foods	Farm Fresh																0.59			
		Harvestland	A		5.99																
		Springer Mountain	A		3.99																0.99
	Price Rite	Tyson	A																		0.79
		Amick Farms					1.89							0.99		0.99					
	Save-a-Lot	n/i					1.69														
	Shop'n Save	Gerber	A											0.99		0.99					
Allen's						1.99		1.99													
ShopRite	n/i					1.99							1.29		1.29						
	Perdue	A																		6.49	
Stew Leonard's	Wholesome Pantry	O		5.24		4.86															
	Stew's Naked	A		2.99																	



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CHICKEN**

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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)	Stop & Shop	Stop & Shop			1.69		1.69				2.49		0.99		0.99	0.99					
		Perdue	A	3.99								1.49		1.49							
		Nature's Promise	O	6.99																	
	Tops Market	Tops			1.88								1.29		1.29						
		Springer Mountain	A	3.29																	
	Top Tomato	n/i															0.79				
	Trade Fair	Perdue	A										1.39		0.99						
		n/i			1.99							2.79					0.59				
		n/i	H			2.49															
	Trader Joe's	Harvestland	A	4.99									1.99		1.99						
		Trader Joe's	O			4.99															
	Uncle Giuseppe's	n/i	A					1.99					1.49		1.49						
	Walmart	n/i					2.32														
	Wegman's	Wegman's			1.99		1.99	3.79	1.88			2.79		0.99		0.79	0.49				
		Wegman's	A	4.49	3.99	4.29	3.69	4.29	3.69	2.29		1.99									
		Wegman's	O	7.99	5.99	5.89		5.99		4.69		3.99		2.99	1.99						
Weis Markets	Weis		3.99		2.49																
Western Beef	n/i			1.69						1.49				0.99	0.99	0.69					
PA	ACME Markets	Lancaster Brand		4.49	2.99	BOGO						1.49		1.49						6.99	
		Perdue	A	4.49	2.99	BOGO															
		n/i			1.99																
	ALDI	Open Nature	A	5.99															1.80		
		Kirkwood									1.79										
	Associated	n/i			1.89																
		Farm Fresh															0.59				
		Perdue	A					1.49						0.99							
	Big M	Springer Mountain	A	3.99													0.99				
		n/i	H		2.49							1.99					1.29				
		1893 Premium					1.99									0.69					6.99
	Boyer Food	Mrs. B's		2.97	1.97							0.97		0.97							
Bravo	Perdue	A														0.69					
	Harvestland	A	5.99																		
Cash Saver	n/i															0.44					

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**CHICKEN**

State	Supermarket	Brand	Key	B/S Breast		B/S Thighs		Split Breast		Wings		Thighs		Drumsticks		Leg Quarters		IQF		Fried 8-piece
				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	Breast	Tender	
PA (cont)	C-Town	Perdue	A											0.99						
		Harvestland	A	5.99																
	Family Owned	n/i		2.49	1.99							1.29								
	Fine Fare	Farm Fresh			1.79															
		Perdue	A														0.69			
	Food Lion	n/i			1.99						2.29							0.59		
	Foodland	Gerber's	A										0.88		0.88				1.60	
		Shopper's Value																		
	Foodtown	Perdue	A	3.53													0.89			
	Fresh Grocer	n/i							0.88											
		Perdue	A		1.98									0.88		0.88				
		n/i	H	2.99																
	Fresh Thyme	n/i			2.99		2.99													
		Coleman	O												2.99					
	Giant/Martin's Food	Giant			1.69															
		Nature's Promise	A									1.49			1.49					
	Giant Eagle	Giant Eagle		2.49	2.49			1.99												
		Farmer Focus	O	6.99																
	Gordon Food	Tyson	A																3.33	
	Great Valu Markets	n/i			1.89															
		Harvestland	O	6.99																
		Tyson	A											1.29		1.29				
	Grocery Outlet	Tyson	A																2.00	
H-Mart	n/i		2.99																	
Ideal Market	n/i					1.99											0.59			
IGA SpartanNash	Wagner's																			
	Gerber	A														0.79			9.99	
IGA Stores NJ/PA	Allen's											0.99		0.99						
	n/i																		7.99	
	n/i	A					1.99													
Karn's Foods	n/i	A		1.69																
	n/i											0.79		0.55						
Key Food	n/i			1.99																
	Perdue	A	3.99					1.99			2.49		1.29		1.29	0.99				
	Urban Meadow	A	3.99																	

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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)	Key Food (continued)	Urban Meadow	O	7.99																		
		Harvestland	O			6.49								2.69								
		Harvestland	A	5.49																		
	Kuhn's Market	Nature's Sensation	A	4.99								1.99										
		n/i			1.99																	
	Landis Market	Gerber	A			3.49							0.99		0.99							
		Allen's											0.99		0.99							
	Lidl	Sanderson Farms										0.99		0.69								
	McCaffrey's	McCaffrey's			1.99																	
		Bell & Evans	A									1.99		1.99		1.99						
	Net Cost Market	Coleman	O	7.99											2.49							
		n/i			1.29																	
	Pioneer Foods	Farm Fresh																0.59				
		Harvestland	A	5.99																		
	Price Rite	Springer Mountain	A	3.99																		
		Tyson	A																			
	Redner's	Amick Farms			1.89								0.99		0.99							
		n/i			1.98								0.98		0.98							
	Save-a-Lot	Perdue	A	3.98																		
		n/i			1.69																	
	Shop'n Save	Gerber	A										0.99		0.99							
		Allen's			1.99		1.99															
	ShopRite	n/i			1.99				1.49				1.29		1.29							
		Perdue	A																			6.49
	ShurSave Market	Wholesome Pantry	O	5.24		4.86																
		n/i			1.99	2.79																
	ShurSave NE Penn	Perdue	A										1.39		1.39							
		Sanderson Farms			1.99	2.99						1.49		1.49								
	Sprout's Market	n/i			2.49																	6.99
	Supremo Foods	n/i			1.79													0.69				
Perdue		A												1.29								
Tops Market	Oasis	H											1.49									
	Tops			1.88								1.29		1.29								
Trader Joe's	Springer Mountain	A	3.29																			
	Trader Joe's	O			4.99																	

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**CHICKEN**

State	Supermarket	Brand	Key	B/S Breast		B/S Thighs		Split Breast		Wings		Thighs		Drumsticks		Leg Quarters		IQF		Fried 8-piece	
				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	Breast	Tender		
PA (cont)	Walmart	n/i					2.32														
	Wegman's	Wegman's			1.99		1.99	3.79	1.88		2.79		0.99		0.79	0.49					
		Wegman's	A	4.49	3.99	4.29	3.69	4.29	3.69	2.29		1.99									
		Wegman's	O	7.99	5.99	5.89		5.99		4.69		3.99		2.99	1.99						
Weis Markets	Weis		3.99		2.49																
RI	Adams Market	Farm Fresh		2.49									1.00		1.00						
		Springer Mountain	A			2.79		2.79													
	AF Basket	Farm Fresh												0.99							
		Springer Mountain	A	3.99															1.80		
	ALDI	Kirkwood								1.79											
	Associated	n/i			1.89																
		Farm Fresh														0.59					
		Perdue	A					1.49							0.99						
		Springer Mountain	A	3.99																	
		n/i	H		2.49							1.99									
	Bravo	Perdue	A																		
		Harvestland	A	5.99																	
	Dave's Marketplace	n/i		2.99	1.69								0.99		0.99						
	H-Mart	n/i		2.99																	
	Price Rite	Tyson	A																		0.79
		Amick Farms			1.89								0.99		0.99						
	Save-a-Lot	n/i		1.69																	
	Shaw's	Signature Farms											0.88		0.88	0.99					
		Signature Café																			
Stop & Shop	Stop & Shop			1.69		1.69				2.49		0.99		0.99	0.99					5.99	
	Perdue	A	3.99								1.49		1.49								
	Nature's Promise	O	6.99																		
Trader Joe's	Trader Joe's	O			4.99																
Walmart	n/i					2.32															
VT	AG New England	n/i			1.69																
	ALDI	Kirkwood																	1.80		
		n/i									1.79										
	Food City Market	n/i			1.99																
Mountaire								1.69													

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**CHICKEN**

State	Supermarket	Brand	Key	B/S Breast		B/S Thighs		Split Breast		Wings		Thighs		Drumsticks		Leg Quarters		IQF		Fried 8-piece		
				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	Breast	Tender			
VT (cont)	Hannaford	Hannaford	A				1.49		0.89											7.99		
		Nature's Promise										1.99		1.99								
	IGA New England	n/i	O					1.79														
	Shaw's	Signature Farms											0.88		0.88	0.99						
		Signature Café																				5.99
	Tops Market	Tops				1.88								1.29		1.29						
	Springer Mountain		3.29																			
	Trader Joe's	Trader Joe's				4.99																
	Walmart	n/i					2.32															

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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	
<b>SOUTHEASTERN U.S. - AL,FL,GA,KY,MS,NC,SC,TN,VA,WV</b>																				
AL	ALDI	Kirkwood									1.79								1.80	
	Bruce's Foodland	n/i			1.29				0.99											
	Cash Saver	n/i															0.44			
	Dollar General Mkt	n/i			1.95							0.95		0.95						
	Earth Fare	n/i	A	3.99												0.98				
	Food Giant	n/i																		4.98
		Sanderson Farms							1.18											
	Gateway Foodland	n/i											0.99		0.99					
	GreenWise Market	GreenWise	A								1.89			1.89						
	Greer's Market	n/i			1.53													0.45		
	HAC, Inc.	Sanderson Farms			2.49							1.19		1.19						
	Hometown Market	n/i							1.39											
	Ingle's Market	Tyson	A		1.78												0.59			
		Coleman	O		5.98															
	Kroger Atlanta	Fresh Foods Mrkt																		7.99
		Simple Truth	O		5.99															
		Perdue	A		2.99															
		Kroger																2.33	2.80	
	Kroger Nashville	Fresh Foods Mrkt																		6.99
		Simple Truth	O		5.99															
		Perdue	A		2.99															
	Manning's PW	n/i																		0.39
	Piggly Wiggly Inc.	n/i						1.79												0.59
	Piggly Wiggly JTM	n/i																		0.59
	Publix	Springer Mountain	A	3.39		3.39														
	PW Houchen's	n/i																		6.99
		Sanderson Farms							1.19											
		n/i					1.89		1.19											
	Ragland Bros.	n/i																		0.49
	Ramey's	Springer Mountain	A								0.98		0.98		0.98					
		Ramey's			1.58															6.99
	Rouse's Market	n/i																		0.49
		Tyson	A						1.49											
	Save-a-Lot	n/i			1.69															

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

**Labor 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			
AL (cont)	Sprout's Market	n/i			2.49															6.99		
	Trader Joe's	Trader Joe's	O			4.99																
	United Grocery	n/i			1.59																	
	Vowell's	n/i														0.49						
	Walmart	n/i					2.32															
	Winn-Dixie	n/i				2.74				2.99	1.49			1.49							5.99	
FL	ALDI	Kirkwood																1.80				
		n/i									1.79											
	Bravo	n/i							3.49			0.99		0.59								
	Dollar General Mkt	n/i			1.95							0.95		0.95								
	Doris Market	n/i			1.99											0.79						
	Earth Fare	n/i	A	3.99											0.98							
	Food Giant	n/i																		4.98		
		Sanderson Farms							1.18													
	Fresco y Mas	n/i			3.98		2.98	1.48			2.98				0.48							
	Gordon Food	Tyson	A															3.33				
	GreenWise Market	GreenWise	A								1.89			1.89								
	Greer's Market	n/i				1.53											0.45					
	Harris Teeter	Perdue	A		4.19																	
		Harvestland	O		6.29		4.19															
	Hitchcock's	n/i																			0.44	
	IGA Florida	n/i				1.99															0.60	
	Key Food	n/i				1.29					2.49										0.59	
	Lucky's Market	n/i															0.99					
	Milam's Market	Bell & Evans	A											2.99								
	Presidente	n/i				0.98							0.98									
	Price Choice	n/i				1.27															0.45	
	Publix	Springer Mountain	A		3.39		3.39															
	PW Houchen's	n/i						1.89			1.19										6.99	
		Sanderson Farms									1.19											
Sabor Tropical	n/i				0.98									0.58								
Save-a-Lot	n/i				1.69																	
Scaff's Market	Covington Farms																			0.69		
Sedano's	n/i			2.69	1.69															0.49		
Sprout's Market	n/i				2.49															6.99		

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

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**CHICKEN**

State	Supermarket	Brand	Key	B/S Breast		B/S Thighs		Split Breast		Wings		Thighs		Drumsticks		Leg Quarters		IQF		Fried 8-piece	
				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	Breast	Tender		
FL (cont)	Trader Joe's	Trader Joe's	O			4.99															
	Walmart	n/i					2.32														
	Western Beef	n/i									2.49					0.99					
	Winn-Dixie	n/i				2.74					2.99	1.49		1.49						5.99	
GA	AF Basket	Farm Fresh													0.99						
		Springer Mountain	A	3.99																	
	ALDI	Kirkwood									1.79								1.80		
		n/i																			
	Bi-Lo	n/i				2.49					2.49		0.99		0.99				2.33	2.80	
		SE Grocers																			
	Dollar General Mkt	n/i			1.95								0.95		0.95						
	Earth Fare	n/i	A	3.99												0.98					
	Food City	n/i				1.99														6.99	
		Holly Farms																			
	Food Depot	Claxton										1.98									
	Food Giant	n/i																		4.98	
		Sanderson Farms								1.18											
	Food Lion	n/i			1.99							2.29						0.59			5.99
	Food Pride	Springer Mountain	A											0.79		0.79					
	Galaxy Food	n/i								1.48								0.68			
	HAC, Inc.	Sanderson Farms			2.49									1.19		1.19					
	Harris Teeter	Perdue	A	4.19																	
		Harvestland	O	6.29		4.19															
	Harvey's	n/i				2.48		2.48				1.98		0.88		0.88					5.98
	SE Grocers																		2.33	2.80	
IGA Food Stores	Wise Buy				1.69												0.80				
IGA Stores Stheast	n/i				1.98												0.59				
	Tyson	A			1.78												0.59				
	Coleman	O	5.98																		
Kroger Atlanta	Fresh Foods Mkt																			7.99	
	Simple Truth	O	5.99																		
	Perdue	A	2.99																		
	Kroger																		2.33	2.80	
Lidl	Sanderson Farms											0.99		0.69							
Little Giant	n/i													0.79							



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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 <i>(cont)</i>	Lucky's Market	n/i														0.99						
	Piggly Wiggly GA	n/i									0.99		0.99									
	Piggly Wiggly JTM	n/i															0.59					
	Publix	Springer Mountain	A	3.39		3.39																
	PW Carolina	n/i			1.88																5.88	
		Mrs. Mac's																				
		Springer Mountain	A	3.99																		
	PW Houchen's	n/i					1.89		1.19												6.99	
		Sanderson Farms							1.19													
	Quality Foods	n/i									2.49				0.59							
	Save-a-Lot	n/i			1.69																	
	Sprout's Market	n/i			2.49																6.99	
	Trader Joe's	Trader Joe's	O			4.99																
	United Grocery	n/i			1.59																	
Walmart	n/i					2.32																
Wayfield's	n/i			1.99				0.99		1.99		0.99		0.99		0.59						
Winn-Dixie	n/i			2.74						2.99	1.49		1.49							5.99		
KY	ALDI	Kirkwood																1.80				
		n/i									1.79											
	Chappell's	n/i										0.99		0.99								
	Cox IGA	n/i									2.49				0.99							
		House of Raeford																2.00				
	Dollar General Mkt	n/i		1.95									0.95		0.95							
	E.W. James	Charley Bigg's																		7.99		
	Food City	n/i																		6.99		
		Holly Farms			1.99																	
	Food Giant	n/i																		4.98		
		Sanderson Farms							1.18													
	Food Lion	n/i			1.99						2.29						0.59				5.99	
	Food Rite	n/i															0.59					
	Sanderson Farms				2.99																	
Foodland	Allen									2.99												
	n/i																			5.99		
Fresh Encounters	Open Acres			2.49								0.89		0.89								

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**CHICKEN**

State	Supermarket	Brand	Key	B/S Breast		B/S Thighs		Split Breast		Wings		Thighs		Drumsticks		Leg Quarters		IQF		Fried 8-piece		
				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	Breast	Tender			
KY (cont)	Fresh Thyme	n/i			2.99		2.99						1.29		1.29							
		Coleman	O											2.99								
	Galaxy Food	n/i							1.48								0.68					
	Gordon Food	Tyson	A																3.33			
	Harvey's	n/i			2.48		2.48					1.98		0.88		0.88					5.98	
		SE Grocers																	2.33	2.80		
	IGA Houchen's	Tyson	A																2.00	2.40		
		n/i																			6.99	
	IGA SpartanNash	Wagner's																			9.99	
		Gerber	A														0.79					
	IGA Stores OH/KY	n/i										2.49		0.99		0.99						
		House of Raeford																			2.00	
	IGA Stores Stheast	n/i				1.98																
	Kroger Cincinnati	Fresh Foods Mrkt																				6.99
		Simple Truth	O		6.99																	
		Miller Amish	A		3.99																	
		Tyson	A																		2.33	2.80
	Kroger Delta	Fresh Foods Mrkt																				7.99
		Heritage Farm											1.99									
		Tyson	A																		2.33	2.80
	Kroger MidAtlantic	Perdue	A							0.88					0.88		0.88					
		Fresh Foods Mrkt																				6.99
		Heritage Farm										2.49										
		Simple Truth	A		4.99																	
	Kroger Mid-South	Perdue	A			1.88		1.88														
		Fresh Foods Mrkt																				6.99
		Simple Truth	O		5.99																	
		Tyson	A																		2.33	2.80
	Kroger Nashville	Fresh Foods Mrkt																				6.99
		Simple Truth	O		5.99																	
	Perdue	A		2.99																		
Lucky's Market	n/i																0.99					
Meijer	n/i				1.69																5.99	
	Meijer	A		2.99					0.99													

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**CHICKEN**

State	Supermarket	Brand	Key	B/S Breast		B/S Thighs		Split Breast		Wings		Thighs		Drumsticks		Leg Quarters		IQF		Fried 8-piece		
				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	Breast	Tender			
KY (cont)	PW Houchen's	n/i					1.89		1.19											6.99		
		Sanderson Farms							1.19													
	Ruler Foods	Heritage Farm					1.99															
	Save-a-Lot	n/i					1.69															
	Super Dollar	n/i					1.95															
	Trader Joe's	Trader Joe's	O				4.99															
	TC Grocery	n/i												0.99		0.69				7.99		
	United Grocery	n/i					1.59															
	ValuMarket	n/i					1.49															
	Sanderson Farms								1.39													
	Walmart	n/i					2.32															
MS	AG Baton Rouge	n/i															0.49			5.99		
		Sanderson Farms					1.79															
	ALDI	Kirkwood									1.79								1.80			
		n/i																				
	Corner Market	Sanderson Farms			2.69																	
		n/i																			6.99	
	Dollar General Mkt	n/i					1.95						0.95		0.95							
	Food Giant	n/i																			4.98	
		Sanderson Farms								1.18												
	Froogle's	n/i																0.49				
	Greer's Market	n/i					1.53											0.45				
	Grocery Depot	n/i																0.36				
	Kroger Delta	Fresh Foods Mkt																				7.99
		Heritage Farm										1.99										
		Tyson	A																2.33	2.80		
	Mac's Fresh Mkt	n/i					1.99															
PW Houchen's	n/i						1.89		1.19											6.99		
	Sanderson Farms								1.19													
Ramey's	Springer Mountain	A								0.98		0.98		0.98								
	Ramey's						1.58														6.99	
Rouse's Market	n/i																	0.49				
	Tyson	A							1.49													
Save-a-Lot	n/i						1.69															
Superlo Foods	n/i								0.89													

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CHICKEN**

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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)	Vowell's	n/i															0.49					
	Walmart	n/i				2.32																
	Winn-Dixie	n/i			2.74					2.99	1.49			1.49						5.99		
NC	ALDI	Kirkwood																1.80				
		n/i								1.79												
	Bi-Lo	n/i				2.49				2.49			0.99		0.99							
		SE Grocers																2.33	2.80			
	Carlie C's IGA	n/i															0.58					
		Springer Mountain	A					1.78													8.79	
		Carlie C's																				
	Compare Foods	n/i																0.59				
		Springer Mountain	A		3.99												0.99					
	Earth Fare	n/i	A		3.99												0.98					
	Food Lion	n/i				1.99					2.29							0.59			5.99	
	Food Pride	Springer Mountain	A										0.79		0.79							
	Fresh Foods	n/i																	1.20		8.99	
		Springer Mountain	A								2.49			0.99		0.99						
	Galaxy Food	n/i							1.48									0.68				
	Great Valu Markets	n/i				1.89																
		Harvestland	O		6.99																	
		Tyson	A											1.29		1.29						
	Harris Teeter	Perdue	A		4.19																	
		Harvestland	O		6.29		4.19															
Harvey's	n/i				2.48		2.48			1.98			0.88		0.88						5.98	
	SE Grocers																		2.33	2.80		
H-Mart	n/i												0.99									
IGA Food Stores	Wise Buy				1.69														0.80			
IGA Stores Stheast	n/i				1.98														0.59			
Ingle's Market	Tyson	A			1.78														0.59			
	Coleman	O		5.98																		
Just \$ave Foods	n/i								1.48										0.68		6.99	
Lidl	Sanderson Farms											0.99		0.69								
Lowe's Foods	Chicken Kitchen																				7.99	
Piggly Wiggly Retail	Wise Buy				1.59				1.29													
	Springer Mountain	A										2.89										

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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)	Piggly Wiggly Store	Sanderson Farms									2.29												
		n/i															0.59				7.99		
	Publix	Springer Mountain	A	3.39		3.39																	
	Save-a-Lot	n/i				1.69																	
	Sprout's Market	n/i				2.49															6.99		
	Trader Joe's	Trader Joe's	O			4.99																	
	United Grocery	n/i				1.59																	
Walmart	n/i						2.32																
SC	ALDI	Kirkwood																	1.80				
		n/i									1.79												
	Bi-Lo	n/i				2.49					2.49		0.99		0.99								
		SE Grocers																	2.33	2.80			
	Dollar General Mkt	n/i				1.95							0.95		0.95								
	Earth Fare	n/i	A	3.99											0.98								
	Food Lion	n/i				1.99					2.29							0.59			5.99		
	Galaxy Food	n/i							1.48									0.68					
	GreenWise Market	GreenWise	A									1.89		1.89									
	Harris Teeter	Perdue	A	4.19																			
		Harvestland	O	6.29		4.19																	
	Harvey's	n/i				2.48		2.48			1.98		0.88		0.88							5.98	
		SE Grocers																	2.33	2.80			
	IGA Food Stores	Wise Buy				1.69																	
	IGA Stores Stheast	n/i				1.98																	
	Ingle's Market	Tyson	A			1.78																	
		Coleman	O	5.98																			
	Kroger Atlanta	Fresh Foods Mrkt																					7.99
		Simple Truth	O	5.99																			
		Perdue	A	2.99																			
	Kroger																		2.33	2.80			
Lidl	Sanderson Farms											0.99		0.69									
Lowe's Foods	Chicken Kitchen																					7.99	
Publix	Springer Mountain	A	3.39		3.39																		
PW Carolina	n/i				1.88																		
	Mrs. Mac's																					5.88	
	Springer Mountain	A	3.99																				

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				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	Breast	Tender		
SC (cont)	Quality Foods	n/i									2.49				0.59						
	Save-a-Lot	n/i			1.69																
	Sprout's Market	n/i			2.49															6.99	
	Trader Joe's	Trader Joe's	O			4.99															
	Walmart	n/i					2.32														
TN	ALDI	Kirkwood																1.80			
		n/i									1.79										
	Cash Saver	n/i															0.44				
	Chappell's	n/i										0.99		0.99							
	Dollar General Mkt	n/i			1.95							0.95		0.95							
	E.W. James	Charley Bigg's																		7.99	
	Earth Fare	n/i	A	3.99												0.98					
	Food City	n/i																		6.99	
		Holly Farms				1.99															
	Food Country	Perdue	A																		6.99
		n/i				1.99								0.99	0.88						
	Food Giant	n/i																			4.98
		Sanderson Farms							1.18												
	Food Lion	n/i				1.99						2.29						0.59			5.99
	Food Rite	n/i																0.59			
		Sanderson Farms					2.99														
	Gordon Food	Tyson	A																3.33		
	H.G. Hill	n/i																0.59			7.99
	IGA Houchen's	Tyson	A																2.00	2.40	
		n/i																			6.99
IGA Stores OH/KY	n/i										2.49	0.99		0.99							
	House of Raeford																		2.00		
IGA Stores Stheast	n/i				1.98																
Ingle's Market	Tyson	A			1.78																
	Coleman	O		5.98																	
Kroger Delta	Fresh Foods Mkt																				
	Heritage Farm										1.99										
	Tyson	A																	2.33	2.80	
Kroger MidAtlantic	Perdue	A							0.88				0.88		0.88						
	Fresh Foods Mkt																				

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				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	Breast	Tender			
TN <i>(cont)</i>	Kroger MidAtlantic <i>(continued)</i>	Heritage Farm								2.49												
		Simple Truth	A	4.99																		
	Kroger Nashville	Fresh Foods Mrkt																			6.99	
		Simple Truth	O	5.99																		
		Perdue	A	2.99																		
	Osborne's	n/i							0.99								0.59					
	Publix	Springer Mountain	A	3.39		3.39																
	Ragland Bros.	n/i																		0.49		
	Ruler Foods	Heritage Farm																			1.99	
	Save-a-Lot	n/i																			1.69	
	Sprout's Market	n/i																			2.49	
	Super Dollar	n/i																			1.95	
	Superlo Foods	n/i									0.89										0.39	
	TC Grocery	n/i												0.99							0.69	
	Tietgen's	n/i									0.99										0.59	
	Trader Joe's	Trader Joe's	O			4.99																
	United Grocery	n/i																			1.59	
Walmart	n/i					2.32																
VA	ALDI	Kirkwood																		1.80		
		n/i									1.79											
	Dollar General Mrkt	n/i		1.95									0.95		0.95							
	Earth Fare	n/i	A	3.99												0.98						
	Food City	n/i																			6.99	
		Holly Farms																				1.99
	Food Country	Perdue	A																			6.99
		n/i													0.99		0.88					1.99
	Food Lion	n/i									2.29										0.59	
	Galaxy Food	n/i							1.48												0.68	
	Giant Food	Giant					2.49							0.99		0.99	0.99					1.99
		Nature's Promise	O	6.99																		
		Nature's Promise	A	5.49									1.69		1.69							
Grant's	n/i																			1.89		
Great Valu Markets	n/i																				1.89	
	Harvestland	O	6.99																			
	Tyson	A											1.29		1.29							

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

**Labor 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)	Harris Teeter	Perdue	A	4.19																	
		Harvestland	O	6.29		4.19															
		IGA Houchen's	Tyson	A															2.00	2.40	
			n/i																		6.99
		IGA Stores Stheast	n/i		1.98													0.59			
		Ingle's Market	Tyson	A		1.78												0.59			
			Coleman	O	5.98																
		Kroger MidAtlantic	Perdue	A					0.88				0.88		0.88						
			Fresh Foods Mrkt								2.49										6.99
			Heritage Farm																		
			Simple Truth	A	4.99																
		Lidl	Sanderson Farms										0.99		0.69						
		Lowe's Foods	Chicken Kitchen																		7.99
		Martin's Food	Giant			1.69												0.99			5.00
			Nature's Promise	A									1.49		1.49						
		Piggly Wiggly Retail	Wise Buy			1.59			1.29												
			Springer Mountain	A																	
		Piggly Wiggly Store	Sanderson Farms										2.89								
			n/i										2.29								7.99
		Price Rite	Tyson	A														0.79			
			Amick Farms			1.89								0.99		0.99					
		Publix	Springer Mountain	A	3.39		3.39														
		Safeway Eastern	Signature Farms											BOGO		BOGO					
			O Organics	O	7.99																
		Save-a-Lot	n/i			1.69															
		Shop'n Save	Gerber	A										0.99		0.99					
			Allen's			1.99		1.99													
		Shoppers	n/i																		6.99
		Perdue	A									1.29		1.29							
	Shoppers Value	n/i			1.22										0.68						
	Super Dollar	n/i			1.95																
	Trader Joe's	Trader Joe's	O			4.99															
	Walmart	n/i					2.32														



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				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	Breast	Tender		
VA (cont)	Wegman's	Wegman's			1.99		1.99	3.79	1.88		2.79		0.99		0.79	0.49					
		Wegman's	A	4.49	3.99	4.29	3.69	4.29	3.69	2.29		1.99									
		Wegman's	O	7.99	5.99	5.89		5.99		4.69		3.99		2.99	1.99						
	Weis Markets	Weis		3.99		2.49															
WV	ALDI	Kirkwood																1.80			
		n/i									1.79										
	Food Lion	n/i		1.99							2.29						0.59			5.99	
	Foodland	Allen									2.99									5.99	
		n/i																			
	Galaxy Food	n/i							1.48								0.68				
	Giant Eagle	Giant Eagle		2.49	2.49			1.99													
		Farmer Focus	O	6.99																	
	Grant's	n/i			1.89																5.99
	IGA Stores Stheast	n/i			1.98												0.59				
	Kroger Columbus	Tyson	A		1.69																
		Fresh Foods Mrkt																			6.99
		Heritage Farm									2.99										
	Kroger MidAtlantic	Perdue	A						0.88				0.88		0.88						6.99
		Fresh Foods Mrkt																			
		Heritage Farm									2.49										
		Simple Truth	A	4.99																	
	Martin's Food	Giant			1.69									0.99		0.99	0.99				5.00
		Nature's Promise	A										1.49		1.49						
	Piggly Wiggly Store	Sanderson Farms										2.29									
		n/i																0.59			7.99
	Riesbeck's	n/i			2.49																
	Save-a-Lot	n/i			1.69																
Shop'n Save	Gerber	A										0.99		0.99							
	Allen's			1.99		1.99															
Shoppers Value	n/i			1.22												0.68					
Trader Joe's	Trader Joe's	O			4.99																
Walmart	n/i					2.32															
Weis Markets	Weis			3.99		2.49															

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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	
<b>MIDWESTERN U.S. - IA,IL,IN,MI,MN,ND,NE,OH,SD,WI</b>																				
<b>IA</b>	ALDI	Kirkwood									1.79							1.80		
	AW Grocers	n/i		3.49	1.19											0.44				
	Brothers Market	Sanderson Farms			1.99							0.99		0.99						
		n/i																		8.99
	Family Fare	Chester's			1.99															6.99
		n/i										1.29		1.29						
		Gold'n Plump																		
		Tyson	A															3.20	3.20	
	Family Foods	Smart Chicken	A								2.29		2.29							
		Open Acres										0.99		0.99						
	Fareway	n/i		3.99																
	Fishers Jack & Jill	n/i			1.59															
	Food Pride	Smart Chicken	A								2.29		2.29							
		n/i				2.29														
	Fresh Thyme	n/i			2.99		2.99					1.29		1.29						
		Coleman	O											2.99						
	Hometown Market	n/i		2.99																
	Hy-Vee	Hy-Vee		2.99									1.28		1.28					
		Smart Chicken	O								3.99		3.99							
		HV True	A	3.99																
		Buckley Farms																2.40		
	Jewel-Osco	Perdue	A		1.99															
		Signature Café																		5.99
	Maynard's	n/i			1.49															
		Best Choice																	2.80	
	No Frills	n/i			1.99															6.99
		Open Acres										1.29		1.29						
		Tyson	A															3.20	3.20	
	Price Chopper	Sanderson Farms										1.19		1.19						
		n/i			1.69															
		Chopper Chicken																		8.99
	Quillin's	n/i			1.79															

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				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	Breast	Tender		
IA (cont)	Russ's Market	Tyson	A																	7.99	
		Sanderson Farms							1.49												
	Save-a-Lot	n/i			1.69															6.99	
	Schnuck's	n/i																			
		Schnuck's			2.99	1.99	2.99														
	Sunshine Foods	Sanderson Farms							1.49												
	Super Saver	Sanderson Farms				1.77															
	Thriftway Stores	Sanderson Farms										0.99		0.99							6.99
	n/i				1.69																
Trader Joe's	Trader Joe's	O				4.99															
Walmart	n/i						2.32														
IL	ALDI	Kirkwood																1.80			
		n/i									1.79										
	Angelo Caputo	n/i			1.59									0.99	0.79						
		Miller Amish	A										1.99	1.99							
		Miller Amish	O			5.99								3.69							
	AW Grocers	n/i		3.49	1.19												0.44				
	Berkot's	Berkot's																		6.99	
	Borowiak's IGA	Borowiak's Best																		7.99	
		n/i				1.28															
	Brookhaven	Miller Amish	A	3.99		2.99															
		Amish Country	A					2.99													
		n/i				1.79															
	Butera	n/i		3.99	0.99		1.99		0.99		2.69	1.19			0.79	0.79					5.99
	Cermak's	n/i			1.99					2.99					0.59						
	County Market NFI	n/i			2.79																
	Cub Foods	Perdue	A	3.99																	6.99
		n/i																			
	El Guero	n/i			2.29																
	Fairplay Foods	n/i			1.49		1.69											0.69			
	Fareway	n/i		3.99																	
Fishers Jack & Jill	n/i			1.59																	
Food 4 Less	Perdue	A								1.89											
Food Pride	Smart Chicken	A										2.29		2.29							
	n/i					2.29															

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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)	Fresh Thyme	n/i			2.99		2.99					1.29		1.29							
		Coleman	O											2.99							
	Garden Fresh	n/i			1.69																
		Gerber	A											1.99							
	Gordon Food	Tyson	A															3.33			
	Heinen's	Gerber	A	3.99																	
	Hy-Vee	Hy-Vee		2.99									1.28		1.28						
		Smart Chicken	O									3.99			3.99						
		HV True	A	3.99																	
		Buckley Farms																	2.40		
	H-Mart	n/i															0.49				
	IGA Houchen's	Tyson	A																2.00	2.40	
		n/i																			6.99
	IGA Stores IL/IN	Tyson	A										0.88		0.88						
	Jewel-Osco	Perdue	A		1.99																
		Signature Café																			5.99
	Jimenez	n/i			1.79																
	Kirby IGA	Tyson	A										0.88		0.88						
	Kroger Central	Fresh Foods Mrkt																			6.99
		Simple Truth	O	6.99																	
		Miller Amish	A	3.99																	
		Tyson	A																2.33	2.80	
	Kroger Mid-South	Perdue	A		1.88		1.88														
		Fresh Foods Mrkt																			6.99
		Simple Truth	O	5.99																	
		Tyson	A																2.33	2.80	
	La Chiquita	n/i															0.88				
	Mariano's	Miller Amish	A	BOGO																	
		n/i																			5.00
	Meijer	n/i			1.69																5.99
	Meijer	A	2.99					0.99													
Pete's Fresh	n/i			1.79		1.99				2.69				0.79	0.79						
Piggly Wiggly MW	n/i			0.99																	
	Gerber	A									1.69		1.69								
Plum Market	Mary's	A	5.99																		

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				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	Breast	Tender		
IL (cont)	Ruler Foods	Heritage Farm			1.99																
	Save-a-Lot	n/i			1.69																
	Schnuck's	n/i																		6.99	
		Schnuck's			2.99	1.99	2.99														
	Shop & Save Mrkt	n/i			2.99		1.79				2.49		0.59		0.59						
		Odell Farms	H		4.99																
	Tony's Fresh Mrkt	n/i					1.99				2.49				0.59	0.99					
		Tony's			3.99																
	Torres Market	n/i													0.78						
	Trader Joe's	Trader Joe's	O			4.99															
	Valli Produce	n/i														0.99	0.69				
Walmart	n/i						2.32														
Walt's Food Cntr	Walt's				1.79																
IN	Al's Supermarket	Miller Amish	A	2.99																	
	ALDI	Kirkwood																	1.80		
		n/i									1.79										
	County Market NFI	n/i			2.79																
	Dollar General Mrkt	n/i			1.95								0.95		0.95						
	Earth Fare	n/i	A	3.99												0.98					
	Food 4 Less	Perdue	A								1.89										
	Fresh Encounters	Open Acres			2.49								0.89		0.89						
	Fresh Thyme	n/i			2.99		2.99						1.29		1.29						
		Coleman	O												2.99						
	Giant Eagle	Giant Eagle		2.49	2.49			1.99													
		Farmer Focus	O	6.99																	
	Gordon Food	Tyson	A																3.33		
	Harding's	Miller Amish	A										1.69		1.69						
		Open Acres							0.99												
		n/i																			7.99
	Harvest Market	n/i															0.59				
Holiday Foods	n/i															0.59					
IGA Houchen's	Tyson	A																2.00	2.40		
	n/i																				
IGA Stores IL/IN	Tyson	A										0.88		0.88							

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				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	Breast	Tender			
IN (cont)	IGA Stores OH/KY	n/i								2.49		0.99		0.99								
	Jay C Stores	House of Raeford																2.00				
		Tyson	A		1.88													2.33	2.80			
	Jewel-Osco	Fresh Foods Mrkt																			6.99	
		Simple Truth	A		4.99																	
	Kirby IGA	Perdue	A		1.99																	
		Signature Café																				5.99
	Kroger Central	Tyson	A										0.88		0.88							6.99
		Fresh Foods Mrkt																				6.99
		Simple Truth	O		6.99																	
	Kroger Cincinnati	Miller Amish	A		3.99																	
		Tyson	A																2.33	2.80		
		Fresh Foods Mrkt																				6.99
		Simple Truth	O		6.99																	
	Kroger Mid-South	Miller Amish	A		3.99																	
		Tyson	A																2.33	2.80		
		Perdue	A		1.88		1.88															6.99
	Lucky's Market	Fresh Foods Mrkt																				6.99
		Simple Truth	O		5.99																	
	Martin's Supermrkt	Tyson	A																2.33	2.80		
		n/i															0.99					
	Meijer	Miller Amish	A								2.89		1.59		1.59							
		Tyson	A					1.49														
	Miller's Markets	n/i			1.69																	5.99
		Meijer	A		2.99					0.99												
	New Market	Miller Amish	A		3.99																	
		Miller Amish	A		2.99																	
	Ruler Foods	Tyson	A																3.20	3.20		
		Heritage Farm			1.99																	
	Save-a-Lot	n/i			1.69																	
Schnuck's	n/i																				6.99	
	Schnuck's			2.99	1.99	2.99																
Strack & VanTil	BOGO									2.49		1.39		1.39								
	Sanderson Farms																					
Trader Joe's	Perdue	A														0.99						
	Trader Joe's	O			4.99																	

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				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	Breast	Tender		
IN (cont)	Walmart	n/i					2.32														
	Walt's Food Cntr	Walt's			1.79																
MI	ALDI	Kirkwood																1.80			
		n/i								1.79											
	AW Grocers	n/i		3.49	1.19												0.44				
	Busch's	Farm Fresh				1.99															
		Miller Amish	A						1.89												
	D&W Fresh Mrkt	Open Acres				2.49															
		Smart Chicken	A						3.69												
	Earth Fare	n/i	A		3.99													0.98			
		Family Fare	n/i																		5.99
		Open Acres				1.99							0.99		0.99						
		Tyson	A																3.20	3.20	
	Food Pride	n/i				1.29															
		Gold'n Plump												1.29		1.29					
	Fresh Thyme	Gerber	A								2.29										
		n/i				2.99		2.99						1.29		1.29					
	Coleman		O												2.99						
		n/i				1.28				1.29		1.48		0.99		0.68		0.48			
	Gordon Food	Tyson	A															3.33			
	Great Lakes Fresh	n/i				1.69															
		Signature Meat			2.69																
Harding's	Miller Amish	A												1.69		1.69					
	Open Acres								0.99												
Hollywood Market	n/i				2.59															7.99	
	Hollywood																			10.99	
Jack's Market	n/i				1.69									0.69							
Kroger Central	Fresh Foods Mrkt																			6.99	
	Simple Truth	O		6.99																	
	Miller Amish	A		3.99																	
	Tyson	A																2.33	2.80		
Kroger Columbus	Tyson	A			1.69																
	Fresh Foods Mrkt																			6.99	
	Heritage Farm									2.99											

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				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	Breast	Tender			
MI (cont)	Kroger Michigan	Tyson	A		1.79																	
		Fresh Foods Mrkt																			6.99	
		Simple Truth	O	5.99																		
		Heritage Farm								2.99												
	Louie's Fresh Mrkt	n/i	2.19	1.79		1.99																
	Lucky's Market	n/i															0.99					
	Martin's Supermrkt	Miller Amish	A								2.89		1.59		1.59							
		Tyson	A					1.49														
	Meijer	n/i		1.69																	5.99	
		Meijer	A	2.99					0.99													
		Miller's Markets	Miller Amish	A	3.99																	
	Pat's Foods IGA	Chester's																				7.99
		Gerber	A								2.79											
	Plum Market	Mary's	A	5.99																		
	Polly's Market	Open Acres			1.99																	
		Springer Mountain	A	3.99																		
	Ric's Food Center	Gerber	A	2.99									1.49		1.49							
	Save-a-Lot	n/i			1.69																	
	Spartan Stores	Open Acres							0.99													
		Tyson	A																	2.80	2.80	
	Super One Foods	Green Peak																		1.99		
		n/i																				6.96
	Tadych's	Miller Amish	A		2.99																	
Katie's Best		A										1.59		1.59								
Tom's/Oleson's	Miller Amish	A	3.99																			
	Open Acres												0.99		0.99							
Trader Joe's	Trader Joe's	O			4.99																	
Valuland	n/i			1.79																		
VG's Food Center	Open Acres												0.99		0.99						5.99	
	n/i			1.99																		
Walmart	Tyson	A																	3.20	3.20		
	n/i						2.32															
MN	ALDI	Kirkwood																	1.80			
		n/i									1.79											
	AW Grocers	n/i	3.49	1.19								0.89		0.89		0.44						



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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)	Cash Wise Foods	n/i							0.58					0.58							
	Cub Foods	Perdue	A	3.99																6.99	
	Dick's Fresh Mrkt	n/i																		6.99	
	Family Fare	Gold'n Plump			1.99																6.99
		Gold'n Plump											1.29		1.29						
		Tyson		A																3.20	
	Fareway	n/i		3.99																	
	Festival	n/i		A	4.99																
		Miller Amish		A										1.49		1.49					
	Food Pride	n/i			1.29																
		Gold'n Plump																			
		Gerber		A							2.29										
	Fresh Thyme	n/i			2.99		2.99														
		Coleman		O											2.99						
	Hornbacher's	Perdue		A	2.49																
		n/i																			6.99
	Hugo's	Miller Amish		A					2.29												
		Katie's Best		A			3.29														
		Chester's																			6.99
	Hy-Vee	Hy-Vee			2.99																
		Smart Chicken		O										3.99		3.99					
		HV True		A	3.99																
		Buckley Farms																		2.40	
Kowalski's	Gerber		A	5.99																	
Lunds & Byerlys	Bell & Evans		A	6.99																	
Marketplace Foods	Chester's																			6.99	
	Gold'n Plump																				
Maynard's	n/i			1.49																	
	Best Choice																			2.80	
Nilssen's	Gold'n Plump																			6.99	
	n/i												1.19		1.19						
Quillin's	n/i			1.79																	
Save-a-Lot	n/i			1.69																	
Sunshine Foods	Sanderson Farms							1.49													

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

**Labor 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		
MN (cont)	Super One Foods	Green Peak																1.99		6.96	
	SuperValue Stores	n/i																		7.99	
	Teal's Market	Gold'n Plump				2.99						1.29		1.29						7.49	
	Trader Joe's	Trader Joe's	O			4.99															
	Walmart	n/i					2.32														
ND	Albert/Safe Mntn	n/i			1.99															6.49	
		Signature Farms										0.99		0.99	0.99						
	AW Grocers	n/i		3.49	1.19											0.44					
	Cash Wise Foods	n/i						0.58						0.58							
	Dan's Supermarket	n/i			1.99															6.99	
		Gold'n Plump											1.29		1.29						
		Tyson	A															3.20	3.20		
	Family Fare	n/i			1.99															6.99	
		Gold'n Plump											1.29		1.29						
		Tyson	A															3.20	3.20		
	Food Pride	n/i			1.29																
		Gold'n Plump											1.29		1.29						
		Gerber	A								2.29										
	Hornbacher's	Perdue	A			2.49															
		n/i																			6.99
	Hugo's	Miller Amish	A					2.29													
		Katie's Best	A				3.29														
		Chester's																			6.99
	Leever's Foods	Miller Amish	A					1.99													
		Gold'n Plump																			7.99
Marketplace Foods	Chester's																			6.99	
	Gold'n Plump											1.28		1.28							
Miller's Fresh	Gold'n Plump											1.39		1.39							
	n/i																			7.99	
SuperValue Stores	n/i																			7.99	
	Gold'n Plump					2.99															
Teal's Market	Gold'n Plump											1.29		1.29						7.49	
Walmart	n/i						2.32														

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**Labor Day 2019**

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**CHICKEN**

State	Supermarket	Brand	Key	B/S Breast		B/S Thighs		Split Breast		Wings		Thighs		Drumsticks		Leg Quarters		IQF		Fried 8-piece	
				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	Breast	Tender		
NE	ALDI	Kirkwood																1.80			
		n/i								1.79											
	Apple Markets	Chester's														1.19				7.95	
		Sanderson Farms																			
		n/i			1.69																
	AW Grocers	n/i		3.49	1.19							0.89		0.89		0.44					
	Baker's	Tyson	A	BOGO														2.33	2.80		
		Fresh Foods Mrkt																			6.99
		Simple Truth	O		6.99																
	Family Fare	n/i				1.99															6.99
		Gold'n Plump											1.29		1.29						
		Tyson	A															3.20	3.20		
	Fareway	n/i			3.99																
	Food Pride	n/i				1.29															
		Gold'n Plump											1.29		1.29						
		Gerber	A								2.29										
	Fresh Thyme	n/i			2.99		2.99						1.29		1.29						
		Coleman	O											2.99							
	Hy-Vee	Hy-Vee			2.99								1.28		1.28						
		Smart Chicken	O											3.99		3.99					
	HV True	A		3.99																	
	Buckley Farms																	2.40			
No Frills	n/i				1.99																6.99
	Open Acres											1.29		1.29							
	Tyson	A															3.20	3.20			
Russ's Market	Tyson	A																			7.99
	Sanderson Farms								1.49												
Save-a-Lot	n/i				1.69																
Sun Mart	n/i				1.99																6.99
	Open Acres											1.29		1.29							
	Tyson	A															3.20	3.20			
Super Saver	Sanderson Farms				1.77																
Thriftway Stores	Sanderson Farms											0.99		0.99							
	n/i				1.69																6.99

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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)	Trader Joe's	Trader Joe's	O			4.99															
	Walmart	n/i					2.32														
OH	Acme Fresh Mrkt	Gerber	A		2.49						2.49		0.79		0.79						
	ALDI	Kirkwood																1.80			
		n/i																			
	Buehler's	n/i													0.69						
		Open Acres			2.69	2.49															
	Dave's Market	n/i				BOGO							0.79		0.79						
	Dollar General Mrkt	n/i				1.95							0.95		0.95						
	Dorothy Lane	DLM Natural	A							3.99											
	Earth Fare	n/i	A		3.99												0.98				
	Family Fare	n/i				1.99															6.99
		Gold'n Plump												1.29		1.29					
		Tyson	A																3.20	3.20	
	Fishers Foods	Fisher's				1.57															
		Springer Mountain	A						2.49												
	Fresh Encounters	Open Acres				2.49								0.89		0.89					
	Fresh Thyme	n/i				2.99		2.99						1.29		1.29					
		Coleman	O												2.99						
	Giant Eagle	Giant Eagle			2.49	2.49			1.99												
		Farmer Focus	O		6.99																
	Gordon Food	Tyson	A																	3.33	
	Heinen's	Gerber	A		3.99																
IGA Houchen's	Tyson	A																	2.00	2.40	
	n/i																			6.99	
IGA SpartanNash	Wagner's																			9.99	
	Gerber	A														0.79					
IGA Stores OH/KY	n/i									2.49		0.99		0.99							
	House of Raeford																		2.00		
Kroger Central	Fresh Foods Mrkt																			6.99	
	Simple Truth	O		6.99																	
	Miller Amish	A		3.99																	
	Tyson	A																	2.33	2.80	
Kroger Cincinnati	Fresh Foods Mrkt																			6.99	
	Simple Truth	O		6.99																	

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CHICKEN**

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State	Supermarket	Brand	Key	B/S Breast		B/S Thighs		Split Breast		Wings		Thighs		Drumsticks		Leg Quarters		IQF		Fried 8-piece	
				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	Breast	Tender		
OH <i>(cont)</i>	Kroger Cincinnati <i>(continued)</i>	Miller Amish	A	3.99																	
		Tyson	A															2.33	2.80		
	Kroger Columbus	Tyson	A		1.69																
		Fresh Foods Mrkt Heritage Farm								2.99											6.99
	Kroger MidAtlantic	Perdue	A						0.88				0.88		0.88						
		Fresh Foods Mrkt Heritage Farm								2.49											6.99
		Simple Truth	A	4.99																	
	Lucky's Market	n/i														0.99					
	Marc's	Tyson	A	2.29																	
	Meijer	n/i			1.69																5.99
		Meijer	A	2.99					0.99												
	Miller's Markets	Miller Amish	A	3.99																	
	Piggly Wiggly Store	Sanderson Farms									2.29										
		n/i																0.59			7.99
	Riesbeck's	n/i			2.49																
	Ruler Foods	Heritage Farm			1.99																
	Save-a-Lot	n/i			1.69																
	Shop'n Save	Gerber	A										0.99		0.99						
		Allen's			1.99		1.99														
Trader Joe's	Trader Joe's	O			4.99																
Walmart	n/i																			2.32	
SD	ALDI	Kirkwood																1.80			
		n/i								1.79											
	AW Grocers	n/i		3.49	1.19							0.89		0.89		0.44					
	Buche Foods	Chester's											1.18		1.18						9.98
		n/i																			
	Family Fare	n/i			1.99																6.99
		Gold'n Plump Tyson	A										1.29		1.29				3.20	3.20	
	Fareway	n/i		3.99																	
Hy-Vee	Hy-Vee			2.99								1.28		1.28							
	Smart Chicken	O									3.99		3.99								

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State	Supermarket	Brand	Key	B/S Breast		B/S Thighs		Split Breast		Wings		Thighs		Drumsticks		Leg Quarters		IQF		Fried 8-piece	
				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	Breast	Tender		
SD (cont)	Hy-Vee	HV True	A	3.99																	
	(continued)	Buckley Farms																	2.40		
	IGA Markets	Chester's																		6.99	
		Just Bare	A									2.49		2.49							
		Essential Everyday																	2.00		
		Ken's Super Fair	n/i		1.39																
		Lynn's Dakotamart	Open Acres											0.99		0.99					
		Maynard's	n/i		1.49																
		Sunshine Foods	Best Choice																	2.80	
	Teal's Market	Sanderson Farms						1.49													
	Walmart	Gold'n Plump											1.29		1.29					7.49	
		n/i					2.32														
WI	ALDI	Kirkwood																	1.80		
		n/i									1.79										
	AW Grocers	n/i		3.49	1.19								0.89		0.89		0.44				
	Cermak's	n/i			1.99						2.99				0.59						
	Family Fare	n/i			1.99															6.99	
		Gold'n Plump																			
		Tyson	A																3.20	3.20	
	Festival Foods	Just Bare	A	5.49		5.49															
	Food Pride	n/i			1.29																
		Gold'n Plump																			
		Gerber	A								2.29										
	Fresh Thyme	n/i			2.99		2.99														
		Coleman	O												2.99						
	Gordon Food	Tyson	A																3.33		
	Great Lakes Fresh	n/i			1.69																
		Signature Meat			2.69																
	Hansen's IGA	n/i																			
	Just Bare	A				3.98															
Marketplace Foods	Chester's																			6.99	
	Gold'n Plump												1.28		1.28						
Meijer	n/i			1.69																5.99	
	Meijer	A		2.99					0.99												

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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)	Nilssen's	Gold'n Plump																		6.99
		n/i										1.19		1.19						
	Outpost	Miller Amish	A										2.29		2.29					
	Pat's Foods IGA	Chester's																		7.99
		Gerber	A								2.79									
	Pick'n Save	Perdue	A		1.88															
		Simple Truth	A	4.99																
		Farmer Focus	O						2.99										2.33	2.80
		Kroger																		
	Piggly Wiggly MW	n/i			0.99															
		Gerber	A										1.69		1.69					
	Quillin's	n/i			1.79															
	Save-a-Lot	n/i			1.69															
	Schnuck's	n/i																		
		Schnuck's			2.99	1.99	2.99													
	Sendik's	Just Bare	A	4.99		4.99														
	Shurfine Food Cntr	Just Bare	A			3.59														
	Super One Foods	Green Peak																	1.99	
		n/i																		
	SuperValue Stores	n/i																		
	Gold'n Plump					2.99														
Tadych's	Miller Amish	A		2.99																
	Katie's Best	A										1.59		1.59						
Trader Joe's	Trader Joe's	O			4.99															
Trig's	Gerber	A	3.99																	
Walmart	n/i					2.32														
Woodman's	Smart Chicken	O	9.99																	

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**CHICKEN**

State	Supermarket	Brand	Key	B/S Breast		B/S Thighs		Split Breast		Wings		Thighs		Drumsticks		Leg Quarters		IQF		Fried 8-piece	
				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	Breast	Tender		
<b>SOUTH CENTRAL U.S. - AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT</b>																					
AR	Albertsons Houston	n/i			1.67																
		Signature Café																		6.99	
		Signature Farms			2.99						2.99										
		ALDI	Kirkwood																1.80		
			n/i																		
		City Market	n/i															0.55			
		CV's Family Foods	n/i			2.49															
		Edward's FG	n/i			2.19	1.99						1.19		1.19						
		Food Giant	n/i																		4.98
			Sanderson Farms						1.18												
		G&W Foods	Springer Mountain	A						2.69											
			Mountaire			2.19															
			Best Choice																	2.64	
			n/i															0.59			
		Harp's	Martha Harp's																		8.99
			Tyson	A		1.99			1.78												
			Smart Chicken	A	6.48																
		Hay's Supermarket	Charley Bigg's																		5.99
			Sanderson Farms						1.48												
		Kroger Delta	Fresh Foods Mrkt																		7.99
		Heritage Farm										1.99									
		Tyson	A															2.33	2.80		
	Mac's Fresh Mrkt	n/i			1.99																
	PW Houchen's	n/i				1.89		1.19												6.99	
		Sanderson Farms						1.19													
	Rehkopf's	n/i															0.59				
	Save-a-Lot	n/i			1.69																
	Super 1 Foods	Sanderson Farms												0.77	0.37						
		n/i																		6.98	
	TC Grocery	n/i												0.99		0.69				7.99	
	Walmart	n/i				2.32															
AZ	Albertsons SW	n/i			2.49				0.87				0.87		0.87	0.87					
		Signature																		4.99	
	AW Grocers	n/i										0.89		0.89							



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				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	Breast	Tender		
AZ <i>(cont)</i>	Basha's	n/i			1.37															5.99	
		Sanderson Farms										0.99	0.99	0.99						6.99	
	Clark's Market	n/i							1.29				0.79	0.79							
	El Super	n/i			1.39				1.49				0.57	0.57							
	Food City	n/i			1.39																
	Fry's	Foster Farms			BOG2																
		Fresh Foods Mrkt																			5.99
		Tyson	A															2.33	2.80		
	Los Altos	n/i				1.39															
	Lowe's Market	n/i															0.79				
	Safeway SW	n/i				2.49				0.87			0.87	0.87	0.87						4.99
		Signature																			
	Smart & Final	Foster Farms								0.88					1.49						
	Smith's	Heritage Farm				1.77															
		Tyson	A															2.33	2.80		
	Fresh Foods Mrkt																			7.99	
Sprout's Market	n/i				2.49															6.99	
Trader Joe's	Trader Joe's	O				4.99															
Walmart	n/i						2.32														
CO	Affiliated Foods	n/i															0.44				
	Albert/SAFE Mntn	n/i			1.99																6.49
		Signature Farms										0.99	0.99	0.99							
	Associated Foods	Just Bare	A	4.99																	
	AW Grocers	n/i		3.49	1.19							0.89	0.89	0.89			0.44				
	Clark's Market	n/i																			6.99
	Food King	n/i															0.35				
	King Soopers	Fresh Foods Mrkt																			6.99
		Tyson	A															2.33	2.80		
	Lowe's Market	n/i															0.79				
	Lucky's Market	n/i															0.99				
	Ridley's	n/i												0.79							7.48
	Save-a-Lot	n/i				1.69															
	Sprout's Market	n/i				2.49															6.99
	Trader Joe's	Trader Joe's	O				4.99														
Walmart	n/i						2.32														

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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	Affiliated Foods	n/i															0.44			
	ALDI	Kirkwood																1.80		
	Apple Markets	n/i								1.79										7.95
		Chester's															1.19			
		Sanderson Farms																		
		n/i			1.69															
	AW Grocers	n/i		3.49	1.19													0.44		
	Brothers Market	Sanderson Farms											0.99		0.99					
		n/i																		
		Chester's																		
	Country Mart	n/i																		
		Sanderson Farms															0.99			
	CV's Family Foods	n/i																		
	Dillon's	Tyson	A	BOGO															2.33	2.80
		Fresh Foods Mrkt																		
		Simple Truth	O		6.99															
	Food Pride	Smart Chicken	A										2.29		2.29					
		n/i					2.29													
	G&W Foods	Springer Mountain	A								2.69									
		Mountaire																		
	Best Choice																			
	n/i																			
Harp's	Martha Harp's																			
	Tyson	A								1.78										
	Smart Chicken	A		6.48																
Hen House	Ozark Pride			2.99																
Hy-Vee	Hy-Vee			2.99																
	Smart Chicken	O										3.99	1.28	3.99	1.28					
	HV True	A		3.99																
	Buckley Farms																	2.40		
Lowe's Market	n/i																			
Price Chopper	Sanderson Farms												1.19		1.19		0.79			
	n/i																			
	Chopper Chicken				1.69															

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				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	Breast	Tender		
KS (cont)	Pyramid Foods	n/i			2.49												0.49				
		Smart Chicken	A									1.69		1.69							
		Save-a-Lot	n/i		1.69																
		Sprout's Market	n/i		2.49															6.99	
		Sun Fresh	n/i		1.29															7.99	
			Sanderson Farms														0.99				
		Thriftway Stores	Sanderson Farms										0.99		0.99						
			n/i		1.69															6.99	
		Trader Joe's	Trader Joe's	O			4.99														
	Walmart	n/i					2.32														
	Woods Supermarket	n/i		2.49																6.99	
LA	AG Baton Rouge	n/i															0.49			5.99	
		Sanderson Farms			1.79																
		Albertsons Houston	n/i		1.67																6.99
			Signature Café																		
			Signature Farms			2.99					2.99										
		Breaux Mart	n/i															0.49			
		Brookshire Bros.	n/i										1.18		1.18						
			Tyson	A															2.35	2.35	
		Dollar General Markt	n/i		1.95									0.95		0.95					
		Kroger Texas	Fresh Foods Mrkt																		6.99
			TX Meat Packers				2.50														
			Tyson	A																2.33	2.80
		Mac's Fresh Mrkt	n/i		1.99																
		Market Basket	n/i		1.47																
			Tyson	A												1.39					
		Ramey's	Springer Mountain	A								0.98		0.98		0.98					
			Ramey's			1.58															6.99
		Rouse's Market	n/i																	0.49	
			Tyson	A								1.49									
		Save-a-Lot	n/i		1.69																
	Shoppers Value	n/i								0.98			0.98		0.98				0.49		
	Super 1 Foods	Sanderson Farms														0.77	0.37				
		n/i																		6.98	
	Trader Joe's	Trader Joe's	O			4.99															

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

**Labor 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>	Walmart	n/i					2.32															
	Winn-Dixie	n/i			2.74						2.99	1.49		1.49							5.99	
MO	ALDI	Kirkwood																	1.80			
		n/i									1.79											
	Apple Markets	Chester's															1.19				7.95	
		Sanderson Farms																				
		n/i				1.69																
	AW Grocers	n/i		3.49	1.19													0.44				
	Brothers Market	Sanderson Farms											0.99		0.99							
		n/i				1.99																8.99
		Chester's																				
	C&R Supermarket	n/i																0.79				
		Tyson	A														0.99					
	County Market NFI	n/i				2.79																
	Country Mart	n/i				1.29																7.99
		Sanderson Farms																0.99				
	Food Giant	n/i																				4.98
		Sanderson Farms							1.18													
	Fresh Thyme	n/i				2.99		2.99						1.29		1.29						
		Coleman	O												2.99							
	Gerbe's	Tyson	A		BOGO															2.33	2.80	
	Fresh Foods Mrkt																					6.99
	Simple Truth	O		6.99																		
Gordon Food	Tyson	A																		3.33		
G&W Foods	Springer Mountain	A								2.69												
	Mountaire				2.19																	
	Best Choice																					2.64
	n/i																					
Harp's	Martha Harp's																					
	Tyson	A			1.99					1.78												8.99
	Smart Chicken	A		6.48																		
Harter House	n/i			2.49																		
	Smart Chicken	A								2.99												
Hay's Supermarket	Charley Bigg's																					5.99
	Sanderson Farms									1.48												

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

**Labor Day 2019**

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**CHICKEN**

State	Supermarket	Brand	Key	B/S Breast		B/S Thighs		Split Breast		Wings		Thighs		Drumsticks		Leg Quarters		IQF		Fried 8-piece
				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	Breast	Tender	
MO (cont)	Hen House	Ozark Pride		2.99																
	Hy-Vee	Hy-Vee		2.99									1.28		1.28					
		Smart Chicken	O									3.99			3.99					
		HV True	A	3.99																
		Buckley Farms																	2.40	
	IGA Stores IL/IN	Tyson	A										0.88		0.88					
	Kroger Central	Fresh Foods Mrkt																		6.99
		Simple Truth	O	6.99																
		Miller Amish	A	3.99																
		Tyson	A																2.33	2.80
	Kroger Delta	Fresh Foods Mrkt																		7.99
		Heritage Farm									1.99									
		Tyson	A																2.33	2.80
	Lucky's Market	n/i															0.99			
	Moser's	n/i			1.29															
		Sanderson Farms																0.99		
	Prenger Foods	n/i			1.29															
		Best Choice																	1.66	
		Champ's																		7.99
		Sanderson Farms																0.99		
	Price Chopper	Sanderson Farms											1.19		1.19					
		n/i			1.69															
		Chopper Chicken																		8.99
	Pyramid Foods	n/i			2.49														0.49	
		Smart Chicken	A										1.69		1.69					
	Ruler Foods	Heritage Farm			1.99															
	Save-a-Lot	n/i			1.69															
	Schnuck's	n/i																		6.99
		Schnuck's			2.99	1.99	2.99													
	Sprout's Market	n/i			2.49															6.99
Sun Fresh	n/i			1.29															7.99	
	Sanderson Farms															0.99				
TC Grocery	n/i													0.99			0.69		7.99	
Thriftway Stores	Sanderson Farms											0.99		0.99						
	n/i			1.69															6.99	

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

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**CHICKEN**

State	Supermarket	Brand	Key	B/S Breast		B/S Thighs		Split Breast		Wings		Thighs		Drumsticks		Leg Quarters		IQF		Fried 8-piece
				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	Breast	Tender	
MO (cont)	Trader Joe's	Trader Joe's	O			4.99														
	Walmart	n/i					2.32													
	Woods Supermarket	n/i		2.49																6.99
NM	Affiliated Foods	n/i															0.44			
	Albertsons SW	n/i		2.49				0.87				0.87		0.87	0.87					
	Basha's	n/i		1.37																4.99
	Signature	n/i																		5.99
	Basha's	n/i		1.37																
	El Super	n/i		1.39				1.29						0.99	0.99	0.99				
	Food King	n/i															0.35			
	John Brooks	n/i															0.44			
	King Soopers	Fresh Foods Mrkt																		
	Tyson		A															2.33	2.80	
	Lowe's Market	n/i															0.79			
	Smith's	Heritage Farm			1.77															
	Tyson		A															2.33	2.80	
Fresh Foods Mrkt																				
Sprout's Market	n/i			2.49																
Trader Joe's	Trader Joe's	O			4.99															
Walmart	n/i					2.32														
OK	Affiliated Foods	n/i															0.44			
	ALDI	Kirkwood																1.80		
	n/i										1.79									
	AW Grocers	n/i		3.49	1.19												0.44			
	Country Mart	n/i			1.29															
	Signature	n/i															0.99			
	CV's Family Foods	n/i			2.49															
	Dollar General Mrkt	n/i			1.95															
	HAC, Inc.	Sanderson Farms			2.49															
	Harp's	Martha Harp's																		
	Tyson		A		1.99			1.78												
	Smart Chicken		A	6.48																
	La Michoacana	n/i			1.69															
Market Square	n/i																0.59			
Morelos	n/i							0.89									0.44			

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

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**CHICKEN**

State	Supermarket	Brand	Key	B/S Breast		B/S Thighs		Split Breast		Wings		Thighs		Drumsticks		Leg Quarters		IQF		Fried 8-piece
				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	Breast	Tender	
OK (cont)	Pyramid Foods	n/i	A		2.49												0.49			6.99
	Smart Chicken												1.69		1.69					
	Reasor's	Sanderson Farms						1.78												
	Red Bud Farms					2.98												0.59		
	Rehkopf's	n/i																		
	Save-a-Lot	n/i			1.69															
	Sprout's Market	n/i			2.49															
	Super C Mart	Sanderson Farms	O					1.49												
	Trader Joe's	Trader Joe's				4.99														
	Walmart	n/i						2.32												
Williams Foods	n/i																0.65			
TX	99 Ranch Market	n/i	A							2.49										
	Affiliated Foods	n/i																0.44		
	Albertsons Houston	n/i				1.67														
	Signature Café																			
	Signature Farms					2.99					2.99									
	AG Baton Rouge	n/i																0.49		
	Sanderson Farms					1.79														
	ALDI	Kirkwood																	1.80	
	n/i											1.79								
	Arlan's Market	n/i				1.89														
	Brookshire Bros.	n/i	A																	
	Tyson																			
	Cash Saver TX	n/i																	0.38	
	Sanderson Farms				2.49															
	Central Market	Central Market		O	7.49															
	Culebra	n/i	A								1.69									
	David's	n/i																		
	Tyson												1.18		1.18					
	Diamond IGA	n/i				1.79													0.59	
	El Ahorro	n/i				1.59													0.59	
El Rancho	n/i			1.88										0.49						
El Rio Grande	n/i			0.99										0.79		0.47				
El Super	n/i			1.39					1.29					0.79		0.79				
Fiesta Mart	n/i			1.89										0.79						

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

**Labor Day 2019  
CHICKEN**

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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)	Food King	n/i															0.35					
	Food Town	n/i			1.77		1.77															
	Foodarama	Country Post							1.00		2.49				0.88							
	G.E. Foodland	n/i													0.59							
	HAC, Inc.	Sanderson Farms			2.49								1.19		1.19							
	Junior's	n/i													0.68							
	Kroger Texas	Fresh Foods Mrkt																		6.99		
		TX Meat Packers					2.50															
		Tyson		A															2.33	2.80		
		La Fiesta	n/i							1.00												
		La Michoacana	n/i																		0.59	
		Lawrence Bros.	n/i																		0.49	
			Sanderson Farms																		2.69	
		Lowe's Market	n/i																		0.79	
		Market Basket	n/i																		1.47	
			Tyson		A											1.39						
		Market Square	n/i																		0.44	
		Porter's Grocery	n/i																		0.44	
		Randall's	n/i																		1.67	
			Signature Café																			6.99
			Signature Farms																		2.99	
		Rehkopf's	n/i																		0.59	
		Save-a-Lot	n/i																		1.69	
	Sellers Bros.	n/i																		0.99		
	Sprout's Market	n/i																		2.49		
	Super 1 Foods	Sanderson Farms																		0.77		
		n/i																		0.37		
	Tom Thumb	n/i																		1.67		
		Signature Café																			6.99	
		Signature Farms																		2.99		
	Trader Joe's	Trader Joe's		O																4.99		
	United Supermarket	n/i																				
	Vista Markets	n/i																		0.89		
	Walmart	n/i																		2.32		



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**CHICKEN**

State	Supermarket	Brand	Key	B/S Breast		B/S Thighs		Split Breast		Wings		Thighs		Drumsticks		Leg Quarters		IQF		Fried 8-piece		
				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	Breast	Tender			
UT	Albertsons SW	n/i			2.49				0.87				0.87		0.87	0.87						
		Signature																			4.99	
	Albert/SAFE Mntn	n/i			1.99																6.49	
		Signature Farms											0.99		0.99	0.99						
	Associated Foods	Just Bare	A	4.99																		
		Smart Chicken	O										2.99		2.99							
	Clark's Market	n/i																				6.99
	Fresh Market	Just Bare	A	4.99																		
		Smart Chicken	O										2.99		2.99							
	King Soopers	Fresh Foods Mrkt																				6.99
		Tyson	A																2.33	2.80		
	Ream's	n/i			1.69																	
	Ridley's	n/i													0.79							7.48
	Smith's	Heritage Farm			1.77																	
		Tyson	A																2.33	2.80		
		Fresh Foods Mrkt																				7.99
	Sprout's Market	n/i			2.49																	6.99
Stokes Market	n/i			3.29		3.29																
	Just Bare	A		4.99		4.99																
Trader Joe's	Trader Joe's	O				4.99																
Walmart	n/i						2.32															

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**CHICKEN**

State	Supermarket	Brand	Key	B/S Breast		B/S Thighs		Split Breast		Wings		Thighs		Drumsticks		Leg Quarters		IQF		Fried 8-piece
				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	Breast	Tender	
<b>SOUTHWESTERN U.S. - CA,HI,NV</b>																				
CA	Albert/Vons	n/i		3.49	1.67															5.99
	ALDI	Kirkwood																	1.80	
		n/i								1.79										
	Andronico's	Mary's	F	7.99																
	Arteaga's	n/i			1.99									0.99						
	Big Saver	n/i						0.99												
		Foster Farms			2.89							1.29		1.29						
	Cardenas	n/i			1.39															
	Chavez	Mary's	A										2.29							
	Dollar General Mkt	n/i			1.95							0.95		0.95						
	El Super	n/i			1.39			1.29						0.79	0.79					
	Food 4 Less	Foster Farms			1.88	1.88														
	Food Maxx	Foster Farms										0.87		0.87	0.87					
	Foodland IGA	n/i															0.69			
	Gelson's Market	Gelson's	A	5.99																
	Grocery Outlet	n/i										0.89		0.89						
	Holiday Market	Smart Chicken	A										1.99							
		n/i			2.49															
	H-Mart	n/i				2.99														
	Island Pacific	n/i									1.59									
	Jons Marketplace	n/i			1.99			1.00			1.99		1.00	1.00	1.00					
		Foster Farms						1.39				1.39		1.39						
	K.V. Mart	n/i			0.99														0.89	
	La Perla	n/i												0.69						
	La Superior	n/i			1.49									0.99						
	Lola's	n/i			1.49															
	Lucky	Foster Farms			2.79							BOGO		BOGO	BOGO					
	Lunardi's	Mary's	O					5.29												
	Mollie Stone's	n/i	A	7.59															3.79	
	Mother's Markets	Smart Chicken	O			6.79														
	Murphy's Market	n/i		2.99																
	Northgate	n/i		3.99	1.59									0.89						
	Nugget Markets	Fresh-to-Market	A											0.99						
		Rosie	O	7.99																

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**CHICKEN**

State	Supermarket	Brand	Key	B/S Breast		B/S Thighs		Split Breast		Wings		Thighs		Drumsticks		Leg Quarters		IQF		Fried 8-piece	
				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	Breast	Tender		
CA (cont)	Pavilion's	n/i																		6.99	
	Raley's	Raley's	A									1.29	1.29	1.29						6.99	
	Ralph's	Foster Farms							0.88				0.88	0.88							
		Simple Truth		O	6.99																6.99
	Ray's Food Place	Draper Valley		A	4.99																
	Rio Ranch	n/i				1.59								0.59						5.99	
	R-N Markets	n/i															0.49				
	R-Ranch Market	n/i				1.99			1.49					0.49							
	Safeway NorCal	Signature Farms											BOGO	BOGO	BOGO	BOGO	BOGO				
		O Organics		O	7.99																
	Save Mart	Foster Farms				2.79			BOGO			BOGO	BOGO	BOGO	BOGO	BOGO					
	Select Markets	Foster Farms								1.58											
		n/i					1.78														
	SK Super King	n/i					1.49														
	Smart & Final	Foster Farms								0.88					1.49						
	Sprout's Market	n/i					2.49														6.99
	Stater Bros.	Foster Farms					3.99			0.99											
		Full Circle Mrkt		O	7.99																4.99
	Super A Foods	Cleo & Leo																			
		Randall Farms					1.99	2.99													
Superior Grocers	n/i					1.79			1.79												
	Foster Farms								1.39			1.59	1.59	1.39							
Trader Joe's	n/i					1.69								0.49							
	Foster Farms								1.49					0.99							
Vallarta	n/i					4.99							0.89								
Walmart	n/i						2.32														
HI	ChoiceMART	Smart Chicken		O								4.99		4.99							
	Don Quijote	50th State			3.39																
	Foodland	Tyson		A									1.99								
		Smart Chicken		O			5.49														
	Island Grocery	Foster Farms								3.29											
Marukai	n/i					2.59															

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**Labor Day 2019  
CHICKEN**

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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				
HI (cont)	Tamura's  Times Supermarke	Tyson	A														1.29						
		Foster Farms					1.79																
		50th State			3.89		3.39			3.99		2.59	2.49										
		n/i			2.99		2.99						0.99										
		Foster Farms									1.99		1.99		1.99								
NV	Albertsons SW	n/i	A		2.49				0.87				0.87		0.87		0.87				4.99		
	Signature																						
	Associated Foods	Just Bare		4.99																			
	Cardenas	n/i			1.39																		
	Dollar General Mkt	n/i			1.95								0.95		0.95								
	El Super	n/i			1.39				1.29						0.79		0.79						
	Grocery Outlet	n/i												0.89		0.89							
	Island Pacific	n/i									1.59												
	K.V. Mart	n/i			0.99														0.89				
	Marketon	n/i														0.69							
	Raley's	Raley's												1.29		1.29		1.29				6.99	
	Ridley's	n/i														0.79						7.48	
	Safeway NorCal	Signature Farms												BOGO		BOGO		BOGO					
		O Organics			7.99																		
	Save Mart	Foster Farms				2.79				BOGO				BOGO		BOGO		BOGO					
	Smart & Final	Foster Farms								0.88						1.49							
	Smith's	Heritage Farm				1.77																	
	Tyson		A															2.33	2.80				
	Fresh Foods Mrkt																				7.99		
Sprout's Market	n/i			2.49																	6.99		
Trader Joe's	Trader Joe's		O			4.99																	
Walmart	n/i						2.32																

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**CHICKEN**

State	Supermarket	Brand	Key	B/S Breast		B/S Thighs		Split Breast		Wings		Thighs		Drumsticks		Leg Quarters		IQF		Fried 8-piece
				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	Breast	Tender	
<b>NORTHWESTERN U.S. - AK,ID,MT,OR,WA,WY</b>																				
AK	Alaska Commercial	n/i			1.99							1.79		1.79						9.99
	Alaskan & Proud	AP Fresh																		5.98
	Foster Farms																2.28			
	Carrs/Safeway	Signature Café																		6.99
	O Organics		O	7.99																
	Fred Meyer	Foster Farms							BOGO					BOGO		BOGO				
	Fresh Foods Mrkt																			7.99
	IGA Alaska	n/i											2.99		2.99					
	Essential Everyday																		2.16	
Meyers Group IGA	n/i	A										2.99		2.99						
Essential Everyday																			2.16	
Northwest Grocers	n/i				2.99			1.99												
Walmart	n/i						2.32													
ID	Albert/Safe Mntn	n/i			1.99															6.49
	Signature Farms											0.99		0.99		0.99				
	Associated Foods	Just Bare	A	4.99																
	Family Foods	Foster Farms			2.39												1.39			
	Fred Meyer	Foster Farms							BOGO					BOGO		BOGO				
	Fresh Foods Mrkt																			6.99
	Grocery Outlet	n/i										0.89		0.89						
	Harvest Foods	n/i			1.68		1.68													
	IGA Markets	Chester's																		6.99
	Just Bare		A									2.49		2.49						
	Essential Everyday																		2.00	
	Ridley's	n/i												0.79						7.48
	Rosauer's	n/i																		6.99
	Draper Valley		A						1.29											
	Roxy		O	5.99																
Smith's	Heritage Farm			1.77																
Tyson		A																2.33	2.80	
Fresh Foods Mrkt																				
Stokes Market	n/i			3.29		3.29														
Just Bare		A	4.99			4.99														
Trader Joe's	Trader Joe's	O				4.99														

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**Labor Day 2019  
CHICKEN**

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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)	Walmart	n/i					2.32													
	Yoke's Fresh Mrkt	n/i			1.99												1.19			
	Foster Farms											1.49		1.49						
MT	Albert/Safe Mntn	n/i			1.99															6.49
	Signature Farms											0.99		0.99		0.99				
	Associated Foods	Just Bare	A	4.99																
	Smart Chicken		O									2.99		2.99						
	Family Foods	Foster Farms			2.39												1.39			
	Harvest Foods	n/i			1.68		1.68													
	IGA Markets	Chester's																		6.99
	Just Bare		A									2.49		2.49						
	Essential Everyday																	2.00		
	Lucky's Market	n/i															0.99			
	Reynold's	Reynold's																		7.99
	Just Bare		A	4.99		4.99														
	Rosauer's	n/i																		6.99
	Draper Valley		A						1.29											
	Roxy		O	5.99																
Smith's	Heritage Farm				1.77															
Tyson		A															2.33	2.80		
Fresh Foods Mrkt																			7.99	
Stokes Market	n/i			3.29		3.29														
Just Bare		A	4.99		4.99															
Walmart	n/i						2.32													
OR	Albert/Safeway NW	Signature Café																		5.99
	O Organics		O	7.99																
	Associated Foods	Just Bare	A	4.99																
	CenterPlace Marke	Foster Farms							1.58											
	Family Foods	Foster Farms			2.39												1.39			
	Fred Meyer	Foster Farms						BOGO					BOGO		BOGO					
	Fresh Foods Mrkt																			6.99
	Grocery Outlet	n/i										0.89		0.89						
Harvest Foods	n/i			1.68		1.68														
H-Mart NW	n/i															0.98				

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

**Labor 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			
OR (cont)	IGA Markets	Chester's	A																	6.99		
		Just Bare																				
		Essential Everyday																				
	IGA Market Fresh	n/i		1.78																	5.99	
	McKay's Market	Foster Farms																				
		Simply Raised	A	4.99	2.99		2.99															
	Meyers Group IGA	n/i	A																			
		Essential Everyday	A						2.59					2.49		2.49					2.00	
	Ray's Food Place	Draper Valley	A	4.99																		
	Red Apple	Foster Farms																				
		n/i																				6.99
	Rosauer's	Draper Valley	A																			
		Roxy	O	5.99																		
	Quality Food Cntr	Quality Signature																				7.99
	Select Markets	Foster Farms																				
n/i				1.78																		
Thriftway of OR	Foster Farms																					
	n/i			2.49																		
Trader Joe's	Trader Joe's	O			4.99																	
Walmart	n/i						2.32															
WA	Albert/Safeway NW	Signature Café	O																		5.99	
		O Organics		7.99																		
	CenterPlace Marke	Foster Farms																				
	Family Foods	Foster Farms			2.39																	
		Foster Farms							BOGO									1.39				
	Fred Meyer	Foster Farms																				
		Fresh Foods Mrkt																				6.99
	Grocery Outlet	n/i											0.89		0.89							
	Haggen's	Mary's	O	6.99																		
	Harvest Foods	n/i			1.68		1.68															
Foster Farms																						
IGA Markets	Chester's																					
	Just Bare	A											2.49		2.49						6.99	
	Essential Everyday																			2.00		
IGA Market Fresh	n/i			1.78																	5.99	
	Foster Farms																				1.58	

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

**Labor 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)	Metropolitan	n/i	F							2.49											
	Meyers Group IGA	n/i	A									2.49		2.49							
		Essential Everyday																	2.00		
	Quality Food Cntr	Quality Signature																		7.99	
	Rosauer's	n/i																		6.99	
		Draper Valley		A					1.29												
		Roxy		O	5.99																
	Roth's	Ranger		F	3.99																
		Roxy		O	6.99																
		Draper Valley		A	4.99																
	Saar's Market	n/i			1.49	1.69									0.69						
	Select Markets	Foster Farms							1.58												
		n/i			1.78																
	Sprout's Market	n/i			2.49																6.99
	The Markets	n/i			1.98				1.48				1.48					BOGO			
	Thriftway	Smart Chicken		O										4.99							
		Ranger		F	4.99																
		n/i			1.99																
	Thriftway of OR	Foster Farms							1.69												
		n/i			2.49																
Town & Country	Smart Chicken		A											2.49							
Trader Joe's	Trader Joe's		O		4.99																
Walmart	n/i					2.32															
Yoke's Fresh Mrkt	n/i			1.99													1.19				
	Foster Farms											1.49		1.49							
WY	Albert/Safe Mntn	n/i			1.99															6.49	
		Signature Farms										0.99		0.99		0.99					
	Associated Foods	Just Bare		A	4.99																
	AW Grocers	n/i		3.49	1.19								0.89		0.89		0.44				
	Food Pride	n/i			1.29																
		Gold'n Plump												1.29		1.29					
		Gerber		A							2.29										
IGA Markets	Chester's																			6.99	
	Just Bare		A									2.49		2.49							
	Essential Everyday																		2.00		



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

**Labor 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						
WY (cont)	King Soopers	Fresh Foods Mrkt	A																		6.99				
		Tyson																				2.33	2.80		
	Lucky's Market	n/i	A														0.99								
	Ridley's	n/i													0.79								7.48		
	Smith's	Heritage Farm				1.77																		2.33	2.80
		Tyson																							
	Walmart	Fresh Foods Mrkt																							7.99
		n/i					2.32																		

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

**Labor 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					
<b>NORTHEASTERN U.S. - CT,DC,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT</b>																						
CT	ACME Markets	Hatfield										3.49						4.99		3.5		
		Botto's																		3.99		
		Johnsonville																		3.33		
	Adams Market	n/i		2.00													2.00					
	AF Basket	Indiana Kitchen											1.79									
		n/i			3.49			1.99														
	AG New England	n/i																2.99				
		Johnsonville																		3.33		
	ALDI	n/i			2.69														1.69	2.41		
	Associated	n/i		1.99									1.99				2.49		1.99			
		Chairman's Reserve						2.99														
		Premio																		3.99		
	Best Market	n/i							1.77				1.97	1.67		2.57			3.97			
		Premio																		3.99		
	Big Y	n/i			1.99	1.99							3.99									
	Cherry Valley	n/i		2.49	3.99	2.99			1.89	1.99							1.99	1.69	3.99			
	Fairway Market	n/i											1.99									
	Food Bazaar	Premio																		3.99		
		n/i		1.99	3.99	3.49																
	Geissler's	n/i		1.99				1.69	1.69										1.79			
	Highland Park	Smithfield			3.59														2.49			
	IGA New England	n/i		2.49	3.99			1.99											3.99			
		Premio																		3.69		
	Key Food	n/i	A	1.99	3.99																	
		Teresa's																		2.99		
	King's Market	Premio																		4.49		
		n/i			5.99			4.99				4.99		5.99		5.99		6.29				
	Price Chopper	n/i				3.49																
		Price Chopper																		3.99		
	Price Rite	n/i		1.79																		
	Save-a-Lot	n/i			2.99																	
		Farmington																		2.49		

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

**Labor 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													
CT (cont)	ShopRite	n/i	A		1.99							1.99																		
	ShopRite	ShopRite		2.49																				2.49	6.67					
	Chairman's Reserve	Chairman's Reserve											2.49												2.99					
	Premio	Premio																							2.99					
	Stew Leonard's	n/i		1.99	3.99	3.99																			2.99					
	Stop & Shop	Stop & Shop			2.49				1.99					2.49		2.99										2.99				
	The Sausage Guy	The Sausage Guy																								3.69				
	Target	Smithfield			2.49	2.49																					3.99			
The Fresh Market	n/i		2.99																						3.99					
Walmart	Johnsonville																									3.73				
Whole Foods	n/i																							3.88						
Whole Foods	n/i		A		5.99																									
DC	ALDI	n/i	A		2.69																									
	Giant Food	Giant					2.49		3.49	1.99				2.49		3.99									2.99	1.69	2.41			
	Premio	Premio																									3.5			
	Harris Teeter	n/i																										5.99		
	Smithfield	Smithfield				2.99																								
	Niman Ranch	Niman Ranch				4.99																								
	Harris Teeter	Harris Teeter																										2.27		
	Safeway Eastern	Signature Farms						2.49								2.99														
	n/i	n/i			1.99																									
	Signature Café	Signature Café																												
Johnsonville	Johnsonville																										BOGO			
New York Style	New York Style																									2.99				
Save-a-Lot	n/i			2.99																										
Target	Smithfield			2.49	2.49																									
Walmart	Johnsonville																											3.73		
Whole Foods	n/i																							3.88						
Whole Foods	n/i		A		5.99																									
DE	ACME Markets	Hatfield										3.49												4.99		3.5				
	Botto's	Botto's																									3.99			
	Johnsonville	Johnsonville																									3.33			
	ALDI	n/i			2.69																				1.69	2.41				

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

**Labor 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 <i>(cont)</i>	Food Lion	Johnsonville	A																	2.50			
		Brookwood Farms																				5.99	
	Fresh Grocer	n/i			3.49				1.99														
		n/i		2.49	1.98								1.98							1.59			6.67
	Giant Food	ShopRite																					2.99
		Giant				2.49			3.49	1.99			2.49			3.99					2.99		3.5
	Great Valu Markets	Premio																					
		n/i								2.49		2.49		1.99						1.59			
	Harris Teeter	n/i																					5.99
		Smithfield				2.99																	
	IGA Stores NJ/PA	Niman Ranch				4.99																	
		Harris Teeter																					2.27
	Lidl	n/i																					4.16
		Johnsonville																					
	Redner's	n/i				1.99																	
		Hatfield				2.48			2.48														
	Safeway Eastern	Johnsonville																					
		Signature Farms														2.99							
	Save-a-Lot	n/i				1.99																	
		Signature Café																					6.67
ShopRite	Johnsonville																				BOGO		
	New York Style																				2.99		
ShurSave Market	n/i																						
	Signature Farms													2.99									
Target	n/i			1.99																			
	ShopRite			2.49								1.99									2.49		
The Fresh Market	Chairman's Reserve											2.49									6.67		
	Premio																				2.99		
Walmart	n/i			2.19	2.99			2.79	1.79						2.49				3.49	1.69			
	Johnsonville																				3.99		
Walmart	Hatfield																				4.16		
	Johnsonville																				3.99		
Walmart	Smithfield			2.49	2.49																3.73		
	n/i			2.99																	3.88		

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

**Labor 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	Adams Market	n/i	A	2.00												2.00									
	AF Basket	Indiana Kitchen											1.79												
	AG New England	n/i				3.49									2.99						2.99				
		Johnsonville																					3.33		
	ALDI	n/i				2.69																	1.69	2.41	
	Associated	n/i			1.99								1.99				2.49						1.99		
		Chairman's Reserve								2.99															3.99
		Premio																							
	Big Y	n/i				1.99	1.99						3.99												
	Crosby's	n/i								3.29															
	Donelan's	n/i																							
		Open Prairie											6.99												
	Food City Market	n/i								1.99							1.99								
	Foodie's Markets	n/i																							
	Geissler's	n/i				1.99				1.69	1.69							1.79							
	Hannaford	n/i													1.99										
		Burger's																							6.22
	H-Mart	n/i					3.99																		
	Key Food	n/i				1.99	3.99																		
		Teresa's																							2.99
	Market Basket	n/i						2.99																	
	McKinnon's	n/i					2.69								1.49										
	Price Chopper	n/i						3.49																	3.99
	Price Chopper																								
Price Rite	n/i			1.79																					
Roche Bros.	n/i														1.99										
	Niman Ranch														7.99										
Save-a-Lot	n/i				2.99																				
Shaw's	n/i				2.49	2.49			1.49				2.49						1.99	2.99					
	Premio																						BOGO		
	Johnsonville																						2.92		
Star Market	Signature Café																						9.59		
	n/i												2.49					1.99	3.49						

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

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prices in \$US per pound unless otherwise noted.

**PORK**

State	Supermarket	Brand	Key	Spareribs				Country Style		Pork Chops/Steaks								Loin		Fresh Sausage	Deli Ribs per lb.				
				Whole Rack	Back Rib	St. Louis	Riblets	Ribs		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 <i>(cont)</i>	Stop & Shop	Stop & Shop			2.49				1.99				2.49		2.99				2.99						
		The Sausage Guy																			3.69				
	Target	Smithfield			2.49	2.49																3.99			
	The Fresh Market	n/i			2.99																	3.99			
	Trucchi's	Perri																				1.98			
	Walmart	Johnsonville																				3.73			
		n/i																	3.88						
Wegman's	Wegman's	O		8.99	8.49							11.99		11.99	11.79				16.99			7.99			
	Wegman's	A		4.79	3.19			3.19	2.99			3.99		3.99	1.99				2.49	1.99		4.69			
	Wegman's	A										7.99		7.99					7.99						
	Whole Foods	n/i	A		5.99																				
MD	99 Ranch Market	n/i				2.79																			
	ACME Markets	Hatfield										3.49								4.99			3.50		
		Botto's																					3.99		
		Johnsonville																					3.33		
	ALDI	n/i			2.69																1.69		2.41		
	Food Lion	Johnsonville																					2.50		
		Brookwood Farms																						5.99	
		n/i				3.49				1.99															
	Giant Eagle	n/i					2.99																		
		Johnsonville																						3.33	
		Giant Eagle																						2.99	
	Giant Food	Giant				2.49		3.49	1.99				2.49		3.99					2.99				3.5	
		Premio																							
	Graul's Market	Smithfield													3.99										
	Great Valu Markets	n/i							2.49		2.49		1.99						1.59						
	Green Valley	n/i				2.59																			
	Chairman's Reserve								1.69							1.69									
Harris Teeter	n/i																							5.99	
	Smithfield				2.99																				
	Niman Ranch	A			4.99																				
	Harris Teeter																							2.27	
IGA Stores NJ/PA	n/i			1.99				2.49						2.99	2.49							1.99			
	Johnsonville																							4.16	

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

**Labor 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)	Lidl	n/i				1.99																				
	Martin's Food	Giant				2.79		2.99														2.79				
		Johnsonville																				BOGO				
		Premio																				2.99				
		Price Rite	n/i		1.79																					
		Redner's	Hatfield				2.48		2.48														2.18			
			Johnsonville																				2.50			
		Safeway Eastern	Signature Farms				2.49																2.99			
			n/i		1.99																					
			Signature Café																					6.67		
			Johnsonville																				BOGO			
			New York Style																				2.99			
		Save-a-Lot	n/i				2.99																			
		Shop'n Save	n/i		2.49	2.99																	1.99	3.49	8.67	
			Uncle Charley's																							
		Shoppers	Johnsonville																					3.29		
		ShopRite	n/i				1.99							1.99										3.33		
			ShopRite		2.49																			2.49	6.67	
			Chairman's Reserve											2.49												
			Premio																					2.99		
		ShurSave Market	n/i		2.19	2.99			2.79	1.79														2.49	3.49	1.69
			Hatfield																						3.99	
			Johnsonville																						4.16	
	Sprout's Market	n/i				2.99																	3.99	2.99		
		Market Corner																							7.27	
	Target	Smithfield				2.49	2.49																			
	The Fresh Market	n/i				2.99																		3.99		
	Walmart	Johnsonville																						3.73		
		n/i																					3.88			
	Wegman's	Wegman's	O		8.99	8.49							11.99		11.99	11.79							16.99	7.99		
		Wegman's			4.79	3.19		3.19	2.99				3.99		3.99	1.99							2.49	1.99	4.69	
		Wegman's	A										7.99		7.99								7.99			
	Whole Foods	n/i	A		5.99																					

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

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prices in \$US per pound unless otherwise noted.

**PORK**

State	Supermarket	Brand	Key	Spareribs				Country Style		Pork Chops/Steaks								Loin		Fresh Sausage	Deli Ribs per lb.						
				Whole Rack	Back Rib	St. Louis	Riblets	Ribs		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																	2.99								
		Johnsonville																				3.33					
	Best Yet Markets	1893 Premium																				2.99		3.99			
	Food City Market	n/i						1.99																			
	Hannaford	n/i										1.99													6.22		
		Burger's																									
	IGA New England	n/i						1.99									1.69										
		Premio																								3.69	
		1893 Premium																									2.99
		Johnsonville																									4.16
	Market Basket	n/i																									2.99
	Save-a-Lot	n/i																									2.99
Shaw's	n/i																									2.49	
	Premio																									2.49	
	Johnsonville																									2.49	
Target	Smithfield																									2.49	
Walmart	Johnsonville																									2.49	
	n/i																									3.88	
Whole Foods	n/i		A																							5.99	
NH	AG New England	n/i																								2.99	
		Johnsonville																									3.33
	ALDI	n/i																									2.69
	Hannaford	n/i																									1.99
		Burger's																									6.22
	IGA New England	n/i																									1.99
		Premio																									1.69
	Market Basket	n/i																									2.99
	McKinnon's	n/i																									2.69
Price Chopper	n/i																									3.49	
	Price Chopper																										3.99
Price Rite	n/i																									1.79	
Save-a-Lot	n/i																									2.99	



U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

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prices in \$US per pound unless otherwise noted.

PORK

State	Supermarket	Brand	Key	Spareribs				Country Style		Pork Chops/Steaks								Loin			Fresh Sausage	Deli Ribs per lb.	
				Whole Rack	Back Rib	St. Louis	Riblets	Ribs		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						
NH (cont)	Shaw's	n/i			2.49	2.49		1.49				2.49					1.99	2.99					
		Premio												BOGO							BOGO		
		Johnsonville																			2.92		
	Target	Smithfield			2.49	2.49																3.73	
	Walmart	Johnsonville																				3.88	
	Whole Foods	n/i	A		5.99																		
NJ	99 Ranch Market	n/i				2.69																	
	ACME Markets	Hatfield									3.49										4.99	3.50	
		Botto's																				3.99	
		Johnsonville																				3.33	
	AF Basket	Indiana Kitchen										1.79											
		n/i			3.49			1.99						2.99								1.69	2.41
	ALDI	n/i			2.69																	1.99	
	Associated	n/i		1.99									1.99			2.49						1.99	
		Chairman's Reserve							2.99														3.99
		Premio																					3.99
	Best Market	n/i						1.77			1.97	1.67			2.57						3.97		
		Premio																					3.99
	Fairway Market	n/i											1.99										3.99
	Food Bazaar	Premio																					3.99
		n/i			1.99	3.99	3.49																
	Foodtown	n/i			1.99	2.99		2.99															2.99
		Premio																					2.99
	Great Valu Markets	n/i							2.49		2.49		1.99					1.59					
	H-Mart	n/i				3.99																	
	IGA Stores NJ/PA	n/i			1.99				2.49						2.99	2.49						1.99	
	Johnsonville																					4.16	
Key Food	n/i			1.99	3.99																		
	Teresa's																					2.99	
King's Market	Premio																					4.49	
	n/i		A		5.99			4.99			4.99		5.99		5.99					6.29			
Lidl	n/i					1.99								2.99									
McCaffrey's	McCaffrey's				4.99																	3.99	

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

**Labor 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)	Met Foods	n/i		1.99																				
		Chairman's Reserve Premio			3.99																3.99			
	Morton Williams	n/i									2.99										3.99			
		Esposito																						
	Murphy's Market	Leidy's												3.99										
	Pioneer Foods	n/i		1.99																				
		Chairman's Reserve				3.99																		
	Price Rite	n/i		1.79																				
	Save-a-Lot	n/i				2.99																		
	ShopRite	n/i				1.99							1.99											
		ShopRite			2.49																	2.49	6.67	
		Chairman's Reserve Premio																					2.99	
	Sprout's Market	n/i					2.99								3.99								2.99	
		Market Corner																					2.99	
	Stop & Shop	Stop & Shop				2.49				1.99				2.49						2.99				7.27
		The Sausage Guy																					3.69	
	Supremo Foods	n/i		2.29			1.99			1.79				1.99										4.16
	Target	Smithfield				2.49	2.49																	3.99
	The Fresh Market	n/i																						3.99
	Top Tomato	n/i							2.99															
Uncle Giuseppe's	n/i					3.99																		
Walmart	Johnsonville																						3.73	
	n/i																						3.88	
Wegman's	Wegman's	O		8.99	8.49							11.99		11.99	11.79					16.99			7.99	
	Wegman's			4.79	3.19		3.19	2.99				3.99		3.99	1.99					2.49	1.99		4.69	
	Wegman's	A										7.99		7.99						7.99				
Western Beef	n/i		1.99					2.99	1.99						2.99								1.99	
Whole Foods	n/i	A		5.99																				
NY	ACME Markets	Hatfield										3.49									4.99		3.5	
		Botto's																					3.99	
		Johnsonville																					3.33	

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Labor 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	Ribblets	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						
NY (cont)	AF Basket	Indiana Kitchen	A																				
		n/i			3.49				1.99				1.79										
	AG New England	n/i																		2.99			
		Johnsonville																				3.33	
	ALDI	n/i			2.69																1.69	2.41	
	Associated	n/i			1.99								1.99				2.49				1.99		
		Chairman's Reserve Premio								2.99													3.99
	Best Market	n/i											1.77										3.99
		Premio												1.97	1.67		2.57						3.99
	Big M	1893 Premium				3.99				1.99													4.16
		Johnsonville																					
	Cherry Valley	n/i			2.49	3.99	2.99				1.89	1.99						1.99	1.69	3.99			
	D'Agostino's	Prairie Fresh																					6.99
	DeCiccio Family	Indiana Kitchen																					3.99
	DeCiccio & Sons	Prairie Grove																					4.99
	Fairway Market	n/i												1.99									
	Food Bazaar	Premio																					3.99
		n/i			1.99	3.99	3.49																
	Food Emporium	n/i			2.99																		
	Foodtown	n/i			1.99	2.99		2.99															
	Premio																					2.99	
Giunta's	n/i			3.99																		1.79	
Great American	Premio																					2.99	
	1893 Premium							3.49														2.49	
	Johnsonville																					4.16	
Gristede's	n/i			3.99																		3.99	
	Prairie Fresh																					5.99	
Hannaford	n/i																					1.99	
	Burger's																					6.22	
H-Mart	n/i			3.99																			
IGA New England	n/i		2.49	3.99				1.99														3.99	
	Premio																					3.69	

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

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PORK

State	Supermarket	Brand	Key	Spareribs				Country Style		Pork Chops/Steaks								Loin		Fresh Sausage	Deli Ribs per lb.					
				Whole Rack	Back Rib	St. Louis	Riblets	Ribs		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)	Key Food	n/i	A	1.99	3.99																					
		Teresa's																					2.99			
	King Kullen	n/i		1.99	3.99																					
	King's Market	Premio																						4.49		
		n/i			5.99				4.99				4.99		5.99		5.99			6.29						
	Met Foods	n/i		1.99																						
		Chairman's Reserve				3.99																			3.99	
		Premio																								
	Morton Williams	n/i											2.99												3.99	
		Esposito																								3.99
	North Shore	n/i		1.99							1.69			1.69		2.99										
	Peck's Market	n/i							1.69								1.79									
	Pioneer Foods	n/i		1.99																						
		Chairman's Reserve				3.99																				
	Price Chopper	n/i					3.49																			
		Price Chopper																								3.99
	Price Rite	n/i		1.79																						
	Save-a-Lot	n/i				2.99																				
	Shop'n Save	n/i		2.49		2.99					BOGO						1.99					3.49				8.67
		Uncle Charley's																								3.29
ShopRite	n/i			1.99								1.99												2.49		
	ShopRite			2.49									2.49											2.99		
	Chairman's Reserve																							2.99		
	Premio																									
Stew Leonard's	n/i	1.99		3.99	3.99																					
Stop & Shop	Stop & Shop			2.49					1.99			2.49		2.99						2.99						
	The Sausage Guy																							3.69		
Target	Smithfield			2.49	2.49																					
The Fresh Market	n/i			2.99																				3.99		
Tops Market	Smithfield		1.99	3.99																						
Top Tomato	n/i							2.99																		
Trade Fair	n/i																		1.69							
Uncle Giuseppe's	n/i			3.99																						

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

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PORK

State	Supermarket	Brand	Key	Spareribs				Country Style		Pork Chops/Steaks								Loin		Fresh Sausage	Deli Ribs per lb.		
				Whole Rack	Back Rib	St. Louis	Riblets	Ribs		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 <i>(cont)</i>	Walmart	Johnsonville																		3.73			
	Wegman's	Wegman's	O		8.99	8.49						11.99		11.99	11.79				3.88		7.99		
	Wegman's	Wegman's			4.79	3.19		3.19	2.99			3.99		3.99	1.99				16.99	1.99	4.69		
	Wegman's	Wegman's	A									7.99		7.99					2.49		7.99		
	Western Beef	n/i			1.99				2.99	1.99						2.99					1.99		
Whole Foods	n/i		A		5.99																		
PA	ACME Markets	Hatfield										3.49							4.99		3.5		
		Botto's																			3.99		
		Johnsonville																			3.33		
	ALDI	n/i				2.69															1.69	2.41	
	Associated	n/i		1.99								1.99				2.49					1.99		
		Chairman's Reserve							2.99							2.99						3.99	
		Premio																				3.99	
	Big M	1893 Premium				3.99			1.99							2.29						4.16	
		Johnsonville																				4.16	
	Boyer Food	Hatfield							1.97							2.97	1.97			2.97	1.67	2.97	
	Cash Saver	n/i			1.68					1.37		1.37										1.48	
		Yuengling																					1.96
	Family Owned	n/i				3.99			2.19				2.49	1.99						2.99	1.49		
		Johnsonville																					3.75
		Hatfield																					2.99
	Food Lion	Johnsonville																					2.50
		Brookwood Farms																					5.99
	n/i					3.49			1.99														
Foodland	n/i					2.99	2.49		BOGO							2.49						6.67	
	Johnsonville																					4.16	
Foodtown	n/i			1.99	2.99		2.99															2.99	
	Premio																					2.99	
Fresh Grocer	n/i			2.49	1.98							1.98						1.59				6.67	
	ShopRite																					2.99	
Fresh Thyme	n/i					BOGO																1.99	
																						6.67	

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

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prices in \$US per pound unless otherwise noted.

PORK

State	Supermarket	Brand	Key	Spareribs				Country Style		Pork Chops/Steaks								Loin		Fresh Sausage	Deli Ribs per lb.		
				Whole Rack	Back Rib	St. Louis	Riblets	Ribs		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)	Giant/Martin's	Giant				2.79		2.99												2.79			
		Johnsonville																		BOGO			
		Premio																		2.99			
		Giant Eagle	n/i			2.99															3.33		
			Johnsonville																		2.99		
		Gordon Food	n/i		2.59	2.99																3.28	
			Johnsonville																				
		Great Valu Markets	n/i						2.49		2.49		1.99					1.59					
		Grocery Outlet	n/i				2.29																
		H-Mart	n/i				2.99																
		Ideal Market	n/i				2.99	1.99	1.49	1.99						1.99							
		IGA SpartanNash	n/i				2.99		2.29						2.29								
		IGA Stores NJ/PA	n/i		1.99				2.49						2.99	2.49						1.99	
			Johnsonville																				4.16
		Karn's Foods	n/i			2.99	2.19		1.99	1.79					2.99				2.99	1.89			
		Key Food	n/i		1.99	3.99																	2.99
			Teresa's																				
		Kuhn's Market	n/i						2.99							2.29						1.39	
			Chairman's Reserve				3.99												3.49				
		Landis Market	Hatfield				3.99		2.49							2.49						1.69	
		Johnsonville																				4.16	
	Lidl	n/i				1.99									2.99								
	McCaffrey's	McCaffrey's				4.99																3.99	
	Pioneer Foods	n/i		1.99																			
		Chairman's Reserve				3.99																	
	Price Chopper	n/i				3.49																3.99	
		Price Chopper																					
	Price Rite	n/i		1.79																			
	Redner's	Hatfield				2.48		2.48							2.18							2.50	
		Johnsonville																					
	Save-a-Lot	n/i				2.99																	
	Shop'n Save	n/i		2.49	2.99				BOGO						1.99				3.49			8.67	
		Uncle Charley's																				3.29	

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PORK

State	Supermarket	Brand	Key	Spareribs				Country Style		Pork Chops/Steaks								Loin		Fresh Sausage	Deli Ribs per lb.				
				Whole Rack	Back Rib	St. Louis	Riblets	Ribs		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>	ShopRite	n/i			1.99								1.99												
		ShopRite			2.49																	2.49	6.67		
		Chairman's Reserve Premio												2.49									2.99		
		ShurSave Market	n/i		2.19	2.99			2.79	1.79						2.49						3.49	1.69		
		Hatfield																					3.99		
		Johnsonville																					4.16		
		ShurSave NE Penn	Hatfield		2.99					2.79		2.79				1.99						3.49	1.49	3.49	
		Johnsonville																					4.16		
		Sparkle Markets	n/i		1.49	2.99																			7.33
		Sprout's Market	n/i				2.99									3.99								2.99	
		Market Corner																							7.27
		Supremo Foods	n/i		2.29		1.99			1.79					1.99									4.16	
		Target	Smithfield			2.49	2.49																		
		The Fresh Market	n/i			2.99																			3.99
		Tops Market	Smithfield		1.99	3.99																			
	Walmart	Johnsonville																						3.73	
		n/i																					3.88		
	Wegman's	Wegman's	O		8.99	8.49								11.99	11.99	11.79							16.99	7.99	
		Wegman's			4.79	3.19		3.19	2.99					3.99	3.99	1.99							2.49	1.99	
		Wegman's	A											7.99	7.99									7.99	
	Whole Foods	n/i	A		5.99																				
RI	Adams Market	n/i		2.00																					
	AF Basket	Indiana Kitchen												1.79											
		n/i			3.49				1.99							2.99									
	ALDI	n/i			2.69																			1.69	2.41
	Associated	n/i		1.99										1.99									1.99		
		Chairman's Reserve Premio						2.99								2.99									3.99
	Dave's Marketplace	n/i		1.99											3.99									2.99	
	H-Mart	n/i			3.99																				
	Price Rite	n/i		1.79																					
Save-a-Lot	n/i			2.99																					

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**PORK**

State	Supermarket	Brand	Key	Spareribs				Country Style		Pork Chops/Steaks								Loin		Fresh Sausage	Deli Ribs per lb.						
				Whole Rack	Back Rib	St. Louis	Riblets	Ribs		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										
RI <i>(cont)</i>	Shaw's	n/i	A		2.49	2.49		1.49				2.49					1.99	2.99									
		Premio																				BOGO					
		Johnsonville																					2.92				
	Stop & Shop	Stop & Shop				2.49			1.99				2.49											2.99			
		The Sausage Guy																							3.69		
	Target	Smithfield				2.49	2.49																		3.73		
Walmart	Johnsonville																						3.88				
Whole Foods	n/i			5.99																							
VT	AG New England	n/i																						2.99			
		Johnsonville																							3.33		
	ALDI	n/i			2.69																			1.69	2.41		
	Food City Market	n/i						1.99																			
	Hannaford	n/i										1.99															
		Burger's																							6.22		
	IGA New England	1893 Premium		1.79																					2.99		
		Johnsonville																								4.16	
	Price Chopper	n/i				3.49																				3.99	
		Price Chopper																									3.99
	Shaw's	n/i			2.49	2.49		1.49				2.49						1.99	2.99							2.99	
		Premio																									BOGO
	Johnsonville																									2.92	
Target	Smithfield			2.49	2.49																					3.73	
Tops Market	Smithfield		1.99	3.99																						3.73	
Walmart	Johnsonville																									3.88	
	n/i																									3.88	



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**PORK**

State	Supermarket	Brand	Key	Spareribs				Country Style		Pork Chops/Steaks								Loin		Fresh Sausage	Deli Ribs per lb.	
				Whole Rack	Back Rib	St. Louis	Riblets	Ribs		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					
<b>SOUTHEASTERN U.S. - AL,FL,GA,KY,MS,NC,SC,TN,VA,WV</b>																						
AL	A&R Supermarket	n/i		1.42	2.98		1.30															
	ALDI	n/i			2.69													1.69	2.41			
	Bruce's Foodland	Hormel		1.99	2.99	2.99												1.99				
		Johnsonville																		3.33		
		Kretschmar																		7.33		
	Cash Saver	n/i		1.68				1.37		1.37									1.48			
		Yuengling																		1.96		
	Dollar General Mkt	n/i		1.95														2.95				
		Johnsonville																		3.29		
	Earth Fare	n/i	A		4.99															3.99		
	Food Giant	n/i		1.68																		
		Prairie Fresh						1.98		1.98												
		Johnsonville																		3.32		
	Gateway Foodland	Johnsonville																		3.33		
	Greer's Market	n/i			2.63			1.53		1.53												
	HAC, Inc.	n/i			3.19																	
		Johnsonville																		3.49		
		Sheboygan																		2.99		
	Hometown Market	n/i			2.99	2.99		1.69		1.69												
	Ingle's Market	Johnsonville																		3.32		
		Laura Lynn																		3.98		
	Kroger Atlanta	Johnsonville																		2.92		
		Fresh Foods Mrkt																				
		n/i			2.99															10.00		
	Kroger Nashville	Johnsonville																		2.92		
		Fresh Foods Mrkt																		10.00		
		n/i			2.99									2.99								
	Manning's PW	n/i		1.67	2.97	2.48																
		Johnsonville																		3.32		
	Piggly Wiggly Inc.	Piggly Wiggly		1.99																		
		Duroc	A							9.99												
		n/i			2.99																	

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PORK

State	Supermarket	Brand	Key	Spareribs				Country Style		Pork Chops/Steaks								Loin		Fresh Sausage	Deli Ribs per lb.											
				Whole Rack	Back Rib	St. Louis	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															
AL (cont)	Piggly Wiggly JTM	n/i		1.99	2.99						1.69																					
		Johnsonville																										3.33				
		Publix	Publix			2.99																					4.99					
		PW Houchen's	n/i			1.99	2.79	1.89				1.89																1.19				
		Ragland Bros.	n/i		1.99	3.29						1.69																				
		Ramey's	n/i			2.48					1.48																			4.99		
			Johnsonville																										4.15			
		Rouse's Market	n/i			2.99	2.99					1.69																				
			Rouse's																												2.99	
		Save-a-Lot	n/i			2.99																									2.99	
		Sprout's Market	n/i				2.99																								2.99	
			Market Corner																												7.27	
		Target	Smithfield			2.49	2.49																									
		The Fresh Market	n/i			2.99																									3.99	
		United Grocery	n/i		1.59							1.59																				
	Vowell's	n/i		1.79	2.89		0.99	3.19	1.79		1.59																					
		Johnsonville																												3.33		
	Walmart	Johnsonville																												3.73		
		n/i																												3.88		
	Whole Foods	n/i	A		5.99																											
	Winn-Dixie	n/i			2.99	2.99					2.49																				2.99	
		Johnsonville																												2.92		
FL	ALDI	n/i				2.69																										
	Bravo	n/i		1.89																												
		Mr. Tango																														4.99
	Dollar General Mkt	n/i		1.95																											2.95	
		Johnsonville																														3.29
	Doris Market	n/i		1.79	3.99						1.69																					
	Earth Fare	n/i	A		4.99																											3.99
	Food Giant	n/i		1.68																												
	Prairie Fresh									1.98																					1.98	
	Johnsonville																															
	Fresco y Mas	n/i		1.98	3.49	1.99																										2.78
																															2.78	



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**PORK**

State	Supermarket	Brand	Key	Spareribs				Country Style		Pork Chops/Steaks								Loin		Fresh Sausage	Deli Ribs per lb.						
				Whole Rack	Back Rib	St. Louis	Riblets	Ribs		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	AF Basket	Indiana Kitchen	A										1.79														
		n/i			3.49			1.99							2.99							1.69	2.41				
	ALDI	n/i			2.69																	1.99	5.98				
	Bi-Lo	n/i			1.99	3.49	3.49		3.49	2.49		2.49				3.49						2.95	2.92				
		Johnsonville																						3.29			
	Dollar General Mkt	n/i			1.95																			3.99			
		Johnsonville																							3.99		
	Earth Fare	n/i				4.99																			1.49		
	Food City	n/i																									
		Food City																								1.99	
		Johnsonville																								3.33	
		Swaggerty's																								2.49	
	Food Depot	n/i			1.57	2.85	2.75							2.88	2.88											2.09	
		Johnsonville																									
	Food Giant	n/i			1.68																						
		Prairie Fresh																									
		Johnsonville																								3.32	
	Food Lion	Johnsonville																								2.50	
		Brookwood Farms																									5.99
		n/i																									
Food Pride	n/i		1.69																						1.99		
	Swaggerty's																								1.99		
Galaxy Food	n/i		1.48	2.48																					1.98		
	n/i																								1.98		
HAC, Inc.	n/i																								1.98		
	Johnsonville																								1.98		
	Sheboygan																								1.98		
Harris Teeter	n/i																								1.98		
	Smithfield																								1.98		
	Niman Ranch																								1.98		
	Harris Teeter																								1.98		
Harvey's	n/i		1.68	3.49	3.49		3.48	1.88				1.88		2.98	3.48						2.28		1.88		2.27		
	Johnsonville																								2.92		
IGA Food Stores	Smithfield		1.69	3.29	2.99	1.99		1.99				1.99										2.99			2.92		
	Johnsonville																								3.99		

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**PORK**

State	Supermarket	Brand	Key	Spareribs				Country Style		Pork Chops/Steaks								Loin		Fresh Sausage	Deli Ribs per lb.							
				Whole Rack	Back Rib	St. Louis	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 (cont)	IGA Stores Stheast	n/i		1.58	2.48						1.98																	
		Johnsonville																							3.32			
		Ingle's Market	Johnsonville																							3.32		
			Laura Lynn																								3.98	
		Kroger Atlanta	Johnsonville																								2.92	
			Fresh Foods Mrkt																									10.00
			n/i			2.99																						
		Lidl	n/i				1.99									2.99												
		Little Giant	n/i		1.59	3.99	2.99					1.59																
			Johnsonville																									3.33
		Lucky's Market	n/i				1.99					1.99																1.79
		Piggly Wiggly GA	n/i																									2.29
			Johnsonville																									3.33
		Piggly Wiggly JTM	n/i		1.99	2.99																						1.69
			Johnsonville																									3.33
		Publix	Publix				2.99																					4.99
		PW Carolina	Pig's Pride		1.88	2.98	2.48			2.99	1.98																	3.99
			Johnsonville																									4.16
		PW Houchen's	n/i				1.99	2.79	1.89			1.89																1.19
		Quality Foods	Swaggerty's																									3.33
			n/i				2.79																					1.59
		Save-a-Lot	n/i				2.99																					
		Sprout's Market	n/i					2.99																				3.99
		Market Corner																									2.99	
	Target	Smithfield				2.49	2.49																					7.27
	The Fresh Market	n/i				2.99																					3.99	
	United Grocery	n/i				1.59					1.59																1.59	
	Walmart	Johnsonville																									3.73	
		n/i																									3.88	
	Wayfield's	n/i				1.49	2.69	1.99			1.69																1.99	
		Johnsonville																									3.33	
	Whole Foods	n/i	A			5.99																						
	Winn-Dixie	n/i				2.99	2.99				2.49																2.99	
		Johnsonville																									2.92	

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PORK

State	Supermarket	Brand	Key	Spareribs				Country Style		Pork Chops/Steaks								Loin		Fresh Sausage	Deli Ribs per lb.			
				Whole Rack	Back Rib	St. Louis	Riblets	Ribs		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	ALDI	n/i			2.69															1.69	2.41			
	Chappell's	n/i		1.59																				
	Cox IGA	Swift			3.99							2.39						1.79						
	Dollar General Mkt	n/i		1.95															2.95					
	E.W. James	Johnsonville																			3.29			
		n/i		1.78	2.98	2.78	1.98															3.32		
	Food City	Johnsonville																		1.49				
		n/i																						
		Food City			3.99				1.99														3.33	
		Johnsonville																					2.49	
	Food Fair	Swaggerty's																					3.33	
	Food Giant	Johnsonville		1.68																				
		n/i																						
		Prairie Fresh							1.98		1.98													
	Food Lion	Johnsonville																					3.32	
		Johnsonville																					2.50	
		Brookwood Farms																						5.99
		n/i			3.49																			1.99
	Food Rite	Food Rite		1.99	2.99						1.99													
		Johnsonville																						3.33
	Foodland	n/i											1.99					1.59	2.99					
Fresh Encounters	n/i			3.49																				
	Smokehouse																						4.45	
	Johnsonville																						4.16	
Fresh Thyme	n/i				BOGO																		1.99	
Galaxy Food	Swaggerty's																						2.48	
	n/i		1.48	2.48						1.98		1.98												
Gordon Food	n/i		2.59	2.99																				
	Johnsonville																						3.28	
Harvey's	n/i		1.68	3.49	3.49		3.48	1.88		1.88		2.98	3.48					2.28		1.88			5.99	
	Johnsonville																						2.92	
IGA Houchen's	Hormel									1.99														
	n/i																						7.99	
IGA SpartanNash	n/i			2.99			2.29							2.29										

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PORK

State	Supermarket	Brand	Key	Spareribs				Country Style		Pork Chops/Steaks								Loin		Fresh Sausage	Deli Ribs per lb.			
				Whole Rack	Back Rib	St. Louis	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 <i>(cont)</i>	IGA Stores OH/KY	n/i			2.99				1.79									1.79						
		Johnsonville																				4.16		
	IGA Stores Stheast	n/i		1.58	2.48						1.98												3.32	
		Johnsonville																					2.92	
	Kroger Cincinnati	Johnsonville																					10.00	
		Fresh Foods Mrkt	n/i			3.49									3.49									2.92
	Kroger Delta	Johnsonville																					2.92	
		Fresh Foods Mrkt	n/i																	3.99				10.99
	Kroger MidAtlantic	Johnsonville				2.99																	2.92	
		Fresh Foods Mrkt	n/i																					10.00
	Kroger Mid-South	Johnsonville																					2.92	
		Fresh Foods Mrkt	n/i																					10.00
	Kroger Nashville	Johnsonville																					2.92	
		Fresh Foods Mrkt	n/i																					10.00
		Lucky's Market	n/i				1.99			1.99														1.79
		Meijer	n/i			BOGO				2.49					BOGO					BOGO				2.49
		PW Houchen's	n/i			1.99	2.79	1.89		1.89														1.19
		Ruler Foods	n/i			2.89																		1.99
		Save-a-Lot	n/i			2.99																		4.16
		SuperValu Stores	n/i			3.49																		4.16
		Target	Johnsonville																					4.16
	TC Grocery	Smithfield			2.49	2.49																	3.33	
	The Fresh Market	Johnsonville																					3.33	
	United Grocery	n/i			2.99					1.79											1.69		3.99	
	United Grocery	n/i		1.59					1.59		1.59													

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**PORK**

State	Supermarket	Brand	Key	Spareribs				Country Style		Pork Chops/Steaks								Loin		Fresh Sausage	Deli Ribs per lb.		
				Whole Rack	Back Rib	St. Louis	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)	ValuMarket	n/i						1.39															
	Johnsonville																					3.33	
	Walmart	Johnsonville																				3.73	
	Whole Foods	n/i	A		5.99																	3.88	
MS	AG Baton Rouge	n/i			2.49			1.49		1.49		2.49											
	Johnsonville																					3.33	
	ALDI	n/i			2.69																1.69	2.41	
	Corner Market	Hormel			2.79																		
	Prairie Fresh	Johnsonville					1.99							2.29								3.33	
	Dollar General Mkt	n/i		1.95																	2.95	3.29	
	Food Giant	n/i		1.68																			
	Prairie Fresh	Johnsonville						1.98		1.98												3.32	
	Froogle's	Prairie Fresh						1.31		1.31													
	n/i	Johnsonville		1.69	2.68																		2.99
	Greer's Market	n/i			2.63				1.53		1.53												
	Grocery Depot	n/i		1.54	2.54																		
	Prairie Fresh	Johnsonville							1.81						1.98								2.92
	Kroger Delta	Fresh Foods Mrkt																					10.99
	n/i	Johnsonville			2.99																	3.99	
	Mac's Fresh Mrkt	n/i		1.69	2.99				1.79		1.47												
	Mac's																						7.33
	PW Houchen's	n/i			1.99	2.79	1.89		1.89						2.19								1.19
	Ramey's	n/i			2.48			1.48							1.98								4.99
	Johnsonville																						4.15
Rouse's Market	n/i			2.99	2.99			1.69		1.69													
Rouse's																					2.99	2.99	
Save-a-Lot	n/i			2.99																			
Sullivan's	n/i		1.99	2.99	2.59					1.99					1.69							6.67	



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**PORK**

State	Supermarket	Brand	Key	Spareribs				Country Style		Pork Chops/Steaks								Loin		Fresh Sausage	Deli Ribs per lb.					
				Whole Rack	Back Rib	St. Louis	Riblets	Ribs		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)	Superlo Foods	n/i	A	1.49	2.49		0.99													2.91						
	Johnsonville																									
	Target	Smithfield				2.49	2.49															3.99				
	The Fresh Market	n/i				2.99																	3.99			
	Vowell's	n/i			1.79	2.89		0.99	3.19	1.79		1.59												3.33		
	Johnsonville																							3.73		
	Walmart	Johnsonville																						3.88		
Whole Foods	n/i			5.99																						
Winn-Dixie	n/i			2.99	2.99				2.49															6.67		
Johnsonville																							2.92			
NC	ALDI	n/i	A		2.69															1.69	2.41					
	Bi-Lo	n/i		1.99	3.49	3.49		3.49	2.49		2.49											1.99	2.41	5.98		
	Johnsonville																						2.92			
	Carlie C's IGA	n/i		1.98	2.98																			3.33		
	Johnsonville																								3.33	
	Compare Foods	n/i		1.99																						
	Chairman's Reserve							2.99						2.99									1.99			
	Premio																								3.99	
	Earth Fare	n/i				4.99																			3.99	
	Food Lion	Johnsonville																							2.50	
	Brookwood Farms																									5.99
	n/i					3.49					1.99															
	Food Pride	n/i			1.69						1.99						1.99									
	Fresh Foods	n/i			1.79		2.39				1.99			1.69									1.39			
Johnsonville																								3.33		
Galaxy Food	Swaggerty's																							2.48		
n/i			1.48	2.48					1.98		1.98															
Great Valu Markets	n/i								2.49		2.49		1.99								1.59					
Harris Teeter	n/i																							5.99		
Smithfield																									2.99	
Niman Ranch				4.99																					4.99	
Harris Teeter																								2.27		

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**PORK**

State	Supermarket	Brand	Key	Spareribs				Country Style		Pork Chops/Steaks								Loin		Fresh Sausage	Deli Ribs per lb.			
				Whole Rack	Back Rib	St. Louis	Riblets	Ribs		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>	Harvey's	n/i		1.68	3.49	3.49		3.48	1.88		1.88		2.98	3.48			2.28		1.88		5.99			
		Johnsonville																			2.92			
	Hills Food Store	n/i			2.99						1.49			2.49					1.59					
	IGA Food Stores	Smithfield		1.69	3.29	2.99	1.99		1.99									2.99			3.99			
		Johnsonville																				3.32		
	IGA Stores Stheast	n/i		1.58	2.48						1.98											3.32		
		Johnsonville																				3.98		
	Ingle's Market	Johnsonville																					3.98	
		Laura Lynn																						3.99
	Just \$ave Foods	n/i		1.48	2.48					1.98		1.98											3.99	
	Lidl	n/i				1.99											2.99							
	Lowe's Foods	Hormel						1.97																
	Piggly Wiggly Retail	n/i		1.69	2.69															1.19				
		Johnsonville																					3.33	
	Piggly Wiggly Store	n/i		1.79	2.99	1.99																	3.33	
		Johnsonville																						3.33
	Publix	Publix			2.99														4.99					
	Save-a-Lot	n/i			2.99																			
Sprout's Market	n/i					2.99								3.99								2.99		
	Market Corner																						7.27	
Target	Smithfield				2.49	2.49																		
The Fresh Market	n/i				2.99																		3.99	
United Grocery	n/i		1.59						1.59		1.59												3.73	
Walmart	Johnsonville																							
	n/i																		3.88					
Whole Foods	n/i		A		5.99																			
SC	ALDI	n/i			2.69			3.49	2.49		2.49									1.69	2.41			
	Bi-Lo	n/i		1.99	3.49	3.49		3.49	2.49		2.49				3.49					1.99			5.98	
		Johnsonville																					2.92	
	Dollar General Mkt	n/i		1.95															2.95				3.29	
	Johnsonville																						3.99	
Earth Fare	n/i		A		4.99																			

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**PORK**

State	Supermarket	Brand	Key	Spareribs				Country Style		Pork Chops/Steaks								Loin		Fresh Sausage	Deli Ribs per lb.				
				Whole Rack	Back Rib	St. Louis	Riblets	Ribs		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)	Food Lion	Johnsonville	A																	2.50					
		Brookwood Farms																				5.99			
		n/i				3.49																	2.48		
	Galaxy Food	Swaggerty's			1.48	2.48																	5.99		
		n/i																							
	Harris Teeter	Smithfield				2.99																			
		Niman Ranch				4.99																			
		Harris Teeter																						2.27	
	Harvey's	n/i			1.68	3.49	3.49		3.48	1.88		1.88		2.98		3.48			2.28		1.88			5.99	
		Johnsonville																						2.92	
	Hills Food Store	n/i				2.99																1.59			
	IGA Food Stores	Smithfield			1.69	3.29	2.99	1.99		1.99										2.99					
		Johnsonville																							3.99
	IGA Stores Stheast	n/i			1.58	2.48																			3.32
		Johnsonville																							3.32
	Ingle's Market	Johnsonville																							3.98
		Laura Lynn																							2.92
	Kroger Atlanta	Johnsonville																							10.00
		Fresh Foods Mrkt																							
		n/i				2.99																			
Lidl	n/i				1.99																		2.99		
Lowe's Foods	Hormel						1.97																		
Publix	Publix			2.99															4.99						
PW Carolina	Pig's Pride		1.88	2.98	2.48		2.99	1.98		1.99								3.99					6.65		
	Johnsonville																						4.16		
Quality Foods	Swaggerty's																						3.33		
	n/i			2.79						1.59															
Save-a-Lot	n/i			2.99																					
Sprout's Market	n/i				2.99								3.99										2.99		
	Market Corner																						7.27		
Target	Smithfield			2.49	2.49																				
The Fresh Market	n/i			2.99																			3.99		

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

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prices in \$US per pound unless otherwise noted.

**PORK**

State	Supermarket	Brand	Key	Spareribs				Country Style		Pork Chops/Steaks								Loin		Fresh Sausage	Deli Ribs per lb.		
				Whole Rack	Back Rib	St. Louis	Riulet	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)	Walmart	Johnsonville																		3.73			
	Whole Foods	n/i	A		5.99														3.88				
TN	ALDI	n/i			2.69															1.69	2.41		
	Cash Saver	n/i		1.68					1.37		1.37									1.48			
		Yuengling																			1.96		
	Cash Saver TC	n/i		1.67	2.57	1.97						1.74									2.48		
		Yuengling																					
	Cash Saver TN	n/i		1.35			0.89																
	Chappell's	n/i		1.59																			
	Dollar General Mkt	n/i		1.95																2.95			
		Johnsonville																				3.29	
	E.W. James	n/i		1.78	2.98	2.78	1.98															3.32	
		Johnsonville																				3.99	
	Earth Fare	n/i	A		4.99																		
	Food City	n/i																			1.49		
		Food City			3.99							1.99											3.33
		Johnsonville																					2.49
	Food Country	n/i			2.99				2.99	1.98													3.33
		Hormel													3.49						1.98		2.49
	Food Giant	n/i		1.68																			3.33
		Prairie Fresh								1.98		1.98											2.50
	Food Lion	Johnsonville																					5.99
	Brookwood Farms										1.99												
	n/i			3.49																			
Food Rite	Food Rite		1.99	2.99																		3.33	
	Johnsonville																					3.33	
Gordon Food	n/i		2.59	2.99																		3.28	
	Johnsonville																					3.28	
H.G. Hill	n/i		1.89	2.99					1.49		1.69											3.33	
	Johnsonville																					3.33	

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**PORK**

State	Supermarket	Brand	Key	Spareribs				Country Style		Pork Chops/Steaks								Loin		Fresh Sausage	Deli Ribs per lb.						
				Whole Rack	Back Rib	St. Louis	Riblets	Ribs		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)	IGA Houchen's	Hormel						1.99													7.99						
	IGA Stores OH/KY	n/i						1.79									1.79				4.16						
	IGA Stores Stheast	Johnsonville		1.58	2.48					1.98											3.32						
	Ingle's Market	Johnsonville																			3.32						
		Laura Lynn																				3.98					
	Kroger Delta	Johnsonville																				2.92					
		Fresh Foods Mrkt																					10.99				
		n/i							2.99														3.99				
	Kroger MidAtlantic	Johnsonville																					2.92				
		Fresh Foods Mrkt																						10.00			
		n/i							3.49																		
	Kroger Nashville	Johnsonville																						2.92			
		Fresh Foods Mrkt																							10.00		
		n/i							2.99																2.99		
	Osborne's	n/i		1.69	2.99	2.49	1.19		1.49		1.69														3.33		
		Johnsonville																								3.33	
	Publix	Publix																								4.99	
	Ragland Bros.	n/i		1.99	3.29				1.69		1.69																
	Ruler Foods	n/i																									1.99
		Kroger																									1.99
Save-a-Lot	n/i																									2.99	
Sprout's Market	n/i					2.99																				2.99	
	Market Corner																									7.27	
Superlo Foods	n/i		1.49	2.49		0.99																				2.91	
	Johnsonville																									2.91	
Target	Smithfield					2.49		2.49																			
TC Grocery	Johnsonville																									3.33	
	n/i																									3.33	
The Fresh Market	n/i																									3.99	
	n/i																									3.99	
Tietgen's	n/i		1.69			2.49	1.19		1.49		1.49																
	Johnsonville																									3.33	

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

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**PORK**

State	Supermarket	Brand	Key	Spareribs				Country Style		Pork Chops/Steaks								Loin		Fresh Sausage	Deli Ribs per lb.				
				Whole Rack	Back Rib	St. Louis	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)	United Grocery	n/i		1.59					1.59		1.59														
	Walmart	Johnsonville																				3.73			
	Whole Foods	n/i	A		5.99																	3.88			
VA	ALDI	n/i			2.69																	1.69	2.41		
	Dollar General Mkt	n/i		1.95																		2.95		3.29	
	Earth Fare	n/i	A		4.99																		3.99		
	Food City	n/i																					1.49		
		Food City				3.99						1.99												3.33	
		Johnsonville																						2.49	
	Food Country	n/i			2.99			2.99	1.98															1.98	
		Hormel																						3.49	
	Food Lion	Johnsonville																						2.50	
		Brookwood Farms																							5.99
		n/i				3.49						1.99													1.98
	Galaxy Food	Swaggerty's																							2.48
		n/i		1.48	2.48							1.98	1.98												
	Giant Food	Giant					2.49	3.49	1.99					2.49										2.99	
		Premio																							3.5
	Grant's	Hormel						1.49																	1.99
	Great Valu Markets	n/i																							2.49
		n/i																							2.49
		Harris Teeter	n/i																						5.99
		Smithfield				2.99																			
	Niman Ranch		A		4.99																				
	Harris Teeter																							2.27	
IGA Houchen's	Hormel																							1.99	
	n/i																								
IGA Stores Sttheast	n/i			1.58	2.48																			1.98	
	Johnsonville																								
Ingle's Market	Johnsonville																							3.32	
	Laura Lynn																							3.32	
																								3.98	

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**PORK**

State	Supermarket	Brand	Key	Spareribs				Country Style		Pork Chops/Steaks								Loin		Fresh Sausage	Deli Ribs per lb.			
				Whole Rack	Back Rib	St. Louis	Riblets	Ribs		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)	Kroger MidAtlantic	Johnsonville																		2.92				
		Fresh Foods Mrkt																				10.00		
			n/i			3.49																		
		Lidl	n/i				1.99									2.99								
		Lowe's Foods	Hormel					1.97																
		Martin's Food	Giant				2.79	2.99														2.79		
	Johnsonville Premio																					BOGO		
		Piggly Wiggly Retail	n/i		1.69	2.69																	1.19	
	Johnsonville																						3.33	
		Piggly Wiggly Store	n/i		1.79	2.99	1.99																	3.33
	Johnsonville																							
		Price Rite	n/i		1.79																			
		Publix	Publix			2.99																	4.99	
			Safeway Eastern	Signature Farms				2.49									2.99							
			n/i		1.99																			
			Signature Café																					6.67
			Johnsonville																					BOGO
			New York Style																					2.99
		Save-a-Lot	n/i			2.99																		
		Shop'n Save	n/i		2.49	2.99																		8.67
	Uncle Charley's																							3.29
		Shoppers	Johnsonville																					3.33
		Shoppers Value	n/i																					1.77
		Target	Smithfield			2.49	2.49																	1.86
	n/i																							
		The Fresh Market	n/i			2.99																		3.99
	Walmart	Johnsonville																					3.73	
n/i																								
	Wegman's	Wegman's	O		8.99	8.49							11.99		11.99	11.79							3.88	
		Wegman's				4.79	3.19	3.19	2.99					3.99		3.99	1.99							16.99
		Wegman's	A										7.99		7.99								2.49	
	Whole Foods	n/i	A		5.99																		7.99	
																								1.99

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**PORK**

State	Supermarket	Brand	Key	Spareribs				Country Style		Pork Chops/Steaks								Loin		Fresh Sausage	Deli Ribs per lb.			
				Whole Rack	Back Rib	St. Louis	Riblets	Ribs		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	ALDI	n/i			2.69															1.69	2.41			
	Food Fair	Johnsonville																				3.33		
	Food Lion	Johnsonville																				2.50		
	Brookwood Farms																						5.99	
	n/i				3.49							1.99												
	Foodland	n/i											1.99					1.59	2.99					
	Galaxy Food	Swaggerty's																					2.48	
	n/i			1.48	2.48							1.98												
	Giant Eagle	n/i				2.99																		
	Johnsonville																						3.33	
	Giant Eagle																						2.99	
	Grant's	Hormel						1.49																
	IGA Stores Stheast	n/i		1.58	2.48																			
	Johnsonville																							3.32
	Kroger Columbus	Johnsonville																						2.92
	Fresh Foods Mrkt																							10.00
	n/i					3.49																		
	Kroger MidAtlantic	Johnsonville																						2.92
	Fresh Foods Mrkt																							10.00
	n/i					3.49																		
Martin's Food	Giant					2.79		2.99															2.79	
Johnsonville																							BOGO	
Premio																							2.99	
Piggly Wiggly Store	n/i		1.79	2.99	1.99																		3.33	
Johnsonville																							3.33	
Riesbeck's	n/i		2.29	3.99																			2.99	
Save-a-Lot	n/i			2.99																				
Shop'n Save	n/i		2.49	2.99																			3.49	
Uncle Charley's																							8.67	
BOGO																							8.67	
Shoppers Value	n/i																						3.29	
Sparkle Markets	n/i		1.49	2.99																			7.33	
Target	Smithfield			2.49	2.49																			
Walmart	Johnsonville																						3.73	
n/i																							3.88	



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PORK

State	Supermarket	Brand	Key	Spareribs				Country Style		Pork Chops/Steaks								Loin		Fresh Sausage	Deli Ribs per lb.			
				Whole Rack	Back Rib	St. Louis	Riblets	Ribs		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							
<b>MIDWESTERN U.S. - IA,IL,IN,MI,MN,ND,NE,OH,SD,WI</b>																								
IA	ALDI	n/i	A		2.69														1.69	2.41				
	AW Grocers	n/i		1.69	2.99				1.19		1.69											6.67		
		Smithfield							1.49															
		Johnsonville																					3.33	
	Brothers Market	Johnsonville																					3.33	
		Smithfield				3.99			1.79		1.99													
	Family Fare	Open Acres				2.99			2.79							3.99				3.99				
		Johnsonville																						2.92
	Family Foods	Johnsonville																						3.33
		Smithfield					2.99	1.29	1.79															
	Fareway	n/i					2.99														1.99			
	Fishers Jack & Jill	Smithfield							1.99	1.19														3.33
		Johnsonville																						3.33
	Food Pride	Johnsonville																						
		Smithfield					2.99	0.79	1.39															
		n/i																						2.19
	Fresh Thyme	n/i					BOGO																	1.99
	Hometown Market	n/i																						1.69
		Johnsonville																						2.91
	Hy-Vee	Johnsonville																						2.91
	HV True Duroc				5.99																			
	HV Midwest								2.88		1.98											2.99		
	Hormel				3.99																	1.98		
Jewel-Osco	Johnsonville																					2.92		
	Hormel				BOG2		BOGO							BOGO										
	Jewel																					2.92		
Maynard's	Smithfield						0.59	2.99														1.99		
	Johnsonville																					3.33		
No Frills	Open Acres																					3.99		
	Johnsonville																					2.92		
Price Chopper	n/i				2.19	3.49							2.49											
	Johnsonville																					3.33		

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**PORK**

State	Supermarket	Brand	Key	Spareribs				Country Style		Pork Chops/Steaks								Loin		Fresh Sausage	Deli Ribs per lb.	
				Whole Rack	Back Rib	St. Louis	Riblets	Ribs		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 (cont)	Quillin's	Smithfield																	1.79	2.91	7.99	
		Johnsonville																			6.67	
	Russ's Market	Kretschmar																		1.99	2.49	
		Smithfield			2.49																	
	Save-a-Lot	n/i			2.99																	
		Schnuck's			n/i	1.99				1.69												1.99
	Sunshine Foods	Hormel		1.88	2.99																	
		n/i								1.99												2.91
	Super Saver	Smithfield			2.77					1.98												1.98
		Sheboygan																				
	Target	Smithfield			2.49	2.49																
	Thriftway Stores	n/i			2.99				1.49	1.99												3.33
Johnsonville																					3.73	
Walmart	Johnsonville																	3.88				
Whole Foods	n/i		A	5.99																		
IL	ALDI	n/i		1.99	2.69				1.69	1.79										1.69	2.41	8.67
	Angelo Caputo	n/i			2.99																	
		La Bella Romana													1.99					3.49		
	AW Grocers	Smithfield																				3.74
		Johnsonville												1.99								
	Berkot's	n/i							1.49													3.33
		Smithfield																				
	Berkot's	Berkot's			4.99	0.99																
Borowiak's IGA	n/i				2.48															1.28		
	IGA TableRite						1.88														3.23	
Brookhaven	Johnsonville																			2.99		
	Brookhaven	n/i			2.99																	

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PORK

State	Supermarket	Brand	Key	Spareribs				Country Style		Pork Chops/Steaks								Loin		Fresh Sausage	Deli Ribs per lb.			
				Whole Rack	Back Rib	St. Louis	Riblets	Ribs		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>	Butera	Klement's																			1.99			
		n/i		2.49	1.49	2.99	0.99	2.69	0.99		2.49	2.69			2.89			1.99	3.49					
		Johnsonville																				3.33		
	Cermak's	n/i		2.49							1.99											2.49		
		Johnsonville																					3.33	
	County Market NFI	n/i			3.49							1.69											3.33	
		Johnsonville																					3.33	
	Cub Foods	Johnsonville																					2.92	
		Smithfield			3.99																			
	Dierberg's	n/i			3.33							1.99												
		Bob's BBQ																						11.99
		Dierberg's																						3.99
		Johnsonville																						3.74
	El Guero	n/i		2.79								1.19			2.79									2.49
	Fairplay Foods	Johnsonville																						1.59
		Smithfield			3.49			2.48																1.59
		n/i			2.99							1.49		1.99			1.59							1.99
	Fareway	n/i				2.99																		1.99
	Fishers Jack & Jill	Smithfield						1.99	1.19															3.33
		Johnsonville																						3.33
	Food 4 Less	n/i		1.29		1.99	1.29																	1.89
		Randolph																						3.33
Food Pride	Johnsonville																						3.33	
	Smithfield				2.99	0.79		1.39															1.99	
Fresh Thyme	n/i			BOGO																			1.99	
Garden Fresh	n/i			3.29								1.99					1.69						2.29	
	Johnsonville																						3.33	
Gordon Food	n/i		2.59	2.99																			3.28	
	Johnsonville																						3.28	
Heinen's	Heinen's			3.99																			2.91	
Hy-Vee	Johnsonville																						2.91	
	HV True Duroc	A		5.99																			2.99	
	HV Midwest									2.88		1.98											2.99	
	Hormel			3.99																			1.98	

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PORK

State	Supermarket	Brand	Key	Spareribs				Country Style		Pork Chops/Steaks								Loin		Fresh Sausage	Deli Ribs per lb.			
				Whole Rack	Back Rib	St. Louis	Riblets	Ribs		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>	IGA Houchen's	Hormel						1.99														7.99		
	IGA Stores IL/IN	Hormel		1.88	2.88																	7.33		
		Smokehouse																					4.16	
		Johnsonville																					2.92	
	Jewel-Osco	Johnsonville																					2.92	
		Hormel			BOG2			BOGO																2.92
		Jewel																						2.87
	Jimenez	Johnsonville																						2.39
		n/i		1.99						1.39							1.39							4.16
	Kirby IGA	Hormel		1.88	2.88																			2.92
		Johnsonville																						10.00
	Kroger Central	n/i			2.99														2.49					2.92
		Johnsonville																						2.92
		Fresh Foods Mrkt																						10.00
	Kroger Mid-South	Johnsonville																						2.92
		Fresh Foods Mrkt																						10.00
		n/i				2.99																		
	La Chiquita	n/i		1.88			2.48																	
		Johnsonville																						4.15
	Mariano's	Johnsonville																						3.33
Meijer	n/i				BOGO			2.49											BOGO				2.49	
	Johnsonville																						2.49	
Pete's Fresh	n/i		2.49	3.49	2.89	1.79																	2.99	
	Johnsonville																						2.91	
Piggly Wiggly MW	Smithfield							0.99		1.89													2.99	
	Klement's																						1.99	
	n/i																						2.29	
Plum Market	Plum Market	A			6.99																			
Ruler Foods	n/i				2.89																			
	Kroger																						1.99	
Save-a-Lot	n/i				2.99																			
Schnuck's	Schnuck's																						1.99	
	n/i				1.99					1.69														

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**PORK**

State	Supermarket	Brand	Key	Spareribs				Country Style		Pork Chops/Steaks								Loin		Fresh Sausage	Deli Ribs per lb.			
				Whole Rack	Back Rib	St. Louis	Riblets	Ribs		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>	Shop & Save Mrkt	n/i		1.69	2.99		1.79		1.29		1.49							1.29	2.49					
		Johnsonville																				3.33		
	Sullivan's	Johnsonville																				2.49		
		Sullivan's																				2.99		
		n/i				2.99																		
	Sunset Foods	Sunset				4.99																		
	Target	Smithfield				2.49	2.49																	
	The Fresh Market	n/i				2.99	3.49	1.99				2.49											3.99	
	Tony's Fresh Mrkt	n/i			1.69			1.29				1.69												
		Johnsonville																					2.49	
	Torres Market	n/i			2.48					1.98														4.98
	Valli Produce	n/i				2.69							2.49	1.69					1.49				1.99	
		Johnsonville																					3.33	
	Walmart	Johnsonville																					3.73	
	n/i																		3.88					
Walt's Food Cntr	Indiana Kitchen			1.99	2.79			1.99			1.99												2.49	
	Johnsonville																						2.49	
Whole Foods	n/i		A		5.99																		2.08	
Woodman's	Johnsonville																						2.08	
IN	Al's Supermarket	n/i			2.99				1.99															
		Johnsonville																					2.49	
	ALDI	n/i			2.69																	1.69	2.41	
	County Market NFI	n/i			3.49						1.69												3.33	
		Johnsonville																						
	Dollar General Mrkt	n/i		1.95																			2.95	
		Johnsonville																						3.29
	Earth Fare	n/i	A		4.99																			3.99
	Food 4 Less	n/i		1.29		1.99	1.29																	1.89
		Randolph																						
Fresh Encounters	n/i				3.49										2.49								4.45	
	Smokehouse																						4.16	
	Johnsonville																						1.99	
Fresh Thyme	n/i				BOGO																		6.67	

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

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prices in \$US per pound unless otherwise noted.

PORK

State	Supermarket	Brand	Key	Spareribs				Country Style		Pork Chops/Steaks								Loin		Fresh Sausage	Deli Ribs per lb.				
				Whole Rack	Back Rib	St. Louis	Riblets	Ribs		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)	Giant Eagle	n/i				2.99																			
	Johnsonville																					3.33			
	Giant Eagle																						2.99		
	Gordon Food	n/i		2.59	2.99																		3.28		
	Johnsonville																						3.33		
	Harding's	Johnsonville																					3.33		
	Harding's														1.69										
	Harvest Market	Indiana Kitchen						1.99							2.99									3.33	
	Johnsonville																							3.33	
	Holiday Foods	n/i						1.99							2.49						1.59			3.33	
	Johnsonville																							3.33	
	IGA Houchen's	Hormel																							7.99
	n/i																								7.33
	IGA Stores IL/IN	Hormel		1.88	2.88																				4.16
	Smokehouse																								4.16
	Johnsonville																								4.16
	IGA Stores OH/KY	n/i				2.99															1.79				4.16
	Johnsonville																								2.92
	Jay C Foods	Johnsonville																							10.00
	Fresh Foods Mrkt																								10.00
	n/i					2.99																			2.92
Jewel-Osco	Johnsonville																							2.92	
Hormel					BOG2		BOGO							BOGO										2.92	
Jewel																								2.92	
Kirby IGA	Hormel		1.88	2.88																				4.16	
Johnsonville																								4.16	
Kroger Central	n/i				2.99															2.49				2.92	
Johnsonville																								2.92	
Fresh Foods Mrkt																								10.00	
Kroger Cincinnati	Johnsonville																							2.92	
Fresh Foods Mrkt																								10.00	
n/i					3.49									3.49										10.00	

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

**Labor 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 (cont)	Kroger Mid-South	Johnsonville																		2.92		
		Fresh Foods Mrkt																				10.00
	Lucky's Market	n/i																				
		n/i					1.99															1.79
	Martin's Supermrkt	Johnsonville																				2.50
		Martin's																				1.99
	Meijer	n/i																				BOGO
		Johnsonville																				2.49
	Millers Markets	Smithfield																				1.99
		Miller's																				4.49
	New Market	n/i																				2.99
		Johnsonville																				3.33
	Ruler Foods	n/i																				1.99
		Kroger																				2.99
	Save-a-Lot	n/i																				1.99
		Schnuck's																				1.99
	Strack & VanTil	n/i																				1.99
		Swaggerty's																				3.33
	Target	Smithfield																				4.99
		Johnsonville																				2.90
The Fresh Market	n/i																				2.99	
	Smithfield																				2.49	
Walmart	n/i																				2.99	
	Johnsonville																				3.73	
Walt's Food Cntr	n/i																				3.88	
	Indiana Kitchen																				1.99	
Wesselman's	Johnsonville																				2.49	
	n/i																				1.99	
Whole Foods	Johnsonville																				3.33	
	n/i																				5.99	
MI	ALDI	n/i																			1.69	
	AW Grocers	n/i																				2.41
		Smithfield																				1.49
		Johnsonville																			3.33	

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**PORK**

State	Supermarket	Brand	Key	Spareribs				Country Style		Pork Chops/Steaks								Loin		Fresh Sausage	Deli Ribs per lb.				
				Whole Rack	Back Rib	St. Louis	Riblets	Ribs		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)	Busch's	n/i	A		2.99	1.99																			
	Valley View Farms										2.99														
	D&W Fresh Mrkt	n/i																					3.99		
	Open Acres				2.99																		3.99		
	Earth Fare	n/i			4.99																		3.99		
	Family Fare	Open Acres			2.99							2.79											3.99		
	Food Pride	Smithfield			2.99											2.29							1.99		
	Johnsonville																						2.80		
	Fresh Thyme	n/i			BOGO																		1.99	6.67	
	Glory Supermarket	n/i			1.48	2.48	1.99					0.98											0.98		
	Johnsonville																							2.78	
	Gordon Food	n/i			2.59	2.99																			3.28
	Johnsonville																								3.33
	Great Lakes Fresh	Smithfield										1.69												1.89	
	Harding's	Johnsonville																							
	Harding's															1.69									
	Hollywood Market	n/i				2.99																			
	Jack's Market	n/i			1.79	2.59	1.99																		2.99
	Jack's																								2.99
	Kroger Central	n/i				2.99																		2.49	
Johnsonville																							2.92		
Fresh Foods Mrkt																									
Kroger Columbus	Johnsonville																						2.92		
Fresh Foods Mrkt																									
n/i				3.49																			10.00		
Kroger Michigan	Johnsonville																						2.92		
Fresh Foods Mrkt																									
n/i																							9.99		
BOGO																									
Louie's Fresh Mrkt	n/i									1.99															
Lucky's Market	n/i				1.99					1.99													1.79		
Martin's Supermrkt	Johnsonville																						2.50		
Martin's										1.99															
Meijer	n/i									2.49															
Johnsonville																							2.49		



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PORK

State	Supermarket	Brand	Key	Spareribs				Country Style		Pork Chops/Steaks								Loin		Fresh Sausage	Deli Ribs per lb.						
				Whole Rack	Back Rib	St. Louis	Riblets	Ribs		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)	Millers Markets	Smithfield	A		2.69									2.49						1.99		4.49					
		Miller's																									
	Pat's Foods IGA	Smithfield				2.99			1.59			2.49										2.99			6.67		
		Kretschmar																							3.33		
		Johnsonville																								3.33	
	Plum Market	Plum Market				6.99																					
	Polly's Market	Smithfield				2.99	2.49																2.89				
		Johnsonville																								3.33	
	Ric's Food Center	Johnsonville																								2.90	
		n/i				2.99																					6.67
	Save-a-Lot	n/i				2.99																					
	Spartan Stores	n/i				2.99											1.99										
		Johnsonville																									3.15
	Super One Foods	Smithfield							1.66																		2.50
		Sheboygan																									2.45
	Tadych's	Johnsonville																									
	Smithfield			2.99																							
	Hormel							2.49							1.99						2.69	1.89					
Target	Smithfield			2.49	2.49																						
Tom's/Oleson's	n/i														2.79												
	Johnsonville																								2.75		
Valuland	Our Family																								2.69		
	Open Acres																										
VG's Food Center	Open Acres			2.99											3.99						3.99				3.73		
Walmart	Johnsonville																										
	n/i																				3.88						
Whole Foods	n/i		A	5.99																							
MN	ALDI	n/i			2.69																	1.69	2.41				
	AW Grocers	n/i		1.69	2.99			1.19		1.69					1.99										6.67		
		Smithfield						1.49																			
		Johnsonville																							3.33		
		Supreme Tender			3.49	2.99			1.69																		
Cash Wise Foods	Prairie Fresh												5.98														

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

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prices in \$US per pound unless otherwise noted.

PORK

State	Supermarket	Brand	Key	Spareribs				Country Style		Pork Chops/Steaks								Loin		Fresh Sausage	Deli Ribs per lb.				
				Whole Rack	Back Rib	St. Louis	Riblets	Ribs		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>	Coborn's	Comfrey Farms				3.49															6.67				
		n/i																				2.92			
	Cub Foods	Johnsonville																							
		Smithfield				3.99																			
	Dick's Fresh Mrkt	n/i				2.49							1.89												
		Johnsonville																					3.33		
	Family Fare	Open Acres				2.99			2.79										3.99						
		Johnsonville																						2.92	
	Fareway	n/i					2.99																	1.99	
	Festival	Chairman's Reserve				3.99						2.99													
		Johnsonville																						3.74	
		Krestchmar																						7.33	
	Food Pride	Smithfield				2.99									2.29									1.99	
		Johnsonville																						1.99	
	Fresh Thyme	n/i				BOGO																		2.80	
	Hornbacher's	Smithfield				2.99														2.49				1.99	
		Johnsonville																						3.33	
	Hugo's	Johnsonville																						3.33	
		Hormel				2.99																			2.91
	Hy-Vee	Johnsonville																							2.99
	HV True Duroc	A			5.99																			1.98	
	HV Midwest									2.88		1.98												2.99	
	Hormel				3.99																			1.98	
Kowalski's	Kowalski's	A																						6.99	
Lunds & Byerlys	L&B	A																						6.96	
	n/i	A				4.99																			
Marketplace Foods	Smithfield					2.48																			
	Kretschmar																								
	Sheboygan																								
Maynard's	Smithfield				3.49		0.59	2.99																1.99	
	Johnsonville																							3.33	
Nilssen's	Smithfield				3.19	2.99	0.79				2.29													1.99	

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**PORK**

State	Supermarket	Brand	Key	Spareribs				Country Style		Pork Chops/Steaks								Loin		Fresh Sausage	Deli Ribs per lb.	
				Whole Rack	Back Rib	St. Louis	Riblets	Ribs		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)	Quillin's	Smithfield																	1.79			
		Johnsonville																		2.91		
		n/i																			7.99	
	Save-a-Lot	n/i																				
	Sunshine Foods	Hormel		1.88	2.99																	
		n/i									1.99											
	Super One Foods	Smithfield					1.66														2.91	
		Sheboygan																				2.50
	SuperValu Stores	n/i									1.99											4.16
	Target	Smithfield																				2.49
Teal's Market	Johnsonville																				2.49	
	Smithfield																				2.99	
Walmart	Johnsonville																				3.73	
	n/i																		3.88			
Whole Foods	n/i		A		5.99																	
ND	Albert/Safe Mntn	n/i				2.99		2.49	1.99										3.99	1.99		
		Signature Farms																				
		Johnsonville																			3.33	
	AW Grocers	n/i																				
		Smithfield																				1.49
		Johnsonville																				3.33
	Cash Wise Foods	Prairie Fresh												5.98								
	Dan's Supermarket	Open Acres				2.99													3.99			
		Johnsonville																				2.92
	Family Fare	Open Acres				2.99													3.99			
	Johnsonville																				2.92	
Food Pride	Smithfield				2.99								2.29								1.99	
	Johnsonville																				2.80	
Hornbacher's	Smithfield				2.99																1.99	
	Johnsonville																				3.33	
Hugo's	Johnsonville																				3.33	
	Hormel				2.99																	

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**PORK**

State	Supermarket	Brand	Key	Spareribs				Country Style		Pork Chops/Steaks								Loin		Fresh Sausage	Deli Ribs per lb.			
				Whole Rack	Back Rib	St. Louis	Riblets	Ribs		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 (cont)	Leever's Foods	Hormel				2.99			1.69															
	Marketplace Foods	Smithfield				2.48																	6.67	
		Kretschmar																					2.50	
	Miller's Fresh	Hormel						1.89																
		Smithfield					2.99																3.49	
	SuperValu Stores	Johnsonville																					4.16	
		n/i				3.49				1.99														4.16
	Target	Johnsonville																						2.49
	Teal's Market	Smithfield				2.49	2.49																	2.49
	Johnsonville																						3.73	
	Walmart	Smithfield				2.99																		
		Johnsonville																					3.88	
		n/i																						
NE	Albert/Safeway	n/i		1.99	2.99	2.49										2.99							3.99	
		Sara's Sausage																					1.69	2.41
	ALDI	n/i			2.69																	1.99	2.49	
	Apple Markets	n/i		1.99	2.99		0.69																2.49	
		Johnsonville																						2.49
	AW Grocers	n/i		1.69	2.99				1.19	1.69							1.99							6.67
		Smithfield																						1.49
		Johnsonville																						3.33
		Supreme Tender				3.49	2.99																	1.69
	Baker's	Johnsonville																						2.92
		Fresh Foods Mrkt																						10.00
		n/i				3.49																	1.88	
	Family Fare	Open Acres				2.99				2.79								3.99						2.92
		Johnsonville																						2.92
	Fareway	n/i					2.99																	1.99
Food Pride	Smithfield				2.99										2.29								1.99	
	Johnsonville																						2.80	
Fresh Thyme	n/i					BOGO																	1.99	
Hy-Vee	Johnsonville																						2.91	
		HV True Duroc	A			5.99																		

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**PORK**

State	Supermarket	Brand	Key	Spareribs				Country Style		Pork Chops/Steaks								Loin		Fresh Sausage	Deli Ribs per lb.		
				Whole Rack	Back Rib	St. Louis	Riblets	Ribs		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	HV Midwest									2.88		1.98								2.99		
	<i>(continued)</i>	Hormel			3.99																1.98		
	No Frills	Open Acres			2.99							2.79									3.99		
		Johnsonville																				2.92	
	Russ's Market	Kretschmar																				6.67	
		Smithfield					2.49															1.99	
		Johnsonville																				2.49	
	Save-a-Lot	n/i			2.99																		
	Sun Mart	Open Acres			2.99								2.79									3.99	
		Johnsonville																					2.92
	Super Saver	Smithfield			2.77							1.98											1.98
	Target	Smithfield			2.49		2.49																
	Thriftway Stores	n/i			2.99							1.49											1.99
	Johnsonville																					3.33	
Walmart	Johnsonville																					3.73	
	n/i																					3.88	
Whole Foods	n/i		A	5.99																			
OH	Acme Fresh Mrkt	Acme			3.99	2.49																	
		Johnsonville																				2.49	
	ALDI	n/i			2.69																	1.69	
	Buehler's	Johnsonville																				2.49	
		n/i			2.99	2.99																	8.67
	Dave's Market	Indiana Kitchen		1.99	2.99						2.99		2.99		2.59								3.33
		Johnsonville																					3.33
	Dollar General Mrkt	n/i		1.95																		2.95	
		Johnsonville																					3.29
	Dorothy Lane	duBreton		A							4.59			5.99									3.99
	Earth Fare	n/i		A	4.99																		3.99
	Family Fare	Open Acres			2.99							2.79										3.99	3.99
	Johnsonville																					2.92	
Fishers Foods	Fisher's			1.99	3.49							2.49										3.33	
	Johnsonville																					3.33	
Food Fair	Johnsonville																					3.33	

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**PORK**

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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 <i>(cont)</i>	Fresh Encounters	n/i			3.49																					
		Smokehouse Johnsonville																					4.45			
	Fresh Thyme	n/i			BOGO																			4.16		
		Giant Eagle	n/i				2.99																	1.99	6.67	
	Gordon Food	Johnsonville	n/i																					3.33		
		Johnsonville	n/i		2.59	2.99																		2.99		
	Heinen's	Heinen's				3.99																			3.28	
		IGA Houchen's	Hormel										1.99													7.99
	IGA SpartanNash	n/i				2.99			2.29						2.29											
		IGA Stores OH/KY	Johnsonville	n/i		2.99														1.79					4.16	
	Kroger Central	Johnsonville	n/i			2.99														2.49					2.92	
		Fresh Foods Mrkt	Johnsonville	n/i																					10.00	
	Kroger Cincinnati	Johnsonville	n/i																						2.92	
		Fresh Foods Mrkt	Johnsonville	n/i		3.49										3.49										10.00
	Kroger Columbus	Johnsonville	n/i																						2.92	
		Fresh Foods Mrkt	Johnsonville	n/i		3.49																				10.00
	Kroger MidAtlantic	Johnsonville	n/i																						2.92	
		Fresh Foods Mrkt	Johnsonville	n/i		3.49																				10.00
	Lucky's Market	n/i					1.99				1.99															
		Marc's	Smithfield	n/i																	2.29					2.92
	Meijer	Johnsonville	Primo	n/i																						2.08
		Johnsonville		n/i		BOGO					2.49					BOGO						BOGO				2.49

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**PORK**

State	Supermarket	Brand	Key	Spareribs				Country Style		Pork Chops/Steaks								Loin		Fresh Sausage	Deli Ribs per lb.				
				Whole Rack	Back Rib	St. Louis	Riblets	Ribs		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>	Millers Markets	Smithfield			2.69										2.49						1.99				
		Miller's																					4.49		
		Piggly Wiggly Store	n/i		1.79	2.99	1.99																	3.33	
		Riesbeck's	n/i		2.29	3.99																		2.99	8.67
		Ruler Foods	n/i			2.89																		1.99	
		Save-a-Lot	n/i			2.99																			
		Shop'n Save	n/i		2.49	2.99			BOGO							1.99						3.49			8.67
			Uncle Charley's																					3.29	
		Sparkle Markets	n/i		1.49	2.99																			7.33
		SuperValu Stores	n/i			3.49																			4.16
		Target	Smithfield			2.49	2.49																		
		The Fresh Market	n/i			2.99																			3.99
		Walmart	Johnsonville																						3.73
	Whole Foods	n/i	A		5.99																		3.88		
SD	Albert/Safeway	n/i		1.99	2.99	2.49										2.99									
		Sara's Sausage																						3.99	
		ALDI	n/i			2.69																	1.69	2.41	
		AW Grocers	n/i		1.69	2.99			1.19	1.69					1.99										6.67
			Smithfield						1.49																3.33
			Johnsonville																						
			Supreme Tender			3.49	2.99			1.69															
		Buche Foods	n/i								1.78														8.33
			Hormel			2.98																			2.99
			Sheboygan																						
		Coborn's	Comfrey Farms				3.49																		
		n/i																						6.67	
	Family Fare	Open Acres			2.99				2.79						3.99								3.99		
		Johnsonville																						2.92	
	Fareway	n/i				2.99																		1.99	

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

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prices in \$US per pound unless otherwise noted.

**PORK**

State	Supermarket	Brand	Key	Spareribs				Country Style		Pork Chops/Steaks								Loin		Fresh Sausage	Deli Ribs per lb.			
				Whole Rack	Back Rib	St. Louis	Riblets	Ribs		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)	Hy-Vee	Johnsonville	A																	2.91				
		HV True Duroc			5.99																			
		HV Midwest								2.88		1.98											2.99	
		Hormel				3.99																1.98		
	IGA Markets	n/i				3.49				1.79		2.49				3.49						2.99	3.49	
		Johnsonville																					3.33	
	Ken's Super Fair	Hormel				2.99																		
		Lynn's Dakotamart		Smithfield		1.99				1.49														
	Maynard's	Johnsonville																					3.33	
		Smithfield				3.49		0.59	2.99							2.79						1.99		3.33
	Sunshine Foods	Hormel				1.88	2.99																	
		n/i									1.99													2.91
	SuperValu Stores	Johnsonville																						4.16
		n/i				3.49																		
Target	Smithfield			2.49	2.49																	2.49		
Teal's Market	Johnsonville																					2.49		
	Smithfield			2.99																		3.73		
Walmart	Johnsonville																					3.88		
WI	ALDI	n/i		1.69	2.69																1.69	2.41		
	AW Grocers	n/i		1.69	2.99				1.19		1.69				1.99								6.67	
		Smithfield							1.49														3.33	
	Cermak's	Johnsonville																					2.49	
		Supreme Tender			3.49	2.99			1.69														3.33	
	Coborn's	n/i		2.49						1.99													2.49	
		Johnsonville																					3.33	
	Family Fare	Comfrey Farms				3.49																	6.67	
n/i																						2.92		
Festival Foods	Open Acres				2.99				2.79					3.99						3.99		2.92		
	Johnsonville																					2.92		
	n/i				3.99																	3.99		



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PORK

State	Supermarket	Brand	Key	Spareribs				Country Style		Pork Chops/Steaks								Loin		Fresh Sausage	Deli Ribs per lb.		
				Whole Rack	Back Rib	St. Louis	Ribblets	Ribs		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						
WI (cont)	Food Pride	Smithfield			2.99										2.29					1.99			
		Johnsonville																			2.80		
	Fresh Thyme	n/i			BOGO																1.99	6.67	
	Gordon Food	n/i		2.59	2.99																		
		Johnsonville																				3.28	
	Great Lakes Fresh	Smithfield								1.69											1.89		
	Hansen's IGA	Johnsonville																				2.76	
	Marketplace Foods	Smithfield				2.48																	6.67
		Kretschmar																					2.50
		Sheboygan																					2.49
	Meijer	n/i			BOGO			2.49						BOGO							BOGO		2.49
		Johnsonville																					1.99
	Nilssen's	Smithfield			3.19	2.99	0.79				2.29				2.59								3.33
	Pat's Foods IGA	Smithfield			2.99				1.59		2.49										2.99		6.67
		Kretschmar																					2.45
		Johnsonville																					2.99
	Pick'n Save	n/i			2.99																		2.45
		Johnsonville																					2.99
	Piggly Wiggly MW	Smithfield			2.69				0.99		1.89												1.99
		Klement's																					2.29
	n/i																					1.79	
Quillin's	Smithfield																					2.91	
	Johnsonville																					7.99	
	n/i																					3.99	
Save-a-Lot	n/i			2.99																		3.99	
Sendik's	Sendik's			3.99																		3.99	
Sentry Foods	Albrecht's																					3.99	
	Sentry				2.49																	3.33	
	n/i														2.29							1.99	
	Johnsonville																					1.99	
Schnuck's	Schnuck's																					1.99	
	n/i			1.99						1.69													

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PORK

State	Supermarket	Brand	Key	Spareribs				Country Style		Pork Chops/Steaks								Loin		Fresh Sausage	Deli Ribs per lb.		
				Whole Rack	Back Rib	St. Louis	Riblets	Ribs		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)	Shurfine Food Cntr	Klement's																		2.50	2.79		
		Smithfield			2.68																		
		Sheboygan																					
		Prairie Fresh			1.98																		
	Super One Foods	Smithfield					1.66														2.50		
		Sheboygan																					
	SuperValu Stores	n/i			3.49						1.99												
		Johnsonville																			4.16		
	Tadych's	Johnsonville																			2.45		
		Smithfield			2.99																		
	Target	Hormel					2.49								1.99				2.69	1.89			
		Smithfield			2.49	2.49																	
	Trig's	Smithfield			2.88																		
	Walmart	Trig's																			3.33		
		Johnsonville																			3.73		
	Whole Foods	n/i		A															3.88				
n/i			O	5.99																			
Woodman's	Organic Prairie																			8.65			
	Johnsonville																			2.91			
	Farmland			2.39																			
	Smithfield																						

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PORK

State	Supermarket	Brand	Key	Spareribs				Country Style		Pork Chops/Steaks								Loin		Fresh Sausage	Deli Ribs per lb.	
				Whole Rack	Back Rib	St. Louis	Riblets	Ribs		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					
<b>SOUTH CENTRAL U.S. - AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT</b>																						
AR	Albertsons Houston	n/i		1.99																4.16		
	ALDI	Johnsonville			2.69													1.69		2.41		
	Bill's Cost Plus	Johnsonville																		2.48		
	Brookshire's	Prairie Fresh			2.98																	
		Hormel			BOGO			BOGO	BOGO											3.33		
		Johnsonville																		7.33		
	Cash Saver TC	n/i		1.67	2.57	1.97						1.74								2.48		
		Yuengling																		2.49		
	City Market	Johnsonville																				
		n/i			2.95																	
	CV's Family Foods	Chairman's Reserve				2.99											3.49			3.33		
		Johnsonville																		3.33		
	Edward's FG	n/i			2.79			1.79	1.79											3.33		
		Johnsonville																		3.33		
	Food Giant	n/i		1.68																		
		Prairie Fresh						1.98	1.98											3.32		
		Johnsonville																				
	G&W Foods	Prairie Fresh		1.69	2.99			1.29	1.59	2.19		2.19						1.89		3.33		
		Johnsonville																				
		Kretschmar																		7.99		
	Harp's	Harp's			3.48			2.58	2.58						1.68					3.32		
		Johnsonville																		3.33		
	Hay's Supermarket	Johnsonville																				
		n/i			2.98	2.98	1.29															
		Prairie Fresh		1.98				2.18	1.98	1.98										2.92		
		Johnsonville																				
		Fresh Foods Mrkt																		10.99		
		n/i			2.99												3.99					
	Mac's Fresh Mrkt	n/i		1.69	2.99			1.79	1.47					1.28						7.33		
		Mac's																				
	PW Houchen's	n/i			1.99	2.79	1.89	1.89					2.19					1.19				

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**PORK**

State	Supermarket	Brand	Key	Spareribs				Country Style		Pork Chops/Steaks								Loin		Fresh Sausage	Deli Ribs per lb.				
				Whole Rack	Back Rib	St. Louis	Riblets	Ribs		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 <i>(cont)</i>	Rehkopf's	n/i	A	1.59	3.49				1.69												3.33				
	Johnsonville																								
	Save-a-Lot	n/i				2.99																			
	Shoppers Value	Chairman's Reserve											2.48		2.98										
	Super 1 Foods	Hormel							1.57		1.57														
	Target	Smithfield				2.49	2.49																		
	TC Grocery	Johnsonville																					3.33		
	Johnsonville																								
	The Fresh Market	n/i				2.99						1.79				1.99							1.69		3.99
Walmart	Johnsonville																				3.88		3.73		
Johnsonville																									
Whole Foods	n/i			4.99																					
AZ	Albertsons SW	Signature Select			1.77	1.77																		2.49	
	Johnsonville																							3.33	
	AW Grocers	Johnsonville																							
	Supreme Tender			3.49	2.99				1.69																
	Basha's	n/i												2.99											
	Clark's Market	n/i						2.69									1.99								
	El Super	Swift		1.79	2.99					0.99		2.49				1.29						1.59			
	Food City	n/i					0.97		1.49																
	Fry's	Johnsonville																					2.92		
	Fresh Foods Mrkt																							9.99	
	Johnsonville																								
	n/i				2.49									3.49								3.49			
	IGA Arizona	n/i			2.95																				
	Johnsonville																							2.92	
Los Altos	n/i		1.79					0.89															5.99		
Lowe's Markets	n/i		1.79					1.69		1.39															
Johnsonville																							3.83		
Safeway SW	Signature Select			2.47	2.47																			3.33	
Johnsonville																								3.33	
Smart & Final	n/i		1.99																					3.33	
Johnsonville																								3.33	

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**PORK**

State	Supermarket	Brand	Key	Spareribs				Country Style		Pork Chops/Steaks								Loin		Fresh Sausage	Deli Ribs per lb.		
				Whole Rack	Back Rib	St. Louis	Riblets	Ribs		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	Fresh Food Mrkt			2.99																10.00		
		n/i												2.99							2.92		
	Sprout's Market	Johnsonville																			2.99		
	Target	Market Corner				2.99															7.27		
	Walmart	Smithfield			2.49	2.49															3.73		
		Johnsonville																			3.88		
		n/i																					
CO	Affiliated Foods	n/i		1.69					1.49		1.19												
	Albert/Safeway	n/i		1.99	2.99	2.49										2.99							
		Sara's Sausage																				3.99	
	Albert/Safe Mntn	n/i				2.99		2.49	1.99									3.99	1.99				
		Signature Farms																				3.33	
		Johnsonville																					
	Associated Foods	Smithfield			2.99					1.49			1.99						1.69				
	AW Grocers	n/i		1.69	2.99					1.19	1.69				1.99							6.67	
		Smithfield								1.49													3.33
		Johnsonville																					
		Supreme Tender				3.49	2.99																
	Clark's Market	n/i						2.69											1.99				
	Food King	n/i		1.59							1.18												
	King Soopers	Johnsonville																				2.92	
		Fresh Foods Mrkt																					10.00
		Simple Truth				4.99																	
		n/i				3.99																	
	Lowe's Markets	n/i		1.79						1.69		1.39											
		Johnsonville																					3.83
	Lucky's Market	n/i					1.99			1.99													1.79
Ridley's	n/i				2.99				1.79			1.99						1.49					
Save-a-Lot	n/i				2.99																		
Sprout's Market	n/i					2.99							3.99									2.99	
Target	Market Corner																					7.27	
	Smithfield				2.49	2.49																	

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**PORK**

State	Supermarket	Brand	Key	Spareribs				Country Style		Pork Chops/Steaks								Loin		Fresh Sausage	Deli Ribs per lb.		
				Whole Rack	Back Rib	St. Louis	Riblets	Ribs		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						
CO (cont)	Walmart	Johnsonville																		3.73			
	Whole Foods	n/i	A		4.99														3.88				
KS	Affiliated Foods	n/i		1.69				1.49		1.19													
	ALDI	n/i			2.69															1.69	2.41		
	Apple Markets	n/i		1.99	2.99		0.69							2.79						1.99			
	AW Grocers	Johnsonville																				2.49	
		n/i		1.69	2.99				1.19		1.69												6.67
	Smithfield								1.49														
		Johnsonville																					3.33
	Brothers Market	Johnsonville																					3.33
		Smithfield				3.99				1.79		1.99											
	Country Mart	n/i		1.99	2.99	2.99	0.69														1.99		8.67
		Johnsonville																					2.49
	CV's Family Foods	Chairman's Reserve					2.99														3.49		
		Johnsonville																					3.33
	Dillon's	Johnsonville																					2.92
		Fresh Foods Mrkt																					10.00
	n/i					3.49																	1.88
		Food Pride	Johnsonville																				3.33
	Smithfield						2.99	0.79	1.39														
		G&W Foods	Prairie Fresh		1.69	2.99			1.29		1.59		2.19		2.19							1.89	
	Johnsonville																						
Kretschmar																						7.99	
Harp's	Harp's				3.48			2.58		2.58						1.68							
	Johnsonville																					3.32	
Hen House	Prairie Fresh				3.99					2.29				2.99						3.99			
	Hy-Vee	Johnsonville																				2.91	
Lowe's Markets	HV True Duroc		A		5.99																		
	HV Midwest									2.88		1.98										2.99	
	Hormel				3.99															1.98			
	n/i			1.79				1.69		1.39												3.83	
Johnsonville																							

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PORK

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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>	Price Chopper	n/i	A	2.19	3.49								2.49											
	Johnsonville																						3.33	
	Pyramid Foods	Prairie Fresh				2.99	2.49			2.49		2.49											2.99	
	Johnsonville																						4.16	
	Price Cutter																						2.99	
	n/i																						7.33	
	Save-a-Lot	n/i				2.99																		
	Sprout's Market	n/i					2.99								3.99									2.99
	Market Corner																							7.27
	Sun Fresh	n/i				1.99	2.99	2.99	0.69								2.49						1.99	8.67
	Johnsonville																							2.49
	Target	Smithfield					2.49	2.49																
Thriftway Stores	n/i				2.99				1.49		1.99													
Johnsonville																						3.33		
Walmart	Johnsonville																					3.73		
n/i																						3.88		
Whole Foods	n/i				4.99																			
Woods Supermarket	n/i				2.99			2.49			1.99													
Johnsonville																						7.33		
Johnsonville																						3.33		
LA	AG Baton Rouge	n/i			2.49				1.49		1.49		2.49											
	Johnsonville																						3.33	
	Albertsons Houston	n/i			1.99																		4.16	
	Johnsonville																						3.33	
	Breaux Mart	n/i			1.49	2.49			1.49		1.49		1.99										3.33	
	Johnsonville																						3.33	
	Brookshire's	Hormel				BOGO			BOGO		BOGO												7.33	
	Johnsonville																						3.33	
	n/i																						7.33	
Brookshire Bros.	Swift			1.68										2.99	2.99									
n/i																						7.99		
Dollar General Market	n/i				1.95																	2.95		
Johnsonville																						3.29		
Kroger Texas	n/i				1.28	2.49																		
Johnsonville																						2.92		

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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>	Kroger Texas <i>(continued)</i>	Fresh Foods Mrkt Simple Truth	A		3.99																10.00		
	Mac's Fresh Mrkt	n/i Mac's		1.69	2.99			1.79		1.47						1.28						7.33	
	Market Basket	Swift Johnsonville				1.97				1.17		2.59		2.69					1.97			3.33	
	Ramey's	n/i Johnsonville			2.48		1.48						1.98									7.33	
	Rouse's Market	n/i Rouse's				2.99	2.99		1.69	1.69									2.99			4.15	
	Save-a-Lot	n/i				2.99																2.99	
	Shoppers Value	n/i		0.77	0.98						1.48			1.77						1.58			7.32
	Spring Market	n/i		1.99																			
	Super 1 Foods	Hormel							1.57	1.57													
	Target	Smithfield			2.49	2.49																	
	The Fresh Market	n/i			2.99																		3.99
	Walmart	Johnsonville n/i																	3.88				3.73
	Whole Foods	n/i		A	4.99																		
	Winn-Dixie	n/i Johnsonville			2.99	2.99		2.49											2.99				6.67
																							2.92
	MO	ALDI	n/i		2.69															1.69		2.41	
Apple Markets		n/i Johnsonville	1.99	2.99		0.69						2.79							1.99				
AW Grocers		n/i Smithfield Johnsonville					1.49					1.99									2.49		
Brothers Market		Johnsonville Smithfield		3.99			1.79	1.99													3.33		
C&R Supermarket		Smithfield Johnsonville		2.49			1.39	1.49							1.28						3.33		
Cash Saver TC		n/i	1.67	2.57	1.97						1.74										2.49		
		Yuengling																				2.48	



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prices in \$US per pound unless otherwise noted.

PORK

State	Supermarket	Brand	Key	Spareribs				Country Style		Pork Chops/Steaks								Loin		Fresh Sausage	Deli Ribs per lb.			
				Whole Rack	Back Rib	St. Louis	Riblets	Ribs		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 <i>(cont)</i>	County Market NFI	n/i Johnsonville			3.49						1.69									3.33				
	Country Mart	n/i Johnsonville		1.99	2.99	2.99	0.69								2.49					1.99	8.67			
	Dierberg's	n/i Johnsonville			3.33						1.99										2.49			
		Bob's BBQ	n/i Johnsonville																			3.99	11.99	
		Dierberg's	n/i Johnsonville																			3.74		
	Food Giant	n/i Prairie Fresh Johnsonville		1.68						1.98	1.98											3.32		
	Fresh Thyme	n/i Johnsonville			BOGO																	1.99	6.67	
	Gerbe's	n/i Johnsonville																				2.92		
		Fresh Foods Mrkt	n/i Johnsonville			3.49															1.88		10.00	
	Gordon Food	n/i Johnsonville		2.59	2.99																	3.28		
	G&W Foods	Prairie Fresh Johnsonville		1.69	2.99				1.29	1.59	2.19		2.19								1.89	3.33		
		Kretschmar	n/i Johnsonville																				7.99	
	Harp's	Harp's Johnsonville			3.48				2.58	2.58						1.68						3.32		
	Harter House	n/i Johnsonville		1.69	3.99										2.99							3.99		
	Hay's Supermarket	n/i Johnsonville			2.98	2.98	1.29															3.33		
		Prairie Fresh	n/i Johnsonville		1.98					2.18	1.98		1.98										2.91	
	Hen House	Prairie Fresh	n/i Johnsonville			3.99					2.29				2.99					3.99			3.99	
	Hy-Vee	Johnsonville	A HV True Duroc			5.99																	2.91	
		HV Midwest	n/i Johnsonville							2.88		1.98											2.99	
		Hormel	n/i Johnsonville			3.99															1.98		2.91	
	IGA Stores IL/IN	Hormel	n/i Johnsonville		1.88	2.88																	4.16	
	Smokehouse	n/i Johnsonville																					7.33	
	Johnsonville	n/i Johnsonville																				4.16		

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

**Labor 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 <i>(cont)</i>	Kroger Central	n/i			2.99													2.49										
		Johnsonville																								2.92		
		Fresh Foods Mrkt																									10.00	
		Kroger Delta	Johnsonville																								2.92	
			Fresh Foods Mrkt																									10.99
			n/i			2.99																						
		Lucky's Market	n/i				1.99																					1.79
		Moser's	n/i		1.69	2.99	2.99	0.69				1.69																1.99
			Johnsonville																									2.49
		Prenger Foods	n/i		1.99	2.99		0.69																				1.19
			Johnsonville																									2.49
		Price Chopper	n/i		2.19	3.49								2.49														
			Johnsonville																									3.33
		Pyramid Foods	Prairie Fresh			2.99	2.49					2.49																2.99
			Johnsonville																									4.16
			Price Cutter																									2.99
			n/i																									7.33
		Ruler Foods	n/i			2.89																						
			Kroger																									1.99
		Save-a-Lot	n/i			2.99																						
		Schnuck's	Schnuck's																									1.99
			n/i			1.99						1.69																
		Sprout's Market	n/i				2.99																					2.99
			Market Corner																									
		Sun Fresh	n/i		1.99	2.99	2.99	0.69																				1.99
			Johnsonville																									2.49
		Target	Smithfield			2.49	2.49																					
		TC Grocery	Johnsonville																									3.33
			n/i			2.99						1.79																1.69
		TC Markets	Top Choice			3.29						1.79																
		Johnsonville																									3.01	
		Glenn's																									7.33	
	Thriftway Stores	n/i			2.99						1.49																	
		Johnsonville																									3.33	

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

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**PORK**

State	Supermarket	Brand	Key	Spareribs				Country Style		Pork Chops/Steaks								Loin		Fresh Sausage	Deli Ribs per lb.	
				Whole Rack	Back Rib	St. Louis	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)	Walmart	Johnsonville																		3.73		
	Whole Foods	n/i	A		4.99														3.88			
	Woods Supermarket	n/i			2.99			2.49		1.99											7.33	
		Johnsonville																			3.33	
NM	Affiliated Foods	n/i		1.69					1.49		1.19											
	Albertsons SW	Signature Select			1.77	1.77															2.49	
	Albert/Safeway	n/i		1.99	2.99	2.49									2.99						3.99	
	Basha's	n/i												2.99								
	El Super	Swift		1.79	2.99				0.99			2.49					1.29			1.59		
	Food King	n/i		1.59							1.18											
	John Brooks	n/i		1.89					1.49		1.79											
	King Soopers	Johnsonville																			2.92	
		Fresh Foods Mrkt																				10.00
		Simple Truth		A		4.99																
		n/i				3.99																
	Lowe's Markets	n/i		1.79					1.69		1.39											
	Smith's	Johnsonville																			3.83	
		Fresh Food Mrkt																				10.00
		n/i				2.99									2.99							
	Sprout's Market	Johnsonville																			2.92	
	n/i																			2.99		
	Market Corner																				7.27	
Target	Smithfield				2.49	2.49																
Walmart	Johnsonville																				3.73	
	n/i																				3.88	
	Whole Foods	n/i	A		4.99																	
OK	Affiliated Foods	n/i		1.69					1.49		1.19											
	ALDI	n/i			2.69															1.69	2.41	
	AW Grocers	n/i												1.99								
		Smithfield							1.49													3.33
	Johnsonville																					

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**PORK**

State	Supermarket	Brand	Key	Spareribs				Country Style		Pork Chops/Steaks								Loin		Fresh Sausage	Deli Ribs per lb.						
				Whole Rack	Back Rib	St. Louis	Riblets	Ribs		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)	Buy for Le\$\$	Chairman's Reserve																		1.88							
		n/i		1.88																							
	Country Mart	Johnsonville		1.99	2.99	2.99	0.69														1.99	2.49	8.67				
	CV's Family Foods	Chairman's Reserve																				3.49	3.33				
		Johnsonville																					2.95	3.29			
	Dollar General Mkt	n/i		1.95																				3.49			
	HAC, Inc.	Johnsonville			3.19																				2.99		
		Johnsonville																								3.49	
	Harp's	Johnsonville																								2.99	
		Harp's																									3.49
		Johnsonville																									2.99
	La Michoacana	n/i		1.59	2.99																						3.32
	Market Square	n/i		1.69																							3.32
		Johnsonville																									4.16
	Morelos	n/i																									4.16
	Pyramid Foods	Prairie Fresh			2.99	2.49																					2.99
		Johnsonville																									4.16
		Price Cutter																									2.99
		n/i																									7.33
	Reasor's	Reasor's		1.98	2.98																						6.67
	Johnsonville																									3.32	
Rehkopf's	n/i		1.59	3.49																						3.33	
	Johnsonville																									3.33	
Save-a-Lot	n/i			2.99																							
Shoppers Value	Chairman's Reserve																										
Sprout's Market	n/i																									2.99	
	Market Corner																									7.27	
Super C Mart	Hormel																										
Target	Smithfield			2.49	2.49																						
The Fresh Market	n/i			2.99																						3.99	
Walmart	Johnsonville																									3.73	
	n/i																									3.88	

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**PORK**

State	Supermarket	Brand	Key	Spareribs				Country Style		Pork Chops/Steaks								Loin		Fresh Sausage	Deli Ribs per lb.	
				Whole Rack	Back Rib	St. Louis	Riblets	Ribs		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	A	1.99																		
	Whole Foods	n/i		4.99																		
	Williams Foods Johnsonville	n/i		1.79	2.99				1.79	1.99											3.16	
TX	Affiliated Foods	n/i		1.69					1.49	1.19												
	AG Baton Rouge Johnsonville	n/i			2.49				1.49	1.49		2.49									3.33	
	Albertsons Houston Johnsonville	n/i		1.99																	4.16	
	ALDI	n/i			2.69													1.69			2.41	
	Arlan's Market	n/i										2.39					1.59					
	Brookshire's Johnsonville	Hormel			BOGO				BOGO	BOGO											3.33	
	Brookshire Bros.	Swift		1.68										2.99	2.99						7.33	
	Brookshire Bros.	n/i																			7.99	
	Cash Saver TX Johnsonville	n/i		1.95	3.29				0.98	1.59												3.60
	Central Market	Central Market			4.99																	
	Culebra	n/i														1.49						
	David's Johnsonville	Swift		1.68										2.99	2.99							7.99
	Diamond IGA Johnsonville	n/i		1.99	3.29					1.49												3.33
	El Ahorro	n/i		1.59	2.99																	
	El Rancho	n/i				2.48			1.58							0.88						
	El Rio Grande	n/i			1.79								1.99									
	El Super	Swift		1.79	2.99				0.99				2.49			1.29			1.59			
	Fiesta Mart	n/i		1.67				3.29	1.17							1.39	1.89					
	Food King	n/i		1.59							1.18											
	Food Town	n/i		1.49					1.69		1.69											
Foodarama	n/i		1.77					1.00		1.49												
G.E. Foodland	n/i									1.28					0.98							

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PORK

State	Supermarket	Brand	Key	Spareribs				Country Style		Pork Chops/Steaks								Loin		Fresh Sausage	Deli Ribs per lb.					
				Whole Rack	Back Rib	St. Louis	Riblets	Ribs		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.	n/i	A		3.19																					
		Johnsonville																					3.49			
		Sheboygan																						2.99		
	H-E-B	n/i					1.67																			
	H-Mart	n/i			2.49																					
	Junior's	n/i			1.59					1.39		1.27														
		Johnsonville																							3.33	
	Kroger Texas	n/i			1.28	2.49																				
		Johnsonville																								2.92
		Fresh Foods Mrkt																								10.00
		Simple Truth				3.99																				
	La Fiesta	n/i				2.97						1.00		1.97												
	La Michoacana	n/i			1.59	2.99																				
	Lawrence Bros.	n/i				3.69							1.89													
		Johnsonville																								3.99
	Lowe's Markets	n/i			1.79						1.69		1.39													
		Johnsonville																								3.83
	Malone's	n/i			1.39								1.19													
	Market Basket	Swift					1.97						1.17		2.59		2.69							1.97		
		Johnsonville																								3.33
		n/i																								7.33
	Market Square	n/i			1.69							1.49		1.29												4.16
		Johnsonville																								4.16
Porter's Grocery	n/i		1.69								1.19													4.16		
Randall's	n/i		1.99																					4.16		
	Johnsonville																							4.16		
Rehkopf's	n/i		1.59	3.49					1.69															3.33		
	Johnsonville																							3.33		
Save-a-Lot	n/i			2.99																						
Sellers Bros.	n/i		0.99													1.99										
Spring Market	n/i		1.99																							
Sprout's Market	n/i				2.99									3.99										2.99		
	Market Corner																							7.27		
Super 1 Foods	Hormel							1.57		1.57																

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PORK

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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)	Target	Smithfield			2.49	2.49																	
	Tom Thumb	n/i			2.99																		
	United Supermarket	Johnsonville																			4.16		
	Walmart	Signature Select				2.99																3.73	
	Whole Foods	Johnsonville	A																			3.88	
UT	Albertsons SW	Signature Select			1.77	1.77																	
		Johnsonville																				2.49	
	Albert/SAFE Mntn	n/i				2.99	2.49	1.99											3.99	1.99			
		Signature Farms												BOGO									
		Johnsonville																				3.33	
	Associated Foods	Smithfield			2.99				1.49			1.99							1.69				
	Clark's Market	n/i					2.69												1.99				
	Fresh Market	n/i			2.99							1.99											
	Harmon's	n/i			3.99		2.69			2.49													
	King Soopers	Johnsonville																				2.92	
		Fresh Foods Mrkt																					10.00
		Simple Truth	A			4.99																	
		n/i				3.99																	
	Ream's	n/i		1.89																			
		Johnsonville																					3.83
	Ridley's	n/i			2.99				1.79			1.99							1.49				
	Smith's	Fresh Food Mrkt																					10.00
		n/i				2.99								2.99									
		Johnsonville																					2.92
	Sprout's Market	n/i					2.99								3.99								2.99
	Market Corner																					7.27	
Stokes Market	n/i				2.99			1.49			1.99							1.49					
Target	Smithfield				2.49	2.49																	
Walmart	Johnsonville																					3.73	
	n/i																					3.88	
Whole Foods	n/i	A			4.99																		

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**PORK**

State	Supermarket	Brand	Key	Spareribs				Country Style		Pork Chops/Steaks								Loin		Fresh Sausage	Deli Ribs per lb.	
				Whole Rack	Back Rib	St. Louis	Riblets	Ribs		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					
<b>SOUTHWESTERN U.S. - CA, HI, NV</b>																						
CA	99 Ranch Market	n/i			3.29																	
	Albert/Vons	Johnsonville																		2.92		
		Signature Farms				2.77		2.49														
		T&J																		3.00		
		Cantella																		3.00		
	ALDI	n/i			2.69													1.69		2.41		
	Andronico's	Andronico's																		9.99		
		Chairman's Reserve			3.99								5.99									
	Arteaga's	n/i		2.49																		
	Barons Market	Longhorn																		9.99		
	Big Saver	n/i		1.59																		
	Cardenas	n/i						0.99														
	Chavez	n/i			3.49																	
	Dollar General Mkt	n/i		1.95														2.95				
		Johnsonville																		3.29		
	El Super	Swift		1.79	2.99			0.99				2.49				1.29		1.59				
	Food 4 Less	n/i		1.27		1.99																
	Food 4 Less CV	n/i		1.48																		
	Food Maxx	n/i		1.49																		
		Johnsonville																		3.33		
	Foodland IGA	n/i		1.99												1.39						
	Gelson's Market	n/i	A		5.99																	
	Grocery Outlet	n/i				2.99																
	Holiday Markets	Prairie Fresh			3.99									2.99								
	H-Mart	n/i			3.49																	
	Jensen's	n/i	A		4.99													5.99				
	Jons Marketplace	n/i		1.79										2.49								
		Johnsonville																		2.92		
	K.V. Mart	n/i		1.69	2.69															7.49		
	La Perla	n/i							1.99			1.99										
	La Superior	n/i		2.69																		



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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)	Lucky	n/i	A	1.49	2.99										3.49													
		New York Style Johnsonville																							3.50			
	Lunardi's	n/i				3.99			2.99																			
	Mar-Val Foods	n/i			1.98	2.99																						
	Mollie Stone's	Mollie Stone's																								5.99		
	Northgate	n/i			2.79																							
	Nugget Markets	Prairie Fresh Meyer				2.99	2.99																					
		Fresh to Market				5.99																					3.99	
	Pavilion's	n/i				3.99	2.77														3.99							
		Johnsonville																										
		Contella's																										
	Raley's	n/i				2.47	2.47																					12.99
		Johnsonville																										
	Ralph's	Johnsonville																										
		Fresh Foods Mrkt																										10.00
		Villa Roma																										2.99
		n/i					3.99																					
	Rancho San Miguel	n/i				1.69									1.99													
	Ray's Food Place	n/i					3.99	2.77																				
		Smithfield					3.99																					
		Johnsonville																										3.33
	Rio Ranch	n/i				1.99																						
	R-N Markets	n/i																										
R-Ranch Market	n/i			1.99																								
Safeway NorCal	Signature Farms					2.99																						
	n/i			1.99																								
	Signature Café																									6.67		
	New York Style																									2.99		
Save Mart	n/i			1.99	3.99	2.99																						
	Johnsonville																									4.16		
	New York Style																									3.5		
Select Markets	Prairie Fresh				2.98																							

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**PORK**

State	Supermarket	Brand	Key	Spareribs				Country Style		Pork Chops/Steaks								Loin		Fresh Sausage	Deli Ribs per lb.							
				Whole Rack	Back Rib	St. Louis	Riblets	Ribs		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>	SK Super King	n/i		1.79	3.49				1.29						1.99													
	Smart & Final	n/i		1.99																								
		Johnsonville																								3.33		
	Sprout's Market	n/i				2.99								3.99												2.99		
		Market Corner																									7.27	
	Stater Bros.	n/i		1.99	2.99	2.99			1.99																		2.92	
		Johnsonville																										
	Super A Foods	n/i		1.99					2.29																			
	Superior Grocers	Farmer John		1.49																								
		Villa Roma																										
	n/i					2.29			1.99				2.29															
Target	Smithfield				2.49	2.49																						
Vallarta	n/i		2.79														1.49											
Walmart	Johnsonville																										3.73	
	n/i																											
	Whole Foods	n/i	A		4.99																						3.88	
HI	ChoiceMART	n/i						3.79						3.89														
	Don Quijote	n/i		2.29																								
	Foodland	n/i		1.99																								
		Hormel																										
		Hawaiian Sausage																										3.99
	KTA Super Stores	n/i		2.89									2.89															
	Island Grocery	Farmer John				3.99																						
	Marukai	n/i																										
	Tamura's	Farmland												2.49														2.59
	Target	Smithfield				3.99	3.49																					
Times Supermarke	n/i		1.99										3.79															
	Hawaiian Sausage																										3.99	
	Johnsonville																										4.58	
	Whole Foods	n/i	A		4.99																							
NV	99 Ranch Market	n/i			3.29																							
	Albertsons SW	Signature Select			1.77	1.77																						
		Johnsonville																									2.49	
	Associated Foods	Smithfield			2.99				1.49					1.99													1.69	

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

**Labor 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)	Cardenas	n/i						0.99														
	Dollar General Mkt	n/i		1.95														2.95				
	El Super	Johnsonville																			3.29	
	Grocery Outlet	Swift		1.79	2.99			0.99				2.49								1.59		
	K.V. Mart	n/i				2.99															7.49	
	Marketon	n/i		1.69	2.69																	
	Raley's	Prairie Fresh		1.69		2.49		1.69														12.99
	Ridley's	n/i			2.47	2.47																3.33
	Safeway NorCal	Johnsonville							1.79									1.49				
	Save Mart	Signature Farms				2.99								2.99								6.67
	Smart & Final	n/i		1.99																		2.99
	Smith's	Signature Café																				4.16
	Sprout's Market	New York Style																				3.5
	Target	n/i		1.99																		3.33
	Walmart	Johnsonville																				10.00
	Whole Foods	Fresh Food Mrkt																				2.92
		n/i																				2.99
		Johnsonville																				7.27
		Market Corner																				3.73
		Smithfield																				3.88
	Johnsonville																					
	n/i		A																			
	Whole Foods	n/i		4.99																		

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

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prices in \$US per pound unless otherwise noted.

PORK

State	Supermarket	Brand	Key	Spareribs				Country Style		Pork Chops/Steaks								Loin		Fresh Sausage	Deli Ribs per lb.			
				Whole Rack	Back Rib	St. Louis	Riblets	Ribs		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							
<b>NORTHWESTERN U.S. - AK, ID, MT, OR, WA, WY</b>																								
AK	Alaska Commercial	n/i		2.99						2.99		3.29						2.99						
		Johnsonville																		5.00				
	Alaskan & Proud	AP Fresh																		10.65				
		n/i			3.28														3.98		3.98			
	Carrs/Safeway	Johnsonville																		3.33				
		Signature Café																			7.99			
	Fred Meyer	Johnsonville																			3.33			
		Fresh Foods Mrkt																				14.00		
		n/i			BOGO																4.49	4.49		
		Kroger																			2.66	3.20		
IGA Alaska	n/i			3.99						2.99											3.49			
	Johnsonville																				3.74			
Meyers Group IGA	n/i			3.99						2.99											3.49			
	Johnsonville																				3.74			
Northwest Grocers	Prairie Fresh			3.99																	2.69			
Three Bears	n/i																				2.19			
	n/i		0			2.99																2.19		
Walmart	Johnsonville																					3.73		
	n/i																					3.88		
ID	Albert/Safe Mntn	n/i				2.99		2.49	1.99												3.99	1.99		
		Signature Farms																					3.99	
		Johnsonville																					3.33	
	Associated Foods	Smithfield			2.99				1.49			1.99										1.69		
	Family Foods	Prairie Fresh							1.99						1.99								1.69	
	Fred Meyer	Johnsonville																					2.92	
		Fresh Foods Mrkt																					12.00	
		n/i			BOGO																		3.99	
		Kroger																					2.33	2.80
	Grocery Outlet	n/i					2.99																2.98	
Harvest Foods	Prairie Fresh																					2.98		
IGA Markets	n/i								1.79		2.49											2.99	3.49	
	Johnsonville																						3.33	
Ridley's	n/i							1.79					1.99									1.49		

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

**Labor 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 <i>(cont)</i>	Rosauer's	Prairie Fresh Longhorn Johnsonville	A		2.89																	7.33	
	Smith's	Fresh Food Mrkt n/i Johnsonville			2.99									2.99									3.74
	Stokes Market	n/i			2.99			1.49				1.99					1.49						10.00
	Super 1 Foods	Prairie Fresh n/i			2.88																		2.92
	Target	Smithfield			2.49	2.49																	5.98
	Walmart	Johnsonville n/i																	3.88				3.73
	Whole Foods	n/i			4.99																		
	Yoke's Fresh Mrkt	Prairie Fresh Longhorn Johnsonville			3.49				2.49		2.49								3.49				5.99
																							2.92
	MT	Albert/Safe Mntn		n/i Signature Farms Johnsonville			2.99		2.49	1.99							BOGO			3.99	1.99		
Associated Foods		Smithfield		2.99				1.49			1.99						1.69						
Family Foods		Prairie Fresh						1.99						1.99									
Harvest Foods		Prairie Fresh		2.98														2.98					
IGA Markets		n/i Johnsonville		3.49				1.79	2.49				3.49					2.99	2.99			3.49	
Lucky's Market		n/i			1.99			1.99											1.79			3.33	
Reynold's		Reynold's n/i		3.49				1.49					1.99				1.49					6.67	
Rosauer's		Prairie Fresh Longhorn Johnsonville		2.89																		7.33	
Smith's		Fresh Food Mrkt n/i Johnsonville		2.99									2.99									3.74	
Stokes Market		n/i		2.99				1.49				1.99					1.49					10.00	
																					2.92		

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

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PORK

State	Supermarket	Brand	Key	Spareribs				Country Style		Pork Chops/Steaks								Loin		Fresh Sausage	Deli Ribs per lb.		
				Whole Rack	Back Rib	St. Louis	Ribblets	Ribs		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						
MT <i>(cont)</i>	Super 1 Foods	Prairie Fresh			2.88																	5.98	
	SuperValu Stores	n/i			3.49																		
	Target	Johnsonville																				4.16	
	Three Bears	Smithfield			2.49	2.49																1.99	
	Walmart	n/i			2.49									2.69								3.73	
		Johnsonville																				3.88	
OR	Albert/Safeway NW	Johnsonville																				2.92	
	Associated Foods	Smithfield			2.99			1.49				1.99						1.69					
	CenterPlace Marke	Prairie Fresh						1.98															
	Family Foods	Prairie Fresh						1.99							1.99								
	Fred Meyer	Johnsonville																				2.92	
		Fresh Foods Mrkt																					12.00
		n/i				BOGO																	
		Kroger																					
	Grocery Outlet	n/i					2.99																
	Harvest Foods	Prairie Fresh				2.98																2.98	
	IGA Markets	n/i				3.49			1.79		2.49											2.99	
		Johnsonville																					3.33
	IGA Market Fresh	Prairie Fresh				2.98																	2.98
	Market of Choice	Beeler's																					4.99
		Beeler's																					4.99
	McKay's Market	n/i				2.99																	1.77
	Meyers Group IGA	n/i				3.49						2.49											1.69
	Johnsonville																					3.33	
Ray's Food Place	n/i				3.99	2.77																1.99	
	Smithfield				3.99						2.29											3.99	
	Johnsonville																					3.33	
Red Apple	Prairie Fresh																					1.98	
	n/i				1.69																	1.79	
Rosauer's	Prairie Fresh																					2.89	
	Longhorn																						
	Johnsonville																					3.74	

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

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prices in \$US per pound unless otherwise noted.

**PORK**

State	Supermarket	Brand	Key	Spareribs				Country Style		Pork Chops/Steaks								Loin		Fresh Sausage	Deli Ribs per lb.				
				Whole Rack	Back Rib	St. Louis	Riblets	Ribs		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 (cont)	Roth's	Smithfield			3.99																				
		Carlton Farms			3.99									3.99											
	Select Markets	Prairie Fresh			2.98														2.99						
	Target	Smithfield			2.49	2.49																			
	Thriftway of OR	Kretschmar																							
		Prairie Fresh			2.99															2.99				8.67	
	Walmart	Johnsonville																					3.73		
	n/i																		3.88						
	Whole Foods	n/i	A		4.99																				
WA	Albert/Safeway NW	Johnsonville																				2.92			
	CenterPlace Marke	Prairie Fresh							1.98																
	Family Foods	Prairie Fresh							1.99						1.99										
	Fred Meyer	Johnsonville																				2.92			
		Fresh Foods Mrkt																						12.00	
		n/i				BOGO																3.99			
		Kroger																				2.33	2.80		
	Grocery Outlet	n/i				2.99																			
	Haggen's	n/i				3.99				1.99															
	Harvest Foods	Prairie Fresh				2.98																2.98			
	IGA Markets	n/i				3.49				1.79	2.49				3.49							2.99	3.49		
		Johnsonville																						3.33	
	IGA Market Fresh	Prairie Fresh				2.98																2.98			
	Metropolitan	n/i		A		5.99			4.99																
		Johnsonville																						4.99	
	Meyers Group IGA	n/i				3.49				1.69	2.49				2.99										
		Johnsonville																							3.33
Rosauer's	Prairie Fresh				2.89																				
	Longhorn																							7.33	
	Johnsonville																							3.74	
Saar's Market	n/i					1.49		1.29						1.69		1.29									
Select Markets	Prairie Fresh				2.98																2.99				
Sprout's Market	n/i					2.99								3.99										2.99	
	Market Corner																							7.27	

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PORK

State	Supermarket	Brand	Key	Spareribs				Country Style		Pork Chops/Steaks								Loin		Fresh Sausage	Deli Ribs per lb.		
				Whole Rack	Back Rib	St. Louis	Riblets	Ribs		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)	Super 1 Foods	Prairie Fresh n/i	A		2.88																	5.98	
	Target	Smithfield				2.49	2.49																
	The Markets	n/i		1.98	BOGO			2.48	1.78						2.98		1.75						4.15
	Thriftway	Johnsonville Kretschmar																					8.67
	Thriftway of OR	Prairie Fresh Kretschmar				2.99														2.99			8.67
	Town & Country	Prairie Fresh n/i				2.99														2.99			
	Walmart	Johnsonville n/i				3.48																	3.73
	Whole Foods	n/i				4.99																	3.88
	Yoke's Fresh Mrkt	Prairie Fresh				3.49			2.49		2.49												3.49
		Longhorn Johnsonville																					5.99
																					2.92		
WY	Albert/Safeway	n/i		1.99	2.99	2.49										2.99							
		Sara's Sausage																				3.99	
	Albert/Safe Mntn	n/i			2.99		2.49	1.99											3.99	1.99			
		Signature Farms Johnsonville												BOGO								3.33	
	Associated Foods	Smithfield			2.99			1.49			1.99							1.69					
	Associated Foods	Smithfield			2.99			1.49			1.99							1.69					
	AW Grocers	n/i		1.69	2.99			1.19		1.69				1.99								6.67	
		Smithfield Johnsonville						1.49														3.33	
		Supreme Tender			3.49	2.99			1.69														
	Food Pride	Smithfield Johnsonville			2.99									2.29							1.99		
IGA Markets	n/i			3.49			1.79		2.49					3.49						2.99	2.80		
	Johnsonville																				3.49		
																						3.33	



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PORK

State	Supermarket	Brand	Key	Spareribs				Country Style		Pork Chops/Steaks								Loin		Fresh Sausage	Deli Ribs per lb.	
				Whole Rack	Back Rib	St. Louis	Riblets	Ribs		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					
WY (cont)	King Soopers	Johnsonville	A																	2.92	10.00	
		Fresh Foods Mrkt																				
		Simple Truth			4.99																	
		n/i			3.99																	
	Lucky's Market	n/i				1.99			1.99											1.79		
	Ridley's	n/i			2.99				1.79				1.99					1.49				
	Smith's	Fresh Food Mrkt																				10.00
		n/i			2.99										2.99							
Target	Johnsonville																			2.92		
	Smithfield		2.49	2.49																	3.73	
Walmart	Johnsonville																					
	n/i																			3.88		

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

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**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		
<b>NORTHEASTERN U.S. - CT,DC,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT</b>																								
CT	ACME Markets	Lancaster Brand	C			6.99	6.99		6.88	4.99												value		
		n/i															3.69							
		Open Nature	G															5.49						
	Adams Market	Angus	C		11.00				7.00			3.00										value		
		n/i																	4.00					
	AF Basket	n/i	C							4.99														
	AG New England	n/i	S																					
	ALDI	n/i														1.99								
	Associated	n/i		4.99		5.99																		
		n/i	H	4.99		4.99																		
	Best Market	Angus	C	4.97					4.97													value		
		Angus	C	5.97		6.97	6.97		5.97															
		Steakhouse Naturals	G	14.39					14.39	11.99														
		Steakhouse Naturals	O	15.99					15.99	13.99										6.99		grass		
		n/i	G						6.97															
		n/i															2.47					3.97		
		n/i																				80%		
	Big Y	n/i															3.99	2.99		2.99				
		Angus	C							7.99	5.99													
	Bravo	n/i	C							4.99														
		Dakota	O																					
	Cherry Valley	Chairman's Reserve	C					8.99		5.99														
		n/i	O						9.99															
	C-Town	n/i											3.89	3.69										
		Dakota	O																					
	Fairway Market	Fairway	C			5.77	5.77															value		
		Fairway	P								4.99													
	Food Bazaar	Black Angus	C	9.99		6.99	6.99		6.99													value		
		n/i															1.99							
	Geissler's	Angus	C						9.99		2.99													
	Highland Park	Angus	C		11.99					5.99	2.99													
		Angus	A																					

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

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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	
CT (cont)	IGA New England	n/i								2.99														
		n/i	C			8.99		5.99	3.99	4.99														
	Key Food	n/i	C		6.99	6.99	5.99		3.99															
	King's Market	Dakota	O												7.99							grass		
		Thousand Hills	G						18.99		9.99													
		n/i	A	16.99	17.99						8.99						5.49					8.99	90%	
		Angus	P								8.99						7.99							
	Price Chopper	n/i	C	14.99		14.99	14.99	15.99	16.49							3.99	6.49					4.99	80%	
		Angus	C					17.99	19.99	7.99												5.99	85%	
		Chiapetti	G	20.33					21.33								8.99							
	Save-a-Lot	n/i				3.79										2.99							value	
	ShopRite	n/i	C					7.99				2.79												
		Angus	C					8.99				3.29												
		Angus	P			11.99	11.99					3.79												
		Nature's Reserve	G		6.99				6.99														AU	
		Clayton's	O		14.99				14.99														AU	
		n/i													2.49		3.29		4.49					
	Stew Leonard's	Wholesome Pantry	A												5.99									
		n/i	C			7.99	7.99																	
		n/i														2.99								
	Stop & Shop	n/i							13.99							2.99							5.49	90%
		n/i																					3.99	85%
		Butcher Shop	C						8.99															value
	Spring Crossing	G																				5.99	90%	
	Nature's Promise	O														5.00							grass	
Target	Market Pantry											4.49		4.49		5.49		5.29		5.49				
	Simply Balanced	O														5.69								
	Laura's Lean	A															6.99							
The Fresh Market	n/i	C						12.99																
	n/i	G														5.99								
Whole Foods	n/i		9.99																					
DC	ALDI	n/i											1.99											

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

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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		
DC (cont)	Giant Food	Butcher Shop	C			6.99	6.99	6.99													value			
		Butcher Shop	C			5.99	5.99															value		
	Harris Teeter	Giant											2.49		2.99									
		Angus	C	9.99																			>3pcks	
		Angus	C	10.99																				
		Laura's Lean	A																					
		Nature's Promise	O					15.99																
		Rancher				6.99																		
		Reserve Angus	C			7.99																		
		Meadowland																				5.20	80%	
		Strauss	G			15.99				15.99													7.99	80%
		Safeway Eastern	Signature Farms	C								BOGO				2.49								
	Open Nature		G							11.99														
	SunFed Ranch		G													7.49								
	Laura's Lean		A													5.00								
	Save-a-Lot	n/i	C	5.77					5.00														value	
n/i					3.79									2.99								value		
Target	Market Pantry											4.49		4.49			5.49			5.49				
	Simply Balanced	O													5.69									
Whole Foods	Laura's Lean	A																				6.99		
	n/i		9.99																					
DE	ACME Markets	Lancaster Brand	C			6.99	6.99		6.88	4.99							3.69		4.49				value	
		n/i																						
	ALDI	Open Nature	G															5.49						
		n/i											1.99											
	Food Lion	n/i	C			6.99																		
		n/i									2.79				1.98									
	Giant Food	Butcher Shop	C			6.99	6.99	6.99																value
		Butcher Shop	C			5.99	5.99																	value
		Giant											2.49		2.99									
		Angus	C	9.99																				>3pcks
Angus		C	10.99																					
Laura's Lean	n/i	A																					4.99	
	Nature's Promise	O						15.99																

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**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)	Great Valu Markets	Star Ranch	C		9.99				5.99															
		n/i											2.99											
	Harris Teeter	Rancher			6.99																			
		Reserve Angus	C		7.99																			
		Meadowland																			5.20	80%		
		Strauss	G		15.99				15.99													7.99	80%	
	IGA Stores NJ/PA	Angus	C						8.99		3.48													
		Angus	C						7.99														value	
		n/i	C											4.49	3.99									
		Strauss	G	17.99																				
	Lidl	n/i	G		9.99																		value	
		n/i																					value	
	Redner's	Star Ranch	C						5.98		3.48												value	
	Safeway Eastern	Signature Farms	C								BOGO												value	
		Open Nature	G																					
		SunFed Ranch	G								11.99													
		Laura's Lean	A															7.49						
		n/i	C	5.77														5.00					value	
	Save-a-Lot	n/i				3.79																	value	
	ShopRite	n/i	C																				value	
		Angus	C																					
		Angus	P			11.99	11.99																	
		Nature's Reserve	G		6.99																		AU	
	Clayton's	O		14.99																		AU		
	n/i																							
	Wholesome Pantry	A																						
ShurSave Market	n/i	C																						
	n/i	C																				value		
	n/i																							
	Angus	C			9.99	9.99					4.99													
Target	Market Pantry												4.49		4.49		5.49		5.29		5.49			
	Simply Balanced	O																						
	Laura's Lean	A																						

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**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)	The Fresh Market	n/i	C					12.99																
		n/i	G													5.99								
	Weis Markets	n/i											3.33		3.69									
		n/i	C			5.99	5.99																	
		n/i	G						5.99															
		Angus	C						7.99		3.99													
	Weis Naturals		C		11.99																			
MA	Adams Market	Angus	C		11.00			7.00		3.00												value		
		n/i														4.00								
	AF Basket	n/i	C					4.99																
	AG New England	n/i	S					5.99																
	ALDI	n/i											1.99											
	Associated	n/i		4.99		5.99		4.99		3.99		5.99												
		n/i	H	4.99		4.99																		
	Big Y	n/i												3.99	2.99		2.99							
		Angus	C					7.99		5.99														
	Bravo	n/i	C					4.99																
		Dakota	O													10.99								
	Crosby's	Angus	C																		4.99	85%		
	C-Town	n/i											3.89	3.69										
		Dakota	O													10.99								
	Donelan's	n/i	C			6.99	6.99															4.99	85%	
		n/i															4.79							
		Nature Source	A						18.99															
	Earth Origins	Thousand Hills	G							15.99														
	Food City Market	n/i	S			5.77																		
		n/i														2.99								
Foodie's Markets	Angus	C	10.99																					
Geissler's	Angus	C						9.99		2.99						3.99								
Hannaford	Hannaford	C	5.99												3.49									
	Angus	C	7.99																					
Key Food	n/i	C			6.99	6.99	5.99		3.99															
Market Basket	n/i																				3.69			

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**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 <i>(cont)</i>	McKinnon's	Angus	C	9.88				7.88																	
		n/i	C														2.99								
	Price Chopper	Angus	C					17.99	19.99	7.99											5.99	85%			
		Chiapetti	G	20.33					21.33								8.99					5.99	85%		
	Roche Bros.	Angus	C						7.00		7.00											5.99	85%		
		Celtic Irish	A														5.99						IE		
	Save-a-Lot	n/i				3.79										2.99							value		
	Shaw's	Open Nature	G														5.99						value		
		n/i	C					5.99															value		
		n/i																1.99					2.77		
	Star Market	n/i																					2.99		
	Stop & Shop	n/i																					2.49		
		n/i																					3.99	85%	
		Butcher Shop	C						8.99															value	
		Spring Crossing	G																					5.99	90%
		Nature's Promise	O														5.00							grass	
	Target	Market Pantry											4.49		4.49		5.49		5.29		5.49				
		Simply Balanced	O														5.69								
		Laura's Lean	A																					6.99	
	The Fresh Market	n/i	C						12.99																
	n/i	G																					5.99		
Trucchi's	Angus	C							4.99														4.99		
Wegman's	Wegman's	O	15.29					16.29	15.29							5.69		6.99					grass		
	Wegman's	C	10.99			11.99		7.99	7.49		6.99												grass		
	Wegman's Angus	C	19.49					18.99	11.99														value		
	Wegman's													3.99	2.49	4.49	2.99					3.49	80%		
Whole Foods	n/i		9.99																						
MD	ACME Markets	Lancaster Brand	C			6.99	6.99		6.88	4.99													value		
		n/i													3.69		4.49								
		Open Nature	G													5.49									
	ALDI	n/i											1.99												
	Earth Origins	Thousand Hills	G							15.99															
Food Lion	n/i	C			6.99																				

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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)	Giant Eagle	n/i																						
	Giant Food	n/i	C					6.99														value		
	Giant Food	Butcher Shop		C			6.99		6.99														value	
		Butcher Shop		C			5.99		5.99														value	
	Giant	Angus		C	9.99								2.49		2.99									
		Angus		C	10.99																		>3pcks	
	Laura's Lean	Nature's Promise		A																			4.99	
		Nature's Promise		O					15.99															4.99
	Graul's Market	n/i																					4.99	
	Great Valu Markets	Star Ranch		C		9.99																		5.99
		n/i													2.99									
	Green Valley	Angus		C					9.99	5.99														value
		Rosedale				18.99																		
		Harvestland		A									10.66											
	n/i								6.99	3.99														
																								3.99
	Harris Teeter	Rancher					6.99																	
		Reserve Angus		C			7.99																	
	Meadowland																						5.20	80%
		Strauss		G		15.99																	7.99	80%
		Angus		C					8.99				3.48											
		Angus		C					7.99															value
n/i			C											4.49	3.99									
	Strauss		G	17.99																				
Lidl	n/i		G		9.99																		value	
	n/i															2.53								
Martin's Food	Giant		C													4.99	3.99					4.99	90%	
	Butcher Shop		C			5.99																	value	
	Laura's Lean		A																			4.99	92%	
Redner's	Star Ranch		C					5.98				3.48											value	
	Signature Farms		C												2.49									
Safeway Eastern	Open Nature		G																					
	SunFed Ranch		G													7.49								



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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		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 <i>(cont)</i>	Safeway Eastern	Laura's Lean	A																						
	<i>(continued)</i>	n/i	C	5.77				5.00									5.00						value		
	Save-a-Lot	n/i			3.79												2.99						value		
	Shop'n Save	n/i															2.49								
		Star Ranch		C		8.99	8.99		6.99		3.99													value	
	Shoppers	n/i	C					5.99																	
		n/i																						3.99	
	ShopRite	n/i	C					7.99			2.79														
		Angus		C					8.99		3.29														
		Angus		P		11.99	11.99				3.79														
		Nature's Reserve		G		6.99			6.99																AU
		Clayton's		O		14.99			14.99																AU
		n/i															2.49		3.29		4.49				
		Wholesome Pantry		A												5.99									
	ShurSave Market	n/i		C					5.99																
		n/i		C					4.99																value
		n/i															3.49	2.99							
	Sprout's Market	Angus		C		9.99	9.99				4.99														
		n/i		C		11.99			6.99																limit 4
		n/i																3.49							
	Target	Market Pantry											4.49		4.49		5.49		5.29		5.49				
		Simply Balanced		O													5.69								
		Laura's Lean		A																					
	The Fresh Market	n/i		C					12.99																
		n/i		G														5.99							
	Wegman's	Wegman's		O	15.29				16.29	15.29								5.69		6.99					grass
	Wegman's		C	10.99		11.99		7.99	7.49		6.99													value	
	Wegman's Angus		C	19.49				18.99	11.99																
	Wegman's																3.99	2.49	4.49	2.99			3.49	80%	
Weis Markets	n/i												3.33		3.69										
	n/i		C		5.99	5.99																			
	n/i		G					5.99																	
	Angus		C					7.99		3.99															
	Weis Naturals		C		11.99																				
Whole Foods	n/i			9.99																					

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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		
ME	AG New England	n/i	S					5.99																
	Best Yet Market	n/i			5.99																			
		1893 Premium												3.99										
	Food City Market	n/i	S			5.77																		
		n/i																						
	Hannaford	Hannaford	C	5.99																				
		Angus	C	7.99																				
	IGA New England	n/i									2.99													
		1893 Premium							3.99						3.99									
	Market Basket	n/i																						
Save-a-Lot	n/i				3.79									2.99								value		
Shaw's	Open Nature	G														5.99								
	n/i	C					5.99															value		
	n/i														1.99		2.77							
Target	Market Pantry												4.49		4.49		5.49		5.29		5.49			
	Simply Balanced	O														5.69								
	Laura's Lean	A																6.99						
	Whole Foods	n/i		9.99																				
NH	AG New England	n/i	S					5.99																
	ALDI	n/i												1.99										
	Hannaford	Hannaford	C	5.99												3.49								
		Angus	C	7.99																				
	IGA New England	n/i																						
	Market Basket	n/i																						
	McKinnon's	Angus	C	9.88																				
		n/i	C																					
	Price Chopper	Angus	C					17.99	19.99	7.99													5.99	85%
		Chiapetti	G	20.33						21.33														
Save-a-Lot	n/i				3.79										2.99								value	
Shaw's	Open Nature	G															5.99							
	n/i	C					5.99																value	
	n/i														1.99		2.77							
Target	Market Pantry												4.49		4.49		5.49		5.29		5.49			
	Simply Balanced	O														5.69								

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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		
NH (cont)	Target (continued)	Laura's Lean	A																					
	Whole Foods	n/i		9.99																				
NJ	ACME Markets	Lancaster Brand	C			6.99	6.99		6.88	4.99													value	
		n/i													3.69		4.49							
		Open Nature	G													5.49								
		AF Basket	n/i							4.99														
		ALDI	n/i											1.99										
		Associated	n/i		4.99		5.99				4.99	3.99	5.99											
		n/i	H		4.99		4.99																	
		Best Market	Angus	C	4.97					4.97														value
			Angus	C	5.97		6.97	6.97		5.97														value
			Steakhouse Naturals	G	14.39					14.39	11.99													grass
			Steakhouse Naturals	O	15.99					15.99	13.99										6.99			grass
			n/i	G						6.97														
			n/i													2.47							3.97	80%
			n/i																					
		Bravo	n/i	C							4.99													
			Dakota	O																				
		C-Town	n/i												3.89	3.69								
			Dakota	O																				
		Fairway Market	Fairway	C			5.77	5.77																value
			Fairway	P								4.99												value
	Food Bazaar	Black Angus	C	9.99		6.99	6.99		6.99														value	
		n/i														1.99								
	Foodtown	Rancher's Legend	C								2.99													
		Kobe														5.99								
	Great Valu Markets	Star Ranch	C		9.99				5.99															
		n/i														2.99								
	IGA Stores NJ/PA	Angus	C						8.99		3.48													
		Angus	C						7.99														value	
		n/i	C												4.49	3.99								
		Strauss	G	17.99																				
	Key Food	n/i	C			6.99	6.99	5.99		3.99														

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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)	King's Market	Dakota	O																			grass	
		Thousand Hills	G					18.99		9.99													
		n/i	A	16.99	17.99						8.99											8.99	90%
		Angus	P								8.99												
	Lidl	n/i	C	14.99		14.99	14.99	15.99	16.49						3.99	6.49						4.99	80% value
		n/i	G		9.99																		
	McCaffrey's	n/i																					
		Angus	C						9.99		3.99					3.99						4.29	80%
	Met Foods	n/i	C					7.99			2.99												
	Morton Williams	Sterling Silver									5.99	4.99											
		n/i																					
	Murphy's Market	Angus	C								5.99												
	Net Cost Market	Dakota	O																				
	Pioneer Foods	n/i	C								4.99	2.99											
	Save-a-Lot	n/i				3.79										2.99							value
	ShopRite	n/i	C						7.99			2.79											
		Angus	C						8.99			3.29											
		Angus	P			11.99	11.99					3.79											
		Nature's Reserve	G		6.99				6.99														AU
		Clayton's	O		14.99				14.99														AU
		n/i													2.49		3.29		4.49				
	Sprout's Market	Wholesome Pantry	A												5.99								
		n/i	C		11.99				6.99														limit 4
	Stop & Shop	n/i																					
		n/i													2.49							3.99	85% value
		Butcher Shop	C						8.99														
		Spring Crossing	G																			5.99	90% grass
	Supremo Foods	Nature's Promise	O														5.00						
Angus		C		9.99		7.99																	
Target	n/i												2.99										
	Market Pantry												4.49		4.49		5.49		5.29		5.49		
	Simply Balanced	O																					
	Laura's Lean	A																					

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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)	The Fresh Market	n/i	C						12.99															
		n/i	G												5.99									
	Uncle Giuseppe's	Sterling Silver				10.99		10.99															value	
	Wegman's	Wegman's	O	15.29					16.29	15.29					5.69		6.99						grass	
		Wegman's	C	10.99			11.99		7.99	7.49													value	
		Wegman's Angus	C	19.49					18.99	11.99														value
		Wegman's																						
	Weis Markets	n/i											3.33	3.99	2.49	4.49	2.99					3.49	80%	
		n/i	C			5.99	5.99																	
		n/i	G						5.99															
	Angus	C						7.99		3.99														
	Weis Naturals	C			11.99																			
	Western Beef	n/i												2.99										
	Whole Foods	n/i		9.99																				
NY	ACME Markets	Lancaster Brand	C			6.99	6.99		6.88	4.99													value	
		n/i													3.69	4.49								
		Open Nature	G												5.49									
	AF Basket	n/i	C							4.99														
	AG New England	n/i	S						5.99															
	ALDI	n/i										1.99												
	Associated	n/i		4.99		5.99				4.99	3.99	5.99												
		n/i	H	4.99		4.99																		
	Best Market	Angus	C	4.97					4.97														value	
		Angus	C	5.97		6.97	6.97		5.97															
		Steakhouse Naturals	G	14.39					14.39	11.99														
		Steakhouse Naturals	O	15.99					15.99	13.99								6.99					grass	
		n/i	G						6.97															
		n/i													2.47							3.97	80%	
		n/i								6.99					2.99								value	
Big M	1893 Premium																					value		
	Thomas Farms	G											3.99									AU		
Bravo	n/i	C							4.99															
	Dakota	O													10.99									

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

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prices in \$US per pound unless otherwise noted.

**BEEF**

State	Supermarket	Brand	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)	Cherry Valley	Chairman's Reserve	C					8.99		5.99					2.99									
		n/i	O						9.99															
	C-Town	n/i										3.89	3.69											
		Dakota		O												10.99								
	D'Agostino's	Hereford		C							6.99													
	DeCiccio & Sons	Pineland Farms		A						7.99		7.99												
	DeCiccio Family	Sterling Silver					9.99																	
		Pineland Farms		A			14.99															5.99	80%	
		Meadowland Farms													5.49									
		Dakota		O													10.99							
	Fairway Market	Fairway		C			5.77	5.77																value
		Fairway		P								4.99												
	Food Bazaar	Black Angus		C	9.99		6.99	6.99	6.99															value
		n/i													1.99									
	Food Emporium	Chairman's Reserve		C			9.99	9.99																
		n/i		G					9.99															
	Foodtown	Rancher's Legend		C							2.99													
		Kobe														5.99								
	Giunta's	n/i							4.99								3.99							
	Great American	1893 Premium					9.99					3.99				2.49								
Green's Natural	Thousand Hills		G												8.99									
	Thousand Hills		O			23.99																	grass	
Hannaford	Hannaford		C	5.99												3.49								
	Angus		C	7.99																				
IGA New England	n/i										2.99													
	n/i		C				8.99	5.99	3.99	4.99														
Key Food	n/i		C			6.99	6.99	5.99		3.99														
King Kullen	n/i													1.99	1.99									
	n/i		C					8.99		6.99														
	Angus		C					9.99			5.99													
King's Market	Dakota		O													7.99							grass	
	Thousand Hills		G								18.99													
	n/i		A	16.99	17.99												5.49					8.99	90%	

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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's Market	Angus	P								8.99														
	(continued)	n/i	C	14.99		14.99	14.99	15.99	16.49						3.99	6.49						4.99	80%		
	Met Foods	n/i	C					7.99				2.99													
	Morton Williams	Sterling Silver								5.99	4.99														
		n/i														5.39									
	Net Cost Market	Dakota	O													5.99									
	North Shore	n/i	C					5.99	7.99	3.99														value	
		n/i	P							5.99															
		n/i															2.99						3.99	80%	
		Chairman's Reserve	C									3.99													
		Creekstone	C					7.99																	
	Peck's Market	Angus	C									2.99													
		n/i	S						7.99																
		n/i																4.99						5.49	90%
	Pioneer Foods	n/i	C							4.99	2.99														
	Price Chopper	Angus	C					17.99	19.99	7.99														5.99	85%
		Chiapetti	G	20.33						21.33								8.99							
	Save-a-Lot	n/i				3.79										2.99									value
	Shop'n Save	n/i														2.49									value
		Star Ranch	C			8.99	8.99		6.99		3.99														value
	ShopRite	n/i	C					7.99			2.79														
		Angus	C					8.99			3.29														
		Angus	P			11.99	11.99				3.79														
		Nature's Reserve	G		6.99				6.99																AU
		Clayton's	O		14.99				14.99																AU
		n/i													2.49		3.29		4.49						
	Wholesome Pantry	A												5.99											
Stew Leonard's	n/i	C			7.99	7.99									2.99										
	n/i																								
Stop & Shop	n/i														2.49								3.99	85%	
	n/i																							value	
	Butcher Shop	C						8.99																value	
	Spring Crossing	G																					5.99	90%	
	Nature's Promise	O															5.00							grass	

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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)	Target	Market Pantry										4.49		4.49		5.49		5.29		5.49				
		Simply Balanced	O													5.69								
		Laura's Lean	A															6.99						
		The Fresh Market	n/i	C					12.99															
			n/i	G													5.99							
		Tops Market	Tops	C	7.99											2.99	2.99							
		Trade Fair	Sterling Silver				7.99	7.99																
			n/i	C														2.99						
			n/i	H							3.49													
			n/i	G							5.99								7.99		7.99	93%		
		Uncle Giuseppe's	Sterling Silver					10.99	10.99													value		
		Wegman's	Wegman's	O	15.29					16.29	15.29						5.69		6.99			grass		
			Wegman's	C	10.99			11.99		7.99	7.49		6.99									value		
			Wegman's Angus	C	19.49					18.99	11.99													
			Wegman's												3.99	2.49	4.49	2.99			3.49	80%		
		Weis Markets	n/i											3.33		3.69								
		n/i	C			5.99	5.99																	
		n/i	G						5.99															
		Angus	C						7.99		3.99													
		Weis Naturals	C		11.99																			
	Western Beef	n/i													2.99									
	Whole Foods	n/i		9.99																				
PA	ACME Markets	Lancaster Brand	C			6.99	6.99		6.88	4.99												value		
		n/i														3.69		4.49						
		Open Nature	G													5.49								
	ALDI	n/i											1.99											
	Associated	n/i	H	4.99		5.99				4.99	3.99	5.99												
		n/i		4.99		4.99																		
	Big M	1893 Premium							6.99							2.99						value		
	Thomas Farms	G												3.99							AU			
Boyer Food	n/i				5.97	5.97				3.97	2.97				2.97					4.97	93%			
Bravo	n/i	C								4.99														
	Dakota	O														10.99								



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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 (cont)	Cash Saver	n/i												2.57													
		Black Angus		7.28																					value		
		C-Town	n/i										3.89	3.69													
			Dakota	O														10.99									
		Family Owned	n/i					5.99																	value		
			n/i					6.49									3.49	2.99						3.79	80%		
		Food Lion	n/i	C			6.99																				
		Foodland	n/i	C					6.99		2.99															value	
			n/i															2.49									
		Foodtown	Rancher's Legend	C							2.99																
			Kobe															5.99									
		Fresh Grocer	n/i												1.98												
		Fresh Thyme	Black Angus	C					6.77	5.99																	
		Martin's Food	Giant	C														4.99	3.99						4.99	90%	
			Butcher Shop	C			5.99																			value	
			Laura's Lean	A															4.99						4.99	92%	
		Giant Eagle	n/i															2.29									
			n/i	C					6.99																	value	
		Gordon Food	n/i															3.99									
			Halpern								7.19																
		Great Valu Markets	Star Ranch	C			9.99																				
		n/i															2.99										
	Grocery Outlet	Thomas Farms	G																					4.39	85%		
	Ideal Market	n/i												1.99				3.99									
		Angus	C					5.99																			
	IGA SpartanNash	n/i																2.59									
		Angus	C																								
	IGA Stores NJ/PA	Angus	C																								
		Angus	C																						value		
		n/i	C														4.49	3.99									
	Karn's Foods	Strauss	G	17.99																							
		n/i																2.89		2.99							
		n/i	C			13.99			8.99	5.99	3.99	5.49															
	Key Food	n/i	C			6.99	6.99	5.99		3.99																	

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**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)	Kuhn's Market	n/i																			2.99	80%			
		n/i	C					9.99															value		
	Landis Market	n/i								4.99													AU		
		Angus	C																				value		
	Lidl	n/i	G					9.99															value		
		n/i																							
	McCaffrey's	Angus	C						9.99														4.29	80%	
	Net Cost Market	Dakota	O																						
	Pioneer Foods	n/i	C								4.99														
	Price Chopper	Angus	C																					5.99	85%
		Chiapetti	G		20.33																				
	Redner's	Star Ranch	C																						value
	Save-a-Lot	n/i					3.79																		value
	Shop'n Save	n/i																							value
		Star Ranch	C				8.99																		value
	ShopRite	n/i	C																						
		Angus	C																						
		Angus	P				11.99																		
		Nature's Reserve	G																						AU
		Clayton's	O																						AU
		n/i																							
		Wholesome Pantry	A																						
	ShurSave Market	n/i	C																						
	n/i	C																						value	
	n/i																								
	Angus	C																							
ShurSave NE Penn	ShurSave																								
	Angus	C																							
Sparkle Markets	n/i	C																						value	
	n/i																								
	Thomas Farms	O																						AU	
Sprout's Market	n/i	C																						limit 4	
	n/i																								

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**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>	Supremo Foods	Angus n/i	C		9.99		7.99						2.99											
	Target	Market Pantry	O										4.49		4.49		5.49		5.29		5.49			
		Simply Balanced	A														5.69							
	The Fresh Market	Laura's Lean	C																6.99					
		n/i	G						12.99									5.99						
	Tops Market	Tops	C	7.99													2.99	2.99						
	Wegman's	Wegman's	O		15.29					16.29	15.29							5.69		6.99				grass value
		Wegman's	C		10.99			11.99		7.99	7.49		6.99											
		Wegman's Angus	C		19.49					18.99	11.99													
		Wegman's	C																					
	Weis Markets	n/i	C				5.99	5.99							3.33		3.99	2.49	4.49	2.99			3.49	80%
		n/i	G							5.99														
		Angus	C							7.99		3.99												
Weis Naturals		C			11.99																			
Whole Foods	n/i	C	9.99																					
RI	Adams Market	Angus n/i	C		11.00				7.00		3.00												value	
	AF Basket	n/i	C							4.99									4.00					
	ALDI	n/i	C										1.99											
	Associated	n/i	C	4.99		5.99				4.99	3.99	5.99												
	Bravo	n/i	H	4.99		4.99																		
		n/i	C								4.99													
	Dakota	n/i	O														10.99							
	Dave's Marketplace	n/i	C						9.99									2.99						
	Save-a-Lot	n/i	C			3.79										2.99							value	
	Shaw's	Open Nature	G															5.99						value
		n/i	C						5.99															
Stop & Shop	n/i	C													1.99			2.77						
	n/i	C												2.49								3.99	85%	

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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		
RI (cont)	Stop & Shop (continued)	Butcher Shop	C					8.99														value		
		Spring Crossing	G																			90%		
		Nature's Promise	O												5.00							grass		
	Target	Market Pantry	O								4.49		4.49		5.49		5.29		5.49					
		Simply Balanced	O												5.69									
	Laura's Lean	A														6.99								
	Whole Foods	n/i		9.99																				
VT	AG New England	n/i	S					5.99																
	ALDI	n/i										1.99												
	Food City Market	n/i	S			5.77																		
		n/i												2.99										
	Hannaford	Hannaford	C	5.99										3.49										
		Angus	C	7.99																				
	IGA New England	1893 Premium							3.99				3.99									5.99		
	Price Chopper	Angus	C					17.99	19.99	7.99												85%		
		Chiapetti	G	20.33											8.99									
	Shaw's	Open Nature	G												5.99							value		
		n/i	C					5.99									1.99	2.77						
		n/i																						
Target	Market Pantry	O									4.49		4.49		5.49		5.29		5.49					
	Simply Balanced	O												5.69										
	Laura's Lean	A															6.99							
	Tops Market	Tops	C	7.99												2.99	2.99							

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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		
<b>SOUTHEASTERN U.S. - AL,FL,GA,KY,MS,NC,SC,TN,VA,WV</b>																								
AL	A&R Supermarket	n/i		6.98																	3.99	value		
		n/i																				80%		
	ALDI	n/i										1.99												
	Bruce's Foodland	n/i	C		5.99									2.99										
	Cash Saver	n/i										2.57												
		Black Angus		7.28																		value		
	Dollar General Mkt	n/i		8.95								2.50									3.95	80%		
	Earth Fare	n/i	G	7.99	9.99			9.99												3.99				
	Food Giant	Black Canyon			5.98																	2.98		
		n/i																				80%		
	Gateway Foodland	n/i			4.99							1.79										value		
	GreenWise Market	GreenWise	A	12.99										4.99										
		Free Graze Kobe	G					29.99																
	Greer's Market	n/i			3.98																	value		
	HAC, Inc.	Angus	C		10.99																			
		n/i												2.99										
	Hometown Market	n/i	S	6.99																		value		
		n/i										1.99												
	Ingle's Market	n/i																				2.98		
		Ingle's Premium	C		6.98	7.48																		
	Kroger Atlanta	n/i	C		9.99			7.99														value		
		Kroger												2.99								2.99		
	Kroger Nashville	n/i	C		7.99									2.99										
		Kroger																				2.99		
		Laura's Lean	A																			5.99		
	Manning's PW	n/i	S		6.96																	value		
	Piggly Wiggly Inc.	Angus	C		12.99																			
		n/i												3.49										
	Piggly Wiggly JTM	Angus	C		9.99																			
	Publix	Publix Premium	C					8.99																
		Publix																				3.99		
		GreenWise	A	12.99																				
		Maverick Ranch	A																			5.79		

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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 (cont)	PW Houchen's	Black Canyon		5.99					3.99		3.79															
		n/i											1.99								2.99	73%				
	Ragland Bros.	n/i											1.99													
		Black Canyon																								
	Ramey's	Black Angus																								
	Rouse's Market	n/i																								
		n/i		S	5.99																			value		
		n/i		C																					value	
	Save-a-Lot	n/i					3.79																		value	
	Sprout's Market	n/i		C		11.99																			limit 4	
		n/i																								
	Target	Market Pantry												4.49	4.49											
		Simply Balanced		O																						
	Laura's Lean		A																							
The Fresh Market	n/i		C																							
	n/i		G																							
United Grocery	n/i					3.99	3.99																			
Vowell's	n/i												1.99													
	Black Canyon		S		8.99																					
Whole Foods	n/i			9.99																						
Winn-Dixie	WD Brand		C		7.99					7.99	5.99	4.49				3.99									value	
	n/i			4.99		4.99																			value	
FL	ALDI	n/i												1.99												
	Bravo	n/i	S									3.49														
	Dollar General Mkt	n/i		8.95										2.50									3.95	80%		
	Doris Market	Angus	S			5.99	6.29		4.99																	
		n/i																								
		Angus		C									4.99													
	Earth Fare	n/i	G	7.99	9.99																			3.99		
	Earth Origins	Thousand Hills		G																						
Food Giant	Black Canyon					5.98																				
	n/i																									
Fresco y Mas	n/i			5.98																				2.98	80%	
																									value	

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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
FL (cont)	Gordon Food	n/i																						
		Halpern							7.19															
	GreenWise Market	GreenWise	A	12.99											4.99									
		Free Graze Kobe	G						29.99															
	Greer's Market	n/i				3.98																	value	
	Harris Teeter	Rancher				6.99																		
		Reserve Angus	C			7.99																		
		Meadowland																					5.20	80%
		Strauss	G		15.99				15.99														7.99	80%
	Hitchcock's	n/i				3.44										2.94								value
	IGA Florida	n/i			5.99	4.99			5.99	3.99	3.99	3.39		2.99										value
	Key Food	n/i							4.99			2.99				2.99								
	Lucky's Market	n/i	C						8.99	3.99		3.69												
		n/i															2.99							
	Milam's Market	Angus	C							4.99														
		n/i																4.99						
	Price Choice	n/i		5.97		3.97																		
	Publix	Publix Premium	C						8.99															
		Publix																3.99						
		GreenWise	A	12.99																				
		Maverick Ranch	A																				5.79	
	PW Houchen's	Black Canyon		5.99						3.99		3.79												
		n/i												1.99									2.99	73%
Save-a-Lot	n/i				3.79										2.99								value	
Scaff's Market	Preferred Angus	S		7.99																				
	n/i														2.69									
Sedano's	n/i	C						8.99																
Sprout's Market	n/i	C		11.99				6.99															limit 4	
	n/i																							
Target	Market Pantry												4.49		4.49		3.49					5.49		
	Simply Balanced	O															5.69					5.29	5.49	
	Laura's Lean	A																				6.99		
The Fresh Market	n/i	C						12.99																
	n/i	G															5.99							

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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	
FL (cont)	Western Beef	n/i																						
	Whole Foods	n/i		9.99																				
	Winn-Dixie	WD Brand	C		7.99			7.99	5.99	4.49												value		
		n/i		4.99		4.99																value		
GA	AF Basket	n/i	C						4.99															
	ALDI	n/i											1.99											
	Bi-Lo	Gold Star													2.99						5.99			
		Gold Star	C	9.99	7.99	8.99		8.99	5.99	3.99													value	
		n/i		4.99		6.99																		
	Dollar General Mkt	n/i		8.95									2.50									3.95	80%	
	Earth Fare	n/i	G	7.99	9.99			9.99													3.99			
	Food City	Thomas Farms		G												3.99								AU
		Angus	C	8.99																				value
	Food Depot	n/i																						
		n/i		S						4.45			3.75	1.98	1.98	2.98	2.98						2.98	80%
	Food Giant	Black Canyon					5.98																	
		n/i																					2.98	80%
	Food Lion	n/i	C			6.99																		
	Food Pride	n/i					5.99																	
		n/i					4.99																	value
	Galaxy Food	n/i																						
		Tender Ridge								5.98														
	HAC, Inc.	Angus		C			10.99																	
		n/i																						
Harris Teeter	Rancher					6.99																		
	Reserve Angus		C			7.99																		
	Meadowland																					5.20	80%	
Harvey's	Strauss		G			15.99			15.99														7.99	80%
	n/i																							
	n/i					3.98																		value
	n/i		C																					
IGA Food Stores	Preferred Angus					7.99																		
	Preferred Angus					6.99																		value



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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)	IGA Food Stores (continued)	Angus n/i	C		8.99										2.99	2.49									
	IGA Stores Stheast	n/i										1.88		2.48											
	Ingle's Market	Tender Ridge n/i			7.98			5.98		3.48					2.98										
	Kroger Atlanta	Ingle's Premium n/i	C			6.98	7.48																value		
	Lidl	Kroger n/i	C												2.99								value		
	Little Giant	n/i	G													2.53							value		
	Lucky's Market	n/i				3.99		4.99	4.99						2.99								value		
	Piggly Wiggly GA	n/i	C							3.99															
	Piggly Wiggly JTM	n/i	S			7.99												2.99							
	Publix	Angus Publix Premium Publix	C C A			9.99			8.99										3.99						
	PW Carolina	GreenWise Maverick Ranch n/i	A A		12.99																				
	PW Houchen's	Angus Black Canyon n/i	C			5.88 8.88								1.88											
	Quality Foods	Angus				5.99				3.99													2.99	73% value	
	Save-a-Lot	n/i					3.79							1.99			2.99						value		
	Sprout's Market	n/i	C			11.99			6.99															limit 4	
	Target	n/i																							
	The Fresh Market	Market Pantry Simply Balanced Laura's Lean n/i	O A C											4.49	4.49		3.49 5.49 5.69		5.29		5.49				
	United Grocery	n/i	G						12.99								5.99								
	Wayfield's	n/i				6.99	4.99	3.99		5.99				1.99	2.99									value	

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**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	
GA (cont)	Whole Foods	n/i		9.99																				
	Winn-Dixie	WD Brand	C		7.99			7.99	5.99	4.49				3.99								value		
		n/i		4.99		4.99																value		
KY	ALDI	n/i				5.99							1.99									value		
	Chappell's	n/i											1.99									value		
	Cox IGA	Black Angus			7.99																2.99	75%		
		n/i								4.29				2.69								2.99		
	Dollar General Mkt	n/i		8.95									2.50									3.95		
	E.W. James	Black Canyon	S		6.98																		value	
		n/i																						
		n/i										3.28												
	Food City	Thomas Farms	G																				AU	
		Angus	C	8.99																			value	
		Food City																						
	Food Fair	Black Canyon							5.99															
	Food Giant	Black Canyon				5.98																		
		n/i																					2.98	
	Food Lion	n/i	C			6.99																		
	Food Rite	Angus	C		9.99					4.99			2.49											
	Foodland	n/i																					3.29	
	Fresh Encounter	n/i												2.49									3.49	
		Black Angus	C			5.99																		limit 2
	Fresh Thyme	Black Angus	C						6.77	5.99														
Galaxy Food	n/i																							
	Tender Ridge							5.98																
Gordon Food	n/i																							
	Halpern								7.19															
Harvey's	n/i																							
	n/i					3.98																	value	
	n/i																							
IGA Houchen's	n/i	C																						
IGA SpartanNash	n/i	S		7.99																			value	
	Angus	C																						
								9.99																

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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		10.99																			
		n/i								3.99														
	IGA Stores Stheast	n/i										1.88			2.48									
		Tender Ridge						5.98			3.48													
	Kroger Cincinnati	n/i	C	5.99												1.79							value	
		Kroger																						
	Kroger Delta	n/i	C		8.99																			
		Kroger											1.88											
		Simple Truth	A												4.99									
	Kroger MidAtlantic	n/i	C		8.99																			
		Kroger																						
	Kroger Mid-South	n/i	C		7.99																			
		Laura's Lean	A																					5.99
		Kroger																						
	Kroger Nashville	n/i	C		7.99							2.99												
		Kroger																						
		Laura's Lean	A																					5.99
	Lucky's Market	n/i	C					8.99	3.99			3.69												
		n/i																						
	Meijer	n/i																						
	Angus	C						5.99	5.99															
PW Houchen's	Black Canyon			5.99																				
	n/i																							
Ruler Foods	Kroger																							
Save-a-Lot	n/i					3.79																	value	
Super Dollar	n/i																							
SuperValu Stores	Angus Farms	C				7.99																		
	n/i																							
Target	Market Pantry												4.49		4.49		5.49						5.49	
	Simply Balanced	O															5.69							
	Laura's Lean	A																					6.99	
TC Grocery	n/i	S		6.99																				
	n/i																							
															2.99									

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**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						12.99																
		n/i	G													5.99									
	United Grocery	n/i				3.99	3.99																		
	ValuMarket	n/i											1.99										value		
	Whole Foods	n/i																							
MS	AG Baton Rouge	n/i	S		6.99							2.99				2.49									
		n/i	C		8.99																				
	ALDI	n/i											1.99												
	Corner Market	n/i														2.49						2.99	80%		
		Angus		C					9.99				2.99												
	Dollar General Mkt	n/i			8.95																	3.95	80%		
	Food Giant	Black Canyon					5.98																2.98	80%	
		n/i																					2.25	75%	
	Froogle's	n/i												1.98											
		Angus		C																				value	
	Greer's Market	n/i					3.98																	2.72	75%
	Grocery Depot	n/i																							
	Kroger Delta	n/i		C																					
		Kroger																							
		Simple Truth		A													4.99								
	Mac's Fresh Mkt	n/i																							
		n/i		P																					
		Angus		S																					
	PW Houchen's	Black Canyon																							
		n/i																							
Ramey's	Black Angus																								
Rouse's Market	n/i																								
	n/i		S																					value	
	n/i		C																						
Save-a-Lot	n/i																							value	
Sullivan's	n/i																								
	n/i		S																					3.09	80%

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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)	Target	Market Pantry										4.49		4.49		5.49		5.29		5.49				
		Simply Balanced	O													5.69								
		Laura's Lean	A														6.99							
		The Fresh Market	n/i	C					12.99															
			n/i	G													5.99							
		Vowell's	n/i										1.99											
		Whole Foods	Black Canyon	S		8.99																		
	Winn-Dixie	n/i		9.99																		value		
		WD Brand	C		7.99			7.99	5.99	4.49						3.99						value		
		n/i		4.99		4.99																value		
NC	ALDI	n/i											1.99											
	Bi-Lo	Gold Star													2.99					5.99				
		Gold Star	C	9.99	7.99	8.99		8.99	5.99	3.99														
		n/i		4.99		6.99																		
	Carlie C's IGA	Carlie C's				5.98				3.18														
		n/i											2.18											
	Earth Fare	n/i	G	7.99	9.99			9.99												3.99				
	Food Lion	n/i	C			6.99																		
	Food Pride	n/i				5.99				3.49						2.49								
		n/i				4.99																value		
	Fresh Foods	n/i			4.99								2.19									value		
		Blackwell	S	7.99																				
	Galaxy Food	n/i													2.98									
		Tender Ridge						5.98																
	Great Valu Markets	Star Ranch	C		9.99			5.99																
		n/i													2.99									
Harris Teeter	Rancher			6.99																				
	Reserve Angus	C		7.99																				
	Meadowland																				5.20			
	80%																				7.99			
	80%																							
	Harvey's	n/i										1.98												
		n/i				3.98																value		
		n/i	C							3.98														

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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)	Hills Food Store	n/i				3.99									2.39							value		
		Blackwell Angus							4.99														value	
	IGA Food Stores	Preferred Angus				7.99																	value	
		Preferred Angus				6.99																		value
		Angus	C			8.99																		value
		n/i													2.99	2.49								value
	IGA Stores Stheast	n/i											1.88		2.48									value
		Tender Ridge				7.98			5.98		3.48													value
	Ingle's Market	n/i														2.98								value
		Ingle's Premium	C			6.98	7.48																	value
	Just \$ave Foods	n/i														2.98								value
		Black Angus							5.98															value
	Lidl	n/i	G			9.99																		value
		n/i															2.53							value
	Lowe's Foods	n/i	G			7.97																		value
		Angus	C			9.97																		value
	Piggly Wiggly Retail	n/i				5.29						3.69		1.99										value
	Piggly Wiggly Store	Preferred Angus				7.99																		value
		n/i														2.99								value
	Publix	Publix Premium	C						8.99															value
	Publix																3.99						value	
	GreenWise	A		12.99																			value	
	Maverick Ranch	A																			5.79		value	
Save-a-Lot	n/i				3.79										2.99								limit 4	
Sprout's Market	n/i	C			11.99			6.99															limit 4	
	n/i																						limit 4	
Target	Market Pantry											4.49		4.49				3.49				5.49	limit 4	
	Simply Balanced	O																5.49			5.29		limit 4	
	Laura's Lean	A																5.69				6.99	limit 4	
The Fresh Market	n/i	C						12.99															limit 4	
	n/i	G																5.99					limit 4	
United Grocery	n/i				3.99	3.99																	limit 4	
Whole Foods	n/i			9.99																			limit 4	

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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	ALDI	n/i											1.99											
	Bi-Lo	Gold Star												2.99						5.99				
		Gold Star	C	9.99	7.99	8.99		8.99	5.99	3.99													value	
		n/i		4.99		6.99																		
	Dollar General Mkt	n/i		8.95									2.50									3.95	80%	
	Earth Fare	n/i	G	7.99	9.99			9.99														3.99		
	Food Lion	n/i	C			6.99																		
	Galaxy Food	n/i													2.98									
		Tender Ridge							5.98															
	GreenWise Market	GreenWise	A	12.99											4.99									
		Free Graze Kobe	G						29.99															
	Harris Teeter	Rancher			6.99																			
		Reserve Angus	C		7.99																			
		Meadowland																					5.20	80%
		Strauss	G		15.99				15.99														7.99	80%
	Harvey's	n/i												1.98										
		n/i				3.98																		value
		n/i	C							3.98														
	Hills Food Store	n/i				3.99																		value
		Blackwell Angus									4.99													
	IGA Food Stores	Preferred Angus			7.99																			
		Preferred Angus			6.99																			value
		Angus	C		8.99																			
		n/i																						
IGA Stores Sttheast	n/i												1.88	2.99	2.49									
	Tender Ridge			7.98				5.98		3.48														
Ingle's Market	n/i														2.98									
	Ingle's Premium	C			6.98	7.48																		
Kroger Atlanta	n/i	C		9.99				7.99															value	
	Kroger											2.99			2.99									
Lidl	n/i	G		9.99																			value	
	n/i														2.53									
Lowe's Foods	n/i	G		7.97																				
	Angus	C		9.97																				

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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)	Publix	Publix Premium	C					8.99																
		Publix														3.99								
		GreenWise		A	12.99																			
		Maverick Ranch		A																				
		PW Carolina	n/i										1.88											
		Angus		C																				
		Quality Foods	Angus											2.29									value	
		Save-a-Lot	n/i				3.79										2.99						value	
		Sprout's Market	n/i	C		11.99			6.99														limit 4	
		Target	n/i															3.49						
		Market Pantry										4.49		4.49			5.49			5.49				
		Simply Balanced	O														5.69							
		Laura's Lean	A																					
	The Fresh Market	n/i	C					12.99																
		n/i	G														5.99							
	Whole Foods	n/i			9.99																			
TN	ALDI	n/i											1.99											
	Cash Saver	n/i											2.57											
		Black Angus			7.28																		value	
	Cash Saver TC	n/i	S			5.37		5.37														value		
		n/i	C		8.87																		value	
		n/i												2.15										
	Chappell's	n/i				5.99								1.99									value	
	Dollar General Mkt	n/i			8.95									2.50								3.95	80%	
	E.W. James	Black Canyon	S		6.98																		value	
		n/i														2.78								
		n/i	C																					
	Earth Fare	n/i	G		7.99	9.99			9.99												3.99			
	Food City	Thomas Farms	G															3.99					AU	
	Angus	C		8.99																		value		
	Food City															2.99								
Food Country	n/i															2.98						2.99		
	n/i																					3.49		
	Preferred Angus				8.97	7.98																	80%	



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**Labor 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
<b>TN</b> (cont)	Food Giant	Black Canyon n/i				5.98															2.98	80%		
	Food Lion	n/i	C			6.99																		
	Food Rite	Angus	C		9.99				4.99			2.49												
	Gordon Food	n/i Halpern							7.19					3.99										
	H.G. Hill	Black Canyon n/i	S		7.99										2.19						2.69	value 80%		
	IGA Houchen's	n/i	S		7.99																			
	IGA Stores OH/KY	Black Angus n/i	C		10.99						3.99						2.99							
	IGA Stores Sttheast	n/i										1.88		2.48										
	Ingle's Market	Tender Ridge n/i			7.98			5.98		3.48							2.98							
	Kroger Delta	Ingle's Premium n/i	C		8.99	6.98	7.48							1.88										
	Kroger MidAtlantic	Kroger Simple Truth	A												4.99									
	Kroger Nashville	n/i Kroger	C		8.99												2.79							
	Kroger Nashville	n/i Kroger Laura's Lean	A									2.99					2.99							
	Osborne's	n/i				6.99													5.99					
	Publix	Publix Premium Publix	C					8.99										3.29						
	Publix	GreenWise	A		12.99														3.99					
	Ragland Bros.	Maverick Ranch n/i	A																	5.79				
	Ragland Bros.	n/i											1.99											
	Ruler Foods	Black Canyon Kroger					8.99									1.99								
	Save-a-Lot	n/i				3.79											2.99							
	Sprout's Market	n/i n/i	C			11.99					6.99												value limit 4	

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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)	Super Dollar	n/i																								
	Target	Market Pantry										4.49		4.49			2.95									
		Simply Balanced	O																							
		Laura's Lean	A																							
		TC Grocery	n/i	S		6.99																				
		n/i													2.99											
		The Fresh Market	n/i	C																						
		n/i		G														5.99							value	
	Tietgen's	n/i				6.99												3.29								
	United Grocery	n/i				3.99	3.99																			
	Whole Foods	n/i			9.99																					
VA	ALDI	n/i											1.99													
	Dollar General Mkt	n/i			8.95								2.50										3.95	80%		
	Earth Fare	n/i	G		7.99	9.99				9.99												3.99				
	Food City	Thomas Farms	G														3.99							AU		
		Angus	C			8.99																		value		
		Food City															2.99									
	Food Country	n/i															2.98					4.99		2.99		
		n/i																							75%	
		Preferred Angus					8.97	7.98																		80%
	Food Lion	n/i	C				6.99																			
	Galaxy Food	n/i																								
		Tender Ridge																								
	Giant Food	Butcher Shop	C				6.99	6.99	6.99																	value
		Butcher Shop	C				5.99	5.99																		value
		Giant												2.49			2.99						4.99			
	Angus	C			9.99																				>3pcks	
	Angus	C			10.99																					
	Laura's Lean	A																								
	Nature's Promise	O																								
Grant's	n/i																									
	Black Angus																									
Great Valu Markets	Star Ranch	C				9.99																				
	n/i																									

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**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 (cont)	Harris Teeter	Rancher			6.99																				
		Reserve Angus	C		7.99																				
		Meadowland																				5.20	80%		
		Strauss	G		15.99			15.99														7.99	80%		
		IGA Houchen's	n/i	S		7.99																		value	
		IGA Stores Stheast	n/i										1.88		2.48										
		Tender Ridge				7.98			5.98		3.48														
		Ingle's Market	n/i												2.98										
		Ingle's Premium		C		6.98	7.48																		
		Kroger MidAtlantic	n/i	C		8.99																			
		Kroger													2.79										
		Lidl	n/i	G		9.99																		value	
		Lowe's Foods	n/i	G		7.97																			
		Angus		C		9.97																			
		Martin's Food	Giant	C							BOGO					4.99	3.99						4.99	90%	
		Butcher Shop		C		5.99																		value	
		Laura's Lean		A														4.99					4.99	92%	
		Piggly Wiggly Retail	n/i			5.29						3.69		1.99											
		Piggly Wiggly Store	Preferred Angus			7.99																			
			n/i												2.99										
	Publix	Publix Premium	C					8.99																	
		Publix															3.99								
		GreenWise	A	12.99																					
		Maverick Ranch	A															5.79							
	Safeway Eastern	Signature Farms	C							BOGO				2.49											
		Open Nature	G					11.99																	
		SunFed Ranch	G														7.49								
		Laura's Lean	A														5.00								
		n/i	C	5.77				5.00																value	
	Save-a-Lot	n/i				3.79											2.99							value	
	Shop'n Save	n/i															2.49								
		Star Ranch	C			8.99	8.99	6.99		3.99														value	

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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 (cont)	Shoppers	n/i	C					5.99																
	Shoppers Value	n/i											1.88											
	Super Dollar	n/i												2.95										
	Target	Market Pantry											4.49	4.49		5.49		5.29		5.49				
		Simply Balanced	O													5.69								
		Laura's Lean	A															6.99						
	The Fresh Market	n/i	C						12.99															
		n/i	G														5.99							
	Wegman's	Wegman's	O	15.29					16.29	15.29							5.69		6.99					grass value
		Wegman's	C	10.99			11.99		7.99	7.49		6.99												
		Wegman's Angus	C	19.49					18.99	11.99														
		Wegman's													3.99	2.49	4.49	2.99				3.49		80%
	Weis Markets	n/i												3.33		3.69								
		n/i	C			5.99	5.99																	
	n/i	G						5.99																
	Angus	C						7.99		3.99														
	Weis Naturals	C		11.99																				
Whole Foods	n/i		9.99																					
WV	ALDI	n/i											1.99											
	Food Fair	Black Canyon							5.99							2.99								
	Food Lion	n/i	C			6.99																3.29	80%	
	Foodland	n/i														2.89								
	Galaxy Food	n/i														2.98								
		Tender Ridge							5.98															
	Giant Eagle	n/i														2.29								
		n/i	C						6.99															value
	Grant's	n/i														2.29								
		Black Angus															3.29							
	IGA Stores Stheast	n/i														1.88		2.48						
	Tender Ridge			7.98				5.98		3.48													value	
Kroger Columbus	n/i	C	6.99		5.77																			
	n/i												1.59											

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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
WV (cont)	Kroger MidAtlantic	n/i	C		8.99																			
		Kroger													2.79									
		Martin's Food	Giant	C							BOGO						4.99	3.99				4.99	90% value	
			Butcher Shop	C		5.99																	4.99	92%
			Laura's Lean	A															4.99					
		Piggly Wiggly Store	Preferred Angus			7.99																		
			n/i												2.99									
		Riesbeck's	n/i											1.59									3.49	80% value
			Hereford	C					5.99															value
		Save-a-Lot	n/i			3.79																		value
		Shop'n Save	n/i																					value
			Star Ranch	C			8.99	8.99		6.99		3.99												
		Shoppers Value	n/i												1.88									
			n/i			6.73																		AU
		Sparkle Markets	n/i	C		5.99	5.99																	value
			n/i																					
		Thomas Farms	O														4.99						AU	
	Target	Market Pantry											4.49		4.49		5.49		5.29		5.49			
		Simply Balanced	O														5.69							
		Laura's Lean	A																					
	Weis Markets	n/i																						
		n/i	C			5.99	5.99																	
		n/i	G						5.99															
		Angus	C						7.99		3.99													
		Weis Naturals	C		11.99																			

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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		
<b>MIDWESTERN U.S. - IA,IL,IN,MI,MN,ND,NE,OH,SD,WI</b>																								
<b>IA</b>	ALDI	n/i											1.99											
	AW Grocers	n/i						3.97															value	
		n/i						4.19						2.49	2.69	2.49		3.49				2.99	80%	
		n/i	C					6.99															value	
		Angus Pride	C					7.99															grass	
	Brothers Market	Dakota	O														7.99							
		n/i														2.49								
		n/i	C					11.99						2.99								3.99	80%	
	Family Fare	Open Acres	C		6.99																		value	
		Thousand Hills	G					19.99																
		Standard Pride															1.99							
		n/i															3.29							
	Family Foods	n/i																3.49				3.99	85%	
		Angus Pride			11.19																			
	Fareway	n/i													2.19	1.99								
		n/i	C																					
	Fishers Jack & Jill	Standard Pride															1.79							
		Black Angus			7.99																			
	Food Pride	n/i																2.99						
		Angus Pride	C		6.99					4.99														
	Fresh Thyme	Black Angus	C					6.77		5.99														
	Hometown Foods	Angus	C		9.99																			
		n/i																3.49						
	Hy-Vee	HV Choice Reserve	C		15.96																			
		HV True Choice	A		19.19																			
		HV Angus Reserve	S					6.99																
		n/i																3.99			4.99			
		Meadow Reserve	G												4.99									
	Jewel-Osco	n/i	C			5.99		6.99							3.99								value	
	Maynard's	Angus	C					8.99								2.69								
	Natural Grocers	Thousand Hills	G															6.75						
	No Frills	Open Acres	C			5.99																	value	
		Thousand Hills	G					19.99																

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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 (cont)	No Frills (continued)	Standard Pride n/i												1.99										
	Price Chopper	KC Pride					9.59				3.99			2.49										
	Quillin's	n/i													3.49	3.29								
		Chairman's Reserve						9.99																
	Russ's Market	n/i													2.79	2.79					3.29	85%		
		n/i		C		6.99	7.99																	
	Save-a-Lot	n/i				3.79																	value	
	Schnuck's	Angus		C					5.99															
		Schnuck's																						grass
		Verde Farms		O						14.39														
	Sunshine Foods	n/i		C		9.99																		
		Sunshine's Own														2.49								
	Super Saver	n/i													2.27	2.77								
		Black Angus		C		6.98																		value
Target	Market Pantry											4.49		4.49		5.49		5.29		5.49				
	Simply Balanced		O												5.69									
	Laura's Lean		A														6.99							
Thriftway Stores	n/i							7.99														3.49	80%	
Whole Foods	n/i			9.99																				
IL	ALDI	n/i											1.99											
	Angelo Caputo	n/i						6.19							3.19	2.89		3.99				3.99	80%	
		n/i						5.99															value	
		Iowa Premium		C					5.99															
		Thousand Hills		G					17.99								7.99					6.99	85%	
	AW Grocers	n/i												2.69	2.49		3.49							
		n/i		C					6.99															
		Angus Pride		C					7.99															value
	Berkot's	n/i		P		14.99			13.99															
		Black Angus		C					6.39														3.99	
Borowiak's IGA	IGA TableRite				6.88																			
	Borowiak's Best														2.48								limit 4	
	Borowiak's Best														2.88									

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				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)	Brookhaven	n/i	C					7.99							2.69						2.99	80%		
		Angus	C						6.99															
	Butera	Diamond Lean			5.99	2.99																limit 3		
		Angus	C			7.99	7.99														3.99	2.99	80%	
		n/i										1.99		2.99										
	Cermak	Angus	C										3.99											
	County Market NFI	n/i											1.88											
		Angus	C		12.99	10.99																		
	Cub Foods	n/i															2.99							
	El Guero	n/i	C													2.99								
	Fairplay Foods	n/i	C					6.99																
		n/i			5.99										3.49									
		Angus	C							4.99														
	Fareway	n/i													2.19	1.99								
		n/i	C									2.99												
	Fishers Jack & Jill	Standard Pride														1.79								
		Black Angus				7.99																		
	Food 4 Less	n/i	C				6.99	6.99																
	Food Pride	n/i															2.99							
		Angus Pride	C			6.99					4.99													
Fresh Thyme	Black Angus	C						6.77	5.99															
Gordon Food	n/i													3.99										
	Halpern								7.19															
Heinen's	Heinen's								12.99						5.49									
Hy-Vee	HV Choice Reserve	C			15.96																			
	HV True Choice	A			19.19																			
	HV Angus Reserve	S						6.99																
	n/i														3.99		4.99							
	Meadow Reserve	G												4.99										
H-Mart	Angus	C				6.99																		
IGA Houchen's	n/i	S			7.99																	value		
IGA Stores IL/IN	n/i								4.88								3.29				3.79	85%		
Jewel-Osco	n/i	C				5.99		6.99						3.99								value		
Jimenez	n/i	C										2.39												



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				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 <i>(cont)</i>	Kirby IGA	n/i							4.88												3.79	85% value		
	Kroger Central	n/i	C	5.99						4.99														
		Kroger												1.79										
		Kroger Mid-South	n/i	C		7.99																		
			Laura's Lean	A														5.99						
			Kroger												3.98									
		Mariano's	Black Angus	C					4.99														value	
			Black Angus	C					5.99															
			n/i													2.49								
		Meijer	n/i													1.79								
			Angus	C						5.99	5.99					2.29	4.49							
		Pete's Fresh	Black Angus	C					6.99	7.99	5.99											3.99	80%	
		Piggly Wiggly MW	Angus	C					6.99								2.69				3.99			
			Diamond Lean			5.99	3.99																	
		Plum Market	Niman Ranch	A						12.99														
		Ruler Foods	Kroger											1.99										
		Save-a-Lot	n/i				3.79									2.99							value	
		Schnuck's	Angus	C						5.99														
			Schnuck's													3.49								
			Verde Farms	O						14.39													grass	
		Shop & Save Mrkt	n/i	C			3.79	3.79		4.49														
		Sullivan's	Sullivan's																					
			Black Angus	C																				
		Sunset Foods	Sunset														3.99					4.99	80%	
		Target	Market Pantry											4.49	4.49		5.49	5.29		5.49				
			Simply Balanced	O													5.69							
		Laura's Lean	A														6.99							
	The Fresh Market	n/i	C						12.99															
		n/i	G													5.99								
	Tony's Fresh Mrkt	Angus	C						3.99															
		n/i	C			8.99														3.99	3.99	80%		
		n/i			4.99																			
	Torres Market	n/i				3.98										3.98								

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**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	
IL (cont)	Valli Produce	Angus n/i	C			3.99					4.69													
	Walt's Food Cntr	Walt's Walt's	C		8.99			7.99						2.99										
	Whole Foods	n/i	P	9.99	14.99		11.99	13.99	6.99															
IN	Al's Supermarket	n/i	C		9.99			9.99																
	ALDI	n/i											1.99			3.49								
	County Market NFI	n/i											1.88											
		Angus	C		12.99	10.99																		
	Dollar General Mkt	n/i		8.95									2.50									3.95	80%	
	Earth Fare	n/i	G	7.99	9.99			9.99														3.99		
	Food 4 Less	n/i	C			6.99	6.99																	
	Fresh Encounter	n/i												2.49								3.49	80%	
		Black Angus	C			5.99																		limit 2
	Fresh Thyme	Black Angus	C					6.77	5.99															
	Giant Eagle	n/i													2.29									value
		n/i	C																					
	Gordon Food	n/i													3.99									
		Halpern																						
	Harding's	Harding's												2.19	1.99									
		Tender Ridge	C			9.99																		
	Harvest Market	Black Canyon																						
	Holiday Foods	n/i		5.99																				
		Star Ranch	C			8.99																		
IGA Houchen's	n/i	S			7.99																		value	
IGA Stores IL/IN	n/i								4.88														3.79	85%
IGA Stores OH/KY	Black Angus	C			10.99																			
	n/i										3.99													value
Jay C Foods	n/i	C			7.99																			value
	Kroger																							
	Laura's Lean	A																						
Jewel-Osco	n/i	C			5.99			6.99							3.99									value

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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 (cont)	Kirby IGA	n/i							4.88												3.79	85%		
	Kroger Central	n/i	C	5.99							4.99											value		
	Kroger Cincinnati	n/i	C	5.99										1.79								value		
	Kroger Mid-South	n/i	C		7.99									1.79										
	Lucky's Market	n/i	C					8.99	3.99			3.69												
	Martin's Supermarket	n/i	C					6.99	4.99						2.29									
	Meijer	n/i	C						5.99	5.99					1.79									
	Millers Markets	n/i	C					4.99							2.29	4.49						value		
	New Market	n/i	C			8.89	8.99								2.66							value		
	Ruler Foods	n/i	C			4.99		4.99							2.77							value		
	Save-a-Lot	n/i	C						8.99															
	Schnuck's	n/i	C			3.79								1.99								value		
	Strack & VanTil	n/i	C							5.99														
	Target	n/i	O							14.39													grass	
	The Fresh Market	n/i	C																				80%	
	Walt's Food Cntr	n/i	G																					
	Wesselman's	n/i	C						8.99															
	Whole Foods	n/i	P						14.99		11.99													
			n/i						8.99						1.99	2.49								
			n/i		9.99																			

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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	ALDI	n/i											1.99													
	AW Grocers	n/i												2.69	2.49		3.49									
		n/i	C					6.99															value			
		Angus Pride	C					7.99																value		
	Busch's	Creekstone Farms	C					7.99																value		
		Busch's													1.99										value	
	D&W Fresh Mrkt	Open Acres	C		8.99					6.99															value	
		Pre	G		19.18																				ABF	
		n/i																3.99								
		Angus	A		16.99																					
	Earth Fare	n/i	G	7.99	9.99				9.99												3.99					
	Family Fare	Open Acres	C			5.99																			value	
		Pre	G		19.18																					ABF
		Standard Pride														1.99										
		n/i														3.29										
	Food Pride	n/i	S		7.99																					
		n/i																2.79								
	Fresh Thyme	Black Angus	C					6.77	5.99																	
	Glory Supermarket	n/i				4.99	4.99		3.88												3.99					value
	Gordon Food	n/i																			3.99					
		Halpern								7.19																
	Great Lakes Fresh	Star Ranch	C							4.99																
	Harding's	Harding's												2.19	1.99											
	Tender Ridge	C		9.99				6.99																		
Hollywood Market	n/i																			2.89						
	Chairman's Reserve	C						8.99																		
H-Mart	n/i			5.99																						
Jack's Market	Iowa Premium							7.99	6.99																	
	n/i																			2.89						
Kroger Central	n/i	C	5.99								4.99														value	
	Kroger																			1.79						
Kroger Columbus	n/i	C	6.99		5.77																				value	
	n/i													1.59												

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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)	Kroger Michigan	n/i	C		6.99							3.49												
	Louie's Fresh Mrkt	n/i						5.59							3.79	2.49						value		
	Lucky's Market	n/i	C						8.99	3.99		3.69												
	Martin's Supermrkt	n/i															2.99							
	Meijer	Martin's	C						6.99	4.99						2.29								
		n/i														1.79								
		Angus	C							5.99	5.99					2.29	4.49							
	Millers Markets	n/i								4.99						2.66							value	
		Greater Omaha	C			8.89	8.99																	
	Pat's Food IGA	n/i														2.87								
		Angus	C																					
	Plum Market	Niman Ranch	A																					
	Polly's Market	n/i	C			6.79	7.99					3.99					2.79					3.29	80%	
	Ric's Food Center	n/i	C																					
	Save-a-Lot	n/i				3.79											2.99						value	
	Spartan Stores	Chairman's Reserve	C																					
		n/i															2.99							
	Super One Foods	Black Angus				6.96											2.69							
	Tadych's	Angus Pride	C		8.99																			
		Tadych's																2.69				3.99	85%	
	Nature Source	A								7.99														
Target	Market Pantry												4.49		4.49		5.49		5.29		5.49			
	Simply Balanced	O														5.69								
	Laura's Lean	A																6.99						
Tom's/Oleson's	n/i	C								7.99												value		
Valuland	n/i									5.99												value		
	Open Acres	C																						
	Standard Pride															1.99								
VG's Food Center	Pre	G		19.18																		ABF		
	Open Acres	C			5.99																	value		
	Standard Pride															1.99								
	n/i															3.29								
Whole Foods	n/i			9.99																				

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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	ALDI	n/i											1.99											
	AW Grocers	n/i						3.97														value		
		n/i						4.19						2.49	2.69	2.49		3.49				2.99	80%	
		n/i	C					6.99																
		Angus Pride	C					7.99															value	
		Dakota	O													7.99							grass	
	Cash Wise Foods	Hereford	C							3.98														
		1881 Legendary	C							6.98														
	Coborn's	Greater Omaha																2.69						
		Four Brothers	C						8.73															
		1881 Legendary	C						8.99															
	Cub Foods	n/i																2.99						
	Dick's Fresh Mrkt	Revier Cattle Co.	C						6.99										2.89					
		n/i																						
	Family Fare	Open Acres	C			6.99																	value	
		Thousand Hills	G						19.99															
		Standard Pride															1.99							
		n/i															3.29							
	Fareway	n/i													2.19	1.99								
		n/i	C									2.99												
	Festival	n/i																3.99						
		Black Angus	C			8.99	9.99																	
	Food Pride	n/i	S		7.99																			
	n/i																2.79							
Fresh Thyme	Black Angus	C						6.77	5.99															
Hornbacher's	n/i														1.99									
	Stockman & Dakota							7.99																
Hugo's	Angus Farms	C			7.99																			
	Hugo's																				2.99			
Hy-Vee	HV Choice Reserve	C		15.96																				
	HV True Choice	A		19.19																				
	HV Angus Reserve	S						6.99																
	n/i																3.99				4.99			
	Meadow Reserve	G												4.99										

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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)	Kowalski's	Kowalski's Kobe	A					23.99																
	Lunds & Byerlys	Premium Choice	C			7.99	7.99																	
		L&B													4.99						4.99	90%		
		L&B Reserve		C					9.99															
		n/i		G											6.99									
		Snake River Farms													7.99								Wagyu	
	Marketplace Foods	n/i														2.68							value	
		Angus Pride		C		9.98																		value
	Maynard's	Angus		C					8.99						2.69									
	Natural Grocers	Thousand Hills		G											6.75									
	Nilssen's	n/i													2.59		2.99							
		Angus Pride		C		9.99				4.99														
	Quillin's	n/i														3.49	3.29							
		Chairman's Reserve							9.99															
	Save-a-Lot	n/i				3.79									2.99									value
	Sunshine Foods	n/i		C		9.99																		
		Sunshine's Own													2.49									
Super One Foods	Black Angus				6.96									2.69										
SuperValu Stores	Angus Farms		C		7.99																			
	n/i															2.99								
Target	Market Pantry											4.49		4.49		5.49		5.29		5.49				
	Simply Balanced		O												5.69									
	Laura's Lean		A														6.99							
Teal's Market	n/i														2.99									
	Angus Pride		C		9.99																			
Whole Foods	n/i			9.99																				
ND	Albert/Safe Mntn	Double R Ranch	C	5.67	8.99				7.99	4.99													limit 2	
		n/i														2.99								
	AW Grocers	n/i												2.69	2.49		3.49							
		n/i		C					6.99															
		Angus Pride		C					7.99															value
Cash Wise Foods	Hereford		C					3.98																
	1881 Legendary		C					6.98																

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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)	Dan's Supermarket	Open Acres	C			5.99																value		
		Thousand Hills	G					19.99																
	Family Fare	n/i												3.29										
		Standard Pride												1.99										
	Food Pride	Open Acres	C			6.99																	value	
		Thousand Hills	G					19.99																
	Hornbacher's	Standard Pride																						
		n/i																						
	Hugo's	n/i	S		7.99																			
		n/i																2.79						
	Leever's Foods	n/i																						
		Preferred Angus					7.99																	
	Miller's Fresh	Stockman & Dakota	C						7.99															
		Angus Farms																						
	Natural Grocers	Hugo's																						
		n/i																						
Target	Preferred Angus					9.99																		
	Angus Pride	C																						
Teal's Market	n/i																							
	Angus Pride																							
NE	Albert/Safeway	Angus Pride	C			5.47																limit 2		
		Colorado Angus	C					6.99															value	
	ALDI	n/i																						
		O Organics	O							9.99						5.99							5.99	85%



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				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 (cont)	Apple Markets	n/i									2.99				2.79						3.49	80%			
		Angus	C						4.99																
	AW Grocers	n/i						3.97														value			
		n/i						4.19					2.49	2.69	2.49		3.49					2.99	80%		
		n/i	C					6.99															value		
		Angus Pride	C					7.99																value	
		Dakota	O													7.99								grass	
	Baker's	n/i	C	5.99				5.99				2.99												value	
		Kroger													2.99										value
	Family Fare	Open Acres	C			6.99																			value
		Thousand Hills	G						19.99																
		Standard Pride														1.99									
		n/i														3.29									
	Fareway	n/i													2.19	1.99									
		n/i	C									2.99													
	Food Pride	n/i	S		7.99																				
		n/i																2.79							
	Fresh Thyme	Black Angus	C						6.77	5.99															
	Hy-Vee	HV Choice Reserve	C		15.96																				
		HV True Choice	A		19.19																				
		HV Angus Reserve	S						6.99																
		n/i																3.99		4.99					
		Meadow Reserve	G												4.99										
Natural Grocers	Thousand Hills	G													6.75										
No Frills	Open Acres	C			5.99																			value	
	Thousand Hills	G						19.99																	
	Standard Pride														1.99										
	n/i														3.29										
Russ's Market	n/i															2.79	2.79					3.29	85%		
	n/i	C			6.99	7.99																			
Save-a-Lot	n/i				3.79																			value	
	n/i													2.99											
Sun Mart	Open Acres	C			6.99																				
	Thousand Hills	G						19.99																	

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				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 (cont)	Sun Mart (continued)	Standard Pride													1.99										
	Super Saver	n/i													3.29										
	Target	Black Angus	C		6.98										2.27	2.77							value		
		Market Pantry										4.49		4.49		5.49		5.29		5.49					
		Simply Balanced	O													5.69									
		Laura's Lean	A															6.99							
	Thriftway Stores	n/i							7.99			2.99				2.49						3.49	80%		
Whole Foods	n/i			9.99																					
OH	Acme Fresh Mrkt	Angus	C					10.99	4.99														value		
		Acme														2.59						3.99	80%		
	ALDI	n/i											1.99												
	Buehler's	Open Acres													2.49							3.49	80%		
		Angus	C			8.99	8.99																		
		Niman Ranch	A													5.99							6.49	80%	
	Dave's Market	n/i	S	9.99		7.99					4.99												value		
	Dollar General Mrkt	n/i		8.95										2.50									3.95	80%	
	Dorothy Lane	DLM Natural	A														6.49								
	Earth Fare	n/i	G	7.99	9.99				9.99													3.99			
	Family Fare	Open Acres	C			6.99																		value	
		Thousand Hills	G						19.99																
		Standard Pride															1.99								
		n/i															3.29								
	Fishers Foods	Angus	S						7.99																
		Fisher's																							
	Food Fair	Black Canyon							5.99																
	Fresh Encounter	n/i												2.49									3.49	80%	
		Black Angus	C			5.99																		limit 2	
	Fresh Thyme	Black Angus	C						6.77	5.99															
Giant Eagle	n/i															2.29									
	n/i	C						6.99															value		
Gordon Food	n/i																3.99								
	Halpern								7.19																
Heinen's	Heinen's							12.99									5.49								

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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 Houchen's	n/i	S		7.99																	value				
	IGA SpartanNash	n/i	S																							
		Angus	C					9.99																		
	IGA Stores OH/KY	Black Angus	C		10.99																					
		n/i	C								3.99															
	Kroger Central	n/i	C	5.99							4.99													value		
		Kroger	C																							
	Kroger Cincinnati	n/i	C	5.99																					value	
		Kroger	C																							
	Kroger Columbus	n/i	C	6.99		5.77																			value	
		n/i	C											1.59												
	Kroger MidAtlantic	n/i	C		8.99																					
		Kroger	C																							
	Lucky's Market	n/i	C					8.99	3.99			3.69														
		n/i	C																							
	Marc's	Pinebrook	C											2.99										3.49	80%	
	Meijer	n/i	C																							
		Angus	C						5.99	5.99																
	Millers Markets	n/i	C						4.99																value	
		Greater Omaha	C			8.89	8.99																			
Piggly Wiggly Store	Preferred Angus	C		7.99																						
	n/i	C																								
Riesbeck's	n/i	C											1.59										3.49	80%		
	Hereford	C						5.99																value		
Ruler Foods	Kroger	C											1.99													
Save-a-Lot	n/i	C			3.79																			value		
Shop'n Save	n/i	C																								
	Star Ranch	C				8.99	8.99		6.99		3.99														value	
Sparkle Markets	n/i	C				5.99	5.99																		value	
	n/i	C																								
	Thomas Farms	O																							AU	
Sunshine Foods	n/i	C		9.99																						
	Sunshine's Own	C																								

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

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prices in \$US per pound unless otherwise noted.

**BEEF**

State	Supermarket	Brand	Key	Steaks for Grilling							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 <i>(cont)</i>	SuperValu Stores	Angus Farms n/i	C			7.99																		
	Target	Market Pantry Simply Balanced	O									4.49		4.49		5.49	2.99			5.49				
		Laura's Lean	A													5.69								
	The Fresh Market	n/i	C																					
		n/i	G																					
	Whole Foods	n/i		9.99																				
SD	Albert/Safeway	Colorado Angus	C			5.47																limit 2		
		Colorado Angus	C					6.99														value		
		n/i																						
		O Organics	O						9.99								5.99					5.99	85%	
	ALDI	n/i										1.99										value		
	AW Grocers	n/i						3.97														value		
		n/i						4.19					2.49	2.69	2.49		3.49					2.99	80%	
		n/i	C					6.99															value	
		Angus Pride	C					7.99															value	
		Dakota	O													7.99							grass	
	Buche Foods	Angus	C		9.98																			
	Coborn's	Greater Omaha																						
		Four Brothers	C						8.73															
		1881 Legendary	C						8.99															
	Family Fare	Open Acres	C			6.99																	value	
		Thousand Hills	G						19.99															
		Standard Pride															1.99							
	n/i															3.29								
Fareway	n/i														2.19	1.99								
	n/i	C																						
Hy-Vee	HV Choice Reserve	C			15.96																			
	HV True Choice	A			19.19																			
	HV Angus Reserve	S						6.99																
	n/i																							
	Meadow Reserve	G												4.99		3.99						4.99		

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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 (cont)	IGA Markets	n/i							4.99															
		Hereford	C			6.99										2.99								
	Ken's Super Fair	Demkota	C		9.99																			
		Demkota	P	11.99																				
	Lynn's Dakotamart	n/i													2.49									
		Dakotamart Pride	C						3.99															
	Maynard's	n/i													2.99									
		Angus	C						8.99						2.69									
	SuperValu Stores	Angus Farms	C			7.99																		
		n/i															2.99							
Target	Market Pantry											4.49		4.49		5.49		5.29		5.49				
	Simply Balanced	O													5.69									
Teal's Market	Laura's Lean	A															6.99							
	n/i															2.99								
	Angus Pride	C		9.99																				
WI	ALDI	n/i											1.99											
	AW Grocers	n/i							3.97													value		
		n/i							4.19					2.49	2.69	2.49		3.49				2.99	80%	
		n/i	C						6.99														value	
		Angus Pride	C						7.99														grass	
		Dakota	O													7.99								
	Cermak	Angus	C												3.99									
		Greater Omaha																						
	Coborn's	Four Brothers	C						8.73															
		1881 Legendary	C						8.99															
		Open Acres	C			6.99																	value	
		Thousand Hills	G						19.99															
	Standard Pride	n/i													1.99									
		n/i													3.29									
	Festival Foods	Legendary Beef	C						11.20															
n/i																	3.49							
Food Pride	n/i	S		7.99																				
	n/i																							
Fresh Thyme	Black Angus	C						6.77	5.99															

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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)	Gordon Food	n/i												3.99										
		Halpern							7.19															
	Great Lakes Fresh	Star Ranch	C						4.99													value		
	Hansen's IGA	Star Ranch	C			6.98																value		
	Marketplace Foods	n/i															2.68					value		
		Angus Pride	C			9.98																	value	
	Meijer	n/i													1.79									
		Angus	C						5.99	5.99					2.29	4.49								
	Nilssen's	n/i													2.59		2.99							
		Angus Pride	C			9.99					4.99													
	Pat's Food IGA	n/i															2.87							
		Angus	C							8.99	4.99													
	Pick'n Save	Black Angus	C			BOGO	BOGO																	
	Piggly Wiggly MW	Angus	C					6.99									2.69				3.99			
		Diamond Lean				5.99	3.99																	
	Quillin's	n/i															3.49	3.29						
		Chairman's Reserve								9.99														
	Save-a-Lot	n/i					3.79										2.99						value	
	Sendik's	Sendik's	C																		2.99			
	Sentry Foods	n/i	C				5.99																	
		n/i																						
	Schnuck's	Angus	C								5.99												3.49	80%
		Schnuck's															3.49							
	Verde Farms	O								14.39													grass	
Shurfine Food Cntr	Black Canyon	C				6.48	6.78																	
	n/i																2.98							
Super One Foods	Black Angus					6.96										2.69								
SuperValu Stores	Angus Farms	C				7.99																		
	n/i																							
Tadych's	Angus Pride	C				8.99																		
	Tadych's																							
	Nature Source	A								7.99												3.99	85%	

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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)	Target	Market Pantry										4.49		4.49		5.49		5.29		5.49				
		Simply Balanced	O													5.69								
		Laura's Lean	A															6.99						
	Trig's	Angus	C																					
	Whole Foods	n/i		9.99																				
Woodman's	Organic Prairie	O													6.99							grass		

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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		
<b>SOUTH CENTRAL U.S. - AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT</b>																								
AR	Albertsons Houston	n/i	C					3.99					2.49										limit 2	
		Signature Farms																			3.99			
	ALDI	n/i												1.99								3.79		
	Brookshire's	Angus	C		10.99				9.99	5.99												2.99		
		n/i	S		4.99																			
		n/i																						
	Cash Saver TC	n/i	S																			3.99	80%	
		n/i	C		8.87																		value	
		n/i																					value	
	City Market	Angus	C											2.15										
	CV's Family Foods	n/i																				2.99		
	Edwards FG	n/i												2.19										
		Angus	C		8.99																			
	Food Giant	Black Canyon																						
		n/i																					2.98	
	G&W Foods	n/i	C		11.99																		80%	
		n/i																						
	Harp's	n/i																						
		Black Angus	C																					
		National																						
		Wahlburger's																						
	Hay's Supermarket	n/i	S		6.98																			
		Angus	C		9.98																			
		Sterling Silver																						
		n/i																					2.98	
	Kroger Delta	n/i	C		8.99																		80%	
		Kroger												1.88										
		Simple Truth	A																					
	Mac's Fresh Mrkt	n/i																						
		n/i	P																					
		Angus	S		8.99																			
	Natural Grocers	Thousand Hills	G																					
																							6.75	



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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)	PW Houchen's	Black Canyon		5.99					3.99		3.79													
	Rehkopf's	n/i	S		7.99							1.99								2.99	73% value			
		n/i	C								3.29													
		n/i													2.49									
	Save-a-Lot	n/i				3.79									2.99							value		
	Shoppers Value	n/i				3.98									2.98									
		Chairman's Reserve							9.98	5.98														
	Super 1 Foods	n/i	S		4.97																		value	
		n/i	S		5.97							1.97											limit 2	
		n/i													3.47									
	Target	Market Pantry											4.49		4.49		5.49		5.29		5.49			
		Simply Balanced	O														5.69							
	Laura's Lean	A															6.99							
TC Grocery	n/i	S			6.99				6.79															
	n/i													2.99										
The Fresh Market	n/i	C							12.99															
	n/i	G														5.99								
Whole Foods	n/i			9.99																				
AZ	Albertsons SW	n/i	C	4.97		4.97		4.97	6.99													value		
		n/i															2.97							
	AW Grocers	n/i							4.19				2.49				3.49							
		n/i	C						7.99															
	Basha's	n/i	C			4.77		5.27													2.97	limit 2		
		n/i													1.97							80%		
	Clark's Market	n/i		6.99		5.99																		
	El Super	n/i											1.99											
	Food City	n/i				3.77							1.77									value		
	Fry's	n/i	C	4.77																		value		
		Simple Truth	O														6.49						grass	
		Kroger														3.49								
IGA Arizona	n/i	C							2.99															
	n/i												3.49											
Los Altos	n/i				3.99								1.99											

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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 <i>(cont)</i>	Lowe's Market	n/i						4.87																
	Natural Grocers	Thousand Hills	G												6.75									
	Safeway SW	n/i	C	5.77		5.77		5.77	7.99	6.99												value		
	Smith's	n/i	C			6.77										3.47							value	
		Simple Truth	O												5.99									
	Sprout's Market	Private Selection	O												3.99									
		Laura's Lean	A															5.99					limit 4	
	Target	n/i	C			11.99			6.99															
		Market Pantry	O										4.49		4.49			3.49				5.49		
Whole Foods	Simply Balanced	O														5.49					5.29	5.49		
	Laura's Lean	A														5.69						6.99		
	Whole Foods	n/i		9.99																				
CO	Affiliated Foods	n/i						4.99					2.49	1.99									value	
	Albert/Safeway	n/i						3.97															limit 2	
		Colorado Angus	C			5.47																		value
	Albert/Safe Mntn	Colorado Angus	C					6.99																value
		n/i	O							9.99								5.99					5.99	85%
	Associated Foods	Double R Ranch	C	5.67	8.99					7.99	4.99													limit 2
		n/i	C															2.99						
	AW Grocers	Angus	C						7.99		3.49												3.99	
		n/i	C						3.97															value
	Clark's Market	n/i	C						4.19					2.49	2.69	2.49		3.49					2.99	80%
		n/i	C						6.99															value
		Angus Pride	C						7.99															grass
	King Soopers	Dakota	O													7.99								
		n/i	C		6.99		5.99																	3.97
	Lowe's Market	n/i	A						4.97															value
Laura's Lean		A																					5.99	
	Whole Foods	n/i						4.87																

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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 <i>(cont)</i>	Lucky's Market	n/i	C					8.99	3.99		3.69													
	Natural Grocers	Thousand Hills	G													2.99								
	Ridley's	n/i		5.99				4.99										2.99						
		Hereford	C					7.99			BOGO													
	Save-a-Lot	n/i				3.79									2.99							value		
	Sprout's Market	n/i	C					6.99														limit 4		
		n/i															3.49							
	Target	Market Pantry											4.49		4.49		5.49		5.29		5.49			
	Simply Balanced	O														5.69								
	Laura's Lean	A																6.99						
	Whole Foods	n/i		9.99																				
KS	Affiliated Foods	n/i						4.99					2.49	1.99										
		n/i						3.97														value		
	ALDI	n/i												1.99										
	Apple Markets	n/i									2.99				2.79						3.49	80%		
		Angus	C							4.99													value	
	AW Grocers	n/i						3.97														value		
		n/i						4.19						2.49	2.69	2.49		3.49			2.99	80%		
		n/i	C					6.99															value	
		Angus Pride	C					7.99															value	
		Dakota	O														7.99						grass	
	Brothers Market	n/i														2.49								
		n/i	C						11.99													3.99	80%	
	Country Mart	n/i																					value	
		n/i																					80%	
	CV's Family Foods	n/i															2.99						value	
	Dillon's	n/i	C		5.99				5.99															
	Kroger															2.99								
Food Pride	n/i																					2.99		
	Angus Pride	C							4.99															
G&W Foods	n/i	C																						
	n/i																							

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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 <i>(cont)</i>	Harp's	n/i																						
		Black Angus	C						12.00							3.48						3.98	80%	
		National Wahlburger's										2.99												
	Hen House	n/i																						
		Hereford	C								4.59													
	Hy-Vee	HV Choice Reserve	C																					
		HV True Choice	A																					
		HV Angus Reserve	S																					
		n/i																						
		Meadow Reserve	G												4.99									
	Lowe's Market	n/i																						
	Natural Grocers	Thousand Hills	G																					
	Price Chopper	KC Pride																						
	Pyramid Foods	Midwest Reserve	C		7.99																		value	
		Midwest Reserve	C		8.49																			
		Midwest Reserve															2.99	2.69					3.69	80%
		Meyer Natural	A																					
	Save-a-Lot	n/i					3.79																value	
	Sprout's Market	n/i	C				11.99																limit 4	
		n/i																						
	Sun Fresh	n/i					7.99																value	
	n/i																							
Target	Market Pantry																							
	Simply Balanced	O																						
	Laura's Lean	A																						
Thriftway Stores	n/i																							
Whole Foods	n/i																							
Woods Supermarket	n/i																							
	n/i	C																				value		
LA	AG Baton Rouge	n/i	S																					
		n/i	C																					

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**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)	Albertsons Houston	n/i	C					3.99				2.49										limit 2		
		Signature Farms																						
	Breaux Mart	Angus	C						6.99															
		n/i	S		6.99																			
	Brookshire's	Angus	C		10.99				9.99	5.99		3.99												
		n/i	S		4.99																			
		n/i																					3.99	
	Brookshire Bros.	n/i	S			4.99																	limit 2	
	Dollar General Mkt	n/i			8.95									2.50									3.95	
	Kroger Texas	n/i	C		4.97				4.97														value	
		Laura's Lean	A																					
	Mac's Fresh Mkt	n/i																						
		n/i	P							6.99														
		Angus	S		8.99																			
	Market Basket	MB Premium	S						4.97		2.47													
	Ramey's	Black Angus			6.98																			
	Rouse's Market	n/i																						
		n/i	S		5.99																		value	
		n/i	C																					
	Save-a-Lot	n/i					3.79																value	
Shopper Value	n/i												1.98											
Spring Markets	n/i					6.99																		
Super 1 Foods	n/i	S		4.97																		value		
	n/i	S		5.97								1.97										limit 2		
	n/i																							
Target	Market Pantry												4.49		3.47									
	Simply Balanced	O													4.49		5.49					5.49		
	Laura's Lean	A															5.69							
The Fresh Market	n/i	C						12.99																
	n/i	G																						
Whole Foods	n/i			9.99																				

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**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)	Winn-Dixie	WD Brand n/i	C		7.99			7.99	5.99	4.49						3.99							value value	
MO	ALDI	n/i										1.99												
	Apple Markets	n/i							4.99						2.79						3.49	80%		
	AW Grocers	n/i	C					6.99						2.69	2.49		3.49							
		Angus Pride	C					7.99														value		
	Brothers Market	n/i													2.49									
		n/i	C																		3.99	80%		
	C&R Supermarket	n/i													1.98									
	Cash Saver TC	n/i	S			5.37																value		
		n/i	C			8.87																value		
		n/i											2.15											
	County Market NFI	n/i											1.88											
		Angus	C			12.99	10.99																	
	Country Mart	n/i				7.99																value		
		n/i													2.99							3.49		
	Food Giant	Black Canyon				5.98																		
		n/i																				2.98		
	Fresh Thyme	Black Angus	C					6.77	5.99															
	Gerbe's	n/i	C	5.99				5.99														value		
		Kroger													2.99									
	Gordon Food	n/i												3.99										
		Halpern							7.19															
	G&W Foods	n/i	C			11.99		7.99														3.99		
		n/i																						
	Harp's	n/i													3.19									
		n/i													3.48							3.98		
		Black Angus	C					12.00																
		National											2.99											
		Wahlburger's															6.99							
	Harter House	n/i	P						6.99															
	Hay's Supermarket	n/i	S			6.98																		
		Angus	C	9.98																				

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

**Labor 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)	Hay's Supermarket (continued)	Sterling Silver n/i				7.98																2.98	80%		
	Hen House	n/i																							
		Hereford	C								4.59														
	Hy-Vee	HV Choice Reserve	C			15.96																			
		HV True Choice	A			19.19																			
		HV Angus Reserve	S						6.99																
		n/i																							
		Meadow Reserve	G												4.99										
	IGA Stores IL/IN	n/i								4.88													3.79	85% value	
	Kroger Central	n/i	C		5.99							4.99													
		Kroger																							
	Kroger Delta	n/i	C				8.99																		
		Kroger																							
		Simple Truth	A																						
	Lucky's Market	n/i	C																						
		n/i																							
	Moser's	n/i					6.99																	3.49	80%
	Natural Grocers	Thousand Hills	G																						
	Prenger Foods	n/i																						3.49	80% value
		n/i					7.99	4.99																	
	Price Chopper	KC Pride																							
	Pyramid Foods	Midwest Reserve	C		7.99																				value
		Midwest Reserve	C		8.49																				
		Midwest Reserve																							
		Midwest Reserve																							
		Meyer Natural	A																						
	Ruler Foods	Kroger																							
	Save-a-Lot	n/i																							value
Schnuck's	Angus	C																							
	Schnuck's																								
	Verde Farms	O																							
Sprout's Market	n/i	C				11.99																		grass limit 4	
	n/i																								

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**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)	Sun Fresh	n/i			7.99										2.49							3.49	value	
	Target	n/i									2.98												80%	
		Market Pantry										4.49		4.49		5.49		5.29		5.49				
		Simply Balanced	O													5.69								
		Laura's Lean	A															6.99						
		TC Grocery	n/i	S		6.99			6.79															
		TC Markets	n/i							4.99					2.99		2.29							
		Thriftway Stores	n/i	C					7.99							2.49						3.49	80%	
	Whole Foods	n/i		9.99							2.99													
	Woods Supermarket	n/i													2.79									
		n/i	C		9.99																		value	
NM	Affiliated Foods	n/i						4.99					2.49	1.99									value	
		n/i						3.97															value	
	Albertsons SW	n/i	C	4.97		4.97		4.97	6.99														value	
		n/i																2.97						
	Albert/Safeway	Colorado Angus	C			5.47																	limit 2	
		Colorado Angus	C					6.99															value	
		n/i								9.99														
	Basha's	O Organics	O													5.99						5.99	85%	
		n/i	C			4.77	5.27																limit 2	
		n/i													1.97								2.97	80%
	El Super	n/i												1.99										
	John Brooks	n/i							5.99				2.49	1.99										
		n/i							4.99															value
	King Soopers	n/i																					3.97	
	n/i	C						4.97															value	
	Laura's Lean	A																						
Lowe's Market	n/i								4.87															
Natural Grocers	Thousand Hills	G														6.75								
Smith's	n/i	C																						value
	Simple Truth	O															5.99							
	Private Selection																							
	Laura's Lean	A																						



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**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			
NM (cont)	Sprout's Market	n/i	C		11.99				6.99													limit 4			
	Target	n/i										4.49		4.49			3.49								
		Market Pantry	O														5.49			5.29		5.49			
		Simply Balanced	A														5.69			6.99					
	Whole Foods	n/i		9.99																					
OK	Affiliated Foods	n/i						4.99				2.49	1.99									value			
		n/i						3.97																	
	ALDI	n/i											1.99												
	AW Grocers	n/i												2.69	2.49		3.49								
		n/i	C						6.99														value		
		Angus Pride	C						7.99															value	
	Buy for Le\$\$	Chairman's Reserve	C						6.99															value	
	Country Mart	n/i						7.99																value	
		n/i										2.99											3.49	80%	
	CV's Family Foods	n/i																						value	
	Dollar General Mkt	n/i			8.95									2.50									3.95	80%	
	HAC, Inc.	Angus	C			10.99																			
		n/i																							
	Harp's	n/i																					3.98	80%	
		Black Angus	C						12.00																
		National																							
		Wahlburger's																							
La Michoacana	n/i				3.77																				
Market Square	n/i							4.99				2.59	2.19												
	n/i							3.97															value		
	Dakota	O																					7.99	grass	
Morelos	n/i			3.99																					
Natural Grocers	Thousand Hills	G																					6.75		
Pyramid Foods	Midwest Reserve	C		7.99				9.99	5.99															value	
	Midwest Reserve	C		8.49																					
	Midwest Reserve													2.99	2.69								3.69	80%	
	Meyer Natural	A							9.99																

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BEEF**

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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)	Reasor's	Angus	C					7.98			2.98				2.58							value		
		Angus	P						5.98															
		n/i													3.24									
	Rehkopf's	n/i	S		7.99																		value	
		n/i	C								3.29													
		n/i													2.49									
	Save-a-Lot	n/i				3.79									2.99									value
	Shoppers Value	n/i				3.98									2.98									
		Chairman's Reserve							9.98	5.98														
	Sprout's Market	n/i	C		11.99				6.99															limit 4
		n/i														3.49								
	Target	Market Pantry											4.49		4.49			5.49		5.29		5.49		
	Simply Balanced	O															5.69							
	Laura's Lean	A																6.99						
The Fresh Market	n/i	C						12.99																
	n/i	G													5.99									
Warehouse Market	n/i				4.99						3.29		1.99											
Whole Foods	n/i			9.99																				
Williams Foods	n/i					5.99									2.59								value	
	n/i	C									3.99													
TX	Affiliated Foods	n/i						4.99					2.49	1.99										
		n/i						3.97																value
	AG Baton Rouge	n/i	S		6.99						2.99				2.49									
		n/i	C		8.99																			
	Albertsons Houston	n/i	C					3.99				2.49												limit 2
		Signature Farms																	3.99					
		n/i													3.79									
	ALDI	n/i											1.99											
	Arlan's Market	Angus	C			4.99																		
	Brookshire's	Angus	C		10.99				9.99	5.99		3.99			2.99									
	n/i	S		4.99																				
	n/i																							
Brookshire Bros.	n/i	S			4.99																	3.99	80% limit 2	
Cash Saver TX	n/i												2.19											

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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)	Central Market	Angus	C					12.99																
	David's	n/i	S			4.99																limit 2		
	Diamond IGA	n/i			6.99						2.49				2.99							value		
	El Ahorro	n/i				3.77																value		
	El Rancho	n/i				2.98																value		
	El Rio Grande	n/i				3.99																value		
	El Super	n/i											1.99									value		
	Fiesta Mart	n/i		4.99		3.97							2.28										value	
	Food Town	n/i				4.99											3.99						value	
	Kobe															3.99							value	
	Foodarama	n/i				3.99							2.99										value	
	G.E. Foodland	n/i			3.98								1.98										value	
	HAC, Inc.	Angus	C			10.99																	value	
	n/i															2.99							value	
	H-E-B	n/i	S		4.47																		limit 2	
	n/i	H-E-B	P																				value	
	Junior's	n/i					5.99																value	
	Kroger Texas	n/i	C		4.97				4.97														value	
	n/i	Laura's Lean	A																				value	
	La Fiesta	n/i				3.97																	value	
La Michoacana	n/i				3.77																	value		
Lawrence Bros.	n/i															2.49						value		
Lowe's Market	n/i							4.87														value		
Malone's	n/i												1.79									value		
Market Basket	MB Premium	S						4.97		2.47												value		
Market Square	n/i							4.99					2.59	2.19								value		
n/i								3.97														value		
n/i	Dakota	O															7.99					grass		
Natural Grocers	Thousand Hills	G															6.75					grass		
Porter's Grocery	n/i							4.99					2.49	1.99								value		
n/i								3.97														value		
Randall's	n/i	C						3.99														limit 2		
n/i		C											2.49									limit 2		

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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)	Randall's (continued)	Signature Farms n/i																							
	Rehkopf's	n/i	S		7.99																		value		
		n/i	C								3.29														
		n/i																							
	Save-a-Lot	n/i				3.79																	value		
	Sellers Bros.	n/i																							
	Spring Markets	n/i																							
	Sprout's Market	n/i	C																					limit 4	
		n/i																							
	Super 1 Foods	n/i	S		4.97																			value	
		n/i	S		5.97																			limit 2	
		n/i																							
	Target	Market Pantry											4.49												
		Simply Balanced	O																						
		Laura's Lean	A																						
Tom Thumb	n/i	C																							
	Signature Farms																								
	n/i																								
United Supermarket	Rancher's Reserve	C		5.97		5.97																		value	
	Open Nature	A																							
	n/i																								
Vista Markets	Hereford	C																							
Whole Foods	n/i			9.99																					
UT	Albertsons SW	n/i	C	4.97		4.97		4.97	6.99															value	
		n/i																							
	Albert/Safe Mntn	Double R Ranch	C	5.67	8.99					7.99	4.99													limit 2	
		n/i																							
	Associated Foods	Angus	C							7.99	3.49														
		n/i								4.99															
Clark's Market	n/i			6.99		5.99																			
Fresh Market	Angus	C							7.99	6.99															
	n/i								4.99																

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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)	Harmon's	Double R Ranch	C					7.99																
		n/i		12.99																				
	King Soopers	n/i																						
		n/i	C					4.97															value	
		Laura's Lean	A																					
	Natural Grocers	Thousand Hills	G													6.75								
	Ream's	n/i								2.89														
	Ridley's	n/i		5.99					4.99															
		Hereford	C						7.99		BOGO													
	Smart Foodservice	IBP										2.77												
	Smith's	n/i	C		6.77																			value
		Simple Truth	O														5.99							
		Private Selection														3.99								
		Laura's Lean	A																					
	Sprout's Market	n/i	C		11.99				6.99															limit 4
		n/i															3.49							
	Stokes Market	Angus	C						7.99		3.49													
	Target	Market Pantry											4.49		4.49		5.49		5.29		5.49			
	Simply Balanced	O														5.69								
	Laura's Lean	A																						
Whole Foods	n/i			9.99																				

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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		
<b>SOUTHWESTERN U.S. - CA, HI, NV</b>																								
CA	Albert/Vons	n/i	C	4.77																		limit 2		
		n/i	C			8.99		8.99																
		n/i																						
		Signature Farms															2.77							
		Open Nature	G		14.99																			
	ALDI	n/i											1.99											
	Andronico's	Andronico's														4.99								
		SunFed Ranch	G					15.99																
	Baja Ranch	n/i											1.99							4.99				
	Big Saver	n/i				2.99	3.99								3.49							value		
	Bristol Farms	n/i	C					15.99																
		n/i	P					19.99																
		Wagyu	G					21.99																
	Cardenas	n/i				3.99														3.49				
	Dollar General Mkt	n/i		8.95									2.50								3.95	80%		
	El Super	n/i											1.99											
	Food 4 Less	n/i		6.99																				
	Foodland IGA	n/i														2.99								
	Gelson's Market	Angus	P					19.99																
	Grocery Outlet	Thomas Farms	G																		4.39	85%		
	Holiday Market	n/i															4.44							
	Jons Marketplace	n/i				2.99												2.99						
		n/i	C					7.99																
	K.V. Mart	n/i				3.99												3.99						
	La Perla	n/i														2.99								
	La Superior	n/i														2.99								
	Lucky	Angus	C	12.99				10.99	9.99															
		n/i		5.77																3.99		value		
		Spring Crossing	O															5.99				AU		
		Spring Crossing	O																		5.99	85%		
	Lunardi's	n/i	C	14.99				15.99	8.99															
		Lunardi's														4.99					4.39	80%		
	Mar-Val Foods	n/i	C	10.99					5.99															

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BEEF**

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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)	Mollie Stone's	n/i	C		15.99	9.59	9.99																	
	Murphy's Market	Humboldt	G											4.99			7.39							
	New Leaf Markets	Oregon Country	A														5.99							
	New Seasons	Oregon Country	A														5.99							
	Northgate	n/i				4.99	4.99										5.49							
	Nugget Markets	Angus	C							10.99								4.99						
		Piedmontese	A		11.99																	6.99	85%	
		SunFed Ranch	G							16.99														
	Pavilion's	n/i														2.77								
		n/i	C		9.99		9.99				4.99	4.99											value	
	Snake River Farms	Harris Ranch	C						5.97		5.99												Wagyu	
		n/i	C		4.99																		grass	
	Simple Truth	Laura's Lean	O														6.99							
	Laura's Lean		A															6.99						
	Ranch San Miguel	n/i											2.48											
	Ray's Food Place	Angus	C							6.77	5.99												value	
		n/i																3.99			3.77			
		Snake River Farms				19.99					12.99												Wagyu	
	Meyer Natural	A							9.99															
	Rio Ranch	n/i																3.69						
	R-N Markets	n/i	C							7.99														
	R-Ranch Market	n/i															2.99							
	Harris Ranch				6.99		6.99	6.99																
n/i		C		5.77				5.00			BOGO					2.99						value		
Open Nature		G						11.99																
SunFed		G															7.49							
Laura's Lean		A															5.00							
Save Mart	Angus 43	C			6.99				6.99													value		
	Spring Crossing	O															5.99					AU		
	Spring Crossing	O																			5.99	85%		
n/i																3.99								

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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)	Select Markets	St. Helens	C						3.98													limit 4		
		n/i	C											2.98										
	SK Super King	n/i	C																					
	Smart Foodservice	IBP	C																					
	Sprout's Market	n/i	C		11.99				6.99															
		n/i	C																					
	Stater Bros.	n/i	C	5.99					5.99															
		Stater Bros.	C											2.99		3.33								
	Super A Foods	Harris Ranch	C		5.99																			
	Superior Grocers	n/i	C		4.99		3.99											3.59						
Target	Market Pantry	C										4.49		4.49					5.49		5.49			
	Simply Balanced	O																						
	Laura's Lean	A																			6.99			
Vallarta	n/i	C			4.99		4.99														4.49			
Whole Foods	n/i	C		9.99																				
HI	ChoiceMART	n/i	C						10.49															
		Big Island	G																					
	Don Quijote	n/i	C		10.79																	value		
		n/i	C		10.99					6.29													value	
	Foodland	Angus	C		8.99																			
		n/i	C																			4.49		
	Island Grocery	Angus	C							6.99														
	KTA Super Stores	n/i	C		8.99																	value		
		Mountain Apple	C																				3.99	
	Tamura's	n/i	C																					
	n/i	C				10.79	10.79		5.79		4.19													
Target	Market Pantry	C																						
	Simply Balanced	O																				grass		
	Laura's Lean	A																						
Times Supermarket	n/i	C		7.99					8.99															
Whole Foods	n/i	C		9.99																				
NV	Albertsons SW	n/i	C	4.97		4.97		4.97	6.99													value		
		n/i	C																					
Associated Foods	Angus	C						7.99		3.49														



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**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	
NV (cont)	Cardenas	n/i				3.99																		
	Dollar General Mkt	n/i		8.95									2.50									3.95	80%	
	El Super	n/i											1.99											
	Grocery Outlet	Thomas Farms	G																			4.39	85%	
	K.V. Mart	n/i				3.99																		
	Marketon	n/i																						
		n/i	C						5.99															
	Natural Grocers	Thousand Hills	G														6.75							
	Raley's	Harris Ranch	C					5.97		5.99														
	Ridley's	n/i			5.99																			
		Hereford	C																					
	Safeway NorCal	n/i															2.99							
		n/i	C		5.77				5.00															value
		Open Nature	G																					
		SunFed	G															7.49						
		Laura's Lean	A															5.00						
	Save Mart	Angus 43	C			6.99																		value
		Spring Crossing	O																5.99					AU
		Spring Crossing	O																				5.99	85%
		n/i																						
	Smart Foodservice	IBP											2.77											
	Smith's	n/i	C			6.77																		value
		Simple Truth	O																5.99					
	Private Selection																3.99							
	Laura's Lean	A																				5.99		
Sprout's Market	n/i	C			11.99																		limit 4	
	n/i																							
Target	Market Pantry												4.49		4.49									
	Simply Balanced	O																5.49				5.49		
	Laura's Lean	A																						
Whole Foods	n/i			9.99																				

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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		
<b>NORTHWESTERN U.S. - AK,ID,MT,OR,WA,WY</b>																								
AK	Alaska Commercial	Blackwell Angus						7.99							3.99							value		
	Alaskan & Proud	n/i		6.98					5.49							3.48				4.98				
	Carrs/Safeway	n/i	C	6.99	9.99	6.99		6.99													4.99	4.99	value	
		n/i	G																			4.99	4.99	85%
		n/i	O																		5.99		5.99	5.00
		O Organics	O																		7.49			
		Laura's Lean	A																			5.00		
		SunFed Ranch	G																		5.00			
	Fred Meyer	n/i	C					6.99	3.99												6.99			
		Simple Truth	O																					
		Private Selection				10.99																	5.99	
	IGA Alaska	St. Helen's	C				7.49			5.49														value
Meyers Group IGA	St. Helen's	C				7.49			5.49														value	
	Snake River Farms	A			19.99				12.99														value	
Northwest Grocers	n/i	C						8.99	5.99														Wagyu	
	n/i																							
Three Bears	n/i					4.99	4.99								3.49									
ID	Albert/Safe Mntn	Double R Ranch	C	5.67	8.99				7.99	4.99													limit 2	
		n/i																		2.99				
	Associated Foods	Angus	C					7.99		3.49												3.99		
	Family Foods	St. Helen's	C	6.99																				
		n/i																			2.99			
	Fred Meyer	n/i	C					5.99	3.99															
		n/i													1.88									
		Private Selection				9.99																	4.99	
	Grocery Outlet	Thomas Farms	G																				4.39	85%
	Harvest Foods	Premium Angus	C	7.98		7.98					4.98				2.98									
	IGA Markets	n/i								4.99											2.99			
		Hereford	C			6.99																		
Natural Grocers	Thousand Hills	G												6.75										
Ridley's	n/i		5.99					4.99														2.99		
	Hereford	C						7.99		BOGO														

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**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)	Rosauer's	Premium Angus	C					5.99																
		Painted Hills	A							3.99														
	Smart Foodservice	IBP	C								2.77												value	
	Smith's	n/i	C		6.77																			
		Simple Truth	O														5.99							
		Private Selection														3.99								
		Laura's Lean	A																					
	Stokes Market	Angus	C					7.99		3.49														
	Super 1 Foods	Premium Angus	C					5.98	3.98															value
		Meyer Natural	A						5.98															
		n/i																2.78						
	Target	Market Pantry											4.49		4.49		5.49				5.29	5.49		
		Simply Balanced	O														5.69							
	Laura's Lean	A																		6.99				
Whole Foods	n/i			9.99																				
Yoke's Fresh Mrkt	Hereford	C			5.99																			
	Snake River Farms								6.99								4.99						Wagyu	
MT	Albert/Safe Mntn	Double R Ranch	C	5.67	8.99				7.99	4.99													limit 2	
		n/i															2.99							
	Associated Foods	Angus	C					7.99		3.49											3.99			
		n/i						4.99													2.99			
	Family Foods	St. Helen's	C	6.99																				
		n/i																			2.99			
	Harvest Foods	Premium Angus	C	7.98		7.98					4.98				2.98									
	IGA Markets	n/i								4.99							2.99							
		Hereford	C			6.99																		
	Lucky's Market	n/i	C					8.99	3.99			3.69												
		n/i																			2.99			
	Natural Grocers	Thousand Hills	G														6.75							
	Reynold's	Angus	C					7.99			3.99											3.49		
Rosauer's	Premium Angus	C					5.99																	
	Painted Hills	A								3.99														
Smart Foodservice	IBP										2.77													

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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
MT (cont)	Smith's	n/i	C		6.77																value		
		Simple Truth	O												5.99								
		Private Selection												3.99									
		Laura's Lean	A															5.99					
	Stokes Market	Angus	C					7.99		3.49								3.49					
	Super 1 Foods	Premium Angus	C					5.98	3.98													value	
		Meyer Natural	A						5.98														
		n/i															2.78						
	SuperValu Stores	Angus Farms	C			7.99																	
		n/i															2.99						
Target	Market Pantry											4.49	4.49	5.49			5.29		5.49				
	Simply Balanced	O												5.69									
	Laura's Lean	A															6.99						
	Three Bears	n/i			4.99	4.99																	
OR	Albert/Safeway NW	n/i	C	6.77	8.99	6.77		6.77										3.99	3.99			value	
		n/i																					
		n/i	G												4.99				4.99				
		O Organics	O												6.49								
	Associated Foods	Angus	C					7.99		3.49									3.99				
	CenterPlace Marke	St. Helen's	C					6.98														value	
		n/i													3.98								
	Family Foods	St. Helen's	C	6.99																			
		n/i															2.99						
	Fred Meyer	n/i	C					5.99	3.99														
		n/i													1.88								
		Private Selection				9.99														4.99			
	Grocery Outlet	Thomas Farms	G																		4.39	85%	
	Harvest Foods	Premium Angus	C	7.98		7.98					4.98				2.98								
	IGA Markets	n/i															2.99						
	Hereford	C			6.99																		
IGA Market Fresh	St. Helen's			6.98																		value	
	n/i													2.98									
Market of Choice	Painted Hills	A															4.99						

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**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	McKay's Market	n/i				3.99																value		
		n/i													2.29									
		n/i	C								3.79													
	Meyers Group IGA	Snake River Farms	A		19.99					12.99													Wagyu	
		St. Helens	C			7.99				4.99													value	
	Natural Grocers	Thousand Hills	G													6.75								
	New Seasons	Oregon Country	A													5.99								
	Quality Food Cntr	Angus	C																		3.99			
		Simple Truth	A													3.99								
	Ray's Food Place	Angus	C						6.77	5.99													value	
		n/i																3.99				3.77		
		Snake River Farms			19.99						12.99													Wagyu
		Meyer Natural	A							9.99														
	Red Apple	St. Helens	C							6.98														value
		n/i														3.98								
	Rosauer's	Premium Angus	C							5.99														
		Painted Hills	A									3.99												
	Roth's	Painted Hills	G			15.99					14.99													
		Double R Ranch															2.99							
	Select Markets	St. Helens	C								3.98													
	n/i																							
Smart Foodservice	IBP											2.77				2.98								
Target	Market Pantry												4.49		4.49		5.49		5.29		5.49			
	Simply Balanced	O															5.69							
	Laura's Lean	A																	6.99					
Thriftway of OR	St. Helens	C							7.99	4.99													value	
	n/i															2.99								
Whole Foods	n/i			9.99																				
WA	Albert/Safeway NW	n/i	C	6.77	8.99	6.77		6.77															value	
		n/i																			3.99	3.99		
		n/i	G													4.99						4.99		
		O Organics	O													6.49								
	CenterPlace Marke	St. Helen's	C						6.98															value
	n/i															3.98								

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BEEF

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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)	Family Foods	St. Helen's	C	6.99																				
		n/i															2.99							
	Fred Meyer	n/i	C					5.99	3.99															
		n/i												1.88										
		Private Selection				9.99														4.99				
	Grocery Outlet	Thomas Farms	G																		4.39	85%		
	Haggen's	Angus	P						6.99															
		Double R Ranch													2.99									
	Harvest Foods	Premium Angus	C	7.98		7.98					4.98				2.98									
	IGA Markets	n/i															2.99							
		Hereford	C			6.99																		
	IGA Market Fresh	St. Helen's		6.98																		value		
		n/i													2.98									
	Metropolitan	n/i	A	15.99	18.99												4.99							
	Meyers Group IGA	Snake River Farms	A		19.99																			
		St. Helens	C			7.99																		
	Natural Grocers	Thousand Hills	G														6.75							
	PCC Natural	Oregon Country	A	16.99																				
	Quality Food Cntr	Angus	C																		3.99			
		Simple Truth	A													3.99								
Rosauer's	Premium Angus	C						5.99																
	Painted Hills	A								3.99														
Saars Market	n/i		3.99											1.99										
Select Markets	St. Helens	C																						
	n/i															2.98								
Smart Foodservice	IBP											2.77												
Smith's	n/i	C		6.77																				
	Simple Truth	O														5.99								
	Private Selection														3.99									
	Laura's Lean	A																5.99						
Sprout's Market	n/i	C		11.99					6.99															
	n/i															3.49								

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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)	Super 1 Foods	Premium Angus	C					5.98	3.98													value		
		Meyer Natural	A						5.98															
	Target	Market Pantry										4.49		4.49			2.78							
		Simply Balanced	O														5.49							
	The Markets	Laura's Lean	A														5.69							
		Black Angus							4.95										6.99				limit 2	
		Black Angus			5.95																		limit 1	
	Thriftway	Painted Hills	A			11.99			6.99		3.98			2.95		3.48								
	Thriftway of OR	St. Helens	C						7.99	4.99													value	
	Town & Country	n/i																						
		Oregon Country Angus	A C						15.99									5.49						
	Whole Foods	n/i							9.99															
Yoke's Fresh Mrkt	Hereford	C			5.99												2.69							
	Snake River Farms								6.99								4.99						Wagyu	
WY	Albert/Safeway	Colorado Angus	C			5.47																	limit 2	
		Colorado Angus	C					6.99																value
		n/i																	3.67					
	Albert/Safe Mntn	O Organics	O						9.99								5.99						5.99	85%
		Double R Ranch	C	5.67	8.99				7.99	4.99														limit 2
	Associated Foods	n/i																						
		Angus	C						7.99	3.49														
	Associated Foods	Angus	C					7.99	3.49															
	AW Grocers	n/i							3.97															value
		n/i							4.19					2.49	2.69	2.49		3.49					2.99	80%
		n/i	C						6.99															
	Food Pride	Angus Pride	C						7.99															value
Dakota		O														7.99							grass	
n/i		S		7.99																				
IGA Markets	n/i								4.99															
	Hereford	C			6.99												2.99							

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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)	King Soopers	n/i																						
		n/i	C				4.97																value	
		Laura's Lean	A																					
	Lucky's Market	n/i	C					8.99	3.99															
		n/i																2.99						
	Natural Grocers	Thousand Hills	G														6.75							
	Ridley's	n/i		5.99				4.99												2.99				
		Hereford	C					7.99			BOGO													
Target	Market Pantry										4.49		4.49		5.49		5.29		5.49					
	Simply Balanced	O													5.69									
	Laura's Lean	A																						



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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						
<b>NORTHEASTERN U.S. - CT,DC,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT</b>																						
CT	ACME Markets	Open Nature	A	AU								8.99		4.99	4.99	14.99						
	Adams Market	n/i										10.00										
	Best Market	n/i	C	US										5.77	5.97							
	Cherry Valley	n/i												5.99	5.99							
	C-Town	n/i	C	US						8.99												
	Fairway Market	Cedar Springs	C	US						8.99												
	IGA New England	n/i								7.99		13.99										
	King's Markets	n/i	C	US								16.99	29.99				29.99			8.99		
	Price Chopper	Chiapetti																		6.99		
	ShopRite	Nature Reserve	A	AU													10.99					
	Stew Leonard's	Stew's Naked	A									6.99										
Stop & Shop	Stop & Shop	C	US						5.99													
DC	(not tested)																					
DE	ACME Markets	Open Nature	A	AU								8.99		4.99	4.99	14.99						
	ShopRite	Nature Reserve	A	AU												10.99						
	ShurSave Market	n/i														8.99						
MA	Adams Market	n/i										10.00										
	C-Town	n/i	C	US						8.99												
	McKinnon's	n/i												5.49								
	Price Chopper	Chiapetti																		6.99		
	Roche Bros.	Shepherd's Pride	C	US										6.99	6.99							
	Stop & Shop	Stop & Shop	C	US						5.99												
	Wegman's	Wegman's	A	AU						14.29		15.29	20.99	10.29		23.99		16.79	7.29	7.99		
	Wegman's	A					6.79		7.29								22.99					
MD	ACME Markets	Open Nature	A	AU								8.99		4.99	4.99	14.99						
	ACME Markets	Open Nature	A	AU								8.99		4.99	4.99	14.99						
	Graul's Market	n/i	C	US			8.99			9.99	9.99											
	ShopRite	Nature Reserve	A	AU												10.99						
	ShurSave Market	n/i														8.99						
	Wegman's	Wegman's	A	AU						14.29		15.29	20.99	10.29		23.99		16.79	7.29	7.99		
	Wegman's	A					6.79		7.29								22.99					

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

Labor Day 2019  
LAMB

prices in \$US per pound unless otherwise noted.

State	Supermarket	Label	Key	Origin	Leg Roasts						Chops ( <i>bone-in</i> )				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						
ME	(not tested)																					
NH	McKinnon's Price Chopper	n/i Chiapetti											5.49							6.99		
NJ	ACME Markets Best Market C-Town Fairway Market King's Markets ShopRite Stop & Shop Supremo Foods Uncle Giuseppe's Wegman's	Open Nature n/i n/i Cedar Springs n/i Nature Reserve Stop & Shop n/i n/i Wegman's Wegman's	A C C C C A C C C A A	AU US US US US AU US US US AU AU																		
												8.99		4.99	4.99	14.99						
														5.77	5.97							
								8.99														
								8.99														
												16.99	29.99			29.99					8.99	
																10.99						
														4.99								
												10.99										
								14.29				15.29	20.99	10.29		23.99		16.79	7.29		7.99	
							6.79											22.99				
NY	ACME Markets Best Market Cherry Valley C-Town DeCiccio Family DeCiccio & Sons Fairway Market IGA New England King's Markets North Shore Farms Peck's Market Price Chopper ShopRite Stew Leonard's Stop & Shop Uncle Giuseppe's Wegman's	Open Nature n/i n/i n/i n/i n/i Cedar Springs n/i n/i n/i n/i Chiapetti Nature Reserve Stew's Naked Stop & Shop n/i Wegman's Wegman's	A C C C C C C C C C C A A C C A A	AU US US US US US US US US US US AU AU US US US AU AU																		
														5.99								
														10.99								
														14.29		23.99		16.79	7.29		7.99	
							6.79							7.29				22.99				

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

**Labor 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						
PA	ACME Markets	Open Nature	A	AU								8.99		4.99	4.99	14.99						
	C-Town	n/i	C	US						8.99												
	Price Chopper	Chiapetti																		6.99		
	ShopRite	Nature Reserve	A	AU												10.99						
	ShurSave Market	n/i														8.99						
	Supremo Foods	n/i													4.99							
	Wegman's	Wegman's	A	AU						14.29		15.29	20.99	10.29		23.99		16.79	7.29	7.99		
	Wegman's	A			6.79				7.29								22.99					
RI	Adams Market	n/i										10.00										
	Stop & Shop	Stop & Shop	C	US						5.99												
VT	Price Chopper	Chiapetti																		6.99		

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

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LAMB

State	Supermarket	Label	Key	Origin	Leg Roasts						Chops (bone-in)				Racks			Fore shank	Ground Lamb 80%	Conditions		
					Bone-in			Semi-Boneless			Boneless		Loin	Rib	Shoulder		Whole				Crown Roast	French
					Whole	Butt	Shank	Whole	Butt	Shank	Whole	Half			blade	round						
<b>SOUTHEASTERN U.S. - AL,FL,GA,KY,MS,NC,SC,TN,VA,WV</b>																						
AL	(not tested)																					
FL	(not tested)																					
GA	(not tested)																					
KY	(not tested)																					
MS	(not tested)																					
NC	(not tested)																					
SC	(not tested)																					
TN	(not tested)																					
VA	Wegman's	Wegman's	A	AU						14.29		15.29	20.99	10.29		23.99		16.79	7.29	7.99		
		Wegman's	A				6.79			7.29								22.99				
WV	(not tested)																					

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Labor 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						
<b>MIDWESTERN U.S. - IA,IL,IN,MI,MN,ND,NE,OH,SD,WI</b>																						
<b>IA</b>	<i>(not tested)</i>																					
<b>IL</b>	Berkot's	n/i																				
	Fairplay Foods	n/i	C	US								13.99										
	Pete's Fresh	n/i	H	US								7.99										
	Chiapetti	n/i	C	US								4.99	4.99									
	Shop & Save Mrkt	Chiapetti	n/i	C	US	4.69	5.49	5.99				8.99										
	Valli Produce	n/i	C	US									4.99	4.99								
<b>IN</b>	<i>(not tested)</i>																					
<b>MI</b>	D&W Fresh Market	n/i										9.99										
	Glory Supermarket	n/i											5.99									
	Hollywood Market	n/i	C	US								10.99						5.99				
<b>MN</b>	<i>(not tested)</i>																					
<b>ND</b>	<i>(not tested)</i>																					
<b>NE</b>	<i>(not tested)</i>																					
<b>OH</b>	<i>(not tested)</i>																					
<b>SD</b>	<i>(not tested)</i>																					
<b>WI</b>	<i>(not tested)</i>																					

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Labor 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										
<b>SOUTH CENTRAL U.S. - AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT</b>																										
AR	Albertsons Houston	Open Nature	A	AU										5.99												
AZ	Basha's	n/i	C	US										7.99												
CO	(not tested)																									
KS	(not tested)																									
LA	Albertsons Houston	Open Nature	A	AU										5.99												
MO	Harter House	n/i															5.99	5.99								
NM	Basha's	n/i	C	US										7.99												
OK	(not tested)																									
TX	Albertsons Houston	Open Nature	A	AU										5.99												
	Randall's	Open Nature	A	AU										5.99												
	Tom Thumb	Open Nature	A	AU										5.99												
UT	(not tested)																									

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

Labor 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									
<b>SOUTHWESTERN U.S. - CA,HI,NV</b>																									
CA	Albert/Vons	Open Nature	A	AU									7.99												
	Nugget Markets	Cascade Creek	G	US														19.99							9.32
	SK Super King	n/i	A	NZ																	9.99				
HI	(not tested)																								
NV	(not tested)																								
<b>NORTHWESTERN U.S. - AK,ID,MT,OR,WA,WY</b>																									
AK	(not tested)																								
ID	(not tested)																								
MT	(not tested)																								
OR	(not tested)																								
WA	Metropolitan	n/i	A	US									18.99												
WY	(not tested)																								

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

prices in \$US per pound unless otherwise noted.

**Labor 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	
<b>NORTHEASTERN U.S. - CT,DC,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT</b>														
CT	ACME Markets	Jennie-O		2.99		3.99		4.09						
	Adams Market	Shady Brook						3.76	5.69					
	AF Basket	Premio									3.99			
		Perdue	A								3.49		3.99	
	Associated	Jennie-O					4.99							
		Shady Brook			3.33			4.09						
		Perdue	A							3.99	4.99		3.99	
	Best Market	Shady Brook				2.97								
		n/i									3.47			
	Big Y	Shady Brook						BOGO						
	Bravo	Perdue	A							3.79			3.99	
		Shady Brook			3.33			4.12						
	Cherry Valley	Premio										3.99		
		Perdue	A							3.99			3.99	
		Shady Brook			3.00			3.76						
	C-Town	Perdue	A							3.79			3.99	
		Shady Brook			3.33			4.12						
	Food Bazaar	Butterball			3.00									
	Geissler's	Shady Brook						3.79	4.99					
	Highland Park	Plainville Farms	A						4.29					
IGA New England	Shady Brook					6.15	3.67							
Key Food	Jennie-O			2.66				3.99						
	Shady Brook						3.99							
King's Market	Perdue	A							4.99					
	Premio										4.99			
	Plainville Farms	O			7.99									
	Plainville Farms	A			5.99	7.49								
Stop & Shop	Nature's Promise	A			2.49							3.99		
	Shady Brook				3.99									
Walmart	Butterball				2.99									
DC	Giant Food	Nature's Promise	A						3.49			3.99		
	Harris Teeter	Plainville Farms	A						3.50					
	Safeway Eastern	Jennie-O			2.49									
	Walmart	Butterball				2.99								



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

prices in \$US per pound unless otherwise noted.

Labor 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	ACME Markets	Jennie-O		2.99		3.99		4.09						
	Food Lion	Food Lion			2.99									
	Fresh Grocer	Butterball				2.50		3.00	3.00					
	Giant Food	Nature's Promise	A						3.49		3.99			
	Great Valu Markets	Perdue	A		3.49									
	Harris Teeter	Plainville Farms	A						3.50					
	IGA Stores NJ/PA	Shady Brook					4.60							
	Safeway Eastern	Jennie-O			2.49									
	ShurSave Markets	Shady Brook					5.99							
	Walmart	Butterball				2.99								
	Weis Markets	Butterball			2.00									
MA	Adams Market	Shady Brook						3.76	5.69					
	AF Basket	Premio									3.99			
		Perdue	A							3.49			3.99	
	Associated	Jennie-O					4.99							
		Shady Brook			3.33			4.09						
		Perdue	A						3.99	4.99			3.99	
	Big Y	Shady Brook						BOGO						
	Bravo	Perdue	A						3.79				3.99	
		Shady Brook			3.33			4.12						
	C-Town	Perdue	A						3.79				3.99	
		Shady Brook			3.33			4.12						
	Donelan's	Shady Brook				4.29								
	Food City Market	Shady Brook			2.99			3.30						
	Geissler's	Shady Brook						3.79	4.99					
	Key Food	Jennie-O			2.66				3.99					
		Shady Brook							3.99					
	Market Basket	Shady Brook			3.29									
		Plainville Farms	O			5.49								
	McKinnon's	n/i			2.44									
	Shaw's	Signature Farms				3.50								
	Shady Brook				2.77									
Stop & Shop	Nature's Promise	A			2.49						3.99			
	Shady Brook				3.99									
Trucchi's	Shady Brook					4.99								

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

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**Labor 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	
MA (cont)	Walmart	Butterball				2.99								
	Wegman's	Wegman's	A			2.99	5.99			4.99				
		Wegman's	O			5.99				6.49				
		Perdue	A								4.99			
		Plainville Farms	A			6.99								
MD	ACME Markets	Jennie-O		2.99		3.99		4.09						
	Food Lion	Food Lion			2.99									
	Giant Food	Nature's Promise	A						3.49			3.99		
	Great Valu Markets	Perdue	A		3.49									
	Green Valley	Harvestland	A			3.49								
	Harris Teeter	Plainville Farms	A						3.50					
	IGA Stores NJ/PA	Shady Brook					4.60							
	Safeway Eastern	Jennie-O			2.49									
	Shop'n Save	Gerber	A							2.99				
		Honeysuckle			3.99									
	ShurSave Markets	Shady Brook					5.99							
	Walmart	Butterball				2.99								
	Wegman's	Wegman's	A			2.99	5.99			4.99				
		Wegman's	O			5.99				6.49				
		Perdue	A								4.99			
Plainville Farms	Plainville Farms	A			6.99									
Weis Markets	Butterball			2.00										
ME	Food City Market	Shady Brook			2.99			3.30						
	IGA New England	Shady Brook			3.49			3.67						
	Market Basket	Shady Brook			3.29									
		Plainville Farms	O			5.49								
	Shaw's	Signature Farms				3.50								
		Shady Brook				2.77								
	Walmart	Butterball				2.99								
NH	IGA New England	Shady Brook						3.67						
	Market Basket	Shady Brook			3.29									
		Plainville Farms	O			5.49								
	McKinnon's	n/i			2.44									
	Shaw's	Signature Farms				3.50								
		Shady Brook				2.77								
Walmart	Butterball				2.99									

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

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**Labor 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	
NJ	ACME Markets	Jennie-O		2.99		3.99		4.09						
	AF Basket	Premio										3.99		
		Perdue	A							3.49			3.99	
	Associated	Jennie-O					4.99							
		Shady Brook			3.33			4.09						
		Perdue	A						3.99	4.99			3.99	
	Best Market	Shady Brook				2.97								
		n/i								3.47				
	Bravo	Perdue	A							3.79			3.99	
		Shady Brook			3.33			4.12						
	C-Town	Perdue	A							3.79			3.99	
		Shady Brook			3.33			4.12						
	Food Bazaar	Butterball			3.00									
	Foodtown	Shady Brook			3.33									
	Great Valu Markets	Perdue	A		3.49									
	IGA Stores NJ/PA	Shady Brook					4.60							
	Key Food	Jennie-O			2.66					3.99				
		Shady Brook							3.99					
	King's Market	Perdue	A							4.99				
		Premio										4.99		
		Plainville Farms	O			7.99								
		Plainville Farms	A			5.99	7.49							
	McCaffrey's	Shady Brook				3.07								
	Met Foods	Perdue	A							3.99	4.99		3.99	
		Jennie-O									4.99			
		Shady Brook			3.33			4.12						
	Pioneer Foods	Perdue	A							3.99	4.99		3.99	
	Jennie-O									4.99				
	Shady Brook			3.33			4.12							
Stop & Shop	Nature's Promise	A			2.49							3.99		
	Shady Brook				3.99									
Supremo Foods	Shady Brook				3.84									
Top Tomato	n/i										2.99			
Walmart	Butterball				2.99									

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

**Labor 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	
NJ (cont)	Wegman's	Wegman's	A			2.99	5.99			4.99				
		Wegman's	O			5.99				6.49				
		Perdue	A							4.99				
		Plainville Farms	A			6.99								
	Weis Markets	Butterball			2.00									
	Western Beef	Shady Brook				3.99								
NY	ACME Markets	Jennie-O		2.99		3.99		4.09						
	AF Basket	Premio										3.99		
	Associated	Perdue	A							3.49			3.99	
		Jennie-O					4.99							
	Best Market	Shady Brook			3.33			4.09						
		Perdue	A							3.99	4.99		3.99	
	Bravo	Shady Brook				2.97								
		n/i								3.47				
	Cherry Valley	Perdue	A							3.79			3.99	
		Shady Brook				3.33			4.12					
	C-Town	Premio										3.99		
		Perdue	A							3.99			3.99	
	Food Bazaar	Shady Brook				3.00			3.76					
		Perdue	A							3.79			3.99	
	Foodtown	Shady Brook				3.33			4.12					
		Butterball				3.00								
	IGA New England	Shady Brook												
		Shady Brook						6.15	3.67					
	Key Food	Jennie-O				2.66							3.99	
		Shady Brook							3.99					
	King Kullen	Perdue	A				3.69	4.99					3.99	
		Shady Brook				3.16			3.65					
King's Market	Perdue	A							4.99					
	Premio										4.99			
	Plainville Farms	O				7.99								
Met Foods	Plainville Farms	A				5.99	7.49							
	Perdue	A							3.99	4.99		3.99		
	Jennie-O									4.99				
	Shady Brook				3.33			4.12						

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

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**Labor 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	
NY (cont)	North Shore Farms	n/i										2.99	5.99	
		Shady Brook				3.99								
	Pioneer Foods	Perdue	A						3.99	4.99			3.99	
		Jennie-O								4.99				
		Shady Brook				3.33		4.12						
	Shop'n Save	Gerber	A						2.99					
		Honeysuckle				3.99								
	Stop & Shop	Nature's Promise	A			2.49						3.99		
		Shady Brook				3.99								
	Top Tomato	n/i										2.99		
	Trade Fair	Perdue	A						3.99				3.99	
	Walmart	Butterball				2.99								
	Wegman's	Wegman's	A			2.99	5.99		4.99					
		Wegman's	O			5.99			6.49					
		Perdue	A							4.99				
	Plainville Farms	A			6.99									
Weis Markets	Butterball				2.00									
Western Beef	Shady Brook					3.99								
PA	ACME Markets	Jennie-O		2.99		3.99		4.09						
	Associated	Jennie-O					4.99							
		Shady Brook			3.33			4.09						
		Perdue	A						3.99	4.99			3.99	
	Bravo	Perdue	A						3.79				3.99	
		Shady Brook			3.33			4.12						
	C-Town	Perdue	A						3.79				3.99	
		Shady Brook			3.33			4.12						
	Food Lion	Food Lion			2.99									
	Foodland	Honeysuckle					4.49		3.25					
	Foodtown	Shady Brook			3.33									
	Fresh Grocer	Butterball				2.50		3.00	3.00					
	Great Valu Markets	Perdue	A		3.49									
	IGA Stores NJ/PA	Shady Brook					4.60							
	Karn's Foods	Shady Brook				4.49								
Key Food	Jennie-O			2.66				3.99						
	Shady Brook						3.99							

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

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**Labor 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)	Kuhn's Market	Butterball						3.59	3.59						
	Landis Market	Shady Brook				3.45									
	McCaffrey's	Shady Brook				3.07									
	Pioneer Foods	Perdue	Jennie-O	A							3.99	4.99		3.99	
												4.99			
	Shop'n Save	Gerber	Honeysuckle	A		3.33			4.12						
							3.99				2.99				
	ShurSave Markets	Shady Brook						5.99							
	Supremo Foods	Shady Brook					3.84								
	Walmart	Butterball					2.99								
	Wegman's	Wegman's		A			2.99	5.99			4.99				
							5.99			6.49					
												4.99			
Weis Markets	Plainville Farms	Butterball	A			6.99									
					2.00										
RI	Adams Market	Shady Brook						3.76	5.69						
	AF Basket	Premio	A									3.99			
									3.49			3.99			
	Associated	Jennie-O	A					4.99							
						3.33			4.09						
	Bravo	Perdue	A							3.99	4.99			3.99	
									3.79				3.99		
	Dave's Marketplace	Shady Brook	A			3.33			4.12						
													3.99		
	Shaw's	Signature Farms					3.50								
	Stop & Shop	Shady Brook	A				2.77								
						2.49						3.99			
Walmart	Butterball					2.99									
VT	Food City Market	Shady Brook						3.30							
	IGA New England	Shady Brook						3.67							
	Shaw's	Signature Farms				3.50									
						2.77									
Walmart	Butterball					2.99									

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

prices in \$US per pound unless otherwise noted.

**Labor 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
<b>SOUTHEASTERN U.S. - AL,FL,GA,KY,MS,NC,SC,TN,VA,WV</b>													
AL	Ingle's Market	Butterball				3.98							
	Publix	GreenWise	A			4.19							
	Walmart	Butterball				2.99							
FL	Bravo	n/i			1.99								
	Harris Teeter	Plainville Farms	A						3.50				
	Lucky's Market	Simple Truth	A			3.99							
	Publix	GreenWise	A			4.19							
	Western Beef	n/i								1.99		1.99	
	Walmart	Butterball				2.99							
GA	AF Basket	Premio										3.99	
		Perdue	A							3.49			3.99
	Food Lion	Food Lion			2.99								
	Galaxy Food	Butterball			2.50								
	Harris Teeter	Plainville Farms	A						3.50				
	IGA Food Stores	Butterball			2.69								
	IGA Stores Stheast	Butterball			2.50								
	Ingle's Market	Butterball				3.98							
	Lucky's Market	Simple Truth	A			3.99							
	Piggly Wiggly Carolina	Butterball			3.00				3.50				
	Walmart	GreenWise	A			4.19							
KY	Walmart	Butterball				2.99							
	Cox IGA	Butterball							3.49				
	Food Lion	Food Lion			2.99								
	Fresh Encounter	Honeysuckle				3.99							
	Galaxy Food	Butterball			2.50								
	IGA Stores OH/KY	Butterball			2.99				3.49				
	IGA Stores Stheast	Butterball			2.50								
	Kroger Delta	Simple Truth	A			3.99							
	Lucky's Market	Simple Truth	A			3.99							
	Meijer	Jennie-O				3.99							
MS	Walmart	Butterball				2.99							
	Kroger Delta	Simple Truth	A			3.99							
	Superlo Foods	Honeysuckle				3.39							

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

prices in \$US per pound unless otherwise noted.

**Labor 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	
NC	Carlie C's IGA	Butterball			2.50			3.50	3.50					
	Compare Foods	Jennie-O					4.99							
		Perdue	A							4.99			3.99	
		Shady Brook			3.33			4.12						
	Food Lion	Food Lion			2.99									
	Galaxy Food	Butterball			2.50									
	Great Valu Markets	Perdue	A		3.49									
	Harris Teeter	Plainville Farms	A						3.50					
	IGA Food Stores	Butterball			2.69									
	IGA Stores Stheast	Butterball			2.50									
	Ingle's Market	Butterball				3.98								
	Just \$ave Foods	Butterball			2.50									
	Lowe's Foods	Butterball	A			3.49			3.49					
	Publix	GreenWise	A			4.19								
Walmart	Butterball				2.99									
SC	Food Lion	Food Lion			2.99									
	Galaxy Food	Butterball			2.50									
	Harris Teeter	Plainville Farms	A						3.50					
	IGA Food Stores	Butterball			2.69									
	IGA Stores Stheast	Butterball			2.50									
	Ingle's Market	Butterball				3.98								
	Lowe's Foods	Butterball	A			3.49			3.49					
	Piggly Wiggly Carolina	Butterball			3.00				3.50					
	Publix	GreenWise	A			4.19								
Walmart	Butterball				2.99									
TN	Food Country	Butterball			2.50									
	Food Lion	Food Lion			2.99									
	IGA Stores Stheast	Butterball			2.50									
	IGA Stores OH/KY	Butterball			2.99				3.49					
	Ingle's Market	Butterball				3.98								
	Kroger Delta	Simple Truth	A			3.99								
	Publix	GreenWise	A			4.19								
	Superlo Foods	Honeysuckle				3.39								
	Walmart	Butterball				2.99								



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

prices in \$US per pound unless otherwise noted.

**Labor 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	Food Country	Butterball			2.50									
	Food Lion	Food Lion			2.99									
	Galaxy Food	Butterball			2.50									
	Giant Food	Nature's Promise	A						3.49		3.99			
	Great Valu Markets	Perdue	A		3.49									
	Harris Teeter	Plainville Farms	A						3.50					
	IGA Stores Stheast	Butterball			2.50									
	Ingle's Market	Butterball				3.98								
	Lowe's Foods	Butterball	A			3.49			3.49					
	Publix	GreenWise	A			4.19								
	Safeway Eastern	Jennie-O			2.49									
	Shop'n Save	Gerber	A							2.99				
		Honeysuckle			3.99									
	Walmart	Butterball				2.99								
	Wegman's	Wegman's	A			2.99	5.99			4.99				
		Wegman's	O			5.99				6.49				
	Perdue	A							4.99					
	Plainville Farms	A				6.99								
Weis Markets	Butterball			2.00										
WV	Food Lion	Food Lion			2.99									
	Galaxy Food	Butterball			2.50									
	IGA Stores Stheast	Butterball			2.50									
	Kroger Columbus	Simple Truth	A			3.99								
	Riesbeck's	Honeysuckle				3.08								
	Shop'n Save	Gerber	A						2.99					
		Honeysuckle			3.99									
	Walmart	Butterball				2.99								
Weis Markets	Butterball			2.00										

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

prices in \$US per pound unless otherwise noted.

**Labor 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	
<b>MIDWESTERN U.S. - IA,IL,IN,MI,MN,ND,NE,OH,SD,WI</b>														
IA	AW Grocers	Honeysuckle				3.69								
	Family Fare	Jennie-O				3.99								
	Fareway	Jennie-O		2.99										
	Hy-Vee	Jennie-O			2.99						2.99			
	Jewel-Osco	Jennie-O				3.50								
		Perdue	A							3.50			3.50	
	No Frills	Jennie-O				3.99								
	Price Chopper	Honeysuckle				2.91								
	Russ's Market	Honeysuckle				2.86								
	Schnuck's	Perdue	A								4.79			
Walmart	Butterball				2.99									
IL	AW Grocers	Honeysuckle				3.69								
	Brookhaven	Jennie-O				3.99								
	Fairplay Foods	Jennie-O				3.79								
	Fareway	Jennie-O		2.99										
	Heinen's	Plainville Farms	A											
	Hy-Vee	Jennie-O			2.99						2.99			
	IGA Stores IL/IN	Honeysuckle												
	Jewel-Osco	Jennie-O				3.50								
		Perdue	A							3.50			3.50	
	Kirby IGA	Honeysuckle												
	Mariano's	Jennie-O				2.99								
	Meijer	Jennie-O				3.99								
	Pete's Fresh Market	Pete's			1.99									
		Butterball				2.99								
	Piggly Wiggly MW	Gerber	A								2.99			
	Schnuck's	Perdue	A								4.79			
	Tony's Fresh Market	Honeysuckle				2.50								
	Valli Produce	Perdue	A			2.99								
	Lombardi's											3.99		
Walmart	Butterball				2.99									
Walt's Food Cntr	Honeysuckle					4.29	3.55							

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

prices in \$US per pound unless otherwise noted.

**Labor 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	
IN	Fresh Encounter	Honeysuckle				3.99								
	Harding's	Butterball			3.00									
	IGA Stores IL/IN	Honeysuckle						3.19						
	IGA Stores OH/KY	Butterball			2.99								3.49	
	Jewel-Osco	Jennie-O					3.50							
		Perdue	A								3.50			3.50
	Kirby IGA	Honeysuckle							3.19					
	Lucky's Market	Simple Truth	A				3.99							
	Meijer	Jennie-O					3.99							
	Schnuck's	Perdue	A										4.79	
	Strack & VanTil	Jennie-O				3.49	3.99		4.09					
		Lombardi's											3.49	
Walmart	Butterball					2.99								
Walt's Food Cntr	Honeysuckle						4.29	3.55						
MI	AW Grocers	Honeysuckle				3.69								
	D&W Fresh Market	Jennie-O				3.99								
	Family Fare	Jennie-O				3.99								
	Glory Supermarket	n/i			2.49									
	Harding's	Butterball			3.00									
	Kroger Columbus	Simple Truth	A				3.99							
	Lucky's Market	Simple Truth	A				3.99							
	Meijer	Jennie-O					3.99							
	Pat's Foods IGA	Gerber	A								3.99			
	Spartan Stores	Jennie-O					3.99							
	Valuland	Open Acres				2.79								
	VG's Food Center	Jennie-O					3.99							
Walmart	Butterball					2.99								
MN	Cash Wise Food	Jennie-O		2.98										
	Family Fare	Jennie-O				3.99								
	Fareway	Jennie-O		2.99										
	Hy-Vee	Jennie-O			2.99							2.99		
	Walmart	Butterball				2.99								
ND	Albert/Safe Mntn	Jennie-O				2.99								
	AW Grocers	Honeysuckle				3.69								
	Cash Wise Food	Jennie-O		2.98										

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

prices in \$US per pound unless otherwise noted.

Labor 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	
ND (cont)	Dan's Supermarket	Jennie-O				3.99								
	Family Fare	Jennie-O				3.99								
	Walmart	Butterball				2.99								
NE	Family Fare	Jennie-O				3.99								
	Fareway	Jennie-O		2.99										
	Hy-Vee	Jennie-O			2.99						2.99			
	No Frills	Jennie-O				3.99								
	Russ's Market	Honeysuckle				2.86								
	Sun Mart	Jennie-O				3.99								
	Walmart	Butterball				2.99								
OH	Acme Fresh Market	Butterball				3.49		3.49	3.49					
	Family Fare	Jennie-O				3.99								
	Fresh Encounter	Honeysuckle				3.99								
	Heinen's	Plainville Farms	A						3.29					
	IGA Stores OH/KY	Butterball			2.99				3.49					
	Kroger Columbus	Simple Truth	A			3.99								
	Lucky's Market	Simple Truth	A			3.99								
	Marc's	Butterball			1.50									
	Meijer	Jennie-O				3.99								
	Riesbeck's	Honeysuckle				3.08								
	Shop'n Save	Gerber	A							2.99				
		Honeysuckle				3.99								
	Walmart	Butterball				2.99								
SD	Family Fare	Jennie-O				3.99								
	Fareway	Jennie-O		2.99										
	Hy-Vee	Jennie-O			2.99						2.99			
	Walmart	Butterball				2.99								
WI	Family Fare	Jennie-O				3.99								
	Festival Foods	Jennie-O			3.50									
	Meijer	Jennie-O				3.99								
	Pat's Foods IGA	Gerber	A							3.99				
	Piggly Wiggly MW	Gerber	A							2.99				
	Schnuck's	Perdue	A					4.79						
	Shurfine Food Centers	Jennie-O			2.98									

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

prices in \$US per pound unless otherwise noted.

Labor 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	
WI (cont)	Trig's	Jennie-O	O		2.66									
	Walmart	Butterball				2.99								
	Woodman's	Jennie-O				2.33								
		Organic Prairie					11.99							

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

prices in \$US per pound unless otherwise noted.

**Labor 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	
<b>SOUTH CENTRAL U.S. - AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT</b>														
AR	Albertsons Houston	Jennie-O				3.99								
	Harp's	Honeysuckle					4.15	2.92						
	Hay's Supermarkets	Jennie-O							2.99					
	Kroger Delta	Simple Truth	A			3.99								
	Walmart	Butterball				2.99								
AZ	Fry's	Simple Truth	A			3.99								
	Smith's	Simple Truth	A			3.49								
	Walmart	Butterball				2.99								
CO	Albert/SAFE Mntn	Jennie-O				2.99								
	Associated Foods	Jennie-O		2.50		3.49								
	Lucky's Market	Simple Truth	A			3.99								
	Ridley's	Jennie-O		1.69										
	Walmart	Butterball				2.99								
KS	AW Grocers	Honeysuckle				3.69								
	Harp's	Honeysuckle					4.15	2.92						
	Hy-Vee	Jennie-O		2.99							2.99			
	Price Chopper	Honeysuckle				2.91								
	Pyramid Foods	Honeysuckle						3.19						
	Walmart	Butterball				2.99								
LA	Albertsons Houston	Jennie-O				3.99								
	Brookshire Bros.	Butterball					4.99							
	Walmart	Butterball				2.99								
MO	AW Grocers	Honeysuckle				3.69								
	Harp's	Honeysuckle					4.15	2.92						
	Hay's Supermarkets	Jennie-O							2.99					
	Hy-Vee	Jennie-O		2.99							2.99			
	IGA Stores IL/IN	Honeysuckle						3.19						
	Kroger Delta	Simple Truth	A			3.99								
	Lucky's Market	Simple Truth	A			3.99								
	Price Chopper	Honeysuckle				2.91								
	Pyramid Foods	Honeysuckle						3.19						
	Schnuck's	Perdue	A						4.79					
	Walmart	Butterball				2.99								

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

prices in \$US per pound unless otherwise noted.

Labor 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	
NM	Smith's	Simple Truth	A			3.49								
	Walmart	Butterball				2.99								
OK	AW Grocers	Honeysuckle				3.69								
	Harp's	Honeysuckle					4.15	2.92						
	Pyramid Foods	Honeysuckle						3.19						
	Reasor's	Honeysuckle			2.50									
	Walmart	Butterball				2.99								
	Williams Foods	Honeysuckle				3.49								
TX	Albertsons Houston	Jennie-O				3.99								
	Brookshire Bros.	Butterball					4.99							
	David's	Butterball					4.99							
	Randall's	Jennie-O				3.99								
	Tom Thumb	Jennie-O				3.99								
	Walmart	Butterball				2.99								
UT	Albert/Safe Mntn	Jennie-O	A			2.99								
	Associated Foods	Jennie-O		2.50		3.49								
	Fresh Market	Jennie-O		2.50										
	Ridley's	Jennie-O		1.69										
	Smith's	Simple Truth				3.49								
	Stokes Market	Jennie-O				3.49								
	Walmart	Butterball				2.99								

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

prices in \$US per pound unless otherwise noted.

**Labor 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	
<b>SOUTHWESTERN U.S. - CA, HI, NV</b>														
CA	Food 4 Less	Jennie-O	A		1.88									
	Food 4 Less Cntrl Vly	Perdue							2.50					
	Lunardi's	n/i					5.99							
	Safeway NorCal	Jennie-O				2.99								
	SK Super King	Jennie-O			1.99									
	Stater Bros.	Jennie-O					3.99							
	Superior Grocers	Jennie-O			2.00									
	Vallarta	Jennie-O				2.79								
	Walmart	Butterball				2.99								
HI	Marukai	n/i								2.99				
	Tamura's	Foster Farms									3.99			
NV	Associated Foods	Jennie-O	A	2.50		3.49								
	Ridley's	Jennie-O		1.69										
	Safeway NorCal	Jennie-O				2.99								
	Smith's	Simple Truth				3.49								
	Walmart	Butterball				2.99								



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

prices in \$US per pound unless otherwise noted.

Labor 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	
<b>NORTHWESTERN U.S. - AK,ID,MT,OR,WA,WY</b>														
AK	Alaska Commercial	Carolina			2.49									
	Carrs/Safeway	Jennie-O			5.00									
	Fred Meyer	Simple Truth	A			3.99								
	Walmart	Butterball				2.99								
ID	Albert/Safe Mntn	Jennie-O				2.99								
	Associated Foods	Jennie-O		2.50		3.49								
	Fred Meyer	Simple Truth	A			3.99								
	Ridley's	Jennie-O		1.69			3.99							
	Rosauer's	Jennie-O					3.99							
	Smith's	Simple Truth	A			3.49								
	Stokes Market	Jennie-O				3.49								
Walmart	Butterball				2.99									
MT	Albert/Safe Mntn	Jennie-O				2.99								
	Associated Foods	Jennie-O		2.50		3.49								
	Lucky's Market	Simple Truth	A			3.99								
	Reynold's	Jennie-O				3.49								
	Rosauer's	Jennie-O					3.99							
	Smith's	Simple Truth	A			3.49								
	Stokes Market	Jennie-O				3.49								
Walmart	Butterball				2.99									
OR	Associated Foods	Jennie-O		2.50		3.49								
	Fred Meyer	Simple Truth	A			3.99								
	Quality Food Centers	Jennie-O				3.50								
	Rosauer's	Jennie-O					3.99							
	Roth's	Foster Farms				3.49								
	Walmart	Butterball				2.99								
WA	Fred Meyer	Simple Truth	A			3.99								
	Quality Food Centers	Jennie-O				3.50								
	Rosauer's	Jennie-O					3.99							
	Walmart	Butterball				2.99								
WY	Albert/Safe Mntn	Jennie-O				2.99								
	Associated Foods	Jennie-O		2.50		3.49								
	Lucky's Market	Simple Truth	A			3.99								
	Ridley's	Jennie-O		1.69										
	Smith's	Simple Truth	A			3.49								
	Walmart	Butterball				2.99								

**U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS**Labor 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	L	LG	MD	SM	WH	BR	6	12	18	20	30	Conv.	Specialty		barn/ aviary	free range	pasture	organic		pasture organic																
																	Ω-3	veg-fed																						
NORTHEASTERN U.S. - CT,DC,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT																																								
CT	Adams Market	Eggland's Best			•														2.50																					
	AF Basket	The Farmer's Hen		•																															4.99					
	Associated	Barnyard's Best				•																					2.99													
			The Farmer's Hen				•																														3.99			
	Best Market	Eggland's Best				•				•																											2.00			
	Big Y	The Farmer's Hen				•																															3.99			
			Eggland's Best	n			•																															3.99		
	Cherry Valley	Cherry Valley				•					•																											2.50		
			Cherry Valley				•																																3.99	
			Nature's Yoke	v		•																							3.49										3.99	
	C-Town	Eggland's Best				•					•																												3.99	
	Fairway Market	Fairway				•																																	3.77	
			Land O Lakes				•																																1.99	
	Geissler's	Land O Lakes				•																																	1.99	
	IGA New England	IGA				•					•																												0.79	
			Eggland's Best				•																																	2.50
			Pete & Gerry's	f		•																																	3.99	
			Pete & Gerry's	f			•																																3.99	
	Key Food	The Farmer's Hen					•																																2.99	
			Pete & Gerry's	f		•																																	3.99	
			Pete & Gerry's	f			•																																3.99	
	King's Market	King's					•																																6.29	
			King's											•																								5.29		
			King's		•																																	3.99		
			King's			•																																3.89		
			King's				•																															3.79		
		Alfresco					•																															7.49		
		Land O Lakes				•																																4.79		
		Nest Fresh					•																															6.99		
		Nest Fresh					•																															5.99		
		Horizon					•																															6.99		
	Eggland's Best		n			•																															4.99			
	Eggland's Best					•																															1.99			
ShopRite	Eggland's Best					•																															1.99			
	Eggland's Best		n			•																															2.50			

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

**Labor 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	L	LG	MD	SM	WH	BR	6	12	18	20	30	Conv.	Specialty		barn/ aviary	free range	pasture	organic	pasture organic									
																	Ω-3	veg-fed														
CT (cont)	ShopRite (continued) Stew Leonard Stop & Shop The Fresh Market	Land O Lakes	v			•				•	•							2.50														
		Organic Valley				•					•	•																				
		Stew's Naked				•					•	•							1.99													
		Eggland's Best				•				•	•	•						2.50														
		The Fresh Market				•						•	•																			
		Alfresco				•						•	•																			
DC	Giant Food  Harris Teeter	Eggland's Best	f			•				•	•							2.50														
		Pete & Gerry's				•					•	•																				
		Eggland's Best	n		•						•	•							2.50													
		Eggland's Best	n			•					•	•																				
		Carol's				•					•	•																				
		Nest Fresh				•					•	•																				
DE	Fresh Grocer Giant Food Harris Teeter    Lidl Redner's ShopRite    The Fresh Market Weis Markets	Eggland's Best				•				•	•							1.99														
		Eggland's Best				•					•	•							2.50													
		Eggland's Best			•						•	•																				
		Eggland's Best	n			•					•	•																				
		Eggland's Best	n			•					•	•																				
		Carol's				•					•	•																				
		Nest Fresh				•					•	•																				
		n/i				•					•	•																				
		Redner's				•					•	•																				
		Eggland's Best				•					•	•																				
		Eggland's Best	n			•					•	•																				
		Land O Lakes	v			•						•	•																			
		Organic Valley				•						•	•																			
The Fresh Market				•						•	•																					
Alfresco				•						•	•																					
Weis				•						•	•																					
MA	Adams Market AF Basket Associated  Big Y	Eggland's Best				•				•	•																					
		The Farmer's Hen		•							•	•																				
		Barnyard's Best				•					•	•																				
		The Farmer's Hen				•					•	•																				
		The Farmer's Hen				•					•	•																				
		Eggland's Best	n			•					•	•																				

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Labor 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	L	LG	MD	SM	WH	BR	6	12	18	20	30	Conv.	Specialty		barn/ aviary	free range	pasture	organic		pasture organic				
																	Ω-3	veg-fed										
MA (cont)	Crosby's	Nest Fresh				●					●									2.50								
	C-Town	Eggland's Best							●			●								3.99								
	Foodie's Markets	Land O Lakes	v			●						●								2.99								
	Geissler's	Land O Lakes				●						●								1.99								
	Key Food	The Farmer's Hen				●						●								2.99								
		Pete & Gerry's	f		●							●															3.99	
		Pete & Gerry's	f			●						●															3.99	
	Market Basket	Land O Lakes				●						●								2.00								
	Roche Bros.	Pete & Gerry's	f		●							●															4.49	
		Pete & Gerry's	f			●						●															3.99	
	Shaw's	Carol's				●						●													5.49			
		Nellie's				●						●														2.88		
		Nellie's				●						●														4.69		
		Eggland's Best				●					●										1.99							
	Star Market	Nellie's				●						●														2.99		
		Nellie's				●						●														4.69		
	Stop & Shop	Eggland's Best				●					●										2.50							
	The Fresh Market	The Fresh Market				●						●															4.49	
		Alfresco				●						●													4.99			
	Trucchi's	Nellie's				●						●														2.99		
	Wegman's	Wegman's				●						●															3.99	
		Wegman's			●							●															4.19	
		Wegman's				●						●															6.49	
		Wegman's			●							●															5.29	
		Wegman's					●					●															3.49	
		Wegman's				●					●										1.49							
		Wegman's			●							●									2.53							
		Wegman's				●						●									2.23							
	Wegman's			●							●									1.69								
	Eggland's Best	n			●						●															4.99		
	Eggland's Best				●						●									4.29								
	Eggland's Best			●							●									3.39								
	Eggland's Best				●						●									3.19								
MD	Giant Food	Eggland's Best			●						●									2.50								
	Harris Teeter	Eggland's Best			●						●									2.50								
		Eggland's Best	n			●					●														3.99			

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

Labor 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	L	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)	Harris Teeter (continued)	Eggland's Best	n			•					•																	
		Carol's				•					•										5.99		3.99			heirloom		
		Nest Fresh				•					•									3.49								
	Lidl	n/i			•						•							2.29										
		Martin's Food	Eggland's Best			•					•								1.88									5 or more
	Eggland's Best				•						•							2.49										
	Redner's	Redner's			•						•							0.99										
		ShopRite	Eggland's Best			•					•								1.99									
	Eggland's Best		n			•					•								2.50									
	Land O Lakes		v			•					•								2.50									
	Sprout's Market	Organic Valley				•					•															3.99		
		Handsome Brook				•					•																3.49	
	The Fresh Market	The Fresh Market				•					•															4.49		
		Alfresco				•					•											4.99						
	Wegman's	Wegman's				•					•															3.99		
		Wegman's			•						•															4.19		
		Wegman's				•					•															6.49		
		Wegman's		•							•															5.29		
		Wegman's				•					•															3.49		
		Wegman's			•						•						1.49											
Wegman's				•						•						2.53												
Wegman's					•					•						2.23												
Weis Markets	Wegman's			•						•						1.69												
	Eggland's Best	n			•					•															4.99			
	Eggland's Best				•					•															4.29			
	Eggland's Best				•					•															3.39			
ME	IGA New England	IGA			•					•																		
		Land O Lakes			•						•																	
	Market Basket	Carol's			•						•																	
		Nellie's			•						•																	
		Nellie's			•						•									2.88				5.49				
Shaw's	Eggland's Best			•					•												1.99							
NH	IGA New England	IGA			•					•																		
	Market Basket	Land O Lakes			•					•															2.00			

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

**Labor 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	L	LG	MD	SM	WH	BR	6	12	18	20	30	Conv.	Specialty		barn/ aviary	free range	pasture	organic		pasture organic
																	Ω-3	veg-fed						
NH (cont)	Shaw's	Carol's			●						●								5.49				must buy 6	
		Nellie's			●						●								2.88					
		Nellie's			●								●						4.69					
		Eggland's Best			●				●		●								1.99					
NJ	AF Basket Associated	The Farmer's Hen		●						●												4.99		
		Barnyard's Best				●					●								2.99					
		The Farmer's Hen				●					●												3.99	
	Best Market	Eggland's Best				●					●								2.00					
		Eggland's Best				●					●								3.99					
	Fairway Market	Fairway				●					●												3.77	
		Land O Lakes				●					●													
	Foodtown	Eggland's Best				●					●								2.99					
		Eggland's Best	n			●					●												3.99	
	H-Mart	Nature's Yoke				●					●												3.99	
		The Farmer's Hen				●					●								2.99					
	Key Food	Pete & Gerry's	f		●						●												3.99	
		Pete & Gerry's	f			●					●												3.99	
	King's Market	King's				●					●												6.29	
		King's				●					●													
		King's		●							●												5.29	
		King's			●						●												3.99	
		King's			●						●												3.89	
		King's				●					●												3.79	
		Alfresco				●					●												7.49	
		Land O Lakes			●						●												4.79	
		Nest Fresh				●					●												6.99	
		Nest Fresh				●					●									5.99				
		Horizon			●						●												6.99	
		Eggland's Best	Eggland's Best	n			●					●												4.99
	Eggland's Best					●					●												1.99	
	Lidl	n/i			●						●												2.29	
McCaffrey's	Eggland's Best			●					●													2.39		
Met Foods	Nature's Yoke				●					●												3.00		
	The Farmer's Hen	f			●					●												3.50		
Morton Williams	Wholesome Pantry				●					●												4.99		
Net Cost Market	Ecomeal	n	●							●												3.99		
	Sunshine Farms						●			●												1.99		

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

Labor 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	L	LG	MD	SM	WH	BR	6	12	18	20	30	Conv.	Specialty		barn/ aviary	free range	pasture	organic	pasture organic					
																	Ω-3	veg-fed										
NJ (cont)	Pioneer Foods	Barnyard's Best				•												2.50										
		The Farmer's Hen				•																		4.99				
	ShopRite	Eggland's Best				•										1.99												
		Eggland's Best	n			•												2.50										
		Land O Lakes	v			•												2.50										
		Organic Valley				•																		3.99				
	Sprout's Market	Handsome Brook				•																			3.49			
	Stop & Shop	Eggland's Best				•											2.50											
	The Fresh Market	The Fresh Market				•																		4.49				
		Alfresco				•																	4.99					
	Wegman's	Wegman's				•																		3.99				
		Wegman's				•																		4.19				
		Wegman's				•																			6.49			
		Wegman's		•																					5.29			
		Wegman's				•																			3.49			
		Wegman's				•									1.49													
		Wegman's				•									2.53													
		Wegman's				•									2.23													
		Wegman's				•									1.69													
		Eggland's Best	n			•																			4.99			
	Eggland's Best				•																				4.29			
	Eggland's Best				•																				3.39			
	Eggland's Best				•																				3.19			
Weis Markets	Weis				•																				4.29			
Western Beef	n/i					•										0.50												
NY	AF Basket	The Farmer's Hen		•																					4.99			
	Associated	Barnyard's Best				•												2.99										
		The Farmer's Hen				•																			3.99			
	Best Market	Eggland's Best				•																						
	Cherry Valley	Cherry Valley				•																						
		Cherry Valley				•																				3.99		
		Nature's Yoke	v		•																					3.49		
	C-Town	Eggland's Best				•																				3.99		
	D'Agostino's	Eggland's Best	n			•																				5.99		
	DeCiccio Family	Eggland's Best				•																				2.99		
DeCiccio & Sons	Eggland's Best				•																				2.99			





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

Labor Day 2019  
SHELL EGGS

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State	Supermarket	Label	K E Y	Weight Class					Color		Pack Size					Caged			Cage-Free					Conditions																		
				JM	L	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)	Pioneer Foods	Barnyard's Best				•				•									2.50																							
		The Farmer's Hen								•																																
	ShopRite	Eggland's Best									•									1.99																						
		Eggland's Best	n																																							
		Land O Lakes	v																																							
		Organic Valley																																								
	Stew Leonard	Stew's Naked																			1.99																					
	Stop & Shop	Eggland's Best								•																																
	The Fresh Market	The Fresh Market																																								
		Alfresco																																								
	Tops Market	Tops																																								
		Eggland's Best																																								
	Trade Fair	Nature's Yoke																																								
	Wegman's	Wegman's																																								
		Wegman's																																								
		Wegman's																																								
		Wegman's																																								
		Wegman's																																								
		Wegman's																																								
		Wegman's																																								
		Wegman's																																								
		Wegman's																																								
		Wegman's																																								
		Wegman's																																								
Wegman's																																										
Eggland's Best	Eggland's Best	n																																								
	Eggland's Best																																									
	Eggland's Best																																									
	Eggland's Best																																									
Weis Markets	Weis																																									
Western Beef	n/i																																									
PA	Associated	Barnyard's Best																																								
		The Farmer's Hen																																								
	Boyer Food	Eggland's Best																																								
		Eggland's Best																																								
	C-Town	Eggland's Best																																								
	Foodtown	Eggland's Best																																								
		Eggland's Best	n																																							
Fresh Grocer	Eggland's Best																																									

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Labor Day 2019  
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State	Supermarket	Label	K E Y	Weight Class					Color		Pack Size					Caged			Cage-Free					Conditions															
				JM	L	LG	MD	SM	WH	BR	6	12	18	20	30	Conv.	Specialty		barn/aviary	free range	pasture	organic	pasture organic																
																	Ω-3	veg-fed																					
PA (cont)	Fresh Thyme	Fresh Thyme				•				•	•				0.99																								
	Giant/Martin's Food	Eggland's Best				•				•	•				0.99	1.88																			5 or more				
		Eggland's Best				•				•	•					2.49																							
	Grocery Outlet	Contented Hen					•				•																												
	H-Mart	Nature's Yoke				•					•																												
	Karn's Foods	Eggland's Best				•				•	•																												
		Land O Lakes				•					•																												
	Key Food	The Farmer's Hen				•					•												2.99																
		Pete & Gerry's	f			•					•																												
		Pete & Gerry's	f			•					•																												
	Kuhn's Market	Pete & Gerry's	f			•					•																												
	Lidl	n/i				•					•													2.29															
	McCaffrey's	Eggland's Best				•					•																												
	Net Cost Market	Ecomeal	n		•						•																												
		Sunshine Farms					•				•													1.99															
	Pioneer Foods	Barnyard's Best				•					•													2.50															
		The Farmer's Hen				•					•																												
	Redner's	Redner's				•					•																												
	ShopRite	Eggland's Best				•					•														1.99														
		Eggland's Best	n			•					•													2.50															
		Land O Lakes	v			•					•													2.50															
		Organic Valley				•					•																												
	Sparkle Markets	Nellie's				•					•																												
Sprout's Market	Handsome Brook				•					•																													
Tops Market	Tops				•					•																													
	Eggland's Best				•					•																													
Wegman's	Wegman's				•					•																													
	Wegman's				•					•																													
	Wegman's				•					•																													
	Wegman's				•					•																													
	Wegman's				•			•		•																													
	Wegman's				•			•		•																													
	Wegman's				•			•		•																													
	Wegman's				•			•		•																													
	Wegman's				•			•		•																													
	Wegman's				•			•		•																													
	Wegman's				•			•		•													1.49																
	Wegman's				•			•		•													2.53																
	Wegman's				•			•		•													2.23																
	Wegman's				•			•		•													1.69																
	Eggland's Best	n			•					•																													

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

**Labor Day 2019  
SHELL EGGS**

prices in \$US per unit

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State	Supermarket	Label	K E Y	Weight Class					Color		Pack Size					Caged			Cage-Free					Conditions				
				JM	L	LG	MD	SM	WH	BR	6	12	18	20	30	Conv.	Specialty		barn/ aviary	free range	pasture	organic	pasture organic					
																	Ω-3	veg-fed										
PA (cont)	Wegman's (continued)	Eggland's Best				•				•			•				4.29											
		Eggland's Best								•							3.39											
		Eggland's Best								•							3.19											
	Weis Markets	Weis								•														4.29				
RI	Adams Market	Eggland's Best			•					•							2.50											
	AF Basket	The Farmer's Hen		•																					4.99			
	Associated	Barnyard's Best																2.99										
		The Farmer's Hen																							3.99			
	Dave's Marketplace	Little Rhody								•						0.99												
	Shaw's	Carol's																							5.49			
		Nellie's																							2.88			
		Nellie's																							4.69			
		Eggland's Best									•						1.99											
		Stop & Shop	Eggland's Best								•						2.50											must buy 6
VT	Shaw's	Carol's																							5.49			
		Nellie's																							2.88			
		Nellie's																							4.69			
		Eggland's Best															1.99										must buy 6	
	Tops Market	Tops																							2.49			
		Eggland's Best															3.99											24 pack

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

Labor Day 2019  
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State	Supermarket	Label	K E Y	Weight Class					Color		Pack Size					Caged		Cage-Free					Conditions				
				JM	L	LG	MD	SM	WH	BR	6	12	18	20	30	Conv.	Specialty		barn/ aviary	free range	pasture	organic		pasture organic			
																	Ω-3	veg-fed									
<b>SOUTHEASTERN U.S. - AL,FL,GA,KY,MS,NC,SC,TN,VA,WV</b>																											
AL	Earth Fare	Earth Fare							•									2.99									
	Ingle's Markets	Nellie's											•						2.98								
		The Farmer's Hen	f	•																					4.88		
	Kroger Atlanta	Simple Truth																	2.50								
	Kroger Nashville	Simple Truth																	2.50								
	Publix	4 Grain																				2.00					
	Sprout's Market	Handsome Brook																							3.49		
	The Fresh Market	The Fresh Market																							4.49		
		Alfresco																							4.99		
	Winn-Dixie	Eggland's Best																	2.50								
FL	Doris Market	n/i			•													1.50									
	Earth Fare	Earth Fare											•						2.99								
	Harris Teeter	Eggland's Best																2.50									
		Eggland's Best	n																3.99								
		Eggland's Best	n																						3.99		
		Carol's																						5.99		heirloom	
		Nest Fresh																		3.49							
	Publix	4 Grain																				2.00					
	Sabor Tropical	n/i																	1.50								
	Sedano's	Nellie's																						3.00			
	Sprout's Market	Handsome Brook																							4.49	3.49	
	The Fresh Market	The Fresh Market																							4.49		
		Alfresco																							4.99		
Winn-Dixie	Eggland's Best																	2.50									
GA	AF Basket	The Farmer's Hen			•																				4.99		
	Bi-Lo	Eggland's Best																	2.00								
	Earth Fare	Earth Fare																						2.99			
	Harris Teeter	Eggland's Best																	2.50								
		Eggland's Best	n																						3.99		
		Eggland's Best	n																						3.99		
		Carol's																						5.99		heirloom	
		Nest Fresh																						3.49			
	Ingle's Markets	Nellie's																						2.98			
		The Farmer's Hen	f	•																					4.88		
Kroger Atlanta	Simple Truth																							2.50			

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

Labor 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	L	LG	MD	SM	WH	BR	6	12	18	20	30	Conv.	Specialty		barn/ aviary	free range	pasture	organic	pasture organic														
																	Ω-3	veg-fed																			
GA (cont)	Lidl	n/i				•					•							2.29																			
	Publix	4 Grain				•					•																										
	Sprout's Market	Handsome Brook				•					•																										
	The Fresh Market	The Fresh Market				•					•																										
	Winn-Dixie	Alfresco				•					•																										
	Winn-Dixie	Eggland's Best				•					•																										
KY	Chappell's	Freshland				•					•																										
		Weiss Lake				•					•																										
		Eggland's Best				•					•																										
		Eggland's Best	n			•					•																										
		Country Gold				•					•																										
	Fresh Thyme	Fresh Thyme				•					•																										
	Kroger Cincinnati	Simple Truth				•					•																										
	Kroger Delta	Simple Truth				•					•																										
	Kroger MidAtlantic	Simple Truth				•					•																										
	Kroger Mid-South	Simple Truth				•					•																										
	Kroger Nashville	Simple Truth				•					•																										
	Meijer	True Goodness				•					•																										
	Ruler Foods	Simple Truth				•					•																										
	The Fresh Market	The Fresh Market				•					•																										
	The Fresh Market	Alfresco				•				•																											
MS	Kroger Delta	Simple Truth				•					•																										
	The Fresh Market	The Fresh Market				•					•																										
		Alfresco				•					•																										
	Winn-Dixie	Eggland's Best				•					•																										
NC	Bi-Lo	Eggland's Best				•					•																										
	Compare Foods	The Farmer's Hen	v			•					•																										
		Nature's Yoke	v			•					•																										
	Earth Fare	Earth Fare									•																										
	Harris Teeter	Eggland's Best				•					•																										
		Eggland's Best	n			•					•																										
		Eggland's Best	n			•					•																										
		Carol's				•					•																										
		Nest Fresh				•					•																										
Ingle's Markets	Nellie's				•					•																											
	The Farmer's Hen	f		•						•																											

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

**Labor 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	L	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)	Lidl	n/i				•				•								2.29										
	Lowe's Foods	Pete & Gerry's	f			•				•															3.99			
	Publix	4 Grain				•				•							2.00									3.49		
	Sprout's Market	Handsome Brook				•				•															4.49			
	The Fresh Market	The Fresh Market				•				•															4.49			
		Alfresco				•				•															4.99			
SC	Bi-Lo	Eggland's Best				•				•							2.00											
	Earth Fare	Earth Fare					•			•								2.99										
	Harris Teeter	Eggland's Best			•					•							2.50											
		Eggland's Best	n			•				•								3.99										
		Eggland's Best	n			•				•															3.99			
		Carol's				•				•															5.99			heirloom
		Nest Fresh				•				•									3.49									
	Ingle's Markets	Nellie's				•				•									2.98									
		The Farmer's Hen	f	•						•																4.88		
	Kroger Atlanta	Simple Truth				•				•								2.50										
	Lidl	n/i				•				•								2.29										
	Lowe's Foods	Pete & Gerry's	f			•				•																3.99		
	Sprout's Market	Handsome Brook				•				•																	3.49	
Publix	4 Grain				•				•																			
The Fresh Market	The Fresh Market				•				•																4.49			
		Alfresco				•				•															4.99			
TN	Chappell's	Freshland				•				•							1.39											
		Weiss Lake				•				•							2.09											
		Eggland's Best				•				•																		
		Eggland's Best	n			•				•															3.79			
		Country Gold				•				•								1.59										
	Earth Fare	Earth Fare					•			•															2.99			
	Food Country	Food Country					•			•																		
	Ingle's Markets	Nellie's				•				•															2.98			
		The Farmer's Hen	f	•						•																4.88		
	Kroger Delta	Simple Truth				•				•															2.50			
	Kroger MidAtlantic	Simple Truth				•				•															2.50			
	Kroger Nashville	Simple Truth				•				•															2.50			
	Publix	4 Grain				•				•																		
Ruler Foods	Simple Truth				•				•																2.59			



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

**Labor 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	L	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	Kroger Columbus	Simple Truth				•					•								2.50							5 or more	
	Kroger MidAtlantic	Simple Truth				•					•								2.50								
	Martin's Food	Eggland's Best				•				•									1.88								
		Eggland's Best				•				•										2.49							
	Sparkle Markets	Nellie's				•					•											2.79					
	Weis Markets	Weis				•					•													4.29			



**U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS**Labor 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	L	LG	MD	SM	WH	BR	6	12	18	20	30	Conv.	Specialty		barn/ aviary	free range	pasture	organic		pasture organic
																	Ω-3	veg-fed						
<b>MIDWESTERN U.S. - IA,IL,IN,MI,MN,ND,NE,OH,SD,WI</b>																								
IA	Family Fare	Full Circle				●			●	●												3.69		
	Fresh Thyme	Fresh Thyme				●		●			●			0.99										
	Natural Grocers	n/i				●			●	●								0.99						
	No Frills	Full Circle				●			●	●													3.69	limit 2
IL	Borowiak's IGA	IGA				●			●	●				0.39										limit 2
	Brookhaven	Phil's Fresh				●			●	●					2.99									
	Butera	n/i					●		●	●				0.59										limit 4
	Fresh Thyme	Fresh Thyme				●			●			●		0.99										
	Kroger Central	Simple Truth				●			●	●								2.50						
	Kroger Mid-South	Simple Truth				●			●	●								2.50						
	Meijer	True Goodness			●					●	●											3.29		
	Ruler Foods	Simple Truth				●			●	●								2.59						
	Shop & Save Mrkt	Eggland's Best				●			●	●					1.29		2.29							
	Sunset Foods	Dutch Farms			●				●	●														
	The Fresh Market	The Fresh Market				●			●	●												4.49		
		Alfresco				●			●	●											4.99			
	Tony's Fresh Mrkt	Blue Sky				●			●	●								2.99						
		Dutch Farms				●		●		●	●											2.99		
Torres Market	Eggland's Best				●			●	●						2.98									
Valli Produce	Kauma					●			●	●							1.67							
IN	Earth Fare	Earth Fare				●			●	●								2.99						
	Fresh Thyme	Fresh Thyme				●			●	●				0.99										
	Jay C Foods	Simple Truth				●			●	●								2.50						
	Kroger Central	Simple Truth				●			●	●								2.50						
	Kroger Cincinnati	Simple Truth				●			●	●								2.50						
	Kroger Mid-South	Simple Truth				●			●	●								2.50						
	Martin's Supermrkt	Full Circle				●			●	●												3.49		
	Meijer	True Goodness			●					●	●											3.29		
	New Market	Essential Everyday				●			●	●				1.00										
	Ruler Foods	Simple Truth				●			●	●								2.59						
	Strack & VanTil	Dutch Farms				●			●	●								2.00						
	The Fresh Market	The Fresh Market				●			●	●													4.49	
		Alfresco				●			●	●												4.99		
	MI	D&W Fresh Mrkt	Full Circle				●			●	●												3.49	
Earth Fare		Earth Fare					●		●	●								2.99						

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

Labor 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	•L	LG	MD	SM	WH	BR	6	12	18	20	30	Conv.	Specialty		barn/ aviary	free range	pasture	organic	pasture organic				
																	Ω-3	veg-fed									
MI (cont)	Family Fare	Full Circle				•				•		•												3.49			
	Fresh Thyme	Fresh Thyme				•			•			•			0.99												
	Hollywood Market	Eggland's Best				•			•			•				3.49											
	Kroger Central	Simple Truth				•			•			•						2.50									
	Kroger Columbus	Simple Truth				•			•			•						2.50									
	Kroger Michigan	Simple Truth				•			•			•						2.50									
	Martin's Supermkt	Full Circle				•			•			•												3.49			
	Meijer	True Goodness			•				•			•												3.29			
	Polly's Market	Dutch Farms				•			•			•			0.99												
	VG's Food Center	Full Circle				•			•			•												3.49			
MN	Family Fare	Full Circle				•			•		•													3.69			
	Fresh Thyme	Fresh Thyme				•			•		•			0.99													
	Natural Grocers	n/i				•			•		•							0.99								limit 2	
ND	Dan's Supermarket	Full Circle				•			•		•													3.69			
	Family Fare	Full Circle				•			•		•													3.69			
	Natural Grocers	n/i				•			•		•							0.99								limit 2	
NE	Albert/Safeway	Lucerne				•			•		•			1.49												limit 2	
		Nellie's				•			•		•							2.50		3.49							
	Baker's	Simple Truth				•			•		•													3.69			
	Family Fare	Full Circle				•			•		•																
	Fresh Thyme	Fresh Thyme				•			•		•			0.99													
	Natural Grocers	n/i				•			•		•							0.99								limit 2	
	No Frills	Full Circle				•			•		•													3.69			
Sun Mart	Full Circle				•			•		•													3.69				
OH	Acme Fresh Mrkt	Acme				•			•		•			0.99													
	Buehler's	Hillandale				•			•		•							1.50									
	Earth Fare	Earth Fare				•			•		•							2.99									
	Family Fare	Full Circle				•			•		•													3.69			
	Fresh Thyme	Fresh Thyme				•			•		•			0.99													
	Kroger Central	Simple Truth				•			•		•								2.50								
	Kroger Cincinnati	Simple Truth				•			•		•								2.50								
	Kroger Columbus	Simple Truth				•			•		•								2.50								
	Kroger MidAtlantic	Simple Truth				•			•		•								2.50								
	Marc's	Eggland's Best				•			•		•																
	Meijer	True Goodness			•				•		•													3.29			
	Ruler Foods	Simple Truth				•			•		•								2.59								

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

**Labor 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	L	LG	MD	SM	WH	BR	6	12	18	20	30	Conv.	Specialty		barn/ aviary	free range	pasture	organic	pasture organic				
																	Ω-3	veg-fed									
OH (cont)	Sparkle Markets	Nellie's				•													2.79								
	The Fresh Market	The Fresh Market				•																	4.49				
		Alfresco				•																	4.99				
SD	Albert/Safeway	Lucerne				•			•						1.49											limit 2	
		Nellie's				•			•										3.49								
	Family Fare	Full Circle				•			•															3.69			
	IGA Markets	IGA				•			•						0.99												
		Hometown				•				•					0.99												
	Lynn's Dakotamart	Our Family				•			•					0.69													
WI	Family Fare	Full Circle				•			•																3.69		
	Fresh Thyme	Fresh Thyme				•			•					0.99													
	Meijer	True Goodness			•				•																3.29		
	Outpost	Milo's	n			•			•									3.99									
	Pick'n Save	Simple Truth				•			•									2.50									
	Sendik's	Eggland's Best	n			•			•																3.79		
	Shurfine Food Cntr	Eggland's Best	n			•			•																3.58		
	Woodman's	Phil's Fresh	f			•			•																3.69		
		Organic Valley				•				•																4.19	
		Farmer's Hen	f			•				•																3.99	
	Farmer's Hen				•				•										2.99								

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Labor Day 2019  
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State	Supermarket	Label	K E Y	Weight Class					Color		Pack Size					Caged		Cage-Free					Conditions															
				JM	L	LG	MD	SM	WH	BR	6	12	18	20	30	Conv.	Specialty		barn/ aviary	free range	pasture	organic		pasture organic														
																	Ω-3	veg-fed																				
<b>SOUTH CENTRAL U.S. - AR,AZ,CO,KS,LA,MO,NM,OK,T,UT</b>																																						
AR	Albertsons Houston	Lucerne																0.99																				
	G&W Foods	Eggland's Best																	0.99	2.50													24 pack					
	Harp's	Eggland's Best																	0.99	4.98														limit 2				
	Kroger Delta	Simple Truth																				2.50												limit 2				
	Natural Grocers	n/i																					0.99											limit 2				
	Shoppers Value	Essential Everyday																		0.89															limit 2			
	The Fresh Market	The Fresh Market																																		limit 2		
	Alfresco																																		limit 2			
AZ	Albertsons SW	Eggland's Best																		1.99																limit 2		
	El Super	n/i																		2.49																limit 2		
	Fry's	Simple Truth																				2.50														limit 2		
	Natural Grocers	n/i																					0.99													limit 2		
	Safeway SW	Eggland's Best																		1.99																limit 6		
	Smart & Final	First Street																		1.49																	limit 6	
	Smith's	Simple Truth																				2.50															limit 2	
Sprout's Market	Handsome Brook																																			3.49	limit 2	
CO	Albert/Safeway	Lucerne																		1.49																	limit 2	
		Nellie's																																				limit 2
	Associated Foods	Food Club																		0.88																		limit 2
		Food Club																		0.99																		limit 2
	King Soopers	Simple Truth																				2.50																limit 2
	Natural Grocers	n/i																					0.99															limit 2
	Ridley's	Food Club																		0.88																		limit 2
Sprout's Market	Handsome Brook																																				3.49	limit 2
KS	Dillon's	Simple Truth																				2.50																limit 2
	G&W Foods	Eggland's Best																																				24 pack
	Harp's	Eggland's Best																																				limit 2
	Natural Grocers	n/i																					0.99															limit 2
	Sprout's Market	Handsome Brook																																				3.49
LA	Albertsons Houston	Lucerne																		0.99																		limit 2
	Brookshire Bros.	Eggland's Best																				1.99																limit 2
		Fresh Harvest																		0.99																		limit 2
	Kroger Texas	Simple Truth																																				limit 2
Shoppers Value	n/i																		1.67																			limit 2

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

Labor Day 2019  
SHELL EGGS

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				JM	L	LG	MD	SM	WH	BR	6	12	18	20	30	Conv.	Specialty		barn/aviary	free range	pasture	organic	pasture organic					
																	Ω-3	veg-fed										
LA (cont)	The Fresh Market	The Fresh Market																										
		Alfredo																							4.49			
	Winn-Dixie	Eggland's Best															2.50								4.99			
MO	Fresh Thyme	Fresh Thyme														0.99												
	Gerbe's	Simple Truth																	2.50									
	G&W Foods	Eggland's Best																	2.50									
	Harp's	Eggland's Best																	4.98									
	Harter House	Nellie's																			2.99							
	Kroger Central	Simple Truth																	2.50									
	Kroger Delta	Simple Truth																	2.50									
	Natural Grocers	n/i																			0.99							limit 2
	Ruler Foods	Simple Truth																	2.59									
Sprout's Market	Handsome Brook																								3.49			
NM	Albertsons SW	Eggland's Best																	1.99									
	Albert/Safeway	Lucerne														1.49												limit 2
		Nellie's																			3.49							
	El Super	n/i														2.49												
	King Soopers	Simple Truth																	2.50									
	Natural Grocers	n/i																			0.99							limit 2
	Smith's	Simple Truth																	2.50									
Sprout's Market	Handsome Brook																								3.49			
OK	Harp's	Eggland's Best																	4.98									24 pack
	Natural Grocers	n/i																			0.99							limit 2
	Shoppers Value	Essential Everyday														0.89												
	Sprout's Market	Handsome Brook																								3.49		
	Super C Mart	Eggland's Best																	1.99									
	The Fresh Market	The Fresh Market																							4.49			
		Alfredo																							4.99			
	Warehouse Market	Best Choice														0.99												
Williams Foods	Best Choice														0.79													
TX	Albertsons Houston	Lucerne														0.99												
	Brookshire Bros.	Eggland's Best																	1.99									
		Fresh Harvest														0.99												limit 2
	Central Market	Nellie's																			4.00							
	Nellie's																			4.00								

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				JM	L	LG	MD	SM	WH	BR	6	12	18	20	30	Conv.	Specialty		barn/ aviary	free range	pasture	organic		pasture organic				
																	Ω-3	veg-fed										
TX (cont)	David's	Eggland's Best	f			•			•			•					1.99											
		Fresh Harvest				•			•			•					0.99											limit 2
	El Ahorro	Best Yet				•			•							2.00												
	El Rancho	El Rancho				•			•					•			0.88											
	El Super	n/i				•			•					•			2.49											
	H-Mart	Organic Valley				•				•				•											3.49			
	Kroger Texas	Simple Truth				•				•				•					2.50									
	La Fiesta	Sunups					•			•				•			0.69											
	Natural Grocers	n/i				•				•				•						0.99								limit 2
	Randall's	Lucerne				•				•				•			0.99											
	Sprout's Market	Handsome Brook				•				•				•												3.49		
	Tom Thumb	Lucerne				•				•				•			0.99											
UT	Albertsons SW	Eggland's Best				•			•			•					1.99											
	Associated Foods	Food Club				•			•			•				0.88												
		Food Club				•			•			•				0.99												
	Fresh Market	Food Club				•			•			•				0.88												
	King Soopers	Simple Truth				•				•			•					2.50										
	Natural Grocers	n/i				•				•			•						0.99									limit 2
	Ridley's	Food Club				•				•			•			0.88												
	Smith's	Simple Truth				•				•			•					2.50										
	Sprout's Market	Handsome Brook				•				•			•												3.49			
Stokes Market	Food Club			•				•			•			0.88														

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

**Labor Day 2019**

prices in \$US per unit

**SHELL EGGS**

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

State	Supermarket	Label	K E Y	Weight Class					Color		Pack Size					Caged		Cage-Free					Conditions												
				JM	L	LG	MD	SM	WH	BR	6	12	18	20	30	Conv.	Specialty		barn/aviary	free range	pasture	organic		pasture organic											
																	Ω-3	veg-fed																	
<b>SOUTHWESTERN U.S. - CA,HI,NV</b>																																			
CA	Albert/Vons	Eggland's Best				●			●								2.69																		
	Big Saver	Norco Ranch					●		●							1.69																			
	EI Super	n/i				●			●							2.77																			
	Grocery Outlet	Contented Hen					●		●																2.99										
	Holiday Market	Barnstar					●		●										2.00																
	Lucky	Eggland's Best				●			●								2.99																		
	Mar-Val Foods	Eggland's Best		n			●		●										3.99																
		Eggland's Best					●		●								3.99																		
	Mollie Stone's	Clover					●		●											3.99															
	Raley's	Nulaid					●		●							1.49																			
	Ralph's	Simple Truth					●		●										2.50																
	R-Ranch Market	Trafficanda						●	●							5.49																		60 pack	
	Save Mart	Eggland's Best				●			●								2.99																		
	Select Markets	Cherry Lane					●		●										3.50																
Smart & Final	First Street					●		●							1.49																		limit 6		
Sprout's Market	Handsome Brook					●		●																									3.49		
Vallarta	Contented Hen					●		●										2.99																	
HI	ChoiceMART	Farmpack				●		●								5.59																		island	
	Don Quijote	Ka Lei				●		●								4.49																		island	
	KTA Super Stores	1916 Brand				●		●								2.50																		mainland	
	Marukai	Marukai Brand				●		●											4.99															mainland	
	Tamura's	Cackle Fresh				●		●								1.99																		mainland	
NV	Albertsons SW	Eggland's Best				●		●										1.99																	
	Associated Foods	Food Club				●		●								0.88																			
		Food Club				●		●								0.99																			
	EI Super	n/i				●		●								2.77																			
	Grocery Outlet	Contented Hen					●	●																		2.99									
	Natural Grocers	n/i				●		●												0.99														limit 2	
	Raley's	Nulaid				●		●								1.49																			
	Ridley's	Food Club				●		●								0.88																			
	Save Mart	Eggland's Best				●		●											2.99																
	Smart & Final	First Street				●		●								1.49																			limit 6
	Smith's	Simple Truth				●		●												2.50															
Sprout's Market	Handsome Brook				●		●																										3.49		

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

Labor 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	•L	LG	MD	SM	WH	BR	6	12	18	20	30	Conv.	Specialty		barn/ aviary	free range	pasture	organic		pasture organic			
																	Ω-3	veg-fed									
<b>NORTHWESTERN U.S. - AK,ID,MT,OR,WA,WY</b>																											
AK	Alaska Commercial Meyers Group IGA	Essential Everyday															2.99										
		IGA																1.49									
ID	Associated Foods	Food Club															0.88										
		Food Club																0.99									
	Fred Meyer Grocery Outlet	Alfresco																				4.99					
		Contented Hen																						2.99			
	IGA Markets	IGA																0.99									
		Hometown																0.99									
		n/i																			0.99					limit 2	
	Ridley's	Food Club															0.88										
	Smith's	Simple Truth																									
Stokes Market	Food Club															0.88				2.50							
MT	Associated Foods	Food Club															0.88										
		Food Club																0.99									
	IGA Markets	IGA																0.99									
		Hometown																0.99									
		n/i																			0.99				limit 2		
	Reynold's	Food Club															0.99										
	Smith's	Simple Truth																									
Stokes Market	Food Club															0.88				2.50							
OR	99 Ranch Market	Cherry Lane															1.18										
	Associated Foods	Food Club															0.88										
		Food Club																0.99									
	Grocery Outlet	Contented Hen																									
	IGA Markets	IGA																0.99						2.99			
		Hometown																0.99									
	IGA Market Fresh	Cherry Lane																			3.50						
	Natural Grocers	n/i																		0.99				limit 2			
	Quality Food Cntr	Simple Truth																			2.50						
	Roth's	Steibrs																				3.99					
	Select Markets	Cherry Lane																				3.50					
Thriftway of OR	Cherry Lane																				3.50						
WA	99 Ranch Market	Cherry Lane															1.18										
	Grocery Outlet	Contented Hen																					2.99				



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State	Supermarket	Label	K E Y	Weight Class					Color		Pack Size					Caged			Cage-Free					Conditions						
				JM	L	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 (cont)	IGA Markets	IGA				•			•			•					0.99													
		Hometown				•			•			•					0.99													
	IGA Market Fresh	Cherry Lane				•			•			•						3.50												
	Metropolitan	Metropolitan				•			•			•												4.89						
	Natural Grocers	n/i				•			•			•								0.99									limit 2	
	Quality Food Cntr	Simple Truth				•			•			•							2.50											
	Select Markets	Cherry Lane				•			•			•							3.50											
	Sprout's Market	Handsome Brook				•			•			•															3.49			
	The Markets	Cherry Lane						•	•			•						0.99												limit 2
	Thriftway	Cherry Lane							•			•																		
Thriftway of OR	Cherry Lane							•			•																			
WY	Albert/Safeway	Lucerne				•			•						•														limit 2	
		Nellie's				•			•			•													3.49					
	Associated Foods	Food Club				•			•			•																		
		Food Club				•			•			•																		
	IGA Markets	IGA				•			•			•																		
		Hometown				•			•			•																		
	King Soopers	Simple Truth				•			•			•																		
	Natural Grocers	n/i				•			•			•														0.99				limit 2
Ridley's	Food Club				•			•			•																			
Smith's	Simple Truth				•			•			•																			