



United States  
Department of  
Agriculture

Agricultural  
Marketing  
Service

Livestock,  
Poultry and  
Seed Program

Agricultural  
Analytics  
Division

# Feature Advertising by U.S. Supermarkets Meat and Poultry

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## Labor Day 2016

Advertised Prices effective through September 05, 2016



## 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.

### Contents:

#### Chicken -

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

Northeast .....	03
Southeast .....	18
Midwest .....	30
South Central.....	42
Southwest.....	51
Northwest .....	55

#### Pork -

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

Northeast .....	61
Southeast .....	75
Midwest .....	90
South Central.....	106
Southwest.....	118
Northwest .....	122

#### Beef -

Ground beef, beef patties, and various USDA graded and non-graded beef steaks.

Northeast .....	127
Southeast .....	143
Midwest .....	159
South Central.....	175
Southwest.....	187
Northwest .....	190

#### Ground Poultry -

Ground turkey and chicken grinds, sausage, and patties.

Northeast .....	197
Southeast .....	204
Midwest .....	207
South Central.....	210
Southwest.....	213
Northwest .....	215

**Report Notes:**

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

**Code Key:**

- n/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)
- card ..... price with store card

**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

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

**Labor Day 2016**

prices in \$US per pound unless otherwise noted.

**CHICKEN**

State	Supermarket	Brand	Key	B/S Breast		B/S Thighs		Split Breast		Wings		Thighs		Drumsticks		Leg Quarters		Fried		Other
				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	8-piece	12-Piece	
<b>NORTHEASTERN U.S. - CT,DC,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT</b>																				
CT	ACME Markets	Lancaster		3.99	2.99								1.49		1.49			5.99		
		Perdue		3.99																
		O Organics	O	6.99																
		Open Nature	A			3.99														
		n/i			1.99															
	Adams IGA	Springer Mntr	A	3.99				2.39												
	AF Basket	Farm Fresh															0.49			
		n/i										0.99		0.99						
	AG New England	n/i			1.99															
	ALDI	n/i								1.49										
		Kirkwood			2.29										0.99					
	Associated	Coleman	O			4.99								2.99						
		Harvestland	O	7.99								2.69		2.69						
	Best Market	n/i		2.47	1.77		1.97				2.77		0.77		0.77	0.77				
		Murray's	A	4.47																
	Big Y	n/i																5.99		
		Big Y Natural			3.69	2.99			2.99				1.79		1.79					
	Bravo	Perdue											0.89		0.89					
	C-Town	Perdue											1.29		1.19	0.79				
	Compare Foods	Perdue									2.49		0.99		0.99					
		Harvestland	A								1.99			1.99			0.39			
	Fairway Foods	Murray's	A		2.99															
	Food Bazaar	n/i			1.99										0.99					
	Geissler's	Geissler's	A									1.69		1.69						
	Key Food	Coleman	O	8.99		5.99														
		Harvestland	A	4.99		3.99														
		Perdue							2.69	2.49	1.19	0.99	1.19	0.99	0.79					
		Sanderson Farms		3.29	2.99			2.19	1.99											
	Kings Market	Perdue			2.99															
	Marc's	n/i		2.49																
	Price Chopper	n/i																5.99		
		Price Chopper		2.49	1.77	2.49	1.77													
		Central Market	A	4.99				2.99												

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				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	8-piece	12-Piece	
CT <i>(cont)</i>	Price Rite	n/i										0.79		0.79						
		Amick Farms			1.79															
		Save-a-Lot	n/i		1.49															
		ShopRite	n/i				1.99		1.49				0.99		0.99				5.99	
			Coleman	O					2.79						2.79					
			Perdue	A	4.49															
		Stew Leonard's	Stew's Naked	A	2.99															
		Stop & Shop	Stop & Shop			1.39														L3
			Stop & Shop			1.69														L2
			Stop & Shop			1.99														
	The Fresh Market	n/i	A	2.99		2.99														
	Walmart	n/i			1.99														5.98	
DC	ALDI	n/i								1.49										
		Kirkwood			2.29										0.99					
	Harris Teeter	n/i			2.97		1.27	BOGO		2.97						0.97				
		Perdue			3.99															
	Safeway Eastern	Signature Farms			2.99		2.99													
		n/i				1.99													5.99	
		Signature Café																		
	Save-a-Lot	n/i			1.49															
	Walmart	n/i			1.99														5.98	
DE	ACME Markets	Lancaster		3.99	2.99								1.49		1.49				5.99	
		Perdue		3.99																
		O Organics	O	6.99																
		Open Nature	A			3.99														
		n/i			1.99															
	Food Lion	Nature's Place	A	25% off		25% off						25% off		25% off						
		n/i																	5.99	
		Food Lion								1.99										
		Food Lion								2.49										
	Fresh Grocer	n/i			1.88		1.99		1.49				0.88		0.88				4.99	
	n/i	H									1.19		1.19							
Great Valu Mrkts	n/i							1.49										9.99		
	Perdue											0.99		0.99						

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				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	8-piece	12-Piece		
DE (cont)	Harris Teeter	n/i			2.97		1.27	BOGO			2.97					0.97					
	Perdue			3.99																	
	Redner's	Perdue		3.28																	
		n/i														0.98					
		Harvestland	A			3.48															
		Wild Harvest	A		3.99							1.59		1.59							
		Safeway Eastern	Signature Farms		2.99		2.99														
		n/i				1.99															
		Signature Café																		5.99	
		Save-a-Lot	n/i			1.49															
		ShopRite	n/i				1.99			1.49			0.99		0.99					5.99	
		Coleman	O						2.79						2.79						
		Perdue	A		4.49																
		Walmart	n/i			1.99														5.98	
	Weis Markets	Harvestland	A								1.79		1.79								
	Weis			BOGO				BOGO													
	Perdue															0.98					
	n/i											0.75		0.75							
MA	Adams IGA	Springer Mntn	A	3.99				2.39													
	AF Basket	Farm Fresh															0.49				
		n/i										0.99		0.99							
	AG New England	n/i			1.99																
	ALDI	n/i									1.49										
		Kirkwood			2.29										0.99						
	Associated	Coleman	O			4.99								2.99							
		Harvestland	O		7.99								2.69		2.69						
	Big Y	n/i																	5.99		
		Big Y Natural			3.69	2.99				2.99			1.79		1.79						
	C-Town	Perdue											1.29		1.19	0.79					
	Compare Foods	Perdue									2.49		0.99		0.99						
		Harvestland	A									1.99		1.99				0.39			
	Crosby's	n/i			1.99																
Food City Market	n/i			1.99		1.69										0.69					
Geissler's	Geissler's	A									1.69		1.69								
Hannaford	Nature's Place	A		3.99																	

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				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	8-piece	12-Piece	
MA (cont)	Market 32	n/i																	5.99	
		Price Chopper		2.49	1.77	2.49	1.77													
		Central Market	A	4.99				2.99												
		Market Basket	Market Basket		1.99	1.99														
			Springer Mntn	A	3.99															
			Coleman	O			4.99													
		Met Foods	Perdue		x`		2.99										0.49			
			Harvestland	A								2.29		2.29						
			Harvestland	O										2.99						
			Coleman	O	7.99															
		Price Chopper	n/i																5.99	
			Price Chopper		2.49	1.77	2.49	1.77												
			Central Market	A	4.99				2.99											
		Price Rite	n/i										0.79		0.79					
			Amick Farms			1.79														
		Roche Bros.	Bell & Evans	A								2.49		2.49						
			Perdue		3.99															
			Roche Bros.	A	2.99															
			n/i			1.77														
		Save-a-Lot	n/i			1.49														
		Seabra Foods	n/i			2.49		2.49				1.79			0.79					
		Shaw's	n/i			2.49		2.49											5.00	7.99
			Perdue		40% off		40% off		40% off		40% off		40% off		40% off					
		Star Market	Perdue		40% off		40% off		40% off		40% off		40% off		40% off				5.00	
			O Organics	O	8.49		6.99													
		Stop & Shop	Stop & Shop			1.39														
			Stop & Shop			1.69														L3
			Stop & Shop			1.99														L2
		The Fresh Market	n/i	A	2.99		2.99													
		Tops Markets	n/i		BOGO		BOGO													
		Tops								1.69		1.69		1.69						
	Trucchi's	n/i		2.99	1.99															
		Perdue									1.29		1.29							
	Walmart	n/i			1.99													5.98		

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				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	8-piece	12-Piece		
MA <i>(cont)</i>	Wegman's	Wegman's		3.79	1.88	3.49	1.99		1.88		2.49	1.79	0.99	1.79	0.79	0.69					
		Wegman's	O	7.99	6.99	4.99		5.79		4.49		3.79		2.99	1.99						
MD	ACME Markets	Lancaster		3.99	2.99								1.49		1.49			5.99			
		Perdue		3.99																	
		O Organics	O	6.99																	
	ALDI	Open Nature	A			3.99															
		n/i			1.99																
	Associated	Kirkwood			2.29						1.49					0.99					
		Coleman	O			4.99									2.99						
	Food Lion	Harvestland	O	7.99									2.69		2.69						
		Nature's Place	A	25% off		25% off							25% off		25% off				5.99		
		n/i																			
	Giant Eagle	Food Lion									1.99										
		Food Lion									2.49										
	Graul's Market	Giant Eagle		BOGO									1.29		1.29						
	Great Valu Mrkts	Perdue		2.79																	
		n/i							1.49											9.99	
	Harris Teeter	Perdue												0.99		0.99					
		n/i			2.97		1.27	BOGO			2.97							0.97			
	Martin's	Perdue		3.99																	
		Giant			1.79				1.69												
	Redner's	Perdue		3.28																	
		n/i															0.98				
		Harvestland	A			3.48															
	Safeway Eastern	Wild Harvest	A	3.99									1.59		1.59						
Signature Farms			2.99		2.99																
n/i				1.99																	
Save-a-Lot	Signature Café																	5.99			
	n/i			1.49																	
Shop'n Save	n/i							1.99									0.48				
	Gerber's	A	4.49																		
Shoppers	n/i			1.98								1.29		1.29				5.99			
	Perdue									1.88											



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				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	8-piece	12-Piece	
MD <i>(cont)</i>	ShopRite	n/i					1.99		1.49				0.99		0.99			5.99		
		Coleman	O											2.79						
		Perdue	A	4.49																
		The Fresh Market	n/i	A	2.99		2.99													
		Walmart	n/i				1.99												5.98	
		Wegman's	Wegman's		3.79	1.88	3.49	1.99		1.88		2.49	1.79	0.99	1.79	0.79	0.69			
			Wegman's	O	7.99	6.99	4.99		5.79		4.49		3.79		2.99	1.99				
		Weis Markets	Harvestland	A									1.79		1.79					
		Weis		BOGO				BOGO												
		Perdue														0.98				
		n/i										0.75		0.75						
ME	AG New England	n/i			1.99															
	Food City Market	n/i			1.99		1.69									0.69				
	Hannaford	Nature's Place	A	3.99																
	Market Basket	Market Basket		1.99	1.99															
		Springer Mntn	A	3.99																
		Coleman	O			4.99														
	Save-a-Lot	n/i			1.49															
	Shaw's	n/i			2.49		2.49											5.00	7.99	
	Perdue		40% off		40% off		40% off		40% off		40% off		40% off		40% off					
	Walmart	n/i			1.99													5.98		
NH	AG New England	n/i			1.99															
	ALDI	n/i								1.49										
		Kirkwood			2.29									0.99						
	Hannaford	Nature's Place	A	3.99																
	Market Basket	Market Basket		1.99	1.99															
		Springer Mntn	A	3.99																
		Coleman	O			4.99														
	Price Chopper	n/i																5.99		
		Price Chopper		2.49	1.77	2.49	1.77													
		Central Market	A	4.99				2.99												
Price Rite	n/i										0.79		0.79							
	Amick Farms			1.79																
	Save-a-Lot	n/i		1.49																

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				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	8-piece	12-Piece	
NH <i>(cont)</i>	Shaw's	n/i			2.49		2.49											5.00	7.99	
	Perdue			40% off		40% off		40% off		40% off		40% off		40% off						
	The Fresh Market	n/i	A	2.99		2.99														
	Walmart	n/i			1.99													5.98		
NJ	ACME Markets	Lancaster		3.99	2.99								1.49		1.49			5.99		
		Perdue		3.99																
		O Organics	O	6.99																
		Open Nature	A			3.99														
		n/i			1.99															
	ALDI	n/i								1.49										
		Kirkwood			2.29										0.99					
	Associated	Coleman	O			4.99								2.99						
		Harvestland	O	7.99								2.69		2.69						
	Best Market	n/i		2.47	1.77		1.97				2.77		0.77		0.77	0.77				
		Murray's	A	4.47																
	Bravo	Perdue											0.89		0.89					
	C-Town	Perdue											1.29		1.19	0.79				
	Compare Foods	Perdue									2.49		0.99		0.99					
		Harvestland	A									1.99		1.99				0.39		
	Fairway Foods	Murray's	A		2.99															
	Fine Fare	n/i																0.47		
		Farm Fresh			1.99										0.97					
		Perdue							1.39											
	Foodtown	Foodtown			1.99															
		Greenway	A	2.99																
		Perdue											1.29		1.29	0.89				
	Food Bazaar	n/i			1.99										0.99					
Great Valu Mrkts	n/i								1.49										9.99	
	Perdue												0.99	0.99						
Key Food	Coleman	O	8.99		5.99															
	Harvestland	A	4.99		3.99															
	Perdue									2.69	2.49	1.19	0.99	1.19	0.99	0.79				
	Sanderson Farms		3.29	2.99			2.19	1.99												
Kings Market	Perdue			2.99																

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				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	8-piece	12-Piece		
NJ (cont)	McCaffrey's	Bell & Evans	A			2.99						1.99		1.99		1.99					
		n/i																6.99			
	Met Foods	Perdue				2.99										0.49					
		Harvestland	A									2.29		2.29							
		Harvestland	O											2.99							
		Coleman	O		7.99																
	Morton Williams	n/i													0.69						
		Harvestland	A		5.99																
		Perdue						1.99													
	Murphy's Mrkt	Murphy's						1.79						1.49		1.49					
		Bell & Evans	A		6.99																
	Pioneer	Perdue							1.29												
		Farm Fresh															0.49				
		Coleman	O		7.99																
		Harvestland	A										2.29		2.29						
		Harvestland	O												2.99						
	Price Rite	n/i											0.79		0.79						
		Amick Farms				1.79															
	Save-a-Lot	n/i				1.49															
	Seabra Foods	n/i				2.49		2.49				1.79				0.79					
	ShopRite	n/i						1.99		1.49				0.99		0.99				5.99	
		Coleman	O						2.79							2.79					
		Perdue	A		4.49																
	Stop & Shop	Stop & Shop				1.39															L3
		Stop & Shop				1.69															L2
		Stop & Shop				1.99															
	Supremo Foods	n/i				1.99		1.99													
	The Fresh Market	n/i	A		2.99		2.99														
Thrtwy/Shop'n Bag	n/i				1.49	2.99															
	Nature's Sensation	A		3.99																	
Top Tomato	Perdue											0.99		0.99							
Uncle Giuseppe's	n/i											1.49		1.49							
Walmart	n/i				1.99														5.98		
Wegman's	Wegman's			3.79	1.88	3.49	1.99		1.88		2.49	1.79	0.99	1.79	0.79	0.69					
	Wegman's	O		7.99	6.99	4.99		5.79		4.49		3.79		2.99	1.99						

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

**Labor Day 2016**

prices in \$US per pound unless otherwise noted.

**CHICKEN**

State	Supermarket	Brand	Key	B/S Breast		B/S Thighs		Split Breast		Wings		Thighs		Drumsticks		Leg Quarters		Fried		Other	
				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	8-piece	12-Piece		
NJ (cont)	Weis Markets	Harvestland	A									1.79		1.79							
		Weis		BOGO				BOGO								0.98					
		Perdue										0.75		0.75							
		n/i												0.75							
	Western Beef	n/i							1.49		1.49			0.99			0.39				
NY	ACME Markets	Lancaster		3.99	2.99									1.49					5.99		
		Perdue		3.99																	
		O Organics	O	6.99																	
		Open Nature	A			3.99															
		n/i			1.99																
		AF Basket	Farm Fresh																	0.49	
			n/i										0.99		0.99						
		ALDI	n/i								1.49										
			Kirkwood			2.29										0.99					
		Associated	Coleman	O			4.99									2.99					
			Harvestland	O	7.99								2.69		2.69						
		Best Market	n/i		2.47	1.77		1.97					2.77		0.77		0.77				
			Murray's	A	4.47																
		Big M Supermarket	1893 Premium						1.69		2.49								0.59		
			n/i																5.99		
		Bravo	Perdue											0.89		0.89					
		C-Town	Perdue											1.29		1.19	0.79				
		Compare Foods	Perdue									2.49		0.99		0.99					
			Harvestland	A									1.99		1.99				0.39		
		D'Agostino's	1932 brand		2.99																
			Smart Chicken	O										4.99		4.99					
		DeCiccio & Sons	DeCiccio & Sons	A						1.99											
		DeCiccio's Market	DeCiccio's	A		3.49															
	Fairway Foods	Murray's	A		2.99																
	Fine Fare	n/i																	0.47		
		Farm Fresh			1.99										0.97						
		Perdue							1.39												
	Food Bazaar	n/i			1.99									0.99							

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State	Supermarket	Brand	Key	B/S Breast		B/S Thighs		Split Breast		Wings		Thighs		Drumsticks		Leg Quarters		Fried		Other	
				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	8-piece	12-Piece		
NY (cont)	Foodtown	Foodtown			1.99																
		Greenway	A	2.99																	
		Perdue											1.29		1.29		0.89				
	Giunta's	Farm Fresh		2.39					1.99												
		Perdue																1.19			
	Great American	Mountaire							1.39												
	Gristede's	n/i		4.99																	
	Hannaford	Nature's Place	A	3.99																	
	Key Food	Coleman	O	8.99		5.99															
		Harvestland	A	4.99		3.99									1.89						
	King Kullen	Perdue								2.69	2.49	1.19	0.99	1.19	0.99	0.79					
		Sanderson Farms		3.29	2.99				2.19	1.99											
		Bell & Evans	A												2.69						
		Harvestland	O	25% off		25% off			25% off		25% off			25% off	25% off						
		Mountaire		2.99		2.69								1.29	1.29						
	Kings Market	Murray's	A	6.49																	
		Perdue			2.49				1.69					0.99		0.99	0.69				
		Perdue			2.99																
	Market 32	n/i																	5.99		
		Price Chopper		2.49	1.77	2.49	1.77														
		Central Market	A	4.99					2.99												
	Met Foods	Perdue		x`		2.99													0.49		
		Harvestland	A										2.29		2.29						
		Harvestland	O											2.99							
	Morton Williams	Coleman	O	7.99																	
		n/i														0.69					
		Harvestland	A	5.99																	
	Net Cost	Perdue						1.99													
	North Shore	n/i			1.89																
		Country Fresh					1.99													0.59	
Peck's Market	D'Artagnan	O	9.99									3.99		3.99							
	n/i									2.19											
Pioneer	Perdue							1.29													
	Farm Fresh																0.49				
		Coleman	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		Fried		Other		
				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	8-piece	12-Piece			
NY <i>(cont)</i>	Pioneer	Harvestland	A									2.29		2.29								
	<i>(continued)</i>	Harvestland	O											2.99								
	Price Chopper	n/i																	5.99			
		Price Chopper			2.49	1.77	2.49	1.77														
		Central Market	A		4.99				2.99													
		Price Rite	n/i										0.79		0.79							
		Amick Farms				1.79																
		Save-a-Lot	n/i			1.49																
		Shop'n Save	n/i						1.99									0.48				
		Gerber's	A		4.49																	
		ShopRite	n/i				1.99			1.49			0.99		0.99					5.99		
		Coleman	O						2.79						2.79							
		Perdue	A		4.49																	
		Stew Leonard's	Stew's Naked	A	2.99																	
		Stop & Shop	Stop & Shop			1.39																L3
			Stop & Shop			1.69																L2
			Stop & Shop			1.99																
		The Fresh Market	n/i	A	2.99		2.99															
		Tops Markets	n/i		BOGO		BOGO															
		Tops									1.69		1.69		1.69							
		Top Tomato	Perdue										0.99		0.99							
		Uncle Giuseppe's	n/i										1.49		1.49							
		Walmart	n/i			1.99														5.98		
	Wegman's	Wegman's		3.79	1.88	3.49	1.99		1.88		2.49	1.79	0.99	1.79	0.79	0.69						
		Wegman's	O	7.99	6.99	4.99		5.79		4.49		3.79		2.99	1.99							
	Weis Markets	Harvestland	A									1.79		1.79								
		Weis		BOGO				BOGO														
		Perdue														0.98						
		n/i										0.75		0.75								
	Western Beef	n/i						1.49		1.49				0.99			0.39					
PA	ACME Markets	Lancaster		3.99	2.99								1.49		1.49				5.99			
		Perdue		3.99																		
		O Organics	O	6.99																		
		Open Nature	A			3.99																
		n/i			1.99																	

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

**Labor Day 2016  
CHICKEN**

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State	Supermarket	Brand	Key	B/S Breast		B/S Thighs		Split Breast		Wings		Thighs		Drumsticks		Leg Quarters		Fried		Other	
				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	8-piece	12-Piece		
PA (cont)	ALDI	n/i									1.49										
		Kirkwood			2.29									0.99							
	Associated	Coleman	O			4.99								2.99							
		Harvestland	O		7.99								2.69		2.69						
	Big M Supermarket	1893 Premium						1.69		2.49							0.59			5.99	
	Bravo	Perdue											0.89	0.89							
	C-Town	Perdue											1.29	1.19	0.79						
	Family Owned	n/i			2.69	1.99								0.97	0.97					11.99	
		Allen																			
	Fine Fare	Nature's Sensation	A		3.69													0.47			
		n/i																			
		Farm Fresh				1.99															
		Perdue							1.39												
	Food Lion	Nature's Place	A		25% off		25% off							25% off	25% off					5.99	
		n/i																			
		Food Lion									1.99										
		Food Lion									2.49										card
	Foodland	Tyson												0.89	0.89						
		n/i																			11.99
	Foodtown	Foodtown				1.99															
		Greenway	A		2.99																
		Perdue												1.29	1.29	0.89					
	Fresh Grocer	n/i				1.88	1.99		1.49						0.88	0.88				4.99	
		n/i	H											1.19	1.19						
	Giant Eagle	Giant Eagle			BOGO																
	Giant Food Stores	Giant				1.79									1.29	1.29					
	Great Valu Mrkts	n/i							1.49												9.99
		Perdue												0.99	0.99						
IGA SpartanNash	Open Acres				1.79																
	Gerber	A										1.69	1.69								
	n/i																			6.49	
Karn's	n/i			2.19				1.49							0.49				4.99		
Key Food	Coleman	O		8.99		5.99															
	Harvestland	A		4.99		3.99								1.89							

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State	Supermarket	Brand	Key	B/S Breast		B/S Thighs		Split Breast		Wings		Thighs		Drumsticks		Leg Quarters		Fried		Other
				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	8-piece	12-Piece	
PA (cont)	Key Food (continued)	Perdue								2.69	2.49	1.19	0.99	1.19	0.99	0.79				
		Sanderson Farms		3.29	2.99			2.19	1.99											
		Kuhn's Markets	n/i		2.49															
			Gerber	A			2.99													
		Martin's	Giant			1.79			1.69											
		McCaffrey's	Bell & Evans	A			2.99						1.99		1.99		1.99			
			n/i																6.99	
		Net Cost	n/i			1.89														
		Pioneer	Perdue						1.29											
			Farm Fresh														0.49			
			Coleman	O	7.99															
			Harvestland	A									2.29		2.29					
			Harvestland	O											2.99					
		Price Chopper	n/i																5.99	
			Price Chopper		2.49	1.77	2.49	1.77												
			Central Market	A	4.99				2.99											
		Price Rite	n/i											0.79		0.79				
			Amick Farms			1.79														
		Redner's	Perdue		3.28															
			n/i														0.98			
			Harvestland	A			3.48													
			Wild Harvest	A	3.99								1.59		1.59					
		Safeway Eastern	Signature Farms		2.99		2.99													
			n/i			1.99														5.99
			Signature Café																	
		Save-a-Lot	n/i			1.49														
		Shop'n Save	n/i						1.99									0.48		
			Gerber's	A	4.49															
		ShopRite	n/i					1.99		1.49				0.99		0.99				5.99
			Coleman	O					2.79						2.79					
		Perdue	A	4.49																
	ShurSave	Sanderson Farms		30% off		30% off							30% off		30% off					
	Sparkle Market	n/i							0.99											
	Supremo Foods	n/i			1.99		1.99													
	The Fresh Market	n/i	A	2.99		2.99														



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				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	8-piece	12-Piece	
PA (cont)	Thrtwy/Shop'n Bag	n/i			1.49	2.99														
		Nature's Sensation	A	3.99																
	Thorne's Market	1893 Premium			1.99															
	Tops Markets	n/i		BOGO		BOGO														
		Tops									1.69		1.69		1.69					
	Trade Fair	n/i															0.29			
		Perdue							1.49											
		n/i	H		2.39												0.79			
	Walmart	n/i			1.99														5.98	
	Wegman's	Wegman's		3.79	1.88	3.49	1.99		1.88		2.49	1.79	0.99	1.79	0.79	0.69				
	Wegman's	O	7.99	6.99	4.99			5.79		4.49			3.79	2.99	1.99					
Weis Markets	Harvestland	A											1.79	1.79						
	Weis			BOGO				BOGO												
	Perdue															0.98				
	n/i											0.75		0.75						
RI	Adams IGA	Springer Mntn	A	3.99				2.39												
	ALDI	n/i									1.49									
		Kirkwood			2.29										0.99					
	Associated	Coleman	O			4.99								2.99						
		Harvestland	O	7.99									2.69		2.69					
	Bravo	Perdue										0.89			0.89					
	Compare Foods	Perdue									2.49		0.99		0.99					
		Harvestland	A									1.99		1.99			0.39			
	Dave's Marketplace	n/i		2.99		1.99		0.99	2.99											
	Price Rite	n/i										0.79		0.79						
		Amick Farms			1.79															
	Save-a-Lot	n/i			1.49															
	Seabra Foods	n/i			2.49	2.49					1.79				0.79					
	Shaw's	n/i			2.49	2.49													5.00	7.99
		Perdue		40% off		40% off		40% off	40% off		40% off			40% off	40% off					
	Stop & Shop	Stop & Shop			1.39															
	Stop & Shop			1.69																
	Stop & Shop			1.99																
Walmart	n/i			1.99														5.98		

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State	Supermarket	Brand	Key	B/S Breast		B/S Thighs		Split Breast		Wings		Thighs		Drumsticks		Leg Quarters		Fried		Other	
				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	8-piece	12-Piece		
VT	AG New England	n/i			1.99																
	ALDI	n/i								1.49											
		Kirkwood			2.29									0.99							
	Food City Market	n/i		1.99		1.69										0.69					
	Hannaford	Nature's Place	A	3.99																	
	Price Chopper	n/i																	5.99		
		Price Chopper			2.49	1.77	2.49	1.77													
		Central Market	A		4.99				2.99												
	Shaw's	n/i			2.49		2.49													5.00	7.99
		Perdue			40% off		40% off		40% off		40% off		40% off		40% off						
	Tops Markets	n/i			BOGO		BOGO														
	Tops									1.69		1.69		1.69							
Walmart	n/i			1.99															5.98		

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				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	8-piece	12-Piece	
<b>SOUTHEASTERN U.S. - AL,FL,GA,KY,MS,NC,SC,TN,VA,WV</b>																				
AL	ALDI	n/i								1.49										
		Kirkwood			2.29										0.99					
	Cash Saver	n/i			1.81															
	Dollar General Mkt	n/i			1.95								0.75				0.75			
	Earth Fare	n/i	A	3.99																
	Food for Le\$\$	n/i																	0.29	
	Food Giant	n/i																	0.59	
	Greer's Market	n/i			1.63														0.34	8.55
	Hometown Market	n/i							1.29										0.39	
	Ingles	Tyson	L						0.98											
		n/i																		6.99
	Kroger Atlanta	Perdue			1.99	1.99														6.99
		n/i																		
	Kroger Nashville	Perdue			1.88	1.88														
		Heritage Farm																		0.49
		n/i																		7.99
	Lucky's	n/i								1.99										
	Piggly Wiggly HAC	n/i											0.79	0.79						
	Piggly Wiggly Hchn	n/i					1.68													
	Piggly Wiggly Inc.	n/i							1.69										0.49	
	Piggly Wiggly JTM	n/i							1.29										0.49	
	Publix	Publix						BOGO			2.69	BOGO		BOGO						
	Ramey	n/i			1.98														0.48	
	Rouses	n/i																	0.34	
	Save-a-Lot	n/i			1.49															
	Shop-Rite	n/i																	0.49	
	Sprout's	n/i		BOGO		BOGO														
	The Fresh Market	n/i	A	2.99		2.99														
	United Grocery	n/i			1.99								0.79	0.79						
	Vowell's	n/i																	0.49	
	Walmart	n/i			1.99															5.98
	Western Market	n/i												BOGO	BOGO					

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				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	8-piece	12-Piece		
AL (cont)	Winn-Dixie	Sanderson Farms											BOGO		BOGO						
		Sanderson Farms		2.50										0.99		0.99					
		Springer Mntn	A										BOGO								
		Springer Mntn	A										1.99								
		n/i																	6.00		
FL	ALDI	n/i									1.49										
		Kirkwood			2.29											0.99					
	Bravo	n/i							1.49									0.49			
	Dollar General Mkt	n/i			1.95								0.75			0.75					
	Earth Fare	n/i	A	3.99																	
	Food Giant	n/i																0.59			
	Greer's Market	n/i			1.63													0.34		8.55	
	Harris Teeter	n/i			2.97		1.27	BOGO			2.97					0.97					
		Perdue			3.99																
	Harvey's	n/i				2.49							1.49		1.49				6.00		
	Hitchcock's	n/i																0.49		10.99	
		Tara's Own								1.69											
	IGA Florida	n/i				1.99												0.50		5.99	
		Springer Mntn	A		3.99																
	Lucky's Market	n/i			1.99		1.99														
	Piggly Wiggly Hchn	n/i					1.68														
	Publix	Publix						BOGO			2.69	BOGO		BOGO							
	Sabor Tropical	n/i																0.39			
	Safeway - Florida	Signature Farms			2.99		2.99														
		n/i				1.99															5.99
		Signature Café																			
	Save-a-Lot	n/i				1.49															
	Scaff's Market	Covington Farms																	0.49		
Seabra Foods	n/i				1.99									0.99		0.59					
Sedano's	Perdue															0.49					
The Fresh Market	n/i	A		2.99		2.99															
Walmart	n/i				1.99															5.98	
Western Beef	n/i				2.49						1.99										
Winn-Dixie	Sanderson Farms												BOGO		BOGO						
	Sanderson Farms			2.50									0.99		0.99						

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State	Supermarket	Brand	Key	B/S Breast		B/S Thighs		Split Breast		Wings		Thighs		Drumsticks		Leg Quarters		Fried		Other	
				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	8-piece	12-Piece		
FL <i>(cont)</i>	Winn-Dixie <i>(continued)</i>	Springer Mntn	A								BOGO										
		Springer Mntn	A								1.99										
		n/i																	6.00		
GA	ALDI	n/i									1.49										
		Kirkwood			2.29										0.99						
	Bi-Lo	Sanderson Farms											BOGO		BOGO						
		Sanderson Farms			2.50								0.99		0.99						
		Springer Mntn	A								BOGO										
		Springer Mntn	A								1.99										
		n/i																		6.00	
	Dollar General Mkt	n/i											0.75			0.75					
	Earth Fare	n/i	A		3.99																
	Food City	n/i																		6.99	
		Holly Farms				1.99															
	Food Depot	Claxton											0.88		0.88						
	Food Giant	n/i															0.59				
	Food Lion	Nature's Place	A		25% off		25% off						25% off		25% off						
		n/i																			5.99
		Food Lion										1.99									
		Food Lion										2.49									
	Food Pride	Springer Mntn	A		3.69																
	Galaxy Food	n/i																0.48			
	Harris Teeter	n/i				2.97		1.27	BOGO			2.97					0.97				
	Perdue			3.99																	
Harvey's	n/i					2.49							1.49		1.49					6.00	
IGA	n/i									1.29			0.80		0.80						
Ingles	Tyson	L								0.98											
	n/i																			6.99	
Kroger Atlanta	Perdue				1.99		1.99														
	n/i																			6.99	
Lucky's Market	n/i				1.99		1.99														
Piggly Wiggly Car	n/i								1.48		2.49		0.99		0.99		0.59				
	Mrs. Mac's																			7.99	
Piggly Wiggly GA	n/i																0.49				
	Piggly Wiggly																			9.99	

**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		Fried		Other
				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	8-piece	12-Piece	
GA (cont)	Piggly Wiggly HAC	n/i										0.79		0.79						
	Piggly Wiggly Hchn	n/i				1.68														
	Piggly Wiggly JTM	n/i							1.29								0.49			
	Publix	Publix						BOGO			2.69	BOGO		BOGO						
	Quality Foods	n/i			2.29						1.99									
	Save-a-Lot	n/i			1.49															
	Shop-Rite	n/i															0.49			
	Sprout's	n/i			BOGO		BOGO													
	The Fresh Market	n/i	A		2.99		2.99													
	United Grocery	n/i				1.99							0.79		0.79					
	Walmart	n/i				1.99													5.98	
	Wayfield's	n/i				2.49		1.79		1.49		1.99		0.79		0.79		0.39		
	Winn-Dixie	Sanderson Farms												BOGO		BOGO				
		Sanderson Farms			2.50									0.99		0.99				
	Springer Mntn	A								BOGO										
	Springer Mntn	A								1.99										
	n/i																	6.00		
KY	ALDI	n/i									1.49									
		Kirkwood			2.29										0.99					
	Cox IGA	n/i			1.99														6.99	
	Dollar General Mkt	n/i			1.95								0.75			0.75				
	E.W. James	n/i							1.18		1.98									
		Sanderson Farms											1.18		1.18					
	Earth Fare	n/i	A		3.99															
	Food City	n/i																	6.99	
		Holly Farms				1.99														6.99
	Food Fair	n/i																		6.99
	Food Giant	n/i																0.59		
	Food Lion	Nature's Place	A		25% off		25% off						25% off		25% off					5.99
		n/i																		
	Food Lion									1.99										
	Food Lion									2.49										
Food Rite	Charley Bigg's																		11.99	
	Food Rite																0.59			

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**CHICKEN**

State	Supermarket	Brand	Key	B/S Breast		B/S Thighs		Split Breast		Wings		Thighs		Drumsticks		Leg Quarters		Fried		Other
				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	8-piece	12-Piece	
KY (cont)	Foodland	Chester																		9.99
		Tyson			2.49															
		Fresh Thyme	n/i										0.88	0.88						
			Coleman	O	4.99															
		Galaxy Food	n/i														0.48			
		IGA Houchen's	Gabe's Famous																	11.99
			Sanderson Farms										0.99	0.99						
		IGA SpartanNash	Open Acres			1.79														
			Gerber	A								1.69	1.69							6.49
			n/i																	
		Kroger Cincinnati	Heritage Farm					1.99				1.99								
			Tyson			2.49														
			n/i																	5.99
		Kroger Delta	Heritage Farm			1.99					1.99						0.49			
			n/i																	6.40
		Kroger Louisville	Perdue			1.88		1.88												
			Heritage Farm									1.99								
			n/i																	8.99
		Kroger MidAtlntc	Tyson			1.99		1.99												
			Heritage Farm								1.99									
			n/i																	6.99
		Kroger Nashville	Perdue			1.88		1.88												
			Heritage Farm														0.49			
			n/i																	7.99
		Lucky's Market	n/i			1.99		1.99												
		Meijer	n/i			1.99														
		Piggly Wiggly Hchn	n/i					1.68												
		Remke Markets	n/i			1.88											0.79			12.99
	Save-a-Lot	n/i			1.49															
	Super Dollar	n/i			1.99															
	SuperVALU Stores	Gold'n Plump			2.98		2.98													
		n/i																	7.49	
	TC Grocery	n/i						0.99				0.89	0.99		0.49				7.99	
	The Fresh Market	n/i	A	2.99		2.99														

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State	Supermarket	Brand	Key	B/S Breast		B/S Thighs		Split Breast		Wings		Thighs		Drumsticks		Leg Quarters		Fried		Other	
				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	8-piece	12-Piece		
KY (cont)	United Grocery	n/i			1.99							0.79	0.79								
	ValuMarket	n/i										0.69	0.69								
	Walmart	n/i			1.99													5.98			
MS	AG Baton Rouge	Sanderson Farms							0.99												
		n/i															0.49				
	ALDI	n/i								1.49											
		Kirkwood			2.29									0.99							
	Corner Market	Sanderson Farms							1.29												
	Dollar General Mkt	n/i			1.95								0.75			0.75					
	Food Giant	n/i															0.59				
	Greer's Market	n/i			1.63												0.34		8.55		
	Kroger Delta	Heritage Farm		1.99						1.99								0.49			
		n/i																	6.40		
	Mac's Fresh	n/i					1.99		1.19				0.99			0.69					
		Mac's																		6.99	
	Piggly Wiggly Hchn	n/i																			
	Piggly Wiggly HGR	n/i									2.00		0.75	0.75						6.99	
	Ramey	n/i			1.98													0.48			
	Rouses	n/i																0.34			
	Save-a-Lot	n/i			1.49																
	Superlo Foods	n/i																0.39			
	The Fresh Market	n/i	A	2.99		2.99															
Vowell's	n/i																0.49				
Walmart	n/i			1.99															5.98		
Winn-Dixie	Sanderson Farms											BOGO	BOGO								
	Sanderson Farms			2.50								0.99	0.99								
	Springer Mntn	A								BOGO											
	Springer Mntn	A								1.99											
	n/i																		6.00		
NC	ALDI	n/i									1.49										
		Kirkwood			2.29												0.99				
	Bi-Lo	Sanderson Farms											BOGO	BOGO							
	Sanderson Farms			2.50								0.99	0.99								
	Springer Mntn	A								BOGO											



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State	Supermarket	Brand	Key	B/S Breast		B/S Thighs		Split Breast		Wings		Thighs		Drumsticks		Leg Quarters		Fried		Other	
				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	8-piece	12-Piece		
NC <i>(cont)</i>	Bi-Lo <i>(continued)</i>	Springer Mntn n/i	A							1.99								6.00			
	Carlie C's	Carlie C's n/i															0.38			10.99	
	Compare Foods	n/i										0.79		0.79							
	Dollar General Mrkt	n/i										0.75				0.75					
	Earth Fare	n/i	A	3.99																	
	Farm Fresh	Perdue n/i									1.79								6.99		
	Food Lion	Nature's Place n/i	A	25% off		25% off							25% off		25% off				5.99		
	Food Lion	Food Lion									1.99										card
	Food Lion	Food Lion									2.49										
	Food Pride	Springer Mntn	A	3.69																	
	Fresh Foods	n/i											0.70		0.70						
	Galaxy Food	Fieldale Farms n/i									2.49							0.48			
	Great Valu Mrkts	Perdue n/i									2.89			0.88	0.88						7.99
	Harris Teeter	n/i			2.97		1.27	BOGO			2.97						0.97				
	Harvey's	Perdue n/i				2.49							1.49	1.49						6.00	
	IGA	n/i							1.29				0.80	0.80							
	Ingles	Tyson	L						0.98												
	Just \$ave Foods	n/i																		6.99	
	Kroger MidAtlntc	n/i																		7.49	
	Kroger MidAtlntc	Claxton																0.58			
	Kroger MidAtlntc	Tyson					1.99														
	Kroger MidAtlntc	Heritage Farm n/i									1.99										6.99
	Lowe's Foods	Perdue n/i												0.78	0.78	0.89					
Lowe's Foods	Chicken Kitchen			2.47																7.99	

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State	Supermarket	Brand	Key	B/S Breast		B/S Thighs		Split Breast		Wings		Thighs		Drumsticks		Leg Quarters		Fried		Other				
				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	8-piece	12-Piece					
NC (cont)	Piggly Wiggly Rtl	Country Pride	A																					
		Fieldale Farms																						
		Springer Mntn							1.50															
	Piggly Wiggly Strs	n/i																						
	Publix	Publix							BOGO					BOGO										
	Save-a-Lot	n/i																						
	The Fresh Market	n/i		A	2.99		2.99																	
United Grocery	n/i													0.79		0.79								
Walmart	n/i																				5.98			
SC	ALDI	n/i																						
		Kirkwood																						
	Bi-Lo	Sanderson Farms																						
		Sanderson Farms																						
		Springer Mntn		A																				
		Springer Mntn		A																				
		n/i																						
	Dollar General Mkt	n/i																						
	Earth Fare	n/i		A	3.99																			
	Food Lion	Nature's Place		A	25% off		25% off																	
		n/i																						
		Food Lion																						
		Food Lion																						
	Galaxy Food	n/i																						
	Harris Teeter	n/i																						
		Perdue																						
Harvey's	n/i																							
IGA	n/i																							
Ingles	Tyson		L																					
	n/i																							
Kroger Atlanta	Perdue																							
	n/i																							
Lowe's Foods	Perdue																							
	n/i																							
	Chicken Kitchen																							

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State	Supermarket	Brand	Key	B/S Breast		B/S Thighs		Split Breast		Wings		Thighs		Drumsticks		Leg Quarters		Fried		Other	
				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	8-piece	12-Piece		
SC <i>(cont)</i>	Piggly Wiggly Car	n/i							1.48		2.49		0.99		0.99		0.59				
	Mrs. Mac's																	7.99			
	Publix	Publix						BOGO			2.69	BOGO		BOGO							
	Quality Foods	n/i									1.99										
	Save-a-Lot	n/i																			
	The Fresh Market	n/i	A	2.99		2.99															
Walmart	n/i																			5.98	
TN	ALDI	n/i									1.49										
	Kirkwood													0.99							
	Cash Saver	n/i																			
	Chappell's	n/i															0.49				
	Dollar General Mkt	n/i											0.75			0.75					
	E.W. James	n/i							1.18		1.98										
	Sanderson Farms												1.18		1.18						
	Earth Fare	n/i	A	3.99																	
	Food City	n/i																		6.99	
	Holly Farms																				
	Food Country	n/i																		6.88	
	Food Giant	n/i																		0.59	
	Food Lion	Nature's Place	A	25% off		25% off								25% off		25% off					5.99
	Food Lion	n/i																			
	Food Lion											1.99									
	Food Lion											2.49									
	Food Rite	Charley Bigg's																			11.99
Food Rite																				0.59	
H.G. Hill	H.G. Hill's																			7.99	
Harris Teeter	n/i																			0.49	
Harris Teeter	n/i										2.97									0.97	
Perdue																					
IGA Houchen's	Gabe's Famous																				
IGA Houchen's	Sanderson Farms																			11.99	
Ingles	Tyson	L							0.98					0.99		0.99					
Ingles	n/i																			6.99	
Kroger Delta	Heritage Farm										1.99									0.49	
Kroger Delta	n/i																			6.40	

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State	Supermarket	Brand	Key	B/S Breast		B/S Thighs		Split Breast		Wings		Thighs		Drumsticks		Leg Quarters		Fried		Other		
				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	8-piece	12-Piece			
TN (cont)	Kroger MidAtlntc	Tyson			1.99		1.99															
		Heritage Farm								1.99									6.99			
	Kroger Nashville	Perdue				1.88		1.88														
		Heritage Farm															0.49				7.99	
	Lucky's	n/i									1.99											
	Osborne's	Sanderson Farms											0.99		0.99							
	Publix	Publix							BOGO		2.69	BOGO		BOGO								
	Save-a-Lot	n/i				1.49																
	Shop-Rite	n/i															0.49					
	Sprout's	n/i		BOGO			BOGO															
	Super Dollar	n/i				1.99																
	Superlo Foods	n/i																		0.39		
	TC Grocery	n/i							0.99				0.89		0.99				0.49		7.99	
	The Fresh Market	n/i	A		2.99		2.99															
Tietgen's	Sanderson Farms											0.99		0.99								
United Grocery	n/i				1.99							0.79		0.79								
Walmart	n/i				1.99																5.98	
VA	ALDI	n/i									1.49											
	Associated	Kirkwood			2.29										0.99							
		Coleman	O				4.99									2.99						
	Dollar General Mkt	Harvestland	O		7.99									2.69		2.69						
		n/i				1.95								0.75				0.75				
	Farm Fresh	Perdue										1.79										6.99
		n/i																				6.99
	Food City	n/i																				
	Food Country	Holly Farms				1.99																6.88
	Food Lion	Nature's Place	A	25% off		25% off						25% off		25% off								5.99
Galaxy Food	n/i										1.99											
	Food Lion										2.49											card
Grant's	n/i							0.89									0.48					
																	0.49					

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				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	8-piece	12-Piece		
VA (cont)	Great Valu Mrkts	Perdue									2.89		0.88		0.88					7.99	
		n/i																			
	Harris Teeter	n/i			2.97		1.27	BOGO			2.97					0.97					
		Perdue			3.99																
	Ingles	Tyson	L						0.98											6.99	
		n/i																			
	Kroger MidAtlntc	Tyson				1.99		1.99													
		Heritage Farm								1.99											
		n/i																			6.99
	Lowe's Foods	Perdue											0.78		0.78	0.89					
		n/i				2.47															
		Chicken Kitchen																			7.99
	Martin's	Giant				1.79				1.69											
	Piggly Wiggly Rtl	Country Pride																0.49			
		Fieldale Farms									2.59										
		Springer Mntn	A						1.50				1.50		1.50						
	Piggly Wiggly Strs	n/i									1.99										
	Publix	Publix							BOGO		2.69		BOGO		BOGO						
	Safeway Eastern	Signature Farms				2.99		2.99													
		n/i				1.99															
		Signature Café																			5.99
	Save-a-Lot	n/i				1.49															
	Shop'n Save	n/i							1.99									0.48			
	Gerber's	A			4.49																
Shoppers	n/i				1.98								1.29		1.29					5.99	
	Perdue									1.88											
Super Dollar	n/i				1.99																
The Fresh Market	n/i	A			2.99		2.99														
Walmart	n/i				1.99															5.98	
Wegman's	Wegman's				3.79	1.88	3.49	1.99	1.88	2.49	1.79	0.99	1.79	0.79	0.69						
	Wegman's	O			7.99	6.99	4.99		5.79	4.49	3.79		2.99	1.99							
Weis Markets	Harvestland	A										1.79		1.79							
	Weis				BOGO				BOGO												
	Perdue																0.98				
	n/i											0.75		0.75							

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				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	8-piece	12-Piece		
WV	ALDI	n/i									1.49										
		Kirkwood			2.29									0.99							
	Dollar General Mkt	n/i			1.95								0.75			0.75					
	Food Fair	n/i																6.99			
	Food Lion	Nature's Place	A	25% off		25% off							25% off		25% off				5.99		
		n/i										1.99									card
		Food Lion										2.49									
	Foodland	Chester																		9.99	
		Tyson				2.49															
	Galaxy Food	n/i																0.48			
	Giant Eagle	Giant Eagle		BOGO										1.29		1.29					
	Grant's	n/i							0.89										0.49		
	Great Valu Mkts	Perdue										2.89		0.88		0.88					
		n/i																			7.99
	Kroger Columbus	Heritage Farm				1.88		1.88													
		Tyson				BOGO															6.99
		n/i																			
	Kroger MidAtlntc	Tyson				1.99		1.99													
		Heritage Farm									1.99										6.99
		n/i																			
	Martin's	Giant				1.79				1.69											
	Piggly Wiggly Strs	n/i										1.99									
	Riesbeck's	n/i				1.88															8.99
Save-a-Lot	n/i				1.49																
Shop'n Save	n/i							1.99									0.48				
	Gerber's	A		4.49																	
Sparkle Market	n/i								0.99												
Walmart	n/i				1.99															5.98	
Weis Markets	Harvestland	A										1.79		1.79							
	Weis				BOGO			BOGO													
	Perdue															0.98					
	n/i											0.75		0.75							

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				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	8-piece	12-Piece	
<b>MIDWESTERN U.S. - IA,IL,IN,MI,MN,ND,NE,OH,SD,WI</b>																				
IA	Affiliated Midwest	Tyson										0.89		0.89						
	ALDI	n/i								1.49										
		Kirkwood			2.29										0.99					
	Family Foods	Open Acres														0.49				
		Gold'n Plump			4.26															12.99
	Fareway	n/i			3.99															
	Food Pride	n/i																		12.99
		Open Acres	n/i														0.49			
	Fresh Thyme	n/i										0.88		0.88						
		Coleman	O		4.99									0.88		0.88				
	Hometown Foods	n/i												0.88		0.88				
	Hy-Vee	Just Bare	A		4.99	4.99														
		Hy-Vee			2.99				1.48		2.99									
	Jewel-Osco	Perdue			BOGO								BOGO		BOGO					
		Signature Café																		9.99
	Lucky's Market	n/i			1.99		1.99													
	No Frills	n/i																		7.99
Price Chopper	n/i																		12.99	
Quillin's	Tyson											0.89		0.89						
Save-a-Lot	n/i			1.49																
Schnuck's	Schnuck's			2.99	1.69	2.99													7.99	
Sunshine Foods	n/i											0.88		0.88						
Thriftway Stores	n/i							1.29		1.99									6.99	
Walmart	n/i			1.99															5.98	
IL	Affiliated Midwest	Tyson										0.89		0.89						
	ALDI	n/i								1.49										
		Kirkwood			2.29															
	Angelo Caputo	Perdue			2.99											0.69				
		Case Farms													0.59					
		n/i			2.99		1.89				1.99									
	Berkot's	Berkot's			2.49		1.99						0.99		0.99					
Borowiak's IGA	TableRite											0.48		0.48	0.48					
	Gold'n Plump																	6.99		
Brookhaven	n/i										0.89	0.69	0.89	0.69						

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

**Labor Day 2016  
CHICKEN**

prices in \$US per pound unless otherwise noted.

State	Supermarket	Brand	Key	B/S Breast		B/S Thighs		Split Breast		Wings		Thighs		Drumsticks		Leg Quarters		Fried		Other		
				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	8-piece	12-Piece			
IL (cont)	Butera Market	n/i												0.69						L2		
		n/i		2.59	2.29		1.99		1.49		2.49		0.69		0.69			4.99				
		n/i																3.99			dark	
	Cermak	n/i												0.59								
	County Market	n/i			2.99																	
	Cub Foods	Perdue				2.99							1.19		1.19							
		n/i																		5.99		
	Dierberg's	Perdue							1.99					0.99		0.99						
		Dierberg's																			7.99	
	El Guero	n/i		2.39				1.79		2.39												
	Fairplay Foods	Perdue				1.69																
		n/i							1.29	2.19	1.99		0.99		0.99		0.49			5.99		
	Fareway	n/i			3.99																	
	Food 4 Less	Tyson											1.99									
		n/i																		6.99		
	Food Pride	n/i																		12.99		
	Fresh Thyme	Open Acres	n/i														0.49					
		n/i												0.88		0.88						
	Garden Fresh	Coleman	O		4.99																	
	Heinen's	n/i				1.99									0.99		0.99					
	Hy-Vee	Gerber's	A														BOGO					
		Just Bare	A		4.99		4.99															
	IGA Houchen's	Hy-Vee			2.99				1.48		2.99											
Gabe's Famous																				11.99		
Jewel-Osco	Sanderson Farms												0.99		0.99							
	Perdue			BOGO									BOGO		BOGO							
Kirby Foods IGA	Signature Café																			9.99		
	n/i												0.89		0.89							
Kroger Central	Gold'n Plump																			10.99		
	Tyson				1.77		1.77															
Kroger Louisville	Heritage Farm																0.69					
	n/i																		6.99			
	Perdue				1.88		1.88															
	Heritage Farm									1.99												
	n/i																			8.99		



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**CHICKEN**

State	Supermarket	Brand	Key	B/S Breast		B/S Thighs		Split Breast		Wings		Thighs		Drumsticks		Leg Quarters		Fried		Other	
				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	8-piece	12-Piece		
IL (cont)	La Chiquita	n/i												0.59							
	Meijer	n/i			1.99																
	Pete's Market	n/i			2.49						2.49		0.59		0.59						
		Delta Sunrise	H		3.99									1.99							
		Harvestland	A											2.19							
		Piggly Wiggly MW	n/i			1.99								0.79		0.79					
		Gerber's	A						2.49												
		Save-a-Lot	n/i			1.49															
		Schnuck's	Schnuck's		2.99	1.69	2.99												7.99		L2
		Shop & Save	n/i			1.89		1.99			2.19			0.69		0.69					
			Miller's	A		4.39															
		Shop'n Save	n/i															0.59		6.99	
		Strack & VanTil	Perdue			1.79															
			Sanderson Farms											1.29		1.29					
			n/i																	5.99	
		Sullivan's	n/i			1.99														8.99	
		The Fresh Market	n/i	A		2.99		2.99													
		Tony's Finer Food	n/i			3.99		1.69		1.69		1.99								0.59	
		Treasure Island	n/i			1.99															
			Miller's	A									1.99		1.99						
	Ultra Foods	n/i											0.88		0.88						
		Sanderson Farms							1.79												
		Perdue									1.68										
	Valli's	n/i																0.68			
	Walmart	n/i			1.99														5.98		
	Walt's Food Cntr	Walt's							1.39												
IN	ALDI	n/i									1.49										
		Kirkwood				2.29									0.99						
	Dollar General Mkt	n/i			1.95												0.75				
	Earth Fare	n/i	A		3.99																
	Food 4 Less	Tyson									1.99									6.99	
		n/i																			
	Fresh Encounter	Miller	A					1.89													
		Open Acres				2.49							1.49		1.49						

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**CHICKEN**

State	Supermarket	Brand	Key	B/S Breast		B/S Thighs		Split Breast		Wings		Thighs		Drumsticks		Leg Quarters		Fried		Other	
				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	8-piece	12-Piece		
IN <i>(cont)</i>	Fresh Thyme	n/i											0.88		0.88						
	Coleman		O	4.99																	
	Harding's	Open Acres							1.19					0.99		0.99					
		n/i																	7.99		
	IGA Houchen's	Gabe's Famous																		11.99	
		Sanderson Farms												0.99		0.99					
	IGA SpartanNash	Open Acres			1.79																
		Gerber		A									1.69		1.69						6.49
		n/i																			6.99
	Jay C	Heritage Farm			1.99		1.99														
		n/i																			
	Jewel-Osco	Perdue			BOGO								BOGO		BOGO						
		Signature Café																			9.99
	Kirby Foods IGA	n/i												0.89		0.89					
		Gold'n Plump																			10.99
	Kroger Central	Tyson				1.77		1.77													
		Heritage Farm																0.69			
		n/i																			6.99
	Kroger Cincinnati	Heritage Farm						1.99					1.99								
		Tyson			2.49																
	n/i																			5.99	
Kroger Louisville	Perdue				1.88		1.88														
	Heritage Farm											1.99									
	n/i																			8.99	
Lucky's Market	n/i				1.99		1.99														
Marsh	Marsh							1.99	1.49				1.28	0.98	1.28	0.98				7.99	
	Just Bare		A	5.71		3.99															
Martin's	Farm Fresh																0.49				
	n/i																			13.79	
Meijer	n/i				1.99																
New Market	n/i			2.18																	
Save-a-Lot	n/i				1.49																
Schnuck's	Schnuck's			2.99	1.69	2.99														7.99	
																				L2	

**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		Fried		Other
				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	8-piece	12-Piece	
IN <i>(cont)</i>	Strack & VanTil	Perdue			1.79															
		Sanderson Farms											1.29	1.29					5.99	
		n/i																		
	The Fresh Market	n/i	A	2.99		2.99														
	Ultra Foods	n/i											0.88	0.88						
		Sanderson Farms							1.79											
	Walmart	Perdue								1.68										5.98
	Walt's Food Cntr	n/i			1.99															
		Walt's							1.39											
MI	Affiliated Midwest	Tyson											0.89	0.89						
	ALDI	n/i									1.49									
		Kirkwood				2.29									0.99					
	Busch's	Busch's																		6.00
		Farm Fresh				1.89														
		Miller	A					1.89												
	D&W Fresh	Smart Chicken	O	8.99																
	Earth Fare	n/i	A	3.99																
	Family Fare	Open Acres				2.49								1.49	1.49					
		Spartan																		
	Food Pride	Open Acres				1.99														7.99
		Gerber	A										1.69	1.69						
	Fresh Thyme	n/i												0.88	0.88					
		Coleman	O	4.99																
	Glory Supermarkets	n/i				1.79						1.48			0.99		0.38			
	Harding's	Open Acres							1.19					0.99	0.99					
		Spartan																		7.99
Hollywood Mrkt	Hollywood																		10.99	
Kroger Central	Tyson				1.77	1.77														
	Heritage Farm																0.69			
	n/i																		6.99	
Kroger Columbus	Heritage Farm				1.88	1.88														
	Tyson				BOGO					BOGO										
	n/i																		6.99	
Kroger Michigan	Tyson				1.77	1.77														
	n/i																			

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**CHICKEN**

State	Supermarket	Brand	Key	B/S Breast		B/S Thighs		Split Breast		Wings		Thighs		Drumsticks		Leg Quarters		Fried		Other
				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	8-piece	12-Piece	
MI (cont)	Lucky's Market	n/i			1.99		1.99													
	Martin's	Farm Fresh															0.49			
		n/i																	13.79	
	Meijer	n/i			1.99															
	Pat's Foods IGA	Gold'n Plump			3.99				1.67		1.67		1.67		1.67					
	Plumbs/Duthlers	n/i															0.59			
		n/i																	4.69	
	Ric's Food Center	Gerber	A							2.49			1.69		1.69					
	Save-a-Lot	n/i				1.49														
	Spartan Stores	Open Acres											0.99		0.99					
	Super One Foods	Gold'n Plump				1.99					2.14				1.10					
		Gerber	A			3.99														6.99
	Tadych's	n/i																		
	Tom's/Olson's	Open Acres											0.99		0.99					
Valuland	n/i				1.79															
VG's Grocery	Open Acres				1.99							1.49		1.49						
	Spartan																		7.99	
	Walmart	n/i			1.99															5.98
MN	Affiliated Midwest	Tyson											0.89		0.89					
	ALDI	n/i									1.49									
		Kirkwood				2.29									0.99					
	Ca\$h Wi\$e	n/i																	6.98	
	Coborn's	n/i																	6.98	
	Cub Foods	Perdue				2.99							1.19		1.19					
		n/i																	5.99	
	Econofoods	Gold'n Plump				4.26														
		n/i																		7.99
	Family Fare	n/i																		7.99
	Family Fresh	n/i																		6.99
		Gold'n Plump				3.99														
	Fareway	n/i				3.99														
	Festival	n/i																		7.77
Food Pride	Open Acres				1.99															
	Gerber	A										1.69		1.69						

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**CHICKEN**

State	Supermarket	Brand	Key	B/S Breast		B/S Thighs		Split Breast		Wings		Thighs		Drumsticks		Leg Quarters		Fried		Other	
				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	8-piece	12-Piece		
MN (cont)	Fresh Thyme	n/i											0.88		0.88						
	Coleman	O		4.99																	
	Hornbacher's	n/i											0.99		0.99				6.99		
	Hugo's	Gold'n Plump			4.65																
	Hy-Vee	Just Bare	A		4.99		4.99														
		Hy-Vee			2.99				1.48		2.99										
	Kowalski's	Gerber	A		5.99																
		D'Artagnan	O		9.99																
	Marketplace	Gold'n Plump			4.80																
	Quillin's	Tyson											0.89		0.89						
	Rainbow Foods	Perdue											0.98		0.98						
	Save-a-Lot	n/i				1.49															
	Sun Mart	Gold'n Plump			4.26																
		n/i																		7.99	
	Sunshine Foods	n/i											0.88		0.88						
	Super One Foods	Gold'n Plump				1.99					2.14					1.10					
		Gerber	A		3.99																
SuperVALU Stores	Gold'n Plump				2.98		2.98														
	n/i																		6.99		
Teal's Market	Gold'n Plump			4.79																	
Walmart	n/i				1.99															5.98	
ND	Albertsons Mntn	n/i			1.88		1.88														
	Albertson's																			6.99	
	Ca\$h Wi\$e	n/i																		6.98	
	Dan's	Gold'n Plump			4.26																8.99
		Chester's																			7.99
	Family Fare	n/i																			
	Food Pride	Open Acres				1.99															
		Gerber	A									1.69		1.69							
	Hornbacher's	n/i										0.99		0.99						6.99	
	Hugo's	Gold'n Plump			4.65																
	Leever's	Gold'n Plump			4.80																
Marketplace	Gold'n Plump			4.80																	
SuperVALU Stores	Gold'n Plump				2.98		2.98														
	n/i																			6.99	

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				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	8-piece	12-Piece	
ND (cont)	Teal's Market	Gold'n Plump		4.79																
	Walmart	n/i			1.99														5.98	
NE	Affiliated Midwest	Tyson										0.89		0.89						
	ALDI	n/i								1.49										
		Kirkwood			2.29										0.99					
	Apple Market	n/i			1.69															
		Sanderson Farms							1.49											
	Bag'n Save	n/i																	7.99	
	Baker's	Heritage Farm			1.99		1.99													
		n/i																		8.15
	Family Fare	n/i																		7.99
	Fareway	n/i			3.99															
	Food Pride	Open Acres				1.99														
		Gerber	A									1.69		1.69						
	Fresh Thyme	n/i											0.88		0.88					
		Coleman	O		4.99															
	Hy-Vee	Just Bare	A		4.99		4.99													
		Hy-Vee			2.99					1.48										
	Russ's Market	Smart Chicken	O								3.99									
	n/i			2.49																
	Tyson																		8.99	
Safeway Denver	Signature Café																		5.99	
	O Organics	O		7.99																
	n/i				1.68		1.68													
Sun Mart	Gold'n Plump			4.26																
	n/i																		7.99	
Thriftway Stores	n/i								1.29		1.99								6.99	
Walmart	n/i				1.99														5.98	
OH	Acme Fresh Mrkt	Gerber	A	3.99																
		Acme										1.29		1.29						
	ALDI	n/i								1.49										
		Kirkwood			2.29										0.99					
	Chief Supermarket	Miller	A					1.89												
	Open Acres			2.49								1.49		1.49						
Dave's Market	n/i												0.99							

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				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	8-piece	12-Piece		
OH (cont)	Dollar General Mkt	n/i			1.95							0.75			0.75						
	Earth Fare	n/i	A	3.99																	
	Fishers Foods	Gerber's	A									1.59		1.59					8.99		
	Food Fair	n/i																	6.99		
	Foodland	Chester																		9.99	
		Tyson			2.49																
	Fresh Thyme	n/i										0.88		0.88							
		Coleman	O	4.99																	
	Geyer's	Gerber's				2.49															
		Gold'n Plump																		7.99	
		n/i																		0.48	
	Giant Eagle	Giant Eagle		BOGO									1.29		1.29						
	Heinen's	Gerber's	A														BOGO				
	IGA SpartanNash	Open Acres			1.79																
		Gerber	A										1.69		1.69						
		n/i																		6.49	
	Kroger Central	Tyson			1.77		1.77														
		Heritage Farm																			0.69
		n/i																			6.99
	Kroger Cincinnati	Heritage Farm					1.99					1.99									
		Tyson			2.49																5.99
	n/i																				
Kroger Columbus	Heritage Farm			1.88		1.88															
	Tyson			BOGO							BOGO										
	n/i																			6.99	
Kroger MidAtlntc	Tyson			1.99		1.99															
	Heritage Farm									1.99											
	n/i																			6.99	
Lucky's Market	n/i			1.99		1.99															
Marc's	n/i			2.49																	
Marsh	Marsh						1.99	1.49				1.28	0.98	1.28	0.98					7.99	
	Just Bare	A		5.71		3.99															
Meijer	n/i			1.99																	
Piggly Wiggly Strs	n/i										1.99										
Remke Markets	n/i			1.88												0.79				12.99	

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				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	8-piece	12-Piece			
OH (cont)	Riesbeck's	n/i			1.88													8.99				
	Save-a-Lot	n/i			1.49																	
	Shop'n Save	n/i						1.99									0.48					
	Gerber's		A	4.49																		
	Sparkle Market	n/i							0.99													
	SuperVALU Stores	Gold'n Plump			2.98		2.98															
		n/i																	7.49			
		n/i																		6.99		
	The Fresh Market	n/i		A	2.99		2.99															
	Thorne's Market	1893 Premium				1.99																
	Walmart	n/i				1.99															5.98	
	Weis Markets	Harvestland		A									1.79		1.79							
	Weis			BOGO				BOGO														
	Perdue															0.98						
	n/i											0.75		0.75								
SD	Affiliated Midwest	Tyson											0.89		0.89							
	Buche Foods	Chester's																		9.98		
	Coborn's	n/i																		6.98		
	Family Thrift	Gold'n Plump			4.26																7.99	
		n/i																				
	Fareway	n/i			3.99																	
	Fresh Encounter	Miller		A				1.89														
		Open Acres				2.49								1.49		1.49						
	Hy-Vee	Just Bare		A	4.99		4.99															
		Hy-Vee			2.99				1.48		2.99											
	IGA Markets	Gold'n Plump			3.49												0.99					
	Ken's Super Fair	Tyson							1.29													
	Lynn's Dakotamart	Open Acres																		0.49		
		Gold'n Plump			5.32																	
	Safeway Denver	Signature Café																			5.99	
	O Organics		O	7.99																		
	n/i				1.68		1.68															
Sunshine Foods	n/i											0.88		0.88								
SuperVALU Stores	Gold'n Plump				2.98		2.98															
	n/i																				7.49	



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				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	8-piece	12-Piece		
SD (cont)	Teal's Market	Gold'n Plump		4.79																	
	Walmart	n/i			1.99														5.98		
WI	Affiliated Midwest	Tyson											0.89		0.89						
	ALDI	n/i								1.49											
		Kirkwood			2.29											0.99					
	Cermak	n/i													0.59						
	Econofoods	Gold'n Plump		4.26															7.99		
		n/i																			
	Food Pride	Open Acres			1.99																
		Gerber	A									1.69		1.69							
	Fox Bros.	n/i			1.99								0.79		0.79						
		Gerber	A					2.49													
	Fresh Thyme	n/i										0.88		0.88							
		Coleman	O	4.99																	
	Gordy's	Gold'n Plump						1.99					1.14		1.14						
	Hy-Vee	Just Bare	A	4.99	4.99																
		Hy-Vee			2.99				1.48		2.99										
	Marketplace	Gold'n Plump			4.80																
	Marketplace WI	n/i																		6.98	
	Meijer	n/i			1.99																
	Pat's Foods IGA	Gold'n Plump			3.99					1.67		1.67		1.67		1.67					
	Pick'n Save/Copps	Simple Truth	A		3.99																
	Piggly Wiggly MW	n/i			1.99									0.79		0.79					
		Gerber's	A					2.49													
	Quillin's	Tyson											0.89		0.89						
Save-a-Lot	n/i			1.49																	
Schnuck's	Schnuck's		2.99	1.69	2.99														7.99	L2	
Sentry Foods	n/i																		6.99		
Shurfine Food	Gold'n Plump				3.98											0.88					
Super One Foods	Gold'n Plump			1.99							2.14			1.10							
	Gerber	A		3.99																	
SuperVALU Stores	n/i																		6.99		
Tadych's	n/i																		6.99		
The Fresh Market	n/i	A	2.99		2.99																
Trig's	Gold'n Plump			3.49																	

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

Labor Day 2016

prices in \$US per pound unless otherwise noted.

**CHICKEN**

State	Supermarket	Brand	Key	B/S Breast		B/S Thighs		Split Breast		Wings		Thighs		Drumsticks		Leg Quarters		Fried		Other
				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	8-piece	12-Piece	
WI (cont)	Walmart Woodman's	n/i Gold'n Plump	0	8.99	1.99													5.98		

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State	Supermarket	Brand	Key	B/S Breast		B/S Thighs		Split Breast		Wings		Thighs		Drumsticks		Leg Quarters		Fried		Other	
				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	8-piece	12-Piece		
<b>SOUTH CENTRAL U.S. - AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT</b>																					
AR	Albertsons Houston	n/i																6.99	9.99		
		Signature Farms										1.49		1.49							
	ALDI	n/i									1.49										
		Kirkwood				2.29															
	Bill's Fresh Market	Tyson																	5.99		
	Brookshire's	Brookshire's				1.99		1.99					1.29		1.29						
	Cranford's	Sanderson Farms											0.98		0.98						
	Dollar General Mkt	n/i				1.95											0.75				
	Edward's	n/i				1.48				0.98				0.98		0.98				0.38	
	Food Giant	n/i																		0.59	
	G&W Foods	Mountaire			2.38							1.98	1.28		1.28						
		Aunt Minnie's																			10.99
		n/i																			0.38
	Harp's	Tyson				2.99				1.49											
	Hay's	Cagle's																			0.49
		Sanderson Farms											0.98		0.98						
	Kroger Delta	Heritage Farm			1.99						1.99										0.49
		n/i																			6.40
	Mac's Fresh	n/i						1.99		1.19				0.99			0.69				
		Mac's																			6.99
Piggly Wiggly Hchn	n/i						1.68														
Pyramid Foods	Springer Mntn	A	20% off			20% off								20% off							
	Tyson								1.49												
Rehkopf's	n/i																			0.39	
Save-a-Lot	n/i				1.49																
Super 1 Foods	n/i																			0.29	
TC Grocery	n/i								0.99				0.89		0.99					0.49	
The Fresh Market	n/i	A		2.99		2.99														7.99	
Walmart	n/i				1.99															5.98	
AZ	Albertsons SW	Sanderson Farms							0.99					0.99		0.99	0.99				
		n/i				1.77															
		Signature Farms			2.99																
	O Organics	O		6.99																	

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**CHICKEN**

State	Supermarket	Brand	Key	B/S Breast		B/S Thighs		Split Breast		Wings		Thighs		Drumsticks		Leg Quarters		Fried		Other		
				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	8-piece	12-Piece			
AZ <i>(cont)</i>	Basha's	Sanderson Farms							0.97							0.97						
		n/i																	8.99			
	El Super	n/i							1.49											0.49		
	Food City	n/i			1.47														0.47		4.99	
	Fry's	Foster Farms			BOG2		BOG2														6.99	
		n/i																				
	IGA Family	n/i														0.77	0.48					
	Los Altos	n/i				1.99								0.99	0.55							
	Lowe's	n/i																		0.37		
	Safeway SW	O Organics	O		6.99																	
	Sanderson Farms															0.87						
	Signature Café																				5.99	
	n/i				2.49																	
	Smart & Final	n/i				1.69																
	Smith's	n/i																			8.32	
	Sprout's	n/i			BOGO		BOGO															
	Walmart	n/i				1.99															5.98	
CO	Affiliated Foods	n/i																			0.39	
	Albertsons Mntn	n/i				1.88		1.88														
		Albertson's																				6.99
	Associated Foods	Tyson				1.89																
		Smart Chicken	O		6.99																	6.99
		n/i																				
		Gold'n Plump								1.67		1.67		1.67								
		Just Bare	A		4.99																	
	Clark's	Smart Chicken	O					5.69														
	King Soopers	Perdue				2.99																
	n/i																				5.99	
Lowe's	n/i																				0.37	
Lucky's Market	n/i	A				4.99																
Food King	n/i																				0.29	
Ridley's	Pilgrim's					1.68																
	n/i																				6.87	

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**CHICKEN**

State	Supermarket	Brand	Key	B/S Breast		B/S Thighs		Split Breast		Wings		Thighs		Drumsticks		Leg Quarters		Fried		Other	
				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	8-piece	12-Piece		
CO <i>(cont)</i>	Safeway Denver	Signature Café	O															5.99			
		O Organics		7.99																	
		n/i			1.68		1.68														
		Save-a-Lot		n/i		1.49															
		Sprout's	n/i		BOGO		BOGO														
		Sun Mart	Gold'n Plump		4.26																
		Walmart	n/i																7.99		
	Whole Foods Mntn	n/i	A	5.99														5.98			
KS	Affiliated Foods	n/i														0.39					
	Affiliated Midwest	Tyson										0.89		0.89							
	ALDI	n/i								1.49											
		Kirkwood			2.29									0.99							
	Apple Market	n/i			1.69																
		Sanderson Farms						1.49													
	Country Mart	n/i			1.69													7.99			
		Sanderson Farms						1.49													
	Dillon's	Heritage Farm			1.99		1.99												8.15		
		n/i																			
	Dollar General Mkt	n/i			1.95								0.75				0.75				
	G&W Foods	Mountaire			2.38						1.98	1.28		1.28							
		Aunt Minnie's																	10.99		
		n/i																0.38			
	Hen House	n/i	A		2.99																
	Hy-Vee	Just Bare	A		4.99		4.99														
		Hy-Vee			2.99				1.48		2.99										
	Lowe's	n/i																0.37			
	Price Chopper	n/i																	12.99		
	Save-a-Lot	n/i				1.49															
Sprout's	n/i			BOGO		BOGO															
Sun Fresh	n/i				1.69													7.99			
	Sanderson Farms							1.49													
Thriftway Stores	n/i							1.29		1.99								6.99			
Walmart	n/i				1.99													5.98			

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**CHICKEN**

State	Supermarket	Brand	Key	B/S Breast		B/S Thighs		Split Breast		Wings		Thighs		Drumsticks		Leg Quarters		Fried		Other					
				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	8-piece	12-Piece						
KS <i>(cont)</i>	Whole Foods Mntn	n/i	A	5.99																					
	Wood's	n/i			2.88																				
LA	AG Baton Rouge	Sanderson Farms							0.99																
		n/i															0.49								
	Albertsons Houston	n/i																6.99	9.99						
		Signature Farms											1.49		1.49										
	Breaux Mart	Breaux																	6.99						
		Sanderson Farms																		0.49					
	Brookshire's	Brookshire's											1.29		1.29										
	Dollar General Mkt	n/i																		0.75					
	Kroger Dallas	Heritage Farm																			0.39				
		n/i																				5.99			
	Kroger Houston	Heritage Farm																				0.39			
		n/i																					5.99		
	LeBlanc's	n/i																					0.49		
		Sanderson Farms																						0.99	
	Mac's Fresh	n/i																						1.19	
		Mac's																							1.99
	Market Basket	n/i																							0.99
Ramey	n/i																							1.19	
Rouses	n/i																							1.19	
Save-a-Lot	n/i																							1.19	
Super 1 Foods	n/i																							1.19	
The Fresh Market	n/i		A	2.99		2.99																		1.19	
Walmart	n/i																							1.19	
Winn-Dixie	Sanderson Farms																							1.19	
	Sanderson Farms																							1.19	
	Springer Mntn		A																					1.19	
	Springer Mntn		A																					1.19	
	n/i																							1.19	
MO	Affiliated Midwest	Tyson																						1.49	
	ALDI	n/i																						1.49	
		Kirkwood																						1.49	
	Apple Market	n/i																						1.49	
	Sanderson Farms																							1.49	

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				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	8-piece	12-Piece		
MO (cont)	C&R Supermarket	n/i														0.79					
	Country Mart	n/i			1.69														7.99		
		Sanderson Farms								1.49											
	County Market	n/i				2.99															
	Dierberg's	Perdue							1.99					0.99		0.99					
		Dierberg's																		7.99	
	Food Giant	n/i																		0.59	
	Fresh Thyme	n/i												0.88		0.88					
		Coleman		O		4.99															
	G&W Foods	Mountaire				2.38						1.98	1.28		1.28						
		Aunt Minnie's																			10.99
		n/i																		0.38	
	Gerbe's	Heritage Farm					1.99		1.99												
		n/i																			8.15
	Harp's	Tyson					2.99			1.49											
	Harter House	n/i					1.99		1.49					0.99		0.99					
	Hay's	Cagle's																		0.49	
		Sanderson Farms												0.98		0.98					
	Hen House	n/i		A		2.99															
	Hy-Klas Foods	n/i								1.29		1.99									6.99
	Hy-Vee	Just Bare		A		4.99		4.99													
		Hy-Vee					2.99			1.48		2.99									
	Kroger Central	Tyson					1.77		1.77												
		Heritage Farm																		0.69	
		n/i																			6.99
	Kroger Delta	Heritage Farm					1.99				1.99									0.49	
		n/i																			6.40
	Lucky's Market	n/i					1.99		1.99												
Moser's	n/i					1.69														0.49	
	Sanderson Farms								1.49												
Prenger's Foods	n/i																			0.46	
Price Chopper	n/i																			12.99	
Pyramid Foods	Springer Mntn		A		20% off		20% off								20% off						
	Tyson								1.49												
Save-a-Lot	n/i					1.49															

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				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	8-piece	12-Piece		
MO <i>(cont)</i>	Schnuck's	Schnuck's		2.99	1.69	2.99												7.99		L2	
	Shop'n Save	n/i														0.59		6.99			
	Sprout's	n/i		BOGO		BOGO															
	Sun Fresh	n/i			1.69													7.99			
		Sanderson Farms							1.49												
	TC Grocery	n/i						0.99				0.89		0.99		0.49		7.99			
	Thriftway Stores	n/i						1.29		1.99								6.99			
	Walmart	n/i				1.99												5.98			
	Wood's	n/i				2.88															
NM	Affiliated Foods	n/i														0.39					
	Albertsons SW	Sanderson Farms						0.99				0.99		0.99	0.99						
		n/i			1.77																
		Signature Farms			2.99																
		O Organics	O		6.99																
	Basha's	Sanderson Farms						0.97							0.97						
		n/i																8.99			
	John Brooks	n/i															0.37				
	King Soopers	Perdue			2.99																
		n/i																	5.99		
	Lawrence Bros.	n/i				1.99															
	Los Altos	n/i				1.99							0.99	0.55							
	Lowe's	n/i															0.37				
	Food King	n/i															0.29				
	Safeway Denver	Signature Café																	5.99		
		O Organics	O		7.99																
	n/i				1.68	1.68															
Smith's	n/i																	8.32			
Sprout's	n/i			BOGO		BOGO															
Walmart	n/i				1.99													5.98			
Whole Foods Mntn	n/i	A		5.99																	
OK	Affiliated Foods	n/i														0.39					
	ALDI	n/i								1.49											
		Kirkwood			2.29									0.99							
	Country Mart	n/i			1.69													7.99			
	Sanderson Farms							1.49													



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				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	8-piece	12-Piece	
OK (cont)	Dollar General Mkt	n/i			1.95							0.75			0.75					
	Harp's	Tyson			2.99				1.49											
	La Michoacana	n/i															0.49			
	Market Square	n/i															0.37			
	Nichols	n/i			1.79												0.49			
	Pyramid Foods	Springer Mntn	A	20% off		20% off								20% off						
		Tyson							1.49											
	Reasor's	Redbud Farms	A		4.98														5.99	
	Rehkopf's	n/i																0.39		
	Save-a-Lot	n/i			1.49															
	Sprout's	n/i		BOGO		BOGO														
	Super C Mart	Sanderson Farms							1.19											
		n/i					2.19											0.64		
	The Fresh Market	n/i	A		2.99		2.99													
Walmart	n/i			1.99														5.98		
Warehouse Market	Sanderson Farms								1.99											
	n/i												0.69							
Williams	n/i							1.29											0.39	
TX	Affiliated Foods	n/i																0.39		
	Albertsons Houston	n/i																	6.99	9.99
		Signature Farms										1.49		1.49						
	Albertsons SW	Sanderson Farms						0.99				0.99		0.99	0.99					
		n/i			1.77															
		Signature Farms			2.99															
		O Organics	O		6.99															
	ALDI	n/i								1.49										
		Kirkwood			2.29									0.99						
	Arlan's Market	n/i																0.49		
	Brookshire's	Brookshire's			1.99	1.99					1.29		1.29							
	Brookshire Bros.	n/i																8.99		
	Cash Saver	n/i			1.80													0.48		
	David's	n/i																	8.99	
El Ahorro	n/i																0.49			
El Rancho	n/i		2.48	1.58									0.88							
El Rio Grande	n/i																0.39			

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				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	8-piece	12-Piece		
TX (cont)	Elrod's	n/i															0.39				
	Fiesta Mart	n/i			1.57												0.59				
	Food King	n/i															0.29				
	Food Town	n/i					1.77							0.88							
	Foodarama	n/i				1.77											0.44				
	H-E-B	n/i				1.99															
	Kroger Dallas	Heritage Farm				1.77	1.77											0.39			
		n/i																	5.99		
	Kroger Houston	Heritage Farm				1.77	1.77											0.39			
		n/i																	5.99		
	La Fiesta	n/i				1.97			1.00						0.66						
	La Michoacana	n/i																0.49			
	Lawrence Bros.	n/i				1.99															
	Los Altos	n/i				1.99								0.99	0.55						
	Lowe's	n/i																	0.37		
	Malone's	n/i									1.49										L2
		n/i									1.99				0.59				0.48		
	Market Basket	n/i													1.29					7.58	
	Market Square	n/i																	0.37		
	Porter's	n/i																	0.37		
	Randalls	n/i				1.88															
		Sanderson Farms											1.59		1.59						
		Signature Farms				2.29	2.29														
		Signature Café																		5.99	
	Rehkopf's	n/i																	0.39		
	Save-a-Lot	n/i				1.49															
	Sprout's	n/i			BOGO		BOGO														
	Sun Fresh Mrkt	Sanderson Farms				2.99															
		n/i					2.29														6.99
	Super 1 Foods	n/i																	0.29		
The United Family	n/i																			6.97	
	Texas Tumble				3.99																
Tom Thumb	Signature Farms				2.99							1.39		1.39							
	Open Nature	A			4.99																
	n/i				2.49																

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				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	8-piece	12-Piece		
TX (cont)	Vista	n/i																			
	Walmart	n/i			1.99													0.37			
UT	Albertsons Mntn	n/i			1.88		1.88														
		Albertson's																		6.99	
		Associated Foods				1.89															
			Smart Chicken	O	6.99																6.99
			n/i																		6.99
			Gold'n Plump			3.36					1.67		1.67		1.67						
			Just Bare	A	4.99																
		Clark's	Smart Chicken	O					5.69												
		Fresh Market	Tyson			1.89															
			Smart Chicken	O	6.99																
			n/i			1.79															6.99
		Harmon's	n/i														0.99				
		King Soopers	Perdue			2.99															
			n/i																		5.99
		Ream's	n/i							1.29											
		Ridley's	Pilgrim's			1.68															6.87
			n/i																		6.87
	Sprout's	n/i		BOGO		BOGO															
	Stoke's Market	n/i			1.69																
		Gold'n Plump										1.67		1.67							
	Walmart	n/i			1.99															5.98	
	Whole Foods Mntn	n/i	A	5.99																	

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				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	8-piece	12-Piece		
<b>SOUTHWESTERN U.S. - CA,HI,NV</b>																					
CA	Albertsons SoCal	n/i		2.99	1.69		1.69														
		Open Nature	A		5.99																
		ALDI	n/i								1.49										
			Kirkwood			2.29									0.99						
		Andronico's	Mary's	F											2.29						
		Arteaga's	n/i			1.69									0.99						
		Baja Ranch	n/i								1.99		0.89						4.99		dark
		Big Saver Foods	n/i		2.49										0.59		0.49				
		Chavez	n/i												1.69						
		Dollar General Mkt	n/i			1.95								0.75			0.75				
		El Super	n/i							1.49									0.49		
		Food 4 Less	Sanderson Farms											0.99		0.99				6.99	
			n/i																		L4
		Food Maxx	Foster Farms							0.99											
		Foodland IGA	n/i												0.99						
		Holiday Markets	n/i			2.99															
		Island Pacific	n/i														0.50				
		Jon's	n/i		2.79						2.29				0.99		0.99				
			Foster Farms									1.39			1.39		1.39				
		K.V. Mart	n/i		2.49					0.99								0.59			
		Lola's	n/i													0.69					
	Lucky	Foster Farms									3.49		0.88		0.88	0.88					
		Master Cut			2.99		2.99												7.99		
		n/i																			
	Lunardi's	Mary's	O					6.49													
		n/i				4.69															
	Mar-Val Food	Mar-Val										0.99		0.99							
	Mi Pueblo	n/i												0.99							
	Mollie Stone's	n/i				3.99															
	Murphy's Market	n/i							1.49												
	Northgate	Foster Farms										0.99									
	Nugget Markets	Fresh to Market	A	3.99						1.99										F	
		Rosie	O	5.99				2.89						2.89						L	

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

**Labor Day 2016**

prices in \$US per pound unless otherwise noted.

**CHICKEN**

State	Supermarket	Brand	Key	B/S Breast		B/S Thighs		Split Breast		Wings		Thighs		Drumsticks		Leg Quarters		Fried		Other
				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	8-piece	12-Piece	
CA <i>(cont)</i>	Nugget Markets	Rocky	F	6.99																L
	<i>(continued)</i>	Smart Chicken	A	6.99																
	R-Ranch	n/i												0.49		0.49				
	Raley's	Raley's										1.49		1.49						
		Raley's	O											2.29						
	Ralph's	n/i			1.69														6.40	
		Simple Truth	A		5.99										2.49					
	Rancho San Migue	n/i													0.50					
	Ray's Food Place	Gold'n Plump																	6.99	
		Draper Valley	A		5.99															
	Rio Ranch	n/i																0.49		
		Pilgrim's							1.59											
	SK Super King	n/i			1.99											0.79				
	Safeway NorCal	Rocky	F		25% off		25% off							25% off		25% off				
		Rosie	O		25% off		25% off							25% off		25% off				
		O Organics	O						3.49					3.49		3.49				
		n/i			2.99														6.99	
	Save Mart	n/i																	6.99	
		Foster Farms												0.88		0.88	0.88			
		Simply Raised	A		5.49		4.99													
	Save-a-Lot	n/i				1.49														
	Smart & Final	n/i				1.69														
	Smith's	n/i																	8.32	
	Sprout's	n/i			BOGO		BOGO													
	Stater Bros.	Randall Farms				1.99		1.99										0.99		
		Cleo & Leo																	6.99	
		n/i												0.99		0.99				
	Super A Foods	Super A				1.99														
		Foster Farms							1.29											
	Superior	n/i				1.69										0.39		0.49	5.99	
The Fresh Market	n/i	A		2.99		2.99														
Vallarta	n/i													0.59						
	Harrison									2.79										
Vons/Pavilions	n/i			2.99	1.69		1.69													
Walmart	n/i				1.99													5.98		

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

**Labor Day 2016**

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**CHICKEN**

State	Supermarket	Brand	Key	B/S Breast		B/S Thighs		Split Breast		Wings		Thighs		Drumsticks		Leg Quarters		Fried		Other
				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	8-piece	12-Piece	
HI	Don Quijote	n/i			2.49															
	50th State					2.49														
	Foodland	Foster Farms										1.19		1.19	1.19					
	Island Grocery	n/i			3.99		3.99													
	Safeway NorCal	O Organics	O					3.99					3.99		3.99					
	Seafood City	n/i			3.99										1.29				8.99	
	Tamura's Market	50th State					2.19													
Times	n/i											0.79								
NV	Albertsons SW	Sanderson Farms							0.99				0.99		0.99	0.99				
		n/i			1.77															
		Signature Farms			2.99															
		O Organics	O		6.99															
	Associated Foods	Gold'n Plump								1.67			1.67		1.67					
		Just Bare	A		4.99															
	Dollar General Mkt	n/i			1.95								0.75				0.75			
	El Super	n/i							1.49									0.49		
	Island Pacific	n/i															0.50			
	La Bonita	n/i																		
	Marketon	n/i									1.49				0.59					
	Raley's	Raley's										1.49			1.49					
		Raley's	O												2.29					
	Rancho Market	n/i											0.79			0.79				
	Ridley's	Pilgrim's				1.68														
		n/i																		6.87
	Safeway NorCal	Rocky	F	25% off			25% off						25% off		25% off					
	Rosie	O	25% off			25% off						25% off		25% off						
	O Organics	O						3.49				3.49		3.49						
	n/i			2.99															6.99	
Save-a-Lot	n/i				1.49															
Scolari's	Foster Farms											1.79		1.79						
	Foster Farms	O		5.99																
	n/i				1.99		1.99												6.99	
Smart & Final	n/i				1.69															

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

Labor Day 2016

prices in \$US per pound unless otherwise noted.

**CHICKEN**

State	Supermarket	Brand	Key	B/S Breast		B/S Thighs		Split Breast		Wings		Thighs		Drumsticks		Leg Quarters		Fried		Other	
				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	8-piece	12-Piece		
NV (cont)	Smith's	n/i																	8.32		
	Sprout's	n/i		BOGO		BOGO															
	Vons/Pavilions	n/i		2.99	1.69		1.69														
	Walmart	n/i			1.99														5.98		

**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		Fried		Other	
				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	8-piece	12-Piece		
<b>NORTHWESTERN U.S. - AK,ID,MT,OR,WA,WY</b>																					
AK	AC Value Center	n/i					2.48										1.18		9.99		
	Alaskan & Proud	n/i		2.28																	
	Carrs/Safeway	Open Nature	A		5.00																
		n/i			2.99		2.99														
		O Organics	O		7.99																
	Fred Meyer	Foster Farms			3.99																
		Simple Truth	O		6.99															5.99	
		n/i																			
	IGA Hometown	n/i				3.99															
	Juneau Foodland	n/i		3.99																	
	Sea Mart	n/i											0.88		0.88						
Sea Mart																				13.99	
Ranger		F		6.99																	
Super Bear IGA	n/i		3.99																		
Walmart	n/i				2.54													5.98			
ID	Albertsons Mntn	n/i			1.88		1.88														
	Associated Foods	Albertson's																	6.99		
		n/i																	6.99		
		Gold'n Plump			3.36					1.67		1.67		1.67							
	Family Foods	Just Bare	A		4.99																
		Foster Farms						1.79	1.19			1.19		1.19							
		Foster Farms			3.99																
	Fred Meyer	Simple Truth	O		6.99															5.99	
		n/i																			
		n/i				1.98															
	Harvest Foods	Foster Farms			1.98								1.38		1.38						
		IGA Markets			3.49												0.99				
	Ridley's	Pilgrim's			1.68																
n/i																			6.87		
Rosauer's	Gold'n Plump																		6.99		
	Draper Valley	A						1.29													
	Just Bare	A		5.13																	
	Ranger	F					2.99						2.99								



**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		Fried		Other		
				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	8-piece	12-Piece			
ID (cont)	Safeway Seattle	Open Nature	A	5.00																		
		n/i		2.49		2.49																
		O Organics	O	7.99																		
	Smith's Stoke's Market	n/i																		8.32		
		n/i				1.69																
	Super 1 Foods	Gold'n Plump											1.67		1.67							
		Foster Farms												0.88		0.88						
	Walmart	n/i																		5.98		
	Whole Foods Mntn	n/i	A	5.99																		
Yoke's Fresh	n/i					1.99							0.99		0.99							
	Foster Farms								2.49							0.87						
MT	Albertsons Mntn	n/i			1.88		1.88															
		Albertson's																			6.99	
	Associated Foods	Tyson																				
		Smart Chicken	O	6.99																		6.99
		n/i																				
		Gold'n Plump									1.67		1.67		1.67							
	Family Foods	Just Bare	A	4.99																		
		Foster Farms						1.79	1.19				1.19		1.19							
	Harvest Foods	n/i																				
	IGA Markets	Foster Farms												1.38		1.38						
		n/i																				
	Lucky's Market	Gold'n Plump			3.49																	
		n/i																				
	Reynold's	n/i																				
		Gold'n Plump																				
	Rosauer's	Gold'n Plump																				
		Gold'n Plump																				
		Draper Valley	A																			
		Just Bare	A	5.13						1.29												
Safeway Seattle	Ranger	F						2.99														
	Open Nature	A	5.00																			
	n/i																					
	O Organics	O	7.99																			
Smith's Stoke's Market	n/i																			8.32		
	n/i					1.69																
		Gold'n Plump										1.67		1.67								

**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		Fried		Other		
				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	8-piece	12-Piece			
MT (cont)	Super 1 Foods	Foster Farms										0.88		0.88								
	SuperVALU Stores	Gold'n Plump			2.98		2.98												7.49			
	Walmart	n/i			1.99														5.98			
OR	Albertsons Portland	n/i		2.99	1.99		1.99															
		Signature Farm										1.29		1.29						5.99		
	Associated Foods	Gold'n Plump			3.36					1.67		1.67		1.67								
		Just Bare	A	4.99																		
	CenterPlace	Foster Farms							1.78													
		n/i											1.18		1.18							
	Family Foods	Foster Farms						1.79	1.19				1.19		1.19							
	Fred Meyer	Foster Farms	L	3.99																		
		Simple Truth	O	6.99																	5.99	
		n/i																				
	Harvest Foods	n/i				1.98																
		Foster Farms				1.98								1.38		1.38						
	IGA Markets	Gold'n Plump			3.49												0.99					
	IGA Market Fresh	n/i												0.99		0.99					5.99	
		Gold'n Plump																			12.99	
		Ranger	F													1.99						L
	Lamb's Market	Draper Valley																			12.99	
		Gold'n Plump																			12.99	
		Ranger	F													1.99						L
		n/i							1.49					1.49		1.49						
Market of Choice	Draper Valley	O													1.49							
	Draper Valley	A			3.99																	
McKay's	Gold'n Plump																					
	Foster Farms	L						1.79									0.88			4.99		dark
	n/i				1.99																	
Quality Food Cntr	Simple Truth	A	4.99																			
	n/i																				5.99	
Ray's Food Place	Gold'n Plump																				6.99	
	Draper Valley	A	5.99																			

**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		Fried		Other
				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	8-piece	12-Piece	
OR (cont)	Red Apple/Thriftway	n/i										0.88		0.88					12.99	
	Ranger	F											1.99							
	Rosauer's	Gold'n Plump																6.99		
	Draper Valley	A						1.29												
	Just Bare	A		5.13																
	Ranger	F							2.99					2.99						
	Roth's	Fresh to Market			2.29		2.29													
	Mary's	F		5.99															8.99	
	n/i																			
	Safeway Portland	Open Nature	A		5.00															
	n/i				2.49		2.49													
	O Organics	O			7.99															
	Save-a-Lot	n/i					1.49													
Select Markets	Gold'n Plump																	6.99		
n/i		L						1.49					1.49							
n/i												0.99		0.99						
Walmart	n/i					1.99													5.98	
WA	Albertsons Portland	n/i		2.99	1.99		1.99													
	Signature Farm											1.29		1.29						
	Signature																		5.99	
	CenterPlace	Foster Farms							1.78											
	n/i											1.18		1.18						
	Family Foods	Foster Farms						1.79	1.19			1.19		1.19						
	Fred Meyer	Foster Farms	L	3.99																
	Simple Truth	O		6.99															5.99	
	n/i																			
	Haggen	Ranger	F											0.99						
	Draper Valley	F		4.99																
	Harvest Foods	n/i				1.98														
	Foster Farms					1.98							1.38		1.38					
IGA Markets	Gold'n Plump			3.49											0.99					
IGA Market Fresh	n/i											0.99		0.99				5.99		
Gold'n Plump																			12.99	
Ranger	F												1.99							

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**CHICKEN**

State	Supermarket	Brand	Key	B/S Breast		B/S Thighs		Split Breast		Wings		Thighs		Drumsticks		Leg Quarters		Fried		Other		
				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	8-piece	12-Piece			
WA (cont)	Metropolitan	Sweetwater Creek	O									4.99										
		n/i																	11.99	dark		
	Meyers Group	Draper Valley																	7.99			
		Gold'n Plump			3.49												0.99					
	PCC Natural	Mary's	F		6.99										2.99							
		Ranger	F		6.49																	
		PCC	O												2.99							
	Quality Food Cntr	Simple Truth	A		4.99																	
		n/i																		5.99		
	Red Apple/Thriftwy	n/i											0.88		0.88							12.99
		Ranger	F												1.99							
	Rosauer's	Gold'n Plump																		6.99		
		Draper Valley	A							1.29												
		Just Bare	A		5.13																	
		Ranger	F						2.99						2.99							
	Saar's	Gold'n Plump																		7.49		
		n/i					1.68						0.68		0.68		0.50					
	Safeway Portland	Open Nature	A		5.00																	
		n/i			2.49		2.49															
		O Organics	O		7.99																	
	Safeway Seattle	Open Nature	A		5.00																	
		n/i			2.49		2.49															
		O Organics	O		7.99																	
Save-a-Lot	n/i				1.49																	
Select Markets	Gold'n Plump																		6.99			
	n/i	L						1.49						1.49								
	n/i											0.99		0.99								
Super 1 Foods	Foster Farms											0.88		0.88								
The Markets	n/i													0.95								
Town & Country	Smart Chicken	O								3.99				3.99								
Walmart	n/i			1.99															5.98			
Yoke's Fresh	n/i			1.99		1.99						0.99		0.99								
	Foster Farms								2.49							0.87						

**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		Fried		Other
				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	8-piece	12-Piece	
WY	Affiliated Midwest	Tyson										0.89		0.89						
	Albertsons Mntn	n/i		1.88	1.88															
		Albertson's																	6.99	
	Associated Foods	n/i																	6.99	
	Associated Foods	Gold'n Plump			3.36					1.67		1.67		1.67						
		Just Bare	A	4.99																
	IGA Markets	Gold'n Plump		3.49												0.99				
	King Soopers	Perdue		2.99																
		n/i																		5.99
	Lucky's Market	n/i	A			4.99														
	Ridley's	Pilgrim's			1.68															
		n/i																		6.87
	Safeway Denver	Signature Café																		5.99
		O Organics	O	7.99																
	n/i			1.68	1.68															
Smith's	n/i																		8.32	
Walmart	n/i			1.99															5.98	

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

prices in \$US per pound unless otherwise noted.

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PORK

State	Supermarket	Brand	K e y	Spareribs			Country Style		Pork Chops								Loin		Fresh Sausage	Other							
				Whole Rack	Back Rib	St. Louis Rib	Ribs		Rib End		Bone-in Center		Bnls Center		Sirloin End		Ass't	Tender			Bnls						
							bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	bnls	bone-in											
<b>NORTHEASTERN U.S. - CT,DC,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT</b>																											
CT	ACME Market	Hatfield										1.99			3.49												
	Adams IGA	n/i				2.99		1.99																			
	AF Basket	Indiana Kitchen			1.69	3.99																	3.00				
		Premio							1.79		1.99																
	AG New England	n/i													3.69												
	ALDI	n/i				2.89																					
	Associated	n/i			1.99	3.99																					
		Premio																							3.50		
	Best Market	n/i			1.77	3.97		2.97					1.97		2.47				3.97	1.97					2.97		
		Botto's		L																							
		Prairie Fresh											3.97														
	Big Y	Hormel			2.99	4.99																					
		Big Y Natural						2.99								4.59											
	Bravo	n/i				3.99			1.59	1.59	1.99	1.69					1.59								2.66		
		Premio																								2.66	
	C-Town	n/i			1.99				2.99																	2.49	
		Premio																									
	Compare Foods	n/i			1.49																						2.49
		Premio																									
	Food Bazaar	n/i			1.99		2.99																	1.99			4.15
	Johnsonville																										
Geissler's	n/i				2.99											2.49											
Highland Park	Smithfield																	3.99									
Key Food	n/i			1.99				1.99		2.49	2.99					2.49											
Kings Market	Chairman Reserve				3.99													3.99									
	Kings		L																							3.99	
Marc's	n/i						2.99																				
Mrs. Green's	n/i		A		4.99																						
Price Chopper	n/i									1.99					BOGO		1.99										
	n/i													4.69													
	Price Chopper																						1.77				
	Hatfield				3.49	2.99												3.99									
	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								Loin		Fresh Sausage	Other	
				Whole Rack	Back Rib	St. Louis Rib	Ribs		Rib End		Bone-in Center		Bnls Center		Sirloin End		Ass't	Tender			Bnls
							bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	bnls	bone-in					
CT <i>(cont)</i>	Price Rite	Hatfield																1.49			
		n/i		1.79																	
	Save-a-Lot	n/i		1.77		2.59		1.69													
		Butcher's Choice																		2.78	
	ShopRite	ShopRite																		1.79	L1
		ShopRite																		1.99	
		Tender Choice																			1.99
		Smithfield				4.49	3.99														1.99
		n/i		2.69	3.99																
	Stew Leonard's	n/i		1.99	3.99	2.99															
Stop & Shop	Stop & Shop				2.99						2.99										
The Fresh Market	n/i				3.99																
Walmart	Great Value																			2.96	
Whole Foods NE	n/i					4.99															
DC	ALDI	n/i			2.89								3.69								
	Giant Food	Giant				2.99						2.99									
	Harris Teeter	Harris Teeter					1.49	1.49				3.47			1.49					3.30	
		Smithfield			3.97	3.77														1.97	
		Niman Ranch			5.99																3.33
		Johnsonville																			3.33
	Safeway Eastern	Johnsonville	A																		
		n/i										2.49			BOGO						
	Save-a-Lot	Signature				3.99															
		n/i		1.77		2.59		1.69													2.78
Walmart	Butcher's Choice																			2.96	
	Great Value																				
DE	ACME Market	Hatfield										1.99		3.49							
	Food Lion	n/i				2.49															
		n/i				3.49															
		Johnsonville																			2.49
	Fresh Grocer	n/i												1.88							2.49
	ShopRite																				
Giant Food	Giant				2.99						2.99										

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**PORK**

State	Supermarket	Brand	Key	Spareribs			Country Style		Pork Chops								Loin		Fresh Sausage	Other		
				Whole Rack	Back Rib	St. Louis Rib	Ribs		Rib End		Bone-in Center		Bnls Center		Sirloin End		Ass't	Tender			Bnls	
							bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	bnls	bone-in						
DE <i>(cont)</i>	Great Valu Mrkts	n/i	A	1.99	3.99		2.49											1.49	2.49			
	Johnsonville																			3.33		
	Harris Teeter	Harris Teeter						1.49		1.49		3.47								3.30		
	Smithfield				3.97	3.77													1.97			
	Niman Ranch				5.99																3.33	
	Johnsonville																				4.15	
	Redner's	Yuengling						1.88							1.98							
	n/i																				3.33	
	Safeway Eastern	Johnsonville																				3.33
	n/i																					2.49
	Signature				3.99																	
	n/i																					
	Save-a-Lot	n/i			1.77		2.59		1.69													
	Butcher's Choice																					2.78
	ShopRite	ShopRite																				1.79
ShopRite																				1.99		
Tender Choice																				1.99		
Smithfield				4.49	3.99															1.99		
n/i			2.69	3.99																		
Walmart	Great Value																			2.96		
Weis Markets	n/i		1.68	3.88	3.88	BOGO														3.49		
Yuengling																				2.92		
MA	Adams IGA	n/i			2.99		1.99															
	AF Basket	Indiana Kitchen		1.69	3.99																3.00	
	Premio																					
	AG New England	n/i					1.79		1.99													
	ALDI	n/i			2.89								3.69									
	Associated	n/i		1.99	3.99																	
	Premio																				3.50	
	Big Y	Hormel		2.99	4.99																	
	Big Y Natural						2.99								4.59							
	C-Town	n/i		1.99				2.99														
Premio																				2.66		
Compare Foods	n/i		1.49																			
Premio																					2.49	



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**PORK**

State	Supermarket	Brand	Key	Spareribs			Country Style		Pork Chops								Loin		Fresh Sausage	Other				
				Whole Rack	Back Rib	St. Louis Rib	Ribs		Rib End		Bone-in Center		Bnls Center		Sirloin End		Ass't	Tender			Bnls			
							bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	bnls	bone-in								
MA (cont)	Crosby's	n/i	A								2.99													
	Donelan's	n/i			3.99																			
		n/i			5.99																			
		Perri																					4.49	
		Johnsonville																					4.58	
	Food City Market	n/i							1.88		1.88													
	Geissler's	n/i				2.99											2.49							
	Hannaford	Hannaford																	2.49					
		Johnsonville																						3.33
	Market 32	n/i									1.99					BOGO		1.99						
		n/i													4.69							1.77		
		Price Chopper																						
		Hatfield				3.49	2.99																3.99	
		Johnsonville																					3.33	
	Market Basket	n/i			2.29																			
	Met Foods	n/i			1.99	3.99																		
		Premio																					2.99	
	Price Chopper	n/i								1.99					BOGO		1.99							
		n/i													4.69								1.77	
		Price Chopper																						
		Hatfield				3.49	2.99																3.99	
		Johnsonville																					3.33	
	Price Rite	Hatfield																					1.49	
	n/i			1.79																				
Roche Bros.	Niman Ranch		A																			8.99		
	Perri																						3.50	
Save-a-Lot	n/i				1.77		2.59			1.69														
	Butcher's Choice																						2.78	
Seabra Foods	n/i				1.79	3.49		1.79	1.49		1.49												1.79	
Shaw's	n/i					3.49																		
Star Market	n/i						1.99																	
Stop & Shop	Stop & Shop						2.99						2.99											
The Fresh Market	n/i					3.99																		

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**PORK**

State	Supermarket	Brand	Key	Spareribs			Country Style		Pork Chops								Loin		Fresh Sausage	Other	
				Whole Rack	Back Rib	St. Louis Rib	Ribs		Rib End		Bone-in Center		Bnls Center		Sirloin End		Ass't	Tender			Bnls
							bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	bnls	bone-in					
MA <i>(cont)</i>	Tops Markets	Smithfield	A														4.99				
		Prairie Grove									4.49									4.16	
		Johnsonville																		3.69	
	Trucchi's	DiLuigi																		2.96	
	Walmart	Great Value																	2.96		
	Wegman's	Wegman's	O		4.59	3.29	2.49					3.99	1.99	3.99			4.89		2.86		
	Wegman's	Wegman's											11.49								
MD	ACME Market	Hatfield	A									1.99		3.49							
	ALDI	n/i				2.89								3.69							
	Associated	n/i			1.99	3.99															
		Premio																			3.50
	Food Lion	n/i					2.49														
		n/i					3.49														
		Johnsonville																			2.49
	Giant Eagle	n/i			1.99	2.99										BOGO					2.49
		Johnsonville																			3.33
	Giant Food	Giant					2.99					2.99									
	Graul's Market	Smithfield						3.49													
		Essential Everyday																			2.99
	Great Valu Mrkts	n/i			1.99	3.99		2.49												1.49	2.49
		Johnsonville																			3.33
	Harris Teeter	Harris Teeter							1.49	1.49		3.47					1.49				3.30
		Smithfield					3.97	3.77												1.97	
		Niman Ranch					5.99														3.33
		Johnsonville																			
	Martin's	n/i						2.99				2.99									
	Price Rite	n/i																	1.49		
Redner's	Yuengling																		4.15		
	n/i						1.88						1.98								
Safeway Eastern	Johnsonville																		3.33		
	n/i										2.49			BOGO							
	Signature				3.99																
Save-a-Lot	n/i			1.77		2.59				1.69											
	Butcher's Choice																		2.78		

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**PORK**

State	Supermarket	Brand	Key	Spareribs			Country Style		Pork Chops								Loin		Fresh Sausage	Other				
				Whole Rack	Back Rib	St. Louis Rib	Ribs		Rib End		Bone-in Center		Bnls Center		Sirloin End		Ass't	Tender			Bnls			
							bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	bnls	bone-in								
MD	Shop'n Save	n/i	O		3.48		1.88								2.29		4.49							
	Shoppers	Smithfield		1.98			2.49				2.99					2.69								
	ShopRite	Johnsonville																				2.92		
		ShopRite																				1.79	L1	
		ShopRite																				1.99		
	The Fresh Market	Tender Choice																						
		Smithfield				4.49	3.99																	
		n/i			2.69	3.99																		
	Walmart	n/i																						
Wegman's	Great Value																				2.96			
Wegman's	Wegman's			4.59	3.29	2.49				3.99	1.99	3.99					4.89				2.86			
Wegman's	Wegman's																							
Weis Markets	n/i		1.68	3.88	3.88	BOGO																		
Weis Markets	Yuengling																				2.92			
ME	AG New England	n/i					1.79		1.99															
	Food City Market	n/i					1.88		1.88															
	Hannaford	Hannaford																2.49						
		Johnsonville																				3.33		
	Market Basket	n/i		2.29																				
	Save-a-Lot	n/i		1.77	2.59		1.69																	
	Shaw's	Butcher's Choice																				2.78		
Walmart	n/i			3.49		1.49															2.96			
Walmart	Great Value																							
NH	AG New England	n/i					1.79		1.99															
	ALDI	n/i			2.89								3.69											
	Hannaford	Hannaford																2.49						
		Johnsonville																				3.33		
	Market Basket	n/i		2.29																				
	Price Chopper	n/i							1.99															
		n/i																						
Price Chopper	Price Chopper																				1.77			
Hatfield				3.49	2.99													3.99						
Johnsonville	Johnsonville																					3.33		

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**PORK**

State	Supermarket	Brand	Key	Spareribs			Country Style		Pork Chops								Loin		Fresh Sausage	Other	
				Whole Rack	Back Rib	St. Louis Rib	Ribs		Rib End		Bone-in Center		Bnls Center		Sirloin End		Ass't	Tender			Bnls
							bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	bnls	bone-in					
NH <i>(cont)</i>	Price Rite	Hatfield																1.49			
	Save-a-Lot	n/i		1.79																	
	Shaw's	n/i				2.59					1.69									2.78	
	The Fresh Market	n/i																			
	Walmart	Great Value																		2.96	
NJ	ACME Market	Hatfield										1.99		3.49							
	ALDI	n/i			2.89								3.69								
	Associated	n/i		1.99	3.99																
	Best Market	Premio																			3.50
		n/i			1.77	3.97		2.97					1.97	2.47				3.97	1.97		2.97
	Bravo	Botto's	L																		
		Prairie Fresh									3.97							1.59			2.66
	C-Town	n/i				3.99			1.59	1.59	1.99	1.69									2.66
		Premio			1.99							2.99									2.66
	Compare Foods	n/i			1.49																2.49
		Premio																			2.49
	Fine Fare	n/i			1.97	3.99	2.39		1.89	1.97											1.99
		Premio																			2.99
	Food Bazaar	n/i			1.99		2.99														1.99
		Johnsonville																			4.15
	Foodtown	n/i					2.99		2.69	2.49		2.99			2.49	2.69				1.99	1.99
Nature's Tradition		A																12.99		1.99	
Great Valu Mrkts	n/i			1.99	3.99		2.49												1.49	2.49	
	Johnsonville																			3.33	
Key Food	n/i			1.99			1.99	2.49	2.99					2.49						3.99	
Kings Market	Chairman Reserve																			3.99	
	Kings	L																		3.99	
McCaffrey's	Leidy's									3.69											
	n/i																			3.99	

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PORK**

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State	Supermarket	Brand	Key	Spareribs			Country Style		Pork Chops								Loin		Fresh Sausage	Other							
				Whole Rack	Back Rib	St. Louis Rib	Ribs		Rib End		Bone-in Center		Bnls Center		Sirloin End		Ass't	Tender			Bnls						
							bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	bnls	bone-in											
<b>NJ</b> <i>(cont)</i>	Met Foods	n/i	A	1.99	3.99																						
	Premio																						2.99				
	Morton Williams	n/i			2.39											1.79											
	Mrs. Green's	n/i				4.99																					
	Murphy's Mrkt	Hatfield						1.99		1.99		2.49												4.59			
	Pioneer	Premio																						2.99			
		n/i				1.99	3.99																				
	Price Rite	Hatfield																							1.49		
		n/i				1.79																					
	Save-a-Lot	n/i				1.77		2.59		1.69																	
		Butcher's Choice																								2.78	
	Seabra Foods	n/i				1.79	3.49		1.79	1.49		1.49														1.79	
	ShopRite	ShopRite																								1.79	
		ShopRite																									1.99
		Tender Choice														1.99											
		Smithfield					4.49	3.99								1.99											
		n/i				2.69	3.99																				
	Stop & Shop	Stop & Shop						2.99						2.99													
	Supremo Foods	n/i							2.29		1.99			1.99													
	The Fresh Market	n/i					3.99																				
Thriftwy/Shop'n Bag	n/i			1.99	3.99			2.69				2.49				1.99											
Uncle Giuseppe's	n/i				5.99							2.99		3.99													
Walmart	Great Value																								2.96		
Wegman's	Wegman's				4.59	3.29	2.49				3.99	1.99	3.99												4.89		
	Wegman's													11.49													
Weis Markets	n/i			1.68	3.88	3.88	BOGO																				
	Yuengling																										
Western Beef	n/i				1.99				1.99				1.99														
Whole Foods NE	n/i					4.99																					
<b>NY</b>	ACME Market	Hatfield										1.99															
	AF Basket	Indiana Kitchen		1.69	3.99																						
		Premio																									
	ALDI	n/i			2.89								3.69													3.00	

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**PORK**

State	Supermarket	Brand	Key	Spareribs			Country Style		Pork Chops								Loin		Fresh Sausage	Other								
				Whole Rack	Back Rib	St. Louis Rib	Ribs		Rib End		Bone-in Center		Bnls Center		Sirloin End		Ass't	Tender			Bnls							
							bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	bnls	bone-in												
NY <i>(cont)</i>	Associated	n/i	L	1.99	3.99																							
	Premio																							3.50				
	Best Market	n/i		1.77	3.97		2.97					1.97		2.47					3.97	1.97								
	Botto's																								2.97			
	Prairie Fresh											3.97																
	Big M Supermarket	1893 Premium				3.99		1.89								2.29										4.16		
	Johnsonville																									4.16		
	Bravo	n/i				3.99			1.59	1.59	1.99	1.69						1.59								2.66		
	Premio																									2.66		
	C-Town	n/i			1.99				2.99																	2.66		
	Premio																									2.66		
	Compare Foods	n/i			1.49																					2.49		
	Premio																									2.49		
	D'Agostino's	n/i				3.99																						
	DeCiccio's Market	n/i				3.99																						
	Fine Fare	n/i			1.97	3.99	2.39		1.89	1.97															1.99		2.99	
	Premio																										2.99	
	Food Bazaar	n/i			1.99		2.99																		1.99		1.99	
	Johnsonville																										4.15	
	Foodtown	n/i				2.99			2.69	2.49		2.99						2.49	2.69						1.99		1.99	
	Nature's Tradition																										12.99	
	Giunta's	n/i				3.99									2.99													
	Great American	1893 Premium			1.99												1.89	1.49	3.99								4.99	
Premio																									4.99			
Hannaford	Hannaford																								2.49			
Johnsonville																									3.33			
Key Food	n/i		1.99				1.99	2.49	2.99	2.99						2.49												
King Kullen	n/i		2.49				1.99			3.99															3.49			
Premio																									3.49			
Kings Market	Chairman Reserve			3.99																					3.99			
Kings																									3.99			
Market 32	n/i							1.99						BOGO		1.99												
n/i														4.69														
Price Chopper																									1.77			

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**PORK**

State	Supermarket	Brand	Key	Spareribs			Country Style		Pork Chops								Loin		Fresh Sausage	Other					
				Whole Rack	Back Rib	St. Louis Rib	Ribs		Rib End		Bone-in Center		Bnls Center		Sirloin End		Ass't	Tender			Bnls				
							bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	bnls	bone-in									
NY <i>(cont)</i>	Market 32 <i>(continued)</i>	Hatfield	A		3.49	2.99												3.99							
	Johnsonville																				3.33				
	Met Foods	n/i		1.99	3.99																	2.99			
	Premio																								
	Morton Williams	n/i		2.39																			1.79		
	Mrs. Green's	n/i			4.99																				
	Net Cost	n/i											1.99												
	North Shore	n/i				2.99																	2.99		
	Peck's Market	n/i				2.99		2.49																2.99	
	Pioneer	Premio																						2.99	
		n/i			1.99	3.99																			
	Price Chopper	n/i									1.99														
		n/i																							
	Price Chopper																							1.77	
		Hatfield					3.49	2.99																3.99	
		Johnsonville																							3.33
	Price Rite	Hatfield																						1.49	
		n/i			1.79																				
	Save-a-Lot	n/i			1.77			2.59					1.69												
		Butcher's Choice																							2.78
	Shop'n Save	n/i					3.48																	2.29	4.49
	ShopRite	ShopRite																							1.79
		ShopRite																							1.99
		Tender Choice																							1.99
		Smithfield						4.49	3.99																1.99
		n/i			2.69	3.99																			
	Stew Leonard's	n/i			1.99	3.99		2.99																	
	Stop & Shop	Stop & Shop						2.99						2.99											
The Fresh Market	n/i				3.99																				
Tops Markets	Smithfield																						4.99		
	Prairie Grove											4.49													
	Johnsonville																						4.16		
Trade Fair	Premio																						3.00		
	n/i		1.99																						

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**PORK**

State	Supermarket	Brand	Key	Spareribs			Country Style		Pork Chops								Loin		Fresh Sausage	Other				
				Whole Rack	Back Rib	St. Louis Rib	Ribs		Rib End		Bone-in Center		Bnls Center		Sirloin End		Ass't	Tender			Bnls			
							bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	bnls	bone-in								
NY <i>(cont)</i>	Uncle Giuseppe's	n/i	O		5.99							2.99		3.99				5.99						
	Walmart	Great Value																			2.96			
	Wegman's	Wegman's				4.59	3.29	2.49				3.99	1.99	3.99					4.89			2.86		
	Wegman's	Wegman's												11.49										
	Weis Markets	n/i			1.68	3.88	3.88	BOGO								3.49							2.92	
	Western Beef	n/i			1.99						1.99	1.99			2.99			1.99						
Whole Foods NE	n/i				4.99																			
PA	ACME Market	Hatfield	A									1.99		3.49										
	ALDI	n/i			2.89									3.69										
	Associated	n/i		1.99	3.99																			
	Premio																						3.50	
	Big M Supermarket	1893 Premium				3.99		1.89								2.29								4.16
	Johnsonville																							
	Boyer's	Hatfield														1.97								2.97
	Mrs. B's							1.57																
	n/i																							
	Bravo	n/i				3.99			1.59	1.59	1.99	1.69				1.59								
	Premio																							2.66
	C-Town	n/i			1.99				2.99															2.66
	Premio																							
	Family Owned	n/i				3.69			1.99		2.49	2.19						1.89						
	n/i								1.69															value
	Fine Fare	n/i			1.97	3.99	2.39		1.89		1.97												1.99	
Premio																						2.99		
Food Lion	n/i				2.49																			
n/i					3.49																	card		
Johnsonville																						2.49		
Foodland	n/i							1.49	1.99															
Foodtown	n/i			2.99			2.69	2.49		2.99					2.49	2.69					1.99			
Nature's Tradition																						12.99		
Fresh Grocer	n/i												1.88											
ShopRite																						2.49		
GFS Marketplace	Johnsonville																					3.05		





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

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**PORK**

State	Supermarket	Brand	Key	Spareribs			Country Style		Pork Chops								Loin		Fresh Sausage	Other			
				Whole Rack	Back Rib	St. Louis Rib	Ribs		Rib End		Bone-in Center		Bnls Center		Sirloin End		Ass't	Tender			Bnls		
							bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	bnls	bone-in							
PA <i>(cont)</i>	ShopRite	Smithfield	A		4.49	3.99								1.99									
	<i>(continued)</i>	n/i		2.69	3.99																		
	ShurSave	Best Yet																				2.99	
		Hatfield			4.99	2.49					2.99											1.99	
	Sparkle Market	Indiana Kitchen			1.48			2.99								1.99							
	Supremo Foods	n/i							2.29	1.99		1.99				1.99							
	The Fresh Market	n/i				3.99																	
	Thrtwy/Shop'n Bag	n/i			1.99	3.99							2.49					1.99					
	Thorne's Market	Hormel			2.99					2.29						1.99							
	Tops Markets	Smithfield																				4.99	
	Prairie Grove									4.49													
	Johnsonville																				4.16		
Walmart	Great Value																				2.96		
Wegman's	Wegman's			4.59	3.29	2.49				3.99	1.99	3.99								4.89	2.86		
	Wegman's											11.49											
Weis Markets	n/i		1.68	3.88	3.88	BOGO								3.49							2.92		
	Yuengling																						
RI	Adams IGA	n/i				2.99		1.99															
	ALDI	n/i			2.89									3.69									
	Associated	n/i		1.99	3.99																		
		Premio																				3.50	
	Bravo	n/i			3.99			1.59	1.59	1.99	1.69				1.59							2.66	
		Premio																				2.49	
	Compare Foods	n/i		1.49																			
		Premio																				2.49	
	Dave's Marketplace	n/i											2.99								1.99		
	Price Rite	Hatfield																			1.49		
		n/i		1.79																			
	Save-a-Lot	n/i		1.77		2.59		1.69														2.78	
		Butcher's Choice																					
Seabra Foods	n/i		1.79	3.49		1.79	1.49	1.49								1.79							
Shaw's	n/i			3.49			1.49																
Stop & Shop	Stop & Shop				2.99						2.99												
Walmart	Great Value																				2.96		

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

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**PORK**

State	Supermarket	Brand	Key	Spareribs			Country Style		Pork Chops								Loin		Fresh Sausage	Other	
				Whole Rack	Back Rib	St. Louis Rib	Ribs		Rib End		Bone-in Center		Bnls Center		Sirloin End		Ass't	Tender			Bnls
							bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	bnls	bone-in					
VT	AG New England	n/i						1.79		1.99											
	ALDI	n/i			2.89								3.69								
	Food City Market	n/i						1.88		1.88											
	Hannaford	Hannaford																2.49			
	Johnsonville	Johnsonville																			3.33
	Price Chopper	n/i								1.99											
	Price Chopper	n/i																			
	Price Chopper	Price Chopper																			1.77
	Hatfield	Hatfield			3.49	2.99													3.99		
	Johnsonville	Johnsonville																			3.33
	Shaw's	n/i			3.49					1.49											
	Tops Markets	Smithfield																	4.99		
	Prairie Grove	Prairie Grove	A									4.49									
	Johnsonville	Johnsonville																			4.16
	Walmart	Great Value																			2.96

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PORK**

State	Supermarket	Brand	Key	Spareribs			Country Style		Pork Chops								Loin		Fresh Sausage	Other		
				Whole Rack	Back Rib	St. Louis Rib	Ribs		Rib End		Bone-in Center		Bnls Center		Sirloin End		Ass't	Tender			Bnls	
							bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	bnls	bone-in						
<b>SOUTHEASTERN U.S. - AL,FL,GA,KY,MS,NC,SC,TN,VA,WV</b>																						
AL	A&R Supermarket	n/i	A	1.36				1.67		1.67												
	ALDI	n/i				2.89								3.69								
	Cash Saver	n/i														1.61						
	Dollar General Mkt	n/i			1.95														4.25			2.99
	Earth Fare	n/i																				
	Food for Le\$\$	n/i			1.55	2.75							1.75									2.50
	Johnsonville																					2.50
	Food Giant	n/i			1.68																	3.32
	Johnsonville																					3.32
	Prairie Fresh								1.58		1.68					1.68						
	Greer's Markets	n/i				2.72																
	Swift								1.72		1.72											
	Hometown Market	n/i			1.59				1.49													
	Ingles	Ingles				2.98																
	Johnsonville																					3.32
	Kroger Atlanta	Yuengling																				2.91
	n/i				2.49	2.99			2.99													
	Johnsonville																					3.33
	Kroger Nashville	n/i				2.99	3.49															
	Johnsonville																					3.33
	Lucky's	n/i		1.98						1.69												
	Johnsonville																				3.33	
	Piggly Wiggly HAC	n/i		1.49	3.69	2.69		1.59		1.69												
	Johnsonville																				3.74	
	Piggly Wiggly Hchn	n/i						0.98														
	n/i			1.98														3.48				
	Sheboygan																				2.79	
	Piggly Wiggly Inc	Piggly Wiggly		1.99																		
	n/i				3.99	2.99		2.49		2.49												
	Piggly Wiggly JTM	Johnsonville																			3.33	
	n/i			1.79	3.49					1.79												
	Publix	Publix		1.99																		
	Johnsonville																				3.33	

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**PORK**

State	Supermarket	Brand	Key	Spareribs			Country Style		Pork Chops								Loin		Fresh Sausage	Other			
				Whole Rack	Back Rib	St. Louis Rib	Ribs		Rib End		Bone-in Center		Bnls Center		Sirloin End		Ass't	Tender			Bnls		
							bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	bnls	bone-in							
AL <i>(cont)</i>	Ramey	Prairie Fresh			2.98			1.48		1.68													
	Rouses	Johnsonville						1.67		1.67						0.97		3.47			3.33		
	Save-a-Lot	n/i			1.77		2.59		1.69													2.78	
	Shop-Rite	Butcher's Choice			1.59											1.59						2.91	
	Sprout's	Swift						1.99														2.99	
	The Fresh Market	Johnsonville				3.99																	
	United Grocery	n/i			1.99																	1.99	
	Vowell's	n/i			1.79				1.69		1.69					1.69							
	Walmart	Great Value																					2.96
	Western Market	n/i				BOGO	2.99		BOGO														4.16
	Whole Foods Sth	n/i																					
	Winn-Dixie	n/i			BOGO				BOGO														
			Johnsonville			2.49	3.25	3.25		1.99													2.92
FL	ALDI	n/i			2.89									3.69									
	Bravo	n/i			1.79							1.69											
	Dollar General Mkt	n/i			1.95														4.25				
	Earth Fare	n/i	A																			2.99	
	Food Giant	n/i			1.68																		
		Johnsonville																					3.32
		Prairie Fresh							1.58		1.68						1.68						3.05
	GFS Marketplace	Johnsonville																					
	Greer's Markets	n/i				2.72																	
		Swift							1.72		1.72												
	Harris Teeter	Harris Teeter							1.49		1.49						1.49						3.30
		Smithfield				3.97	3.77																1.97
		Niman Ranch				5.99																	3.33
Harvey's	Johnsonville			1.99	3.99	3.49		1.49							1.49							3.29	

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**PORK**

State	Supermarket	Brand	Key	Spareribs			Country Style		Pork Chops								Loin		Fresh Sausage	Other							
				Whole Rack	Back Rib	St. Louis Rib	Ribs		Rib End		Bone-in Center		Bnls Center		Sirloin End		Ass't	Tender			Bnls						
							bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	bnls	bone-in											
FL <i>(cont)</i>	Hitchcock's	n/i		1.79	3.79	3.49	1.99	1.79		1.79																	
		Johnsonville																				2.90					
		IGA Florida	n/i		1.59	2.99					1.99						1.79	1.99				1.99		3.33			
			Johnsonville																								
		Lucky's Market	n/i																								
		Piggly Wiggly Hchn	n/i									0.98														L3	
			n/i		1.98																						
			Sheboygan																								
		Publix	Publix		1.99																						
			Johnsonville																								
		Sabor Tropical	n/i																								
		Safeway - Florida	n/i									1.99															
			Signature Select			3.99																					
			Johnsonville																								
		Save-a-Lot	n/i		1.77		2.59					1.69															
			Butcher's Choice																								
		Scaff's Market	n/i		1.79																						
		Seabra Foods	n/i		1.79																						
	Sedano's	n/i		1.49																							
	The Fresh Market	n/i				3.99																					
	Walmart	Great Value																									
	Western Beef	n/i		1.99						1.69		2.99		2.99													
	Whole Foods FL	n/i	O			5.99																				CA	
	Winn-Dixie	n/i		BOGO							BOGO																
		n/i		2.49	3.25	3.25					1.99																
		Johnsonville																								2.92	
GA	ALDI	n/i			2.89																						
	Bi-Lo	n/i		BOGO							BOGO																
		n/i		2.49	3.25	3.25					1.99																
		Johnsonville																									2.92
	Dollar General Mkt	n/i		1.95																						4.25	
	Earth Fare	n/i	A																							2.99	
	Food City	Johnsonville																								3.33	
		Food City			3.99						1.99																

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**PORK**

State	Supermarket	Brand	Key	Spareribs			Country Style		Pork Chops								Loin		Fresh Sausage	Other					
				Whole Rack	Back Rib	St. Louis Rib	Ribs		Rib End		Bone-in Center		Bnls Center		Sirloin End		Ass't	Tender			Bnls				
							bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	bnls	bone-in									
GA <i>(cont)</i>	Food Depot	n/i	A	1.45	2.95			1.48		1.98	2.88	2.88				1.98									
	Food Giant	n/i		1.68																					
		Johnsonville																					3.32		
		Prairie Fresh							1.58		1.68						1.68								
		Food Lion		n/i						2.49														card	
				n/i						3.49															
		Johnsonville																						2.49	
		Food Pride		n/i												1.99									3.33
				Our Family																					3.33
		Galaxy Food		n/i		1.58	3.28			1.68				2.28				1.68		1.18					2.50
				Yuengling																					3.30
		Harris Teeter		Harris Teeter						1.49		1.49		3.47				1.49							3.30
				Smithfield			3.97	3.77																	1.97
				Niman Ranch			5.99																		3.33
				Johnsonville																					3.33
		Harvey's		n/i		1.99	3.99	3.49		1.49								1.49							3.29
				Johnsonville																					3.29
		IGA		n/i		1.59	3.99			1.89		1.39								3.99	1.49				4.16
				Yuengling																					4.16
		Ingles		Ingles			2.98																		3.32
				Johnsonville																					3.32
		Kroger Atlanta		Yuengling																					2.91
				n/i		2.49	2.99			2.99															2.91
		Johnsonville																					3.33		
	Lucky's Market	n/i														1.89							3.33		
	Piggly Wiggly Car	n/i		1.88	3.89	n/i		1.89		1.89		2.29			1.89						1.49		3.33		
		Johnsonville																					3.33		
	Piggly Wiggly GA	n/i		1.79	2.99			1.19		1.19					1.19								3.49		
		Johnsonville																					3.49		
	Piggly Wiggly HAC	n/i		1.49	3.69	2.69		1.59		1.69													3.74		
		Johnsonville																					3.74		
	Piggly Wiggly Hchn	n/i						0.98															L3		
		n/i		1.98															3.48				2.79		
		Sheboygan																					2.79		

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**PORK**

State	Supermarket	Brand	Key	Spareribs			Country Style		Pork Chops								Loin		Fresh Sausage	Other						
				Whole Rack	Back Rib	St. Louis Rib	Ribs		Rib End		Bone-in Center		Bnls Center		Sirloin End		Ass't	Tender			Bnls					
							bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	bnls	bone-in										
GA <i>(cont)</i>	Piggly Wiggly JTM	Johnsonville																			3.33					
		n/i		1.79	3.49				1.79																	
	Publix	Publix		1.99																						
		Johnsonville																					3.33			
	Quality Foods	n/i		1.59	2.99				1.39																	
	Save-a-Lot	n/i		1.77		2.59			1.69																	
		Butcher's Choice																						2.78		
	Shop-Rite	Swift		1.59												1.59										
		Johnsonville																						2.91		
	Sprout's	n/i							1.99															2.99		
	The Fresh Market	n/i			3.99																					
	United Grocery	n/i		1.99																				1.99		
	Walmart	Great Value																							2.96	
Wayfield's	n/i		1.69	2.99	2.29	1.99	1.69				2.69		2.99	1.99	1.99									2.92		
	Johnsonville																							4.16		
Whole Foods Sth	n/i		BOGO					BOGO																		
Winn-Dixie	n/i		2.49	3.25	3.25		1.99																	2.92		
	Johnsonville																									
KY	ALDI	n/i			2.89								3.69													
	Cox IGA	Hormel		1.99	3.99		2.49							2.79		2.49		1.79							3.33	
		Johnsonville																								
	Dollar General Mkt	n/i		1.95														4.25								
	E.W. James	n/i		1.98	2.98			1.88	1.88									3.28								
		Johnsonville																							3.32	
	Earth Fare	n/i	A																						2.99	
	Food City	Johnsonville																							3.33	
		Food City			3.99				1.99																	
	Food Fair	Tender Choice							1.38																	2.50
	Walnut Creek																									
Food Giant	n/i		1.68																						3.32	
	Johnsonville																									
	Prairie Fresh							1.58	1.68						1.68											



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**PORK**

State	Supermarket	Brand	Key	Spareribs			Country Style		Pork Chops								Loin		Fresh Sausage	Other				
				Whole Rack	Back Rib	St. Louis Rib	Ribs		Rib End		Bone-in Center		Bnls Center		Sirloin End		Ass't	Tender			Bnls			
							bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	bnls	bone-in								
KY (cont)	Food Lion	n/i				2.49															card			
		n/i				3.49																		
		Johnsonville																				2.49		
	Food Rite	Food Rite								1.99														
	Foodland	Tender Choice																						
		n/i								1.99														
	Fresh Thyme	n/i							2.99						1.88									
		Fresh Thyme																					3.99	
	Galaxy Food	n/i			1.58	3.28					1.68			2.28					1.68				1.18	
		Yuengling																					2.50	
	GFS Marketplace	Johnsonville																					3.05	
	IGA Houchen's	Hormel			1.99	2.99					2.49													
		Johnsonville																						3.33
	IGA SpartanNash	n/i																						1.59
		Johnsonville																						3.91
	Kroger Cincinnati	n/i									2.49													3.33
		Johnsonville																						3.33
	Kroger Delta	n/i									2.88													3.33
		Johnsonville																						3.33
	Kroger Louisville	n/i									3.49													3.33
	Johnsonville																						3.33	
Kroger MidAtlntc	Yuengling																						2.91	
	Johnsonville																						3.33	
	n/i			1.99	2.99																		2.49	
Kroger Nashville	n/i									2.99													3.33	
	Johnsonville																						3.33	
Lucky's Market	n/i																						1.89	
Meijer	n/i									2.49													3.99	
	Johnsonville																						2.49	
Piggly Wiggly Hchn	n/i																						0.98	
	n/i									1.98													3.48	
	Sheboygan																						2.79	
Remke Markets	n/i									1.99													2.88	
	Johnsonville																						1.99	
																							2.29	

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**PORK**

State	Supermarket	Brand	Key	Spareribs			Country Style		Pork Chops								Loin		Fresh Sausage	Other				
				Whole Rack	Back Rib	St. Louis Rib	Ribs		Rib End		Bone-in Center		Bnls Center		Sirloin End		Ass't	Tender			Bnls			
							bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	bnls	bone-in								
KY <i>(cont)</i>	Save-a-Lot	n/i		1.77		2.59		1.69																
		Butcher's Choice																			2.78			
	Super Dollar	n/i														1.49								
	SuperVALU Stores	n/i			3.29											1.99								
		Johnsonville																				3.33		
	TC Grocery	n/i			2.99	2.99		1.79		1.59				1.99		1.39					1.79	2.99		
		Johnsonville																					2.99	
	The Fresh Market	n/i				3.99																	1.99	
	United Grocery	n/i			1.99																		1.99	
ValuMarket	n/i			2.99	2.99								1.99									1.49		
	Williams																					2.99		
Walmart	Great Value																					2.96		
MS	AG Baton Rouge	n/i				1.99		1.49		1.49														
		Prairie Fresh			2.99																		3.49	
		Johnsonville																					3.33	
	ALDI	n/i			2.89								3.69											
	Corner Market	n/i			2.69																			
		Prairie Fresh					1.99									1.99						1.69	3.33	
		Johnsonville																					3.33	
	Dollar General Mkt	n/i		1.95																			4.25	
	Food Giant	n/i		1.68																				
		Johnsonville																						3.32
		Prairie Fresh							1.58		1.68					1.68								
	Greer's Markets	n/i			2.72																			
		Swift							1.72		1.72													
	Grocery Depot	n/i		1.35																				
		Prairie Fresh							1.78							1.81						1.44		
Kroger Delta	n/i			2.88																				
	Johnsonville																						3.33	
Mac's Fresh	n/i			2.99	2.99					1.79													1.49	
Piggly Wiggly Hchn	n/i							0.98																
	n/i			1.98																			3.48	
	Sheboygan																						2.79	
Piggly Wiggly HGR	n/i					3.00				1.75						1.25								

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prices in \$US per pound unless otherwise noted.

**PORK**

State	Supermarket	Brand	Key	Spareribs			Country Style		Pork Chops								Loin		Fresh Sausage	Other					
				Whole Rack	Back Rib	St. Louis Rib	Ribs		Rib End		Bone-in Center		Bnls Center		Sirloin End		Ass't	Tender			Bnls				
							bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	bnls	bone-in									
MS <i>(cont)</i>	Ramey	Prairie Fresh			2.98			1.48		1.68															
	Rouses	Johnsonville																			3.33				
	Rouses	Rouses						1.67		1.67						0.97		3.47							
	Save-a-Lot	n/i			1.77		2.59															2.78			
	Superlo Foods	n/i																			1.49				
	The Fresh Market	n/i				3.99																			
	Vowell's	n/i				1.79				1.69						1.69									
	Walmart	Great Value																					2.96		
	Whole Foods Sth	n/i																					4.16		
	Winn-Dixie	n/i			BOGO																				
	n/i	Johnsonville			2.49	3.25	3.25																2.92		
NC	ALDI	n/i			2.89																				
	Bi-Lo	n/i			BOGO																				
		n/i			2.49	3.25	3.25																	2.92	
	Carlie C's	n/i			1.68																			3.33	
		Johnsonville																						2.92	
	Compare Foods	n/i			1.59					2.59						1.99								1.69	
	Dollar General Mrkt	n/i			1.95																			4.25	
	Earth Fare	n/i		A																				2.99	
	Farm Fresh	Smithfield			1.79											2.99								1.79	
	Food Lion	n/i					2.49																		
		n/i	Johnsonville				3.49																		2.49
	Food Pride	n/i														1.99									3.33
	Fresh Foods	n/i	Our Family			1.69																			3.33
		Johnsonville																							3.33
	Galaxy Food	n/i			1.58	3.28																			2.50
	Yuengling															1.68								1.18	
Great Valu Mrkts	n/i			1.98	3.99					2.69					1.98										

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**PORK**

State	Supermarket	Brand	Key	Spareribs			Country Style		Pork Chops								Loin		Fresh Sausage	Other			
				Whole Rack	Back Rib	St. Louis Rib	Ribs		Rib End		Bone-in Center		Bnls Center		Sirloin End		Ass't	Tender			Bnls		
							bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	bnls	bone-in							
NC <i>(cont)</i>	Harris Teeter	Harris Teeter	A					1.49		1.49		3.47				1.49				3.30			
	Smithfield	Smithfield			3.97	3.77															1.97		
	Niman Ranch	Niman Ranch			5.99																	3.33	
	Johnsonville	Johnsonville																				3.29	
	Harvey's	n/i			1.99	3.99	3.49		1.49								1.49					4.16	
	Johnsonville	Johnsonville																				3.99	1.49
	IGA	n/i			1.59	3.99			1.89		1.39												4.16
	Yuengling	Yuengling																					3.32
	Ingles	Ingles				2.98																	3.32
	Johnsonville	Johnsonville																					3.32
	Just \$ave Foods	n/i				3.28																	2.91
	Kroger MidAtlntc	Yuengling																					3.33
	Johnsonville	Johnsonville																					3.33
	n/i	n/i			1.99	2.99												2.49					3.99
	Lowe's Foods	Smithfield				3.99	2.88					3.99			4.49	2.99							3.99
	Green Field	Green Field		A		4.99																	1.59
	Piggly Wiggly Rtl	n/i			1.79	2.99										2.39							1.99
	Piggly Wiggly Strs	n/i			1.79																		1.99
	Yuengling	Yuengling																					2.49
	Publix	Publix			1.99																		3.33
Johnsonville	Johnsonville																				3.33		
Save-a-Lot	n/i		1.77		2.59		1.69														2.78		
Butcher's Choice	Butcher's Choice																				2.78		
The Fresh Market	n/i			3.99																	1.99		
United Grocery	n/i		1.99																		1.99		
Walmart	Great Value																				2.96		
Whole Foods Sth	n/i																				4.16		
SC	ALDI	n/i	A		2.89									3.69									
	Bi-Lo	n/i		BOGO					BOGO														
	n/i	n/i		2.49	3.25	3.25		1.99															
	Johnsonville	Johnsonville																					2.92
	Dollar General Mrkt	n/i			1.95														4.25				2.99
Earth Fare	n/i																				2.99		

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**PORK**

State	Supermarket	Brand	Key	Spareribs			Country Style		Pork Chops								Loin		Fresh Sausage	Other				
				Whole Rack	Back Rib	St. Louis Rib	Ribs		Rib End		Bone-in Center		Bnls Center		Sirloin End		Ass't	Tender			Bnls			
							bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	bnls	bone-in								
SC (cont)	Food Lion	n/i	A			2.49														card				
		n/i					3.49																	
		Johnsonville																				2.49		
	Galaxy Food	n/i		1.58	3.28			1.68					2.28					1.68				1.18		
		Yuengling																					2.50	
	Harris Teeter	Harris Teeter							1.49	1.49			3.47				1.49						3.30	
		Smithfield				3.97	3.77																1.97	
		Niman Ranch				5.99																		3.33
	Harvey's	n/i		1.99	3.99	3.49		1.49								1.49								3.29
		Johnsonville																						4.16
	IGA	n/i		1.59	3.99				1.89	1.39									3.99	1.49				3.32
		Yuengling																						2.91
	Ingles	Ingles				2.98																		2.49
		Johnsonville																						2.99
	Kroger Atlanta	Yuengling																						3.99
		n/i		2.49	2.99			2.99																3.33
		Johnsonville																						3.33
	Lowe's Foods	Smithfield				3.99	2.88				3.99			4.49	2.99				3.99					
		Green Field				4.99																		
	Piggly Wiggly Car	n/i		1.88	3.89				1.89	1.89			2.29				1.89							1.49
	Johnsonville																						3.33	
Publix	Publix			1.99																			3.33	
	Johnsonville																						3.33	
Quality Foods	n/i	1.59	2.99					1.39																
Save-a-Lot	n/i	1.77			2.59		1.69																2.78	
	Butcher's Choice																						2.78	
The Fresh Market	n/i			3.99																				
Walmart	Great Value																						2.96	
Whole Foods Sth	n/i																						4.16	
TN	ALDI	n/i			2.89								3.69											
	Cash Saver	n/i													1.61									

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**PORK**

State	Supermarket	Brand	Key	Spareribs			Country Style		Pork Chops								Loin		Fresh Sausage	Other				
				Whole Rack	Back Rib	St. Louis Rib	Ribs		Rib End		Bone-in Center		Bnls Center		Sirloin End		Ass't	Tender			Bnls			
							bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	bnls	bone-in								
TN (cont)	Chappell's	Swift	A												1.89		3.99							
		n/i		1.88																		2.92		
	Dollar General Mkt	Johnsonville			1.95													4.25						
	E.W. James	n/i			1.98	2.98					1.88	1.88						3.28						
		Johnsonville																					3.32	
	Earth Fare	n/i																					2.99	
	Food City	Johnsonville																					3.33	
		Food City				3.99																		1.99
	Food Country	Butcher's Best			0.88			2.99								2.99								2.83
		Johnsonville																						2.83
	Food Giant	n/i			1.68																			3.32
		Johnsonville																						3.32
	Food Lion	Prairie Fresh									1.58	1.68					1.68							
		n/i					2.49																	
		n/i					3.49																	
		Johnsonville																						2.49
	Food Rite	Food Rite				3.29																		3.05
	GFS Marketplace	Johnsonville																						3.05
	H.G. Hill	n/i			1.89	3.29						1.49					1.69							3.33
		Johnsonville																						3.33
Harris Teeter	Harris Teeter									1.49	1.49		3.47		1.49							3.30		
	Smithfield			3.97	3.77																	1.97		
	Niman Ranch			5.99																		3.33		
IGA Houchen's	Johnsonville																					3.33		
	Hormel		1.99	2.99		2.49									2.49							3.33		
	Johnsonville																					3.33		
Ingles	Ingles			2.98																		3.32		
	Johnsonville																					3.32		
Kroger Delta	n/i			2.88																		3.33		
	Johnsonville																					3.33		
Kroger MidAtlntc	Yuengling																					2.91		
	Johnsonville																					3.33		
	n/i		1.99	2.99													2.49							

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PORK

State	Supermarket	Brand	K e y	Spareribs			Country Style		Pork Chops								Loin		Fresh Sausage	Other						
				Whole Rack	Back Rib	St. Louis Rib	Ribs		Rib End		Bone-in Center		Bnls Center		Sirloin End		Ass't	Tender			Bnls					
							bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	bnls	bone-in										
TN (cont)	Kroger Nashville	n/i			2.99	3.49																				
		Johnsonville																						3.33		
	Lucky's	n/i		1.98							1.69													3.33		
		Johnsonville									1.69													3.33		
	Osborne's	n/i		1.79						1.69														3.33		
		Johnsonville																						3.33		
	Publix	Publix			1.99																			3.33		
		Johnsonville																						3.33		
	Save-a-Lot	n/i			1.77		2.59				1.69														2.78	
		Butcher's Choice																							2.91	
	Shop-Rite	Swift			1.59												1.59								2.99	
		Johnsonville									1.99														2.99	
	Sprout's	n/i																	1.49						1.49	
	Super Dollar	n/i																							1.79	
	Superlo Foods	n/i																							2.99	
	TC Grocery	n/i				2.99	2.99				1.79						1.99								2.99	
	Johnsonville																							2.99		
The Fresh Market	n/i				3.99																			1.99		
Tietgen's	n/i			1.99						1.69														1.99		
United Grocery	n/i			1.99																				1.99		
Walmart	Great Value																							2.96		
Whole Foods Sth	n/i																							4.16		
VA	ALDI	n/i			2.89									3.69												
	Associated	n/i		1.99	3.99																					
		Premio																							3.50	
	Dollar General Mkt	n/i		1.95															4.25							
	Farm Fresh	Smithfield			1.79											2.99								1.79		
	Food City	Johnsonville																						3.33		
		Food City				3.99				1.99																
	Food Country	Butcher's Best			0.88					2.99						2.99								1.99		
	Johnsonville																							2.83		
Food Lion	n/i					2.49																			card	
	n/i					3.49																				
	Johnsonville																							2.49		

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**PORK**

State	Supermarket	Brand	K e y	Spareribs			Country Style		Pork Chops								Loin		Fresh Sausage	Other				
				Whole Rack	Back Rib	St. Louis Rib	Ribs		Rib End		Bone-in Center		Bnls Center		Sirloin End		Ass't	Tender			Bnls			
							bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	bnls	bone-in								
VA <i>(cont)</i>	Galaxy Food	n/i	A	1.58	3.28			1.68					2.28					1.68		1.18				
	Yuengling																					2.50		
	Grant's	Hormel						1.69	1.29							1.89			0.99					
	Great Valu Mrkts	n/i			1.98	3.99		2.69								1.98								
	Harris Teeter	Harris Teeter							1.49	1.49				3.47				1.49					3.30	
		Smithfield				3.97	3.77																1.97	
		Niman Ranch				5.99																		3.33
		Johnsonville																						3.33
	Ingles	Ingles				2.98																		3.32
		Johnsonville																						2.91
	Kroger MidAtlntc	Yuengling																						3.33
		Johnsonville																						2.91
		n/i				1.99	2.99													2.49				
	Lowe's Foods	Smithfield					3.99	2.88				3.99			4.49	2.99					3.99			
		Green Field					4.99																	
	Martin's	n/i						2.99						2.99										
	Piggly Wiggly Rtl	n/i				1.79	2.99									2.39								1.59
	Piggly Wiggly Strs	n/i				1.79																		1.99
		Yuengling																						2.49
	Price Rite	n/i																						1.49
	Publix	Publix				1.99																		
		Johnsonville																						3.33
	Safeway Eastern	Johnsonville																						3.33
		n/i																						
		Signature					3.99																	
	Save-a-Lot	n/i				1.77		2.59		1.69														
		Butcher's Choice																						2.78
Shop'n Save	n/i				3.48		1.88							2.29					4.49					
Shoppers	Smithfield			1.98			2.49					2.99						2.69				2.92		
	Johnsonville																							
Super Dollar	n/i																	1.49						
The Fresh Market	n/i				3.99																			
Walmart	Great Value																					2.96		



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**PORK**

State	Supermarket	Brand	Key	Spareribs			Country Style		Pork Chops								Loin		Fresh Sausage	Other				
				Whole Rack	Back Rib	St. Louis Rib	Ribs		Rib End		Bone-in Center		Bnls Center		Sirloin End		Ass't	Tender			Bnls			
							bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	bnls	bone-in								
VA <i>(cont)</i>	Wegman's	Wegman's	O		4.59	3.29	2.49					3.99	1.99	3.99				4.89		2.86				
	Wegman's	Wegman's													11.49									
	Weis Markets	n/i			1.68	3.88	3.88	BOGO									3.49					2.92		
WV	ALDI	n/i			2.89									3.69										
	Dollar General Mkt	n/i		1.95														4.25						
	Food Fair	Tender Choice										1.38									2.50	card		
		Walnut Creek																						
	Food Lion	n/i				2.49																		
		n/i				3.49																		
		Johnsonville																					2.49	
	Foodland	Tender Choice																						
		n/i											1.99											
	Galaxy Food	n/i		1.58	3.28								1.68					1.68		1.18				
		Yuengling																					2.50	
	Giant Eagle	n/i		1.99	2.99																			
		Johnsonville																						3.33
	Giant Food	Giant				2.99							2.99											
	Grant's	Hormel					1.69	1.29										1.89	0.99					
	Great Valu Mrkts	n/i		1.98	3.99		2.69											1.98						
	Kroger Columbus	n/i			2.49																			
		Johnsonville																						2.49
	Kroger MidAtlntc	Yuengling																						2.91
		Johnsonville																						3.33
	n/i		1.99	2.99														2.49						
Martin's	n/i				2.99							2.99												
Piggly Wiggly Strs	n/i		1.79																			1.99		
	Yuengling																					2.49		
Riesbeck's	n/i		2.49	3.69							2.99							1.99				2.49		
Save-a-Lot	n/i		1.77		2.59		1.69																	
	Butcher's Choice																					2.78		
Shop'n Save	n/i			3.48			1.88									2.29			4.49					
Sparkle Market	Indiana Kitchen		1.48				2.99								1.99									
Walmart	Great Value																					2.96		

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**PORK**

State	Supermarket	Brand	Key	Spareribs			Country Style		Pork Chops								Loin			Fresh Sausage	Other	
				Whole Rack	Back Rib	St. Louis Rib	Ribs		Rib End		Bone-in Center		Bnls Center		Sirloin End		Ass't	Tender	Bnls			
							bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	bnls	bone-in						
WV (cont)	Weis Markets	n/i Yuengling		1.68	3.88	3.88	BOGO							3.49							2.92	

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**PORK**

State	Supermarket	Brand	Key	Spareribs			Country Style		Pork Chops								Loin		Fresh Sausage	Other		
				Whole Rack	Back Rib	St. Louis Rib	Ribs		Rib End		Bone-in Center		Bnls Center		Sirloin End		Ass't	Tender			Bnls	
							bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	bnls	bone-in						
<b>MIDWESTERN U.S. - IA, IL, IN, MI, MN, ND, NE, OH, SD, WI</b>																						
<b>IA</b>	Affiliated Midwest	Hormel			2.98										1.59						2.91	
		Johnsonville																				
		Farmland		1.99																		
		Smithfield				2.99																
		n/i						1.89														
	ALDI	n/i			2.89								3.69									2.91
	Family Foods	Smithfield					1.99								1.79							
		Johnsonville																				3.33
	Fareway	n/i			3.88	2.99															1.77	
		Fareway																				2.79
	Food Pride	n/i						1.59														
		Smithfield			2.99																	
		Johnsonville																				3.33
	Fresh Thyme	n/i			2.99		2.99							1.88								
		Fresh Thyme															3.99					2.99
	Hometown Foods	n/i													1.99							
		Johnsonville																				2.90
	Hy-Vee	Hormel				1.99		1.99														
		Johnsonville																				2.49
	Jewel-Osco	n/i			BOG2																	
		Hormel					BOGO						BOGO		BOGO							
		Signature																				2.80
	Lucky's Market	n/i															1.89					
	Maynard's	Hormel						1.99	2.19						2.19							
	No Frills	Open Acres			3.49								BOGO									
		Johnsonville																				2.92
	Price Chopper	n/i		1.99			2.49															
		Johnsonville																				3.33
	Quillin's	Quillin's																				2.49
		Johnsonville																				3.33
		Hormel				2.99																
	Save-a-Lot	n/i		1.77		2.59		1.69														
		Butcher's Choice																				2.78

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**PORK**

State	Supermarket	Brand	Key	Spareribs			Country Style		Pork Chops								Loin		Fresh Sausage	Other			
				Whole Rack	Back Rib	St. Louis Rib	Ribs		Rib End		Bone-in Center		Bnls Center		Sirloin End		Ass't	Tender			Bnls		
							bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	bnls	bone-in							
IA <i>(cont)</i>	Schnuck's	Schnuck's	L																	2.79			
		Pride of the Farm						1.49	1.39											3.99			
	Sunshine Foods	n/i						1.99						BOGO									
		Johnsonville																				2.91	
	Super Saver	Smithfield											1.67										2.50
	Thriftway Stores	Sheboygan																					2.50
		n/i				1.69																	3.33
	Johnsonville																				3.33		
	Walmart	Great Value																			2.96		
	Whole Foods MW	n/i																			3.99		
IL	Affiliated Midwest	Hormel			2.98										1.59							2.91	
		Johnsonville																				2.91	
	ALDI	n/i			2.89									3.69								2.91	
	Angelo Caputo	n/i			2.99																	2.91	
		Sheboygan																				2.40	
		Smithfield																				2.40	
	Berkot's	n/i		1.99	4.99			1.99														2.99	
		Berkot's																				2.99	
	Borowiak's IGA	n/i		1.78																		1.38	
	Brookhaven	n/i			2.99																	1.38	
		Indiana Kitchen																				1.69	
	Butera Market	n/i		1.99	1.99	2.29	2.29	0.99		1.79					2.29	1.99						1.69	
		Farmland				2.49																	1.69
	Cermak	n/i					1.99			1.99						1.99						1.99	
	County Market	n/i					2.49															1.69	
		Johnsonville																				3.33	
	Cub Foods	n/i		1.99	2.99																	3.33	
	Johnsonville																				3.33		
Dierberg's	Dierberg's								1.69												3.74		
	Johnsonville																				3.74		
El Guero	n/i		1.99																		1.49		
Fairplay Foods	n/i		1.99	2.99	2.49		1.49		1.49		2.29			2.29		1.49	1.49		2.99		1.77		
Fareway	n/i				3.88	2.99															1.77		
	Fareway																				2.79		

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

**Labor Day 2016**

prices in \$US per pound unless otherwise noted.

**PORK**

State	Supermarket	Brand	Key	Spareribs			Country Style		Pork Chops								Loin		Fresh Sausage	Other				
				Whole Rack	Back Rib	St. Louis Rib	Ribs		Rib End		Bone-in Center		Bnls Center		Sirloin End		Ass't	Tender			Bnls			
							bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	bnls	bone-in								
IL <i>(cont)</i>	Food 4 Less	n/i	A	1.47										2.99										
	Food Pride	Randolph																					2.00	
	Fresh Thyme	Smithfield				2.99																		3.33
	Garden Fresh	Johnsonville																						3.33
	GFS Marketplace	n/i				2.99		2.99								1.88								2.99
	Heinen's	Fresh Thyme																						3.99
	Hy-Vee	n/i											1.79											1.39
	IGA Houchen's	Johnsonville																						3.05
	Jewel-Osco	Heinen's					2.99																	3.33
	Kirby Foods IGA	Johnsonville																						3.33
	Kroger Central	Hormel						1.99		1.99														2.49
	Kroger Louisville	Johnsonville																						2.49
	La Chiquita	Hormel				1.99	2.99		2.49															3.33
	Meijer	Johnsonville																						3.33
	Mrs. Green's	n/i																						2.80
	Pete's Market	Signature																						1.69
	Piggly Wiggly MW	n/i									1.39													1.99
		Kirby Foods IGA		Hormel																				2.91
		Kroger Central		n/i			1.59																	2.49
		Kroger Louisville		Johnsonville																				3.33
		La Chiquita		n/i																				2.49
		Meijer		n/i																				2.49
		Mrs. Green's		Johnsonville																				2.78
	Pete's Market	n/i																				2.49		
	Piggly Wiggly MW	Smithfield																				2.49		
		Klement's																				2.40		
		Johnsonville																				L3		

**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								Loin		Fresh Sausage	Other					
				Whole Rack	Back Rib	St. Louis Rib	Ribs		Rib End		Bone-in Center		Bnls Center		Sirloin End		Ass't	Tender			Bnls				
							bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	bnls	bone-in									
IL <i>(cont)</i>	Save-a-Lot	n/i	A	1.77		2.59		1.69																	
	Butcher's Choice																					2.78			
	Schnuck's	Schnuck's																					2.79		
		Pride of the Farm								1.49	1.39												3.99		
	Schuetz's	n/i				2.98							1.37										1.59		
	Shop & Save	n/i				2.99										2.29							1.69		
		Johnsonville																						3.16	
	Shop'n Save	n/i																						1.49	
		Johnsonville																							1.69
	Strack & VanTil	n/i				2.99	2.89	3.99		2.49															
		Smithfield																							4.99
		Johnsonville																							2.78
	Sullivan's	Johnsonville																							2.78
		Sullivan's																							2.98
		n/i																							2.99
	Sunset Foods	Sunset Prime															2.48								4.99
	The Fresh Market	n/i																							3.99
	Tonys Finer Foods	n/i				1.49	2.99			1.99							2.99								1.29
		Johnsonville																							1.69
	Treasure Island	n/i																							2.78
Ultra Foods	n/i			1.68																			4.99		
	Smithfield							1.99															2.49		
	Johnsonville																						1.99		
Valli's	n/i			1.99	2.79			1.99							1.99								1.69		
	Johnsonville																						3.49		
	Johnsonville																						1.99		
Walmart	Great Value																						3.33		
Walt's Food Cntr	Walt's																						2.96		
	Indiana Kitchen			1.99				1.49															2.49		
	Johnsonville																						3.16		
Whole Foods MW	n/i																						3.99		
IN	ALDI	n/i			2.89										3.69										
	Al's Supermarket	n/i			2.99			2.49																	
		Johnsonville																					2.50		
	Dollar General Mkt	n/i		1.95																			4.25		

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

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**PORK**

State	Supermarket	Brand	Key	Spareribs			Country Style		Pork Chops								Loin		Fresh Sausage	Other								
				Whole Rack	Back Rib	St. Louis Rib	Ribs		Rib End		Bone-in Center		Bnls Center		Sirloin End		Ass't	Tender			Bnls							
							bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	bnls	bone-in												
IN <i>(cont)</i>	Earth Fare	n/i	A																	2.99								
	Food 4 Less	n/i		1.47											2.99							2.00						
		Randolph																					2.92					
	Fresh Encounter	n/i					2.99								1.99													
		Johnsonville																						2.99				
	Fresh Thyme	n/i					2.99								1.88									3.99	2.99			
		Fresh Thyme																							2.99			
	GFS Marketplace	Johnsonville																								3.05		
	Harding's	Harding's																								3.49		
		Johnsonville																									1.69	
		Johnsonville																									3.33	
	Harvest	Indiana Kitchen						1.99																			1.99	
		Johnsonville																										2.29
		Johnsonville																										2.49
	Holiday Foods	n/i																										1.69
	IGA Houchen's	Hormel						1.99																				2.49
		Johnsonville																										2.49
	IGA SpartanNash	n/i																										1.59
		Johnsonville																										
	Jay C	n/i					1.99																				1.89	
	Johnsonville																										2.91	
Jewel-Osco	n/i																										BOG2	
	Hormel																										BOGO	
	Signature																										BOGO	
Kirby Foods IGA	Hormel																										BOGO	
	Signature																										BOGO	
Kroger Central	n/i					1.59																					BOGO	
	Yuengling																										BOGO	
	Johnsonville																										BOGO	
Kroger Cincinnati	n/i																										BOGO	
	Johnsonville																										BOGO	
Kroger Louisville	n/i																										BOGO	
	Johnsonville																										BOGO	
Lucky's Market	n/i																										BOGO	
Marsh	Eckrich																										BOGO	
	Niman Ranch		A																								BOGO	
	Indiana Kitchen																										BOGO	
				25% off	25% off	25% off																					25% off	

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prices in \$US per pound unless otherwise noted.

**PORK**

State	Supermarket	Brand	Key	Spareribs			Country Style		Pork Chops								Loin		Fresh Sausage	Other			
				Whole Rack	Back Rib	St. Louis Rib	Ribs		Rib End		Bone-in Center		Bnls Center		Sirloin End		Ass't	Tender			Bnls		
							bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	bnls	bone-in							
IN <i>(cont)</i>	Marsh	Marsh	A																	1.98			
	<i>(continued)</i>	Johnsonville																			4.58		
	Martin's	Johnsonville																			2.41		
		Martin's													2.29						1.49		
		Indiana Kitchen				2.99																	
	Meijer	n/i				2.49		1.99							3.99								
		Johnsonville																				2.49	
	Miller's Markets	n/i				2.99																	
		Seaboard Farms							1.69							2.69							
		Miller's																				2.69	
		Johnsonville																				2.50	
	New Market	n/i				2.99									BOGO								
		n/i																2.99					
	Save-a-Lot	n/i				1.77		2.59															
		Butcher's Choice																					2.78
	Schnuck's	Schnuck's																					2.79
		Pride of the Farm								1.49	1.39											3.99	
	Strack & VanTil	n/i				2.99	2.89	3.99															4.99
		Smithfield																					
		Johnsonville																					2.78
The Fresh Market	n/i				3.99																		
Ultra Foods	n/i			1.68																			
	Smithfield										1.99	2.49											
	Johnsonville																				2.78		
Walmart	Great Value																				2.96		
Walt's Food Cntr	Walt's				2.99																		
	Indiana Kitchen			1.99								1.49	2.49										
	Johnsonville																				3.16		
Wesselman's	n/i											1.59											
	Johnsonville																				3.33		
Whole Foods MW	n/i																				3.99		
MI	Affiliated Midwest	Hormel			2.98										1.59								
		Johnsonville																			2.91		
	ALDI	n/i			2.89									3.69									



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**PORK**

State	Supermarket	Brand	Key	Spareribs			Country Style		Pork Chops								Loin		Fresh Sausage	Other				
				Whole Rack	Back Rib	St. Louis Rib	Ribs		Rib End		Bone-in Center		Bnls Center		Sirloin End		Ass't	Tender			Bnls			
							bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	bnls	bone-in								
MI (cont)	Busch's	n/i	L		2.99													2.99						
	Valley View Farms							1.99						3.49										
	D&W Fresh	Market Made		A																		3.99		
		Open Acres				2.99									BOGO									2.50
	Johnsonville																						2.99	
	Spartan																						2.99	
	Earth Fare	n/i																					2.99	
	Family Fare	Open Acres					2.99																	3.99
		Johnsonville																						2.50
	Food Pride	n/i					2.99		1.99								2.19						1.59	
		Johnsonville																						3.91
	Fresh Thyme	n/i					2.99		2.99								1.88							3.99
		Fresh Thyme																						2.99
	GFS Marketplace	Johnsonville																						3.05
	Glory Supermarket	n/i				1.48	2.69												0.98					
		Johnsonville																						2.08
	Harding's	Harding's							2.19															3.49
		Johnsonville																						1.69
	Hollywood Mrkt	n/i					3.49																	3.33
		Johnsonville																						3.83
Kroger Central	n/i				1.59																		1.99	
	Yuengling																						2.91	
Kroger Columbus	Johnsonville																					2.49		
	n/i				2.49																	2.49		
Kroger Michigan	Johnsonville																					2.49		
	Yuengling																					2.91		
Lucky's Market	Kroger																					2.50		
	n/i				2.99																			
Martin's	n/i																1.89							
	Johnsonville																					2.41		
Meijer	Martin's														2.29							1.49		
	Indiana Kitchen				2.99																			
Meijer	n/i				2.49																			
	Johnsonville												3.99									2.49		

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**PORK**

State	Supermarket	Brand	Key	Spareribs			Country Style		Pork Chops								Loin		Fresh Sausage	Other																						
				Whole Rack	Back Rib	St. Louis Rib	Ribs		Rib End		Bone-in Center		Bnls Center		Sirloin End		Ass't	Tender			Bnls																					
							bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	bnls	bone-in																										
MI <i>(cont)</i>	Pat's Foods IGA	n/i	A	1.77	2.99	2.59	2.99	1.99	2.49	1.79	2.99	2.29	1.79	1.79	1.66	3.49	1.99	1.69	2.50	2.45	3.74																					
	Johnsonville																																									
	Plumbs/Duthlers	n/i																																								
	Polly's Market	n/i																																								
	Ric's Food Center	n/i																																								
	Johnsonville																																									
	Save-a-Lot	n/i																																								
	Butcher's Choice																																									
	Spartan Stores	n/i																																								
	Johnsonville																																									
	Super One Foods	Smithfield																																								
	Prairie Grove																																									
	Hormel																																									
	Sheboygan																																									
	Tadych's	Johnsonville																																								
	Smithfield																																									
Tom's/Olson's	n/i																																									
Market Made																																										
Valuland	Open Acres																																									
VG's Grocery	Open Acres																																									
Johnsonville																																										
Walmart	Great Value																																									
Whole Foods MW	n/i																																									
MN	Affiliated Midwest	Hormel																																								
	Johnsonville																																									
	ALDI	n/i																																								
	Ca\$h Wi\$e	Prairie Fresh																																								
	Signature																																									
	n/i																																									
Coborn's	Prairie Fresh																																									
Signature																																										
n/i																																										
Cub Foods	n/i																																									
Econofoods	Open Acres																																									

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

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**PORK**

State	Supermarket	Brand	Key	Spareribs			Country Style		Pork Chops								Loin		Fresh Sausage	Other				
				Whole Rack	Back Rib	St. Louis Rib	Ribs		Rib End		Bone-in Center		Bnls Center		Sirloin End		Ass't	Tender			Bnls			
							bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	bnls	bone-in								
MN <i>(cont)</i>	Family Fare	Open Acres Johnsonville	L		2.97									BOGO						2.50				
	Family Fresh	Open Acres Johnsonville			2.99										BOGO						2.50			
	Fareway	n/i Fareway			3.88	2.99															1.77	2.79		
	Festival	Smithfield Johnsonville			3.99					2.99				2.99								3.74		
	Food Pride	n/i Johnsonville			2.99		1.99									2.19					1.59	3.91		
	Fresh Thyme	n/i Fresh Thyme			2.99		2.99									1.88			3.99			2.99		
	Hornbacher's	Hormel			1.99	2.99																		
	Hugo's	Hormel				3.48											3.33							
	Hy-Vee	Hormel Johnsonville					1.99	1.99															2.49	
	Kowalski's	Kowalski's																					4.99	
	Lunds & Byerlys	n/i Lunds & Byerlys Johnsonville				3.98																	3.99	4.16
	Marketplace	Smithfield Johnsonville				2.99		1.98									2.58					1.68		3.33
	Maynard's	Hormel							1.99		2.19								2.19					
	Quillin's	Quillin's Johnsonville																					2.49	3.33
	Rainbow Foods	Hormel n/i Johnsonville					2.99									2.99								4.16
	Save-a-Lot	n/i Butcher's Choice			1.77		2.59	1.69																2.78
	Shop'n Save	n/i				3.48		1.88									2.29			4.49				
	Sun Mart	Open Acres Johnsonville				2.99									BOGO									2.50

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**PORK**

State	Supermarket	Brand	Key	Spareribs			Country Style		Pork Chops								Loin		Fresh Sausage	Other																						
				Whole Rack	Back Rib	St. Louis Rib	Ribs		Rib End		Bone-in Center		Bnls Center		Sirloin End		Ass't	Tender			Bnls																					
							bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	bnls	bone-in																										
MN <i>(cont)</i>	Sunshine Foods	n/i	A	2.49	2.99	2.99	2.99	1.99	1.99			BOGO										2.91																				
	Super One Foods	Johnsonville																																								
		Smithfield																																								
		Prairie Grove																																								
		Hormel																																								
		Sheboygan																																								
	SuperVALU Stores	n/i																																								2.50
		Johnsonville																																								
	Hormel											2.49																														
Teal's Market	n/i																						1.69																			
	Johnsonville																							1.99																		
Walmart	Great Value																							2.49																		
Whole Foods MW	n/i																							1.99																		
ND	Albertsons Mntn	n/i		1.88	2.88	2.88		1.88						3.99																												
		Johnsonville																							3.74																	
	Ca\$h Wi\$e	Prairie Fresh													3.99										2.99																	
		Signature																							3.49																	
		n/i						2.49				2.49													2.49																	
	Dan's	Open Acres												BOGO																												
		Johnsonville																							BOGO																	
	Family Fare	Open Acres																																								
		Johnsonville																								BOGO																
	Food Pride	n/i						1.99							2.19											1.59																
		Johnsonville																								2.19																
	Hornbacher's	Hormel		1.99	2.99																					1.99																
	Hugo's	Hormel																								3.48																
	Leever's	Hormel																								1.69																
		Our Family																																								
Marketplace	Smithfield																								2.99																	
	Johnsonville																								1.98																	
SuperVALU Stores	n/i																								3.29																	
	Johnsonville																																									
	Hormel																								2.49																	

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**PORK**

State	Supermarket	Brand	Key	Spareribs			Country Style		Pork Chops								Loin		Fresh Sausage	Other								
				Whole Rack	Back Rib	St. Louis Rib	Ribs		Rib End		Bone-in Center		Bnls Center		Sirloin End		Ass't	Tender			Bnls							
							bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	bnls	bone-in												
ND (cont)	Teal's Market	n/i						1.69																				
	Johnsonville																				4.16							
	Walmart	Great Value																				2.96						
NE	Affiliated Midwest	Hormel			2.98											1.59												
		Johnsonville																					2.91					
	ALDI	n/i			2.89									3.69														
	Apple Market	n/i																	2.99									
		Johnsonville																						3.33				
	Bag'n Save	Open Acres			3.49																							
		Johnsonville																							2.92			
	Baker's	n/i			BOGO	BOGO																						
		n/i			2.99	2.99																						
		Johnsonville																								2.50		
	Family Fare	Open Acres			2.97																							
		Johnsonville																								2.50		
	Fareway	n/i			3.88	2.99																				1.77		
		Fareway																									2.79	
	Food Pride	n/i			2.99		1.99										2.19										1.59	
		Johnsonville																									3.91	
	Fresh Thyme	n/i			2.99		2.99										1.88											2.99
		Fresh Thyme																										3.99
Hy-Vee	Hormel					1.99		1.99																			2.49	
	Johnsonville																										3.33	
Russ's Market	Smithfield			4.49												3.99	3.99											
	Johnsonville																										2.69	
Safeway Denver	n/i			2.69																								
	n/i					1.68																						
Sun Mart	Open Acres			2.99																								
	Johnsonville																											2.50
Super Saver	Smithfield		L					1.67																				2.50
	Sheboygan																											2.50
Thriftway Stores	n/i			1.69				1.89																				3.33
	Johnsonville																											

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**PORK**

State	Supermarket	Brand	Key	Spareribs			Country Style		Pork Chops								Loin		Fresh Sausage	Other	
				Whole Rack	Back Rib	St. Louis Rib	Ribs		Rib End		Bone-in Center		Bnls Center		Sirloin End		Ass't	Tender			Bnls
							bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	bnls	bone-in					
<b>NE</b>	Walmart	Great Value																		2.96	
<i>(cont)</i>	Whole Foods MW	n/i																		3.99	
<b>OH</b>	Acme Fresh Mrkt	Acme				2.39		2.29		2.29											
		Smithfield				3.99															
	ALDI	n/i				2.89							3.69								
	Buehler's	n/i				3.49															
		Johnsonville																			2.49
	Chief Supermarket	n/i				2.99									1.99						2.92
		Johnsonville																			
	Dave's Market	Indiana Kitchen				2.99									1.99		1.99				4.25
	Dollar General Mrkt	n/i				1.95															2.99
	Earth Fare	n/i	A																		
	Fishers Foods	n/i	A			3.29					1.99										3.33
		Johnsonville																			
	Food Fair	Tender Choice									1.38										2.50
		Walnut Creek																			
	Foodland	Tender Choice																			
		n/i									1.99										
	Fresh Encounter	n/i				2.99									1.99						2.92
		Johnsonville																			
	Fresh Thyme	n/i				2.99		2.99							1.88						2.99
		Fresh Thyme																			3.99
	Geyer's	n/i				1.98	3.48		1.88	1.98					1.99						3.48
		Johnsonville																			1.68
		Johnsonville																			3.33
	GFS Marketplace	Johnsonville																			3.05
	Giant Eagle	n/i				1.99	2.99														
		Johnsonville																			3.33
	Heinen's	Heinen's				2.99															
		Johnsonville																			3.33
	IGA SpartanNash	n/i																			1.59
		Johnsonville																			3.91
	Kroger Central	n/i				1.59															1.99
		Yuengling																			2.91
		Johnsonville																			2.49



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

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prices in \$US per pound unless otherwise noted.

**PORK**

State	Supermarket	Brand	Key	Spareribs			Country Style		Pork Chops								Loin		Fresh Sausage	Other				
				Whole Rack	Back Rib	St. Louis Rib	Ribs		Rib End		Bone-in Center		Bnls Center		Sirloin End		Ass't	Tender			Bnls			
							bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	bnls	bone-in								
SD	Affiliated Midwest	Hormel			2.98										1.59									
		Johnsonville																				2.91		
	Buche Foods	n/i																				1.78		
		Gus's Grillers																					3.99	
		Sheboygan																					2.99	
	Coborn's	Prairie Fresh												3.99										
		Signature																					2.99	
		n/i					3.49	2.49				2.49												
	Family Thrift	Open Acres				2.99																		
	Fareway	n/i				3.88	2.99																1.77	
		Fareway																						2.79
	Hy-Vee	Hormel					1.99																	
		Johnsonville																						2.49
	IGA Markets	n/i			2.39										2.49									
		Johnsonville																						3.74
	Ken's Super Fair	Hormel				2.99									2.59								1.79	
		Sheboygan																						2.50
	Lynn's Dakotamart	Smithfield				2.99										1.79								3.33
		Johnsonville																						
	Maynard's	Hormel						1.99	2.19								2.19							
Safeway Denver	n/i				2.69																			
	n/i					1.68						2.88						1.68						L3
Sunshine Foods	n/i							1.99																
	Johnsonville																						2.91	
SuperVALU Stores	n/i				3.29																	1.99		
	Johnsonville																						3.33	
Teal's Market	n/i						1.69								1.99									
	Johnsonville																						4.16	
Walmart	Great Value																						2.96	
WI	Affiliated Midwest	Hormel			2.98										1.59									
		Johnsonville																					2.91	
	ALDI	n/i			2.89								3.69											
	Cermak	n/i				1.99			1.99						1.99									
Econofoods	Open Acres			2.99									BOGO											



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**PORK**

State	Supermarket	Brand	Key	Spareribs			Country Style		Pork Chops								Loin		Fresh Sausage	Other										
				Whole Rack	Back Rib	St. Louis Rib	Ribs		Rib End		Bone-in Center		Bnls Center		Sirloin End		Ass't	Tender			Bnls									
							bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	bnls	bone-in														
WI <i>(cont)</i>	Festival Foods	Festival	A																	3.00										
		Prairie Grove						4.98																						
	Food Pride	n/i			2.99			1.99													1.59									
		Johnsonville																				3.91								
	Fox Bros.	Smithfield			3.49		2.69															2.40	L3							
		Johnsonville																				2.99								
	Fresh Thyme	n/i			2.99			2.99														1.88								
		Fresh Thyme																		3.99			2.99							
	GFS Marketplace	Johnsonville																					3.05							
	Gordy's	Hormel										0.98												L2						
		Hormel												1.98																
	Hy-Vee	Hormel					1.99		1.99																					
		Johnsonville																						2.49						
	Marketplace	Smithfield				2.99		1.98																1.68						
		Johnsonville																							3.33					
	Marketplace WI	Hormel																							2.50					
		Signature																								3.33				
	Meijer	n/i				2.49			1.99																	3.99				
		Johnsonville																									2.49			
		Buckley Farms																										2.98		
Pat's Foods IGA	n/i						1.99																			2.29				
	Johnsonville																										3.74			
Pick'n Save/Copps	n/i			2.99							2.99																	L1		
	Johnsonville																											2.45		
Piggly Wiggly MW	Smithfield		1.49	2.99	1.99																								1.99	
	Klement's																												2.49	
	Johnsonville																												2.40	L3
Quillin's	Quillin's																												2.49	
	Johnsonville																												3.33	
	Hormel					2.99																								
Save-a-Lot	n/i			1.77		2.59		1.69																						2.78
	Butcher's Choice																													

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**PORK**

State	Supermarket	Brand	Key	Spareribs			Country Style		Pork Chops								Loin		Fresh Sausage	Other							
				Whole Rack	Back Rib	St. Louis Rib	Ribs		Rib End		Bone-in Center		Bnls Center		Sirloin End		Ass't	Tender			Bnls						
							bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	bnls	bone-in											
WI <i>(cont)</i>	Schnuck's	Schnuck's	A																		2.79						
		Pride of the Farm							1.49	1.39												3.99					
	Sendik's	Sendik's											2.49											3.99			
		Klement's																							2.50		
	Sentry Foods	Johnsonville																							3.33		
		n/i				2.99					1.99																
	Shurfine Food	Klement's																								BOGO	
		n/i																									
		Prairie Fresh																									
		Smithfield																									1.98
		Sheboygan																									1.99
	Super One Foods	Smithfield																									1.66
		Prairie Grove								2.99		3.99															
		Hormel																									
		Sheboygan																									2.50
	SuperVALU Stores	Hormel																									2.49
	Tadych's	Johnsonville																									
		Smithfield																									
The Fresh Market	n/i																									3.99	
Trig's	n/i																									2.99	
	Trig's																									1.69	
Walmart	Great Value																									2.80	
																										2.96	
Whole Foods MW	n/i																									2.96	
																										3.99	
Woodman's	n/i																									2.99	
	Sheboygan																									2.00	

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PORK**

State	Supermarket	Brand	Key	Spareribs			Country Style		Pork Chops								Loin		Fresh Sausage	Other	
				Whole Rack	Back Rib	St. Louis Rib	Ribs		Rib End		Bone-in Center		Bnls Center		Sirloin End		Ass't	Tender			Bnls
							bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	bnls	bone-in					
<b>SOUTH CENTRAL U.S. - AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT</b>																					
AR	Albertsons Houston	Johnsonville		2.49	3.99	2.99	1.99	2.99	2.99							1.99			3.33		
	ALDI	n/i			2.89							3.69									
	Bill's Fresh Mrkt	n/i		1.79	2.69																
	Brookshire's	Hormel			1.99																
		Johnsonville																	3.33		
	Cranford's	n/i			2.87																
	Dollar General Mrkt	n/i		1.95												4.25					
	Edward's	n/i		1.98	2.78				1.88								1.48				
	Food Giant	n/i		1.68															3.32		
		Johnsonville																			
		Prairie Fresh					1.58	1.68						1.68							
	G&W Foods	Seaboard Farms			2.88																
		Seaboard Farms		2.28			1.88	1.88				2.48					2.18		L4		
		Smithfield				3.19															
		Johnsonville																	3.33		
		Frickenschmidt																	3.99		
	Harp's	Harp's		2.49	3.99		2.69	2.49	2.49					2.29			4.49				
		Johnsonville																	3.32		
	Hay's	n/i		1.98	2.98			1.88	1.88												
		Williams																	3.49		
		Johnsonville																	3.74		
	Kroger Delta	n/i			2.88																
		Johnsonville																	3.33		
	Mac's Fresh	n/i			2.99	2.99			1.79					1.49			1.99				
	Piggly Wiggly Hchn	n/i						0.98													
		n/i		1.98												3.48			L3		
		Sheboygan																	2.79		
	Pyramid Foods	n/i			2.99				2.39					2.39							
		Johnsonville																	3.33		
	Rehkopf's	n/i		1.59				1.69	1.69												
	Save-a-Lot	n/i		1.77		2.59		1.69													
		Butcher's Choice																	2.78		

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**PORK**

State	Supermarket	Brand	Key	Spareribs			Country Style		Pork Chops								Loin		Fresh Sausage	Other		
				Whole Rack	Back Rib	St. Louis Rib	Ribs		Rib End		Bone-in Center		Bnls Center		Sirloin End		Ass't	Tender			Bnls	
							bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	bnls	bone-in						
AR <i>(cont)</i>	Super 1 Foods	Hormel		1.67	2.97				1.57													
	TC Grocery	n/i			2.99	2.99		1.79	1.59				1.99		1.39				1.79		2.99	
	The Fresh Market	n/i			3.99																2.96	
	Walmart	Great Value																			2.96	
AZ	Albertsons SW	n/i			BOG3			1.99	1.99						1.99						2.49	
	Basha's	n/i			BOG2								1.99								1.77	3.33
	Johnsonville							1.29			1.99				0.99							3.33
	EI Super	Swift													0.97							3.33
	Food City	n/i		1.67																		3.33
	Fry's	n/i		25% off	25% off	25% off																3.33
	Johnsonville																					3.33
	IGA Family	n/i						1.39														3.33
	Johnsonville																					3.33
	Los Altos	n/i		1.69				0.99								1.29						3.91
	Lowe's	n/i						0.99	1.59													2.49
	Johnsonville																					3.33
	Safeway SW	n/i				BOG2																2.92
	Johnsonville																					3.33
Johnsonville																					2.92	
Smart & Final	Farmer John		1.59																		3.33	
Johnsonville																					2.92	
Smith's	n/i				2.99	2.99																3.33
Johnsonville																						2.99
Sprout's	n/i							1.99														2.96
Walmart	Great Value																					2.96
CO	Affiliated Foods	n/i			3.69			1.19	1.29													3.74
	Johnsonville																					3.74
	Affiliated Midwest	Farmland		1.99																		3.74
	Smithfield	n/i				2.99																3.74
Albertsons Mntn	n/i		1.88	2.88	2.88		1.88					3.99									3.74	
Johnsonville																					3.74	







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**PORK**

State	Supermarket	Brand	Key	Spareribs			Country Style		Pork Chops								Loin		Fresh Sausage	Other			
				Whole Rack	Back Rib	St. Louis Rib	Ribs		Rib End		Bone-in Center		Bnls Center		Sirloin End		Ass't	Tender			Bnls		
							bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	bnls	bone-in							
MO <i>(cont)</i>	Food Giant	n/i		1.68																			
	Johnsonville																				3.32		
	Prairie Fresh																						
	Fresh Thyme	n/i			2.99		2.99																
	Fresh Thyme																						
	G&W Foods	Seaboard Farms																					
	Seaboard Farms				2.28																		
	Smithfield																						
	Johnsonville																						
	Frickenschmidt																						
	Gerbe's	n/i																					
	n/i																						
	Johnsonville																						
	Harp's	Harp's			2.49	3.99		2.69	2.49														
	Johnsonville																						
	Harter House	n/i																					
	Hay's	n/i			1.98	2.98																	
	Williams																						
	Johnsonville																						
	Hen House	Prairie Fresh																					
	Farmland																						
	Hy-Klas Foods	n/i			1.69																		
Johnsonville																							
Hy-Vee	Hormel																						
Johnsonville																							
Kroger Central	n/i			1.59																			
Yuengling																							
Johnsonville																							
Kroger Delta	n/i																						
Johnsonville																							
Lucky's Market	n/i																						
Moser's	n/i			1.69																			
Johnsonville																							



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State	Supermarket	Brand	Key	Spareribs			Country Style		Pork Chops								Loin		Fresh Sausage	Other			
				Whole Rack	Back Rib	St. Louis Rib	Ribs		Rib End		Bone-in Center		Bnls Center		Sirloin End		Ass't	Tender			Bnls		
							bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	bnls	bone-in							
MO <i>(cont)</i>	Prenger Foods	n/i						1.37		1.37									1.26		L3		
	Johnsonville																				2.91		
	Price Chopper	n/i		1.99						2.49												3.33	
	Johnsonville																					3.33	
	Pyramid Foods	n/i			2.99						2.39					2.39							
	Johnsonville																					3.33	
	Save-a-Lot	n/i		1.77		2.59		1.69														2.78	
	Butcher's Choice																						2.78
	Shop'n Save	n/i						1.69								1.49							3.33
	Johnsonville																						2.79
	Schnuck's	Schnuck's								1.49	1.39								3.99				2.99
	Pride of the Farm																						2.99
	Sprout's	n/i							1.99														2.99
	Sun Fresh	n/i																	2.99				2.99
	Johnsonville																						2.99
	TC Grocery	n/i				2.99	2.99		1.79		1.59				1.99		1.39			1.79			2.99
	Johnsonville																						2.99
TC Markets	Top Choice			2.19	3.49			1.79		1.69												2.49	
Johnsonville																						2.49	
Thriftway Stores	n/i			1.69				1.89		1.79												3.33	
Johnsonville																						3.33	
Walmart	Great Value																					2.96	
Whole Foods MW	n/i																					3.99	
Wood's	Prairie Fresh							1.88		1.88												2.92	
Johnsonville																						2.92	
n/i					2.88																	1.99	
NM	Affiliated Foods	n/i			3.69			1.19		1.29													
	Johnsonville																					3.74	
	Albertsons SW	n/i			BOG3			1.99		1.99					1.99							2.49	
	Johnsonville																					2.49	
	Basha's	n/i			BOG2									1.99					1.77			3.33	
Johnsonville																					3.33		
John Brooks	n/i			2.99			1.29		1.49													3.74	
Johnsonville																						3.74	

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**PORK**

State	Supermarket	Brand	Key	Spareribs			Country Style		Pork Chops								Loin		Fresh Sausage	Other						
				Whole Rack	Back Rib	St. Louis Rib	Ribs		Rib End		Bone-in Center		Bnls Center		Sirloin End		Ass't	Tender			Bnls					
							bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	bnls	bone-in										
NM (cont)	King Soopers	n/i	A	2.49	2.88									BOGO												
	Johnsonville																					3.33				
	Simple Truth						3.99																			
	Lawrence Bros.	n/i										1.39														
	Smithfield						3.49																			
	Johnsonville																							3.74		
	Los Altos	n/i			1.69							0.99													1.29	
	Lowe's	n/i										0.99		1.59												
	Safeway Denver	n/i					2.69																			
	Smith's	n/i					1.68							2.88						1.68						
Sprout's	n/i				2.99	2.99																				
Walmart	Great Value																							3.33		
																									2.99	
																										3.33
																										2.99
																										2.96
OK	Affiliated Foods	n/i			3.69					1.19		1.29														3.74
	Johnsonville																									
	Affiliated Midwest	Farmland		1.99																						
	Smithfield					2.99																				
	n/i										1.89															
	ALDI	n/i			2.89										3.69											
	Buy for Le\$\$	n/i								0.99		1.49														
	Country Mart	n/i																								2.99
	Johnsonville																									3.33
	Dollar General Mkt	n/i		1.95																						4.25
	Harp's	Harp's		2.49	3.99		2.69	2.49		2.49							2.29									4.49
	Johnsonville																									3.32
	Homeland	Johnsonville																								3.74
	n/i											1.79														
	Market Square	n/i				3.89				1.19		1.39														
Johnsonville																									3.74	
Nichols	Hormel																								1.79	
n/i			1.99	3.49						1.99																
	Johnsonville																									3.33

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**PORK**

State	Supermarket	Brand	Key	Spareribs			Country Style		Pork Chops								Loin		Fresh Sausage	Other				
				Whole Rack	Back Rib	St. Louis Rib	Ribs		Rib End		Bone-in Center		Bnls Center		Sirloin End		Ass't	Tender			Bnls			
							bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	bnls	bone-in								
OK <i>(cont)</i>	Pyramid Foods	n/i			2.99				2.39						2.39									
	Johnsonville																					3.33		
	Reasor's	Reasor's			2.98											1.00								
	Rehkopf's	n/i		1.59				1.69	1.69															
	Save-a-Lot	n/i		1.77		2.59		1.69																
	Butcher's Choice																						2.78	
	Sprout's	n/i						1.99															2.99	
	Super C Mart	Hormel		1.59				1.69	1.69															3.33
	Johnsonville																							3.33
	The Fresh Market	n/i			3.99																			2.96
Walmart	Great Value																							
Warehouse Market	n/i		1.99																					
Williams	n/i		2.49																					
	Hormel						1.59	1.69					1.99											
TX	Affiliated Foods	n/i			3.69			1.19	1.29															
	Johnsonville																							3.74
	Albertsons Houston	Johnsonville																						3.33
	n/i		2.49	3.99	2.99		1.99	2.99		2.99						1.99								
	Albertsons SW	n/i			BOG3		1.99	1.99																2.49
	Johnsonville																							
	ALDI	n/i			2.89								3.69											
	Arlan's Market	n/i		1.49				1.99																
	Brookshire's	Hormel			1.99																			
	Johnsonville																							3.33
	Brookshire Bros.	Swift		1.39								2.99												
	Johnsonville																							4.16
	Cash Saver	n/i						1.22																
	Smithfield					2.99																		3.32
	Johnsonville																							
Culebra Meat Mrkt	n/i						1.99																	
David's	Swift		1.39								2.99													
Johnsonville																							4.16	
Diamond IGA	n/i		1.79	2.99			1.69	1.69																
	Johnsonville																							3.33

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**PORK**

State	Supermarket	Brand	Key	Spareribs			Country Style		Pork Chops								Loin		Fresh Sausage	Other						
				Whole Rack	Back Rib	St. Louis Rib	Ribs		Rib End		Bone-in Center		Bnls Center		Sirloin End		Ass't	Tender			Bnls					
							bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	bnls	bone-in										
TX (cont)	El Rancho	n/i						1.59						3.29												
	El Rio Grande	n/i		1.79																						
	Elrod's	n/i													1.58											
	Fiesta Mart	n/i		1.97				1.88			2.47								1.97			1.67				
	Food Town	n/i		1.77																						
	Johnsonville																						3.74			
	Foodarama	n/i		1.47																					L1	
	Johnsonville	n/i																						3.33		
	H-E-B	n/i				1.97																1.97				
	Homeland	Johnsonville																						3.74		
	Johnsonville	n/i									1.79															
	Kroger Dallas	n/i			1.77										2.99										3.33	
	Johnsonville																								3.33	
	Kroger Houston	n/i			1.77										2.99											
	Johnsonville																								3.33	
	La Fiesta	n/i		1.39																						L1
	n/i			1.99																					1.00	
	Lawrence Bros.	n/i																								
	Smithfield					3.49																				3.74
	Johnsonville																									3.74
	Los Altos	n/i		1.69																						1.29
Lowe's	n/i																								0.99	
Johnsonville																									1.59	
Malone's	n/i		1.99																						0.99	
Market Basket	Smithfield		1.37																						1.99	
Swift																									1.99	
Johnsonville																									4.99	
Market Square	n/i				3.89																				1.99	
Johnsonville																									1.19	
Porter's	n/i				3.69																				1.39	
Johnsonville																									0.99	
Randalls	n/i				1.99	1.99																			1.19	
Smithfield													2.99												0.99	

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**PORK**

State	Supermarket	Brand	Key	Spareribs			Country Style		Pork Chops								Loin		Fresh Sausage	Other					
				Whole Rack	Back Rib	St. Louis Rib	Ribs		Rib End		Bone-in Center		Bnls Center		Sirloin End		Ass't	Tender			Bnls				
							bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	bnls	bone-in									
TX (cont)	Rehkopf's	n/i		1.59				1.69		1.69															
	Save-a-Lot	n/i		1.77		2.59		1.69																	
		Butcher's Choice																				2.78			
		Sellers Bros.	n/i					0.99		1.39													2.99		
		Sprout's	n/i							1.99															
		Sun Fresh Mrkt	n/i			3.79				1.79															
		Super 1 Foods	Hormel		1.67	2.97																			
		The United Family	Smithfield																						
			Johnsonville																					3.33	
			n/i		0.97																				L2
	Tom Thumb	n/i		1.99	3.99	2.99																			
		Johnsonville																						3.33	
	Vista	n/i		1.29						1.43														3.33	
	Walmart	Great Value																						2.96	
UT	Albertsons Mntn	n/i		1.88	2.88	2.88		1.88						3.99										3.74	
		Johnsonville																							
	Associated Foods	Smithfield				2.49																		3.99	
		Johnsonville																						3.33	
		n/i				2.79	1.79																		1.79
		n/i				2.49	1.49																		1.79
	Clark's	Johnsonville																						3.74	
	Fresh Market	Smithfield				2.49																		BOGO	
		Johnsonville																							3.33
	Harmon's	n/i				3.49																		2.49	
	King Soopers	n/i		2.49	2.88									BOGO											3.33
		Johnsonville																							3.33
		Simple Truth					3.99																		1.99
	Ream's	n/i	A	1.99							1.89														1.89
Ridley's	Smithfield				2.47	1.47				1.78														1.58	
	Johnsonville																							3.32	
Smith's	n/i				2.99	2.99																		3.33	
	Johnsonville																							3.33	
	Sprout's	n/i																						2.99	

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

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**PORK**

State	Supermarket	Brand	Key	Spareribs			Country Style		Pork Chops								Loin			Fresh Sausage	Other	
				Whole Rack	Back Rib	St. Louis Rib	Ribs		Rib End		Bone-in Center		Bnls Center		Sirloin End		Ass't	Tender	Bnls			
							bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	bnls	bone-in						
UT (cont)	Stoke's Market	n/i				2.49		1.49		1.99												
	Johnsonville																					3.33
	Walmart	Great Value																				2.96

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**PORK**

State	Supermarket	Brand	Key	Spareribs			Country Style		Pork Chops								Loin		Fresh Sausage	Other	
				Whole Rack	Back Rib	St. Louis Rib	Ribs		Rib End		Bone-in Center		Bnls Center		Sirloin End		Ass't	Tender			Bnls
							bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	bnls	bone-in					
<b>SOUTHWESTERN U.S. - CA,HI,NV</b>																					
<b>CA</b>	Albertsons SoCal	n/i	L		2.99																
	Farmer John																				
	ALDI	n/i			2.89										3.69						
	Big Saver Foods	n/i							1.69												
	Farmer John				1.89					1.79					3.99				1.89		
	Cardenas	n/i														1.97			1.49		
	Chavez	n/i			2.99																
	Dollar General Mkt	n/i			1.95														4.25		
	El Super	Swift								1.29			1.99						0.99		
	Food 4 Less	n/i			1.57																
	Food 4 Less PAQ	n/i				2.98															
	Foodland IGA	n/i			1.88																
	Holiday Market	Prairie Fresh			2.49																
	Jensen's	n/i				4.49															
	Jon's	Farmer John			1.49				1.99												
	K.V. Mart	n/i			1.49	3.99				0.99						1.99			0.99		
	La Perla	n/i			1.99																
	La Superior	n/i			1.99																
	Lola's	n/i																	1.39		
	Lucky	n/i								2.49			2.99			3.99					
	New York Style																		2.99		
	Lunardi's	n/i		2.49	3.99																
	Mar-Val Food	n/i						1.98													
	Mi Pueblo	n/i																			
	Mollie Stone's	n/i			4.99																
	Murphy's Markets	n/i		2.99																	
	Northgate	n/i		1.79																	
	Nugget Markets	Prairie Fresh			2.79																
	Fresh to Market		A																3.99		
	R-Ranch	n/i			1.99																
	Raley's	n/i				2.99	2.99	3.78	2.29	2.98		2.98		3.99	2.98	2.99					
	Johnsonville																		3.30		
	New York Style																		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								Loin		Fresh Sausage	Other				
				Whole Rack	Back Rib	St. Louis Rib	Ribs		Rib End		Bone-in Center		Bnls Center		Sirloin End		Ass't	Tender			Bnls			
							bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	bnls	bone-in								
CA <i>(cont)</i>	Ralph's	n/i	A		2.77																			
	Simple Truth Johnsonville												5.99									3.33		
	Rancho San Miguel	n/i		1.79								1.50												
	Ray's Food Place	Smithfield Johnsonville				3.99	3.99																4.16	
	Rio Ranch	n/i																1.99						
	SK Super King	Smithfield		1.99	2.99																			
	Safeway NorCal	Signature Select Farmer John New York Style			3.99										3.99									3.99
	Save Mart	n/i Johnsonville		1.99	1.99				1.99	1.99														3.33
	Save-a-Lot	n/i Butcher's Choice		1.77			2.59		1.69															2.78
	Seafood City	n/i		1.99																				
	Smart & Final	Farmer John Johnsonville		1.59																				2.92
	Sprout's	n/i																						2.99
	Stater Bros.	n/i Farmer John		1.77	2.99	2.99																		
	Super A Foods	n/i Johnsonville		1.99																				3.33
	Superior	n/i		1.69				2.29					1.49						1.49					
	The Fresh Market	n/i					3.99																	
	Vallarta	n/i Johnsonville		1.99							1.99						0.99							3.33
	Vons/Pavilions	n/i Farmer John Cantella's			2.49			2.99																
	Walmart	Great Value			3.99				2.49				3.99											BOGO 2.96
	HI	Don Quijote		Hormel		2.49	4.49			2.29														
Foodland		Hormel															3.99							



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**PORK**

State	Supermarket	Brand	Key	Spareribs			Country Style		Pork Chops								Loin		Fresh Sausage	Other			
				Whole Rack	Back Rib	St. Louis Rib	Ribs		Rib End		Bone-in Center		Bnls Center		Sirloin End		Ass't	Tender			Bnls		
							bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	bnls	bone-in							
HI <i>(cont)</i>	KTA Super Stores	n/i			3.99																		
	Safeway NorCal	Signature Select			4.99																		
		Farmer John								3.99				4.99									
	Seafood City	n/i									1.99												
	Tamura's Times	Farmland			1.99						3.19	2.99				2.29							
		Johnsonville									3.29			3.29							4.49		
NV	Albertsons SW	n/i			BOG3			1.99		1.99						1.99					2.49		
		Johnsonville																					
	Associated Foods	n/i				2.49	1.49																
	Cardenas	n/i											1.97			1.49							
	Dollar General Mkt	n/i		1.95														4.25					
	El Super	Swift									1.29		1.99			0.99							
	Marketon	n/i									0.99					0.99							
	Raley's	n/i			2.99	2.99	3.78	2.29	2.98		2.98			3.99	2.98	2.99						3.30	
			Johnsonville																				3.33
			New York Style																				
	Rancho Market	n/i															1.49						
	Ridley's	Smithfield				2.47	1.47				1.78					1.58							3.32
			Johnsonville																				
	Safeway NorCal	Signature Select				3.99																	
		Farmer John										2.99				3.99							3.99
			New York Style																				
Save-a-Lot	n/i			1.77		2.59	1.69															2.78	
Scolari's	Butcher's Choice																						
	Hormel				3.99	3.99																3.33	
		Johnsonville																					
		n/i		1.99																			
Seafood City	n/i			1.99																			
Smart & Final	Farmer John			1.59																		2.92	
		Johnsonville																					
Smith's	n/i				2.99	2.99																3.33	
		Johnsonville																					
Sprout's	n/i										1.99											2.99	

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

**PORK**

State	Supermarket	Brand	Key	Spareribs			Country Style		Pork Chops								Loin		Fresh Sausage	Other	
				Whole Rack	Back Rib	St. Louis Rib	Ribs		Rib End		Bone-in Center		Bnls Center		Sirloin End		Ass't	Tender			Bnls
							bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	bnls	bone-in					
NV <i>(cont)</i>	Vons/Pavilions	n/i			2.49		2.99														
	Farmer John		L		3.99			2.49			3.99										
	Walmart	Cantella's Great Value	L																		BOGO 2.96



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**PORK**

State	Supermarket	Brand	Key	Spareribs			Country Style		Pork Chops								Loin		Fresh Sausage	Other			
				Whole Rack	Back Rib	St. Louis Rib	Ribs		Rib End		Bone-in Center		Bnls Center		Sirloin End		Ass't	Tender			Bnls		
							bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	bnls	bone-in							
ID <i>(cont)</i>	Safeway Seattle	n/i					2.49	1.99					3.49										
		Signature Select			3.49																4.16		
	Smith's	n/i			2.99	2.99															3.33		
		Johnsonville																				3.33	
	Stoke's Market	n/i					2.49		1.99						1.79							3.33	
		Johnsonville								1.98												2.96	
	Super 1 Foods	Prairie Fresh																				3.33	
Walmart	Great Value																						
Yoke's Fresh	Johnsonville																						
		Prairie Fresh			3.99		1.99	1.77															
MT	Albertsons Mntn	n/i		1.88	2.88	2.88		1.88					3.99										
		Johnsonville																				3.74	
	Associated Foods	Smithfield				2.49									3.99							3.33	
		Johnsonville																					
		n/i				2.79	1.79								1.79								
		n/i				2.49	1.49																
	Family Foods	Prairie Fresh		2.28	3.99									2.99									
	Harvest Foods	Prairie Fresh			2.98				1.98			2.98											
	IGA Markets	n/i		2.39										2.49									
		Johnsonville																				3.74	
	Lucky's Market	n/i															1.89						
	Rosauer's	Prairie Fresh			2.99																		
		Fletcher's																					2.49
		Niman Ranch					3.69																
	Reynold's	n/i	A			2.49		1.49							1.79								
		Johnsonville																					3.33
	Safeway Seattle	n/i					2.49	1.99						3.49									
	Signature Select				3.49																	4.16	
	Johnsonville																					3.33	
Smith's	n/i				2.99	2.99																	
	Johnsonville																					3.33	
Stoke's Market	n/i					2.49		1.49		1.99					1.79								
	Johnsonville																					3.33	

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**PORK**

State	Supermarket	Brand	Key	Spareribs			Country Style		Pork Chops								Loin		Fresh Sausage	Other		
				Whole Rack	Back Rib	St. Louis Rib	Ribs		Rib End		Bone-in Center		Bnls Center		Sirloin End		Ass't	Tender			Bnls	
							bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	bnls	bone-in						
MT <i>(cont)</i>	Super 1 Foods	Prairie Fresh							1.98													
	SuperVALU Stores	n/i			3.29											1.99					3.33	
	Three Bears	n/i						1.99													2.96	
	Walmart	Great Value																			2.96	
OR	Albertsons Portland	n/i			2.49						3.49			3.99							3.33	
	Johnsonville																				3.33	
	Associated Foods	n/i				2.49	1.49														1.98	
	CenterPlace	Prairie Fresh		2.48	3.98									2.68							1.98	
	Family Foods	Prairie Fresh		2.28	3.99									2.99							1.99	
	Fred Meyer	n/i			2.77																3.33	
	Johnsonville																				3.33	
	Harvest Foods	Prairie Fresh			2.98			1.98				2.98										3.33
	IGA Markets	n/i		2.39										2.49							3.74	
	Johnsonville																				3.74	
	IGA Market Fresh	n/i			2.99		3.99														2.99	
	Lamb's	n/i			3.99																	2.99
	McKay's	n/i			2.99			1.79														1.79
	Quality Food Cntr	n/i			2.77									BOGO								4.99
	Zenner's																					4.99
	Ray's Food Place	Smithfield			3.99	3.99								3.99								4.16
	Johnsonville																					4.16
Red Apple/Thrtwy	n/i			3.99																	3.99	
Rosauer's	Prairie Fresh			2.99																	2.99	
Fletcher's																					2.49	
Niman Ranch							3.69														3.69	
Roth's	Fresh to Market			3.99																	3.99	
Smithfield																					3.99	
Safeway Portland	n/i					2.49	1.99						3.49								2.49	
Signature Select					3.49																3.49	
Johnsonville																					4.16	
Save-a-Lot	n/i			1.77		2.59	1.69														1.77	
Butcher's Choice																					2.78	

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**PORK**

State	Supermarket	Brand	Key	Spareribs			Country Style		Pork Chops								Loin		Fresh Sausage	Other		
				Whole Rack	Back Rib	St. Louis Rib	Ribs		Rib End		Bone-in Center		Bnls Center		Sirloin End		Ass't	Tender			Bnls	
							bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	bnls	bone-in						
<b>OR</b>	Select Markets	n/i			2.99		1.99															
<i>(cont)</i>	Walmart	Great Value																			2.96	
<b>WA</b>	Albertsons Portland	n/i			2.49						3.49		3.99									
	Johnsonville																					3.33
	CenterPlace	Prairie Fresh		2.48	3.98									2.68								1.98
	Family Foods	Prairie Fresh		2.28	3.99									2.99								
	Fred Meyer	n/i			2.77																	1.99
	Johnsonville																					3.33
	Haggen	n/i	A																			
	Harvest Foods	Prairie Fresh			2.98						2.98											
	IGA Markets	n/i		2.39										2.49								
	Johnsonville																					3.74
	IGA Market Fresh	n/i			2.99		3.99															
	Johnsonville																					3.74
	Metropolitan	n/i			3.99																	
	Meyers Group	Prairie Fresh		2.29										2.49								
	Quality Food Cntr	n/i			2.77									BOGO								
	Zenner's		L																			4.99
	Red Apple/Thrtwy	n/i			3.99																	
	Rosauer's	Prairie Fresh			2.99																	
	Fletcher's																					2.49
	Niman Ranch		A				3.69															
	Saar's	n/i		1.99				1.18						1.68		1.18						
	Safeway Portland	n/i					2.49	1.99						3.49								
	Signature Select				3.49																	
	Johnsonville																					4.16
	Safeway Seattle	n/i					2.49	1.99						3.49								
	Signature Select				3.49																	
	Johnsonville																					4.16
	Save-a-Lot	n/i		1.77		2.59		1.69														
	Butcher's Choice																					2.78
	Seafood City	n/i		1.99																		
	Select Markets	n/i			2.99		1.99															
	Super 1 Foods	Prairie Fresh							1.98													

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**PORK**

State	Supermarket	Brand	Key	Spareribs			Country Style		Pork Chops								Loin			Fresh Sausage	Other						
				Whole Rack	Back Rib	St. Louis Rib	Ribs		Rib End		Bone-in Center		Bnls Center		Sirloin End		Ass't	Tender	Bnls								
							bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	bnls	bone-in											
WA <i>(cont)</i>	The Markets	n/i													1.95												
	Market Made																						2.98				
	Town & Country	n/i										3.89															
	Walmart	Great Value																						2.96			
	Yoke's Fresh	Johnsonville																							3.33		
	Prairie Fresh				3.99		1.99	1.77																			
WY	Affiliated Midwest	Hormel			2.98										1.59										2.91		
	Johnsonville																										
	Albertsons Mntn	n/i		1.88	2.88	2.88		1.88					3.99													3.74	
	Johnsonville																										
	Associated Foods	n/i				2.79	1.79								1.79												
	n/i					2.49	1.49																				
	IGA Markets	n/i		2.39											2.49											3.74	
	Johnsonville																										
	King Soopers	n/i		2.49	2.88									BOGO													
	Johnsonville																										
	Simple Truth					3.99																					
	Ridley's	Smithfield				2.47	1.47			1.78						1.58											3.32
	Johnsonville																										
Safeway Denver	n/i				2.69																						
n/i						1.68						2.88				1.68										L3	
Smith's	n/i				2.99	2.99																					
Johnsonville																										3.33	
Walmart	Great Value																									2.96	

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

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**BEEF**

State	Supermarket	Brand	Key	Steaks for Grilling							Ground Beef (lean % where noted)								Cond.			
				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin	London Broil	73-75%		80% & Chuck		85-90%		92-95%		Sirloin	Patties	
				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	C					5.98													value	
		Lancaster	C					6.99			3.99											
		O Organics	O												6.99							
		Laura's Lean	A														6.99			7.99	92%	
	Adams IGA	Angus	C							4.99			4.99									
		Angus	P							5.99	5.99											
		Strauss	G												9.99					9.99	80%	
		n/i	C							3.99			4.49									
	AF Basket	n/i	C					6.99							2.99							
	AG New England	n/i	S			6.99	6.99															
	ALDI	n/i	C	8.99																		
	Associated	n/i	C												3.49							
	Best Market	n/i	C			5.97	5.97	5.97													value	
		n/i	C				6.97	6.97														
		n/i	C												2.47						3.47	80%
		Nature Source	C								5.97											
		Creekstone Farms	A																		6.97	86%
	Big Y	Angus	C				10.99	12.99	4.99	4.99												
		Big Y Natural	C				12.99	14.99	5.99						4.59							
	Bravo	n/i	C						2.99													
		n/i	S	9.99	10.99																	
	C-Town	n/i	C						2.99													
		n/i	S	9.99	10.99																	
	Compare Foods	n/i	C					6.99														
	Fairway Foods	n/i	C			5.99	5.99														value	
		n/i	C											2.49								
	Food Bazaar	n/i	C	9.99		7.99		7.99						2.49							value	
	Geissler's	Angus	C		11.99																	
		n/i	C										3.49									
		Prairie Legacy	G														6.99					
	Highland Park	Angus	C					9.99							6.99						3.20	80%
	Key Food	n/i	C	6.99																	value	
		n/i	C	7.99	9.99						3.99											



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

**Labor Day 2016**

prices in \$US per pound unless otherwise noted.

**BEEF**

State	Supermarket	Brand	Key	Steaks for Grilling							Ground Beef (lean % where noted)								Cond.			
				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin	London Broil	73-75%		80% & Chuck		85-90%		92-95%		Sirloin	Patties	
				bone-in	bnls			bone-in	bnls			reg	value	reg	value	reg	value	reg				value
CT <i>(cont)</i>	Kings Market	Chairman's Reserve	C			9.99	9.99	9.99														
		Kings	P						8.99	6.99												
		Marc's	Pinebrook Valley																		2.99	80%
		Mrs. Green's	Pineland Farms	A						7.99												
		Price Chopper	Butcher's Promise	C	9.99					3.77												
			Angus	C	10.99					4.77								4.99				
		Save-a-Lot	n/i			7.99								2.49								
		ShopRite	n/i	C							2.97											L1
			n/i	C							3.99											
			Angus	C							3.47											
			Angus	C							4.49											
			Clayton	O							7.99											
		Stew Leonard's	Stew Leonard's	G																	6.99	93%
		Stop & Shop	Angus	C							8.99											
			Angus	C							9.99											
			Nature's Promise	O					15.99													
		n/i												2.49						4.49	85%	
	The Fresh Market	n/i	C					12.99					2.99			3.99						
	Trader Joe's	Trader Joe's	O													7.49						
	Walmart	Angus																		4.20	80%	
	Whole Foods NE	n/i	A	14.99												4.99						
DC	ALDI	n/i	C	8.99																		
	Giant Food	Butcher Shop	C			5.99	5.99	8.99														value
		Butcher Shop	C			6.99	6.99	9.99														
		n/i												2.99							4.49	85%
	Harris Teeter	n/i											2.92									
		HT Rancher				10.97	9.97	9.97							4.24			4.99				value
		Reserve Angus	C							7.97												
		HT Naturals														6.99					7.99	90%
		DK Natural	O													8.99						
		Safeway Eastern	n/i												0.99							L2
		n/i												2.97								
		n/i	C	9.99							4.99											

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**BEEF**

State	Supermarket	Brand	Key	Steaks for Grilling							Ground Beef (lean % where noted)								Cond.			
				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin	London Broil	73-75%		80% & Chuck		85-90%		92-95%		Sirloin	Patties	
				bone-in	bnls			bone-in	bnls			reg	value	reg	value	reg	value	reg				value
DC <i>(cont)</i>	Safeway Eastern	n/i	C					6.99													value	
	<i>(continued)</i>	O Organics	O												6.99							
	Save-a-Lot	n/i			7.99									2.49								
	Trader Joe's	Trader Joe's	O												7.49							
	Walmart	Angus																		4.20	80%	
	Whole Foods MdAt	n/i	A							8.99												
DE	ACME Markets	Lancaster	C					5.98													value	
		Lancaster	C					6.99			3.99											
		O Organics	O												6.99							
		Laura's Lean	A													6.99				7.99	92% card	
	Food Lion	n/i	C		7.99						4.49										card	
		n/i	C		9.99						4.99										card	
		n/i												3.49								
		n/i												3.69								
	Fresh Grocer	n/i										2.48										
	Giant Food	Butcher Shop	C			5.99	5.99	8.99													value	
		Butcher Shop	C			6.99	6.99	9.99														
		n/i														2.99					4.49	85%
	Great Valu Mrkts	n/i	C								6.99											
	Harris Teeter	n/i											2.92									
		HT Rancher			10.97	9.97	9.97								4.24			4.99				value
		Reserve Angus	C							7.97											7.99	90%
		HT Naturals													6.99							
		DK Natural	O												8.99							L2
	Redner's	Angus	C			4.98	4.98															
		Angus	C			6.98	6.98															
	Angus	O						17.99														
	Wild Harvest	O																		7.99	85%	
Safeway Eastern	n/i													0.99							L2	
	n/i													2.97								
	n/i	C		9.99						4.99												
	n/i	C						6.99													value	
	O Organics	O													6.99							
Save-a-Lot	n/i				7.99										2.49							

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**BEEF**

State	Supermarket	Brand	Key	Steaks for Grilling							Ground Beef (lean % where noted)								Cond.			
				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin	London Broil	73-75%		80% & Chuck		85-90%		92-95%		Sirloin	Patties	
				bone-in	bnls			reg	value			reg	value	reg	value	reg	value					
DE <i>(cont)</i>	ShopRite	n/i	C							2.97											L1	
		n/i	C							3.99												L1
		Angus	C							3.47												L1
		Angus	C							4.49												L1
		Clayton	O							7.99												AU
	Trader Joe's	Trader Joe's	O											7.49							4.20	80%
	Walmart	Angus																				
	Weis Markets	n/i						5.77														
		n/i	C							4.99												
		Weis	A										4.99									
MA	Adams IGA	Angus	C						4.99				4.99									
		Angus	P						5.99	5.99												
		Strauss	G							3.99				4.49		9.99					9.99	80%
		n/i	C																			
	AF Basket	n/i	C					6.99			2.99											
	AG New England	n/i	S		6.99	6.99																
	ALDI	n/i	C	8.99																		
	Associated	n/i	C											3.49								
	Big Y	Angus	C				10.99		12.99	4.99	4.99											
		Big Y Natural					12.99		14.99	5.99					4.59							
	C-Town	n/i	C						2.99													
		n/i	S	9.99	10.99																	
	Compare Foods	n/i	C					6.99														
	Crosby's	Angus	C																		4.49	85%
	Donelan's	n/i																2.99			3.49	85%
		Creekstone Farms	A															7.99			8.29	93%
	Food City Market	n/i	S		5.99	6.29		4.99						2.88	3.88							
	Geissler's	Angus	C		11.99																	
		n/i												3.49								
	Market 32	Prairie Legacy	G															6.99				
Butcher's Promise		C	9.99						3.77													
Market Basket	Angus	C	10.99						4.77													
	Creekstone	A												7.29								
Met Foods	n/i	C					6.99		2.99													

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State	Supermarket	Brand	Key	Steaks for Grilling							Ground Beef (lean % where noted)								Cond.			
				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin	London Broil	73-75%		80% & Chuck		85-90%		92-95%		Sirloin	Patties	
				bone-in	bnls			reg	value			reg	value	reg	value	reg	value					
MA <i>(cont)</i>	Price Chopper	Butcher's Promise	C	9.99						3.77												
		Angus	C	10.99						4.77								4.99				
	Roche Bros.	Local Harvest	A												5.99							
		Austin Black																		8.99	Kobe	
		Angus	C												4.99							
	Save-a-Lot	n/i				7.99								2.49								
	Seabra Foods	n/i			5.99	5.99	5.99							3.99	2.99							
	Shaw's	n/i															3.49					
		n/i	C	8.99	9.99			8.99	9.99	4.99												
		Open Nature	G												5.99					5.99	85%	
	Star Market	n/i	C		6.99				6.99	3.99												
		O Organics	O		17.99				16.99						6.99					6.99	85%	
	Stop & Shop	Angus	C						8.99													L3
		Angus	C						9.99													
		Nature's Promise	O					15.99														
		n/i												2.49						4.49	85%	
	The Fresh Market	n/i	C					12.99						2.99		3.99						
	Tops Markets	n/i												2.99	1.99							value
		n/i	C	6.99																		
	Trader Joe's	Trader Joe's	O													7.49						
Trucchi's	n/i	S							3.99													
	Angus	C						10.99														
Walmart	Angus																		4.20	80%		
Wegman's	Wegman's		11.99				9.99						3.99	2.49	4.49	2.99			4.79	80%		
	Wegman's Angus												6.49									
	Wegman's																5.89		5.99	90%		
	Wegman's	O	15.59				16.29		15.19								6.99		7.49	80%		
MD	ACME Markets	Lancaster	C					5.98													value	
		Lancaster	C					6.99		3.99												
		O Organics	O												6.99							
		Laura's Lean	A														6.99			7.99	92%	
	ALDI	n/i	C	8.99																		
	Associated	n/i	C											3.49								

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State	Supermarket	Brand	Key	Steaks for Grilling							Ground Beef (lean % where noted)								Cond.					
				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin	London Broil	73-75%		80% & Chuck		85-90%		92-95%		Sirloin	Patties			
				bone-in	bnls			bone-in	bnls			reg	value	reg	value	reg	value	reg				value		
MD (cont)	Food Lion	n/i	C		7.99																card			
		n/i	C		9.99																	card		
		n/i												3.49								card		
		n/i												3.69										
	Giant Eagle	n/i														2.99								
		Market District		C		7.99	8.49																	
	Giant Food	Butcher Shop		C		5.99	5.99	8.99															value	
		Butcher Shop		C		6.99	6.99	9.99																
		n/i														2.99						4.49	85%	
	Graul's Market	Angus		C							4.99					4.99								
	Great Valu Mrkts	n/i		C				6.99			2.99													
	Hannafood	n/i																				4.79	85%	
		Nature's Place		A												5.99								
	Harris Teeter	n/i										2.92												
		HT Rancher				10.97	9.97	9.97								4.24			4.99				value	
		Reserve Angus		C						7.97														
		HT Naturals														6.99						7.99	90%	
		DK Natural		O												8.99								
	Martin's	Butcher Shop		C		5.88	5.88	8.99															value	
		Butcher Shop		C		6.99	6.99	9.99																
		n/i														2.99						4.49	85%	
	Redner's	Angus		C		4.98	4.98																L2	
		Angus		C		6.98	6.98																	
	Angus		O				17.99																	
	Wild Harvest		O																		7.99	85%		
Safeway Eastern	n/i													0.99								L2		
	n/i													2.97										
	n/i		C	9.99						4.99														
	n/i		C				6.99															value		
	O Organics		O												6.99									
Save-a-Lot	n/i				7.99										2.49									
Shop'n Save	n/i														2.48									
	n/i		C					6.98														value		

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**BEEF**

State	Supermarket	Brand	Key	Steaks for Grilling							Ground Beef (lean % where noted)								Cond.				
				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin	London Broil	73-75%		80% & Chuck		85-90%		92-95%		Sirloin	Patties		
				bone-in	bnls			bone-in	bnls			reg	value	reg	value	reg	value	reg				value	
MD (cont)	Shoppers	n/i	S					6.99													value		
		n/i												2.99									
	ShopRite	Wild Harvest	G																			5.99	85%
		n/i	C								2.97												L1
		n/i	C								3.99												L1
		Angus	C								3.47												L1
		Angus	C								4.49												L1
		Clayton	O								7.99												AU
	The Fresh Market	n/i	C					12.99						2.99		3.99							
	Trader Joe's	Trader Joe's	O													7.49							
	Walmart	Angus																			4.20	80%	
	Wegman's	Wegman's			11.99				9.99						3.99	2.49	4.49	2.99				4.79	80%
		Wegman's Angus													6.49								
		Wegman's	O		15.59				16.29		15.19									5.89		5.99	90%
Weis Markets	Wegman's							5.77									6.99				7.49	80%	
	n/i															4.49	5.69						
	n/i	C								4.99													
Weis		A											4.99										
	Whole Foods MdAt	n/i	A							8.99													
ME	AG New England	n/i	S			6.99	6.99																
	Food City Market	n/i	S			5.99	6.29		4.99						2.88		3.88						
	Hannaford	n/i																				4.79	85%
		Nature's Place	A													5.99							
	Market Basket	Creekstone	A												7.29								
	Save-a-Lot	n/i				7.99									2.49								
	Shaw's	n/i																3.49					
		n/i	C		8.99	9.99			8.99	9.99	4.99												
	Trader Joe's	Open Nature	G													5.99						5.99	85%
		Trader Joe's	O													7.49							
Walmart	Angus																			4.20	80%		
NH	AG New England	n/i	S			6.99	6.99																
	ALDI	n/i	C		8.99																		

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State	Supermarket	Brand	Key	Steaks for Grilling							Ground Beef (lean % where noted)								Cond.			
				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin	London Broil	73-75%		80% & Chuck		85-90%		92-95%		Sirloin	Patties	
				bone-in	bnls			bone-in	bnls			reg	value	reg	value	reg	value	reg				value
NH <i>(cont)</i>	Hannaford	n/i																		4.79	85%	
		Nature's Place	A												5.99							
	Market Basket	Creekstone	A												7.29							
	Price Chopper	Butcher's Promise	C	9.99					3.77													
		Angus	C	10.99					4.77									4.99				
	Save-a-Lot	n/i			7.99								2.49									
	Shaw's	n/i													3.49							
		n/i	C	8.99	9.99			8.99	9.99	4.99												
		Open Nature	G												5.99						5.99	85%
	The Fresh Market	n/i	C					12.99						2.99								
Trader Joe's	Trader Joe's	O																		7.49		
Walmart	Angus																			4.20	80%	
NJ	ACME Markets	Lancaster	C					5.98														value
		Lancaster	C					6.99			3.99											
		O Organics	O												6.99							
		Laura's Lean	A														6.99			7.99	92%	
	ALDI	n/i	C	8.99																		
	Associated	n/i	C																			
	Best Market	n/i	C			5.97	5.97	5.97			3.97											value
		n/i	C				6.97	6.97														
		n/i													2.47						3.47	80%
		Nature Source	C								5.97											
		Creekstone Farms	A																		6.97	86%
	Bravo	n/i								2.99												
		n/i	S	9.99	10.99																	
	C-Town	n/i	C							2.99												
		n/i	S	9.99	10.99																	
Compare Foods	n/i	C						6.99														
Fairway Foods	n/i	C			5.99	5.99															value	
	n/i													2.49								
Fine Fare	n/i									2.99			3.99									
	Meadowlands																			4.99	80%	
Food Bazaar	n/i		9.99	7.99				7.99						2.49							value	

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State	Supermarket	Brand	Key	Steaks for Grilling							Ground Beef (lean % where noted)								Cond.					
				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin	London Broil	73-75%		80% & Chuck		85-90%		92-95%		Sirloin	Patties			
				bone-in	bnls			bone-in	bnls			reg	value	reg	value	reg	value	reg				value		
NJ (cont)	Foodtown	Rancher's Legend	C					6.99			2.99													
		n/i												2.99										
	Great Valu Mrkts	n/i	C						6.99		2.99													
	Key Food	n/i	C	6.99																		value		
		n/i	C	7.99	9.99																			
	Kings Market	Chairman's Reserve	C			9.99	9.99	9.99																
		Kings	P							8.99	6.99													
	McCaffrey's	Angus	C							5.99				2.99	3.99							4.29	85%	
	Met Foods	n/i	C					6.99			2.99													
	Morton Williams	n/i													5.39							4.39	85%	
	Mrs. Green's	Pineland Farms	A							7.99														
	Murphy's Mrkt	Angus	C							6.99														
	Pioneer	n/i	C							4.99	2.99													
	Save-a-Lot	n/i				7.99									2.49									
	Seabra Foods	n/i			5.99	5.99	5.99							3.99	2.99									
	ShopRite	n/i	C								2.97												L1	
		n/i	C								3.99													
		Angus	C								3.47													L1
		Angus	C								4.49													
		Clayton	O								7.99													AU
	Stop & Shop	Angus	C								8.99													L3
		Angus	C								9.99													
		Nature's Promise	O						15.99															
		n/i													2.49								4.49	85%
	Supremo Foods	n/i				8.99	8.99								2.99									
	The Fresh Market	n/i	C						12.99					2.99		3.99								
	Thriftwy/Shop'n Bag	n/i				5.99						3.99			1.99									value
	Top Tomato	Black Angus										2.99												
		n/i	C						7.99															
	Trader Joe's	Trader Joe's	O													7.49								
Uncle Giuseppe's	Sterling Silver		12.99				12.99	10.99	12.99														value	
	Austin Black	G														8.99						8.99	93%	
Walmart	Angus																					4.20	80%	



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				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin	London Broil	73-75%		80% & Chuck		85-90%		92-95%		Sirloin	Patties	
				bone-in	bnls			bone-in	bnls			reg	value	reg	value	reg	value	reg				value
NJ (cont)	Wegman's	Wegman's		11.99				9.99					3.99	2.49	4.49	2.99				4.79	80%	
		Wegman's Angus											6.49									
	Weis Markets	Wegman's	O	15.59				16.29		15.19										5.89	5.99	90%
		Wegman's						5.77													7.49	80%
	Weis	n/i	C							4.99												
		n/i	A										4.99									
	Western Beef	n/i						6.99		3.99	4.99											
	Whole Foods MdAt	n/i	A							8.99												
Whole Foods NE	n/i	A	14.99											4.99								
NY	ACME Markets	Lancaster	C					5.98													value	
		Lancaster	C					6.99		3.99												
	AF Basket	O Organics	O												6.99							
		Laura's Lean	A														6.99				7.99	92%
	ALDI	n/i	C	8.99				6.99		2.99				2.99								
	Best Market	n/i	C											3.49								
		n/i	C			5.97	5.97	5.97			3.97											value
	C-Town	n/i	C					6.97														
		n/i	C												2.47						3.47	80%
	Compare Foods	Nature Source	C								5.97											
		Creekstone Farms	A																		6.97	86%
	Bravo	1893 Premium						5.99						2.69								
	DeCiccio & Sons	n/i	S	9.99	10.99					2.99												
		n/i	S	9.99	10.99						2.99											
	DeCiccio Market	n/i	C					6.99														
		1932 Brand	C								5.99											
	Dakota	Pineland Farms	A	9.99																		
Strauss		G												10.99		11.99					A	
Dakota	Sterling Silver						8.99														value	
	Sterling Silver						7.99														value	
																				12.99	85%	

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**BEEF**

State	Supermarket	Brand	Key	Steaks for Grilling								Ground Beef (lean % where noted)								Cond.				
				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin	London Broil	73-75%		80% & Chuck		85-90%		92-95%			Sirloin	Patties		
				bone-in	bnls			bone-in	bnls			reg	value	reg	value	reg	value	reg	value					
NY (cont)	Fairway Foods	n/i	C			5.99	5.99															value		
		n/i												2.49										
	Fine Fare	n/i								2.99			3.99											
		Meadowlands																			4.99	80%		
	Food Bazaar	n/i			9.99	7.99		7.99							2.49								value	
	Foodtown	Rancher's Legend	C					6.99			2.99													
		n/i													2.99									
	Giunta's	n/i						4.99								3.99						4.49	85%	
		n/i	C								4.99													
	Gourmet Garage	n/i	C							18.99														
	Great American	1893 Premium				5.99	5.99				5.99	3.49				2.39								
	Gristede's	Nature's Reserve	G											6.99										
		Hannaford	n/i																			4.79	85%	
		Nature's Place	A													5.99								
	Key Food	n/i	C		6.99																		value	
		n/i	C		7.99	9.99																		
	King Kullen	n/i									6.99													
		n/i	C						9.99															
		Angus	C						10.99															
		Strauss	G														8.99						8.99	85%
	Kings Market	Chairman's Reserve	C			9.99	9.99	9.99																
		Kings	P								8.99	6.99												
	Market 32	Butcher's Promise	C		9.99						3.77													
	Angus	C		10.99						4.77									4.99					
Met Foods	n/i	C						6.99			2.99													
Morton Williams	n/i														5.39						4.39	85%		
Mrs. Green's	Pineland Farms	A								7.99														
North Shore	Double R Ranch	C			13.99					4.99	4.99													
	n/i	C						5.99														value		
	n/i													2.99										
Peck's Market	Angus	C									2.99													
	n/i	C							7.99												3.79	85%		
Pioneer	n/i	C								4.99	2.99													

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**BEEF**

State	Supermarket	Brand	Key	Steaks for Grilling							Ground Beef (lean % where noted)								Cond.					
				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin	London Broil	73-75%		80% & Chuck		85-90%		92-95%		Sirloin	Patties			
				bone-in	bnls			reg	value			reg	value	reg	value	reg	value							
NY <i>(cont)</i>	Price Chopper	Butcher's Promise	C	9.99					3.77															
		Angus	C	10.99					4.77									4.99						
		Save-a-Lot	n/i			7.99								2.49										
		Shop'n Save	n/i											2.48										
			n/i	C					6.98														value	
		ShopRite	n/i	C						2.97														L1
			n/i	C						3.99														L1
			Angus	C						3.47														
			Angus	C						4.49														
			Clayton	O						7.99														AU
		Stew Leonard's	Stew Leonard's	G																	6.99		93%	
		Stop & Shop	Angus	C						8.99														L3
			Angus	C						9.99														
			Nature's Promise	O					15.99															
			n/i											2.49								4.49		85%
		The Fresh Market	n/i	C					12.99					2.99		3.99								
		Tops Markets	n/i											2.99	1.99									
			n/i	C	6.99																			value
		Top Tomato	Black Angus								2.99													
			n/i	C			7.99																	
		Trade Fair	Sterling Silver			7.59	7.59		8.99															
			n/i	H							3.99				4.99									
		Trader Joe's	Trader Joe's	O											7.49									
		Uncle Giuseppe's	Sterling Silver		12.99		12.99		10.99	12.99														value
			Austin Black	G														8.99				8.99		93%
		Walmart	Angus																			4.20		80%
		Wegman's	Wegman's		11.99				9.99					3.99	2.49	4.49	2.99					4.79		80%
			Wegman's Angus											6.49										
		Wegman's																5.89			5.99		90%	
		Wegman's	O	15.59				16.29	15.19								6.99				7.49		80%	
	Weis Markets	n/i						5.77							4.49	5.69								
		n/i	C							4.99														
		Weis	A										4.99											

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State	Supermarket	Brand	Key	Steaks for Grilling							Ground Beef (lean % where noted)								Cond.			
				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin	London Broil	73-75%		80% & Chuck		85-90%		92-95%		Sirloin	Patties	
				bone-in	bnls			bone-in	bnls			reg	value	reg	value	reg	value	reg				value
NY	Western Beef	n/i						6.99		3.99	4.99											
(cont)	Whole Foods NE	n/i	A	14.99											4.99							
PA	ACME Markets	Lancaster	C					5.98														value
		Lancaster	C					6.99			3.99											
		O Organics	O												6.99							
		Laura's Lean	A														6.99				7.99	92%
	ALDI	n/i	C	8.99																		
	Associated	n/i	C																			
	Big M Supermarket	1893 Premium						5.99														
	Boyer Foods	n/i						6.97		3.97	2.97											4.97
		n/i						5.97														
	Bravo	n/i								2.99												
		n/i	S	9.99	10.99																	
	C-Town	n/i	C							2.99												
		n/i	S	9.99	10.99																	
	Family Owned	n/i																				
		n/i																				
		Angus	C							6.49												
	Fine Fare	n/i									2.99											
		Meadowlands																				4.99
	Food Lion	n/i	C		7.99						4.49											
		n/i	C		9.99						4.99											
		n/i																				
		n/i																				
	Foodland	n/i	C								6.99											
		Australian Beef			7.99																	
		n/i																				
	Foodtown	Rancher's Legend	C					6.99			2.99											
		n/i																				
	Fresh Grocer	n/i																				
	GFS Marketplace	Halpern's	C							5.99												
	Giant Eagle	n/i																				
		Market District	C			7.99		8.49														

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State	Supermarket	Brand	Key	Steaks for Grilling							Ground Beef (lean % where noted)								Cond.				
				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin	London Broil	73-75%		80% & Chuck		85-90%		92-95%		Sirloin	Patties		
				bone-in	bnls			reg	value			reg	value	reg	value	reg	value						
PA (cont)	Giant Food Stores	Butcher Shop	C			5.88	5.88	8.99													value		
		Butcher Shop	C			6.99	6.99	9.99															
	Great Valu Mrkts	n/i							6.99		2.99										4.49	85%	
		n/i	C																				
	IGA SpartanNash	n/i	C	7.99						5.39				2.29								2.79	80%
		n/i	C			8.99			8.99														
	Karn's	n/i													3.29								
		n/i	C						11.99														
	Key Food	n/i	C	6.99																			value
		n/i	C	7.99	9.99																		
	Kuhn's Market	n/i	C	8.99							7.99												value
		n/i												2.49								2.79	80%
	Martin's	Butcher Shop	C			5.88	5.88	8.99															value
		Butcher Shop	C			6.99	6.99	9.99															
	McCaffrey's	n/i												2.99								4.49	85%
		Angus	C							5.99				2.99	3.99							4.29	85%
	Pioneer	n/i	C							4.99	2.99												
		Butcher's Promise	C	9.99						3.77													
	Price Chopper	Angus	C	10.99						4.77													
		Angus	C			4.98	4.98																L2
	Redner's	Angus	C			6.98	6.98																
		Angus	O						17.99														
	Wild Harvest	Wild Harvest	O																			7.99	85%
		n/i												0.99									L2
	Safeway Eastern	n/i												2.97									
		n/i	C	9.99							4.99												
n/i	n/i	C						6.99														value	
	O Organics	O												6.99									
Save-a-Lot	n/i				7.99									2.49									
	n/i													2.48									
Shop'n Save	n/i	C						6.98														value	
	n/i	C								2.97												L1	
ShopRite	n/i	C								3.99													
	Angus	C								3.47												L1	

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State	Supermarket	Brand	Key	Steaks for Grilling							Ground Beef (lean % where noted)								Cond.			
				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin	London Broil	73-75%		80% & Chuck		85-90%		92-95%		Sirloin	Patties	
				bone-in	bnls			bone-in	bnls			reg	value	reg	value	reg	value	reg				value
PA <i>(cont)</i>	ShopRite	Angus	C							4.49												
	<i>(continued)</i>	Clayton	O							7.99											AU	
	ShurSave	ShurSave			8.99	5.99	5.99			3.99				2.49								
	Sparkle Market	n/i	C			6.99	6.99														value	
		n/i																			4.99	
		n/i																			5.49	
	Supremo Foods	n/i				8.99	8.99							2.99								
	The Fresh Market	n/i	C					12.99					2.99		3.99							
	Thrtwy/Shop'n Bag	n/i			5.99					3.99					1.99						value	
	Thorne's Market	1893 Premium			9.99				4.99	3.99					2.49							
	Tops Markets	n/i											2.99	1.99								
		n/i	C	6.99																	value	
	Trader Joe's	Trader Joe's	O													7.49						
	Walmart	Angus																		4.20	80%	
Wegman's	Wegman's			11.99				9.99					3.99	2.49	4.49	2.99			4.79	80%		
	Wegman's Angus												6.49									
	Wegman's																		5.99	90%		
	Wegman's	O	15.59					16.29	15.19								6.99	5.89	7.49	80%		
Weis Markets	n/i						5.77								4.49	5.69						
	n/i	C							4.99													
	Weis	A										4.99										
	Whole Foods MdAt	A							8.99													
RI	Adams IGA	Angus	C						4.99				4.99									
		Angus	P						5.99	5.99												
		Strauss	G												9.99				9.99	80%		
		n/i	C						3.99				4.49									
	ALDI	n/i	C	8.99																		
	Associated	n/i	C											3.49								
	Bravo	n/i								2.99												
		n/i	S	9.99	10.99																	
	Compare Foods	n/i	C					6.99														
	Dave's Marketplace	n/i			9.99											3.99						
Save-a-Lot	n/i				7.99									2.49								
Seabra Foods	n/i			5.99	5.99	5.99						3.99	2.99									

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				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin	London Broil	73-75%		80% & Chuck		85-90%		92-95%		Sirloin	Patties	
				bone-in	bnls			bone-in	bnls			reg	value	reg	value	reg	value	reg				value
RI <i>(cont)</i>	Shaw's	n/i																				
		n/i	C	8.99	9.99			8.99	9.99	4.99												
		Open Nature	G												5.99					5.99	85%	
	Stop & Shop	Angus	C						8.99												L3	
		Angus	C						9.99													
		Nature's Promise	O					15.99														
	Trader Joe's	n/i											2.49							4.49	85%	
	Trader Joe's	Trader Joe's	O											7.49								
	Walmart	Angus																		4.20	80%	
VT	AG New England	n/i	S			6.99	6.99															
	ALDI	n/i	C	8.99																		
	Food City Market	n/i	S			5.99	6.29		4.99					2.88		3.88						
	Hannaford	n/i																		4.79	0.85	
		Nature's Place	A												5.99							
	Price Chopper	Butcher's Promise	C	9.99						3.77												
		Angus	C	10.99						4.77											4.99	
	Shaw's	n/i														3.49						
		n/i	C	8.99	9.99				8.99	9.99	4.99											
		Open Nature	G												5.99						5.99	85%
Tops Markets	n/i											2.99	1.99									
	n/i	C	6.99																		value	
Trader Joe's	Trader Joe's	Trader Joe's	O											7.49								
	Walmart	Angus																		4.20	80%	

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				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin	London Broil	73-75%		80% & Chuck		85-90%		92-95%		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	ALDI	n/i	C	8.99																		
	Cash Saver	Angus	C						4.48													
	Dollar General Mkt	Great American		4.95				4.95														
		n/i							5.25			1.95								3.95	80%	
	Earth Fare	n/i	G	8.99				8.99									3.99			3.99		
		n/i	A	10.00																	C	
	Food for Le\$\$	Angus	C		8.88																	
		n/i	S		7.94																	
	Food Giant	n/i										1.98								2.98	75%	
		Black Canyon	C																		value	
	Greer's Market	Black Angus	S			6.27															value	
		n/i				4.45															value	
	Hometown Market	n/i	S		7.99							1.79										
	Ingles	Ingles	C		8.98																	
		n/i												2.48								
	Kroger Atlanta	n/i	C	6.99	8.99																value	
		n/i												3.49								
	Kroger Nashville	n/i	C		7.99																value	
		n/i												3.49								
	Lucky's	Black Canyon			9.88																	
		n/i										1.98										
	Piggly Wiggly HAC	n/i										1.99										
		n/i	S		6.99																value	
	Piggly Wiggly Hcnh	Black Canyon				5.98															value	
		n/i										1.88		2.88								
	Piggly Wiggly Inc.	n/i												2.99		3.99						
		n/i	C	8.99																		
	Piggly Wiggly JTM	n/i	C		9.99																	
	Publix	Publix Premium	C	7.99	9.99																	
		Publix																		4.49	85%	
		Strauss	G																	6.29	93%	
		GreenWise	A					13.99													C	



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				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin	London Broil	73-75%		80% & Chuck		85-90%		92-95%		Sirloin	Patties			
				bone-in	bnls			bone-in	bnls			reg	value	reg	value	reg	value	reg				value		
AL <i>(cont)</i>	Ramey's	Black Angus			7.98																value			
		n/i										1.98									2.98	80%		
	Rouses	Texas Star		6.77										2.49								value		
	Save-a-Lot	n/i			7.99																			
	Shop-Rite	n/i										1.79												
		Sterling Silver																						
	Sprout's	Old Tyme	C		8.99	5.99	5.99				4.99													
		n/i													3.99									
	The Fresh Market	n/i	C					12.99						2.99		3.99								
	Trader Joe's	Trader Joe's	O													7.49								
	United Grocery	Black Canyon	C			5.99	5.99															2.49	75%	
		n/i				3.99	3.99																	
Vowell's	n/i																							
	Black Canyon	S			8.99																			
Walmart	Angus																					4.20	80%	
Western Market	Angus	C			8.49					BOGO														
Winn-Dixie	n/i	C			7.99					4.99													value	
	n/i	C			8.49																			
FL	ALDI	n/i	C	8.99																				
	Bravo	n/i				5.99					3.49													
	Dollar General Mrkt	Great American		4.95				4.95					2.69		2.99			3.29						
		n/i								5.25												3.95	80%	
	Earth Fare	n/i	G	8.99				8.99											3.99		3.99			
		n/i	A	10.00																				
	Food Giant	n/i																				2.98	75%	
		Black Canyon	C						6.98															value
	GFS Marketplace	Halpern's	C							5.99														
	Greer's Market	Black Angus	S			6.27																		value
		n/i				4.45																		value
	Harris Teeter	n/i																						value
	HT Rancher				10.97	9.97	9.97							4.24				4.99						
	Reserve Angus	C							7.97															
	HT Naturals														6.99							7.99	90%	
	DK Natural	O													8.99									

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				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin	London Broil	73-75%		80% & Chuck		85-90%		92-95%		Sirloin	Patties		
				bone-in	bnls			bone-in	bnls			reg	value	reg	value	reg	value	reg				value	
FL <i>(cont)</i>	Harvey's	n/i			5.99								1.79								value		
		Angus	C							4.49													
		Hitchcock's	Hitchcock's			7.99																	
			n/i									2.79									2.99	73%	
		IGA Florida	n/i		4.99	6.99	4.99				3.99				2.99		3.59					value	
			Tender Ridge		8.99		7.99		8.99		4.99												value
		Lucky's Market	n/i						4.77														value
			Piedmontese	A												4.99							
			Pasture One	A												4.99							
		Piggly Wiggly Hcnh	Black Canyon				5.98																value
			n/i										1.88		2.88								
		Publix	Publix Premium	C	7.99	9.99																	
			Publix																			4.49	85%
			Strauss	G																		6.29	93%
			GreenWise	A					13.99														C
		Sabor Tropical	n/i				3.98																
		Safeway - Florida	n/i	C	9.99				5.77		4.99												value
			n/i												2.99								
			O Organics	O												6.99							
			Open Nature	G							6.99												
	Save-a-Lot	n/i				7.99								2.49									
	Scaff's Market	n/i										2.19											
		Preferred Angus	C		8.99																		
	Sedano's	Angus	C			6.99			8.99														
	The Fresh Market	n/i	C					12.99						2.99		3.99							
	Trader Joe's	Trader Joe's	O												7.49								
	Walmart	Angus																			4.20	80%	
	Western Beef	n/i								5.99													
	Whole Foods FL	n/i			12.99																		
	Winn-Dixie	n/i	C			7.99				4.99												value	
		n/i	C			8.49																	
GA	ALDI	n/i	C	8.99																			
	Bi-Lo	Angus	C			8.99				4.99												value	

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**BEEF**

State	Supermarket	Brand	Key	Steaks for Grilling							Ground Beef (lean % where noted)								Cond.						
				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin	London Broil	73-75%		80% & Chuck		85-90%		92-95%		Sirloin	Patties				
				bone-in	bnls			bone-in	bnls			reg	value	reg	value	reg	value	reg				value			
GA <i>(cont)</i>	Dollar General Mkt	Great American		4.95				4.95																	
		n/i							5.25			1.95								3.95	80%				
	Earth Fare	n/i	G	8.99				8.99												3.99	3.99				
		n/i	A	10.00																			C		
	Food City	Food City																							
		Angus	C	9.99																					
	Food Depot	n/i										1.98	1.98	2.98	2.98										
		n/i	S			6.95																			
	Food Giant	n/i																							
		Black Canyon	C						6.98															75% value card	
	Food Lion	n/i	C		7.99																			card	
		n/i	C		9.99																			card	
		n/i																							
		n/i																							
	Food Pride	n/i																							
	Galaxy Food	n/i																							
		Tender Ridge																							
	Harris Teeter	n/i																							
		HT Rancher																							
		Reserve Angus	C		10.97	9.97	9.97																		value
		HT Naturals																							
		DK Natural	O																						90%
	Harvey's	n/i			5.99																				value
	Angus	C																						value	
IGA	Preferred Angus				5.99																			value	
	Preferred Angus				6.99	6.99																			
	Angus																								
Ingles	Ingles	C		8.98																					
	n/i																								
Kroger Atlanta	n/i	C		6.99	8.99																			value	
	n/i																								
Lucky's Market	n/i							4.77																value	
	Piedmontese	A																							
	Pasture One	A																							

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

**Labor Day 2016**

prices in \$US per pound unless otherwise noted.

**BEEF**

State	Supermarket	Brand	Key	Steaks for Grilling							Ground Beef (lean % where noted)								Cond.				
				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin	London Broil	73-75%		80% & Chuck		85-90%		92-95%		Sirloin	Patties		
				bone-in	bnls			bone-in	bnls			reg	value	reg	value	reg	value	reg				value	
GA <i>(cont)</i>	Piggly Wiggly Car	Angus	C	7.99																3.69	80%		
		n/i	S	8.99																			
	Piggly Wiggly GA	Angus	C			7.99																	
	Piggly Wiggly HAC	n/i									1.99												
		n/i	S		6.99																	value	
	Piggly Wiggly Hcnh	Black Canyon				5.98																value	
		n/i										1.88		2.88									
	Piggly Wiggly JTM	n/i	C		9.99																		
	Publix	Publix Premium	C	7.99	9.99																	4.49	85%
		Publix																				6.29	93%
		Strauss	G																				
		GreenWise	A																				C
	Quality Foods	n/i										1.99											
	Save-a-Lot	n/i				7.99									2.49								
	Shop-Rite	n/i										1.79											
		Sterling Silver				8.99																	
	Sprout's	Old Tyme	C			5.99	5.99				4.99												
	n/i																						
The Fresh Market	n/i	C											2.99		3.99								
Trader Joe's	Trader Joe's	O													7.49								
United Grocery	Black Canyon	C			5.99	5.99																	
	n/i				3.99	3.99																2.49	75%
Walmart	Angus																					4.20	80%
Wayfield's	n/i				7.99	5.99					2.49		2.99										value
Winn-Dixie	n/i	C			7.99					4.99													value
	n/i	C			8.49																		
KY	ALDI	n/i	C	8.99																			
	Cox IGA	Star Ranch						8.99	4.99														
		n/i												2.99								3.19	85%
	Dollar General Mkt	Great American		4.95				4.95															
		n/i								5.25			1.95										3.95
E.W. James	n/i										1.98											2.68	73%
	Black Canyon				7.98																		value

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**BEEF**

State	Supermarket	Brand	Key	Steaks for Grilling							Ground Beef (lean % where noted)								Cond.			
				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin	London Broil	73-75%		80% & Chuck		85-90%		92-95%		Sirloin	Patties	
				bone-in	bnls			bone-in	bnls			reg	value	reg	value	reg	value	reg				value
KY (cont)	Earth Fare	n/i	G	8.99				8.99									3.99		3.99			
		n/i	A	10.00																	C	
	Food City	Food City												2.99								
		Angus	C	9.99																		
	Food Fair	Black Canyon		7.99																		
	Food Giant	n/i										1.98								2.98	75%	
		Black Canyon	C						6.98													value
	Food Lion	n/i	C		7.99						4.49											card
		n/i	C		9.99						4.99											card
		n/i												3.49								
		n/i												3.69								
	Food Rite	Food Rite											1.99									
		Black Canyon																				
	Foodland	n/i									3.19		1.99					3.99				
	Fresh Thyme	n/i						4.99										3.99				
		n/i	C						5.99													
	Galaxy Food	n/i													2.58	2.28						
		Tender Ridge																				
	GFS Marketplace	Halpern's	C							5.99												
	IGA Houchen's	n/i																			2.99	80%
	n/i	S																				
	Laura's Lean	A																6.99				
IGA SpartanNash	n/i	C	7.99						5.39						2.29					2.79	80%	
Kroger Cincinnati	n/i	C	6.99					6.99						1.99								
Kroger Delta	n/i	C						5.99													value	
	n/i														3.49							
Kroger Louisville	n/i	C		7.99																	value	
	n/i											2.49										
Kroger MidAtlntc	n/i	C		7.99						3.99											value	
	n/i														3.49							
Kroger Nashville	n/i	C		7.99																	value	
	n/i														3.49							

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**BEEF**

State	Supermarket	Brand	Key	Steaks for Grilling							Ground Beef (lean % where noted)								Cond.				
				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin	London Broil	73-75%		80% & Chuck		85-90%		92-95%		Sirloin	Patties		
				bone-in	bnls			bone-in	bnls			reg	value	reg	value	reg	value	reg				value	
KY (cont)	Lucky's Market	n/i						4.77													value		
		Piedmontese	A												4.99								
		Pasture One	A												4.99								
		Meijer	n/i													1.99					2.99	80%	
			Angus	C	9.99				8.99	5.99													
		Meijer	n/i																				
		Piggly Wiggly Hcnh	Black Canyon			5.98																value	
			n/i											1.88		2.88						value	
		Remke Markets	Star Ranch	C					5.88													value	
			Star Ranch	C							3.99												
			n/i													2.99							
		Save-a-Lot	n/i			7.99										2.49							
		Super Dollar	n/i											1.99									
		SuperVALU Stores	n/i																				
			Angus Farms	C		10.99																	
		TC Grocery	n/i										2.29	1.98									
			n/i	S		7.99																value	
	The Fresh Market	n/i	C					12.99						2.99		3.99							
	Trader Joe's	Trader Joe's	O													7.49							
	United Grocery	Black Canyon	C			5.99	5.99																
		n/i				3.99	3.99						1.99								2.49	75%	
	ValuMarket	n/i	S		8.99																		
	Walmart	Angus																			4.20	80%	
	Whole Foods MdAt	n/i	A							8.99													
MS	AG Baton Rouge	n/i			8.99										2.99								
	ALDI	n/i	C	8.99																			
	Corner Market	Angus	C																				
	Dollar General Mkt	Great American		4.95				4.95															
		n/i																			3.95	80%	
	Food Giant	n/i																			2.98	75%	
		Black Canyon	C																			6.98	value
	Greer's Market	Black Angus	S			6.27																value	
	n/i				4.45																value		
	Grocery Depot	n/i											1.88								2.37	75%	

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

**Labor Day 2016**

prices in \$US per pound unless otherwise noted.

**BEEF**

State	Supermarket	Brand	Key	Steaks for Grilling							Ground Beef (lean % where noted)								Cond.									
				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin	London Broil	73-75%		80% & Chuck		85-90%		92-95%		Sirloin	Patties							
				bone-in	bnls			reg	value			reg	value	reg	value	reg	value											
MS (cont)	Kroger Delta	n/i	C					5.99													value							
		n/i																										
	Mac's Fresh	n/i							4.99			1.99			3.49						2.99	75% value						
		Angus		C			8.99															3.49	80% value					
	Piggly Wiggly Hcnh	Black Canyon					5.98																					
		n/i																										
	Piggly Wiggly HGR	n/i							4.99																			
	Ramey's	Black Angus					7.98																value					
		n/i											1.98										2.98	80% value				
	Rouses	Texas Star			6.77																			value				
	Save-a-Lot	n/i					7.99									2.49												
	Superlo Foods	Angus		C			8.99																					
		n/i																										
	The Fresh Market	n/i		C					12.99								2.99		3.99									
Vowell's	n/i																											
	Black Canyon		S			8.99																	4.20	80% value				
Walmart	Angus																											
Winn-Dixie	n/i		C			7.99																		4.99				
	n/i		C			8.49																						
NC	ALDI	n/i	C	8.99																								
	Bi-Lo	Angus	C			8.99																			4.99	value		
	Carlie C's	n/i																								2.88		
		Carlie C's					3.98																				1.78	
		Carlie C's Angus		C			6.48																					
	Dollar General Mrkt	Great American			4.95				4.95																			
		n/i																									5.25	
	Earth Fare	n/i	G	8.99					8.99																		1.95	
		n/i	A	10.00																								
	Farm Fresh	n/i	C			6.99		6.99																				8.99
		Stockman & Dakota																										3.99
	Wild Harvest		O																								7.99	
Food Lion	n/i	C																									4.49	
	n/i	C																									4.99	

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**BEEF**

State	Supermarket	Brand	Key	Steaks for Grilling							Ground Beef (lean % where noted)								Cond.				
				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin	London Broil	73-75%		80% & Chuck		85-90%		92-95%		Sirloin	Patties		
				bone-in	bnls			bone-in	bnls			reg	value	reg	value	reg	value	reg				value	
NC <i>(cont)</i>	Food Lion	n/i												3.49							card		
	<i>(continued)</i>	n/i												3.69									
	Food Pride	n/i							3.99														
	Fresh Foods	n/i			4.99						1.89										value		
	Galaxy Food	n/i											2.58	2.28									
		Tender Ridge																					
	Great Valu Mrkts	Star Ranch			8.98	7.99	7.99															value	
		n/i													1.68						2.68	80%	
	Harris Teeter	n/i											2.92										
		HT Rancher			10.97	9.97	9.97								4.24			4.99				value	
		Reserve Angus	C							7.97													
		HT Naturals														6.99						7.99	90%
		DK Natural	O													8.99							
	Harvey's	n/i			5.99								1.79									value	
		Angus	C								4.49												
	IGA	Preferred Angus				5.99																value	
		Preferred Angus				6.99	6.99										2.49						
		Angus														2.79							
	Ingles	Ingles	C		8.98																		
		n/i																					
	Just \$ave Foods	n/i											1.78										
		Black Angus							6.98														
	Kroger MidAtlntc	n/i	C		7.99							3.99										value	
	n/i														3.49								
Lowe's Foods	n/i																						
	Angus	C								4.99													
Piggly Wiggly Rtl	n/i				5.99																		
Piggly Wiggly Strs	Preferred Angus	C		7.99																			
	n/i																						
Publix	Publix Premium	C	7.99	9.99																			
	Publix																				4.49	85%	
	Strauss	G																			6.29	93%	
	GreenWise	A						13.99														C	
Save-a-Lot	n/i				7.99										2.49								



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**BEEF**

State	Supermarket	Brand	Key	Steaks for Grilling							Ground Beef (lean % where noted)								Cond.					
				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin	London Broil	73-75%		80% & Chuck		85-90%		92-95%		Sirloin	Patties			
				bone-in	bnls			bone-in	bnls			reg	value	reg	value	reg	value	reg				value		
NC (cont)	The Fresh Market	n/i	C					12.99						2.99		3.99								
	Trader Joe's	Trader Joe's	O													7.49								
	United Grocery	Black Canyon	C			5.99	5.99														2.49	75%		
	Walmart	Angus				3.99	3.99					1.99									4.20	80%		
SC	ALDI	n/i	C	8.99																				
	Bi-Lo	Angus	C			8.99					4.99											value		
	Dollar General Mkt	Great American		4.95				4.95														3.95	80%	
	Earth Fare	n/i	G	8.99				8.99		5.25			1.95								3.99	3.99		
	Food Lion	n/i	A	10.00																			C	
		n/i	C		7.99																		card	
		n/i	C		9.99																		card	
	Galaxy Food	n/i												3.49									card	
	Harris Teeter	n/i							6.98															
		HT Rancher					10.97	9.97	9.97															value
		Reserve Angus	C								7.97													value
	Harvey's	HT Naturals															6.99						7.99	90%
		DK Natural	O														8.99							value
	IGA	Angus	C				5.99						1.79											value
		Preferred Angus						5.99																value
	Ingles	Preferred Angus						6.99	6.99															
		Angus																						
Kroger Atlanta	Ingles	C				8.98																		
	n/i																							
Lowe's Foods	n/i	C	6.99	8.99																			value	
	Angus	C									4.99										4.99			

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**BEEF**

State	Supermarket	Brand	Key	Steaks for Grilling							Ground Beef (lean % where noted)								Cond.				
				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin	London Broil	73-75%		80% & Chuck		85-90%		92-95%		Sirloin	Patties		
				bone-in	bnls			bone-in	bnls			reg	value	reg	value	reg	value	reg				value	
SC <i>(cont)</i>	Piggly Wiggly Car	Angus	C	7.99																3.69	80%		
		n/i	S	8.99																			
	Publix	Publix Premium	C	7.99	9.99																4.49	85%	
		Publix	G																		6.29	93%	
		GreenWise	A					13.99														C	
	Quality Foods	n/i						5.99				1.99											
	Save-a-Lot	n/i			7.99								2.49										
	The Fresh Market	n/i	C					12.99						2.99		3.99							
	Trader Joe's	Trader Joe's	O													7.49							
Walmart	Angus																			4.20	80%		
TN	ALDI	n/i	C	8.99																			
	Cash Saver	Angus	C						4.48														
	Chappell's	n/i										1.78											
		Chappell's	C		7.98																	value	
	Dollar General Mrkt	Great American		4.95				4.95															
		n/i							5.25				1.95									3.95	80%
	E.W. James	n/i										1.98										2.68	73%
		Black Canyon			7.98																		value
	Earth Fare	n/i	G	8.99				8.99									3.99				3.99		
		n/i	A	10.00																			C
	Food City	Food City												2.99									
		Angus	C	9.99											2.88								
	Food Country	n/i																				2.49	75%
		n/i																				3.29	80%
		Butcher's Best							5.98	4.98												3.98	
Food Giant	n/i											1.98									2.98	75%	
	Black Canyon	C						6.98														value	
Food Lion	n/i	C		7.99																		4.49	card
	n/i	C		9.99																			4.99
	n/i																						
	n/i																						
Food Rite	Food Rite											1.99			3.49								card
	Black Canyon			10.00											3.69								

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**BEEF**

State	Supermarket	Brand	Key	Steaks for Grilling							Ground Beef (lean % where noted)								Cond.				
				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin	London Broil	73-75%		80% & Chuck		85-90%		92-95%		Sirloin	Patties		
				bone-in	bnls			bone-in	bnls			reg	value	reg	value	reg	value	reg				value	
TN <i>(cont)</i>	GFS Marketplace	Halpern's	C						5.99														
	H.G. Hill	Black Canyon	S		9.99																value		
			n/i									1.79									2.29	75%	
		Harris Teeter	n/i									2.92											
			HT Rancher			10.97	9.97	9.97						4.24				4.99				value	
			Reserve Angus	C					7.97													7.99	90%
			HT Naturals												6.99								
			DK Natural	O											8.99								
		IGA Houchen's	n/i											2.49								2.99	80%
			n/i	S		10.00																	
			Laura's Lean	A														6.99					
		Ingles	Ingles	C		8.98																	
			n/i												2.48								
		Kroger Delta	n/i	C					5.99														value
			n/i												3.49								
		Kroger MidAtIntc	n/i	C		7.99																	value
			n/i												3.49								
		Kroger Nashville	n/i	C		7.99																	value
			n/i												3.49								
		Lucky's	Black Canyon			9.88																	
			n/i												1.98								
	Osborne's	n/i			8.99									1.99									
	Publix	Publix Premium	C	7.99	9.99																		
		Publix																				4.49	85%
		Strauss	G																			6.29	93%
		GreenWise	A					13.99															C
	Save-a-Lot	n/i				7.99										2.49							
	Shop-Rite	n/i												1.79									
		Sterling Silver			8.99																		
	Sprout's	Old Tyme	C			5.99	5.99																
		n/i															3.99						
	Super Dollar	n/i												1.99									
	Superlo Foods	Angus	C		8.99																		
		n/i												1.79									

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**BEEF**

State	Supermarket	Brand	Key	Steaks for Grilling							Ground Beef (lean % where noted)								Cond.				
				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin	London Broil	73-75%		80% & Chuck		85-90%		92-95%		Sirloin	Patties		
				bone-in	bnls			bone-in	bnls			reg	value	reg	value	reg	value	reg				value	
TN <i>(cont)</i>	TC Grocery	n/i									2.29	1.98											
		n/i	S		7.99																	value	
	The Fresh Market	n/i	C					12.99						2.99		3.99							
	Tietgen's	n/i		6.99	8.99							1.99											
	Trader Joe's	Trader Joe's	O													7.49							
	United Grocery	Black Canyon	C			5.99	5.99															2.49	75%
		n/i				3.99	3.99						1.99									4.20	80%
	Walmart	Angus																					
VA	ALDI	n/i	C	8.99																			
	Associated	n/i	C												3.49								
	Dollar General Mrkt	Great American		4.95				4.95															
		n/i							5.25			1.95										3.95	80%
	Farm Fresh	n/i	C			6.99	6.99					2.79											
		Stockman & Dakota									3.99												
		Wild Harvest	O													7.99						7.99	85%
	Food City	Food City														2.99							
		Angus	C	9.99																			
	Food Country	n/i														2.88						2.49	75%
		n/i																				3.29	80%
		Butcher's Best							5.98	4.98												3.98	
	Food Lion	n/i	C		7.99						4.49												card
		n/i	C		9.99						4.99												card
		n/i												3.49									
		n/i												3.69									
	Galaxy Food	n/i												2.58	2.28								
	Tender Ridge							6.98															
Giant Food	Butcher Shop	C			5.99	5.99	8.99															value	
	Butcher Shop	C			6.99	6.99	9.99																
	n/i															2.99						4.49	85%
Grant's	Black Canyon										1.79	2.99											
Great Valu Mrkts	Star Ranch			8.98	7.99	7.99																value	
	n/i															1.68						2.68	80%
Harris Teeter	n/i										2.92												
	HT Rancher			10.97	9.97	9.97											4.99					value	

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

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**BEEF**

State	Supermarket	Brand	Key	Steaks for Grilling							Ground Beef (lean % where noted)								Cond.					
				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin	London Broil	73-75%		80% & Chuck		85-90%		92-95%		Sirloin	Patties			
				bone-in	bnls			bone-in	bnls			reg	value	reg	value	reg	value	reg				value		
VA <i>(cont)</i>	Harris Teeter <i>(continued)</i>	Reserve Angus	C						7.97															
		HT Naturals													6.99						7.99	90%		
		DK Natural	O											8.99										
		Ingles	C		8.98																			
		n/i													2.48									
		Kroger MidAtlntc	C		7.99						3.99												value	
		n/i													3.49									
		Lowe's Foods																4.99						
		Angus	C							4.99					2.99									
		Martin's				5.88	5.88	8.99															value	
		Butcher Shop	C			6.99	6.99	9.99																
		Butcher Shop	C												2.99							4.49	85%	
		n/i																						
		Piggly Wiggly Rtl					5.99						1.99											
		Piggly Wiggly Strs																						
		Preferred Angus	C		7.99																			
		n/i													1.99									
		Publix																						
		Publix Premium	C		7.99	9.99																		
		Publix																					4.49	85%
	Strauss	G																				6.29	93%	
	GreenWise	A						13.99															C	
	Safeway Eastern													0.99									L2	
	n/i													2.97										
	n/i																							
	n/i	C		9.99																				
	n/i	C																					value	
	O Organics	O															6.99							
	Save-a-Lot					7.99																		
	Shop'n Save																							
	n/i	C																					value	
	Shoppers																						value	
	n/i	S																						
	n/i																							
	Wild Harvest	G																					5.99	85%
	Super Dollar																							
	n/i													1.99										
	The Fresh Market																							
	n/i	C																						
	Trader Joe's																							
	Trader Joe's	O																						
	Walmart																						4.20	80%
	Angus																							

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**BEEF**

State	Supermarket	Brand	Key	Steaks for Grilling							Ground Beef (lean % where noted)								Cond.					
				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin	London Broil	73-75%		80% & Chuck		85-90%		92-95%		Sirloin	Patties			
				bone-in	bnls			bone-in	bnls			reg	value	reg	value	reg	value	reg				value		
VA (cont)	Wegman's	Wegman's		11.99				9.99						3.99	2.49	4.49	2.99				4.79	80%		
		Wegman's Angus												6.49										
		Wegman's																			5.89	5.99	90%	
		Wegman's		O	15.59				16.29		15.19											6.99	7.49	80%
		Weis Markets	n/i						5.77													4.49	5.69	
		n/i	C							4.99														
	Weis		A											4.99										
	Whole Foods MdAt	n/i	A							8.99														
WV	ALDI	n/i	C	8.99																				
	Dollar General Mrkt	Great American		4.95				4.95																
		n/i								5.25				1.95								3.95	80%	
	Food Fair	Black Canyon		7.99											2.88									
	Food Lion	n/i	C		7.99						4.49												card	
		n/i	C		9.99						4.99													
		n/i													3.49								card	
		n/i													3.69									
	Foodland	n/i									3.19			1.99			3.99							
	Galaxy Food	n/i													2.58	2.28								
		Tender Ridge							6.98															
	Giant Eagle	n/i																						
		Market District		C		7.99	8.49																	
	Grant's	Black Canyon												1.79	2.99									
	Great Valu Mrkts	Star Ranch			8.98	7.99	7.99																value	
		n/i														1.68							2.68	80%
	Kroger Columbus	Private Selection		C					6.99															value
Kroger MidAtlntc	n/i		C	7.99						3.99													value	
	n/i														3.49								value	
Martin's	Butcher Shop		C		5.88	5.88	8.99																value	
	Butcher Shop		C		6.99	6.99	9.99																	
	n/i															2.99							4.49	85%
Piggly Wiggly Strs	Preferred Angus		C	7.99																				
	n/i												1.99											
Riesbeck's	n/i																						3.29	80%
	Hereford							6.99																

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**BEEF**

State	Supermarket	Brand	Key	Steaks for Grilling							Ground Beef (lean % where noted)								Cond.				
				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin	London Broil	73-75%		80% & Chuck		85-90%		92-95%		Sirloin	Patties		
				bone-in	bnls			bone-in	bnls			reg	value	reg	value	reg	value	reg				value	
WV (cont)	Save-a-Lot	n/i				7.99																	
	Shop'n Save	n/i																					
		n/i	C																			value	
	Sparkle Market	n/i	C			6.99	6.99		6.98													value	
		n/i																				4.99	80%
	Walmart	n/i																				5.49	90%
	Weis Markets	Angus																				4.20	80%
		n/i																					
	Weis		C																				
			A											4.99									

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**BEEF**

State	Supermarket	Brand	Key	Steaks for Grilling							Ground Beef (lean % where noted)								Cond.			
				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin	London Broil	73-75%		80% & Chuck		85-90%		92-95%		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>	Affiliated Midwest	n/i																				
		n/i	C					6.99						1.98		3.29						
		Chairman Reserve	C		9.88																	
	ALDI	n/i	C	8.99																		
	Family Foods	n/i											2.39	1.99								
		Angus Pride	C					9.58														
	Fareway	n/i	C	8.99				8.99														
		n/i														3.19	2.99					
	Food Pride	n/i												1.99		2.39						
		n/i	C		8.99	7.99																
	Fresh Thyme	n/i						4.99								3.99						
		n/i	C					5.99														
	Hy-Vee	n/i												1.98	3.99		4.99			4.80	85%	
		Angus Reserve	C		9.99			13.99	3.99													
		Strauss	G												5.99					6.99	85%	
	Jewel-Osco	n/i	C	5.99				5.99													L4	
		n/i	C	10.99	11.99			10.99														
		n/i														4.99						
		Open Nature	G					15.99														
	Lucky's Market	n/i						4.77													value	
		Piedmontese	A												4.99							
		Pasture One	A												4.99							
	Maynard's	Star Ranch	S			6.99																
	Natural Grocers	Crystal River	G										7.19									
	No Frills	n/i												2.49								
		Tender Ridge			8.99				4.99													
	Price Chopper	KC Pride						9.60							1.77							
	Quillin's	n/i													2.49							
		Chairman's Reserve	C					7.99														
	Save-a-Lot	n/i				7.99								2.49								
	Schnuck's	n/i	S		8.99																	
		Angus	C		10.99																	



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**BEEF**

State	Supermarket	Brand	Key	Steaks for Grilling							Ground Beef (lean % where noted)								Cond.					
				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin	London Broil	73-75%		80% & Chuck		85-90%		92-95%		Sirloin	Patties			
				bone-in	bnls			bone-in	bnls			reg	value	reg	value	reg	value	reg				value		
IA <i>(cont)</i>	Sunshine Foods	n/i	C					7.99		4.99														
	Sunshine's Own													2.49										
	Super Saver	n/i									1.78									3.48	80%			
	Laura's Lean		O											7.98										
	Thriftway Stores	n/i						9.59						1.99							2.99	80%		
Trader Joe's	Trader Joe's		O										7.49											
Walmart	Angus																				4.20	80%		
IL	Affiliated Midwest	n/i																						
	ALDI	n/i	C	8.99																				
	Angelo Caputo	Angus												2.29								2.49	80%	
	Piedmontese		C											4.99										
	Berkot's	n/i	C				5.99																	
	Berkot's													3.79		3.99								
	Borowiak's IGA	TableRite				6.98																	value	
	n/i														1.98		2.98							
	Brookhaven	n/i	C					8.99																
	n/i													2.79	2.49							2.99	80%	
	Butera Market	n/i					3.99													2.99			L2	
	n/i								4.99														value	
	n/i								5.29				2.39	2.29	2.99	2.69	3.19	2.89					3.99	90%
	n/i																							
	County Market	Angus	C	10.99	12.99	6.99																		
	n/i													1.98										
	Rancher's Legend		C		9.99	11.99																		
Cub Foods	n/i	C			7.99																		value	
n/i														3.49										
El Guero	n/i	C							4.29							2.99								
Fairplay Foods	n/i	C			5.99	6.29																		
n/i				4.99										2.99										
Fareway	n/i	C		8.99				8.99																
n/i															3.19	2.99								
Food 4 Less	n/i			7.99																			value	
Food Pride	n/i													1.99		2.39								
n/i		C		8.99	7.99																			

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**BEEF**

State	Supermarket	Brand	Key	Steaks for Grilling							Ground Beef (lean % where noted)								Cond.							
				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin	London Broil	73-75%		80% & Chuck		85-90%		92-95%		Sirloin	Patties					
				bone-in	bnls			bone-in	bnls			reg	value	reg	value	reg	value	reg				value				
IL <i>(cont)</i>	Fresh Thyme	n/i						4.99																		
		n/i	C						5.99																	
	Garden Fresh	n/i																				2.49	73%			
		Sterling Silver		C			7.99	7.99																		
	GFS Marketplace	Halpern's		C																						
	Heinen's	Heinen's		A	9.99																					
		Heinen's		O																						
	Hy-Vee	n/i													1.98	3.99							4.80	85%		
		Angus Reserve		C			9.99																			
		Strauss		G																				6.99	85%	
	IGA Houchen's	n/i																						2.99	80%	
		n/i		S			10.00																			
		Laura's Lean		A																						
	Jewel-Osco	n/i		C	5.99				5.99																L4	
		n/i		C	10.99	11.99																				
		n/i																								
		Open Nature		G																						
	Jimenez	n/i																								
	Kirby Foods IGA	TableRite					7.99	8.19																	2.89	85%
	Kroger Central	n/i					5.99																		value	
	Kroger Louisville	n/i		C			7.99																		value	
		n/i																								
	Mariano's	Black Angus		C																						
	Meijer	n/i																								
		Angus		C	9.99																					
		Meijer																								
	Mrs. Green's	Pineland Farms		A																						
Pete's Market	n/i																									
	Black Angus		C	7.99		6.99	7.49																			
	Strauss		G			19.99																				
Piggly Wiggly MW	n/i																									
	Angus		C																							
Save-a-Lot	n/i																									

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**BEEF**

State	Supermarket	Brand	Key	Steaks for Grilling							Ground Beef (lean % where noted)								Cond.					
				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin	London Broil	73-75%		80% & Chuck		85-90%		92-95%		Sirloin	Patties			
				bone-in	bnls			bone-in	bnls			reg	value	reg	value	reg	value	reg				value		
IL (cont)	Schuettes	n/i																						
	Schuettes	L			6.87																	C		
	Shop & Save	Black Angus	C		5.99	5.99																		
		n/i	C					6.99																
		n/i																						
	Shop'n Save	Angus	C					5.99															value	
	Schnuck's	n/i	S		8.99																			
		Angus	C		10.99																			
	Strack & VanTil	Angus	C					6.99		7.99	4.99													
		n/i																					4.99	
	Sullivan's	n/i																						
		n/i	C		9.98																			
	Sunset Foods	Angus	C																					
		Sunset																					4.99	
	The Fresh Market	n/i	C					12.99						2.99		3.99								
	Tony's Finer Food	n/i			3.99																			
		Angus	C		5.99	6.99					5.99													
	Trader Joe's	Trader Joe's	O																					
	Treasure Island	Sterling Silver	C																				4.99	
	Ultra Foods	n/i	C			5.98	6.98																	
	n/i																							
	Angus	C																						
Valli's	Black Angus	C						7.99																
	n/i																							
Walmart	Angus																					4.20		
Walt's Food Cntr	Walt's																					3.49		
	Chairman Reserve	C		13.99		11.99																		
	Hereford	C																				6.99		
IN	ALDI	n/i	C	8.99																				
	Al's Supermarket	Chairman Reserve	C		10.00																			
		n/i																						
	Dollar General Mkt	Great American		4.95					4.95															
	n/i									5.25												3.95		
												1.95										80%		

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				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin	London Broil	73-75%		80% & Chuck		85-90%		92-95%		Sirloin	Patties	
				bone-in	bnls			bone-in	bnls			reg	value	reg	value	reg	value	reg				value
IN (cont)	Earth Fare	n/i	G	8.99				8.99									3.99		3.99			
		n/i	A	10.00																	C	
	Food 4 Less	n/i		7.99																	value	
	Fresh Encounter	n/i										1.99									L4	
		n/i																			3.49	
		Angus Beef	C					5.99														L4
		Angus Beef	C						4.99													
	Fresh Thyme	n/i						4.99							3.99							
		n/i	C						5.99													
	GFS Marketplace	Halpern's	C						5.99													
	Harding's	Harding's										1.99										
		Tender Ridge	C			6.99																
	Harvest	n/i				5.99																
	Holiday Foods	n/i				7.99	7.99															
	IGA Houchen's	n/i												2.49							2.99	80%
		n/i	S		10.00																	
		Laura's Lean	A															6.99				
	IGA SpartanNash	n/i	C	7.99						5.39					2.29						2.79	80%
	Jay C	n/i	C		6.99																	value
		n/i													2.99							
	Jewel-Osco	n/i	C	5.99				5.99														L4
	n/i	C	10.99	11.99				10.99														
	n/i																4.99					
	Open Nature	G						15.99														
Kirby Foods IGA	TableRite				7.99	8.19									2.69					2.89	85%	
Kroger Central	n/i				5.99								2.99								value	
Kroger Cincinnati	n/i	C	6.99				6.99						1.99									
Kroger Louisville	n/i	C		7.99																	value	
	n/i																					
Lucky's Market	n/i						4.77					2.49									value	
	Piedmontese	A												4.99								
	Pasture One	A												4.99								
Marsh	Marsh	C			5.98	5.98	5.98														L2	
	Marsh	C			6.98	6.98	6.98															

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				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin	London Broil	73-75%		80% & Chuck		85-90%		92-95%		Sirloin	Patties			
				bone-in	bnls			bone-in	bnls			reg	value	reg	value	reg	value	reg				value		
IN <i>(cont)</i>	Martin's	Martin's																						
		Martin's	C					8.99									2.99							
		Meijer	n/i											1.99								2.99	80%	
			Angus	C	9.99				8.99	5.99														
			Meijer																					
		Miller's Markets	n/i			4.99	5.29																	value
			Hereford							5.99														
		New Market	Black Angus	C		9.99	7.99		9.99															value
			n/i															3.49						
		Save-a-Lot	n/i			7.99									2.49									
		Schnuck's	n/i	S		8.99																		
			Angus	C		10.99																		
		Strack & VanTil	Angus	C					6.99	7.99	4.99											4.99		
			n/i																					
		The Fresh Market	n/i	C					12.99					2.99		3.99								
	Trader Joe's	Trader Joe's	O												7.49									
	Ultra Foods	n/i	C			5.98	6.98																	
		n/i											1.88											
		Angus	C							4.89														
	Walmart	Angus																				4.20	80%	
	Walt's Food Cntr	Walt's												2.79								3.49	80%	
		Chairman Reserve	C		13.99		11.99																	
		Hereford	C																					
	Wesselman's	n/i			8.99																			
MI	Affiliated Midwest	n/i															3.29							
	ALDI	n/i	C	8.99																				
	Busch's	Creekstone	A	7.99	9.99																			
		n/i													1.99									
		n/i													4.79							3.49	85%	
		D&W Fresh	Preferred Angus	C		8.99				4.99														value
			n/i															3.99						
	Earth Fare	n/i	G	8.99				8.99									3.99				3.99			
		n/i	A	10.00																			C	

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State	Supermarket	Brand	Key	Steaks for Grilling							Ground Beef (lean % where noted)								Cond.				
				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin	London Broil	73-75%		80% & Chuck		85-90%		92-95%		Sirloin	Patties		
				bone-in	bnls			bone-in	bnls			reg	value	reg	value	reg	value	reg				value	
MI <i>(cont)</i>	Family Fare	n/i																					
	Tender Ridge						8.99	3.99															
	Food Pride	n/i												2.39							2.79	80%	
	Angus Pride			7.99					5.39														
	Fresh Thyme	n/i					4.99									3.99							
	n/i		C					5.99															
	GFS Marketplace	Halpern's		C					5.99														
	Glory Supermarket	n/i			5.88	5.88						1.78											
	Harding's	Harding's										1.99											
	Tender Ridge			C		6.99																	
	Hollywood Mrkt	Chairman's Reserve		C					6.99														
	Hollywood														2.99								
	Kroger Central	n/i			5.99										2.99								value
	Kroger Columbus	Private Selection		C					6.99														value
	Kroger Michigan	n/i		C		5.99																	value
	n/i											1.77											
	Lucky's Market	n/i						4.77															value
	Piedmontese			A											4.99								
	Pasture One			A											4.99								
	Martin's	Martin's														2.99							
	Martin's			C					8.99														
	Meijer	n/i													1.99							2.99	80%
	Angus			C	9.99				8.99	5.99													
Meijer																	4.99						
Pat's Foods IGA	n/i															3.29							
Angus			C		7.99																		
Plumbs/Duthlers	n/i				3.99	4.49								2.79							3.99	85%	
Polly's Market	n/i		C					6.97							3.57						3.99	85%	
Ric's Food Center	n/i													2.99									
n/i			C						5.99														
Save-a-Lot	n/i				7.99									2.49									
Spartan Stores	n/i													2.38									
Chairman's Reserve								7.99															

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

prices in \$US per pound unless otherwise noted.

**Labor Day 2016**

**BEEF**

State	Supermarket	Brand	Key	Steaks for Grilling							Ground Beef (lean % where noted)								Cond.			
				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin	London Broil	73-75%		80% & Chuck		85-90%		92-95%		Sirloin	Patties	
				bone-in	bnls			bone-in	bnls			reg	value	reg	value	reg	value	reg				value
MI <i>(cont)</i>	Super One Foods	Black Angus	C			6.96	7.97							2.69								
		Creekstone	A														6.96			3.49	85%	
		n/i																				
		Grass Run Farms	G												6.46					2.99	80%	
		Tadych's	Tadych's												2.49							
			Angus Pride	C		7.99					5.49											
			Nature Source	C																		
		Tom's/Olson's	n/i												2.79							
			n/i	C																		value
		Trader Joe's	Trader Joe's	O													7.49					
	Valuland	n/i												2.49								
	VG's Grocery	n/i												2.39								
	Walmart	VG's Angus Angus	C																		4.20	80%
MN	Affiliated Midwest	n/i																				
		n/i	C												6.99							
		Chairman Reserve	C		9.88																	
		ALDI	n/i	C	8.99																	
		Ca\$h Wi\$e	n/i																			
			Hereford																			
		Coborn's	n/i																			
			Hereford																			
		Cub Foods	n/i	C			7.99															
			n/i																			
		Econofoods	n/i																			
			Angus Pride																			
		Family Fare	n/i																			
			Angus Pride																			
	Family Fresh	Angus Pride	C																			
		n/i																				
	Fareway	n/i	C	8.99																		
		n/i																				
	Festival	Black Angus	C			7.99	8.99															
														3.19	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.

**BEEF**

State	Supermarket	Brand	Key	Steaks for Grilling							Ground Beef (lean % where noted)								Cond.			
				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin	London Broil	73-75%		80% & Chuck		85-90%		92-95%		Sirloin	Patties	
				bone-in	bnls			bone-in	bnls			reg	value	reg	value	reg	value	reg				value
MN <i>(cont)</i>	Food Pride	n/i												2.39						2.79	80%	
	Angus Pride			7.99					5.39													
	Fresh Thyme	n/i						4.99								3.99						
	Hornbacher's	n/i	C						5.99						1.99							
		Stockman & Dakota				9.99			6.99	8.99	6.99											
	Hugo's	Hugo's																2.88				
	Hy-Vee	Angus Pride	C		8.98										1.98	3.99		4.99			4.80	85%
		Angus Reserve	C			9.99				13.99	3.99											
	Kowalski's	Strauss	G														5.99				6.99	85%
		n/i	A							21.99												Prime
	Lunds & Byerlys	Premium Choice	C								3.99											
		n/i																				
		Reserve	C																			aged
	Marketplace	Grass Fed	G		25% off																	
		n/i																				
		Angus Pride					7.98	8.68														value
	Maynard's	Star Ranch	S			6.99																
	Natural Grocers	Crystal River	G										7.19									
	Quillin's	n/i													2.49							
		Chairman's Reserve	C							7.99												
	Rainbow Foods	n/i	C			7.99																
Save-a-Lot	n/i				7.99									2.49								
Sun Mart	n/i													1.99								
Sunshine Foods	Angus Pride																					
	n/i	C								7.99	4.99											
Super One Foods	Sunshine's Own													2.49								
	Black Angus	C			6.96	7.97								2.69								
SuperVALU Stores	Creekstone	A																				
	n/i																				3.49	85%
	Grass Run Farms	G													6.46							
SuperVALU Stores	n/i													2.49			3.29					
	Angus Farms	C		7.99	10.99																	



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

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**BEEF**

State	Supermarket	Brand	Key	Steaks for Grilling							Ground Beef (lean % where noted)								Cond.					
				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin	London Broil	73-75%		80% & Chuck		85-90%		92-95%		Sirloin	Patties			
				bone-in	bnls			bone-in	bnls			reg	value	reg	value	reg	value	reg				value		
MN (cont)	Teal's Market	Angus Pride						8.99																
	Trader Joe's	Trader Joe's	O											7.49										
	Walmart	Angus																		4.20	80%			
ND	Albertsons Mntn	Double R Ranch	C	6.88	8.99						4.99										value			
		n/i	C							5.99														
		n/i																			2.99	L1		
		Stone's																			3.99	80%		
		Stone's																			4.99	93%		
		Ca\$h Wi\$e	n/i											1.98										
		Hereford						8.00																
		Dan's	Angus Pride	C		7.99					4.99												value	
		n/i																						
		Family Fare	n/i												1.97									
		Food Pride	Angus Pride						8.99															
		n/i													2.39								2.79	80%
		Angus Pride			7.99						5.39													
		Hornbacher's	n/i												1.99									
		Stockman & Dakota				9.99		6.99	8.99	6.99														
	Hugo's	Hugo's															2.88							
	Angus Pride		C	8.98																				
	Leever's	n/i												2.79	1.99							3.49	85%	
	Marketplace	n/i																						
	Angus Pride					7.98	8.68																value	
	Natural Grocers	Crystal River	G										7.19											
	SuperVALU Stores	n/i													2.49	3.29								
	Angus Farms		C	7.99	10.99					9.99														
	Teal's Market	Angus Pride						8.99																
	Walmart	Angus																					4.20	80%
NE	Affiliated Midwest	n/i												1.98		3.29								
		n/i	C							6.99														
		Chairman Reserve	C		9.88																			
		ALDI	n/i	C	8.99																			
		Apple Market	n/i						6.99															value
	n/i																						2.49	80%

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prices in \$US per pound unless otherwise noted.

**BEEF**

State	Supermarket	Brand	Key	Steaks for Grilling							Ground Beef (lean % where noted)								Cond.				
				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin	London Broil	73-75%		80% & Chuck		85-90%		92-95%		Sirloin	Patties		
				bone-in	bnls			bone-in	bnls			reg	value	reg	value	reg	value	reg				value	
NE <i>(cont)</i>	Bag'n Save	n/i												2.49									
		Tender Ridge							4.99														
	Baker's	n/i	C	6.99	8.99				8.99														
		Sterling Silver												2.99									
	Family Fare	n/i												1.97									
		Angus Pride								8.99													
	Fareway	n/i	C	8.99						8.99													
		n/i														3.19	2.99						
	Food Pride	n/i													2.39							2.79	80%
		Angus Pride			7.99					5.39													
	Fresh Thyme	n/i						4.99															
		n/i	C							5.99													
	Hy-Vee	n/i												1.98	3.99		4.99					4.80	85%
		Angus Reserve				9.99				13.99	3.99												
		Strauss		G											5.99							6.99	85%
	Natural Grocers	Crystal River		G										7.19									
	Russ's Markets	1881 Omaha Hfrd		C			6.99																local
		n/i																					
Safeway Denver	n/i		C	5.67						4.88	3.88											value	
	n/i													2.88									
Sun Mart	n/i													1.99									
	Angus Pride								8.99														
Super Saver	n/i											1.78									3.48	80%	
	Laura's Lean		O												7.98								
Thriftway Stores	n/i								9.59					1.99								2.99	80%
Trader Joe's	Trader Joe's		O												7.49								
Walmart	Angus																					4.20	80%
OH	Acme Fresh Mrkt	Acme Fresh												2.89									
		Angus							9.99														value
		Angus									4.99												
	ALDI	n/i	C	8.99																			
Buehler's	Angus						9.99							2.99							3.49	85%	

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**BEEF**

State	Supermarket	Brand	Key	Steaks for Grilling							Ground Beef (lean % where noted)								Cond.					
				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin	London Broil	73-75%		80% & Chuck		85-90%		92-95%		Sirloin	Patties			
				bone-in	bnls			bone-in	bnls			reg	value	reg	value	reg	value	reg				value		
OH (cont)	Chief Supermarket	n/i												1.99								L4		
		n/i																				85% value		
		Premium Angus	C					5.99		4.99														
	Dave's Markets	n/i	C					7.99														4.99	80%	
		n/i																						
	Dollar General Mkt	Great American			4.95					4.95													4.99	80%
		n/i																						
	Earth Fare	n/i	G		8.99					8.99			1.95										3.95	80%
		n/i	A		10.00																			C
	Fishers Foods	n/i													2.49									
		Black Angus	C					12.99		7.99														
		Simply Essentials	A					13.99																
		Laura's Lean	O													6.99								
	Food Fair	Black Canyon			7.99										2.88									
	Foodland	n/i												1.99										
	Fresh Encounter	n/i												1.99										L4
		n/i																					3.49	80%
		Angus Beef	C							5.99														L4
		Angus Beef	C								4.99													
	Fresh Thyme	n/i								4.99														
		n/i													5.99									
	Geyer's	Black Angus	C		7.98						5.99													
		n/i														2.48								
	GFS Marketplace	Halpern's	C								5.99													
	Giant Eagle	n/i													2.99									
		Market District	C				7.99		8.49															
	Heinen's	Heinen's	A		9.99																			
		Heinen's	O								9.99													
IGA SpartanNash	n/i	C		7.99						5.39					2.29								2.79	80%
Kroger Central	n/i					5.99									2.99								value	
Kroger Cincinnati	n/i	C		6.99						6.99					1.99									
Kroger Columbus	Private Selection	C																					value	
Kroger MidAtlntc	n/i	C				7.99																	value	
	n/i														3.49									

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**BEEF**

State	Supermarket	Brand	Key	Steaks for Grilling							Ground Beef (lean % where noted)								Cond.			
				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin	London Broil	73-75%		80% & Chuck		85-90%		92-95%		Sirloin	Patties	
				bone-in	bnls			bone-in	bnls			reg	value	reg	value	reg	value	reg				value
OH (cont)	Lucky's Market	n/i						4.77													value	
		Piedmontese	A												4.99							
		Pasture One	A												4.99							
	Marc's	Pinebrook Valley																		2.99	80%	
	Marsh	Marsh	C		5.98	5.98	5.98															L2
		Marsh	C		6.98	6.98	6.98															
	Meijer	n/i												1.99						2.99	80%	
		Angus	C	9.99				8.99	5.99													
		Meijer															4.99					
	Piggly Wiggly Strs	Preferred Angus	C		7.99																	
		n/i										1.99										
	Remke Markets	Star Ranch	C					5.88														value
		Star Ranch	C								3.99											
		n/i													2.99							
	Riesbeck's	n/i																		3.29	80%	
		Hereford						6.99														
	Save-a-Lot	n/i			7.99										2.49							
	Shop'n Save	n/i													2.48							
		n/i	C						6.98													value
	Sparkle Market	n/i	C		6.99	6.99																value
	n/i																			4.99	80%	
	n/i																			5.49	90%	
SuperVALU Stores	Star Ranch	C		6.97					5.47													
	n/i													2.37								
	n/i															3.29						
	Angus Farms	C		10.99																		
The Anderson's	House of Meats				5.99	5.99																
The Fresh Market	n/i	C						12.99					2.99		3.99							
Thorne's Market	1893 Premium			9.99					4.99	3.99				2.49								
Trader Joe's	Trader Joe's	O													7.49							
Walmart	Angus																			4.20	80%	

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State	Supermarket	Brand	Key	Steaks for Grilling							Ground Beef (lean % where noted)								Cond.				
				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin	London Broil	73-75%		80% & Chuck		85-90%		92-95%		Sirloin	Patties		
				bone-in	bnls			bone-in	bnls			reg	value	reg	value	reg	value	reg				value	
OH (cont)	Weis Markets	n/i						5.77								4.49	5.69						
		n/i	C							4.99													
	Weis		A									4.99											
	Whole Foods MdAt	n/i	A							8.99													
SD	Affiliated Midwest	n/i												1.98		3.29							
		n/i	C					6.99															
		Chairman Reserve	C		9.88																		
	Buche Foods	n/i						7.98						1.98							2.99	80%	
		Gus's Grillers																					
	Coborn's	n/i												1.98									
		Hereford							8.00														
	Family Thrift	n/i												1.99									
		Angus Pride							8.99														
	Fareway	n/i	C	8.99					8.99														
		n/i																					
	Hy-Vee	n/i												1.98	3.99		4.99				4.80	85%	
		Angus Reserve	C		9.99				13.99	3.99													
		Strauss	G												5.99						6.99	85%	
	IGA Markets	n/i		6.99							3.29											value	
		n/i												2.99							3.99	85%	
	Ken's Super Fair	Ken's															2.99						
		n/i	C								5.99												
		Great American		5.33																			value
	Lynn's Dakotamart	Dakotamart Pride	C						7.99														value
		Dakotamart Pride	C						7.79														value
Maynard's	Star Ranch	S			6.99																		
Safeway Denver	n/i	C	5.67						4.88	3.88												value	
	n/i												2.88										
Sunshine Foods	n/i	C						7.99		4.99													
	Sunshine's Own												2.49										
SuperVALU Stores	n/i															3.29							
	Angus Farms	C		10.99																			
Teal's Market	Angus Pride							8.99															
Walmart	Angus																				4.20	80%	

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**BEEF**

State	Supermarket	Brand	Key	Steaks for Grilling							Ground Beef (lean % where noted)								Cond.					
				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin	London Broil	73-75%		80% & Chuck		85-90%		92-95%		Sirloin	Patties			
				bone-in	bnls			reg	value			reg	value	reg	value	reg	value							
WI	Affiliated Midwest	n/i												1.98		3.29								
	Affiliated Midwest	n/i												1.98		3.29								
		n/i	C						6.99															
		Chairman Reserve	C		9.88																			
	ALDI	n/i	C	8.99																				
	Econofoods	n/i												1.99										
		Angus Pride							8.99															
	Festival Foods	Festival	C	9.98																				
	Food Pride	n/i													2.39							2.79	80%	
		Angus Pride		7.99						5.39														
	Fox Bros.	Angus	C			6.99				3.99							3.49					3.49	80%	
	Fresh Thyme	n/i							4.99								3.99							
		n/i	C						5.99															
	GFS Marketplace	Halpern's	C							5.99														
	Gordy's	Tender Ridge							8.98															
	Hy-Vee	n/i												1.98	3.99		4.99					4.80	85%	
		Angus Reserve	C		9.99					13.99	3.99													
		Strauss	G												5.99							6.99	85%	
	Marketplace	n/i																3.48						
		Angus Pride				7.98	8.68																	value
	Marketplace WI	n/i													1.98									
		Hereford							8.00															
	Meijer	n/i													1.99							2.99	80%	
		Angus	C	9.99						8.99	5.99													
	Meijer																4.99							
Pat's Foods IGA	n/i															3.29								
	Angus	C			7.99																			
Pick'n Save/Copps	Black Angus	C			6.99			6.99															L4	
	n/i													2.99										
Piggly Wiggly MW	n/i													2.49		3.99								
	Angus	C			6.99					3.99														
Quillin's	n/i													2.49										
	Chairman's Reserve	C						7.99																
Save-a-Lot	n/i				7.99									2.49										

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**BEEF**

State	Supermarket	Brand	Key	Steaks for Grilling							Ground Beef (lean % where noted)								Cond.				
				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin	London Broil	73-75%		80% & Chuck		85-90%		92-95%		Sirloin	Patties		
				bone-in	bnls			bone-in	bnls			reg	value	reg	value	reg	value	reg				value	
WI (cont)	Schnuck's	n/i	S		8.99																		
		Angus	C		10.99																		
	Sendik's	Black Angus	C			8.99														3.99	85%		
		Pasture Premium	G						12.99														
		Sendik's												2.49									
	Sentry Foods	Sentry												2.99									
		Sentry Angus	C			6.99																L4	
	Shurfine Food	Black Canyon	C			6.98	7.28																
		n/i										1.98											
	Super One Foods	Black Angus	C			6.96	7.97								2.69								
		Creekstone	A														6.96						
		n/i																			3.49	85%	
		Grass Run Farms	G													6.46							
	SuperVALU Stores	n/i														2.49							
		Angus Farms	C		7.99																		
	Tadych's	Tadych's													2.49								
		Angus Pride	C			7.99																	
		Nature Source	C							5.49													
The Fresh Market	n/i	C						12.99						2.99		3.99							
Trader Joe's	Trader Joe's	O														7.49							
Trig's	Simply Essentials				8.99																		
	Trig's													2.69									
Walmart	Angus																				4.20	80%	
Woodman's	American Foods											1.99											

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**Labor Day 2016  
BEEF**

State	Supermarket	Brand	Key	Steaks for Grilling						Ground Beef (lean % where noted)								Cond.				
				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin	London Broil	73-75%		80% & Chuck		85-90%			92-95%		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						BOG2											value		
		n/i	C	6.99		6.99																
		n/i																				
	ALDI	n/i	C	8.99																		
	Bill's Fresh Market	Angus	C		8.99																	
	Brookshire's	n/i	S		5.99																	
		Angus	C	10.99				8.99						3.66								
		n/i																	3.99	80%		
	Cranford's	n/i	C		6.98																	
		n/i										1.88										
	Dollar General Mkt	Great American		4.95				4.95														
		n/i							5.25										3.95	80%		
	Edward's	n/i																				
		Angus			7.98	6.98														3.98		
	Food Giant	n/i																		2.98		
		Black Canyon	C					6.98												value		
	G&W Foods	n/i	C		10.98	7.98														2.98		
	Harp's	Harp's Angus	C					11.43														
		n/i																		3.69		
	Hay's	Angus	C		7.98															value		
		n/i																		2.98		
	Kroger Delta	n/i	C					5.99												value		
		n/i																				
	Mac's Fresh	n/i							4.99					1.99		3.49				2.99		
		Angus	C			8.99														value		
		n/i																		3.49		
	Natural Grocers	Crystal River	G												7.19							
	Piggly Wiggly Hcnh	Black Canyon				5.98														value		
		n/i																		1.88		
	Pyramid Foods	n/i	C					5.99												value		
		n/i																		2.99		
		Meyer	A						8.99											3.99		
																				4.99		



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**BEEF**

State	Supermarket	Brand	Key	Steaks for Grilling							Ground Beef (lean % where noted)								Cond.					
				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin	London Broil	73-75%		80% & Chuck		85-90%		92-95%		Sirloin	Patties			
				bone-in	bnls			bone-in	bnls			reg	value	reg	value	reg	value	reg				value		
AR <i>(cont)</i>	Rehkopf's	n/i	S		8.99																value			
		n/i	S									2.19												
	Save-a-Lot	n/i				7.99								2.49										
	Super 1 Foods	n/i	S					5.97							2.99									
		Angus	C												2.99									
	TC Grocery	n/i										2.29	1.98											
		n/i	S			7.99																		
The Fresh Market	n/i		C										2.99		3.99						value			
Walmart	Angus																				4.20	80%		
AZ	Albertsons SW	n/i																						
		n/i	C																					
		n/i	C																					
		n/i	C			5.77	5.77																value	
		O Organics	O		16.99				16.99								5.99							
	Basha's	n/i	C			4.97	6.47																value	
		n/i												2.37									value	
		n/i																				2.97	80%	
	El Super	n/i			4.99	4.99							1.99											
	Food City	n/i										1.57											L2	
	Fry's	n/i	C		5.97																		value	
		n/i													2.77									
		n/i	P			15.99																		
	IGA Family	n/i				3.97																		
	Los Altos	n/i				3.99							1.59											
	Lowe's	n/i							6.99				1.59										2.19	73%
	Natural Grocers	Crystal River	G											7.19										
	Safeway SW	n/i														1.99								
		n/i	C		7.99	7.99			4.97		BOG2	3.99												value
	Smart & Final	n/i																						
Smith's	n/i							4.99															value	
	Private Selection															2.99								
Sprout's	Old Tyme	C			5.99	5.99					4.99													
	n/i															3.99								

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BEEF

State	Supermarket	Brand	Key	Steaks for Grilling								Ground Beef (lean % where noted)								Cond.		
				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin	London Broil	73-75%		80% & Chuck		85-90%		92-95%			Sirloin	Patties
				bone-in	bnls			bone-in	bnls			reg	value	reg	value	reg	value	reg	value			
AZ	Trader Joe's	Trader Joe's	O																			
(cont)	Walmart	Angus																			4.20	80%
CO	Affiliated Foods	n/i						7.29				1.79	1.39									value
		n/i						6.99														
	Affiliated Midwest	n/i													1.98							
		n/i	C					6.99														
		Chairman Reserve	C																			
	Albertsons Mntn	Double R Ranch	C	6.88	8.99						4.99											value
		n/i	C							5.99												
		n/i																	2.99			L1
		Stone's																			3.99	80%
		Stone's																			4.99	93%
	Associated Foods	Angus	C	10.00						5.99												
		Stone's																	3.49			
		n/i	C			7.99				2.99												
	Clark's	Angus	C							7.49												
	Food King	n/i											1.25									
		n/i																				value
	King Soopers	n/i	C	5.77																		value
	Lowe's	n/i												1.59							2.19	73%
	Lucky's Market	Piedmontese	A							9.99												
		Pasture One	A							9.99												
	Natural Grocers	Crystal River	G												7.19							
	Ridley's	Stone's																			1.99	80%
		Hereford	C			7.98																value
	Safeway Denver	n/i	C	5.67						4.88	3.88											value
		n/i																				
	Save-a-Lot	n/i				7.99										2.88						
	Sprout's	Old Tyme	C			5.99	5.99				4.99					2.49						
		n/i																				
	Sun Mart	n/i													1.99							
		Angus Pride									8.99											
	Trader Joe's	Trader Joe's	O																			
																7.49						

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**BEEF**

State	Supermarket	Brand	Key	Steaks for Grilling							Ground Beef (lean % where noted)								Cond.			
				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin	London Broil	73-75%		80% & Chuck		85-90%		92-95%		Sirloin	Patties	
				bone-in	bnls			bone-in	bnls			reg	value	reg	value	reg	value	reg				value
<b>CO</b>	Walmart	Angus																		4.20	80%	
<i>(cont)</i>	Whole Foods Mntn	n/i			12.99																	
<b>KS</b>	Affiliated Foods	n/i						7.29			1.79	1.39										
		n/i						6.99													value	
	Affiliated Midwest	n/i												1.98		3.29						
		n/i	C					6.99														
		Chairman Reserve	C		9.88																	
	ALDI	n/i	C	8.99																		
	Apple Market	n/i						6.99													value	
		n/i																			2.49	
	Country Mart	n/i						6.99													value	
	Dillon's	n/i	C	6.99	8.99			8.99														
		Sterling Silver												2.99								
	Dollar General Mkt	Great American		4.95				4.95														
		n/i							5.25			1.95									3.95	
	G&W Foods	n/i	C		10.98	7.98															80%	
	Hen House	Hereford						9.60														
		n/i																			4.99	
	Homeland	n/i												1.99								
	Hy-Vee	n/i		7.99																		
		Red River Ranch																				
		n/i												1.98	3.99		4.99				4.80	
		Angus Reserve	C		9.99			13.99	3.99												85%	
		Strauss	G												5.99						6.99	
	Lowe's	n/i						6.99				1.59									2.19	
	Natural Grocers	Crystal River	G										7.19									
	Price Chopper	KC Pride						9.60							1.77							
	Save-a-Lot	n/i				7.99									2.49							
	Sprout's	Old Tyme	C			5.99	5.99			4.99												
		n/i																				
	Sun Fresh	n/i						6.99													value	
	Thriftway Stores	n/i						9.59							1.99						2.99	
	Trader Joe's	Trader Joe's	O													7.49					80%	
	Walmart	Angus																			4.20	
	Whole Foods Mntn	n/i			12.99																80%	

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**BEEF**

State	Supermarket	Brand	Key	Steaks for Grilling							Ground Beef (lean % where noted)								Cond.						
				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin	London Broil	73-75%		80% & Chuck		85-90%		92-95%		Sirloin	Patties				
				bone-in	bnls			bone-in	bnls			reg	value	reg	value	reg	value	reg				value			
KS (cont)	Wood's	Butcher's Pride	C					10.00	3.99																
		Butcher's Pride	S					6.88						2.88	3.49						3.28	80%			
LA	AG Baton Rouge	n/i			8.99									2.99											
	Albertsons Houston	n/i	C						BOG2													value			
		n/i	C	6.99		6.99																	value		
		n/i													2.99			3.99							
	Breaux Mart	n/i												2.99											
		Black Angus	C			8.99																			
	Brookshire's	n/i	S			5.99																			
		Angus	C	10.99					8.99						3.66										
		n/i																				3.99	80%		
	Dollar General Mkt	Great American		4.95				4.95																	
		n/i								5.25			1.95										3.95	80%	
	Kroger Dallas	n/i	S	4.97																				value	
		Private Selection																							
	Kroger Houston	n/i	S	4.97																				value	
		Private Selection																							
	LeBlanc's	Black Angus	C			8.99									2.99										
	Mac's Fresh	n/i								4.99			1.99		2.69								2.99	75%	
		Angus	C				8.99																3.49	80%	
		n/i																							
	Market Basket	Angus													1.97										
	MB Premium	S				6.99																		value	
Ramey's	Black Angus				7.98																			value	
	n/i											1.98										2.98	80%	value	
Rouses	Texas Star		6.77																					value	
Save-a-Lot	n/i					7.99								2.49											
Super 1 Foods	n/i	S																							
	Angus	C												2.99											
The Fresh Market	n/i	C						12.99							2.99		3.99								
Walmart	Angus																					4.20	80%	value	
Winn-Dixie	n/i	C				7.99																			
	n/i	C				8.49																			

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**BEEF**

State	Supermarket	Brand	Key	Steaks for Grilling							Ground Beef (lean % where noted)								Cond.				
				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin	London Broil	73-75%		80% & Chuck		85-90%		92-95%		Sirloin	Patties		
				bone-in	bnls			bone-in	bnls			reg	value	reg	value	reg	value	reg				value	
MO	Affiliated Midwest	n/i																					
	ALDI	n/i	C	8.99																			
	Apple Market	n/i							6.99												value		
		n/i																			2.49	80%	
	C&R Supermarket	n/i												1.88							2.49	80%	
		Star Ranch		S					6.98														value
	Country Mart	n/i								6.99													value
	County Market	n/i										1.98											
		Rancher's Legend		C		9.99	11.99																
	Food Giant	n/i										1.98										2.98	75%
		Black Canyon		C							6.98												value
	Fresh Thyme	n/i									4.99												
		n/i		C																			
		n/i		C																			
	G&W Foods	n/i		C		10.98	7.98																
	Gerbe's	n/i		C	6.99	8.99																	
		Sterling Silver																					
	Harp's	Harp's Angus		C							11.43												
		n/i																					
	Harter House	n/i		C							9.99												
		n/i																					
Hay's	Angus		C		7.98																	value	
	n/i																					2.98	80%
Hen House	Hereford									9.60													
	n/i																						
Hy-Klas Foods	n/i																					value	
Hy-Vee	n/i																						
	Angus Reserve		C		9.99																		
	Strauss		G																			6.99	85%
Kroger Central	n/i					5.99																value	
Kroger Delta	n/i		C							5.99													value
	n/i																						
Lucky's Market	n/i																						value
	Piedmontese		A																				
	Pasture One		A																				

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BEEF**

State	Supermarket	Brand	Key	Steaks for Grilling							Ground Beef (lean % where noted)								Cond.				
				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin	London Broil	73-75%		80% & Chuck		85-90%		92-95%		Sirloin	Patties		
				bone-in	bnls			bone-in	bnls			reg	value	reg	value	reg	value	reg				value	
MO <i>(cont)</i>	Moser's	n/i						6.99						1.99							value		
	Natural Grocers	Crystal River	G										7.19										
	Prenger Foods	n/i												1.86							L3		
		n/i																			2.39		
		n/i		S				5.96														80%	
	Price Chopper	KC Pride												1.77									
	Pyramid Foods	n/i		C				5.99							2.99							value	
		n/i																					80%
		Meyer		A						8.99						4.99							
	Save-a-Lot	n/i				7.99								2.49									
	Schnuck's	n/i		S		8.99																	
		Angus		C		10.99																	
	Shop'n Save	Angus		C				5.99															value
	Sprout's	Old Tyme		C		5.99	5.99				4.99												
		n/i																					
	Sun Fresh	n/i							6.99														value
	TC Grocery	n/i										2.29	1.98										
		n/i		S		7.99																	value
	TC Markets	Angus Pride		C	3.69																		value
		Top Choice												1.79									
	n/i		C		6.99																	value	
Thriftway Stores	n/i							9.59						1.99								2.99	80%
Trader Joe's	Trader Joe's		O												7.49								
Walmart	Angus																					4.20	80%
Wood's	Butcher's Pride		C					10.00	3.99						2.88	3.49						3.28	80%
	Butcher's Pride																						
	n/i		S					6.88															
NM	Affiliated Foods	n/i						7.29			1.79	1.39											
		n/i						6.99															value
	Albertsons SW	n/i																					
		n/i		C						BOG2													
		n/i		C						5.99													
		n/i		C		5.77	5.77																
	O Organics		O	16.99				16.99								5.99							

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State	Supermarket	Brand	Key	Steaks for Grilling								Ground Beef (lean % where noted)								Cond.			
				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin	London Broil	73-75%		80% & Chuck		85-90%		92-95%			Sirloin	Patties	
				bone-in	bnls			bone-in	bnls			reg	value	reg	value	reg	value	reg	value				
NM <i>(cont)</i>	Basha's	n/i	C			4.97	6.47														value		
		n/i	C																		L2		
		n/i																			2.97	80%	
	Food King	n/i										1.25										value	
	John Brooks	n/i											1.99	1.79								value	
		n/i																				value	
	King Soopers	n/i	C	5.77																		value	
	Lawrence Bros.	n/i																				value	
	Los Altos	n/i				3.99								1.59								value	
	Lowe's	n/i												1.59							2.19	73%	
	Natural Grocers	Crystal River	G												7.19							value	
	Safeway Denver	n/i	C	5.67						4.88	3.88											value	
		n/i																				2.88	value
	Smith's	n/i							4.99														value
Sprout's	Private Selection Old Tyme	C			5.99	5.99				4.99													
	n/i																						
Trader Joe's	Trader Joe's	O																					
Walmart	Angus																				4.20	80%	
Whole Foods Mntn	n/i																					12.99	
OK	Affiliated Foods	n/i							7.29			1.79	1.39									value	
		n/i							6.99														value
	Affiliated Midwest	n/i													1.98								
		n/i	C																				6.99
		Chairman Reserve	C			9.88																	
	ALDI	n/i	C	8.99																			
	Buy for Le\$\$	SuKame				3.99																	value
	Country Mart	n/i																					6.99
	Dollar General Mkt	Great American								4.95													4.95
	n/i									5.25			1.95									3.95	80%
Harp's	Harp's Angus	C						11.43															
	n/i																						3.69

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State	Supermarket	Brand	Key	Steaks for Grilling							Ground Beef (lean % where noted)								Cond.							
				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin	London Broil	73-75%		80% & Chuck		85-90%		92-95%		Sirloin	Patties					
				bone-in	bnls			bone-in	bnls			reg	value	reg	value	reg	value	reg				value				
OK (cont)	Homeland	n/i																								
	Red River Ranch			7.99																						
	Market Square	n/i									1.79	1.59														
		n/i																					value			
	Natural Grocers	Crystal River	G											7.19									2.49	80%		
	Nichols	n/i	S																							
	Pyramid Foods	n/i	C		9.60																			value		
		n/i																							80%	
		Meyer	A							8.99						4.99									value	
	Reasor's	Angus	C	7.98												2.98									value	
	Rehkopf's	n/i	S		8.99																				value	
		n/i											2.19													
	Save-a-Lot	n/i				7.99																				
	Sprout's	Old Tyme	C			5.99	5.99				4.99															
		n/i																								
	Super C Mart	n/i			7.99						3.99															
The Fresh Market	n/i	C											2.99		3.99											
Trader Joe's	Trader Joe's	O													7.49											
Walmart	Angus																						4.20	80%		
Warehouse Mrkt	n/i											1.99											2.66	80%		
Williams	Angus	C								8.99														value		
TX	Affiliated Foods	n/i									1.79	1.39														
		n/i																							value	
	Albertsons Houston	n/i	C																						value	
		n/i	C	6.99		6.99																				value
	Albertsons SW	n/i													2.99											
		n/i	C																							
		n/i	C																							
		n/i	C				5.77	5.77																		value
	O Organics	O	16.99												5.99											
ALDI	n/i	C	8.99																							



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State	Supermarket	Brand	Key	Steaks for Grilling							Ground Beef (lean % where noted)								Cond.				
				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin	London Broil	73-75%		80% & Chuck		85-90%		92-95%		Sirloin	Patties		
				bone-in	bnls			bone-in	bnls			reg	value	reg	value	reg	value	reg				value	
TX (cont)	Arlan's Market	n/i			5.99																		
		n/i	S											2.99									
	Brookshire's	n/i	S		5.99																		
		Angus	C	10.99				8.99							3.66							3.99	80%
		n/i																					value
	Brookshire Bros.	n/i	S	5.99						3.18													value
	Cash Saver	n/i																					value
	David's	n/i	S	5.99																			value
	Diamond IGA	n/i			6.99																		value
	El Rancho	n/i				5.29																	
	El Rio Grande	n/i				3.99									2.49								
	Elrod's	n/i		3.48								1.78											value
	Fiesta Mart	n/i		3.97											2.99								value
	Foodarama	n/i			4.97																		value
	Food King	n/i										1.25											value
		n/i							4.96														value
	H-E-B	H-E-B Prime 1	P	9.97				9.97															
	Homeland	n/i													1.99								
		Red River Ranch		7.99																			
	Kroger Dallas	n/i	S	4.97																			value
		Private Selection														3.99							
	Kroger Houston	n/i	S	4.97												3.99							value
		n/i														3.99							
	La Fiesta	n/i																					
Lawrence Bros.	n/i							3.99														value	
Los Altos	n/i				3.99							1.59											
Lowe's	n/i							6.99				1.59									2.19	73%	
Market Basket	Angus													1.97									
	MB Premium	S			6.99																	value	
Market Square	n/i											1.79	1.59									value	
	n/i																					value	
Natural Grocers	Crystal River	G												7.19									
Porter's	n/i							6.49				1.79	1.39										
	n/i							5.99														value	

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**BEEF**

State	Supermarket	Brand	Key	Steaks for Grilling							Ground Beef (lean % where noted)								Cond.					
				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin	London Broil	73-75%		80% & Chuck		85-90%		92-95%		Sirloin	Patties			
				bone-in	bnls			bone-in	bnls			reg	value	reg	value	reg	value	reg				value		
TX <i>(cont)</i>	Randalls	n/i	C			4.77			6.99												value			
		n/i	C							3.99														
		n/i												3.49							4.99	90%		
		Open Nature		G					12.99															
		Rehkopf's	n/i	S		8.99																value		
		n/i										2.19												
		Save-a-Lot	n/i				7.99																	
		Sellers Bros.	n/i			4.99									2.49							value		
		Sprout's	Old Tyme	C			5.99	5.99																
		n/i									4.99													
		Sun Fresh Mrkt	Angus	C	4.99		8.99															3.99	85%	
		Super 1 Foods	n/i	S						5.97														
			Angus	C											2.99									
		The United Family	n/i			6.97																	value	
		Tom Thumb	n/i	C	8.99		6.99		6.99		3.99											3.99	value	
		Angus	C			9.99																		
		O Organics	O	18.99																		G		
	Trader Joe's	Trader Joe's	O																					
	Vista	n/i									1.97													
		Hereford								4.95														
	Walmart	Angus																				4.20	80%	
UT	Albertsons Mntn	Double R Ranch	C	6.88	8.99						4.99												value	
		n/i	C							5.99														
		n/i																					L1	
		Stone's																				3.99	80%	
		Stone's																				4.99	93%	
		Associated Foods	Angus	C	10.00						5.99													
			Angus	C		7.99																		value
			Stone's																					
			n/i	C			7.99					2.99												
		Clark's	Angus	C								7.49												
	Fresh Market	Angus	C		10.00						5.99										3.49			
	Harmon's	n/i	C					6.99			5.99												value	
	King Soopers	n/i	C	5.77																			value	

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**BEEF**

State	Supermarket	Brand	Key	Steaks for Grilling							Ground Beef (lean % where noted)								Cond.					
				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin	London Broil	73-75%		80% & Chuck		85-90%		92-95%		Sirloin	Patties			
				bone-in	bnls			bone-in	bnls			reg	value	reg	value	reg	value	reg				value		
UT (cont)	Natural Grocers	Crystal River	G											7.19										
	Ream's	n/i							2.99												3.49	85%		
	Ridley's	Stone's																			1.99	80%		
		Hereford																				value		
	Smith's	n/i	C		7.98																	value		
		Private Selection																					value	
	Sprout's	Old Tyme	C			5.99	5.99				4.99													
		n/i																						
	Stoke's Market	Angus	C							5.99													1.99	80%
	Trader Joe's	Trader Joe's	O												7.49									
Walmart	Angus																					4.20	80%	
Whole Foods Mntn	n/i																					12.99		

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**BEEF**

State	Supermarket	Brand	Key	Steaks for Grilling								Ground Beef (lean % where noted)								Cond.		
				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin	London Broil	73-75%		80% & Chuck		85-90%		92-95%			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	Albertsons SoCal	n/i	C	4.99	6.99			6.99												4.99		
	ALDI	n/i	C	8.99																		
	Andronico's	Simply Essentials						12.99														
	Baja Ranch	n/i	S						2.99					4.99								
	Big Saver Foods	n/i			5.99	5.99			3.99											4.99		
	Dollar General Mkt	Great American		4.95				4.95														
		n/i							5.25			1.95									3.95	80%
	El Super	n/i		4.99	4.99						1.99				3.49							
	Food 4 Less	n/i			7.99																	
	Foodland IGA	n/i				3.98	4.48							3.49							3.99	80% value
	Gelson's	Angus	C	12.99																		
	Holiday Market	Sterling Silver																		3.99		
	Jensen's	Angus				3.99	3.99	4.99						3.49							4.99	85%
	Jon's	n/i												3.49								
	K.V. Mart	n/i		4.99	3.99									3.49								
	Lucky	Angus	C	12.99	11.99			4.88	11.99	8.99	5.99						2.88					value
	Lunardi's	n/i		12.99					12.99													
		Lunardi's	C										4.99									
	Mar-Val Food	Mar-Val	C	8.99																		
		Harris Ranch																			3.99	80%
	Mollie Stone's	n/i	C					13.99														
	Murphy's Market	n/i	S						8.99								5.49					
	Northgate	n/i			5.99	5.99																
	Nugget Markets	SunFed	G					15.99														L
		SunFed	O														8.99					L
	Raley's	Raley's	L					7.99	7.99	5.99	4.99			2.99			5.58					C
		Raley's	L																		3.49	80%
		Sutter Beef	C							6.99												
	Ralph's	n/i	C	7.99				4.97														
		Laura's Lean	A														6.99					

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**Labor Day 2016  
BEEF**

State	Supermarket	Brand	Key	Steaks for Grilling							Ground Beef (lean % where noted)								Cond.					
				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin	London Broil	73-75%		80% & Chuck		85-90%		92-95%		Sirloin	Patties			
				bone-in	bnls			bone-in	bnls			reg	value	reg	value	reg	value	reg				value		
CA (cont)	Ray's Food Place	Angus	C			7.99		9.99		4.99	3.99				2.99									
		n/i								3.99														
		Meyer	A		11.99				11.99															
	Rio Ranch	n/i	C												4.49									
	SK Super King	n/i	G											2.99										
	Safeway NorCal	n/i	C	6.99						6.99													value	
		n/i	C		9.99																			
		n/i													2.99									
		O Organics	O													7.99						7.99	85%	
	Save Mart	Angus 43	C	7.99	8.99	7.99			7.99														value	
		n/i													2.99									
	Save-a-Lot	n/i				7.99									2.49									
	Smart & Final	n/i								6.99														
	Sprout's	Old Tyme	C			5.99	5.99					4.99												
		n/i																						
	Stater Bros.	n/i		4.99		4.99			4.99		4.99		2.99					3.99						
	Super A Foods	Harris Ranch							5.99						2.99									
Superior	n/i											1.99					3.99							
The Fresh Market	n/i	C						12.99						2.99			3.99							
Trader Joe's	Trader Joe's	O															7.49							
Vallarta	n/i				4.99	4.99																		
Vons/Pavilions	n/i	C	4.99					8.99							2.99									
Walmart	Angus																					4.20	80%	
HI	Don Quijote	Angus Beef	C							5.89														
	Foodland	Angus	C	6.99							7.49													value
		n/i													4.49									
	KTA Super Stores	Mountain Apple						8.99																
		n/i	L											3.69										
	Safeway NorCal	n/i	C	7.99						6.99														value
		n/i	C		10.99																			
		n/i													3.99									
Tamura's	O Organics	O													7.99						7.99	85%		
	n/i										2.99													
	n/i	C	8.99	9.99						6.59														
Times	n/i		9.99							5.99				4.49										

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**BEEF**

State	Supermarket	Brand	Key	Steaks for Grilling							Ground Beef (lean % where noted)								Cond.								
				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin	London Broil	73-75%		80% & Chuck		85-90%		92-95%		Sirloin	Patties						
				bone-in	bnls			bone-in	bnls			reg	value	reg	value	reg	value	reg				value					
NV	Albertsons SW	n/i																									
		n/i	C					BOG2																			
		n/i	C					5.99																			
		n/i	C			5.77	5.77																	value			
		O Organics	O	16.99				16.99								5.99											
	Associated Foods	n/i	C			7.99																					
	Dollar General Mkt	Great American		4.95				4.95																			
		n/i																									
	El Super	n/i		4.99		4.99							1.95														
	Marketon	n/i	S								3.99		1.99														
		n/i		5.99												3.99											
	Natural Grocers	Crystal River	G												7.19												
	Raley's	Raley's	L					7.99	7.99	5.99	4.99				2.99		5.58								C		
		Raley's	L																							3.49	
		Sutter Beef	C																							6.99	
	Ridley's	Stone's																								1.99	
		Hereford	C																								7.98
	Safeway NorCal	n/i	C	6.99																							6.99
		n/i	C																								9.99
		n/i																									
		O Organics	O													2.99											7.99
	Save-a-Lot	n/i														2.49											7.99
Scolari's	Harris Ranch	C	6.99					6.99			3.99															6.99	
	Creekstone	G																								7.99	
Smart & Final	n/i																									6.99	
Smith's	n/i							4.99																		4.99	
	Private Selection																									2.99	
Sprout's	Old Tyme	C				5.99	5.99				4.99															5.99	
	n/i																									3.99	
Trader Joe's	Trader Joe's	O																								7.49	
Vons/Pavilions	n/i	C	4.99					8.99							2.99											2.99	
Walmart	Angus																									4.20	

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BEEF**

State	Supermarket	Brand	Key	Steaks for Grilling							Ground Beef (lean % where noted)								Cond.					
				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin	London Broil	73-75%		80% & Chuck		85-90%		92-95%		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	AC Value Center	n/i					8.98									3.48					value			
		Blackwell		8.98																	value			
	Alaskan & Proud	n/i						6.95						2.98										
	Carrs/Safeway	n/i	C	6.97						5.99	4.77													
		n/i												4.49										
		Open Nature	G						14.99									5.00		5.00				
		n/i	G												6.49						6.49	85% value		
	Fred Meyer	n/i		5.77			9.99															3.99		
		Private Selection						9.99																
		Simple Truth	A																					
		Simple Truth	O												6.99									
	IGA Hometown	n/i		8.29								3.69											grass value	
	Juneau Foodland	n/i													3.49									
		St Helens	C	8.29								3.69											value	
	Sea Mart	n/i	C	7.99	9.99						4.99				2.99								value	
	Painted Hills	G																				4.99	93%	
Super Bear IGA	n/i													3.49										
	St Helens	C	8.29								3.69												value	
Three Bears	n/i					4.99																	value	
	Painted Hills	A														4.49								
Walmart	Angus																					6.00	80%	
ID	Albertsons Mntn	Double R Ranch	C	6.88	8.99						4.99												value	
		n/i	C							5.99														
		n/i																						
		Stone's																						
		Stone's																						
	Associated Foods	Angus	C		7.99																			
		n/i	C				7.99				2.99													
	Family Foods	St Helens									4.59													
		n/i															2.59							
	Fred Meyer	n/i		5.77																				value
	Private Selection					9.99				9.99													3.99	

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State	Supermarket	Brand	Key	Steaks for Grilling							Ground Beef (lean % where noted)								Cond.			
				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin	London Broil	73-75%		80% & Chuck		85-90%		92-95%		Sirloin	Patties	
				bone-in	bnls			bone-in	bnls			reg	value	reg	value	reg	value	reg				value
ID <i>(cont)</i>	Fred Meyer	Simple Truth	A																			
	<i>(continued)</i>	Simple Truth	O												6.99						grass	
	Harvest Foods	Angus	C				7.98									2.98				3.98	85%	
	IGA Markets	n/i		6.99						3.29											value	
		n/i												2.99							3.99	85%
	Natural Grocers	Crystal River	G										7.19								1.99	80%
	Ridley's	Stone's																				value
		Hereford	C			7.98																
	Rosauer's	St Helens	C			5.99																
		n/i													1.99							
		Wild Sky	G							5.99												
	Safeway Seattle	n/i	C	5.97					4.99	3.77												
		n/i												3.49								
		Open Nature	G														5.00		5.00			
		n/i	G												5.49					5.49	85%	
	Smith's	n/i						4.99														value
		Private Selection															2.99					
Stoke's Market	Angus	C			12.00				5.99											1.99	80%	
Super 1 Foods	Premium Angus	C	5.98																		value	
	Meyer	A							4.98													
Trader Joe's	Trader Joe's	O												7.49								
Walmart	Angus																			4.20	80%	
Whole Foods Mntn	n/i				12.99																	
Yoke's Fresh	Hereford					6.57			5.99									2.77				
MT	Albertsons Mntn	Double R Ranch	C	6.88	8.99					4.99												value
		n/i	C						5.99													
		n/i															2.99					L1
		Stone's																		3.99		80%
		Stone's																		4.99		93%
	Associated Foods	Angus	C	10.00					5.99													
		Angus	C			7.99																value
	Stone's														3.49							
	n/i	C				7.99			2.99													



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				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin	London Broil	73-75%		80% & Chuck		85-90%		92-95%		Sirloin	Patties	
				bone-in	bnls			bone-in	bnls			reg	value	reg	value	reg	value	reg				value
MT <i>(cont)</i>	Family Foods	St Helens							4.59													
		n/i													2.59							
	Harvest Foods	Angus	C					7.98							2.98					3.98	85%	
	IGA Markets	n/i		6.99							3.29										value	
		n/i												2.99							3.99	85%
	Lucky's Market	n/i						4.77													value	
		Piedmontese	A												4.99							
		Pasture One	A												4.99							
	Natural Grocers	Crystal River	G											7.19								
	Reynold's	n/i				7.99			2.99													
	Rosauer's	St Helens	C			5.99									1.99							
		n/i																				
		Wild Sky	G								5.99											
	Safeway Seattle	n/i	C	5.97						4.99	3.77											
		n/i													3.49							
		Open Nature	G														5.00		5.00			
		n/i	G												5.49						5.49	85%
	Smith's	n/i						4.99								2.99						value
	Private Selection																					
Stoke's Market	Angus	C		12.00					5.99											1.99	80%	
Super 1 Foods	Premium Angus	C	5.98																		value	
	Meyer	A							4.98													
SuperVALU Stores	n/i														3.29							
	Angus Farms	C		10.99																		
Three Bears	n/i				4.99																value	
	Meyer	A												4.39								
Walmart	Angus																			4.20	80%	
OR	Albertsons Portland	n/i	C	8.99		5.99	5.99			4.99										4.99	85%	
		n/i													3.99							
		Open Nature	G																	5.99	85%	
	Associated Foods	n/i	C			7.99			2.99													
	CenterPlace	St Helens						5.98	4.88												value	
	n/i												2.98									

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				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin	London Broil	73-75%		80% & Chuck		85-90%		92-95%		Sirloin	Patties				
				bone-in	bnls			bone-in	bnls			reg	value	reg	value	reg	value	reg				value			
OR (cont)	Family Foods	St Helens							4.59																
		n/i													2.59										
	Fred Meyer	n/i		5.77																		value			
		Private Selection				9.99			9.99											3.99					
		Simple Truth	A															6.99					grass		
		Simple Truth	O												6.99										
	Harvest Foods	Angus	C					7.98														3.98	85%		
	IGA Markets	n/i		6.99							3.29												3.99	85%	
		n/i												2.99											
	IGA Market Fresh	n/i	C	6.99	7.99					5.99															
		n/i												2.99											
		Painted Hills	A																				4.99	93%	
	Lamb's Market	St Helens	C							8.99															
		Painted Hills	A			12.99												3.99						C	
		R&R																					3.99	80%	
	Market of Choice	Painted Hills	A								5.99							3.99							
	McKay's	n/i								4.99														3.69	value
	Natural Grocers	Crystal River	G											7.19											
	New Seasons	n/i	G						14.99									6.99							
	Quality Food Cntr	n/i	C							6.97								2.99							value
		Angus	C			12.99				12.99															value
		Simple Truth	G															5.99							
	Ray's Food Place	Angus	C			7.99			9.99	4.99	3.99							2.99							
		n/i								3.99															
		Meyer	A			11.99				11.99															
	Red Apple/Thriftwy	St Helens	L	7.99	9.99					4.99								2.99							
	Painted Hills	L																				4.99	90%		
Rosauer's	St Helens	C			5.99																				
	n/i																1.99								
	Wild Sky	G								5.99															
Roth's	Painted Hills	G						14.99														5.99	5.99	93%	
	Double R Ranch																2.99								
Safeway Portland	n/i	C	5.97						4.99	3.77															
	n/i																3.49								

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**BEEF**

State	Supermarket	Brand	Key	Steaks for Grilling							Ground Beef (lean % where noted)								Cond.					
				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin	London Broil	73-75%		80% & Chuck		85-90%		92-95%		Sirloin	Patties			
				bone-in	bnls			bone-in	bnls			reg	value	reg	value	reg	value	reg				value		
OR <i>(cont)</i>	Safeway Portland	Open Nature	G					13.99											5.00		5.00			
	<i>(continued)</i>	n/i	G												5.49						5.49	85%		
	Save-a-Lot	n/i			7.99									2.49										
	Select Markets	Signature Angus	C					6.99	4.99													value		
		n/i													2.99							3.20	80%	
	Trader Joe's	Trader Joe's	O												7.49									
	Walmart	Angus																				4.20	80%	
Whole Foods NW	WFM								8.99															
WA	Albertsons Portland	n/i	C	8.99		5.99	5.99			4.99											4.99	85%		
		n/i													3.99							4.99	85%	
	CenterPlace	Open Nature	G																			5.99	85%	
		St Helens						5.98	4.88														value	
		n/i												2.98										
	Family Foods	St Helens							4.59															
		n/i																						
	Fred Meyer	n/i		5.77																			value	
		Private Selection				9.99			9.99													3.99		
		Simple Truth	A																					
		Simple Truth	O												6.99								grass	
	Haggen's	Double R Ranch	C			8.99				4.99					2.99									
		Double R Ranch	P																					
	Harvest Foods	Angus	C						7.98													3.98	85%	
	IGA Markets	n/i		6.99							3.29												value	
		n/i													2.99								3.99	85%
	IGA Market Fresh	n/i	C	6.99	7.99					5.99														
	n/i													2.99										
Metropolitan	Painted Hills	A																				4.99	93%	
	n/i	P							8.99															
Meyers Group	n/i													2.99										
	St Helens	C	7.49							3.29													value	
Natural Grocers	Crystal River	G											7.19											
New Seasons	n/i	G						14.99																

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

**Labor Day 2016**

prices in \$US per pound unless otherwise noted.

**BEEF**

State	Supermarket	Brand	Key	Steaks for Grilling							Ground Beef (lean % where noted)								Cond.					
				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin	London Broil	73-75%		80% & Chuck		85-90%		92-95%		Sirloin	Patties			
				bone-in	bnls			bone-in	bnls			reg	value	reg	value	reg	value	reg				value		
WA <i>(cont)</i>	Quality Food Cntr	n/i	C					6.97							2.99							value		
		Angus	C		12.99			12.99														value		
		Simple Truth	G												5.99									
	Red Apple/Thrtwy	St Helens	L	7.99	9.99				4.99						2.99									
		Painted Hills	L																			4.99	90%	
	Rosauer's	St Helens	C			5.99									1.99									
		n/i																						
		Wild Sky	G								5.99													
	Saar's	n/i		3.99				3.99													2.98		value	
	Safeway Portland	n/i	C	5.97					4.99	3.77														
		n/i													3.49									
		Open Nature	G						13.99									5.00		5.00				
		n/i	G													5.49						5.49	85%	
	Safeway Seattle	n/i	C	5.97					4.99	3.77														
		n/i													3.49									
		Open Nature	G						13.99									5.00		5.00				
		n/i	G													5.49						5.49	85%	
	Save-a-Lot	n/i				7.99									2.49									
	Select Markets	Signature Angus	C						6.99	4.99														value
		n/i													2.99								3.20	80%
Super 1 Foods	Premium Angus	C	5.98																				value	
	Meyer	A							4.98															
The Markets	Black Angus						5.95					2.95											value	
Town & Country	n/i	P							9.99															
Trader Joe's	Trader Joe's	O													7.49									
Walmart	Angus																					4.20	80%	
Whole Foods NW	WFM								8.99															
Yoke's Fresh	Hereford				6.57				5.99												2.77			
WY	Affiliated Midwest	n/i												1.98		3.29								
		n/i	C					6.99																
		Chairman Reserve	C		9.88																			
	Albertsons Mntr	Double R Ranch	C	6.88	8.99						4.99												value	
		n/i	C							5.99														
	n/i																				2.99	L1		

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

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**Labor Day 2016**

**BEEF**

State	Supermarket	Brand	Key	Steaks for Grilling							Ground Beef (lean % where noted)								Cond.					
				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin	London Broil	73-75%		80% & Chuck		85-90%		92-95%		Sirloin	Patties			
				bone-in	bnls			bone-in	bnls			reg	value	reg	value	reg	value	reg				value		
WY <i>(cont)</i>	Albertsons Mntn <i>(continued)</i>	Stone's																		3.99	80%			
		Stone's																		4.99	93%			
	Associated Foods	Angus	C	10.00					5.99													value		
		Angus	C		7.99																		value	
		Stone's				7.99				2.99													value	
	IGA Markets	n/i	C	6.99							3.29												value	
		n/i											2.99										3.99	85%
	King Soopers	n/i	C	5.77																			value	
	Lucky's Market	Piedmontese	A																					
		Pasture One	A																					
	Natural Grocers	Crystal River	G											7.19										
	Ridley's	Stone's																					1.99	80%
		Hereford	C		7.98																			value
	Safeway Denver	n/i	C	5.67						4.88	3.88													value
		n/i												2.88										value
Smith's	n/i							4.99															value	
	Private Selection																							
Walmart	Angus																						4.20	80%

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

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**Labor Day 2016  
GROUND POULTRY**

State	Supermarket	Brand	Key	Ground Turkey					Ground Chicken				Conditions
				85%	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	Adams IGA	Perdue								2.99			
		Shady Brook					3.99						
	AF Basket	Shady Brook			3.49		3.30						
		Jennie-O			2.00	4.49							
	AG New England	Shady Brook		2.99									
	Associated	Shady Brook				4.61	4.12	3.99					
		Jennie-O				4.99		3.99					
	Big Y	Perdue		3.50					3.50				
	Bravo	Shady Brook					4.12	3.99					
	C-Town	Shady Brook		3.00		4.61	3.30	4.99					
	Compare Foods	Shady Brook		2.66			3.30	3.99					
	Food Bazaar	Butterball			3.50								
	Highland Park	Plainville Farms	A					4.99					
	Key Foods	Harvestland	A						4.49				
		Jennie-O			2.99	4.99		2.99					
	Shady Brook		2.99		4.61	3.67	3.59						
Kings Market	Shady Brook				6.15								
Marc's	Butterball		1.99										
Mrs. Green's	Plainville Farms	A			4.99		3.99						
Price Chopper	Plainville Farms	A		3.50									
ShopRite	Perdue							3.00			3.00		
DC	Harris Teeter	Perdue							3.00	4.99			
		Plainville Farms	A					3.00					
		Shady Brook		3.32									
Safeway Eastern	Perdue			3.50				3.50					
Whole Foods MidAtlantic	n/i	A								4.99			
DE	Food Lion	Jennie-O						2.99					
	Harris Teeter	Perdue							3.00	4.99			
		Plainville Farms	A					3.00					
		Shady Brook		3.32									
	Redner's	Jennie-O			3.98								
		Perdue							3.00			3.00	
Safeway Eastern	Perdue			3.50				3.50					
ShopRite	Perdue							3.00			3.00		

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

prices in \$US per pound unless otherwise noted.

Labor Day 2016  
**GROUND POULTRY**

State	Supermarket	Brand	Key	Ground Turkey					Ground Chicken				Conditions	
				85%	93-94%	Breast	Sausage	Patties	97-98%	Breast	Sausage	Patties		
DE (cont)	Weis Markets	Weis				5.69								
		Butterball		3.33					3.33					
MA	Adams IGA	Perdue							2.99					
		Shady Brook				3.99								
	AF Basket	Shady Brook			3.49		3.30							
		Jennie-O			2.00		4.49							
	AG New England Associated	Shady Brook		2.99										
		Shady Brook				4.61	4.12	3.99						
		Jennie-O				4.99		3.99						
	Big Y	Perdue		3.50					3.50					
	C-Town	Shady Brook		3.00		4.61	3.30	4.99						
	Compare Foods	Shady Brook		2.66			3.30	3.99						
	Donelan's	Perdue							3.49					
	Market 32	Plainville Farms	A		3.50									
	Market Basket	Shady Brook		2.99										
	Met Foods	Perdue							3.99			3.99		
		Shady Brook				3.07	4.12	3.99						
		Jennie-O				2.99		2.99						
	Price Chopper	Plainville Farms	A		3.50									
	Roche Bros.	Perdue										3.50		
	Shaw's	Plainville Farms	A			4.99								
		Open Nature	A								5.33			
	Shady Brook			1.99										
Tops Markets	Jennie-O						3.99							
Trucchi's	Shady Brook				2.99									
Wegman's	Wegman's			2.99	4.49	5.89		4.59						
	Wegman's	O			5.99				6.49					
	Perdue							4.49						
MD	Associated	Shady Brook				4.61	4.12	3.99						
		Jennie-O				4.99		3.99						
	Food Lion	Jennie-O					2.99							
	Harris Teeter	Perdue							3.00	4.99				
		Plainville Farms	A						3.00					
	Shady Brook			3.32										

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

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Labor Day 2016  
**GROUND POULTRY**

State	Supermarket	Brand	Key	Ground Turkey					Ground Chicken				Conditions
				85%	93-94%	Breast	Sausage	Patties	97-98%	Breast	Sausage	Patties	
MD <i>(cont)</i>	Redner's	Jennie-O			3.98								
		Perdue							3.00			3.00	
	Safeway Eastern	Perdue			3.50				3.50				
	Seabra Foods	Perdue			3.49				3.49			3.49	
		Marcello's									3.59		
	Shop'n Save	Honeysuckle		3.99									
	ShopRite	Perdue							3.00			3.00	
	Wegman's	Wegman's		2.99	4.49	5.89		4.59					
		Wegman's			5.99					6.49			
		Perdue								4.49			
Weis Markets	Weis				5.69								
	Butterball			3.33					3.33				
Whole Foods MidAtlantic	n/i		A								4.99		
ME	AG New England	Shady Brook		2.99									
	Market Basket	Shady Brook		2.99									
	Shaw's	Open Nature	A								5.33		
		Shady Brook		1.99									
NH	AG New England	Shady Brook		2.99									
	Market Basket	Shady Brook		2.99									
	Price Chopper	Plainville Farms	A		3.50								
	Shaw's	Open Nature	A								5.33		
		Shady Brook		1.99									
NJ	Associated	Shady Brook				4.61	4.12	3.99					
		Jennie-O				4.99		3.99					
	Bravo	Shady Brook					4.12	3.99					
	C-Town	Shady Brook		3.00		4.61	3.30	4.99					
	Compare Foods	Shady Brook		2.66			3.30	3.99					
	Fine Fare	Perdue							3.79			3.99	
		Jennie-O		2.99									
		Shady Brook				2.30	3.79	3.59					
	Food Bazaar	Butterball			3.50								
	Foodtown	Plainville Farms	A		3.99								
	Shady Brook			3.00				3.49					



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Labor Day 2016  
**GROUND POULTRY**

State	Supermarket	Brand	Key	Ground Turkey					Ground Chicken				Conditions
				85%	93-94%	Breast	Sausage	Patties	97-98%	Breast	Sausage	Patties	
NJ <i>(cont)</i>	Key Foods	Harvestland	A						4.49				
		Jennie-O		2.99	4.99		2.99						
		Shady Brook		2.99	4.61	3.67	3.59						
	Kings Market	Shady Brook				6.15							
		McCaffrey's	Plainville Farms	A		3.99			3.99				
	Met Foods	Perdue							3.99			3.99	
		Shady Brook			3.07		4.12	3.99					
		Jennie-O			2.99			2.99					
	Mrs. Green's Pioneer	Plainville Farms	A			4.99			3.99				
		Perdue							3.99			3.99	
		Jennie-O			2.99			2.99					
	Seabra Foods	Shady Brook			3.07		4.12	3.99					
		Perdue			3.49				3.49			3.49	
		Marcello's									3.59		
	ShopRite	Perdue						3.00				3.00	
	Thriftway/Shop'n Bag	Shady Brook		3.49									
	Top Tomato	Shady Brook			2.99								
	Wegman's	n/i										2.99	
Wegman's			2.99	4.49	5.89		4.59						
Wegman's		O		5.99				6.49					
Weis Markets	Perdue							4.49					
	Weis				5.69								
Whole Foods MidAtlantic	Butterball		3.33					3.33					
	n/i	A									4.99		
NY	AF Basket	Shady Brook			3.49		3.30						
		Jennie-O			2.00	4.49							
	Associated	Shady Brook				4.61	4.12	3.99					
		Jennie-O				4.99		3.99					
	Big M Supermarkets	Shady Brook			3.84								
	Bravo	Shady Brook					4.12	3.99					
	C-Town	Shady Brook		3.00		4.61	3.30	4.99					
	Compare Foods	Shady Brook		2.66			3.30	3.99					
	Fine Fare	Perdue							3.79			3.99	
		Jennie-O		2.99									
	Shady Brook			2.30		3.79	3.59						

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Labor Day 2016  
**GROUND POULTRY**

State	Supermarket	Brand	Key	Ground Turkey					Ground Chicken				Conditions
				85%	93-94%	Breast	Sausage	Patties	97-98%	Breast	Sausage	Patties	
NY (cont)	Food Bazaar	Butterball			3.50								
	Foodtown	Plainville Farms	A		3.99								
		Shady Brook		3.00				3.49					
	Great American	Shady Brook					4.12	3.99					
	Gristede's	Butterball			4.99								
	Key Foods	Harvestland	A						4.49				
		Jennie-O			2.99	4.99		2.99					
		Shady Brook		2.99		4.61	3.67	3.59					
	King Kullen	Perdue							3.49	4.69		3.49	
		Plainville Farms	A			6.49							
		Shady Brook		2.66		4.61	3.59	3.49					
	Kings Market	Shady Brook				6.15							
	Market 32	Plainville Farms	A		3.50								
	Met Foods	Perdue							3.99			3.99	
		Shady Brook				3.07	4.12	3.99					
		Jennie-O			2.99			2.99					
	Mrs. Green's	Plainville Farms	A			4.99		3.99					
	North Shore Farms	n/i									2.99		
	Peck's Market	Shady Brook				5.38							
	Pioneer	Perdue							3.99			3.99	
		Jennie-O			2.99			2.99					
		Shady Brook			3.07		4.12	3.99					
	Price Chopper	Plainville Farms	A		3.50								
	Shop'n Save	Honeysuckle		3.99									
	ShopRite	Perdue							3.00			3.00	
	Tops Markets	Jennie-O						3.99					
	Top Tomato	Shady Brook			2.99								
		n/i									2.99		
	Trade Fair	Shady Brook				4.12		3.59					
	Wegman's	Wegman's		2.99	4.49	5.89		4.59					
		Wegman's	O		5.99				6.49				
		Perdue							4.49				
Weis Markets	Weis				5.69								
	Butterball		3.33					3.33					

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Labor Day 2016  
**GROUND POULTRY**

State	Supermarket	Brand	Key	Ground Turkey					Ground Chicken				Conditions
				85%	93-94%	Breast	Sausage	Patties	97-98%	Breast	Sausage	Patties	
PA	Associated	Shady Brook				4.61	4.12	3.99					
		Jennie-O				4.99		3.99					
	Big M Supermarkets	Shady Brook			3.84								
		Bravo	Shady Brook					4.12	3.99				
	C-Town	Shady Brook		3.00		4.61	3.30	4.99					
	Family Owned	n/i								2.99			
	Fine Fare	Perdue							3.79			3.99	
		Jennie-O			2.99								
	Food Lion	Shady Brook				2.30		3.79	3.59				
		Jennie-O							2.99				
	Foodtown	Plainville Farms	A			3.99							
		Shady Brook			3.00				3.49				
	Foodland	Honeysuckle						3.99	3.99				
	Key Foods	Harvestland	A							4.49			
		Jennie-O				2.99	4.99		2.99				
	Kuhn's Markets	Shady Brook			2.99		4.61	3.67	3.59				
		Honeysuckle						4.12	3.99				
	McCaffrey's	Plainville Farms	A			3.99		3.99					
	Pioneer	Perdue							3.99			3.99	
		Jennie-O				2.99			2.99				
	Price Chopper	Shady Brook				3.07		4.12	3.99				
		Plainville Farms	A			3.50							
	Redner's	Jennie-O				3.98							
		Perdue							3.00			3.00	
	Safeway Eastern	Perdue				3.50			3.50				
	Shop'n Save	Honeysuckle			3.99								
	ShopRite	Perdue							3.00			3.00	
		ShurSave	Shady Brook						3.49				
	Thriftway/Shop'n Bag	Perdue								4.99			
		Shady Brook			3.49								
Tops Markets	Jennie-O						3.99						
Wegman's	Wegman's			2.99	4.49	5.89		4.59					
	Wegman's	O			5.99				6.49				
	Perdue							4.49					

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**GROUND POULTRY**

State	Supermarket	Brand	Key	Ground Turkey					Ground Chicken				Conditions	
				85%	93-94%	Breast	Sausage	Patties	97-98%	Breast	Sausage	Patties		
PA (cont)	Weis Markets	Weis				5.69								
	Whole Foods MidAtlantic	Butterball n/i	A	3.33					3.33		4.99			
RI	Adams IGA	Perdue							2.99					
	Associated	Shady Brook					3.99							
		Shady Brook			4.61		4.12	3.99						
		Jennie-O			4.99			3.99						
	Bravo	Shady Brook					4.12	3.99						
	Compare Foods	Shady Brook		2.66			3.30	3.99						
	Dave's Marketplace	Dave's									3.99			
	Seabra Foods	Perdue			3.49				3.49			3.49		
Shaw's	Marcello's Open Nature Shady Brook	A								3.59 5.33				
VT	AG New England	Shady Brook		2.99										
	Price Chopper	Plainville Farms	A		3.50									
	Shaw's	Open Nature Shady Brook	A								5.33			
	Tops Markets	Jennie-O		1.99				3.99						

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**Labor Day 2016  
GROUND POULTRY**

State	Supermarket	Brand	Key	Ground Turkey					Ground Chicken				Conditions
				85%	93-94%	Breast	Sausage	Patties	97-98%	Breast	Sausage	Patties	
<b>SOUTHEASTERN U.S. - AL,FL,GA,KY,MS,NC,SC,TN,VA,WV</b>													
AL	Ingles Market	Butterball			3.48								
		Plainville Farms	O		5.98								
	Publix	n/i	A					6.99					
	Rouses	Honeysuckle			3.27								
	Sprout's	n/i								2.99			
	Old Tyme				4.99								
	Empire		K	4.99									
FL	Harris Teeter	Perdue							3.00	4.99			
		Plainville Farms	A					3.00					
		Shady Brook			3.32								
	Publix	n/i	A					6.99					
	Safeway Florida	Perdue				3.50			3.50				
	Western Beef	n/i						1.99					
GA	Food Lion	Jennie-O						2.99					
	Harris Teeter	Perdue						3.00	4.99				
		Plainville Farms	A					3.00					
		Shady Brook			3.32								
	IGA	Butterball			2.59		3.69						
	Ingles Market	Butterball											
		Plainville Farms	O			3.48							
	Piggly Wiggly Carolina	Butterball						3.69					
	Publix	n/i	A					6.99					
Sprout's	n/i								2.99				
	Old Tyme				4.99								
	Empire		K	4.99									
KY	Cox IGA	Butterball						2.99					
	Food Lion	Jennie-O						2.99					
	IGA Houchen's	Honeysuckle			BOGO		3.19						
	Kroger Cincinnati	Kroger			2.50								
	Meijer	Jennie-O			2.00								
	Whole Foods MidAtlantic	n/i	A							4.99			
MS	Piggly Wiggly HGR	Butterball			2.50								
	Rouses	Honeysuckle				3.27							
	Superlo Foods	Honeysuckle			2.00								

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**Labor Day 2016  
GROUND POULTRY**

State	Supermarket	Brand	Key	Ground Turkey					Ground Chicken				Conditions
				85%	93-94%	Breast	Sausage	Patties	97-98%	Breast	Sausage	Patties	
NC	Carlie C's	Butterball		2.39	3.00		3.50	3.50					
	Farm Fresh	Perdue		2.88					2.88				
	Food Lion	Jennie-O						2.99					
	Harris Teeter	Perdue							3.00	4.99			
		Plainville Farms	A						3.00				
		Shady Brook		3.32									
	IGA	Butterball		2.59			3.69						
	Ingles Market	Butterball			3.48								
		Plainville Farms	O		5.98								
	Lowe's Foods	Butterball		2.99									
Piggly Wiggly Retail	Butterball			3.29									
Publix	n/i	A							6.99				
SC	Food Lion	Jennie-O						2.99					
	Harris Teeter	Perdue							3.00	4.99			
		Plainville Farms	A					3.00					
		Shady Brook		3.32									
	IGA	Butterball		2.59			3.69						
	Ingles Market	Butterball			3.48								
		Plainville Farms	O		5.98								
	Lowe's Foods	Butterball		2.99									
	Piggly Wiggly Carolina	Butterball						3.69					
	Publix	n/i	A						6.99				
TN	Food Lion	Jennie-O						2.99					
	Harris Teeter	Perdue							3.00	4.99			
		Plainville Farms	A					3.00					
		Shady Brook		3.32									
	IGA Houchen's	Honeysuckle		BOGO			3.19						
	Ingles Market	Butterball			3.48								
		Plainville Farms	O		5.98								
	Publix	n/i	A						6.99				
	Sprout's	n/i									2.99		
		Old Tyme			4.99								
	Empire	K	4.99										
Superlo Foods	Honeysuckle		2.00										

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

prices in \$US per pound unless otherwise noted.

Labor Day 2016  
**GROUND POULTRY**

State	Supermarket	Brand	Key	Ground Turkey					Ground Chicken				Conditions
				85%	93-94%	Breast	Sausage	Patties	97-98%	Breast	Sausage	Patties	
VA	Associated	Shady Brook				4.61	4.12	3.99					
		Jennie-O				4.99		3.99					
	Farm Fresh	Perdue		2.88					2.88				
	Food Lion	Jennie-O						2.99					
	Harris Teeter	Perdue							3.00	4.99			
		Plainville Farms	A						3.00				
	Ingles Market	Shady Brook			3.32								
		Butterball					3.48						
	Lowe's Foods	Plainville Farms	O				5.98						
		Butterball			2.99								
	Piggly Wiggly Retail	Butterball				3.29							
	Publix	n/i	A							6.99			
	Safeway Eastern	Perdue					3.50			3.50			
	Shop'n Save	Honeysuckle			3.99								
	Wegman's	Wegman's			2.99	4.49	5.89		4.59				
Wegman's		O			5.99				6.49				
Weis Markets	Perdue								4.49				
	Weis					5.69							
Whole Foods MidAtlantic	Butterball			3.33					3.33				
	n/i	A								4.99			
WV	Food Lion	Jennie-O						2.99					
	Kroger Columbus	Butterball		2.66									
	Shop'n Save	Honeysuckle		3.99									
	Weis Markets	Weis				5.69							
Butterball				3.33					3.33				

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Labor Day 2016  
**GROUND POULTRY**

State	Supermarket	Brand	Key	Ground Turkey					Ground Chicken				Conditions
				85%	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	Hy-Vee	Honeysuckle					3.19						
	Jewel-Osco	Perdue			3.50				3.50				
		Jennie-O			3.99		3.27						
	Price Chopper	Honeysuckle											
	Schnuck's	Jennie-O		2.59									
	Thriftway Stores	Honeysuckle		1.99									
IL	Angelo Caputo	Jennie-O				4.99							
	Brookhaven	Butterball		2.69									
	Butera Market	Butterball		2.99									
	Cub Foods	Jennie-O		3.00	3.00								
	Dierberg's	Harvestland	A		3.99								
	Hy-Vee	Honeysuckle					3.19						
	IGA Houchen's	Honeysuckle		BOGO			3.19						
	Jewel-Osco	Perdue			3.50				3.50				
		Jennie-O			3.99		3.27						
	Kirby Foods IGA	Honeysuckle			3.50		3.19	3.50					
	Kroger Central	Honeysuckle			2.99								
	Meijer	Jennie-O		2.00									
	Mrs. Green's	Plainville Farms	A			4.99		3.99					
	Pete's Market	Butterball		2.69									
	Piggly Wiggly MW	Butterball		2.99			3.99	3.99					
	Schnuck's	Jennie-O		2.59									
	Strack & VanTil	Butterball		3.00									
	Tony's Finer Foods	Jennie-O					3.27	3.99					
		Perdue						3.50					
	Valli's	Gerber's	A							3.99			
	Walt's Food Center	Honeysuckle		2.29	2.79								
IN	Al's Supermarket	Honeysuckle				3.30	3.99						
	IGA Houchen's	Honeysuckle		BOGO			3.19						
	Jewel-Osco	Perdue			3.50				3.50				
		Jennie-O			3.99		3.27						
	Kirby Foods IGA	Honeysuckle			3.50		3.19	3.50					
	Kroger Central	Honeysuckle			2.99								
	Kroger Cincinnati	Kroger		2.50									



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Labor Day 2016  
**GROUND POULTRY**

State	Supermarket	Brand	Key	Ground Turkey					Ground Chicken				Conditions
				85%	93-94%	Breast	Sausage	Patties	97-98%	Breast	Sausage	Patties	
IN <i>(cont)</i>	Marsh	Butterball			3.99			3.99					
	Meijer	Jennie-O		2.00									
	Schnuck's	Jennie-O		2.59									
	Strack & VanTil	Butterball		3.00									
	Walt's Food Center	Honeysuckle		2.29	2.79								
MI	Family Fare	Jennie-O		2.99									
	Kroger Central	Honeysuckle			2.99								
	Kroger Columbus	Butterball		2.66									
	Kroger Michigan	Kroger		2.50									
	Meijer	Jennie-O		2.00									
	Pat's Foods IGA	Jennie-O		3.50			3.27						
		Gerber	A							2.66	3.50		
	Spartan Stores	Jennie-O		2.50									
	Valuland	Butterball		2.99									
VG's Grocery	Jennie-O		2.99										
MN	Cub Foods	Jennie-O		3.00	3.00								
	Hugo's	Honeysuckle		2.98									
	Hy-Vee	Honeysuckle					3.19						
	Marketplace Foods	Honeysuckle		3.48									
ND	Hugo's	Honeysuckle		2.98									
	Marketplace Foods	Honeysuckle		3.48									
NE	Baker's	Honeysuckle		2.99									
	Hy-Vee	Honeysuckle					3.19						
	Safeway Denver	Jennie-O			3.88								
	Thriftway Stores	Honeysuckle		1.99									
OH	Buehler's	Honeysuckle					3.19						
	Kroger Central	Honeysuckle			2.99								
	Kroger Cincinnati	Kroger		2.50									
	Kroger Columbus	Butterball		2.66									
	Marc's	Butterball		1.99									
	Marsh	Butterball			3.99			3.99					
	Meijer	Jennie-O		2.00									
	Shop'n Save	Honeysuckle		3.99									
	Weis Markets	Weis				5.69							
	Whole Foods MidAtlantic	n/i	A	3.33					3.33		4.99		

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Labor Day 2016  
**GROUND POULTRY**

State	Supermarket	Brand	Key	Ground Turkey					Ground Chicken				Conditions
				85%	93-94%	Breast	Sausage	Patties	97-98%	Breast	Sausage	Patties	
SD	Hy-Vee	Honeysuckle					3.19						
	Safeway Denver	Jennie-O			3.88								
WI	Fox Bros.	Butterball		2.99			3.99	3.99					
	Gordy's	Jennie-O			2.98								
	Hy-Vee	Honeysuckle					3.19						
	Marketplace Foods	Honeysuckle		3.48									
	Meijer	Jennie-O		2.00									
	Pat's Foods IGA	Jennie-O		3.50			3.27						
		Gerber	A							2.66	3.50		
	Piggly Wiggly MW	Butterball		2.99			3.99	3.99					
	Schnuck's	Jennie-O		2.59									
Trig's	Jennie-O		2.99			3.27							

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Labor Day 2016  
**GROUND POULTRY**

State	Supermarket	Brand	Key	Ground Turkey					Ground Chicken				Conditions
				85%	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 Pyramid Foods	Honeysuckle Honeysuckle		2.50			2.88	3.49					
AZ	Albertsons SW Fry's Safeway SW Smart & Final Smith's Sprout's	Open Nature Jennie-O Simple Truth Open Nature Jennie-O Jennie-O First Street Jennie-O n/i Old Tyme Empire	A  A A   K	   2.33 1.99  4.99	3.50 2.99 4.49 3.50 2.99 3.49  4.99						2.99	L4	
CO	Associated Foods King Soopers Ridley's Safeway Denver Sprout's	Jennie-O Kroger Jennie-O Jennie-O n/i Old Tyme Empire	    K	2.99 2.99 2.50  4.99	3.88 4.99			2.99			2.99		
KS	Dillon's Hy-Vee Price Chopper Sprout's Thriftway Stores	Honeysuckle Honeysuckle Honeysuckle n/i Old Tyme Empire Honeysuckle	   K	2.99   4.99 1.99	4.99		3.19				2.99		
LA	Albertsons Houston LeBlanc's Market Basket Rouses	Honeysuckle Honeysuckle Butterball Honeysuckle		2.50 3.49  3.27				3.49					
MO	Dierberg's Gerbe's Hy-Klas Foods	Harvestland Honeysuckle Honeysuckle	A	 2.99 1.99	3.99								

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Labor Day 2016  
**GROUND POULTRY**

State	Supermarket	Brand	Key	Ground Turkey					Ground Chicken				Conditions
				85%	93-94%	Breast	Sausage	Patties	97-98%	Breast	Sausage	Patties	
MO <i>(cont)</i>	Hy-Vee	Honeysuckle					3.19						
	Kroger Central	Honeysuckle			2.99								
	Price Chopper	Honeysuckle											
	Schnuck's	Jennie-O		2.59									
	Sprout's	n/i								2.99			
		Old Tyme				4.99							
	Empire		K	4.99									
	Thriftway Stores	Honeysuckle		1.99									
NM	Albertsons SW	Open Nature	A		3.50								
		Jennie-O			2.99								
	King Soopers	Kroger		2.99									
	Safeway Denver	Jennie-O			3.88								
	Smith's	Jennie-O		1.99									
	Sprout's	n/i								2.99			
	Old Tyme				4.99								
	Empire		K	4.99									
OK	Sprout's	n/i									2.99		
		Old Tyme			4.99								
		Empire	K	4.99									
TX	Albertsons Houston	Honeysuckle		2.50									
	Albertsons SW	Open Nature	A		3.50								
		Jennie-O			2.99								
	Food Town	Jennie-O		3.19		4.69							
		Festive		2.19									
	Market Basket	Butterball					3.49						
	Sprout's	n/i								2.99			
	Old Tyme				4.99								
	Empire		K	4.99									
	Sun Fresh Market	Honeysuckle				3.33							
UT	Associated Foods	Jennie-O		2.99		4.99		2.99					
	Fresh Market	Jennie-O						2.99					
	King Soopers	Kroger		2.99									
	Ridley's	Jennie-O		2.50									
	Smith's	Jennie-O		1.99									

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**Labor Day 2016  
GROUND POULTRY**

State	Supermarket	Brand	Key	Ground Turkey					Ground Chicken				Conditions
				85%	93-94%	Breast	Sausage	Patties	97-98%	Breast	Sausage	Patties	
UT <i>(cont)</i>	Sprout's	n/i	K								2.99		
		Old Tyme				4.99							
	Stoke's Market	Empire		4.99									
		Jennie-O		2.50									

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**GROUND POULTRY**

State	Supermarket	Brand	Key	Ground Turkey					Ground Chicken				Conditions
				85%	93-94%	Breast	Sausage	Patties	97-98%	Breast	Sausage	Patties	
<b>SOUTHWESTERN U.S. - CA,HI,NV</b>													
CA	Albertsons SoCal	Open Nature	A		4.99								limit 4
		Jennie-O		2.99									
	Andronico's	Andronico's		3.99									
	Baja Ranch	Jennie-O		2.99									
	Food Maxx	Foster Farms		1.99									
	Jon's Marketplace	n/i							1.99				
		Jennie-O		2.50									
	Lucky	Jennie-O		2.99	3.99			3.99					
	Lunardi's	n/i			5.99								
	Nugget Markets	Fresh to Market							3.99				
	Raley's	Jennie-O	2.66	3.50	4.99	4.12	3.50						
	Ralph's	Simple Truth	O	6.99									
	SK Super King	Foster Farms	O	4.99									
	Save Mart	Jennie-O	2.66										
		Foster Farms	2.50										
	Smart & Final	First Street	2.33										
	Sprout's	n/i								2.99			
		Old Tyme		4.99									
	Empire	K	4.99										
Stater Bros.	n/i	1.99											
Super A Foods	Foster Farms							3.99					
Superior Grocers	Jennie-O		2.99				2.99						
	n/i							1.99					
Vons/Pavilions	Foster Farms		2.50										
HI	Foodland	Foster Farms			4.59								
	Times Supermarkets	Foster Farms							4.49				
NV	Albertsons SW	Open Nature	A		3.50								
		Jennie-O		2.99									
	Associated Foods	Jennie-O	2.99				2.99						
	Raley's	Jennie-O	2.66	3.50	4.99	4.12	3.50						
	Ridley's	Jennie-O	2.50										
	Smart & Final	First Street	2.33										
Smith's	Jennie-O	1.99											

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**GROUND POULTRY**

State	Supermarket	Brand	Key	Ground Turkey					Ground Chicken				Conditions
				85%	93-94%	Breast	Sausage	Patties	97-98%	Breast	Sausage	Patties	
NV <i>(cont)</i>	Sprout's	n/i	K								2.99		
		Old Tyme			4.99								
	Vons/Pavilions	Empire		4.99									
		Foster Farms			2.50								

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**GROUND POULTRY**

State	Supermarket	Brand	Key	Ground Turkey					Ground Chicken				Conditions
				85%	93-94%	Breast	Sausage	Patties	97-98%	Breast	Sausage	Patties	
<b>NORTHWESTERN U.S. - AK,ID,MT,OR,WA,WY</b>													
AK	Carrs/Safeway	Jennie-O			4.99								
	Fred Meyer	Foster Farms		2.99									
ID	Associated Foods	Jennie-O		2.99		4.99		2.99					
	Ridley's	Jennie-O		2.50									
	Safeway Seattle	Jennie-O			3.99								
	Smith's	Jennie-O		1.99									
	Stoke's Market	Jennie-O		2.50									
MT	Associated Foods	Jennie-O		2.99		4.99		2.99					
	Reynold's Market	Jennie-O		2.50									
	Safeway Seattle	Jennie-O			3.99								
	Smith's	Jennie-O		1.99									
	Stoke's Market	Jennie-O		2.50									
OR	Albertsons Portland	Jennie-O			2.99								
	Associated Foods	Jennie-O		2.99				2.99					
	McKay's	Foster Farms			3.59				3.59				
	Safeway Portland	Jennie-O			3.99								
WA	Albertsons Portland	Jennie-O			2.99								
	Metropolitan	Isernio's	L						5.16				
	Safeway Portland	Jennie-O			3.99								
	Safeway Seattle	Jennie-O			3.99								
WY	Associated Foods	Jennie-O		2.99		4.99		2.99					
	King Soopers	Kroger		2.99									
	Ridley's	Jennie-O		2.50									
	Safeway Denver	Jennie-O			3.88								
	Smith's	Jennie-O		1.99									