



United States  
Department of  
Agriculture

Agricultural  
Marketing  
Service

Livestock,  
Poultry and  
Seed Program

Agricultural  
Analytics  
Division

## U.S. Supermarket Holiday Featuring Meat and Poultry

### Independence Day 2015

Advertised Prices effective through July 04, 2015



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

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

### **Contents:**

#### **Chicken -**

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

Northeast.....	03
Southeast .....	18
Midwest .....	28
South Central.....	40
Southwest.....	48
Northwest .....	52

#### **Pork -**

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

Northeast.....	56
Southeast .....	71
Midwest .....	82
South Central.....	98
Southwest.....	109
Northwest .....	113

#### **Beef -**

Ground beef, beef patties, and various USDA Choice beef steaks.

Northeast.....	118
Southeast .....	136
Midwest .....	150
South Central.....	166
Southwest.....	176
Northwest .....	179

#### **Ground Poultry -**

Ground turkey and chicken grinds, sausage, and patties. .

Northeast.....	184
Southeast .....	191
Midwest .....	193
South Central.....	196
Southwest.....	198
Northwest .....	199

## **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  
BOG2 .....Buy one, get two free  
BOG3 .....Buy one, get three free  
B2GO .....Buy two get one free  
BOGH .....Buy one get one half price  
A .....Antibiotic-free  
F .....Free Range  
G .....Grass-Fed  
K .....Kosher  
L .....Locally-grown  
O .....USDA Certified Organic  
P .....USDA Prime  
C .....USDA Choice  
S .....USDA Select

### **Beef Conditions Key:**

L .....limit at sale price  
value .....value pack (regular if not identified)

Percentages refer to ground beef patties.

## **U.S. Regional Definitions:**

Northeast .....CT,DC,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT  
Southeast .....AL,FL,GA,MS,NC,SC,TN,VA,WV  
Midwest .....IA,IL,IN,KY,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**
*prices in \$US per pound unless otherwise noted.*
**Independence Day 2015**
**CHICKEN**

State	Supermarket	Brand	Key	B/S Breast		B/S Thighs		Split Breast		Wings		Thighs		Drumsticks		Leg Quarters		Fried		Store Card
				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	A&P Stores	America's Choice																		
	Adams IGA	Tender-N-Juicy																		
	Fielddale Farms	n/i			2.99															
	AG New England	n/i				1.99														
	ALDI	n/i				1.89														
	Associated	Perdue																		
	Harvestland	A																		
	Bell & Evans	A																		
	Best Market	n/i																		
	Big Y	Sam's			3.69		1.87													
	n/i	dark						3.29		1.77										
	Big Y	A			6.99		1.99													
	Bravo	n/i			2.49															
	Harvestland	A			5.99															
	C-Town	Perdue																		
	Compare Foods	Perdue																		
	n/i																			
	Harvestland	A				1.79														
	Bell & Evans	A																		
	Food Bazaar	n/i																		
	Food Emporium	n/i				3.99														
	Geissler's	Fielddale Farms				3.69														
	Highland Park	Bell & Evans				4.99														
	Key Food	Perdue																		
	Harvestland	A			5.49															
	Coleman	O			7.99															
	Allen's																			
	King's	Harvestland	A	30% off																
	Bell & Evans	A																		
	Marc's	n/i			2.29															
	NSA Supermarket	n/i																		
	Pioneer	Perdue																		
	Bell & Evans	A																		

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				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	8-piece	12-Piece	
<b>CT</b> <i>(cont)</i>	Price Chopper	Price Chopper		2.99	1.99								1.39							yes
	Tyson																			
	Price Rite	n/i			1.99															
	Save-a-Lot	n/i			1.79															
	ShopRite	n/i																		
	n/i																			
	n/i																			
	Coleman	O			2.49		2.49													
	Tyson																			
	Stew Leonard's	A		2.99															yes	
	Stew's Naked	A		6.99																
<b>DC</b>	Stew's Naked																			
	Stop & Shop																			
	Stop & Shop																			
	Trader Joe's	O																		
	Trader Joe's																			
	Walmart	n/i			1.99															
	Whole Foods NE	n/i	A																	
<b>DE</b>	Whole Foods NAtl	n/i	O																	
	ALDI	n/i																		
	Giant Food	Nature's Promise	A	25% off	1.89															
	Giant																			
	Harris Teeter	HT Fresh			2.49															
	Perdue																			yes
	Perdue																			
	Safeway Eastern	Safeway Farms																		
<b>DE</b>	Eating Right																			
	Open Nature	A		5.99	1.69		1.69													
	Save-a-Lot	n/i			1.79															
	Trader Joe's	O			4.99															
	Walmart	n/i			1.99															
	Whole Foods MAtl	n/i	O																	

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				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	8-piece	12-Piece	
<b>DE</b> <i>(cont)</i>	Food Lion	Nature's Place	A	25% off		1.99					2.29						0.59	5.99		yes
	Fresh Grocer	n/i			1.88		2.49				2.39						0.79		5.97	yes
	Giant Food	n/i			2.79													6.99		
	Great Valu Market	Nature's Promise		25% off		2.49				1.79		2.49						0.69		
	Harris Teeter	Giant			1.99															yes
		Tyson																		
		Gold Leaf																		
		HT Fresh																		
		Perdue			3.99															
		Perdue			5.99															
	Pathmark	Perdue		30% off			30% off		30% off											
<b>Redner's</b>	Redner's	America's Choice																		yes
		n/i																		
		n/i																		
		Redner's																		
		Harvestland	A	4.98			3.48													
	Safeway Eastern	Safeway Farms																		yes
		Eating Right			1.69															yes
		Open Nature		5.99		1.79		1.69												yes
	Save-a-Lot	n/i																		
	ShopRite	n/i																	5.97	L4
		n/i																		
		2.49					2.49													
		Coleman																		
		Tyson																		
<b>Shurfine</b>	n/i																			
	Trader Joe's	Trader Joe's		O		1.97														yes
		n/i																		
	Walmart	Trader Joe's		O		1.99		4.99												
<b>MA</b>	Adams IGA	Fielddale Farms								1.39									7.99	
	AG New England	n/i		2.99		1.99														
	ALDI	n/i				1.89														

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				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	8-piece	12-Piece	
MA (cont)	Big Y	Sam's		3.69		3.29				2.78			0.99		0.99			5.98		
		n/i																		
	C-Town	Big Y	A	6.99				1.49	1.39											
	Compare Foods	Perdue																		
		Perdue																		
		n/i																		
		Harvestland	A		1.79															
	Crosby's	Bell & Evans	A					2.99												
		n/i																		
		n/i																		
	Donelan's	n/i																		
	Geissler's	Fieldale Farms		3.69																
	Hannaford	Hannaford				1.99														
		Hannaford				3.29														
		Nature's Place	A				3.69													
	Market Basket	Market Basket				1.89														
		Market Basket				2.49														
	Met Foods	Perdue		2.99																
		Farm Fresh																		
		Coleman	O	6.99																
	NSA Supermarket	Bell & Evans	A																	
		n/i																		
	Price Chopper	Price Chopper		2.99	1.99															
		Tyson																		
	Price Rite	n/i				1.99														
	Roche Bros.	Bell & Evans	A	5.99																
		Bell & Evans	A	7.59																
	Save-a-Lot	n/i				1.79														
	Shaw's	n/i				1.77			1.77											
	Star Market	n/i				1.77			1.77											
		Perdue																		
	Stop & Shop	Stop & Shop				2.49					1.99			2.49						
	Trader Joe's	Trader Joe's	O				4.99													
	Trucchi's	n/i																		
		Perdue																		

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				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	8-piece	12-Piece	
<b>MA</b> <i>(cont)</i>	Walmart	n/i			1.99															
	Wegman's	Wegman's			1.99															
	Whole Foods NAtl	Wegman's	O	6.99													0.99			
<b>MD</b>	A&P Stores	America's Choice																		
	ACME Markets	Tender-N-Juicy																		
	Perdue	Perdue	O	BOGO	2.99															
	Perdue	Perdue	O	5.99																
	Lancaster Brand	Lancaster Brand		BOGO																
	AG New England	n/i																		
	ALDI	n/i																		
	Associated	Perdue																		
	Harvestland	Harvestland	A																	
	Bell & Evans	Bell & Evans	A																	
	Family Owned	n/i																		
	Food Lion	Nature's Place	A	2.48	1.98															
	n/i	n/i		25% off																
	Giant Eagle	Giant Eagle																		
	Nature's Basket	Nature's Basket	A	3.99																
	Nature's Promise	Nature's Promise	A	25% off																
	Giant	Giant																		
	Great Valu Market	Tyson																		
	Gold Leaf	Gold Leaf																		
	Harris Teeter	HT Fresh																		
	Perdue	Perdue																		
	Perdue	Perdue																		
	Mars	n/i																		
	Martin's Food	Perdue																		
	Perdue	Perdue		BOGO																
	Giant	Giant																		
	Price Rite	Nature's Promise	A																	
	n/i	n/i		1.99																
	Redner's	n/i																		

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				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	8-piece	12-Piece	
<b>MD</b> <i>(cont)</i>	Redner's	Redner's																		
	Harvestland																			yes
	Safeway Eastern	Safeway Farms																		yes
	Eating Right																			yes
	Open Nature		A	4.98	1.69	3.48	1.69													yes
	Save-a-Lot	n/i																		
	Shop'n Save	Tyson																		
	Shoppers Food	Perdue																		
	ShopRite	n/i																		L4
		n/i																		
		n/i																		
		Coleman	O		2.49		2.49													
		Tyson																		
	Shurfine	n/i			1.97															yes
	Trader Joe's	Trader Joe's	O				4.99													
<b>ME</b>	Walmart	n/i																		
	Wegman's	Wegman's																		
	Wegman's	Wegman's																		
	Weis	Perdue		6.99	3.99	BOGO														
	Weis	Weis	O																	
	Whole Foods MAtl	n/i																		
			O																	
<b>NH</b>	AG New England	n/i																		
	ALDI	n/i																		
	Hannaford	Hannaford																		
	Hannaford	Hannaford																		
	Nature's Place		A																	yes
	Market Basket	Market Basket																		
	Market Basket	Market Basket																		
	Save-a-Lot	n/i																		
<b>VA</b>	Shaw's	n/i																		
	Trader Joe's	Trader Joe's	O																	
	Walmart	n/i																		
	Whole Foods NAtl	n/i	O																	

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				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	8-piece	12-Piece		
<b>NH</b> <i>(cont)</i>	Hannaford	Hannaford	A		1.99	3.69		BOGO		BOGO		1.39		1.39		1.19		6.99		yes	
	Hannaford	Hannaford			3.29													7.99			
	Nature's Place	Market Basket			1.89													5.99		yes	
	Market Basket	Market Basket			2.49													6.99			
	Price Chopper	Price Chopper		2.99	1.99													0.75		yes	
	Tyson	n/i			1.99														8.99		
	Price Rite	n/i			1.99																
	Save-a-Lot	n/i			1.79																
<b>NJ</b>	Shaw's	n/i	O		1.77	4.99	1.77	BOGO		BOGO		2.99		0.99		0.99					
	Trader Joe's	Trader Joe's			1.99																
	Walmart	n/i			1.99																
	A&P Stores	America's Choice			2.99																
	ACME Markets	Tender-N-Juicy			5.99																
	ALDI	Perdue			1.89																
	Associated	Perdue			1.89																
	Best Market	Harvestland	A		1.87	1.77	2.99	BOGO		BOGO		2.29		0.77		0.77		0.59			
	Bravo	Bell & Evans			1.99																
	C-Town	n/i	A		2.49	5.99	1.77	2.77		BOGO		2.29		0.77		0.77		0.79			
	Compare Foods	Perdue			5.99																
	Extra Supermarket	Perdue	A		1.79	1.98	1.49	1.39		BOGO		2.29		0.99		0.99		0.79			
	Fine Fare	Bell & Evans			1.99																
	Food Basics	n/i	A		2.29	1.99	2.99	BOGO		BOGO		2.29		0.98		0.98		0.48			
	Food Bazaar	n/i																			

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				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	8-piece	12-Piece	
NJ (cont)	Foodtown	n/i																		
		Perdue																		
		Coleman	O	7.99	2.49															
		Foodtown																		
		n/i																		
	Great Valu Market	Tyson																		
		Gold Leaf																		
		Perdue																		
		Harvestland	A	5.49																
		Coleman	O	7.99																
		Allen's																		
		Harvestland	A	30% off																
		Bell & Evans	A																	
		Perdue		2.99																
		Farm Fresh																		
		Coleman	O	6.99																
		Bell & Evans	A																	
		Morton Williams	n/i																	
		Murphy's																		
		Murphy's																		
		Bell & Evans	A		1.99															
		Pathmark																		
		Perdue																		
		America's Choice																		
		Pioneer																		
		Perdue																		
		Bell & Evans	A																	
		Price Rite	n/i																	
		Save-a-Lot	n/i																	
		ShopRite	n/i																	
		n/i																		
		Coleman	O		2.49		2.49													
		Tyson																		
		Stop & Shop																		
		Thriftway																		
		Trader Joe's	O		2.49															
		Walmart	n/i				4.99													

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				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	8-piece	12-Piece	
<b>NJ</b> <i>(cont)</i>	Wegman's	Wegman's	O	6.99	1.99	BOGO	1.99	4.79	2.49	2.49	1.69	0.99	0.99	0.98	0.39	5.99				
	Weis	Wegman's		3.99																
	Western Beef	Perdue																		
	n/i	Weis																		
	Perdue	Whole Foods MAtl		n/i																
<b>NY</b>	Whole Foods NE	n/i	O			A&P Stores	America's Choice	2.99	2.99	2.99	2.99	2.99	2.99	0.99	0.99	0.99				
	A&P Stores	Perdue																		
	ALDI	Tender-N-Juicy	A																	
	Associated	n/i																		
	Harvestland	Perdue	A																	
	Bell & Evans	Harvestland																		
	Best Market	n/i	A																	
	Big M	1893 Premium																		
	Bravo	n/i	A																	
	Harvestland	Perdue																		
	C-Town	Perdue	A																	
	Compare Foods	Perdue																		
	n/i	Harvestland	A																	
	Bell & Evans	Perdue																		
	Fine Fare	n/i	A																	
	Harvestland	Perdue																		
	Food Basics	n/i	A																	
	Food Bazaar	n/i																		
	Food Emporium	n/i	A																	
	Foodtown	n/i																		
	Perdue	Coleman	O																	
	Coleman	Foodtown																		
	n/i	Foodtown			dark															

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				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	8-piece	12-Piece	
NY (cont)	Giunta Meat Farm	Farm Fresh		2.39												1.19				
	Great American	Perdue				1.79														
	n/i	Mountaire																		
	Gristede's																			
	Hannaford	n/i																		
	Hannaford	Hannaford																		
	Hannaford	Hannaford																		
	Nature's Place	A																		
	Key Food	Perdue																		
	Harvestland	A		5.49																
	Coleman	O		7.99																
	Allen's																			
	King Kullen	Perdue																		
	Mountaire																			
	Harvestland	A			2.99															
	Harvestland	O				2.69														
	King's	Harvestland	A																	
	Bell & Evans	A		6.39																
	Met Foods	Harvestland	A	30% off																
	Bell & Evans	A																		
	Perdue			2.99																
	Farm Fresh																			
	Coleman	O		6.99																
	Bell & Evans	A																		
	Metropolitan	Perdue		2.99																
	Coleman	O		6.99																
	Bell & Evans	A																		
	Morton Williams	n/i																		
	North Shore Farm	Harvestland	A																	
	Perdue																			
	NSA Supermarket	n/i																		
	Pathmark	Perdue																		
	America's Choice																			
	Peck's Market	Fielddale Farms																		
	Perdue																			
	n/i																			

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				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	8-piece	12-Piece	
NY (cont)	Pioneer	Perdue																		
	Bell & Evans																			
	Price Chopper	Price Chopper	A	2.99	1.99															yes
	Tyson																			
	Price Rite	n/i				1.99														
	Save-a-Lot	n/i				1.79														
	Shop'n Save	Tyson				1.98														
	ShopRite	n/i																		
	n/i																			
	n/i																			
	Coleman	O			2.49		2.49													
	Tyson																			
	Stew Leonard's	Stew's Naked	A	2.99																yes
	Stew's Naked	A	6.99																	
	Stop & Shop	Stop & Shop				2.49														
	Tops Markets	Tops				1.99														yes
	Harvestland	A																		yes
	Trade Fair	n/i				1.99														
	Trader Joe's	Trader Joe's	O				4.99													
	Uncle Giuseppe's	n/i																		
	Walmart	n/i																		
	Wegman's	Wegman's																		
	Wegman's	O	6.99		1.99															
	Weis	Perdue																		
	Weis																			
	n/i																			
	Western Beef	Perdue																		
	Whole Foods NE	n/i	A																	
PA	A&P Stores	America's Choice																		
	ACME Markets	Tender-N-Juicy																		
	Perdue	Perdue	O	BOGO	5.99															
	Lancaster Brand	n/i		BOGO	1.89															

**U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS**
*prices in \$US per pound unless otherwise noted.*
**Independence Day 2015**
**CHICKEN**

State	Supermarket	Brand	Key	B/S Breast		B/S Thighs		Split Breast		Wings		Thighs		Drumsticks		Leg Quarters		Fried		Store Card
				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	8-piece	12-Piece	
PA <i>(cont)</i>	Associated	Perdue														0.59				
		Harvestland																		
		Bell & Evans	A																	
	Big M	1893 Premium			1.99															
	Boyer Food	n/i			1.79															
		Mrs. B's				2.47														
	Bravo	n/i				2.49														
	C-Town	Harvestland	A		5.99															
	Family Owned	Perdue																		
	Fine Fare	n/i																		
		Harvestland	A			2.48														
		Perdue																		
	Food Basics	n/i																		
	Food Lion	Nature's Place	A	25% off		1.99														
		n/i																		
	Foodland	Tyson																		
		Gerber	A	BOGO																
Foodtown		n/i																		
		n/i																		
		Perdue																		
		Coleman	O	7.99		2.49														
		Foodtown																		
Fresh Grocer		n/i																		
		n/i																		
		n/i																		
		Amick Farms																		
GFS Marketplace	Giant Eagle	Giant Eagle																		
		Nature's Basket	A	3.99																
		Perdue																		
		Perdue																		
		Giant																		
Giant Food Stores		Nature's Promise	A																	

**U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS**
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**Independence Day 2015**
**CHICKEN**

State	Supermarket	Brand	Key	B/S Breast		B/S Thighs		Split Breast		Wings		Thighs		Drumsticks		Leg Quarters		Fried		Store Card
				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	8-piece	12-Piece	
PA <i>(cont)</i>	Great Valu Market	Tyson			1.99		1.99	1.99									0.69			
		Gold Leaf															0.49			
	Grocery Outlet	Cookin' Good															0.39	4.99		
	Karn's	n/i																		
	Key Food	Perdue																		
		Harvestland	A	5.49																
		Coleman	O	7.99																
		Allen's																		
	Kuhn's	n/i																		
		n/i																		
		Kuhn's																		
	Martin's Food	Perdue	A	BOGO														6.49		
		Perdue		3.99															10.99	
		Giant																		
		Nature's Promise	A	30% off																
		Perdue																		
		America's Choice																		
	Pathmark	Price Chopper		2.99	1.99															
		Tyson																		
	Price Rite	n/i																		
	Redner's	n/i																		
		n/i																		
		Redner's																		
	Save-a-Lot	Harvestland	A	4.98																
		n/i																		
	Shop'n Save	Tyson																		
	ShopRite	n/i																		
		n/i																		
		Coleman	O	2.49																
		Tyson																		
	Shurfine	n/i																		
	ShurSave	Sanderson Farms		3.99	1.97															
	Sparkle	n/i																		
	Thorne's	1893 Premium																		

**U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS**
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**Independence Day 2015**
**CHICKEN**

State	Supermarket	Brand	Key	B/S Breast		B/S Thighs		Split Breast		Wings		Thighs		Drumsticks		Leg Quarters		Fried		Store Card
				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	8-piece	12-Piece	
PA <i>(cont)</i>	Thriftway	Perdue																		
	Tops Markets	Tops																		
		Harvestland	A		1.99															yes
	Trader Joe's	Trader Joe's	O																	
	Walmart	n/i																		
	Wegman's	Wegman's																		
	Weis	Wegman's	O	6.99	1.99	BOGO														
RI	Whole Foods MAtl	Perdue																		
		Weis																		
		n/i	O																	
	ALDI	n/i																		
	Associated	Perdue																		
		Harvestland	A																	
	Bravo	Bell & Evans	A																	
		n/i																		
	Compare Foods	Harvestland	A	2.49	1.99															
		Perdue																		
	Dave's Marketplace	n/i																		
	Price Rite	n/i																		
	Save-a-Lot	n/i																		
VT	Shaw's	n/i																		
	Stop & Shop	Stop & Shop																		
	Trader Joe's	Trader Joe's	O																	
	Walmart	n/i																		
	Whole Foods NAtl	n/i	O		1.99															

**U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS**
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**Independence Day 2015**
**CHICKEN**

State	Supermarket	Brand	Key	B/S Breast		B/S Thighs		Split Breast		Wings		Thighs		Drumsticks		Leg Quarters		Fried		Store Card
				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	8-piece	12-Piece	
VT <i>(cont)</i>	Shaw's	n/i	A O		1.77		1.77											8.99	yes	
	Tops Markets	Tops			1.99															
		Harvestland																		
	Trader Joe's	Trader Joe's																		
	Walmart	n/i			1.99		4.99													

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**Independence Day 2015**
**CHICKEN**

State	Supermarket	Brand	Key	B/S Breast		B/S Thighs		Split Breast		Wings		Thighs		Drumsticks		Leg Quarters		Fried		Store Card
				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,MS,NC,SC,TN,VA,WV</b>																				
AL	ALDI	n/i				1.89							0.89							
	Dollar General	n/i				1.95														
	Earth Fare	n/i	A	3.29																yes
		n/i	A	5.99																
	Food for Le\$\$	n/i																		
	Food Giant	Sanderson Farms			2.18															
		n/i																		
	Greer's Market	n/i																		
	Hometown Market	n/i																		
	Ingle's	Tyson	L	2.48		2.28														yes
		Tyson	L	3.58		3.58														
		Tyson																		
	Kroger Atlanta	Perdue																		yes
		Heritage Farm			1.99		1.99													yes
		n/i																		
	Kroger Nashville	Heritage Farm			1.99		1.99													yes
		n/i																		yes
	Lucky's	n/i																		
	Piggly Wiggly HAC	n/i			1.99															
	Piggly Wiggly Hchn	n/i																		
	Piggly Wiggly Inc	n/i																		
	Piggly Wiggly JTm	n/i																		
	Publix	Publix			4.49															yes
		Publix			5.89															
	Ramey's	n/i			2.28															
	Rouses	n/i																		L2
	Save-a-Lot	n/i																		
	Shop Rite	n/i			2.49		1.79													
	Trader Joe's	Trader Joe's	O					4.99		1.69										
	United Grocery	n/i				1.69														
	Vowell's	n/i																		
	Walmart	n/i				1.99					1.59									
	Western Market	n/i																BOGO		

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**Independence Day 2015**
**CHICKEN**

State	Supermarket	Brand	Key	B/S Breast		B/S Thighs		Split Breast		Wings		Thighs		Drumsticks		Leg Quarters		Fried		Store Card	
				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	8-piece	12-Piece		
AL (cont)	Winn-Dixie	Sanderson Farms n/i				2.65				1.65		2.65		1.00		1.00			6.99		yes
FL	Albertsons Sthrn	n/i								1.99											
	ALDI	n/i				1.89															
	Bravo	n/i																			
	Dollar General	n/i				1.95															
	Earth Fare	n/i	A	3.29																yes	
		n/i	A	5.99																	
	Food Giant	Sanderson Farms n/i				2.18															
	GFS Marketplace	Amick Farms				1.80													5.49		
	Greer's Market	n/i																			
	Harris Teeter	HT Fresh																			
		Perdue																		yes	
		Perdue																			
	Harvey's	n/i	L																	yes	
		n/i																			
	Hitchcock's	n/i																			
	Piggly Wiggly Hchn	n/i																			
	Publix	Publix				4.49															
		Publix				5.89														yes	
	Save-a-Lot	n/i																			
	Sedano's	n/i																			
	Trader Joe's	Trader Joe's	O			4.99															
	Walmart	n/i				1.99															
	Western Beef	n/i				1.99															
	Whole Foods FL	Freebird																			
	Winn-Dixie	Sanderson Farms n/i				2.65				1.65		2.65		1.00		1.00				yes	
GA	ALDI	n/i				1.89				2.65											
	Bi-Lo	Gold Star																		yes	
	Dollar General	n/i				1.95															
	Earth Fare	n/i	A	3.29																yes	
		n/i	A	5.99																	

**U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS**
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**Independence Day 2015**
**CHICKEN**

State	Supermarket	Brand	Key	B/S Breast		B/S Thighs		Split Breast		Wings		Thighs		Drumsticks		Leg Quarters		Fried		Store Card
				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	8-piece	12-Piece	
<b>GA</b> <i>(cont)</i>	Food Depot	Claxton											0.88		0.88					
	Food Giant	Sanderson Farms			2.18															
	Food Lion	Nature's Place	A	25% off		1.99							2.29						5.49	
		n/i											2.39							
		n/i																		
	Galaxy Foods	n/i																		
	Harris Teeter	HT Fresh																		
		Perdue		3.99																
		Perdue		5.99																
	Harvey's	n/i	L																	
		n/i																		
	IGA	n/i																		
	Ingle's	Tyson	L	2.48			2.28						1.29							
		Tyson	L	3.58			3.58													
		Tyson																		
	Kroger Atlanta	Perdue																		
		Heritage Farm			1.99			1.99												
		n/i																		
	Lucky's Market	n/i																		
	Piggly Wiggly Car.	Carolina Fresh																		
		n/i																		
		Mrs. B's																		
	Piggly Wiggly HAC	n/i																		
	Piggly Wiggly Hchn	n/i																		
	Piggly Wiggly JT	n/i																		
	Publix	Publix		4.49																
		Publix		5.89																
	Quality Foods	n/i																		
	Save-a-Lot	n/i																		
	Shop Rite	n/i																		
	Trader Joe's	Trader Joe's	O	2.49			4.99			1.69										
	United Grocery	n/i			1.69															
	Walmart	n/i			1.99															
	Wayfield's	n/i			2.69					1.79			1.99						0.39	

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**Independence Day 2015**
**CHICKEN**

State	Supermarket	Brand	Key	B/S Breast		B/S Thighs		Split Breast		Wings		Thighs		Drumsticks		Leg Quarters		Fried		Store Card
				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	8-piece	12-Piece	
GA (cont)	Winn-Dixie	Sanderson Farms n/i				2.65			1.65		2.65		1.00		1.00			6.99		yes
MS	AG Baton Rouge	n/i															0.29			
	ALDI	Sanderson Farms n/i																		
	Corner Market	Sanderson Farms																		
	Dollar General	n/i																		
	Food Giant	Sanderson Farms																		
	Greer's Market	n/i																		
	Kroger Delta	Heritage Farm																		
	Mac's Fresh	n/i																		
	Piggly Wiggly Hchn	n/i																		
	Ramey's	n/i																		
NC	Rouses	n/i																		L2
	Save-a-Lot	n/i																		
	Vowell's	n/i																		
	Walmart	n/i																		
	Winn-Dixie	Sanderson Farms n/i																		yes
	ALDI	n/i																		
	Bi-Lo	Gold Star																		yes
	Bo's Food Stores	n/i																		
	Carlie C's IGA	Wize Buy																		
	Compare Foods	n/i																		
VA	Dollar General	n/i																		
	Earth Fare	n/i	A	3.29	5.99	1.99			1.99		1.65		2.65		1.00					
	Farm Fresh	Farm Fresh	A																	yes
	Food Lion	n/i																		
	Giant Eagle	n/i																		
	Harris Teeter	n/i																		
	Jewel-Osco	n/i																		
	Kroger	n/i																		
	Market Basket	n/i																		
	Publix Super Markets	n/i																		
DE	Stop & Shop	n/i																		
	Superior Quality Foods	n/i																		
	Trans World Foods	n/i																		
	Wal-Mart Stores	n/i																		
	Whole Foods Market	n/i																		
	Winn-Dixie	n/i																		
	Yankee Food Stores	n/i																		
	Zee's Supermarket	n/i																		
	Zee's Supermarket	n/i																		
	Zee's Supermarket	n/i																		

**U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS**
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**Independence Day 2015**
**CHICKEN**

State	Supermarket	Brand	Key	B/S Breast		B/S Thighs		Split Breast		Wings		Thighs		Drumsticks		Leg Quarters		Fried		Store Card
				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	8-piece	12-Piece	
<b>NC</b> <i>(cont)</i>	Food Lion	Nature's Place	A	25% off	1.99						2.29	2.39					0.59	5.99		yes
	Food Pride	n/i									2.49		1.59		1.59		0.79			
		n/i															0.49			
	Galaxy Foods	Springer Mtn.															0.38	6.99		
	Great Valu Market	Tyson		2.99															9.99	
	Harris Teeter	n/i																		
		HT Fresh																		
		Perdue		3.99																
		Perdue		5.99																
	IGA	n/i																		
	Ingle's	Tyson		L	2.48		2.28													
		Tyson		L	3.58		3.58													
	Just \$ave Foods	n/i				2.49														
	Kroger MidAtlantic	Sanderson Farms						1.99		1.99										
<b>SC</b>	Lowe's Foods	Heritage Farm																		
	Piggly Wiggly Retl	n/i																		
		n/i																		
	Piggly Wiggly Strs	Sanderson Farms		L	BOGO															
		Wize Buy																		
		Country Pride																		
		Springer Mtn.																		
		Fielddale Farms																		
		n/i																		
	Publix	Publix		A	3.89															
<b>SC</b>	Save-a-Lot	Publix				4.49														
	Trader Joe's	Trader Joe's		O		5.89														
	United Grocery	n/i					1.79													
	Walmart	n/i						4.99												
		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		Store Card
				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	8-piece	12-Piece	
<b>SC</b> <i>(cont)</i>	Dollar General	n/i			1.95															
	Earth Fare	n/i	A	3.29																yes
		n/i	A	5.99																yes
	Food Lion	Nature's Place	A	25% off		1.99														yes
		n/i																		yes
		n/i																		yes
	Galaxy Foods	n/i																		yes
	Harris Teeter	HT Fresh																		yes
		Perdue		3.99																yes
		Perdue		5.99																yes
	Harvey's	n/i	L																	yes
		n/i																		yes
	IGA	n/i																		yes
	Ingle's	Tyson	L	2.48		2.28														yes
		Tyson	L	3.58		3.58														yes
<b>KR</b>	Kroger Atlanta	Tyson																		yes
		Perdue																		yes
		Heritage Farm																		yes
		n/i																		yes
	Lowe's Foods	n/i																		yes
		Sanderson Farms	L	BOGO																yes
	Piggly Wiggly Car.	Carolina Fresh																		yes
		n/i																		yes
		Mrs. B's																		yes
	Publix	Publix		4.49																yes
<b>QC</b>	Quality Foods	Publix		5.89																yes
	Save-a-Lot	n/i																		yes
	Trader Joe's	Trader Joe's	O		1.79		4.99													yes
	Walmart	n/i			1.99															yes
																				yes
<b>TN</b>	ALDI	n/i			1.89															
	Bi-Lo	Gold Star				2.65														yes
		n/i																		yes
	Chappell's	n/i																		yes
	Dollar General	n/i			1.95															

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**CHICKEN**

State	Supermarket	Brand	Key	B/S Breast		B/S Thighs		Split Breast		Wings		Thighs		Drumsticks		Leg Quarters		Fried		Store Card
				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	8-piece	12-Piece	
<b>TN</b> <i>(cont)</i>	Earth Fare	n/i	A	3.29		2.18	2.38	1.99	0.98	2.29	2.39	1.99	0.98	0.68	0.59	0.79	0.49	5.98	5.49	yes
	E.W. James	Sanderson Farms		5.99																
	Food City	Holly Farms																		
	Food Country USA	n/i																		
	Food Giant	Sanderson Farms																		
	Food Lion	Nature's Place		25% off																
		n/i																		
		n/i																		
	Food Rite	Food Rite																		
	GFS Marketplace	Amick Farms																		
	H.G. Hill	n/i		2.79																
	Houchen's IGA	n/i																		
		Pilgrims																		
	Ingle's	Tyson	L	2.48																
		Tyson		3.58																
		Tyson																		
	Kroger Delta	Heritage Farm																		
		n/i																		
	Kroger MidAtlantic	Heritage Farm																		
		n/i																		
	Kroger Nashville	Heritage Farm																		
		n/i																		
	Lucky's	n/i																		
	Osborne's	n/i																		
	Publix	Publix	O	4.49		1.79	4.99	1.99	1.69	0.99	1.39	0.99	1.99	0.99	1.09	0.39	0.49	6.99	7.99	yes
	Save-a-Lot	n/i																		
	Shop Rite	n/i		2.49																
	Super Dollar	n/i																		
	Twn&Cntry Grcs	n/i		2.19																
	Trader Joe's	Trader Joe's																		

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**CHICKEN**

State	Supermarket	Brand	Key	B/S Breast		B/S Thighs		Split Breast		Wings		Thighs		Drumsticks		Leg Quarters		Fried		Store Card
				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	8-piece	12-Piece	
<b>TN</b> <i>(cont)</i>	United Grocery	n/i			1.69															
	Walmart	n/i			1.99															
<b>VA</b>	ALDI	n/i			1.89															
	Associated	Perdue																		
	Harvestland																			
	Bell & Evans		A																	
	Dollar General	n/i			1.95															
	Farm Fresh	Farm Fresh			1.99															
	Fas-Chek	n/i																		
	Food City	Holly Farms			1.99															
	Food Country USA	n/i																		
	Food Lion	Nature's Place	A	25% off		1.99														
		n/i																		
		n/i																		
	Galaxy Foods	n/i																		
	Giant Food	Nature's Promise	A	25% off		2.49														
		Giant																		
	Grant's	n/i																		
	Great Valu Market	Tyson			2.99															
		n/i																		
	Harris Teeter	HT Fresh																		
		Perdue			3.99															
		Perdue			5.99															
	Ingle's	Tyson	L		2.48		2.28													
		Tyson	L		3.58		3.58													
	Kroger MidAtlantic	Heritage Farm																		
		n/i																		
	Lowe's Foods	n/i																		
	Martin's Food	Sanderson Farms	L	BOGO																
		Perdue		BOGO																
		Perdue			3.99															
		Giant																		
		Nature's Promise	A																	

**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		Store Card		
				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	8-piece	12-Piece			
<b>VA</b> <i>(cont)</i>	Piggly Wiggly Retl	Wize Buy Country Pride Springer Mtn. Fieldale Farms	A	3.89					1.29								0.39					
	Piggly Wiggly Strs	n/i									2.29							0.39	5.99			
	Price Rite	n/i				1.99					2.19							0.75				
	Safeway Eastern	Safeway Farms Eating Right Open Nature			5.99	1.69		1.69						0.99						yes		
	Save-a-Lot	n/i				1.79														yes		
	Shoppers Food	Perdue				1.99														yes		
	Super Dollar	n/i																				
	Trader Joe's	Trader Joe's			O		4.99															
	Walmart	n/i				1.99																
	Wegman's	Wegman's			O	1.99																
<b>WV</b>	Whole Foods MAtl	n/i	O	6.99					4.79													
	ALDI	n/i				1.89																
	Dollar General	n/i				1.95																
	Fas-Chek	n/i																				
	Foodland	n/i																				
	Chester Fried																					
	Food Fair	County Post				1.88																
	Food Lion	Nature's Place			A	25% off		1.99														
	n/i																					
	n/i																					
<b>GA</b>	Galaxy Foods	n/i	A	3.99																		
	Giant Eagle	Giant Eagle																				
	Nature's Basket																					
	n/i																					
	n/i																					
	Grant's	n/i																				
	Great Valu Market	Tyson			2.99																	
	n/i																					
	Tyson																					
	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		Store Card
				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	8-piece	12-Piece	
<b>WV (cont)</b>	Kroger MidAtlantic	Heritage Farm n/i	A	BOGO 3.99	1.99	1.99	1.99	1.99	2.49	2.19	1.69	1.69	BOGO	BOGO	0.98	0.39	5.99	10.99	yes	
	Martin's Food	Perdue			Perdue															
	Piggly Wiggly Strs	Giant			Nature's Promise n/i															
	Riesbeck's	Gerber			A															
	Save-a-Lot	n/i																		
	Shop'n Save	Tyson																		
	Sparkle	n/i																		
	Walmart	n/i																		
	Weis	Perdue Weis			3.99															

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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, KY, MI, MN, ND, NE, OH, SD, WI</b>																				
IA	Affiliated MW	n/i				1.99								0.89		0.89			12.99	
	ALDI	n/i				1.89														
	County Market	n/i				2.99														
	Family Foods	n/i				1.89														
	Fareway	n/i		3.99																
	Food Pride	n/i																		
	Hy-Vee	Hy-Vee			2.98															
		Hy-Vee	A	4.99																
	Jewel-Osco	Signature																		
		Chef's Kitchen																		
		Perdue																		
		n/i																		
	No Frills	Tyson																		
		Sanderson Farms																		
	Price Chopper	n/i			1.99															
		Pilgrim's																		
	Quillin's	Country Pride				1.99														
	Save-a-Lot	n/i			1.79															
	Schnuck's	n/i																		
		Just Bare	A	4.49																
		Schnuck's		4.49																
	Sunshine Foods	n/i			1.99															
	Trader Joe's	Trader Joe's	O	2.49			4.99													
	Walmart	n/i			1.99															
IL	Affiliated MW	n/i			1.99														12.99	
	ALDI	n/i			1.89															
	Angelo Caputo	Nature Raised	A																	
		Perdue																		
		n/i																		
	Berkot's	Berkot's		2.99		1.49													12.99	
		Berkot's				1.99														
	Borowiak's IGA	n/i																		
	Brookhaven	n/i																		
	Butera	n/i																		
	Chiquita Markets	n/i																		

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State	Supermarket	Brand	Key	B/S Breast		B/S Thighs		Split Breast		Wings		Thighs		Drumsticks		Leg Quarters		Fried		Store Card
				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	8-piece	12-Piece	
IL (cont)	County Market	n/i			2.99															
	Cub Foods	Perdue																		yes
		Perdue																		
		n/i																		
	Dierberg's	Dierberg's																	7.99	
	El Guero	n/i																		
	Fairplay Foods	n/i																		
		Perdue																		
	Fareway	n/i																		
	Food Pride	n/i																		
	Food 4 Less	Tyson																		
		n/i																		
	Fresh Thyme	n/i																		
	Garden Fresh	n/i																		
	GFS Marketplace	Amick Farms																		
	Heinen's	Gerber's	A																	yes
		Gerber's	A																	
	Houchen's IGA	n/i																		
	Jewel-Osco	Pilgrims																		
		Signature																		
		Chef's Kitchen																		
		Perdue																		
	Jimenez	n/i																		
	Joe Caputo's	n/i																		
	Kirby IGA	Pilgrim's																		
		Gold'n Plump																		
		n/i																		
	Kroger Central	Heritage Farm																		yes
		n/i																		
	Kroger Louisville	Heritage Farm																		yes
		Simple Nature	A																	
		n/i																		
	Meijer	n/i																		
	Pete's Fresh	n/i																		
		1.99																		

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				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	8-piece	12-Piece	
IL (cont)	Piggly Wiggly MW	n/i			1.49															
	Save-a-Lot	n/i			1.79													7.99		
	Schnuck's	n/i																		
	Just Bare		A																	
	Schnuck's			4.49																
	Schuette's	n/i																		
	Just Bare		A																	
	Shop & Save	n/i																		
	Shop'n Save	n/i																		
	Strack & VanTil	n/i																		
	Sullivan's	Perdue																		
	Sunset Foods	Miller	A	4.99		2.49														
	Tony's Finer Food	n/i																		
	Tony's		A	3.99		2.99														
	Perdue																			
IN	Trader Joe's	Trader Joe's	O																	
	Treasure Island	n/i																		
	Just Bare		A			1.99														
	Ultra Foods	Covington Farms																		
	n/i																			
	Perdue																			
	Valli Produce	n/i																		
IN	Walmart	n/i																		
	Walt's Foods	n/i																		
	AI's Supermarket	n/i																		yes
	ALDI	n/i																		
	Dollar General	n/i																		yes
IN	Earth Fare	n/i		A	3.29															
	n/i																			
	Food 4 Less	Tyson	A	5.99															5.99	
	n/i																			

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State	Supermarket	Brand	Key	B/S Breast		B/S Thighs		Split Breast		Wings		Thighs		Drumsticks		Leg Quarters		Fried		Store Card
				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	8-piece	12-Piece	
IN (cont)	Fresh Encounter	Sanderson Farms	A										1.29		1.29					yes
		Sanderson Farms											1.99		1.99					
		n/i																		
	Fresh Thyme	n/i			1.97													6.99		
	GFS Marketplace	Amick Farms			1.80														9.99	
	Harding's	Spartan		2.99																
	Houchen's IGA	n/i			1.99															
		Pilgrims																		
	IGA Spartan-Nash	n/i			1.69															
		Gerber																		
	Jay C	Heritage Farm																		
	Jewel-Osco	Signature			1.88													6.99		
		Chef's Kitchen																		
		Perdue																		
		n/i																		
Kirby IGA		Pilgrim's																	7.99	
		Gold'n Plump			3.99															
		n/i																		
Kroger Central		Heritage Farm																7.99		yes
Kroger Cincinnati		Heritage Farm			1.99													7.99		yes
Kroger Louisville		n/i																6.99		yes
Lucky's Market		Tyson																		yes
Marsh		Heritage Farm																		yes
Martin's		Simple Nature	A		1.99															yes
		n/i																		yes
Lucky's Market		n/i																		yes
Marsh		Perdue																		yes
Martin's		Just Bare	A	4.00	1.88	2.49	2.99	25% off	1.29	1.99	25% off	25% off	0.99	0.99	0.99	0.99	0.49	11.99	L3	
		n/i																		L2
Meijer		Martin's																		
New Market		Martin's																		
Save-a-Lot		n/i																		

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State	Supermarket	Brand	Key	B/S Breast		B/S Thighs		Split Breast		Wings		Thighs		Drumsticks		Leg Quarters		Fried		Store Card
				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	8-piece	12-Piece	
<b>IN</b> <i>(cont)</i>	Schnuck's	n/i																7.99		
	Just Bare																			
	Schnuck's		A	4.49																
	Strack & VanTil	n/i																	9.99	
	Perdue																			
	Trader Joe's	Perdue	O	BOGO		4.99														
	Ultra Foods	Trader Joe's																		
<b>KY</b>	Covington Farms																			
	n/i																			
	Perdue																			
	Walmart	n/i																		
	Walt's Foods	n/i																		
	Wesselman's	n/i																		
<b>ALDI</b>	n/i																			
	Cox IGA	Gerber's	A		1.89															
	Dollar General	n/i																		
	Earth Fare	n/i	A			1.95														
	n/i		A	3.29																
	E.W. James	Sanderson Farms																		
		n/i																		
	Foodland	n/i																		
		Chester Fried																		
	Food City	Holly Farms				1.99														
	Food Fair	County Post					1.88													
	Food Giant	Sanderson Farms						2.18												
		n/i																		
	Food Lion	Nature's Place	A	25% off																
		n/i																		
	Galaxy Foods	n/i																		
	GFS Marketplace	Amick Farms																		
	Houchen's IGA	n/i																		
		Pilgrims																		
	IGA Spartan-Nash	n/i																		
		Gerber	A		1.69															

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				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	8-piece	12-Piece	
KY (cont)	Kroger Cincinnati	Heritage Farm n/i	A		1.99													6.99		yes
	Kroger Delta	Tyson			1.99													7.99		yes
	Kroger Louisville	Heritage Farm Simple Nature n/i																		yes
	Kroger MidAtlantic	Heritage Farm n/i			1.99		1.99		25% off		1.29							0.49	8.99	yes
	Kroger Nashville	Heritage Farm n/i			1.99		1.99											0.49	6.99	yes
	Lucky's Market	n/i																	7.99	yes
	Meijer	n/i																	5.99	
	Piggly Wiggly Hch	n/i																0.38		yes
	Remke Markets	n/i n/i			2.49															
	Save-a-Lot	n/i			3.99															
	Super Dollar	n/i																		
MI	Trader Joe's	Trader Joe's	O		2.19		4.99				1.39							0.39	7.99	
	Twn&Cntry Grcs	n/i																		
	United Grocery	n/i			1.69															
	ValuMarket	Pilgrim's																		
	Walmart	n/i			1.99															
	Whole Foods MAtl	n/i		O						4.79										
	ALDI	n/i			1.89															
	Busch's	Farm Fresh																		
	D&W Fresh	Spartan			2.99															yes
MI	Earth Fare	n/i	A	3.29																
	n/i	A		5.99																
	Family Fare	Spartan																	7.99	
	Food Pride	Sanderson Farms			1.80															
	GFS Marketplace	Amick Farms																		
	Harding's	Spartan			2.99															
	Hollywood Market	Farm Fresh																	9.99	

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				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	8-piece	12-Piece	
<b>MI</b> <i>(cont)</i>	Kroger Central	Heritage Farm											0.99							yes
	Kroger Columbus	Tyson			1.88															yes
	Kroger Michigan	Heritage Farm			1.99															yes
	Lucky's Market	n/i																		yes
	Martin's	n/i																		yes
	Meijer	Martin's																		yes
	Plumb's/Duthler's	Spartan	A	3.49	2.99															yes
	Ric's Food Center	n/i			1.99															yes
	Save-a-Lot	Gerber's				2.99														yes
	Spartan Stores	n/i				1.79														yes
	Super One Foods	Spartan		2.99	1.99															yes
<b>MN</b>	Tadych's	Gold'n Plump																		yes
	Trader Joe's	Gerber	A																	yes
	Valuland	Trader Joe's	O																	yes
	VG's Grocery	Spartan			1.97															yes
	Walmart	n/i			1.99															yes
	Affiliated MW	n/i				1.99														yes
	ALDI	n/i				1.89														yes
<b>SD</b>	Cash Wise	Gold'n Plump																		yes
	Cub Foods	Perdue																		yes
	Econofoods	Perdue																		yes
	Family Fare	n/i																		yes
		Gold'n Plump																		yes

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				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	8-piece	12-Piece	
<b>MN</b> <i>(cont)</i>	Fareway	n/i		3.99									0.79		0.79					
	Festival	n/i											1.43		1.43			7.77		
	Gold'n Plump																			
	Food Pride	Sanderson Farms						1.99	1.79											
	Hugo's	Gold'n Plump		3.98		2.85														
	Hy-Vee	Hy-Vee		2.98																
	Hy-Vee	Hy-Vee	A	4.99																
	Kowalski's	Gerber's	A					3.49												
	Marketplace Food	Gold'n Plump		4.79		3.42														
	Quillin's	Country Pride			1.99															
	Rainbow Foods	n/i		2.99														0.39		
<b>ND</b>	Save-a-Lot	n/i			1.79														7.99	
	Sunshine Foods	n/i		2.49	1.99															
	Sun Mart	n/i																		
		Sanderson Farms		3.49		3.49														
	Super One Foods	n/i			1.97															
		Gold'n Plump				2.22														
	Trader Joe's	Trader Joe's	O			4.99														
	Walmart	n/i			1.99															
<b>NE</b>	Albertsons Mtn	n/i		1.99	1.99													6.99	7.99	
	Cash Wise	Gold'n Plump		3.18		2.27														
	Family Fare	Gold'n Plump		4.79														7.99		
		n/i																		
	Food Pride	Sanderson Farms						1.99	1.79											
	Hugo's	Gold'n Plump		3.98		2.85														
	Leevers Foods	Gold'n Plump		4.78		3.42														
	Marketplace Food	Gold'n Plump		4.79		3.42														
	Natural Grocers	Mary's		5.89																
<b>ALDI</b>	Super One Foods	n/i			1.97													1.27		
		Gold'n Plump				2.22														
	Walmart	n/i			1.99															
<b>Apple Market</b>	Affiliated MW	n/i			1.99													0.89		
	ALDI	n/i			1.89													0.99		
	Apple Market	n/i			1.99														12.99	

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				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	8-piece	12-Piece	
NE <i>(cont)</i>	Bag'n Save	Tyson																7.99		
	Baker's	Sanderson Farms																7.99		
	Fareway	n/i																		
	Food Pride	Sanderson Farms																		
	Hy-Vee	Hy-Vee																		
		Hy-Vee	A	3.99																
	Natural Grocers	Mary's	O	2.98																
	Russ Market	Tyson		4.99																
	Safeway Denver	Safeway Farms		5.89																
		n/i		2.99																
OH	Sun Mart	Open Nature	A	2.99																
		n/i		5.99																
	Trader Joe's	Sanderson Farms		3.49																
		Trader Joe's	O	4.99																
	Walmart	n/i		1.99																
	Acme Fresh	Acme		2.99																
		Acme		4.49																
	ALDI	Gerber's	A																	
	Buehler's	Gerber's	A																	
		n/i																		
OH	Chief	n/i																		
		n/i																		
	Chief	Sanderson Farms																		
		Sanderson Farms																		
	Dave's Market	n/i																		
	Dollar General	n/i																		
	Earth Fare	n/i																		
		n/i																		
	Fisher's Foods	Fieldale Farms	A	3.29																
		Fieldale Farms	A	5.99																
OH	Foodland	n/i																		
		Chester Fried																		
OH	Food Fair	County Post																		
		1.88																		

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				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	8-piece	12-Piece	
OH <i>(cont)</i>	Fresh Encounter	Sanderson Farms	A										1.29		1.29					yes
		Sanderson Farms		n/i									1.99		1.99					
	Fresh Thyme	n/i			1.97									1.29		1.29		6.99		8.98
	Geyer's	n/i																		
	GFS Marketplace	Amick Farms																		
	Giant Eagle	Giant Eagle																		
	Heinen's	Nature's Basket		3.99	1.80															
		Gerber's																		
		Gerber's																		
	IGA Spartan-Nash	n/i																		
		Gerber																		
	Kroger Central	Heritage Farm																		
		n/i																		
	Kroger Cincinnati	Heritage Farm			1.99															
		n/i																		
		Tyson																		
	Kroger Columbus	Tyson			1.99															
		1.88																		
	Kroger MidAtlantic	n/i																		
	Lucky's Market	Heritage Farm																		
		n/i																		
	Marc's	n/i	A	2.29																
	Marsh	Perdue																		
		Just Bare		4.00	1.88	2.99														
	Meijer	n/i																		
	Piggly Wiggly Strs	n/i																		
	Remke Markets	n/i																		
		n/i																		
	Riesbeck's	Gerber																		
	Save-a-Lot	n/i																		
	Shop'n Save	Tyson																		
	Sparkle	n/i																		
	Thorne's	1893 Premium																		
	Trader Joe's	Trader Joe's	O																	

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State	Supermarket	Brand	Key	B/S Breast		B/S Thighs		Split Breast		Wings		Thighs		Drumsticks		Leg Quarters		Fried		Store Card		
				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	8-piece	12-Piece			
<b>OH</b> <i>(cont)</i>	Walmart	n/i	O	3.99	1.99		BOGO		4.79	1.99			BOGO		BOGO	0.98		5.99				
	Weis	Perdue																				
	Whole Foods MAtl	Weis																				
		n/i																				
<b>SD</b>	Affiliated MW	n/i	A	4.79	1.99				4.79	1.99			0.79		0.79	0.98	0.98	0.98	0.89	0.89	12.99	12.99
	Buche Foods	Chester Fried																				
	Family Thrift	n/i		3.99	3.99				3.99	2.98			0.98		0.98	0.98	0.98	0.98	0.98	0.98	9.98	9.98
	Fareway	Gold'n Plump																				
	Hy-Vee	Hy-Vee		4.99	4.99				4.99	4.99			0.98		0.98	0.98	0.98	0.98	0.98	0.98	7.99	7.99
	Ken's Super Fair	Chester Fried																				
	Safeway Denver	Safeway Farms		2.99	2.99				2.99	5.99			0.98		0.98	0.98	0.98	0.98	0.98	0.98	5.99	5.99
	Open Nature	n/i																				
	Sunshine Foods	n/i	A	2.49	1.99				2.49	1.99			0.98		0.98	0.98	0.98	0.98	0.98	0.98	0.39	0.39
	Walmart	n/i																				
<b>WI</b>	Affiliated MW	n/i	A	2.99	1.99				2.99	1.89			0.89		0.89	0.89	0.89	0.89	0.89	0.89	12.99	12.99
	ALDI	n/i																				
	Cub Foods	Perdue		4.79	4.79				4.79	3.69			0.98		0.98	0.98	0.98	0.98	0.98	0.98	0.98	
	Econofoods	n/i																				
	Festival	Gold'n Plump		4.99	4.99				4.99	3.69			0.98		0.98	0.98	0.98	0.98	0.98	0.98	0.98	
	GFS Marketplace	Amick Farms																				
	Gordy's	Gold'n Plump		2.98	2.98				2.98	4.99			1.14		1.14	1.14	1.14	1.14	1.14	1.14	6.00	6.00
	Hy-Vee	Hy-Vee																				
	Marketplace Food	Gold'n Plump		5.00	4.79				5.00	4.79			0.98		0.98	0.98	0.98	0.98	0.98	0.98	0.98	
	Meijer	n/i																				
	Pick'nSave/Copps	Perdue		A	1.89				1.89	1.89			1.14		1.14	1.14	1.14	1.14	1.14	1.14	1.14	
	Roundy's	Simply Roundy's																				
	n/i	n/i																				

**U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS**
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**Independence Day 2015**
**CHICKEN**

State	Supermarket	Brand	Key	B/S Breast		B/S Thighs		Split Breast		Wings		Thighs		Drumsticks		Leg Quarters		Fried		Store Card
				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	8-piece	12-Piece	
<b>WI</b> <i>(cont)</i>	Piggly Wiggly MW	n/i			1.49															
	Quillin's	Country Pride				1.99														
	Save-a-Lot	n/i				1.79														
	Schnuck's	n/i																		
	Just Bare	A																		
	Schnuck's																			
	Sentry	Sentry																		
	n/i																			
	Super One Foods	n/i				1.97														
	Tadych's	Gold'n Plump					2.22													
Tadych's	Gerber	A																		
	Trader Joe's	Trader Joe's	O					4.99												
Walmart	n/i					1.99														

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**Independence Day 2015**
**CHICKEN**

State	Supermarket	Brand	Key	B/S Breast		B/S Thighs		Split Breast		Wings		Thighs		Drumsticks		Leg Quarters		Fried		Store Card
				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 Sthrn	n/i n/i Sanderson Farms		1.99	1.99					1.49				0.89				6.99	7.99	
	ALDI	n/i				1.89														
	Bill's Fresh	n/i n/i				1.99												9.99	yes	
	Brookshire's	n/i				2.79														
	Cranford's	Brookshire's Charley Bigg's				1.99												7.99		
	Edward's	n/i				1.99												5.98		
	Food Giant	Sanderson Farms				2.18												5.49		
	G&W Foods	n/i Fieldale Farms		3.28													0.38			
	Harp's	Champs Tyson				2.99												10.99		
	Hay's	Gold Leaf Charley Bigg's				2.19														
	Kroger Delta	Sanderson Farms Heritage Farm		2.48																
	Mac's Fresh	n/i				1.99												0.39		
	Piggly Wiggly Hchr	n/i																0.38		
	Rehkopf's	n/i																0.39		
	Save-a-Lot	n/i																0.59		
	Super 1 Foods	n/i																0.39		
	Twn&Cntry Grcs	n/i		2.19														0.39	7.99	
	Walmart	n/i				1.99														
AZ	Albertsons SW	n/i		1.99	1.99													6.99	7.99	
	Basha's	n/i Sanderson Farms																8.99		
	EI Super	n/i				1.67														

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**CHICKEN**

State	Supermarket	Brand	Key	B/S Breast		B/S Thighs		Split Breast		Wings		Thighs		Drumsticks		Leg Quarters		Fried		Store Card
				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	8-piece	12-Piece	
<b>AZ</b> <i>(cont)</i>	Food City	n/i																4.99		L2
	Fresh & Easy	Fresh & Easy																		
	Fry's	Heritage Farm																		yes
	Haggen's	n/i																		yes
		n/i																		yes
	Sweetwater Creek	O	2.29																	
	Los Altos Ranch	n/i																		
	Lowe's Market	n/i																		
	Natural Grocers	Mary's	O	5.89																
	Safeway Phoenix	Signature																		
<b>CO</b>	n/i																			
	Affiliated Food Inc	n/i																		
	Affiliated MW	n/i																		
	Albertsons Mtn	n/i																		
	Clark's	Smart Chicken	A	1.99	1.99															
	King Soopers	Perdue																		yes
	Lowe's Market	n/i																		
	Lucky's Market	n/i																		
	Natural Grocers	Mary's	O	5.89																
	Safeway Denver	Safeway Farms																		
<b>KS</b>	n/i																			
	Open Nature	A	3.49																	
	Sun Mart	n/i																		
	Trader Joe's	Sanderson Farms	O	3.49																
	Walmart	Trader Joe's																		

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**Independence Day 2015**
**CHICKEN**

State	Supermarket	Brand	Key	B/S Breast		B/S Thighs		Split Breast		Wings		Thighs		Drumsticks		Leg Quarters		Fried		Store Card
				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	8-piece	12-Piece	
KS <i>(cont)</i>	Country Mart	n/i			1.99								1.49		1.49			14.99		
	Dillon's	Pilgrim's															7.99			
	G&W Foods	n/i														0.38				
		Fieldale Farms			3.28						0.98								10.99	
		Champs																		
	Hen House	n/i															7.99			
	Homeland	n/i														0.59				
	Hy-Vee	Pilgrim's	A	3.29																
		Hy-Vee			2.98															
		Hy-Vee			4.99															
	Lowe's Market	n/i															0.39			
	Natural Grocers	Mary's	O	5.89		1.99												7.99		
LA	Price Chopper	n/i																		
	Save-a-Lot	Pilgrim's																		
	Sun Fresh	n/i				1.79														
		n/i				1.99														
		Pilgrim's																		
	Trader Joe's	Trader Joe's	O		1.99		4.99													
	Walmart	n/i																		
	Woods	Woods		2.48																
LA	AG Baton Rouge	n/i														0.29				
	Albertsons Sthrn	Sanderson Farms															6.99			
		n/i															7.99			
	Breaux Mart	n/i														0.29		5.99		
	Brookshire's	Sanderson Farms																7.99		
		n/i																4.99		
	Kroger SW	Brookshire's																		
	LeBlanc's	Heritage Farm															0.39		yes	
	Mac's Fresh	Sanderson Farms															0.39		yes	

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**Independence Day 2015**
**CHICKEN**

State	Supermarket	Brand	Key	B/S Breast		B/S Thighs		Split Breast		Wings		Thighs		Drumsticks		Leg Quarters		Fried		Store Card
				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	8-piece	12-Piece	
LA (cont)	Market Basket	n/i	dark	2.49									0.99			0.29				
	Piggly Wiggly	n/i											0.77			0.39				
	Rouses	n/i																		L2
	Save-a-Lot	n/i		1.79																
	Super 1 Foods	n/i																		
	Walmart	n/i		1.99																
	Winn-Dixie	Sanderson Farms				2.65				1.65		2.65		1.00		1.00				yes
MO	Affiliated MW	n/i	A	1.99																
	ALDI	n/i		1.89																
	Apple Market	n/i		1.99																
	C&R Supermarket	Chester's																		
		Tyson																		
		n/i																		
	County Market	n/i		2.99																
	Country Mart	n/i		1.99																14.99
	Dierberg's	Pilgrim's																		
	Food Giant	Dierberg's																		
	Gerbe's	Sanderson Farms		2.18																
	G&W Foods	n/i																		
		n/i																		
		n/i																		
	Harp's	Fieldale Farms		3.28																
		Champs																		
		Tyson																		
	Harter House	Gold Leaf		2.99		2.19														
	Hay's	n/i																		
	Charley Bigg's	Charley Bigg's																		
	Hen House	Sanderson Farms		2.48																
	Hy-Vee	Hy-Vee		2.98																
	Kroger Central	Hy-Vee		4.99																
		Heritage Farm																		
		n/i																		yes
																				yes

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**Independence Day 2015**
**CHICKEN**

State	Supermarket	Brand	Key	B/S Breast		B/S Thighs		Split Breast		Wings		Thighs		Drumsticks		Leg Quarters		Fried		Store Card
				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	8-piece	12-Piece	
<b>MO</b> <i>(cont)</i>	Kroger Delta	Heritage Farm	O	n/i							1.99							7.99		
	Lucky's Market	n/i																7.99		
	Moser's	Champs																7.99		
	Pilgrim's	n/i																		
	Natural Grocers	Mary's																		
	Prenger Foods	n/i																		
	Price Chopper	n/i																		
	Pilgrim's	Pilgrim's																		
	Pyramid Food	Tyson																		
	n/i	n/i																		
	Save-a-Lot	Just Bare																		
	Schnuck's	Schnuck's																		
<b>NM</b>	Shop'n Save	n/i	O																	
	Sun Fresh	n/i																		
	Pilgrim's	Pilgrim's																		
	Trader Joe's	Trader Joe's																		
	Twn&Cntry Grcs	n/i																		
	Twn&Cntry Sprmrk	Tyson																		
	n/i	n/i																		
	Walmart	n/i																		
	Woods	Woods																		

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**Independence Day 2015**
**CHICKEN**

State	Supermarket	Brand	Key	B/S Breast		B/S Thighs		Split Breast		Wings		Thighs		Drumsticks		Leg Quarters		Fried		Store Card	
				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	8-piece	12-Piece		
<b>NM</b> <i>(cont)</i>	Natural Grocers	Mary's	O	5.89										0.98		0.98	0.98			yes	
	Safeway Denver	Safeway Farms		2.99														5.99		yes	
		n/i																		yes	
	Smith's	Open Nature		5.99														5.99		yes	
		n/i																5.99		yes	
<b>OK</b>	Trader Joe's	Heritage Farm	O		1.99																
	Walmart	Trader Joe's			4.99																
		n/i																			
	Affiliated Food Inc	n/i															0.39				
	Affiliated MW	n/i			1.99													12.99			
<b>OK</b>	ALDI	n/i	O		1.89																
	Country Mart	n/i			1.99																
		Pilgrim's																			
	Dollar General	n/i			1.95																
	Harp's	Tyson			2.99																
		Gold Leaf																			
	Homeland	n/i																			
		Pilgrim's			3.29																
	La Michoacana	n/i																			
	Market Square	n/i			1.69															L2	
		n/i																			
	Natural Grocers	Mary's		5.89																	
	Nichols	n/i			1.99																
	Pyramid Food	Tyson			1.99																
		n/i																			
	Reasor's	n/i		2.98	2.98																
	Rehkopf's	n/i																			
	Save-a-Lot	n/i			1.99																
	Walmart	n/i			1.99																
	Warehouse	n/i															0.77				
	Williams	Pilgrim's			2.99																
		n/i																			

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

prices in \$US per pound unless otherwise noted.

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**CHICKEN**

State	Supermarket	Brand	Key	B/S Breast		B/S Thighs		Split Breast		Wings		Thighs		Drumsticks		Leg Quarters		Fried		Store Card
				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	8-piece	12-Piece	
TX	Affiliated Food Inc	n/i															0.39			
	Albertsons Sthrн	n/i															6.99	7.99		
		n/i																		
		Sanderson Farms		1.99	1.99															
	Albertsons SW	n/i		1.99	1.99															
	ALDI	n/i			1.89															
	Arlan's	n/i																		
	Brookshire's	n/i																		
		Brookshire's			1.99															
	Brookshire Bros.	n/i																		
	EI Ahorro	n/i																		
	EI Rancho	n/i			1.58															
	EI Rio Grande	n/i			1.59															
	Fiesta Mart	n/i			1.79															L2
		n/i			3.79															
		Tyson																		
	Food Town	n/i			1.77		1.49										0.59			
	Foodarama/LaFies	n/i			1.69															L4
		n/i																		
	Gerland's	n/i			1.99		1.99													
	H-E-B	Hill Country																		
	Homeland	n/i																		
		Pilgrim's		3.29																
	Kroger SW	n/i																		
		Heritage Farm			1.99		1.99													yes
	La Michoacana	n/i			1.69															yes
	Lawrence Bros.	n/i																		
	Los Altos Ranch	n/i			2.29															
	Lowe's Market	n/i																		
	Malone's	n/i																		L1
		n/i																		
	Market Basket	n/i			2.49															
	Market Place	n/i			1.98															
	Market Square	n/i																		L2
		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		Store Card
				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	8-piece	12-Piece	
TX (cont)	Minyard's	Pilgrim's	O	5.89		A	2.99	4.99		1.00	2.69	1.29	1.49	1.00	1.49	0.35	0.39	0.27	0.39	yes
	Natural Grocers	Mary's																		
	Randall/Tom Thmb	Eating Right																		
	Safeway Farms	Open Nature		5.00																
	Open Nature Signature																			
	Rehkopf's	n/i																		
	Save-a-Lot	n/i					1.79													
	Sellers Bros.	County Post																		
	Super 1 Foods	n/i																		
	The United Family	Market Fresh																		
UT	Trader Joe's	Trader Joe's	O	2.99		A	1.99	4.99		2.39		2.39		0.59	0.99	7.00	5.99	yes	yes	
	Vista Markets	n/i																		
	Walmart	n/i																		
	Albertsons Mtn	n/i		1.99	1.99															
	Albertsons SW	n/i		1.99	1.99															
	Associated Food	Tyson					1.99													
	Clark's	Smart Chicken	A																	
	Harmon's	n/i																		
	King Soopers	Perdue		3.49																
	Natural Grocers	Mary's		5.89																
	Rancho Markets	n/i																		
	Smith's	n/i																		
	Stokes Market	Heritage Farm					1.99													
	Trader Joe's	Tyson					1.99													
	Walmart	Trader Joe's		1.99																
		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		Store Card	
				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	Open Nature	A	1.79	5.99	1.79	4.99										4.99			
	Arteaga's	n/i															0.99				
	Baja Ranch	n/i															0.49				
	Big Saver	n/i			1.99												0.59				
	Bristol Farms	n/i	L			1.95											2.79				
	Cardenas	n/i				1.67											0.99				
	Dollar General	n/i															0.99				
	El Super	n/i															0.47				
	El Tapatio	n/i															0.59				
	Foodland Mercado	n/i															0.99				
	Fresh & Easy	Fresh & Easy															0.99				
	Grocery Outlet	Foster Farms															0.99				
	Haggen's	n/i	Sweetwater Creek	O	2.29	6.99													5.99		
	Holiday Markets	n/i				2.99											2.19				
	Island Pacific	n/i															0.50				
	Jon's	Golden Valley				1.99											0.79				
	K.V. Mart	Foster Farms															0.79				
	La Perla	n/i	Foster Farms	O	2.29	1.79											0.59				
	La Superior	n/i															0.50				
	Lola's Market	n/i															0.59				
	Lucky	n/i															0.50				
	Mar-Val Food	Foster Farms															0.59				
	Mi Pueblo	Master Cut															15.99				
	Murphy's	Mar-Val															0.47				
	Northgate	n/i															0.59				
	Nugget Markets	n/i	F	3.99																	

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				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	8-piece	12-Piece	
<b>CA</b> <i>(cont)</i>	Pavilions/Vons	Eating Right		1.79		1.79														yes
		Open Nature		5.99																yes
		n/i																		
		Signature																		
	R Ranch Markets	n/i																	4.99	
	Raley's	Foster Farms																	6.99	
	Ralph's	Foster Farms																	yes	
	Ray's Food Place	Simple Truth	O	6.99															yes	
		Gold'n Plump	dark																5.99	
		Draper Valley	O	7.99																
	SK Super King	Foster Farms																	0.99	
		n/i																	0.89	
	Safeway NorCal	n/i	dark																5.99	
		Eating Right	A																yes	
		Foster Farms																	yes	
Save-a-Lot	Rocky	F	6.99																yes	
	n/i																			
	Save Mart	Foster Farms	A																9.99	
		Foster Farms																		
		Master Cut																		
Stater Bros.	Stater Bros.	Foster Farms		3.99																
		Randall Farms		2.49																
		n/i		2.49																
		Cleo & Leo																	6.99	
		n/i																		
Super A Foods	Super A Foods	Foster Farms																		
		Foster Farms																		
		Master Cut																		
		Foster Farms																		
		n/i																		
Superior Grocer	Superior Grocer	Foster Farms																		
		n/i																		
		Trader Joe's	O																	
		Trader Joe's																		
		Harrison																0.49		
<b>HI</b>	Vallarta	n/i																		
	Walmart																			

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State	Supermarket	Brand	Key	B/S Breast		B/S Thighs		Split Breast		Wings		Thighs		Drumsticks		Leg Quarters		Fried		Store Card	
				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	8-piece	12-Piece		
<b>HI (cont)</b>	Foodland	Foster Farms n/i	O	8.99	3.99	3.99	3.99	3.49	2.29	0.97	1.49	3.49	2.29	1.49	1.49	2.29	7.99	yes			
	KTA Super Store	1916 Smart Chkn n/i			8.99			3.99	3.49	2.29	1.49	3.49	2.29	1.49	1.49	2.29	7.99				
	Safeway NorCal	n/i		dark	8.99	3.99	3.99	3.49	2.29	0.97	1.49	3.49	2.29	1.49	1.49	2.29	7.99				
	Eating Right	Foster Farms		A		8.99															
	Open Nature	Foster Farms	O																		
<b>NV</b>	Times/Big Save	Foster Farms	O	1.99	1.99	1.99	1.99	1.95	1.17	0.99	1.29	0.99	0.47	0.99	0.99	6.99	7.99				
	Albertsons Mtn	n/i			1.99																
	Albertsons SW	n/i			1.99																
	Associated Food	Tyson			1.99																
	Cardenas	n/i		A	2.29	6.99	6.99	1.79	1.39	1.99	2.99	2.99	2.99	2.99	0.69	0.69	5.99	yes			
	Dollar General	n/i																			
	EI Super	n/i																			
	Food 4 Less	Sanderson Farms	O	5.89	5.99	1.79	1.79	1.29	1.29	1.29	1.29	1.29	1.29	1.29	0.69	0.69	4.99	6.99			
	Fresh & Easy	Fresh & Easy																			
	Grocery Outlet	Foster Farms																			
	Haggen's	n/i																			
	La Bonita	n/i		A	2.99	2.99	2.99	1.29	1.29	1.29	1.29	1.29	1.29	1.29	1.29	1.29	1.29	1.29			
	MarketOn	n/i																			
	Natural Grocers	Mary's																			
	Pavilions/Vons	Eating Right	F	6.99	6.99	1.99	1.99	1.29	1.29	1.29	1.29	1.29	1.29	1.29	1.29	1.29	1.29	1.29			
	Raley's	Open Nature																			
	Safeway NorCal	n/i		O	6.99	6.99	2.99	2.99	2.99	2.99	2.99	2.99	2.99	2.99	2.99	2.99	2.99	2.99			
	Scolari's	Signature																			
		Foster Farms																			
		n/i																			
		Eating Right																			
		Foster Farms																			
		Rocky																			
		n/i																			
		Foster Farms																			

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

prices in \$US per pound unless otherwise noted.

**Independence Day 2015**

**CHICKEN**

State	Supermarket	Brand	Key	B/S Breast		B/S Thighs		Split Breast		Wings		Thighs		Drumsticks		Leg Quarters		Fried		Store Card
				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	8-piece	12-Piece	
<b>NV (cont)</b>	Smith's	n/i	O	1.99	4.99	1.99	4.99											5.99		
	Trader Joe's	Heritage Farm																	yes	
	Walmart	Trader Joe's																		
		n/i																		

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**Independence Day 2015**
**CHICKEN**

State	Supermarket	Brand	Key	B/S Breast		B/S Thighs		Split Breast		Wings		Thighs		Drumsticks		Leg Quarters		Fried		Store Card
				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	Alaskan & Proud	n/i																7.98		
	Carrs/SafewayNW	Foster Farms			2.49					1.58									yes	
	Fred Meyer	n/i																	yes	
	Hometown IGA	Foster Farms			3.99					2.09									8.99	
	Walmart	n/i			2.19															
ID	Albertsons Mtn	n/i			1.99	1.99												6.99	7.99	
	Albertsons NW	n/i				1.79													6.49	
	Associated Food	Signature																		
	Family Foods	Tyson																		
	Fred Meyer	Draper Valley	A																	
		Ranger	F																	
	Grocery Outlet	n/i																		
	Harvest Foods	Foster Farms																		
	IGA Markets	n/i																		
	Natural Grocers	Gold'n Plump																		
	Paul's Market	Mary's	O																	
	Rosauer's	n/i																		
		Foster Farms																		
		Foster Farms	A																	
	Safeway NW	Ranger	F																	
	Smith's	n/i																		
	Stokes Market	Safeway Farms																		
	Super 1 Foods	n/i																		
	Trader Joe's	Heritage Farm																		
	Walmart	Tyson																		
	Yoke's Fresh	Foster Farms	O																	
		Trader Joe's																		
		n/i																		
		n/i																		

**U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS**
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**Independence Day 2015**
**CHICKEN**

State	Supermarket	Brand	Key	B/S Breast		B/S Thighs		Split Breast		Wings		Thighs		Drumsticks		Leg Quarters		Fried		Store Card
				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	8-piece	12-Piece	
MT	Albertsons Mtn	n/i		1.99	1.99													6.99	7.99	
	Associated Food	Tyson			1.99															
	Family Foods	Draper Valley	A F																	
	Harvest Foods	Ranger		5.99																
	IGA Markets	n/i																		
	Lucky's Market	Gold'n Plump																		
	Natural Grocers	Lucky's	O																	
	Reynold's	Gold'n Plump																		
	Rosauer's	Foster Farms																		
	Safeway NW	Foster Farms	A F																	
	Smith's	Ranger																		
	Stokes Market	n/i																		
	Super 1 Foods	Safeway Farms																		
	Walmart	n/i																		
OR	Albertsons NW	n/i																		
		Signature																		
	Family Foods	Draper Valley	A F																	
	Fred Meyer	Ranger		5.99																
	Grocery Outlet	n/i																		
	Haggen Northwest	Foster Farms																		
	Harvest Foods	Foster Farms																		
	IGA Markets	n/i																		
	IGA Market Fresh	Gold'n Plump																		
	Lamb's Market	n/i																		
	Market of Choice	Market Fresh	A A																	
		Draper Valley		5.99																
		Ranger																		
		Ranger		7.49																yes

**U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS**
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**Independence Day 2015**
**CHICKEN**

State	Supermarket	Brand	Key	B/S Breast		B/S Thighs		Split Breast		Wings		Thighs		Drumsticks		Leg Quarters		Fried		Store Card
				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	8-piece	12-Piece	
OR <i>(cont)</i>	McKay's	Gold'n Plump	dark															4.99		
		Foster Farms	L																	
		Foster Farms	A																	
	Natural Grocers	Mary's	O	5.89																
	New Seasons	n/i	A																	
	Quality Food Cntr	Draper Valley	A	BOGO																
		n/i																		
	Ray's Food Place	Gold'n Plump	dark															7.99		
		Draper Valley	O	7.99														5.99		
	RedApple/Thrftwy	n/i																		
	Rosauer's	Foster Farms																		
WA	Roth's	Foster Farms	A																	
		Ranger	F																	
		Foster Farms																		
		Mary's	F	5.99																
	Safeway NW	n/i																		yes
		Safeway Farms																		yes
	Trader Joe's	Trader Joe's	O																	
	Walmart	n/i																		
	Albertsons NW	n/i																		
		Signature																		
	Family Foods	Draper Valley	A																	
		Ranger	F	5.99																
	Fred Meyer	n/i																		
	Grocery Outlet	Foster Farms																		
	Haggen Northwest	Foster Farms																		
	Harvest Foods	n/i																		
	IGA Markets	Gold'n Plump																		
	IGA Market Fresh	n/i																		
	Market Fresh																			
	Metropolitan	n/i	O	7.99																
	Meyers Group IGA	Gold'n Plump																		
	Natural Grocers	Mary's	O	4.99																
	New Seasons	n/i	A	5.89																

**U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS**
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**Independence Day 2015**
**CHICKEN**

State	Supermarket	Brand	Key	B/S Breast		B/S Thighs		Split Breast		Wings		Thighs		Drumsticks		Leg Quarters		Fried		Store Card
				reg	value	reg	value	reg	value	reg	value	reg	value	reg	value	tray	bagged	8-piece	12-Piece	
<b>WA</b> <i>(cont)</i>	PCC Natural	PCC	O	7.99										1.99						
	Ranger	Ranger	F																	
	Quality Food Cntr	Draper Valley	A	BOGO																
	n/i	n/i																		
	RedApple/Thrftwy	n/i			2.99															
	Rosauer's	Foster Farms	A																	
	Foster Farms	Foster Farms	F																	
	Ranger	Ranger																		
	Saar's	Gold'n Plump																		
	Safeway NW	n/i																		
<b>WY</b>	Super 1 Foods	Safeway Farms																		
	The Markets LLC	Foster Farms																		
	n/i	n/i																		
	Gold'n Plump	Gold'n Plump																		
	Trader Joe's	Trader Joe's	O		1.99		4.99													
	Walmart	n/i																		
	Yoke's Fresh	n/i																		
	Affiliated MW	n/i																		
	Albertsons Mtn	n/i																		
	Associated Food	Tyson																		
<b>WY</b>	IGA Markets	Gold'n Plump																		
	King Soopers	Perdue																		
	Lucky's Market	n/i																		
	Natural Grocers	Mary's	O		5.89															
	Safeway Denver	Safeway Farms																		
	n/i	n/i																		
	Open Nature	Open Nature	A		5.99															
	n/i	n/i																		
	Smith's	Heritage Farm																		
	Walmart	n/i																		

**U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS**
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**Independence Day 2015**
**PORK**

State	Supermarket	Brand	Key	Spareribs			Country Style Ribs		Pork Chops								Ass't	Tenderloin	Bnls Loin	Fresh Sausage	Store Card
				Whole Rack	Back Rib	St. Louis Rib			Rib End	Bone-in Center	Bnls Center	Sirloin End									
				bnls	bone-in	bnls	bone-in	bnls	reg pack	valu pack	reg pack	valu pack	bnls	bone-in	bnls	bone-in					
<b>NORTHEASTERN U.S. - CT,DC,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT</b>																					
CT	A&P Stores	n/i		2.49	2.99	2.99	2.99											1.99			3.49
	Adams IGA	America's Choice																3.99			3.99
	Hatfield																				3.99
	n/i																				3.99
	AG New England																				3.99
	ALDI																				2.49
	Parkview																				
	Associated	n/i		2.99	4.99																3.99
	Balducci's	n/i	A		6.99																
	Best Market	n/i		3.77	3.97																2.97
	Big Y	Hormel			3.99																3.99
	Big Y																				3.99
	Bravo	n/i		2.99		4.99															2.66
	Premio																				2.66
	C-Town	n/i		2.99		4.99															2.33
	Premio																				
	Compare Foods	n/i		2.79	4.99			3.49													
	Premio																				
	Food Bazaar	n/i		2.49																	
	Food Emporium	n/i																			
	Geissler's	n/i																			
	Johnsonville																				
	Perri																				
	Highland Park	Farmland			4.59																
	Key Food	n/i																			
	King's	Chairman's Reserve			4.99																
	King's																				
	Marc's	n/i																			
	NSA Supermarket	Indiana Kitchen																			
	Pioneer	Premio																			
	n/i																				

**U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS**
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**Independence Day 2015**
**PORK**

State	Supermarket	Brand	K e y	Spareribs			Country Style Ribs		Pork Chops								Ass't	Tender loin	Bnls Loin	Fresh Sausage	Store Card			
				Whole Rack	Back Rib	St. Louis Rib			Rib End		Bone-in Center		Bnls Center		Sirloin End									
				bnls	bone-in	bnls	bone-in	bnls	reg pack	valu pack	reg pack	valu pack	reg pack	valu pack	bnls	bone-in								
CT <i>(cont)</i>	Price Chopper	Johnsonville	A	3.99				2.49	2.49											3.33				
	Save-a-Lot	Price Chopper		2.49				2.99	1.89											2.49				
	ShopRite	n/i																			2.49			
		Butcher's Choice																						
		Tender Choice																						
		Sterling Silver																						
		Butcher's Best																						
		Farm Promise																						
		Johnsonville																						
		n/i																						
DC	ALDI	n/i																			2.49			
	Giant Food	Parkview																			2.49			
	Harris Teeter	Giant																			2.99			
		Premio																				yes		
		Harris Teeter																						
		Harris Teeter																						
		Johnsonville																						
		n/i																						
		Safeway Eastern																						
		Save-a-Lot																						
		Target																						
		The Fresh Market																						
		Trader Joe's																						
		Trader Joe's																						
		Whole Foods NAtl																						
		n/i																						

**U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS**
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**Independence Day 2015**
**PORK**

State	Supermarket	Brand	Key	Spareribs			Country Style Ribs		Pork Chops								Ass't	Tenderloin	Bnls Loin	Fresh Sausage	Store Card			
				Whole Rack	Back Rib	St. Louis Rib			Rib End		Bone-in Center		Bnls Center		Sirloin End									
							bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	bnls	bone-in								
DE	A&P Stores	n/i	America's Choice	2.49	2.99	2.99	2.99							3.99				1.99		3.49				
	ACME Markets	n/i		2.99	BOGO									3.99										
	Food Lion	n/i	Hatfield	2.99		2.99					2.79		2.99					2.49	3.49		yes			
		n/i				3.99												2.59	3.99					
		Johnsonville																			3.33			
	Fresh Grocer	n/i		1.88	4.59																yes			
		Johnsonville																			3.33			
		Premio																			2.99			
		Paisano																			2.99			
	Giant Food	Giant			2.99	2.99	2.99	2.99													2.49			
		Premio																			2.99			
	Great Valu Market	n/i		3.39	4.99		2.69												3.99					
	Harris Teeter	Harris Teeter							1.69												yes			
		Harris Teeter							3.49												2.92			
		Johnsonville																			1.99	L1		
	Pathmark	America's Choice																			2.99			
		America's Choice																						
	Redner's	n/i			2.99	3.99	3.99	3.49																
		n/i																						
	Safeway Eastern	n/i			2.99	2.99	2.99		BOGO		2.99	3.49	BOGO	3.98								yes		
	Save-a-Lot	n/i			1.89																	2.49		
	ShopRite	Butcher's Choice																						
		Tender Choice																						
		Sterling Silver																						
		Butcher's Best																						
		Farm Promise																						
		Johnsonville																						
	Shurfine	n/i																						
		n/i																						
		Johnsonville																						

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

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

Independence Day 2015

## PORK

**U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS**
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**Independence Day 2015**
**PORK**

State	Supermarket	Brand	Key	Spareribs			Country Style Ribs		Pork Chops								Ass't	Tenderloin	Bnls Loin	Fresh Sausage	Store Card				
				Whole Rack	Back Rib	St. Louis Rib			Rib End		Bone-in Center		Bnls Center		Sirloin End										
				bnls	bone-in	bnls	bone-in	bnls	reg pack	valu pack	reg pack	valu pack	reg pack	valu pack	bnls	bone-in									
MA <i>(cont)</i>	Price Chopper	Johnsonville			3.99				2.49												3.33				
		Price Chopper		2.49				2.99													2.49				
	Save-a-Lot	n/i		1.89																	3.49				
		n/i																			2.49				
	Shaw's	Butcher's Choice																			3.49				
	Star Market	Smithfield																			4.17				
		n/i																							
	Stop & Shop	Johnsonville																			2.99				
		Smithfield																			2.49				
		n/i																							
MD	Stop & Shop	Stop & Shop		2.89	2.99	2.99	2.99																		
		Premio																							
	Target	n/i																							
	The Fresh Market	n/i																							
	Trader Joe's	Trader Joe's																							
	Trucchi's	Trader Joe's																							
		n/i																							
	Wegman's	DiLuigi																			3.79				
	Whole Foods NAtl	Wegman's																			2.99				
		n/i																							
MD	A&P Stores	n/i																			1.99				
	ACME Markets	America's Choice																			3.49				
		n/i																							
	AG New England	Hatfield																			1.99				
	ALDI	n/i																			2.49				
	Associated	n/i																			3.99				
	Balducci's	n/i																			3.69				
	Family Owned	n/i																			2.79				
	Food Lion	Johnsonville																			3.33				
		n/i																			yes				
		n/i																			3.33				

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**Independence Day 2015**
**PORK**

State	Supermarket	Brand	Key	Spareribs			Country Style Ribs		Pork Chops								Ass't	Tenderloin	Bnls Loin	Fresh Sausage	Store Card			
				Whole Rack	Back Rib	St. Louis Rib			Rib End		Bone-in Center		Bnls Center		Sirloin End									
				bnls	bone-in	bnls	bone-in	bnls	reg pack	valu pack	reg pack	valu pack	reg pack	valu pack	bnls	bone-in								
MD (cont)	Giant Eagle	n/i	A	2.29			2.29														3.33	yes		
	Johnsonville																				2.49			
	Giant Food	Giant			2.99	2.99	2.99	2.99													2.99			
	Premio																							
	Graul's Market	Smithfield																						
	Great Valu Market	n/i		3.39	4.99		2.69																	
	Harris Teeter	Harris Teeter							1.69													yes		
	Harris Teeter	Harris Teeter							3.49															
	Johnsonville	Johnsonville								3.99	4.49													
	Mars	Johnsonville																						
	Martin's Food	Giant																						
	Premio																							
	Redner's	n/i																						
	n/i																							
	Safeway Eastern	n/i		2.99	2.99	2.99			BOGO		2.99	3.49		BOGO								yes		
	Save-a-Lot	n/i		1.89																		2.49		
	Butcher's Choice																							
	Shop'n Save	n/i		3.49					1.98		1.99	1.99		2.79										
	Shoppers Food	Smithfield		2.99																				
	ShopRite	Tender Choice																						
	Sterling Silver																							
	Butcher's Best																							
	Farm Promise																							
	Johnsonville																							
	n/i																							
	Shurfine	n/i																						
	Johnsonville																							
	n/i		A																					
	Johnsonville																							
	n/i																							
	Johnsonville			2.99																				
	Target	n/i			2.49	2.49																		
	The Fresh Market	n/i				3.99																		
	Trader Joe's	Trader Joe's				5.49																		
	Wegman's	Wegman's				3.19																		

**U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS**
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**Independence Day 2015**
**PORK**

State	Supermarket	Brand	Key	Spareribs			Country Style Ribs		Pork Chops								Ass't	Tenderloin	Bnls Loin	Fresh Sausage	Store Card			
				Whole Rack	Back Rib	St. Louis Rib			Rib End		Bone-in Center		Bnls Center		Sirloin End									
				bnls	bone-in	bnls	bone-in	bnls	reg pack	valu pack	reg pack	valu pack	reg pack	valu pack	bnls	bone-in								
MD (cont)	Weis	Swift				3.38	2.88																	
	Whole Foods MAtl	Weis Johnsonville		n/i																1.88	3.33			
ME	AG New England	n/i				2.99	2.49																	
	Hannaford	n/i																		1.99	yes			
	Market Basket	n/i				4.49																		
	Save-a-Lot	Market Basket																		3.33	3.49			
	Shaw's	Market Basket			1.89	3.99	1.59																	
	Target	Johnsonville																		1.89	yes			
	Trader Joe's	Butcher's Choice			5.49	2.49																		
	Whole Foods NAtl	Smithfield																		2.49	yes			
NH	AG New England	n/i				4.99	2.49																	
	ALDI	n/i																		2.49	yes			
	Hannaford	Parkview				2.99	2.49																	
	Market Basket	n/i																		3.33	3.49			
	Market Basket	Johnsonville			5.49	2.49																		
	Market Basket	Hannaford																		1.89	yes			
	Market Basket	n/i			5.49	2.49																		
	Market Basket	Johnsonville																		2.49	yes			

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**Independence Day 2015**
**PORK**

State	Supermarket	Brand	Key	Spareribs			Country Style Ribs		Pork Chops								Ass't	Tenderloin	Bnls Loin	Fresh Sausage	Store Card			
				Whole Rack	Back Rib	St. Louis Rib			Rib End		Bone-in Center		Bnls Center		Sirloin End									
				bnls	bone-in	bnls	bone-in	bnls	reg pack	valu pack	reg pack	valu pack	reg pack	valu pack	bnls	bone-in								
NH <i>(cont)</i>	Price Chopper	Johnsonville			3.99				2.49											3.33				
		Price Chopper	n/i	2.49				2.99		2.49										2.49				
	Save-a-Lot	n/i		1.89																3.49				
	Shaw's	Butcher's Choice								1.59														
	Target	Smithfield	n/i		3.99																			
	The Fresh Market	n/i			2.49																			
NJ	Trader Joe's	Trader Joe's			3.99																			
	A&P Stores	n/i		2.49	2.99	2.99	2.99												1.99		3.49			
	ACME Markets	America's Choice	n/i					BOGO																
	ALDI	Hatfield	n/i	2.99																	2.49			
	Associated	Parkview	n/i		2.99	4.99																		
	Best Market	n/i		3.77	3.97																2.97			
	Bravo	Premio	n/i	2.99																	2.66			
	C-Town	Premio	n/i		2.99																2.66			
	Compare Foods	Premio	n/i		2.79	4.99															2.33			
	Extra Supermarket	Premio	n/i																					
	Fine Fare	Premio	n/i	2.79	4.99																3.99			
	Food Basics	Premio	n/i		1.98																			
	Food Bazaar	Premio	n/i		2.49																			
	Foodtown	Hatfield	n/i		2.69																3.49			
	Great Valu Market	Premio	n/i		3.39	4.99															3.49			
	Key Food	n/i																						

**U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS**
*prices in \$US per pound unless otherwise noted.*
**Independence Day 2015**
**PORK**

State	Supermarket	Brand	Key	Spareribs			Country Style Ribs		Pork Chops								Ass't	Tenderloin	Bnls Loin	Fresh Sausage	Store Card			
				Whole Rack	Back Rib	St. Louis Rib			Rib End		Bone-in Center		Bnls Center		Sirloin End									
				bnls	bone-in	bnls	bone-in	bnls	reg pack	valu pack	reg pack	valu pack	reg pack	valu pack	bnls	bone-in								
<b>NJ</b> <i>(cont)</i>	King's	Chairman's Reserve	L	4.99																				
	Met Foods	King's																		3.99				
		Premio																		2.66				
	n/i	n/i		2.99	4.99																			
	Morton Williams	Esposito																		3.99				
		Hatfield																		1.99				
	Murphy's	America's Choice																		2.99	L1			
	Pathmark	America's Choice																		2.66				
		n/i		2.99	3.99	3.99	3.49																	
	Pioneer	Premio																		2.66				
		n/i		2.79	4.99																			
	Save-a-Lot	Butcher's Choice																		2.49				
		Tender Choice																						
	ShopRite	Sterling Silver																						
		Butcher's Best																						
		Farm Promise	A																	3.33				
		Johnsonville																						
		n/i		2.99	2.99	2.99	2.99													2.99				
	Stop & Shop	Stop & Shop																		2.49				
		Premio																		2.49				
		n/i																						
	Target	n/i																						
	The Fresh Market	n/i																						
	Thriftway	Hatfield																		1.99				
		n/i																						
	Trader Joe's	Trader Joe's																		2.99				
	Wegman's	Wegman's																		2.99				
	Weis	Swift																		1.88				
		Weis																		3.33				
		Johnsonville																						
	Western Beef	n/i		2.99	2.69			2.49	1.99		2.99			3.49			2.99			2.69				
	Whole Foods MAtl	n/i			6.99																			

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

prices in \$US per pound unless otherwise noted.

**Independence Day 2015**

**PORK**

State	Supermarket	Brand	K e y	Spareribs			Country Style Ribs		Pork Chops								Ass't	Tender loin	Bnls Loin	Fresh Sausage	Store Card			
				Whole Rack	Back Rib	St. Louis Rib			Rib End		Bone-in Center		Bnls Center		Sirloin End									
				bnls	bone-in	bnls	bone-in	bnls	reg pack	valu pack	reg pack	valu pack	reg pack	valu pack	bnls	bone-in								
NY	A&P Stores	n/i	A	2.49	2.99	2.99	2.99											1.99		3.49				
	ALDI	America's Choice		n/i																2.49				
	Parkview																							
	Associated	n/i		2.99	4.99														3.99					
	Balducci's	n/i			6.99																			
	Best Market	n/i		3.77	3.97														3.97		2.97			
	Big M	1893 Premium																				4.58		
	Johnsonville																							
	Bravo	n/i		2.99																		2.66		
	Premio																							
	C-Town	n/i		2.99																		2.66		
	Premio																							
	Compare Foods	n/i		2.79	4.99																	2.33		
	Premio																							
	D'Agostino's	Farmland			3.49																			
	DeCiccio's	Prairie Grove																						
	Fine Fare	n/i		2.79	4.99																	3.99		
	Premio																							
	Food Basics	n/i		1.98																				
	Food Bazaar	n/i		2.49																				
	Food Emporium	n/i																						
	Foodtown	n/i		2.69																				
	Hatfield																							
	Premio																							
	Giunta Meat Farm	n/i																						
	Great American	1893 Brand		2.99	3.99																			
	Johnsonville																							
	Gristede's	n/i																						
	Hannaford	n/i																						
	n/i																							
	Johnsonville																							
	Hannaford	Hannaford																				yes		
	n/i																							
	Key Food	n/i																						

**U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS**
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**Independence Day 2015**
**PORK**

State	Supermarket	Brand	Key	Spareribs			Country Style Ribs		Pork Chops								Ass't	Tenderloin	Bnls Loin	Fresh Sausage	Store Card				
				Whole Rack	Back Rib	St. Louis Rib			Rib End		Bone-in Center		Bnls Center		Sirloin End										
				bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	reg pack	valu pack	bnls	bone-in										
NY (cont)	King Kullen	n/i	L					2.49						2.99				3.99							
	King's	Chairman's Reserve			4.99															3.99					
	Met Foods	Premio																		2.66					
	Metropolitan	n/i		2.99	4.99														3.99		2.99				
	Morton Williams	n/i		2.99																	3.99				
	North Shore Farm	Esposito			4.99																2.99				
	NSA Supermarket	Indiana Kitchen						1.89																	
	Pathmark	America's Choice																		1.99	L1				
	Peck's Market	America's Choice																		2.99					
	Pioneer	n/i		2.99	3.99	3.99	3.49														3.83				
	Price Chopper	Johnsonville																			3.99				
	Save-a-Lot	Premio																			2.66				
	Shop'n Save	Premio																							
	ShopRite	n/i	A	2.79	4.99	3.99														3.99					
	Stew Leonard's	Johnsonville																		6.99					
		Price Chopper		2.49																	3.33				
		Butcher's Choice																			2.49				
		Butcher's Choice		1.89																					
		Tender Choice																							
		Sterling Silver																							
		Butcher's Best																							
		Farm Promise																							
		Johnsonville																							
		n/i																							
		n/i																							
		n/i																			yes				

**U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS**
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**Independence Day 2015**
**PORK**

State	Supermarket	Brand	Key	Spareribs			Country Style Ribs		Pork Chops								Ass't	Tenderloin	Bnls Loin	Fresh Sausage	Store Card			
				Whole Rack	Back Rib	St. Louis Rib			Rib End		Bone-in Center		Bnls Center		Sirloin End									
				bnls	bone-in	bnls	bone-in	bnls	reg pack	valu pack	reg pack	valu pack	reg pack	valu pack	bnls	bone-in								
NY (cont)	Stop & Shop	Stop & Shop	A	2.89	2.99	2.99	2.99							3.49							2.99			
	Premio	n/i																			2.49			
	Target	n/i			2.49	2.49																		
	The Fresh Market	n/i			3.99																			
	Tops Markets	Tops		2.99																	2.88	yes		
	Smithfield																					yes		
	Prairie Grove																							
	Trade Fair	n/i		2.49	3.99																3.99			
	Trader Joe's	Trader Joe's			5.49																			
PA	Uncle Giuseppe's	n/i																			4.99			
	Wegman's	Wegman's																			2.99			
	Weis	Swift			3.19																1.88			
		Weis																			3.33			
		Johnsonville																						
	Western Beef	n/i		2.99	2.69		2.49	1.99		2.99		3.49				2.99		2.99		2.69				
	A&P Stores	n/i		2.49	2.99	2.99	2.99													1.99				
	ACME Markets	America's Choice																			3.49			
	ALDI	Hatfield		2.99	BOGO																			
PA	Associated	Parkview																			2.49			
	Big M	n/i																						
	Boyer Food	1893 Premium																			4.58			
	Bravo	Johnsonville																			2.47			
		Hatfield																			2.66			
		Botto's																			2.66			
		n/i																			2.79			
	C-Town	Premio																			3.33			
	Family Owned	n/i																						
		Johnsonville																						

**U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS**
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**Independence Day 2015**
**PORK**

State	Supermarket	Brand	Key	Spareribs			Country Style Ribs		Pork Chops								Ass't	Tenderloin	Bnls Loin	Fresh Sausage	Store Card			
				Whole Rack	Back Rib	St. Louis Rib			Rib End		Bone-in Center		Bnls Center		Sirloin End									
							bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	bnls	bone-in								
PA <i>(cont)</i>	Fine Fare	n/i		2.79	4.99		3.39	1.89		1.99						1.89		3.99						
		Premio																		3.99				
	Food Basics	n/i		1.98														3.58						
	Food Lion	n/i			2.99													2.49	3.49					
		n/i			3.99													2.59	3.99		yes			
		Johnsonville																			3.33			
	Foodland	n/i		2.99															3.99					
	Foodtown	n/i		2.69																3.49				
		Hatfield																		3.49				
		Premio																		3.49				
	Fresh Grocer	n/i		1.88	4.59																yes			
		Johnsonville																		3.33				
		Premio																		2.99				
		Paisano																		2.99				
	Giant Eagle	n/i		2.29					2.29												yes			
		Johnsonville																		3.33				
	Giant Food Stores	Giant			2.99	2.99	2.99	2.99												2.49	yes			
		Premio																		2.99	yes			
	Great Valu Market	n/i		3.39	4.99				2.69										3.99					
	Karn's	n/i			3.99				1.99	1.79									3.99	1.99				
	Key Food	n/i																		1.99				
	Kuhn's	n/i			3.99																yes			
		n/i			5.29																yes			
		Swift																						
		Swift																						
		Kuhn's																						
	Martin's Food	Giant																		2.49				
		Premio																						
	Pathmark	America's Choice																			L1			
		America's Choice																						
		n/i			2.99	3.99	3.99	3.49																
		Johnsonville																						
		Price Chopper			2.49																			
		Price Chopper																						
		n/i																						

**U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS**
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**Independence Day 2015**
**PORK**

State	Supermarket	Brand	K e y	Spareribs			Country Style Ribs		Pork Chops								Ass't	Tender loin	Bnls Loin	Fresh Sausage	Store Card			
				Whole Rack	Back Rib	St. Louis Rib			Rib End		Bone-in Center		Bnls Center		Sirloin End									
				bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	reg pack	valu pack	bnls	bone-in									
PA <i>(cont)</i>	Redner's	n/i	A																					
	Save-a-Lot	n/i																						
	Shop'n Save	n/i																						
	ShopRite	Butcher's Choice																						
		Tender Choice																						
		Sterling Silver																						
		Butcher's Best																						
		Farm Promise																						
		Johnsonville																						
		n/i																						
	Shurfine	2.99																						
		n/i																						
		Johnsonville																						
		n/i																						
	ShurSave	3.49																						
		Hatfield																						
	Sparkle	Indiana Kitchen																						
	Target	n/i																						
	The Fresh Market	n/i																						
	Thorne's	Hormel																						
	Thriftway	Hatfield																						
		n/i																						
	Tops Markets	2.99																						
		Tops																						
		Smithfield																						
		Prairie Grove																						
	Trader Joe's	5.49																						
	Wegman's	3.19																						
	Weis	3.38																						
		Swift																						
		Weis																						
		Johnsonville																						
	Whole Foods MAtl	6.99																						
RI	ALDI	n/i															3.99							
	Associated	Parkview		2.99	4.99																2.49			
		n/i																						

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**Independence Day 2015**
**PORK**

State	Supermarket	Brand	K e y	Spareribs			Country Style Ribs		Pork Chops								Ass't	Tender loin	Bnls Loin	Fresh Sausage	Store Card			
				Whole Rack	Back Rib	St. Louis Rib			Rib End		Bone-in Center		Bnls Center		Sirloin End									
				bnls	bone-in	bnls	bone-in	bnls	reg pack	valu pack	reg pack	valu pack	reg pack	valu pack	bnls	bone-in								
RI <i>(cont)</i>	Bravo	n/i	Premio	2.99	4.99	4.99	3.49	2.99	2.99	1.59	2.99	3.49	2.99	3.49	2.99	3.49	4.99	4.99	1.99	2.66	2.33			
	Compare Foods	n/i		2.79		4.99																		
	Dave's Marketplace	n/i	Premio	1.89	3.99	2.99	2.99	2.99	2.99	1.59	2.99	2.99	2.99	2.99	2.99	2.99	2.99	3.49	3.49	3.49	2.49	2.49		
	Save-a-Lot	n/i	Butcher's Choice	2.89	2.99	2.99	2.99	2.99	2.99	2.99	2.99	2.99	2.99	2.99	2.99	2.99	2.99	3.49	3.49	3.49	2.49	2.49		
	Shaw's	n/i	Smithfield	2.89	3.99	2.99	2.99	2.99	2.99	2.99	2.99	2.99	2.99	2.99	2.99	2.99	2.99	3.49	3.49	3.49	2.49	2.49		
	Stop & Shop	n/i	Stop & Shop	2.49	5.49	4.99	2.49	2.49	2.49	2.49	2.49	2.49	2.49	2.49	2.49	2.49	2.49	3.49	3.49	3.49	2.49	2.49		
	Target	n/i	Trader Joe's	2.49	5.49	4.99	2.49	2.49	2.49	2.49	2.49	2.49	2.49	2.49	2.49	2.49	2.49	3.49	3.49	3.49	2.49	2.49		
	Trader Joe's	n/i	Whole Foods NAtl	2.49	5.49	4.99	2.49	2.49	2.49	2.49	2.49	2.49	2.49	2.49	2.49	2.49	2.49	3.49	3.49	3.49	2.49	2.49		
VT	AG New England	n/i	ALDI	2.49	3.99	2.99	2.99	2.49	3.99	3.99	3.29	3.99	4.99	3.99	4.99	4.99	4.99	4.99	4.99	4.99	4.99			
	Hannaford	n/i		2.49		3.99	4.49																	
	Price Chopper	n/i	Johnsonville	2.49	3.99	3.99	3.99	2.99	2.99	2.49	2.49	2.49	2.49	2.49	2.49	2.49	2.49	3.49	3.49	3.49	3.33	3.33		
	Shaw's	n/i	Hannaford	2.49	3.99	3.99	3.99	2.99	2.99	1.59	1.59	1.59	1.59	1.59	1.59	1.59	1.59	3.49	3.49	3.49	3.33	3.33		
	Tops Markets	n/i	Johnsonville	2.49	3.99	3.99	3.99	2.99	2.99	2.99	2.99	2.99	2.99	2.99	2.99	2.99	2.99	3.49	3.49	3.49	2.88	2.88		
	Trader Joe's	n/i	Price Chopper	2.49	3.99	3.99	3.99	2.99	2.99	2.99	2.99	2.99	2.99	2.99	2.99	2.99	2.99	3.49	3.49	3.49	2.88	2.88		
		A	Smithfield	2.49	3.99	3.99	3.99	2.99	2.99	2.99	2.99	2.99	2.99	2.99	2.99	2.99	2.99	3.49	3.49	3.49	2.88	2.88		
			Trader Joe's	2.49	3.99	3.99	3.99	2.99	2.99	2.99	2.99	2.99	2.99	2.99	2.99	2.99	2.99	3.49	3.49	3.49	2.88	2.88		

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**PORK**

State	Supermarket	Brand	Key	Spareribs			Country Style Ribs	Pork Chops								Ass't	Tenderloin	Bnls Loin	Fresh Sausage	Store Card
				Whole Rack	Back Rib	St. Louis Rib		Rib End	Bone-in Center	Bnls Center	Sirloin End									
				bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	bnls	bone-in	bnls	bone-in					
<b>SOUTHEASTERN U.S. - AL,FL,GA,MS,NC,SC,TN,VA,WV</b>																				
AL	ALDI	n/i																		
	Dollar General	Parkview																		
	Food for Le\$\$	n/i		1.95																
	Food Giant	Johnsonville		1.98																
	Greer's Market	n/i																		
	Hometown Market	Johnsonville																		
	Ingle's	n/i																		
	Kroger Atlanta	n/i																		
	Kroger Nashville	Johnsonville		1.88	3.58															
	Lucky's	n/i																		
	Piggly Wiggly HAC	Johnsonville																		
	Piggly Wiggly Hchn	n/i		2.39	3.99															
	Piggly Wiggly Inc	Piggly Wiggly																		
	Piggly Wiggly JT	Duroc	A	2.68	3.98															
	Publix	Publix																		
	Ramey's	Prairie Fresh		2.29	3.99															
	Rouses	Johnsonville																		
	Save-a-Lot	Rouses Best		1.98	2.98															
		Johnsonville																		
		Butcher's Choice		1.99																
				1.89																

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**PORK**

State	Supermarket	Brand	Key	Spareribs			Country Style Ribs		Pork Chops								Ass't	Tenderloin	Bnls Loin	Fresh Sausage	Store Card			
				Whole Rack	Back Rib	St. Louis Rib			Rib End		Bone-in Center		Bnls Center		Sirloin End									
				bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	reg pack	valu pack	bnls	bone-in									
AL <i>(cont)</i>	Shop Rite	Swift		2.39	2.99		1.59									1.59			2.91					
	Sprout's Market	Johnsonville		n/i	3.99		2.99																	
	Target	n/i			2.49		2.49																	
	The Fresh Market	n/i			3.99																			
	Trader Joe's	Trader Joe's			4.99																			
	Vowell's	n/i		1.99	3.99																			
	Western Market	Johnsonville			BOGO		2.99	BOGO							2.99									
	Whole Foods Sth	n/i			3.99																			
	Winn-Dixie	n/i		2.45	2.95		2.75	2.45						2.85										
FL	Albertsons Sthrn	n/i		Johnsonville			2.49	2.49	1.99								1.99			3.33				
	ALDI	n/i		Parkview																2.49				
	Bravo	n/i			2.49																			
	Dollar General	n/i			1.95																			
	Food Giant	n/i			1.88		3.58																	
	Greer's Market	Prairie Fresh							1.88															
	Harris Teeter	Harris Teeter								1.69														
		Harris Teeter								3.49														
		Johnsonville																						
	Harvey's	n/i			1.69		3.99	2.79	2.49	1.99														
	Hitchcock's	Premium Butcher			2.29		2.99	2.99	2.29	1.49														
	Piggly Wiggly Hch	n/i			2.68		3.98			1.38														
	Presidente	n/i																						
	Publix	Publix																						
	Sedano's	Roman																						
	Target	n/i																						
	The Fresh Market	n/i																						

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**PORK**

State	Supermarket	Brand	Key	Spareribs			Country Style Ribs		Pork Chops								Ass't	Tenderloin	Bnls Loin	Fresh Sausage	Store Card			
				Whole Rack	Back Rib	St. Louis Rib			Rib End		Bone-in Center		Bnls Center		Sirloin End									
				bnls	bone-in	bnls	bone-in	bnls	reg pack	valu pack	reg pack	valu pack	reg pack	valu pack	bnls	bone-in								
FL <i>(cont)</i>	Trader Joe's	Trader Joe's			4.99																			
	Western Beef	n/i		2.79	3.99															1.99				
	Winn-Dixie	n/i		2.45	2.95	2.75	2.45	2.49												L2 yes				
		WD Natural																		3.50				
GA	ALDI	n/i																						
	Bi-Lo	Parkview																		2.49				
		n/i																		L2 yes				
		Gold Star																		3.29				
		Johnsonville																						
	Dollar General	n/i		1.95																2.95				
	Food Depot	n/i		1.68	2.95															2.48				
		Johnsonville																		L2 yes				
	Food Giant	n/i		1.88	3.58															3.33				
		Prairie Fresh																						
	Food Lion	n/i			2.99															2.49				
		n/i			3.99															2.59				
		Johnsonville																						
Galaxy Foods		Butcher's Best			2.98															3.32				
		Hatfield																						
		Johnsonville																						
		Harris Teeter																						
Harris Teeter		Harris Teeter																		2.92				
		Harris Teeter																						
		Johnsonville																						
		Harris Teeter																						
Harvey's		n/i		1.69	3.99	2.79	2.49	1.99												2.92				
		n/i		2.69	3.99		2.69																	
		Johnsonville																						
		n/i																						
IGA		n/i																						
		Johnsonville																						
		n/i																						
		Johnsonville																						
Ingle's		n/i																						
		n/i																						
		Johnsonville																						
		Johnsonville																						
Kroger Atlanta		n/i			2.49	2.99																		
		Johnsonville																						
		n/i			2.49	2.98																		
		Johnsonville																						
Piggly Wiggly Car.		n/i			2.49																			
		Johnsonville																						

**U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS**
*prices in \$US per pound unless otherwise noted.*
**Independence Day 2015**
**PORK**

State	Supermarket	Brand	Key	Spareribs			Country Style Ribs		Pork Chops								Ass't	Tenderloin	Bnls Loin	Fresh Sausage	Store Card			
				Whole Rack	Back Rib	St. Louis Rib			Rib End		Bone-in Center		Bnls Center		Sirloin End									
				bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	reg pack	valu pack	bnls	bone-in									
GA <i>(cont)</i>	Piggly Wiggly HAC	n/i		Johnsonville	1.99	3.99	2.99		1.49											3.33				
	Piggly Wiggly Hch	n/i			2.68	3.98			1.38										1.99		yes			
	Piggly Wiggly JTM	n/i			2.29		3.69													2.49				
	Publix	Publix							1.69											2.91				
	Quality Foods	n/i				3.59														2.99				
	Save-a-Lot	n/i			1.89															3.33				
	Shop Rite	Butcher's Choice				2.39	2.99			1.59									1.59					
	Sprout's Market	n/i					3.99			2.99														
	Target	n/i					2.49	2.49																
	The Fresh Market	n/i					3.99																	
	Trader Joe's	Trader Joe's					4.99																	
MS	Wayfield's	Essential Everyday		Johnsonville																1.99				
	Whole Foods Sth	n/i			1.99	2.99			1.99															
	Winn-Dixie	n/i			2.45	2.95	2.75	2.45												L2				
		WD Natural		Johnsonville																3.29				
	AG Baton Rouge	Prairie Fresh			2.49				1.59											3.33				
	ALDI	Johnsonville		n/i																2.49				
	Corner Market	Parkview		n/i																				
	Dollar General	Hormel																						
Food Giant	Prairie Fresh	n/i																						
	Dollar General	n/i			1.95															2.95				
	Food Giant	n/i			1.88	3.58														L2				
	Greer's Market	Prairie Fresh		n/i																				
Greer's Market	Kroger Delta	n/i		Johnsonville		2.39	2.88													2.49				
	Kroger Delta	n/i																		3.33				

**U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS**
*prices in \$US per pound unless otherwise noted.*
**Independence Day 2015**
**PORK**

State	Supermarket	Brand	Key	Spareribs			Country Style Ribs		Pork Chops								Ass't	Tenderloin	Bnls Loin	Fresh Sausage	Store Card			
				Whole Rack	Back Rib	St. Louis Rib			Rib End		Bone-in Center		Bnls Center		Sirloin End									
				bnls	bone-in	bnls	bone-in	bnls	reg pack	valu pack	reg pack	valu pack	reg pack	valu pack	bnls	bone-in								
MS <i>(cont)</i>	Mac's Fresh	n/i		1.67											2.99		1.49			1.99	3.33			
	Piggly Wiggly Hch	n/i			2.68	3.98			1.38															
	Ramey's	Prairie Fresh				2.98									5.49						3.57			
		n/i			1.98																3.33			
	Rouses	Johnsonville																	2.95					
		Rouses Best			1.99				1.87															
	Superlo Foods	Johnsonville								1.99														
	Target	n/i			1.99	2.99		2.49																
	The Fresh Market	n/i						3.99																
	Vowell's	Johnsonville			1.99	3.99			1.89												3.33			
NC	Whole Foods Sth	n/i						3.99																
	Winn-Dixie	n/i			2.45	2.95		2.75	2.45					2.85							L2			
		WD Natural																			yes			
		Johnsonville																			3.29			
	ALDI	n/i																						
	Bi-Lo	Parkview																			2.49			
		n/i																						
		Gold Star																			3.29			
NC	Bo's Food Stores	Johnsonville																						
	Carlile C's IGA	n/i																						
	Compare Foods	n/i																						
	Dollar General	n/i																						
	Farm Fresh	Smithfield																						
	Food Lion	Johnsonville																						
		n/i																						
		3.49																						
NC	Food Pride	Johnsonville																						
		n/i																						
		3.99																						

**U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS**
*prices in \$US per pound unless otherwise noted.*
**Independence Day 2015**
**PORK**

State	Supermarket	Brand	Key	Spareribs			Country Style Ribs		Pork Chops								Ass't	Tenderloin	Bnls Loin	Fresh Sausage	Store Card			
				Whole Rack	Back Rib	St. Louis Rib			Rib End		Bone-in Center		Bnls Center		Sirloin End									
				bnls	bone-in	bnls	bone-in	bnls	reg pack	valu pack	reg pack	valu pack	reg pack	valu pack	bnls	bone-in								
NC (cont)	Galaxy Foods	Butcher's Best			2.98	2.98																		
		Hatfield																			3.32			
		Johnsonville																			4.16			
	Great Valu Market	n/i		2.99	3.99		2.99	2.49													2.92	yes		
		Johnsonville																						
	Harris Teeter	Harris Teeter							1.69															
		Harris Teeter							3.49															
	IGA	Johnsonville																						
		n/i																						
	Ingle's	Johnsonville		2.69	3.99		2.69																	
		n/i																						
		n/i																						
	Just \$ave Foods	Johnsonville		1.39																				
	Kroger MidAtlantic	n/i			2.99																			
SC	Lowe's Foods	Johnsonville																						
	Piggly Wiggly Retl	n/i		2.99	3.99																			
		Johnsonville																						
	Piggly Wiggly Strs	n/i		2.59	2.99																			
	Publix	Johnsonville																						
	Save-a-Lot	Publix																						
		n/i																						
		Butcher's Choice																						
	Target	n/i			2.49	2.49																		
	The Fresh Market	n/i				3.99																		
SC	Trader Joe's	Trader Joe's			4.99																			
	Whole Foods Sth	n/i				3.99																		
	ALDI	n/i																						
SC	Bi-Lo	Parkview			2.45	2.95	2.75	2.45																
		n/i																						
	Dollar General	Gold Star			1.95																			
SC		Johnsonville																						
		n/i																						

**U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS**
*prices in \$US per pound unless otherwise noted.*
**Independence Day 2015**
**PORK**

State	Supermarket	Brand	Key	Spareribs			Country Style Ribs		Pork Chops								Ass't	Tenderloin	Bnls Loin	Fresh Sausage	Store Card			
				Whole Rack	Back Rib	St. Louis Rib			Rib End		Bone-in Center		Bnls Center		Sirloin End									
				bnls	bone-in	bnls	bone-in	bnls	reg pack	valu pack	reg pack	valu pack	reg pack	valu pack	bnls	bone-in								
SC (cont)	Food Lion	n/i			2.99					2.79							2.49	3.49			yes			
		n/i			3.99					2.99							2.59	3.99			3.33			
	Galaxy Foods	Johnsonville																			3.32			
		Butcher's Best			2.98																yes			
	Harris Teeter	Hattfield																			2.92			
		Johnsonville																			yes			
	Harris Teeter	Harris Teeter																			3.32			
		Harris Teeter																			yes			
	Harvey's	Johnsonville																			2.92			
	IGA	n/i			1.69	3.99	2.79	2.49	1.99									2.59	3.99	1.89	yes			
		n/i			2.69	3.99		2.69										3.99	4.16					
	Ingle's	Johnsonville																			yes			
		n/i																			3.32			
	Kroger Atlanta	Johnsonville			2.49	2.99												3.99			yes			
	Lowe's Foods	n/i																4.99			yes			
	Piggly Wiggly Car.	n/i			2.49	2.98			1.99									1.49			yes			
	Publix	Johnsonville																			3.33			
	Quality Foods	Publix																			yes			
	Save-a-Lot	n/i																			2.49			
		n/i																						
	Target	Butcher's Choice																						
	The Fresh Market	n/i																						
	Trader Joe's	Trader Joe's																						
	Whole Foods Sth	n/i																						
TN	ALDI	n/i															3.99							
	Bi-Lo	Parkview			2.45	2.95	2.75	2.45									2.45			2.49				
		n/i																			yes			
		Gold Star																		3.29				
		Johnsonville																						

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

prices in \$US per pound unless otherwise noted.

Independence Day 2015

PORK

State	Supermarket	Brand	Key	Spareribs			Country Style Ribs		Pork Chops								Ass't	Tenderloin	Bnls Loin	Fresh Sausage	Store Card			
				Whole Rack	Back Rib	St. Louis Rib			Rib End		Bone-in Center		Bnls Center		Sirloin End									
				bnls	bone-in	bnls	bone-in	bnls	reg pack	valu pack	reg pack	valu pack	reg pack	valu pack	bnls	bone-in								
<b>TN</b> <i>(cont)</i>	Chappell's	n/i		1.98																				
	Johnsonville																				3.33			
	Dollar General	n/i		1.95															2.95					
	E.W. James	n/i		1.98	3.68																			
	Food City	Food City			3.99			2.49	1.88												2.92			
	Johnsonville																				2.99			
	Wampler's																							
	Food Country USA	Butcher's Best																						
	Food Giant	n/i		1.88	3.58																L2			
	Prairie Fresh																							
	Food Lion	n/i			2.99														2.49	3.49				
	n/i				3.99														2.59	3.99	yes			
	Johnsonville																							
	Food Rite	Food Rite		2.39	3.99				1.99												3.33			
	Johnsonville																							
H.G. Hill	n/i			2.19	3.99	3.49			1.79												3.33			
	Johnsonville																				2.91			
Houchen's IGA	Hormel				3.99														1.99		2.99			
	IGA																				yes			
Ingle's	n/i																							
	n/i																							
Kroger Delta	Johnsonville																							
	n/i																							
Kroger MidAtlantic	Johnsonville			2.39	2.88														2.49		3.32			
	n/i																				yes			
Kroger Nashville	Johnsonville				2.99														2.49		3.33			
	n/i																				yes			
Lucky's	Johnsonville				BOGO														3.99		3.33			
	n/i																				yes			
Osborne's	Johnsonville			2.39	3.99				1.89		1.99										3.33			
	n/i																				3.32			
Publix	Johnsonville			1.98	3.88																yes			
	Publix																							

**U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS**
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**Independence Day 2015**
**PORK**

State	Supermarket	Brand	Key	Spareribs			Country Style Ribs		Pork Chops								Ass't	Tenderloin	Bnls Loin	Fresh Sausage	Store Card			
				Whole Rack	Back Rib	St. Louis Rib			Rib End		Bone-in Center		Bnls Center		Sirloin End									
				bnls	bone-in	bnls	bone-in	bnls	reg pack	valu pack	reg pack	valu pack	reg pack	valu pack	bnls	bone-in								
TN <i>(cont)</i>	Save-a-Lot	n/i		1.89																				
	Shop Rite	Butcher's Choice		2.39	2.99			1.59									1.59			2.49				
		Swift																			2.91			
		Johnsonville																						
	Sprout's Market	n/i			3.99			2.99																
	Super Dollar	n/i						2.49																
	Superlo Foods	n/i		1.99	2.99		2.49		1.99															
	Target	n/i			2.49																			
	The Fresh Market	n/i			3.99																			
	Twn&Cntry Grcr	n/i			2.99			2.19									1.59		1.99		3.33			
		Johnsonville																						
VA	ALDI	n/i															3.99				2.49			
	Associated	n/i																						
	Balducci's	n/i	A	2.99	4.99													3.99						
	Dollar General	n/i		1.95	6.99																			
	Farm Fresh	Smithfield																						
		Johnsonville																						
	Fas-Chek	n/i		1.99	3.49												2.99				4.16			
	Food City	Food City																						
		Johnsonville																						
		Wampler's																						
Food Country USA		Butcher's Best																						
	Food Lion	n/i																						
		n/i																						
		Johnsonville																						
	Galaxy Foods	Butcher's Best															3.49							
Giant Food		Hatfield																						
		Johnsonville																						
		Giant																						
		Premio																						

**U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS**
*prices in \$US per pound unless otherwise noted.*
**Independence Day 2015**
**PORK**

State	Supermarket	Brand	Key	Spareribs			Country Style Ribs		Pork Chops								Ass't	Tenderloin	Bnls Loin	Fresh Sausage	Store Card			
				Whole Rack	Back Rib	St. Louis Rib			Rib End		Bone-in Center		Bnls Center		Sirloin End									
				bnls	bone-in	bnls	bone-in	bnls	reg pack	valu pack	reg pack	valu pack	reg pack	valu pack	bnls	bone-in								
VA (cont)	Great Valu Market	n/i		2.99	3.99		2.99	2.49							2.49						4.16			
	Harris Teeter	Johnsonville							1.69												yes			
	Harris Teeter	Harris Teeter							3.49												2.92			
	Harris Teeter	Johnsonville								1.98											yes			
	Ingle's	n/i							2.98												3.32			
	Ingle's	n/i																			yes			
	Kroger MidAtlantic	Johnsonville																		2.49	3.33			
	Lowe's Foods	n/i																		4.99	yes			
	Martin's Food	Giant																		2.49	yes			
	Piggly Wiggly Retl	Premio																		2.99	yes			
	Piggly Wiggly Strs	n/i																			3.33			
	Piggly Wiggly Strs	Johnsonville																			3.33			
	Safeway Eastern	n/i																			yes			
	Save-a-Lot	n/i																			2.49			
	Shoppers Food	Butcher's Choice																						
WV	Super Dollar	n/i																						
	Target	n/i																						
	The Fresh Market	n/i																						
	Trader Joe's	Trader Joe's																						
	Wegman's	Wegman's																						
	Whole Foods MAtl	n/i																						
WV	ALDI	n/i																			2.49			
	Dollar General	Parkview																						
	Fas-Chek	n/i																						
	Foodland	n/i																						
	Tender Choice	Essential Everyday																						

**U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS**
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**Independence Day 2015**
**PORK**

State	Supermarket	Brand	K e y	Spareribs			Country Style Ribs		Pork Chops								Ass't	Tender loin	Bnls Loin	Fresh Sausage	Store Card			
				Whole Rack	Back Rib	St. Louis Rib			Rib End		Bone-in Center		Bnls Center		Sirloin End									
				bnls	bone-in	bnls	bone-in	bnls	reg pack	valu pack	reg pack	valu pack	reg pack	valu pack	bnls	bone-in								
WV (cont)	Food Fair	Bob Evans						1.59																
	Food Lion	n/i			2.99					2.79							2.49	3.49						
		n/i			3.99					2.99							2.59	3.99			yes			
		Johnsonville																			3.33			
	Galaxy Foods	Butcher's Best			2.98			2.98													3.32			
		Hatfield																			3.32			
		Johnsonville																			yes			
	Giant Eagle	n/i		2.29					2.29												3.33			
		Johnsonville																			4.16			
	Great Valu Market	n/i		2.99	3.99			2.99	2.49												yes			
		Johnsonville																			yes			
	Kroger Columbus	n/i		1.88																	yes			
	Kroger MidAtlantic	n/i			2.99																yes			
		Johnsonville																			3.33			
	Martin's Food	Giant				2.99		2.99													2.49			
		Premio																			2.99			
	Piggly Wiggly Strs	n/i		2.59	2.99																yes			
		Johnsonville																			3.33			
	Riesbeck's	Riesbeck's																			2.99			
		n/i																			2.49			
	Save-a-Lot	n/i			4.69		3.49														2.49			
		Butcher's Choice																			2.49			
	Shop'n Save	n/i																			2.49			
	Sparkle	Indiana Kitchen																			2.49			
	Target	n/i																			2.49			
	The Fresh Market	n/i																			2.49			
	Weis	Swift																			2.49			
		Weis																			2.49			
		Johnsonville																			2.49			

**U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS**
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**Independence Day 2015**
**PORK**

State	Supermarket	Brand	Key	Spareribs			Country Style Ribs bnls bone-in	Pork Chops								Ass't	Tenderloin	Bnls Loin	Fresh Sausage	Store Card					
				Whole Rack	Back Rib	St. Louis Rib		Rib End		Bone-in Center		Bnls Center		Sirloin End											
				bnls	bone-in	bnls		reg pack	valu pack	reg pack	valu pack	reg pack	valu pack	bnls	bone-in										
<b>MIDWESTERN U.S. - IA, IL, IN, KY, MI, MN, ND, NE, OH, SD, WI</b>																									
IA	Affiliated MW	Johnsonville																							
	ALDI	n/i		2.59	3.99		2.19											2.99		2.49					
		n/i																							
	County Market	Parkview																							
		Rancher's Legend		2.98	3.49			2.39																	
		n/i																							
	Family Foods	Johnsonville																							
		Premium Farms																							
	Fareway	Johnsonville																							
	Food Pride	Fareway																							
	Hometown Foods	Premium Farms		4.59			2.19	1.99	2.79																
		Johnsonville																							
		n/i			2.99																				
	Hy-Vee	Johnsonville																							
		Hormel			3.99																				
	Jewel-Osco	Blue Ribbon																							
		Johnsonville																							
	Maynard's	Johnsonville																							
		Hormel																							
	No Frills	Farmland																							
		Johnsonville																							
		n/i			2.99																				
	Price Chopper	Johnsonville																							
		Johnsonville																							
	Quillin's	n/i			3.99			2.99																	
		Quillin's																							
		Farmland																							
	Save-a-Lot	n/i																							
		n/i			1.89																				
	Schnuck's	Butcher's Choice																							
	Sunshine Foods	Schnuck's																							
		n/i			3.49																				
		Sheboygan																							

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**PORK**

State	Supermarket	Brand	Key	Spareribs			Country Style Ribs		Pork Chops								Ass't	Tenderloin	Bnls Loin	Fresh Sausage	Store Card			
				Whole Rack	Back Rib	St. Louis Rib			Rib End		Bone-in Center		Bnls Center		Sirloin End									
				bnls	bone-in	bnls	bone-in	bnls	reg pack	valu pack	reg pack	valu pack	reg pack	valu pack	bnls	bone-in								
IA <i>(cont)</i>	Target	n/i	A			2.49	2.49																	
	The Fresh Market	n/i				3.99																		
	Trader Joe's	Trader Joe's				4.99																		
	Whole Foods MW	Heritage Acres				6.99																		
IL	Affiliated MW	Johnsonville																						
	ALDI	n/i																						
	Angelo Caputo	Parkview																						
	Berkot's	Indiana Kitchen																						
	Borowiak's IGA	n/i																						
	Brookhaven	Berkot's																						
	Butera	Hormel																						
	Chiquita Markets	n/i																						
	County Market	Johnsonville																						
	Cub Foods	Rancher's Legend																						
	Dierberg's	n/i																						
	El Guero	Johnsonville																						
	Fairplay Foods	Dierberg's																						
	Fareway	Johnsonville																						
	Fareway	n/i																						
	Fareway	Swift																						
	Fareway	Johnsonville																						
	Fareway	Fareway																						

**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 Ribs		Pork Chops								Ass't	Tender loin	Bnls Loin	Fresh Sausage	Store Card			
				Whole Rack	Back Rib	St. Louis Rib			Rib End		Bone-in Center		Bnls Center		Sirloin End									
				bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	reg pack	valu pack	bnls	bone-in									
IL (cont)	Food Pride	Premium Farms	A	Johnsonville	4.59	1.99	2.19	2.79	1.99	2.99	3.99	4.99	6.79	2.49	3.49	3.49	1.99	1.89	3.33	1.83	2.99	2.92		
	Food 4 Less	n/i			2.99			1.27		1.99														
	Fresh Thyme	Randolph			n/i			1.99		1.99														
	Garden Fresh	Fresh Thyme		Johnsonville	n/i	3.99	4.99	2.99	1.99	2.99	4.99	6.79	2.49	3.49	3.49	1.99	1.99	1.89	3.33	1.83	2.99	2.92		
	Heinen's	Heinen's			n/i			1.99		1.99														
	Houchen's IGA	Hormel		Johnsonville	3.99	3.99	2.99	2.99	1.99	1.49	3.00	3.49	4.99	6.79	2.49	3.49	3.49	1.99	1.99	1.89	3.33	2.99	2.92	
	Jewel-Osco	IGA			Johnsonville			2.99		1.99														
	Jimenez	Hormel		Johnsonville	n/i	2.99	2.99	2.99	1.99	1.49	3.00	3.49	4.99	6.79	2.49	3.49	3.49	1.99	1.99	1.89	3.33	2.99	2.92	
	Joe Caputo's	Johnsonville			n/i			2.99		1.99														
	Kirby IGA	Hormel		Johnsonville	3.69	1.99	2.99	2.99	1.99	1.49	3.00	3.49	4.99	6.79	2.49	3.49	3.49	1.99	1.99	1.89	3.33	2.99	2.92	
	Kroger Central	Johnsonville			n/i			2.99		1.99														
	Kroger Louisville	Johnsonville		Johnsonville	n/i	3.49	1.99	3.49	1.99	1.49	3.00	3.49	4.99	6.79	2.49	3.49	3.49	1.99	1.99	1.89	3.33	2.99	2.92	
	Mariano's	Johnsonville			n/i			2.99		1.99														
	Meijer	Johnsonville		Johnsonville	n/i	3.49	2.49	3.49	1.99	1.49	3.00	3.49	4.99	6.79	2.49	3.49	3.49	1.99	1.99	1.89	3.33	2.99	2.92	
	Pete's Fresh	Johnsonville			n/i			2.49		2.99														
	Piggly Wiggly MW	Farmland	Schnuck's	Butcher's Choice	2.69	1.89	2.29	2.29	1.99	1.49	3.00	3.49	4.99	6.79	2.49	3.49	3.49	1.99	1.99	1.89	3.33	2.99	2.92	
	Save-a-Lot	n/i			2.29			2.29		1.49														
	Schnuck's	Schnuck's			n/i			2.29		1.49														

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**Independence Day 2015**
**PORK**

State	Supermarket	Brand	Key	Spareribs			Country Style Ribs		Pork Chops								Ass't	Tenderloin	Bnls Loin	Fresh Sausage	Store Card			
				Whole Rack	Back Rib	St. Louis Rib			Rib End		Bone-in Center		Bnls Center		Sirloin End									
				bnls	bone-in	bnls	bone-in	bnls	reg pack	valu pack	reg pack	valu pack	reg pack	valu pack	bnls	bone-in								
IL <i>(cont)</i>	Schuette's	Gold Star	A															1.79						
		Maschoff Farms																3.49		3.33				
		Johnsonville																		2.19				
	Shop & Save	n/i			3.29													1.19						
	Shop'n Save	n/i		2.88				1.69												3.75				
	Strack & VanTil	Johnsonville						3.49												3.50				
		Farmland Prime																		2.49				
	Sullivan's	Johnsonville																						
		Sullivan's																						
		n/i						3.99																
	Sunset Foods	Farmland Prime						4.99																
	Target	n/i			2.49		2.49																	
	The Fresh Market	n/i						3.99																
IN	Tony's Finer Food	n/i			2.99	3.49		1.99		2.49								1.99	3.99		2.78			
		Johnsonville																						
	Trader Joe's	Trader Joe's						4.99																
	Treasure Island	n/i						4.99																
	Ultra Foods	Farmland Prime																						
	Valli Produce	n/i						3.49		1.89		2.99		2.99		3.99								
		Valli's																						
		Johnsonville																						
	Walt's Foods	Indiana Kitchen																						
		Johnsonville																						
IN	Whole Foods MW	Heritage Acres		2.49	3.49		2.29																	
	Woodman's	Sheboygan			6.99																			
		Farmland			3.79																			
	AI's Supermarket	n/i	A	2.48	2.88			2.18									2.88			yes				
	ALDI	n/i		3.49	4.49			2.89									4.19							
	Dollar General	Johnsonville																		2.48				
	Food 4 Less	n/i		1.95	1.99	2.99														2.49				
		Parkview																		1.83				

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**PORK**

State	Supermarket	Brand	Key	Spareribs			Country Style Ribs		Pork Chops								Ass't	Tenderloin	Bnls Loin	Fresh Sausage	Store Card			
				Whole Rack	Back Rib	St. Louis Rib			Rib End		Bone-in Center		Bnls Center		Sirloin End									
				bnls	bone-in	bnls	bone-in	bnls	reg pack	valu pack	reg pack	valu pack	reg pack	valu pack	bnls	bone-in								
IN (cont)	Fresh Encounter	n/i		2.49	3.49			2.49								2.29					yes			
		n/i		3.49	3.99			3.39								3.29					3.74			
	Johnsonville																				2.99			
	Fresh Thyme	n/i																			2.92			
	Fresh Thyme	Fresh Thyme																			2.99			
	Harding's	Harding's																			2.92			
	Johnsonville	Johnsonville																			2.92			
	Harvest Supmrkt	Indiana Kitchen																			2.99			
	Houchen's IGA	Hormel																			2.99			
		IGA																			2.99			
	IGA Spartan-Nash	n/i																			1.88			
		Johnsonville																			3.33			
	Jay C	n/i																			yes			
		Kroger																			2.49			
	Jewel-Osco	Johnsonville																			2.92			
		Hormel																			3.33			
	Kirby IGA	Hormel																			3.33			
		Johnsonville																			yes			
	Kroger Central	n/i																			yes			
	Kroger Cincinnati	n/i																			yes			
		Johnsonville																			3.33			
	Kroger Louisville	Johnsonville																			3.33			
		n/i																			yes			
	Marsh	Marsh																			2.50			
		Chef's Prime																			yes			
	Martin's	Martin's																			yes			
		Martin's																			yes			
		Indiana Kitchen																			yes			
		Indiana Kitchen																			L4			
		Johnsonville																			2.49			
	Meijer	Johnsonville																			2.50			
		n/i																			2.50			
	New Market	Johnsonville																			2.50			
		n/i																			2.50			

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**PORK**

State	Supermarket	Brand	Key	Spareribs			Country Style Ribs		Pork Chops								Ass't	Tenderloin	Bnls Loin	Fresh Sausage	Store Card			
				Whole Rack	Back Rib	St. Louis Rib			Rib End		Bone-in Center		Bnls Center		Sirloin End									
				bnls	bone-in	bnls	bone-in	bnls	reg pack	valu pack	reg pack	valu pack	reg pack	valu pack	bnls	bone-in								
IN <i>(cont)</i>	Save-a-Lot	n/i		1.89																				
	Schnuck's	Butcher's Choice																		2.49				
	Strack & Van Til	Schnuck's																		2.49				
	Target	Farmland Prime																		3.50				
	The Fresh Market	Johnsonville																						
	Trader Joe's	n/i																						
	Ultra Foods	Trader Joe's																						
	Walt's Foods	Farmland Prime																						
	Wesselman's	Indiana Kitchen																						
	Whole Foods MW	Johnsonville																						
		n/i																						
		Johnsonville																						
		Heritage Acres	A		6.99																			
KY	ALDI	n/i																						
	Cox IGA	Parkview																		2.49				
		Hormel																						
		n/i																						
	Dollar General	Johnsonville																						
	E.W. James	n/i																						
	Foodland	n/i																						
	Food City	Tender Choice																						
		Essential Everyday																						
	Food Fair	Food City																						
	Food Giant	Johnsonville																						
		Wampler's																						
		Bob Evans																						
		n/i																						
		Prairie Fresh																						
		n/i																						
		Food Lion																						
		Johnsonville																						

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Independence Day 2015

PORK

State	Supermarket	Brand	Key	Spareribs			Country Style Ribs		Pork Chops								Ass't	Tenderloin	Bnls Loin	Fresh Sausage	Store Card			
				Whole Rack	Back Rib	St. Louis Rib			Rib End		Bone-in Center		Bnls Center		Sirloin End									
				bnls	bone-in	bnls	bone-in	bnls	reg pack	valu pack	reg pack	valu pack	reg pack	valu pack	bnls	bone-in								
KY (cont)	Galaxy Foods	Butcher's Best			2.98	2.98																		
	Houchen's IGA	Hatfield																			3.32			
		Johnsonville																			2.99			
		Hormel			3.99															1.99				
		IGA																			1.88			
	IGA Spartan-Nash	n/i		2.49	2.99			2.22													3.33			
		Johnsonville																			yes			
	Kroger Cincinnati	n/i		1.99																	3.33			
		Johnsonville																			yes			
	Kroger Delta	n/i		2.39	2.88															2.49				
		Johnsonville																			3.33			
	Kroger Louisville	Johnsonville																			3.33			
		n/i		1.99	3.49																yes			
	Kroger MidAtlantic	n/i			2.99															2.49				
		Johnsonville																			yes			
	Kroger Nashville	n/i			BOGO															3.99				
		Johnsonville																			yes			
	Meijer	Johnsonville																			2.50			
	Piggly Wiggly Hchr	n/i		2.68	3.98				1.99											3.49				
	Remke Markets	n/i		2.49	BOGO				1.38												3.33			
		Johnsonville							2.49												yes			
	Save-a-Lot	n/i							1.89												3.33			
	Super Dollar	n/i						2.49	2.49															
	Target	n/i																						
	The Fresh Market	n/i																						
	Trader Joe's	Trader Joe's																						
	Twn&Cntry Grcr	n/i																						
		Johnsonville																						
	ValuMarket	n/i																						
	Whole Foods MATl	n/i			6.99																			
MI	Affiliated MW	Hormel			2.89																			
	ALDI	n/i																			2.49			
		Parkview																						

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**PORK**

State	Supermarket	Brand	Key	Spareribs			Country Style Ribs		Pork Chops								Ass't	Tenderloin	Bnls Loin	Fresh Sausage	Store Card			
				Whole Rack	Back Rib	St. Louis Rib			Rib End		Bone-in Center		Bnls Center		Sirloin End									
							bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	bnls	bone-in								
MI <i>(cont)</i>	Busch's	n/i				2.89		2.69						3.49										
	D&W Fresh	Busch's				2.99									2.99						3.99			
	Spartan	n/i																			3.99			
	Family Fare	Spartan																			2.50			
	Food Pride	Johnsonville																			3.33			
	Harding's	n/i				2.49	3.79		2.69												2.92			
	Hollywood Market	Johnsonville																			3.83			
	Kroger Central	Hollywood's																			2.99			
	Kroger Columbus	n/i				1.88															yes			
	Kroger Michigan	n/i																			yes			
	Martin's	Johnsonville																			yes			
	Meijer	Martin's																			yes			
	Plumbs/Duthlers	Martin's																			yes			
	Ric's Food Center	Indiana Kitchen	L																		yes			
	Save-a-Lot	Indiana Kitchen	L																		yes			
	Spartan Stores	Johnsonville																			L4			
	Super One Foods	Johnsonville																			2.49			
		Farmland																			2.50			
		Sheboygan																			2.49			
		Prairie Grove	A																		2.92			
																					2.50			

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**PORK**

State	Supermarket	Brand	Key	Spareribs			Country Style Ribs		Pork Chops								Ass't	Tenderloin	Bnls Loin	Fresh Sausage	Store Card			
				Whole Rack	Back Rib	St. Louis Rib			Rib End		Bone-in Center		Bnls Center		Sirloin End									
				bnls	bone-in	bnls	bone-in	bnls	reg pack	valu pack	reg pack	valu pack	reg pack	valu pack	bnls	bone-in								
MI <i>(cont)</i>	Tadych's	Johnsonville			3.99										2.79					2.45				
	Target	Farmland	n/i		2.49	2.49	2.49								2.99					1.99	4.49			
	Tom's/Oleson's	n/i			2.99											2.99					2.99			
	Trader Joe's	Traverse City																			2.50			
	Valuland	Trader Joe's			4.99																			
	VG's Grocery	n/i																						
	Whole Foods MW	Spartan																						
MN	Affiliated MW	Johnsonville	A		6.99																			
	ALDI	Hormel			2.89															2.49				
	Coborn's	Johnsonville	n/i		2.59	3.99	2.19													2.49	2.99			
	Cub Foods	Parkview	n/i																					
	Econofoods	Coborn's																						
	Family Fare	n/i			3.49		1.99																	
	Fareway	Johnsonville																						
	Festival	Our Family																						
	Food Pride	Johnsonville	n/i		3.99		2.79																	
	Hornbacher's	Fareway																						
	Hugo's	Farmland Prime																						

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Independence Day 2015

PORK

State	Supermarket	Brand	Key	Spareribs			Country Style Ribs		Pork Chops								Ass't	Tenderloin	Bnls Loin	Fresh Sausage	Store Card			
				Whole Rack	Back Rib	St. Louis Rib			Rib End		Bone-in Center		Bnls Center		Sirloin End									
				bnls	bone-in	bnls	bone-in	bnls	reg pack	valu pack	reg pack	valu pack	reg pack	valu pack	bnls	bone-in								
<b>MN</b> <i>(cont)</i>	Hy-Vee	Hormel Blue Ribbon Johnsonville	A	3.99	6.99	6.99				2.99								3.99		3.13				
	Kowalski's	n/i		6.99																4.99				
	Lunds & Byerlys	Lunds & Byerlys Lunds & Byerlys Johnsonville																	7.99					
	Marketplace Food	Farmland Johnsonville Our Family		3.98			2.38			2.98									4.58					
	Maynard's	Farmland Johnsonville																	2.48					
	Quillin's	Quillin's Farmland n/i					1.99												3.75					
	Rainbow Foods	n/i			3.49		2.49												3.00					
	Save-a-Lot	n/i		1.89															3.23					
	Sunshine Foods	Butcher's Choice n/i			3.49														2.79					
	Sun Mart	Sheboygan n/i			3.99		2.79												1.99					
	Super One Foods	Our Family Johnsonville Farmland Sheboygan					1.97												2.49					
	Target	Prairie Grove n/i			4.64														3.49					
	Teal's Market	n/i			2.49		1.99												3.33					
	Trader Joe's	Johnsonville Trader Joe's			4.99														2.50					
	Whole Foods MW	Heritage Acres		A	6.99														3.33					
<b>ND</b>	Albertsons Mtn Dan's	n/i n/i Johnsonville		BOG2						2.99	2.99	3.99	3.99	1.99	1.99	1.99				3.58				

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**PORK**

State	Supermarket	Brand	Key	Spareribs			Country Style Ribs		Pork Chops								Ass't	Tenderloin	Bnls Loin	Fresh Sausage	Store Card			
				Whole Rack	Back Rib	St. Louis Rib			Rib End		Bone-in Center		Bnls Center		Sirloin End									
							bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	bnls	bone-in								
ND <i>(cont)</i>	Family Fare	n/i	Our Family Johnsonville	A	3.49		2.79	2.69	2.98	2.99	2.28	2.38	2.49	2.49	3.79	3.79	2.99	3.33	3.33					
	Food Pride	n/i					2.49																	
	Hornbacher's	Johnsonville	Hormel	Hormel	3.79		2.48																	
	Hugo's	Johnsonville	Hormel				3.58																	
	Leevers Foods	Our Family	Hormel	Farmland	3.58		2.48																	
	Marketplace Food	Johnsonville	Farmland				3.98																	
	Super One Foods	Our Family	Farmland	Sheboygan	4.64		2.38																	
	Target	Prairie Grove	Farmland				4.64																	
NE	Teal's Market	n/i	n/i	Johnsonville	A	2.49	2.49																	
	Affiliated MW	Hormel	Johnsonville				2.89																	
	ALDI	n/i	n/i	Parkview	2.59	3.99	2.19																	
	Apple Market	Johnsonville	n/i				2.59																	
	Bag'n Save	n/i	n/i	Johnsonville	2.59	3.99	2.29																	
	Baker's	n/i	n/i				2.99																	
	Fareway	Fareway	n/i	Johnsonville	BOGO		2.99																	
	Food Pride	n/i	n/i				2.49																	

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**PORK**

State	Supermarket	Brand	K e y	Spareribs			Country Style Ribs		Pork Chops								Ass't	Tender loin	Bnls Loin	Fresh Sausage	Store Card			
				Whole Rack	Back Rib	St. Louis Rib			Rib End		Bone-in Center		Bnls Center		Sirloin End									
				bnls	bone-in	bnls	bone-in	bnls	reg pack	valu pack	reg pack	valu pack	reg pack	valu pack	bnls	bone-in								
NE <i>(cont)</i>	Hy-Vee	Hormel Blue Ribbon Johnsonville	A		3.99													3.99			3.13			
	Russ Market	Farmland Prime Johnsonville			3.99																3.33			
	Safeway Denver	Johnsonville n/i Open Nature			2.99	2.49	2.49	1.99												3.33	yes			
	Sun Mart	n/i Our Family Johnsonville			3.99		2.79												2.49	3.49				
	Target	n/i			2.49	2.49															3.33			
	Trader Joe's	Trader Joe's				4.99																		
	Whole Foods MW	Heritage Acres		A	6.99																			
OH	Acme Fresh	Farmland Prime Farmland Prime	A		3.99			2.49														yes		
	ALDI	n/i Parkview			5.99			3.49																
	Buehler's	n/i n/i Buehler's Johnsonville			2.87		3.29	2.99											2.49	4.99	yes			
	Chief	n/i n/i Johnsonville			5.99		4.49	3.99											6.99	3.99	2.97			
	Cub Foods	n/i Johnsonville			3.49		1.99	2.69	2.49												3.75			
	Dave's Market	Indiana Kitchen n/i		2.19		2.99		3.59	3.39												3.33			
	Dollar General	n/i n/i Johnsonville		1.95		2.69		1.99	2.69										2.95	3.99	2.99			
	Fisher's Foods	n/i n/i Johnsonville																			3.33			

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State	Supermarket	Brand	K e y	Spareribs			Country Style Ribs		Pork Chops								Ass't	Tender loin	Bnls Loin	Fresh Sausage	Store Card			
				Whole Rack	Back Rib	St. Louis Rib			Rib End		Bone-in Center		Bnls Center		Sirloin End									
				bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	reg pack	valu pack	bnls	bone-in									
OH <i>(cont)</i>	Foodland	n/i	A					1.79									2.19							
	Tender Choice			2.99																	3.49			
	Essential Everyday																					yes		
	Food Fair	Bob Evans							1.59															
	Fresh Encounter	n/i		2.49	3.49				2.49															
		n/i		3.49	3.99				3.39															
		Johnsonville																						
	Fresh Thyme	n/i						1.27																
		Fresh Thyme																						
	Geyer's	n/i		2.39	2.98				1.89															
		Johnsonville																						
	Giant Eagle	n/i		2.29					2.29															
		Johnsonville																						
	Heinen's	Heinen's																						
		Heinen's																						
		Heinen's																						
		Heinen's																						
		Johnsonville																						
	IGA Spartan-Nash	n/i		2.49	2.99				2.22												1.88			
		Johnsonville																						
	Kroger Central	n/i																						
	Kroger Cincinnati	n/i		1.99																				
		Johnsonville																						
	Kroger Columbus	n/i		1.88																				
	Kroger MidAtlantic	n/i			2.99																			
		Johnsonville																						
	Marc's	n/i																						
	Marsh	Marsh																						
		Chef's Prime																						
	Meijer	n/i																						
	Piggly Wiggly Strs	n/i		2.59	3.49				3.49												3.49			
		Johnsonville																						

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State	Supermarket	Brand	K e y	Spareribs			Country Style Ribs		Pork Chops								Ass't	Tender loin	Bnls Loin	Fresh Sausage	Store Card			
				Whole Rack	Back Rib	St. Louis Rib			Rib End		Bone-in Center		Bnls Center		Sirloin End									
				bnls	bone-in	bnls	bone-in	bnls	reg pack	valu pack	reg pack	valu pack	reg pack	valu pack	bnls	bone-in								
OH <i>(cont)</i>	Remke Markets	n/i		2.49	BOGO		2.49		BOGO												3.33			
	Riesbeck's	Johnsonville																			2.99			
		Riesbeck's																			2.49			
	Save-a-Lot	n/i			4.69	3.49																		
		n/i			1.89																			
	Butcher's Choice																							
	Shop'n Save	n/i																						
	Sparkle	Indiana Kitchen																						
	Target	n/i																						
	The Fresh Market	n/i																						
SD	Thorne's	Hormel																						
	Trader Joe's	Trader Joe's																						
	Weis	Swift																						
		Weis																						
		Johnsonville																						
	Whole Foods MAtl	n/i			6.99																			
	Affiliated MW	Hormel																						
		Johnsonville																						
	Buche Foods	n/i																						
SD		Hormel																						
	Coborn's	Sheboygan																						
	Family Thrift	Coborn's																						
		n/i																						
		Our Family																						
	Fareway	Johnsonville																						
	Hy-Vee	Fareway																						
		Hormel																						
		Blue Ribbon																						
		Johnsonville																						
SD	Ken's Super Fair	Hormel																						
		Farmland																						
		Sheboygan																						

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

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

Independence Day 2015

## PORK

**U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS**
*prices in \$US per pound unless otherwise noted.*
**Independence Day 2015**
**PORK**

State	Supermarket	Brand	Key	Spareribs			Country Style Ribs		Pork Chops								Ass't	Tenderloin	Bnls Loin	Fresh Sausage	Store Card			
				Whole Rack	Back Rib	St. Louis Rib			Rib End		Bone-in Center		Bnls Center		Sirloin End									
				bnls	bone-in	bnls	bone-in	bnls	reg pack	valu pack	reg pack	valu pack	reg pack	valu pack	bnls	bone-in								
WI (cont)	Meijer	Johnsonville																						
	Pick'nSave/Copps	n/i			3.49			1.99										3.49		2.50				
		n/i			2.99															2.28				
	Piggly Wiggly MW	Johnsonville																			2.79			
	Quillin's	Farmland																						
		Quillin's																						
		Farmland																						
		n/i																						
	Save-a-Lot	n/i			1.89														1.99					
		Butcher's Choice																		2.49				
	Schnuck's	Schnuck's																		2.49				
	Sendik's	Sendik's																		3.99				
	Sentry	Johnsonville																		2.45				
		Sentry																		2.19				
		Sheboygan																		2.50				
	Super One Foods	Farmland																		2.50				
		Sheboygan																		2.50				
		Prairie Grove	A		4.64															2.45				
	Tadych's	Johnsonville																						
		Farmland			3.99																			
	Target	n/i			2.49			2.49																
	The Fresh Market	n/i			3.99																			
	Trader Joe's	Trader Joe's			4.99																			
	Trig's	Trig's																		3.20				
	Whole Foods MW	Heritage Acres		A	6.99															2.00				
	Woodman's	Sheboygan			3.79																			

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

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

Independence Day 2015

# PORK

**U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS**
*prices in \$US per pound unless otherwise noted.*
**Independence Day 2015**
**PORK**

State	Supermarket	Brand	Key	Spareribs			Country Style Ribs		Pork Chops								Ass't	Tenderloin	Bnls Loin	Fresh Sausage	Store Card			
				Whole Rack	Back Rib	St. Louis Rib			Rib End		Bone-in Center		Bnls Center		Sirloin End									
				bnls	bone-in	bnls	bone-in	bnls	reg pack	valu pack	reg pack	valu pack	reg pack	valu pack	bnls	bone-in								
AR <i>(cont)</i>	Save-a-Lot	n/i		1.57	3.47	2.49	2.19	5.99	2.99	2.99	1.59	1.59	1.59	1.59	1.59	1.59	1.59	1.59	1.59	1.59				
	Super 1 Foods	Hormel			2.49																			
	Target	n/i			3.99																			
	The Fresh Market	n/i			2.99																			
	Twn&Cntry Grcr	n/i			Johnsonville																			
	Whole Foods SW	n/i																						
AZ	Albertsons SW	n/i		2.27	BOG3	1.99	1.99	5.99	2.99	2.99	1.99	1.99	1.99	1.99	1.99	1.99	1.99	1.99	1.99	1.99				
	Basha's	Farmland			BOG2																			
	EI Super	Farmland			n/i																			
	Food City	n/i			3.49																			
	Fresh & Easy	Farmer John			1.99																			
	Fry's	Johnsonville			n/i																			
	Haggen's	n/i			T&J																			
	Los Altos Ranch	n/i			3.49																			
	Lowe's Market	n/i			1.99																			
	Safeway Phoenix	Johnsonville			n/i																			
	Smith's	n/i			Johnsonville																			
	Sprout's Market	n/i			2.99																			
	Target	n/i			2.49																			
	Trader Joe's	Trader Joe's			4.99																			
	Whole Foods SPac	American Homestead	A																					
CO	Affiliated Food Inc	n/i		2.69	3.99	2.19	1.49	5.99	2.99	2.99	1.99	1.99	1.99	1.99	1.99	1.99	1.99	2.99	2.99	2.49				
	Affiliated MW	Johnsonville			2.59																			
	Albertsons Mtn	n/i			BOG2																			
	Clark's	Johnsonville			2.88																			
	King Soopers	n/i																						

**U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS**
*prices in \$US per pound unless otherwise noted.*
**Independence Day 2015**
**PORK**

State	Supermarket	Brand	K e y	Spareribs			Country Style Ribs	Pork Chops								Ass't	Tender loin	Bnls Loin	Fresh Sausage	Store Card					
				Rib End		Bone-in Center		Bnls Center		Sirloin End															
				bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	bnls	bone-in	bnls	bone-in										
<b>CO</b> <i>(cont)</i>	Lowe's Market	n/i	A				1.79													3.99					
	Safeway Denver	Johnsonville																		3.33	yes				
		Johnsonville																			yes				
		n/i																			yes				
		Open Nature																							
	Save-a-Lot	n/i																							
	Sprout's Market	n/i																							
	Sun Mart	n/i																							
		Our Family																							
<b>KS</b>	Sun Mart	Johnsonville																							
	Target	n/i																							
	Trader Joe's	Trader Joe's																							
	Whole Foods Mtn	n/i																							
	Affiliated Food Inc	n/i		2.69			1.49																		
	Affiliated MW	Johnsonville																							
		n/i		2.59	3.99			2.19																	
	ALDI	n/i																							
		Parkview																							
	Apple Market	Johnsonville																							
		n/i		2.59	3.99		2.29																		
	Country Mart	n/i		2.59	3.99		1.59																		
	Dillon's	n/i																							
<b>G&amp;W Foods</b>		Johnsonville																							
		Johnsonville																							
		Seaboard																							
		n/i																							
		Williams																							
	Hen House	n/i																							
		Farmland																							
	Homeland	n/i																							
	Hy-Vee	Johnsonville																							
		Hormel																							
		Blue Ribbon																							
		Johnsonville																							

**U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS**
*prices in \$US per pound unless otherwise noted.*
**Independence Day 2015**
**PORK**

State	Supermarket	Brand	Key	Spareribs			Country Style Ribs		Pork Chops								Ass't	Tenderloin	Bnls Loin	Fresh Sausage	Store Card			
				Whole Rack	Back Rib	St. Louis Rib			Rib End		Bone-in Center		Bnls Center		Sirloin End									
				bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	reg pack	valu pack	bnls	bone-in									
KS <i>(cont)</i>	Lowe's Market	n/i						1.79																
	Price Chopper	Johnsonville						2.99											2.99		3.99			
		n/i																			2.99			
	Save-a-Lot	Johnsonville																			2.48			
		n/i																			2.49			
	Sprout's Market	Butcher's Choice																						
		n/i																						
	Sun Fresh	Johnsonville																						
	Target	Johnsonville																						
	The Fresh Market	Johnsonville																						
LA	Trader Joe's	Trader Joe's																						
	Whole Foods Mtn	Johnsonville																			4.99			
	Woods	Swift																						
		n/i																						
		Johnsonville																			2.50			
	AG Baton Rouge	Prairie Fresh																						
		Johnsonville																			3.33			
	Albertsons Sthrn	n/i																						
		n/i																						
	Breaux Mart	Seaboard																			3.33			
LA	Brookshire's	Johnsonville																				yes		
		Hormel																						
	Kroger SW	Johnsonville																						
		n/i																						
	LeBlanc's	Johnsonville																						
		Swift																						
		n/i																						
		Johnsonville																						
	Mac's Fresh	n/i																						
		Johnsonville																						
MA	Market Basket	n/i																						
		MB Premium																						
		Swift																						
		Johnsonville																						

**U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS**
*prices in \$US per pound unless otherwise noted.*
**Independence Day 2015**
**PORK**

State	Supermarket	Brand	Key	Spareribs			Country Style Ribs		Pork Chops								Ass't	Tenderloin	Bnls Loin	Fresh Sausage	Store Card			
				Whole Rack	Back Rib	St. Louis Rib			Rib End		Bone-in Center		Bnls Center		Sirloin End									
				bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	reg pack	valu pack	bnls	bone-in									
LA (cont)	Piggly Wiggly	n/i		3.99				1.99						2.49	1.49				1.99					
	Rouses	Rouses Best		1.99				1.87										2.95		3.33				
	Save-a-Lot	Johnsonville		1.89																2.49				
	Super 1 Foods	Butcher's Choice		1.57	3.47																			
	Target	Hormel		2.49		2.49																		
	The Fresh Market	n/i		3.99																				
	Trader Joe's	Trader Joe's		4.99																				
	Whole Foods SW	n/i		2.45	2.95	2.75	2.45																	
	Winn-Dixie	WD Natural		2.45																L2	yes			
MO	Affiliated MW	Johnsonville																	2.49					
	ALDI	n/i		2.59	3.99			2.19										2.99		2.49				
	Apple Market	Parkview																		2.49				
	C&R Supermarket	Johnsonville		2.59	3.99					2.29									3.49		2.48			
		n/i		2.49	3.49															3.29				
		Hormel																		2.90				
		Ramsey's																		2.49				
		Johnsonville																		2.91				
	County Market	Rancher's Legend		2.98	3.49					2.39										3.74	L2			
Dierberg's	Country Mart	n/i		2.59	3.99					1.59								2.99						
	Dierberg's	Johnsonville		2.59	2.99																			
	Food Giant	n/i		1.88	3.58					1.88										3.33				
	Gerbe's	Prairie Fresh		n/i	BOGO																			

**U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS**
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**Independence Day 2015**
**PORK**

State	Supermarket	Brand	Key	Spareribs			Country Style Ribs		Pork Chops								Ass't	Tenderloin	Bnls Loin	Fresh Sausage	Store Card			
				Whole Rack	Back Rib	St. Louis Rib			Rib End		Bone-in Center		Bnls Center		Sirloin End									
				bnls	bone-in	bnls	bone-in	bnls	reg pack	valu pack	reg pack	valu pack	reg pack	valu pack	bnls	bone-in								
MO <i>(cont)</i>	G&W Foods	Johnsonville																	3.24					
		Seaboard																						
		n/i																						
		Williams																	3.29					
	Harp's	Harp's		2.49	3.79			2.89	2.69															
	Harter House	Johnsonville		2.99	3.99			2.99																
	Hay's	n/i		2.99	3.99																			
		Johnsonville																						
		Prairie Fresh																						
		n/i		2.48				3.49																
	Hen House	n/i		BOGO	BOGO				BOGO															
		Farmland																						
	Hy-Vee	Hormel			3.99																			
		Blue Ribbon																						
		Johnsonville																						
	Kroger Central	n/i																						
	Kroger Delta	n/i		2.39	2.88																			
	Moser's	Johnsonville																						
		Johnsonville																						
		n/i		2.59	3.99				1.79															
	Patricia's	Moser's																						
		n/i																						
		Johnsonville																						
	Prenger Foods	Johnsonville																						
		n/i		2.49	3.97			2.99																
	Price Chopper	n/i			3.99																			
		Johnsonville																						
		n/i																						
	Pyramid Food	Johnsonville							1.99															
		n/i																						
	Save-a-Lot	Johnsonville																						
		n/i		1.89																				
	Schnuck's	Butcher's Choice																						
	Shop'n Save	Schnuck's																						
		n/i		2.88				1.69																
		Johnsonville																						

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

prices in \$US per pound unless otherwise noted.

Independence Day 2015

PORK

State	Supermarket	Brand	Key	Spareribs			Country Style Ribs		Pork Chops								Ass't	Tenderloin	Bnls Loin	Fresh Sausage	Store Card			
				Whole Rack	Back Rib	St. Louis Rib			Rib End		Bone-in Center		Bnls Center		Sirloin End									
				bnls	bone-in	bnls	bone-in	bnls	reg pack	valu pack	reg pack	valu pack	reg pack	valu pack	bnls	bone-in								
MO (cont)	Sprout's Market	n/i		2.59	3.99	2.49	2.99	1.79										1.99	3.33	3.33				
	Sun Fresh	n/i			3.99		2.49	2.49																
	Target	n/i			2.49		4.99	2.19																
	Trader Joe's	Trader Joe's			2.99		2.99	1.89																
	Twn&Cntry Grcr	n/i			2.99		2.99	1.68																
	Johnsonville																							
	Twn&Cntry Sprmkt	Johnsonville			2.49		3.99																	
	Top Choice																							
	Woods	Swift			2.49		3.99														2.50			
	n/i	Johnsonville																						
NM	Affiliated Food linc	n/i		2.69	1.49	BOG3	BOG2	1.99	2.99	2.99	1.99	2.99	1.99	1.99	2.95	L2	yes	3.33	3.33					
	Albertsons SW	n/i			Farmland																			
	Basha's	Farmland			Farmland																			
	Dollar General	n/i			1.95																			
	John Brooks	n/i			2.88																			
	King Soopers	n/i			2.88																			
	Lawrence Bros.	n/i			Johnsonville																			
	Los Altos Ranch	n/i			Johnsonville																			
	Lowe's Market	n/i			Johnsonville																			
	Safeway Denver	Johnsonville			n/i																			
	Smith's	Open Nature		A	2.99		2.49	2.49																
	Sprout's Market	n/i			2.99		2.99	2.79																
	Target	n/i			3.99		2.49	2.49																
	Trader Joe's	Trader Joe's			4.99																			
	Whole Foods Mtn	n/i																		4.99				

**U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS**
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**Independence Day 2015**
**PORK**

State	Supermarket	Brand	Key	Spareribs			Country Style Ribs		Pork Chops								Ass't	Tenderloin	Bnls Loin	Fresh Sausage	Store Card			
				Whole Rack	Back Rib	St. Louis Rib			Rib End		Bone-in Center		Bnls Center		Sirloin End									
				bnls	bone-in	bnls	bone-in	bnls	reg pack	valu pack	reg pack	valu pack	reg pack	valu pack	bnls	bone-in								
OK	Affiliated Food Inc	n/i		2.69				1.49																
	Affiliated MW	Johnsonville																			2.49			
	ALDI	n/i		2.59	3.99			2.19											2.99					
		Parkview																			2.49			
	Buy for Less	n/i			3.49															1.69				
		Shurfine																			2.49			
	Country Mart	n/i		2.59	3.99				1.59															
	Dollar General	n/i		1.95																2.95				
	Harp's	Harp's		2.49	3.79			2.89	2.69												3.33			
	Homeland	Johnsonville																		2.49				
		n/i																			3.33			
	La Michoacana	Johnsonville																						
	Market Square	n/i								1.79														
	Nichols	n/i		1.99						1.99														
	Pyramid Food	Johnsonville								1.99														
	Reasor's	Reasor's								1.99														
	Rehkopf's	n/i			2.98					1.88														
	Save-a-Lot	Johnsonville			3.49																			
		n/i																						
	Sprout's Market	Butcher's Choice																						
	Target	n/i																						
	The Fresh Market	n/i																						
	Warehouse	n/i																						
	Williams	Hormel																						
	Whole Foods SW	Farmland																						
TX	Affiliated Food Inc	n/i		2.69				1.49																
	Albertsons Sthr	n/i			BOG2					2.99	2.99								1.99					
		n/i			3.99																			

**U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS**
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**Independence Day 2015**
**PORK**

State	Supermarket	Brand	Key	Spareribs			Country Style Ribs		Pork Chops								Tender loin	Bnls Loin	Fresh Sausage	Store Card		
				Whole Rack	Back Rib	St. Louis Rib			Rib End		Bone-in Center		Bnls Center		Sirloin End							
				bnls	bone-in	bnls	bone-in	bnls	reg pack	valu pack	reg pack	valu pack	reg pack	valu pack	bnls	bone-in						
TX (cont)	Albertsons SW	n/i																				
	ALDI	n/i																				
	Parkview																			2.49		
	Arlan's	n/i																		yes		
	Brookshire's	Hormel																		3.33		
	Brookshire Bros.	Hormel																	4.07			
		Johnsonville																	L2			
	El Rancho	Swift																	L2			
	El Rio Grande	Johnsonville																	3.74			
	Fiesta Mart	n/i																	0.59			
		n/i																	0.85			
	Food Town	Farm Tender																	3.33			
		Farm Tender																	1.69			
	Foodarama/LaFiesta	n/i																	2.49			
	Gerland's	1.99																	3.33			
	H-E-B	n/i																	1.59			
	Homeland	n/i																	2.49			
	Kroger SW	Johnsonville																	1.59			
	La Michoacana	n/i																	3.33			
	Lawrence Bros.	n/i																	3.33			
		Johnsonville																	1.69			
	Los Altos Ranch	n/i																	3.33			
	Lowe's Market	n/i																	3.99			
	Malone's	Johnsonville																	L1			
		n/i																	1.29			

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**Independence Day 2015**
**PORK**

State	Supermarket	Brand	Key	Spareribs			Country Style Ribs		Pork Chops								Ass't	Tenderloin	Bnls Loin	Fresh Sausage	Store Card			
				Whole Rack	Back Rib	St. Louis Rib			Rib End		Bone-in Center		Bnls Center		Sirloin End									
				bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	reg pack	valu pack	bnls	bone-in									
TX (cont)	Market Basket	n/i							0.99															
		MB Premium							2.99															
	Swift	n/i																						
	Market Place	n/i			2.28		2.99																	
	Market Square	n/i																						
	Minyard's	n/i			0.97																			
		Johnsonville																						
	Randall/Tom Thmb	Eating Right							2.99															
		Johnsonville																						
		n/i																						
	Rehkopf's	n/i							3.49															
		Johnsonville																						
	Save-a-Lot	n/i			1.89																			
		Butcher's Choice																						
UT	Sellers Bros.	n/i																						
	Sprout's Market	n/i							3.99															
	Super 1 Foods	Hormel			1.57		3.47																	
	Target	n/i					2.49		2.49															
	The Fresh Market	n/i					3.99																	
	The United Family	Farmland			1.97		3.99																	
		Johnsonville																						
	Trader Joe's	Trader Joe's					4.99																	
	Vista Markets	n/i			2.19		4.39																	
	Whole Foods SW	n/i													5.99									
UT	Albertsons Mtn	n/i					BOG2								2.99	2.99			1.99	1.99				
	Albertsons SW	n/i					BOG3								2.99	2.99			1.99	1.99				
	Associated Food	n/i					2.99												1.49					
		n/i					3.99																	
		Johnsonville																						
	Clark's	Johnsonville																						
	Harmon's	n/i																						
	King Soopers	n/i	A			2.88	2.88								2.19			3.79	2.19		yes			

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**Independence Day 2015**
**PORK**

State	Supermarket	Brand	Key	Spareribs			Country Style Ribs		Pork Chops								Ass't	Tenderloin	Bnls Loin	Fresh Sausage	Store Card			
				Whole Rack	Back Rib	St. Louis Rib			Rib End		Bone-in Center		Bnls Center		Sirloin End									
				bnls	bone-in	bnls	bone-in	bnls	reg pack	valu pack	reg pack	valu pack	reg pack	valu pack	bnls	bone-in								
UT <i>(cont)</i>	Rancho Markets	n/i					1.49										1.69							
	Ream's	n/i																		3.33				
		Johnsonville																		3.33	yes			
	Smith's	n/i				2.99	2.99	2.79												3.33				
		Johnsonville																						
	Sprout's Market	n/i				3.99		2.99												3.29				
	Stokes Market	n/i				3.99		1.69												4.99				
	Target	n/i				2.49	2.49																	
	Trader Joe's	Trader Joe's				4.99																		
	Whole Foods Mtn	n/i																						

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

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**PORK**

State	Supermarket	Brand	Key	Spareribs			Country Style Ribs		Pork Chops								Tenderloin	Bnls Loin	Fresh Sausage	Store Card
				Whole Rack	Back Rib	St. Louis Rib			Rib End	Bone-in Center	Bnls Center	Sirloin End	Ass't							
				bnls	bone-in	bnls	bone-in	bnls	reg pack	valu pack	reg pack	valu pack	bnls	bone-in						
<b>SOUTHWESTERN U.S. - CA, HI, NV</b>																				
CA	Albertsons SoCal	n/i	A	Farmer John	2.99	2.99	2.99		BOGO	BOGO			BOGO					L2	yes	
	Andronico's	Chairman's Reserve		Chairman's Reserve																
	Arteaga's	n/i		n/i	1.99	4.99														
	Big Saver	n/i			1.99	3.49														
	Bristol Farms	n/i				4.99														
	Cardenas	n/i					3.49													
	Chavez	n/i						2.49	1.49	1.49										
	Dollar General	n/i						1.49												
	EI Super	n/i							1.49											
	Food 4 Less	n/i								1.49										
	Food Maxx	n/i									1.49									
	Fresh & Easy	Farmer John										1.49								
	Grocery Outlet	n/i											1.49							
	Haggen's	n/i												1.49						
	Holiday Markets	Sterling Silver													2.99					
	Jensen's	n/i																		
	Jon's	Farmer John																		
	K.V. Mart	n/i																		
	Lola's Market	n/i																		
	Lucky	n/i																		
	Lunardi's	Johnsonville																		
	Mar-Val Food	n/i																		
	Mi Pueblo	n/i																		
	Mollie Stones	n/i																		
	Murphy's	Johnsonville																		

**U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS**
*prices in \$US per pound unless otherwise noted.*
**Independence Day 2015**
**PORK**

State	Supermarket	Brand	K e y	Spareribs			Country Style Ribs		Pork Chops								Ass't	Tender loin	Bnls Loin	Fresh Sausage	Store Card			
				Whole Rack	Back Rib	St. Louis Rib			Rib End		Bone-in Center		Bnls Center		Sirloin End									
				bnls	bone-in	bnls	bone-in	bnls	reg pack	valu pack	reg pack	valu pack	reg pack	valu pack	bnls	bone-in								
CA <i>(cont)</i>	Nugget Markets	Prairie Fresh	A		2.99																			
		Prairie Fresh			4.99																			
	Pavilions/Von's	Niman Ranch			3.99																			
		Niman Ranch			5.99																			
	R Ranch Market	Johnsonville			2.88																			
		Farmer John			n/i																			
	Raley's	Raley's			2.99																			
		Raley's			2.99																			
	Ralph's	n/i			3.99																			
		Johnsonville			3.99																			
	Ranch San Miguel	n/i			2.49																			
		Farmland Prime			3.49																			
	Ray's Food Place	n/i			2.79																			
		Farmer John			2.99																			
	SK Super King	Safeway Select			3.99																			
		Johnsonville			3.49																			
	Save Mart	Johnsonville			2.99																			
		n/i			4.99																			
	Sprout's Market	Johnsonville			2.99																			
		Farmer John			2.99																			
	Stater Bros.	Farmer John			1.49																			
		Johnsonville			1.99																			
	Super A Foods	Farmer John			3.99																			
		Johnsonville			1.99																			
	Superior Grocers	n/i			1.47																			
		Farmer John			2.49																			
	Target	n/i			3.99																			
		Johnsonville			4.99																			
	The Fresh Market	n/i			1.79																			
		Farmer John			5.99																			
	Trader Joe's	Trader Joe's			1.99																			
		Vallarta			1.99																			
	Whole Foods SPad	American Homestead	A																					

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

prices in \$US per pound unless otherwise noted.

Independence Day 2015

PORK

State	Supermarket	Brand	Key	Spareribs			Country Style Ribs		Pork Chops								Ass't	Tenderloin	Bnls Loin	Fresh Sausage	Store Card			
				Whole Rack	Back Rib	St. Louis Rib			Rib End		Bone-in Center		Bnls Center		Sirloin End									
				bnls	bone-in	bnls	bone-in	bnls	reg pack	valu pack	reg pack	valu pack	reg pack	valu pack	bnls	bone-in								
HI	Don Quijote	n/i	A		2.79		2.69																	
	Foodland	Hormel			2.99		3.97											3.99		5.99	4.40			
		Hormel																						
	KTA Super Store	n/i																						
	Safeway NorCal	Farmer John																		2.88	yes			
		Safeway Select																			yes			
	Target	Johnsonville																			4.16			
NV	Target	n/i	A		2.49		2.49																	
	Times/Big Save	n/i																						
		n/i																						
	Whole Foods SPac	American Homestead			3.79																			
	Albertsons Mtn	n/i					BOG2																	
	Albertsons SW	n/i					BOG3																	
	Associated Food	n/i					2.99																	
		n/i					3.99																	
	Cardenas	Johnsonville																			BOGO			
	Dollar General	n/i			1.95																			
	EI Super	n/i																						
	Fresh & Easy	Farmer John					3.49																	
	Grocery Outlet	n/i			1.99																			
	Haggen's	n/i			2.27		3.49																	
	T&J																							
	La Bonita	n/i			2.59		3.99																	
	MarketOn	n/i			1.69																			
	Pavilions/Von's	Johnsonville																						
	Raley's	Farmer John																						
		n/i																						
	Raley's	Raley's																			L4			
	Raley's	Raley's																						

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**Independence Day 2015**
**PORK**

State	Supermarket	Brand	Key	Spareribs			Country Style Ribs		Pork Chops								Ass't	Tenderloin	Bnls Loin	Fresh Sausage	Store Card			
				Whole Rack	Back Rib	St. Louis Rib			Rib End		Bone-in Center		Bnls Center		Sirloin End									
							bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	bnls	bone-in								
NV (cont)	Safeway NorCal	Farmer John					3.49							2.99					1.88		yes			
		Safeway Select					3.99												3.75		yes			
	Scolari's	Johnsonville					2.49	3.99	2.99										3.33		yes			
		Hormel																	3.33					
	Smith's	Johnsonville					2.99	2.99		2.79				3.29							yes			
	Sprout's Market	n/i					3.99			2.99											3.33			
	Target	Johnsonville					2.49	2.49																
	Trader Joe's	Trader Joe's					4.99																	
	Whole Foods SPad	American Homestead	A										5.99											

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**Independence Day 2015**
**PORK**

State	Supermarket	Brand	Key	Spareribs			Country Style Ribs	Pork Chops								Ass't	Tenderloin	Bnls Loin	Fresh Sausage	Store Card
				Whole Rack	Back Rib	St. Louis Rib		Rib End	Bone-in Center	Bnls Center	Sirloin End									
				bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	bnls	bone-in	bnls	bone-in					
<b>NORTHWESTERN U.S. - AK, ID, MT, OR, WA, WY</b>																				
AK	AC Value Center	n/i						2.78				3.28								4.98
	Alaskan & Proud	Johnsonville						2.48												4.98
	Carrs/SafewayNW	n/i		2.98	BOGO	3.99	3.99	2.99	2.49									5.99		yes
		Safeway Select				3.99	5.49													yes
	Fred Meyer	Johnsonville																		4.16
	IGHA Hometown	Johnsonville				3.99		3.49												3.74
	Three Bears AK	Prairie Fresh				3.79		2.59								2.59				3.33
ID	Albertsons Mtn	n/i						BOG2												
	Albertsons NW	n/i					L	2.88												2.99
		Hill's						2.99												3.33
	Associated Food	n/i						3.99												BOGO
		n/i																		
	Family Foods	Prairie Fresh						3.99												4.15
	Fred Meyer	Johnsonville																		3.33
	Grocery Outlet	n/i						2.99												
	Harvest Foods	Prairie Fresh						3.99												
	IGA Markets	n/i						3.49												
	Paul's Market	Johnsonville						2.29												
	Rosauer's	Prairie Fresh																		
	Safeway NW	n/i						4.49												

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**PORK**

State	Supermarket	Brand	Key	Spareribs			Country Style Ribs		Pork Chops								Ass't	Tenderloin	Bnls Loin	Fresh Sausage	Store Card			
				Whole Rack	Back Rib	St. Louis Rib			Rib End		Bone-in Center		Bnls Center		Sirloin End									
				bnls	bone-in	bnls	bone-in	bnls	reg pack	valu pack	reg pack	valu pack	reg pack	valu pack	bnls	bone-in								
ID (cont)	Smith's	n/i			2.99	2.99		2.79			3.29										3.33	yes		
	Stokes Market	Johnsonville			3.99			1.69													3.29			
	Target	n/i			2.49	2.49															4.99			
	Trader Joe's	Trader Joe's			4.99																3.33			
	Whole Foods Mtn	n/i																						
	Yoke's Fresh	Johnsonville																						
MT	Albertsons Mtn	n/i			BOG2					2.99	2.99					1.99	1.99	1.99						
	Associated Food	n/i			2.99																			
		n/i			3.99																			
		Johnsonville																						
	Family Foods	Prairie Fresh			3.99																BOGO			
		Johnsonville																			2.99			
	Harvest Foods	Prairie Fresh			3.99				2.89												4.15			
	IGA Markets	n/i			3.49			2.29													3.33			
	Reynold's	n/i			3.99					1.69											4.15			
	Rosauer's	Prairie Fresh			2.89				2.49	1.79											4.15			
WA	Safeway NW	n/i			4.49																yes			
		Safeway Select																			yes			
		Johnsonville																			3.33			
	Smith's	n/i			2.99	2.99			2.79												3.33			
	Stokes Market	n/i			3.99				1.69												3.29			
AK	Three Bears AK	n/i			3.29			1.99																
OR	Albertsons NW	n/i		2.29	2.88											3.99					2.99			
	Family Foods	Hill's	L		3.99												2.99				3.33			
		Johnsonville																			4.15			
		Prairie Fresh																						
		Johnsonville																						

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**Independence Day 2015**
**PORK**

State	Supermarket	Brand	K e y	Spareribs			Country Style Ribs		Pork Chops								Ass't	Tender loin	Bnls Loin	Fresh Sausage	Store Card			
				Whole Rack	Back Rib	St. Louis Rib			Rib End		Bone-in Center		Bnls Center		Sirloin End									
							bnls	bone-in	bnls	bone-in	reg pack	valu pack	reg pack	valu pack	bnls	bone-in								
OR <i>(cont)</i>	Fred Meyer	Johnsonville																						
	Grocery Outlet	n/i																				3.33		
	Haggen Northwest	n/i																						
	Harvest Foods	Prairie Fresh																						
	IGA Markets	n/i																						
	IGA Market Fresh	Johnsonville																						
	Lamb's Market	n/i																						
	Market of Choice	Beeler's	A																			yes		
		Beeler's	A																			yes		
		n/i																						
		n/i																						
	McKay's	n/i																						
	New Seasons	n/i	A	2.99																				
	Quality Food Cntr	n/i																						
	Ray's Food Place	Johnsonville																						
	RedApple/Thrftwy	Farmland Prime																						
	Rosauer's	n/i																						
	Roth's	Johnsonville																						
	Safeway NW	Prairie Fresh																						
	Target	n/i																						
	Trader Joe's	Johnsonville																						
		Trader Joe's																						

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**Independence Day 2015**
**PORK**

State	Supermarket	Brand	K e y	Spareribs			Country Style Ribs		Pork Chops								Ass't	Tender loin	Bnls Loin	Fresh Sausage	Store Card			
				Whole Rack	Back Rib	St. Louis Rib			Rib End		Bone-in Center		Bnls Center		Sirloin End									
				bnls	bone-in	bnls	bone-in	bnls	reg pack	valu pack	reg pack	valu pack	reg pack	valu pack	bnls	bone-in								
WA	Albertsons NW	n/i	L	2.29	2.88										3.99		2.49							
	Hill's	Johnsonville																			2.99			
	Family Foods	Prairie Fresh			3.99																	3.33		
	Fred Meyer	Johnsonville																				4.15		
	Grocery Outlet	Johnsonville																				3.33		
	Haggen Northwest	n/i																						
	Harvest Foods	Prairie Fresh																						
	IGA Markets	n/i																						
	IGA Market Fresh	Johnsonville																						
	Metropolitan	n/i																						
	Meyers Group IGA	Johnsonville																						
	New Seasons	Prairie Fresh																						
	PCC Natural	Pure Country	A	2.99																				
	Quality Food Cntr	n/i																						
	RedApple/Thrftwy	Johnsonville																						
	Rosauer's	Prairie Fresh																						
	Saar's	n/i																						
	Safeway NW	Fletcher's																						
	Target	n/i																						
	The Markets LLC	n/i		2.98	3.48																			
	Trader Joe's	Trader Joe's			4.99																			

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**Independence Day 2015**
**PORK**

State	Supermarket	Brand	K e y	Spareribs			Country Style Ribs		Pork Chops								Ass't	Tender loin	Bnls Loin	Fresh Sausage	Store Card			
				Whole Rack	Back Rib	St. Louis Rib			Rib End		Bone-in Center		Bnls Center		Sirloin End									
				bnls	bone-in	bnls	bone-in	bnls	reg pack	valu pack	reg pack	valu pack	reg pack	valu pack	bnls	bone-in								
WA	Twn&Cntry Mrkt (cont)	n/i																			3.99			
	Yoke's Fresh	Johnsonville																			3.33			
WY	Affiliated MW	Hormel Johnsonville			2.89																2.49			
	Albertsons Mtn	n/i		2.59	3.99		2.19																	
	Associated Food	n/i			BOG2																			
		n/i			2.99																			
		Johnsonville			3.99																			
	IGA Markets	n/i			3.49		2.29														BOGO			
	King Soopers	Johnsonville			3.49																3.33			
	Safeway Denver	n/i			2.88	2.88															yes			
		Johnsonville			2.88	2.88															3.33			
		n/i			2.99	2.49	2.49	1.99													yes			
	Smith's	Open Nature n/i	A		2.99	2.99		2.79													yes			
		Johnsonville			2.99	2.99		2.79													3.33			

**U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS**
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**Independence Day 2015**
**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%		93-95%		
				bone-in	bnls			bone-in	bnls			reg	value	reg	value	reg	value			
<b>NORTHEASTERN U.S. - CT,DC,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT</b>																				
CT	A&P Stores	n/i	C			6.99	6.99											5.49		
	Adams IGA	Angus	C																value yes	
	n/i		C																	
	AG New England	Angus	C																	
	ALDI	n/i	S			8.99	8.99													
		n/i	O																	
	Associated	Simply Nature	C																	
		n/i	C																	
	Balducci's	Simply Nature	C																	
		n/i	C																	
	Best Market	Meadowland	P																	
		n/i	C																	
	Big Y	Angus	C																	
		Angus	C	8.97																
		n/i	C																	
	Bravo	Big Y Angus	C																	
		Dakota	O																	
		n/i	O																	
	C-Town	n/i	C																	
		n/i	C																	
	Compare Foods	Meadowlands	C																	
		n/i	C																	
	Food Bazaar	Meadowlands	C																	
		n/i	C																	
	Food Emporium	Swift Angus	C																	
		Angus	C																	
	Geissler's	Angus	C																	
		n/i	C																	
	Highland Park	Angus	C																	
		Angus	C																	
	Key Food	n/i	C																	
		n/i	C																	

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**Independence Day 2015**
**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%		93-95%		
				bone-in	bnls			bone-in	bnls			reg	value	reg	value	reg	value	reg	value	
CT <i>(cont)</i>	King's	Chairman's Reserve	C					9.99		7.99	5.99									
		King's	C							8.99										9.99
		King's	P																	
		Dakota Beef	O																	
	Marc's	n/i																		
	NSA Supermarket	n/i																		
	Pioneer	n/i	C																	
	Price Chopper	Angus		10.99						7.99	5.99	7.99	5.49							80%
		Butcher's Promise		9.99						5.99		6.99	3.99							yes
	Save-a-Lot	n/i								4.99										value
	ShopRite	n/i	C																	L1
		n/i	C																	L1
		Angus	C																	yes
		Angus	C																	yes
		Clayton	O																	L3
Stew Leonard's	n/i																			
	n/i																			
	Stop & Shop	Butcher Shop	C																	
		Butcher Shop	C																	
		Nature's Promise	O		11.99															
Target	Laura's Lean	A																		
	n/i																			
	Market Pantry																			
	Sutton & Dodge																			
The Fresh Market	n/i																			
	n/i																			
	Whole Foods NE	A																		
DC	Whole Foods NAtl	n/i			13.99															
	ALDI	n/i																		
	Simply Nature	O																		
	n/i	C																		
	Giant Food	Butcher Shop	C			6.99	6.99			8.99										L3
		Butcher Shop	C			7.99	7.99			9.99										4.49
		Giant Angus	C							9.99										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%		93-95%			
				bone-in	bnls			bone-in	bnls			reg	value	reg	value	reg	value	reg	value		
DC (cont)	Giant Food (continued)	Nature's Promise	O	11.99				10.25													
	Harris Teeter	Laura's Lean	A																		
	HT Naturals																				
	Harris Teeter																				
	HT Ranchers					9.97	9.97		9.97												
	HT Ranchers					11.99	11.99		12.99												
	Safeway Eastern	n/i	C					5.99													
		n/i							12.99												
	Save-a-Lot	n/i	G			4.99				9.99											
	Target	n/i																			
DE	Whole Foods MAtl	Sutton & Dodge																			
		n/i																			
	A&P Stores	n/i	C			6.99	6.99														
	ACME Markets	Angus	C																		
		Lancaster Brand	C	40% off		40% off	40% off	6.99		17.58											
		n/i	O		17.58																
	Food Lion	n/i																			
		n/i																			
	Fresh Grocer	n/i	C		8.99	9.99	9.99														
		n/i	C		11.99	11.49	11.49														
GI	Giant Food	Nature's Reserve	G		7.99				7.99												
		Butcher Shop	C			6.99	6.99		8.99												
		Butcher Shop	C			7.99	7.99		9.99												
		Giant																			
		Angus	C																		
		Nature's Promise	O	11.99				10.25													
		Laura's Lean	A																		
	Great Valu Market	n/i	C		11.99	9.99	9.99														
		n/i																			
		n/i			8.99				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%		93-95%			
				bone-in	bnls			bone-in	bnls			reg	value	reg	value	reg	value	reg	value		
DE (cont)	Harris Teeter	HT Naturals																		7.99	90%
		Harris Teeter																		5.99	85%
		HT Ranchers						9.97	9.97											yes	
		HT Ranchers						11.99	11.99											L1	
	Pathmark	Angus	S							5.99										value	
		Angus	S							7.99											
		Woodson & James	C																		
		n/i																			
	Redner's	n/i																		yes	
		n/i			8.98															yes	
Safeway Eastern		n/i			12.48															yes	
		n/i	C																	yes	
		n/i	G					4.99												yes	
		n/i	C																	value	
	Save-a-Lot	n/i	C																	value	
	ShopRite	n/i	C																	L1	
		n/i	C																	L1	
		Angus	C																	L1	
		Angus	C																	yes	
		Clayton	O																	yes	
Shurfine		n/i																		yes	
		Angus	C																	yes	
		Angus	C																	yes	
		Clayton	O																	yes	
	Target	n/i																		yes	
MA	Adams IGA	n/i	C							3.99											
		Angus	C							4.99											
	AG New England	n/i	S					8.99	8.99			6.99								3.50	80%
	ALDI	n/i										5.99								3.33	85%
		Simply Nature	O																		
		n/i	C																		
		Big Y Angus	C																		
		Dakota	O																		
		n/i																			
	Big Y																				

**U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS**
*prices in \$US per pound unless otherwise noted.*
**Independence Day 2015**
**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%		93-95%		
				bone-in	bnls			bone-in	bnls			reg	value	reg	value	reg	value	reg	value	
MA <i>(cont)</i>	C-Town	n/i	C							3.99										
		n/i																		
	Meadowlands																			5.99
	Compare Foods	n/i	C					6.99			4.99									80%
	Crosby's	Angus																		yes
		Angus																		4.99
	Geissler's	Angus																		85%
		n/i																		
	Hannaford	Hannaford	C							4.99										yes
		Hannaford	C							7.49										yes
		Taste of Inspiration								5.99										yes
		Taste of Inspiration																		yes
		Nature's Place	A																	yes
		Nature's Place	A																	yes
Met Foods		Spring Crossing	G																	5.99
		n/i	C																	85%
		Meadowlands																		5.99
		Dakota	O																	85%
		n/i																		
NSA Supermarket	Price Chopper	Angus	10.99					7.99	9.99	5.99	7.99	5.49							5.29	4.99
		Butcher's Promise	9.99					5.99		6.99									5.29	4.99
	Roche Bros.	Local Harvest	A																4.99	80%
		Local Harvest	A																4.99	yes
		Angus																	4.99	yes
Save-a-Lot	Angus																			yes
	Shaw's	n/i																		value
		n/i																		
		Steakhouse Choice	C			4.99		10.99	10.99	10.99										
	Star Market	n/i																		
Stop & Shop		Steakhouse Choice	C																	
		Butcher Shop	C																	yes
		Butcher Shop	C																	L3
		Nature's Promise	O	11.99						8.99	10.25									

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**Independence Day 2015**

**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%		93-95%			
				bone-in	bnls			bone-in	bnls			reg	value	reg	value	reg	value	reg	value		
MA (cont)	Stop & Shop	Laura's Lean	A																		
		n/i																			
	Target	Market Pantry																			
		Sutton & Dodge																			
	The Fresh Market	n/i						12.99		BOGH	BOGH							6.99			
MD	Trucchi's	n/i																			
	Wegman's	Wegman's																			
	Whole Foods NAtl	n/i			13.99																
MD	A&P Stores	n/i	C			6.99	6.99														value yes
	ACME Markets	Angus	C																		
		Lancaster Brand	C	40% off	17.58	40% off	40% off	6.99	17.58		5.49										
		n/i	O								9.33										
	AG New England	n/i	S			8.99	8.99				5.99										90%
	ALDI	n/i	O																		80%
	Associated	Simply Nature	C																		3.50
		n/i	C																	3.33	
	Balducci's	Meadowland	C																		85%
	Family Owned	Angus	P																		
Food Lion		n/i																			
		n/i																			
		n/i																			
		n/i																			
		n/i																			
Giant Eagle	Giant Eagle	Market District	C	8.99	9.99	9.99	9.99	8.99			13.99	5.99	5.69			3.79	3.29	3.49	4.49	4.99	value yes
		n/i	C	11.99	11.49	11.49	11.49														yes
	Giant Food	Butcher Shop	C		6.99	6.99		8.99			BOGO								4.49		L3
		Butcher Shop	C		7.99	7.99		9.99													4.49
		Giant																			80%
		Angus	C					9.99													

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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%		93-95%		
				bone-in	bnls			bone-in	bnls			reg	value	reg	value	reg	value	reg	value	
MD (cont)	Giant Food <i>(continued)</i>	Nature's Promise	O	11.99				10.25												
	Laura's Lean		A																	
	Graul's Market	Angus	C																	
	Great Valu Market	n/i	C																	
		n/i																		
		n/i																		
	Harris Teeter	HT Naturals																		
		Harris Teeter																		
		HT Ranchers																		
		HT Ranchers																		
	Mars	n/i	C																	
	Martin's Food	Butcher Shop	C																	
		Butcher Shop	C																	
		Angus	C																	
		Angus	C																	
		Giant																		
		Laura's Lean	A																	
	Redner's	n/i		8.98																
		n/i		12.48																
	Safeway Eastern	n/i	C																	
		n/i																		
		n/i	G																	
	Save-a-Lot	n/i																		
	Shop'n Save	n/i	C																	
	Shoppers Food	n/i																		
		n/i	C																	
		n/i	S																	
	ShopRite	Wild Harvest	O																	
		n/i	C																	
		n/i	C																	
		Angus	C																	
		Angus	C																	
		Clayton	O																	

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**Independence Day 2015**
**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%		93-95%		
				bone-in	bnls			bone-in	bnls			reg	value	reg	value	reg	value	reg	value	
MD (cont)	Shurfine	n/i	C					9.99		5.99										yes
		Angus								8.99										yes
		Angus									BOGH	BOGH								yes
	Target	Market Pantry	C					12.99												
		Sutton & Dodge																		
	The Fresh Market	n/i																		
	Wegman's	Wegman's																		3.79
ME	Weis	n/i	C					5.98	5.98											80% value
		Black Angus																		yes
		n/i	P							14.99										yes
	Whole Foods MAtl	n/i																		4.99
	AG New England	n/i	S					8.99	8.99											85%
	Hannaford	Hannaford								4.99										3.50
		Hannaford								7.49										0.8 yes
NH	Taste of Inspiration	Taste of Inspiration	A							5.99										yes
	Taste of Inspiration	Taste of Inspiration									5.99									yes
	Nature's Place	Nature's Place																		yes
	Nature's Place	Nature's Place	A																	
	Save-a-Lot	Spring Crossing																		5.99
	Shaw's	n/i	G																	85% value
	Target	Steakhouse Choice																		
	Whole Foods NAtl	Market Pantry	C					10.99	10.99	10.99	BOGH	BOGH								
		Sutton & Dodge																		
		n/i																		
NH	AG New England	n/i	S					8.99	8.99											3.50
	ALDI	n/i																		0.8 3.33
	Simply Nature	Simply Nature		O																85%
	Hannaford	n/i	C							9.99										yes
		Hannaford								4.99										yes
		Hannaford	C							7.49										yes
	Taste of Inspiration	Taste of Inspiration								5.99										yes

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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%		93-95%			
				bone-in	bnls			bone-in	bnls			reg	value	reg	value	reg	value	reg	value		
<b>NH</b> <i>(continued)</i>	Hannaford	Nature's Place	A																		
		Nature's Place	A																	yes	
		Spring Crossing	G																		
	Price Chopper	Angus		10.99				7.99	9.99	7.99	5.49					5.99	6.99				
		Butcher's Promise		9.99				5.99		6.99						5.29	4.99	5.29	4.99	80%	
	Save-a-Lot	n/i				4.99										2.99	2.99			value	
<b>NJ</b>	Shaw's	n/i																			
		Steakhouse Choice	C			10.99	10.99	10.99								2.99					
		Market Pantry																3.99			
	Target	Sutton & Dodge																			
	The Fresh Market	n/i						12.99													
<b>NJ</b>	A&P Stores	n/i	C		6.99	6.99															value
	ACME Markets	Angus	C																		yes
		Lancaster Brand	C	40% off		40% off	40% off	6.99	17.58												
		n/i	O		17.58																
	ALDI	n/i																			
		Simply Nature	O																		
	Associated	n/i	C																		
		n/i	C																		
	Best Market	Meadowland																			
		Angus		8.97																	
<b>PA</b>	Bravo	n/i	C																		
	C-Town	n/i	C																		
		n/i	C																		
	Compare Foods	Meadowlands																			
	Extra Supermarket	n/i	C																		
	Fine Fare	n/i	C																		

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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%		93-95%				
				bone-in	bnls			bone-in	bnls			reg	value	reg	value	reg	value	reg	value			
NJ (cont)	Food Bazaar	Meadowlands																		5.49	80%	
		n/i																		4.99		
	Foodtown	Swift Angus	C																			
		n/i	C																			
	Great Valu Market	n/i	C																			
		n/i	C																			
	Key Food	n/i	C																		AU	
		n/i	C																			
	King's	Chairman's Reserve	C																			
		King's	C																			
		King's	P																			
	Dakota Beef	O																		9.99		
	Met Foods	n/i	C																	5.99	85%	
		Meadowlands	O																			
	Dakota	O																				
Murphy's	Morton Williams	n/i	C																	5.49		
		Angus	C																			
	Pathmark	Angus	S																	L1		
		Angus	S																		value	
	Woodson & James	C																				
		n/i	C																			
	Pioneer	n/i	C																			
	Save-a-Lot	n/i																			value	
	ShopRite	n/i	C																	L1		
		n/i	C																		L1	
Stop & Shop	Angus	C																				
	Angus	C																				
	Clayton	O																				
	Butcher Shop	C																			yes	
	Butcher Shop	C																			L3	
	Nature's Promise	O		11.99																		

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**Independence Day 2015**

**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%		93-95%		
				bone-in	bnls			bone-in	bnls			reg	value	reg	value	reg	value			
NJ (cont)	Stop & Shop	Laura's Lean	A																	
		n/i																		
	Target	Market Pantry																		
	Sutton & Dodge																			
	The Fresh Market	n/i																		
	Thriftway	n/i																		
	Wegman's	Meadowlands																		
	Weis	Wegman's	C																	
		n/i																		
NY	Western Beef	Black Angus	C																	
	Whole Foods MAtl	n/i																		
	Whole Foods NE	n/i	P																	
	A&P Stores	n/i	A																	
	ALDI	Angus	C																	
		n/i	C																	
	Associated	Simply Nature	O																	
		n/i	C																	
	Balducci's	Meadowlan	C																	
NY	Best Market	n/i	C																	
	Big M	Angus	P	8.97																
	Bravo	Angus																		
	C-Town	n/i	C																	
		n/i	C																	
	Compare Foods	1893 Premium	C																	
	D'Agostino's	Meadowlan	C																	
		n/i	C																	
		1932 Brand	C																	

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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%		93-95%		
				bone-in	bnls			bone-in	bnls			reg	value	reg	value	reg	value			
NY <i>(cont)</i>	DeCiccio's	n/i	C					10.99			3.99						5.99			
		Sterling Silver	C								4.99						9.99			
	Austin	Austin	G								3.99						6.99			
		n/i	P								4.99						4.99			
	Fine Fare										3.99						3.99			
		n/i									3.00						3.00			
	Food Bazaar	Meadowlands									3.99						3.99			
		n/i									3.49						3.49			
	Food Emporium	Swift Angus	C					10.99			4.99						4.99			
		Angus	C								3.99						3.99			
	Foodtown	n/i	C								3.99						3.99			
		n/i									3.00						3.00			
	Giunta Meat Farm	n/i	C								4.99						4.99			
		n/i									3.99						3.99			
	Great American	1893 Premium															2.99			
		Angus	C														2.99			
	Gristede's	Angus	C														2.99			
		Hannaford	C														2.99			
	Hannaford	Hannaford	C														2.99			
		Hannaford	C														2.99			
	Key Food	Taste of Inspiration															4.49			
		Taste of Inspiration															4.49			
	King Kullen	Nature's Place	A														5.59			
		Nature's Place	A														5.59			
	King's	Spring Crossing	G														5.99			
		n/i	C														5.99			
	Met Foods	n/i	C														5.99			
		Angus	C														5.99			
	King's	Chairman's Reserve	C														5.99			
		King's	C														5.99			
	Met Foods	King's	P														6.99			
		Dakota Beef	O														6.99			
		n/i	C														6.99			
		Meadowlands															6.99			
		Dakota	O														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%		93-95%		
				bone-in	bnls			bone-in	bnls			reg	value	reg	value	reg	value	reg	value	
NY (cont)	Metropolitan	n/i	C							6.99	3.99									
	Dakota	O								9.99	4.99									
	Morton Williams	n/i	C							5.99	5.99									
	North Shore Farm	n/i	P	7.99	8.99			17.99	16.99	8.99	5.99									
	NSA Supermarket	n/i								7.99	7.99									
	Pathmark	Angus	S							5.99	7.99									L1
	Angus	S								8.99	7.99									value
	Woodson & James	C								5.99	5.99									
	n/i									8.99	8.99									
	Peck's Market	Angus	C							5.99	5.99									
	n/i	S								6.99	6.99									3.99
	n/i									6.99	6.99									80%
	Pioneer	n/i	C							5.99	5.99									
	Price Chopper	Angus		10.99	9.99				7.99	9.99	7.99	5.49								
	Butcher's Promise								5.99	6.99	5.99	5.49								
	Save-a-Lot	n/i				4.99					6.99									
	Shop'n Save	n/i	C								6.99									
	ShopRite	n/i	C								2.99									
	n/i	C									3.99									
	Angus	C									3.49									
	Angus	C									4.49									
	Clayton	O																		
	n/i																			
	n/i																			
	Stop & Shop	Butcher Shop	C						7.99	12.99										
	Butcher Shop	C									8.99									
	Nature's Promise	O		11.99						10.25										
	Laura's Lean	A																		
	n/i																			
	Target	Market Pantry																		
	Sutton & Dodge																			
	The Fresh Market	n/i																		

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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%		93-95%		
				bone-in	bnls			bone-in	bnls			reg	value	reg	value	reg	value			
NY (cont)	Tops Markets	n/i	C																yes	
		n/i	A																yes	
	Open Prairie																		yes	
	Trade Fair	n/i	C	8.99															3.99	
		n/i																	80%	
	Uncle Giuseppe's	Sterling Silver	C					12.99											3.79	
	Wegman's	Wegman's																	80%	
	Weis	n/i	C			5.98	5.98												value	
PA	Black Angus		C																yes	
	n/i		P																yes	
	Western Beef	n/i																		
	Whole Foods NE	n/i	A																	
	A&P Stores	n/i	C			6.99	6.99												value	
	Angus		C																yes	
	ACME Markets	Lancaster Brand	C	40% off	17.58	40% off	40% off	6.99		17.58		5.49						5.49		
		n/i	O									9.33								
ALDI	n/i																			
	Simply Nature		O																	
	n/i		C																	
	Associated	n/i	C																	
	Meadowland																			
	Big M	1893 Premium																		
	Boyer Food	n/i																		
	n/i		C																	
C-Town	Bravo	n/i																		
	C-Town	n/i	C																	
	n/i																			
	Meadowlands																			
	Family Owned	n/i																		
	n/i		C																	
	Fine Fare	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%		93-95%		
				bone-in	bnls			bone-in	bnls			reg	value	reg	value	reg	value	Sirloin	Patties	
PA <i>(cont)</i>	Food Lion	n/i																		yes
		n/i																		yes
		n/i	C		8.99	9.99	9.99													yes
		n/i	C		11.99	11.49	11.49													3.99
	Foodland	n/i																		80%
		n/i	C																	
	Foodtown	n/i	C																	
		n/i																		
	Fresh Grocer	n/i																		yes
		Nature's Reserve	G		7.99															
	GFS Marketplace	n/i																		
	Giant Eagle	Market District																		
		n/i																		
	Giant Food Stores	Butcher Shop	C			6.88	6.88													L3
		Butcher Shop	C			7.88	7.88													yes
		Angus	C																	yes
		Angus	C																	yes
		Giant																		4.49
		Laura's Lean	A																	80%
	Great Valu Market	n/i	C																	yes
		n/i																		
		n/i																		
	Karn's	n/i																		AU
		n/i																		
	Key Food	n/i	C	11.99		9.99	9.99													
		n/i	C																	
	Kuhn's	n/i																		yes
		n/i																		85%
	Martin's Food	n/i	C																	value
		Butcher Shop	C			6.88	6.88													L3
		Butcher Shop	C			7.88	7.88													yes
		Angus	C																	yes
		Angus	C																	yes

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**Independence Day 2015**
**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%		93-95%			
				bone-in	bnls			bone-in	bnls			reg	value	reg	value	reg	value	reg	value		
PA <i>(continued)</i>	Martin's Food Pathmark	Giant Laura's Lean Angus Angus Woodson & James n/i	A S S C					5.99												4.49	80% yes L1 value
	Price Chopper	Angus Butcher's Promise	S	10.99				7.99	9.99	7.99	5.49									4.49	80% yes yes
	Redner's	n/i		9.99				5.99		6.99										5.29	4.99 5.29 4.99 5.29 4.99 80% yes yes
	Save-a-Lot	n/i		8.98						5.98										2.99	3.98 5.19 5.69
	Shop'n Save	n/i	C	12.48			4.99														value value
	ShopRite	n/i	C							6.99		2.99		2.99						3.49 5.19 5.69	L1
		n/i	C								3.99		3.49								L1
		Angus	O								4.49										
	Shurfine	n/i						9.99		5.99											yes
		Angus	C							8.99											yes
	ShurSave	Angus ShurSave						7.99		6.99											yes yes
	Sparkle	Angus	C																		yes yes
	Target	n/i Market Pantry																			yes yes
	The Fresh Market	Sutton & Dodge																			
	Thorne's	1893 Premium		9.99																	
	Thriftway	n/i Meadowlands																			5.99 85% yes yes
	Tops Markets	n/i Open Prairie	C A																		yes yes yes yes
	Wegman's	Wegman's																		3.79 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%		93-95%		
				bone-in	bnls			bone-in	bnls			reg	value	reg	value	reg	value			
PA (cont)	Weis	n/i	C			5.98	5.98				4.99									
		Black Angus	C																	
		n/i																		
		n/i	P						14.99											
	Whole Foods MAtl	n/i																4.99	85%	
RI	ALDI	n/i	O															3.33	0.85	
		Simply Nature	C																	
		n/i	C																	
	Associated	n/i	C																	
		Meadowland	C																	
	Bravo	n/i	C																	
	Compare Foods	n/i	C																	
	Dave's Marketplce	Dave's	C			8.99														
	Save-a-Lot	n/i	C																	
	Shaw's	n/i	C																	
	Stop & Shop	Steakhouse Choice	C					4.99												
		Butcher Shop	C						10.99	10.99	10.99									
		Butcher Shop	C																	
		Nature's Promise	O																	
		Laura's Lean	A			11.99														
	Target	n/i	C																	
		Market Pantry	C																	
		Sutton & Dodge	C																	
	Whole Foods NAtl	n/i	C			13.99														
VT	AG New England	n/i	S					8.99	8.99			5.99						3.50	0.8	
	ALDI	n/i	S															3.33	85%	
	Hannaford	Simply Nature	O																	
		n/i	C																	
		Hannaford	C																	
		Hannaford	C																	
		Taste of Inspiration	C																	
		Taste of Inspiration	C																	
		Nature's Place	A																	

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**Independence Day 2015**
**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%		93-95%			
				bone-in	bnls			bone-in	bnls			reg	value	reg	value	reg	value	reg	value		
VT <i>(cont)</i>	Hannaford	Nature's Place	A																		
		Spring Crossing	G																		
	Price Chopper	Angus		10.99				7.99	9.99	7.99	5.49									5.99	
		Butcher's Promise		9.99				5.99		6.99										85%	
	Shaw's	n/i																		yes	
	Tops Markets	Steakhouse Choice	C			10.99	10.99	10.99			5.99									yes	
		n/i							8.88											yes	
		n/i						12.99												yes	
		Open Prairie	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%		93-95%			
				bone-in	bnls			bone-in	bnls			reg	value	reg	value	reg	value	reg	value		
<b>SOUTHEASTERN U.S. - AL,FL,GA,MS,NC,SC,TN,VA,WV</b>																					
AL	ALDI	n/i																		3.33	0.85
		Simply Nature	O																		
	Dollar General	n/i	C																	3.95	80% yes
	Earth Fare	n/i	C	11.99																	
		n/i	C	16.99																	
		n/i	G	8.99																	
		n/i	G	11.99																	
	Food for Le\$\$	n/i	S																		
		Angus																			
	Food Giant	n/i																		2.98	75% value
		Black Canyon	S																		
	Greer's Market	n/i	C																		
		Swift	S																		
		n/i																			
	Hometown Market	n/i																			
	Ingle's	Ingle's	C	9.98																	
		Ingle's	C	12.48																	
		n/i																			
		Harvest Farms	C																		
		Harvest Farms	C	13.98																	
	Kroger Atlanta	n/i	C	9.99																	
	Kroger Nashville	n/i	C	15.48																	
		n/i																			
	Lucky's	n/i																			
	Piggly Wiggly HAC	n/i																			
		n/i																			
	Piggly Wiggly Hchn	n/i	S	7.99																	
		Black Canyon																			
	Piggly Wiggly Inc	n/i																			
		Angus	P	8.98																	
		Angus		12.99																	
		Angus		18.99																	

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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%		93-95%		
				bone-in	bnls			bone-in	bnls			reg	value	reg	value	reg	value			
AL (cont)	Piggly Wiggly JTMs	n/i		8.99																
	Publix	Publix	C			9.99	9.99												yes	
	Publix	Publix	C			12.99	12.99												yes	
	GreenWise	A	11.99																yes	
	GreenWise	A	14.99	7.98															value	
	Ramey's	Black Angus																	3.78	
	Rouses	n/i																	80%	
	Texas Star	n/i																	L3	
	Save-a-Lot	n/i																	value	
	Shop Rite	Angus																		
	Sprout's Market	Sprout's	C	8.99	8.99														ABF	
	Target	Sprout's	G			5.99	4.99													
	Market Pantry																			
	Sutton & Dodge																			
	The Fresh Market	n/i																		
	United Grocery	n/i																	75%	
	Vowell's	n/i																	2.59	
	Western Market	Black Canyon	S																75%	
	Angus	C		9.99																
	Winn-Dixie	n/i																	yes	
	WD Brand	C			7.95														yes	
FL	Albertsons Sthrn	n/i																		
		n/i																		
	ALDI	n/i	C			5.99													3.33	
	Simply Nature	O																	85%	
	n/i	C																		
	Bravo	n/i		5.99	7.99	4.99													value	
	Dollar General	n/i																	3.95	
	Earth Fare	n/i	C		11.99														80%	
	n/i	C			16.99														yes	
	n/i	G			8.99														yes	
	n/i	G			11.99															

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**Independence Day 2015**
**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%		93-95%				
				bone-in	bnls			bone-in	bnls			reg	value	reg	value	reg	value	reg	value			
FL <i>(cont)</i>	Food Giant	n/i																		2.98	75% value	
	GFS Marketplace	Black Canyon	S							8.98												
	Greer's Market	n/i	C																			
	Swift	Swift	S									6.88	4.99									
	Harris Teeter	n/i																		7.99	90%	
	Harris Teeter	HT Naturals																		5.99	85% yes	
	Harris Teeter	HT Ranchers																				
	HT Ranchers	HT Ranchers																				
	Harvey's	Harvey's		6.99																		
	Hitchcock's	Hitchcock's Angus			8.88															3.99	80%	
	Lucky's Market	Iowa Premium	A	6.99																		
	Piedmontese	Piedmontese	G																			
	Pasture One	Pasture One																				
	Piggly Wiggly Hchr	n/i																				
	Publix	Black Canyon	C							8.98												
	Publix	Publix	C							9.99	9.99											
	Publix	Publix	C							12.99	12.99											
	Save-a-Lot	GreenWise	A	11.99						14.99												
	Sedano's	GreenWise	A	14.99						6.99												
	Target	n/i	C																			
	Market Pantry																					
	Sutton & Dodge																					
	The Fresh Market	n/i																				
	Western Beef	n/i																				
	Whole Foods FL	n/i	C																			
	Winn-Dixie	n/i																				
	WD Brand	WD Brand	C							7.95												
GA	ALDI	n/i																		3.33	0.85	
		Simply Nature	O																			
		n/i	C																			

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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%		93-95%		
				bone-in	bnls			bone-in	bnls			reg	value	reg	value	reg	value			
GA <i>(cont)</i>	Bi-Lo	n/i																	yes	
	Dollar General	Gold Star Angus	C			7.95				6.95			2.95						3.95	
	Earth Fare	n/i	C	11.99									2.50						80%	
		n/i	C	16.99									4.49						yes	
		n/i	G	8.99									5.99						yes	
		n/i	G	11.99															yes	
	Food Depot	n/i																	3.55	
		n/i	S			8.77													80%	
	Food Giant	n/i																	2.98	
		Black Canyon	S																75%	
	Food Lion	n/i																	value	
		n/i																	yes	
		n/i	C	8.99		9.99	9.99						4.66	4.74					yes	
		n/i	C	11.99		11.49	11.49												yes	
	Galaxy Foods	n/i																		
		Tender Ridge																		
	Harris Teeter	HT Naturals																	7.99	
		Harris Teeter																	90%	
		HT Ranchers																	5.99	
	Harvey's	HT Ranchers																	85%	
	IGA	Harvey's	6.99																yes	
		n/i																	yes	
	Ingle's	TableRite																		
		Ingle's	C	9.98															yes	
		Ingle's	C	12.48																
		n/i																		
		n/i																		
	Kroger Atlanta	Harvest Farms	C										13.98						4.48	
	Piggly Wiggly Car.	Harvest Farms	C										15.48						5.78	
		n/i	C	9.99															value	
		n/i	S	8.59																
		Angus		12.99		11.99		12.99		6.99										

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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%		93-95%		
				bone-in	bnls			bone-in	bnls			reg	value	reg	value	reg	value			
GA (cont)	Piggly Wiggly HAC	n/i																		
	Piggly Wiggly HAC	n/i	S		7.99															
	Piggly Wiggly Hch	n/i																		
		Black Canyon																	value	
	Piggly Wiggly JTM	n/i			8.99															
	Publix	Publix	C																yes	
		Publix	C																yes	
		GreenWise	A	11.99															yes	
		GreenWise	A	14.99																
	Quality Foods	n/i																		
	Save-a-Lot	n/i																	value	
	Shop Rite	Angus																		
	Sprout's Market	Sprout's	C	8.99															ABF	
		Sprout's	G																	
MS	Target	Market Pantry																		
		Sutton & Dodge																		
	The Fresh Market	n/i																		
	United Grocery	n/i																	2.99	
	Wayfield's	n/i																	75%	
	Winn-Dixie	n/i																	yes	
		WD Brand	C																yes	
MS	AG Baton Rouge	Angus																		
	ALDI	n/i																		
		n/i																		
		Simply Nature	O																	
	Corner Market	n/i	C																	
		n/i																		
		Angus																		
	Dollar General	n/i																		
MS	Food Giant	n/i																		
		n/i																		
		Black Canyon	S																	
	Greer's Market	n/i	C																	
MS		Swift	S																	
		n/i																	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%		93-95%		
				bone-in	bnls			bone-in	bnls			reg	value	reg	value	reg	value			
MS (cont)	Kroger Delta	n/i	C	9.99								3.99							yes	
	Mac's Fresh	n/i		6.99								2.99							yes	
	Piggly Wiggly Hchrs	n/i										2.48							80%	
	Ramey's	Black Canyon										2.88							value	
	Black Angus			7.98		8.98													value	
	Rouses	n/i										1.99							80%	
	Save-a-Lot	n/i										2.79							L3	
	Superlo Foods	Angus										3.49							value	
	Target	Market Pantry										2.99							3.78	
	The Fresh Market	Sutton & Dodge										3.99							L3	
Winn-Dixie	n/i											2.89							value	
	Vowell's	n/i										4.00							3.99	
	Black Canyon		S	9.99															80%	
	WD Brand			7.95															L3	
NC	ALDI	n/i	O									2.79	3.79						3.33	
	Simply Nature	O										6.99							0.85	
	n/i	C																	yes	
	Bi-Lo	n/i										2.95							yes	
	Gold Star Angus	C				7.95						2.79							value	
	Bo's Food Stores	n/i				5.99						2.48							value	
	n/i	S				9.99						2.99							value	
	Carlie C's IGA	n/i				7.98						2.50							value	
	Compare Foods	n/i				7.99	7.99					4.49							value	
	Dollar General	n/i										5.99							value	
Earth Fare	n/i	C		11.99								4.49							3.95	
	n/i	C		16.99								7.99							80%	
	n/i	G		8.99														yes		
	n/i	G		11.99														yes		

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				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin	London Broil	73-75%		80% & Chuck		85-90%		93-95%			
				bone-in	bnls			bone-in	bnls			reg	value	reg	value	reg	value	reg	value		
NC (cont)	Farm Fresh	n/i	C	8.99									3.49								value yes yes yes yes yes yes yes yes yes yes yes yes yes yes yes yes yes value
	Food Lion	n/i																			
		n/i																			
		n/i	C	8.99																	
		n/i	C	11.99		9.99	9.99														
	Food Pride	n/i																			
	Galaxy Foods	n/i																			
	Tender Ridge							7.98													
	Great Valu Market	n/i																			
	Harris Teeter	HT Naturals																			7.99 5.99 yes
		Harris Teeter																			
		HT Ranchers																			
	IGA	HT Ranchers																			90% 85% yes
	Ingle's	n/i																			
		TableRite																			
	Ingle's	Ingle's	C	9.98																	
		Ingle's	C	12.48																	yes 4.48 5.78
		Harvest Farms	C																		
	Just \$ave Foods	Harvest Farms	C																		yes yes yes
	Kroger MidAtlantic	n/i																			
	Lowe's Foods	n/i																			
	Piggly Wiggly Retl	Chiapetti	G																		value yes yes
	Piggly Wiggly Strs	Preferred Angus																			
	Publix	Publix	C																		
		Publix	C																		yes yes value
		GreenWise	A	11.99																	
	Save-a-Lot	GreenWise	A	14.99																	
		n/i																			value

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				Ribeye		T-Bone	Porter House	Strip Loin		Top Sirloin	London Broil	73-75%		80% & Chuck		85-90%		93-95%		
				bone-in	bnls			bone-in	bnls			reg	value	reg	value	reg	value	Sirloin	Patties	
NC (cont)	Target	Market Pantry																		
	The Fresh Market	Sutton & Dodge								BOGH	BOGH									
	United Grocery	n/i					12.99												2.99	75%
SC	ALDI	n/i																	3.33	0.85
	Bi-Lo	Simply Nature	O																	
		n/i	C																	
	Dollar General	Gold Star Angus	C			7.95				9.99										
	Earth Fare	n/i	C		11.99														3.95	80%
		n/i	C		16.99															yes
		n/i	G		8.99															yes
		n/i	G		11.99															yes
	Food Lion	n/i																		yes
		n/i																		yes
		n/i	C		8.99	9.99	9.99	9.99												yes
		n/i	C		11.99	11.49	11.49	11.49												yes
	Galaxy Foods	n/i																		
		Tender Ridge																		
	Harris Teeter	HT Naturals																	7.99	90%
		Harris Teeter																	5.99	85%
		HT Ranchers																		yes
	Harvey's	HT Ranchers																		
	IGA	Harvey's		6.99																yes
		n/i																		
	Ingle's	TableRite																		
		Ingle's	C	9.98																yes
		Ingle's	C	12.48																
	Kroger Atlanta	n/i	C		9.99														4.48	yes
		Harvest Farms	C							13.98									5.78	80%
		Harvest Farms	C							15.48										yes
		n/i	C																	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%		93-95%				
				bone-in	bnls			bone-in	bnls			reg	value	reg	value	reg	value	reg	value			
SC (cont)	Lowe's Foods	Chiapetti	G																			
	Piggly Wiggly Car.	n/i	S	8.59																		
		n/i		12.99		11.99		12.99		6.99											yes	
	Publix	Angus	C			9.99	9.99														yes	
	Publix	Publix	C			12.99	12.99														yes	
	Publix	GreenWise	A	11.99																	yes	
	Quality Foods	GreenWise	A	14.99																	yes	
	Save-a-Lot	n/i																			value	
	Target	Market Pantry																				
	The Fresh Market	Sutton & Dodge																				
TN	ALDI	n/i																			3.33 0.85	
		Simply Nature	O																			
	Bi-Lo	n/i	C																		yes	
		n/i																			yes	
	Chappell's	Gold Star Angus	C																			
		Star Ranch	S	8.98		7.95																
	Dollar General	n/i																			3.95 80%	
	Earth Fare	n/i	C	11.99																	yes	
		n/i	C	16.99																	yes	
	E.W. James	n/i	G	8.99																	yes	
		n/i	G	11.99																	yes	
	E.W. James	Black Canyon																				
	Food City	n/i																			3.78 80%	
		n/i																				
	Food City	Angus	S	8.99	9.99																	
	Food Country USA	n/i																			3.49 75%	
		n/i																			3.29 75%	
	Food Giant	n/i																			3.69 80%	
		Black Canyon	S																		2.98 75%	
		n/i																			value	

**U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS**
*prices in \$US per pound unless otherwise noted.*
**Independence Day 2015**
**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%		93-95%		
				bone-in	bnls			bone-in	bnls			reg	value	reg	value	reg	value			
TN (cont)	Food Lion	n/i																	yes	
		n/i																	yes	
		n/i	C		8.99	9.99	9.99													
		n/i	C		11.99	11.49	11.49													
	Food Rite	Food Rite																		
		Black Canyon	S		9.99															
	GFS Marketplace	n/i																		
	H.G. Hill	n/i																		
		Angus			10.99															
	Houchen's IGA	Laura's Lean	A																	
		n/i																		
	Ingle's	Ingle's	C	9.98															yes	
		Ingle's	C	12.48																
		n/i																		
		n/i																		
		Harvest Farms	C																	
		Harvest Farms	C		8.99															
Kroger Delta	n/i																		yes	
Kroger MidAtlantic	n/i		C	9.99															yes	
		n/i	C		8.99														value	
Kroger Nashville	n/i		C	7.99															yes	
Lucky's	n/i																		value	
Osborne's	Black Canyon																		yes	
Publix	Publix	C																	yes	
	Publix	C																	yes	
	GreenWise	A	11.99																yes	
	GreenWise	A	14.99																yes	
Save-a-Lot	n/i																		value	
Shop Rite	Angus																			
Sprout's Market	Sprout's	C	8.99																ABF	
	Sprout's	G																		

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

prices in \$US per pound unless otherwise noted.

**Independence Day 2015**

**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%		93-95%				
				bone-in	bnls			bone-in	bnls			reg	value	reg	value	reg	value	reg	value			
TN (cont)	Super Dollar	n/i	S	8.99	9.99	12.99	BOGH	BOGH	2.68	2.99	3.49	3.49	3.99	3.99	3.99	3.99	3.99	3.99	3.99	80%		
	Superlo Foods	Angus																	3.99	80%		
	Target	Market Pantry																				
	The Fresh Market	Sutton & Dodge																				
	Twn&Cntry Grcs	n/i																				
	United Grocery	n/i																	2.99	75%		
VA	ALDI	n/i	O	Simply Nature	9.99	9.99	24.99	13.99	6.95	2.79	3.79	6.99	3.99	3.99	3.99	3.99	3.99	3.99	3.99	3.33	0.85	
	Associated	n/i		Meadowland																5.99	80%	
	Balducci's	n/i	C	Angus	P	8.99	24.99	13.99	6.95	2.50	3.49	3.49	3.49	3.49	3.49	3.49	3.49	3.49	3.49	3.95	80%	
	Dollar General	n/i		Farm Fresh																3.95	value	
	Fas-Chek	n/i	C	Food City	S	8.99	24.99	13.99	6.95	2.50	3.49	3.49	3.49	3.49	3.49	3.49	3.49	3.49	3.49	3.49	3.49	80%
	Food City	n/i		Angus																	3.49	75%
	Food Country USA	n/i	C	Food City	S	9.99	24.99	13.99	6.95	2.50	3.49	3.49	3.49	3.49	3.49	3.49	3.49	3.49	3.49	3.49	3.49	75%
	Food Lion	n/i		n/i																	3.29	75%
	Galaxy Foods	n/i	C	Tender Ridge	C	8.99	11.99	11.49	11.49	2.98	2.68	2.98	3.49	3.49	3.49	3.49	3.49	3.49	3.49	3.49	3.69	80%
	Giant Food	Butcher Shop		Butcher Shop																	4.49	yes
	Giant	Angus	C	Angus	C	9.99	7.98	6.99	6.99	8.99	9.99	9.99	9.99	9.99	9.99	9.99	9.99	9.99	9.99	9.99	L3	80%

**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%		93-95%			
				bone-in	bnls			bone-in	bnls			reg	value	reg	value	reg	value	reg	value		
VA (cont)	Giant Food (continued)	Nature's Promise	O	11.99				10.25													
	Grant's	Laura's Lean	A	n/i																	
	Great Valu Market	Black Canyon	C	n/i	9.99																
	Harris Teeter	HT Naturals	C	n/i	9.99	9.99	9.99													7.99	90%
	Harris Teeter	Harris Teeter																		5.99	85%
	Harris Ranchers	HT Ranchers	C					9.97	9.97											yes	
	Harris Ranchers	HT Ranchers	C					11.99	11.99											yes	
	Ingle's	Ingle's	C	9.98																4.48	yes
	Ingle's	Ingle's	C	12.48																5.78	80%
	n/i																			value	
	n/i																			yes	
	Harvest Farms	Harvest Farms	C									13.98									yes
	Harvest Farms	Harvest Farms	C									15.48									yes
	Kroger MidAtlantic	n/i	C		8.99															value	
	n/i																			yes	
	Lowe's Foods	Chiapetti	G																	4.49	80%
	Martin's Food	Butcher Shop	C					6.88	6.88			8.99								L3	yes
	Butcher Shop	Butcher Shop	C					7.88	7.88			9.99								yes	yes
	Angus	Angus	C									9.99								yes	yes
	Angus	Angus	C									10.99								yes	yes
	Giant																			value	
	Piggly Wiggly Retl	Laura's Lean	A																	yes	
	n/i																			4.49	80%
	Piggly Wiggly Strs	Preferred Angus	C		9.59															yes	yes
	Safeway Eastern	n/i																		yes	
	n/i																			yes	
	Save-a-Lot	n/i	G					4.99												value	
	Shoppers Food	n/i	C																	value	

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

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

Independence Day 2015

BFFF

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

prices in \$US per pound unless otherwise noted.

**Independence Day 2015**

**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%		93-95%		
				bone-in	bnls			bone-in	bnls			reg	value	reg	value	reg	value			
WV (cont)	Martin's Food	Butcher Shop	C			6.88	6.88		8.99										L3	
		Butcher Shop	C			7.88	7.88		9.99										yes	
		Angus	C						9.99										yes	
		Angus	C						10.99										yes	
		Giant																	yes	
	Piggly Wiggly Strs	Laura's Lean	A		7.99													4.49	80%	
	Riesbeck's	Preferred Angus																	yes	
		n/i																		
		Hereford																		
	Save-a-Lot	n/i																		
PA	Shop'n Save	n/i																	value	
	Sparkle	n/i																	value	
	Target	Market Pantry																		
		Sutton & Dodge																		
	The Fresh Market	n/i																		
	Weis	n/i																		
		C																		
		Black Angus	C																value	
		n/i																	yes	
		n/i	P																yes	

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

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

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

prices in \$US per pound unless otherwise noted.

**Independence Day 2015**

**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%		93-95%			
				bone-in	bnls			bone-in	bnls			reg	value	reg	value	reg	value	reg	value		
IL (cont)	Berkot's	n/i	C	8.99				9.99													
	Berkot's	TableRite																			
	Borowiak's IGA	n/i																			
	Brookhaven	n/i																			
	Butera	n/i																			
		n/i																			
		n/i																			
		Angus																			
		Angus	C	9.99	11.99	9.99	9.99	11.99													
	Chiquita Markets	n/i																			
	County Market	n/i																			
	Cub Foods	n/i	C																		
		n/i	C																		
		n/i																			
	El Guero	n/i																			
	Fairplay Foods	n/i			5.99			4.99	5.49												
		Angus	C					8.99	9.49												
	Fareway	n/i																			
		n/i	C	8.99																	
	Food Pride	n/i																			
	Food 4 Less	n/i	C	7.99																	
	Fresh Thyme	n/i																			
	Garden Fresh	Sterling Silver	C					8.99	8.99												
		n/i																			
	GFS Marketplace	n/i																			
	Heinen's	Heinen's	A																		
		Heinen's	A																		
	Houchen's IGA	Laura's Lean	A																		
		n/i																			
	Jewel-Osco	Steakhouse Choice	C		10.99					10.99											
	Jimenez	n/i																			

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**Independence Day 2015**
**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%		93-95%			
				bone-in	bnls			bone-in	bnls			reg	value	reg	value	reg	value	reg	value		
IL <i>(cont)</i>	Joe Caputo's	n/i	C	9.49				9.99													
		n/i	C	8.99																	value
	Joe Caputo																				4.29 80%
	Kirby IGA	TableRite																			3.89 85%
	Kroger Central	Private Selection	C																		value
	Kroger Louisville	n/i	C	9.99																	yes
	n/i																				yes
	Meijer	Angus			11.99																2.99 80%
		Meijer																			
	Pete's Fresh	n/i																			3.99 85%
	Piggly Wiggly MW	n/i																			Mex
		n/i																			
		Angus																			
	Save-a-Lot	n/i																			value
	Shop & Save	n/i	C																		
		n/i																			
	Shop'n Save	Angus																			
	Schuette's	n/i																			4.99 85%
	Strack & VanTil	Angus																			5.99 82%
		Angus																			5.49 94%
	Sullivan's	n/i			7.99																value
		n/i																			
	Sunset Foods	Angus			12.79																
		Sunset's																			
	Target	Market Pantry																			
		Sutton & Dodge																			
	The Fresh Market	n/i																			
	Tony's Finer Food	n/i																			
		Angus		C	9.99																
		n/i																			
	Treasure Island	Sterling Silver	C	12.99																	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%		93-95%		
				bone-in	bnls			bone-in	bnls			reg	value	reg	value	reg	value			
IL (cont)	Ultra Foods	n/i	C	8.99		7.99	8.99	9.99				1.99	3.79	3.99			3.79	80%		
	Valli Produce	n/i																		
	n/i																			
	Walt's Foods	Walt's																		
IN	Woodman's	American Foods	C	8.99		7.99	8.99	9.99				2.66						3.79	80%	
	AI's Supermarkets	n/i																		
	n/i																			
	n/i		S	8.99		7.99	8.99	9.99				1.99	3.79	3.99				3.79	80%	
	Chairman Reserve	Chairman Reserve																		
	Chairman Reserve	Chairman Reserve	C	8.99		7.99	8.99	9.99				2.66						3.79	80%	
	n/i																			
	Simply Nature	Simply Nature	O	8.99		7.99	8.99	9.99				1.99	3.79	3.99				3.79	80%	
	n/i																			
	Dollar General	n/i	C	8.99		7.99	8.99	9.99				2.79	3.79	3.99				3.33	85%	
	Earth Fare	n/i																		
	n/i		C	8.99		7.99	8.99	9.99				2.79	3.79	3.99				3.33	85%	
	n/i																			
	Food 4 Less	n/i	G	8.99		7.99	8.99	9.99				2.79	3.79	3.99				3.33	85%	
	Fresh Encounter	n/i																		
	Angus	Angus	G	8.99		7.99	8.99	9.99				2.79	3.79	3.99				3.33	85%	
	Angus	Angus																		
	Fresh Thyme	n/i	C	8.99		7.99	8.99	9.99				2.79	3.79	3.99				3.33	85%	
	GFS Marketplace	n/i																		
	Harding's	Tender Ridge	A	8.99		7.99	8.99	9.99				2.79	3.79	3.99				3.33	85%	
	Harvest Suprmkt	n/i																		
	Houchen's IGA	Laura's Lean	S	8.99		7.99	8.99	9.99				2.79	3.79	3.99				3.33	85%	
	IGA Spartan-Nash	n/i																		
	Jay C	n/i	C	8.99		7.99	8.99	9.99				2.79	3.79	3.99				3.33	85%	
	n/i																			

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**Independence Day 2015**
**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%		93-95%		
				bone-in	bnls			bone-in	bnls			reg	value	reg	value	reg	value			
IN (cont)	Jewel-Osco	Steakhouse Choice	C		10.99				10.99											
	Kirby IGA	TableRite							8.99										3.89	
	Kroger Central	Private Selection	C									5.99							85% value	
	Kroger Cincinnati	n/i																	yes	
	Kroger Louisville	n/i	C	6.99					6.99									yes		
	Lucky's Market	n/i																yes		
	Marsh	Iowa Premium	A																	
		Piedmontese	G																	
	Martin's	Pasture One	C															yes		
		n/i																yes		
		Marsh Signature	C																	
	Meijer	Martin's																		
		Martin's	C																	
		Martin's	C																	
	New Market	Angus																2.99		
		Meijer																80%		
KY	Save-a-Lot	n/i																		
	Strack & VanTil	Black Angus	C	8.99		7.99	7.99		8.99		5.99								value	
		n/i																value		
		Angus																82%		
	Target	Angus																5.49		
KY	The Fresh Market	n/i																		
	Ultra Foods	Market Pantry																		
		Sutton & Dodge																94%		
		n/i																value		
	Walt's Foods	Walt's	C															80%		
KY	Wesselman's	n/i																		
KY	ALDI	n/i	O																	
		Simply Nature	C																	
KY		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%		93-95%		
				bone-in	bnls			bone-in	bnls			reg	value	reg	value	reg	value			
KY (cont)	Cox IGA	n/i																		
		Star Ranch			8.99															
	Dollar General	n/i																	3.95	
	Earth Fare	n/i	C	11.99						6.95									80% yes	
		n/i	C	16.99															yes	
		n/i	G	8.99																
		n/i	G	11.99																
	E.W. James	Black Canyon																		
		n/i																		
	Foodland	Star Ranch																	3.78	
		Showcase																	80%	
	Food City	n/i	S	8.99															3.49	
		Angus		9.99															75%	
		Food City																		
	Food Fair	Black Canyon																		
	Food Giant	n/i																	2.98	
		Black Canyon	S																75% value	
	Food Lion	n/i																	yes	
		n/i																	yes	
		n/i	C	8.99															yes	
	Galaxy Foods	n/i	C	11.99																
		n/i																		
	GFS Marketplace	Tender Ridge																		
	Houchen's IGA	n/i																		
		Laura's Lean	A																	
	IGA Spartan-Nash	n/i																		
		n/i	S																	
	Kroger Cincinnati	n/i																	yes	
		n/i	C	6.99															yes	
	Kroger Delta	n/i																	yes	
		n/i	C	9.99															yes	
	Kroger Louisville	n/i	C	9.99															yes	
		n/i																	yes	

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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%		93-95%		
				bone-in	bnls			bone-in	bnls			reg	value	reg	value	reg	value			
KY (cont)	Kroger MidAtlantic	n/i	C		8.99														value	
	Kroger Nashville	n/i	C	7.99															yes	
	Lucky's Market	n/i	A	6.99				14.99											value	
	Pasture One	G								6.99									yes	
	Meijer	Angus			11.99					6.99									80%	
	Meijer																			
	Piggly Wiggly Hch	n/i																		
	Remke Markets	Black Canyon	S	7.99		8.98				7.99									value	
		n/i	S	12.99						12.99									yes	
	Save-a-Lot	n/i			7.99														yes	
	Super Dollar	n/i																	value	
MI	Target	Market Pantry	S	8.99							BOGH	BOGH							80%	
	The Fresh Market	Sutton & Dodge						12.99												
	Twn&Cntry Grcs	n/i																		
	United Grocery	n/i																	75%	
	Whole Foods MAtl	n/i																	85%	
	Affiliated MW	n/i																		
ALDI	ALDI	Star Ranch	C								5.59								85%	
	Simply Nature	n/i	O																	
	Busch's	n/i	C																	
	D&W Fresh	Preferred Angus	C	9.99		9.99					9.99									
		n/i	C																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%		93-95%			
				bone-in	bnls			bone-in	bnls			reg	value	reg	value	reg	value	reg	value		
MI (cont)	Earth Fare	n/i	C	11.99								4.49									yes
		n/i	C	16.99								5.99									yes
		n/i	G	8.99																	
		n/i	G	11.99																	
	Family Fare	n/i																			
		Tender Ridge																			
	Food Pride	n/i																			
		Angus Pride																			
	GFS Marketplace	n/i																			
	Harding's	Tender Ridge			9.99																
	Hollywood Markets	n/i	C	9.99																	
		n/i																			
	Kroger Central	Private Selection	C	9.99																	
		n/i																			
	Kroger Columbus	Private Selection		7.88																	
	Kroger Michigan	n/i	C	6.99																	
		Laura's Lean	A	6.99																	
	Lucky's Market	Iowa Premium																			
		Piedmontese	A																		
	Martin's	Pasture One	G																		
		Martin's																			
		Martin's																			
	Meijer	Martin's	C																		
		Martin's	C																		
	Plumbs/Duthlers	Angus		11.99																	
		Meijer																			
	Ric's Food Center	n/i	C	4.99																	
		Tender Ridge		9.99																	
	Ric's Food Center	Ric's																			
		n/i																			
	Save-a-Lot	n/i																			
	Spartan Stores	Tender Ridge																			
		n/i																			
	Super One Foods	Black Angus	C	4.99																	

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

prices in \$US per pound unless otherwise noted.

**Independence Day 2015**

**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%		93-95%		
				bone-in	bnls			bone-in	bnls			reg	value	reg	value	reg	value	Sirloin	Patties	
MI (cont)	Tadych's	Angus Pride	C	7.99															3.99	80%
	Target	Tadych's																		
	Market Pantry																			
	Sutton & Dodge																			
	Tom's/Oleson's	n/i	C																	
	Meadowland																			
MN	Valuland	n/i		6.99																
	VG's Grocery	n/i																		
	VG's Angus																			
	Affiliated MW	n/i																		
	ALDI	Star Ranch	C																	
		n/i																		
MN	Cash Wise	n/i	O		12.79															
		Simply Nature	C																	
		n/i																		
	Coborn's	Hereford																		
	Cub Foods	Hereford																		
		n/i	C																	yes
MN	Econofoods	n/i																		
		n/i																		
	Family Fare	Angus Pride	C	9.99																
		n/i																		
	Fareway	Angus Pride	C	9.99																
		n/i																		
MN	Festival	Black Angus	C	8.99																
	Food Pride	n/i																		
		Angus Pride																		
	Hornbacher's	Stockman&Dakota	C																	
	Hugo's	Angus Pride	C																	
	Hy-Vee	n/i																		
		Hy-Vee Angus			15.32	7.99			12.99		7.99									

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

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

Independence Day 2015

BEEF

**U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS**
*prices in \$US per pound unless otherwise noted.*
**Independence Day 2015**
**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%		93-95%		
				bone-in	bnls			bone-in	bnls			reg	value	reg	value	reg	value	reg	value	
ND (cont)	Super One Foods	Black Angus	C							6.46										
	Target	Market Pantry								BOGH	BOGH				2.99			3.99		
	Teal's Market	Sutton & Dodge			10.99	8.99														
NE	Affiliated MW	n/i																		
	ALDI	Star Ranch	C		12.79							5.59				2.99				
		n/i																		
		n/i																		
	Apple Market	Simply Nature	O																	
		n/i	C																	
		n/i																		
	Bag'n Save	Heartland Pride	S																	
	Baker's	n/i	C	7.99				9.99	10.99											
		n/i																		
	Fareway	Sterling Silver	C	8.99																
		n/i																		
	Food Pride	n/i																		
	Hy-Vee	Angus Pride																		
	Russ Market	Hy-Vee Angus			15.32	7.99														
Safeway Denver	Platte River	L			8.00															
	Laura's Lean	O																		
	n/i	C	5.77																	
	n/i	G			12.99															
Sun Mart	Open Nature																			
	n/i																			
	n/i																			
Target	Market Pantry																			
	Sutton & Dodge																			
	9.99									BOGH	BOGH				2.99			3.99		

**U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS**
*prices in \$US per pound unless otherwise noted.*
**Independence Day 2015**
**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%		93-95%		
				bone-in	bnls			bone-in	bnls			reg	value	reg	value	reg	value	reg	value	
OH	Acme Fresh	n/i										5.99	2.79			4.99				yes
		n/i										6.49	4.49			5.99				yes
	ALDI	Angus																		yes
		Angus																		yes
	Buehler's	n/i	O																	3.33 85%
		Simply Nature	C																	
	Chief	n/i																		3.97 yes
		Angus																		6.19 85%
	Cub Foods	Angus																		yes
		Angus																		yes
VA	Dave's Market	n/i	C																	value
		n/i	C																	yes
	Dollar General	n/i																		yes
		Angus																		yes
	Earth Fare	n/i																		3.95 80%
		n/i	C																	yes
	Fisher Foods	n/i	C																	yes
		n/i	G																	yes
	Foodland	Fisher's																		yes
		Fisher's																		yes
CA	Food Fair	Fisher's	C																	yes
		Fisher's	C																	yes
		Fisher's	S																	yes
		Fisher's	S																	75%

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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%		93-95%				
				bone-in	bnls			bone-in	bnls			reg	value	reg	value	reg	value	reg	value			
OH (cont)	Fresh Encounter	n/i						6.99				2.49									L2	
		n/i						11.99				3.99									L4	
		Angus																				
		Angus																				
	Fresh Thyme	n/i																		3.49	80%	
	Geyer's	n/i																				
		Black Angus	C																			
	GFS Marketplace	n/i																				
	Giant Eagle	n/i																				
	Heinen's	Market District																				
		n/i																				
	Heinen's	Heinen's	A																			
		Heinen's	A																			
	IGA Spartan-Nash	n/i				S		10.99														
	Kroger Central	n/i					C	6.99														
		Private Selection																			value	
	Kroger Cincinnati	n/i																				
		n/i																			yes	
	Kroger Columbus	n/i																			yes	
	Kroger MidAtlantic	Private Selection					C	7.88													value	
		n/i						8.99													value	
	Lucky's Market	n/i																			yes	
		Iowa Premium																			yes	
		Piedmontese																			value	
	Marc's	Pasture One																			value	
	Marsh	n/i																			yes	
		n/i																			yes	
	Meijer	Marsh Signature					C	14.99														
		Angus						6.99													value	
		Meijer																			value	
	Piggly Wiggly Strs	Preferred Angus						7.99													yes	

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

prices in \$US per pound unless otherwise noted.

**Independence Day 2015**

**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%		Sirloin	Patties	
				bone-in	bnls			bone-in	bnls			reg	value	reg	value	reg	value			
OH (cont)	Remke Markets	n/i	S	7.99				7.99											yes	
		n/i	S	12.99				12.99											yes	
		n/i																		
	Riesbeck's	n/i																		
		Hereford																		
	Save-a-Lot	n/i																		
	Shop'n Save	n/i	C																	
	Sparkle	n/i																		
	Target	Market Pantry																		
		Sutton & Dodge																		
GA	The Fresh Market	n/i																		
	Thorne's	1893 Premium		9.99				12.99												
	Weis	n/i	C					5.98												
		Black Angus	C																	
		n/i																		
		n/i	P																	
	Whole Foods MATl	n/i																		
SD	Affiliated MW	n/i																		
		Star Ranch	C																	
		n/i																		
	Coborn's	Hereford																		
	Family Thrift	n/i																		
		Angus Pride	C	9.99																
	Fareway	n/i																		
		n/i	C	8.99																
	Hy-Vee	n/i																		
		Hy-Vee Angus																		
IA	Ken's Super Fair	Ken's																		
		n/i	C	9.99																
	Lynns Dakotamart	Dakotamart Pride	C																	
		n/i																		
	Maynard's	Star Ranch	S																	
		n/i																		

**U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS**
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**Independence Day 2015**
**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%		93-95%		
				bone-in	bnls			bone-in	bnls			reg	value	reg	value	reg	value			
SD <i>(cont)</i>	Safeway Denver	n/i	C	5.77				5.77		5.99								L2		
		n/i																yes		
	Sunshine Foods	Open Nature	G		12.99													yes		
		Sunshine's																		
WI	Target	n/i	C		10.99					BOGH	BOGH									
		Market Pantry																		
		Sutton & Dodge																		
	Teal's Market	Angus Pride			10.99	8.99														
WI	Affiliated MW	n/i																		
	ALDI	Star Ranch	C																	
		n/i																		
		n/i																		
	Econofoods	Simply Nature	O																	
		n/i																		
		Angus Pride	C	9.99																
	Festival	Angus																		
	GFS Marketplace	n/i																		
	Gordy's	n/i																yes		
WI		n/i																yes		
		Tender Ridge																yes		
		Tender Ridge																		
	Hy-Vee	n/i																		
WI	Marketplace Food	Hy-Vee Angus			15.32	7.99		12.99		7.99										
		n/i																		
		Angus Pride	C																	
	Meijer	Angus																		
WI	Pick'nSave/Copps	Meijer																		
		n/i																		
	Piggly Wiggly MW	n/i																		
	Quillin's	n/i																Mex		
WI	Save-a-Lot	Chairman Reserve	C		6.49	4.99		8.99										value		
		n/i																		

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**Independence Day 2015**
**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%		93-95%			
				bone-in	bnls			bone-in	bnls			reg	value	reg	value	reg	value	reg	value		
WI <i>(cont)</i>	Sendik's	Sendik's	C							6.99											
	Sentry	Angus																			
	n/i																				
	Sentry		C							9.99											
	Super One Foods	Black Angus	C								6.46										
	Tadych's	Angus Pride	C	7.99																	
	Tadych's																				
	Target	Market Pantry																			
		Sutton & Dodge																			
	The Fresh Market	n/i																			
	Trig's	n/i																			
	Woodman's	Trig's																			
		American Foods																			

**U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS**
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**Independence Day 2015**
**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%		93-95%		
				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 Sthrn	Steakhouse Choice	C		9.99				9.99	BOGO							3.99	3.99		
	ALDI	n/i																		3.33 85%
		n/i																		
		Simply Nature	O																	
		n/i	C																	
	Bill's Fresh	Angus		9.99																3.99 yes
		Angus		14.99																4.99 85%
	Brookshire's	Angus	C																	
		n/i	S	4.99																yes
		n/i	S	9.79																
	Cranford's	n/i																		4.49 80%
		n/i																		3.79 80%
		n/i	S																	value
	Edward's	n/i																		
		Angus	C		8.98															3.98 80%
		Angus																		2.98 75% value
	Food Giant	n/i																		
	G&W Foods	Black Canyon	S	11.99																
		n/i	C																	
		n/i																		
	Harp's	Laura's Lean	G																	7.98 92%
		n/i																		3.99 80%
		Laura's Lean	A																	6.99 92%
	Hay's	Angus																		3.69 80%
	Kroger Delta	n/i																		yes
		n/i	C	9.99	6.99														yes	
	Mac's Fresh	n/i																		3.79 80%
		n/i	S																	
	Piggly Wiggly Hchn	n/i																		
		Black Canyon																		
	Rehkopf's	n/i																		
	Save-a-Lot	n/i																		
	Super 1 Foods	n/i																		

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**Independence Day 2015**
**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%		93-95%		
				bone-in	bnls			bone-in	bnls			reg	value	reg	value	reg	value			
AR <i>(cont)</i>	Target	Market Pantry	S			12.99		BOGH	BOGH			2.99				3.99				
	The Fresh Market	Sutton & Dodge		n/i								2.68								
	Twn&Cntry Grcs	n/i		n/i																
	Whole Foods SW	n/i		9.99																
		n/i		12.99																
AZ	Albertsons SW	Steakhouse Choice	C	6.77	9.99	12.60		6.99	9.99			2.77			3.99	3.99		value		
	Basha's	n/i	C	n/i				5.88	12.60			3.99						L2		
		n/i		n/i								1.87						L2		
	EI Super	n/i	C	n/i				6.97	6.99			2.99						yes		
	Food City	n/i		n/i														yes		
	Fresh & Easy	Angus	C	6.97				6.97	6.97			2.19								
	Fry's	n/i	C	n/i								2.19								
	Haggen's	Double R Ranch	C	n/i				4.99	4.99			2.77	2.77				5.99			
	Los Altos Ranch	n/i	C	n/i								3.99					2.99	75%		
	Lowe's Market	n/i		n/i				7.99	5.99			3.99						yes		
	Safeway Phoenix	n/i		n/i								5.99							value	
	Smith's	Private Selection	C	7.99				7.99	5.99			3.99						value		
	Sprout's Market	Sprout's		8.99								5.99							ABF	
		Sprout's	G					BOGH	BOGH			2.99								
	Target	Market Pantry										2.99								
CO	Affiliated Food Inc	n/i	C	n/i		12.79		7.77	9.99	BOGO	3.99	2.29	1.99	2.79	3.99	3.99	3.99	80% value		
	Affiliated MW	n/i		n/i								5.29								
	Albertsons Mtn	Steakhouse Choice		7.77	9.99							4.99								
	King Soopers	n/i		n/i				6.99	5.99			3.99						L2		
	Clark's	Angus		5.77								5.99								

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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%		93-95%			
				bone-in	bnls			bone-in	bnls			reg	value	reg	value	reg	value	reg	value		
CO (cont)	Lucky's Market	Iowa Premium	A	5.99				14.99		6.99											
		Piedmontese	G							4.99											
		Pasture One						5.77		5.99											
	Lowe's Market	n/i	C	5.77										2.19						2.99	75%
	Safeway Denver	n/i																			L2
		n/i																			yes
	Sprout's Market	Open Nature	G	8.99	12.99																yes
KS	Sprout's	Sprout's	C																		ABF
	Sprout's	Sprout's	G																		
	Sun Mart	n/i																			3.49
		n/i																			80%
	Target	Market Pantry																			value
		Sutton & Dodge																			
	Whole Foods Mtn	n/i			12.99																
KS	Affiliated Food Inc	n/i																			value
		n/i																			
	Affiliated MW	n/i																			
	ALDI	n/i																			
		Simply Nature	O																		
		n/i	C	12.79																	
	Apple Market	n/i																			
		Heartland Pride	S																		
	Country Mart	n/i																			
	Dillon's	n/i	C	7.99																	yes
KS	G&W Foods	Sterling Silver	C	11.99																	
		n/i	C	11.99																	
		Laura's Lean	G																		
		n/i																			
	Hen House	Hereford	C	15.99																	
		Good NATURED	A																		
	Homeland	n/i																			
KS	Hy-Vee	n/i																			
		Hy-Vee Angus		15.32	7.99			12.99		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%		93-95%		
				bone-in	bnls			bone-in	bnls			reg	value	reg	value	reg	value			
KS <i>(cont)</i>	Lowe's Market	n/i								4.99								2.99	75%	
	Price Chopper	KC Pride																		
	Save-a-Lot	n/i																		
	Sprout's Market	Sprout's	C	8.99		4.99				11.20										
		Sprout's	G																	
	Sun Fresh	n/i																		
	Target	Market Pantry																		
		Sutton & Dodge																		
	The Fresh Market	n/i																		
LA	Whole Foods Mtn	n/i																		
	Woods	n/i																		
		Butcher Pride																		
	AG Baton Rouge	Angus		8.99																
		n/i		7.99																
	Albertsons Sthrn	Steakhouse Choice	C		9.99					9.99	BOGO									
		n/i																		
	Breaux Mart	n/i																		
	Brookshire's	Angus	C		8.99															
		Angus	C																	
		n/i	S	4.99																
		n/i	S	9.79																
		n/i	S	4.99																
	Kroger SW	n/i																		
		n/i	S	4.99																
	LeBlanc's	n/i																		
		Angus Pride	C		8.99															
	Mac's Fresh	n/i		6.99																
		n/i	S																	
	Market Basket	Angus				9.99														
		MB Premium	S																	
	Piggly Wiggly	n/i				7.99														
		n/i	S																	
	Rouses	n/i				5.99														
		Texas Star																		

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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%		93-95%			
				bone-in	bnls			bone-in	bnls			reg	value	reg	value	reg	value	reg	value		
LA (cont)	Save-a-Lot	n/i				4.99				4.97				2.99							value value yes yes
	Super 1 Foods	n/i								BOGH	BOGH			2.99				3.99			
	Target	Market Pantry																			
	Sutton & Dodge																				
	The Fresh Market	n/i																			
	Whole Foods SW	n/i			12.99		12.99		15.99						4.00						
MO	Winn-Dixie	n/i																			
	WD Brand	C				7.95															
	Affiliated Food Inc	n/i																			value 3.99 3.33 80% 85% 2.99 3.49 2.98 value yes 75% 75% 2.98 75% yes 7.98 3.99 6.99 92% 80% 6.99 92% 3.69 80%
	Affiliated MW	n/i																			
	ALDI	n/i																			
	Simply Nature	O																			
	n/i	C																			
	Apple Market	n/i			12.79																
	Heartland Pride	S																			
	C&R Supermarket	n/i			7.99																
	Chairman Reserve	C																			
	County Market	n/i																			
	Country Mart	n/i																			
	Food Giant	n/i																			
	Black Canyon	S																			
	Gerbe's	n/i			7.99																
	Sterling Silver	C																			
	G&W Foods	n/i			11.99																
	Laura's Lean	G																			
	Harp's	n/i																			
	Laura's Lean	A																			
	Harter House	n/i																			
	Angus	C																			

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**Independence Day 2015**
**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%		93-95%			
				bone-in	bnls			bone-in	bnls			reg	value	reg	value	reg	value	reg	value		
MO <i>(cont)</i>	Hen House	n/i																			
		Hereford	C																		
		Good Natured	A		15.99																
	Hy-Vee	n/i																			
		Hy-Vee Angus	C		15.32	7.99															
	Kroger Central	Private Selection																		value	
		n/i																			
	Kroger Delta	n/i																		yes	
		n/i																		yes	
	Lucky's Market	Iowa Premium	C	9.99	6.99																
		Piedmontese	A																		
		Pasture One	G																		
	Moser's	n/i																			
	Patricia's	n/i																			
		n/i	S																		
	Prenger Foods	n/i																			
	Price Chopper	KC Pride	C																		
	Pyramid Foods	n/i																			
	Save-a-Lot	n/i	C		13.99	9.99	7.99														
	Shop'n Save	Angus																		value	
	Sprout's Market	Sprout's	C	8.99																	
		Sprout's	G																	ABF	
	Sun Fresh	n/i																			
	Target	Market Pantry																			
	Twn&Cntry Grcs	Sutton & Dodge																			
		n/i																			
	Twn&Cntry Sprmkt	Top Choice	S		9.99															80%	
		Angus Pride	C																		
	Woods	n/i																		80%	
		Butcher Pride																			
NM	Affiliated Food Inc	n/i											4.99		2.29	1.99					value
		n/i											5.29								

**U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS**
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**Independence Day 2015**
**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%		93-95%		
				bone-in	bnls			bone-in	bnls			reg	value	reg	value	reg	value			
NM (cont)	Albertsons SW	Steakhouse Choice	C	6.77	9.99			6.77	9.99							3.99	3.99			
	Basha's	n/i																	value	
		n/i	C		12.60														L2	
		n/i	C					5.88	12.60										L2	
	Dollar General	n/i																	3.95	
	John Brooks	n/i																	80%	
	King Soopers	n/i	C	5.77															L2	
	Lawrence Bros.	n/i																	3.79	
	Los Altos Ranch	n/i																	80%	
	Lowe's Market	n/i																	2.99	
	Safeway Denver	n/i	C	5.77				5.77											L2	
		n/i																	yes	
Smith's	Open Nature	G			12.99														yes	
	n/i																		value	
	Private Selection																			
	Sprout's Market	Sprout's	C	8.99															ABF	
	Sprout's	G																		
	Target	Market Pantry																		
	Sutton & Dodge																			
	Whole Foods Mtn	n/i			12.99															
OK	Affiliated Food Inc	n/i																	value	
		n/i																		
	Affiliated MW	n/i																	80%	
	ALDI	n/i																	85%	
	Simply Nature	O																		
	n/i	C			12.79															
	Buy for Le\$\$	SuKarne																		
	Country Mart	n/i																		
	Dollar General	n/i																	80%	
	Harp's	n/i																	80%	
Homeland	Laura's Lean	A			6.88														92%	
	n/i																			
Market Square	n/i																			

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*prices in \$US per pound unless otherwise noted.*
**Independence Day 2015**
**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%		93-95%		
				bone-in	bnls			bone-in	bnls			reg	value	reg	value	reg	value			
OK (cont)	Nichols	n/i	C		9.99	9.99	5.99	BOGH	BOGH	6.98	4.99	3.19	2.98	2.49	2.99	5.99	3.99	4.99	3.58 80% ABF value	
	Pyramid Foods	n/i			13.99															
	Reasor's	n/i			9.99															
	Rehkopf's	n/i			9.99															
	Save-a-Lot	n/i			8.99															
	Sprout's Market	Sprout's			9.99															
	Target	Sprout's			8.77															
	The Fresh Market	Market Pantry			12.99															
	Warehouse	Sutton & Dodge			15.99															
	Whole Foods SW	n/i																		
TX	Williams	n/i																		
	Affiliated Food Inc	n/i	O			9.99	6.77	4.99	9.99	9.99	5.99	4.99	2.29	1.99	2.79	3.79	6.99	4.59	3.33 85% yes 4.49 3.99 2.99 L2 80% value	
	Albertsons Sthrn	Steakhouse Choice																		
	Albertsons SW	Steakhouse Choice																		
	ALDI	n/i																		
	Arlan's	Simply Nature																		
	Brookshire's	Angus																		
	Brookshire Bros.	n/i																		
	EI Rancho	n/i																		
	EI Rio Grande	n/i																		
	Foodarama/LaFiesta	Angus																		

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*prices in \$US per pound unless otherwise noted.*
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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%		93-95%		
				bone-in	bnls			bone-in	bnls			reg	value	reg	value	reg	value	reg	value	
TX (cont)	H-E-B	H-E-B Prime	P					9.97												
	Homeland	n/i																		
	Kroger SW	n/i	S	4.99																L2
		n/i																		yes
	Lawrence Bros.	n/i																		3.79
	Los Altos Ranch	n/i																		80%
	Lowe's Market	n/i																		2.99
	Malone's	National																		L1
		National																		
	Market Basket	Angus																		2.99
		MB Premium	S																	80%
	Market Place	n/i																		2.98
	Market Square	n/i																		73%
	Minyard's	n/i																		value
	Randall/Tom Thmb	n/i	C	4.99																L4
		n/i																		yes
		Open Nature	G																	yes
		Angus																		yes
	Rehkopf's	n/i																		value
	Save-a-Lot	n/i																		ABF
	Sprout's Market	Sprout's	C	8.99																value
		Sprout's	G																	ABF
	Super 1 Foods	n/i																		value
	Target	Market Pantry																		value
		Sutton & Dodge																		value
	The Fresh Market	n/i																		BOGO
	The United Family	Texas Beef																		80%
	Vista Markets	Hereford																		
		Hereford	C																	
	Whole Foods SW	n/i			12.99				15.99											
UT	Albertsons Mtn	Steakhouse Choice	C	7.77	9.99			7.77	9.99	BOGO										value
		n/i																		
	Albertsons SW	Steakhouse Choice	C	6.77	9.99			6.77	9.99		4.99	3.99								value
	Associated Food	n/i																		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%		93-95%								
				bone-in	bnls			bone-in	bnls			reg	value	reg	value	reg	value									
UT (cont)	Clark's	Angus	C	5.77				5.99		6.99	5.99			2.99		3.99		4.59	85% L2  value							
	Harmon's	n/i																								
	King Soopers	n/i																								
	Rancho Markets	n/i																								
	Ream's	n/i																								
	Smith's	n/i		8.99				BOGH	BOGH	4.99	4.49															
	Sprout's Market	Private Selection																								
	Sprout's	Sprout's																								
	Sprout's	Angus																								
	Stokes Market	n/i																								
Target	Market Pantry	Market Pantry	G	12.99				BOGH	BOGH	2.99	3.49		2.99	3.49	3.99	5.99	3.99	ABF								
	Sutton & Dodge	Sutton & Dodge																								
Whole Foods Mtn	n/i	n/i		12.99				BOGH	BOGH	2.99	3.49		2.99	3.49	3.99	5.99	3.99	ABF								

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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%		93-95%		
				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	6.88	8.99			8.99									3.99		4.99	
		n/i																		
	Angus	G	14.99														3.99			yes
	Andronico's	Angus															5.99			
	Angus																			
	Big Saver	Angus	S																	
		n/i																		
	Dollar General	n/i																		
	EI Super	n/i																		
	Foodland Mercado	n/i	C	4.98				5.99	5.99								3.99		3.99	
	Fresh & Easy	Angus																		
	Grocery Outlet	Harris Ranch	C																	
	Haggen's	Double R Ranch																		
	Holiday Markets	Sterling Silver	C																	
	Jon's	n/i																		
	K.V. Mart	n/i	4.99					4.99	4.99	4.99	6.99						3.49			
	La Superior	n/i															3.69			
	Lucky	Angus	C	5.99				5.99			13.99									
		Angus																		
	Lunardi's	n/i	G	13.99	7.99			13.99			27.99						4.99			
	Mar-Val Food	Angus	C	10.99	10.99	10.99	10.99			10.99							2.99			
	Mi Pueblo	n/i																		
	Mollie Stone's	n/i	C																	
	Murphy's	Painted Hills	G																	
	Northgate	n/i																		
	Nugget Markets	SunFed	O																	
		SunFed	O																	
		Fresh to Market																		
		Fresh to Market																		

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**Independence Day 2015**
**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%		93-95%		
				bone-in	bnls			bone-in	bnls			reg	value	reg	value	reg	value			
CA (cont)	Pavilions/Vons	n/i	C	6.88	8.99			8.99											yes	
		n/i																	yes	
	Open Nature	A			14.99														yes	
	Raley's	Harris Ranch	C	9.99				8.99												
	Ralph's	n/i	C	7.99				5.77											yes	
	Ray's Food Place	Laura's Lean	A																yes	
		Ray's Angus																	value	
		n/i																		
		Cattle Land																	3.33	
	Safeway NorCal	n/i	C																85% value	
		n/i																	yes	
	Save-a-Lot	n/i			5.99														value	
	Save Mart	Angus 43		7.99	8.99			7.99											value	
		n/i																	value	
HI	Sprout's Market	Sprout's	C	8.99															ABF	
		Sprout's	G																	
	Stater Bros.	n/i			5.77			5.77												
		Stater Bros.																		
	Super A Foods	n/i																		
		Harris																		
	Superior Grocer	n/i																		
	Target	Market Pantry																		
		Sutton & Dodge																		
	The Fresh Market	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%		93-95%			
				bone-in	bnls			bone-in	bnls			reg	value	reg	value	reg	value	reg	value		
NV	Albertsons Mtn	Steakhouse Choice	C	7.77	9.99	7.77	9.99	6.77	9.99	BOGO	3.99	2.50	3.99	3.99	3.99	3.99	5.99	ABF	value		
	Albertsons SW	Steakhouse Choice	C	6.77	9.99																
	Associated Food	n/i								4.99	3.99									value	
	Dollar General	n/i								6.95	3.99									2.59	
	EI Super	n/i								6.99	3.99									80%	
	Fresh & Easy	Angus	C							6.99	3.99									3.95	
	Grocery Outlet	Harris Ranch								6.97	3.99									80%	
	Haggen's	Double R Ranch	C							6.97	3.99										
	MarketOn	n/i		6.59																	yes
	Pavilions/Vons	n/i	C	6.88	8.99					8.99	3.99										yes
		n/i																			yes
		Open Nature	A		14.99																yes
	Raley's	Harris Ranch	C	9.99				7.88	7.88	8.99	3.99										
	Safeway NorCal	n/i	C							6.88	3.99										value
		n/i																			yes
	Scolari's	Harris Ranch	C		9.99					5.99	3.99										value
	Smith's	n/i																			
	Sprout's Market	Private Selection																			
		Sprout's	C	8.99																	ABF
		Sprout's	G																		
	Target	Market Pantry																			
		Sutton & Dodge																			
										BOGH	BOGH										

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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%		93-95%			
				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								6.98					3.98		4.98				
	Alaskan & Proud	n/i			C	7.98	8.98									3.99					
	Carrs/SafewayNW	n/i				7.76										4.49		7.99			
		n/i			G											3.99					
	Fred Meyer	n/i				7.77						6.99	4.99								6.99
		n/i			O							9.99	4.69								value yes 85%
	IGA Hometown	n/i														3.99					
ID	Three Bears AK	n/i			C	7.99															
	Albertsons Mtn	Steakhouse Choice	C	7.77	9.99			7.77	9.99	BOGO							3.99	3.99			value
	Albertsons NW	Steakhouse Choice	C	6.88		10.99				BOGO						4.99		3.99			
	Associated Food	n/i									4.99	3.99					3.49				2.59 80%
	Family Foods	St Helens		7.99	6.77					5.99	3.99					3.99		6.99			
	Fred Meyer	n/i			Simple Truth	O										2.99					
	Grocery Outlet	Harris Ranch									7.98										
	Harvest Foods	Angus	C								8.99	3.99					2.99	2.99			4.98 85%
	IGA Markets	Angus									6.96	5.29									value
	Paul's Market	n/i																			
	Rosauer's	n/i			St Helens	C	9.99				8.99										
		n/i			Painted Hills	A															
		n/i			Painted Hills	G															
	Safeway NW	n/i				C	6.88									5.49		3.49			value yes 85%
		n/i																			5.99 value
	Smith's	n/i			n/i	G															3.99 85% value
		n/i			Private Selection						5.99										

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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%		93-95%		
				bone-in	bnls			bone-in	bnls			reg	value	reg	value	reg	value	Sirloin	Patties	
ID (cont)	Stokes Market	Angus	C	6.88	12.99			BOGH	BOGH	5.99	4.49			2.99	2.79	3.49	4.98	3.99	value	
	Super 1 Foods	n/i																		
	Meyer Angus																			
	Target	Market Pantry																		
	Whole Foods Mtn	Sutton & Dodge																		
MT	Yoke's Fresh	n/i	A	8.97				BOGO	BOGO	7.77	9.99	14.99	8.99	6.99	3.99	2.99	2.99	3.49	3.99	
	Albertsons Mtn	Steakhouse Choice																		
	Associated Food	n/i																		
	Family Foods	St Helens	C	7.99				7.98	4.99	7.77	9.99	14.99	8.99	3.99	3.99	3.99	3.99	3.99	value	
	Harvest Foods	Angus																		
	IGA Markets	Angus																		
	Lucky's Market	n/i																		
	Reynold's	Iowa Premium	G	6.99				14.99	6.99	7.77	9.99	14.99	8.99	3.99	3.99	3.99	3.99	3.99	value	
	Rosauer's	Piedmontese																		
	Reynold's	Pasture One																		
	Safeway NW	n/i	C	9.99				8.99	4.99	7.77	9.99	14.99	8.99	3.99	3.99	3.99	3.99	3.99	value	
	Smith's	n/i																		
	Stokes Market	Private Selection																		
	Super 1 Foods	Angus	G	6.88				5.99	4.49	7.77	9.99	14.99	8.99	3.99	3.99	3.99	3.99	3.99	value	
	Three Bears AK	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%		93-95%		
				bone-in	bnls			bone-in	bnls			reg	value	reg	value	reg	value	reg	value	
OR	Albertsons NW	Steakhouse Choice	C	6.88		10.99				BOGO				4.99				3.99		
	Family Foods	St Helens		7.99																
	Fred Meyer	n/i		6.77																
	Grocery Outlet	Simple Truth		O																
	Haggen Northwest	Harris Ranch		C																
	Bartels Farm	Double R Ranch		G																
	Harvest Foods	Angus		C																
	Angus																			
	IGA Markets	n/i																		
	IGA Market Fresh	St Helens		6.88	7.88															
	n/i																			
	Lamb's Market	Brandt		C																
	n/i			G																
	Market of Choice	Painted Hills		A	15.99															
	Painted Hills			A	18.99															
	McKay's	n/i				5.99														
	Painted Hills			G																
	New Seasons	n/i																		
	n/i			G																
	Quality Food Cntr	n/i		C	7.88															
	Angus			C	10.99															
	Ray's Food Place	Ray's Angus				9.99														
	n/i																			
	Cattle Land																			
	RedApple/Thrftwy	Painted Hills		A	9.99	12.99														
	Rosauer's	n/i																		
	St Helens			C	9.99															
	Painted Hills			A	9.99															
	Painted Hills			G																
	Painted Hills			G																
	Roth's			L	17.99															
	Roth's			C																

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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%		93-95%		
				bone-in	bnls			bone-in	bnls			reg	value	reg	value	reg	value	Sirloin	Patties	
OR (cont)	Safeway NW	n/i	C	6.88												3.49				
		n/i	G													2.99		3.99		
	Target	Market Pantry						BOGH	BOGH							4.99			5.99	value yes 85%
		Sutton & Dodge																		
		WFM																		
WA	Albertsons NW	Steakhouse Choice	C	6.88		10.99				BOGO						4.99			3.99	
		n/i																		
	Family Foods	St Helens	O	7.99																
	Fred Meyer	n/i		6.77																
	Grocery Outlet	Simple Truth	C																	
	Haggen Northwest	Harris Ranch	G																	
		Double R Ranch																		
		Bartels Farm																		
	Harvest Foods	Angus	C																	
		Angus																		
	IGA Markets	n/i																		
	IGA Market Fresh	St Helens	C	6.88	7.88															
		n/i	L			BOGO														
	Metropolitan	n/i	L			16.99														
	Meyers Group IGA	n/i	C																	
	New Seasons	n/i																		
		n/i																		
	Quality Food Cntr	n/i	G	7.88		10.99														
		Angus	C																	
	RedApple/Thrftwy	Painted Hills	A	9.99	12.99															
	Rosauer's	n/i																		
		St Helens	C																	
		Painted Hills	A	9.99																
	Saar's	Painted Hills	G																	
		n/i																		

**U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS**
*prices in \$US per pound unless otherwise noted.*
**Independence Day 2015**
**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%		93-95%		
				bone-in	bnls			bone-in	bnls			reg	value	reg	value	reg	value	Sirloin	Patties	
WA (cont)	Safeway NW	n/i	C	6.88																value
		n/i																	yes	
		n/i	G																85%	
	Super 1 Foods	n/i	C	6.88															value	
		Meyer Angus																		
	Target	Market Pantry																		
	The Markets LLC	Sutton & Dodge																		
WY	Twn&Cntry Mrkt	n/i	C					5.75		BOGH	BOGH	3.95								
		Angus	P					18.99			8.99									
	Whole Foods NW	WFM																		
	Yoke's Fresh	Herford		8.97																
	Affiliated MW	n/i																		
		Star Ranch	C																	
	Albertsons Mtn	Steakhouse Choice	C	7.77	12.79			7.77	9.99	BOGO	3.99								80% value	
WY	Associated Food	n/i																		
	IGA Markets	n/i																		
	King Soopers	n/i	C	5.77	6.99					4.99	3.99								2.59 80% value L2	
	Lucky's Market	Iowa Premium																		
		Piedmontese	A																	
		Pasture One	G																	
	Safeway Denver	n/i	C	5.77	12.99			5.77		6.99	5.99								L2 yes yes value	
WY		n/i																		
	Smith's	Open Nature	G					5.99												
WY		n/i																		
		Private Selection																		

**U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS**
*prices in \$US per pound unless otherwise noted.*
**Independence Day 2015**
**GROUND POULTRY**

State	Supermarket	Brand	Key	Ground Turkey					Ground Chicken				Store Card
				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	A&P Stores Adams IGA Associated AG New England Best Market  Big Y Bravo C-Town  Compare Foods Food Emporium Key Food King's  Marc's Mrs. Green's NSA Supermarkets Pioneer Price Chopper  ShopRite Stop & Shop Whole Foods NAtl	Shady Brook Perdue Shady Brook Jennie-O n/i Shady Brook Shady Brook Shady Brook Murray's Shady Brook Shady Brook Mid-Atlantic Farms Shady Brook Shady Brook Shady Brook Plainville Farms Butterball Plainville Farms Shady Brook Shady Brook Perdue Shady Brook Lupo's Perdue Shady Brook Nature's Rancher		3.19  3.05 3.33 3.33 3.33 3.33 4.49 3.66 6.15 4.49 2.99 3.99 3.99 3.00 3.00 3.99	3.07 3.49 3.99  3.33  3.50 3.50 3.07  3.50 3.50 3.99			3.99  2.97  3.97  6.99  yes yes					
DC	Giant Food Harris Teeter  Safeway Eastern	Shady Brook Plainville Farms Plainville Farms Perdue	A O	3.45  4.99 3.50				3.00  3.50					
DE	A&P Stores ACME Markets  Food Lion	Shady Brook Shady Brook Jennie-O n/i n/i		2.88 3.30	3.07 3.45  3.92			3.99  3.50					yes

**U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS**
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**Independence Day 2015**
**GROUND POULTRY**

State	Supermarket	Brand	Key	Ground Turkey					Ground Chicken				Store Card
				85%	93-94%	Breast	Sausage	Patties	97-98%	Breast	Sausage	Patties	
<b>DE</b> <i>(cont)</i>	Fresh Grocer	Butterball	A O	2.99	3.50 3.45 3.19	3.49 3.69 3.00 3.99 3.50 4.46	5.38	3.50 3.69	6.99	3.99	4.46	yes	
	Giant Food	Perdue											
	Great Valu Markets	Shady Brook											
	Harris Teeter	Plainville Farms											
	Pathmark	Plainville Farms											
	Redner's	Shady Brook											
	Jennie-O	Perdue											
	Safeway Eastern	Perdue											
	ShopRite	Perdue											
	Shurfine	Perdue											
<b>MA</b>	Adams IGA	Perdue	A A A A A A A A A A A A A	3.19 3.33 3.33 2.68 3.07 	3.49 3.33 4.99 2.99 3.49 3.49 3.99 3.99 2.69	4.99 3.99 3.50 3.69 3.99 3.69 3.00 3.99 3.50	3.50 3.69 3.50 3.69 3.69 3.69 3.00 3.99 3.99	6.99 yes yes yes yes yes yes yes yes	3.69 3.99 3.00 3.99	yes yes yes yes yes yes yes yes yes			
	AG New England	Jennie-O											
	Big Y	Shady Brook											
	C-Town	Murray's											
	Compare Foods	Shady Brook											
	Donelan's	Plainville Farms											
	Hannaford	Shady Brook											
	Market Basket	Plainville Farms											
		Plainville Farms											
		DiLuigi											
		DiLuigi											
		Butterball											
		Butterball											
	Met Foods	Shady Brook											
	NSA Supermarkets	Shady Brook											
	Price Chopper	Perdue											
		Shady Brook											
		Lupo's											

**U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS**
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**Independence Day 2015**
**GROUND POULTRY**

State	Supermarket	Brand	Key	Ground Turkey					Ground Chicken				Store Card
				85%	93-94%	Breast	Sausage	Patties	97-98%	Breast	Sausage	Patties	
<b>MA</b> <i>(cont)</i>	Roche Bros.	Plainville Farms	O		6.99				3.49			3.49	
	Stop & Shop	Perdue			3.07			3.50					
	Whole Foods NAtl	Shady Brook	A					3.99					
		Nature's Rancher											
<b>MD</b>	A&P Stores	Shady Brook			3.07			3.99					
	ACME Markets	Shady Brook			3.45								
	AG New England	Jennie-O					3.92						
	Associated	Jennie-O											
	Family Owned	Shady Brook											
	Food Lion	Perdue											
	n/i												
	n/i												
	Giant Eagle	Giant Eagle										4.99	
	Giant Food	Shady Brook			3.45								
	Harris Teeter	Plainville Farms	A					3.00					
		Plainville Farms	O		4.99								
	Martin's Food	Shady Brook			3.45								
	Redner's	Perdue			3.50			3.50					
		Perdue			4.46			4.46					
		Jennie-O			3.46								
	Safeway Eastern	Perdue			3.50				3.50				
	Shoppers Food	Wild Harvest	A		4.99								
		Shady Brook					4.99						
	ShopRite	Perdue			3.50								
	Shurfine	Perdue										3.69	
	Weis	Shady Brook					5.38						
		Weis			3.50								
		Perdue						3.50					
<b>ME</b>	AG New England	Jennie-O		3.19									
	Hannaford	Shady Brook		2.68									yes
		Shady Brook		3.07									
	Market Basket	Plainville Farms	A				2.99						yes
		Plainville Farms	A				3.49						yes
		DiLuigi											
		DiLuigi											

**U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS**
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**Independence Day 2015**
**GROUND POULTRY**

State	Supermarket	Brand	Key	Ground Turkey					Ground Chicken				Store Card
				85%	93-94%	Breast	Sausage	Patties	97-98%	Breast	Sausage	Patties	
<b>ME</b> <i>(cont)</i>	Market Basket	Butterball	A	2.29									yes
	(continued)	Butterball		2.69				3.99					
	Whole Foods NAtl	Nature's Rancher											
<b>NH</b>	AG New England	Jennie-O	A	3.19									yes
	Hannaford	Shady Brook		2.68									
		Shady Brook		3.07									
	Market Basket	Plainville Farms	A		2.99								yes
		Plainville Farms			3.49								
		DiLuigi	A										yes
		DiLuigi											
		Butterball	A	2.29									yes
		Butterball		2.69									
	Price Chopper	Perdue			3.50		2.69	3.50	3.00			3.00	yes
		Shady Brook										3.99	yes
		Lupo's											
<b>NJ</b>	A&P Stores	Shady Brook	A		3.07								
	ACME Markets	Shady Brook			3.45								
		Jennie-O											
	Associated Best Market	Shady Brook	A		3.99								
	n/i	Shady Brook											
	Bravo	Shady Brook	A	3.05									
	C-Town	Shady Brook		3.33									
	Compare Foods	Murray's	A										
	Fine Fare	Shady Brook											
	Food Basics	Shady Brook	A	3.33									
	Foodtown	Shady Brook		3.33									
	Key Food	Shady Brook	A		3.33								
	King's	Shady Brook											
	Met Foods	Plainville Farms	A	3.33									
	Mrs. Green's	Shady Brook		3.33									
	Pathmark	Plainville Farms	A	2.99									
		Shady Brook											

**U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS**
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**Independence Day 2015**
**GROUND POULTRY**

State	Supermarket	Brand	Key	Ground Turkey					Ground Chicken				Store Card
				85%	93-94%	Breast	Sausage	Patties	97-98%	Breast	Sausage	Patties	
<b>NJ</b> <i>(cont)</i>	Pioneer	Shady Brook	A	3.33	3.50			3.50					
	ShopRite	Perdue			3.07								
	Stop & Shop	Shady Brook											
	Thriftway	Shady Brook											
	Weis	Weis			3.50								
	Western Beef	Perdue											
<b>NY</b>	n/i			2.69					3.50				
	A&P Stores	Shady Brook			3.07								
	Associated	Shady Brook			3.99								
	Best Market	n/i											
	Big M	Shady Brook											
	Bravo	Shady Brook											
	C-Town	Murray's		3.05									
		Shady Brook											
	Compare Foods	Shady Brook		3.33									
	DeCiccio's	DeCiccio's											
		Shady Brook		3.33									
	Fine Fare	Shady Brook		3.66									
	Food Basics	Shady Brook			3.33								
	Food Emporium	Mid-Atlantic Farms	A		3.06								
	Foodtown	Shady Brook			4.49								
	Giunta Meat Farm	n/i											
	Great American	Shady Brook											
	Hannaford	Shady Brook		2.68									
		Shady Brook											
	Key Food	Shady Brook		3.07									
	King Kullen	Murray's											
		Plainville Farms											
		Perdue											
		Shady Brook											
	King's	Shady Brook		3.33									
		Plainville Farms											
	Met Foods	Shady Brook		3.33									
	Metropolitan	Shady Brook		2.56									

**U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS**
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**Independence Day 2015**
**GROUND POULTRY**

State	Supermarket	Brand	Key	Ground Turkey					Ground Chicken				Store Card
				85%	93-94%	Breast	Sausage	Patties	97-98%	Breast	Sausage	Patties	
NY (cont)	Mrs. Green's	Plainville Farms	A		3.99								
	North Shore Farms	Shady Brook			3.84								3.99
	Perdue												
	NSA Supermarkets	Shady Brook					3.99						
	Pathmark	Shady Brook			2.99			3.99					
	Peck's Market	Perdue				3.69							
	n/i												
	Pioneer	Shady Brook			3.33								
	Price Chopper	Perdue				3.50							
		Shady Brook					2.69						
		Lupo's						3.50					
	ShopRite	Perdue				3.50							
	Stop & Shop	Shady Brook				3.07							
	Tops Markets	Jennie-O						3.50					
PA	Trade Fair	Shady Brook	A		3.07								
	Uncle Giuseppe's	n/i											
	Weis	Weis			3.50								
	Western Beef	Perdue											
	n/i			2.69									
	A&P Stores	Shady Brook			3.07								
	ACME Markets	Shady Brook			3.45								
	Jennie-O												
	Associated	Shady Brook				3.99							
	Big M	Shady Brook				3.84							
PA	Bravo	Shady Brook	A		3.33								
	C-Town	Murray's					3.92						
	Family Owned	Shady Brook						3.99					
	Fine Fare	Perdue											
	Food Basics	Shady Brook				3.33							
	Food Lion	Shady Brook				3.06							
	n/i												
	n/i	2.88											
	Foodland	Honeysuckle			3.30								
	Foodtown	Shady Brook			3.99								
		3.33						3.99					yes

**U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS**
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**Independence Day 2015  
GROUND POULTRY**

State	Supermarket	Brand	Key	Ground Turkey					Ground Chicken				Store Card
				85%	93-94%	Breast	Sausage	Patties	97-98%	Breast	Sausage	Patties	
PA <i>(cont)</i>	Fresh Grocer	Butterball	A	2.99	3.50 3.45 3.66 3.45 3.99 3.50 3.50 4.46 3.46 3.50 3.84 3.50	3.49 2.69 3.99 3.50 3.50 5.38 3.99 3.99 3.69 3.29 3.50	1.99 3.00 3.00 4.46 3.69 3.29 3.50	4.99 3.99 3.00 yes yes yes					
	Giant Eagle	Giant Eagle											
	Giant Food Stores	Shady Brook											
	Karn's	n/i											
	Key Food	Shady Brook											
	Martin's Food	Shady Brook											
	Pathmark	Shady Brook											
	Price Chopper	Perdue											
		Shady Brook											
		Lupo's											
	Redner's	Perdue											
		Perdue											
	ShopRite	Jennie-O											
	Shurfine	Perdue											
	ShurSave	Shady Brook											
	Thorne's	Perdue											
	Thriftway	Shady Brook											
	Tops Markets	Jennie-O											
	Weis	Weis											
RI	Associated	Shady Brook	A	3.33	3.99 3.07			3.50 3.99					
	Bravo	Shady Brook											
	Compare Foods	Shady Brook											
	Stop & Shop	Shady Brook											
	Whole Foods NAtl	Nature's Rancher											
VT	AG New England	Jennie-O	A	3.19 2.68 3.07				3.50 3.99					
	Hannaford	Shady Brook											
		Shady Brook											
	Price Chopper	Perdue											
		Shady Brook											
		Lupo's											
	Tops Markets	Jennie-O											

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**Independence Day 2015**
**GROUND POULTRY**

State	Supermarket	Brand	Key	Ground Turkey					Ground Chicken				Store Card
				85%	93-94%	Breast	Sausage	Patties	97-98%	Breast	Sausage	Patties	
<b>SOUTHEASTERN U.S. - AL,FL,GA,MS,NC,SC,TN,VA,WV</b>													
AL	Ingle's	Perdue							3.00				
FL	Albertsons Sthrn	Carolina		1.67									
	Harris Teeter	Plainville Farms	A					3.00					
	Harvey's	Plainville Farms	O		4.99								
GA		Butterball		2.50			2.50						
	Food Lion	n/i		2.88									yes
		n/i		3.30									
	Harris Teeter	Plainville Farms	A					3.00					
		Plainville Farms	O		4.99								
MS	Harvey's	Butterball		2.50			2.50						
	Ingle's	Perdue							3.00				
	Wayfield's	Butterball		2.50									
	n/a												
NC	Carlie C's IGA	Butterball		2.39	3.00		3.50	3.50					
	Food Lion	n/i		2.88									yes
		n/i		3.30									
	Great Valu Markets	Perdue		2.99									
	Harris Teeter	Plainville Farms	A					3.00					
		Plainville Farms	O		4.99								
SC	Ingle's	Perdue							3.00				
	Lowe's Foods	Butterball		2.99	3.99		3.99	3.99					
	Piggly Wiggly Stores	Butterball		2.50									
TN	Food Lion	n/i		2.88									yes
		n/i		3.30									
	Harris Teeter	Plainville Farms	A					3.00					
		Plainville Farms	O		4.99								
	Harvey's	Butterball		2.50			2.50						
TN	Ingle's	Perdue											
	Lowe's Foods	Butterball		2.99	3.99		3.99	3.99					

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**Independence Day 2015**
**GROUND POULTRY**

State	Supermarket	Brand	Key	Ground Turkey					Ground Chicken				Store Card
				85%	93-94%	Breast	Sausage	Patties	97-98%	Breast	Sausage	Patties	
VA	Associated Food Lion	Shady Brook n/i n/i	A O	2.88	3.99								yes
	Giant Food	Shady Brook		3.30	3.45								
	Great Valu Markets	Perdue		2.99									
	Harris Teeter	Plainville Farms						3.00					
	Ingle's	Plainville Farms			4.99								
	Lowe's Foods	Perdue											
	Martin's Food	Butterball		2.99	3.99								
	Piggly Wiggly Stores	Shady Brook			3.45								
	Safeway Eastern	Butterball		2.50									
WV	Shoppers Food	Perdue	A		3.50								yes
	Food Lion	Wild Harvest			4.99								
		Shady Brook			4.99								
	Giant Eagle	n/i		2.88									
	Great Valu Markets	n/i		3.30									
	Martin's Food	Giant Eagle											
	Piggly Wiggly Stores	Perdue											
Weis	Weis	Shady Brook	A	2.99	3.45								yes
		Butterball			3.50								
Weis	Perdue	Weis											

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**Independence Day 2015**
**GROUND POULTRY**

State	Supermarket	Brand	Key	Ground Turkey					Ground Chicken				Store Card
				85%	93-94%	Breast	Sausage	Patties	97-98%	Breast	Sausage	Patties	
<b>MIDWESTERN U.S. - IA, IL, IN, KY, MI, MN, ND, NE, OH, SD, WI</b>													
IA	Hy-Vee Jewel-Osco	Honeysuckle Perdue Jennie-O		2.66	3.50	4.16							
IL	Brookhaven Butera Fairplay Foods Fresh Thyme Heinen's Houchen's IGA Jewel-Osco  Kirby IGA Kroger Central Meijer Mrs. Green's Piggly Wiggly MW Strack & VanTil Tony's Finer Food Ultra Foods	Butterball Butterball Jennie-O  Plainville Farms Honeysuckle Perdue Jennie-O Honeysuckle Simple Truth Jennie-O Plainville Farms Butterball Perdue Perdue Perdue	A	2.99  2.49  2.66  2.66  2.99	3.69  3.50 2.91 3.50 3.50 3.99 3.27 3.99 3.99 3.99 3.99 3.49 3.49		3.27  3.19  3.99 3.99 3.99 3.99	3.99  3.50 3.99 3.99 3.99 3.49				yes  yes  3.99	
IN	Al's Supermarkets Fresh Thyme Harding's Houchen's IGA Jewel-Osco  Kirby IGA Kroger Central Marsh Meijer New Market Strack & VanTil Ultra Foods	Honeysuckle n/i Butterball Honeysuckle Perdue Jennie-O Honeysuckle Simple Truth Perdue Jennie-O Honeysuckle Perdue Perdue	A	2.49  3.00  2.66  2.66  2.99	2.91  3.50 3.50 3.99 4.49 3.27 3.99 3.99		3.19  3.99 3.99 3.99	3.99  3.50 4.49 3.99				yes  4.49  3.99	

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**Independence Day 2015**
**GROUND POULTRY**

State	Supermarket	Brand	Key	Ground Turkey					Ground Chicken				Store Card
				85%	93-94%	Breast	Sausage	Patties	97-98%	Breast	Sausage	Patties	
KY	Food Lion	n/i n/i		2.88 3.30									yes
	Houchen's IGA Meijer	Honeysuckle Jennie-O			2.91 3.27								
MI	Family Fare	Butterball	A	2.49									yes
	Harding's	Butterball		3.00									
	Kroger Central	Simple Truth			3.99								
	Meijer	Jennie-O			3.27								
	Ric's Food Center	Honeysuckle						3.67					
	Spartan Stores	Butterball		2.59									
	Tom's/Oleson's	Jennie-O			3.07								
	Valuland	Butterball		2.49									
	VG's Grocery	Butterball		2.49									
MN	Hugo's	Gold'n Plump							3.00				
	Hy-Vee	Honeysuckle											
	Marketplace Foods	Honeysuckle					4.16						
ND	Albertsons Mtn	Jennie-O			2.99								
	Hugo's	Gold'n Plump							3.00				
		Honeysuckle											
	Marketplace Foods	Gold'n Plump											
NE	Baker's	Kroger		3.49									
	Hy-Vee	Honeysuckle				4.16							
OH	Acme Fresh	Jennie-O	A		3.30								yes
	Buehler's	Jennie-O			4.12								
	Chief	Gerber's											
	Fresh Thyme	Honeysuckle											
	Geyer's	n/i											
	Giant Eagle	Honeysuckle											
	Heinen's	Giant Eagle											
	Kroger Central	Plainville Farms											
	Marc's	Simple Truth											
	Marsh	Butterball											
	Meijer	Perdue											
		Jennie-O			3.27		4.49						
								2.99					
										4.49			

**U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS**
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**Independence Day 2015**
**GROUND POULTRY**

State	Supermarket	Brand	Key	Ground Turkey					Ground Chicken				Store Card
				85%	93-94%	Breast	Sausage	Patties	97-98%	Breast	Sausage	Patties	
<b>OH</b> <i>(cont)</i>	Piggly Wiggly Stores	Butterball		2.50	3.84				3.50				yes
	Thorne's	Shady Brook			3.50								
	Weis	Weis											
		Perdue											
<b>SD</b>	Hy-Vee	Honeysuckle			4.16								
<b>WI</b>	Festival	Jennie-O	A	3.25					3.48				yes
	Marketplace Foods	Gold'n Plump			3.27								
	Meijer	Jennie-O			3.69								
	Piggly Wiggly MW	Butterball							3.69				
	Trig's	Jennie-O			2.99								
		Gerber's											
	Hy-Vee	Honeysuckle				4.16							

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**Independence Day 2015**
**GROUND POULTRY**

State	Supermarket	Brand	Key	Ground Turkey					Ground Chicken				Store Card
				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 Sthrn Edward's Hay's	Jennie-O Honeysuckle Honeysuckle			2.99 3.32			2.79					
AZ	Albertsons SW Fry's Haggen's	Jennie-O Kroger Jennie-O			2.99 3.49 4.09								yes
CO	Affiliated Food Inc. Albertsons Mtn King Soopers	Carolina Jennie-O Simple Truth	A	2.00	2.99 5.99								
KS	Affiliated Food Inc. Dillon's Hy-Vee Woods	Carolina Kroger Honeysuckle Honeysuckle		2.00 3.49		4.16		2.80	3.50				
LA	Albertsons Sthrn	Jennie-O			2.99								
MO	Gerbe's Hay's Hy-Vee Kroger Central Prenger Foods Pyramid Food Woods	Kroger Honeysuckle Honeysuckle Simple Truth Honeysuckle Honeysuckle Honeysuckle	A	3.49	3.99 2.48	4.16 4.16	2.79						yes
NM	Affiliated Food Inc. Albertsons SW King Soopers	Carolina Jennie-O Simple Truth	A	2.00	2.99 5.99								
OK	Affiliated Food Inc. Pyramid Food	Carolina Honeysuckle		2.00		4.16							
TX	Affiliated Food Inc. Albertsons Sthrn Albertsons SW Food Town Randall's/Tom Thumb	Carolina Jennie-O Jennie-O Jennie-O Jennie-O		2.00 2.59	2.99 2.99 3.85								
UT	Albertsons Mtn Albertsons SW Associated Food	Jennie-O Jennie-O Jennie-O		2.50	2.99 2.99 3.50			3.49					

**U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS**
*prices in \$US per pound unless otherwise noted.*
**Independence Day 2015  
GROUND POULTRY**

State	Supermarket	Brand	Key	Ground Turkey					Ground Chicken				Store Card
				85%	93-94%	Breast	Sausage	Patties	97-98%	Breast	Sausage	Patties	
UT (cont)	King Soopers Stokes Market	Simple Truth Jennie-O	A	2.48	5.99			3.49					

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**Independence Day 2015**
**GROUND POULTRY**

State	Supermarket	Brand	Key	Ground Turkey					Ground Chicken				Store Card
				85%	93-94%	Breast	Sausage	Patties	97-98%	Breast	Sausage	Patties	
<b>SOUTHWESTERN U.S. - CA,HI,NV</b>													
CA	Food 4 Less	Jennie-O		2.33	4.09								
	Haggen's	Jennie-O			3.19								
	Holiday Markets	Foster Farms			4.12								
	Lucky	Foster Farms			4.59								
	Lunardi's	n/i			4.13								
	Pavilions/Von's	Foster Farms			4.13								
	Stater Bros.	Open Nature											
	Super A Foods	n/i			2.99								
		Jennie-O			2.88	3.20							
HI	Foodland	Foster Farms					4.23	5.29					
	Times/Big Save	Foster Farms			3.99					4.99			
NV	Albertsons Mtn	Jennie-O		2.50	2.99								
	Albertsons SW	Jennie-O			2.99								
	Associated Food	Jennie-O			3.50								
	Haggen's	Jennie-O			4.09								
	Pavilions/Von's	Foster Farms			4.13								
	Scolari's	Open Nature			4.13								
		Foster Farms			3.30								

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

prices in \$US per pound unless otherwise noted.

**Independence Day 2015**

**GROUND POULTRY**

State	Supermarket	Brand	Key	Ground Turkey					Ground Chicken				Store Card
				85%	93-94%	Breast	Sausage	Patties	97-98%	Breast	Sausage	Patties	
<b>NORTHWESTERN U.S. - AK, ID, MT, OR, WA, WY</b>													
AK	Fred Meyer	Foster Farms				5.99							
ID	Albertsons Mtn	Jennie-O			2.99								
	Albertsons NW	Jennie-O			4.22								
	Associated Food	Jennie-O		2.50	3.50			3.49					
	Fred Meyer	Foster Farms			4.99								
	Stokes Market	Jennie-O		2.48				3.49					
MT	Albertsons Mtn	Jennie-O			2.99								
	Associated Food	Jennie-O		2.50	3.50			3.49					
	Reynold's	Jennie-O		2.50				3.49					
	Stokes Market	Jennie-O		2.48				3.49					
OR	Albertsons NW	Jennie-O			4.22		4.99						
	Fred Meyer	Foster Farms		A									
	Market of Choice	Ranger		A									
	Roth's	Ranger		O	6.99								
		Foster Farms										4.99	6.99
WA	Albertsons NW	Jennie-O			4.22								
	Fred Meyer	Foster Farms			4.12	4.99							
	Metropolitan	Jennie-O											
	PCC Natural	Diestel		F				6.49					
WY	Albertsons Mtn	Jennie-O			2.99								
	Associated Food	Jennie-O			3.50								
	King Soopers	Simple Truth		A	5.99								